

# WoW

World of Work Project Birmingham

Connecting you to...



Jobs  
Apprenticeships  
Training  
Work Experience



The World of Work project is part funded by the European Social Fund

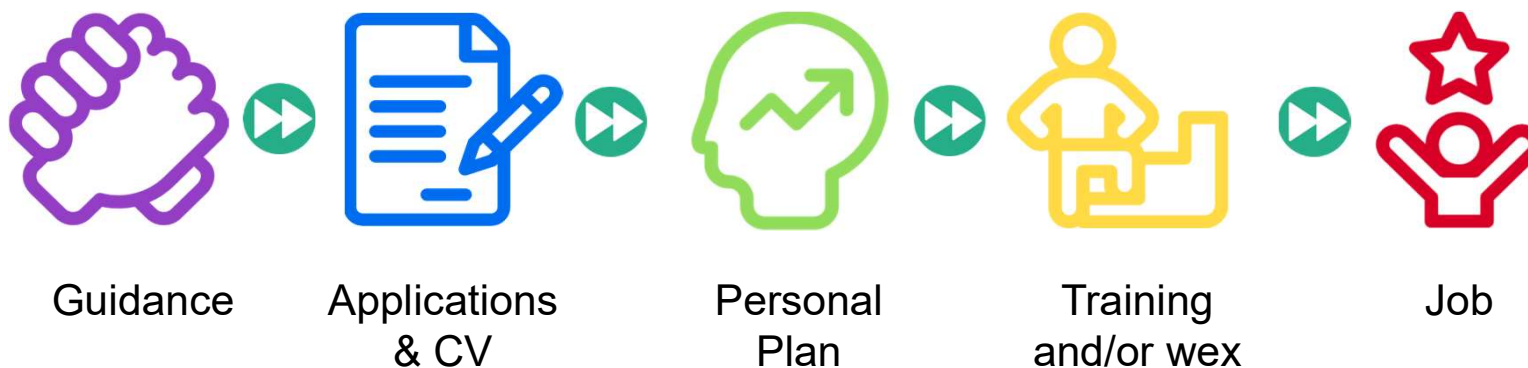
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**WoW currently runs to the end of October 2020 with phase 2 to continue to October 2023 if approved by DWP.**

# PARTICIPANT JOURNEY

Birmingham City Council's *Employment Access Team* has the responsibility to take participants through the process as represented by the simple flowchart below

With its unique connections with employers from a variety of sectors, the Employment Access Team will assess and match people to suited roles following any required training support





# GROWTH SECTORS

The project targets the following sectors:

- Advanced Manufacturing and Engineering
- Creative Industries
- Low Carbon & Environmental Technologies and Services
- Transport and Logistics
- Life Sciences
- Digital and Technology
- Business, Professional and Financial Services

Or where there is significant replacement demand, such as:

- Construction and Infrastructure
- Health and Social Care

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**The continued access to training will extend from Basic Skills to being bespoke and employer-led funded in the main through AEB.**

**Course completers and achievers gain a recognised qualification which supports them to access work experience, apprenticeships and jobs.**

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- **50+ year olds**
- **BME**
- **People with a disability**
- **Without Basic Skills**
- **Lone Parents**

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- **Unemployed into Work\***
- **Inactive into Work / Job Searching**
- **Gained Basic Skills**
- **Received Childcare Support\*\***
- **In Work After 6 Months\*\***

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- **64% of the 930 Total Participant target\***
- **125% of the Unemployed into Work target\*\***

*\*\*Excludes SWBHNHS Trust and Targeted Outreach results as not yet fully verified*

*Other key indicator results currently being verified.*





# ATTRACTION

The project has access to a wide network of contacts including online presence and makes connections via the following channels:

- **Social Media**
  - Instagram
  - Twitter
  - Facebook
  - Linked In
- **Community organisations database**
- **Networking and recruitment events**
- **Friendly agencies**
- **Targeted outreach provision to reach inactive participants**



# THE THANKS

## Some comments from supported people...

'I can't thank the WoW project enough and I can't believe they've fixed it for me to land one of the biggest gigs in the city so quickly and easily! I see this as a career not just a job—I want to progress to Project Management one day and I know I can do it. Thank you WoW!' - Iman



*'I was employed as a painter/decorator but lost my driving licence and so was not able to get to jobs. I ended up on UC and my life went drastically downhill over a period of 12 months. At my lowest point I had no food or electricity for three days. I met WoW and they helped me get onto the right training. After the course WoW set up interviews for me and I eventually settled on a job on Snow Hill. I have been there now for over 6 months and the work is going well. Three months in my boss called me and gave me a £1 per hour pay rise for working so well, I was dead chuffed!! I can honestly say that doing the course and the help from WoW project has given me my life back!'*\_ Ian

# THE THANKS



## Some comments from supported people...

‘I was so motivated by the WoW project’s approach, the personal service and the great positive attitude - they didn’t give up on me. I’m so happy I can make a positive contribution once again and have found something I really enjoy, besides my age and disability. Thank you WoW!’

**Bewley**

‘I still haven’t forgotten about all of the support and encouragement you provided me during my employment journey. I am really enjoying my role and I have recently been asked if I would like to join an Apprenticeship Level 3 course in Administration - I will be learning more whilst retaining my salary - I will definitely embrace this opportunity!’ - **Aria**

# CONTACT US



Birmingham City Council's *Employment Access Team* is delivering the project in Birmingham

Job-seekers contact us on:  
[wow@birmingham.gov.uk](mailto:wow@birmingham.gov.uk)

Employers contact us on:  
[eateam@birmingham.gov.uk](mailto:eateam@birmingham.gov.uk)

Browse: [www.birmingham.gov.uk/eat](http://www.birmingham.gov.uk/eat)  
[www.birmingham.gov.uk/brumjobs](http://www.birmingham.gov.uk/brumjobs)  
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