



The Effectiveness of Birmingham SRB Programmes in Getting People into Work

- safeguarded' be retained only as an ancillary outcome measure of the employment impact.
5. Thematic regeneration schemes such as Enterprise Link, Core Skills and the CEBP were designed to focus on one particular aspect of the problems facing the community or business. Arguably this single focus has enabled the schemes to have greater impact. The early programmes arose partly because the funding previously allocated to those types of actions was brought into the SRB. Many of the comments we received about the early rounds indicated concern because the various agencies "who were said to be trying to get their money back." However the schemes in Birmingham such as the Core Skills Programme have been nationally recognised as innovative best practice and several comments were received on the positive impact the schemes have had on mainstream services.
 6. The area-based schemes are all complex initiatives targeting large densely populated urban areas. Within the scope of the SRB the programmes have tried to create a balance between projects designed to address social, economic and physical issues. In SRB 1 for example the total grant was £12.8m and the key actions included commercial area improvements, housing and education and labour market initiatives. The nature of the market failure in these areas is so severe that the programmes are in danger of spreading themselves too thinly to achieve a significant impact. This point was made several times by programme managers and board members alike.

6.3 The Partnership Process and Management arrangements

6.3.1 The Partnership Process

A central feature to the SRBCF has been the partnership approach to regeneration. Successful programmes in the annual bidding rounds have had to demonstrate that they were developed and would be delivered by a range of local partners drawn from different sectors and communities of interest. In seeking to examine the partnership process we identified, from the bidding documents and delivery plans, the following target groups of individuals or organisations to contact:

- ❑ Signatories to the original bidding document (Chief Executives or equivalent of the key strategic agencies involved).
- ❑ SRB Board Chairs, Vice Chairs and Chairs of sub boards.
- ❑ The Accountable Bodies i.e. the organisation responsible to GOWM/AWM for managing the contract.
- ❑ Programme Managers.
- ❑ Elected Members in wards where area based SRB was delivered.
- ❑ We also sought the views GOWM and AWM.



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6.3.2 The Views of the Signatories to the Bids

The signatories to the original SRB bids in Birmingham were generally the key strategic agencies involved in drawing up the proposals and providing the match funding. Every programme with the exception of the SRB5 North West Birmingham –a prospectus for Regeneration included the City Council, Birmingham and Solihull TEC, City Pride, Birmingham Chamber of Commerce and Industry, City 2000 and BVSC along with other strategic partners appropriate to the theme or area. We wrote an open letter to named people seeking their views and followed this up by letter or telephone call. Only four people responded which was disappointing given the important role each of these organisations has had in each round of the SRB.

The comments we received included the following points:

'SRB projectshave not been sufficiently focussed on employment and training to realise their full potential'

'The organisation is short term...approval mechanisms do not encourage the commission of projects based on good practice '

'Often SRB programmes underestimated the levels of disengagement from the employment process by local people'

'Birmingham's SRB programmes have been well administered'

'Programmes have often been activity based rather than focussing on the results'

'The conditions created by local SRB programmes have made it easier for local people to access jobs'

'The lessons learnt and the structures created by SRB are being used to help deliver the agendas of the two Regeneration Zones'

6.3.3 The Views of Board Members

In Birmingham there were a range of different board models adopted across the rounds. For example the Core Skills Partnership had a board of Agency Chief Executives which met four times a year, and left the community involvement to each individual partner. The SRB6 Programme set up a shadow board to help in the development of its delivery plan. In year three of its' operation SRB6 established elections for the board through electoral colleges for different parts of the community.

There were limited responses from board members themselves but



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some of the comments we received included the following statements:

'The programme overall was controlled by BCC with no room for innovation'

'Yes (the management arrangements were clear and effective) despite initial difficulties'

'We had great difficulty in identifying the legal role of the board'

(Management arrangements were not (clear and effective) at first but they did improve'

'(The board had) very little local involvement'

'Management arrangements were clear and effective but they never learn the lessons from mistakes'

We also received comments on the boards from non board members. These are summarised as following

' Every board had had a slow start'

'We established a shadow board for round 6 before the delivery plan was established so they had some ownership'

'Changes to the board structure were really crucial in bringing this (more strategic) change of approach about'

'Most programmes tried to establish community representation, but with mixed success and the reality was that in some cases it was the 'usual suspects' who ended up on the boards rather than true community representation'

In general contributors felt that the board structures worked well. There was evidence from GOWM, the Accountable Body and others that the boards took a while to establish, but that once established they worked well. It was also reported that the process of managing the boards and sub-boards was bureaucratic.

'GOWM were only interested in spend and outputs not outcomes'
'Overwhelming bureaucracy and its getting worse'

6.3.4 Views of other contributors

'The 5-7 year time frame is too short, you can't turn an area around in that time and you find yourself being project driven rather than policy driven'



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'Not all baseline studies were done in such a way that the impact of the programme could be measured properly'

'The impact of SRB can occur long after the programme has finished and the outputs are no longer being measured'

'Programmes should be crystal clear about what they are trying to do and the various agencies involved need to sign up to doing their bit at the right time. To facilitate this there should be a protocol established between the Board and the agencies as a powerful statement of intent'

'Succession strategies are critical'

'Future programmes need to work at the top level, not programme level, to ensure lessons are learnt'

'We haven't won the battle that what is needed is a co-ordinated attempt to move resources into the deprived areas'

'SRB6 is different because of its huge geographic area...there is therefore a great danger that the funding is dissipated with very little impact on anything'

'We need a small, tight board, but accountable officers who accept community representation'

'We need to look at the Council's role as accountable body and the relationship between the accountable body and officers'

'Early SRB talked about community involvement and a bottom up approach but in practice it was the usual suspects who were involved'
'The Local Authority must manage the process in a sensitive and sophisticated way and facilitate not control. But they do need to be pro-active when there are problems'

'We often underestimate the support boards need to understand their role'

'There aren't sufficient people with the right skills to go round'

'In the early days the West Midlands stood out for having large bids rather than other areas where everyone got a bit. This was a good thing as you got a critical mass of activity'

Conclusions from contributions on the partnership process

6.3.5

In conclusion the variation in the schemes in terms of board and management arrangement and a limited response from some sectors



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make it difficult to comment on particular aspects of the programme. The setting up of the initial partnerships appears to have worked reasonably well but it has proved much more difficult to establish genuine collaborative working amongst parties based on a shared vision and a common interest. It is this element, which if in place would support the sustainability of the regeneration actions once the SRB funding has finished.

It was a generally held opinion that establishing the partnership boards took a long time and was usually fraught with difficulties. This was partly due to the wide range of organisations with overlapping and sometimes conflicting interests and the diversity of communities in the target areas each wanting their own voice. It was also highlighted on a number of occasions that the City Council has not learnt the lessons from each regeneration round and used its leadership to facilitate an improved process in the later rounds. This was felt to be a particular issue with regard to the involvement of the community in the development of the action plan and board and management processes.

6.4 The Views of SRB Beneficiaries

In order to obtain feedback from SRB beneficiaries we commissioned an independent firm of consultants to carry out a series of focus group discussions. The purpose of these discussions was to ascertain directly from the beneficiaries how the SRB projects had helped or hindered them in getting employment and the types of jobs they had. It proved very difficult to obtain the details of people who had finished on programmes but three groups were eventually identified and interviewed in December 2002. It should be noted that this research is qualitative, not quantitative. It is based on the perceptions of beneficiaries and provides a way of probing underlying attitudes and it should not be seen as a statistically representative sample.

SRB Programme	Group	Project
SRB2	1	Media Course funded through SRB and the 524 Centre
SRB2	2	Family Learning Centre
SRB5	3	Phoenix Wharf - Fork Lift Truck Course
Table 3 Beneficiary Groups		<i>Source Bostock Marketing Partnership</i>

6.4. 1 Description of Groups

Group 1 – SRB 2 524 Centre. This group of 4 consisted of beneficiaries of a media course provided through the Sparkbrook, Sparkhill and Tyseley Programme and delivered at the 524 Centre on Stratford Road. All participants were female and aged between 18 to 26 years of age. Three of them are now working for Galaxy FM as



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researchers and the other is undertaking a teacher-training course. The following quotes were some of the comments the students made:
"More than half the students have got jobs, one is working in the theatre, lots have gone into research, some have gone into business management .the others are on a degree course"
'People in the industry respect the course'
'I used to look for other people to help me out. Now I do it for myself'

Group 2 – SRB 2 Community Education at the Family Learning Centre.

Fourteen participants attended the group with ages ranging from 18 to 40. All respondents were Muslim females who were or are participating in an SRB funded training project. Most of the group are mothers and not working, but would like to in the future. Around five of the group are currently in employment.

'I used to think I couldn't do a course – now I have even taught other people in the community'
'The training has encouraged people to access employment –my sister is now teaching as a supply teacher in an Islamic school'
'For cultural reasons I would not have been able to do this course anywhere else'
'I am now teaching IT and have a degree as a result of the training programme. When I first came here I would not have been able to speak at something like this'

Group 3 – SRB 5 Family Support delivered at the Phoenix Wharf. In all, eight respondents aged between 18 and 24 participated in the discussion. Seven group members are currently taking a ForkLift course at Phoenix; they are all at different stages of the course, which enables respondents to drive a forklift truck in a work environment. One of the respondents had finished the course a few months ago and is currently employed, part of his role is forklift driving.

'What else would I be doing if I weren't doing something like this? Sitting around watching TV. Sleeping'
'If you fall behind they make you catch up'
'I can now work as part of a team – I couldn't do that before. I can also work on my own if I have to'

6.4.2 Conclusions from the Beneficiary Consultation

Views on the training and support received are very positive. The quality of the training provision is viewed as good, both in terms of the equipment and materials used but also in terms of the nature of the delivery.

The training received by Group 1 has excellent industry links and this made the rewards from training more tangible to the beneficiaries and



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this is a possible reason for its success. More training and employment projects need to foster such effective relationships with industry. The group recognised that all too often at the end of a training or employment programme a dead end is reached.

Groups 1 and 2 provide evidence that several beneficiaries have found employment as a result of their training programme. Whilst not directly linked to job outcomes, most beneficiaries state that the SRB project they have been involved in has increased their confidence and raised their aspirations about what they can achieve in the future. Hence, whilst direct job linkages might not be as apparent for some projects such as Community Education, in the long run, through continued support, more job-outcomes may be likely.

Little evidence is found from the group discussions to support a view that SRB funding has resulted in beneficiaries moving to new locations.

6.4.3 Lessons for the future

The groups highlighted a number of lessons for future SRB programmes. The following were felt to be particularly important:

- ❑ Industry specific linkages are important in training schemes and can lead to the success of an SRB project.
- ❑ Locally tailored solutions, such as the Community Education approach can help to encourage those more excluded groups to engage in learning encouraging them to secure employment in the future.
- ❑ The value of schemes, which go far beyond that of simply gaining a qualification or new skill and also include team-building and confidence skills.

In terms of the scrutiny review the information on projects and programmes needs to be more readily available not only for review purposes but also in terms of a proper evaluation of the impact of the regeneration actions.

6.5 Best Practice in Birmingham and Liverpool

6.5.1 Introduction

As part of this review member/officer visits were arranged to regeneration programmes and projects identified as demonstrating best practice. In Birmingham we selected two local projects – Gas & Water Industries National Training Organisation (GWINTO) (SRB5) and Recruitment & Selection Programme (RASP) (SRB2) which both claimed good job outputs but used different methods to achieve them. We also visited the Castle Vale Housing Action Trust, which is a 12 year programme funded directly from national government.



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As a national example of good practice we selected the SRB funded Speke Garston Programme in Liverpool, which in 2001 won a British Urban Regeneration Association (BURA) Award and has received national acclamation for its approach. We also visited two projects supported by the Speke Garston programme – CREATE and the JET shop.

6.5.2 Castle Vale Housing Action Trust (CVHAT)

Castle Vale is Birmingham's largest post-war estate. Built between 1964 and 1969 on the former Castle Bromwich Airfield, the area was originally developed to house families displaced from the city's clearance programme. By the early 1990's the buildings had deteriorated and the social and economic problems had spiralled.

The Castle Vale Housing Action Trust (CVHAT), a Non Departmental Public body, was established in 1993 after a tenant/leaseholders' ballot in favour of a transfer from Birmingham City Council. The HAT is a short-life body and will be dissolved in 2005 once its business is complete. The project is directly funded through the Office of the Deputy Prime Minister (ODPM). The planning figure for the regeneration of Castle Vale is circa £300m, which includes £205 million public funding (Grant in Aid) as well as private finance.

At the start of the process the unemployment rate was around 28% and there were high levels of young people who had never worked. There was little commercial activity and many local employers would not employ people from B35 postcode areas (Castle Vale). The few local businesses there were formed themselves into the Castle Vale Business Group, starting with 10 members, they now have over 60 and have played a significant role in offering jobs to local people.

Initially the HAT recruited a local team to provide jobs advice as there was a lack of confidence in the key agencies in the area and a low take-up of government initiatives. A One-Stop Shop was established and was critical to activities. It worked with businesses with a low perception of the area and ran customised training programmes. Its first programme only created 30 jobs but started to make people realise that the HAT was serious about jobs.

Since 1995 it has placed 1,500 people into jobs in construction, warehousing, distribution, and care. The HAT is tracking these people, looking to see where they are now and reviewing the baseline data. Unemployment has fallen to 4.6% (below the City average) Local labour agreements are built in to major projects – as a best endeavour not a target. Local people are also encouraged to get jobs off the estate.



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The HAT reported that they started to talk about an exit strategy from day one, working with other agencies. Merlin Venture, a development trust, will take forward the work of the HAT after it finishes. An endowment strategy has also been established and the HAT is now contracting with successor agencies.

Staff of the HAT gained valuable regeneration experience over the last decade. They tried to set up a process to transfer the skills to the New Deal for Communities Programme (NDC2), but the government prevented them working outside Castle Vale.

6.5.3 Significant differences between Castle Vale and SRB programmes

The following issues were identified as significant differences between SRB programmes and Castle Vale.

- ❑ Castle Vale was funded for a twelve year programme, whilst the SRB programmes ranged from 1 to 7 years. The majority of those in Birmingham were funded for 7 years.
- ❑ The scale of funding in Castle Vale at circa £300m was significantly more than the holistic area based SRB programmes in the city which ranged from £12.8m for Saltley Small Heath in Round 1 to £39.96m for SRB6 in the final round.
- ❑ There was a sharply focussed geographic area within the Kingsbury ward with a population of 11,000, which was the focus for the work of the HAT. Similar programmes in the SRB had much wider areas with higher population densities (see Table 7 page 56).
- ❑ Although an original housing based initiative the CVHAT recognised very early on that housing renewal was unsustainable unless the related social and economic issues were also addressed. Furthermore the HAT has planned for its exit strategy since day one. There is little evidence in the Birmingham schemes of clear succession strategies during the early part of the programmes.
- ❑ Local businesses were seen as key to the sustainability of the jobs for the local residents and the HAT worked to ensure that the main agencies developed and delivered programmes relevant to the needs of the local area.

6.5.4 GWINTO (SRB5 North West Birmingham a Prospectus for Regeneration)

GWINTO was set-up three and a half years ago as a national project in conjunction with the Health and Safety Executive, City & Guilds and CORGI to develop a qualification for people entering the gas and water



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industry. The biggest catalyst to starting the programme was mapping the growth areas in the gas industry and then developing a training programme. In 1999 a shortfall of 30,000 trained people was projected for the industry. The traditional entry was two to three years working in the industry with day release and evening classes, which was off-putting to many people.

The GWINTO scheme involves a twenty-seven week intensive training package for central heating systems including a twelve week work placement. As the SRB5 programme was looking at creating pathways into employment for disadvantaged communities they were particularly attracted to this scheme as it had demonstrated a good track record of getting people into jobs. There are 30 trainees on the current programme in Birmingham.

GWINTO ensures employers for the work placements are fully engaged in the process. The national success rate of students finding jobs is 78%. 12 people found work out of 15 trainees from the last course that ran in Birmingham. There have been difficulties in persuading partners of the need for flexibility. One Action for Jobs team in Birmingham tried to take someone off the course 2 weeks before it finished.

GWINTO and HART are now developing opportunities for trainees to return to training and learn gas cooker skills, funded by SRB, LSC and Job Centre Plus.

GWINTO is seen nationally as a sustainable model and other sectors with skill shortages are showing an interest as this model can be transferred to other industries. GWINTO is also trying to address discrimination through postcode and ethnicity. They are setting up a mentoring scheme to encourage women into the industry.

Three trainees came to speak to the committee during the visit. All spoke very highly of the programme particularly the industry focus and support they received. All three were confident that they had jobs to go to at the end of the programme.

6.5.5 RASP (SRB2 Sparkbrook, Sparkhill and Tyseley)

The primary aims of this project are to work with local businesses in the SRB2 area to identify job vacancies and match them to local employees with the right skills. They see successful small businesses as the key to regeneration. The project has achieved many successes in getting local people into local jobs and helping small business to remain competitive.

RASP acts as an intermediary between the employer with a vacancy



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and the potential employee. Vacancies are circulated to 19 agencies including neighbourhood forums, colleges and training initiatives. Job applicants are screened by RASP before details are sent to employees. Most people who apply for the jobs are unemployed and most local businesses say that they would choose a local person over someone from further afield. Security, parking and access are the three key problems for employers in the area and by recruiting local people the second two factors are resolved.

A record is kept of who gets jobs – 100 people this year accessed jobs, but beneficiaries aren't tracked beyond entry to a job. Feedback is given to agencies on why people are not getting jobs. People in the area have a range of skills including degrees but some companies do have negative preconceptions about local people.

The initial project funding under SRB2 has finished and the project is now funded through New Deal, the Employers Coalition and the LSC. The programme manager reported that a considerable amount of his time was now spent trying to identify funding. This lack of funding continuity means that staff have short term contracts and this creates problems with retaining key people.

The manager of RASP has been trying to convince Business Link that it should be a local outreach centre, bringing everything together including training and incubation. He feels that devolvement into communities is important and is talked about, but there is little action.

The important issues from this project concern the sustainability of projects and their relationship to mainstream activity. We were not able to get a view from the mainstream agencies on this particular project nor to identify if the project had influenced the practice of mainstream or encouraged the bending of mainstream resources. If we are to understand the impact of such schemes in the future we need to improve the baseline information on the role and functions of the statutory agencies at the start of the regeneration programmes.

6.5.6 Visit to Speke Garston Partnership, Liverpool - 19th November 2002

The Speke Garston Partnership originally came together to submit a bid under the City Challenge Programme. Although this bid was unsuccessful, in April 1995 in a bid led by Liverpool City Council they went on to secure £17.53m funding from the SRBCF. In 1999 a further £4.03 million was approved, extending the Partnership's life until March 2004. The area has a population of 23,400 covering two distinct districts, Speke, a mainly 1950s council housing estate, and Garston, predominantly high-density Victorian and Edwardian terraces.



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The initiative focuses on a range of actions including:

- ❑ the creation of jobs through inward investment,
- ❑ improving the local business environment,
- ❑ providing training and helping local people to access jobs,
- ❑ improving housing,
- ❑ upgrading community facilities and the surrounding environment,
- ❑ providing youth development programmes,
- ❑ implementing initiatives to tackle crime,
- ❑ maximising participation in all aspects of the regeneration process.

The programme complements the work of the Speke Garston Development Company, a joint venture between English Partnerships and Liverpool City Council, which is changing the physical face of the area and is the major driver for attracting inward investment and new jobs. A principal aim of the Partnership is to help local people develop the necessary skills to access these jobs.

6.5.6.1 *Performance*

The Mid-term Review 1995-1999 shows that unemployment fell from 21.3% in 1995 to 12.3% in 1998. Long term unemployment fell from 48.7% of unemployed people to 37.5%

Combined performance for both rounds to date against employment targets is shown below.

	Target	Actual
Jobs Created	4264	5281
Jobs Safeguarded	442	866
People assisted into employment through training	1630	2446

Table 4 Performance Data from Speke Garston Partnership

Source: Speke Garston Partnership

6.5.7 **How the management of the programme differed from the approach in Birmingham programmes**

The project approach differed from Birmingham's in the following two important areas.

- ❑ Firstly, the partnership recruited a significant number of staff and consultants at the start of the programme to get projects off the ground. Up to 50 staff were employed in the first year enabling them to over-achieve the first year targets. Although subject to the same programme constraints as all SRB programmes they used private sector match to take advantage of the management fee, spending much of the overall 7% in the first two years of the programme. They also ran projects



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whose budgets were mainly spent on staffing, for example, a Community Capacity Building Team.

- ❑ The second significant difference was that Liverpool City Council 'layered' other initiatives on top of the SRB area e.g. Sure Start and Employment Zone to maximize the impact for the area. Whilst Birmingham has tended to spread the initiatives around the city to different areas.

Two SRB projects funded through the programme were also visited.

6.5.8 The JET SHOP

JET (Jobs, Education and Training) Shop offers professional, impartial and confidential advice on jobs, education and training to people living in the local area. It also helps employers to recruit local staff.

The Speke/Garston area has the lowest educational attainment in the country. Since its establishment in 1996, when 45% of their clients had no skills and 81% were rejected at interview, the JET Shop has moved 2,000 people into employment and now only 34% are rejected at interview. They work in partnership with JobCentre Plus targeting the most marginalised people in the community. They have built up a database of 15,000 people and are able to track people into employment and also if they return to the JET for more advice.

Unemployment in the area is now 10%, which is the Merseyside average. 20 people per month are moving into jobs in the area, but long-term unemployment is still unacceptably high. In order to address this problem JET is planning to go out into the community and offer advice directly in streets where unemployment is high or where clients do not traditionally access the JET services.

The JET is now diversifying into delivering psychometric testing (used by a number of major local employers) and temporary staff services in order to move away from grant dependency.

The success of the JET in Speke Garston has meant that Liverpool City Council is using it as a model for its city-wide employment strategy and 5 further JET Shops are being established in the city.

6.5.9 Lessons for Birmingham

The most impressive observation about the JET was the amount of information they have on the clients who use their services. Early on they set up a database, which helped them to track all their clients into their first job (they don't have the resources to track the individuals if



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the move to another job) and if they lose that job and are unemployed they are able to identify them again. This seems to be in stark contrast to our experience of SRB programmes in Birmingham and we recommend that a similar system is set up by the partnership.

6.5.10 CREATE

CREATE is a social business with charitable status. It provides salaried training to NVQ Level 2 in warehousing, engineering production; administration, IT, CLAIT and fork lift truck operation for long-term unemployed people. The aims are to bring people back into the labour market and to offer safe electrical appliances for sale to those on a low income. This is achieved through the refurbishment, resale and recycling of household 'white goods'.

Around 20,000 end-of-life appliances are collected each year from householders and retailers, 4,000 of which are refurbished and sold and the rest recycled or used for spare parts. It has a turnover of £320,000, generates some of its own funds and draws in money from SRB and other schemes. Trainees are offered a 12-month contract and are paid the minimum wage for doing real work with production targets. Job search skills are an important part of the scheme and there is extra support if needed. 82% of trainees went into work last year. 64% of their customers have a household income of less than £10,000.

6.5.11 The lessons from CREATE

The important lessons from this scheme are that the project provides an important service to the wider community in a very disadvantaged part of the city. It performs a valuable contribution to the environmental and recycling targets of the city including the refurbishment or safe disposal of fridges and freezers. In addition CREATE offers industry level training in a secure work based environment to people most of whom have been long-term unemployed or excluded from the labour market.



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6.6 External Factors

A number of external factors have impacted on the SRB programmes in different ways and these are discussed below. In particular, economic factors beyond the control of the City Council can influence unemployment and employment rates in the city, despite the best endeavours of SRB and other regeneration programmes. We have therefore begun this section with an analysis of the economic context to the SRB programme in Birmingham.

6.6.1 Economic Context to the SRB programmes in Birmingham

By the time SRB1 had started in 1995, recovery from the recession of the early 1990s was underway, but some areas in Birmingham had fallen significantly behind the national average on a range of economic indicators. In some inner city wards, targeted by SRB programmes, the problem is much more severe with unemployment rates persistently 4-5 times the national average.

Therefore, we focus on the six-year period 1995-2001 in order to draw some comparisons. It should be noted that the figures in Charts 1 and 2 and in the subsequent analysis relate to the wards where the SRB programmes took place or are currently taking place, not the actual SRB programmes. This does not include the Enterprise Link Programme in SRB1, the Core Skills Programme in SRB2, Birmingham CAN! In SRB4 which all had a citywide focus.

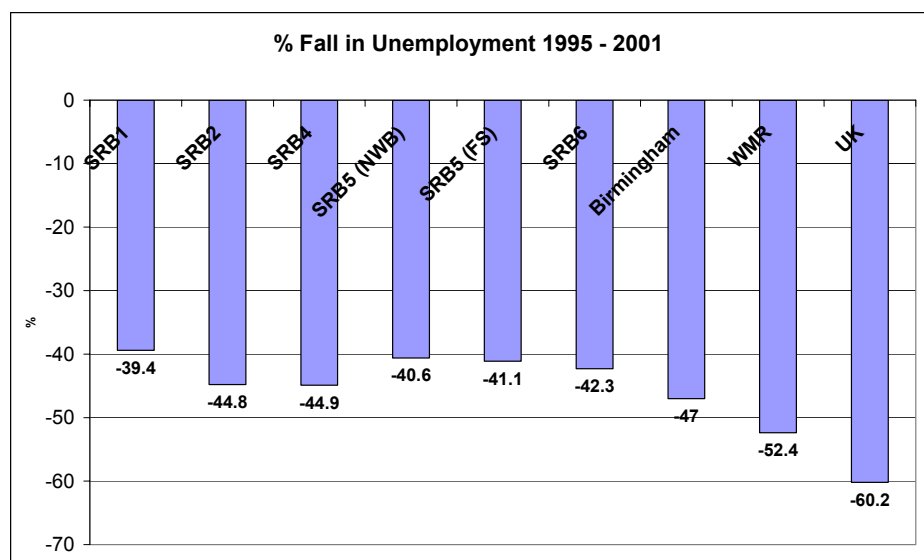


Chart 1: Unemployment change 1995-2001

Source: Claimant Count Series, NOMIS



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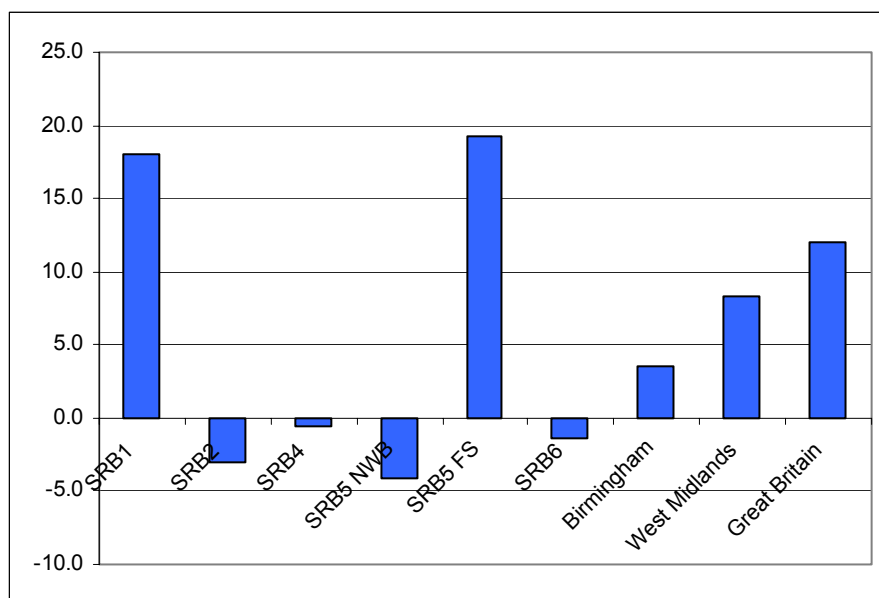


Chart 2: Employment change 1995-2001 (%)

Source: Annual Employment Survey 1995, 1996, 1997; Annual Business Inquiry 1998, 1999, 2000, 2001

Changes in unemployment rates during SRB programmes

As employment data is only available to 2001, it has constrained the analysis above. However, unemployment figures are available to date and the tables below shows changes in unemployment during the period the programmes have operated.

Annual Average Unadjusted Unemployment Rates (%)									
	SRB1	SRB2	SRB4	SRB5 (NWB)	SRB5 (FS)	SRB6	Birming-ham	WMR	UK
1995	26.2	21.6	17.7	25.5	19.7	24.5	14.8	8.4	8.3
1996	24.4	19.7	16.3	23.9	18.2	22.7	13.6	7.4	7.5
1997	20.3	16.0	12.8	19.1	14.7	18.1	10.6	5.6	5.7
1998	19.1	14.7	11.4	17.3	13.6	16.4	9.5	4.8	4.8
1999	19.1	14.7	11.1	16.7	13.5	15.8	9.4	4.7	4.4
2000	17.7	13.6	10.5	16.0	12.7	15.0	8.8	4.2	3.8
2001	15.9	11.9	9.7	15.1	11.6	14.1	7.9	3.8	3.3
2002	15.8	11.9	9.7	15.4	11.1	14.2	7.5	3.5	3.1
% Fall in Unemployment 1995-2002	39.4	44.9	44.9	40.6	41.1	42.3	46.6	54.8	60.2

Table 5 Employment Rates in SRB Areas

Source: BEIC, ONS, NOMIS

Shaded entries show the duration of SRB programmes. SRB2, SRB4, SRB5 (FS), SRB5 (NWB) and SRB6 are ongoing



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Drawing together conclusions is difficult because the SRB programmes cover different time periods and whilst we have unemployment data up to the current month, we only have employment data to 2001.

1. The **SRB1** programme for Saltley and Small Heath covered parts or all of the following wards: Small Heath, Sparkbrook, Nechells and Washwood Heath. The number of jobs located in the area increased by 12,300 (18.0%), with unemployment amongst residents falling by 3,893 (-40.8%).
 - In SRB1, the growth in the number of jobs can largely be accounted for by Nechells ward, which saw an increase of 9,450 jobs between 1995 and 2001. This ward includes Aston Science Park and Aston University, both of which have generated jobs in recent years.
2. In the wards covered by **SRB2** (Sparkbrook, Sparkhill, Fox Hollies, Small Heath and Acocks Green), the number of jobs located in the area has decreased by a modest 1,700 (-3.0%), with unemployment amongst residents falling by 5,021 (-46.7%).
 - Although there has been a modest decline in the number of jobs in the SRB2 area, unemployment has fallen significantly and this suggests that residents are travelling outside the SRB2 area to work.
3. In the wards covered by **SRB4** (Selly Oak, Edgbaston, Bournville, Ladywood, Soho, Aston, Handsworth, Sandwell, Perry Barr, Oscott and Kingstanding), the number of jobs located in the area fell by 1,250 (-0.5%), with unemployment amongst residents falling by 9,225 (-46.3%).
4. In the wards covered by the **SRB5 North West Birmingham area** (Sandwell, Soho, Ladywood, Aston and Handsworth), the number of jobs located in the area fell by -6,750 (-4.1%), with unemployment amongst residents falling by -5,268 (-40.7%).
5. In the wards included in the **SRB5 Family Support area** (Aston, Brandwood, Nechells, Northfield, Shard End and Stockland Green) the number of jobs grew by 14,778, some 19.2% between 1995 and 2001. Unemployment in the area fell by 4,478 amounting to a percentage drop of 43.7%.
6. In the wards covered by **SRB6** (Ladywood, Soho, Aston, Handsworth, Sandwell and Edgbaston), the number of jobs located in the area fell by 2,650 (-1.4%), with unemployment amongst residents falling by 6,265 (-42.6%).



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7. The decline in employment in **SRB areas 4, 5 (North West Birmingham) & 6** can be accounted for by Ladywood and Soho wards (which are common to each of the three areas), which saw falls in the number of jobs of 2,350 and 6,300 respectively in the 1995-2001 period.

- Ladywood ward covers a substantial amount of the city centre in which there is an obvious high density of jobs. Therefore the fall of 2,350 jobs is only a 2.1% reduction, which could be explained by some companies relocating to business parks elsewhere in the city and the general turnover of employers located in the city centre.
- Soho, however, lost some 35% of the jobs located in the ward between 1995 and 2001. This inner city ward has been significantly exposed to the continued decline in the traditional manufacturing and engineering sectors.

Table 6 below looks at three area based SRB programmes and compares the drop in the numbers of people unemployed over the period the programme has operated and compares this with the numbers of jobs created.

Programme	Fall in unemployment during period programme has operated	Jobs created to date in SRB programme	People assisted by SRB into employment through training
SRB1 Saltley Small Heath	3893	298	1553
SRB2 SSTARI	4105	1535	717
SRB6	570	20	33

Table 6 Changes in Unemployment

Source: ONS, BEIC, BCC



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6.6.1.2 The Population in Area Based SRB Programmes

The table below shows that the level of support from SRB per head of population in Speke Garston (Liverpool) was £1081 compared to £256 in SRB1, £500 in SRB2 and £705 in SRB6. Clearly the SRB funding levered in other monies, but it shows that in Speke Garston they were able to concentrate a similar amount of funding to a population half the size of SRB2 SSTARI.

Area	Population of Area	SRB funding (£M)	1991 Census	1998 mid year estimate	% change	Change in Numbers 1991-1998
SRB1 Saltley/ Small Heath	50,000	12.8	82,676	93,900	13.6%	11,224
SRB2 SSTARI	46,000	23.0	133,206	145,700	9.4%	12,494
SRB6	48,500	34.2	152,133	165,000	8.9%	13,467
Speke Garston	23,400	25.3	74,622	70,700	-5.3%	-3,922
Castle Vale	11,000		19,421	16,500	-15%	-2,921

Table 7 Population in area based SRB programmes
Source: NOMIS, Castle Vale HAT, Speke Garston Partnership, SRB1 & 2 Programme Manager

In Table 7 above unshaded figures are derived from Bid documents and information from Programme Managers and refer to the regeneration area per se. Shaded figures relate to the totals in the wards covered by the SRB areas so these figures are larger.

6.6.2 External Factors which have impacted on the programme

Since the start of the SRB programmes a number of external factors have impacted on the programme. Most significantly, the change in government in 1997 led to a change of approach in regeneration policy and a raft of new initiatives to tackle the growing problem of deprivation and social exclusion which was prevalent in both urban and rural areas.

6.6.2.1 New Deal

Programme Managers were particularly concerned about the impact which the government's initiative for young people, people with disabilities and older workers had on their ability to deliver on their jobs related outputs. GOWM renegotiated a lower target on the SRB



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job outputs with BCC. This reflected concerns that the target group for the SRB and New Deals were the same.

6.6.2.2 New Deal for Communities

The introduction of the New Deal for Communities offers significant funds to thirty nine of the most deprived areas in the country over a longer time scale than the SRB. The emphasis is on community led partnerships delivering multi-faceted regeneration programmes. There are two NDC areas in Birmingham in one covering parts of Kings Norton and the other covering part of the Aston ward. This programme should enhance any SRB projects in the area, particularly SRB5 and 6.

6.6.2.3 Neighbourhood Renewal Fund

The Neighbourhood Renewal Fund, which is targeted on 88 of the most deprived areas of the country, offers neighbourhoods a ring-fenced funding stream to be delivered through the LSP. In Birmingham the initiative operates across key strategic themes e.g. employment and health and at individual ward level.

6.6.2.4 Range of Initiatives

The original purpose of the Single Regeneration Budget was to bring together the 20 plus initiatives that existed to support regeneration, into a single stream which would reduce bureaucracy and more effectively deliver holistic regeneration programmes.

In October 2002 the Governments Regional Co-ordination Unit recommended that 28 separate initiatives should be merged to reduce the costs and address the burden on councils and communities alike. SRB Board Members, Programme and Project Managers have all alluded to the added burden of the range of initiatives and funding streams, which need to be considered.

Further issues mentioned arising from this raft of initiatives have been the demand for experienced and skilled regeneration and economic development experts. The larger agencies have in many cases recruited staff from local projects and this has created problems in finding staff to deliver programmes and projects. Many of these problems have been dealt with in the short term by employing external consultants to develop and even deliver aspects of the programme. Whilst this is frequently the only alternative, what this approach fails to do is to build capacity in the programmes and projects.

6.6.2.5 Organisational Changes

A further development has been the number of organisational changes, which have occurred across the agencies. The Regional Development Agencies were established in 1999 with a remit to