

Employment and Skills Opportunities & Challenges – Staffordshire Moorlands

Skills and Employability Team

Staffordshire County Council

2023



Introduction

To provide insight into current and future employment and skills demand and supply opportunities and challenges in Staffordshire Moorlands.

Note: due to the time period covered, data will have been impacted by COVID-19.



- Adult skills levels above average levels
- Business Survival rate above average
- Claimant count and youth claimant count lowest of all districts
- Employment rate above region and national levels
- High job growth rate 2016-21 above county, regional and national levels

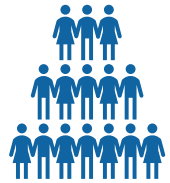
- Capitalise on new technologies such as AI and automation to drive key sectors
- Develop strong enterprise offer to encourage new SMEs
- Key development area for businesses and investment
- Further promotion as tourist and nature destination
- Repurpose town centre to encourage mixed use and future proof amenities



- Business start-up rate lowest of all districts and below average levels
- Higher occupation group jobs below county and national levels
- Low business base growth 2017-22
- Productivity declining trend and below average levels
- Resident earnings below county and national levels

- Adapting amenities and town centre to be future proof and sustainable
- Addressing labour skills shortage (e.g. health and social care)
- Attracting new business investment
- Continuing to raise aspirations amongst young people and improve skills levels
- Increasing productivity
- Supporting new business development and increasing level of higher skilled jobs

Headline Findings



33,750 jobs in 2021, equivalent to above average growth of **6%** 2016-21



Strong business survival rate of **64%** above county at 62%, regional at 51% and national at 58%



Lowest claimant count of all districts at **1.9%**, below county at 2.9% and national at 3.8% June 2023



Adult skills levels above average at **47.5%** NVQ4+, whereas county 41.8% and national 43.2%. NVQ4+ levels improved **+10.9%** 2017-2021

Business Growth and Key Sectors

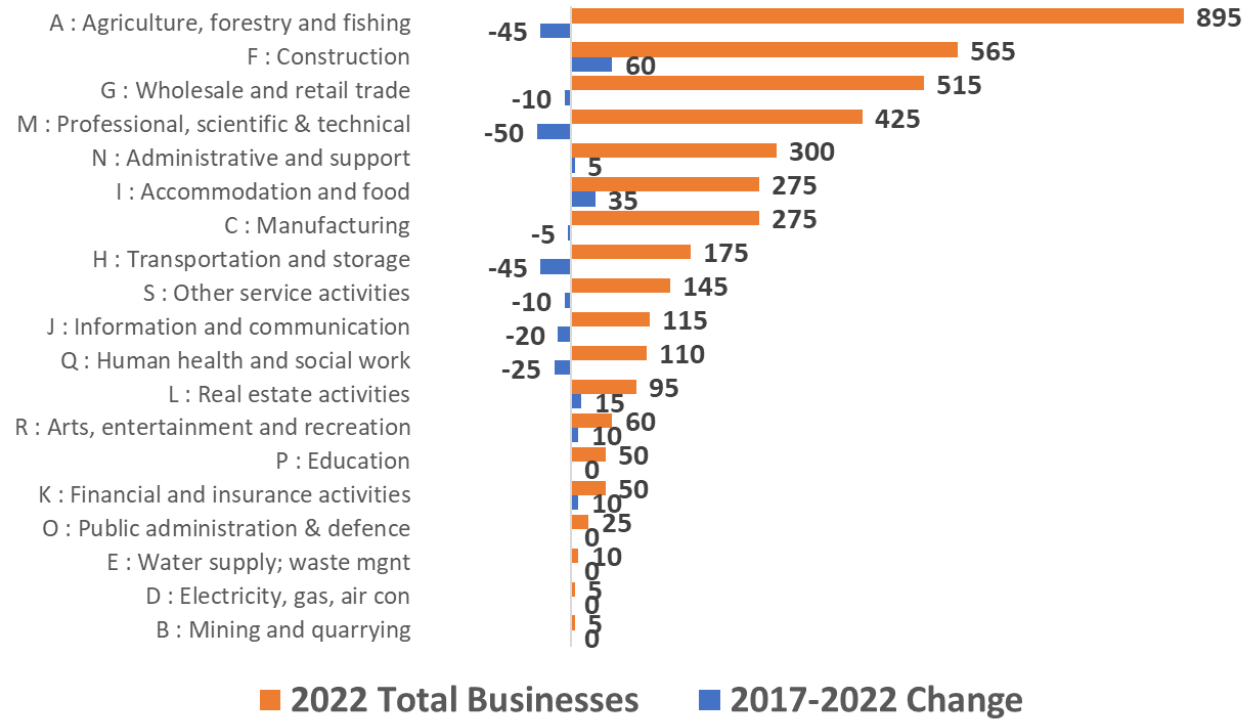
There were 4,095 businesses based in Staffordshire Moorlands in 2022. Between 2017-22 there were 70 fewer businesses, -2% growth.

Key sectors include Agriculture, forestry & fishing (895 businesses), Construction (565 businesses) and Wholesale & Retail (515 businesses)

Strongest growth between 2017-22 in Construction (+60 businesses), Accommodation & Food (+35 businesses) and Real Estate (+15 businesses)

Notable declines between 2017-2022 in Professional, Scientific & Technical (-50 businesses), Transportation & Storage(-45 businesses), Agriculture, forestry & fishing (-45 businesses)

Total Businesses 2022 and Business Change 2017-2022

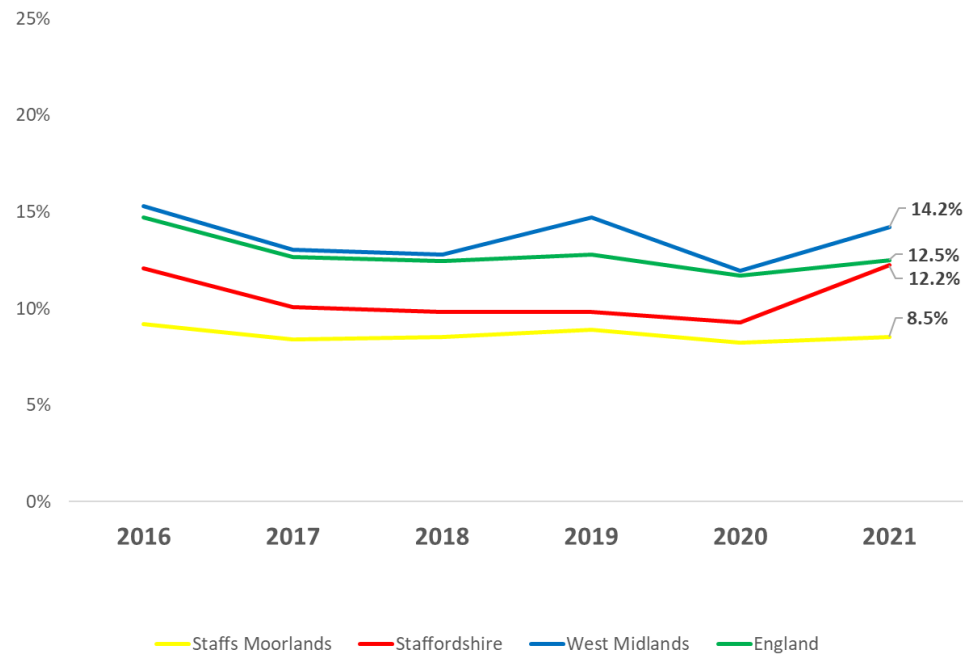


Source: UK Business Counts, 2023

Business Start Ups and Closures

Staffordshire Moorlands Business Start Up Rate for 2021 at 8.5% is below county (12.2%), region (14.2%) and national (12.5%) averages. Staffordshire Moorlands has the lowest business start-up rate of all Staffordshire districts.

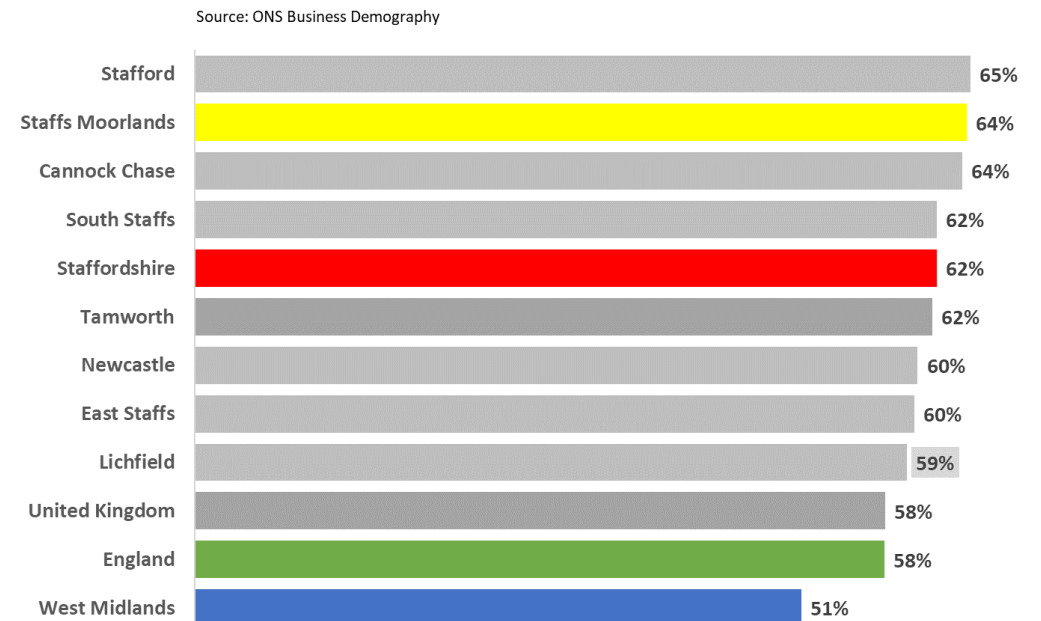
Business Start up Rate 2016-2021 (%)



Source: ONS Business Demography, 2023

Staffordshire Moorlands has a very strong business survival rate at 64% in 2021 – better than county (62%), region (51%) and national (58%) averages

Business 3-Year Survival Rate 2021 (%)



Key Employment Sectors

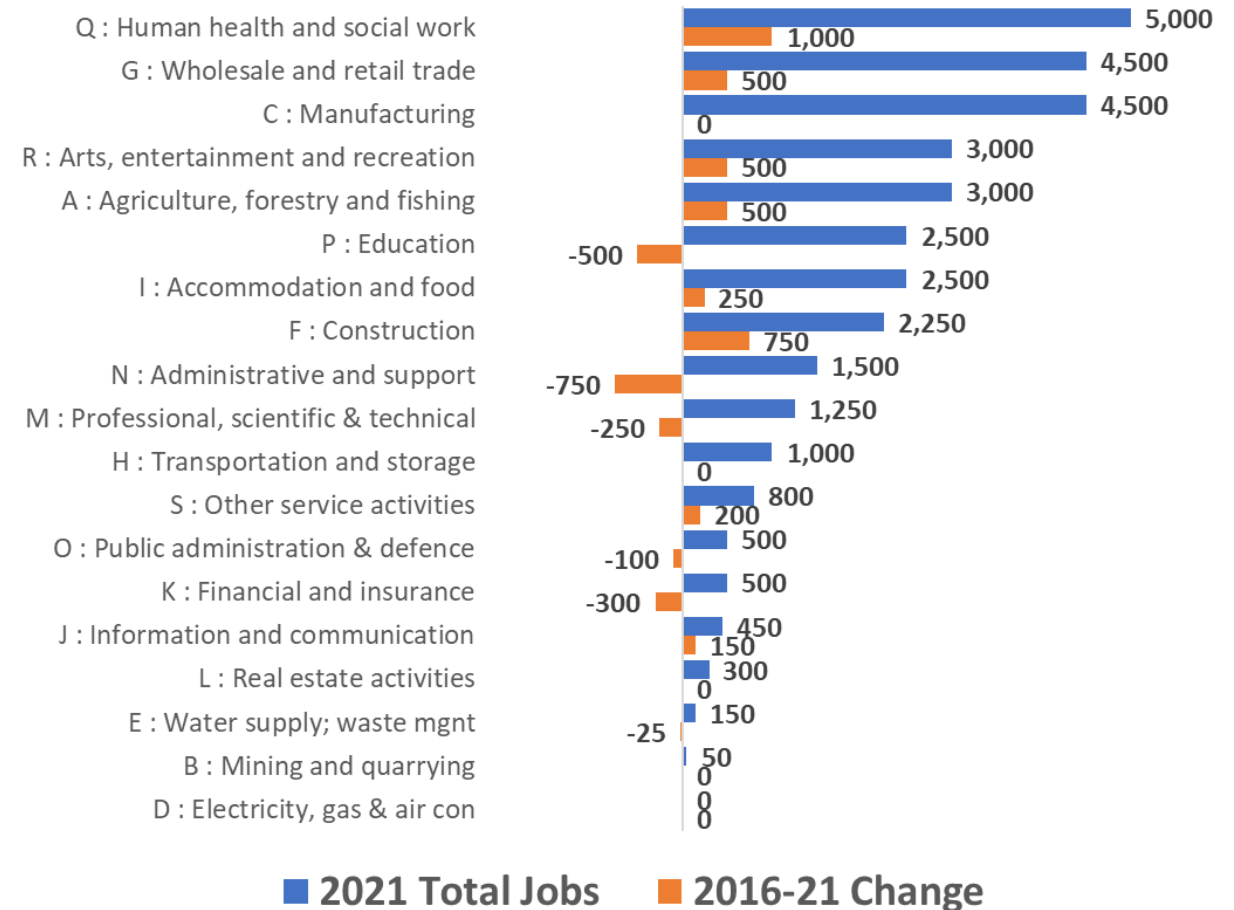
In 2021 there were a total of 33,750 jobs in Staffs Moorlands. An increase of 1,900 jobs or (+6%) between 2016-21

Key Sectors in 2021 include Human Health & Social Work (5,000 jobs), Wholesale & Retail (4,500 jobs) and Manufacturing (4,500 jobs)

Strongest growth between 2016-21 in Human Health & Social Work (+1,000) and Construction (+750) sectors

Notable declines in growth between 2016-21 in Administration & Support (-750), Education (-500) and Financial & Insurance (-300) sectors

Key Employment Sectors 2021 and change 2016-2021



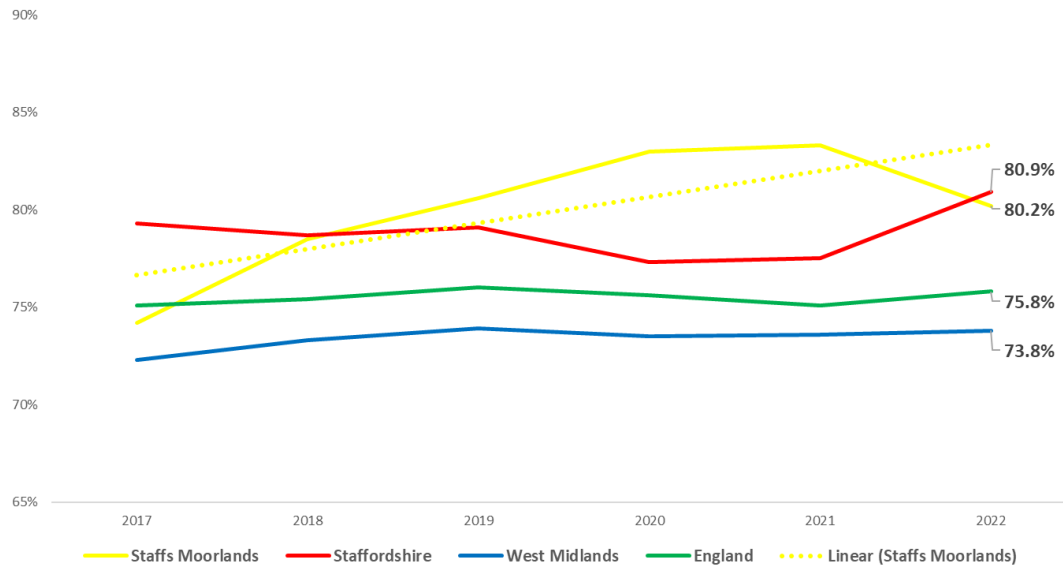
Source: Business Register & Employment Survey (BRES), 2023

Employment Rate

80% or 47,900 Employment rate 2022 in Staffordshire Moorlands, lower than county 81%, although higher than region 74% and national average 76%

18% or 10,700 economically inactive residents January-December 2022, higher than county average 17% although lower than national average 21%.

Employment rate 2017-2022 (aged 16-64)



	Staffs Moorlands (%)	Staffordshire (%)	England (%)
Economic activity rate - aged 16-64	82.1	82.9	78.7
Employment rate - aged 16-64	80.2	80.9	75.8
% aged 16-64 who are employees	58.7	70.3	66
% aged 16-64 who are self employed	21.5	10.4	9.5
Unemployment rate - aged 16-64	N/A	2.4	3.7
Unemployment rate - aged 16+	3.0	2.4	3.6
% economically inactive - aged 16-64	17.9	17.1	21.3

Source: Annual Population Survey, 2023

Occupations

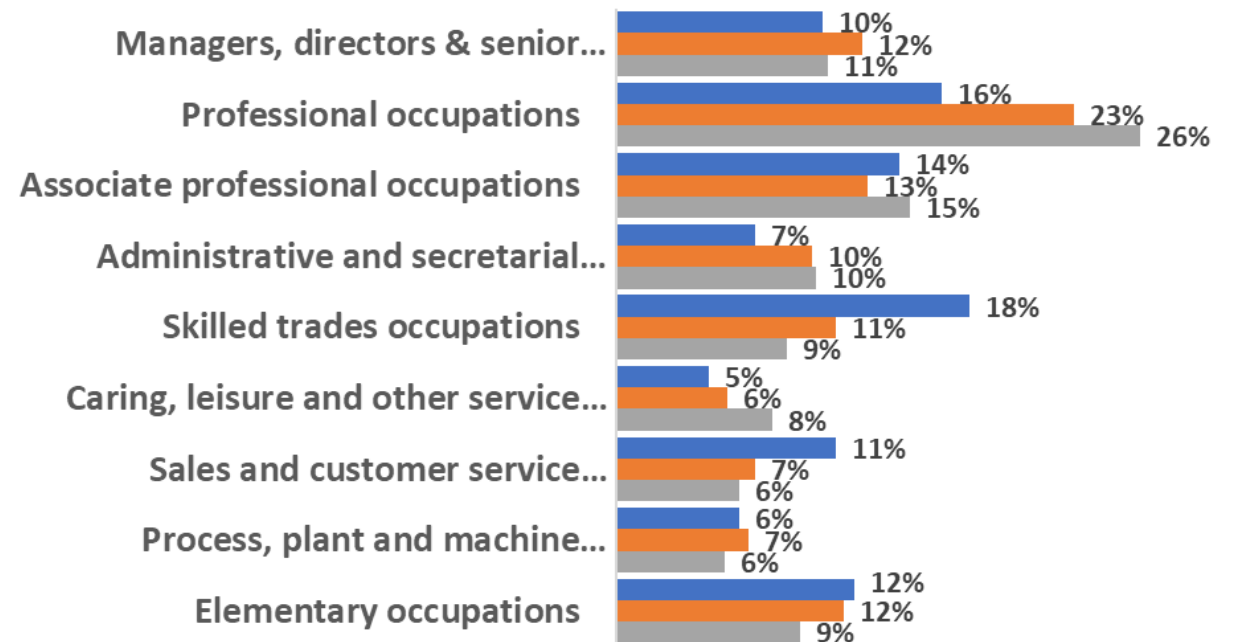
41% jobs in higher occupation groups in 2022, lower than county average 48% and national average 52%

18% of jobs in skilled trades occupations compared to county average 11 and national average 9%

21,000 residents in higher occupations

Occupations % (Jan 22-Dec 22)

■ Staffs Moorlands % ■ Staffordshire % ■ England %



Source: ONS Annual population Survey, 2023

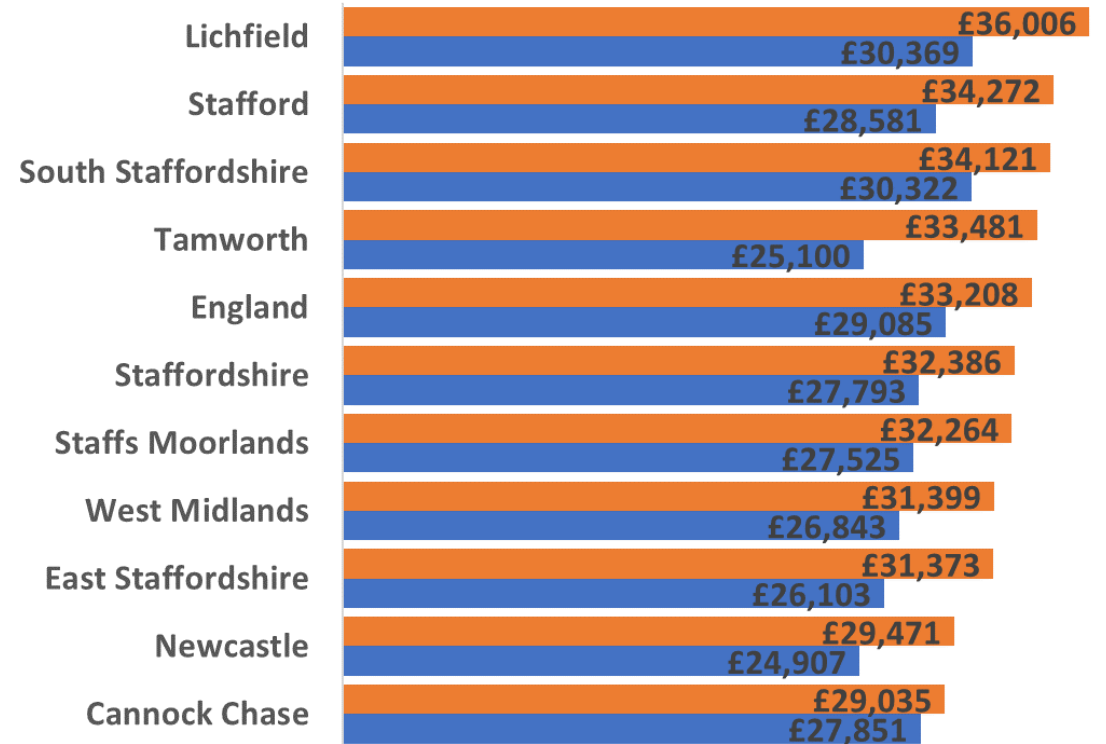
Median Resident Earnings

£32,264 average annual resident earnings
Staffordshire Moorlands in 2022, slightly lower than
county average £32,386 and national average £33,208

17.2% growth in Staffordshire Moorlands annual
resident earnings 2017-2022, higher growth than county
average of +16.5% and national average of +14.2%

Average Annual Earnings by Resident (£) 2017-22

■ 2022 ■ 2017



Source: ONS Annual Survey of Hours and Earnings, 2023

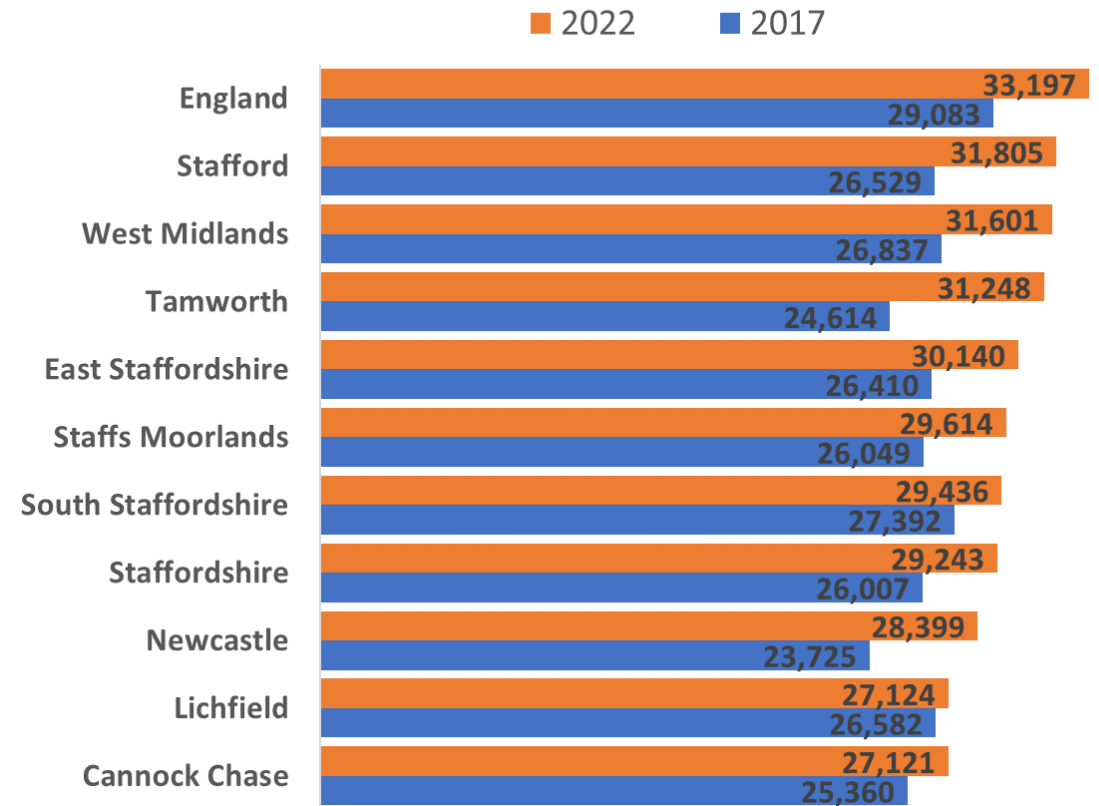
Median Workplace Earnings

£29,614 average annual workplace earnings Staffordshire Moorlands in 2022, higher than county average £29,243 although lower than national average £33,197

13.7% growth in Staffordshire Moorlands annual workplace earnings 2017-2022, higher growth than county average of +12.4% although lower than national average of +14.1%

Average workplace earnings are **-8.2%** below resident earnings

Average Annual Earnings by Workplace (£) 2017-22



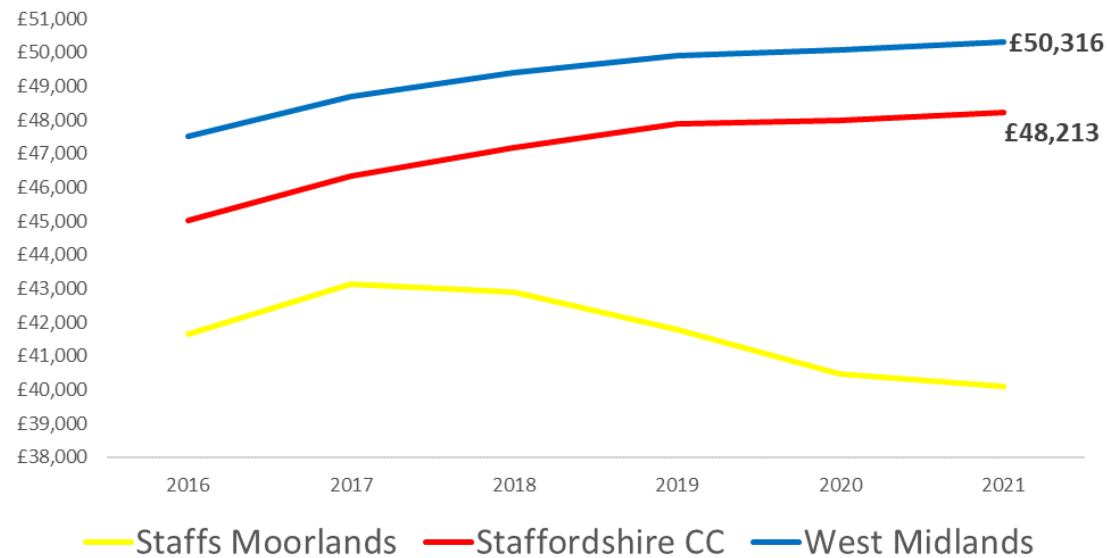
Source: ONS Annual Survey of Hours and Earnings, 2023

Productivity (GVA per Job Filled)

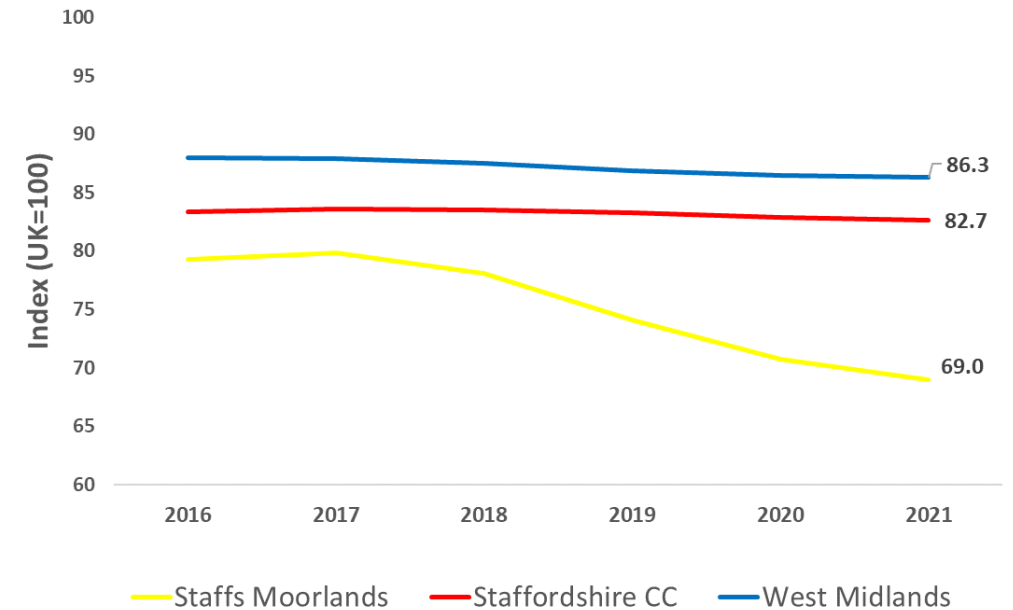
Staffordshire Moorlands GVA per job filled at £40,108 in 2021 has decreased by -4% between 2016-21. This is lower than county level growth of +7% and national level growth of +8%.

Staffordshire Moorlands GVA per job filled is lower at -13.7% than the county average, -17.3% lower than the region average and -31% less productive than the UK average.

GVA per Job Filled Growth (£) 2016-2021



GVA per Job Filled relative to UK average (UK=100)



Source: ONS Productivity, 2023

Claimant Count (out of work benefit claimants)

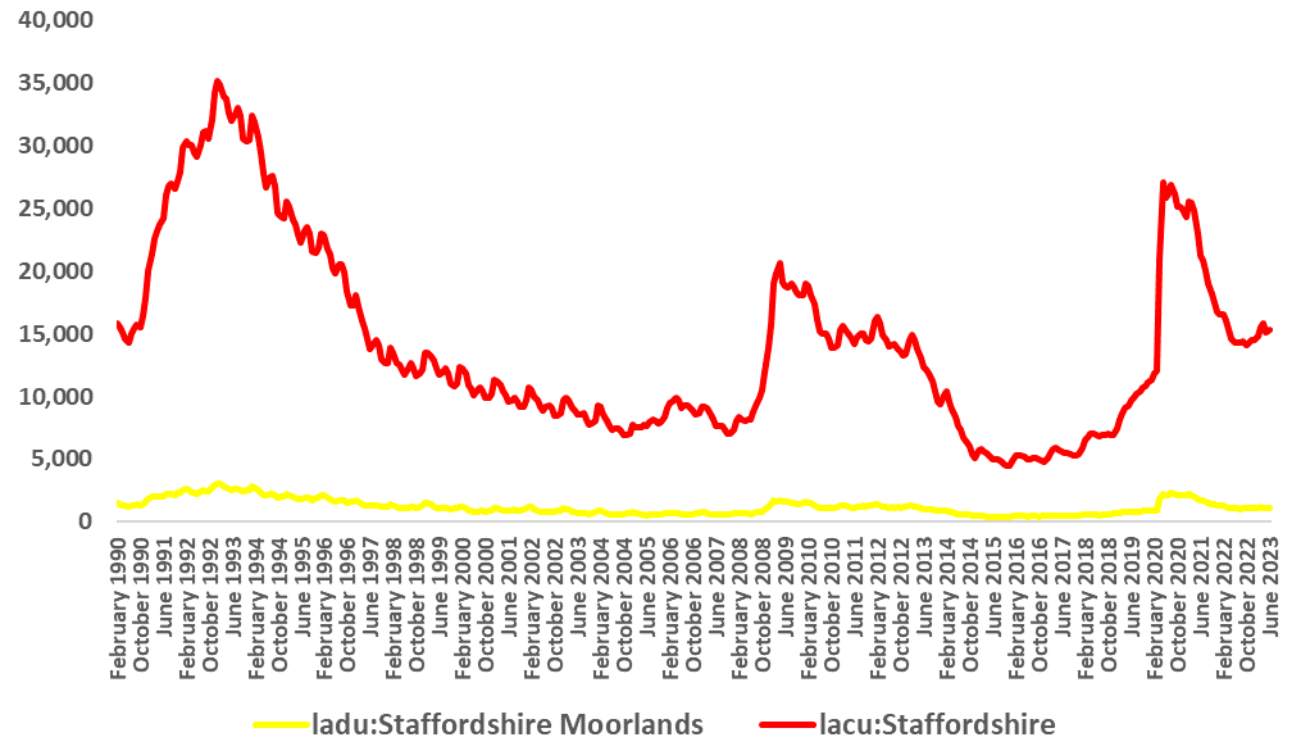
1.9% Claimant rate (aged 16-64, June 2023), lower than county average 2.9% and national average 3.8%

1,080 claimants aged 16-64 – lowest claimant count of all districts, June 2023

2.9% Youth claimant rate (18-24, June 2023), lower than county 4.6% and national average 4.8%

170 youth claimants aged 18-24 – lowest youth claimant count of all districts, June 2023

Staffordshire Moorlands and Staffordshire Claimant Count



Source: NOMIS, June 2023)

Job Vacancies







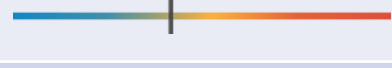



2,385 Unique postings July 2022 – June 2023

£25,000 Median advertised salary July 2022 – June 2023, **7%** increase since July 2022

Health & Social Care, Retail Trade, Hospitality

highest vacancies July 2022 – June 2023

Care Workers, Nurses, Science, Engineering & Production Technicians occupations highest number of vacancies July 2022 – June 2023

Occupation	Total/Unique (Jul22-Jun23)	Ratio	Posting Intensity
Care Workers	1,078/259	4:1	
Nurses	706/143	5:1	
Science, Engineering & Production Technicians	165/80	2:1	
Other Administrative	137/76	2:1	
Cleaners & Domestics	168/74	2:1	
Kitchen/Catering Assist.	140/72	2:1	
Book-Keepers, Payroll Mgrs & Wage Clerks	121/67	2:1	
Teaching Assistants	121/64	2:1	
Sales Related	189/62	3:1	
Engineering Technicians	136/61	2:1	

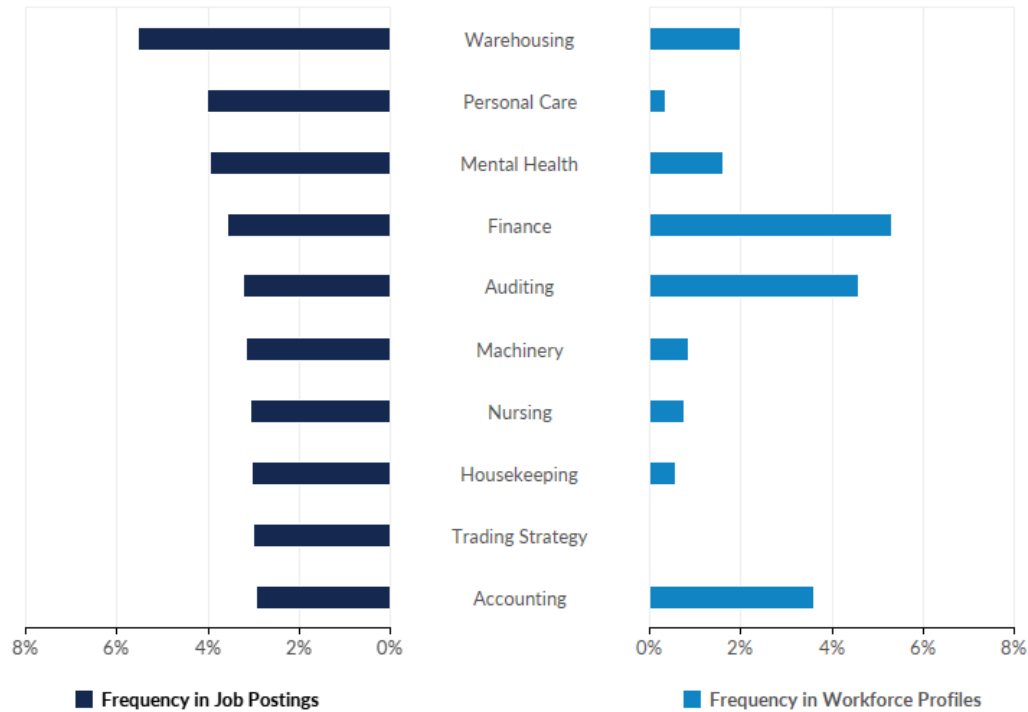
Source: Lightcast June 2023

Skills Gaps

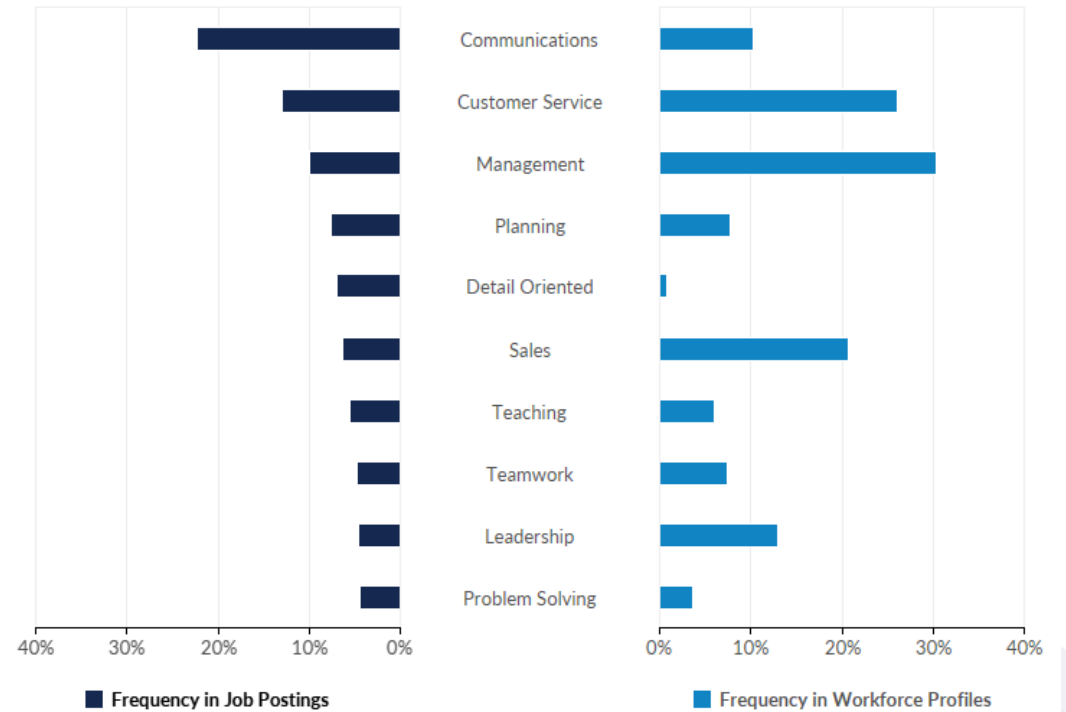
Warehousing, Personal Care & Mental Health most in demand specialised skills

Communications, Customer Service & Management most in demand common skills

Specialised Skills in Demand (2022-2023)



Common Skills in Demand (2022-2023)



Skills Levels

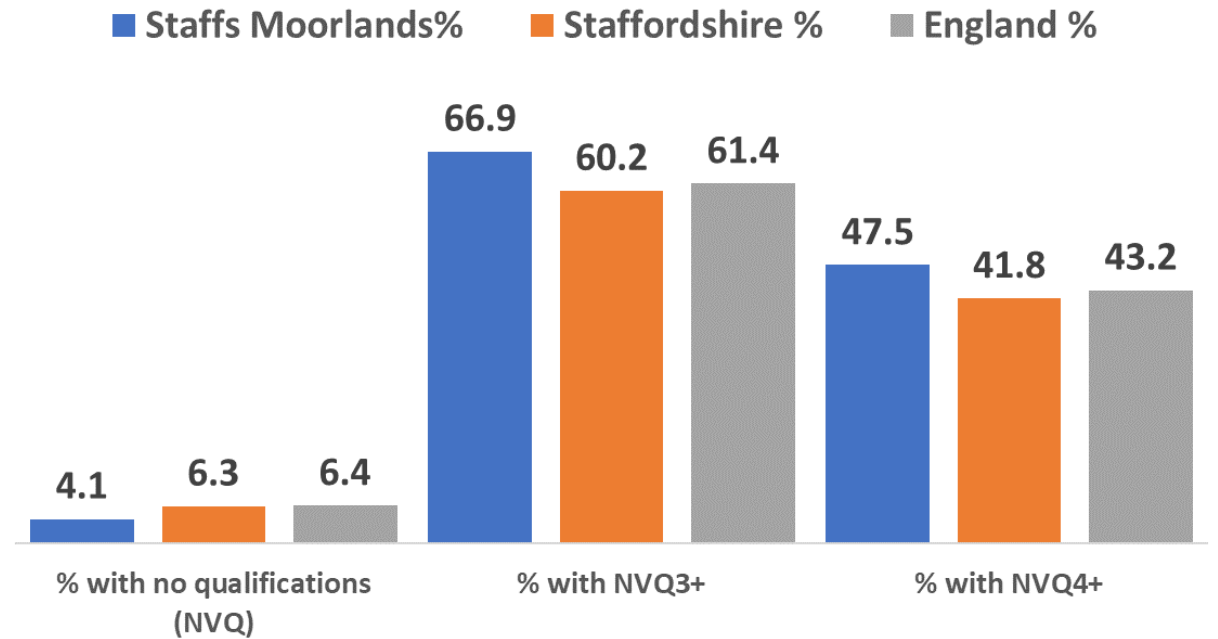
4.1% Adults with no qualifications, lower than county average 6.3% and national average 6.4%

47.5% Adults with NVQ4+, higher than county average 41.8% and national average 43.2%

66.9% Adults with NVQ3+, higher than county average 60.2% and national average 61.4%

NVQ4+ levels in Staffordshire Moorlands improved by **+10.9%**

Adult Qualifications 2021 (%)



Source: ONS Annual Population Survey , 2023

Apprenticeship Starts

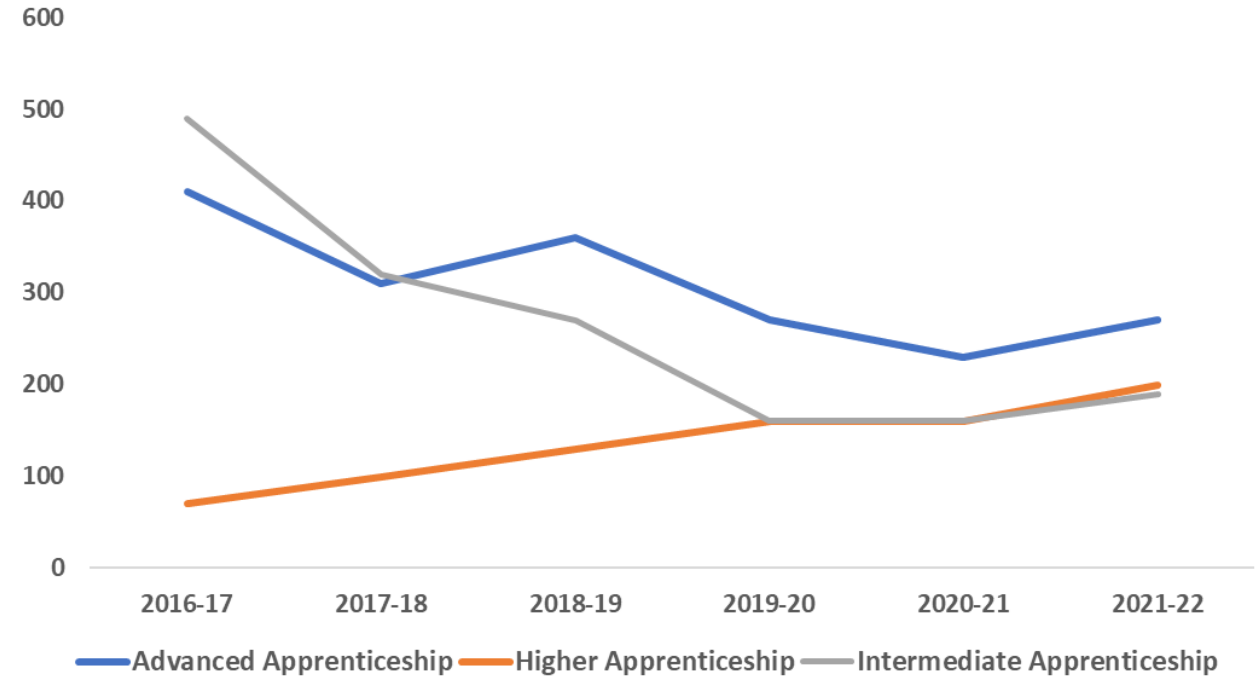
Staffordshire Moorlands has seen a **34%** fall in Apprenticeship Starts between 2016/17 and 2021/22 from 980 to 650 in line with a 32% decline seen in Staffordshire.

Staffordshire Moorlands has seen a **186%** increase in Higher Level Apprenticeships from 70 in 2016/17 to 200. While there has been a 61% decline in Intermediate Level Apprenticeships from 490 to 190 in line with the 66% fall in Staffordshire.

The 25+ age group account for the highest proportion of apprenticeship starts in Staffs Moorlands at **40%** or 260

In 2021/22, **28% or 180** of Apprenticeship Starts in Staffs Moorlands were in Health, Public Services and Care. Other popular subject areas included Business, Administration & Law at 25% or 160 and Engineering & Manufacturing Technology at 17% or 110.

Staffordshire Moorlands Apprenticeships by Level



Source: DfE/Individualised Learner Record

Opportunities for Growth and Development



Capitalise on higher than average job growth rate of **+6%** 2016-21 and further develop partnerships and promote area as key development area to grow business base



Continue to improve education and skills levels to boost productivity and growth as **4.1%** of adults have no qualifications, lower than county at 6.3% and national at 6.4%.



Develop strong enterprise offer for SMEs to address low business start-up rate of **8.5%** and build on strong business survival rate of **64%**, higher than region 51% & national 58%



Support and encourage local businesses to take advantage of new technologies and training to improve skills levels of their workforce and help address productivity levels which are declining by **-4%** 2016-21 compared to county growth of 7% and national growth of 8%