

Alcester Tech Concept

Opportunities and Need in Alcester - Workshop

Thurs 12th November 2015

2.30pm-4.30pm



Agenda

1. Economic Context

- Demographics
- Education and Skills
- Key Sectors and Employment
- Transport Access

2. Ideas and Concepts

3. Important Questions:

- Developing the Idea
- Developing the Project

4. Next Steps

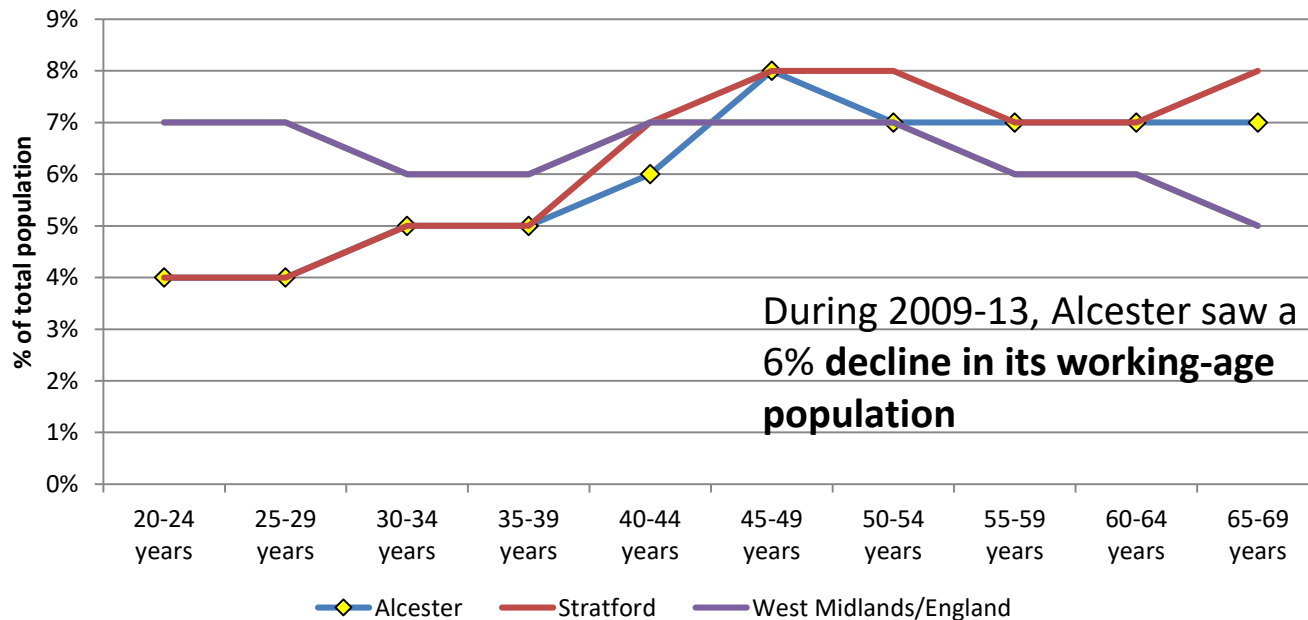
Attendees:

Dave Hill, Economy & Skills Manager, WCC
Nancy Singleton, Enterprise & Tourism
Manager, SDC
Natalie Henderson, Economist, WCC
Ian Flynn, Growth Co-ordinator, WCC

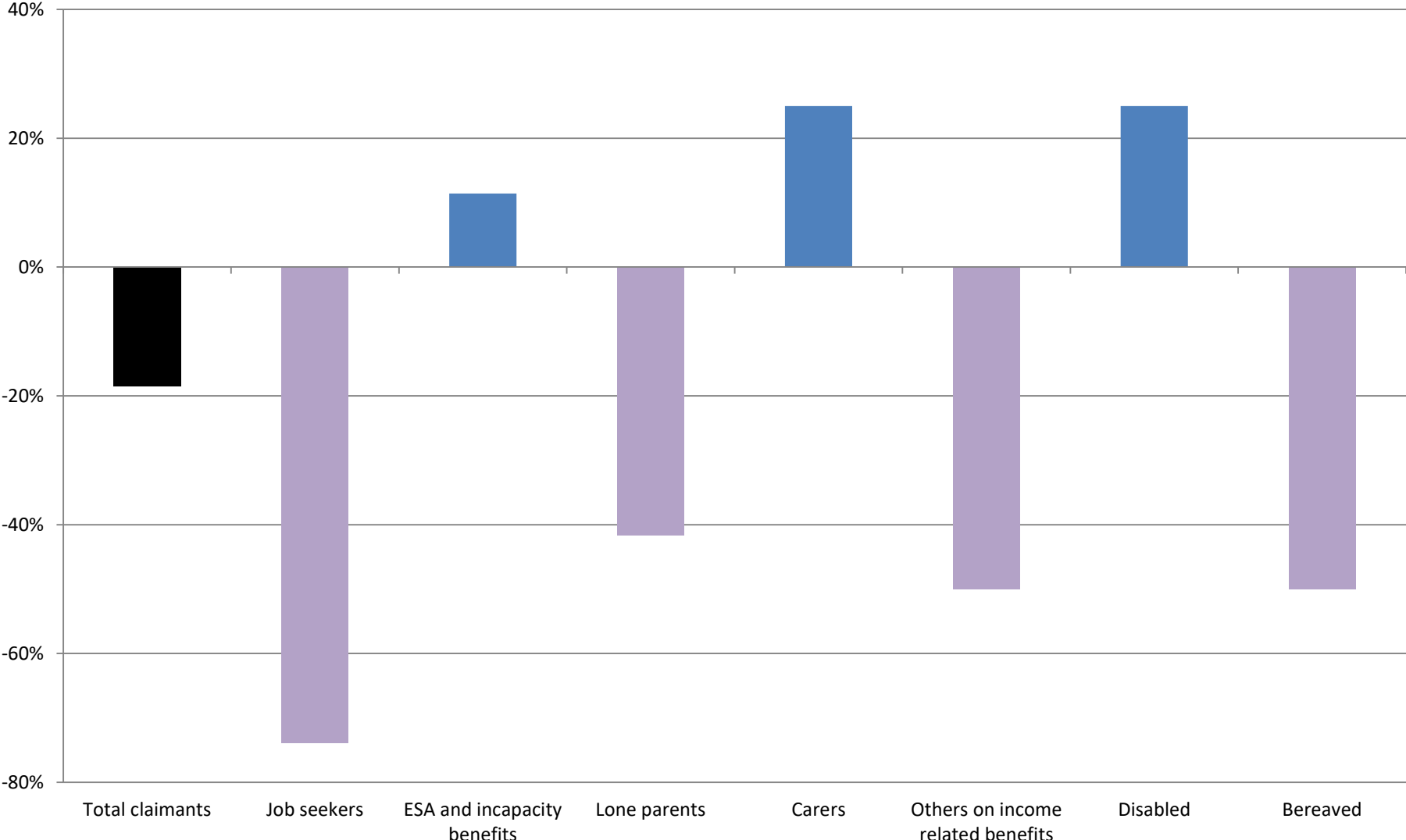
Demographics

	Total				
	2011	2012	2013	2014	GROWTH
Alcester	6,095	6,042	5,987	#	-1.77%
Stratford	120,800	120,600	120,800	121,100	0.25%
Redditch	84,300	84,400	84,500	84,500	0.24%
Warwickshire	546,600	548,000	548,700	551,600	0.91%
England	53,107,200	53,493,700	53,865,800	54,316,600	2.28%

Age structure of the population (2013)



“Out-of-work” benefit claimants in Alcester (2009-14)

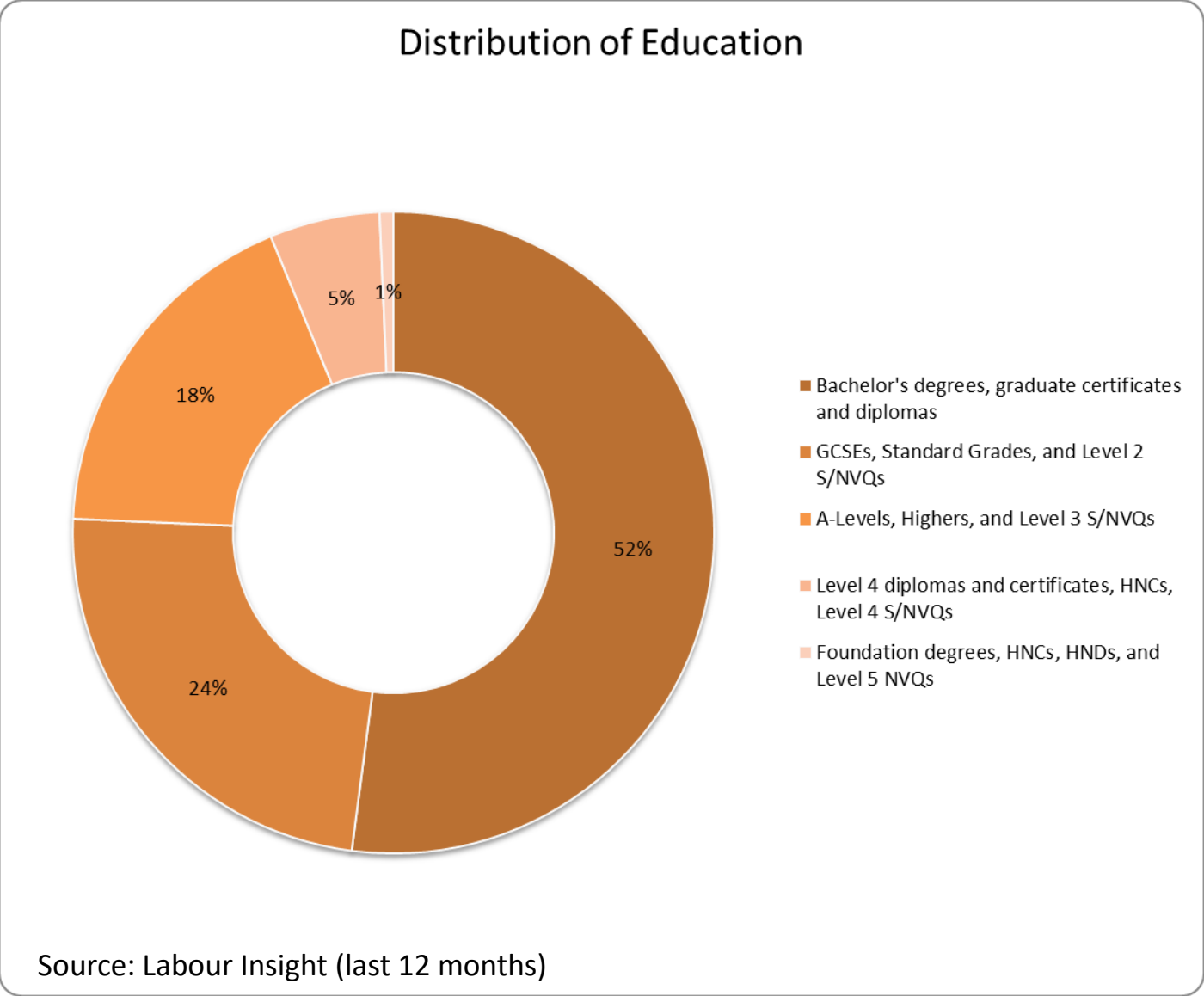


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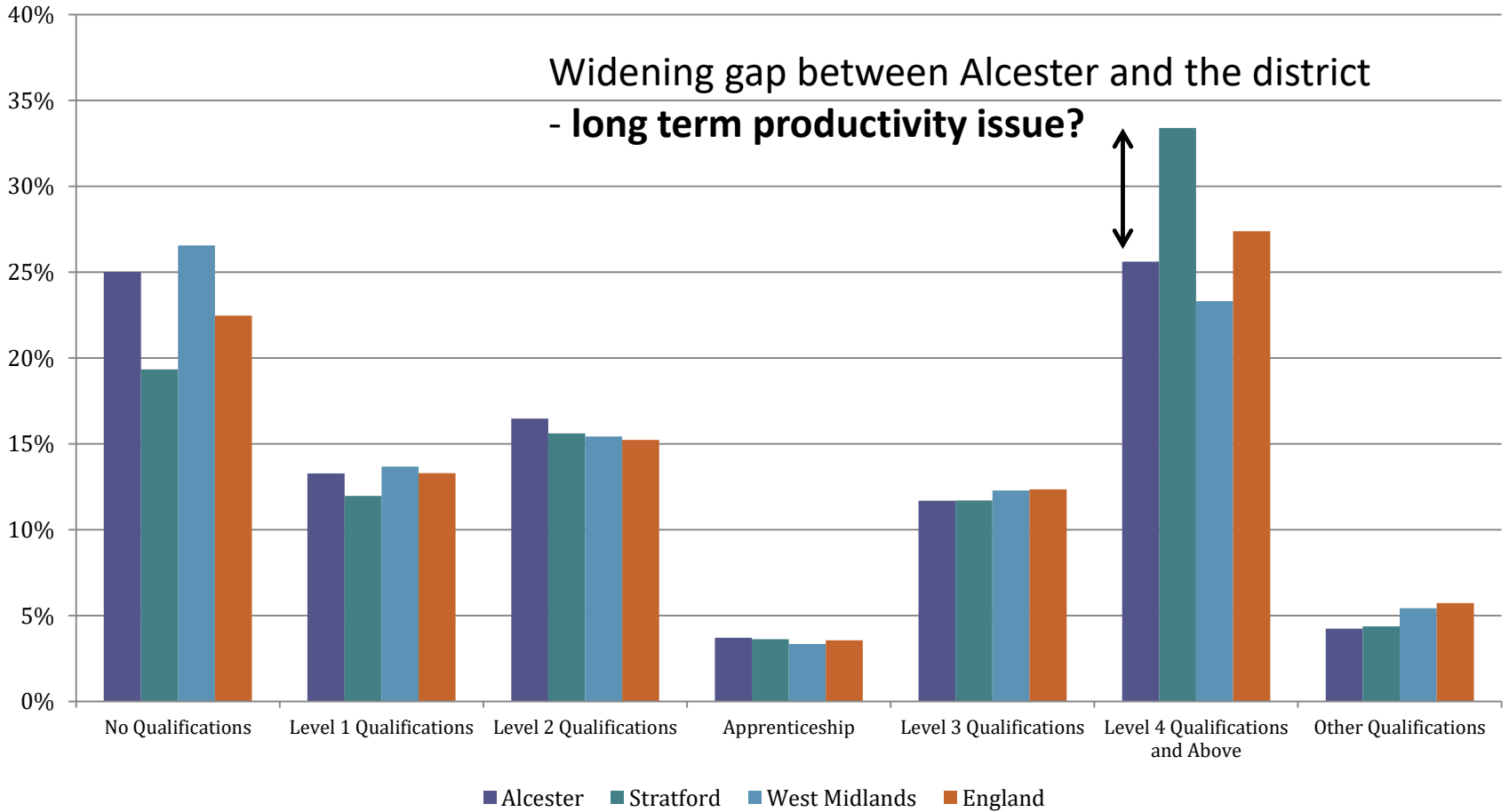
Comparative Education statistics

	Alcester	Stratford	West Midlands	England
Pupils Achieving Level 4+ at KS2; in Reading, Writing and Mathematics	78%	80%	74%	75%
Pupils Achieving 5+ A* -C GCSEs or Equivalent, Including English and Mathematics	48.1%	71.3%	59.9%	60.6%
Boy Pupils at the End of KS4 Achieving 5+ A*-C Including English and Mathematics	38.1%	68%	54.9%	55.7%
Girl Pupils at the End of KS4 Achieving 5+ A*-C Including English and Mathematics	59%	74.8%	65.2%	65.7%
Schools in Alcester				
	Alcester Academy	Alcester Grammar	St Benedict's Catholic	England Average
Pupils achieving 5+ A*-C GCSEs or Equivalent, including English and Mathematics (2014)	58%	98%	68%	53.4%

Minimum education requirement for jobs advertised in Alcester



Qualifications



Job Roles in Demand

Top 10 occupations in demand	
Nurses (2231)	66
Programmers and software development professionals (2136)	38
Web design and development professionals (2137)	38
Welding trades (5215)	35
Care workers and home carers (6145)	28
Chefs (5434)	25
IT business analysts, architects and systems designers (2135)	24
Other administrative occupations n.e.c. (4159)	24
Quality control and planning engineers (2461)	24
Metal working production and maintenance fitters (5223)	19
Top 10 advertised job titles (in demand)	
Registered Nurse	52
Quality Engineer	20
.Net Developer	16
Asp .Net Developer	16
Auxilliary Nurse	14
Welder	13
Php Developer	12
Systems Engineer	11
Mechanical Project Manager	10
Marketing Assistant	10

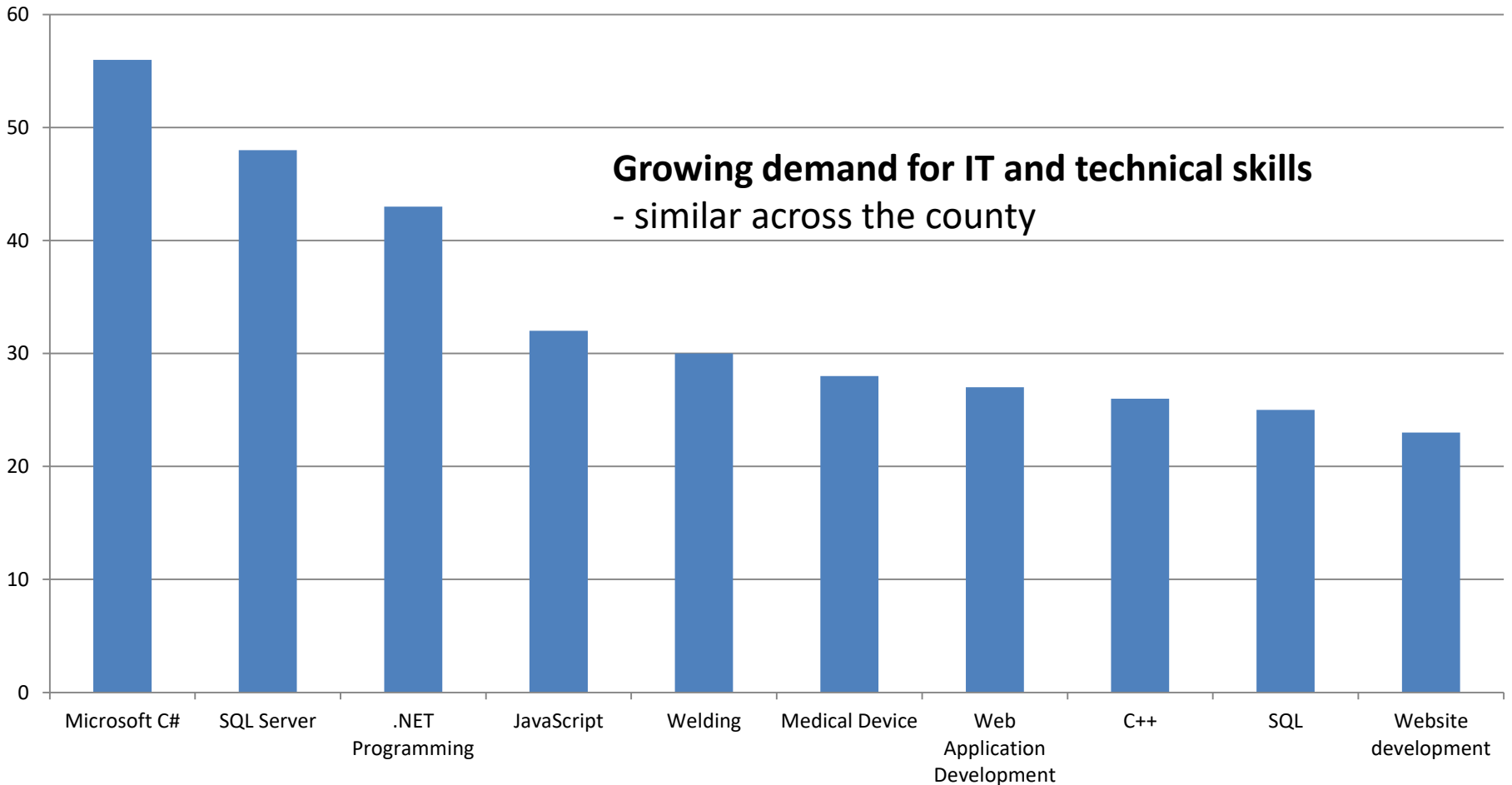
Industry demand

Top 10 industries advertising jobs in Alcester	
MANUFACTURING	168
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	126
INFORMATION AND COMMUNICATION	61
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	22
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES	21
TRANSPORTATION AND STORAGE	15
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	14
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	11
EDUCATION	9
OTHER SERVICE ACTIVITIES	8

**unspecified job posts, mean that sample size is small and may not reflect the true picture*

Skills in Demand

Top 10 “specialist” skills in demand



Skill shortages in the workplace

Local businesses from Arden Forest Industrial Estate have reported there are **practical and communication skill shortages** amongst their workers.

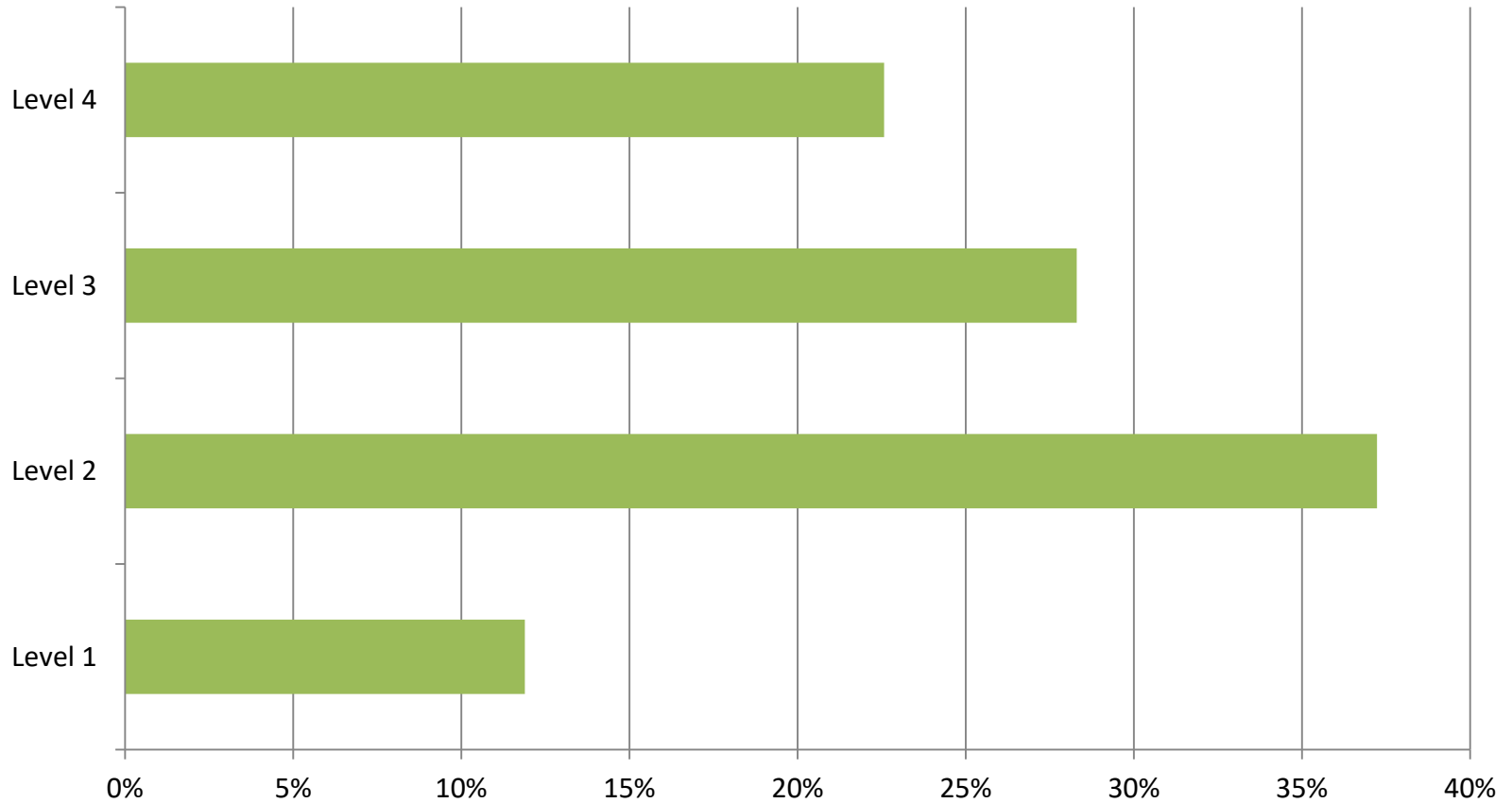
These include:

- Tools training
- Metalwork/woodwork
- Telephone and writing experience
- Basic engineering skills
- Job-specific shortages e.g. plasterers

Company	Business Activity	Apprentice		Maths/Literacy	Customers	Team	Confidence	Other Skills Lacking
Vogue Interiors	Interior Design	No	Sage Line 50		Yes	Yes	Yes	
Arden Construction	Construction	No		Yes	Yes	Yes		Tools training
Kings Court Hotel	Hotel	No	Microsoft	Yes	Yes	Yes	Yes	
Marla Tube Fittings	Gp manufacturing of bulk piping components	2		Yes	Yes	Yes	Yes	
MP Joinery	Joinery, windows, doors	No		Yes				Practical skills: metalwork/woodwork
Roba Metals	Non ferrous metal recycling	No	Microsoft	Yes	Yes	Yes	Yes	
Green Mech		2		Yes		Yes	Yes	
Central Marble	Stone worktop fabrication and installation	No		Yes	Yes	Yes	Yes	
Angstrom Eng	Toolmaking	1	Solidworks	Yes		Yes	Yes	Basic Engineering - Limit and GTS, Material
Seco Tools	Carbide Tooling Solutions, Precision Engineer	1			Yes		Yes	Phone call and letter experience
Propak	Packaging	No						
Broom Joinery	Joinery workshop	No		Yes		Yes	Yes	
Easytruck	Forklift truck sales, hire and service	2		Yes	Yes	Yes	Yes	Conversation skills
Walls & Ceilings	Drywall/plastering builders merchant	No						Short of dryliners, plasterers
Steven James Kitchen	Kitchen manufacture and design	No	Articad 3D design	Yes	Yes	Yes	Yes	

Occupational Structure

Occupation employment classified by skill group; based on SOC2010 (2011)



Census, 2011

Business Sectors

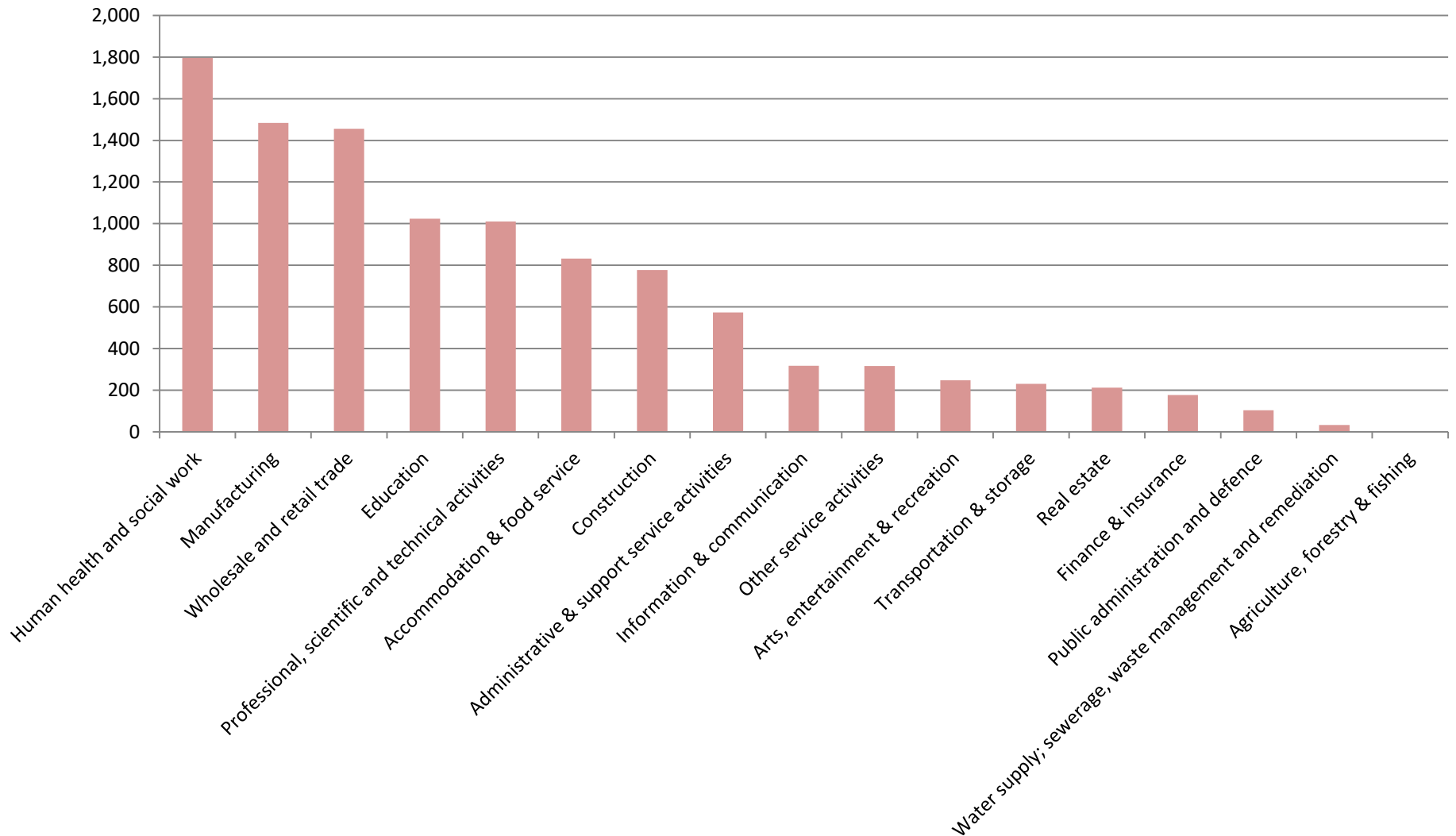
1,740 businesses in a 5 mile radius of Alcester

- *19% are in knowledge-intensive industries,* compared to 33% in Warwickshire

Largest Sectors by number of companies:

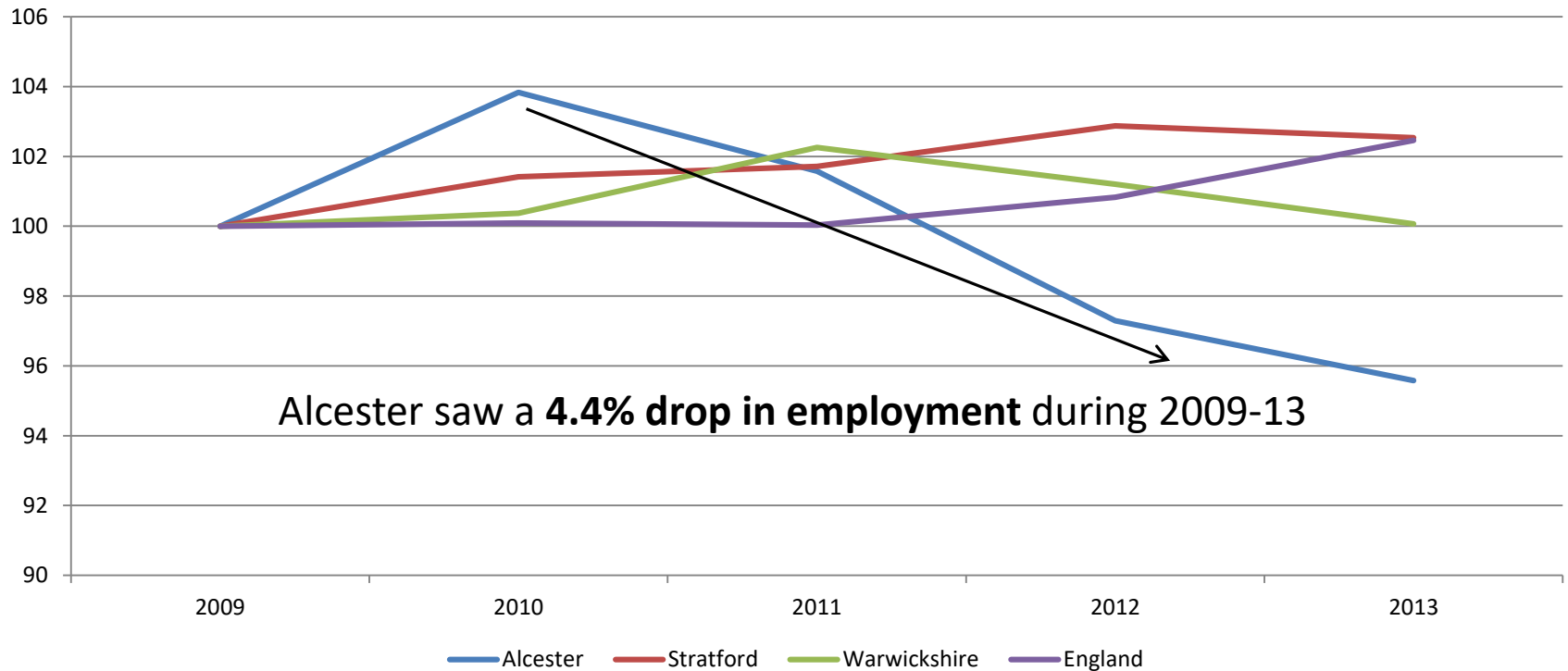
Construction	114
ICT (including software and consultancy)	97
Consultancy	79
Manufacturing	47

Employment by industry (2013)



Employment

Normalised employment growth over time



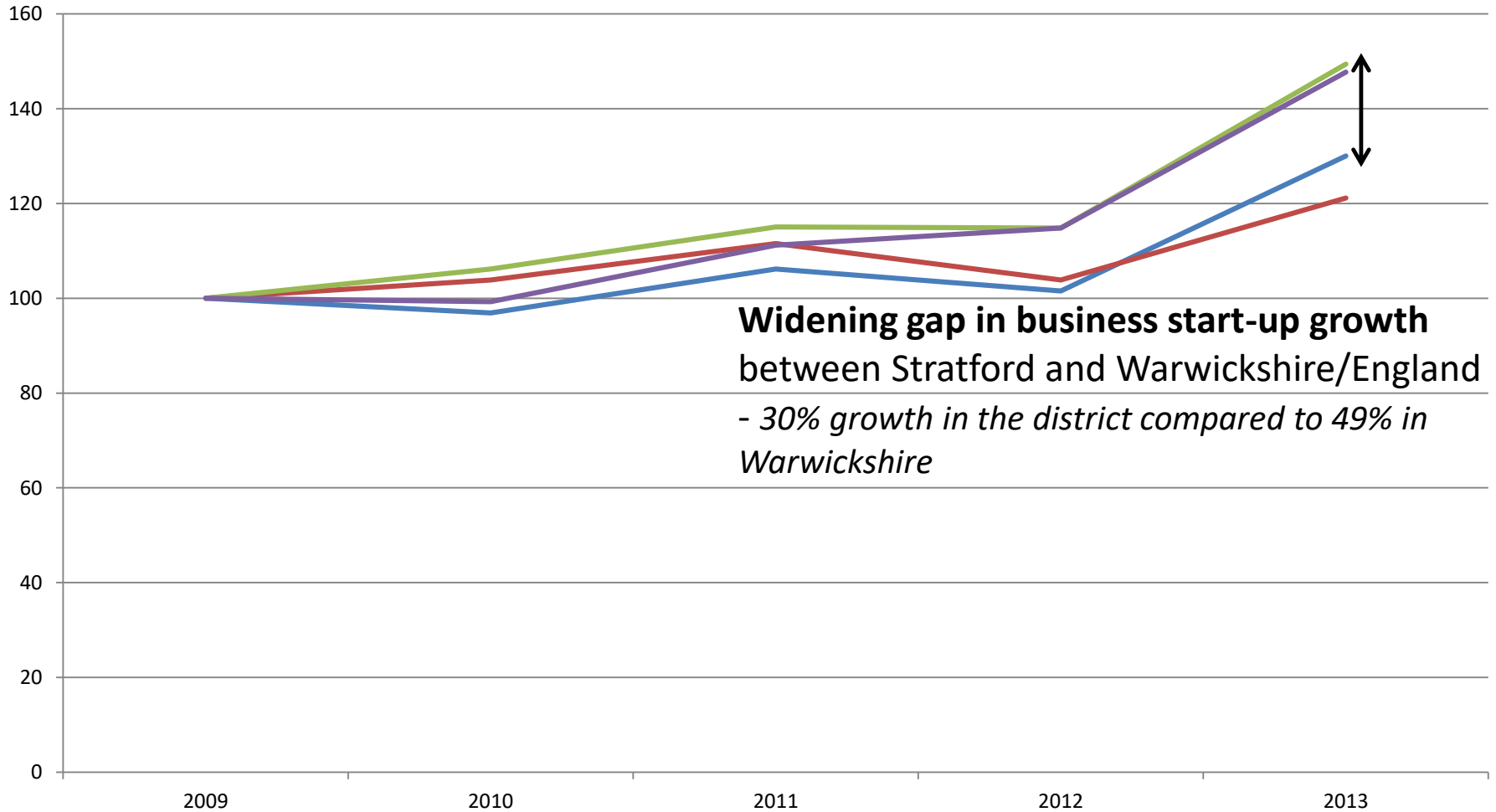
Top 5 employment growth sectors				
	Alcester	Stratford	Warwickshire	England
Arts, entertainment and	113%	88.29%	23.42%	4.44%
Administrative and supp	52%	34.60%	23.95%	12.32%
Professional, scientific a	26%	24.06%	16.97%	12.72%
Other service activities	7%	2.09%	-24.43%	-2.82%
Real estate activities	6%	10.12%	21.44%	6.33%

Top 10 Companies by Employment

Company name	Town	SIC	Business Activity	Turnover '000s	Employees
Midshires Care Holdings Limited	Alcester	86900	Adult Social Care Providers (Helping Hands)	33,840	1,477
EIC Group Holdings Limited	Alcester	64209	Electrical installations and facilities management	38,130	329
Ricor Ltd	Studley	7010	Metal Pressings and Welded Assemblies	38,729	218
Marla Tube Fittings Limited	Alcester	46740	Manufacturing and wholesale of pipe fittings	78,032	184
DSM Group Limited	Redditch	25110	Global science-based company active in health, nutrition and materials. Dutch	12,609	144
Beaver-Visitec International Limited	Bidford	32500	Medical Technology - ophthalmic and specialty microsurgical tools and devices - US	16,739	142
Individual Care Services	B80 7LL	87900	Residential care homes and domiciliary support for people with learning disabilities	2,977	122
Seco Tools	Alcester	3320	Machining and tooling - Sweden	27,554	93
Creative Video Productions Limited	Studley	59111	Cine, Video and Photo suppliers	55,514	88
Tornado Group Limited	Bidford	25930	Fencing and Tools - Sales	14,999	74
SJG International Limited	Alcester	32990	Rubber extrusions, gaskets and foam conversions for a variety of industries	5,711	58
Swiftpack Automation Limited	Alcester	28990	Design and production of packaging equipment for the pharmaceutical and healthcare industry. US	11,754	56

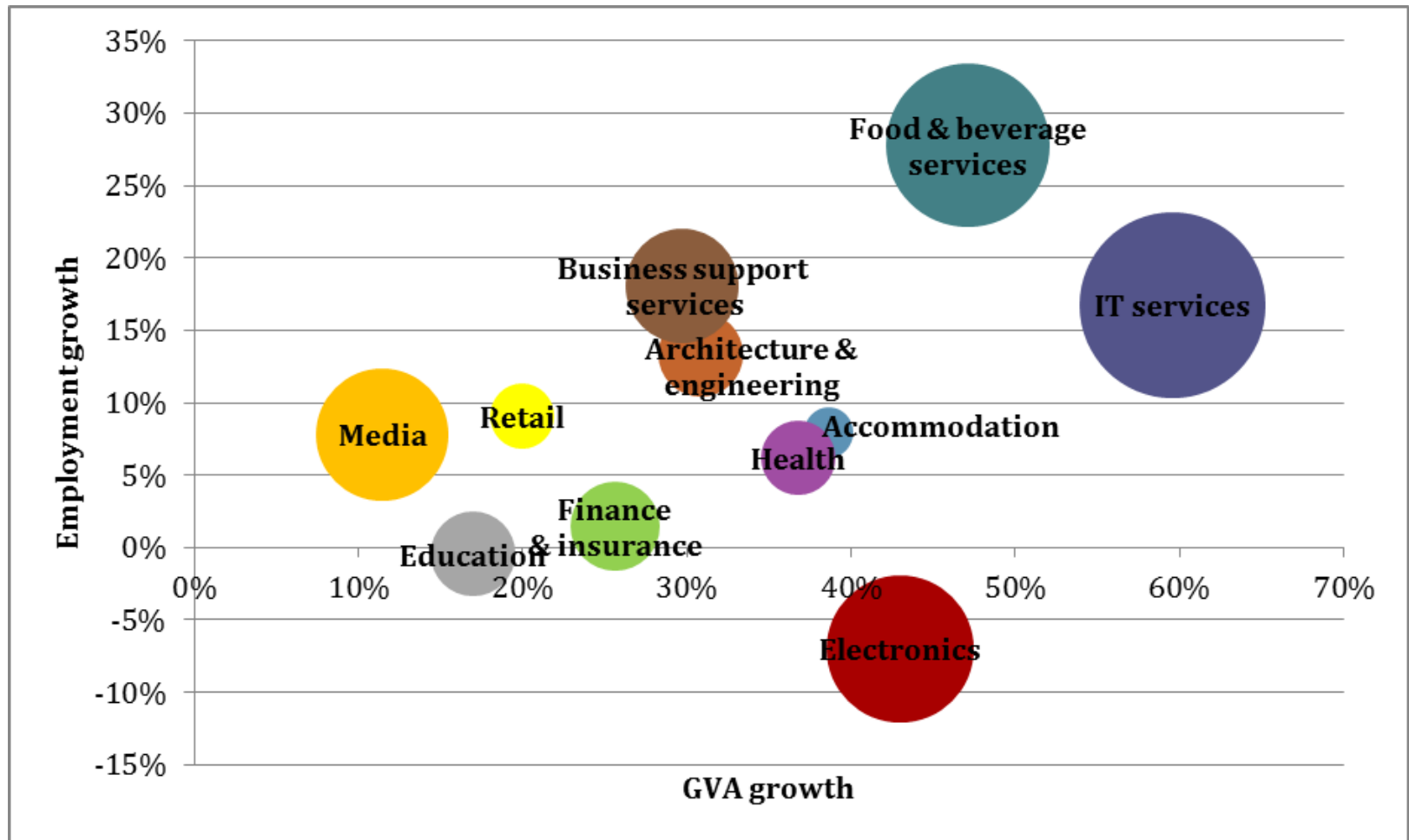
Business Starts

Normalised growth in business start-ups (2009-13)



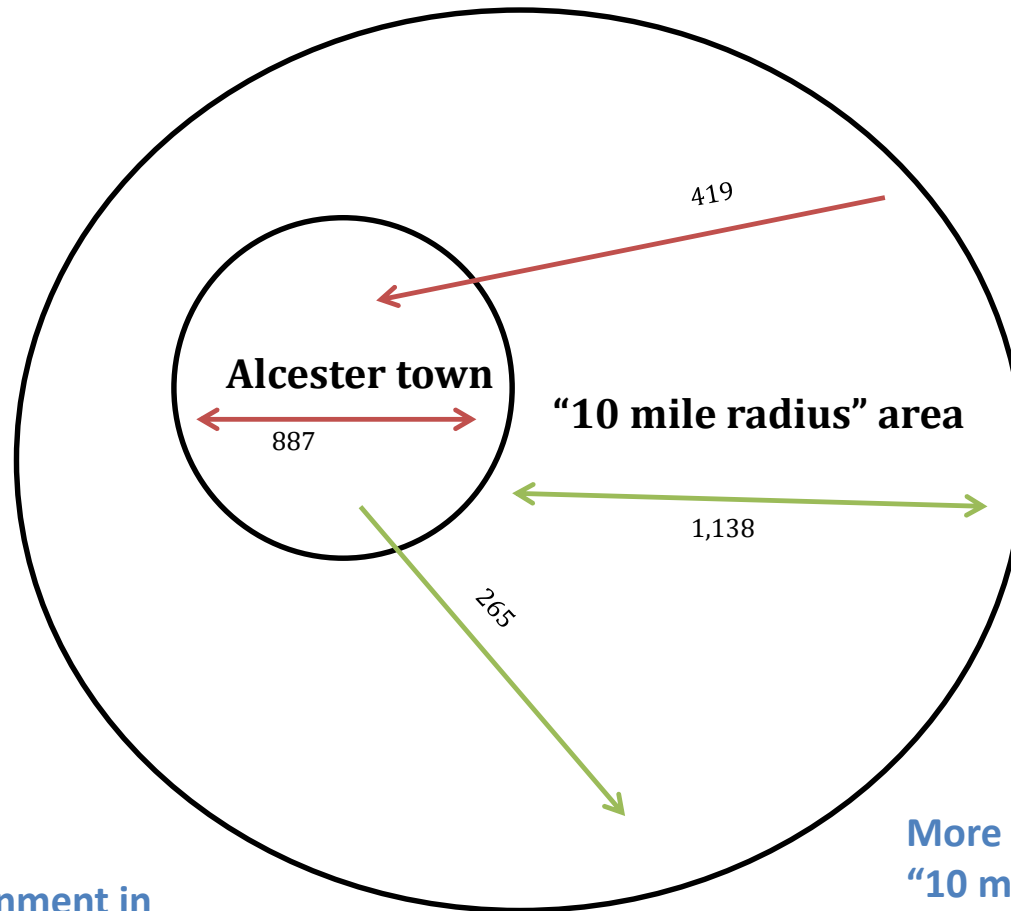
Widening gap in business start-up growth
between Stratford and Warwickshire/England
- 30% growth in the district compared to 49% in
Warwickshire

Top growth sectors in Stratford by 2025



Commuting Patterns

Simple representation diagram:



Higher self-containment in "10 mile radius" area surrounding Alcester

More people commute from the "10 mile radius" area to Alcester town for work (419); giving Alcester town a small **positive local net in-commuting** flow

Commuting Patterns

Alcester's Top 10 Net-Commuters:

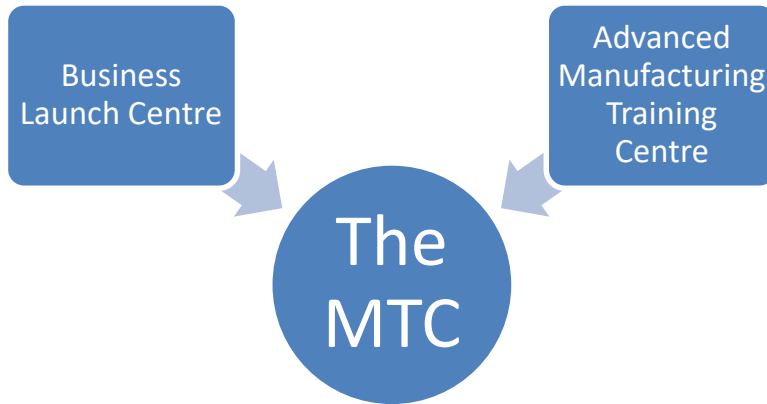
Rank	Biggest in-commuters		Biggest out-commuters	
1	Redditch	893	Stratford-on-Avon	-1,371
2	Wychavon	543	Warwick	-296
3	Dudley	28	Birmingham	-196
4	Wyre Forest	20	Coventry	-154
5	Malvern Hills	17	Solihull	-151
6	Walsall	13	Cherwell	-32
7	Tamworth	13	Cotswold	-28
8	Shropshire	12	North Warwickshire	-20
9	South Staffordshire	11	Oxford	-17
10	Telford and Wrekin	9	Worcester	-15

Summary of key issues

- Older and ageing population
- Decrease in working age population and net out-commuting
- Educational performance and change from primary to secondary
- Lower than average knowledge intensive businesses
- Slowing business start-up rate
- Strong presence in mid-level occupations – opportunity & threat
- Opportunities potentially around creative and technology sectors?

Ideas and Concepts

Manufacturing Technology Centre



- Public, university and private funding
- Private contributions in form of financial sponsorship, membership fee or staff-time or machinery
- Resource for industry – HVM Catapult Centre
- Apprenticeship and technical training
- Grow-on space



Fab Lab Coventry

- Cutting edge technology available to micro and small businesses, and the local community
- Located in a city centre shop unit
- Supported by Coventry University and the University of Warwick
- **Facilities Include:**
 - Laser Cutting: Two machines:
 - 3D Printing
 - CNC routing/milling
 - Vinyl / paper cutting
 - Electronics Workbench
 - Woodworking
 - Full suite of air tools
 - Computer Equipment
 - Sewing machines inc. industrial Necchi



Developing the Idea

- What are the outcomes we are looking to achieve/ the difference that we want to make?
- How do we know if this is needed/ demanded?
- What are the different options for achieving this change?
- What is the preferred option? Why is this the best way to achieve the outcomes being sought?
- What is the “logic chain” between the actions that will be undertaken and the change that is sought?

Developing the Project

- What interest is there from partners?
- What interest is there from the private sector?
- What are the expected costs?
- How/ where will the funding come from?
- What are the likely timescales?
- Site ownership/ planning?
- Identifying risks.

Next Steps