



Framework for Joining-Up Support for Businesses

Fiona Mortimer
Jobcentre Plus, IES Employer Team

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Integrating Employment & Skills

- Response to the Leitch Review of Skills & lead by DWP & BIS
 - Three Project Strands
 - Joint account management of national companies (JCP/LSC)
 - Customer Pilots – Skills Health Check, Route into Work
 - **SME Businesses**
 - Timescale
 - From April 2010 local partnerships and signposting in place.
 - 2010/11 work to further integrate government funded support for businesses.
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Stakeholder Group

- Jobcentre Plus
 - Learning & Skills Council
 - Dept of Business, Innovation & Skills
 - Regional Development Agencies
 - Business Link
 - National Apprenticeship Service
 - Association of Learning Providers
 - Association of Colleges
 - Devolved Administrations Scotland & Wales
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Aim

Businesses are able to access, in a coherent way, the appropriate range of government funded recruitment, skills and business support through whichever agency they approach.

Key Principles

The framework is **not** prescriptive. It allows flexibility for local partnerships to agree working arrangements that meet local needs.

The Key Principles are:

1. All business-facing staff will have the level of knowledge, understanding and confidence (commensurate with their role) to enable them to accurately signpost businesses to appropriate support
 2. Important changes in policy affecting the support provided to businesses will be rapidly communicated across the partner organisations
 3. Marketing communications, campaigns and events aimed at businesses will be co-ordinated to ensure consistent messaging
 4. Named contacts at appropriate levels within each partner organisation will be responsible for managing relationships and signposting arrangements, coordinating business communications and marketing, ensuring policy/service changes are communicated, sharing best practice and escalating issues
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Regional Co-ordination

- Significant amount of partnership working needed to make this work.
 - **multi-agency groups** to be established at Regional level to:
 - drive forward the necessary culture change
 - take responsibility for overseeing the development and management of joint implementation plans
 - Regions will decide whether there is an existing group that could assume this responsibility
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Multi-Agency Group – Key Tasks

- Business Support Partnership Protocol
 - Joint Implementation Plan & Milestones
 - Practical processes to ensure accurate signposting/referrals
 - Cross-partner communication strategy
 - Coordinated business engagement, marketing and comms strategy
 - Build on nationally initiated L&D tools and communications
 - Escalate issues and share best practice
 - Local success indicators
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Business Support Partnership Protocol

- Sets out how partners will work together to agree ways of engaging with businesses that will reduce avoidable contacts and provide a consistent, seamless service irrespective of which partner is initially contacted.
 - May be negotiated at Regional or Sub-Regional level depending on local requirements and strategic priorities.
 - Include a joint implementation plan with clear milestones.
 - Overseen by the Regional multi-agency group to ensure that milestones are achieved and to escalate issues.
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Business Support Partnership Protocol

Partnership Objectives

- To plan and coordinate a multi-agency business engagement approach to align with local strategic priorities;
- To provide appropriate support to businesses by establishing a robust process for seamless signposting and referrals between partners;
- To establish a cross-partner strategy to ensure the rapid communication of changes affecting support for businesses;
- To provide business-facing staff with the knowledge and understanding of why, how and when to signpost businesses to other partners' services;
- To plan business engagement, marketing and communication to ensure consistent targeting and messaging and reduce avoidable contacts;

Key Activities

- Appoint champions in each partner organisation to:
 - raise awareness with their business facing staff of the aims, objectives and activities of the partnership and why they need to be involved;
 - ensure all business facing staff understand both their own and other partners' support for businesses and the agreed signposting/referral arrangements;
- Agree a joint implementation plan to ensure that effective signposting/referral arrangements are in place by April 2010, to include:
 - Signposting/referral arrangements between partners and providers;
 - A strategy for sharing information between partners and providers;
 - Mapping and segmentation of business engagement and a co-ordinated marketing and communications strategy;
 - Clear milestones to ensure that objectives are achieved and that the partnership is able to support each partner as effectively as possible;
 - Local systems for capturing and measuring success to support national success measures;
 - Potential sources of untapped funding that can be accessed to improve the support for businesses;

Partnership Members

Jobcentre Plus
Business Link (England)
Learning and Skills Council (England)
National Apprenticeship Services (England)
Regional Development Agency (England)

Members of the Partnership will be different in Scotland and Wales

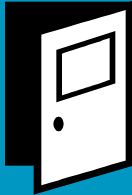
Employer Coalitions
City Strategies
Connexions
Contracted Providers
Local Authorities
Sector Skills Councils

This is not a comprehensive list. Local partnerships should add other local organisations as appropriate

How We Can Help

- Communication strategy to raise awareness and promote culture change;
 - Internal or joint tools/learning and development to provide business-facing staff with the knowledge and understanding they need;
 - Solutions for the rapid communication of key information affecting support for businesses across agencies;
 - Joint national marketing and external communication products;
 - Key success measures within the current operational models for each organisation;
 - Share good practice and support the resolution of issues
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Joined-Up Support for Businesses



Whichever door is opened, the business will be signposted to the appropriate partner(s) to access the support they need, for example:

- Business Link, England
- Business Gateway, Scotland
- Flexible Support for Business, Wales
- Jobcentre Plus, UK
- National Apprenticeship Service, England
- Adult, Advancement & Careers Service, England
- Skills Development Scotland
- DCELLS, Wales
- Providers

Business Support Partnership Protocol

Partners work together to meet the needs of the business, including identifying a lead contact for new business and joining-up comms and marketing

Appropriate Support

Recruitment Support

- Vacancy Advertising
- Recruitment Support
- Retention & Redundancy Support

Skills Support

- Skills Support
- Workforce Development
- Training Support

Business Support

- Business start-up
- International trade
- Growth and improvement

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