

PRD project – case study: Phase 2

Building effective practice in partnership working to support young people (18- 24) to progress to employment, including apprenticeships



Project title - **Developing a Marketing & Communications strategy for provision for the unemployed**

Worth reading if you are interested in:

- Marketing & Communications strategies
- NEET 18-24

Contact information

Main contact: **Rebecca Diamond**

Name of Peer Review and Development (PRD) group: **Beds & Herts PRD Group**

Participating organisation(s):

12 different providers are involved in this project:

- a. Develop EBP
- b. Skillnet Ltd
- c. HIT Training
- d. APEX Partnership
- e. Harlow College
- f. North Hertfordshire College
- g. Exemplas
- h. Academy of Learning
- i. Bedfordshire & Hertfordshire Provider Network
- j. Jobcentre Plus
- k. KEITS Training Services Ltd
- l. Care Training Solutions

What was the original PRD project designed to achieve?

In Phase 1 of the project we set out to...

.(please indicate **why** you used the approach that you did)

Phase 1 looked at how we can enhance the voice of the 18-24 NEET community, ensuring that we are using new technology to reach the group and seek their views about the design

and delivery of provision for employment. This would include the exploration and testing of Social Media approaches including twitter, facebook and Linked In to gather more useful feedback about the type of provision that will engage, motivate and inspire learning, ultimately leading to increased progression into employment and/or Apprenticeships.

and we achieved

We achieved the following key activities:

- We worked with the Jobcentre Plus to undertake a survey of 299 NEETs in the Herts & Beds area. This data was analysed and used to inform the provider development of Social Media.
- We worked as a group to identify target groups to try to reach through Social Media and tested out a variety of approaches to see what is most effective
- We analysed the findings from the testing phase and created a guide for providers highlighting the most effective approaches
- We presented the findings of the project to providers across the East of England through a webinar

How did the phase 2 activities embed or extend the work undertaken in phase 1 of the project?

In phase 2 we wanted to....

In phase 2 we wanted to seek to embed further the innovative and creative approaches that providers could take when engaging effectively with 18-24 unemployed individuals.

We wanted to utilise the research that we had developed in phase 1 and put it together with a more structured approach to Marketing & Communications for the 18-24 group

and we achieved or are working towards achieving....

Phase 2 has equipped all participants to develop/revise their own Marketing & Communications strategy and will also create a tried and tested 'blueprint' with guidance notes that can be disseminated more widely to the sector for use beyond the project (available July 2013)

What has been the main impact of the project and how will this affect key stakeholders such as learners, the PRD group and participating organisations?

Definition – impact = “A change in behaviour as a result of engagement with the PRD activity.”

The main **impact for the PRD group** has been or will be

The main impact for the group overall has been new networking opportunities and confidence in developing new approaches to marketing & communications

The main **impact for the participating organisations** has been or will be

The main impacts reported by members of the group have been:

- Greater understanding of trends/data
- A better influence to target market
- Better understanding of how to use Twitter
- Greater success in moving young people into work, engaging with 16 – 24 year olds and employers, partners and providers
- Enhanced use of social media in reaching 18 – 24 NEETS
- More referrals/better engagement with targets
- Increased marketing activity, more focussed and increase in recruitment
- Improved marketing communications

The main **impact for the learners** has been or will be

- The impact for learners is that providers are more aware of how to promote the opportunities to this target group, meaning that they will be more likely to access information about provision, be more likely to see the relevance of the opportunities and how they will support progression to employment.

Has there been an **impact for other stakeholders**?

There will be the impact through the marketing & communications blue print when tested fully and produced in July

What will be done differently and what are the key learning points?

The project activities of the PRD group have influenced other members of the group by sharing best practice. Even those who already had fairly well developed marketing and communications strategies have been able to see the value in having a focus on 18-24s.

Key learning points identified by members include:

- Greater understanding of trends/data
- A better influence to target market
- Better understanding of how to use Twitter
- Greater success in moving young people into work, engaging with 16 – 24 year olds and employers, partners and providers
- Enhanced use of social media in reaching 18 – 24 NEETS
- More referrals/better engagement with targets
- Increased marketing activity, more focussed and increase in recruitment
- Improved marketing communications

What resources should be shared with the FE and Skills sector?
(Please list and submit with the case study)

- Training materials
- Marketing & Comms Strategy Blueprint (available in July 2013)