



SCTP BUSINESS PLAN 2018-2021

**Our Mission Statement is:
'Making Sussex a brilliant place for learning'.**

We will do this by:

- 1. Having your back** – supporting members through lobbying, access to CPD, business development.
- 2. Raising your profile** – through Apprenticeships in Sussex, cross referrals, Opportunities Newsletter, project work, press recognition, opportunities for member and learner recognition.
- 3. Plugging you into the wider sector** – via Members Meetings, Sector Sub-group Meetings, social events, live sector analysis delivered weekly to your inbox.

SCTP: 3 KEY PRINCIPLES

1. Having Your Back

1. Lobbying

- Attend key meetings and communicate on a regular basis with contacts from external agencies to represent the interests of SCTP members.
- Ensure that SCTP has a strategic voice through external lobbying and facilitating senior management networking among members.

2. CPD

- Providing access to a range of CPD sessions to meet members' needs.
- Delivering 'hot topic' CPD sessions arranged quickly to respond to threats/risks to the sector e.g. GDPR & EPA.

3. Business Development

- Work with key agencies to open access to their services for members.
- Provide one-to-one support to members.
- Work with other provider networks to deliver common services across South East.

2. Raising your profile

1. Apprenticeships in Sussex

- Continue to run the Apprenticeships in Sussex website and schools events service to raise profile of members to schools and parents.

2. Support cross referrals, collaboration and new opportunities for members

- Form and facilitate sub-groups where required such as the Pre-employment Group, Higher Levels Group and Strategic Leaders' Forum.
- Promote opportunities to cross refer and work together e.g. learner support and progression, to support outcomes and ensure no learner is left without opportunity.
- Circulate new Opportunities Newsletter which captures the latest new opportunities for delivery, funding, subcontracting, recruitment and consultancy.
- Promote business development activity across the membership through networking events and promotion of partnership opportunities.
- Develop projects that supports member business needs and learner outcomes.

3. Reward and recognition

- Press recognition through activities and lobbying.
- Promotion of reward and recognition activities for member organisations and their learners.

3. Plugging you into the wider sector

1. Networking

- Members meetings to allow enough time for networking.
- Through facilitation of subgroups, SCTP events and CPD.

2. Members Meetings / Sector Sub-group Meetings

- Through speakers at members meetings, CPD sessions, introductions, representation opportunities and latest news items, open-up access to members to key staff from OFSTED, LEPs, NAS, ESFA, LAs, NCS, SLN, ETF, FE Sussex, JCP, AELP, ALPSE, AoC & DWP.

3. Live sector analysis

- Dissemination of live sector analysis of key policy changes, funding and opportunities delivered weekly to your inbox.
- Access to consultation processes / lobbying through the collective voice of the network.

What does success look like for SCTP?

1. Membership Satisfaction

Biannual membership survey is carried out every two years. In 2017 it shows 63% survey response rate with 100% of respondents 'very satisfied' or 'satisfied'.

Target – to increase survey response rate to 75% and maintaining 100% of respondents 'very satisfied' or 'satisfied' for 2019 with a further increase to response rate for 2021.

Key actions:

- Launch new business strategy, explore & develop new services e.g. business development support/social events/new cross referral opportunities/reward and recognition/consultancy/membership category packages.
- Reassure members of current and ongoing services.
- Executive Director and Marketing & Office Executive to ensure members are aware of the benefits of SCTP services provided.

2. Increasing Member Numbers

Date	Full Members	Associate Members	Partner Members	Total
31/10/17	83	24	10	117
31/10/18	78	19	11	108
31/10/19	85	20	10	115
31/10/20	90	20	10	120
31/10/21	95	20	10	125

Key actions:

- Board members to actively engage with members at members meetings and recommend possible new member organisations.
- Invite prospective members as guests to members' meetings/social events/Awards Ceremony.
- Keep members' meeting attendance records and identify and communicate with non-attendees to ensure engagement and retention.
- Use ESFA, NAS and LA data sources to identify potential new members.

SCTP Income Generation

1. Increase to Membership Fees

No increase has been made to Full Member fees for over ten years. Fee increases need to be carried out to ensure SCTP can sustain the activity outlined above. From 1st November 2018, fees will be as follows:

Membership Type	Fee Structure 17/18	Fee Structure 18/19	Fee Structure 19/20	Fee Structure 20/21
Full	£450	£500	£500	£550
Associate	£400	£425	£450	£475
Partner	£300	£350	£375	£375

A 10% discount on membership fees is available to members for a successful referral of new members.

2. Project Work

Financial forecasts and budgets are written to enable SCTP to operate in a sustainable manner, and include income gained through the acquisition of additional project activity. The following criteria must be met prior to any potential project proceeding and being agreed by the SCTP Board:

1. There must be a benefit to SCTP members which is accessible to all unless there are clear reasons to justify otherwise, which are expected to be acceptable to members.
2. There is the capacity to allow successful delivery.
3. The activity is financially viable.
4. There is a clear reward over risk.

All projects undertaken will be evaluated by the board before proceeding and after to completion to make sure that the above criteria are met.

SCTP Member Service Development

1. The Board has agreed to develop four new activity areas for 18/19.

These will be:

1. Reward and Recognition Activity- to celebrate quality and success in learning in Sussex.
2. Social Events – to bring members together for informal networking.
3. Membership Category Package Review- to ensure maximum value for different membership groups
4. In-House Consultancy Support Offer- to support business development and growth.

The Executive Director will lead on developing the above activities with the support of the SCTP Marketing & Office Executive. The Board anticipate that, where appropriate, these will run as pilots and will incorporate lessons learned into any future activity.