

GREAT YARMOUTH



LOCAL STRATEGIC PARTNERSHIP

Working with the Community

ADDITIONAL PAPERS

for the

GREAT YARMOUTH LOCAL STRATEGIC PARTNERSHIP EXECUTIVE

18 April 2008

**in The Buttery, Priory Centre, Priory Plain,
Great Yarmouth**

G R E A T Y A R M O U T H



L O C A L S T R A T E G I C P A R T N E R S H I P

Working with the Community

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GREAT YARMOUTH LSP EXECUTIVE

18 April 2008

ADDITIONAL PAPERS

8. DRAFT TERMS OF REFERENCE FOR LSP EXECUTIVE

The LSP Officer's report is attached (page 35).

12. EMPLOYMENT AND SKILLS ACTION PLAN UPDATE

(b) Opportunities Week

The LSP Consultant's report is attached (pages 36-40).

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Great Yarmouth LSP Executive

Draft Terms of Reference (April 2008 Revision)

1. To oversee the delivery and review of the Sustainable Community Strategy in order to improve the quality of life for residents of the Borough
2. To review progress against targets (performance management)
3. To develop and promote strong partnership working between statutory, business and community and voluntary sectors within and outside the Borough
4. To promote community cohesion and an appreciation of diversity and equality within the Borough
5. To establish and review criteria for allocating external funding in a fair and transparent way
6. To scrutinise and endorse spending plans maximising opportunities for joint working
7. To consult, communicate with and empower residents and other stakeholders
8. To receive regular reports from constituent forums, working groups and boards
9. To receive presentations and representations relevant to the Partnership's agenda to facilitate synergies and joint working
10. To foster communication between partners
11. To undertake tasks allocated by the Board
12. To identify gaps in service provision and seek sustainable solutions
13. To work to reduce inequalities in the Borough by prioritising areas of greatest need in terms of service provision

TEL 11 April 2008

**A REPORT FOR THE LOCAL STRATEGIC PARTNERSHIP EXECUTIVE
OPPORTUNITIES WEEK**

Introduction

Members will recall that the Opportunities Week project, a week of events aimed at career guidance, employment opportunity and recruitment was approved as a final NRF project intended to maximise the spend as the funding stream drew to a close. The scope of the bid reflected the range of provision of the new Diplomas and called for a series of events to reflect the 15 'key lines of learning.'

The Scope of Opportunities Week

The fact that this was a final NRF project imposed a number of time constraints on the event calling for the original concept to be reduced in scope. The need to complete the project before the Easter break compromised the execution and support for the project in some areas.

The scope of the project included:

- Five themed twilight 'Pathways to Success' career guidance events aimed at 14-19 year olds.
- Two 'New Directions Roadshows', employment clinics aimed at adults to investigate routes into employment with advice available on volunteering, training, funding and setting up their own business.
- A major Employment and Recruitment Fair at The Marina Centre which brought local employers, training organisations and volunteer groups together.

The mounting of these events were supported by :

- A comprehensive publicity programme aimed at local schools and the general public.
- A group of twenty local business decision makers giving structured presentations and offering one-on-one sectoral career guidance advice at the various events
- A set of five sectoral based Personal Career Planning Guides
- A group of seven service organisations offering employment and business creation advice
- A group of over sixty public sector, private sector and voluntary organisations exhibiting at the main event
- A community led involvement programme which reached out to 'hard to access' sectors of the community
- A comprehensive community led monitoring and evaluation programme

The Events

A breakdown of each event follows:

Technical Services

Monday 10th March, Conference Room, Great Yarmouth College.

About 30 people attended (despite weather warnings to stay at home!). There was a good mix of adults, parents and pupils from Lynn Grove and Oriel schools. A range of speakers covered topics from engineering, construction and the energy industries. We are aware that at least one pupil with the support of her school used this event as an opportunity to set up a good quality work placement with a local engineering company.

Art and Media

Monday 10th March, The Alchemy Centre, Suffolk Road.

12 people attended but arrived throughout calling for a more informal session with direct introductions to the relevant employers and training organisations. Feedback was positive from all those who attended as it enabled them to receive good quality, targeted advice in one place. Also positive were the exhibitors, who were able to network and make good contacts with one another. There was some disappointment at the low level of attendance of the event.

People Focused Industries:

Tuesday 11th March, The Racecourse.

22 people attended. The majority of these were of school age and arrived at or before the scheduled start time, mainly interested in hair dressing or beauty therapy. A few adults arrived later on but we were disappointed in the level of adult attendance. Once again we decided on a more informal format, welcomed people as they arrived and made direct introductions between them and the employers and trainers.

Finance, Business and IT Sector

Wednesday 12th March, The Star Hotel.

16 people attended. There was some obvious confusion regards the content of this event as one or two were looking to meet employers who were directly recruiting indicating a need for fuller staff briefings. Other than this however all people to come in made good contacts with the relevant training organisation or employers for advice via introductions.

Health and Public Services

Thursday 13th March, The Burrage Centre.

64 people attended but arrived mainly from 5pm onwards, it was noticeable that there were more adults making enquiries for their own career development, many of whom we saw again on Monday at The Marina Centre. In one or two cases where

we had no shows and organisations had been unable to attend at the last minute we took details to pass onto the relevant contacts so that they could be spoken to directly at a later date.

New Directions Roadshows

Gorleston Library Tuesday 11th March 11am-2.30pm.

This event was run in conjunction with Gorleston Children's Centre. 12 people attended, all of whom had specific issues they wanted to address in terms of employment, volunteering, training or business start up. Although the numbers were small those who did attend found the session positive and we saw the majority of them again on Monday 17th March.

The Priory Centre Friday 14th March, The Priory Centre. 11am-2.30pm.

24 people attended. As with the previous session most people coming in had specific directions which they wanted advice about. The event was at its most busy between 12 and 1pm and the time perhaps could have been condensed. Good links were forged between exhibitors during these sessions.

Opportunities-GY Employment and Recruitment Fair

Monday 17th March, The Marina Centre. 11am-6.30pm.

61 stands were booked by employers, training organisations and volunteer groups. 164 people signed in via our desk, the majority of which arrived between 11am and 3pm. We know that more people attended who either declined to sign in or arrived through an alternative entrance, however this number cannot be accurately provided. Oriol School came with 48 year 10 pupils who seemed to get a great deal out of the day. Lynn Grove School came with 200+ year 9 pupils whom the colleges were pleased to speak to before they made their GCSE option choices. We were very pleased that two schools made good use of the event and that their pupils had a chance to attend, once the schools arrived however the feel of the event did change dramatically and many of the exhibitors left soon after. This is perhaps a good indication that just one event cannot be all things to all people. This event is the first of its kind to bring together the employment, training and volunteer sectors of Great Yarmouth together under one roof and during the earlier part of the day this seemed to work extremely well. Feedback from some exhibitors indicates that many new links were forged between the groups.

Monitoring, Assessment and Legacy

The Priory Research Centre collected feedback from exhibitors and the community as to their perception of the event and how useful they found it, this information will be provided in a separate and independent report and will comprise a written report and a short video film of the event .

As not all employers were available at the end of the main event for feedback a second independent survey has been commissioned to contact all employers who

exhibited. From this we hope to find out from them how successful the day was from their point of view, whether they came in contact with the groups who they wanted to target, whether they would attend again and what changes if any they would like to see for a repeat event.

We also recognise that this survey will also serve to forge links between these employers and the appropriate existing groups (for example Enterprise-GY) to provide good legacy contacts as a result of the people who became involved in Opportunities-GY. This has been commissioned separately to facilitate this through an individual with well established links to local employers and enterprise groups and so keep newly involved employers within the scope of current and future projects.

The project has commissioned the production of an Opportunities GY website to provide further information and publicise future employment and recruitment activity. The specially commissioned Career Planning Guide brochures will feature on this website.

Relevant material to support further Opportunities GY events will be archived and held electronically where appropriate.

Conclusions

- Whilst there was mixed response to some events, overall attendance achieved some 75% of target figures
- Early indications show the project has been successfully mounted at around £3000 below budget
- It proved difficult to plan events and book employers within the given timeframe, preventing target advertising of the events to better describe what they would be about. Future advertising needs to be 'drip-fed' over a longer time period, together with more time to brief staff.
- It proved difficult to get all employers to attend more than one event, however after an initial slow response a pleasingly high level of involvement from the private sector and major public sector organisations was achieved
- We achieved good support from employers/decision makers who agreed to speak at the events, but in some cases their expertise went unrecognised.
- The involvement from several of the schools was disappointingly low with the exception of Oriel and Lynn Grove High Schools who reported back positively.

- Much more lead time will be required to engage with the schools to get future events into their extended calendars
- The introduction of the volunteer sector was highly positive and helpful and should their input should be incorporated into future similar events.

The Executive is asked to consider the following recommendations

- Having re-constituted the principle of a focussed series of employment and recruitment events in Great Yarmouth the impetus gained should be built on with future events and supported with appropriate public funding
- That the concept of the LSP taking responsibility for co-ordinating and providing a focus for partners engaged in employment and recruitment issues in Great Yarmouth is entirely appropriate
- The LSP should constitute a small steering group, with a wider brief to include schools representatives, to oversee and publicise this work.
- The possibility of mounting two further Opportunity GY events, one for young people in October 2008, and another for adults in January/February 2009 should be considered for inclusion in the emergent Working Neighbourhood Fund programme. Any October event would require a fairly early response.