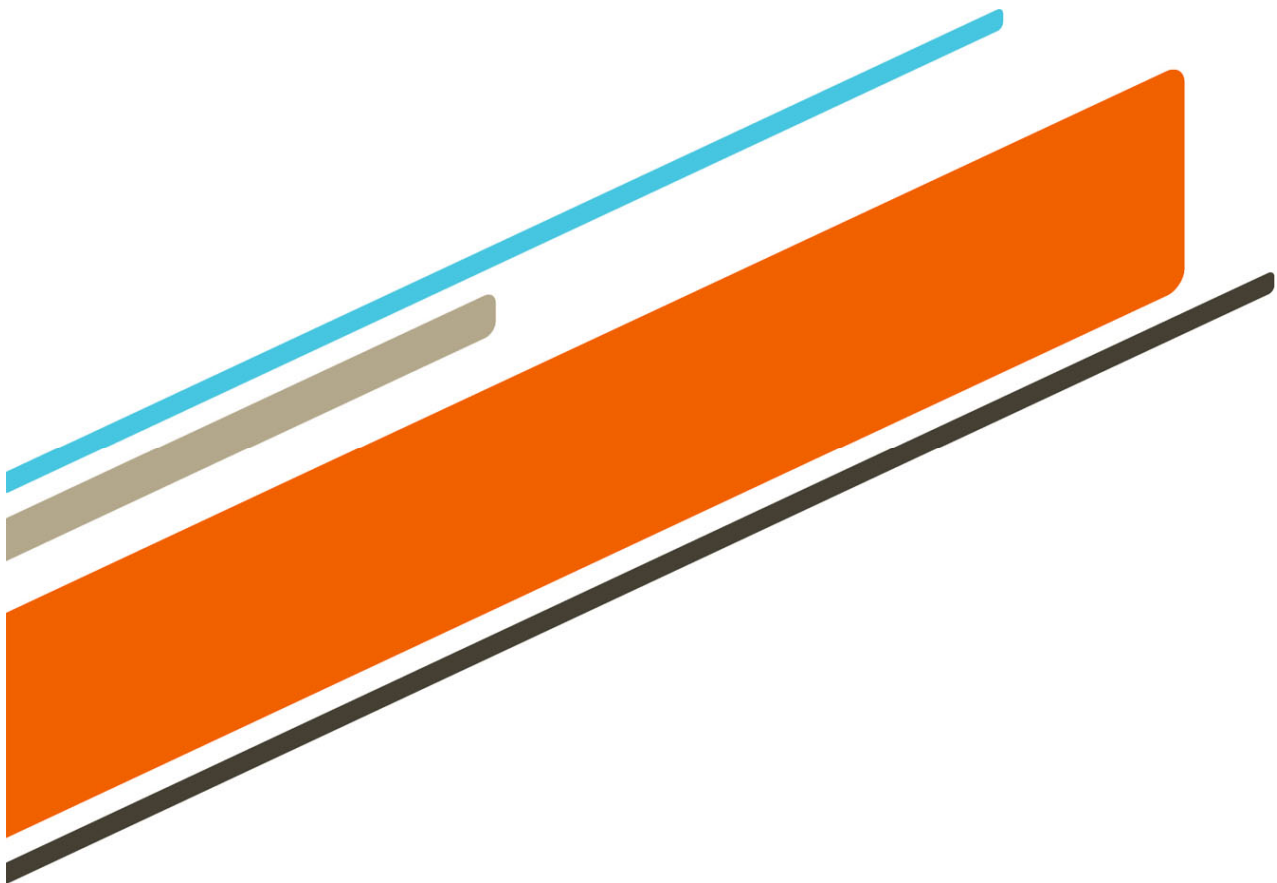


TRAIN TO GAIN ROADSHOW EVALUATION

24TH – 27TH APRIL 2007



THE TRAIN TO GAIN ROADSHOW EVALUATION

The objective of this document is to evaluate the Train to Gain (TtG) roadshow which took place between 24th and 27th April 2007 in the East of England region. The aim of this pilot roadshow was to spread awareness of the Train to Gain service and increase brand recognition. The target audience was small to medium sized businesses and locations were Industrial Estates and town centres.

Aims & Objectives

- To increase the awareness of Train to Gain within SMEs the East of England region.
- To extend and reinforce the Train to Gain brand in the East of England region.

Coverage

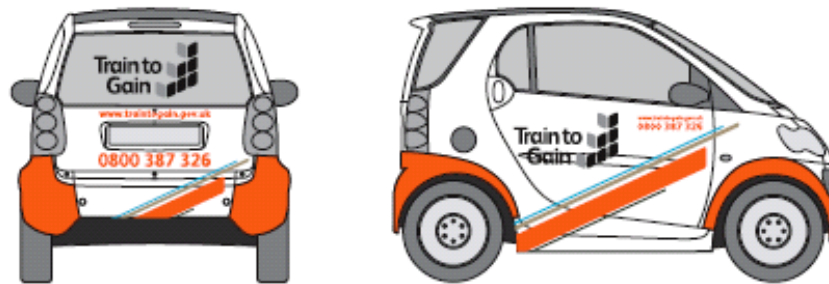
The roadshow was held in Hertfordshire, Norfolk, Suffolk and Bedfordshire & Luton. The TtG team spent a day in each area. The roadshow targeted both industrial estates and city centres, visiting industrial estates in the morning and afternoon and town centres at lunch time. For the breakdown of the locations, please see the table below.

County	date	AM	Lunch	PM
Hertfordshire	24/04/2007	Watford - Tolpits Lane Moor Park Ind Centre (WD18 9ET)	Stevenage town centre	Stevenage - Arlington business park (SG1 2BD)
				Stevenage - Pin Green Ind Area and Wedgewood Ind Est (SG1 4TH)
Norfolk	25/04/2007	Thetford - Brunel Way Ind Est (IP24 1HP)	Norwich town centre	Norwich, north city - Airport Ind Est (NR6 6HG) on Vulcan Rd., Hurricane Way, Fifers Lane, etc.
		Thetford - Caxton Way Ind Est. (IP24 3SQ)		
		Thetford - Fisons Way Ind Est (IP24 1HZ)		
Suffolk	26/04/2007	Ipswich - Ransome Europark (IP3 9SJ4)	Ipswich	Mildenhall, Hampstead Ave industrial estate IP28
Bedfordshire & Luton	27/04/2007	Elms Farm Ind Est. (MK410EP) Bedford	Luton town centre	Cambridge Road Ind Est. (MK420LJ) Bedford
				St Martins Business Park (MK420LF) Bedford



TtG Roadshow Branding

The TtG team consisted of 4 promo staff wearing TtG branded clothing, travelling in 2 branded Smart cars:



TtG promo vehicles – Smart cars



TtG branded clothing



The TtG team visited businesses, introducing the TtG service and exchanging TtG material. The material included TtG branded leaflets and a TtG card with details of the competition which were exchanged for employers' business cards. The aim of the competition (the prize was an experience day worth £500), was to encourage employers to give their business cards to the promo team. These leads were then followed up by the TtG brokerages.

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PUT THE RIGHT SKILLS IN YOUR BUSINESS WITH TRAIN TO GAIN

**BETTER SKILLS
INCREASED PRODUCTIVITY
MORE SUCCESS**

For more information and details on Skills Brokers visit our website: www.traintogain.gov.uk

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WHAT IS TRAIN TO GAIN? FIVE EASY STEPS

Train to Gain is a new service from the Learning and Skills Council (LSC). It's designed to help businesses get the training they need to succeed. Better skills lead to increased productivity and, ultimately, more profit.

It's available for your business right now, and works in the easy steps:

- 1. Identify the skills your business needs**
The Skills Broker will give you a business review and skills analysis worth £500 to assess what skills your business needs.
- 2. Propose the right training**
The Skills Broker can recommend a range of existing schemes, the appropriate training provider and how and where the training can be delivered to suit you.
- 3. Agree a tailored training package**
Together with your Skills Broker and training provider, you can agree a training package that suits your employees.
- 4. Fund the training**
Your Skills Broker will explain all the funding options available to you, and recommend the best way to finance the training.
- 5. Review the progress you're making**
Your Train to Gain Skills Broker will provide support at every step and make sure the training is progressing for you and your employees.

Why not take the first step towards more jobs? Call us on 0800 387 326.

'THE TRAINING IS PROVING A TRENDSHIFTS SUCCESS'

For your business to be successful you need to compete, and to compete you need to employ the right people.

The right skills advice is essential to getting the best training for your business. And prove it with one of our Skills Brokers - someone who's specialised in seeing with a new kind of providing effective advice to business.

The Skills Broker will help you get the greatest training that your business needs to succeed. This is something that can have a tremendous positive effect on staff morale, team spirit, productivity and profit.

Train to Gain is an initiative that can benefit all businesses, and is available right now for you as an employer. Take the first step to get the right skills for your business. Call us now on 0800 387 326.

'THE STAFF THINK IT'S GREAT AND THE BENEFITS TO THE BUSINESS ARE HUGE'

Working on an ongoing change in business.

From health to hospitality and from to engineering, Train to Gain can provide training that's specific to your business needs.

Train to Gain makes the effort and the cost of training - and in some cases they actually pay for it - your own.

Train to Gain offers:

- Free training advice, employees gain their first full Level 1 qualification equivalent to 5 GCSE A-C grades.
- High quality training programmes with less than 50 employees.
- Flexible programmes including Apprenticeships, NVQ Level 1 and above.

CALL US ON 0800 387 326. WE KNOW WE CAN HELP YOUR BUSINESS ACHIEVE MORE.

TtG leaflet

Make it happen!

Simply hand in your business card to win a chance of taking a Ferrari for a spin!

Your business card will be entered into a prize draw to win a day out of your choice worth £500 and shortly afterwards a Skills Broker will be in contact. If your idea of a day of pure indulgence involves fast cars, serious relaxation or just a new experience - you can make it happen with Train to Gain.

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What is Train to Gain?

- It's a new service to help employers get the training they need to succeed.
- Skills Brokers give businesses a free, impartial skills analysis.
- They then advise on access to available training and funding and will support you throughout the whole process.

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Only one entry per person is permitted for this Draw. Prize will be awarded to the first correct entry drawn. Entry is open only to residents of the UK, Channel Islands, Isle of Man and Republic of Ireland aged 18 or over. No travelling or spending expenses will be provided. The Draw takes place on 28th May 2007 and the winners will be notified in writing. You don't need to buy anything to take part. We reserve the right to use the winner's name, home town, photograph and opinions in future publicity or promotional material, and by entering our Prize Draw you consent to such use. The judge's decision is final. By entering the Prize Draw you give your consent for a representative of Train to Gain to contact you. Your details will not be passed to a third party.

TtG competition business card

In addition, one Train to Gain advertorial was placed in the local press in each area. The advertorial was tailored to each area and published in one publication in each county when the roadshow visited that area:

SMART MOVES

The Train to Gain teams collected business cards from owners and managers who want to get involved, which will go into a prize draw and one lucky winner will receive an experience day of their choice.

It's fast, furious and fun but carries a serious message too. Without skill, strategy, the ability to learn quickly and a will to win, it's unlikely you'll finish at the top of the heap. Just like running a business.

The smartest move is to call Train to Gain on 0800 387 326. Then you know you'll finish up ahead.

Small businesses must be capable of some pretty smart moves to survive and thrive. To do that, your whole team needs its skills up to speed. That's why our Train to Gain teams were out in their Smart cars on the industrial estates of the East of England last week.

Train to Gain does exactly what it says on the car. You get training to help your business make more money and it costs very little - if anything. All first level 2 qualifications are free.

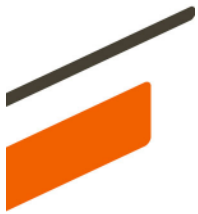
You get an audit and access to specialist training to sort out any skills shortfalls. It's what larger businesses have been doing for years, but smaller ones haven't been able to afford.

What is Train to Gain?
Train to Gain is a new service to help businesses get the training they need to succeed. Train to Gain offers employers free, impartial skills analysis at a time and place to suit their business, plus access to relevant training and funding.

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TtG roadshow advertorial



Target Audience

The target audience consisted of managers and top decision makers of SMEs on industrial estates with smaller business units. In town centres, the target audience consisted of employees, general public and some employers.



TtG team in Stevenage and Luton town centres



The TtG team visiting industrial estates in Norfolk

Roadshow Outcomes & Successes

- There were 203 leads generated from the 4 day roadshow.
- The geographical coverage, given the budget, was a great success.
- The roadshow created a very visible manifestation of the Train to Gain brand, for the public as well as business, and increase the awareness of the TtG service.
- The roadshow attracted good local media coverage and PR.
- Having two TtG branded smart cars was a huge success in terms of geographical coverage and awareness. The cars were eye catching and noticeable and created good PR.

- The promotional leaflet used for the roadshow was adopted from an existing leaflet which was a great use of budget in terms of cost and time saving.

Leads

The four-day roadshow generated in total 203 leads which were passed onto the TCHC and EEBC brokerages to do the follow up calls. The breakdown of the leads can be found in the below table:

County	Date	Industrial Estates - AM	Town centres - Lunch time	Industrial Estates - PM
Hertfordshire	24/04/2007	15	2	23
Norfolk	25/04/2007	30	0	14
Suffolk	26/04/2007	41	0	15
Bedfordshire & Luton	27/04/2007	46	0	17

The leads were divided into the business sectors and followed up by the Skills Brokers. The feedback from the employers and Skills Brokers was very positive during the event. TCHC Brokers used this opportunity to visit the businesses in the town centres and some appointments have been received from this.

Press & PR

Band & Brown agency handled the PR aspect of the roadshow. In addition to a photography session in Norwich, there was a press call in Luton town centre attended by Luton on Sunday, Luton News, Business Monthly supplement and Herald & Post (Luton and Dunstable).

Press releases were sent to 130 newspapers and radio stations across the four counties. There was good media coverage with 7 radio stations covering the roadshow, including 2 stations in Norfolk which featured interviews from Glen Moore and Paul Storey. We also achieved some press coverage on the roadshow.

Media Coverage:

Radio Radio Norwich – Glenn Moore, LSC BBC Radio Norfolk – David Leyserman, TCHC Chiltern FM – Paul Storey, LSC	Press Luton on Sunday East Anglian Daily Times
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Town 102 – Paul Storey, LSC Radio Verulam – news story SGR – news story BBC Three Counties – news story	Media Lea Valley Star - Herts
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Recommendations

These are the lessons learnt from the pilot roadshow activity which took place in parts of the East of England region earlier this year. Below are changes that should be implemented for future roadshows:

- Depending on the budget, it is suggested that the next roadshow covers all 6 areas of the region: Cams, Essex, Herts, Norfolk, Suffolk, Beds & Luton and take place over a longer period.
- This pilot activity identified that the area profile building is key to the success of the next campaign. It is suggested to get local information from each LSC Partnership team and Area Director as well as from Skills Brokers on specific areas that would benefit from a visit from TtG, on areas of low L2 and areas of skills shortages. This is to ensure that specific geographical target areas are visited.
- From the pilot activity it has emerged that the next roadshow should target employers rather than individuals, hence the roadshow should concentrate on industrial estates and business clusters rather than on town centres.
- It is advised to have a more efficient route planning system in place in order to cut down on travelling time between the locations.
- The promo staff need to be well informed about the TtG service before the activity. It is recommended to have a training session for the promo team which can be lead by a Skills Broker.
- To limit cold calling and increase number of leads, a pre-roadshow communication should be implemented. This will inform the business owners and managers about the roadshow and about being visited on a specific day. It also gives them an opportunity to let us know if they do not wish to be visited.
- It has been identified that the competition did not add any value to the roadshow so it does not need to be repeated.
- On-the-spot appointments with Skills Brokers should be implemented to increase a conversion of leads to appointments.
- The information should be fed back to the brokerages on a daily basis.

Paper creator

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13 July 2007

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