

# **Customer Insight Information**

**Curriculum Planning and  
Marketing User Guide**

Hull City Council holds a range of information and data about local residents. This information is known as '**Customer Insight**' and can be used in a number of ways to assist with the development of curriculum and the marketing of our products. The wealth of information can sometimes be daunting and confusing, so this guide aims to assist the user to identify and consider various research and engagement methods.

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# Customer Insight Information

## Curriculum Planning and Marketing User Guide

### 1. Aim

Before using the Customer Insight information, it is important to have clear aims and objectives. Knowing what you want to achieve will help you to identify questions and themes that will guide you through the process.

Consider the issues that you need to resolve and identify the outcomes you wish to achieve within planned time scales.

#### *Example*

<b>Issue</b>	<i>North Bransholme learners are hard to reach and are in an isolated area of the city. Enrolments in Adult Education compared to other areas of the city are lowest here.</i>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>• <i>Understand the barriers to learning</i></li><li>• <i>Develop a curriculum for Skills for Life, IT and PCDL courses that will meet the needs of the community</i></li><li>• <i>Develop a marketing plan for use at Spring 2013 enrolment</i></li><li>• <i>Increase enrolments in Skills for Life, IT and PCDL courses</i></li></ul>
<b>Time Scales</b>	<i>November 2012 – February 2013</i>

**Tip** – try to keep your objectives short and focussed, the detail will come as you progress through the guide.

### 2. Customer Profiles

From information provided by the Customer Services team we are able to understand our customer's propensity to specific courses. When combined with other information, such as the People's Panel, Learner and Stakeholder feedback it will assist the user in understanding the needs and opinions of local residents, so that an appropriate curriculum can be developed.

The Customer Profile table, contained in **Appendix 1**, details the current Population Sub Groups (PSG) and shows the courses which are successful in these areas.

### 3. Customer Insight

Hull has 10 Population Sub Groups. From the information we hold, we are able to understand the makeup of the residents within these groups, such as age, education, employment types, ethnicity, health etc . This is called, **Customer Insight**.

**Appendix 2**, provides the breakdown of the **Customer Insight** areas and will enable the user to familiarise themselves with those who reside in the area. The information also provides us with an understanding of the preferred communication methods. By knowing how residents like to find and receive information, it helps us to get a feel for how we can engage with them. The final part of the Customer Insight area details where residents are likely (and unlikely) to engage.

Customer Insight information, is not exhaustive and there is a need to consider what other factors are available to make research effective and robust. You may also wish to consider:-

- **Data**
- **Feedback**, such as People's Panel, QMOL, Snap, learner/stakeholder forums
- **Internal/External Quality Standards**, such as SAR, Common Inspection Framework, Skills Funding Agency, Local Area Statement of Need, Ofsted etc

Assistance is available from the Business Development Team on using the Customer Insight information; please contact Margaret Woodcock for further details. [mwoodcock@hcctraining.ac.uk](mailto:mwoodcock@hcctraining.ac.uk)

### 4. Curriculum Planning

Using Customer Insight tools and other forms of information/data, the planning and design of the curriculum will be developed by the Area of Learning/Centre Manager. They will work in conjunction with the Lead Operational Manager and other members of the Senior Leadership Team to ensure that the offer is fit for purpose.

For more information and support on curriculum development, please contact Ruth Braithwaite [ruth.braithwaite@hullcc.gov.uk](mailto:ruth.braithwaite@hullcc.gov.uk)

### 5. Marketing and Communication

During the development of a course, consideration should be given to how it will be marketed and communicated to local residents/stakeholders. The distribution plan in **Section 4** provides suggestions and ideas for engaging with the target audience.

## 5.1 Considerations

**Key Messages** - When creating marketing materials it is essential to identify and use key messages which will resonate with the residents of specific PSGs. An example of this, can be found in **Appendix 3**

**Design** – To ensure quality, consistency and brand all materials should comply with the Corporate Identity Guidelines 2011. Please see **Appendix 4**. For advice on the content, layout and style of any materials please contact Pat Tether, Design and Communications Officer [ptether@hcctraining.ac.uk](mailto:ptether@hcctraining.ac.uk)

Please note that any materials produced within centres or teams, will require approval from the Business Development Team, so that they meet corporate identity requirements, prior to distribution. The team aims to turn requests around within 24 hours.

**Currency Dates** – when distributing information to residents/stakeholders, please consider the length which the materials/information will be valid.

## 5.2 Dissemination of information/materials

There are a number of resources available to the user which will enable them to engage effectively with residents, learners, partners and other stakeholders. The user should work with the Business Development Team to complete the 'Distribution Plan' – **please see Appendix 3**. By working in partnership we can be confident that information and materials circulated across the city are of a high quality, provide a consistent and cohesive message, that they are version controlled and their impact measured.

**Circulation** – the user and the Business Development Team will agree on which methods of communication/engagement are most appropriate and will mutually agree lines of responsibility and completion dates

**Data Protection** - The Business Development Team, hold and maintain a central database of contacts. If appropriate, they will provide centre/teams with any relevant details. So that Adult Education and Hull Training can be confident that the data they hold is robust and meets data sharing protocols. Any information sent to the centres/teams must **not** be used for subsequent projects. New data must be obtained for each occasion.

**Press** – Contact should only be made with the press in coordination with the Corporate Press office and the Business Development Team.

**Engagement approaches** – it is vital that residents, learners and other stakeholders recognise Adult Education and Hull Training as a provider of high quality products and as a deliverer of excellent customer services. Managers should ensure that any member of staff who communicates with

our customers does so in a professional manner. To assist teams, suggested emails/letters are available in **Appendix 5**.

**Quality Assurance** – the Business Development Team will maintain a version control log and will report quarterly to the Senior Leadership Team on the outcomes and impact.

## **6. Support**

**6.1 Advice and Guidance** – for any assistance in using this guide or to discuss any specific needs please contact Margaret Woodcock, [mwoodcock@hcctraining.ac.uk](mailto:mwoodcock@hcctraining.ac.uk)

**6.2 Resources** – the following documents form part of this user guide and should be used in conjunction with any planning or marketing project.

- Customer Profiles           Appendix 1
- Customer Insight           Appendix 2
- Distribution Plan           Appendix 3
- Style Guide                 Appendix 4