

Progress Through Positive Partnerships: Communications Plan

October 2018

Progress Through Positive Partnerships: Communications Plan

Overview:

Progress Through Positive Partnerships is designed to provide support and tailored assistance to develop employment and vocational skills for city residents. Part-funded by the European Structural Fund (ESF), Aberdeen City Council is working in partnership with a range of training and development organisations to provide increased employability services and positive outcomes across the city.

The project is designed to improve the co-ordination of service provision and ensure that those in need of it receive local support tailored specifically to address their individual needs.

The project primarily targets the regeneration areas of Middlefield, Woodside, Tillydrone, Seaton and Torry, where increased levels of support will be offered, providing additional opportunities to help participants to move closer to the labour market by enabling them to develop relevant skills based on their individual needs and abilities.

Following neighbourhood audits of those regeneration areas, reported to the City Growth and Resources Committee in June 2018, a communications plan for the next phase of the project has been devised. A particular focus is on the requirement to supplement digital communications with additional methods to maximise engagement and ensure potential service users have access to support and opportunities.

Objectives:

- Build awareness of support and tailored assistance for target groups;
- Increase training and employability participation;
- Support the wider objectives of the Progress Through Positive Partnerships project;

Key messages:

- Aberdeen City Council is committed to supporting residents to develop skills base on their individual needs through the Progress Through Positive Partnerships project;
- The project is providing bespoke support and training to develop employability and vocational skills;
- Finding the best route to employment, training, education or volunteering is at the heart of the approach;
- Partnership working is vital to the project, with the Council working alongside a range of partners with the shared aim of improving outcomes;
- The project is part-funded by the European Structural Fund.

Target audiences:

- Aberdeen residents (primarily in the regeneration areas of Middlefield, Woodside, Tillydrone, Seaton and Torry);
- Residents in target groups, including: unemployed; those in low-paid employment; clients in recovery; women returners; care leavers; those for whom English is not their first language; ethnic minorities; people facing other disadvantages, including those with long term health issues, disabilities, alcohol or drug misuse issues; ex-offenders; and care leavers; workers seeking additional hours or more stable employment.
- Local and national stakeholders, including public sector and third sector partners / training providers and support organisations;
- Aberdeen business community and business organisations;
- Local and regional media.

Interdependencies:

- Support from external providers: Tullos Training; SHMU; Aberdeen Foyer; Realise; Pathways Services; Adventure Aberdeen; Early Years Service; Adult Learning;
- Support from Aberdeen City Council functions/clusters: Environmental; Libraries; HR; Housing; Financial Inclusion Team.
- Support from external organisations: Triple As; Momentum; Apex; Aberdeen Cyrenians; Aberdeen Drugs and Alcohol Partnership; Venture Trust; CAB; ACVO; Cash in Your Pocket; Instant Neighbour; Money Advice Service.

Channels:

- Digital marketing: ACC social media channels; ACC website/online newsroom; Email newsletters;
- Non-digital marketing: Posters (ACC and partners sites); Leaflets; Radio advertising;
- Media: Regular media releases and opportunities with the support of print, broadcast and online media;
- Engagement: Career and employability support sessions;
- Partner channels: Digital (social media, web content) and non-digital (including community newsletters, broadcast output).

Related costs:

- Awareness campaign posters and leaflets - £300
- Awareness campaign media advertising (radio, press and social media) - £5,000

Progress Through Positive Partnerships: Communications overview

2018: July - December

	July	August	September	October	November	December
Digital marketing						Ongoing activity
Marketing						Planning / preparation
Media						2018 review / 2019 overview
Engagement						N/A
Partner channels						

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2019: January - June

	January	February	March	April	May	June
Digital marketing	Ongoing activity	Ongoing activity	Ongoing activity	Ongoing activity	Ongoing activity	Ongoing activity
Marketing	Poster/leaflet campaign (1)	Radio advertising		Poster campaign (2)	Press advertising	
Media	Engagement event PR	PTPP case study: client	PTPP case study: employer	Engagement event PR	PTPP case study: training provider	2019 review (six-month)
Engagement	Engagement event (1)		Youth Recruitment event	Engagement event (2)		
Partner channels						

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2019: July - December

	July	August	September	October	November	December
Digital marketing	Ongoing activity	Ongoing activity	Ongoing activity	Ongoing activity	Ongoing activity	Ongoing activity
Marketing	Poster/leaflet campaign (3)	Television advertising		Poster campaign (4)		
Media	Engagement event PR	PTPP case study: client	PTPP case study: employer	Engagement event PR	PTPP case study: training provider	2019 review
Engagement	Engagement event (3)		Recruitment event	Engagement event (4)		
Partner channels						