

**Lancashire Work Based Learning Executive Forum  
 Minutes of the Employer & Skills Sub Group meeting  
 Held at Preston's College  
 On 20<sup>th</sup> May 2015**

**Present:** Claire Shore (Blackburn College, Chair), Raeleen Duthoit & Jane Clarke (LWBLEF), James Robinson (Preston's College), John Cramphorn (JTL) Christine Goldstone (Lancashire Adult Learning), Linda Taylor (Via), Andrea Gardner (Myerscough).

**Apologies:** Claire Rodger (NLTG), Lisa Bloomfield (T2000), Damian Crawshaw (NLTG), Jo Carney (Preston's College).

**ACTION**

**1. Minutes of Last Meeting and Matters Arising**

- 2.1 Kim sent her slides to be disseminated with the minutes on Food and Drink Trailblazer.
- 2.2 James sent the list of the frameworks to Raeleen.
- 3.1 All providers have a collective opportunity to develop a collaborative relationship with the LEP – all members to contribute to this on-going agenda item.
- 6 The three main issues affecting members – the response to AELP was attached to the minutes.

**2. Claire Shore welcomed the guest speaker Colin Bell - Careermap ([www.careermap.co.uk](http://www.careermap.co.uk)) to the meeting.**

- 2.1 March 2015 saw the launch of Careermap live. The main idea is to help young people get into employment.
- 2.2 Many big employers have bought into Careermap – BBC, Rolls Royce, BT (in 27days Careermap got 520 applicants for them – Colin will pick up the stats soon as to how many of these 520 actually were successful in their applications), British Gas, Carillion, Royal Bank of Scotland. As far as Colleges and Training Providers are concerned customers include Vision West Notts, QA, CTech, Staffline Group. Looking back over his experience of recruiting young people the issues commonly faced were the quality of young people and then retention of the young people. Also looking at the NAS website this is time consuming for your staff in setting up the vacancies and quite often many of the young people who apply are from outside your catchment area often because they have been forced to apply perhaps by the Job Centre / Careers Adviser.
- 2.4 Other vacancy sources are Get my first Job, Not going to Uni, Fair play but these have sky high fees.
- 2.5 Careermap also takes into account the young persons' experiences and how, by entering a postcode, you can see all vacancies up to say a 3 mile radius via Google Map. This means that they can plan routes to work via bus / train etc. It is simple, colourful and engaging for young people. You can narrow the job search down by sector too. No big application forms to fill in as we don't want to scare young people away however an employer / college may choose to have the young person apply directly through their website by doing an application if they so wish but Careermap still encourage you to contact the young person direct to keep them engaged in the process on the same day. Careermap also do a tracking link so the young person can see where their application is up to.
- 2.6 Careermap work through National Citizen Service, Princes Trust and NCS (who is in 92% of all schools) to engage quality, highly motivated young people. NCS are doing a campaign for Careermap in order to engage young people. They use Twitter and social media to engage young people drawing their attention through campaigns.
- 2.7 The Training Provider / College provides the job description and postcode and the closing date and Careermap upload it all. As soon as young person applies to a job the provider contacts the young person immediately to follow through with application. NAS is free but Careermap £250 per month but for unlimited vacancies.
- 2.8 Careermap would love to be able to work with the network either as individuals or as a network for a trial 3 months to prove themselves on how well they work. (Colin to come back with price for the network after the meeting.) Colin gave an example of a small Training Provider in London who advertised 10 vacancies last month and Careermap filled 5 straight away. Agreed that if a National Provider came on under Lancs Forum they would have unlimited vacancies across the country. If a member has already signed up –and they are a national provider they would also be a member under the Lancs Forum if Lancs Forum were to pay for all their members to access Careermap. Careermap can advertise all your services including traineeships, apprenticeships or early career vacancies / emerging talent vacancies etc. for the £250 per month.
- 2.9 Colin encouraged us all to work with Football League Trusts – who lose funding if they don't work with the community helping young people into education, training and employment. NCS contact young people on Careermap's behalf via a campaign which then draws in the young people towards their vacancies - no charge. Careermap is not privy to the database. NAS have agreed to contact young people regarding any events that Careermap want publicising too. (Can't advertise

Careermap on its own but rather the event of one of their employers which is then referred to via Careermap.)

- 2.10 It was decided that members should discuss their views during the break. Colin to come up with a price before the end of the meeting and to telephone Raeleen after the meeting. Raeleen to investigate full funding or part funding through apprenticeship monies.
- 2.11 Members views: Members didn't think that Careermap actually did anything different to the NAS website except for the google maps and engaging young people via social media. All members would agree to joint sign up for a 3 month trial if monies were available and the price not too silly. Most employers signing up were big employers to date. There was concern about diluting the effectiveness of NAS website – many websites would become confusing for young people. Also concern about this approach may not help sustainability/ retention – given that not all pupils receive careers guidance – John suggested that something that adds to the guidance process would help such as UCAS Progress e.g. more awareness of the sector rather than just focusing on the vacancy. James imparted information regarding a cloud package that they are exploring which means that you can have all your vacancies uploaded to NAS but you actually keep control of everything and this uses social media too and uses your own branding. Companies such as Job Shop and Bedfordshire College and Lifetime (Bedfordshire) are already using this package.
- 2.12 Raeleen is to have a conversation with NAS – looking at increasing the on-line presence with young people seeking vacancies and to ask them if they aware of any packages that they are linked up with that might be available to do this and secondly to ask if there is any money available in the remaining months of ESF for a joint Lancashire spend to support a pilot project? (Possibly the money Paula Gibson from NAS referred to under marketing of apprenticeships.) Raeleen to feed back to Board / Forum and this group. Linda Taylor requested that we ask also if there is some joint response that we could do as a network to increase our profile and vacancies through NAS?

**James to email  
Raeleen information**

**Raeleen to contact  
NAS and to feed back  
to Board and this  
group.**

### **3. New Developments**

- 3.1 Trailblazer survey –The Forum have requested on behalf of the Quality Sub Group, which members have representatives on any Trailblazer Group. This information can be shared across members in similar sectors who are not on a group. Preston's College are not involved with any Trailblazers but Christine Goldstone is involved in CYP family key worker trailblazer. No new Trailblazer developments.
- 3.2 AELP local issues – Raeleen would still like providers to notify her of any issues that they are facing as she needs to send a monthly response of 3 issues. – e.g. Study Programme funding was on the last response. Next week Claire will be attending the AELP Apprenticeship Reform steering group so can you let her know if there is anything that you want her to raise with them on our behalf post-election? She will feedback to Raeleen any developments that you need to be aware as a result of that meeting.

**Members to send  
Jane information.**

**Members to notify  
Raeleen and Claire.**

### **4. LEP update**

- 4.1 Lancashire Employment & Skills Executive – had its first meeting with Lancashire Colleges and LWBLF coming together to represent one voice to LEP. (Lisa Bloomfield (LWBLF Chair), Claire Shore (Vice Chair) and Raeleen (Manager of Forum), David Wood (Chair of Lancashire Colleges) Liz Smith and Steve Palmer discussed some protocols; that this same meeting should occur 3 or 4 times a year. Also that it is good for Skills Funding Agency and LEP to talk to us as a collective especially at presentation times and especially on how we might address the ESF next bids. From there Steve Palmer was tasked with talking to the SFA about some points of principle. The rest of us were to consider how we would work together to put bids in collectively. All forum members can express an interest in a joint bid but it wouldn't mean that you would automatically be part of the bidding group. The reason for this is that to be a member of the Lancashire Forum the requirements are quite relaxed in welcoming all providers with a Lancashire base and therefore we may have members that may not be the best to represent us in Lancashire as they may have other interests outside of Lancashire.
- 4.2 There is no aspiration to set up separate offices but will all strive to be a collaborative group to talk to LEP together. The Funding Agency will always want to meet with the Lancashire Principals Group but from a Lancashire Forum perspective we need an equal footing and presence and so therefore the next meeting will be chaired by Lisa at a local Training Provider base.
- 4.3 The main thrust of the meeting was to prepare for the ESF tenders and David Wiseman has heard that no tenders are due until mid-summer. We need to make sure that we have as much information as possible and to that end we have sent out an Expressions of Interest form. Some are still required back from members.
- 4.2 Skills Hub – Raeleen sent out an email from Michelle Lawty-Jones. She has accepted the job of Skills Hub Director. David Brennan is currently the interim Director. The Co-ordinator job has been advertised.
- 4.3 Ekosgen Research: David Brennan has set up a group to look at skills statistics in the area and Ekosgen are pulling this together.
- 4.3 HS2 Strategy – Atkins consultation in Manchester – John Cramphorn to send information to Raeleen.

**John to send  
information to  
Raeleen (rec'd)**

4.4 Sector Development Partnerships have been set up and The Forum are trying to find out who is on these groups and who is leading them but no information has been gleaned as yet. Another group is being set up by the LEP on Energy and Renewables and so if you want to join this group can you contact the lady on the email that has been sent out to you. We have learned that the attendance on these groups is poor. (This is why the Forum are trying to find out who is on each group.) There appears to be a set template which is transferrable from one sector to another – our members on these groups appear to be the interface to get to the employers in order to come up with a more detailed report.

Raeleen expressed her worries about the LEP asking so many consultants – she has just been approached again. There is a sector analysis for Colleges and Independent Providers and Raeleen has been approached to provide the Independent Providers information. This would be time consuming and costly to do this work.

#### **5. Lancashire Forum Questionnaire**

A Questionnaire was issued for members present to complete. Raeleen said that we were interested in opinions as to where we add value, what is good and what needs to change but it would be good to have your opinions on this particular group. It seemed that we end up repeating ourselves across the groups but we are aware that there are members of this group who don't attend other meetings and therefore really find this group useful. Task and Finish Groups were discussed with the £10,000 of marketing money to be a suitable topic for such a group. There are a few Employer and Skills members who are regularly missing from this group so it would be good to send them this questionnaire to see why they don't attend this particular group. There was some discussion about perhaps only running this group when there was something very specific to look at (e.g. the marketing monies). The Forum will be led by what this group wants on the agenda. We could keep the dates in the diary and just cancel them if there isn't much to discuss.

**Jane to send the questionnaire to non attenders of Employer and Skills Group.**

#### **6. Any Other Business**

Linda Taylor said she was going to a Network meeting at St Helen's Chambers to look at Traineeship delivery and if anyone wanted her to ask anything specific to let her know.

No more items – Claire thanked everyone for their attendance and contributions.

Slides handed out on the conference "What does a Conservative Government mean for FE and Skills".

#### **7. Date of Next Meeting – 19<sup>th</sup> August 2015 Preston's College Room TBC**