

City College Norwich

LSIS Improving Provider Commercial Training & Related
Business Services for Employers

Kirsty Barlow

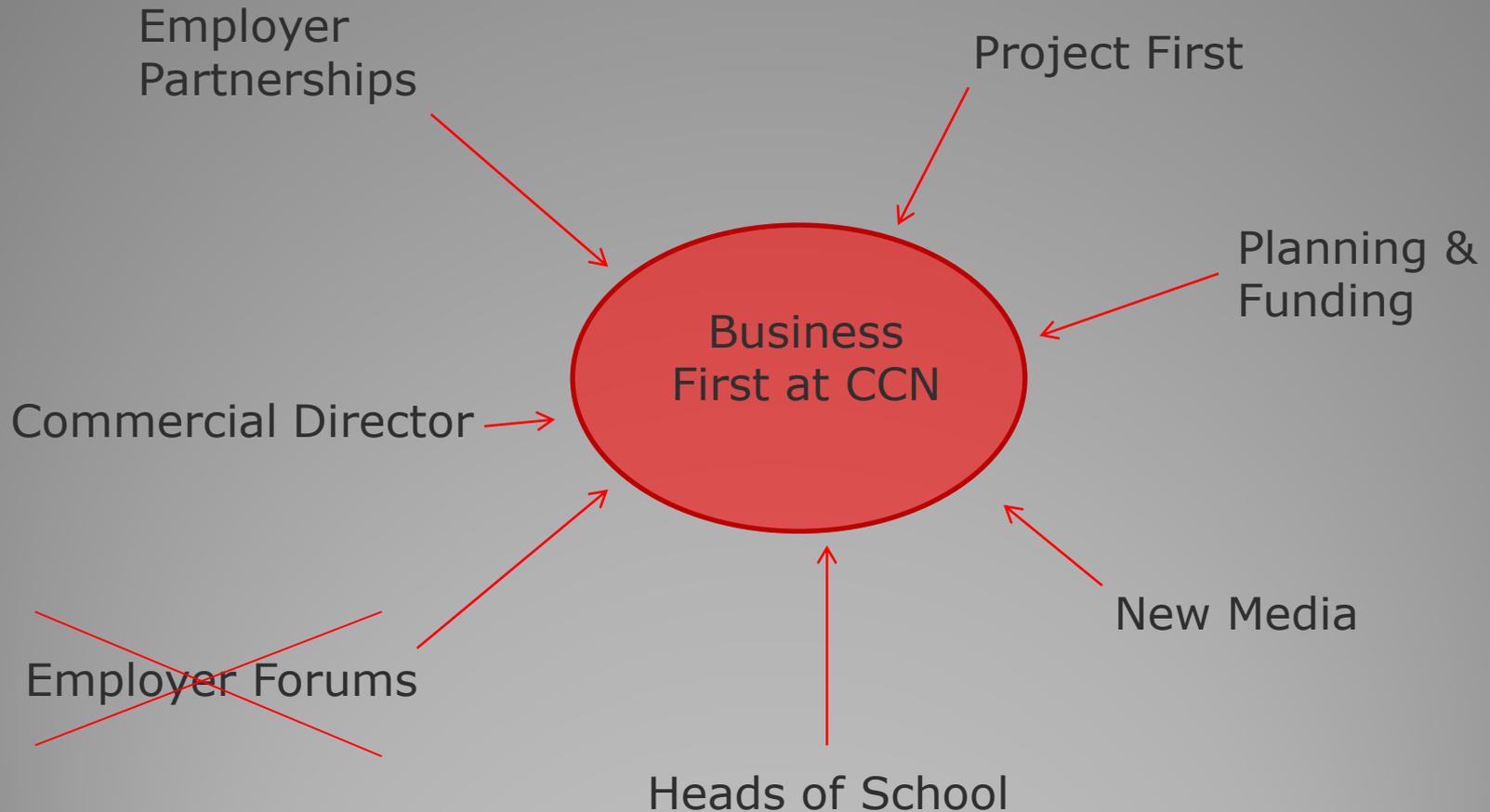


CHALLENGING MINDS. INSPIRING SUCCESS.

CITY COLLEGE
NORWICH

- Improve commercial offering to businesses.
- Create a simple and effective website to compete with the market.
- Increase sales of commercial courses!

Project Aim



Who was involved...

The Training Hub

- Great idea!.. in theory.
- Too wordy.
- Too complex.
- Ineffective product.

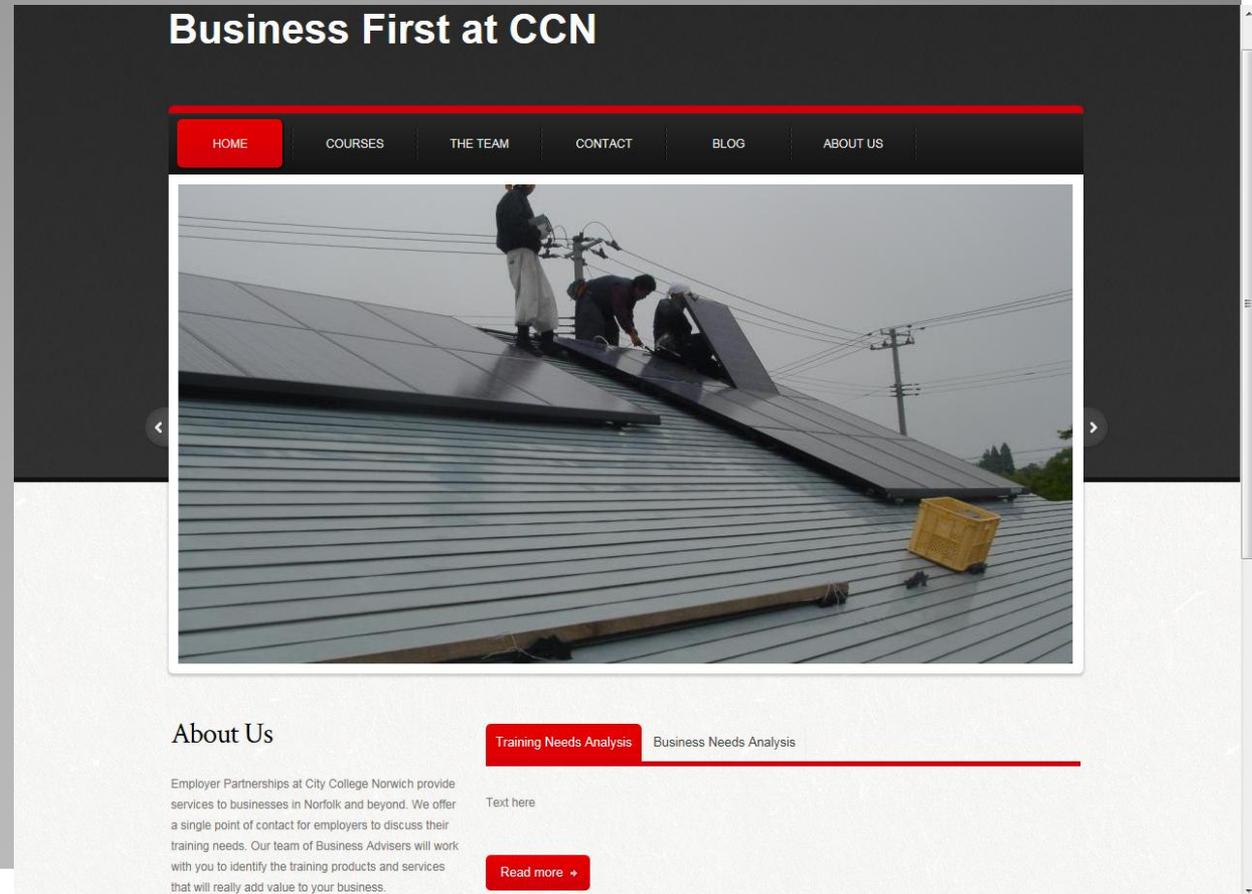
The screenshot shows the homepage of 'The Training Hub'. At the top left is the logo, which consists of a cluster of colorful circles (pink, green, blue, red) above the text 'The Training Hub'. To the right of the logo is a search bar with the word 'Search' inside. Further right are links for 'Log In | Register'. Below this is a navigation menu with items: Home, myHub, hubCommunity, hubServices, hubSectors, hubGrow, hubChallenge, hubCourses, hubTeam, and hubHelp. The main content area is divided into several sections. On the left, there are two promotional boxes: 'Training Matters' with a 'Latest News' thumbnail and 'BusinessFirst' with a photo of a woman. The central 'Welcome' section contains a large image of two women talking, followed by text about the hub's purpose and a list of services including Accrediting Qualifications, BusinessFirst, Consultancy, ProjectFirst, The Research Centre, Training Needs Analysis, and Workplace Support. On the right, there is a 'User login' box with fields for Username and Password, a 'Remember me' checkbox, and a 'Log in' button. Below the login box is a 'Sections' area with links to myHub, hubCommunity, hubServices, hubSectors, and hubGrow.

Where we were...

- Enter... the danger zone...



- Re-focused on what we want the site to do.
- Clarifying our commercial offering.
- Starting small.



Where we are...

Keep our service personal

Business First at CCN

[HOME](#)[COURSES](#)[THE TEAM](#)[CONTACT](#)[BLOG](#)[ABOUT US](#)

Meet the team

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[Read more →](#)

User Login

Username *

Password *

[Create new account](#)

[Request new password](#)

[LOG IN](#)

- Progress slowly... but surely...
- Employer focus groups and feedback.
- Continuously monitor – is what we're doing effective?

Going forward...

- Make it business relevant – separate from focusing on students.
- Don't lose track of what you're trying to achieve.
- Ensure all stakeholders are on board.
- Really think about 'what is commercial.'
- Look at what you have already – could it be adapted?

Lessons learned...

Thanks for Listening!