

# THE SKILLS GUIDE 2019

# BROMSGROVE

THE PEOPLE. THE CAREERS. THE WORKFORCE.



# WELCOME TO THE SKILLS GUIDE 2019

---



**GARY WOODMAN**  
**CHIEF EXECUTIVE**  
**WORCESTERSHIRE LEP**

This is the second year that Worcestershire Local Enterprise Partnership (LEP) and Worcestershire County Council have developed these guides to the local skills network. We've created these documents to help provide local students and parents with a greater understanding of the academic opportunities and employment opportunities available in Worcestershire.

Our reports provide a wealth of information from all six district areas in Worcestershire, with a summary of the top industry sectors and the largest employers in each area. With our knowledge of the local employment trends and the skills that businesses require to continue their growth, we are able to help younger generations to understand what the jobs of the future will look like and require.

The Skills Guide forms part of the work carried out by the Worcestershire LEP's Careers Hub team, which helps to bring together our county's businesses with local schools and colleges. By working together with employers, schools and colleges in their careers advice and planning, we aim to ensure that our younger generations will have the relevant skills for the future needs of local business.

To help further improve the education of our younger people, we've launched a campaign for 'Creating our Future Workforce'. The campaign aims to tackle the county's skills gap and support businesses to get involved with developing Worcestershire's skilled workforce of the future, by working more closely together with educational establishments.

Businesses of all sizes in Worcestershire are getting involved with 'Creating our Future Workforce' through a variety of pathways, whether it's attending assembly talks at schools, supporting young people with mock interviews and CV workshops, or offering a young person a work experience or internship opportunity.

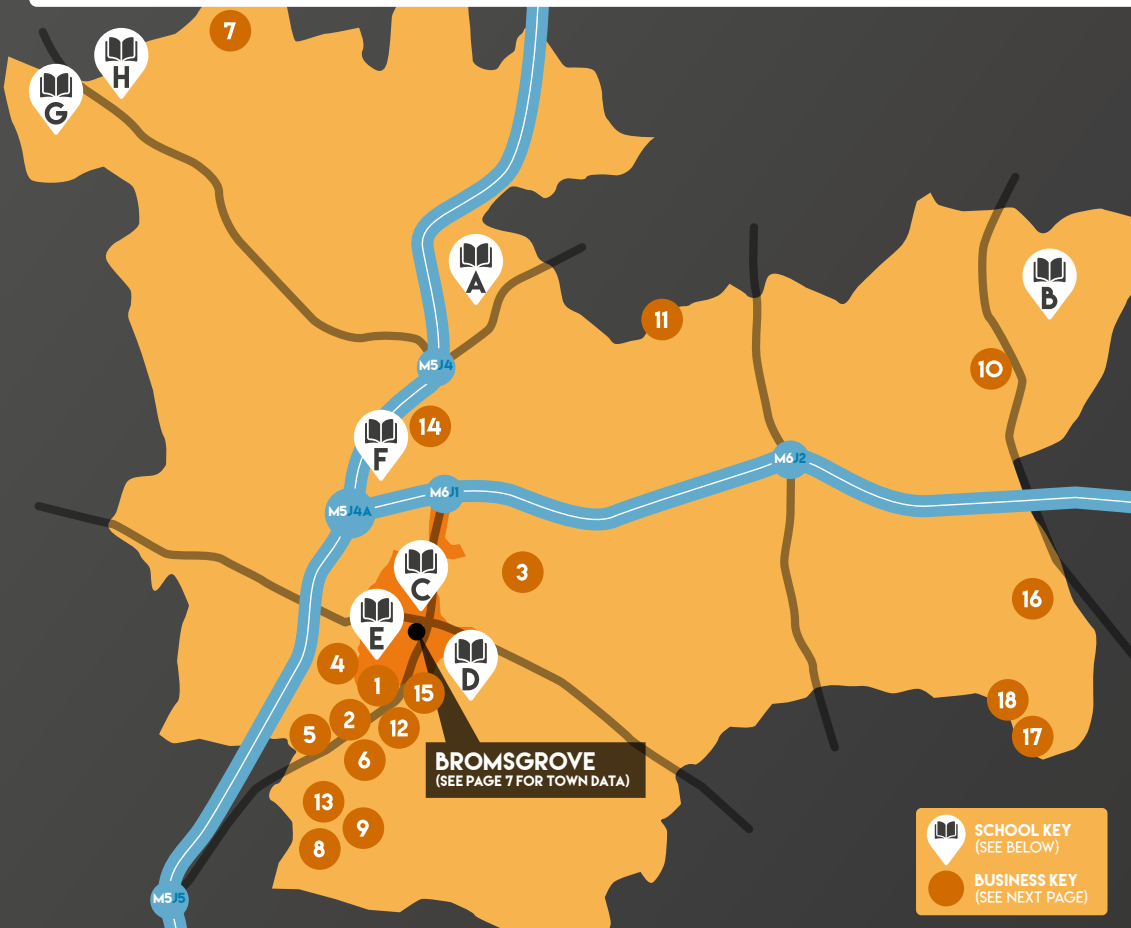
We are encouraging more businesses to help play their part in this campaign and to email [cec@worcestershire.gov.uk](mailto:cec@worcestershire.gov.uk) to find out more.

For more information on Worcestershire's latest skills support and initiatives, I would encourage you to visit our Skills 4 Worcestershire website [www.skills4worcestershire.co.uk](http://www.skills4worcestershire.co.uk)



# THE BIGGER PICTURE

# BROMSGROVE

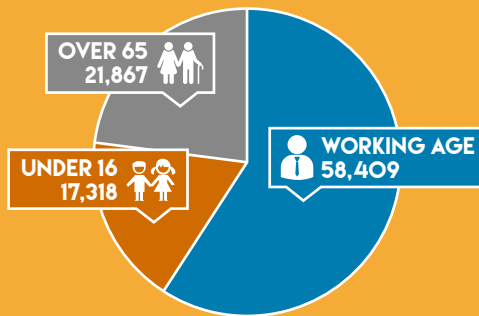


## DISTRICT SCHOOLS

- |                                       |  |                                      |
|---------------------------------------|--|--------------------------------------|
| <b>A</b> WASELEY HILLS HIGH SCHOOL    | <b>D</b> RIGBY HALL SCHOOL                   | <b>G</b> HAGLEY CATHOLIC HIGH SCHOOL |
| <b>B</b> WOODRUSH HIGH SCHOOL         | <b>E</b> SOUTH BROMSGROVE HIGH ACADEMY TRUST | <b>H</b> HAYBRIDGE HIGH SCHOOL       |
| <b>C</b> NORTH BROMSGROVE HIGH SCHOOL | <b>F</b> CHADSGROVE SCHOOL                   |                                      |

## BROMSGROVE KEY INFO

TOTAL POPULATION: 97,594



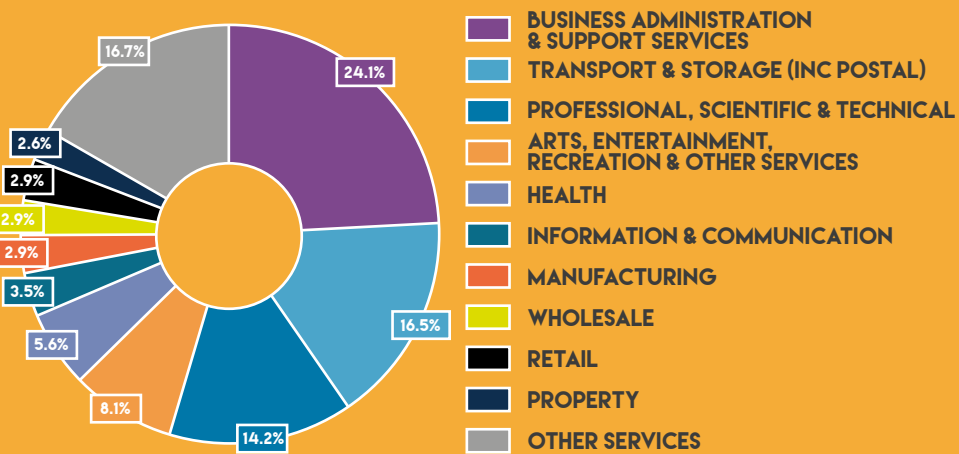
♀ (50.7%) 49,502    48,092 (49.3%) ♂



WHITE 95.8%  
 MIXED/MULTIPLE ETHNIC GROUPS 1.5%  
 ASIAN / BRITISH ASIAN 2.1%  
 BLACK / BLACK BRITISH 0.5%  
 OTHER 0.2%



## TOP 10 INDUSTRY SECTORS



## LOCAL KEY BUSINESSES

# BROMSGROVE



### BUSINESS KEY

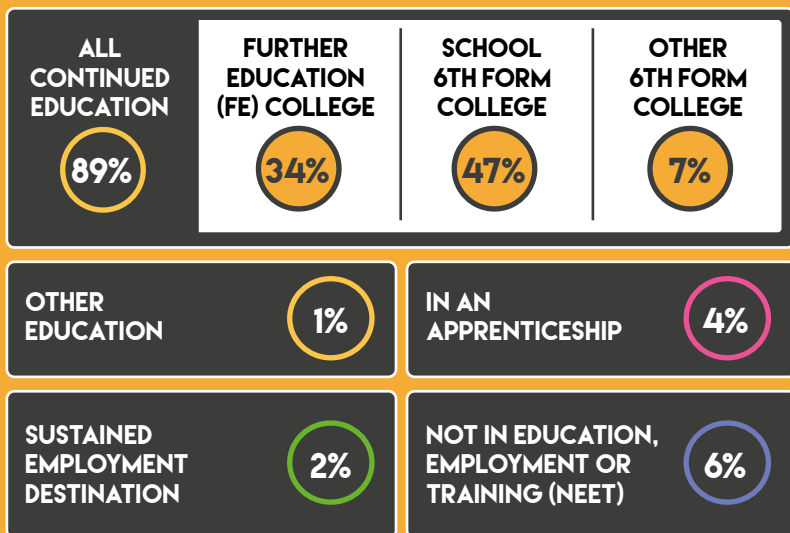
- |   |  |  |   |
|---|--|--|---|
| <b>1 2 KM (UK) LTD</b><br><b>G T ACCESS LIMITED</b><br>RENTING AND LEASING OF<br>CONSTRUCTION AND CIVIL ENGINEERING<br>MACHINERY AND EQUIPMENT<br><b>SAFETY TECHNOLOGY<br/>INTERNATIONAL LTD</b><br>MANUFACTURER OF FIRE, SAFETY AND<br>SECURITY PRODUCTS<br><b>STORAX LIMITED</b><br>DESIGN SUPPLY AND INSTALL HIGH<br>DENSITY STORAGE SYSTEMS<br><b>KIMAL PLC</b> | <b>4 ATHENIEM LTD</b><br>MANAGEMENT CONSULTANCY ACTIVITIES<br>OTHER THAN FINANCIAL MANAGEMENT<br><b>5 BARTON FIRTOP<br/>ENGINEERING CO LIMITED</b><br>MANUFACTURE OF PUMPS<br><b>6 DUFERCO UK LIMITED</b><br>WHOLESALE OF METALS AND METAL ORES<br><b>UKF STAINLESS HOLDINGS<br/>LIMITED</b><br>WHOLESALE OF METALS AND METAL ORES<br><b>ZANDERA LTD</b> | <b>10 PHOENIX GROUP</b><br>OTHER ACTIVITIES AUXILIARY TO<br>INSURANCE AND PENSION FUNDING<br><b>11 PRODUCTION RESOURCE<br/>GROUP (EUROPE) LIMITED</b><br>RENTING AND LEASING OF MEDIA<br>ENTERTAINMENT EQUIPMENT<br><b>12 SIFCO APPLIED SURFACE<br/>CONCEPTS (UK) LIMITED</b><br>MANUFACTURE OF OTHER CHEMICAL<br>PRODUCTS N.E.C.<br><b>13 SUPERDREAM LIMITED</b><br>OTHER BUSINESS SUPPORT<br>SERVICE ACTIVITIES N.E.C.<br><b>TLM LASER LTD</b><br>REPAIR OF ELECTRONIC AND<br>OPTICAL EQUIPMENT<br><b>14 WHITING LANDSCAPE<br/>HOLDINGS LIMITED</b><br>SPECIALISED CONSTRUCTION<br>ACTIVITIES (OTHER THAN SCAFFOLD<br>ERECTION) N.E.C.<br><b>15 WINSTEAD</b> | <b>16 OAKLAND<br/>INTERNATIONAL LIMITED</b><br>FREIGHT TRANSPORT BY ROAD<br><b>17 LEAR CORPORATION LTD<br/>(REDDITCH)</b><br><b>MAGNA INTIER<br/>AUTOMOTIVE INTERIORS<br/>LTD</b><br><b>SOLID STATE PLC</b><br>WHOLESALE OF ELECTRONIC AND<br>TELECOMMUNICATIONS EQUIPMENT<br>AND PARTS<br><b>18 HELLER MACHINE TOOLS<br/>HOLDINGS LIMITED</b><br>ACTIVITIES OF HEAD OFFICES<br><b>STEATITE LIMITED</b> |
|---|--|--|---|

# LOCAL SKILLS AND EMPLOYMENT

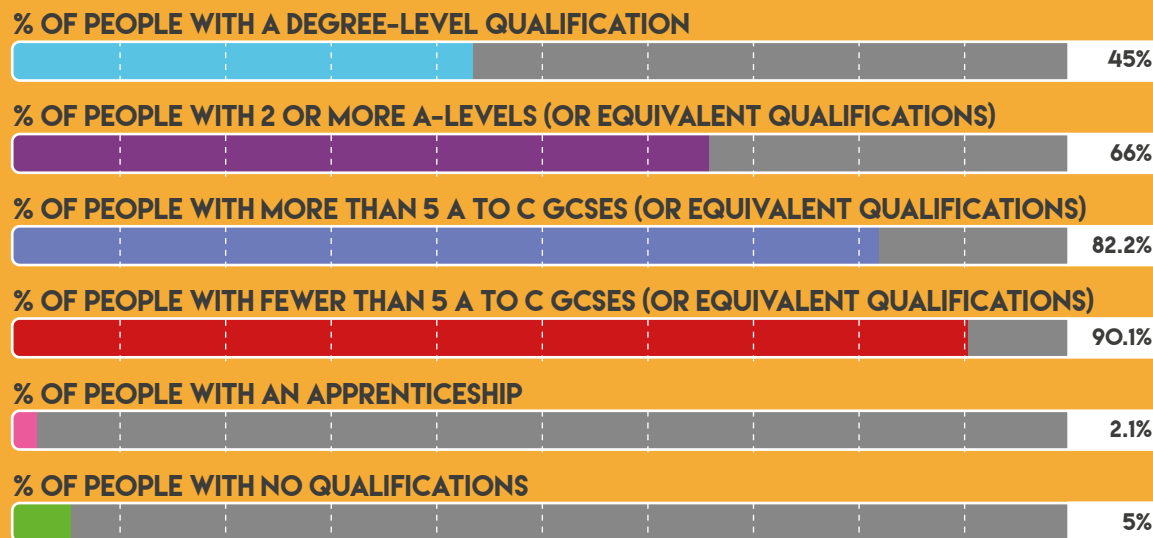
# BROMSGROVE



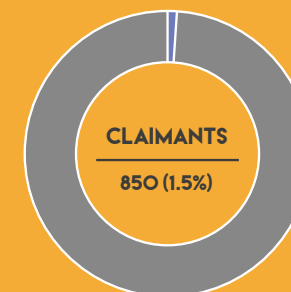
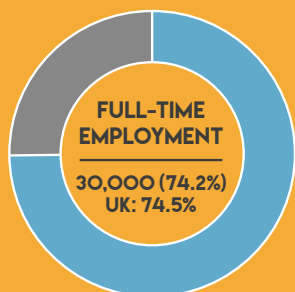
## SCHOOL LEAVER DESTINATIONS AT 16



## RESIDENT QUALIFICATIONS



## EMPLOYMENT STATISTICS





# TOWN FOCUS

# BROMSGROVE



## TOWN SCHOOLS

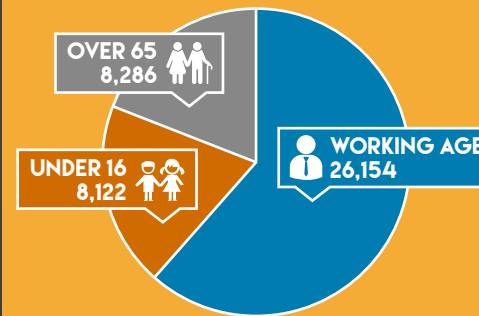
**C** NORTH BROMSGROVE HIGH SCHOOL

**D** RIGBY HALL SCHOOL

**E** SOUTH BROMSGROVE HIGH ACADEMY TRUST

## BROMSGROVE KEY INFO

TOTAL POPULATION: 42,562



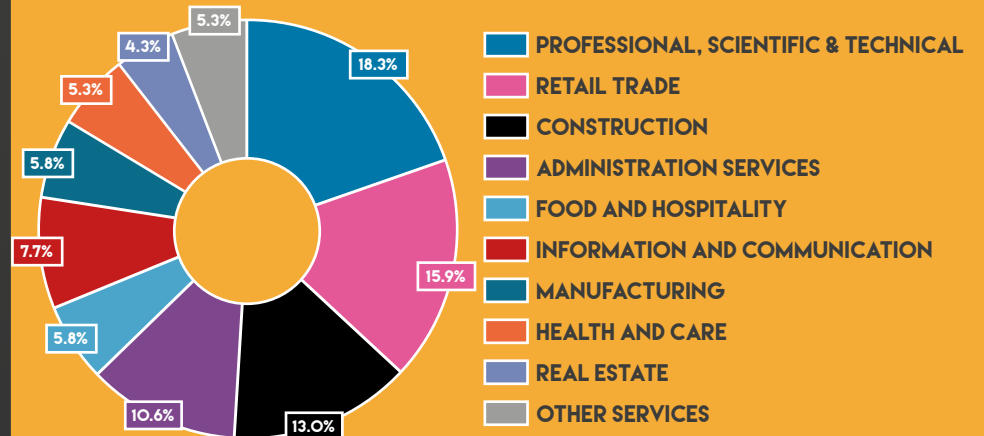
Female (51.2%) 21,806 | Male (48.8%) 20,756



WHITE 95.8%  
 MIXED/MULTIPLE ETHNIC GROUPS 1.5%  
 ASIAN / BRITISH ASIAN 2.1%  
 BLACK / BLACK BRITISH 0.4%  
 OTHER 0.2%



## TOP 10 INDUSTRY SECTORS



# TOWN FOCUS - SCHOOLS & BUSINESSES

# BROMSGROVE



## BUSINESS KEY

- |   |   |
|---|---|
| <p><b>1 2 KM (UK) LTD</b><br/>G T ACCESS LIMITED<br/>RENTING AND LEASING OF CONSTRUCTION AND CIVIL ENGINEERING MACHINERY AND EQUIPMENT</p> <p><b>SAFETY TECHNOLOGY INTERNATIONAL LTD</b><br/>MANUFACTURER OF FIRE, SAFETY AND SECURITY PRODUCTS</p> <p><b>STORAX LIMITED</b><br/>DESIGN SUPPLY AND INSTALL HIGH DENSITY STORAGE SYSTEMS</p> <p><b>KIMAL PLC</b></p> | <p><b>5 BARTON FIRTOP ENGINEERING CO LIMITED</b><br/>MANUFACTURE OF PUMPS</p> <p><b>6 DUFERCO UK LIMITED</b><br/>WHOLESALE OF METALS AND METAL ORES</p> <p><b>UKF STAINLESS HOLDINGS LIMITED</b><br/>WHOLESALE OF METALS AND METAL ORES</p> <p><b>ZANDERA LTD</b></p> |
| <p><b>2 AFH FINANCIAL GROUP PLC</b><br/>OTHER FINANCIAL SERVICE ACTIVITIES, EXCEPT INSURANCE AND PENSION FUNDING, (NOT INCLUDING SECURITY DEALING ON OWN ACCOUNT AND FACTORING) N.E.C.</p>  | <p><b>12 SIFCO APPLIED SURFACE CONCEPTS (UK) LIMITED</b><br/>MANUFACTURE OF OTHER CHEMICAL PRODUCTS N.E.C.</p>  |
| <p><b>3 ARCHITECTURAL WALLSZ (INTERNATIONAL) LTD</b></p>  | <p><b>15 WINSTEAD</b></p>   |
| <p><b>4 ATHENIEM LTD</b><br/>MANAGEMENT CONSULTANCY ACTIVITIES OTHER THAN FINANCIAL MANAGEMENT</p>  |   |



## EDUCATION

	CAREERS HUB?	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs'
<b>NORTH BROMSGROVE HIGH SCHOOL</b>		MAINTAINED SCHOOL	775 	31%
<b>SOUTH BROMSGROVE HIGH ACADEMY TRUST</b>		ACADEMY	1,363 	46%
<b>RIGBY HALL SCHOOL (SEN)</b>		SPECIAL SCHOOL	132 	--



CAREERS HUB MEMBERS SCHOOLS ARE PART OF THE WORCESTERSHIRE LEP'S CAREERS HUB BEING DELIVERED IN PARTNERSHIP WITH THE CAREERS AND ENTERPRISE COMPANY. MEMBER SCHOOLS WILL RECEIVE ADDITIONAL SUPPORT THROUGH THE CAREERS HUB TO ACHIEVE ALL 8 OF THE GATSBY BENCHMARKS.

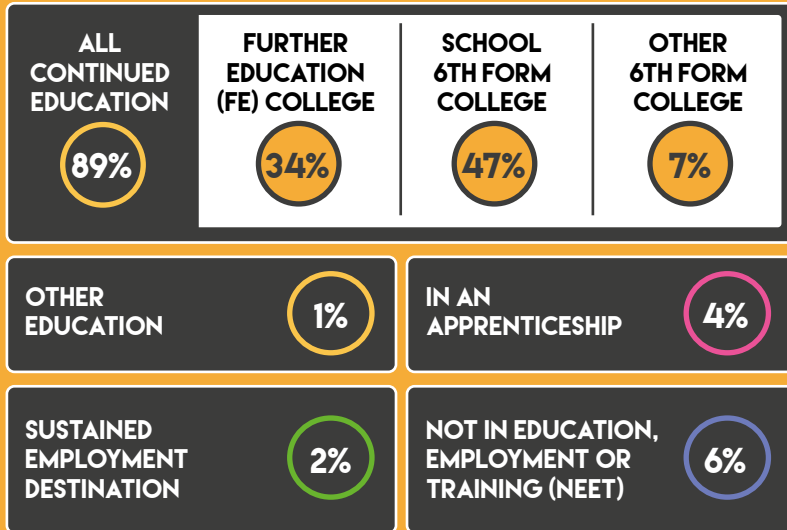


# TOWN FOCUS - SKILLS AND EMPLOYMENT

# BROMSGROVE



## SCHOOL LEAVER DESTINATIONS AT 16\*



## RESIDENT QUALIFICATIONS

% OF PEOPLE WITH A DEGREE-LEVEL QUALIFICATION



% OF PEOPLE WITH 2 OR MORE A-LEVELS (OR EQUIVALENT QUALIFICATIONS)



% OF PEOPLE WITH MORE THAN 5 A TO C GCSEs (OR EQUIVALENT QUALIFICATIONS)



% OF PEOPLE WITH FEWER THAN 5 A TO C GCSEs (OR EQUIVALENT QUALIFICATIONS)



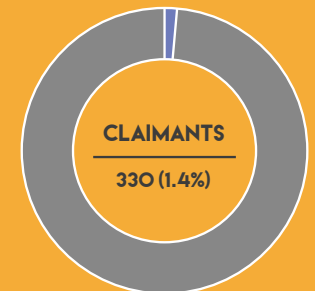
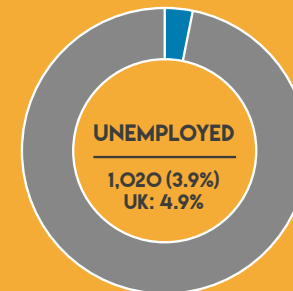
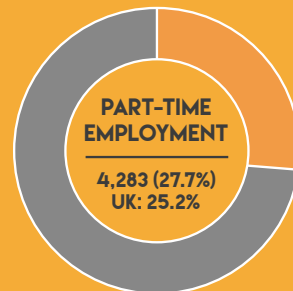
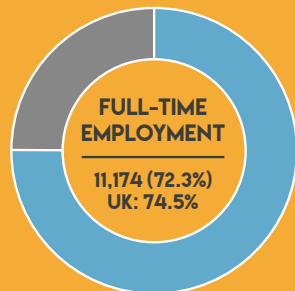
% OF PEOPLE WITH AN APPRENTICESHIP



% OF PEOPLE WITH NO QUALIFICATIONS



## EMPLOYMENT STATISTICS



\*THIS DATA REFERS TO THE WIDER DISTRICT AREA

# HOW CAN YOU HELP AND BECOME MORE INVOLVED?

The Worcestershire LEP and its delivery partners recognise the need to support the development of a skilled workforce of tomorrow and the challenge is enabling young people to understand their skills and how they fit in the future Worcestershire economic picture. We would ask that businesses and individuals help educate and shape our young people to make positive careers choices.

Businesses of all sizes can get involved in the 'Creation of our Future Workforce' through a variety of ways. Commitment can be as little as one hour per week or one day a year, but this involvement could make the difference for a young person in choosing their industries and careers.

Here are some just some examples of how business and parents could potentially get involved:



**ASSEMBLY TALKS TO SCHOOLS**



**SUPPORTING YOUNG PEOPLE WITH MOCK INTERVIEWS AND CV WORKSHOPS**



**ATTENDING CAREERS FAYRES LIKE THE WORCESTERSHIRE SKILLS SHOW**



**OPENING YOUR DOORS TO YOUNG PEOPLE TO SEE YOUR WORK ENVIRONMENT AND THE WORK YOU DO**



**OFFERING A YOUNG PERSON A WORK EXPERIENCE OR INTERNSHIP OPPORTUNITY IN YOUR BUSINESS WHILST THEY ARE STUDYING**



**EMPLOYING A YOUNG PERSON INTO YOUR BUSINESS AS AN APPRENTICE**



**BECOME AN ENTERPRISE ADVISER AND SUPPORT AN EDUCATIONAL ESTABLISHMENT TO FACILITATE MEANINGFUL CAREERS ACTIVITY FOR STUDENTS**

To offer your support, or the support of your business, organisation or education provider, please email [cec@worcestershire.gov.uk](mailto:cec@worcestershire.gov.uk)

**THE CAREERS & ENTERPRISE COMPANY**

## WHAT THEY DO

The Careers and Enterprise Company (CEC) helps Worcestershire by creating powerful, long lasting connections between local businesses and the schools and colleges in the area.



**Worcestershire**  
Local Enterprise Partnership

## WHAT THEY DO

Worcestershire Local Enterprise Partnership drives economic development and enterprise in the county by providing strategic leadership.



**worcestershire**  
county council

## WHAT THEY DO

Worcestershire County Council provides a huge range of services including facilities such as schools and libraries, the provision of care for vulnerable and older residents, road maintenance, and supporting economic and social development across the County.



## DATA SOURCES

**POPULATION DATA:**  
2017 MID-YEAR POPULATION ESTIMATES, NOMIS

**ETHNICITY DATA:**  
2011 CENSUS, NOMIS

**EMPLOYMENT DATA:**  
ANNUAL POPULATION SURVEY,  
FULL YEAR DATA, 2018, NOMIS

**CLAIMANT DATA:**  
CLAIMANT COUNT NOMIS, NOV 2018, NOMIS

**QUALIFICATION DATA:**  
ANNUAL POPULATION SURVEY,  
FULL YEAR DATA 2018, NOMIS

**APPRENTICESHIP DATA:**  
ANNUAL POPULATION SURVEY, 2017, NOMIS

**SCHOOL LEAVERS DESTINATIONS:**  
DESTINATIONS OF KS4 AND KS5 PUPILS:  
2017 (RELEASED OCTOBER 2018), GOV.UK



## CONTACTS



[CSAB@WLEP.CO.UK](mailto:CSAB@WLEP.CO.UK)



[@CEC\\_WORCS](https://twitter.com/@CEC_WORCS)



[WWW.SKILLS4WORCESTERSHIRE.CO.UK](http://WWW.SKILLS4WORCESTERSHIRE.CO.UK)

**THE PEOPLE.  
THE CAREERS.  
THE WORKFORCE**



The Skills Guide, Wyre Forest has been developed to help the county's students and their parents understand just some of the academic and employment-based opportunities that are available locally to the younger generations. These guides provide a snapshot view of the local schools, employment statistics and a summary of some of the largest employers within the area.

