



Staffordshire

A PLACE WITH THE RIGHT SKILLS

STAFFORDSHIRE
SKILLS PROSPECTUS



WE'RE SERIOUS ABOUT SKILLS

From school leavers to career changers and those seeking to climb the professional ladder, we believe in supporting people of all ages and backgrounds into work and ensuring that businesses can access the talent they need to grow.

Research suggests the average worker will undertake three careers in a lifetime, as innovation, automation and the ever-changing face of industry dictates the creation of new roles and the deletion of others. And according to research agency IPSOS, seven in ten adults say that more needs to be done to help people build their skills throughout their career.

Staffordshire has always been a place that values skills. We are the nationally valued home of innovators: of the yellow digger, the UK's first canal network, the central ceramic components in the Mars Rover; the production of the COVID vaccine.

But we're not resting on our laurels. Our focus on skills sits at the heart of our vision for economic growth and future prosperity, as a central pillar of Staffordshire County Council's Strategic Plan. And with the launch of Staffordshire's Employment and Skills Strategy for 2023-2033, we are entering a golden decade for skills and growth in our county.





We believe wholeheartedly in the importance of collaboration; to bringing partners together around the table so that we can unlock a programme of capital investment, funding and projects that are greater than the sum of our parts.

In this prospectus, you'll see clearly how stakeholders from across the county have come together, recognising the importance of skills for employment in helping residents and businesses to thrive and grow, whilst being ready to meet the challenge of achieving net zero by 2050, delivering a more sustainable economy across Staffordshire.

For Staffordshire to prosper, we need to wrap our arms around the skills needs for the future, and fast, so that we and our future generations can continue to compete on the national and international stage. The institutions and capital projects showcased are seriously impressive; we look forward to talking to you about the bespoke support we can offer your business in meeting the labour and skills demands of today – and tomorrow.

We are a place to grow.



Philip White

Deputy Leader of
Staffordshire County Council
and Cabinet Member for
Economy and Skills



A PLACE WITH A SHARED VISION AND MISSION

Staffordshire already has an enterprising, resilient and inclusive economy. But we're well aware how important it is to develop the right skills for employment and to help people of all ages to progress or change careers, giving businesses here access to the skills and talent they need to diversify and grow.

That's why stakeholders from across the county have come together to create our Employment and Skills Strategy, putting in place the vision and priorities to deliver a united economic vision for Staffordshire. One that will make sure our workforce is well-equipped not only to weather economic shocks such as global pandemics but also to help businesses thrive and grow, with the digital skills to embrace technological transformation and the green skills to achieve net zero by 2050.

Our vision is **to deliver a diverse, inclusive and sustainable economy, giving our people the skills to access higher value, better-paid jobs across a wide range of priority sectors.**

The mission for employment and skills stakeholders is **to create strong, effective partnerships to help our people gain the knowledge, skills and confidence to achieve their ambitions and actively help to grow Staffordshire's economy.**



OUR PRIORITIES

Fundamental to our strategy are the cross-cutting priorities of developing digital and green skills, to help adopt new technologies and to transition our economy to net zero.

Our other employment and skills priorities are:



Creating an aspirational and active workforce to increase economic activity, inclusivity and productivity



Providing inspirational careers advice to help access the world of work and career opportunities



Developing technical skills to drive productivity and growth and respond to business needs now and, in the future



Supporting innovation and enterprise for entrepreneurialism and business growth



Creating a place of learning to instil a culture of life-long learning



A PLACE THAT'S COMMITTED TO SKILLS

Strong partnerships and substantial capital and revenue investment have led to significant success in developing local skills.

In 2020, one of the strongest partnerships was formed, with all of the Staffordshire and Stoke-on-Trent local authorities, Government departments, Staffordshire Chambers of Commerce and education and training providers – 29 partners in all – coming together under the **Staffordshire Countywide Employment and Skills Task Group**.

This group has led the way in implementing initiatives to plan for jobs, and working together we know we can develop the skills for higher value, better-paid jobs and a diverse, inclusive, and sustainable economy across the county.

Along with this, the **Staffordshire Partnership for Employment and Skills (SPES)** is a provider network of universities, colleges and over 30 independent training providers that supports its members to navigate the education and skills arena to deliver the skills challenges and future needs of employers across the Stoke-on-Trent and Staffordshire area.

We're united in our ambition to deliver the skills Staffordshire needs. By working together, we'll develop the skills to access higher value, better-paid jobs and deliver a diverse, inclusive, and sustainable economy across the county.





SUPPORT FOR YOUR BUSINESS

One of those initiatives has been to develop an independent and fully-funded job brokerage service to help you find the right person for the right job. Through the **Staffordshire Jobs & Careers Brokerage**, we provide you with a single point of contact for businesses and residents to find employment and training opportunities. .

- Free service to help you recruit and grow
- Access to potential candidates across Staffordshire
- Promote your company and its opportunities
- Full recruitment service including CV sifting, face to face contact, pre-employment checks
- Aftercare packages
- Links to Further and Higher Education providers

Available to you as employers, the **Stoke-on-Trent & Staffordshire Careers Hub** offers a direct link to a coalition of schools and colleges with access to funding opportunities, bursaries and expert knowledge.

We've created a framework to support young people transition from education to the world of work, to create a universal language of key employability skills that local businesses want and need to help their business to thrive and grow. Alongside this, the creation of 'Employer Standards' support engagement with the education system to build a talent pipeline.





"The West Midlands Interchange, will be a major development in Staffordshire with 734-acres and over the next 10/15 years it will create 8,500 direct, full-time jobs, and 8,100 indirect jobs through the supply chain.

Staffordshire County Council and South Staffordshire Council officers have secured a unique contribution to support employment and skills within Staffordshire, with a pivotal role attributed to the Staffordshire Jobs & Careers (SJC) brokerage Service. The Employment, Skills and Training Plan Framework has identified a payment of £1.29m to fund two SJC employment brokers over the next 15 years, along with a £1.7m Employment Fund."

**SJC Services
for the West Midlands Interchange**

"Staffordshire Jobs & Careers Brokerage have been a great source of support and guidance throughout the last year that Pets At Home has been preparing to open our new Fulfilment Centre in Stafford. I have had many introductions to key people in the local area that have been supportive in us recruiting the high volume of people we need.

The brokerage have been responsive to all requests of support and have consistently considered Pets At Home when there have been events happening in the area that we can get involved in. A very successful start to what I hope continues to be a great partnership for us in Stafford as we move from a project into a BAU model to resource for our site."

**Nikki Marsden
Talent Acquisition Lead Pets at Home**



A COLLABORATIVE SUPPORT NETWORK

In recent years, Staffordshire has seen significant improvement and success in developing local skills, thanks to strong partnerships and substantial capital and revenue investment.

Training is one of the most rewarding investments you can make in your business.

Each and every one of our Further Education providers offer you as an employer, skills and training advice and schemes to meet your industry needs.

With dedicated teams, to work collaboratively with businesses on their recruitment and training needs, foster long term relationships and support both learner development, business growth and prosperity. Each provider can offer something different, further information can be found on each website.





NEWCASTLE & STAFFORD COLLEGES GROUP

A work based learning team working with employers across the region to foster long term relationships to support learner and business growth. Our dedicated Apprenticeship Hub are on hand to support recruitment of apprentices in a variety of roles.



STAFFORDSHIRE UNIVERSITY

The Innovation Enterprise Zone (IEZ) is dedicated to employers' and regional socio-economic needs. Led by your business needs and ambitions, support can be given around research, expertise, professional training, knowledge transfer partnerships, recruitment and office space.



KEELE UNIVERSITY

The Keele Gateway offers a wide range of opportunities for businesses, particularly SMEs in Newcastle-under-Lyme and the surrounding areas, to access professional and academic support to grow, develop and innovate including access to Keele talent, facilities, networks and more.



STOKE ON TRENT COLLEGE

Recently rated 'Good' by Ofsted and with over 35 years' experience in delivering services for business, with a wide choice of training, access to funding, state-of-the art industry standard facilities and skilled specialist staff to support your business needs. Our teams can advise on the right course, Apprenticeship, training programme, or industry placement to help sustain and grow your business.



BURTON & SOUTH DERBYSHIRE COLLEGE

We offer cost-effective, flexible options to give your company the very latest skills and make the most of your staff's potential. Our dedicated employer engagement team works with organisations of all sizes across a wide range of sectors to develop the right training solution for each individual business.



SOUTH STAFFORDSHIRE COLLEGE

Working with many businesses throughout Staffordshire and the West Midlands. Whether you are looking for an apprentice, to offer work experience to our students or provide short courses for your current employees, we have something to support you and your business.



BUXTON & LEEK COLLEGE

Buxton & Leek College is committed to high-quality Apprenticeships and work-based learning programmes as a training route for the skilled workforce of the future. From courses, to apprenticeships and events for your business.

OUR PLACES OF LEARNING

STOKE-ON-TRENT

- Staffordshire University
- Stoke on Trent College
- Stoke-on-Trent Sixth Form College

NEWCASTLE-UNDER-LYME

- Keele University
- Newcastle Campus NSCG

STAFFORD

- Stafford Campus NSCG
- The Institute of Technology NSCG
- Centre for Health Innovation
Staffordshire University

PENKRIDGE

- Rodbaston College SSC

CANNOCK

- Cannock College SSC

LEEK

- Buxton and Leek College

ROCESTER

- JCB Academy

BURTON UPON TRENT

- Burton & South Derbyshire College

SWADLINCOTE

- Burton & South Derbyshire
College Stephen Burke
Construction Academy

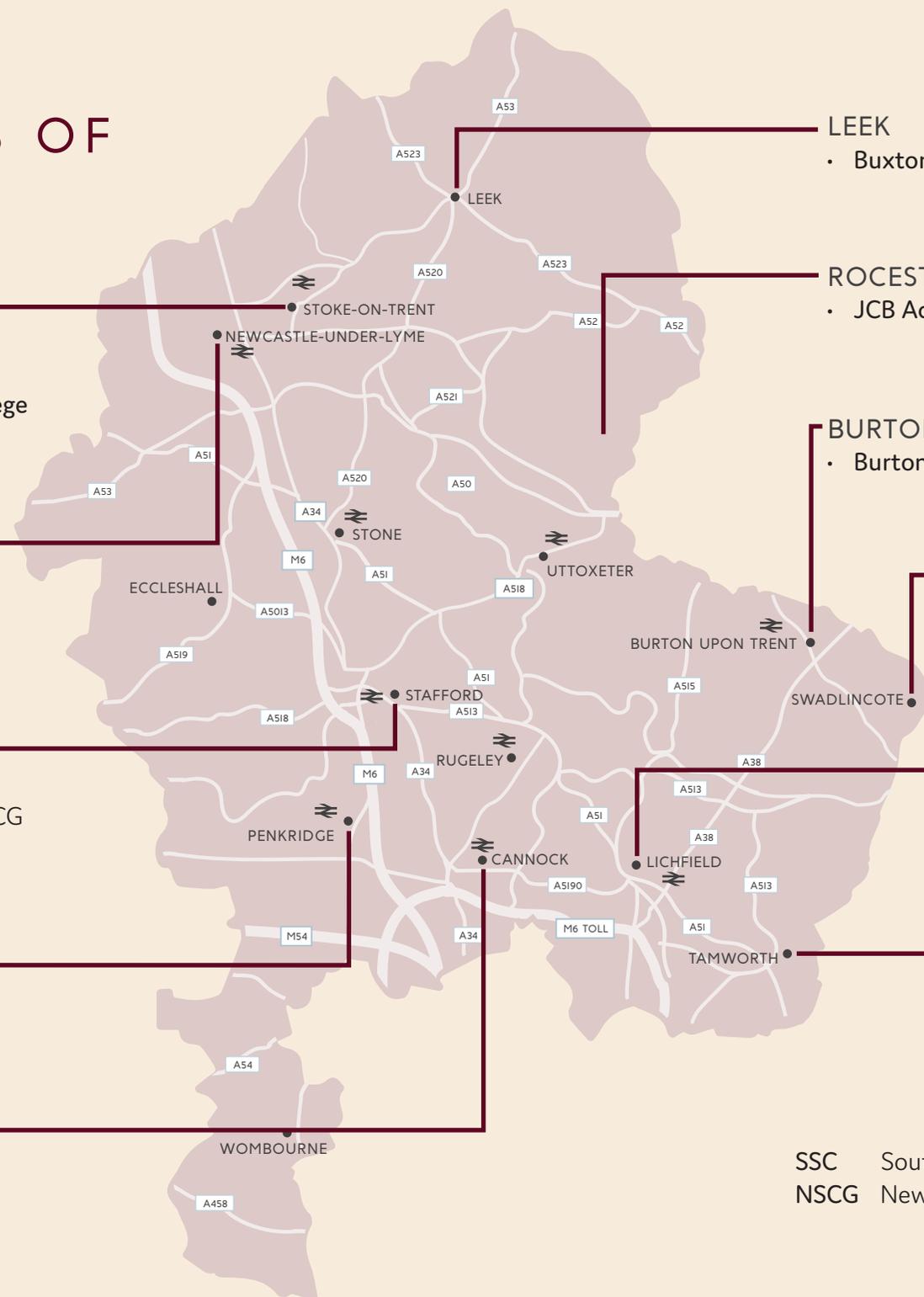
LICHFIELD

- Lichfield College SSC
- Staffordshire University
campus

TAMWORTH

- Tamworth College SSC

SSC South Staffordshire Colleges
NSCG Newcastle & Stafford Colleges group





27,225
undergraduate
and postgraduate
students at our
two universities



85% of
Staffordshire
schools are rated
Outstanding or
Good by OFSTED



£24 MILLION invested in digital
technology training hubs in
Staffordshire, including a new
NSCG Institute of Technology and
two new Digital Skills Centres



**STAFFORDSHIRE
UNIVERSITY** is the highest
ranked UK institution and 7th
in the World for Games Design
and Development



71 secondary
schools and **305**
primary schools



13,000
apprenticeship
places supported
each year



**£5.8 MILLION CENTRE FOR
HEALTH INNOVATION** at
Staffordshire University delivers
world class healthcare education



5 Further Education Colleges &
Sixth Form all rated Good
or better by Ofsted



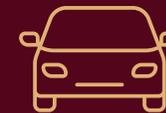
£14.4 MILLION
invested in digital
training hubs



**40% OF THE UK
POPULATION**
lives within a
2-hour drive of
Staffordshire



KEELE UNIVERSITY is
home to Europe's largest
single integrated electricity,
gas and heat smart energy
network demonstrator



45 MINUTES' DRIVE from
Staffordshire there are:

- **OVER 7 MILLION PEOPLE**
including 4 million working age adults
- **15 UNIVERSITIES** with three world
class research-intensive institutions
- **OVER 250,000 BUSINESSES**

A PLACE OF LIFELONG LEARNING

Any commitment to the future means being committed to better education and learning for young people and lifelong learning for adults.

And in Staffordshire, everything's in place to make that a priority over the next decade. There are currently over £80m worth of capital projects transforming further education across the County.

From creating new learner facilities and expanding campuses, to building one of the Country's Institute of Technologies.

STAFFORD'S SKILLS & INNOVATION HUB

An all-new facility for digital, construction, engineering and hybrid vehicle technology students.

Newcastle & Stafford Colleges Group have developed a state of the art £30m Skills & Innovation Centre at their Stafford Campus, which opened in September 2023.

The new three-storey facility has given the campus an additional 7,500 sq metres of space which is equipped with leading edge equipment to deliver state-of-the-art skills in digital, construction, engineering and hybrid vehicle technology.

The build also hosts innovatively designed social spaces, a four court sports hall, gym and a 300-seat auditorium.

NSCG Stafford was announced as one of 16 colleges in England to benefit from the Government's £1.5 billion FE Capital Transformation Fund in 2020.



STAFFORD'S SKILLS & INNOVATION HUB

THE FACTS

Location

📍 Stafford

Project Scale

£ £30 million

Opening

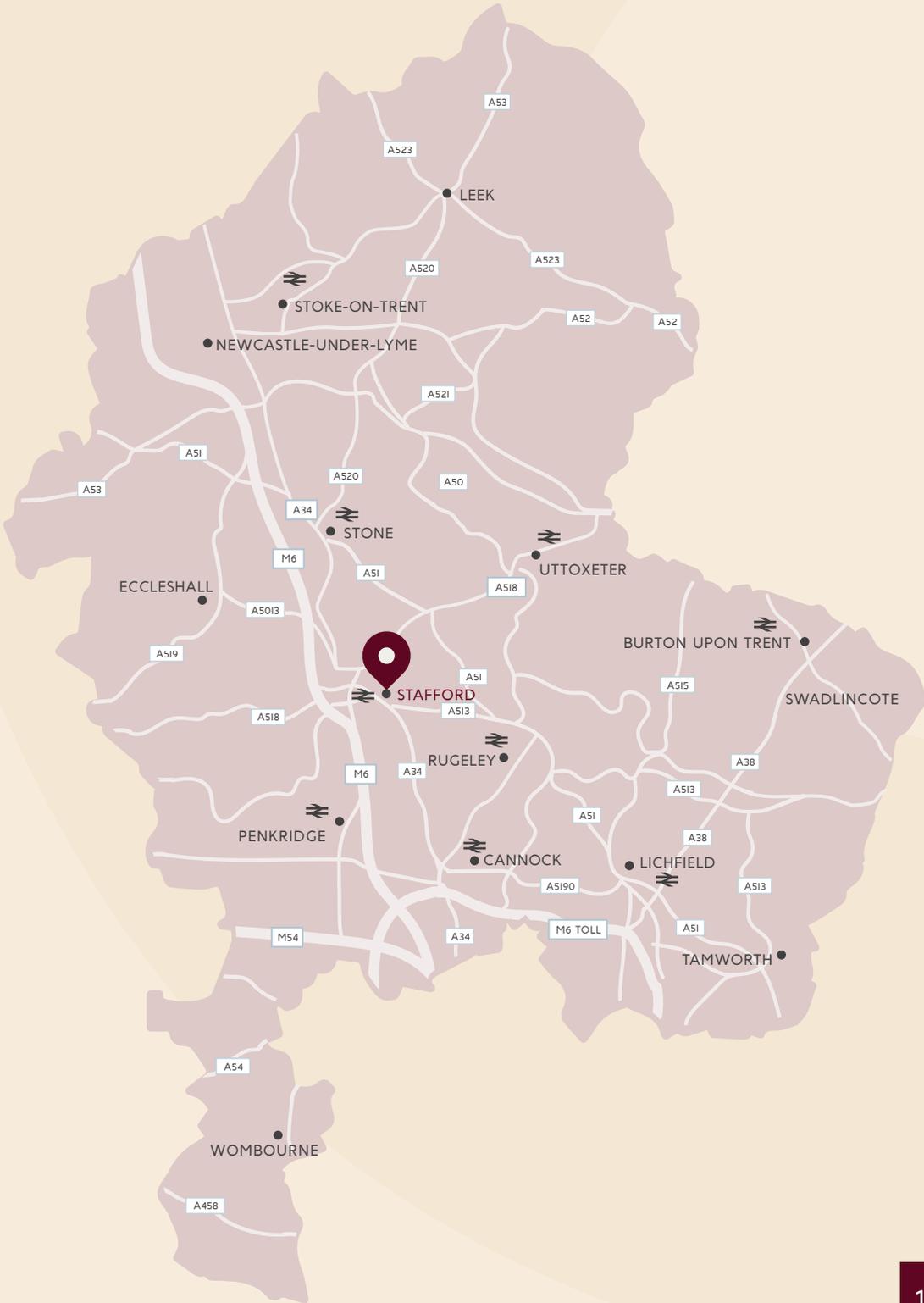
📅 2023

Provider

✍ Newcastle & Stafford
Colleges Group

Sectors

🏠 Sport, Digital, Construction,
Engineering & Hybrid
Vehicle Technology



BURTON INNOVATION FACILITY DEVELOPMENT

Developing immersive facilities for future learning.

Burton and South Derbyshire College (BSDC) has introduced a suite of innovative new facilities that will help further transform the future of teaching and learning.

The upgraded and revitalised facilities are being delivered after receiving £3.5 million in funding through the Stronger Towns Fund, part of a wider regeneration project across Burton upon Trent.

The new facilities include a Games Development Suite, a Cyber Security Lab, Mechatronics Lab, Health Simulation Suite, Biome (creative hybrid space), Virtual Reality Experience Centre and an Immersive Learning Suite.

The new developments will support growing and priority industries with high demand for future employment. The realistic and innovative learning environments will inspire new ways of learning, utilising the latest in new technology and industry leading equipment and partnerships. They will also offer significant opportunities to cross fertilise curriculum via technology to allow emerging sector specific skills to be delivered in line with industry requirements.



BURTON INNOVATION
FACILITY DEVELOPMENT

THE FACTS

Location

 Burton-upon-trent

Project Scale

 £3.5 million

Opening

 2023

Provider

 Burton & South
Derbyshire College

Sectors

 Gaming, Cyber Security & VR



STOKE-ON-TRENT & STAFFORDSHIRE INSTITUTE OF TECHNOLOGY

One of the Government's chosen locations for technical education.

Institutes of Technology are leaders in the provision of high-quality, higher-level technical education and training across a range of STEM occupations and industries.

The £22.5m Stoke-on-Trent and Staffordshire Institute of Technology (IoT) is a major new development based in Stafford. The IoT is one of 21 IoTs established or under development across England. Specialising in higher technical education programmes, the new employer-led Institute brings together the training offer of Newcastle and Stafford Colleges Group in collaboration with key partners to include Keele University, Burton & Derbyshire College and Axia Solutions, alongside key employer partners; Dell, Hitachi, MOOG, Siemens and St Modwen Logistics.

The IoT forms a key part of the Government's biggest shake up to technical education in a generation and will offer higher technical education programmes with clear pathways to skilled jobs in the construction, engineering, manufacturing, digital, health and life sciences, transport and logistics including specialisms in the built environment, sustainability and innovation.



THE RODBASTON GREEN VILLAGE

An integrated hub for training the next generation of agricultural mechanics, electricians, plumbers and gas fitters.

The Rodbaston Green Village will be a new training & development centre, based at the Rodbaston Campus of South Staffordshire College.

The new village will cover a range of Green Technologies that will be utilised within buildings and transportation, allowing the UK to lead on Green Technology. It will be a centre for low carbon, localised smart-energy management delivery, including electrical vehicle servicing courses, electric farm vehicle servicing and land robotics courses.

As such it will include biomass, heat pumps, EV charging installations, solar/thermal, hydrogen boilers, thermal storage and associated control systems. £1.7m Getting Building Fund will be used to create a state-of-the-art environment for world class skills delivery and a range of equipment to cover the above plus its installation and commissioning.



THE RODBASTON
GREEN VILLAGE

THE FACTS

Location

📍 South Staffordshire

Project Scale

£ £1.7 million

Opening

📅 2024

Provider

✍️ South Staffordshire College

Sectors

🏠 Green Technology



TAMWORTH COLLEGE'S NEW CAMPUS

A brand new college quarter in the heart of the town centre

South Staffordshire College will be relocating its Tamworth College into the heart of the town centre with a new £30m build, thanks to funding from the Department of Education and the Future High Streets Fund (FHFS) whose aim is to renew and reshape town centre high streets.

The new college will provide state-of-the-art learning spaces and include some public teaching spaces such as hair and beauty salons and catering and hospitality spaces.

Tamworth College will continue to be the place for local people to gain new skills to enable them to start their career journey, boost their career, re-train or get support to re-enter employment.

All courses on offer at the college will continue to be aligned to local and regional skills needs to ensure individuals develop skills in demand from business both locally and nationally.



TAMWORTH COLLEGE'S NEW CAMPUS

THE FACTS

Location

 Tamworth

Project Scale

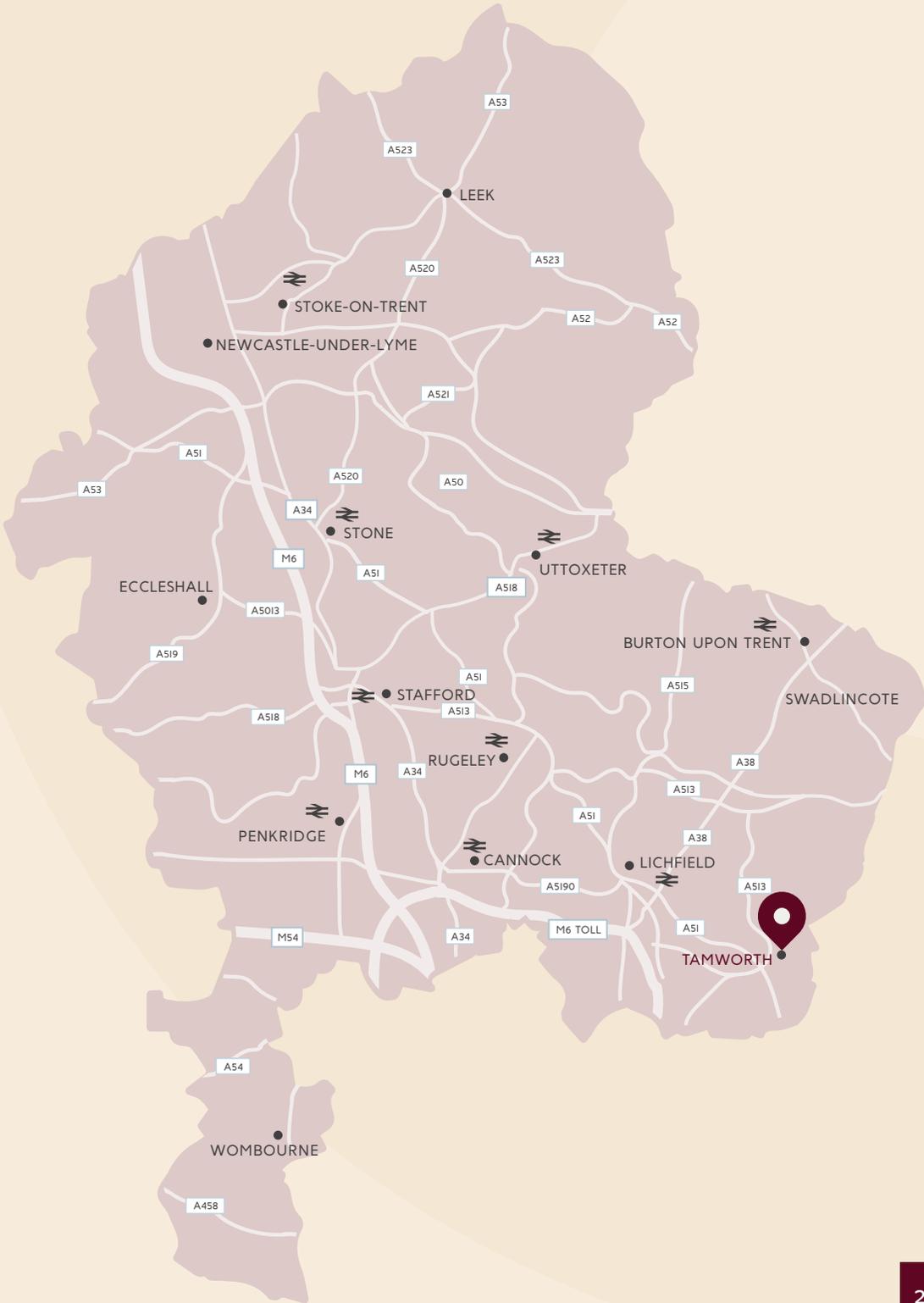
 £30 million

Opening

 2024

Provider

 South Staffordshire College



NEW T LEVEL CENTRE FOR NEWCASTLE- UNDER-LYME

A dedicated new facility for technical based qualifications.

This exciting £8m scheme at the Newcastle Campus NSCG will see a two-storey, purpose built T-Level Centre opening to accommodate learners on a range of T-Level and Sport pathways. The innovative and flexible learning environment is designed to be reflective of modern workplaces and contains highly specified technology used in architecture, engineering and construction. In addition, the centre will include a brand new 4-court sports hall with capacity for an increased range of sporting activities and additional teaching spaces.

The announcement comes on the back of record student growth at the College's Knutton Lane campus, primarily driven by increased demand for new T-Level pathways that launched in September 2023.

T-Levels are a new, 2-year Level 3 qualification for 16 to 19-year-olds. Designed with employers, each T-Level is equivalent to 3 A levels and helps young people develop the knowledge, attitude and practical skills to progress into skilled employment, an apprenticeship or further study.



NEW T-LEVEL CENTRE FOR NEWCASTLE-UNDER-LYME

THE FACTS

Location

 Newcastle-under-Lyme

Project Scale

 £8 million

Opening

 2024

Provider

 Newcastle & Stafford
Colleges Group

Sectors

 Digital, Health Sciences,
Construction and the Built
Environment, Engineering



STOKE ON TRENT COLLEGE SKILLS HUB

Brand new facilities for the digital and creative industries.

Stoke on Trent College is benefiting from £14.4m capital investment to create new facilities. A brand-new building at the Caudon campus will add to the £4m state-of-the-art Digital and Creative Skills Hub. Working closely with the Digital and Creative Industries to provide first-class facilities and learning for young people and adults, including immersive classrooms offering cutting-edge digital spaces with full access to innovative technology including: Lidar screening, 3D Printing, virtual reality, motion capture, visual effects (VFX), drones and eSports labs.

The Burslem Campus will see £8m investment in new facilities with a brand-new building to further enhance the state-of-the-art campus. The College has enhanced its Construction and Engineering Skills Hubs and industry standard facilities. With recent investment in digital construction and a new suite for building surveying and computer aided design it is future-proofing its curriculum and equipping young people, adults, apprentices and employers in new and green technologies for future skills.



STOKE ON TRENT
SKILLS HUBS

THE FACTS

Location

📍 Stoke-on-Trent
(Cauldon and Burslem Campus)

Project Scale

£ £14.4 million

Opening

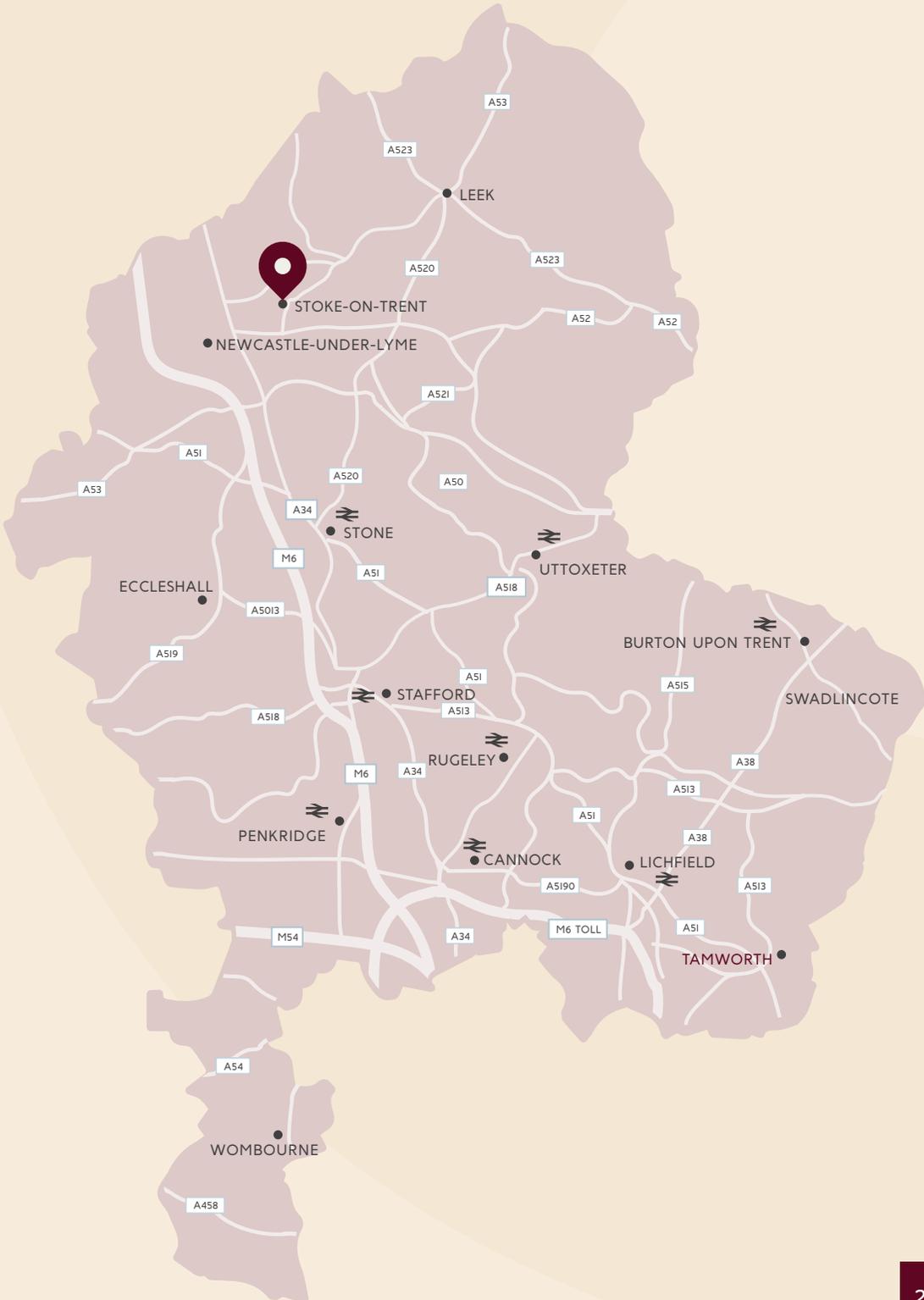
📅 2024

Provider

✍️ Stoke on Trent College

Sectors

🏠 Gaming, Digital Animation,
VR/AR, Construction, Green
Technologies, Engineering
and STEM





Staffordshire

DELIVERING THE SKILLS STAFFORDSHIRE NEEDS NOW AND IN THE FUTURE

We're united in our ambition to deliver the skills Staffordshire needs. By working together, we'll develop the skills to access higher value, better-paid jobs and deliver a diverse, inclusive, and sustainable economy across the county. We remain as one to put the whole of Staffordshire on the UK and world map to contribute even more to our national wellbeing.



Tony Baines
Assistant Director,
Skills & Employability
anthony.baines@staffordshire.gov.uk

David Poole
Head of Employer Skills Partnerships
david.poole1@staffordshire.gov.uk

