**HOW TO ENGAGE YOUR LOCAL MEDIA**

1. **Why should I engage local media in the campaign?**

Generating local media interest in the campaign brings the cause to a wider audience, building support for its aims and increases pressure on politicians to support it. It is also a great way to highlight the good work you are doing for jobs, growth and the local economy.

1. **How can I create media interest?**

Local journalists receive plenty of press releases, so the story will need to grab their attention. We think the interest will be around the potential impact to the local economy on jobs and growth if the recruitment industry was able to spend their apprenticeship levy to train temporary workers. There might be roles that you are particularly struggling to fill locally because there aren’t qualified candidates but could be filled if a candidate had access to a three week training course paid for by the levy.

1. **How do I contact my local news publication?**

The first stage is to identify your local newspaper, or a news website covering your area. If you do not already know the name of your major local media publication, a simple web search for “local news [your town]” should bring up the main publications.

Most newspapers and news websites will list contact details on their website. Once you have identified your local publication, find a link to their “Contact us” or “Contacts” page. There you should find an email address for the news team, usually starting news@ or newsdesk@ – this is the publication’s main email address, and you should send your press release to that address.

Some local publications, if they cover a large area, will also list individual email addresses for their reporters in each locality. If this is the case, you should also send your press release to the most relevant reporter for your town/area.

If you have any questions please email [policy@rec.uk.com](mailto:policy@rec.uk.com).

See template below:

**PRESS RELEASE – For immediate release**

***This template has been created for you to use when drafting a press release to local press. You will need to populate the highlighted areas.***

Local business losing £ [insert amount] training funds per year due to government apprenticeships policy

[Insert name of business] currently pays around £ [xxx] per year as part of the apprenticeship levy – but has so far only been able to use [insert amount/percentage] to train its workers, with the rest of this valuable training money being handed straight to the Treasury.

The government introduced the apprenticeship levy in April 2017 as a way to fund new apprenticeships across the UK. Businesses with a payroll of more £3 million per year are required to pay the levy into an account, which they can then use to fund apprenticeships for their permanent staff. Recruitment agencies like [business name] which are SMEs, but manage a large temporary workforce, are also required to pay the levy.

Only 2 per cent of temporary work placements last 12 months or more, but an apprenticeship must last at least 12 months. [Business name] has around [xxx] temporary workers on their payroll. As the levy can only be used to fund apprenticeships, this means that almost all of these temporary workers are missing out on training opportunities – meanwhile, recruitment agencies such as [business name] are losing thousands of pounds every year in wasted training funds.

It has been well documented that there are skills gaps in a wide range of sectors across every region of the UK – in [your local region], [business name] are seeing severe shortages of [shortage roles]. If the apprenticeship levy could be used more flexibly, [business name] would be able to train its workers to fill these vacancies – but is currently unable to do so.

[Insert company spokesperson], [position] of [business name], said: [insert quote here]

[Example quote: “We completely support the principle of apprenticeships, and welcome the government trying to encourage training. However, the current policy means temps are missing out, and valuable training funds are being wasted. We would urge the government to rethink the apprenticeship levy, and allow recruitment agencies like us to upskill our temps to fill the skills gaps which we all know are there.”]

**ENDS**