

Selly Oak Jobs and Skills Plan September 2015

Overview of Selly Oak District¹

Selly Oak District is situated in the south of the city, bordering Worcestershire to the south and Moseley and Edgbaston to the north. It is composed of 4 wards, each having three elected councillors – Billesley, Bournville, Brandwood and Selly Oak.

Unemployment Claimant rates and **Worklessness** are well below the city average, although there are local variations. The large numbers of students living in Selly Oak ward has an impact on the labour market and skills statistics, particularly for that ward.

Selly Oak District has a different **age profile** to the city as a whole, with a bulge in the 20-24 age cohort, largely in Selly Oak ward, influenced by the proximity of the University of Birmingham. 19,300 residents are aged 18-24, equating to 19% of the population, compared to 12% for the city. The proportion rises to 49% in Selly Oak ward. This also influences the overall working age population, with 104,067 residents being of working age (68%) compared to Birmingham as a whole (64%).

The **ethnic profile** of the working age population in the district differs to that of the city, with a much higher proportion of white working age residents (78%) compared to the city average (59%). Overall, the largest non-white groups are Indian and Pakistani (4%). Bournville ward has the highest percentage of White residents (85%) and Selly Oak ward the lowest (72%).

Deprivation levels are much lower in the district than for the city as a whole. Bournville and Selly Oak wards have very low levels of deprivation. Brandwood has pockets of high deprivation to the west and particularly the south of the ward (Druids Heath), and has the highest proportion (13%) living in the 5% most deprived LSOAs. Billesley ward has generally higher levels, with 38% of the population living in the 10% most deprived LSOAs in England and 68% in the 20% most deprived (Appendix: Table 1 & Map 1).

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

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¹ For definitions please see glossary

Section 1: District Data

1.1 Economic Activity, Employment & Unemployment in Selly Oak District

Economic activity and employment rates are just below the city average with 68% of residents being economically active and 55% employed, compared to 69% and 57% respectively for Birmingham. 36% are full time employees, 12% part-time employees and 6% self-employed (*Census 2011*). The large numbers of students in Selly Oak ward has the effect of lowering the economic activity rate in this ward but also for the district as a whole.

35% of residents are economically inactive, but nearly half of these are students (18%). Around three-quarters of the students reside in Selly Oak ward, where they constitute 44% of the working age population. The long-term sick & disabled (5%), looking after home or family (4%), and retired (4%) account for the majority of the remainder. A full data table can be found in the Appendix Table 2.

In September 2014 there were 2,351 **Job Seekers Allowance (JSA) Claimants** in Selly Oak District equating to a rate of 5.0%, below the city rate of 7.2% but above the UK rate of 3.0%. The district has the second lowest rate of all the districts. 805 claimants had been claiming for more than 12 months. The rate is highest in Brandwood ward (5.9%) and lowest in Selly Oak Ward (3.8%).

The rate has fallen by 1.2 percentage points over the past year, less than the decrease in the city (2.2pp). There is some variation in the decrease in ward rates, with Brandwood ward showing the greatest decrease (-1.7pp) and Selly Oak ward the smallest (-1.1pp).

A full data table can be found in the Appendix Tables 3 & 4. The most up-to-date unemployment data by ward can be found on the council's website – see the Unemployment Briefing which can be downloaded from www.birmingham.gov.uk/birminghameconomy. This includes a map showing unemployment by LSOA.

Youth Unemployment (JSA claimants)² in September 2014: there were 620 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 3.2%, well below the city average of 6.0%. Of these 380 were male and 240 female. 100 had been claiming for over 1 year. Selly Oak has the second lowest youth unemployment proportion of all the districts. Over the year to September 2014 the proportion has fallen by 1.2 percentage points (the city proportion fell by 2.7pp over the same period).

There are significant differences between the wards, with Brandwood (9.2%) and Billesley (7.4%) wards having much higher youth unemployment proportions than Bournville (5.7%) and Selly Oak (0.9%). The high number of students in Selly Oak ward is a significant factor in this low proportion.

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

The number of young people (aged 16-19) estimated to be **Not in Employment, Education or Training (NEET)** in Selly Oak District was 273 in November 2014. This is the third lowest number of all the districts. Billesley and Brandwood wards have the highest numbers within the district at 86 and 78 respectively. Numbers have been adjusted to account for outstanding returns from providers.

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

1.2 Skills Levels in Selly Oak District

School Attainment (as measured by 5 or more GCSEs A*-C including English and Maths) is above the city average, and attainment levels are rising. In 2013 64% of pupils resident in the district and attending Birmingham schools achieved 5 or more GCSEs A*-C including English and Maths compared to 60% for the city. The rate has risen by 6 percentage points since 2011. The city's rate increased by 2 percentage points over the same period.

At 69% attainment is highest in Bournville ward, and lowest in Billesley ward (60%). Attainment has risen since 2011 in all wards except Selly Oak, where it fell by 4 percentage points. A full data table can be found in the Appendix Table 6.

Adult attainment is above the city average at all levels. Only 10,162 (14%) of residents have no qualifications, compared to 21% for the city as a whole. At level 2 and 3 and above rates are well above the city average. 69% are qualified to Level 2 and above compared to 58% for Birmingham, and 53% to Level 3 and above (Birmingham = 40%) (*Census 2011*).

However there are wards differences. Billesley (22%) and Brandwood (19%) wards have the highest proportion with no qualifications. These wards also have the lowest proportions qualified to Level 2+ and 3+. Selly Oak ward is heavily influenced by the large numbers of students and has 76% qualified to Level 3 and above.

A full data table can be found in the Appendix Table 7, along with definitions of the different Levels.

Language: English is the main language of 91% of the working age population and 99% can speak it well. Only 1% cannot speak it or cannot speak it well. This compares with 95% of Birmingham residents who can speak English well. The proportion who cannot speak English or cannot speak it well is 2% or below in all wards. Selly Oak ward (87%) has the lowest percentage for whom English is the main language.

1.3 Key Issues

From the data presented in this section it is possible to identify key issues that can be used to help define and address the jobs and skills priorities for Selly Oak District. These include recognising that the higher education student numbers skew district statistics and mask some important jobs and skills neighbourhood level needs:

- the Job Seekers Allowance (JSA) unemployment rate is above the UK rate (but below the city rate) – and highest in Brandwood Ward
- Brandwood and Billesley wards have higher youth unemployment proportions than the City average
- the number of people in long-term unemployment, whilst not as high as some parts of the city, is high and needs to be addressed

Based on the consultations at the two workshops at the Selly Oak District Convention there is concern that activity should be targeted where it is most needed, we should recognise that travel to services / work is an issue for some people and in some parts of the district and that perceptions regarding apprenticeships and work are limiting behaviours for some groups of job seekers. Also there should be a greater emphasis on individuals and communities doing things for themselves, i.e. supporting social action and community enterprise locally.

Section 2: Employment Opportunities

2.1 Birmingham Economy –future prospects

Research has shown the Greater Birmingham area has a competitive offer in the following sectors – both in terms of inward investment and indigenous growth. Employment growth will be achieved principally through the health of the city centre as the ‘driver’ for the city-region and the development of the Economic Zones and other GBSLEP initiatives. Key areas are:

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

In addition, the development of the city centre Enterprise Zone and improved connectivity between High Speed 2 and the wider LEP will not only create large numbers of jobs directly, but will also offer significant opportunities for attracting further investment and jobs growth.

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

2.2 Business Base in Selly Oak District

There are around 1,600 VAT and PAYE **registered enterprises** located in the district (*BIS 2013*) employing around 24,400 people (*ONS/BRES 2013*). Of these five employ 10-249 people and a further 10 employ 250 or more. 110 enterprises have an annual turnover of £1 million or more and of these 15 have a turnover of £5million or more. Sectoral employment is dominated by public administration and retail and leisure, which together account for nearly three-quarters of all employment. Just under half of all employment is in Bournville ward, where Mondelez is located. A full data table can be found in the Appendix Tables 8 and 9.

Major employers include: Mondelez, WM Travel, Wilmott Dixon and Sainsbury’s, and nearby Queen Elizabeth Hospital and University of Birmingham. However, information on major employers is limited and should be expanded using local district, BCC and DWP intelligence.

The **city centre** is accessible by public transport in under 30minutes during the morning rush hour from the north of the district, but accessibility decreases with distance from the city centre, and journey times are 30-45 minutes from the south of the district. (*Mott McDonald 2013*).

Solihull is accessible from some parts of the district by bus. The major employment sites at the University Hospital Birmingham and the University of Birmingham are also accessible by public transport in 45 minutes or less by public transport.

2.3 Development and Regeneration in Selly Oak District

In Selly Oak the former Battery Park site was the subject of planning consent in September 2013 for regeneration and redevelopment. This will pave the way for an exciting future for the area and the creation of around 2,700 new jobs. In addition a further 800+ jobs will be created within the supply chain. This major investment will include the development of:

- a cutting edge Life Sciences Campus of up to 50,000 sqm new floor space available for a range of uses including pharmaceutical manufacturing. It will offer opportunities for export rich growth and employment
- a new Sainsbury's store
- a range of shops, bars and restaurants, plus parking.

The site is currently undergoing extensive remediation and is likely to be ready for infrastructure works from spring 2016.

The **Life Sciences Campus** straddles Selly Oak and Edgbaston wards and is linked to Birmingham University, the Queen Elizabeth and Birmingham Women's Hospitals. It aims to build on the growing life sciences sector in the WM region, which generated £180m GVA in 2010, along with Birmingham's proven track record in clinical trials and translational medicine.

The former **Selly Oak Hospital site** will be developed with some 650 dwellings and A1-A4, B1(a) and D1 uses (i.e. mixed use – general retail, financial and professional services, cafes, restaurants, pubs/bars, offices and non-residential institutions – e.g. places of worship, community centres).

2.4 Key Issues

General issues affecting businesses in the city

Businesses, especially those within the manufacturing sector, including importers and exporters, remain sensitive to any challenges within the economy. Access to funding remains a constraint on businesses looking to expand, especially with purchasing equipment, and whilst lending is more available it is not necessarily affordable.

Recruitment of staff with the rights skills is often highlighted as a constraint to those companies with vacancies, which in turn impacts on their performance.

Poor quality business space is another issue affecting companies looking to expand, there is often a need to invest heavily in their properties to make them fit for purpose, however the end value often makes the investment unviable. This issue also applies to companies and developers looking to invest in the area, many sites still remain unviable due to land values and development costs exceeding the final return.

Issues specific to Selly Oak

High Speed 2, the Airport and UK Central, the Life Sciences campus, the Pebble Mill site and the development potential at the Battery Park site and Longbridge offer major opportunities for the area if the right connections are in place. As does the potential of a Lifford Business Improvement District (BID) or other similar local business and enterprise network.

Section 3: Training Employment & Skills Provision in and around Selly Oak District

3.1 BCC and Partner Employment Training and Skills Initiatives

- (i) **Youth Promise:** Every young person living in Birmingham will have access to a Universal Offer, which guarantees young people aged 14-25 an offer of: education, training, apprenticeships, experience of work or employment within four months of leaving education, employment or training
- (ii) **Birmingham Jobs Fund:** Financial incentives to businesses recruiting Birmingham young people aged 16 - 24 into jobs and apprenticeships
- (iii) **Destination Work:** An enhanced package of employment support (including motivational support, mentoring and personalised budgets) to 18-24 year old JSA claimants, from 13th week of claim signing on at Perry Barr, Washwood Heath and Chelmsley Wood Jobcentres
- (iv) **Birmingham Talent Match:** BVSC-led partnership of voluntary, public & private orgs from B'ham & Solihull assisting 18-24 year olds, unemployed for 12 months+, to progress into employment, education or enterprise
- (v) Support to workless families within the **Think Families Project**
- (vi) **Enterprise Catalyst:** ERDF funded project, offering advice, support and finance for business start-up and growth, and entrepreneurship in key Birmingham wards, note concludes in 2015)
- (vii) **Disability Support / Work Choice:** Specialist guidance and support for people with disabilities aged 18+ moving into employment
- (viii) **BCC Employment and Skills Services team:** Employment and training opportunities captured through procurement clauses & planning agreements and targeted at unemployed priority groups (particularly in priority wards) through joint working with partner agencies
- (ix) **Building Birmingham Scholarship:** Bursary scheme to help young people 18-24 into careers in construction / built environment sectors; support can cover work placements, internships, apprenticeships and employment
- (x) **Unlocking Talent and Potential:** DLG funded programme to build capacity of schools to deliver enterprise and careers, being rolled out across schools but does not yet include any within Selly Oak district
- (xi) **Pre and Post 16 NEET Provision:** ESF to support disengaged young people and post 16 to positive progression pathways. Being delivered by Seetec Ltd across Birmingham and Solihull and targeted at specific groups and wards.

3.2 Employment Training & Skills Services / Providers (see appendix Table 10 for contact details)

(i) Secondary Schools

- Kings Heath Boys' Mathematics and Computing College
- Selly Oak Trust School
- Selly Park Technology College for Girls

With Sixth Forms:

- *Baverstock School*
- *Bournville School and Sixth Form Centre*
- *Dame Elizabeth Cadbury School and Sixth Form Centre*
- *King's Norton Boys' School*
- *Kings Norton Girls' School*
- *Swanshurst School*

(ii) Further Education

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

Includes Apprenticeships and Traineeships.

- *None*

(iii) Adult Educations Centres

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

- *Selly Oak Adult Education Centre*
- *Dame Elizabeth Cadbury Centre*
- *Trittiford Adult Education Centre*

(iv) Foundation Learning Providers

- *None*

(v) Birmingham Careers service (ex-Connexions)

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

- *Maypole Youth Centre*

(vi) National Careers Service

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

(vii) Job Centres

The Jobs centres have a relationship with all job seekers in receipt of state benefits. They are *the* route for referral and mandation onto the government's Work Programme, a national DWP programme delivered in Birmingham through three contracted providers (Pertemps People Development Group, EOS Works – now Avanta, NCG/InTraining)

- ***Selly Oak Jobcentre*** (serves a large part of the district – covers B17, B29, B30 and most of B32)
- ***Kings Heath Jobcentre*** (outside of the district – in Hall Green district – but serving residents of the district, covers B13 and B14)

(viii) National Apprenticeship Service

Online support and access to apprenticeship vacancies

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

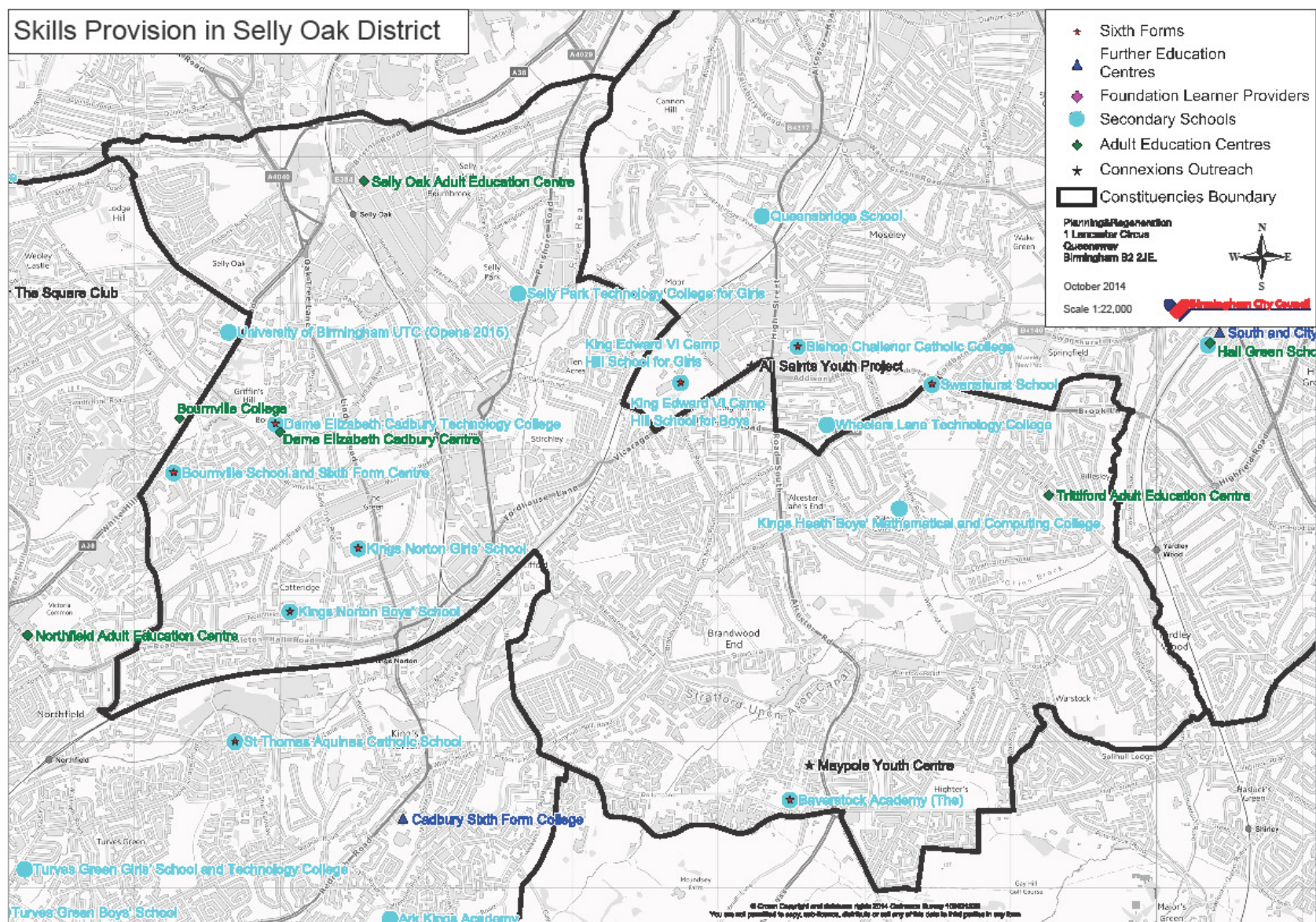
Provide a range of support, improve skills and help access employment opportunities.

- *Angling Unlimited*
- *Business in the Community*
- *Freshwinds*
- *Fircroft College*
- *Bournville Jobs Club*

3.3 Identified Gaps in Provision

- Job Centre needs to have an active community engagement strategy in place – apparently lacking
- Role of voluntary groups on this agenda isn't clear, more of steer from public sector partners
- Mapping of what each organisation is doing
- Employers need to be made more aware of the raft of provision that exists and how the services may benefit their businesses
- Business start-up for 'ordinary' people; a culture of self-help and social enterprise – exists in some parts of district but not all, how to share/spread?
- General promotion of traineeships, apprenticeships and recruitment services for employers so that they better understand how the education, skills and training service works for local residents and in supporting pathways to employment
- Engagement of local employers to work with us on the DJSP

Selly Oak District Jobs and Skills Plan ~ draft as at September 2015



Section 4: District Jobs and Skill Plan Priorities

Based on the analysis in the previous sections of this plan, consultation during the Selly Oak District Convention (November 2014), and building on subsequent conversations since then, the following key priorities have been agreed:

- Establishing a District Committee-sponsored jobs and skills working group (multi-agency, populated with local champions) to drive the DJSP – production, dissemination, implementation and review
- Formulation of a SMART action plan for the current year, i.e. with milestones, targets and goals that are achievable and to which local organisations can lead or contribute
- Addressing youth unemployment, and particularly in pockets of the district with higher levels of NEET/young unemployed
- Reducing overall unemployment across the district, with a particular focus for the Jobcentres being:
 - ~ to work with schools to decrease the number of young people claiming benefit
 - ~ increase the take-up of Work Experience and Sector Based Work Academy (SBWA) places
 - ~ increase support to hardest to help customers by working from non-DWP sites
- Quantifying the breadth and quantum of training and employment support provision being delivered locally, and encouraging organisations to work better together
- Targeting activity where it is needed
- Improving the co-ordination and impact of employer engagement activity, maximising engagement with major employers based within the district (e.g. Mondelez, University of Birmingham, University Hospital Birmingham) and increasing the recruitment of local unemployed residents through SMEs and social enterprises in the locality
- Increasing the provision of vocational training, pre-employment training, traineeships and apprenticeships
- Creating a sense of hope and achievement by celebrating local people being successful in the jobs market, from a range of backgrounds and from across the whole area.

Section 5: Department for Work and Pensions Jobcentre commitments

As a key local stakeholder DWP has a vital relationship with benefit claimants / job seekers in the Selly Oak district, principally through its Selly Oak and Kings Heath Jobcentres. Selly Oak Jobcentre covers Selly Oak and Bournville wards, whilst the Kings Heath office services Brandwood and Billesley wards.

DWP Actions and local outputs: In response to the city and local priorities set out in Section 4, DWP are committed to taking local actions and reaching-out to business and local communities more effectively through their local offices.

This will be effected by playing an active role in any Selly Oak district working group. Specifically to:

- ~ Develop and contribute to outreach activity through community partners, to engage and support young unemployed residents
- ~ Lead a local campaign to engage with key employers and SMEs to secure routes to local and city-wide employment opportunities

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

- **Birmingham Jobs Fund (BJF)** – promoting BJF incentives to local employers recruiting NEET or unemployed 16-24 year olds. Jointly with Birmingham City Council (who manage the fund), DWP are committed to a District target for job starts generated by BJF of 525 in 2015-16.
- **Work Experience (WEX)** placements –DWP will work with local partners to generate work experience placements with local employers and then to maximise the take-up of these opportunities by unemployed residents. Selly Oak Jobcentre has a WEX target of 884 and Kings Heath Jobcentre a WEX target of 676 placements in 2015-16.
- **Sector Based Work Academies (SBWA)** – DWP will actively promote the creation and filling of SBWA opportunities by unemployed district residents (numerical target for 2015-16 to be confirmed)
- **Delivery of further support measures**, such as supporting Work Clubs, Work Trials and Traineeships locally will be a priority for each DWP office.

DWP Impact Targets (to be reviewed when Universal Credit is fully embedded)

DWPs aim is to maximise volume and rate of off-flow from benefits into work for district residents. All Jobcentres impacting upon the District have been set the following increased targets for 2015-16.

For **Job Seeker Allowance** claimants:

by 13th week of claim: 2014-15 off flow target = **53.5%**, new 2015-16 target is **71%**

by 52nd week of claim: 2014-15 off flow target = **88%**, new 2015-16 target is **96%**

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

For **Income Support** claimants:

by 52nd week: 2014-15 off flow target = 38.55%, new 2015-16 target is 43.5%

For **Employment Support Allowance** claimants:

by 65 weeks: 2014-15 off flow target = 47%, new 2015-16 target is 52%

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Section 6: Selly Oak District Jobs and Skills Action Plan

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
1.	Establishing a District Committee-sponsored jobs and skills working group (multi-agency, populated with local champions) to drive the DJSP – production, dissemination, implementation and review	Identification of District Committee champion Inaugural meeting of Working Group Terms of Reference and Schedule of Meetings agreed	July 2015 August 2015 September 2015	District Chair District Contact Employment and Skills Contact	
2.	Formulation of a SMART action plan for the current year, i.e. with milestones, targets and goals that are achievable and to which local organisations can lead or contribute	Action Plan – 1 st draft established Action Plan owned by District Jobs and Skills Working Group	July 2015 September 2015	Employment and Skills Contact District Contact	
3.	Addressing youth unemployment, and particularly in pockets of the district with higher levels of NEET/young unemployed	Liaison with BCC team that count NEETs to establish baseline Establishing which organisations are working with NEET individuals in the district Targeting individuals to use services	September 2015 October 2015 Oct-Dec 2015	Employment and Skills Contact TBC TBC	

Selly Oak District Jobs and Skills Plan ~ draft as at September 2015

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
		Increasing the take-up of the Birmingham Jobs Fund by local employers, and targeting local young unemployed people YEAR TARGET = 525	Monthly targets	BCC & DWP	
4.	Reducing overall unemployment across the district	Increase activity in the DWP community engagement plan	Quarterly targets	DWP	
(a)	Work with schools to decrease the number of young people claiming benefit (supporting young people into training, college or university)	Reductions in young people making new claims at local job centres Goal – % to decrease to 0	Monthly	DWP	
(b)	Increase Work Experience and Sector Based Work Academies (SBWA) within the local area	Promotion of the DWP Work Experience offer to local employers WEX TARGET 884 & 676 (across a wider area) – district estimate 50% of each, i.e. 780 Goal – 70% of all WEX placements converted into work starts SBWA targets – locally delivered (to be determined)	Weekly measures Weekly measures	DWP DWP	

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
(c)	Increase support to hardest to help customers by working from non-DWP sites	Deliver Group Information Sessions (GIS) from more sites within the community	September 2015	DWP	
		Increase visibility within local provision sites	September 2015	DWP	
5.	Quantifying the breadth and quantum of training and employment support provision being delivered locally, and encouraging organisations to work better together	Create survey template	October 2015	Employment and Skills Contact	
		Survey local organisations	Oct-Dec 2015	TBC	
		Summarise and publish information	January 2016	TBC	
6.	Targeting activity where it is needed	Using survey (see 5) encourage activity in key areas	Jan-March 2016	District Contact	
7.	Improving the co-ordination and impact of employer engagement activity, maximising engagement with major employers based within the district (e.g. Mondelez, University of Birmingham, University Hospital Birmingham) and increasing the recruitment of local unemployed residents through SMEs and social enterprises in the locality	Multi-agency effort to undertake employer engagement campaign with major businesses and SMEs Common database and working protocol developed	September 2015 Oct-Dec 2015	DWP	

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
8.	Increasing the provision of vocational training, pre-employment training, traineeships and apprenticeships	Identify gaps in provision	February 2016	SFA, DWP & BCC	
		Encourage / commission additional provision	March 2016	TBC	
9.	Creating a sense of hope and achievement by celebrating local people being successful in the jobs market, from a range of backgrounds and from across the whole area.	5 case studies / stories	September 2015	TBC	
		5 more stories	January 2016	TBC	
10.					
11.					
12.					

Glossary of Terms

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

Map1: 2010 Indices of Deprivation in Selly Oak Constituency

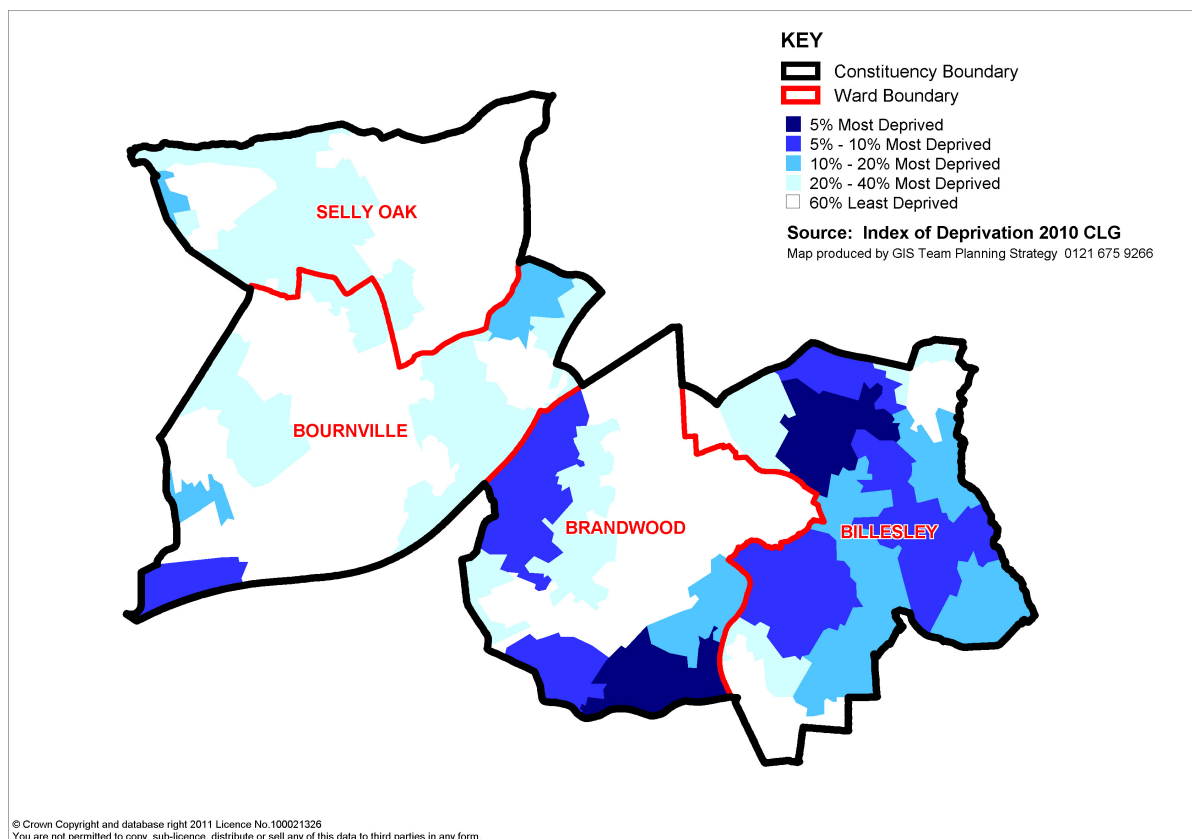


Table 1: Proportion of the ward population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England (IMD 2010)

Ward	5%	10%	20%	40%	Remainder
Billesley ward	6%	38%	68%	83%	17%
Bournville ward	0%	6%	14%	47%	53%
Brandwood ward	13%	32%	38%	54%	46%
Selly Oak ward	0%	0%	2%	32%	68%
Selly Oak District	5%	20%	31%	54%	46%
Birmingham	23%	40%	56%	75%	25%

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

Area	Billesley Green Ward		Bournville Ward		Brandwood Ward		Selly Oak Ward		Selly Oak District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	%
All residents aged 16-64	16,674		16,878		16,194		21,177		70,923			
Economically Active Total	12,382	74%	13,097	78%	12,172	75%	10,251	48%	47,902	68%	69%	77%
Total Employed	10,637	64%	11,556	68%	10,477	65%	6,257	30%	38,927	55%	57%	68%
Employed Full-time	6,935	42%	7,859	47%	6,810	42%	4,243	20%	25,847	36%	36%	43%
Employed Part-time	2,494	15%	2,441	14%	2,417	15%	1,255	6%	8,607	12%	13%	15%
Self-employed	1,208	7%	1,256	7%	1,250	8%	759	4%	4,473	6%	7%	10%
Unemployed	1,212	7%	961	6%	1,176	7%	641	3%	3,990	6%	8%	5%
Full-time student	533	3%	580	3%	519	3%	3,353	16%	4,985	7%	5%	4%
Economically inactive Total	4,292	26%	3,781	22%	4,022	25%	10,926	52%	23,021	32%	31%	23%
Retired	709	4%	847	5%	747	5%	339	2%	2,642	4%	4%	5%
Student	1,044	6%	1,083	6%	999	6%	9,416	44%	12,542	18%	11%	7%
Looking after home/family	977	6%	674	4%	828	5%	442	2%	2,921	4%	7%	5%
Long term sick/disabled	1,062	6%	784	5%	1,032	6%	409	2%	3,287	5%	6%	4%
Other	500	3%	393	2%	416	3%	320	2%	1,629	2%	4%	2%
Unemployed never worked	247	1%	173	1%	245	2%	139	1%	804	1%	2%	1%

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Table 3: JSA Unemployment rates for Selly Oak District and constituent wards September 2014 Source: ONS/BCC

Area	Male	Female	Total		Long Term (12mths) Unemployed
	Total	Total	Total	Rate	Number
Billesley ward	422	269	691	5.5%	230
Bournville ward	337	196	533	4.0%	180
Brandwood ward	479	254	733	5.9%	275
Selly Oak ward	244	150	394	3.8%	120
Selly Oak District	1,482 (5.4%)	869 (4.3%)	2,351	5.0%	805
Birmingham	21,869 (8.1%)	12,291 (5.7%)	34,160	7.1%	13,170

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

Area	September 2014			Monthly Change		Annual Change	
	Number	Claimant Proportion	Claimant Rate	Number	% Point	Number	% Point
Billesley ward	691	4.1%	5.5%	20	0.2	-174	-1.4
Bournville ward	533	3.2%	4.0%	-1	0.0	-198	-1.5
Brandwood ward	733	4.5%	5.9%	-13	-0.1	-207	-1.7
Selly Oak ward	394	1.8%	3.8%	-5	0.0	-118	-1.1
Selly Oak District	2,351	3.3%	5.0%	104	0.3	-589	-1.2
Birmingham	34,160	4.9%	7.1%	-819	-0.2	-10,692	-2.2

Table 5: Youth (18-24) JSA claimants in Selly Oak District September 2014 Source: ONS/BCC

	September 214		Annual Change		Long Term Youth Unemployment
	Number	%	Number	% Point	Number
Billesley ward	185	7.4%	- 69	-2.8	30
Bournville ward	120	5.7%	- 89	-4.2	15
Brandwood ward	210	9.2%	-47	-2.1	40
Selly Oak ward	110	0.9%	-57	-0.5	15
Selly Oak District	620	3.2%	- 225	-1.2	100
Birmingham	7,935	6.0%	-3,545	-2.7	1,465

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Table 6: Proportion of pupils resident in Selly Oak District achieving 5 or more GCSEs A*-C 2013 Source: BCC		
Ward	2013	Change 2011-2013
Billesley ward	60%	+8pp
Bournville ward	69%	+6pp
Brandwood ward	62%	+9pp
Selly Oak ward	64%	-4pp
Selly Oak District	64%	+6pp
Birmingham	60%	2pp

Table 7: Numbers of Adults (working age) with Qualifications ³ Source: Census 2011									
Area	No qualification	Level 1 only	Level 2 only	Apprenticeship	Level 3 only	Level 4 & above	Other qualifications	Level 2 & above	Level 3 & above
Billesley ward	3,649	2,968	3,149	449	2,344	3,353	762	9,295	5,697
Bournville ward	2,316	2,159	2,650	374	2,204	6,608	567	11,836	8,812
Brandwood ward	3,004	2,426	2,772	409	2,192	4,719	672	10,092	6,911
Selly Oak ward	1,193	1,121	1,582	170	9,861	6,329	921	17,942	16,190
Selly Oak District	10,162	8,674	10,153	1,402	16,601	21,009	2,922	49,165	37,610
Birmingham	143,576	103,859	106,683	12,981	103,853	173,943	45,255	397,460	277,796
Percentages									
Billesley ward	22%	18%	19%	3%	14%	20%	5%	56%	34%
Bournville ward	14%	13%	16%	2%	13%	39%	3%	70%	52%
Brandwood ward	19%	15%	17%	3%	14%	29%	4%	62%	43%
Selly Oak ward	6%	5%	7%	1%	47%	30%	4%	85%	76%
Selly Oak District	14%	12%	14%	2%	23%	30%	4%	69%	53%
Birmingham	21%	15%	15%	2%	15%	25%	7%	58%	40%

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

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Table 8: VAT and/or PAYE Based Enterprises in 2013 for Selly Oak District by sector Source: BIS UK Business: Activity, size and location 2013		
Sector	No.	%
Agriculture, forestry & fishing	0	0%
Production	85	5%
Construction	185	12%
Motor trades	80	5%
Wholesale	80	5%
Retail	200	13%
Transport & storage (inc. postal)	40	3%
Accommodation & food services	110	7%
Information & communication	125	8%
Finance & insurance	20	1%
Property	60	4%
Professional, scientific & technical	220	14%
Business administration and support services	95	6%
Public administration and defence	0	0%
Education	40	3%
Health	130	8%
Arts, entertainment, recreation and other services	120	8%
TOTAL	1,590	100%

Table 9: Employment in Selly Oak District Source; Business Register and Employment Survey 2013		
Sector	No.	%
Agriculture	0	0%
Construction	1,000	4%
Financial & Professional Services	3,100	13%
Manufacturing	1,700	7%
Mining & Utilities	200	1%
Public Services	9,200	38%
Retail & Leisure	8,200	34%
Transport & communications	1,000	4%
Total	24,400	100%

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TABLE 10: CONTACT DETAILS	
SECONDARY SCHOOLS	
Kings Heath Boys' Mathematics and Computing College Chamberlain Road Kings Heath Birmingham B13 0QP	Selly Oak Trust School Oak Tree Lane Selly Oak Birmingham B29 6HZ
Selly Park Technology College for Girls 5 Selly Park Road Birmingham B29 7PH	
With Sixth Forms:	
Baverstock Academy 501 Bells Lane Birmingham B14 5TL	Bournville School and Sixth Form Centre Bournville School & Sixth Form Centre Business Enterprise College Griffins Brook Lane Birmingham B30 1QJ
Dame Elizabeth Cadbury Technology College Woodbrooke Road Birmingham B30 1UL	Swanshurst School Brook Lane Billesley Birmingham B13 0TW
King's Norton Boys' School Northfield Road Birmingham B30 1DY	Kings Norton Girls' School Selly Oak Road Birmingham B30 1HW
FURTHER EDUCATION PROVIDERS	
None	
ADULT EDUCATIONS CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)	
Selly Oak Adult Education Centre 33b Hubert Road, Selly Oak, B29 6DX Telephone Number: 0121 675 5933	Dame Elizabeth Cadbury Centre Woodbrook Road, Bournville, B30 1UL Telephone Number: 0121 464 951
Trittiford Adult Education Centre 109 Trittord Road, Billesley, B13 0ET Telephone Number: 0121 464 7401	
JOB CENTRES	
Selly Oak Harborne Lane Selly Oak Birmingham B29 6SP Telephone Number: 0845 6043719	

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EAT OPPORTUNITIES MAILING DBASE: EMPLOYMENT & TRAINING PROVIDERS	
Angling Unlimited 50 Alder Lane Selly Oak Birmingham B30 1QQ Telephone Number: 0121 475 2288	Business in the Community 83 Bournville Lane Selly Oak Birmingham B30 2HP Telephone Number: 0121 451 2227 Email:
Fircroft College 1018 Fircroft College Selly Oak Birmingham B29 6LH Telephone Number: 0121 472 0116	Freshwinds Prospect Hall 12 College Walk Selly Oak Birmingham B29 6LE Telephone Number: 0121 415 6670 Email: office@freshwinds.org.uk
Bournville Jobs Club Rowheath Pavilion Heath Road Bournville Birmingham B30 1HH Telephone Number: 0121 451 1854 Email: bournvillejobclub@gmail.com	
CONNEXIONS CONTACTS	
To be confirmed.	
BUSINESS / REGENERATION CONTACTS	
To be confirmed.	