

# Birmingham City Council

## Economy & Skills Overview and Scrutiny Committee

11 October 2023



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**Subject:** Monitoring Recommendations of the Employment and Skills Scrutiny Inquiry

**Report of:** Sue Harrison  
Director: Children and Families

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### 1 Purpose

- 1.1 To report to members of the Economy and Skills Overview and Scrutiny Committee activity undertaken towards delivering the recommendations of the Employment and Skills Scrutiny Inquiry.

### 2 Recommendations

- 2.1 Members note the content of this report, especially the activity highlighted in Appendix A, towards the achievement of the recommendations of the Employment and Skills Scrutiny Inquiry.

### 3 Any Finance Implications

- 3.1 There are no financial implications for the Council associated with this report. All finance associated with the activity outlined in this report is secured through alternative sources of funding.
- 3.2 Appendix A highlights the associated sources of funding and allocations against relevant Committee recommendations.
- 3.3 Where activity requires use of Council funds, all activity associated with this report will seek and attain the approval of the Section 151 officer in relation to the required expenditure.

### 4 Any Legal Implications

- 4.1 There are no legal implications associated with this report.
- 4.2 Where relevant, any activity associated with this report will seek, or has already sought, appropriate legal approval and sign off prior to any action being undertaken.

## **5 Any Equalities Implications**

- 5.1 All activity of the Employment and Skills Service, and wider Children and Families Directorate, takes positive action to ensure diversity and address discrimination wherever it occurs.
- 5.2 This includes including members of every group, every age, and every community to deliver employment and skills services and support that ensure equality of opportunity, not just in the service delivery itself but also in the subsequent opportunity to reach maximum potential for every resident of Birmingham. It is only by working this way that the city, its businesses and communities, will reach maximum economic potential.
- 5.3 All activity is based upon empirical evidence and data to ensure that provision is targeted in the right ways to meet the needs of all Birmingham's citizens, in a focused, transparent and equal way.

## **6 Appendices**

- 6.1 Appendix A: Summary table of activity undertaken to date to deliver the recommendations of the Employment and Skills Scrutiny Inquiry.
- 6.2 Appendix B: Overview of activity undertaken to take in the achievement of the recommendations of the Employment and Skills Scrutiny Inquiry for reference purposes.

## Something to Aim For - Scrutiny Inquiry: Employment and Skills for Young People (April 2023)

### Monitoring Update 1 (October 2023) – Summary

Recommendation	Target/Activity	Achieved to date (October 23)	Sources of Funding
<b>R01: Fragmentation and Complexity of the System</b>	<ul style="list-style-type: none"> <li>Map skills strengths, needs and provision</li> <li>City Observatory works with C&amp;W Chamber on LSIP</li> <li>Agree governance &amp; infrastructure to co-ordinate delivery of priorities identified through above</li> </ul>	<ul style="list-style-type: none"> <li>Established partner networks in place (FE, HE, ITPs, WMCA, Chamber of Commerce etc.)</li> <li>Strong joined up work with WMCA – strategic focus, especially around DDD priorities</li> <li>Observatory working with Employment and Skills service and Chamber to identify needs</li> <li>BCC member of LSIP Operational Board</li> <li>Post-16 Strategic Executive Board established</li> <li>Birmingham ESB under development (sub-city ESBs already in place/being developed)</li> </ul>	<ul style="list-style-type: none"> <li>BCC General Fund</li> <li>ESF/YEI</li> <li>UKSPF (from March 24)*</li> </ul>
<b>R02: Confidence and Resilience</b>	<ul style="list-style-type: none"> <li>Updated, relevant LMI developed and updated through careers advisers/providers</li> <li>Develop website/on-line resource to share such information</li> <li>Use young person friendly media to share LMI</li> </ul>	<ul style="list-style-type: none"> <li>Careers Hub activity with CEC/BEP includes production of LMI and employer focused offer</li> <li>LMI based young people interventions secured by BCC through UKSPF</li> <li>Including Youth Hubs provision which highlights LMI and opportunities to young people</li> <li>Website/portal to be developed but young person focused media (social media etc.) heavily used through Youth Hub activity</li> <li>Expansion of this key component of Cost of Living proposal currently being explored.</li> </ul>	<ul style="list-style-type: none"> <li>ESF/YEI</li> <li>UKSPF (from March 24)*</li> <li>CEC*</li> <li>CWG*</li> </ul>
<b>R03: Funding</b>	<ul style="list-style-type: none"> <li>Map funding gaps and projects at risk as a result of the transition to new funding regimes</li> <li>Facilitate a collaborative approach to achieve maximum benefit from funds available</li> </ul>	<ul style="list-style-type: none"> <li>Funding gaps and projects at risk mapped and funding package put in place (secured or in pipeline) to help alleviate this:             <ul style="list-style-type: none"> <li>UKSPF Employment and Skills Pillar: £4.6m</li> <li>Commonwealth Games Legacy Enhancement Fund: £801,714</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>BCC General Fund</li> <li>ESF/YEI</li> <li>UKSPF (from March 24)*</li> <li>CWG*</li> <li>EZIP**</li> </ul>

		<ul style="list-style-type: none"> <li>• Careers and Enterprise Company - £347,355</li> <li>• GBSLEP residual Funds - £834,243</li> <li>• EZIP - £188,768</li> <li>• Collaborative approach around securing and delivering funds, more maximum added value, in place.</li> </ul>	
<b>R04: Lobbying on Central Government on National Issues</b>	<ul style="list-style-type: none"> <li>• Joint letter to DfE and DWP: <ul style="list-style-type: none"> <li>• Ofsted widen focus of school inspections</li> <li>• Simpler apprenticeship process</li> <li>• DWP gender/ethnicity data of job seekers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Letter to DfE/DWP to be actioned.</li> <li>• WMCA/BCC work around Single Settlement/DDD covers data production and DWP engagement</li> </ul>	<ul style="list-style-type: none"> <li>• BCC General Fund</li> <li>• ESF/YEI</li> <li>• UKSPF (from March 24)*</li> </ul>
<b>R05: Insight and Data</b>	<ul style="list-style-type: none"> <li>• WMCA and DWP to agree data sets as part of BCC ask of WMCA in Single Settlement</li> </ul>	<ul style="list-style-type: none"> <li>• Part of BCC ask of WMCA and WMCA inclusion withing Single Settlement ask</li> <li>• City Observatory confirmed analysis of data to understand issues of intersectional disadvantage including race, gender, SEND and Free School Meals on school exclusions, reduced timetables and manged moves to inform SEND improvement</li> </ul>	<ul style="list-style-type: none"> <li>• BCC General Fund</li> <li>• ESF/YEI</li> <li>• UKSPF (from March 24)*</li> </ul>
<b>R06: Careers Service</b>	<ul style="list-style-type: none"> <li>• Agree strategic approach of pre 16 and post 16 careers advice</li> <li>• Use mapping of skills strengths, needs and provision to agrees priorities to bring together schools, colleges, universities and employers to inspire young people to take opportunities</li> <li>• Ensure young people are provided with information - including apprenticeships and careers</li> <li>• Young people receive support that considers their personal circumstances and aspirations</li> </ul>	<ul style="list-style-type: none"> <li>• Part of the review of the Careers Service that is currently underway</li> <li>• Built into the Birmingham Careers Hub model (with CEC, WMCA and BEP) for delivery in 2023/24</li> <li>• Careers Hub &amp; Youth Hubs act as focal points for IAG and practical support/experience related to employment and skills opportunities including apprenticeships (Ladder for Greater Birmingham at LoB Youth Hub</li> <li>• UKSPF People and Skills Pillar for such activity in 2024/25 including £200,000 for additional SEND support and £720,000 to support BCT care leavers and young offenders</li> </ul>	<ul style="list-style-type: none"> <li>• ESF/YEI</li> <li>• UKSPF (from March 24)*</li> <li>• CEC*</li> <li>• CWG*</li> <li>• PfPP</li> <li>• GBSLEP*</li> </ul>

	(additional vulnerabilities, SEND, 1-1 support)	<ul style="list-style-type: none"> <li>BCS supports all young people who are NEET aged 16-18 providing each with a linked, qualified careers adviser supporting them into learning</li> <li>BCS works on a pre-16 basis with young people who are electively home educated, alongside Virtual School with those young people in care</li> <li>PfPP model in East Birmingham develops innovative careers models with schools and employers.</li> </ul>	
<b>R07: Young People with Additional Vulnerabilities</b>	<ul style="list-style-type: none"> <li>Review and develop new Council processes and procedures to guarantee interviews for young people with care experience and/or SEND Ensure the right support and guidance is in place to enable young people with additional vulnerabilities to succeed in the Council</li> <li>Explore opportunities with council contractors to include guaranteed interviews for care-experienced young people at entry/apprentice level roles &amp; ringfence opportunities for work experience, apprenticeships etc.</li> <li>Support the development of BCT's 'Develop Me' Mentoring programme</li> </ul>	<ul style="list-style-type: none"> <li>Implementing social value offers – Birmingham Charter for Social Responsibility (BC4SR), including with contractors (3x for care experienced young people)</li> <li>Working with BEP and CEC to develop the 'ask' around SEND work experience (Careers Hub 23/24)</li> <li>Encouraging employers to join the 'Inspire to Higher' (I2H) network</li> <li>Piloting new 'social value in planning' initiative</li> <li>EATeam is aiming to create 500 new work experience placements: <ul style="list-style-type: none"> <li>200 students in East Birmingham will benefit from a new pilot work experience programme building on (PfPP)</li> <li>300 students will be matched to work experience placements with employers involved in the city's regeneration partnerships and programmes including Paradise, Smithfield, Peddimore and HS2</li> </ul> </li> <li>Delivering a Supported Internship programme for the first time</li> <li>Developing an Inclusive Apprenticeship pilot for young people to work with employers to raise awareness around SEND</li> </ul>	<ul style="list-style-type: none"> <li>ESF/YEI</li> <li>UKSPF (from March 24)*</li> <li>CEC*</li> <li>CWG*</li> <li>PfPP</li> <li>GBSLEP*</li> </ul>

		<ul style="list-style-type: none"> <li>• Removing travel as a barrier to increase participation of young people with supported travel provision.</li> <li>• PfPP model in East Birmingham develops innovative careers models with vulnerable individuals.</li> </ul>	
<b>R08: Mentoring</b>	<ul style="list-style-type: none"> <li>• Work with partners to secure funding for a mentoring programme that provides a range of opportunities that are flexible and meet young people's needs</li> </ul>	<ul style="list-style-type: none"> <li>• Funding for a mentoring programme targeted at disadvantaged young people, including wraparound mental health and wellbeing support, of £125,486, has been secured through the Commonwealth Games Legacy Enhancement Fund for period 2023/24 to 2024/25 (Mentor Me)</li> <li>• Additional resources for mentoring activity will be sought and opportunities exploited</li> <li>• PfPP model in East Birmingham develops innovative careers models including innovative 'reverse mentoring' with pupils.</li> </ul>	<ul style="list-style-type: none"> <li>• CWG*</li> <li>• UKSPF (from March 24)*</li> <li>• PfPP</li> <li>• GBSLEP*</li> </ul>
<b>R09: Apprenticeships</b>	<ul style="list-style-type: none"> <li>• Promote apprenticeships to small and medium enterprises.</li> <li>• Signpost SMEs to sources of administrative and business support, to enable high quality apprenticeship schemes with ongoing wraparound apprentices support</li> </ul>	<ul style="list-style-type: none"> <li>• Ladder for Greater Birmingham (Youth Hub &amp; GBSLEP residual funds)</li> <li>• BCC Employment Action Team to increase take up of apprenticeships among developers and investors</li> <li>• Development of an SME focused apprenticeship service to align with Birmingham Business Growth West Midlands ('Workforce Development Service – GBSLEP residual funds)</li> <li>• Birmingham Careers Hub apprenticeship focused priorities and targets</li> <li>• Development of the BCC apprenticeship workforce development model including BCC Apprenticeship Levy Transfer</li> <li>• Inclusive apprenticeships offer expansion</li> </ul>	<ul style="list-style-type: none"> <li>• GBSLEP*</li> <li>• CEC*</li> </ul>
<b>R10: Employment Support</b>	<ul style="list-style-type: none"> <li>• Develop Local Employment Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Activity in North and East Birmingham</li> </ul>	<ul style="list-style-type: none"> <li>• CWG*</li> <li>• ESF/YEI</li> </ul>

	<ul style="list-style-type: none"> <li>Engage SMEs. Match job seekers, apprenticeships recognising role of employment as a wider determinant of health, mental wellbeing, financial resilience and life chances</li> </ul>	<ul style="list-style-type: none"> <li>Witton Lodge Jobs and Skills Hub: £341,229 through Commonwealth Games Legacy Enhancement Funds.</li> <li>Youth Hubs provision – Cost of Living/Public Health work and proposals</li> <li>Druids Heath regeneration programme, Early Intervention and Prevention models in East Birmingham – EAT facilitating access to work experience, apprenticeships, and jobs in construction, gaming, sports and leisure.</li> <li>EATeam is aiming to create 500 new work experience placements (200 students in East Birmingham and 300 students will be matched to work experience placements with employers involved in the city’s regeneration partnerships</li> <li>PfPP model in East Birmingham develops innovative employment models including I Can.</li> </ul>	<ul style="list-style-type: none"> <li>UKSPF (from March 24)*</li> <li>GBSLEP*</li> <li>PfPP</li> <li>EZIP</li> </ul>
<b>R11: Tracking</b>	<ul style="list-style-type: none"> <li>Executive Member reports on progress no later than October 2023. Subsequent progress reports scheduled by the Committee until all recommendations implemented</li> </ul>	<ul style="list-style-type: none"> <li>October progress report made</li> <li>Continuous monitoring underway</li> <li>Agreed reporting schedule awaited.</li> </ul>	<ul style="list-style-type: none"> <li>BCC General Fund</li> <li>ESF/YEI</li> <li>UKSPF (from March 24)*</li> </ul>

*ESF/YEI*      *European Social Fund/Youth Employment Initiative  
Combined within/through the Youth Promise Plus Project*

*UKSPF*      *UK Shared Prosperity Fund (People and Skills pillar from April 2024)*

*CEC*      *Careers and Enterprise Company (Careers Hub – academic year 23/24)*

*GBSLEP*      *Greater Birmingham and Solihull Local Enterprise Partnership residual funds*

*CWG*      *Commonwealth Games Legacy Enhancement Fund*

*PfPP*      *Partnerships for People and Place*

*EZIP*      *Enterprise Zone Investment Plan*

*NEET*

*ITP*

*LSIP*

*BEP*

*EAT*

*BCS*

*BYS*

*BCT*

*\* Funds allocated but awaiting final completion  
of grant funding process to allocate*

*\*\* Funds currently in application stage*

*Not in Employment, Education or Training*

*Independent Training Provider*

*Local Skills Improvement Plan*

*Birmingham Education Partnership*

*Employment Access Team*

*Birmingham Careers Service*

*Birmingham Youth Service*

*Birmingham Children’s Trust*

## Something to Aim For Employment and Skills Funding Secured/Pipeline

Fund	Amount	Duration	Breakdown (if appropriate)	Secured/Pipeline	Recommendation
ESF/YEI Youth Promise Plus	£1.5m (approx.)	Until December 2023	Allocated against all partners (BCS, BYS & external)	Secured	R01, R02, R04, R05, R06, R07, R10
UKSPF People and Skills 'Youth Project'	£2.79m	April 2024 to March 2025	£1.35M BCS & BYS £0.18M Youth Hub £0.20M SEND via external provision £0.72M BCT Care Leavers & Young Offenders £0.34M external commissioning/grant	Pipeline	R01, R02, R04, R05, R06, R07, R08, R10
Commonwealth Games Legacy Enhancement Fund	£801,714	Financial years 2023/24 & 2024/25	£335,000 Careers Hub match £341,228 jobs and skills hub (Witton Lodge) £125,486 Mentor Me programme	Pipeline	R02, R06, R07, R08, R10
Careers and Enterprise Company – Careers Hub	£347,355	School year 2023/24	£347,355 careers hub + match above	Pipeline	R02, R06, R07, R09
GBSLEP Residual Funds	£834,243 (BCC allocation)	January 2024 to March 2025	Employment and skills activities inc: <ul style="list-style-type: none"> <li>• Employment Access</li> <li>• Employer skills service</li> <li>• Apprenticeship support</li> <li>• Mentoring support</li> </ul>	Pipeline	R06, R07, R08, R09, R10
Enterprise Zone Investment Plan	£188,786	Three years from contract start	Employment and Skills EZ coordinator	Application	R10
Partnerships for People and Place	£24,000	2023/24	Continuation of DLUHC funding for PfPP scheme in East Birmingham	Secured	R06, R08, R10

**Note:** Secured = final grant funding agreement in place

Pipeline = grant allocated to BCC Employment and Skills but final grant contracting process not complete

Application = at application stage but provisional allocation identified

In Recommendation Mapping, R03 (funding) and R11 (tracking) have been omitted as they apply to all

EZIP funding is initially to appoint and employment and skills coordinator (R10 focus) but could lead to activity across Priorities (e.g. apprenticeships, careers etc.)



## Overview of activity undertaken to take in the achievement of the recommendations of the Employment and Skills Scrutiny Inquiry (for reference)

### R01: Fragmentation and Complexity of the System

*Work with partners, including the West Midlands Combined Authority (WMCA), Chamber of Commerce, Colleges, Universities, Unions, SMEs, sector-based organisations and Community and voluntary organisations to:*

- *Map skills strengths, needs (current and future) and provision*
- *Ensure that the City Observatory works with the Coventry and Warwickshire Chamber of Commerce as the Employer Representative Body for the Local Skills Improvement Plan (LSIP)*
- *Agree the governance arrangements and infrastructure to support collaboration to co-ordinate the delivery of agreed priorities identified through the mapping / LSIP process.*

BCC's Employment and Skills Service is working with **partners across the city** and region including **WMCA, FE, HE, independent training providers, Chamber of Commerce** etc. Work with WMCA is especially important at the moment to identify priorities in Birmingham that will spearhead the Single Settlement sought by **WMCA** as part of the **Double Devolution Deal (DDD)**. This will include activity under UKSPF, careers support, Adult Education Budget (AEB) and elements of DWP support and allow partners to formulate a 'joined-up' response that removes fragmentation and maximises impact.

The inclusion of the **City Observatory** in this process ensures that our **strengths are mapped** and provide a strong **demand-led focus** for such a holistic solution that delivers of agreed priorities. The Service's work with the **Chamber of Commerce** ensures coordination with the **LSIP** and that BCC's employment and skills offer **meets the needs of Birmingham's businesses**.

BCC is **represented within the LSIP governance structure** and through the subsequent Local Skills Improvement Fund (LSIF), appropriate infrastructure and investment will be targeted at identified Birmingham needs. Additional local governance, including the **Post-16 Strategic Executive Board and proposed Birmingham Employment and Skills Board (ESB)** with comprising local ESBs will provide a governance structure that feeds the LSIP and ensures employment and skills action is led by local demand.

### R02: Confidence and Resilience

*Young people need to understand the current and future skills and job opportunities in the city:*

- *Take forward work with careers advice providers to ensure the Labour Market Information (Labour Market Information - Birmingham Education Partnership ([bep.education](http://bep.education))) is updated and promoted as a key resource for careers advisors in schools and colleges*
- *In the medium-term Council asks the Deputy Leader to take forward work with partners to use the information from the local mapping as set out in recommendation R01 to develop a website /online resource that are relevant to young people and should be maintained with up-to-date information. The Council should work with partners to explore other methods of communicating this information with young people including social media and marketing. Ideally this should be co-produced with young people.*

BCC is working with **WMCA, the Careers and Enterprise Company (CEC) and Birmingham Education Partnership (BEP)** to develop and deliver a **Birmingham Careers Hub** that engages all schools across the city to deliver an **employer focused careers offer**. BCC has **secured £518,900** from the CEC and Commonwealth Games Legacy Enhancement Fund to ensure future skills and job opportunities are articulated to young people through the BCC Careers Service and BEP.

This offer is added to through the activity of the **BCC/DWP Youth Hubs** which enable direct local engagement opportunities for young people at local venues (including Library of Birmingham) with **JobCentre Plus advisers**, employers, skills and learning providers etc. The **Ladder for Greater Birmingham** is also now in situ at the LoB Youth Hub providing apprenticeship progression routes for young people.

The BCC Careers Service, Youth Service and Youth Hubs are identified as recipients of funding within the **People and Skills pillar of the Birmingham UK Shared Prosperity Fund**, with **£4.6m** identified for the pillar overall between April 2024 and March 2025 and **£2.79m** focused on such interventions for young people.

As part of this, **labour market information** will be updated and promoted through BEP as part of the **Careers Hub** as a key resource for careers advisors in schools and colleges.

The medium-term objective of the development of a **website/online resource**, relevant to young people that is maintained with up-to-date information will be **reviewed as part of the Careers Hub offer in 2023/24**. However, working with CEC and BEP, BCC will, through the Careers Hub model use **youth appropriate media** to communicate information with young people (including social media and appropriate marketing). Through the Careers Hub model this can be co-produced with young people. Such models and outreach will be explored through the **Youth Hub** provision (cost of living funding was identified to explore such activity further)

### **R03: Funding**

***Map the funding gaps and projects in Birmingham relating to employment and skills that are at risk as a result of the transition to new funding regimes, including the 3 pillars of the UK Shared Prosperity Fund and Levelling Up funds, and that the Council facilitates a collaborative approach with partners to achieve maximum benefit from the funds that will be available to Birmingham.***

Appreciating and understanding the reduced levels of employment and skills funding now available, and the gaps this can lead to in essential provision, the **Employment and Skills Service has mapped these and identified a package of funding support** to address that vast majority of employment and skills funding needs across the city.

As highlighted above, **UKSPF** allocations have been identified across the region with Birmingham's **People and Skills allocation for 2024/25 being £4.6m**. A delivery plan has been developed with allocations split between appropriate, demand-led eligible activities as follows:

***UK Shared Prosperity Fund (UKSPF) - People and Skills Pillar***  
***Overall funding: £4.6m***

***Management fee (internal to BCC) £460k***

***Youth Project £2.79M Supporting young inactive (NEET) residents to access employment, education and training***

***Comprising: £1.35M Careers & Youth service delivery (BCC internal)***

£0.18M Youth Hub delivery (BCC Internal)  
£0.20M to support SEND via external provision  
£0.72M to support BCT Care Leavers and Young Offenders via external provision  
£0.34M to external youth provider via external commissioning/grant.

**£1.35M Localities/ Community Led Support for Inactive (NEET) adults in local communities**  
Via external commissioning/grant

*This is the proposed spend profile as it currently stands but flexibilities exist to alter the profile to meet demand as it arises.*

In addition to the UKSPF allocation, and the employment and skills activity it addresses, the Employment and Skills Service has secured, or is in the process of securing, additional resources from a variety of sources to deliver essential employment and skills activity across the city (and fill gaps left in the transition between EU Structural Funds and UKSPF). These include:

**Commonwealth Games Legacy Enhancement Fund**

Funding: £801,714

- All ages jobs and skills hub
- Mental health and wellbeing mentoring and support for young people
- Careers for 11-19 year olds (matched to CEC Careers Hub)
- 5% management fee

**Careers and Enterprise Company – Careers Hub**

Funding: £347,355 + potential £60,000 underspend from 2022/23

- Delivery of Careers Hub across all schools in the city (with BEP)
- Maintenance of Enterprise Coordinator Network and expansion of Cornerstone employer group
- Management role potentially included.

**GBSLEP Residual Funds – Workforce Development Service**

Funding: £991,806 (£834,243 BCC & £157,563 SMBC)

- Employer engagement staff with the EA Team
- East Birmingham/North Solihull coordinator and activity
- Skills and Apprenticeship Hub/Service delivery for SMEs
- Innovative interventions (Ladder for Greater Birmingham, Digital Innovators etc.)

**Cost of Living Phase 2/Public Health Funding**

Funding: £365,000 (split £250,000 and £115,000)

- Two interventions to help address cost of living crisis through creation of employment and skills opportunities for young people. One of these elements of funding, if successful, will seek to alleviate any remaining funding gaps experienced between the end of the Youth Promise Plus programme (funded through European Social Fund (ESF) and Youth Employment Initiative (YEI)) in November/December 2023 and the start of the UK Shared Prosperity Fund in March 2024).

**Enterprise Zone Employment and Skills Coordinator**

Funding: £188,768

*This is the initial coordination role for the EZIP employment and skills portfolio of activity and could unlock significant additional resources for EZ related employment and skills activities.*

All funding identified, secured or in the process of being secured, is subject to the requirements of the Section 114 notice and process and approval of the Section 151 officer within Birmingham City Council.

Activity to secure Levelling Up funding in East Birmingham continues and builds on the success of the Partnerships for People and Place (PfPP) funding and activity already delivered there.

Additional sources of funding and opportunities are continuously being explored including the use of employer Social Value contributions, Enterprise Zone revenue Funds, DWP Flexible Support Fund etc. and these will continue to be exploited to fully meet the employment and skills needs of the people of Birmingham.

#### **R04: Lobbying on Central Government on National Issues**

***Joint letter to the Department for Education and Department for Work and Pensions to lobby on the following points:***

- ***Ofsted should widen the focus of school inspections to include a greater emphasis on life skills, careers advice and wellbeing.***
- ***The process for apprenticeships should be simpler for young people, colleges and businesses to increase the number of SMEs that are able to engage and the number of young people who apply.***
- ***The Department for Work and Pensions provides data on the gender and ethnicity of job seekers and those who are unemployed to enable local partners to target resources appropriately.***

***The Youth City Board, Corporate Parenting Board and RISE Youth Forum, should be consulted on the letter which should also be copied to the All Party Parliamentary Group for Levelling Up Birmingham.***

**Letter to DfE to be actioned.**

Much of the lobbying activity is also being addressed through **discussions with the WMCA** and the design of the employment and skills **Single Settlement**. This includes data access and provision, DWP activity etc.

#### **R05: Insight and Data**

***Agreement between WMCA and DWP to agree data sets to develop a shared understanding of the issues regarding race, education, training, employment and unemployment in Birmingham is part of the BCC ask of WMCA in Single Settlement and Double Devolution Deal discussions.***

As part of the **WMCA Single Settlement** more regional control of regional and local **data production and usage** is requested. **DWP is involved and engaged** in such negotiations with Government as well. BCC is working with both these key partners, through the devolution process, to agree such data sets and their usage.

The **City Observatory** is already engaged with the Employment and Skills service to provide **bespoke employment and skills data and dashboards** and a **specific request** has been made to undertake an analysis of data to understand issues of intersectional disadvantage including race, gender, SEND and Free School Meals on school exclusions, reduced timetables and managed moves to be reported to the Education and Children's Social Care OSC and inform SEND improvement.

It has been **confirmed by the City Observatory that this work is already underway** and will be reported back to Committee members in more detail at the next Inquiry review point.

This **City Observatory** is working on a **number of workstreams** as part of its work with the **Birmingham Childrens Partnership** which include analysis of data to understand **issues children and young people are facing**. The insight and data **workstreams and products currently being developing** are:

- **Early Years:** Develop a data tool to give a profile of families and children aged under 5 in Birmingham.
- **Attainment:** (*TBC with Children and Families Directorate.*) Develop a dashboard that informs of attainment of our children and young people – looking at all pupils, disadvantaged and FSM, and ethnicity breakdowns of attainment (where available).
- **Post-16 destinations and employment opportunities:** Develop a tool that shows the employment destinations of young people in the city post-16, as well as the supply of and demand for jobs in the city.
- **SEND:** Develop a dashboard to gain a better understanding of our SEND cohort; their profile, needs and outcomes.
- **Family Hubs Strategic Needs Assessment:** Provide a profile overview of families with children and young people in Birmingham and their needs.
- **Violence Strategic Needs Assessment:** Gain understanding of vulnerable children cohorts, exposure to serious violence and assessment factors identifying vulnerability. Looking a Children in Care data. Also looking at absence and exclusions data.

Where possible, The Observatory is trying to obtain datasets which show **breakdowns of age, gender, ethnicities** in all of the above products to help understand intersectionality's in the data.

#### **R06: Careers Service**

***a) Agree a strategic approach to the provision of pre 16 and post 16 careers advice, including the introduction of discussions with children at primary school about their aspirations and the wide range of jobs that are available in the city.***

The Authority has some statutory responsibilities related to careers advice – related to **enabling encouraging and assisting young people who are currently not in education, employment or training (NEET) into learning**. Pre-16 responsibilities heavily sit with schools having a statutory responsibility to secure impartial careers advice for their pupils.

As part of the **review of the Careers Service** that is currently underway within the Children and Families directorate, this recommendation will be addressed and reported back to members as part of this process.

***b) Use the mapping of skills strengths, needs (current and future) and provision across the Birmingham skills ecosystem and agrees priorities to act as a catalyst to bring together schools, colleges, universities and employers to inspire young people to take the opportunities that are available in the city.***

As part of the **review of the Careers Service** that is currently underway within the Children and Families directorate, this recommendation will be addressed and reported back to members as part of this process.

The development of the **Birmingham Careers Hub** with WMCA, CEC and BEP will bring all these players together to develop a service that **inspires young people** to take advantage of Birmingham's opportunities. This initial 'transitional year' of 2023/24 will enable a future Careers Service model to develop that is built on such foundations.

***c) Ensure young people are provided with information about a wide range of education, training including apprenticeships and careers to understand the options that are available to them (Linked to R02)***

As highlighted at RO2, the **Careers Hub and Youth Hubs** will act as **focal points** for **information, advice, guidance and practical support and experience** related to **employment and skills opportunities** across the city (including apprenticeships).

As part of the **review of the Careers Service** that is currently underway within the Children and Families directorate, this recommendation will be addressed and reported back to members as part of this process.

***d) Young people receive support that considers their personal circumstances and aspirations. Young people who have additional vulnerabilities and needs including SEND should receive 1-1 support, including during transition stages. The council should explore how other professionals who have existing supportive relationships with young people with additional needs can be trained to provide initial careers support and sign posting.***

Additional support for **young people with additional vulnerabilities** is available across all BCC Employment and Skills services. Additional resources have been identified within the **UKSPF People and Skills Pillar** in Birmingham for such activity in 2024/25 including £200,000 for additional **SEND support** and £720,000 to support **BCT care leavers and young offenders**.

Birmingham Careers Service (BCS) currently supports all **young people who are NEET** (not in education, employment or training) aged 16-18 by providing each individual with a linked, **qualified careers adviser** supporting them into learning. This service is also available for any NEET young person up until their 24<sup>th</sup> birthday, if that have an **education health and care plan**.

Currently the service also delivers a traded option (as school have responsibility to secure and source impartial careers advice for their pupils) for those schools that wish to purchase such a service for their pupils.

Birmingham Careers Service also works on a **pre-16 basis with young people who are electively home educated**, alongside working with the **Virtual School** with those **young people in care**.

All current BCS delivery will be part of the aforementioned review, looking into what is statutory, what can be funded through general fund along with any **other opportunities available**.

#### **R07: Young People with Additional Vulnerabilities**

***Undertake an assessment of the resources required to implement the following:***

- ***review and develop new Council processes and procedures to guarantee interviews for young people with care experience and / or SEND who meet the criteria for jobs.***
- ***ensure that the right support and guidance is in place to enable young people with additional vulnerabilities to succeed in the Council, including young people with care experience and/or SEND***
- ***explores opportunities with council contractors to include guaranteed interviews for care-experienced young people at entry/apprentice level roles and ringfence opportunities for work experience, apprenticeships and work opportunities for care-experienced young people.***
- ***support the development of BCT's 'Develop Me' Mentoring programme, ensuring that our children in care and care-experienced young people have mentors from the Council who can support and guide their development in areas like transitions, education and employment.***

Through the BCC procurement process, **social value** offers are required from our contractors, across the themes of **local employment and skills, local economy, community and environment** using the national TOMS framework embedded in the **Birmingham Charter for Social Responsibility (BC4SR)**. Employment for **people with disabilities** is already a targeted area within the Birmingham Charter as part of the Local Employment which many of BCC Contractors offer as part of their social value programme. Contractors are also incentivised to work with **schools, colleges and NEET young people** to provide **careers IAG**. Outcomes can be improved by:

- (i) Articulating the SEND improvement ask within tender documentation setting out BCC priorities working with the Employment Access Team (EAT)
- (ii) Supporting contractors to link in with SEND schools and colleges in the city who are in need of more business engagement, careers IAG, work experience and career pathways into employment opportunities
- (iii) There is the potential to build in more specific SEND targets to the Birmingham Charter, with a business case and approval by Cabinet.

In relation to **Council contractors**, the Charter (BC4SR) has now been amended (approved by Cabinet) to apply a **social value multiplier** of 3 (maximum) to any interventions provided to care experienced young people. This means all council contractors and development partners secured via procurement are more **incentivised** to offer **jobs, work experience, apprenticeships and mentoring to care experienced young people** through their **social value** programme.

Through **planning conditions and S106 agreements** developers and main contractors are targeted with **local employment and work experience** outputs. The **Employment Access Team (EAT)** is:

- (i) Working with **Birmingham Education Partnership (BEP) and the Careers and Enterprise Company (CEC)** to develop the 'ask' around **SEND work experience** placements signposting employers to SEND schools and colleges in need of employer engagement/work experience offers.
- (ii) Encouraging employers to join the '**Inspire to Higher**' (**I2H**) **network** – part of the CEC Employers Group. The network was set up by a group of employers with 'a mission to level up the SEND careers offer in schools and colleges'. Members include Jacobs, HS2, and Wilmott Dixon. The I2H group is comprised of best practice employers who champion inclusive recruitment and workplace support and support other employers to build capacity to do the same. This peer-to-peer business networking gives SME's the confidence and support they need to change their own business practices to support work experience, supported internships and apprenticeships to SEND young people providing those young people with the skills and confidence to go into further education, training or employment as they transition from education to adulthood.
- (iii) Piloting a new '**social value in planning**' pilot enabling selected developers and contractors to set Birmingham Charter (TOMS) targets including employment for **people with disabilities, employability skills and employment pathways for NEETs (including SEND residents)** and wider **Careers IAG/Business engagement with schools and colleges (including SEND)**. This pilot will feed into a review of BCC Planning Policy and explore the option to embed the Birmingham Charter into planning conditions and S106 agreements with greater leverage for securing more and better targeted outcomes for SEND young people.

The EATeam is aiming to create **500 new work experience placements** matched to young people who would otherwise not have access to high quality and meaningful WEX placements. The BDB work experience action plan includes:

- Redefining 'work experience' to the Gatsby Benchmark definition to align standards across all careers services and enable employers to offer modern day flexible experiences of the workplace such as visits, in-school presentations and virtual resources. This is a

move away from the traditional 1 to 2 week work experience out of term time at the employers workplace to reflect the post-covid pattern of hybrid and virtual practices.

- **200 students in East Birmingham** will benefit from a new pilot WEX programme building on the successful **Partnerships for People and Place (PfPP)** model moving away from a deficit model which assumes low aspirations to a sophisticated programme of inspirational speakers, in-school visits and new employer partnerships offering productive, impactful work experiences.

A further **300 students will be matched to work experience placements with employers involved in the city's regeneration partnerships** and programmes including **Paradise, Smithfield, Peddimore and HS2** across a range of sectors from built environment, business and finance, high value hospitality and logistics and distribution.

The Employment and Skills Service works closely with **Birmingham Children's Trust** to ensure that all employers with recruitment campaigns are connected with the **Care Leavers Team**, encouraging all employers to sign up to the **Care Leavers Covenant** and **additional support** with CVs/employability skills, jobs applications and interviews is provided to care experienced young people at the Youth Hub in conjunction with recruiting employers.

BCC is also:

- Delivering a **Supported Internship** programme for the first time – to support the national challenges that not enough young people on an education, health and care plan (EHCP) have the opportunities to work experience placements with the view to progress into paid employment.
- Developing an **Inclusive Apprenticeship pilot** across the city for our young people to work with employers in the city to raise awareness around SEND needs.
- Removing travel as a barrier to increase participation of young people not currently engaged in EET, with **supported travel** provision.

### **R08: Mentoring**

***Council asks the Deputy Leader to work with partners to secure funding for a mentoring programme that provides a range of opportunities that are flexible and meet young people's needs.***

Funding for a **mentoring programme targeted at disadvantaged young people**, including **wraparound mental health and wellbeing** support, of **£125,486**, has been secured through the **Commonwealth Games Legacy Enhancement Fund** for the period 2023/24 to 2024/25. The **'Mentor Me'** scheme is a mentoring and well-being programme to support young people with mental health issues to access employment, training, and education, both specialised stand-alone support for young people with significant barriers and wrap around to the Jobs & Skills Hub/Targeted careers support and NEETs aged 16 – 18 across the city.

Additional resources for mentoring activity will be sought and opportunities to access such support through UKSPF and GBSLEP Residual Funds will be fully exploited.

### **R09: Apprenticeships**

***Promote apprenticeships to small and medium enterprises.***



***Signpost small and medium enterprises to sources of administrative and business support, to enable apprenticeship schemes to be high quality and that apprentices receive the ongoing wraparound and tailored support they need to succeed.***

Extensive apprenticeship related activities, covering uptake and provision, is underway within the Employment and Skills Service of BCC. This includes:

- Working with the **Ladder for Greater Birmingham** to increase apprenticeship uptake through the creation of a Ladder presence within the **Library of Birmingham Youth Hub** and the proposed financial support of the Ladder through **GBSLEP residual funds** for the year 2023/24.
- Apprenticeship focused activity within the **BCC Employment Action Team** to increase take up of apprenticeships among **developers and investors**.
- Development, in a post GBSLEP environment, of an **SME focused apprenticeship service** to align with the Birmingham arm of **Business Growth West Midlands** based within BCC. Identification and use of **GBSLEP residual funds** to deliver this through the proposed '**Workforce Development Service**'. This will provide a business/SME demand led apprenticeship service which highlights and delivers the correlation between apprenticeship uptake and increased productivity.
- Strong apprenticeship focus within the BCC led **Birmingham Careers Hub** to ensure careers pathways through apprenticeships, including into SMEs, are available to young people.
- Development of the **BCC apprenticeship workforce development model**, internal and external, including the expansion of the **BCC Apprenticeship Levy Transfer** scheme, especially to local SMEs.
- Employment and Skills officers are exploring establishing a working group across the city with delivery providers to offer **inclusive apprenticeships**. Addressing issues such as: what do we mean by an inclusive apprenticeship; how do we work with the supported internships offer and into inclusive apprenticeships and sharing of good practice, piloting with providers.

## **R10: Employment Support**

***Council asks the Deputy Leader to build on existing good practice across the city and work with local organisations, Job Centres, Community centres, youth centres, libraries and employment support projects to develop Local Employment Partnerships to engage with small and medium size enterprises and match job seekers and those seeking apprenticeships to local employment opportunities. This should be linked in with the Council's early intervention and prevention programme, recognising the role of employment as a wider determinant of health, mental wellbeing, financial resilience and life chances.***

Work is underway to develop local employment partnerships across the city, especially in **East and North Birmingham**. This includes the development of local Employment and Skills Boards across these areas and, in North Birmingham the funding of the **Witton Lodge Jobs and Skills Hub** through **Commonwealth Games Legacy Enhancement Funds**. This project will see **£341,229** of funds develop a strategy to maximise Legacy employment opportunities and aspire to progression into well paid jobs to overcome subsequent Cost of Living crises. This will include support to residents who in work on low pay, to develop their aspirations and skills levels to L3 to take advantage of higher paid 'good jobs' particularly new opportunities arising in the north of the city including **HS2 and Peddimore** as well as supporting residents into Games Legacy sectors such as **hospitality, construction, security, sports, and leisure**. Cross-referrals to onward journeys will be across the regional skills provision such as Multiply, Level 3 skills bootcamps and AEB provision. People supported to engage in job searching/participate in education and into employment/apprenticeships.

Additional support for young people is provided through the **Youth Hubs** and, through the proposal for **Cost of Living/Public Health funding**, which is predicated on the underlining principle that employment plays a string role as a wider determinant of health, mental wellbeing, financial resilience and life chances.

The Employment and Skills service is leading on place based approach to local employment/youth unemployment as part of the **Druids Heath regeneration programme**, implementing best practice from **Early Intervention and Prevention models in East Birmingham**, and the Service's 'multiple barriers' model aligned to the Cost of Living income escalator to tackle the multiple barriers of health, low income, lack of local services, employment and transport through an outreach programme of activity targeting NEETs, young parents and young people at risk of crime. This programme will bring in Birmingham City Football Club (BCFC) community foundation, Birmingham City University and the BCC Employment Access Team (EAT) to offer engagement, training and unique pathway **access to work experience, apprenticeships, and jobs in construction, gaming, sports and leisure** to one of Birmingham's most isolated and deprived communities.

The EATeam is aiming to create **500 new work experience placements** matched to young people who would otherwise not have access to high quality and meaningful WEX placements. The BDB work experience action plan includes:

- **Redefining 'work experience' to the Gatsby Benchmark** definition to align standards across all careers services and enable employers to offer modern day flexible experiences of the workplace such as visits, in-school presentations and virtual resources. This is a move away from the traditional 1 to 2 week work experience out of term time at the employers workplace to reflect the post-covid pattern of hybrid and virtual practices.
- **200 students in East Birmingham** will benefit from a new pilot WEX programme building on the successful Partnerships for People and Place (PfPP) model moving away from a deficit model which assumes low aspirations to a sophisticated programme of inspirational speakers, in-school visits and new employer partnerships offering productive, impactful work experiences.

A further **300 students will be matched to work experience placements with employers involved in the city's regeneration partnerships** and programmes including Paradise, Smithfield, Peddimore and HS2 across a range of sectors from built environment, business and finance, high value hospitality and logistics and distribution.

### **R11: Tracking**

***Council agrees that the Executive Member reports on progress towards achievement of these recommendations no later than October 2023. Subsequent progress reports will be scheduled by the Committee thereafter, until all recommendations are implemented.***

This report marks the first tracking point of the recommendations within 'Something to Aim For'. Officers will continuously monitor activity and work to deliver all recommendations, reporting back to members in line with an agreed schedule.