

**n-ergy**

**Corporate**

**Communications Strategy**

**2018-19**

**July 2019**

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## **Chief Executive Officer Statement**

### **Why develop a Corporate Communication Strategy?**

Communication is at the heart of everything we do. It enables us to deliver our services whilst developing our relationships on both an internal and external level which, in turn, helps us sustain and continue to build on our success.

It is really important that we all have a common understanding of how we want to “do things at n-ergy” whether that may be working with each other, working with our clients or meeting the unexpected challenges of our working world.

I am also keen that we communicate effectively in order to share ideas and opinions across the Organisation that will keep us fresh in our delivery, help us capture innovative ideas and optimise the sum of our collective effort.

This strategy will outline how we will manage and develop clear and consistent communications and our commitment to continually revitalising our communications policies and strategy. It will help us understand how to efficiently and effectively use traditional and new media and will formalise our use of social media.

**Donna Turner-Kot**  
**Chief Executive**

## Over-arching View

### Purpose

Our Corporate Communication Strategy supports n-ergy’s vision and values and defines how, on a communications front, we deliver our aim to “make a difference”.

The ability to communicate effectively and strategically is a vital asset in our business. Our ability to communicate efficiently will underpin the delivery of our strategic goals as well as underpin the operational activities that are vital to deliver our services and optimise our efficiencies at every level in the organisation.

Communication in a business context is the process of managing discussion between employees, employer, customers and partners; it is a dual listening process and it is our responsibility to use appropriate language to meet the needs of intended recipients.

n-ergy provides:

- A seamless service from custody into employment
- A unique job preparation support service
- A wide range of vocational programmes
- Voluntary ongoing support for up to 6 months for both the candidate and employer after the candidate has successfully gained employment.

### Vision, Mission and Values

<b>Our Vision</b>
<b>Developing individuals and organisations through unlocking potential and transforming lives.</b>
<b>Our Mission</b>
<b>To create exceptional learning and development opportunities that empower people and organisations to achieve their goals and aspirations</b>

**Our Values** will underpin the behaviours we adopt in fulfilling our individual and collective roles.

<p><b><i>Passion</i></b></p> <p>At n-ergy we pour our heart and soul into our work and believe that the greatest of achievements are driven by passion.</p>	<p><b><i>Commitment</i></b></p> <p>Our commitment to all stakeholders is second to none. From our people to your people, we deliver what we promise.</p>
<p><b><i>Integrity</i></b></p> <p>Our moral compass is our guide in all business activity. Honesty is at the heart of every business decision.</p>	<p><b><i>Going the Extra Mile</i></b></p> <p>Our aim is to overachieve and add value where ever possible. Exceeding our customers' expectation is our mantra.</p>
<p><b><i>Quality</i></b></p> <p>Quality is the foundation of our business. It drives continual improvement, enabling us to deliver a first class service for our customers.</p>	<p><b><i>Learning</i></b></p> <p>Embracing learning, it's that simple. We must always practise what we preach and offer our people the opportunity to learn and develop.</p>

We must work to promote trust, respect and mutual understanding in all that we do whilst continuing to build high levels of satisfaction with every stakeholder.

## **Commitments**

We, on an individual and organisational basis are committed to establishing and maintaining relevant two-way channels of communication with all our internal and external stakeholders. Our communication will be delivered in a timely, accurate, appropriate and clear manner in order to promote mutual understanding. We will strive to communicate with our employees and external stakeholders using the media and format that is relevant and appropriate to meet individual needs.

## **Stakeholders**

By definition, a stakeholder is a person, group or organisation that has interest or concern in an organisation and can affect or be affected by the organisation's actions, objectives and policies; hence, our communication strategy must identify and consider both internal and external stakeholders. Stakeholders include owners (shareholders), government (and its agencies), employees, directors, creditors, suppliers, clients, employers to name but a few.

## Media

We will use an array of media and format through which to communicate and will take into consideration the nature of the content, confidentiality and urgency of the information to be exchanged as well as the proximity of the receiver to the sender e.g. communicating to Training Advisors who are based throughout the UK; governmental departments. The media, through which we will communicate to various stakeholders of the business and the policies relevant to the use of that media, will be identified specifically in the internal and external Communications' strategies contained within this document.

### What does this document include?

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|--|--|
| <ul style="list-style-type: none"> <li>➤ How we work</li> <li>➤ Who works with us and what they do</li> <li>➤ The portfolio of services we provide</li> <li>➤ Where to find and how to access our services</li> <li>➤ Changes/ amendments to our services</li> <li>➤ Points of contact</li> <li>➤ Events and activities</li> </ul> | <ul style="list-style-type: none"> <li>➤ Policies</li> <li>➤ How to share ideas/ opinions</li> <li>➤ How to provide feedback, to whom and when</li> <li>➤ Business continuity</li> <li>➤ Coping with the unexpected</li> <li>➤ Our role in the community</li> <li>➤ Celebrating success</li> </ul> |
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This information underpins the way in which n-ergy uses information, advice and guidance to embed our working practices and principles.

## Internal Communication

### Vision

**Developing individuals and organisations through unlocking potential and transforming lives.**

### Purpose

- Communications is at the centre of everything we do. It is through the delivery of clear, concise communication combined with brand awareness, that our employees will gain full, transparent knowledge of the organisation and our aims for the future.
- Our Communications Strategy is aligned to achieve our organisation strategic and operational aims.
- The strategy will help us to ensure that communication, both internally and externally, is always appropriate to the needs of the audience and that everyone is informed of the relevant organisation policies, activities and goals. We also aim to encourage employees to share ideas, concerns and opinions with us, which in turn will allow greater and more meaningful interaction across all levels of the organisation and will keep innovation at the heart of all that we do.
- Our objective will focus on developing our ability to exchange pertinent, timely and appropriate communication at an organisational and individual level creating an informed and knowledgeable workforce, in turn, promoting a positive image of the organisation as a whole.
- We want everyone within the business to understand how to share ideas and opinions, have the confidence, knowledge and accountability to hold discussion and dialogue irrespective of status. We aim to deliver an internal communications framework that provides clear, informative and engaging two-way communications, which are planned and effectively link together our key messages.
- A robust Internal Communications strategy, which is understood by all employees, helps us understand how strategic leadership of the organisation translates into tactical activities; the diagram below demonstrates how communication starts at strategic level and cascades to a tactical level through our departments to the tactical message delivery level:



## Commitments

- All our communications will be in plain English using the appropriate language to meet the needs of the intended recipient.
- We will be honest and accountable in our communication with all stakeholders.
- Promote and actively encourage employees to submit ideas for continuous improvement/innovation via a choice of the following communication channels:

- Via the company's Positive Improvement & Impact Group (PI&IG)\*

(\*) The PI&IG is an employee focus group whose purpose statement is:

*"To provide a voice for n-ergy's workforce to continually identify, evaluate and implement business improvement ideas that will make a positive impact on the company and its people".*

- Either face to face with a regional PI&IG representative and/or by completing a Proposal Form and submitting ideas via the regional PI&IG representative at Team Meetings.
- Via the line manager either directly and/or at team meetings.
- Create employee focus groups to manage specific projects that embrace/include remote workers.
- Ensure monthly formalised team meetings are held throughout the organisation.
- Simplify the structure of internal communication plans, channels and messages.
- Ensure that everyone is kept informed in a timely and appropriate manner of their individual and the organisation's objectives and performance.



- Promote two-way feedback with employees and regularly respond to feedback received.
- To continually improve the annual employee survey.
- To share learning and celebrate success at any one of the following events:
  - Annual communications day
  - Company Christmas event
  - Company anniversary events
- The HR department will support communication learning and development needs.
- The Directors and Senior Managers commit to honour the n-ergy Code of Conduct principles to which they have signed-up and are explicit within their roles.

## **Approach**

Our communications approach is focused on the improvement of our internal communication mechanisms – from strategy and planning, the channels we use, to the way in which we engage with and seek feedback from employees; also key is the way we are measuring success, identifying issues and highlighting best practice.

With this in mind:

- We utilise a HR Management system, People HR, which helps to streamline our internal processes ensuring greater efficiency in respect of improved communication e.g. automated email reminders are sent to line managers/ employees for all HR related documentation, which is easily accessible, by the HR Dept., employee and line manager.
- All employees have access to all company information on the server, which is clearly referenced within indexed documents held on the pertinent drives/folders, and this accessibility to information on our server is equivalent to an organisation intranet.

## **Engaging Employees**

It is our intention to promote greater two-way feedback with employees to generate consistently positive engagement between management and employees. We encourage bottom up communication and feedback, moving away from a traditional “top down” approach. We advocate an open and honest feedback culture to enable us to share what is really happening as opposed to saying what personnel believe managers and directors want to hear.

We will continue our focus on improving the following areas:

- Two-way communication
- Targeted communications
- Responding and communicating appropriately to feedback
- Continue to move away from a traditional “top-down” communications approach
- Working with HR on combined communications and engagement activities
- Encouraging our employees to submit new ideas via the PI&IG group whose purpose statement is **“To provide a voice for n-ergy’s workforce to continually identify, evaluate and implement business improvement ideas that will make a positive impact on the company and its people”**
- We continually strive to transform our performance through our people by securing accreditation with quality standards and The matrix Standard.

### **Targeted Communications**

We are committed to ensuring that individuals receive communication that is relevant to them in a timely and efficient manner. We will continue our focus on improving the following:

- Targeted messaging
- Minimising communications sent for information only when the recipient has no responsibility or accountability in that area
- Ensuring that communications have clear “call to action”

### **Effective and Relevant Measurement**

We will work on reviewing existing measurement indicators to ensure that they are providing useful and appropriate data. We will focus on the following:

- Employee surveys
- Specific surveys
- Where the opportunities we can capitalise on exist
- Determine what is or isn’t working in our current communications and identify the barriers/blockers

## Principles and Practices

Our key communications internal drivers will be:

- **Reward** – how individuals are rewarded/remunerated
- **Recognition** – non-monetary, recognition by leaders as well as line managers and colleagues
- **Process** – the way in which personnel work
- **Personal Pride** – how personnel feel about the job they do and how that job makes them feel about themselves
- **Working environment** – equipment/facilities etc.
- **Opportunity** – for advancement, ability to experience different areas in which to work, self-development

Our Internal Communications Strategy has to ensure that we are using simplified and readily accessible communication; maximising message delivery without overloading individuals inappropriately.

We want to afford employees the opportunity to work in partnership with the leadership team on vision and key messages.

## Our Communication Channels

We will employ both passive and interactive communication channels to deliver our communication to various recipients (internal and external). We will develop the discipline of ensuring that all our channels of communications are evaluated for effectiveness and monitored should any changes be made to them.

Interactive Channels	Passive Channels
<ul style="list-style-type: none"> <li>➤ Departmental meetings/briefings</li> <li>➤ Ad hoc discussions/face to face meetings</li> <li>➤ Social media (e.g. Twitter) @nenergygroup</li> <li>➤ Discussion Forums</li> <li>➤ Director Question and Answer</li> <li>➤ Soundbite</li> <li>➤ New Starter Induction</li> <li>➤ Organisation Conference/Parties</li> <li>➤ Site Briefings</li> <li>➤ PI&amp;IG</li> <li>➤ Surveys</li> </ul>	<ul style="list-style-type: none"> <li>➤ Notice Boards</li> <li>➤ Posters</li> <li>➤ Email</li> <li>➤ Print</li> <li>➤ Intranet news</li> <li>➤ Podcasts</li> <li>➤ Corporate Videos</li> </ul>

## Where to Find Information (Including Policies)

The Consortium drive houses all relevant Policy and Strategy documents for the organisation. Comprehensive information covering the following can be accessed:

- Communication documentation e.g. Survey feedback, Industry News Updates and the Communications Strategy to list a few.
- Tenders and Visit Reports
- Policies and Information on: Health & Safety, Human Resources, Environmental and Quality.
- Our dedicated ISO 9001 drive houses all company procedures and processes which are accessible to all employee and are internally and externally audited.

## Social Responsibility

n-ergy's aim is to support charities and community projects which are key to the local communities in England and Wales in which it operates and to enhance its reputation as a responsible business.

Year on year n-ergy is committed to supporting registered charities and/or community projects chosen by its employees and approved by the company's Executive Board. n-ergy, at the discretion of the Executive Board, may also support further charitable and third sector causes.

Our chosen corporate charity of the year for 2018/19 (as at Summer 2018 ) is Tenovus Cancer Care and our commitment to corporate charitable support is reviewed annually.

By definition, the services we at n-ergy deliver sit within the social responsibility arena.

## Development

We will be working on a number of initiatives in the future not least to develop our approach to "coping with the unexpected" and business continuity.

The Marketing and HR Departments meet regularly to continue to review, update and recommend new opportunities that arise in communication media including a review of the Communications Strategy at least once a year.

It is our intention to undertake regular competitor research and make this information available to our internal stakeholders.

## Who works with us and what we do?

### Prime funders

Colleges, private providers, sector skills councils, and government (local/national).

**Objective: To continue to build strong partnership relationships. To tender for new funding contracts. To achieve the targeted outcomes detailed in contracts won.**

- We have an organisational structure in place and our Chief Executive, Managing Director, Senior Managers and Line Managers meet and communicate regularly with our partners and/or organisations with whom we have won a funding contract. We prepare and submit reports to agreed deadlines. The main source of all our funding is received from the Ministry of Justice (MOJ), Department for Work and Pensions (DWP), Education and Skills Funding Agency (ESFA) and Welsh Government (WG).
- The preparation of Tenders/Bids and Proposal documents is undertaken by our Managers supported by our Directors. The final documents are submitted via email and /or online tender portals.

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- Our marketing team also provide support by assisting with design, formatting, and undertaking any additional research, as required.
  - Our Internal Verifier Team performs 100% quality audits to ensure our delivery model meets the highest operational and quality standards, which we promote on corporate materials and website.

## **Prisons**

**Objective: To continue to build strong relationships and continue to increase our presence in prisons in England and Wales.**

- The day-to-day account management is primarily the responsibility of our Regional Team Managers/Performance Managers who meet and communicate regularly with key prison personnel e.g. HOLS (Head of Learning & Skills) / HORRs (Head of Reducing Re-offending), etc.
- We attend monthly Quality Improvement Groups (QIG) and Partner Development Review (PDR) meetings, which provide a platform to receive regular feedback that we evaluate and act upon within an agreed timeframe.
- Our Performance Manager - Central Services is responsible for sending out Prison Satisfaction surveys to the prisons. We work in a format that meets their requirements e.g. paper format or electronically. The feedback is evaluated and the survey results and any actions undertaken are communicated back to the prisons.
- Our annual Self-Assessment Report is available to all prisons on request to keep them informed of our quality developments as noted on our dedicated Quality & Excellence web page on the company website.

## **Learners**

**Objective: To provide vocational training opportunities and employment support for our learners in custody and support our candidates with securing permanent employment on their release.**

- Our experienced Training Advisors are the main point of contact with offenders who undertake vocational qualifications. Our Training Advisors enrol our learners onto vocational and employment support programmes and help them to achieve their qualifications within the required timeframe.
- Our Training Advisors have regular face-to-face contact with the learners within the prisoners' work environment e.g. industry workshops within the prison.
- Our Marketing team design and produce posters, flyers, case studies/success stories to provide information about our vocational training programmes and specialist employment support. Our branded materials are on display-within the designated areas of the prisons, which we work in e.g. resettlement, education, wings using a number of media

channels, which include noticeboards and TV flat screens.

- We promote our attendance at n-ergy and prison hosted events/ workshops held within the prison establishments we work within using posters/flyers.
- We attend the following prison hosted events on a regular basis:
  - Resettlement fairs where we enrol learners to undertake QCF/ NVQ and/or BTEC qualifications and/or enrol on our sector led short-courses.
  - “Celebration of Success” prison hosted events, where learners are awarded their Certificates of Achievement for gaining their vocational qualifications.

Attendance at these events gives us accessibility to this stakeholder group and vice versa in order to build trust and confidence in our service delivery.

- Our learners receive their accredited certificates in respect of the qualifications that they have successfully gained. In some of the prisons we work in, the certificates are presented to learners at events hosted by the prison e.g. Celebration of Success events.
- Our employment support team also meets with learners referred to them by our Training Advisors who are due for release within the designated prisons where we can offer this service.
- We provide voluntary continued support for up to 6 months after the candidate is placed into sustainable employment.
- On release and during the months after release we register candidates via a number of ways: completing a registration form in custody and/or completing our enquiry form on our website.

## **Employers**

**Objective: To work directly with local and National employers to provide our candidates with the opportunity to gain suitable and sustainable employment on release from custody. Support is provided to both the employer and the candidate to ensure that there is every chance of the candidate remaining in employment.**

- We communicate with local and national businesses and offer employment support programmes through various communication channels, which includes telephone calls, face-to-face meetings, email and attendance at networking events and direct mail/ advertising campaigns.

- Our Employment Support team attend and/or exhibit at a variety of external events e.g. job fairs hosted by Jobcentre Plus etc. and/or networking events to promote our specialist Employment Support Programme (ESP) to both employers and candidates.
- We advertise available positions with 'ex-offender friendly' employers in and around our operational prisons and hold interview days within prisons for employers who are interested in meeting suitable candidates in preparation for their release date.
- The Employment Support team will remain in contact with the individual and the employer for up to 6 months to ensure that the candidate and the employer has every opportunity for sustainable employment. The Employment Support team will also remain, as a point of contact for the candidates' probation officer should contact be required after the initial offer of employment and checks.
- We publish approved employer testimonials and candidate success testimonials on printed marketing materials within the prison and on our website. In addition, we also share this information on our company social media accounts e.g. Twitter, LinkedIn.

### **Awarding Bodies/ Organisations**

**Objective: To ensure that we strive to attain and exceed the outcomes agreed within our Terms & Conditions with our Awarding Bodies/Organisations. To ensure that we deliver the highest quality standards to our stakeholders.**

- Our Internal Quality Advisors project manage any new applications / registrations for quality standards and accreditations. They will communicate directly with the organisations involved.
- The marketing team ensure that all branding of quality standards comply with brand guidelines in respect of logos printed onto the relevant paperwork and n-ergy's corporate materials including the company website.
- We meet face-to face the official representatives from the awarding bodies (External Quality Assessors (EQAs) during their external audit and assessment visits. The individuals from n-ergy who meet the EQAs regularly are; our Performance Manager-Central Services, Internal Quality Advisors and Training Advisors as well as with our learners.



## Partners

**Objective: To work in mutual agreement with all our partners which includes our prime funders and/or other stakeholder groups**

We are committed to delivering “what we promise” in respect of all our partnership agreements with our prime funders and/or other stakeholder groups e.g. prisons, training providers. Our communication with our partners / prime funders allows us to communicate in an open and transparent way. We are then in a position to mutually agree what programmes we can deliver to complement the training delivery provision; for example, to ensure we enhance the subject offering and learning opportunities for offenders/ex-offenders within the prison establishments. Communication is maintained via: regular contract meetings and attendance at partner quality events.

## External Communication

### Vision

**Developing individuals and organisations through unlocking potential and transforming lives.**

### Purpose

Communications is at the centre of everything we do. Effective communication enables us to win business and deliver what we promise.

This strategy will outline to all external stakeholders, our commitment to them and how we intend to develop effective two-way communications. The strategy will define how we intend to use the communication methods and tools that are most appropriate. In doing so, we can demonstrate our commitment to building positive outcomes with our stakeholders and understanding their needs. Getting communication right and keeping the exchange simple is very important to us.

Our aim is to:

- Create a defined and consistent identity that reinforces our Brand in the market place.
- Enable all stakeholders to quickly and easily understand who we are and what we do.
- Raise awareness of our products, services and successes
- Maintain high customer satisfaction levels
- Facilitate two-way meaningful communication
- Provide communication that meets our stakeholders' needs for relevant information
- Communicate in plain English, in a timely and informative manner.

### Commitments

We appreciate our stakeholder groups are diverse and we need to adapt and communicate in the most effective way to engage in two-way dialogue. We are committed to communicating fairly without preference to a stakeholder or client i.e. to commit to give consistent messages in a timely and efficient manner.

To ensure our communication strategy is successful:

- We commit to communicating proactively with our stakeholders and reacting decisively to all pertinent inbound communication.
- We will strive to continually improve our medium of communication in order to communicate in a professional manner.
- In a world of global marketing campaigns and mass media, we will keep our information simple and aim to communicate on a personal level.
- “Do what we say and say what we do” with the intention of delivering transparent and timely communication.
- Be adaptable in order to meet the needs of the stakeholder.

## Stakeholders

Our reputation is built as a direct result of the first class relationships we have built with our stakeholders. We are mindful whilst a good reputation is hard to win a good reputation can be easily lost. We understand that the need for confidentiality is paramount in retaining the goodwill of all our stakeholders.

**Outlined below are our primary external stakeholder groups:**

<ul style="list-style-type: none"> <li>➤ Prime Funders</li> <li>➤ Colleges / Private Prime Providers / Sector Skills Councils and Government Departments (Local/National)</li> <li>➤ Prisons</li> <li>➤ Offenders and ex-Offenders</li> </ul>	<ul style="list-style-type: none"> <li>➤ Employers</li> <li>➤ Learners</li> <li>➤ Suppliers</li> <li>➤ Partners</li> <li>➤ Awarding Bodies</li> </ul>
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## What media and format?

With a diverse group of stakeholders, the format of communications should be relevant to each stakeholder and our aim is to employ the most effective mode of communication available to us.

We must be mindful of the continuous changes in social media communication and ensure we keep up-to-date with new technology. With this in mind, social media interaction is fundamental to the communications mix and we appreciate that this method of communication requires a two-way conversation, providing immediate feedback opportunities. In addition, we communicate using digital technology e.g. corporate video.

**We will also continue to engage and communicate through broad and more traditional formats as outlined below:**

- |                             |                    |
|-----------------------------|--------------------|
| ➤ Advertising               | ➤ Direct Mail      |
| ➤ Public Relations articles | ➤ Printed Material |
| ➤ Events/Exhibitions        | ➤ Employees        |
| ➤ Website                   | ➤ Ambassadors      |
| ➤ Directories               | ➤ Promotions       |
| ➤ Email                     | ➤ Telephone        |

## What do we communicate?

**It's always about the story ...** we want our stakeholders to develop a connection with us and by telling our story and what we have to offer in a personal and concise way, we aim to develop a relationship based on clarity and understanding.

In our story we will include the following information:

➤ **Who we are and what we do**

n-ergy was established in 2007 by Chief Executive, Donna Turner-Kot to rehabilitate offenders and ex-offenders throughout the UK.

n-ergy is known for providing a seamless service for delivering vocational training, short courses and employability programmes to those in custody followed by specialist employment support to secure sustainable job opportunities.

The main focus of n-ergy's work is the delivery of vocational training and employment support within the offender reform sector in England and Wales.

Information about our services and products can be accessed via a mix of communication tools; our corporate and promotional literature, our website and social media accounts and our corporate video.

➤ **Accessibility - How to ask for more information/help/support**

Our stakeholders can request information and/ or our support via face-to-face contact at meetings or over the telephone. We can be contacted via our individual organisation email address or, individuals can complete an online enquiry form on our 'contact us' page on our website. In addition, we can be contacted over the telephone via an office landline or mobile number.

Our contact details are also noted on all external documents ranging from our organisation's business cards to external reporting documents.

We offer employment support post-release, sourcing and contacting employers on behalf of the candidate. In-work support is also provided if required for up to 6 months from the start of the employment placement for both candidate and employer.

➤ **Our Delivery Model**

1. n-ergy will recruit offenders whilst serving their sentences and interview them to identify the most appropriate level and vocational NVQ programme. Prior to interview, information is obtained from prison Learning and Skills departments regarding their basic skill level and other relevant information.

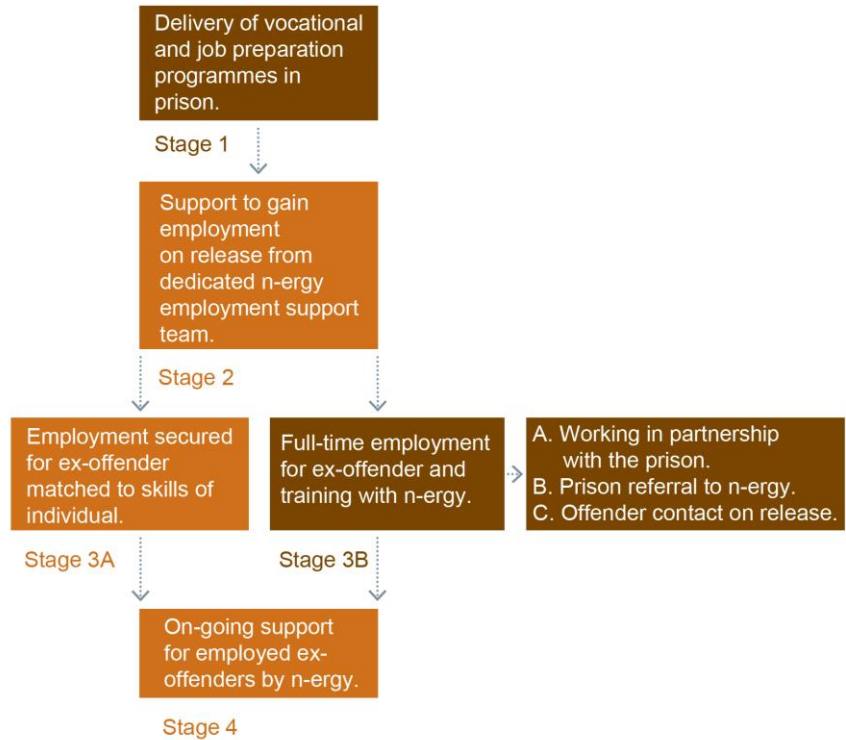
2. n-ergy assessors deliver the NVQ qualification and guide and support the learner throughout their programme.

3. Prior to release the learner will attend employment interviews with n-ergy representatives to identify suitable job opportunities.

4. Following release, ongoing support is provided by n-ergy if they have not secured employment and also for those who we have successfully placed into employment.

5. Where appropriate, and where the ex-offender has shown a desire to work for n-ergy, the ex-offender will be interviewed for a position to work one of its community projects.

6. When the ex-offender has secured employment with n-ergy, an induction programme is delivered and on the job training is provided.



➤ **Events**

Information about our n-ergy hosted events will be promoted via our website, promotional/ advertising campaigns, posters/leaflets, social media, targeted e-mails and word-of-mouth. We will personally invite our target audience including our stakeholders to our events as appropriate e.g. by telephone, personal invitation via email, letter or hard copy invitation.

In addition, our customer-facing employees will attend industry related conferences and/or conventions, which provide the latest information and updates on key topics of interest e.g. Government policy, rehabilitation, SFA funding rules and regulations etc.

We also attend events hosted by our stakeholders such as Prison Service hosted (employment engagement, prison Inductions, resettlement) in addition to Jobs fairs hosted by Job Centre Plus, in respect of Employer Engagement events, resettlement events and job fairs.

We actively encourage networking and attend networking events hosted by a number of organisations at which we promote the organisation which include: Institute of Directors (IoD), Chartered Institute of Personnel and Development (CIPD), Chartered Institute of Marketing (CIM) and Confederation of British Industry (CBI). We are members of Bridgend Business Forum and CIM.

➤ **Promotions**

All communication will define what is being offered, the conditions of the promotion and expiry date. Promotions will be communicated using telesales support, corporate marketing literature, online e-mailers, direct mail and advertising campaigns, website and social media. All promotions will give the target audience contact details of how to get in touch with us either by telephone or email.

➤ **Suppliers**

Key to maintaining our Quality Awards is the responsibility of all employees to comply with organisation policy and procedure, which forms part of our ISO 9001 status.

Individuals within our organisation with responsibility for purchasing or researching pricing will communicate with those suppliers who are registered on our approved supplier list in written format ensuring quotations are received.

Supplier agreement terms e.g. service level agreements and/or any changes in respect of supplier details will need to be communicated in accordance with organisation policy and procedure which can be found on the consortium drive on the company's server.

➤ **How to provide Feedback**

We provide feedback in a variety of ways which includes face-to-face communication e.g. attendance at review meetings held with our stakeholders such as Quality Improvement Groups (QIG) within the prisons. We regularly communicate in written format by submitting reports to our stakeholders. In respect of our learner and candidate groups, they receive regular 121 communications via our vocational Training Advisors and/or employment support consultants.

➤ **Celebrating Success**

Wherever possible, it is our intention to promote our successes via the publication of testimonials from learners, employers and other stakeholders on the organisation website, in our marketing materials or, if appropriate, using social media.

Organisation success, winning awards, positive customer feedback, case studies and all other positive organisation news is also communicated via external organisation newsletters (hard copy), online (e-newsletters) and personal interaction at events and workshops.

We also strive to raise our profile and build good relationships with local and national media personnel to engage interest and ultimately achieve qualitative press coverage.

We also utilise social media platforms e.g. Twitter, LinkedIn, in addition to placing regular news blogs/articles onto our company website.

➤ **How will we evaluate our communications success?**

We will set targets and monitor outcomes through detailed stakeholder engagement and research.

We will create measurement mechanisms that periodically evaluate the success of our strategy against our aims/ goals and our commitments. We will measure performance by collating information and feedback via surveys (either paper copy or online), running focus groups and arranging regular review meetings. The results of these activities will then be accessible for external and internal stakeholders via external newsletters, corporate marketing materials, direct correspondence, events, social media and published on our website. In addition, we will monitor the success of our media coverage locally and nationally.

It is important to us to seek to understand our stakeholders' needs, evaluate our performance against those needs and share our analyses with both internal and external stakeholders. This practice underpins our approach to adopting continuous performance improvement.

**Communicating effectively and efficiently when engaging with our stakeholders is part of our everyday work and the responsibility of everyone within n-ergy.**