



**Appendix 5: Tamworth  
Borough Council / West  
Midlands Combined  
Authority – Key Economic  
Linkages**

## Contents

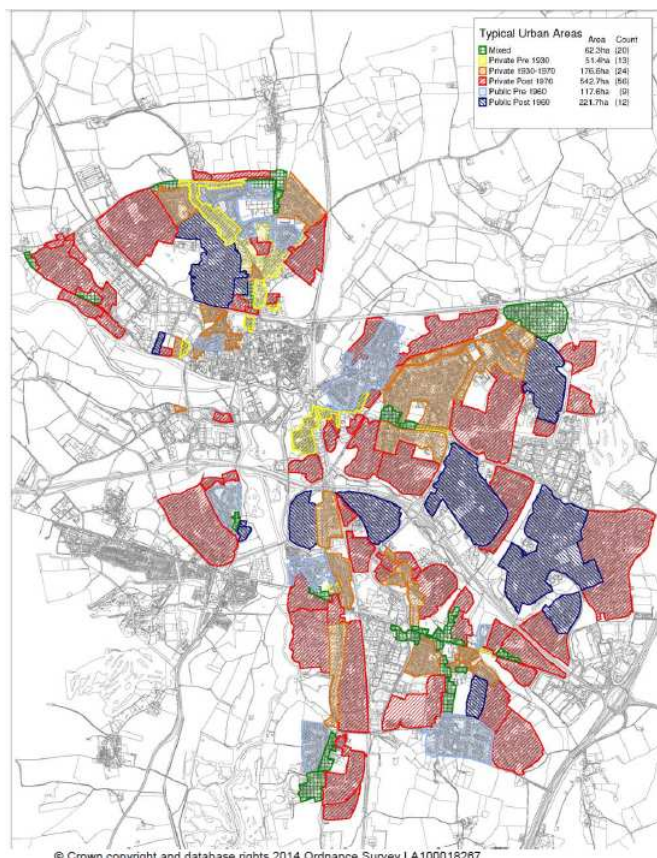
<b>Section 1: Context</b>	<b>3</b>
Spatial Portrait	3
Population	4
Housing	4
Connectivity	6
Commuting	8
Skills and Employment	11
Sectors	14
Governance and partnership working	17
Figure 1 Tamworth typical Urban Areas	3
Figure 2 Greater Birmingham HMA	5
Figure 3 Migration flows to and from Tamworth	6
Figure 4 Tamworth Road and Rail Connectivity	7
Figure 5 HS2 Connectivity programme	8
Figure 6 Destination and number of people commuting out of Tamworth	9
Figure 7 Origin and number of commuters in to Tamworth	10
Figure 8 Travel to work flow. Source: Census 2011, ONS via Metro Dynamics	11
Figure 9 Percentage of working age population with no qualifications, West Midlands local authorities, January 2014-December 2014. Source: <a href="https://www.nomisweb.co.uk">https://www.nomisweb.co.uk</a>	12
Figure 10 Percentage of working age population with NVQ4 or above, West Midlands local authorities, January 2014-December 2014. Source: <a href="https://www.nomisweb.co.uk">https://www.nomisweb.co.uk</a>	12
Figure 11 JSA Claimant rates for West Midlands local authorities, July 2015. Source: <a href="https://www.nomisweb.co.uk">https://www.nomisweb.co.uk</a>	13
Figure 12 Percentage of NEETS in June 2015 for Staffordshire Districts. Source: Staffordshire County Council Skills & Further Learning	13
Table 1 Train times to UK destinations from Tamworth	7
Table 2 Broad Industry Specialisation. Source: BRES location data, ONS	14
Table 3 Manufacturing specialisation. Source: BRES, ONS.	14

## Section 1: Context

### Spatial Portrait

- 1.1 Tamworth is located in the south-eastern corner of Staffordshire bordered by Warwickshire to the south and east. Situated 18 miles from the Birmingham conurbation and on the edge of the West Midlands Greenbelt, Tamworth Borough is only 12 square miles in size making it one of the smallest in England. Geographically the Borough is related to the neighbouring districts of North Warwickshire and Lichfield. Socially, Tamworth has many links with Birmingham having received overspill in the 1960s and 1970s which resulted in the development of a series of planned housing estates with associated centres, green spaces and community facilities. Figure 1 illustrates this pattern of development in Tamworth. Consequently, Tamworth is a borough of contrasts, being a modest market town until the 1960's when it became an overspill town for Birmingham and former farmland was transformed into a series of planned neighbourhoods and resulted in substantial urban growth. The separate villages of Amington, Wilnecote and Dosthill were incorporated into the expanding urban area and significant clearance and redevelopment of the town centre saw the historic core fragmented and reshaped although the medieval street pattern is still more or less intact.
- 1.2 Part of a network of strategic centres encircling Birmingham, Tamworth is the focus of development that meets the needs of the town and provides for the immediate rural catchment. This extends into Lichfield District, North Warwickshire and up to South Derbyshire and includes a network of villages which rely on Tamworth for their services and facilities.

Figure 1 Tamworth typical Urban Areas



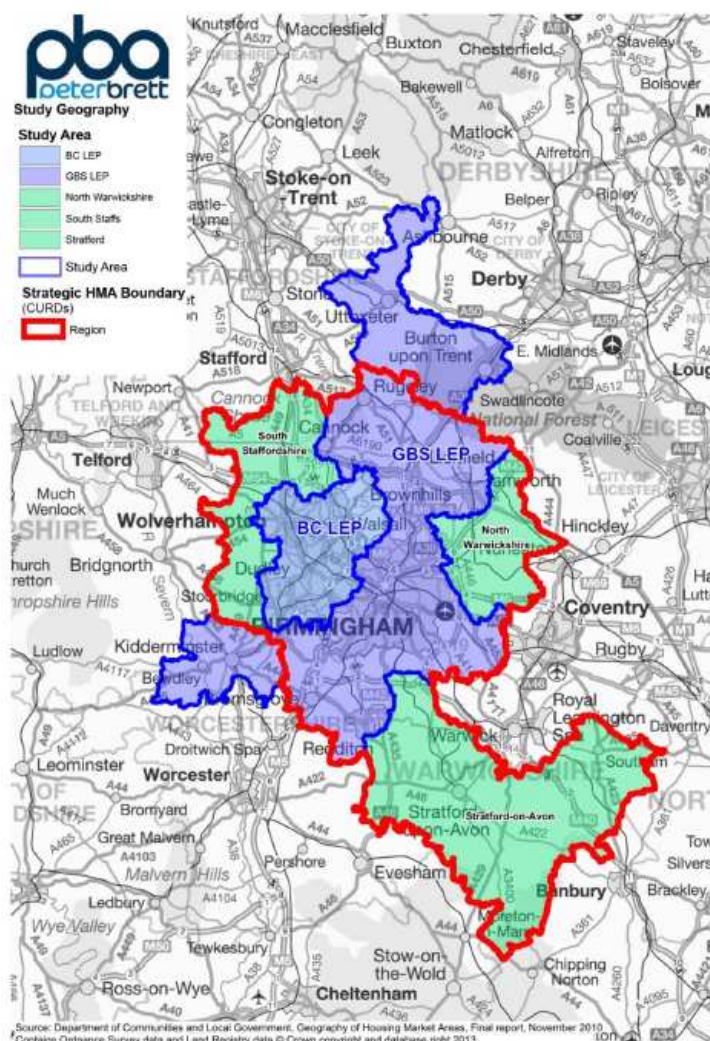
## Population

- 1.3 The population of Tamworth has tripled since the post-war years due to the relocation of Birmingham residents as a result of the overspill agreement. Tamworth's urban area is continuous with Fazeley and Mile Oak, both of which are situated outside the Borough in Lichfield District. The population of Tamworth in 2011 was approximately 77,000 and projected figures suggest Tamworth will experience a population growth of 11.6% by 2031, a total of 9,000 people. However, numbers are set to reduce in the number of young adults and growth will be concentrated in the older age groups. The proportion of people over 65 will increase by 58% (7,000) by 2031. An ageing population requiring increasing care and support will need to be accommodated. Additionally house price inflation has led to a housing market that first time buyers find difficult to access. Affordable housing is also an issue that needs to be addressed to ensure that the young are retained within the Town. Tamworth's housing stock is skewed towards semi-detached and detached housing, which does not necessarily reflect the needs of both younger and older groups.

## Housing

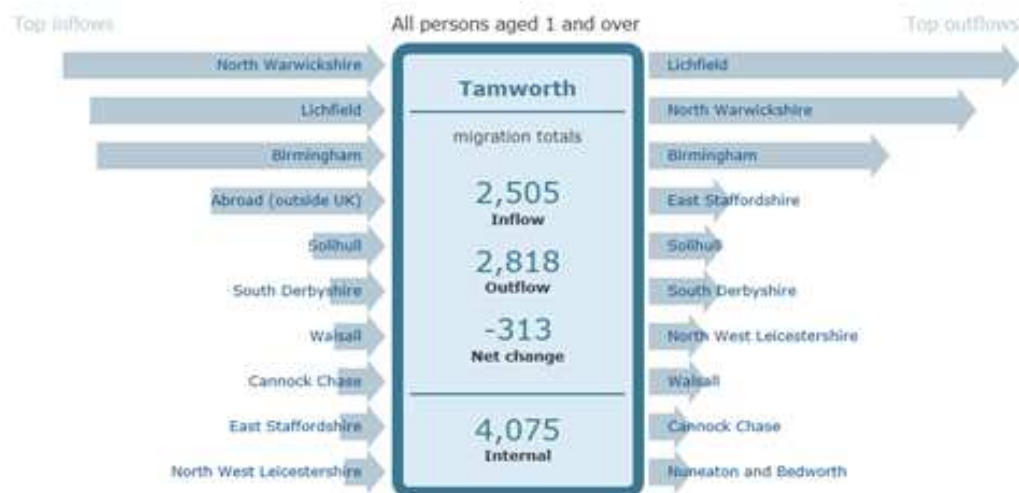
- 1.4 The principal assessment of Tamworth's demographic needs is the Southern Staffordshire Districts Housing Needs Study and SHMA update which demonstrates that Tamworth, Lichfield and Cannock Chase form a self contained housing market area. The evidence from this document has been used to set the Objectively Assessed Housing Need of 6,250 dwellings for the period 2006 to 2031. Tamworth's housing market is relatively self-contained, but shares strong ties with settlements surrounding Tamworth within other local authority areas of Lichfield District, North Warwickshire and Birmingham, demonstrating the historical links with the city. Furthermore, work commissioned by the GBSLEP (PBA study) have shown that Tamworth, is part of the Birmingham sub market (comprising of the Local Authorities of Birmingham, Bromsgrove, Cannock Chase, Lichfield, Redditch, Solihull, Tamworth, North Warwickshire, and Stratford-on-Avon) which together with the Black Country sub market forms the wider Greater Birmingham HMA (Figure 2)

Figure 2 Greater Birmingham HMA



1.5 Work has also been undertaken to examine migration flows to and from Tamworth. The top 3 destinations and top 3 origins of people moving from and to Tamworth are Lichfield, North Warwickshire and Birmingham (see Figure 3). Solihull is also a significant destination and origin.

**Figure 3 Migration flows to and from Tamworth**



Migrations for Tamworth with all areas:

- Inflow: **2,505** persons aged 1 and over moved into Tamworth from other areas.
- Outflow: **2,818** persons aged 1 and over moved out of Tamworth.
- Net change: Overall, migration resulted in **313** fewer persons aged 1 and over in Tamworth.
- Internal: In addition, **4,075** persons aged 1 and over moved within Tamworth.

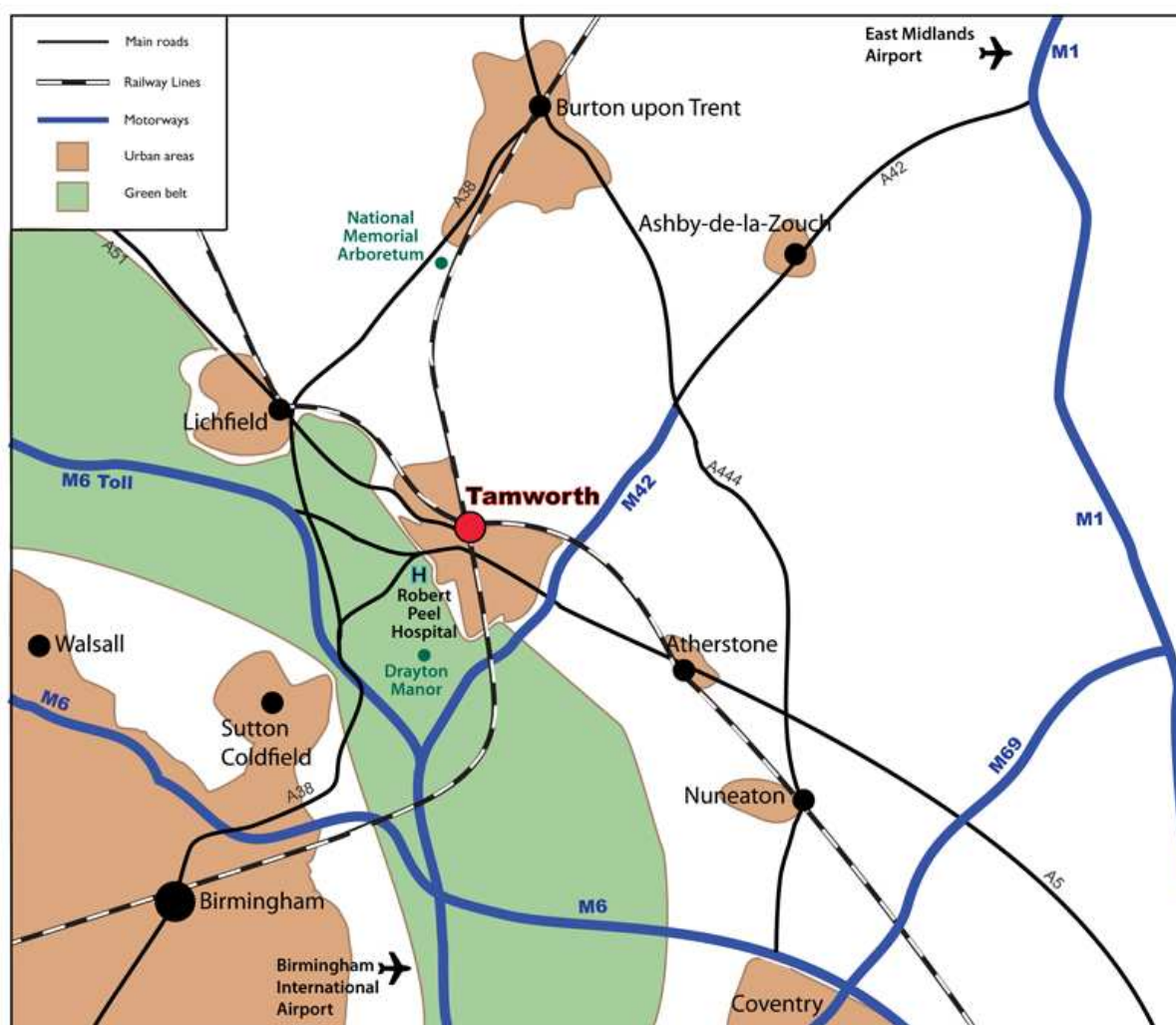
### Connectivity

- 1.6 Tamworth has good connections to the national transport network. The A5(T) provides links to Cannock, Nuneaton, the M42 and the M6 Toll. The A51, A513 and A4091 local routes also run north-south through the Borough. Tamworth's close proximity to the national motorway network and to Birmingham makes it an accessible place to live and work.
- 1.7 Tamworth rail station is located in close proximity to the town centre, whilst Wilnecote station is to the south of the town centre near Two Gates. Both rail stations are located on the Cross Country line between Birmingham / Tamworth / Burton upon Trent / Derby / Nottingham, and Tamworth station is also located on the West Coast Mainline. There is significant passenger and freight demand along both corridors, although there is no dedicated local service on the Cross Country line so demand is catered for by stops on the Nottingham to Birmingham service and by less frequent stops of longer distance services. Passenger numbers at Tamworth station increased by nearly 25.5% between 2006/07 and 2012/13.
- 1.8 Journey times from Tamworth station are currently as follows:

Table 1 Train times to UK destinations from Tamworth

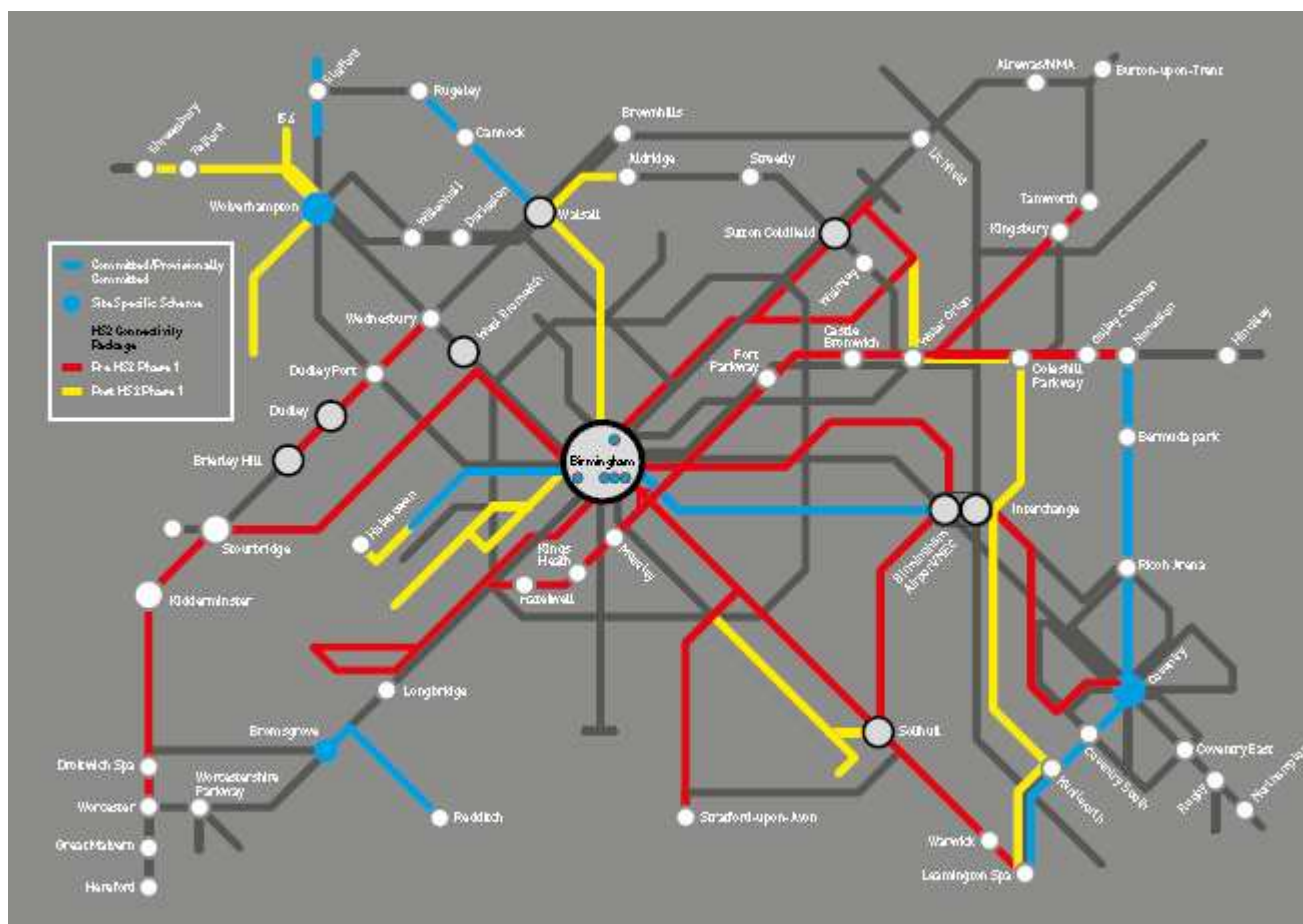
<b>Destination</b>	<b>Fastest Journey Time</b>
Birmingham	16mins
Bristol	1hr49mins
Burton	9mins
Derby	22mins
Nottingham	52mins
Sheffield	57mins
Leeds	1hr42mins
Edinburgh	4hr45mins
Atherstone	8mins
Milton Keynes	52mins
London	1hr8mins
Lichfield	6mins
Stafford	23mins
Crewe	1hr
Stoke	43mins
Liverpool	1hr40mins
Manchester	1hr29mins

Figure 4 Tamworth Road and Rail Connectivity



- 1.9 The West Midlands ITA are currently consulting on a strategic transport plan. It has a vision for a high quality rail and rapid transit network, influenced by the HS2 Connectivity Programme, shown in Figure 5. The Tamworth to Birmingham line is shown as a priority for improvement, including new stations and a dedicated service from Tamworth.

Figure 5 HS2 Connectivity programme

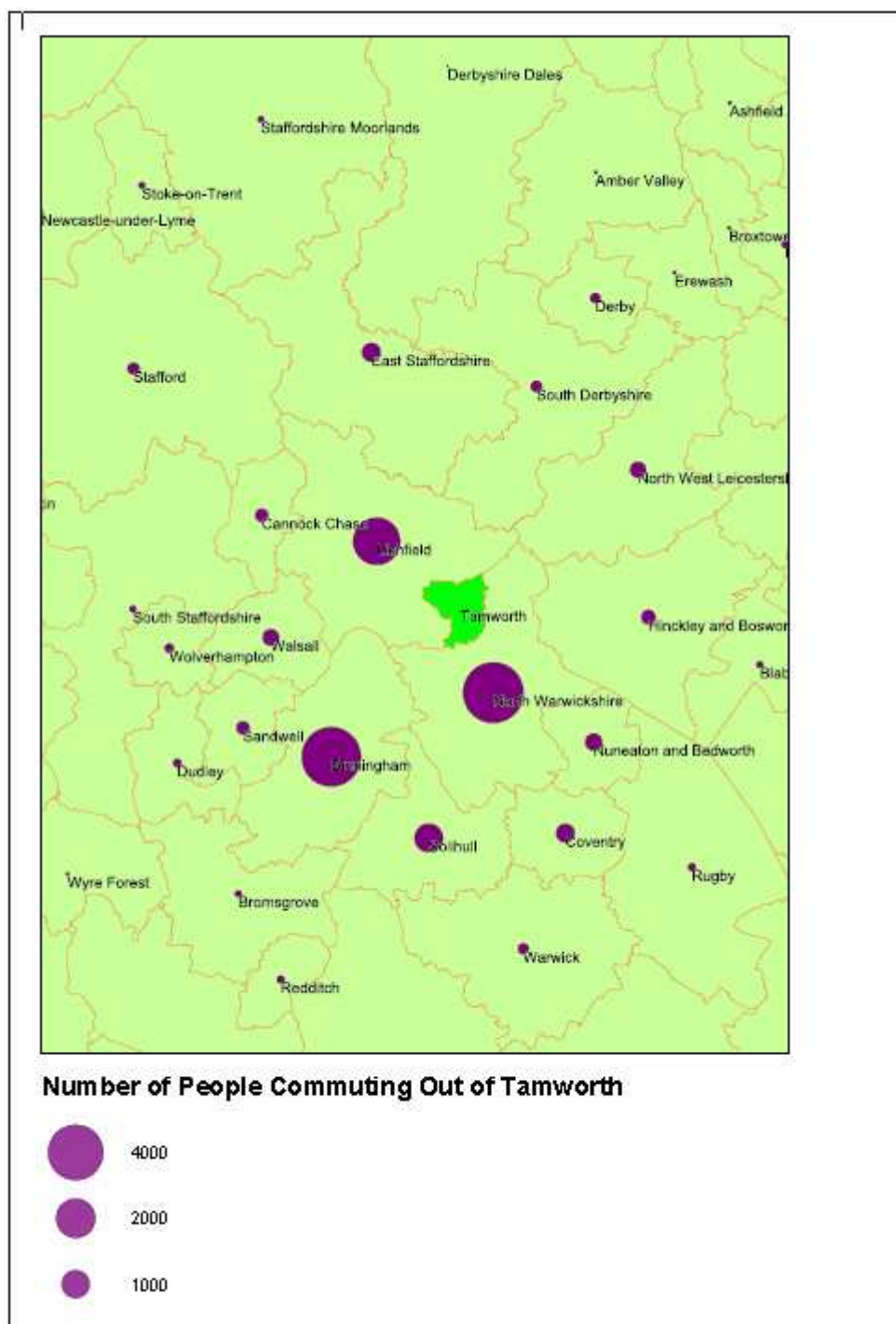


### Commuting

- 1.10 The latest Census data now suggests that of Tamworth’s 38,392 resident-based workforce, 19,124, or 49.8%, of residents live and work in the Borough. Of the 19,268 Tamworth out-commuters, these are predominantly based in the nearby areas of North Warwickshire (12.7%), Birmingham (12.2%), Lichfield (7.7%) and Solihull (2.8%). Figure 6 shows the destination of people who live in Tamworth but work elsewhere.

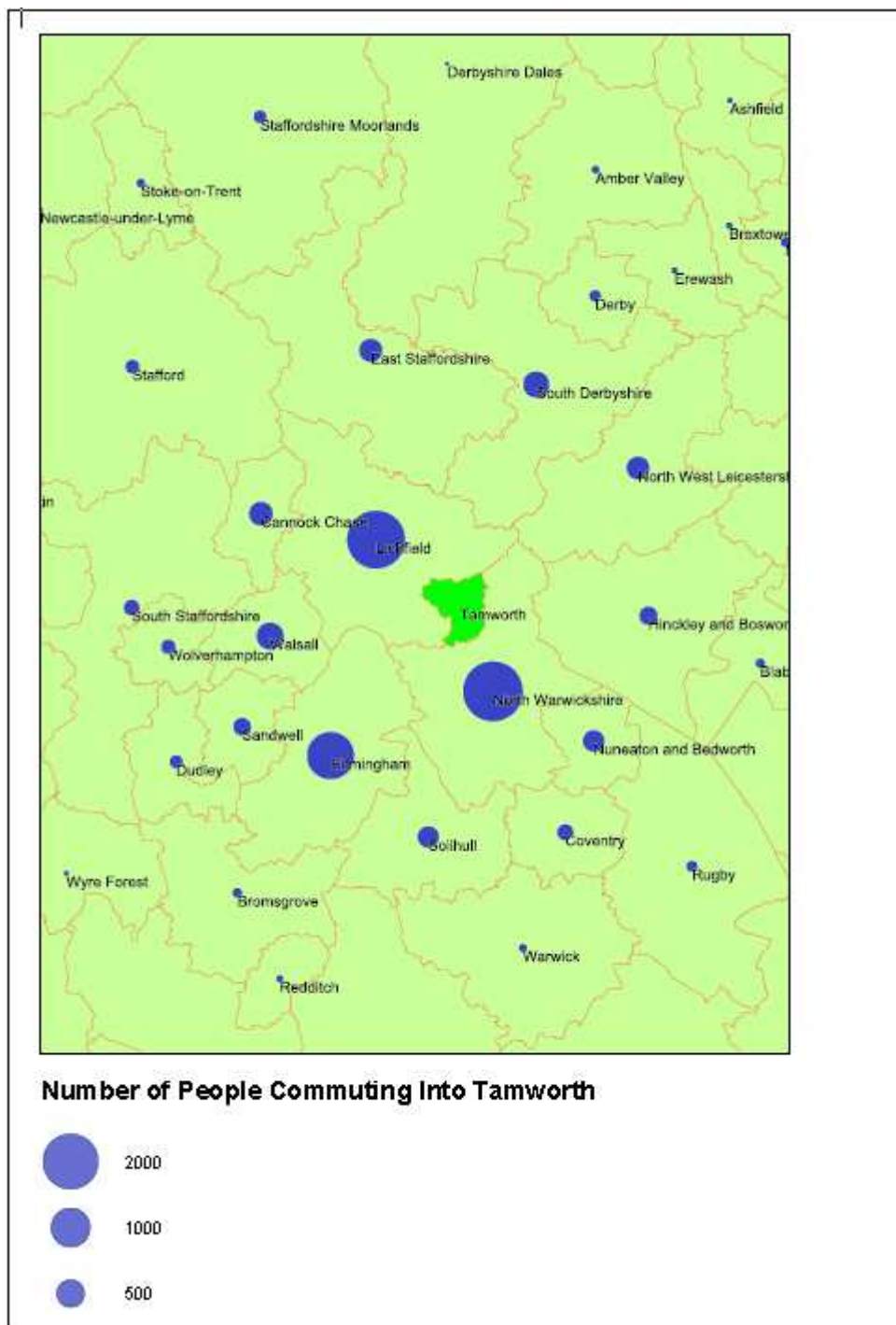


Figure 6 Destination and number of people commuting out of Tamworth

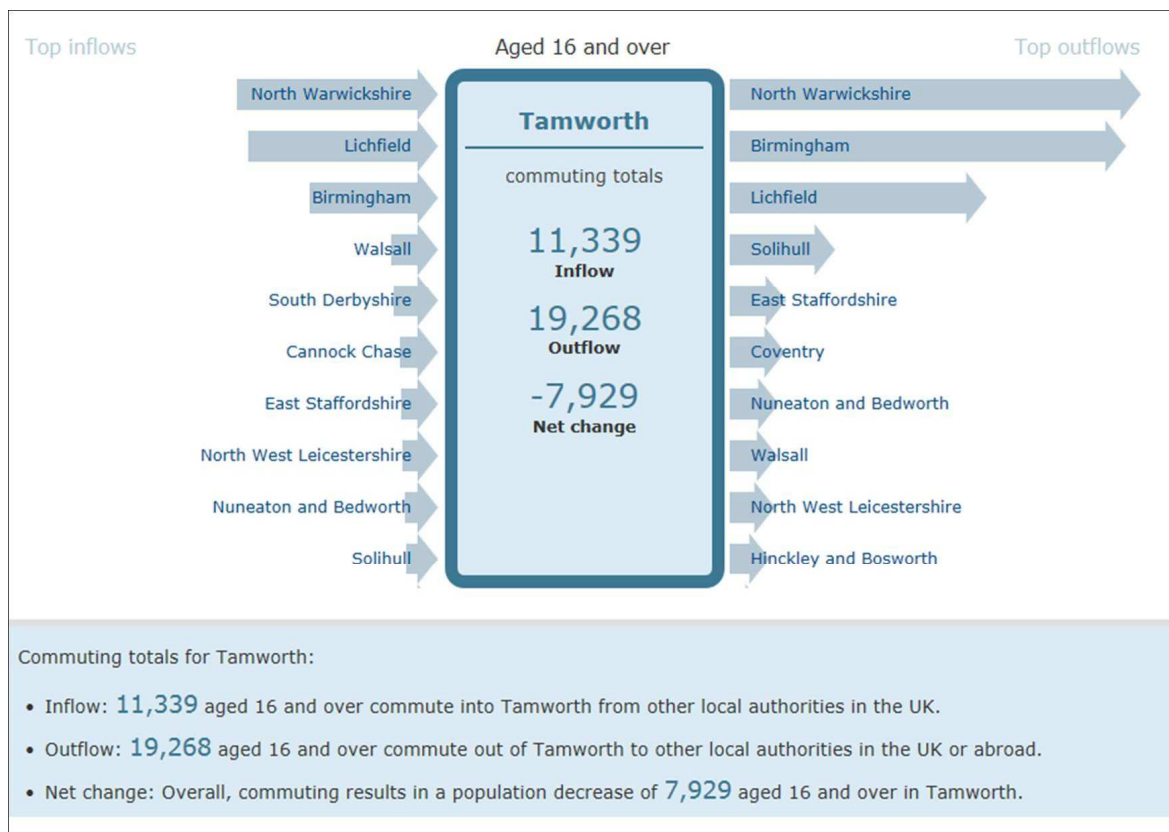


1.11 In terms of in-commuting, the 2011 Census revealed that Tamworth Borough accommodated 30,463 jobs, of which just 11,339 are taken up by non-Tamworth residents. This indicates that 62.8% of Tamworth jobs are taken up by local residents. Figure 7 shows the origin of people working in Tamworth but living elsewhere. The commuting patterns show strong links to Lichfield, the conurbation in the south and east along the A5 corridor. There are strong links to Lichfield, North Warwickshire, Birmingham and Solihull. Figure 8 highlights the top 10 destinations and origins of commuters.

Figure 7 Origin and number of commuters in to Tamworth



**Figure 8 Travel to work flow. Source: Census 2011, ONS via Metro Dynamics**



## Skills and Employment

1.12 The Levels of adult skills in Tamworth Borough are illustrated in relation to other West Midlands areas in Figures 9 and 10 below. Figure 9 identifies the percentage of adults with no qualifications, of which Tamworth Borough Council sits 15<sup>th</sup> of the 27 authorities listed. Conversely, the Borough has the second lowest proportion of adults with qualifications of NVQ4 (Degree level) or above (see figure 10).

Figure 9 Percentage of working age population with no qualifications, West Midlands local authorities, January 2014-December 2014. Source: <https://www.nomisweb.co.uk>

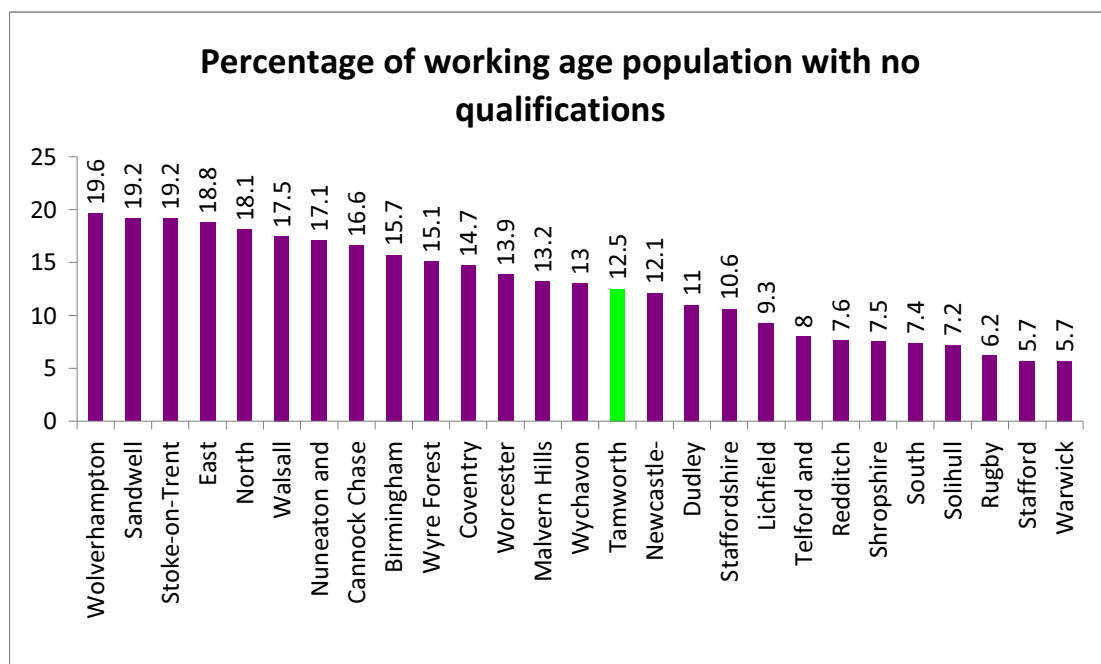
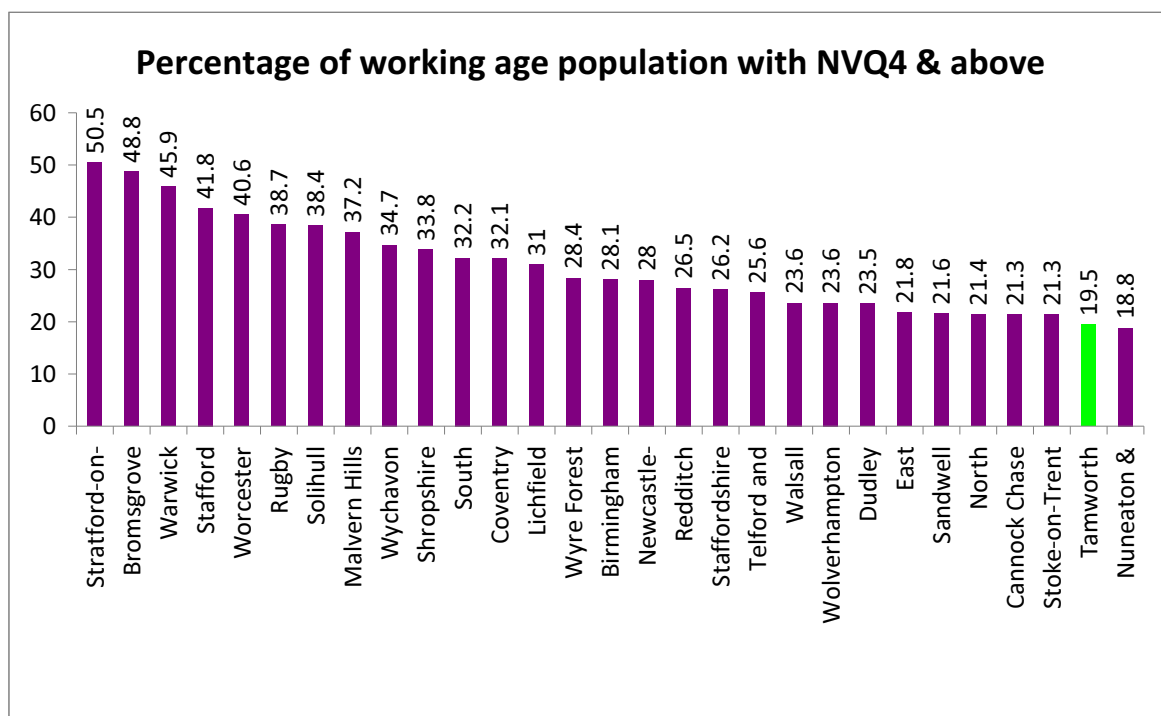
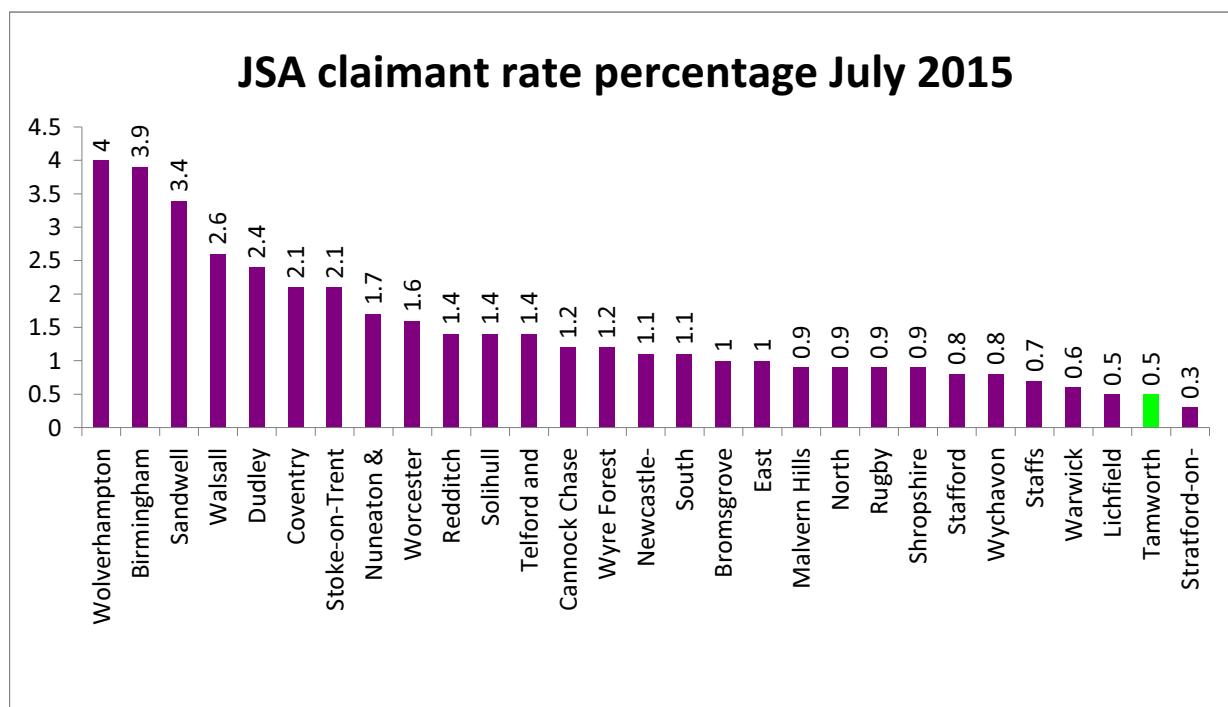


Figure 10 Percentage of working age population with NVQ4 or above, West Midlands local authorities, January 2014-December 2014. Source: <https://www.nomisweb.co.uk>



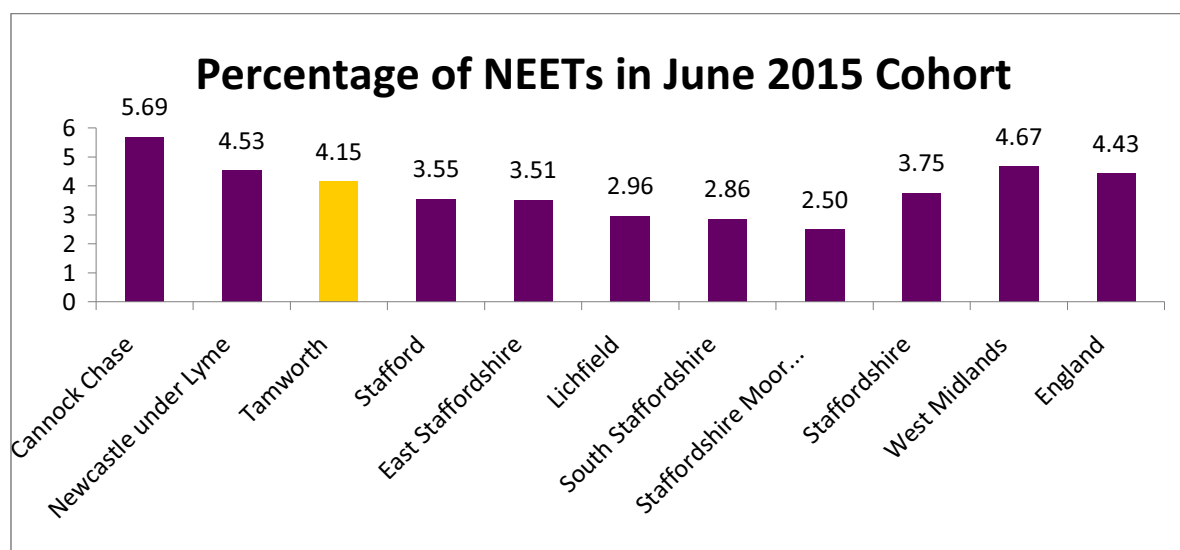
1.13 Levels of Job Seekers' Allowance claimants in Tamworth Borough have reduced dramatically in recent years. The latest data, as seen in Figure 11, places the Borough at 0.5%, the joint second lowest figure of all West Midlands authority areas.

Figure 11 JSA Claimant rates for West Midlands local authorities, July 2015. Source: <https://www.nomisweb.co.uk>



1.14 Percentages of young people identified as “Not in Education, Employment or Training” (NEETs) in the districts in Staffordshire are illustrated in Figure 12 below. Although this identifies only one month’s data, Tamworth Borough Council does have a consistent trend of higher NEETs than most Staffordshire districts although this does sit lower than the England and West Midlands figures.

Figure 12 Percentage of NEETs in June 2015 for Staffordshire Districts. Source: Staffordshire County Council Skills & Further Learning



## Sectors

### *Industrial specialisation*

- 1.15 The Functional Economic Market Area (FEMA) study produced by Metro Dynamics for the West Midlands Combined Authority indicates a number of “industrial specialisations” within the region. These are a measure of geographical concentration within a local area sourced from the ONS Business Registration and Employment Survey (BRES), where a value greater than 1 indicates a degree of specialisation. The broad industry specialisations in the West Midlands area are indicated in Table 2 below, with further analysis illustrating the level of specialisation within the Tamworth Borough Council area. The cells highlighted in Green indicate a significant degree of specialisation with a value of 1.2 or above.

**Table 2 Broad Industry Specialisation. Source: BRES location data, ONS**

Sector	Black Country LEP area	C&W	GBS	TBC
Mining quarrying & utilities	1.52	1.15	0.72	0.00
Manufacturing	1.87	1.28	1.26	1.46
Construction	1.14	1.13	0.95	1.15
Motor Trades	1.30	1.46	1.13	1.60
Wholesale	1.70	1.23	1.21	1.60
Transport & storage	1.08	1.29	0.96	1.15
Public admin & defence	0.86	0.83	1.17	0.51
Health	1.12	0.84	1.03	0.55

- 1.16 This analysis indicates that Tamworth Borough has particular specialisation in the sectors of manufacturing and motor trades. Manufacturing is a significant sector across all 3 LEP areas, whilst in motor trades the Borough has a higher but similar specialisation to the Black Country and Coventry and Warwick LEP areas.

### *Manufacturing*

- 1.17 The WMCA FEMA identifies Manufacturing as the most prevalent specialisation across the whole West Midlands area. It states that “9% of Great Britain’s manufacturing employment” is accounted for by the 3 LEP areas. Closer analysis of specialisation identifies the manufacture of fabricated metal products, machinery and equipment, plastic and rubber products and the repair of machinery as common specialisms across the geography. Table 3 below includes Tamworth Borough Council data for the most significant common specialisms, illustrating that the Borough has significant strengths in manufacture of rubber and plastic products; manufacture of other non-metallic mineral products; manufacture of basic metals; Manufacture of fabricated metal products, except machinery and equipment and Manufacture of motor vehicles, trailers and semi-trailers.

**Table 3 Manufacturing specialisation. Source: BRES, ONS.**

Sector	Black Country	C&W	GBS	TBC
Manufacture of wood and of products of wood and cork, except	1.34	0.76	0.82	1.28

furniture;				
Printing and reproduction of recorded media	0.85	0.61	1.11	1.23
Manufacture of rubber and plastic products	1.70	1.35	1.21	3.34
Manufacture of other non-metallic mineral products	0.98	1.87	1.11	2.29
Manufacture of basic metals	6.01	1.02	1.42	4.11
Manufacture of fabricated metal products, except machinery and equipment	4.58	1.65	1.93	2.62
Manufacture of electrical equipment	1.02	1.53	0.93	0.37
Manufacture of machinery and equipment n.e.c.	1.89	1.64	1.31	1.16
Manufacture of motor vehicles, trailers and semi-trailers	1.79	6.08	4.53	2.71
Manufacture of furniture	3.03	0.50	0.95	1.40
Other manufacturing	1.40	0.78	1.76	1.33
Repair and installation of machinery and equipment	2.14	0.65	0.86	0.52

*Construction:*

- 1.18 Tamworth has a strong presence of national house builders with Lovells, Bellway Homes and Bloor Homes all having regional or national offices within the Borough.
- 1.19 StormKing, one of Tamworth's largest employers, is a hugely successful provider of Glass Reinforced Plastic (GRP) building components to the house building industry that can be used in such applications as dormer windows, bay windows and canopies.
- 1.20 The Borough is also home to Hanson Building Products and just over the boundary in North Warwickshire, Wienerburger, both companies being significant producers and suppliers of bricks to the national housing market.

*Logistics:*

- 1.21 Tamworth has a considerable logistics presence both within the Borough and also closely following its boundaries, in particular at Birch Coppice, within North Warwickshire. The accessibility of local road networks, including the M42, A5 and A38; the proximity to significant regional freight airports; the close proximity of nationally significant industrial towns and cities and their related labour force, makes the area extremely attractive to such businesses.
- 1.22 Within the Borough logistics and warehouse operations include significant names such as:
- Hermes - parcel delivery service;
  - Eurocarparts – Car parts distributor;
  - Norbert Detressangle – Logistics operator;

- DHL – Logistics operator;
- AAH Pharmaceuticals – pharmaceuticals supplier;
- Britvic – Drinks supplier;
- Speedy Hire – Equipment Hire;
- Headlam – Floor covering distributor;
- Aldi – discount retail chain;

1.23 Birch Coppice houses significant operations such as:

- DAU Draexlmaier Automotive - a key supplier to Jaguar Land Rover;
- Ocado – distribution centre for Morrison’s Supermarket;
- Bristan – shower and taps distributor;
- CEVA Logistics – Car parts logistics;
- UPS – Logistics Company;
- Euro car parts - Car parts distributor;
- Instarmac – cement and bitumen manufacturer.

*Leisure:*

1.24 The first of its type in the Country when it was launched, the Snow Dome, is an indoor ski centre and leisure facility that attracts visitors from across the region.

1.25 On the edge of the Borough boundary, sitting within Lichfield District, Drayton Manor actively markets itself as Tamworth, offering one of the country’s last family owned and operated Theme Parks and Zoo.

*Manufacturing, Engineering and Innovation:*

1.26 Tamworth has a strong industrial heritage of manufacturing and engineering with both Reliant, the makers of the infamous Robin, and Metro Cab once being located in the town.

1.27 The Town is currently home to a number of small specialist engineering and manufacturing firms who supply larger businesses and associated supply chains across the region and Country.

1.28 In recent years the Borough has seen a growth in innovative firms expanding into a variety of new markets that have national and international significance:



- Amphenol Invotech – Design and manufacture of printed circuit boards for sectors including, defence, aerospace, industrial, communications and automotive.
- Midland Fertility Services – Privately owned fertility clinic and research centre.
- FMS Enterprises Uk Ltd – manufacturer and developer of advanced ballistic protection raw materials for personal armour and vehicles.
- Disklabs – digital forensics, data recovery and data erasure.

*Services:*

1.29 The service sector has seen consistent growth in Tamworth over recent years due to its location, and comparatively low cost of quality commercial premises. These include:

- Expansion of Aldi head office functions from the nearby Head Office in Atherstone to Centurion Park.
- Relocation of Baldwins Accountants to a prestigious office on Cardinal Point and numerous acquisitions of similar businesses across the region.
- Mitie – National outsourcing and facilities management company.

**Governance and partnership working**

1.30 Tamworth Borough Council was a founding member of the Greater Birmingham and Solihull LEP in 2010 in recognition of the strong economic ties between Tamworth and the LEP area. The Council has also been a member of the Stoke and Staffs LEP since early 2015.

1.31 Tamworth is also covered by the Lichfield and Tamworth Chamber of Commerce which is a division of the Greater Birmingham Chamber Group.

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