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UK Government



Business Growth
West Midlands
In Birmingham & Solihull

Pure project

Our brilliant, life-changing Pure project – **which helps disabled and disadvantaged people get into the jobs market** – has been relaunched, after securing funding up to March 2025. It was funded previously under the European Social Fund – and is now funded via the UK Shared Prosperity Fund (UKSPF). And – this time – the project has been able to widen its eligibility criteria, as well as broadening the types of support they can now offer citizens.

The purpose of the Pure project remains the same: providing pathways into employment for people with complex needs. They are focused on helping people who are the furthest away from the labour market. Some examples of the people the team works with include people with learning disabilities and difficulties; people with physical and sensory disabilities; and those facing mental health difficulties. The six specialist providers that we have on board also allow us to assist those facing barriers such as homelessness, and people fleeing domestic abuse. The providers are: Better Pathways, BID Services, FareShare, Midland Mencap, Rathbone and Trident Reach.

Our offer is that we provide a tailored pathway that is designed around each individual. The team offers citizens the opportunities to upskill – and, as part of this iteration of the Pure project, following the feedback from participants and providers, upskilling now includes soft skills such as life skills. For instance, this may mean confidence-building or communication skills for teamworking. Individuals can also be helped to enrol onto basic skills courses including ESOL (English for speakers of other languages) or digital skills courses. Participants can access training opportunities, go back into education – or, for those who are perhaps more job-ready, look for paid employment opportunities. Additionally, our providers have a bespoke budget for participants, so they can be supported with costs pertaining to travel, work clothing, childcare and much more.

There are four simple criteria to be eligible for the Pure project:

- You must be 18- to 65-years-old (working age)
- Live in Birmingham resident
- Have the legal right to live and work in the UK, for the duration of the project support
- Be an inactive citizen who is seeking employment, education, or training (inactive individuals are those not actively looking for work and are generally the furthest away from the labour market).