



Caxton House Tothill Street London SW1 9NF

Telephone Direct Line 01-213...6460.....

Switchboard 01-213 3000

The Rt Hon Nicholas Edwards MP
Secretary of State
Welsh Office
Gwydyr House
Whitehall
LONDON SW1A 2ER

27 January 1986

TWO YEAR YTS

Bryan Nicholson, the Chairman of the Manpower Services Commission, and I are today launching the marketing campaign for the new two year YTS, which begins on 1 April. We are doing this, with Terry Beckett and Norman Willis, at an event at the Barbican Centre in London - and I know that you are arranging a similar launch in Wales today and that Malcolm Rifkind intends to do something a little later on. This will herald a national advertising campaign in the press and on television, and I am writing to let you and colleagues know about the main themes of the campaign.

We have been considering for some time how best to reflect the many developments in YTS in its name and in its marketing. The factors we have taken into account include the dislike, which has been revealed through attitude surveys and in other ways, of the words "youth" and "scheme"; the image which the current YTS still has in certain quarters as being just another scheme to reduce youth unemployment; the need to develop links between YTS and industry's normal training arrangements and skill trends; the increasing emphasis we are placing on vocational qualifications; and our wish to retain and build on the existing strengths of YTS, which have become increasingly recognised and accepted.

In the light of all this, we have decided to begin our marketing campaign by emphasising the "Training for Skills" benefits of YTS as a by-line in all our advertising and descriptive material, although this will in all cases be associated with the acronym YTS. We shall keep the main theme



under review, particularly in the light of developments flowing from the current Review of Vocational Qualifications, and in time we will place increasing emphasis in our marketing on the qualification outcomes of YTS once decisions are taken on the Review (which we are due to receive in April).

We have also decided to adopt "YTS" (ie the set of initials without any words being spelt out in full) as the full and formal name of the programme, both in marketing the programme and in all documents and other references to it. We shall no longer use the words "Youth Training Scheme", and it would be helpful if we could all adopt the new "YTS" mode of description from now onwards, whether referring to the new or old YTS.

I am copying this letter to the Prime Minister, Geoffrey Howe, Keith Joseph, Norman Tebbit, Kenneth Baker, Malcolm Rifkind and Paul Channon.

For,
Paul

