

Communications Plan for Learning & Development NOS Review & L&D / A&V Quals

1 Introduction

This communications plan outlines the communication efforts that will be undertaken for this project. This has been developed in line with LLUK programme office guidance and Stakeholder Management guidance. Further guidance and advice has been sought from the LLUK Marketing and Communications team.

2 Purpose

The purpose of this communications plan is to support the promotion of the project's activities, products and to communicate its progress in line LLUK's priorities by:

- Ensuring strategic direction in our communications
- Securing engagement and efficiency internally
- Strengthening LLUK's reputation externally
- Where applicable, outlining marketing activities required to take this project's products to market.

3 Current situation

Internal strengths	Internal weaknesses
<ul style="list-style-type: none"> • LLUK are now set up with specific roles to support delivery including Policy, Strategy, Stakeholder Engagement, Project Management, MarComms. This should allow for an efficient use of resources and more streamlined communications • LLUK has an established working relationship with key partners and many stakeholders • In 2009-10, roles and responsibilities of those involved in the project have been better defined, there is a dedicated strategic support for standards and qualifications activity, which will improve communications [Internal and External] throughout the project lifecycle 	<ul style="list-style-type: none"> • LLUK staff/teams are geographically split, mainly between the Leeds and London Office. The project is dependant on excellent communication channels, particularly between the central Standards & Qualifications team and the project team. • Specialist knowledge on specific areas of NOS and Qualification development is held by a range of people within the organisation, which means the project is responsible for promoting collaborative working amongst staff to ensure that the project has the information it needs to be successful. • The organisation and this project carries a high impact risk, if key personnel are lost during the project lifecycle then the impact on delivery / other staff could be great.

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External opportunities	External threats
<ul style="list-style-type: none"> External dissemination of research, guidance, events and final products could raise the profile of LLUK and fulfil its role as a Sector Skills Council. Provide opportunities to develop new working partnerships. 	<ul style="list-style-type: none"> This project is funded by UKCES and close communication will be required to ensure that the project delivers what is required by them. Political sensitivities That work delivered by the project will be negatively received or seen to be contentious, causing reputational damage.

4 Key Stakeholder Communication

To support the communication of the project's outcomes, and progress against budget and plan we will be implementing communications activities, evaluating the outcome in the lessons learned log and following up as needed. Based on the Stakeholder Analysis we have identified critical stakeholders/stakeholder groups and have determined the following stakeholder communication activities to inform and advise of the project's progress against plan (this information will be transferred into the high level, financial and detailed project plans under the Project Management heading):

Primary stakeholders	Communication goals and performance indicators (what will the audience know, think or do differently?)	Communication activities (Media & Frequency)	Responsibilities		
			Management	Administration	Specialist
LLUK Internal Stakeholders: e.g. Programme Management, Finance etc...	Goal: To provide accurate project information and raise profile of the project. Aim to also disseminate research findings and recommendations internally to inform areas of LLUK activity. Performance indicator: Staff will understand the nature of the project and project will have a positive image.	Creation of project factsheet	Draft Material	Circulate and post to website	Rebecca Fountain
		Dissemination of research findings and project products through LLUK website and events	Draft Material	Circulate, post to website and organise consultation events.	Rebecca Fountain
		E-updates to inform at key project milestones	Draft Material	Send to email list for interested parties	Rebecca Fountain and Sean Murrice

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Project Internal Quality Assurance Group	<p>Goal: To gain project assurance, and ensure that quality products are delivered via a suitable project approach. Provide members with up to date project information so that they are able to promote a positive project image within the organisation, and identify similar areas of activity within LLUK.</p>	<p>Circulate relevant project documents for review on a six weekly basis.</p>	<p>Draft Material</p>	<p>Circulate to IQAG</p>	<p>Kim Harman</p>
	<p>Performance indicator: Members will champion the project and contribute to the delivery of products that are fit for purpose. An effective project approach will be agreed by members.</p>	<p>Monthly project briefings – face to face meetings, teleconference, video conference and email briefings as appropriate.</p>	<p>Draft material</p>	<p>Arrange meetings and circulate information</p>	<p>Kim Harman</p>
Project Board	<p>Goal: Ensure products are fit for purpose and have been created using a robust process by providing timely and appropriate information.</p>	<p>Meeting Frequency- at key project decision points</p>	<p>Draft Material</p>	<p>Circulate information for review ahead of meetings by email</p>	<p>Kim Harman</p>
	<p>Performance indicator: Members will champion the project and contribute to the delivery of products that are fit for purpose. An effective project approach will be agreed by members.</p>				

5 Communication focus areas

To support the goals listed above and to strengthen our relations with the critical stakeholders identified we will be focusing on improving the following communication areas:

- Regular and informative electronic updates to all those with registered interest (internal and external) in the project
- Communication and consultation with key project groups; Project Board, Expert Working Group, Awarding Body Working Group and Sector Skills Council Working Group.

6 Product Marketing

Project D: Review of Learning and Development NOS and Assessment Strategy					
Product	Communication Aims	Communication activities (Media & Timing)	Audience		
			Internal Dissemination	External Dissemination	Shared with UKCES
Phase 1 Research Report on current provision	To provide detailed summary of the current suite of L&D NOS and other suites that may be relevant for review and feedback	September 2009	No	Yes	Yes
Consultation Events on draft NOS	To provide draft Standards for review and feedback	November 16 th – 4 th December 2009	No	Yes	Yes
Phase 2 Research Report on proposed provision	To provide detailed summary of the consultation and proposed way forward for review and feedback	January 2010	No	Yes	Yes
Publish National Occupational Standards	To provide tools required by Awarding Organisations to develop qualifications	March/April 2010	No	Yes	Yes

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Project K: Credit and levelling of qualifications based on learning and development / assessor and verifier standards					
Product	Communication Aims	Communication activities (Media & Timing)	Audience		
			Internal Dissemination	External Dissemination	Shared with UKCES
Consultation Events on proposed Qualification Structure	To provide high level structure and sample specifications for review and feedback	November 16 th – 4 th December 2009	No	Yes	Yes
Qualifications Strategy and Research Report	To provide detailed summary of the consultation and proposed way forward for review and feedback	January 2010	No	Yes	Yes
Web Consultation on draft Units of Assessment	To provide draft Units of Assessment and Rules of Combination for review and feedback	February 15 th – 26 th 2010	Yes	Yes	Yes
Publish Units of Assessment and Awarding Organisation Guidance	To provide tools required by Awarding Organisations to develop qualifications	March/April 2010	No	Yes	Yes

This information will be transferred into the high level, financial and detailed project plans under the outcome and product headings. Where applicable, this may be transferred into a collective marketing plan by the Marketing and Communications team.

7 Budget

Communication Activity	Budget
e.g. Project Board Meetings	
e.g. Internal Quality Assurance Group Meetings	
Printing, Publishing & Design Costs	
Advertising Costs	
Events	
Other	
Issue Management Contingency	
Crisis Management Contingency	
Other Contingency	
TOTAL BUDGET	

8 LLUK communication policy

All communications must be aligned with LLUK's overall communication policy (Below is under review Jan 09):

Objectives
<ul style="list-style-type: none"> • We use communication to support business goals by securing strategic direction, engagement and efficiency and by building LLUK's reputation • We believe in open and honest communication based on a "say what we do and do what we say" approach • We strive to communicate as one organisation to become the leading voice among relevant stakeholders, and thereby support our vision that the UK lifelong learning workforce will be the best in the world <p>To meet these objectives we agree to the following requirements:</p> <ul style="list-style-type: none"> • We are all responsible for internal and external communication and for integrating communications in all decisions • We communicate in as positive and constructive a manner as possible • We communicate in a respectful and credible way and engage constructively with our internal and external stakeholders • We proactively plan and target our communication to relevant stakeholders, implement it in a professional manner, evaluate and follow up • We align our country, region and project communications, internally and externally, on important matters