

## Project Aims

- Support employers to deal with issues which put employees at risk of losing job
- Signpost employers and employees to other appropriate support organisations
- Reduce 'churn' in the employment market.

## **Project Delivery**

- Through Tees Valley Local Authorities
- Support for SME's
- Support for employees
- Flexible Retention Fund
- Links to partners service delivery

## Marketing and Publicity

- Direct contact with businesses
- Active engagement in business networks
- Making full use of the Hanlon database
- Publicised through local economic partnerships and neighbourhood partnerships
- Website presence ([steptosuccess.co.uk](http://steptosuccess.co.uk)) and with hyperlinks on a range of other partners websites
- Dedicated telephone number
- Local media

## Opportunities

- Responsive service flexible to individuals own needs
- Improve SME practices
- Responding to identifiable gaps in service delivery
- Better integration of publicly funded activities to optimise results
- Learning to inform future service delivery

# Challenges

- Adding value and not duplicating services
- Mapping of existing provision
- Marketing of the service
- Demonstrating effectiveness in 12 months

The logo features the words "Lees Valley" in a green, italicized sans-serif font. A blue swoosh underline starts under the 'L', passes under the 'V', and ends under the 'y'.

*Lees Valley*

*unlimited*