

West Yorkshire Lifelong Learning Network

Minutes of the Employer Engagement and Delivery Group

Held on Friday 26th November 2010

Start time 1400 hours

Finish time 1550 hours

Present: Steve Challenger (Chair), Joanne Beaumont, Sue Holland, Ian McGregor-Brown, Karen Quine, Janet Midgley, Michael Cuthbert, Christine Byrne, Fiona Thompson, Julia Calver, Sarah Deakin, Jez Prittchart, Katie Strickland, Kathy Pinnick, Raf Chaudhry, Janet Mulcrone, Susan Liphthorpe and Lindsay Fraser.

Together with: Joanna Puzo note taker

Apologies: Tie Doepel, Brian Duffy, Paul Titman, Charlotte Orba, Colin Lister, Diane Ayre and Steven Porter.

		Action
1	Welcome and Introductions	
2	<p>WYLLN context</p> <p>2.1. Update on current WYLLN employer-focused resources and activities Jo referred to the diagram that had been circulated. The diagram shows the WYLLN resources which can be targeted wholly or in part on employer engagement activities i.e. 4 sector officers/groups, 4 HLSC posts, 1 project manager and current links to strategic partners and agencies e.g. Leeds City Region, professional bodies and the chambers. The WYLLN Management Board has approved the paper outlining the WYLLN Offer for Employers for year 4. The ECIF contract brought £2million into West Yorkshire to support people at risk of or who have been made redundant. Following the success of the ECIF project the Learning List was developed initially with those institutions that had been involved with ECIF. The WYLLN via this group will consider how it maintains and shapes the development of future versions of the Learning List and the brokerage and consultancy service to employers.</p>	
	<p>ECIF</p> <p>3.1. Contract update and report, Sue reported that the ECIF project had been very successful with the targets exceeded by 25%. The focus now is on the follow up and reviewing the journey of individuals to assess the impact. Partners have had a positive effect and this should be celebrated. ECIF has proven the benefits of a flexible provision from partners and this is reflected in the case studies. For some learners it has affected their career change in to more secure sectors and companies. Steve gave thanks to all the partners that have delivered on the project. Members commented that sections of the report should be highlighted to show how well the partnership can work together and how quickly it can respond. It was suggested to put out a press release on the success of ECIF.</p> <p>The draft ECIF report has been signed off by the WYLLN Management Board and the final report will be signed off by Tim Thornton and Viv Jones with a copy distributed to group members and placed in the news digest and on the WYLLN website.</p>	SH
4	WYLLN Higher Level Skills Coordinators	

	<p>4.1. Update on activities and referrals</p> <p>Janet - Bradford, there is currently low morale in the area with public sector voluntary redundancies. Janet has met with employers through the Employment Skills Board and they have been very keen on progression for employees and career planning.</p> <p>Michael – Wakefield, in the LA where Michael is based a project called Wakefield First manages the employer engagement and so Michael is trying to make links with them. The attainment for level 4 is below the national average so Michael will be working with employers on the progression routes and qualifications available.</p> <p>Karen Calderdale – 85% of the business are SMEs. Karen is linking with a number of employer agencies and is trying to raise the awareness of HLS to businesses. Karen has conducted a survey with employers, and has been able to promote APL to SMEs as a route into HLS accreditation. Calderdale has been supporting the ERDF bid. Karen is reviewing progression routes to partners and has spoken to some Kirklees employers, Janet and Ian have also spoke to Kirklees employers to fill this gap.</p> <p>Jo confirmed that the WYLLN had a central site for the HLSCs to update who they have spoken with to ensure there is no duplication.</p> <p>Kirklees – Jo reported that WYLLN has been supporting the development of the concept of 3 Centres of Excellence which the local authority are looking to establish. These would cluster employers from sectors to address their needs - financial services sector, advanced engineering and manufacturing sectors, low carbon technologies. The University of Huddersfield via Susan Liphthorpe is exploring the use of a KTP to support these developments with some funding from WYLLN.</p> <p>Ian – Leeds, Ian is based in the Chamber so has a difference experience from the other HLSC. Ian has very open access to employers through the Chamber and can easily find the person in the Chamber that has the link to the employer via their CRM. Ian has struggled to make contact with staff at Leeds City Council though. There have been 9 EBTA referrals and 1 will complete. The Leeds Chamber spreads as far as York so Ian has a large area to work in. Ian has encouraged employers to look at progression routes that are not necessarily accredited or certificated programmes. Employers just want provision that is quick, cost effective and easy to implement. Ian has also been able to arrange one progression agreement with several partners which has been effective and achievable. The businesses were also impressed with how simple this has been and has changed a lot of their perceptions about working with FECs. Ian has a target from the Chamber to have meaningful discussions with 50 employers; to date Ian has had 108 so this shows the appetite from employers.</p> <p>Members were reminded that there is a named person in each institution that has a link with the local HLSC. There is also the opportunity for partners to offer suggestions of what the HLSC can do to support them. It has been agreed by the Board to extend the roles until May 2011.</p> <p>Diagram 2, Jo referred to the circulated diagram showing the labour market intelligence resources, channels to market and configuring the response. These activities will be the focus for WYLLN HLSC and SO activities during 2011.</p>	
<p>5</p>	<p>Developing the WYLLN Employer Offer</p> <p>5.1. SEF proposal, WYLLN is looking at establishing a contract for partners with the Skills Enhancement Fund. The fund process can be very time consuming so if WYLLN could co-ordinate a fund centrally for partners to deliver this would be a better way of applying for funding and managing the delivery. However there are problems to securing this with funding cuts and the closure of the RDA (Yorkshire Forward). Yorkshire Forward is currently waiting for confirmation of the monies that they can release and until then there is some nervousness to commit the funding.</p> <p>5.2. Portal proposal, earlier in the year WYLLN put together a pilot to show how a central portal could be developed using XCRi feed for all partner courses. This was supported by the Board but unfortunately an outline proposal for funding to the ESF Technical Assistance Fund has been rejected. Jo is meeting with members of JISC to see how WYLLN might be able to take this forward and a much reduced scale.</p> <p>5.3. Learning List, Sue has written to partners asking for short courses at full cost that</p>	

	<p>could be included in the second edition of the Learning List booklet. The marketing has been done through existing resources due to a project manager not being in post for a number of weeks, and then the priority being on completing the ECIF follow-up data. There have been 4 referrals to courses in the Learning List. Members discussed how this could be better marketed and whether a printed version was viable. The HLSC noted that many employers liked the hard copy. Partners would need to consider how we can use the market intelligence and formulate the provision. It was suggested to include a box saying what the course can do for your business in the page layout. Ideally we want the booklet/website to be the first point of call for employers wanting to offer some CPD for their staff. The language and the format need to be considered to ensure it is user friendly to employers. There could also be a box on the website 'Not what you're looking for? Then please tell us here'.</p> <p>Key words on the WYLLN website could also be used to promote the offer on sites such as Google.</p> <p>5.4. Dialogue continues to be on going between WYLLN and the LCR and ESBs</p>	SH/JP
6	<p>Terms of reference, The terms of reference for the group were noted. It was agreed to merge 2.1 and 2.2. The group agreed to meet every 2 months. The terms of reference were approved.</p>	
7	<p>Any Other Business There were none</p>	
8	<p>Date and time of next meeting It was <u>AGREED</u> that date of the next meeting will be circulated with the minutes.</p>	JP

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