

# WoW

World of Work Project Birmingham

Connecting you to...



Jobs  
Apprenticeships  
Training  
Work Experience



The World of Work project is part funded by the European Social Fund



# PARTICIPANT JOURNEY

Birmingham City Council's *Employment Access Team* has the responsibility to take participants through the process as represented by the simple flowchart below

With its unique connections with employers from a variety of sectors, the Employment Access Team will assess and match people to suited roles following any required training support



# GROWTH SECTORS



The project targets the following sectors:

- **Advanced Manufacturing and Engineering**
- **Creative Industries**
- **Low Carbon & Environmental Technologies and Services**
- **Transport and Logistics**
- **Life Sciences**
- **Digital and Technology**
- **Business, Professional and Financial Services**

Or where there is significant replacement demand, such as:

- **Construction and Infrastructure**
- **Health and Social Care**

# TRAINING



We continue to access to available and appropriate training aligned to the growth sectors as our project related sector specific training comes to an end.

The continued access to training will extend from Basic Skills to being bespoke and employer-led funded in the main through AEB.

The length of training courses varies from circa 2 weeks to around 6 weeks

Course completers and achievers gain a recognised qualification which supports them to access work experience, apprenticeships and jobs.





# THE NUMBERS



As at September 2020, the project (inc. delivery partners) has achieved the following high-level performance against targets:

- 64% of the 930 Total Participant target\*
- 125% of the Unemployed into Work target\*\*

*\*Excludes Targeted Outreach results as not yet fully verified*

*\*\*Excludes SWBHNHS Trust and Targeted Outreach results as not yet fully verified*

*Other key indicator results currently being verified.*

# ATTRACTION



The project has access to a wide network of contacts including online presence and makes connections via the following channels:

- **Social Media**
  - Instagram
  - Twitter
  - Facebook
  - Linked In
- **Community organisations database**
- **Networking and recruitment events**
- **Friendly agencies**
- **Targeted outreach provision to reach inactive participants**



# THE THANKS

## Some comments from supported people...

'I can't thank the WoW project enough and I can't believe they've fixed it for me to land one of the biggest gigs in the city so quickly and easily! I see this as a career not just a job— I want to progress to Project Management one day and I know I can do it. Thank you WoW!' - Iman



*'I was employed as a painter/decorator but lost my driving licence and so was not able to get to jobs. I ended up on UC and my life went drastically downhill over a period of 12 months. At my lowest point I had no food or electricity for three days. I met WoW and they helped me get onto the right training. After the course WoW set up interviews for me and I eventually settled on a job on Snow Hill. I have been there now for over 6 months and the work is going well. Three months in my boss called me and gave me a £1 per hour pay rise for working so well, I was dead chuffed!! I can honestly say that doing the course and the help from WoW project has given me my life back!'* \_ Ian



