

# PART-FUNDED SOCIAL MEDIA WORKSHOPS IN 2020



The Skills Service



European Union  
European  
Social Fund



## INTRODUCTION

We are delighted to announce that Social Progress have been awarded a contract through the West Yorkshire Consortium of Colleges (The Skills Service) to deliver part funded social media and digital marketing workshops between January 2020 & March 2020.

In this pack you will find all the information you need in order to check your eligibility and choose your preferred workshops. If you'd like to apply for the part-funding, **contact [info@socialprogress.co.uk](mailto:info@socialprogress.co.uk) and we will send you the relevant forms.**

## WORKSHOPS DELIVERED BY SOCIAL PROGRESS

We will be offering TWO of the following 3 hour workshops per day:-

- Social Media Essentials
- Engaging Your Audience and Building Advocates Through Social Media
- Google My Business
- Instagram 101 – A Beginner's Guide For Business
- Instagram 201 – Getting Business Done On Instagram
- Social Media Branding and Content Creation
- Taking Facebook and Instagram Advertising To The Next Level
- LinkedIn Advertising



Each workshop registration will be at 9:00am for the morning sessions (9:30am – 12:30pm) and 1pm for afternoon sessions (1:30pm – 4:30pm).

Check the [Social Progress Ltd Website Event Calendar](#) for dates and locations of ALL workshops.

## ELIGIBILITY CHECKER

Due to the funding we must first establish eligibility and gather the relevant evidence before delegates are able to book onto workshops.

Please check [www.skillservice.co.uk](http://www.skillservice.co.uk) to see if you and your business are eligible for these part-funded workshops.

If you meet the eligibility criteria and wish to go ahead, we require a minimum of THREE forms completing plus supporting evidence and a payment of £135+VAT per delegate per workshop.



## FULL COST & POTENTIAL FUNDING

The full cost of each 3 hour workshop is £225. However, eligible organisations will be able to access 40% funding towards each learner making each place just £135+VAT per learner, per workshop.



\* Visit [www.socialprogress.co.uk/whats-on](http://www.socialprogress.co.uk/whats-on) for full workshop details & to check eligibility.

The Skills Service is managed by the West Yorkshire Consortium of Colleges and funded by the European Social Fund (ESF).

## WHAT WE NEED FROM YOU NEXT

The following Forms, Evidence and Payment MUST be provided before the workshop date to secure your place/s:- **(email [info@socialprogress.co.uk](mailto:info@socialprogress.co.uk) and we will send you these forms)**

- 1. Company Data Capture Forms (Part 1 & Part 2)**  
– Signed & dated prior to start of training. Proof of trading. Located in the Leeds City Region (Bradford, Craven, Calderdale, Kirklees, Harrogate, Leeds, Selby, Wakefield, York).
- 2. Supporting hard copy evidence** in respect to being – (A) Limited Company, (B) Voluntary/Community Sector/Not for Profit or (C) Sole Trader / Self-Employed / Partnership (see SUPPORTING EVIDENCE below for examples)
  - Private Limited Companies – Print out from Companies House
  - Voluntary / Community Sector / Not for Profit – Print out from Charities Commission
  - Self Employed / Sole Trader / Partnership – Submitted HMRC ‘SA302’ self-assessment tax declaration or confirmation letter from HMRC evidencing VAT registration or registration for Companies House, or business bank statement.
- 3. Participant Record (Short)** – signed original
- 4. Evidence from each Participant** will be required and evidenced on the Participant Record but we do not require copies of these documents. However please note they will need to be checked by the trainer on the workshop eg. **Latest Payslip showing National Insurance Number plus Passport or Birth Certificate.**
- 5. £135+VAT per delegate per 3 hour workshop.** An invoice will be generated once all forms are completed & evidence provided.

## COMPLETE & SEND THESE DOCUMENTS TO US

Please complete and send the following documents to:-

**Social Progress Ltd, Bridge House, 2 Woodhead Road, Honley, Holmfirth, HD9 6PX**

- |  |                              |
|--|------------------------------|
| (1) ORIGINAL signed Company Data Capture Forms (Part 1 & Part 2) | (1) <input type="checkbox"/> |
| (2) Copies of supporting business evidence (where required)      | (2) <input type="checkbox"/> |
| (3) ORIGINAL signed Participant Record (Short)                   | (3) <input type="checkbox"/> |

**Payment by direct transfer must be made from the Company to Social Progress Ltd.**

## NEXT STEPS

Once we have these in place we will contact you to book you onto a workshop of your choice.



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Please see flowchart overleaf to help guide you through the funding eligibility checking and booking process.

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## 1) CHOOSE WORKSHOP/S

Choose the workshop/s from The Skills Service Programme which are listed on the back of this page. Each of the 8 workshops are available on a variety of dates and at various venues across the Leeds City Region

Completed on: \_\_\_\_\_

## 2) CHECK ELIGIBILITY

Check that your company and each employee who you want to attend the training are eligible to apply for the part-funded and attend the workshop/s. Go to [www.skillservice.co.uk](http://www.skillservice.co.uk) and use the Eligibility Checker to see if you're able to access the funding

Completed on: \_\_\_\_\_

## 3) COMPLETE DATA CAPTURE FORMS (PART 1 & 2)

You **must** also provide hard copies of these forms (email [info@socialprogress.co.uk](mailto:info@socialprogress.co.uk) and we'll send you the relevant forms)

Completed on: \_\_\_\_\_

## 4) LEARNER/S COMPLETE PARTICIPANT RECORD

See form attached to this pack. You **must** include your National Insurance Number.

Completed on: \_\_\_\_\_

## 5) SEND ALL INFO TO SOCIAL PROGRESS LTD

Send us the completed Company Data Capture Forms (Part 1 & 2), Participant Record/s & payment (£135+VAT per workshop, per delegate) to:- Social Progress Ltd, Bridge House, 2 Woodhead Road, Honley, Holmfirth, HD9 6PX

Completed on: \_\_\_\_\_

### NOTES:

- PAYMENT MUST be from the Company / Organisation
- We will contact you to (1) confirm receipt of paperwork, evidence and payment (2) book you onto the workshop/s

<b>SOCIAL MEDIA ESSENTIALS</b>	14 <sup>th</sup> January (9:30am - 12:30pm) Age UK Leeds	20 <sup>th</sup> February (9:30am - 12:30pm) Best Western Bradford Guide Post Hotel	17 <sup>th</sup> March (9:30am - 12:30pm) Age UK Leeds
<b>SOCIAL MEDIA BRANDING &amp; CONTENT CREATION</b>	28 <sup>th</sup> January (9:30am - 12:30pm) Crowne Plaza Harrogate	11 <sup>th</sup> February (9:30am - 12:30pm) Turnberry Park, Leeds	25 <sup>th</sup> February (9:30am - 12:30pm) Crowne Plaza Harrogate
<b>INSTAGRAM 101: A BEGINNER'S GUIDE FOR BUSINESS</b>	14 <sup>th</sup> January (1:30pm - 4:30pm) Age UK Leeds	11 <sup>th</sup> February (1:30pm - 4:30pm) Turnberry Park, Leeds	17 <sup>th</sup> March (1:30pm - 4:30pm) Age UK Leeds
<b>TAKING FACEBOOK &amp; INSTAGRAM ADVERTISING TO THE NEXT LEVEL</b>	28 <sup>th</sup> January (1:30pm - 4:30pm) Crowne Plaza Harrogate	4 <sup>th</sup> February (9:30am - 12:30pm) Croft Myl, Halifax	25 <sup>th</sup> February (1:30pm - 4:30pm) Crowne Plaza Harrogate
<b>GOOGLE MY BUSINESS</b>	23 <sup>rd</sup> January (9:30am - 12:30pm) Best Western Bradford Guide Post Hotel	20 <sup>th</sup> February (1:30pm - 4:30pm) Best Western Bradford Guide Post Hotel	3 <sup>rd</sup> March (9:30am - 12:30pm) Storthes Hall, Huddersfield
<b>LINKEDIN ADVERTISING</b>	23 <sup>rd</sup> January (1:30pm - 4:30pm) Best Western Bradford Guide Post Hotel	4 <sup>th</sup> February (1:30pm - 4:30pm) Croft Myl, Halifax	3 <sup>rd</sup> March (1:30pm - 4:30pm) Storthes Hall, Huddersfield
<b>INSTAGRAM 201: GETTING BUSINESS DONE ON INSTAGRAM</b>	30 <sup>th</sup> January (9:30am - 12:30pm) Storthes Hall, Huddersfield	12 <sup>th</sup> March (1:30pm - 4:30pm) Croft Myl, Halifax	26 <sup>th</sup> March (1:30pm - 4:30pm) Huddersfield Mission
<b>ENGAGING YOUR AUDIENCE &amp; BUILDING ADVOCACY</b>	30 <sup>th</sup> January (1:30pm - 4:30pm) Storthes Hall, Huddersfield	12 <sup>th</sup> March (9:30am - 12:30pm) Croft Myl, Halifax	26 <sup>th</sup> March (9:30am - 12:30pm) Huddersfield Mission

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