LEARN AROUND LIFE

PROMOTING THE RISE, TAF AND NEW FWDF FUNDS



College Toolkit

LEARN AROUND LIFE

Scottish Government
Riaghaltas na h-Alba

Scottish Funding Council
Comhairle Maoineachaidh na h-Alba

Colleges Scotland

CONTENT

1. WHAT'S ON OFFER 03
2. ABOUT THE CAMPAIGN 06
3. YOUR ROLE – WHAT YOU NEED TO DO 12
4. PROMOTIONAL ASSETS 15



01

WHAT'S ON OFFER

WHAT'S ON OFFER

This year, the Scottish Government has made £21 million available to help parents and carers on lower incomes access free, part-time college courses.

To be eligible, they need to have an individual income under £33,000 a year, including any benefits they receive.

This funding is part of the Government's efforts to tackle child poverty, helping families build new skills and work towards a more secure income over time.

There are three funds, designed to meet different needs:

- The **RISE** fund supports parents and carers who are not currently in employment to build new skills.
- The **TAF** and **New FWDF** funds support parents and carers who are in employment to develop their skills and progress within their existing careers.



The funds don’t just cover the cost of the course itself – they’re also designed to provide wrap-around support, including help with travel and childcare costs.

Colleges should work with parents to figure out what they need and provide suitable support.

Colleges should also help parents understand their personal circumstances and ensure that taking a course won’t affect their benefits or income. This includes providing advice on income maximisation where appropriate.

Many of the families this funding is intended to support don’t know it exists. This campaign aims to change that by raising awareness and helping parents see that taking a first step into learning is achievable.

Timings: *The RISE and TAF funds close in July 2027, and New FWDF in December 2027.*





02

ABOUT THE CAMPAIGN

ABOUT THE CAMPAIGN

The Learn Around Life campaign has two main aims: to encourage parents and carers to get in touch with their local college, and to give the people they already know and trust the tools to start that conversation.

The national campaign will help raise awareness and open parents up to the idea of learning. But much of the work to turn that interest into action will happen locally, through colleges and the partners they work with.

Our approach is deliberately simple. We want to show parents that learning is free, can start small and can fit around the life they already have. We're not promising to change their lives overnight. We're offering a manageable first step towards building new skills and getting onto more solid ground.



WHO WE ARE TRYING TO REACH

Our audience is parents and carers earning under £33,000 a year, including any benefits they receive, whether or not they're in work.

The campaign supports the Scottish Government's wider ambition to tackle child poverty, with a focus on six priority family types identified as being at greatest risk:

- **Lone-parent families**
- **Minority ethnic families**
- **Families with a disabled adult or child**
- **Families with a mother aged under 25**
- **Families with a child under one**
- **Larger families with three or more children**

Within this wider audience, we're particularly keen to reach parents and carers who are not currently in employment, including those who have been out of work for a long time or come from families where that's the norm. These are often the people least likely to come forward, and the ones who could benefit most.

We also want to reach parents and carers who are already in work. They're often short on time and want to understand quickly what learning could offer them. The chance to earn more, progress in their career or develop new skills can all be important motivators.

UNDERSTANDING THEIR BARRIERS

Whatever their circumstances, parents and carers are likely to share some common concerns:

- **Dignity and control.** Many feel they spend their lives doing what they're told and having to justify themselves to others, particularly if they're receiving benefits. Anything that feels like another hoop to jump through could put them off.
- **Family comes first.** Parents often put themselves last and don't always see that investing in their own skills can also benefit their children.
- **Language around poverty or deprivation.** They don't necessarily see themselves like this. They just want a steadier, easier version of the life they already have.
- **Fear of losing benefits.** Some worry about risking the financial security they currently have.
- **Lack of confidence.** Many have been told that college isn't for them. They may worry about being surrounded by teenagers, not being clever enough or feeling embarrassed if they don't succeed.
- **Practical barriers.** These include childcare, travel, time, money, digital access, literacy, numeracy and language.
- **Too much choice.** A long list of courses and options can feel overwhelming, particularly for people who aren't sure what they want to do.
- **Timing matters.** Parents may be more open to learning when their children gain a bit of independence, such as starting school or moving up to secondary school.

HOW THE CAMPAIGN WORKS

The campaign runs in three stages, moving parents and carers from awareness to taking their first step into learning. Colleges play an important role throughout, working alongside the national campaign and local partners.

1. PRIME

Make parents aware of the opportunity.

The national campaign builds awareness and opens parents up to the idea of learning. Colleges can amplify this through:

- Their own social media channels
- College websites and news pages
- College-owned outdoor advertising

2. PERSUADE

Help parents see that learning is for them.

Colleges and LEP partners have the biggest role here, showing parents that the opportunity is real, achievable and relevant to people like them. Colleges can support this through:

- Case studies and social media content featuring parent learners
- Community events, family days and kids' clubs
- A clear, simple page on their website
- Working with local partners to reach parents through trusted community networks

3. ENROL

Help parents take the next step.

This stage sits almost entirely with colleges. Make it easy for parents to get advice, find the right learning opportunity and work through the enrolment process. Colleges should:

- Get parents in touch with someone who can offer personal advice as early as possible
- Make phone and walk-in options as visible as online enquiry forms
- Use existing employer relationships and business development teams to reach parents already in work who could benefit from developing their skills

MESSAGING GUIDANCE

Every piece of communication should answer one or more of the five questions parents are asking themselves:

Is it for me?
It's for parents and carers with an individual income under £33,000 a year, including any benefits they receive, whether they're in work or not. College isn't just for school leavers – lots of adults learn alongside other adults.

What's the catch?
No catch! It's free, won't affect your benefits, and there may be help with childcare and travel too. (Colleges should be as clear as possible with what support you can offer.)

Will it fit my life?
Learning can be part-time, local, at school-friendly times, and doesn't always have to be on campus. Some learning takes weeks; some just a day or two.

Will I be looked after?
Someone will talk it through with you, check how it works with your benefits and income, and help you choose. There's learning support too.

Where does it lead?
It's a small first step. Where it goes next is up to you.



03

YOUR ROLE – WHAT YOU NEED TO DO

Alongside using or adapting the campaign assets across your own channels (such as social media, outdoor advertising and email), there are practical steps you can take to help encourage uptake of the funding.

1. CREATE A WELCOMING ENVIRONMENT

- **Give people a reason to come in.** Family days, seasonal events, coffee mornings and kids' clubs can all provide a relaxed introduction to the college and create opportunities to start conversations about learning. (Include short example here of what one college has done)
- **Build trust in the community.** Have college representatives show up in places parents already visit, such as libraries, community centres and food banks. Friendly, informal conversations can help make the college a more familiar and approachable place.
- **Keep the language friendly and inclusive.** Make sure communications and conversations feel welcoming, rather than too formal or wordy.

2. MAKE IT EASY AND APPEALING

- **Make eligibility clear.** Keep the criteria front and centre, and explain that you'll help parents understand how taking a course might affect their income or benefits.
- **Keep the funding in the background.** Never name the funds or use acronyms. Your team will work out which fund fits each person. Instead, focus on what parents can access: free, part-time learning, help with travel and childcare costs, and learning support.
- **Make personal support easy to access.** Direct people arriving via the campaign landing page to a real person who can offer advice and support as quickly as possible.
- **Keep course choices manageable.** Show a diverse range of learning opportunities, but curate the examples you share. Too much choice can be overwhelming.

Once you've made it easier for parents to find out about learning, it's important to help them see that it's an opportunity for people like them – and to show what it could look like in practice.

3. MAKE IT RELATABLE AND 'FOR SOMEONE LIKE ME'

- **Showcase other parents' experiences.** Include case studies of parents who have benefited from taking a college course. As the funds are still in their early stages, these don't have to be people who've accessed this particular funding – just parents who've benefited from learning.
- **Bring the possibilities to life.** Give examples of what a learning journey might look like, whether someone wants to start a dog-walking business or develop their AI skills.
- **Use relatable imagery.** Wherever possible, avoid photography dominated by school leavers. Show adults aged around 20–50, and include informal, social settings as well as classroom or learning environments.

4. CREATE YOUR OWN ASSETS

- **Create case studies featuring parent learners.** Showcase parents who have taken part in courses at your college, including examples of people who've developed their skills within their existing roles.
- **Create case studies for employers.** For the New FWDF fund, show how upskilling their workforce can benefit both employers and employees.

04

PROMOTIONAL ASSETS



PROMOTIONAL ASSETS

This section has different assets and messages you can use.

To make the communications more tailored to your audience, you can add your logo, photography, and contact details like a telephone number, so that the audience can engage with you as easily as possible.

If you have any questions or require any of these assets in a specific file format, please contact: **learnaroundlife@sfc.ac.uk**



CAMPAIGN LOCK-UP

Learn Around Life is our campaign proposition. Use this lock-up on any materials (e.g. posters, your website landing page) you're using to promote these opportunities.

Download campaign lock-up

LEARN AROUND LIFE

LEARN AROUND LIFE

Reverse logo

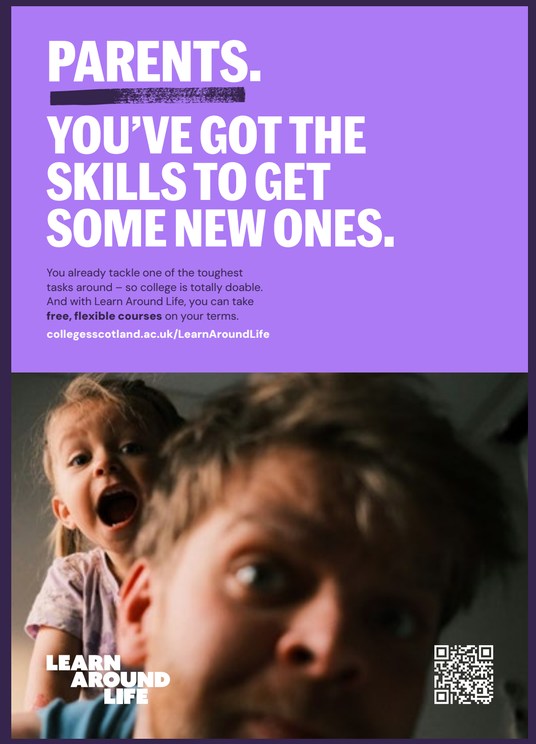
A5 LEAFLET

(LEP Job Title) will receive printed versions of this leaflet for distribution in your local authority.

If you need to arrange the printing of more leaflets, you can access the print file below (please note this is setup for a **professional printer**)

Download A5 Leaflet

Front



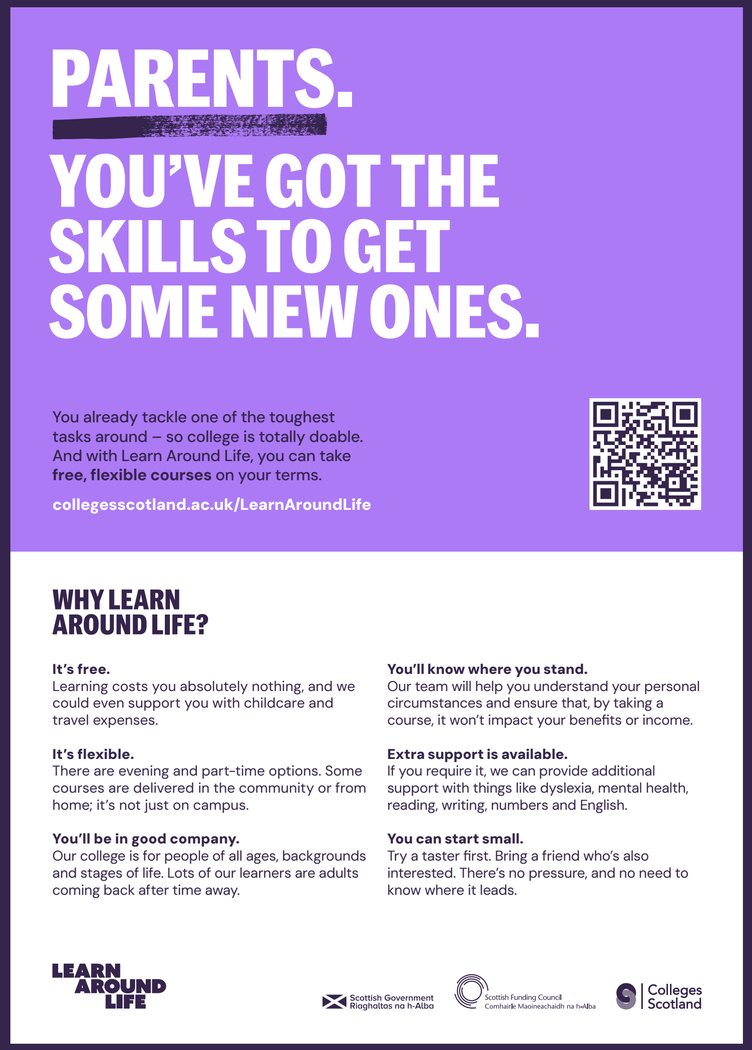
Back



A4 LEAFLET

Alternatively, if you need to print a leaflet on a **standard printer**, you can access a single-sided A4 leaflet below.

Download A4 Leaflet



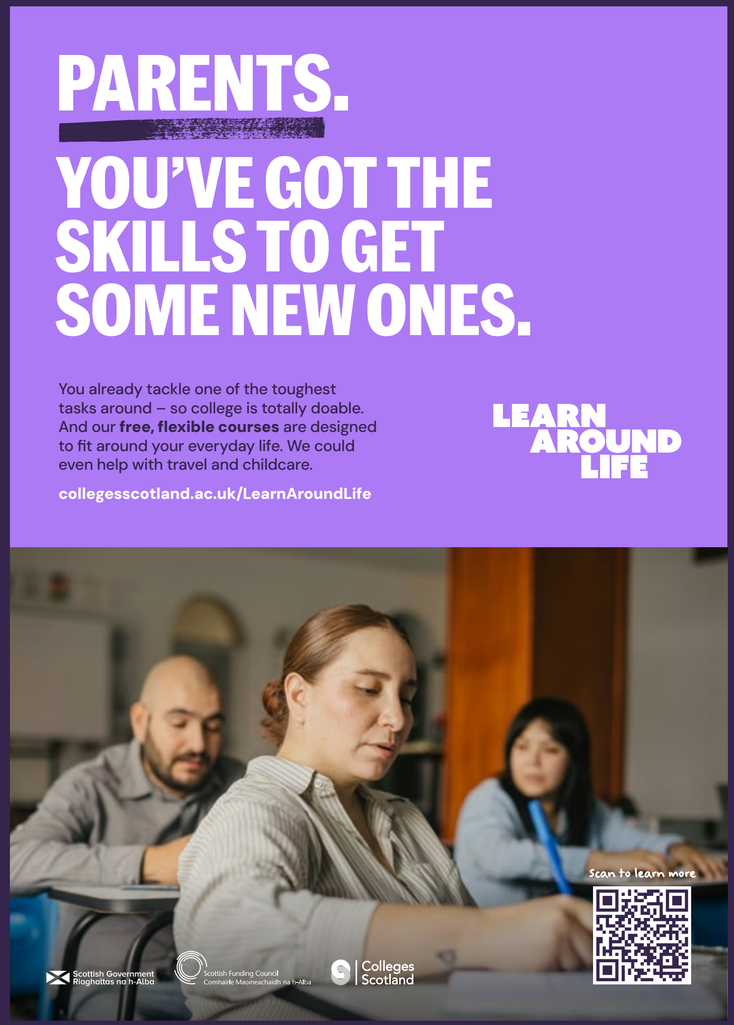
A3 POSTER

(LEP Job Title) will receive printed versions of these posters for distribution in your local authority.

If you need to arrange the printing of more posters, you can access the print file below (please note this is setup for a **professional printer**).

There are multiple image options available.

Download A3 Poster



SOCIAL MEDIA POSTS

Please share this three image carousel post on your social media channels along with our suggested written post content.

Download Social Media Posts

If you would like a choice of different images or would like to add your logo, please access the Canva template below.

Social Media Canva Templates







Suggested written post content: As a parent, you already tackle one of the toughest tasks around – so college is totally doable. And with free, flexible courses, you can learn on your terms. You could even get help with travel and childcare. If you earn or receive benefits under £30,000, see how you could fit learning around your life: collegesscotland.ac.uk/LearnAroundLife #LearnAroundLife

WEBSITE

Suggested website body copy that you can tailor an add to your landing page.

Download website body copy

We would recommend creating a vanity URL of **college.ac.uk/LearnAroundLife**



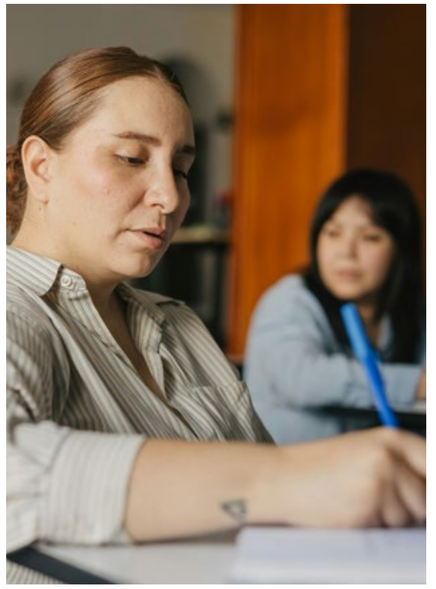
PHOTOGRAPHY

There is a small bank of photography that you can use in your promotional materials.

Download Photography

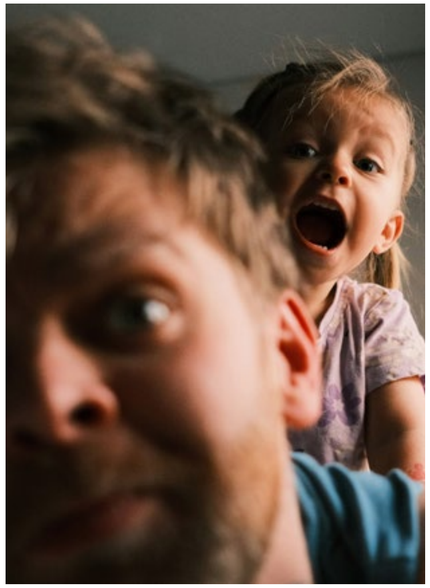
If you want to use your own photography:

- Always show an adult in the frame undertaking some form of learning – Ensure it is clear this is about learning for adults, and not about learning parenting skills.
- Where showing children, ensure that across your assets there is a range of child ages – This is for parents or carers with children.
- Keep images lively, realistic and relatable, without too many distracting elements – It should feel local and relevant to them.









Additional queries or support:

If you have any questions on the funds or require any support on promoting the funds, please contact: learnaroundlife@sfc.ac.uk

LEARN AROUND LIFE