Marketing and Referrals

Please describe how you will ensure the desired number of participants attend this provision.

Your response should:

- Identify the organisations that you will engage with to generate referrals, this should include a broad range of organisations from a variety of sectors
- Detail any existing links with these organisations and how these will support referrals or if not yet in place, your strategy for establishing these
- Demonstrate how you will achieve maximum occupancy on the provision
- Explain how you will attract participants from all the specified priority groups
- Detail your marketing strategy for promoting this provision including the different channels that you will use and why you consider this to be suitable for the specified priority groups

Insert your response in the pre-set, shaded space on the following pages. Your response MUST be limited to 2 sides of A4.

Based on our experience of engaging 30,000+ voluntary participants on employment programmes in the last four years, Reed in Partnership (Reed) understands the range of outreach & marketing channels required to attract & engage participants. We will secure REDACTED referrals to achieve REDACTED Starts, a REDACTED uplift on Start targets.

Partner Working: Reed & partners F1 Training & College of West Anglia (CWA) have existing links with local referral partners who we have engaged to discuss the service. Our Team Managers (TMs) will further develop these links (& create new ones) by: visiting partners to increase awareness; outlining eligibility; developing referral protocols; & providing a single point of contact. Partners engaged include:
Cambs & Peterborough (C&P) Councils: We engaged with a number of C&P Council Teams to ensure effective alignment with their provision, including Troubled Families (TF), Adult Learning & 14-19 teams. We have agreed mutual referral practices to ensure participants receive sequenced support, e.g. Both TF teams agreed to signpost individuals when they are ready for work, also supporting their own outcomes (e.g. individuals showing "significant & sustained" progress towards work).
JCP: We already have established links & referral protocols with C&P JCP offices via our previous ESF Families delivery. Recent discussions with the two Relationship Managers revealed a strong desire to integrate our service within JCP provision. Therefore, we agreed that: TMs will deliver briefing sessions in all 9 JCP Offices to introduce the programme to Work Coaches & facilitate suitable referrals (i.e. those not approaching Work Programme mandation); & our Keyworkers will have a visible presence in offices for 1:1s & group sessions (where possible) on an outreach basis.
Housing Associations (HAs): Cross Keys Homes & Circle Housing have agreed to promote the service to their workless residents via: facilitating our door-knocking & leaflet drop activities; providing updates on social media & in resident newsletters; & their staff signposting onto the service. TMs will develop further links with local HAs during implementation, particularly where they provide access to residents in more rural areas, e.g. Luminus Housing has 7,500+ homes across Huntingdonshire.
VCS/Other: Peterborough Football Club (current delivery partner on our National Citizen Service contract) has agreed to promote the service, which will help to secure referrals of workless young people aged 18-24, tackling the high NEET concentration in the area. We will agree referral processes with CPFT's IAPT team to engage participants with mental health needs, & have engaged MOVEON East (NOMS) to explore referral of ex-offenders.
Reed: Our Reed Specialist Recruitment (RSR) offices (in high street locations in Cambridge & Peterborough) have agreed to signpost individuals who register with them but are assessed as requiring more intensive support to secure work.

Maximum Occupancy: To ensure we achieve maximum occupancy, we will secure REDACTED more referrals REDACTED to account for any drop-outs between referral to programme Start (aligned with our previous voluntary contracts). We profiled residents & their barriers using Nomis data, MI from previous Reed delivery, LEP ESIF Strategy & partner discussions. This informed our referral KPIs per area & priority groups, & helped develop our Marketing Strategy (below). Our performance against referral & Start KPIs will be monitored by TMs using Orion, our participant management system, & reported to the Operations Manager (OM) weekly.

Attracting Participants: To meet LEP & ESF priorities, we have set the following engagement targets of REDACTED economically inactive & REDACTED unemployed (JSA claimants), within which our priority group targets include:

REDACTED on health-related benefits; REDACTED Carers/Lone Parents; REDACTED aged 50+; REDACTED NEET (18-24); & REDACTED ex-offenders. These targets are based on our: extensive local research; understanding of the LEP's priority groups as detailed in the GCGP ESIF Strategy (e.g. young lone parents); & achievement of these targets on previous, similar local authority contracts. TMs will monitor referral MI to ensure priority group targets are met & revise our strategy to increase focus on particular groups if needed. Where we engage participants with multiple, complex needs who would benefit from more intensive support, Keyworkers will refer onto the four local C&P Big Lottery Fund programmes. Our strategy for attracting specific priority groups is described in the section below, and underpinned by the following key principles:
Visible: Our varied marketing & Keyworker outreach activities will ensure the service is visible & accessible locally, making it convenient for participants to attend.
Relevant: Outlining our service & how it is tailored to participants' needs will help remove negative preconceptions (e.g. from experiences on other provision). Materials will be designed for individual priority groups promoting specific interventions, e.g. describe available health support to engage ESA/IB claimants.
Welcoming: Our friendly, approachable Keyworkers will support initial & ongoing participant engagement. A Welcome Pack detailing how participants can achieve maximum benefit from the service will help to instil motivation to attend provision.

Marketing Strategy: We have developed a multi-channel Strategy to engage all groups using our experience of engaging long-term unemployed including lone parents, young people & 50+ to ensure suitability. Our Marketing team will manage engagement campaigns, monitor effectiveness &, via internal audits, ensure we meet ESF Marketing & Publicity requirements. Outreach/Referral: Keyworkers will conduct regular, timetabled outreach with local partners accessed by priority groups, enabled by portable ICT equipment. E.g. outreach at JCP offices will help engage *unemployed*, *pre/post Work Programme* & *health benefit* participants (ensuring we do not exceed the LEP's expectation by engaging more than 20% JSA claimants). By explaining the service to stakeholders, we will enable them to make suitable referrals to the service. Direct Marketing: We will develop plain language leaflets/posters to promote the service (approved by DWP), ensuring these are suitable for participants with *basic skills* needs. These will be distributed in referral partner premises, libraries, GP surgeries & community centres (supporting the engagement of *Older participants*). We will produce materials in local community languages to meet *BME group/ESOL needs* (e.g. Polish, the most common BME language in C&P). We will also develop materials to promote the service to *employers*, detailing the benefits & how they can participate. Online: We will develop a dedicated webpage to outline the service & enable participants to self-refer using a simple e-sign up form. We will use Twitter & Facebook to conduct targeted advertising, proven to be effective in engaging *young people*, e.g. our East of England National Citizen Service page has 9.5k followers. We will also promote our service on Cambridgeshire Council's service directory & Reed's website. Case Studies: Our Marketing team will work with TMs to capture good news stories & develop case studies, effective in engaging & motivating participants. These will be featured in local press (e.g. Fenland Citizen) & will be available in video format online. Strategic: Our OM will develop links with strategic bodies to further promote the service & ensure its alignment with local priorities, including: the GCGP LEP Skills Group; Cambridge GET Group; & C&P Chambers of Commerce.