



Welcome

David Waller, *Fair Cities* Birmingham



Welcome to the first newsletter from *Fair Cities* Birmingham. I am proud to have been asked to chair the Board of an innovative project that I believe will help change the face of business in Birmingham.

Our city faces great economic and demographic opportunities. *Fair Cities* has the potential to help fulfill the business opportunities and employment needs of a changing economy. At the same time, it can help disadvantaged communities access real and sustainable career choices.

Fair Cities is driven by employer needs and is about designing custom built employment and training programmes to deliver job ready candidates.

To work, it will rely on building effective partnerships. With a strong board comprising Birmingham chief executives from the city's top employers, a focussed business plan, a dedicated team and effective partnerships, *Fair Cities* has the potential to deliver for business and communities. I hope – whether you are an employer, provider or potential employee – you will work with us to deliver not just a fairer city, but a more prosperous one for all.

Introduction

In the coming decade, 50% of the growth in the workforce population will come from black and minority ethnic communities. In London and Birmingham, minority ethnic communities now comprise 30% of the population; in some inner-city areas, minority ethnic residents represent a substantial majority population.

In general, people from black and minority ethnic communities are at a distinct disadvantage in the labour market. A significant gap remains compared to the employment rate in the overall population. The gap is not new; it has persisted for the past two decades and, without concentrated action, it is unlikely to change.

Government efforts to address the employment gap have focussed, until now, on supply-side measures – improving community outreach, basic skills provision and job search. *Fair Cities* will pioneer an approach to use employer action and the pull of the labour market to increase the numbers of disadvantaged people from minority ethnic communities who enter and progress into work.

The National Employment Panel commissioned international research to identify the best examples of where business leadership, combined with strategic planning and effective delivery, resulted in measurable increases in employment, retention and advancement for minority ethnic residents. The report - *Fair Cities: Employer-led Efforts that Produce Results for Ethnic Minorities* - identified the common characteristics that are present in the most

successful case studies. These are now the design elements which underpin *Fair Cities*:

- Employer leadership is needed to give strategic direction
- Build on existing local infrastructure and capacity to mobilise and support employer led partnerships
- Respond to local employer demand and business needs
- Develop customised services that help disadvantaged groups succeed in employment
- Maintain a commitment to monitoring and delivering outcomes

The objectives of *Fair Cities*, therefore, are to:

- Meet employer demand for job-ready candidates;
- Increase the number of disadvantaged minority ethnic residents who gain steady work and new careers;
- Encourage fair and effective employer recruitment and promotion practices;
- Increase the responsiveness of the employment and skills system to business and minority ethnic needs.

To read a copy of the Report in full, please follow this website link:

 <http://www.nationalemploymentpanel.gov.uk/publications/nep/2004/faircities.pdf>



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Over the next ten years, Birmingham will need to fill 300,000 jobs. In that same time, the proportion of the population from minority ethnic communities will increase by 10% to 35% whilst the working population ages at an increasing rate. Over 50% of economically inactive people in Birmingham come from just 12 out of 40 wards.

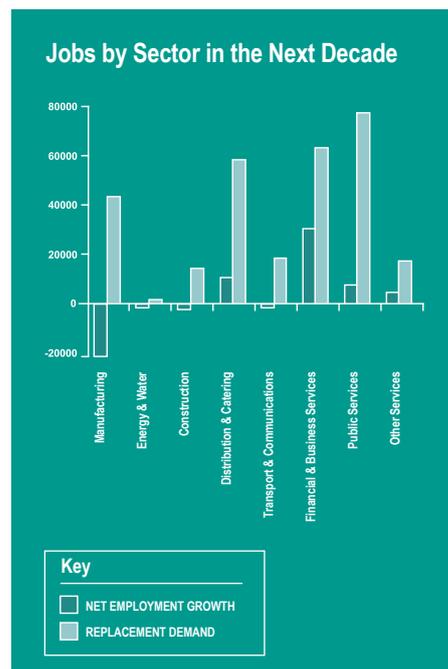
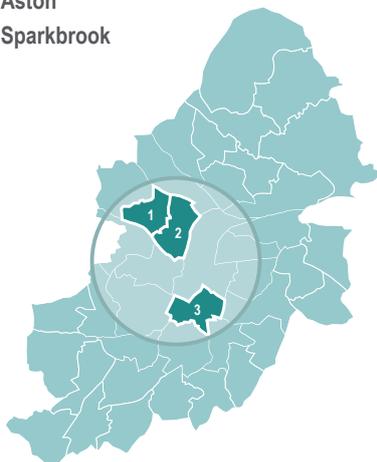
The vision for **Fair Cities Birmingham** is for employers to make a real difference by driving improved employability and so increasing the volume and quality of employment. Specifically, **Fair Cities** aims to provide 18,500 jobs in return for qualified candidates by 2010.

The sector priorities for **Fair Cities Birmingham** are:

- Financial and Professional Services
- Manufacturing
- Public Sector
- Healthcare and Care
- Hospitality, Leisure and Retail

Fair Cities will initially target its activity to develop skills and increase employability and employment in three of the most disadvantaged local communities in Birmingham:

1. Lozells & East Handsworth
2. Aston
3. Sparkbrook



National Employment Panel

The National Employment Panel is an Advisory Non-Departmental Public Body. It is an employer-led body that provides independent advice to Ministers on labour market policies and performance. The principal objective is to help disadvantaged people move from poverty into jobs that contribute to business productivity and growth.

Board Members

David Waller	PricewaterhouseCoopers
Arun Bajaj	Radio XL
Mike Beasley	CBI
Bridgett Blow	Serco Group plc
Mark Britnell	University Hospital Birmingham
Tim Clarke	Mitchells & Butlers plc
David Cragg	Birmingham & Solihull Learning & Skills Council
John Edwards	Advantage West Midlands
Karl George	Andersons KBS
Joe Greenwall	Jaguar / Land Rover
David Hersey	Royal Bank of Scotland
Andy Albon	Birmingham City Council
Jabbar Khan	Lasan Restaurant
John Ling	IDN plc
Ian Squires	ITV Central
Margaret Tovey	Jobcentre Plus

Fair Cities Birmingham – First Project

Fair Cities is working with Mitchells & Butlers to generate job-ready candidates for the hospitality industry. Along with public sector partners and the College of Food, this prototype project will reach into local communities. Four weeks of bespoke training will be provided, with a range of ‘hard’ and ‘soft’ skills included and industry recognised qualifications at the conclusion. Candidates could be in position within three months.

Funding Fair Cities

A small amount of central Government funding has been secured to support the development and implementation of the **Fair Cities** pilots. These seed capital funds will be used to leverage existing funding streams from sources such as Jobcentre Plus, Birmingham and Solihull Learning and Skills Council, the European Social Fund, and Advantage West Midlands.

Director Profile

Kay Greenbank has been appointed to head the **Fair Cities Birmingham** project, directing the team tasked with delivering the business plan. Before joining **Fair Cities**, she enjoyed a successful 15 year career in financial services. Kay has a particular interest in the sociological analysis of workplace issues.