

# Comms Toolkit

July 2025

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This is a toolkit for stakeholder communications teams to promote supported internships and amplify collective messaging.

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### About Internships Work

Internships Work is a programme funded by the Department for Education, which began in September 2022 and has doubled the number of supported internship places in England by enabling over 4500 young adults, aged 16-24 with additional needs, to benefit from a supported internship. The programme is designed to support more young people with additional needs to have greater choice and control over their future, opening up opportunities that prepare them for adult life and independent living.

## A. Audience & Distribution

Primary recipients: **Activity Leads**

**Ask:** Please forward to your **communications lead**, including in:

- **Local Authorities**
- **FE Colleges**
- **Independent Training Providers**
- **ICBs (Integrated Care Boards)**
- **Organisations managing job coaches**
- **Employer ambassadors and employers**
- **Other education or skills sector teams**

## B. Key Messaging Themes

Internships Work is improving access to Supported Internships for young people with SEND in England.

The Internships Work programme has been extended to March 2026 with a focus on sustainability and follow on support. (there is a new banner reflecting this phase – replacing “Doubling” with “Improving.”)

Local Authorities’ investment in Supported Internships is delivering value – with new research showing over £9 return for every £1 spent.

**Call to Action: Share the new report, update your comms assets, and spread the word using the toolkit content.**

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## C. Newsletter Content

### Short Version (~100 words):

#### Internships Work – New Report Highlights Value of Supported Internships

A new report from NDTi (National Development Team for Inclusion) and Somerset Council highlights the economic and social value of Local Authorities' investment in Supported Internships. For every £1 invested, over £9 of value is generated.

The report includes four case studies showing the difference supported internships make for young people with SEND, local services, and employers.

 Read the full report: <https://www.ndti.org.uk/resources/publication/investing-in-potential-report>

### Long Version (~200-250 words):

#### Internships Work – Investing in Potential

NDTi (National Development Team for Inclusion) has released a new report in collaboration with Somerset Council, exploring the value of Local Authority investment in Supported Internships for young people with SEND.

The report demonstrates that for every £1 invested in Supported Internships, over £9 of social and economic value is returned. It features a deep dive into four case studies, revealing how meaningful employment can transform outcomes for young people, support inclusive growth, and benefit local systems.

These findings come as Internships Work enters Year 4, working with partners across education, health, and employment to embed Supported Internships as a standard post-16 pathway.

Read the full report here: <https://www.ndti.org.uk/resources/publication/investing-in-potential-report>

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## D. Social Media Examples

For Twitter/X and LinkedIn:

*Note: We encourage you to add your organisation's own role or story when posting.*

New report with @SomersetCouncil shows every £1 invested in #SupportedInternships creates £9+ in value. Four case studies reveal how inclusive employment transforms lives.  
<https://www.ndti.org.uk/resources/publication/investing-in-potential-report>  
#InternshipsWork #SENDinclusion  
@InternshipsWork

Internships Work continues to support young people with SEND into work.  
New evidence shows how local investment delivers **huge social and economic returns**.  
Read more:  
<https://www.ndti.org.uk/resources/publication/investing-in-potential-report>  
#InternshipsWork #SupportedInternships

## E. Assets

[New Year 4 Internships Work banner](#) – updated wording: “Improving the number of Supported Internships in England”



We've seen a positive impact when supported internships were promoted at local events to boost awareness and engagement. We encourage showcasing supported internships at these events through presentations, workshops, pop-up banners and by being available to ask questions. See our example pull-up banner here: [Internships Work Pull-Up Banner](#).

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## F. Tags and Hashtags

Hashtags:	Suggested tags/mentions:
<ul style="list-style-type: none"><li>#InternshipsWork</li><li>#SupportedInternships</li><li>#SupportedEmployment</li><li>#InclusiveEmployment</li><li>#SEND</li><li>#Employment</li></ul>	<ul style="list-style-type: none"><li>@Internships Work Programme</li><li>@NDTi - National Development Team for Inclusion / @NDTicentral</li><li>@BASE (British Association for Supported Employment)</li><li>@DFN Project SEARCH</li><li>@Somerset Council</li></ul>

## G. General comms pack for LAs

In January 2024 we released a comprehensive comms pack for LAs. We have updated it for Year 4 and recommend this is used for general communications guidance.

[Communication Pack for Local Authorities](#)

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