

## Road shows across Norfolk 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 Norfolk. 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 Norfolk 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 18 schools in Norfolk 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](http://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](mailto: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 qualifications by the age of 19. The road show teams visited or will be visiting the following schools:

Wayland Community High School	Norfolk	17/04/2007
Costessey High School	Norfolk	17/04/2007
Downham Market High School	Norfolk	18/04/2007
Earlham High School	Norfolk	18/04/2007
Caister High School	Norfolk	19/04/2007
Smithdon High School	Norfolk	20/04/2007
The Park High School	Norfolk	20/04/2007
Heartsease High School	Norfolk	24/04/2007
Northgate High School	Norfolk	24/04/2007
King Edward VII School	Norfolk	24/04/2007
Cliff Park High School	Norfolk	25/04/2007
The Hewett School	Norfolk	26/04/2007
Rosemary Musker High School	Norfolk	27/04/2007
Hethersett High School	Norfolk	01/05/2007
Hamond's High School	Norfolk	01/05/2007
North Walsham High School	Norfolk	02/05/2007
Cromer High School and Language College	Norfolk	03/05/2007
Springwood High School	Norfolk	04/05/2007

## 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/>