

Members are reminded that they must declare all relevant pecuniary and non-pecuniary interests relating to any items of business to be discussed at this meeting

BIRMINGHAM CITY COUNCIL

ECONOMY, SKILLS AND SUSTAINABILITY OVERVIEW AND SCRUTINY COMMITTEE

FRIDAY, 10 JULY 2015 AT 10:00 HOURS
IN COMMITTEE ROOMS 3 & 4, COUNCIL HOUSE, VICTORIA SQUARE, BIRMINGHAM, B1 1BB

A G E N D A

1 APPOINTMENT OF COMMITTEE AND CHAIRMAN

To note the resolution of the City Council appointing the Committee, Chairman and Members to serve on the Committee for the period ending with the Annual Meeting of the City Council in 2016, as follows:-

Labour (8):-

Councillors Caroline Badley, Des Hughes, Ziaul Islam, Josh Jones, John O'Shea, Victoria Quinn (Chairman), Habib Rehman and Claire Spencer.

Conservative (3):-

Councillors David Barrie, Timothy Huxtable and Meirion Jenkins.

Liberal Democrat (1):-

Councillor Jerry Evans

2 ELECTION OF A DEPUTY CHAIRMAN

To elect a Deputy Chairman for the current Municipal Year.

3 NOTICE OF RECORDING

The Chairman to advise the meeting to note that this meeting will be webcast for live and subsequent broadcast via the Council's Internet site (www.birminghamnewsroom.com) and that members of the press/public may record and take photographs. The whole of the meeting will be filmed except where there are confidential or exempt items.

4 **APOLOGIES**

5 **DECLARATIONS OF INTERESTS**

Members are reminded that they must declare all relevant pecuniary interests and non-pecuniary interests relating to any items of business to be discussed at this meeting. If a pecuniary interest is declared a Member must not speak or take part in that agenda item. Any declarations will be recorded in the minutes of the meeting.

5 - 8

6 **TERMS OF REFERENCE**

To note that the City Council has confirmed this Committee's terms of reference, as set out in the attached schedule.

9 - 14

7 **MINUTES**

To confirm and sign the Minutes of the meeting held on 29 May 2015.

15 - 18

8 **VIRGIN TRAINS: WEST COAST MAINLINE FRANCHISE**

Phil Cavendar, Route Director, Birmingham, Virgin Trains.

19 - 50

9 **SUPER SEPTEMBER: GRAND CENTRAL/NEW STREET STATION OPENING**

Jacqui Kennedy, Acting Strategic Director for Place;
Kevin Hicks, Traffic Manager, Place;
Anne Shaw, Head of Transportation Services;
Paul Leahy Apprenticeship Manager and Mohammed Khan, Vice Assistant Principal, South and City College.

51 - 66

10 **CABINET MEMBER FOR SKILLS, LEARNING AND CULTURE - UPDATE ON CULTURE AGENDA**

Councillor Penny Holbrook, Cabinet Member for Skills, Learning and Culture.

67 - 70

11 **WORK PROGRAMME FOR THE ECONOMY, SKILLS AND SUSTAINABILITY OVERVIEW AND SCRUTINY COMMITTEE 2015/2016**

To note the work programme for the Municipal Year 2015/2016

12 **DATES OF MEETINGS OF THE COMMITTEE**

To approve a schedule of dates for the Committee's meetings during 2015/2016.

(A) The Chairman proposes that the Committee meets on the following Fridays at 1000 hours in the Council House (unless otherwise stated):-

2015

10 July
18 September
16 October
13 November
11 December

2016

15 January
12 February
11 March
15 April

(B) The Committee is also requested to approve Fridays at 1000 hours (excluding City Council where possible) as a suitable day and time each week for any additional meetings required to consider 'requests for call in' which may be lodged in respect of Executive decisions.

13 **REQUEST(S) FOR CALL IN/COUNCILLOR CALL FOR ACTION/PETITIONS RECEIVED (IF ANY)**

To consider any request for call in/councillor call for action/petitions (if received).

14 **OTHER URGENT BUSINESS**

To consider any items of business by reason of special circumstances (to be specified) that in the opinion of the Chairman are matters of urgency.

15 **AUTHORITY TO CHAIRMAN AND OFFICERS**

Chairman to move:-

'In an urgent situation between meetings, the Chair jointly with the relevant Chief Officer has authority to act on behalf of the Committee'.

P R I V A T E A G E N D A

BIRMINGHAM CITY COUNCIL

ECONOMY, SKILLS AND SUSTAINABILITY O&S COMMITTEE

TERMS OF REFERENCE

To fulfil the functions of an Overview and Scrutiny Committee as they relate to any policies, services and activities relating principally to the Economy Directorate, including economy, growth and job, physical regeneration, land use planning, transport strategy and highways, green and smart city, sustainability, skills and lifelong learning, leisure, arts, culture and regional working.

This Committee shall undertake the authority's statutory functions in relation to the Scrutiny of flood risk management (Flood and Water Management Act 2010)

All Councillors, except Cabinet Members (and the Lord Mayor) can be members of an Overview and Scrutiny Committee. Chairs of these committees are appointed by the Full Council and Deputy Chairs are elected by each committee at its first meeting, for the purpose of substitution for the Chair if absent.

Good Overview and Scrutiny adds value to councils in many ways, for example it:

- Provides "critical friend" challenge to executive policy-makers and decision-makers;
- Enables the voice and concerns of the public and its communities to be heard;
- Is carried out by 'independent minded members' who lead and own the scrutiny process;
- Drives improvement in public services.

7.1 General role

Overview and Scrutiny Committees **will**:

- (a) make reports and/or recommendations to the full Council, the Executive and / or other organisations in connection with the discharge of the functions specified in their terms of reference;
- (b) consider any matter covered in their terms of reference that may affect or be likely to have an effect on the citizens of Birmingham; and
 - I. is relevant to the Council's strategic objectives; and /or
 - II. is relevant to major issues faced by officers in managing a function of the Council; and
 - III. is likely to make a contribution to moving the Council forward and achieving key performance targets.

- (c) exercise the “request for call-in” and “call-in” any Executive decisions made but not yet implemented by the Executive.

Overview and Scrutiny Chairs should maintain regular engagement with Cabinet Members to enable flexibility to be built into the Overview and Scrutiny work programme, so as to respond to the Council’s policy priorities in a timely way.

7.2 Specific functions

(a) Policy development and review

Overview and Scrutiny Committees **may**:

- (i) assist the Council and / or the Executive in the development of its budget and Policy Framework by appropriate analysis of policy and budget issues;
- (ii) conduct appropriate research, community and other consultation in the analysis of policy and budget issues and possible options;
- (iii) consider and implement mechanisms to encourage and enhance community participation in the development of policy options;
- (iv) question Members of the Executive and/or Chief Officers about their views on issues and proposals affecting their areas of responsibility; and
- (v) liaise with other external organisations operating in the city, whether national, regional or local to ensure that the interests of local people are enhanced by collaborative working.

(b) Scrutiny

Overview and Scrutiny Committees **may**:

- (i) review and scrutinise the Executive decisions made by and performance of the Executive and/or Chief Officers in relation to decisions taken by them or in relation to their areas of responsibility/department;
- (ii) review and scrutinise the performance of the council in relation to its policy objectives, performance targets and / or particular service areas – including the areas of responsibility of the Regulatory and Non-Executive Committees, but not the actual decisions of the Regulatory and Non-Executive Committees;
- (iii) make recommendations to the Executive, Chairmen of Committees, Chief Officers and/or Council arising from the outcome of the scrutiny process;
- (iv) review and scrutinise the performance of other relevant public bodies in Birmingham (including Health Authorities) and to invite reports from them by requesting them to address the Overview and Scrutiny Committee and local people about their activities and performance;
- (v) question and gather evidence from any person (with their consent).

- (vi) establish short life working groups to carry out specific time limited enquiries as agreed with the five Overview and Scrutiny Committee Chairs and subject to available resources.

BIRMINGHAM CITY COUNCIL

**ECONOMY, SKILLS AND
SUSTAINABILITY OVERVIEW
AND SCRUTINY COMMITTEE
29 MAY 2015**

**MINUTES OF A MEETING OF THE ECONOMY, SKILLS AND
SUSTAINABILITY OVERVIEW AND SCRUTINY COMMITTEE
HELD ON FRIDAY 29 MAY 2015 AT 1030 HOURS IN COMMITTEE ROOMS
3 AND 4, COUNCIL HOUSE, BIRMINGHAM**

PRESENT:- Councillor Victoria Quinn in the Chair, Councillors David Barrie, Jerry Evans, Des Hughes, Timothy Huxtable, Ziaul Islam, Meirion Jenkins, Josh Jones, John O'Shea, Habib Rehman and Christine Spencer.

ALSO PRESENT:-

Councillor Tahir Ali, Cabinet Member for Development, Jobs and Skills
Baseema Begum, Scrutiny Research and Policy Officer
Mark Olley, General Manager, Broad Street Partnership Limited
David Smith, Committee Services Team Leader
Julie Ward, Head of City Centre Management
Benita Wishart, Overview and Scrutiny Manager
Councillor Robert Alden (Observer)
Councillor Randal Brew (Observer)

1

NOTICE OF RECORDING

The Chairman advised and it was noted that this meeting would be webcast for live or subsequent broadcast via the Council's Internet site (www.birminghamnewsroom.com) and that members of the press/public may record and take photographs.

The whole of the meeting would be filmed except where there were confidential or exempt items.

REQUEST FOR CALL IN: WESTSIDE BID

The Committee considered the 'request for call-in' made in respect of a decision by the Cabinet on 18 May 2015 regarding the Westside BID.

The following documents were submitted:-

- (A) The Executive decision record.
- (B) The relevant 'Request for Call-in Form' showing that this "Request for Call-In" was lodged by Councillors Timothy Huxtable and Meirion Jenkins.

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- (C) The report considered by the Cabinet in reaching its decision.
- (D) The criteria for “Call-In” against which the Council expects an Overview and Scrutiny Committee to judge any “Request for Call-In”.

(See document No 1)

Councillor Tahir Ali, Cabinet Member for Development, Jobs and Skills, attended the meeting accompanied by Julie Ward, Head of City Centre Management.

Non-pecuniary interests were declared by Councillor David Barrie as a member of the Sutton Coldfield Business Improvement District (BID) and Councillor John O’Shea as a member of the Acocks Green BID.

It was noted that Members believed that this ‘Request for Call In’ could be considered in public, without the need to exclude the public and consider matters on the private report.

Councillor Timothy Huxtable outlined the grounds for the request for call-in with reference to the criteria submitted:-

- 2. the decision appears to be inconsistent with any other form of policy approved by the full Council, the Executive or the Regulatory Committees;
- 6. the decision has already generated particular controversy amongst those likely to be affected by it or, in the opinion of the O&S Committee, it is likely so to do;
- 7. the decision appears to be particularly “novel” and therefore likely to set an important precedent;
- 8. there is a substantial lack of clarity, material inaccuracy or insufficient information provided in the report to allow the Overview and Scrutiny Committee to hold the Executive to account and/or add value to the work of the Council;
- 9. the decision appears to give rise to significant legal, financial or propriety issues.

He advised that, regarding ‘2.’, it seemed strange to him that a grant was to be given of £10,000 for a ballot, but previous requests for a grant had been denied, e.g. for Lifford BID. With regard to ‘6.’, there had been significant press coverage, high public interest and letters submitted by 6 existing BIDs. With reference to ‘7.’, the City Council appeared to have gifted funding for a ballot and to be ‘bailing out’ the former BID as a result of a delay in taking appropriate action. The Broad Street BID had ended on 31 March 2015 and he believed that this was the first time that no action had been taken before the end date. He referred to section 4.2 of the public report to explain his concern in relation to ‘9.’ and commented in relation to ‘8.’ that significant correspondence had not been made available prior to the Cabinet meeting to provide greater clarity. However, as he had received a copy of that correspondence now, he would withdraw the grounds for the request under ‘8.’ only.

Councillor Meirion Jenkins supported the concerns raised and highlighted his concern that the City Council did not appear to be treating the BIDs equally.

Councillor Tahir Ali and Julie Ward responded to the concerns raised and to questions from Members, with the following being among the points they made:-

- 1) The Cabinet Member advised that it had been previous practice to give a grant and that it was not a new practice. The grant of £10,000 was a maximum figure based on an estimate of the cost, but the actual cost could be lower.
- 2) Julie Ward explained that the contribution was made from the former City Centre Partnership Board accounts and that funds remaining after the ballot had been applied for all BIDs to their campaign.
- 3) The Cabinet Member emphasised that Westside BID would be a new BID and not a continuation of the Broad Street BID. Consultation would take place on the collection costs model. An inequity in treatment of the BIDs had arisen from decisions of previous administrations.
- 4) There would be 'status quo' until consultation had taken place. He understood that a report of the former The Birmingham Economy and Transport Overview and Scrutiny Committee on its Inquiry in relation to BIDs would be submitted to the City Council in September 2015 and he would be responding to its recommendations.
- 5) Commitments made by the former Broad Street BID to activities would need to be continued at present and funding was being provided to ensure that was achieved.
- 6) He denied that there had been maladministration. Issues relating to the boundaries had needed to be resolved and, following that work, it was necessary to respect the pre-election period. He could not pre-empt what would happen in the future.
- 7) With regard to the funding provided, this was in the form of 25% grant and 75% loan, with a payback period of 5 years. The report had not specified whether the funding would be in the form of a grant or a loan, as discussions had been ongoing at that time.
- 8) It was not possible to delay the report until the discussions had been completed and he had approved the split of the funding following the Cabinet meeting.

At this point, Councillor Timothy Huxtable expressed concern that the grounds under point '8.' Of the call-in criteria seemed to be relevant, as the Cabinet Member seemed to be admitting that there was a lack of clarity. He understood that the intention to consider the continuation of the Broad Street BID had been initiated in April 2014 and that a report on that matter had been delayed on 3 occasions up to 16 March 2015, which was before the pre-election period. Therefore, the administration had known for some time what the finish date was for the Broad Street BID. The boundaries for the Westside BID covered 90% of the Broad Street BID area and, therefore, he believed that it was a continuation. Also, funding was being provided for the continuation of services. He understood that the Revenue and Benefits Service had continued invoicing for the former BID. He was concerned that existing BIDs had begun their feasibility study for renewal in 2016 and that there needed to be clarity now for those BIDs. Furthermore, he believed that the decision to split the funding as 25% grant/75% loan was novel.

Councillor Tahir Ali and Julie Ward responded to these further concerns raised and to further questions from Members, with the following being among the points they made:-

- 9) The Cabinet Member denied that the decision to split the funding had been novel and assured the Committee that it followed the normal process. He accepted that the expiry date was known well in advance and advised that he would discuss the invoicing with the Revenue and Benefits Service.
- 10) While he confirmed that a split in funding had not been done before, he reiterated that it was not novel. The situation was that no BIDs had been in that position before and the position of each BID had to be considered separately.
- 11) He could give a commitment that the level of support needed for each BID in future would be considered, but he could not commit to giving the same level of support. Each BID would be considered on a case by case basis.
- 12) He noted concern regarding an interrelationship between the 2 BIDs and drew attention to Appendices 4 and 5 to the report. A new BID was to be formed with expanded boundaries, which had led to a delay. The Broad Street BID had ceased to exist. Grant aid was arranged to cover the period while a report was submitted.
- 13) He advised that he would provide further information to Members after the meeting on the payment of the loan, but informed them that no interest would be charged. He confirmed that the ballot was scheduled for July 2015, but advised that an extra month had been allowed for the BID to be established.
- 14) .The Broad Street BID ceased to exist on 31 March 2015 and a loan to cover its activities had been made to the Broad Street Partnership. Payments to the Partnership would be called upon on a month by month basis.
- 15) The amendment agreed at Cabinet had been put forward to ensure that the payment arrangements were legal and reasonable. He agreed to ask officers to provide a written answer to Members regarding whether there would be a 'ceiling' on monthly payments.
- 16) While the Cabinet Member accepted that there was room for improvement in the handling of the BID arrangements, he suggested to the Committee tht there was not sufficient justification for the decision to be "called in".

At the request of the Chairman, the Cabinet Member and accompanying officer withdrew from the meeting to allow the Committee to reach a decision on the request for call-in.

Member concern was expressed that there had been a lack of clarity when the report was submitted, that work had continued and not all of the information had been available to Cabinet. In particular, it was not known that a split of 25% grant and 75% loan would be proposed. The actions taken were new and were felt by Members to be novel. There was concern at the delay and that significant controversy had been caused.

However, it was pointed out that the arrangements were not novel in a situation where the policy was being implemented for the first time. It was highlighted also that other BIDs were not affected by the decision and that there were no concerns regarding controversy being expressed among the businesses affected. It was noted that progress with a ballot would not be affected by the Committee's determination of the "request for call in" as the Electoral Reform Services had been authorised to proceed with the ballot. The only other involvement by the City Council would be in relation to the collection arrangements.

It was proposed that the "request for call in" should be withdrawn and that the Committee should write to the Cabinet Member to express its concerns raised during this meeting. Councillor Timothy Huxtable and Councillor Meirion Jenkins agreed to withdraw the "request for call in" in relation to Westside BID subject to the Committee writing to the Cabinet Member to highlight the concerns raised and urging that a timely and considered decision be made as soon as possible to provide clarity on BIDs due for renewal in the future.

The Chairman advised that a report from the former The Birmingham Economy and Transport Overview and Scrutiny Committee in relation to BIDs was to be submitted to the City Council at a forthcoming meeting and that it would be possible to raise some of these issues when that submission was made.

2

RESOLVED:-

- a) That the decision taken by the Cabinet on 18 May 2015 regarding the Westside BID be not 'called in';
- b) That this Committee writes to the Cabinet Member to highlight the concerns raised and urging that a timely and considered decision be made as soon as possible to provide clarity on BIDs due for renewal in the future.

AUTHORITY TO ACT BETWEEN MEETINGS

3

RESOLVED:-

That in an urgent situation between meetings, the Chair jointly with the relevant Chief Officer has authority to act on behalf of the Committee.

The meeting ended at 1200 hours.

.....
CHAIRMAN

Summary

This briefing note has been prepared by Virgin Trains for the forthcoming meeting of the Economy, Skills and Sustainability Committee on Friday 10th July.

The briefing updates the Committee on the improvements that have been implemented since our franchise award in June 2014, our business contribution to Birmingham and the wider Midlands region, and our ambitions for transport in the region in the future.

1. Virgin Trains West Coast Mainline Franchise

Virgin Trains has been running services on the West Coast Mainline (WCML) since 1997. In this time, passenger numbers have doubled, passenger satisfaction has increased, and journey times have been reduced.

After the West Coast Franchise process in 2012, the Department for Transport (DfT) allowed Virgin Trains to continue running the franchise on a management basis. In June 2014, we were awarded a new deal to run the franchise until March 2017. The new contract has put the franchise on a more commercial footing, allowing us to invest across the route. Taxpayers will also benefit with a guarantee that more than £430m will be paid to government, a rise of at least 58% on the previous arrangement.

The new franchise will see a £50million being spent across the route. Highlights of this spending package include:

- **Improved Wifi:** Enhanced Wifi onboard all our trains and at the 17 managed stations on the route, including Birmingham International, Coventry, and Wolverhampton.
- **Capacity improvements:** 21 of our 9-car Pendolinos will have Coach G converted from First Class to Standard Class – a net increase of 2100 seats a day (to be completed by September)
- **New direct services:** In December last year we introduced two new direct services - Euston to Shrewsbury and Euston to Blackpool. Early signs show that these services are proving to be popular.

2. Services to/from Birmingham

The Virgin Trains Euston to Birmingham service is one of our most important passenger markets. The route is a popular choice for both business and leisure travellers. It is the fastest London to Birmingham service, compared with other TOCs, and also one of the fastest intercity services in the UK. Due to the popularity of the service, it is served by three trains per hour.

Over the last five years our passenger numbers on Euston – Birmingham services have increased. These have been accompanied by a reduction in the average price our passengers pay for their journey. Similarly, journeys north of Birmingham have also grown in the last 5 years.

3. Connectivity

Briefing note for the Economy, Skills and Sustainability Committee

Which? Consumer survey voted Virgin Trains and Birmingham Airport the Best Air Rail link in the country in terms of speed, connectivity and value. We work closely with Birmingham Airport to promote the speed, ease and simplicity of flying from Birmingham, especially when combined with travelling to the airport with us.

We understand that our customers want joined up, end-to-end journeys. Our 'Interline' product, which we will be launched this year, allows for easy, single booking from overseas as well as the UK, and a single itinerary joining up air and rail travel from Birmingham right through to the customer's end destination.

4. Our Midlands employment profile

Virgin Trains is headquartered in Birmingham and London. We employ approximately 3300 people on our route, 892 of which are employed in the Midlands.

As part of our new gating programme, we will be creating an extra 53 new jobs across the region at Birmingham New Street, Birmingham International, Coventry and Rugby stations.

In our new franchise agreement we also made commitments to support more apprenticeships, traineeships and graduate placements on the network. Through our work with the Prince's Trust 'Get in to Transport' scheme for example, we recruited three apprentices last year who now work in our stations in the Midlands. This year we are interviewing a further 16 candidates from the scheme.

We also have strong links with Solihull College and work with their students to provide traineeship opportunities. One of our recent trainees has been placed in a full time position at Birmingham International Station.

5. Virgin Trains contribution to the Birmingham leisure market

Tickets deals are one of our most effective ways of helping to attract leisure visitors to Birmingham and its environs. We offer a travel discount in partnership with the NEC, Genting, NIA and Barclaycard Arenas.

We are travel sponsors of the NOVA Runs and Swims and also offer discount travel to this event. We are also the main sponsor of the Pride of Birmingham Awards. Within the region, we also are the main sponsor for the Pride of Coventry Awards.

In autumn we are launching a new onboard magazine VT Escapes - a promotional publication which will highlight all of the destinations on our route, including Birmingham.

6. Virgin Trains in the community

We have a strong and active presence in the Birmingham and Midlands community. Our stations across the EBW (Euston, Birmingham, Wolverhampton) route each have a dedicated Community Champion who is the main point of contact for charities and community initiatives. The Community Champions also support links to our local schools.

We are particularly proud of our work with disadvantaged groups. We currently have 4 ex-offenders working within the Midlands stations all of whom have adjusted and are progressing well within their teams. We are working with the Avanta to group to explore further opportunities to place ex-offenders at our stations.

Briefing note for the Economy, Skills and Sustainability Committee

We also have strong link to the St Loyes Foundation, who help ex-military personal back into the workplace. We have recently held a recruitment event resulting in one person gaining employment and another held in our Talent Bank for future opportunities.

7. Future ambitions

HS2 and the future of the franchise

With Birmingham having the second largest economy in the UK and being forecast to grow at around 2.5% until 2019, we appreciate the importance of high speed rail to support this growth.

At Virgin Trains, we see every day why HS2 is so important. The WCML is facing major capacity constraints, which are only going to get worse. We have 11 peak-time services per hour – this is the maximum possible number for Intercity West Coast services out of the current Euston set-up.

The popularity of rail and its forecasted growth demonstrates the need for a project with the scale and ambition of HS2. Our most up-to-date modelling shows that demand on the existing Inter City West Coast franchise is likely to grow, unconstrained, by more than 60% by 2026. We will not be able to accommodate this growth without extra capacity.

Our franchise expires in 2017, but we intend to bid again, and believe we are the best placed operator to run the franchise as construction works at Euston get going. We work closely with the HS2 working group and regularly feed any concerns we have into their workstream. We have two of our staff on secondment to HS2.

Before HS2 comes on board in 2026, it is imperative that Birmingham has a train operator who understands its economic and social aspirations, and can fully support them. At Virgin Trains, we share the same ambitions as Birmingham and we are pleased with our work today and excited about the future.

Birmingham Connected

We support the ambitions of the Birmingham Connected White Paper. In particular we believe that we share some of the same objectives such as promoting greener travel, better connectivity for businesses on the route, improving the wellbeing of our workforce and increasing the employment opportunities in the communities we serve. We want to further engage with Birmingham Council and wider stakeholders to help the delivery of the plan and make it a great success.

A customer focussed approach

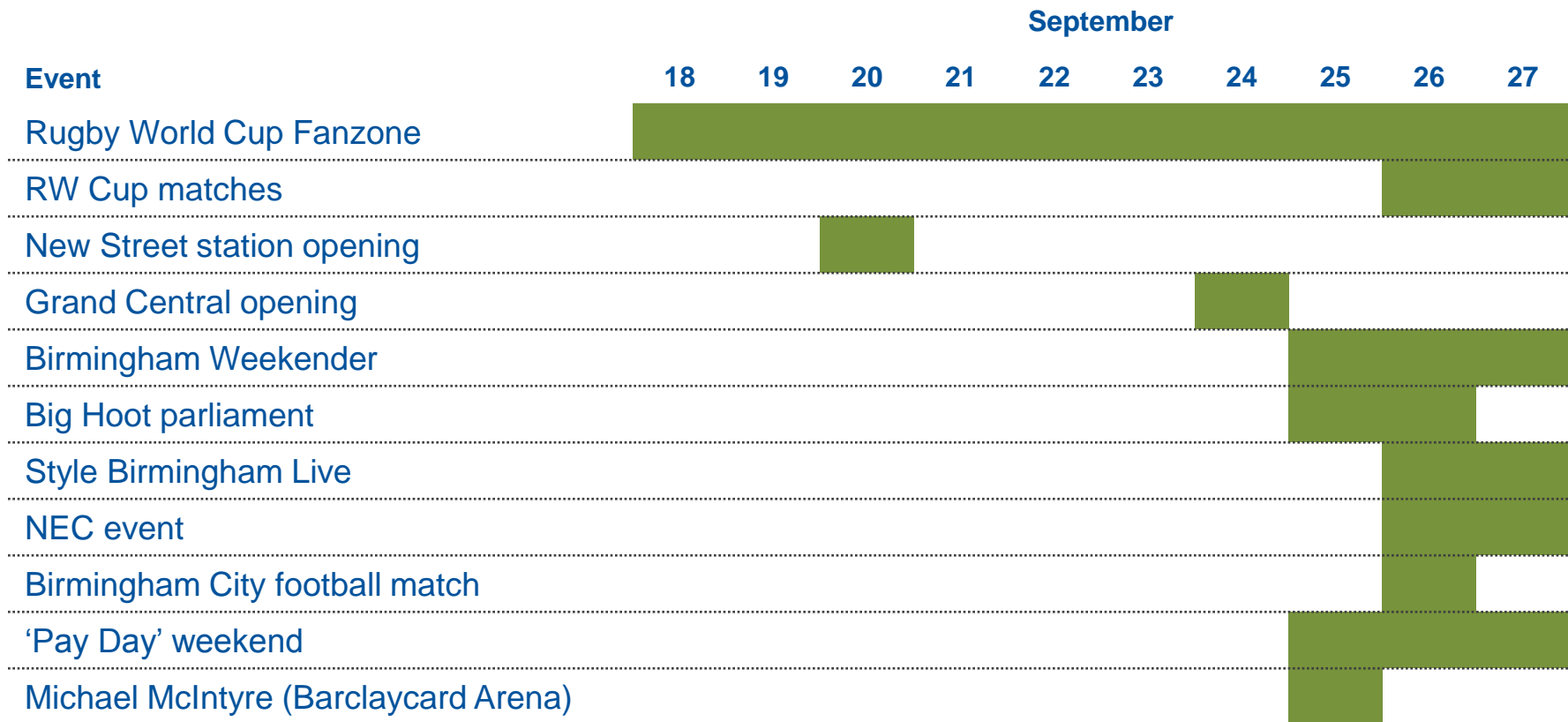
Our customers are at the heart of our approach. In addition to the National Passenger Survey, we run our own online survey which captures in real-time what our customers think of us. This allows us to quickly respond to their needs and make changes where necessary. Last year we gathered feedback from over 40,000 customers on the EBW route.

For further information regarding our services please contact Phil Cavender, General Manager, EBW on phil.cavender@virgintrains.co.uk

September Events 2015

Outline of transport plan

List of key events in late September



Other key events in September include: Moseley Folk Festival, (4 – 6 September), Heritage Week (10 – 17 Sept) and BikeFest (13 Sept)

Within the council we have a multi service team in place



We are working closely with all of our partners across the city



Summary of transport plans to date

- M6 Restrictions lifted
- Some restrictions lifted at Paradise Circus and emergency route through site to be provided
- Temporary Closure of Hurst Street/Smallbrook Queensway (to reduce traffic on Hill Street and around Holloway Circus)
- Utility works on Holloway Circus completed and restrictions lifted
- All S278 works around the station due to be completed
- Metro works – pavement works completed and all barriers/hoardings removed from around the station
- Pedestrian movements modelled and mitigations prepared within New Street Station and Grand Central
- Taxi Management Plan under consultation
- Strategic Locations for emergency services to be stationed for quick response
- Dynamic intervention with traffic signals
- Park and ride sites confirmed for Rugby World Cup
- Buses being procured to service park and ride sites, bus routes planned
- As a resilience plan buses being procured for passengers to alight at Birmingham International if problems arise at New Street
- Walking route agreed from Fan Zone to Villa Park

Broad transport issues to be considered

	Theme	Key Issues	Considerations
1	<i>Safe movement of pedestrians</i>	<ul style="list-style-type: none"> ▪ Movement between event sites and To / From transport interchanges (e.g. Rail Stations, car parks, park and walk sites, etc) ▪ Pinchpoints due to physical constraints on footway widths from major roadworks and development sites. 	<ul style="list-style-type: none"> ▪ Identification of promoted walking routes, and establish extent of Roadworks permitted on key routes ▪ Interaction with other events' promoted pedestrian routes ▪ Ensure adequate resources are in place to react to incidents on the Network ▪ Pedestrian management at identified pinchpoints
2	<i>Physical constraints on road network due to ongoing highway works</i>	<ul style="list-style-type: none"> ▪ Additional congestion on primary network ▪ Reduced capacity on key arterial routes and junctions ▪ Impact on incident management 	<ul style="list-style-type: none"> ▪ Timing of roadworks / closures to be minimise disruption to the network. ▪ Consideration to additional Parking Restrictions to aid traffic movement. ▪ Identify and avert potential Streetworks clashes ▪ Identify routes of potential increased traffic flow, and consider mitigations measures where possible.
3	<i>Adequate access to, provision and promotion of public transport</i>	<ul style="list-style-type: none"> ▪ Limited Car Parking within City Centre ▪ Public Transport being delayed by congestion on network ▪ Pedestrian access and capacity at Public Transport Interchanges ▪ Communication and publicity of alternative modes of transport 	<ul style="list-style-type: none"> ▪ Promotion of public transport facilities and encouragement of walking routes ▪ Establish potential coach parking and Park & Ride sites and safe routes to and from the sites for pedestrians ▪ Determining routing for public transport vehicles and minimising, where possible, delays to journey times. ▪ Clear communication strategy to inform and promote alternative modes of travel.
4	<i>Adequate access to, provision and promotion event-specific public transport</i>	<ul style="list-style-type: none"> ▪ Road Closures/ Restrictions ▪ Establishing signed routes to venues ▪ Identifying Crowd Gathering areas 	<ul style="list-style-type: none"> ▪ Establish potential coach parking and Park & Ride sites and safe routes to and from the sites for pedestrians ▪ Determining routing for event specific public transport vehicles and minimising, where possible, delays to journey times. ▪ Clear communication strategy to inform and promote alternative modes of travel.

Broad transport issues to be considered (cont.)

5	<i>Provision, promotion and management of City Centre parking</i>	<ul style="list-style-type: none"> • Capacity of car parks may not accommodate demand at peak time • Access routes to / from car parks affected by major roadworks • Pedestrian routes to and from events • Managing car park egress at peak periods 	<ul style="list-style-type: none"> • Clear communication strategy to inform of car parking strategy along with promoting alternative modes of travel. • Ensuring walking routes from main car parks are picked up as part of pedestrian routing strategy
6	<i>Adequate Management and control of event parking (I.e. RWC, Barclaycard Arena)</i>	<ul style="list-style-type: none"> • Determining access and egress routes to event car parks, and walking routes to and from the venues. • Car park capacities may be exceeded leading to addition demand on City Centre car parks, surrounding roads. • Managing car park egress at peak periods 	<ul style="list-style-type: none"> • Clear communication strategy to inform of car parking strategy along with promoting alternative modes of travel. • Ensuring walking routes from event car parks are picked up as part of pedestrian routing strategy • Event specific car park temporary traffic management plans to be implemented where appropriate.
7	<i>Address potential incident for management</i>	<ul style="list-style-type: none"> • requirements for likely incident scenarios • Identification of areas of concern on Network for incident management • Prioritisation of incident management in the event of multiple incidents occurring on the Network at same time. 	<ul style="list-style-type: none"> • Implement measures to minimise the delays resulting from an incident occurring on the network • Review of resources during the weekend to identify, manage and mitigate any incidents that may arise • Undertaking multi-agency desktop exercises on Incident management plans prior to event/s.
8	<i>Taxi and Private Hire Provision</i>	<ul style="list-style-type: none"> • Capacity of available Taxi ranks within City Centre • Indiscriminate over-ranking on key routes and around event venues impeding traffic flows 	<ul style="list-style-type: none"> • Review of Taxi ranking provision and consideration to additional ranking facilities where appropriate. • Communication strategy with representatives of Taxi and Private Hire Trade to positively engage with drivers.

Issues analysis and mitigation measures

Issue	Mitigation Measure	Residual Issues
1 <i>Risk of an incident occurring on part of primary network during the weekend.</i>	<ul style="list-style-type: none"> An Event Specific Incident Traffic Management Plan (Appendix One) will be in place, which may include actions such as the deployment of additional Incident Response Vehicles (IRV) and / or Vehicle Removal Vehicles (VRV) at strategic positions across the wider Network. 	<ul style="list-style-type: none"> Potential for IRV / VRV deployment position routes to be obstructed by vehicles and / or pedestrians accessing the events.
2 <i>High pedestrian flows conflicting with traffic flows.</i>	<ul style="list-style-type: none"> Where possible and practicable, segregation of pedestrians and vehicles will be provided, with road closures in place to facilitate this at key event locations. Marshallled crossing points where appropriate and promoted safe walking routes provided 	<ul style="list-style-type: none"> Issue of pedestrians walking and crossing road junctions on mass between event locations
3 <i>High pedestrian flows to being constrained by the physical highway layout / features, such as underpasses etc.</i>	<ul style="list-style-type: none"> For known pedestrian movements alternative pedestrian routes will be provided at identified locations of concern. Liaison with developers, contractors and key stakeholders to, where possible, remove temporary traffic management / site hoarding restrictions to maximise footway widths. 	<ul style="list-style-type: none"> Issue of pedestrians walking on mass entering into the carriageway or bunching up along pedestrian routes on the wider Network.
4 <i>Indiscriminate car parking obstructing traffic flows and emergency vehicle access.</i>	<ul style="list-style-type: none"> Additional Civil Enforcement Officer (CEO) resources to be deployed around Event Locations with prioritisation of action to vehicles parked presenting a road safety hazard. In addition Vehicle Recovery Vehicles will be positioned at key locations around the Event locations to remove vehicles obstructing emergency vehicle access. Public will be encouraged to utilise identified car park facilities where appropriate, or alternative forms of travel. 	<ul style="list-style-type: none"> Indiscriminate car parking occurring on wider Network outside the areas covered by increased enforcement activity. Civil Enforcement Officer routes to event areas obstructed by road closures, high pedestrian volumes and parked vehicles.

Issues analysis and mitigation measures (cont.)

- | | | | |
|----------|---|---|--|
| 5 | <i>Risk of Official Event vehicles conflicting with crowds / roadworks</i> | <ul style="list-style-type: none"> ▪ Official Event Vehicle routes to be identified and measures put in place to safeguard these routes from planned road works and/or pedestrians. | <ul style="list-style-type: none"> ▪ Potential for emergency roadworks to occur on key event traffic routes. |
| <hr/> | | | |
| 6 | <i>Significant traffic congestion build up on surrounding Network resulting from widespread road works / closures.</i> | <ul style="list-style-type: none"> ▪ Positive warning messages provided on M5 / M6 / M42 Motorway MS4 Matrix signs. Ability to close Motorway exit slip roads, positively re-direct motorists via MS4 if required as detailed within the Highways England Operational Order Plan (Appendix Two) ▪ Mobile variable message signs to be deployed on strategic routes ahead of, and during the events to provide advanced warning of significant delays expected as detailed within the Highways England Operational Order Plan (Appendix Two). Comprehensive Media and Communications campaign to inform public of events and expected disruption to the Network. | <ul style="list-style-type: none"> ▪ Number of alternative strategic diversion routes available restricted due to scale and spread of Events. |
| <hr/> | | | |
| 7 | <i>Risk of organised coaches to be delayed by traffic build up from road restrictions / closures implemented on strategic routes into the City</i> | <ul style="list-style-type: none"> ▪ Identified coach routes to be maintained clear where possible, and signed diversion routes should not conflict with designated coach routes, where possible. | <ul style="list-style-type: none"> ▪ Any significant delay to coach journey times may present an issue to Drivers Working Hours being exceeded. |
| <hr/> | | | |
| 8 | <i>Disruption to Public Transport Service provision.</i> | <ul style="list-style-type: none"> ▪ Early involvement with Centro on proposed road closures, and proposed diversion routes. To enable alternative service provision to be planned. | <ul style="list-style-type: none"> ▪ Bus journey times may be disrupted by displaced traffic from road closures. |

Issues analysis and mitigation measures (cont.)

9 <i>Incident occurring on Motorway / Trunk Road network simultaneous to City Centre restrictions / road closures.</i>	<ul style="list-style-type: none"> Highways England Operational Order Plan (Appendix Two) will be in place, with strategic diversion routes identified with due consideration to the planned road closures / restrictions as part of the respective events Limited residual capacity on Network may not be able to cope with multiple incidents occurring simultaneously.
10 <i>Risk of adverse weather conditions resulting in disruption to the Network and loss of greenfield car parking provision.</i>	<ul style="list-style-type: none"> Weather forecasts to be carefully monitored on the build up to the events by Birmingham Resilience Team and on the day by Silver Command Centre. Contingency measures such as alternative car parking provision should be built into the Event specific Management Plan Documents. Loss of greenfield car parks at key event locations will present an additional burden on City Centre car parks and / or local side roads.
11 <i>Overrunning Planned Road works may restrict capacity on Network during busy event period</i>	<ul style="list-style-type: none"> Deployment of dedicated restrictive working period covering event locations and key routes into City, with suitable contingency timeframe to ensure roadworks are completed / made safe well in advance. Close liaison with contractors to ensure roadworks are completed on time or made safe and pulled off site. Key routes outside the City boundary may not have similar temporary restrictions in force to restrict roadworks
12 <i>City Centre Car Parks may be oversubscribed</i>	<ul style="list-style-type: none"> Car parking strategy to identify and promote even use of all car parks within City Centre to spread the demand. Communication and promotion of Park & Ride facilities and other modes of transport to visitors to ease pressure on car parks within City Centre City Centre car parks may reach full capacity potentially leading to discriminate parking on Network from visitors unable to find suitable parking provision.

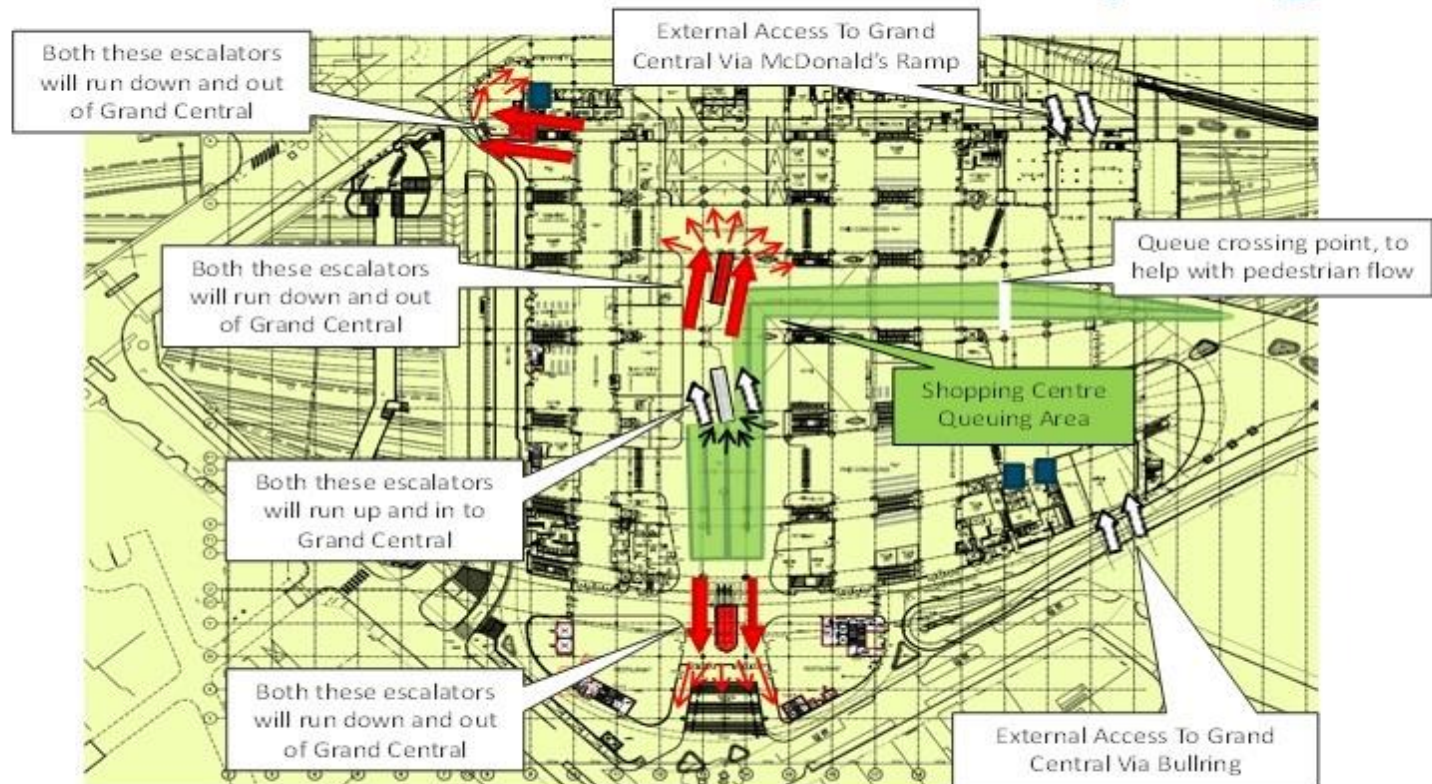
Issues analysis and mitigation measures (cont.)

- | | | |
|-----------|---|---|
| 13 | <i>Ongoing major redevelopment works restricting Taxi ranking provision within the City Centre</i> | <ul style="list-style-type: none"> ▪ Suitable temporary Taxi ranking areas to be provided, and review of additional provision if required. ▪ Effective communication with Taxi Licensing Association to positively engage with drivers and inform of Taxi provision during the event period. ▪ Inadequate ranking provision may lead to indiscriminate unauthorised Taxi ranking obstructing the network. |
| | | |
| 14 | <i>Reliance on Urban Traffic Management Control</i> | <ul style="list-style-type: none"> ▪ Ensure adequate resources are provided within the UTMC Control Centre to identify and react to issues on the Network. ▪ Adequate resources on site to respond to issues such as power outages, loss of communications links with UTMC equipment should they arise. ▪ Ongoing utility diversion works associated with the major re-developments are presenting an additional risk to service supplies. |

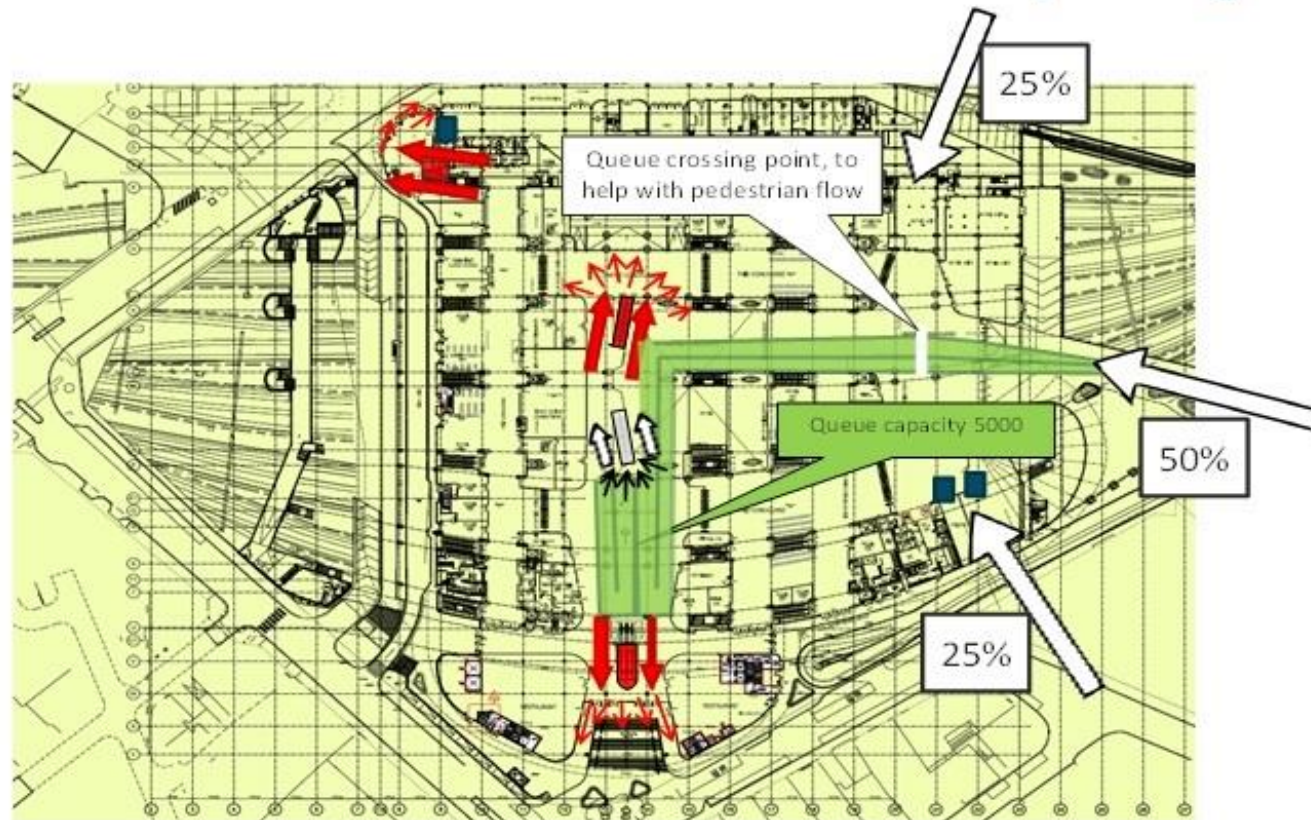
New Street station / Grand Central

- New Street Station opens 20th September
- Grand Central opens 24th September
- Pedestrian modelling undertaken and emergency plans devised
- Active management of pedestrians and queueing system within the station
- monitoring through station control room
- Coordination of people outside the station with other agencies
- Clear signage for exit points to key destinations
- Volunteers to guide visitors to events and appropriate exists
- Through train tickets for travel to Aston/Witton stations for rugby games
- Resilience plans in place

The Plan: Grand Central/John Lewis Opening

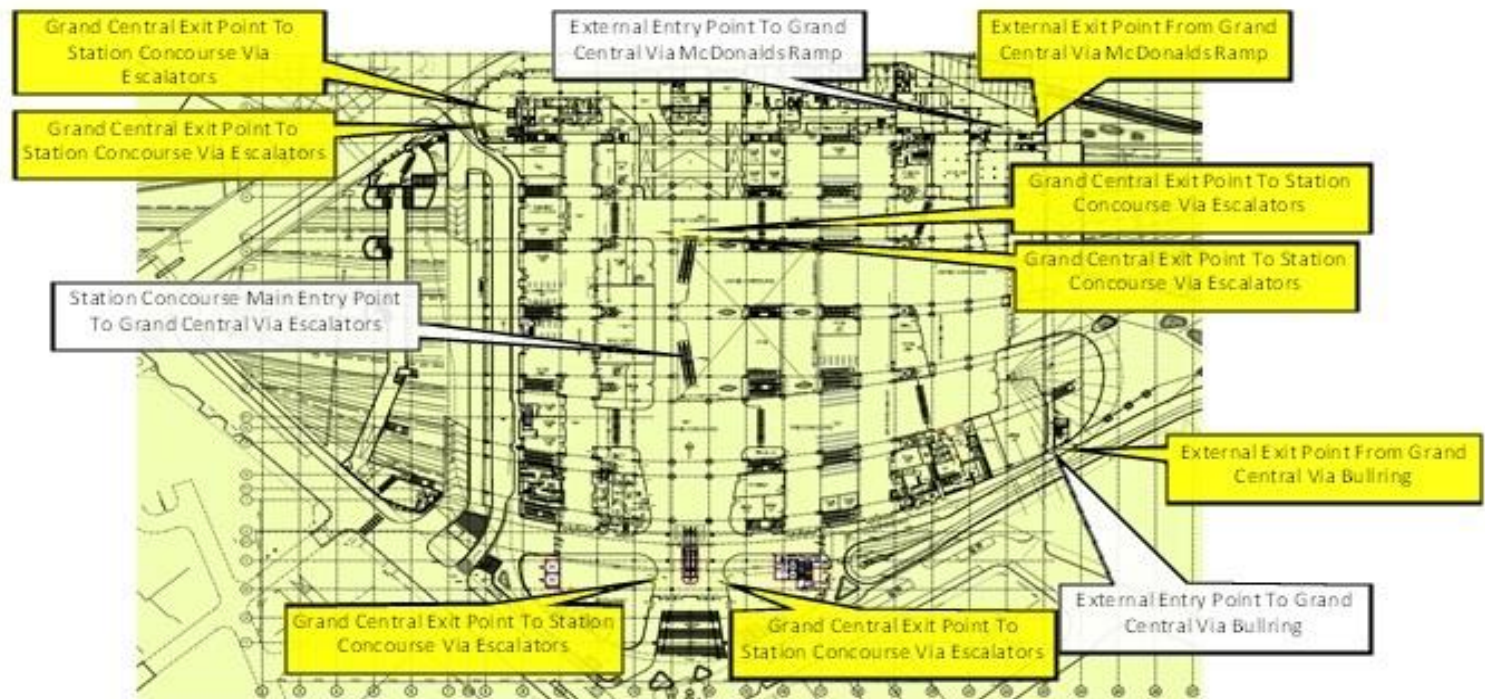


The Plan: Grand Central/John Lewis Opening

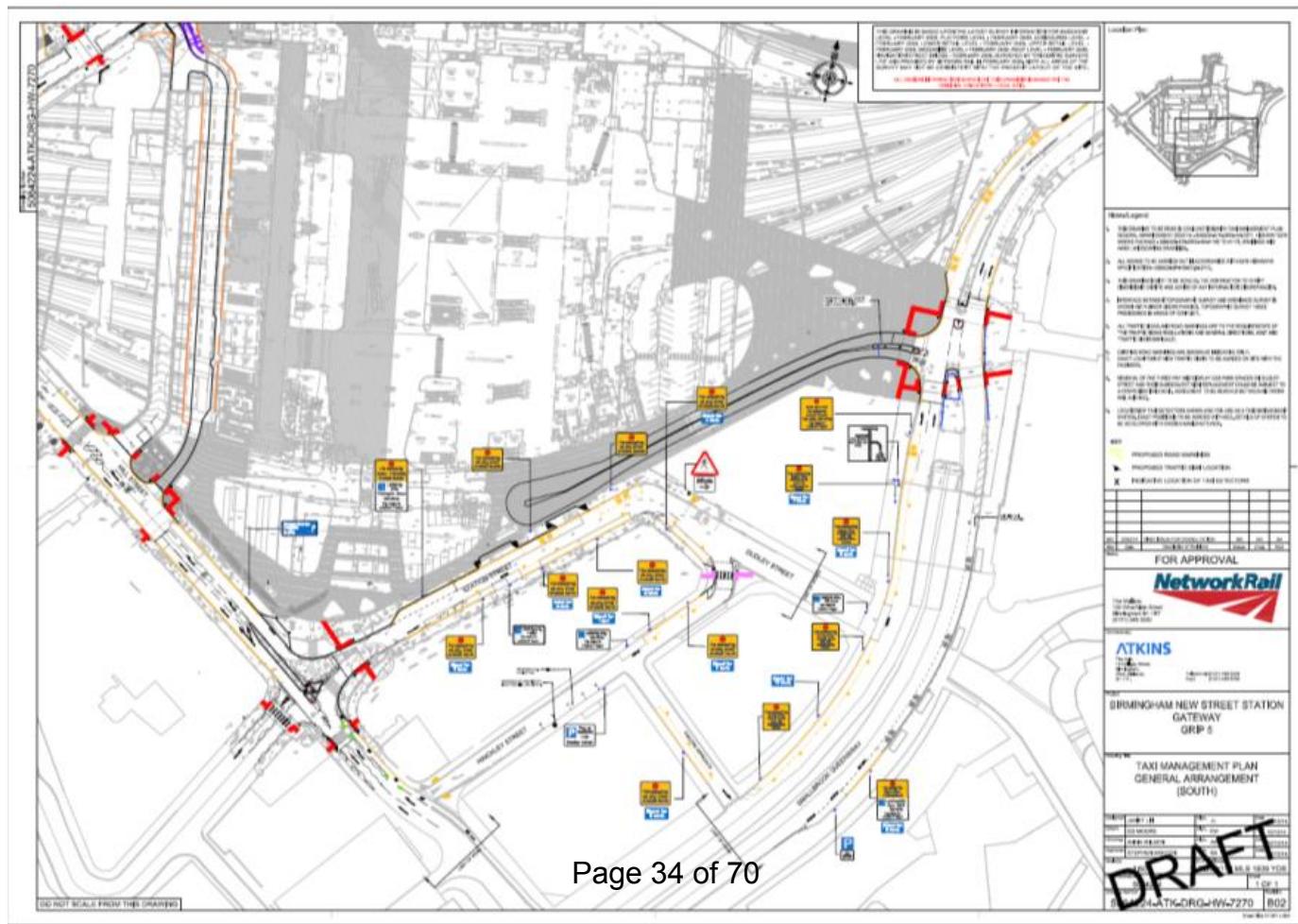


The Plan: Grand Central/John Lewis Opening

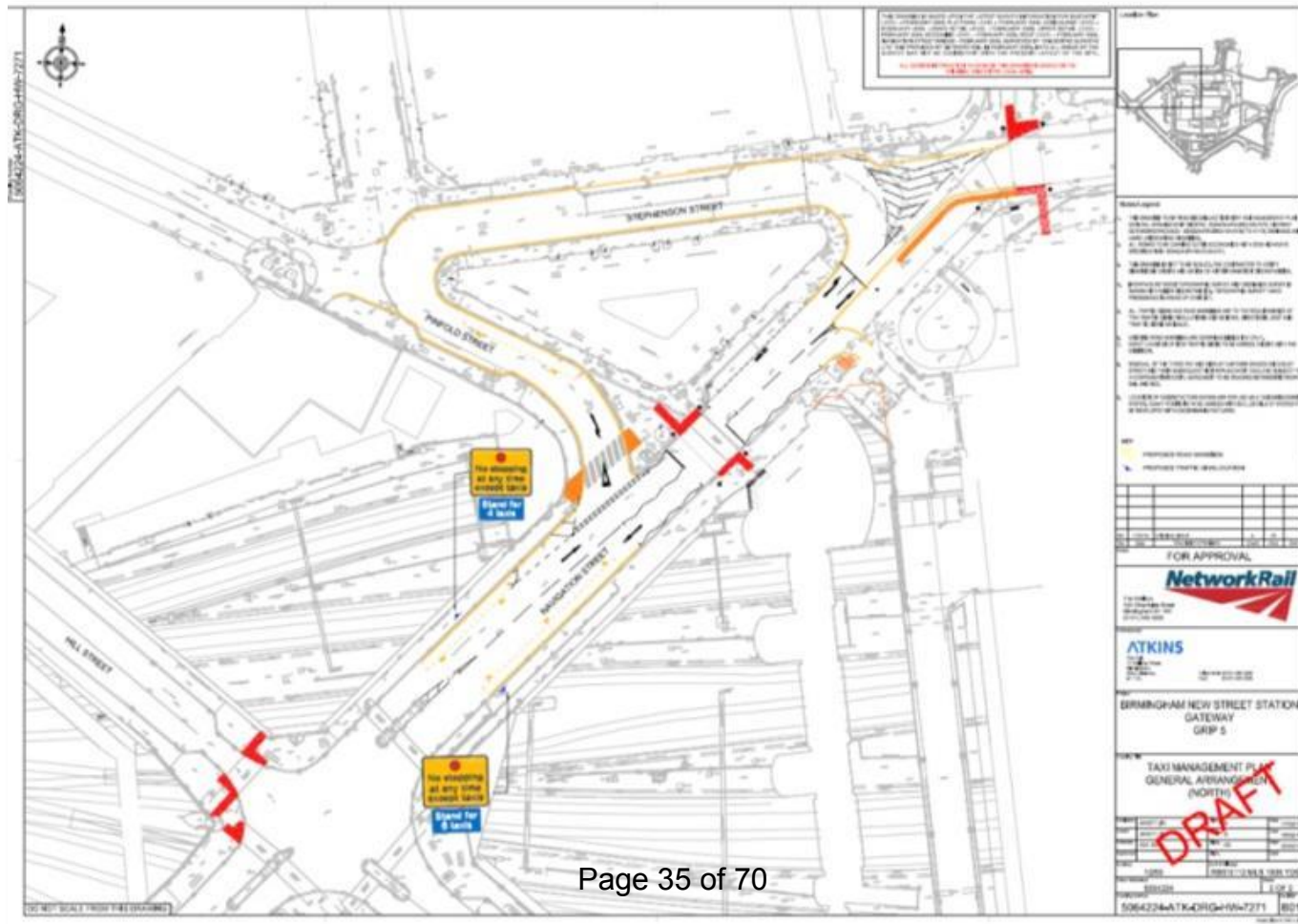
- Maximum number in John Lewis and Grand Central is 11,000, this will be accurately monitored and managed to prevent the limit being exceeded



New Street station – draft taxi management plan

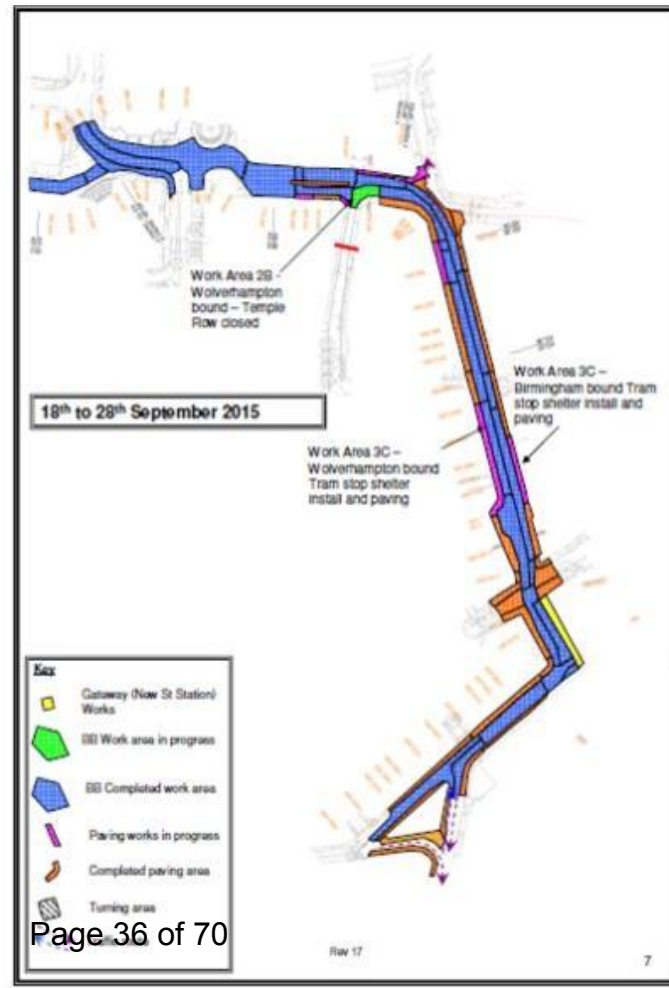
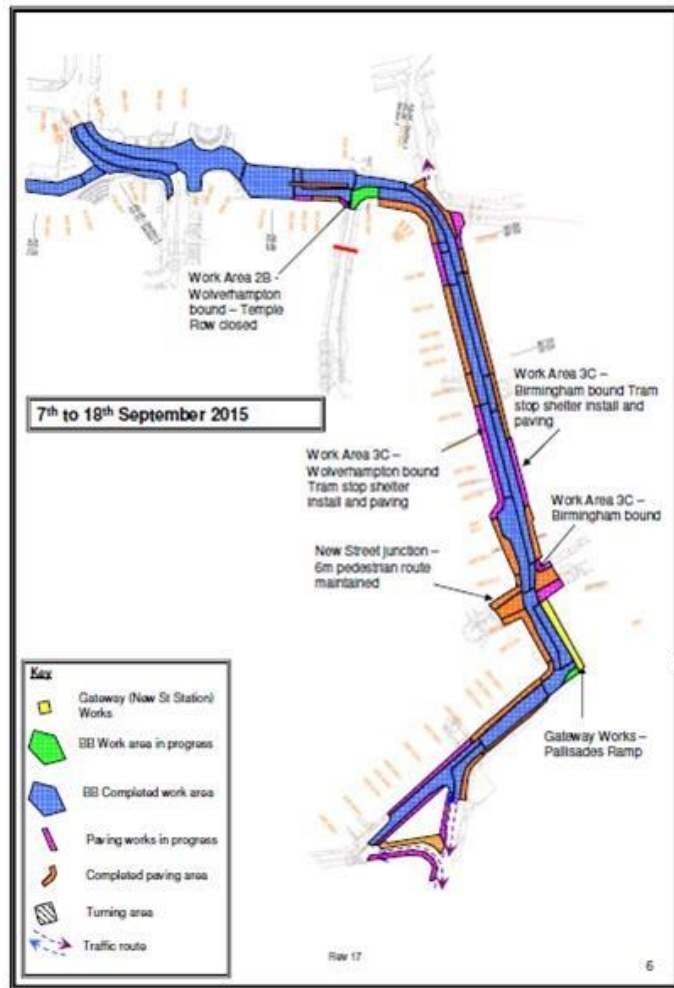


New Street station – draft taxi management plan



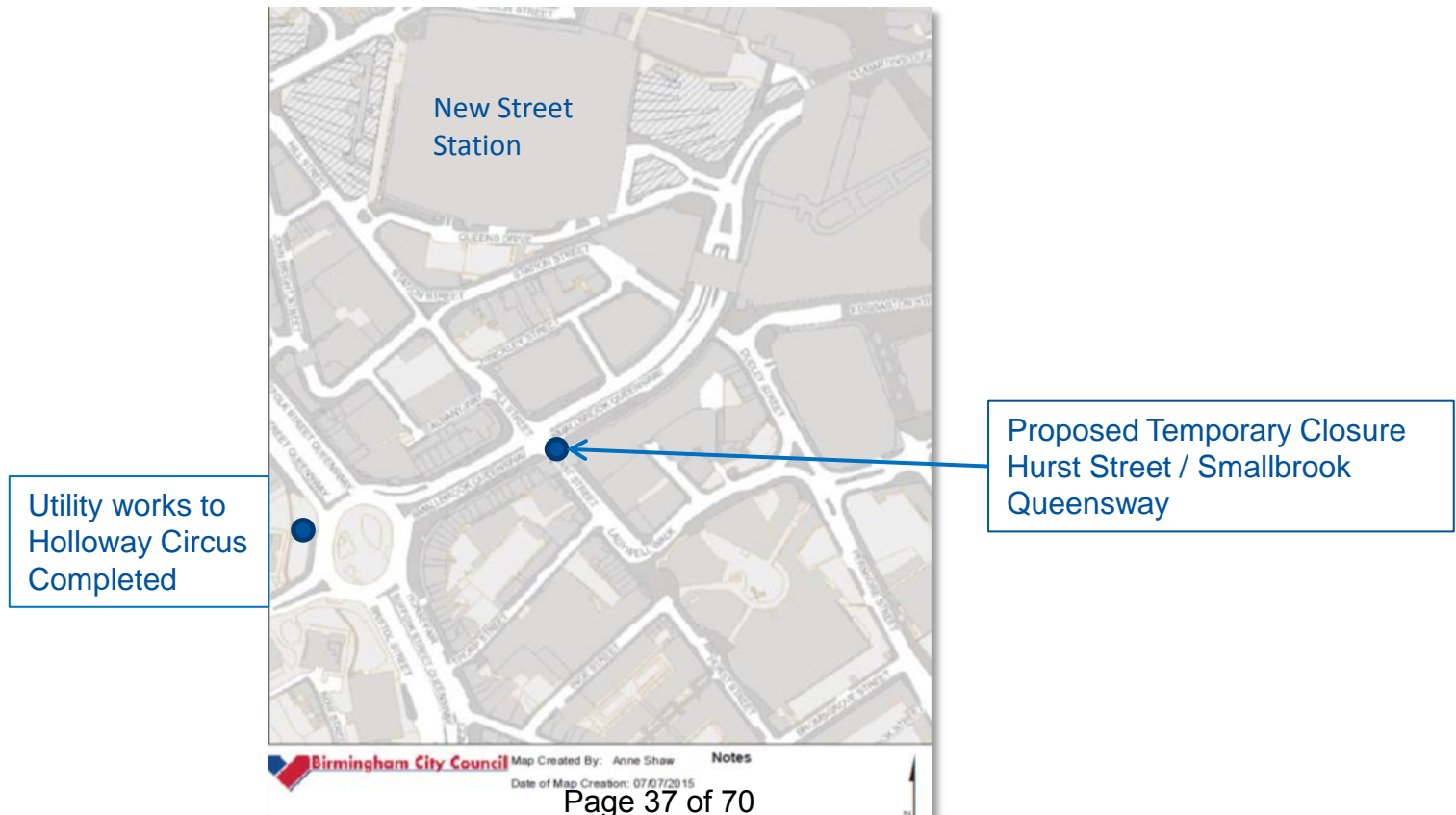
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Metro works – phasing plans



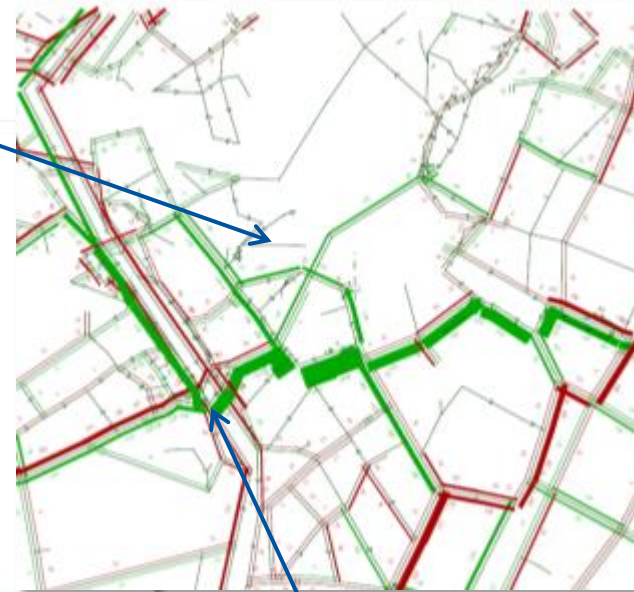
Temporary traffic management

Hurst Street / Smallbrook Queensway



Hurst Street / Smallbrook Queensway temporary closure

New Street Station

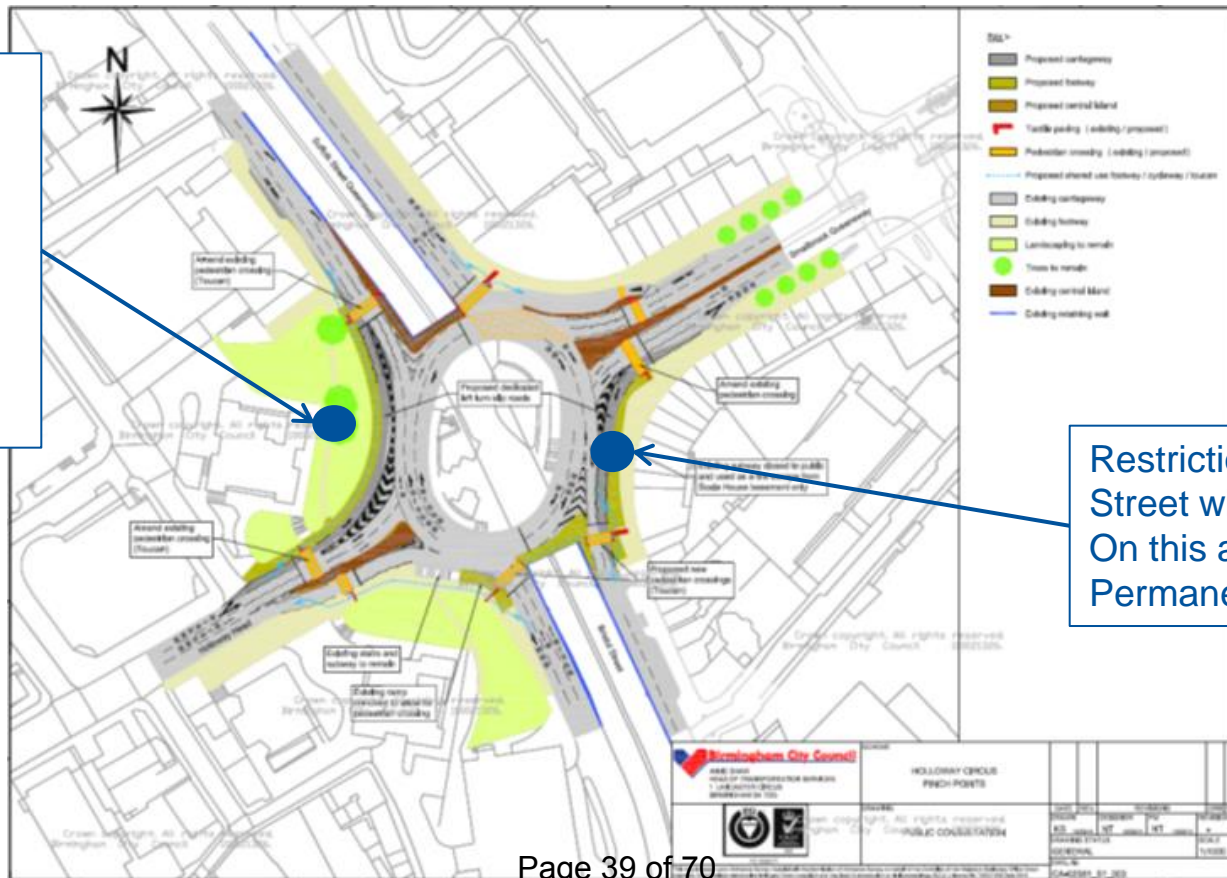


Holloway Circus

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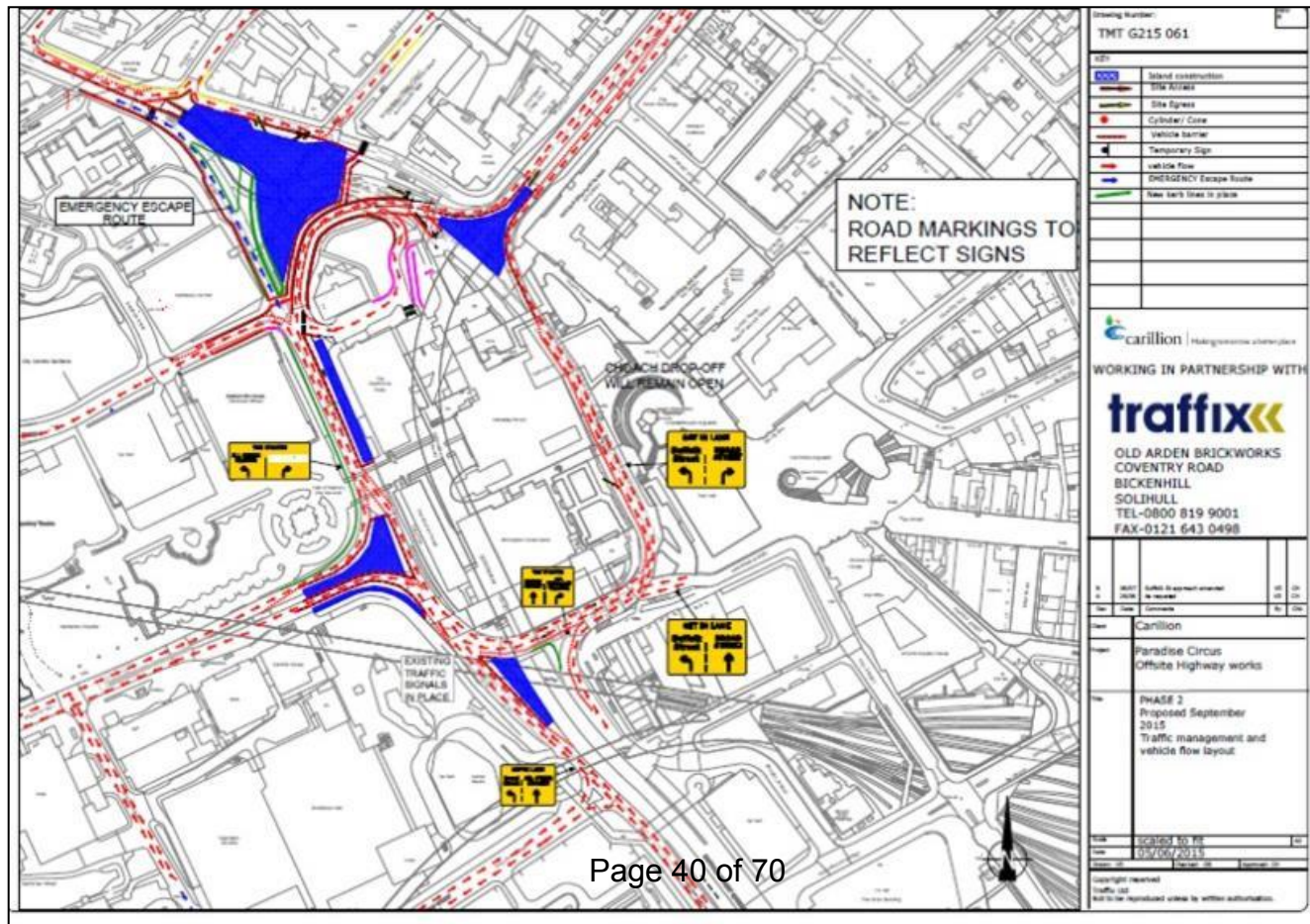
Holloway Circus proposed improvements

Utility works
completed
Mid September
All traffic
management
Restrictions lifted
18th September

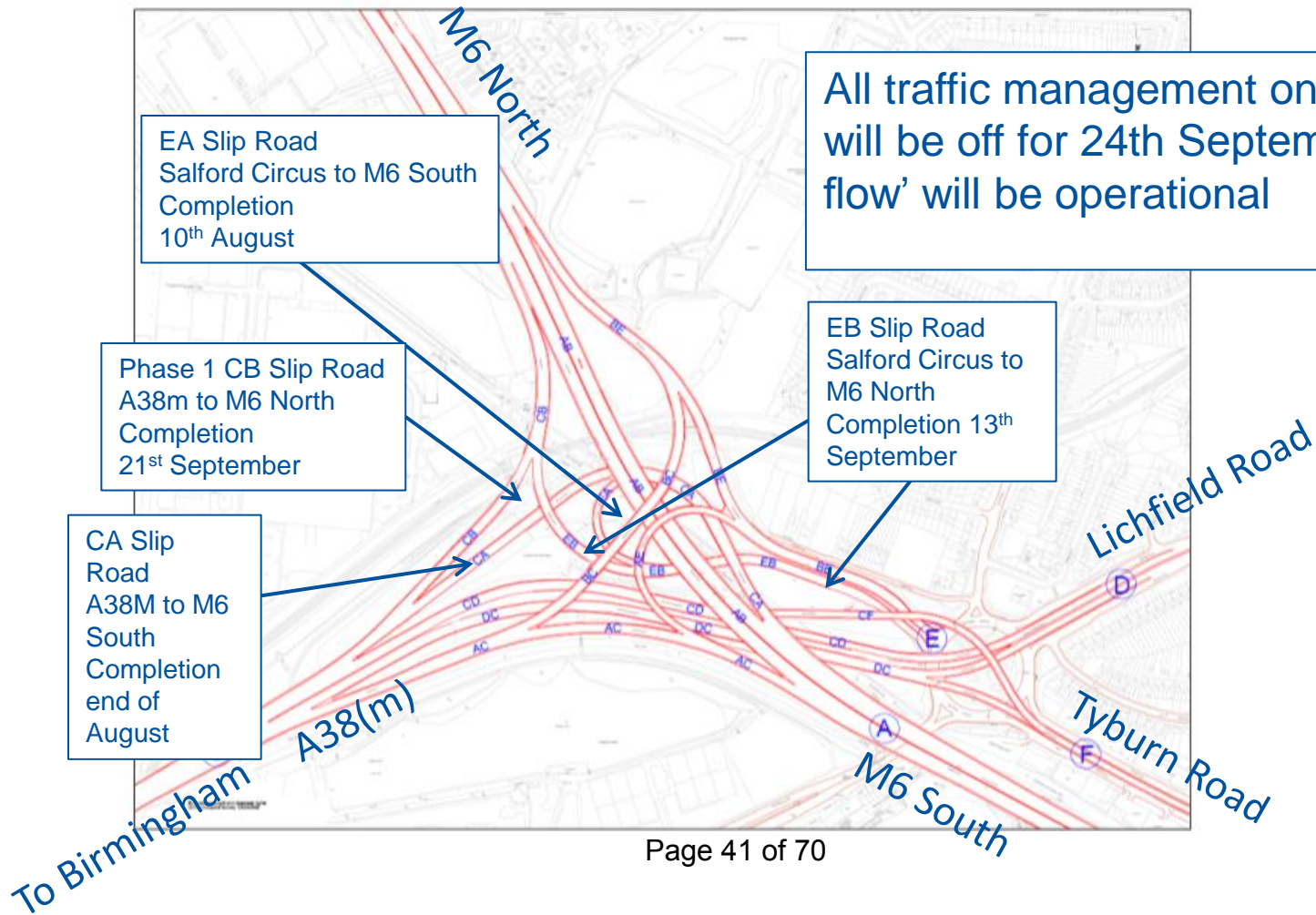


Restrictions at Hurst Street will reduce flows
On this arm ahead of any
Permanent works

DRAFT:
Proposed traffic management arrangements - paradise

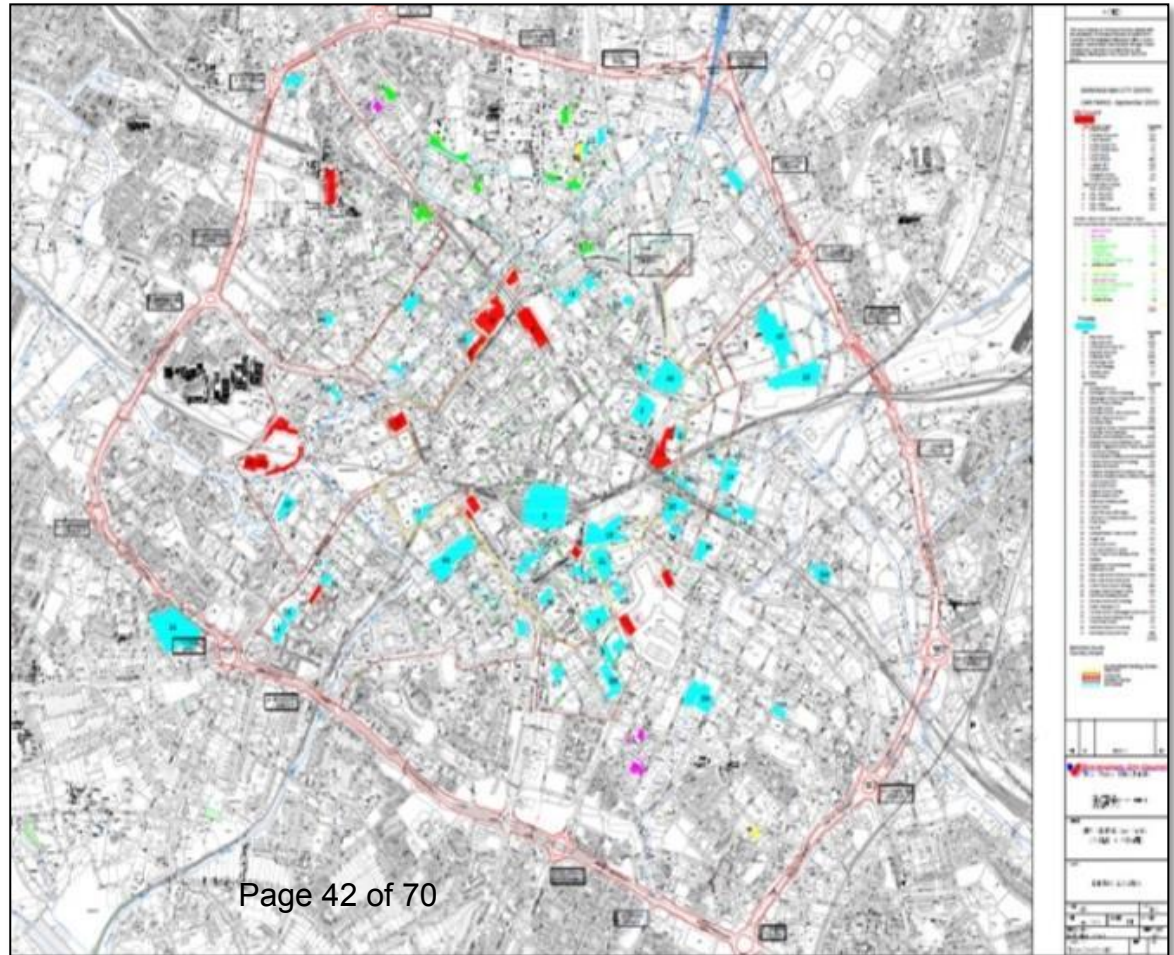


Gravelly Hill (Spaghetti Junction) waterproofing works



Car parking – city centre

- Car Park spaces communicated to drivers through VMS
- On street Marshalls near New Street Station to direct people to alternatives if John Lewis car park



Rugby World Cup

Travel advice and planner

- Dedicated travel planner offering advice to venue

<http://www.rugbyworldcup.com/travel/birmingham>

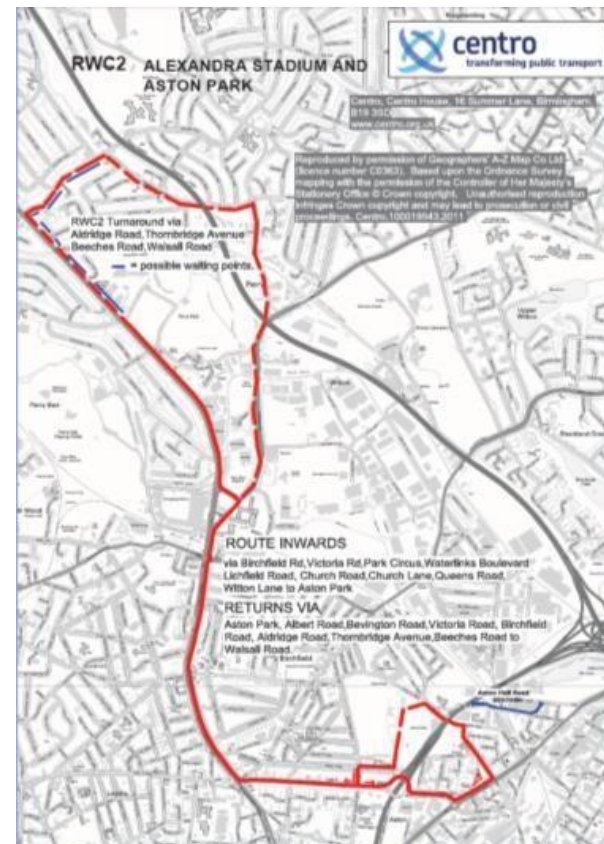
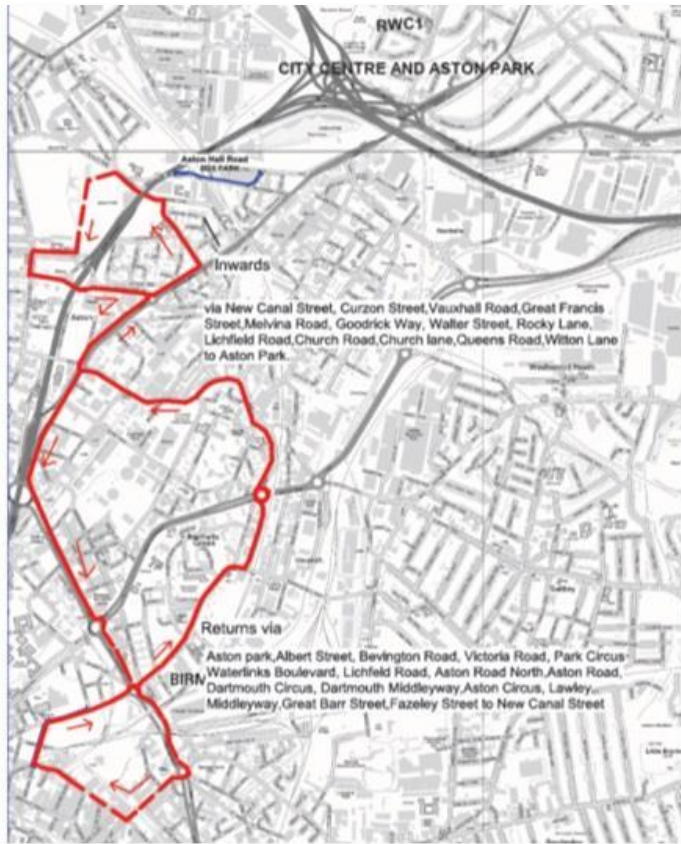
- Additional Services on Virgin planned with link from travel planner to pre-book tickets
- Data collected from ticket sales enables analysis of mode and origin destination to inform provision
- Park and ride
- Walking route



Rugby World Cup – park and ride

- Park and ride sites have been confirmed as
 - Perry Hall Park – 750
 - Perry Park – 1750
 - Moor Lane – 3000
 - BCU Perry Barr Campus – 1000
- Further sites are being considered at Fort Dunlop
- These are pre bookable and fans are being encouraged to purchase ahead of travelling
- Centro are procuring buses to carry fans from the park and ride sites as well as the fan zone at Millennium Point – this includes stacking and turn back facilities. Also to include a resilience plan for fans to alight at Birmingham International pick up buses to the stadium
- Discussions are taking place with Bus operators regarding additional services on existing bus routes within the expected busy area to enable the general public to get around.
- Bus routes between park and ride are being identified and embargo on road works

Park and Ride bus routes – Alexander Stadium & Aston Park



Fort Dunlop to Aston Park



Volunteers and ambassadors

There will be over 500 volunteers and ambassadors in place to welcome the visitors to the city and help everyone get to where they want to go.

The following support is currently being recruited:

New Street/Grand Central – 100+

Initial meeting has taken place between BCC and New St to establish scope. Further meeting scheduled Fri 10th to establish roles.

RWC Support – 50+

Four zones across the city core have been mapped for wayfinding/customer service staff in collaboration with Birmingham Weekender

RWC Support – 30

To assist transport hub adjacent to the FanZone

The following volunteers/workforce is already in place:

RWC2015 Venue - 250

Official workforce roles (The Pack) recruited by ER2015

RWC2015 Walking Route – 50

RWC2015 workforce (The Pack)

RWC 2015 Fanzone – 21

Provided through ER2015 from a pool of people who were unsuccessful in being selected for The Pack

Birmingham Weekender Festival Makers –

100

Ongoing recruitment by Hippodrome

Areas under development

- Safe walking routes – city centre (including through Paradise)
- Event security / road crossing marshalls
- Co-ordination of volunteers and ambassadors from event organisers
- Parking management enforcement
- Rapid response breakdown recovery
- Coach parking (Charter) – Wholesale markets providing layover space
- Cycling options - fan zone to stadium
- Visitor map including all venues, routes, train stations, transport hubs
- Liaison with hotels – providing information to guests (briefing arranged 19 August)
- Strategic signage

Communication

- Coordination of communication activity underway
 - Coordination meetings with the council and partners started in May
 - Council role is to:
 - Provide overall coordination of the 'welcome' message for visitors
 - Coordinate information about transport options – ensure there is a consistent message through our event partners and other key stakeholders e.g. use of a shared wayfinder map amongst all of the event partners
- We have started to promote the wider programme of activity to our citizens
 - This programme will build as we head into September
 - We want everyone to be excited about 'super September' and we want them to plan ahead
- We are also briefing key stakeholders around the city
 - This will include hotels, taxi operators and the media



Report to the Culture, Learning and Skills Overview and Scrutiny Committee

Cabinet Member's Update

August 2014

Purpose of the Report

The purpose of this report is to give Members of the Culture, Learning and Skills Overview and Scrutiny Committee an overview of the new Skills, Learning and Culture portfolio. The report outlines our portfolio priorities for the upcoming year, and highlights potential challenges faced within this portfolio.

Councillor Penny Holbrook
Cabinet Member Skills, Learning and Culture

Introduction

The portfolio is focused on bringing together skills and learning opportunities across the city, with a focus on closing the skills gap and ensuring the citizens of Birmingham are best placed to access employment and education opportunities, ultimately reducing our historically high unemployment rates. There is also a focus on Culture, Heritage, Libraries and Museums, the intention being to enrich our cultural offer but also to better forge a link between culture and skills and employment.

In furthering this objective there is a close link between this portfolio, Development, Transport and the Economy and Children, Young People and Families.

Key Policy Priorities and objectives this year include:

- Improving the youth offer to young people - integrated for all young people
- Creating a Skills and Training Investment Plan – Including District Jobs and Skills Plans
- Setting up the Birmingham Apprenticeship Agency
- Continuing the Birmingham Jobs Fund
- Expanding the Care Leavers Apprenticeship programme
- Bringing together a more cohesive approach across the sector of Skills and Training through a strategic youth commission.
- Championing and promoting the arts and culture sector
- Working with the councils Heritage Champion to seek long term solutions and protections for some of our most iconic buildings and social heritage

There are of course many challenges we face in the coming months and years, which do not place at risk our ability to deliver fundamental change, and put at risk some of our most treasured services.

Some of the key risks include:

Cultural Funding agreements post 2016

Safeguarding heritage priorities

Servicing the Library Budget

The Youth Offer (See attached Venn Diagram)

Birmingham has the youngest population of any City in Europe, with over 50% of its population under the age of 35, and over 37% under the age of 25. Whilst youth unemployment in Birmingham has been falling, Birmingham still has a youth unemployment rate twice the national rate, and is also the highest of all the core cities.

However it is important to note that Birmingham has been reducing youth unemployment quicker than another core city over the last 18 months.

We must tackle the high level of long term and youth unemployment in the City and open up employment opportunities to the people of Birmingham. There is huge potential for the future, and we want to ensure that both young people and adults, including graduates from Birmingham Universities, can access the wealth of employment opportunities that our City can offer. We are committed to closing the skills gap, opening up employment pathways, and building skills training for our citizens.

The world of skills and employment is extremely varied and complex and I see one of our fundamental roles as co-ordinating provision and decluttering the offer and access points to young people.

It is important that as a council we recognise that the vast majority of skills and learning is delivered by partners not ourselves, therefore our role is strategic and about influencing the provision and ensuring each citizen has easy access to the skills and opportunities they need., perhaps focusing our direct provision on those most in need.

The 2014/15 Birmingham City Council budget identified an additional £1m to create a more joined up offer to young people, which ensures that all services work better together, and can be easily accessed by all young people.

The Youth Offer review has mapped the current services available to young people in Birmingham and reviewed best practice examples both locally and nationally. The initial review has begun with a focus on education, employment and training, and will deliver recommendations for creating an effective and achievable Youth Offer for young people aged 14-25, and include options for use of the £1million.

Birmingham Skills Investment Plan

The Birmingham Skills Investment Plan will focus on closing the skills gap, building employment pathways, and increasing the number of job opportunities available in Birmingham. We want to develop Birmingham as 'a City of a 1000 Skills', where people possess the skills that they need to access employment and training.

We are focusing on linking skills with the needs of the labour market, and publishing a Birmingham Skills Investment Plan will set out how schools, agencies, commissioners, and employers can work together to develop the skills necessary for future growth in the city.

Birmingham Internship and Apprenticeship Agency

Internships and Apprenticeships are increasingly perceived as a route into employment and we want to build on the work of the Youth Unemployment Commission by launching a new Internship and Apprenticeship Agency which will bring businesses, colleges, and specialist training providers together under one umbrella, to accelerate and increase the number of apprenticeships available. Alongside this we will also expand the Care Leavers Apprenticeship scheme to provide more opportunities for young people leaving care to benefit from a wider range of work experience and training.

Birmingham Jobs Fund

The Birmingham Jobs Fund was created in response to a recommendation from the Youth Unemployment Partnership, and demonstrates our determination to help young people find employment and training. We are committed to building on its first year of success and investing in the Birmingham Jobs fund. Despite removal of the government element of funding we remain committed to ensuring this is a key part of the offer to young people in Birmingham. Discussions are underway to agree proposals for the next phase of Birmingham Jobs Fund, building on experience to date and ensuring that we have a clear position for delivery in year two.

Birmingham Baccalaureate

Discussion is underway about how we ensure that every young person has access to the BBacc and skills passport, following the pilot. The Intention remains that every young person in Birmingham has access to the careers advice and skills training passport that employers find so valuable to demonstrate work readiness.

District Skills Training and Jobs Plans

Integral to the skills agenda is the role of devolution, district Jobs and Skills plans. It is my view that we can build on the good work done during the WNF era at district level. The role of districts in delivering

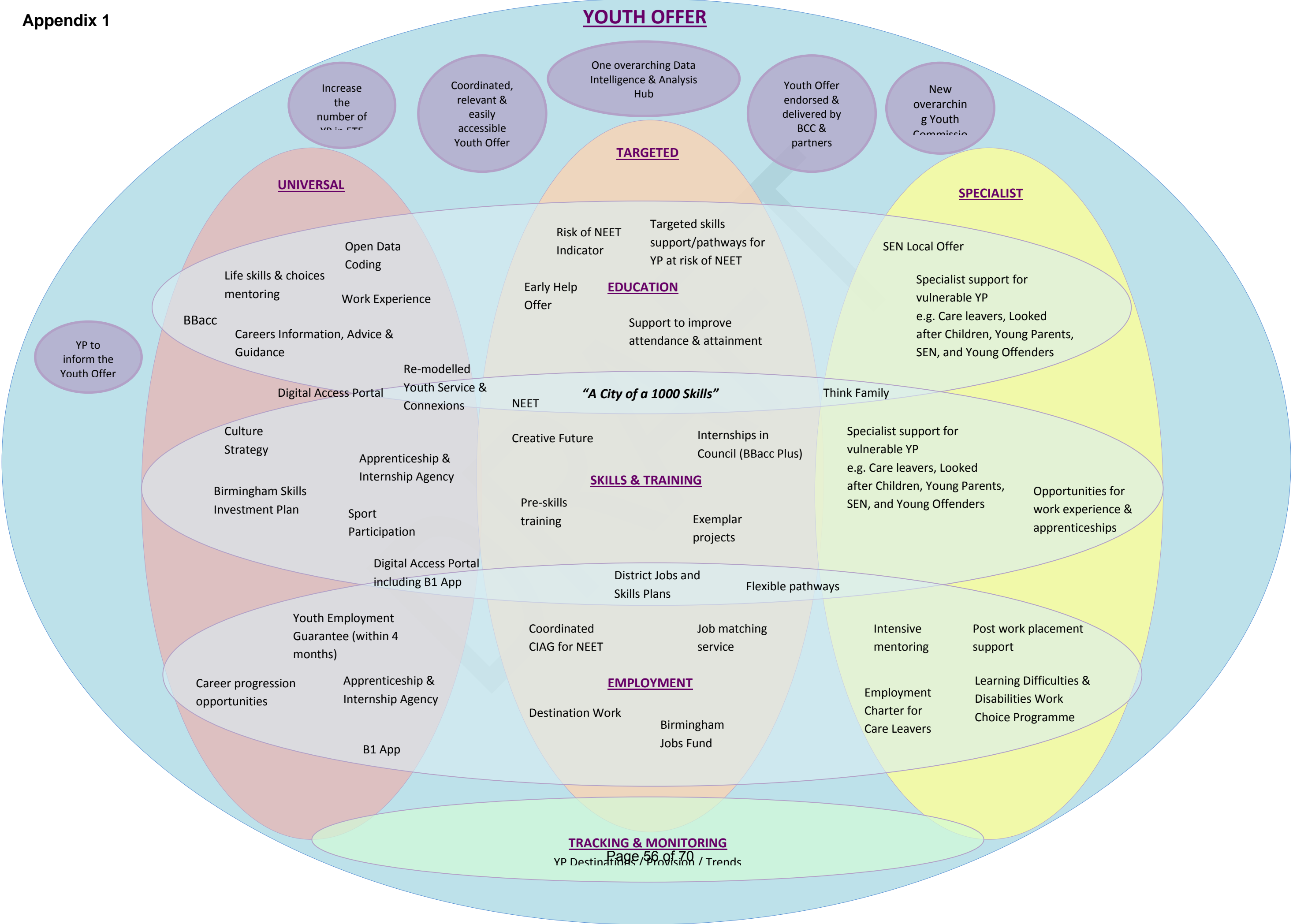
pre-skills and pre-work training is essential. Blockages to employment are different across the city and often interventions are best placed at a local level.

Creative Future

Creative Future is Birmingham's Strategy for Children, Young People and Culture. The strategy aims to increase access to the arts, raise the quality of arts activities, and recognise the achievements of children and young people in the arts. It seeks to help young people build skills, knowledge and understanding, and engage with culture as creators, participants, audiences and leaders. The strategy links to a wider portfolio aim of encouraging the take up of arts and culture so that our young people can access employment and training opportunities in the creative industries.

Partnerships

We continue to work and partnership on a number of key areas across the portfolio. The Museum Trust, Library of Birmingham Trustee's (although service is entirely in-house), Birmingham Arts Partnership, Arts Council England , Heritage Champion – Councillor Phil Davis, Local Arts Forums and many more. These partnerships remain important to the council and service delivery for the citizens and the likelihood is that with future financial challenges partnerships are going to continue to grow in importance.



Report to the Culture, Learning and Skills Overview and Scrutiny Committee

Cabinet Member for Skills, Learning and Culture Update Report

12th February 2015

Purpose of Report

The purpose of this report is to update the Culture, Learning and Skills Overview and Scrutiny Committee on the progress of policy priorities within the Skills, Learning and Culture portfolio.

Recommendation

That Members note this report.

Councillor Penny Holbrook
Cabinet Member for Skills, Learning and Culture

CABINET MEMBER SKILLS, LEARNING AND CULTURE: UPDATE REPORT TO THE CULTURE, LEARNING AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE - 12 FEBRUARY 2015

1. Introduction

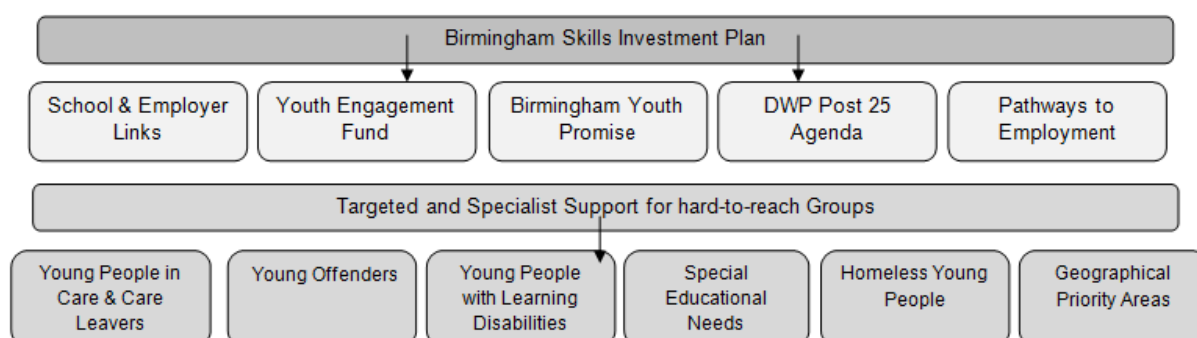
The current climate of increasing pressures and financial difficulties has presented the Council with a number of difficult decisions, and since my last report to you in August 2014, significant challenges have presented both within this portfolio, and across the Council as a whole. Despite this however, we remain committed to tackling the high level of long term and youth unemployment in the City, and opening up the wealth of employment opportunities to the people of Birmingham. To this end, we have launched a number of initiatives which guarantee a positive change for our city, and ensure that skills, learning and culture are firmly embedded as a priority.

2. Skills Strategy

Addressing youth unemployment and closing the skills gap remains a priority for the City Council. We recognise that this is the biggest issue that the City faces and we are not short of opportunities to offer citizens, whether these are employment vacancies, college places or apprenticeship opportunities. The challenge however is addressing the need for qualifications and skills, and ensuring that people have all the tools necessary to access these opportunities and develop a career. The City Council is one of many key partners in addressing skills and unemployment, and our role is one of leadership and influence; coordinating and coproducing the strategies and planning to ensure there is clear coherence around pathways to employment and training in the city.

Furthermore, the barriers faced by people in accessing employment and training are inherently local and varied across the City, and we recognise that these also need to be addressed on a local level. In response to this, detailed employment and skills plans are being developed by each of the ten Districts in Birmingham to support people locally to undertaking 'pre-skills training', and support individuals to overcome the barriers that they face at a local level prior to navigating the pathways and routes into employment.

The Skills Strategy is outlined below:



3. Birmingham Skills Investment Plan

The employment and skills needs of a local labour market are inherently local issues, and tackling these problems requires a locally co-ordinated approach. The Birmingham Skills Investment Plan will be clearly rooted in an employer led statement of current and future skills needs in the City of Birmingham, linked to jobs and economic growth but more positively to identify ways in which further or better investment in skills would make better use of the human resource in a city with the youngest population profile of any city-region.

This will include: better articulated employment and skills needs captured through the broader activities of the Growth Hub; co-investment in skills development by businesses, service providers and schools in order to upskill the existing workforce; an employer led approach to addressing youth unemployment; encouraging businesses to provide meaningful work experience and promote links with schools; and facilitating improved pathways into employment.

We recognise that gaining the skills to develop a route to meaningful and sustainable employment begins at school, and we therefore seek to work alongside schools and employers to develop these relationships and equip young people with the work based skills that businesses require.

The Skills Investment Plan is currently being developed, working with Birmingham FE Colleges which have clustered into a LEP wide consortium. Whilst there are a number of stakeholders who will need to be fully consulted and involved in the development of the Plan.

a. Birmingham Apprenticeship & Internship Agency

Linked to the Skills Investment Plan above, the Birmingham Apprenticeship and Internship Agency seeks to create more opportunities for young people, expose our young people to the world of work, and develop connections between schools and businesses. We want to make it much easier for young people to make the transition from education to employment or training. At the moment if a young person falls out of employment or training from 14 onwards, it can be very difficult for them to get back on track. We will focus on providing our young people with transferable skills and pathways which can be easily navigated.

b. District Skills Training and Jobs Plans

District Jobs and Skills Plans are currently being developed by each of the Districts across the City with many in their final stages. These Plans set out the background of each District, economical and statistical data, skills gaps, local priorities, and existing provision, and will also include an action plan individual to each District.

4. Birmingham Youth Promise

Birmingham's Youth Promise is our ambitious desire to put young people back at the heart of the future of our great city. Birmingham's Youth Promise guarantees that all of Birmingham's young people from 14 years up to the age of 24 years (25 for those covered by statutory responsibilities) will be guaranteed access to employment, education, training, apprenticeship or experience of work within four months of leaving a job, education or training.

The promise will be delivered through a combination of both new and existing initiatives, including a new Birmingham Careers Service with a primary aim of targeting youth unemployment for 16-19 year olds, providing careers advice and guidance, and tracking the destinations of all 16-19 year old NEET young people in the city. For vulnerable young people who face the biggest barriers, specialist support/mentoring will be made available to support them to access employment, education or training, and universal digital access point will be made available to every young person across the city where they can find out about opportunities matched to their skills and aspirations.

a. Digital Access Point

A universal Digital Access Point will be made available to every young person across the city where they can find out about opportunities matched to their skills and aspirations. Work is currently underway developing a specification for Phase One of the Digital Access Point, and it is envisaged that this first phase of the Digital Access Point will be live and available across the City in summer 2015.

b. Birmingham Careers Service

The new Birmingham Careers Service has a primary aim of targeting youth unemployment for 16-19 year olds, providing careers advice and guidance, and tracking the destinations of all 16-19 year old NEET young people in the city. To date, the Birmingham Careers Service has successfully reduced the backlog of Not Known young people in the City from 11,108 in August 2014 to 3,178 in January 2015 – with a further target of reducing to this 1,000 by the end of March 2015. Alongside tackling the original backlog of Not Known's, the Birmingham Careers Service is now also looking at the 'live' figure for Not Known young people, with an ambition to also drive this down to an initial figure of 9%.

c. Specialist Mentoring

For vulnerable young people who face the biggest barriers, specialist support and mentoring will be made available to support them to access employment, education or training. The Birmingham Careers Service is leading on this strand of work and has made links with procurement, with a view to securing suppliers who will begin delivery of this specialist mentoring from approximately May 2015.

d. Targeted Funding

As part of the Youth Promise, targeted funding will be made available for local areas to spend on those who need it the most. The criteria and application process for this funding is currently being prepared.

e. Transport

Conversations are currently underway to begin scoping a transport offer as part of the Youth Promise, with an ambition to develop an offer which will support young people to access opportunities across the City.

5. Pathways to Employment for Young People

The Council recognises that it should be offering more opportunities for young people, and is currently developing a model through which the Council as an employer can offer young people a menu of long term and meaningful in-house experiences and learning opportunities, which will prepare them for progression towards future sustainable employment, either within or outside the Council, in order to contribute to the Youth Promise. It is our ambition that this model will include 'Have a Go' sessions, job tasters, work experience, traineeships and apprenticeships, and aims to equip young people with the skills and resilience they need to compete for apprenticeships, sustain their employment and develop a career route. Furthermore, this will support the Council's wider ambition to tackle levels of youth unemployment in the city, and the need for the Council workforce to reflect Birmingham's demographic and meet the Council's future skills needs.

6. Working with the DWP

As a City Council we are positioned alongside the primary strategic employment and skills investment partners: the Department for Work and Pensions (DWP), the Skills Funding Agency and the National Apprenticeship Service. We envisage working closely with the DWP in developing a post 25 skills agenda for the city; upskilling those who are already in employment and supporting others to access the world of work.

a. Project 20,000

Work has begun on developing a new strategic partnership between Birmingham City Council and Birmingham and Solihull DWP to make a difference to the unemployment rates in our area. It is envisaged that a new project, titled Project 20,000, will mobilise and in 12 months capture 20,000 job opportunities and provide access to jobs for up to 5,000 unemployed residents.

7. The Birmingham Jobs Fund

The Birmingham Jobs Fund (BJF) is a multi-agency initiative led by Birmingham City Council in response to the recommendations of the Birmingham Commission on Youth Unemployment, published in January 2013. The overall aim of the fund was to stimulate employment and apprenticeship job opportunities through the alignment and enhancement of available incentive packages for employers, and to directly match unemployed 16-24 year old Birmingham residents into those jobs.

At the end of the first full year of operation, Birmingham Jobs Fund had exceeded its original target of 1,000 job starts, and given this success, a further £2 million commitment was identified to support continued activity in 2014/15.

As at 14th October 2014, the total job starts achieved by the fund since its inception in April 2013, had reached 1,761, and it is envisaged that Birmingham Jobs Fund activity will continue to be supported into 2015/16.

The attached Appendix A lists the Birmingham Jobs Fund targets by ward for 2014/2015.

8. The World post-Kerslake

Sir Bob Kerslake recently conducted an independent review of the governance and organisational capabilities of Birmingham City Council. One of his recommendations included the creation of a new locally-led high powered partnership board focused on increasing employment and improving skills, starting from the most deprived parts of Birmingham. In response to this recommendation, plans are being developed to create this Skills Board.

9. Adult Education

Adult Education continues to perform well and has achieved 'good' by OFSTED. It is working to expand on its current offer by delivering bespoke services in the world of work, traineeships linked to the apprenticeship agency programme and is working to develop a specific work support programme for people with mental health support needs.

Culture

10. Creative Future III

A Creative Future, Birmingham's strategy for children, young people and culture, reflects a shared vision for what cultural provision for children and young people in our city can and should be. The framework was developed in close collaboration with a wide range of partners, agencies, young people, parents and carers from across the city and it embraces everything from pre-school experience of the arts and culture through to creative employment. The strategy considers the needs of young people of all backgrounds as well as recognising the enormous value and potential of their cultural contribution to the future of our city.

Creative Future III is the third iteration of the strategy, and builds on the strengths and achievements to date and extends the age range to include young people up to the age of 25 years. This reflects an increased emphasis on supporting young people into training and employment, linking to Birmingham's Youth Promise.

11. The Library of Birmingham

The Council's budget white paper for 2015/2016 has outlined the proposals to reduce the number of staff and services at the Library of Birmingham, the opening hours and the support given to community libraries. We will continue to ensure that the impact for all concerned is minimised, but given council's current and future budget issues we can no longer leave any service untouched.

12. Heritage Week

The city council has nominated 2015 as a 'Year of Culture on Your Doorstep' (title to be confirmed) and one of the key objectives for this year will be to encourage increased citizen engagement and participation in a range of cultural activity and co-design at a local level. As part of this 'Year of Culture', it is envisaged that Birmingham Heritage Week will take place in Birmingham in September 2015, and will be one of the major opportunities for our residents to engage in cultural activity.

13. Birmingham Museums Trust

The Birmingham Museums Trust continues to develop its business plans for future and has this increased visitor numbers despite budget cuts. In recognition of the difficulties the cuts both from BCC and the Arts Council have caused, BCC applied one off relief of £600,000 this financial year to help with redundancy cost.

14. Birmingham Arts Partnership

The Birmingham Arts partnership is working to develop a local offer around Community arts, and have secured some external funding to develop a proposal. We will continue to work with them on this and in the context of the Birmingham Cultural Pound.

15. Cultural Pound

As we have seen this year with the Library of Birmingham, no service can remain protected against cuts given the scale of the challenge. In future years we will be looking at future reductions to the arts funding and major events. With this in mind we have developed the concept of the cultural pound. This indicates that to continue Birmingham's cultural offer at its current rate will cost £8.8M, with council contribution falling in coming years. We will have to look to other sectors in Birmingham to help meet this need.

16. Conclusion

When we look into the future, we are faced with increasingly grim news, as budgets will continue to reduce whilst the needs of people in Birmingham will continue to grow. Therefore we must be honest about what councils can and cannot do in the future. But we will continue to work with partners across the sector to redesign how we effect change in Birmingham.

Our vision remains one where every citizen has the best outcomes both economically and culturally that Birmingham can provide.

Appendix A – BJF targets by ward for 2014/2015

Ward*	Number of JSA claimants aged 18-24	Youth Claimant Proportion**	Proposed target for BJF	Number of claimants in ward as a proportion of total
Washwood Heath	596	15.20%	92	6.1%
Aston	500	10.10%	77	5.1%
Sparkbrook	488	12.00%	75	5.0%
Bordesley Green	481	12.60%	74	4.9%
Lozells and East Handsworth	466	12.00%	72	4.8%
Nechells	448	5.70%	69	4.6%
Soho	339	9.10%	52	3.5%
Stockland Green	316	11.90%	49	3.2%
Springfield	313	8.60%	48	3.2%
Shard End	310	11.80%	48	3.2%
Hodge Hill	300	10.70%	46	3.1%
Kingstanding	283	10.80%	44	2.9%
Weoley	264	10.10%	41	2.7%
South Yardley	261	8.60%	40	2.7%
Tyburn	261	10.50%	40	2.7%
Handsworth Wood	253	7.70%	39	2.6%
Bartley Green	241	9.60%	37	2.5%
Brandwood	230	10.10%	35	2.4%
Acocks Green	219	7.70%	34	2.2%
Stechford and Yardley North	210	8.10%	32	2.2%
Billesley	209	8.40%	32	2.1%
Kings Norton	207	9.40%	32	2.1%
Longbridge	205	9.20%	32	2.1%
Northfield	202	8.20%	31	2.1%
Quinton	193	9.10%	30	2.0%
Ladywood	190	2.50%	29	2.0%
Erdington	186	9.20%	29	1.9%
Moseley and Kings Heath	180	8.00%	28	1.8%
Perry Barr	178	5.80%	27	1.8%
Bournville	163	7.70%	25	1.7%
Oscott	159	7.10%	24	1.6%
Hall Green	149	6.40%	23	1.5%
Selly Oak	138	1.10%	21	1.4%
Edgbaston	135	1.80%	21	1.4%
Sheldon	125	6.40%	19	1.3%
Harborne	124	4.70%	19	1.3%
Sutton Trinity	78	4.10%	12	0.8%
Sutton Vesey	62	3.60%	10	0.6%
Sutton Four Oaks	40	2.60%	6	0.4%
Sutton New Hall	36	2.30%	6	0.4%
Birmingham	9,735	7.30%	1500	100.0%



Economy, Skills & Sustainability O&S Committee: Work Programme 2015/16

Chair: Cllr Victoria Quinn

Committee Members: Cllrs Caroline Badley, David Barrie, Jerry Evans, Des Hughes, Timothy Huxtable, Ziaul Islam, Merion Jenkins, Josh Jones, John O'Shea, Habib Rehman and Claire Spencer

1 Meeting Schedule

Date	What	Officer Contact / Attendees
19th June 2015 (informal) 1000 hours Committee Room 6	Scrutiny Update	Emma Williamson, Head of Scrutiny Services
	Work Programme discussion including: Updates from Waheed Nazir on Planning and Regeneration issues and Anne Shaw on Transportation matters and Councillor Penny Holbrook on the Skills and Learning agenda	Benita Wishart/Baseema Begum, Scrutiny Office
10th July 2015 1000 hours Committee Rooms 3&4	Virgin Trains: West Coast Main Line Franchise	Phil Cavendar, Route Director/ Annabel Gaba, Head of Public Affairs, Virgin Trains Communications
	Super September: Grand Central/New St Station Opening	Jacqui Kennedy, Acting Director for Place Others TBC
	Cabinet Member for Skills, Learning and Culture – Update on Culture agenda	Cllr Penny Holbrook Jon Lawton, Cabinet Support Officer
18th September 2015 1000 hours Committee Rooms 3&4	Outcomes relating to Report for Changing Gear: Transforming Urban Mobility through cycling and walking	TBC
	Consultation with Committee on the Road Safety Strategy	Cllr James McKay, Cabinet Member Inclusion and Community Safety and Philip Edwards, Head of Growth & Transportation
16th October 2015 1000 hours Committee Rooms 3&4	[TBC: Skills focus]	



Date	What	Officer Contact / Attendees
13th November 2015 1000 hours Committee Rooms 3&4	Tracking Report for Household Recycling Centres	TBC
	Tracking Report for From Waste to Resource	TBC
	Cabinet Member for Sustainability	Laura Davis, Cabinet Support Officer
11th December 2015 1000 hours Committee Rooms 3&4	Local Centres update	TBC
	TBC	
15th January 2016 1000 hours Committee Rooms 3&4	Flood Risk Management and Response Annual Report	Clive Wright, Drainage and Flood Risk Manager
12th February 2016 1000 hours Committee Rooms 3&4	Cabinet Member for Development, Transport and the Economy	Chris Brockie, Cabinet Support Officer
11th March 2016 1000 hours Committee Rooms 3&4	TBC	
15th April 2016 1000 hours Committee Rooms 3&4	TBC	

2 To Be Scheduled

2.1 The following items could be scheduled:

- Waste Strategy – November 2015?
- Green Commission – carbon reduction citywide
- City Centre Development – Public Realm in the City Centre
- Work Programme Providers
- Greater Birmingham & Solihull LEP: employment, skills and Growth Deal opportunities
- Housing Strategy/ Affordable housing/ Sustainable Urban Extension
- Technical City Enterprise Zone



- Greater Birmingham Growth Hub
- Update on the Enterprise Zones and lessons learned
- HS2 with reference to the Skills agenda

3 Other Meetings

Call in Meetings

29th May 2015 Westside Bid Decision: Not Called-In

Petitions

*None
scheduled*

Councillor Call for Action requests

*None
scheduled*

It is suggested that the Committee approve Friday at 10.00am as a suitable day and time each week for any additional meetings required to consider 'requests for call in' which may be lodged in respect of Executive decisions.

4 Forward Plan for Cabinet Decisions

The following decisions, extracted from the Cabinet Office Forward Plan of Decisions, are likely to be relevant to the Economy, Skills & Sustainability O&S Committee's remit.

Title	Portfolio	Proposed Date of Decision
Considerations around a potential Combined Authority	Leader	20 July 2015
Clearance of Properties at the Fordrough/Houldey Road and Shard End Crescent/The Heathway	Development, Transport & the Economy	20 July 2015
Transportation and Highways Capital Programme 2015/16 to 2017/18 Programme Definition Document	Development, Transport & the Economy	20 July 2015
Land Appropriations to support Housing Growth	Development, Transport & the Economy	20 July 2015
Minworth Island Local Growth Fund Improvements and A38 Sutton Coldfield Bypass Local Highways Maintenance Challenge Fund Business Case	Development, Transport & the Economy	21 Sept 2015



Title	Portfolio	Proposed Date of Decision
Birmingham Community Energy Company	Sustainability	21 Sept 2015