

Impact Investment Location: Analysis of Employment Potential and Skills Requirements - North Solihull Regeneration

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. North Solihull Regeneration is one of these Impact Investment Locations.

The North Solihull Partnership (NSP) has been in operation since 2003 and in the second half of 2008 the partnership undertook a thorough review process to ensure its aims and objectives are still relevant and achievable but also ambitious and proactive. The review process was a robust and considered response to a significantly changed economic landscape. It is also a process through which the Partnership could sharpen its focus and vision ensuring a strong basis on which to move forward and best enable positive change by maintaining the momentum and capacity of the programme.

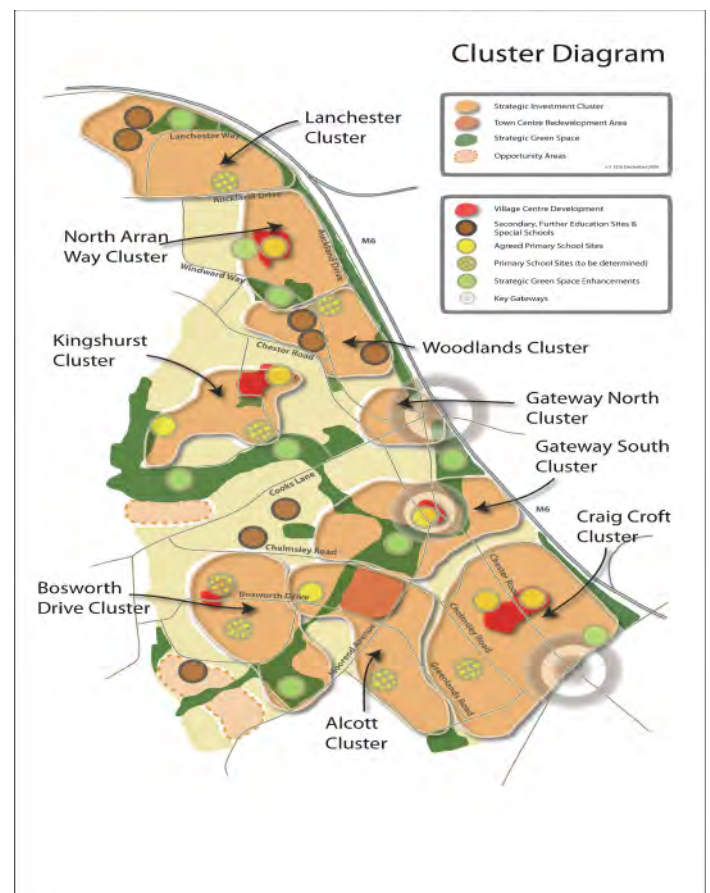
North Solihull: The NSP along with all other Partnerships and Joint Ventures within the UK are judged by their own individual performances in delivering the regeneration benefits that all partners wish to see. In the case of the NSP and most other cases it is preferable to establish the key infrastructure elements required for the comprehensive regeneration and therefore be in a leading position to benefit from the eventual return of favourable market conditions.

Introduction to the North Solihull Strategic Framework: The North Solihull Strategic Framework (SF) was developed and written in 2003 and eventually adopted as Supplementary Planning Guidance. It relates to the North Solihull Regeneration Area and provides a framework for the regeneration activities to be undertaken by the NSP. The SF sets out a strategy for restructuring the housing market and strengthening existing communities within the area through improvements in schools, community facilities, healthcare, retail, leisure and employment services. It was prepared in consultation with the local community and stakeholders and provides the policy context, implementation and delivery strategies for the development proposals for the area.

Strategic Investment Clusters: The current review of the Strategic Framework proposes a revised Spatial Strategy for North Solihull focuses on grouping regeneration activity around large-scale investments such as new schools and village centres.

The Cluster diagram on the right shows an overall plan for the Strategic Investment Clusters. The plan indicates broad areas within which residential, mixed-use and non-residential development could take place and the key foci within each area. Some of the existing neighbourhoods remain but this new approach aims to create an urban structure based on key drivers for change including services, accessibility to them and convenience shopping.

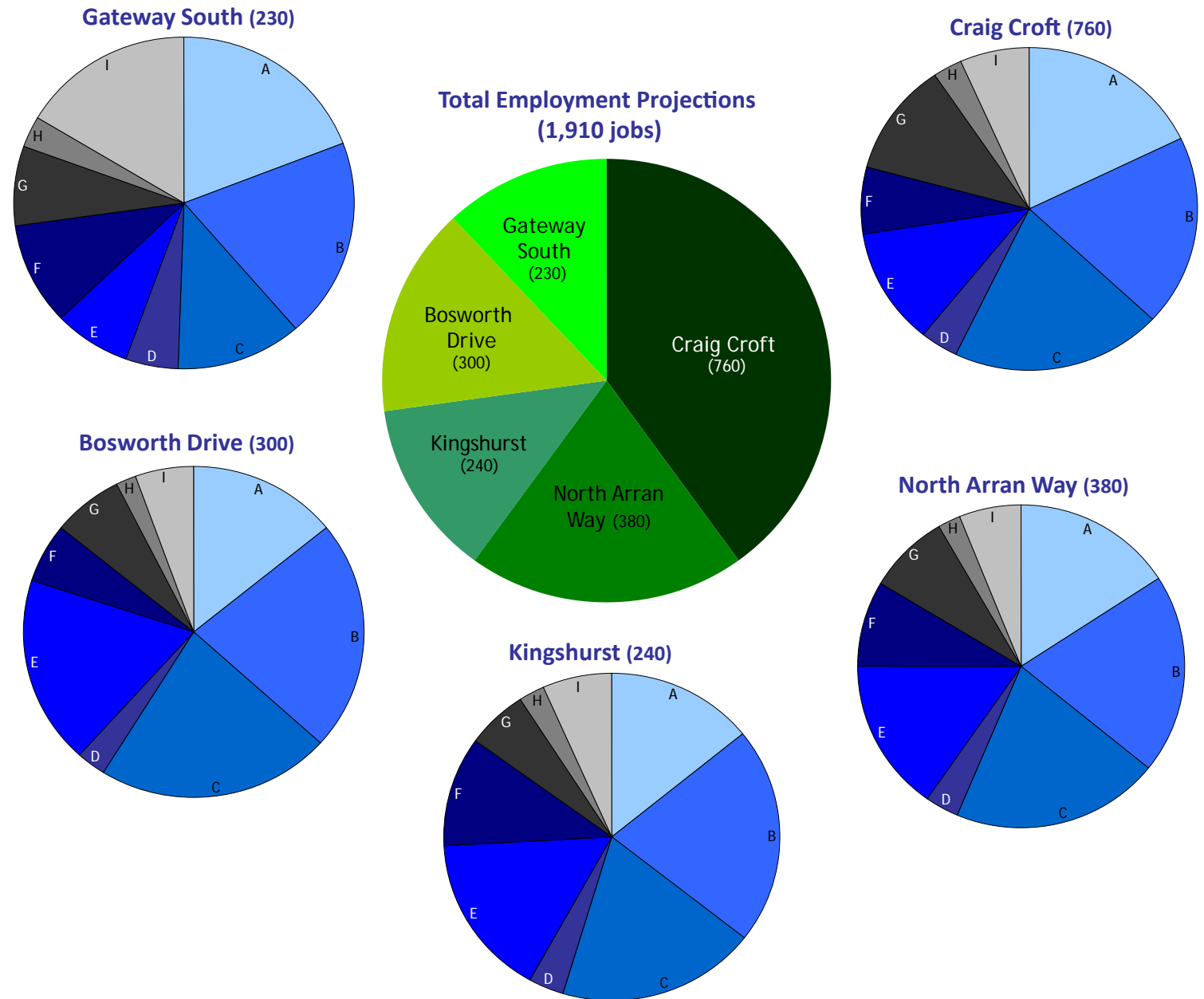
The focus for each cluster has started to be identified and includes community hubs (shops, community facilities), employment areas, education and training facilities, healthcare facilities, strategic transport routes and open Space. Housing activity continues to underpin the regeneration of North Solihull and although the level of change will vary from area to area, housing regeneration forms an integral part of the spatial clusters and supports the other non-residential investments. At present, data is only available for 5 of the strategic clusters and from these it is estimated that over 1,900 jobs will be created. Overleaf analysis of the potential job creation and the associated skill needs required at the 5 clusters is provided. Analysis of the individual clusters is also available.











Impact Investment Location:

Analysis of Employment Potential and Skills Requirements - North Solihull Regeneration Overall

The skills analysis 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 charts below illustrate the proportion of employment expected to be created at the different development sites by occupation. Occupations are then matched to qualification levels required at the development on completion.



Occupation & Qualification Levels (overall jobs required):

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|  Managers & Senior Officials - NVQ Level 4 or 5 (310 jobs) |  Personal Service Occupations - NVQ Level 2 or 3 (260 jobs) |
|  Professionals Occupations - NVQ Level 4 or 5 (390 jobs) |  Sales & Customer Service Occupations - NVQ Level 2 or 3 (150 jobs) |
|  Professional & Technical Occupations - NVQ Level 3 or 4 (370 jobs) |  Administrative, Clerical & Secretarial - NVQ Level 2 (170 jobs) |
|  Skilled Trades Occupations - NVQ Level 3 (70 jobs) |  Transport & Machine Operatives - NVQ Level 1 or 2 (50 jobs) |
| |  Elementary Occupations - NVQ Level 1 or 2 (140 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.