

European Social Fund

**Skills Support for the Unemployed and
Apprenticeship Support to Employers**

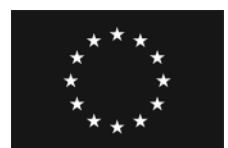
and

Skills Support for Redundancy

Regional sectoral information

West Midlands

July 2011



FOR INFORMATION – WEST MIDLANDS REGION

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)¹

Regional Skills Priorities

Skills For Low Carbon Economy

- Low carbon, Energy Efficiency, Waste Management – retrofit model
- New and emerging technologies
- Increase Carbon Literacy
- Developing new qualifications
- Top up training to enable transferable skill sets
- Re-skilling in sectors that include elements of low carbon
- Low carbon construction

Cross Cutting Thematic Activity

- Support for leadership and management and activities that increase employers' commitment to skills and training.
- Skills shortages in managerial and technical skills
- Focus on SMEs and micro businesses
- Support for activities linked to raising productivity and promoting growth
- Focus on care sector for Leadership and management.

Skills for Digital Britain

- Targeted activities to up skill and re skill the workforce through enhanced packages of support to increase capability in the use of electronic systems and communications technology in day to day business.
- Technological literacy
- Informational literacy
- Media literacy
- Digital presence

Further Key Sectors

- Creative
- Business and Professional
- Social Care
- Logistics
- Construction
- Advanced manufacturing

¹ Support must be available to all sectors; however, current information available (March 2011) to the Skills Funding Agency suggests the sectors listed are initially likely to generate the highest demand in the region / Jobcentre Plus district area covered by this programme. This is purely for information only and further dialogue is required with Jobcentre Plus and other economic partners locally by the contracted ORGANISATION to establish on-going priorities.

Table 1 - details the high value added sectors and growth points by sub-region

Table 1

Local Authority area	Key growth sectors linked to local priorities ¹¹	Employment in 2008 ¹²	Employment growth 2010-2015: diversification and up-skilling scenario ¹³	Related key investment sites ¹⁴
Birmingham & Solihull	Business & professional services Advanced manufacturing ICT & digital media	28,300 12,800 21,100	7,000 6,600 6,500	Birmingham Gateway, Longbridge, Eastside, Solihull town centre
Black Country	Building technologies ICT & digital media Business & professional services Advanced manufacturing	40,300 4,900 3,400 16,900	5,200 3,700 2,000 1,000	Dudley waterfront, Walsall waterfront
Coventry & Warwickshire	ICT & digital media Business & professional services Advanced manufacturing	15,700 14,600 22,500	8,000 5,000 2,300	Ansty Business Park, Coventry City Centre, Friargate
Stoke & Staffordshire	ICT & digital media Business & professional services Building technologies Advanced manufacturing	9,900 6,300 25,800 5,700	4,700 4,000 3,900 500	I54, Chatterley valley, Keele Science Park
The Marches	ICT & digital media Building technologies Business & Professional services Advanced manufacturing	4,000 13,900 4,500 5,200	3,000 2,700 2,000 600	Edgar Street grid, Telford town centre
Worcestershire	ICT & digital media Building technologies Business & professional services Advanced manufacturing	7,900 17,300 8,400 11,300	2,600 2,200 2,000 800	Central Technology Belt, Malvern Hills science park, Worcester technology park

West Midlands Observatory – Skills Assessment 2010

Jobcentre Plus Group/ District – Birmingham and Solihull

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

The key sectors in the district include:

- Sales and Retail
- Care
- Sales Assistants
- Warehouse and goods handling
- Telephone sales persons
- Security
- Life sciences
- Transport technologies
- Professional and financial services

One of Birmingham's key selling points for potential investors is its location at the centre of the nation's transport network. The planned redevelopment of New Street station, upgrading of the rail, bus and tram network and extension of the main runway at Birmingham International Airport will all play a key part in strengthening that case, enabling for the first time non-stop long-haul connections with destinations such the West Coast of the USA, China and India.

Solihull specifically has the strongest growth prospects in West Midlands, 13.7 per cent output growth; 3,400 new jobs by 2015 - ICT, Transport Technologies, and Building Technologies and high value added Business and Professional Services. The borough is seeing growth in manufacturing, construction, architecture and engineering services, as well as in the creative industries.

Other important factors i.e. Key developments planned / growth areas / inward investment expected

Birmingham

Key developments /Emerging growth sectors are:

- Computer services
- Professional services
- Health and social care
- Low carbon energy efficient green industry technology

Specific developments include:

Library of Birmingham

The Library of Birmingham will be situated on Centenary Square between the Birmingham Repertory Theatre (The REP) and Baskerville House. The project will make a huge contribution to the regeneration of the city, creating 250 new construction jobs including 25 apprenticeships.

This project is underway and training / job matching process is an established process co-ordinated by Birmingham City Councils Employment Access Team. The target number of apprenticeships has already been reached however we continue to support additional places where developers require them.

Birmingham Gateway

New Street Gateway will make New Street station an icon for Britain's second city. It will transform the experience for passengers; improve links to and through the city centre and act as a catalyst for growth for the local area's economy. The redevelopment of New Street will be carried out by Network Rail alongside Mace who is the principal contractor and delivery partner. The project is backed by Network Rail, Birmingham City Council, Advantage West Midlands, Centro and the Department for Transport.

Longbridge

Proposal for the regeneration of the former MG Rover plant site at Longbridge. The proposals include plans for 10,000 jobs, over 1,450 new homes built to high environmental standards, a new local centre to provide a wide range of retail, leisure, commercial and community facilities and a series of public transport and highway improvements. The overall aim of the plan is to create a truly sustainable and well designed community. The new Bournville College campus is well under way and is due to be open in time for the new academic year.

Birmingham City Council

Contact: John Maillard email: John.Maillard@birmingham.gov.uk

Impact Investment Location Description: Development of Regional Investment Site and new local centre for Longbridge, including associated public transport and infrastructure works, and a new college.

Delivery Timescale: Current -2030

Eastside

The regeneration of Eastside through the development of a Technology Park and Learning and Leisure Quarter

Birmingham City Council

Contact: Barbara Hathaway email: Barbara.Hathaway@birmingham.gov.uk

Impact Investment Location Description: Urban regeneration project incorporating knowledge-led mixed use office, academic, residential and city park uses.

Delivery Timescales : Current - 2024

Total of known investment for Impact Investment Location £497.38m

Icknield Port Loop/Birmingham and Sandwell Western Corridor

A sustainable urban neighbourhood of mixed housing types and new businesses. Advantage West Midlands (AWM), working in partnership with British Waterways and Birmingham City Council, has sought to progress this by initially looking to bring forward a mixed commercial and residential development that is focused around the Canal Port Loop.

The IIL is comprised of the following projects - Icknield Port Loop, City Hospital Relocation, City Hospital, Cape Hill, Brookfield/Dorset Tower, A457 Corridor, Spring Hill Industrial Redevelopment Area, Chamberlain Gardens Estate, STW and Dudley Road.

Known future developments (taken from the BCC Feb 2011 Economic Update)

High Speed 2

George Osborne has announced that the £17bn HS2 rail project will create 8,000 permanent jobs in the West Midlands, of which 4,500 will be based in Birmingham.

£200m Rail Maintenance Depot Plan

Plans for a new rail maintenance depot to serve High Speed 2 in Washwood Heath have been revealed. If the depot is built it is expected to create 300 jobs directly and 1,000 in the wider economy.

Skilled Manufacturing Jobs

Unipres (UK), a specialist manufacturer of metal stampings and subassemblies for the automotive industry is opening a new £3m site at Tyseley Park, creating up to 80 skilled jobs.

Solihull

BIA Runway extension /A45 Relocation

The extension of the existing runway by 400m, to enable direct long haul services to be operated from the Birmingham International Airport. Works to include the realignment of the A45 Birmingham- Coventry trunk road.

Solihull MBC

Contact: Jim Harte email: jharte@solihull.gov.uk

Impact Investment Location Description: Delivery Timescales : 2014

Anticipated Total Public and Private Sector Investment: £120.00 m

Impact and benefits: Jobs created: 2770

North Solihull Regeneration

A 15 year programme of regeneration, focusing on the delivery of housing, better community facilities, and schools.

Solihull MBC

Contact: Liz Grove email: lgrove@solihull.gov.uk

Delivery Timescales : Current – 2023

Village Centres - A programme of works for the construction of five village centres

Investment: £62.33 m

Impact & benefits: TBC

Primary Schools - A programme of works for the construction of ten new primary schools.

Investment: TBC

Impact & benefits: TBC

Housing - A programme of works for the construction of 8,000 new homes.

Investment: £53.09

Impact & benefits: 8000 New homes

Total of known investment for Impact Investment Location £115.42 m.

Jobcentre Plus Group/ District – The Black Country

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

The key sectors for the district are:

- Care
- Aerospace (Wolverhampton)
- Retail (Merry Hill)

(Occupational areas in which jobseekers seeking work):

- Sales and retail assistants
 - Goods handling and storage occupations
 - General office assistants / clerks
 - Labourers in process and plant operations
 - Van drivers
-
- The Black Country still has Manufacturing as its strongest sector albeit much reduced. There is still a need to have people at all levels for the replacement demand.
 - Further to this in order to move forward higher level skills in Advanced Manufacturing are required, Wolverhampton and the Aerospace industry provides the basis for this.
 - Environmental technologies moving forward will also play a significant role within the sub region.
 - To stimulate the economy attention will need to be paid to the higher level skills of wealth creation higher paid jobs particularly in the finance media and health sectors. The need to engage with these sectors to fill the office offer for the sub region is crucial to the success of the sub region.
 - Further to this there is a need to ensure we can supply people at all levels to fill the vacancies in the retail sector. As the retail offer increases at all levels of retail then replacement demand will increase together with the need to have people skilled at higher levels too.
 - Skilled construction workers will also be required particularly in the new methods of construction together with facilities management as more often now large building projects the like of the new Manor Hospital have a 30 year life which includes facilities management after the initial build is completed.

Other important factors i.e. Key developments planned / growth areas / inward investment expected

- An increase in major supermarket developments across its District including further developments by Tesco's, Morrisons, and Sainsbury's.
- The Education sector is seeing a new College build in Sandwell as well as the major investment in Wolverhampton via the "Building for Schools Programme".
- The Care sector is seeing new Care Homes develop across all areas of the Black Country and this is leading to significant job growth in this sector.

Specific developments:

Dudley Town centre/Brierley Hill

Contact: Rupert Dugdale email: Rupert.Dugdale@dudley.gov.uk

Impact Investment Location Description: Developing Dudley town centre, North Priory Regeneration, the

Black Country Innovation Campus and Castle Hill /Zoo.

Delivery Timescales : 2009 - 2019

Wolverhampton City Centre

Delivery lead : Wolverhampton City Council

Contacts: David Orton email: david.orton@wolverhampton.gov.uk

Impact Investment Location Description: Wolverhampton Interchange - Redevelopment of the bus station and railway station to provide for offices, retail, leisure, and hotel.

Delivery Timescales : 2009-2018

Bilston Urban Village

Delivery lead : Wolverhampton City Council

Contact: Simon Lucas email: simon.lucas@wolverhampton.gov.uk

AWM Contact: Heather Broadbent email: heatherbroadbent@advantagewm.co.uk

Impact Investment Location Description: Delivery of an urban village of over 40ha providing residential, employment, education, leisure, / community facilities.

Delivery Timescales : 2010 – 2018

Walsall Waterfront / Housing regeneration

Delivery lead :Walsall MBC

Contacts: Mark Lavender email: LavenderM@walsall.gov.uk

AWM Contact: Stephen Copley email: stephencopley@advantagewm.co.uk

Impact Investment Location Description: The delivery of strategic regeneration projects of commercial, housing and infrastructure and mixed use schemes will be created.

Delivery Timescales : 2010 – 2016

Sandwell MBC

Contact: Nick Bubalo email: Nick_Bubalo@sandwell.gov.uk

Impact Investment Location Description: The redevelopment of West Bromwich to create a new strategic centre focusing on new opportunities for investments, businesses, employment, and homes. Delivery Timescales : 2010 – 2015

Jobcentre Plus Group/ District – Coventry & Warwickshire

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Care – is a continued growth sector throughout Coventry & Warwickshire for both large public sector organisations, large private companies and SMEs

Call/Contact Centres – There remains a significant demand in Coventry and South Warwickshire for this sector in both new & churn business.

Retail – Across Coventry & Warwickshire, there will be demand for bespoke training for new business. In addition, there will be on-going need for churn business

Hospitality – Hospitality remains a continued growth sector in all areas of Coventry & Warwickshire – primarily for new business. Labour Market information indicates that this will continue in the future

Other important factors i.e. Key developments planned / growth areas / inward investment expected

- North Warwickshire - Birch Coppice – Ocado moving to the site 2012. They plan to be fully operational by September 2012 and current recruitment timeline suggests May 2012. The new Customer Fulfilment Centre will require over 2000 new staff to cover warehouse, picking & packing and delivery drivers. Ocado run their own unique training but they are keen to run short customer service skills training and courses that improve and support dexterity. They have run these courses in Hertfordshire and they have proved to be very successful.
- Leamington Spa - Premier Inn – Opening a new hotel later this year – expected numbers 35. Premier Inn has a national agreement with JCP and Pre employment training is a favoured recruitment method where available.
- Nuneaton - A large retail company will take over the old Marks & Spencer site in the centre of later this year. The retail site is very large and this is expected to be a significant recruitment.
- Coventry City Centre - major developments in 3 areas of the city centre timetabled for the next 18 months – Bishop Street (Old Royal Mail site), Corporation Street (Old Coventry Evening Telegraph site) and Railway Station. All sites are promoted to have hotels and retail outlets planned for opening.
- Bedworth - Tesco Store in closed on Sunday 20th February in order for a new larger store to be rebuilt. The revamp will cost £27 million and bring a further 150 jobs to the area. They plan to re-open November 2011
- Rugby - The Daventry International Railway Terminal site is under considerable development attracting a significant amount of large logistic companies to the area. It has been reported that over 5,000 jobs will be created in the 1st & 2nd phases but the timeline could take us over the next 2 years

Jobcentre Plus Group/ District – Herefordshire, Shropshire, Worcestershire, Telford and Wrekin

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Key sectors & current vacancies:

- Care assistants and home carers
- Advanced engineering
- Polymers
- Tourism & Leisure
- ICT
- Special business & professional services
- Building technologies
- Cleaners, domestics
- Environmental technologies
- Low carbon industrial and business opportunities
- Heavy goods vehicle drivers
- Other goods handling and storage occupations
- Sales representatives
- Sales and retail assistants
- Collector salespersons and credit agents
- Sales related occupations
- Postal workers, mail sorters, messengers, couriers
- Nurses
- Packers, bottlers, canners, fillers
- Assemblers and routine operatives
- Kitchen and catering assistants
- Chefs, cooks
- Van drivers

Other important factors i.e. Key developments planned / growth areas / inward investment expected

Key Impact Investment Locations

Telford and Wrekin

Impact Investment Location: Telford Town Centre Regeneration

Delivery lead : Telford and Wrekin Borough Council

Contact: Kate Turner email: Kate.turner@telford.gov.uk

AWM Contact: Amanda Cunningham email: amandacunningham@advantagewm.co.uk

Impact Investment Location Description: A programme of capital projects to transform Telford town centre by upgrades to the infrastructure and public realm.

Delivery Timescales : 2010 – 2020

Jobs Created – 3260

Jobs Safeguarded – 11929

Total of known investment for Impact Investment Location £200m

Shropshire

Impact Investment Location: Growth Point Development: Shrewsbury Growth Point

Delivery lead : Shropshire Council

Contact: Richard Lawrence email: Richard.Lawrence@shropshire.gov.uk

AWM Contact: Amanda Cunningham email: amandacunningham@advantagewm.co.uk

Impact Investment Location Description: An ambitious and comprehensive programme to deliver the vision of a County Town and sub regional centre for the Rural West of the regions of the highest quality being the main commercial, cultural and administrative centre and providing 8200 homes by 2026.

Delivery Timescales : Current – 2026

Jobs Created – 20

Jobs Safeguarded – 200

Total of known investment for Impact Investment Location £56.50m

Worcestershire

Impact Investment Location: Growth Point Development: Worcester Growth Point

Delivery lead : Worcester County Council

Contact: Glyn West email: gwest@worcestershire.gov.uk

AWM Contact: Paul Sampson email: paulsampson@advantagewm.co.uk

Impact Investment Location Description: The development of around 35 hectares of land, to the south east of the M5, Junction 6 for a new technology park and the delivery of a new campus and library for University of Worcester.

Delivery Timescales : 2009 – 2018

Jobs Created – 4900

Jobs Safeguarded – 1100

Total of known investment for Impact Investment Location £308.10m

Jobcentre Plus Group/ District – Staffordshire

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Key Sectors:

- Heavy goods vehicle drivers
- Other goods handling and storage occupations
- Care assistants and home carers
- Fork-lift truck drivers
- Sales and retail assistants
- Sales representatives
- Cleaners, domestics
- Customer care occupations
- Van drivers
- Labourers in process and plant operations

(Occupational areas in which our jobseekers seeking work):

- Sales and retail assistants
- Other goods handling and storage occupations
- General office assistants/clerks
- Labourers in process and plant operations
- Van drivers
- Occupation unknown
- Care assistants and home carers
- Labourers in building and woodworking trades
- Bar staff

Staffordshire overview

- Public administration, education and health employment accounts for more than 20% of the total share of employment in all parts of Staffordshire except Tamworth.
- The manufacturing sector remains important to Staffordshire, accounting for 14.5% of employee jobs. The restructuring of this manufacturing base, matched to appropriate skills development to adapt to the demands of a low carbon economy, provides a real opportunity to drive forward future economic prosperity.
- Staffordshire has established strengths in the environmental and medical technology clusters, particularly around Stafford and Keele Universities.
- Although business and financial services employment is less well represented, areas close to the West Midlands conurbation (particularly Lichfield and Tamworth) have been able to take advantage of their locations to build up local strength in this cluster.
- Future trends suggest modest growth in the 'distribution, hotels and catering' (which accounted for over a quarter of total employment in the county in 2008) and 'government and other services' groupings.
- There are examples of high technology employment linked to local universities show that innovative and entrepreneurial development can succeed where the right conditions for growth are provided.

- Around one quarter of businesses in Staffordshire is in sectors with opportunities for diversification into the low carbon and two thirds of businesses are shown to have opportunities for decarbonising their processes. The further development of a low carbon economy will be reliant on the availability of an appropriately skilled workforce, particularly at the technical level.
- Traditional economic sectors have been replaced through economic restructuring towards more employment in the services sector.

Staffordshire's natural environment continues to be important for the local economy as a focus for tourism, the food and drink cluster and land based industries.

The Regional Skills Assessment 2009 predicted that there will be strong growth in business and professional and health and social care. Other emerging sectors are:

- digital media
- environmental technologies
- building technologies
- tourism & leisure

Engineering and transport technology industries although declining in recent years still account for a significant number of jobs.

North Staffordshire overview:

The main industries are manufacturing (26 per cent), wholesale and retail distribution (18 per cent) and health, social work, education and public administration (22 per cent).

Almost 34 per cent of people are employed in managerial/professional and technical jobs and 25 per cent in routine/semi routine occupations.

11 per cent of the workforce is employed in knowledge intensive business services, 5 per cent work in medium/high tech industries and a further 2 per cent in both 'creative industries' and financial services. These sectors are all projected to increase by 2021

Other important factors i.e. Key developments planned / growth areas / inward investment expected

Planned Key Developments:

Stoke-on-Trent

- Adult Social Care
- Fabrication and Welding
- Retail
- Warehouse and Storage
- Call Centre/Customer Service
- Construction

Stafford

- Adult Social Care
- Fabrication and Welding
- Retail
- Warehouse and Storage

Cannock

- Engineering
- Fabrication and Welding
- Adult Social Care

Lichfield

- Warehousing and Storage
- Manufacturing
- Retail
- MOD – expansion of Whittington Barracks

Tamworth

- Warehouse and Storage
- Retail
- Hospitality/Leisure
- Adult Social Care

Burton

- Engineering
- Warehouse and Storage
- Manufacturing
- Retail
- Adult Social Care

Specific developments in Staffordshire:

- Keele Science Park's continued success in attracting technology-led companies has led to an innovative joint venture with Staffordshire County Council that will see the development of a further 30,000sqft of Grade A office space in IC5. A planning application has been submitted to Newcastle Borough Council. Jobs created potentially 125.
- Molson Coors has taken a short term let on 200,000 sq ft of warehousing space on the Marchington Industrial Estate at Uttoxeter, Staffordshire. They have taken the units until May to cope with the overflow from their New Year stock.
- Holland & Barrett's new £14m production plant at Centrum 100 in Burton has started production.
- B&Q have announced the commencement of work on a 45,000sq ft store on the Cardinal Point site off Ventura Park Road, Tamworth. Three further units totaling 35,000 sq ft will also be built. Next and Maplin have shown an interest in taking two of these. Work is expected to commence on Monday with completion by the end of the year. Jobs created potentially 46.
- Northampton based logistics company, Freightroute has taken a 30,000 sq ft warehouse unit on the Burntwood Business Park and is estimated to create about 36 jobs.
- Planning approval has been granted to Eurofins for the construction of a 4,820 square meter two storey food and environmental testing laboratory on the i54 development site in South Staffordshire. It is expected that the move to the new site from their existing facility will safeguard 180 jobs.
- Stoke on Trent - the industrial structure is forecast to change dramatically with significant increases in both the retailing and business service sectors due to planned office developments (Central Business District) and schemes such as the East/West Precinct.

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