



Learning & Skills Council

The Learning & Skills Council has a single goal: to improve the skills of England's young people and adults to ensure we have a workforce of world-class standard.

ROUTE

IE Design Consultancy was approached by Birmingham and Solihull LSC through the recommendation of an existing client and was appointed after a four way credentials pitch.

BACKGROUND

Birmingham and Solihull LSC were struggling to meet Government targets to recruit young people in C2DE SEGs into work based learning programmes such as Foundation/Advanced Modern Apprenticeships and National Vocational Qualifications.

BRIEF

To provide an easily accessible, engaging prospectus to simply describe the wealth of opportunity open to local young people (18-25yrs) within lower skill sectors such as retail, manufacturing, healthcare and building. The prospectus was built around stories of individuals who had already successfully built careers within these industries: an electrician, a number plate maker, a painter, a sheet metal worker, a nursery nurse etc. Double page industry specific 'zones' contain short interviews substantiated by bullet point lists of potential jobs, industry fact files, a 'tip from the top', a pithy description of who might be suited to the particular type of work and action points of what to do next.

"IE have delivered another cracking solution to a very focused brief. For two years IE have more than risen to the challenge of engaging and inspiring young people from the Lower Socio Economic Groups in our region and the impact of their work is already being felt."

June Ball, Communications Director, Birmingham and Solihull Learning & Skills Council

TIMEFRAME

7 weeks from commission to prospectus launch.

BUDGET

Prospectus concept development, writing and design £9K, marketing collateral £7K

OUTCOME

Two prospectuses that have measurably contributed to an increase in take-up of workplace learning programmes amongst target groups in Birmingham and Solihull.



SERVICE OFFERING

- **Concept development**
- **Research and interviews**
- **Copywriting**
- **Prospectus design and artwork**
- **Photography**
- **Digital retouching**
- **Print management**
- **Advertising design and production**

FIND OUT MORE

WANT TO FIND OUT MORE ABOUT OUR WORK FOR LSC? CONTACT US NOW FOR DETAILS
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