

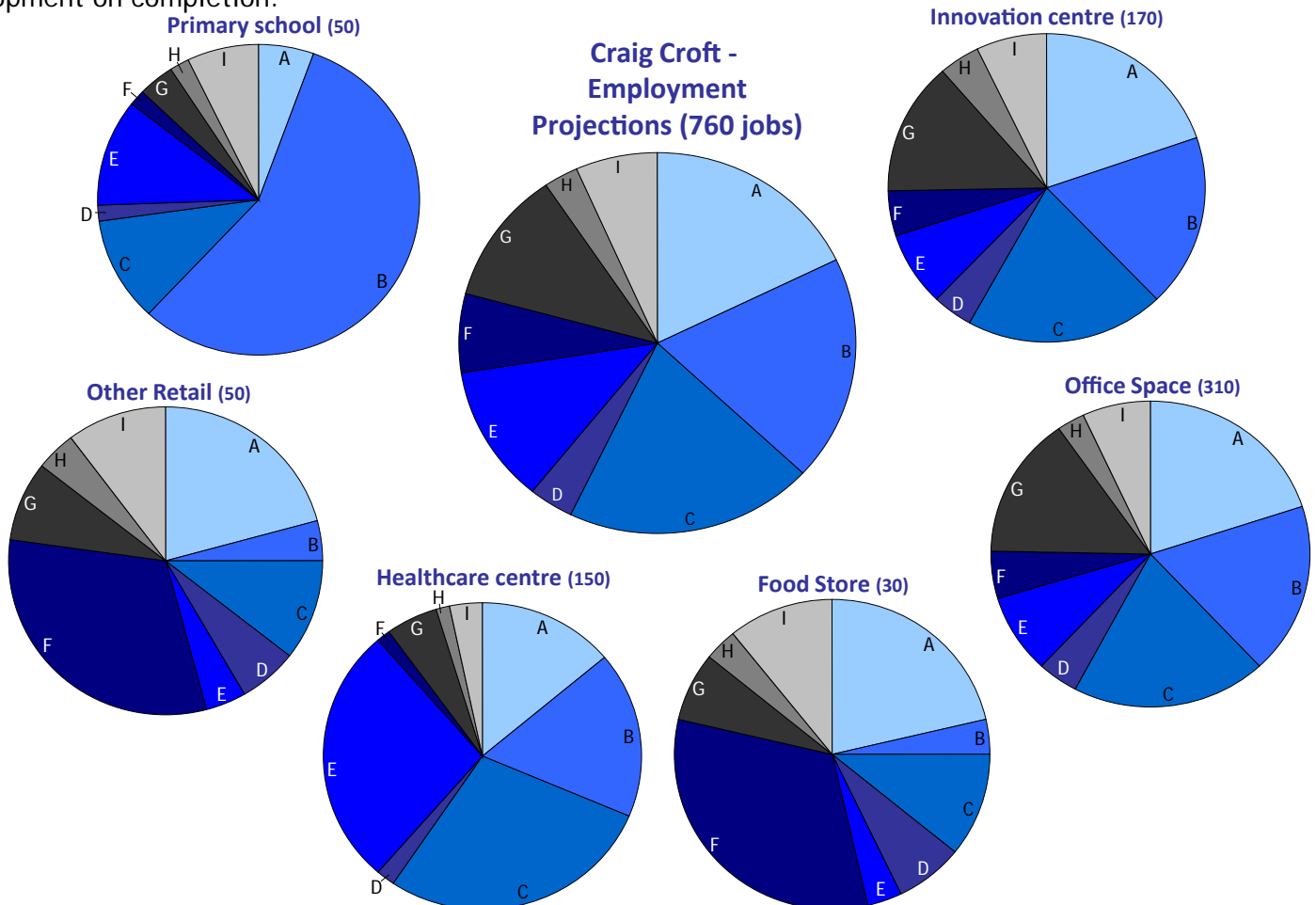
Impact Investment Location:

Analysis of Employment Potential and Skills Requirements - North Solihull Regeneration

Craig Croft

There are nine strategic clusters in the North Solihull Regeneration, with data available for five of these. This is a detailed analysis of Craig Croft. This large cluster incorporates Craig Croft neighbourhood, where significant investment has already been committed: a new village centre is being progressed; a new site for Bishop Wilson Primary school identified; and Bellway and West Mercia housing developments have been granted planning permission. Alterations to Chester Road are also being considered. Windy Arbor Primary School, which is to be rebuilt, and Coleshill Heath Primary School, which is proposed to combine with Alcott Hall Primary School, are located within the cluster. It also benefits from close proximity to Birmingham Business Park, the strategic highway network including M6 and M42 and acts as an important gateway to North Solihull.

The skills analysis below 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 in different sectors and 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 (130 jobs)
- B** Professionals Occupations - NVQ Level 4 or 5 (140 jobs)
- C** Professional & Technical Occupations - NVQ Level 3 or 4 (160 jobs)
- D** Skilled Trades Occupations - NVQ Level 3 (30 jobs)

- E** Personal Service Occupations - NVQ Level 2 or 3 (90 jobs)
- F** Sales & Customer Service Occupations - NVQ Level 2 or 3 (50 jobs)
- G** Administrative, Clerical & Secretarial - NVQ Level 2 (90 jobs)
- H** Transport & Machine Operatives - NVQ Level 1 or 2 (20 jobs)
- I** Elementary Occupations - NVQ Level 1 or 2 (50 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.