



# SKILLS BOOTCAMPS

Communications Guide  
(last updated Dec 2023)



# ABOUT SKILLS BOOTCAMPS

Skills Bootcamps are flexible courses of up to 16 weeks, giving people the opportunity to build up sector-specific skills and fast-track to an interview with an employer. These courses are fully funded and are free for learners.

Skills Bootcamps are being delivered in partnership with employers, further education training providers and local government. The training and support available is aligned with local and national demand for skills, ensuring that people have direct line of sight to a job and support people to get skills for life.

## **There is a task to:**

- **Raise awareness, understanding and uptake of these exciting courses at both national and local level, so as many people as possible can benefit. We want the public, employers and other stakeholders to see momentum building around this kind of innovative reskilling model.**

Department for Education (DfE) will keep you informed of any developments on branding, including sharing any available assets or logos that will help raise awareness of Skills Bootcamps.

**To help simplify the skills landscape and improve understanding of skills products, we have developed a branding solution to link Skills Bootcamps with Skills for Life. Skills for Life is a cross government, priority campaign that will help to engage adults in lifelong learning and help simplify understanding of the range of options available.**

# Purpose of this toolkit and how you can help

Here are some of the ways you can work with us to raise awareness of Skills Bootcamps and drive uptake of the courses you have on offer:

- 1. Ensure that your course marketing information is complete, correct and user-friendly on your Delivery Plan AND From Mid-March, publish, maintain and remove your Skills Bootcamps on Publish to the Course Directory** (more info to follow). The Skills for Life campaign will drive people to the campaign website **Skills for Careers**, which links to this information, to take advantage of Skills for Life paid advertising, you need to ensure your courses are findable via Course Directory.
- 2. Promote Skills Bootcamps through your own communications** to drive awareness and uptake. Maintaining the Skills Bootcamps branding (as part of the Skills for Life campaign), including consistent naming convention across your communications will increase recognition and awareness and will benefit local programmes.
- 3. Support Government Skills Bootcamps announcements** Communications toolkits will be shared by Department for Education (DfE) ahead of key announcements to provide you with example assets, content and updated messaging.
- 4. Support Government Skills campaign, [Skills for Life](#)** which aims to increase awareness and uptake of the Skills Bootcamps offer nationally and help everyone gain skills for life.
- 5. Share and like social media content about Skills Bootcamps** and use #SkillsBootcamps and #SkillsForLife hashtags in your posts. Engaging with DfE and partner channels (such as National Careers Service, Job Centre Plus local accounts and HMG local accounts) allows for content about Skills Bootcamps and adult skills to reach more people.
- 6. Let us know how we can support you with your social activity** in the weeks and months to come and help ensure that all Skills Bootcamps communications are delivered consistently by using the guidance within this pack.

# **COMMUNICATIONS GUIDE**

## **MANDATORY**



# COMMUNICATIONS GUIDE AND CONTRACT

Within this pack we have outlined the branding to be used when marketing and communicating Skills Bootcamps.

Under the terms and conditions of your contract you need to comply with DfE branding guidelines in connection with the contract and shall not use any other branding other than as set out in the guidelines or as otherwise agreed with the DfE.

Suppliers must adhere to the DfE's communications guide, and all services provided under your contract with the DfE must be advertised, marketed and provided in accordance with the naming convention and branding of the DfE's choosing at any time during the contract term. All rights to use DfE's naming conventions, branding and Trade Marks will cease upon expiry of the contract.

This pack has been created to clearly demonstrate the branding and naming requirements that are considered mandatory. However, we have also provided some optional guidance, which we hope you will find useful.

If you are unsure about the branding, you should be using, please contact:

[Adult.skills@education.gov.uk](mailto:Adult.skills@education.gov.uk)

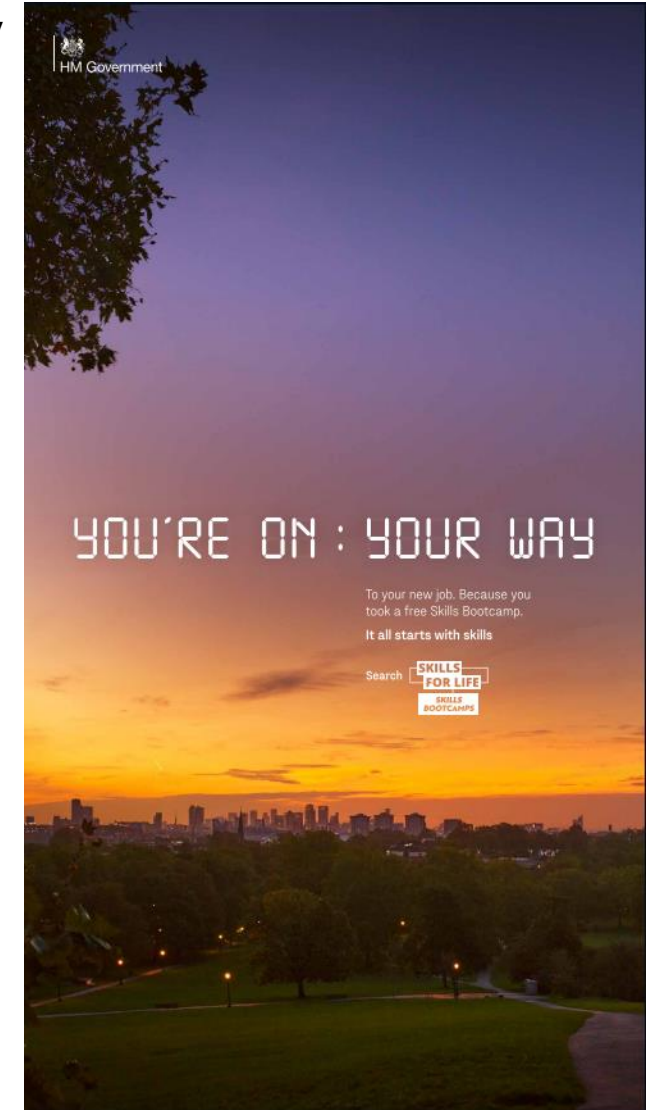
# NAME AND DESCRIPTOR

To help us raise awareness of the offer, it's key that we all continue to use the same naming convention and descriptor when marketing the various Skills Bootcamps that are being delivered across the country from a range of providers.

DO	DON'T
<p>Use the name 'Skills Bootcamps' if space does not allow for a longer description. Please always remember to capitalise each word.</p>	<p>Abbreviate or refer to Skills Bootcamps as 'Bootcamps' or 'Digital Bootcamps', etc.</p>
<p>If you would like to add the specialist subject of the course(s) you are offering, please reference this after Skills Bootcamps. For example, 'Skills Bootcamp in electrical skills' or 'Skills Bootcamp in construction'.</p>	<p>Write 'skills bootcamps' or 'bootcamps' as this will dilute the name and deter people from recognising the programme.</p>
<p>Use the following descriptor for the programme: <i>Skills Bootcamps are free, flexible courses of up to 16 weeks, giving people the opportunity to build up sector-specific skills and an offer of an interview with an employer upon completion.</i></p>	<p>Create your own logos for Skills Bootcamps or Skills for Life as this will dilute recognition and awareness.</p>
<p>Include your own organisational logo and any suitable partner logos on marketing materials to ensure that it is clear you are providing the Skills Bootcamp/s locally. These should be used alongside the Skills for Life/Skills Bootcamps logo lock up.</p>	<p>Use singular version of the name ('Skills Bootcamp'), unless referring to a single course.</p>

# About Skills for Life

- Skills Bootcamps are one of several skills products promoted as part of Skills for Life and DfE's new **It all starts with skills** campaign launching from January 2024.
- The campaign aims to get **more people to start their skills journey** by increasing supply of and demand for technical qualifications and skills offers among employers, young people and adults.
- The campaign aims to increase awareness and perceptions of Skills for Life driving people to the new digital front door for skills to encourage people to find out more and the course that's right for them.
- The campaign leverages the unifying insight that 'skills make the most of your potential' and the creative idea that 'It all starts with skills' which leverages the progression of the day.
- Everyone has potential but it will remain just that unless you do something with it. We invite people to do something with their potential. To seize the moment. To make one day today. It All Starts with Skills
- The campaign strategy encourages people to feel something at an overarching level, with targeted messages to raise awareness and understanding of individual products. From a learner's perspective this will increase recognition and confidence in Skills Bootcamps as the public's awareness of Skills for Life continues to grow, making them more inclined to take action and find out more.



# FUNDED BY UK GOVERNMENT

The 'Funded by UK Government' logo has been designed to help people quickly identify government-supported work.

The 'Funded by UK Government' logo has been developed to show where UK Government funding has been used. If the UK Government's monetary contribution exceeds 50% of the total costs, the logo must be placed in dominant locations (see fig 1).

If the UK Government's monetary contribution is 10%- 49% of the total costs of the project the branding and logo must be used (see fig 2).

If the UK Government's monetary contribution matches 50% of the total costs, the logo will be placed in a partner location (see fig 2).

This includes and is not limited to:

- Advertisements and press releases
- Plaques and signs

To find out more, visit:

<https://gcs.civilservice.gov.uk/guidance/marketing/branding-guidelines/>

If you have any concerns about using the branding, please contact [adult.skills@education.gov.uk](mailto:adult.skills@education.gov.uk).

**NB old creative. To illustrate logo placement only**



Fig 1  
The Funded by UK Government logo replaces HM Gov in top left corner.



Fig 2  
The Funded by UK Government logo sits to the left of our 'Unlock Your Potential' lockup.



# SKILLS FOR LIFE LOGO AND BRAND

Where suitable – we encourage you to use the Skills for Life/Skills Bootcamps logo lock up (see right). **Please review the Skills for Life guidelines before using the logo. You can find these, templates and logo formats on gov.uk. We are currently updating these and they will be ready in early January 2024.**

The Skills Bootcamps/Skills for Life logo should not be the leading logo on your marketing materials – it should accompany your main logo.

DfE materials use the Skills for Life/Skills Bootcamps logo alongside the HMG logo. Whilst we are asking providers to use the Skills Bootcamps/Skills for Life logo lock up, the HMG logo should not be used. This does not apply if you are sharing assets provided by us in future communications toolkits.

Please review the Skills for Life brand guidelines before using the campaign branding and logos. Please note that the 'Funded by' logos you can use in your campaign are available in the toolkit.



# Advice for suppliers when promoting Skills Bootcamps to employers promoting Skills Bootcamps to their employees

Information about Skills Bootcamps for employers is available on the [training and employment schemes gov.uk page](#). You may find this information helpful when creating any employer-facing communications about Skills Bootcamps.

When marketing your Skills Bootcamps to employers (for example through LinkedIn), please always consider if prospective learners can also see your communications. This is particularly important when referencing a cost to the employer, which applies only when employers utilise Skills Bootcamps to train their own employees.

When referencing cost to the employer the message that there is no cost to the individual should be reinforced, for example: **“Skills Bootcamps are fully funded for learners (by the Department for Education/the government).”**

# **COMMUNICATIONS GUIDE**

## **OPTIONAL**



# HOW DfE CAN HELP YOU



# DEPARTMENT FOR EDUCATION – FUNDED BY LOGO

You do not need to use the Department for Education's *funded by* logo on your Skills Bootcamps assets and marketing materials. However if you would like to use it to reassure your audience of the connection or because it would give some materials more authority – then you are welcome to.

You know your audience best, so please do use this logo if you think it will help to reassure them and market the courses to them.

**The Skills for Life campaign toolkits, logos and usage guidelines are currently being updated as we supply media assets to supplier for launch from 4 January. If you are a current provider and already using these be aware these will change. Updated link to be shared in early January 2024.**

Where there is not enough room to fit the DfE *funded by* logo, but you would still like to reference the department, you can add 'funded by the Department for Education' in corresponding copy instead.

**Logo positioning:** Because the DfE *funded by* logo features the Royal Crest, there are some important rules on how this should be used. The logo should be positioned in the top left-hand corner of all communications.

**Logo exclusion zone:** The exclusion zone is a distance equivalent to the width of the Royal Coat of Arms around the identity. This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

**Logo size:** Please ensure that the minimum size of the logo is 30mm tall for print, and 125 pixels high for online use.

# HOW DfE CAN HELP YOU

We are always really keen to support your success stories, social media posts and blogs. By using the Skills Bootcamps name and the mandatory guidance provided in this document, we will then be able to support your communications and ultimately, help to raise awareness amongst the wider public.

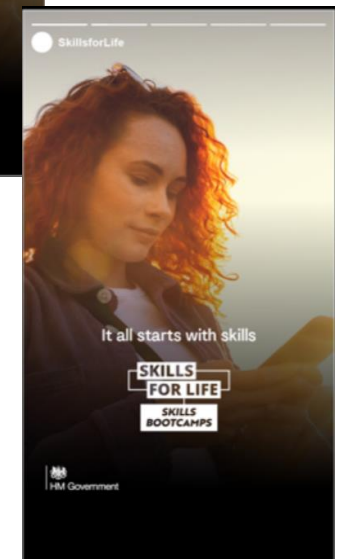
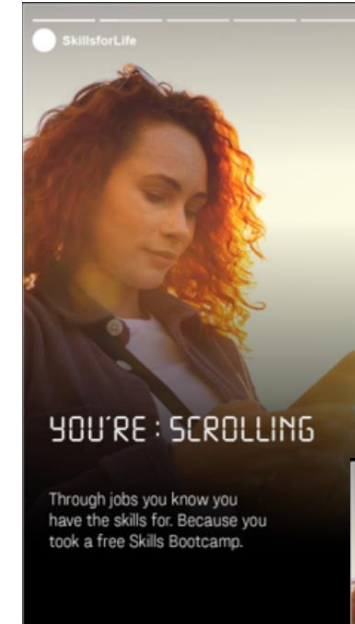
## How DfE can help:

- **Sharing & liking your social posts** – Let us know your social channel handles and wider social plans. Where suitable, we may then share photos and videos and tag you into relevant social activity.
- **Collaborate on learnings** – We can share learnings on our social and wider comms activity and would be grateful if you could do the same. It's useful to measure the success of our activity.
- **Share case studies** – When you share the experiences and stories of your Skills Bootcamps participants, we can amplify these posts on our channels. Additionally, if your participants are happy for our team to get in contact with them directly, then we could feature them in our communications.

**As we develop more social assets, we'll be happy to share them with you for use on your channels.**

# Skills for Life campaign – Jan to March 2024

- Skills for Life campaign launches from 4 Jan with broad reach brand comms across cinema, TV & search.
- Paid social media advertising promoting Skills Bootcamps will begin w/c 18 Jan and runs until end March in first burst on Meta, Snapchat and LinkedIn. Dynamic radio ads and out of home spots (bus sides and digital 6 sheets/transport hubs).
- Media partnership activity continues with News UK across The Sun and Talk Radio to promote skills and retraining case studies.
- Supporting by PR and drumbeat media activity with a Time to Learn challenge launching from 6 January focussing on adult resolutions for 2024
- [Email - adult.skills@education.gov.uk](mailto:adult.skills@education.gov.uk)



# Skills for Life – Targeting

Audience	Channel
Adult population, 18 – 64 years old	Paid search, out of home advertising, PR, paid media partnerships, organic social media and blogs, stakeholder activity.
Adults, 25 – 44 years old, C2DE	Paid media including: <ul style="list-style-type: none"><li>• Paid social media channels including Meta, Instragram, Snapchat, and LinkedIn</li><li>• Radio advertising including Hits Radio, Kiss FM, Magic, Capital and Heart</li><li>• Digital audio advertising on Spotify, Acast and Octave</li><li>• Display advertising</li></ul>

Within the above audiences we also target **parents and job seekers** and promote a range of different sectors through the campaign activity.



# CASE STUDIES

## Case studies are key to our marketing and communication activity

We use both learner and employer case studies in our communications to help bring offers to life. We use case studies in communications including:

- Press-videos on social
- Quote cards on social
- Blogs
- Articles that we secure on stakeholder websites, magazines, etc

When the audience reads, hears or watches a video of someone who has participated in one of the offers, it works as a proof-point of the benefits and shows them what can be achieved.

We use a diverse range of case studies in media partnerships and PR activity in campaign activity such as feature pieces in national or consumer titles and across broadcast channels. We also use case studies on our own social media channels to tell the story of adult skills and retraining.

Employer case studies also help us to endorse the offers to learners and promote the benefits of offers to other employers.



# CASE STUDIES

Thinking about potential case studies:

- Have they completed the course and either secured interviews or employment?
- Have they overcome any barriers to complete their training and gain new skills?
- Do they have additional responsibilities, perhaps they are a parent or carer?
- Have they changed or moved to a new sector?
- Is there positive feedback from the employer?

If you have potential case studies, we ask that you check that the case study is happy with:

- Their details being shared with DfE
- Being contacted by DfE directly

This will be done via a consent form and privacy notice that DfE will email to you.

For Skills For Life and Skills Bootcamps branding, marketing or case study queries please contact:

[Adult.Skills@education.gov.uk](mailto:Adult.Skills@education.gov.uk)

**Adding your Skills Bootcamps course information to gov.uk**



# The digital journey for citizens is changing

- Skills Bootcamps course information is currently published on ['Find a Skills Bootcamp' page](#) on gov.uk, using data collected from suppliers Contract Management and Delivery Plans each month. These are Skills Bootcamps that are open for applications or enquiries, and that are still recruiting.
- We know that:
  - This page does not provide an optimal user journey for **learners**. The page has limited functionality and it's difficult for learners to search for the courses they want (e.g. they cannot search by postcode).
  - This page does not provide the best recruitment support for **you**. It takes a long time to collect, extract and upload the information from your Contract Management Plan and courses can't be updated in real time.
- The Department has been carrying out digital improvement work to make it possible for Skills Bootcamps to instead be added to the National Careers Service Course Directory.
- This will make it easier for people to find Skills Bootcamps on the [National Careers Service 'Find a Course' page](#) (which is the front-facing portal for the Course Directory).
- This work is due to be completed in mid-March 2024, at which point the current 'Find a Skills Bootcamp' page will be closed. Provision will be displayed on the National Careers Service Find a Course page from March and will not be uploaded to the gov.uk page.

There is also a [communications campaign site](#) and a [List of Skills Bootcamps](#) for employers. Employers can contact you about getting involved in delivery and recruiting learners. There will be no change to this digital journey.

# What does this mean for you?

- From March 2024, you will publish your own (and your sub-contractors') course marketing information directly to the National Careers Service Course Directory, and you will be responsible for maintaining and updating this information moving forwards.
- To support you with this, DfE will be completing an initial one-time data migration of Skills Bootcamps course marketing data to the new National Careers Service Course Directory, for courses in recruitment from mid-March onwards only.
- To do this, we will collect your course marketing data from your Contract Management and Delivery Plan that you will submit to us by the 15th January.
- Therefore, it is critical that you complete the required data fields to allow this migration to happen (see later slide for list of data fields).
- From mid-March, the migrated course marketing data will be discoverable on the National Careers Service 'Find a Course' page.
- From March onwards, you will then need to keep this data up to date using the National Careers Service Publish to the Course Directory (PTTCD) self-service system.
- Any course marketing data not provided before the 15th January 2024 will need to be published to the Course Directory by you on an ongoing basis.
- Full guidance and training will be provided, as well as ongoing support from a dedicated helpdesk team.

# Benefits of the National Careers Service Course Directory and Find a Course

- National Careers Service Find a Course is a user-friendly, dedicated page to search for training provision.
- You will benefit from the highly successful Skills for Life communications campaign, which will be signposting people interested in Skills Bootcamps to this page from March (Skills Bootcamps are consistently one of the top performing skills offers included in the campaign).
- Learners can search via postcode (we know that location is the second most important consideration for adults, when considering training, after cost).
- Bigger reach to a larger and more informed audience which benefits recruitment to Skills Bootcamps and will increase the diversity and readiness of the citizens applying to you.
- You will be able to add, update and remove courses in real time rather than weeks.

*Statistics from the current Find a Skills Bootcamps page in the past year (illustrating the impact of the Skills for Life campaign):*

*- 1,462,933 page views. Averaging around 120,000 a month.*

*- there's been 780,949 'click throughs' to providers' sites.*

# Data required

Please ensure the following columns are populated and correct in your Delivery Plan, to be submitted on 15<sup>th</sup> January.

## Contract Details Tab

- Provider Delivering Skills Bootcamp
- Skills Bootcamp Name/Title
- Skills Bootcamp Sector **OR** Skills Bootcamp sub-category
- iFATE occupational Route **OR** Skills Bootcamp Sub - Category
- Model of Delivery: F2F/Remote/Blended

## Skills Bootcamp Tracker Tab

- Current Planned start date
- On-site Delivery Location (1st Line of Address) **This must include Venue Name / Address Line 1 / Town or City**
- On-site Delivery Location (Postcode)
- Link to marketing
- Skills Bootcamp Duration (wks)
- Is provider classifying training as full time or part time

# Customer journey top tips

## *Your webpage*

- The **weblink** on gov.uk should take a citizen directly to the Skills Bootcamp on offer.
- The **provider's name** on gov.uk should match the one on your webpage.
- Include any **information** specific to your Skills Bootcamp, e.g., additional eligibility requirements, time commitment, course level, location, overview of course content, etc.
- Make sure there's clear information on **when** the Skills Bootcamp will be running, and when applications will be open if they aren't already.
- Ensure there is a clear '**call to action**', where citizens can either apply, register interest or enquire about your Skills Bootcamp.

## *Supporting a positive customer journey*

The ideal customer journey is one where a citizen:

- Can find the Skills Bootcamp they want, with no click-throughs after leaving the gov.uk List.
- Is not confused by the provider's name being different to the one advertised.
- Can see that the course is clearly a Skills Bootcamp with key information available – they can see exactly what they are signing up for.
- Knows exactly how to apply or request additional information.

Ensuring the accuracy of information provided will contribute to a positive customer journey overall, will help us add your Skills Bootcamps to Find a Course, and will ensure visibility to learners and employers.



**THANK YOU**

