

Impact Investment Location: Analysis of Employment Potential and Skills Requirements - Telford Town Centre

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. Telford town centre is one of these Impact Investment Locations.

Telford is Telford & Wrekin borough's principal economic and social centre. It contains the majority of the employment, services and transport infrastructure, and serves a wider sub-regional catchment. The town currently accommodates 140,000 residents in 55,800 dwellings.

The central Telford area already contains a large and diverse range of employment opportunities. Existing established employment areas are concentrated in and around the town centre, Central Park and Old Park areas. In these areas there are large employment parks located at Ironmasters way, Stafford Park and Central Park, and there are further smaller scale employment centres throughout the area such as those located at Euston Way, Telford Square, Central Square and Old Park. The vast majority of these established employment areas are B1 (a) Office and some are limited B1 (b) research and development and B1 (c) light industrial uses.

The Council's vision for central Telford area is key to realising the wider vision for Telford as a sustainable 21st century town. The Central Telford Area Action Plan (CTAAP) will provide the stimulus and guidance for new development. It will set out the vision, policies and objectives against which development proposals will be judged, in the town centre, surrounding employment centres and neighboring residential areas.

The Spatial Development Strategy seeks changes to the way the town centre currently works. Key components include:

- Identifying the locations for around 2,500 homes, 110,000 sq. m of office floorspace and 70,000 sq. m comparison retail floorspace;
- Linking and integrating the physical structure of the town centre with areas adjoining the shopping centre, redevelop the Southwater area with a mixture of uses, and create a focal point for the town;
- Creating a sense of space with high quality designs, a mixture of building heights and styles and improved public realm;
- Encouraging mixed use development and introducing residential uses into the town centre;
- Reducing reliance on the private car, managing vehicle circulation within the town centre and improving access to and links between the different types of transport;
- Providing new opportunities for office employment in Central Park and Old Park and introducing further housing;
- Regenerating Hollinswood and Malinslee and improving linkages between these and the town centre.

The table below summarises the amount of floor space by location (in squares metres) taking into account any factors which reduce the developable area of sites:

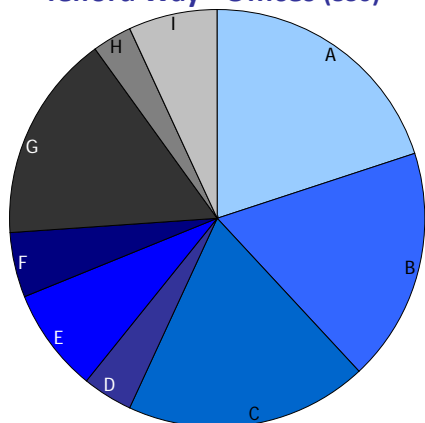
Development Plot	Location	Uses	Floorspace sq. m	Jobs created
Town Centre Core	Town Centre	Mixed	55,300 sq. m	2,760 jobs
Central Old Park	Old Park	B1 (a)	3,600	190
Central Park Core	Town Centre Core	B1 (a) B1 (b)	30,000 5,000	1,580 170
Telford Way	Central Park	B1 (a)	15,800	830
Total				5,530

It is estimated that over 5,530 jobs will be created at Telford town centre. Overleaf analysis of the potential job creation and the associated skill needs required at the development is provided.

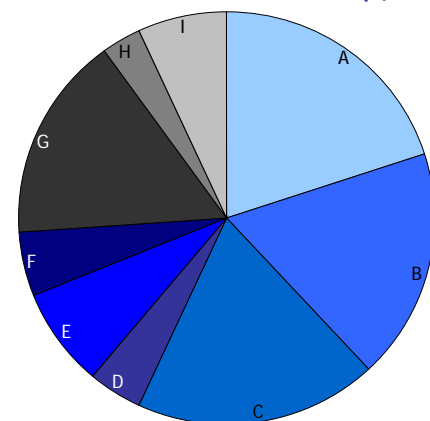
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The skills analysis is based on Working Futures III projections, a model developed by Cambridge Econometrics and the Warwick Institute for Employment Research. The projections break down employment to nine occupational levels. The pie charts below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

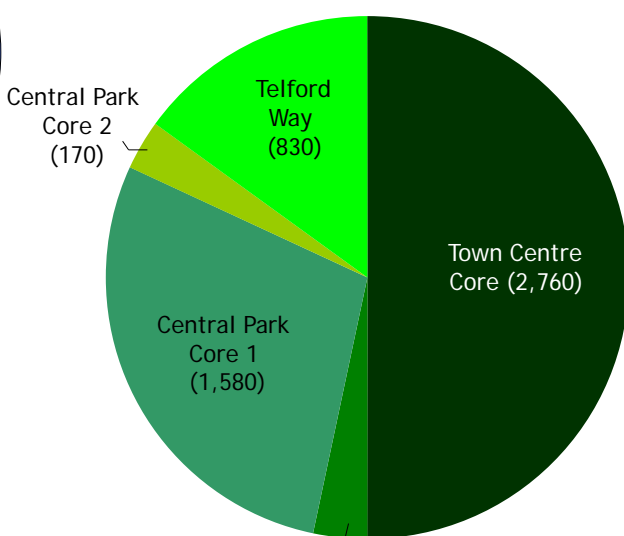
Telford Way - Offices (830)



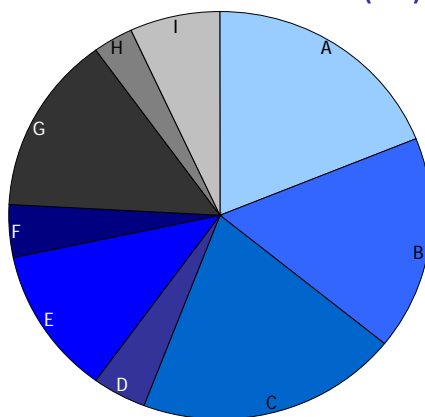
Town Centre Core - Offices (2,760)



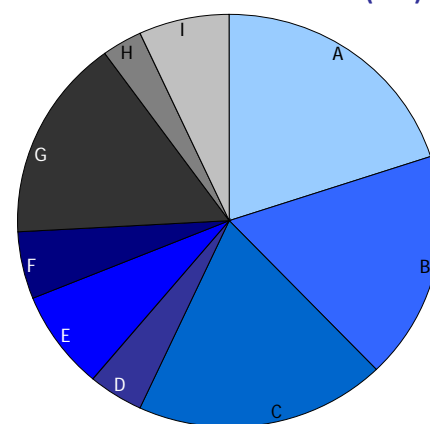
Total Employment Projections (5,530 jobs)



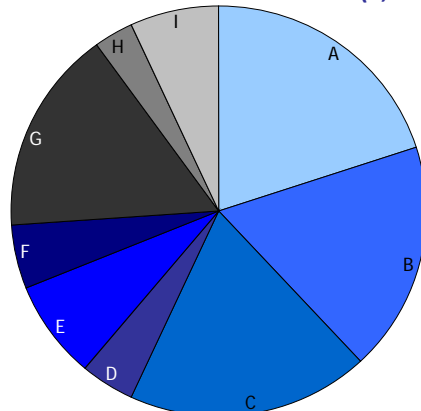
Central Park Core 1 - R&D (170)



Central Old Park - Offices (190)



Central Park Core 1 - Offices (1,580)



Occupation & Qualification Levels (overall jobs required):

- A** Managers & Senior Officials - NVQ Level 4 or 5 (1,100 jobs)
- B** Professionals Occupations - NVQ Level 4 or 5 (990 jobs)
- C** Professional & Technical Occupations - NVQ Level 3 or 4 (1,050 jobs)
- D** Skilled Trades Occupations - NVQ Level 3 (220 jobs)

- E** Personal Service Occupations - NVQ Level 2 or 3 (450 jobs)
- F** Sales & Customer Service Occupations - NVQ Level 2 or 3 (280 jobs)
- G** Administrative, Clerical & Secretarial - NVQ Level 2 (880 jobs)
- H** Transport & Machine Operatives - NVQ Level 1 or 2 (170 jobs)
- I** Elementary Occupations - NVQ Level 1 or 2 (390 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.