

# Next Step Publicity Toolkit

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# 1.0 Introduction to publicity toolkit

## **What is meant by publicity?**

Publicity means any external activity that raises the profile of Next Step. For example, this could be a press release issued to local media announcing a Next Step initiative, a photo opportunity where you invite local press along to take photos of training in action, personal success stories about people you have helped. It also covers open days, award ceremonies and other events which feature the work of Next Step.

Good case studies illustrate the positive impact that Next Step is having on society and how it is making a real difference to people's lives. These can be used in the media, at events, ministerial visits, in newsletters or on the website. You can find guidance notes within this pack. Remember, what may seem like an everyday job to you is very interesting to people not involved in Next Step.

## **What support can the Skills Funding Agency give me?**

The Skills Funding Agency provides support and advice to prime contractors to help ensure they meet their publicity obligations. This pack includes key sentences and notes to editors that should be included in all press releases or case studies, related to the Next Step service.

Any press releases must also be submitted to the Skills Funding Agency prior to issue by email [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk)

If you have written your own press release or case study but want some help making sure it is right for the media, you can email [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk) for assistance.

## **Key messages**

The below lines should act as a guide for talking about what Next Step offers and assessing each individual's situation and for any media interviews.

- Next Step can help individuals to move forward in work and life. It provides information and advice to support adults in making appropriate decisions on a full range of learning and work opportunities.
- Next Step is available to all adults in England, aged 19 and over (or 18 and over if a Jobcentre Plus customer), whatever their qualification, skill level or employment status, fuelling the potential of millions of adults, through three integrated service channels:
  - Online: [www.direct.gov.uk/nextstep](http://www.direct.gov.uk/nextstep)
  - Telephone: 0800 100 900, 8am - 10pm, 7 days a week
  - Face-to-face: call 0800 100 900 to arrange an appointment in your area
- This confidential and impartial service is free to all adults in England.
- The service is available, over the telephone, with bi-lingual advisers in the following languages: Punjabi, Sylheti, Somali, Urdu, Gujarati, Polish, French and Farsi.
- The Next Step website offers online support with tools such as: email advice, a course directory, over 750 job profiles, a Skills Health Check tool, a CV builder, help and advice on learning and work and discussion forums.

## 2.0 What do I need to do?

### To write my own case study

- Use the case study section of this document (section 3.0) to help you with planning a case study.
- Draft case study using the case study template (section 3.1).
- Use approval and release forms (section 3.2) to gain permission to publish the case study in your promotions.
- Include the standard notes to editors (section 4.4).
- Obtain Skills Funding Agency's approval, email [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk) before issuing.

### To write my own press release

- Use 'What makes a good news story?' guidance (section 4.1) to help you decide whether the story is worth progressing.
- Use the press release template (section 4.3) as a guide to writing the content.
- Include the standard notes to editors (section 4.4).
- Use national Next Step press releases for local papers and include localised case studies.
- Obtain Skills Funding Agency's approval, email [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk) before issuing.

### To arrange a photographer for a case study / press release

- Use the photography consent form (section 5.1) to ensure you are compliant with the Data Protection Act.
- Always remember to ask for a quote in advance to ensure you are getting good value for money (as a guide an hour's photography costs between £100 and £150) and ask if extras such as mileage, digital retouching and a CD with the photographs on is included.

### To get my story in the newspaper

Follow the 'dealing with the media guidelines' (section 4.5).

### If I need help with a story

Fill in the story sheet with as much information as you can contact [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk) for help and advice.

### ESF funding - Minimum requirements

If your project has received ESF funding, or just as importantly if it is a project which is being used as "match funding" then the ESF support must be acknowledged.

All press material written about a programme should also be submitted to the Skills Funding Agency prior to issue and must include the following sentence: *The programme has been funded by the Skills Funding Agency as part of its ESF programme.*

If your programme is funded as part of an ESF programme then the Skills Funding Agency want to show the rest of the country and Europe how successful it is. This can only be done by showcasing the fantastic work that programmes like yours are delivering across England.



What may seem like an everyday job to you is very interesting to people not involved in the programme. It is important that people know how ESF funding is not only changing people's lives but boosting the economic performance of the region.

**What are the European Social Fund (ESF) publicity requirements?**

Any organisation receiving ESF funds (or being used as match funding) must acknowledge the support and funding they receive.

They do this by displaying the appropriate logos and publicising the activity and achievements funded by the programme to ensure as many people as possible get to know about ESF and what it does.

As a Skills Funding Agency ESF programme, every programme must also follow the Skills Funding Agency's own endorsement policy and guidelines (available in your contract). The policy came into force from the date you signed your contract and covers all funding agreements from that date. Credit for funding is a requirement of grant in aid and evidence will be required from programmes as proof that they are complying with the new requirements.

As an ESF-funding organisation, the Skills Funding Agency is required to ensure its providers meet publicity requirements, while also ensuring the ESF programme is given maximum coverage and promotion.

## 3.0 Case study

Case studies provide real examples of people who have received help from Next Step and will be vital in helping us to promote the service.

The Skills Funding Agency is keen to build a bank of case studies for the Next Step service. Our aim is to use the strongest of these to support ongoing national PR and media activity – from answering the questions of journalists to promoting the wider benefits of using the Next Step service.

### How you can help

Your support as a Next Step prime contractor is invaluable in identifying and developing these case studies. To ensure that the case studies can be adapted for all uses we need to collect some core information, which can be gathered using the questions in the case study template included in this toolkit.

As well as the essential questions, please try to include some interesting ‘nuggets’ which make the story different and interesting, for example, any information which challenges gender or age stereotypes or any amusing anecdotes.

It is also important that case studies demonstrate how the Next Step service was used and the benefits gained from the service, for example going into training, getting a new job, improving confidence. Case studies are also more relevant if they are related to the local area or job market. Please include as much in full quotes as possible, as these make the case study more engaging.

Of the questions within the toolkit, it is important those that have an ‘\*\*’ after them are answered in full. The remaining questions may be answered if relevant. The list is not intended to be comprehensive and there may be additional questions you wish to ask/information you include that are appropriate depending on the circumstances of the individual concerned.

### What to do next

- Please use the template to structure the case study.
- It is mandatory that the case study client signs a copy of the release form.
- Submit your completed case study templates to your Skills Funding Agency regional contact. It will then be forwarded on to the central communications team.
- If you have any queries please contact your Skills Funding Agency regional contact.

### 3.1 Next Step case study template

Are you happy to participate and allow your case study to be used in regional and national publicity to promote Next Step?			
Yes		No	Do not continue with the interview
Your name *	First name		
	Surname		
Town of residence *			
Marital status			
Age*			
Contact details * (phone and email)			
Date of the interview *			
1. When did you first contact Next Step? Have you spoken with an adviser on the telephone or face to face? How many times have you been in touch with Next Step so far?			
2. What were the circumstances that led you to contact Next Step? * (For example, did you need help in getting into work, changing career or moving up the career ladder? )			
3. How did you first hear about Next Step? * (For example, were you referred to Next Step by anyone, e.g. Jobcentre Plus, or did you find out about Next Step online?)			
4. Tell me a little bit about yourself. Are you in a full-time education/employment or are you unemployed? If employed: Where do you work? Do you have any children?			
5. Please tell me about your Next Step experience. How did the Next Step adviser help you? What advice did they give you? Have you followed the advice?			
6. Did you complete an Action Plan? Did you use the website and the online tools, such as the CV builder or skills health check? Did you find these tools useful?			
7. Do you now have a clearer idea of where you are heading and how to get there? Where do you think you would be if you hadn't contacted Next Step?			

8. What difference has contacting Next Step made to your life? * What has been the best thing about it? Has it improved your confidence? Was confidence preventing you from improving your life?
9. What has happened as a result of contacting Next Step? * (For example, have you got a new job or gone on to further learning? How's it going? Do you think your prospects have improved as a result of speaking to Next Step?)
10. What's your ultimate aim/ambition?
11. Have you encouraged anyone else to contact Next Step?
12. What would you say to someone who was considering contacting Next Step for some advice but was nervous about doing it? *

\* these questions need to be answered in full

### 3.2 Next Step case study approval form

Name:	Telephone number/email address:
Interviewed by:	Date interviewed:
Next Step channel used (please tick all that apply):	
Face-to-face	
Telephone	
Web	

## Next Step case study release form

The text which describes your experience with Next Step is attached to this form. Please read through the text to make sure that it is correct. If anything should be changed, please make your amendments and return the amended version to us with this form.

### How we would like to use your story

We would like to use your story to support the publicity of Next Step and the Skills Funding Agency. This may mean that we send it to journalists who may use it for publication.

It may also mean that it is used on the Next Step website or in promotional material for Next Step and the Skills Funding Agency. This material may be issued by us or by other organisations on our behalf.

If we give your story to journalists, we will not agree to any press interviews or give your [personal details/telephone number] to a journalist without seeking permission from you first.

Each time we use your story, we would like to use your name and your photo with it.

We would also like to keep our own, private database containing your personal details (including your course details, age and ethnic origin) to help us to find your story more easily.

Please sign below to show that you approve of the use of your story for these purposes.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

If your story mentions your employer, please check that your employer also approves of your story and its use for these purposes. Please ask an authorised member of staff to sign below on behalf of your employer.

Authorised on behalf of: \_\_\_\_\_  
(name of employer)

Name of person signing: \_\_\_\_\_

Date: \_\_\_\_\_

# 4.0 Press Release

## 4.1 What makes a good news story?

Strong local human interest stories that show how an individual's life or a community has been transformed in some way (getting people back into work is currently a very strong theme).

- Project launch.
- Ministerial or MP visit.
- Project that is dealing with topical news issues such as sector skills shortages, ex-offenders.
- Addressing redundancies etc.
- Interactive training or unusual events that journalists could visit.
- Stories about significant investment in the local economy.
- Community investment.
- Business expansion, funding for new contracts etc.

All of these are good media stories and could be used to help publicise Next Step. You could write your own press release using the attached template or fill in this form if you need some help or advice from the Skills Funding Agency. You will then be advised of the best way to progress your story.

## 4.2 Potential news story form

Name:
Address:
Your name:
Telephone No:
E-mail Address:
Website Address:
Type of story (see bullets above):
Give a brief description of the story. Include who, what, when, where and how?
Who should be contacted for more information?
Who should be quoted in any publicity material?

## 4.3 Press release template

The content will vary depending on what your story is, but it needs to address the fundamental questions **who** (who is benefiting?), **what** (what are they going to achieve?), **when** (over what period of time?), **why** (what problem is the initiative designed to address?), **how** (what activities are taking place?).

Our press release template gives you an outline of the types of things you might like to include.

### Press release template

Use the Next Step branded Word template which can be found on the Skills Funding Agency's website:

[www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/](http://www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/)

#### **HEADLINE IN BOLD AND CAPITALS**

Be clear on deadline – if under embargo state when it is due for release (please note – do not send anything that you do not want printed as once the media have received it they can use at any time).

Text is aligned left, Calibri font size 12, 1.5 line spacing.

**Opening paragraph** should set the scene and explain the story in a brief and attention-grabbing way which will draw you into the release and make you want to read on.

**Paragraph 2** is often a quote from the beneficiary or provider explaining how they are benefiting. Use case studies to demonstrate how someone used the service and progressed as a result of it. A further quote from a Next Step Adviser should be sought as appropriate.

**Paragraph 3** should explain more about the programme - who, what, why, when, where and how it is benefiting your area - particularly people, businesses and the economy.

**Paragraph 4** - expand further, giving details about the programme and how it is being delivered. Also, acknowledge the funding support the programme has received from the Skills Funding Agency and ESF.

**Paragraph 5** should conclude the story and give any further information.

#### **For further information, please contact**

**Name:** (insert name of organisation)

**At:** (insert telephone or email address)

Please remember to use the national phone number for Next Step.

Notes to Editors: (see section 4.4)

## 4.4 Notes to editors

These should be included at the bottom of every press release, after the 'For further information' section, as background notes for journalists, along with any supplementary information about your programme:

### **Notes for Editors**

Next Step is available to all adults in England, aged 19 and over (or 18 and over if a Jobcentre Plus customer), whatever their qualification, skill level or employment status, fuelling the potential of millions of adults, through three integrated service channels:

- Online: [www.direct.gov.uk/nextstep](http://www.direct.gov.uk/nextstep)
- Telephone: 0800 100 900, 8am – 10pm, 7 days a week
- Face-to-face: Call 0800 100 900 to arrange an appointment in your area

The service is also available, over the telephone, with bi-lingual advisers in the following languages:

Punjabi	0800 093 1333***
Sylheti	0800 093 1444
Somali	0800 093 1555
Urdu	0800 093 1118***
Gujarati	0800 093 1119
Polish	0800 093 1114
French	0800 093 1115
Farsi	0800 093 1116

Lines are open Monday to Friday, between 9am – 5pm.

\*\*\*Urdu and Punjabi lines are open 9am – 8pm

Careers services in Wales, Scotland and Northern Ireland are the responsibility of the Devolved Administrations.

### **Skills Funding Agency**

The Skills Funding Agency, an agency of the Department for Business, Innovation and Skills, funds and regulates adult further education and skills in England.

It is responsible for channeling funding swiftly, efficiently and securely to further education colleges and other providers, primarily in response to customer (employer and learner) choice on programmes. It operates through customer focused services: the National Apprenticeship Service (NAS) and Next Step.

### **Media contacts**

Email the press team at [pressoffice@skillsfundingagency.bis.gov.uk](mailto:pressoffice@skillsfundingagency.bis.gov.uk)

Next Step press releases can be downloaded from the Next Step media room:

<https://nextstep.direct.gov.uk/mediaroom/Pages/default.aspx>

Please advise the Skills Funding Agency of any planned media activity. All media activity needs to be in line with Skills Funding Agency and government priorities and agenda.

### **Crisis communications**

If there is negative press coverage that would impact on the Skills Funding Agency's or Next Step's reputation please contact the press team immediately:

[pressoffice@skillsfundingagency.bis.gov.uk](mailto:pressoffice@skillsfundingagency.bis.gov.uk)

### **Newspapers and deadlines**

Identify your list of target newspapers, and make sure that they cover the right area for your story. Newspapers, especially local papers, will often only cover stories from within their own circulation area. Be mindful of the day's coverage to ensure no clashes with your media story.

Journalists all work to specific deadlines which vary from publication to publication. For obvious reasons, it is best not to disturb them at the busiest times – i.e. for three hours before their deadline – unless the story is really urgent. It's worth checking what these deadlines are and make sure you call journalists at a quiet time, particularly on quieter news days i.e. for education press – school, colleges' holidays.

As a rule, weekly papers have deadlines about 24 hours before publication. Evening papers' deadlines are at about 11am, so call them in the afternoon. Morning papers usually have a deadline in the evening (but don't start work until later in the day), so late morning or early afternoon is probably best.

Bigger daily papers will normally have different reporters for different geographical areas and for different subjects. Try to target specific journalists rather than just sending all stories through to the editor. Work out which area of the paper the story should be aimed at – business, social, education, news etc. Ask to speak to someone in editorial or on the news desk. Bear in mind that smaller weekly papers often only have a very small team – sometimes as few as two or three journalists. Please note that if you are targeting Sunday papers do not sell in exhausted weekly stories as they won't be interested in old news.

If you can support your release with case studies, pictures or stats it will draw journalist attention. If selling to consumer press they will like quotes from Next Step customers to give their overview. They may also wish to interview the Next Step customer – therefore you need to ensure that this is all possible and that they are comfortable talking to the media and that they are fully briefed.

It is worth targeting online papers, social media, radio stations and TV as well. The BBC has community stations which are particularly interested in social and community news. Ring them and send a shortened version of the press release summarising the story along with contact details. Bear in mind they will almost certainly want to interview somebody – possibly live on air – so make sure you have a representative who is available. To appeal to TV news your story will need to offer something worth filming or would need to be of exceptional human interest. If you are planning to use social media consult with the Skills Funding Agency at [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk)

### **Information**

When talking to journalists, make sure you have all the relevant details to hand. All stories must answer five basic questions – who, what, when, where, why. Also, please note



anything you speak to the media about can be recorded even if you give them an 'off the record' chat.

Make sure you can get the main thrust of the story across quickly and simply, without using jargon. One way is to imagine you are telling the story to friends – you need to grab their attention and make it sound as exciting as you can, though avoid exaggerating. Think about what details will make your story stand out – has it had £100,000 of funding, will it help 100 people get a qualification in the next six months? Is there some way to tie it into the current news agenda? Ensure all the key facts they will need are in the release, contacting you for more info takes time, which could result in another story grabbing their eye.

Offer to follow up your call with a press release – this way you won't need to get into too much detail when you're on the phone. Make sure it's not too long – news stories in local and sub-regional papers are rarely longer than 300 words. Never send a story then phone to check it has been received – journalists are sent hundreds of press releases and this can get very annoying. Instead, make sure beforehand that they are looking out for your story.

Make sure you leave contact details. If journalists come back to you for more information, they are likely to need this quite quickly. Check the preferred format for anything you send over. Journalists may struggle with large files or attachments. Instead, paste all text directly into the email message and avoid using logos.

## 5.0 Photography guidelines

Newspapers will happily send their photographers out to cover events, but only if there will be something that will make a good photo. Cheque or certificate presentations, exhibition stands and people in suits are, generally, not strong enough to tempt photographers out.

Plan well ahead and give as much notice as you can – call a week before an event if possible with times, places and contact details. As an example, if people have been raising money for charity by wearing fancy dress for a day, the photographer would not be interested in a cheque presentation a week after the event – the best photo would have been of the people in costume a week earlier.

Newspapers can unfortunately never guarantee that they will send a photographer out. They have to react to the biggest story so in most cases it is best to consider organising your own photography in advance.

Things that photographers would be looking for include: plenty of colour – try to use props to illustrate your story. Weather permitting; all photographers prefer to do shots outside, unless the interior is essential to the photo. Bear this in mind when making arrangements.

If you would like to arrange photography of Next Step, here are some guidelines to help you in choosing a photographer and getting the right image for print. Do not rely on your local paper sending a photographer to an event as they often have changing priorities. It may be best to book your own photographer too.

1. You can ask your local newspaper picture desk to recommend a photographer to you.
2. You should request that the photographer takes digital images and brief them on your exact requirements in advance of the day.
3. Try to avoid branding in your pictures and make them as dynamic as possible. Shots in action are always better than static posed shots, particularly when dealing with training. Most newspapers have a ban on handshake or presentation shots.
4. Get people into the pictures. Journalists like lively images showing people doing something interesting. Three is the ideal number of people in a photo, five is the maximum.
5. Get permission. Under the Data Protection Act, you must get permission from the people in the photo to use the image in the public domain. You will need to get a signature in writing (see the consent form in section 5.1)
6. If the participant is under 18 years old, please make sure that a written permission has been granted by the individual's parent or carer.
7. When you send your photo to a newspaper, make sure it is fully captioned – papers need all names and titles.

## 5.1 Photography consent form

The Skills Funding Agency, or its partners, shall use the photographs in any way in our printed publications and documents or on our website to promote and encourage participation in employment, education and training. Since you may be identified from the photographs, the Skills Funding Agency would like your consent to use the photographs on the following basis:

### Terms and conditions of photographic images

1. The photographs shall be retained, and used, by the Skills Funding Agency and its partners for a period of three years from the date that this form is signed. At the end of the three year period, the photographs shall be destroyed unless you consent to a further period of use.
2. The photographs may be published on the Skills Funding Agency, Next Step and partner websites which can be seen throughout the world, not just in the United Kingdom where UK law applies.
3. You understand that signing this release does not guarantee publication of the photograph.
4. You understand that the details you are providing on this form will be held on behalf of the Skills Funding Agency.
5. You can withdraw your consent to the photographs being processed as set out by contacting [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk)

If you agree to the Terms and Conditions of Photographic Images usage then please sign the Photography Release form below:

<b>Photography – model release form</b>	
Model Name:	
Model Address:	
Shoot Date:	
Location:	
If you agree to the usage of the photograph then please sign the boxes below:	
Signed:	Date:
Name (IN BLOCK CAPITALS):	
If the Model is under 18 year of age, a parent or legal guardian's signature:	
Parent/Guardian signature:	Date:
Name (IN BLOCK CAPITALS):	

## 6.0 Social media guidelines

The Skills Funding Agency's Communications and Campaigns team currently manage the Facebook and Twitter pages for Next Step. Prime and sub-contactors looking to reach audiences through these social media channels should email their requirements to [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk)

Examples of how we can support you through social media include the promotion of your attendance at events or details of any workshops you may be planning to hold. We can also post images of the events you have attended to give people an idea of what to expect when they go to future events.

The Facebook page can be found at [www.facebook.com/nextstepadvice](http://www.facebook.com/nextstepadvice)

The Twitter page can be found at [www.twitter.com/NextStepAdvice](http://www.twitter.com/NextStepAdvice)

# 7.0 Events planning guidelines

An event or a campaign is a good way of letting people know about the Next Step Service and helping them with their careers and learning.

## Planning an event

When planning your own event or attending one organised by someone else, consider the following:

Objective: What is the reason for the event? What is the event expected to accomplish?

- **Event concept:** What is the nature of the event? When and where is it? Is there anything else happening on that day that might conflict with or support the event? Who is going to attend the event? What is the expected number of people attending? Will media be present and expecting an interview?
- **Budget:** What is the event cost likely to be? Will it be cost efficient?
- **Promotion:** How will I promote the event? What will the cost of the promotion be? What is the timeline for promoting the event?
- **Evaluation:** How will I evaluate the event? What are my objectives and measurable criteria? How can I apply lessons learnt for future events planning?

To plan an event you could use the guide below:

- Make a checklist - a step-by-step guide with a timeline to organising and executing an event.
- Set up a budget – include all expenses, such as promotion, fees, printing, staff, catering, signage, transport costs, etc.
- Consider logistics – such as: size of space or building used, IT requirements, registration, setup (tables and chairs), parking, signage, catering, etc. Coordinate transportation to and from the event.
- Plan publicity – how to promote the event (advertising, press, leaflets, social networking sites, sending invitations, etc.).
- Attend the event and collect feedback.
- Evaluate the event - evaluate right after the event, if possible, against set criteria. For example: Did the event fulfil its goals and objectives? Was the event well attended? Was informal and formal feedback about the event positive? What went well and what needs improving for future events? Was it worth doing?

### **Staff brief**

If you have staff helping you at an event, below is a list of possible questions to include in your briefing to staff:

- What's the campaign about?
- Why are you doing this campaign?
- What is the Next Step Service?
- Who can the Next Step Service help?
- Who to contact for more information?

Their key responsibilities might be:

- Engaging with the public
- Providing free, impartial and confidential careers advice
- Handing out leaflets and collateral to passers by

# 8.0 Branding guidelines and marketing support

## The Next Step Brand

Using the Next Step brand consistently will help to protect it and project it with power and clarity. It will strengthen the Next Step service and reinforce what it stands for.

The Next Step brand values are:

- **Enthusiastic:** positive energy is infectious. It inspires and motivates others.
- **Expert:** we need to know our stuff to deliver high-quality effective information and advice.
- **Impartial:** we only ever act in the best interests of our customers.
- **Pragmatic:** our aim is to get the job done. The right outcome is more important than the right process.

The Next Step Brand Guidelines are designed to help Next Step contractors to correctly use the branding when creating communications that introduce the Next Step service to individuals, sub-contractors, colleges, providers and other stakeholders.

When working with the Next Step brand, prime contractors should refer to the brand guidelines and operating instructions for guidance on brand and marketing communications. The brand reference sheet is a quick and easy way to understand the Next Step brand on one page. The documents are available from the Skills Funding Agency's website under Providers, Logo & Design Guidelines page: [www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/](http://www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/)

The key elements of the Next Step brand are:

### LOGO

Our logo comes in four variations: a version with our service descriptor as a lock-in, a left and right hand version; without a lock-in and a version for use when a service descriptor is needed but space is at a premium. A service description should always be used on examples where the audience could be engaging with the brand without previous knowledge of the service. For example: press and TV advertising, store fascias, or leaflets in doctors' surgeries. However, in instances where the audience understand the brand offer and service, then the service descriptor is no longer required e.g. on the website, in store graphics, or any correspondence with registered users.

### THE PATH

The Path is a device which gives our brand dynamism and cut-through. It can be used to hold copy, frame an image or simply add a memorable graphic quality to our communications.



## **IMAGERY**

Our brand exists to fuel the potential of millions and imagery is a great way to illustrate the positive impact we can have on people. To do this we must show people on their own journey to self improvement and communicate that personal development is both a positive thing and possible to achieve.

## **TYPOGRAPHY**

Bliss is our primary typeface. It should be used for all printed communications, signage, fascias and with the exception of online any externally produced on-screen applications (TV ads, corporate videos, information videos etc.).

Calibri is the secondary typeface. We use this on all internally produced communications (PowerPoint, office notices, etc.)

Verdana is the typeface we use exclusively for online communications as it is an approved web accessible font.

Due to font licensing law, the fonts used within the Next Step documents cannot be distributed freely. Your printer or designer will need to acquire the fonts according to font licensing and copyright.

## **COLOUR**

We have a colour palette containing 5 colour groups, each consisting of a primary and secondary colour. Also in the palette are black for use in body copy and white which is an important element in retaining the contemporary freshness of our brand.

## **DUAL BRANDING**

Our Next Step products or services must be fully branded as Next Step, using all the elements outlined in the brand guidelines. No dual branding of Next Step services is permitted with prime and sub contractors own brands. Products or services made available or merchandised through Next Step should retain their own brand identity e.g. Apprenticeships and referral agencies e.g. JobCentre Plus can use the Next Step logo on appropriate materials. This type of use should be agreed and signed off by the Communications Team at the Skills Funding Agency.

### **Next Step marketing and support material**

The Next Step products or services must be fully branded as Next Step, using all the elements outlined in the brand guidelines.

Appropriate Next Step templates including promotional items and stationery must be used. All scripts and guidance for Advisers must fully reflect the Next Step Values, Vision, Mission, and Style.

The Next Step marketing resources are available from the Skills Funding Agency's website under Providers, Logo & Design Guidelines page:

[www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/](http://www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/)

Please note that, when using these materials, you must refer to, and follow, the brand guidelines.

Please ensure all logos, templates and support materials are used in accordance with the guidelines. The Skills Funding Agency reserves the right to ensure that the guidelines are followed at all times when working with our programmes.



## TEMPLATES

A series of templates is available in PDF format on the Skills Funding Agency's website at:

[www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/](http://www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/)

- Brand reference sheet
- Calling card
- Business card
- Compliments slip
- Letterhead template
- PowerPoint template
- Word template
- Name badge
- Note pad
- Post-it notes
- Appointment card
- Table wrap
- Pen template
- Strut card
- Window decal 30 cm<sup>2</sup>
- Window decal 1m<sup>2</sup>
- Door sign
- Empty belly poster
- Generic leaflet
- Generic poster
- Generic pop-up banner

### Contact for help

All locally produced marketing and communications materials must be submitted to the Communications team for review/approval.

The Skills Funding Agency's Communications and Campaign team can provide brand advice and approval on materials: [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk)

## 9.0 Key contacts and further information

**For more information on the Next Step brand, photography or for help with press releases, case studies and for any other queries, email:**

**[nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk)**

**For guidance and help with media queries or for crises communications, email the press team at [pressoffice@skillsfundingagency.bis.gov.uk](mailto:pressoffice@skillsfundingagency.bis.gov.uk)**

**Next Step press releases can be downloaded from the Next Step media room:**

**<https://nextstep.direct.gov.uk/mediaroom/Pages/default.aspx>**

**To access brand guidelines, logos, templates and Next Step marketing materials visit: [www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/](http://www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/)**

**The Facebook page can be found at [www.facebook.com/nextstepadvice](http://www.facebook.com/nextstepadvice)**

**The Twitter page can be found at [www.twitter.com/NextStepAdvice](http://www.twitter.com/NextStepAdvice)**

**To obtain Skills Funding Agency's approval for publishing press releases and case studies, email [nextstepcomms@skillsfundingagency.bis.gov.uk](mailto:nextstepcomms@skillsfundingagency.bis.gov.uk) before issuing.**