

Ladywood District Jobs and Skills Plan 2015

Overview of Ladywood District¹

Ladywood District covers the majority of the city centre, along with inner city areas to the north and east. It is composed of 4 wards – Aston, Ladywood, Nechells and Soho.

Much of the district experiences some very challenging conditions in terms of labour market status, with very high levels of **unemployment**. But this contrasts with the city centre area – the east of Ladywood ward, and the south-west of Nechells ward – where unemployment and deprivation levels are low.

Ladywood has a younger **age profile** to the city centre with a higher proportion of under 40s and fewer over 45s. Overall the proportion of working age adults (70%) is well above the city average (64%). The proportion rises to 84% in Ladywood ward, but is close to the city average in the other 3 wards. There are 23,828 residents aged 18-24 equating to 19% of the population, compared to 12 % for Birmingham, driven at least in part by large numbers of students.

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 (32%) compared to the city average (59%). But this masks ward variations, with the proportion only 15% in Aston, 23% in Soho and 31% in Nechells wards, but much closer to the city average at 52% in Ladywood ward. Overall, the largest non-white groups are Pakistani (13%) and Black Caribbean (9%). The Pakistani group forms 20% of the population in Aston and 16% in Nechells and Soho wards, but only 3% in Ladywood ward. The Black Caribbean population forms 14% of the working age population in Soho and 10% in Aston. The proportion of Indians is above the city in Aston and Soho.

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. 76% of the population in Nechells ward live in LSOAs in the 5% most deprived in England. The proportion is also very high in Aston (53%) and Soho (50%). 100% of the population of Aston live in LSOAs in the 20% most deprived in England and 82% of the population of Nechells. The city centre area has the lowest levels of deprivation, but even here levels are relatively high.(Appendix: Table 1 & Map 1).

Strategic District Assessments contain contextual information and provide a broader assessment of the district, including crime, health and housing data; as well as detailed maps showing worklessness, unemployment and youth unemployment rates by LSOA. These are updated annually and can be downloaded from <http://fairbrum.wordpress.com/about/district-strategic-assessments/>

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¹ For definitions please see glossary

Section 1: District Data

1.1 Economic Activity, Employment & Unemployment in Ladywood District

Economic activity and employment rates are below the city average with 63% of residents being economically active and 45% employed, compared to 69% and 57% respectively for Birmingham. 28% are full time employees, 11% part-time employees and 5% self-employed (*Census 2011*). Economic activity and employment is below the city average in all wards apart from Ladywood ward. Employment rates are only 37% in Aston and 38% in Nechells wards. 37% of residents are economically inactive, but this is partly influenced by the large proportion of economically inactive students in Aston (18%), Ladywood (18%) and Nechells (21%) wards, compared to the city average (11%). The proportion looking after home and family is high in Aston (11%). A full data table can be found in the Appendix Table 2.

In September 2014 there were 6,605 **Job Seekers Allowance (JSA) Claimants** in Ladywood District equating to a rate of 14.6%, above the city rate of 7.2% and the UK rate of 3.0%. The district has the highest rate of all the districts. 2,715 residents had been claiming for more than 12 months. The rate is highest in Aston ward (17.0%) where the rate is over twice the city average, but is also high in Nechells (13.8%) and Soho (11.8%) wards. The rate in Ladywood ward is the same as the city average (7.1%).

The rate has fallen by 4.4 percentage points over the past year, more than the decrease in the city (2.2pp). The rate has fallen most in Aston (- 4.4) and least in Ladywood ward (-1.5pp).

A full data table can be found in the Appendix Tables 3 & 4. The most up-to-date unemployment data by ward can be found in the Unemployment Briefing which can be downloaded from www.birmingham.gov.uk/birminghameconomy This includes a map of the city showing unemployment by LSOA.

Youth Unemployment² (JSA claimants) In September 2014 there were 1,330 residents aged 18-24 claiming JSA, equating to an unemployment proportion of 5.5%, similar to the city average of 6.0%. Of these 795 were male and 535 female. 240 had been claiming for over 1 year. Over the year to September 2014 the proportion has fallen by 2.4 percentage points (the city proportion fell by 2.7pp over the same period).

Ladywood has the fourth lowest youth unemployment proportion of all the districts. But there are significant differences between the wards, with the rate in Ladywood ward only 2.4%. However, two wards have much higher proportions – Aston (9.3%) and Soho (7.9%).

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 Ladywood District was 321 in November 2014. This is the fifth highest number of all the Districts. Nechells and Aston wards have the highest numbers within the District at 108 and 101 respectively and are both amongst the 10 wards with the highest numbers in the city. Numbers are also high in Soho ward (83). 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 Ladywood District

School Attainment (as measured by 5 or more GCSEs A*-C including English and Maths) is below the city average, and attainment levels are static, although the district average hides wide ward differences. In 2013 54% 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 below the city average in all 4 wards and is lowest in Ladywood ward (43%) and Soho ward (49%). At 59% Aston ward has the highest attainment only 1 percentage point below the city. Attainment has only changed by plus or minus 1pp since 2011 in all wards. 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. 18,848 (21%) of residents have no qualifications, the same as for the city as a whole. At level 2 and 3 and above rates are broadly similar to the city average. 56% are qualified to Level 2 and above compared to 58% for Birmingham, and 43% to Level 3 and above (Birmingham = 40%) (*Census 2011*).

However, there is a high proportion of adults with no qualifications in Aston (28%), Soho (26%) and Nechells (24%) wards. But the figure is relatively low at 10% in Ladywood ward. Qualification levels are also well above the city average in Ladywood ward at other levels (73% with Level 2 and above and 63% with Level 3 and above). But the other 3 wards have low skill levels at all levels with under 50% qualified to level 2 or above in Aston and Soho, and only 52% in Nechells. The proportion with other' qualifications is above the city average in all 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 68% of the working age population, but 91% can speak it well. However 9% (7,724 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 13% in Aston and 11% in Soho.

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 Ladywood District. These include:

- The district has the highest Job Seekers Allowance rate of all the districts, with very high rates in all wards apart from Ladywood ward.
- The youth unemployment proportion is high in Aston and Soho wards.
- The number of NEETs is above the city average in all wards apart from Ladywood and is particularly high in Aston and Nechells wards.
- School attainment is below the city average in all wards and is lowest in Ladywood and Soho wards.
- Adult qualifications levels are low in Aston, Nechells and Soho wards.
- Over 7,000 working age residents 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 Ladywood District

There are around 7,340 VAT and PAYE **registered enterprises** located in the district (*BIS 2013*) employing around 203,900 people (*ONS/BRES 2013*). Of these 75 employ 10-249 people and a further 55 employ 250 or more. 1,185 enterprises have an annual turnover of £1million or more and of these 315 have a turnover of £5million or more. 3 sectors account for the majority of employment - financial and business services (35%), public administration (27%) and retail and leisure (22%). Ladywood District includes the city centre and employment and number of businesses is much higher than

in other districts. There are also 13,000 manufacturing jobs. Employment is heavily weighted to Ladywood ward (115,000) and Nechells (54,000). A full data table can be found in the Appendix Tables 8 & 9.

Major employers in the district include City Hospital, the Children's Hospital, Birmingham City Council, West Midlands Police, Wesleyan Assurance, Aston University. Major supermarkets include ASDA, Tesco, Sainsburys. 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 15 minutes from the majority of the district during the morning rush hour and in under 30 minutes from the remainder. (*Mott McDonald 2013*).

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2.3 Development and Regeneration in Ladywood District

The **Enterprise Zone (EZ)** was designated by the GBSLEP and is centred on 26 sites (70ha) across Birmingham city centre in Ladywood and Nechells wards. These sites offer significant development potential and focus on sectors in which Birmingham and the region have competitive advantage. The EZ offers investors a simplified planning regime, digital infrastructure, rates relief and a range of business support. 15 of the sites are identified for Digital, ICT and Creative Industries offering opportunities for investors to develop bespoke space for larger businesses as well as SMEs, building on emerging clusters in these sectors. The EZ is expected to create 7,231 jobs and 297k sqm floorspace (of which 1,690 non-office jobs and 225k sqm non-office floorspace) by 2018.

The **Advanced Manufacturing Hub** is situated in Aston and Nechells wards and is being developed on the 20h Aston Regional Investment Site. The site is targeted for automotive and aerospace supply chain. Phase 1, which is currently being actively marketed, comprises 10.5h across 2 sites, supported by £2m Growing Places Funding, offering up to 30K sqm floor space across two sites. A further 9.5h will be brought forward over the next 10-15 years. In total the Hub offers the opportunity for 100K sqm accommodating 3,000 jobs. The majority of jobs will be delivered during the 2014-20 period.

The **local** centres in on Dudley Road and Soho Road are vibrant and successful, especially the latter which has a national reputation for Asian fashion. The newly established Soho Road BID will further strengthen the centre and help develop further employment opportunities.

Specific developments within the district include:

Development	Floorspace Created / Refurbished (GIA)	Type of Accommodation	Jobs Estimate	Status
Two Snowhill	30,500 sqm	Grade A offices, plus retail	1,750	Completed, awaiting occupation
BCU (Phase 1)	18,300 sqm	Education facilities	200	Completed and occupied
Former Post and Mail Building (Phase 1)	20,000 sqm	Car park and retail	100	Under construction
University College of Birmingham (Phase 1)	7,000 sqm	Education facilities	25	Completed and occupied
BCU Phase 2, Eastside Locks	24,300 sqm	Education facilities	265	Under construction
Ladbroke House, Typhoo Wharf	5,310 sqm	Hotel	15	Due to start on site 2014
Assay Office, St George's Urban Village	5,700 sqm	Office and light industrial	150	Under construction
Beorma (Phase 1)	8,700 sqm	Mixed use comprising offices, hotel, retail and leisure	250	Under construction
109-111 Pope Street, St George's Urban Village	640 sqm	Offices	5	Due to start on site 2015
Garrison Data Centre 1, Great Barr Street	7,500 sqm	Data Centre	30	Due to start on site 2015
Extensions to existing businesses, Warwick Bar	480 sqm	Offices	65	One site under construction. Other due to start on site 2015

2.4 Key Issues

General issues affecting businesses across the city

- Access to funding, remains a constraint on those 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 Ladywood District

- The opportunity of High Speed 2, the Airport and UK Central offers a major opportunity for the area with its connections through Grand Central and Curzon Street.
- Ladywood is unique in that it includes the City Centre, alongside more traditional inner city areas, and the challenge remains ensuring these areas maximise the benefits of being located so close to the major employment opportunities the City Centre offers.
- Too often residents have only been able to secure lower skilled and poorly paid jobs and therefore there needs to be a major focus on giving residents the skills to access a broader range of jobs. Alongside this more work needs to be done with employers to link their jobs with local people through initiatives such as targeted recruitment campaign

Section 3: Training Employment & Skills Provision in and around Ladywood 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 within Ladywood district. 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 and currently being delivered in Perry Beeches III and Holy Trinity schools.

(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.

(xii) S106 Targeted Employment Support contracts: Employment Support and job matching service delivered through City Council contracts with two providers across priority areas within Ladywood and Perry Barr Districts: GHC in Deykin Avenue, Aston and The Best Network.

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

(i) Secondary Schools

Perry Beeches II The Free School

Perry Beeches III

Perry Beeches IV

Holy Trinity Catholic Media Arts College

With Sixth Forms:

Al - Hijrah School

Aston University Engineering Academy

Aston Manor School

Archway Academy Limited (a specialist 14-19 school for students who may have had difficulty in mainstream schools)

Aston University Engineering Academy

Bordesley Green Girls School

Broadway School

Calthorpe School Sports College (a specialist school for children with disabilities)

Heartlands Academy

Holte Visual and Performing Arts College

Holyhead School

King Edward VI Aston School

Nishkam High School and Sixth Form

Birmingham Ormiston Academy

Small Heath School

St Albans Academy

(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.

BMET – Matthew Boulton Campus

BMET – The Language Centre

South and City College – Digbeth Campus

South and City College – Bordesley Green Campus

South and City College – Golden Hillcock Women's Campus

South and City College – Ladywood Centre

University College Birmingham

(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.

Aston Community Learning Centre

St. George's Community Hub

Brasshouse Language Centre

(iv) Foundation Learning Providers

Bellis Training Limited

Gordon Franks & Associates

Heart of England

Learn Direct

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Newcastle College Group

Platinum Employment Advice & Training Ltd

TBG Learning

(v) Birmingham Careers Service/ Connexions

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:

ER Mason Youth Centre

The Lighthouse

(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)

- Broad Street

Birmingham City

(viii) National Apprenticeship Service

On-line support and access to apprenticeship vacancies.

(ix) Employment Access Team Opportunities Mailing Dbase: Distribution of opportunities to a network of Employment & Training Support Providers which provide a range of support, improve skills and help access employment opportunities.

Gordon Franks Training

Crisis Skylight Birmingham

Intraining

Prince's Trust

Prospects Services

Turning Point - EESPRO

Momentum Skills

South and City College Birmingham

BITA Pathways

BID Services

Remploy

Working Links

University College Birmingham

Bellis Training Limited

Birmingham Metropolitan College

Performance Through People

Birmingham Central Library

Pertemps People Development Group (PPDG)

Enterkey Training

Disability Resource Centre (DRC)

The Birmingham Employment Skills and Training Network

Reach The People Charity

St Basils

Family Housing Association

Birmingham Adult Education Service

JHP Group Ltd / Learndirect Ltd

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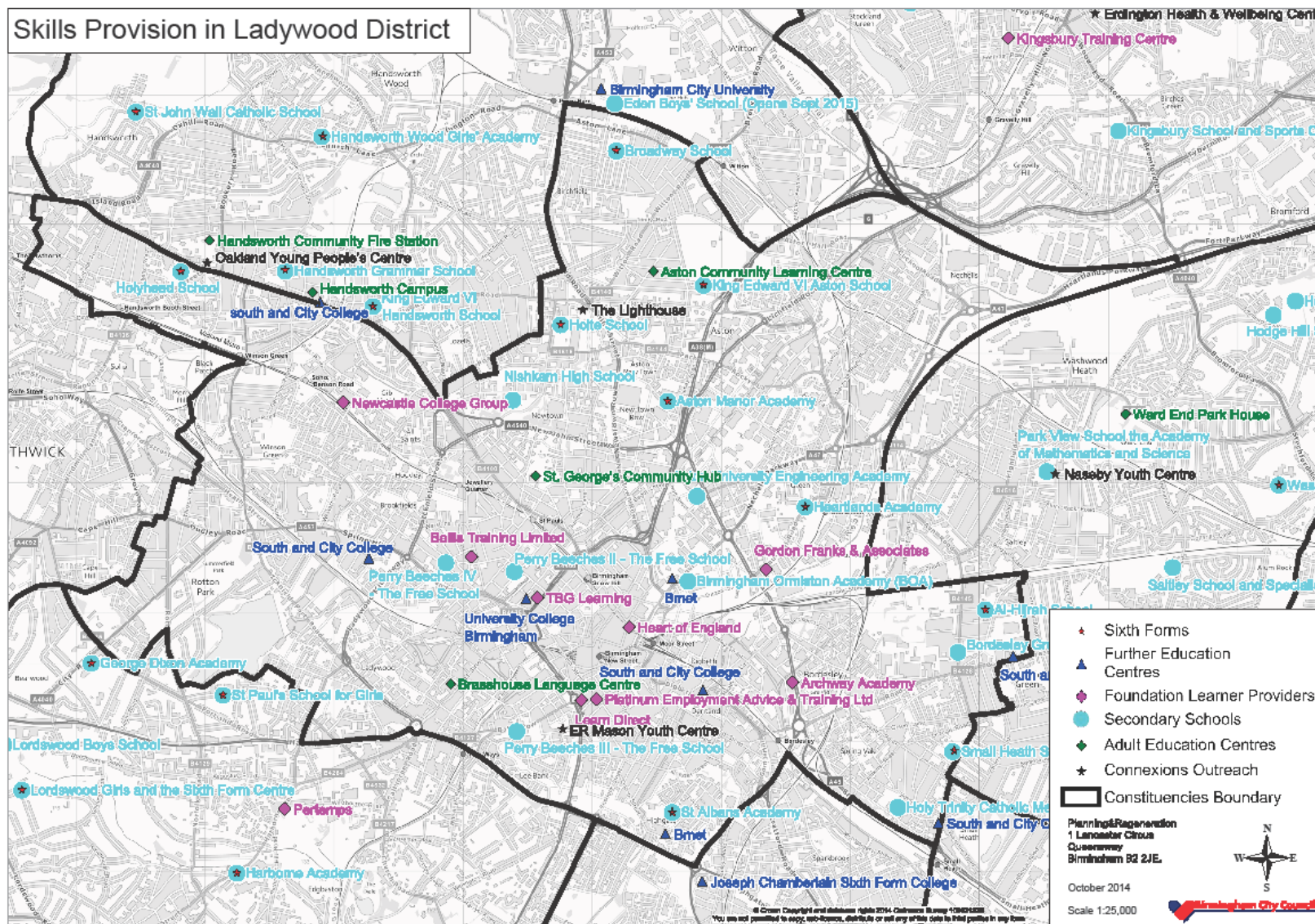
Business Development Midlands
Midland Heart
Platinum Training
Intraining
Staffordshire and West Midlands Probation Trust
The Salvation Army
Action For Blind People
SIFA Fireside
Latimer Hall Jobs Club
Ingeus Birmingham
Birmingham Central Foodbank
Salvation Army
DWP
TBG Learning
WorkShop Springhill
Birmingham Youth Empowerment Project
BVSC
B'ham Crime Diversion scheme Ltd
Sport 4 Life UK
Phoenix Training Services (Midlands) Ltd
In2wrk (LearnDirect)
Seetec

3.3 Identified Gaps in Provision

Through consultation within the District convention the following issues and gaps have been identified:

- Quality of careers guidance and personal coaching / mentor support is key and needs deepening and improving both for young people and long term unemployed. Whole career advice and support is required since jobs are “no longer for life”.
- Explore the positive potential within Universal Credit- change in DWP approach to not penalise training and taper benefits to ensure people are better off in work.
- Earlier intervention at school age required
- Local access points relevant to communities need to be retained and strengthened
- Attitude of employers is key. Employer engagement needs to change the relationship with employers around longer term commitments around local recruitment and retention of staff. (Could the Chambers of Commerce assist here ?)
- Pledges required from F.E. sector to provide training locally that is explicitly linked to specific growth sectors and vacancies.
- Increasing role for Social Enterprise and voluntary groups in both creating locally controlled work opportunities in supportive environments and to assist in creating pathways / work experience for unemployed residents- potential to build on BVSC Talent Match, Destination Work and Midland Heart Back on Track delivery models.
- People Leaving care should be a key target group (corporate parenting)
- Interventions to support ex-offenders and those at risk of offending are needed
- Employer offer needs to look at creating a conducive business environment particularly for SME's

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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 Ladywood District Convention, the following immediate priorities have been agreed:

- Localised campaign to engage with employers around an integrated offer to establish longer term commitments to offer work experience, apprenticeship and other forms of support to unemployed residents in addition to recruitment to available vacancies.
- Strengthen and encourage voluntary sector services and social enterprise to create local supported pathways to sustainable employment, with appropriate personal coaching/mentoring support – both around retention of existing local service access points and where possible creation of new opportunities.

In addition the following priorities have been flagged up for the 2016-17 financial year:

- Develop local good practice around school /employer links
- Undertake review of access to existing employment support and FE/training services available locally for the following priority groups: Ex-offenders, refugees with permission to work, displaced graduates (particularly from BME communities), care leavers.

Section 5: Department for Work and Pensions Jobcentre commitments

As a key local stakeholder DWP have a presence in the Ladywood District through jobcentres in Broad Street and City centre (Sandpits parade). In addition many unemployed residents of Ladywood District in practice sign on at other jobcentre venues including Perry Barr jobcentre (for Aston residents), Handsworth Jobcentre (for Soho residents) and Erdington Jobcentre (parts of Nechells). In response to the local priorities set out in section 4 DWP are committed to the following action and output targets:

DWP Actions and local outputs:

- To participate in, and where required lead, a local District employer engagement campaign to promote an integrated offer to encourage employers to effectively support local recruitment.
- To actively promote Universal job match, Sector based work academies, Work experience placements, Work trails, Birmingham Jobs Fund incentives and pre-employment training to local employers and claimants resident in Ladywood District
- To utilise the employer engagement staff and the Broad Street Job centre employer suite for jobs fairs and employer recruitment events.
- Undertake regular Jobs and promotional events, and set up job clubs, from appropriate community facing outreach venues in the District 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 161 in 2015/16.
- **The Destination Work** project is an employment coach /mentoring provision that can be accessed by unemployed 18-24 year olds through referral via 6 specific Jobcentres including Perry Barr and Handsworth. DWP will work actively to promote this opportunity and to maximise the number of district residents (predominantly from Aston & Soho) benefiting.
- **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 Ladywood District are Broad St & City, Perry Barr, Handsworth and Erdington jobcentres which have WEX targets of 884, 780, 832 and 884 placements in 2015/16 respectively.
- **Sector Based Work Academies** – DWP will actively promote the creation and filling of Sector based work academy opportunities by unemployed District residents- (numerical target for 2015-16 to be confirmed).

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

Ultimately the aim is to maximise volume and rate of off flow from benefits into work for District residents. All Jobcentres impacting upon the District have been set the following increased targets:

For **Job Seekers Allowance** claimants:

By 13th Week of claim : 2014/15 off flow target = **53.5%** New 2015-16 target will be **71%**
 By 52nd Week 2014/15 off flow target = **88%** New 2015-16 target will be **96%**

Within this, for 18-24 year olds the aim is that 100% of claimants are off register within 52 weeks of claiming.

For **Income Support** claimants:

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

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

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Section 6: Ladywood District Jobs and Skills ACTION PLAN

Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
1. Develop and deepen Local Governance structures to coordinate and move forward effective local actions around jobs and Skills	1.A. Establish a District Employment and Skills theme group to oversee and drive forward a local employer engagement campaign and local project development	Group established with Terms of reference	By Sept2015	Birmingham City Council (District & Employment teams)	Need in the medium term to identify a local organisation to act as District Employment & Skills Champion to take over the convening role for this theme group
2. Undertake a localised Employer engagement campaign	2A. DWP and Birmingham City Council to agree parameters and schedule of events to underpin co-ordinated approach to local employer engagement	Parameters agreed Campaign activity to contract 100 employers	By Sept2015 Sept 2015- March 2016	Birmingham City Council & DWP Broad Street and City Jobcentres	
	2B. Promotion of DWP Work Experience offer to local employers	Increased delivery of WEX placements through Broad Street and City Job centres to 884 in a 12 month period. Achieve proportionate increases in WEX take up by District residents through Perry Barr, Handsworth and Erdington jobcentres	By March 2016	DWP Broad Street and City Jobcentres	Linked to matching of service users through GHC, The BEST Network, Summerfield Centre, In training, Princes Trust and other local training and employment support providers

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Priority	Action	Milestones / Targets	Timescales	Owner	Progress Update
	2C. Promotion of Birmingham Job Fund incentives to local employers recruiting young unemployed residents.	To generate an additional 161 job starts for District residents	By March 2016	DWP Broad Street and City Jobcentres Birmingham City Council	Linked to matching of service users through GHC, The BEST Network, Summerfield Centre, In training, Princes Trust and other local training and employment support providers
	2D Promotion of Sector based work academies through local and larger employers linked to interview guarantees for specific vacancies	Increase take up of Sector based Work academies through Broad Street and City Job Centres	By March 2016	DWP Broad Street and City Jobcentres	
3. Strengthen and encourage voluntary sector services and social enterprise	3.A. Work to retain and extend existing Adult employment support providers currently resourced through S106 TES contracts	Extensions to existing contracts agreed Additional 40 job starts for unemployed District residents	By September 2015 By March 2016	Birmingham City Council	Current providers are GHC and The Best Network
	3.B Explore potential for Local service providers to develop and submit project proposals under the BCC Youth Promise fund	Bids developed and submitted	By October 2015	Local voluntary sector providers BCC District team	
	3.C. District theme group to explore potential and support development of appropriate Social enterprise and third sector employment responses in the locality	Scoping work	By December 2015	Birmingham City Council District and Employment teams	Initial focus on: Extension of Midland Heart Back on Track model for unemployed residents in social housing Potential for establishing a Ladywood Community Shop as a training & work experience centre

Glossary of Terms

Definition of Terms	
<i>In work or employed:</i>	Has a paid job
<i>Unemployed:</i>	Does not have a job, but is actively seeking work
<i>Unemployment Rate:</i>	The claimant unemployment rate is the number of claimant count unemployed as a percentage of the economically active 16 + population. The unemployment rate is the most robust measure of unemployment – and allows Birmingham to be compared with national claimant rates published by the ONS.
<i>Workless:</i>	Does not have a paid job. The economically inactive, together with the unemployed, constitute the ‘workless’.
<i>Economically active or participating in the labour market:</i>	Either has a job or is actively seeking work i.e. the sum of the employed and the unemployed, which together constitute the labour force
<i>Economically inactive:</i>	Does not have a paid job and is not actively seeking work.
<i>Deprivation</i>	Using the Indices of Multiple Deprivation 2010 which provide a relative measure of deprivation at small area level across England. Areas are ranked from least deprived to most deprived on seven different dimensions of deprivation and an overall composite measure of multiple deprivation. Most of the data underlying the 2010 Indices are for the year 2008. The domains used in the Indices of Deprivation 2010 are: income deprivation; employment deprivation; health deprivation and disability; education deprivation; crime deprivation; barriers to housing and services deprivation; and living environment deprivation.
<i>Lower Super Output Areas</i>	A neighbourhood level geography, defined by ONS, with approximately 1,500 residents
<i>ONS</i>	Office for National Statistics

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Map1: 2010 Indices of Deprivation in Ladywood Constituency

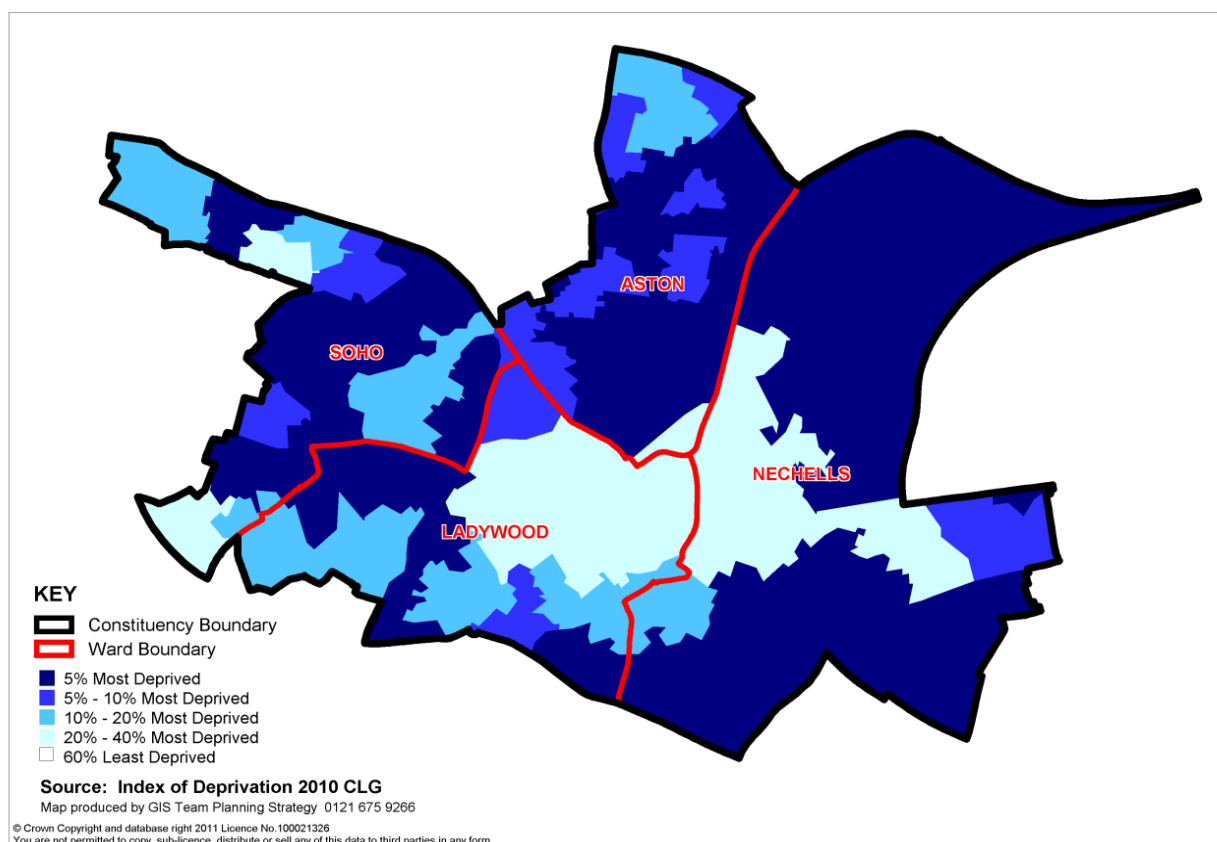


Table 1: Proportion of the ward population that lives in the 5%, 10%, 20% and 40% most deprived SOAs in England (IMD 2010)

Ward	5%	10%	20%	40%	Remainder
Aston Ward	53%	85%	100%	100%	0%
Ladywood Ward	28%	36%	70%	100%	0%
Nechells Ward	76%	82%	82%	100%	0%
Soho Ward	50%	62%	90%	100%	0%
Ladywood District	54%	69%	87%	100%	0%
Birmingham	23%	40%	56%	75%	25%

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

Area	Aston Ward		Ladywood Ward		Nechells Ward		Soho Ward		Ladywood District		Birmingham	England
	No.	%	No.	%	No.	%	No.	No.	%	No.	%	No.
All residents aged 16-64	20,647		25,199		22,552		19,704		88,102			
Economically Active Total	11,665	56%	18,252	72%	12,805	57%	12,413	63%	55,135	63%	69%	77%
Total Employed	7,616	37%	14,259	57%	8,477	38%	9,213	47%	39,565	45%	57%	68%
Employed Full-time	3,871	19%	10,931	43%	4,890	22%	5,309	27%	25,001	28%	36%	43%
Employed Part-time	2,738	13%	1,918	8%	2,534	11%	2,695	14%	9,885	11%	13%	15%
Self-employed	1,007	5%	1,410	6%	1,053	5%	1,209	6%	4,679	5%	7%	10%
Unemployed	2,220	11%	1,800	7%	2,293	10%	2,141	11%	8,454	10%	8%	5%
Full-time student	1,829	9%	2,193	9%	2,035	9%	1,059	5%	7,116	8%	5%	4%
Economically inactive Total	8,982	44%	6,947	28%	9,747	43%	7,291	37%	32,967	37%	31%	23%
Retired	405	2%	315	1%	438	2%	415	2%	1,573	2%	4%	5%
Student	3,730	18%	4,418	18%	4,781	21%	2,175	11%	15,104	17%	11%	7%
Looking after home/family	2,234	11%	627	2%	1,947	9%	1,746	9%	6,554	7%	7%	5%
Long term sick/disabled	1,217	6%	943	4%	1,370	6%	1,228	6%	4,758	5%	6%	4%
Other	1,396	7%	644	3%	1,211	5%	1,727	9%	4,978	6%	4%	2%
Unemployed never worked	722	3%	387	2%	695	3%	682	3%	2,486	3%	2%	1%

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

Area	Male	Female	Total	Long Term (12mths) Unemployed	
	Total	Total	Total	Rate	Number
Aston	1,326	681	2,007	17.0%	795
Ladywood	932	382	1,314	7.1%	595
Nechells	1,154	642	1,796	13.8%	730
Soho	917	571	1,488	11.8%	595
Ladywood District	4329 (15.6%)	2276 (13.1%)	6,605	14.6%	2,715
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
Aston	2,007	9.8%	17.0%	-21	-0.2	-524	-4.4
Ladywood	1,314	4.9%	7.1%	25	0.1	-281	-1.5
Nechells	1,796	7.5%	13.8%	-15	-0.1	-491	-3.8
Soho	1,488	7.4%	11.8%	-43	-0.3	-433	-3.4
Ladywood District	6,605	7.2%	14.6%	-227	-0.5	-433	-3.4
Birmingham	34,160	4.9%	7.1%	-819	-0.2	-10,692	-2.2

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

Area	September 2014		Annual Change		Long Term Youth Unemployment
	Number	%	Number	% Point	Number
Aston	460	9.3%	- 167	-3.4	70
Ladywood	185	2.4%	- 64	-0.8	35
Nechells	390	5.0%	-155	-2.0	75
Soho	295	7.9%	-128	-3.4	60
Ladywood District	1,330	5.5%	- 575	-2.4	240
Birmingham	7,935	6.0%	- 3,545	-2.7	1,465

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Table 6: Proportion of pupils resident in Ladywood District achieving 5 or more GCSEs A*-C 2013 Source: BCC		
Ward	2013	Change 2011-2013
Aston	59%	+1pp
Ladywood	43%	-1pp
Nechells	55%	0
Soho	49%	+1pp
Ladywood District	54%	0
Birmingham	60%	+2pp

Table 7: Numbers of Adults (working age) with Qualifications ³ Source: Census 2011									
Area	No qualification	Level 1 only	Level 2 only	Apprenticeship	Level 3 only	Level 4 qualifications & above	Other qualifications	Level 2 & above	Level 3 & above
Aston	5,814	3,058	2,758	164	3,497	3,419	1,937	9,838	6,916
Ladywood	2,422	2,017	2,510	195	3,946	11,987	2,122	18,638	15,933
Nechells	5,392	3,239	2,860	213	4,148	4,447	2,253	11,668	8,595
Soho	5,220	3,100	2,784	188	2,358	3,714	2,340	9,044	6,072
Ladywood District	18,848	11,414	10,912	760	13,949	23,567	8,652	49,188	37,516
Birmingham	143,576	103,859	106,683	12,981	103,853	173,943	45,255	397,460	277,796
Percentages									
Aston	28%	15%	13%	1%	17%	17%	9%	48%	33%
Ladywood	10%	8%	10%	1%	16%	48%	8%	74%	63%
Nechells	24%	14%	13%	1%	18%	20%	10%	52%	38%
Soho	26%	16%	14%	1%	12%	19%	12%	46%	31%
Ladywood District	21%	13%	12%	1%	16%	27%	10%	56%	43%
Birmingham	21%	15%	15%	2%	15%	25%	7%	58%	40%

³ **Qualification Definitions:** **Level 1:** 1-4 O Levels/CSE/GCSEs (any grades), Entry Level, Foundation Diploma, NVQ Level 1, Foundation GNVQ, Basic/Essential Skills; **Level 2:** 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A*-C), School Certificate, 1 A Level/ 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma; **Level 3:** 2+ A Levels/VCEs, 4+ AS Levels, Higher School Certificate, Progression/Advanced Diploma, Welsh Baccalaureate Advanced Diploma, NVQ Level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma; **Level 4** and above: Degree, Higher Degree (for example MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Foundation degree (NI), Professional qualifications (for example teaching, nursing, accountancy); **Other qualifications:** Vocational/Work-related Qualifications, Foreign Qualifications (not stated/level unknown).

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Table 8: VAT and/or PAYE Based Enterprises in 2013 for Ladywood District by sector Source: BIS UK Business: Activity, size and location 2013		
Sector	No.	%
Agriculture, forestry & fishing	5	0%
Production	930	13%
Construction	400	5%
Motor trades	190	3%
Wholesale	630	9%
Retail	800	11%
Transport & storage (inc. postal)	150	2%
Accommodation & food services	470	6%
Information & communication	410	6%
Finance & insurance	180	2%
Property	405	6%
Professional, scientific & technical	1,445	20%
Business administration and support services	505	7%
Public administration and defence	5	0%
Education	115	2%
Health	300	4%
Arts, entertainment, recreation and other services	400	5%
TOTAL	7,340	100%

Table 9: Employment in Ladywood District Source; Business Register and Employment Survey 2013		
Sector	No.	%
Agriculture	0	0%
Construction	3,600	2%
Financial & Professional Services	71,500	35%
Manufacturing	13,600	7%
Mining & Utilities	900	0%
Public Services	55,400	27%
Retail & Leisure	44,600	22%
Transport & communications	14,300	7%
Total	203,900	100%

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TABLE 10: CONTACT DETAILS	
SECONDARY SCHOOLS	
Perry Beeches III 23 Langley Walk, Birmingham B15 2EF	Perry Beeches IV Saint George's Court 1 Albion Street Birmingham B1 3AA
Holy Trinity Catholic Media Arts College Oakley Road Small Heath Birmingham B10 0AX	Perry Beeches II The Free School 156 Newhall St Birmingham B3 1SJ
With Sixth Forms:	
Al - Hijrah School Burbidge Rd Bordesley Green Birmingham B9 4US	Archway Academy Limited 86 Watery Lane Middleway Bordesley Birmingham B9 4HN
Aston University Engineering Academy 1 Lister Street Birmingham B7 4AG	Aston Manor School Phillips St, Aston Birmingham B6 4PZ
Bordesley Green Girls School Bordesley Green Road Birmingham B9 4TR	Broadway Academy The Broadway Perry Barr Birmingham B20 3DP
Calthorpe Academy Darwin Street Highgate Birmingham B12 0TP	Heartlands Academy 10 Great Francis St Birmingham B7 4QR
Holte Visual and Performing Arts College Wheeler Street Lozells Birmingham West Midlands B19 2EP	Holyhead School Milestone Lane Holyhead Road Handsworth Birmingham B21 0HN
King Edward VI Aston School Frederick Road Aston Birmingham B6 6DJ	Small Heath Lower School Waverley Road Small Heath Birmingham B10 0EG

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Small Heath Upper School Muntz Street Small Heath Birmingham B10 9RX	St Albans Academy Conybere Street Highgate Birmingham B12 0YH
Nishkam High School and Sixth Form Great King Street North Hockley Birmingham B19 2LF	Birmingham Ormiston Academy 1 Grosvenor St Birmingham B4 7QD
FURTHER EDUCATION PROVIDERS	
Birmingham Metropolitan College Key contact: Contact centre Telephone Number: 0845 155 0101 University College Birmingham	BMET – Matthew Boulton Campus Jennens Road, Birmingham, B4 7PS Telephone Number: 0845 155 0101 BMET – The Language Centre Conybere Street, Birmingham, B12 0YL Telephone Number: 0845 155 0101
SOUTH AND CITY COLLEGE BIRMINGHAM Key Contact: Mike Hopkins (Principal) Telephone Number: 0800 111 6311	South and City College – Digbeth Campus High Street Deritend, Digbeth, Birmingham B5 5SU Telephone Number: Direct number not available South and City College – Bordesley Green Campus Bordesley Green, Birmingham B9 5NA. Telephone Number: Direct number not available South and City College – Golden Hillcock Women's Campus 103-105 Golden Hillock Road, Small Heath, Birmingham B10 0DP Telephone Number: Direct number not available South and City College – Ladywood Centre 46-68 Stour Street, Ladywood, Birmingham B18 7AJ Telephone Number: Direct number not available
University College Birmingham Summer Row, Birmingham, B3 1JB Telephone Number: 0121 604 1000	
ADULT EDUCATIONS CENTRES - Telephone Number: 0121 464 8727 (BAES Central Team)	
Aston Community Learning Centre 99 Whitehead Road, Aston B6 6EJ Telephone Number: 0121 675 5921	Brasshouse Language Centre 50 Sheepcote Street, B16 8AJ Telephone Number: 0121 303 1626)
JOB CENTRES	
Broad Street Jobcentre Plus Centennial House 100 Broad Street Birmingham	Birmingham City Jobcentre Plus 65-77 Summer Row Ladywood Birmingham

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West Midlands United Kingdom B15 1AU	West Midlands United Kingdom B3 1LB
EAT OPPORTUNITIES MAILING DBASE: EMPLOYMENT & TRAINING PROVIDERS	
Gordon Franks Training St James Place, Ladywood, Birmingham, B7 4JE Telephone Number: 0121 333 3301 Email: enquire@gordonfrankstraining.co.uk	Crisis Skylight Birmingham Suite 303, The Custard Factory, Gibb Street, Ladywood, Birmingham, B9 4AE Telephone Number: 0121 348 7951
Intraining Intraining House, Norton Street, Soho, Birmingham, B18 5RQ Telephone Number: 0121 523 1530	Prince's Trust 79 Warwick Street, Digbeth, Birmingham B12 0NH Telephone number: 0121 735 7022
Turning Point – Employment Education Support Project (individuals who have experienced alcohol and substance misuse) Unit 304, Scott House, The Custard Factory, Gibb Street, Birmingham, B9 4DT Telephone Number: 0121 771 0544 Email: tpeespro@turning-point.co.uk	Prospects Services 4 Temple Row, Ladywood, Birmingham, B2 5HG Telephone Number: 0121 262 3960
Momentum Skills Borough Buildings, 58-72 John Bright St, Ladywood, Birmingham, B1 1BN Telephone Number: 0121 616 3900	Birmingham Central Library Business & Learning, Ladywood, Birmingham, B3 3HQ Telephone Number: 0121 303 3586
BITA Pathways 201-206 Alcester Street, Ladywood, Birmingham, B12 0NQ Telephone Number: 0121 713 0075 Email: admin@bitapathways.co.uk	BID Services Deaf Cultural Centre, Ladywood Road, Ladywood, Birmingham, B16 8SZ Telephone Number: 0121 246 6100 Email: info@bid.org.uk
Remploy 98 Newhall Street, Ladywood, Birmingham, B3 1PB Telephone Number: 0300 456 8020 Email: birmingham.branch@remploy.co.uk	Bellis Training Limited The Argent Centre, 60 Frederick Street, Hockley, Birmingham, B1 3HS Telephone Number: 0121 236 6841 Email: office@bellistraining.co.uk
Avanta Aston (formerly EOS Works) Unit 1 Meteor Park, Argyle Street, Aston, Nechells, Birmingham, B7 5TE Telephone Number: 0121 322 8951	Performance Through People 42 New Bartholomew Street, Ladywood, Birmingham, B5 5QS Telephone Number: 0121 643 2653 Email: mail@ptp-training.co.uk
Disability Resource Centre (DRC) 11 th Floor, Edgbaston House, 3 Duchess Place, Ladywood, B16 8HN Telephone Number: 0121 248 4520 Email: drc@disability.co.uk	Pertemps People Development Group (PPDG) 13 Bennetts Hill, Birmingham B2 5BG Telephone Number: 0121 643 5000
Reach The People Charity 35 - 38 Ravenhurst Cottages, Ravenhurst Street, Nechells, Birmingham, B12 0EN Telephone Number: 0121 663 2185	BEST The BEST Network, Floor 11, Edgbaston House, 3 Duchess Place, Ladywood, Birmingham, B16 8NH Number: 0121 789 6645

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Family Housing Association Bordesley House, 44-46 Coventry Road, Birmingham, B10 0RX Telephone Number: 0121 766 1100	St Basils Heathmill Lane, Nechells, Birmingham B9 4AX Telephone Number: 0121 772 2483
JHP Group Ltd 5 th Floor, Norfolk House, Smallbrook, Queensway B2 4RN Telephone Number: 0121 643 4200	Midland Heart 20 Bath Row, Ladywood, Birmingham, B15 1LZ Telephone Number: 0345 6020540
Platinum Training 31 Hurst Street, 4th Floor Albany House, Nechells, Birmingham, B5 4BD Telephone Number: 0121 245 7200	Business Development Midlands Unit 410f, Big Peg, 120 Vyse St, Ladywood, Birmingham, B18 6NF Telephone Number: 0121 638 0463
The Salvation Army St Chads Queensway Birmingham B4 6HH Telephone Number: 0121 236 5776	Staffordshire and West Midlands Probation Trust 18-28 Lower Essex Street, Birmingham, B5 6SN Telephone Number: 0121 248 6400
SIFA Fireside 48-52 Allcock Street, Nechells, Birmingham B9 4DY Telephone Number: 0121 766 1700	Action For Blind People 58-72 John Bright Street, Ladywood, Birmingham, B1 1BN Telephone Number: 0121 605 4200
Ingeus Birmingham Town Hall Chambers, 88-91 New Street, Ladywood, Birmingham, B2 4BA Telephone Number: 0121 329 7323	Latimer Hall Jobs Club c/o Bishop Latimer United Church, Handsworth, New Road, Soho, Birmingham, B18
In2wrk (LearnDirect) York House, 37a Great Charles Street, Ladywood, Birmingham, B3 3JY Telephone Number: 0121 663 0129	Phoenix Training Services (Midlands) Ltd Phoenix Wharf, Bolton Street, Bolton Street, Birmingham, B9 4HH Telephone Number: 0121 772 4551
Sport 4 Life UK Suite 2B, Morcom House, Ledsam Street, Ladywood, Birmingham, B16 8DN Telephone Number: 0121 456 1810	TBG Learning 5th Floor Lombard House 145 Great Charles Street, Ladywood, Birmingham, B3 Telephone Number: 0121 643 4200
Seetec 5 th Floor, Kensington House, Ladywood, Birmingham, B1 1LN Telephone Number: 0121 616 4420	Crackerjack Training Ltd 78 – 79 Francis Road, Edgbaston, Birmingham B16 8SP Telephone Number: 0121 454 2043 Email: info@crackerjacktraining.com
CONNEXIONS CENTRES	
ER Mason Youth Centre 40 Irving Street Holloway Head Birmingham Telephone Number: 0121 675 6105	The Lighthouse 100 Alma Way Aston B19 2LN 0121 675 6105