1. **Purpose**

1.1. At its meeting on 22\textsuperscript{nd} March 2018 the Sustainable Development Select Committee considered a report on the Implementation of the Work and Skills Strategy 2016-18.

1.2. Mayor and Cabinet was advised of the comments and views of the Sustainable Development Select Committee on 6\textsuperscript{th} June 2018.

1.3. This paper sets out the response.

2. **Recommendations**

The Mayor and Cabinet is asked to:

2.1 Approve the officer response to the referral by the Sustainable Development Select Committee on the Implementation of the Work and Skills Strategy 2016-18.

2.2 Agree that this report should be forwarded to the Select Committee.

3. **Referral from the Sustainable Development Select Committee:**

3.1 At its meeting on 22\textsuperscript{nd} March 2018 the Sustainable Development Select Committee considered a report on the Implementation of the Work and Skills Strategy 2016-18.

3.2 The Committee recommends that more resources be made available to enhance the scope and scale of the Council's work and skills activities online., The Committee believes that a marketing budget should also be made available to support this work.
Following the discussion at Sustainable Development Scrutiny Committee earlier this
year, the Economy and Partnership service has reviewed and updated how we engage
with residents to promote the work of the service. The use of online communications
is now at the centre of our communications.

We have now developed specialist websites and refreshed a number of existing
webpages for the key work programmes delivered by the service. These include:-

- [www.lewishamlondon.co.uk](http://www.lewishamlondon.co.uk) – for the Inward Investment Programme
- [www.lewishamconstructionhub.co.uk](http://www.lewishamconstructionhub.co.uk) – for the Lewisham Construction Hub
- [www.lewisham.gov.uk/mayorandcouncil/counciljobs/apprentices](http://www.lewisham.gov.uk/mayorandcouncil/counciljobs/apprentices) - for Apprenticeships
- [www.deklondon.com](http://www.deklondon.com) – for the ERDF deK Growth programme
- [https://www.lewisham.gov.uk/mayorandcouncil/counciljobs/employmentadvice/lewisham-service-providers-forum/Pages/Lewisham-Service-Providers-Forum.aspx](https://www.lewisham.gov.uk/mayorandcouncil/counciljobs/employmentadvice/lewisham-service-providers-forum/Pages/Lewisham-Service-Providers-Forum.aspx) - for the Lewisham Services Provider Forum (currently being updated)
- Creative Enterprise Zone – website being developed and will be launched in the autumn

We have a dedicated Twitter account for the Lewisham Construction Hub to publicise
construction apprenticeships as well as opportunities for local labour and our local
businesses on our construction sites. In addition we regularly use the Council’s Twitter
account to publicise new apprenticeship vacancies within the Council and with our
partner organisations.

The Lewisham Construction Hub publicity and marketing strategy includes a regular
PR campaign through posters advertising using the JCDecaux stands in strategic
locations throughout the borough

In addition to website and twitter, the service uses a range of other communication
channels to publicise our work including e-zines/e-newsletters, Lewisham Life
magazine and other sector magazines eg Masthead.

We incorporate the costs of communications including promoting our activities online
within the funding applications for the programmes that are delivered by the service.
4. Financial implications

4.1. There are no additional financial implications arising from this report. Going forward, the Council will be including the costs of marketing and related activities in funding applications, thus enabling the Council to deliver more PR and marketing activities.

5. Legal implications

5.1 There are no further legal implications arising from the context of this report,

6. Crime and disorder implications

6.1 There are no specific crime and disorder implications arising from this report.

7. Equalities implications

7.1 There are no specific equalities implications arising from this report.

8. Environmental implications

8.1 There are no specific environmental implications arising from this report.

9. Background documents and originator

- [http://councilmeetings.lewisham.gov.uk/mgAi.aspx?ID=18808](http://councilmeetings.lewisham.gov.uk/mgAi.aspx?ID=18808) – Minutes of the 22nd March 2018 Sustainable Development Select Committee meeting – agenda item 6

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