**London Anchor Institutions’ Network (LAIN)**

**Steering Committee meeting: 21 February 2023**

**Paper: Programme updates**

**LAIN conference overview**

More than 200 people from across the network and beyond came together on 31 January for our annual conference. The event provided a valuable opportunity for existing members to meet and connect, as well as raising the profile of the network with prospective members and other interested parties.

In addition to keynote speeches from the Mayor of London, Professor Wendy Thomson CBE, Vice-Chancellor, University of London and Cllr Georgia Gould, Chair of London Councils, delegates heard from experts in their fields on embedding culture change, measuring social value, communicating impact and nurturing place-based links.

The conference showcased achievements across the network (see the summary of impact paper) and provided a good platform to communicate with a wider audience about the network’s aims and impact.

A summary film of the conference is online [here](https://www.youtube.com/watch?v=walI4ngmHUg&feature=youtu.be).

We would like to say particular thanks to the University of London for hosting the conference and to Bloomberg Associates for their ongoing support and expert guidance.

**Feedback and future opportunities**

Feedback on the conference has been very positive, both on the day and in response to a survey sent to all attendees, which had 41 responses. The results show a real appetite for more opportunities for members to network, building and deepening connections across organisational boundaries, as well as to take part in more peer-to-peer workshops and expert-led masterclasses that help them develop their own practice.

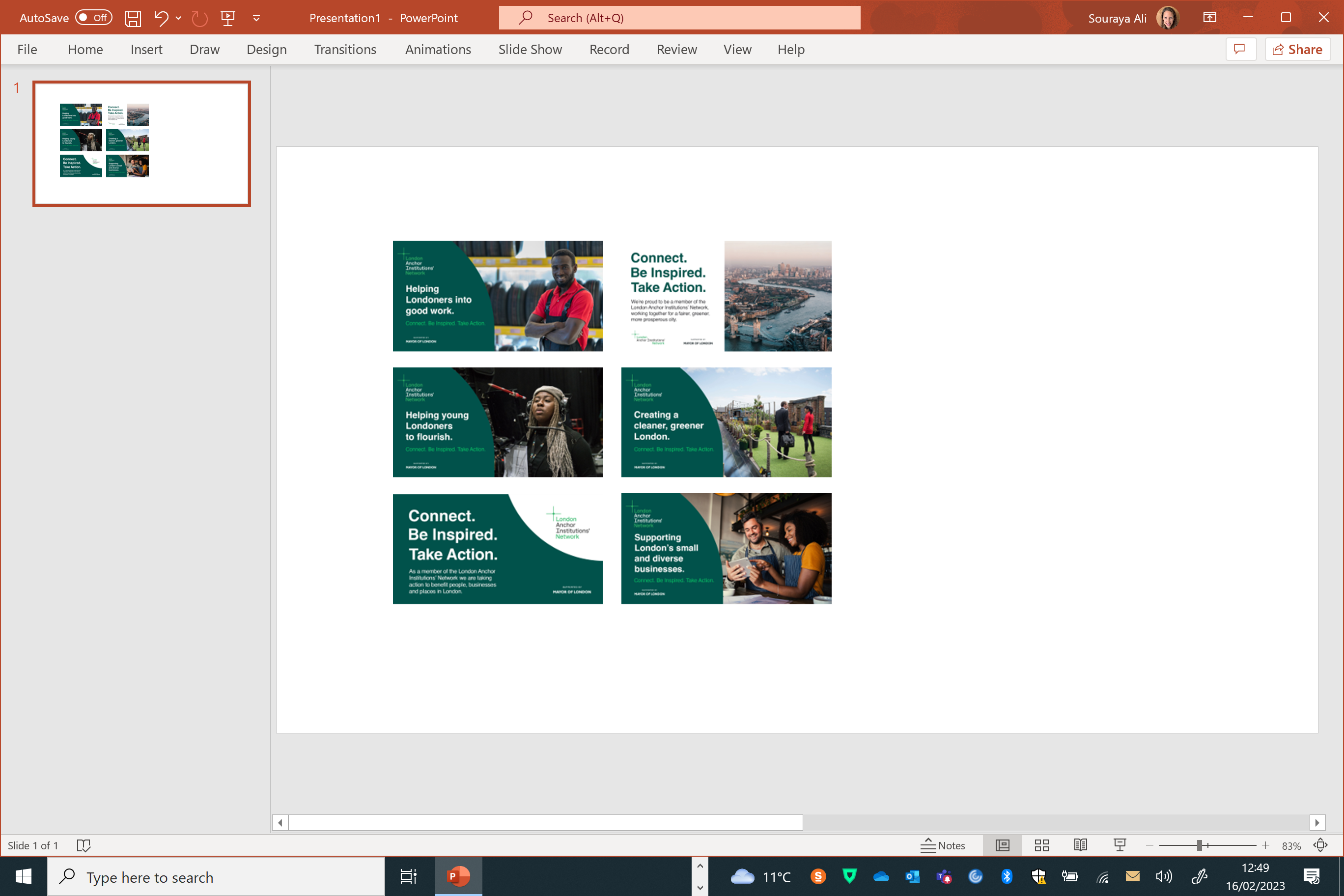
Feedback from members on future opportunities and ambitions to pursue has centred on:

* Telling the story more effectively and consistently about what we are achieving collectively in order to build momentum.
* Engaging more colleagues within our organisations, showing how this can be a core part of their work, and providing practical support and information to help those at middle management to effect change (and scale it up).
* Facilitating more peer-to-peer support across organisational boundaries and leveraging the power of the network to complement and support one another’s activities and problem solve together.
* Pursuing opportunities for more cross-cutting work across our themes and working groups for example on green skills or driving sustainability outcomes via procurement.
* Hearing more directly from those with lived experience about the issues we are trying to tackle in order to inform our practice.
* Making our underused assets (particularly space) more readily available to other change agents, such as voluntary, community and social enterprises who are working to support similar goals.

**Communication**

The importance of communicating the value and impact of anchor ways of working both internally and externally is consistently raised by our members, and has been an area of increasing focus for the programme recently.

A comms toolkit and social media graphics were provided to members in advance of the conference to help talk about organisations’ participation in the network and its goals. There was good use of the graphics and hashtag #LondonAnchors across Twitter (almost 30,000 views of relevant tweets) and LinkedIn (with relevant posts generating 460 likes or other reactions).



Social media cuts are now being produced of the short films shown at the conference which featured beneficiaries of anchor-related work. These will soon be shared along with an updated comms toolkit.

The intention is to work with your organisations to produce more content like this that members can use to talk about the network and what is being achieved – including stories of what individual organisations are doing and the impact this is having. The aim is to share more of this both in public-facing comms, and within members’ own organisations via internal comms channels. We are building a network of comms officers across LAIN to facilitate this and bring to bear our collective resource and expertise in this area to maximise the impact of the limited resource within the anchors programme team.

**Resources**

Over the past few months, the Procurement Working Group has been working with an e-learning producer to create an e-training course to support anchor institutions to procure from more small and diverse businesses. The course was designed with significant input from senior buyers at the NHS, University of London, TfL and the GLA, and inspired by a report (commissioned by the working group and funded by Bloomberg Associates) that studied the barriers that small and diverse businesses face when selling to the public sector.

The course is designed for new and junior officers in anchor institutions’ procurement teams, as well as all buyers who sit outside the commercial team. The files will be shared with the steering committee to be uploaded onto your organisations’ Learning Management Systems (LMS). Many thanks to Bloomberg Associates and members of the Procurement Working Group for creating this course.

**Membership**

Following the conference, Newham College has become the latest organisation to officially join the network. The programme team also has meetings scheduled with other prospective members from the further education and built environment sectors who have asked to join the network since the conference. A further update will be brought to the next Steering Committee meeting.

**Conclusion**

The Steering Committee is asked to:

* Ensure that contacts of relevant comms colleagues are provided to the LAIN programme team to join the comms network
* Let the programme team know if you are able to provide a space to host a networking session or peer-to-peer workshop
* Let the programme team know if you are able to offer someone from your organisation to run an expert masterclass for network members
* Promote the procurement e-training within your organisations, including getting this uploaded to your Learning Management System.