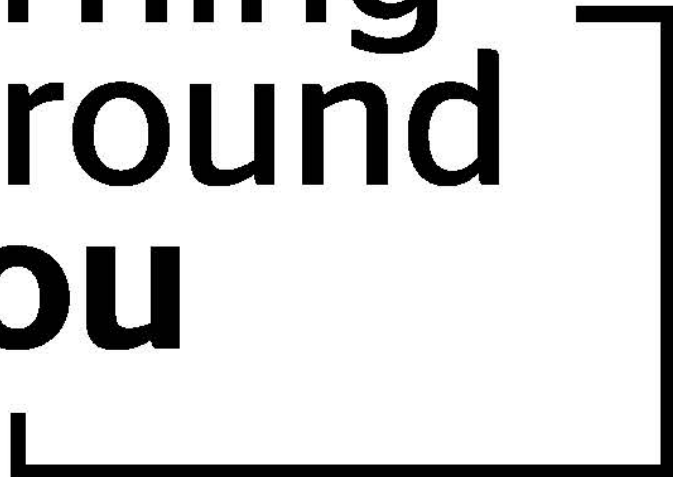
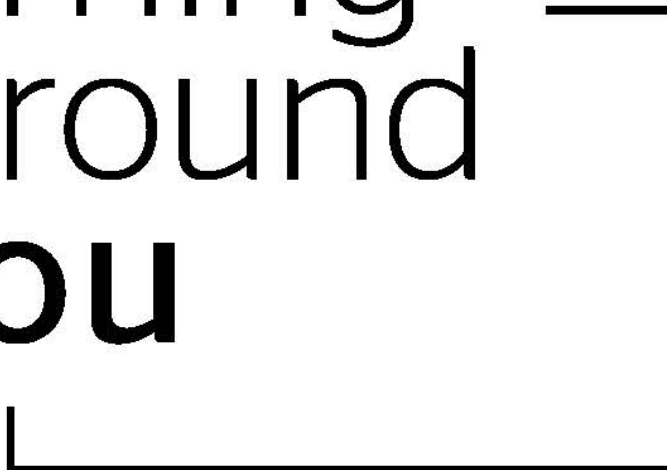


**Learning  
around  
you**



Learning  
around  
you



### Photographic treatment

Personality driven photography with the main focus on the key character. The concept would use shots of people looking at camera they would be smiley and catching the moment to make a very natural pose. Looking at camera will engage the viewer.

Each subject is placed on a brightly coloured background. Where possible with a prop or support element that tells their story or illustrates their persona.

### Models

Real life – real diverse people. No models.

### Tagline

YouCanLearnYou!  
#Ibelieveinme

### Supporting graphic

The speech bubble. Two design kinds but this graphic directly speak to its audience.

### Call to action

Gain a recognised qualification. Kick start your career.  
Gain a recognised qualification. Kick start your journey.

### Persona/Tone of voice

#### The Returner/Self-Improver

*Patricia, 42, Office Manager says  
YouCanLearnToo... allows me to study while I work in a full-time job..*

*Always busy at work but that didn't stop me.  
YouCanLearnToo!*

#### The Career Changer

*Jim, 46, the Blue Collar Worker says:*

### Headlines/Campaign titles options

1. You can learn too!
2. Learning around you.
3. I believe in me.
4. Learn. Yes you can.
5. Get ahead. Learn.
6. Yes, you can learn.
7. Learning for Life

### Hashtags options

#YouCanLearnToo  
#IBelieveInMe  
#LearningAroundYou

### URL

[www.skillshub.online](http://www.skillshub.online)  
[www.YouCanLearnToo.co.uk](http://www.YouCanLearnToo.co.uk)

### Sub-headline options

1. Funded Courses for everyday English and Maths  
OR Courses for everyday English and Maths
2. Learning for everyday English and Maths (fully funded)  
OR Learning for everyday English and Maths

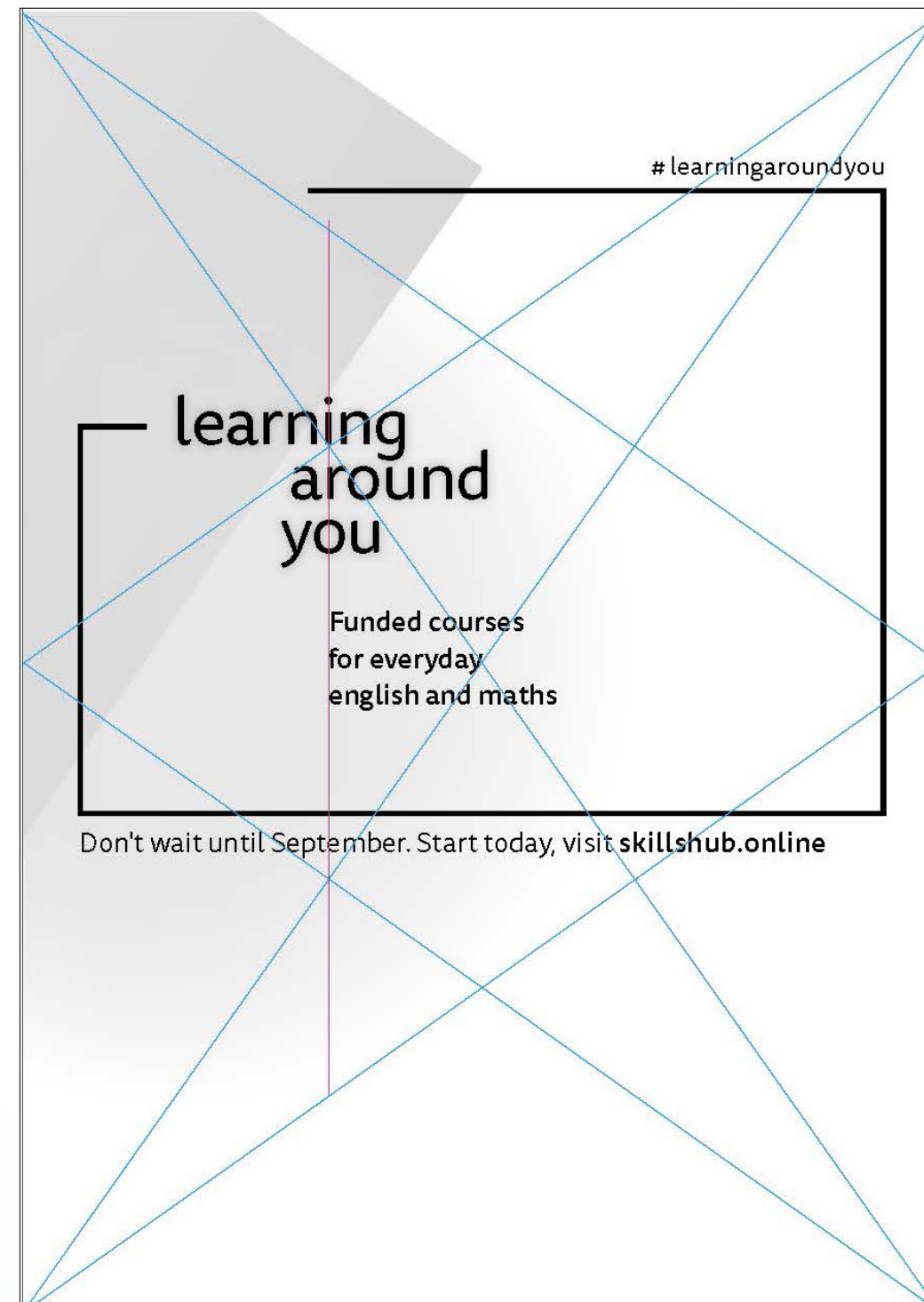
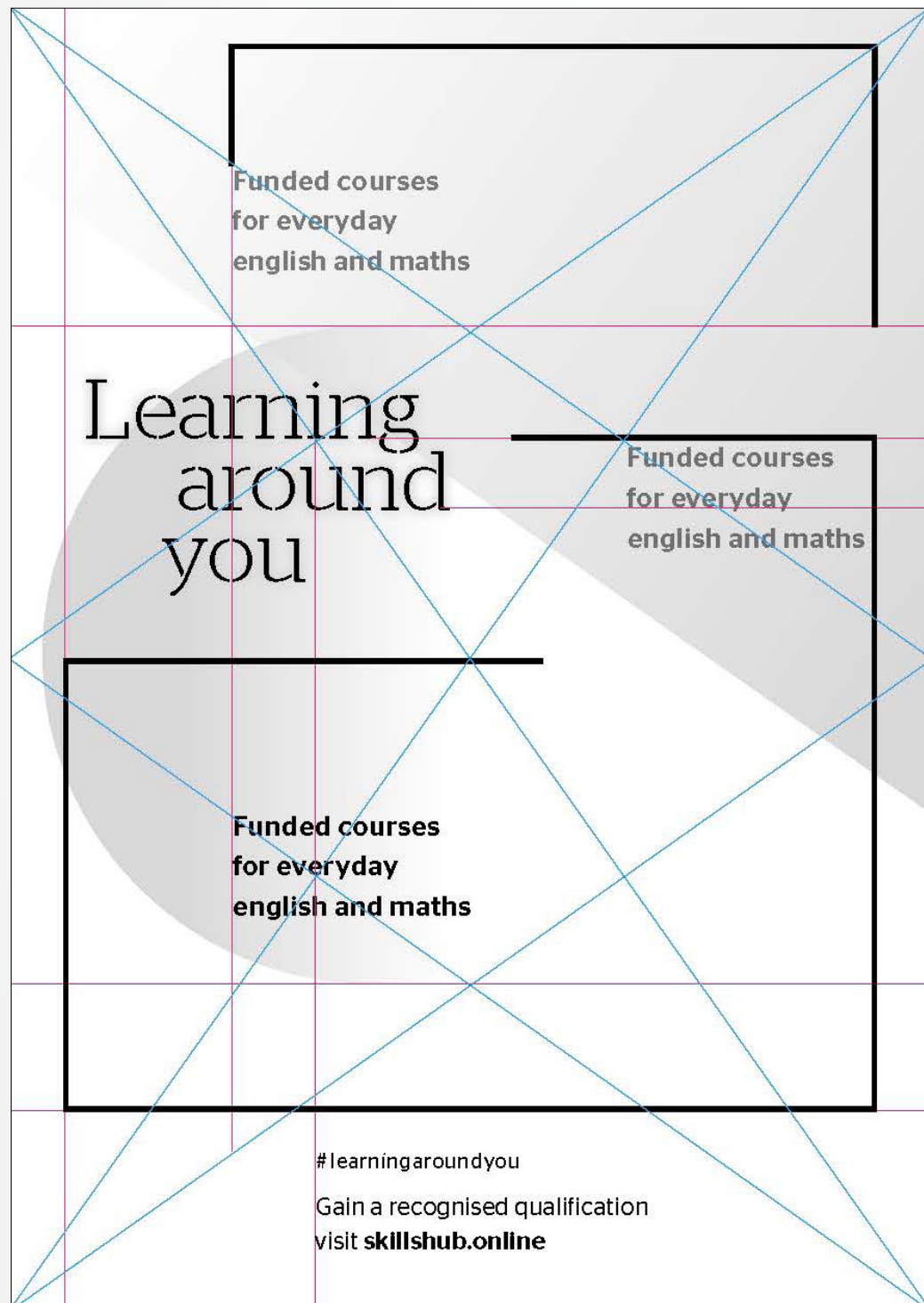
### CTA options

Gain a recognised qualification. Visit [www.skillshub.online](http://www.skillshub.online)  
Don't wait until September. Start today! Visit [www.skillshub.online](http://www.skillshub.online)  
Rolling course entry dates. Start today! Visit [www.skillshub.online](http://www.skillshub.online)  
Fully funded learning. #YouCanLearnToo  
Kick start your career today. #YouCanLearnToo  
Everyday English and Maths courses. #IBelieveInMe  
More information at: [www.skillshub.online](http://www.skillshub.online)  
You can learn too. Discover how – [www.YouCanLearnToo.co.uk](http://www.YouCanLearnToo.co.uk)

# OPEN UNIVERSITY

Design system and creative layout

visual  
identity





# OPEN UNIVERSITY

Learning around you – A5 leaflets

visual  
identity


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Visit [www.mbro.ac.uk/skills](http://www.mbro.ac.uk/skills)

## Learning around you

Online courses for everyday maths and English

Make 2019 the year you achieve a recognised qualification

**Middlesbrough College**  
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T: 01642 333333  
E: [courseinfo@mbro.ac.uk](mailto:courseinfo@mbro.ac.uk)




Learn in your own time, for free  
Visit [www.bedford.ac.uk/myskills](http://www.bedford.ac.uk/myskills)

## Learning around you

Online courses for everyday maths and English

Make 2019 the year you achieve a recognised qualification

**Bedford College**  
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T: 01234 291000  
E: [info@bedford.ac.uk](mailto:info@bedford.ac.uk)



Learn in your own time, for free  
Visit [www.westherts.ac.uk/myskills](http://www.westherts.ac.uk/myskills)

## Learning around you

Online courses for everyday maths and English

Make 2019 the year you achieve a recognised qualification

**West Herts College**  
W: [www.westherts.ac.uk/myskills](http://www.westherts.ac.uk/myskills)  
T: 01923 812345  
E: [admissions@westherts.ac.uk](mailto:admissions@westherts.ac.uk)



## Online Learning for Everyday Skills in Maths and English

### Do you want to improve your reading, writing or maths skills?

The Open University – in partnership with The Bedford College Group, Middlesbrough College and West Herts College – offers a range of exciting new free *OpenLearn* online courses in maths and English.

These free courses allow you to study at a pace that suits you. The topics are based on everyday skills and you will learn how to apply them to your home and work life. They are ideal for anyone looking to upskill for promotion, support children with their homework or anyone studying for personal advancement, including as part of an apprenticeship.

These maths and English courses are available at two levels and you can choose the level that suits your ability and aspirations. Start dates are flexible throughout the year and each online course can be completed with as little as 48 study hours.

### What are the *OpenLearn* courses like?

The *OpenLearn* courses are divided into a series of easy-to-use sections with interactive quizzes, information sheets and activities to motivate and inspire you.

### What are my options?

- Complete the free *OpenLearn* online course(s) and receive an Open University badge which can be added to your employment profile and your CV. Learn online, in your own time, at your own pace, for free.
- Or
- Enrol with one of the partner colleges for an online Functional Skills qualification in maths or English at Level 1 or Level 2 and sit the exam at college.

### Sign up now for a January start.

Go to [www.mbro.ac.uk/skills](http://www.mbro.ac.uk/skills) or email [courseinfo@mbro.ac.uk](mailto:courseinfo@mbro.ac.uk) for more information.



# OPEN UNIVERSITY

Learning around you – Student and IAG leaflets

# visual identity

### FAQs

**Are these OpenLearn courses only for people who want to take a formal qualification?**

No, these online courses are for anyone looking to improve their everyday maths and English skills. If you would like to develop your skills further, either now or after you have completed these OpenLearn courses, you can study for a Functional Skills qualification at a centre near you (see [Where can I study for a Functional Skills qualification and what does it involve?](#)).

**Is there any face-to-face teaching?**

No, the Everyday maths and English courses are online-only courses. The topics are designed around situations you may face on a regular basis and each course has videos, activities and interactive quizzes to support you with your learning.

**How are the courses assessed?**

Everyday maths and English courses have a quiz in each section to help you check your progress on the topic you are studying. And at the end of the course there is a final quiz with a pass mark of 60% or above.

**Can I take the maths or English course or do I have to take both?**

The OpenLearn courses are designed to fit around your needs in basic maths and English. You can take either of the courses or both courses but we do recommend that you focus on one at a time.

**Can this course help me secure a job or university place?**

Passing the course will give you an Open University statement of participation for your achievement which can be added to your employment profile and your CV. This will show education institutions or employers that you have a good standard of maths and English and have shown a commitment to complete the course. Some employers and universities may ask you for a Functional Skills qualification which can be studied at a centre near you (see [Where can I study for a Functional Skills qualification and what does it involve?](#)).

**Where can I study for a Functional Skills qualification and what does it involve?**

If you would like to study for a Functional Skills qualification visit [www.westherts.ac.uk/myskills](http://www.westherts.ac.uk/myskills) to find a centre near you and complete an initial assessment which will indicate what level of skills you have. To start a Functional Skills qualification you must achieve Level 1 or above in the initial assessment and have a good standard of spoken English. The OpenLearn online Everyday maths and English courses will help you achieve this level.

**Can I study a Functional Skills qualification online?**

This will depend on the centre you register with to complete your Functional Skills qualification. To find out more about where and how you can study for this qualification go to [www.westherts.ac.uk/myskills](http://www.westherts.ac.uk/myskills).

**Do I have to go into college to sit a Functional Skills exam?**

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**Information for businesses, communities and colleges**

## Learning around you

Online courses for everyday maths and English



**West Herts College**  
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T: 01923 812345  
E: [admissions@westherts.ac.uk](mailto:admissions@westherts.ac.uk)



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**Information for students**

## Learning around you

Online courses for everyday maths and English



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T: 01923 812345  
E: [admissions@westherts.ac.uk](mailto:admissions@westherts.ac.uk)



## Online learning for Everyday Skills in maths and English

The Open University in partnership with The Bedford College Group, Middlesbrough College and West Herts College brings a range of exciting new free OpenLearn online courses to anyone who wants to improve and refresh their everyday skills in maths and English.

These free OpenLearn courses are designed to allow learners to study alongside their busy work life commitments and develop their maths and English skills at a pace that suits them. The topics are all relevant to work life skills and learners will improve their communication and numeracy skills whilst learning how to apply them in everyday situations.

The Everyday Skills maths and English online courses are available at two levels and learners can choose the level that suits their ability and aspirations. These courses are ideal for anyone looking to upskill for promotion, to support children with their homework or anyone continuing their studies onto a Functional Skills qualification for personal advancement or as part of an apprenticeship.

Start dates are flexible throughout the year and learners can study when they have time to spare or they can choose

**Everyday Maths Level 2:**

A more advanced maths skills course looking at percentage change and reverse percentages; how to convert values between fractions, decimals and percentages; how to calculate perimeters, areas and volumes; and currency conversions.

**Real life and workplace skills**

Each OpenLearn Everyday Skills course focuses on problem solving and applies skills to real-life and workplace situations:

- Working with money
- Writing emails, letters and reports
- Communicating with people
- Working out percentages
- Solving problems
- Creating presentations
- Managing finances
- Gathering information
- Thinking critically

**What are the OpenLearn courses like?**

Everyday Skills online courses are divided into a series of easy-to-manage sections with interactive quizzes, information sheets and activities to motivate and inspire learners.

**What are the benefits for learners?**

Everyday Skills courses can provide learners with a wide range of personal and professional benefits including:

- Supporting children with homework
- Building self-esteem and confidence
- Enhancing job prospects
- Improving communication skills
- Boosting employability skills and ability
- Completing forms and documents accurately

**What are the benefits to local businesses?**

Everyday Skills courses can have a positive impact on local businesses and they can benefit from:

- Improved efficiency
- Increased productivity
- Reduced staff turnover
- Enhanced customer satisfaction
- A rise in staff wellbeing

**What are the course requirements?**

Learners looking to enrol on these courses do not need any formal qualifications. However, they must be aged 19 or over, a UK/EEA citizen and have a good level of spoken English.

**What commitment do learners need to make?**

Everyday Skills courses can be accessed online anywhere and are designed to fit flexibly around busy schedules. It is recommended that learners commit to at least 5 hours each week for their online study. Learners should have access to IT equipment with an internet connection suitable for streaming video content.

**What study options do learners have after these courses?**

Everyday Skills courses provide learners with an Open University statement of participation for their achievement which can be added to their employment profile and their CV.



Learners then have the option to register for a Functional Skills qualification provided that they do not already have an equivalent qualification in maths and/or English. After a short interview and an assessment to determine their skill level learners can enrol on a suitable Functional Skills course and sit the exam when they are ready.

**How do I get more information?**

To find out more information about the Everyday Skills courses visit [www.westherts.ac.uk/myskills](http://www.westherts.ac.uk/myskills), call 01923 812345 or email [admissions@westherts.ac.uk](mailto:admissions@westherts.ac.uk).

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The Everyday Skills maths and English online courses are available at two levels and you can choose the level that suits your ability and aspirations. These OpenLearn courses are ideal for anyone looking to upskill for promotion, to support children with their homework or anyone continuing their studies onto a Functional Skills qualification for personal advancement or as part of an apprenticeship.

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**How will these courses benefit me?**

Everyday Skills courses provide you with a wide range of personal and professional benefits including:

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- Building self-esteem and confidence
- Enhancing job prospects
- Improving communication skills
- Boosting employability skills and ability
- Completing forms and documents accurately

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**How do I get more information?**

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identity

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E: [course-enquiries@westherts.ac.uk](mailto:course-enquiries@westherts.ac.uk)

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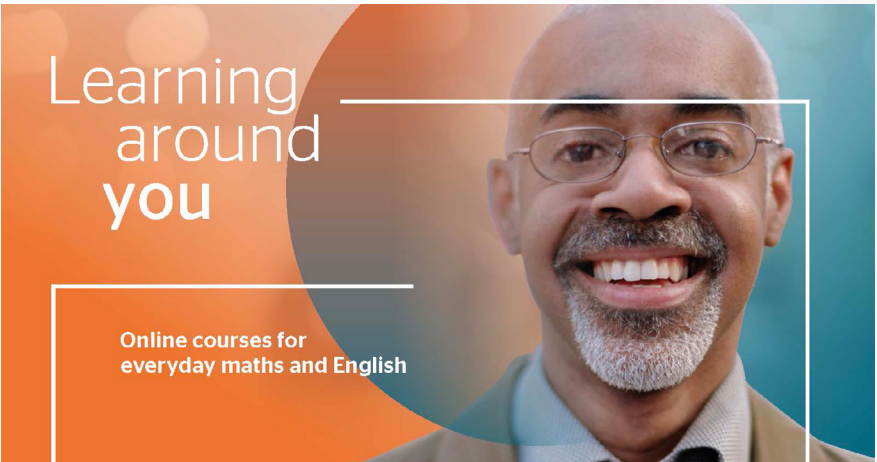
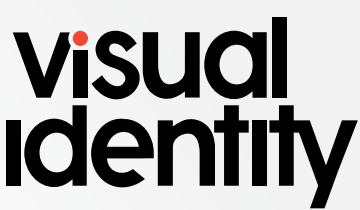
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 TRESHAM COLLEGE  
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Learning around you – Facebook social media assets





# OPEN UNIVERSITY

Learning around you – A3/A2 posters

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identity

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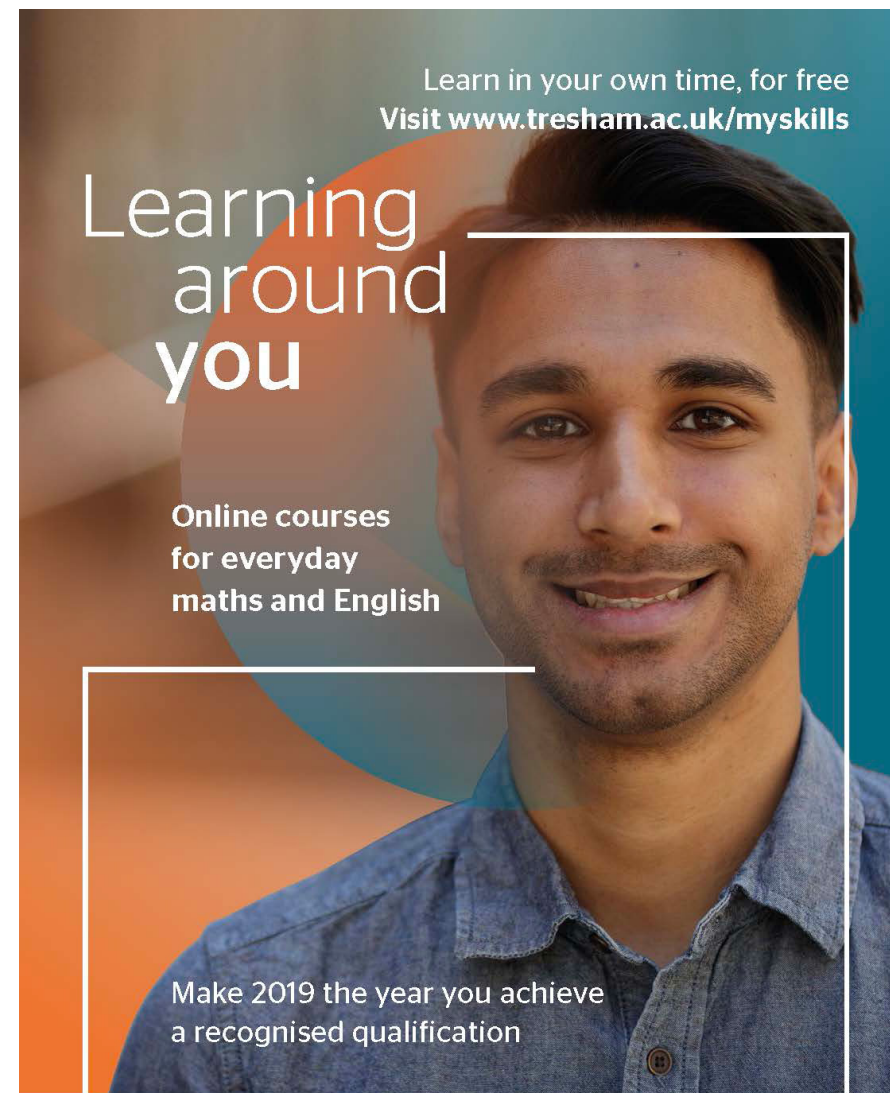


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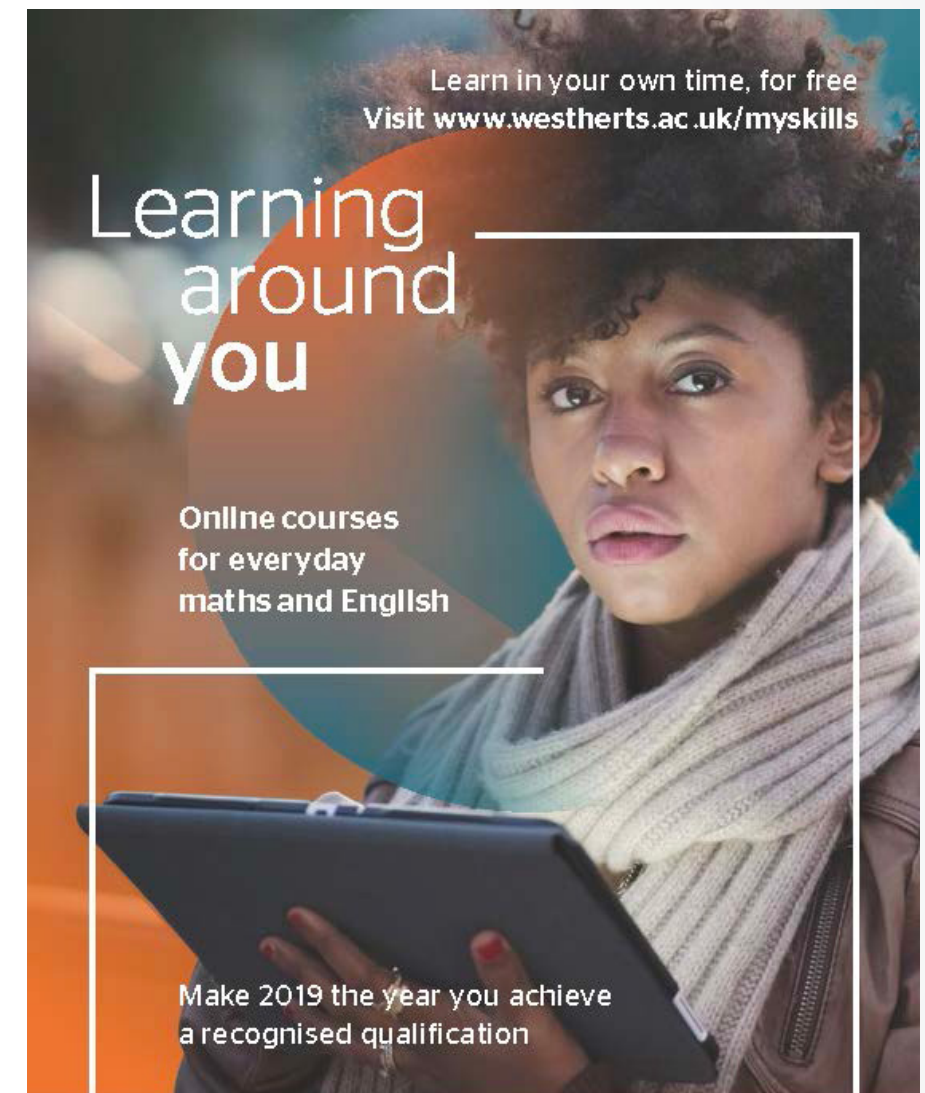


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T: 01923 812345  
E: [admissions@westherts.ac.uk](mailto:admissions@westherts.ac.uk)







## Learning around you

### Funded courses for everyday maths and English

The essential skills needed for maths and English, vital for adults to operate confidently, effectively and independently in both life and work.

#### Why Functional Skills?

Do you need to improve your maths and English? Would you like to be able to help your children with their homework and learn the latest teaching methods they encounter? Need Level 2 maths or English as an entry requirement for further studies, to get a job or promotion at work? Or do you just want to 'Brush Up' your skills?

These online courses allow you to improve your job prospects or qualify for further study. Successful completion leads to a nationally-recognised qualification.



### Adult maths and English: Level 1 and Level 2



### Adult maths and English: Level 1 and Level 2

Our Functional Skills qualifications benefit people who have been alienated by the subjects. Useful in everyday situations the maths Functional Skills course builds learners' confidence in using numbers, common measures and handling information and data. Whilst the English Functional Skills course is designed to equip learners in the principles of using English, by improving their ability in comprehension, spelling and writing skills.

These courses offer the essential skills required for the world of work and help you to work towards one of the two levels to improve your job prospects and support applications to further education. Suitable for learners of all ages, they're a mandatory part of all Apprenticeship frameworks.

#### Entry requirements

You do not need any qualifications to enrol on this online course; however you must be 19 or over, a UK/EEA citizen and have a minimum Level 1 ability in spoken English. You will be asked to attend a short informal interview and undertake a free assessment before your online course starts to help determine your existing maths and/or English skills and the right level for you to study.

Achieving these qualifications will increase your confidence and motivation, the skills you gain will be invaluable in the workplace and other real life situations.

