

## ANNEX No. 4

### Additional Information on PRIVATE TRAINING PROVIDERS & PROVIDER GROUPS

Though the report highlighted the work of these various institutions, it could not display the detail. Therefore, we have gathered further information on a small selection of these providers and organisations to aid the readers understanding of the breadth of provider type and range of courses and training offered. In addition, the Marches Skills Provider Network (MSPN), a collective bringing together multiple training providers, both public and private, with other stakeholders such as Local Authorities, provides information for both employers and prospective students. Within the area we also have national and local membership organisations which provide training or the routes to training within specific sectors, such as construction and social care.

#### List of contents

In-Comm

HWGTA (Herefordshire & Worcestershire Group Training Association)

SBC Training

MSPN (Marches Skills Provider Network)

CITB (Construction Industry Training Board)

Partners in Care (PIC)

#### Useful Links

<https://in-comm.co.uk/>

<https://www.hwgta.org/>

<https://www.sbc-training.co.uk/>

<https://www.mspn.co.uk/>

<https://www.citb.co.uk/>

<https://www.partnersincare.org.uk/>

## ANNEX No. 4

### In-Comm Training



Detail provided by the Institution.

**It has been a real whirlwind period for In-Comm Training, as we continue to support engineering companies and manufacturers in their efforts to bridge the much-publicised skills gap.**

We have continued to build strong technical partnerships and drive forward our employer-led strategy, listening to management teams on current and future competences to ensure the region's firms are equipped with the talent they need to make the most of digital manufacturing and new opportunities.

There have been multiple highlights as our outstanding team of industry veterans continue to support more than 700 companies and 2500 learners with apprenticeships, upskilling courses and consultancy on continuous improvement, quality and leadership and management.

## OUR HIGHLIGHTS INCLUDE:

### TELFORD TECHNICAL ACADEMY

The £3m investment in creating a world class facility in Telford has been a pivotal moment in our history and continues to be a huge success.

It has given us the perfect location, close to the M54 motorway network, to serve the requirements of companies in the North Marches and we have responded by introducing new equipment, including CNC machines, metrology, materials testing, additional welding stations and a robotic automation line.

Employers have eagerly tapped into our range of services, with In-Comm now working with Rheinmetall BAE Systems Land, Collins Aerospace, Magna Castings, Taurus Engineering and our neighbours Filtermist International.

Each week, we have 500 different learners tap into our 'Ofsted' outstanding training capabilities.



## FAST TRACK AEROSPACE PROGRAMME

The first cohort of ten budding aerospace engineers started work on a unique employment programme run by In-Comm Training, RTX's Collins Aerospace Facility and the Department for Work and Pensions (DWP).

Tapping into £200,000 of Higher Level Skills funding from the West Midlands Combined Authority (WMCA), we have created a fast-track course that will aim to create up to 65 new CNC machinists and electro-mechanical fitters.

Each participant receives a mix of theoretical and practical training that will see them learn turning, milling, hand fitting, CAD CAM and 3 and 5-axis CNC machining, as well as understanding technical drawings.

The ground-breaking course will take just six months to complete and, at the end of it, each learner will receive a Level 3 Extended Diploma in Engineering and Technologies, additional on-the-job competences, and an interview/opportunity to gain full-time employment at Collins Aerospace's Wolverhampton facility.

In-Comm Training has a very strong track record of working with WMCA on developing innovative skills solutions. Other activities include:

- Creation and delivery of 'modularised' Level 4 HNC/ HTQ qualifications
- The UK's first toolmaking course
- Launch of a Level 5 ILM-accredited Leadership & Management Diploma





## PRECISION TOOLING ACADEMY

Created in partnership with pressing and tooling specialist Brandauer, the UK's first Precision Tooling Academy has enjoyed a hugely successful 12 months.

Engineers from JLR's maintenance teams at Castle Bromwich and Solihull were the first cohort to complete the 20-week Professional Toolmaking course that saw them follow a live tool from concept, design and prototyping through to manufacture and testing.

They also acquired CAD techniques, contributed to the manufacture of press tool components, demonstrated fitting skills to assemble a tool and successfully identified problems through proficient root cause analysis and rectification.

This was an important rubber stamp for what was a new concept and the next cohort of engineers – from SMEs and tier 1s – are now in the process of benefitting from industry's most comprehensive toolmaking course.



## IN-COMM TRAINING BAROMETER

This year will be the 5th time we have taken the pulse of the training landscape in the UK with our Training Barometer.

Canvassing the opinion of more than 100 employers and 200 learners, the report provides a comprehensive insight into how companies are funding training, the issues they face, the appetite for apprentices and thoughts on emerging trends, such as reshoring, digital skills, and the adoption of Artificial Intelligence.

The Barometer in 2023 was front page news with The Daily Express and has been used to lobby Government for more localised and industry-specific funding.



## SKILLS STEERING GROUP

Our Skills Steering Group operates across the Black Country and Shropshire and features 20 companies of varying size and manufacturing specialism.

They meet quarterly to review all things training and development, including IMS build, curriculum, latest technology adoption, new qualifications and courses.

This intelligence is vital for shaping our learning and training offer, as well as helping us take the employer message to Government about funding opportunities.



## STEM ENGAGEMENT

Attracting future engineers at a grassroots level is vitally important and this has seen us increase our STEM Engagement activity.

In the last twelve months, we have spoken to and given immersive learning experiences to more than 1000 pupils from primary and secondary schools in the West Midlands.

Activities include:

- Taster days from primary schools upwards
- Open Houses at our two Technical Academies
- Involvement in Talking Schools project
- Business visits to showcase real-world manufacturing
- Teacher and parent training on the importance and opportunity of engineering and completing an Apprenticeship
- Supporting the regional and national F1 in Schools competition



## APPRENTICESHIP BOOM

The appetite for 'growing your own' engineers is booming, with the latest intake being our best-ever.

We saw a 35% increase in the number of the apprentice starts last September, with 199 individuals starting their careers in machining, product design, robotics, technical support, welding, electrical, mechatronics and toolmaking.

In addition, In-Comm Training also successfully inducted 30 learners onto our Level 4 HNC programme - highlighting a strong move towards upskilling workers. This year we will start delivery of the Higher Technical Qualifications from our Telford Academy.



## LOCAL SKILLS IMPROVEMENT FUNDING (LSIF)

In-Comm Training was successful in securing a £150,000 LSIF Award and this is being used to purchase a state-of-the-art automation training cell.

Due to be launched in July, the new capability is employer-led and has been designed in partnership with Telford automation specialist Bauromat.

Once installed, it will provide the technology required to deliver dedicated Level 3 and Level 4 courses in automation and robotics to over 100 learners.

This vital installation will help meet a critical skills gap in the local area and help firms make the most of new opportunities.





## IN-COMM AWARDS

Our annual Training Awards continue to be the biggest celebration of vocational learning in the West Midlands and last year's event again attracted more than 350 guests.

The high-profile event recognises our best apprentices, employers and apprenticeship ambassadors and helps to put this learning route firmly into the spotlight as a viable alternative to university.

Media coverage for our winners regularly makes it into more than 25 different publications.





## ANNEX No. 4

### HWGTA (Herefordshire & Worcestershire Group Training Association)



Herefordshire and Worcestershire  
Group Training Association

Detail provided by the Institution.



# Herefordshire and Worcestershire Group Training Association

## Introduction

Herefordshire and Worcestershire Group Training Association (HWGTA) is an employer led, not for profit training provider offering bespoke apprenticeships and training to local businesses and communities. HWGTA has over 50 years of experience in delivering excellent training across the two counties, consistently rating above the national average for learner success rates, holding “Outstanding” grading from Ofsted and maintaining successful, long-term relationships with local employers.

HWGTA is unique locally in its employer led approach; with local business leaders heading up the voluntary board of directors, the training model adapts and continuously improves to fit the needs of local businesses. This approach allows HWGTA to understand the employer needs highlighted in the LSIP and take action to address them.

To compliment the outstanding apprenticeship delivery, HWGTA is foremost in providing bespoke training for workplace competence and qualifications across Herefordshire, Worcestershire and further afield, working in partnership with individual organisations to identify their training requirements both to develop existing employees and to recruit and train new personnel. HWGTA train over 1100 course delegates per year and have c650 apprentices on programme at any time.

## Contribution to Local Skills Improvement Plans

HWGTA are an integral part of the local skills discussion, collaborating with the Marches Education Partnership, FE colleges, NMITE and provider networks such as the Herefordshire Skills Board, MSPN, WTPA and GTA England. Working with 180 apprentice employers allows a direct access to the employer voice and an understanding of the skills needs. LSIP specific employer engagement events have been held, enabling our employer network to influence HWGTA’s response to LSIP. These workshops brought together specialists from a variety of organisations to discuss skills needs and challenges with HWGTA staff, influencing the apprenticeship curriculum and short course development.

## New provision

Automation skills in manufacturing and food and drink were specifically highlighted in the LSIP process and focus has therefore been given to developing this provision. A new Automation Workshop has been created in the Hereford training centre, with state of the art Siemens PLC, Festo fluid power and Universal Robotics equipment. This workshop is now in use training level 3 engineering apprentices, enhancing their skills development in preparation for careers with local businesses. A new range of short courses has also been developed to allow employers access to training.



Holmer Road · Hereford · HR4 9SX  
01432 274310

McKenzie Way · Worcester · WR4 9GN  
01905 729993

[www.hwgta.org](http://www.hwgta.org) · Email: [info@hwgta.org](mailto:info@hwgta.org)



# Herefordshire and Worcestershire Group Training Association

## Introduction to PLC

This course provides an introduction to Programmable Logic Controllers (PLC's) and how they are used in various manufacturing and automation environments. Working with the latest Siemens Logo and S7 equipment in our new Automation facility, delegates will get a hands-on experience of programming PLC's in various real-life scenarios.

The course will identify different types of PLC's and their structure and applications, understand how PLC's work, cover programming and controls, look at input/outputs and provide an introduction to fault finding.

## Advanced PLC

This course will take delegates familiar with Programmable Logic Controllers (PLC's) and expand on their knowledge to prepare them to an advanced level. Working with the latest Siemens S7 equipment in our new Automation facility, delegates will get a hands-on experience of programming PLC's in various real-life scenarios.

This advanced course looks at designing HMI's, networking PLC's, creating automated sequence programs and improving fault finding capability. The course is designed to be a practical experience that allows delegates to link the learning to the workplace.

This course is an ideal progression for delegates that have completed the Introduction to PLC course, or previously completed an engineering apprenticeship.

## Introduction to Robotics

This course will provide an introduction to the world of robotics and how they are used in various manufacturing environments. Using a combination of simulation and programming software and working with our Universal Robots Collaborative Robot delegates will get a hands-on experience.

Delegates will begin with an understanding of the safety principles and capabilities of robots, moving on to develop understanding of the software, hardware, setup and look at how robots link with other equipment such as conveyors through the use of inputs and outputs of measurement devices and controls.



Holmer Road · Hereford · HR4 9SX  
01432 274310

McKenzie Way · Worcester · WR4 9GN  
01905 729993

[www.hwgta.org](http://www.hwgta.org) · Email: [info@hwgta.org](mailto:info@hwgta.org)



## ANNEX No. 4

### SBC Training



Detail provided by the Institution.

# SBC TRAINING DOING GOOD THINGS

[www.sbc-training.co.uk](http://www.sbc-training.co.uk)



## Partnership working brings back apprenticeship training to Shropshire

SBC Training has developed an innovative partnership with V&D Interiors to reintroduce plastering apprenticeships to the county.

Following discussions with local CITB staff it was identified that there was an unfulfilled demand for plastering training in the Shropshire, Telford & Wrekin area.

SBC Training held talks with CITB representatives and a local contractor, V&D Interiors, to discuss solutions to the identified problem.

The employer required a solution to their ongoing recruitment needs and agreed that the development of an apprenticeship programme was a preferred solution.

SBC Training was able to find a solution by identifying suitable training options in conjunction with the employer. The employer was able to use their industry relationships to negotiate supplier terms that made the programme financially viable and SBC Training was able to provide their expertise to support the development of a suitable training plan.

*"The apprenticeship scheme started in September 2023 and is progressing well, with a new cohort of apprentices due to start in September 2024".*

# SBC TRAINING DOING GOOD THINGS

[www.sbc-training.co.uk](http://www.sbc-training.co.uk)



SBC Training has been able to guide the employer every step of the way in helping to fill skills shortages in the local area.



From left: Colin Thaw, MD of SBC Training with Calvin Challis, Director of V&D Training, is on the right and Paul Nightingale (Lead Trainer), is in the centre.



# SBC TRAINING DOING GOOD THINGS

[www.sbc-training.co.uk](http://www.sbc-training.co.uk)



## Social Care provider backs apprenticeship training in Shropshire

SBC Training has developed an innovative training plan with Coverage Care to reinvent Adult Care apprenticeship delivery.



Apprenticeships are an established method of developing skills and knowledge for a wide range of sectors. The adult care sector has found the programme difficult to engage with, particularly balancing apprenticeship requirements with the day to day challenges of delivering professional social care services.

SBC Training was approached by Coverage Care to try and develop a programme that met the needs of the apprentice in training, without inhibiting the organisation's ability to deliver the care that their customers require. With the help of the team at SBC Training a pattern of off the job training opportunities and study periods have been identified. Which allow their apprentices to develop the knowledge and skills that are so sought after in the social care sector. Apprentices attend regular workshops which equip them with fundamental knowledge and skills but also provide additional skills such as advanced first aid, resilience training and applying industry IT. This also gives the apprentices the opportunity to network with others, share experiences and discuss good working practices. The first cohort of apprentices are well on their way to achieving their learning targets and the company is so pleased with the progress that they are currently identifying a second cohort to start later in 2024.

# SBC TRAINING DOING GOOD THINGS

[www.sbc-training.co.uk](http://www.sbc-training.co.uk)



## If necessity is the mother of invention...

SBC Training was approached by a number of small construction companies to find a solution to their needs for a “competent general builder”.

SBC Training enjoys a challenge we set out to investigate a range of apprenticeships to see if they could be adapted to meet this request. Following extensive research, we were able to develop a programme based upon the Property Maintenance Apprenticeship standard. It was identified that the knowledge, skills and behaviours within the programme leant themselves very nicely into the development of a suitable programme. Working with feedback from local construction company, PaveAways, SBC Training has produced a training programme which meets the requirements of local companies and is growing and developing local talent who are capable of meeting the demands of the local construction sector. The programme aims to follow the natural progress of small developments and is suitable for those engaged in new build construction or maintenance occupations.



# SBC TRAINING DOING GOOD THINGS

[www.sbc-training.co.uk](http://www.sbc-training.co.uk)



## Marketing expertise employed to maximum apprentice benefit

When SBC Training commenced delivery of the Digital Marketing apprenticeship programme in 2018, we did not fully appreciate the impact that this programme would have in the local area.



Tiffany Walsgrove, Digital Marketing Trainer, and learners.

6 years later, not only do we realise the positive impact that the apprenticeship has had on local businesses, but also the impact that the integration of local marketing experts has had on the learner and employer satisfaction with the quality of the learning experience.



# SBC TRAINING DOING GOOD THINGS

[www.sbc-training.co.uk](http://www.sbc-training.co.uk)



SBC Training identified that the content of the apprenticeship would be further enhanced if we were able to invite support from industry experts to share their experience and also illustrate the benefits to the apprentices of embracing the learning opportunities that were being made available to them. Yes, most apprentices could see the impact of an enhanced understanding of search engine optimisation (SEO) but additional support in the development of creative writing skills, videography and podcasting skills has proved a real winner in supporting apprentices to achieve outstanding results, both personally and for their employers. Our thanks go to Ascendancy Internet Marketing, J&PR and Interactive Opportunities for their ongoing support in developing tomorrow's marketing professionals.

## ABOUT THE COMPANY

*SBC Training has been involved in the delivery of work-based training solutions for more than 40 years. If you would like support to help your business grow, please get in touch.*

## MEDIA CONTACTS

Name	Contact Information
Colin Preece	01743 454810
Business Support Consultant	<a href="mailto:colin.preece@sbctraining.co.uk">colin.preece@sbctraining.co.uk</a>

---

## ANNEX No. 4

### MSPN

### MARCHES SKILLS PROVIDER NETWORK





Marches Skills Provider Network (MSPN) is a Community Interest Company (CIC) limited by guarantee with a fee-paying membership consisting of independent training providers, colleges and higher education institutions (HEI). Our current members can be found [here](#).

Owned by its members, MSPN is a not-for-profit company, governed by a board. With a vision to “Help the Marches Work,” collectively we provide high quality training to businesses in The Marches, comprising Shropshire, Telford & Wrekin and Herefordshire.

We aim to provide a network that will promote the awareness and uptake of work-based skills and training across the Marches which contributes to the economic stability and prosperity of the region. In achieving this aim, our objectives are to:

- ❖ Represent and champion Work Based Learning and Skills as a fully inclusive network.
- ❖ Promote opportunities for the development of workplace skills to all stakeholders including: employers; individuals; schools; parents; local authorities and government bodies.
- ❖ Inform and update its members of current issues surrounding work-based learning on a regular basis.
- ❖ Deliver the Marches Skills Agenda working in conjunction with key stakeholders for the achievement of Government targets and priorities.
- ❖ Collaborate with key institutions and organisations within the Marches to share good practice and tender for joint funding opportunities.

<https://www.mspn.co.uk>



## ANNEX No. 4

CITB

(Construction Industry Training Board)





**CITB is the industry training board for the construction sector in England, Scotland, and Wales. It's our job to help the construction industry attract talent and to support skills development, to build a better Britain.**

We are an executive non-departmental public body in charge of our budget and activities. Sponsored by the Department for Education, we are also accountable to government ministers, and ultimately Parliament.

### **Our purpose**

Support the construction industry to have a skilled, competent, and inclusive workforce, now and in the future.

### **What we aim to do**

- Inform and enable the right people into construction
- Develop a training and skills system to meet future needs
- Support the industry to train and develop its workforce

To find out more about the courses they run, reports, membership and other activities please follow the link below.

<https://www.citb.co.uk/courses-and-qualifications/>

---

CONSTRUCTION SKILLS NETWORK

# FOCUSING ON THE SKILLS CONSTRUCTION NEEDS.

LABOUR MARKET  
INTELLIGENCE REPORT

**WEST MIDLANDS**  
2024–2028



# KEY FACTS AND FIGURES



The volume of construction work in the West Midlands will grow by an annual average rate of

# 2.0%<sup>1</sup>



The biggest gains in output will come from these sectors:

## PRIVATE HOUSING

## NON-HOUSING REPAIR & MAINTENANCE



The occupations with the strongest additional recruitment requirement levels are:

### Other professionals and technical staff working in construction

### Non-construction professional and technical office based staff

### Other non-construction office-based staff

Main projects in the West Midlands include:

The Smithfield 10 year regeneration project in Birmingham city centre

## £1bn

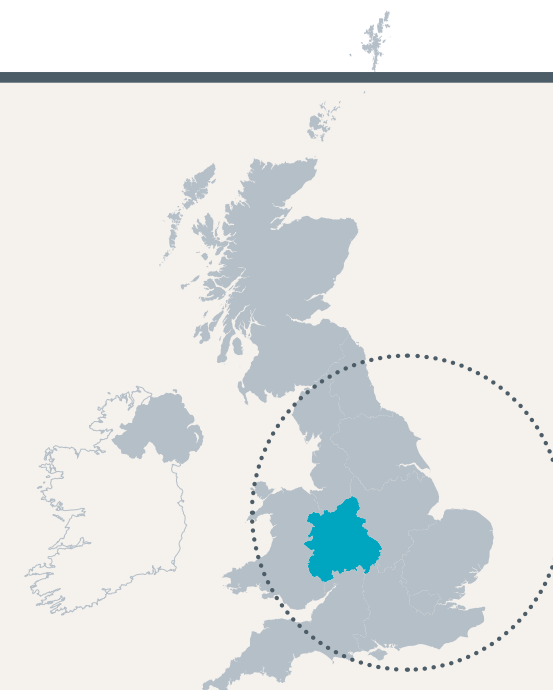
West Midlands Interchange project

## £450m

Coventry City Centre regeneration scheme

<sup>1</sup> Five year growth rate from the end of 2023 to end of 2028

# WEST MIDLANDS



The additional recruitment requirement in the West Midlands of 3.1% per year is higher than the UK value of 1.9% and means an extra 35,600 workers will be needed in the region from 2024 to 2028. ■





# UK MACROECONOMIC BACKDROP

In 2023, UK GDP is estimated to have increased by only 0.1% compared with 2022 as the economy went into a mild recession in the second half of 2023, with two consecutive quarters of contraction (-0.1% in 2023Q3 and -0.3% in 2023Q4). **There are strong signs that the recession isn't likely to continue into 2024 with monthly GDP data showing a 0.2% rise in January.**

**February's UK Purchasing Managers' Index (PMI) adds to evidence that economic activity is improving with the composite index recording a fourth consecutive month of expanding activity and confidence.**

The index registered 53.0 in February, marginally above the 52.9 reading for January. The service sector was the main driver within the composite index following another month of expanding business activity, and a confirmed services PMI reading of 53.8 in February.

There was an improvement in the construction sector PMI registering 49.7 in February, up from 48.8 in January on the back of new business growth and a pick-up in order books, which was the first rise reported since July 2023. Unfortunately, the manufacturing sector continues to struggle, reporting a nineteenth consecutive PMI reading below 50.0 at 47.5 in February.

Consumer confidence had been trending upwards in recent months, adding to the picture of improving economic activity. However, GfK's consumer confidence index headline score of -21 in February, was slightly down from -19 in January, marking the

first fall in four months and highlighting how the recent mix of economic news is affecting consumer confidence. The reduction in inflation will be a factor in helping consumer confidence. In February 2024, monthly Consumer Price Inflation, including housing costs (CPIH) was 3.8%, significantly down from 9.2% in February 2023, with expectation of further drops to come due to falling energy bills. Looking forward, we expect inflation to continue to drop as we progress through 2024, reaching the Bank of England's 2.0% target by the middle of the year.

**ALTHOUGH THERE ARE POSITIVE SIGNS OF ECONOMIC GROWTH, THE WIDESPREAD VIEW IS THAT IT WILL BE 2025 BEFORE THE PACE PICKS UP**

The number of vacancies being advertised continues to reduce, having peaked at 1.3million in the first half of 2022, there are now just over 900,000 (Dec 2023 – Feb 2024). While this is a sign that the labour market appears to be cooling, vacancy levels are still higher than those seen in 2019/2020 before the pandemic, where there were around 820,000 vacancies. Slowing wage growth is another indicator of a generally cooling labour market, however, there is still an unusual

tightness in the labour market that is creating upwards pressure on wages. The employment rate for 16–64 year olds remains around 75%, with unemployment staying low at 3.9%, while inactivity is relatively high at 21.8%. The inactivity level means approximately 9.2 million people are absent from the labour force, which is 700,000 more than pre-pandemic levels, with long-term illness being one of the main reasons.

Although there are positive signs of economic growth, the widespread view is that it will be 2025 before the pace picks up. The economic outlook published by the Office for Budget Responsibility (OBR) in March 2024 forecasts GDP growth to pick up by 0.8% in 2024, increasing to around 2.0% in 2026, then settling down to around 1.8% in 2027 and 2028. While the outlook for the UK economy in 2024 is improving, we are not yet in a position of strong economic growth.

Recruiting and developing the workforce for the future is still a key challenge for the industry to overcome and make the most of the growth opportunities such as building the volume of homes the country needs, the infrastructure for energy and transport, and retrofitting the built environment to meet net zero targets. ■

# STRUCTURE



The construction industry in the West Midlands has 14,750 employers, **which is 12% of all employers in the region.**

**Non-housing R&M sector: 23%**

**In 2023 the industry in the West Midlands is estimated to have total output of around £14bn which is structured as per Figure 1 (below).**

The profile of the construction industry in the West Midlands continues to show a high share of non-housing repair and maintenance (R&M) work, which is the strongest sector in the region, accounting for 23% of total

work. R&M sectors account for 42% of total 2023 output in the West Midlands, which is similar picture to UK (41%). In the new work, private housing and infrastructure continue to be the two main sectors. ■

CONSTRUCTION INDUSTRY STRUCTURE 2023 WEST MIDLANDS

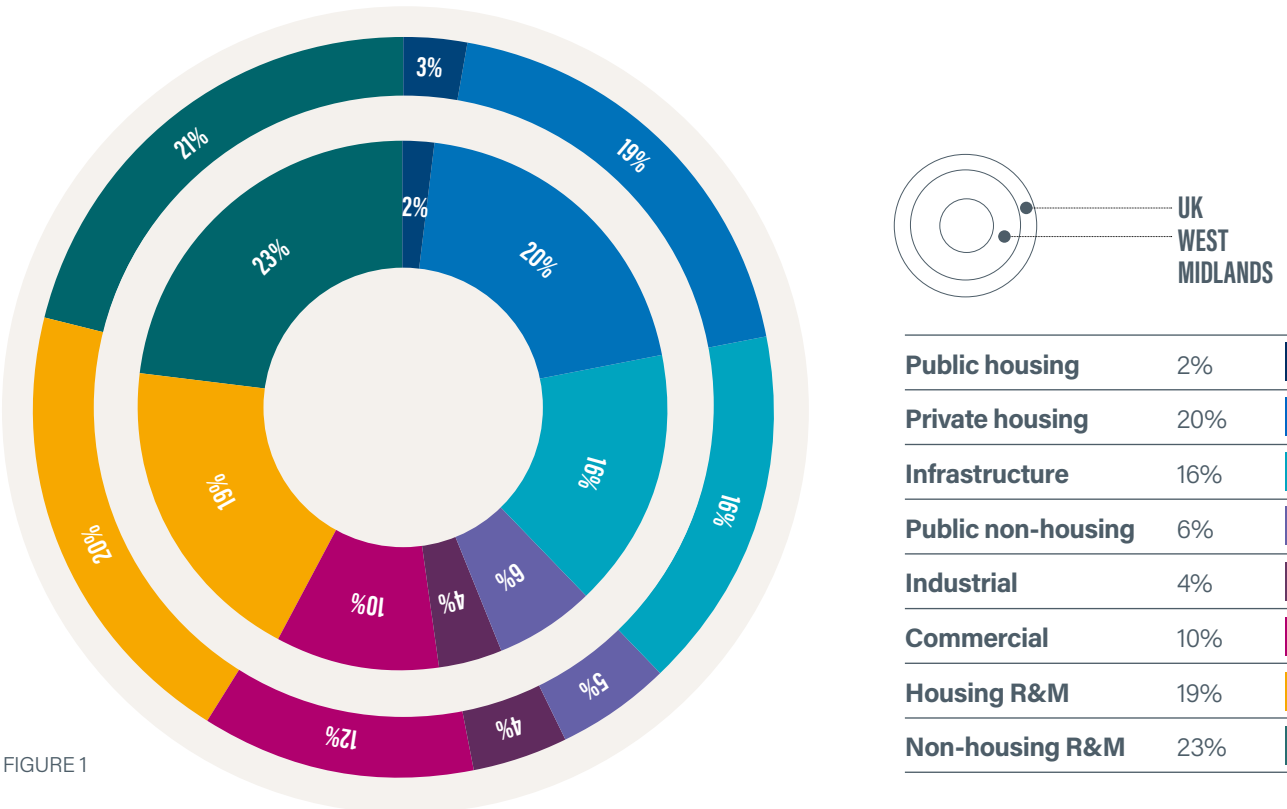



FIGURE 1

# 2023 VIEW


Total annual  
output 2023:   
**£14bn**



Growth in public  
non-housing work:   
**£204m**

2022 saw output growth in West Midlands  
in line with the UK rate of growth. 

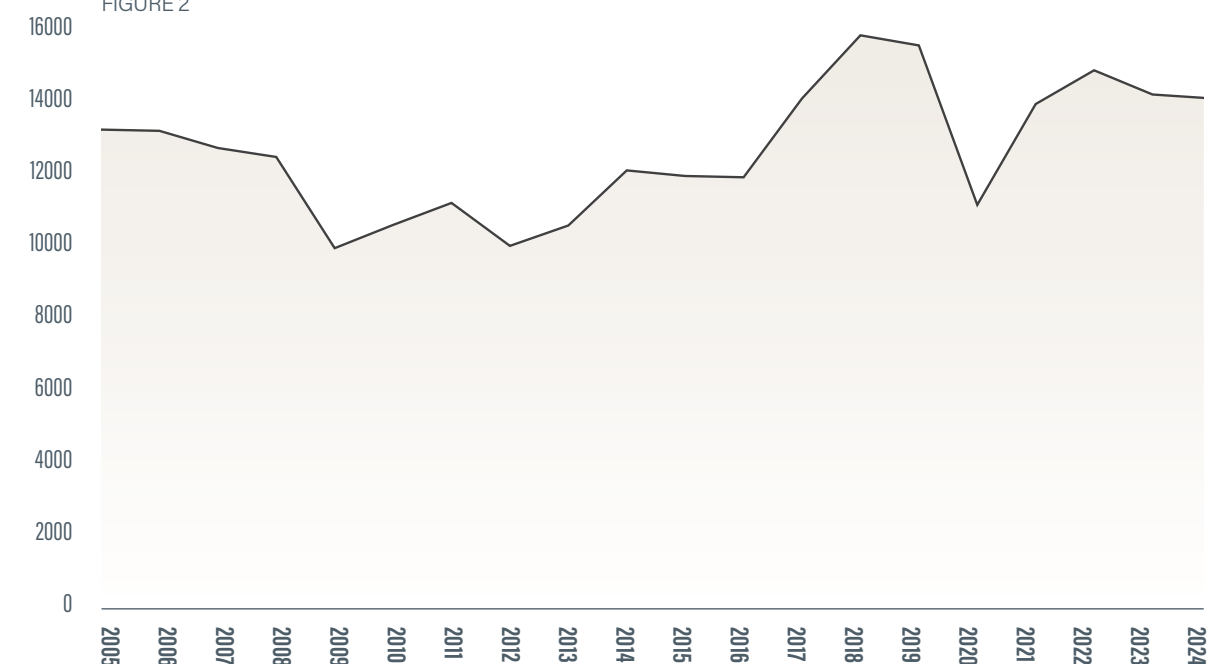
While UK construction output continued to grow by 2%  
in 2023, output in the West Midlands dropped by -4.5%,  
ending the year at £14bn in 2023. 

This was mainly due to a drop in new work output,  
with private housing (-£765m) and infrastructure  
(-£273m) seeing the largest falls. Growth in both public  
non-housing (£204m), public housing (£165m) and non-  
housing R&M (£186m) protected from a steeper decline. 

Going into 2024, we expect output in the West Midlands  
to decline to around £13.9bn. Forecasted growth in R&M  
work provides some resilience for construction output  
in the region, whilst new work is expected to continue  
its decline during 2024. 

CONSTRUCTION OUTPUT (£M) 2005–2024 WEST MIDLANDS Source: ONS, ref. CSN Explained, Section 4, Note: 1

FIGURE 2



## OUTPUT FORECAST 2024–2028

The West Midlands has an average annual output growth rate of 2.0%, which is just below the UK rate of 2.4%.

This is due to a combination of a drop in new work for 2024, which picks up from 2025 onwards, alongside low

growth for the R&M sectors from 2025. This is like the pattern we expect to see across the UK, just at a slightly reduced level.

The sectors with the highest average growth rates are private housing (3.2%) and public non-housing (3.0%), though the biggest gains by value of output will come from non-housing R&M.

This reflects a combination of growth in these sectors and their relative importance for work in the region. ■

# FORECAST

The £1.9bn Smithfield Development is a 10 year regeneration project that commenced in 2016. The project will provide a new market to Birmingham’s city centre and create cultural spaces for music and art in the community.



Coventry City regeneration:

£450m



Smithfield Development:

£1.9bn

In terms of business and leisure, there will be hotels, bars and restaurants. Alongside this, the plans include over 3,000 new homes with a range of community facilities.

The £1bn West Midlands Interchange project will be the country's largest intermodal logistics site, sitting alongside 8 million square feet of warehousing facilities and will be directly connected to the West

Coast Mainline. Work has already started, phase 1 includes infrastructure works such as earthworks, highways construction and water installation.

Coventry City Centre regeneration scheme has an estimated value of £450m and is expected to provide 1,550 new homes. This regeneration scheme is being delivered by The Hill Group and Shearer Property Group in a joint venture.

Alongside new homes, the project plans offer 8,000 square metres of commercial space and 17,000 square metres of open space. Demolition is scheduled for summer of this year, and the first homes are expected in early 2027. ■

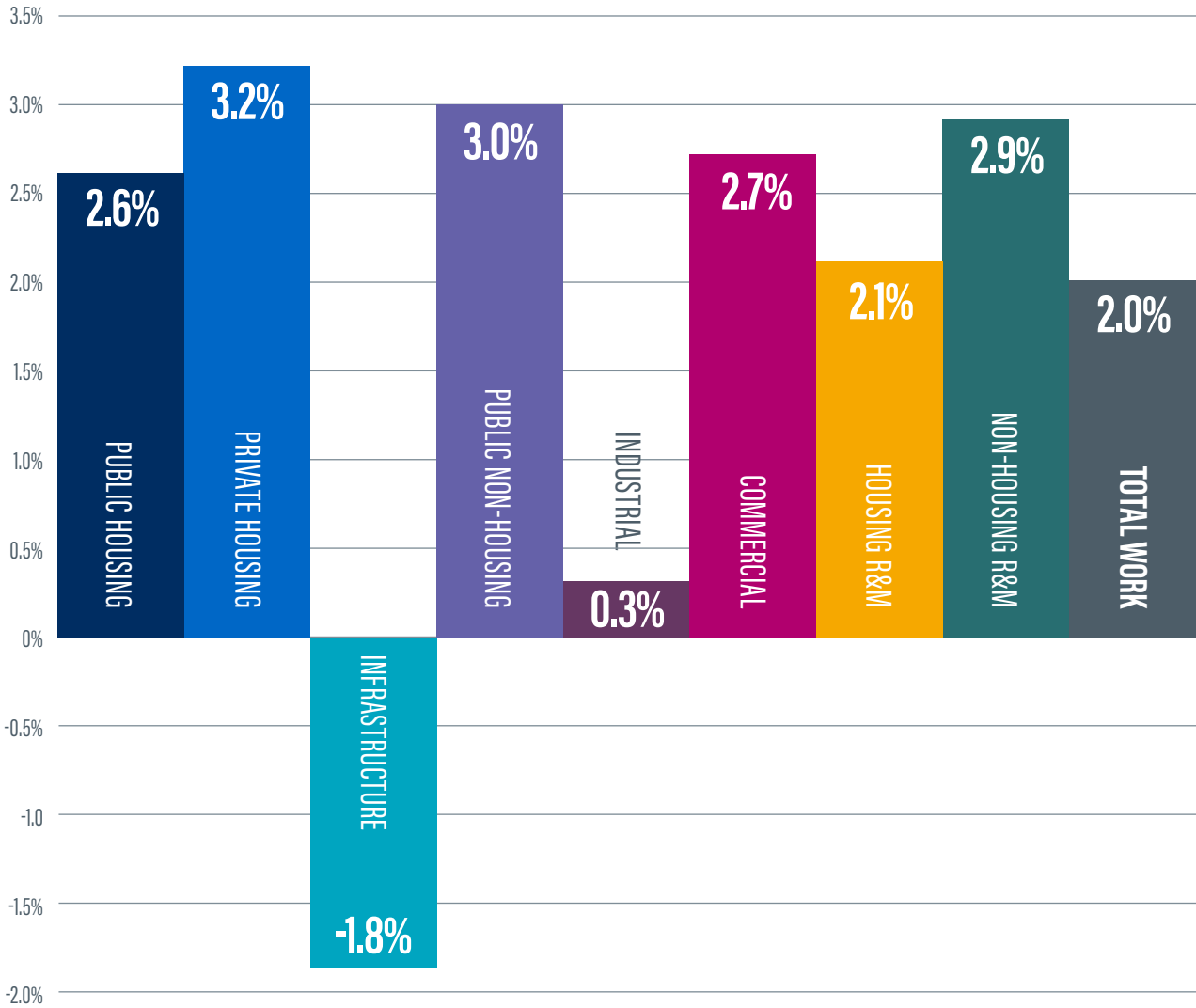
CONSTRUCTION OUTPUT – WEST MIDLANDS (£ MILLION, 2019 PRICES)

	ACTUAL LEVEL	FORECAST ANNUAL % CHANGE					ANNUAL AVERAGE
	2023	2024	2025	2026	2027	2028	2024-2028
Public housing	274	0.3%	3.1%	3.3%	3.3%	3.2%	2.6%
Private housing	2,884	-5.3%	11.6%	3.2%	3.5%	3.4%	3.2%
Infrastructure	2,210	-9.6%	-1.2%	1.0%	0.7%	0.5%	-1.8%
Public non-housing	864	2.7%	4.3%	3.0%	2.6%	2.3%	3.0%
Industrial	565	-5.7%	2.0%	2.2%	1.8%	1.4%	0.3%
Commercial	1,369	0.8%	3.4%	3.3%	3.1%	3.1%	2.7%
New work	8,166	-4.4%	5.1%	2.6%	2.5%	2.4%	1.6%
Housing R&M	2,616	2.0%	3.4%	1.9%	1.7%	1.6%	2.1%
Non-housing R&M	3,247	6.3%	2.5%	2.4%	1.7%	1.6%	2.9%
Total R&M	5,863	4.4%	2.9%	2.2%	1.7%	1.6%	2.6%
Total work	14,030	-0.7%	4.1%	2.4%	2.2%	2.1%	2.0%

ANNUAL AVERAGE CONSTRUCTION OUTPUT GROWTH 2024–2028  
WEST MIDLANDS

Source: Experian  
ref. CSN Explained, Section 4, Note 2

FIGURE 4





# WORKFORCE FORECAST<sup>2</sup>

^ Average annual increase  
of construction workforce:  
**0.4%**

The level of output growth in the West Midlands gives an annual average increase of 0.4% in the construction workforce, which is lower than the UK figure of 0.6%. We forecast that the 2023 workforce of 231,450 in the region will decrease slightly to 228,430 in 2024 before increasing to reach 236,520 by 2028. This is the same pattern seen across the UK with the construction workforce reducing in 2023 and 2024.<sup>3</sup>

FIGURE 5

TOTAL EMPLOYMENT BY OCCUPATION — WEST MIDLANDS	ACTUAL 2023	ESTIMATE 2024	FORECAST 2028
Directors, executives and senior managers	19,250	19,710	21,330
Construction project managers	3,570	3,330	3,280
Non-construction professional and technical office based staff	29,390	28,310	27,880
Other non-construction office-based staff	18,650	19,050	19,860
Construction trades supervisors	4,230	4,050	3,990
Carpenters and joiners	15,290	15,250	16,090
Bricklayers and masons	7,130	7,130	7,690
Other construction and building trades	17,090	16,720	16,950
Painters and decorators	5,130	5,210	5,600
Plasterers	5,080	4,940	4,910
Roofers	4,660	4,690	4,990
Floorers and wall tilers	3,770	3,680	3,810
Glaziers and window trades	1,820	1,800	1,840
Scaffolders	630	640	740
Plant operatives	3,540	3,150	3,190
Plant mechanics/fitters	2,510	2,350	2,400
Steel erectors and metal workers	2,080	2,000	2,340
Labourers	9,650	9,390	11,240
Groundworkers	2,160	2,080	2,430
Electrical installation trades	13,660	13,280	13,530
Plumbing and HVAC trades	11,010	10,770	11,070
Logistics	5,560	5,280	5,430
Road and rail construction operatives	2,710	2,490	2,460
Non-construction trades and operatives	3,660	3,900	4,530
<b>Total (SIC 41—43)</b>	<b>192,230</b>	<b>189,200</b>	<b>197,580</b>
Civil engineers	3,340	3,390	3,550
Other professionals and technical staff working in construction	25,770	25,630	25,990
Architects	1,860	1,860	1,950
Surveyors	8,260	8,340	7,440
<b>Total (SIC 41—43, 71.1, 74.9)</b>	<b>231,450</b>	<b>228,430</b>	<b>236,520</b>

Source: ONS, CSN, Experian. ref. CSN Explained, Section 4, Notes 5 and 6

2. workforce covers construction contracting, SIC 41, 42 & 43 along with supporting technical and professional workers in SIC 71 and 74.9.

3. The 28 occupational groups used in the report have been updated to align with the new Standard Occupational Classification: SOC(2020). Full details are covered in accompanying Technical Annex.

# ANNUAL RECRUITMENT REQUIREMENT (ARR)



The average annual recruitment requirement in the West Midlands is set to average

**3.1%** PER YEAR

based on 2023 workforce levels, which is higher than the UK figure of 1.9%. This means the construction industry would have to increase current recruitment by 7,120 new workers each year to deliver the expected work between the start of 2024 and end of 2028.

The following occupations have some of the strongest recruitment requirement values:

- Other professionals and technical staff working in construction (1,910 per year)
- Non-construction professional and technical office based staff (1,630 per year)
- Other non-construction office-based staff (1,130 per year)

There will be pressure on occupations such as labourers (9.3%), architects (7.5%), plant mechanics/fitters (6.4%) and other professionals and technical staff (7.4%) where demand is high compared to their workforce level.

For occupations that have no ARR value on the table, indication is that recent levels of recruitment will be able to meet future need if they are maintained.

FIGURE 6

ANNUAL RECRUITMENT REQUIREMENT BY OCCUPATION — WEST MIDLANDS	% OF 2023 WORKFORCE	VALUE
Directors, executives and senior managers	1.8%	350
Construction project managers	2.2%	80
Non-construction professional and technical office based staff	5.5%	1,630
Other non-construction office-based staff	6.1%	1,130
Construction trades supervisors	1.7%	70
Carpenters and joiners	-	-
Bricklayers and masons	-	-
Other construction and building trades	-	<50
Painters and decorators	-	<50
Plasterers	-	<50
Roofers	1.1%	50
Floorers and wall tilers	-	<50
Glaziers and window trades	-	-
Scaffolders	-	<50
Plant operatives	-	-
Plant mechanics/fitters	6.4%	160
Steel erectors and metal workers	-	-
Labourers	9.3%	900
Groundworkers	2.3%	50
Electrical installation trades	2.6%	360
Plumbing and HVAC trades	1.6%	180
Logistics	-	<50
Road and rail construction operatives	-	<50
Non-construction trades and operatives	-	-
Civil engineers	-	-
Other professionals and technical staff working in construction	7.4%	1,910
Architects	7.5%	140
Surveyors	1.3%	110
<b>Total (SIC 41—43, 71.1, 74.9)</b>	<b>3.1%</b>	<b>7,120</b>

Source: ONS, CSN, Experian. ONS: "This work contains statistical data from ONS which is Crown Copyright. The use of the ONS statistical data in this work does not imply the endorsement of the ONS in relation to the interpretation or analysis of the statistical data. This work uses research datasets which may not exactly reproduce National Statistics aggregates." ref. CSN Explained, Section 4, Notes 5 and 6.



# RECRUITMENT AND TRAINING

Recruitment would have to increase by the equivalent of:

**7,120** WORKERS PER YEAR

The current level of recruitment in the region's construction industry has been around 17,000 workers per year, while slightly more left, around 18,000 workers per year. This gives a slight outflow of workers and helps to explain why the workforce levels have dipped in recent years.

For the industry to meet expected demand in the region, the forecast shows that recruitment would have to increase by the equivalent of 7,120 workers per year. This is important to understand because there are still construction vacancies in the West Midlands that need filling going into 2024.

Figure 7 shows how construction job vacancies in the West Midlands have remained slightly below the UK trend and more recently have fallen below pre-covid (2019) levels.

Construction workers are still in demand and relatively low levels of unemployment leads to competition for workers. To fill vacancies and recruit new staff, companies can:

- Attract skilled workers who have left the industry back into construction. This would be either those who have left to work in other industries or those that have become unemployed or inactive.
- Recruit and train new entrants into construction from those leaving school, further education, higher education or migration.
- Improve the retention of workers within the industry.
- Look at how productivity can be improved.

Companies that can understand and meet what workers value the most are the ones that are more likely to be successful at attracting and retaining new staff. That could range from being able to offer long-term career opportunities with support to help development, through to good levels of pay, flexible working to have a positive work life balance and creating a culture of fairness, inclusion, and respect.

Training is an important aspect of staff development and recent trends aren't positive for construction.

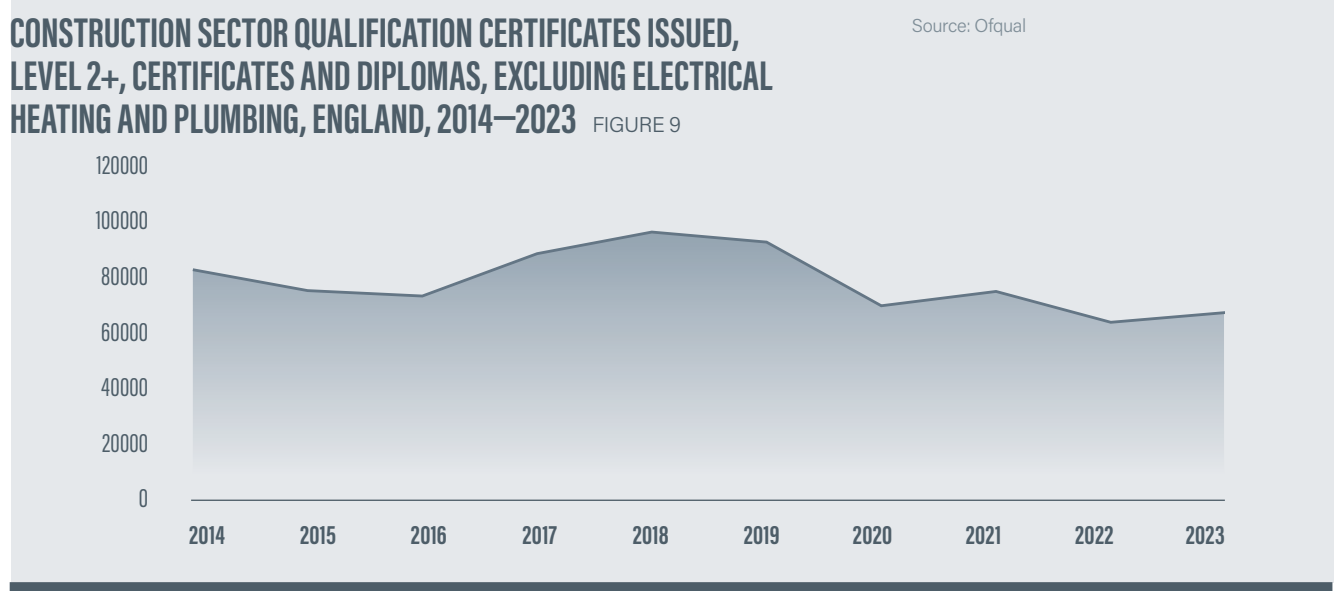
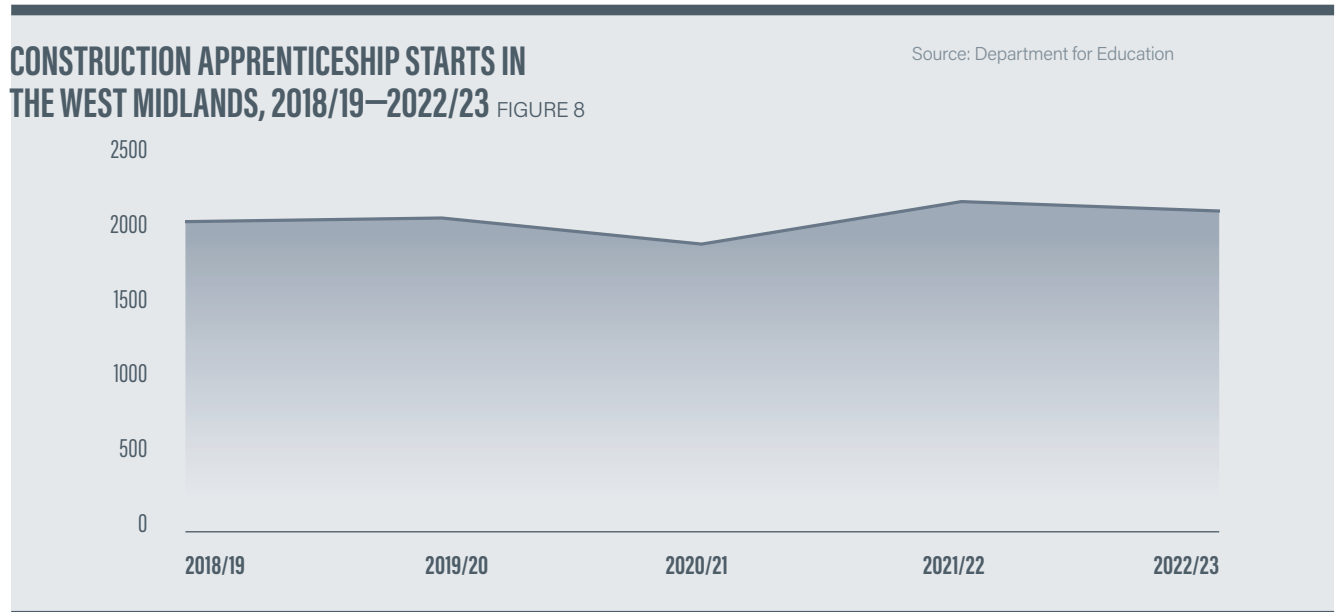
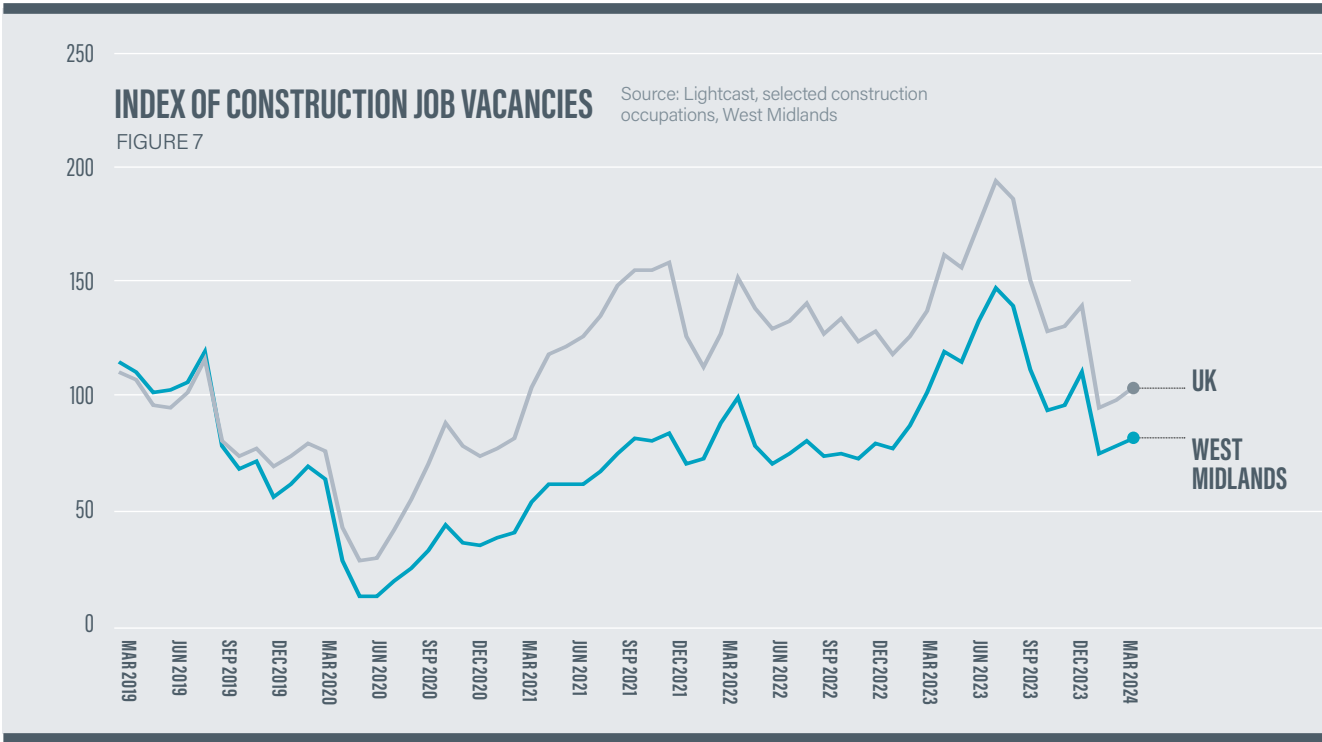
Figure 8 shows construction apprenticeship starts in the West Midlands picking up strongly after Covid-19 lockdown, ending the 2021/22 academic year 15% up on 2020/21, however, they dropped in 2022/23 by 3%. Indications are that 2023/24 will see a further drop in starts as half year numbers are down 10% compared to the same point in 2022/23. ■

Looking at the range of construction training achieved across England at Level 2 and above, there is a similar pattern. From 2014—2016 there was a decline in certificates issued (see Figure 9), which then increased from 2017—2019, with the main qualifications being related to plant operations, site carpentry and brickwork. 2020 saw

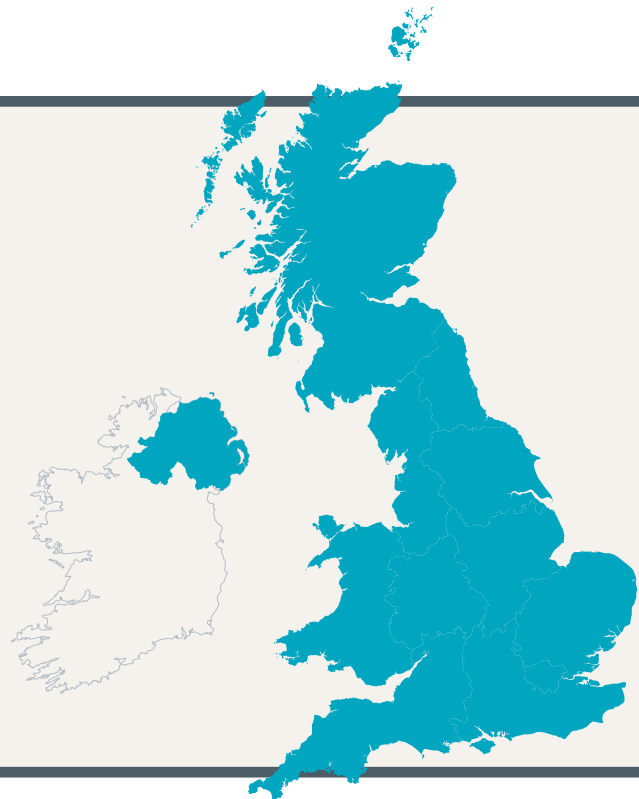
a reduction in the number of certificates being issued, which hasn't really increased (see Figure 9).

- 2014—2016: average of 80,000 certificates per year.
- 2017—2019: average of 95,000 certificates per year.
- 2020—2023: average of 72,000 certificates per year.

At a time when the construction industry needs additional workers, a drop in training being carried out will add to the challenges being faced by companies, and it is important for this to be addressed. ■



# CITB SUPPORT TO INDUSTRY



As employers are struggling to find workers, CITB will support the construction industry by investing in three priority areas:

■ **Inform and enable diverse and skilled people into construction:**

by raising the profile of construction careers through activities such as Go Construct, Skillbuild, and STEM Ambassadors. Supporting people into the industry through work experience and Tasters, Apprenticeships, the New Entrant Support Team, and Onsite Experience hubs, and providing funding to support the cost of training new entrants.

■ **Develop a training and skills system to meet current and future needs:**

updating standards, to ensure training delivers the skills the industry needs. Working with industry to develop a competence-based skills system that will provide more flexible routes into construction, and working with governments to influence apprenticeships on industry's behalf.

■ **Support the industry to train and develop its workforce:**

this is imperative to meet the skills needs of industry. Employers have told us they are looking to upskill their workforce to fill gaps, and core occupational training needs to be delivered efficiently. To make this work, CITB will develop and test a new Training Needs Analysis service, to help small businesses make informed decisions about the training they need. CITB will also provide financial incentives to help businesses to do more training and work with providers to identify gaps in supply so that good quality training is available when and where it's needed. ■

**CITB WILL DEVELOP AND TEST A NEW TRAINING NEEDS ANALYSIS SERVICE, TO HELP SMALL BUSINESSES MAKE INFORMED DECISIONS ABOUT THE TRAINING THEY NEED.**



# CITB SUPPORT TO THE WEST MIDLANDS



In the West Midlands during 2023/4, CITB has supported almost 1,000 employers with £8.1m of grants and £0.75m of Skills and Training Fund to train new entrants to the industry and to upskill the existing workforce. The New Entrant Support Team which specifically helps employers with the recruitment and retention of apprentices assisted with 233 apprentice starts in the West Midlands and 126 apprentices who were already on programmes.

**In addition, CITB has supported the following regional initiatives:**

■ **Supported local businesses to attract new talent:** CITB have worked with stakeholders to produce an e-book '**Building the Future Workforce**', aimed at construction employers in the region detailing different ways they can attract new people to their businesses and the wider industry.

■ **Industry Impact Fund (£425k awarded to West Midlands employers for Equality, Diversity & Inclusion and Productivity projects):**

One project led by Interclass and the National Federation of Builders (NFB), developed a new approach to neurodiversity in the workplace, creating a training and mentoring programme specific to construction. The other project, led by Morrisroe and working with BBI Solutions, is developing a new training offer on productivity in construction.

■ **CITB England Construction Opportunities (ECO) commission:**

Two projects have been funded in West Midlands, delivered by West Midlands Combined Authority and Landau Ltd, Shropshire. The projects support individuals to overcome any initial challenges they may face as they begin their career in construction, while also providing ongoing in-work support to improve retention and progression. The two projects are targeted with supporting 1,300 individuals over three years.

Overcoming skills shortages by supporting training and recruitment in a more competitive labour market requires combined action from CITB, construction companies, training providers and government.

Having a workforce that is competent and trained to make the most of the future opportunities is vital to ensuring the West Midlands has the volume of energy efficient homes it needs, the infrastructure to ensure the economy thrives, and to tackle the retrofit of the built environment to meet net zero targets. As the report sets out, annually the construction industry will continue to support over 230,000 workers and contribute around £14bn worth of output from an industry that accounts for 12% of all businesses that employ people in the region. ■



**Annually the construction industry will contribute over**

**£14bn  
WORTH OF OUTPUT**

---

## WEST MIDLANDS



---

**FOR MORE INFORMATION  
ABOUT THE CONSTRUCTION  
SKILLS NETWORK CONTACT:**

**DANA SHEANON  
INDUSTRY ANALYST  
DANA.SHEANON@CITB.CO.UK**

**VISIT:  
CITB.CO.UK/CSN**

Cover image: Paradise Island,  
Birmingham, UK

## ANNEX No. 4

### PIC

(Partners in Care)







Partners in Care is a not-for-profit membership organisation representing approximately 260 independent Nursing, Residential, Supported Living and Domiciliary Care providers in Shropshire and Telford & Wrekin. We are now able to support adult social care providers in Cheshire where there isn't currently a care association representing local providers.

We offer a wide range of services for adult social care providers across Shropshire, Telford & Wrekin and Cheshire. These include training, a Disclosure and Barring service and a wide range of workforce initiatives. We also accept Personal Assistants as individual members and can offer training, DBS checks and support.

Partners in Care is the local voice for the independent adult social care sector, representing members in discussions with local authorities and the NHS.

Follow the link to understand the training courses available:

<https://www.partnersincare.org.uk/training-courses>

**Partners in Care, 6 Farriers Business Centre, Annscroft, Shrewsbury, SY5 8AN**

**01743 860011**

[info@partnersincare.org.uk](mailto:info@partnersincare.org.uk)