

## talentplan on the web

### How it works for content partners



Brought to you by the **talentplan** coalition:

British Chambers of Commerce, Business in the Community, Confederation of British Industry, Federation of Small Businesses, Sector Skills Councils, Talent and Enterprise Task Force, the UK Commission for Employment and Skills, BERR, DCSF, DIUS, DWP, HMRC/Business Link, Northern Ireland Executive, Scottish Government, Welsh Assembly Government, Commission for Rural Communities

- A reminder - what is **talentplan**?
- How does the search work
- What does that mean for content partners?
- Summary

# A reminder - what is **talentplan?**



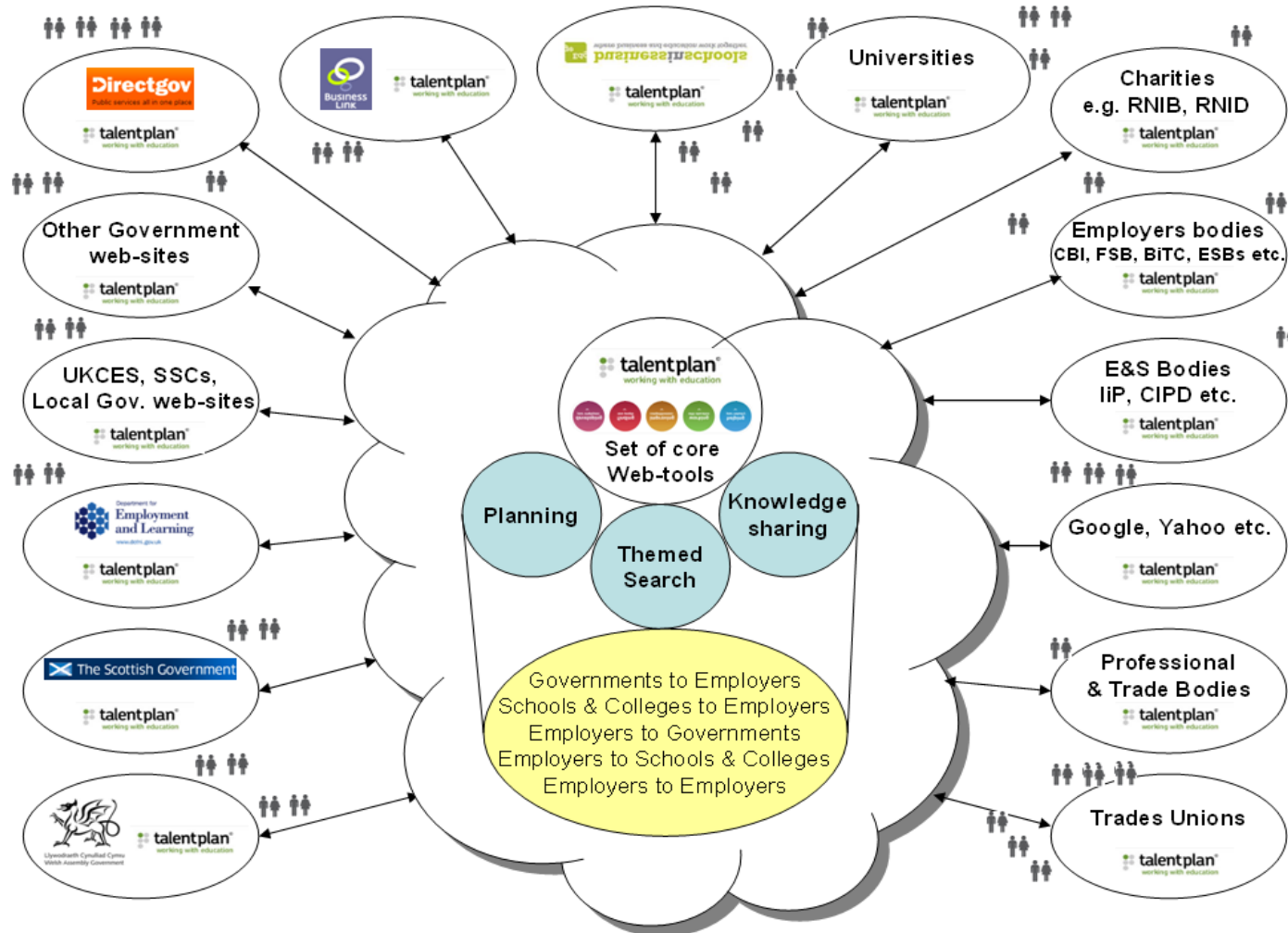
# The talentplan framework

A joined up view for employers to understand the education, employment and skills system and build their plan



# talentplan on the web

Not a central database, but a distributed set of web-tools with multiple access & relevant expert content



# The Web tool brings the framework to life

## Search\*:

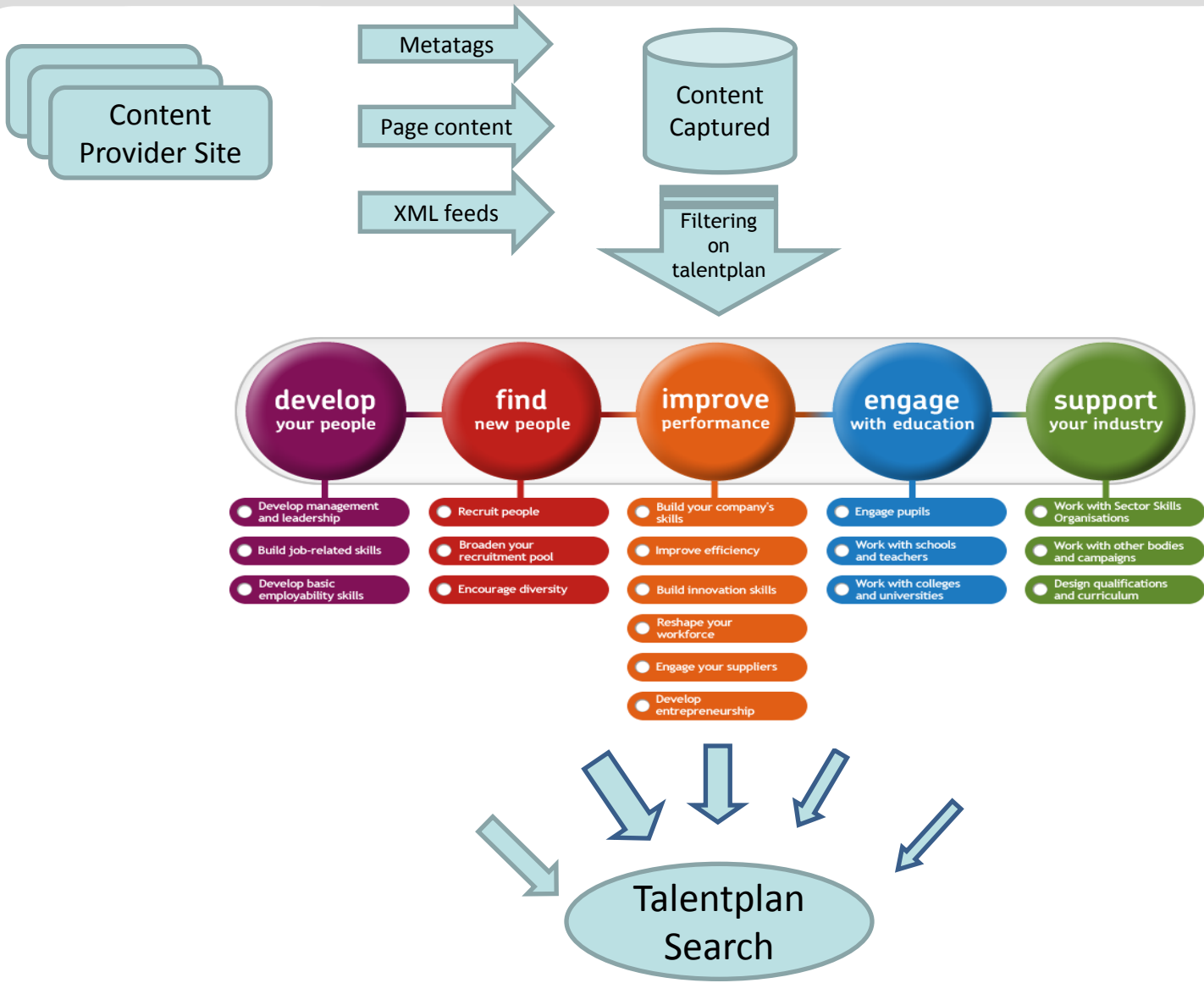
- Results filtered by:
  - Type of support needed (courses, funding, advisor, information & guidance, tools, events, contacts)
  - Geography (country & regions in England)
- Related to the 5 themes of the talentplan framework
  - “show me funding for apprenticeships, available to the automotive sector in London”
  - “show me who to contact about down sizing in a recession”
  - “show me how to develop by business’ leadership skills through working with schools”

\* connectivity building up & available from April 2009

# So how does the search work?



# talentplan retrieves & filters relevant content from anywhere within our content partner sites



- The talentplan framework uses words & language that reflects the language used by employers - this is our starting point
- This has created a consistent vocabulary to be used across all the content that is captured
- Search requests are sent out across our content partner sites
- Search results are sorted & prioritised by their ‘fit’ to the talentplan vocabulary
- The closer your content fits with the talentplan language, the higher up the results they will appear

# Categorising the search

**To help you understand how the information on your website will be categorised, please see the list of data types below.**

## **Information types:**

Courses  
Funding  
Advisor  
Information and Guidance  
Tools  
Events  
Contacts

## **Location:**

UK  
England  
Northern Ireland  
Scotland  
Wales  
East Midlands  
East of England  
London  
North East  
North West  
South East  
South West  
West Midlands  
Yorkshire and the Humber

## **Industry types:**

Administrative and business support  
Aerospace, marine and defence  
Agriculture, forestry, fishing and land-based industries  
Automotive industry  
Creative and cultural  
Chemical, pharmaceuticals and polymers  
Construction and property  
Education  
Fashion and textiles  
Financial, banking and insurance  
Food and drink  
Human health and social work activities  
Information, IT, communication and broadcasting  
Justice  
Leisure, hospitality, travel and tourism  
Manufacturing  
Marketing, communications and sales  
Mining and extraction  
Oil and gas  
Professional services  
Retail  
Science and life sciences  
Transportation  
Transport, logistics and storage  
Utilities

# Content partners (BETA launch)

Advantage West Midlands  
Asset Skills  
Automotive skills - Institute of the Motor Industry  
BERR  
Business in Schools (England currently)  
Business in the Community  
businesslink.gov.uk  
Careers Wales  
CBI  
Cogent  
Commission for Rural Communities  
ConstructionSkills  
Council for the Curriculum, Examinations & Assessment (Northern Ireland)  
Creative & Cultural Skills  
DELNI - Department for Employment and Learning, Northern Ireland (DELNI)  
Department for Children, Education, Lifelong Learning and Skills (Wales)  
Department for Innovation, Universities and Skills , England (DIUS)  
Department for the Economy and Transport (Wales)  
Department for Work and Pensions (DWP)  
Department of Enterprise Trade & Investment - Northern Ireland (DETI)  
Department of Finance and Personnel - Northern Ireland  
East Midlands Development Agency  
East of England Development Agency  
Employers for apprenticeships (England)  
Engineering Development Trust  
e-Skills  
The Federation of Small Businesses  
Financial Services Skills Council  
GoSkills  
Improve Ltd  
In our Hands (England)

Invest NI (Northern Ireland)  
Investors in People UK  
Jobcentre Plus  
Lantra  
Learning & Skills Council (England)  
Lifelong Learning UK  
National Apprenticeship Service (England)  
National Education Business Partnership Network  
National Employers Service (England)  
National Skills Academies  
Northern Ireland Executive  
North West Development Agency  
People 1st  
Proskills  
Scottish Business in the Community  
Scottish Enterprise  
Scottish Government  
Scottish Qualifications Authority  
SEMTA  
Skillfast - UK  
Skills Active  
Skills Development Scotland  
Skills for Justice  
Skills for Logistics  
Skillset  
Skillsmart Retail Ltd  
Success through Skills (Northern Ireland)  
Train to Gain (England)  
Training Quality Standards (England)  
UK Commission for Employment and Skills  
Welsh Assembly Government

**...with more being added every day**

What does that mean for  
content partners?



# So what does this mean for me?

- talentplan only searches partner sites
  - If you are not a content partner, your content will not appear within the talentplan search results
- The most relevant search results will appear first
  - Language is vital - if your content is aligned to the framework, it will perform well in the search
- If you have relevant content that does not appear when you search
  - Consider the language that is used on your site and its relevance to the **talentplan** framework
  - If the content and language seem aligned and still don't appear in the search results, contact us at [info@talentplan.org.uk](mailto:info@talentplan.org.uk)

# Conclusions

- The **talentplan** framework provides a common language and vocabulary for employers, intermediaries, partners and brokers
- The **talentplan** web tool only searches the content within partner websites
- Your organisation can benefit by:-
  - Becoming a content partner
  - Aligning your content to the language of the **talentplan** framework
- Becoming a **talentplan** content partner will increase traffic to your website
- We have developed an on-line resource centre ([www.talentplanresourcecentre.org.uk](http://www.talentplanresourcecentre.org.uk)) which can help you further
  - This includes an application form to become a content or full partner