



NORTH BIRMINGHAM ECONOMIC RECOVERY PLAN

Working Summary
North Birmingham Economic Summit II
September 2020

North Birmingham
Employment & Skills
Board

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1- Introduction

This document aims to provide a practical 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 Skills Board.

2- Mission Statement

To devise and implement actions 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.

3- Context

Economic performance and outlook remains extremely challenging, including for important sectors that employ significant numbers of Erdington and North Birmingham residents. Government has announced measures that may protect jobs and ameliorate some of the worst impacts; unfortunately, unemployment continues to rise. The pandemic has also exposed and amplified disparities such as the digital divide. Marginalised groups/communities are likely to be disproportionately affected, often 'hit earlier and harder', and taking longer to recover when economic growth returns.

On a cautiously optimistic note, there will be growth sectors as more businesses move or expand online, and in logistics, health and social care. There are also landmark development opportunities through the Commonwealth Games, Peddimore and HS2, presenting a unique opportunity to buy, build and employ locally.

Leaders from across sectors have agreed on the contours of a strategic, yet locally-rooted economic framework. The multi-phased approach encompasses:

Responding: coordinating current provision, support and resources to deploy immediately to support residents and businesses. These measures are summarised in this document and detailed in an accompanying plan.

Supporting Recovery: Identifying gaps, adapting and developing new services – creating resilience. This may involve developing new partnerships and working cross-thematically, for example, integrating mental health provision to complement employment services. In addition, focussing on re-skilling and upskilling to enable residents to secure (better) employment in growing sectors.

Revitalising: Taking a fundamental look at the local economy with the aim of creating Inclusive Growth – developing well-paid local jobs, retaining wealth locally and promoting social enterprise to tackle some of the deep-seated inequalities affecting many of our communities in North Birmingham.

4- Summit(s) Feedback

Two summits have been held, bringing together key agencies to agree the approach, priorities and process for a local economic response. Workstreams and cross-cutting themes have been agreed and refined, as detailed.

Work Streams

1. Business & Employer Engagement
2. Skills and Training (inc: re-skilling and upskilling)
3. Jobs and Employment Support
4. Commonwealth Games 2022
5. Peddimore Development
6. HS2 (attended summit – Sept20)

Cross-Cutting Themes (Equality and sustainability)

1. Supporting priority groups including:
 - Young People, BAME communities, gender equality/women, residents with disabilities, mental health barriers.
2. Residents from priority wards/ neighbourhoods
3. Environmental sustainability
4. IT – Access to equipment and digital literacy

5- Emerging Issues, Strengths and Information/ Service Gaps

- Positive engagement from stakeholders with information supplied on key workstreams. The information has been collated and synthesised to produce priority actions, timescales and potential lead organisations.
- HS2 participation in addition to CWG2022 and Peddimore will result in substantial business, employment and training opportunities.
- Detailed action plans shared with Single Point Of Contacts (SPOCs) to agree deliverables, ensuring a genuinely local ‘footprint’ for each workstream - targeting priority neighbourhoods/communities, local campaigns and integrating with the North Birmingham Employment and Skills Board.
- Gaps: Inclusion of local Small and Medium-size Enterprise (SMEs) and Social Enterprises-supporting them to pivot and respond effectively to Covid19 and creating resilience.
- Communication: The need for effective and timely sharing of opportunities in North Birmingham. Investigate the potential to use/adapt existing platforms, and if not explore a dedicated communication (online) platform for North Birmingham.

6- Leadership, Accountability, Coordination and Localisation will be key to success.

The following proposals were discussed and agreed in principle:

- Workstream champion(s) agreed from members of this group. Meeting bi-annually, champions will provide oversight ensuring progress, collaboration and accountability.
- Partners will commit to collective action and seek to resource (either through funding or secondment) a discreet post (for two years) to align activity and coordinate communication with/between SPOCs and the North Birmingham Employment and Skills Board. The postholder will ensure actions are implemented, plans are updated/adapted and appropriate reports produced.

Proposed First Phase Actions by Workstream

Workstream	No	Action	Initial Key milestones	Primary Impact
Business and Employer Engagement	A.1	<p>Identify North Birmingham Employers (inc. supply chains) and actively promote and deliver a coordinated jobs and skills offer through them</p> <p>Action Leads: WM Combined Authority DWP Colleges</p>	<ul style="list-style-type: none"> Local coordinated campaign to engage with North Birmingham Employers and actively promote Kick Start / traineeship / SBWA/ apprenticeship opportunities. Utilisation of Apprenticeship Levy. Including Redundancy offer. (commence by January 2021) 	<p>Increase in number of North Birmingham Businesses accessing a raft of available traineeship, apprenticeship and other programme support offers.</p> <p>Increase in residents of North Birmingham accessing jobs, apprenticeships, traineeships and other opportunities.</p> <p>Significant proportion of opportunities are accessed by young people, members of BAME communities, residents of Priority neighbourhoods and Women.</p>
	A.2	<p>Campaign to encourage use of BMET on line business support tools as access route to advice and guidance for North Birmingham businesses</p> <p>Action Lead: BMET</p>	<p>Promote use of following websites by North Birmingham businesses: (Sept 2020- on-going)</p> <ul style="list-style-type: none"> <i>Career Advance Academy</i> <i>Apprenticeships and Sector Based Training</i> 	<p>Raised usage of BMET on line tools by business in North Birmingham</p> <p>Increase in number of North Birmingham Businesses using Apprenticeships and sector- based training support</p>
	A.3	<p>Develop and deliver a coordinated approach for business engagement to identify and respond to future business needs in North Birmingham</p> <p>Action Leads: GB Chambers of Commerce BMET South & City College</p>	<ul style="list-style-type: none"> Lead bespoke research into the impacts of COVID-19 on businesses and the local interventions (October 2020- March 2021) Collaborate on straightforward offer of support with wider stakeholders including universities such as Aston University actively engaged in this theme. (October 2020- on-going) Work with existing business networks to engage employers and specialist campaigns to reach those most difficult to engage e.g. Asian Business chamber work on covid information). 	<p>More resilient, aware and sustainable businesses in North Birmingham</p> <p>Future services co-designed and more in line with identified business need in North Birmingham, particularly amongst more difficult to engage communities.</p>

Issue	No	Action	Initial Key milestones	Primary Impact
Skills and Training	B.1	<p>Effectively promote and deploy available programmes and skills-based funding streams in the North Birmingham area and its priority communities in order to maximise resident progression to and through employment.</p> <p>Action Leads: WM Combined Authority BMET South & City College</p>	<ul style="list-style-type: none"> • Identification of employer requirements in North Birmingham to ensure alignment with local skills offer (October 2020) • Drive forward campaigns to encourage local take up of key opportunities: <ul style="list-style-type: none"> ✓ Sector Based work academies ✓ Construction Gateway ✓ Digital Bootcamps (March 2021) 	<p>Increase in number of North Birmingham Residents gaining skills and qualifications through SBWA; Construction Gateway; Digital Bootcamps; Other programmes</p> <p>Significant proportion of those opportunities are accessed by young people, members of BAME communities, residents of Priority neighbourhoods and Women.</p>
	B.2	<p>Investigate and develop response to redundancy programmes and create bespoke packages to support individuals to gain roles in other industries.</p> <p>Action Lead: South & City College</p>	<ul style="list-style-type: none"> • Explore the ability to apply for flexibilities in Adult Education Budget to support employers to recruit and upskill staff. (October 2020) • Develop curriculum (working with employers and Trade Unions) around IT/digital upskills within redundancy settings (Dec 2020) 	<p>Increase in North Birmingham employers taking advantage of the incentives to employ candidates</p> <p>Increase in North Birmingham employers taking advantage of the upskill funding for employees</p> <p>Significant percentage of North Birmingham residents in redundancy setting gaining alternative employment</p>
Issue	No	Action	Initial Key milestones	Primary Impact
Jobs and employment support	C.1	<p>Provide local targeted support for unemployed young people in North Birmingham – through effective deployment/ outreach of Youth Employability Coaches located in Birmingham JobCentres.</p> <p>Action Lead: WM Combined Authority DWP / The Prince's Trust</p>	<ul style="list-style-type: none"> • Set out targets and method of engagement in North Birmingham priority communities for existing Youth Employability coaches (October 2020) • Create access routes for North Birmingham residents into the Birmingham (DWP) Youth Hub at The Prince's Trust. (October 2020) 	<p>Increase in number of North Birmingham Residents (particularly young people) accessing employment support</p> <p>Increase in the number of North Birmingham residents (particularly young people) accessing jobs, traineeships and apprenticeships</p> <p>Significant proportion of those opportunities are accessed by members of BAME communities, residents of Priority neighbourhoods and Women.</p>
	C.2	<p>Develop and deepen Navigator role within DWP working within the</p>	<ul style="list-style-type: none"> • To reinstate the role when safe to do so under social distancing. (March 2021) 	<p>Increased numbers of BAME residents in North Birmingham accessing Employment support and other DWP services.</p>

		BAME community to improve access routes into employment support and ultimately job opportunities Action Lead: DWP	<ul style="list-style-type: none"> To scope potential for outreach into BAME communities in North Birmingham (March 2021) 	Increased numbers of BAME residents in North Birmingham accessing Jobs and training opportunities.
	C.3	Develop and deepen Prison Leaver pilot Action Lead: DWP	<ul style="list-style-type: none"> Caseload all ex-offenders to specialist DWP work coaches to ensure tailored approach to support their journey to employment (October 2020) Deepen links with Birmingham Prison and probation including a departure area for prison leavers at Birmingham prison (April 2021-Sept 2021) 	Increased number of Birmingham Prison leavers accessing and retaining jobs and training
Issue	No	Action	Initial Key milestones	Primary Impact
Opportunities from Commonwealth Games 2022	D.1	Development of the Commonwealth Games Jobs and Skills Academy (JSA) Action Leads: Birmingham 2022 OC WM Combined Authority DWP	<ul style="list-style-type: none"> Setting up the JSA model and securing funding / sponsorship resourcing and staffing the JSA (September 2020) Report back on progress, and implement a campaign to promote JSA opportunities in North Birmingham priority resident and business communities (Sept 2020- March 2021) Establish WMCA/DWP multi agency team to meet one day a week to steer progress on Games jobs and skills impact (April 2021) 	<p>Expected that a significant proportion of Commonwealth Games JSA and time opportunities are fulfilled by residents of North Birmingham</p> <p>Monitor on a timely basis to ensure that a significant proportion of those opportunities are accessed by young people, members of BAME communities, residents of Priority neighbourhoods and Women.</p> <p>Identified up to 1,000 JSA and 40000 games time opportunities</p>
	D.2	Enabling local businesses to improve their understanding of the procurement process and secure Games supply chain opportunities (including off contract spend) Action Leads: Birmingham 2022 OC WM Combined Authority GB Chambers of Commerce	<ul style="list-style-type: none"> implement a campaign to promote Games procurement opportunities in North Birmingham business communities (Sept 2020- March 2021) Report on progress, identify development issues and consider local market awareness events to inform future procurement / local purchasing processes. 	<p>Creating a coordinated and well-resourced approach for all Games opportunities</p> <p>Monitor on a timely basis and report back on proportion of Games procurement opportunities (including off contract purchases) routed in practice through local North Birmingham Businesses.</p>

	D.3	Drive forward the Birmingham 2022 Commonwealth Games Business Legacy Manifesto and ensure local focus on North Birmingham impact. Action Leads: Birmingham 2022 OC GB Chambers of Commerce	<ul style="list-style-type: none"> Utilise the Games as a means to boosting economic recovery from COVID Support the GBCC's Business Legacy Manifesto Collaborate on establishing legacy goals and develop a North Birmingham level plan for delivering on these in key localities (in place by March 2021) 	Quantifiable and tangible legacy benefits from the games which impact upon the Business and resident communities of North Birmingham, particularly in priority neighbourhoods.
Issue	No	Action	Initial Key milestones	Primary Impact
Opportunities from Peddimore	E.1	Promote local access to construction phase training and job opportunities (through developing links with existing EDSG membership already establish around the development) Action Lead: IM Properties	<ul style="list-style-type: none"> Affirm commitments of Principal Contractors and supply chain. Identify skills sets, job volumes and training opportunities (March 2021) Campaign to ensure construction phase opportunities are captured and cascaded generally and in North Birmingham's priority communities (May 2021) 	Expected that a significant proportion of Peddimore training and job opportunities are fulfilled by residents of North Birmingham Significant proportion of those opportunities are accessed by young people, members of BAME communities, residents of Priority neighbourhoods and Women.
	E.2	Devise strategy for effective matching of North Birmingham residents into end user/occupier opportunities Action Lead: IM Properties	<ul style="list-style-type: none"> Early scoping of potential end user skill sets and job volumes- local promotion and recruitment campaign (March 2021) 	
Issue	No	Action	Initial Key milestones	Primary Impact
Employment, Skills and Enterprise Board Coordination	----	Secure resources (funding or secondment) to recruit and appoint a dedicated North Birmingham ESE Board coordinator to drive forward the action plan for 2 years initially. Action Leads: Witton Lodge CA All Partners	<ul style="list-style-type: none"> Required commitments/ funding to be secured (Sep/ October 2020) Recruitment phase followed by appointment of post. Post holder commence role (Nov/ Dec 2020) 	Quarterly Board and Workstream sub meetings convened as required along with monthly monitoring of actions and performance targets.

Partner Organisations

Organisation	Responsible Officer/ SPOC	Lead Member
Chambers of Commerce- Birmingham	Emily Stubbs	Paul Faulkner CEO
Birmingham City Council	Tara Verrell / Ilgun Yusuf	CLlr Jayne Francis Cabinet member-Education Skills & Culture
Birmingham 2022- Commonwealth Games	James Walsh	Ian Reid Chief Executive Officer
BMET College	Stephen Belling	Cliff Hall Principal and Chief Executive
Department for Work and Pensions (DWP)	Kristina Cassidy	Hilary Govier Service Leader
Greater Birmingham Solihull LEP	Spencer Wilson	Katie Trout Director
HS2	Matt Hadlington	Iain Andrews Head of Community Engagement
IM Properties (Peddimore)	Steve Farr	David Smith Planning Director
South & City College	Jacqui Maher	Mike Hopkins Principal
West Midlands Combined Authority (WMCA)	James Lindsay / Keiran Casey	Julie Nugent Director of Productivity and Skills
Witton Lodge Community Association (WLCA)	Iram Fardus	Afzal Hussain Chief Officer

Sponsors

Jack Dromey MP

Member of Parliament: Erdington

CLlr Robert Alden

Birmingham City Council: Erdington Ward

Linda Hines MBE

Witton Lodge Community Association: Chair

Document compiled by Witton Lodge Community Association in collaboration with Partners listed above, the Erdington Covid19 Taskforce, BSHP Employment & Skills Group and the North Birmingham Employment and Skills Board