

CPCA Service/Initiative	Key Messages	Target Audience Groups	Delivery Channels & Timing
<p>STAR Hub</p> <p>Apprenticeships</p> <p>(Both are linked to the STAR Hub)</p> <p>Skills Brokerage</p>	<ul style="list-style-type: none"> • To attract interest in Levy Employers sharing their underspend in the Levy • To create awareness around the Levy Pot being available to non-levy employers and Providers who have run out of non-levy funding • Good news on creating a sizable Levy Pooling Pot • Successful good news stories for successful Levy Transfers to SME's/ Start-ups / non levy employers • Mayor photo opportunities to promote the Levy Pooling and Transfers to SME's • Possible promotion of Levy Employers involved in sharing their Levy – e.g. • Cambridge University, Cambs & Pboro NHS Trusts, DfE, LA's, Banks, Power Station, Recruitment Companies etc 	<ul style="list-style-type: none"> • Students – Secondary Schools • Learners – FE Colleges/Providers • Providers • Employers paying the levy, categorised by size • Higher Education Institutions (HE) • Teachers • Parents/ Guardians • Community • Local Authorities • Community Organisations • CA Board • Business Board • Skills Committee • Employment and Skills Board • Colleagues • Brokerage Teams • STEM Learning • St Neots Manufacturing Club • Construction Forum • Logistics Forum • SEN Engagement via Schools • Networks; E.g. Chamber of Commerce FSB Cambridge Network IoD Opportunity Peterborough Bondholders One Nucleus 	<ul style="list-style-type: none"> • Launch Event to promote the Levy Pooling Service • Business Awards • Apprenticeship Awards • Networking Events • Dinners with Stakeholders • Social Media Twitter LinkedIn Facebook • Roadshows • Networks • Business Events • School Events • Careers Fairs • Presentations – Levy Pooling Service to send out regionally and nationally to promote and attract levy employers and SME's • Speaking slots at meetings/conferences • Newsletters • Via Partners Newsletters • Via Partners sending emails to their Networks • Webinars • Videos • Levy Pooling video • Podcasts

	<ul style="list-style-type: none"> • Encourage strategic relationships to levy share e.g. local authorities into colleges or HEI's in the region • Skills Brokerage teams linking business with education to create a more sustainable workforce of the future • Working with businesses across all sectors to reinforce the key messages in priority sectors to support skills gaps 	<ul style="list-style-type: none"> • Government DfE Careers & Enterprise Company BEIS DWP Other LEP's/ Combined Authorities Education Skills Funding Agency (ESFA) National Apprenticeship Service National Careers Service National Groups 	<ul style="list-style-type: none"> • Website • Direct – email, telephone, mailshot etc. • Surveys • Press Releases • Research papers i.e. via RAND Europe undertaking a Careers Advice research paper with all the schools • CITB complete research on Construction Skills analysis • Press releases with photo opportunities, case study stories. Social media (Ongoing activity from November 2019 through 2020) • Supply Chain Events • Q&A Slots at Conferences (attending Form the Future Annual Conference in Cambridge 2/12/19 – on the Panel). • Guest Speaker slots • Business Breakfasts • Informal Networking events • Business Cluster events • Cornerstone Employer events • Roundtables • Skills Boards
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Adult Education Budget (in general)	<ul style="list-style-type: none"> • Awareness of the statutory entitlements for 19 to 23 years and the unemployed to access free education and the offer from the providers to all adults and employers 	<p>17 AEB Providers</p> <ul style="list-style-type: none"> • Cambridge Regional College • Peterborough Regional College • City College Peterborough • College of West Anglia • College of West Suffolk • Bedford College • North Hertfordshire College • Rutland County Council • Central Bedfordshire Council • New College Stamford • Hills Road Sixth Form College • Steadfast • NACRO • The Skills Network • Back2Work • The Consultancy Home Counties Ltd <p>Local employers</p> <p>Local community groups – e.g. Cambridge Arts, GLADCA,</p>	<ul style="list-style-type: none"> • Monthly newsletter – (first Friday of every month) The purpose is to inform the Providers of present and future activity that includes policy developments, strategic intent, data changes, available data reports, relevant CPCA initiatives and promotional opportunities. • Quarterly Review meetings – November, February, May. It provides an opportunity to seek promotional joint activities and to highlight successes between residents and employers • Monthly performance visits from AEB contract lead (notes of visits recorded including opportunities for potential Mayor visit)

<p>Funding Consultation (proposed changes to CPCA</p>	<p>We would like to review the communication strategies of the 17 providers in attracting demand from residents, local employers and community groups</p> <ul style="list-style-type: none"> • Inform employers, education and training sector and community groups 	<ul style="list-style-type: none"> • Adults from aged 19 – attracting 19 to 23 year olds without a level 2 or level 3, employed increasing their skills and qualifications, the unemployed and those furthest from the labour market. • Politicians – skills committee members • 17 AEB Providers – education and skills • All local authorities including District Councils 	<ul style="list-style-type: none"> • A quarterly or termly letter (sending a letter signed can be very powerful) from the AEB team to the 17 AEB Provider leaders on performance so far and exciting future expectations • Articles in local newspapers on adult education entitlement (in consultation with 17 providers) including focus on Peterborough and Fenlands • Articles in the local newspaper on new digital adult entitlement from August 2020 • Termly gatherings on AEB (3 a year) – discuss strategic and operational developments – remove myths, misconceptions, tensions and contradictions • Two consultation events in early and late January 2020
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<p>AEB Funding that will better enable the meeting of our strategic priorities)</p>	<p>of proposed changes to ensure a co design of the final funding changes</p>	<ul style="list-style-type: none"> • Local Community Groups • Employer and Business Groups • Individuals • Learners, local employers, community groups and 17 AEB providers 	<ul style="list-style-type: none"> • Involve local communities through social media – including twitter and LinkedIn
<p>Adult Education Budget (celebrate the achievements of learners, employers and Providers who were successful in the achievement of progression through utilising AEB – FE or education, pay, promotion, sustainable employment, increased self confidence)</p>	<ul style="list-style-type: none"> • Celebratory 	<ul style="list-style-type: none"> • 17 AEB Providers • Local authorities • Community groups • Governance Boards – Skill Committee, • Internal relevant staff 	<ul style="list-style-type: none"> • End of term CPCA celebratory event – September / October 2020 <p>Requires an action plan to publicise the event, agree on achievement topics, attendees, venue and date.</p>
<p>Adult Education Budget</p>	<ul style="list-style-type: none"> • Review (of communication) 		<ul style="list-style-type: none"> • Questionnaire