

## Issue 12 – December 2008

---

This monthly update for December is intended to inform and support partner marketing and promotional activities. For more information contact [louise.allen@lsc.gov.uk](mailto:louise.allen@lsc.gov.uk) (01752 754041)

Marketing and Communications activities for December 2008 are as follows:

---

## Young People

### Apprenticeships Prospectus Update

Delivery of the South West Apprenticeship Prospectus commenced from **15 December 2008**.

If copies have not arrived by January, please contact Nadine Lee at [nadine.lee@lsc.gov.uk](mailto:nadine.lee@lsc.gov.uk).

Each prospectus provides information on the Apprenticeship programme and includes a matrix of provision in the region. There are five versions:

Devon and Cornwall  
Dorset and Somerset  
Gloucestershire  
West of England  
Wiltshire and Swindon

### Apprenticeship Vacancy Matching System (AVMS) goes live

The Apprenticeship Vacancy Matching System (AVMS) went live nationally from **8 December** for employers and providers and will go live from **5 January 2009** for candidates.

There are currently two LSC support teams for AVMS in the South West region operating from 9am to 5pm, Monday to Friday, at St Lawrence House, Bristol and at Foliot House, Plymouth. The dedicated phone numbers for queries from staff and providers are **0117 372 6403** and **01752 754042**.

### LSC National Office Apprenticeship Campaign

Below is an update on the LSC national Apprenticeship marketing activity taking place in **February and March 2009**.

### Apprenticeship Employer Events

High profile Apprenticeship Employer events will take place in February and March 2009 at four locations in England. The plans are for a high profile celebrity and both Secretaries of State John Denham and Ed Balls to speak at all four events. The objective is to attract senior members of staff from companies to attend events currently planned for Newcastle, Leeds, Birmingham and London however, the exact dates and venues are still to be confirmed and we hope this will be extended to the South West region.

### Apprenticeships TV Campaign

A TV campaign will run from the **2 February – 1 March 2009** with adverts being shown in ITV, Channel 4 and Five.

### Apprenticeship Case Studies - A thank you

Many thanks to those of you who have sent through details of Apprenticeship case studies. We are currently compiling our bank of case studies for future use and would be grateful for any further good stories surrounding the good work you are doing on Apprenticeships. Please send possible case studies to [louise.allen@lsc.gov.uk](mailto:louise.allen@lsc.gov.uk). We are also looking for case studies highlighting skills that we could use to promote our national Skills Campaign.

## **Educational Maintenance Allowance (EMA)**

National EMA marketing activity will commence on **5 February 2009**. The emphasis of the activity is to encourage young people who are not in employment, education or training (NEET) to apply for EMA. The activity will consist of radio promotion activity and an 'EMA on the road' mobile unit. The mobile unit will travel to 16 destinations across the UK and will house activity, games and information on EMA. Where possible the unit will be staffed by Connexions advisers.

The national office activity will visit the following areas:

**5 February 2009** – Plymouth (Plymouth Sound)

**6 February 2009** – Bournemouth (2CR 125)

**20 February 2009** – Bristol (GWR 85)

The LSC South West Marcoms team are currently investigating the opportunity to extend this mobile unit to additional towns across the South West. We will update partners as soon as we have more information.

## **Employers**

### **Train to Gain**

A South West Employer Campaign is currently in the planning stage and the Train to Gain team will notify providers with more information in January 2009.

## **LSC General Communications**

### **VQ Day 2009**

Following the inaugural VQ Day, which took place this summer, education foundation Edge has now announced that VQ Day 2009 will take place on the **24 June 2009**. The Day will officially be launched at an event at the House of Commons on **4 March 2009**.

The aim of VQ Day is to raise the profile of vocational qualifications (VQs) and celebrate the millions of people who gain VQs every year, and those who help them achieve this success. VQ Day 2008 was a huge success. It is hoped that next year's celebrations will be even bigger and better so colleges, learning providers, awarding bodies and employers around the country are being urged to start planning for VQ Day 2009 now. From January 2009, resources and collateral will be available from [www.vqday.org](http://www.vqday.org) including posters and leaflets, as well as practical advice on making your event a success – everything from running a press photocall to hosting an awards ceremony, plus tips for engaging schools and employers in your local area.

In addition to events around the country, the Day will also feature a national event in London with demonstrations and performances from a range of colleges and learning providers. If you would be interested in participating in the national event, please email [vqday@bbpr.com](mailto:vqday@bbpr.com) to register your interest.

For more information about VQ Day, please visit [www.vqday.org](http://www.vqday.org) or contact the VQ Day PR Team on [vqday@bbpr.com](mailto:vqday@bbpr.com). Further updates will be available over the coming months.

### **LSC Regional Skills Awards 2009**

The annual LSC South West Skills Awards will be held in **April 2009** at Sandy Park, Exeter. Nomination forms for this event are available at [skillsawards@jbp.co.uk](mailto:skillsawards@jbp.co.uk) or [www.lsc.gov.uk/regions/southwest](http://www.lsc.gov.uk/regions/southwest)

### **Somerset Champions of Learning Awards – A reminder for nominations.**

Somerset's Champions of Learning Awards will take place at the Holiday Inn, Taunton on 26 March 2009. The event is now firmly placed as the celebration of learning for all ages in Somerset. We

are now looking for nominations for 2009 and expect a strong response to each award category.

There are eight award categories and the deadline is **Friday 30 January 2009** for nominations. The nominations will be carefully considered by a panel of judges and finalists will be invited to attend the awards dinner together with their nominator and other guests.

For nomination forms and full event details please visit [www.lsc.gov.uk/col](http://www.lsc.gov.uk/col)

Finally, the LSC South West Marketing and Communications team would like to wish all our partners best wishes for a happy Christmas and New Year.