



TRAIN TO GAIN ROADSHOW SEPT / OCT 2007

Week 1 - W/C 10th 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:

Results for the Week	
Appointments	29
Call back	146
Send Info	35
Not Available	57
Not Interested	26
Remove	3
Doesn't Exist	24
Stopped from calling	10
Number of Businesses Visited	330

Week 2 - W/C 17th 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:

Results for the Week	
Appointments	30
Call back	125
Send Info	67

Not Available	36
Not Interested	83
Doesn't Exist	20
Stopped from calling	12
Number of Businesses Visited	373

Week 3 - W/C 24th 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:

Results for the Week	
Appointments	24
Calls	137
Send Info	54
Not Available	29
Not Interested	64
Doesn't Exist	19
Stopped from calling	2
Number of Businesses Visited	329

Week 4 - W/C 1st October – Norfolk

In Norfolk, the roadshow visited SME businesses in Norfolk, Great Yarmouth, Wymondham, Dereham, King's Lynn, Diss, Thetford and Watton. The roadshow, 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:

Results for the Week	
Appointments	30
Calls	144
Send Info	49
Not Available	15
Not Interested	54
Doesn't Exist	27
Stopped from calling	0
Number of Businesses Visited	319


Week 5 - W/C 8th 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:

Results for the Week	
Appointments	12
Call back	148
Send Info	87
Not Available	32
Not Interested	34
Doesn't Exist	15
Stopped from calling	0
Number of Businesses Visited	328

Week 6 – W/C 15th 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:

A decorative graphic in the top left corner consisting of a black diagonal line above an orange rectangular shape.

Results for the Week	
Appointments	12
Calls	163
Send Info	78
Not Available	30
Not Interested	98
Doesn't Exist	15
Stopped from calling	0
Number of Businesses Visited	396