



# LAIN Steering Committee Communications toolkit

Association of Colleges | BusinessLDN | Capital City College Group | Diocese of London | Film London | Greater London Authority | London Boroughs of Barking & Dagenham, Camden, Islington, Lambeth, Lewisham and Westminster | London Chamber of Commerce and Industry | London City Airport | London Councils | London Fire Brigade | London Higher | London Jewish Forum | London Metropolitan University | London South East Colleges | Old Oak and Park Royal Development Corporation | Metropolitan Police | Middlesex University | Muslim Council of Britain | NHS London | New City College | Newham College | Thames Water | The Trades Union Congress (London, East & South East) | Transport for London | University College London | University of London | Waltham Forest College

This document contains pre-prepared messaging, social graphics and content that you can choose to use to talk about your involvement in LAIN (London Anchor Institutions' Network) on your internal and external platforms.

The more members talk about LAIN, its work, their involvement and its impact, the more we can increase awareness of the network's mission to create a fairer, greener, more prosperous London through collaboration, and evidence the breadth and scale of LAIN.

Our number one ask is to please use **#LondonAnchors** or **#LAIN** when posting content on social media channels as this helps us track and evaluate the impact of your messages.

## Key Messages

- Supported by the Mayor of London, some of London's biggest organisations are working together to create a fairer, greener and more prosperous city – getting more Londoners into good work; helping small businesses to grow; and taking action to tackle the climate emergency and clean up our air.
- By making changes to the way they hire people, buy goods and services, and manage their own facilities, they are creating more job and business opportunities for Londoners from underrepresented backgrounds and helping to drive down carbon emissions.

## LAIN Newsletter

The core team issues a newsletter to over 300+ subscribers every 6 weeks. It is an opportunity to share the latest news, share resources, promote events. We like to include blogs from contributors from across the network.

If you have anything you would like to include, please email [anchors@london.co.uk](mailto:anchors@london.co.uk).

## Stories and data

Telling a compelling and inspiring story about the work of London's anchor institutions requires three key things:

1. **Human stories** – unscripted honest stories of impact told by Londoners themselves who are representative of their communities.
2. **Stories of genuine change** – stories about how organisations are doing things differently, cutting through bureaucracy, reaching out to communities in new and innovative ways, or making real efforts to improve.
3. **Meaningful quantitative data** to get across the scale of the impact we're having.

Tell us your stories and keep us up to date with your progress and data. We can then work with you to create a variety of sharable content such as case studies, blogs, podcasts (coming soon), videos, social media graphics and messaging and newsletter copy.

## Videos

PA number of videos have been produced to date. Please use the links to these videos on your website or to support your social media posts.

[LAIN promotional video](#) - featuring members of LAIN's steering committee and working groups.

## Impact videos

### VIDEO LINK

[Working for Independence](#)  
[Refugees into Work](#)  
[Leveraging the Apprenticeship Levy](#)  
[The Autistic Factor](#)  
[Prisoners into Work Programme](#)  
[One of 10,000 Black Interns](#)  
[Mentoring at the Met](#)  
[What Young People Want in Mentors](#)  
[Micro Business Boosts Medical Science](#)  
[Going Underground](#)  
[Wining Work with the Met](#)  
[Fire Station Carbon Retrofit](#)  
[Greener Colleges](#)  
[Warmer Churches, Warmer Congregation](#)

### LAIN MEMBER

NHS  
NHS  
University of London  
Transport for London  
Thames Water  
Thames Water  
Met Police Service  
University East London  
University of London  
Transport for London  
Met Police Service  
London Fire Brigade  
New City College  
Diocese of England

### THEME

Hiring & Skills  
Hiring & Skills  
Hiring & Skills  
Hiring & Skills  
Hiring & Skills  
Hiring & Skills  
Mentoring  
Mentoring  
Procurement  
Procurement  
Procurement  
Net Zero, Procurement  
Net Zero  
Net Zero

## Intranet copy

[INSERT NAME OF ORGANISATION] is proud to be a member of LAIN (London Anchor Institutions' Network), working with some of London's biggest organisations, supported by the Mayor of London, to build a better London for everyone.

London faces unprecedented challenges. By acting together towards shared goals – tackling inequalities, supporting inclusive economic growth and taking action in the face of climate change – we can make a bigger and more positive change than we would by working alone.

By making changes to the way we recruit, buy our goods and services, and manage our buildings and estates, we're creating more opportunities for Londoners from underrepresented backgrounds and helping to drive down carbon emissions.

This not only benefits the communities we serve, but also creates the conditions we need to flourish – from a greater talent pool on which to draw, to more efficient and diverse supply chains and a thriving local economy in which to do business. The impact of this work is already being felt by our communities. We're helping more Londoners to get into work and receive a fair wage, helping small, local businesses to grow, helping young people to flourish and taking action to address the climate emergency.

Each and every one of you, as a member of our staff, is part of this important mission, supported by the Mayor of London, to make London a fairer, greener, more prosperous city.

Visit [www.anchors.london](http://www.anchors.london) for more information on which organisations are part of the network and what impact it's having in the city.

## Web copy / newsletter copy

[INSERT NAME OF ORGANISATION] is proud to be a member of LAIN (London Anchor Institutions' Network), working with some of London's biggest organisations, supported by the Mayor of London, to build a better London for everyone. London faces unprecedented challenges but we're rising to the challenge.

By acting together, we can find new and better ways to tackle long-standing problems and new threats to the city. Anchor organisations, including us, are changing the way we recruit, buy our goods and services, and manage our buildings and estates, creating more opportunities for Londoners from underrepresented backgrounds and helping to drive down carbon emissions.

We have representatives who sit on LAIN's steering committee and working groups driving progress, tackling challenges and sharing best practice.

Here [INSERT NAME OF WORKING GROUP MEMBER] explains why their participation in the [INSERT NAME OF WORKING GROUP] is helping to build a better London for everyone. [INSERT STAFF INTERVIEW HERE]

We're proud to be part of this important mission, supported by the Mayor of London, to make London a fairer, greener, more prosperous city.

Find out more about LAIN at [www.anchors.london](http://www.anchors.london).

## Social Media

The core team regularly posts on LAIN's LinkedIn page: [www.linkedin.com/company/London-anchor-institutions-network](http://www.linkedin.com/company/London-anchor-institutions-network). Be part of the conversation by resharing our messages or creating your own using the hashtags: #LondonAnchors #LAIN #BetterTogether #ConnectInspireAction #Anchors

### **LinkedIn Steering Committee or Working Group member suggested post:**

I sit on LAIN's (London Anchor Institution's Network) [INSERT STEERING COMMITTEE OR WORKING GROUP HERE]. I'm proud to represent [INSERT ORGANISATION NAME HERE] and be part of a movement that's building a better London for everyone – a city that's more inclusive and sustainable, where economic opportunities are available to all and take less of a toll on our planet.

With a membership of over 20 organisations spanning the public, private, faith-based, education and cultural sectors, the network determines how we can break down more barriers, do things differently and better, inspire new ways of thinking and commit to taking action, and fulfil shared goals by working together. Find out more about our work: [www.anchors.london](http://www.anchors.london). #LondonAnchors #ConnectInspireAction #BetterTogether

## General posts for social media platforms:

- Proud to be a #LondonAnchor, using our shared procurement, estates and hiring power to maximise good work opportunities for Londoners, help young people flourish and support the city's drive to #NetZero #BetterTogether
- #LondonAnchors are organisations that are committed to taking collective action to address London's long-standing social and economic inequalities and the pressing climate emergency. I'm proud that my organisation is a member of #LAIN #BetterTogether
- Proud to be supporting #LAIN, a network that brings together #London's largest organisations and commits them to working together to create a fairer, greener, more prosperous London.

## Mission-specific messages

### Hiring & skills

- 7,200 additional Londoners have had their pay uplifted to the London Living Wage as part of #LondonAnchors commitment to fair pay #ConnectInspireAction #LLW
- Over 4,000 apprentices have been supported by #LondonAnchors and £2m in apprenticeship levy funds have been transferred to local businesses #Apprentices #BetterTogether #LAIN
- 87,000+ staff work for a #GoodWorkStandard accredited #LondonAnchors employer #LAIN #BetterTogether

### Procurement

- Anchor Institutions have pledged to spend up to 30% of their annual procurement budgets on small, medium and diverse businesses based in London with £1.75bn worth of contracts signed to date. #LondonAnchors #ConnectInspireAction
- 1,200 contracts with London's MSME businesses signed to date #LondonAnchors #LAIN #procurement

### Net Zero

- #LondonAnchors across the public, education and faith-based sectors have plans in place to achieve #NetZero and have saved over 2.1m tonnes of carbon so far - enough to heat a million homes for a year #ConnectInspireAction #LAIN

### Mentoring Young People

- #LondonAnchors are supporting the New Deal for Young People mission to ensure 100,000 disadvantaged young Londoners have access to high quality mentoring opportunities by 2024. #ConnectInspireAction #LAIN
- Mentoring can truly inspire young people from disadvantaged backgrounds to fulfil their potential, which is why #LondonAnchors are delivering mentoring programmes, matching mentees with mentors they can relate to. #mentoring #ConnectInspireAction #LAIN

### Childcare

- #LondonAnchors are working together to tackle #childcare barriers affecting the recruitment, retention and career progression of (primarily) women and build more inclusive workplaces for London's parents. #ConnectInspireAction #LAIN

## Graphics

These graphics have been produced to support your content. These are available in the zip folder attached.

### Social assets - portrait



### Social assets - landscape



## Focus areas - graphics



## Impact - graphics

