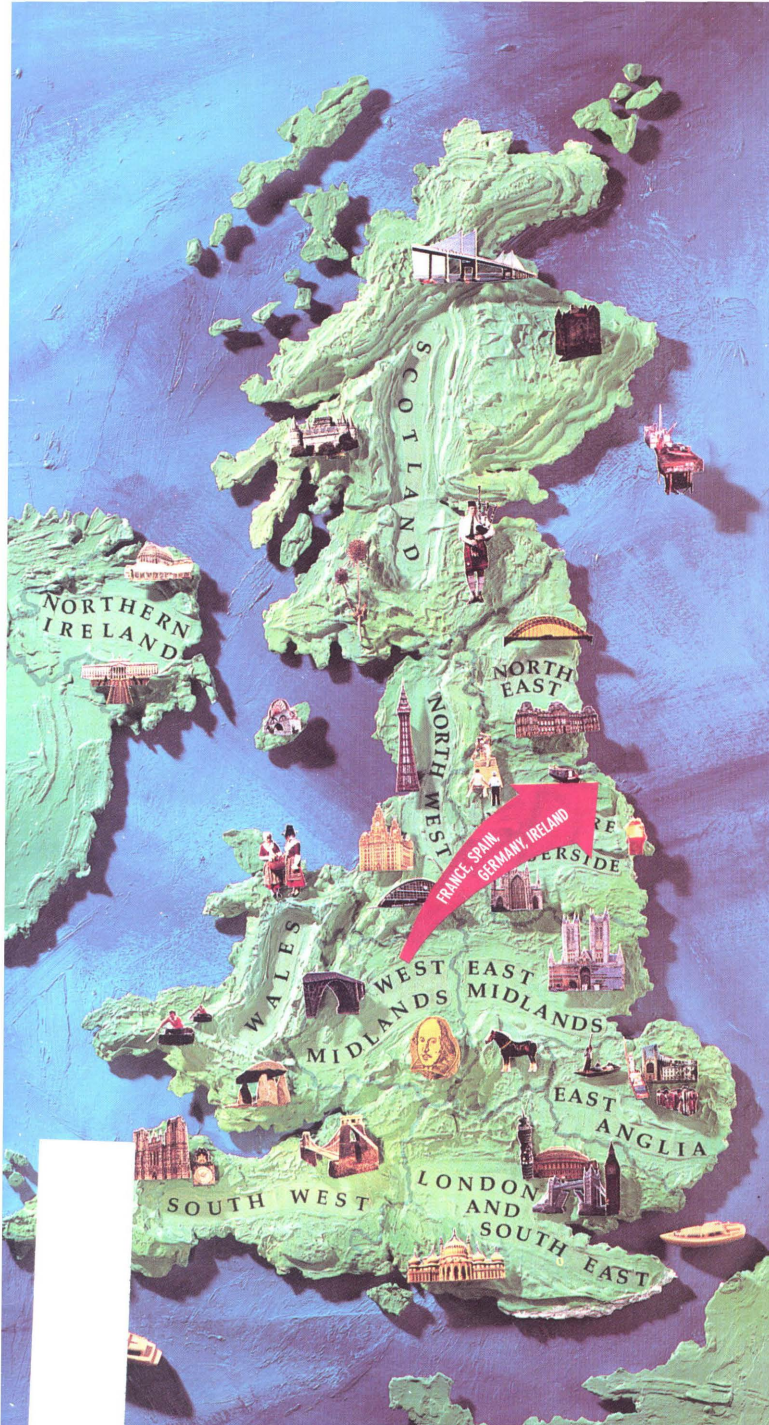


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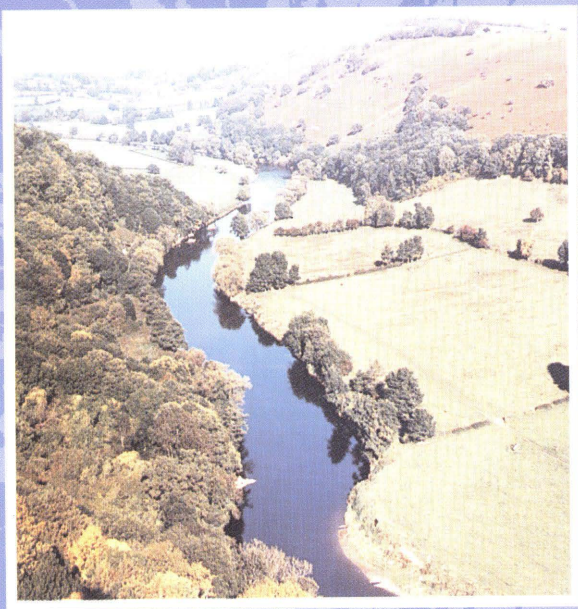
THE WEST
MIDLANDS

A REGION
OF THE
EUROPEAN
UNION

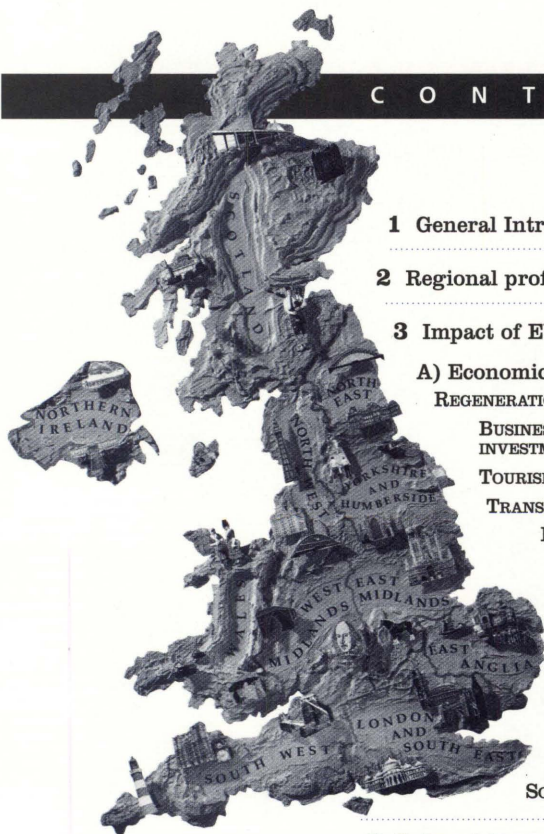
Warwickshire, Staffordshire, Shropshire,
Hereford and Worcester, West Midlands



TRM



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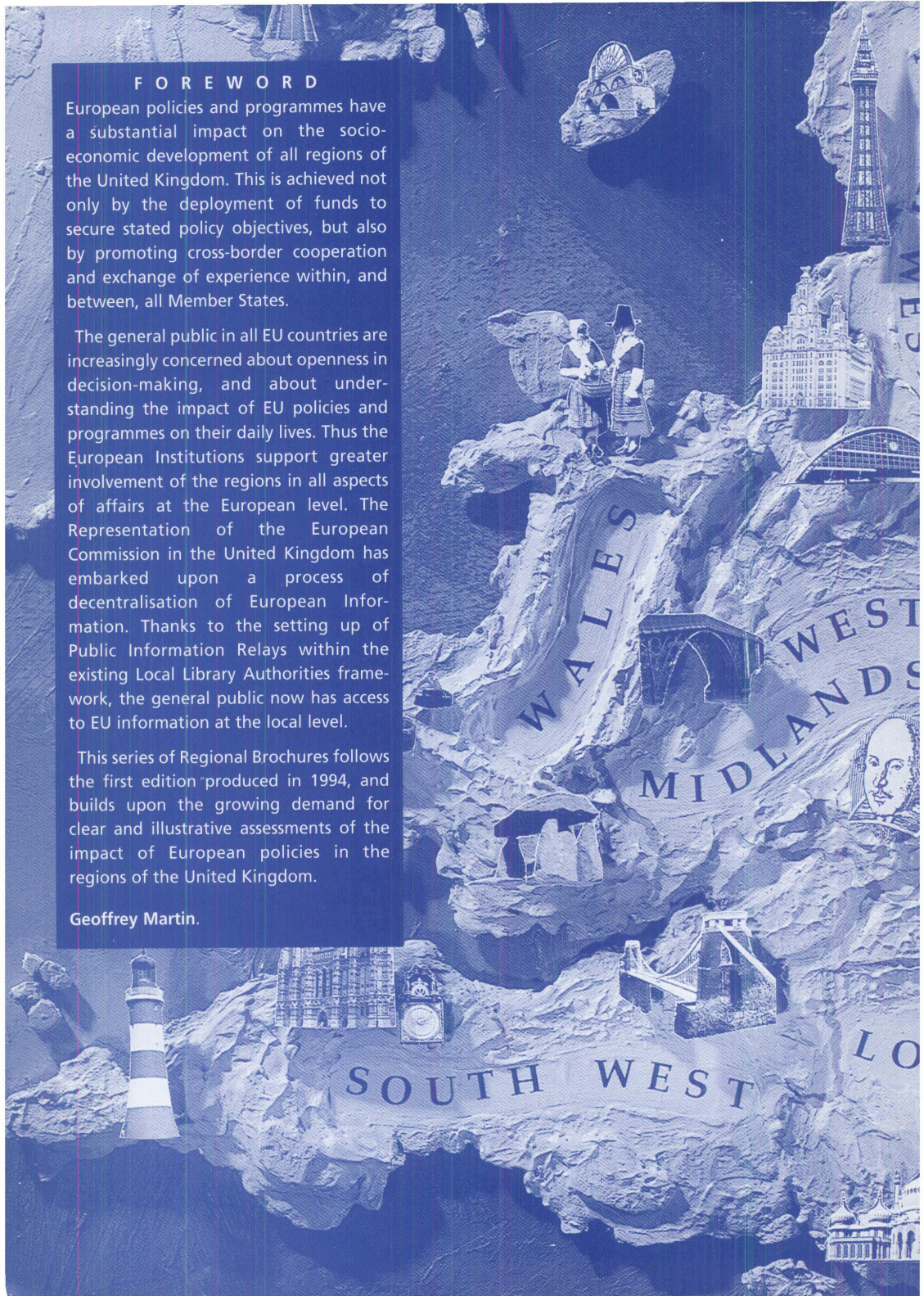
FOREWORD

European policies and programmes have a substantial impact on the socio-economic development of all regions of the United Kingdom. This is achieved not only by the deployment of funds to secure stated policy objectives, but also by promoting cross-border cooperation and exchange of experience within, and between, all Member States.

The general public in all EU countries are increasingly concerned about openness in decision-making, and about understanding the impact of EU policies and programmes on their daily lives. Thus the European Institutions support greater involvement of the regions in all aspects of affairs at the European level. The Representation of the European Commission in the United Kingdom has embarked upon a process of decentralisation of European Information. Thanks to the setting up of Public Information Relays within the existing Local Library Authorities framework, the general public now has access to EU information at the local level.

This series of Regional Brochures follows the first edition produced in 1994, and builds upon the growing demand for clear and illustrative assessments of the impact of European policies in the regions of the United Kingdom.

Geoffrey Martin.



THE EUROPEAN UNION is composed of 15 Member States but it comprises a much greater number of regions whose dynamic diversity is one of the Union's greatest strengths. The current European Union of 15 is clearly very different from the Common Market

1 GENERAL INTRODUCTION

of the original 6. However, its political geography will soon be further changed as negotiations take place over the next few years with Cyprus, Malta and countries in Eastern & Central Europe, the result of which will be a still wider Union. In this radically reshaped Union, the sense of regional identity will be a useful counter-balance to the decision-making by Ministers which national Governments will undertake at the level of the Union itself.

An Inter-Governmental Conference starts in 1996. It will reflect on the current state of the Union and progress made since Maastricht. It will put forward adaptations necessary to carry this reshaped Union forward into the twenty-first century.

The removal of internal frontiers in Europe and the arrangements for completing a Single Market in which there is free movement of people, goods, capital and in the provision of services, has increased the extent of cooperation between regions, be it at the level of the regional or local authorities themselves or through companies and business organisations, or through the educational system and in many other diverse ways. These inter-regional links have grown up throughout the Union, some of



1 GENERAL INTRODUCTION CONTD.

them based on Community development programmes such as INTERREG, while others are of a much simpler kind, based often on long-standing twinning agreements with recent trade-related components added.

As the Union adapts to change the desire for greater democracy and openness in the way decisions are made at the European level increases. Some discussion is focusing on the future role of national Parliaments where Westminster has a contribution yet to make. A recent development has been the establishment of the Committee of the Regions where European Union matters are appraised from a regional perspective by representatives drawn from the regions themselves.

The broad policies of the European Union affect all its citizens and regions both directly and indirectly. These include the creation of the Single Market, the common trade policies, the Common Agricultural Policy, consumer protection rules, environmental improvement, education and training, social policy including health and safety protection and,

of special interest to the regions, the establishment of Trans-European networks in transport, energy and telecommunications.

There are, of course, certain policies and programmes with a more definite regional perspective. These include the Structural Funds, geared to the poorest regions in the Union and those that have been affected by industrial decline. Many regions have suffered from similar changes in key local industries such as steel, coal, textiles, shipbuilding and the defence sector. Policies have, therefore, been drawn up at the European level to address these problems in a similar way in each country. This is one example of the dynamics which the Union is creating at regional level.

Outside the capital cities and sometimes within the most peripheral regions, much of Europe's scientific and educational resources are based. The development of European-wide policies in these areas has helped forge a vast network of regional links that have become part of the nervous system of the Union as a whole.

THE WEST MIDLANDS region with its motor vehicles, engineering, metal-manufacturing and ceramics industries is the most industrialised region in the UK and, as such, has been (and still is) faced with an enormous task of industrial regeneration to take it into the next century. The provision of European aid for restructuring has, therefore, been of inestimable value in this task, assisting the region's many small and medium-sized firms, training its unemployed and disadvantaged, tackling its industrial scars of the past and improving its infrastructure. Learning from the joint experience of similarly afflicted regions elsewhere in Europe through EU-inspired networks is proving a useful initiative in achieving this regeneration. Little is left of the coal industry once thriving in Staffordshire and North Warwickshire but the European Regional Development Fund and the European Coal and Steel Community aid is now helping the stricken communities to cope, providing alternative jobs and facilities where possible. Foreign investment, mainly from the US and Japan, is also proving of great benefit in the modernisation and

diversification of the region's industrial structure, reflecting the benefits the West Midlands can provide in the context of the European Union as a whole. Recent recognition by the EU of the rural problems of the West Midlands' peripheral areas is now prompting new and innovative uses of EU structural funding in areas new to the concept of European aid.

The European dimension is, therefore, of increasing value to all parts of the West Midlands. This booklet illustrates the scope for the expansion of regional relationships all over Europe in areas with similar characteristics as our region and is indicative of the breadth and depth of activity within the West Midlands in European initiatives. The inter-regional momentum within the European Union is growing rapidly at various levels. That is why it is timely to take stock of the West Midlands region's assets and liabilities within a European-wide context.



2 REGIONAL PROFILE

THE WEST MIDLANDS is a land-locked region, stretching from the Northern Cotswolds and Malvern Hills in the south to the Peak Park in the North, from the Welsh Marches in the west to the East Midlands.

The West Midlands comprises two major conurbations - the cosmopolitan Birmingham/Coventry/Black Country urban core in the centre and the Potteries to the north west, plus several major towns and rural areas on the periphery.

Administratively the West Midlands comprises of the Shire Counties of Hereford and Worcester, Shropshire, Staffordshire and Warwickshire and the Metropolitan Districts of Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton.

Once a mining area, it is still the industrial heart of England being the most manufacturing of all UK regions. It has a strong heritage of traditional industries but is now famous for its car and component manufacturing, engineering, metal working, ceramics, carpets and brewing. Tourism and the service sector are growing and the Region is now relatively successful in attracting foreign investment (eg to Telford), new technology industry (eg to Coventry), and developing an international services reputation in Birmingham. The West Midlands remains the second highest exporting region in the UK and has overcome the lack of natural links with the continent through an impressive trading record, inward investment and growing internationalisation of its major companies.

STATISTICAL PROFILE

		Thousands
POPULATION	(1993)	5,289.7
EMPLOYMENT		
- total	(March 1995)	2,006.0
- change	(1979 to 1995)	-235.0
- Manufacturing	(March 1995)	570.0
- change	(1979 to 1995)	-475.0
UNEMPLOYMENT		
- total	(May 1995)	208.9
- rate	(May 1995)	8.4 %
LONG-TERM UNEMPLOYMENT	(over 52 weeks; April 1995)	87.7
YOUTH UNEMPLOYMENT	(under 25; April 1995)	58.5
GDP PER HEAD	(% of UK average, 1995)	93.1
DERELICT LAND		5575.0 hectares

3 IMPACT OF EU POLICIES AND PROGRAMMES

THE EU HAS RECOGNISED the Region as needing European financial support - be it due to high unemployment, industrial dereliction, manufacturing and mining contraction or struggling rural areas. Objective 2 status was granted to the region in support of "industrial areas in decline" and based on high unemployment, industrial concentration and recent job losses. There is also recognition that some parts of the region needed support for rural regeneration and they were granted Objective 5b status (support for declining rural areas). Other parts of the Region have benefited from other EU funding to sectors in decline (eg coal, textiles and defence). In addition the whole of the Region has received EU support for training schemes for the unemployed (particularly long-term, youth and "disadvantaged" unemployed people) under the European Social Fund.

The economic objectives of the European Union are generally well documented, particularly the support of the large prestige projects supported in the past such as the National Exhibition Centre, the International Convention Centre in Birmingham, the Museum developments at Ironbridge Gorge, Warwick University Science Park in Coventry, the Black Country Route road network, etc, but the impact at a human and local community level is also significant and is outlined briefly in this brochure.



*Gas Street Basin,
canal development -
Birmingham*

A Economic impact

REGENERATION OF AREAS AND INDUSTRIES

The Objective 2 (regeneration of industrial areas) and RECHAR (aid to colliery closure areas) programmes alone in the West Midlands were allocated some £270m from the European Regional Development Fund (ERDF) grants (for capital projects) and £53m from the European Social Fund (ESF) (for training, etc) between 1989 and 1993 - over £65m per annum. Additional EU assistance for restructuring the Region's economy over the same period amounted to £93m - an increase of £18m per annum.

The 1994-1996 Objective 2 programme currently receiving the first project approvals has been allocated £221m from the ERDF and £70m from the ESF - a total of £291m. This is the largest Objective 2 programme in the UK and second only to Catalonia, Spain in the EU as a whole. RECHAR will provide an additional £9.1m to the Region.

Objective 2 funding has helped to upgrade several town and city centres, improve public buildings and gateways to centres of population.

Improvements to Birmingham City Centre as the major commercial and service centre have increased confidence and led the private sector to invest over £100m in the past five years in the area. Economic diversification, necessary for future economic prosperity, has been assisted by grants to the National Exhibition Centre (NEC) Hall and the International Convention Centre (ICC) in Birmingham. The latter also assisted the regeneration of the City Centre and its promotion on the international stage through improved general and business tourism. Significant private investment flowed into the Region as a result. In the Black Country, a series of environmental improvements to the canal network and extensive pedestrianisation of town centres have been supported.

Market failure and constraints imposed by dereliction and contamination mean that the provision of industrial sites and premises has been essential to any economic regeneration. ERDF assistance has helped develop many new and attractive sites encouraging inward investment to the Region. Older industrial areas have been able, as a result, to compete for business with the newer green field sites.

Examples of schemes supported by ERDF grants during the 1989-1991 operational programme in Staffordshire include support for the servicing of a major new industrial site at Balliol Business Park in South Staffordshire, the reintroduction of rail passenger services between Walsall and Hednesford, the pedestrianisation of Lichfield's historic Bird Street, major environmental improvements to Cannock Town Centre; improvements to Tamworth Castle and other tourist attractions within the historic town centre, a new motor vehicle and electrical installation technology workshop at Tamworth College.

Case study

Lucas Aerospace, a successful family business in Wolverhampton, was hit by the recession in 1992 and saw its workforce drop from 1,700 in 1987 to 900. However in a bid to safeguard the future of apprentices in its training school and recognising the need for a pool of skilled workers for the future, Lucas launched an unusual rescue package. Once officially unemployed, the trainees were able to continue their courses in the training centre, which had been built with European Regional Development funding of £405,000 without posing a threat to the company's remaining employees. Today, those apprentices all have jobs and new apprentices have followed to safeguard the area's engineering skill resource for not only Lucas but the Wolverhampton engineering industry. Lucas Aerospace can now pride itself on the role it plays not only as the last major engineering employer in the area, but as part of the community.



*International
Convention Centre,
Birmingham*

BUSINESS DEVELOPMENT AND OVERSEAS INVESTMENT

Many business support activities are provided, particularly targeted at small firms. More than 300 businesses have benefited from a wide range of services, including start-up grants, business advice and promotional/marketing activities.

For example EU investment has helped the construction of industrial units for small businesses at the Littleton Business Park in Staffordshire. ERDF grant has also contributed to the development and conversion of former colliery buildings into accommodation for small businesses at the Cannock Chase Enterprise Centre, managed by Staffordshire County Council.

EU aid has also been granted to provide assistance and advice to businesses, along with the DTI and other authorities in the region. For example an ERDF grant has enabled Staffordshire TEC to enhance business counselling services in Lichfield and Tamworth.

TOURISM AND THE ENVIRONMENT

The Single Programming Documents for both the Objective 2 and 5b areas of the English West Midlands recognise the importance of building upon the growth potential of the cultural, tourism and media industries in the region. ESF support has been made available to assist the training of people in these areas of activity to improve the quality of customer care whilst ERDF support is used to finance the infrastructure required to ensure that the area and its cultural heritage remain attractive to visitors and residents alike.

For example an ERDF grant was used by Tamworth Borough Council to open up the development of underused land at Riverdrive, Tamworth to provide accommodation for an innovative indoor ski/ice centre and a leisure centre together with conference facilities and a variety of related leisure-based business activities. In total employment for some 360 people was created.

Employment opportunities have been created by EU support for the Ironbridge Gorge Museum in Shropshire, Ryton Gardens and the Royal Showground at Stoneleigh in Warwickshire, integrated heritage attractions at Tamworth in Staffordshire, the Black Country Museum and Dudley Castle in the Black Country, Coombe Abbey in Coventry, and the Botanical Gardens in Birmingham.

Case study

An award-winning garden for the blind, the jewel of a £1/2 million Wrekin Council project in Telford Town Park, supported by European money has boosted tourism and created jobs. 45% of the cost of redeveloping the urban Shropshire Park was met by ERDF finance. The pay-off has come in the shape of eight new jobs, enhanced leisure facilities for Telford important for tourism, and a sensory garden designed for the blind which won the 1995 White Cane Award.

TRANSPORT

Congestion and poor access can stifle regeneration. EU-supported road schemes such as the Black Country Spine Road, the Coventry North/South Road and the Telford strategic road network, have opened up important economic development areas for the Region.

Road corridors in and around town and city centres were aided to help improve their image, encourage tourism and safeguard local jobs. For example, the lowering of the Paradise Circus roundabout in Birmingham enhanced the major developments around Centenary Square with an attractive link to the City Centre.

The re-signalling of Birmingham's cross-city line, and the re-opening of the Snow Hill to Wolverhampton line to passenger traffic were also EU-funded, thus improving public transport and reducing congestion. This will soon be further addressed by the recently agreed EU support for the proposed new West Midlands METRO line in the urban heart of the West Midlands between Birmingham and Wolverhampton. The project comprises the construction of 21km of light rail line with associated infrastructure and landscaping and environmental enhancements. It aims to aid the relief of congestion and pollution by encouraging a cleaner, more efficient and more sustainable means of transport in the Conurbation.

RESEARCH AND DEVELOPMENT AND SCIENTIFIC COOPERATION AND ENERGY

R&D investment in the West Midlands traditionally has been low : recognition of this and its importance to economic regeneration justified the concentration of EU aid on R&D in Coventry around Warwick University Science Park and Westwood Business Park in order to achieve "critical mass". The Science Park is a "centre of excellence" and has now become a prime location for companies in advanced manufacturing technology. It acts as a nursery from which expanding firms migrate to larger units at the adjacent Westwood Park.

ERDF-funded developments of 45 high-quality units for hi-tech companies in the Aston Science Park, Birmingham - a joint venture between the University of Aston, Birmingham City Council and Lloyds Bank have created some 298 highly skilled jobs.

Technology-transfer facilities have been provided at Wolverhampton Science Park and high-level training facilities funded in Lichfield, Tamworth and the Wrekin.

In 1993 Walford College of Agriculture was successful in gaining a £150,000 EU grant for a demonstration project turning pig and cow slurry into energy and fertilisers. This was one of 14 successful projects out of 167 UK applications in 1993 to receive funding under the LIFE Environmental programme. The project was devised in conjunction with the County Council and Waste Refineries International Limited.

RURAL DEVELOPMENT AND AGRICULTURE

The new Objective 5b (regeneration of rural areas) for this region 1994-1999 has allocated £31m to the eligible Marches area and a small percentage of the 5b programme to the Midlands Uplands.

Objective 5b eligibility has prompted the setting up of new partnerships in rural communities. It encouraged people from all backgrounds to work together to boost the start-up of new businesses and growth, develop rural communities as viable and self-sustaining places to live and work, achieve the maximum potential of the area as a tourist destination in ways which respect both the environment and the needs of local communities and assist agricultural and related businesses in adapting and diversifying their activities.

Case study

Ditton Priors in Shropshire is recognising that its village hall is a traditional focus of the rural community. It is bidding for £90,000 European funding under Objective 5b to help build its new village hall which will not only provide a stage for Ditton Prior's thriving amateur dramatic society, but a child care facility and telematic bureau for the busy industrial park behind it. This bid revolves around the assertion that the community is one of the most important factors in the economic health of the region. The existing village hall is an old asbestos-roofed canteen on the edge of a former military base that is now a thriving centre for local industry.

CROSS-FRONTIER COOPERATION

The European Union seeks to reduce the economic divergences between its poor and rich regions through its restructuring aid. It also supports the initiation and strengthening of links between the European Regions themselves.

The West Midlands has been an enthusiastic participant in this venture, through inter-regional joint projects, membership of Regional Associations, simple twinning and educational exchanges.

The European Commission, for instance, is supporting a West Midlands-led project to exchange experience and adopt best practice on environmental auditing in regions across Europe. Regions from Germany, Spain and the UK are currently proposing a survey of relevant mechanisms, procedures and information to assist them in their future planning studies. Birmingham is working with, amongst others, Rotterdam and Antwerp on promoting best-practice in multi-cultural education in schools.

The West Midlands Regional Forum of Local Authorities with its membership of the Association of European Regions of Industrial Technology (RETI) and the Assembly of European Regions (AER) is an example of a regional association heavily active in the European field. Birmingham is also a member of the EURO CITIES association. Through its membership of the Assembly of European Regions, the Region for example, has been conducting a European-wide survey on the impact of EU policies on land-use planning. The EU is supporting the West Midlands and Limousin (France) in the conduct of this survey whose findings will be vital to future regional policy-making.

B Social Impact

Human resource projects have been the mainstay of the European Social Fund Objectives 3 and 4 to help alleviate unemployment among young people, especially the long term unemployed and various disadvantaged groups.

In the period 1990-1993 over 270,000 beneficiaries were assisted by such funding in the West Midlands Region - taking advantage of some £95m of ESF aid for this purpose. Much of this was concentrated on people excluded from the labour market for a variety of reasons.

EDUCATIONAL OPPORTUNITIES

The West Midlands has also been closely involved in European programmes for higher education especially in the ERASMUS programme (the Euro-

pean Community Action Scheme for University Studies) and the TEMPUS programme (the Trans-European Mobility Scheme for University Studies).

ERASMUS aims to promote student mobility and co-operation in higher education within the Member States of the European Union and the European Economic Area. Universities in the region have therefore been involved in sending students to ERASMUS partner institutions for a period of at least three months, receiving students in a similar way and working closely with staff from their partner institutions in areas such as curriculum development and intensive programmes. An example of one such project is a proposed international Masters programme in Sociology which involves institutions in Belgium, Germany, Spain, the UK, France and Greece working together to develop a programme which will lead to students from the partner institutions receiving dual or multiple awards.

The TEMPUS programme involves the Member States of the European Union and the countries of Central and Eastern Europe and has enabled staff and students from countries such as Hungary, Romania, the Czech Republic and Poland to work and study in Western Europe for a period of time. The identification of a need for business and management graduates, familiar with the fundamental principles of the working of a market economy, has led to a University in the region co-ordinating a project to develop a business administration programme in three Albanian universities. This involves three month updating and retraining periods for staff from the Albanian partners at EU institutions, the organisation of a three year undergraduate programme in business administration in Albania, with the assistance of teaching staff from the EU partners, and offering 15 Albanian university graduates the opportunity to study for an MBA degree or equivalent at the EU partner universities.



*Ironbridge -
Shropshire*

TRAINING

Over 100,000 people within the West Midlands have benefited from European Social Fund assisted training projects under Objective 2, addressing the needs of the local labour market. By helping to meet the skill requirements of the workforce, the ESF has been used to head off skill shortages and bottlenecks, benefitting individual workers, small firms and inward investors. Successful examples under this priority abound throughout the eligible area.

In recent years, the emphasis in this Region has been on new, innovative projects under the ESF. Hence in 1994 for example, Walsall MBC supported 12 long-term unemployed single parent women under 25 years old in Community Arts Leadership. Shropshire County Council provided a scheme which encouraged adults with learning difficulties to

take up places in agriculture, horticulture and business skills through a training development project called "Patchworks". In the main stream of training for young-unemployed under 25, Wolverhampton Metropolitan Borough Council supported vocational training for young people to become Technician Engineers to NVQ level 3 for BTEC National Engineering. 15 beneficiaries completed the course, one third of the intake came from ethnic minority backgrounds. The ESF contributed £30,452.

In addition to ESF grants, the West Midlands have also taken full advantage of the EU's programmes HORIZON, NOW AND EUROFORM. In Staffordshire, the TEC and the Local Authorities developed a training scheme for the Telecottage operation in the Staffordshire Moorlands which attracted considerable attention, not least from its trans-national partners, especially from the Alentejo region of Portugal.

In the Black Country, an Open Learning pack was developed to train trainers of women wishing to establish their own enterprises. This voluntary-sector led project was supported by a number of Local Authorities and the TECs and the trans-national dimension of the project stemmed from the IRIS network and involved partners in Denmark, Greece, Spain and France. In addition 50 trainees from the Midlands were trained in business skills as well as 30 Italian women who came to Willenhall to enhance their enterprise management skills. The European Social Fund contributed £97,000 and cofinance came from a wide range of local partners including the Training and Enterprise Councils and City Challenge Partnerships.

SOCIAL-SUPPORT MEASURES

A large number of proposals has been made in 1995 which demonstrates the Region's commitment to collaboration both locally and with partners in other Member States of the European Union in helping the disadvantaged in the labour market. For example the County Probation Service, together with Shropshire County Training developed an innovative two-week "Impact" course, with ESF support, specifically aimed at helping ex-offenders get back into the labour market. Shropshire County Council took on, with ESF support, 32 long-term unemployed women on four separate courses including basic skills, CV writing and job search.

Case study

Bosnian refugees now living in Coventry are being helped towards recovery and a new life by the North Warwickshire College and European HORIZON funding. Eighty four Bosnians have received qualifications following their three-days a week training at the college paid for by the HORIZON programme. Apart from helping a huge

number of people, the HORIZON programme has shown how skills first developed by the college to assist Asian people can be adapted to help new refugees from a war-torn part of Europe find a place in a new society.

C Cultural impact

RESTORATION OF CULTURAL AND ARCHITECTURAL HERITAGE

A few examples :

European investment has been prominent in the development of the Blists Hill Museum in Shropshire, including the provision of new attractions, the repair or conservation of 5 important Listed Buildings, the creation of 11 jobs within museum properties and new visitor handling facilities. An EU grant has helped to improve the setting of the Jackfield Bridge over the River Severn in the World Heritage site of the Ironbridge Gorge.

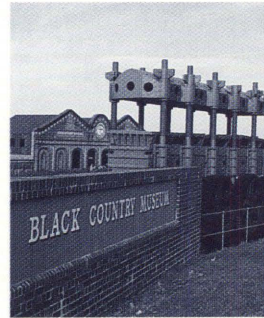
A grant from the EC assisted the conversion of the Palace Cinema into the Palace Media Centre in Tamworth aimed at broadening awareness and involvement in the arts including sound and video recording and editing, photographic studio and desktop publishing.

INTER-REGIONAL ACTIVITIES

Town twinning is now very popular across the Region with several cities/towns twinning with more than one town abroad. Coventry leads in this respect with twinning agreements with Cork, Caen, St Etienne, Sarajevo, Frankfurt, Kiel, Dresden, Bologna and Arnhem followed by Birmingham with agreements with Frankfurt, Leipzig, Lyons and Milan. On a much more modest scale the tiny North Staffordshire hamlet of Betley has an association with Agny in France.

Other French connections include Redditch with Auxerre, Evesham with Dreux, Rugby with Evreux, Leominster with Saverne and Bridgenorth with Thiers. Droitwich is twinned with the German town of Bad Ens, Ross on Wye with Betzdorf, Stoke on Trent with Erlangen and Ellesmere with Reutlingen. Other links include Ludlow with San Tietro in Italy, Lemington Spa with the Dutch town of Heenstede, Nuneaton and Bedworth with Guadalajara in Spain and Stafford with Tarragona also in Spain and Dreiech in Germany.

These twinings have led to many special events - the "Shropshire in Europe" event encouraged local business to become aware of the opportunities of the Single Market, while the Staffordshire European Festival programme included more than 200 events in a fortnight.



Black Country Museum

- Dudley

4 THE INVOLVEMENT OF LOCAL AND REGIONAL BODIES AND INDIVIDUALS

i SOURCES OF EUROPEAN UNION INFORMATION

EUROPEAN DOCUMENTATION CENTRES (EDCS)

help universities promote and develop studies in the field of European integration. Some of them receive the complete range of EU documentation, others receive selective documentation. Both enjoy privileged access to EU databases. EDCs also allow access for European information to the public and to students. The EDC network is supported by the European Commission.

Information Services
University of Central England
BIRMINGHAM,
West Midlands B42 2SU
Contact: Linda Garratt
Tel: 0121 331 5298
Fax: 0121 356 2875

European Information Centre
Main Library
University of Birmingham
BIRMINGHAM,
West Midlands B15 2TT
Contact: Hywel Williams
Tel: 0121 414 6570
Fax: 0121 471 4691

Lanchester Library
Coventry University
Much Park Street, **COVENTRY**,
West Midlands CV5 8LN
Contact: Geoffrey Stratford
Tel: 01203 838 295
Fax: 01203 838 686

The Library
University of Warwick
Gibbet Hill Road, **COVENTRY**,
West Midlands CV4 7AL
Contact: Jolyon Hall
Tel: 01203 523 523 x 2041
Fax: 01203 524 211

The Library
University of Keele
KEELE, Staffordshire ST5 5BG
Contact: Margaret Bird
Tel: 01782 584 162
Fax: 01782 711 553

Robert Scott Library
University of Wolverhampton
St Peter's Square
WOLVERHAMPTON,
West Midlands WV1 1RH
Contact: Caterina Tear
Tel: 01902 322 300
Fax: 01902 322 668

EURO UNITS

provide a range of European orientated support services to all providers of vocational training and education. Euro Units have contacts in Government, industry, education and other bodies. Services include the provision of regional resource and information centres, organisation of conferences, study visits, the development and promotion of initiatives for teaching languages and developing and disseminating of good practice in the Europeanisation of the curriculum.

West Midlands Euro Unit
SANDWELL, West Midlands
Contact: Ray Hill, Director
Tel: 0121 541 1535
Fax: 0121 511 1025

PUBLIC INFORMATION RELAYS (PIRS)

consist in public libraries who have set up, in partnership with the European Commission, a network to provide the general public with access to EU information on the established policies and programmes of the EU at a local level. They receive some of

the information and materials published by EU institutions and other relevant bodies in printed, and possibly in electronic form.

Birmingham Libraries
Social Sciences Information Services
Central Library, Chamberlain Square, **BIRMINGHAM**,
West Midlands B3 3HQ
Contact: Stephen Wood,
Head of Service
Tel: 0121 235 4545
Fax: 0121 233 4458

Dudley Library
St James Road, **DUDLEY**,
West Midlands DY1 1HR
Contact: Michael Gay,
Reference Librarian
Tel: 01384 453 554
Fax: 01384 453 543

Library Services
1 Castle Gates, **SHREWSBURY**,
Shropshire SY1 2AQ
Contact: Elaine Moss,
Information Services Librarian
Tel: 01743 255 380
Fax: 01743 255 383

Solihull Central Library
Solihull Libraries and Arts
Department Information Services
Homer Road, **SOLIHULL**,
West Midlands B91 3RG
Contact: Noel Hird, Head
of Information Services
Tel: 0121 704 6977
Fax: 0121 704 6212

Staffordshire Libraries HQ
Friars Terrace, **STAFFORD**,
Staffordshire ST17 4AY
Contact: Heather Jones,
Information Officer
Tel: 01785 278 350
Fax: 01785 278 319

Walsall Central Library
Information Services
Lichfield Street, **WALSALL**,
West Midlands WS1 1TR
Contact: Rita Kennedy,
Information Services Manager
Tel: 01922 653 110
Fax: 01922 722 687

Warwickshire Library Services
Barrack Street, **WARWICK**,
Warwickshire CV34 4TH
Contact: W Fleming, Head
of Information Service
Tel: 01926 412 863
Fax: 01926 412 471

Wolverhampton Metropolitan
Borough Council
Central Library, Show Hill
WOLVERHAMPTON,
West Midlands WV1 3AX
Contact: Mrs Chapman,
Assistant Director, Leisure
Services, Chief Librarian
Tel: 01902 312 025
Fax: 01902 714 579

Hereford & Worcester County
Council
Droitwich Library, Victoria Square
Droitwich, **WORCESTER**,
Hereford & Worcester WR5 8DQ
Contact: Steward A Scott,
Assistant Librarian
Tel: 01905 797 399
Fax: 01905 797 401

DEPOSITORY LIBRARIES

stock a comprehensive collection
of official EU documentation
which can be consulted by the
general public. In addition, the
material held by the British
Library Document Supply Centre
is available through the national
network for inter-library lending.

**London - Westminster
Central Reference Library**
Contact: Kathleen Oxenham
Tel: 0171 798 2034

**Liverpool - Business and
Information Library**

Contact: Edwin Fleming
Tel: 0151 225 5430

Wetherby - British Library
Document Supply Centre
Contact: Andrew Smith
Tel: 01973 546 044

LOCAL AUTHORITY EURO- PEAN LIAISON OFFICERS

are responsible for the coordin-
ation of EU general awareness
raising activities and/or dissem-
ination of general EU information
within the local authority. They
may also coordinate their
authority's applications for
European Union funding.

COUNTY COUNCILS

Shropshire County Council
Shrewsbury, Shropshire
Contact: Mr N R Boden,
European Liaison Officer
Tel: 01743 252 522

Staffordshire County Council
Stafford, Staffordshire
Contact: Ms E Knight,
European Liaison Officer
Tel: 01785 277 366

Warwickshire County Council
Warwick, Warwickshire
Contact: John Scouler, Group
Manager - Departmental Strategy
Tel: 01926 410 410

**Hereford & Worcester
County Council**
Worcester, Hereford & Worcester
Contact: Sarah Tulk, European
Information Officer
Tel: 01905 766 897

METROPOLITAN BOROUGH COUNCILS

**Dudley Metropolitan
Borough Council**
Dudley, West Midlands
Contact: R Winzer, Principal Officer
Tel: 01384 453 790

Sandwell Metropolitan

Borough Council
Oldbury, West Midlands
Contact: Mr T Dunn
Tel: 0121 569 2088

**Solihull Metropolitan
Borough Council**
Solihull, West Midlands
Contact: Herjinder Aoulick,
European Officer
Tel: 0121 704 8192

**Walsall Metropolitan
Borough Council**
Walsall, West Midlands
Contact: Carol Flood, Senior
Economic Development Officer
Tel: 01922 653 245

**Wolverhampton Metropolitan
Borough Council**
Wolverhampton, West Midlands
Contact: Alan Emery,
European Policy Officer
Tel: 01902 314 039

DISTRICT/BOROUGH COUNCILS

Bromsgrove District Council
Bromsgrove,
Hereford & Worcester
Contact: Jonathon Little, Head
of Economic Development
Tel: 01527 873 232 x 338

**East Staffordshire Borough
Council**
Burton Upon Trent, Staffordshire
Contact: Keith Jones, Head of
Legal & Development Services
Tel: 01283 508 621

**Cannock Chase District
Council**
Cannock, Staffordshire
Contact: B Phillips,
Implementation Manager
Tel: 01543 464 339

**South Staffordshire District
Council**
Codsall, Staffordshire
Contact: Glen Parker,
Commercial Development Officer
Tel: 01902 696 117

Warwick District Council

Leamington Spa, Warwickshire
Contact: Dennis Stanley,
Economic Development Officer
Tel: 01926 885 239

Lichfield District Council

Lichfield, Staffordshire
Contact: Steve Smith, Assistant
Director (Economic
Development & Tourism)
Tel: 01543 414 000

South Shropshire District Council

Ludlow, Shropshire
Contact: Audrey Rogers,
Executive Assistant
Tel: 01584 874 941

Newcastle-under-Lyme Borough Council

Newcastle-under-Lyme,
Staffordshire
Contact: Caroline Burrows,
Development Officer
Tel: 01782 742 460

Wychavon District Council

Pershore, Hereford & Worcester
Contact: Suzanne Kirby,
Performance Review Officer
Tel: 01386 565 000

Redditch Borough Council

Redditch, Hereford & Worcester
Contact: Peter Davies,
Head of Development
Tel: 01527 64252

Rugby Borough Council

Rugby, Warwickshire
Contact: Michael Lenihan,
Economic Development Officer
Tel: 01788 533 512

Stratford-Upon-Avon District Council

Stratford-Upon-Avon, Warwickshire
Contact: Tony Bratt,
Administrative Services Manager
Tel: 01789 260 210

Tamworth Borough Council

Tamworth, Staffordshire

Contact: Julian Draper, Principal
Assistant - Corporate Services
Tel: 01827 311 222 x 218

Wrekin District Council

Telford, Shropshire
Contact: Nicola Bargery
Tel: 01952 202 369

CITY COUNCILS**Birmingham City Council**

Birmingham, West Midlands
Contact: Gareth Williams,
Head of the European &
International Task Force
Tel: 0121 235 4670

Coventry City Council

Coventry, West Midlands
Contact: D Taylor, Head of Policy
Tel: 01203 833 776

City of Stoke-on-Trent Council

Stoke-on-Trent, Staffordshire
Contact: Joanna Thomas,
Principal Policy & Strategy Officer
Tel: 01782 744 241

UK MEMBERS OF THE EUROPEAN PARLIAMENT (MEPs)

There are now 87 MEPs for the UK, who have been elected by universal suffrage for a five year term (1994-1999). Their role is to represent their constituency in the European Parliament, which monitors proposals made by the European Commission and decisions made by the Council of Ministers and can suggest amendments. It also has important powers over the EC budget. MEPs may enquire about any Community legislation by submitting oral and written questions. Finally the Maastricht Treaty gave MEPs new powers of co-decision with the Council of Ministers in certain policy areas.

Birmingham East

Christine Crawley (Labour)
Birmingham District Euro Office
14 - 16 Bristol Street

BIRMINGHAM,
West Midlands B5 7AF
Tel: 0121 622 2270
Fax: 0121 666 7322

Birmingham West

John Tomlinson (Labour)
First Floor Offices
34 Bridge Street, WALSALL,
West Midlands WS1 1HQ
Tel: 01922 22586
Fax: 01922 724 923

Coventry and North Warwickshire

Christine Oddy (Labour)
3 Copthall House
Station Square, COVENTRY,
West Midlands CV1 2FZ
Tel: 01203 552 328
Fax: 01203 551 424

Peak District

Arlene McArthy (Labour)
16 North Road,
GLOSSOP,
Derbyshire SK13 9AS
Tel: 01457 857 300
Fax: 01457 867 339

Hereford and Shropshire

David Hallam (Labour)
41 Underhill Street BRIDGNORTH,
Shropshire WV16 4BP
Tel: 01746 768 860
Fax: 01746 768 850

Midlands West

Simon Murphy (Labour)
Room 2/3, Gresham Chambers
14 Lichfield Street
WOLVERHAMPTON,
West Midlands WV1 1DP
Tel: 01902 712 366
Fax: 01902 201 276
email (GeoNet): simon.murphy

Staffordshire West and Congleton

Michael Tappin (Labour)
Europa House, 28-30 Hartshill
Road, STOKE-ON-TRENT,
Staffordshire ST4 7QU
Tel: 01782 414 771
Fax: 01782 414 805

Staffordshire East and Derby

Phillip Whitehead (Labour)
53 High Street
BURTON UPON TRENT,
Staffordshire DE14 1JS
Tel: 01283 569 779
Fax: 01283 569 785

**Worcestershire and South
Warwickshire**

John Corrie (Conservative)
Kynaston, 4 The Green
Fladbury, PERSHORE
Hereford & Worcester WR2 5PL
Tel: 01386 442 469 (Office)
or 01557 820 232 (Secretary)
Fax: 01386 40502 (Office)
or 01557 820 211 (Secretary)

**UK MEMBERS OF THE COM-
MITTEE OF THE REGIONS
RESIDENT IN THIS AREA**

There are 24 UK Members of the Committee of the Regions who are appointed on a political and geographical basis to represent all types of UK local government for a period of four years. Acting as an advisory body, it must be consulted on subjects such as education, youth, culture, public health, transport, etc. It may also take the initiative to give its opinion in other areas of interest to the regions, including agriculture, environmental protection, etc.

Councillor Albert Bore

(Labour)
Birmingham City Council
The Council House,
Victoria Square, Birmingham,
West Midlands B1 1BB
Tel : 0121 235 3140
Fax : 0121 235 3242

**EUROPEAN INFORMATION
CENTRES (EICs)**

provide information on European Union issues to SMEs. EICs receive a continuous flow of information from Europe and have access to EU databases,

including Tender Electronic Daily (TED) which carries details of invitations to tender for public works, supply and service contracts. Some EICs also assist companies looking for business partners in the EU through the Business Cooperation Network (BC-Net) - see description below - and advise businesses on their participation in EU activities. The EIC network is supported by the European Commission.

European Business Centre
Chamber of Commerce House
75 Harborne Road,
Edgbaston, **BIRMINGHAM**,
West Midlands B15 3DH
Contact: Sharon Clift
Tel: 0121 455 0268
Fax: 0121 455 8670

The Black Country European
Business Centre
Business Link Dudley
Dudley Court South
Waterfront East, Level Street,
Brierley Hill, **DUDLEY**,
West Midlands DY5 1XN
Contact : James Gray
Tel : 01384 868 110
Fax : 01384 868 400

Staffordshire European
Business Centre
Shire Hall, 71-75 Market Street
STAFFORD,
Staffordshire ST16 2LQ
Contact: Tim Hiscock
Tel: 01785 277 380
Fax: 01785 53207

Shropshire and Staffordshire EIC
Business Link
Stafford Park 4, **TELFORD**,
Shropshire TF3 3BA
Contact: Sue Johnson
Tel: 01952 208 213
Fax: 01952 208 208

**BUSINESS COOPERATION
CENTRES NETWORK (BC-NET)**

was established by the European

Commission to give companies a framework within which to expand into the EU market and the practical means, through specialist support, to develop commercial, financial and technical co-operation at a European level. Its primary task is to help identify, through a European network of business advisers, other businesses with which they can work. It operates through a network of 600 business advisers, who endeavour to find a partner for any type of business activity, eg mergers, joint ventures, franchises, etc. The cost for such a service varies quite considerably. In general, there is an administrative charge and a consultancy fee.

The West Midlands Regional
Technology Centre (WEMTCH)
Bordesley Hall, The Hollway,
Alvechurch, **BIRMINGHAM**,
West Midlands B48 7QQ
Contact: David Sandercock
Tel: 01527 595 066
Fax: 01527 595 033

University of Warwick
Science Park Ltd
Barclays Venture Centre
Sir William Lyons Road
COVENTRY,
West Midlands CV4 7EZ
Contacts: Dr Tom Webster
or Henrik Uggerloese
Tel: 01203 690 692
or 01203 419 157
Fax: 01203 410 156

Staffordshire European Business
Centre
Staffordshire Technology Park
Beaconside, **STAFFORD**,
Staffordshire ST18 0AQ
Contact: Tim Hiscock
Tel: 01785 59528
Fax: 01785 53207

INNOVATION RELAY CENTRES

promote the EC's research and technological development policy

by offering specialist advice to local industry in the identification of partners through the Community Research and Development Information Service (CORDIS), of opportunities for participation in R&D programmes and for the submission of proposals. They provide a range of services to contractors involved in R&D to help them protect, exploit and disseminate the results of their work.

Relay Centre for the Midlands

Coventry University
Enterprises Ltd
Priory Street, Coventry, West
Midlands CV1 5FB
Contact: Charles Leonard
Tel: 01203 261 199
Fax: 01203 221 396

INTEGRATED REGIONAL GOVERNMENT OFFICES

bring together the regional offices of the Departments of Employment, Environment, Trade and Industry and Transport, pooling their expertise. The role of Government Offices is to work in partnership with the local community to maximise the competitiveness, prosperity and quality of life in the region. They also represent the UK Government in regions. Their European branches provide a secretariat for organisations and individuals on various European programmes including the European Regional Development Fund and the European Agricultural Guidance and Guarantee Fund, etc. The Scottish Office, Welsh Office and Northern Ireland Office perform similar functions within their area.

Government Office for the West Midlands

Five Ways Tower, Frederick Road
BIRMINGHAM,
West Midlands B15 1SJ

Contact: Kevin Griffiths
Tel: 0121 626 3392
Fax: 0121 626 2353

TRAINING AND ENTERPRISE COUNCILS (TECS)

in England and Wales and Local Enterprise Companies (LECs) in Scotland are independent private companies formed by local business people, working under performance-related contracts to the Government. There are 81 TECS covering England and Wales. Their counterparts in Scotland are the 22 LECs. The fundamental aim of every TEC is to foster economic growth and contribute to the regeneration of the community it serves. TEC initiatives include Training for Work, Youth Credits, Modern Apprenticeship, Investors in People, National Vocational Qualifications, Education Business Partnerships, Business Start Up and Business Link.

Birmingham TEC

Birmingham, West Midlands
Contact: Isabel Ford
Tel: 0121 622 4419

Coventry & Warwickshire TEC

Coventry, West Midlands
Contact: Sue Bladon
Tel: 01203 635 666

Dudley TEC

Dudley, West Midlands
Contact: Angela Baker
Tel: 01384 485 000

Central England TEC (CENTEC)

Redditch, Hereford & Worcester
Contact: A J Dessai
Tel: 01527 545 415

Staffordshire TEC

Stoke-on-Trent, Staffordshire
Contact: Julie Cosgrove
Tel: 01782 202 733

Business Link and Shropshire TEC

Telford, Shropshire
Contact: Sue Johnson
Tel: 01952 208 200

Walsall TEC

Walsall, West Midlands
Contact: Dorothy Cronin,
Head of Finance
Tel: 01922 32332

Sandwell TEC

West Bromwich, West Midlands
Contact: Robert Cope
Tel: 0121 525 4242

Wolverhampton TEC

Wolverhampton, West
Midlands
Contact: Martin Owen
Tel: 01902 397 787

Hereford & Worcester TEC (HAWTEC)

Worcester, Hereford & Worcester
Contact: Ray Harding,
European Officer
Tel: 01905 723 200

REGIONAL ASSOCIATIONS

The West Midlands Regional Forum of Local Authorities seeks to secure general well-being of the inhabitants of the West Midlands Region and to this end, it receives, analyses and disseminates information and promotes the region both within the UK and Europe.

West Midlands Regional Forum of Local Authorities

PO Box 11, Martin Street
Stafford, Staffordshire ST16 2LH
Contact: George Morran,
Principal Officer
Tel: 01785 276 240
Fax: 01785 58243

1995 REGIONAL BROCHURES

- 1 **YORKSHIRE AND HUMBERSIDE**
Humberside, North Yorkshire,
South Yorkshire, West Yorkshire
ISBN: 1 86158 002 9
- 2 **THE SOUTH WEST**
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Part 2 : Avon, Dorset, Gloucestershire,
Isle of Scilly, Somerset, Wiltshire
ISBN: 1 86158 003 7
- 3 **THE EAST MIDLANDS**
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Lincolnshire, Northamptonshire,
Nottinghamshire
ISBN: 1 86158 004 5
- 4 **THE NORTH WEST**
Cheshire, Cumbria, Greater Manchester,
Lancashire, Merseyside
ISBN: 1 86158 005 3
- 5 **EAST ANGLIA**
Cambridgeshire, Norfolk, Suffolk
ISBN: 1 86158 006 1
- 6 **THE SOUTH EAST**
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Part 3: Bedfordshire, Essex,
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- 13 **WALES - in Welsh**
ISBN: 1 86158 014 2

The Regional Brochures have been organised on the basis of the Government's existing standard regions for England. These are the areas covered by the English Regional Associations which, inter alia, are responsible for advising the Secretary of State for the Environment on regional planning guidance. Some of the Regions have been subdivided to reflect their population and/or geographic size. Cumbria has been included in the North West brochure as its European Structural Funds are handled from Manchester, as part of the North West programme.

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THE WEST

MIDLANDS

