21st Midlands Co-production Event: Co-production for Employability

Conrad Parke, Legacy Co-ordinator, USE-IT!
Dr Peter Lee
Professor Anne Green
The USE-IT! approach to promoting employability

1. What is USE-IT!?

1. What is the USE-IT! approach?

1. The City Hospital success story......
What is USE-IT!?
Birmingham City Centre.
Ladywood and Smethwick.
## What is USE-IT!?

<table>
<thead>
<tr>
<th></th>
<th>Smethwick &amp; Ladywood %</th>
<th>England %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Born in United Kingdom</td>
<td>60.1</td>
<td>86.6</td>
</tr>
<tr>
<td>No one in household with English as main language</td>
<td>20.9</td>
<td>4.3</td>
</tr>
<tr>
<td>Households without a car or van</td>
<td>48</td>
<td>25.6</td>
</tr>
<tr>
<td>Employed</td>
<td>48.2</td>
<td>61.9</td>
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</table>
What is USE-IT!?
What is USE-IT!?

- USE-IT!
  “Unlocking Social & Economic Innovation Together.”

- A £3m European funded project to address urban poverty through innovative solutions.

- 15 Partners but BCC led.

- Designed by Dr Peter Lee, UoB
What is the USE-IT! approach?
What is the USE-IT! approach?

Community – Unrecognised high level skills and qualifications.

Hospital – Chronic skills shortage.
What is the USE-IT! approach?

Why the gap?

- Disadvantaged Communities……
  - Employment support is for low skills.
  - Personal support is “crisis intervention”
- For migrants and refugees...
  - Process is complicated (accreditation, language training, observation)
  - Can cost £10,000+
- For the hospital...
  - They are very busy trying to save lives.
  - This is not their area of expertise or experience.
The City Hospital success story......

Frontline or Specialist Organisation (Trust)

- Emconet
- Ileys
- Restore
- EAFSS
- Etc.

Outreach Services (Assessment, ILM, mentoring, matching, accreditation)

- Learning Works

Intermediary Organisation (Language training, benefits, support)

- Brushstrokes Community Project

Major Asset (Work experience, observation, job!)

- Hospital
The City Hospital success story......

- Employment
- Mentoring/Language Training
- Professional Support
- Basic Needs
- Engage
The City Hospital success story......

### Outcome 1:
- 42 x Doctors
- 2 x Paediatric Surgeons
- 1 x Eye Surgeon
- 3 x Anaesthetists
- 67 x Nurses
- 2 x Midwives
- 2 x Psychologists
- 4 x Physiotherapists
- 28 x Bio-medical Scientists
- 14 x Pharmacists
- 15 x Dentists

### Nationalities
- Sudan
- Somalia
- Iraq
- Afghanistan
- Syria
- Iran
- Yemen
- Nigeria
- Eritrea
- Algeria
- Cuba
The City Hospital success story......
The City Hospital success story......

Outcome 2 – Local Economic Growth

▪ 183 Migrants and refugees claiming benefits = £1,574,532 per annum

▪ Cost of USE-IT! = £10,000 per person
  £1,830,000 for 183 professionals

But .........
The City Hospital success story......

<table>
<thead>
<tr>
<th>Profession</th>
<th>Number</th>
<th>Salary</th>
<th>Total Salary</th>
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<tbody>
<tr>
<td>Doctor</td>
<td>44</td>
<td>61K</td>
<td>£2684000</td>
</tr>
<tr>
<td>Eye surgeon</td>
<td>1</td>
<td>77K</td>
<td>£77000</td>
</tr>
<tr>
<td>Anaesthetist</td>
<td>3</td>
<td>50K</td>
<td>£150000</td>
</tr>
<tr>
<td>Nurse</td>
<td>71</td>
<td>25K</td>
<td>£1775000</td>
</tr>
<tr>
<td>Psychologist</td>
<td>3</td>
<td>35K</td>
<td>£105000</td>
</tr>
<tr>
<td>Physiotherapist</td>
<td>4</td>
<td>30K</td>
<td>£120000</td>
</tr>
<tr>
<td>Bio Medical Scientist</td>
<td>28</td>
<td>35K</td>
<td>£980000</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>14</td>
<td>38K</td>
<td>£532000</td>
</tr>
<tr>
<td>Dentist</td>
<td>15</td>
<td>70K</td>
<td>£1050000</td>
</tr>
</tbody>
</table>

£7,365,000
The City Hospital success story......
The City Hospital success story......

Outcome 3 – From specific to co-production..

- Youth Live/Work Village
- Care Leavers
- Ex-Offenders
- Apprenticeships for Autism
- Community Job Clubs
- Local schools project
Co-Production and Employability

Lessons for Co-Production:

▪ Anti-strategy
▪ Be specific and priority focused
▪ Build on existing resources, experience and expertise
▪ Bridge building
▪ Relationship building
▪ Leads to success
▪ Leads to co-production