EMA DVD SCOOPS GOLD
Award winning ‘You Decide’ EMA DVD available to order now

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The Learning and Skills Council’s EMA DVD entitled ‘You Decide’ has won the Gold Award in the External Interactive Media category of the prestigious International Visual Communications Association (IVCA) Awards 2007.

The ‘You Decide’ film provides information on the choices open to 16-18 year olds, how to acquire EMA application forms and an animated step-by-step guide to the EMA application process. It also includes the experiences of young people already receiving EMA.

Split into sections, the DVD can be used to support Careers and PHSE teachers as a basis for discussion during lessons that deal with post 16 choices. It can also be used by anyone involved in young peoples learning, from work based learning providers to e2e providers to help young people complete the EMA application process.

The award winning DVD can be used alongside downloadable lesson plans available now at www.direct.gov.uk/ema and can be ordered from Prolog; by email lsc@prolog.uk.com; telephone 0845 602 2260; or by post. Teachers should quote LSC-P-NAT-060 476 when ordering their copy of the DVD.
Trevor Fellowes, Director of Learner Support at the Learning and Skills Council said: “We are absolutely delighted the DVD has won this award and today we urge anyone involved in young peoples learning, from Careers and PHSE teachers to work based learning providers, to order their copy of the DVD, to help financially eligible young people understand the range of options available to them and apply for their EMA payments in the future.

“Money is one of the main reasons for young people leaving learning at 16, so explaining what options are available to them, such as EMA, is a vital part of encouraging them to stay on. The DVD is a really useful and innovative tool for teachers to use when talking to learners about their choices, making the information clear, interesting and easily accessible to everyone.”

The IVCA judges said: “The EMA DVD is a truly excellent example of interactive communication. It has a highly relevant rich content, which is directly appropriate to its complex social content.”

To order a copy of the DVD, contact Prolog; 
Email: lsc@prolog.uk.com 
Telephone: 0845 602 2260 
Fax: 0845 603 3360 
Minicom: 0845 605 5560 
Post: 
LSC Publications 
PO Box 5050 
Sherwood Park 
Annesley 
Nottingham 
NG15 0DJ 

Always quote LSC-P-NAT-060 476 when ordering.
Ends

About the IVCA Awards

The IVCA Awards are recognised internationally as marks of excellence for effective communication in corporate video, live events, interactive media projects, business television and websites. The Awards were judged by about 200 judges and the 'You Decide' DVD was up against other films by organisations like the British Army and The Samaritans.

About Hawkshead

Hawkshead produced the ‘You Decide’ DVD with the COI for the Learning Skills Council. For more information about Hawkshead visit www.hawksheadtv.com.

Notes for editors – EMA Applications for 2007/8 Year

What are the key features of EMA?

- Weekly payment bands of £30, £20 and £10 per week, depending on household income.
- Intermittent Bonus payments depending on the programme of learning.
- Available for both academic and vocational study, up to level 3, which can include courses such as basic skills GCSE retakes, GNVQs, NVQs, as well as AS and A2s.
- No other household benefits are affected.
- Young people can still have a part-time job.

Who is eligible?

- Young people are eligible to receive or to continue receiving EMA in the EMA year 2007/08 providing:
  - They will already be 16, 17, 18 or 19 on the 1st September 2007;
  - Household income criteria for 2007/8 applicants will be confirmed shortly;
  - They are participating in full-time further education (as defined in EMA guidance) up to and including Level 3, or LSC funded e2e or a Programme led Apprenticeship

- They must be:
  - a person who is 'settled' in the UK, and been ordinarily resident in the UK for at least the three years prior to the start of his learning programme; or
  - a national of any European Union (EU) country or the spouse or civil partner or child of an EU national, and been ordinarily resident in the European Economic Area (EEA) for at least the three years prior to the start of his learning programme; or
  - an EEA migrant worker or the spouse or civil partner or child of an EEA migrant worker, who is ordinarily resident in the UK at the start of the learning programme and has been ordinarily resident in the EEA throughout the three year period prior to that; or
• recognised as a refugee by the UK Government, or the spouse or civil partner or child of a refugee, have been granted Humanitarian Protection, or have EU Temporary Protection.

• If a young person lives overseas as part of a family serving with HM Forces or the Ministry of Defence in Germany or Cyprus, they should call Service Children’s Education on (0049) 2161 908 2525 for further advice.

Application
Evidence of an applicant’s household income for the previous tax year 2006/2007 and proof of the individual’s operational bank account are required.

Eligible applicants will receive a Notice of Entitlement explaining how much they will receive once they have enrolled and started attending their learning programme.

EMA Contract
Once enrolled, the student must attend all course sessions and sign an EMA Contract with their school or college. The contract sets out what is expected in terms of attendance, coursework and progress.

LSC
The LSC exists to make England better skilled and more competitive. We are responsible for planning and funding high-quality vocational education and training for everyone. We have a single goal: to improve the skills of England’s young people and adults to world-class standards. Our vision is that by 2010, young people and adults in England have the knowledge and skills matching the best in the world and are part of a truly competitive workforce. Established in 2001, we work nationally, regionally and locally from a network of offices across the country.

FOR FURTHER INFORMATION:

All public enquiries regarding EMA please contact: 0808 10 16219 (some mobile operators may charge for calls made to this number) or visit www.direct.gov.uk/ema.

All public enquiries please contact: LSC Helpdesk: 0870 900 6800

All media enquires please contact:

LSC Press Office, T: 024 7682 3515
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