

Northfield District Jobs and Skills Plan JULY 2015

Overview of Northfield District¹

Northfield District is situated in the south-west of the city, with Worcestershire to the south. It is composed of 4 wards – Kings Norton, Longbridge, Northfield and Weoley.

The **Unemployment Claimant rate** is below the city average, but the **Worklessness rate** (as measured by out-of-work benefit claimants) is above, although there are local variations.

Northfield has a fairly similar **age profile** to the city as a whole, with 64,000 residents are of working age (63%) compared to Birmingham as a whole (64%). 9,205 residents are aged 18-24, equating to 9% of the population, compared to 12% for the city.

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 (86%) compared to the city average (59%). Overall, the largest non-white groups are Irish, White Other and Black Caribbean (all 2%). Longbridge ward has the highest percentage of White residents (90%) and Weoley ward the lowest (80%).

Deprivation levels - the proportion of the population living in the 5% most deprived LSOAs in England is lower than for the city as a whole, but the proportion in the 20% and 40% most deprived is similar. . The pattern of deprivation varies across the district, with a patchwork of areas of high and low deprivation in all wards. 50% of Weoley ward and 45% of Kings Norton ward residents live in LSOAs in the worst 10% in England, but only 19% of Northfield and 23% Longbridge ward residents. Deprivation is highest to the southwest of Kings Norton and Northfield wards and to the west of Weoley and Longbridge wards. (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

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Section 1: District Data

1.1 Economic Activity, Employment & Unemployment in Northfield District

Economic activity and employment rates are above the city average with 74% of residents being economically active and 64% employed, compared to 69% and 57% respectively for Birmingham. 42% are full time employees, 15% part-time employees and 6% self-employed (*Census 2011*). 26% of residents are economically inactive. This includes long-term sick & disabled, looking after home or family and students (all 6%), and retired (5%). A full data table can be found in the Appendix Table 2.

In September 2014 there were 2,752 **Job Seekers Allowance (JSA) Claimants** in Northfield District equating to a rate of 6.3%, below the city rate of 7.1% but above the UK rate of 3.0%. The district has the fifth lowest rate of all the districts. 1,045 claimants had been claiming for more than 12 months. The rate is highest in Longbridge and Weoley wards (7.1%) and lowest in Northfield Ward (4.6%).

The male rate (7.8%) is higher than the female rate (4.7%), but this is at least in part due to differences in eligibility and dual claims for married couples.

The rate of unemployment has fallen by 2.4 percentage points over the past year, similar to the decrease in the city (2.2pp). There is a little variation in the decrease in ward rates, with Weoley ward showing the greatest decrease (-2.0) and Longbridge ward the smallest (-1.5pp).

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 in the Unemployment Briefing which can be downloaded from www.birmingham.gov.uk/birminghameconomy This includes a map of the city showing unemployment by LSOA.

Youth Unemployment² (JSA claimants) In September 2014 there were 715 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 7.5%, above the city average of 6.0%. Of these 470 were male and 245 female. 155 had been claiming for over 1 year. Northfield has the fourth highest youth unemployment proportion of all the districts. Over the year to September 2014 the proportion has fallen by 3.8 percentage points (the city proportion fell by 2.7pp over the same period). There is relatively little difference between the ward rates; with Weoley ward (8.6%) having the highest proportion and Northfield ward (5.9%) the lowest.

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 Northfield District was 336 in November 2014. This is the fourth highest number of all the Districts. Kings Norton, and Weoley wards have the highest numbers within the District at 96 and 94 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 Northfield District

School Attainment (as measured by 5 or more GCSEs A*-C including English and Maths) is below the city average, but attainment levels are rising. In 2013 56% 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 3 percentage points since 2011. The city's rate increased by 2 percentage points over the same period.

At 62% attainment is highest in Northfield ward, and lowest in Weoley ward (52%). Attainment has risen since 2011 in all wards. A full data table can be found in the Appendix Table 6.

Adult attainment is generally similar to the city average. 13,627 (21%) of residents have no qualifications, the same proportion as the city average. At level 2 and 3 and above rates are just below the city average. 57% are qualified to Level 2 and above compared to 58% for Birmingham, and 36% to Level 3 and above (Birmingham = 40%) (*Census 2011*).

The differences between the wards are relatively small. Kings Norton Ward (23%) has the highest proportion with no qualifications, and Northfield ward the lowest (18%). There are only 3 percentage points separating the best and worst performing wards at Level 2 plus and Level 3 plus.

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 96% of the working age population and all but 444 residents can speak it well or very well. This compares with 83% of Birmingham residents for whom English is the main language and 95% who can speak it well. The proportion who cannot speak English or cannot speak it well is below 1% in all wards.

1.3 Key Issues

From the data presented in this section it is possible to identify key issues that can be used to help identify jobs and skills priorities for Northfield District. These include:

- The Job Seekers Allowance (JSA) unemployment rate is above the national average, but below or equal to the city average in all wards.
- Youth Unemployment is above the city average in all wards apart from Northfield.
- The number of NEETS is above the city average in all wards apart from Northfield.
- In 2013 attainment at GCSE was below the city average, although it is improving.
- Adult attainment is similar to the city average, but skill levels in the city are below the national average.
- According to statistics published by the TUC on 23 February 2015, figures show that in parts of Britain less than half of jobs are paying a living wage. And they show that Birmingham Northfield tops the TUC's list of 'Living Wage Blackspots' – with 53.4 per cent of people working here earning less than £7.85 an hour. There are issues around fuel and food poverty.

Section 2: Employment Opportunities

Where known, business contact information can be found in the appendix Table 10

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 development of the Economic Zones and other GBSLEP initiatives:

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

There are further opportunities around Art & Culture; in particular from Arts Forum and Northfield culture mash.

In addition, the development of the city centre Enterprise Zone and improved connectivity between HS2 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 Northfield District

There are around 1,285 VAT and PAYE registered enterprises located in the district (*BIS 2013*) employing around 23,700 people (*ONS/BRES 2013*). Of these 15 enterprises employ 10-249 people and a further 10 employ 250 or more. 120 enterprises have an annual turnover of £1million or more, and of these 25 have a turnover of £5million or more.

Over 9,000 jobs are in public administration, and around 5,000 in the financial business & professional services and retail and leisure sectors. Around 15,000 of all jobs are in Kings Norton and Longbridge wards, split almost evenly between them, but there are only 3,000 jobs in Weoley ward. A full data table can be found in the Appendix Tables 8 & 9.

Major employers include National Grid, Bournville College and the Royal Orthopaedic Hospital. Major supermarkets include Sainsbury's. Information on major employers is very limited and should be expanded using local district intelligence.

But the city centre is accessible by public transport in 30-45 minutes from the majority of the district during the morning rush hour. The University and UHB, who are major employers, can be accessed within 30 minutes by the majority of the district, but this rises to 45 minutes for the most southern parts. (*Mott McDonald 2013*).

2.3 Development and Regeneration in Northfield District

Northfield and Weoley Wards

The Northfield Regeneration Framework seeks to promote Northfield as one of the City's key suburban centres. It sets out a vision for sustainable development and regeneration and identifies opportunities for investment and specific regeneration actions to support the future viability and vitality of the centre. This framework offers a vision for growth and importantly seeks to increase employment opportunities for local people.

There are also plans to replace the existing Northfield Swimming Pool plus a new fitness centre and community facilities on the current site. This will be managed by Birmingham Community Leisure Trust

An Extra Care Charitable Trust £35 million retirement village on Lickey Road at the edge of Longbridge town centre will provide 260 bed apartments designed to encourage and support an independent and enriching lifestyle. Work commenced in August 2015 and S106 discussions and a supply chain briefing have been established.

Kings Norton Ward

The 3 Estates of Pool Farm, Primrose and Hawkesley are undergoing a 20 year, £150 million regeneration plan which will see the development of new homes, a significant shift from unpopular flats to traditional family houses to meet local needs, and greater housing tenure choice.

The Kings Norton Planning Framework is the key instrument in guiding the regeneration. It sets out a co-ordinated approach to neighbourhood regeneration, involving both the Council and selected developer partners. It is more than the creation of new housing, and will deliver transformational change to the estates, significantly enhancing local retail provision, community facilities, local employment opportunities and the quality of the built and natural environment.

Current activity is based on the Primrose Estate where the first phase of redevelopment will comprise a new local centre fronting onto the A441 Redditch Road; including a new food store of up to 4000 square metre floor space. The site has been marketed, a developer chosen, and a planning application is expected soon. The second phase (Primrose Phase 2) already has outline planning permission for the demolition of residential properties and the delivery of 300 new homes, 4 retail units (as part of the new local centre) a 1.4ha neighbourhood park and new roads. The new housing will be delivered by BMHT

Longbridge Ward

Following a major remediation programme across the site, St. Modwen started works to this major new community for Birmingham in 2007 which is expected to take around 15 years to complete.

The opening of the M&S in November 2015 has brought St. Modwen's investment at Longbridge up to £350 million and over 3,500 jobs have been created since work started in 2007.

During the M&S recruitment phase the store established an office in Birmingham South West Job Centre and 530 interviews were booked with jobseekers. The latest DWP figures (November 2015) record 305 jobs created with around 150 coming from the unemployment register, *Postcode data to date 51 jobseekers were from B31, 41 from B45 and 5 from B38 (65% from the local area).*

Other Highlights include:

- 400 permanent jobs at Longbridge Technology Park, which comprises two highly specified buildings housing 50 businesses;

- 500 jobs through the new £66m Bournville College in 2012, followed in 2015 with their new 30,000 sq. Construction College.
- 132 new homes at Lickey Road have been built creating over 100 construction jobs. A further 300 new homes are being developed by St. Modwen Homes and Persimmon Homes;
- a £5m youth centre development, The Factory;
- the £2m Austin Park;
- the first phase and second phase of the new Longbridge town centre, which includes an 88,000 sq. ft. Sainsbury's, a 75-bedroom Premier Inn, Beefeater Grill, 24 shops, restaurants and 35,000 sq. ft. of offices;
- the second phase of the town centre opened in October 2015 with a 150,000 sq. ft. Marks & Spencer and an additional 45,000 sq. ft. of retail space, together with surface and multi-storey car parks;
- over £8 million in highway infrastructure improvements including a new 100 space Park and Ride for rail passengers, which opened in 2014;
- the Defence Infrastructure Organisation is currently developing new accommodation on West Works site for medical staff working at the Royal Centre for Defence Medicine; and
- a £35 million ExtraCare retirement village is currently under construction off Lickey Road, due to open in 2017 and creating 50 jobs.

Future opportunities:

- Planning permission was granted in spring 2015 for One Park Square, which will provide 105,000 sq. ft. of prime office space over four stories.
- A separate planning application for over 200 dwellings to be located adjacent to both the Town Centre and the ExtraCare village has also been submitted.
- As part of the Growth Deal in July 2014, the Greater Birmingham & Solihull LEP and Central Government agreed to invest in the Longbridge Connectivity Scheme as one of the joint priorities. The £10.7million scheme will enhance the highway network and public transportation offer improving connectivity in and around Longbridge by spring 2017.
- The majority of the remaining undeveloped land at Longbridge is located on the former MG/Rover West Works site. This includes a 25 ha Regional Development Site. The aim of the RIS is to contribute to the portfolio of employment opportunities in the West Midlands and support the diversification of the regional economy.
- In addition to the RIS, the site has been identified as an economic growth zone in Birmingham's Economic Growth Zones Prospectus as the city's preferred site for a high growth sector ITEC park.

2.4 Key Issues

General Issues for 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 right 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

Key issues identified by the District include:

- A reluctance of local people to travel outside Northfield and some work

Section 3: Training Employment & Skills Provision in and around Northfield 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, apprenticeship 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) **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.
- (iv) Support to workless families within the **Think Families Project**
- (v) **Work Choice:** Specialist guidance and support for people with disabilities aged 18+ moving into employment through Advance Housing.
- (vi) **Employment Access 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.
- (vii) **Building Birmingham Scholarship:** Bursary scheme to help young people 18 - 24 into careers in construction / built environment sectors; support can cover work placements, internships, apprenticeship & employment.
- (viii) **Unlocking Talent and Potential:** DLCCG funded programme to build capacity of schools to deliver enterprise and careers, being rolled out across schools but does not yet include any within Northfield district.
- (ix) **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.
- (x) **CLIMB Project** – A multi-sectorial network in the SW Birmingham area with a business focus but also including representatives from within the community – including local schools and colleges, charities and politicians. The project is tasked with providing practical assistance for jobs and growth and developing the local economy.
- (xi) **Birmingham Youth Service:** Delivering a range of opportunities to young people to develop their employment skills.

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

(i) Secondary Schools

- Ark Kings Academy
- Balaam Wood Academies
- Turves Green Boys Technology & Humanities College

- *Turves Green Girls School And Technology College*

With Sixth Forms:

- *Colmers School and Sixth Form Centre*
- *St Thomas Aquinas Catholic 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.

- *Bournville College*
- *Bournville College - Construction Centre (Opened January 2015)*
- *Cadbury Sixth Form College*

(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.

- *Bournville Campus*
- *Northfield Centre*

(iv) Foundation Learning Providers

- *None*

(v) Birmingham Careers Service

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 online support and Outreach via:

- *The Factory*
- *The Square Club*

(vi) Youth Service

- **SP2** - *Study Pilot Programme aims to raise levels in maths, English and ict – prepare young people for further educational establishments or the jobs market. NEET Young people aged 16-18. Partners include BCC- Adult Education, Connexions. Other organisations involved: Prospects (Youth Contract)*

- **Jobs café**- support for CV writing, access to computers, job search, future opportunities, sports. Young people 16-24.

- **Young Leaders** - Opportunity for young people to volunteer support youth programme being delivering at the Factory. Young People aged 14+. Throughout the week, currently taking place- young people have been able to secure part time work as a result of being part of this programme.

- **MINT Project**-delivered by InUnity. Support for young people ASDAN accreditation, job search, applications, C.V. Young people who have experienced homelessness. Partnership work.

- **Volunteering** - Offering opportunities to gain experience within the work place. Enabling young people to gain credits to support them in applying to colleges /universities. Support young people 18+ that are far from jobs market.

(vii) 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.

(viii) Jobcentres

As a key local stakeholder DWP have an impact in the Northfield District through Birmingham South West and Selly Oak Jobcentres. The Jobcentres are *the* route for referral and mandation onto Work Programme, a national DWP programme delivered in Birmingham through three contracted providers (APM, Avanta, NCG/ Intraining)

(ix) National Apprenticeship Service

Online support and access to apprenticeship vacancies

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

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

- *Northfield Community Centre Partnership*
- *Bournville College*
- *AVANTA (formerly EOS)*
- *APM (formerly PPDG)*

(xi) Our Place - a community organisation which operates Greaves Hall in Kings Norton Ward and hosts training provided by others as well as developing its own programmes. The hall has an IT suite (8 work stations) which is open most days for Learn My Way (UK Online), Careers Advice (in partnership with the National Careers Service) and Homework Club(s) /Youth Club.

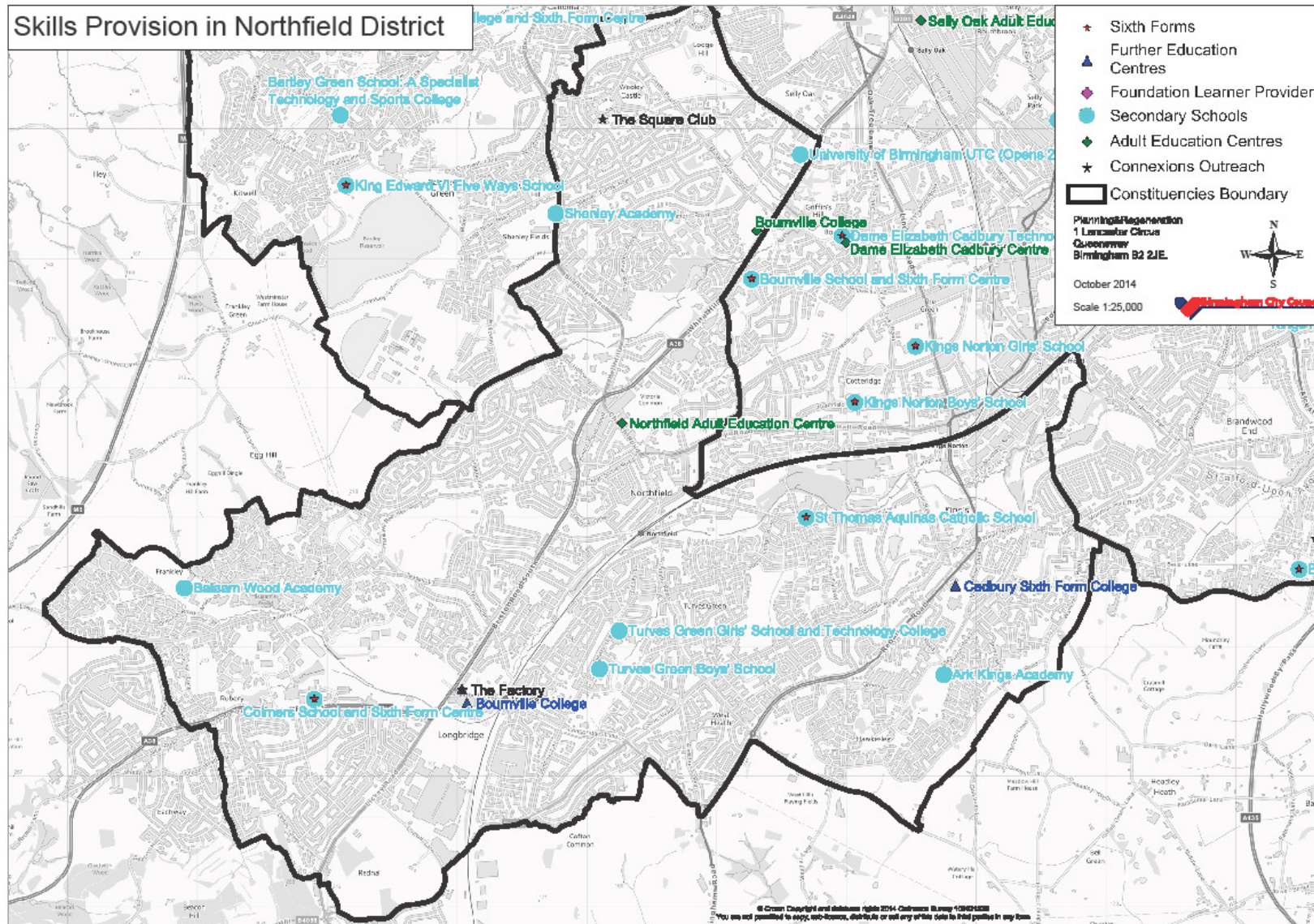
(xii) Libraries – strategic priorities include developing services for those seeking employment. This includes through provision of information and advice and access to IT facilities

- Frankley Library
- Kings Norton Library
- Northfield Library
- Weoley Castle Library

(xiii) Northfield Community Partnership - Offer a whole range of support from their community hub based on Northfield high street, including help into work, free internet access, money advice, housing advice, benefit and welfare reform support, support to quit smoking, National Career Service, UK online centre, food bank, BVSC volunteering centre for the south., drug and alcohol support, sexual health service, NCP services, outside community development opportunities, volunteer placements, events and festivals

3.3 Identified Gaps in Provision

- Lack of work experience for young people
- Additional support for young people under achieving in school or not achieving in year 11
- Higher percentage of 19 – 25 year olds work to be targeted to this age group
- More specialist programmes for NEET young people
- More engagement and support for parents and lone parents
- In terms of their own and their children's education and training need
- Further support for people with disabilities
- Analysis of workforce skills development issues
- Specialist package of support for young people to access and retain jobs
- Digital inclusion/ access to universal job match accounts/setting up
- CV support
- Homeless support
- Mental health support



Section 4: District Jobs and Skill Plan Priorities - Following consultation the following areas of work have been identified. This will need to be discussed locally and agreed.

- Develop improved links between secondary schools and local employers and training providers. Delivery of world of work days, job fairs and CV support.
- Develop and promote apprenticeships to maximise the use of Birmingham Jobs Fund (16-24 yr olds) by local employers. Link with local business improvement district to access local employer lists and promote opportunities.
- Encourage employers to meet workforce development needs in particular SMEs but also larger organisations appropriate local skills and training provision available to meet industry needs and job opportunities
- Improve residents' access to information about job and training opportunities. Share information with local community links, organise job fairs, protect local job opportunities by positive discrimination techniques.
- Promote and support the sign up of businesses to the Birmingham Charter for Social Responsibility
- Helping young people achieve their potential by reducing youth unemployment and NEETS. Develop a package of support from Youth Hubs.
- Increasing self-employment, social enterprise development and the establishment of small businesses and how empty properties can be best used to facilitate growth in these areas
- Identify and address issues associated with low pay employment (particularly employment below the Living Wage).
- Develop package of barrier support to gaining and retaining employment – through access points around Northfield (interested organisations sign up to an agreed checklist of support)
- (i) Digital inclusion- particular barrier to older people and those with mental health issues.
- (ii) food and fuel poverty –link to sanctioning
- (iii) bus passes and travel schemes – in first month of employment
- (iv) work clothes and equipment
- (v)Benefit advice (housing, tax credits etc.) impact on returning to work situation
- (vi) mental health support - confidence building, access to onsite counselling and support
- (vii) basic skills assessments
- (viii) budgeting and debt management
- Localised HUB Hub for NEET young people – utilising empty buildings
- Training and access to procurement opportunities for local community groups to deliver services on a

local level

- Ensure information between job centres is disseminated to clients properly to understand job seeking requirements and appointment times- avoiding sanctions.
- Address basic literacy and maths needs
- Develop group of interested community leaders to work on key priorities
- Ensure all job seekers have a universal job match account CV and email account (basic but essential)

Section 5: Department for Work and Pensions Jobcentre commitments

As a key local stakeholder DWP have an impact in the Northfield District through Birmingham South West and Selly Oak Jobcentres.

DWP Actions and local outputs - in response to the local priorities set out in Section 4, DWP are committed to the following actions and output targets:

Jobs and skills information at district level to be regularly fed back to stakeholders group.

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

- **Birmingham Jobs Fund** - promotion of 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 **95** in 2015/16.
- **Work Experience 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 District residents. The centres that impact upon Northfield District are Birmingham South west and Selly Oak jobcentres which have WEX targets of **676** and **884** placements in 2015/16 respectively.
- **Sector Based Work Academies** – DWP will actively promote the creation and filling of Sector based work academy opportunities by unemployed District residents- (numerical target for 2015-16 to be confirmed).
- **Delivery of further support measures** including Job Clubs, work trials and traineeships through local promotion and outreach.

DWP impact Targets (to be reviewed when Universal credit is fully embedded)

Ultimately the 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 **Job Seekers Allowance** claimants:

By 13th Week of claim : 2014/15 off flow target = **53.5%** New 2015-16 target will be **71%**

By 52nd Week 2014/15 off flow target = **88%** New 2015-16 target will be **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 will be **43.5%**

For **ESA** claimants:

By 65th Week 2014/15 off flow target = **47%** New 2015-16 target will be **52%**

Section 5: Northfield District Jobs and Skills Action Plan

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
Develop improved links between secondary schools and local employers and training providers	1A Engage with CSR City / Make the Grade with to understand and link in with any current planned activity	Contact with Make the Grade Establish current planned activity	September 2016	Employment	
Helping young people achieve their potential by reducing youth unemployment and NEETS Improve residents' access to information about job and training opportunities	1B Engage with school personnel to discuss and identify activity to support improved engagement, such as: Work experience placements for Years 10 – 13; Improved links to local business to schools; Inspiration/motivational speakers from industry engaging with Yr. 10s prior to choosing GCSE options; Engagement with parents to identify any training needs and signpost to relevant training and employment support agency	To be set with agreed targets Secondary schools engaged Work experience placements identified work experience placements undertaken businesses engaged with schools parents/lone parents engaged and signposted	March 2016 Milestone targets to be agreed and discussed	TBA	

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
Travel Planning	Travel Planning to be included in day to day Jobcentre business – to encourage and facilitate customers widening their travel to work area to enable them to take advantage of the wider Birmingham Area	TBA	March 2016 Milestone targets to be agreed and discussed	TBA	
Promote and support the sign up of businesses to the Birmingham Charter for Social Responsibility	2A Engage with local businesses	Identify local employers and SMEs Engage local employers and SMEs to ascertain training, work experience, apprenticeship and job vacancies. Encourage sign up to the Birmingham Charter for Social Responsibility	March 2016 Milestone targets to be discussed and agreed	TBA	Notes: linkages to BITC, BID, Northfield Community partnership; engage with large employers
Helping young people achieve their potential by reducing	3A Capacity Building Young Leaders	Ensure each Young Leader has a skills action plan and opportunity to undertake relevant work experience.	March 2016 Milestone targets to be discussed and	TBA	12 Young Leaders at The factory had training in the following: Emergency First Aid (British Red Cross);Peer Mentoring Training

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
youth unemployment and NEETS		Identify coach/mentor from local provision to provide additional support. Recruitment of new young leaders in	agreed		One young leader has been made Youth Police Commissioner for the South One Young person representative on Housing Board Training to be undertaken: Sport Leaders Training to gain employment through Park Lives / Active Parks for Spring 2016; Public Speaking; Work Experience Young Leaders run a Junior Club for 10 – 12 year olds and contribute to Transition Days Contribute to events held at the Factory Young Leaders have signed up to work on the summer scheme
Develop and promote apprenticeships to maximise the use of Birmingham Jobs Fund (16-24 yr. olds) by local employers	4A Promotion of Birmingham Jobs Fund incentives to local employers recruiting young unemployed residents.	To generate an additional 95 job starts for District residents	By March 2016	DWP Bham South West Jobcentre/ Birmingham City Council NCS	
	5A Promotion of DWP Work Experience offer to local employers	Increased delivery of WEX placements through centre to 676 in a 12 month period	By March 2016	DWP Bham South West Jobcentre	

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
	6A Promotion of Sector based work academies through local and larger employers linked to interview guarantees for specific vacancies	Increase take up of Sector based Work academies through Bham South West Jobcentre	By March 2016	DWP Bham South West Jobcentre	

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>ONS</i>	Office for National Statistics

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Map1: 2010 Indices of Deprivation in Northfield Constituency

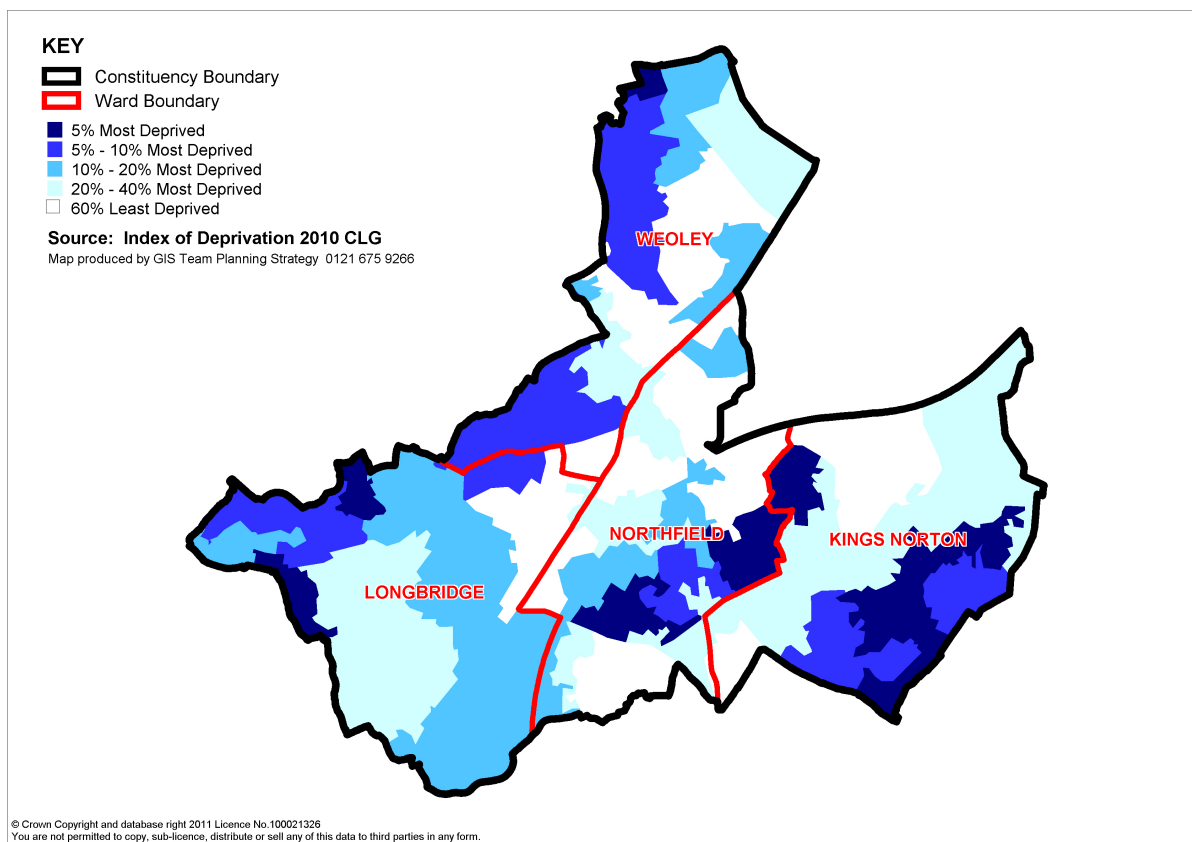


Table 1: Proportion of the ward population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England (IMD 2010)

Ward	5%	10%	20%	40%	Remainder
King's Norton ward	26%	45%	45%	88%	12%
Longbridge ward	12%	23%	53%	85%	15%
Northfield ward	13%	19%	40%	63%	35%
Weoley ward	1%	50%	67%	79%	27%
Northfield District	13%	34%	52%	79%	21%
Birmingham	23%	40%	56%	75%	25%

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

Area	Kings Norton Ward		Longbridge Ward		Northfield Ward		Weoley Ward		Northfield District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	%
All residents aged 16-64	15,108		16,483		16,343		16,066		64,000			
Economically Active Total	10,988	73%	12,431	75%	12,545	77%	11,658	73%	47,622	74%	69%	77%
Total Employed	9,347	62%	10,719	65%	10,858	66%	9,722	61%	40,646	64%	57%	68%
Employed Full-time	6,234	41%	7,260	44%	7,257	44%	6,414	40%	27,165	42%	36%	43%
Employed Part-time	2,115	14%	2,421	15%	2,498	15%	2,370	15%	9,404	15%	13%	15%
Self-employed	998	7%	1,038	6%	1,103	7%	938	6%	4,077	6%	7%	10%
Unemployed	1,207	8%	1,253	8%	1,190	7%	1,401	9%	5,051	8%	8%	5%
Full-time student	434	3%	459	3%	497	3%	535	3%	1,925	3%	5%	4%
Economically inactive Total	4,120	27%	4,052	25%	3,798	23%	4,408	27%	16,378	26%	31%	23%
Retired	782	5%	746	5%	827	5%	610	4%	2,965	5%	4%	5%
Student	934	6%	907	6%	905	6%	1,215	8%	3,961	6%	11%	7%
Looking after home/family	938	6%	923	6%	770	5%	1,030	6%	3,661	6%	7%	5%
Long term sick/disabled	1,069	7%	1,069	6%	890	5%	1,075	7%	4,103	6%	6%	4%
Other	397	3%	407	2%	406	2%	478	3%	1,688	3%	4%	2%
Unemployed never worked	235	2%	227	1%	225	1%	306	2%	993	2%	2%	1%

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

Area	Male	Female	Total		Long Term (12mths) Unemployed
	Total	Total	Total	Rate	Number
Kings Norton ward	398	253	651	5.8%	250
Longbridge ward	417	241	658	5.2%	235
Northfield ward	408	187	595	4.6%	220
Weoley ward	513	335	848	7.1%	340
Northfield District	1,736 (7.8%)	1,016 (4.7%)	2,752	6.3%	1,045
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
Kings Norton ward	651	4.3%	5.8%	-12	-0.1	-206	-1.8
Longbridge ward	1,314	4.9%	7.1%	25	0.1	-281	-1.5
Northfield ward	595	3.6%	4.6%	-24	-0.2	-242	-1.9
Weoley ward	848	5.3%	7.1%	-16	-0.1	-245	-2.0
Northfield District	1,736	4.30%	6.3%	-134	-0.3	-1,060	-2.4
Birmingham	34,160	4.9%	7.1%	-819	-0.2	-10,692	-2.2

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

	September 214		Annual Change		Long Term Youth Unemployment
	Number	%	Number	% Point	Number
Kings Norton ward	165	7.5%	- 70	-3.2	35
Longbridge ward	175	7.9%	- 82	-3.7	30
Northfield ward	145	5.9%	- 91	-3.7	40
Weoley ward	225	8.6%	- 95	-3.6	50
Northfield District	715	7.5%	- 365	-3.8	155
Birmingham	7,935	6.0%	- 3,545	-2.7	1,465

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Table 6: Proportion of pupils resident in Northfield District achieving 5 or more GCSEs A*-C 2013 Source: BCC		
Ward	2013	Change 2011-2013
Kings Norton ward	55%	9pp
Longbridge ward	56%	2pp
Northfield ward	62%	2pp
Weoley ward	52%	1pp
Northfield District	56%	3pp
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
Kings Norton ward	3,429	2,594	2,869	405	2,114	3,125	572	8,513	5,239
Longbridge ward	3,623	2,979	3,188	463	2,469	3,151	610	9,271	5,620
Northfield ward	2,966	2,964	3,179	569	2,500	3,598	567	9,846	6,098
Weoley ward	3,609	2,528	2,685	349	2,067	4,037	791	9,138	6,104
Northfield District	13,627	11,065	11,921	1,786	9,150	13,911	2,540	36,768	23,061
Birmingham	143,576	103,859	106,683	12,981	103,853	173,943	45,255	397,460	277,796
Percentages									
Kings Norton ward	23%	17%	19%	3%	14%	21%	4%	56%	35%
Longbridge ward	22%	18%	19%	3%	15%	19%	4%	56%	34%
Northfield ward	18%	18%	19%	3%	15%	22%	3%	60%	37%
Weoley ward	22%	16%	17%	2%	13%	25%	5%	57%	38%
Northfield District	21%	17%	19%	3%	14%	22%	4%	57%	36%
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 Northfield District by sector <i>Source: BIS UK Business: Activity, size and location 2013</i>		
Sector	No.	%
Agriculture, forestry & fishing	0	0%
Production	80	6%
Construction	180	14%
Motor trades	55	4%
Wholesale	60	5%
Retail	160	12%
Transport & storage (inc. postal)	50	4%
Accommodation & food services	75	6%
Information & communication	95	7%
Finance & insurance	10	1%
Property	25	2%
Professional, scientific & technical	190	15%
Business administration and support services	80	6%
Public administration and defence	0	0%
Education	30	2%
Health	100	8%
Arts, entertainment, recreation and other services	95	7%
TOTAL	1,285	100%

Table 9: Employment in Northfield District <i>Source; Business Register and Employment Survey 2013</i>		
Sector	No.	%
Agriculture	0	0%
Construction	800	3%
Financial & Professional Services	4,800	20%
Manufacturing	1,300	5%
Mining & Utilities	1,300	5%
Public Services	9,100	38%
Retail & Leisure	5,300	22%
Transport & communications	1,000	4%
Total	23,700	100%

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TABLE 10: CONTACT DETAILS	
SECONDARY SCHOOLS	
Ark Kings Academy Shannon Road Birmingham B38 9DE Roger Punton	Balaam Wood Academies New Street Frankley Birmingham B45 0EU Jane Harris
Turves Green Boys Technology & Humanities College Turves Green Northfield Birmingham B31 4BS Simon Franks	Turves Green Girls School And Technology College Turves Green Northfield Birmingham B31 4BS Richard Crookes
With Sixth Forms:	
Colmers School Bristol Road South Rednal Birmingham B45 9NY Barry Doherty	St Thomas Aquinas Catholic School Wychall Lane Kings Norton Birmingham B38 8AP Clare Madden
FURTHER EDUCATION PROVIDERS	
Bournville College 1 Longbridge Lane, Birmingham, B31 2AJ Telephone Number: 0121 477 1300	Cadbury Sixth Form College Downland Close, Kings Norton, Birmingham B38 8QT Telephone Number: 0121 458 3898
ADULT EDUCATIONS CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)	
Northfield Centre 45 Church Road, Northfield, B31 2LB Telephone Number: 0121 464 8272	Bournville College Longbridge Lane, Longbridge, B31 2A Telephone Number: 0121 464 7401
JOBCENTRES	
Birmingham South West 1300 Bristol Road South, Northfield, Birmingham B31 2TQ	
EAT OPPORTUNITIES MAILING DBASE: EMPLOYMENT & TRAINING PROVIDERS	
Bournville College 1 Longbridge Lane, Birmingham, B31 2AJ Telephone Number: 0121 477 1300 Email: info@bournville.ac.uk	Northfield Community Partnership 693 Bristol Road South, Northfield, B31 2JT Telephone Number: 0121 411 2157 Email Address: info@visitnorthfield.co.uk
APM (formerly PPDG) 1102 Bristol Road South, Northfield, Birmingham, B31 2RE	AVANTA (formerly EOS Works) Unit 800, Catesby Park, Kings Norton, Birmingham, B38 8SE

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Telephone Number: 0121 201 0690	Telephone Number: 0121 415 3300
BIRMINGHAM CAREERS SERVICE	
The Factory Longbridge Lane, Longbridge, Birmingham, B31 2TS Telephone Number: 0121 675 9410	The Square Club Somerfield Road, Weoley Castle, Birmingham, B29 5LB Telephone Number: 0121 675 9410
BUSINESS/REGENERATION CONTACTS	Marcia greenwood Northfield business improvement district