

Let's be York – let's learn, earn and grow/make your mark

Skills Recovery Plan

Objectives

Think – employers are aware of the benefits of the skills interventions that meet local needs, are confident that investing in key sector skills will have a positive return as they re-start/grow their business. Employees and those entering the job market believe they can get/retain a job in York in key sectors. All audiences understand how CYC is creating local opportunity.

Feel – all audiences feel the skills and employment landscape is understood and responsive, and that CYC is influencing the agenda. Businesses feel the local offer reflects their skills needs. They are confident that they know how to get additional support and are able to take full advantage of national support available to them and their employees. Employees and those entering the job market feel that they have ready access to information about the options available to them. Those disproportionately affected feel this is for them.

Do – all audiences access the best choices for their business/career, based on national incentives, and local and personal circumstances.

Strategy

Target communications directly where they're needed
'Cut through' the information overload by providing clear, concise messaging directly to each key audience, **creating a central 'hub' where they can access support and information**. Utilise the existing 'let's be York' campaign look and feel, which is already recognised and trusted by local businesses.

Build advocacy across the city and wider region to amplify the message

Share information and support links to partner organisations, encouraging them to share through their channels, reinforcing the 'halo effect'.

Build confidence in York's employment/skills sector

Demonstrate sector leadership, sharing case studies highlighting innovative practice and 'successful' individuals, to show what is already being achieved across the city.

Provide a steady drumbeat of messaging

Engage the local media with regular features and articles, and use paid for social media posts to target key audiences with consistent messages signposting to support.

Utilise existing, trusted 'let's be York campaign' with a distinctive colour scheme for the skills strand. Adopt 'let's learn, earn and grow' strapline.

PRIORITIES//KEY DATES

Strands to the skills recovery:

- **Skills and employment pipeline**
- **Support for individuals**
- **Shaping provision**
- **Social inclusion**
- **Support for businesses**

This plan sets out communication actions to support each strand.

- **School term ends 17 July**
- **A level results day**
- **GCSE results day**
- **Schools return wk 7 September**
- **Furlough scheme ends 31 October**

Let's be York: lets learn, earn and grow

OBJECTIVES

Think – aware of benefits of skills programme, to business, and city – aware of key sectors and skills required. All audiences understand how CYC is creating local opportunity.
Feel –feel the skills and employment landscape is responsive, that CYC is influencing the agenda. Businesses feel the local offer reflects their skills needs are are confident they know how to get additional support to take full advantage of national support available to them and their employees. Employees, those entering the job market feel they have ready access to information about the options available to them. Those disproportionately affected feel this is for them.
Do – access the best choices for their business/career, based on national incentives, and local and personal circumstances.

AUDIENCE

- All York businesses
- People working in York
- Women/lower wage earners disproportionately affected
- Young people aged 16-25
- Schools
- Stakeholders e.g. Job Centre,
- Colleges
- CYC staff
- Members
- Parents/carers of 16-25 year olds
- MPs
- Partners, e.g. Chamber of Commerce, York BID, Indie York, York Learning
- Adult learners

STRATEGY

- **Target communications directly where they're needed**
- **Build advocacy across the city and wider region to amplify the message**
- **Build confidence in York's employment/skills sector**
- **Provide a steady drumbeat of messaging via partners and direct**

IMPLEMENTATION

Target communications directly

- Create information hub on CYC website, under Let's be York banner, information for businesses, etc, with links to existing pages on apprenticeships, York OK etc. Include posters signposting support for staff
- Gather insight (eg hierarchy of influence on careers...parent/teacher/careers) and info from chamber, FSB etc about current attitudes to recruitment (business side of OBC)
- Develop a concise regular e-newsletter (working with MIY), outlining national and local support available for businesses. Include poster signposting support for employees. Deliver via emerging business networks and partner orgs
- Encourage York employees to join resident newsletter, include regular skills section. Signpost via boosted social media posts, partner network and CYC/partner publications
- Dedicated information for young people, hand delivered at GCSE/A Level results pick up to 16/18 year olds. shared by schools, York College, Askham Bryan College and universities.
- Update careers advice online information for schools
- Update careers information on YorOk website to ensure consistent messaging

Build advocacy and amplify the message

- City Skills Board as advocates on supply and demand side
- Support and reflect outcomes of skills networks and asks from businesses; regularly use industry figures to present and share via linkedin and biz media
- Share information pack with partners and employers across the city to use on own channels
- Encourage agencies working with families, young people and adults to share, including CYC Early help team, social workers, 2 year old funding team, HMOs, LAC
- Utilise existing channels, including CYC partners' pack
- Create digital content that challenges assumptions about sectors to encourage sharing
- Social media engagement and sharing via partner channels
- Hits to CYC hub website
- Requests for information to CYC support networks

Build confidence in the sector

- Development of City Skills Board
- Develop and share case studies of 'success' stories inc. CYC. examples being used by the apprenticeship team, including adult learners and those affected gaining qualifications.
- Share on CYC channels, including Instagram, particularly targeting younger audiences.
- Create case studies from partners and encourage sharing
- Use virtual online job fairs, apprenticeship events and careers fairs to showcase the potential in York's skills market – package as a one-minute pitch on opportunities, showing how York skills programme meets local and regional need (to build aspiration – make it

Provide a steady drumbeat of messaging via partners and direct

- Work with York Press (online) to create timed adverts to signpost businesses and employees to online support hub – at launch and at the end of October, as the furlough scheme comes to an end. Use retail forum, indie york and fsb to offer 'next steps' packs to soon to be redundant employees (work with LEP)
- Showcase STEP into STEM work – events and drip feed of PR and social to promote careers and potential employers
- Case studies (showing career outcomes of former apprentices in York growth sectors) and local media ad campaign to raise visibility of opportunity and promote growth sectors.
- Live Q&A featuring apprentices (and parents if poss!)
- Use COVID volunteer and community network to share info into communities
- Support local media outlets to run articles/features outlining the support available and positive, success stories, providing regular update press releases, offering interviewees, feature opportunities and sector leadership opinion pieces.
- Time local activity to complement national Apprenticeship Service campaigns/ calendar.
- Utilise NAS campaign assets – esp those which help people apply <https://www.youtube.com/user/ApprenticeshipsNAS/videos>
- Advertise the hub where young people look for jobs...eg designer outlet jobs pages, indeed etc.

EVALUATION

Let's be York – let's learn, earn and grow

| Audiences | Channels |
|----------------------------------|--|
| All businesses | <ul style="list-style-type: none"> • Dedicated e-newsletter signposting support available (deliver via Make it York channels?) • Information hub under skills section on the CYC Let's be York webpages • Social media; insta and linkedin are key (tick tok? What's app?) • Local media articles and advertising • Make it York , FSB, Indie York, professional services 9eg accountants and lawyers for small businesses) • Traders associations incl Haxby, Micklegate, Gillygate, Acomb Alive, York Retail Forum, • York BID communications • Chamber of Commerce • Indie York channels • Business Bulletin, business sectoral roundtables, whatever networking/workshop presence they establish |
| York residents and employees | <ul style="list-style-type: none"> • Information hub under skills section on the CYC Let's be York webpages (SHOULD THIS BE MIY?) • Social media • Local media articles and advertising • Directly from partners, including York Learning, social workers, early help team, carers' centre, Job Centre, Armed Forces Support networks • Community facebook pages |
| 16-25 year olds, including NEETS | <ul style="list-style-type: none"> • Digital magazine with case studies for young people • Issued by school/colleges on results days (GCSE/A LEVEL) and sent direct to NEETS • Social Media, including on school/college channels, plus tiktok/what's app/insta content • Updated careers pages for schools (York Education) • Updated information on Yor OK site (consistency key) • LACs, HMOs, community officers, other outreach community conversations |
| Parents | <ul style="list-style-type: none"> • Information hub under skills section on the CYC Let's be York webpages • Social media • Local media articles and advertising • Directly from partners, including York Learning, social workers, early help team, carers' centre, Job Centre, Armed Forces Support networks • Community facebook pages |
| Partners and stakeholders | <ul style="list-style-type: none"> • Information shared via partners' pack • City Skills Board • Make it York • York BID • Chamber of Commerce, FSB, Science park, HOC Group |

Let's be York – let's learn, earn and grow activity schedule (to be populated once agreed)

| Date | Activity | Actions | Channels | Objective /Strategy |
|--------------|---|---------|----------|---------------------|
| Wk c 11 July | Design look and feel for campaign, linking to Let's be York creative, and bringing in colours from the York Apprenticeship Hub logo | | | |
| Wk c 11 July | Review customer journey of both employer and would-be apprentice | | | |
| Wk c 18 July | | | | |
| July-October | | | | |
| July | | | | |
| August | | | | |