

West Yorkshire Lifelong Learning Network

Minutes of the Employer Engagement and Delivery Group

Held on Wednesday 11th May 2011

Start time 0930 hours

Finish time 1105 hours

Present: Joanne Beaumont (Chair), Christine Byrne, Ian McGregor-Brown, Jez Pritchatt, , Michael Cuthbert, Susan Liphthorpe, Sue Holland, Kathy Pinnick and Tracey Kimmings.

Together with: Joanna Puzo note taker

Apologies: Steve Challenger, Alison Hedley, Brian Duffy, Charlotte Orba, Janet Mulcrone, Julia Calver , Paul Titman, Tom Hard, Karen Quine, Jess Sewter, Lindsay Fraser, Sarah Deakin and Steven Porter.

	Action
1 Welcome and Introductions	
2 Minutes of the meeting held on 6th April 2011 were approved	
3 Matters Arising 3.1 Sue confirmed that fliers have gone out to Job Centre Plus and to the libraries in West Yorkshire. Sue has also attended a meeting of Job Centre Plus advisers to present the WYLLN offer. Sue will be going to the Royal Bank of Scotland careers fair which is for their staff that are being made redundant.	
4 The WYLLN Employer Offer <i>To receive an update on activities and outcomes</i> 4.1 Update on activity to date – as noted fliers have been sent out to the local libraries, Sue has contacted partners and some of them have put a link on their website to the list and Sue has also contacted some university alumni who have added the link. To date there have only been 2 referrals, which have been for the same institution and these referrals are on the waiting list for a course until there are enough other learners. It is disappointing that this has not created referrals from the work undertaken and members considered it is difficult times for employers and for those being made redundant. There is some apprehension on the cost. It was suggested that those learners on the waiting list could be offered courses at other partners even if these are not in the employer offer. It was noted how the institution has presented the offer and the courses are competitively priced so this is something for other partners to consider. Many employers are already doing training and have their own preferred suppliers and the issue is engaging those that aren't. It was noted that Sue could speak to partners about how they are advertising the short courses to employers and their contacts. Christine reported that Leeds College of Building were using a newsletter and previous editions have had the colleges offer and then a link to the wider offer. It was noted that the 2 referrals that have been come through have been individuals and not an employer so it is about how we can make it just as attractive to individuals. It was AGREED that members will consider how WYLLN can improve the marketing and what partners can do.	

	<p>Members discussed the opportunity to evaluate the marketing either through marketing academics or the marketing departments of the institutions. It was noted that an evaluation had not been considered and WYLLN doesn't have any resource to fund this. It was AGREED that Sue will undertake a summative report, which can also feed into the board report.</p> <p>4.2 Website/Portal development, this is being developed by University of Huddersfield IT staff. It will eventually be a standalone website, and the domain name www.skillswestyorkshire.ac.uk has been suggested. Sue was currently applying for the domain name through JANET for .ac.uk. This has been a challenge when most .ac.uk sites are an organisation. The site should go live at the end of May but may just be a sub website of the main WYLLN website. There is still some functionality to develop. Joanna and Sue presented the website and noted the search facility and the referral process. The search facility still needs to be expanded and have more intelligence to find courses with similar titles. Administrators within the partner institutions will have the capability to edit and delete courses and will be responsible for checking a generic email account for new referrals. Joanna and Sue will send out come guidance notes to institutions when the site is launched on protocol for the site. It was suggested to use Google analytics to monitor the traffic to the site and to also add a 'refer this to a friend' email link. It was suggested to add a notification to tell administrators when they last logged in and made amendments. It was noted that there is a commitment from the University of Huddersfield to host the site on their server for the next 12 months. The WYLLN website will become stationery from July. Members suggested that a way to generate income through the new partnership would be to advertise on the site and Jo noted that this had previously been mentioned and will be discussed further at the Board. There was also the potential to work with other bodies including employers and Leeds City Region.</p>	<p>EEDG</p> <p>SH</p>
<p>5</p>	<p>Other Opportunities <i>To discuss the options presented by funding streams</i> 5.1 Work Programme http://www.dwp.gov.uk/docs/work-programme-prospectus.pdf</p> <p>Sue has been making links with key organisations that have received DWP funding. The successful primes in West Yorkshire are BEST and Ingeus, Serco was successful in South Yorkshire. There is support from partners but only one has come forward to work with these organisations to deliver to the work programme. Sue noted that it was important for the network to keep these partners warm as there may be further opportunities in the future. Tracy reported that the flexible support fund was available at Job centre plus for new skills adviser posts. There will be time allocated for the skills advisers to research any training or courses that may be available to the customer. It was noted that if there are courses identified by the advisers which are currently not in the list there needs to be a mechanism for the adviser to contact institutions to see what can be offered. It was AGREED that Tracy and Sue will discuss this further.</p> <p>Sue reported that she had been approached by Working Links for WYLLN to become a partner in the England DWP bid. Expressions of interest were required by Monday 16th June. It was AGREED that Sue will circulate the form for partners to consider an expression of interest and put towards one WYLLN bid. Member's supported an overall WYLLN bid and Sue will be contacting partners to get the information to complete the form.</p> <p>5.2 Skills Enhancement Fund</p>	<p>TK/SH</p> <p>SH</p>

	<p>It was noted that WYLLN had drawn match funding from SEF for ECIF and have been looking to see how we can work further with SEF.</p> <p>Sue has put together a partnership proposal identifying what partners can offer, and if the application is successful SEF will contract with the partners directly. Sue has presented a template for partners to complete and 6 partners have returned the completed form. The offer is made up of units or short courses at level 4 and above aimed at individuals that are employed, they can receive 50% reduced funding and where they are in a deprived area or from an underrepresented group in funding there is 80% reduction. These templates were sent to SEF last Friday with a request for £182k, Sue is currently awaiting feedback. This equates to 302 learners.</p> <p>When contacted last week SEF indicated that WYLLN partners can still make an expression of interest for the Rapid Response Fund through SFA provision (the original closing date was 6th April).</p>	
6	<p>WYLLN post July 2011</p> <p><i>To receive an update on the plans for the partnership going forward</i></p> <p>Jo reported that as WYLLN closes in July a new partnership will be developed beyond this date and all HE providers have agreed to the partnership. WYLLN and Aimhigher West Yorkshire have worked together on a proposal which was considered by all the HE providers on 18th April. The partnership will take the successful activity from WYLLN and Aimhigher West Yorkshire and will aim to progress them further. There have been a number of drivers for the partnership including the 4th year extension for WYLLN, Aimhigher coming to a close at the same time and the new HE landscape. Institutions will now be asked to send in written confirmation of their agreement to the subscription model. The fee will be based on the size of the institution and the level of student fees they will be charging. There will be 2 posts for the partnership to act as a central team. It has been agreed that it will be hosted by the University of Leeds.</p> <p>There will be 2 strands: a WP including aspiration raising work and the PA framework. The second strand will focus on employer engagement. For each strand a partnership and operational group will be developed with a strategic group made up of senior postholders overseeing the activities. There will be an initial commitment for 2 years after which time the value will be reviewed</p> <p>There will be an overall Strategy group overseeing both strands made up of senior staff from partners.</p> <p>The name of the new partnership is still to be decided, a suggestion had been Higher Education Access and Progression Partnership (HEAPP).</p>	
7	<p>Any Other Business</p> <p>It was agreed to ensure that members have been invited to the Celebration event. Jo noted that the HLSC posts come to an end at the end of May. Jo thanked Ian and the other HLSC for all their work and contribution.</p>	JP
8	<p>Date and time of next meeting</p> <p>Tuesday 14th June – 12.15 pm (following SAF meeting)</p>	JP