The positive response the Learning and Skills Council (LSC) has received so quickly after the launch of its five year ‘Our future. It’s in our hands’ marketing campaign, shows that the nation is being inspired and getting ready to improve their skills.

The LSC’s campaign, launched by the Secretary of State, John Denham MP, in July 2007, is one of the most significant attempts by the Government to improve the attitudes and aspirations of employers and individuals to learning and training, at all levels.

Even at this early stage, the campaign is already tracking at 69% in terms of recognition. Awareness levels have peaked at a significant 74%, and the campaign has also performed well against the majority of hard to reach groups which are a major focus. Tracking figures for this group shows recognition either exceeded or is consistent with the national average.

The Skills Campaign has also enjoyed increased exposure as a result of the LSC working closely with partners such as further education colleges, who have linked the Skills Campaign to their own advertising and promotional material.

In addition, the dedicated Skills Helpline is receiving nearly one thousand calls from members of the public each week with more than 122,000 people visiting the Skills Campaign ‘Our future. It’s in our hands’ website.

The business sector is responding equally well to the closely related Train to Gain campaign for employers, with around half (47%) of target employers exposed to the campaign in the first three
months. The research also found that one in five employers have taken action or experienced Train to Gain. More than 62,000 employers have also accessed the website or the helpline to find out more about the Train to Gain free skill brokerage service available from the Government.

Chris Banks, Chairman, Learning and Skills Council, believes the initial success of the campaign shows how government partners, key stakeholders, employers and individuals are working together towards the same objective.

“This campaign is definitely a long term initiative for the LSC, as we know that cultural change towards learning and training can realistically only happen over a length of time. So the fact we have had such an incredible response just two months after the launch is really remarkable.

“We are very excited about this reaction, and over the next five years of the campaign we hope to really impact on the nation’s attitude to learning and skills by creating further awareness and desire.”

David Lammy MP, Skills Minister added: “In today’s world having a highly skilled workforce is an economic necessity, not an optional extra. But developing our skills base is about more than competing in the global economy. It’s also the most effective way of tackling family poverty, of encouraging people to strive for a better life and enhancing social mobility. For this to happen we need to bring about a step change in this country’s attitude towards training and skills.

“The new Department for Innovation, Universities and Skills has been created to ensure skills are centre stage, and we already have seen commitment from major national employers to train their employees through Train to Gain and by making the Skills Pledge. We need to ensure that all young people, whatever their talents, have the opportunities to take control of their future through fulfilling careers and continued learning throughout their lives.”

To find out more about how Train to Gain can help, employers should call 0800 015 55 45 or visit train2gain.gov.uk. Alternatively, individuals and employees can access the information they need on skills via a dedicated phone line and website. The phone number is 0800 011 30 30 or website: lsc.gov.uk/inourhands

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Notes to editors:

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality 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 young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

To that end, in July 2007, we and the Department for Innovation, Universities and Skills (DIUS) launched the skills campaign. The campaign - Our future. It's in our hands - urges people to take control of their future by investing in skills. It is the most ambitious marketing and communications campaign of its kind, and over a three to five year period aims to bring about the cultural change needed to improve the attitudes and aspirations of employers and individuals to learning and skills across England.