

Don't get left behind: Businesses urged to train staff through new advertising campaign

Date of issue 16 July 2007
Publication number NWR-078

The Learning and Skills Council (LSC) has today launched a new advertising campaign urging employers to invest in training to achieve business success through Train to Gain, an impartial skills brokerage service. 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.

Paul Holme, Regional Skills Director, at the LSC in the North West, said:

“The launch of the Train to Gain advertising campaign today will build on the success of the service since its full launch in the North West in August last year. Employers have used the Train to Gain service to identify and address skills gaps in their workforce, in a way that is cost effective and tailored to their business needs. This campaign will reach more employers than ever before, enabling many more employers to reap the benefits Train to Gain can bring.”

The Train to Gain advertising campaign is the second phase of a wider, fully integrated media and communications campaign to improve the nation's skills, which was launched at a high-profile event on 9 July by Secretary of State for Innovation, Universities and Skills, John Denham. The skills campaign urges people to take control of their future by investing in skills, using the strapline '*Our future. It's in our hands*' and images of hands to communicate the message. Based on work developed by Leo Burnett, Mindshare and Hill & Knowlton, the campaign will use at least £20 million of the LSC's existing marketing and communications budget over the next three years.

While the skills campaign advertisements feature hands in the shape of a tulip, a swan and a mountain, the Train to Gain version depicts a lorry with a painted hand on the front speeding towards the camera, to illustrate how Train to Gain can help set their business 'on the right road'. This is reinforced by the voiceover, which points out that, although employers may be content with the way their business is going now, it is essential to ensure their staff have the right skills for the future.

Employers who have seen the advertisements are firmly in favour, calling them 'memorable, clever and distinctive'.

The press advertisement also uses the hands metaphor and backs up the TV and radio commercials – although it stands as an important advertising tool in its own right. It features a call to action to readers, asking them to call 0800 015 55 45 for more information.

David Lammy, Minister for Skills in the new Department for Innovation, Universities and Skills, said:

“In launching a major new marketing campaign today, we are responding to the challenge set out by Lord Leitch in his Review of Skills, to bring about a culture change in the nation’s attitude to skills.

“Achieving our world class ambition means dramatically increasing the number of adults who improve their skills and achieve qualifications each year, at all levels from functional literacy and numeracy, to higher education levels. To deliver our ambition, we must forge a new partnership between government, employers and individuals, with each taking responsibility for increasing their action and investment.

“We need to dramatically raise awareness and aspirations on skills. We need employers to see the value of and the need to invest in skills at all levels. And we need individuals to pay more attention to and take action to address their skills needs.”

Train to Gain was launched last year to help businesses get the training they need to succeed. The service offers impartial, independent skills advice, matches business needs with Further Education and training providers and identifies whether any funding is available. An independent Skills Broker visits the business and draws up a package of suitable training providers and courses, enabling the employer to make an informed choice.

- ENDS -

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England’s young people and adults to world class standards. Our vision is

that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

Train to Gain:

Train to Gain is a new service from the Learning and Skills Council, to help businesses get the training they need to succeed. The cornerstone of Train to Gain is a Skills Brokerage service that offers independent and impartial advice, matches training needs with training providers and ensures that training is delivered to meet employer's needs. Train to Gain is important because skills shortages continue to have a negative impact on UK productivity and competitiveness in the face of fast-growing economies. Train to Gain aims to encourage all businesses and individuals to value and realise the benefits that learning and skills can bring and to invest appropriately. It is expected that by the end of 2010, over 500,000 learners will have achieved a first full Level 2 qualification through Train to Gain.

Leitch Review of Skills:

Published in December 2006, the Leitch Review warned that the UK must become a world leader in skills by 2020 if it is to sustain and improve its position in the global economy.

FOR FURTHER INFORMATION:

For all media enquiries please contact:

LSC

Debbie Cooke on 0161 261 0434, deborah.cooke@lsc.gov.uk

The Write Angle

01772 250505

Louise Lancaster: louise@writeanglepr.co.uk