Digital and technology

Overview of actions

This section outlines the digital tools and processes that support the delivery of the People and Skills Pledge.

Systems and processes

While the programme is not heavily digitised by design, several key tools and platforms underpin its delivery, enabling data management, funding access and engagement. These digital elements ensure efficiency and transparency across the Pledge.

- **Participant database** – A dedicated database stores all information on those the programme supports, from initial referral through to placement or employment, allowing the Pledge's team to track journeys and outcomes.
- **Digital feedback forms** – Microsoft Forms are used at programme start, during delivery, and at completion to capture participant and partner feedback, enabling continuous improvement.

Public-facing digital channels

Visibility and accessibility are critical for engagement. The Pledge uses online platforms to attract participants, connect partners and share progress and opportunities.

- **Bespoke website** – Hosts an Expression of Interest (EoI) form for individuals and organisations interested in job or skills opportunities or becoming a Pledge partner. It's also used to share case studies and updates around the Pledge's progress and development.
- **Social media presence** – Facebook and LinkedIn support awareness, showcase success stories and promote events.
- **Job boards** – External digital platforms, such as Indeed, are used for recruitment and advertising roles. Job Centre Plus are also alerted to vacancies, which they share among local candidates.

Tools to access funding and manage data

Some systems are used by the Pledge to support partners in accessing funding and managing data.

- **Apprenticeship service account** – The Pledge supports providers to register and navigate the gov.uk apprenticeship service, enabling levy transfers and unlocking up skilling opportunities in the form of funded apprenticeships.
- **Adult Social Care Workforce Data Set (ASC-WDS) and LDSS support** – Social care providers are guided through registration and use of the ASC-WDS, a platform which collects data on social care employers, which in turn makes them eligible to apply for the LDSS funding for qualifications.

Key decisions

- Implementing a participant database ensured structured tracking of journeys and outcomes.
- Social media was an important way to grow the brand and share stories.

Key learning

- Prioritising support for the apprenticeship service account unlocked significant funding for training and development.

> **"In terms of digital, the apprenticeship service levy account really is a main part of this People and Skills Pledge. We also support other providers to register so they have a levy account and then we also support them in terms of how to navigate that account."**
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> **Sharon Stead,** Programme Lead, NEL HCP