

Reviving Birmingham's Economy

APSE Central Region Event & AGM

6h August 2021

Cllr, Brigid Jones – Deputy Leader Birmingham City Council



ECONOMIC CONTEXT & COVID IMPACT



Pre Covid Economic Baseline & Trends

Economic Output (2019)



£30.8bn

Annual Economic Growth

0.3% Birmingham
1.3% UK

Workplace Employment (2019)



524,000

Annual Growth

1.0% Birmingham
1.5% Core Cities
1.1% GB

Business Base



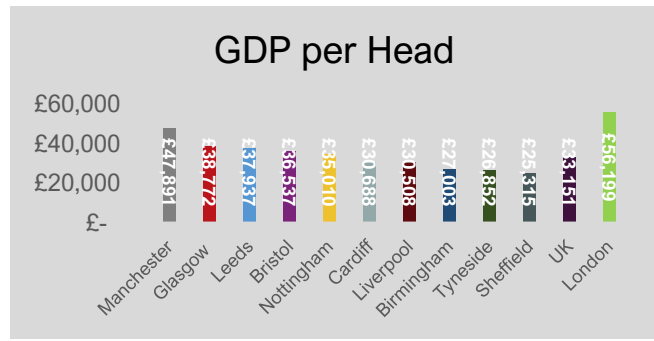
38,370

Enterprises

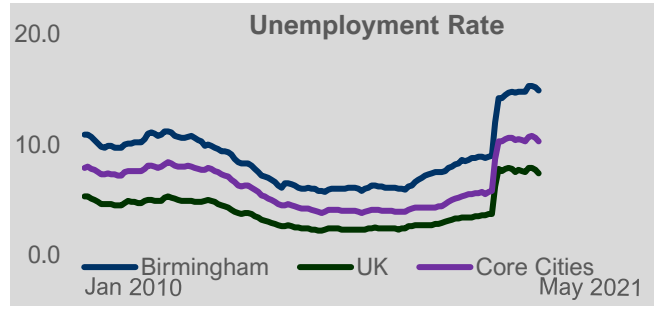
Annual Growth

4.5% Birmingham
2.5% Core Cities
1.2% UK

GDP per head is well below national level and one of the lowest core cities



Persistent high levels of claimant unemployment in the city



Resident Workforce (16-64)

Residents have lower skill levels than national and core city average and lower levels of economic activity, especially within some groups and communities

Skill Levels (2020)

NVQ3+ **58.1%**
63.0% Core Cities
61.2% UK

No Qualifications **9.2%**
7.9% Core Cities
6.6% UK

Employment Rates (2020)

All People **66.1%**
71.5% Core Cities
75.3% UK

BAME **56.5%**
61.2% Core Cities
67.4% UK

Economic Inactivity Rates (2020)

All People **27.6%**
24.1% Core Cities
21.1% UK

Females **33.0%**
28.4% Core Cities
24.9% UK

Making a positive difference every day to ²⁰¹⁰2021 people's lives



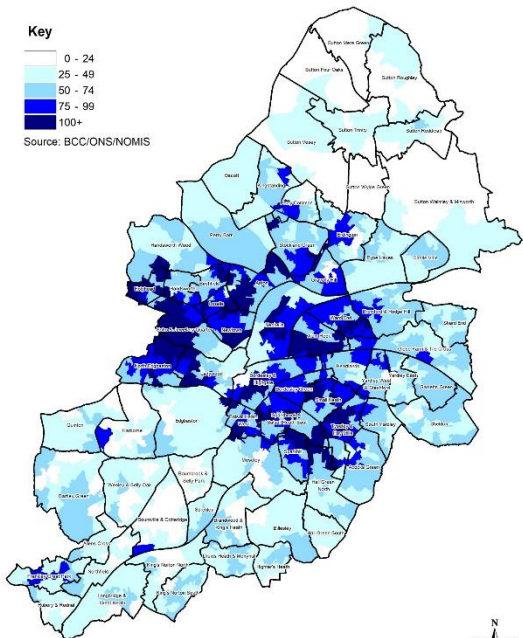
Covid Impacts - Unemployment

Increase in Claimant Count Unemployment Numbers by LSOA - February 2020 to May 2021

Key



Source: BCC/ONS/NOMIS



Date: 02/07/2021
Scale 1:110,000

Unemployment - Covid Impact Feb 20 to June 21

+30,395 (+62%) **+6,150 (+70%)** **+11,990 (+62%)**

Total Claimants

Youth Claimants

Female Claimants

Groups Disproportionately Impacted by Covid

BAME Workers

Young Workers

Lower Skilled/Income Occupations

Temporary/Gig Economy Workers

Growth in Claimants Feb 20 to June 21 - Top 10 Wards

Soho & Jewellery Quarter	1,155
Alum Rock	1,105
Aston	1,060
Sparkbrook & Balsall Heath East	1,025
North Edgbaston	955
Ladywood	890
Small Heath	855
Sparkhill	815
Glebe Farm & Tile Cross	745
Stockland Green	730

Areas with existing high levels of unemployment and residents in the above groups have seen the largest increase in claimants since the pandemic began.

Covid Impacts – Businesses & Communities

- **Impact on businesses-** Business failures, reduction in investment and increased debt levels.
- **Increased Inequality** – increased benefit take-up, homelessness, household debt, health.
- **Impact on Neighbourhoods** – Accelerated decline on High St
- **Impact on Young People** – Education, training & employment, mental health.
- **Impact on Services** – Impact on public services, public transport

Sector Exposure & Resilience					
	Jobs	Enterprises	GVA	% of Staff Furloughed At 31st January	Exposure
Hospitality & Culture	50K	3K	£1bn	56%	
Retail	74K	7K	£3bn	21%	
Construction	19K	3.5K	£1.6bn	19%	
Advanced manufacturing	19K	1K	c£2bn	13%	
Logistics & Transport	24K	2K	c£1.6bn	12%	
Business Professional & Financial Services	130K	14K	£8.5bn	12%	
Low Carbon & Environment	9K	1K	c£0.5bn	9%	
Digital	31K	4K	c£1.5bn	6%	
Public Sector & Education	78K	1K	£4.1bn	4%	
Life Science & Healthcare	54K	1.5K	c£2bn	4%	

Brexit impacts – largely hidden by COVID but adding to the challenges for businesses and public services

- **Trade costs and barriers** - loss of trade means reduced product ranges, increased prices, reduction in productivity and ultimately jobs
- **Loss of Freedom of Movement**
- **Public service pressures** – trading standards, environmental health, changes in procurement etc.
- **EU structural funding** – uncertainty about UK replacement



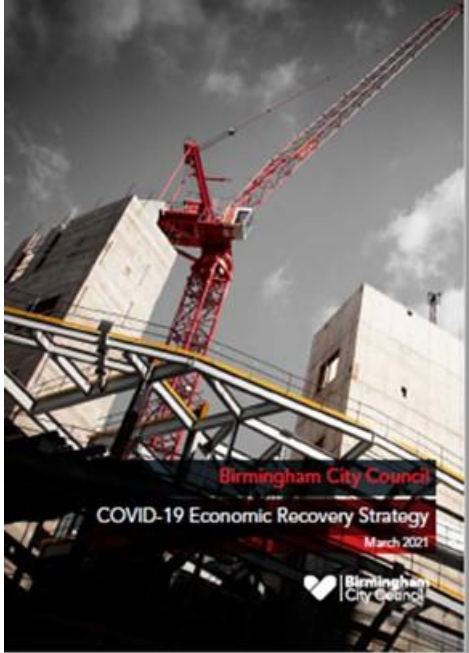
COVID-19 RECOVERY



Our strategic approach to recovery

- **Leadership:** Recovery Board – member led, focus on community recovery but linking into economic recovery
- **Strategy:** Developing our own approach to levelling up; revised Corporate Plan reflecting recovery and equalities priorities; Delivery Plan
- **Collaboration:** West Midlands Recovery Co-ordination Group; partnerships on community recovery and jobs
- **Economic recovery:** Economic Recovery Strategy; Our Future City Plan
- **Community Recovery Strategy** and collaborative working group
- **Tackling inequalities:** Analysis of COVID-19 impacts and underlying inequalities; Everybody's Battle, Everyone's Business: Tackling Inequality in Birmingham
- **Jobs:** Employment Taskforce; Breaking Down Barriers – focus on youth employment

Covid-19 Economic Recovery Strategy



The Covid – 19 Economic Recovery Strategy was adopted 16th March 2021. Our priorities for economic recovery are based on the City Council’s distinct role in place leadership:

- Place development and management
 - Green recovery
 - Supporting people and businesses – especially protecting jobs and helping people find training and work
 - Unlocking and accelerating infrastructure investment
-
- Establishing an Economic Recovery Partnership
 - Links to Community Recovery

Levelling up

Levelling Up Fund: £64m bid

- **Erdington High Street** – redeveloping the Central Square Shopping Centre and creating a new public square.
- **A457 Dudley Road** – major transport improvements
- **Birmingham Wheels Site** – Remediation work to developed site for future employment and training opportunities.
- **Moseley Road Baths and Balsall Heath Library** – Next phase of restoring the Grade II listed Edwardian swimming pool and library.

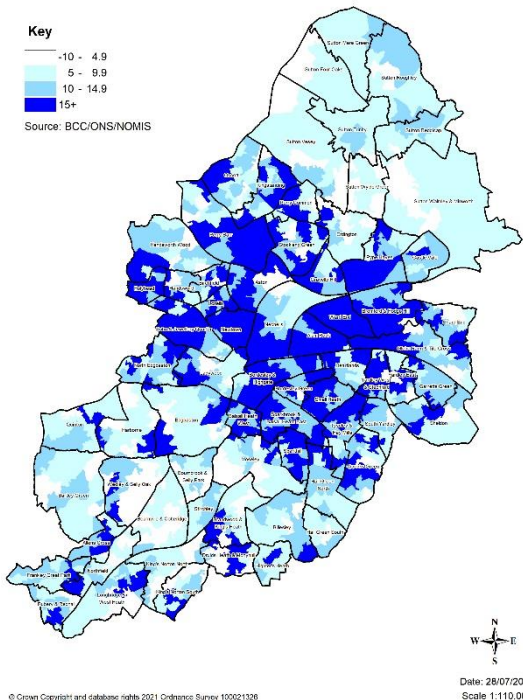


YOUTH UNEMPLOYMENT OUR RESPONSE



Youth Unemployment

Increase in Youth Claimant Count Unemployment Numbers by LSOA - February 2020 to June 2021



Highest Levels of Youth Unemployment within Core Cities

14,990 18-24 claimants **19.7%** Youth Claimant Rate
12.9% Core Cities **11.3%** UK

Highest Levels of Youth Unemployment for a decade

+6,150 (+70%) Covid Impact (Feb 20 – June 21)

Growth in Youth Claimants Feb 20 to June 21 - Top 10 Wards

Alum Rock	245
Sparkbrook & Balsall Heath East	225
Small Heath	195
Soho & Jewellery Quarter	195
Bromford & Hodge Hill	190
Aston	185
Kingstanding	175
Sparkhill	175
Glebe Farm & Tile Cross	170
Ladywood	155

- Areas with existing high levels of youth unemployment have seen the largest increases in claimants since the pandemic began.
- Areas with young & diverse populations

Our Response - Strategic Collaboration

The Employment Taskforce

Will be a central part of the proposed wider BCC Recovery Plan, featuring two subgroups:

- **Young people Subgroup**
 - Pathways for Young People to employment, education and / or training
 - Engagement with City Board
- **Adults Subgroup**
 - Pathways for Adults to employment, education and / or training

A detailed plan of action with delivery workstreams is in development to support the recovery over next 12 to 24 months.



Our Response – Working with Residents

Education and Skills Directorate is supporting young people and adults to access work and education opportunities:

- **Careers Service**
- **14 – 19 tracking team**
- **Youth Services**
- **Employment & Skills Service**
- **Libraries**
- **Birmingham Adult Education Services**
- **Adults Services**

Apprenticeship Levy Fund

- 650K annual fund to support Birmingham’s SMEs to pay apprenticeship fees.

Kickstart Programme

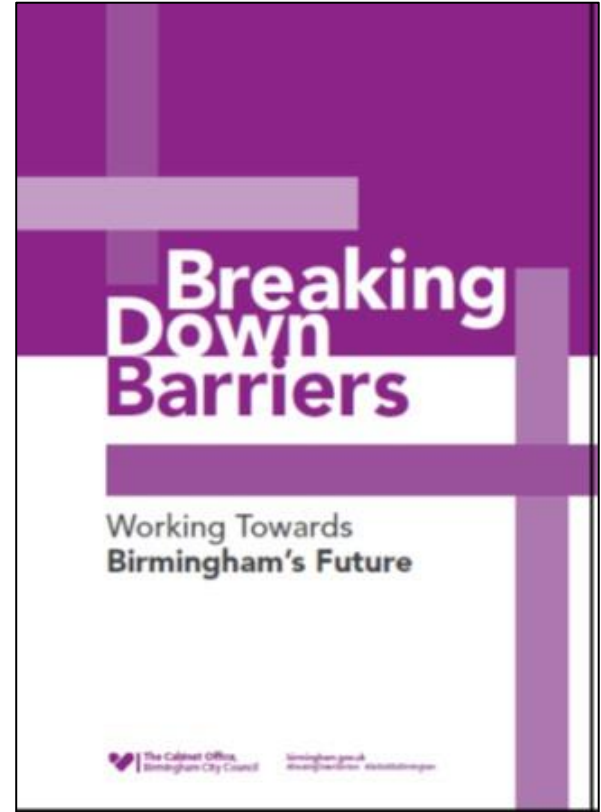
- BCC providing internal kickstart opportunities and working with employers and partners to support young people to successfully apply for Kickstart.

Redundancy Taskforce

- Partnerships with key stakeholders established a local Redundancy Taskforce to bring forward a single point of access service to support our employers and help our residents into alternative jobs and sectors.

Breaking Down Barriers: Working Towards Birmingham's Future

- Comprehensive report and action plan to tackle youth unemployment



OPPORTUNITIES



Commonwealth Games & Legacy



Jobs & Skills

Jobs & Skills Academy
Apprenticeships & Job opportunities
Higher level skills
Volunteering
Kickstart & Employment for the young



Young People

Schools Programme
Gen 2022 – Young Volunteers Programme

Commonwealth Games & Legacy



Physical Activity

Active Travel

Community Games & Sports for All Hubs

Active Streets

Youth Leadership Programme

Augmented reality walking trails

Working with the Games wide Creating Active Communities Fund



Major Events

Major Events Strategy

Attract major sporting events to Birmingham that align with the City's future strategic aspirations and benefit residents

Commonwealth Games & Legacy



Culture & Tourism

CWG Cultural Festival

Birmingham Leisure tourism Visitor Destination Plan

Marketing campaigns to promote Birmingham as a world-class destination for tourism



Community Cohesion

City connected by inclusive heritage trails

We made Birmingham

Getting Communities Talking

Birmingham Peace Garden

Inspiring Future Leaders

CWG- Business & Tourism Programme

INTERNATIONAL MARKETING CAMPAIGNS

30 campaigns over 3 years centred on trade, tourism and investment opportunities

QUEEN'S BATON RELAY SHOWCASE EVENTS

Business & Trade showcase events in major markets (3-4 days) and Expo2020 Dubai from Jan-Mar 2022

UK HOUSE

The 'hub' for UK and international businesses and Governments during the Games

LEGACY

Post Games national and regional growth opportunities

CO-CREATED PARTNER ACTIVATIONS

Mutually beneficial bespoke activity with partners

Perry Barr 2040 - A Vision for Legacy



OurFuture _____ CityPlan

CENTRAL BIRMINGHAM 2040

Shaping Our City Together

HS2 & HS2 Curzon Masterplan



Smithfield



Digbeth

Our Aspirations:
Cultural Quarter

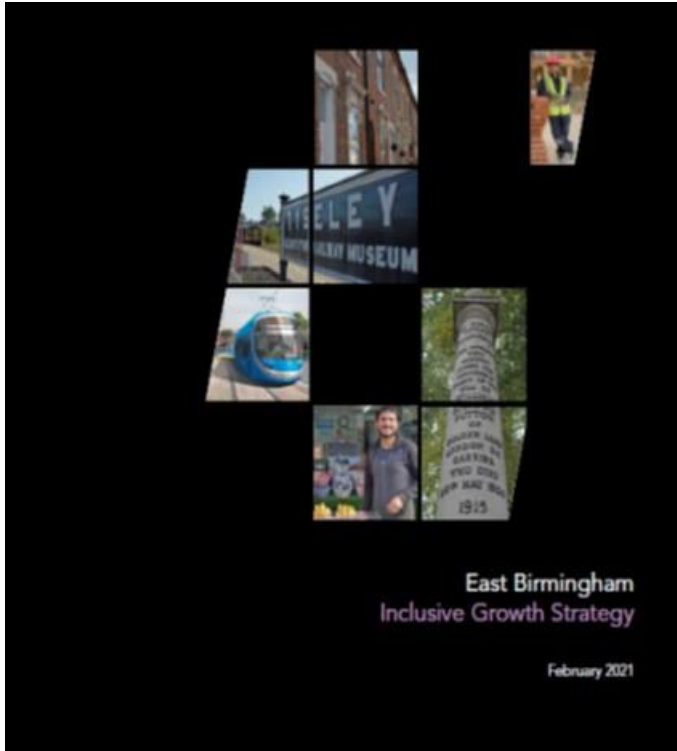


Peddimore



Making a positive difference every day to people's lives
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East Birmingham



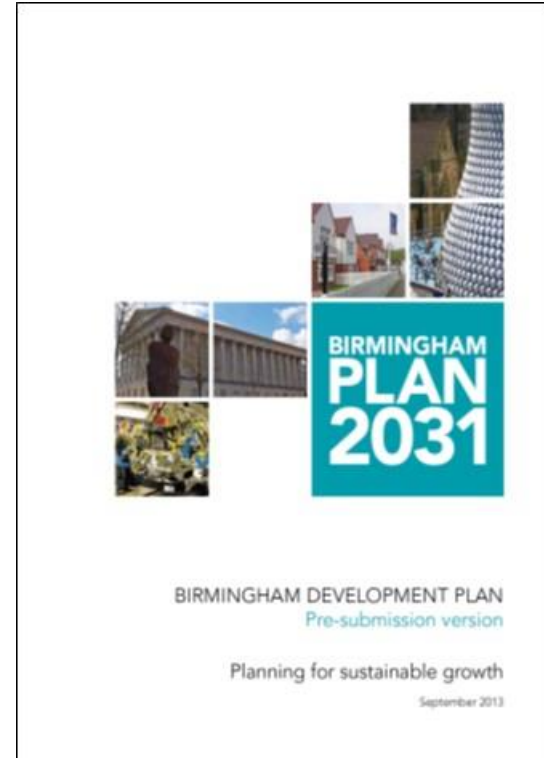
East Birmingham Inclusive Growth Strategy

The council's goal is to make East Birmingham a great place to grow up, to live and to work, where people are healthy and successful. The Strategy will guide the way that this is achieved over the next 20 years, setting out a way forward that will ensure that local people benefit fully from both new and existing opportunities., including:

- Investing in the Community & Local Centres
- Transport investment -Metro Extension, A45 Sprint , walking and cycling routes
- Major Residential & Commercial Development
 - LDV /Alstom site
 - Airport/UK Central
 - Birmingham Wheels
- Green Growth – Tyseley Energy Park

Birmingham Development Plan Update

- BCC has commenced an update of the BDP looking ahead to 2042.
- Currently at the scoping and evidence gathering stage including undertaking:
 - Housing and Economic Development Needs Assessment
 - Call for Sites (using digital planning tools)
 - Urban capacity study
 - Sustainability appraisal scoping
- Timetable set out in revised [Local Development Scheme](#)



Route to Zero – Green Growth

- Birmingham City Council declared a climate emergency on 11th June 2019.
- Birmingham City Council has a target to become net zero carbon by 2030, and for the city to become net zero carbon as soon thereafter.
- Route to Zero (R20) Task Force set up and R20 Action Plan adopted Jan 21
- Catalyst for green economic growth – Retrofit Programme & supply chain, green automotive and smart low carbon transport



