

Road shows across Cambridgeshire prove hit with young people

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A campaign to show students how to get better jobs and more money is underway in Cambridgeshire. Road show teams from the Learning and Skills Council (LSC) are visiting schools to highlight the benefits of achieving a minimum set of qualifications.

According to the LSC, by 2010 very few jobs will be open to those without a minimum set of qualifications (at least five GCSEs grade A-C or equivalent) and staying on in education could mean you end up earning £4,000 a year more than people without a minimum set of qualifications.

The teams are attending school assemblies and careers lessons with hard-hitting and encouraging messages about how achieving a minimum set of qualifications can open the door to better jobs, training and money.

Students are also being told about the different ways of achieving the minimum set of qualifications – anything from a level 2 diploma in motor vehicle maintenance, fashion retail, or music tech, to five A* to C GCSEs – and that money is not a barrier to staying on in education, as financial support is available. The Education Maintenance Allowance (EMA) is a weekly payment of up to £30 (depending on household income) payable to young people who stay on in post-16 education.

Kathryn Bryant, Young People's Learning Director, the Learning and Skills Council, said: "The road shows in Cambridgeshire are proving to be a huge success – the teams have really engaged with the students and we have had a great response. It is important that young people know exactly what their options are when it comes to education, and how their choices will affect them when they leave school."

By 11th May, the road show teams will have visited 12 schools in Cambridgeshire armed with leaflets and pocket sized information packs to give out to the students. Students are being encouraged to explore their options and can get more information by going online to a specially-created information portal (www.learnnow.org.uk), texting LEARN to 84025 or by calling 0800 031 9053 to request a call back from a training advisor to discuss individual requirements, aspirations and concerns.

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Notes to editors

Image attached: the LSC roadshow team deliver some hard hitting messages to students

For further information, please contact Louise Betts or Christina Lundberg at Band & Brown Communications on 01603 417722, email louise@bbpr.com

The Learning and Skills Council

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers. In the east of England we have six offices, one in each county: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. We work with our partners, local employers, training providers, schools and colleges to realise the vision of developing the region as one of the most successful knowledge-based economies in Europe. Visit <http://www.lsc.gov.uk/> for more information.

The campaign

The campaign is part of activity which will help meet the LSC's target set by Government to increase the proportion of young people who achieve at least a minimum set of qualification by the age of 19. The road show teams visited or will be visiting the following schools:

City of Ely Community College	Cambridgeshire	17/04/2007
Marshland High School	Cambridgeshire	18/04/2007
Chesterton Community College	Cambridgeshire	19/04/2007
Bretton Woods Community School	Cambridgeshire	20/04/2007
Stanground College	Cambridgeshire	23/04/2007
St Neots Community College	Cambridgeshire	23/04/2007
Hereward Community College	Cambridgeshire	26/04/2007
Cambridge Centre for Sixth Form Studies	Cambridgeshire	27/04/2007
The Queen's School	Cambridgeshire	27/04/2007
Cromwell Community College	Cambridgeshire	04/05/2007
Sawtry Community College	Cambridgeshire	04/05/2007
Cottenham Village College	Cambridgeshire	11/05/2007

EMA

EMA is a weekly payment of up to £30, paid directly to young people who continue in learning after they reach the statutory school leaving age (total household income should be less than £30,810 to qualify). Young people may also receive bonuses if they remain in their programme of learning and continue to make good progress. For further details log onto <http://www.dfes.gov.uk/financialhelp/ema/>