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This is an important initiative to help young people in Sandwell get onto the first rung of the employment ladder.

It can only succeed if local businesses support the project by giving young people in Sandwell the chance to experience and understand the world of work.

Hadley Group are supporting the Sandwell partnership by joining this Initiative. I hope to persuade you to do the same.



Calling all employers!

The Sandwell Partnership's 'Backing Young Sandwell' campaign is a new initiative geared at helping alleviate the lack of opportunities for school and college leavers and young people in the Sandwell Metropolitan Borough.

Our goal is to alleviate the massive social and economic cost of unemployment for young individuals in Sandwell. Through work experience and skills development, our next generation will make a positive contribution in the longer term, within the community and local companies.

It's going to take collaboration between both local businesses and local government. And we need your co-operation.



Vacancies, apprenticeships and work placements urgently required

In 2010 we are aiming to create:

- **1000 APPRENTICESHIPS:**
500 within the public sector,
400 within the private sector and
100 volunteer positions*
- **500 WORK PLACEMENTS:**
work placements, up to 12 weeks,
2 days work and
2 days volunteering, to suit employer needs.

Why we need your support
- the cold hard facts

In the Sandwell Borough, including the towns of Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury and West Bromwich:

- Overall unemployment in 18-24 year olds is over 4,450
- A quarter of these people have been unemployed for 6 months or more
- In the 18-24 years group, over 2,225 males and over 2447 females are unemployed.
- Just over 700 young people, 16-18 years old in Sandwell were not in employment, education or training during the past year.
- Since the recession, the gap between Sandwell and England has widened on people claiming 'out of work' benefits
- While there has been an increase in people qualified to NVQ2, there has been no significant increase in people qualified to NVQ3 or above in 2008
- Sandwell has lower rates of new business registration than nationally

source: Black Country Recession Intelligence Report, November 2009