

[2.5.1] 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
- Describe 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, including how you will prevent participant disengagement and drop-out prior to them starting on 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.

MAXIMUS' experience over the past 20 years of successfully delivering employment programmes across REDACTED international locations demonstrates a strong track record of deploying targeted marketing to generate participant referrals. For this provision in the South East Midlands LEP (SEMLEP), we have used knowledge from our REDACTED voluntary programme in REDACTED and REDACTED supporting unemployed people into work, our consultation with Local Authorities (LAs), community providers and our Supply Chain Partners (SCP), to develop a robust locally informed **Marketing and Engagement Plan** to ensure we attract and secure REDACTED participant starts. Our Plan is led by our Contract Manager (CM) and will be deployed by our Work Advisors (WA) dedicated to the delivery of this provision. In support of our Plan, we will establish an **ESF Steering Group** of key stakeholders including Jobcentre Plus (JCP), LAs, community providers and colleges to support our engagement strategy. The Steering Group will enable alignment of engagement strategies deployed across similar strands of ESF provision (e.g, Building Better Opportunities, Skills Funding Agency and Access to Employment), to maximise the opportunity for all providers to focus their activity to achieve targets. To ensure all priority groups can access and be referred to provision, we will monitor referrals by priority group and against forecasted volumes, to maintain a pipeline REDACTED% above start profile. **Organisations we will engage** for referrals include (but not limited to):

Participant Barrier	Local providers
Long term unemployed	JCP, LA Employment Services, Community Work Clubs, REDACTED, REDACTED, Citizens Advice, Housing Associations (eg: REDACTED)
Lone Parents	REDACTED, REDACTED, Family Groups, Local Authority Troubled Families Teams i.e. REDACTED
Ex-Offenders	Probation Services, REDACTED
Drugs & Alcohol	REDACTED, Community Housing, REDACTED
Older workers 50+	REDACTED, REDACTED, REDACTED
Mental Health/ Learning Difficulties	REDACTED, REDACTED, Disability Resource Centre (DRC), REDACTED, REDACTED, REDACTED
People with disabilities / health conditions, ESA claimants	GP Surgeries, Health Trainers, JCP, DRC, REDACTED, REDACTED, Community Centres, REDACTED, supported housing services
Low/no qualifications, basic skills needs	The Learning Partnership (TLP), Adult Community Learning Services, Further Education Colleges
Carers, care leavers	REDACTED, REDACTED, REDACTED
Ethnic minorities/ESOL	REDACTED, REDACTED, REDACTED
Migrant Workers	REDACTED, REDACTED, TLP
Young people 16-24.	REDACTED, School Partnership Boards, REDACTED, Youth Clubs, REDACTED, REDACTED

MAXIMUS and SCPs TLP and DRC have **existing provider links held with over REDACTED referral partners** in SEMLEP, able to refer eligible individuals from all priority groups to this provision. For example: MAXIMUS engages with JCP Advisors daily and have links with LA employment services and organisations such as Citizens Advice, housing associations, REDACTED and Volunteer Centres to refer participants. TLP have close links with the REDACTED to support migrant workers (a LEP priority group), numerous training providers and colleges and partnerships with over REDACTED referring organisations. DRC have over REDACTED referral

partners referring ESA claimants and older workers 50+ to their programmes (both LEP priority groups). DRC are a 'Community Navigator' for disabled people and manage a database of REDACTED local/national organisations through which referrals can be identified. We will **develop new links with referral partners** by: i) continuing our engagement with the LAs to enable access to linked local community services and their users; ii) establishing our Steering Group to review and steer engagement activity as the provision is embedded in order to identify new referral partners and open communication channels; and iii) working in community outreach locations to deliver a targeted marketing and engagement plan, meeting and talking to local providers to promote the provision and engaging potential participants as part of core WA responsibility. **We will achieve maximum occupancy** by working with SCPs, our Steering Group and providers to build relationships to continuously target activities within communities. By working in community and rural outreach locations, we will develop a regular presence in locations on a REDACTED basis, building routine into our engagement. We will also establish a profiled REDACTED referral target for REDACTED months of provision, in excess of start targets, to drive our referral engagement strategy. Performance of referrals engagement will be monitored and reported on against REDACTED targets. To **prevent participant disengagement and drop-out**, we will maintain contact through text, email and phone delivered by our Case Management Assistance Centre (CMAC), between their referral and provision start, to keep their interest and enthusiasm levels high. Participants can access our offices and outreach sites to attend Information Sessions, meet our WAs to build rapport and become familiar with the services. To ensure **we attract participants from all specified priority groups**, we will review referral numbers held on our customer database REDACTED to identify under-represented target groups, from which we will forge new links with organisations supporting those groups and who can refer. We will conduct active engagement of a broad range of organisations from across a wide variety of sectors supporting priority groups. We will deliver targeted engagement events e.g. sports activities, gardening / healthy living activities developed in partnership with community providers which will aim to attract interest and participation from a range of priority groups.

Marketing Strategy: Implemented by the CM, our Marketing Strategy will: i) focus on **awareness-raising in local community settings** and locations frequented by priority groups (REDACTED) through distribution of REDACTED. Our strategy is aimed at engaging referrals through a variety of messages, mediums and targeted and non-targeted methods to raise awareness and attract eligible individuals to participate. REDACTED. **Our approach is suitable for priority groups** by using a variety of methods to attract them: REDACTED; provision will be promoted through local organisations already in contact with priority groups in locations that are familiar to them. We will refresh our campaign and engage with referral stakeholders to refine our strategy every REDACTED, in order to be agile to emerging referral routeways.