

WoW

World of Work Project Birmingham Project Information



WoW aims to engage with long term unemployed people across Birmingham and provide support with training and linkages to work within key growth sectors. WoW is managed by Birmingham City Council; supported by Solihull Council.

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Eligibility criteria

To be eligible for this project people must be aged **25 or over and**, legally reside in Birmingham

And legally be able to take paid employment. (Asylum seekers who do not have permission to work are NOT eligible)

And be unemployed or inactive – (should NOT have received any money from any work in the past month)

And must not be on any other ESF funded programme or Work Programme funded project, i.e. Work Choice

Target groups

As well as targeting people that are 25 years or over, the project also has a focus on supporting the following groups within this:

- Aged 50 and above
- People from BAME background
- People with a disability or health issues
- People without basic skills
- Lone parents

The targeting for this project is determined by an agreement with the European Social Fund. This project is part funded by the European Social Fund.

Growth sectors

This project is focused on getting people from the groups described into work in the following sectors:

- Advanced manufacturing and engineering
- Creative industries
- Low carbon & environmental technologies and services
- Transport and logistics
- Life sciences
- Digital and technology
- Business, professional and financial services or where there is significant replacement demand, such as:
- Construction and infrastructure
- Health and social care

WoW is running to the end of October 2020.

For queries, please contact wow@birmingham.gov.uk or **0121 303 4321**

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www.birmingham.gov.uk/wow

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