

Report of:	Mike Davis, District Head
To:	Hodge Hill District Committee
Date:	16 March 2017

Progress Report on Implementation: Youth Employment Neighbourhood Challenge.

Date report approved by committee:	22 March 2016
Member Champion:	Councillor Mariam Khan
Lead Officer for the review:	Mike Davis
Date progress last tracked:	22 September 2016

Background:

In 2015/16, Members of Hodge Hill District Committee agreed to put 'youth employment' issues in the spotlight by conducting a District Neighbourhood Challenge to determine if there were local arrangements that could be strengthened in order to improve the employment related prospects of young people in the district. Good quality training opportunities that provide skills that ultimately lead to paid employment make a significant contribution to the quality of life experienced by local young people and to the economic prosperity of the district.

A report was produced and approved by Hodge Hill District Committee on March 2016 which contained a number of recommendations as to how things might be done differently or better for the benefit of local young people. This report with its recommendations is attached as Appendix 1.

During 2016/17, progress has been made on a number of the specific recommendations with officers from the City Council, Job Centre Plus and third sector partner agencies all making a vital contribution.

The Tracking Process:

There now follows details of each individual recommendation that featured in the original March 2016 report and an update on progress to date.

Committee may wish to consider:

- What progress / key actions have been made against each recommendation?
- Have the actions been undertaken within the time scale allocated?
- Are there important matters where progress is outstanding?

For more information about this report, please contact:

Contact Officer:	Mike Davis
Title:	District Head
Telephone:	0776 692 4147
E-Mail:	Mike.davis@birmingham.gov.uk

Progress with Recommendations

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
Theme : Engagement with Young People				
R01	Monitor progress with BCC and partners in developing a digital jobs and skills platform (COG) for the city and ensure a local Hodge Hill launch alongside a wider city launch.	BCC Employment Team / District Head	Sept 2016	Partly completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

Margaret Way, BCC Employment Team and lead COG officer advises this website had a soft launch with further city promotions throughout the year including at Jobs Fayres with encouragement to young people, parents, schools and businesses to sign up. A presentation was given to the Hodge Hill Jobs & Skills Group on 1st March 2017 with a request for partners to promote the website as widely as possible.

An obligation of the new Youth Promise Plus contracts across the city is that contractors must arrange for the young people engaging on their programmes to register on COG so this should see a significant increase in users of the website over the coming months and with 2900 targeted registrations arising from the East contract alone.

The COG website is www.cog-brum.co.uk. COG branded literature is available for promotional purposes.

It may be desirable to identify other community events and opportunities for the COG website to be promoted during 2017 /18. COG literature is available for such events.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
R02	Map the existing places young people visit outside of school - youth clubs, third sector organisations including faith - and work to more effectively communicate jobs & skills opportunities	District head / local providers	Sept 2016	Fully completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

Jan Collymore, BCC Youth Service, has provided a list of sites where young people meet regularly. This list has been distributed to Hodge Hill Jobs & Skills Partners to expand and distributed to elected members for the same purpose

This is not an exhaustive list and can be updated in future months. The intention is now to use these local sites as a way of reaching young people from the district with information on jobs, skills and training opportunities.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
Theme : Barriers to Young People Using Job Centre:				
R03	Discuss Neighbourhood Challenge exercise with Job Centre and seek its views on future developments.	District head	Sept 2016	Fully completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

In response to the identified needs DWP appointed a full time outreach work coach (Abdul Hye) in the community 4.5

days per week with support offered around CVs, cover letters and access to all job centre courses, travel costs and benefit and careers health check. Getting young people, lone parents and people on ESA into the office can be difficult hence more community outreach seems the way forward.

The outreach programme is as follows:

Green Lane Masjid - 20 Green Lane, Small Heath, Birmingham B9 5DB Tel: 0121 713 0080 – **Attending 09:30 to 16:30 – Drop in sessions**

	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Green Lane Masjid	Highfield Children's Centre	Inspire Community	Washwood Heath NHS Centre	Dolphin Women's Centre
PM	Green Lane Masjid	Golden Hillock Children's Centre	Highfield Children's Centre	Hodge Hill NHS Centre	

Golden Hillock Children's Centre – 103 – 105 Golden Hillock Rd, Birmingham B10 0DP Tel: 0121 6750081 – **Attending 13:30 to 16:00**

Inspire Community (open to all but ideal for Somali community) - Heartland Shopping Centre 415-419 Coventry Road, Small Heath, Birmingham B10 0TH Tel: 0121 772 1481 – **Attending 09:30 to 12:00 – Drop in sessions**

Highfield Children's Centre - Dyson Gardens 145 Highfield Road, Saltley, Birmingham B8 3QF Tel: 0121 3271819 – **Attending 09:00 to 11:30 Tues & 14:00 to 16:00 Wed – Appointments only**

Washwood Heath NHS Centre - Clodeshall Road, Saltley, Birmingham B8 3SN – **Attending 09:30 to 12:00 – Drop in sessions**

Hodge Hill NHS Centre - Shawsdale Road, Hodge Hill, Birmingham B36 8GH – **Attending 14:00 to 16:30 – Drop in sessions**

Dolphin Women's Centre - Ward End Park, Washwood Heath Road, Ward End, Birmingham B8 2HB Tel: 0121 3268343 – **Attending 09:30 to 12:00 – Appointments only**

Work to make Job Centres more accessible, informative and friendly environments is an ongoing challenge and DWP are continuously striving to improve in this regard..

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
Theme : Gaps in Provision / Additional Support Required for Young People				
R04	Work with main college providers across the city to understand what services are accessed by Hodge Hill young people and develop strategies and awareness to encourage more take up.	District Head/ Colleges	Sept 2016	Party completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

Birmingham City University staff kindly supported our challenge exercise by providing a helpful statistical report in April 2016 advising that just 3% of its enrolled students are from Hodge Hill District and in total around 20% from Birmingham postcodes.

More work would be desirable with BCU and Hodge Hill based schools to establish how to improve take-up of university places at BCU and other universities in Birmingham.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
R05	Financial resources permitting, work in the future with local providers to deliver a range of tailored support packages to meet the additional needs of young people with either low or no qualifications, or those with health or other complex needs	District Head / Providers	Sept 2016	Fully completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

Destination Work and Birmingham Youth Promise funding has enabled a number of local providers in Hodge Hill to provide employability related programmes to young people in the district over the past 18 months or so.

Destination Figures Performance					
Period		Nov 2014 - Jan 2017			
HODGE HILL DISTRICT		WARDS			
Provider	Shard End	Washwood Heath	Hodge Hill	Bordesley Green	Totals
PeoplePlus	0	3	1	26	30
BEST Network	35	173	59	70	337
Standguide	56	0	54	2	112
TOTALS	91	176	114	98	479

The figures of 479 engaged represents 12.5% of the citywide total of 3826 to January 2017.

The Birmingham Youth Promise Plus East locality contract was awarded to the Pioneer Group in Feb 2017 who will work with a partnership of organisations who will work to support nearly 3000 young people not in education, employment or training up until June 2018. The Pioneer Group describes itself as “an alliance of people and organisations who are passionate about communities.” Contact details for more information and or referrals are:

The Pioneer Group
 Project Manager – Jonathan Davies
 Email – YPPeast@pioneergroup.org.uk
 Phone contact – 0121 748 8111 – main number

Pioneer Group has offered to attend the HH Jobs & Skills Group regularly to update on the progress of their work on the East.

Washwood Heath Job Centre is promoting sector based group training with clients learning skills around logistics, warehousing, retail, construction, hospitality and with associated information and guidance on jobs and completing applications. More intensive sector based work academies delivered in partnership with specific employers can lead to the identification of suitable employees. Bham Jobs Fund is being promoted with employers who can receive a financial support for offering a young person a job or apprenticeship. .

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
R06	Identify existing mentoring programmes and opportunities and work to raise awareness and to signpost young people to these opportunities	District Head / providers	Sept 2016	Fully completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

A number of local providers have Destination Work / Talent Match programmes that provide an element of mentoring and these organisations are known to Job Centre in order that referrals can be completed.

The Hodge Hill Jobs & Skills Partnership has been supported throughout the year by organisations such as:

Dolphin Womens Centre, Washwood Heath offering Training and Education courses e.g. Pre-Entry ESOL, Entry Level Maths, Emergency First Aid, Paediatric First Aid; Employment support – job search skills, preparing for work, IT skills, CV writing, volunteering opportunities and **Creative workshops** e.g. hairdressing, beginners, make-up.

Norton Hall, Washwood Heath – twinned with Dolphin Centre and offering Starfish Mentoring for 8-14 year olds to improve young peoples social skills and confidence; Leisure & health workshops & courses, Education & training courses including ESOL and maths and offering volunteering opportunities.

The Pump, Kitts Green – offers opportunities for young people pre 16 and post 16 including Alcoa sponsored manufacturing activities. Bham Career Service drop sessions and Job Clubs with support to young people around basic skills and CV writing. Also offers music and arts sessions and hosts Adult Education classes.

Sport for Life – supports 12 to 25's with sports-themed personal development programmes such as its 'Get Fit 4 Employment Programmes' in 2017 - a free 5 week personal development & employability programme for 16 to 25's. Sport 4 Life operate in Ladywood, Aston, Washwood Heath with courses just started at Dolphin Centre.

Future Melting Pot – currently surveying 150 unemployed young people 16-24 year old on behalf of the Fire Service. These young people may be unemployed but also more prone to road traffic collisions and accidental home fires. The surveys will inform a future programme to increase youth employability.

St Pauls Crossover – operating a job club providing information, advice and guidance to the unemployed and additional generic advice such as benefits, debt, immigration, etc. Advocacy, mentoring and employability services via BCC commissioned Destination Work programme Also an ESOL hub and digital inclusion/ IT activities and support .

Enter Key Training, Small heath, Coventry Rd; .meeting the needs of 19 + with a range of basic skills and trade and vocational qualifications such as Forklift, SIA Security Training, CSCS Construction Site Card, Customer services, Business & Administration courses.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
R07	Monitor progress with HS2 job opportunities and with HS2 College and work to ensure Hodge Hill residents experience the future benefits of these arrangements.	District Head	Sept 2016	Fully completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

The National College for High Speed Rail is due to open in September 2017. The Council's Employment and Skills service is acting as the lead sponsor and BCC is the accountable body for the (capital build) College through Finance.

285 school and college students have visited the site to date. 6 university research projects have been supported and Wilmott Dixon and their supply chain have employed 9 people to date as part of a range of social value commitments. 45% of project related spend is within a 10 mile radius of the site.

A presentation was delivered to HH Jobs & Skills Group in Sept 2016 by a lead officer for BCC. Further presentations will be made during 2017.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
-----	----------------	----------------	------------------------------	---

Theme: Employer Engagement:

R08	Produce a leaflet presenting a combined employer support offer from JCP, BCC and local providers that can be used to engage employers to consider working with Hodge Hill partners around work placements, apprenticeships and jobs.	District Head / Job Centre	Sept 2016	Partly completed
-----	--	----------------------------	-----------	------------------

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

A leaflet produced in a district on the North of Birmingham has been adapted to suit the Hodge Hill District but keeping it updated in an ever changing environment is a challenge to BCC and its partners. Currently waiting for revisions to information on Birmingham job Fund to be approved by Cabinet Member – as per Jane Newman 03 03 17 - and then this can be incorporated in a revised version of leaflet. Also, now Pioneer Group has the Youth Promise Plus contract for the East, we are looking to include in the leaflet reference to how this contract and programme may support local businesses.

Our leaflet also shared by Jane with Bal Uppal who has a city lead on business engagement related to YPP.

The leaflet can also promote the COG website and new employers can register in the 'Employment and Training Providers' section of the website.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
-----	----------------	----------------	------------------------------	---

Theme : Working with Schools around Jobs & Skills

R09	Work with local secondary schools around the Government pilot for job centre work coaches to work proactively with young people in school setting and gain insight into outcomes.	Job Centre Antonina Robinson (JCP lead)	Sept 2016	Partly completed
-----	---	--	-----------	------------------

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

Jobcentre Support for Schools, (JS4S) piloted by DWP Birmingham and Solihull District, rolled out as a national programme in October 2016. Since inception in December 2016, a total of 32 Birmingham schools are now fully engaged. In Hodge Hill District the Washwood Heath Academy, International School and Holy Trinity School Small Heath (outside the district boundary but serving some of its young people) are engaged. This has led to successful pupil Work Experience placements, participation in DWP's unique 'My Choice My Future' pupil holiday programmes, employability and employer led activities and parent evenings, excellent co-working with National Careers Service Inspiration programme. Good overall feedback from employers, pupils, parents and teaching Staff.

Currently working with Washwood Heath Academy Consortium, JS4S anticipate engaging Saltley School soon. Bordesley Green and Hodge Hill Girls schools approaches are sought. **JS4S goal is to be working with all Hodge Hill secondary schools by Summer term 2017.** DWP JS4S lead Antonina Robinson welcomes all approaches to support and engage with this programme. Please contact: Antonina.robinson@dwp.gsi.gov.uk telephone 07769672186

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
R10	Work with Birmingham Careers Service to understand take up within district schools of the Careers Advice assessment review offered freely by Birmingham Careers Service as well as the impact / outcomes.	District head / Bham Careers Service (Sandra Bebb Sept 2016)	Sept 2016	Partly completed

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

There are 8 Secondary Schools and 2 Special Schools in the district.

A separate page at the end of this tracking report provides details of the level of engagement that schools have had with the voluntary audit process. The audit includes all aspects of Careers Advice, Information and Guidance (CIAG) in a school.

Lin Hatton (Birmingham Careers Service) is the lead on CIAG quality audits for all Birmingham schools.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
-----	----------------	----------------	------------------------------	---

Theme : District Jobs & Skills Partnership Activity

R11	Work to sustain the recently established Hodge Hill Jobs & Skills Partnership that in time may become community led and that can also monitor the outcomes of this Neighbourhood Challenge exercise	District head / All Partners	Sept 2016	Fully completed
-----	---	------------------------------	-----------	-----------------

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

The HH Jobs & Skills Group met 4 times in 2016 and has met once so far in 2017 enjoying good attendance from partners.

As is often the case it is difficult to assess tangible benefits from partnership working but effort should be made to sustain this group in 2017/18 as long as partners find it a useful forum for exchanging information and networking.

No.	Recommendation	Responsibility	Original Date For Completion	Assessment of progress as at March 2017
-----	----------------	----------------	------------------------------	---

Theme : Monitor and Review

R12	Review progress in delivering these recommendations by means of a progress report in six months (Sept16) and in 12 months (March 17)	District Head	Sept 216	Fully completed
-----	--	---------------	----------	-----------------

Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')

The Neighbourhood Challenge exercise undertaken in 2015/16 on Youth Employment has been monitored through the subsequent year. The first progress report was delivered to 22 September HH District Committee and with this further report to 16 March committee.

It is now suggested that, where appropriate, recommendations from this challenge exercise are incorporated into the HH District Jobs & Skills Action Plan rather than maintaining two separate documents each with its own plan.

The District Neighbourhood Challenge report and this final progress report can also be made available as a resource to inform future City Council employment related initiatives.

Hodge Hill Neighbourhood Challenge – Addition to tracking report

Recommendation 10: Work with Birmingham Careers Service to understand take up within district schools of the Careers Advice assessment review offered freely by Birmingham Careers Service as well as the impact / outcomes

Schools response to CEIAG (Information Advice Guidance) Audit offer June 2015 to January 2017:

Table1: Level of Schools Engagement

	Actively engaged -audit sent, more than 2 contacts, information exchanged, active dialogue with staff	Engaged - audit sent, some dialogue/information exchange with staff	Engaged-info only -audit sent, -no further contact or response to follow up.
Hodge Hill Schools 8 secondary, 2 special	7	2	1

Table 2: Key findings from CEIAG Audit process

	Risk of NEET Indicator (LA or schools own)	Qualified Careers Adviser (Independent or Employed)	Quality in Careers Award
In place/achieved	5	6	2
Considering	-	-	2
Not in place/not considering	-	2	-
No information/not stated	5	2	6

Lin Hatton, Birmingham Careers Service Birmingham 7.3.17