Welcome to the latest edition of the Skills Accounts e-bulletin which focuses on:

1. Evaluation of the Skills Accounts Trials
2. Young Person’s Guarantee (New!)
3. Spotlight on... Customer Journey Wheel

1. EVALUATION OF THE SKILLS ACCOUNTS TRIALS
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On 23 December, BIS published the report Evaluation of the Skills Account Trials – Skills Account Holder Telephone Survey, which summarises the findings from two telephone surveys, each of 450 users participating in trials of Skills Accounts.

Ninety-four per cent of those interviewed think that Skills Accounts are a good idea. Around 80 per cent of respondents in each survey said that having a Skills Account would encourage them to take part in future learning. The tools provided on the site received high ratings for usefulness, and nearly 40 per cent of respondents had recommended Skills Accounts to someone else.

Trials of Skills Accounts are taking place throughout England during the academic year 2009/10 prior to their roll-out from August 2010, and form an important part of the national skills strategy, Skills for Growth as highlighted in the December e-bulletin, and Building Britain’s Recovery: Achieving Full Employment.

To read the press release and corresponding reports, click here.

2. YOUNG PERSONS GUARANTEE (New!)
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Changes to eligibility announced by the Chancellor in the Pre-Budget Report in December 2009, mean that all 18 to 24 year olds who reach the 6 month stage of their claim to Jobseeker’s Allowance (JSA) will be guaranteed either a job, work focussed training or a place on a Community Task Force. Work is currently taking place to include Skills Accounts as part of Work Focused Training, a 26 week training programme to help address longer term skills needs.

The Young Persons Guarantee aims to help 25,000 young people back into work. The inclusion of Skills Accounts will help to improve learners’ access to information and advice to support them in developing their skills and identifying their employment options.

To find out more click here.
3. SPOTLIGHT ON... CUSTOMER JOURNEY WHEEL

The Customer Journey Wheel is the tool that welcomes everyone to the Skills Accounts website. The Wheel has been developed to support an individual along their chosen journey so they can easily identify and make best use of the tools that are available through their Skills Account.

Customer Journeys

No matter where a customer is on their journey, Skills Account has a tool to suit them:

- **My Skills Needs**
  - Action Plans
  - Skills Diagnostic Tool
  - Skills and Interests Assessment

- **Find a Course**
  - Course Search

- **Funding for Learning**
  - Tools to check eligibility for government contributions

- **How to Enrol**

- **My Achievements**
  - Verified Learning Record
  - Unverified Learning Record

- **Investment in Me**
  - Learner Statement
  - Funding Indicator

- **Careers Support**

Visit the Skills Accounts website to get a fuller understanding of the wheel.

We will feature the “My Skills Needs” journey in the February e-bulletin, and would welcome any positive feedback or useful examples of how this is benefiting your customers in practice to bring this to life.

FURTHER INFORMATION

A wide range of Skills Accounts materials are available for you to download from the LSC Campaign Resources Site. Alternatively refer to the Delivery Partner Guidance Manual, section 9, for details of how to order copies of the supporting materials for Skills Accounts. [www.lsc.gov.uk/providers/skillsaccounts/skills-accounts-guidance/](http://www.lsc.gov.uk/providers/skillsaccounts/skills-accounts-guidance/)

For further information about the Skills Accounts trials in your region please contact your regional LSC Skills Accounts team.

If you would like additional names added to the distribution list, or if you would like to be removed from this list, please contact fatiha.laauich@lsc.gov.uk

If you have any queries or questions or comments on the e-bulletin, please do not hesitate to contact us via Julie Gough, Skills Accounts Marketing Project Manager, julie.gough@lsc.gov.uk  (020 7904 0904).