The Need

Across Erdington District – some of the highest levels of **unemployment & worklessness** in the City

Youth Unemployment and levels of NEETS is well above the City average

Compounded by relatively **lower skill levels** and fewer qualifications

...**deficit side of the equation**
The Opportunities..

- Leading national & international employers (JLR, Interserve, Trinity Mirror..)
- Large SME base providing over 35,000 jobs
- Significant developments – Fort, Colliers site, Advanced Manufacturing Hub, IMI Food Hub, Grand Central, HS2...
- Skills training provision & support across the District
- ....huge latent talent
The Partnership

- Birmingham City Council
- Castle Vale Community Regeneration Services
- Castle Vale Tenants & Residents Association
- Connexions
- Erdington Town Centre Partnership
- Jobcentre Plus
- St Barnabas Church
- Urban Devotion
- Witton Lodge Community Association

Coming together is the beginning. Keeping together is progress.

Working together is success.
Priorities

- **Reducing youth unemployment & NEETS**
  - Establishing a ‘gold standard’ careers service
  - Direct engagement with local employers to source opportunities
  - Ensuring that the area has sufficient co-ordinated resources available locally
  - Creating a common brand to promote engagement with young people

- **Reducing levels of worklessness** – priority neighbourhoods & families experiencing multiple complex barriers.

- **Increase self-employment & social enterprise development**
Achievements

In 2013/14, collectively
18-24: 254 supported: 44 qualifications & 84 jobs
24+: 594 supported; 98 qualifications & 109 jobs

Birmingham Jobs Fund: Erdington best performing district - 262 job starts

Erdington District Business Breakfast Event in partnership with Trinity Mirror - 35 businesses attended

‘Erdington Works’ Exemplar
29 young people supported; 19 paid work placements & 21 jobs.
National Skills Show - NEC
Looking Ahead

Build on firm foundations

Programmes:
- Destination Work
- Talent Match

Youth Promise

Pre-emptive work – Quality careers advice & support

Focus on relationship with local employers to source local vacancies for local residents.
Interested?..Get Involved

Erdington Works secures jobs

The workshops really increased my confidence when presenting something that will come very useful in my new

Two enthusiastic young people from Erdington have secured themselves paid apprenticeships as a part of the Erdington Works project - a scheme which is designed to support young people aged 16-24 years old who are not currently in employment, education or training. Jessica Blenkinsop, 22 and Paramjeet Kaur Paggattan, 21, both took part in the Erdington Works project. After completing workshops both students gained skills and experience that led to their apprenticeships.

local partner organisations - Castle Vale Community Regeneration Services, Castle Vale Tenants and Residents Alliance, John Taylor Hospice, Merlin Venture and Witton Lodge Community Association (WLCA) - to provide 18 work placements and six ongoing apprenticeships in the local area. The main aim of the project is to help young people in Erdington to have access to the training and skills needed to help them start

New partnership just the job for those who may have missed boat

The launch of the new scheme to help MEET job employment was launched at Witton Lodge Community Centre earlier this year.

By Amy Brown

AN innovative Erdington community centre scheme to get unemployed young people into work has won the approval of St Paul's Volunteers of the Witton Lodge Community Centre. The scheme, launched earlier this year, is designed to help young people find work placements and six ongoing apprenticeships in the local area. The main aim of the project is to help young people in Erdington to have access to the training and skills needed to help them start

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