

SKILLS AND EMPLOYMENT UPDATE

To: Economy and Skills O&S Scrutiny Committee
Date: 7 October 2020
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1. Purpose

- 1.1 This paper updates on the Youth Promise Plus (YPP) project and summarises wider progress in responding to the economic crisis caused by COVID-19/lockdown restrictions. The paper outlines further steps (short and longer term) to support people to secure and/or sustain good jobs.

2. Background

- 2.1 The current Covid-19 pandemic has meant that the City's jobs and skills support programmes are even more vital to meet the rising unemployment rate.
- 2.2 It is clear that those working in sectors in decline, those with no/low skills, and young people working in the gig-economy have been adversely impacted and as a result have joined the unemployment register. Job Centre Plus is doubling work coach capacity and focussing on young people, but the support provided to individuals is limited by the magnitude of the situation.
- 2.3 We are innovating in our support for individuals recently unemployed through decline of certain sectors and developing 'sector switch' progression pathways leading to jobs in sectors that have seen growth in the recent months and planning for skills required in a future jobs market.
- 2.4 Our skills and expertise in promoting inclusive economic growth since the 2008 recession has meant that we are well-placed to maximise jobs and skills through our place leadership role.
- 2.5 We have learnt a lot during the Covid-19 lockdown and have adapted and reached new levels in partnership working. We are developing proposals to implement the government's new programmes, such as Kickstart, to maximise the scale of response, and the new Jobs and Skills Delivery Plan, to be finalised in November, will confirm our proposals for the next 2 years and feed into the longer-term economic recovery plan.

3. Adult Education Budget (AEB) across Birmingham

- 3.1 The WMCA, which is strategically responsible for the devolved AEB Grant across the West Midlands region (approximately £130m annually) since August 2019, has directed all colleges to reserve 10% of their funding to support responsive interventions in the labour market such as supporting people facing redundancy or employers engaged in a rapid recruitment round (e.g. in growth areas such as logistics or distribution).
- 3.2 BCC and WMCA are working towards a strategic co-ordination of the AEB delivery by providers to ensure:

- programmes are relevant and responsive to job seekers and employers
- geographically targeted and avoid duplication
- types and levels of proportion of courses meet the needs of employers and residents
- providers play to their strengths with clear pathways between providers and into employment

4. What Does the Data Tell Us?

4.1 BCC's internal September Unemployment Briefing provides an update on unemployment (figures for August) and other sources (see Annexes) tell us:

- Unadjusted claimant count unemployment in the city increased by 2,260 to **81,525** in August.
- Claimant count unemployment is now **32,965 higher** than it was in February prior to the lockdown; an increase of **68%** in claimant numbers. The highest since 1987.
- Claimant count unemployment increased in **67** of the city's **69** wards last month.
- Birmingham's claimant unemployment rate stands at **15.2%**; well above both the West Midlands (9.3%) and the UK (8.1%) rates.
- Unadjusted unemployment increased in all 10 core cities between July and August 2020.
- Unadjusted youth (18-24) unemployment in the city increased by 365 last month to stand at **16,230**. The youth claimant rate increased to **19.4%**.
- **122,800** of the City's workforce has been furloughed – **24%** (June data from the Black Country Consortium – Economic Intelligence Unit).
- Figures show the **west** of the City has the highest levels of unemployment (also see map at Annex 1)
- The fastest rate of unemployment growth by age is in the **50+ group** (see Annex 2)

5. Economic Sector Impact

5.1 An indication of which sectors have been most impacted by the pandemic is demonstrated by the take up of the government Coronavirus Job Retention Scheme (CJRS) in each sector. Hospitality related businesses, manufacturers, construction and retail are the biggest users of the furlough scheme.

5.2 KPMG's September UK Economic Outlook shows how output is forecast to be affected at a sectoral level by the pandemic over the next 2 years.

5.3 The sectors that are forecast to show the largest contraction in output are travel and hospitality related sub sectors. Transport manufacturing and other manufacturing sub sectors are also amongst some of the most heavily affected sectors with output forecast to be around 10% lower than in 2019 over the next two years.

5.4 In terms of which sub sectors are forecast to be more resilient in the medium-term retail, banking and financial services, postal services and telecoms, electronics and R&D are all forecast to show growth over the next two years.

6. Current Positive Actions

6.1 We provide all-age jobs and skills activities; through existing and planned activities we'll continue to be a lead partner in addressing the current economic situation through the following workstreams:

6.1.1 Maximising Jobs and Skills Through Planning, Procurement and Charter Activity

- Using a place-based leadership approach we focus on the city's strength in attracting and delivering capital programmes, we have leading practices (that other Local Authorities seek to emulate) to negotiate maximum social value. For example, ensuring local jobs and apprenticeships as well as graduate placements and work experience are fully stipulated in contract clauses, and local people can access them through our job-matching support projects. This method extends to other key BCC contracts under the Birmingham Business Charter for Social Responsibility such as for jobs and skills from our housing and gas maintenance services.
- We will continue to 'sweat our assets' and gain maximum outputs from capital projects set out in the Covid-19 Birmingham Economic Recovery Strategy and other regeneration activity including Commonwealth Games related sites such as Alexander Stadium, Perry Barr Regeneration Scheme, Peddimore, Smithfield, Langley regeneration sites, HS2 (where we're the jobs brokerage lead), Birmingham Municipal Housing Trust, East Birmingham and S106 agreements on larger projects and example of the social value of the Perry Barr Regeneration Scheme is attached at Annex 3.
- This provision is delivered through the Employment Access Team (EAT) which is also delivering the World of Work (WoW) job brokerage project funded by ESF – however this funding regime is resource heavy, detracting from the planning, procurement and Charter related activity. It is proposed to maximise our next 2-year impact by utilising internal funding instead of ESF to support the EAT function so that we have a fully funded responsive resource to maximise our leverage opportunities in a contracting economy.
- WoW provides good equality of access to the jobs and skills opportunities, with BAME engagement at 63%, people with disabilities and/or long-term health condition at 16% (See Annex 4 for further details). The project currently has an overall job conversion rate of 38% - this is higher than the usual NEET target of around 33%. Job outputs are mainly in blue- and white-collar roles within the construction sector. Further information is available at Annex 5.
- There is much more scope to extend our Business Charter for Social Responsibility negotiations to maximise jobs and training in other ways, for instance, working with the Future Parks Accelerator Team, we're investigating partnerships for local skills provision for the green economy and in our parks and green spaces. Our collaborative partnerships are key to connecting local residents to the opportunities captured through this area of activity.
- Co-working between services will see our employer partnerships leading to BAES pre-apprenticeship/traineeship programmes and also providing access to apprenticeships coming through the Levy Transfer activity, as detailed below.

6.1.2 Developing our Apprenticeship Levy Transfer Strategy

We are developing this programme to launch £650k pa levy funding support for Birmingham's SME's, with a direct link back to EAT to manage recruitment to any new positions (targeted priority sectors to be supported will need to be agreed). These opportunities can then be directed to unemployed citizens, who we are actively working through our World of Work (WoW) and Youth Promise Plus (YPP) partnership projects. This will ensure opportunities are focussed on our priority groups and localities across the City.

7. Developing a BCC Jobs and Skills Website/Shop Front

7.1 Most larger Councils have a versatile one stop physical presence and fit for purpose online website for jobs, skills, adult education, and apprenticeship support, business help etc for both individuals and businesses. We propose to review options for adaptation of the Youth, Libraries, Careers or BAES sites, or creation of a new site, to include co-design by clients to ensure usability. This would have the potential to develop into a fully integrated skills and jobs service for job seekers and employers if the business case for it warranted such a resource.

8. Continue to Address Youth Unemployment Through Youth Promise Plus (YPP) and Development of Other Programmes

8.1 Through the EU funded YPP project we currently have capacity to support around 1,500 young people per annum with one to one support for up to 9 months. The project funds our careers and youth service to provide guidance and support, and similar provision by Solihull MBC in their area.

8.2 Our Employment Access Team and Project partners Prince's Trust and University Hospital Birmingham Trust provide employer led pathways, and with the support of funds from the Police & Crime Commissioner, the project funds specialist contractors to provide intensive mentoring support for referees from Children in Care, Care leavers and Youth Offending Teams at BCT, and from WM Police teams, and also additional mental health support. The project currently ends in autumn 2021, meaning significant loss of resources to BCC teams (c£1.5m pa) and partners/contractors (c£3m pa).

8.3 YPP also provides good equality of access to the jobs and skills opportunities, with BAME engagement at 56%, people with disabilities and/or long-term health condition at 19% (See Annex 4 for further details). The project currently has an overall positive result rate of 34% - this is on a par with the usual NEET target of around 33%.

9. What Have We Done in Response to Covid-19?

9.1 Since the beginning of April to date, 561 young people have started their YPP journey, with 268 fully registered (registration process is slow due to remote working but support is provided during this time). The project has provided support from food parcels and emergency housing support, to transport passes and advice, and online mentoring, with face to face meetings (often outdoors or at doorsteps) when needed.

9.2 YPP facts:

- Extended support to young people over months as needed with no stop in service during lockdown – detailed processes were revamped for remote delivery within 10 days.
- Support to young people registered for unemployment benefits, and those who aren't.
- Support for jobs, education and training in one place. Priority access to the Council's supply chain job opportunities.
- Over 14,000 young people supported by the project so far, over 500 since the start of lockdown.
- Provides a range of personalised advice and support and is mobilising new specialist mental health support which is more needed than ever due to Covid-19 and the negative impacts of lockdown on young people's mental health.
- Supports through all stages of need - confidence building, education choices, employment preparation and qualifications.
- Provides practical support like travel advice (including safe travel advice during Covid-19) and tickets.
- Delivering fortnightly webinars to Job Centre Plus clients, which are now available on our new You Tube channel.

- Launched a Covid-19 campaign #promiseyoungfutures which was co-designed and delivered by 10 NEET young people, which had an online reach of over 2.5m and increased web registrations by over 800% during the 2 weeks it ran for – we are now evaluating too see how to implement the learning on co-design/delivery long term. Further information is available at Annex 6.

9.3 An upcoming window for extension of YPP is anticipated, and whilst our long-term aims are to focus on prevention and early intervention for tackling NEET/youth unemployment, we are developing options including a 2-year extension of this large-scale NEET project to respond to the doubling of youth unemployment in 2020; a figure set to worsen after the furlough scheme ends. We will use the options process to review the project and continue to improve performance and effectiveness in supporting our most vulnerable young people.

9.4 The young people supported by YPP live across Birmingham (and Solihull), particularly in our most deprived areas. With extended YPP resources we would focus on positive action to address inequality including digital exclusion. We will learn from Adult Services' PURE project and work alongside the new cross-directorate Preparation for Adulthood team to provide more specialist provision for young people affected by domestic abuse, homelessness and learning difficulties and disabilities.

10. Kickstart And Other New Programmes

10.1 We are developing proposals to implement the government's Kickstart scheme, in partnership with the GBSLEP through their Growth Hub including Apprenticeship and Skills Hubs and Triage Service. We are also looking to align / partner with Birmingham Chamber of Commerce and Solihull MBC. Under our Kickstart delivery the Council will provide our own employment opportunities and (subject to final scheme terms being released) offer to represent SMEs to access the funds. We'll commit to delivering on the corporate parenting pledge that BCT are finalising, to prioritise support for our own care leavers to benefit from this opportunity.

10.2 With the Birmingham Children's Trust we'll continue to develop new solutions to support our most vulnerable young people in an increasingly competitive job market. For example we're joining up to work with the employers who are keen to work with the Trust, and we're developing a Youth Futures Foundation proposal for delivery from mid-2021 to include innovative 1 or 2 day waged placements alongside alternative work focussed training provision for 14 – 19 year olds who are NEET / at risk of NEET, progressing our prevention/ early intervention agenda. We are also working with the Prince's Trust on an application to support Birmingham's largest employers with their BAME recruitment.

11. Provide a Rapid Response to Redundancy

11.1 Together with Job Centre Plus, GBSLEP, National Careers Service and Solihull MBC we're creating a delivery Taskforce to bring forward a single point of access service to support our employers and help our residents into alternative jobs and sectors. We will work with partners and training providers to develop provision for upskilling and reskilling, using the support resources in our funded projects.

12. Provide Support for Furloughed Workers

12.1 122,800 of the City's workforce are currently on furlough (24%) – this will likely produce a second peak of redundancies at the end of furlough. Unfortunately, ESF provision delivered through WoW and YPP cannot support furloughed workers. However, we are linking to NCS whom the government has funded to provide furlough support, and through BAES we can provide skills development opportunities, and Library of

Birmingham provides a comprehensive free business start-up service including legal and IP advice provided pro-bono by city businesses.

12.2 **Class of 2020+**

12.2.1 Focus on those pupils in Years 11 and 13 who missed out on their final three months of education and will be issued with exam results based on school and college assessment. They will be looking at their next steps in terms of Further Education, University, apprenticeships or jobs. Through schools and colleges, young people are being encouraged to continue their education journey to 'weather the storm' of recession. During A Level and GCSE Results Day, Birmingham Careers Service (BCS) provided:

- An online and telephone Advice and Guidance Service enhanced digital service provision through the BCS website: live chat and online guides and resources published via the website.
- Through these channels Birmingham Careers Service delivered 500 'spoken' engagements with young people through video conferencing and telephone, 1450 'electronic' contacts and 480 contacts with parents. In addition, social media activity was buoyant: there were 579 profile visits on Twitter, 227 Post engagements on Facebook and 374 Instagram views.
- A Results Day Newsletter was also published and distributed to 750 NEET and Risk-of-NEET young people. The impact of this provision will be assessed in October, when enrolment data is received. A series of Case Studies and testimonials from young people and parents have been collated.
- This provision continues through online resources created such as weblets and Virtual Provider Tours, and On-line Careers event in January 2021 is being planned to support Year 11s at-risk of NEET.

12.2.2 The 14-19 Participation and Skills Service are providing:

- Enhanced tracking of 16-18-year-olds to ensure they continue in learning or work, particularly Year 11s and 12s.
- Support and challenge to schools, colleges and providers over the summer and the autumn with enrolment and promotion of the learning offer and with re-opening, including Track and Trace processes.
- Identification of 16-19-year old Apprentices and Trainees who have withdrawn from learning and/or been made redundant, so that BCS can support.
- Sign-posting and sharing resources such as mental-health support
- Creating virtual and online learning. Virtual Work-Based Learning Open Day delivered in July and further virtual 'open days' planned.
- Supporting Independent Training Providers to remain viable during the pandemic and ensuring they continue to enrol and support NEET young people.
- A business case to enhance capacity to enable the above services to be delivered and expanded, given the growing demand in services has already been supported by the Business & Economic Recovery Cell and is being considered by the Directorate Leadership.

13. **External Funding**

13.1 A significant proportion of careers, youth services and employment and skills support are currently being delivered with external funding and as such is subject to targets set by funding authorities and therefore these may not be as flexible to meet specific local and demographic priorities. External funds such as ESF also often come with a reactive approach (rather than prevention), a high burden of compliance and require management resources that could be spent on delivery, also carrying risk of future clawback. However, the need for large-scale response to the impact of the pandemic urges us to continue to consider all available resources as part of our 2-year delivery

plan and longer term inclusive economic recovery plan to maximise our support to residents and the city's economy.

13.2 Additional Jobs and Skills Provision Across BCC Includes:

13.2.1 Building Birmingham Academy (Inclusive Growth Directorate)

BBA is the collective term for a range of workstreams that include:

- The Building Birmingham Scholarship (BBS) programme
- The Graduate Hub (across the Inclusive Growth Directorate)
- The Apprenticeship Hub
- The Internship Programme

13.2.2 Activities within these workstreams include:

- Facilitating external requests for work experience (across Inclusive Growth)
- Delivering masterclass training sessions on how to prepare a CV and applying for jobs/interview skills
- Schools Outreach work and work experience at Birmingham City Council
- Recruitment and Selection of new graduates
- Induction/IT/HR associated with graduates and interns
- A small, annual internship programme (City Design Team specialisms)
- Pastoral support for BBS scholars and graduates
- Financial monitoring and forecasting (in association with City Finance)
- Recruiting, allocating and supporting mentors

13.3 PURE

13.3.1 The PURE project is an £12m ESF match funded project run by BCC Adult Services and its main objective is to bring together a range of coordinated interventions which will assist the needs of Birmingham's most vulnerable people who are furthest away from the labour market. The project provides an intensive level of support to its participants including but not limited to: One to one support/ action planning/ at work support, which will lead to positive outcomes including Employment Education and Training.

13.3.2 The support is provided through the use of specialist Intervention Workers & Employment Intervention Workers who are employed by the following 8 PURE providers who specialise in the following areas:

- Homeless households including families and singles – **Trident Reach**
- Women fleeing domestic abuse – **Birmingham Solihull Women's Aid (BSWAID)**
- Offenders and those at risk of offending – **Fry Accord**
- Learning Disabilities/Difficulties – **Midland Mencap, Rathbone & Swanswell**
- Mental Health – **Birmingham Mind**
- Physical and Sensory Disabilities – **BID Services**

13.3.2 The project has engaged with over 1,500 participants since the project start and are excelling in our education and training results and are beginning to see a steady increase in people into employment.

13.3.3 Covid-19 has had a major impact on the project and we are having to react to an ever-evolving environment. The biggest issues we have witnessed relate to the Digital Poverty our participants face and having the ability to support them with this. With our PURE 2 extension we are looking at innovative ways of funding participants with devices and upskilling them, so they increase their chances of securing employment and training opportunities.

13.3.4 The project has developed an online platform for the participants who have access to the internet. We have developed a bespoke PURE course in partnership with Fircroft college and we are rolling this out to all of our providers (including BAES) with the aim of upskilling their cohorts. This course has been developed with the ability to be delivered face to face, if possible, in a safe environment.

13.4 Supplier Skills Programme

13.4.1 Supplier Skills Programme (SSP) is a new SME support programme developed and about to be launched by the BCC Business Development & Innovation team within Inclusive Growth Directorate. It is aimed at Small to Medium sized Enterprises (SMEs) seeking to upskill new and existing employees. SSP is part funded by the European Social Fund (ESF):

- SSP provides training grant support between £500 to a maximum of £18,000 per SME on a 50% match basis. Training undertaken must be accredited by the Ofqual Framework or recognised by industry and professional accrediting bodies. The grant will enable employees to achieve full qualifications level 1-7, or equivalent or a unit of qualification at basic level
- SSP support is available to SMEs located in GBSLEP More Developed area (i.e. Birmingham City Council, Bromsgrove District Council, Redditch Borough Council, Solihull Metropolitan Borough Council or Wyre Forest District Council).
- The programme is being delivered through a strategic partnership arrangement through Creative Alliance, Kaplan, Skills Training UK, Birmingham Adult Education Service, Make UK (EEF) & SMMT Industry Forum
- Supplier Skills Programme will support 7,100 employees with 3093 expected to complete and achieve qualifications as detailed above.
- Covid-19 response: Our strategic partners have adopted their programme delivery in line with government guideline and will be delivering courses remotely where possible. Many centres are now open with measures in place to ensure beneficiary safety where face to face delivery is essential e.g. manufacturing or engineering-based training where assessments are based on beneficiary ability to carry out a task etc.
- Links to any vacancies identified through the project will be fed through to the BCC Employment Access Team.

14. **Direct Training/Skills Delivery by Birmingham Adult Education Service (BAES)**

14.1 BAES delivered online skills and training to over 7000 learners at the height of the lockdown during the academic year 2019-20 (largest of any adult learning provider in England).

14.2 As part of the rapid economic response BAES has conducted a major review of its 20/21 curriculum offer ('the employability curriculum'), features include:

- BAES has established a formal partnership with South and City College for the intake of 20/21 to be given fast-track priority places with the FE college for 2021/22 in higher level programmes such as STEM in-class courses or apprenticeships, and is seeking a similar collaboration with BMet (e.g. Construction Pathway in Erdington)
- Personalised 'Route to Work' packages with enhanced skills audit and careers advice at recruitment stage and bespoke programme of learning
- Expansion of the breadth and levels for vocational Health and Social programmes with feeder programmes in partnership with employers such as hospital trusts to paid work and apprenticeships (e.g. 300 health apprenticeships annual recruitment)
- Expansion of free Essential Digital Skills courses to improve digital inclusion
- Delivery of free and bespoke workforce skills training for SMEs as part of the Supplier Fund programme

- Roll out of the Citizen’s Curriculum as part of co-designed informal learning in partnership with community partners
- Secured (in principle) AEB growth of £400 000 from WMCA to deliver supported internships for job seekers with learning difficulties and/or disabilities
- Leading city-wide community-centred ESOL programme (English for Speakers of other Languages)
- Funding and programme capacity in place for employer responsive recruitment rounds such as traineeships (pre-apprenticeships as not job ready in terms of Eng/maths and/or ‘soft work skills/behaviours) and Sector-Based Work Academies (near job-ready)

14.3 In any typical year approximately 45% of learners enrolled at BAES will officially be classified as unemployed and actively looking for work – this is likely to increase significantly during 20/21 academic year, especially as the end of furlough package on 31 October impacts on unemployment rates. BAES is still taking enrolments for the start of term with approximate 85% of learners engaged through virtual learning and the remainder learning via in-class or blended learning.

15. Next Steps

15.1 In addition to supporting the draft BCC 5-10 year economic recovery plan the Assistant Director for Skills and Employability is leading on the Skills and Good Jobs Plan ‘work stream’ to strategically support and converge the 2-year Development Plan for Inclusive Growth with a ‘Programmes on a Page’ consisting of current and new initiatives, with a strong focus in ensuring the most vulnerable residents/employees and those furthest from paid work and sustainable careers reap the benefits of economic growth and higher level jobs from Level 3 and above. One new initiative is a proposal to fully converge specific real-time vacancies and medium-term employer recruitment rounds so that a fully integrated brokerage service is seamless and fully responsive in matching job seekers and their training programmes/employability skills to employer recruitment rounds. Coupled to this it is proposed to enhance an evidenced-based ‘intelligence hub’ approach to skills planning and job retention/creation in partnership with the Inclusive Growth Directorate.

15.2 The establishment of a cross-council skills and employability planning/monitoring group, led by the Skills and Employability directorate portfolio holder, across the council and linked organisations to identify programmes and integrate progression pathways across the full range of age groups of people using services. For example, work has already begun on a ‘transitions map’ for young people using services offered by the Children’s Trust.

15.3 The setting-up by Education and Skills directorate, with support of the Inclusive Growth directorate, of an external Birmingham delivery skills/jobs group to lead and co-ordinate local, regional and national initiatives as part of a rapid recovery plan (e.g. WMCA, DWP, LEP, Chamber of Commerce). This will also focus on a locality response to supplement the Local Employment and Skills Boards currently active in the East and to lesser extent in North of the city but also needed across areas impacted by COVID-19 such as West and South Birmingham with increasing rates of unemployment but without the same degree of infrastructural support.

15.4 The Chamber of Commerce will be launching their Birmingham Economic Review on 20 Oct 2020 with invitation [here](#) to register and attend the digital launch. Summary:

- The Birmingham Economic Review is an annual publication written by the University of Birmingham City-REDI in partnership with the GBCC
- This year’s report will provide a comprehensive analysis of the background economic factors that precipitated the impact of COVID-19 on Birmingham,

the impact of the Coronavirus and lockdown measures on the city's economy, and actionable measures that businesses and stakeholders from across the city-region can take to adapt, foster greater resilience and grow in this challenging environment

- This launch event will feature an overview of the main findings of the report, followed by a high-profile panel of business, policy and political leaders providing their views on the city-region and the findings of the research
- They will then participate in a Q&A discussion with the audience.

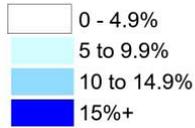
16. Summary

- 16.1 That the Committee notes progress in the Council's response to the unprecedented economic crisis and the impact of strategic/operational interventions in the area of skills training and job development in the short/longer term to mitigate against actual and projected increases in the rate of unemployment for people of all ages.

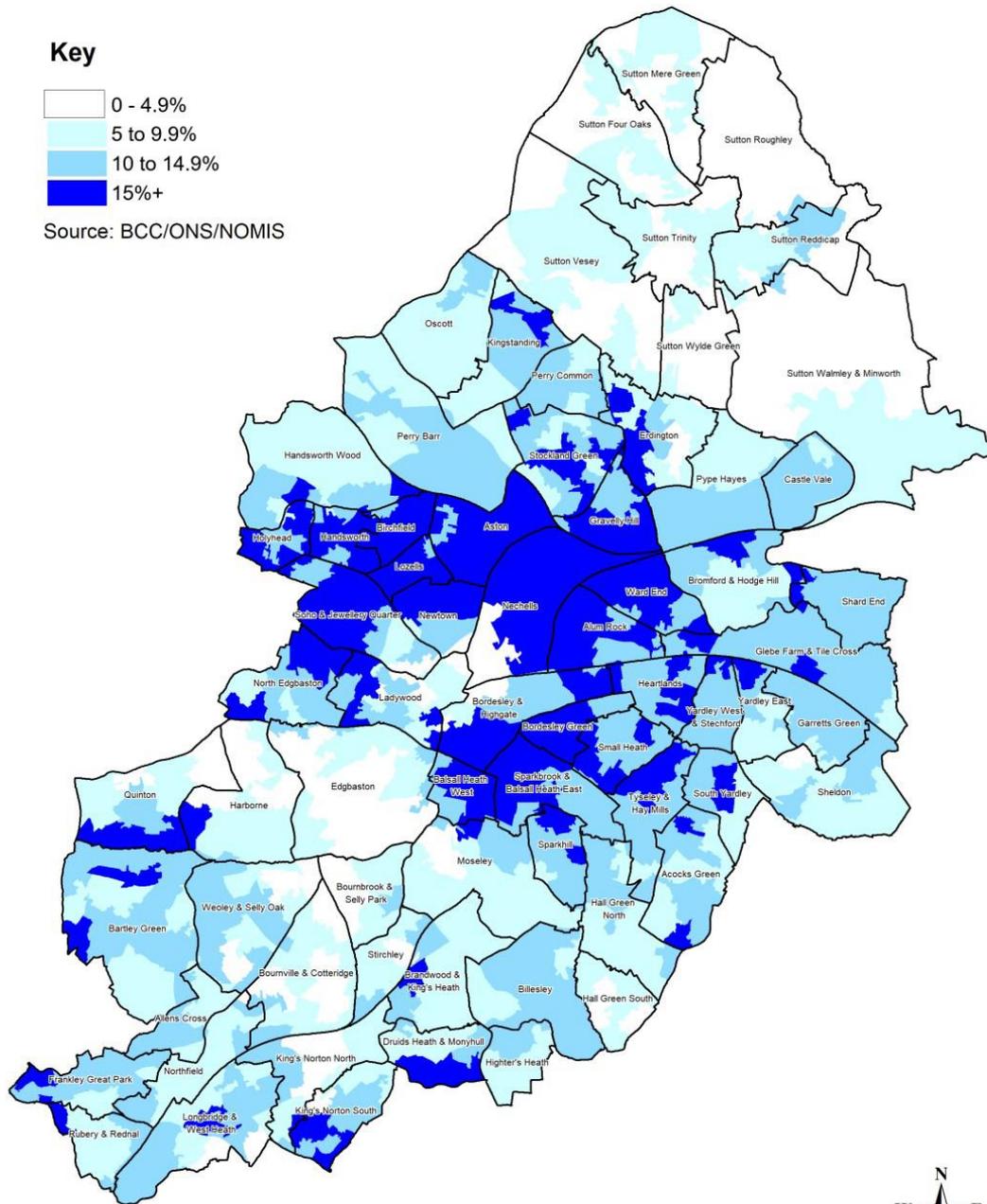
ANNEX 1

Map 1 Birmingham Claimant Count Unemployment Proportions July 2020

Key



Source: BCC/ONS/NOMIS



Date: 11/09/2020
Scale 1:110,000

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ANNEX 2

DWP West Midlands State of The Group Report September 2020 Headlines

The headline labour market figures published on 15 September 2020 use 13 August 2020 as a reference point for the Claimant Count.

Claimant Count

West Midlands Group Claimant Count rose by 3.2% to 231,625 in August – this is the highest figure since 1993. At District level:

- Birmingham & Solihull rose by 2.8% to 89,130
- Black Country rose by 3.1% to 66,820
- Mercia rose by 3.7% to 75,670

There has been an increase of 85.3% since March 2020 in West Midlands Group

Youth Unemployment

West Midlands Group Claimant Count for 18-24-year-olds rose by 1.9% to 46,670 in August – highest figure since 2011. At District level:

- Birmingham & Solihull rose by 2.1% to 17,925
- Black Country rose by 2.0% to 13,720
- Mercia rose by 1.4% to 15,030

There has been an increase of 93.8% since March 2020 in West Midlands Group

Unemployment aged 50+

West Midlands Group Claimant Count for age 50+ rose by 4.3% to 52,495 in August – this is the highest figure since comparable records began in 1985. At District level:

- Birmingham & Solihull rose by 3.5% to 19,355
- Black Country rose by 4.1% to 14,750
- Mercia rose by 5.3% to 18,390

There has been an increase of 76.8% since March 2020 in West Midlands Group

Employment Rates

The West Midlands region's employment rate for the period May to July 2020 stands at 75.2%, up 0.7% from previous quarter. Across the UK the employment rate is 76.4%, up 0.1% from the previous quarter.

Universal Credit

Total number of all Universal Credit claims in West Midlands Group rose by 2.1% in August to 464,529. At District level:

- Birmingham & Solihull rose by 2.3% to 161,320
- Black Country rose by 2.3% to 139,480
- Mercia rose by 1.8% to 163,723

There has been an increase of 73% since March 2020 in West Midlands Group

Perry Barr Residential Scheme – Monthly Project Board – 01/06/2020

10. Sustainability & Social Impact (continued)



Dashboard Commentary

- 124 new jobs have been created through the PRRS project this is 31% of our target of 400 jobs.
- Local Employment Figure is 75% in month and 67% cumulatively.
- School Engagement continues with support from our Tier 1 partners and 3,159 young people have been engaged. This is 32% of the target. We are exploring digital engagement opportunities with the Careers and Enterprise Company and our Social Value Manager is working with the Commercial employers group to create a Digital Personal Branding programme.
- Volunteering Hours achieved are 736.5 hours against a target of 1000 so 74% of the target already achieved. Community project planned for October 20.
- The Work Placement Hours target has stayed the same and we are expecting this to go up from September as we see more virtual work placements taking place we have currently achieved 22% of our target of 10,500 work placement hours.
- Figures for Local spend is £47,635,474.10 within 25 miles (40% of target of 119,250,000 achieved) and SME Spend at £27,026,211.71 (26% of target of 100,000,000 achieved).
- The Construction Skills Hub Test Centre has been approved and the Construction Skill Hub will be re-opening on 1st September.
- Social Value Portal Figure for Social Value including Local Economic Value is £40,009,063.14 (figure to the 31st July 20) 12% Social Value add.
- Social Value Manager – leading Street Warming project for PRRS.
- Virtual Mentoring taking place for local jobseekers from Perry Barr Jobcentre – 11 candidates mentored.
- Exploring construction academies with the Ministry of Justice.
- 124 New jobs created, century milestone surpassed.
- 22 Nationalities working on the PRRS site.



ANNEX 4

BCC Employment Project Analysis

Table 1: Constituency Coverage: Project Start to Date

Youth Promise Plus			World of Work ¹		
Edgbaston	918	6.27%	Edgbaston	40	10.90%
Erdington	1386	9.46%	Erdington	43	11.72%
Hall Green	1353	9.24%	Hall Green	21	5.72%
Hodge Hill	1665	11.37%	Hodge Hill	42	11.44%
Ladywood	2284	15.59%	Ladywood	80	21.80%
Northfield	1249	8.53%	Northfield	25	6.81%
Perry Barr	1516	10.35%	Perry Barr	43	11.72%
Selly Oak	1066	7.28%	Selly Oak	24	6.54%
Sutton Coldfield	259	1.77%	Sutton Coldfield	8	2.18%
Yardley	1319	9.00%	Yardley	29	7.90%
(Solihull)	1635	11.16%	(Solihull)	12	3.27%
Grand Total	14650		Grand Total	367	

¹The WoW figures within this annex are the delivery for the BCC aspect of the project and as such have been taken from information uploaded on to Insight. We are in the process of consolidating the registration and output information from the project's 3 Delivery Partners – see separate presentation on WoW for further consolidated information which is yet to be input to Insight.

Table 2: Age Distribution

Youth Promise Plus		World of Work	
15-19	40%	25-29	18%
20-24	39%	30-39	35%
25-29	20%	40-49	25%
		50-59	19%
		60-69	3%
		70	0%

Table 3: Gender Distribution

Youth Promise Plus		World of Work	
Female	40%	Female	32%
Male	59%	Male	68%
Preferred not to say	2%	Preferred not to say	1%

Annex 4 (continued...)

Table 4: Disability Self-declaration

Youth Promise Plus		World of Work	
Disability – No	81%	Disability - No	84%
Disability - Yes	19%	Disability - Yes	16%

Table 5: Results Distribution

Youth Promise Plus			World of Work		
Traineeship	214	1%	Achieved Basic Skills	20	5%
Apprenticeship	541	4%	Awaiting Outcome	123	34%
Awaiting Outcome	1232	8%	Employment	138	38%
Developed your skills	161	1%	Self-Employment	2	1%
Education / Training	1180	8%	None	84	23%
Employment	2689	18%			
Gained a Qualification	270	2%			
Self-Employment	29	0%			
In Progress	54	0%			
None	8289	57%			

Annex 4 (continued...)

Table 6: BAME Distribution

Youth Promise Plus		World of Work	
Arab	1%	Arab	2%
Asian or Asian British - Bangladeshi	2%	Asian or Asian British - Bangladeshi	2%
Asian or Asian British - Chinese	0%	Asian or Asian British - Indian	4%
Asian or Asian British - Indian	2%	Asian or Asian British - Other	2%
Asian or Asian British - Other	1%	Asian or Asian British - Pakistan	5%
Asian or Asian British - Pakistani	10%	Black or Black British - African	12%
Black or Black British - African	3%	Black or Black British - Caribbean	18%
Black or Black British - Caribbean	5%	Black or Black British - Other	1%
Black or Black British - Other	8%	Mixed - Other	2%
Mixed - Other	3%	Mixed - White and Asian	1%
Mixed - White and Asian	10%	Mixed - White and Black African	1%
Mixed - White and Black African	0%	Mixed - White and Black Caribbean	4%
Mixed - White and Black Caribbean	5%	Other	7%
Other	3%	Prefer Not to Say	2%
Prefer Not to Say	5%	White - British	35%
White - British	40%	White - Irish	1%
White - Gypsy / Traveller	0%	White - Other	2%
White - Irish	1%		
White - Other	2%		

Annex 5 & Annex 6 attached as separate documents