



**VALE OF GLAMORGAN IMPROVING OPPORTUNITIES BOARD MEETING**

**13<sup>th</sup> May 2015**  
**ICAT, Cardiff Airport.**

**Present:**

Kay Martin – Cardiff and Vale College  
(Chair)  
Jayne Tilley – Careers Wales  
Paul Kift – Cardiff and Vale College  
Bob Guy - Vale of Glamorgan Council  
Amy Troy – Department of Work and  
Pensions

Ben Hughes – Cardiff Metropolitan  
University  
Kris Rees – Vale Centre for Voluntary  
Services  
Chris Perkins - Vale of Glamorgan  
Council  
Andy Borsden – Vale of Glamorgan  
Council

**Apologies:**

Rachel Connor – Vale Centre for  
Voluntary Services  
Paula Ham - Vale of Glamorgan  
Council

Andy Whitcombe - Cardiff and Vale  
College

	<b>Action</b>
<p><b>1. <u>Welcome and introduction</u></b></p> <p>Members of the board were introduced.</p>	
<p><b>2. <u>Apologies for absence</u></b></p> <p>Apologies were given.</p>	
<p><b>3. <u>The Needs of Local Employers – Tilla Singh, First Source</u></b></p> <p>Paul Kift (PK) updated the board on progress made in seeking to engage with employers who could give an insight into how through collaboration we can improve opportunities for residents whilst assisting business to thrive.</p> <p>PK introduced the Tilla Singh (TS) the Head of HR at First Source. A worldwide company whose site in Cardiff Bay had a current workforce of 800. TS informed the group that the company was expanding rapidly and was in the process of taking on new business. As part of this process the company was currently seeking to employ 300 new staff and potentially more in the not too distant</p>	



<p>future. The company provides outsourced telephony and online services to a number of companies including Sky, Admiral, Lloyds, Disney and others.</p> <p>TS stated that the call centre industry was a major local employer with 30,000 employed in and around Cardiff. The company itself had a diverse workforce and had taken steps over the last 12 months to reduce its turnover of staff. The jobs currently available had competitive wages for the industry as well as bonuses and fringe benefits, however, it was still difficult to recruit good staff. This had been highlighted by an event held at Bridgend job centre where only a small number of job seekers attended. TS added that there was a particular skill shortage in foreign languages and even when offering increased pay it was near impossible to find the relevant staff.</p> <p>TS was keen to dispel some of the clichés that are associated with call centres. The industry offers a number of transferrable skills and seeks staff with a back ground in a wide range of sectors. Bob Guy (BG) added that there had been a lot of bad press associated with the industry. Kay Martin (KM) highlighted that there was a generational change in employment and the industry was key to provide younger people with employment. The group agreed that making younger people aware of the opportunities that exist was crucial and that a closer working relationship was needed to provide the industry with staff that have the correct skill set.</p> <p>KM thanked Tilla for coming today. PK added that he hoped that the board could improve relationships with employers and become a focal point for discussion with businesses in the area.</p>	
<p><b>4. <u>Minutes from last meeting and matters arising</u></b></p> <p>The minutes from the last meeting held on the 1<sup>st</sup> December were agreed and KM went through the outstanding actions:</p> <ul style="list-style-type: none"> <li>• PK to begin the process of engaging the group with local employers. <ul style="list-style-type: none"> <li>○ The first phase of this is to invite local employers to attend the meetings, this began under agenda item 3 and will continue in future meetings.</li> </ul> </li> <li>• BG to produce an outline of a possible subgroup to take forward the actions of the group. <ul style="list-style-type: none"> <li>○ This will be discussed as agenda item 6.</li> </ul> </li> </ul>	
<p><b>5. <u>The Community Strategy Delivery Plan 2014-18 – Progress Report.</u></b></p> <p>Chris Perkins (CP) informed the group that the progress report of the board actions, which was completed to a large extent at the last meeting, had been completed and had been submitted to the LSB in April. The LSB had agreed to amendments to the actions suggested</p>	



<p>by the board and were happy with the progress made against all of the work streams in the delivery plan. At the next meeting of the IOB the group will once again be asked for progress against the actions, CP asked if partners could prepare their updates in advance to the meeting as this had made the process easier to complete.</p>	<p><b>ALL</b></p>
<p><b>6. <u>Routes to Employment Subgroup – Bob Guy</u></b></p> <p>BG presented a proposal to the board for the creation of a subgroup that would carry out tasks and actions proposed by the board.</p> <p>The board agreed that a subgroup would be a good idea and could help to fill gaps left by the dissolution of other groups and may allow for other groups to be merged. CP added that it was essential that the group had key goals and actions and added to the effectiveness of the board.</p> <p>KM suggested that a further meeting could be arranged to discuss the plan in more detail. CP will arrange.</p> <p>CP informed the board that Rob Thomas has now been appointed as Managing Director of the Council and due to other commitments would no longer be the reporting officer for the board. BG has been invited by the group to take on the role.</p>	<p><b>CP</b></p>
<p><b>7. <u>Get the Vale Online Final Report – Kris Rees</u></b></p> <p>Kris Rees (KR) updated on the ‘Get the Vale Online’ project. The project has now come to an end as funding from Communities 2.0 has ceased. It was hoped that momentum could be maintained and discussions were ongoing to achieve this. The project had met or exceeded all targets in the short period since its creation. Training of frontline staff, digital champions and an extensive set of easy to use resources would ensure the projects legacy. Detailed information can be found in the final report itself.</p>	
<p><b>8. <u>Financial Services Research – Paul Kift</u></b></p> <p>PK presented a research project that Cardiff and Vale College had recently undertaken. The research focussed on the financial services sector, which is a major and growing sector in the local area, and its policies on apprenticeships and training. Ten of the largest companies were interviewed or completed an online survey to feed into the research. The research had highlighted the importance of incentives to large companies to engage with apprenticeship schemes. It also highlighted that companies wanted older apprentices with other experiences, this would be difficult going forward due to Welsh Governments restriction of funding to the under 25s. The majority of companies had in house training that was accredited and developed staff skills.</p>	



<p>PK also informed the group that there was a Financial Services event to be held in Cardiff shortly and would circulate the details to the group.</p>	<p><b>PK</b></p>
<p><b>9. <u>Date of Next Meeting.</u></b></p> <p>The next meeting is scheduled for the 27<sup>th</sup> August 2015. It was requested that this be moved into September to allow for greater attendance. CP will review and circulate amended date.</p>	<p><b>CP</b></p>
<p><b>10. <u>Any other business</u></b></p> <p>Amy Troy(AT) informed the group that she was leaving post shortly so this would be her last meeting with the group. The group thanked Amy for her participation and wished her luck for the future. AT will ensure that representation from Job Centre Plus is continued once the restructure is complete.</p> <p>CP asked if AT could give an update on the Barry Job Centre. AT confirmed that the 1<sup>st</sup> floor of the building was now open and a near full service was being offered to the public. It was hoped that the work to refurbish the ground floor would be completed and ready to open on the 17<sup>th</sup> August.</p>	