

THE ECONOMIC DEVELOPMENT AND GROWTH TEAM

JAN – MARCH 2018

LEARNING AND
DEVELOPMENT

Working Communities Project Service Review

ECONOMIC DEVELOPMENT CORE SEMINAR and working plan capture.

WORKING COMMUNITIES PROJECT – MARK SZADURA

How can the data that we have received to date help shape and improve our service?



Service area

Working Comms Key dates	Current	Proposed	Action	
23/01	<p>Customer Feedback Workshop.</p> <p>Session held for EDU section preparation on customer feedback, and support the CSE assessemnet.</p> <p>This highlighted that we don't capture much customer feedback on this working comms project.</p>	<p>To review working comms via a series of 1-1s with the EDU service manager.</p> <p>Currently WCP only has leaflets to promote the service, it would be an ideal opportunity to examine how the service could re brand, evolve and to have USPs that other providers are not offering.</p>		
	<p>Customer Journey – to be better mapped to capture feedback</p> <p><i>Opportunity for Working Communities Project (WCP) to explore how to enhance, collect and record customer feedback and showing a customer's journey whist they are on the programme.</i></p> <p><i>Currently - Evaluation form completed at the exit of the programme but gets very little returned as people have</i></p>	<p>More light touch – agree sample size.</p> <p>One report per year.</p> <ul style="list-style-type: none"> A customer assessment questionnaire to be completed at different stages whist on the programme) – linked to a mapped customer journey. 		

	<p><i>'moved on'.. only 3 returns available.</i></p> <p><i>Also need to use tacit knowledge to improve the service.</i></p>	<ul style="list-style-type: none"> This information would be input and presented in graph form. <p>A representable sample needed.</p>		
7/02	<p><i>Also to review the projects products</i></p> <p>Product 1 – leaflet.</p> <p>Currently - Just a leaflet (product 1)</p> <p>This has been reviewed and is seen as out of date for a number of reason and not FFP.</p>	<p>A revised leaflet is needed.</p> <p>New WCP leaflets to replace the original style, which look tired and out dated</p>	<p>New leaflet to be created viewed and agreed. Costs £120.00</p>	<p>20.03.2018</p> <p>Proof of leaflet received and approved</p> <p>2000</p> <p>£104.97</p>
	<p>Product 2 – folder with a customer orientation</p>	<p><i>New Products explored, included:</i></p> <p>An A4 folder (product 2) that would be issued to customers at their first appointment, this would be a working document.</p> <p>The folder could include:</p> <ul style="list-style-type: none"> Terms and Conditions of service provision Customer assessment forms Evaluation 	<p>Meeting held on the 7th Feb – agreed new folder could be designed, costed and printed.</p>	<p>20.03.2018</p> <p>Proto Type/proof folder received. Amendments to be made to the inside cover.</p> <p>500</p> <p>£414.00</p>

		form <ul style="list-style-type: none"> • Useful phone numbers • Applying for jobs leaflet • A4 notepad • Credit Union Leaflet • Unemployed Workers leaflet etc. 		
	Product 3 banner	Product 3 – banner – see under innovation.	Being designed. TBC as part of a re brand.	20.03.2018 Proof received and approved £49.00 A full sized pull up banner approved £35.00
	Product 4 Applying for jobs leaflet (A4)	Needs revising Get rid of crt logo Give it a product name i.e Job Fast Form	Mark to revise and cost. Agreed by JC	20.03.2018 Proof received with additional section for reference details 500 £248.00 1000 £496
	Product 5 – terms of service	To be removed as it yields little, many aspects are covered by council policy and looks unfriendly. More red tape. To be integrated as a more user friendly statement in/on folder.	Agreed by jc	
	Product 6	Stage 1 Feedback form Start of journey	Tbc Mark to define stage 1	20.03.2018 MS and JW working on the design and

		form		best way to capture relevant information.. Meeting held with Debbie Whitehead re options.
	Product 7	Stage 2 Form Fourth meetingform	Tbc Mark tom define stage 2	As above
	Product 8	IKEA type fast response form (post card) – 3 faces. At stage 3	Mark to create	As above
How can the service Innovate?				
A discussion was held on how to innovate the service based on officer input and based on needs of customers.				
Proposed Innovations				
	Innovation 1 Project Laptops to help some customer search 'out of hours' , where certain criteria has been agreed	<ul style="list-style-type: none"> These could be used in group sessions for customers who are not confident using IT Home loan usage 	Meeting with IT to agree requirements and source laptops (x4). Heal and Safety to consider. Insurance to consider. Security, data and theft issues to consider / be removed. Mark to set up meeting with IT in Feb. Cost approx. £500	
	<i>Innovation 2</i>			

	Table Top Banner to identify WCP whilst at outreach locations	Improve visibility of project	Approved Cost £50 or under. Agreed on 14 th Feb	20.03.2018 Proof received and approved £49.00 A full sized pull up banner approved £35.00 Proof received for posters A4 size 50 £1.65 A3 50 £3.56
	Innovation 3 Name Plate for Community Employment Advisor	Help increase identify of project in the field	Agreed at £25.00 tbc on 14 th feb	£19.90
	Innovation 4 WCP be become accredited to deliver Goals courses. This is something that is not offered by other providers, and has been proven via the ambition project (audit reports/ carney green).	This would involve a two day training course, then an observation of the student delivering the course.	Budget available and agreed 14thfeb 2018. Mark to pursue in dialog with jane etc	20.03.18 It was decided not to pursue the goals training did not think it would benefit residents plus there would be on going costs to purchase materials. WCP would deliver group sessions when requires, utilising laptops.

Working Communities Project Transformation

As part of the Transformation Project, the Working Communities Project has been evaluated under the Service Redesign strand.

The findings have been as follows:

Issue	Solution (** new product)
Branding outdated	Branding being refreshed and modernised
Existing materials out of date	Existing promotional materials to be updated: <ul style="list-style-type: none"> • Pull Up Banner • <i>Leaflet</i> • <i>How to apply for jobs booklet</i>
Additional promotional materials needed for additional presence	<ul style="list-style-type: none"> • Desk top banner for additional presence in job centres ** • Name plate for additional presence in job centres **
Lack of individual development plan for clients	<ul style="list-style-type: none"> • Individual development plan developed for clients to increase motivation and give direction **
Welcome pack required for clients to increase professional image	<ul style="list-style-type: none"> • Welcome folder for clients ** <ul style="list-style-type: none"> ○ Consent of storing data ○ Useful local telephone numbers ○ Individual learning plan ○ How to apply for jobs booklet ○ Notes section on folder ○ Appointments section on folder ○ Terms of service section on folder
More local digital and IT support needed locally for clients	<ul style="list-style-type: none"> • Development of group courses ** <ul style="list-style-type: none"> ○ Registration onto Universal Credit ○ Developing CVs ○ Applying on line for jobs • Laptops to be used from Ambition ** • Sessions to be run in NEDDC offices • New sessions to be developed as and when needed
Lack of feedback received from clients	<ul style="list-style-type: none"> • Simple process being developed on line for feedback being collected at every 4th appointment. **

Costings for new promotional materials

<i>Item</i>	<i>Cost</i>
A4 Welcome Pack (500)	£414.00
Applying for Jobs booklet (500)	£248.00
Promotional leaflet (2000)	£104.00
A4 Poster (50)	£1.65
A3 Poster (50)	£3.56
Table top Pull Up Banner	£47.00
Full size Banner	£35.00
Name plate	£19.90
<i>Total</i>	<i>£873.11</i>

Current Provision

Future Vision