



Talking Tayside

Operational Plan 2011/2012

Initiated in December 2000, the Tayside contact centre forum “Talking Tayside” is a public-private partnership formed to promote and develop the contact centre industry in Tayside.

The industry is a significant and growing source of employment in the area currently estimated to employ a workforce of around 7,500.

The group aims to provide a platform for promoting sustainable growth, providing support for member companies in attracting a trained workforce and meeting operational objectives.

This document outlines the planned strategy of the Tayside contact centre forum for the financial year 2011/12.

Benefits of Membership

The forum provides an opportunity and an audience of like-minded individuals to bring forward issues crucial to a member's business success. We act as a catalyst to help bring these issues to a successful conclusion by providing a strong, shared voice and using our collective industry contacts for the benefit of all.

In Talking Tayside our united aim is to help with the following –

- Build perception and raise awareness of the industry
- Get our members the right training
- Find new talent through recruitment databases
- A co-ordinated plan of industry recruitment
- Provide staff a series of fun inter-company events
- Recognise achievement through our awards ceremony
- Represent the industry at local careers events
- Learning and sharing at our networking events

Member list

Talking Tayside members come from a wide range of activities but bring healthy diversity with a common aim of benefiting the industry.

Private and public sector operators include:



Membership Rewards Package

Companies and organisations can be part of one of three levels of membership

Corporate

This package is aimed at all contact centre employers and training providers accredited to provide contact centre training to all client groups.

Corporate package

- 2 Free seats at Talking Tayside Awards
- Inclusion in Talking Tayside Directory
- Representation at Career Events
- Invite to all Talking Tayside events
- PR representation where possible
- Invited to sit on Talking Tayside Forum
- Your logo on our website
- Access to employers recruitment plans

Affiliate

For the purposes of this project, Talking Tayside, an affiliate is defined as;

Any entity that, directly, participates, engages and contributes to the direction of the project. Associate members will operate as a public sector support body, recruitment agency with less than 100 people employed in contact centres in Tayside, Training Providers or Careers Services. Employers cannot apply for Affiliate membership.

Affiliate package

- 1 Free seat at Talking Tayside Awards
- Invite to all Talking Tayside Events
- Your logo on our website
- Access to employers recruitment plans

Associate

For the purposes of this project Talking Tayside, an associate member is defined as;

A person or business who wishes to participate and engage with Talking Tayside. They will be from any business which supplies the contact centre industry.

Associate package

- Invite to Talking Tayside Events

Composition

Talking Tayside is a Forum of individual company or organisation representatives who determine a strategy to promote and develop the contact centre industry within Tayside. There are also three sub-groups which each work on a specific theme highlighted by the whole forum as being of significant importance to the industry and worthy of special attention. These groups develop an action plan which is ratified by the steering group.

The three working areas are –

Education and training

Talking Tayside has had previous success in pre-recruitment training and this group will continue to work on this theme with the backing of the whole forum. The group's activities fill a key skill gap by ensuring as many applicants as possible are already trained to a pre-agreed level, recognised by the local employers, which will increase the ratio of interviews to successful placements. Talking Tayside will also consider other training opportunities as requested by member organisations.

Recruitment and retention

This group addresses the important aspect of where and when is best to recruit, ideally providing each member with the best option for their company by coordinating their work with both the recruitment agency sector and the actual recruitment officers in the companies. The group proposes which careers fairs might be most suitable, links in with local education establishments, and evaluates and reports on retention trends in the member companies.

Marketing and PR

This group works to get the brand of Talking Tayside recognised in the local employment marketplace while also raising the awareness and image of the industry as a whole. A variety of events is planned each year culminating in Talking Tayside Week and the Talking Tayside Awards.

Forward Plan and Targets

Talking Tayside now in it's 11th year, held at Director level dinner with the local contact centre industry in August 2010 which reaffirmed the desire to continue with the Talking Tayside partnership with an emphasis on Best Practice.

2011 Planned Activities	Month
School visits	February & November
Best Practice Events	May & November
Jobcentre Plus & Career Advisor visits	July & September
Social Events April	June, August & November
Jobcentre Plus Career Day	November
Talking Tayside Week	November
Talking Tayside Awards	November
Steering Group Meetings	February, April, June, August, September & November

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In what is a difficult economic climate the public and private sectors both face the same challenges. We are all required to deliver high standards of service to our customers, and to do so with maximum efficiency.

To succeed in reconciling and achieving these demanding goals we need, above all, skilled and efficient staff. Talking Tayside provides a forum for us to share best practice, to learn from each other's experience, and to maintain the standards and profile of the contact centre industry across Tayside.

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Sandra Dancer, Dundee Pension Centre

TalkingTayside



Tayside Contact Centre Forum

For further information please contact:

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