

**Attendees:** Hilary Hurrey (Action Sustainability), Robyn Kelly (Action Sustainability), Becky Bryant (Action Sustainability), Emma-Jane Allen (Action Sustainability), Lydia Higgins (Action Sustainability), Nathalie Ritchie (National Grid), Kris Karlake (BAM), Alice Hands (Sir Robert McAlpine), Michael Cross (Willmott Dixon), Jade Hunt (Kier), Katherine Rusack (Balfour Beatty), Cyndi Mudaly (ENGIE), Daniel Harvey (Wates).

**Apologies:** John Dwyer (Telford Homes), Mandy Messenger (Advante), Cara Palmer (Wates), Antony Lavers (Taylor Wimpey), Jo Gilroy (Kier).

Lydia Higgins was introduced to the group. Lydia has taken the post of Marketing Manager for the School and started just before Christmas.

## 1. Actions

Hilary reported back on the actions from the last meeting. All items were complete or were being discussed as part of the agenda.

In terms of the Social Value monetisation the School will provide full guidance on how this has been worked out as well as short statement for ease when sending figures to Partners. It must be noted that the information the School provides will not be able to be published externally (unless the Partner holds a HACT licence). Partners will be made aware of this and asked to acknowledge it.

## 2. Learning & Engagement update

There have been 26 new Partners since April this FY. This far exceeds original expectations at the beginning of the FY and really pleasing to see.

Hilary presented the most recent engagement figures (learner numbers, resource access, e-learning views) compared to last year and previous quarters. Whilst engagement numbers for individual learners are up significantly and the numbers of learners attending training are almost double year on year, we are currently 16% away from the annual engagement levels for businesses we achieved last year, but we have still 2 months of figures of activity to come to the end of March.

## 3. Updates

### API progress

Becky reported on the progress of the development of an API which will allow Partners and the School to share data around learning. The survey had been sent pre-Christmas and responses analysed.

### Agreed:

- ✓ The API is being developed with data sharing with other organisations such as CHAS, Construction Line etc in mind as well as the Sustainability Tool. As this progresses it will become clearer as to what is possible.
- ✓ It is important to ensure that the API meets certain security criteria and the School team will gain insight into this as the development unfolds.

### Learning Pathways

Hilary updated the group on progress on the Learning Pathways. There have been a few Immediate developments such as the automated email which gets sent to those being allocated to a learning pathway having more explanation as to who the learning pathway is from.

In medium term development is an overarching report which will provide more key information on what type of pathways are being set up, by whom, the name, number of completions. This will allow the team to monitor, and potentially then allow for development of collaboration between Partners who are using and encouraging learning pathways.

#### Agreed:

- ✓ The ability to have learning pathways links appear on the individual Partner pages will be helpful. This is on the development list and will become available soon.
- ✓ The guidance will include encouraging pathways to be set up which then have an expiry date. This is to avoid people learning and then not refreshing that learning when e.g. new legislation is released or resources get replaced.

### 4. Partner Value update: webinars

Becky recapped to the group the discussions from the last meeting around the attribution of monetised value from the lunch and learns.

#### Agreed:

- ✓ The suggestion of £5 is too low.
- ✓ The higher value of £50 may be positioned a bit high as for example, if 50 internal staff attended a lunch and learn this equates to £2,500. However, it is recognised that there is value in the learning provided.
- ✓ Lunch and learns are well attended and are achieving very positive feedback in terms of quality of training, relevancy and potential change; in line with workshops and business bytes.
- ✓ A poll took place. The majority voted on £50. Two votes suggested 'other'. Feedback from these votes was that there could be a middle ground of £20/ £30.
- ✓ The results from the Impact survey will be taken into consideration as if there is a negative response towards lunch and learns we will revisit this figure.

#### Actions:

- The end of year value will contain the £50 value on lunch and learns. The ops group will be consulted if the results feel nonsensical.

### 5. Wellbeing

Claire Bradbury reported back to the operations group on the work the Wellbeing SIG has undertaken and presented the key elements of the Wellbeing report.

Partners are encouraged to sign up to the wellbeing event which is taking place on 10<sup>th</sup> February. The Wellbeing report and visualisation will be launched and available in the School.

## 6. Marketing Automation

Hilary and Lydia Introduced the concept of Marketing Automation to the group. The School Is looking to become more efficient In the way we communicate to members to encourage them to engage In the School.

Marketing automation will enable:

- A more efficient way to reach the School members.
- Less emails being sent to Individuals overwhelming them with Information.
- Very targeted messages with super relevant content will be sent to a specific audience.
- There will be automation which attempts to efficiently re-engage those who have not engaged with the School for a while.
- Automation can be used to Integrate new members Into the School, allowing them to access Information to help get them started with learning In the School.

### **Actions:**

- The next meeting in May will cover automation in more detail and gain feedback from the group on the plans.

## 7. New content

Hilary gave a brief overview of two groups which we are encouraging Partner organisations to join.

For more Information and to join the Digital group, please contact  
Antoinette@supplychainschool.co.uk

For more Information and detail on the Lean group please contact Mark.worrall@lcint.co.uk. If you have colleagues who wish to be added to the list Invited to the meeting In March please contact  
Becky@supplychainschool.co.uk

## 8. AOB & date of next meeting

The Operations Group did not feel there would be issue with moving the Impact survey timing to coincide with business planning as this will help to inform priorities for the coming year.

**Please note the School AGM Is taking place on Thursday 25th March 2021, 1pm - 4pm (virtually).  
Invitations will be sent to all Partners shortly.**

The next Operations Group meeting Is taking place on 18th May, 10.30am - 12.30pm. This will be virtual.