



3 February 2009

Dear Colleague

National Apprenticeship Service - Employer Lead Handling

I am writing to you about the marketing campaigns that will be taking place, details of which you will have seen in the weekly e-Bulletin. The first is the National Apprenticeships Campaign (February) followed by the London Region Employer Campaign (March). These high profile campaigns are the first of many activities planned to promote the importance and benefits of Apprenticeships and skills to employers.

Key to the success of the campaigns, we need to ensure that all in-bound contact and interest in Apprenticeships from employers is managed effectively and consistently by all partners. It is clear that we share common objectives to generate opportunities that materialise into an increase in the take up of quality apprenticeship programmes. This applies to employers who are new to vocational learning, as well as growth for those already engaged in apprenticeships as the route to producing a skilled, loyal and value for money workforce, particularly in the current economic climate.

To this end, the accompanying documents provide details and protocols for providers on **employer lead handling** for all in-bound queries resulting from the marketing campaigns. **Please can I ask that this information is cascaded to**

the relevant staff in your organisation ready for action. Only those providers who agree to operate within the protocols attached and are registered on the Vacancy Matching System will be eligible to receive leads through the campaign.

Please email any queries related to the employer lead handling process to LORVMSSupportDesk@lsc.gov.uk or call the helpdesk on 020 7 904 0988.

Going forward, the NAS will be engaging with employers through other channels, details of which will be shared with you as we further develop the service. I would also like to take this opportunity to re-iterate the key messages already delivered to you through National and Regional briefings over the last few months, which are:

- The NAS will be geared towards supporting employers and learners to ensure their experience of apprenticeships is one of quality and efficiency, exceeding their expectations.
- The NAS will add to the great achievements that our providers and stakeholders have made to date and not replace or distort existing relationships or links with employers, intermediaries or stakeholders.
- The NAS will promote apprenticeships to London's vast employer base at every appropriate opportunity in partnership with all its stakeholders.

I would like to thank you for your time and input to date and look forward to working together to strengthen our services which will be of benefit to all.

Yours sincerely



Vic Grimes
Interim Regional Director of Apprenticeships, London