

Impact Investment Location:

Analysis of Employment Potential and Skills Requirements - West Bromwich 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. The proposed public sector involvement in the development of West Bromwich town centre is one of these Impact Investment Locations.

The West Bromwich Town Centre Delivery Programme (WBTCDP) is a £31m capital investment in the transformation of West Bromwich town centre - part of an overall physical regeneration programme supported by circa £450m public and private investment over the next 15 years.

The wider regeneration programme includes major improvements to strategic highway network access, relocation of major public buildings and services (police station, law courts, library and council offices) and a range of private sector led retail and hotel schemes, including the development of one of Europe's largest Tesco superstores.

The West Bromwich Town Centre Delivery Programme includes the development of a new Civic Quarter (Central Business District), a new commercial office district (All Saints), a retail and commercial development complimentary to the existing Public Gallery (Town Centre West) a mixed use scheme at the strategic entry to West Bromwich town centre (Eastern Gateway), and investment in environmental improvement works to improve the offer of the area as a retail, leisure and business destination.

Investment to date includes under the Delivery Programme comprises of:

- All Saints Phase 1 - an investment of £4m in land assembly and remediation and £9m in grant funding for scheme build to enable the first new office development in West Bromwich since 1975. This 160,000 sq. ft scheme is being anchored by BT Liberata and is expected to generate upwards of 450 jobs. Completion is expected in 2011.
- Sandwell College - the new state of the art Sandwell College will be developed in the town centre adjacent to the Metro and bus stations. The new college development will focus on connectivity with the town centre, linkage to public transport and act as a catalyst for future regeneration to the south of the Midland Metro tram line. The scheme started on site in September 2009 and the new campus will be open for the 2011/12 academic year.
- Retail - the retail element of the West Bromwich Town Centre Delivery Programme is substantial, and will involve the refurbishment/remodelling of the Queens Square shopping centre. It is to be anchored by a new department store, the £250m development of a new Tesco superstore on a 12 hectare site. This entire scheme involves 374,000 sq. ft of retail and 50,000 sq. ft of leisure use.

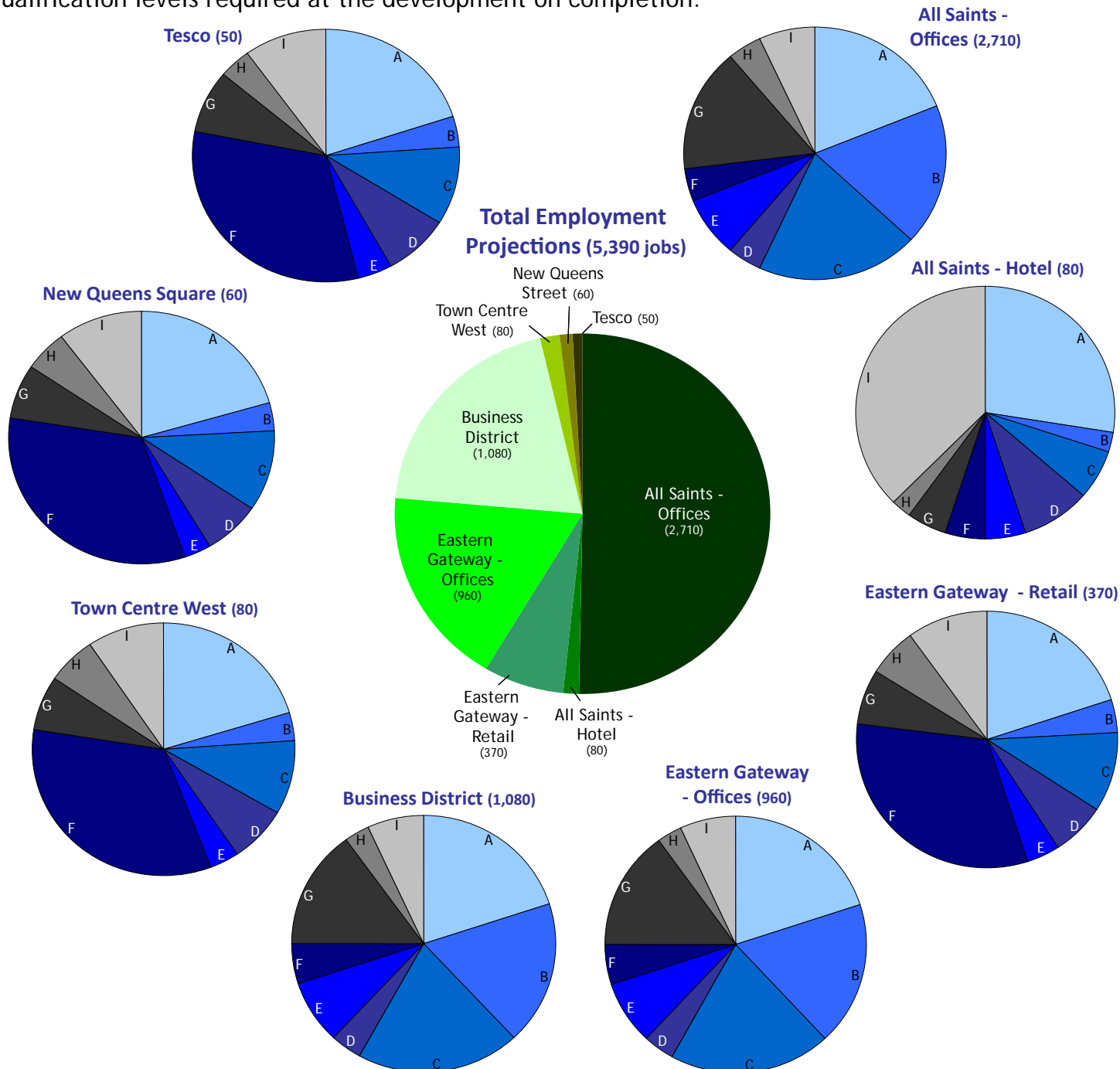


Artists impression of the All Saints building

It is estimated that over 5,390 jobs will be created at West Bromwich town centre. 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.



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.