

# Employment and Skills Opportunities and Challenges – Cannock Chase

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 Cannock Chase.



# SWOT: Cannock Chase

- Economic inactivity lower than county and national averages
- Employment rate above county, regional and national averages
- Growing business base above county level with high business survival rate
- GVA per job filled growth rate higher than 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 & support businesses
- Excellent connectivity to support growth
- Increase awareness and development as key leisure and activities destination
- Repurpose town centre to encourage mixed use and future proof amenities



- Adult skills levels below average
- High youth claimant rate above county and national average
- Job vacancies bias towards low skilled roles
- Low business start-up rate and business failure rate highest of all LAs
- Wage levels below average – lowest annual average workplace earnings

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

# Headline Findings



**42,000** jobs in 2022, below average -0.2% negative growth 2017-22



Low economic inactivity at **15%** in 2023, lower than Staffordshire and national averages



**85%** employment rate in 2023, higher than county, regional and national averages



Total GVA of **£2.4bn** in 2022 with an increase of **18%** between 2017-2022

# Business Growth and Key Sectors

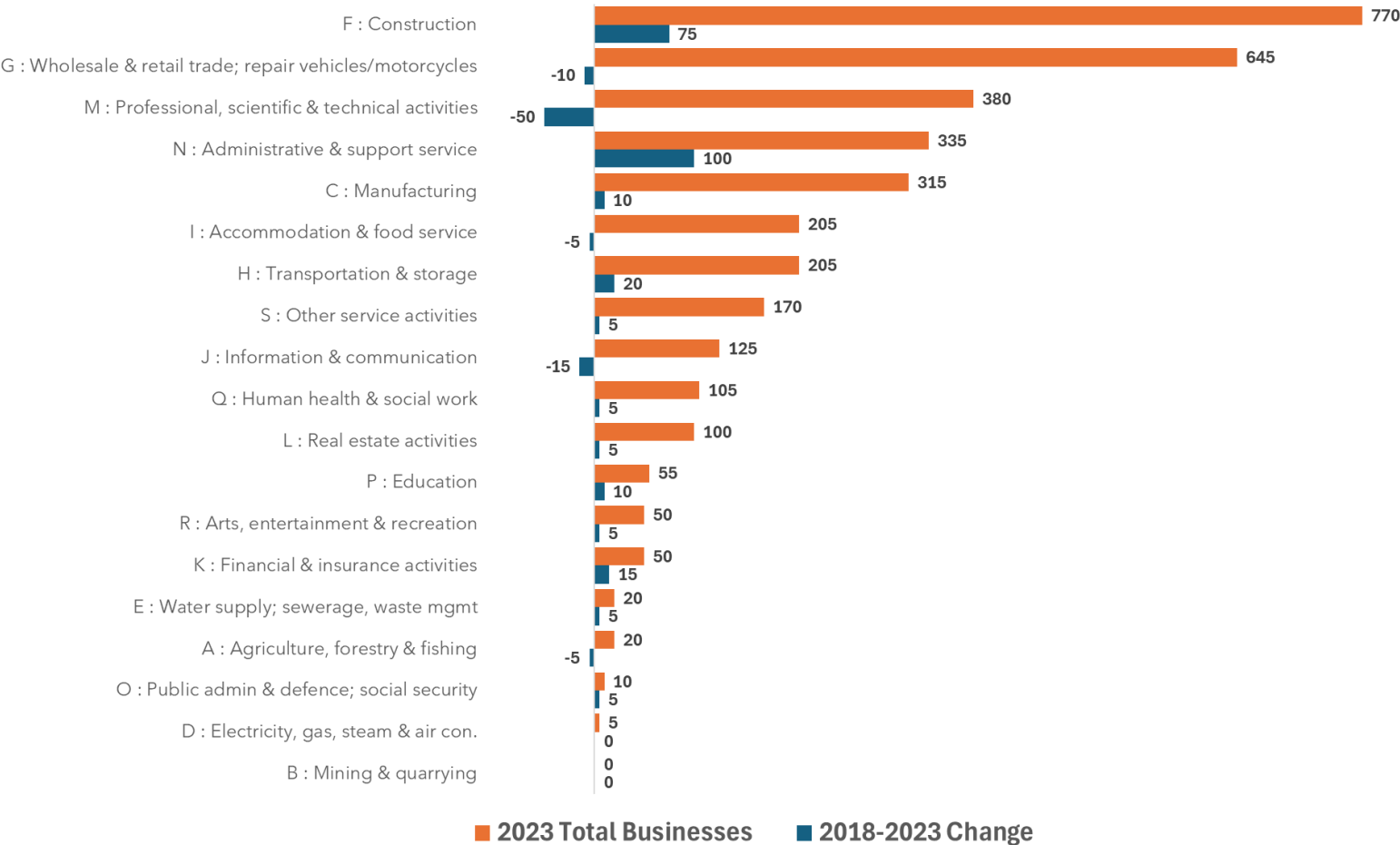
There were 3,565 businesses based in Cannock in 2023. Between 2018-23 there were an additional 180 businesses and +5% growth. This is higher than national +2%, region +3% and county growth +0.3%.

Key sectors include Construction (770 businesses), Wholesale & Retail (645 businesses), Professional, Scientific & Technical (380 businesses).

Strongest growth 2018-23 in Admin. & Support (+100 businesses), Construction (+75 businesses), Transportation & Storage (+20 businesses).

Notable declines 2018-2023 in Professional, Scientific & Technical (-50 businesses), ICT (-15 businesses), Wholesale & Retail (-10 businesses).

Total Businesses 2023 and Business Change 2018-2023

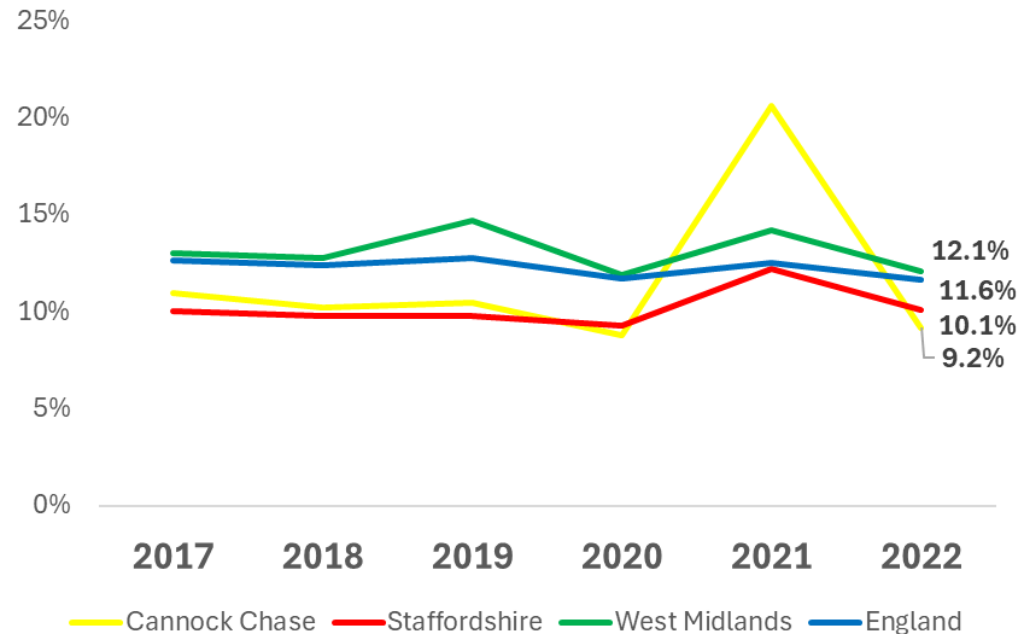


# Business Start Ups and Closures

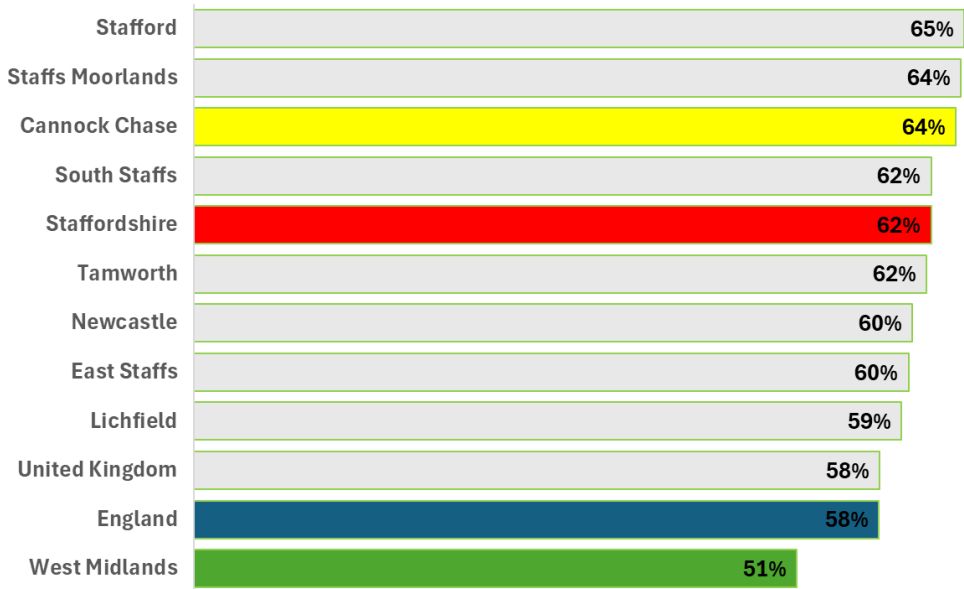
Cannock Business Start Up Rate 2022 at 9.2% is below county 10.1%, regional 12.1% and national 11.6% averages. Cannock has the highest Business Death Rate at 14.7% compared to county 11.1%, region 12.7% and national 12% levels.

Cannock Chase 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

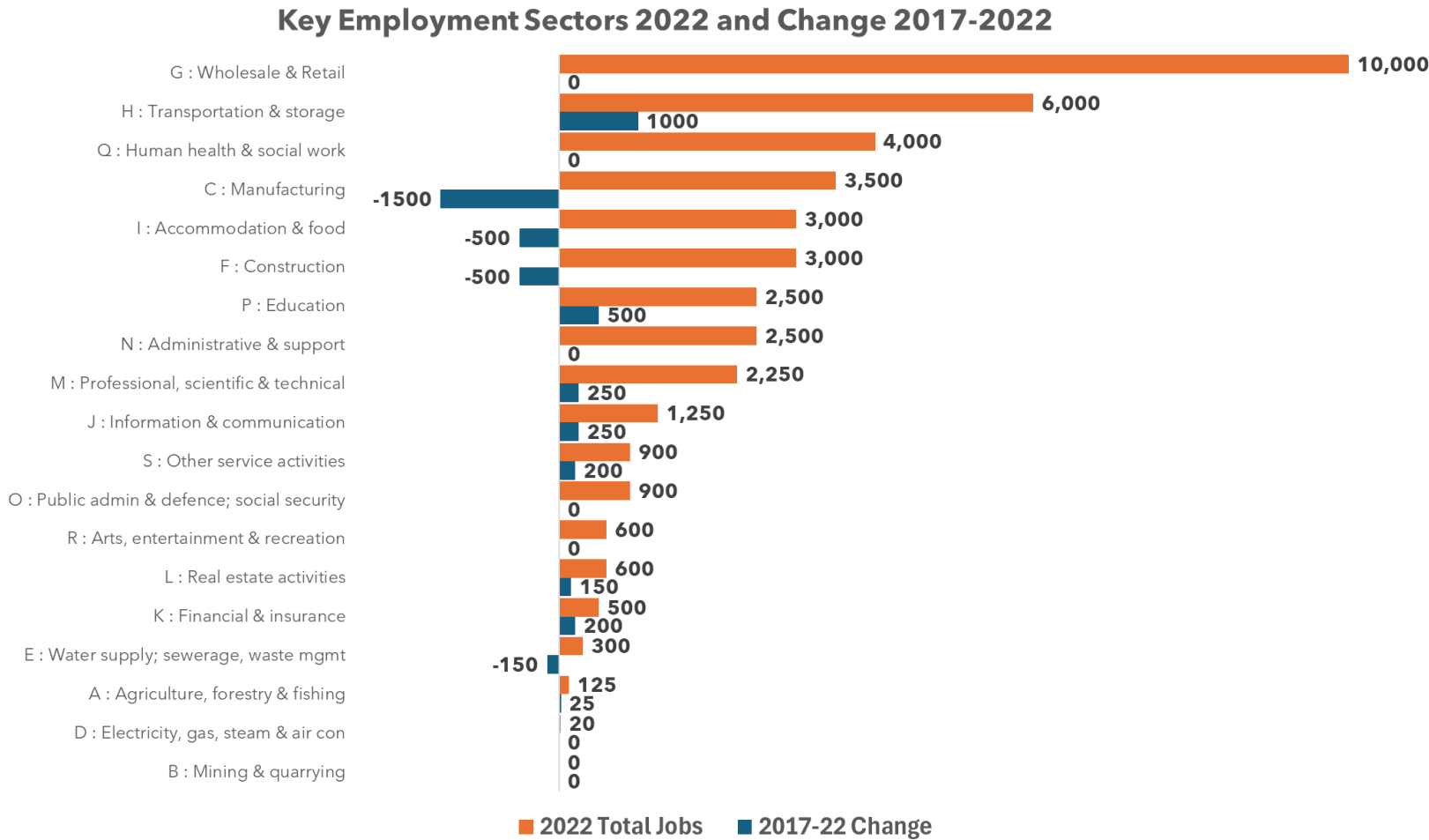
In 2022 there were a total of 42,000 jobs in Cannock Chase. There has been negligible change between 2017-22 with a decrease of -75 jobs or (-0.2%).

Key Sectors in 2022 include Wholesale & Retail (10,000 jobs), Transportation & Storage (6,000 jobs) and Human Health & Social Work (4,000 jobs).

Strongest growth between 2017-22 in Transportation & Storage (+1,000) and Education (+500) sectors.

Notable declines in growth between 2017-22 in Manufacturing (-1,500), Construction (-500) and Accommodation & Food (-500) sectors.

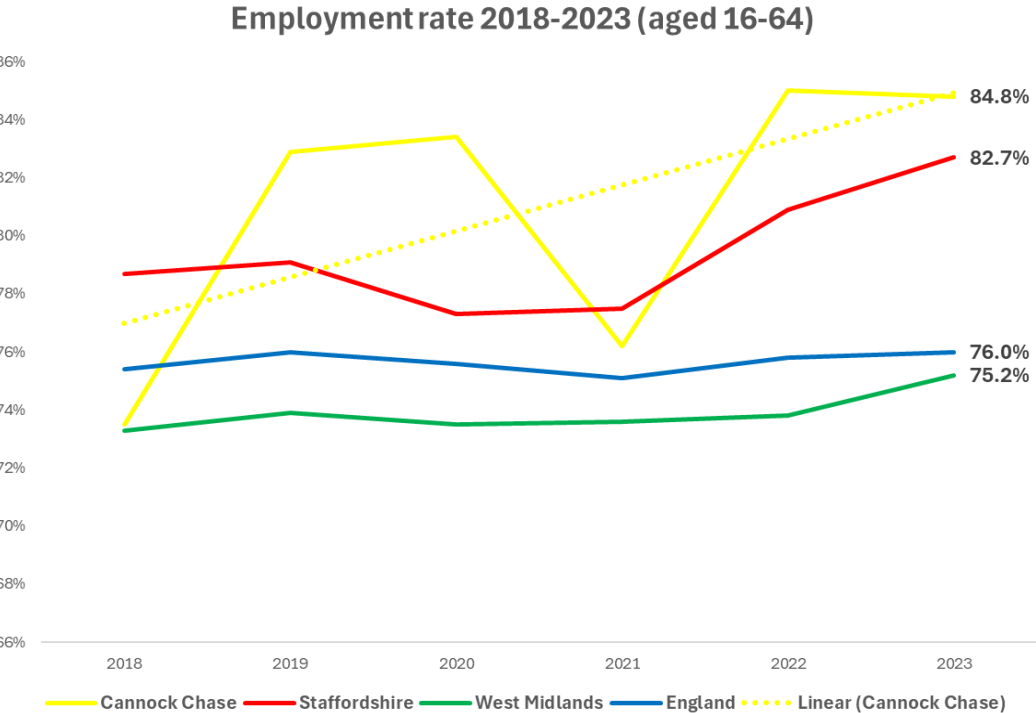
Source: Business Register & Employment Survey (BRES), 2024



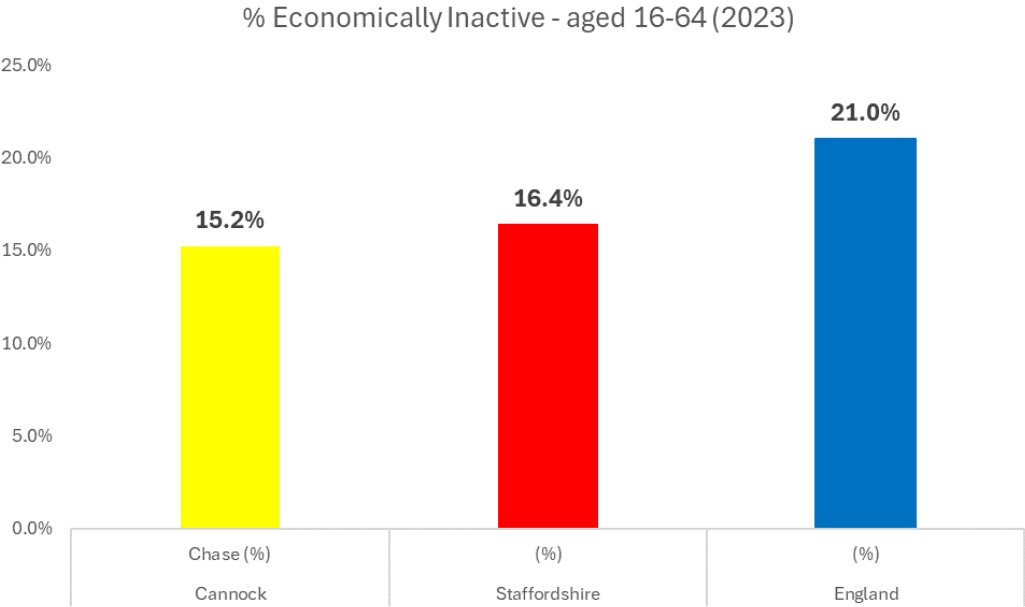
# Employment Rate

**85%** (53,900 residents in employment) Employment rate in 2023 in Cannock Chase, higher than county 83%, regional 75% and national 76% averages.

**15%** or 9,700 economically inactive residents Jan-Dec 2023, lower than county average 16% and lower than regional 21% and national average 21%.



Source: Annual Population Survey, 2024



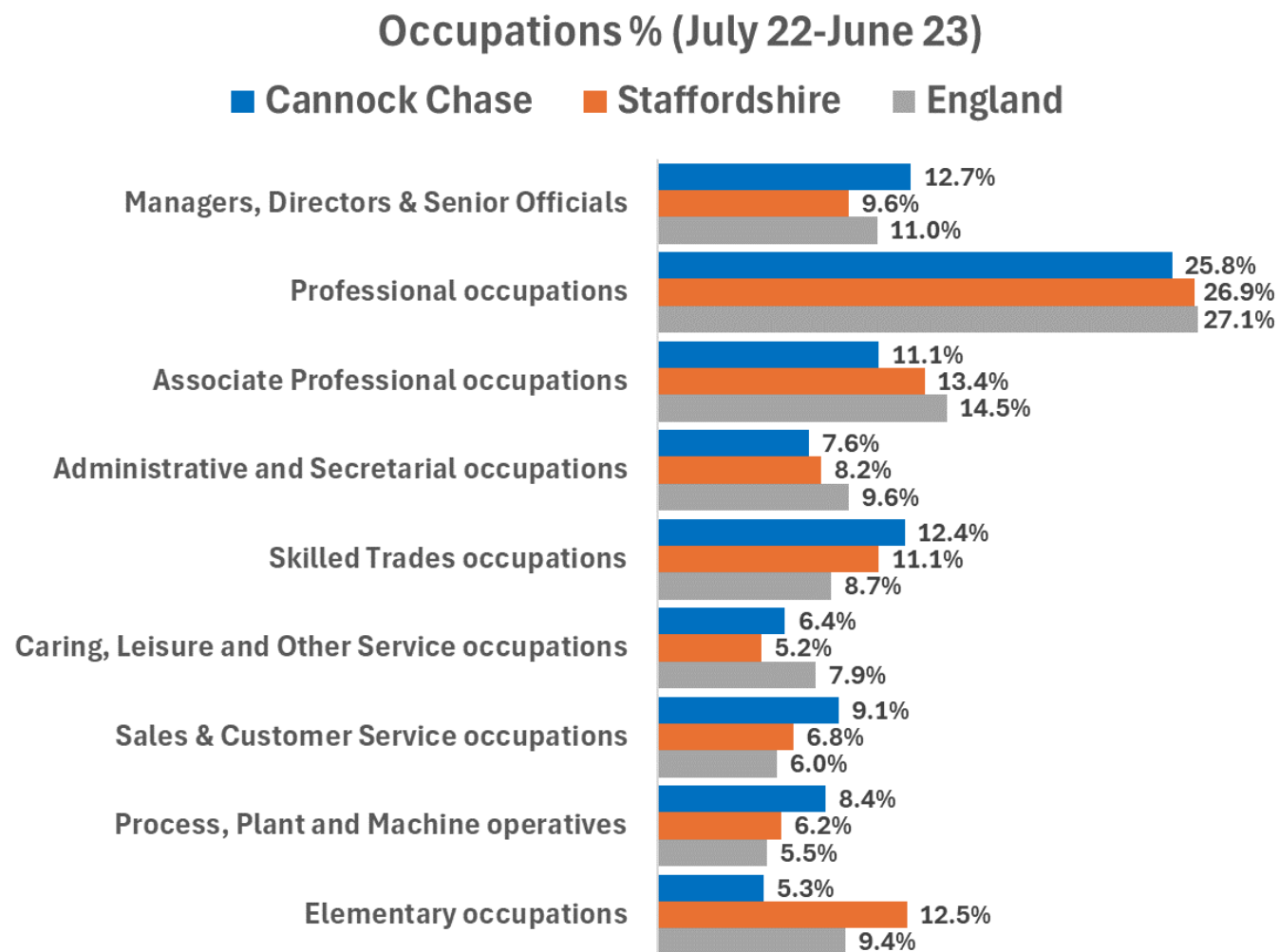
# Occupations

**50%** of jobs in higher occupation groups in July 2022-June 2023, in line with the county average 50% but slightly lower than the national average 53%.

**26%** of jobs in professional occupations similar to the county average 27% and national average 27%.

**13%** Managers, Directors & Senior Officials higher than county average 10% and national average 11%.

**Source: ONS Annual Population Survey, 2024**



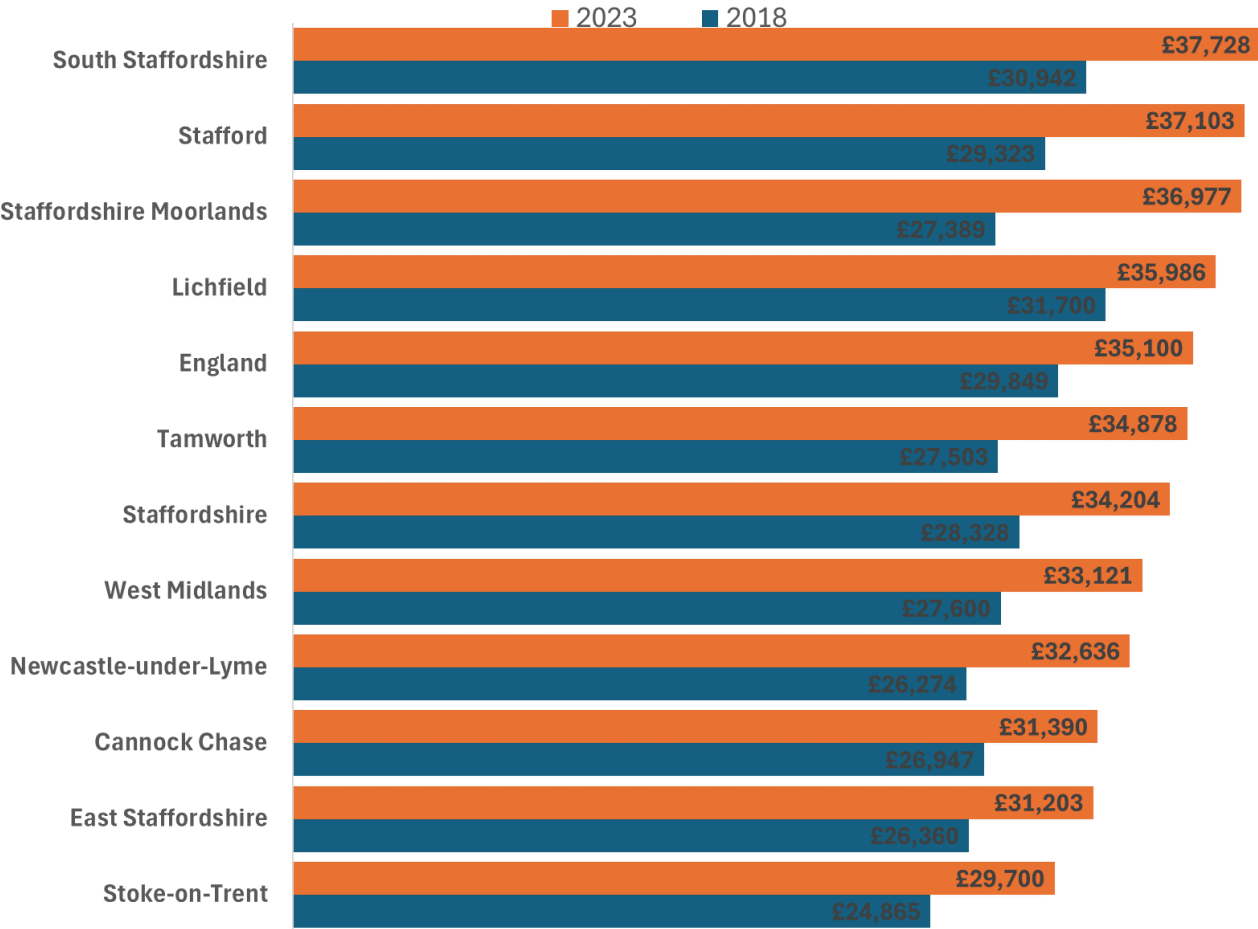
# Median Resident Earnings

**£31,390** average annual resident earnings in Cannock Chase in 2023, lower than county £34,204, regional £33,121 and national £35,100 averages.

**16.5%** growth in Cannock Chase annual resident earnings 2018-2023, one of the lowest percent increase of Staffordshire LAs and lower 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

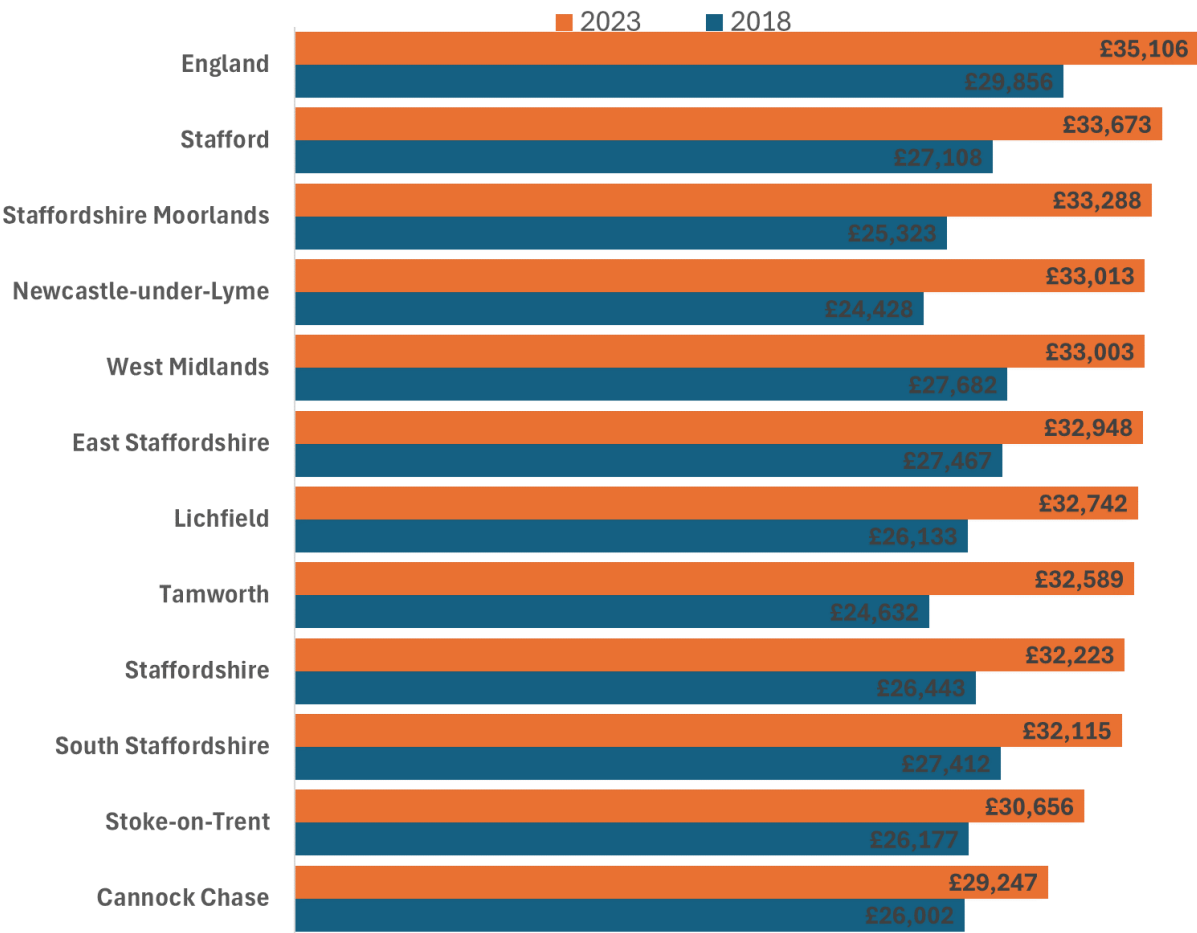


# Median Workplace Earnings

**£29,247** average annual workplace earnings in Cannock Chase in 2023, the lowest in Staffordshire. Cannock Chase is lower than the county £32,223, regional £33,003 and national £35,106 averages.

**12.5%** growth in Cannock Chase annual workplace earnings 2018-2023, the lowest percent increase of Staffordshire LAs. Cannock Chase is lower than county +21.9%, regional +19.2% and national +17.6% averages.

Average Annual Earnings by Workplace (£) 2018-23

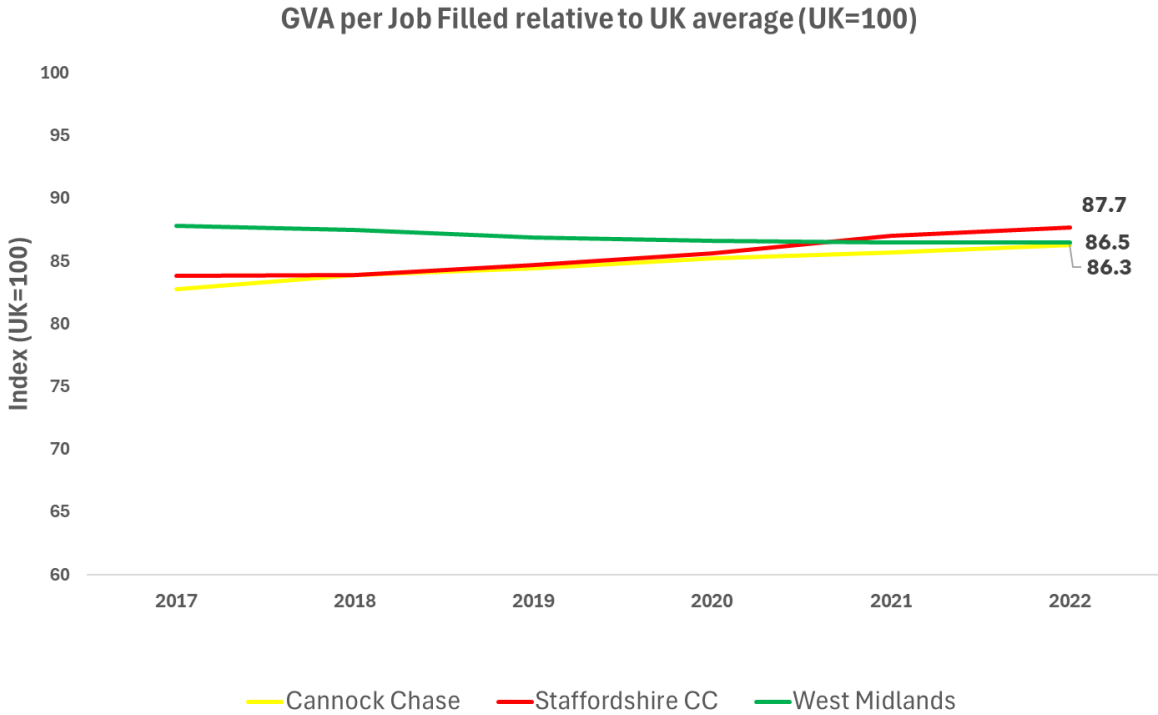
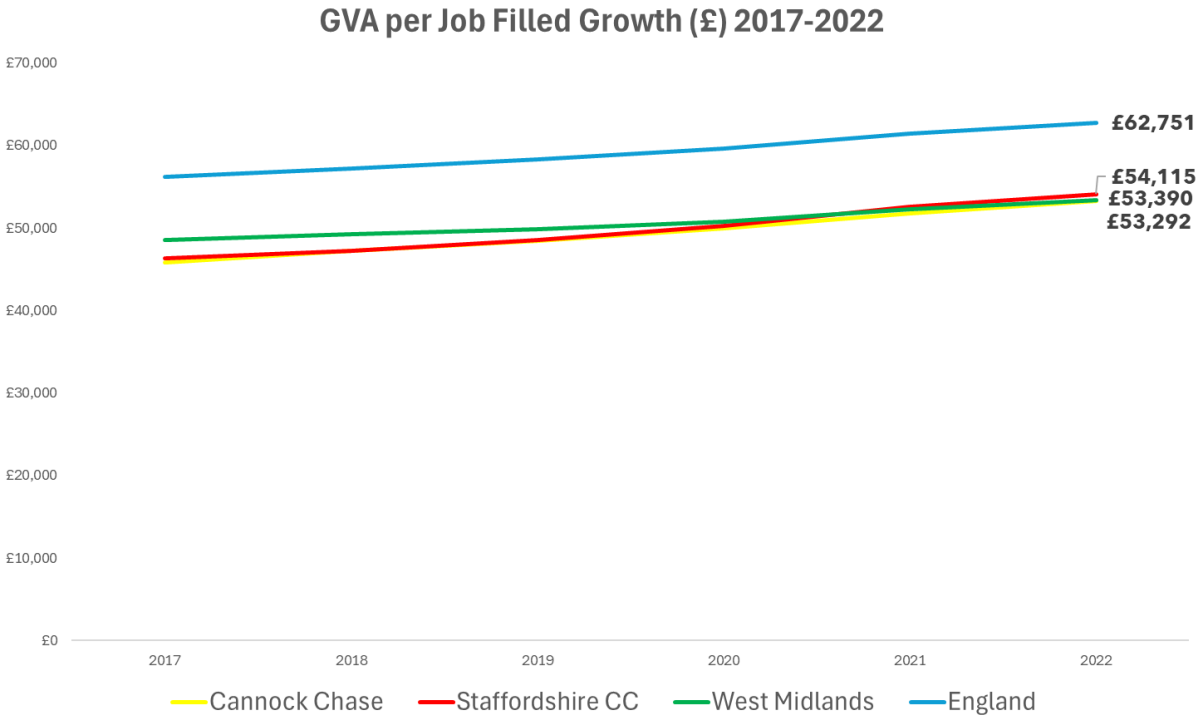


Source: ONS Annual Survey of Hours and Earnings, 2024

# Productivity (GVA per Job Filled)

Cannock GVA per job filled at £53,292 in 2022 has grown by +16% between 2017-22. This is slightly lower than county level growth of +17%, but higher than the regional +10% and national level +12%.

Cannock GVA per job filled is -1.4% lower than the county average, -0.2% lower than the regional and -14% less productive than the UK average.

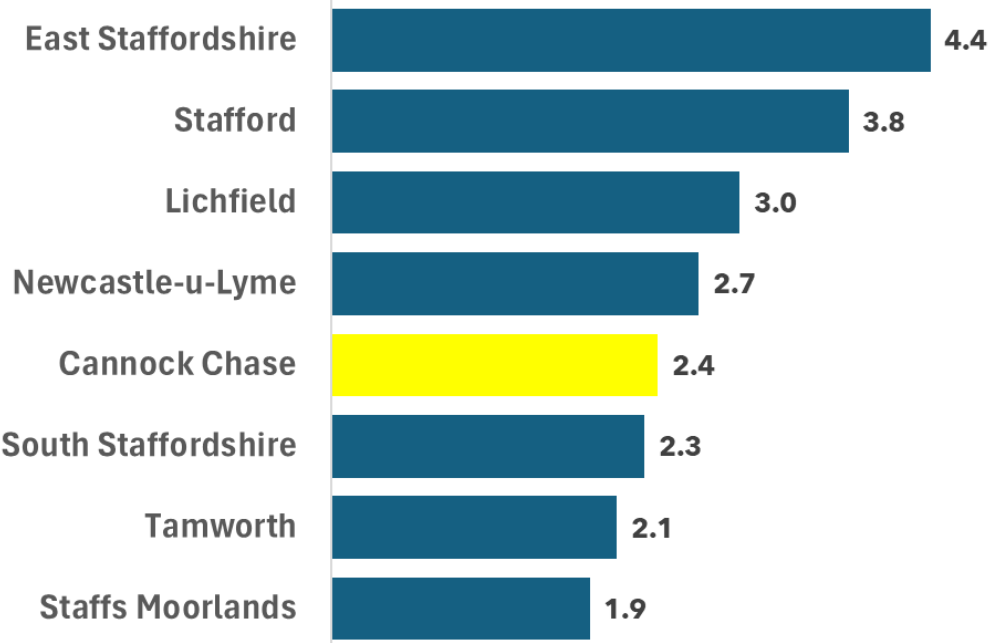


# GVA Growth

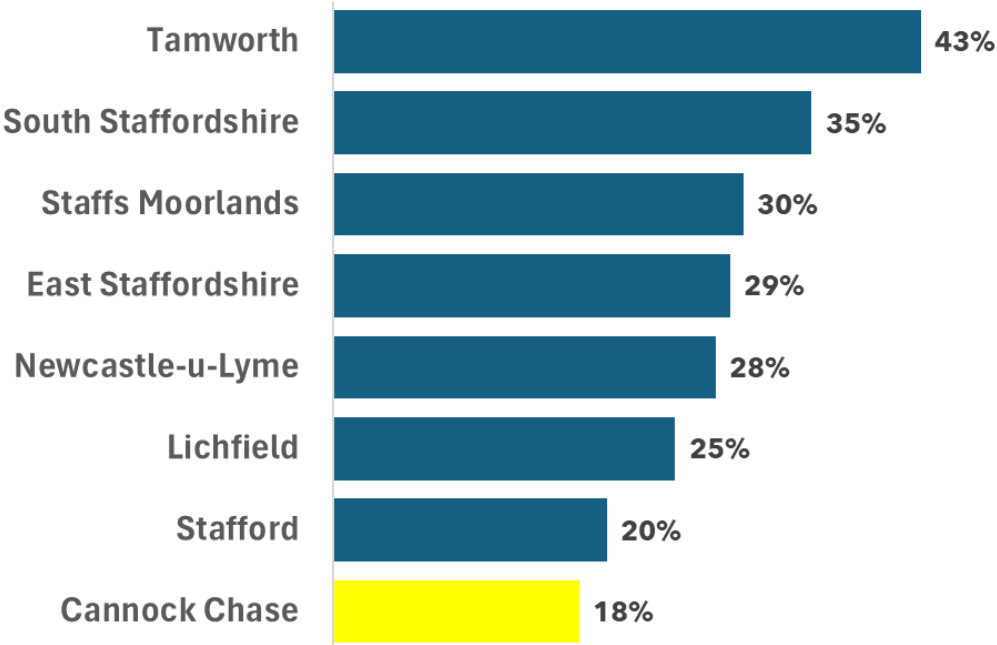
Cannock Chase economy in 2022 worth £2.4 billion total GVA.  
Largest sectors by GVA include Wholesale & Retail £556 million; Manufacturing £295 million and Construction £288 million.

Cannock Chase total growth between 2017-22 was £366 million (+18%), lowest growth of all LAs.  
This compares to +21% growth in England, +18% West Midlands and +27% Staffordshire.

Total GVA (£billion) 2022



Total GVA Growth 2017-2022 (%)



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

# Claimant Count

**3.5%** claimant count rate in September 2024, higher than county average 3.1% but lower than regional 5.8% and national 4.4% averages.

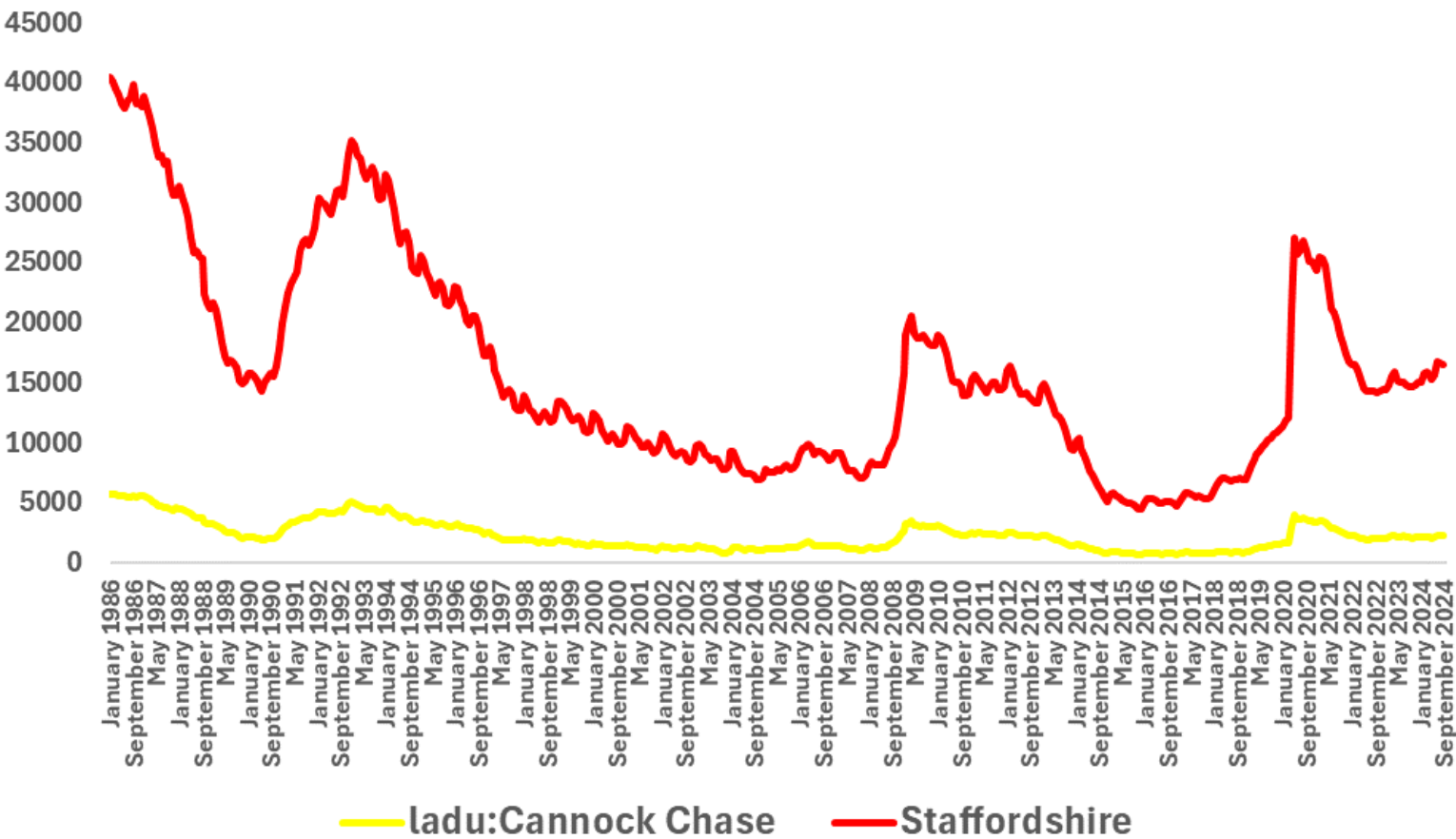
**2,220** claimants in September 2024, +34% increase since March 2020, lower than county +37%, regional +49% and national 47% averages.

**6.4%** Youth claimant count rate in September 2024, highest of all LAs and higher than county 4.9% and national average 5.4%, but lower than regional 7.5%.

**455** youth claimants in September 2024, +25% increase since March 2020, lower than county +27%, regional +35% and national average +29%.

Source: NOMIS September 2024

Cannock Chase and Staffordshire Claimant Trend






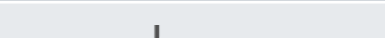

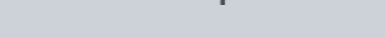




# Job Vacancies

**13,300** Unique postings July 2023–June 24

**£27,500** Median advertised salary July 2023–June 24

**Residential Care, Human Health and Retail Trade** highest sector vacancies July 2023–June 24

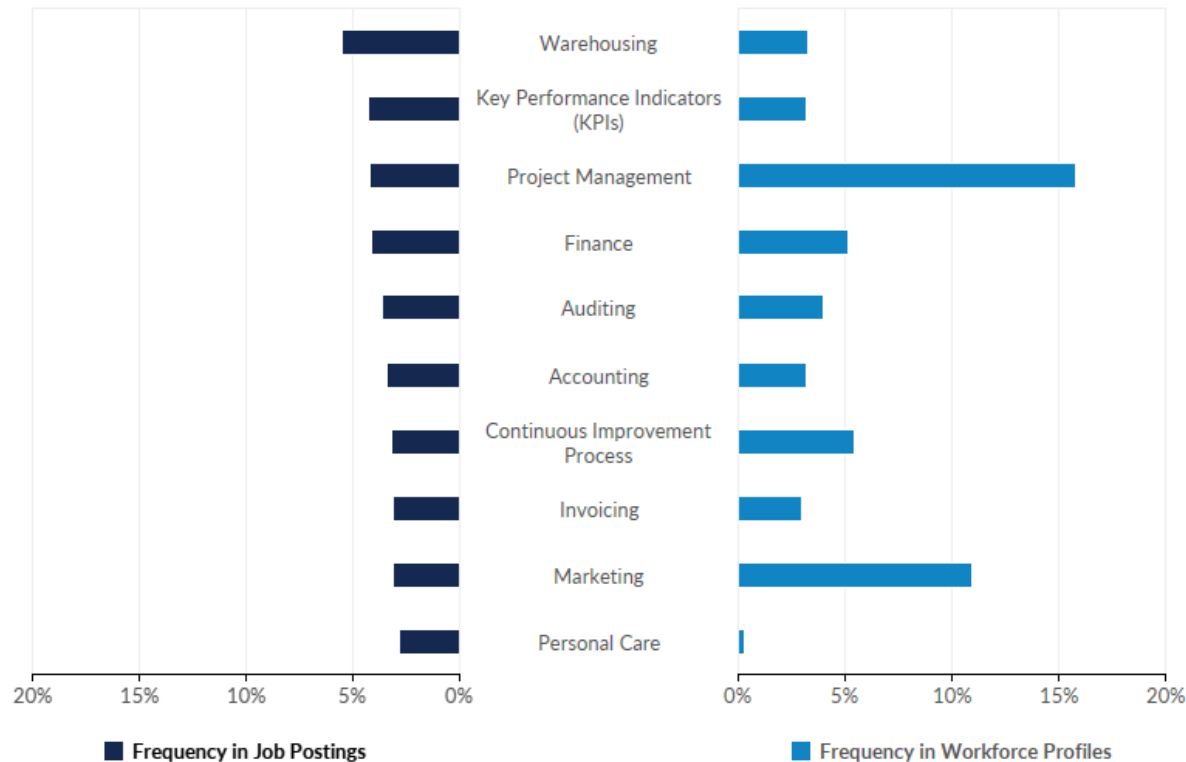
**Care Workers, Sales Related and Teaching Assistants** highest occupation vacancies July 2023–June 24

Occupation	Total/Unique (Jul22-Jun23)	Posting Intensity	
Care Workers	2,042/608	3:1	
Sales Related	1,208/545	2:1	
Teaching Assistants	863/340	3:1	
Cleaners & Domestics	709/296	2:1	
Large Goods Vehicle Drivers	836/292	3:1	
Warehouse Operatives	561/270	2:1	
Customer Service	642/257	2:1	
Kitchen/Catering Assist.	580/249	2:1	
Sales & Retail Assistant	616/243	3:1	
Social Workers	1,042/240	4:1	

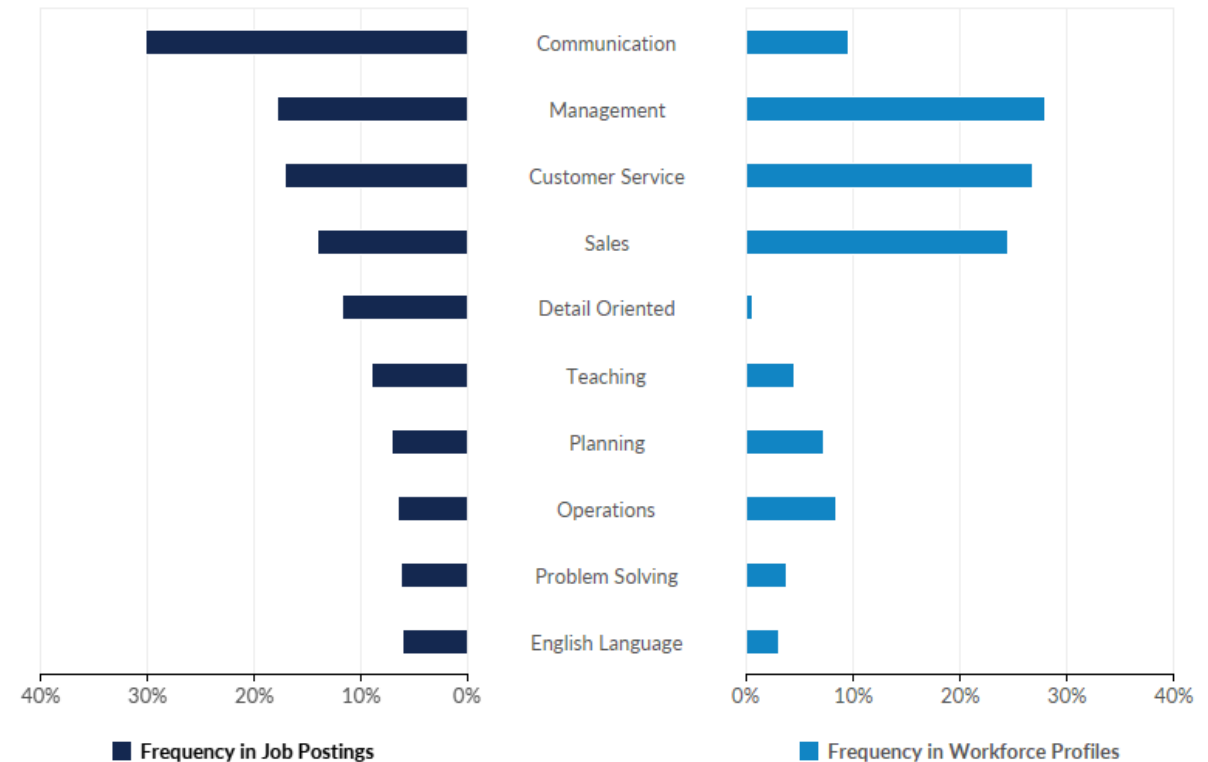
# Skills Gap

[www.staffordshire.gov.uk](http://www.staffordshire.gov.uk)

## Warehousing, KPIs and Project Management most in demand Specialised Skills



## Communication, Management and Customer Service most in demand Common Skills



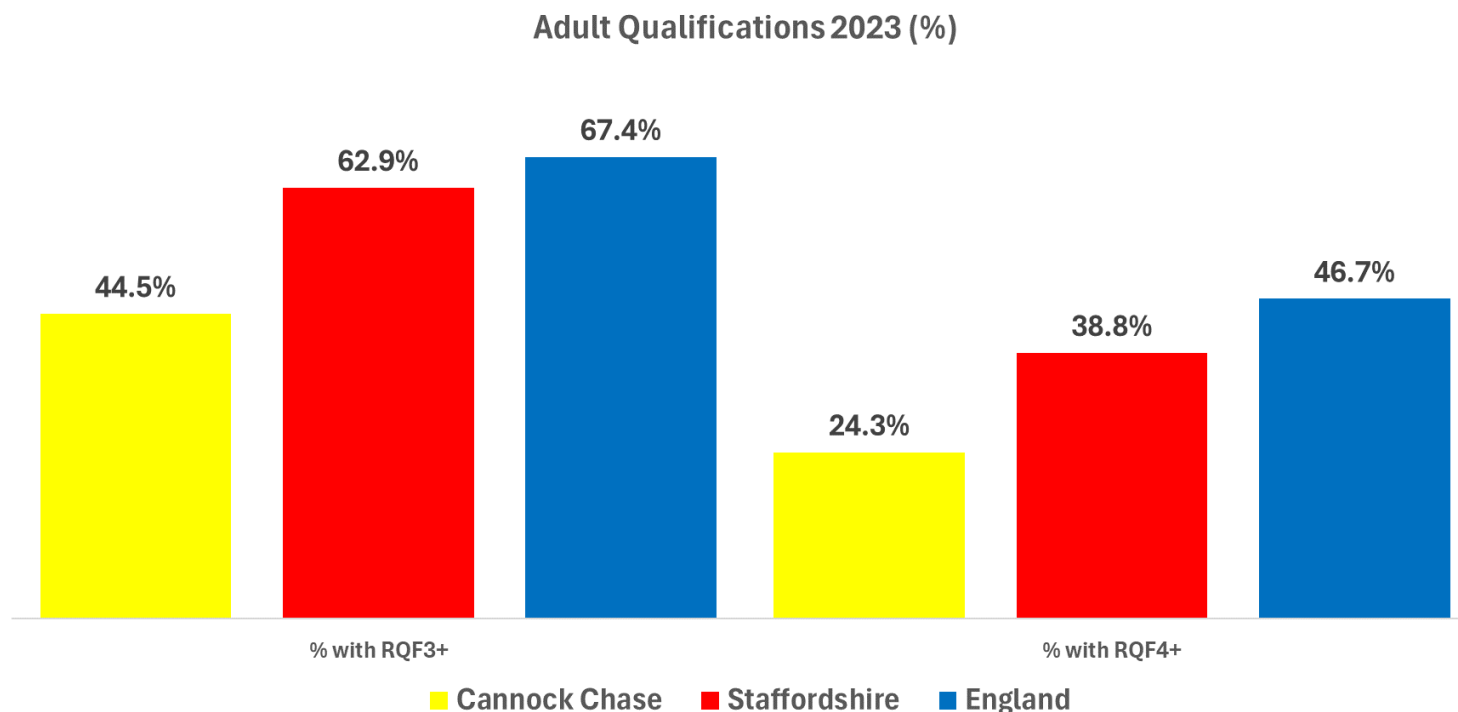
Source: Lightcast 2024

# Skills Levels

**24.3%** adults with RQF4+, lower than county average 38.8% and national average 46.7%

**44.5%** adults with RQF3+, lower than county average 62.9% and national average 67.4%

Source: ONS Annual Population Survey 2024



# Apprenticeship Starts

[www.staffordshire.gov.uk](http://www.staffordshire.gov.uk)

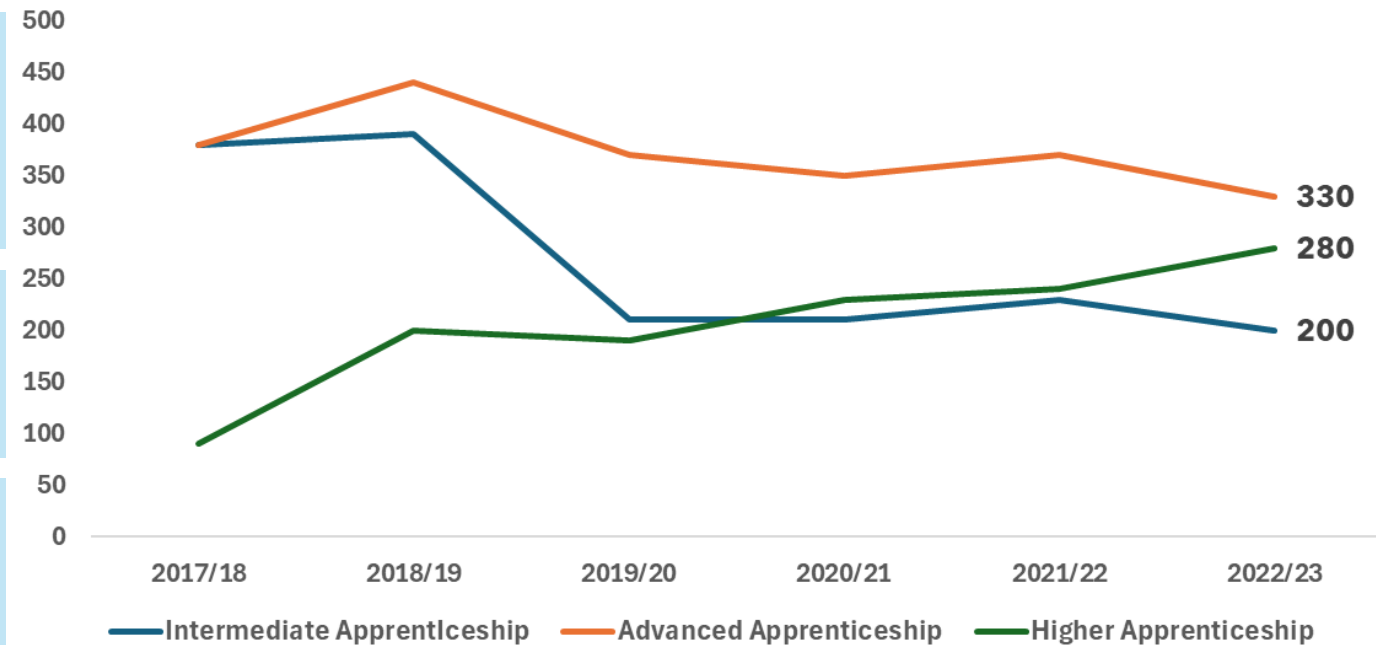
Cannock has seen a **-5%** fall in Apprenticeship Starts 2017/18-2022/23 from 850 to 810, lower than the -8% decline across Staffordshire.

Cannock Chase has seen a **211%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 90 to 280. This compares with a 126% increase across Staffordshire.

The 25+ age group accounts for the highest proportion of apprenticeship starts in Cannock Chase at **50%**.

In 2022/23 the most popular subject choice in Cannock Chase was **Health, Public Services & Care** at **31%**. This was followed by Business, Administration & Law at 28% and Engineering & Manufacturing Technology at 18%.

Cannock Chase Apprenticeships by Level



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

# Opportunities for Growth & Development



Develop partnerships and support for new businesses. Cannock Chase has a strong business survival rate of **64%** (2022) better than county (62%), regional (51%) & national (58%) averages



Continue improving education and skills levels to boost growth and investment as **24%** of adults have RQF4+ qualifications, below county 39% and national 47% averages



Capitalise on strong GVA per job filled growth **+16%** between 2017-22 which is higher than regional growth of +10% and national level growth of +12%.



Address high youth claimant rate of **6.4%** (18-24, 2024), higher than county and national averages – key to future growth and continued strong employment rate