

Economy and Skills O&S Committee

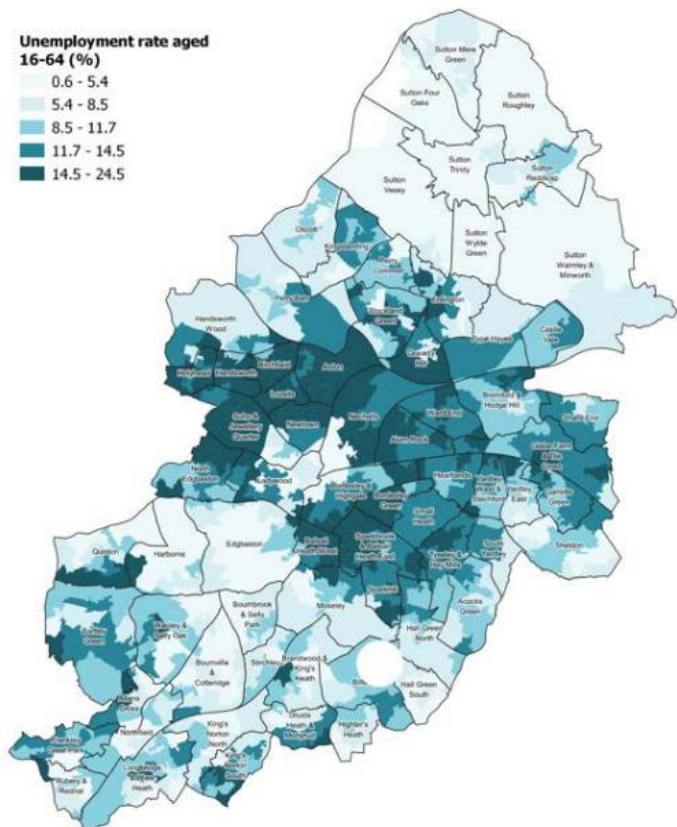
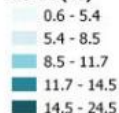
January 2022

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AND CULTURE



The Context – Birmingham is different

Unemployment rate aged
16-64 (%)



Evidence

Unemployment and economic inactivity in Birmingham before Covid was already high, with unemployment at around double the UK average, and high youth unemployment.

Birmingham's **unemployment and deprivation is entrenched in many neighbourhoods** and exacerbated by Covid.

Skill levels are lower than average and **earnings are the second lowest** level of all the Core Cities, affecting women and people with caring responsibilities.

Birmingham's claimant count is recovering more slowly from Covid at -2.4% than in other Core Cities and other parts of the West Midlands.

Job density is low, but some sectors have struggled to recruit.

There are **barriers to local people taking up jobs** – pay and conditions, awareness of opportunities, physical connectivity.

Desired outcomes

Reduced claimant count, especially for young people.

Good job creation across communities, including from large employers and anchor institutions, and SME growth.

Improved impact of skills provision, careers advice and work experience.

Enhanced **access to training** and more **apprenticeships**.

More vacancies filled from deprived communities.

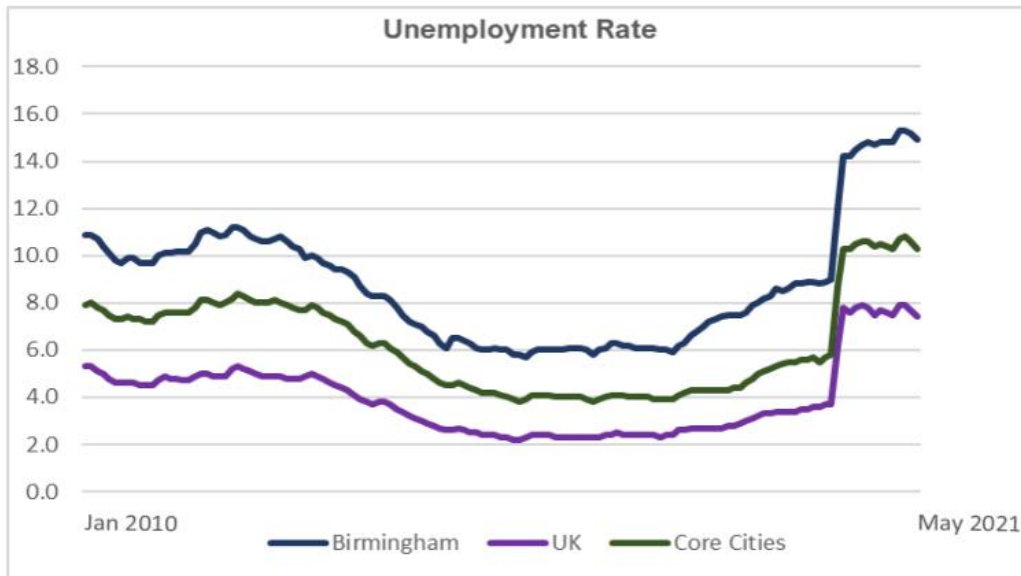
Greater delivery and collaboration capacity at community / local level.

Delivering **Breaking Down Barriers recommendations** – accessible work experience, careers guidance, an online hub and employment support that works for young people and businesses

Pre-Covid labour market trends

Persistently High Unemployment

The city has maintained the highest rates of unemployment among the core cities, and at least double the UK average since 2010.



Resident Workforce (16-64)

Birmingham residents have lower skill levels than national and core city averages and lower levels of economic activity, especially within some groups and communities.

Skill levels (2020)

	NVQ3+		No Qualifications
Birmingham	58.1%	Birmingham	9.2%
Core Cities	63.0%	Core Cities	7.9%
UK	61.2%	UK	6.6%

Employment rates (2020)

	All People		BAME
Birmingham	66.1%	Birmingham	56.5%
Core Cities	71.5%	Core Cities	61.2%
UK	75.3%	UK	67.4%

Economic inactivity rates (2020)

	All People		Females
Birmingham	27.6%	Birmingham	33%
Core Cities	24.1%	Core Cities	28.4%
UK	21.1%	UK	24.9%

Source: Birmingham City Council analysis

Earnings

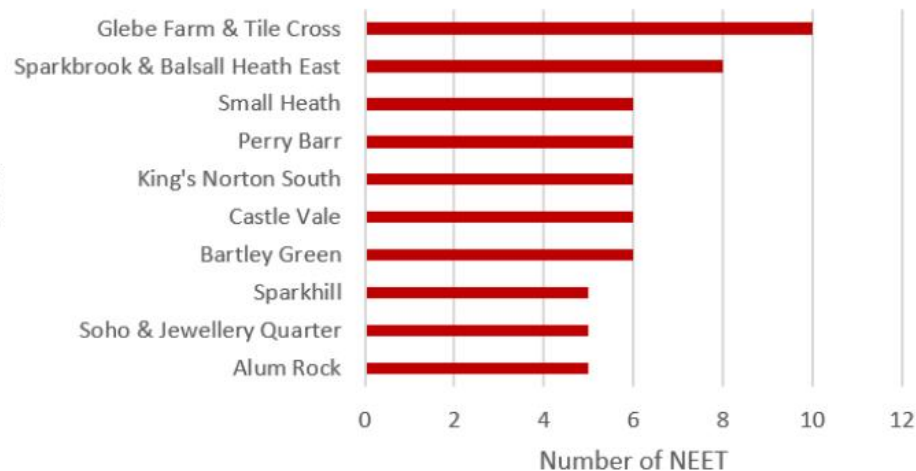
- Birmingham has the second lowest average hourly wage in 2019 of our Core City partners
- Hourly earnings in Birmingham only increased by 10% between 2015 and 2019.
- This indicates a higher level of Universal Credit claimants on low pay that will be slower to be able to move off UC to supplement earnings.

Hourly earnings in Core Cities

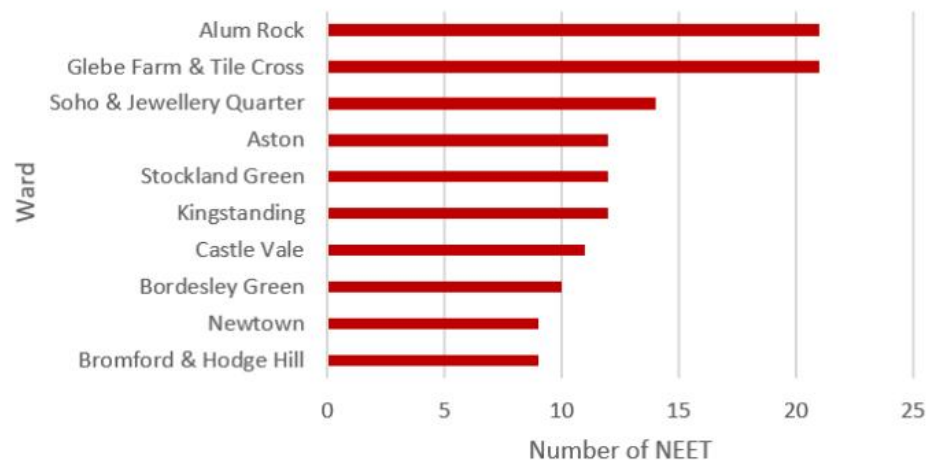
Core City	2015	2019	% Increase
Birmingham	11.03	12.10	10%
Leeds	11.5	12.91	12%
Nottingham	9.9	11.19	13%
Sheffield	11.1	12.59	13%
Newcastle upon Tyne	10.81	12.35	14%
Manchester	10.8	12.46	15%
Bristol, City of	12.12	14.27	18%
United Kingdom	11.78	13.28	13%
England	11.89	13.42	13%

NEET By Ward

Year 12 NEET By Ward Top 10

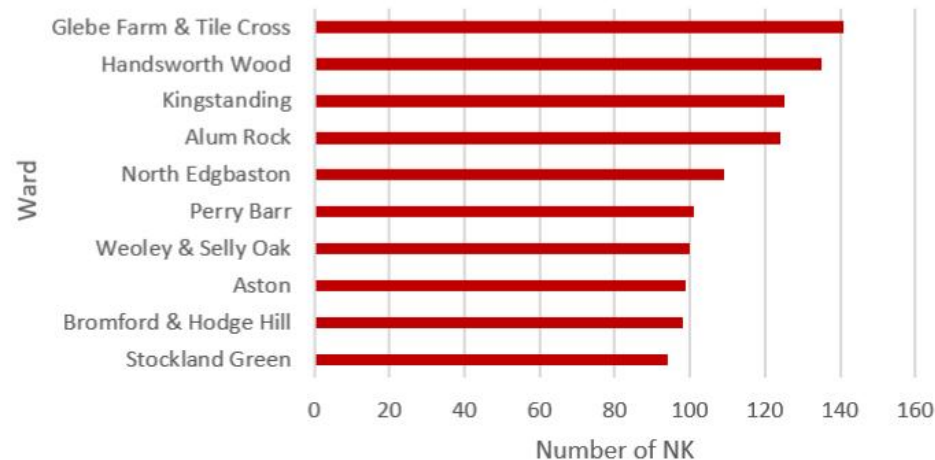


Year 13 NEET By Ward Top 10

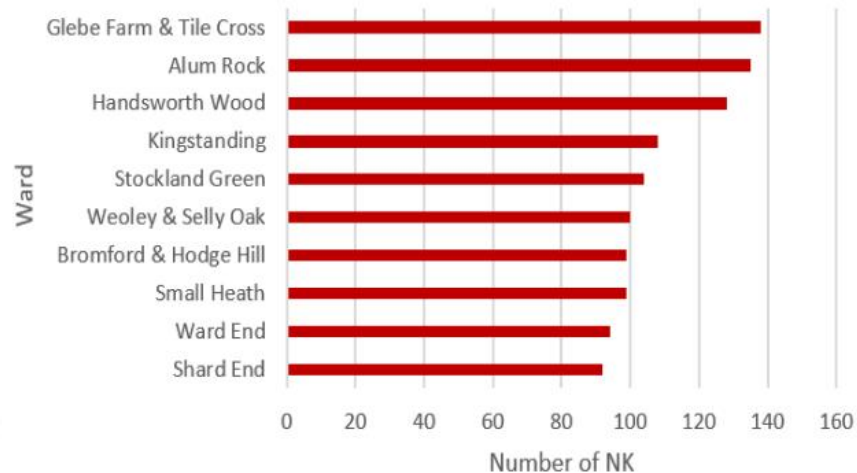


Not Known Status By Ward

Year 12 NK By Ward Top 10



Year 13 NK By Ward Top 10



Transforming Skills Development and Employment

- Early Intervention and Prevention
- Breaking Down Barriers – Working Towards Birmingham's Future
- Community Recovery Strategy
- Inclusive Economic Recovery Strategy
- Digital Inclusion Strategy
- SEND Improvement Programme (14-29 review of jobs/skills pathways)
- Partnership for People and Place
- Levelling Up Strategy
- East Birmingham Strategy
- Commonwealth Games
- Libraries as places for self-directed and programme-based learning & job search

Rationale for further action through Jobs/Skills plan

- **Birmingham City Council has a leadership role** in the city, to convene partners and initiate actions. **BCC is a large direct employer, procurer and commissioner** of services across the city.
- A central role for **place leaders, large employers, anchor institutions, community organisations and the skills system** to lead on action.
- There are existing **strong place based partnerships** in North Birmingham and East Birmingham – other parts of the city could benefit from similar partnership action.
- The evidence of need and gaps in activity already happening shows there is rationale for **three areas of further action:**
 - Job creation and matching especially for young people
 - Pathways into training and work supported with large employers
 - Local public services and social care supporting communities, and expanded place based partnerships

Overview of ongoing actions

Places	Sectors	Anchor institutions	Birmingham City Council
<p>Ongoing Witton Lodge and North Birmingham Recovery Taskforce partners to deliver on employment objectives in the North Birmingham Recovery Strategy.</p> <p>Ongoing BCC, Pioneer Group and partners to strengthen and deliver on employment and skills ambitions in the East Birmingham Inclusive Growth Strategy.</p> <p>Ongoing GBSLEP to use the ongoing Enterprise Zone employment and investment review to work with employers to commit to local recruitment and training placements, and support transport options for residents in deprived communities to access city centre opportunities.</p>	<p>Ongoing DWP with WMCA to lead delivery of sector work academies in sectors with recruitment demand – construction, health and care, hospitality.</p> <p>Ongoing WMCA, GBSLEP, events organisers to deliver employment, training and volunteering opportunities for residents from CWG and big events.</p>	<p>Ongoing University Hospitals Birmingham and Sandwell and West Birmingham Trusts to continue to offer work experience and entry level training, commitments to recruitment – including utilising new Midlands Met Hospital learning hub.</p> <p>Ongoing Birmingham Anchor Network developing simplifying universal entry level pathways for local residents – especially young people in deprived communities.</p>	<p>Ongoing BCC skills team to deliver Youth Hub linked with online hub, Youth Promise Plus, digital inclusivity and ESF programmes with delivery partners to support people into employment from deprived communities.</p> <p>Ongoing BCC HR to use own direct recruitment to build on and extend commitments to contractors on Kickstart placements, volunteers, traineeships, T Level placements, apprenticeships, and paying the Real Living Wage for Council staff.</p> <p>Ongoing BCC procurement to enhance requirements for local community recruitment, apprenticeship and training provision, preventative social value from contractors and expand into all types of procurement contracts as well as planning.</p>

Further actions – next 6-12 months

Places	Sectors	Anchor institutions	Birmingham City Council
<p>Next 6-12 months BCC skills and neighbourhoods teams to lead with community organisations and social landlords – through BISHP, FE and skills providers, and businesses on developing place based partnerships in other parts of Birmingham.</p> <p>This could be focused on wards around Birchfield, Handsworth and Lozells to the west; Sparkbrook and Balsall Heath near the centre; and Bartley Green, building on Northfield and King's Norton to the south.</p> <p>Scoping key places and capacity needed for future funding (UKSPF) bids – would support residents in their communities with local services and careers advice into training and employment.</p>	<p>Next 6 months GBSLEP with Chamber of Commerce and BIDs to support hospitality and leisure businesses to fill vacancies through creating apprenticeships, advertising jobs on an online hub, exploring transport options for recruits.</p> <p>Next 6 months GBSLEP with Anchor Network to develop with large professional service firms an approach to universal pathways into entry level jobs that could be shared with high street firms – learning from work of University Hospitals Birmingham.</p> <p>Next 6-12 months BCC to lead and work with employers, skills providers and schools, GBSLEP and WMCA in creating a one-stop-shop online hub for young people to access job vacancies, apprenticeships, work experience, volunteering, mentoring and careers advice across the city.</p>	<p>Next 6-12 months NHS Integrated Care Systems to explore expanding local recruitment and training for people from deprived communities with social care providers through BCC.</p> <p>Next 6-12 months Community anchors – Witton Lodge in North Birmingham and Pioneer Group in East Birmingham – to work with BCC and across BISHP social landlord network to share employment and place based partnership initiatives in other deprived wards.</p> <p>Next 6-12 months Community organisations, DWP and skills providers to join up understanding of and action on place based partnerships in community and local service support that residents need to move into work, upskill or increase their incomes with other deprived wards.</p>	<p>Next 6-12 months BCC inclusive growth team to build in employment and training opportunities for residents in levelling up investment, housing and development – through future funding (UKSPF, LUF) bids.</p> <p>Next 6-12 months BCC adult social care to explore with social care providers commitments to RLW, local community recruitment, training support, flexible working conditions to support people who have caring responsibilities at home to also work in their own neighbourhoods.</p>

Thank you

Any Questions?

