


Economy, Learning, Skills & Employment (ELSE) Management Theme Group

Date: Wednesday 20th January 2010

Attendees: Geraldine Fisher, Geoff Hyde, Sarah Powell, Nigel Wain, Lizzie Edwards, Mike Brown, Elaine Spraggett, Malcolm Emerson, Mark Gibson, Brinder Seni, Ryan McHugh, Jaqui Crisp, Carol Jones, Lucy McGovern, Sally Roberts, Fiona Garrigan, Pauline Dye, Dave Kersey
Apologies: Jane Beaver, Andrew Bourne, Alan Newbold

***Please note that the next ELSE Management Meeting is now scheduled for Monday 8th March 10.00 am – 1.00 pm.**

Item	Action
1. Welcome, Introductions and Apologies – Geraldine Fisher	
2. Minutes of last meeting and actions arising – Geraldine Fisher	
The LSC room won't be available in two months time to hold the ELSE Operational meetings	Suggestions/ offers of alternative venues to Geraldine Fisher
Updated position for Ericsson – 745 redundancies, 390 are Coventry & Warwickshire (52%). We are still awaiting breakdown of C&W / age profiles. JCP and partners have been delivering presentations to the workforce during Jan/Feb 2010.	
NI 152 refresh – a refreshed NI 152 plan will be presented at the March meeting. The MAA also includes NI 152 – Government office has agreed that we can use comparative targets rather than actual. Therefore we'll better ourselves as a % gap between the city region and the rest of the county. How we will do this, and what we will be contributing to the MAA is another matter – we are possibly looking at a stretch target.	NI 152 Delivery Plan to be an agenda item at the March ELSE meeting
Local Employment Partnership Scheme (LEPS) – The group asked for an update on vacancies we are not filling. Soft feedback points to: Hospitality – qualified chefs; Qualified nursery nurses Levels 2,3, & 4; Social Care – primarily rural (Warwickshire), and care in the home	
3. Carers and Employment – Pauline Dye, Fiona Garrigan	
Pauline Dye set the context for family carers and employment. See <i>attached information sheet on background information</i> .	
Fiona Garrigan presented on JCP's response to the Government's Carers Strategy. See <i>attached slides</i> <ul style="list-style-type: none"> The Carers Strategy has a specific commitment for JCP to provide help and advice to carers wishing to re-enter the labour market Carers claim carers allowance of £95 a week The support offered is purely voluntary to give carers the opportunity 	 <p>Jobcentre Plus Carers Strategy Exte</p>

<p>to find employment</p> <ul style="list-style-type: none"> • By Sep 09 there were Care Partnership Managers in every JobCentre Plus District • From Oct 09 there is training and learning specifically for JCP advisors. 2,500 nationally will have been trained by June 2010. Warwickshire County Council has started their training in-house, training frontline staff using funding from the Carers Strategy. CCC is holding a one-off event. • Funding is available for replacement care if carers are taking part in JCP activities as part of a work plan. • From Dec 09 there is improved access to employment support. To receive the support carers have to be 18+ and working less than 16hrs a week. The support/ course has to be a JCP approved one. • Coventry has been working closely with Warwickshire as they already have a well established strategy. • A joint Coventry and Warwickshire employers event for carers is planned at the Ricoh Arena on March 1st. This will be an informative day for carers and employers to give the right information on support available. • 14-19 issue – Connexions are to give out questionnaires to callers to identify carers and teenage parents • There are a large number of hidden carers - over 1,000 are identified each year. There are probably large numbers of carers not claiming the benefits to which they are entitled. However the benefit can also be of disbenefit to the person being cared for as they lose a proportion of their benefit. • The Coventry City Council (CCC) Carers Strategy ended in 2009. Not much was included on the issue of employment previously. CCC will be starting work on the new strategy. The new lead for Coventry City Council is Elizabeth Edwards. Elizabeth will be developing a new carers plan for the city. This will be brought back to the group. • CCC is a major funder of the Carers Centre. Other funders are the PCT, and lottery grants. • The Carers Centre has outreach into BME communities and 30% of carers are from BME groups. There is a drop in centre in the city centre, and also outreach surgeries. • A major issue for carers is the health side of work. Over 90% of those using the Carers Centre have not had a carer's assessment. Flexibility of packages is not there. However, direct payments to give people their own budget to pay for care are a step forward. • Preventative angle – when the first care plan assessment is done the social worker should ask if the carer has given up work and would like to get back into work. 	<p>ELSE to inform the Carers Strategy on Carers and Employment.</p>
<p>4. Future Jobs Fund (FJF) and Employment Placement Scheme (EPS)</p>	
<ul style="list-style-type: none"> • FJF came through the City Region MAA and started in November 2009. At the same time CCC put in a successful bid to set up an EPS which offers placements to unemployed graduates, managers and the NEETs client group. • It was raised that some employers had asked for a placement and not heard anything. Michael explained that due to limited capacity it was 	<p>Report to be circulated with the minutes</p>



not possible to keep updating employers on what has happened to their request for a placement.

- It was suggested that there might be a lack of awareness of the schemes. Michael responded that advertisements went through the Recruitment Network, via the Coventry University site, and will also be available on a microsite off the CCC main website. An article has also been written for CitiVision that goes out to all residents of Coventry. He also suggested that if it was advertised too widely they would not be able to cope with the demand.
- Only 20-25% of people referred from JCP contact the team. Currently they are able to contact the team by email or by just turning up. In the future they will be given an appointment. If they fail to attend this JCP will then be able to instigate sanctions.
- Across the West Midlands there have been 16,400 referrals which have led to only 637 jobs so far. The average non-turnout rate is 50% and in Coventry we are achieving only half of this.
- Some employers are quick in turning referrals into jobs, others are slower, and are swamped by the application process. The scheme needs to get people into placements quickly before their eligibility expires. The FJF scheme has been extended now so that 18-24 year olds who have been on JSA for six months or more are now eligible.
- A new team is now in place within CCC to engage employers. Sherryl Donaldson is the manager of the team.
- Only one placement has been found with a private organisation. One of the barriers to finding placements is that the job has to benefit the community.
- The CCC EPS scheme is open to people aged over 25 as well as the 18-24 age group.
- All clients on both schemes get the national minimum wage, apart from ex managers, who receive £7.09 per hour.
- CRB checks can also be a barrier to getting people into placements quickly.
- A JobCentre organised jobs fair in December produced many referrals, and there is a need to do this again.
- Warwickshire are expecting 73 starts by the end of March. They are experiencing the same problems as Coventry. They have had 10 starts, and 2 will go on to apprenticeships. There are 4 more planned starts. Other people are in the process now. One difficulty is filling in the application form, as this isn't always suitable for the FJF programme. There needs to be a look at the different ways of doing it.
- Another issue is managing the expectations of employers.

5. World of Work, CSWP – Malcolm Emerson

CSWP has developed a website to give information about the Coventry & Warwickshire area. The website contains an overview of industry, employment, new developments, and redundancies. The information is broken down into specific areas. Members of the public can use it to look at the kinds of jobs that there are in different areas. Also teachers and advisors can use it to download an off the shelf lesson plan to look at the changes in the world of work. It is also possible for people to register on Twitter to get updates sent at www.twitter.com/cwworldofwork

View the website at:

6. Break

7. Enterprising Coventry

- Ryan McHugh has been the Programme Development Manager since November 2009. He also works on the Work and Health Programme in partnership with PCT. *See attached slides for the presentation.*
- It was raised that the figures showed there are a high number of people who were not still in employment six months later. Geoff explained that the DWP sustainability rate is around 35% and at 55% we are far exceeding this. However, we do not fully understand why there is such a high rate of people who leave a job within six months.
- CCC's Construction Employment Unit and Whitefriars are looking at a shared apprenticeship scheme – where an apprentice is shared across SMEs that can't give a full apprenticeship. The scheme aims to start in April 2010.
- A Social Return on Investment Scheme is being implemented to measure an individual's journey on how far they have progressed on a scale of 1-10.
- The helpline for Enterprising Coventry's services is still operating. The number to call is: 0800 030 5344
- It was asked if there had been an increase in business start-ups since the recession started. Two issues that might affect the figures are:
 1. Business start up grants are no longer available
 2. JCP now offer £50 a week to people who are starting up a business



EC Presentation
ELSE 200110 v0.1.pp

Slides to be circulated with the minutes

Ryan to speak to the Enterprising Coventry team to find out if there is anymore information on why people leave employment within six months of starting

Ryan to provide any information available.

8. Financial Inclusion Forum update

- In Dec 07 HMT published a Financial Inclusion action plan 2008-11 to set out how it would use the Financial Inclusion Fund.
- Improving Financial Inclusion is fundamental to working towards the NI 152 target, as tackling financial issues is crucial in enabling people to move towards, into, or remain in sustainable employment.
- Sally has set up a Financial Inclusion Forum for Coventry City Council. Items the FIF are currently tackling include:
 - Child Poverty is a standing item on the FIF agenda
 - Highlighting awareness of illegal and legal money lending
 - Helping to remove some of the barriers to work
 - Organising three Family Friendly events that will inform professionals working with families on financial issues
 - Looking at new channels of communication and new ways of working e.g. 45 Benefits staff have been trained as volunteers for the Credit Union; CCC benefits is organising employee benefit health check surgeries
 - Sharing data and information
 - Promoting products and services
- There are many people who are employed that also need financial advice and support – these are a new client group
- Children's benefit is now disregarded when claiming housing benefits

Sally Roberts to ensure that Financial Inclusion is included in the Economy theme meeting planned for the Coventry Partnership Board. Nigel Wain/ Sally Roberts to liaise.

<ul style="list-style-type: none"> - there will be a large number of people who are not claiming what they are entitled to. • The Family Friendly events will be held on the 16th March 2010 at the Moat House Centre, Bell Green; 19th March at the WEETC centre in Willenhall, and the 23rd March at the Excel centre in Canley. There will be a maximum of 70 attendees at each event. The event will include presentations on financial issues. It will also include a market stall set out of different services and products e.g. Carers Centre, Jobs, Benefits Advice, Childcare etc • Future issues: <ul style="list-style-type: none"> - Starter packs for tenants moving into unfurnished property - A Savings Gateway is being introduced where the Government will give 50p for every pound a week saved to working age people on benefits. This will run for a two year period. The maximum that can be saved is £25 a month. - Support to the CAB - Establishing referral protocols e.g. looking at the financial situation or advice at an early stage of people going into jobs - Childcare costs - Using NDC as a pilot area for initiatives 	
<p>9. ELSE Event Feedback</p>	
<ul style="list-style-type: none"> • The ELSE Information Event was held on November 27th at the Moat House Centre. Sessions included Business Start-up; Financial Inclusion; Flexible New Deal; Employment Placement Schemes; Economic Context Presentation. • Negative feedback included catering issues and the confusing Flexible New Deal presentation • For future events people wanted more of the same • The attendance needs to be reviewed • The next event is planned for May 14th. Andy Williams has confirmed that Enterprising Coventry will be able to fund this event. Offers of venues are needed. • The organising group will need to reconvene. 	<p>Any offers of venues for the next ELSE information event to be forwarded to Nigel.wain@coventry.gov.uk</p> <p>Sarah Powell will ask the West Orchard House administration team to assist</p>
<p>10. Partner Updates</p>	
<ul style="list-style-type: none"> • Warwickshire <ul style="list-style-type: none"> - Warwickshire is looking to set up a Strategic Employment Group – a 'mini ELSE' for Warwickshire to steer worklessness and work and skills plans. - Warwickshire is part of the Invest to Save element of the MAA - ERDF and Connections to Opportunities joint funded project – a response was sent yesterday, but it now needs to be agreed how to deliver the project and update the management plan. • MAA: Invest to Save programme in the City Region Pilot area <ul style="list-style-type: none"> - Geoff and colleagues from Birmingham, Telford and Walsall have been working with DWP to set ground rules for Invest to Save. Warwickshire has been invited back to the table just to work on the Invest to Save element of the MAA. 	

<ul style="list-style-type: none"> - The MAA is also working around child poverty as Ministers want this to go into the MAA, so we will have a sub-regional child poverty target. - The UK Commission for Employment and Skills is assessing the governance of the MAA, and they will give Section 4 powers from April 2010 if they like what they see. Therefore any government skills money spent in the city region will be directed by the MAA not the Regional SFA. The MAA partners are also working with DWP towards Level 3 powers, Level 2 has more or less been granted now (i.e. co-commissioning on Invest to Save). - Data sharing pilots are currently underway in cities including Liverpool, Manchester, Kent. <ul style="list-style-type: none"> • ESOL <ul style="list-style-type: none"> - The ESOL plan for the city was submitted in Dec 09 and is now awaiting approval. It will be used by Coventry Partnership to negotiate future contracts from next year. - A small ESOL subgroup has formed including JCP, skills providers, Connexions, and representatives from the community. It is suggested that this group sits under the ELSE Strategic Group. - The changes mean there will be more control on ESOL to meet the directives of Coventry Partnership. The plan will be circulated once it's approved. • Community Cohesion Awards <ul style="list-style-type: none"> - Community Cohesion Awards have been launched. The CCC Community Cohesion Strategy has also been launched. There are five different categories of awards to capture best practice in the city. The Coventry Partnership newsletter will have the details of the awards. The closing date is 30th April 2010, with the awards being hosted on July 10th 2010. 	<p>To circulate the ESOL plan once it has been approved.</p> <p>Organisations to submit applications for awards.</p>
<p>11. AOB/ Future Items -</p>	
<ul style="list-style-type: none"> • Events - There are a lot of events happening in the near future • Next meeting – There is no meeting in February due to the ELSE Strategic Group meeting. The next ELSE Management Group meeting is planned for Monday the 8th March at 10 am. <i>*Please note that the date and time for the March meeting has changed from earlier communications.</i> • Future Items <ul style="list-style-type: none"> - Local Economic Assessment - March meeting - LAA Action Plan update – March meeting - Carers – to feed employment into the Carers Strategy - Work and Health - Skills Agenda – the changes – March meeting - Child Poverty Assessment - Worklessness Assessment 	<p>Members of the ELSE to email sarah.powell@cove.ntry.gov.uk to inform her of any events they know of to distribute to the group</p>

