

## Impact Investment Location:

# Analysis of Employment Potential and Skills Requirements - Birmingham Gateway

In the West Midlands 20 Impact Investment Locations have been identified by the Joint Strategy & Investment Board as areas in which investment in economic development, regeneration and transport should be concentrated to support regional economic growth. Birmingham Gateway (the redevelopment of New Street Station) is one of these Impact Investment Locations.

The growth in travel means that the station is nearing its passenger handling capacity, and the poor quality of the built environment in and around New Street Station has a negative impact on Birmingham's image and attractiveness. Indeed, this has become a barrier to the economic growth of Birmingham and the region. Advantage West Midlands (AWM) has been, and will remain, actively engaged with partners from Birmingham City Council, Network Rail, and Centro in the development and delivery of the Gateway scheme to deliver the combined objectives of the partners.

The £600m Gateway scheme is transformational and must not be seen just as a remodelling of the railway station to deal with passenger growth in the future; but by using that need as a catalyst, the partners have seized a once in a lifetime opportunity to create the vision of a world-class civic hub and Gateway to the city and region. The multi-faceted scheme supports both transport and non-transport interventions.



New Street Station is identified in the West Midlands Regional Economic Strategy as playing a key part in the city's regeneration, which will have significant impact across the region. The development will contribute to AWM's output targets for jobs created/safeguarded, private sector leverage, and brownfield land reclamation. This is further enhanced by significant strategic added value benefits that provide a high quality civic amenity and Gateway to the West Midlands. It will deliver an iconic architectural signature for Birmingham, act as a catalyst for regeneration of the infrastructure of the surrounding area and improve the image and profile of Birmingham as a global city and by association the wider West Midlands region. The Gateway scheme is an holistic project which demonstrates a robust fit with the strategic linkages and Corporate Plan themes, and as such should be seen as an exemplar project in support of a number of cross-cutting themes, a key one being helping to promote a learning and skilful region.

The project will also support the Corporate Plan's cross-cutting theme of sustainable development and in particular the action that seeks to achieve high quality design in the built environment and that design, sustainability, waste minimization, new construction techniques and energy building considerations are key issues.

Network Rail submitted a detailed planning application to Birmingham City Council in November 2009. Outline consent was granted in 2007 and a team has been working behind the scenes to further develop the plans, incorporating feedback from across the city so that the Gateway project provides the best solution for passengers, and for the wider population of Birmingham and the region. Jo Kaye, Route Director for Network Rail in November 2009 said "*Birmingham is home to a world-class design so we have to deliver a station that is visionary and adds to this great architectural design. Our plans for New Street will further enhance the growing reputation of Birmingham and improve the travelling experience for the millions who use the station every year*".

It is estimated that around 2,750 jobs will be created at the development. Overleaf analysis is provided of potential job creation and skill needs required at the development.

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Phase 1 of the Gateway project will see a brand new concourse built in a former car park next to the station. This concourse is expected to be open in 2012, enabling works to prepare the site started in September 2009. Phase 2 will then see the existing concourse closed for redevelopment. This project is expected to be completed in 2015.

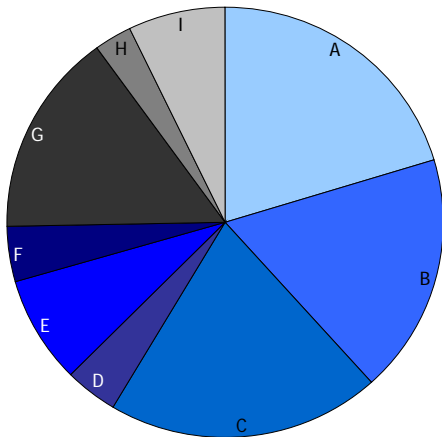


The key components of the Gateway are:

- The Station
- The Pallasades Shopping Centre
- The Commercial development (Southside development)
- The surrounding public realm space.

The remodelling of the railway station to deal with passenger growth in the future will safeguard the jobs of the employees working within the rail environment. The retail offer above the station will be designed to complement the retail experience of the Bullring development and not act as a competitor. This redevelopment of the Pallasades Centre will safeguard jobs currently existing there. The Southside development is an essential quality part of the Birmingham Gateway scheme and the ultimate timing of its construction will be determined by the private developer market.

## Total Employment Projections for the Southside development (2,750 jobs)



Employment Projections for Birmingham Gateway	
Railtrack/Rail Operation sector jobs	Neutral - jobs safeguarded
Retail jobs - Pallasades	Neutral - jobs safeguarded
Business & public services jobs - Southside dev.	2, 750
<b>Total additional jobs</b>	<b>2, 750</b>

The skills analysis of the potential Southside development is based on Working Futures III projections, a model developed by Cambridge Econometrics and the Warwick Institute for Employment Research. The projections break down employment to nine occupational levels. The pie chart on the left illustrates the proportion of employment expected to be created in different occupations. Occupations are then matched to qualification levels required at the development on completion.

### Occupation & Qualification Levels (overall jobs required):

- A** Managers & Senior Officials - NVQ Level 4 or 5 (550 jobs)
- B** Professionals Occupations - NVQ Level 4 or 5 (500 jobs)
- C** Professional & Technical Occupations - NVQ Level 3 or 4 (550 jobs)
- D** Skilled Trades Occupations - NVQ Level 3 (110 jobs)

- E** Personal Service Occupations - NVQ Level 2 or 3 (220 jobs)
- F** Sales & Customer Service Occupations - NVQ Level 2 or 3 (110 jobs)
- G** Administrative, Clerical & Secretarial - NVQ Level 2 (420 jobs)
- H** Transport & Machine Operatives - NVQ Level 1 or 2 (90 jobs)
- I** Elementary Occupations - NVQ Level 1 or 2 (200 jobs)

It is important to appreciate that the purpose of the Working Futures III projections is not to make precise forecasts of employment levels. Rather, the aim is to provide policy analysts and others interested in future trends in the structure and composition of employment with useful information about the general nature of changing employment patterns and their implications for skill requirements. All of the Working Futures III projections should therefore be regarded as indicative, rather than being precise predictions of the magnitude of any changes.