

**GRAND CENTRAL**  
BIRMINGHAM

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**Birmingham City Council**



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## PURPOSE OF THE BRIEFING

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- To communicate the purpose, vision and priorities of the Birmingham Growth Alliance Partnership
- Provide information and first stage engagement with Birmingham employability and skills support providers
- To outline timescales and employer requirements
- To begin the process of getting people ready to apply for jobs
- Mapping of existing training provision for retail, hospitality and customer service

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## THE OPPORTUNITY

• **£700 million** redevelopment of New Street Station and The Pallasades Shopping Centre into Grand Central Birmingham

Over **1,000 new jobs** through John Lewis, Network Rail and over 50 retailers within New Street Station and Grand Central Birmingham



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## Birmingham Growth Alliance Partnership

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### Purpose of the Partnership (inaugural meeting Aug 2012) to:

- Capitalise on employment, training and workforce development opportunities
- Focus on driving up and delivering an excellent customer service experience in retail, hospitality and wider service sectors for visitors to the city centre
- Set a benchmark for training that meets and exceeds employer expectations
- Create a collaborative, sustainable approach that supports the ongoing needs of the service sector
- Assist those into employment most in need of support

### Our partners:



John Lewis



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## SHARED VISION

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- Provide an enhanced customer service experience throughout Grand Central and New Street Station that leaves a positive and lasting impression of Birmingham
- Develop and implement a joint "Customer Service Standard" that sets new/improved benchmarks for employability, training and workforce development
- Commitment to Birmingham residents, particularly priority clients, to deliver a co-ordinated pathway and high standard of support which improves access to these jobs

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## STATEMENT OF OPPORTUNITY

- The [Statement of Opportunity](#) is the first in a series of briefings on the BGAP employment and skills workstream
- It outlines how the partnership will jointly work together to maximise opportunities through Grand Central Birmingham and provide excellent customer service
- This will be achieved by:
  - Creating a collaborative approach, co-ordinating training and employment support in response to requirements
  - Creating a recruitment strategy that sources its workforce from Birmingham's diverse community
  - Providing workforce development opportunities to upskill existing employees

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## JOBS AND SKILLS CHARTER



The [Jobs and Skills Charter](#) sets out the commitment of John Lewis, Network Rail and Birmingham City Council to work together so that Birmingham residents, particularly the young and unemployed, to gain improved access to over 1,000 new jobs created through this development

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## JOBS OPPORTUNITIES – JOHN LEWIS

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### RECRUITMENT

- Approx 710 non-management positions (450 selling, 80 stock management, 110 catering, 20 customer support, 20 visual merchandise, 20 Business Protection and 10 other)
- Approx 70 management positions
- Approx 50% Full-time and 50% Part-time
- Expect approx 85% to be new Partners
- Expect in excess of 10,000 applications
- Broadly recruit to behaviours

### TIMELINE

- Senior branch management positions – Feb/Mar 2014
- Management positions – April/May 2014
- Non-management roles – June/July 2014
- Application process will be on-line – [www.johnlewisjobs.com](http://www.johnlewisjobs.com)
- Partners receive up to 4 weeks training (depending on role)

**John Lewis**

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## JOB OPPORTUNITIES – NETWORK RAIL

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### CURRENT RECRUITMENT

- 1<sup>st</sup> recruitment campaign underway for Customer Service Advisors
- Pre employment training starting today for 40 candidates
- Guaranteed Interviews in February with jobs starting in March and a 4 week induction programme prior to the new Concourse opening in April
- Further opportunities to be identified prior to Switchover

### FUTURE RECRUITMENT

- Analysis of staffing needs in the period up to 2015
- Tapping into other employment opportunities related to the NSS operation
- Move from recruitment based just on technical skills towards customer service and transferable skills
- Joint vision on customer service standard across the station and Grand Central
- Workforce development for existing staff to deliver a world class customer service and visitor experience



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## TRAINING & EMPLOYMENT SUPPORT PARTNERS

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### OBJECTIVES

- BGAP has aspirational view to set new 'benchmarks' for training and provision
- Partnership making commitment to residents to offer the support they need
- Early planning and lead in time to deliver candidates with the right skills and aptitude
- Long term approach to support those furthest away from labour market
- Target priority clients, e.g. young people, unemployed and unemployment hotspots

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## TRAINING & EMPLOYMENT SUPPORT PARTNERS

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### HOW CAN THIS BE DELIVERED?

- Track and flag students now – based on skills matching and career aspirations
- Adapting/re-aligning the existing curriculum to meet bespoke needs identified
- Bid for and deliver commissioned specialist training provision
- Sharing information and working together

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## KEY MILESTONES

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- Spring 2013 - Assess volume and scope of existing provision
- April 2013 - New Street Station Half Time Switchover
- Summer 2013 - Identify gaps and commission in accordance with requirements
  - Outreach & awareness raising campaign
- Autumn 2013 - Commence delivery of bespoke training
- Early 2014 - Commence employer recruitment campaigns
- Autumn 2014 - John Lewis Store opens
- Autumn 2014 - Grand Central Birmingham opens
- 2015 - New Street Station fully opens

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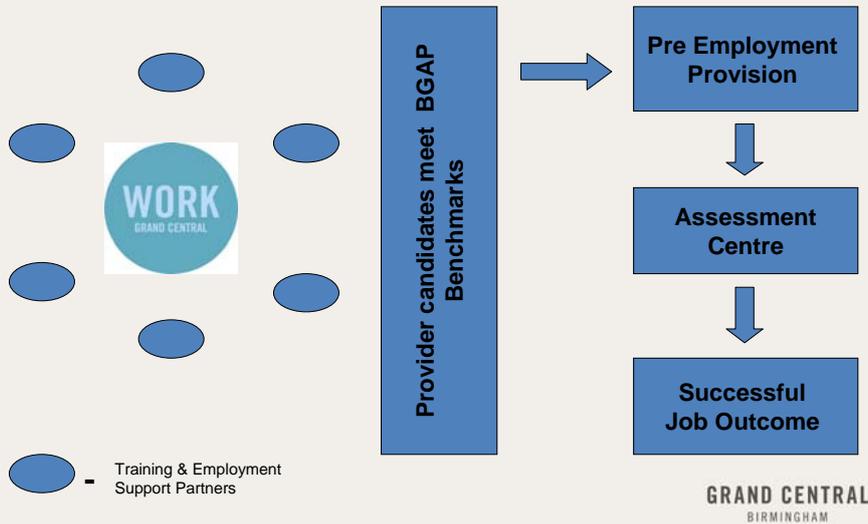
## NEXT STEPS

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- Complete the Training & Employment Support Partner Template and register your key staff on the EAT Opportunities Mailing List
- Register your interest to be kept informed
- Identify targeted groups and individuals for long term enhanced support
- Align outreach and attraction campaign with training and employment support partners
- As additional end-use employers become known (new business tenants) BGAP will engage with and secure employer commitment

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## PATHWAY TO EMPLOYMENT



## FURTHER INFORMATION

Regular Provider e-briefings will be distributed outlining the latest news and information on Grand Central and New Street Station

Future Briefing Sessions at key milestones

All enquiries to be directed through BCC's  
Employment Access Team...

[www.birmingham.gov.uk/eat/grandcentral](http://www.birmingham.gov.uk/eat/grandcentral)

[www.grandcentralbirmingham.com](http://www.grandcentralbirmingham.com)

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## QUESTIONS

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