# **GRAND CENTRAL**

BIRMINGHAM

# BIRMINGHAM GROWTH ALLIANCE PARTNERSHIP GRAND CENTRAL AND NEW STREET STATION DEVELOPMENT

## STATEMENT OF OPPORTUNITY



Through the development of Grand Central Birmingham and New Street Station, John Lewis, Network Rail, Birmingham City Council, Retail Birmingham, Jobcentre Plus, Skills Funding Agency and National Apprenticeship Service are seizing the opportunity to come together and support the growth of Birmingham City Centre as a world class destination, offering a quality experience that delights our customers, residents and visitors.

The partnership will capitalise on the significant number of jobs that will result from the development (encompassing New Street Station redevelopment, the new John Lewis department store and transformation of The Pallasades into Grand Central Birmingham), to establish new benchmarks for employment, skills, training and workforce development, in particular looking at delivering an excellent customer service experience.

With over 1,000 jobs being created, this Partnership is committed to reflect Birmingham's diverse community and support priority unemployed groups leading up to opening to access available job opportunities.















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## **AIMS AND OBJECTIVES**

The partnership will jointly seek to:

- Focus on the customer experience throughout from arrival to departure
- Develop and implement a "Customer Service Standard" that sets new benchmarks for employment, training and workforce development
- Create a collaborative approach that is sustainable, supports the business community and assists people into employment
- Source employment and training programmes appropriate to the needs of unemployed Birmingham residents
- Provide workforce development packages that upskill employees and contribute to the fantastic customer experience
- Create a recruitment strategy that sources the majority of the new workforce from Birmingham and which reflects the diverse make up of the community

- Agree specific targets for employment and training support and recruitment for Grand Central employment opportunities
- Coordinate all training and employment support through colleges and service providers to support Birmingham learners and job seekers
- Advertise all future vacancies via Jobcentre Plus (in addition to any other recruitment channels we may jointly use), to maximise the potential labour pool
- Make use of the National Apprenticeship Service as a means to advertise and increase the number of Apprenticeship opportunities
- Source and coordinate appropriate resources to meet the needs of the Jobs and Skills Charter
- Share appropriate data to monitor progress against agreed targets

### **Further Information**

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