

NEW DEAL : NEW HORIZONS

Charity Number 4582937
A Company Limited by Guarantee
Registered in England

Employment Theme Minutes held at Blakenall Village Centre on Thursday 20th December 2007 at 6.20 p.m.

In Attendance

Bill Smith	Leamore Trader Stakeholder / Chair
John Jones	Patch Rep. 3 / Vice Chair
Graham Morris	Patch Rep. 11

Officers

Bob Crundwell	Employment Theme Manager
Tom Davies	Administrator

Partners

John Brewer	Steps to Work
Roy Jones	Steps to Work
Stephanie Hammond	Work on the Horizon
Dave Rosser	CAB
Peter Whitmore	Consultant

Guests

1. Apologies

Jean Jevons
Paul Jay
Paul Smith
Tony Jeavons
Mary Jones
Louise Powell

Agenda Item		ACTION
1.	A written response to the recommendations and a copy of the evaluation were presented to the group. BC explained that the meeting had been called to allow Work on the Horizon the opportunity to respond to the recommendations made by ERS in the evaluation. BC informed the group that New Deal Senior Management	

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	<p>had requested an additional two actions be added to the recommendations made by ERS.</p> <p>SH provided the group with detailed explanations of the ways in which Work on the Horizon are responding to the recommendations made in the evaluation.</p>	
	<p>ERS recommendation - A stylish 'advert' be placed in every future issue of the Chatter Newsletter</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Andy Bradley to be contacted re regular advert for the Chatter newsletter • Stylish advert to be developed by the Marketing Officer • Work on the Horizon have secured the front page of the 'local living magazine (October 2007 edition) • Regular articles to be included in the local living magazine • A Work on the Horizon newsletter to be printed and distributed to all households in the footprint – One enquiry was received as a result of this endeavour. • Success stories to be included in local press <p>BC stated that a regular advert in ChTatter alone was insufficient publicity. JB assured the group that adverts were to appear in a number of publications and not just ChTatter.</p> <p>BC reasoned that the inclusion of 'good news' stories in the press was important publicity. SH explained that efforts were being made to provide 'good news' stories to the press on a regular basis.</p>	
	<p>ERS recommendation - The shop frontage be regularly reconfigured</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • All job vacancies are now included on the vacancies board instead of laminated A4 posters in the window • During months when vacancies are low the boards advertising the services available at Work on the Horizon are to be utilised instead of leaving blank 	

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	<p>vacancy wallets</p> <ul style="list-style-type: none"> • Work on the Horizon are to be included in the e-mail sent to partners re SPR vacancies • SPR vacancies to be included on the vacancies board <p>A newly designed partner board and job vacancy wallets have been ordered. These will include the amended Work on the Horizon logo</p> <p>BS recommended that Work on the Horizon use a market stall twice a year to increase exposure in the local footprint. JB and SH accepted the recommendation and DR proposed that Walsall CAB also be involved.</p>	
	<p>ERS recommendation - The Work on the Horizon logo be on all paperwork</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Work is currently being undertaken to create a separate QF23 folder for external projects such as Work on the Horizon. Individual logos can then be included on all paperwork • The timescale for this has been amended <p>BC questioned the influence logos have on clients. JB stated that he felt logos have little long term affect, but serve the purpose of attracting the immediate attention of clients.</p>	
	<p>ERS recommendation - A 'how did you hear about Work on the Horizon' question be on all paperwork for new clients</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Question to be included on the Initial Contact Details form (STW68) • This is linked to action 5 regarding paperwork however the question is already being asked of potential clients <p>BC enquired about the possibility of requesting that people already in contact with Work on the Horizon recommend the service to friends. SH explained that letters had been sent out in an effort to catch up with those who had not been in contact for a period of time.</p>	

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	<p>ERS recommendation - Service provider timetable be included on the New Deal: New Horizons website</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Partners timetable to be forwarded to Andy Bradley to be included on New Deal for Communities website • This has now been done however it should be noted that there is no mention of Work on the Horizon on the home page and this needs to be addressed. It should also be noted that the New Deal: New Horizon website is not particularly easy to navigate for new users Work on the Horizon will investigate the possibility of setting up its own stand alone website <p>BS reasoned that people may be unaware of the website and that it should be publicised better.</p>	
	<p>ERS recommendation - all current work-placement employers be visited</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Work placements are visited on a monthly basis when reviews are undertaken with clients who are on work placements • Employers on the Leamore Business Park are visited on a monthly basis • Leaflets are distributed to local employers on a regular basis • Leaflets to be distributed to Local employers located on Bloxwich High street <p>PW stated that it was important that information is relayed to employers.</p> <p>BS recommended that Police Support Officers distribute the leaflets.</p>	
	<p>ERS recommendation - undertaking a staged approach to addressing the underachievement of targets</p>	

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	<p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Individual meetings to be held with partners to develop a robust system to monitor and track beneficiary outcomes • To be discussed at next Steering group meeting • Review to be undertaken of the forecast targets in light of experience to date • Targets to be increased or decreased • Staff resources are to be allocated to those targets that are underachieving **With regards to the deployment of staff resources to enable focus to be made on underachieving target this is something that would need to be considered due to the limited no of project staff employed at Work on the Horizon <p>BC informed the group that it was very important to capture any outcomes.</p>	
	<p>ERS recommendation - Survey to be carried out with employers on Leamore Enterprise park</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • Survey to be carried out to identify potential linkages between the businesses, Work on the Horizon and the footprint **It was felt that this was a very good idea but could not be undertaken for at least another 6 months to enable linkages with local employers to be established <p>BC explained that a survey of Leamore Business Park was conducted with the Chamber of Commerce.</p>	
	<p>ERS recommendation – Marketing</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • A audio visual display screen will be placed within the Blakenall Village centre with a loop regarding the shop and the assistance available to eligible clients • A major marketing campaign is to commence early 2008. • Engagement of NDC residents to take place outside 	

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	<p>of the shop. This will include surveys/focus groups taking place within the footprint area. Engagement will also take place in Bloxwich market, partners will also be asked if they would like to participate in these exercises.</p> <p>JB reasoned that an extra screen could be erected in BVC reception, the restaurant or the BiC with looped information about Work on the Horizon.</p>	
	<p>New Deal Senior Management recommendation - To be more explicit about what WOTH can offer footprint residents and to convey this to them</p> <p>Work on the Horizon actions: The marketing materials used to promote the shop have always been explicit regarding the assistance available to NDC residents although it is acknowledged that more channels of communication need to be investigated. (See point 11)</p>	
	<p>New Deal Senior Management recommendation - Engagement with local employers to be enhanced</p> <p>Work on the Horizon actions:</p> <ul style="list-style-type: none"> • There has been particular emphasis upon employer engagement over the last 4-5 months with regular visits to employers based upon the Leamore Business Park. These visits have been in conjunction with Tony Jeavons the Business Park Co-ordinator. There have always been targets, for the shop, in relation to the number of job advertisements placed, through WOTH, by local employers. For the year 2007-2008 these targets have been exceeded. <p>BS requested that the minuted responses to the recommendations be submitted to Paul Rowlands.</p>	
<p>2.</p>	<p>Any Other Business JJ stated that Work on the Horizon was a success.</p>	
<p>3.</p>	<p>Dates of Future Meetings Thursday 11th January 2007.</p>	

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New Deal: New Horizons is registered as a company limited by guarantee with Companies House registration number 04582937 and as a charity with the Charity Commissioners for England and Wales registration number 1098036 with the Charity Commissioners for England and Wales registration number 1098036