



Department
for Education

Lifetime Skills Guarantee

#PlanForJobs

Provider Communications Toolkit
April 2021

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INTRODUCTION

ABOUT THE LIFETIME SKILLS GUARANTEE

The Lifetime Skills Guarantee is designed to help our country build back better after the pandemic. Part of the Government's Plan for Jobs, it will transform the adult education system, help people of all ages develop the skills they need to get good jobs and support businesses to find or develop talent to fill skills gaps.

Offers now available to adults:

Free Level 3 qualifications for adults:

- Adults in England who are 24 and over and do not yet have A levels, an advanced technical diploma or equivalent, can now take their first Level 3 qualification for free. They can choose from almost 400 free courses to gain new skills that will help them access opportunities and get a better job. The full list of courses available can be found here: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs)
- The Government is investing £95 million on this important new long-term commitment. Removing the barrier of funding training for millions of adults will give more people the chance to get ahead in work, no matter their age or background.
- Adults aged 19-23 already have a legal entitlement to a first full Level 3 qualification. Any Level 3 qualifications that are now becoming available for eligible adults aged 24+ will be made available to 19-23 year old learners too, if they are not already. Previously adults aged 24+ have either had to self-fund, take out a loan, or ask for financial support from their employer to access their first Level 3 qualification.

Skills Bootcamps:

- Skills Bootcamps offer flexible courses of up to 16 weeks, giving people the opportunity to build up sector-specific skills and fast-track to an interview with a local employer. These are currently available in the West Midlands, Greater Manchester and Lancashire, the Liverpool City Region, the Leeds City Region, Heart of the Southwest, Derbyshire and Nottinghamshire. Courses available range from software development, digital marketing and data analytics, to welding, engineering and construction.
- There has been a high demand for places on the trailblazer skills bootcamps. An investment of £43 million from the National Skills Fund will enable greater availability across the country and a wider range of course subjects on offer to meet the skills needs of local areas. New skills bootcamps will be announced later in the spring and information will be added to [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) as soon as it is available.

ABOUT THIS COMMUNICATONS TOOLKIT

As a provider, you may want to promote the free Level 3 qualifications you are offering. We know getting adults to engage with learning is no easy task.

This communications toolkit is designed to help all of us communicate about the Level 3 adult offer – which we are now calling “free courses for jobs as part of the Lifetime Skills Guarantee” in learner-facing messaging.

It provides advice on the priority messages that we will be delivering on a national scale. Using similar messaging could help to strengthen your impact, but you will know your local audience best, so please use this toolkit flexibly and deliver your own approach to communications to help raise awareness and drive registrations.

HOW YOU CAN HELP RAISE AWARENESS OF THE OFFER

Aside from your own registration-focused marketing, here are some of the ways you can work with us to raise awareness of the scheme and give the launch an extra boost:

- 1. Support the announcement on the launch of the Lifetime Skills Guarantee's free courses for jobs** on your social media and owned channels by using the messaging and example social posts in this toolkit.
- 2. Use the #LifetimeSkillsGuarantee and #PlanForJobs hashtags** in your social posts and online media.
- 3. Share and like social media content** about the scheme on our partner channels, such as the National Careers Service, Job Centre Plus local accounts and HMG local accounts.
- 4. Let us know how we can support you** with your social activity in the weeks and months to come.

There is no requirement for you to use Department for Education messaging in your assets and marketing materials. However, we'd be grateful if you could include Plan for Jobs and the Lifetime Skills Guarantee where possible when promoting the offer.

REACHING OUR AUDIENCES

The main audiences we'd like to help you reach are prospective learners and employers:

- 1. Prospective learners** - There are 11 million adults in England who have missed out on A levels or equivalent qualifications.⁽¹⁾ It is important that they hear about this offer and get the chance to gain new skills that will help them access new opportunities and get a better job. Based on our behavioural insights research, adults in the working-age population (aged 18-64) who are eligible for the Level 3 adult offer (adults aged 24 or over in England and without their first full Level 3 qualification) can be split into the following segments:

Held back/constrained adult learners - 18-64, without A levels or equivalent	Parents/stability seekers, nervous learners – 25-55, without A levels or equivalent
Excited by the prospect of learning and motivated by personal growth but feel held back by a range of constraints and lack of experience, particularly of formal work and qualifications. Considering a qualification is a big psychological leap.	Nervous learners are primarily parents who are focussed on providing for family, have some ambition for the future and are positive about the idea of training, but are nervous about the disruption it could cause. Stability seekers are mostly female and middle aged, representing primary care givers with children at home - tendency is to prioritise flexibility and stability from their current job.

We are using these segments to shape the messaging for this announcement. However, we know that as a provider you will have excellent knowledge of your local labour market and the barriers to learning that your local audience face, so please use your existing understanding to feed into the messaging you use.

- 2. Employers** - We'd like to raise awareness of how these training offers under the Lifetime Skills Guarantee can help employers in key sectors fill their skills gaps and encourage them to promote the opportunities to their staff.

(1) NOMIS, APS 2019, available at [annual population survey - Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/annual-population-survey)

**ENGAGING
PROSPECTIVE LEARNERS**

PRIORITY MESSAGES FOR PROSPECTIVE LEARNERS

Boosting the nation's skills with the expertise employers need is a key part of the Government's Plan for Jobs

- The Government's Plan for Jobs aims to create, protect and support jobs, and ensure that nobody is left without hope or opportunity.

You could be eligible to take a free Level 3 qualification to help you gain skills that employers are looking for

- If you don't yet have a Level 3 qualification, which is equivalent to A levels, or an advanced technical certificate or diploma, taking a free course as part of the Lifetime Skills Guarantee could boost your job prospects in a sector you'd like to work in or allow you to progress in your current sector.

Building on your strengths with a qualification could get you on the path to a better job

- The skills you use for work are a series of building blocks – learning new skills will add to those you already have.

It's easier than you think to fit learning around your life

- Getting a free qualification means you can focus on finding time to learn, rather than funding your course.
- A number of shorter courses are available, so you can pick a course that fits your life and schedule.

Options for your call-to-action

Find out more at <insert full URL>, Find a course for you at <insert full URL>, Find your next step at <insert full URL>

SUPPORTIVE STATS FOR LEARNERS

- Gaining a qualification at Level 3, which is equivalent to A levels, could increase your earnings by 9% and increase your probability of being employed.⁽¹⁾
- One in ten adults see financial costs as a barrier to taking part in learning.⁽²⁾ Getting a free qualification means you can focus on finding time to learn, rather than funding your course.
- Two thirds of learners participate in learning to help with their work and job prospects.⁽³⁾
- The idea of a 'job for life' is becoming a thing of the past for many people. One in five (21%) of adults who are currently in work say they don't expect to be working in the same industry by 2030. This increases to two in five amongst those who have re-evaluated their career as a result of the coronavirus pandemic.⁽⁴⁾

(1) <https://committees.parliament.uk/writtenevidence/12122/pdf/>, p.5-6

(2) [Lockdown learners: Could the pandemic lead to a shift in adult participation in learning?](#), p.26

(3) [Lockdown learners: Could the pandemic lead to a shift in adult participation in learning?](#), p.25

(4) [The Future of Learning Report 2021](#), p.47-48

SECONDARY MESSAGING BY SEGMENT

Held back/constrained adult learners

Messaging principles:

- ✓ *Educate about the linkage between these qualifications and good/specific job outcomes.*
- ✓ *Educate and inspire by demonstrating the wide range of courses on offer, which could lead to a better job*
- ✓ *Focus on the removal of barriers e.g. courses are free, flexible*
- ✓ *Supportive messaging to improve confidence in learning and reassure that everyone is capable of trying different kinds of work throughout their career*
- ✓ *Explain that there is support available throughout this journey (e.g. National Careers Service, DWP job coaches)*

Additional messages for this audience:

- Don't be daunted by the idea of a job in a different industry. You can build on your existing strengths with new skills, which will help prepare you for an exciting new job.
- The idea of a 'job for life' is becoming a thing of the past for many people.
- Expert careers advisers are on hand to help – whether you need help choosing a course or advice on your job options, get in touch via webchat at nationalcareers.service.gov.uk/contact-us or by phone on 0800 100 900

SECONDARY MESSAGING BY SEGMENT

Parents/stability seekers, nervous adult learners

Messaging principles:

- ✓ *Reassure that learning can fit around their life and commitments*
- ✓ *Educate about the wide range of courses on offer and links to specific job outcomes*
- ✓ *Educate and inspire by talking about the tangible benefits to them/their family of taking a course (e.g. increased pay to support their family, better/more fulfilling job)*
- ✓ *Reassure them that they can build on their existing skills to get ahead and that everyone can succeed in multiple job opportunities throughout a lifetime*

Additional messages for this audience:

- Talk to your family about the course you'd like to do so they can support you to find the time and space to learn.
- Learning new skills could open doors to a better job, which could mean a higher salary to support your family, or more flexible working patterns to spend time with your loved ones.
- Learning new skills doesn't make your existing skills less important – it just increases the number of skills you can apply to jobs in the future.
- If you're worried about learning new skills as an adult, why not talk to a careers adviser to help you find a course to suit your lifestyle? You can contact an adviser via webchat at nationalcareers.service.gov.uk/contact-us or by phone on 0800 100 900

ENGAGING EMPLOYERS

PRIORITY MESSAGES FOR EMPLOYERS

Boosting the nation's skills with the expertise employers need is a key part of the Government's Plan for Jobs

- The Lifetime Skills Guarantee is part of the Government's work to transform the adult education system so that businesses can find or develop talented people of all ages to fill skills gaps and help adults can get the skills they need throughout their life, from free Level 3 qualifications for eligible adults, to Skills Bootcamps, basic skills offers and more.

As part of the Lifetime Skills Guarantee, the Government is offering eligible adults the opportunity to take a free Level 3 qualification from a choice of courses focussed on the skills our economy needs

- All courses have been identified to help ensure good job prospects, focussing on areas where employers need skills and leading to job opportunities that can help adults earn a good wage.

You can benefit by supporting your staff to upskill or reskill into a higher level role in your business, without needing to fund the training

- Hold onto your talented staff by helping them to gain a qualification and progress in your business.

Options for your call-to-action

Find out more at <insert full URL>, Take advantage at <insert full URL>, Help your staff upskill at <insert full URL>

SUPPORTIVE STATS FOR EMPLOYERS

- 66% of employers with skills gaps say it's affected their company's performance⁽¹⁾ and 90% felt that their business performed better when their employees had vocational qualifications.⁽²⁾ For many businesses, this offer will therefore contribute to a pipeline of skilled workers to help fill skills gaps.
- Upskill your staff and boost retention – 94% of employees would stay at their company longer if it invested in their career.⁽³⁾
- In 2019, around two-thirds of employers (64%) anticipated the requirement to develop the skills of their workforce in the coming year – and the pandemic is likely to have accelerated this.⁽⁴⁾ Fill your skills gaps for free – support an employee to upskill with a free Level 3 qualification and move them into a higher skilled role.

(1) [Employer Skills Survey 2019](#), p.12

(2) [Employer Skills Survey 2019: Training and Workforce Development 2019](#), p.42

(3) [LinkedIn Workplace Learning report 2019](#), p.38

(4) [Employer Skills Survey 2019: Summary Report](#), p.8

ASSETS

SOCIAL MEDIA ASSETS – PROSPECTIVE LEARNERS



Assets can be downloaded here:

https://www.dropbox.com/sh/cje0iukot2zl7m1/AADGpRi_7Z3KBmSE2231xJhfa?dl=0

ANNOUNCEMENT SPOKESPERSON – HELEN TUPPER

Helen Tupper is the co-founder and CEO of [Amazing If](#), an award-winning career development company with a mission to make work better for everyone. Together with her business partner Sarah Ellis, she is the author of The Sunday Times number one bestseller *The Squiggly Career* (Penguin) and host of the *Squiggly Careers* podcast. In January 2021 they recorded their TEDx talk, “Why squiggly careers are better for everyone”.

She also works as a Trustee for Working Families, a UK charity with a mission to support families and carers with their work and life commitments. Prior to Amazing If she held leadership roles for Microsoft, Virgin and BP.

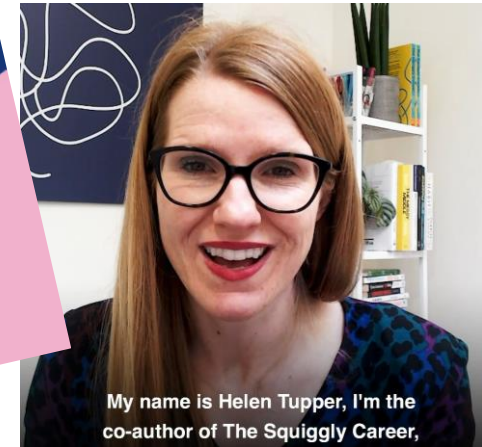


A huge thank you to Helen for her support with our launch and her “Five reasons to learn as an adult”, which are available to use on your channels. Please see the following slide for info.

HELEN TUPPER – TIPS AND ASSETS

Helen's five reasons to learn as an adult

1. **Learning increases your resilience** – we can't control when and what changes in our work, but we can take control of how we respond and take advantage of opportunities that change creates.
2. **Learning helps to build new relationships** – connecting with other people learning similar things can bring new, supportive people into your working life.
3. **Learning helps us to be happy** – investing in your development makes you feel better about yourself and gives you a greater feeling of satisfaction at work.
4. **Adult learners have choice and control** – how you learn is up to you! It's nothing like being at school and millions of people will now be eligible to take advantage of free courses under the Government's Lifetime Skills Guarantee.
5. **Adult learning helps keep you young** – our brains are adaptable and learning improves your memory and how your brain processes information.



Helen's official headshot and a video of Helen talking through her "Five reasons to learn as an adult" can be downloaded here:

https://www.dropbox.com/sh/cje0iukot2zl7m1/AA DGpRi_7Z3KBmSE2231xJhfa?dl=0.

Helen has given permission for these assets and tips to be included in this stakeholder toolkit and for you to use them organically on your channels if you would like to. Please use the bio on the previous page to describe Helen.

SOCIAL MEDIA ASSETS – EMPLOYERS



Asset can be downloaded here:

https://www.dropbox.com/sh/cje0iukot2zl7m1/AADGpRi_7Z3KBmSE2231xJhfa?dl=0

SOCIAL MEDIA

BEST PRACTICE

From previous skills campaigns, we have found the below social channels work best for reaching our audiences. However, please do prioritise channels according to your individual followings and those of your partners.

LinkedIn & Twitter: For communicating to employers and stakeholders.

- Stats and direct messages (e.g. 'support your business') tend to perform well on Twitter, as do things that are new or happening 'in the moment'.

Facebook & Instagram: For consumer-facing posts / prospective learners.

- Stats work well on Facebook, but hashtags tend to be irrelevant on this channel.
- Quotes, stats and engaging imagery tend to perform best on Instagram, with lots of relevant hashtags.

1080x600
for graphics
on Twitter

1080x1080
for graphics on
Facebook, LinkedIn
and Instagram

1080x1920
for stories on
Facebook, Instagram
and Snapchat

EXAMPLE SOCIAL MEDIA POSTS – PROSPECTIVE LEARNERS

Suggested social media posts to raise awareness of the Lifetime Skills Guarantee's free qualifications for adults.

When talking about free Level 3 courses, please do mention a range of sectors which link to the qualifications available to spread the word about the great range courses on offer.

Throughout April, we will be focussing on promoting this particular offer. Once the Skills Bootcamps have expanded we will be issuing a new toolkit and this will include social posts and assets for both Skills Bootcamps and free qualifications for adults

Short posts for Twitter:

- From today, you could be eligible to take a free qualification at Level 3 (equivalent to A Levels) as part of @educationgovuk's #LifetimeSkillsGuarantee. From accounting to agriculture, there are hundreds of courses on offer! Find out more: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs
- If you're an adult without A Levels, an advanced technical qualification or equivalent, you can now take a free qualification as part of the Government's #LifetimeSkillsGuarantee. There are hundreds of options available. For information: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs
- Boost your skills and open up job opportunities by taking a free qualification (equivalent to A Levels). Adults who are eligible can now choose from hundreds of courses from engineering to childcare. Find out if you could benefit: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs

Longer posts for Facebook and Instagram:

- From today, if you're an adult without A Levels, an advanced technical qualification, or equivalent you could be eligible to take a free qualification as part of the Government's Lifetime Skills Guarantee. These courses can help you build the skills you need to open up new opportunities and help get you on to the path to a better job. There are hundreds of courses available across a range of different sectors, from engineering and construction, to agriculture, childcare, manufacturing or environmental conservation. To find a course that's right for you, [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs #LifetimeSkillsGuarantee
- Taking a qualification at Level 3 (equivalent to A Levels) can help you develop in-demand skills and boost your job prospects! If you're an adult without A Levels, an advanced technical diploma or equivalent, there are now hundreds of free qualifications available as part of the Government's Lifetime Skills Guarantee. From health and social care, to environmental conservation, construction or accounting, there are a wide range of different courses to choose from. To find a course that's right for you, visit: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs

HELEN TUPPER – EXAMPLE SOCIAL MEDIA POSTS

Suggested social media posts to be used alongside Helen Tupper’s video ‘Five reasons to learn as an adult’.

For use on Facebook, Instagram or LinkedIn:

- Careers expert Helen Tupper from @Amazing_If shares how lifelong learning can help boost your resilience, enhance your happiness and give you an increased sense of purpose, all whilst helping you develop the skills you need to get ahead in work! If you're an adult without A Levels, an advanced technical diploma or equivalent, you can now take the next step with a free qualification as part of the Government's Lifetime Skills Guarantee. Find a course that's right for you: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs
- Helen Tupper, co-author of the best selling book The Squiggly Career and CEO of @AmazingIf, shares her top 5 reasons for learning as an adult. Learning new skills could not only boost your employability and open up new job opportunities, but can also enhance your resilience, happiness and sense of purpose. If you're an adult without A Levels, an advanced technical diploma, or equivalent, there are now hundreds of free qualifications available as part of the Government's Lifetime Skills Guarantee. To find a course that's right for you, visit: [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) #PlanForJobs

EXAMPLE SOCIAL MEDIA POSTS – EMPLOYERS

Suggested social media posts to raise awareness of the Lifetime Skills Guarantee’s free qualifications for adults.

When talking about free Level 3 courses, please do mention a range of sectors which link to the qualifications available to spread the word about the great range courses on offer.

Throughout April, we will be focussing on promoting this particular offer. Once the Skills Bootcamps have expanded we will be issuing a new toolkit and this will include social posts and assets for both Skills Bootcamps and free qualifications for adults.

Short posts for Twitter:

- From today, eligible adults will be able to take a free qualification as part of @educationgovuk's #LifetimeSkillsGuarantee. Hundreds of courses are on offer to help boost skills across key sectors, from engineering to childcare. For info gov.uk/free-courses-for-jobs #PlanForJobs
- Eligible adults can now take a free qualification at Level 3 (equivalent to A Levels). These qualifications will help open doors to better job opportunities and support key sectors across the country. For more info: gov.uk/free-courses-for-jobs #PlanForJobs #LifetimeSkillsGuarantee

Longer posts for LinkedIn:

- From today adults without A Levels, an advanced technical diploma or equivalent will be eligible to study for a free qualification as part of the Government’s Lifetime Skills Guarantee. These fully-funded qualifications will help adults gain the skills they need to boost their job prospects and get into sustainable jobs, whilst supporting employers to fill in-demand skills gaps with new or existing staff, without the need to fund training. From engineering and manufacturing, to environmental conservation, childcare and business management, there are hundreds of options available. Find out more today: gov.uk/free-courses-for-jobs #LifetimeSkillsGuarantee #PlanForJobs
- Adults without A Levels, an advanced technical diploma, or equivalent can now take a free Level 3 qualification, helping to boost job prospects with valuable, sector-specific skills. By encouraging your staff to take advantage of this offer, you can help them upskill or reskill into a higher level role and progress in your business, without your business needing to fund training. There are hundreds of qualifications available across a wide range of sectors, including construction, agriculture, childcare, accounting and more. For more information, visit: gov.uk/free-courses-for-jobs #LifetimeSkillsGuarantee #PlanForJobs

TEMPLATES

NEWSLETTER TEMPLATE FOR PROSPECTIVE LEARNERS

Did you know you could get the skills you need for a well-paid, new job for free?

If you don't yet have a Level 3 qualification, which is equivalent to qualifications such as A levels, or an advanced technical certificate or diploma, taking a free course as part of the Lifetime Skills Guarantee could boost your job prospects in a sector you'd like to work in or allow you to progress in your current sector. So if you're 24 and over, live in England and do not yet have A levels or equivalent, you can now take your first full Level 3 qualification for free.

All the courses available through this offer have been identified to help ensure good job prospects, focussing on areas where employers need skills and leading to job opportunities that can help you earn a good wage.

[Include information on the courses on offer at your college and any particular advantages in relation to the local economy and local jobs market]

Building on your strengths with training or a qualification could get you on the path to a better job. Find a course for you at [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) or get in touch with our [name of college team responsible for queries] on [contact details].

Do you claim Universal Credit?

Subject to agreement with their work coach, adults claiming Universal Credit will be able to train full time, towards a work-related qualification, for up to 12 weeks, or up to 16 weeks on a full time Skills Bootcamp in England, while receiving Universal Credit to support their living costs. This change will be implemented during April.

NEWSLETTER TEMPLATE FOR EMPLOYERS

The [Lifetime Skills Guarantee](#) is part of the Government's work to transform the adult education system so that businesses can find or develop talented people of all ages to fill skills gaps and adults can get the skills they need throughout their life, from free Level 3 qualifications and Skills Bootcamps, to basic skills offers and more.

Free courses for jobs as part of the Lifetime Skills Guarantee's

As part of the Lifetime Skills Guarantee, adults in England who are 24 and over and do not yet have A levels or equivalent can now take their first full level 3 qualification for free. There are almost 400 courses available and all courses have been identified to help ensure good job prospects, focussing on areas where employers need skills and leading to job opportunities that can help adults earn a good wage.

Take advantage of the offer and help your staff upskill at [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs).

COPY FOR WEBSITES

Skills and work go hand in hand – throughout our lives we all need to boost our existing skills or gain new ones to get ahead in the changing world of work, and that is more important now than ever.

If you are 24 and over, live in England and don't yet have Level 3 qualification – which is equivalent to qualifications such as A levels, or an advanced technical certificate or diploma – taking a free course as part of the Lifetime Skills Guarantee could boost your job prospects in a sector you'd like to work in or allow you to progress in your current sector.

Hundreds of courses are now available in subjects such as construction, manufacturing and agriculture, to digital, ICT, health and social care. [\[Include information on the courses on offer at your college\]](#).

The free courses can help you gain new skills that will help you to access opportunities and get a better job. It is part of the Government's Plan for Jobs, helping adults develop the skills to succeed in work throughout life, and supporting businesses to find or develop talented people of all ages to fill skills gaps.

Take your next step and find a free Level 3 course today [gov.uk/free-courses-for-jobs](https://www.gov.uk/free-courses-for-jobs) or get in touch with our [\[name of college team responsible for queries\]](#) on [\[contact details\]](#).

FURTHER INFORMATION

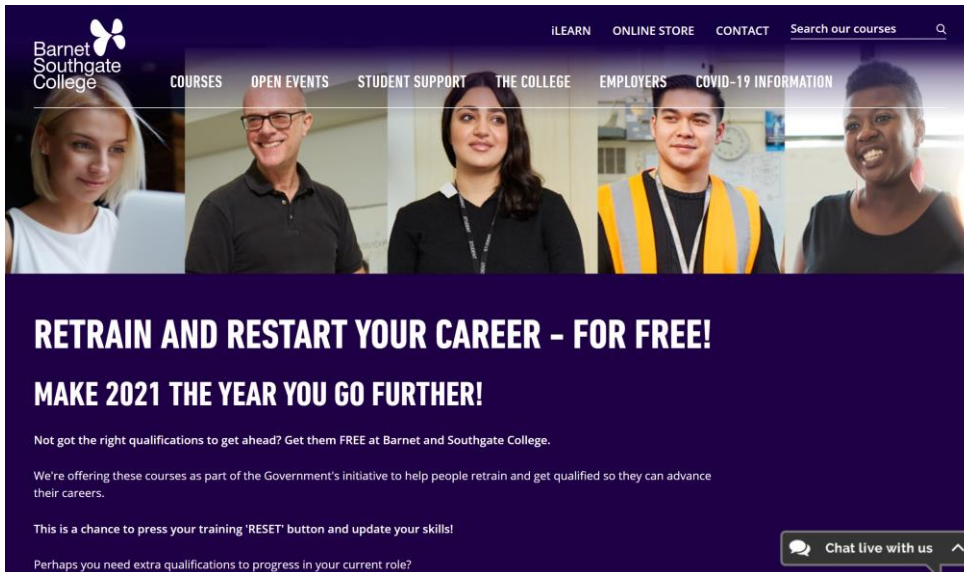
FURTHER INFORMATION

Useful Resource

JISC has published a [detailed reading list](#) of digital learning resources for organisations delivering Level 3 adult courses as part of the Lifetime Skills Guarantee. As a provider, you can search for the courses you are delivering and find relevant teaching and learning resources.

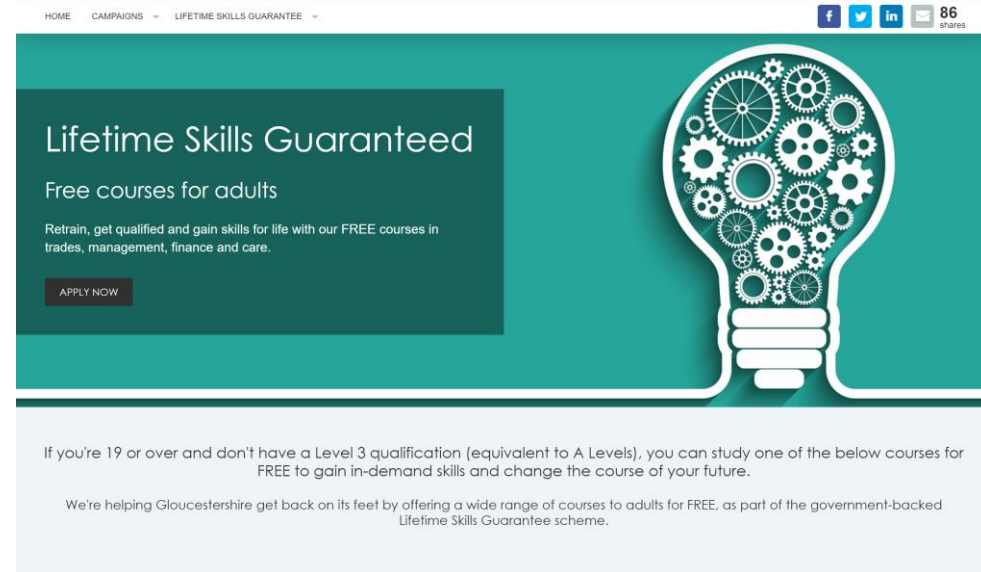
Examples of colleges signposting to adult learning effectively on their websites

Barnet Southgate College



The screenshot shows the Barnet Southgate College website. At the top left is the college logo. A navigation bar includes links for 'LEARN', 'ONLINE STORE', 'CONTACT', and a search bar. Below this is a horizontal menu with 'COURSES', 'OPEN EVENTS', 'STUDENT SUPPORT', 'THE COLLEGE', 'EMPLOYERS', and 'COVID-19 INFORMATION'. The main banner features a photo of five diverse people and the text: 'RETRAIN AND RESTART YOUR CAREER - FOR FREE!' and 'MAKE 2021 THE YEAR YOU GO FURTHER!'. Below the banner, there is a paragraph: 'Not got the right qualifications to get ahead? Get them FREE at Barnet and Southgate College. We're offering these courses as part of the Government's initiative to help people retrain and get qualified so they can advance their careers. This is a chance to press your training 'RESET' button and update your skills! Perhaps you need extra qualifications to progress in your current role?'. A 'Chat live with us' button is in the bottom right corner.

Gloucestershire College



The screenshot shows the Gloucestershire College website. At the top right, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, along with a '86 shares' indicator. The main banner has a teal background and features a large lightbulb icon filled with gears. The text on the banner reads: 'Lifetime Skills Guaranteed' and 'Free courses for adults'. Below this, it says: 'Retrain, get qualified and gain skills for life with our FREE courses in trades, management, finance and care.' and includes an 'APPLY NOW' button. Below the banner, there is a paragraph: 'If you're 19 or over and don't have a Level 3 qualification (equivalent to A Levels), you can study one of the below courses for FREE to gain in-demand skills and change the course of your future. We're helping Gloucestershire get back on its feet by offering a wide range of courses to adults for FREE, as part of the government-backed Lifetime Skills Guarantee scheme.'

DO YOU HAVE CASE STUDIES THAT COULD HELP?

We are always looking for case studies to help bring our free courses for jobs to life and demonstrate the benefits of learning as an adult.

We're keen to hear about anyone who is willing to share their story of taking advantage of this free offer – particularly once they have completed their course and secured a job in a related industry.

Compelling human stories will really help to bring this offer to life and encourage adults to find courses that enable them to change career or get a better job.

Using case studies, we are really keen to show a direct line of sight from a qualification to new job, as well as reassure nervous adults that learning is achievable alongside their commitments. For example, any career changers would be particularly welcome, as well as learners who have overcome difficult circumstances to gain their qualification. We're also keen to source case studies from diverse backgrounds where possible.

If you do have any potential case studies, please get in touch with Nationalskillsfund@education.gov.uk.

THANK YOU

For any questions, please contact:
Nationalskillsfund@education.gov.uk