



## TRAIN TO GAIN ROADSHOW SEPT / OCT 2007

The TtG roadshow was launched on Monday, 10th September, in St Albans. The activity ran for six weeks across the East of England region, visiting each of the 6 areas in the region. The roadshow started in Hertfordshire, spending a week visiting hundreds of businesses on carefully selected industrial estates in the area, before moving to Essex, Suffolk, Norfolk and Cambridgeshire. The activity finished in Bedfordshire on 19th October.

The aim of the roadshow was to spread awareness of TtG and to increase TtG leads and appointments. The roadshow team visited employers in TtG branded Smart cars to give them information on the TtG service and to arrange appointments for Skills Brokers. The businesses have strategically been selected with the help of local Area Teams and Brokerages and the employers have been sent a letter informing them about the roadshow.

### Week 1 - w/c 10<sup>th</sup> September –Hertfordshire

In Hertfordshire, the roadshow visited SME businesses in St Albans, Harpenden, Welwyn Garden, Stevenage, Hatfield, Hoddesdon, Hemel Hempstead and Borehamwood. During the first week of the roadshow, the TtG promo team talked to 330 employers and gained 29 appointments for Skills Brokers. There also were 149 requests for Brokers to call businesses back and 35 employers asked to be sent more information about the TtG service:

Requested an appointment	29
Requested to be called back	146
Requested further information	35
Was not available	57
Was not interested	26
Not available	37

<b>TOTAL</b>	<b>330</b>
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## Week 2 – w/c 17<sup>th</sup> September – Essex

In Essex, the roadshow visited SME businesses in Epping, Harlow, Colchester, South Ockendon, Grays, Basildon, Dunmow and Braintree. During the second week of the roadshow, the TtG promo team talked to 373 employers and gained 30 appointments for Skills Brokers. There also were 125 requests for Brokers to call businesses back and 67 employers asked to be sent more information about the TtG service:

Requested an appointment	30
Requested to be called back	125
Requested further information	67
Was not available	36
Was not interested	83
Not available	21

<b>TOTAL</b>	<b>373</b>
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## Week 3 – w/c 24<sup>th</sup> September – Suffolk

In Suffolk, the roadshow visited SME businesses in Ipswich, Bury St Edmunds, Halesworth, Lowestoft, Beccles, Bungay, Manningtree and Sudbury. The TtG promo team talked to 329 employers and gained 24 appointments for Skills Brokers. There also were 137 requests for Brokers to call businesses back and 54 employers asked to be sent more information about the TtG service:

Requested an appointment	24
Requested to be called back	137
Requested further information	54
Was not available	29
Was not interested	64
Not available	21

<b>TOTAL</b>	<b>329</b>
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### Week 4 – w/c 1<sup>st</sup> October – Norfolk

In Norfolk, the roadshow visited SME businesses in Norfolk, Great Yarmouth, Wymondham, Dereham, King's Lynn, Diss, Thetford and Watton. The TtG promo team talked to 319 employers and gained 30 appointments for Skills Brokers. There also were 144 requests for Brokers to call businesses back and 49 employers asked to be sent more information about the TtG service:

Requested an appointment	30
Requested to be called back	144
Requested further information	49
Was not available	15
Was not interested	54
Not available	27

<b>TOTAL</b>	<b>319</b>
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### Week 5 – w/c 8<sup>th</sup> October – Cambridgeshire

In Cambridgeshire, the roadshow visited SME businesses in Cambridge, Ely, March, Chatteris, Wisbech, Tilbrook, Huntingdon, Peterborough, St Neots and Eaton Socon. The TtG team visited 328 employers and gained 12 appointments for Skills Brokers. There also were 148 requests for Brokers to call businesses back and 87 employers asked to be sent more information about the TtG service:

Requested an appointment	12
Requested to be called back	148
Requested further information	87
Was not available	32
Was not interested	34
Not available	15

<b>TOTAL</b>	<b>328</b>
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## Week 6 – w/c 15<sup>th</sup> October – Bedfordshire & Luton

In Bedfordshire & Luton, the roadshow visited SME businesses Luton, Dunstable, Leighton Buzzard, Bedford and Biggleswade.

The TtG team visited 396 employers and gained 12 appointments for Skills Brokers. There also were 163 requests for Brokers to call businesses back and 78 employers asked to be sent more information about the TtG service:

Requested an appointment	12
Requested to be called back	163
Requested further information	78
Was not available	30
Was not interested	98
Not available	15

<b>TOTAL</b>	<b>396</b>
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