

MAYOR AND CABINET			
Title	Response to the Sustainable Development Select Committee – Implementation of the Work and Skills Strategy		
Key Decision	No	Item No.	
Ward	All Wards		
Contributor	Executive Director for Resources & Regeneration		
Class	Part 1	Date	20 September 2018

1. Purpose

- 1.1. At its meeting on 22nd 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 6th 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 22nd 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.

Response:

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 – for the Inward Investment Programme
- www.lewishamconstructionhub.co.uk – for the Lewisham Construction Hub
- www.lewisham.gov.uk/mayorandcouncil/counciljobs/apprentices - for Apprenticeships
- www.deklondon.com – for the ERDF deK Growth programme
- <http://moderngov.southwark.gov.uk/mgCommitteeDetails.aspx?ID=410> – Better Placed
- <https://www.lewisham.gov.uk/myservices/business/london-living-wage/Pages/London-Living-Wage.aspx> - for Living Wage accreditation
- <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> – Minutes of the 22nd March 2018 Sustainable Development Select Committee meeting – agenda item 6
- Fen Beckman – Head of Economy and Partnerships (020 8314 8632)