



Independent Taskforce on  
**STUDENT FINANCE**  
*Information*

# Independent Taskforce on Student Finance Information

## Wes Streeting

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and Deputy Head of the Independent Taskforce on  
Student Finance

# Aims of the Taskforce

- Communicate an unbiased information about the true cost of higher education in England from 2012
- Sets its own agenda and is independent of government
- Supported by bodies across the education sector (NASMA, HELOA, NUS, universities, schools and colleges)



STUDENT FINANCE DAY  
14th November 2011

# Student Finance Day

- Taking place on 14 November 2011
- Taskforce to act as a central resource hub and communications support
- National focal point on the key issue of student finance
- Nationwide campaign that is also designed for YOU to be able to run with the story locally and regionally



STUDENT FINANCE DAY  
14th November 2011

# Student Finance Day

One simple, but crucial aim:

To ensure people realise that ANYONE  
can afford to go to university IF they  
really want to go



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# How do we want to achieve this?

- Encourage universities, schools and colleges to work together on this issue
- Improve awareness within universities, colleges and schools of the support available for students in England from 2012
- Help prospective students identify where they can go for help in accessing financial support



STUDENT FINANCE DAY  
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# What WE can provide

- Student Finance Day branding
- A strong national media story on the day
- Media quotes from Martin Lewis for you to use in your releases
- Experienced professionals who have managed similar sector wide campaigns previously – National Student Money Week and Universities Week



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# What WE can provide

A comprehensive 'toolkit' of resources:

- .Taskforce guides for parents, teachers, prospective students (full-time AND part-time)
- .Student finance calculator developed by experts at MoneySavingExpert.com and renowned university academics
- .Video guides for different audiences featuring Martin Lewis for you to embed on your websites and use at open days



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# What WE can provide

•A pool of experts from Higher Education Liaison Officers Association (HELOA) and the National Association of Student Money Advisers (NASMA) available throughout the year to come into schools and colleges.







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# What we need from YOU

- Events and activities linked to the national campaign e.g. Road shows, open days, school visits
- Media relations from your organisation linked to the national story
- Activities could be bespoke or simply 're-badged' under the campaign umbrella



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# Some suggestions

- Embed some of the Taskforce resources on your website / use as part of your activities
- Organise a roadshow, money day/week, open day or school visit
- Use our media materials to target local and regional press
- Invite local figures to your events – show how you're working with the local community on this issue

# Contact us

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