



**Area Initiatives Project Group Meeting**  
**Thursday 2 July 2009**  
**2.00 - 3.00 pm**  
**Caxton House, Tothill Street, London, SW1H 9NA**

**Attendance:**

Jeremy Crook (Chair) (JC)	BTEG
Kim Chaplain (KC)	City Strategy Pathfinder
David Blight (DB)	Equality and Human Rights Commission
Sandra Johnson-Blake (SJB)	Equality and Human Rights Commission
Rokhsana Fiaz (RF)	Change Institute
Shaynal Khan (SK)	London Muslim Centre
Darren Woolfenden (DW)	AICD
Martin Betts (MB)	AICD
Patricia Winters (PW)	AICD

**Item 1: Welcome and Introductions**

- JC welcomed members and explained that the focus of the meeting was the project outline introduced by RF.

**Item 2: Action Points**

Action Point 1

- KC agreed to take this forward.

Action Point 2

- KC agreed to scan the maps and forward them to members of the group.

Action Point 3

- Lorna Fraser had cleared this before leaving the team

Action Point 4

- RF had formulated the Project Outline as agreed.

**Item 3: Discussion about the Project Outline**

- JC introduced the Project Outline which he said had been put together because of some key concerns about the effectiveness of the Olympic employment and skills strategy in helping workless people from ethnic minorities into jobs.
- In devising the project, the Project Group took into account:

- The limitations of the availability of data, the current economic context, and the need for employer engagement.
- Delivery needs to be achievable given resource limitations, and within a timescale that allows for a submission to the Ethnic Minority Employment Task Force in November.
- Outcomes needed to be practical and applicable to delivery partners in the five Host Boroughs as well as at a national context.
- JC asked RF to briefly take the group through the paper and then get reactions to it.
- RF summarised the project by saying that it involved:
  - An evaluation of the impact of the 5 Olympic Host Borough's Olympic Legacy Multi Area Agreement in improving ethnic minorities employment, skills, and child poverty outcomes.
  - This would involve a detailed mapping exercise to establish a quantitative and qualitative analysis of the ethnic minority communities in the 5 Host Boroughs to provide a current baseline.
  - The project would work alongside the 5 Host Boroughs to devise a performance framework through which it would be possible to measure the impact of the Olympic legacy MAA.
- DW thanked the group for its work on putting the project together. He thought that the project was going in the right direction but had concerns about concentrating too much on a mapping exercise when there was a lot of evidence already out there about the difficulties of particular ethnic groups getting work – particularly Bangladeshi and Pakistani women. This had been raised at a previous project group meeting. There was also an issue about resources for the project. DWP was happy to allocate some research time and a university work experience student to do some work on this project but had not got a discreet budget allocation for the project.
- MB echoed the concerns and asked if it was possible to get a clearer focus for the project. It had to be more than giving support to the MAA for what it would need to be doing in any event to achieve its targets. It also had to be able to produce recommendations that were sufficiently challenging for Ministers and other members of the EMETF. The issue about resources was also important. It might be possible to get a small allocation of funding for the project from DWP but it would be helpful to get a similar commitment from the 5 Host Boroughs and maybe other Project Group members.
- KC explained in more detail what the value of the project would be. Working together would be a way for DWP and the Host Boroughs to show that they were in partnership together on the MAA. Developing a performance framework was vital to the Boroughs to help them to measure their achievement in helping workless people from ethnic minorities into work. It would also be useful to roll out as good practice to other areas. If the project was agreed then she felt that the Host Boroughs would be able to make a financial contribution towards any consultancy help.
- SJB thought that the project would be valuable to generate some good practice and to sit alongside the work of EHRC, but also recognised the importance the project producing recommendations to excite ministerial interest. She felt that EHRC would be able to make a financial contribution towards the project.

- DW emphasised that the Project Group needed to make some rapid progress to meet the timeline for reporting to the EMETF in December. The 5 Borough MAA was starting in 2010. On the Olympic timescale there were lots of jobs coming up from the legacy retail centre in Stratford in 2011, and the Olympics themselves were not far away in 2012.
- MB said that we needed to take into account that there would be an election in June and that Ministers would want to see some meaty recommendations – where they could demonstrate early wins as well as showing that they were making a long term impact.
- JC summed up by saying that the Project needed some further refining. He suggested that MB, DW, RF, and SJB continue the discussion after the meeting with a view to producing a next iteration of the Project Plan. As part of this process RF would have a further discussion with KC to ensure that the Host Boroughs continued to be signed up to the Project.

### Summary of the Action Points:

	<b>Action Point</b>	<b>Responsibility</b>	<b>Status</b>
1	KC to distribute information on East London Business Place.	Kim Chaplain	Information on the East London Business Place can be found at <a href="http://www.elpb.co.uk">www.elpb.co.uk</a>
2	KC to circulate maps showing where different ethnic groups live in the host boroughs.	Kim Chaplain	
3	RF to develop a next iteration of the Project Plan after further discussions with MB, DW, SJB and KC. This to be circulated to members.	Rokhsana Fiaz	