

Employment and Skills Opportunities & Challenges – Cannock Chase

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 Cannock Chase.

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



SWOT: Cannock Chase

- Above average employment rate
- Growing business base with strong survival rates
- High job growth rate above regional and national levels
- High GVA growth
- Lower than average economic inactivity

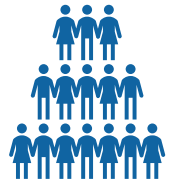
- Capitalise on new technologies such as AI and automation to drive key sectors
- Excellent connectivity to support growth in logistics sector
- Develop strong enterprise offer to encourage new SMEs
- Further promotion & development as key leisure and activities destination
- Repurpose town centre to encourage mixed use and future proof amenities



- Adult skills levels lower
- Claimant rate and Youth claimant rate above average
- Job Density lower
- Job Vacancies bias towards low skilled roles
- Wage levels below average

- Adapting amenities and town centre to be future proof and sustainable
- Addressing labour skills shortage (e.g. health and logistics sectors)
- Attracting new business investment
- Increasing productivity and supporting new business development
- Raising aspirations amongst young people and improving skills levels generally

Headline Findings



43,100 jobs in 2021, equivalent to **7%** growth since the previous year



Record low economic inactivity at **11.2%** in 2022, lower than Staffordshire and national averages



85% employment rate in 2022, higher than county, region and national averages



Total GVA of **£2bn** in 2020 with an increase of **12%** between 2016-2020

Business Growth and Key Sectors

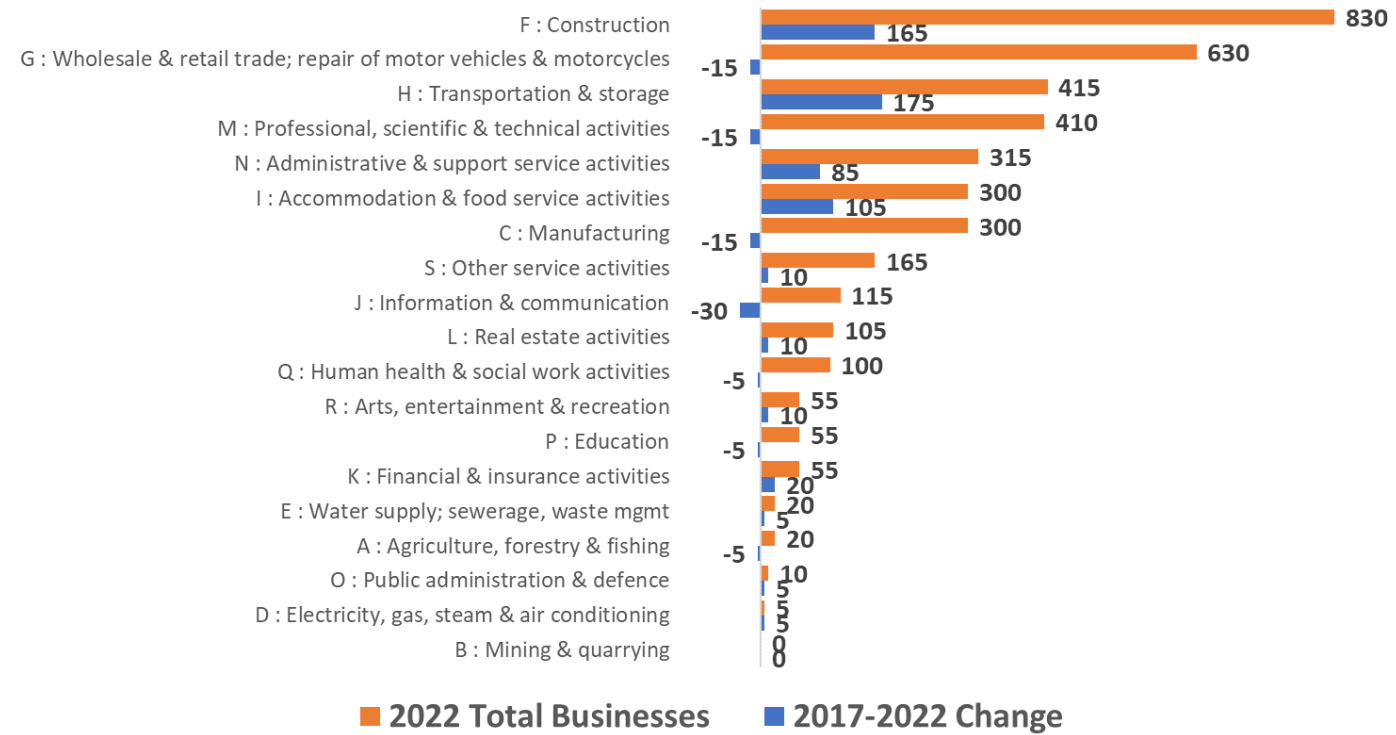
There were 3,910 businesses based in Cannock Chase in 2022. Between 2017-22 there were 510 additional businesses, +15% growth.

Key sectors include Construction (830 businesses), Wholesale & Retail (630 businesses) and Transportation & Storage (415 businesses)

Strongest growth between 2017-22 in Transportation & Storage (+175 businesses), Construction (+165 businesses) and Accommodation & Food Services (+105 businesses)

Notable declines between 2017-2022 in ICT (-30 businesses), Manufacturing (-15 businesses), Professional, Scientific & Technical Services (-15 businesses), Wholesale & Retail (-15 businesses)

Total Businesses 2022 and Business Change 2017-2022



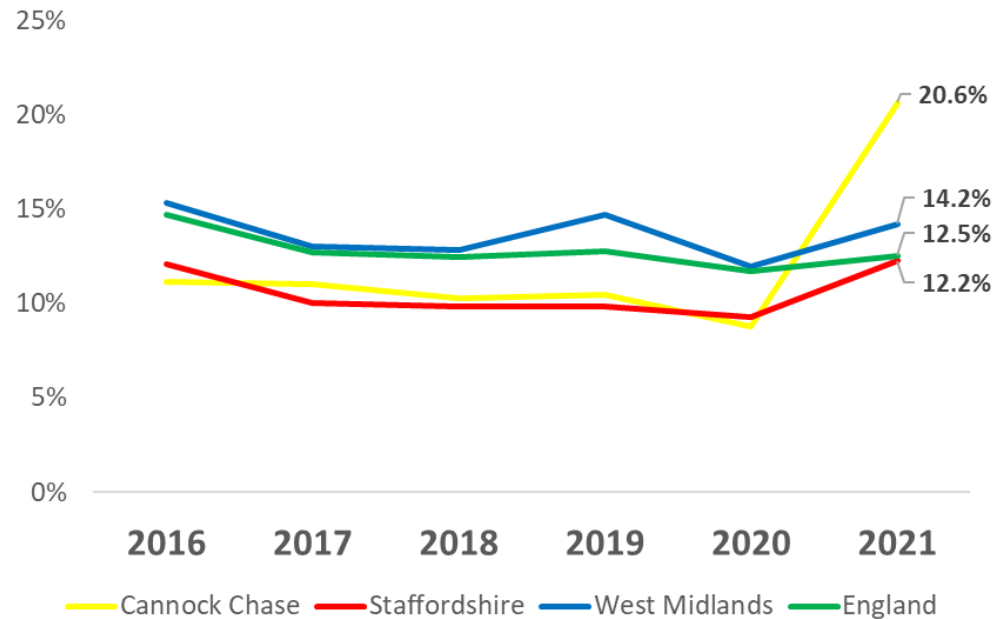
Source: UK Business Counts, 2023

Business Start Ups and Closures

Cannock Chase Business Start Up Rate for 2021 at 20.6% is well above county (12.2%), region (14.2%) and national (12.5%) averages. Cannock Chase has the highest business start-up rate of all Staffordshire districts.

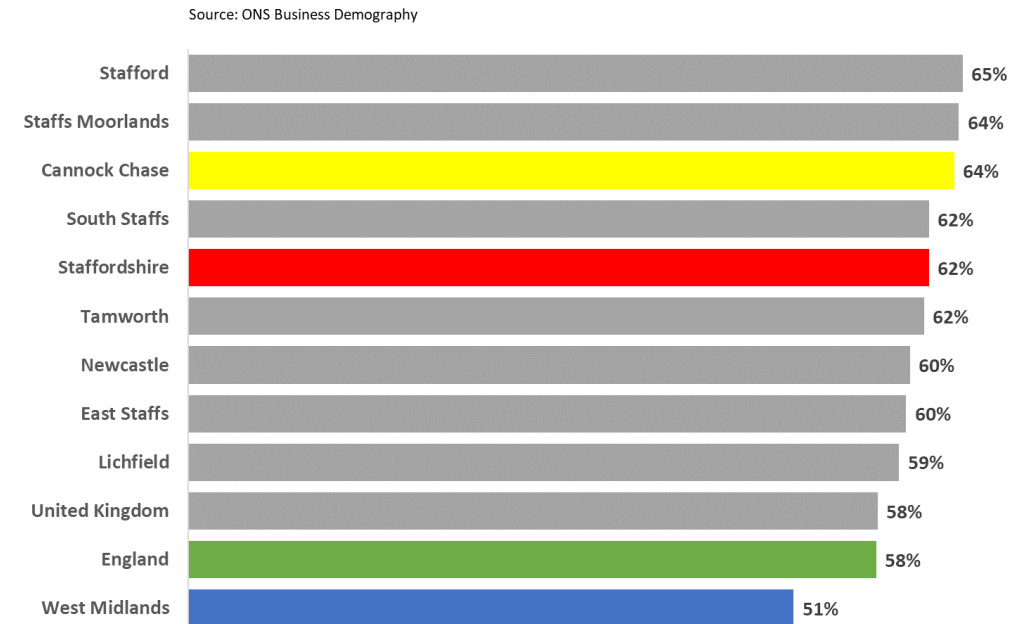
Cannock Chase has a very strong business survival rate at 64% in 2021 – better than county (62%), region (51%) and national (58%) averages

Business Start up Rate 2016-2021 (%)



Source: ONS Business Demography, 2023

Business 3-Year Survival Rate 2021 (%)



Key Employment Sectors

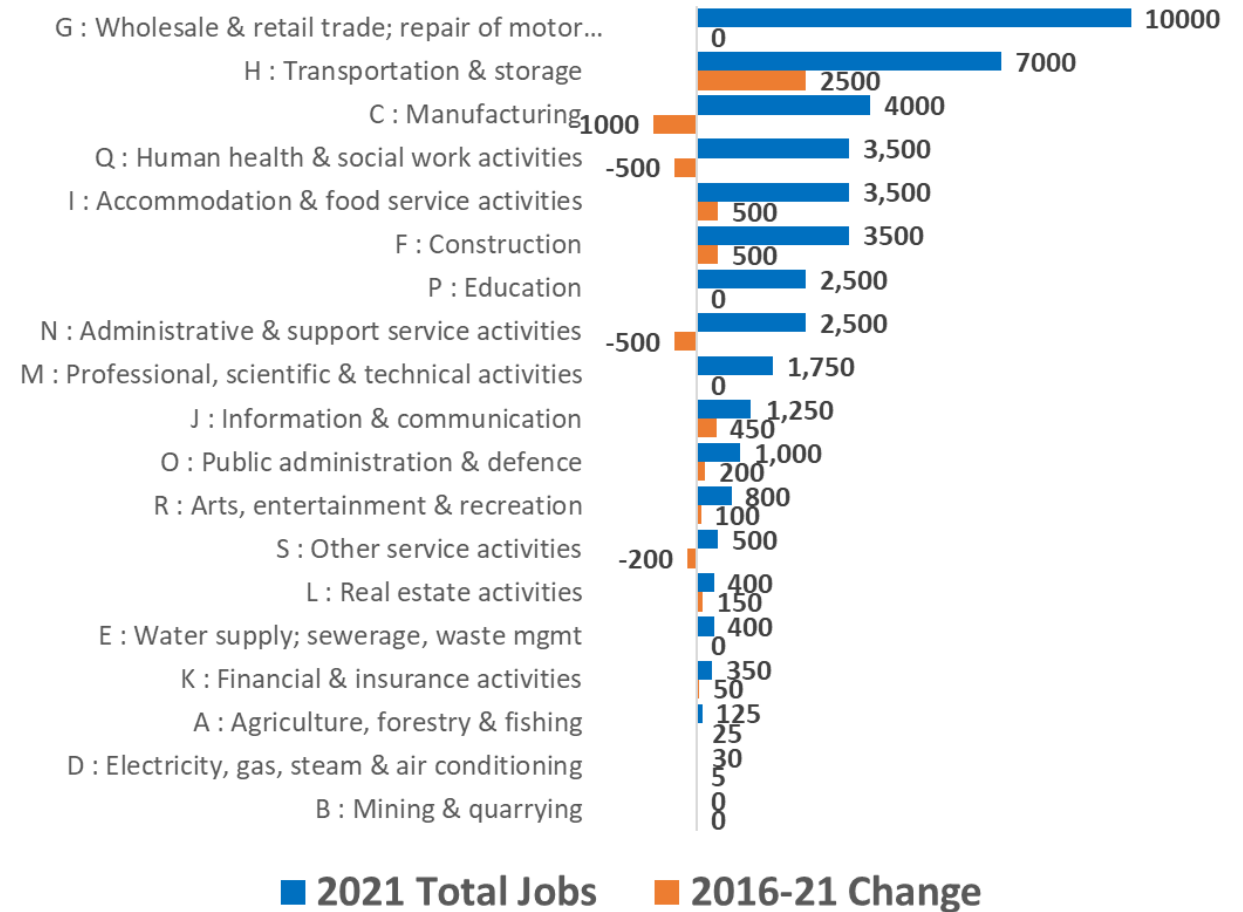
In 2021 there were a total of 43,100 jobs in Cannock Chase. An increase of 2,300 jobs or (+6%) between 2016-21

Key Sectors in 2021 include Wholesale & Retail (10,000 jobs), Transportation & Storage (7,000 jobs) and Manufacturing (4,000 jobs)

Strongest growth between 2016-21 in Transportation & Storage (+2,500), Construction (+500) and Accommodation & Food Service sectors (+500)

Notable declines in growth between 2016-21 in Manufacturing (-1,000) and Human Health & Social Work (-500) and Administrative & Support Services (-500) sectors

Key Employment Sectors 2021 and change 2016-2021



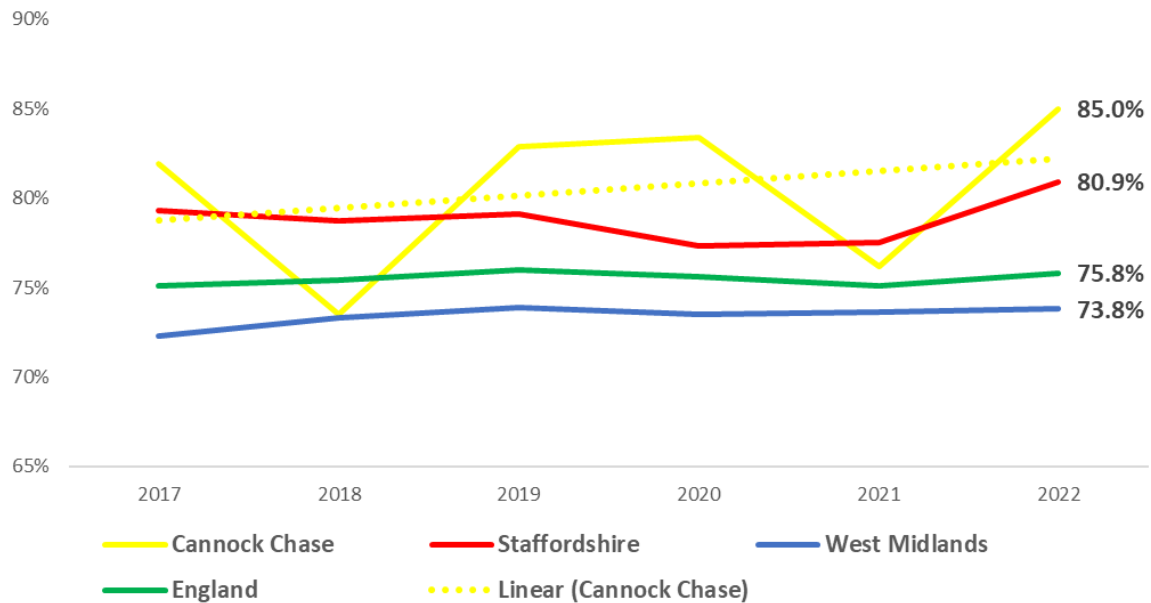
Source: Business Register & Employment Survey (BRES), 2023

Employment Rate

85% or 51,300 Employment rate 2022 in Cannock Chase, higher than county 81%, region 74% and national average 76%

11% or 6,800 economically inactive residents January-December 2022, lower than county average 17% and lower than national average 21%.

Employment rate 2017-2022 (aged 16-64)



| | Cannock Chase (%) | Staffordshire (%) | England (%) |
|--------------------------------------|-------------------|-------------------|-------------|
| Economic activity rate - aged 16-64 | 88.7 | 82.9 | 78.7 |
| Employment rate - aged 16-64 | 85.0 | 80.9 | 75.8 |
| % aged 16-64 who are employees | 77.8 | 70.3 | 66 |
| % aged 16-64 who are self employed | 7.2 | 10.4 | 9.5 |
| Unemployment rate - aged 16-64 | 4.2 | 2.4 | 3.7 |
| Unemployment rate - aged 16+ | 4.1 | 2.4 | 3.6 |
| % economically inactive - aged 16-64 | 11.3 | 17.1 | 21.3 |

Source: Annual Population Survey, 2023

Occupations

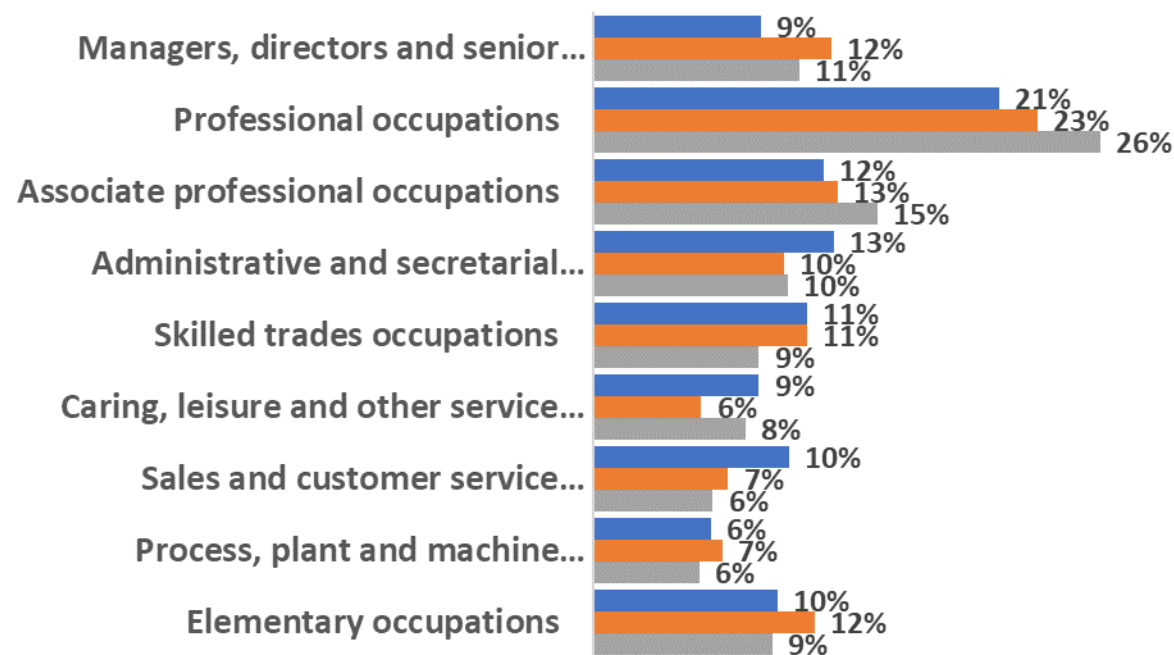
42% jobs in higher occupation groups in 2022, lower than county average 48% and national average 52%

21% of jobs in professional occupations compared to county average 23% and national average 26%

22,000 residents in higher occupations

Occupations % (Jan 22-Dec 22)

■ Cannock Chase ■ Staffordshire ■ England



Source: ONS Annual population Survey, 2023

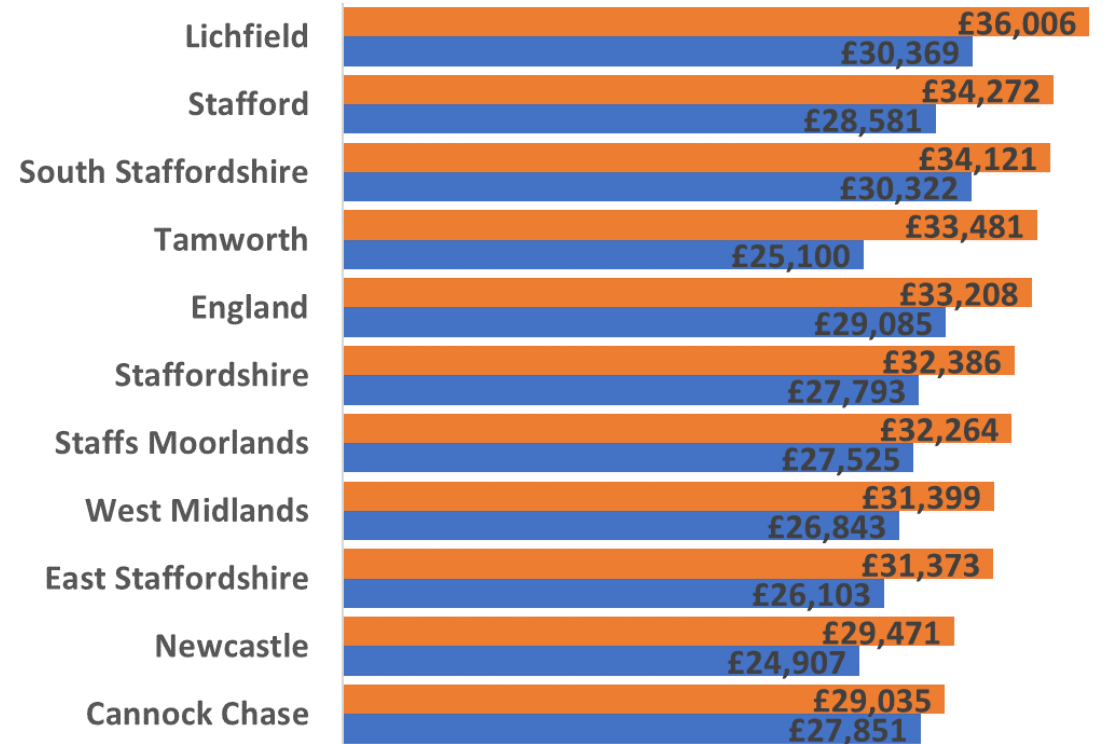
Median Resident Earnings

£29,035 average annual resident earnings
Cannock Chase in 2022, lower than county average
£32,386 and national average £33,208

4.3% growth in Cannock Chase annual resident
earnings 2017-2022, lowest percentage increase of all
Staffordshire LAs and lower 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

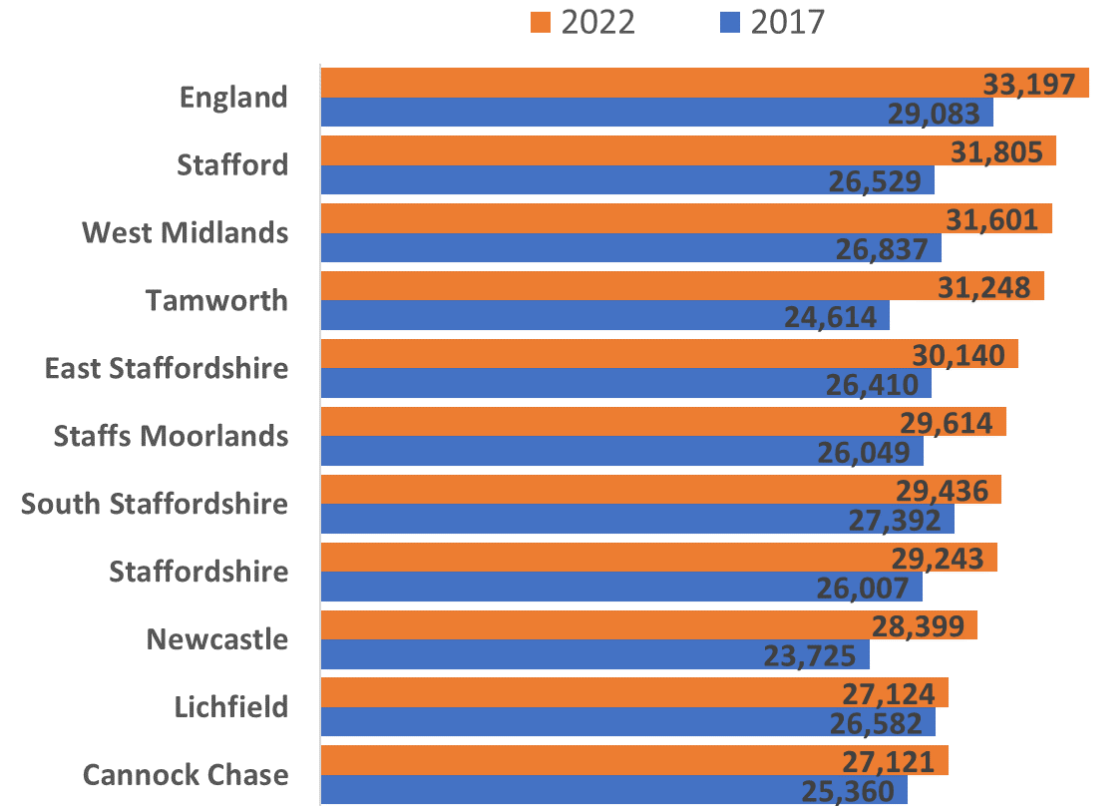
Median Workplace Earnings

£27,121 average annual workplace earnings
Cannock Chase in 2022, lower than county average
£29,243 and national average £33,197

6.9% growth in Cannock Chase annual workplace
earnings 2017-2022, lower growth than county average
of +12.4% and national average of +14.1%

Average workplace earnings are **-6.6%** below
resident earnings

Average Annual Earnings by Workplace (£) 2017-22



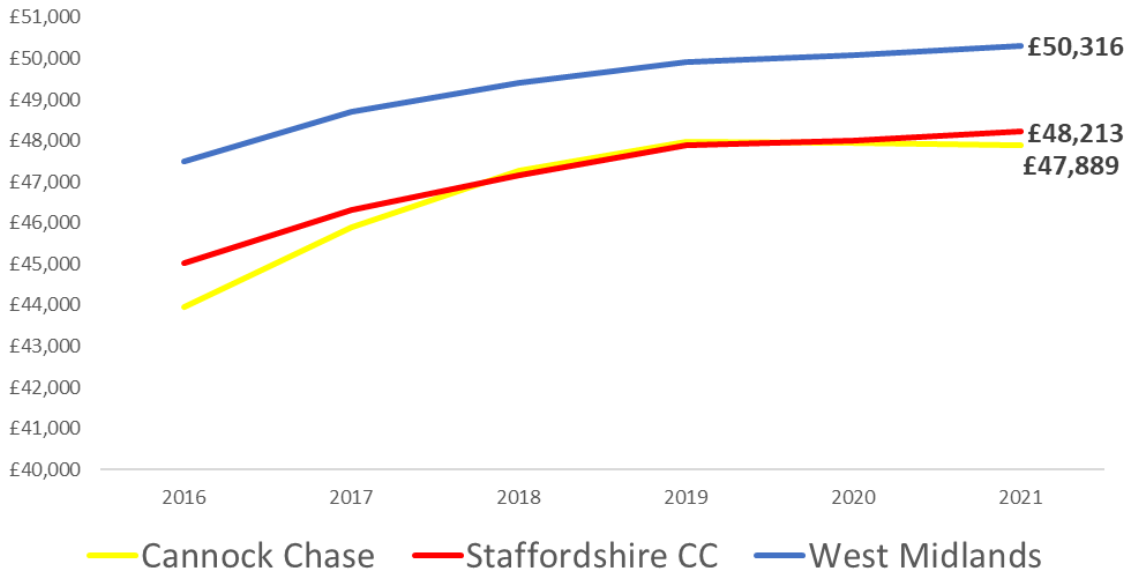
Source: ONS Annual Survey of Hours and Earnings, 2023

Productivity (GVA per Job Filled)

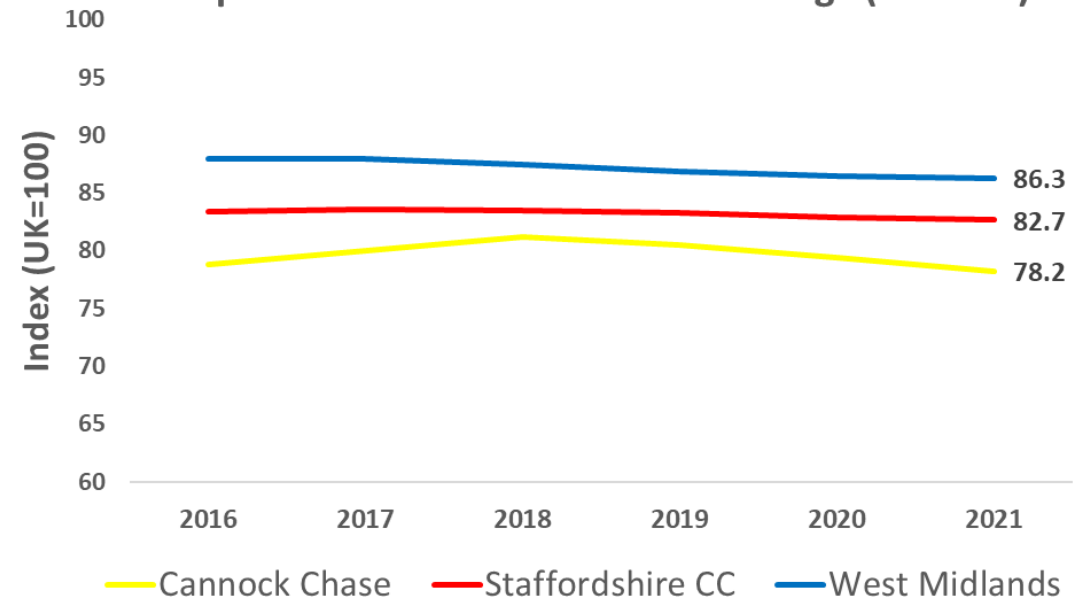
Cannock GVA per job filled at £47,889 in 2021 has grown by +9% between 2016-21. This is higher than county level growth of +7% and national level growth of +8%.

Cannock GVA per job filled is slightly lower at -0.7% than the county average, -5% lower than the region average and -22% 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)

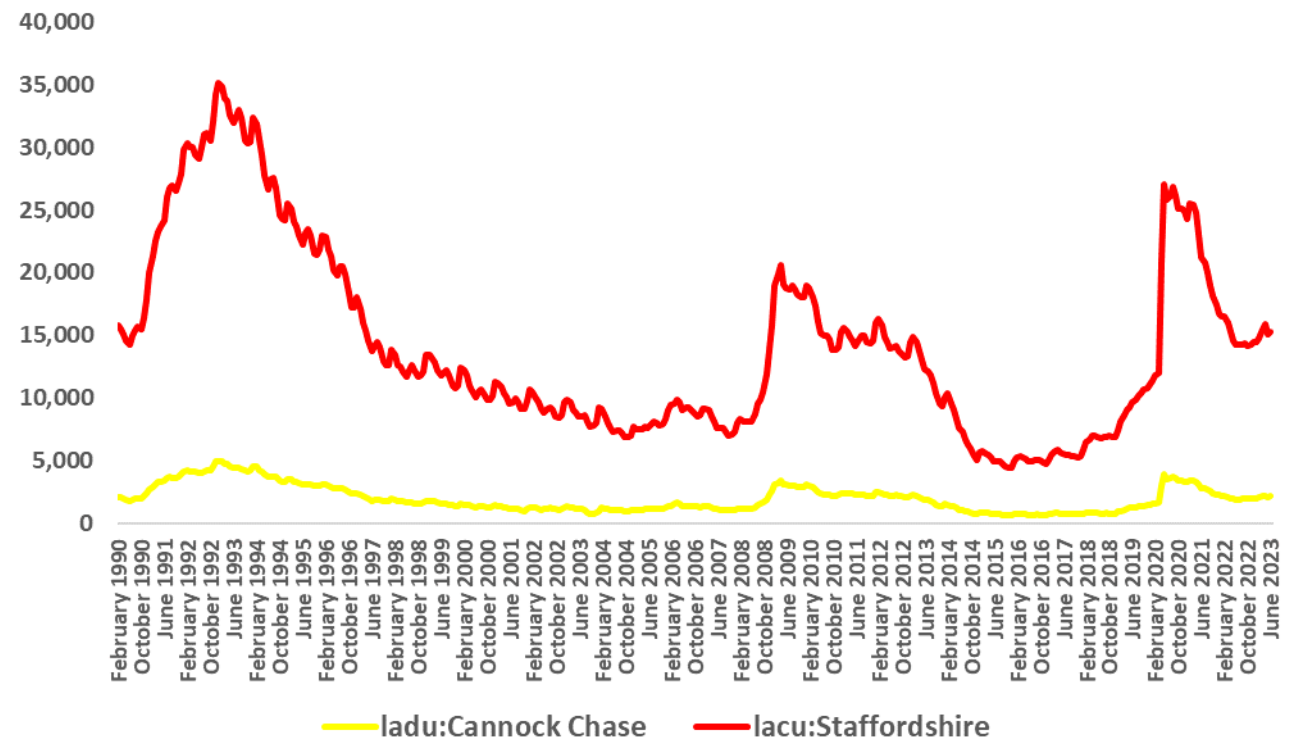
3.5% Claimant rate (aged 16-64, June 2023), higher than county average 2.9% but lower than national average 3.8%

2,170 claimants aged 16-64 – highest claimant count of all districts, June 2023

6.6% Youth claimant rate (18-24, June 2023), higher than county 4.6% and national average 4.8%

465 youth claimants aged 18-24 – highest youth claimant count of all districts, June 2023

Cannock Chase and Staffordshire Claimant Count



Source: NOMIS, June 2023)


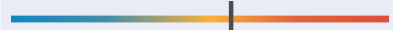

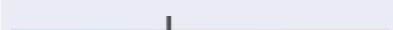






Job Vacancies

12,700 Unique postings July 2022 – June 2023

£27,200 Median advertised salary July 2022 – June 2023, **13%** increase since July 2022

Wholesale Trade, Health & Social Care, Retail Trade highest vacancies July 2022 – June 2023

Nurses, Care Workers, & Sales Related occupations highest number of vacancies July 2022 – June 2023

| Occupation | Total/Unique (Jul22-Jun23) | Ratio | Posting Intensity |
|-----------------------------|----------------------------|-------|---|
| Care Workers | 2,444/746 | 3:1 |  |
| Sales Related | 1,353/482 | 3:1 |  |
| Nurses | 2,637/401 | 7:1 |  |
| Other Administrative | 774/384 | 2:1 |  |
| Kitchen/Catering Assist. | 821/349 | 2:1 |  |
| Teaching Assistants | 795/310 | 3:1 |  |
| Elementary Storage | 747/301 | 2:1 |  |
| Customer Service | 838/298 | 3:1 |  |
| Cleaners & Domestic | 512/264 | 2:1 |  |
| Programmers & Software Dvpt | 566/234 | 2:1 |  |

Source: Lightcast June 2023

Skills Gaps

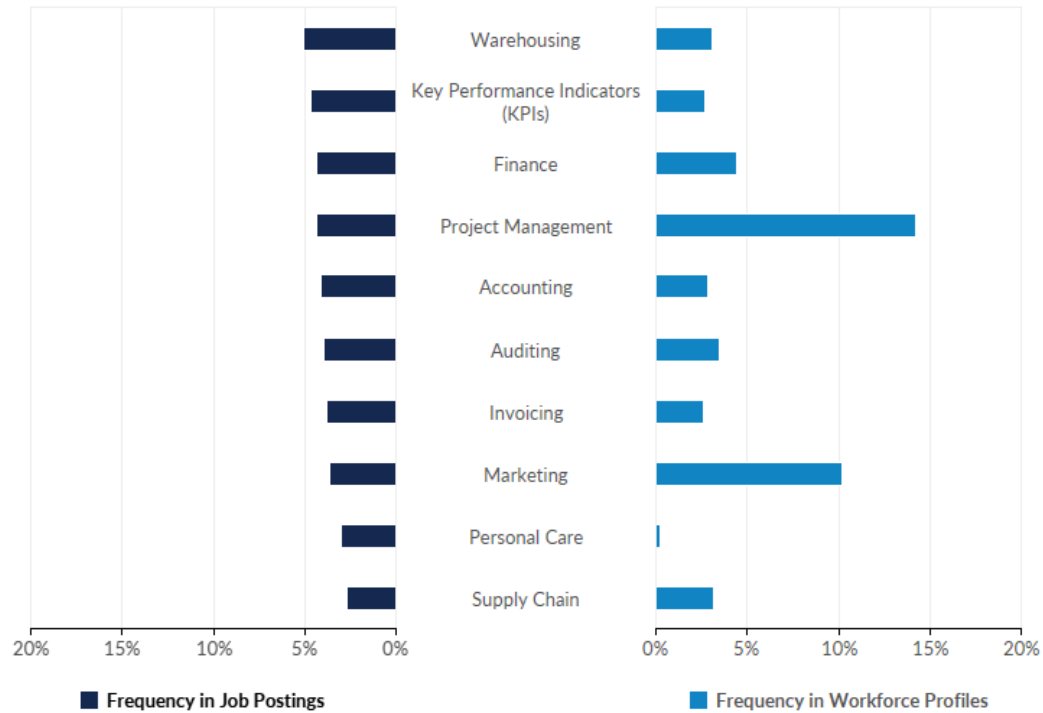
Warehousing, KPIs and Finance

most in demand specialised skills

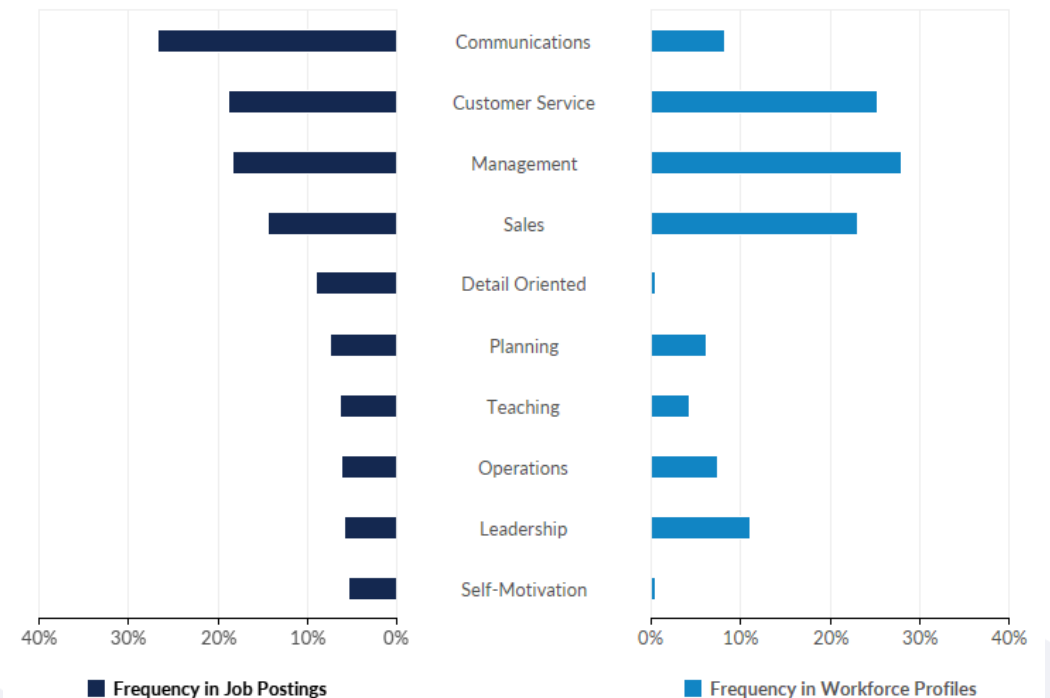
Communications, Customer Service & Management

most in demand common skills

Specialised Skills in Demand (2022-2023)



Common Skills in Demand (2022-2023)



Skills Levels

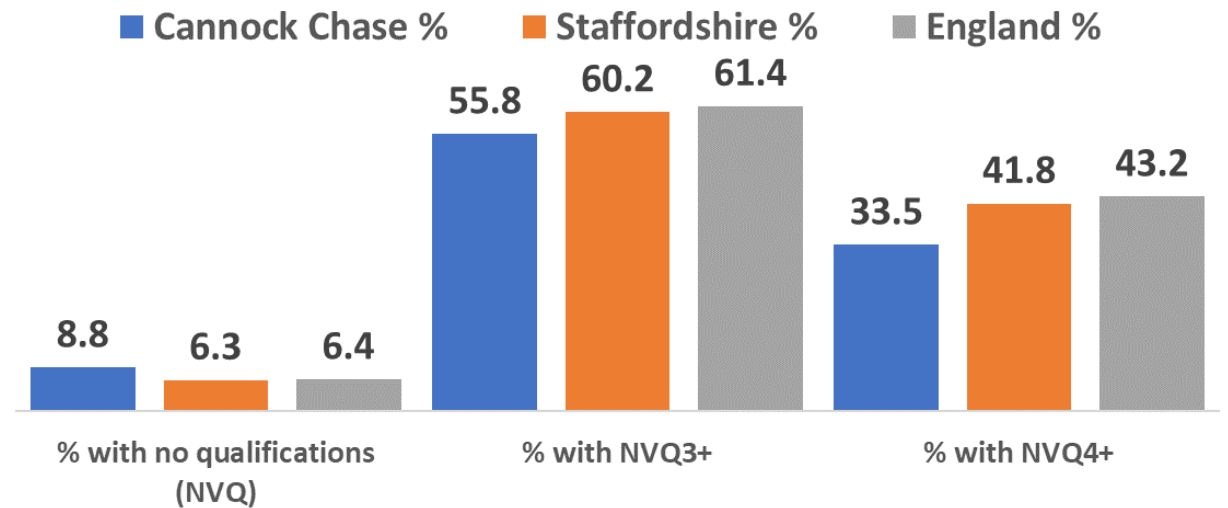
8.8% Adults with no qualifications, higher than county average 6.3% and national average 6.4%

33.5% Adults with NVQ4+, lower than county average 41.8% and national average 43.2%

55.8% Adults with NVQ3+, lower than county average 60.2% and national average 61.4%

NVQ4+ levels in Cannock Chase improved by
+5.8%

Adult Qualifications 2021 (%)



Source: ONS Annual Population Survey , 2023

Apprenticeship Starts

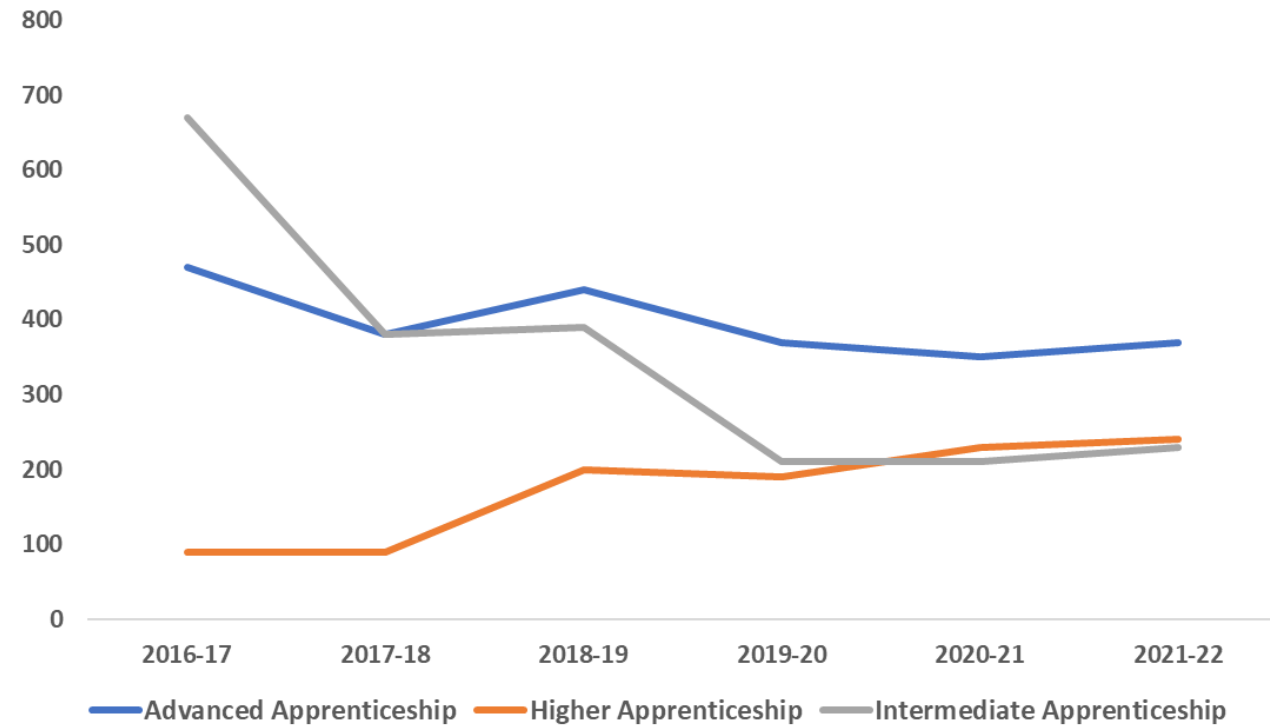
Cannock Chase has seen a **32%** fall in Apprenticeship Starts between 2016/17 and 2021/22 from 1,240 to 840 in line with a 32% decline seen in Staffordshire.

Cannock Chase has seen a **167%** increase in Higher Level Apprenticeships from 90 in 2016/17 to 240. While there has been a 66% decline in Intermediate Level Apprenticeships from 670 to 230 in line with the 66% fall in Staffordshire.

The 25+ age group account for the highest proportion of apprenticeship starts in Cannock Chase at **46%** or 390

In 2021/22, **28% or 230** of Apprenticeship Starts in Cannock Chase were in Health, Public Services and Care. Other popular subject areas included Business, Administration & Law at 27% or 220 and Engineering & Manufacturing Technology at 18% or 150.

Cannock Chase Apprenticeships by Level



Source: DfE/Individualised Learner Record

Opportunities for Growth and Development



Further develop partnerships and support for new businesses. Cannock Chase already has a strong business survival rate of **64%** (2021) better than county (62%), region (51%) and national (58%) averages



Continue to improve education and skills levels to boost productivity and growth as estimated that **8.8%** of adults have no qualifications, higher than county average 6.3% and national average 6.4%.



Capitalise on strong GVA growth of **+9%** between 2016-21 which is higher than county level growth of +7% and national level growth of +8%.



Address high youth claimant rate of **6.6%** (18-24, 2023), higher than county and national averages – key to future growth and continued strong employment rate