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# EVALUATION OF THE TRAIN TO GAIN ROADSHOW SUMMARY SEPTEMBER / OCTOBER 2007

## Leads Evaluation

### Activity

- The roadshow ran for six weeks across the East of England, with a week in each of the areas – Bedfordshire and Luton, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk
- Businesses visited were selected from the low level skills hot spots, based on research with Local Area Partnership Teams and brokerages
- The targeted businesses received a letter prior the roadshow informing them about the activity
- There were two fully briefed teams of two promotional staff
- The teams travelled to businesses in the Train to Gain branded Smart cars, wearing branded clothing and distributing promotional literature
- The promotional teams visited selected businesses to talk to the employers about Train to Gain, to make appointments and collate leads for Train to Gain Skills Brokers
- The leads were divided into 'hot' – an employer wants to book an appointment with a Skills Broker; 'warm' – wants to talk to a broker and 'cold' – wants to be sent more information about the Train to Gain
- Skills Brokers were kept informed of the activity, sent the leads on daily basis. Their role was to follow up the leads and to make appointments
- LSC Area Directors, Local Partnership Teams and other stakeholders were kept informed about the roadshow via regular updates and the Train to Gain website

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### Results

- The roadshow generated 137 hot leads, 863 warm leads and 370 cold leads, in total 1,370 leads
- The geographical coverage, was a great success as we managed to visit each county in the region, spending a day in each area
- The roadshow created a very visible manifestation of the Train to Gain brand, for the public as well as businesses, increasing the awareness of Train to Gain
- There were substantial cost savings made on the roadshow activity, including using existing promotional literature, renegotiating the promotional staff day rate, decreasing the PR and photography costs, saving a total of £8,900

## EEBC Results

Please see the table below showing the results EEBC have provided us with since the Roadshow:

	Herts - w/c 10/9/07			Essex - w/c 17/9/07			Suffolk - w/c 24/9/07			Norfolk - w/c 1/10/07			Cambs - w/c 8/10/07			Beds - w/c 15/10/07			TOTALS		
	EE BC leads	Total no. of leads	% to EEBC	EE BC leads	Total no. of leads	% to EEBC	EE BC leads	Total no. of leads	% to EEBC	EE BC leads	Total no. of leads	% to EEBC	EE BC leads	Total no. of leads	% to EEBC	EE BC leads	Total no. of leads	% to EEBC	EE BC leads	Total no. of leads	% to EEBC
<b>Client Requests</b>																					
Appointments	7	29	24.14%	12	30	40.00%	9	24	37.50%	8	30	26.67%	3	12	25.00%	8	10	80.00%	47	135	34.81%
Calls	48	146	32.88%	51	125	40.80%	63	137	45.99%	64	144	44.44%	55	148	37.16%	79	126	62.70%	360	826	43.58%
Send Info	6	36	16.67%	13	67	19.40%	21	54	38.89%	18	49	36.73%	14	87	16.09%	27	63	42.86%	99	356	27.81%
<b>Outcomes</b>																					
Appointments secured	3			3			3			4			3			3			19		
Call backs																			218		
Not interested																			170		
Appt Booked : EEBC Appt / Call requested	55		5.45%	63		4.76%	72		4.17%	72		5.56%	58		5.17%	87		3.45%	407		4.67%
Appt Booked : Total Appt / Call requested		175	1.71%		155	1.94%		161	1.86%		174	2.30%		160	1.88%		136	2.21%		961	1.98%

## TCHC Results

Please see the table below showing the results TCHC have provided us with since the Roadshow:

County	Total Employers	Still to do 1st Call	Total Face to Face	% Face to Face Booked	Total Indicative Learners	Wrong Number	Not Interested	% Not Interested	Sent Info	% Sent Info	Could Not Get Through	% Could Not Get Through
Essex	91	3	10	10.99	0	3	18	19.78	36	39.56	50	54.95
Herts	38	3	4	10.53	4	0	14	36.84	8	21.05	9	23.68
Suffolk	47	0	0	0	0	3	25	53.12	7	14.89	12	25.53
Cambridge	42	0	1	2.38	0	0	28	66.67	4	9.52	9	21.43
Beds	72	2	0	0	0	0	58	80.56	6	8.33	8	11.11
Norfolk	60	5	1	1.67	0	0	23	38.33	19	31.67	12	20
<b>Total</b>	<b>350</b>	<b>13</b>	<b>16</b>	<b>4.57</b>	<b>4</b>	<b>6</b>	<b>166</b>	<b>47.43</b>	<b>80</b>	<b>22.86</b>	<b>100</b>	<b>28.57</b>

## Return on Investment

Total spend: £64,660.25  
 Number of leads: 1,370 (all leads)  
 Number of 'hot' leads: 137  
**Spend per lead = £47.20**

Number of appointments: 35  
**Spend per appointment: £1,847.50**  
**Conversion rate hot lead to appointment = 3.9:1**

**Total employers approached during the roadshow activity = 2,000**

## Analysis

- The roadshow visited a number of low skills areas across the region
- A number of recommendations from the last roadshow activity have been implemented, including strategic targeting based on the Local Partnership teams' research; thorough training of the promo staff by the TtG Skills Brokers, consulting and communicating with the brokerages and internal LSC staff throughout the activity

- The roadshow activity produced a satisfactory number of leads but a low number of appointments therefore the return on investment is lower than expected. It is therefore essential that the brokerages keep us informed on their progress with the leads as there are still some leads in the system waiting to be followed up

## PR Evaluation

### Activity

- Ideas for roadshow photography brainstormed and suggested
- Seven versions of the roadshow press release, one for each county and a regional version, written and issued to **166** media titles
- **30** key media titles and journalists contacted by telephone

### Results

#### 1. Radio:

2 radio interviews with Paul Storey requested, but only one arranged due to Paul's availability:

- Lite FM, Peterborough – covered on 9/10/07 (RAJAR 29,000)
- Beach Radio, Great Yarmouth and Lowestoft (RAJAR 50,000)

**Total listening figures = 79,000** (assuming Beach Radio ran the story without the interview)

#### 2. Press Media:

4 pieces of known editorial coverage secured:

- Ipswich Evening Star business pages – 26/09/07: readership 54,696; AVE £2,602
- Cambridge Evening News business pages – 10/10/07: readership 69,946; AVE £3,079
- Colchester Gazette business pages – 16/10/07: combined readership 58,233 (across all editions); AVE £1,494
- Coast Gazette – 16/10/07: combined readership 58,233; AVE £1,494

**Total readership reached = 182,875**

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### 3. E-Media:

One piece of website news coverage secured:

- Ipswich Evening Star website – 26/09/07: monthly unique users 88,000

**Total online users reached = 88,000**

#### **Return on Investment**

PR spend = £5,640

Total AVE = £8,669

**Return on Investment = saving of £3,029**

**Total potential audience reached through PR work for the roadshow = 349,875**

#### **Analysis**

- All editorial and web coverage contained both the Train to Gain phone number and the website address
- Three of the four pieces of editorial coverage were on newspaper business pages and so highly targeted at the roadshow's audience
- All four pieces of editorial coverage were achieved in daily newspapers
- All four pieces of editorial coverage ran with photography, two of which were provided with the press release, two of which were taken by a newspaper photographer