

## Impact Investment Location: Analysis of Employment Potential and Skills Requirements - University Quarter

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. University Quarter (part of Stoke-on-Trent city centre regeneration) is one of these Impact Investment Locations.

The £285m University Quarter project will raise educational expectations, aspirations and attainments locally and act as a trigger for the £450m sustainable physical regeneration of the wider area of Stoke-on-Trent city centre and railway station.

The regeneration of the wider area between the station and city centre is made up of a series of related developments:

The University Quarter vision is:  
*"The University Quarter will generate a thriving knowledge economy that is globally connected, leading to sustainable prosperity and an ambitious and dynamic community. It will create an integrated learning experience, focussed upon creativity, skills and employability, promoting participation and progression"*

- The £18.9m University Boulevard which will create a high quality, direct link between the railway station and the city centre and facilitate redevelopment of over four hectares of vacant and underused land adjacent to the proposed Central Business District for employment and residential uses.
- The £32m regeneration of Stoke station, land to its rear, and the Winton Square area in front of the station to establish a key gateway for the city.
- The £6m housing environmental and public realm improvements throughout the development area.
- A new school Academy as part of the Building Schools for the Future programme to be created on a site to be vacated by the relocation of the City of Stoke-on-Trent Sixth Form College.

A series of collaborative, education-led shared facility projects will be undertaken over the coming years. The projects are as follows:

- £32m Science and Technology Centre - a 10,400 sq. m facility destined to create the region's next generation of forensic scientists, medical device engineers and renewable energy experts.
- £16.5m Media Place - a 4,800 sq. m centre for studying today's fast-changing media, giving students the skills to thrive in the industry.
- The Knowledge Hub will have education, business and community functions fused together in one place.



CAD view of the Science & Technology Centre

- Stoke-on-Trent College will remodel its current Cauldon campus site, enhancing its setting adjoining heritage parks and canal. The new £11m lifestyle building is now complete and open to new students and the public.



CAD view of the Sixth Form College

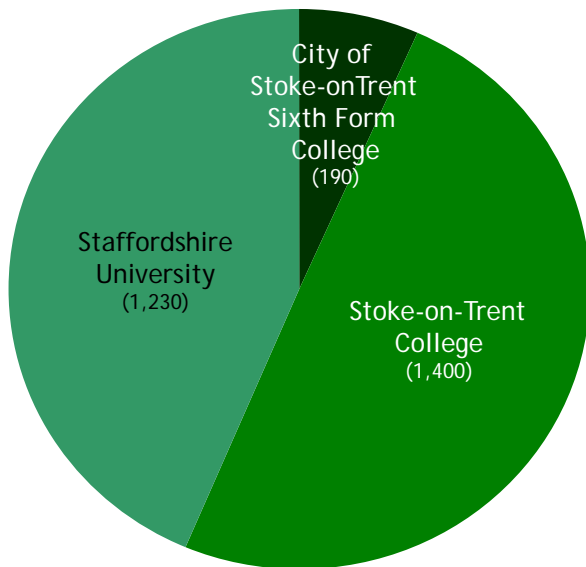
- The new £28m Sixth Form College building will be open to new students in September 2010.
- The University Boulevard will establish a direct, high quality and convenient route between Stoke Railway.
- Stoke Station Area - regeneration of the railway station and its surrounding environment, complimenting the significant education-led developments to the north of the station and along the proposed University Boulevard.

It is estimated that over 2,820 jobs will be created at University Quarter. Overleaf analysis of the potential job creation and the associated skills needs required at the development is provided.

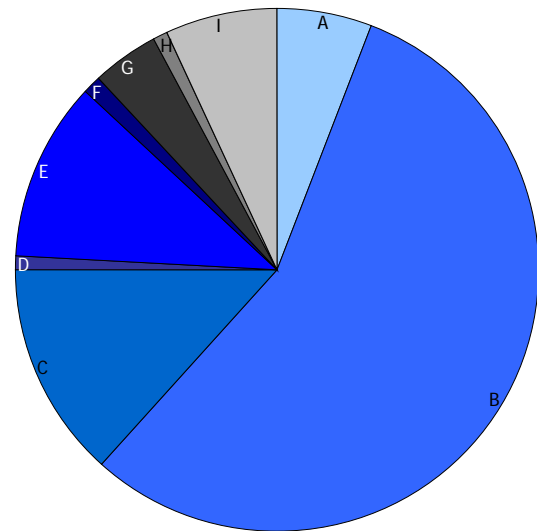
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The skills analysis is based on Working Futures III projections, a model developed by Cambridge Econometrics and the Warwick Institute for Employment Research. The projections break down employment to nine occupational levels. The pie charts below 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.

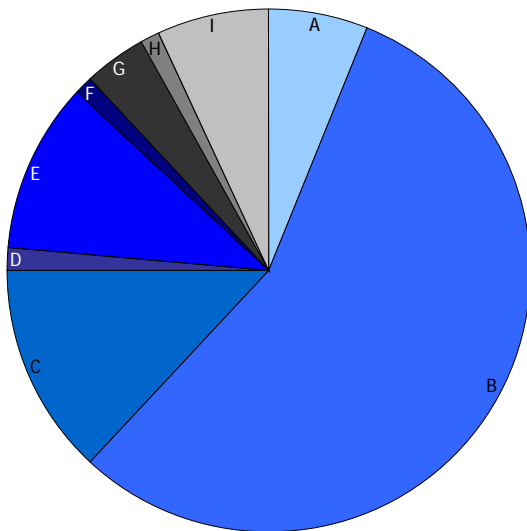
**Total Employment Projections (2,820 jobs)**



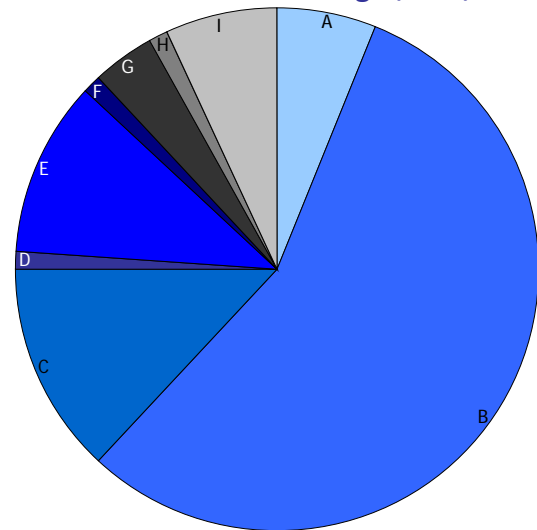
**City of Stoke-on-Trent Sixth Form College (190)**



**Staffordshire University (1,230)**



**Stoke-on-Trent College (1,400)**



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

- |   |  |
|---|--|
| <b>A</b> Managers & Senior Officials - NVQ Level 4 or 5 (170 jobs)          | <b>E</b> Personal Service Occupations - NVQ Level 2 or 3 (300 jobs)        |
| <b>B</b> Professionals Occupations - NVQ Level 4 or 5 (1,580 jobs)          | <b>F</b> Sales & Customer Service Occupations - NVQ Level 2 or 3 (30 jobs) |
| <b>C</b> Professional & Technical Occupations - NVQ Level 3 or 4 (370 jobs) | <b>G</b> Administrative, Clerical & Secretarial - NVQ Level 2 (110 jobs)   |
| <b>D</b> Skilled Trades Occupations - NVQ Level 3 (30 jobs)                 | <b>H</b> Transport & Machine Operatives - NVQ Level 1 or 2 (30 jobs)       |
|   | <b>I</b> 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.