



PRESS RELEASE

12 January 2010

Take a Step to free dance lessons in Norwich

As dancing takes the nation – and the TV schedules – by storm, shoppers in Norwich are being given the chance to learn some new moves at a free dancing workshop.

With Dancing on Ice back on our screens and new talent shows Got to Dance and So You Think You Can Dance? inspiring would-be waltzers and hopeful hip-hoppers to take to the dancefloor, The Big Skill – Take a Step roadshow is coming to the Castle Mall shopping centre in the city to offer some timely advice.

Professional dancers will take to the floor on 15 January 2010 to showcase the skills which have led them to the jobs they love. Shoppers will then have the chance to step out themselves to learn some simple dance moves.

And it's not just aspiring dancers who could benefit from learning a new skill: the message from The Big Skill is that it's never too late to learn something new.

Nearly a third (29%) of Norfolk residents said when surveyed* that they would be prompted to learn a new skill to get a job, with 41% saying they would undertake training to earn more money.

And the Learning and Skills Council (LSC) has launched the Take a Step campaign to encourage people to take the step towards fulfilling their ambitions and dreams by learning a new skill.

Representatives from the Careers Advice Service, nextstep and local training providers will be on hand at the events to talk to people about the skills they'd love to learn and advise them of the support and opportunities open to them.

“The roadshows are designed to break down the barriers around learning new skills,” said Graham Brough, Area Director, LSC Norfolk.

“We want to remind people that learning can be fun and that there’s an enormous sense of achievement from learning something new. Whether you’re looking to find work, improve your career, change jobs or simply want a fresh challenge, learning new skills is a great way to take steps towards a new you in 2010.”

The Take a Step campaign builds on the success of The Big Skill Awards which were held last year by the LSC in the East of England to recognise and reward people who had improved their lives, or the lives of others, through learning.

The new campaign aims to direct those who were inspired by award winners’ stories to the help and support they need to return to learning themselves.

*The online survey was conducted by YouGov

Notes to editors

For more media information and images please contact Lucy Clegg or Dawn Humphreys on 01603 417722 or email lucy@tribepr.com

Images:

Please find attached the campaign image: The Big Skill – Take a Step aims to help people step into the right career for them

Supporting material:

Also attached:

- Celebrity vox pops about learning new skills from:
 - Dominic Littlewood, television presenter
 - Becky Mantin, ITV weather presenter
 - Susie Fowler-Watt, BBC Look East presenter
- The Big Skill – Take a Step logo
- Norwich and Great Yarmouth based case studies on how learning new skills can change lives and supporting image
- Learning jargon buster

If attachments are missing or you are unable to download them, please call 01603 417722

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.

The Big Skill 2009

The Big Skill first ran in 2008 and following its success in Norfolk was rolled out across all six counties in the East of England, with support from Ray Stubbs.

The Big Skill – Take a Step!

The Big Skill – Take a Step campaign is an extension of The Big Skill designed to build upon the inspirational stories of learning achievement from the awards and signpost those who have been inspired to the help, support, funding and advice available to help them take their own steps towards learning a new skill in 2010.

The Big Skill – Take a Step! roadshow events

The roadshows will take place at these shopping centres on the following dates and be open 10am -5pm:

- Castle Mall, Norwich - Friday 15 Jan 2010
- The Mall, Luton - Tuesday 19 Jan 2010
- Queensgate, Peterborough - Thursday 21 Jan 2010
- Lakeside, Thurrock - Thursday 28 Jan 2010

Survey

The survey was carried out on behalf of the Learning and Skills Council.

All figures, unless otherwise stated, are from YouGov Plc. The total sample size was 1054 adults. Fieldwork was undertaken between 16-24 November 2009. The survey was carried out online.