

# Erdington District Jobs and Skills Plan 2015

## Overview of Erdington District<sup>1</sup>

Erdington District is situated to the north east of the city centre, with inner city Birmingham to the south and Sutton Coldfield to the north. It is composed of 4 wards – Erdington, Kingstanding, Tyburn and Stockland Green.

**Unemployment rates** are similar to the city average, but **Worklessness** is above the city average.

Erdington has a similar **age profile** to the city with 62,269 (64%) of its 97,778 residents being of working age. 9,512 residents (10%) are aged 18-24.

The **ethnic profile** of the working age population in the district differs to that of the city, with a higher proportion of white working age residents (74%) compared to the city average (59%). The largest non-white group is Black Caribbean (7%) followed by Pakistani (5%), with the proportion of Black Caribbean residents being above the city average and the proportion who are of Pakistani heritage below the city average. But there are differences between the wards. Stockland Green ward is the most diverse with 53% White British, and Kingstanding ward the least diverse (76% White British).

**Deprivation levels** are high, with 29% of residents living in LSOAs in the 5% most deprived in England compared to 23% for Birmingham and 49% in the 10% most deprived (40% for Birmingham). There are pockets of LSOAs in the 5% most deprived in all 4 wards. However there are parts of the district where deprivation is low, mainly towards the south east of Stockland Green and Erdington wards. (See Appendix Table 1 and Map 1 for details).

**Strategic District Assessments** contain contextual information and provide a broader assessment of the district, including crime, health and housing data; as well as detailed maps showing worklessness, unemployment and youth unemployment rates by LSOA. These are updated annually and can be downloaded from <http://fairbrum.wordpress.com/about/district-strategic-assessments/>

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<sup>1</sup> For definitions please see glossary

## Section 1: District Data

### 1.1 Economic Activity, Employment & Unemployment in Erdington District

**Economic activity and employment rates** are above the city average with 74% of residents being economically active and 63% employed, compared to 69% and 57% respectively for Birmingham. 41% are full time employees, 14% part-time employees and 8% self-employed (*Census 2011*). 26% of residents are economically inactive, which includes the long-term sick & disabled (7%), looking after home or family (6%), students (6%) and retired (5%). Economic activity (80%) and employment (74%) rates are highest in Stockland Green ward and lowest in Kingstanding (69% & 56%). A full data table can be found in the Appendix Table 2.

In August 2014 there were 3,545 **Job Seekers Allowance (JSA) Claimants** in Erdington District equating to a rate of 6.8%, just under the city rate of 7.2%. It has the fifth highest rate of all the districts. 1,450 claimants had been claiming for more than 12 months. The rate is highest in Stockland Green (8.4%) and lowest in Erdington Ward (6.5%).

The rate has fallen by 2.6 percentage points over the past year, slightly above the decrease in the city (2.3pp). There is some variation in the decrease in ward rates, with Kingstanding showing the greatest decrease (-3.6pp) and Erdington the smallest (-2.2pp).

A full data table can be found in the Appendix Tables 3 & 4. The most up-to-date unemployment data by ward can be found in the Unemployment Briefing which can be downloaded from [www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy) This includes a map of the city showing unemployment by LSOA.

**Youth Unemployment<sup>2</sup> (JSA claimants)** In August 2014 there were 765 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 7.8%, above the city average of 6.0%. Of these 480 were male and 285 female. 170 had been claiming for over 1 year. Erdington has the second highest youth unemployment proportion of all the districts. Over the year to August 2014 the proportion has fallen by 4.9 percentage points (the city proportion fell by 2.9pp over the same period).

Stockland Green ward has the highest youth claimant proportion (8.6%) and Erdington the lowest (6.6%).

A full data table can be found in the Appendix Table 5. The most up-to-date youth unemployment data by ward can be found in the Unemployment Briefing which can be downloaded from [www.birmingham.gov.uk/birminghameconomy](http://www.birmingham.gov.uk/birminghameconomy) This includes a map of the city showing unemployment by LSOA.

The number of young people (aged 16-19) estimated to be **Not in Employment, Education or Training (NEET)** in Erdington District was 399 in November 2014. This is the second highest number of all the Districts. Kingstanding and Tyburn wards have the highest numbers within the District at 134 and 119 respectively. These wards have some of the highest number of NEETs of all the city's wards. Numbers have been adjusted to account for outstanding returns from providers.

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<sup>2</sup> Unemployment is usually expressed as a rate i.e. the percentage of the *economically active population*, but for those aged 18-24 it is calculated as a proportion, i.e. the percentage of the *total population aged 18-24*. Proportions are lower than rates and are not comparable.

### 1.2 Skills Levels in Erdington District

**School Attainment** (as measured by 5 or more GCSEs A\*-C including English and Maths) is below the city average, but attainment levels are rising. In 2013 54% of pupils resident in the district and attending Birmingham schools achieved 5 or more GCSEs A\*-C including English and Maths compared to 60% for Birmingham as a whole. The rate has risen by 6 percentage points since 2011 and has risen by 14 percentage points in Tyburn. The city's rate increased by 2 percentage points over the same period.

Under 50% of pupils achieved this target in Kingstanding ward (48%) but in Erdington ward the proportion was 63%. A full data table can be found in the Appendix Table 6.

**Adult attainment** is also below the city average at all levels. 15,450 (25%) of residents have no qualifications, compared to 21% for the city as a whole. 52% are qualified to Level 2 and above compared to 58% for Birmingham, and 33% to Level 3 and above (Birmingham = 40%) (*Census 2011*).

Attainment is worst in Kingstanding and Tyburn wards, with 31% and 28% respectively with no qualifications. These wards also perform below the other two wards at other levels of attainment with only 26% and 28% respectively at Level 3 and above

A full data table can be found in the Appendix Table 9, along with definitions of the different Levels.

**Language:** 97% of the working age population can speak English well, and it is the main language of 90% of the population. Only 2% cannot speak it or cannot speak it well. This compares with 95% of the city's population who can speak English well. There is relatively little difference between the wards. Stockland Green ward has the lowest population for whom English is the main language (85%) and the highest proportion who cannot speak it or cannot speak it well (4%).

It is acknowledged that there is evidence of a skills gap with school leavers, and adult under attainment. Jobcentre Plus is able to support moving claimants into work through the support of Sector Based Work Academies and appropriate funded provision

Basic Skills and ESOL provision is available along with additional sector based skills training. An analysis of the effectiveness of this provision is required to ensure it is able to move claimants into work with the skills and knowledge required to meet the labour market

### 1.3 Key Issues

From the data presented in this section it is possible to identify key issues that can be used to help identify jobs and skills priorities for Erdington District. These include:

- The Job Seekers Allowance (JSA) unemployment rate is above the national average but below the city average. There is relatively little difference between the wards.
- Youth unemployment is above the city average and has the second highest youth unemployment proportion of all the districts and although decreasing is a key priority for Erdington JCP
- The district has the second highest number of NEETS in the city. Numbers are amongst the highest in the city in Kingstanding and Tyburn wards
- School attainment at Key Stage 4 is below the city average in all wards apart from Erdington, and is particularly low in Kingstanding ward
- Adult attainment is below the city average and is lowest in Kingstanding and Tyburn wards.
- Male unemployment for age group 25/49 is also an issue with 55% of the JSA register in this group
- Digital Skills and access to Digital Services require more focus and support to enable claimants to access the labour market
- The proportion of ESA claimants exceeds JSA and further skills and health support is required to move claimants into work

## Section 2: Employment Opportunities

Where known, business contact information can be found in the appendix Table 11

### 2.1 Birmingham Economy –future prospects

Research has shown the Greater Birmingham area has a competitive offer in the following sectors – both in terms of inward investment and indigenous growth. Employment growth will be achieved principally through the development of the Economic Zones and other GBSLEP initiatives:

- Advanced engineering – automotive and aerospace
- Business, financial and professional services
- ICT& Digital Media
- Life Sciences
- Food and Drink

In addition, the development of the city centre Enterprise Zone and improved connectivity between HS2 and the wider LEP will not only create large numbers of jobs directly, but will also offer significant opportunities for attracting further investment and jobs growth.

Current economic forecasts, which exclude the impact of the proposed initiatives, forecast only modest employment growth for the city. They also suggest that the occupational mix of jobs will change with a move towards higher skilled occupations such as corporate managers and professional and technical occupations. The occupations that are forecast to decline most are lower skilled occupations such as plant and machinery operatives and admin and secretarial roles. However, there will still be 250,000 job opportunities in the local economy between 2013 and 2025, due to replacement demand e.g. job churn created by retirement, people leaving jobs etc. But, of these, only 15,000 will be for those without qualifications. This clearly has implications for the city's relatively low skilled workforce.

### 2.2 Business Base in Erdington District

Erdington has a thriving employer base with a range of Large, SME and Micro employers. There are around 1,600 VAT and PAYE **registered enterprises** located in the district (*BIS 2013*) employing around 35,000 people (*ONS/BRES 2013*). Of these, 20 employ between 100 and 249 people and a further 10 employ 250 or more. 175 have an annual turnover of more than £1million and of these 40 have a turnover of more than £5million. The sectors with most employment are retail and leisure (10,000 29%) and public services (9,000 24%). There are also over 6,000 manufacturing (18%) and 5,000 financial and professional jobs. Around one half of all employment is in Tyburn ward, which is where the majority of the manufacturing jobs are situated. A full data table can be found in the Appendix Tables 8 & 9.

**Major employers** in the district include Jaguar Cars Ltd, with approx. 2000 employees. Major supermarkets include Sainsbury's. Information on major employers is very limited, but local district intelligence on the Top 20 Largest Employers in the district is attached as Table 10a and 10b.

The city centre is accessible by public transport within 30 minutes during the morning rush hour (*Mott McDonald 2013*), offering a much wider range of employment, predominantly in retail and financial and professional services. In addition the district is adjacent to Sutton Coldfield, with a further 33,000 jobs.

The Erdington JCP Employer Engagement Team has recently expanded to engage with employers that have not accessed their services previously, to broker jobs through Jobcentre Plus. The National Employer Support Team work closely with the local team to maximise and develop relationships with national companies based locally. The Employer Engagement team is committed to working with local community based groups (Witton Lodge, Castle Vale etc) and is part of the Erdington District Skills and Employment Forum. This will enable all parties to share and develop strong employer relationships and opportunities.

### **2.3 Development and Regeneration in Erdington District**

Development and regeneration in Erdington District include:

Jaguar Land Rover – A major employer in the area that has ongoing plans to expand their operations, which will create a number of skilled and semi-skilled jobs. Over 1,000 jobs have been created, and there will be opportunities in the future, including through its outsourcing arrangements with companies such as DHL.

Lyndhurst Estate - The redevelopment of the Lyndhurst estate through BMHT. Phase 1 is partially complete and in total there will be 179 dwellings with the potential to create a significant number of construction jobs.

Perry Common – The final phase of redevelopment of Perry Common through BMHT will include 146 residential development units creating a significant number of jobs

Primark - Developing a new store at the Fort with 100 new jobs.

Court Lane Allotments – Former allotments site that has planning permission for 121 houses to be built through the Birmingham Municipal Housing Trust with the potential to create 186 construction jobs.

Nocks Brickworks – A 6ha site with outline planning permission for 250 dwellings to be delivered by Persimmon Homes and with the potential to create 375 construction jobs.

Colliers site – Planning permission is in place for 5,100sqm of retail space, including a retail superstore and 15 residential dwellings. There is the potential for 400 jobs.

Opus Aspect – 3.5ha remain of this significant employment site with the potential for up to 300 jobs.

The Cincinnati Building has aspirations for residential use (103 units) and the potential for over 100 construction jobs.

Erdington Local Centre – A well-established Business Improvement District is in place to support the development of the centre. The traders work well together to deliver activities and events which improve the area and encourage new investment, for example public realm works and events. A strong local centre will support new job opportunities.

### **2.4 Key Issues**

#### **General issues affecting businesses in the city**

- Businesses, especially those within the manufacturing sector, including importers and exporters, remain sensitive to any challenges within the economy. Access to funding remains a constraint on businesses looking to expand, especially with purchasing equipment, and whilst lending is more available it is not necessarily affordable.
- Recruitment of staff with the right skills is often highlighted as a constraint to those companies with vacancies, which in turn impacts on their performance.
- Poor quality business space is another issue affecting companies looking to expand, there is often a need to invest heavily in their properties to make them fit for purpose, however the end value often makes the investment unviable. This issue also applies to companies and developers looking to invest in the area, many sites still remain unviable due to land values and development costs exceeding the final return.

#### **Issues specific to Erdington**

High Speed 2, the Airport and UK Central offer major opportunities for the area if the right connections are in place.

### Section 3: Training Employment & Skills Provision in and around Erdington District

#### 3.1 BCC and Partner Employment Training and Skills Initiatives

**(i) Youth Promise:** Every young person living in Birmingham will have access to a Universal Offer, which guarantees young people aged 14-25 an offer of: education, training, apprenticeship, experience of work or employment within four months of leaving education, employment or training

**(ii) Birmingham Jobs Fund:** Financial incentives to businesses recruiting Birmingham young people aged 16 - 24 into jobs and apprenticeships

**(iii) Destination Work:** An enhanced package of employment support (including motivational support, mentoring and personalised budgets) to 18-24 year old JSA claimants, from 13th week of claim signing on at Perry Barr, Washwood Heath and Chelmsley Wood Jobcentres. Access to this scheme has recently been extended to include young people signing on at Erdington Jobcentre.

**(iv) Birmingham Talent Match:** BVSC-led partnership of voluntary, public & private orgs from B'ham & Solihull assisting 18-24 year olds, unemployed for 12 months+, to progress into employment, education or enterprise.

**(v) Support to workless families within the Think Families Project**

**(vi) Enterprise Catalyst:** ERDF funded project, offering advice, support and finance for business start-up and growth, and entrepreneurship in key Birmingham wards, but does not include any wards within Erdington district (This project time expires in September 2015.)

**(vii) Disability Support / Work Choice:** Specialist guidance and support for people with disabilities aged 18+ moving into employment.

**(viii) Employment Access Team:** Employment and training opportunities captured through procurement clauses & planning agreements and targeted at unemployed priority groups (particularly in priority wards) through joint working with partner agencies.

**(ix) Building Birmingham Scholarship:** Bursary scheme to help young people 18 - 24 into careers in construction / built environment sectors; support can cover work placements, internships, apprenticeship & employment.

**(x) Unlocking Talent and Potential:** DLG funded programme to build capacity of schools to deliver enterprise and careers, being rolled out across schools, but currently being delivered in Wilson Stuart School (Kingstanding ward)

**(xi) Pre and Post 16 NEET Provision:** ESF to support disengaged young people and post 16 to positive progression pathways. Being delivered by Seetec Ltd across Birmingham and Solihull and targeted at specific groups and wards, including all wards within Erdington district.

**(xii) Erdington Works:** Erdington Works helps unemployed NEETS, in the Erdington district to gain workplace skills and find work & training. It is a Birmingham City Council funded programme in association with the Witton Lodge Community Centre, Castle Vale Tenants and Residents Alliance, Castle Vale Regeneration Services, Merlin Venture and John Taylor Hospice.

### 3.2 Employment Training & Skills Services/Providers (see appendix Table 11 for contact details)

#### (i) Secondary Schools

- *Kingswood School and Sports College*
- *Stockland Green Technology College*
- *Wilson Stuart School*
- *Queensbury School*

#### With Sixth Forms:

- *Greenwood Academy*
- *St Edmund Campion Catholic School*
- *North Birmingham Academy*

#### (ii) Further Education

Provision of full time and part time courses in both vocational and non-vocational subjects: ranging from foundation to Level 3, with some providers also delivering Higher Education qualifications to Level 5.

Includes Apprenticeships and Traineeships.

- *BMET – Castle Vale Campus*
- *BMET – Erdington Skills Centre*

#### (iii) Adult Educations Centres

Provision of skills training for adults, including basic literacy and numeracy, a range of vocational and non-vocational courses and ESOL. Provision varies across centres.

- *Kingstanding Adult Education Centre*
- *Osborne Adult Education Centre*

#### (iv) Foundation Learning Providers

- *Kingsbury Training Centre*

#### (v) Connexions

Careers information, advice and guidance to young people who are aged 16 to 19 (up to 25 if they have a learning difficulty or disability). Provides online support and Outreach via:

- *The Sanctuary*
- *Erdington Library*
- *Malcolm Locker Youth Centre*
- *New Heights*
- *Erdington Health & Wellbeing Centre*

#### (vi) National Careers Service

Advice, guidance and support for anyone looking to get into work, move jobs or retrain. Online support and outreach delivery Lead Provider Prospects.

#### (vii) Jobcentres

Erdington Jobcentre Plus covers the majority of Erdington District, with the exception of the furthest North West point (Kingstanding) which is covered by Perry Barr Jobcentre. The Jobcentres are *the* route for referral and mandation onto Work Programme, a national DWP programme delivered in Birmingham through three contracted providers (Pertemps People Development Group, EOS Works- now Avanta, NCG/ Intraining)

Employers and Agencies are available on site at Erdington Jobcentre on a daily basis

#### (viii) National Apprenticeship Service

Online support and access to apprenticeship vacancies

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**(ix) Employment Access Team Opportunities Mailing Dbase:** : distribution of opportunities to network of Employment & Training Support Providers

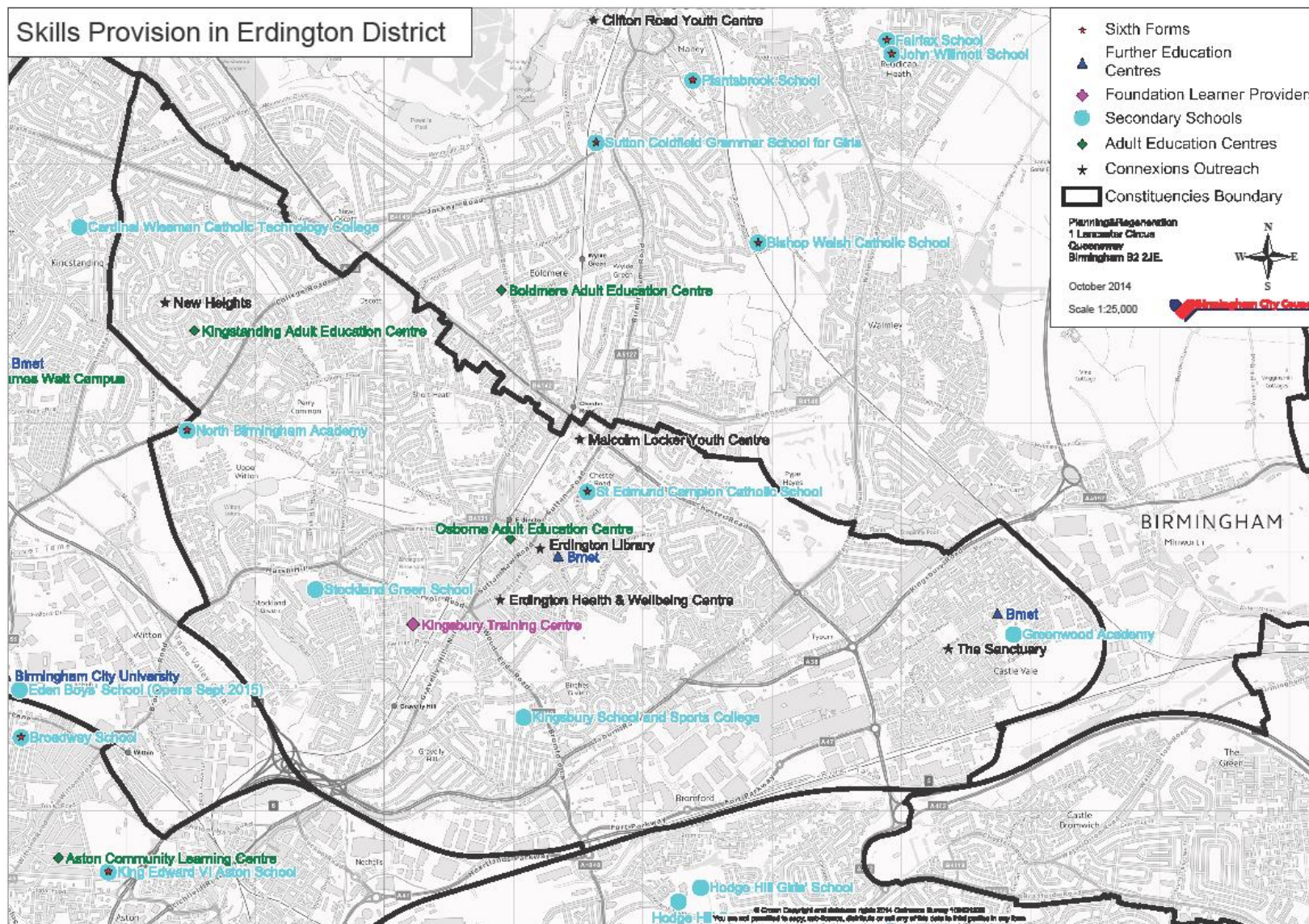
Provide a range of support, improve skills and help access employment opportunities.

- *Kingsbury Training Centre Ltd*
- *Birmingham Youth Offending Service*
- *Ingeus Birmingham*
- *Castle Vale Tenants & Residents Alliance (CVTRA)*
- *Merlin Venture*
- *Witton Lodge Community Association*
- *BCC College Road Office*

### 3.3 Identified Gaps in Provision

- Opportunities for young people to develop relevant work experience through local employers
- Positive support / promotion of work as an alternative for those at risk of offending
- Need to re-establish and refocus local business group (formerly convened by Merlin Venture) in order to seek to negotiate work experience and vacancy/ recruitment opportunities, particularly through SMEs
- Longer term relationships with major Locally based employers focused on corporate Social responsibility rather than purely requests for support around recruitment to specific vacancies.

# Erdington Jobs and Skills Plan



### **Section 4: District Jobs and Skill Plan Priorities**

Based on the analysis in the previous sections of this plan, consultation during the Erdington District Convention, and building on the existing Employment & Skills District theme group and its action plan, the following key priorities have been agreed:

- Addressing Youth unemployment, and particularly high levels of NEET/ young unemployed in Kingstanding, Perry Common, Stockland Green and Caste Vale estate
- Reducing the numbers and potential for NEETS through co-ordinated intervention with at risk/RONI young people in local schools and provision in community settings; tracking progress and producing good practice guide for schools and agencies.
- Improving coordination and impact of Employer Engagement activity, maximising engagement with major employers based within the District and increasing the recruitment of local unemployed residents through Small and Medium sized enterprises in the locality.

In addition, the following issues remain relevant to the area;

- Erdington District employment rate is 63%. Overall there is a need to reduce unemployment differentials in district wards and aim to converge towards to district average around both unemployment and employment rates at ward level
- Address male unemployment aged 25/49
- Enhance support for claimant of Employment Support allowance and more generally for people with disabilities and limiting conditions
- Skills gap in school leavers and adult attainment
- Maximising use of BCC and Partner Initiatives
- Improving Digital skills and access to Digital Services
- Coordinated Employer Engagement activity, maximising resource
- Quality assurance that the support and initiatives provide the required outcomes

## Section 5: Department for Work and Pensions Jobcentre commitments

As a key local stakeholder DWP have an impact in the Erdington District through jobcentres in Erdington and Perry Barr. Erdington Jobcentre covers the majority of Erdington District, with the exception of the furthest north west point (Kingstanding) where claimants predominantly make claims through Perry Barr Jobcentre.

**DWP Actions and local outputs** - in response to the local priorities set out in Section 4, DWP are committed to the following actions and output targets:

Active participation in the Erdington District Employment & Skills Theme group (Erdington Works partnership) with Erdington Jobcentre acting as the local lead for DWP input. Specifically:

- To develop and contribute to outreach through community partners to engage and support young unemployed residents
- To lead a local campaign with community partners to engage with key local employers and SMEs

Through these activities DWP will seek to promote and maximise the local impact of the following service elements:

- **Birmingham Jobs Fund** - promotion of BJF incentives to local employers recruiting NEET or unemployed 16-24 year olds. Jointly with Birmingham City Council (who manage the fund), DWP are committed to a District target for job starts generated by BJF of **114** in 2015/16.
- **The Destination Work project** has recently been extended to allow additional referrals through Erdington Jobcentre with effect from 7th April. DWP will work actively to promote this opportunity and to maximise the number of unemployed 18-24 year old district residents benefiting from the project's mentoring support programme.
- **Work Experience Placements** - DWP will work with local partners to generate work experience placements with local employers and then to maximise the take up of these opportunities by unemployed District residents. The two centres that impact upon Erdington District are Erdington and Perry Barr jobcentres which have WEX targets of **884** and 780 placements in 2015/16 respectively.
- **Sector Based Work Academies** – DWP will actively promote the creation and filling of Sector based work academy opportunities by unemployed District residents- (numerical target for 2015-16 to be confirmed).
- **Delivery of further support measures** including Job Clubs, work trials and traineeships through local promotion and outreach.

### **DWP impact Targets** (to be reviewed when Universal credit is fully embedded)

Ultimately the aim is to maximise volume and rate of off flow from benefits into work for District residents. All Jobcentres impacting upon the District have been set the following increased targets:

For **Job Seekers Allowance** claimants:

By 13th Week of claim :	2014/15 off flow target = <b>53.5%</b>	New 2015-16 target will be <b>71%</b>
By 52 <sup>nd</sup> Week	2014/15 off flow target = <b>88%</b>	New 2015-16 target will be <b>96%</b>

Within this, for 18-24 year olds the aim is that 100% of claimants are off register within 52 weeks of claiming.

For **Income Support** claimants:

By 52 <sup>nd</sup> Week	2014/15 off flow target = <b>38.55%</b>	New 2015-16 target will be <b>43.5%</b>
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For <b>ESA</b> claimants:	By 65 <sup>th</sup> Week	2014/15 off flow target = <b>47%</b>	New 2015-16 target will be <b>52%</b>
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## Erdington Jobs and Skills Plan

### Section 6: Erdington District Jobs and Skills ACTION PLAN – Stakeholder pledges

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
1 Develop and deepen Local Governance structures to coordinate and move forward effective local actions around jobs and Skills	1A Widen membership and extend the local delivery role of the existing Employment and Skills theme group	Refreshed group meeting regularly with revised terms of reference	Sept 2015	Witton Lodge Community Association (WLCA)	<p>WLCA already nominated as District Champion organisation for jobs and skills.</p> <p>Existing Erdington Works partnership and plan available on which the District Jobs and Skills plan can build.</p> <p>Theme group already involves Castle Vale Housing and residents groups, Kingstanding Regeneration trust, Birmingham City Council, Birmingham Careers Service and other local providers. Membership needs to widen to encompass DWP Jobcentres and FE &amp; prime providers with contracts to deliver in the District</p>
	1B Ensure proposed employment, skills and enterprise initiatives are discussed, endorsed (and if appropriate approved) and progress subsequently reported at the Erdington District Employment and Skills Group to ensure a co-ordinated approach to delivering Plan objectives	Recognised/formal role of ESE Group by BCC / DWP	Sept 2015	Witton Lodge Community Association (WLCA)	<p>The majority of partnership based proposals, such as Erdington Works are presented at the ESE Group.</p> <p>Need to ensure regular reporting of issues, progress on other projects funded in the District</p>
2 Tackling Youth Unemployment	2A Build upon and extend KRT Big Lottery funded social	Submit Youth Promise Fund application to	August 2015	Kingstanding regeneration	To result in up to 30 additional jobs for local residents by March 2016

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
	enterprise to provide work experience and routes to jobs/apprenticeships, particularly in construction and on-site skills.	establish a local rapid response fund  Alignment of KRT project with available Birmingham Jobs Fund incentives in order to create progression routes for young people into substantive jobs.	September 2015	trust  KRT & BCC Employment Team	Report issues and progress at ESE Group, where partners and other providers may be able to support delivery
	2B Develop and deliver Erdington Works Partnership NEET prevention project. Delivery to be centred on Year 11 students at Risk of becoming NEET (RONI) initially at North Birmingham Academy, Stockland Green School, Greenwood Academy, and Kingsbury School. Service will involve youth employment mentoring service.	Submit Youth Promise fund application  Commence delivery	August 2015  October 2015	Witton Lodge Community Association  Erdington Works members plus Birmingham Careers Service	Proposal developed in consultation with local partners including BCS.
	2C Expand existing Destination Work employment mentoring programme to encompass young people signing on at Erdington Jobcentre	200 additional starts on programme for District residents	By March 2016	Birmingham City Council  DWP Jobcentre  Witton Lodge CA	Resulting in 140 job starts for young unemployed people from Erdington District  Reporting of Destination Work performance by A4E and BEST led contracts
3 Local Employer Engagement Campaign	3A Erdington Works Partnership to undertake an employer engagement campaign with SME's focused	Contact with 100 local employers. Common database and working	September 2015 to January	DWP Erdington Jobcentre/ Witton Lodge	Driven through District Employment & Skills Theme group/ Erdington Works Partnership

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
	on Erdington High Street and retail parks adjacent to Castle Vale	protocol developed	2016	CA	
	3B Promotion of DWP Work Experience offer to local employers	Increased delivery of WEX placements through Erdington Job centre to 884 in a 12 month period	By March 2016	DWP Erdington Jobcentre	Linked to matching of service users through WLCA, KRT, CVTRA, Destination Work and other local training and employment support providers
	3C Promotion of Birmingham Job Fund incentives to local employers recruiting young unemployed residents.	To generate an additional 114 job starts for District residents	By March 2016	DWP Erdington Jobcentre/ Birmingham City Council	Linked to matching of service users through WLCA, KRT, CVTRA, Destination Work and other local training and employment support providers
	3D Promotion of Sector based work academies through local and larger employers linked to interview guarantees for specific vacancies	Increase take up of Sector based Work academies through Erdington Jobcentre	By March 2016	DWP Erdington Jobcentre	Needs to link to Perry Barr jobcentre activity for signers based in Kingstanding.
	3E Re-establish and refocus Business Group (previously convened by Merlin Venture)	Refreshed group meeting regularly with revised terms of reference	Oct 2015	Castle Vale residents and Tenants Association	Proposal for Castle Vale R& TA to take on convening role currently being development
	3F Organise an Erdington Town Centre Christmas Recruitment Fair	Recruitment Fair held and jobs secured	Nov 2015	JCP	Supported by Erdington Works Partners

## Glossary of Terms

Definition of Terms	
<b><i>In work or employed:</i></b>	Has a paid job
<b><i>Unemployed:</i></b>	Does not have a job, but is actively seeking work
<b><i>Unemployment Rate:</i></b>	The claimant unemployment rate is the number of claimant count unemployed as a percentage of the economically active 16 + population. The unemployment rate is the most robust measure of unemployment – and allows Birmingham to be compared with national claimant rates published by the ONS.
<b><i>Workless:</i></b>	Does not have a paid job. The economically inactive, together with the unemployed, constitute the ‘workless’.
<b><i>Economically active or participating in the labour market:</i></b>	Either has a job or is actively seeking work i.e. the sum of the employed and the unemployed, which together constitute the labour force
<b><i>Economically inactive:</i></b>	Does not have a paid job and is not actively seeking work.
<b><i>Deprivation</i></b>	Using the Indices of Multiple Deprivation 2010 which provide a relative measure of deprivation at small area level across England. Areas are ranked from least deprived to most deprived on seven different dimensions of deprivation and an overall composite measure of multiple deprivation. Most of the data underlying the 2010 Indices are for the year 2008. The domains used in the Indices of Deprivation 2010 are: income deprivation; employment deprivation; health deprivation and disability; education deprivation; crime deprivation; barriers to housing and services deprivation; and living environment deprivation.
<b><i>Lower Super Output Areas</i></b>	A neighbourhood level geography, defined by ONS, with approximately 1,500 residents
<b><i>ONS</i></b>	Office for National Statistics

## Erdington Jobs and Skills Plan ~ Draft as at July 2015

Map1: 2010 Indices of Deprivation in Erdington Constituency

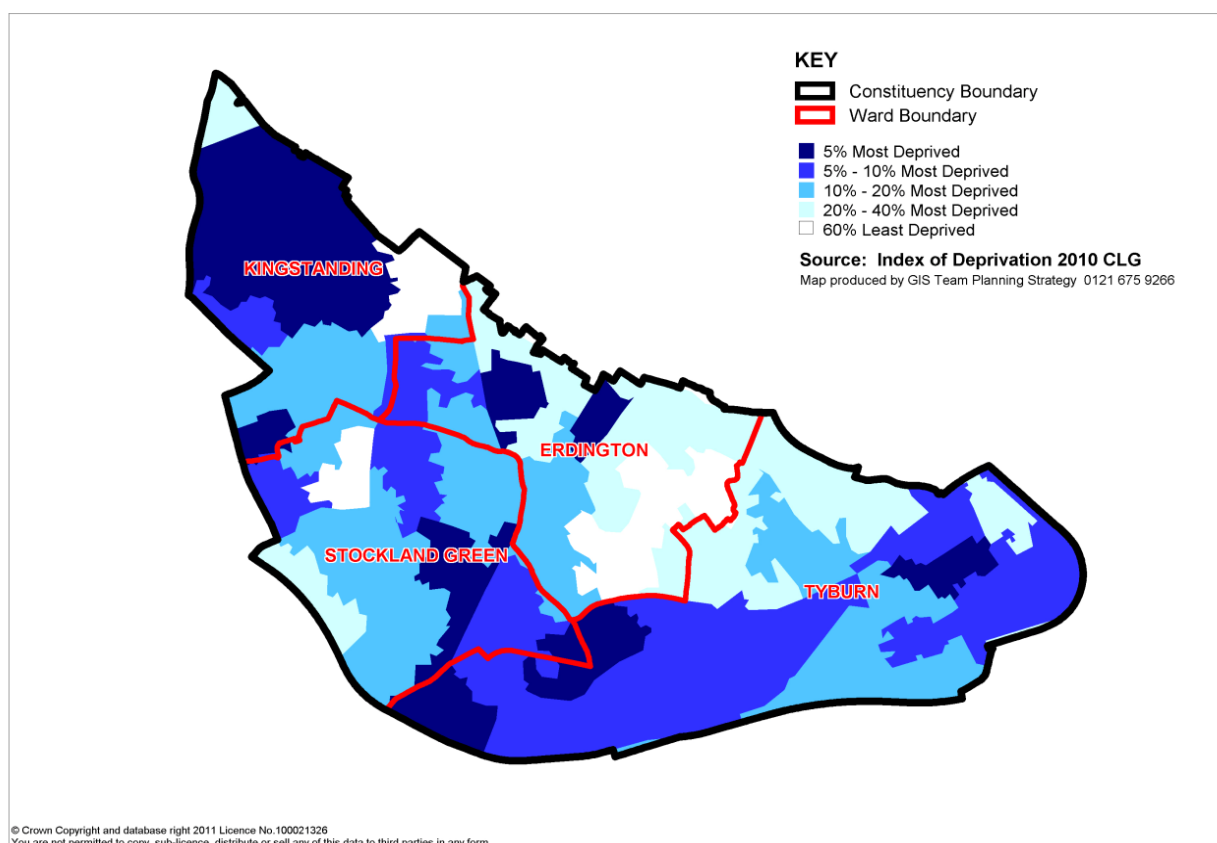


Table 1: Proportion of the ward population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England (IMD 2010)

Ward	5%	10%	20%	40%	Remainder
Erdington Ward	11%	20%	42%	80%	20%
Kingstanding Ward	66%	74%	91%	94%	6%
Stockland Green Ward	13%	41%	86%	94%	6%
Tyburn Ward	23%	59%	74%	100%	0%
<b>Erdington District</b>	<b>29%</b>	<b>49%</b>	<b>74%</b>	<b>92%</b>	<b>8%</b>
Birmingham	23%	40%	56%	75%	25%

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Table 2: Erdington District – Economic Activity and Employment Source: Census 2011

Area	Erdington Ward		Kingstanding Ward		Stockland Green Ward		Tyburn Ward		Erdington District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	No.
All residents aged 16-64	14,631		15,599		14,096		15,639		59,965			
Economically Active Total	11,211	77%	10,788	69%	11,335	80%	11,236	72%	44,570	74%	69%	77%
Total Employed	9,604	66%	8,664	56%	10,405	74%	9,231	59%	37,904	63%	57%	68%
Employed Full-time	6,536	45%	5,537	35%	6,504	46%	6,042	39%	24,619	41%	36%	43%
Employed Part-time	1,997	14%	2,268	15%	2,108	15%	2,271	15%	8,644	14%	13%	15%
Self-employed	1,071	7%	859	6%	1,793	13%	918	6%	4,641	8%	7%	10%
Unemployed	1,130	8%	1,649	11%	497	4%	1,465	9%	4,741	8%	8%	5%
Full-time student	477	3%	475	3%	433	3%	540	3%	1,925	3%	5%	4%
Economically inactive Total	3,420	23%	4,811	31%	2,761	20%	4,403	28%	15,395	26%	31%	23%
Retired	558	4%	611	4%	969	7%	587	4%	2,725	5%	4%	5%
Student	840	6%	1,091	7%	707	5%	1,021	7%	3,659	6%	11%	7%
Looking after home/family	712	5%	1,147	7%	532	4%	1,033	7%	3,424	6%	7%	5%
Long term sick/disabled	923	6%	1,386	9%	365	3%	1,279	8%	3,953	7%	6%	4%
Other	387	3%	576	4%	188	1%	483	3%	1,634	3%	4%	2%
Unemployed never worked	176	1%	379	2%	63	0%	312	2%	930	2%	2%	1%

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Table 3: JSA Unemployment rates for Erdington District and constituent wards August 2014 Source: ONS/BCC

Area	Male	Female	Total	Long Term (12mths) Unemployed	
	Total	Total	Total	Rate	Number
Erdington Ward	503	247	750	6.5%	320
Kingstanding Ward	539	369	908	8.2%	384
Stockland Green Ward	697	340	1,037	8.4%	383
Tyburn Ward	562	309	871	7.6%	364
<b>Erdington District</b>	<b>2288 (8.4%)</b>	<b>1257 (5.1%)</b>	<b>3,545</b>	<b>6.8</b>	<b>1,450</b>
Birmingham	22,509	12,470	34,979	7.2%	13,405

Table 4: JSA Unemployment Proportions and Rates by Ward August 2014 Source: OSN/BCC

Area	August 2014			Monthly Change		Annual Change	
	Number	Claimant Proportion	Claimant Rate	Number	% Point	Number	% Point
Erdington Ward	750	5.1%	6.5%	-48	-0.4	-256	-2.2
Kingstanding Ward	908	5.8%	8.2%	-69	-0.6	-400	-3.6
Stockland Green Ward	1,037	6.3%	8.4%	-6	0.0	-326	-2.6
Tyburn Ward	871	5.6%	7.6%	-27	-0.2	-333	-2.9
<b>Erdington District</b>	<b>3,566</b>	<b>5.7%</b>	<b>6.8%</b>	<b>-150</b>	<b>-0.3</b>	<b>-1,315</b>	<b>-2.6</b>
Birmingham	34,979	5.0%	7.2%	-922	-0.2	-11,117	-2.3

Table 5: Youth (18-24) JSA claimants in Erdington District August 2014 Source: ONS/BCC

	August 214		Annual Change		Long Term Youth Unemployment
	Number	%	Number	% Point	Number
Erdington Ward	132	6.6%	-77	-3.9	25
Kingstanding Ward	220	8.4%	-144	-5.5	51
Stockland Green Ward	228	8.6%	-159	-6.0	59
Tyburn Ward	178	7.2%	-115	-4.6	35
<b>Erdington District</b>	<b>765</b>	<b>7.8%</b>	<b>-496</b>	<b>-4.9</b>	<b>170</b>
Birmingham	7,915	6.0%	-3,785	-2.9	1,530

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Table 6: Proportion of pupils resident in Erdington District achieving 5 or more GCSEs A*-C 2013 Source: BCC		
Ward	2013	Change 2011-2013
Erdington Ward	63%	4pp
Kingstanding Ward	48%	0pp
Stockland Green Ward	55%	4pp
Tyburn Ward	54%	14pp
<b>Erdington District</b>	<b>54%</b>	<b>6pp</b>
Birmingham	60%	2pp

Table 7: Numbers of Adults (working age ) with Qualifications <sup>3</sup> Source: Census 2011									
Area	No qualification	Level 1 only	Level 2 only	Apprenticeship	Level 3 only	Level 4 qualifications & above	Other qualifications	Level 2 & above	Level 3 & above
Erdington Ward	2,788	2,427	2,589	402	2,057	3,579	789	8,627	5,636
Kingstanding Ward	4,876	2,686	2,723	309	1,957	2,155	893	7,144	4,112
Stockland Green Ward	3,444	2,571	2,750	338	2,291	3,760	1,246	9,139	6,051
Tyburn Ward	4,342	2,767	2,914	360	2,010	2,440	806	7,724	4,450
<b>Erdington District</b>	<b>15,450</b>	<b>10,451</b>	<b>10,976</b>	<b>1,409</b>	<b>8,315</b>	<b>11,934</b>	<b>3,734</b>	<b>32,634</b>	<b>20,249</b>
Birmingham	2,788	2,427	2,589	402	2,057	3,579	789	8,627	5,636
<b>Percentages</b>									
Erdington Ward	19%	17%	18%	3%	14%	24%	5%	59%	39%
Kingstanding Ward	31%	17%	17%	2%	13%	14%	6%	46%	26%
Stockland Green Ward	21%	16%	17%	2%	14%	23%	8%	56%	37%
Tyburn Ward	28%	18%	19%	2%	13%	16%	5%	49%	28%
<b>Erdington District</b>	<b>25%</b>	<b>17%</b>	<b>18%</b>	<b>2%</b>	<b>13%</b>	<b>19%</b>	<b>6%</b>	<b>52%</b>	<b>33%</b>
Birmingham	21%	15%	15%	2%	15%	25%	7%	58%	40%

<sup>3</sup> **Qualification Definitions:** **Level 1:** 1-4 O Levels/CSE/GCSEs (any grades), Entry Level, Foundation Diploma, NVQ Level 1, Foundation GNVQ, Basic/Essential Skills; **Level 2:** 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A\*-C), School Certificate, 1 A Level/ 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma; **Level 3:** 2+ A Levels/VCEs, 4+ AS Levels, Higher School Certificate, Progression/Advanced Diploma, Welsh Baccalaureate Advanced Diploma, NVQ Level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma; **Level 4** and above: Degree, Higher Degree (for example MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Foundation degree (NI), Professional qualifications (for example teaching, nursing, accountancy); **Other qualifications:** Vocational/Work-related Qualifications, Foreign Qualifications (not stated/level unknown).

### Erdington Jobs and Skills Plan ~ Draft as at July 2015

Table 8: VAT and/or PAYE Based Enterprises in 2013 for Erdington District by sector Source: BIS UK Business: Activity, size and location 2013		
Sector	No.	%
Agriculture, forestry & fishing	5	0%
Production	120	8%
Construction	200	13%
Motor trades	55	3%
Wholesale	80	5%
Retail	250	16%
Transport & storage (inc. postal)	90	6%
Accommodation & food services	100	6%
Information & communication	80	5%
Finance & insurance	35	2%
Property	40	3%
Professional, scientific & technical	195	12%
Business administration and support services	110	7%
Public administration and defence	0	0%
Education	25	2%
Health	100	6%
Arts, entertainment, recreation and other services	90	6%
<b>TOTAL</b>	<b>1,575</b>	<b>100%</b>

Table 9: Employment in Erdington District Source; Business Register and Employment Survey 2013		
Sector	No.	%
Agriculture	0	0%
Construction	2,100	6%
Financial & Professional Services	5,000	14%
Manufacturing	6,300	18%
Mining & Utilities	100	0%
Public Services	9,000	25%
Retail & Leisure	10,400	29%
Transport & communications	2,500	7%
<b>Total</b>	<b>35,400</b>	<b>100%</b>

## Erdington Jobs and Skills Plan ~ Draft as at July 2015

Table 10a: Top 20 Relevant Employers – Erdington JCP Source: Erdington District		Table 10b: Largest Erdington Employers Source: Erdington District		No. of Employees
Employer		Employer		
1.	B &M Retail, Erdington High St	1.	Jaguar Cars Ltd. Tyburn Manufacturers of Automobile Assembly	2000
2.	AM2PM Recruitment, Erdington	2.	German Swedish & French Car Parts Ltd	853
3.	The Village Green, Stockland Green	3.	Josiah Mason College Stockland Green Colleges and Universities	500
4.	Dunelm Mill, Ravenside Retail Park	4.	Walbridge Tilbury Ltd. Stockland Green General Building Contractor	400
5.	Pertemps Recruitment, Bennetts Hill	5.	Trinity Mirror Midlands Ltd. Newspapers Publishers	400
6.	Fairway Care, Lichfield Road	6.	Gkn Driveline Birmingham Ltd. Manufacturer of Motor Vehicle Parts & Accessories	400
7.	Brituro Engineering, Witton	7.	Interserve Plc. General House Contractors	300
8.	Hart Recruitment, Great Barr	8.	Dunlop Aircraft Tyres Ltd. Manufacturers of Pneumatic Airplane Tyres	350
9.	Little Folks Nursery, Erdington	9.	Bromford Industries Ltd. Industrial Instrument Mfrs.	289
10.	British Heart Foundation, Erdington	10.	The Goodyear Tyre & Rubber Company. Tyre Manufacturers.	285
11.	The Coop, Erdington High St	11.	Sainsbury's Supermarket.	279
12.	Advantage 1 Security	12.	Butterfly Hotels Ltd. Hotel Proprietors.	268
13.	Group Horizon, Hastingwood Industrial Estate	13.	Douglas Kane. Hardware Wholesalers and Distributors.	250
14.	Shelter, Erdington High St	14.	Roman Originals Plc. Clothing & Furnishings Male.	233
15.	Cancer Research, Erdington High St	15.	Betterware Ltd. Retail of housewares.	230
16.	YMCA, Erdington	16.	Claire's European Services Ltd. Miscellaneous Business Services.	229
17.	Store 21, Erdington High St	17.	Birmingham City Council Social services, residential care services.	212
18.	Willmott Dixon, Aston and Kingstanding	18.	Hunter Douglas N.V. Manufactures of Window Blinds.	200
19.	Scope, Erdington High St	19.	Linford Group Ltd. General Residential and Non-Residential Building Contractors.	185
20.	MIND Charity Shop, Erdington High St	20.	Jaffray Care Society Nursing /Care Facilities.	180

## Erdington Jobs and Skills Plan ~ Draft as at July 2015

<b>TABLE 11: CONTACT DETAILS</b>	
<b>SECONDARY SCHOOLS</b>	
<b>Kingsbury School and Sports College</b> Kingsbury Road Erdington Birmingham B24 8RE	<b>Stockland Green Technology College</b> Slade Road Erdington Birmingham B23 7JH
<b>Wilson Stuart School (Special Academy)</b> Wilson Stuart School Perry Common Road Erdington, Birmingham B23 7AT	
<b>With Sixth Forms:</b>	
<b>Greenwood Academy</b> Farnborough Road Castle Vale Birmingham B35 7NL	<b>St Edmund Campion Catholic School</b> Sutton Road Erdington, Birmingham B23 5XA
<b>North Birmingham Academy</b> 395 College Road Birmingham B44 0HF	<b>Queensbury School</b> Queensbury School Wood End Road Erdington Birmingham B24 8BL
<b>FURTHER EDUCATION PROVIDERS</b>	
<b>Birmingham Metropolitan College (BMET)</b> <b>Key contact:</b> Contact centre <b>Telephone Number:</b> 0845 155 0101	<b>BMET – Castle Vale Skills Centre</b> 10 High Street, Birmingham, B35 7PR <b>Key contact:</b> Contact centre <b>Telephone Number:</b> 0845 155 0101  <b>BMET – Erdington Skills Centre</b> Edwards Road, Birmingham, B24 9EW <b>Key contact:</b> Contact centre <b>Telephone Number:</b> 0845 155 0101
<b>ADULT EDUCATION CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)</b>	
<b>Kingstanding Adult Education Centre</b> Kingstanding Leisure Centre, Dulwich Road, B44 OEW <b>Telephone Number:</b> 0121 464 5407	<b>Osborne Adult Education Centre</b> Osborne Road, Erdington B23 6TY <b>Telephone Number:</b> 0121 464 6190
<b>JOB CENTRES</b>	
<b>Erdington Job Centre</b> 37 Sutton New Rd, Erdington, Birmingham, B23 6TD <b>Telephone Number:</b> 0345 604 3719	<b>Chelmsley Wood Job Centre</b> 1 Chelmsley Wood Circle, Chelmsley Wood, B37 5TH <b>Telephone Number:</b> 0345 604 3719

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EAT OPPORTUNITIES MAILING DATABASE: EMPLOYMENT & TRAINING PROVIDERS	
<b>Kingsbury Training Centre Ltd</b> The Gardens, Fentham Road, Erdington, Birmingham, B23 6AG <b>Telephone Number:</b> 0121 384 3886 <b>Email:</b> <a href="mailto:enquiries@kingsburytraining.com">enquiries@kingsburytraining.com</a>	<b>Birmingham Youth Offending Service</b> Youth Offending Service, Kingsmere, 18 Gravelly Hill North, Erdington, Birmingham, B23 6BQ <b>Telephone Number:</b> 0121 464 0600
<b>Merlin Venture</b> Unit 19, Erdington Industrial Park, Chester Road, Birmingham, B24 0RD. <b>Telephone Number:</b> 0121 384 5614 <b>Email:</b> <a href="mailto:info@merlinventure.co.uk">info@merlinventure.co.uk</a>	<b>Castle Vale Tenants &amp; Residents Alliance (CVTRA)</b> 10 High Street, Castle Vale, Birmingham, B35 7PR <b>Telephone Number:</b> 0121 747 5932 <b>Email:</b> <a href="mailto:info@castlevale.org.uk">info@castlevale.org.uk</a>
<b>Witton Lodge Community Association</b> 87 Witton Lodge Road, Erdington, Kingstanding, Birmingham, B23 5JD <b>Telephone Number:</b> 0121 382 1930,	<b>Castle Vale Community Regeneration Services (CVCRS)</b> The Sanctuary, Tangmere Drive, Castle Vale, Birmingham B35 7PX <b>Telephone number:</b> 0121 748 0871 <b>Email:</b> <a href="mailto:contactus@cvcha.org.uk">contactus@cvcha.org.uk</a>
CONNEXIONS CONTACTS	
<b>Erdington Library</b> Orphanage Road, Erdington, Birmingham B24 9HP <b>Telephone number:</b> 0121675 4782	<b>Erdington Health &amp; Well-Being Centre</b> 196 High Street, Erdington, Birmingham B23 6SJ <b>Telephone number:</b> 0121 675 4782
<b>New Heights</b> Conker Island, 108 Warren Farm Road, Kingstanding, Birmingham B44 0QN <b>Telephone number:</b> 0121 675 4782	<b>The Sanctuary</b> Tangmere Drive, Castle Vale, Birmingham B35 7PX <b>Telephone number:</b> 0121 748 5520 or 07771 373230`
BUSINESS / REGENERATION CONTACTS	