

Hodge Hill

Jobs and Skills Plan

Produced Oct 15

Actions updated July 2016 & March 2017

Overview of Hodge Hill District¹

Hodge Hill District extends east from the city centre to the city boundary with Solihull. It is composed of 4 wards – Bordesley Green, Hodge Hill, Shard End and Washwood Heath.

Significant parts of the district experiences some very challenging conditions in terms of labour market status, with very high levels of **unemployment and worklessness**.

Hodge Hill District has a younger **age profile** to the city with a higher proportion of 0-15s and a smaller proportion of over 45s, and this is also true of all wards apart from Shard End. Overall, the proportion of working age adults (59%) is below the city average (64%). There are 12,674 residents aged 18-24 equating to 10% of the population, compared to 12 % for Birmingham.

The **ethnic profile** of the working age population in the district differs to that of the city, with a much lower proportion of white working age residents (37%) compared to the city average (59%). But this masks ward variations, with the proportion only 13% in Washwood Heath, and 15% in Bordesley Green wards, but much closer to the city average at 46% in Hodge Hill ward. In contrast, 84% of Shard End residents are white. Overall, the largest non-white groups are Pakistani (38%) and Bangladeshi (5%). The Pakistani group forms over 50% of the population in Bordesley Green and Washwood Heath wards, but only 3% in Shard End ward. The Bangladeshi population comprises 9% of the population in Bordesley Green ward.

Overall **deprivation levels** are very high compared to the city as a whole with the entire population living in LSOAs in the 40% most deprived in England. 5% of the population live in the 5% most deprived LSOAs in England and 78% of the population in the 10% most deprived LSOAs. In Washwood Heath ward 90% of the population live in the 5% most deprived LSOAs. Hodge Hill ward is the least deprived, with slightly lower levels of deprivation to the centre of the ward, but even here levels are high. (Appendix Table 1 and 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/>

It is also important to put this plan in the context of the ongoing work of the locally led partnership vehicle that was established as a result of the recommendations of the review undertaken by Sir Bob Kerslake, to address the systemic problems of unemployment and skills in the East of Birmingham in particular the Hodge Hill District.

District Employment and Skills Champion	Councillor Mariam Khan
BCC District Contact:	Mike Davis 0776 692 4147 Mike.davis@birmingham.gov.uk
BCC Employment and Skills Service Contact:	Jane Newman 0121 303 4033 jane.newman@birmingham.gov.uk
BCC Regeneration Contact:	James Betjemann 0121 303 4174 James.betjemann@birmingham.gov.uk
BCC Data Contact:	Lesley Bradnam 0121 464 2114 Lesley.bradnam@birmingham.gov.uk
DWP Contact	Andy Hunt / Wendy Anderson 'andy.hunt1@dwp.gsi.gov.uk' wendy.anderson@dwp.gsi.gov.uk

¹ For definitions please see glossary

Section 1: District Data

1.1 Economic Activity, Employment & Unemployment in Hodge Hill District

Economic activity and employment rates are well below the city average with 61% of residents being economically active and 47% employed, compared to 69% and 57% respectively for Birmingham. 26% are full time employees, 14% part-time employees and 7% self-employed (*Census 2011*). Economic activity and employment is below the city average in all wards apart from Shard End ward, where they are very slightly above. Employment rates are only 42% in Bordesley Green and 38% in Washwood Heath wards. 35% of residents are economically inactive. Of these 10% are students - a similar proportion to the city average, but 13% are looking after home and family, nearly double the city average. The proportion looking after home and family is particularly high (16%) in Bordesley Green and Washwood Heath. 7% are sick or disabled. A full data table can be found in the Appendix Table 2.

In September 2014 there were 4,894 **Job Seekers Allowance (JSA) Claimants** in Hodge Hill District equating to a rate of 9.6%, above the city rate of 7.2% and the UK rate of 3.0%. The district has the third highest rate of all the districts. There were 3,133 male claimants and 1,761 female claimants. 1,855 residents had been claiming for more than 12 months. The rate is highest in Washwood Heath ward (15.8%) where the rate is over twice the city average, but is also high in Bordesley Green (11.4%) ward. The rate in the other two wards is 8.5%.

The rate has fallen by 3.0 percentage points over the past year, more than the decrease in the city (2.2pp). The rate has fallen most in Bordesley Green (- 4.5pp) and Washwood Heath (-3.9pp).

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 1,340 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 10.2%, well above the city average of 6.0%. Of these 820 were male and 520 female. 285 had been claiming for over 1 year. Over the year to September 2014 the proportion has fallen by 4.2 percentage points (the city proportion fell by 2.7pp over the same period). The proportion has fallen most in Bordesley Green ward (-5.1pp) and least in Hodge Hill ward (-2.9pp).

Hodge Hill has the highest youth unemployment proportion of all the districts. At 12.0% Washwood Heath ward has the highest youth unemployment proportion. But the proportion is also high in the other three wards – 9.5% in Shard End and Hodge Hill and 9.3% in Bordesley Green.

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 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 Hodge Hill District was 441 in November 2014. This is the highest number of all the Districts. Numbers are high in all wards with Bordesley Green and Washwood Heath wards having the highest numbers (both 119). All the wards, apart from Hodge Hill are amongst the 10 wards with the highest numbers in the city. 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 Hodge Hill District

School Attainment (as measured by 5 or more GCSEs A*-C including English and Maths) is below the city average, although attainment levels are rising. The district average hides wide ward differences. In 2013 55% 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 increased by 2 percentage points since 2011. The city's rate increased by the same amount over the same period.

Attainment is below the city average in all 4 wards and is lowest in Shard End ward (44%) At 58% Bordesley Green and Washwood Heath wards have the highest attainment, only 2 percentage points below the city. Attainment has risen by 6 percentage points in Shard End and Washwood Heath wards since 2011, but fallen by 4 percentage points in Hodge Hill ward. A full data table can be found in the Appendix Table 6.

Overall, **adult attainment** is below the city average at all levels. 23,033 (32%) of residents have no qualifications, well above the rate for the city as a whole. At Level 2 and 3 and above rates are again well below the city average. Only 42% are qualified to Level 2 and above compared to 58% for Birmingham, and 25% to Level 3 and above (Birmingham = 40%) (*Census 2011*).

Attainment levels are low in all 4 wards, with the proportion with no qualifications rising to 36% in Washwood Heath ward. This ward has the lowest attainment of all wards, with only 36% qualified to level 2 and above and 22% to Level 3 and above. The proportion with 'other' qualifications is above the city average (7%) in Bordesley Green (11%) and Washwood Heath (10%) wards. This is likely to be related to the high numbers of residents who were born and educated overseas.

A full data table can be found in the Appendix Table 7, along with definitions of the different qualification levels.

Language: English is the main language of only 71% of the working age population, and only 89% can speak it well. 11% (7,602 residents) cannot speak English or cannot speak it well. This compares with 5% of Birmingham residents who cannot speak English well. The proportion who cannot speak English or cannot speak it well is 15% in Bordesley Green and Hodge Hill wards and 17% in Washwood Heath ward.

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 Hodge Hill District. These include:

- The district has the third highest Job Seekers Allowance (JSA) unemployment rate of all the districts. The rate in Washwood Heath ward is over twice the city average and is also high in Bordesley Green ward.
- The youth unemployment proportion is the highest of all the city's districts, and is high in all four wards.
- The district has the highest number of NEETs, and numbers are high in all wards.
- School attainment at Key Stage 4 is low in all wards, and is particularly low in Shard End ward.
- Adult qualifications are below the city average in all wards, and are particularly low in Washwood Heath ward.
- Over 7,000 residents of working age cannot speak English or cannot speak it well.

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

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 Hodge Hill District

There are around 1,320 VAT and PAYE **registered enterprises** located in the district (*BIS 2013*) employing around 25,000 people (*ONS/BRES 2013*). Of these 5 employ 10-249 people but no businesses employ 250 or more. 105 enterprises have an annual turnover of £1million or more, and of these 15 have a turnover of £5million or more. Public administration organisations account for 52% of employment (13,000 jobs), and retail & leisure for 20%. Bordesley Green ward accounts for around 10,000 jobs and the remainder are split fairly evenly between the other three wards. A full data table can be found in the Appendix Tables 8 & 9.

Major employers in the district include **Heartlands Hospital**, **Royal Mail** and **Alcoa**. Major supermarkets include **Tesco**. Information on major employers is very limited and should be expanded using local district intelligence.

The city centre is accessible by public transport in less than 30 minutes from the whole of the district during the morning rush hour. (*Mott McDonald 2013*), offering a much wider range of employment, predominantly in retail and financial and professional services

2.3 Development and Regeneration in Hodge Hill District

Development and regeneration in the district include

The **Bordesley Park AAP** area has the capacity to accommodate approx. 750 dwellings and create 3,000 jobs. The development opportunities are set out in the emerging AAP which will promote the opportunities, help secure funding and developer interest, and guide new development on the ground.

The **former Yardley Sewage Works** site has been identified within the BDP as a key site to be developed and provide up to 300 new homes. Development will be expected to provide a high quality housing environment that will deliver wider housing choice in Shard End as well as associated community facilities. This will have the potential to provide 450 jobs.

Approximately 640 jobs will be created at the **Washwood Heath** rolling depot, whilst 870 to 1700 jobs could be created at the land leftover.

There is potential for 390 jobs to be created at employment land at the **Former Bus Garage Crossfield Road**, Shard End.

8.1 ha of employment land between Cole Hall Lane and Lea Ford Road / Yardley Brook Industrial Estate has the potential to create over 2000 jobs.

The **former Smith & Nephew site**, Alum Rock Road, has planning permission for 119 dwellings, which has potential to bring about 170 jobs.

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.

Issues specific to Hodge Hill

- Whilst the long term opportunity of High Speed 2, the Airport and UK Central offers a major opportunity for the area if the right connections are in place, there are more immediate opportunities for Hodge Hill through the development of the HS2 Depot and Control Centre at Washwood Heath.

Section 3: Training Employment & Skills Provision in and around Hodge Hill 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) Destination Work: An enhanced package of employment support (including motivational support, mentoring and personalised budgets) to 18-24 year old JSA claimants, from 13th week of claim signing on at Perry Barr, Washwood Heath and Chelmsley Wood Jobcentres.

(iv) 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.

(v) Support to workless families within the Think Families Project

(vi) Work Choice: Specialist guidance and support for people with disabilities aged 18+ moving into employment. Provided by DWP and delivered through their Prime Contractor, Advance Housing Limited.

(vii) 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.

(ix) Unlocking Talent and Potential: DLG funded programme to build capacity of schools to deliver enterprise and careers, being rolled out across schools but does not yet include any within Hodge Hill district

(x) 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, including Shard End and Washwood Heath.

(xi) Birmingham Youth Service: Delivering in three wards offering a range of opportunities to young people to develop their employment skills. The Youth Service is currently working with young people across the district delivered from Naseby Centre, The Pump and Shard End Youth Centre.

Programmes include:

- SP2: 16 – 18 year old 6 month programme working with NEET young people. Delivered in partnership with Connexions and Adult Education.
- Young Leaders Training: 14 – 19 years developing skills that are employers are looking for i.e. communication , decision making and team work
- Volunteering opportunities: 14+. Offering a wide range of opportunities
- Social Action Projects: developing young peoples skills and working in local communities
- Birmingham Careers Service Drop In service:
- Advice Information and Guidance session - 1:1 support for Young People 16 – 25 years

(xii) Specific local targeted initiatives developed as a result of the Kerslake Review.

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

(i) Secondary Schools

Existing School Forum

- *Braidwood School For The Deaf*
- *Hallmoor School*
- *Hodge Hill Girls School*
- *Hodge Hill Sports and Enterprise College*
- *International School and Community College*
- *Park View School*
- *Saltley School and Specialist Science College*

With Sixth Forms:

- *Washwood Heath Academy*
- *Waverley School*
- *Waverley Studio College*

(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. This includes Apprenticeships and Traineeships.

- *South and City College Birmingham*

(iii) Adult Educations Centres

Provides skills training for adults, including basic literacy and numeracy, a range of vocational and non-vocational courses, and ESOL. Provision varies across centres.

- *The HART Centre*
- *The Pump Centre*
- *Saltley Adult Education 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 Pump*

(vi) 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.

(vii) Jobcentres

As a key local stakeholder DWP have an impact in Hodge Hill District through Washwood Heath Jobcentre, and in Shard End through Chelmsley Wood and Yardley Jobcentres. The Jobcentres are *the*

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route for referral to jobs and work experience will mandate appropriate clients onto **Work Programme**, a national DWP programme delivered in Birmingham through three contracted providers (Pertemps People Development Group, EOS Works, NCG/ Intraining)

(viii) National Apprenticeship Service

Online support and access to apprenticeship vacancies

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

- *Staffordshire and West Midlands Probation Trust*
- *St Pauls Crossover*
- *Dean Foundation*

(ix) The Pump

Employability Project – Working with Young People 18 – 25 years

Alternative Provision – Working with Young people 14 – 16 years not in education

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
- Low skills of people in employment
- ESOL



Section 4: District Jobs and Skill Plan Priorities

Top priorities to address

- Address the number of NEET young people by providing improved access to young people centred employability support: job search, CV preparation, interviewing skills plus additional support around skills and maths to move more young people into sustainable employment, traineeships and apprenticeships.
- Increase skills attainment of local residents to the City average or above, including the delivery of ESOL and basic skills. Through greater collaboration between the FE sector and voluntary organisations to deliver skills training locally
- Strengthen work with families to address particular issues for young people – young carers, multi-generational unemployment etc., low educational attainment.

Other

- Develop improved links between secondary schools and local employers and training providers
- 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
- Promote and support the sign up of businesses to the Birmingham Charter for Social Responsibility
- Better alignment of health related support and employment support activities, particularly for young people.

Section 5: Department for Work and Pensions Jobcentre commitments

(Updated March 17)

As a key local stakeholder DWP have an impact in Hodge Hill District through Washwood Heath Jobcentre, and in Shard End through Chelmsley Wood and Yardley 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:

Identify places of trust within the local community to place DWP outreach support

Identify appropriate routes to engage with local GP surgeries and develop an implementation plan

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 with Washwood Heath JCP contributing **32** starts in 2016/17.
- **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 Hodge Hill District are Birmingham Washwood Heath, Chelmsley Wood and Yardley jobcentres, which have WEX targets of **1650**, **1400** and **1400** placements in 2016/17 respectively.
- **Sector Based Work Academies** – DWP will actively promote the creation and filling of Sector based work academy opportunities by unemployed District residents- (Washwood Heath numerical target for 2016-17 is 150 annual). Currently to Jan 2016/17 Washwood Heath JCP have achieved **160** sbwa starts
- **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: 2016/17 off flow achieved = **51.28%** (Oct 2016 YTD) 2016-17 target is **65.8%**

By 52nd Week of claim: 2016/17 off flow achieved = **85.46%** (Oct 2016 YTD) 2016-17 target is **92.4%**

Within this, for 18-24 year olds the aim is that **100%** of claimants are off the register within 52 weeks of claiming.
Current 2016/17 Oct YTD = **90.57%**

For **Income Support** claimants:

By 52nd Week 2016/17 off flow achieved = **37.78%** (Nov YTD) 2016/17 target is **45%**

For **ESA** claimants:

By 65th Week 2016/17 off flow achieved = **66.52%** (Oct YTD) 2016/17 target is **60%**

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Section 5: Hodge Hill District Jobs and Skills Action Plan

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Updated (March17)
	Identify District Champion for employment and skills	Process agreed to identify potential organisation/individual through District process Establish network arrangements to drive through agenda with agreed framework and terms of reference	asap	District	Councillor M Khan nominated at District Champion in October 15 and is working with District Head, BCC Employment Team, JCP and other Partners HH Jobs and Skills Group – established, with a schedule of meetings through 16/17 Joint Chair shared – BCC and JCP
1.	<p>Develop outreach into local communities to improve performance & better engagement & outcomes for young people.</p> <p>Develop the working relationships will need to be facilitated with local GP surgeries, to inform GP's of what help and support the Jobcentre can offer customers claiming Employment Support Allowance and Incapacity Benefit. Customers on these benefits are now outnumbering customers claiming Jobseekers Allowance within the District.</p> <p>Better engagement with Young Muslim Women, especially in the</p>	<p>Identify places of trust within the local community to place DWP outreach support</p> <p>Identify appropriate routes to engage with local GP surgeries and develop an implementation plan</p> <p>Identify places of trust to engage</p>	Ongoing	<p>DWP</p> <p>DWP</p> <p>tba</p>	<p>Abdul Hye – Community Outreach Work Coach currently based in the community 4.5 days a week providing a Jobcentre surgery working from Green Lane Mosque, Somali Advice Centre, Dolphin Centre, local Children's Centres, Dolphin Centre, Washwood Heath NHS Urgent Care Centre and Hodge Hill Wellbeing NHS Centre. Providing open access to both the general public and Jobcentre customers also occasionally attending Bangladeshi Women's Centre as well as Thornton and St Wilfrid's School for coffee morning presentations & DWP surgery. Approximately 75% of the people attending all venues are Muslim Women both under and over 25 years of age. Abdul Hye is also working with Family Support Workers and the</p>

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Updated (March17)
	Washwood Heath and Bordesley Green Wards, to encourage economic inclusion.	young Muslim women			Safeguarding Teams within the Children Centres to support their clients. Abdul is providing access to local provision and support organisations both through the Jobcentre and externally, giving access to diagnostic work related interviews, CV/cover letter/email creation & job search support, benefit calculations, training, travel expenses, childcare support, access to Jobcentre advisors and support, help with self-employment, homelessness support, domestic violence support, access to traineeships/apprenticeships, engaging with employers to fill vacancies and source work experience opportunities and etc.
1	DWP (Job Centre) stretch targets to increase the rate of off flow for claimants on JSA/ESA/IS³	Targets and Pledges agreed for 16/17 reporting year Consultation and sign up Final targets issued	April 16 – March 17	DWP/Job Centre – Washwood Heath	ESA off-flow figures increasing significantly (which is good) from 49% to over 66% (at Oct 16) in 16/17 against a 60% target for the year. JSA /IS off-flow figures falling slightly in 16/17 year to date compared to previous year. See page 12 of plan

³ JSA – Job Seekers Allowance, ESA – Employment Support Allowance, IS – Income Support

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Updated (March17)
1	<p>Maximise the delivery of the Destination Work Project (mentoring & employment support)</p> <p>Destination Work Project- increase in 18-24 customers engaging in this project will help achieve stretching 95% target.</p>	Stretch target of 95% 18-24 year old work related benefits claimants engaging in project	August 16	DWP/BCC	<p>Nov14 to Jan 17 - DWP total referrals across city of 3826 via specific job centres including Washwood Heath, Chelmsley and Yardley to agencies People Plus, BEST Network and Standguide. 2276 completed 2 wk activity, 1161 achieved 'progress outcomes' with 820 supported into employment of which 253 sustained this to 26 wks.</p> <p>The Youth Promise Plus contract for the East locality was awarded to Pioneer Group in Feb 2017 and this is forecast to benefit nearly 3000 NEETS between now and June 2018 and will largely surpass the Destination Work programme</p>
1	Promote The Birmingham Jobs Fund with Employers, ensuring that this resource is utilised from Day 1, as the District is eligible for the early start due all 4 Wards being classed as priority.	<p>Campaign and promotional activities agreed.</p> <p>Increased uptake of BJF for employers within District and for District residents – target 75 per week</p>	Fund commenced 23 April 2013	DWP	Statistics from BCC Employment Team to 15 Feb 2017 show Hodge Hill District - 149 job starts, 459 apprentice starts totalling 608 combined starts out of 4087 citywide (or 14.8%). Whilst this is positive there is an argument that given the pressing need and the number of NEETs this should be even higher.
In the district this could be better	Improve access to basic skills and ESOL basis by bringing provision into places of trust and engagement of local residents through outreach centres	<p>Potential venues identified.</p> <p>Engagement of training providers</p>	Ongoing	tba	Birmingham Adult Education Service provides basic skills from a number of venues within Hodge Hill District. These include the Shard End Centre and The Pump, Kitts Green. Basic skills and ESOL are available at the Saltley learning centre, Anthony Rd. There are also a number of ESOL classes provided via

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Updated (March17)
still2					third sector partners such as Norton Hall, the Dolphin Centre and St Paul's Crossover
1/2	Actions resulting from Kerslake targeted activity – yet to be agreed	tba			<p>In consultation with the local MPs for East Birmingham a different, longer term approach has been agreed through the East Birmingham and North Solihull Project Board set up as a result of the HS2 governance paper. This then reports to the East Birmingham Investment Board established after the Kerslake review.</p> <p>The key objectives of the Project Board are (1) to deliver growth and to bring forward the key interventions to enable local residents to benefit from the jobs and opportunities created. The Project Board will also (2) seek to maximise housing renewal and growth opportunities and support housing need and demand across the city. A programme of actions will be developed and maintained by the Project Board</p> <p>The development of an integrated regeneration model will be more likely to secure resources through the WMCA and influence where new resources are to be secured.</p> <p>Peter Brett Associates have been appointed to develop an Infrastructure and Baseline study as the first phase in implementation. This will cover:</p>

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Updated (March17)
					<p>Employment & skills Transport Health Schools investment Housing Retail Local entrepreneurship This should be complete by Easter.</p> <p><i>In the meantime there is continued focus on targeted resources in East Birmingham</i></p>
2.	<p>Ensure all customers regardless of type of benefit, are offered an opportunity to take part in a Work Experience Placements.</p> <p>Develop a local campaign to promote benefits of Work Experience to local business to increase the number on offer as part of the DWP/BCC WEX target of 10,000 places.</p> <p>Ensure residents take full advantage of Grand Central opportunities by hosting targeted events and promoting locally</p>	<p>Promote the benefits of work experience in employers based in the District to enable an increase in available opportunities.</p> <p>Engage local employers and SMEs to ascertain apprenticeship and job vacancies.</p> <p>Encourage sign up to the Birmingham Charter for Social Responsibility</p> <p>Work experience Targets to be confirmed</p>	<p>Aug 16 – March 2017</p> <p>Milestone targets to be discussed and agreed</p>	to be agreed	<p>There is a significant DWP campaign to develop work experience opportunities of up to 8 weeks with a wide range of employers and BCC is itself contributing significantly to this programme.</p> <p>The Apprenticeship Levy introduced in 2017 on UK employers with a wage bill of £3M p.a and is charged at 0.5% of the total wage bill. This will raise funds for apprenticeships and quality training programmes with major employers. Many employers are keen to use the levy to their best advantage as they will still need to pay even if they don't draw upon it.</p> <p>Again it is vital that Hodge Hill residents are enabled to take advantage of such future opportunities.</p>
	Travel planning to be included in day to day Jobcentre business- to	Ensure that all JCP work coaches in	On going	DWP	At August 16 update a new process was being implemented where the use of

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Updated (March17)
	encourage and facilitate customers widening their travel to work area to enable them to take advantage of the wider Birmingham Job Market.	travel planning Ensure time tables available within Job Centre			prepaid scratch cards are now available for wider use.
3	<p>Undertake actions to improve the skills levels of local residents:</p> <p>Work more closely with Think Family Project to identify and work with families where parents have none or low skills levels and children are struggling at school.</p> <p>Undertake further analysis why in some cases good GCSE results- translate into school leavers moving into unskilled jobs or unemployment</p> <p>Mapping exercise needs to be undertaken of current Jobcentre provision. Evaluation of take up and completion of offers and does current provision meets the specific needs of residents in the 4 wards.</p>	<p>Initiate planning meetings between JCP staff and Think Family staff</p> <p>Analysis completed</p> <p>Develop and understand business schools relationships within District.</p> <p>Initial analysis undertaken and Mapping completed</p>	<p>Current – working with 10 schools across Bham.</p> <p>Completed</p> <p>Completed</p>	<p>DWP</p> <p>Tba</p> <p>DWP all</p>	<p>As at Feb 17 a DWP programme where Work Coaches work in schools was operational across 32 Birmingham schools including Washwood heath Academy, International School with plans to extend to other secondary schools by summer 2017.</p> <p>Tranches of Work Experience have taken place with Year 10 Students within Washwood Heath JCP – similar exercise at International School. Apprenticeship Jobs Fair setup for year 11 students, employers including JLR attended to advertise & discuss apprenticeships. Post 16 option presentation for year 9 & 10 students, Think Families working out of Shard End (BCC) and invited to future Jobs & Skills meetings.</p>

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

Map1: 2010 Indices of Deprivation in Hodge Hill Constituency

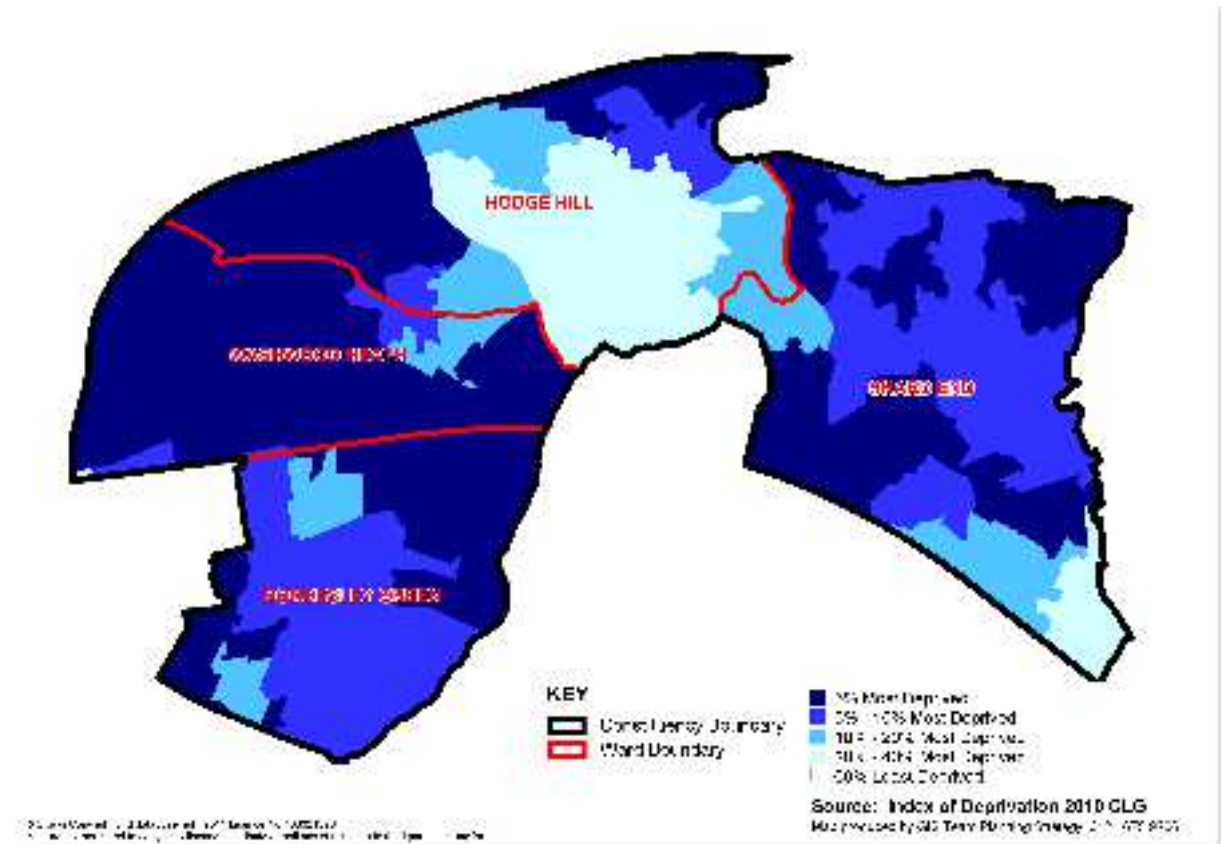


Table 1: Proportion of the ward population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England (IMD 2010)

Ward	5%	10%	20%	40%	Remainder
Bordesley Green Ward	30%	88%	100%	100%	0%
Hodge Hill Ward	28%	41%	61%	100%	0%
Shard End Ward	54%	85%	94%	100%	0%
Washwood Heath Ward	90%	94%	100%	100%	0%
Hodge Hill District	50%	78%	90%	100%	0%
Birmingham	23%	40%	56%	75%	25%

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

Area	Bordesley Green Ward		Hodge Hill Ward		Shard End Ward		Washwood Heath Ward		Hodge Hill District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	No.
All residents aged 16-64	19,599		16,503		16,469		19,326		71,897			
Economically Active Total	10,995	56%	10,805	65%	11,647	71%	10,467	54%	43,914	61%	69%	77%
Total Employed	8,179	42%	8,695	53%	9,574	58%	7,340	38%	33,788	47%	57%	68%
Employed Full-time	3,740	19%	5,008	30%	6,267	38%	3,480	18%	18,495	26%	36%	43%
Employed Part-time	2,767	14%	2,370	14%	2,459	15%	2,412	12%	10,008	14%	13%	15%
Self-employed	1,672	9%	1,317	8%	848	5%	1,448	7%	5,285	7%	7%	10%
Unemployed	1,987	10%	1,490	9%	1,668	10%	2,270	12%	7,415	10%	8%	5%
Full-time student	829	4%	620	4%	405	2%	857	4%	2,711	4%	5%	4%
Economically inactive Total	8,604	44%	5,698	35%	4,822	29%	8,859	46%	27,983	39%	31%	23%
Retired	479	2%	547	3%	727	4%	380	2%	2,133	3%	4%	5%
Student	2,474	13%	1,439	9%	902	5%	2,395	12%	7,210	10%	11%	7%
Looking after home/family	3,066	16%	1,863	11%	1,245	8%	3,073	16%	9,247	13%	7%	5%
Long term sick/disabled	1,213	6%	1,009	6%	1,336	8%	1,252	6%	4,810	7%	6%	4%
Other	1,372	7%	840	5%	612	4%	1,759	9%	4,583	6%	4%	2%
Unemployed never worked	734	4%	400	2%	366	2%	896	5%	2,396	3%	2%	1%

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

Area	Male	Female	Total		Long Term (12mths) Unemployed Number
	Total	Total	Total	Rate	
Bordesley Green	824	452	1,276	11.4%	450
Hodge Hill	590	346	936	8.5%	380
Shard End	633	379	1,012	8.5%	400
Washwood Heath	1,086	584	1,670	15.8%	625
Hodge Hill District	3,133 (10.2%)	1,761 (8.8%)	4,894	9.6%	1,855
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
Bordesley Green	1,276	6.4%	11.4%	-47	-0.4	-499	-4.5
Hodge Hill	936	5.6%	8.5%	-8	-0.1	-239	-2.2
Shard End	1,012	6.1%	8.5%	-37	-0.3	-307	-2.6
Washwood Heath	1,670	8.5%	15.8%	-42	-0.4	-417	-3.9
Hodge Hill District	4,894	6.7%	9.6%	-178	-0.4	-1500	-3.0
Birmingham	34,160	4.9%	7.1%	-819	-0.2	-10,692	-2.2

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

	September 2014		Annual Change		Long Term Youth Unemployment
	Number	%	Number	% Point	Number
Bordesley Green	355	9.3%	-197	-5.1%	65
Hodge Hill	265	9.5%	-82	-2.9%	70
Shard End	250	9.5%	-103	-3.9%	55
Washwood Heath	470	12.0%	-176	-4.5%	95
Hodge Hill District	1,340	10.2%	-555	-4.2%	285
Birmingham	7,935	6.0%	-3,545	-2.7	1,465

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Table 6: Proportion of pupils resident in Hodge Hill District achieving 5 or more GCSEs A*-C 2013 Source: BCC		
Ward	2013	Change 2011-2013
Bordesley Green	58%	0pp
Hodge Hill	52%	-4pp
Shard End	44%	+6pp
Washwood Heath	58%	+6pp
Hodge Hill District	55%	+2pp
Birmingham	60%	+2pp

Table 7: Numbers of Adults (working age) with Qualifications ⁴ Source: Census 2011									
Area	No qualification	Level 1 only	Level 2 only	Apprenticeship	Level 3 only	Level 4 qualifications & above	Other qualifications	Level 2 & above	Level 3 & above
Bordesley Green	6,329	3,316	2,765	164	1,980	2,876	2,169	7,785	4,856
Hodge Hill	4,571	2,954	2,740	318	2,037	2,563	1,320	7,658	4,600
Shard End	5,131	3,214	3,097	419	2,084	1,802	722	7,402	3,886
Washwood Heath	7,002	3,309	2,552	142	1,850	2,483	1,988	7,027	4,333
Hodge Hill District	23,033	12,793	11,154	1,043	7,951	9,724	6,199	29,872	17,675
Birmingham	143,576	103,859	106,683	12,981	103,853	173,943	45,255	397,460	277,796
Percentages									
Bordesley Green	32%	17%	14%	1%	10%	15%	11%	40%	25%
Hodge Hill	28%	18%	17%	2%	12%	16%	8%	46%	28%
Shard End	31%	20%	19%	3%	13%	11%	4%	45%	24%
Washwood Heath	36%	17%	13%	1%	10%	13%	10%	36%	22%
Hodge Hill District	32%	18%	16%	1%	11%	14%	9%	42%	25%
Birmingham	21%	15%	15%	2%	15%	25%	7%	58%	40%

⁴ **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 Hodge Hill District by sector <i>Source: BIS UK Business: Activity, size and location 2013</i>		
Sector	No.	%
Agriculture, forestry & fishing	0	0%
Production	90	7%
Construction	105	8%
Motor trades	70	5%
Wholesale	80	6%
Retail	295	22%
Transport & storage (inc. postal)	60	5%
Accommodation & food services	100	8%
Information & communication	85	6%
Finance & insurance	30	2%
Property	35	3%
Professional, scientific & technical	90	7%
Business administration and support services	70	5%
Public administration and defence	0	0%
Education	25	2%
Health	125	9%
Arts, entertainment, recreation and other services	65	5%
TOTAL	1,325	100%

Table 9: Employment in Hodge Hill District <i>Source: Business Register and Employment Survey 2013</i>		
Sector	No.	%
Agriculture	0	0%
Construction	600	2%
Financial & Professional Services	2,300	9%
Manufacturing	2,100	8%
Mining & Utilities	100	0%
Public Services	13,200	52%
Retail & Leisure	5,100	20%
Transport & communications	1,800	7%
Total	25,200	100%

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TABLE 10: CONTACT DETAILS	
SECONDARY SCHOOLS	
Braidwood School For The Deaf Bromford Road Hodge Hill Birmingham B36 8AF	Hallmoor School Hallmoor Road Kitts Green Birmingham B33 9QY
Hodge Hill Sports And Enterprise College Bromford Road Hodge Hill Birmingham B36 8HB	Hodge Hill Girls School Bromford Road Birmingham B36 8EY
Park View School – The Academy of Mathematics & Science Naseby Road Alum Rock Birmingham B8 3HG	Saltley School And Specialist Science College Belchers Lane Birmingham B9 5RX
International School And Community College Gressel Lane Tile Cross Birmingham B33 9UF	
With Sixth Forms:	
Washwood Heath Academy Burney Lane Stechford, Birmingham B8 2AS	Waverley School 311 Yardley Green Road Bordesley Green East Birmingham B9 5QA
Waverley Studio College C/O Waverley School 311 Yardley Green Road Bordesley Green East Birmingham B9 5QA	
FURTHER EDUCATION PROVIDERS	
SOUTH AND CITY COLLEGE BIRMINGHAM Telephone Number: 0800 111 6311	South and City College Birmingham Bordesley Green Campus Bordesley Green, Birmingham, B9 5LB. Telephone Number: 0800 111 6311
ADULT EDUCATIONS CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)	
The HART Centre Heath Way Shopping Centre, 227 Heath Way, Shard End, B34 6QU Telephone Number: 0121 675 3485	The Pump Centre 286 Kitts Green Road, Kitts Green B33 9SB Telephone Number: 0121 675 8393
Saltley Adult Education Centre Centre 80, Anthony Road, Saltley, Birmingham B8 3AA	

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JOB CENTRES	
Washwood Heath Jobcentre Plus 295 Washwood Heath Road Washwood Heath Birmingham B8 2XX	
EAT OPPORTUNITIES MAILING DBASE: EMPLOYMENT & TRAINING PROVIDERS	
Staffordshire and West Midlands Probation Trust Telephone Number: 0121 248 3533	St Pauls Crossover & Learning Resource 619 Bordesley Green Road Birmingham B9 5XZ Telephone Number: 0121 753 0668
Dean Foundation 659 Washwood Heath road Birmingham B8 2HJ Telephone: 0121 326 9994 Email: thedeanfoundation@yahoo.co.uk	
CONNEXIONS	
The Pump 286 Kitts Green Road Kitts Green B33 9SB Telephone Number: 0121 675 8389	
BUSINESS/REGENERATION CONTACTS	