

Time to celebrate . . .

It has been an eventful seven years and everyone associated with the SRB6 programme can justly be proud of what they have achieved. The programme has come to its conclusion, leaving behind a legacy of significant, enduring improvement throughout the area. There is another legacy, and that is a flowering of organisations such as North West City Jobs (NWCJ), conceived in the latter part of the SRB6 programme, that have a valuable continuing role to play.



SRB6 has employed a very successful strategy of funding projects and initiatives that can show real potential for sustainability, protecting the tax and rate payer and, more importantly, adding long-term value for the clients the project is serving. North West City Jobs is a perfect example.

History

NWCJ exists to help local people into local jobs — people in areas like Handsworth, Lozells and Aston. The project was modelled on the award-winning Bullring 'employment hub' and, initially, was designed to deliver suitable job-ready

"As a local employer, I am delighted to be working with North West City Jobs, helping women from the area to find a new, long term career in trades such as plumbing, plastering and so on. Good news all round!"

David Bryan
Director, Glendon Property Services Ltd

Celebrating past achievements and looking forward to new

Dr Sarindar Singh Sahota OBE takes this opportunity when celebrating the achievements of the SRB6 programme to look forward to the continuing contribution NWCJ can make to the local community



residents into new jobs created by companies relocating to the old IMI headquarters. Over time, the numbers of vacancies will be significant and North West City Jobs has already identified incoming opportunities for companies that will require from 30 to 300 new employees each.

. . . and a time to reflect

I believe the potential for the local community is actually much greater. Everyone has woken up to the fact that regeneration is not simply about the physical infrastructure. It is also about addressing the social fabric of the community. More jobs filled by local people will certainly help. But there is an even greater potential. That is working with existing local business people and traders

and their associations. By creating a conduit of local talent into existing local businesses, the benefits become more than the sum of their parts. This is something that North West City Jobs is actively embracing. They are working with, and have provided job-ready people from the community to, local companies as diverse as a specialist 'Indian' food processor and a local building contractor (in partnership with the Construction Employment Alliance) that is recruiting women into new careers.

I am also delighted with the way North West City Jobs is working with local partners, especially by providing customised training opportunities in community settings. They are also engaging with key influential partners such as academic organisations who have been researching barriers to worklessness and unemployment. North West City Jobs can offer a practical, pragmatic link to help overcome the real-world problems.

And, of course, I am very pleased to see how NWCJ is now working with local trade and business associations. That really has to be the key to integrating employment into the local infrastructure.

On behalf of everyone involved in SRB6, I would like to extend my warmest best wishes for their success in the years to come.

