



Lancashire
Enterprise Partnership

Lancashire Skills and Employment Board

Private and Confidential: No

Wednesday 7th September 2016

Communications Plan

Appendix 'A' refers

Report Author: Lisa Moizer, Co-ordinator of the Lancashire Skills & Employment Hub lisa.moizer@lancashire.gov.uk

Executive Summary

The Communications Plan builds on the Skills and Employment Hub's first year of activity, a key element of the plan is a Skills and Employment Hub website which will be presented at the meeting.

Recommendations

1. To note progress in 2015/16 and comment on the communication plan going forward.
2. The Committee is asked to comment on the draft Skills and Employment Hub Website which will be presented at the meeting.

1. Background

1.1 From August 2015 to August 2016 we have:

- Developed a logo.
- Set up a twitter account (523 Tweets / 318 Followers / 391 Likes) to communicate key messages and policy news.
- Developed and kept current several skills and employment pages on the LEP website
- Created a presentation which has supported communicating a consistent message to stakeholders.

- Worked in partnership with LEP and Marketing Lancashire to ensure that the skills and employment agenda is part of the bigger LEP and Lancashire Story.

2. Communications Plan

- 2.1 Activity during the first year has set a good foundation where the Skills and Employment Hub is known and understood by key partners and stakeholders. The aim of the communications plan is to build on this foundation with a further proactive approach. A copy of the Communications Plan is attached at Appendix 'A'.

3. Skills and Employment Hub Website

- 3.1 The Board has now directed funding to several programmes and products and the next step is to communicate this to relevant stakeholders and support stakeholders, especially employers, to engage with these initiatives. The pages afforded the Board and Hub on the LEP website were insufficient and therefore taking the redundant Skills Support for the Workforce website the Hub website has been developed.

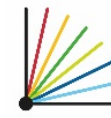
- 3.2 The purpose of the website is to:

- Clearly articulate how the initiatives can support stakeholders, employers primarily and how they can engage with the Hub's agenda.
- Describe the purpose, aims and objectives of the Board and Hub.
- Serve as a communications hub and directory for employers and other key stakeholders to access further information regarding initiatives and how they can engage with the Hub.

- 3.3 Thanks go to Lindsay Campbell who offered to be a critical friend to the Hub in the development of the website.

4. Recommendations

1. To note progress in 2015/16 and comment on the Communication Plan going forward.
2. The Committee is asked to comment on the draft Skills and Employment Hub Website which will be presented at the meeting.



Lancashire Skills and Employment Hub

Communications Plan

Objectives

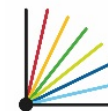
- That key stakeholders know how to find out about and engage with key programmes and initiatives that the Skills and Employment Board are directing through the Hub.
- That key stakeholders know about the Strategic Framework, that it directs activity and resources to meet Lancashire's skills and employment needs.
- That key stakeholders know that the framework is informed by themselves and we wish to engage with them collaboratively to achieve the skills and employment objectives for Lancashire.
- That key stakeholders know of the national skills and employment agenda and major policy reforms and changes that will impact or offer up opportunities to them.
- That key stakeholders know about the Skills and Employment Board and the Hub, its aims and purpose.
- That key stakeholders know the strategic framework has been born out of a robust evidence base.
- That throughout Lancashire and nationally key partners know about the skills and employment work that is happening in Lancashire.

Key Messages

- The Lancashire Skills and Employment Hub is here to support Lancashire businesses to attract, inspire and develop people.
- The Hub provides you with information to you to support with the skills and employment.
- We want your engagement and support to deliver Lancashire's skills and employment priorities.
- By engaging with the Hub you can influence the investment decisions made and the use of mainstream skills and employment budgets.
- The Hub works in an open and transparent way.
- Lancashire is working collaboratively and innovatively to achieve its skills and employment objectives.

Outcomes

- Stakeholders want to engage with our programmes and initiatives.
- Stakeholders find it easy to engage with our programmes and initiatives.
- Stakeholders adopt the strategic framework, its objectives and priorities, contribute to them and shape them going forward.
- Nationally key partners look to Lancashire for best practise and to initiate projects.



Who are the key stakeholders?	How do we want to communicate with them?
Apprenticeship Levy Paying Employers	<p>Directly - Hub events, input/presentations at other orgs events/meetings, emails, website, Skills Partnerships.</p> <p>Indirectly - newsletters, press releases, twitter: For example: BOOST, HIVE, Burnley Bondholders, Blackpool Leader Group, Small Business Federations, Chambers of Commerce, NWAA, NAA, Sector Skills Councils.</p>
Non Apprenticeship Levy Paying Employers	<p>Directly - input/presentations other org's events/meetings, emails, website, Skills Partnerships.</p> <p>Indirectly - events, newsletter, press releases, twitter: For example: BOOST, HIVE, Burnley Bondholders, Blackpool Leader Group, Small Business Federations, Chambers of Commerce, NWAA, NAA, Sector Skills Councils.</p>
Post 16 Education and Training Providers: FE Colleges, private training providers, Higher Education Institutions	<p>Directly - Hub events and meetings, input/presentations at other orgs events/meetings, emails, website, twitter, Skills Partnerships, Lancashire Adult College, WBL Forum, workshops, visits, twitter.</p> <p>Indirectly - newsletters, press releases.</p>
Schools – SMT, Head teachers, Governors, CEIAG practitioners	<p>Directly – Head teachers meetings, CEIAG meetings, events, LMI workshops</p> <p>Indirectly - Careers Enterprise Adviser Network, National Careers Service, newsletters, press releases.</p>
Local Authorities	<p>Directly – meetings, input/presentations other org's events, emails, events, twitter.</p> <p>Indirectly - Careers Enterprise Adviser Network, National Careers Service, newsletters, press releases.</p>
DWP, SFA, BIS, JCP, Big Lottery, Careers Enterprise Company, SELNET, National Careers Service	<p>Directly - regular meetings, input/presentations other org's events, emails</p> <p>Indirectly - press releases, twitter.</p>
Other LEPS	<p>Directly - regular meetings, emails, events</p>
Representative bodies: for example: NWAA, NAA, SEMTA, Sector Skills Councils	<p>Directly - regular meetings, input/presentations other org's events, emails</p> <p>Indirectly - press releases, twitter.</p>
Young people, parents and adults	<p>Indirectly - Careers Enterprise Adviser Network, National Careers Service, newsletters, press releases, programmes and initiatives.</p>