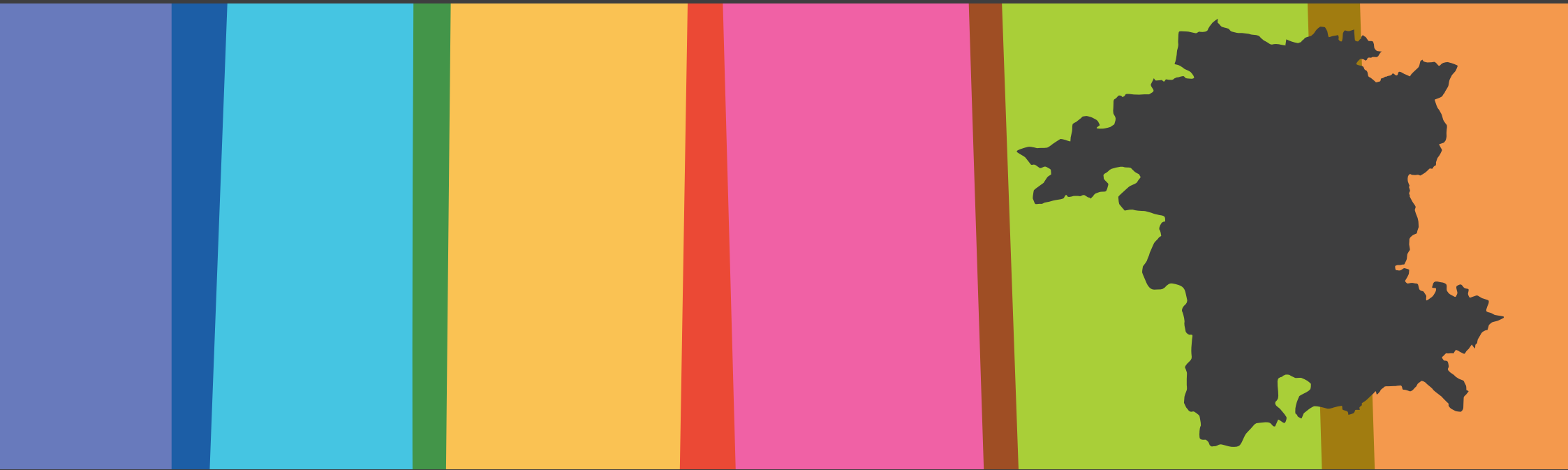


THE SKILLS GUIDE

WYRE FOREST

THE PEOPLE. THE CAREERS. THE WORKFORCE



WELCOME...



GARY WOODMAN
CHIEF EXECUTIVE
WORCESTERSHIRE LEP

It is with great pleasure that I can introduce you to The Skills Guide, Wyre Forest.

The report has been developed to support local students and their parents in gaining an understanding of the academic and employment-based opportunities available to the younger generations in the county.

Worcestershire Local Enterprise Partnership has worked with Worcestershire County Council in developing this report, to provide an overview of our schools and nearby large employers. We have created these documents for each local district area, with a summary of the top 10 industry sectors and an overview of the districts' largest employers. Our reports also summarise local schools and their OFSTED rating, pupil role and percentage of attainment over 5 GCSEs.

This report forms part of the work carried out by the Worcestershire LEP Connecting Schools and Business team, which helps to bring together our county's businesses with local academia. 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.

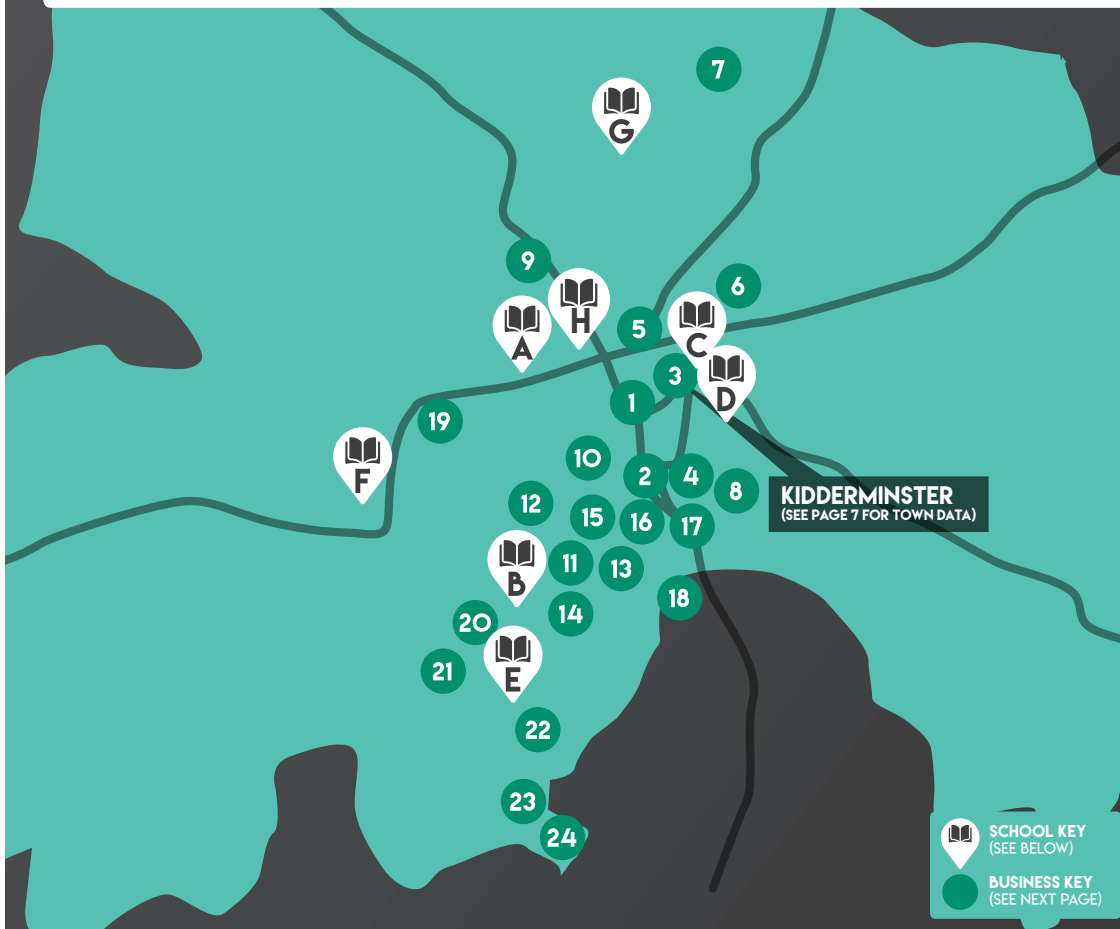
We are working to help our young people understand the labour market of Worcestershire and its needs, helping to ensure that young people can enter the world of work with full confidence that they can achieve any of their career ambitions.

For more information on the Skills initiatives of Worcestershire LEP, and the fantastic work that the programme does across the county, I would encourage you to visit our new website Skills 4 Worcestershire, www.skills4worcestershire.co.uk.



THE BIGGER PICTURE

WYRE FOREST



KIDDERMINSTER
(SEE PAGE 7 FOR TOWN DATA)

SCHOOL KEY
(SEE BELOW)

BUSINESS KEY
(SEE NEXT PAGE)

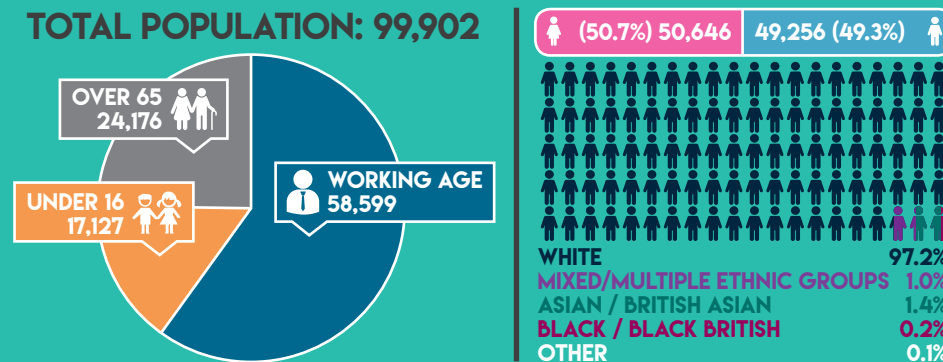


DISTRICT SCHOOLS

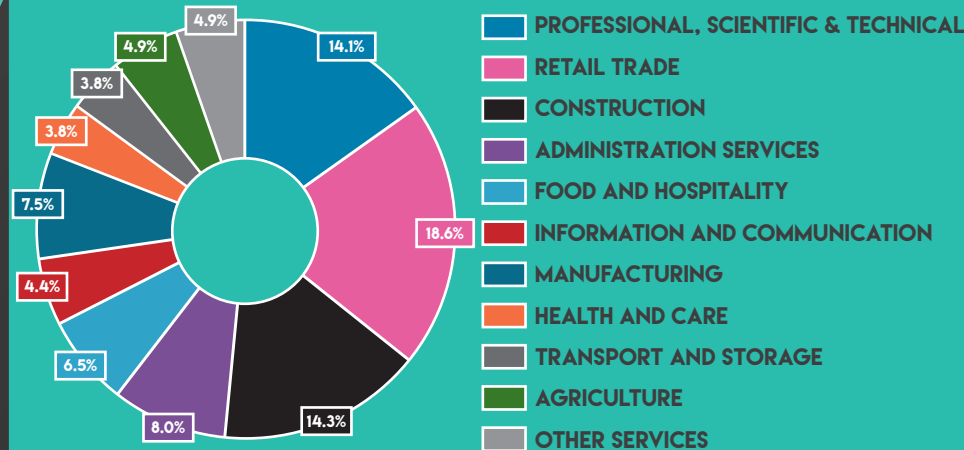
- | | | |
|-------------------------------------|---|--|
| A BAXTER COLLEGE | E STOURPORT HIGH SCHOOL | G WOLVERLEY CE SECONDARY SCHOOL |
| B CONTINU PLUS ACADEMY TRUST | F THE BEWDLEY SCHOOL AND SIXTH FORM CENTRE | H WYRE FOREST SPECIAL SCHOOL |
| C HOLY TRINITY SCHOOL | | |
| D KING CHARLES I SCHOOL | | |

WYRE FOREST KEY INFO

TOTAL POPULATION: 99,902



TOP 10 INDUSTRY SECTORS



LOCAL KEY BUSINESSES

WYRE FOREST



BUSINESS KEY

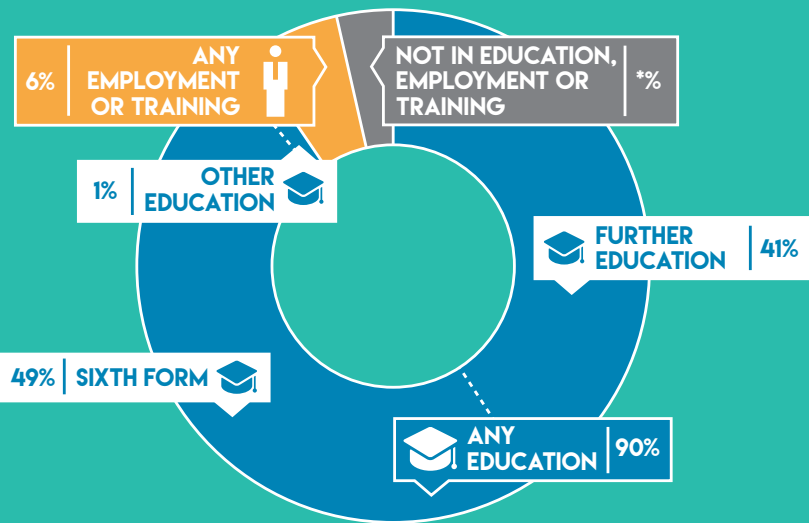
- 1 WYRE FOREST DISTRICT COUNCIL - THE DEPOT**
PUBLIC ADMINISTRATION
- 2 VICTORIA CARPETS LIMITED**
MANUFACTURE OF TEXTILES
- 3 SEVERN VALLEY RAILWAY (HOLDINGS) PUBLIC LIMITED COMPANY**
LAND TRANSPORT
- 4 AMADA UNITED KINGDOM LIMITED**
MANUFACTURE OF MACHINERY AND EQUIPMENT
- 5 ARCH HILL COURT**
RESIDENTIAL CARE ACTIVITIES
- 6 KIDDERMINSTER CARE LIMITED**
RESIDENTIAL CARE ACTIVITIES
- 7 TITAN EUROPE LIMITED**
MANUFACTURE OF MOTOR VEHICLES
- 8 THE HERONS PARK NURSING HOME**
HUMAN HEALTH ACTIVITIES
- 9 FRANCHE COMMUNITY PRIMARY SCHOOL**
EDUCATION
- 10 GODWIN AUSTEN JOHNSON (INTERNATIONAL) LLP**
ARCHITECTURAL AND ENGINEERING ACTIVITIES
- 11 VISION LABS LTD**
RETAIL TRADE
WYRE FOREST COMMUNITY HOUSING
REAL ESTATE ACTIVITIES
- 12 BRINTONS CARPETS LIMITED**
MANUFACTURE OF TEXTILES
- 13 MAK SERVICES (2007) LIMITED**
SPECIALISED CONSTRUCTION ACTIVITIES
- 14 D M S CHROMIUM PLATING**
MANUFACTURE OF RUBBER AND PLASTIC PRODUCTS
- 15 BEAKBANE LIMITED**
OTHER MANUFACTURING
- 16 ASHLAND SPECIALITIES UK LTD**
MANUFACTURE OF CHEMICALS AND CHEMICAL PRODUCTS
LENS ON LINE
RETAIL TRADE
- 17 METRO ROD LIMITED**
SPECIALISED CONSTRUCTION ACTIVITIES
- 18 ROXEL (UK ROCKET MOTORS) LTD**
OTHER MANUFACTURING
- 19 WEST MIDLAND SAFARI PARK LIMITED**
SPORTS ACTIVITIES AND AMUSEMENT AND RECREATION ACTIVITIES
- 20 SEVERN ACADEMIES EDUCATIONAL TRUST**
EDUCATION
- 21 MORGAN ADVANCED MATERIALS LTD**
MANUFACTURE OF OTHER NON-METALLIC MINERAL PRODUCTS
- 22 OGL COMPUTER SUPPORT LIMITED**
COMPUTER PROGRAMMING, CONSULTANCY AND RELATED ACTIVITIES
- 23 CONVEYOR UNITS LIMITED**
MANUFACTURE OF MACHINERY AND EQUIPMENT
- 24 SLICKER RECYCLING LIMITED**
WASTE COLLECTION, TREATMENT AND DISPOSAL ACTIVITIES

LOCAL SKILLS AND EMPLOYMENT

WYRE FOREST



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)



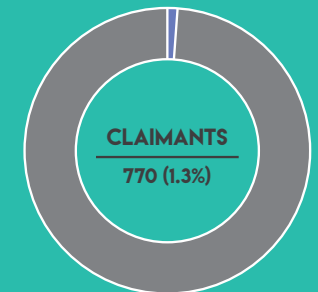
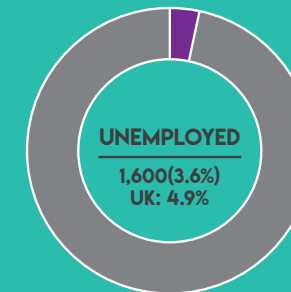
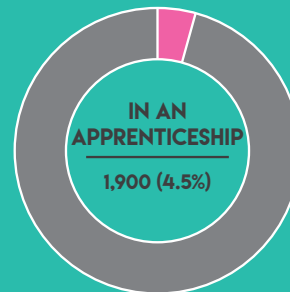
% OF PEOPLE WITH AN APPRENTICESHIP



% OF PEOPLE WITH NO QUALIFICATIONS



EMPLOYMENT STATISTICS



* THE NUMBER OF SCHOOL LEAVERS NOT IN EMPLOYMENT, EDUCATION OR TRAINING WAS NOT AVAILABLE AT THE TIME OF PRODUCING THIS REPORT

LOCAL SCHOOLS

WYRE FOREST



EDUCATION

	OFSTED RATING	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs*		OFSTED RATING	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs*
BAXTER COLLEGE	4 INADEQUATE	ACADEMY	 971	 40%	WYRE FOREST SPECIAL SCHOOL	2 GOOD	SPECIAL SCHOOL	 150	—
THE BEWDLEY SCHOOL AND SIXTH FORM CENTRE	2 GOOD	MAINTAINED SCHOOL	 937	 68%	HOLY TRINITY SCHOOL	2 GOOD	ACADEMY	 260	 71%
KING CHARLES I SCHOOL	2 GOOD	ACADEMY	 1,077	 70%	WOLVERLEY CE SECONDARY SCHOOL	2 GOOD	MAINTAINED SCHOOL	 594	 54%
STOURPORT HIGH SCHOOL	1 OUTSTANDING	ACADEMY	 1,167	 60%	CONTINU PLUS ACADEMY TRUST	2 GOOD	ACADEMY	—	—

* 5 GCSEs AT A* TO C LEVELS, INCLUDING BOTH ENGLISH AND MATHEMATICS ** DATA WAS NOT AVAILABLE AT THE TIME OF PRODUCING THIS REPORT

KIDDERMINSTER



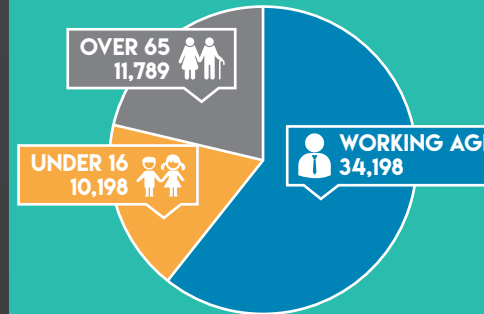
SCHOOL KEY (SEE BELOW)
 BUSINESS KEY (SEE NEXT PAGE)

TOWN SCHOOLS

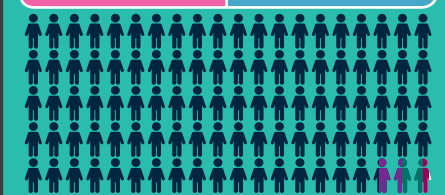
- A** BAXTER COLLEGE
- B** CONTINU PLUS ACADEMY TRUST
- C** HOLY TRINITY SCHOOL
- D** KING CHARLES I SCHOOL
- H** WYRE FOREST SPECIAL SCHOOL

KIDDERMINSTER KEY INFO

TOTAL POPULATION: 56,185



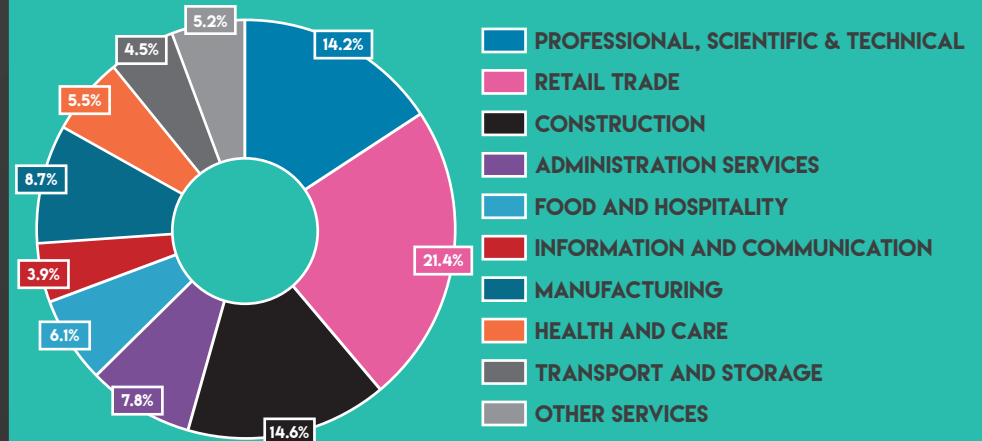
(50.8%) 28,530 27,655 (49.2%)



WHITE 97.3%
 MIXED/MULTIPLE ETHNIC GROUPS 1.1%
 ASIAN / BRITISH ASIAN 1.2%
 BLACK / BLACK BRITISH 0.3%
 OTHER 0.1%



TOP INDUSTRY SECTORS



TOWN FOCUS - SCHOOLS & BUSINESSES

KIDDERMINSTER



BUSINESS KEY

- | | |
|--|--|
| <p>1 WYRE FOREST DISTRICT COUNCIL - THE DEPOT
PUBLIC ADMINISTRATION</p> <p>2 VICTORIA CARPETS LIMITED
MANUFACTURE OF TEXTILES</p> <p>3 SEVERN VALLEY RAILWAY (HOLDINGS) PUBLIC LIMITED COMPANY
LAND TRANSPORT</p> <p>4 AMADA UNITED KINGDOM LIMITED
MANUFACTURE OF MACHINERY AND EQUIPMENT</p> <p>5 ARCH HILL COURT
RESIDENTIAL CARE ACTIVITIES</p> <p>6 KIDDERMINSTER CARE LIMITED
RESIDENTIAL CARE ACTIVITIES</p> <p>8 THE HERONS PARK NURSING HOME
HUMAN HEALTH ACTIVITIES</p> <p>9 FRANCHE COMMUNITY PRIMARY SCHOOL
EDUCATION</p> <p>10 GODWIN AUSTEN JOHNSON (INTERNATIONAL) LLP
ARCHITECTURAL AND ENGINEERING ACTIVITIES</p> <p>11 VISION LABS LTD
RETAIL TRADE</p> <p>WYRE FOREST COMMUNITY HOUSING
REAL ESTATE ACTIVITIES</p> | <p>12 BRINTONS CARPETS LIMITED
MANUFACTURE OF TEXTILES</p> <p>13 MAK SERVICES (2007) LIMITED
SPECIALISED CONSTRUCTION ACTIVITIES</p> <p>14 D M S CHROMIUM PLATING
MANUFACTURE OF RUBBER AND PLASTIC PRODUCTS</p> <p>15 BEAKBANE LIMITED
OTHER MANUFACTURING</p> <p>16 ASHLAND SPECIALITIES UK LTD
MANUFACTURE OF CHEMICALS AND CHEMICAL PRODUCTS</p> <p>LENS ON LINE
RETAIL TRADE</p> <p>17 METRO ROD LIMITED
SPECIALISED CONSTRUCTION ACTIVITIES</p> <p>18 ROXEL (UK ROCKET MOTORS) LTD
OTHER MANUFACTURING</p> <p>19 WEST MIDLAND SAFARI PARK LIMITED
SPORTS ACTIVITIES AND AMUSEMENT AND RECREATION ACTIVITIES</p> <p>20 SEVERN ACADEMIES EDUCATIONAL TRUST
EDUCATION</p> |
|--|--|



EDUCATION

	OFSTED RATING	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs*
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HOLY TRINITY SCHOOL	2 GOOD	ACADEMY	260	71%
KING CHARLES I SCHOOL	2 GOOD	ACADEMY	1,077	70%
WYRE FOREST SPECIAL SCHOOL	2 GOOD	SPECIAL SCHOOL	150	-
CONTINU PLUS ACADEMY TRUST	2 GOOD	ACADEMY	-	-

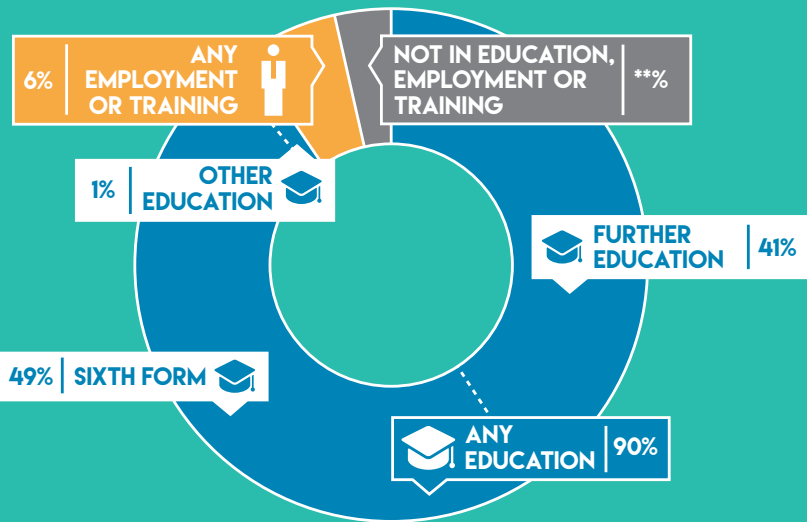
* 5 GCSES AT A* TO C LEVELS, INCLUDING BOTH ENGLISH AND MATHEMATICS ** DATA WAS NOT AVAILABLE AT THE TIME OF PRODUCING THIS REPORT

TOWN FOCUS - SKILLS AND EMPLOYMENT

KIDDERMINSTER



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)



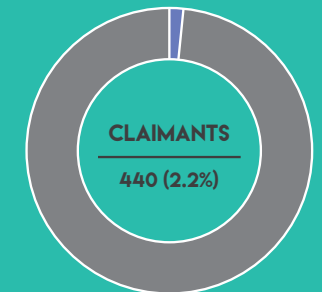
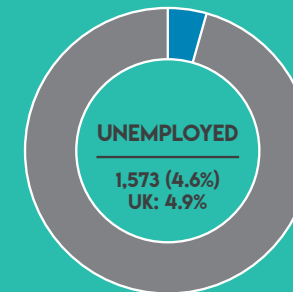
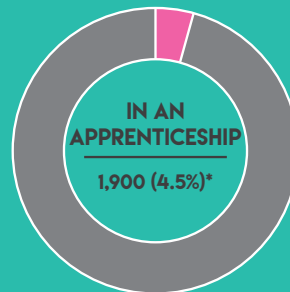
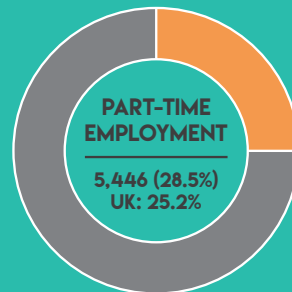
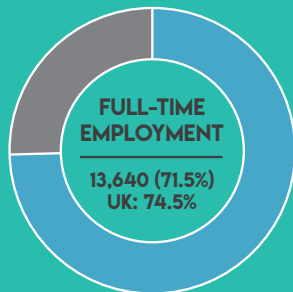
% OF PEOPLE WITH AN APPRENTICESHIP



% OF PEOPLE WITH NO QUALIFICATIONS



EMPLOYMENT STATISTICS



*THIS DATA REFERS TO THE WIDER DISTRICT AREA

** THE NUMBER OF SCHOOL LEAVERS NOT IN EMPLOYMENT, EDUCATION OR TRAINING WAS NOT AVAILABLE AT THE TIME OF PRODUCING THIS REPORT

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.

HOW DO THEY HELP?

The CEC Enterprise Adviser Network helps businesses work directly with the school's leadership teams to develop effective employer engagement plans to support schools in their careers advice and careers planning for young people. They also work with other local businesses to equip young people with the skills they need.



Worcestershire
Local Enterprise Partnership

WHAT THEY DO

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

HOW DO THEY HELP?

The Worcestershire LEP hold the contract for the CEC programme and works with key partners around the county to drive the employment and skills agenda for Worcestershire. Worcestershire LEP also help by running the PR & Communications for the CEC, as part of the Connecting Schools and Business programme.



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.

HOW DO THEY HELP?

The Worcestershire County Council's, Skills and Investment team are the key delivery partner for the Worcestershire LEP. They are primarily responsible for the delivery of activity, including the CEC Contract, which supports the development of Worcestershire's Future Workforce. The team assists schools in the delivery of their careers related activity to ensure our young people are prepared for the world of work.



DATA SOURCES

DEMOGRAPHICS

ONS MID-YEAR POPULATION ESTIMATES (2015), AND ONS ANNUAL POPULATION SURVEY (2016), VIA NOMIS.CO.UK.
ONS UK BUSINESS COUNTS (2016), VIA NOMIS.CO.UK

SCHOOL AND PUPIL STATISTICS

DESTINATIONS OF KEY STAGE 4 AND KEY STAGE 5 PUPILS (2016), AND SCHOOLS, PUPILS AND THEIR CHARACTERISTICS (2017), BOTH VIA GOV.UK.

APPRENTICESHIPS DATA

ESFA DATA CUBE (15/16 ACADEMIC YEAR)

MAPS

PRODUCED BY WORCESTERSHIRE COUNTY COUNCIL'S MARKET MANAGEMENT AND RESEARCH TEAM (SEPT. 2017).

BUSINESS KEY DATA

THE WLEP USED INTELLIGENCE AVAILABLE INTERNALLY TO IDENTIFY SOME OF THE LARGEST (BY EMPLOYMENT) REGISTERED BUSINESSES WITHIN EACH DISTRICT THAT REPRESENT AN ARRAY OF SKILLSETS THAT WILL BE REQUIRED IN THE FUTURE ECONOMY. THE INDUSTRIES USED WITHIN THIS DOCUMENT MAY CHANGE SIGNIFICANTLY OVER THE COMING YEARS AS TECHNOLOGICAL CHANGES MAY RESULT IN BUSINESSES REQUIRING SPECIFIC OCCUPATIONS TO A GREATER EXTENT



CONTACTS



CSAB@WLEP.CO.UK



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



WWW.SKILLS4WORCESTERSHIRE.CO.UK

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 and their OFSTED ratings, employment statistics and a summary of some of the largest employers within the area.

