

## YORKSHIRE FORWARD RLNYH PROJECT

### OPERATIONAL PLAN 2008-09

*All of the projects being entered into by RLN YH are designed to ensure that not only do they succeed against the criteria set, but that they also tessellate naturally with the fabric of a portal environment and fit under the overarching requirement of sustainability, i.e. that they are commercially viable activities in their own right (eventually).*

#### ANNEX A

##### Work package 1 – Online Language Service Finder

Aim/Activities 2008/2009	Actions/ Deliverables	Quality Criteria	Outcomes (Impact)
<b>WP1</b> Ongoing development of Online Service Finder	Updatable On line search facility for language services in the region	Industry standard for ease of search and range of categories	Business in the region to be provided with a comprehensive online language service finder facility

##### Work package 2 – Integrated IAG Portal

Aim/Activities 2008/2009	Actions/ Deliverables	Quality Criteria	Outcomes (Impact)
<b>WP2</b> Regional International Communication Knowledge System (online)	Overall portal to include online toolkits 'how to do business in...'; continually updated/upgraded podcasts related to international trade; trade data reports/signposting; ongoing programme of workshops; service directory; on-line guidance on standards / commissioning professional services, case studies, etc. to be used by business and brokers organizations.	Integrate new directory as key search functionality within portal.	Business in the region to be provided with a comprehensive online support system (IAG) enabling local companies to handle export / international trade.

### Work package 3 – IAG Toolkit for business support brokers

Aim/Activities 2008/2009	Actions/ Deliverables	Quality Criteria	Outcomes (Impact)
<b>WP2B</b> Offline IAG toolkit to be used by brokers organizations	Development of toolkit and master classes for brokers	Interactive feedback and interactive update from businesses to broker, brokers to rln will demonstrate that business support staff are fully conversant with RLN package and know what to say and at what stage to refer companies to the RLN	Skills brokers and ITAs involved in supporting International Trade will be able to have the International Communication information they need to supply to assisted businesses

### Work package 4 – Migrant Workers Employers Support Toolkit (Online)

Aim/Activities 2008/2009	Actions/ Deliverables	Quality Criteria	Outcomes (Impact)
<b>WP4A</b> Gather information on employers needs and develop online support kit	Needs analysis		Information available for strategic planning by relevant stakeholders

<p><b>WP4B</b> Identification and dissemination of best practice amongst employers of migrant workers promoting cultural awareness</p>			<p>Support of inclusion and equality policies</p>
<p><b>WP4C</b> Work with employers and recruiters to raise awareness of English language provision for migrant workers</p>	<p>Providing online tools for migrant workers to learn English (negotiating agreement with 3<sup>rd</sup> party provider of language learning software (English for Polish speakers))</p>	<p>This is in the context of recruitment and retention policies by employers.</p>	<p>Migrant workers enabled to play a wider role in economic development of the region. Including ability to set up companies and to fill higher level skills positions</p>

**Work package 5 – Offline Business Support**

Aim/Activities 2008/2009	Actions/ Deliverables	Quality Criteria	Outcomes (Impact)
<p><b>WP5A</b> Offline support to companies interested in international trade</p>	<p>Identify companies to target across YH (cross referrals Skills brokers) and work in depth with them</p>	<p>Customer Care quality parameters (online satisfaction form)</p>	<p>Enhanced use of international communication skills for local companies which will help companies to be more efficient in their communications for exporting, be more culturally aware, etc</p>

<b>WP5B</b> Offline support to foreign owned companies	Compile workforce development plan with HR teams	Customer Care quality parameters (online satisfaction form)	Solve HR needs resulting in better communications and improved efficiency - Measured by customer satisfaction feedback from HR teams. RLN will also collaborate with UKTI to investigate potential measures of economic performance based on factors such as 'improved communications' within the TESS scheme.
<b>WP5C</b> Offline support for companies employing high % of migrant workers	Conduct language/international communication specific company skills needs analysis	Customer Care quality parameters (online satisfaction form)	Increased support for recruitment and retention
<b>WP5D</b> Encourage YH companies to engage with International Trade (online and offline)	Raise awareness of related services available	Customer Care quality parameters (online satisfaction form)	Increased number of companies aware of services available to support International Trade

### Work package 6 – Language Labour Market Intelligence

<b>Aim/Activities 2008/2009</b>	<b>Actions/ Deliverables</b>	<b>Quality Criteria</b>	<b>Outcomes (Impact)</b>
<b>WP6A</b> Development of a structured online RLN Data & Research service	One access point for Language Labour Market Intelligence		Stakeholders and customers have access to regional Language Labour Intelligence Data
<b>WP6B</b> Language LMI related thought leadership	Bi-monthly bulletins on LMI in the region		Provision of detailed analysis of data on numbers of people with higher level foreign language skills