

What is the Longbridge Employment Access Team?

The Longbridge Employment Access Team brings together the collective resources of Birmingham City Council, Jobcentre Plus and the Learning and Skills Council to increase skills and employment opportunities in Longbridge and the wider Birmingham area. In difficult economic times it is more important than ever that the jobs created through the work of the City Council and its partners in regeneration, area development and planning are accessible to all Birmingham people, particularly those facing disadvantage.

With access and information on key regeneration and development programmes within the city, the Longbridge Employment Access Team co-ordinates a professional, free service to existing and new employers. The team provides a thorough, comprehensive partnership support package, from everything that employers need to recruit staff, to ensuring they retain a skilled, flexible workforce.

Key objectives include:

- Working with St. Modwen, contractors and employers to ensure across-the-board commitment to connecting local people to employment and apprenticeship opportunities at Longbridge
- Using the wide-ranging networks and links of the City Council and its partners to identify job opportunities as soon as they come online, for example through new and existing businesses and developments in Longbridge
- Delivering tailored, specific training programmes in conjunction with the Learning and Skills Council to ensure that job opportunities are available to local people
- Encouraging contractors and employers to further develop the skills of their existing workforce
- Using a wide depth of experience and knowledge to help new and existing businesses develop and grow in Longbridge
- Working with the City Council's Planning service to ensure that support, help and encouragement are given to St. Modwen in meeting planning obligations linked to employment

Need help in recruiting well-trained, job-ready employees?

A free service to meet your recruitment needs

The Longbridge Employment Access Team provides co-ordinated access to dedicated and tailored job support and skills programmes to ensure that you get the right people with the right skills for your vacancies.

The personal touch is important to us – we will meet with you to ensure we fully understand your business and recruitment needs, and build a lasting partnership with you, focusing on your objectives all the way.

Our partnership's bespoke support package includes:

- Free service
- A flexible business model tailored to your specific recruitment needs
- A dedicated advisor who will work with you to support your recruitment needs
- Promotional materials highlighting your vacancies
- Recruitment open days
- Candidate response handling to specific advertising
- Pre-screening of job-ready candidates
- Short-listing of candidates
- Pre-recruitment training giving you the best candidate at no cost to you
- Skills analysis and matching
- Aftercare service, including access to training packages to help you retain your staff

Pre-recruitment training

The Longbridge Employment Access Team will work with your business to assess your requirements, and co-ordinate the development and delivery of a training solution that specifically meets your needs.

We can provide training in any occupational sector and tailor a unique course that suits the needs of your business exactly, to the high standards that you expect.

Post-employment training

Once you have conducted your recruitment, an established package of continuous support and training funded through Train to Gain and/or Apprenticeships is available to further develop your workforce, including NVQ Levels 1 to 5 across a range of occupational sectors.

LONGBRIDGE – An emerging workforce

The 15-year project to transform Longbridge is already under way, and the first phases of office and industrial/warehouse space have been delivered, creating high quality space for employment.

Situated off the A38 Bristol Road South, the 40-acre Longbridge Technology Park forms part of the Central Technology Belt. Here two landmark office buildings, the Innovation Centre and Two Devon Way, have been designed to attract start up and expanding, technology-based businesses to Longbridge. The Innovation Centre has over 30 occupiers employing approximately 150 people.

The Cofton Centre, on Groveley Lane near to the A38 is a 35-acre self-contained, secure development providing industrial/warehouse space. The existing Units One and Two were sold to E H Smith and PRG Lighting and Units, with a combined workforce of approximately 250.

Strong Demographic Profile

- The City of Birmingham has the largest workforce in the UK outside London of 617,500.
- Employers locating at Longbridge will benefit from access to a substantial population within a drive-time of 30, 45 and 60 minutes.

Drive-time from Longbridge	Total population	Working age population
30 mins	2,360,481	1,438,874
45 mins	4,093,426	2,504,788
60 mins	5,760,900	3,528,045

- Over 30,000 people live in Longbridge, of which 18,490 are of working age (Source: Nomis, 2007).
- Average salaries in the Longbridge area are highly competitive with median gross weekly pay of £327.60, compared to an average in the West Midlands of £406.30 and £440.90 for the UK.
- The level of skills within the Longbridge catchment area is higher than for Birmingham and the West Midlands region with, for example, over 24% of the working population qualified to NVQ Level 4 or above (Source: ONS Annual Population Survey, 2005).

The Future

Boasting the youngest demographic of any European City, Birmingham is well placed for the future. The three city universities – all within eight miles of Longbridge – have a graduate population of over 19,000, while within a one-hour drive there is access to a total regional graduate population of over 47,000.

In April 2008, Bournville College entered into a development agreement with St. Modwen and Advantage West Midlands to relocate the college to premises at Longbridge. The new Bournville College will bring together three campuses and will be prominently located on the junction of the A38 Bristol Road South and Longbridge Lane with a capacity for 15,000 students. The new College will welcome its first students in September 2011.

Delivering a co-ordinated, seamless service through partnership

Together with our partners, we have in place a specialist infrastructure and range of resources, to guarantee that your job vacancies will be matched to skilled and motivated local people.

Benefits for employers – and for the local community.

