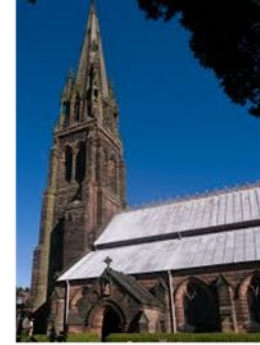


Employment and Skills Opportunities and Challenges – Staffordshire Moorlands

Skills and Employability Team
Staffordshire County Council
2024

Introduction

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



SWOT: Staffordshire Moorlands

- Business Survival rate above average
- Claimant rate and youth claimant rate lowest of all districts and below averages
- Economic inactivity below national level
- Employment rate above regional and national levels
- Job growth rate +2% 2017-22
- Wage levels higher than average and high growth rate 2018-23

- Capitalise on new technologies such as AI and automation to drive key sectors
- Develop strong enterprise offer to encourage new SMEs & support business
- 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



- Adult skills levels below average
- Apprenticeship starts -17% 2017-23
- Business start-up rate lowest of all districts and below average levels
- Higher occupation group jobs below county and national levels
- Negative business base growth 2018-23
- Productivity lowest growth rate of all LAs and -18% less productive than UK

- Adapting amenities and town centre to be future proof and sustainable
- Addressing labour skills shortage (e.g. health sector)
- 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



32,300 jobs in 2022, with **+2%** growth in jobs 2017-22



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



Lowest claimant rates of all districts at **2.3%**, below county at 3.1%, regional 5.8% and national at 4.4% September 2024. Youth claimant rate **3.2%** below average



Employment rate of **81%** higher than regional 75% and national 76% averages.

Economic inactivity at **17%** lower than national average 21%

Business Growth and Key Sectors

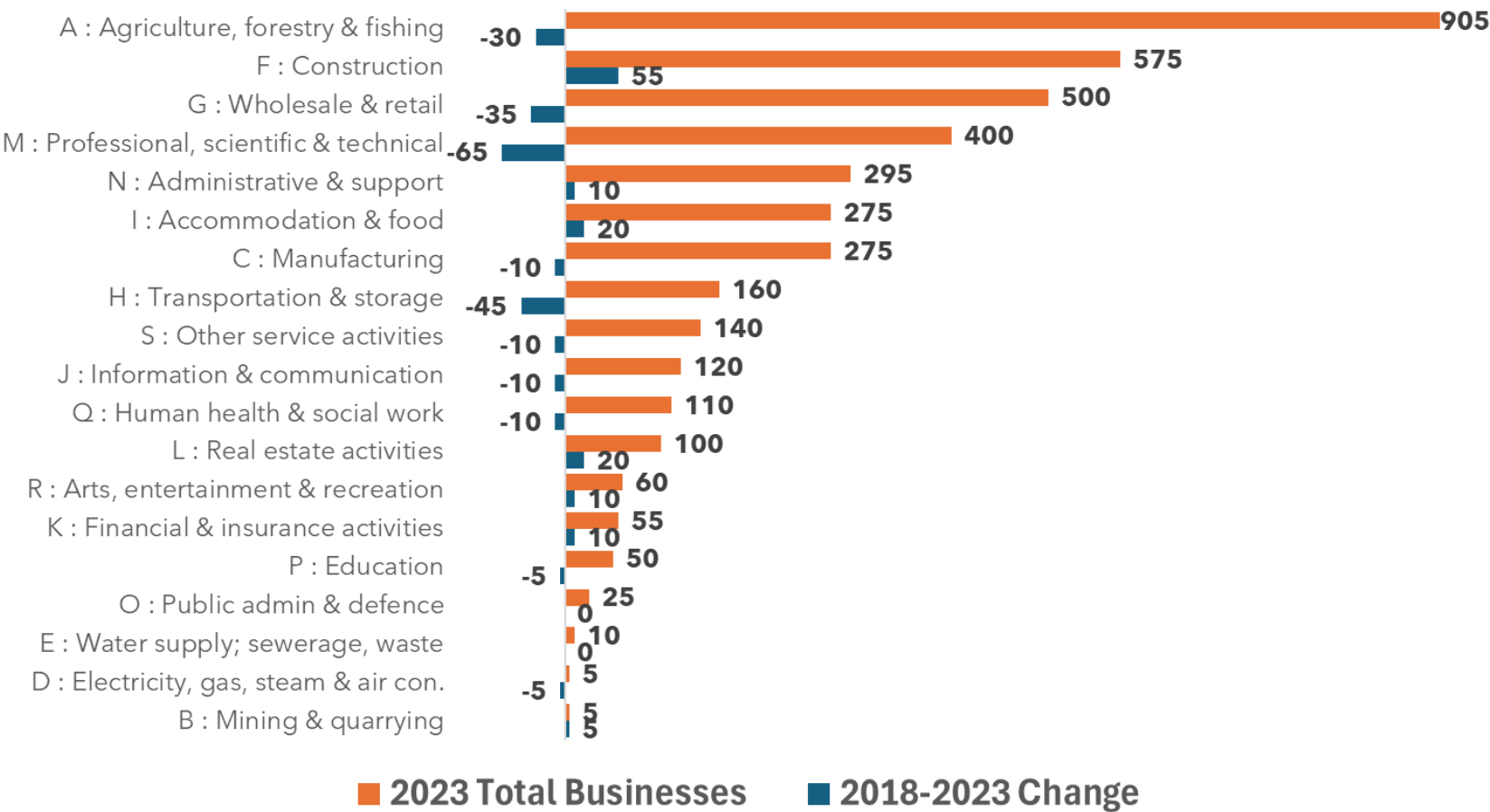
There were 4,065 businesses based in Staffs Moorlands in 2023. In 2018-23 there were 85 fewer businesses, -2% negative growth. This is in contrast to Staffordshire with +0.3%, region +3% and nation +2% growth.

Key sectors include Agriculture, forestry & fishing (905 businesses), Construction (575 businesses) and Wholesale & Retail (500 businesses).

Strongest growth between 2018-23 in Construction (+55 businesses), Real Estate (+20 businesses) and Accommodation & Food (+20 businesses).

Notable declines 2018-2023 in Professional, Scientific & Technical (-65 businesses), Transportation & Storage (-45 businesses), Wholesale & Retail (-35 businesses).

Total Businesses 2023 and Business Change 2018-2023

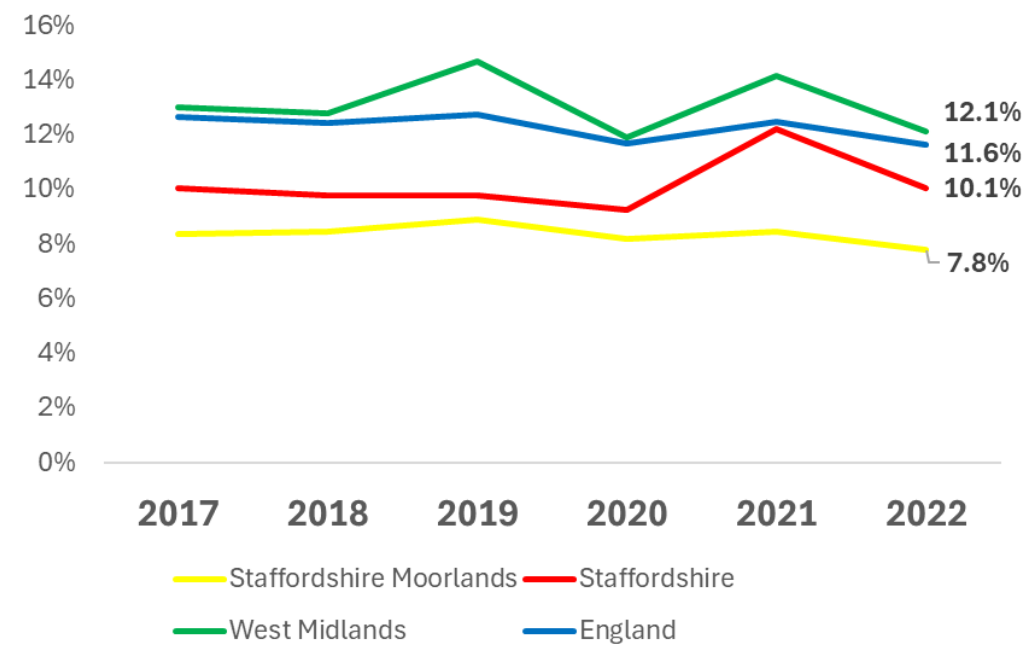


Business Start Ups and Closures

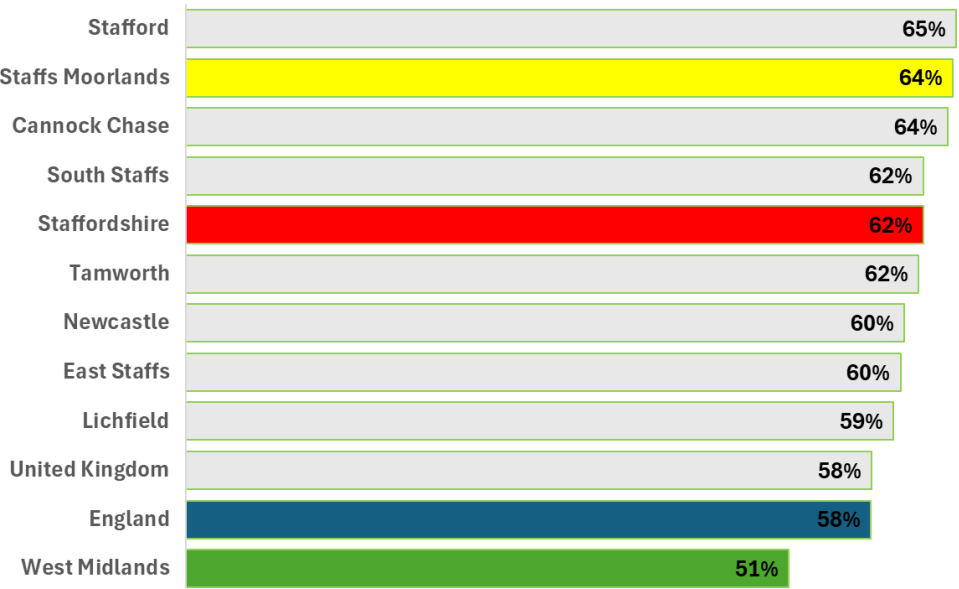
Staffs Moorlands Business Start Up Rate 2022 at 7.8% is the lowest of all LAs. It is lower than county 10.1%, region 12.1% & nation 11.6%. Staffs Moorlands has a low Business Death Rate at 9.8% compared to county 11.1%, region 12.7% and nation 12%.

Staffordshire Moorlands has a high business survival rate at 64% in 2022 – higher than the county (62%), regional (51%) and national (58%) averages.

Business Start Up Rate 2017-2022 (%)



Business 3-Year Survival Rate 2022 %



Source: ONS Business Demography, 2024

Key Employment Sectors

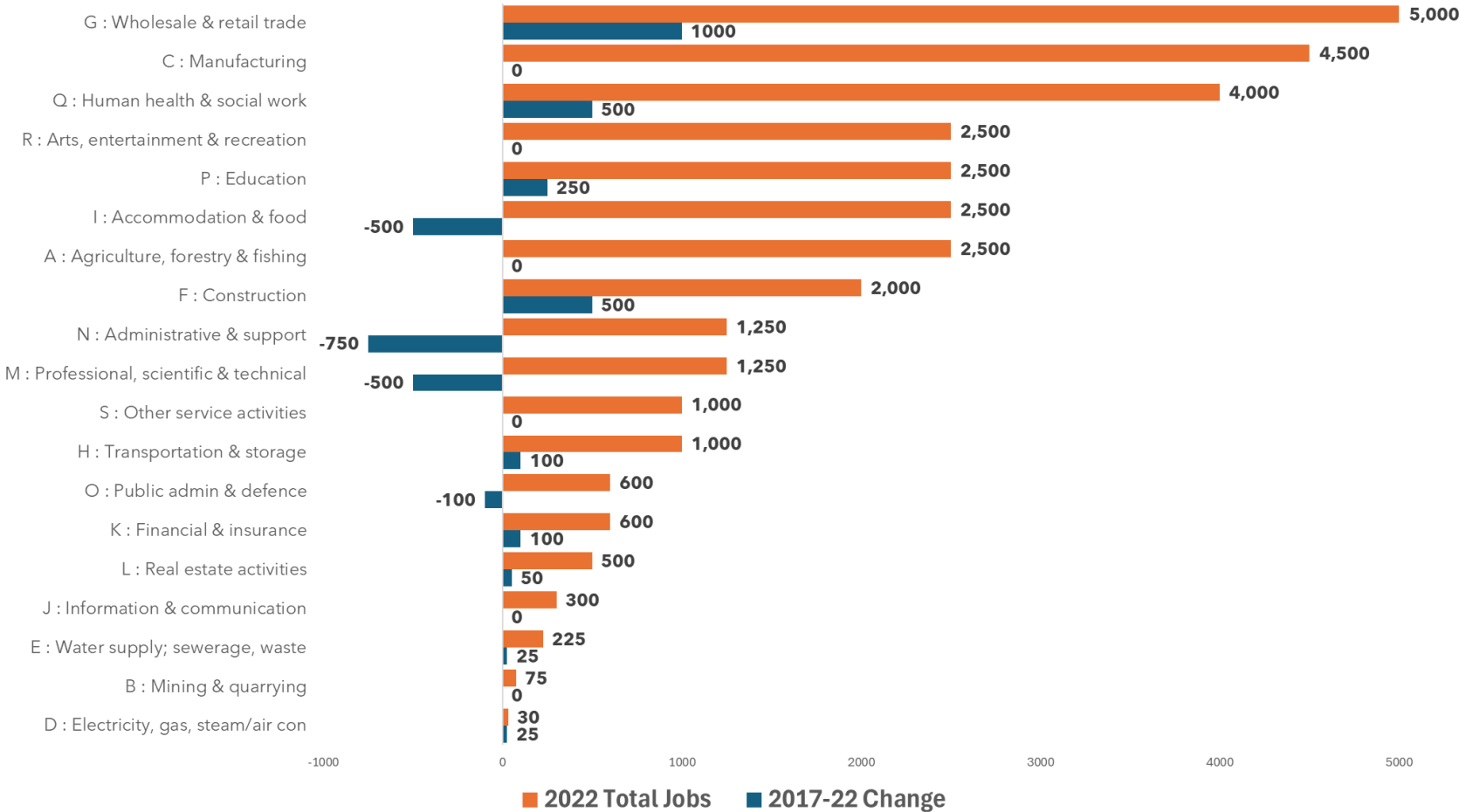
In 2022 there were a total of 32,300 jobs in Staffs Moorlands. There has been an increase of +700 jobs between 2017-22 or (+2.2%).

Key Sectors in 2022 include Wholesale & Retail (5,000 jobs), Manufacturing (4,500 jobs) and Human Health & Social Work (4,000 jobs).

Strongest growth between 2017-22 in Wholesale & Retail (+1,000); Construction (+500); Human Health (+500) sectors.

Notable declines in growth between 2017-22 in Administrative & Support (-750); Accommodation & Food (-500); Professional, Scientific & Technical (-500) sectors.

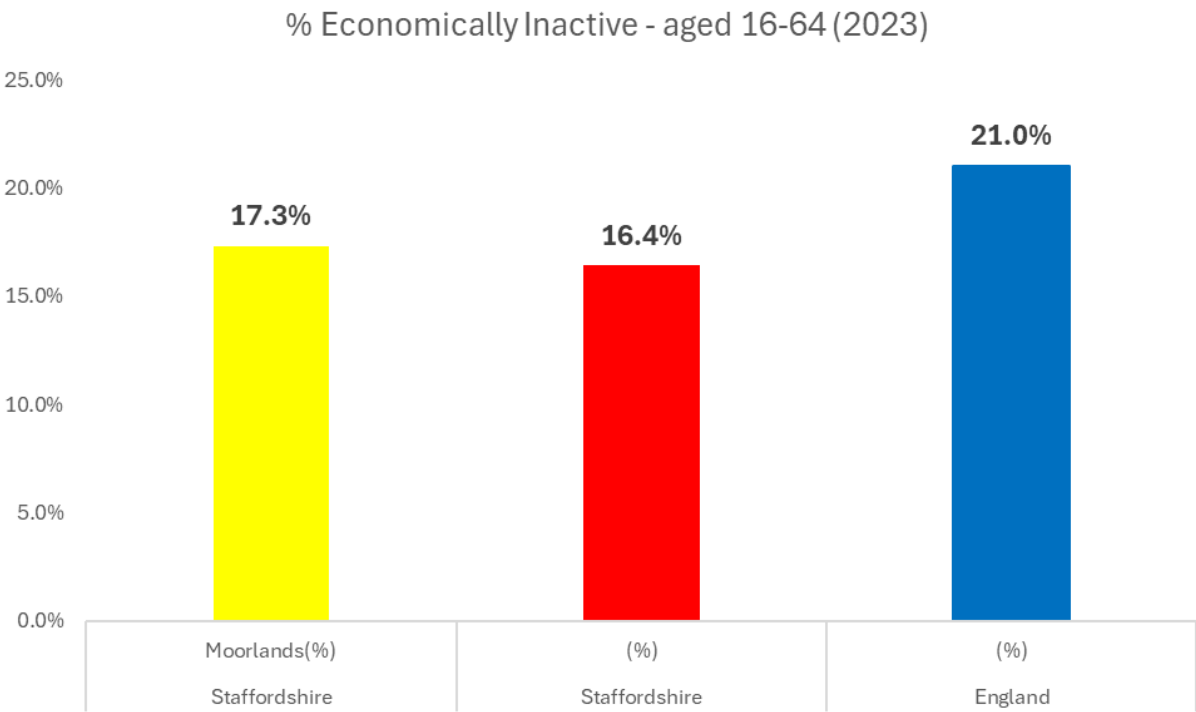
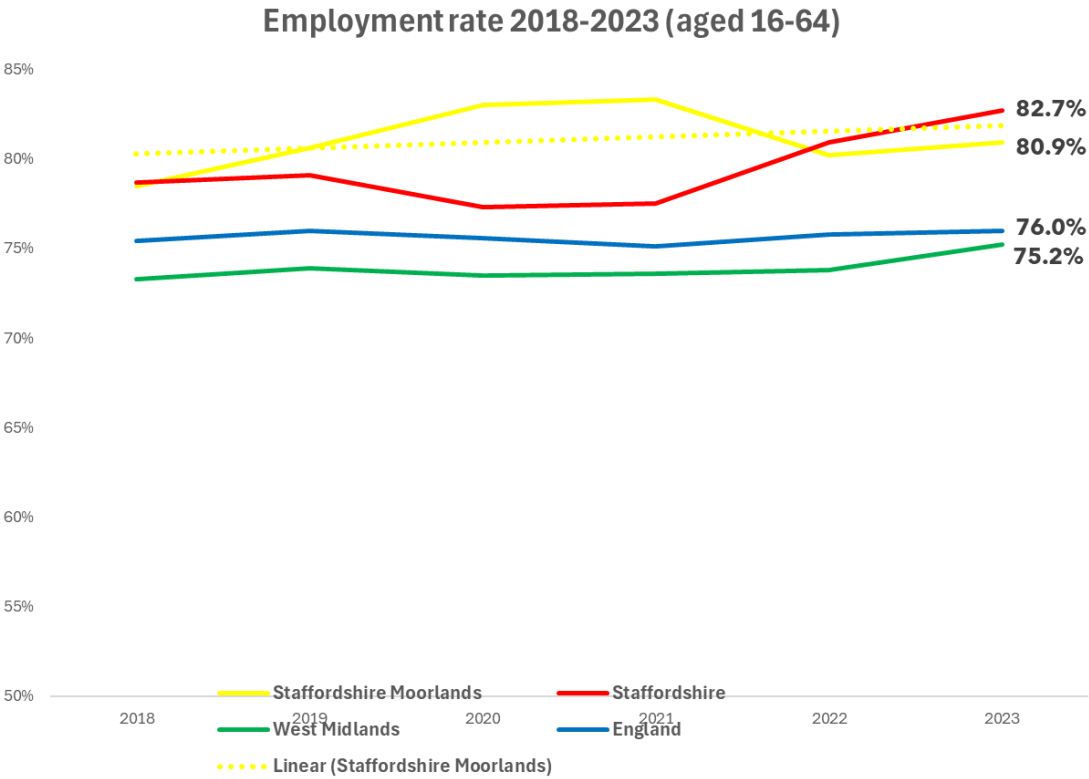
Key Employment Sectors 2022 and Change 2017-2022



Employment Rate

81% (48,800 residents in employment) employment rate 2023 in Staffordshire Moorlands, lower than county 83%, but higher than regional 75% and national 76% averages.

17% or 10,400 economically inactive residents January-December 2023, higher than county average 16% but lower than regional 21% and national average 21%.



Source: Annual Population Survey, 2024

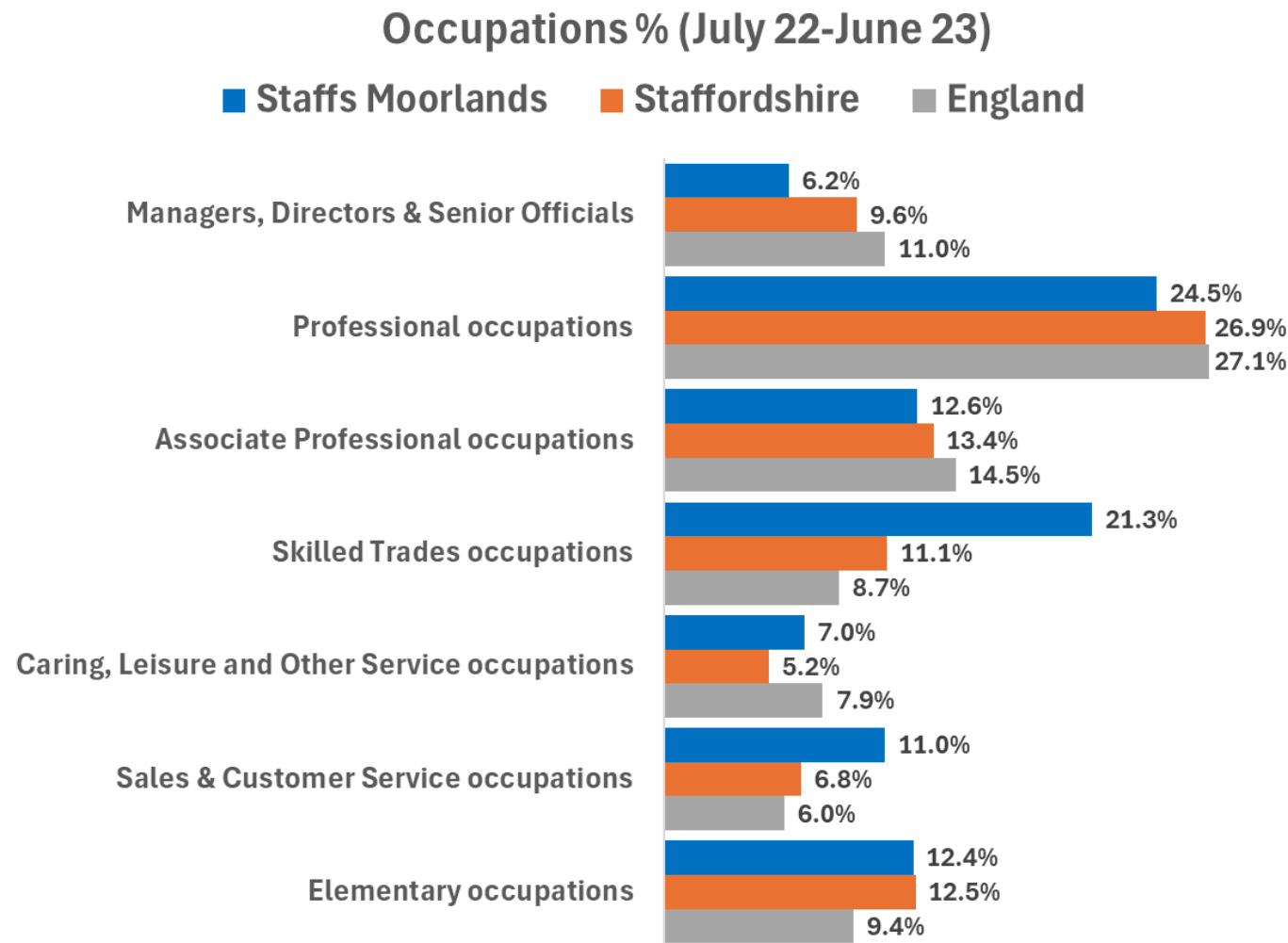
Occupations

43% of jobs in higher occupation groups in July 2022-June 2023, lower than the county 50% and national 53% averages.

25% of jobs in professional occupations slightly lower than the county 27% and national 27% averages.

6% Managers, Directors & Senior Officials lower than county 10% and national 11% averages.

Source: ONS Annual Population Survey, 2024



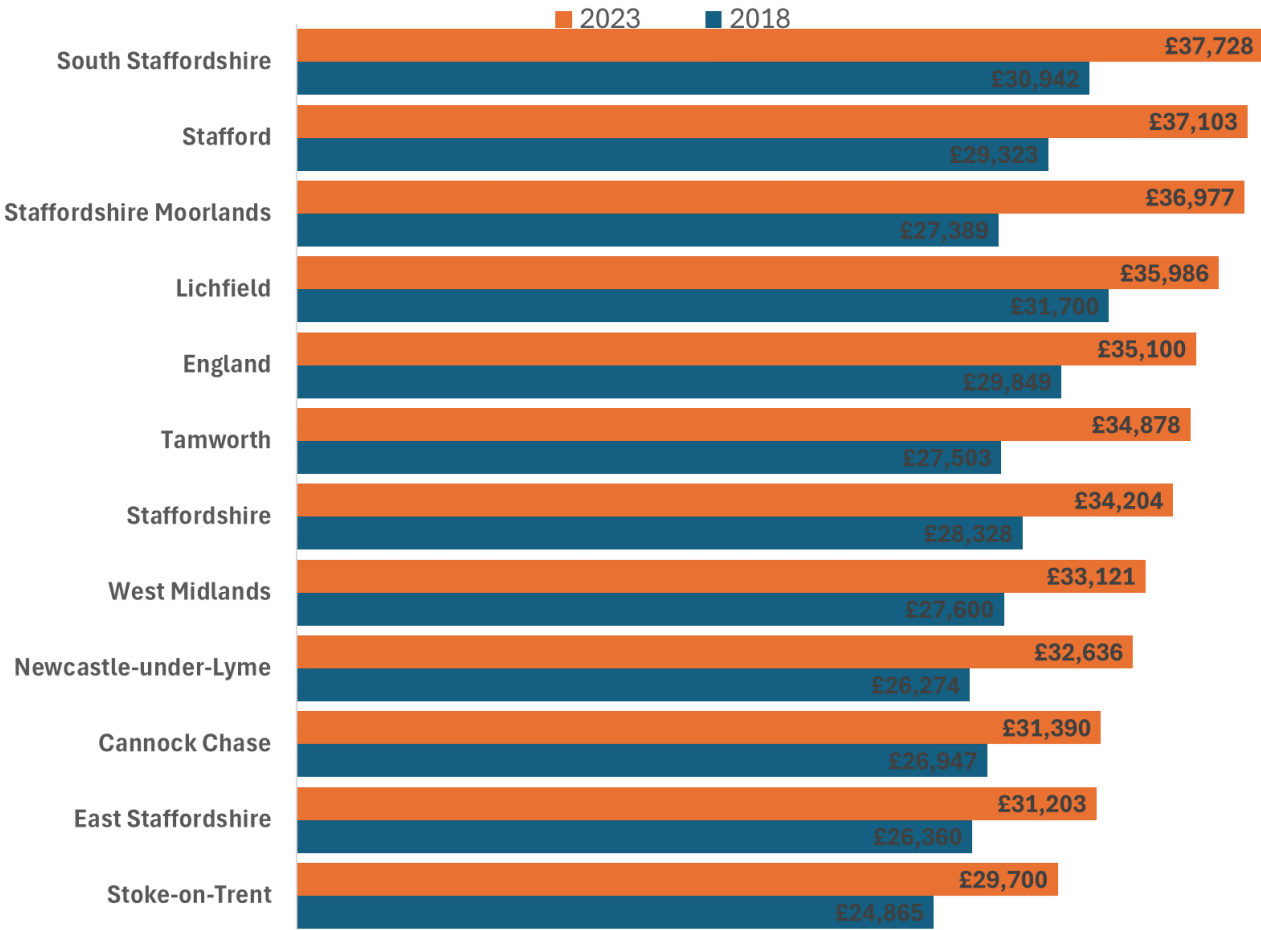
Median Resident Earnings

£36,977 average annual resident earnings
Staffs Moorlands in 2023, higher than county £34,204,
regional £33,121 and national £35,100 averages.

35% growth in Staffs Moorlands annual resident
earnings 2018-2023, the highest percent increase of
Staffordshire LAs and higher than county +20.7%,
regional +20.0% and national +17.6% averages.

Source: ONS Annual Survey of Hours and Earnings, 2024

Average Annual Earnings by Resident (£) 2018-23



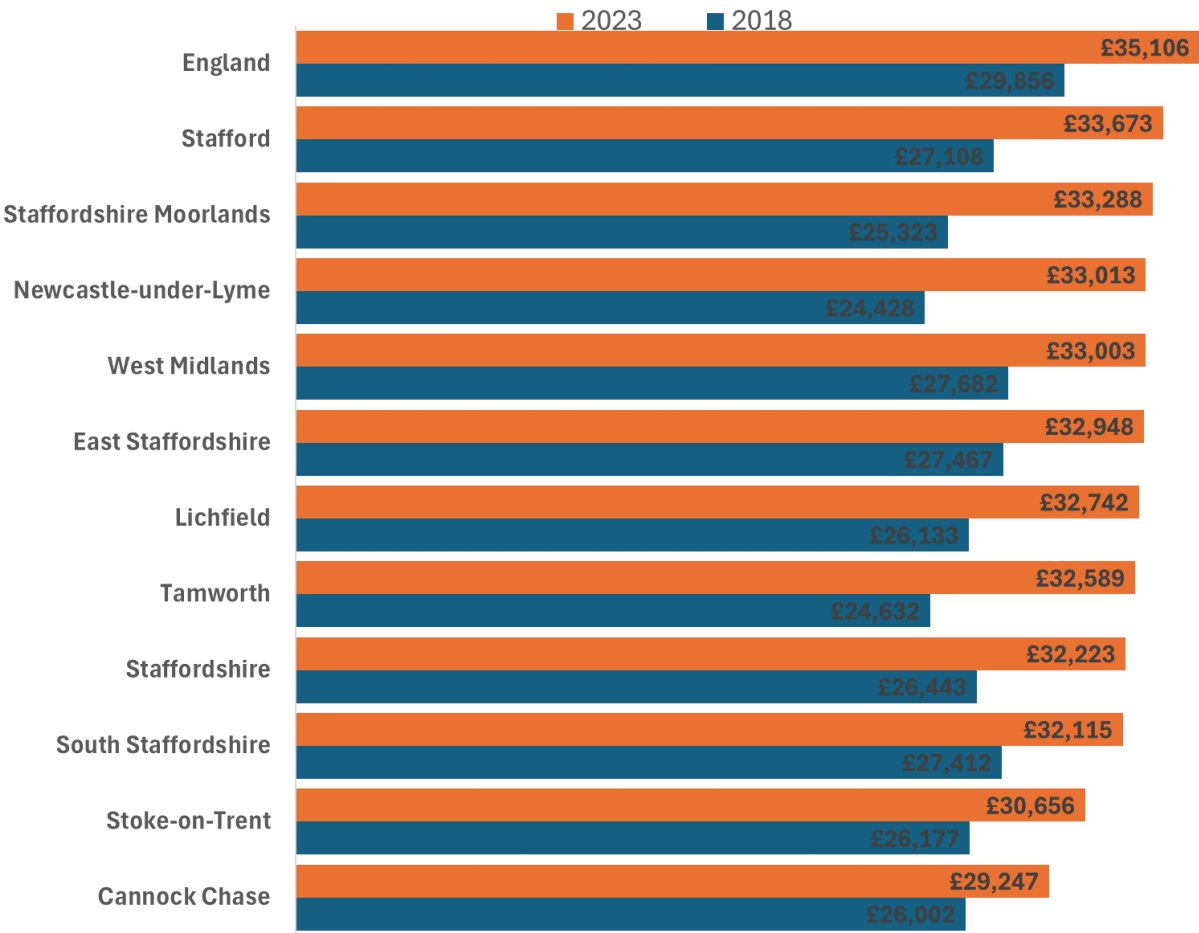
Median Workplace Earnings

£33,288 average annual workplace earnings
Staffs Moorlands in 2023, higher than the county £32,223
and regional £33,003 averages but below the national
£35,106 average.

31.5% growth in Staffs Moorlands annual
workplace earnings 2018-2023, higher than county
+21.9%, regional +19.2% and national +17.6%
averages.

Source: ONS Annual Survey of Hours and Earnings, 2024

Average Annual Earnings by Workplace (£) 2018-23

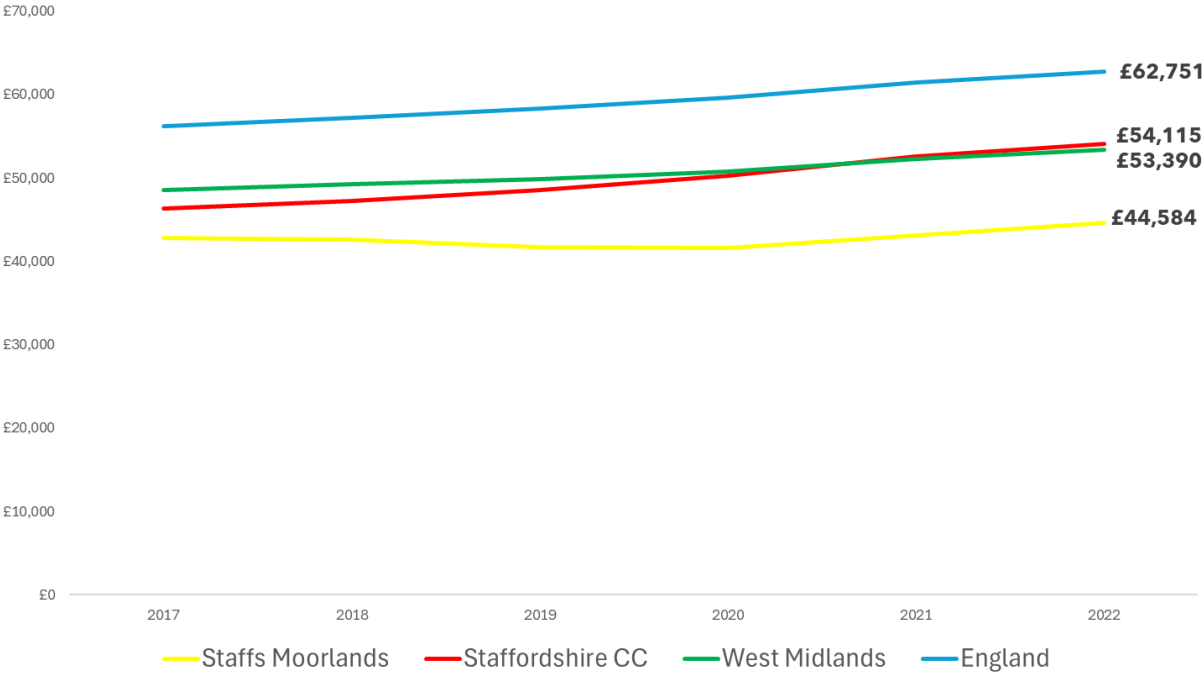


Productivity (GVA per Job Filled)

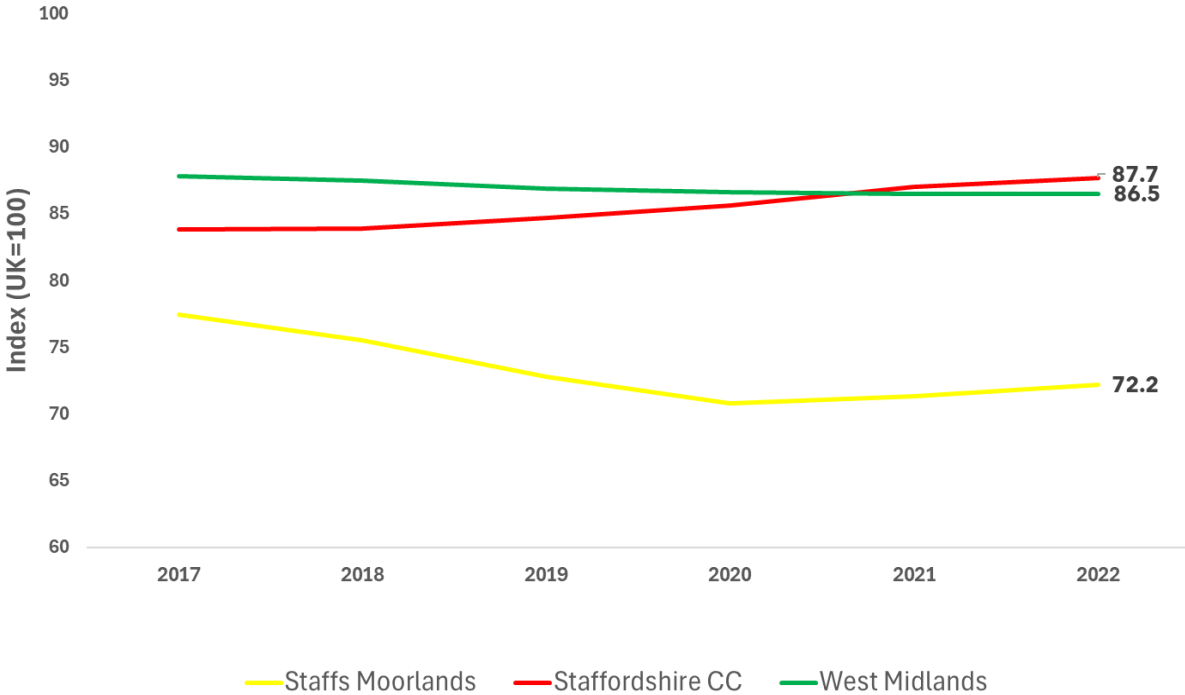
Staffs Moorlands GVA per job filled at £44,584 in 2022 has grown by +4% between 2017-22. This is the lowest growth of all LAs and lower than county level growth of +17%, the regional +10% and national level +12%.

Staffs Moorlands GVA per job filled is -15.5% lower than the county, -14.3% lower than the regional and -18% less productive than the UK average.

GVA per Job Filled Growth (£) 2017-2022



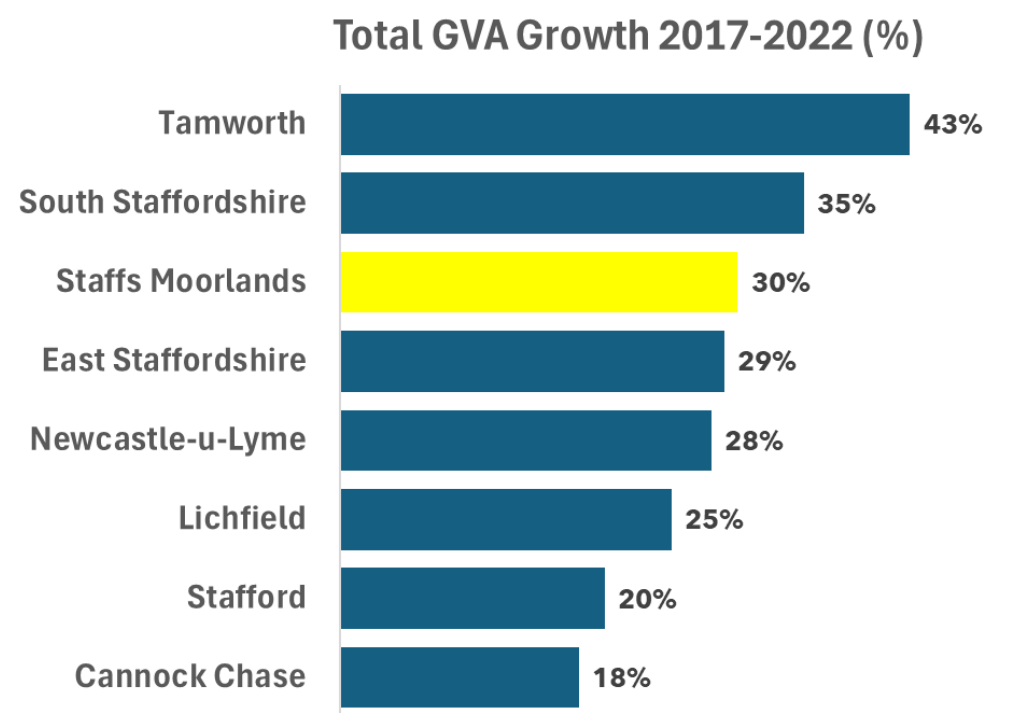
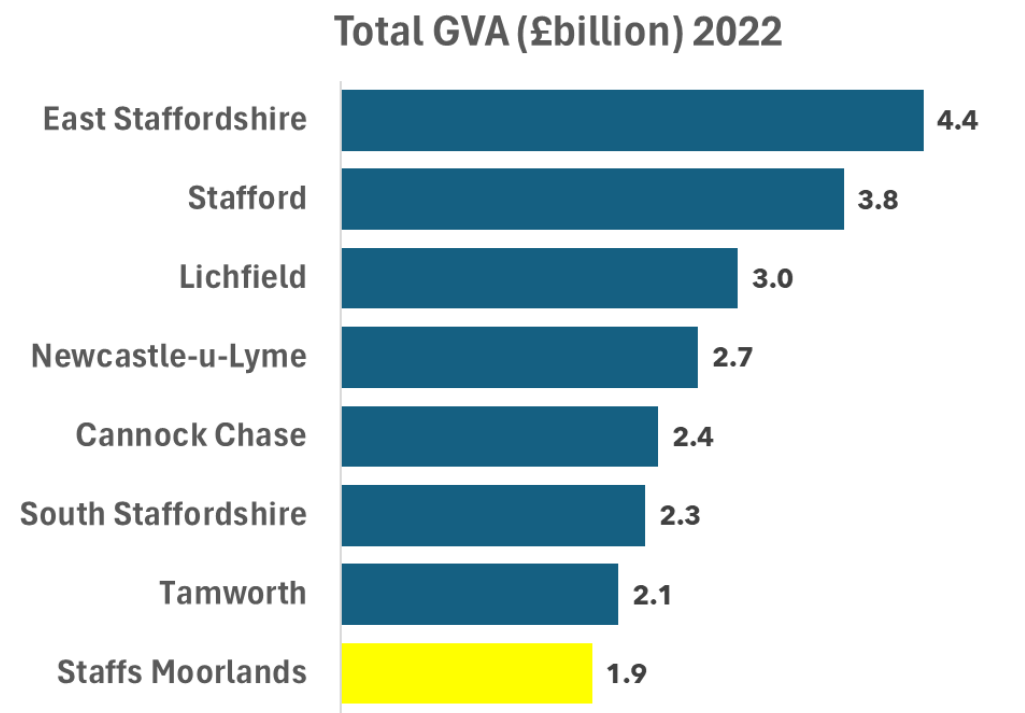
GVA per Job Filled relative to UK average (UK=100)



GVA Growth

Staffs Moorlands economy in 2022 worth £1.9 billion total GVA. Largest sectors by GVA include Manufacturing £512 million; Real Estate £254 million and Wholesale & Retail £250 million.

Staffs Moorlands total growth £429 million (+30%). This is higher than +21% growth in England, +18% West Midlands and +27% Staffordshire growth.



Source: ONS Regional GVA (balanced) by Local Authority 2024

Claimant Rate

2.3% Claimant rate in September 2024, lowest of all LAs. It is lower than county 3.1%, regional 5.8% and national 4.4% averages.

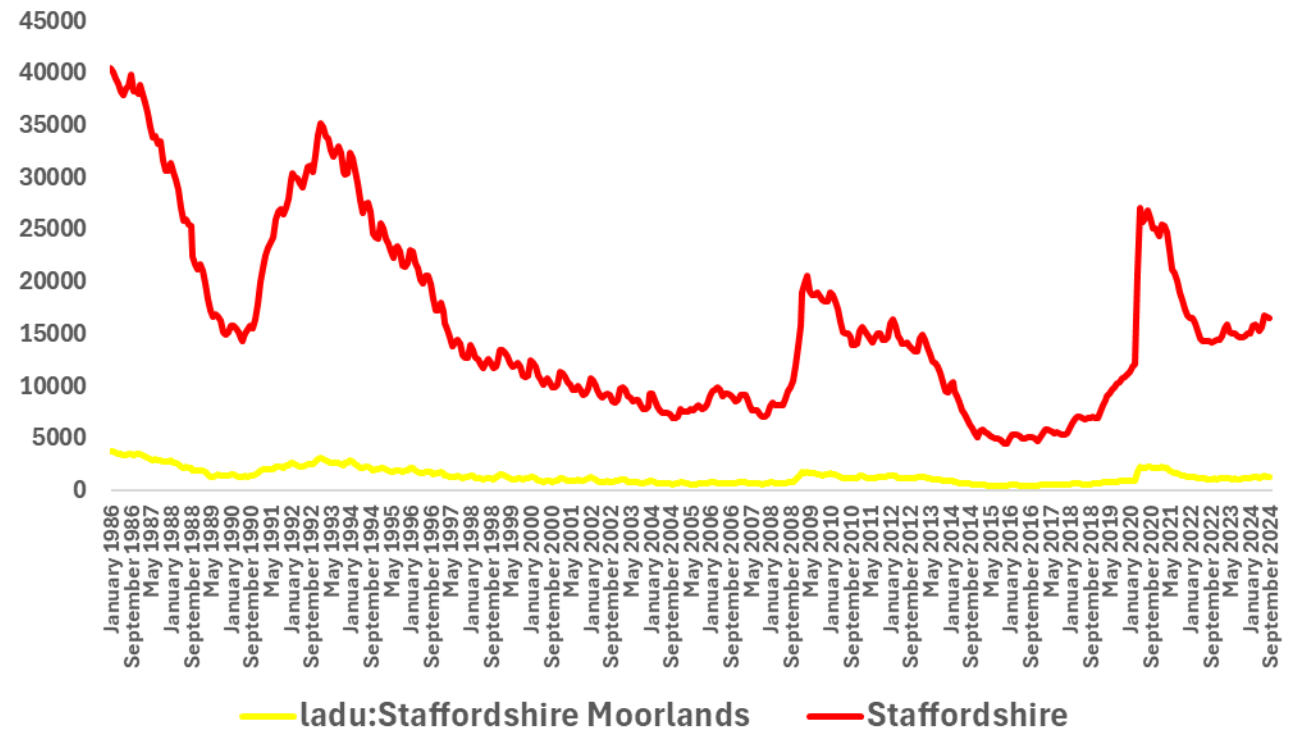
1,305 claimants in September 2024, +42% increase since March 2020, higher than county +37% average, but lower than regional +49% & national 47% averages.

3.2% Youth claimant rate in September 2024, lowest of all LAs and lower than county 4.9%, regional 7.5% and national 5.4% averages.

190 youth claimants in September 2024, +9% increase since March 2020, lower than county +27%, regional +35% and national +29% averages.

Source: NOMIS September 2024

Staffordshire Moorlands and Staffordshire Claimant Trend






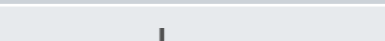

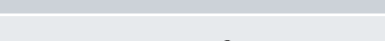




Job Vacancies

2,900 Unique postings July 2023–June 24

£28,100 Median advertised salary July 2023–June 24

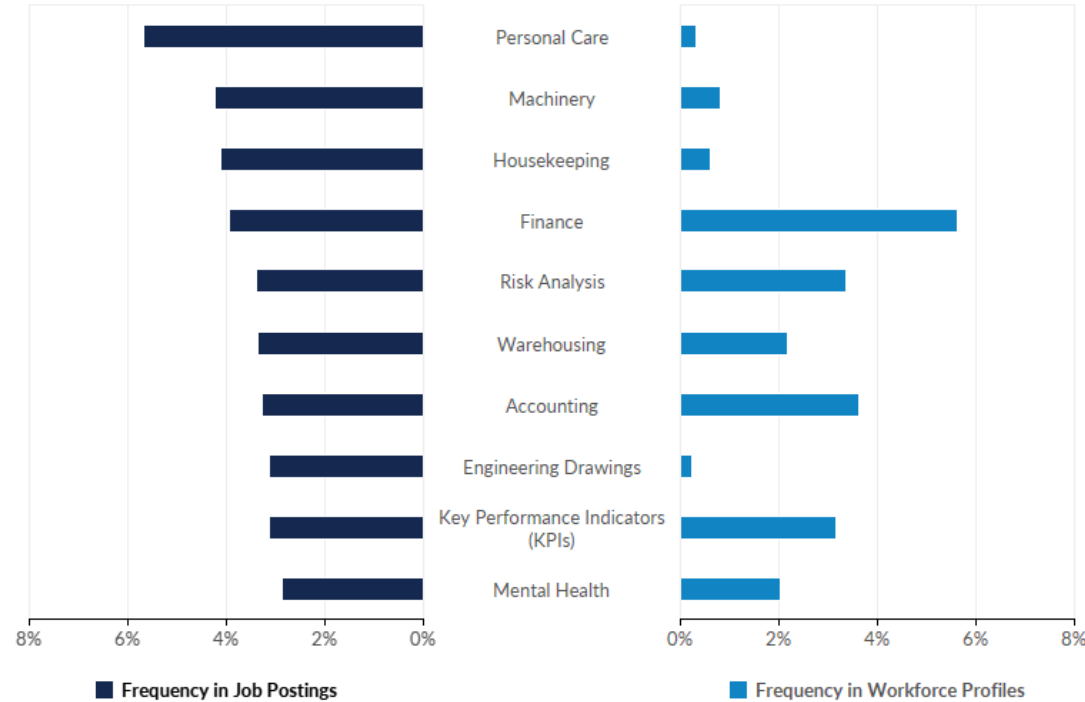
Human Health and Retail Trade highest vacancies July 2023–June 24

Care Workers, Plant & Machine Operatives highest number of vacancies July 2023–June 24

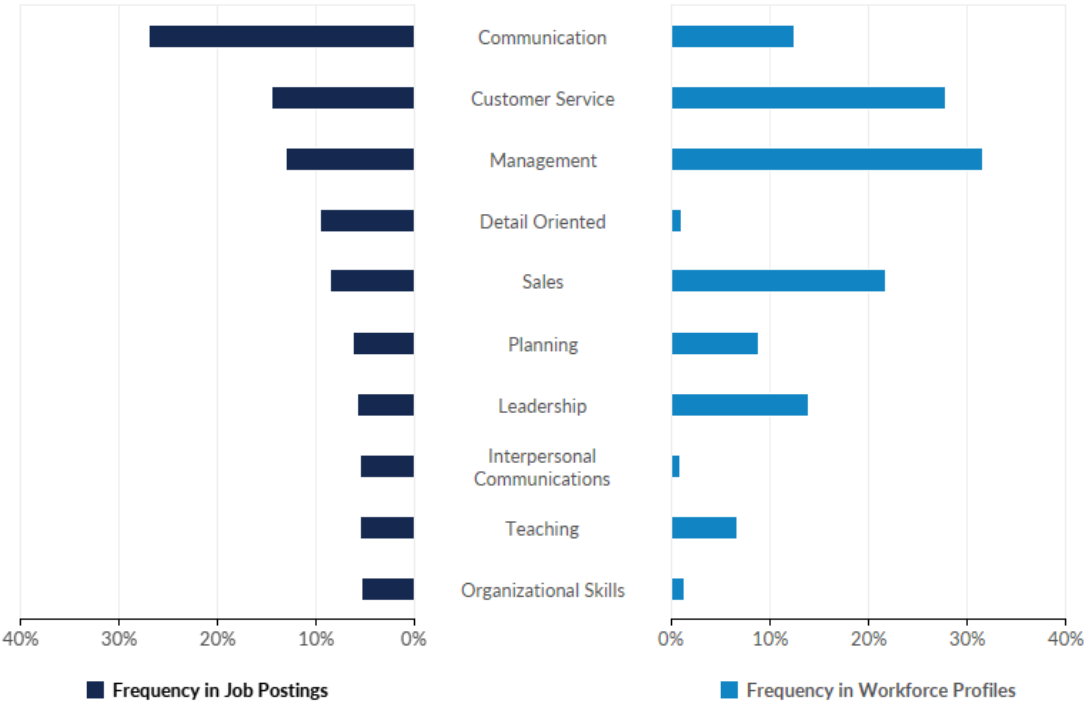
Occupation	Total/Unique (Jul22-Jun23)	Posting Intensity	
Care Workers	659/227	3:1	
Plant/Machine Operat.	275/118	2:1	
Cleaners & Domestics	194/103	2:1	
Nursing Professionals	244/99	2:1	
Kitchen/Catering Assist.	157/72	2:1	
Social Workers	201/69	3:1	
Teaching Assistants	90/66	1:1	
Sales & Retail Assistant	130/66	2:1	
Sales Related	119/56	2:1	
Assemblers/Routine Operatives	97/48	2:1	

Skills Gap

Personal Care, Machinery & Housekeeping most in demand Specialised Skills



Communication, Customer Service & Management most in demand Common Skills

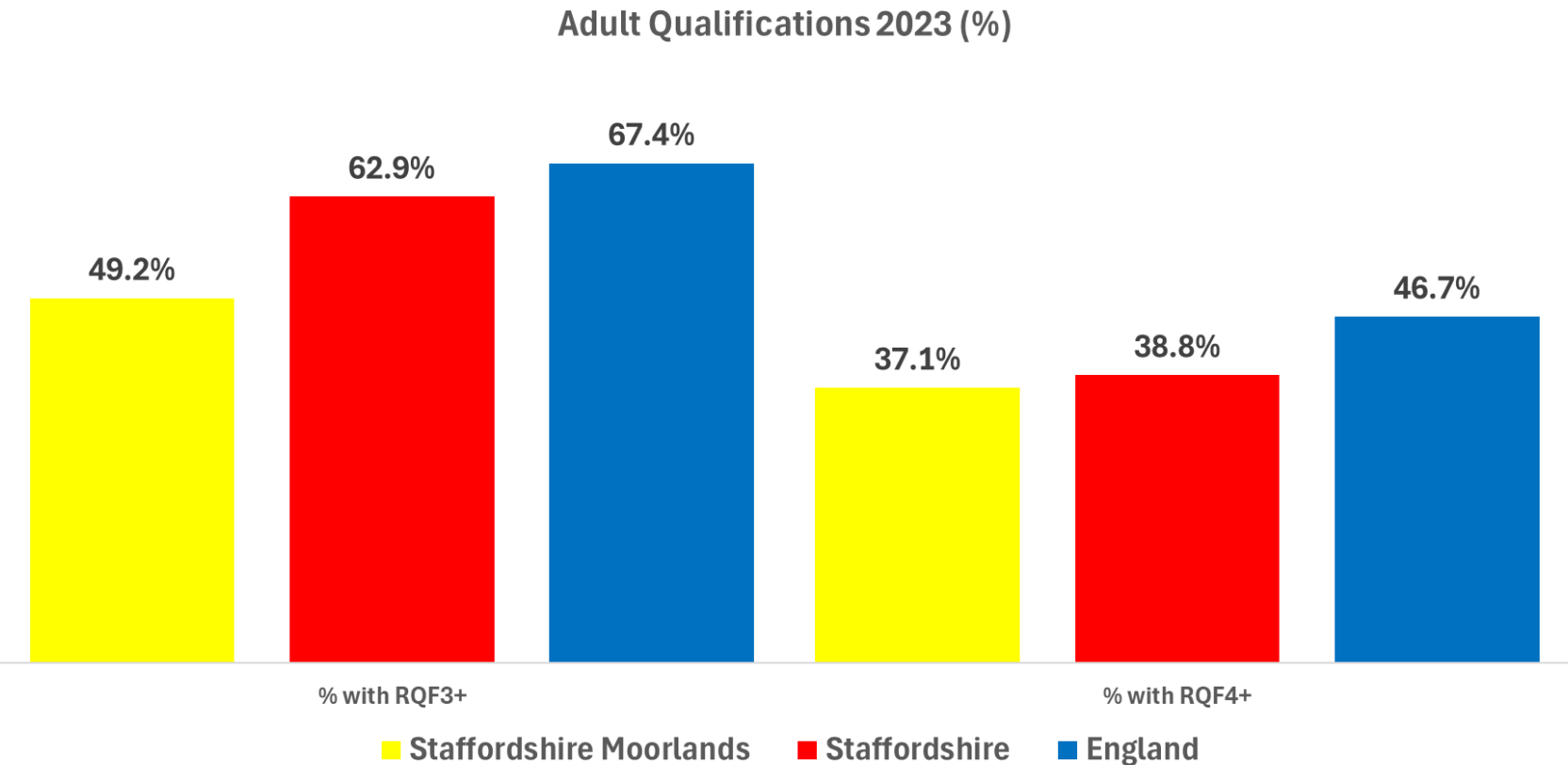


Skills Levels

37.1% Adults with RQF4+, lower than county 38.8% and national 46.7% averages.

49.2% Adults with RQF3+, lower than county 62.9% and national 67.4% averages.

Source: ONS Annual Population Survey 2024



Apprenticeship Starts

www.staffordshire.gov.uk

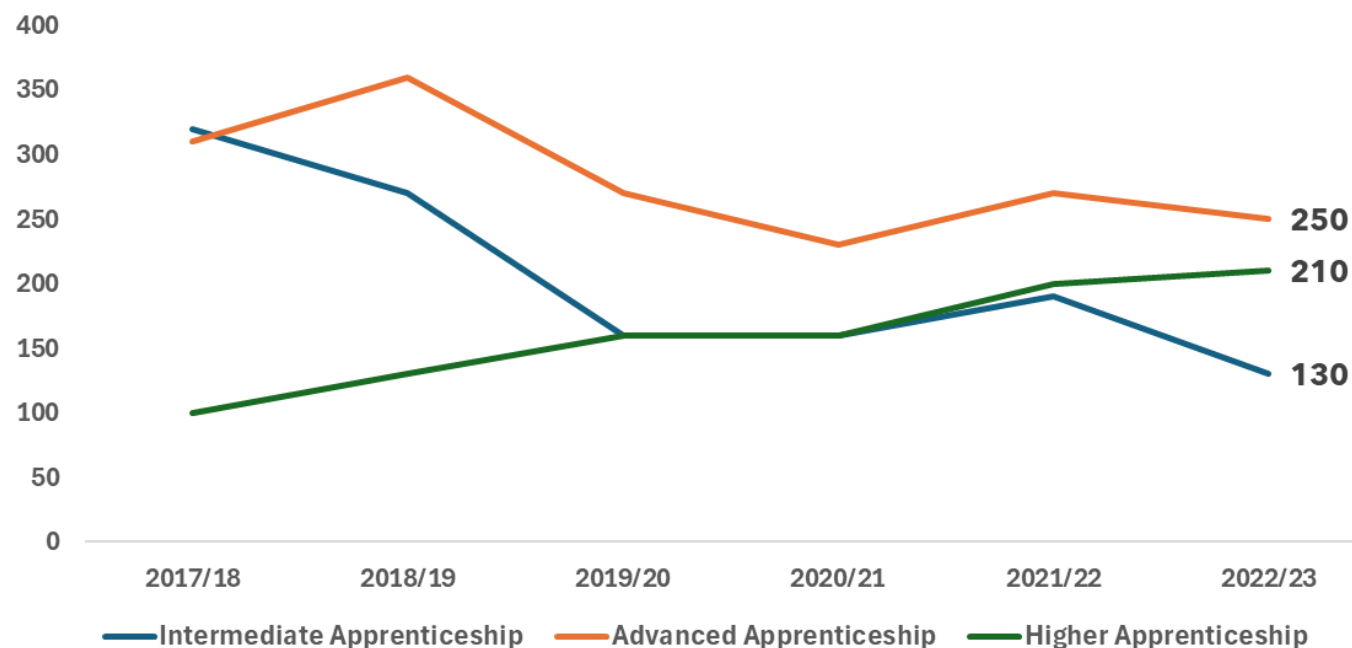
Staffs Moorlands has seen a **-17%** fall in Apprenticeship Starts 2017/18-2022/23 from 720 to 600, lower than the -8% decline across Staffordshire.

Staffs Moorlands has seen a **110%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 100 to 210. This compares with a 126% increase across Staffordshire.

The 25+ age group accounts for the highest proportion of apprenticeship starts in Staffs Moorlands at **40%**.

In 2022/23 the most popular subject choice in Staffs Moorlands was **Health, Public Services & Care** at **28%**. This was followed by Business, Administration & Law 27% and Engineering & Manufacturing Technology 17%.

Staffordshire Moorlands Apprenticeships by Level



Source: DfE Geography Region and LAD - Starts, Achievements by Sex, Level, Ethnicity, SSA

Opportunities for Growth & Development



Capitalise on job growth rate of **+2%** 2017-22 and further develop partnerships and promote as key development area to grow business base



Continue to improve education and skills levels to boost productivity and growth as **37%** of adults have RQF4+ qualifications, lower than county 39% and nation 47%. Also need to address apprenticeship starts decline of **-17%** 2017-23



Develop strong enterprise offer for SMEs to address low business start-up rate of **7.8%** and build on strong business survival rate of 64%, higher than regional 51% & national 58% averages



Support and encourage local businesses to take advantage of new technologies and training to improve skills levels of their workforce and help address low growth in productivity **+4%** 2017-22 compared to county growth of 17%, regional 10% and nation 12%