

BIRMINGHAM CITY COUNCIL

A portal to empower young people to get back into employment, education or training

THE CLIENT

Birmingham has the highest youth unemployment rate in Europe, and the city council was looking for ways to help young people get into employment, education or training within 4 months of registering for help.

The council was heavily reliant on spreadsheets to manage this, and wanted to create a cloud-based platform to streamline the process of matching young people's skills to opportunities from employers, training providers, colleges and universities.

THE CHALLENGE

A bespoke portal where multiple stakeholders can collaborate

Birmingham City Council needed a solution that would seamlessly connect a wide range of stakeholders - young people aged 16 - 25, students aged 11 to 16, the Department for Work and Pensions (DWP), the Birmingham Careers Service and local employers, training providers and universities.

It needed to be implemented quickly, and the portal had to integrate with legacy systems at a huge range of organisations.

WHY MERCATO?

Ability to develop a collaborative solution

Using KnowledgeKube, our award-winning app development platform, we were able to develop a skills portal that met the precise requirements of Birmingham City Council and its stakeholders - and deploy it fast.

"We were looking for a technology partner with an understanding of what we were trying to achieve, as well as the capability to deliver a solution that worked for our numerous stakeholders," explained Margaret May at Birmingham City Council. "Mercato firmly ticked both boxes, and was able to meet our preferred timescales.



SPEED

Phase 1 implementation in 6 weeks



AGILITY

Solution easily tailored to meet changing requirements



FOCUS

Freed up time and resource, allowing focus on other key areas



USER-FRIENDLY

All stakeholders find the portal simple to use



INTEGRATION

The portal easily integrates with a range of legacy systems

We were looking for a technology partner with an understanding of what we were trying to achieve, as well as the capability to deliver a solution that worked for our numerous stakeholders.

We're delighted at the results that Mercato have delivered within a short time frame, and we're excited to be continuing our work and expanding the scope of the project to help more young people in Birmingham. With their fresh approach, we've created a portal which connects young people with employers, trainers and educators, empowering them to find the most appropriate and exciting opportunities.

Margaret May, Department for Employment & Skills, Birmingham City Council

SOLUTION

A one-stop shop to help reduce youth unemployment

Starting with the various stakeholders involved, we mapped out how the portal would act as a one-stop shop to help reduce the number of young people in Birmingham classified as NEET (not in education, employment or training).

Using KnowledgeKube we then created a cloud-based portal for stakeholders to collaborate to meet the target of young people finding opportunities within 4 months of registration.

Young people can create a digital passport where they record their education, work experience and interests. The portal even generates a CV based on the entries. Employers, educators and training providers upload opportunities, and then the portal matches young people with them and provides feedback if they're not successful.

Stakeholders such as the DWP and the Birmingham Careers Service can easily direct young people to the portal, and secondary schools can identify students at risk of becoming NEET to help them take up opportunities. The app sits on top of various legacy systems, and data is transferred to Birmingham City Council's data warehouse so it can use existing reporting tools.

RESULT

Swift, agile delivery with a secondary implementation ahead

Using a phased approach, Birmingham City Council introduced our portal to stakeholders quickly and seamlessly – the first version was live in just 6 weeks. This gave stakeholders the opportunity to give feedback for another 2 months, with further refining to improve functionality and usability. The portal is now poised to transform the way young people across the region approach education, employment and training.

We've now entered a secondary phase of implementation focused on rebranding, with local university students involved in creating the new look. We're also working with the council to introduce additional functionality. For example, our Smart City concept will allow them to integrate school admissions and online courses into the single platform.

We were very excited to be approached by Birmingham City Council to help them in their mission to motivate and help young people find work easier. Our implementation process was quick and it works perfect with old systems.

Keiran Martin, Technology Evangelist at Mercato Solutions



Find out more about KnowledgeKube by speaking to a product specialist on **0121 605 2050**, or by visiting www.knowledgekube.co.uk.