Neighbourhood Employment and Skills Plan

Bristnall Ward
(2010-11)

Sandwell Metropolitan Borough Council

Research Sandwell

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30th June 2010

BRISTNALL NEIGHBOURHOOD EMPLOYMENT AND SKILLS PLAN (NESP)

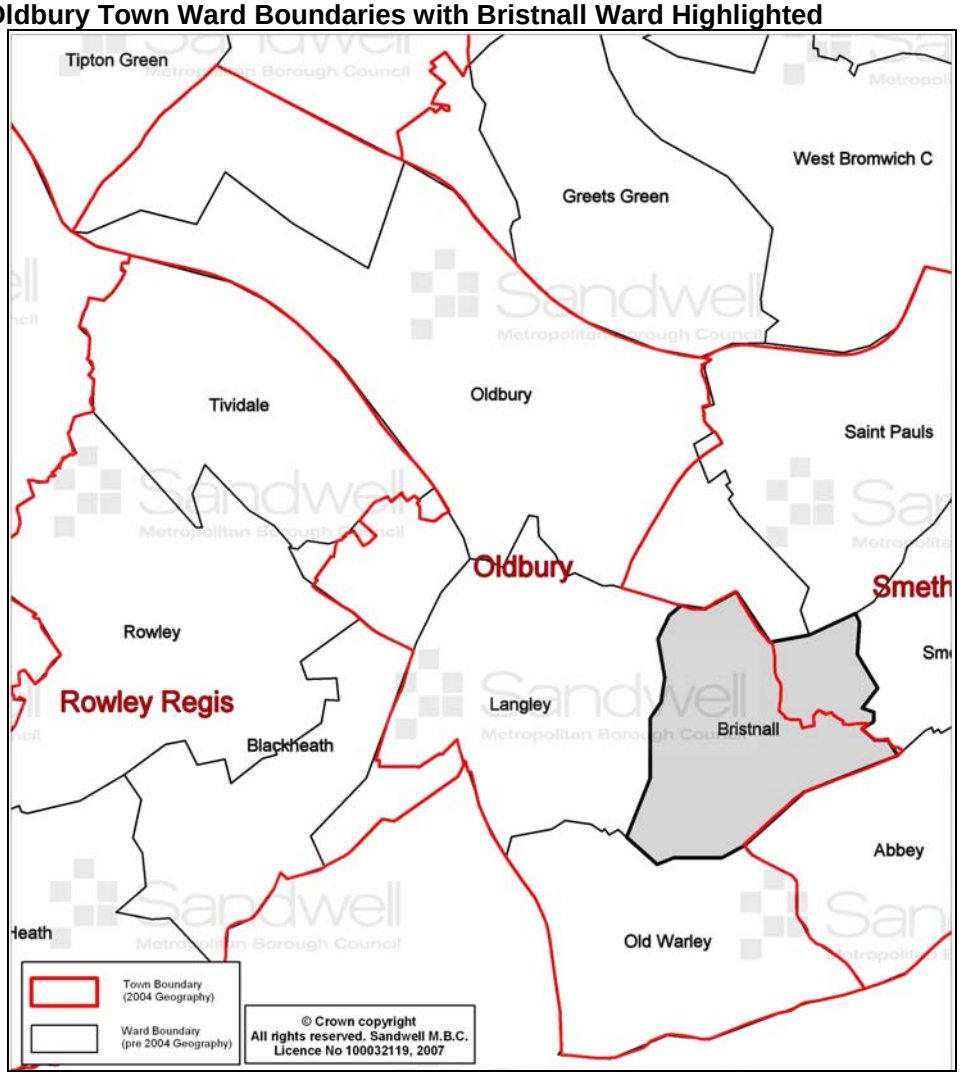
1. Introduction

This is the 2010/11 NESP for the Bristnall ward. It contains the new priorities and suggestions agreed by the Oldbury Employment and Skills Panel workshop, which convened in February 2010.

1.1. Background of Neighbourhood/Ward

Bristnall mostly lies within the 2004 Oldbury Town boundary, though there is some overlap into Smethwick Town. For the purposes of this Plan, the pre-2004 ward boundary has been used, because this is the area that has been used in the calculation of the Sandwell Local Area Agreement (LAA) ward targets. Further, the analysis undertaken to identify priority wards across the borough was based on data for pre-2004 ward boundaries as is most official economic data.

Fig. 1: Oldbury Town Ward Boundaries with Bristnall Ward Highlighted



1.2. Vision and Purpose

The City Region Employment and Skills Multi Area Agreement's purpose is to provide a single Employment and Skills Plan for each priority ward, bringing together the work of the local authority, JobCentre Plus (JCP), the Skill Funding Agency (SFA); and the Young People Learning Agency (YPLA). The aim is to equip local people with the necessary skills and competencies for sustainable employment and to provide employers with an adequate supply of labour to meet their current and future skill needs.

1.3. Relevant Local Group

The Employment and Skills Panel is responsible for managing the delivery and scrutiny of the NESPs. This entails consultation with partners and the local community, providing a forum for examining delivery.

There is a clear report back mechanism on the progress via the Economic Regeneration and Skills Division so that groups can see that their views are taken into account and acted upon. Where delivery gaps occur the Sandwell Partnership will take responsibility for overcoming them.

2. Analysis of Need in the Neighbourhood

2.1. Labour Demand – Employment Opportunities

The number of jobs in Bristnall ward is fairly low as it is largely a residential and has especially low number of males and high numbers of females in employment compared to the borough average. A potential explanation for this could be the higher numbers of part-time jobs in the ward compared to full-time.

Fig. 2: Employment in Bristnall

	Bristnall %	Sandwell %
Male Full-Time	22	50
Male Part-Time	5	6
Female Full-Time	37	24
Female Part-Time	35	19
Total	100	100
All Male	28	56
All Female	72	44
Total	100	100
All Full-Time	60	74
All Part-Time	40	26
Total	100	100
Base	*816*	*127,292*

Source: ABI 2008/NOMIS

Figure 3 shows that within the Bristnall ward, higher numbers are employed in the 'Public administration, education and health' sector. However, this is still low in comparison to the rest of the borough.

Fig. 3: Industry of Employees 2008

Workplace employee numbers by industry (Quartiles, 1 = highest numbers of employees across each industry and 4 the lowest)

	Abbey	Blackheath	Bristnall	Charlemont	Cradley Heath and Old Hill	Friar Park	Great Barr	Great Bridge	Greets Green and Lyng	Hateley Heath	Langley	Newton	Old Warley	Oldbury	Princes End	Rowley	Smethwick	Soho and Victoria	St. Pauls	Tipton Green	Tividale	Wednesbury North	Wednesbury South	West Bromwich Central
Manufacturing	3	3	4	3	1	4	4	2	1	2	3	4	4	1	2	3	3	1	1	2	4	2	1	2
Construction	3	1	4	4	2	3	3	1	1	4	2	3	3	2	4	2	4	1	1	1	4	3	2	2
Distribution, hotels and restaurants	3	2	4	3	2	4	4	1	3	4	2	4	3	1	2	3	3	2	1	2	4	1	1	1
Transport and communications	3	2	4	4	3	2	4	1	1	3	3	4	4	1	4	2	3	2	1	1	3	2	1	2
Banking, finance and insurance, etc	3	2	4	4	1	4	3	1	2	3	3	4	1	1	4	3	3	1	2	2	4	2	2	1
Public administration,education & health	4	2	3	4	2	3	4	2	1	2	2	4	4	1	3	4	3	1	1	1	3	2	3	1
Other services	2	1	4	2	2	1	3	3	2	3	3	4	4	1	3	4	2	4	2	1	4	3	1	1

Source: ABI 2008/NOMIS Some values suppressed due to confidentiality restrictions (Statistics of Trade Act 1947). Quartiles positions are provided to protect confidential data

Although figure 3 identifies the employment within the ward, it should be noted that the area in which the ward's residents work will be much wider (see section on travel-to-work).

Figure 4 relates to the industry in which Bristnall residents work; as opposed to Figure 2 and 3, which relate to employment in workplaces based within the ward. The industries employing the greatest number of residents in 2001 were 'Manufacturing' and 'Wholesale, Retail and Repair of motor vehicles'. The other large sectors are 'Real Estate, Renting and Business Activities' and 'Health and Social Work'.

Fig. 4: Industry of Residents in Employment 2001

Industry Group	Number in ward	%	Sandwell %
All people 16-74 in employment	4,887		
Agriculture, hunting, forestry	14	0.3	0.3
Fishing	0	0.0	0.0
Mining and Quarrying	3	0.1	0.1
Manufacturing	1,205	24.7	26.0
Electricity, gas and water	23	0.5	0.9
Construction	317	6.5	6.3
Wholesale & retail, Repair of Motor Vehicles	841	17.2	18.7
Hotels and Catering	229	4.7	4.2
Transport, Storage and Communication	369	7.6	6.8
Financial Intermediation	137	2.8	2.9
Real Estate, Renting & Business Activities	462	9.5	9.4
Public Admin. & Defence	189	3.9	4.1
Education	312	6.4	6.0
Health & Social Work	587	12.0	10.3
Other	199	4.1	4.1

Source: 2001 Census, Key Statistics - People in employment aged 16-74

Self Employment

Self employment is not necessarily to be taken as an indicator of good economic health for either the locality or the individual. It can represent an individual's inability to find employment opportunities in the area. However, current government policy is based on the premise that economic activity contributes to overall output of the local economy and that a locality with a low level of economic activity is not fulfilling its full potential.

Information and data on this aspect of formal economic activity is difficult to obtain at ward level and estimates as to the size of Sandwell's informal economy remain as elusive as ever. The 2001 Census of Population shows Bristnall to have 345 people in self employment, or 4.8% of the 16-59/64 year old population. This proportion is just below the borough average of 5.2% and only around half of the national rate (9%). This gives the ward the 11th lowest rate of self employment of the 24 wards in Sandwell (2001 Census of Population).

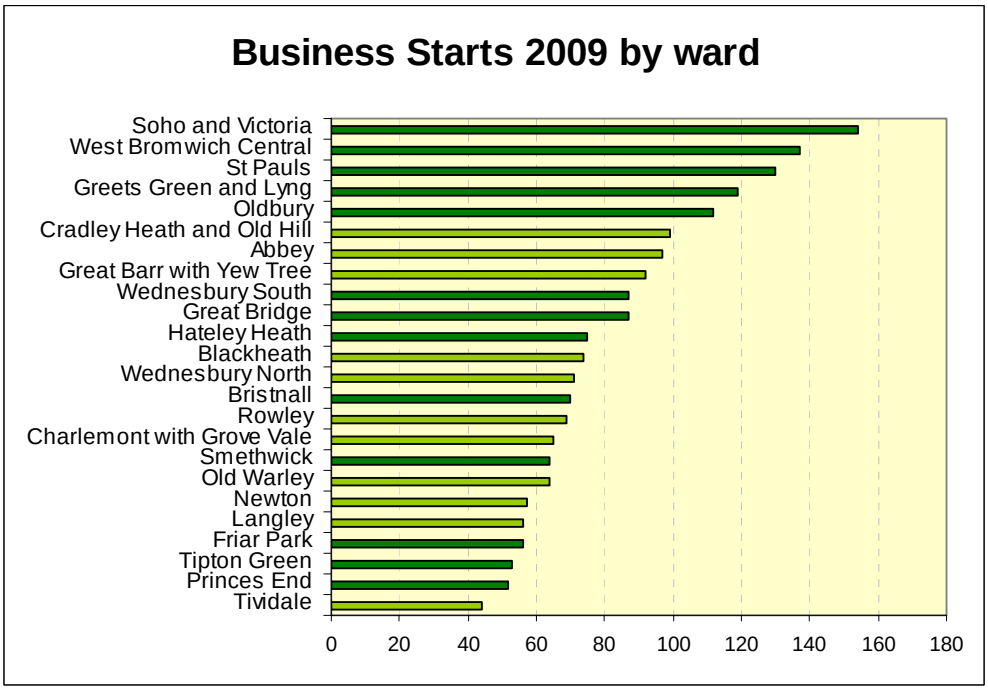
Key Employers in Area

Bristnall is largely a residential ward. There are no large employers based in the ward according to the criteria used by Sandwell MBC.

New Business Starts

Information from BankSearch Consultancy, which records new business bank accounts, gives an idea of the number of new business starts in an area. The data suggests there were approximately 70 new business starts in the Bristnall in 2009. The ward ranked 14th out of all Sandwell wards (see figure 5).

Fig. 5: Business Starts 2009 by Ward



Source: Bank Search Information Consultancy Ltd - Dark green shading indicates the13 priority wards

Opportunities

Bristnall ward adjoins a number of traditional employment areas such as North Smethwick and Oldbury and access to public transport is fairly good.

Due to predominant built up nature of Bristnall there are few current planned developments in the ward (many of the existing housing allocations have already been built on). The larger housing sites are on Pottery Road (1 and 2 bed apartments) and at Crosswells Road (2 and 3 bed houses). There are also housing proposals at Mill Lane, Langley. However, there are potential employment opportunities in adjoining wards. These include proposals around Junction 2 of the M5 including a hotel, a large office development and several industrial units. In Oldbury the main scheme is the Junction development. Plans for the scheme were slightly amended in December 2006 but it remains a mixed-use scheme comprising retail (including two DIY stores), leisure and restaurant use with outline permission for an office development as well.

Travel-To-Work Activity

According to the 2001 Census of Population, there are 651 residents of Bristnall who work in the ward. Another 467 workers travel into the ward to work while 4,235 travel out to work. This results in an overall net outflow of around 3,768 workers.

Bristnall residents travelling to work in other wards within Sandwell tend to go to the neighbouring ward of Oldbury, followed by other nearby wards of St Pauls and Soho and Victoria. Of the Bristnall residents travelling outside of the borough, the majority travel to jobs in Birmingham, with 1,361 people travelling in this direction.

The fact that many residents of the ward travel to Birmingham to work indicates that there may not be any social issues preventing residents from being willing to travel to access employment opportunities, as there are elsewhere in the borough.

Fig. 6: Journey to Work Movements within Sandwell

Work in Bristnall		
Origin	**No.**	**%**
Abbey	32	3.4
Blackheath	4	0.4
Bristnall	651	68.5
Charlemont	7	0.7
Cradley Heath and Old Hill	10	1.1
Friar Park		0.0
Great Barr	5	0.5
Great Bridge	3	0.3
Greets Green and Lyng	6	0.6
Hateley Heath		0.0
Langley	40	4.2
Newton	9	0.9
Old Warley	38	4.0
Oldbury	35	3.7

Live in Bristnall		
Destination	**No.**	**%**
Abbey	158	5.5
Blackheath	46	1.6
Bristnall	651	22.8
Charlemont	15	0.5
Cradley Heath and Old Hill	37	1.3
Friar Park	6	0.2
Great Barr	13	0.5
Great Bridge	64	2.2
Greets Green and Lyng	120	4.2
Hateley Heath	18	0.6
Langley	154	5.4
Newton	3	0.1
Old Warley	51	1.8
Oldbury	513	18.0

Princes End	3	0.3
Rowley	12	1.3
Smethwick	31	3.3
Soho and Victoria		0.0
St. Pauls	24	2.5
Tipton Green	9	0.9
Tividale	19	2.0
Wednesbury North	6	0.6
Wednesbury South		0.0
West Bromwich Central	6	0.6

Princes End	6	0.2
Rowley	33	1.2
Smethwick	105	3.7
Soho and Victoria	229	8.0
St. Pauls	290	10.2
Tipton Green	44	1.5
Tividale	11	0.4
Wednesbury North	18	0.6
Wednesbury South	45	1.6
West Bromwich Central	224	7.8

Fig. 7: Journey to Work Movements into and out of Sandwell

Work in Bristnall		
Origin	**No.**	**%**
Birmingham	46	27.4
Dudley	47	28.0

Live in Bristnall		
Destination	**No.**	**%**
Birmingham	1361	67.0
Dudley	260	12.8
Walsall	93	4.6
Wolverhampton	58	2.9
Solihull	57	2.8

Source: 2001 Census, Special Workplace Statistics, Office for National Statistics (ONS), 2003

Movements into and out of Sandwell tables only show counts over 20 but percentages are based on all movements between the ward and outside Sandwell.

Accessibility of Job Opportunities

Sandwell MBC is intending to model the accessibility of key employment opportunity sites for Bristnall residents. In particular, this will include mapping and analysis of the employment destinations people are able to access, within an 'acceptable' timeframe, on public transport.

Vacancy Information Locally by Sector

The data for vacancies (notified to JCP) by sector by ward are published monthly. Due to the residential nature of the ward, the number of vacancies notified to JCP are fairly low (see figure 8). Since October 2008 vacancies have been mainly in the 'Banking, finance and insurance etc,' 'Distribution, hotels and restaurants' and 'Public administration and health' sectors. It is widely recognised that a high percentage of vacancies are not advertised either through JCP or other channels. In the manufacturing industry, employers may choose to use word of mouth through friends and relatives. Employment Agencies are widely used for temporary vacancies. If there is a significant recruitment agency presence in a ward or adjacent ward that advertise vacancies through JCP, the NOMIS data may be misleading as they will serve employers over a wide geographical area.

Fig. 8: Notified Vacancies by Industry October 2008 – October 2009

Date	1 : Agriculture and fishing (SIC A,B)		2 : Energy and water (SIC C,E)		3 : Manufacturing (SIC D)		4 : Construction (SIC F)		5 : Distribution, hotels and restaurants (SIC G,H)		6 : Transport and communications (SIC I)		7 : Banking, finance and insurance, etc (SIC J,K)		8 : Public administration ,education & health (SIC		9 : Other services (SIC O,P,Q)		Total
	number	%	number	%	number	%	number	%	number	%	number	%	number	%	number	%	number	%	
October 2008	0	0.0	0	0.0	0	0.0	0	0.0	3	42.9	0	0.0	1	14.3	3	42.9	0	0.0	7
November 2008	0	0.0	0	0.0	1	5.6	0	0.0	0	0.0	0	0.0	12	66.7	5	27.8	0	0.0	18
December 2008	0	0.0	0	0.0	0	0.0	1	7.1	0	0.0	0	0.0	10	71.4	3	21.4	0	0.0	14
January 2009	0	0.0	0	0.0	0	0.0	0	0.0	8	100.0	0	0.0	0	0.0	0	0.0	0	0.0	8
February 2009	0	0.0	0	0.0	2	13.3	0	0.0	4	26.7	0	0.0	1	6.7	7	46.7	1	6.7	15
March 2009	0	0.0	0	0.0	0	0.0	0	0.0	4	66.7	0	0.0	1	16.7	1	16.7	0	0.0	6
April 2009	0	0.0	0	0.0	0	0.0	0	0.0	7	43.8	0	0.0	5	31.2	4	25.0	0	0.0	16
May 2009	0	0.0	0	0.0	0	0.0	0	0.0	3	42.9	0	0.0	3	42.9	1	14.3	0	0.0	7
June 2009	0	0.0	0	0.0	0	0.0	0	0.0	2	11.8	0	0.0	5	29.4	8	47.1	2	11.8	17
July 2009	0	0.0	0	0.0	0	0.0	0	0.0	3	27.3	0	0.0	1	9.1	7	63.6	0	0.0	11
August 2009	0	0.0	0	0.0	1	2.2	0	0.0	1	2.2	0	0.0	37	80.4	7	15.2	0	0.0	46
September 2009	0	0.0	0	0.0	1	10.0	0	0.0	4	40.0	0	0.0	2	20.0	3	30.0	0	0.0	10
October 2009	0	0.0	0	0.0	0	0.0	0	0.0	4	30.8	0	0.0	1	7.7	8	61.5	0	0.0	13

Source: JCP (from NOMIS),
These figures are not a comprehensive measure of all vacancies. Notification of vacancies varies over time, according to occupation and industry and geographical area.

Additional (Anecdotal) Information from Local Stakeholders (with any Evidence)

The following anecdotal information from JCP relates to Oldbury Town, which most of Bristnall ward sits within.

There is a large retail sector within the Oldbury Town area and there are also many small to medium enterprises employing drivers and warehouse workers. Some of the main employers within the area are the retailers Sainsbury's, Argos and ASDA. The AA, British Gas and N Power also employ a large number of staff although this is usually done through agencies.

In recent years there has been a significant decrease in engineering within the Oldbury area and an increase in the Care sector where recruitment is often through agencies.

A particular issue in Oldbury Town relates to experience and skills. JCP find that people within the Oldbury area need various amounts of training before they are able to gain employment. For example many employers are looking for class 1/2 drivers, and residents of Oldbury often do not have the money to go on the training or obtain the experience that the employers are looking for. The CRB checks that are needed as part of the Care sector recruitment also can often be a barrier to employment as they are costly and take a substantial amount of time.

Key interventions identified as useful for addressing employment issues in the Oldbury area are the encouragement of skills training initiatives within existing businesses and the provision of help to struggling firms to help them diversify and adapt to new technologies.

2.2. Labour Supply – Client Profile

Figure 9 shows that the gender structure of the population in Bristnall is similar to the borough average. Bristnall ward has a slightly higher proportion of those over 45 and a slightly lower proportion of those aged 16-44.

Fig. 9: Population by Age and Gender 2001

Population	Bristnall		Sandwell
	No.	%	%
Total number of people	12454		
Total Female:	6464	51.9%	51.8%
Total Male:	5990	48.1%	48.2%
Aged 0-4:	1077	5.5%	6.4%
Aged 5-15:	690	16.3%	15.3%
Aged 16-24:	2032	9.7%	10.5%
Aged 25-29:	1214	5.8%	6.8%
Aged 30-44:	723	21.5%	22.1%
Aged 45-59:	2679	18.1%	17.3%
Aged 60-74:	2258	14.3%	13.8%
Aged 75 and Over:	1781	8.6%	7.7%

Source: 2001 Census, Office for National Statistics (ONS), 2003

Bristnall ward has a lower proportion of Black and Minority Ethnic (BME) residents of working age than the borough average (see figure 10). The numbers of people with Asian backgrounds is particularly lower than the borough as a whole, while the numbers of people of Black backgrounds is more in line with the overall borough trend.

Fig. 10: Working Age Population (16-59/64) by Ethnic Group 2001

Ethnic Group	Bristnall		Sandwell
	No.	%	%
White (inc. British; Irish; Other White)	6,148	84.9%	79.1%
Mixed (inc. White and Black Caribbean; White and Black African; White and Asian; Other Mixed)	113	1.6%	1.3%
Asian or Asian British: Indian	545	7.5%	10.3%
Asian or Asian British: Pakistani	65	0.9%	2.8%
Asian or Asian British: Bangladeshi	29	0.4%	1.1%
Asian or Asian British: Other Asian	24	0.3%	0.8%
Black or Black British: Caribbean	248	3.4%	3.5%
Black or Black British: African	18	0.2%	0.3%
Black or Black British: Other Black	16	0.2%	0.3%
Chinese or other ethnic group: Chinese	24	0.3%	0.2%
Chinese or other ethnic group: Other Ethnic Group	12	0.2%	0.2%

Source: 2001 Census, Office for National Statistics (ONS), 2003

Figure 11 identifies that levels of Economic activity within the ward is very slightly lower than that of the borough overall. This difference is mostly significant for males as female economic activity closely matches the borough average.

Fig. 11: Economic Activity 2001

	Bristnall		Sandwell	Great Britain
	(numbers)	(%)	(%)	(%)
All people				
Economically active	5,211	72.2	72.9	76
In employment	4,758	66	66.2	71.6
Employees	4,413	61.2	61	62.6
Self employed	345	4.8	5.2	9
Unemployed	453	8.7	9.3	5.8
Males				
Economically active	2,934	78.4	79.9	81.4

In employment	2,647	70.7	71.4	76
Employees	2,365	63.2	63.3	63.1
Self employed	282	7.5	8.1	12.9
Unemployed	287	9.8	10.7	6.5
Females				
Economically active	2,277	65.6	65.5	70.3
Employment	2,111	60.8	60.6	66.9
Employees	2,048	59	58.5	62.1
Self employed	63	1.8	2.2	4.8
Unemployed	166	7.3	7.5	4.8

Source: Census of Population (Table CAS028 - Sex and Age by Economic Activity)
NB Percentages are based on working age population, except unemployed which is based on economically active.

Figure 12 gives an indication of the levels of worklessness by ward in Sandwell for priority groups. It shows that the level of worklessness amongst those over 50 for Bristnall to be in the top quartile.

Fig. 12: Worklessness Level by Quartile

	Workless level by quartile (1=highest)			
	BME	**Over 50**	**No Qualifications**	**Lone Parents**
Abbey	2	4	4	4
Blackheath	4	2	3	2
Bristnall	3	1	2	3
Charlemont	3	4	4	4
Cradley Heath and Old Hill	3	3	3	2
Friar Park	4	2	1	1
Great Barr	3	3	4	4
Great Bridge	3	1	1	3
Greets Green and Lyng	2	3	2	3
Hateley Heath	2	2	1	2
Langley	2	3	3	4
Newton	2	4	4	4
Old Warley	4	3	3	3
Oldbury	1	4	4	4
Princes End	4	1	1	1
Rowley	4	2	3	2
Saint Pauls	1	2	1	1
Smethwick	1	3	2	1
Soho & Victoria	1	4	3	1
Tipton Green	1	1	1	1
Tividale	4	4	4	3
Wednesbury north	3	2	2	2
Wednesbury South	2	1	2	2
West Bromwich Central	1	1	2	3

Source: 2001 Census of Population/Research Sandwell calculation. Worklessness defined as unemployed plus economically inactive population minus retired population.

Figure 13 shows that the take up of all benefits is only very slightly higher in Bristnall than in Sandwell (May 2009). Of the 4 key benefits, only the ESA/IB claimant rate is higher than the borough average (10.2% compared with 9.4%) at May 2009.

Fig. 13: Benefit Recipients May 2008-May 2009

Bristnall	May-08			May-09			2008	2009
	Number	% of Working Age Population	Sandwell	Number	% of Working Age Population	Sandwell	Rate Differential from Sandwell	
Total	1,590	21.4	20.6	1795	24.2	23.9	0.8	0.3
Job Seeker	295	4	4.1	480	6.5	7.1	-0.1	-0.6
ESA & Incapacity Benefits	735	9.9	9.1	755	10.2	9.4	0.8	0.8
Lone Parent	185	2.5	3.2	190	2.6	3.2	-0.7	-0.6
Others on Income Related Benefit	50	0.7	0.8	40	0.5	0.8	-0.1	-0.3
Total on the 4 Key Benefits	1265	17.1	17.2	1465	19.8	20.4	-0.1	-0.6
Disabled	140	1.9	1.3	130	1.8	1.4	0.6	0.4
Bereaved	25	0.3	0.3	30	0.4	0.3	0	0.1
Carer	160	2.2	1.7	170	2.3	1.8	0.5	0.5

Source: DWP Working Age Client Group,

Benefit Recipients, May 08/May09 (NOMIS) Data is rounded to the nearest 5

Figure 14 highlights that Bristnall has almost the same gender profile of total benefit claimants than the borough average.

Fig. 14: Proportion of Total Benefit Claimants by Gender and Age May 2009

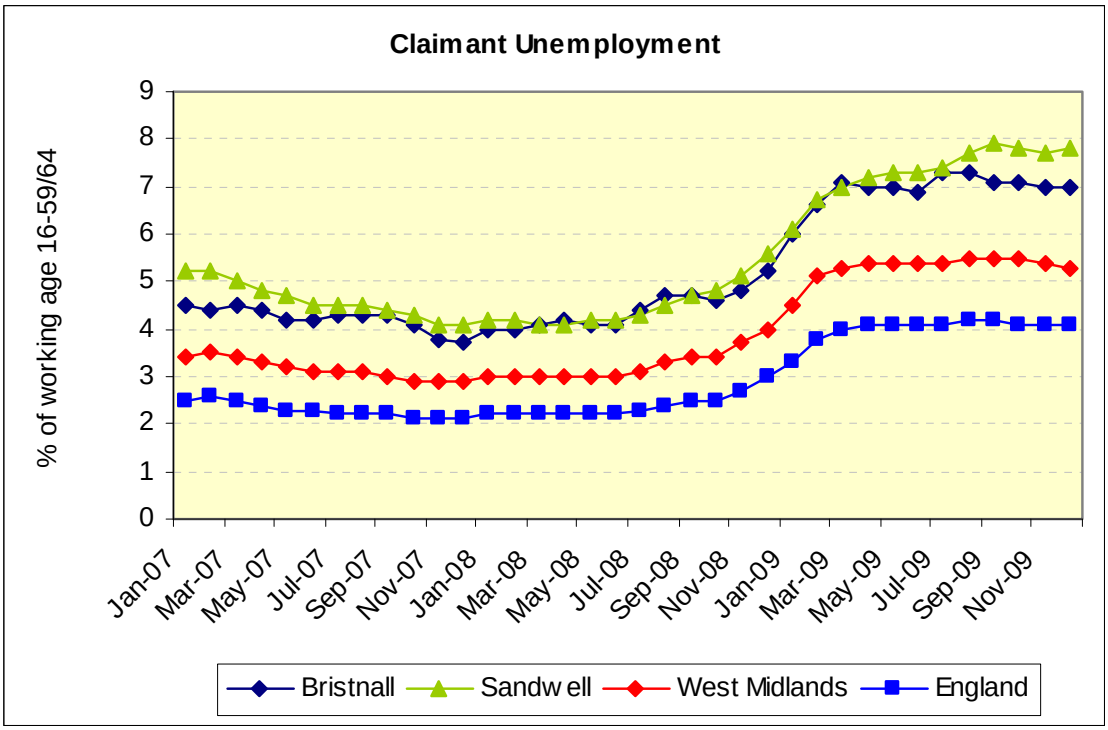
	Bristnall	Sandwell
Male	53	54
Female	47	46
16 – 24	16	
25 – 49	50	
50 and over	35	

Source: DWP Working Age Client Group, May 2009 (NOMIS)

Job Seeker (JSA) Claimant Unemployment

Figure 15 shows that the proportion of JSA claimants in Bristnall has fallen below the Sandwell average. In November 2009, the claimant rate for Bristnall was 7.0% compared to the borough average of 7.7%. This is the 17th highest rate out of the 24 wards.

Fig. 15: JSA Claimant Unemployment



Source: ONS Crown Copyright Reserved (from NOMIS)

Figure 16 indicates that Bristnall has a higher proportion of JSA claimants claiming for short periods of up to 6 months compared to the borough average. It has a lower proportion of claimants for longer periods, with a particularly lower proportion claiming for over 12 months.

Fig. 16: JSA claimants by Duration of Claim November 2009

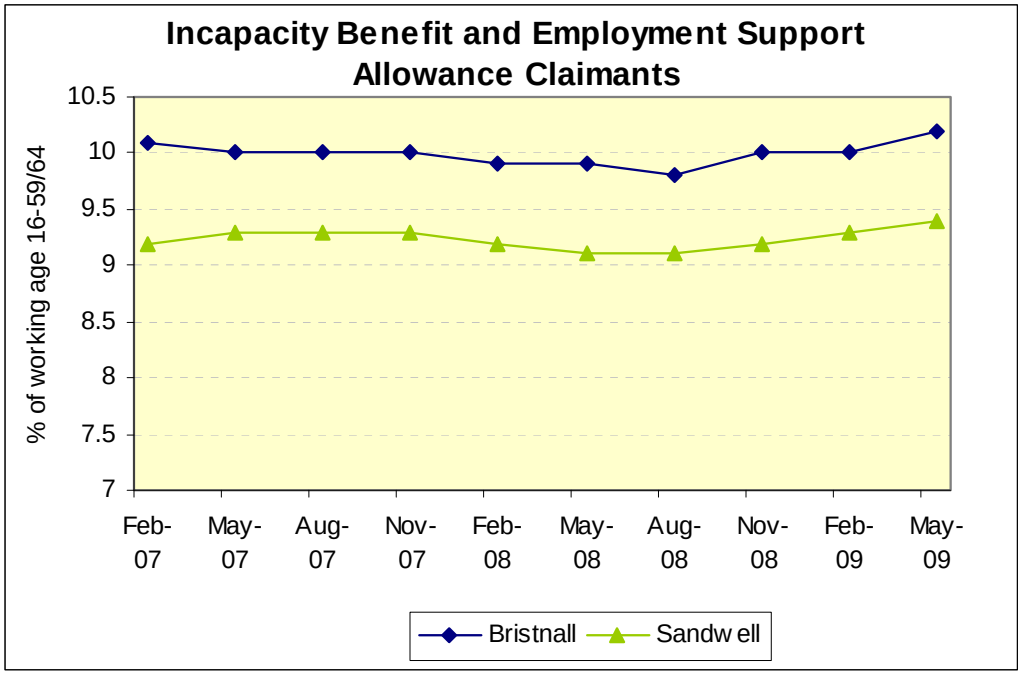
	Bristnall		Sandwell	Great Britain
	Number	%	%	%
Up to 6 months	340	65.1	61.4	65.7
Over 6 months up to 12 months	110	21.7	24.2	21.5
Over 12 months	65	13.3	14.5	12.7

Source: Office for National Statistics (NOMIS)

Incapacity Benefit (IB) Claimants

Figure 17 shows that the Bristnall ward IB claim rate was consistently higher than the borough rate between February 2007 and May 2009. In May 2009, the rate for Bristnall was 10.2% compared to the Sandwell rate of 9.4%. This was the 10th highest IB claimant rate of the 24 wards in Sandwell.

Fig. 17: Incapacity Benefit (IB) Claimants (Percentage of Working Age Population)



Source: DWP, Working Age Client Group, Benefit Recipients

Figure 18 shows information on the age and gender of claimants, the duration of claims, and the type of disease. However, information is not available on the ethnicity of claimants.

Significantly, it identifies that more men claim IB than women in the ward. The majority of claimants have been claiming for over five years. The most common reasons for claiming are muscoskeletal and mental disease. This trend can be found across most of the City Region Employment and Skills Multi Area Agreement wards.

The significant decrease found in duration: up to six months category since the last NESP (April 2009) is because of the recent changes to eligibility rules for claiming IB (see the welfare reform section).

Fig. 18 Breakdown of IB Claimants May 2009

Bristnall	Number	%
total claimants	685	
benefit : incapacity benefit	620	
benefit : severe disablement allowance	65	
age : 16-24	30	4.4
age : 25-49	290	42.3
age : 50 – 59	255	37.2
age : 60 and over	110	16.1
gender : male	385	56.2
gender : female	300	43.8
duration : up to 6 months	5	0.7
duration : 6 months to 1 year	45	6.6

duration : 1 year and up to 2 years	60	8.8
duration : 2 years and up to 5 years	135	19.7
duration : 5 years and over	440	64.2
duration : unknown	-	-
disease : mental*	235	34.3
disease : nervous system	40	5.8
disease : respiratory or circulatory	65	9.5
disease : muscoskeletal**	175	25.5
disease : injury, poisoning	30	4.4
disease : other	140	20.4

Source: DWP Working Age Client Group, IB and Severe Disablement Allowance Recipients (NOMIS), February 2008.

Figure 19 shows the distribution of benefit claimants by Lower Super Output Area (LSOA). LSOAs are geographical areas with an average population of 1,500, which were first used in the Census of Population 2001. There is some variation between LSOAs in Bristnall ward. E01009942 stands out as having the highest numbers of overall claimants and claimants of IB. A number of other LSOAs also have fairly high numbers of IB claimants: E01009937, E01009938 E01009940 E01009943 and E01009944.

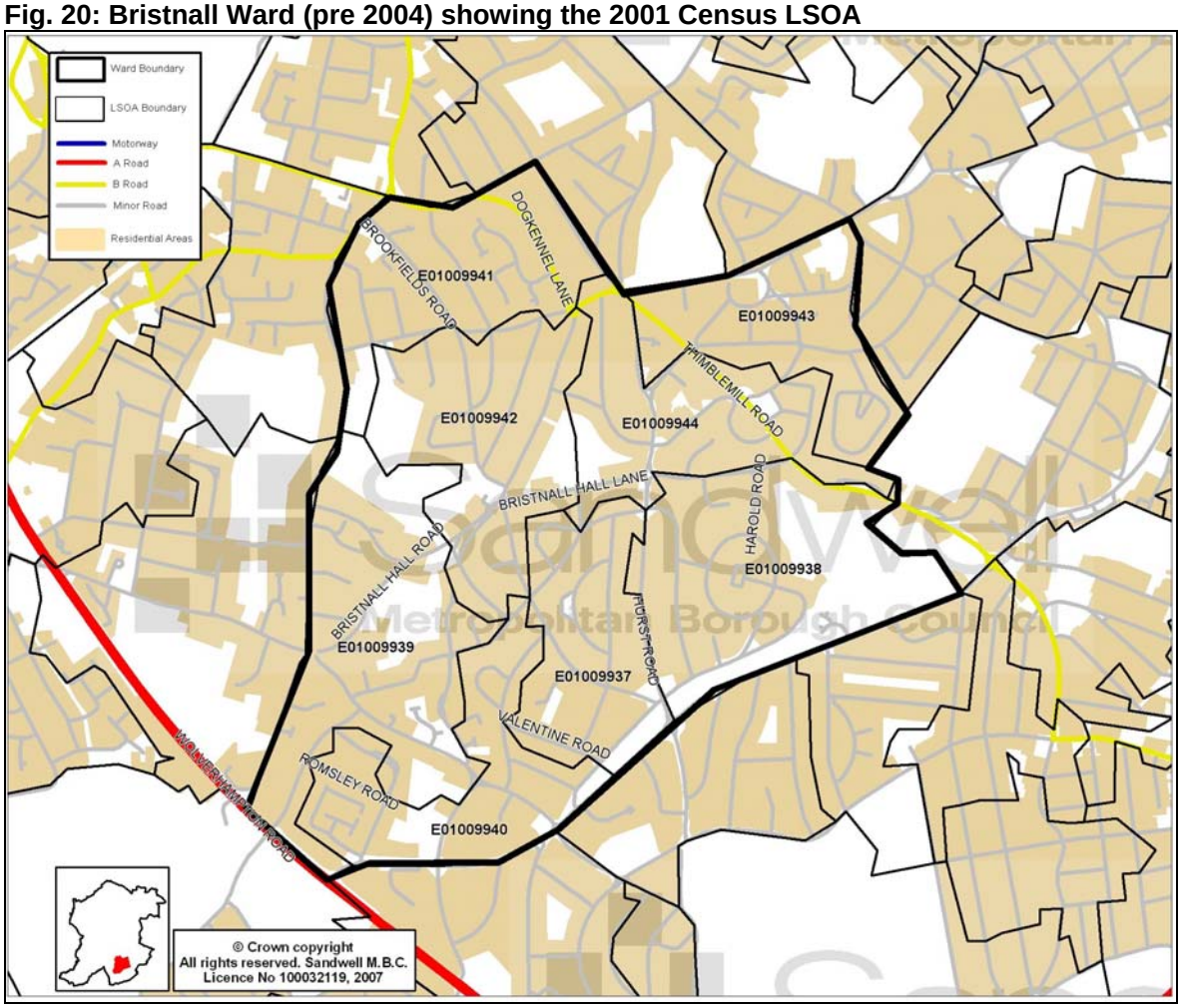
Fig. 19: Working Age Client Group (Benefit Claimants) by LSOA May 2009

Lower Super Output Areas	total claimants	job seekers	ESA and incapacity benefits	lone parents	others on income related benefits	out-of-work benefits	carers	male	female	16 to 24	25 to 49	50 and over
E01009937	245	70	105	25	5	205	25	120	125	40	125	80
E01009938	220	50	100	30	5	185	20	115	105	30	110	80
E01009939	150	50	70	10	0	130	10	85	65	25	70	55
E01009940	235	65	90	25	5	185	25	135	100	50	110	75
E01009941	185	45	90	20	0	155	15	100	85	25	90	70
E01009942	280	80	130	20	10	240	20	145	135	45	130	105
E01009943	235	60	90	30	0	180	25	130	105	30	120	85
E01009944	245	70	90	30	5	195	30	130	115	40	130	75

Source: DWP, Working Age Client Group, Benefit Recipients May 2009
NB: Proportions haven't been calculated due to the potential for error. This is because numbers involved are small and rounded estimates have been used for the population baseline.

The LSOAs can be seen graphically in figure 20.

Fig. 20: Bristnall Ward (pre 2004) showing the 2001 Census LSOA



Attainment

Figure 21 shows that in 2001, Bristnall had a higher proportion of people aged 16-74 with no qualifications than the borough average. Unfortunately the 2001 Census is the most recent data available at ward level.

Fig. 21: Qualifications of the Working Age Population 2001

All people aged 16-74	Bristnall		Sandwell	Great Britain
	(numbers)	(%)	(%)	(%)
No qualifications or level unknown	4,788	55.3	52.6	35.8
Lower level qualifications	3,155	36.5	37.7	43.9
Higher level qualifications	711	8.2	9.7	20.4

Source: 2001 Census, Office for National Statistics (ONS), Census Area Statistics Table CAS032 - Sex and Age and Level of Qualifications[1] by Economic Activity

[1] Qualifications: The term 'no qualifications' describes people without any academic, vocational or professional qualifications. The term 'lower level' qualifications is used to describe qualifications equivalent to levels 1 to 3 of the National Key Learning Targets (i.e. GSCE's O levels, A levels, NVQ levels 1-3). The term 'Higher level' refers to qualifications of levels 4 and above (i.e. first degrees, higher degrees, NVQ levels 4 and 5, HND, HNC and certain professional qualifications).

The 2007 Indices of Deprivation, though based on 2001 Census data, provide a useful comparison of the level of skills according to Super Output Area (SOA). None of the LSOAs in Bristnall are in the worst 10%.

Fig. 22: IMD 2007 Skills Sub-domain: Working Age Adults (aged 25-54) in the Area with no or Low Qualifications (NVQ1 or below): Rank by Sandwell Decile

LSOA	Rank (1=worst 10%, 2=10%-20% etc)
E01009937	2
E01009938	3
E01009939	9
E01009940	6
E01009941	7
E01009942	3
E01009943	3
E01009944	5

Source: IMD 2007 / Research Sandwell calculation

The Match between the Skills and Experience of Job Seekers and Employment Opportunities

JCP and other agencies find lack of experience as a key barrier to work together with basic skills, attitudes to work, rates of pay (the benefit trap), previous debt, transport and employer flexibility towards hours and childcare.

Welfare Reform

In January 2009 the Welfare Reform Bill was introduced into the House of Commons. The Bill takes forward measures outlined in the Welfare Reform White Paper *Raising expectations and increasing support: reforming welfare for the future* (December 2008).

Previously, the 2007 Welfare Reform Bill had already proposed the introduction of the Employment and Support Allowance (ESA), which in October 2008, replaced Incapacity Benefit (IB) and Income Support claimed on the grounds of incapacity for new customers. The new system considers what an individual is capable of, and what help and support they need to manage their condition and return to work.

Existing IB customers will be transferred to ESA from October 2010. The cash levels of the existing benefits of those eligible for ESA will be protected. The Welfare Reform Act 2009 amends the National Insurance contribution conditions for new ESA customers from October 2010. It will bring the rules for ESA and JSA into broad alignment.

In order to gauge an individual capability of and their needs to return to work, a Work Capability Assessment, a new test, was introduced in October 2008 for ESA claims and is applied to all those people claiming the allowance. It assesses what an individual can do, rather what they cannot. The assessment looks at people's physical and mental ability, including conditions such as learning disabilities and other similar conditions.

Following this assessment most individuals will be given support and employment advice to enable them to return to work where possible. People whose condition causes very severe limitation of their ability, who are not able to engage in any work-related activity, will get a higher rate of benefit. They will still be able to volunteer to get support

and employment advice if they want to. From 2010, this new, more accurate Work Capability Assessment will begin to be applied to existing IB customers.

Significant to these reforms is Pathways to Work. This is a single gateway to financial, employment and health support for people claiming IB and ESA. From 28 April 2008 the Programme became available to everyone receiving IB in Britain.

Under new rules introduced in November 2009, thousands of lone parents now get extra support to help them prepare for work. Lone parents of children aged 12 plus will no longer be able to make a new or repeat claim for Income Support solely on the basis of being a lone parent. This will apply to lone parents whose children are seven and over from October 2010.

Lone parents and partners of people with younger children and disabled people, who could work with support, will be expected to take part in training or other activities to help them move nearer to the job market.

Significantly, the Welfare Reform Bill has introduced for disabled people, a new right, to control how public resources are used to meet their individual needs; therefore removing, where possible, the barriers to work.

2.3. Other Issues

Health

Life Expectancy in the ward[2] is 80.1 (using 2004-2006 data) which is the 4th highest in borough, and exceeds the national average for England of 79.5 years.

The new ward of Bristnall[3] has a death rate that is lower than the Sandwell average and the 6th lowest in the borough (age standardised death rates for the period 2001-2005, 5-year rolling average).

Figure 23 shows that Bristnall has a higher proportion of residents who say they have a limiting long-term illness than the rest of the borough. It also has a slightly higher proportion of people who say they are not in good health.

Figure 23: Limiting Long-Term Illness and Health 2001

	Total Population	With Limiting long-term illness	Not in Good Health	Not in Good Health and with Limiting long-term illness
Number	12,360	2,887	1,554	1,359
% of total pop		23.4	12.6	11.0
Sandwell %		21.2	11.7	10

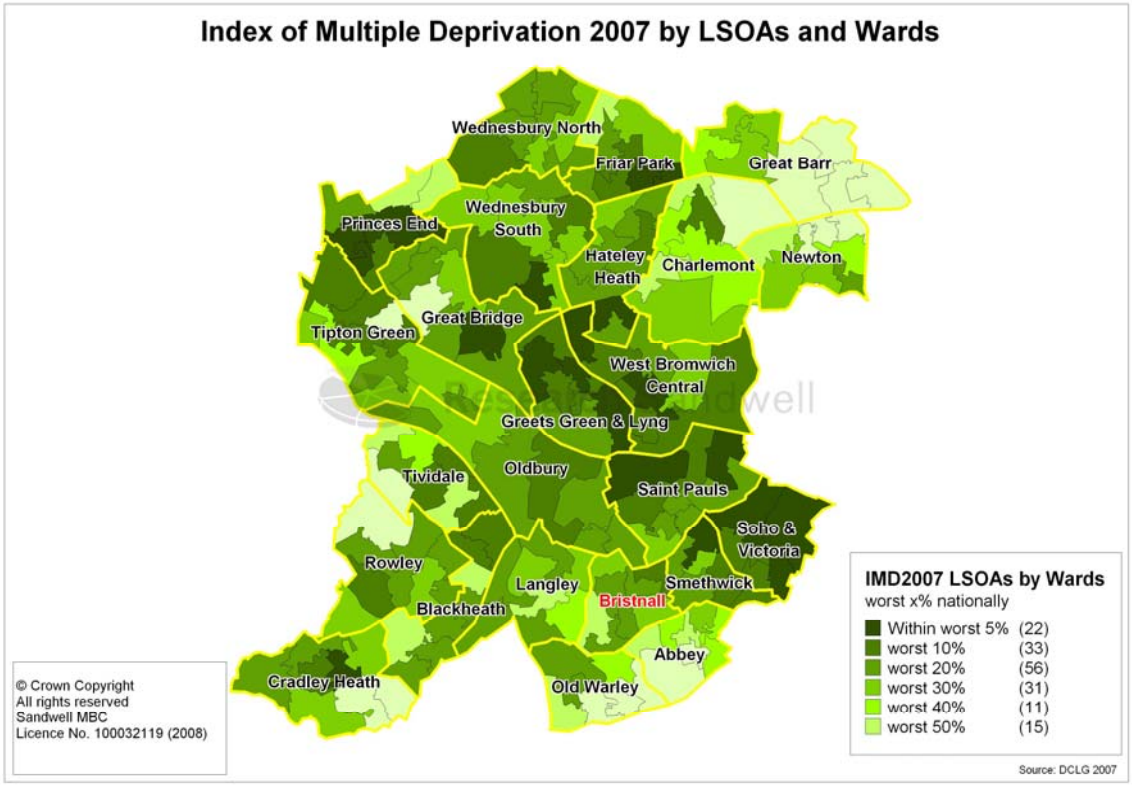
Source: 2001 Census Office for National Statistic, 2003

[2] Standard Table Wards (pre 2004 Geography)
[3] Electoral Wards, 2004 Geography

Deprivation

One LSOA is in the worst 10% in the country, four LSOAs are in the worst 20%. Bristnall scores badly on the Education, Skills and Training domain, with five LSOAs in the worst 5%. It also scores poorly on the Living Environment domain with three LSOAs in the worst 5%.

Fig. 24: Index of Multiple Deprivation 2007



Migration

The number of migrant workers in the West Midlands has increased markedly since 2002 and especially since 2004 when labour market migrants from the A8 countries were granted access to the UK labour market. A study of the economic impact of migrant workers in the West Midlands'[4] identified that findings at a national level were replicated regionally. Thus the study found that 'immigration is beneficial to the economy overall, although there is anecdotal evidence that there may be some localised negative effects, in particular local areas and labour market segments'. No statistical data is available at ward level.

Not in Education, Employment or Training (NEET)

Young people who are classified as NEET have been identified as a national priority. Sandwell has a high proportion of young people within this group.

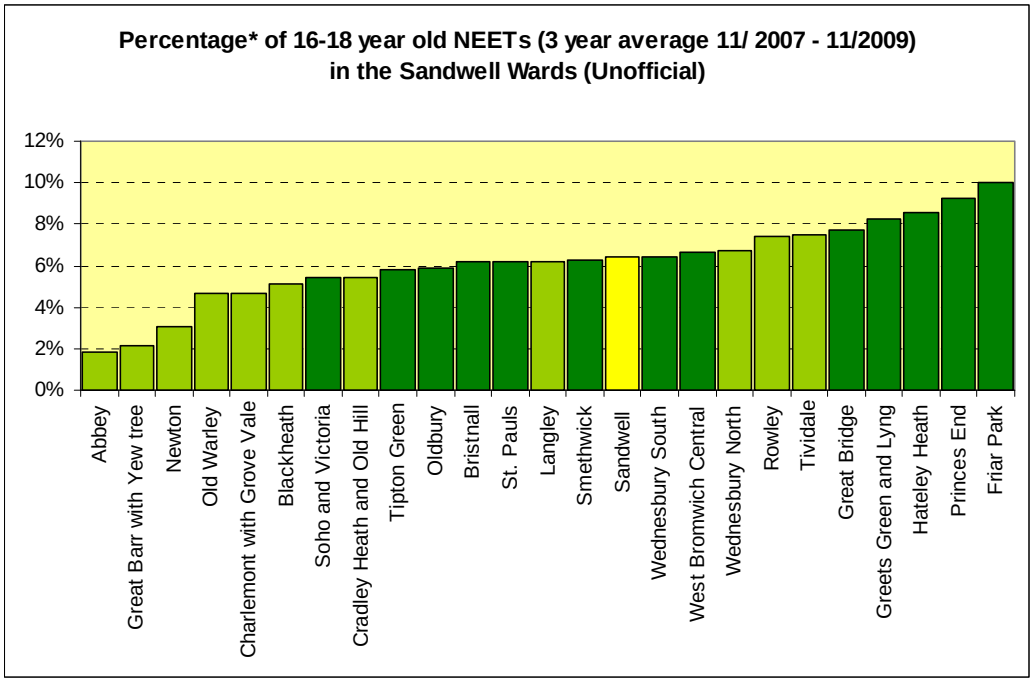
[4] Institute of Employment Research, University of Warwick and BMG Research for WMRO, 2007

A number of initiatives are taking place at a borough wide level to address these issues. Examples of these interventions are:

- Connexions Personal Advisors – for all young people aged 13-18
- Vulnerable Young Peoples Group
- Young Offenders Initiative – Occupational Tasters for 16-18 NEET
- Raising Aspirations – Occupational tasters and training for young parents NEET
- BME Targeted Support

Using Black Country Connexions data from 2009, Research Sandwell has produced local estimates of the proportion of 16-18 year olds in the NEET group (see figure 25). Please note that the estimates may differ from official published data. These estimates show that Bristnall has a NEET rate of 6.2% compared to Sandwell's rate of 6.4%, therefore Bristnall's NEET rate is below the borough average.

Fig. 25: Percentage of 16-18 year old NEET in the Sandwell Wards



Source: Black Country Connexions (2007-2009): Analysis - Research Sandwell
** Approximate 16-18 year old population base*
Dark green shading indicates the13 priority wards

Child Poverty

Based on the most up-to-date figures, child poverty in the Bristnall ward is an important issue (see figure 26). In absolute numbers of all children in poverty, Bristnall was the 8th highest ward. Proportionally, Bristnall was the 15th highest ward with children in workless families (27%); 9th highest ward with children in families on Working Tax Credits (29%); and the 12th highest ward regarding children in low income families (56%).

At a national level, the Government has increased its focus on reducing child poverty. This can be seen in two current bills which are in the process of becoming law (April 2010): The Equalities Bill 2009 and the Child Poverty Bill 2009. The reduction of child

poverty will have a major impact on all areas of local authority service provision and is at the heart of Sandwell MBC's Anti-poverty strategy. The next section addresses how the Anti-poverty strategy ties in with the NESPs.

Fig. 26: Child Poverty Rates in Sandwell 2006

		All Children	Children in Workless Families		Children in families on Working Tax		Total Children in low-income	
Local Authority and Wards	**ONS Code**	**Number**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Sandwell	00CS	71,105	20,540	29%	21,250	30%	41,790	59%
Abbey	00CSFA	2,185	355	16%	440	20%	795	36%
Blackheath	00CSFB	2,965	835	28%	785	26%	1,620	55%
Bristnall	00CSFC	3,125	855	27%	905	29%	1,760	56%
Charlemont	00CSFD	2,235	355	16%	475	21%	830	37%
Cradley Heath and Old Hill	00CSFE	2,945	730	25%	760	26%	1,490	51%
Friar Park	00CSFF	2,905	1,080	37%	785	27%	1,865	64%
Great Barr	00CSFG	3,175	550	17%	690	22%	1,240	39%
Great Bridge	00CSFH	3,310	955	29%	870	26%	1,825	55%
Greets Green and Lyng	00CSFJ	2,705	955	35%	940	35%	1,895	70%
Hateley Heath	00CSFK	3,215	1,050	33%	895	28%	1,945	60%
Langley	00CSFL	2,910	605	21%	680	23%	1,285	44%
Newton	00CSFM	2,550	525	21%	565	22%	1,090	43%
Old Warley	00CSFP	2,310	345	15%	560	24%	905	39%
Oldbury	00CSFN	2,880	920	32%	940	33%	1,860	65%
Princes End	00CSFQ	3,425	1,325	39%	890	26%	2,215	65%
Rowley	00CSFR	3,025	855	28%	780	26%	1,635	54%
Smethwick	00CSFT	3,045	1,135	37%	1,015	33%	2,150	71%
Soho and Victoria	00CSFU	2,830	1,400	49%	905	32%	2,305	81%
St. Pauls	00CSFS	3,845	1,385	36%	1,310	34%	2,695	70%
Tipton Green	00CSFW	4,330	1,230	28%	1,335	31%	2,565	59%
Tividale	00CSFX	3,175	805	25%	705	22%	1,510	48%
Wednesbury North	00CSFY	3,090	830	27%	900	29%	1,730	56%
Wednesbury South	00CSFZ	2,545	750	29%	725	28%	1,475	58%
West Bromwich Central	00CSGA	2,405	690	29%	795	33%	1,485	62%

Source: Child Benefit Statistics, August 2006 Geographical analysis

2.4. Anti-poverty Strategy

Sandwell MBC's Anti-poverty strategy (2010-13) identifies the following outcomes:

- All residents in Sandwell will enjoy a minimum income standard and there will be a reduction in child poverty

- Routeways will have been created which enable residents to develop skills and qualifications and take up work in key skill sectors**,** support local business and encourage new enterprise in those sectors

- Quality accessible and affordable local services are in place, which also provide routeways into work and workforce progression for local residents.

- Residents view their neighbourhoods as being positive places to live with strong social networks

- Residents believe they can engage in local service development and shaping of local initiatives including this strategy and have a positive impact

- Groups and communities most at risk of exclusion or discrimination can identify positive benefits and improvements to their lives and communities

In order address the above outcomes with regard to the NESPs, the following aims have been set out:

- To provide more positive activities and facilities for children and young people to raise aspirations

- To support families and parents to achieve better outcomes for their children and themselves

- To encourage community engagement to enable local identification of issues and involvement in solutions

- To improve opportunities for young people NEET to access employment including apprenticeships and volunteer activities

- To raise the standards and achievement in all learning settings

- To deliver improved and relevant education and training for the Sandwell's economy

- To support more people to be independent for longer (e.g. sustainable employment)

2.5. Key Research Findings

- The Bristnall ward has a similar population profile than the borough with regard to gender. However, it has a slightly higher proportion aged 45 and over and lower levels aged between 16 and 44.

- The ward has above borough levels of people with a limiting long-term illness and not in good health.

- The overall level of economic activity in Bristnall is slightly lower than the borough average. This difference is mostly significant for males.

- There is a net outflow of workers from the Bristnall ward.

- The proportion of females in full-time and part-time employment is well above the borough average; whilst male full-time employment is considerably below the borough average.

- In the Bristnall ward, the level of worklessness for priority groups identified that the over 50s were in the top quartile.

- The ward has a higher proportion of people with no qualifications than the borough average.

- In Bristnall, ESA and IB claimants formed a much greater proportion of the working age population than the borough average.

- Bristnall has a high IB claimant rate, some 0.8% above the Sandwell level. In May 2009, it was the 10th highest of Sandwell's 24 wards.

- The IB claimants are most likely to be men; they are also likely to fall in the 25-49 age group. 83.9% of all IB claimants in Bristnall have been claiming for 2 years plus with 64.2% of all claimants on IB for 5 years and over.

- The JSA claimant rate in Bristnall is generally lower than the borough average. In November 2009, it was 0.7% below the borough average.

- Bristnall has a higher proportion claiming JSA for up to 6 months than the borough average.

- One LSOA in the Bristnall ward scores in the worst 20% of the country, three score in the worst 30%.

- Regarding new business starts, Bristnall ranked 14th out of the 24 wards in Sandwell

- Regarding child poverty, in absolute numbers, Bristnall was the 8th highest ward with children in workless families. Proportionally, Bristnall was the 9th highest ward with children in families on Working Tax Credits; and the 12th highest ward regarding children in low income families.

2.6. Priority Actions

The Oldbury Employment Skills Panel workshop, covering the Bristnall ward, convened in February 2010. Based on the above research findings and feedback at community level the following three priorities were identified:

- Addressing the higher than borough level without qualifications
- Addressing worklessness among the 18 to 24 age group
- Addressing a higher proportion unemployed for less than 6 months (sustainable employment)

Bristnall, proportionally, has a higher than borough average unemployed for less than 6 months; residents with no or low qualifications and increasing youth unemployment. At ward level there are many organisations that provide support for the unemployed. For example, Joblink provide a wide range of services from help to write a CV to assisting with job search. Peopleserve, via their 'skills for jobs' programme, provide flexible pre-entry education. TOPPs help with pre-employment training via short programmes that include gaining the CSCS card needed for the construction industry. SAFL provides accessible, informal and formal learning opportunities, and Ideal for All, provide a range

of social and health care services to support disabled people, carers and disadvantaged groups to learn new skills and live as independently as possible.

Regarding those with no or low qualifications, provision of courses aimed at softer skills is seen as a key intervention to increase motivation. This intervention can encourage people to take up training or sign up on courses once confidence and self-belief is established. The programmes funded via the WNF and NLDC have already enabled Sandwell residents to gain key skills required in overcoming personal barriers and gain successful entry to employment. This provision needs to be increased and sustained in Bristnall.

However, the current funding regime predominantly provides training opportunities on a short-term basis. And therefore it was suggested that funding should be less about numbers and more about gaining sustained employment. Moreover, it was argued that greater availability of training information or improved accessibility to training information is needed in the ward. Equally as important, is the need for flexibility in training, for example, help with regard to child care was cited as an issue as well as greater provision in travel costs. (Currently, travel costs are coming out of the training providers' budgets.) It was also suggested that greater links between training providers is needed to improve client provision.

It was further debated that services will need to prioritise the 18-24 year age group in Bristnall as sustained employment for this group is a major concern for the ward. The level of JSA claimants in this age group is rapidly increasing. As much as there has been the introduction of the Young Person's Guarantee (YPG), claimants are not referred on to this scheme until they have claimed JSA for 10 months. Additionally, young people on short term training programmes or employment are slipping through the 'net' when their contract is over. Consequently, there is need to monitor what happens to young people, after completion of training courses or entering employment. For example, are young people entering sustained employment or simply returning to JSA? Therefore, there is a requirement for long-term investment strategies to address the needs of young people.

To address worklessness in general, it was suggested that even more targeted funding is needed. For example, to increase the number of placement opportunities for jobseekers to develop skills and gain experience. Additionally, employer engagement was also identified as an issue that needs addressing. It was suggested that better connections are required between employers and the training provided locally with more work-based training a necessity. A key issue is that if training is to be more relevant to the needs of local employers, greater consultation is required. One suggestion has been to set up an event at which local employers could meet up with potential employees and local training providers. This will be an opportunity to network for all parties and for employers to pass on appropriate advice. Another suggestion was for the local authority to set up a website similar to 'FinditinSandwell' to gather information on organisations and training courses provided in the borough.

3. Current Service Provision

This section (shown in Appendix 1) outlines current employment and skills focused services located/delivered in the neighbourhood and those serving the neighbourhood.

Appendix 1 also includes mainstream activities, e.g. New Deal, Employment Zones and IAG/Nextsteps provision. Due to the current economic climate it has not been possible to obtain an accurate impact assessment relating to Sandwell's interventions under the City Region Employment and Skills Multi Area Agreement categories. Moreover, the annual targets presented owing to change are under review (see section four: Targets below).

3.1. Voluntary Sector

The voluntary sector is involved in the delivery of City Region Employment and Skills Multi Area Agreement initiatives. Sandwell MBC has worked with the voluntary sector to ensure they gain the associated Quality Marks to ensure a minimum standard.

The Council supports a number of Voluntary Sector organisations with funding from its Economic Regeneration Theme budget to deliver employment and training support to those most disadvantaged in Sandwell. Several of these agencies offer a borough wide service e.g. Sandwell Women's Enterprise Development Agency, Sandwell African Caribbean Development Agency, Groundwork West Midlands, 6 Towns Credit Union Ltd and Ideal for All Ltd.

3.2. Private Sector

The key employment and skills focused services provided by the private sector is in partnership with the public sector: the Local Employment Partnerships (LEPs). The LEPs were launched by JCP in 2007. They rely on a simple principle that matches priority customers who have been supported to become work ready with employers who have vacancies. In Sandwell, Sandwell MBC are the preferred deliverer of the job training element on behalf of the LSC which is currently funded through the Moving Forward (Client Intervention Programme). Already as a result of LEPs 110 formerly unemployed people have moved into full time employment. Additional people have been taken on through work trials so this figure is expected to increase.

A successful model has been developed which involves initial engagement with the employer to determine their needs, i.e. the type of skills, training and competencies required. Then a training plan was developed to provide relevant and tailored training which is tendered out to local training providers (this includes all the Working Neighbourhood Fund (WNF) Neighbourhood Learning in Deprived Communities (NLDC), many of which are voluntary community sector organisations). This is also useful to the local economy as it increases the availability of training contracts within the borough. The next stage is to hold a series of Open Days where candidates are referred through JCP. Following an initial sift, candidates are entered onto the pre employment training course which then leads successful candidate to guaranteed interviews. During the process the employer has large amounts of contact with the candidates which assist in ensuring the candidates are clear on what is required.

Experience is showing that due to the success of the scheme the same employers are returning with further rounds of recruitment so that the same process can be used to fill further vacancies. Another measure of the schemes achievement is that Sandwell MBC was runners up in the Partnership Works category at the 2009 national LEP awards.

Key companies that have are involved in the LEP include: Automobile Association (AA – Oldbury); Arnold Clarke and British Gas.

3.3. Public Sector

A major public sector initiative delivering employment and skills services is the West Midlands Regional Public Sector Hub. This is the European Social Fund Public, Health and Social Care Hub and is a West Midlands wide employer engagement project (the WM Partnership) lead by Sandwell MBC. The partnership consists of partners from the West Midlands including Local Authorities, Sector Skills Councils, Colleges, PCTs, NHS Trusts and training providers.

The aim of the hub is to develop, implement and co-ordinate a Public Sector Hub, that will offer focused employer engagement to those sectors across the West Midlands Region. In the current economic climate it is crucial to un-lock the potential of sectors where there will continue to be recruitment opportunities such as the Public, Health and Care sectors.

An Employer Engagement Strategy will direct the focus of the West Midlands Partnership, tailored to the type and scale of employer and geographical differences. Employment brokers will act as a professional recruitment brokerage service specialist to the public sector.

The Hub will engage with the following sub-sectors;

- Health (Strategic Health Authority, Skills for Health)
- Social Care
- Children's Workforce (Local Authorities, Children's Workforce Development Council)
- Local Authorities (Local Government Association)
- Education – Further Education, Higher Education, Schools (Lifelong Learning UK)
- Criminal Justice (Skills for Justice)
- Government Skills
- Community and Voluntary
- Civil Service

The WM Partnership will work with employers to review their current recruitment practices by highlighting the benefits they can gain by signing up to LEPS, and the Skills and Jobs pledges. It will act as a bridge between public sector employers and programmes throughout the region designed to engage with unemployed beneficiaries and move them into employment. The vacancies generated from the project will be made available to these programmes. Guaranteed interviews will be negotiated with the employers who will receive support from start to finish of the recruitment process, including once the employee is employed.

4. Targets

The LAA targets have been reviewed for 2010/2011. The worklessness target NI 152 within the LAA has been superseded following the introduction of the Multi Area Agreement (MAA). Appendix 2 has the most up-to-date targets.

5. Gap Analysis and Action Plan

A gap analysis will be ongoing and undertaken by the Employment and Skills Panel which is responsible for reporting the impact of service provision.

5.1. Borough Level

To improve the collective client service offer to workless residents of Bristnall, Sandwell will need to consider how it can deliver a programme that includes as a minimum, the following enhanced elements wrapping around existing mainstream employment support programmes:

- Initial action planning
- Identification of personal needs
- Skills needs analysis
- Travel to interview and work support
- Provision of bespoke training linked to specific vacancies
- Into work training entitlement to NVQ Level 2

This will improve progression routes for individuals to and through the network of locally available employment support provision by setting up a locally focused caseload management function to coordinate client engagement and referral across all local provision.

5.2. Ward Level

(See 2.6.: Priority Actions)

6. Performance Management Framework

The performance management structure that underpins the delivery of the City Region Employment and Skills Multi Area Agreement in Sandwell is as follows:

- **Employment and Skills Panel:** These groups will receive the NESPs for information and provide ward level intelligence etc.

- **Employment Group:** This is the local management group and comprises of senior council officers and middle managers from JCP and the LSC. The group will monitor the overall delivery of the City Region Employment and Skills Multi Area Agreement via the NESPs and ensures that there is full collaboration of all partners such as the LSC and JCP.

- **Business Group:** This group comprises of the Sandwell MBC, Sandwell Chamber of Commerce and key business support agencies, including Business Link West Midlands. Advantage West Midlands, The LSC, Sandwell Traders Association and the Black Country Consortium are also on board. This group will help to support and expand Sandwell's economy. A critical part of this will be helping to ensure the needs and benefits to the business community are

discussed when the council and its partners make decisions affecting local economic development.

- **Adult Learning and Skills Group (ALSG):** This group comprises of funders and council officers. It takes responsibility for providing the framework and associated strategic planning and reviewing of Adult Continuing Learning (ACL) across the borough ensuring learning opportunities for local people which are of a high standard and easily accessible across the six towns. It incorporates the work of the Adult and Continuing Learning Group and overarching Skills for Life work.

These groups report to the overarching Skills and Economic Regeneration Partnership**.**

- **Sandwell Economic Regeneration Partnership (SERP):** The SERP is primarily concerned with monitoring the delivery of the LAA and remediating any delivery issues

Sandwell MBC Programmes and Performance Group are tasked with monitoring the borough's LAA at the highest level, along with the appropriate council Cabinet Advisory Team.

7. Contacts, Acknowledgements and Appendices

7.1. Contacts

The production of Sandwell's NESPs has been undertaken by the Economic Regeneration and Skills Division and Research Sandwell.

For enquiries relating to the City Region Employment and Skills Multi Area Agreement, contact:

Kim Mocroft, Employment and Skills Service Manager
Tel: 0845 352 1255
Fax: 0121 569 3131
Email: Kim_Mocroft@Sandwell.gov.uk

For all other enquiries, please contact the NESPs project officer:

Andy Bywater, Economic Regeneration Strategy Manager
Tel: 0121 569 3083
Fax: 0121 569 3131
Email: Andy_bywater@Sandwell.gov.uk

7.2. Acknowledgements

This NESP was produced with the assistance of the following individuals:

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Steve Bridgewater – Sandwell MBC Research Sandwell
Mel Chillingworth - Sandwell MBC Research Sandwell
Jane Cole - Sandwell MBC, Economic Regeneration & Skills Division

Jason Copp – Sandwell MBC Research Sandwell
Rosie Edwards – Sandwell MBC Anti-poverty Strategy
Debbie Geary Sandwell MBC, Economic Regeneration & Skills Division
Katherine Hewitt – Sandwell MBC Communities Unit
Roger Litchfield - Sandwell MBC, Economic Regeneration & Skills Division
Kim Mocroft - Sandwell MBC, Economic Regeneration & Skills Division
Nicy Morgan - Sandwell MBC, Economic Regeneration & Skills Division
Helen Peach - Sandwell MBC, Economic Regeneration & Skills Division
Adele Philips - Sandwell MBC, Economic Regeneration & Skills Division
Dale Stewart - Sandwell MBC, Economic Regeneration & Skills Division
Ann Thomas - Sandwell MBC, Economic Regeneration & Skills Division
Kelly Thomas - Sandwell MBC, Economic Regeneration & Skills Division
Marcus Whiting - Sandwell MBC, Economic Regeneration & Skills Division

7.3. Appendices

30th June 2010

Appendix One

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
All Workless Residents	People supported into sustained employment	Advice and support, job-search activity, pre-employment training, in work support and NVQ delivery	A4e Ltd	All Sandwell Borough	DWP Flexible New Deal	5 years from Oct 2009	Graham Wiggall Tel 0121 524 1651
All Workless Residents	People into employment	Advice and guidance Job search CV building	Lion Farm Action Centre / Joblink	Oldbury Rowley Regis Tividale	SMBC NLDC		Kate Cross
All Workless Residents (In Work and Off Sick Leave)	Focusing on Fit For Work Programme We also Sign posting people into Employment Services and Volunteering opportunities with The Healthy Communities Collaborative Programme where We Promote Early Presentation of Cardiovascular / Cancer Disease Organising Activities within the Community/Workplaces/GP Practices	Referring Individuals who are in work and off sick for Health Reasons	Pathfinder Healthcare Development CIC and Ingeus	Sandwell Borough	Sandwell Pct	End March 2011	ffw@ingeus.co.uk Free Phone Number 0800 321 3180 Or Pathfinder Healthcare Developments CIC Suzanne Hemming **Suzanne.Hemming@Nhs.Net** Mobile 07877493377 Nadia Ahmed Nadia.Ahmed@Nhs.Net

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
All Workless Residents	Improving skills for people unemployed, sign posting individuals to Employment services; NHS Routeways and others within the Sandwell Borough. Referring individuals to Fit For Work Programmes to support people who are in work but struggling to manage their Health Condition and stay in work To support individuals who are off Sick for Health reasons Referring individuals to their GP to follow-up further checks when picked up as having High Blood Pressure Refer individuals to Health and Wellbeing Services for Physical Activity/Slimwell/Cookwell classes and Healthy eating programmes	A wide range of Services Offered by One Service for pan Sandwell Including Health Awareness Training for Existing and New Volunteers	Pathfinder Healthcare Developments CIC	Sandwell	Sandwell PCT	End March 2011	Nadia Ahmed Nadia.Ahmed@Nhs.Net
All Workless Residents	Self employment	Information, advice, training 1 v 1 or 1 v many	Black Country Enterprise Limited	Black Country	Business Link / AWM	To 31.3.11 and after	Chris Cooper 07810 377781
All Workless Residents	Recruitment of Volunteers to support the organisation and to provide pathways to employment for those that are seeking employment	Recruitment Training Advice Information provision	Blackheath Live at Home	Sandwell	SMBC/WNF		Helen Peach

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
All Workless Residents	Clients into further training or employment to improve skills, confidence and employability	Pre-employment recruitment and training, incl. advice and guidance, brush up on literacy and numeracy skills and opportunity to gain a basic skills qualification	Community Action Project	Sandwell	SMBC/WNF	12 months	Tony Campbell 0121 5653273
All Workless Residents	People into jobs in the construction sector	Pre-employment recruitment and training, i.e. advice and guidance to both employer and applicant	SMBC Think Local Construction	Borough-wide	SMBC / WNF		Paul Smith
All Workless Residents	Support and help unemployed people to get a full or part time employment. Also provide jobs in volunteering.	One to one support including outreach, advising and offering training programmes, which assist to build skills for you to meet the demand of the employers.	CBO	West-Bromwich and Wednesbury Area	WNF/NLDC		Fokhruz Zaman & Raska Begum
All Workless Residents	Improved skills, confidence and employability	A wide range of services and intervention to support individuals to improve their chances of getting into employment.	Confederation of Bangladeshi Organisations (CBO)	Sandwell	WNF NLDC	March 2011	Shabud Ullah

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
All Workless Residents	Improved skills, confidence and employability	Informal learning taster sessions in gardening, healthy eating, energy saving.	Groundwork West Midlands	Tipton	Sandwell NLDC	6 months	Stephen Cook 0121 530 5500
All Workless Residents	Client Engagement Mentoring & Personal Support Employability course Work Placements Support	Advice & Guidance Individual mentoring & personal support Employment Skills training Job Club Youth Club Personal development ESOL Literacy & Numeracy Computer courses	Ideal for All Ltd	Borough wide Focus significantly in Oldbury & Wednesbury	Working Neighbourhood Fund, NLDC, EDS	1st April 2010 to 31st March 2011	Beverley Banks
All Workless Residents	Sustainable employment and work experience Self-employment support	Flexible New Deal Support Contract Flexible Routeways	FSD A4E A4E Shaw trust	District Wide	DWP mainstream DWP mainstream ESF (via DWP)		JCP advisers
All Workless Residents	People assisted in accessing sustainable, improved employment across all sectors, including Private, Public & Voluntary.	Pre-employment skill/ability assessment, support in vocational training, Jobsearch, CV, Application Form,	Joblink (Joblink North, based @ Princes End, Tipton & Joblink South based @ Rolfe Street,	Borough-wide via static Bases & multiple Outreach Venues. All age	SMBC/WNF	End-March 2011, (possible extension to end-March 2013 subject to funding approval).	Joblink North ~ Ted Cook 0121 557 4480 Joblink South ~ Asad Ashraf 0121 558 4142

		on-line Application for employment & Interview support, Mentoring & Advocacy.	Smethwick)	groups whether currently unemployed, or in employment.			
All Workless Residents	*Development of soft skills e.g. confidence & work related skills People into employment	Information, advice & guidance 'World of Work' training Supported Work placements 1:1 Mentoring & support Out reach service Support with travel costs Travel training	Landau	Sandwell re Work Prep Pre-dominantly Wednesbury re WNF	JC+ Funded Work Prep programme (referrals via Disability Employment Advisers) WNF (open referral process)	Sept 2010 (Work Choices programme will replace it) March 2011	Denise Randell Area Manager Millennium Centre Friar Park Road Wednesbury WS10 0JS 0121 556 8246 Denise.randell@landau.co.uk
All Workless Residents	People supported with barriers to employment and training. Access to a supported information service	Information, advice and guidance Engagement, mentoring and support Single access drop in information service, free internet access, learning opportunities. Community development approach to supporting people when presenting with complex issues	Murray Hall Community Trust: Neighbourhood Links Health Point	Tipton Green, Princes End, Great Bridge	WNF PCT	Funding reviewed annually	Carol Prendergast 0121 557 5269 Jean Williams 0121 612 1900

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
All Workless Residents	Support people into jobs	Pre-employment support for adults. Support to overcome barriers to work. This includes one to one guidance, training, and self-directed job search. Clients are also allocated a dedicated job broker to identify and source relevant vacancies.	Peopleserve, Tipton	Borough-wide	ESF		Ann Thompson
All Workless Residents	Assisting people into jobs and/or suitable training to enhance their employment prospects	Resource Area/ Internet access ICT Courses Job search advice and guidance CV preparation	Training & Enterprises Centres Services housed within TECs- Joblink Flexible New Deal Heathfield College	Sandwell	SMBC/WNF Heathfield College	Ongoing	John Ellsmore Linda Ridgway Sue Stanley (Joblink) 01384 858100
All Workless Residents	Unemployed Sandwell residents 16+ into jobs within NHS Careers	Advice and Guidance, pre employment training, job brokerage, Volunteering Opportunities Access to vacancies within the NHS	NHS Routways	Sandwell	WNF PCT ESF	March 2011	Seema Mair Angela Dandikar-Patel 0121 569 2411/2424

		including a guaranteed interview scheme					
All Workless Residents		The Team Programme:12 week personal development course to enable people to seek employment, training or education – 16 to 25 yrs	City of Wolverhampton College	Black Country	LSC	On-going	Sharon Beech 01902 821906
All Workless Residents	Support & Mentor people through their journey into finding employment, Offer course such as Employability Support course, ESOL courses. Job-club.	Advice & guidance. Help with job application.	Smethwick Bangladeshi Youth Forum	St Pauls Ward	Sandwell MBC (WNF & NLDC	2 years	Lobley
All Workless Residents	People trained in priority sectors	Full level 1, 2 and 3 training courses in a range of sector areas (see prospectus for further details)	Sandwell College	Borough wide and beyond	SFA	On going	Client Services West Bromwich Smethwick Oldbury Campuses 0121 5566000
All Workless Residents	Aged 19 plus Progression toward level 2 qualifications, job with training	Work Focused Training/ 45 or 75 hours training	SMBC Sandwell College	Black Country wide	LSC		Marie Mathews
All Workless Residents	Improved skills, confidence and employability	Employability sessions, confidence/motivation and self esteem sessions, Literacy/Numeracy support sessions, IT sessions, skills training – First Aid, Health &	SWEDA Ltd	Borough-wide	SMBC/WNF		Jackie Leech

		Safety and Food Hygiene					
All Workless Residents	Improved chances of obtaining employment or becoming economically active for BME, lone parents and 50+	Provide IAG with personal mentoring support and 1 week employability training.	Smethwick Youth & Community Centre.	Smethwick			Harjinder Malhi
All Workless Residents	Client will gain a Literacy & Numeracy qualification as well as a City & Guilds Employability Award.	Classroom based teaching, work placements, employability workshops and support and information, advice and guidance.	TBG Learning, West Bromwich	Sandwell	LSC and JCP	Contract annually reviewed Currently holding 2009/10 contract	Jayne Baynard 0121 524 5498
All Workless Residents	To provide training and work placements	Health and safety Manual handling Food hygiene Interview techniques Work placements	Tipton Community Action Group	Sandwell	NLDC	Current until July 2010	Sarah Jones Tipton Christian Church Waterloo street Tipton DY4 8NR
All Workless Residents	Access to free Internet use for job searches etc. Books, leaflets etc regarding careers and training, IT training provided by SAFL at various levels.	Open access facility for all groups	Wednesbury Library	Wednesbury Area	SMBC		Samantha Goode
All Workless Residents	Offer support to all sections of the local community, to access appropriate support, signpost to appropriate training & specialist services	Adult learner taster classes Signposting to benefit advice Signposting to IAG services Signposting to adult learning providers	SAFL LearnDirect OU Welfare Rights In house via individual schools Through WBCC	West Bromwich Central	Through extended services budget	Funding guaranteed for extended services until August 2011	Nikki Russell 07772 810332 Nikki.russell@ newtown.sandwell. sch.uk

		Family learning opportunities	Through Parental Support Advisors				
All Workless Residents	Client will gain a Literacy & Numeracy qualification as well as a City & Guilds Employability Award.	Classroom based teaching, work placements, employability workshops and support and information, advice and guidance.	TBG Learning, West Bromwich	Sandwell	LSC and JCP	Contract annually reviewed Currently holding 2009/10 contract	Jayne Baynard 0121 524 5498
All Workless Residents	Improved skills, confidence and employability	Pre-employment recruitment and training, i.e. advice and guidance and job specific courses and training to support people back into work e.g. CSCS, Food Hygiene and Customer Service	TOPPS	Oldbury Rowley Regis Tipton Wednesbury West Bromwich Smethwick	WNF, Joblink Intervention Fund	Completion Mar 11	TOPPS 0121 421 5514 Unit 9 Belper Ent. Park Greets Green Rd West Bromwich B70 9EN
All Workless Residents	People 18 + into jobs	I.A.G, pre employment training, vocational training when needed, specialist I.A.G for clients with specialist barriers, job search support, employer support, in work support, placements	Shaw trust	Sandwell	ESF / DWP		Michelle Bayliss

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
All Workless Residents	People able to commence employment and sustained in that employment.	Supporting with up to 3 months public transport costs. Journey planning and support with public transport costs for interviews.	WorkWise	All of Sandwell	ERDF (SUD Package) WNF	Currently December 2013	Shanara Begum 0121 569 2146
All Workless Residents	Reduce worklessness	To help all young people realise their potential and help overcome barriers to learning.	Connexions Sandwell	Borough-wide	Statutory LEA funding	Statutory Service	Subat Khan 0845 352 0055 subat_khan@sandwell.gov.uk Pauline Gooden 0845 352 0055 Rowley Regis /Cradley Heath Pauline_Gooden@sandwell.gov.uk
NEETs	Improved skills, confidence and employability	Advice and guidance Job search CV building Confidence building	Lion Farm Action Centre/Connexions (By appointment)	Oldbury (B69 1)	SMBC		Kate Cross
NEETs	Improve skills confidence and employment opportunities	A wide range of services resources facilities and information supporting Education	In house support	Sandwell	Charitable Trusts SMBC		Susan Kirkham Helen Peach

		Equality Health and Opportunity					
NEETs	Clients into further training or employment to improve skills, confidence and employability	Pre-employment recruitment and training, incl. advice and guidance, brush up on literacy and numeracy skills and opportunity to gain a basic skills qualification	Community Action Project	Sandwell			Tony Campbell 0121 5653273
NEETs	Improved skills, confidence and employability	A wide range of services and facilities for the local community that supports the development in key areas including Education, Employment, Equality of Opportunity	Smethwick Youth and Community Centre	Smethwick area			Harjinder Malhi
NEETs	Engage in employment with education, further education and volunteering work linked to training A more confident rounded young person	Entry to Employment programme which is in its transition period of Foundation Learning Each learner has a individual action plan the programme consists of Employability, Personal and Social development,	Greenspring Training West Bromwich	West Bromwich area also borough-wide	Young People's Learning Agency (YPLA)		Beverlie Weston – Brown or Jennifer Hall

		Literacy, Numeracy ESOL interlinked to a vocational option in Construction, Administration, Woodwork, Music and Motor Vehicle studies All lines of study are accredited					
NEETs	Raised aspirations and qualifications Improved skills, confidence and employability Level 2 in Horticulture and Construction	Work around confidence and key issues to help inclusion Short, medium, long term volunteer placements+ support. Vocational training	Groundwork West Midlands Groundwork West Midlands Groundwork West Midlands	Sandwell Sandwell Sandwell	Schools V	ongoing 3 years ongoing	Terry Breen 0121 530 5500 Amit Dattani 0121 530 5500 Brian Kempson 0121 557 8549
NEETs	Support towards vocational training & sustainable employment.	Pre-employment skill/ability assessment, support in vocational training, Jobsearch, CV, Application Form, on-line Application for employment & Interview support, Mentoring & Advocacy.	Joblink (Joblink North, based @ Princes End, Tipton & Joblink South based @ Rolfe Street, Smethwick)	Borough-wide via static Bases & multiple Outreach Venues. All age groups whether currently unemployed, or in employment.	SMBC/WNF	End-March 2011, (possible extension to end-March 2013 subject to funding approval).	Joblink North ~ Ted Cook 0121 557 4480 Joblink South ~ Asad Ashraf 0121 558 4142

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
NEETs	Development of soft skills e.g. confidence & work related skills Young People into education, employment & training	Information, advice & guidance 'World of Work' training Work placements Mentoring & support Out reach service Support with travel costs Travel training		Sandwell	Prospects LSC/ESF (referrals via Connexions)	Dec 2010	
NEETs	Improved skills, confidence and progression towards employment and training opportunities	Information, advice and guidance, Mentoring and support through community development activities	Murray Hall Community Trust Connecting Communities		Sandwell Partnership	June 2010	Carol Prendergast 0121 557 5269
NEETs	Progression to college employment or other provider/apprenticeship		Rathbone Sandwell	Black Country	Local Authority	Until Aug 09 Foundation Learning to come in Aug 10	Lynne Whitehouse 0121 522 6990
NEETs	Improving employability	ICT course	FETC	Rowley Regis	SMBC	Ongoing depending on demand /response to invitations	Via reception – Linda Ridgway 01384 858100
NEETs	Specific support to Young Parents (see families below)	Joint working with PCT (Teenage Pregnancy Unit) to support all young parent families	PCT Supported by Rowley CC	Lion Rowley Town	PCT and Sure Start Grant		Suzanne Cox 559 9916 (PCT contact TBA)
NEETs		The Team Programme:12	City of Wolverhampton	Black Country	LSC	On-going	Sharon Beech 01902 821906

		week personal development course to enable people to seek employment, training or education – 16 to 25 yrs	College				
NEET	Youth- club	Give young people some activities to do, to keep them off the St	SBYF	Sandwell	Funded by the Council	On-going	Ajid
	Lunch-club for men & 2 groups of Women Only exercise	To get the community to come out & keep-fit with advice on eating healthy	SBYF	Sandwell	PCT	On-going	Arina
	Advice Support Work	Communicating on behalf of clients coming any with day to day issues as well as filling in forms, making phone calls for people who does not speak good English	SBYF	Smethwick	Communities Hardship Funds	9 Months	Soyfur
NEETs	Progression to level 2 programmes 14-19 3 Programmes What Next 14-19 Integrated Studies(16-18 LDD Full time programmes) A2B 16-18 Full time	Following foundation learning programmes personalised to develop their academic and social skills to access level 2 or employment	Sandwell College	Borough wide and beyond	YPLA	On going	Neil Baker/Lyn Lewis, Sue Mills

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
NEETs	Support for Young People	Programme for 16-17 year olds to develop aspirations and improve soft skills to help young people return to education/training	SWEDA Ltd	Borough-wide	E2L		Emma Simms
NEETs	Client will gain Literacy & Numeracy qualification, confidence and progression to future learning.	Activity days, counselling if required, information, advice and guidance, workshops covering substance abuse and interview techniques.	TBG Learning, West Bromwich	Sandwell	LSC and ESF	Contract annually reviewed for E2E. 3years contract for Kickstart	
NEETs	Access to free Internet use for job searches etc. Books, leaflets etc regarding careers and training . IT training provided by SAFL at various levels.	Open access facility for all groups	Wednesbury Library	Wednesbury Area	SMBC		Samantha Goode
NEETs	Offer support to all sections of the local community, to access appropriate support, signpost to appropriate training & specialist services	Adult learner taster classes Signposting to benefit advice Signposting to IAG services Signposting to adult learning providers Family learning opportunities	SAFL LearnDirect OU Welfare Rights In house via individual schools Through WBCC Through Parental	West Bromwich Central	Through extended services budget	Funding guaranteed for extended services until August 2011	Nikki Russell 07772 810332 Nikki.russell@ newtown.sandwell. sch.uk

			Support Advisors				
NEETs	Improved Skills Confidence and employability	Client Engagement Sessions: These will be worked on a one to one basis, with a qualified NVQ level IV IAG advisor, who will complete a thorough needs assessment and prepare the individual employment and skills action plan.	West Bromwich YMCA	West Bromwich Central including Greets Green and Lyng	NLDC	12 Months	Cheryl Plant
NEETs	To help overcome any barriers faced by this group. To reduce the number of 16 – 19 year olds who are not in education, employment or training.	To provide information, advice and guidance to help overcome barriers faced by this group and their families. Improve skills, address training needs and increase chances of employability	Connexions Sandwell	Tipton	N/A	On-going	Michelle Smith 07855 037 425 Liz Dooley 07855 039 538
NEETs	Reducing NEETs Reducing the number of 16-18 young people whose destination is not known. Placing young people 16-19 into education, training and employment	Provide information, advice and guidance on a range of issues including jobs, training and careers. Referrals to other	Connexions Sandwell	Borough-wide	Statutory LEA funding	Statutory Service	Subat Khan 0845 352 0055 subat_khan@sandwell.gov.uk Janet Slater 0845 352 0015

		support agencies as appropriate. Making an Offer of Learning to 16/17 year olds as part of the Government's Jan and Sept Guarantee. Every NEET young person assigned a PA. Connexions Centres in West Bromwich and Wednesbury. Connexions Bus operates in the rest of the borough.					janet_slater@sandwell.gov.uk Pauline Gooden 0845 352 0055 Rowley Regis /Cradley Heath Pauline_Gooden@sandwell.gov.uk
NEETs	Client will gain Literacy & Numeracy qualification, confidence and progression to future learning.	Activity days, counselling if required, information, advice and guidance, workshops covering substance abuse and interview techniques.	TBG Learning, West Bromwich	Sandwell	LSC and ESF	Contract annually reviewed for E2E. 3years contract for Kickstart	Jayne Baynard or Eda Daud 0121 525 5498

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
NEETs	Improved skills, confidence and employability	Pre-employment recruitment and training, i.e. advice and guidance and job specific courses and training to support people back into work Soft skills, employability and work experience	TOPPS	Oldbury Rowley Regis Tipton Wednesbury West Bromwich Smethwick Rowley Regis	WNF, Joblink Intervention Fund Connecting Communities DWP	Completion Mar 11 Completion Jun 10	TOPPS 0121 421 5514 Unit 9 Belper Ent. Park Greets Green Rd West Bromwich B70 9EN
NEETs	People able to commence employment and sustained in that employment.	Supporting with up to 3 months public transport costs. Journey planning and support with public transport costs for interviews	WorkWise	All of Sandwell	ERDF (SUD Package) WNF	Currently December 2013	Shanara Begum 0121 569 2146
18 – 24 age group	Support young people with parenting	Young parents group	Lion Farm Action Centre / Sandwell Youth Services / SureStart	Oldbury Rowley Regis Tividale	SMBC		Kate Cross
18 – 24 age group	18+	Offering recognised Qualifications for Volunteering / Employment seekers	Sandwell Training and Development Centre TOPPS	Sandwell Sandwell	SMBC/WNF NLDC		Training Officer TLDC Chris nightingale
18 – 24 age group	Progression towards level 2 qualifications	Work Focus Training / 45 or 75 hours training	SMBC Sandwell College	Borough-wide	LSC		Marie Matthews

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
18 – 24 age group	Work experience and training. In placements, or in practical physical improvement teams, e.g. allotment / canal improvements Improved skills, confidence and employability Improved employability for graduates Environmental NVQs to Level 2 Horticulture training, Train to Gain and CSCS Cards	Paid 6 month placements with support and training Short, medium, long term volunteer placements +support. 6 month package of support and experience Delivering vocational learning to employed adults.	Groundwork West Midlands Groundwork West Midlands Groundwork West Midlands Groundwork West Midlands	West Midlands Sandwell Sandwell Sandwell	Future Jobs Fund V Project funding	Ongoing 3 years Ongoing ongoing	Heather Sheldon 0121 322 4546 Amit Dattani 0121 530 5500 Amit Dattani 0121 530 5500 Brian Kempson 0121 557 8549
18 – 24 age group	Client Engagement Recorded outcome Accredited outcome Work Placements Support for Young people	Advice & Guidance Individual & Group sessions Social & Life skills training Employability training Personal development ESOL,Literacy & Numeracy, and IT courses	Ideal for All Ltd	Oldbury	PAYP – Sandwell Council	1st October 2009 to 31st March 2011	Kolsoma Begum

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
18 – 24 age group	6 month Employment/work-focused training/work experience (@ 6 month of JSA claim)	Future Jobs Fund Work-focused training Routes into Work Community Task Force	Various (to be referred via JCP adviser)	District wide	DWP mainstream		JCP advisers
18 – 24 age group	Support towards vocational training & sustainable employment.	Pre-employment skill/ability assessment, support in vocational training, Jobsearch, CV, Application Form, on-line Application for employment & Interview support, Mentoring & Advocacy.	Joblink (Joblink North, based @ Princes End, Tipton & Joblink South based @ Rolfe Street, Smethwick)	Borough-wide via static Bases & multiple Outreach Venues.	SMBC/WNF	End-March 2011, (possible extension to end-March 2013 subject to funding approval).	Joblink North ~ Ted Cook 0121 557 4480 Joblink South ~ Asad Ashraf 0121 558 4142
18 – 24 age group	Development of soft skills e.g. confidence & work related skills Young People into education, employment & training	Information, advice & guidance 'World of Work' training Work placements Mentoring & support Out reach service Support with travel costs Travel training		Pre-dominantly Wednesbury Sandwell	WNF Prospects LSC/ESF	March 2011 Dec 2010	

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
18 – 24 age group	Young people supported with employment, training and apprenticeship opportunities	Engagement, mentoring and support, IAG, pre-employment support inc CVs, financial assistance	Murray Hall Community Trust: Connecting Communities Neighbourhood Links	Tibbington Estate, Princes End Ward	Sandwell Partnership	June 2010 Under review	Carol Prendergast 0121 557 5269
18 – 24 age group	Improving employability	ICT course	FETC	Sandwell	SMBC	Ongoing	Via reception – Linda Ridgway 01394 858100
18 – 24 age group		The Team Programme:12 week personal development course to enable people to seek employment, training or education – 16 to 25 yrs	City of Wolverhampton College	Black Country	LSC	On-going	Sharon Beech 01902 821906
18 – 24 age group	Moving on Up LDD NEET project for 19-25 year olds. Partnership with Prospects. 10 week programme (September 2010 start) leading to a full time place on a vocational/independent living course. Target 15 places	Specifically targeted at LDD gives learners a taste of a foundation programme. The hours are flexible & the programme develops skills and confidence to enable progression to work or a full time course.	Sandwell College	Borough Wide Oldbury Campus delivery centre	ESF	December 2010	Neil Baker/Lyn Lewis

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
18 – 24 age group	Improved skills, confidence and employability	Employability sessions, confidence/motivation and self esteem sessions, Literacy/Numeracy support sessions, IT sessions, skills training – First Aid, Health & Safety and Food Hygiene	SWEDA Ltd	Borough-wide	SMBC/WNF		Jackie Leech
18 – 24 age group	Improved confidence and interpersonal skills to improve inter-community harmony.	Worked with other organisations to bring young people together through sports and social environments.	Smethwick Youth & Community Centre.	Smethwick			Harjinder Malhi
18 – 24 age group	Client will gain 13 weeks work placement and assisted employability skills workshops throughout the program. Also will gain a letter of reference.	Work placement activity with a local employer/community benefiting organisation and weekly workshops on employability skills including CV's, covering letters. Interview techniques etc.	TBG Learning West Bromwich	Sandwell, Dudley, Wolverhampton and Walsall	DWP	Expected to end Sept 2011	Pardeep Sidhu (Raj) 0121 270 4959
18 – 24 age group	Access to free Internet use for job searches etc. Books, leaflets etc	Open access facility for all groups	Wednesbury Library	Wednesbury Area	SMBC		Samantha Goode

	regarding careers and training. IT training provided by SAFL at various levels.						
18 – 24 age group	Offer support to all sections of the local community, to access appropriate support, signpost to appropriate training & specialist services	Adult learner taster classes Signposting to benefit advice Signposting to IAG services Signposting to adult learning providers Family learning opportunities	SAFL LearnDirect OU Welfare Rights In house via individual schools Through WBCC Through Parental Support Advisors	West Bromwich Central	Through extended services budget	Funding guaranteed for extended services until August 2011	Nikki Russell 07772 810332 Nikki.russell@ newtown.sandwell. sch.uk
18 – 24 age group	• Improved employability. • Access training (both informal and accredited) • Improved confidence & self worth • Improved understanding of citizenship	20 young people in 4 neighbourhoods of the borough will be part of a structured "Connecting Communities" programme that includes elements of, training, mentoring, leadership, work experience, community good cause/challenge.	Friar Park Millennium Centre Murray Hall Development trust Centrepoint (Ocker Hill) Oakham Evangelical Church (Rowley)	Friar Park Tibbington Ocker Hill Brickhouse, Springfield, Grace Mary (parts of Rowley / Tividale Wards)	Connecting Communities (Government Funding through Department for Communities and Local Government)	Current projects will run until end of June 2010 (but there is the possibility of further funding although no final decision made or agreement of criteria)	Friar Park – John Rennie - Millennium Centre Tibbington – Carol Prendergast – Murray Hall Ocker Hill – David Marsh – Centrepoint Rowley/Tividale – Dr Peter Haywood – Oakham Church

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
18 – 24 age group	Client will gain 13 weeks work placement and assisted employability skills workshops throughout the program. Also will gain a letter of reference.	Work placement activity with a local employer/community benefiting organisation and weekly workshops on employability skills including CV's, covering letters. Interview techniques etc.	TBG Learning West Bromwich	Sandwell, Dudley, Wolverhampton and Walsall	DWP	Expected to end Sept 2011	Pardeep Sidhu (Raj) 0121 270 4959
18 – 24 age group	Improved skills, confidence and employability	Pre-employment recruitment and training, i.e. advice and guidance and job specific courses and training to support people back into work	TOPPS	Oldbury Rowley Regis Tipton Wednesbury West Bromwich Smethwick	WNF, Joblink Intervention Fund	Completion Mar 11	TOPPS 0121 421 5514 Unit 9 Belper Ent. Park Greets Green Rd West Bromwich B70 9EN
18 – 24 age group	Work experience placements and apprenticeships for 18 – 24 age group	Pre employment training, work experience placements, apprenticeships, NVQ's, IAG,	Shaw Trust on behalf of Backing Young Sandwell	Sandwell	ESF / DWP		Michelle Bayliss
18 – 24 age group	People able to commence employment and sustained in that employment.	Supporting with up to 3 months public transport costs. Journey planning and support with public transport costs for interviews	WorkWise	All of Sandwell	ERDF (SUD Package) WNF	Currently December 2013	Shanara Begum 0121 569 2146

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
18 – 24 age group	Support young people 18-24 with LDD into learning Sustain 18 year olds in jobs with-out training.	Provide information, advice and guidance on a range of issues including jobs, training and careers Referrals to other support agencies as appropriate. Connexions Centres in West Bromwich and Wednesbury. Connexions Bus operates in the rest of the borough. Regular follow-up.	Connexions Sandwell	Borough-wide	Statutory LEA funding	Statutory Service	Subat Khan 0845 352 0055 subat_khan@sandwell.gov.uk Janet Slater 0845 352 0015 janet_slater@sandwell.gov.uk Pauline Gooden 0845 352 0055 Rowley Regis /Cradley Heath Pauline_Gooden@sandwell.gov.uk Kelly Hurd Tipton 0845 352 0020 Kelly_Hurd@sandwell.gov.uk

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Families	Support families with pre-school age children	Pre school playgroup	Lion Farm Action Centre	Oldbury Rowley Regis Tividale	NEF		Louise Dunbar
	Support families with school age children	Parent & Toddler group	Lion farm Action Centre/St James Church	Oldbury Rowley Regis Tividale	Self funded		Louise Dunbar
	Support families with children up to 5 years, with employment & Training		Lion Farm Action Centre	Oldbury Rowley Regis Tividale			Kate Cross Sharon Offley
		After School club (8-11 years incl)	Lion Farm Action Centre	Oldbury Rowley Regis Tividale	SMBC		Louise Dunbar
		Summer Playscheme	Lion Farm Action Centre	Oldbury Rowley Regis Tividale	Self funded		Louise Dunbar
		Crèche facilities					
Families	Support families with children with advice/signposting & early intervention to improve attendance, behaviour and increase family learning participation. Links with employment and training providers & Children Centres.	Parent Support Adviser – services/ links to Education Welfare Parenting Programmes SAFL etc.	STEP – South Tipton Extended Partnership	South Tipton Schools/families: Alexandra High Joseph Turner Tipton Green Gt Bridge Sacred Heart St Martin's St Paul's Summerhill Victoria Infant	STEP & Sandwell Families Matter joint funded	Jan 10 – Jan 11 (with the possibility of continuation funding permitted)	Wayne McDonald – STEP parent support adviser: 07772 904415 Sharon Palmer – STEP coordinator :07772 904952

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Families	Support families with children up to 5 years old, with employment and training	Pre-school childcare facilities to support working parents and a Job Centre careers adviser at the children centre	Priory Sure Start	Friar Park ward	NHS Mainstream		Louise Hudson
Families	Family play activities Community events, capacity building	Range of arts, crafts and outdoor activities for the whole family Community activities, support, friends group development	Groundwork West Midlands Groundwork West Midlands	Sandwell Harvills Hawthorn and Millfields	Big Lottery Lottery via Riverside (Housing)	3 years 2 years	Helen Parr 0121 530 5500 Stephen Cook 0121 530 5500
Families	Employment Support for parents.	Providing 1:1 & Group support with Children Centres, JC+ & Extended Services.	Joblink Advisers working within Children's Centres & with Schools.	Borough-wide via static Bases, Children Centres & multiple Outreach Venues.	SMBC/WNF	End-March 2011, (possible extension to end-March 2013 subject to funding approval).	Joblink North ~ Ted Cook 0121 557 4480 Joblink South ~ Asad Ashraf 0121 558 4142
Families	Families with children under the age of 18yrs supported with a range of issues around social exclusion	Family support offered around housing issues, non school attendance, worklessness, poverty and social exclusion	Murray Hall Community Trust	Sandwell Borough			Julie-Whittam James 0121 270 7090

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Families	Support parents and carers with children under 5 to access benefits advice, training and employment Recruit and train Volunteers	Preschool childcare facilities to support working parents. Deliver ESOL Classes. NVQ L2 & L3 in Early Years & Childcare	Oldbury Children's Centre	Oldbury North	Barnardos		Rowshanara.begum@barnardos.org.uk
Families	Nursery/Out of School Club	Childcare	SAPA	Cradley Heath / Rowley Regis	SMBC	Ongoing	Chris Harper SAPA
Families	Support families with children up to 5 years old, with employment and training. Outcome: to prepare children for school, and improve family relationships/ and community cohesion	Pre-school childcare facilities to support working parents (Health, Early Years , & Family Support) with Job Centre Plus and CAB services available to all families in the catchment area	Rowley Sure Start Children's Centres: Springfield and Rowley Hall Centres	Springfield, Brickhouse & Blackheath (Springfield CC) Rowley Hall, Whiteheath, Lion Farm & Portway (Rowley Hall)	Sure Start Central Grant (confirmed to March 2011)		Joy Lester 0121 561 3746 (559 9916)
Families	Helping families of our school aged children either to engage in Family Learning or Adult Learning to gain employment and raise aspirations	Adult and family learning courses are put on in consultation with parents • Flower Arranging • Art classes for adults • Basic IT • Literacy and	Tipton North Extended Partnership (TNEP)	Tipton North	Extended Services Wave 3/4 funding Bids to Early Years and Childcare Groundworks (NLDC)		Arvind Batra TNEP Leader

	To put on Holiday Childcare for working parents within Tipton North	Numeracy • Dads and Kids Clubs • First Aid We also work with a number of partner agencies to signpost e.g. Joblink, Surestart, Groundworks etc Holiday provision is held at Tipton Sports Academy throughout the holidays from 8.30am – 3pm with a wraparound service as optional. This is marketed in Job Centres, Joblink, Libraries, etc.			SAFL Work Pilot (Surestart) We work with a number of agencies to pool resources, and build sustainable models for activity		
Families	Access to free Internet use for job searches etc. Books, leaflets etc regarding careers and training . IT training provided by SAFL at various levels.	Open access facility for all groups	Wednesbury Library	Wednesbury Area	SMBC		Samantha Goode
Families	Support families with children up to 5 years old, with employment and training	Access to pre-school childcare facilities to support working parents. Full time Jobcentre Plus advisory service and Joblink	Wednesbury North Sure Start Children's Centre	Wednesbury North (neighbourhoods of Golf Links, Wood Green and Old Park and Wednesbury	Mainstream funding Children's Centre; Jobcentre Plus services funded via DWP/DCFS	Mainstream	Matthew Till Wednesbury North Sure Start Children's Centre Woden Road North Wednesbury WS10 9LX

		on site Training and learning opportunities available to parents		Central)	pilot until March 2011		0121 526 5571 matthew.till@oldpark.sandwell.sch.uk
Families	Support families within the area to access appropriate support, signpost to appropriate training & specialist services	Family learning opportunities Parenting skills Wrap-around childcare for children Holiday play schemes	SAFL In house via individual schools Through WBCC Through Parental Support Advisors	West Bromwich Central	Through extended services budget	Funding guaranteed for extended services until August 2011	Nikki Russell 07772 810332 Nikki.russell@newtown.sandwell.sch.uk
Families	Improved skills, confidence and employability	Pre-employment recruitment and training, i.e. advice and guidance and job specific courses and training to support people back into work	TOPPS	Oldbury Rowley Regis Tipton Wednesbury West Bromwich Smethwick	WNF, Joblink Intervention Fund	Completion Mar 11	TOPPS 0121 421 5514 Unit 9 Belper Ent. Park Greets Green Rd West Bromwich B70 9EN
Families	Educational support leading to understanding of education system & integration into UK	Family Support through referrals from agencies or self referrals	Brushstrokes	Cape Hill Extended Schools and Shireland collegiate Academy	Shireland Academy	Until July 2011	Melonie Philips 0121 565 2234
Families	People able to commence employment and sustained in that employment.	Supporting with up to 3 months public transport costs. Journey planning and support with public transport costs for interviews	WorkWise	All of Sandwell	ERDF (SUD Package) WNF	Currently December 2013	Shanara Begum 0121 569 2146

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Families	Help young people to make realistic and informed choices to enable sustained progression post 16	Connexions PAs work with 13 – 19 year olds in every Sandwell secondary school / sixth form and in Sandwell college.					Janet Slater 0845 352 0015 janet_slater@sandwell.gov.uk Pauline Gooden 0845 352 0055 Rowley Regis /Cradley Heath Pauline_Gooden@sandwell.gov.uk
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support social interaction of older citizens Support community cohesion and improve employment opportunities in BME groups	Prize bingo & community cafe ESOL (English for Speakers of Other Languages)	Lion Farm Action Centre/St James Church Lion Farm Action Centre/Sandwell College	Oldbury Oldbury Rowley Regis	Self funded		Kate Cross Chris Sale Kate Cross
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support social interaction of older citizens & support those wishing to return to employment Support social interaction of older citizens & those with disabilities Support hard to reach groups in the community including victims of domestic violence	Over 50s Friendship group Art Class Craft group Nail art, beauty & make up,	Lion Farm Action Centre/Age Concern Sandwell Lion Farm Action Centre Lion farm Action Centre Lion Farm Action Centre / Outreach venues	Oldbury Rowley Regis Tividale Oldbury Rowley Regis Tividale Oldbury Rowley Regis	Community Grants (ESF)	Ends November	Kate Cross Gini Laurence Kate Cross Kate Cross Kate Cross Jenny Chidley

		mentoring, confidence building,				2010	
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	People with disabilities and/or mental health needs into employment.	In work support for up to two years via DWP programme Workstep (Work Choice from October 2010). Pre-employment support including literacy and numeracy assessment, vocational profiling, job searching and job matching. Project Search demonstration site from September 2010 – Project Search is an intensive combined work placement and training programme for people with Learning Disabilities. Job Opportunities Bureau – provides traditional work placements for people with disabilities 12 weeks.	Beeches Enterprise Centre Beeches Enterprise Centre Beeches Enterprise Centre Beeches Enterprise Centre Beeches Enterprise Centre Beeches Enterprise Centre	Borough-wide Borough-wide Borough-wide Borough-wide Borough-wide Borough-wide	DWP DWP SMBC WNF & SMBC WNF & SMBC SMBC	Workstep to be replaced by Work Choice in October 2010 – hoping to be subcontracting org. As above. Sep 10 – Jul 11 initially, likely to be ongoing. Apr 08 – Mar 11 initially. Apr 09 – ongoing	Kate Loftus Kate Loftus Kate Loftus Kate Loftus Kate Loftus Kate Loftus

		Travel Training programme for people who need support to travel independently. Vocational Training – a range of accredited vocational training courses delivered from Sep – Jun each year including Catering and Horticulture. Short employment focused courses delivered twice a year include H&S, Food Hygiene.					
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Clients into further training or employment to improve skills, confidence and employability IT Skills for the Over 50's	Pre-employment recruitment and training, incl. advice and guidance, brush up on literacy and numeracy skills and opportunity to gain a basic skills qualification Dedicated IT course designed for this age group. Disabled clients have access to a range of AbilityNet equipment	Community Action Project	Sandwell			Tony Campbell 0121 5653273

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support people with learning difficulties into work for the first time or those who want to return to employment	One to one outreach support, advising and offering training programmes, which look at skills employers want and math these up with clients	Landau	Wednesbury area	NLDC		Denise Randall
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support young people from BME groups and young people with learning difficulties an disabilities Improved skills confidence and employability	Entry to Employment programme which is in its transition period of Foundation Learning Each learner has an individual action plan the programme consists of Employability, Personal and Social Development, Literacy, Numeracy ESOL interlinked to a vocational option in Construction, Administration, Woodwork, Music and Motor Vehicle studies. All lines of study are accredited	Greenspring Training West Bromwich	West Bromwich area also borough-wide	Young People's Learning Agency (YPLA)		Beverlie Weston – Brown or Jennifer Hall

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Intergenerational work, garden improvements and maintenance Improved skills, confidence and employability Community events, capacity building	Support with mental health issues and creating better environments Informal learning tasters in gardening, healthy eating, energy saving. Community activities, support, friends group development	Groundwork West Midlands Groundwork West Midlands Groundwork West Midlands	Sandwell Tipton Harvills Hawthorn and Millfields	V, Schools Sandwell NLDC Lottery via Riverside (Housing)	Ongoing 6 months 2 years	Terry Breen 0121 530 5500 Stephen Cook 0121 530 5500 Stephen Cook 0121 530 5500
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	- support people with mental health diagnosis in to meaningful and sustainable work - assist clients in making a smooth transition from benefits to work - provide employment retention service to those at risk of loosing their job due to poor mental health - Supported work placements	A dedicated range of employment related services for people with mental health. Full spectrum of job search assistance, personal development, Support packages for client and employer, IAG to both client and employer	In2work	Borough-wide	Mental Health Pooled Budget (SMBC & SMHFT)		Emma Guest

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Practical support and training Practical support and advice for Lone Parents looking to go back into work Preparation and support to find sustainable employment	Pathways To Work (ESA/IB customers) New Deal for Lone Parents Progress To Work (previous history of drugs misuse)	Seetec NDLP's in Offices Turning Point	District wide	DWP mainstream DWP mainstream DWP mainstream		JCP advisers
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	People assisted in accessing sustainable, improved employment across all sectors, including Private, Public & Voluntary.	Providing 1:1 & Group Support. Pre-employment skill/ability assessment, support in vocational training, Jobsearch, CV, Application Form, on-line Application for employment & Interview support, Mentoring & Advocacy.	Joblink (Joblink North, based @ Princes End, Tipton & Joblink South based @ Rolfe Street, Smethwick), working in Partnership with Other Providers.	Borough-wide via static Bases & multiple Outreach Venues. All age groups whether currently unemployed, or in employment.	SMBC/WNF	End-March 2011, (possible extension to end-March 2013 subject to funding approval).	Joblink North ~ Ted Cook 0121 557 4480 Joblink South ~ Asad Ashraf 0121 558 4142
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Individuals with learning disabilities/difficulties/mental health conditions/low educational attainment. Where appropriate we also support people with physical with disabilities	Information, advice & guidance 'World of Work' training Work placements Mentoring & support Out reach service Support with travel costs Travel training		Sandwell (Wednesbury under WNF)	Work Prep & WNF & Prospects		

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Access to a supported health & well being information service. Access to children's services	Information and community development activities which help improve health and well being, Encouraging people access to a range of local services which can benefit them in their daily lives Support for lone parents and access to nursery places	Murray Hall Community Trust: Health Point Children Centres:	Tipton Green, Great Bridge Princes End Tipton Green Great Bridge	PCT SMBC	Funding reviewed annually Annual review	Jean Williams 0121 612 1900 Richard Beckett 0121 270 7090
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Supporting lone parents with children under five to access benefits advice, training and employment	Befriending. Preschool Childcare facilities. Deliver ESOL Classes. Deliver NVQ L2 & L3 In Early Years & Childcare.	Oldbury Children's Centre	Oldbury North	Barnardos		Rowshanara.begum@barnardos.org.uk
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled		The Team Programme:12 week personal development course to enable people to seek employment, training or education for 16 to 25 yrs only	City of Wolverhampton College	Black Country	LSC	On-going	Sharon Beech 01902 821906
Disadvantaged Groups	SLDD 19+ Full time and Part time Programmes., West Bromwich and	Independent living, and development of social and work	Sandwell College	Based at Smethwick Campus	SFA	On Going	

• Lone Parents • 50+ • BME • Disabled	Smethwick Campuses. ESOL, Literacy and Numeracy for all disadvantaged groups from Pre entry-Level 2 We will work externally but most programmes take place in main	skills. Programmes developed with the individual.		Borough wide. Will work with organisations on their premises.			
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled •	To increase confidence To improve English skills and help to attain ESOL	Make Friends With a Book Basic English Classes	SMBC/PCT SMBC/ International English Class	Smethwick Smethwick	PCT	Funded for 1 year On-going	Smethwick Library & Gini Neale Smethwick Library & Jessica Unruh
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Improved skills, confidence and employability	Employability sessions, confidence/motivation and self esteem sessions, Literacy/Numeracy support sessions, IT sessions, skills training – First Aid, Health & Safety and Food Hygiene	SWEDA Ltd	Borough-wide	SMBC/WNF		Jackie Leech
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Provide equality of opportunity to or disadvantaged groups by being a one-shop resource centre for many community needs.	Provided IAG services to economically inactive people, welfare advice and rights advice to mostly the elderly and illiterate and immigration advice to new migrants. Also free aerobics and yoga classes	Smethwick Youth & Community Centre.	Smethwick			Harjinder Malhi

		to those who normally do not have access to such facilities-e.g. elderly female BME.					
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Access to free Internet use for job searches etc. Books, leaflets etc regarding careers and training. IT training provided by SAFL at various levels.	Open access facility for all groups	Wednesbury Library	Wednesbury Area	SMBC		Samantha Goode
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support the local community, including the harder to reach pockets, to access appropriate support, signpost to appropriate training & specialist services	Family learning opportunities Parenting Skills Wrap-around childcare for children Holiday play schemes Adult learning classes Held in local community venues	SAFL In house via individual schools Through WBCC Through Parental Support Advisors LearnDirect Pertemps	West Bromwich Central	Through extended services budget	Funding guaranteed for extended services until August 2011	Nikki Russell 07772 810332 Nikki.russell@newtown.sandwell.sch.uk
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Equipping and supporting people with essential skills and competencies for their ongoing employment and future careers.	It will provide motivational engagement activities which will bring people into a learning environment – and provide progression pathways for employment and further development of skills.	West Bromwich YMCA	West Bromwich Central including Greets Green and Lyng	NLDC	12 Months	Cheryl Plant

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Improved skills, confidence and employability	Pre-employment training, mentoring i.e. advice and guidance to both employer and applicant	Zenipher Training Tipton Muslim Centre	Tipton	WNF		Samera Charles 07974 393 395
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Improved skills, confidence and employability	Pre-employment recruitment and training, i.e. advice and guidance and job specific courses and training to support people back into work	TOPPS	Oldbury Rowley Regis Tipton Wednesbury West Bromwich Smethwick	WNF, Joblink Intervention Fund	Completion Mar 11	TOPPS 0121 421 5514 Unit 9 Belper Ent. Park Greets Green Rd West Bromwich B70 9EN
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	BME/ migrant refugee learning opportunities/health and social activities leading to improved skills for life and confidence	ESOL courses/skills for life delivered through Brushstrokes, SAFL and college staff Advice/ guidance Befriending and one to one support via outreach	Brushstrokes	Smethwick Oldbury West Bromwich (part)	Lottery-Reaching communities Sandwell PCT health trainer and well being support services	2010-13	
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	People able to commence employment and sustained in that employment.	Supporting with up to 3 months public transport costs. Journey planning and support with public transport costs for interviews	WorkWise	All of Sandwell	ERDF (SUD Package) WNF	Currently December 2013	Shanara Begum 0121 569 2146

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support disadvantaged groups through dedicated PAs	There are specialist PAs working with teenage parents, Homeless, BME, in/leaving care and offenders.	Connexions Sandwell	Borough-wide	Statutory LEA funding	Statutory Service	Subat Khan 0845 352 0055 subat_khan@sandwell.gov.uk Janet Slater 0845 352 0015 janet_slater@sandwell.gov.uk Pauline Gooden 0845 352 0055 Rowley Regis /Cradley Heath Pauline_Gooden@sandwell.gov.uk
Disadvantaged Groups • Lone Parents • 50+ • BME • Disabled	Support people with Learning Disabilities, Physical Disabilities and/or Mental Health conditions into employment or those who require support to return to employment.	**1.** Person centred vocational and employment profiling. **2.** Creation of employment development plans that incorporate job market relevant milestones. **3.** Provide a range of soft skills, unaccredited and accredited training courses that progress people to	Sandwell MBC, Beeches Enterprise Centre, West Bromwich	All Sandwell	Sandwell MBC, Sandwell PCT, DWP Workstep, WNF	Continuous	Graeme O' Malley 0121 569 5417/08 graeme_omalley@sandwell.gov.uk

		employment. **4.** Provide a range of real work experience opportunities. **5.** Delivery of supported employment programmes. **6.** Job coach support.					
Other All residents	Improve general health	Health Walk Slimming Club Food & Mood programme	Lion Farm Action Centre/Sandwell Stride Lion Farm Action Centre / Superslim Lion Farm Action Centre/Confidence & Wellbeing team	Oldbury Rowley Regis Tividale Oldbury Rowley Regis Tividale Borough-wide			Kate Cross Kate Cross Kelly Cheshire Kate Cross
Other All residents	Progression towards NVQ qualifications	NVQ 2 in Children's Care, Learning & Development (CCLD)	Lion farm Action Centre/Sandwell College	Oldbury Rowley Regis Tividale			Kate Cross
Other All residents	Improve skills & employability Support community cohesion	Adult & Paediatric First Aid Journey to Work Occasional social events	Lion Farm Action Centre/SAFL Lion Farm Action Centre/Ideal for All Lion Farm Action Centre/St James Church	Borough-wide Oldbury Oldbury Rowley Regis Tividale		Short courses May-June 2010 (Other dates to be arranged) Short courses May-June 2010 (Other dates to be arranged)	Kate Cross

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Other Stop Smoking Service All Groups	One to one support and group work carried out	Stop Smoking Service	Smethwick Medical Centre Regents Street Smethwick	Sandwell Borough	Sandwell PCT		Mike.Wain@Nhs.Net 0121-555-4851
Other All Residents over 20	Supporting workless residents into jobs or training and to provide career progression advice to those already in work	Providing a range of advisory services to access training or work opportunities in the West Midlands through one to one meetings	Open Door - Black Country Housing Group	Black Country, Birmingham and Coventry	LSC	Ongoing	Ian Pattinson
Other	ESOL	Initial Advice and Guidance intervention leading to an ESOL programme that enable speakers of other languages to achieve a level of attainment in English which is appropriate for their needs	Community Action Project	Sandwell			Tony Campbell 0121 5653273
Other 15-16 at risk of becoming NEET	Target 80% of 180 engaged to achieve level 1 Maths and Literacy qualification and successfully take up Post 16 provision in September 2010	Mentors appointed to support the young people and ensure maximised use of Connexions PA for advice PLUS alternative curriculum provision to motivate and reduce risk of exclusion.	Sandwell MBC	3 schools Holly Lodge / Wodensborough / Manor	LSC	Currently due to end August 2010	Andy Brown

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Other Employers	Redundancy Support @ Employer Premises. Advice & Guidance on current Legislation & Employment Law. Support with Recruitment & Selection, promoting vacancies and carrying out initial Interviews.	On-site 1:1 & Group Counselling/Support Sessions. On-going Advice & Guidance plus Employment Support. Current & future updates notified, specific advice on employment issues. Advice & Guidance on wording of Vacancies & Vacancy Handling on their behalf. Posting & Display of vacancies with JC+, Internal & External Partners. 1st Stage Interview Sift carried out @ Joblink & Partner premises & referral of Applicants with relevant skills & experience.	Joblink (Joblink North, based @ Princes End, Tipton & Joblink South based @ Rolfe Street, Smethwick)	Borough-wide via static Bases, Employer Premises & multiple Outreach Venues.	SMBC / WNF	End-March 2011, (possible extension to end-March 2013 subject to funding approval).	Joblink North ~ Ted Cook 0121 557 4480 Joblink South ~ Asad Ashraf 0121 558 4142
Other	Pre 16 Exclusion intervention programme Progression to college employment or other provider/apprenticeship/e2e		Rathbone Sandwell	Black Country	Individual schools	On going	

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Other	Office Units to let	Small Business start-up service	SMBC Managed Workspace	Sandwell	SMBC	Ongoing	0121 5654061
Other	Body Conditioning Supported Learning	Primarily target at those over the age of 16 with learning difficulties or with learning difficulties or with moderate physical disability, who would like to tone up, improve on their fitness in general.	Sandwell Adult and Family Learning	Borough-wide		30 weeks	
Other	Computers Don't Byte entry level	For beginners, No experience needed. Learn how to: log on and off, print and save, insert Word Art, clip art and create a word document; send and delete email; use spreadsheet software, and produce pie charts and graphs.	Sandwell Adult and Family Learning	Borough-wide	LSC	24 weeks	
Other	Certified I.T User (Level1) Certified I.T. User (Level 2)	This course is for anyone with basic computers skills, who wishes to develop them further. Choose from a number of units including Word processing, spread sheets, Databases, Internet	Sandwell Adult and Family Learning	Borough-wide Rowley Regis, Heathfields Foundation Technology College	LSC	36 weeks	

		and Email. Progression pathway to ITQ.					
Other	Computers don't Byte, Entry level	For beginners. No experience needed, Learn how to: log on and off, print and save, insert Word Art, clip art and create a work document; send and receive email, reply to email and delete email; use spreadsheet software, and produce pie charts and graphs	Sandwell Adult and Family Learning	Tipton, Smethwick. Rowley Regis and borough-wide	LSC	24 weeks	Various sites
Other	Every Day English Entry Level and Level 1 and 2 Everyday Maths Entry Level, Level 1 and 2	These courses are for any adult who would like to work on improving their speaking, listening, reading and writing English skills These courses are for any adult who would like to work on improving their maths skills. You will engage in a variety of activities, which will provide opportunities to develop your maths skills	Sandwell Adult and Family Learning	Tipton College,	LSC	11 weeks 11 weeks	Gay Brodie, based at Tipton College Tel: 0121 557 3708

Target Group	Outcome	Intervention	Delivery Organisation	Area Covered	Resources (Funding Source)	Lifespan of the Project / Programme	Contact details
Other	Art Stretch and Tone	For anyone with an interest in acquiring or improving their skills in art For anyone over 16 who is medically able to exercise wants to increase muscle tone and mobility with a complete body work out	SAFL	Rowley Langley Community Centre St Michael's CE High School Cradley Heath Community Centre		30 weeks 30 weeks	Tipton College
Other		Business Programme – 18 to 30 yrs – providing loans and support to people wishing to start their own business	Prince's Trust	Black Country	Prince's Trust	On-going	Barbara Wilcox 01384 247930
Other	Learn-direct	Literacy & Numeracy NVQ level 3 in Customer Service	SBY	Birmingham	Learn-direct	On-going	Moshahid, Abu
Other	14-19 ESOL Full time programmes based at Smethwick Campus	Developing language skills, numeracy, ICT, vocational & citizenship	Sandwell College	Borough wide	YPLA	On-going	
Other	Business and Enterprise Advice and Support	Finding a business idea and starting up, developing a business plan/financial planning, advice to	SWEDA Ltd	Borough-wide	Business Link – West Midlands		Una Brown Marilyn Burrill

		existing businesses/information about accessing finance					
Other	Improved skills and access to use computers / internet	UK Online Provision of drop in centre and support to enable residents of Sandwell to access and use the internet	TOPPS	Oldbury Rowley Regis Tipton Wednesbury West Bromwich Smethwick	WNF, Joblink Intervention Fund	Completion Mar 11	TOPPS 0121 421 5514 Unit 9 Belper Ent. Park Greets Green Rd West Bromwich B70 9EN

30th June 2010

Appendix Two

Sandwell's Local Area Agreement National Indicators 2010/11

Priority	Ref	Indicator	Baseline (2007/8 year unless stated)	Economic Targets 2010/11	2011/12	2012/13	Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
More People in Employment	NI 151	Overall Employment Rate	65.5% (May 07)	Maintain current performance	0.7% increase	1% increase	Jobcentre Plus Sandwell MBC
More People in Employment	NI 152	Working age people on out of work benefits*	18.3% (May 2007)	Maintain current performance	To be set in line with MAA	To be set in line with MAA	Jobcentre Plus Sandwell MBC
More People in Employment	NI 153	Working Age people claiming out of work benefits in the worst performing neighbourhoods	29.7 (May 07)	1.5% reduction	1.5% reduction	1.5% reduction	Jobcentre Plus Sandwell MBC
More People in Employment	NI 161	Learners achieving a level 1 qualification in literacy*	06/07 data 3199	3439	-	-	Sandwell MBC Black Country Learning & Skills Council Sandwell College Schools
More People in Employment	NI 163	Working age population qualified to level 2 or higher	43.9% (2006)	2% increase	3% increase	4% increase	Sandwell MBC Skills Funding Agency Sandwell College

Priority	Ref	Indicator	Baseline (2007/8 year unless stated)	Economic Targets 2010/11	2011/12	2012/13	Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
More People in Employment	NI 164	Working age population qualified to at least level 3 or higher	32.4% (2006)	33.4% (Increase of 1%)	35.4% (Increase of 2%)	39.4% (Increase of 4%)	Sandwell MBC Skills Funding Agency Sandwell College
More People in Employment	NI 165	Working age population qualified to at least level 4 or higher	16% (2006)	0.7% increase	0.7% increase	0.7% increase	Sandwell MBC Skills Funding Agency Sandwell College
More People in Employment	NI 170	Previously developed land that has been vacant or derelict for more than 5 years*	-	1%	-	-	Sandwell MBC Advantage West Midlands
More People in Employment	NI 171	New business registration rate	978	43.9 (1000 businesses)	-	-	Sandwell MBC * Jobcentre Plus Black Country Chamber
More People in Employment	SI 71	People into jobs by Economic Regeneration and Skills Division	-	1170	1000	1000	Sandwell MBC
More People in Employment	SI 71a	Working age people from BME groups in priority groups sustained in employment by SMBC	-	285	247	247	Sandwell MBC
More People in Employment	SI 71b	People aged 50+ in priority wards sustained in employment by SMBC	-	170	150	150	Sandwell MBC