



The Academy

Launch Event

The Techno Centre, Coventry

23 December 2008

Launch Event Agenda

- Welcome & Introductions
- Academy Overview
- Learning & Development Workstream
- Marketing & Communications Workstream
- Plenary Forum and Questions
- Close



Academy Overview

Martyn Davey
Programme Manager

Academy Overview

- What is it?
- What's its purpose?
- Who's involved?
- Why do we need one?
- What will it do?
- What will it look like?
- How long will it take?
- How's the project organised?
- How does this affect me?



What is it?

Vision

- The Academy will position itself to be the (sub) Region's leading provider in skills development to improve the delivery of public sector services

Vision

- The Academy will position itself to be the (sub) Region's leading provider in skills development to improve the delivery of public sector services
- By so doing it will:
 - Be pro-active in delivering Learning & Development opportunities that anticipate partner service requirements and organisational improvement needs
 - Become a Centre of Excellence that guides, supports and enhances career-long Learning & Development in collaboration with partners
 - Increase the status of partners as employers of choice by offering outstanding Learning & Development programmes
 - Share Learning & Development resources, knowledge, skills and learning for the benefit of all through effective partnering



What's its purpose?

Aims

- To deliver better and more co-ordinated services to Solihull, Coventry and Warwickshire residents
- To enhance the skill levels of employees within, and the reputation of, the partner organisations
- To improve the range, quality of and access to learning and development opportunities for the collective workforce of the partners
- To achieve efficiencies and costs savings for partners through a shared approach to learning and development



Who's involved?

Partners

Coventry & Warwickshire Partnership Trust

Coventry City Council

Coventry Primary Care Trust

Coventry University

North Warwickshire Borough Council

Nuneaton & Bedworth Borough Council

Rugby Borough Council

Solihull Metropolitan Borough Council

Stratford District Council

The Learning & Skills Council

Warwick District Council

Warwick University

Warwickshire County Council

Warwickshire Police

Warwickshire Primary Care Trust



Why do we need one?

Issues

- Need for **better public services**
- Need better coordinated **client focussed services**
- Need **better skilled** workforce
- Need additional OD and L&D **capacity**
- Need to maximise budget **impact**



What will it do?



Networking

Coaching

Mentoring

Collaborating

Better Services

OD Consultancy & Support

L&D Research & Innovation

Member Skills

Leadership Skills

Management Skills

Vocational Skills

Generic Skills

Statutory + Mandatory Skills

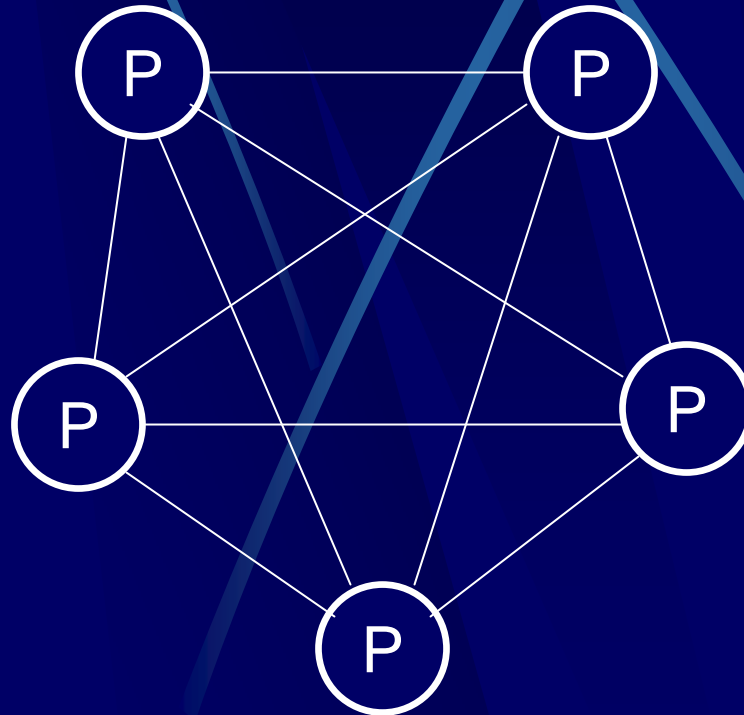
Basic Literacy & Numeracy Skills

Induction Training



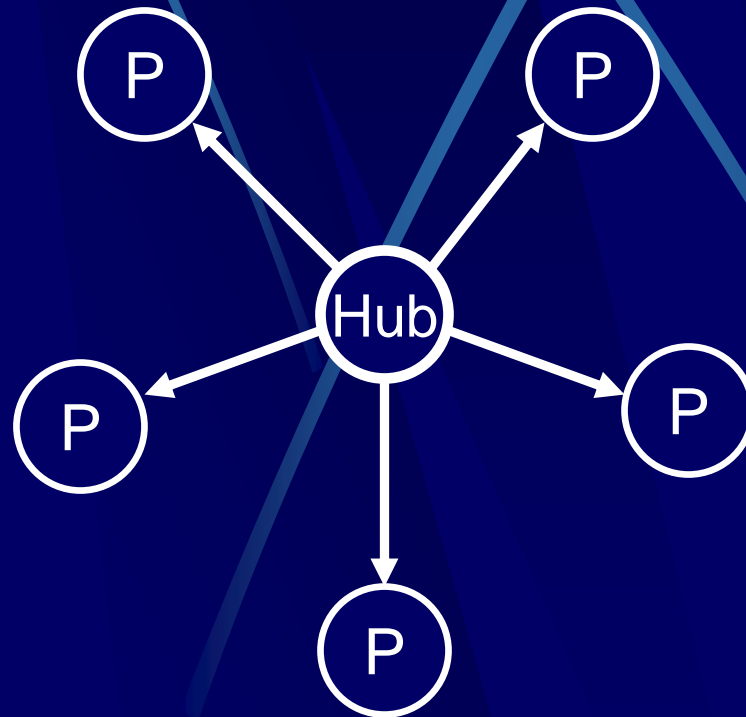
What will it look like?

Phase 1 –Federal Structure



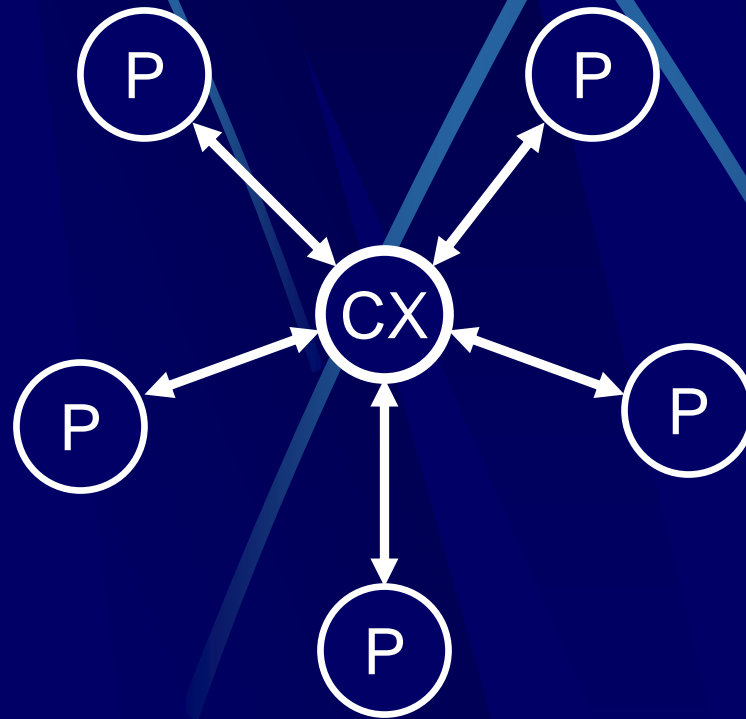
Sharing best practice – utilising spare capacity

Phase 2 – Resource Pool/Hub



Combining and directing resources

Phase 3 – Centre of Excellence



Both physical and virtual



How long will all this take?

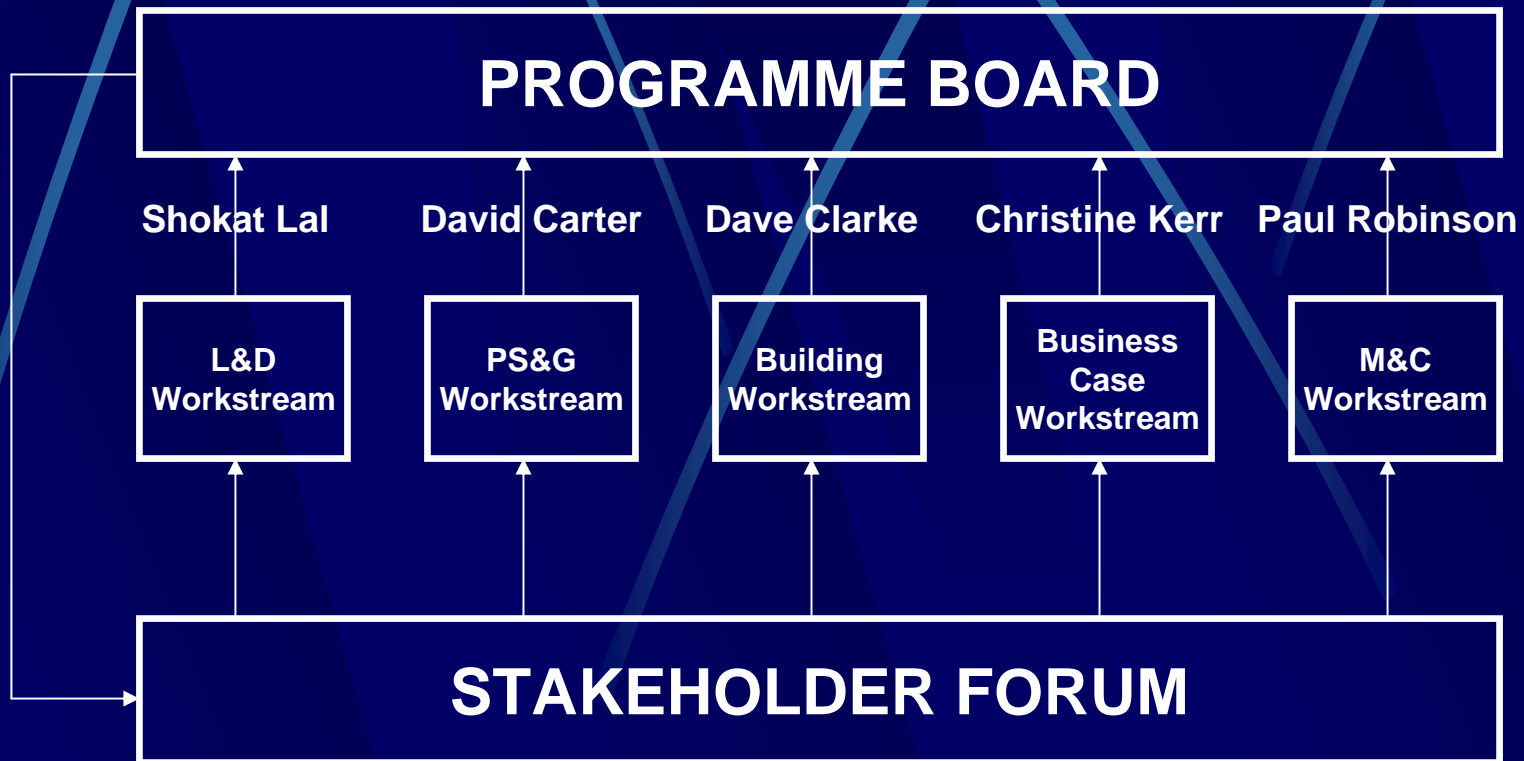
Timeline

- **Phase 1 – Federal Structure** Immediate
- **Academy Business Case** 12 months
- **Partnership Formalisation** 15/18 months
- **Phase 2 - Resource Pool** 18/24 months
- **Phase 3 - Centre of Excellence** 36/48 months

How is the project organised?

Project Structure

Dave Clarke





How does this affect me?

Impact

● Short Run

- Opportunity to help shape future L&D services and programmes
- Opportunity to participate in federal L&D delivery

● Long Run

- Delivering leading edge L&D offerings
- Learning new skills
- Learning new ways of working
- Benefiting from
 - Additional OD and L&D capacity
 - Enhanced career structures
 - Increased professional standing



Learning & Development Workstream

Shokat Lal/Sarah Johns

Strategic Level Objectives

- A clear vision and strategic model for public service skills and working practices for the future
- A portfolio of L&D offerings that support the strategic model and shared partner OD objectives
- A medium/long term L&D implementation plan
- An analysis of expected demand and service delivery resource requirements over the plan period

L&D Workstream and Sub-Groups

L&D Workstream Group

Public Service for the Future

Mapping & Portfolio Development

Baselining and Improvement Aims

Quick Wins

Mentoring

Shadowing

Equality & Diversity

Front Line Managers

Apprenticeships

Basic Skills

E-Learning

Customer Service

Early Key Tasks:

1. Establish baseline data in terms of:
 - a) Profile of current workforce by age, gender, disability, ethnic origin and qualification levels.
 - b) Resources allocated to learning and development activities by partner organisation.
 - c) Current levels of expenditure for services procured (including related venue costs).
 - d) External venue costs.
2. Project desired/anticipated workforce profiles at 2013/2018.
3. Project workforce development needs up to 2013/2018.
4. Specify Learning and Development improvement targets 2013/2018.

Quick Wins

- **Equality & Diversity Programme**

- Joint design and procurement
- Selection process almost complete
- Promotion and bookings for April 2009

- **Shadowing Programme**

- Joint design
- Targeted focus
- Launch Jan/Feb 2009

- **Mentoring Programme**

- Joint design
- Joint training

Quick Wins

Front Line Managers

- Shared access to existing programmes – from January 2009
- Joint approach to developing new offerings

Shared Service Model

- Developing Joint Arrangements
 - eg Coventry City Council due to deliver most of Warwickshire County Council's corporate L&D Programme from January



Marketing and Communications Workstream

Ian Andrew

Objectives:

- Partner employees aware of Academy and enthused
- Increase awareness of partnership learning and development opportunities
- Increase participation in career-long learning
- Better public perception of the public sector among potential employees

Characteristics of early marketing approach:

- High quality visuals and materials
- Develop targeted messages
- Produce clear, consistent, concise information about the project
- Materials reflect characteristics of project
- Pragmatic use of existing channels wherever possible
- Market research to determine further priorities

Stakeholders and key audiences

- Boards, senior management teams, staff side representatives, communications leads
- Recruitment and training departments, senior managers
- Employees, potential employees
- Wider public, employers

Key deliverables

- Complete development of visual identity
- Identify stakeholders and key audiences
- Achieve 'quick wins': 'Spread the word'
 - Website
 - Newsletter
 - Word of mouth opportunities
- Develop marketing strategy and plan

Naming

- **Proposed name**

The Academy

- **Proposed strapline**

...for public service excellence

Academy kitemark



For public service excellence

To be used to denote Academy projects

Coming soon...

www.learningdevelopmentacademy.org.uk

Plenary Forum and Questions





Close