

Learner Support  
Directorate  
Marketing  
and support  
materials  
2009/10

June 2009

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## Introduction

The Learner Support Service consists of a number of strands including Education Maintenance Allowance (EMA), Adult Learning Grant (ALG), Care to Learn (C2L), Dance and Drama Awards (DaDA), Sixth Form College Childcare scheme, Free Childcare for Training and Learning for Work and the Residential Support Scheme. The purpose of these schemes is to support learners who would not otherwise have been able to access education for financial reasons.

The success of these schemes depends heavily on how they are publicised to learners and their families as well as on how the schemes are operated and managed. We have therefore developed a range of marketing materials to help promote each scheme as well as a range of resources to support key partners as they help and advise young people and their families.

The purpose of this document is to outline the marketing and support materials available for Providers, including details of how to order.

# 1 Education Maintenance Allowance

Education Maintenance Allowance (EMA) is a weekly allowance paid to learners from low-income families to encourage them to continue in education after they reach the statutory school-leaving age.

For more information about this scheme and the marketing and support materials available, visit [ema.lsc.gov.uk/resources](http://ema.lsc.gov.uk/resources)

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>Leaflet: 'EMA, My Choice'</b>	LSC-P-NAT-090004
<p>This leaflet is aimed at young people and parents and explains what EMA is all about including eligibility criteria, how to claim EMA and other sources of additional help and advice. The leaflet is also available in the following formats:</p> <p style="text-align: right;"><b>Braille</b></p> <p style="text-align: right;"><b>Large print</b></p>	LSC-P-NAT-090004BR
	LSC-P-NAT-090004LP
<b>Poster: 'My Money'</b>	LSC-P-NAT-080001
An A3 poster which uses simple messages relating to how much EMA is worth, to promote the scheme.	
<b>Poster: 'My Choice'</b>	LSC-P-NAT-080031
An A3 poster which uses simple messages relating to various course options, to promote the scheme.	
<b>EMA DVD: 'My Choice'</b>	LSC-P-NAT-080004
<p>The 'My Choice' DVD has been updated and contains information regarding post-16 options, young people's aspirations and EMA. It uses the experiences of young people who have had choices to make and have accessed EMA. There are animation sequences to hold the interest of learners and to help them understand the purpose of EMA and how to apply.</p> <p>It is in a modular format to be used as a discussion base as well as being a source of valuable information.</p> <p>The DVD now features a subtitles option.</p>	
<b>'Guide to EMA for Providers Working with Young People'</b>	LSC-P-NAT-090006
This is an A5 leaflet designed to help Providers advise young people and their families on how EMA can support young people who remain in/return to learning at the end of their compulsory schooling in England. It includes: an explanation of EMA; eligibility criteria; how and when young people should apply for EMA; the EMA Guarantee; and information on how to avoid common mistakes when completing an EMA application form.	
<b>EMA Application Form Resource Pack 2009/10</b>	LSC-P-NAT-090047
<p>This document provides practical advice on the completion of an EMA application form. It is designed to help partners support young people and their families through the application process. It includes information on which EMA application form should be completed, a walkthrough of the application form, an explanation of the four main types of evidence to prove income and common mistakes that can result in the application form being returned.</p> <p>Available for download only.</p>	

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>EMA Marketing and Communications Guidance 2009/10</b>	LSC P-NAT- 090053
<p>This document contains guidance for Providers who are involved in administering the EMA scheme. It sets out what marketing support is available to Providers and identifies the role each key partner needs to play.</p> <p>Available for download only.</p>	
<b>GCSE Envelope</b>	LSC-P-NAT-080005
<p>This A5 GCSE envelope encloses a leaflet explaining the options and choices available to young people after they get their GCSE results. The leaflet includes information about Apprenticeships, A-levels and Diplomas. It also gives a brief description of EMA.</p> <p>Teachers should encourage young people to write their address on the envelope, which will then be used in the summer for their GCSE results.</p>	
<b>Learning Provider Resource Pack</b>	LSC-P-NAT-080087
<p>The purpose of this document is to support Learning Providers in helping young people with their post-16 options.</p> <p>The pack consists of a short programme of learning designed for Year 11 students, including a booklet, a DVD, and loose worksheets which can be photocopied and distributed among learners.</p> <p>The booklet is divided into three sections – Your choice, Your finances and Your future. Each section contains an introduction to the area and activity suggestions.</p>	
<b>EMA Provider Guidance 2009/10</b>	LSC-P-NAT-090060
<p>This guidance is aimed at stakeholders involved in the delivery of Education Maintenance Allowance, outlining what Providers should do to operate EMA within their organisation and how to get the best from it.</p> <p>Available for download only.</p>	
<b>EMA Application Pack 2009/10</b>	LSC-P-NAT-090013
<p>This pack contains the following:</p> <ul style="list-style-type: none"> <li>• an application form with parts A, B and C</li> <li>• guidance notes providing detailed advice to help the learner complete the form</li> <li>• pre-paid, return envelope.</li> </ul>	

## 2 Care to Learn

Care to Learn is a weekly allowance to help with the cost of childcare and travel costs for teenage parents who want to start or return to learning. The aim is to re-engage these young parents in learning and help them gain a useful qualification.

For more information about this scheme and the support and marketing materials available, visit [caretolearn.lsc.gov.uk](http://caretolearn.lsc.gov.uk)

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>Leaflet: 'Childcare Support for Young Learners'</b>	LSC-P-NAT-090005
This leaflet is aimed at the learner, providing basic information about who is eligible for the scheme, how much they can receive, what learning they can do, what kind of childcare they can use, case studies and other useful information.	
<b>Poster</b>	LSC-P-NAT-080007
This poster is for Learning Providers and Childcare Providers to inform young parents about Care to Learn.	
<b>Code of Practice</b>	LSC P-NAT- 090052
This Code of Practice is aimed Childcare Providers working with young parents, outlining the ways they may be able to advise and guide young parents in need of help.	
<b>Care to Learn Guidance 2009/10</b>	LSP-NAT-090062
This guidance is aimed at stakeholders involved in the delivery of Care to Learn. It sets out the roles and responsibilities of those involved in the delivery of Care to Learn and how they can get the best from the scheme within their organisation.  Available for download only.	
<b>Care to Learn Application Pack 2009/10</b>	LSP-NAT-090016
This pack contains the following: <ul style="list-style-type: none"> <li>an application form divided into three sections: section A is to be completed and signed by the learner, section B by the Learning Provider and section C by the Childcare Provider</li> <li>guidance notes providing detailed advice to help the learner complete the form</li> <li>pre-paid return envelope.</li> </ul> <p>Please note that this application pack can be ordered from the Learner Support Service only. It is not available to order from LSC Publications.</p>	

## 3 Sixth Form College Childcare scheme

The Sixth Form College Childcare scheme provides childcare funding for young parents aged 20 or over who are studying in a school sixth form or sixth form college.

For more information about this scheme and the marketing and support materials available, visit [lsf.lsc.gov.uk/sixthformchildcarescheme/](http://lsf.lsc.gov.uk/sixthformchildcarescheme/)

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>Sixth Form College Childcare Scheme Guidance 2009/10</b>	LSP-NAT-090063
This guidance is of interest to stakeholders involved in delivering the Sixth Form College Childcare scheme. It sets out the main aspects of the Sixth Form College Childcare scheme policy and procedures, how stakeholders can help deliver the scheme within their organisation and how to get the best from it.  Available for download only.	
<b>Sixth Form College Childcare Application Pack 2009/10</b>	LSP-NAT-090015
This pack contains the following: <ul style="list-style-type: none"> <li>an application form with five compulsory sections and two supplementary forms: sections A and B are to be completed by the learner, section C is to be completed by the Learning Provider and section D is to be completed by the Childcare Provider. The supplementary sections are section E which requests confirmation of benefits and section F which requests confirmation of income from self-employment</li> <li>guidance notes providing detailed advice to help the learner complete the form</li> <li>pre-paid return envelope.</li> </ul> <p>Please note that this application pack can be ordered from the Learner Support Service only. It is not available to order from LSC Publications.</p>	

## 4 Cross-directorate – the Big Picture

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>Poster: Childcare Big Picture</b>	LSC-P-NAT-090083
This A1 orange poster provides an overview of the eligibility criteria for the childcare schemes operated by the LSC and Jobcentre Plus. This document can be used by advisers to help determine the right questions to ask, and the right advice to give learners who are concerned about childcare costs while they are in learning.	

# 5

## Dance and Drama Awards

Dance and Drama Awards (DaDA) are scholarships funded by the LSC, offering reduced tuition fees and income-assessed support with living and learning costs for talented performers and stage managers.

For more information about this scheme and the marketing and support materials available, visit [danceanddrama.lsc.gov.uk](http://danceanddrama.lsc.gov.uk)

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<p><b>Booklet: 'Dance and Drama Awards'</b></p> <p>This booklet is aimed at the learner and provides information about what the awards are, who is eligible for the scheme, what funding is available and information about alternative Dance and Drama courses.</p> <p>In addition it contains the following three inserts: income-assessed student support rates, a list of DaDA Providers and a NCDT/CDET accredited course list.</p>	LSC-DD1
<p><b>DaDA Information for non-DaDA Learning Providers 2009/10</b></p> <p>This document provides guidance for Learning Providers who are not involved in the delivery of DaDA.</p> <p>It sets out the key points that will enable non-DaDA Providers to provide individuals with appropriate information, advice and guidance about the DaDA scheme and how they apply for funding. It does not provide detail about the delivery of the scheme. This is made available to those Providers who are involved in delivering DaDA awards.</p> <p>Available for download only.</p>	LSC-P-NAT-090065
<p><b>DaDA Income-assessed Student Support Fund Application Pack</b></p> <p>This application pack contains the following:</p> <ul style="list-style-type: none"> <li>an application form with 13 sections to be completed by the learner and their parents/guardians</li> <li>a letter explaining what the form is for</li> <li>a pre-paid return envelope.</li> </ul> <p>Please note that this application pack can be ordered from the Learner Support Service only. It is not available to order from LSC Publications.</p>	LSC-P-NAT-090035

# 6

## Adult Learning Grant

The Adult Learning Grant (ALG) is intended to help low-income adults studying full time (more than 12 hours a week) with the costs of learning. This grant is payable, subject to financial assessment, to learners

aged 19+ studying for their first full Level 2 or first full Level 3 qualification. For more information about this scheme and the marketing and support materials available, visit [alg.lsc.gov.uk/](http://alg.lsc.gov.uk/)

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<p><b>Leaflet</b></p> <p>This leaflet has been designed to introduce ALG to the learner, giving a brief overview of the grant and its eligibility criteria.</p>	LSC-P-NAT-090038
<p><b>Poster</b></p> <p>An A3 poster that promotes how much money could be earned through ALG.</p>	LSC-P-NAT-090045
<p><b>Birthday card</b></p> <p>This birthday card is intended for use by Learning Providers to inform learners about ALG. The card contains a red envelope and is to be sent to learners for their 19th birthday.</p>	LSC-P-NAT-090039
<p><b>ALG business card</b></p> <p>This business card promotes how money could be earned through ALG and gives a brief description of the eligibility criteria and contact details for how to apply.</p>	LSC-P-NAT-090040
<p><b>ALG business card holder</b></p> <p>This business card holder is a counter-top stand used to display 50 ALG business cards. The holder comes with 100 ALG business cards.</p>	LSC-P-NAT-090041
<p><b>A4 quick reference guide</b></p> <p>This is a laminated A4 card to be used by Providers to inform learners about the purpose of ALG, when to apply, who is eligible, how to apply and where to look for further information.</p> <p>The card also provides a table outlining the income thresholds for the scheme.</p>	LSC-P-NAT-090042
<p><b>ALG Guidance 2009/10</b></p> <p>This guidance is intended for use by stakeholders involved in the delivery of ALG. It sets out the main aspects of ALG policy and procedures, how stakeholders can help to administer the scheme within their organisation and how to get the best from it.</p> <p>Available for download only.</p>	LSC-P-NAT-090061
<p><b>ALG Application Pack 2009/10</b></p> <p>This pack contains the following:</p> <ul style="list-style-type: none"> <li>an application form</li> <li>guidance notes providing detailed advice to help the learner complete the application form</li> <li>pre-paid return envelope.</li> </ul>	LSC-P-NAT-090014

# 7 Free Childcare for Training and Learning for Work

This is a new scheme developed to help support adults (aged 20+) participate in learning by covering the cost of their childcare while they learn. The Childcare Provider must be Ofsted registered to be eligible.

For more information about this scheme and the marketing and support materials available, visit [lsc.gov.uk/providers/moneytolearn/childcaretraininglearning/](http://lsc.gov.uk/providers/moneytolearn/childcaretraininglearning/)

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>Leaflet</b>	LSC-P-NAT-090091
This leaflet is targeted at the learner and their partner to inform them about the key messages of the scheme and how to find out if they are eligible.	
<b>Poster</b>	LSC-P-NAT-090090
This poster is designed for use by Learning Providers and Childcare Providers to inform parents about the scheme. The poster provides contact details for learners to obtain more information.	
<b>Free Childcare for Training and Learning for Work Guidance 2009/10</b>	LSC-P-NAT-090064
This guidance is aimed at key stakeholders involved in the delivery of the scheme. It outlines what Providers should do to operate the scheme in their organisation and how to get the best from it.  Available for download only.	
<b>Free Childcare for Training and Learning for Work Application Pack 2009/10</b>	LSC-P-NAT-090017
This pack contains the following: <ul style="list-style-type: none"> <li>an information sheet to inform the learner about the scheme</li> <li>an application form with five sections: parts A, B and C are to be completed by the learner, part D is to be completed by the college and part E is to be completed by the Childcare Provider</li> <li>guidance notes providing detailed advice to help the learner complete the form</li> <li>pre-paid return envelope.</li> </ul>	

# 8 Learner Support products

For more information about the marketing and support materials available for Learner Support,

visit [lsc.gov.uk/providers/moneytolearn/](http://lsc.gov.uk/providers/moneytolearn/) and click on the relevant links.

PRODUCT DESCRIPTION	PRODUCT REFERENCE
<b>Residential Support Scheme Guidance 2009/10</b>	LSC-P-NAT-090044
This guidance is aimed at key stakeholders involved in the delivery of RSS. It outlines the main aspects of the policy and procedures involved with the scheme and how they can get the best from it.  Available for download only.	
<b>Residential Support Scheme Application Pack 2009/10</b>	LSC-P-NAT-090037
This pack contains: <ul style="list-style-type: none"> <li>an application form</li> <li>guidance notes providing detailed advice to help the learner complete the form</li> <li>pre-paid envelope.</li> </ul>	
<b>Post-16 Transport Guidance 2009/10</b>	LSC-P-NAT-090043
The purpose of this guidance is to assist and enable local authorities to produce their Transport Policy Statements for 2009/10. Local authorities must give regard to this guidance when preparing and publishing their Transport Policy Statements.  Available for download only.	
<b>The Good Practice Guide Post-16 Transport 2009/10</b>	LSC-P-NAT-090057
The purpose of this guide is to highlight effective procedures that can be adopted more widely by local authorities to the benefit of learners, transport providers and fundraisers.  Available for download only.	
<b>Discretionary Funding Guidance and Requirements 2009/10</b>	LSC-P-NAT-090113
The purpose of this guidance is to provide information to all Providers and local authorities receiving allocations of discretionary funding from the Learning and Skills Council (LSC). The funding includes 19+ hardship, 20+ childcare and residential bursaries.  The guidance sets out the requirements and the actions that will need to be taken into account for the application of each scheme and sets out the eligibility criteria and the priorities for disbursing the funding. It explains the process for allocations and describes how the LSC will collect monitoring information and audit the scheme.	





