

West Yorkshire Lifelong Learning Network

Minutes of the Employer Engagement and Delivery Group

Held on Friday 6th April 2011

Start time 1400 hours

Finish time 1550 hours

Present: Steve Challenger (Chair), Joanne Beaumont, Brian Duffy, Ian McGregor-Brown, Janet Mulcrone, Christine Byrne, Karen Quine, Julia Calver, Michael Cuthbert, Susan Liphthorpe, Sue Holland, Colin Lister and Sharon Bainbridge

Together with: Joanna Puzo note taker

Apologies: Alison Hedley, Jez Pritchatt, Lindsay Fraser, Charlotte Orba, Kathy Pinnick, Paul Titman, Tom Hard, Diane Ayre, Jess Sewter, Tie Doepel, Jules O'Dor, Sarah Deakin and Steve Smith.

		Action
1	Welcome and Introductions	
2	Minutes of the meeting held on 28th January 2011 were approved	
3	Matters Arising Minute 5, Sue reported that all the changes that were suggested at the last meeting have been actioned. The pdf version of the employer offer was available on WYLLN website from the 9 th February. The next phase is the development of the website.	
4	<p>The WYLLN Employer Offer <i>To receive an update on activities and outcomes</i></p> <p>4.1 Update on activity to date Sue referred to the paper that has been circulated and suggested that the website needs to include language to individuals and not just employers. Sue has presented the offer to Job Centre Plus advisers but needs to follow up with them that they have the leaflets in their centres and the response to it. Sue has amended the flyer to include both individuals and employers and there will be a high number of redundancies in the next few months which can be targeted.</p> <p>4.2 Marketing – approaches Sue has contacted the Alumni's in the partner universities to advertise the offer and the University of Huddersfield have added the link to their Alumni Facebook page. Sue has sent 4000 leaflets out to West Yorkshire libraries. There is a link on the Business Link database. It was noted that if members are aware of any events or activities taking place where it would be appropriate to promote the offer to contact Sue.</p> <p>Sue had received the first call about a course on Monday; the self employed customer is on the waiting list for a bid writing course at Joseph Priestley College. Karen confirmed the link to the offer is on the Calderdale Local Authority website. Colin noted an event at the O2 arena in May which may be suitable for Sue to attend. Members noted the marketing doesn't want to lose the employer engagement aspect if there is too much individual focus.</p> <p>4.3 Website/Portal development Members were presented the draft website which would be the portal for employers and individuals to review the course offer and express a registration of interest. The HLSC have sent some information from employers about domain names for the site</p>	<p>SH</p> <p>EEDG</p> <p>CL</p>

	<p>and how they search for courses using Google.</p> <p>Sue has put an application to register two domain names with JANET to secure the .ac.uk address. There would need to be one email address per institution for the expression of interest to be forwarded to, these have been sent with just a few outstanding.</p> <p>The aim is to have the site live by May. The scrolling logos will have a link to the institution and will appear in a random order each time the user logs on. In the search facility it currently needs to be a word that's in the course title which is too limited. There will also be comparator facility so the customer can compare cost and content of similar courses. Sue requested that any quotes that would be suitable for the website to be emailed to Sue in the next couple of weeks for inclusion on the website.</p> <p>Sue requested that any comments on the titles of the sectors to be emailed to Sue and these will have sub sections within them.</p> <p>The XCRi format was noted and although the website is not in an XCRi format partners would be able to upload their course information using the XCRi template. Each institution will have an admin code to be able to edit the courses. WYLLN will provide institutions with a protocol for the administration of the site. It was suggested to make the wording on the registration of interest page interactive so that this lead to the form. The contacts page would need to be amended post July because currently this would be sent direct to WYLLN</p> <p>It was questioned how long the site will be available. It was noted the University of Huddersfield have agreed to keep it on their server and maintain the site. There are discussions taking place with the HEIs about partnership work with a meeting be held on the 18th April. It is hoped that this would be one of the products to take forward with this partnership work. The Skills Funding Agency have held discussions and they are interested in this approach.</p>	<p>EEDG</p> <p>EEDG</p>
<p>5 Other Opportunities</p>	<p><i>To discuss the options presented by funding streams</i></p> <p>5.1 Work Programme</p> <p>The prime contractors for the Work Programme were announced last week; Sue had previously been in contact with Serco and G4S, who unfortunately were not successful in West Yorkshire. The primes for West Yorkshire are BEST and Ingeus and Sue will be contacting them to see if there is opportunity for WYLLN partners to deliver. Sue will be following up with G4S and SERCO to enquire if there is opportunity for partners to deliver in the areas they were successful in.</p> <p>http://www.dwp.gov.uk/docs/work-programme-prospectus.pdf</p> <p>5.2 Skills Enhancement Fund</p> <p>The paper that has been circulated was noted, Jo reported that last year on the success of ECIF Yorkshire Forward were keen for us to use funds from the Skills Enhancement Fund (SEF). Following the comprehensive spending review however there was then a hold with Yorkshire Forward in taking on new contracts. Two of the WYLLN Board members are on the Policy Group for Yorkshire Forward so were able to have some influence to change this position. WYLLN has been able to agree three potential options to facilitate action, Jo referred to the second page of the paper which outlined the 3 options and noted the preferred option for YF is option 1.</p> <p>A meeting was held yesterday, with invites sent out to all partners. The discussions were around option 1 and partners have agreed to move forward with this. There were some concerns noted on the volume of paperwork involved and there are some other questions to be followed up. The SEF require the start dates be agreed by the 1st July 2011.</p> <p>There were some queries around costs raised, for level 4 the SEF will pay up to £1200 funding and up to £1200 would need to be provided by the employer. A unit is 6 hours guided learning and SEF will pay up to £600 per unit. There is an issue around non-accredited units SEF will pay up to £250 for 5 days for non-accredited learning but it needs to be part of an accredited course. The SEF funding cannot be used for public</p>	<p>SH</p>

	<p>sector employers and South Yorkshire employers would need to be included. The expected end dates needs to be checked.</p> <p>The SEF are looking for confidence that partners can deliver. They have also released some money for 100% funding for those under notice of redundancy the deadline is today and this can't be done through WYLLN. It was noted the delivery for that needs to be done by the end of July.</p> <p>5.3 Growth and Innovation Fund</p> <p>Jo noted this item is to make partners aware of the GIF. Leeds College of Building noted they have made their own bid for the fund.</p> <p>http://www.ukces.org.uk/upload/pdf/GIF%20prospectus.pdf</p>	
6	<p>LCR Further Education Colleges and Skills Provider Consortium Group</p> <p><i>To receive an update on the proposal and the outcomes from the consultation meeting held on 29 March 2011</i></p> <p>It was noted that this is a phrase from the skills strategy about working through self managed networks of providers. The WYCC have discussed developing this network and last week a meeting was held where membership was agreed. The new group will be called the Leeds City Region Skills Network. Last Friday the network was launched and information about LMI was provided and how the LEP will work and move forward with the skills strategy. On Tuesday a meeting was held to see who wants to be involved. It was noted that the Chair will be Michele Sutton, Principal and Chief Executive of Bradford College and Michele will also become a member of the LCR Skills Board.</p>	
7	<p>Any Other Business</p> <p>There were none</p>	
8	<p>Date and time of next meeting</p> <p>Suggested date and time of next two meetings:</p> <p>Wednesday 11th May morning</p> <p>Tuesday 14th June – 12.15 pm (following SAF meeting)</p>	JP