



**Redundancy Support Service  
for Apprentices  
(#ReSSA)**

Stakeholder Content Pack

October 2020 – V1

## **Our Ask of Stakeholders**

The Redundancy Support Service for Apprentices launched on the 1 August 2020, and the service has been promoted widely through Education and Skills Funding Agency and Department for Education channels, but we would appreciate your support too.

We have developed this Stakeholder Content Pack to provide content stakeholders and partners can easily share with their networks to promote the service and what it can offer to users.

The content is sectioned on the audience type, and contains information and example social media posts for your audiences.

In this document you will find:

- [Content aimed at employers including Newsletter Copy, Website Copy and example Social Media posts](#)
- [Content aimed at apprenticeship training providers including Newsletter Copy, Website Copy and example Social Media posts](#)
- [Content aimed at apprentices including Newsletter Copy, Website Copy and example Social Media posts](#)
- [Content aimed at all audiences](#)

We have also produced a video for employers, training providers and stakeholders to explain what the Redundancy Support Service for Apprentices is and how it can benefit organisations and apprentices. It is now available on our [YouTube channel](#).

We would appreciate your support cascading messages to your network of contacts, to ensure everyone who could benefit from the service is able to.

We ask that you please:

- **Share our example social posts on your channels**

- **Share the newsletter copy in newsletters or via email**
- **Add the website copy to your website if you are able to**

If you are planning your own social content about the Redundancy Support Service for Apprentices please tag @apprenticeships and include #ReSSA so we can share on our channels too.

## **Advocacy and PR**

We are currently looking for employers and apprentices who would be willing to feature on our apprenticeships social media channels, in PR and on email campaigns.

We are looking for employers who:

- Have signed up to Redundancy Support Service for Apprentices to share vacancies or have hired a redundant apprentice previously
- Are using/planning to use the Incentive for Hiring a New Apprentice

We are looking for apprentices who:

- Have previously been made redundant and have continued their apprenticeship with a new employer
- Have benefited from using the Redundancy Support Service for Apprentices

We will work with the employers and apprentices to develop quotes and short videos to engage and inspire other employers and reassure apprentices.

If you, as a stakeholder, would like any further information on promoting the service please contact: [App.RedundancySupport@education.gov.uk](mailto:App.RedundancySupport@education.gov.uk)

If you know of anyone who would be willing to take part in the PR activity please contact [Social.Apps@education.gov.uk](mailto:Social.Apps@education.gov.uk)

## **Content aimed at Employers**

**Newsletter copy:**

### **The Redundancy Support Service for Apprentices**

We know that the Covid-19 outbreak has had a seismic effect on the economy, and that some apprentices have been made redundant without completing their apprenticeships, while others are at risk of redundancy. We know you will do all you can to support these apprentices and to assist you with this work the Department for Education have recently launched the Redundancy Support Service for Apprentices.

The service provides clear, accessible advice and guidance to individuals on the impact of redundancy, their options and next steps.

The service is made up of three main elements:

- Providing apprentices with advice and guidance on the impact of redundancy
- Signposting apprentices to local and national support services
- An apprenticeship vacancy sharing service to make redundant apprentices aware of new opportunities

The Department for Education are asking if you would be able to support redundant apprentices by sharing details of any apprenticeship [vacancies](#) you have.

Apprentices that have been made redundant may already have the valuable skills and experience that your organisation needs. They are eager to continue their apprenticeship, put their learning into practice and can give organisations a quick return on investment.

If you would like to recruit a redundant apprentice or offer new apprenticeship opportunities, please visit [Hiring an apprentice who has been made redundant](#) or call 0800 015 0600 to find out more.

If you are aware of any apprentices who have been made redundant please encourage them to visit [Facing redundancy during your apprenticeship](#) or call 0800 015 0400 to speak to an adviser.

## **Website copy:**

### **The Redundancy Support Service for Apprentices**

The Redundancy Support Service for Apprentices (ReSSA), launched by the Department for Education, provides clear, accessible advice and guidance to apprentices following redundancy, while supporting their next steps. It will help redundant apprentices to identify new apprenticeship and employment opportunities, and, where they are eligible, complete their current apprenticeship.

The Department for Education are asking if you would be able to support redundant apprentices by sharing details of any apprenticeship [vacancies](#) you have. Apprentices that have been made redundant may already have the valuable skills and experience that your organisation needs. They are eager to continue their apprenticeship, put their learning into practice and can give organisations a quick return on investment.

The service will share your vacancy details with redundant apprentices through the new vacancy sharing service. Suitable candidates will receive regular emails asking them to contact you directly using the details you supply.

If you would like to recruit a redundant apprentice or offer new apprenticeship opportunities, please visit [Hiring an apprentice who has been made redundant](#) or call 0800 015 0600 to find out more. You can also watch our [YouTube video](#) for more information.

If you are aware of any apprentices who have been made redundant please encourage them to visit [Facing redundancy during your apprenticeship](#) or call 0800 015 0400 to speak to an adviser.

## Social media copy:

- If you are an employer who would like to recruit a redundant apprentice or offer new apprenticeship opportunities, visit <http://ow.ly/gLBJ50BMVV5> or call 0800 015 0600 to find out more. #ReSSA
- If you're an employer who would like to recruit a redundant apprentice, you may be eligible for the incentive payment for hiring a new apprentice. Find out more: <http://ow.ly/gLBJ50BMVV5> #ReSSA
- Would you like to quickly add value to your business, shortening the time that you will see a return on investments? If so, why not bring in a new work-ready apprentice who can bring lots of new skills to your business!  
<http://ow.ly/gLBJ50BMVV5> #ReSSA
- Watch our video to find out how you could recruit and support a redundant apprentice #ReSSA  
<https://www.youtube.com/watch?v=dDmrTSUxWoA&feature=youtu.be>

# **Content aimed at Apprenticeship Training Providers**

**Newsletter copy:**

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The service provides clear, accessible advice and guidance to individuals on the impact of redundancy, their options and next steps. There will also be opportunities to help redundant apprentices to identify new apprenticeship and employment opportunities, and, where they are eligible, complete their current apprenticeship.

The service is made up of three main elements:

- Providing apprentices with advice and guidance on the impact of redundancy
- Signposting apprentices to local and national support services
- An apprenticeship vacancy sharing service to make redundant apprentices aware of new opportunities

If you are aware of an employer who would like to recruit a redundant apprentice or offer new apprenticeship opportunities, please ask them to visit [Hiring an apprentice who has been made redundant](#) or call 0800 015 0600 to find out more.

If you are aware of any apprentices who have been made redundant please encourage them to visit [Facing redundancy during your apprenticeship](#) or call 0800 015 0400 to speak to an adviser.

Please also share our [YouTube video](#) which provides details on the Redundancy Support Service for Apprentices, explaining what the service is, the benefits and how to access it.

**Website copy:**

**The Redundancy Support Service for Apprentices**

The Redundancy Support Service for Apprentices (ReSSA), launched by the Department for Education will provide clear, accessible advice and guidance to individuals following redundancy, while supporting their next steps. It will help redundant apprentices to identify new apprenticeship and employment opportunities, and, where they are eligible, complete their current apprenticeship.

This service will enable individuals to access free online information and telephone support, helping to connect them with national and local support services, including financial, legal, health and wellbeing and careers advice. It will also share with apprentices details of new apprenticeship opportunities being offered by employers in their region.

The Department for Education are asking employers to support redundant apprentices by sharing any apprenticeship [vacancies](#) they have. Apprentices that have been made redundant may already have the valuable skills and experience that the organisation needs.

Vacancy details will be shared with redundant apprentices through the new vacancy sharing service.

If you are aware of any apprentices who have been made redundant or might be made redundant in the future, please encourage them to visit [Facing redundancy during your apprenticeship](#) or call 0800 015 0400 to speak to an adviser.

If you are aware of an employer who would like to recruit a redundant apprentice or offer new apprenticeship opportunities, please ask them to visit [Hiring an apprentice who has been made redundant](#) or call 0800 015 0600 to find out more.

### **Social Media copy:**

- Are you in touch with an apprentice who has been made redundant or faces the risk of being made redundant in the future? If so, ask them to take a look at the Redundancy Support Service for Apprentices <http://ow.ly/8H8P50BMWIk>. #ReSSA
- Employers who would like to recruit a redundant apprentice or offer new apprenticeship opportunities can visit <http://ow.ly/E7HR50BMWcj> to find out more. #ReSSA
- Employers who recruit a redundant apprentice will also be eligible for the incentive payment for hiring a new apprentice. Share the news with your networks! <http://ow.ly/rNn750BMWez> #ReSSA
- Watch the new @apprenticeships video to find out how employers can recruit and support redundant apprentices <https://www.youtube.com/watch?v=dDmrTSUxWoA&feature=youtu.be> #ReSSA

## **Content aimed at Apprentices**

**Newsletter copy:**

### **The Redundancy Support Service for Apprentices**

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The service provides clear, accessible advice and guidance to individuals on the impact of redundancy, their options and next steps. There will also be opportunities to help redundant apprentices to identify new apprenticeship and employment opportunities, and, where they are eligible, complete their current apprenticeship.

The service is made up of three main elements:

- Providing apprentices with advice and guidance on the impact of redundancy
- Signposting apprentices to local and national support services
- An apprenticeship vacancy sharing service to make redundant apprentices aware of new opportunities

If you've been made redundant or think you might be made redundant in the future, you can use the service to get free advice, access local and national support, and find new opportunities. For more information visit [Facing redundancy during your apprenticeship](#) or call 0800 015 0400 to speak to an adviser.

## **Website copy:**

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This service will enable individuals to access free online information and telephone support, helping to connect them with national and local support services, including financial, legal, health and wellbeing and careers advice. It will also share details of new apprenticeship opportunities being offered by employers in their region.

ReSSA is a free service for any apprentice that is funded through the English apprenticeship system and has been made redundant or feels at risk of redundancy.

Apprentices can submit their details via an online registration form or through the Apprenticeship Helpdesk. The service will work with employers to identify new apprenticeship opportunities which redundant apprentices can apply for.

This service is part of government's support for apprentices and the vital role apprenticeships will play in economic recovery and skills development.

If you've been made redundant or think you might be made redundant in the future visit [Facing redundancy during your apprenticeship](#) or call 0800 015 0400 to speak to an adviser.

## **Social media copy:**

- If you are an apprentice who has been made redundant or think you might be made redundant in the future, you can use the service to get free advice and support, and find new opportunities. Visit <http://ow.ly/hwXn50BMWqH> or call 0800 015 0400 to speak to an adviser. #ReSSA
- Have you been made redundant but still want to continue and complete your apprenticeship? The Redundancy Support Service for Apprentices can provide advice and guidance and signpost to new opportunities:  
<http://ow.ly/hwXn50BMWqH> #ReSSA

## **Content for all audiences**

### **Newsletter copy:**

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