



ASTON VILLA
FOUNDATION



NORTH BIRMINGHAM ECONOMIC RECOVERY PLAN

Working Summary
February 2023

North Birmingham
Employment & Skills
Board

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North Birmingham Economic Recovery Plan: Executive Summary

Introduction

This document was created as a practical, action-focused framework responding to the local economic shock of the Covid19 pandemic and works in tandem with a detailed action plan. Drawing together key agencies, it focusses on collaborative action and complements the work of the North Birmingham Employment and Skills Board.

Mission Statement

To maximise inclusive economic activity for residents of the North Birmingham area, with particular emphasis on creating effective routes into skills training and sustainable jobs for those currently facing barriers and/or exclusion. To support Small and Medium-size Enterprise (SMEs) and Social Enterprises in accessing business opportunities available to them.

Agreed Workstreams and Cross Cutting Themes

The below were agreed upon by stakeholders at the Summit meeting held on the 18th of June 2020

Work Streams	Cross Cutting Themes
<ol style="list-style-type: none">1. Business & Employer Engagement2. Skills and Training (inc: re-skilling and upskilling)3. Jobs and Employment Support4. Peddimore Development5. HS2	<ol style="list-style-type: none">1- Supporting priority groups including:<ul style="list-style-type: none">- Young People- Black & Minority Ethnic communities- Gender equality/Women- Residents with disabilities2- Residents from priority wards/ neighborhoods3- Environmental Sustainability4- IT – Access to equipment and digital literacy

Progress since November 2022

DWP - All-Age Hub (pilot) - Developing the first National 'All Age Hub' in partnership with DWP, supporting residents access services from one site. This will strengthen our relationship with DWP clients whilst also supporting them to improve their health, wellbeing and employment prospects. Dawn (DWP work coach) will be working from the Erdington Wellbeing Hub delivering an integrated service to those accessing the service.

North Birmingham Employment and Skills Board - This is the co-ordination and delivery Focus strand in the North Birmingham area which has been in existence since 2017. A forum which brings together around 25 organisations delivering both regulated and unregulated provision for skills and jobs to residents within the North of Birmingham. It is scheduled to meet 1st March 2023, where the past 12 months will be reviewed and discussion of priorities for the year ahead. Membership has been strengthened by a number of RSLs joining the Board.

Cost of Living Support

Energy Vouchers – IM Properties and Winvic Construction have come together to support families on pre-payment meters in Birmingham with a one- off £49 of Energy Vouchers for Gas or Electricity. The 1,000 vouchers will be distributed on a first come first served basis via pop-up stands at Erdington Trussel Trust Foodbank.

Energy Redress – This links into the Community Based, Delivery, Reach and Access strand above. This project is working with 5 community organisations in North Birmingham providing energy advice to support individuals through these very challenging times. Individuals will receive practical advice on how they can save money on their fuel bills. This advice will be via telephone, home visits and email. There will be measurable energy/financial savings made by households as a result of advice, advocacy and practical help resulting in reduced fuel consumption, income maximisation, debt alleviation.

Levelling-Up Fund - The Erdington High Street Bid to the Levelling Up Fund (LUF) was unsuccessful. This is the third such result. **Erdington Enterprise Hub** – The LUF was intended to fund to Hub. Witton Lodge Community Association has developed ambitious plans to redevelop and transform the former Erdington Baths site to house start-up, growing SMEs and social enterprises. The Association has secured c£800k from Birmingham City Council and £2m from WMCA, which is approximately 50% of the overall scheme costs. An initial phase is underway and alternative routes are being explored to secure the remaining capital funds.

Ladders of Opportunity Bursary: Established in memory of Jack Dromey MP and Cllr Penny Holbrook. A total of £20,350 raised to support Erdington Young People to achieve their potential. Generous donations from BMET, IM Properties, Pioneer, Witton Lodge CA, and Urban Devotion.

Workstreams (Including Cross-cutting themes)

1. Business & Employer Engagement

Business Engagement and Growth Workshop 12 January 2023



The NB:ER Business Engagement & Growth Workshop took place at Perry Common Community Hall on the 12th January 2023. The event was aimed at support businesses, start-ups and entrepreneurs with useful information about Marketing and Branding which will support their business growth.

Session was organised in partnership with IM Properties, Winvic Construction and Salus Fatigue Foundation who delivered presentations and interactive sessions encouraging the audience to be fully engaged and contribute.

The presentations can be found on BEST - [Marketing Workshop Boosts Branding – North Birmingham Recovery \(northbirminghameconomicrecovery.co.uk\)](https://northbirminghameconomicrecovery.co.uk)

Lyndsey Thomas, Head of Marketing at IM Properties said;

“It was a pleasure to deliver and be a part of the latest NB:ER Business Engagement & Growth workshop talking to attendees about how consistent and genuine marketing, branding and social value are essential components of a successful business. The attendees were really engaged and interacted throughout our session asking considered questions and making valuable connections with other small businesses during networking in between presentations and after the session – a well organised event by the NB:ER team!”





Lynda McFarlane from [Community Investor in Birmingham | Joie De Vivre Ventures](#) attended the session and said:

“Starting my morning with the ability to share my story with fellow social entrepreneurs as well as experts in industry, gives me an excellent energy boost to not only make significant connections, but to also learn - with support, the practical ways that I can organically grow my business. I really appreciate these types of events and will be making sure that I make the most of future sessions and fully appreciate of the organisers ongoing effort to promote local and national assets.”

2. Skills and Training

2.1 *North Birmingham Youth Initiatives Overview*

A discussion took place at the NB:ER Board meeting 8th September 2022 about the current provisions available for young people. A mapping exercise took place where stakeholders provided information on youth initiatives currently available.

Summary of findings;

- ✓ There appears to be a decent level of support available for young people however, all but 2 (excluding JCP) programs are concluding next year.
- ✓ Whilst there are a number of initiatives they are not necessarily aligned or co-ordinated. Doing so could maximise impact
- ✓ One thing that is noticeably missing is specific courses embracing technology given the popularity of TikTok etc.
- ✓ Sustained investment into youth programs is critical not only in ensuring outcomes are realised and achievable but that young people have the security of knowing the support will be long term and consistent.
- ✓ In Autumn of 2020, Beatfreeks' National Youth Trends project conducted a piece of UK wide research with 16 - 25 year olds across the UK in which 56% of young people in the West Midlands say that they worry about money. It would be good to consider the rising cost of living and how we could equip our youth with the knowledge around budgeting and savings.

Description of courses

- Courses on offer range from supporting Teaching and Learning, Catering and Health and Social Care sector.
- There is general employability support available which covers digital, entry level English, Finance and Mental Health.
- Specifically, SCCB offer a 2-week programme which covers a Personalised Development Plan, with employability support and enrichment activities including music, sport and vocational tasters.
- DWP offer a package of services specifically under their Youth Offer which includes a Youth Employment Programme, Youth Employability Work Coaches and Youth Hubs.

Duration of course

- Duration of courses is varied, from 2 weeks to 16 weeks

Lifetime of projects

- Most courses are due to conclude in 2023.
- Aston Villa Foundations Catering Academy runs until December 2024 and the SCORE programme concludes in March 2025.

Value of programs

- The value of projects range from around 3k to 112k (excluding JCP £48m)

Details of Youth Initiatives – Appendix 1

2.2 Youth Hub(s)

There are currently 3 youth hubs in the North of Birmingham. Library of Birmingham; The Lighthouse and Witton Lodge Community Association

The services provided by youth hubs are enhanced with additional support, aimed at helping young people to access positive destinations.

DWP are signposting Young People completing Kickstart to specialist Work Coaches at the Youth Hubs or at local JCP offices to provide intensive job search activity and support for those who were unsuccessful in retaining a position with the employer.

How many young people on our North Caseloads	493
Secured Jobs in last 3 months	148
Attended Training Courses (SWAPs) in last 3 months	131

How many of those supported by Youth Hubs have found work post Kickstart	170
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This supports the delivery of the NB:ER cross-cutting theme of supporting priority groups such as young people.

2.3 *Community Engagement and Infrastructure*

NB:ER coordinator has been working with BMET and local community organisations to co-produce a community learning plan which will see local community organisations upskill their staff and volunteers offer training to their local community. This will facilitate grassroots engagement for BMET whilst delivering training within the community. Courses which are currently available for community organisations to book onto are;

GDPR: Safeguarding: Introduction to Health and Safety and Fire Safety: Fire Safety: First Aid

Equality and Diversity

Training dates available in March and May 2023, bookings are ongoing.

2.4 *WMCA Commissioning – Skills and Training*

WMCA hold the Adult Education Budget and are currently commissioning new contracts through their tendering system called Dynamic Purchasing System (DPS). All organisations that are registered on DPS can apply for the

existing tenders which includes Basic Skills, Employability and Multiply. Tenders were published on the 2nd of November with a deadline for submissions being 30th of November. Successful tenders will be notified on the 13th February with the aim is to start contract delivery at the end of Jan/Feb 2023.

Delivery of this connects to the NB:ER cross-cutting themes of supporting IT – Access to equipment and digital literacy and Environmental Sustainability (due to the nature of the courses being offered)

3. Jobs and Employment Support

3.1 *NHS Discovery Workshops*

These workshops, Intended to support the local community in understanding and accessing opportunities available through the NHS have been held at from Perry Common Community Hall.

(<https://www.roh.nhs.uk/news-and-events/713-i-can-new-campaign-to-create-hundreds-of-jobs-in-birmingham-and-solihull>).

The Discovery workshops have been a real success for both partners and participants alike. 5 sessions have taken place since last November, with a total of 95 clients attending. The last session took place last Friday 4th November at PCCH. 16 clients attended.



Marcia Lewis – facilitated the event said “ the event was successful we had a mix group; those wanted to gain experience in the NHS and some that had previously worked for the NHS in the past. The workshop gave them an overall summary of what the NHS is about and is a great opportunity for people looking for job stability”. Participants felt that the “session was very informative and gave a lot more than what I expected” and “ My views of the NHS have changed. I want to work in the NHS and glad I came.”

3.2.1 *WLCA Connect Jobs Fair 31st January 2023*

The Witton Lodge Community Association’s Connect jobs fair, connecting local people to local jobs took place on the 31st January 2023 at St Barnabas Church. We had 24 employers who attended event showing live job and training opportunities. Over 300 people attended the event. Impact information is currently being collated and will be shared with the Board at the next meeting.





<https://www.youtube.com/watch?v=V8OxM6bVvdM>

4. Peddimore Development

As the Peddimore development moves into the Occupancy phase, a letter has been sent to David Smith, Director of Planning and Communities on behalf of the NB:ER Board inviting discussions with the occupier on recruitment and employment opportunities. This will ensure the community of North Birmingham is well placed to access the jobs and opportunities available through the Peddimore development.

Following the delivery of the BEGW on Marketing and Branding earlier this month, NB:ER Co-ordinator is working with IM Properties and Winvic Construction colleagues to organise sessions which would raise awareness within the local community of opportunities which will be available through the Peddimore development and the Occupiers.

Following the last NB:ER meeting, NBER Co-ordinator has introduced Executive Head Teacher Simon Wilson from Wilson Stuart School to Kerry Amory to explore the opportunities of IM getting involved with the 'The Global Project', delivered in partnership with Wilson Stuart school (and other local schools) where students are encouraged to get involved with activities around sustainability, environment and the climate based at the Witton Lakes Eco Hub.

1- NB:ER on social media

The North Birmingham Economic Recovery, BEST Portal [Home – North Birmingham Recovery \(northbirminghameconomicrecovery.co.uk\)](http://northbirminghameconomicrecovery.co.uk) brings together opportunities available through Taskforce Partners. You can follow NB:ER on Twitter https://twitter.com/BEST_NBham to raise awareness and reach for activities and opportunities.

2- Shared Prosperity Fund

NB:ER submitted a NB:ER Shared Prosperity Fund Investment Plan for inclusion as part of BCC's Shared Prosperity Fund (SPF) submission to WMCA. Our submission included the 3 investment priorities

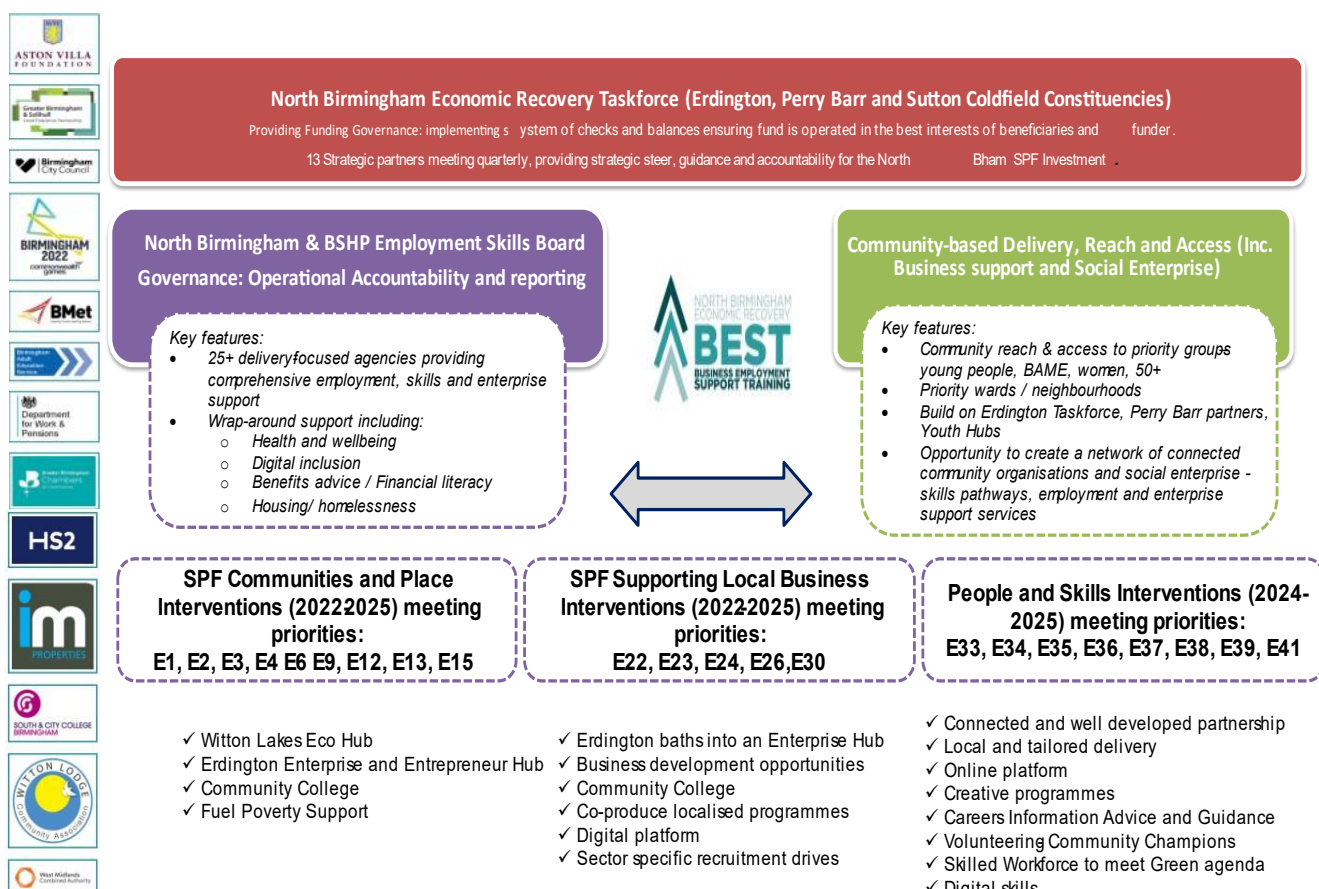
- Community and Place
- Supporting Local Business
- People and Skills

There has been dialogue with Andy Street and Richard Brooks (Director of Strategy, Equality and partnerships) at the end of last year to raise the profile of the NB:ER Investment Plan and highlight the support and provision which would be available through SPF. A webinar will take place on the 10th February to provide an update on

SPF. Regular meetings are taking place between NBER Coordinator with BCC's Communities and Place lead Karen Cheney to ensure awareness of any developments.

The Infographic below outlines the NB:ER governance structure, Investment Priorities and projects which are aligned with the funding requirements. An outcome was expected late 2022 with immediate mobilisation of activities, we are hoping to hear an outcome soon. The Infographic below outlines the NB:ER governance structure against interventions stipulated within SPF guidance.

For further details please visit SPF website: [UK Shared Prosperity Fund: prospectus - GOV.UK www.gov.uk](https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus).



Partner Organisations

Organisation	Responsible Officer/ SPOC	Lead Member
Aston Villa Foundation	TBC	Guy Rippon Head of Foundation and Community
Birmingham City Council	Ilgun Yusuf	Cllr Jayne Francis Cabinet member-Education Skills & Culture
BMET College	Suzie Branch	Pat Carvalho Principal and Chief Executive
Birmingham Chamber of Commerce	Henrietta Brealey	Emily Stubbs Policy and Projects Manager
Department for Work and Pensions(DWP)	Catherine Beck	Mohammed Ahsan Service Leader
Greater Birmingham Solihull LEP	Spencer Wilson	Henriette Breukelaar Chief Executive
High Speed Rail 2 Ltd	Victoria Osgood	Luke Nipen Head of Community Engagement
IM Properties (Peddimore)	Steve Farr Emma Rhymes	David Smith Planning Director
South & City College	Jacqui Maher Rebecca Waterfield	Mike Hopkins Principal
West Midlands Combined Authority(WMCA)	Keiran Casey	Julie Nugent Director of Productivity and Skills
Witton Lodge Community Association(WLCA)	Iram Fardus	Afzal Hussain Chief Officer
North Birmingham Economic Recovery Coordinator		Jobeda Shahed

SPONSORS

Paulette Hamilton MP
Cllr Robert Alden
Linda Hines MBE

Member of Parliament: Erdington
Birmingham City Council: Erdington Ward
Witton Lodge Community Association: Chair

*Document compiled by Witton Lodge Community Association in collaboration with Partners listed,
and the North Birmingham Employment and Skills Board*