



**Black Country Learning Kitchen - EQUAL Project**  
**'Identification of End User Needs' sub DP group**  
**Terms of Reference**

**Mission Statement**

To contribute too and enhance the work of the strategic group in overseeing the development and implementation of the Learning Kitchen project within the EQUAL programme in order to address issues of widening participation, equal opportunities and social exclusion.

**Problem Statement**

Employers and training providers need to be kept informed of what their users' changing demands are. Unemployed people are more likely to participate in learning if it is likely to lead to employment, whilst employers increasingly demand greater flexibility in the delivery of learning programmes. Involving users in the design and delivery of programmes is becoming essential if service providers are to respond rapidly to changing need.

The sharing of experiences, issues and practices (successful or otherwise) between people and organisations working within the same area (employers, providers, employees and other clients/potential clients) is crucial to understanding changes and issues, developing appropriate responses, and monitoring and improving those services.

**Specific Issues to be Addressed**

What are the needs of the beneficiary in the context of learning and good practice?

What are the needs of the 'non-learner'?

What are the 'hooks' that will engage people into learning?

What are the barriers that are preventing access?

### **Desired Outcomes**

- Action research that will allow a complete and holistic understanding of the needs and aspirations of beneficiaries to inform planning for future lifelong learning using ICT.
- The sharing of methodologies and research findings locally and transnationally among partners and others.
- On-line learning cluster.
- Empowerment of disadvantaged groups and individuals.
- To effect change to the perceptions and behaviour of organisations and institutions with regard to lifelong learning and employment practices.
- Conference to disseminate findings to policy makers.

### **Persons Involved**

The sub DP group is led by Walsall in the UK and this feeds into the transnational group led by Sweden.

UK membership is drawn from each of the four Black Country boroughs and comprises of:

Colin Robinson - Joint Chair	Walsall Lifelong Learning Alliance
Max Bailey - Joint Chair	Walsall Community Arts
Josie Kelly -	Wolverhampton Work-Able
Alexa Hazel -	Wolverhampton Primary Care Trust
Santokh Singh -	Click! Sandwell
Jonathan Hughes -	Dudley College
Karen Winkle -	College of Continuing Education - Walsall
Janet Young -	Walsall Local History Centre
Ruth Vyse -	Walsall Local History Centre
John Shercliff -	Walsall Libraries
Lisa Jacob -	Action Researcher - Walsall Lifelong Learning Alliance

### **Timeframe**

The EQUAL project runs from May 2002 until May 2005.

### **Meetings**

Meetings are held once of month with dates set 12 months in advance. The regular venue is the premises of Walsall Lifelong Learning Alliance as this is seen as central and easily accessible for colleagues across the Black Country.

**Reporting Guidelines**

All meetings are minuted and sent to members of the sub group as well as senior managers of the Learning Kitchen Development Partnership.

As well as this communication channel, Colin Robinson is also a representative of the Learning Kitchen Development Partnership management committee and feedback on the work of the sub group, and any recommendations they may have, is provided at monthly management meetings.

Local meetings of the Walsall project team are also held on a monthly basis and this provides another communication channel for the work of the sub group.