

Appendix A : Engagement and Communications Plan (to enable existing and past local adult skills providers to access the new framework)

Enabling and encouraging local adult skills providers to join the Crown Commercial Systems DPS for the Adult Learning Providers Commissioning (2026/27)

This engagement and communications plan is designed to encourage Hackney's local adult learning providers to register on the Crown Commercial Systems (CCS) Dynamic Purchasing System (DPS) for the 2026/2027 academic year commissioning cycle. The approach we will take is aligned with the OASIS communications planning framework (Objective, Audience, Strategy, Implementation, Scrutiny).

1. Objective

OASIS Component	Description	Metric/Target
Objective	To ensure Hackney based and other local adult skills and training providers successfully completing and submitting their DPS applications to ensure local providers can be selected to deliver the adult skills courses, ensuring a competitive and diverse supply base for the 2026/27 commissioning of adult learning provision.	80% of current or previous Hackney adult learning providers successfully registered and active on the CCS DPS by early June 2026.

2. Audience

The primary audience consists of adult skills providers already currently delivering adult learning in Hackney, or who have delivered adult learning courses for LB Hackney in the past, and any new Hackney and other local providers interested in adult skills commissioning opportunities. This group includes colleges, Independent Training Providers (ITPs), and Voluntary and Community Sector (VCS) organisations.

Component	Insight/Detail	Barriers to Application	Motivators for Application
Current and past LBH adult skills providers	Established local organisations that prioritise stability and continuity of local funding.	Perceived complexity of the CCS DPS. Reluctance to change existing, familiar procurement processes.	Access to Funding: Registering ensures access to all 26/27 opportunities. Simpler Contracts: DPS offers a streamlined,

		Lack of dedicated procurement/bid-writing capacity.	simpler route to future contract awards. Support: Clear guidance and support available from the Council at every step.
New/Smaller Local Providers (ITPs, VCS)	Smaller, often resource-limited groups seeking their first public sector contracts or easier local access.	Lack of experience with national procurement systems. Fear of complex application or technical challenges.	Local Opportunities: Specific contracts aligned to their strengths and local needs. Support: Clear guidance and support available from the Council at every step.

3. Strategy

The strategy is focused on overcoming perceived complexity and capacity issues by implementing clear, provider-centric principles to drive application completion.

Strategic Principle	How This Overcomes Barriers & Drives Applications
<p>Adult skills providers database created- Create a list of all current and previous adult skills providers that LB Hackney has worked to ensure they are aware of and can access this procurement opportunity.</p>	<p>This involves:</p> <ol style="list-style-type: none"> 1) Proactively contacting all existing providers from the previous Hackney Adult Learning framework. 2) Working closely with the Economic Development team, Procurement team, and the wider Employment, Skills, and Adult Learning, Strategy & Policy team to map out and identify other relevant providers currently working with the council or in the borough/local area 3) Leveraging broader networks by circulating information via the Greater London Authority (GLA) and other council communication channels to generate word of mouth and self identification from potential providers. 4) Creating a core, centralised database of identified providers while maintaining a

	clear and accessible process for new, previously missed providers to be added at any time, ensuring the database remains dynamic and current.
Simplify the procurement process for applicants/bidders	We will break down the DPS application into clear, manageable steps, providing dedicated, simplified guidance and step-by-step support tailored to local providers. (Addresses perceived complexity and lack of procurement capacity.)
Build confidence and capacity amongst potential bidders	We will offer accessible, personal support via virtual briefings and 1:1 sessions to answer specific questions, demystify the process, and increase provider confidence in completing the application accurately. (Addresses fear of complex application.)
Demonstrate Value	We will clearly position the DPS as the exclusive gateway to all 26/27 Hackney adult learning commissioning opportunities, creating a clear link between registration and future funding access.
Leverage networks	We will work with key local partners and existing networks to communicate the change and deliver support, using familiar and trusted relationships to reinforce the message of necessity and available assistance.

4. Implementation

The delivery plan follows a clear provider journey:

Awareness (Initial Notification) → Understanding (Education) → Support (Guidance & 1:1) → Application (Drive Registration) → Approval (Scrutiny):

Activity	Channel	Lead	Timeline	Goal/Actionable Outcome
Phase 1: Initial notification of bid opportunity and how to apply to potential providers				

Email announcement to provider list	Email	ESAL-PD	W/C 27th April	Inform providers of the procurement process for 2026/27 and any key actions/requirements to be ready to sign up to the DPS system
Phase 2: More detailed guidance and information issues to potential providers				
Virtual Guidance Webinar 1	Online-Google Meet	ESAL-DH/PD	W/C 18th May	Move providers from Awareness to Understanding; address common application questions.
Issue DPS guidance (and step-by-step guide to accessing/registering with DPS) to potential bidders	Email	ESAL-PD	W/C 18th May	Provide simple instructions to bidder enable successful application completion on DPS.
Phase 3: Follow-up & drive registration to DPS				
Reminder Email	Email	ESAL-PD	W/C 25th May	Prompt final DPS application submissions.
Final push for registration (Deadline approaching)	Email/Phone follow-up for providers	ESAL-PD	W/C 25th May	Provide targeted 1:1 support and remove barriers for providers.

5. Scrutiny/Monitoring and evaluation of engagement plan success

Ongoing monitoring and evaluation of the above will ensure the engagement and communications approach is achieving its objectives.

Conversion Funnel Metric	Frequency of monitoring	Data	
Providers contacted (emails)	Weekly	Email analytics or response back	If low, diversify channels

Engaged (online session attendance, Guidance document access)	Post-event/Weekly	Meeting platform analytics	If low, switch to pre-recorded video tutorials or promote 1:1 support sessions.
Supported (Queries received, 1:1 session attendees)	Daily	Shared Inbox, FAQ log	Review FAQs and amend guidance document if recurring issues are identified.
Applied (Number of providers who initiated/submitted a DPS application)	Weekly	CCS Portal/Commissioning & performance team tracking	If low, intensify 1:1 support sessions and targeted follow-up.
Approved (Target: 80% successfully registered on DPS)	Weekly/Monthly	CCS Portal/Commissioning & performance team tracking	Final measure of success. If the target is missed, review all processes for systemic barriers.

Risks & Mitigations

Key Risk	Impact	Mitigation Strategy
Low engagement from potential providers	Target registration rates are missed; insufficient supply base for commissioning.	Use phone follow-up for providers. Work with trusted third-party networks to deliver the messaging.
Providers struggling to complete the application .	Less providers bid	Implement 1:1 support sessions for providers who stall in the process. Simplify guidance materials.
Application process takes longer than anticipated (internal CCS/external delays).	Deadline is missed, delaying commissioning schedule.	Build buffer time into the timeline and communicate clear internal escalation paths for any technical issues that arise.
Reputation risk if local and known providers can't access the DPS and bid of opportunities	Complaints, reputational risk, less diverse and high quality adult skills provision, not supporting local businesses.	Ensure successful registration of essential local providers by proactively targeting them and offering dedicated 1:1 support sessions. Implement a stakeholder tracker to monitor providers joining the DPS and facilitate follow-up with

		non-registrants to identify and address any barriers they face. Communicate with CCS Commercial Agreement Manager to discuss identified barriers and explore the possibility of direct support from CCS to overcome them.
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