

# Skills For Life Regional Marketing Campaign



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# ABSSU Campaign in the South East

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- £150,000 funds for the region from the “Get- On Campaign – ESF
- Additional funds from SEEDA
- Campaign devised in consultation with the region and project managed by a partnership between SEEDA, the LSC and the DFES
- Delivered March –April 2005



# Challenges and Strategies

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## The Challenges

- **General Election and “Purdah”**
- *Time limited funding*
- *Getting buy-in of region/providers*
- *Communicating with wide range of partners and key stakeholders*

## Strategies

- *Using regional expertise*
- *Built on existing work of SFLSU, SEEDA, LSC*
- *Work closely with LLSC SFL leads and PDC managers to engage provider network*
- *Flexible planning over nature of campaign*
- *Used existing SFL infrastructure and campaign*



# Partners

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- SEEDA
- SFLSU (ABSSU)
- GOSE
- LLSCs
- JCP
- Providers/ Colleges
- Learn Direct & Business Links
- IAG and PDCs
- Nextsteps



# Campaign objectives

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- Improve quality and content of Learndirect database for SE
  - Increase awareness of SFL amongst public, and generate leads for IAG follow up.
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- *Raise awareness of SFL issues amongst public sector employers eg Local Authorities*
  - *Generate calls to employer helpline for brokerage visits*



# Campaign Elements

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1. Use of existing NIACE numeracy campaign to raise public awareness of SFL
2. Multiple media
3. Work with Learn-Direct to improve SFL referral process
4. Work with “Next Steps” to enhance the Learn – Direct service (public will use “Get on Tel” no. as usual but with enhanced follow up)
5. *Project to raise awareness of National Test and SFL with Local Authorities.*
6. Communications Plan to ensure regional “buy- in”
7. Evaluation phase



# Key audiences/target groups

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- Individuals
  - Specific demographic groups
  - focus on specific wards/ deprived areas
- *Employers*
  - *Sector specific approach*
  - *Focus Local Authorities – with SFL targets*
  - *Working with Freda Grant/ Employers Organisation*



# Response Handling

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- Advice only as good as data held by learndirect
- Callers suffer if not all courses in their area listed on database
- Worked with learndirect to improve quality of course database
  - Encouraged providers to update and list all courses on offer





# Response Handling

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## Key to maximising conversion of leads to enrolments

- **learndirect/Nextsteps**

- Briefed on all elements of campaign
- All SE **learndirect** leads directed to one central point
- Leads to Nextsteps in each LSC area for follow up

- **Freepost responses**

- Centrally handled
- Forwarded to Nextsteps in each LSC area for follow up

- **Contingency planning**

- If overwhelming number of leads generated, a 'holding' response prepared for distribution to keep leads warm.

# The SE Brokerage Model - Individuals

## THE ABSSU OFFER IN THE SOUTH EAST

### HOW WILL IT WORK?

CONTACT 0800 HELPLINE

HELPLINE TAKE DETAILS  
establish if employer or individual

HELPLINE ENTER CALLER  
ONTO DATABASE

INDIVIDUAL CALLER DETAILS  
PASSED TO IAG NETWORKS BY  
LSC AREA

IAG BROKERS TO FOLLOW  
UP REFERRALS

CALLER TO BE ENROLLED ON  
APPROPRIATE COURSE

Get On info pack sent out to  
caller

caller reads pack and responds  
- call to local provider

Caller enrolled on appropriate course



# Campaign

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- Radio advertising
  - Two weeks from 14<sup>th</sup> March – 31 March 2005
  - 110 spots on each station
  - 1650 x 30 sec
  - slots across region
  - Reaching a population of 3.8 m

KM-fm for Medway

KM-fm for Thanet

KM-fm Shep & White C Cnty

Invicta FM

Southern FM

2-TEN FM

FOX FM

IOW Radio

Star 106.6 Slough

103.2 Power FM

Ocean FM

FM 103 Horizon

Southern FM (Brighton)

Mercury FM (Surrey & Sussex)

96.4 The Eagle

adio-Ad1.wn

adio-Ad3.wn



# Campaign

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- Press advertising
  - 2 quarter page ads in local weeklies covering whole geography of region
  - Titles approved by local LSC marketing managers
- TV
  - Oxford TV adverts (organised by MKOB LSC)

# YOU DO THE MATHS

Maths benefits  
people every day.

Do you need some  
help improving  
yours?

It may be that your memories of learning algebra and fractions at school were enough to put you off maths for life. But, when you think about it, maths is useful every day in all sorts of ways - from shopping for bargains to DIY measurements.

Whether you want to save money on your weekly shop or be sure of buying the right amount of carpet or wallpaper, a more confident grasp of maths could save you time, hassle and money.

And it doesn't stop there. Maths could even help you gain employment or a promotion.

**70%**  
off marked price!

Right now, **FREE** maths courses for adults are available in your area.

Call: **0800 100 900**

for information on **FREE** local courses





# Campaign

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- National Media
  - Daily Mirror London and SE edition
  - Full colour ¼ page
  - Circulation 550,000
  - 18<sup>th</sup> March 2005



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# Campaign

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- Outdoor Media
  - Advans
    - 48 sheet mobile posters
    - 14 in total
    - 2 per LSC area + 1 on IoW and 1 on Kent /Sussex coastal area
    - Targeted as directed by local LSC to areas of greatest need as defined by postcode



# Advan 48 sheet posters



**YOU DO  
THE MATHS**

Maths benefits people every day.  
Do you need some help improving yours?

Call: **0800 100 900**

for information on **FREE** local courses.

SEDA     

The poster features a yellow measuring tape with black markings and numbers (1, 12, 13, 14, 15, 16, 56, 57) coiled on the right side. The background is a light yellow color. The text is in various colors: blue for the main title, red for the introductory text, and black for the contact information and logos.



# Campaign

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- Bus
  - Rears and headliners
    - Quantities defined by budget and availability
    - Depots in Portsmouth, Hastings, Oxford, IoW, Basingstoke, Medway, Thanet and Reading



# Campaign

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- Print (freepost cards)
  - GPs and Dentist's waiting rooms in
    - Surrey
    - Kent
    - Thames Valley
  - Jobcentre plus
    - 500 A1 posters
    - 70,000 reply paid cards for everyone 'signing on' in a jobcentre
  - Door to door drop across region targeted by postcode to SOAs – multiple deprivation and local LSC intelligence
    - 1.4 million addresses x 2
- Beer Mats
  - 1 million in 1k venues across region

Yes I would like  
information on **FREE**  
maths courses in my area

Name

Address

Postcode

Daytime tel no:

Evening tel no:



No stamp  
required

**"Yes, I want to do the maths"**

Freepost 0F455

Kidlington

OX5 1BR

# NHS GPs and Dentists

NHS Postcard 11/3/2005 2:09 PM Page 1

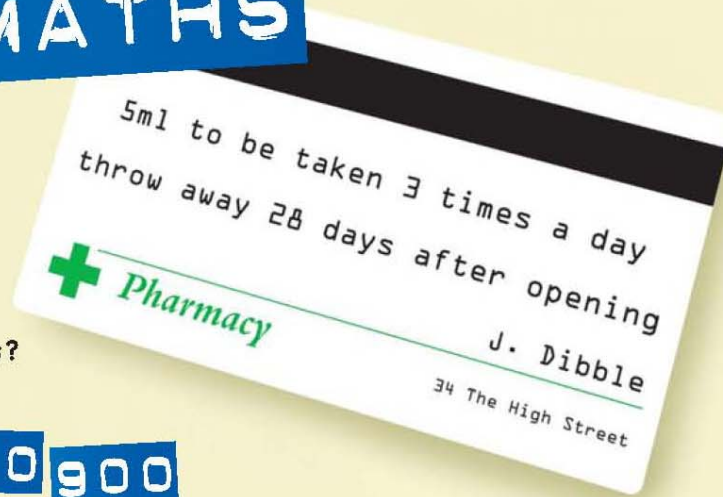
**YOU DO  
THE MATHS**

Maths benefits  
people every day.

Do you need some  
help **improving** yours?

Call: **0800 100 900**

for information on **FREE** local courses.



# JCP postcards

JCP Postcard 15/3/2005 11:16 AM Page 1

**YOU DO  
THE MATHS**

jobcentreplus

Maths benefits  
people every day.

Do you need some  
help **improving** yours?

Call: **0800 100 900**

for information on **FREE** local courses.

holiday pay	8.52
NI	23.18
total deductions	25.32
NET WAGES	7.32
	32.64
	122.32

# YOU DO THE MATHS

Maths benefits  
people every day.

Do you need some  
help improving  
yours?

call: **0800 100 900**

for information  
on **FREE** local courses.

price  
£1.48

£0.99





# Campaign

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## PR Campaign

- Regionally led (SEEDA)
- Locally delivered (LSC)
- Engaging partners and providers
- Case studies (providers)
- Photo opportunities





# Evaluation

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## Pre-campaign

- **07/03 – 13/03**  
**Get On calls to learndirect**
  - **165 nationally**  
of which
    - **17 were from South East**  
which means
      - **10.3% of national total from the South East**

## First week of campaign

- **14/03 – 20/03**  
**Get On calls to learndirect**
  - **201 nationally**  
of which
    - **61 were from South East**  
which means
      - **30.3% of national total from South East**
      - **Highest regional total**  
and
        - **54.1% agreed to follow up from Nextsteps**



# Evaluation

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- **Generated 1600 leads between 21/03 – 31/07**
- **Pre-campaign 10% of learndirect calls from SE**
- **During campaign 25% of calls from SE**
- **60% of callers to learndirect agreed to follow-up from nextsteps**
- **Direct marketing by postcards most successful method**



# Employers

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- **Postponed due to election**
- Work with LAs to use existing networks (eg brokerage) to develop solutions to deliver SfL
- Use LAs community leadership role to promote SfL within communities
- Access staff e.g. via payroll to promote SfL to employees as individuals



# 2006 Campaign

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- SEEDA funded
- Delivered by same partnership
- Building on 'You do the Maths'
- Use lessons learned
- Currently negotiating with learndirect, nextstep and providers
- Target local authorities

# Creative ideas for 2006

**EVERYDAY MATTERS**

MONDAY 1  
TUESDAY 2  
WEDNESDAY 3  
THURSDAY 4  
FRIDAY 5  
SATURDAY 6  
SUNDAY 7

Plenty of people worry when they're faced with figures. Maybe your memories of school were enough to put you off maths for life?

But maths is useful every day. Whether you're sorting out your shopping bills, translating train timetables or measuring up for DIY, having a better grasp of maths could save you time, hassle and money.

When you improve your maths (and your confidence) you may even be able to gain a better job or promotion.

It's never too late  
**MAKE TIME FOR MATHS**

To find out about FREE maths courses for adults in your area  
call 0800 100900

UKOLN | European Union | niace | SEEDA | lsc

# Creatives 2006

DONT GET  
LEFT BEHIND



Plenty of people worry when they're faced with figures.  
Maybe your memories of school were enough to put you off maths for life?

But maths is useful every day. Whether you're sorting out  
your shopping bills, translating train timetables or measuring  
up for DIY, having a better grasp of maths could save you time,  
hassle and money.

When you improve your maths (and your confidence) you may even be able  
to gain a better job or promotion.

It's never too late

MAKE TIME FOR MATHS

To find out about FREE maths courses for adults in your area  
call 0800 100900





# Campaign and timeline

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- Launched in March 2006 with
  - Local newspaper ads
  - Door to door drop
  - Doctors and dentists' surgeries
  - JC+
  - Possible Meridian TV ads
  - Radio ads



# Employers

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- Target LAs
- Aim to raise awareness with LA as
  - Employer and with
  - Individual employees
- Work with Freda Grant's project team
- Work with SE Employers Organisation
- Use existing brokerage networks





# National Learning Directory

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- Signed Up? campaign
- Joint SEEDA/LSC initiative
- Grew out of 'You do the Maths'
- Need to improve quality and quantity of NLD
- Linked to Train to Gain and SE Skills Advice Service
- Make sure you are on it!

# Signed up?

Ramada Plaza Gatwick

31 October 2005

**Make sure you are on it!**

**[www.learningdirectory.co.uk](http://www.learningdirectory.co.uk)**



# What Next ?

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- To find out more / follow the progress of the campaign contact ;

[paulineroussos@seeda.co.uk](mailto:paulineroussos@seeda.co.uk)

[matthewtrace@seeda.co.uk](mailto:matthewtrace@seeda.co.uk)

[suethomason@seeda.co.uk](mailto:suethomason@seeda.co.uk)

[Alex.Gould@LSC.gov.uk](mailto:Alex.Gould@LSC.gov.uk)

[brucecavalier@seeda.co.uk](mailto:brucecavalier@seeda.co.uk)