

**Coast to  
Capital**



**Comms  
Strategy  
2021**

**Skills 360 Board**

January 2021

# Contents

- **Context**
- **Audience**
- **Equality, Diversity and Inclusion**
- **Purpose**
- **Communication Plan**

# Context

# The Skills 360 Board

The Skills 360 Board acts as the Skills Advisory Panel for the Coast to Capital area, bringing together a diverse range of employers with education and skills providers to understand and address key local skills challenges.



# Coast to Capital Skills Strategy and Action Plan 2020-25

The document sets out the skills strategy and locally tailored skills action plan to support the recovery and future resilience of the people, businesses and places in the Coast to Capital economy.



# Audience

# Our Key Partners

- **Central Government**
- **Government Agencies**
- **Local Government**
- **Business**
- **Education and Skills providers**
- **Community and Voluntary sector**
- **Area Partnerships**
- **Other Employment and Skills groups**

## Central Government

- Department for Education
- Department for Work and Pensions
- Treasury
- Cities and Local Growth Unit

## Government Agencies

- Careers and Enterprise Company
- National Careers Service

## Local Government

- Upper Tiers
- Boroughs and Districts

## Business

- Individual Businesses
- Business Representative Organisations

## Education and Skills Providers

- Schools
- Colleges
- Independent Training Providers and their networks
- Universities
- Adult Learning Providers

## Community and Voluntary Sector

- Community Organisations
- Charities

## Area Partnerships

- Coastal West Sussex
- Gatwick Diamond
- Greater Brighton
- Rural West Sussex

## Other E&S groups

- Surrey ESB
- Coastal West Sussex
- Sussex Learning Network

# Equality, Diversity and Inclusion



# Our Commitment to Equality, Diversity and Inclusion in Communications

Coast to Capital is engaging an external agency to review and make recommendations on equality, diversity and inclusion in our corporate communications process. This will extend to all Skills 360 Board communications.

We have completed initial research and are exploring how we use business and community group leaders and representative groups to engage with a more diverse range of stakeholders and to promote our programmes and services.

We welcome suggestions as to how we could make our communications more inclusive.

# Purpose

# Stakeholder Conversations

This Comms Strategy will enable the Skills 360 Board to engage, consult and collaborate with partners to deliver the Skills Action Plan, to identify and maximise the resources needed to do so and to identify any gaps that need to be filled.



# Objectives

**This Comms Strategy sets out three key objectives that the Skills 360 Board has identified.**

## Share information

- Key messages from the Coast to Capital Skills Strategy and Action Plan and Local Skills Report
- Updates on the business of the Skills 360 Board
- Progress against the skills action plan & project updates
- Labour market intelligence
- Case studies
- Funding opportunities
- Policy news

## Deepen relationships

- Understand each others role and responsibilities
- Identify gaps and who is best placed to fill them
- Increase collaboration
- Minimise duplication of effort
- Maximise collective intelligence

## Explore emerging issues

- Consult partners
- Engage in debate
- Seek expert opinion
- Ask difficult questions

# Communication Plan

# Communication Activity

We will meet our objectives through a variety of different communication activities.

## 1. Share information

- Bespoke conversations
- Representation at conferences, events, meetings
- Annual launch of the Local Skills Report
- Webinars
- Coast to Capital website
- Growth Hub skills portal
- Coast to Capital / Growth Hub newsletters & stakeholder updates
- Social media

## 2. Deepen relationships

- Bespoke conversations

## 3. Explore emerging issues

- Quarterly 'question time'

# 1. Share information

# Representation at conferences, events, strategic meetings

## Audience

- Any or all of our key partners and wider stakeholders

## Frequency

- Ad hoc

## Action owner

- Skills 360 Board members, Coast to Capital skills team

## Information to share

- Thought leadership, strategic priorities, labour market intelligence, current and planned activity, employment and skills challenges

## Outcome

- Leadership and influence of Skills 360 Board felt more widely



# Launch of the Local Skills Report

## Audience

- Any or all of our key partners

## Frequency

- Annual

## Action owner

- Coast to Capital skills team

## Participants

- Skills 360 Board members

## Information to share

- Thought leadership, strategic priorities, labour market intelligence, current and planned activity, employment and skills challenges

## Outcome

- Leadership and influence of Skills 360 Board felt more widely
- Partners better informed, more engaged and open to collaboration

# Coast to Capital website

## Audience

- Any or all of our key partners

## Frequency

- Regular updates

## Action owner

- Skills Project Manager

## Information to share

- Governance, research studies, labour market intelligence, strategy and action plan, Local Skills Report, European Social Fund projects and funding opportunities

## Outcome

- Partners better informed

# Growth Hub skills portal

## Audience

- Businesses

## Frequency

- Monthly updates

## Action owner

- Skills Coordinator

## Information to share

- The local, regional and national education and training provision, initiatives and funding that are on offer to support businesses to understand and develop their workforce in support of their business plan

## Outcome

- Businesses better able to make informed choices

# Coast to Capital / Growth Hub newsletters & stakeholder updates

## Audience

- Any or all of our key partners

## Frequency

- Monthly

## Action owner

- Skills Coordinator

## Information to share

- Key announcements, new initiatives, project updates

## Outcome

- Partners better informed

# Social media

- Twitter
- LinkedIn

## Audience

- Any or all of our key partners

## Frequency

- Weekly / before and after Skills 360 Board meetings

## Action owner

- Skills Coordinator

## Information to share

- Strategic insights, labour market intelligence, policy announcements, funding opportunities, Skills 360 Board – what's on the agenda / insights from meeting

## Outcome

- Partners better informed, more engaged and open to collaboration

## 2. Deepen Relationships

# Bespoke conversations

121 / one to many

- Understand each others role and responsibilities
- Identify gaps and who is best placed to fill them
- Increase collaboration
- Minimise duplication of effort
- Maximise collective intelligence

## Audience

- Local Government, Education and Skills Providers, Community Voluntary Sector, Area Partnerships, other Employment and Skills groups

## Frequency

- Quarterly

## Action owner

- Coast to Capital skills team

## Participants

- Skills 360 Board members, Skills 360 Board Chair, Coast to Capital skills team

## Outcome

- Partners better informed, more engaged and open to collaboration
- Impact of collective intelligence and activity is maximised

**Explore emerging issues**



# Question Time – curated series of facilitated workshops

- Consult partners
- Engage in debate
- Seek expert opinion
- Ask difficult questions

## Audience

- Any or all of our key partners

## Frequency

- Quarterly

## Action owner

- Coast to Capital skills team

## Participants

- Skills 360 Board members / partners

## Activity details

- Different focus for each workshop (e.g. collaborative approaches; future skills; green skills)
- Question time approach
- Break out groups to answer a key question that has arisen or that is agreed in advance

## Outcome

- Coast to Capital area benefits from collective intelligence to address issues arising in complex times

# Coast to Capital

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