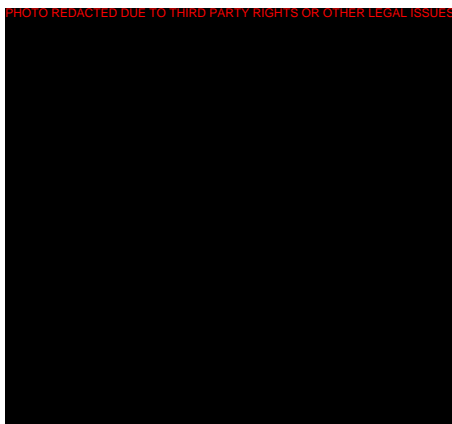




Facing the new challenge



Chris Banks

The second phase of the largest marketing campaign ever undertaken by the Learning and Skills Council begins this month with a challenging target of creating more than 5,100 new starts for apprentices.

National television advertising designed to generate employer interest in creating new Apprenticeship places starts again on September 20. The bulk of adverts will run on Mondays,

Tuesdays, Wednesdays and Sundays until October 17.

Television activity is being supported over a longer period by national press advertising and direct mail, continuing public relations activity aimed at companies and on-line promotion. Telemarketing to businesses will also be tested in some regions of the country and the LSC will be working closely with Sector Skills Councils to promote the benefits of Apprenticeships to specific industry areas.

LSC Chairman, Chris Banks, stressed the importance of maintaining the impetus generated in the first few months of the campaign. "Progress so far has been very encouraging and we have to maintain the momentum to ensure we achieve our stretching targets," he said.

"Taking on apprentices has enormous benefits for employers. Apprenticeships can be tailored to meet specific

company needs and are invaluable in developing workforce skills and long-term business performance."

The first phase of the Apprenticeship marketing campaign ran between May and July this year and resulted in more than 8,100 leads from employers. These are expected to generate around 7,150 new Apprenticeship starts.

Experience from the campaign's opening salvo has led to targets being set during phase two. The LSC national marketing team expects new activities to generate more than 5,900 additional leads from employers which will result in over 5,100 Apprenticeship starts – a combined total of more than 12,200 new starts from phases one and two.

The third phase of the campaign will begin in the New Year as the final push towards the overall aim of generating around 33,000 leads from employers and the creation of between 14,800 and 23,300 new places for apprentices during 2004-05.

7,000 rise in new starts

The LSC has achieved its Public Service Agreement target of getting more than 152,000 young people up to the age of 22 into Apprenticeships during 2003-04.

The figure is up by more than 7,000 – a five per cent increase on the previous year – and reflects all round improvements in local delivery, planning and contracting and in the quality of training, which has encouraged companies to recruit.

During the same period, success rates of apprentices achieving qualifications rose by six percentage

points while the number of people embarking on the Entry to Employment scheme rose to more than 60,000 – well ahead of the annual target of 49,500.

"This is a tribute to the way providers, Connexions Partnerships and local LSCs have all worked together to increase the number of young people in work based learning," said Kevin Street, LSC Senior Policy Manager for work based learning

The family of Apprenticeships, covering young people from the age of 14 to adults over 25, and the

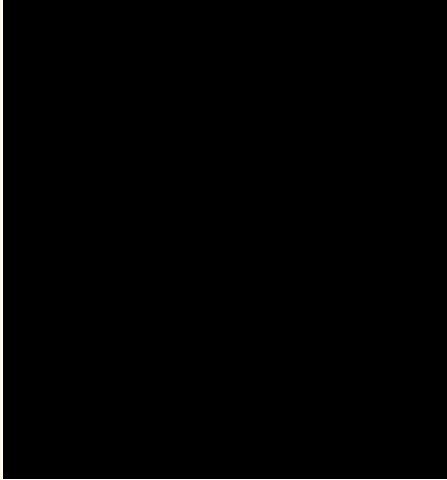
continuation of the marketing campaign to encourage employers to take on apprentices will be important factors in hitting next year's target of achieving 175,000 new starts.

"The target for next year is extremely stretching but it can be achieved if the improvements that have been made this year are driven forward at every level," added Kevin.

"Everyone has really got behind the push to create new Apprenticeship places and achieve the target this year and that needs to continue if we are to reach next year's goal."

A new call to action

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Vicky Rauch

Renewed public relations activity to support the second phase of the Apprenticeship marketing campaign aimed at employers will be focused on medium and large businesses in specific industry sectors.

“The key thing we need to achieve is a deeper understanding of what Apprenticeships are about, along with a call to action,” said Vicky Rauch, LSC National Marketing Communications Manager. “The first phase was about

building awareness of Apprenticeships. Now that companies are aware we need them to do something about it and offer new places for apprentices.

“We will be focusing our public relations activity in the second phase on human resources professionals in medium and large companies in specific sectors.”

The LSC will target companies in a mix of business and industrial sectors which it believes offer the greatest potential to secure new Apprenticeship starts.

“Having evaluated figures from the first wave of activity, we have identified sectors that offer scope for greater penetration than has been achieved so far or because of the high demand from young people wanting to become apprentices in those areas,” added Vicky.

“We need to encourage businesses to look at Apprenticeships as being beneficial across the board and to consider offering them in a broad range of areas. An engineering company might want to look at engineering apprentices and also

consider Apprenticeships in areas such as business administration and customer service, which are extremely important.”

A key part of the public relations campaign will be to target specific sectors each month through the national and trade press with messages that increase employers’ understanding of what Apprenticeships are about and promote the business benefits that apprentices can bring.

The LSC will be attending a number of exhibitions, including that of the Chartered Institute of Personnel and Development in October, and will jointly launch an Apprenticeship booklet with the TUC at its congress later this month.

There are also plans for promotional activities involving the Apprenticeship Taskforce, which comprises representatives from a wide range of national businesses and industries, as well as sustained messages to young people and their parents to help them understand how Apprenticeships work.

Promoting the Apprenticeship brand

A new toolkit containing Apprenticeship branding materials and guidelines for their use is being made available to LSC partners through the Apprenticeship Stakeholder website www.apprenticeships.org.uk/partner.

The new brand was introduced in May to coincide with the announcement of the new family of Apprenticeships, covering schoolchildren from 14 to adults over 25, by the Secretary of State for Education and Skills, Charles Clarke.

“The resources toolkit has been developed because we feel it is critical that all organisations involved with the delivery of Apprenticeships adopt the brand in all of their communications,” said Sue Lawrence, LSC National Marketing Manager.

“We want to give all of our partners – training providers, advice services, workplace groups, government departments, employers and other major stakeholders – open and easy access to the tools which will help us get across important messages.”

“It is imperative that stakeholders act swiftly to ensure consistency of purpose, message and brand”

The new materials will be launched to coincide with the start of the second phase of the Apprenticeship marketing

campaign on September 20 and existing partners will be emailed when it is available for use.

The resources toolkit will contain an overview of Apprenticeships, a list of Apprenticeships which are open to young people and a summary of the marketing activities.

Partners will also be able to access the new Apprenticeships logo, artwork and a range of other materials which will help in their promotion.

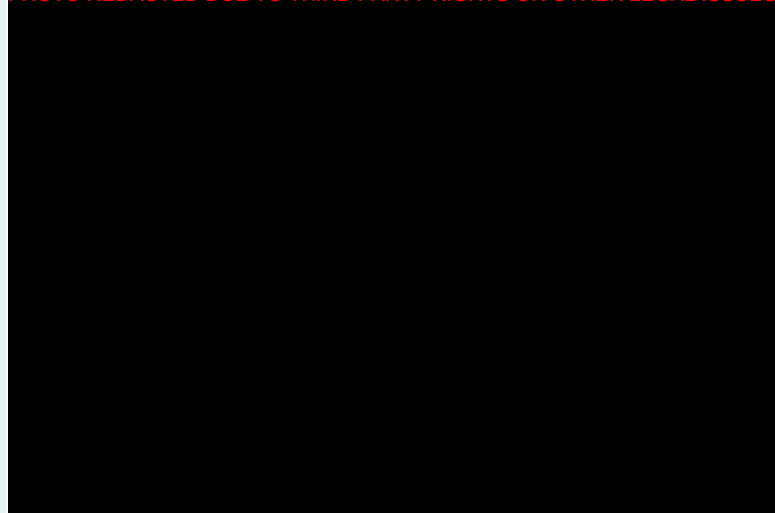


Employers interested in Apprenticeships should call 08000 150 400

To find out more about Apprenticeships, visit www.apprenticeships.org.uk

Providing peace of mind

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Qualification in direct care,” said Janet Evans, General Manager. “I believe that Apprenticeships have brought a much more professional image to the industry in general and that they have significantly enhanced the quality of training we are able to deliver.

“They also give relatives added peace of mind by knowing that our young workers have been trained to achieve nationally recognised qualifications. We have a low turnover of staff and high levels of retention and I believe that Apprenticeships have played an important role in this area too.”

Apprentices at the Abbeyfield East London Society receive additional training to their direct care scheme and all have the opportunity to learn about health and safety, food hygiene, first aid, abuse awareness and information technology.

Working with the elderly at the Abbeyfield East London Society

The introduction of Apprenticeships at the Abbeyfield East London Society has given relatives of elderly residents in care added confidence that they are being looked after by highly trained staff.

The home in Dagenham, Essex, specialises in the care of people living with dementia and its 68 employees are involved in a continuous training and development programme.

“We have had eight apprentices over the past five years and recruit two a year who work towards a National Vocational

The home also provides training in holistic dementia care and successful students receive a certificate accredited by the Alzheimers Society.

“Over the years we have taken great pleasure in employing a significant number of our apprentices once they have completed their training and it is our policy to employ our apprentices wherever possible,” added Janet.

“We have seen some excellent career progression for apprentices here. One has been promoted to the position of senior care assistant and several staff have used their training to transfer to nursing and other associated careers.”

Apprenticeships Contacts



Apprenticeships

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