

Offsite Leadership Group Business Planning

FOCUS 2023

To educate more people in the industry about offsite and modern methods of construction

1. Upskill the industry on offsite and modern methods of construction

- Reach out to the wider Partner membership to revitalise group
- Understand those Partners for whom its is a priority to develop their supply chain on MMC issues
- Aim for at least 10 priority supplier lists and link these to offsite learning pathways

2. Higher Education

- Develop the relationship with the Offsite Alliance (a cross industry member organisation).
- Establish reach into colleges to educate next generation of talent
- Aim to get at least 5 colleges using offsite materials in the year and reach at least 250 students

3. Industry Engagement

- Engage and build relationships with other trade bodies to widen the target audience reach.
- Target RIBA, Offsite Alliance, BESA and RICS
- Aim to get these trade bodies either using our content on their own LMS, recommending to their members or using the School's LMS

4. Making the most of our content

- New offsite assessment needs to be promoted and used
- Carbon and Social Value Reports need to be promoted and used
- Recent film content needs to be more prominent and used to engage audience

Key Performance Indicators 22/23

Deliverables Target	Q1	Q2	Q3	Q4	Target 2023/4
Active companies <i>(Companies interested in Offsite accessing learning this FY)</i>	450	850	1,200	1,500	1,500
Active individuals <i>(Individuals interested in Offsite accessing learning this FY)</i>	925	1,875	2,825	3,750	3,750
E-learning downloads <i>(Offsite or Management)</i>	800	1,600	2,400	3,200	3,200
Learners @ training <i>(Number of individuals attending training and webinars)</i>	250	500	750	1000	1,000
Virtual Conferences* <i>(Target 1000 attendees, up from 100)</i>	0	1	0	1	2
Training workshops <i>(Average of 15 learners)</i>	3	3	3	3	12
Webinars <i>(Average of 100 learners)</i>	2	3	3	2	10
Assessments and re-assessments <i>(Individual)</i>	125	250	375	500	500
Assessments and re-assessments <i>(Company)</i>	25	50	75	100	100

50,000 GOAL

HOW ARE WE GOING TO GET 50% MORE LEARNERS?

Activity	Why is this needed?	Who is the audience?	How does this benefit the sector?	How does this help to get people learning through the School?	Who can we collaborate with? (other membership organisations; trade federations etc)
Engaging colleges	To upskill the next generation of talent	Students at construction colleges	Better quality of recruits	250 new learners	Offsite Alliance
Marketing automation	To make the most of the content we have developed	Current members	Knowledge of better ways to build	We want to reach 50% more active individuals this year	Digital and Retrofit Groups
Partner engagement	Need a revitalised list of Partners in the Offsite group	191 Partners	Knowledge of better ways to build	More Partners staff learning	Marketing team
Build Partner Priority Supplier Lists	Need a revitalised list of companies to engage and educate	Supply chains of Partners who join the group	Knowledge of better ways to build	More Partners suppliers' staff learning	Marketing team
Engaging trade bodies	To enable us to reach new audiences	Members of key trade bodies	Knowledge of better ways to build	Different audience with other organisation promoting our content	RIBA, Offsite Alliance, BESA and RICS