

Committee(s) Public Relations and Economic Development Sub (Policy and Resources) Committee	Dated: 6 October 2016
Subject: The City's Business: Helping young Londoners towards and into employment. A Guide – Communications Plan.	Public
Report of: Director of Economic Development and Director of Communications	For Information
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Summary

In February 2016 the Policy and Resources, Community and Children's Services Committees and the Education Board noted the progress being made by a study commissioned to look at youth employability in London (now named the "City's Business").

The Committee also noted the development of an Employability Framework, to channel employability activity within the City Corporation.

In line with the above, two documents have been produced:

- a. The City's Business Communications Plan: Outlining future work to ensure that the City's Business is widely disseminated. – Annex 1
- b. Employability 1 Pager: Outlining the work underpinned by the Employability Framework. This document is for external consumption to ensure that all messages are clear and consistent. – Annex 2

Recommendation

- Members are asked to note the documents included in Annex 1 & 2.

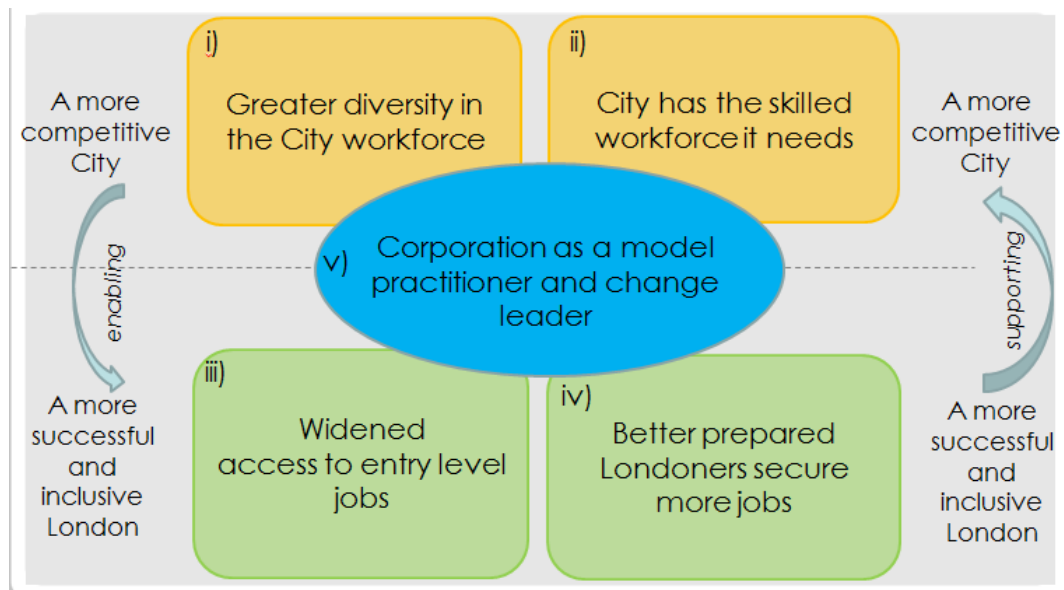
Main Report

Background

1. On 28 May 2015, the Policy and Resources Committee approved the provision of £30,000 from the Policy Initiatives Fund for a Study, and associate guide, on youth employability (now named the "City's Business") to strengthen the City's role in working with London's Communities. A panel of experts informed the Study, co-chaired by Alderman and Sheriff Bowman, Mark Boleat and Past Master Mercer Debby Ounsted.
2. On 18 February 2016, Policy and Resources, Community and Children's Services Committees and the Education Board noted 1) the continued work on the "City's Business", 2) progress made in developing an Employability Framework and 3) required next steps which included implementing the "City's Business" findings and creating a compelling narrative for our employability work.

Current Position

- Following the successful launch of The City's Business; a guide sharing best practice in tackling youth unemployment, almost 1400 copies have been disseminated to City Businesses and key stakeholder groups. To maximise and evaluate the impact of the City's Business, dissemination and communication needs to be co-ordinated.
- With a framework in place to guide future employability work (see figure below), a compelling narrative for our employability work is required in order to communicate this structure in a clear and consistent manner, to internal and external stakeholders.



Proposals

- Officers propose to implement the attached communications plan for the City's Business (Annex 1) and utilise the Employability Framework 1 pager (Annex 2).

Corporate & Strategic Implications

- The above relate directly to the last of the three points in the Corporate Plan:
 - To provide valued services, such as education, employment, culture and leisure, to London and the nation.*

Conclusion

- Support for the proposed City's Business Communications Plan and Employability Framework 1 pager would ensure communication is coordinated and in-line with previously approved documentation.

Appendices

- Annex 1 – City's Business Communications Plan
- Annex 2 – Employability Framework 1 pager