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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.....



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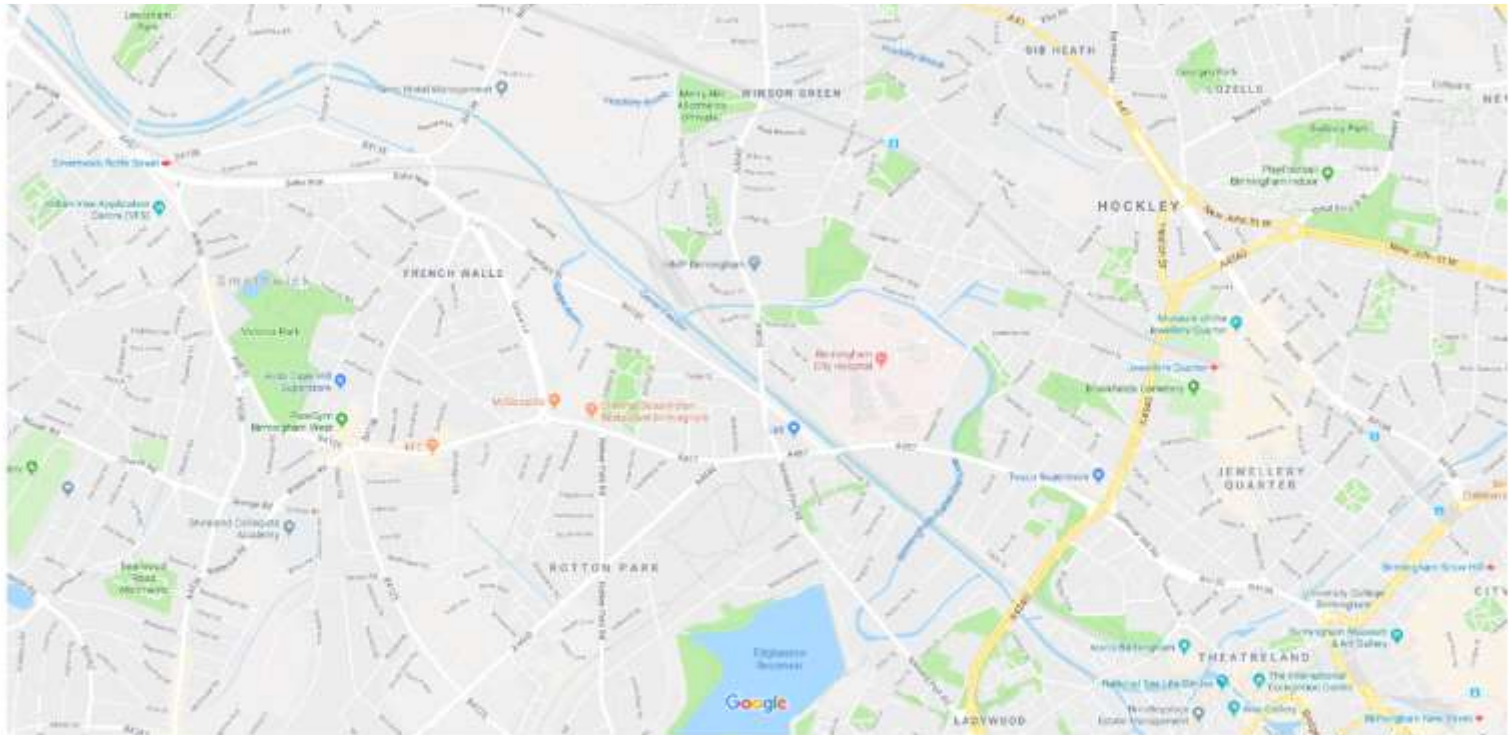
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What is USE-IT!?



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Birmingham City Centre.



Ladywood and Smethwick.



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What is USE-IT!?

	Smethwick & Ladywood %	England%
Born in United Kingdom	60.1	86.6
No one in household with English as main language	20.9	4.3
Households without a car or van	48	25.6
Employed	48.2	61.9



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What is USE-IT!?

Big place transformations

There are 3 major opportunities to deliver significant growth and create exciting new places at Green Lane including the new Midlands Metropolitan Institute, several Riverside Park units on Spring Hill, and complementary mixed development at Brindley Gardens and Woodside Key.

There are a range of opportunities for developers and investors.

Development will deliver:

- 1000 new homes
- 1200 of new retail food and leisure
- A least £400m investment in infrastructure
- £400m potential investment in housing.

Deliver significant growth and create exciting new places





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



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What is the USE-IT! approach?

The FRAMEWORK

Connecting macro-assets with micro assets



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What is the USE-IT! approach?

Community –
Unrecognised
high level
skills and
qualifications.

Hospital –
Chronic skills
shortage.



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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.



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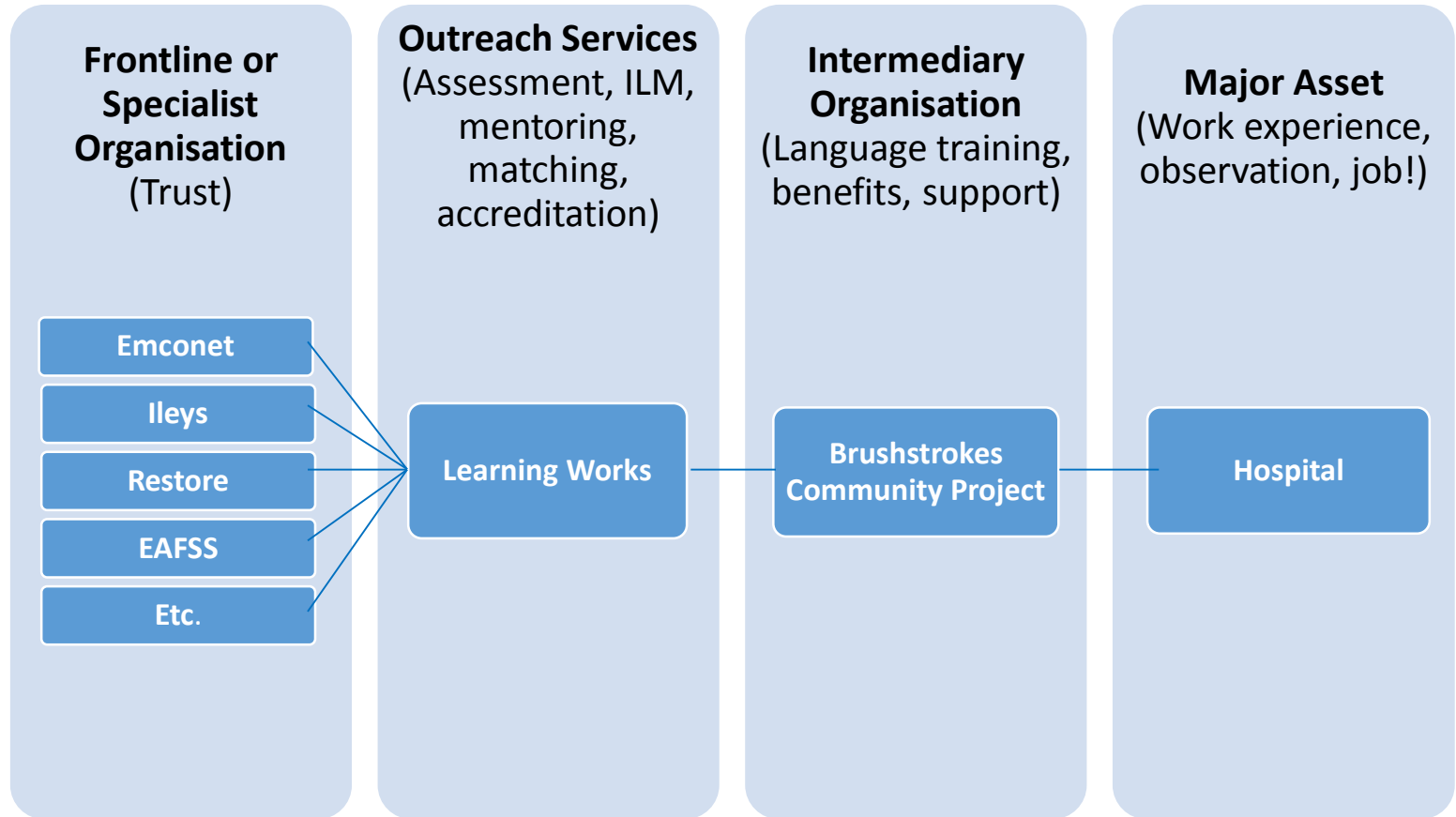
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The City Hospital success story.....



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The City Hospital success story.....





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



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The City Hospital success story.....



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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.....

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



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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

