



# ***T LEVELS PROVIDER MARKETING AND COMMS MEETING***

***16 JANUARY 2025***



**TL**

## Agenda

Time	Item
10.30	Welcome
10.35	T Level Thursday Update
10.45	T Level Comms Update
10.50	The Connect Service
11.00	Finish

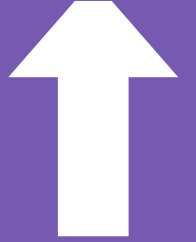
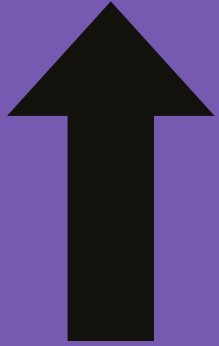
# NATIONAL APPRENTICESHIP WEEK –

Monday 10 to Sunday 16 February 2025

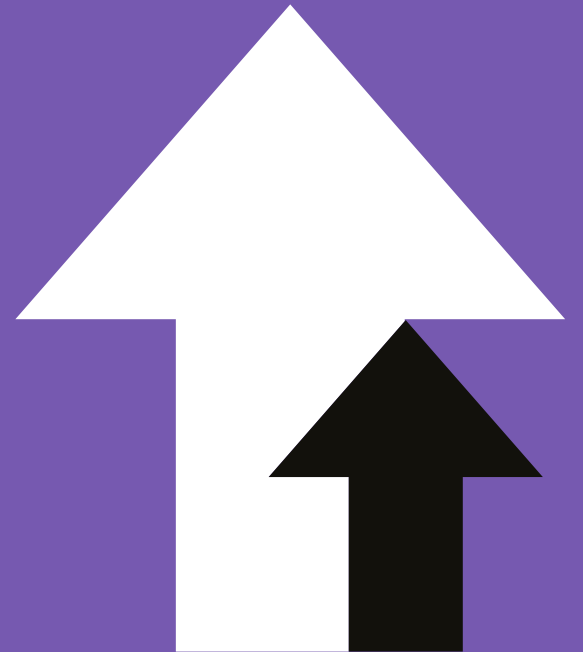


- The theme for NAW2025 is Skills for Life – *supporting the Skills for Life campaign*
- **Inspire** employers and young people to own their role as talent developers for UK plc
- **Showcase** skills programmes and best practice delivery from employers.
- **Celebrate** successes of individual learners and employers.
- **Engage** audiences beyond 2024 levels in NAW





***#TLEVEL  
THURSDAY***

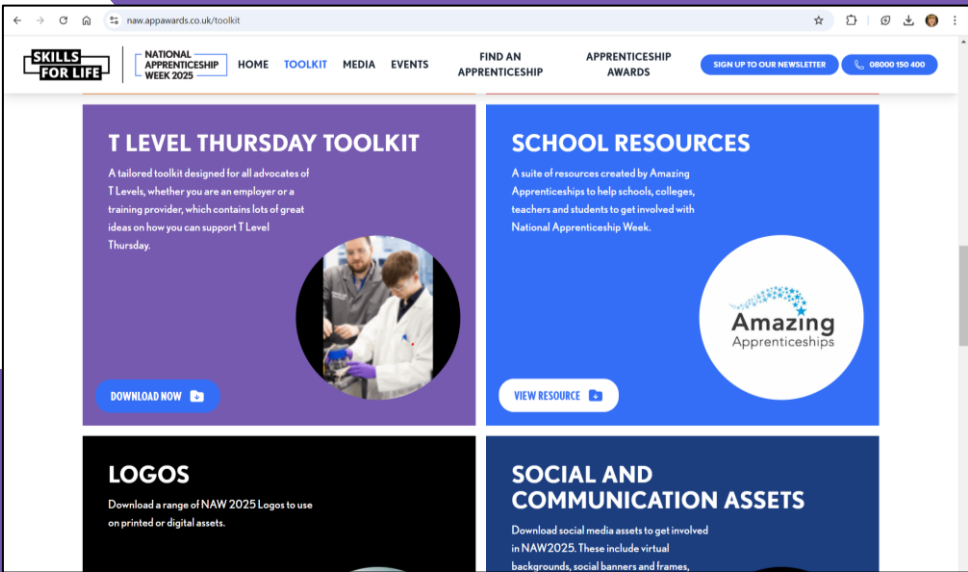
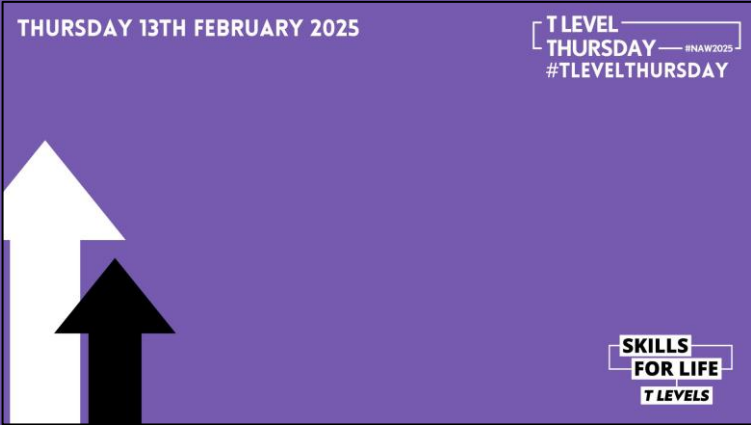
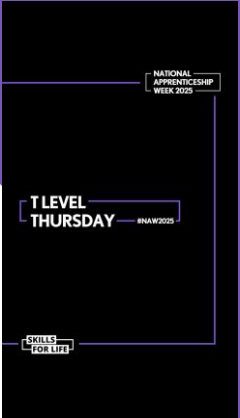
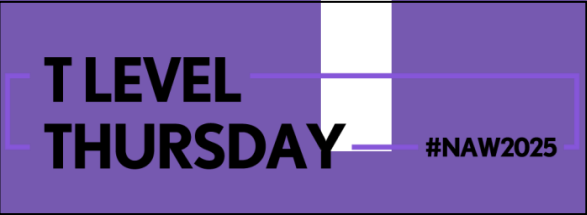


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# NATIONAL APPRENTICESHIP WEEK 2025

- Further focus in 2025 on T Levels and other government skills products
- NAW and T Level Thursday toolkits and assets available to download
- Events Map is live
- Weekly NAW stakeholder newsletter being distributed
- NAW Supporters Club launched, with new employers being announced weekly
- Themed days throughout the week, including T Level Thursday

[Link: National Apprenticeship Week 2025, 10 - 16 February 2025](#)



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# ***T LEVELS***

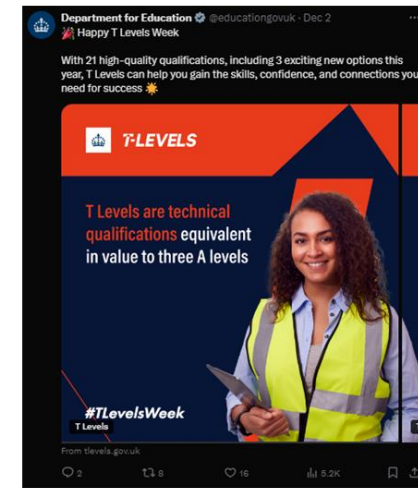
***COMMS UPDATE FOR PROVIDERS, JANUARY 2025***

***T-LEVELS***

# T LEVELS WEEK SPOTLIGHT

- **T Levels Week** ran from 2 - 6 December, providing an excellent opportunity to **showcase and raise the profile of T Levels to a broad audience and increase awareness and consideration**
- We used the week to highlight T Levels as a high-quality qualification with daily themes including progression, employers and industry placements
- The Secretary of State, Ministers, and Permanent Secretary showed their support for T Levels with social posts and videos
- The Minister's visit to Dudley College of Technology on Monday to mark the start of the week achieved [coverage in the BBC](#)
- T Levels Week **organic social media** campaign reached **84,000 impressions** across our channels
- **Thank you** - fantastic **provider engagement** following distribution of the toolkit. Range of student case studies shared across social media and hashtag #TLevelsWeek used
- We used **our employer and stakeholder networks** to amplify and share T Level student success stories and messages
- T Levels **paid search, influencer, and partner activity continued** as part of the autumn phase of the Skills for Life campaign.

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## Impressions

X 5.2K

LinkedIn: 6.5K

Facebook: 5.3K

Instagram: 1.6K



X: 6.1K

LinkedIn: 6.7K

Facebook: 8K

Instagram: 2.7K



# PR PEAK

- **Skills Courses for Courses campaign** - PR activation launched on T Levels Week to encourage positive and influential conversations at Christmas between teens and parents/family members about their future
- **Common Christmas questions** – we surveyed the nation’s teenagers about common questions they get from family at Christmas to set the scene and bolster the insight of young people being asked difficult and overwhelming questions about their future during festive period
- **Tips & guidance** - produced set of tips with input from **NCS careers advisor**, a **psychotherapist**, and **case studies** to help parents tackle these conversations in a more positive way
- **Celebrity influencer Tillie Amertey** – well-known face from Waterloo Road, relevant to our YP audience spoke to radio and across social media to front the activation and act as our key spokesperson, encouraging young people to explore their options using the Skills for Careers website
- **Psychotherapist Dr Aaron Balick** – spoke to media about his advice to parents and young people on having productive education and career conversations
- **Case studies** – PR agency pitched student and employer case studies in local and regional media
- In total, **33 pieces of coverage** were secured with a combined reach of **30,202,649**
- **Press coverage includes** - The Sun, The Times, Yorkshire Times, North East Post, London Live and BBC Radio.

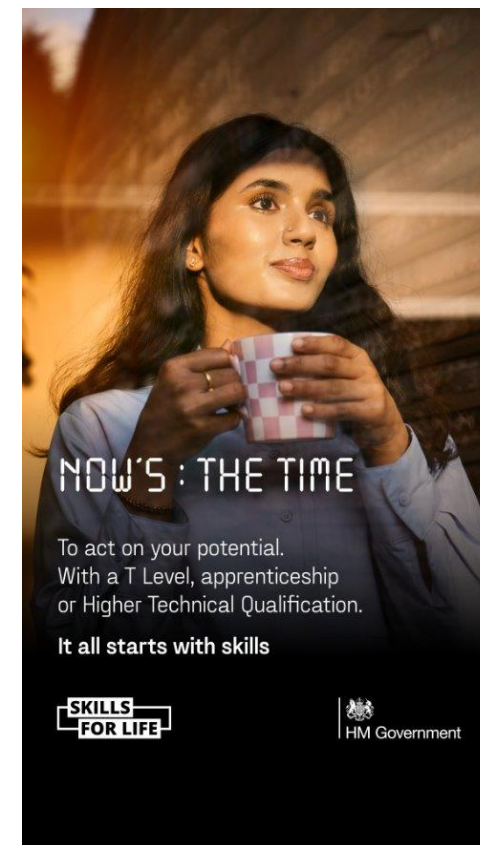
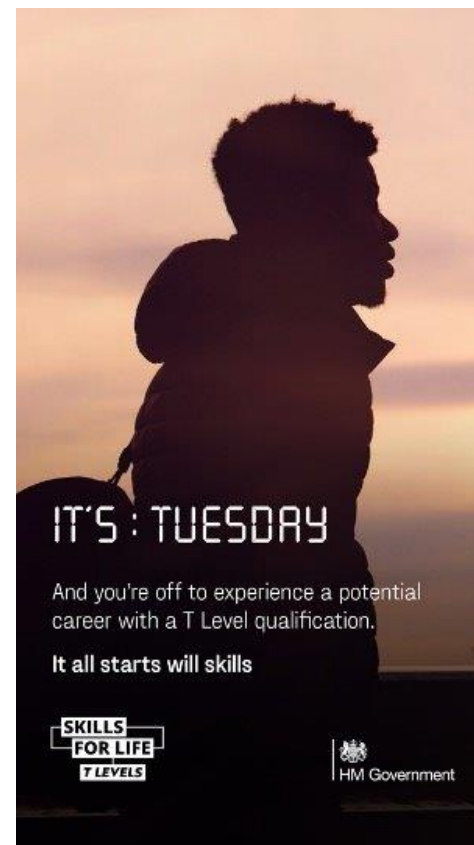


**Aaron Balick**

Dr. Balick specialises in relationships within the family and explores how digital interactions impact family dynamics. His work is especially relevant for families navigating modern technology's influence on relationships.

# SKILLS FOR LIFE CAMPAIGN UPDATE

- **'It all starts with skills'** winter burst live from **6 Jan - 31 March**
  - **Inspiring action** to explore skills and technical education opportunities, including T Levels
  - This burst includes cinema, out of home (billboards), radio, digital audio, video on demand, digital display and social advertising – with search optimisation always on
  - Adverts are on our [YouTube channel](#) and shown in the cinema before films including Babygirl, Better Man, Conclave and Lord of the Rings: The War of the Rohirrim.
  - **Education partnerships continue** with emails being sent out to young people and parents via UCAS, Not Going to Uni, The Student Room and Springpod supported by display advertising and work with Snapchat continues
  - **Influencers** - Young people's influencer content launches in late January, with 6 influencers posting content on Tik Tok covering apprenticeships, HTQs and T Levels. Content will continue throughout this phase until March.
  - **Toolkit** - 'It all starts with skills' [stakeholder toolkit](#) includes resources to help amplify the campaign and as always, we are keen to hear from learners who could be case study subjects.
- TL** • Please encourage your students to complete [our form](#) to share their stories.





Department  
for Education

**TL**

# ***T LEVELS DIGITAL SUPPORT SERVICES***

**Connect with employers  
interested in T Levels**

**Ria Goddard**  
**T Level digital support services, DfE**



# T Levels digital support services

- T Levels website

For students and parents to find out more about T Levels and find their local provider

- T Levels support for schools and colleges website

Course information, news, guidance, newsletters and event and deadline listings for providers

- T Levels industry placement support for employers website

Guidance, event listings, find a local provider and other information for planning and delivering industry placements

- Manage T Level Results service

Collating TQ and industry placement results to provide overall results and issue T Level certificates and statements of achievement

If you have feedback on any of our digital services please email [ria.goddard@education.gov.uk](mailto:ria.goddard@education.gov.uk)

# Connect with employers interested in T Levels

We know that finding employers for industry placements continues to be a challenge though research told us that whilst employers are interested in T Levels and industry placements, they aren't always able to dedicate time to contacting providers.

In November 2022, we launched a new service to allow ***employers to register an interest in T Levels*** and allow ***providers to see that interest*** in order to initiate contact.

With a view to help you to connect and build relationships with employers about all things T Levels - from career talks to hosting industry placements

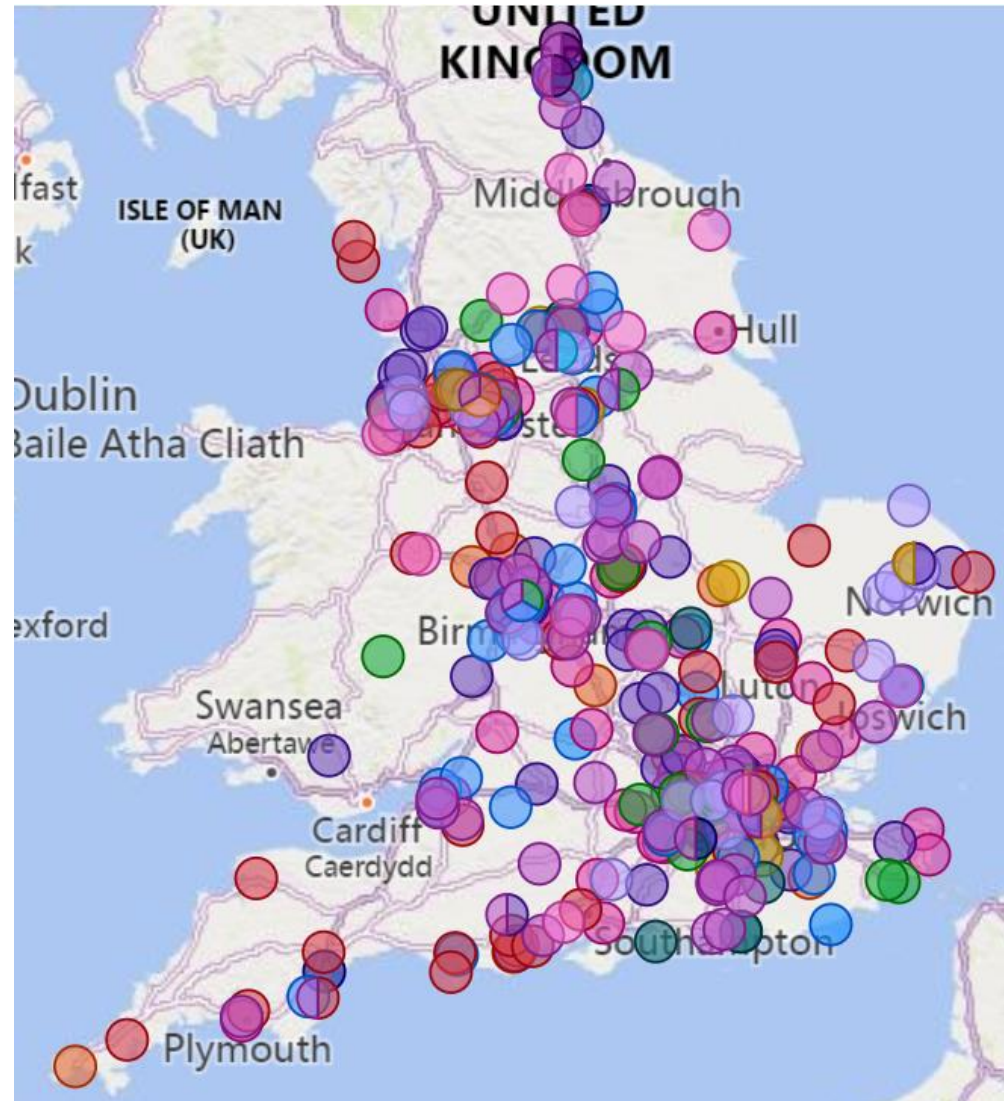
There are over 65 employers live in the service, with nearly 200 opportunities to connect on T Levels across England with more being added daily. Over 350 employers and 5000 opportunities since launch

Find out more [here](#)

# Connect with employers service

## Industry

- Admin and Business Support
- Agriculture
- Arts, Entertainment and Recreation
- Catering
- Construction
- Education and Early Years
- Financial Services
- Health and Social Care
- Hospitality
- IT and Communications
- Legal Services
- Manufacturing and Engineering
- Media, Broadcast and Production
- Other
- Public Sector
- Retail and Wholesale
- Utilities



# Employer Registration of Interest

- Registrations are made via the T Level Industry Placement support for Employers website
- Their listing remains in the service for 12 weeks\* unless:
  - They remove it sooner using the link in their confirmation email
  - They choose to extend their listing for a further 12 weeks
  - Their listing expires automatically after 12 weeks and a reminder is sent after the 11<sup>th</sup> week

\*12 weeks is to ensure listings are up to date and we are compliant with GDPR guidelines

## Partner with a school or college

### Search for providers

See schools and colleges near you.

### Invite providers to contact you

Leave your details for them to get in touch.

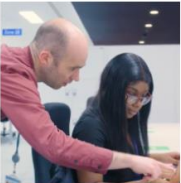
► [Looking for providers in more than one location?](#)

# Provider Connect service

Over 700 users already have access to the service from nearly 300 T Level providers

Use the link on the T Levels support for schools and colleges website [homepage](#).


### Find employers and help them find you



#### Connect with employers

Use our new service to find employers who have expressed an interest in T Levels and industry placements.

[Find employers near you](#)




#### Are your T Level details up to date?

Make sure your organisation and course details are up to date so students and employers can find your T Level courses.


[Update your details](#)

### Information and guidance




#### Course information

Find specifications, course outlines and brief summaries for each T Level.




#### Implementation

Implementation plans, funding guidance, answers to common delivery questions.



#### Industry placements

Guidance and templates for delivering and managing industry placements.




#### Assessments and results

Information on how T Levels are assessed and what you need to do as a T Level provider.

### T Level events

You will need to login or register for DfE sign in and add the service to your account [start screen](#)



## Connect with employers interested in T Levels

If you're a T Level provider, use this service to find employers who have expressed interest in T Levels and industry placements.

[Make sure employers can find you](#)

### Before you start

You will need to sign in with your DfE Sign-in account.

[Start now >](#)

You can have as many users as you require in your school or college and from any team or department!

# Provider Connect service

Havendale College [UKPRN:19282200] [Search filters](#) [Notifications](#) [Sign out](#)

Please make sure your [location and contact details](#) are up to date.

## Connect with employers interested in T Levels

Employers have agreed for their details to be shared for 12 weeks.  
After 12 weeks, **their details will expire** unless they agree to extend their interest.

[Customise your results](#) and [set up notifications](#) to be alerted when new employers are added.

Select or enter a postcode to see contact details for employers:

Select campus


Select campus

ALESFORD CAMPUS [SO41 5QU]

BLOSSOM DOWN [SO53 4SY]

WARRICK GREEN [PO22 9AJ]

Enter postcode



Uses your UKPRN & brings up your campuses if they are listed

You can also enter a different postcode to search

# Provider Connect service

[Customise your results](#) and [set up notifications](#) to be alerted when new employers are added.

Select or enter a postcode to see contact details for employers:

ALESFORD CAMPUS [SO41 5QU] ▾

Organisation		Placement areas	Distance	Details expire	
Firecorp	NEW	Digital and IT	7 miles	2 Jan 2023	<a href="#">View</a>
		Engineering and Manufacturing			
Yorkshire Water		Business and Administration	12 miles	16 Dec 2022	<a href="#">View</a>
Permisson Homes		Construction and the Built Environment	13 miles	13 Nov 2022	<a href="#">View</a>
NHS Trusts	EXPIRING	Business and Administration	20 miles	20 Oct 2022	<a href="#">View</a>
		Digital and IT			
		Health and Science			
Skanska	NEW	Construction and the Built Environment	28 miles	29 Dec 2022	<a href="#">View</a>
		Engineering and Manufacturing			
IBM		Digital and IT	31 miles	18 Nov 2022	<a href="#">View</a>

Brings up nearest listings to your postcode

Shows you which listings are new since your last visit or which are expiring

# Provider Connect service

## Firecorp

### Organisation details

Website	<a href="https://www.fire.corp">https://www.fire.corp</a>
Primary industry	Engineering and Manufacturing
Industry placement skill areas	Digital and IT, Engineering and Manufacturing
Location	SO63 9AJ
Additional information	We design, manufacture, sell and maintain our own measuring equipment, writing our own software to work with the machines.

### Contact details

Name	Sarah Philips
Email	sarah.philips@fire.corp
Telephone	07525 707601
Contact preference	Email

Employers told us they wanted to give you a bit more information about who they are and what they do

# Provider Connect service

[Home](#) > [Search filters](#)

## Search filters for: Alesford Campus

### Only display employers within:

The default radius is 20 miles

20 miles ▾

### Only show employers interested in the following placement skill areas

If nothing is selected, all areas will show in the employer list.

- ☐ Accounting
- ☐ Agriculture, Land Management and Production
- ☐ Animal Care and Management
- ☐ Building Services Engineering for Construction
- ☐ Catering
- ☐ Craft and Design
- ☐ Design and Development for Engineering and Manufacturing
- ☐ Design, Surveying and Planning for Construction

Filter by T Level or  
radius around your  
postcode

5 miles to 50 miles  
depending on your  
location

# Provider Connect service

## Add new notification

### Email address

This is the email address that will receive notifications.

### Campus

If a single campus is selected, you will be able to add further campuses later.

### Notification frequency

### Receive notifications for employers within:

### Receive notifications for employers interested in the following placement skill areas:

If nothing is selected, you will receive notifications for all areas.

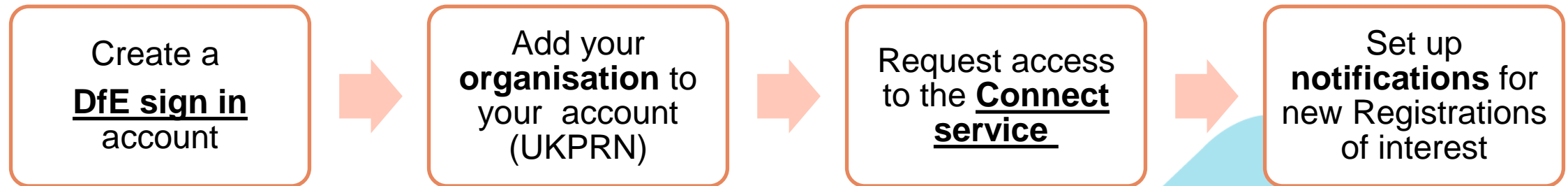
☐ Agriculture, Environment and Animal Care

☐ Business and Administration

Filter by T Level or radius around your postcode

5 miles to 50 miles depending on your location

# Actions & Support

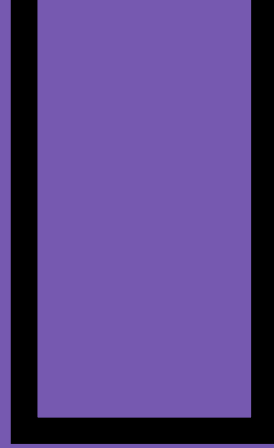


DfE Sign in guidance: [Creating and adding the service](#)

Find out more about Connect: [Guidance and demo](#)

Help us to improve our digital services: [Join us for user research](#)

Any other queries: [support.deliveringtlevels@education.gov.uk](mailto:support.deliveringtlevels@education.gov.uk)



***ANY QUESTIONS***

