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Lifelong Learning Entitlement (LLE)

Provider Communications Asset Pack

Version 1.3 – October 2026

Minor update: Student application information updated

SKILLS FOR LIFE

LIFELONG LEARNING ENTITLEMENT

Who this pack is for

This guide is intended primarily for providers in England that are already registered with the Office for Students (or that will be registered by the time the LLE launches in January 2027) and who have been approved by the Department for Education (DfE) to deliver LLE-funded modular provision.

Version 1.0 was published in June 2026. Version 1.1 was published in August 2026 and includes a minor update to the contact email address shown below. Version 1.2 was published in September 2026 and includes an update to when student finance applications will open. Version 1.3 was published in October 2026 and includes an update to student application information.

Further updates and iterations may follow.

If you have any questions about the content of this asset pack, please email LLE.TEAM@education.gov.uk



How to use this pack

This asset pack has been designed to make it as easy as possible for you to communicate the Lifelong Learning Entitlement (LLE) to prospective learners.

Everything is ready to adapt and use in a way which best fits your institution.

What's in this pack?

The pack contains everything you need to get started:

- Background information and key messages about the LLE, so you can speak about it accurately and consistently
- Ready-to-use example copy for social media and other channels
- Downloadable assets including posters, infographics, social media posts and short animated videos.
- Links to further resources for learners who want more detail

Decisions about student finance are personal. Guidance and conversations should be tailored to each individual, to ensure they receive accurate and relevant information.



Where to start

If you're new to communicating the LLE, we'd suggest starting with the key messages section. This sets out the three core themes:

- **Flexibility and control**
- **Choice**
- **Practical pathways**

Each theme gives you foundational language you can use to explain the LLE simply and confidently, whether you're talking to prospective learners, staff, employers or parents.

From there, think about which channels you use most to reach your learners.

If you're active on social media, the optimised content and example copy are ready to go.

If you do more face-to-face work (open days, enrolment events or prospectus mailings) the posters and infographics will be most useful.



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LLE Background

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Background

The Lifelong Learning Entitlement allows people access to loan funding which can be used over their working lives.

This provides the flexibility to study to be able to upskill to benefit current jobs, or change careers, while juggling commitments such as work and childcare.

Traditionally, higher and further education has been built around full-time degrees and qualifications taken straight after school or college.

But that doesn't work for everyone. Many people need to fit study around life commitments or want to return to learning later down the line to upskill.

Applications for student finance for courses and modules starting between January 2027 and August 2027 are now available through Student Finance England: https://www.gov.uk/apply-online-for-student-finance online for student finance - GOV.UK



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Key Messages

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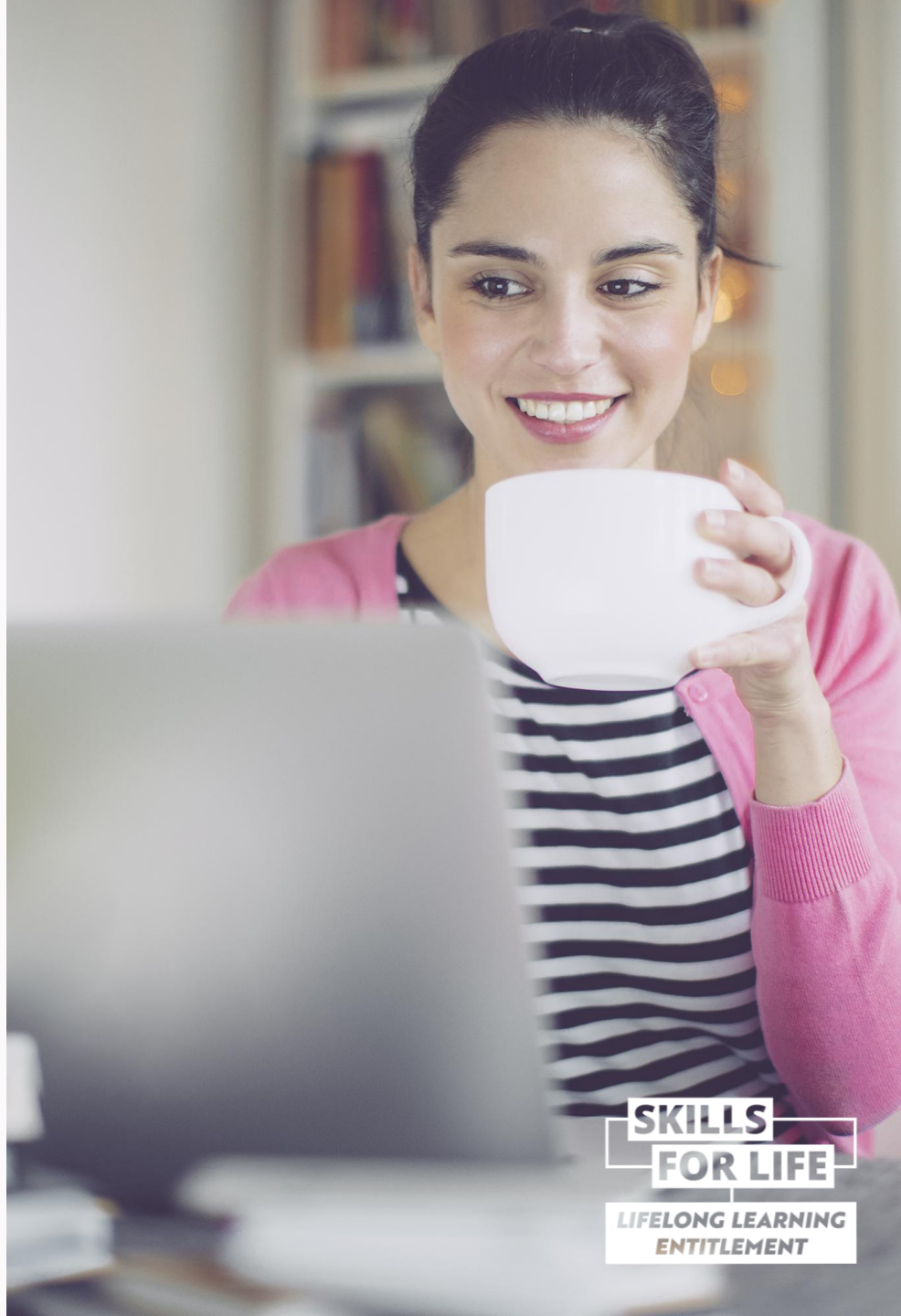
Messaging guidance

The headline messages in this section explain the core value of the Lifelong Learning Entitlement (LLE).

They are built around three key themes:

- **Flexibility and control**
- **Choice**
- **Practical pathways**

The messaging guidance is designed to be a reference point to help you explain the LLE simply and consistently, engage prospective learners and develop your own tailored communications.



Key Messaging Pillars

Flexibility and Control

The LLE is designed to work at every stage of your lives.

Greater flexibility allows learners to use tuition fee loan funding, across their working life, up to age 60.

Learners can go to university or college straight after school or return to study, which might be possible even if they have a degree.

Space to pause when life gets in the way.

Funding, clearly in view. Track your remaining loan entitlement through your personal online account.

Choice

Retrain, refresh or redirect your skills across your working life.

Student finance that helps your study around work, caring or whatever else you're juggling.

Maintenance loans available for courses requiring in-person attendance helping balance study with day-to-day life.

A range of ways to learn from degrees to higher technical qualifications (HTQs) to individual modules, choose a route that fits your life.

Study again, in priority subjects even if you already have a degree.

Practical Pathways

Learn in a way that strengthens your skills and supports your ambitions without stepping out of working life.

Commit to a module, not a three-year degree upfront. Start with a smaller step and then decide what your next step is.

Modules are designed to contribute to recognised qualifications over time.

"Earn while you learn" – flexible study options help learners develop new skills without leaving work behind.

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Communication Guidance

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How to communicate the LLE

The way you talk about the LLE is just as important as what you say. The LLE represents a significant change to student finance, and for many people, especially those returning to study or considering it for the first time, it can feel unfamiliar or even daunting. The right tone builds confidence and makes the LLE feel relevant and accessible, whatever stage of life someone is at. This guidance isn't about making all communications sound the same, it's about making sure the LLE is communicated in a way that's clear, honest and encouraging.



Clear and plain

- Use plain English and avoid jargon
- Explain key terms on first use
- Keep sentences short



What to avoid

- Overly formal or bureaucratic language
- Unexplained acronyms
- Assuming that all learners are school leavers



Empowering not overwhelming

- Focus on opportunities not complexities
- Use phrases like “you could” or “there’s a route for you”
- Avoid making assumptions – speak to all life stages



Honest and accurate

- Signpost to official guidance for detail and check accuracy before publishing

How to communicate the LLE

When creating communications around the LLE, we encourage you to ask yourself:

- ✓ Would a prospective learner with no prior knowledge of student finance understand this?
- ✓ Does this feel helpful and encouraging, or off-putting?
- ✓ Have I directed people to official resources for anything detailed or eligibility-specific?
- ✓ Does this sound like my organisation, while still reflecting the LLE's core messages?

Make sure all your content is accessible

Web content accessibility guidelines are available to help:

Guidelines | Accessibility manual - Department for Education



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Example Copy

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Example copy

These headline messages are ready to use. You may wish to use these in your engagement with prospective learners or across your social channels:

- “Because learning needs to be flexible, from January 2027 student finance will be flexible too.”
- “The LLE could open doors to a future of new possibilities. Whether you want to learn, retrain or up-skill, student finance is becoming more flexible to fit study around your life”
- “The LLE is loan funding that lets you study a full degree in one go or build your skills, step by step, module by module at a pace that fits your life.”
- “The LLE could help you get the skills and qualifications you need, when you need them. Whether you’re starting out, retraining or learning new skills, the LLE will help you to fit study around your life.”



Example social media copy

Example 1

The Lifelong Learning Entitlement could open doors to new possibilities. At **[Provider Name]**, you can retrain, refresh or redirect your skills across your working life**.** Contact us today for more information.

#LifelongLearningEntitlement #LLE

Example 2:

The Lifelong Learning Entitlement (LLE) could help you return to study at **[Provider Name**], even if you already have a degree. Whether you're starting out, retraining or learning new skills, we can help you study flexibly and fit learning around your life.

#LifelongLearningEntitlement #LLE



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Downloadable Assets

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Suggested activity

Suggested activity by channel:

- **Social media:** use the pre-sized animated graphics and example copy; remember to use hashtags i.e. #LLE #LifelongLearningEntitlement and tag DfE channels where relevant
- **Open days and events:** display the A3/A4 posters and use the infographics in presentations or at information stands; the three animations are also well suited to screens in reception areas or waiting spaces
- **Email and newsletters:** adapt the example copy for your own tone and link to the Skills for Careers LLE landing page
- **Prospectus and course information:** use the key messages to inform how you describe LLE-eligible courses, and include the Skills for Life lock-up logo where appropriate
- **Staff briefings:** share the background section and key messages with advisers, tutors and admissions staff so they can answer learner questions consistently



Skills for Life Lock Up

We have created a variation of the Skills for Life lock-up logo to support communications about the Lifelong Learning Entitlement (LLE).

Purpose:

The lock up logo can help reinforce the link between the LLE and the Skills for Life brand. It should be used to strengthen visibility and credibility in your communications.

When using the logo, please refer and consider the Skills for Life Campaign Style Guide

Use:

The lock-up logo is a supporting visual element; it complements your messaging but does not replace clear explanation. You may wish to use the lock up logo in your LLE communications online or in print. Apply consistently in your presentations, webpages, social media and printed materials.

We have provided high resolution black and white isolated PNG logo files.



Infographics

We have created five infographics in two different sizes A4 and A3.

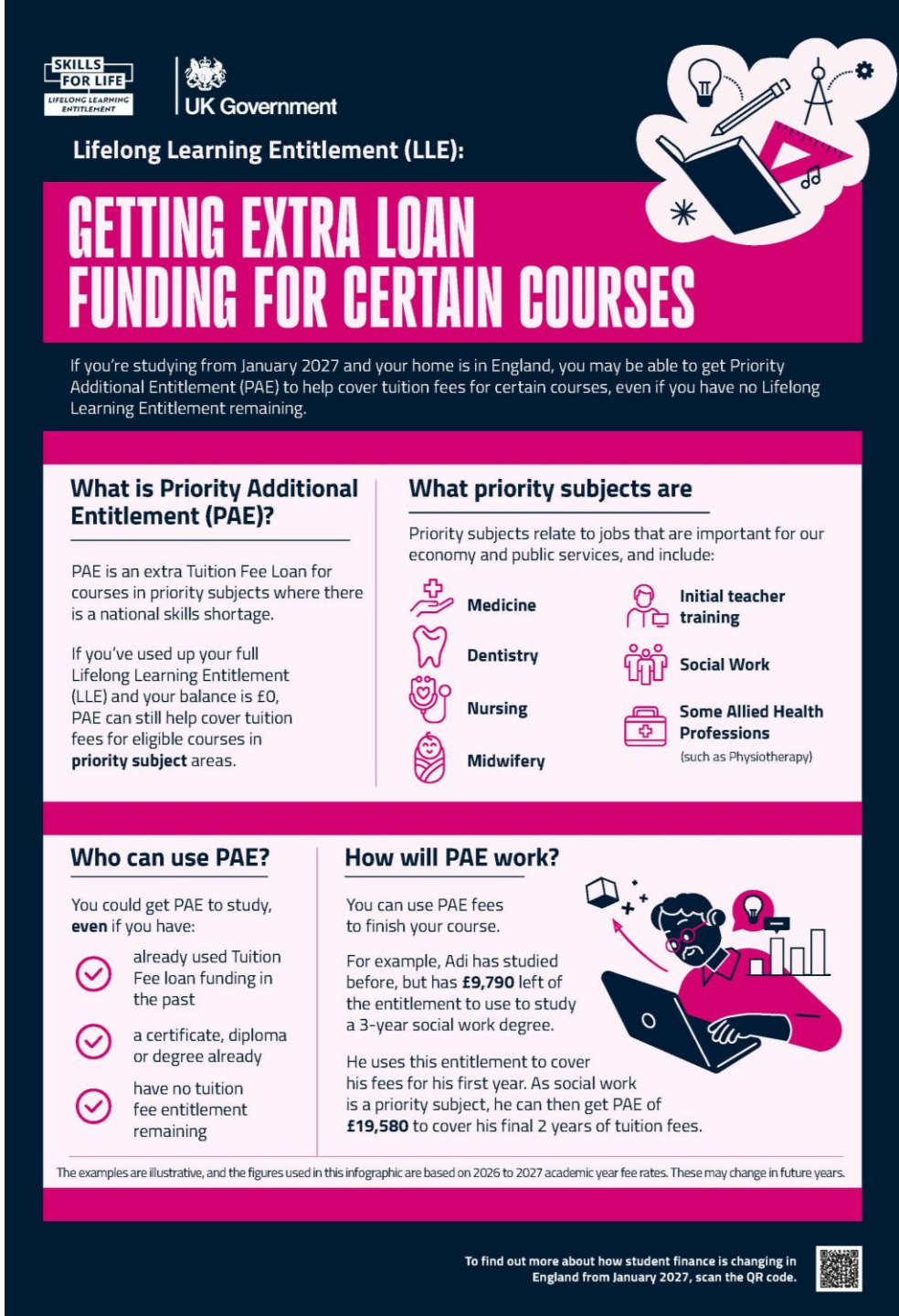
Purpose:

- Infographics provide simple, visual introductions to key aspects of the Lifelong Learning Entitlement (LLE). They are designed to start conversations with prospective learners, helping explain information quickly using visual design techniques. They combine text, images, icons and design elements to explain a topic quickly.
- These infographics are intended as a starting point only (not a complete source of information). Each infographic includes a QR code that directs audiences to the learner guide on GOV.UK

Use:

You may wish to use the infographics at open days, advice sessions. Each infographic can be downloaded in two sizes A3 and A4.

If you require a CMYK print-ready version (which includes bleed for professional printing) please contact LLE.TEAM@education.gov.uk



Social Media Content

We have created a set of static social media assets, ready for use across different platforms.

Purpose:

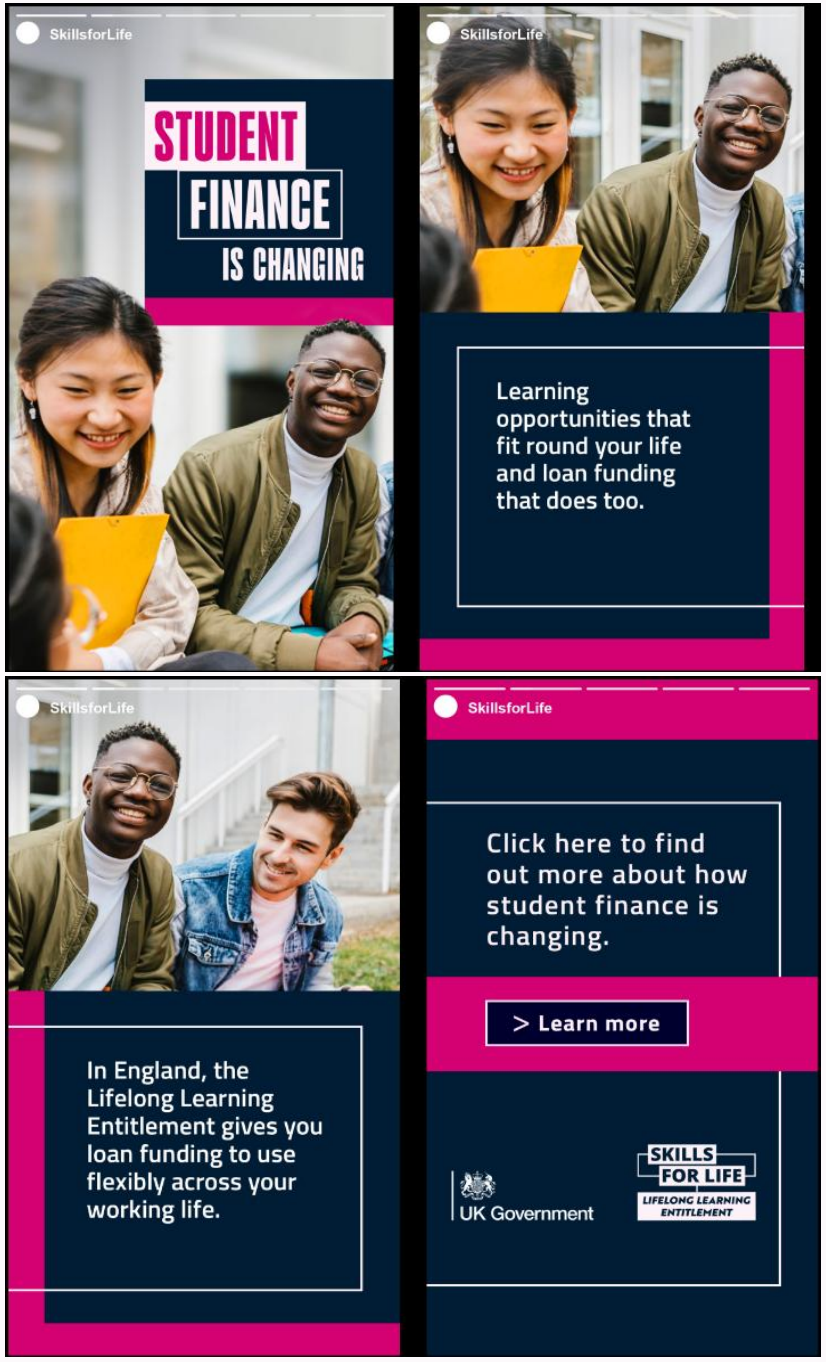
These assets provide a quick, engaging introduction to the LLE. They are designed to capture attention and drive interest, helping audiences understand the basics quickly. They support consistent messaging across channels while encouraging further exploration.

Use:

You will find four static PNG images for each social media channel, which can be uploaded together as a social media posts or story, depending on the platform.

- **Facebook** – 4 x static PNGs (1200 × 630 pixels)
- **LinkedIn** – 4 x static PNGs (1200 × 630 pixels)
- **Instagram Stories** – 4 x static PNGs (1080 × 1920 pixels)
- **Twitter/X** – 4 x static PNGs (1200 × 675 pixels)

You should ensure that when using these social posts you include a clear call to action (e.g. “Learn more”) and link to Skills for Careers, a website where they can access more information about the LLE. You can also use hashtags on these posts **#LLE or #LifelongLearningEntitlement**



A3/A4 Outreach Posters

We have created two A4 and A3 outreach posters for display across your institution.

Purpose:

Outreach posters provide a high-impact, visual introduction to key LLE messages in physical spaces. They are designed to capture attention quickly and raise awareness among prospective learners.

They could help create a visible, consistent presence for LLE across your campus.

Use:

Each poster includes a QR code that directs audiences to Skills for Careers, a website where they can access more information about the LLE.

We recommend displaying these in high-footfall areas.

If you require a CMYK print-ready versions of these posters (which include a bleed for professional printing) please contact LLE.TEAM@education.gov.uk



Animations

We have created three short animations, uploaded to YouTube covering three key themes:

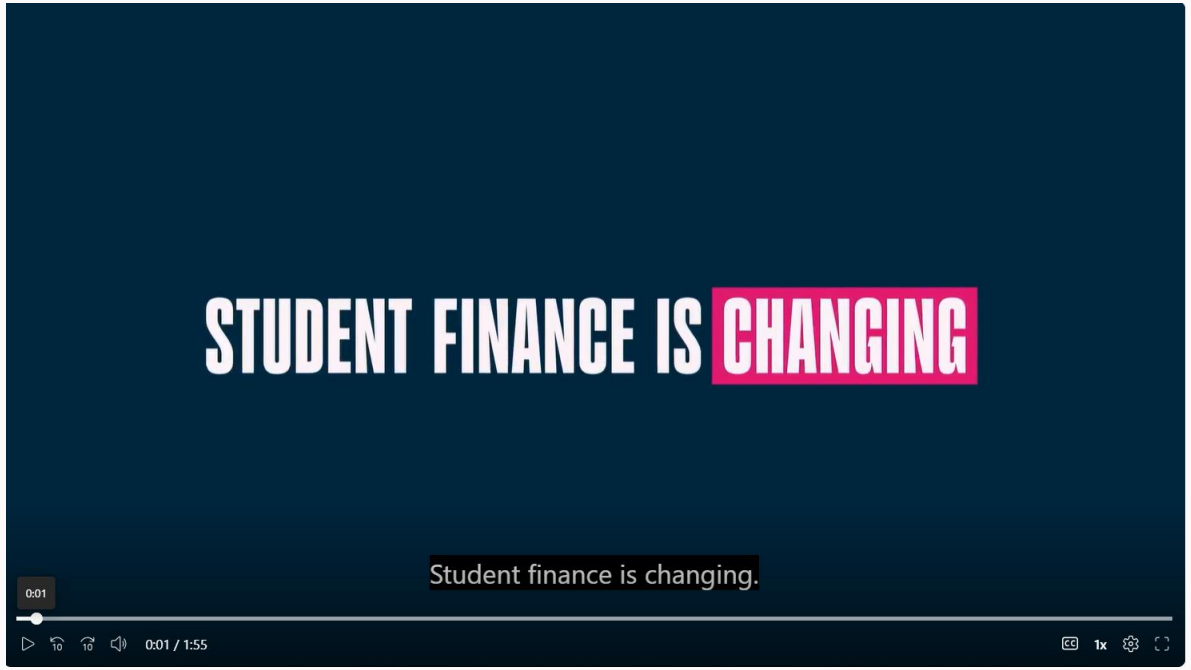
1. What is the LLE (https://youtu.be/Q-N6CiuHli8)
2. How LLE tuition fees work (https://youtu.be/S1pb5ygr-BM)
3. How LLE repayments work(https://youtu.be/6mrGxk75R28)

Purpose

These animations provide a clear, engaging overview of key LLE concepts. They help explain more complex topics in a simple, easy-to-follow format. Designed to build understanding quickly and support consistent messaging. These animations are a starting point (they simplify key ideas but do not replace detailed guidance).

Use

The videos are optimised for accessibility and include voiceovers, closed captions and transcripts. **If you require an offline downloadable version of these videos, please contact LLE.TEAM@education.gov.uk**





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Further resources

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Campaign activity

The Department is signposting the Lifelong Learning Entitlement within the *Skills for Life* campaign from this summer onwards.

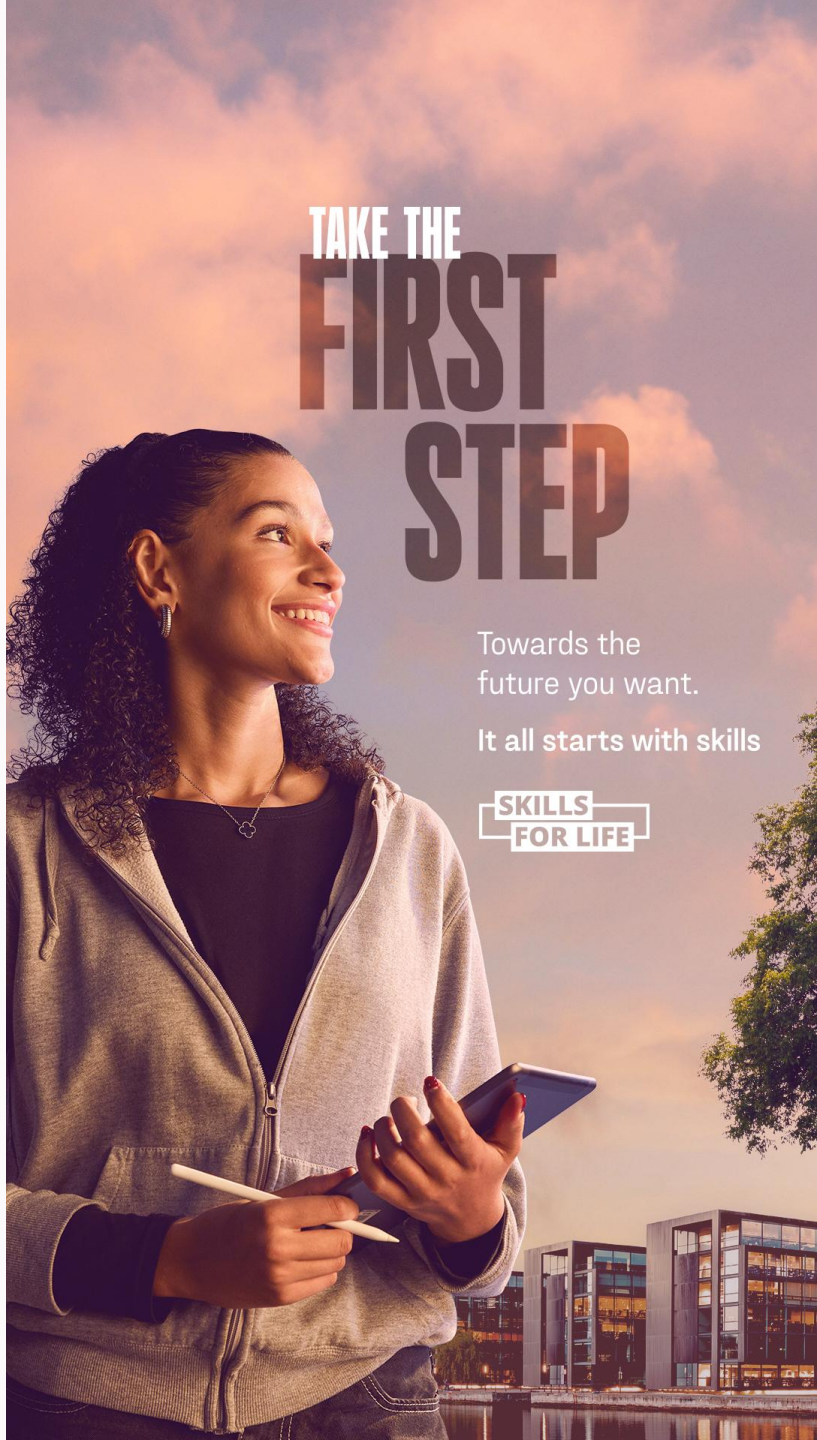
The Department for Education's *Skills for Life* campaign 'It all starts with skills' invites young people, adults and businesses to make the most of their potential by engaging in a range of government skills and technical education offers.

Whether they're growing a business, switching careers or just starting out, 'It all starts with skills' aims to motivate people to explore their options, make informed choices, and gain the skills and qualifications they need to progress. And giving businesses the skilled workforce they need for the economy to thrive.

Lifelong Learning Entitlement messaging within the Skills for Life campaign will highlight how the LLE is designed to work at every stage of life, the ability to retrain, refresh or redirect skills, and signpost practical pathways.

You can direct audiences to the dedicated LLE webpage for further information. Lifelong Learning Entitlement (LLE) | Skills for Careers

You can support the existing campaign and find out more information here. We will contact you with further information about how you can support the LLE within and beyond the campaign.



LLE Skills for Careers Page

The Skills for Careers website supports young people and adults to explore their skills and career options.

We have recently launched a dedicated resource page on the site focused on the Lifelong Learning Entitlement (LLE): https://www.skillsforcareers.education.gov.uk/pages/lifelong-learning-entitlement.

This page serves as the central starting point for information, advice and guidance on how the LLE will transform student finance in England from January 2027.

It will also act as the primary landing page for future campaign activity, directing learners to the most relevant and up-to-date information.

We encourage you to signpost prospective learners to this page through your communications. The site also directs audiences to more detailed guidance, helping individuals access accurate and relevant information to their personal situation, so they can take the next step with confidence.



Further resources

This asset pack is designed to complement existing information, advice and guidance. It should be used to introduce topics and prompt interest, while actively directing learners to more detailed guidance.

- **Skills for Careers LLE landing page:** a campaign page providing high-level information on the LLE and directing learners to further guidance.
- **LLE Student Guide:** a learner facing guidance page providing an overview of the LLE and eligibility requirements.
- **LLE Policy Overview Page:** a comprehensive resource explaining the LLE in detail, including how it works.
- **Lifelong Learning Entitlement FAQs**: A list of the most frequently asked questions around the LLE.

Additional materials are being developed to further support your communications and engagement with different audiences.

We will shortly make available:

- Topic-specific plain English factsheets
- A new learner persona toolkit
- A new digital student finance calculator to support learners to get an estimate of their LLE entitlement.



Supporting the LLE

There are many simple ways to support the LLE through your communication activity:

1. Follow the DfE channels on social media and amplify LLE content:
   - DfE on Instagram
   - DfE on Facebook
   - DfE on LinkedIn
   - DfE on YouTube
   - DfE on X
2. Use hashtags in your communications

   #LLE #LifelongLearningEntitlement #StudentFinanceIsChanging
3. Direct audiences to the Lifelong Learning Entitlement Page:

   Lifelong Learning Entitlement (LLE) | Skills for Careers
4. Engage in key moments on social media

Decisions about student finance are personal. Guidance and conversations should be tailored to each individual, to ensure they receive accurate and relevant information.

