

Partnership with whg to build better opportunities



People in the Black Country face more barriers to achieving a fulfilling life than people living in most other areas of the UK.

Building on the priorities identified by the Local Enterprise Partnership (LEP), the Building Better Opportunities programme will offer support to nearly 6,000 people by 2020 and help them to build a positive future for themselves and their families.

Through a strategic partnership between Steps to Work, The Heart of England Community Foundation, whg, Accord and Black Country Together, £23 million of funding has been secured from the European Social Fund and the Big Lottery Fund. This investment will help to tackle the root causes of unemployment, promote social inclusion and drive local economic growth.

whg and Accord are working together as joint leads for the **Black Country Click Start** project.

The three-year project will see the two housing providers working with partners across the region to deliver a range of initiatives aimed at helping vulnerable people make the most of the internet to manage their money and find training, volunteering or employment opportunities.

It will particularly target their customers as social housing tenants who may be affected by welfare reform changes such as the introduction of Universal Credit.

The Click Start partners will run a varied programme of fun activities at community venues, as well as giving people one-to-one support and training in their own homes, to boost their confidence and online skills.

The initiative will involve the recruitment and training of local people as Community Champions who can informally engage with other people in their neighbourhood, encouraging them to make the most of the activities on offer.

Black Country Click Start Partners include Ashley Community Housing, Black Country Housing Group, Sandwell

Citizens Advice Bureau, Groundwork West Midlands, Remploy, Trident Social Investment Group, Walsall Adult & Community College and Wolverhampton Homes.
