

Minutes of The Point Steering Group.**Monday 25 November 2013. Committee Rm 2 Civic Hall****Attendance**

Cllr Kim Groves	CKG	Leeds City Council - Chair
Cllr Angela Gabriel	CAG	Leeds City Council
Dean Stratton	DS	Land Securities
Ann Marie Spry	AMS	Leeds City College
Alice Winter	AW	Leeds City Council
Jane Hopkins	JH	Leeds City Council

Apologies

Cllr Bob Gettings	CBG	Leeds City Council
Cllr Karen Bruce	CKB	Leeds City Council
Alison Niven	AN	Land Securities
Sally Lowe	SL	Leeds City Council
Alison France	AF	DWP

Item	Description	Action
1.0	Welcome and Introductions	
1.1	Cllr Groves welcomed everyone to the meeting.	
2.0	Minutes of the last meeting and matters arising	
3.0	Land Securities - Community events. Alison Niven has supported a number of events at area level. These have included sessions at the Middleton Employment Fair, the Health and Wellbeing and Employment fair at Woodsley Road and the area NIB in Burmantofts and Richmond Hill – this particular session generated further support for the Families First initiative for representatives from Land Securities to act as mentors for families and young people in the neighbourhood / or link with local schools ie Co-op academy.	
3.0	Learning provision update	
3.1	English and Maths courses are now available at The Point, partly in response to the increased emphasis on these skills now required in Apprenticeship frameworks. Confidence and Motivation in looking for Work and ICT sessions are also running currently.	

<p>3.2</p> <p>3.3</p> <p>3.4</p>	<p>To complement this, AMS reported that a key focus of the forthcoming NEET event (03 December) was to build the capacity of local organisations to support successful applications to Apprenticeships. There was a further discussion about the challenges many young people face in striving to meet Apprenticeship requirements. It was agreed that JH would circulate information on Traineeships which offer pre Apprenticeship support.</p> <p>AMS also reported on the recent additions to the Pathways website. There is now a South East page which includes good practice guides and a provision directory amongst other resources. This will improve the capacity within the area for learners, their parents/carers and the organisations in place to support them.</p> <p>Cllr Groves updated the group on the pilot activity at the Hunslet Club, funded by the Area Committee. Aimed at 14–16 year olds, there were a number of after school activities, primarily construction focussed, offering places to 30 young people. Although the opportunity was over-subscribed generally, young women were under represented. Cllr Groves asked that we explore possibilities for after school activity at The Point, exploiting the retail dimension to potentially attract more females. AW and JH to explore possibilities.</p>	<p>JH</p> <p>AW/JH</p>
<p>4.0</p>	<p>Front of House Update</p>	
<p>4.1</p> <p>4.2</p>	<p>JH tabled an update on Jobshop activities. It detailed the starts to date and during this period, 338 and 87 respectively and the job outcome rate, currently 20%. The report also evidenced the success of the targeted approach to promoting the centre with significant numbers of job outcomes for people in the Morley, Beeston & Holbeck, City & Hunslet and Middleton & Belle Isle wards.</p> <p>A number of events were included in the report, many in partnership with others to further diversify the offer. Examples of the successful initiatives included:</p> <ul style="list-style-type: none"> • The Dame Kelly Holmes sponsored project ‘Get on Track’ • The successful apprenticeship application workshops • The recruitment support/ assessment sessions delivered by Jobshop staff for WR businesses • The Land Securities delivered workshops to learners and businesses 	

5.0	Employment Leads Update	
5.1	AW presented the video produced to support Business Week which was well received. Further video for young people is currently being commissioned	
5.2	There was a discussion about the links between WR and Trinity opportunities. DS confirmed that he would be happy to support the availability of these, on site, and would forward the information he receives to colleagues at The Point, for promotion. DS suggested that Employment Leads provide information for businesses to promote the use of signposting unsuccessful applicants to The Point. This could be in the form of business card size flyers to pass on to unsuccessful candidates; 'prompt sheets' for those who decline over the phone; or the supply of text to be included in rejection letters.	DS AW
5.3	Cllr Groves also suggested that the forthcoming south Leeds business engagement activity could be held at The Point. CKG to advise.	CKG
5.4	Phase 2 of the White Rose development will be presented to planning over the forthcoming weeks and has the potential to significantly increase opportunities available in the centre. Further updates will provided subject to approval	
6.0	Land Securities Update	
6.1	James Bailey is the new Centre Director.	
6.2	In a discussion about how to identify South Leeds residents, it was acknowledged that there are challenges when businesses use national sifting during recruitment and make allocations by LS postcodes only.	
6.3	Promotion and profile raising. DS acknowledged the progress made on this but made suggestions for further improvements and identified the need to be more proactive with businesses: <ul style="list-style-type: none"> • Isobel and Niki to meet regarding potential sites in the main mall • Use of floor vinyl near to escalators to direct customers to The Point • Letter to businesses offering interview/assessment space and include update on other recruitment support services 	
6.4	Land Securities have identified 8 schools within the closest proximity to WR in order to promote the centre's potential as a learning opportunity. DS will update the group on any outcomes from that communication.	DS

7.0	Children's Services Update	
7.1	There were no updates available for this meeting.	
8.0	Any Other Business	
8.1	It was confirmed that this group will continue to meet 3 times per year.	
9.0	Date and Time of Next Meeting	
9.1	The next meeting will be held from 10am-12 pm on Monday, 24 th March 2014 in Committee Room 1, Civic Hall	

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