

29 September 2010

Dear Colleague

Next Step, the adult careers service

On 1 October, the Skills Funding Agency with its prime contractor adviser network, will embark on a new exciting journey when all three Next Step channels - telephone, website and face-to-face, will be integrated to form a single service, offering an all-round better customer experience.

Our vision is for millions of people to enjoy more rewarding lives.

We want to create a culture where careers development and acquiring new skills is the norm. This will help improve individuals' lives and society as a whole, which in turn should contribute to an increase in productivity and boost the economy.

As a Skills Funding Agency learning provider, your organisation has a crucial part to play, working with us and the Next Step prime contractors to deliver the Next Step vision, for future and current learners, and for those adults who find themselves back in the job market.

Next Step will give everyone, 19 years and over, access to the best information, advice and resources to make more effective choices about skills, careers, work and life. We want adults of working age to be more informed and empowered consumers in the market for learning and skills, by giving them the information they need, when they need it.

The Skills Funding Agency has made available a range of Next Step marketing materials and editorial, which has been placed on our corporate website:

www.skillsfundingagency.bis.gov.uk/providers/logoanddesignguidance/nextstep/

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An agency of the Department for Business, Innovation & Skills

I hope you will take some time to view this collateral and identify how your organisation can support us to promote our Next Step vision.

If you require further information please contact the Communications and Campaigns team on nextstepcomms@skillsfundingagency.bis.gov.uk

Yours faithfully

A handwritten signature in black ink, appearing to read 'Geoff Russell', written in a cursive style.

Geoff Russell
Chief Executive