

# Hall Green District Jobs & Skills Plan July 2015

## Overview of Hall Green District<sup>1</sup>

Hall Green District is situated to the south of the city centre with Selly Oak District to the south. It is composed of 4 wards – Hall Green, Moseley & Kings Heath, Sparkbrook and Springfield.

Overall, **Unemployment claimant rates** are above the city average and **Worklessness** is similar to the city average. But there are wide variations across the district in terms of labour market status and skills, with Sparkbrook, and to a lesser extent Springfield, wards experiencing very challenging conditions, but Hall Green and Moseley & Kings Heath wards generally performing better than the city average.

Hall Green has a similar, but slightly younger **age profile** to the city centre. The proportion of working age adults (64%) is the same as for Birmingham, but this rises to 70% in Moseley & Kings Heath ward. There are 12,131 residents aged 18-24, equating to 10% of the population, compared to 12% for Birmingham. Sparkbrook (31%) and Springfield (29%) wards have a higher proportion of 0-15 year olds than the city average (23%) and a significantly smaller proportion of those aged over 45.

The **ethnic profile** of the working age population differs to that of the city, with a much lower proportion of white working age residents (38%) compared to the city average (59%). But this masks ward variations, with the proportion only 15% in Sparkbrook and 22% in Springfield, but 64% in Moseley & Kings Heath. Overall, the largest non-white groups are Pakistani (31%) and Indian (9%). The Pakistani group forms 42% of the population in Sparkbrook and 47% in Springfield wards, and the proportion is above the city average in all wards.

Overall **deprivation levels** are slightly higher for the district than for the city as a whole. But Sparkbrook ward has very high levels of deprivation, with 74% of the population living in LSOAs in the 5% most deprived in England and 93% in the 10% most deprived. There are also high levels of deprivation in the north of Moseley & Kings Heath and particularly, Springfield, wards, and a small pocket of high deprivation in Hall Green ward around the Pitmaston estate. The remainder of this ward has very low deprivation levels. (See Appendix Table 1 and Map 1 for details).

**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 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 Including Sparkbrook ward

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<sup>1</sup> For definitions please see glossary

## Section 1: District Data

### 1.1 Economic Activity, Employment & Unemployment in Hall Green District

Economic activity and employment rates are slightly below the city average with 65% of residents being economically active and 54% employed, compared to 69% and 57% respectively for Birmingham. 32% are full time employees, 13% part-time employees and 9% self-employed (*Census 2011*). Economic activity and employment is above the city average in Hall Green and Moseley & Kings Heath wards, but is only 54% and 39% respectively in Sparkbrook and 60% and 48% in Springfield. 35% of residents are economically inactive, but this rises to 46% in Sparkbrook and 40% in Springfield. Looking after home or family (10%), and students (10%) are the most common reason for economic inactivity. A full data table can be found in the Appendix Table 2.

In September 2014 there were 3,746 **Job Seekers Allowance (JSA) Claimants** in Hall Green District equating to a rate of 9.8%, above the city rate of 7.2% and the UK rate of 3.0%. The district has the second highest rate of all the districts. There were 2,409 male claimants and 1,337 female claimants. 1,365 residents had been claiming for more than 12 months. The rate is highest in Sparkbrook ward (15.7%) where the rate is over twice the city average, and lowest in Hall Green and Moseley and Kings Heath wards where the rate is below the city average.

The rate has fallen by 12.9 percentage points over the past year, more than the decrease in the city (2.2pp). The rate has fallen most in Sparkbrook (- 3.8pp) and Springfield (-2.9pp)

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](http://www.birmingham.gov.uk/birminghameconomy) This includes a map of the city showing unemployment by LSOA.

**Youth Unemployment<sup>2</sup> (JSA claimants)** In September 2014 there were 950 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 7.7%, well above the city average of 6.0%. Of these 555 were male and 395 female. 130 had been claiming for over 1 year. Hall Green has the third highest youth unemployment proportion of all the districts. Over the year to September 2014 the proportion has fallen by 2.8 percentage points (the city proportion fell by 2.7pp over the same period).

There are significant differences between the wards, with Sparkbrook (10.8%) and Springfield (7.2%) wards having the highest youth unemployment proportions but only 4.9% in Hall Green ward.

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](http://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 Hall Green District was 307 in November 2014. This is the fifth lowest number of all the Districts. Springfield and Sparkbrook wards have the highest numbers within the District at 105 and 94 respectively. Numbers have been adjusted to account for outstanding returns from providers.

<sup>2</sup> 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 Hall Green District

**School Attainment** (as measured by 5 or more GCSEs A\*-C including English and Maths) is just below the city average, and attainment levels are static, although the district average hides wide ward differences. In 2013 59% 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 remained unchanged since 2011. The city's rate increased by 2 percentage points over the same period.

Attainment is low in Sparkbrook ward (52%) and has fallen by 1 percentage point since 2011. Attainment is also low in Springfield (55%), but has risen by 4 percentage points since 2011. Attainment in Hall Green and Moseley & Kings Heath wards is well above the city average. A full data table can be found in the Appendix Table 6.

Overall, **adult attainment** is similar to the city average at all levels, but again the district average masks wide ward differences. 15,895 (22%) of residents have no qualifications, compared to 21% for the city as a whole. At level 2 and 3 and above rates are similar to the city average. 56% are qualified to Level 2 and above compared to 58% for Birmingham, and 41% to Level 3 and above (Birmingham = 40%) (*Census 2011*).

There is a high proportion of adults with no qualifications in in Sparkbrook (31%) and Springfield (26%). Only 42% of Sparkbrook residents and 48% of Springfield residents are qualified to Level 2, and only 28% and 33% respectively qualified to Level 3. Around 10% of residents in both these wards have 'Other' qualifications, above the city average of 7%. These may include foreign qualifications. Attainment in Hall Green and Moseley & Kings Heath wards is well above the city average.

A full data table can be found in the Appendix Table 8, along with definitions of the different Levels.

**Language:** English is the main language of only 73% of the working age population, but 91% can speak it well. However 9% (6,633 residents) cannot speak it 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 16% in Sparkbrook and 13% in Springfield.

### 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 Hall Green District. These include:

- Levels of economic inactivity are particularly high in Springfield and Sparkbrook wards.
- The districts Job Seekers Allowance (JSA) unemployment rate is high and is the second highest of all the districts. This is largely due to the influence of Sparkbrook ward, which has a rate of over twice the city average.
- Youth unemployment is high in the district, particularly in Sparkbrook and Springfield wards
- The number of NEETs is above average in Springfield and Sparkbrook wards.
- At Key Stage 4 attainment at school is below the city average in Sparkbrook and Springfield wards.
- Adult qualifications are well below the city average in Sparkbrook and Springfield wards.
- Over 6,000 working age residents cannot speak English well or cannot speak it at all. The majority of these live in Sparkbrook and Springfield wards.

### 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 Hall Green District

There are around 2,600 VAT and PAYE registered enterprises located in the district (*BIS 2013*) employing around 27,000 people (*ONS/BRES 2013*). Of these 10 employ 10-249 people and a further 5 employ 250 or more. 210 enterprises have an annual turnover of £1million or more and of these 30 have a turnover of £5million or more. Public administration and retail and leisure each account for one third of all employment in the district. Employment is fairly evenly split across the four wards, although there are fewer jobs in Springfield than the other three wards. A full data table can be found in the Appendix Tables 8 & 9.

**Major employers** in the district include Rolls Royce and Specialist Computer Services. Major supermarkets include Sainsbury's, Tesco, ASDA. Information on major employers is very limited and should be expanded using local district intelligence.

The city centre is accessible by public transport in under 30minutes from the majority of the district during the morning rush hour. (*Mott McDonald 2013*).

### 2.3 Development and Regeneration in Hall Green District

Development and Regeneration in the District includes:

Denso - 2.35 hectare site has planning permission, granted in 2012, for a food store with car parking and petrol station and retirement village with 270 apartments.

Signal Point – 22,000sqm development of industrial units with the potential to create over 600 jobs and 200 construction jobs.

Former Joseph Chamberlain College site – 4.7ha site with planning permission for bulky goods retail. The site falls within the boundary for the Balsall Heath Neighbourhood Development Plan which could impact on the proposed scheme.

Highgate Road – Council owned land between the Stratford Road and Ladypool Road local centres, which has potential for mixed community, retail and commercial uses.

Montgomery Street Corridor – A number of privately owned sites offer significant development opportunities subject to the right scheme coming forward. Ownerships are varied but include the Council and Canal and Rivers Trust.

Moseley Road Local Centre – A number of potential development opportunities such as the Moseley Road Baths, Old Print Works, Clifton Road Mosque and the proposed Balsall Heath Hub at the junction of Moseley Road and Highgate Road. All offer the potential for new jobs and investment.

Stratford Road and Ladypool Road Local Centres – Work is underway to develop a Business Improvement District for the area which in turn should help encourage new business and support existing traders, which in turn could lead to new jobs. There are also development opportunities within the centres such as Greencoat House, which has planning permission for new retail units. In addition a new Women's Enterprise Hub is also being created on Ladypool Road, which will help local entrepreneurial women start new businesses.

### 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 Hall Green District

- The opportunity of High Speed 2, the Airport and UK Central offers a major opportunity for the area, especially with its close links to the city centre.
- Parts of the area are adjacent to Digbeth which has become a focus for creative arts and industries within the City Centre. A challenge for the area is to build on this link and encourage the outward growth of these industries along areas such as Moseley Road.
- The neighbourhood around Balsall Heath has come together to produce a Neighbourhood Development Plan, which has seen local residents set the spatial planning strategy for their area. This will be an important initiative in helping to address the opportunities and issues identified above, such as the long term plans for the Moseley Road Baths and former Joseph Chamberlain College site.
- Need to improve engagement with Small and Medium sized companies around recruitment, employment and training. Anecdotally there are reported issues around succession strategies for family owned SME's in the District which potentially threaten job sustainability and limit future recruitment opportunities.
- There are numerous organisations in the area of Sparkhill which currently support the customer base of the area which we need to develop a relationship; such as Mosques, Schools, GP & Pharmacies – see embedded documents.



Local Business, SFA List Providers -  
Community and Provi 19.03.2015.doc

- There is a lack of knowledge by local employers of the services provided by Jobcentres and an element of fear with some organisations of getting involved with authority figures.
- There are a number of small independent employers, mainly in the hospitality arena, who tend to employ family or friends only and do not openly recruit for their business.
- The District has much hitherto underutilised potential to promote enterprise around creative and reputational assets within the local community (eg: Balti Belt, Creative activity in Moseley/ Kings Heath, proximity of Social Enterprise quarter in Digbeth, the new Women's Enterprise Hub at Southside on Ladypool road; ISE (Social Enterprise development agency located on the edge of the Sparkbrook ward)



### Section 3: Training Employment & Skills Provision in and around Hall Green 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) Enterprise Catalyst:** ERDF funded project, offering advice, support and finance for business start-up and growth, and entrepreneurship in key Birmingham wards, including within Moseley and Kings Heath ward. (NB: this programme time-expires in September 2015)

**(vii) Disability Support / Work Choice:** Specialist guidance and support for people with disabilities aged 18+ moving into employment.

**(viii) 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.

**(ix) 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.

**(x) Unlocking Talent and Potential:** DLCC funded programme to build capacity of schools to deliver enterprise and careers, being rolled out across schools but does not yet include any within Hall Green district

**(xi) 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.

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

#### (i) Secondary Schools

- Fox Hollies School and Performing Arts College
- Hall Green School
- Queensbridge Visual And Performing Arts School
- St Paul's Community Foundation School
- Wheelers Lane Technology College

#### (ii) With Sixth Forms:

- Bishop Challoner Catholic School
- King Edward VI Camp Hill School for Boys
- King Edward VI Camp Hill School for Girls
- Moseley School
- Joseph Chamberlain Sixth Form 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.

Includes Apprenticeships and Traineeships

Provision varies across colleges and campuses.

- Joseph Chamberlain Sixth Form College
- South and City College Birmingham:  
*Hall Green Campus*  
*Balsall Heath Women's Centre*

#### (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.

- Hall Green School
- Sparkhill Adult Education Centre

#### (iv) Foundation Learning Providers

- None

#### (v) Connexions / 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:

- None in district

#### (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) Job Centres

The Jobs centres are *the* route for referral and mandation onto Work Programme, a national DWP programme delivered in Birmingham through three contracted providers (Pertemps People Development Group, EOS Works, NCG/ Intraining)

- Sparkbrook
- Kings Heath



### **(viii) National Apprenticeship Service**

Online support and access to apprenticeship vacancies

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

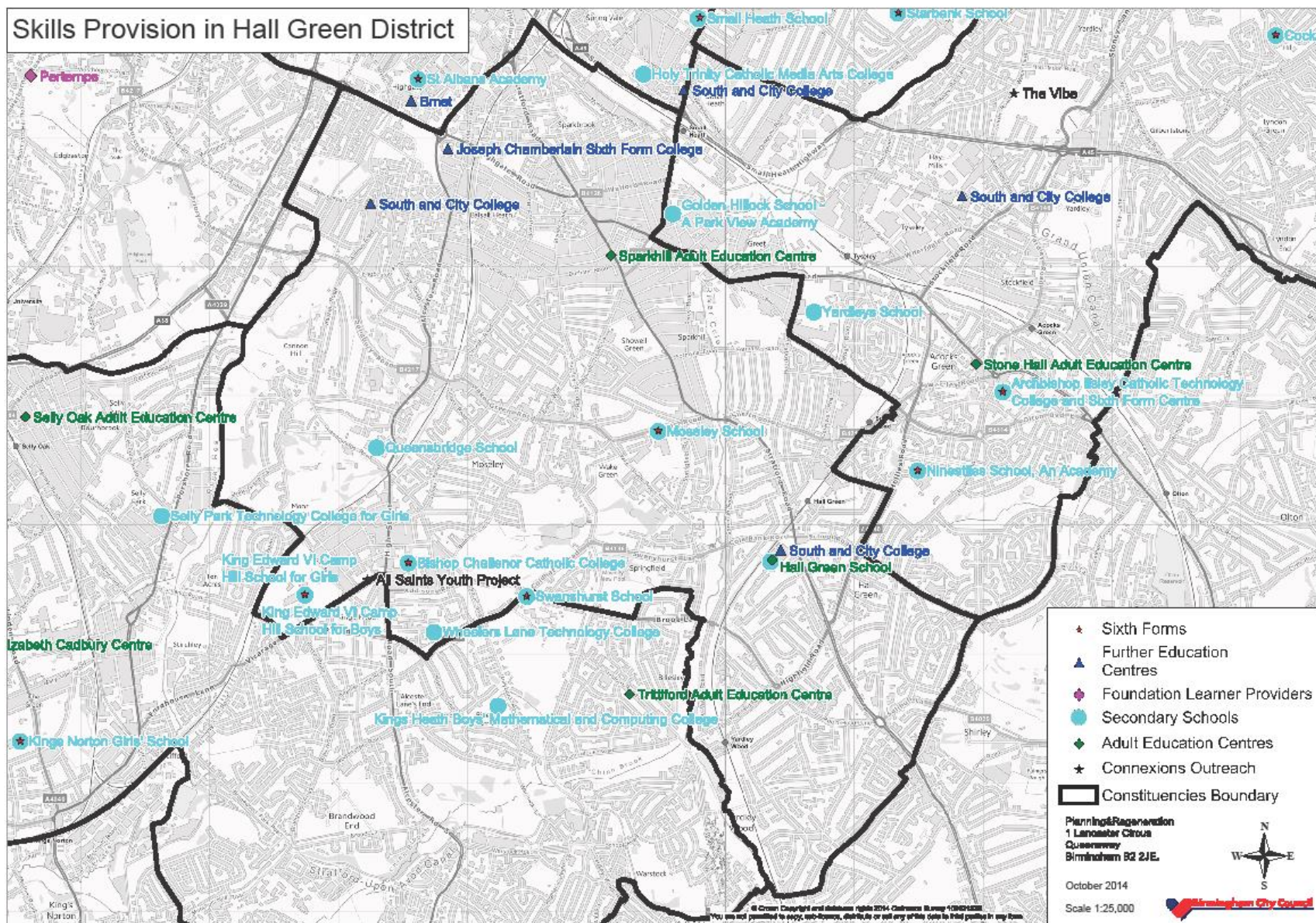
Provide a range of support, improve skills and help access employment opportunities.

- *Midland Mencap*
- *Intraining*
- *Pertemps People Development Group (PPDG)*
- *CSWP Ltd*
- *Intraining*
- *Joseph Chamberlain College*
- *Tyseley & Greet ERC*
- *South and City College Birmingham*

### **3.3 Identified Gaps in Provision**

- Lack of effective local Pre- ESOL training;
- Free internet access particularly for ESA & IS customers; restricted availability at library and providers require registration.
- Work Experience for ESA and Lone Parent Customers
- Creche facilities for Lone Parents undertaking training and work experience
- Culturally specific and appropriate support for increasing minority groups:
  - Polish,
  - Lithuanian,
  - Romanian,
  - Somalian; and
  - Eritrean population
- Effective engagement and support for local SME's around recruitment, employment & Skills for their workforce.

# Hall Green Jobs and Skills Plan ~ Draft as at July 2015



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### Section 4: District Jobs and Skill Plan Priorities

Based on the analysis in the previous sections of this plan, and through consultation during the Hall Green District Convention, the following priorities have been agreed:

#### **“Task force” approach to bring together key private sector employers and employment support & Skills providers to create active supported pathways to specific apprenticeship and non-apprenticeship vacancies**

- Potential to utilise traineeships, sector-based academies, personalised coaching and mentoring support etc.
- For Sparkbrook ward in particular and other priority SOA clusters in the District.
- Apprenticeship Action Zone
- Linking into a cooperative approach to key regeneration sites in and surrounding the District.

#### **Develop a local support system to engage and support growth amongst local Small & Medium-sized enterprises (SMEs)**

- including succession strategies for family owned businesses
- needs to focus on job cultivation and a range of opportunities including high value jobs (not just entry level)
- Build on existing links with local SMEs through outreach from Sparkhill and Kings Heath Jobcentre employer engagement staff

#### **Promote enterprise to build upon cultural and reputational assets across the whole district**

- Encourage development of social enterprise to foster locally owned and controlled jobs and training environments, utilising and building on existing assets such as the Women's Enterprise Hub (Ladypool road) and proximity of the Social Enterprise quarter in Digbeth.
- Promote self-employment options utilising DWP New enterprise Allowance and building on the cultural offer in key areas of the District including the Balti triangle, cultural /arts and crafts activities in centres around Balsall heath/ Moseley and Kings Heath.
- Development of a local producers/ creative industries cluster around Moor Street/HS2 linked stations

#### **Promote an integrated approach to health/ well-being and employment.**

- linkage between Sparkhill Jobcentre outreach / job clubs and GP clinic and sessions in Grantham Road/ Farm Road Community Health centre
- Establish Work clubs in local children's centres.

#### **Education & Skills providers locally to develop more integrated approach around adult skills attainment.**

- Establish employer- schools partnerships in two local schools
- Establish partnership with South and City College Birmingham and Birmingham City Council adult education Service around training pilot to address intergenerational low skills and unemployment.
- To explore available Pre-ESOL provision in the locality and what further provision needs are required for minority groups.

#### **Maximise take up by local unemployed people of key DWP provision through effective referral and outreach via Sparkhill (and where appropriate Kings Heath) Jobcentre.**

- Increase local take up of Work experience opportunities
- Increase take up of Sector based work academy opportunities
- Maximise take up of Project 20,000 pre-employment training link to specific vacancies.

#### **Increase job starts for 16-24 year old unemployed /NEET District residents resulting from the deployment of the Council's Birmingham Jobs Fund employer incentives**

- From current figure achieved- 177 from April 2013 to March 2015
- By a further 174 to an overall target figure of 351 by March 2016

### Section 5: Department for Work and Pensions Jobcentre commitments

As a key local stakeholder DWP have a presence in the Hall Green District through jobcentres in Sparkhill and Kings Heath. Sparkhill jobcentre covers the majority of the district residents claiming benefit particularly in Sparkbrook and Springfield Wards. A smaller number of District residents from the other wards sign on at Kings Heath, although the employer engagement activities taken forward by staff at Kings Heath jobcentre do have the potential to impact on claimants across the District.

**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:

1. To undertake a marketing and promotional exercise with local businesses to maximise of the local take up of the DWP recruitment support offer.
2. Build good working relationships with local businesses and providers.
3. To explore available Pre-ESOL provision in the locality and what further provision needs are required for minority groups.
4. To identify potential support required from local community and business with providing Pre-ESOL provision.
5. Identify suitable community locations surrounding Sparkhill JC to hold daily employer sessions and Job clubs on an outreach basis,
6. Undertake regular Jobs events in the locality with BCC input.

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 **113** 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 two centres that impact upon Hall Green District are Sparkhill and Kings Heath jobcentres which have WEX targets of **832** and 676 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).

#### **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 52<sup>nd</sup> 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 52<sup>nd</sup> Week                      2014/15 off flow target = **38.55%**      New 2015-16 target will be **43.5%**

For **ESA** claimants: By 65<sup>th</sup> Week      2014/15 off flow target = **47%**      New 2015-16 target will be **52%**

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### Section 6: Hall Green District Jobs and Skills ACTION PLAN- Stakeholder Pledges

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
1.A. Establish Task force for Sparkbrook ward and other clusters of priority SOAs in District	Establish and lead regular task and finish group involving Sparkhill Jobcentre, BCC Employment team, South & City College, BCC Adult education and other relevant providers	Group established	By Sept 2015	Birmingham City Council	Accord(Ashram )Housing identified through dialogue with Councillor Trickett
	Engage local Champion organisation to lead the task force	Local champion in place	By Oct 2015	DWP/ BCC	
	Identify and engage with key employers	2 lead employers identified as part of Task force	By December 2015		
1.B.Establish Task force for Sparkbrook ward and other clusters of priority SOAs in District	Increase number of local unemployed residents entering sector based work academy opportunities.	SBWA numerical target to be confirmed	By March 2016	Sparkhill JCP DWP	Plan of outreach activities being developed by Sparkhill JCP to assist with local employer engagement/ job capture and matching of local residents into opportunities (eg: Mosque outreach, links to local childrens centres etc)

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
1.C. Establish Task force for Sparkbrook ward and other clusters of priority SOAs in District	Increase number of local unemployed residents entering work experience	To target figure of 832	By March 2016	Sparkhill JCP DWP	Plan of outreach activities being developed by Sparkhill JCP to assist with local employer engagement/ job capture and matching of local residents into opportunities (eg: Mosque outreach, links to local childrens centres etc)
1.D. Establish Task force for Sparkbrook ward and other clusters of priority SOAs in District	Increase number of job starts by 16-24 year old NEETS/unemployed in the District through Birmingham Jobs Fund incentives.  From current figure achieved- 177 from April 2013 to March 2015	113 additional BJF job starts	By March 2016	Sparkhill JCP/ BCC	Plan of outreach activities being developed by Sparkhill JCP to assist with local employer engagement/ job capture and matching of local residents into opportunities (eg: Mosque outreach, links to local childrens centres etc)
1.E Establish Task force for Sparkbrook ward and other clusters of priority SOAs in District	Create a local Apprenticeship Action zone to promote take up of Apprenticeship opportunities by both local employers and unemployed residents.	Scope out apprenticeship campaign	By March 2016	To be confirmed	Potential partners identified to include: St Paul's, Women's Enterprise Centre, Joseph Chamberlain College, Jericho Foundation, Balsall Heath Hub (Trident Reach), Moseley Ashram HA, South



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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
					& City College
2 A. Develop a local support system to engage and support growth amongst local SMEs	Outreach campaign from Sparkhill and Kings Heath job centres to promote Project 20,000 and BJF offer to local SME's	Contact with 100 employers	By March 2016	Sparkhill JCP/ Kings Heath JCP	Utilise and build on existing links between Kings Heath Job centre and local traders association
2 B. Develop a local support system to engage and support growth amongst local SMEs	Develop local youth employment project to link local youth support agencies with SMEs around recruitment and promotion of BJF and Project 20,000	Develop funding application through Youth Promise devolved employment fund	By Sept 2015	Birmingham City Council	To act as pilot to inform future commissioning around ESIF/YEI
3.A Promote enterprise (including social enterprise and self-employment) to build upon cultural and reputational assets across the whole district	Form better alignment between ISE Womens Enterprise Centre and DWP Sparkhill Job Centre deployment of New Enterprise Allowance.	new business starts through District residents- numerical target to be confirmed	By March 2016	ISE ?	
3B Promote enterprise (including social enterprise and self-employment) to build upon cultural and reputational assets across the whole district	Explore the development of a local producers/ creative industries cluster around Moor Street /HS2 linked railway stations.	Project scoping	By March 2016	To be confirmed	

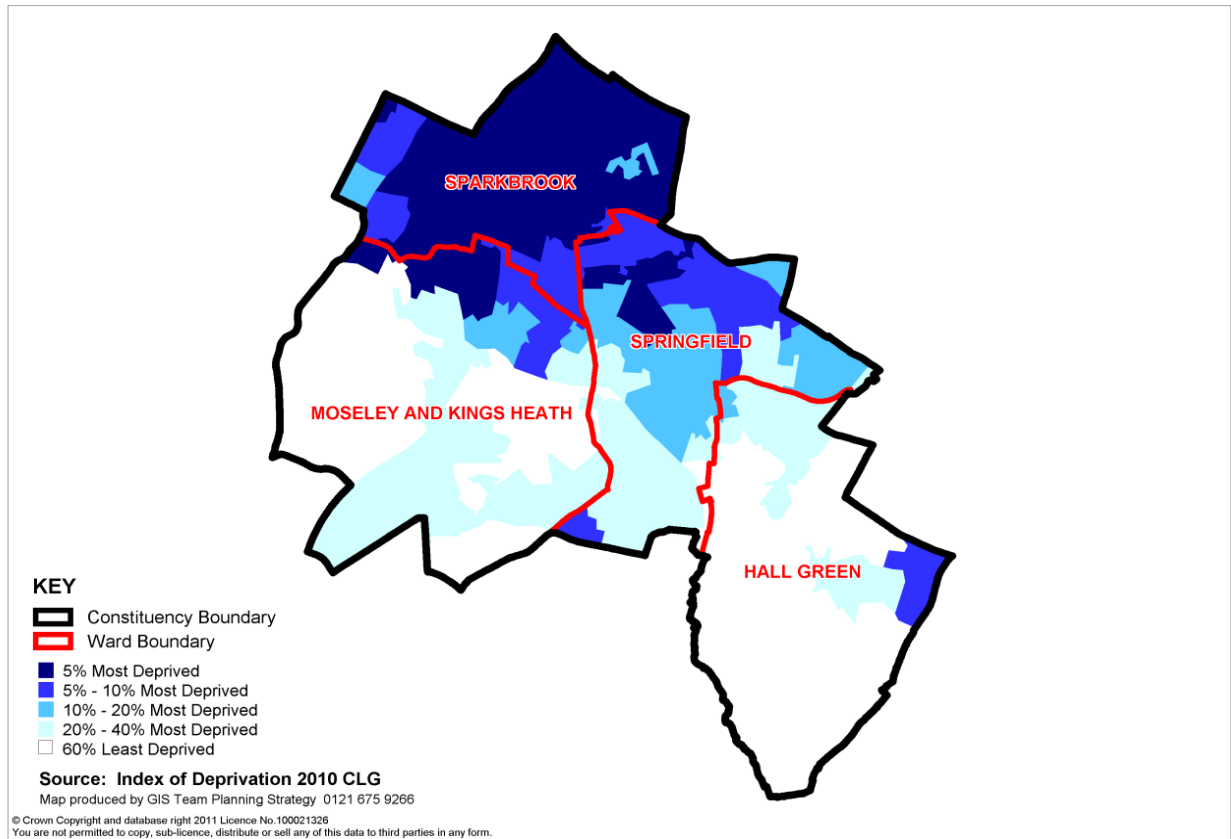
## Hall Green Jobs and Skills Plan ~ Draft as at July 2015

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
4. Promote an integrated approach to health/ well-being and employment.	Deliver pilot project linking Sparkhill Jobcentre outreach activity (eg Job Clubs) to Grantham Road / Farm Road Community Health Centre and Children's centres across the District		By March 2016	BCC/ Sparkhill Job centre	
5. Education & Skills providers locally to develop more integrated approach around adult skills attainment, employer-schools partnerships, intergenerational low skills and unemployment.	Take forward discussions with relevant skills providers to encourage their participation in the District task force			South & City College ?  BCC Adult Education  BCC School partnerships	

## Glossary of Terms

Definition of Terms	
<b><i>In work or employed:</i></b>	Has a paid job
<b><i>Unemployed:</i></b>	Does not have a job, but is actively seeking work
<b><i>Unemployment Rate:</i></b>	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.
<b><i>Workless:</i></b>	Does not have a paid job. The economically inactive, together with the unemployed, constitute the ‘workless’.
<b><i>Economically active or participating in the labour market:</i></b>	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
<b><i>Economically inactive:</i></b>	Does not have a paid job and is not actively seeking work.
<b><i>Deprivation</i></b>	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.
<b><i>Lower Super Output Areas</i></b>	A neighbourhood level geography, defined by ONS, with approximately 1,500 residents
<b><i>ONS</i></b>	Office for National Statistics

**Map1: 2010 Indices of Deprivation in Hall Green 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
Hall Green	0%	7%	8%	27%	73%
Moseley & Kings Heath	10%	24%	31%	63%	37%
Sparkbrook	74%	93%	100%	100%	0%
Springfield	13%	40%	81%	99%	1%
<b>Hall Green</b>	<b>27%</b>	<b>44%</b>	<b>59%</b>	<b>75%</b>	<b>25%</b>
Birmingham	23%	40%	56%	75%	25%

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**Table 2: Hall Green District – Economic Activity and Employment Source: Census 2011**

Area	Hall Green Ward		Moseley & Kings Heath Ward		Sparkbrook Ward		Springfield Ward		Hall Green District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	No.
All residents aged 16-64	16,527		17,967		19,774		19,371		73,639			
Economically Active Total	12,266	74%	13,640	76%	10,628	54%	11,666	60%	48,200	65%	69%	77%
Total Employed	10,761	65%	11,859	66%	7,694	39%	9,333	48%	39,647	54%	57%	68%
Employed Full-time	6,714	41%	7,799	43%	3,821	19%	5,016	26%	23,350	32%	36%	43%
Employed Part-time	2,369	14%	2,070	12%	2,555	13%	2,608	13%	9,602	13%	13%	15%
Self-employed	1,678	10%	1,990	11%	1,318	7%	1,709	9%	6,695	9%	7%	10%
Unemployed	925	6%	1,214	7%	2,024	10%	1,546	8%	5,709	8%	8%	5%
Full-time student	580	4%	567	3%	910	5%	787	4%	2,844	4%	5%	4%
Economically inactive Total	4,261	26%	4,327	24%	9,146	46%	7,705	40%	25,439	35%	31%	23%
Retired	730	4%	616	3%	492	2%	536	3%	2,374	3%	4%	5%
Student	1,227	7%	1,335	7%	2,756	14%	2,252	12%	7,570	10%	11%	7%
Looking after home/family	1,142	7%	903	5%	2,799	14%	2,549	13%	7,393	10%	7%	5%
Long term sick/disabled	664	4%	948	5%	1,614	8%	1,132	6%	4,358	6%	6%	4%
Other	498	3%	525	3%	1,485	8%	1,236	6%	3,744	5%	4%	2%
Unemployed never worked	204	1%	226	1%	734	4%	453	2%	1,617	2%	2%	1%

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

Area	Male	Female	Total		Long Term (12mths) Unemployed
	Total	Total	Total	Rate	Number
Hall Green	240	160	400	3.2%	125
Moseley & Kings Heath	462	229	691	4.9%	260
Sparkbrook	1,114	586	1,700	15.8%	645
Springfield	593	362	955	8.0%	335
<b>Hall Green District</b>	<b>2,409 (9.9%)</b>	<b>1,337 (9.7%)</b>	<b>3,746</b>	<b>9.8%</b>	<b>1,365</b>
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
Hall Green	400	2.4%	3.2%	-11	-0.1	-160	-1.3
Moseley & Kings Heath	691	3.9%	4.9%	-33	-0.2	-224	-1.6
Sparkbrook	1,700	8.4%	15.8%	-29	-0.3	-413	-3.8
Springfield	955	4.8%	8.0%	-35	-0.3	-343	-2.9
<b>Hall Green District</b>	<b>3,746</b>	<b>5.0%</b>	<b>9.8%</b>	<b>-78</b>	<b>-0.1</b>	<b>-1,084</b>	<b>-2.9</b>
Birmingham	34,160	4.9%	7.1%	-819	-0.2	-10,692	-2.2

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

	September 214		Annual Change		Long Term Youth Unemployment
	Number	%	Number	% Point	Number
Hall Green	115	4.9%	- 54	-2.3	15
Moseley & Kings Heath	135	6.0%	- 86	-3.8	15
Sparkbrook	440	10.8%	- 113	-2.8	60
Springfield	260	7.2%	- 113	-3.1	40
<b>Hall Green District</b>	<b>950</b>	<b>7.7%</b>	<b>- 340</b>	<b>-2.8</b>	<b>130</b>
Birmingham	7,935	6.0%	- 3,545	-2.7	1,465



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Table 6: Proportion of pupils resident in Hall Green District achieving 5 or more GCSEs A*-C 2013 Source: BCC		
Ward	2013	Change 2011-2013
Hall Green	69%	-7pp
Moseley & Kings Heath	74%	+3pp
Sparkbrook	52%	-1pp
Springfield	55%	--4pp
<b>Hall Green District</b>	<b>59%</b>	<b>0pp</b>
Birmingham	60%	2pp

Table 7: Numbers of Adults (working age ) with Qualifications <sup>3</sup> 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
Hall Green	2,458	2,599	2,777	337	2,355	5,050	951	10,519	7,405
Moseley & Kings Heath	2,175	1,750	2,010	207	2,185	8,858	782	13,260	11,043
Sparkbrook	6,220	3,313	2,630	157	2,164	3,374	1,916	8,325	5,538
Springfield	5,042	3,023	2,665	219	2,293	4,133	1,996	9,310	6,426
<b>Hall Green District</b>	<b>15,895</b>	<b>10,685</b>	<b>10,082</b>	<b>920</b>	<b>8,997</b>	<b>21,415</b>	<b>5,645</b>	<b>41,414</b>	<b>30,412</b>
Birmingham	143,576	103,859	106,683	12,981	103,853	173,943	45,255	397,460	277,796
<b>Percentages</b>									
Hall Green	15%	16%	17%	2%	14%	31%	6%	64%	45%
Moseley & Kings Heath	12%	10%	11%	1%	12%	49%	4%	74%	61%
Sparkbrook	31%	17%	13%	1%	11%	17%	10%	42%	28%
Springfield	26%	16%	14%	1%	12%	21%	10%	48%	33%
<b>Hall Green District</b>	<b>22%</b>	<b>15%</b>	<b>14%</b>	<b>1%</b>	<b>12%</b>	<b>29%</b>	<b>8%</b>	<b>56%</b>	<b>41%</b>
Birmingham	21%	15%	15%	2%	15%	25%	7%	58%	40%

<sup>3</sup> **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 Hall Green District by sector Source: BIS UK Business: Activity, size and location 2013		
Sector	No.	%
Agriculture, forestry & fishing	0	0%
Production	180	7%
Construction	195	7%
Motor trades	105	4%
Wholesale	155	6%
Retail	435	17%
Transport & storage (inc. postal)	65	2%
Accommodation & food services	150	6%
Information & communication	220	8%
Finance & insurance	35	1%
Property	85	3%
Professional, scientific & technical	375	14%
Business administration and support services	170	7%
Public administration and defence	0	0%
Education	60	2%
Health	240	9%
Arts, entertainment, recreation and other services	140	5%
<b>TOTAL</b>	<b>2,610</b>	<b>100%</b>

Table 9: Employment in Hall Green District Source; Business Register and Employment Survey 2013		
Sector	No.	%
Agriculture	0	0%
Construction	1,200	4%
Financial & Professional Services	3,500	13%
Manufacturing	2,900	11%
Mining & Utilities	200	1%
Public Services	9,200	34%
Retail & Leisure	9,300	34%
Transport & communications	800	3%
<b>Total</b>	<b>27,000</b>	<b>100%</b>

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<b>TABLE 10: CONTACT DETAILS</b>	
<b>SECONDARY SCHOOLS</b>	
<b>Fox Hollies School</b> Highbury Community Campus Queensbridge Road Moseley Birmingham B13 8QB	<b>Queensbridge School</b> Queensbridge Road Moseley Birmingham B13 8QB
<b>Wheelers Lane Technology College</b> Wheelers Lane Kings Heath Birmingham B13 0SF	<b>St. Paul's Community Development Trust</b> Hertford Street Balsall Heath B12 8NJ
<b>Hall Green Secondary School</b> Southam Road Hall Green Birmingham B28 0AA	
<b>With Sixth Forms:</b>	
<b>King Edward VI Camp Hill School for Girls</b> Vicarage Road Kings Heath Birmingham B14 7QJ	<b>King Edward VI Camp Hill School for Boys</b> Vicarage Road Kings Heath Birmingham B14 7QJ
<b>Bishop Challoner Catholic College</b> Institute Road Kings Heath Birmingham B14 7EG	<b>Moseley School</b> Wake Green Road Moseley Birmingham B13 9UU
<b>FURTHER EDUCATION PROVIDERS</b>	
<b>SOUTH AND CITY COLLEGE BIRMINGHAM</b> <b>Key Contact:</b> Mike Hopkins (Principal) <b>Telephone Number:</b> 0800 111 6311	<b>Hall Green Campus</b> Cole Bank Road, Hall Green, B28 8ES <b>No direct telephone number.</b>  <b>Balsall Heath Women's Centre Campus</b> Edward Road, Balsall Heath, Birmingham B12 9LB <b>No direct telephone number.</b>
<b>Joseph Chamberlain Sixth Form College</b> 1 Belgrave Road, Highgate, Birmingham, B12 9FF <b>Telephone Number:</b> 0121 446 2200	
<b>ADULT EDUCATIONS CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)</b>	
<b>Sparkhill Centre</b> 477 Stratford Road, Sparkhill, B11 4LE <b>Telephone Number:</b> 0121 464 1893	<b>Hall Green School</b> Off Southam Road, Hall Green, B28 0AA <b>Telephone Number:</b> 0121 777 4294 (Monday/Thursday evenings only)

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<b>JOB CENTRES</b>	
<b>Sparkhill Jobcentre Plus</b> 10 Stoney Lane, Sparkhill, Birmingham, B12 8AF <b>Telephone:</b> 0345 604 3719	<b>Kings Heath Jobcentre Plus</b> 3 Scotts Corner, Kings Heath, Birmingham B14 7EG <b>Telephone:</b> 0345 604 3719
<b>EAT OPPORTUNITIES MAILING DBASE: EMPLOYMENT &amp; TRAINING PROVIDERS</b>	
<b>Midland Mencap</b> 171 Alcester Road, Hall green, Birmingham, B13 8JR <b>Telephone:</b> 0121 442 2944	<b>Intraining</b> Windsor House, 11a High Street, Hall Green, Birmingham, B14 7BB <b>Telephone:</b> 0121 441 5304
<b>Jericho Foundation</b> 196-198 Edward Road, Balsall Heath, Birmingham, B12 9LX <b>Telephone Number:</b> 0121 446 4258	<b>Tyseley &amp; Greet ERC</b> 541A Warwick Road, Springfield, Birmingham, B11 2AP <b>Telephone Number:</b> 0121 764 4202
<b>Pertemps People Development Group</b> 636A Stratford Road, Springfield, Birmingham, B11 4AR <b>Telephone Number:</b> 0121 777 6687	<b>Joseph Chamberlain College</b> 1 Belgrave Road, Highgate, Hall Green, Sparkbrook, Birmingham, B12 9FF <b>Telephone Number:</b> 0121 446 2204
<b>South and City College Birmingham</b> Cole Bank Road, Hall Green, Birmingham B28 8ES <b>Telephone Number:</b> 0800 111 6311	
<b>BUSINESS / REGENERATION CONTACTS</b>	