

West Kent Housing Association

**Employment and training review
update**

28 April 2022

Recommendations	Comments from employability and training team
<p>Consider alternate, more proactive methods of marketing</p> <ul style="list-style-type: none"> - Leaflet campaign promoting service to raise awareness - Include testimonials 	<p>We attended the Swanley door knocking event to promote services.</p> <p>Post code marketing is ongoing.</p> <p>Marketing material is being promoted internally and externally with partners and the wider community.</p> <p>Regular blogs are posted on our intranet.</p> <p>E&T is promoting our services via Facebook.</p> <p>Quotes/compliments are posted internally on compliment report.</p>
<p>Improve and use the feedback survey</p> <ul style="list-style-type: none"> - It's currently not very user friendly - Include tick box for clients to agree to be contacted for case studies 	<p>Survey has been amended, approved and is being completed with residents. We have worked the feedback survey into our process so it is either sent to the customer or is completed at the job hub. Since making these improvements we have had a positive and increased response.</p>
<p>Training and awareness raising for all staff</p> <ul style="list-style-type: none"> - Make sure teams across the business including mobile workers such as engineers know about the employment offer 	<p>We have attended online team meetings and promoted our service on blogs on the intranet.</p> <p>Flyers are sent internally to customer facing staff.</p> <p>Quotes/compliments are posted internally on compliment report.</p> <p>Flyers will be given to staff to hand out and</p> <p>Posters will be displayed on notice boards throughout head office.</p>
<p>Report on more areas, not just job outcomes and promote in all the usual ways</p>	<p>We report monthly on</p> <ul style="list-style-type: none"> - Number of engagements - Numbers of new customers - Number who have been digitally supported - Number of events - Number of full and part-time job outcomes. - We have also started to send monthly case studies to the communities director and head of communities.
<p>Add line to registration form about how people that aren't residents can still receive help and get referred</p>	<p>We ask if they are a tenant on the registration form and if not, we can still work with them.</p>

<p>Engage with young people about the employment and training services available to help them prepare for the workplace.</p>	<p>We work closely with young people at Orchards Academy, Swanley and Knole Academy, Sevenoaks. We also attend their career fairs.</p> <p>We work with NEET (Not in Education, Employment, or Training) team at Education People and children's centres.</p> <p>Potential to work with Hayesbrook school in Tonbridge.</p> <p>We also run a job hub from the House project in Edenbridge for young West Kent residents.</p> <p>West Kent's youth team promote services to young people if they are of age and in need.</p>
<p>Increase capacity by hiring another person or creating a voluntary position for a resident to build their work experience and CV to triage contact</p>	<p>We recruited a new permanent member of staff in September 2021.</p> <p>We have also recruited the community's administrator as a development opportunity to support the Edenbridge job hub.</p>

Review