



Minimum Contract Level Support Programme

communications, image, branding and marketing

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25 October 2011

The small provider perspective ...

- How would **communications** work between ourselves and the lead provider?
 - Which areas?
 - How frequently?

- How will my **image** and reputation be affected by joining this partnership?
 - Your organisation
 - Other partners

Branding and marketing

- How will we be **branding and marketing** our offer?
 - Jointly
 - Lead as prime with our logo
 - Whose clients?

- How will we be **perceived** by clients and stakeholders?
 - Equal partners
 - Still an organisation in our own right
 - On the Apprenticeship Vacancy site

Roles and responsibilities

- What will the **lead provider** do and what will **I** need to do?
 - Is this clear
 - Is this documented

- What are the key factors in making partnerships work?

Resources

Support for Collaborative Contracting

- Sub-contracting toolkit
- Case Studies
- Toolkits:
 - Managing Risk
 - Partnership Planning and Working
 - Shared Leadership and Governance
 - Shared Services
 - Sub-contracting
 - Quality Management
 - Sub-contracting (Nov 2011)
 - Annual planning and operations cycle (Nov 2011)

<http://www.excellencegateway.org.uk/page.aspx?o=MCLsupport>

Any questions?

Wrapping Up

- We'll send you evaluation form and a link to the recording
- Slides from the seminar will be on the Excellence Gateway

You may be interested in further support from the LSIS MCL Support Programme.

- A range of resources are available on the Excellence Gateway site www.excellencegateway.org.uk/MCLsupport
- Further web seminar events are planned, you can find details and registration on events.lsis.org.uk/Pages/Event/Stage1/Events.aspx
- If you would like to talk to an MCL Partnership Adviser please send an e-mail to mclsp@lsis.org.uk