Communicating with our Learning & Skills Shared Services Programme Stakeholders

To: The Shared Services Advisory Group (SSAG)
By: Rose Rathborne, LSSSP Stakeholder Communications Manager
Communication goals

• Stakeholders are aware of the Programme and our approach.
• Wide engagement to feed into Blueprint, Business Case.
• Demonstrate benefits of shared services for further education.
• Promote ownership and leadership from within the sector.
• Positive and collaborative relationships with our stakeholders.
• Address issues, concerns and communication needs.
Key Messages

• Participation in shared services is voluntary. Colleges/providers will join up based on merits for them – not through compulsion.

• Shared services allows colleges to focus resources on value-add activities rather than routine administrative functions.

• Shared services are an opportunity to drive out any inefficiencies and improve systems and processes.

• Can transform the current reporting burden by integrating the needs of colleges with LSC reporting requirements.

• Are a long-term, sustainable platform for future service improvement and cost reduction.

• Increased efficiencies from shared services means more income can be redirected to the front line and teaching.
Programme stakeholders

- Four primary groups of LSSSP stakeholders:
  1. Colleges and providers
  2. Provider representative groups
  3. Learning and Skills Council (LSC)
  4. Department for Education and Skills (DfES)
Communication environment

- **Colleges and representative groups (external stakeholders)**
  - Members directly affected by changes
  - Will only come on board if significant benefits demonstrated
  - May be cynical about shared services agenda
  - Communication is vital at all stages
  - Engagement via SSAGs, TWGs to ensure best model for L&S sector.

- **LSC and DfES (internal stakeholders)**
  - Programme decision-makers
  - Require detailed information about returns and benefits
  - Will only invest further if long-term, significant benefits for the sector are demonstrated.
Our Approach: current phase

• Currently programme is in Definition stage: info-gathering and evaluation, developing Blueprint and Strategic Business Case

• Targeted, focused communications approach:
  – One-to-one and group meetings (Colleges, AoC, MIS & Finance Directors Groups)
  – Shared Services Advisory Group
  – Technical Working Groups (Finance, HR, Learner MIS)
  – Website info, successful case studies

• With increasing confidence about benefits, costs and savings for the sector, communications to become broader and deeper, based on stronger business case.
Your communication needs

• Info you requested at the previous SSAG:
  – How we fit into wider Government initiatives
  – What are the drivers of the programme
  – Shared services model options
  – Outcomes of Technical Working Groups (TWGs).

• Most effective channels:
  – Your publications?
  – Our publications?
  – More one-to-one/group meetings?
  – Detailed workshops (regional or central)?
  – Regular newsletter?
  – Regular email updates?
  – Website content?
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