

ANNEX 1

THE CITY'S BUSINESS COMMUNICATIONS PLAN

1.0 INTRODUCTION

Just under one in five young Londoners are unemployed. The capital now has the second highest rate of 16-24 year olds out of work in England. This is despite the growth we have seen in the UK's economy, which has resulted in reductions in overall unemployment.

Youth unemployment causes exclusion and disadvantage, and has a cost to society. We believe more can be done to prevent young people falling through the net. It is time to tackle youth unemployment in London with renewed dedication.

Young people need to be helped to develop the skills that employers require to meet current and future demands. We need to address the disconnect between skills and business needs.

While many City institutions are indeed addressing these challenges, we believe that the City as a whole – City businesses large and small; the City Corporation; schools and educators; charities and third-sector organisations; and Livery companies - can do more. Businesses that are already actively supporting young Londoners are seeing the benefits; finding new talent and the opportunity to diversify their workforce. This support is benefiting young Londoners as well, by helping them to build career aspirations, develop valuable soft skills, and gain insight into working life through hands-on experience.

This communications plan aims to support and promote the work of the City of London Corporation, delivered by the Economic Development team.

2.0 COMMUNICATING/PUBLICISING:

- Communications and publicity will use a number of methods and will make increased use of publicity via the internet and social media where appropriate
- These methods are as follows:
 - Promotion via the City Corporation corporate twitter account (currently 24.6k followers). This activity can vary from posting pro-active tweets to re-tweeting messages from partners and posting links to the COL website, posting images or short video clips
 - Promotion via the City Corporation corporate Facebook page including 'news stories', images and videos

- Writing press releases sent to specifically identified media outlets for each strand of publicity
- Press events and photo opportunities
- Coverage in City AM column and advertising
- Video clips from events and schemes posted on social media
- Messages sent to email database (e-shot) e.g. event invitations
- Hard copies of the City's Business Guide although we will try to use soft copies where appropriate
- Direct mail to businesses where appropriate/required e.g. event invitations
- Use of the COL's various channels via our partners, e.g. inserting messages onto screens in libraries, Barbican, Museum of London, promotion via schools, if applicable to any of this work

3.0 KEY MESSAGES, THEMES, SUGGESTED ACTIVITY AND KEY DATES:

3.1 OBJECTIVES

- Support and enable the establishment of a City workforce open to all Londoners, where City opportunities are connected to the talent of Londoners and the City's competitiveness is reinforced
- Encourage City institutions to tackle youth unemployment in London by adopting 5 key recommendations outlined in the City's Business guide: **1.** Walking the Talk, **2.** Target support where it is needed, **3.** Collaboration, **4.** Small and local is beautiful, **5.** Monitor and evaluate
- Demonstrate the City of London Corporation's and the guide's partner organisations' commitment to supporting young people into work

3.2 KEY MESSAGES (to relate to Core Message on supporting the capital)

- Londoners have some of the best job opportunities on their doorstep, and have a lot to offer businesses. Yet, for many young Londoners, these advantages don't translate into successful employment
- The City's Business guide gives five key steps for City institutions to follow to help tackle youth unemployment in London. Together we can do more to support young people out of unemployment and into jobs
- Employers from all sectors value soft skills that are often gained through experience of work. We need to help young people build career aspirations and gain insight into working life through hands-on experience
- Supporting young people into work is in the City's interest. Institutions that support young people's employability have found that in addition to meeting their social responsibility objectives, there are many benefits for their business. These include the diversification of their employment base, attracting the best talent, and helping to develop a sustainable workforce of the future

- Youth unemployment causes exclusion and disadvantage, and has a cost to society. Young people need to be helped to develop the skills that employers require to meet current and future demands. We believe the City of London as a whole can do more to address the disconnect between skills and business needs

3.3 SKILLS AND EMPLOYABILITY KEY STATISTICS:

- London Unemployment rate 16-24: 17.1% (2016 - [link](#))
- Second highest unemployment rate for people aged 16-24, by region in UK (2016 - [link](#))
- 27.5% of young black people are unemployed, the highest of any ethnic group. Second highest are young Asian people at 24.3%. This compared to youth unemployment rates of 13.1% for young white people (the lowest). (2016 - [link](#))
- Only 3% of London jobs > £20k open to flexible working (2016 – [link](#))
- 39,000 new jobs in the Square Mile by 2025. High skilled +14%; medium skilled -5%; entry-level +7% (2015 - [link](#))
- 20,000+ City jobs in entry-level occupations (e.g. sales, customer services), set to grow by 7% by 2025 (2015 - [link](#))
- 63% of young people cite lack of work experience as a primary barrier to employment and report insufficient information on career options; and 56% received no information on vocational training. (2015– [link](#))
- 7% of UK citizens privately educated compared with 51% of senior bankers ([2014 – link](#))

3.4 TARGET AUDIENCE

- Regulators & politicians (GLA Members; London MPs, Borough Leaders, & Council Officers)
- Immediate stakeholders (EDO and CoLC Officers & Members; key infrastructure bodies; grantees; potential grantees; City leaders, workers, human resource and Corporate Social Responsibility professionals)
- Media (London media; social media; and other trade media)

3.5 KEY DATES & PLANNED ACTIVITY

Key events will be used as media hooks to promote the City Business guide through the communications methods mentioned in 2.0

City's Business events
13th September – Alderman Parmley Apprenticeship Roundtable
10th October – Launch of work experience week
19th October – Targeting support where it is needed
7 th November – Walking the talk breakfast
17th November- Onside youth Zone launch event

Mansion House Events
September 1 - Chartered Banker Institute – Young Banker of the Year
September 21 – Financial Centre of Excellence Event with UKTI
September 27 – Dragon Awards Dinner
October 26 – City Banquet
Economic Development Office Events
19th September - Liberal Democate conference, "How can we best promote employability among young people? - Brighton
26 September - Labour Conference, "In or out of the single market: Investing in the skills we need for a successful financial services sector?" - Liverpool
3rd October - Conservative Conference, "The path to prosperity: getting the skills Britain needs'
EDO Employability Project Events
22nd September - City Business Traineeship Awards – Markel, 20 Fenchurch Street
25th October - Responsible business and engaged giving – 20 Fenchurch Street
10th November - City Business Traineeship Employer Forum - The City Centre

Awareness Days

Awareness day	Date	City's Business
Black History Month	1 st – 31 st Oct	Point 2: Target support where it is needed
National work life week	3 rd -7 th Oct	Point 4: Small and local is beautiful
World teachers day	5 th Oct	Point 3: Collaboration
Dyslexia awareness week	3 rd - 10 th Oct	Point 2: Target support where it is needed
Work Experience Week	10 th - 15 th Oct	Point 1. Walk the talk
National Youth Agency Week	7 th -13 th Nov	Point 3: Collaboration
Universal children's day	20 th Nov	Point 2: Target support where it is needed
International Volunteer Day	5 th Dec	Point 1. Walk the talk
Student volunteering week	27 th Feb – 5 th Mar	Point 1. Walk the talk
National apprenticeships week	13 th – 17 th Mar	Point 1. Walk the talk

4.0 EVALUATION

Each strand of publicity can be measured via coverage and social media impact to assess its success – targets to be set via weekly media 'GRID' for each activity and outcomes recorded post publicity – and reported back to Members and senior colleagues.