



North East Marketing Update

>LSC

Leading learning and skills

Sent on behalf of Julie Calvert, Head of Marketing and Communications:

Issue 1 – July 2007

Welcome to the first issue of the **LSC North East Marketing Update**.

Through this update, we aim to keep partners and providers informed and up-to-date on national and regional marketing and communication activities and campaigns. The first issue focuses on the recently launched Skills and Train to Gain campaigns. We hope that you will find it useful and we welcome your feedback. Please feel free to pass this on to relevant people in your organisation and if they want to receive future updates directly please ask them to get in touch with us by emailing <mailto:sue.ohara@lsc.gov.uk>

“Our future. It’s in our hands”

The new Skills Campaign, launched on 9th July at BAFTA in London, will be the most significant drive by government to ‘transform the way people think, feel and act towards learning and skills’. For a full copy of the launch press release, click: <http://www.lsc.gov.uk/news/latestnews/news-090707-2.htm>

We had a launch event of our own in the **North East**, when former England goalkeeper Peter Shilton was on hand to spread the word about the importance of skills. He visited the region on Monday 9th July to encourage individuals and businesses to support the campaign by placing painted handprints on a giant poster, which spelt out the word ‘skills’. Click this link to read more and see the photographs <http://www.lsc.gov.uk/regions/NorthEast/News/LatestNews/LSC0708+072.htm>

The Skills Campaign will run for at least the next three years. Although it is managed by the LSC, it involves partners and providers across the whole of the learning and FE sector. Due to the level of stakeholder support, the campaign carries no one ‘sponsor’ logo, hence the simple branding, click this link to view the TV advert: <http://www.youtube.com/watch?v=neXrDtwKgJE>. The campaign is initially focusing on reaching adults and employers who may not traditionally learn or train their staff, directing them to the relevant services, programmes, funding and support from a dedicated phone line or website.

The first phase of TV will run until the end of August tapping into the traditional recruitment cycle for colleges. The employer strand of the campaign, Train to Gain, was launched on the 16th July. There is also an Adult Learning Grant

campaign currently running on regional radio stations and in the regional press, again utilising the 'Our future. It's in our hands' theme.

From their enquiry an employer will be contacted by an impartial skills broker through the LSC North East and One North East jointly funded Train to Gain service. Individuals will alternatively speak to learndirect for advice and information about their next steps: the Skills Campaign number is **0800 011 30 30** and the Train to Gain one is **0800 015 55 45**. Calls are answered between 8am - 10pm Monday to Friday. Callers will be guided by trained information advisors. There are websites dedicated to the campaign where individuals and employers can also enquire online: www.lsc.gov.uk/inourhands and for employers www.traintogain.gov.uk.

To support the national campaign targeting adults, in the **North East**, we are also planning a field marketing campaign, starting in August; we will be targeting those areas in the region with low Level 2 achievement, hitting shopping centres, factories and other workplaces typically employing low-skilled, part-time staff. We aim to get up to 1000 people below Level 2 interested in going back to learning and developing their skills! For more information, contact Dawn Hirst on 0191 492 6312 or email <mailto:dawn.hirst@lsc.gov.uk>

Supplies of **Adult Learning Grant (ALG)** application forms and mini guidance have now been sent to all colleges. Additional copies are also available to order by phoning 0845 602 2260. Please quote the following publication reference numbers when placing your order: Application form - LSC-P-NAT-070084; Mini Guidance - LSC-P-NAT-070106. Other marketing resources such as posters and leaflets are also available to order. To view these go to the <http://www.lsc.gov.uk/campaignresources>.

How to get involved in the Skills Campaign

The Skills Campaign aims to create a belief in people that they have the capacity to learn better skills and by doing so, improve their working life, now and in the future.

If your organisation wishes to adopt the Skills Campaign messages and strap line please get in touch, by working together the overall message about learning and skills will be much clearer and stronger.

Contact one of the marketing team at the LSC to discuss how you can get involved on 0191 492 6312.

The Train to Gain Campaign

This is the second phase of a wider, fully integrated media and communications campaign to improve the nation's skills. It urges employers to take control of their business' future by investing in skills; in line with the Skills Campaign it is also using the strapline 'Our future. It's in our hands' and images of hands to communicate the message (in the form of a lorry).

The television, radio and press advertisements are designed to highlight the importance of training and the positive impact it can have on the future of a business.

Click this link to view the LSC Train to Gain TV advert
<http://www.youtube.com/watch?v=wDUlwtb7OY0>.

In the **North East** we are planning a celebration for the one-year anniversary of the launch of Train to Gain in September. This will be in the form of a birthday party, with a regional tour visiting employers and inviting other partners to join in the celebrations, we will also be welcoming back Roy and Hayley from Coronation Street who did such a great job for us last year!

From October onwards we will also be looking to carry out some direct marketing in the region; targeting employers in the key sectors from the Regional Economic Strategy. In particular our activities will focus on targeting those employers that have not previously engaged with Train to Gain. For more information contact Sue O'Hara on 0191 492 6309 or email <mailto:sue.ohara@lsc.gov.uk>

The Skills Pledge

The Skills Pledge is a voluntary, public commitment by the leadership of a company or organisation to support all its employees to develop their basic skills, including literacy and numeracy, and work towards relevant, valuable qualifications to at least Level 2 (equivalent to 5 good GCSEs). The purpose is to ensure that all staff are skilled, competent and able to make a full contribution to the success of the company/organisation.

The Skills Pledge is open to all employers of all sizes in the private, public and voluntary sectors. To sign up employers need to contact the Train to Gain number 0800 015 55 45 or visit www.traintogain.gov.uk and fill in the online enquiry form. Currently the Skills Pledge activities are mainly PR but it is likely that this will change to include some marketing over the summer period.

Celebration of Learning and Skills (COLAS) Awards 2007

The Celebration of Learning and Skills is one of the most successful and prestigious award ceremonies in the North East. Currently in its second year, the 2007 ceremony will be the biggest ever held in the region when 1000 guests will enjoy a spectacular ceremony at the iconic Sage Gateshead.

The region's business leaders will join key employers, politicians, journalists, representatives from education and the families and friends of the nominees for an evening of entertainment and recognition of achievement.

The Award Categories

There are 10 award categories listed below:

- **Arts and Media** - sponsored by Arts Council England, North East
- **Business, Enterprise and I.T** - sponsored by Business Link North East
- **Construction, Manufacturing and Engineering** - sponsored by ConstructionSkills
- **Hospitality, Travel and Tourism** - sponsored by Assessment North East Ltd
- **Sports and Recreation** - sponsored by Newcastle College
- **Trade Union Life Long Learning** - sponsored by unionlearn
- **Investment in Skills** - sponsored by Skills North East
- **Pioneering Recruitment** - sponsored by Barclays
- **Working in the Community** - sponsored by FE+
- **Outstanding Achievement** - sponsored by UFI/Learndirect

Outstanding Achievement Public Vote

This year we will be holding a public vote to decide the winner of the Outstanding Achievement Award. To read about our four outstanding achievement nominees check out the COLAS website. www.lsc.gov.uk/colas07_after_10th_August_2007, and cast your vote!

Employer Guide to Training

The Employer Guide to Training website is now up and running in the North East see www.employertraining.co.uk. From w/c 30th July there will be a new look and feel to it and additional content will be available. We will be marketing the guide, and in particular the searchable database of training provision, to employers from August onwards so if you haven't already done so, learning providers need to make sure your details are on the National Learning Directory.

The National Learning Directory sits behind learndirect, nextstep, the BBC and the Sector Skills Councils websites, in addition to the Employer Guide to

Training. This database will become the search tool used by employers and all North East Train to Gain skills brokers. The database holds details of approximately 950,000 courses from 10,000 providers in England, Scotland, Wales and Northern Ireland. To register click this link

<http://www.advice-resources.co.uk/learningproviders/newproviders/>.

Young People

The focus of this initial update has been largely around adults and employers; we will be telling you more about our planned work with young people in the next issue, in late August. We are currently tendering for the development of the Apprenticeship and Steps to Success directories, as these have proven really popular again this year. We are also planning to repeat our successful work targeting schools to spread the word to year 11 pupils of the importance of staying in learning and achieving Level 2 (including EMA), early in 2008. Look out for more information in the next edition, if you would like more information in the meantime contact Dawn Hirst on 0191 492 6312 or email

<mailto:dawn.hirst@lsc.gov.uk>.

Campaign Resources website

A dedicated campaign resources website carries a wealth of information such as branding guidelines, creative, advertising schedules and templates to assist partners and providers underpin their own marketing activities, click the link and register to get access to the site: www.lsc.gov.uk/campaignresources

If you would like to receive alerts when new content is added to the LSC website, click this link to subscribe

<http://www.lsc.gov.uk/regions/NorthEast/News/LSCWebAlerts/>

If you do not wish to continue to receive this update, please click **Reply** and type **UNSUBSCRIBE** in the subject.