

## Briefing Note

## Perry Barr District Committee

Date: 30<sup>th</sup> November 2017

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### Update on Jobs and Skills delivery

#### 1. Purpose

To update Perry Barr District Committee on aspects of the Council's employment & skills delivery which have an impact on the District and surrounding areas.

#### 2. Background- Economic context

##### 2.1 City-wide unemployment

As at September 2017 Birmingham had a total of 31,660 unemployed claimants (unadjusted) representing a claimant rate of 6.2% compared to a UK average of 2.4% (Birmingham Unemployed briefing Oct 2017)

##### 2.2 Perry Barr District and ward level statistics

At the same date Perry Barr District had 3,815 unemployed claimant residents representing a claimant rate of 6.6% (i.e. slightly above the City average and 4<sup>th</sup> highest of Birmingham's 10 Districts by rate).

Within this ward figures were as follows: Lozells & East Handsworth: 2,010 unemployed (claimant proportion 9.8 %); Oscott 410 unemployed (claimant proportion 2.6%); Perry Barr 560 unemployed (claimant proportion 3.7%); Handsworth Wood 840 unemployed (claimant proportion 4.4%). (NB: City average claimant proportion is 4.4%)

##### 2.3 Youth Unemployment

18-24 year old unemployment has halved in Birmingham since 2013. However, the volume of claimants in this age category City-wide is 6,465 and this remains the highest volume of young unemployed of the UK core cities. 735 of these live in the Perry Barr District.

#### 3. Delivery & Impact

##### 3.1 Birmingham & Solihull Youth Promise Plus

- 3.1.1. Birmingham and Solihull Youth Promise Plus (YPP) is a project funded through the European Commission Youth Employment Initiative for which Birmingham City Council is the accountable body on behalf of a wider partnership of delivery agencies (including Solihull MBC, West Midlands Police and Crime Commissioner's Office, WMCA Transport, The Prince's Trust, UHB Hospital Trust Consortium and

Birmingham Voluntary Services Council.) The YPP project targets personalised employment and skills support on 15-29 year olds who are not in Education, Employment or training (i.e. NEET). Delivery through a range of partner agencies and externally contracted providers runs from April 2016 to July 2018. The aim is to engage and support 16,610 young people with at least 44 % of these moving into a positive outcome around returning to education, accessing training or employment by the end of the project.

- 3.1.1 The YPP project involves a package of localised match funding/activity. For every pounds' worth of local match the project can draw-down two pounds of grant from ESF and YEI allocations. Following a BCC cabinet report in October 2017 the project finances have been reconfigured and down-scaled to reflect a £5 million reduction in available local match funding due primarily to changes and late clarifications in national DWP guidance on eligibility and evidence requirements. Following these revisions, the gross value of the project is £35 million but the target around supporting 16,610 young people remains with 70% of this anticipated directly through the YPP delivery and 30% through partnership working to effectively signpost and refer young people into complementary aligned provision such as Big Lottery Talent Match, other BCC and Solihull MBC services through Careers and Youth Service functions etc.
- 3.1.2 The YPP project provides Intervention Worker services accessible in jobcentres and community settings to NEET young people who receive intensive personal coach /mentor support, linked to pathway opportunities (e.g. Work Experience, in work training etc.) and end vacancies with employers generated through the project's Business engagement service. In addition the project has commissioned specialist provision for those at risk of homelessness, care leavers, those at risk of offending, and young people with mental health support needs and/ or learning difficulties/disabilities.
- 3.1.3 As at November 2017 (and with 7 months of delivery left) the YPP project has so far achieved the following outputs across the Birmingham and Solihull area: (see attached YPP Dashboard infographic).

<b>Young people engaged</b>	<b>10,739</b>
<b>No of participant's A-rated (i.e. fully evidenced and verified to EU claim requirements)</b>	<b>8,800</b>
<b>Employment &amp; training outcomes</b>	<b>1,152</b>

- 3.1.4 To date therefore the total conversion rate of A-rated participants into positive outcomes is running at 13% (i.e.  $1,152/8,800 \times 100$ ). By the end of the project in July 2018 this is targeted to have reached 44%. It would be expected that the profile of final outcomes reflects a large volume of outputs being achieved in the last 3-4 months of the project delivery when most participants have benefitted from a longer period of employment & skills support. Moreover if we just consider those that have

already left /completed their time on the project, it is noted that 63% of those completing/leaving have moved into positive outcomes. Nonetheless, the maximisation of positive progressions remains a key priority between now and July 2018.

- 3.1.5 The delivery of the YPP project has been around 5 Localities areas – North Birmingham, East Birmingham, West & Central Birmingham, South Birmingham and Solihull. The Perry Barr District is part of the North Birmingham locality which also includes the Erdington and Sutton Coldfield Districts. The locality target for the project in North Birmingham was that 22% of the participant starts and outcomes would relate to residents of the North area. This was based on youth unemployment statistics supplied by DWP at the start of the project showing relative levels of need between target localities. As at October, 22% of participants have been drawn from the North area which is the expected proportion. (NB: By November claim this figure has risen to 24%). The proportion of positive outcomes so far achieved with residents from the North locality is behind target at 15% and increasing these conversions will be a key priority between now and the end of the project in July 2018.
- 3.1.6 A more detailed breakdown of performance figures relating to the impact of YPP so far on the North Birmingham area is shown in the following tables. Please note that this more detailed breakdown relates to figures collected earlier for the period to the end of October 2017 and therefore differs slightly from the overall figures shown to November 2017 (above). The specific wards in the Perry Barr District have been highlighted.

Total outputs to Oct 2017 from YPP in respect of the North Birmingham area are as follows:

Measure	City wide actuals to October 2017	North Birmingham actuals	North Birmingham outputs as % of City wide outputs
Participant starts (A rated)	8,678	1,938	22%
Into employment, education or training	995	145	15%
Obtaining qualifications	113	17	15%

Total North Birmingham YPP Participants by ward

<b>Total North Birmingham YPP Participants to Oct 2017</b>	<b>1,938</b>
Erdington	144
Handsworth Wood **	191
Kingstanding	197
Lozells & East Handsworth **	549
Oscott **	90
Perry Barr **	145
Stockland Green	287
Sutton Four Oaks	24
Sutton New Hall	33
Sutton Trinity	44
Sutton Vesey	45
Tyburn	189

**\*\*Total YPP participants from Perry Barr District wards is therefore 975**

3.1.7 The principal contracted locality YPP provider in North Birmingham is Prospects Services Ltd, alongside a supply chain of more local sub-contractors including Better Pathways, Disability Resource Centre, Street Leagues, SRS, Phoenix Training, GHC and Witton Lodge Community Association. They have Intervention Workers embedded in jobcentres and at a range of community outreach venues across the patch.

### **3.2 Birmingham City Council Employment Access function**

3.2.1 The Council also utilises its role as both a planning authority and a procurer of contracts to identify major developments and employer relocations and expansions, and to then negotiate with identified employers around developing supported recruitment pathways to seek to maximise the recruitment of unemployed local people to available job opportunities. In the context of the Birmingham Skills Investment plan, through initiatives such as the “Step Forward” campaign, the Council also works collaboratively with FE/Skills training providers to build appropriate training into these pathways.

3.2.1 In addition to major City-wide/ central developments such as HS2, and potentially the Commonwealth games, specific opportunities developing in this respect which have a particular relevance to North Birmingham (and Perry Barr District) include:

- Projected retail growth in Perry Barr (up to 20,00 sqm )
- Project new homes in the district- 700 dwellings
- BCU campus development
- Hydraforce -Advance Manufacturing Hub

### 3.3 **Jaguar Land Rover (JLR)**

3.3.1 Through partnership working with Witton Lodge Community Association, a Job Club and Academy delivery model has been developed and agreed with JLR in order to assist with the recruitment and training of local people around JLR and supply chain vacancies and manufacturing employment in general.

3.3.2 Birmingham City Council held a progress meeting with JLR and Manpower (their designated recruitment agency) at Witton Lodge CA on 24 October 2017. JLR had concerns around the timing of the Jobs Club and Academy whilst they and their supply-chain do not currently have any live opportunities to put on the table for Academy participants.

3.3.3 Birmingham City Council agreed to target in-house employer engagement activities to focus on the wider manufacturing and engineering sector in order to run alongside the Academy activity in order to provide alternative progression routes for participants completing the training package. On this basis it was agreed that a first recruitment and awareness raising session for the Academy be planned before Christmas (provisional dates being considered 12/13/14<sup>th</sup> December).

3.3.4 JLR HR will support this session, getting their supply chain involved in delivering information workshops where they will give an insight into what the employer looks for and what it's like working in the sector. It was agreed that the first training will be a pilot and that it will train 15-20 people and will focus on one role (production line). Manpower, (who recruit all of JLR's production line staff) will input by training the trainers, in this case from Birmingham Metropolitan College.

## 4 **Future resources**

A number of options are currently being taken forward with regard to future resources to support employment and skills activities. Specifically;

4.1 **West Midlands' Combined Authority (WMCA) Employment and Skills pilots:** £4 million across the WMCA area has been identified as part of the initial Devolution package with central government in order to trial an in-depth neighbourhood approach to employment & skills development. The Birmingham element of this will focus on neighbourhoods in Washwood Heath and Shard End each of which will be allocated around 20% of the overall budget given the levels of need evident in these areas. Birmingham City Council is currently in discussion with WMCA around the intended delivery model and procurement process around the pilot, with commissioning due

early in the new calendar year for a June 2018 start. However, if these pilots are successful they could form the basis of a further roll out of devolved funds to be targeted on other neighbourhoods including those in North Birmingham.

- 4.2 The Council is also currently progressing 4 ESF project applications under priorities 1 and 2 of the ESIF programme. Priority 2 bids relate to Business growth and development. Priority 1 relates to employment and skills support for individuals. **Specifically in Priority 1 outline bids have now been submitted as follows:**

- **ESF 1.1 Skills for growth-** pathway progressions for adults into and through work. – Outline bid was successful and full application is now being developed.
- **ESF 1.2 Sustainable integration of young people into the Labour market (NEETs and Risk of NEETs 15-24 years olds)-** awaiting DWP national managing agency decision on outline application stage

If approved delivery on these new projects would begin in August 2018 and could extend for 3 years into 2021. The bids create a potential to generate gross value activity of around £20 million over 3 years across the more developed area of Greater Birmingham & Solihull LEP (i.e: Birmingham, Solihull, Bromsgrove, Redditch and Wyre forest).

- 4.3 Money remaining unallocated in the GBSLEP area relating to the Youth Employment Initiative is currently the subject of discussion at the EISF committee with the DWP national managing agency. The Council's European Division is currently putting forward the argument that this should be retained in the local area and flowed back through the ESF allocation to allow all projects positively evaluated through the ESF calls outlined above to be progressed.

## **5 Local Employment & Skills Boards- North Birmingham**

- 5.1 In order to assist with co-ordination and partnership working around the employment & Skills agenda, the Council has facilitated the setting up of Local Employment & Skills boards in 4 quadrants of the City following consultative summit meetings held in August/Sept.
- 5.2 The North Birmingham Board has met once, convened and led by Witton Lodge Community Association as local champions. The Board agreed key priorities around Schools and education transition, a local employer engagement campaign, communication and mental health support needs. Task and finish groups around these areas for action are being established.
- 5.3 A prospectus and "plan on a page" is being developed for report back through the Birmingham wide Employment & Skills Board within the GBSLEP structure.

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Contact Officer: Andrew Barnes 0121 303 3740 [andrew.barnes@birmingham.gov.uk](mailto:andrew.barnes@birmingham.gov.uk)