

Employment and Skills Opportunities and Challenges – Lichfield

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 Lichfield.



SWOT: Lichfield

- Annual Resident Earnings higher than county, regional and national levels
- Economically inactive residents low
- High employment rate
- Low claimant rates below county, regional and national levels
- Strong job growth of +7% 2017-22
- Total GVA growth +25% 2017-22

- Capitalise on strong transport links to promote to global/local businesses
- Develop strong enterprise offer to encourage new SMEs and job growth
- Realise potential of new technologies such as AI and automation to drive key sectors
- Repurpose town centre to encourage mixed use and future proof amenities
- Further promote history of Lichfield and tourist attractions



- Apprenticeship Starts fell -8% 2017-23
- Business Start-up rate lower than average
- Decline -9% business growth 2018-23
- GVA per job filled lower than county, regional and national levels
- Low Business Survival Rate
- RQF4+ qualifications lower than national level

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

Headline Findings



62% of jobs in higher occupation groups in 2023, above county and national levels



Lower economic inactivity than county and national level at **15%** in 2023



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



Overall claimant rate of **2.5%** and Youth claimant rate of **4.0%** lower than county, regional and national levels in September 2024

Business Growth and Key Sectors

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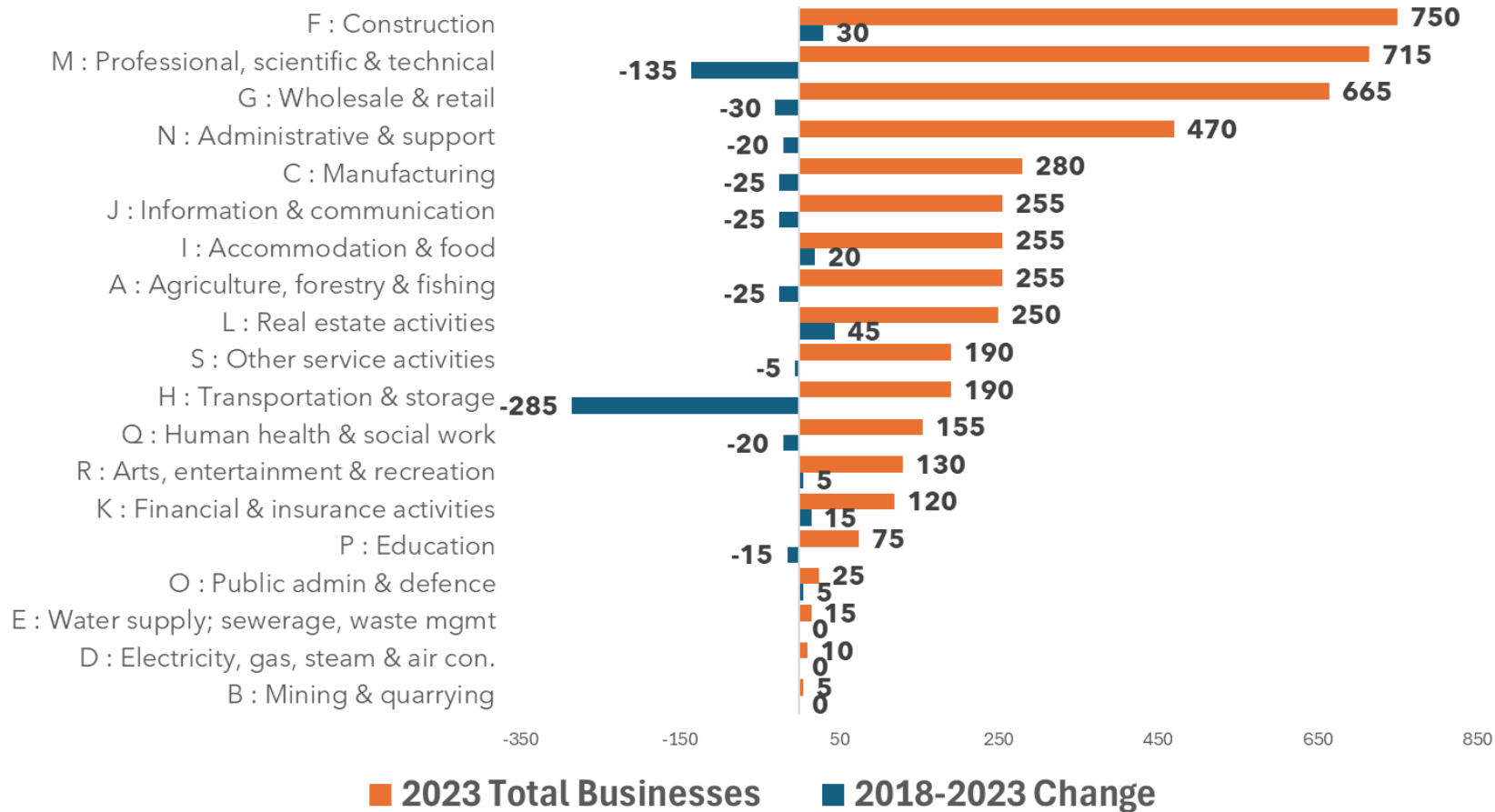
There were 4,815 businesses based in Lichfield in 2023. In 2018-23 there were 450 fewer businesses and -9% negative growth. This is lower than Staffordshire +0.3%, region +3% and national +2% growth.

Key sectors include Construction (750 businesses), Professional, Scientific & Technical (715 businesses), Wholesale & Retail (665 businesses).

Strongest growth 2018-23 in Real Estate (+45 businesses), Construction (+30 businesses), Accommodation & Food (+20 businesses).

Notable decline 2018-2023 in Transportation & Storage (-285 businesses), Professional, Scientific & Technical (-135 businesses), Wholesale & Retail (-30 businesses).

Total Businesses 2023 and Business Change 2018-2023



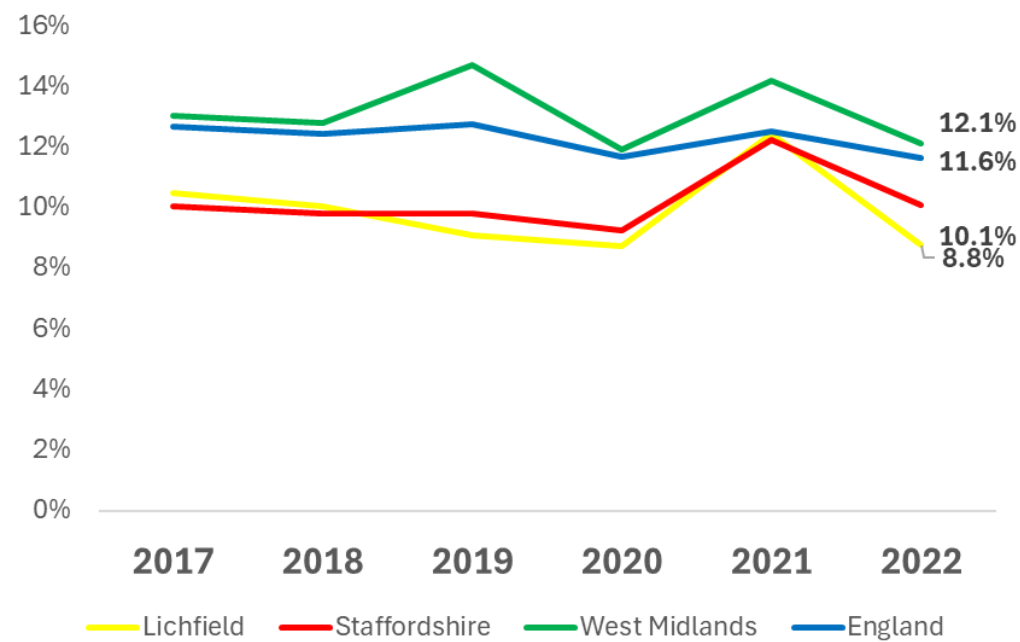
Source: UK Business Counts 2024

Business Start Ups and Closures

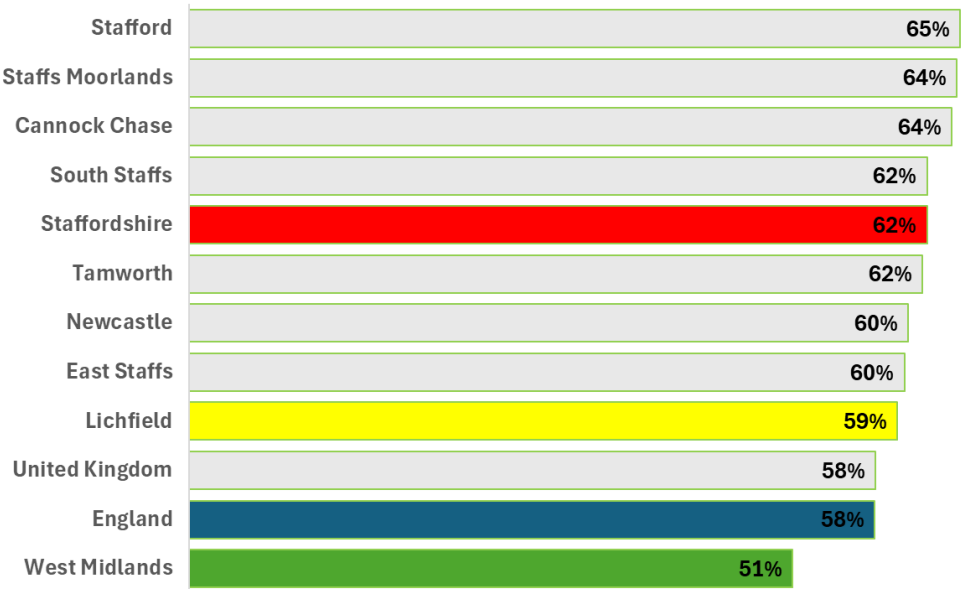
Lichfield Business Start Up Rate 2022 at 8.8% is below county 10.1%, regional 12.1% and national 11.6% levels. Lichfield has one of the lowest Business Death Rates at 10.3% of LAs, lower than county 11.1%, region 12.7% and nation 12%.

Lichfield business survival rate at 59% in 2022 is the lowest of LAs in Staffordshire – lower than the county (62%), but higher than 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

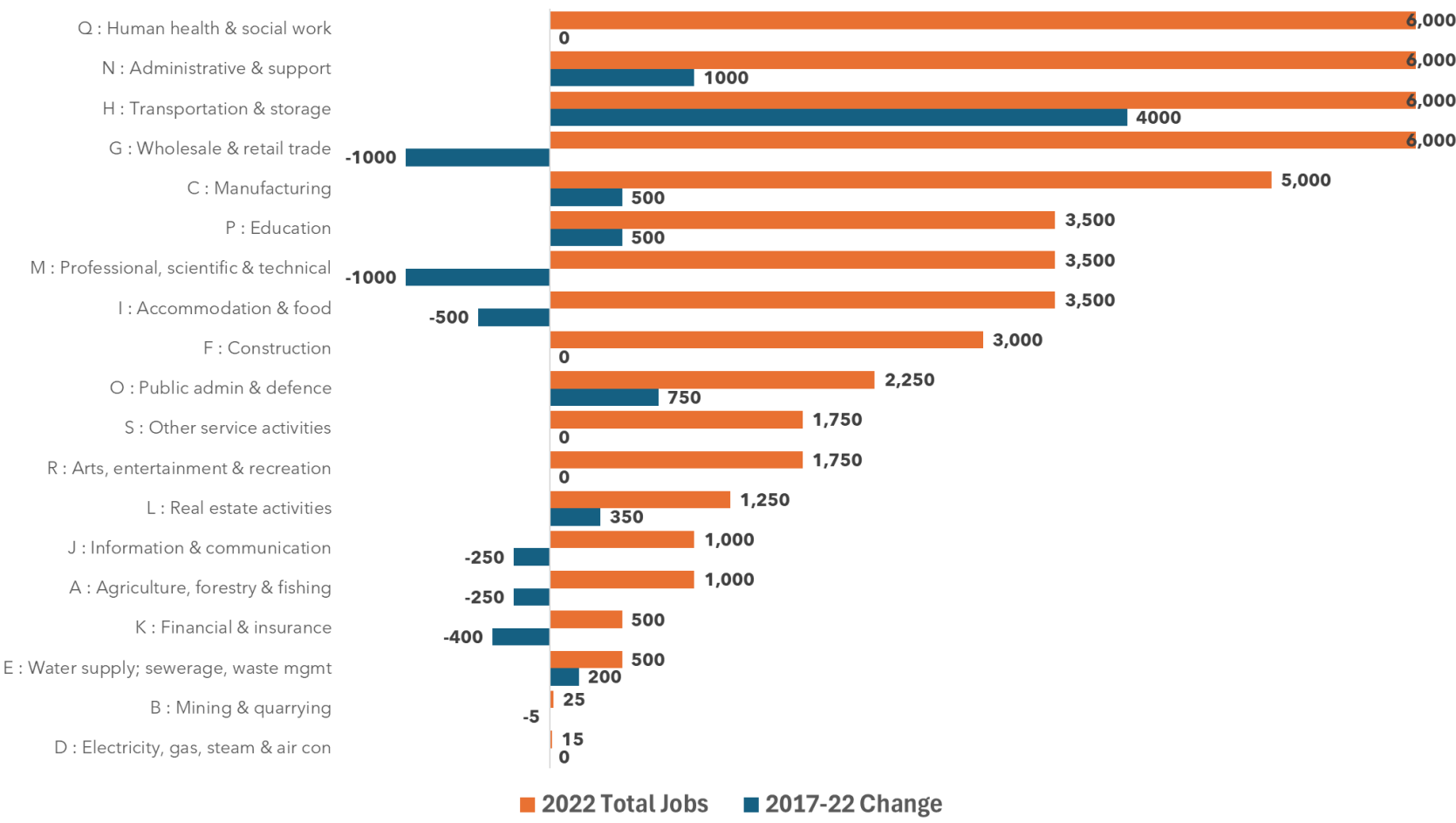
In 2022 there were a total of 52,500 jobs in Lichfield. There has been an increase of 3,895 jobs or +8% between 2017-22.

Key Sectors in 2022 include Human Health & Social Work (6,000 jobs), Administrative & Support (6,000 jobs) and Transportation & Storage (6,000 jobs).

Strongest growth 2017-22 in Transportation & Storage (+4,000 jobs) and Administrative (+1,000 jobs) sectors.

Notable declines in growth between 2017-22 in Professional, Scientific & Technical (-1,000) and Wholesale & Retail (-1,000) sectors.

Key Employment Sectors 2022 and Change 2017-2022



Employment Rate

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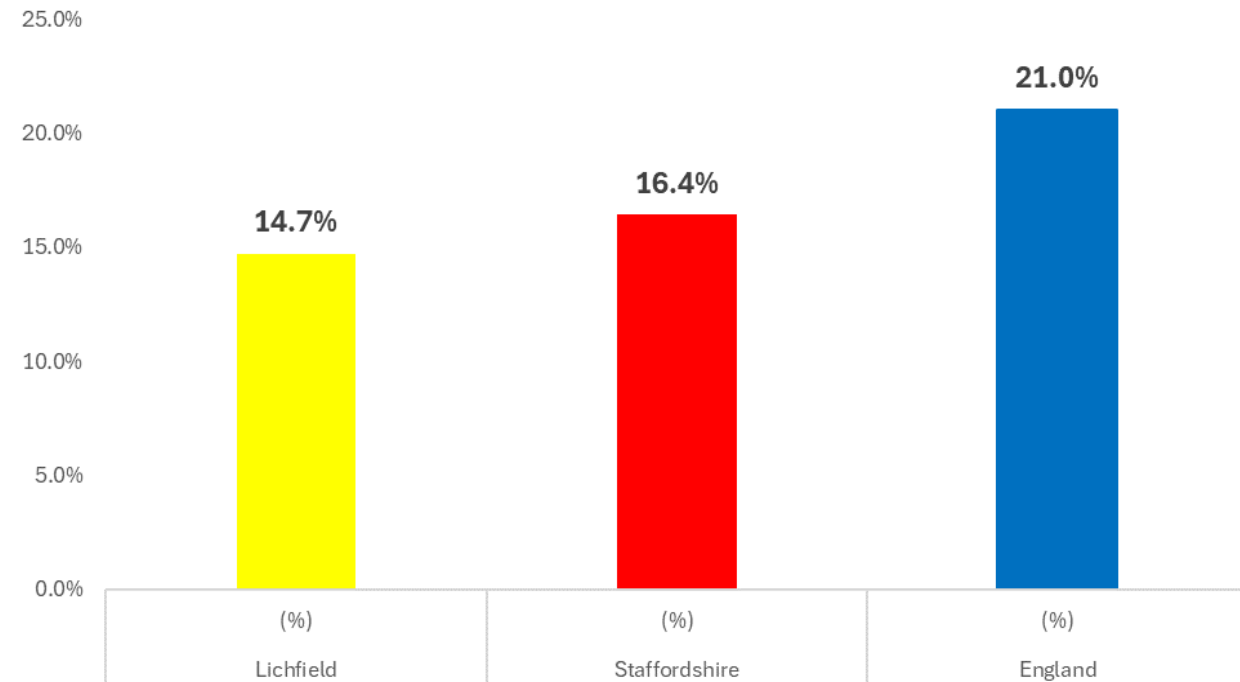
85% (50,400 residents in employment) employment rate in 2023 in Lichfield, higher than county 83%, regional 75% and national 76% averages.

15% or 8,700 economically inactive residents January-December 2023, lower than county 16%, regional 21% and national 21% averages.

Employment rate 2018-2023 (aged 16-64)



% Economically Inactive - aged 16-64 (2023)



Source: Annual Population Survey, 2024

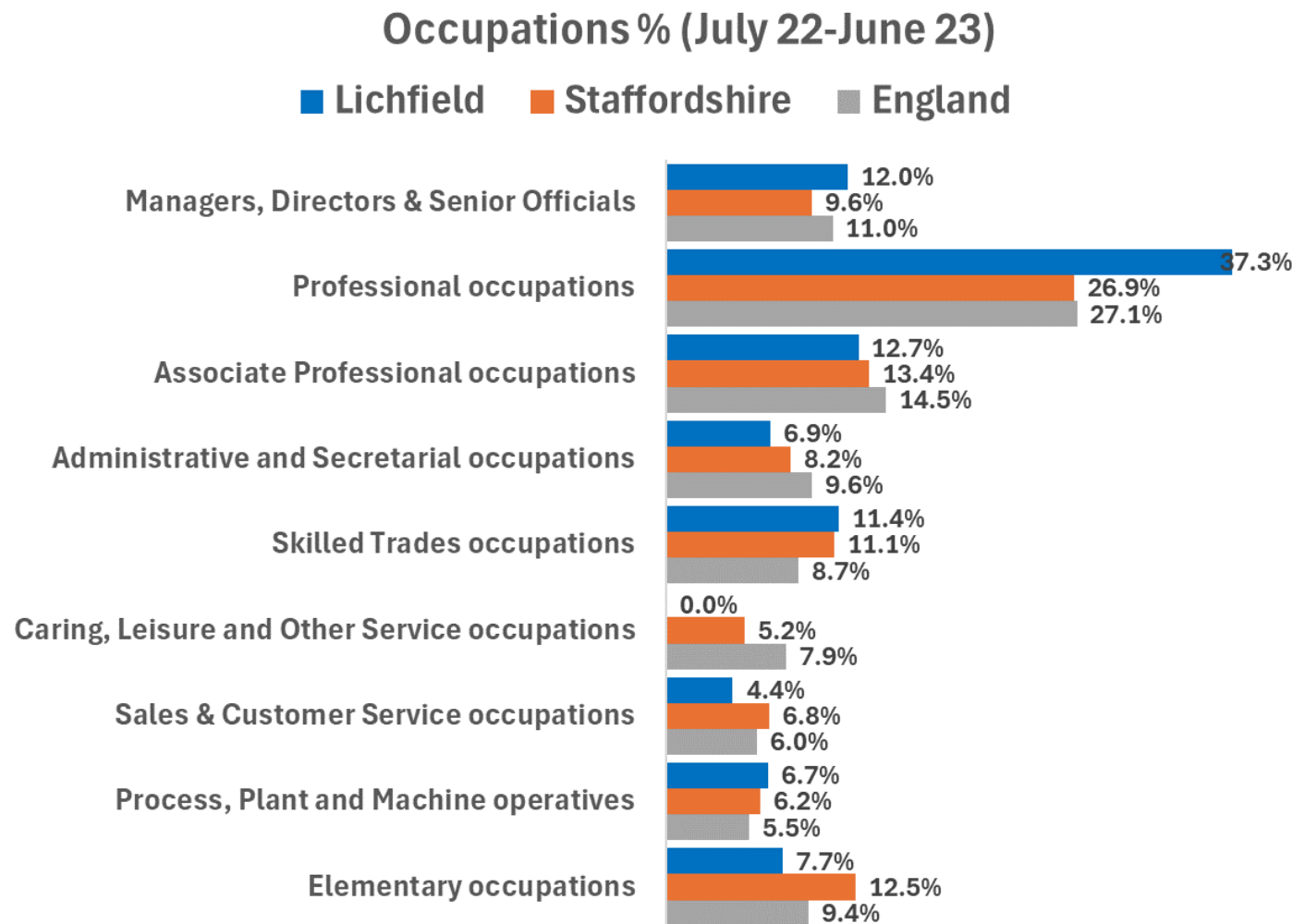
Occupations

62% of jobs in higher occupation groups in July 2022-June 2023, higher than county 50% and national 53% averages.

37% of jobs in professional occupations higher than county 27% and national 27% averages.

12% Managers, Directors & Senior Officials higher than county 10% and national 11% averages.

Source: ONS Annual Population Survey, 2024



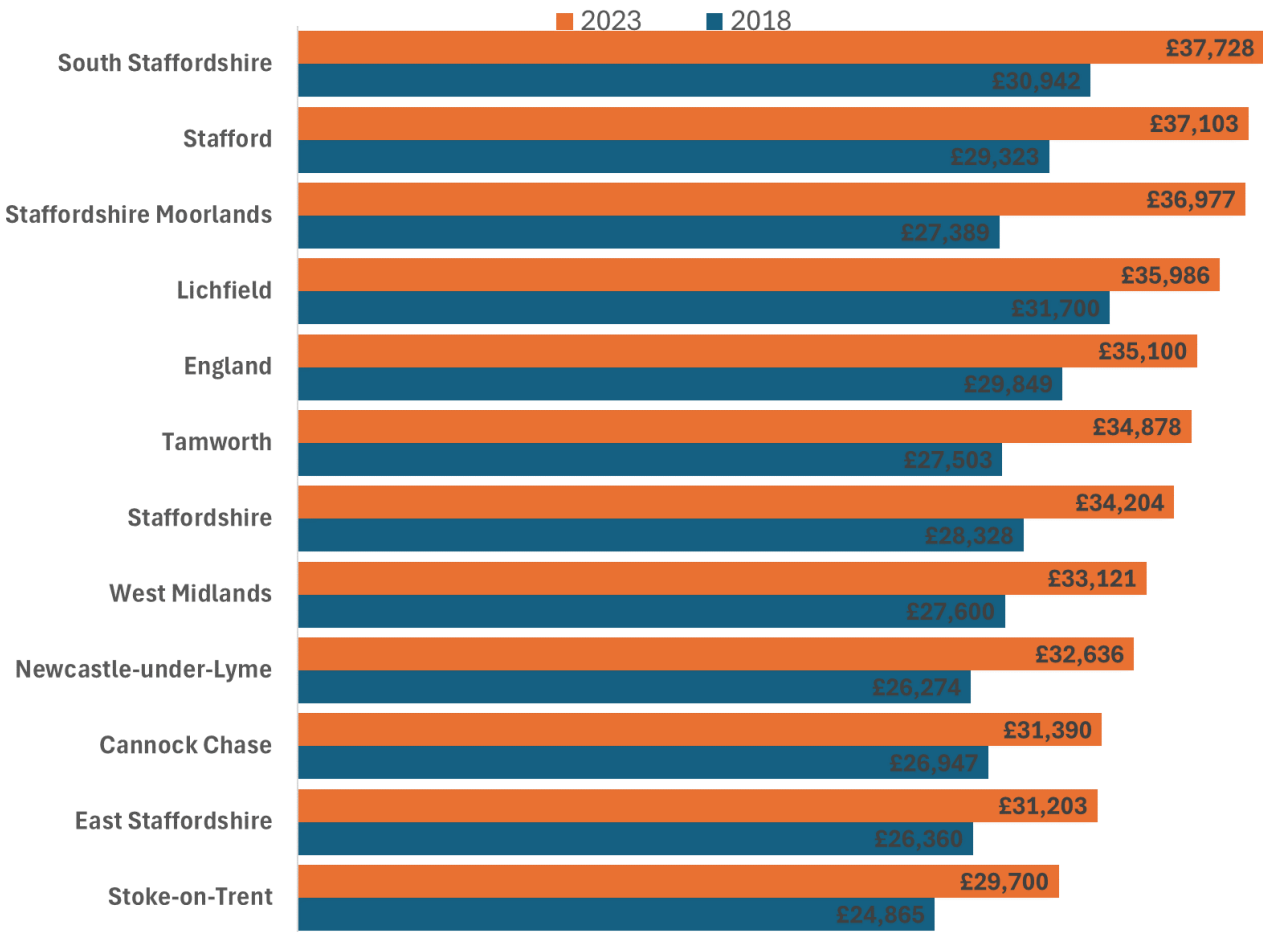
Median Resident Earnings

£35,986 average annual resident earnings
Lichfield in 2023, higher than county £34,204, regional
£33,121 and national £35,100 averages.

13.5% growth in Lichfield annual resident
earnings 2018-2023, lower than county +20.7%,
regional +20.0% and national +17.6% averages (Note:
Lichfield data unavailable for 2023 and therefore 2022
used).

Source: ONS Annual Survey of Hours and Earnings, 2024

Average Annual Earnings by Resident (£) 2018-23



Median Workplace Earnings

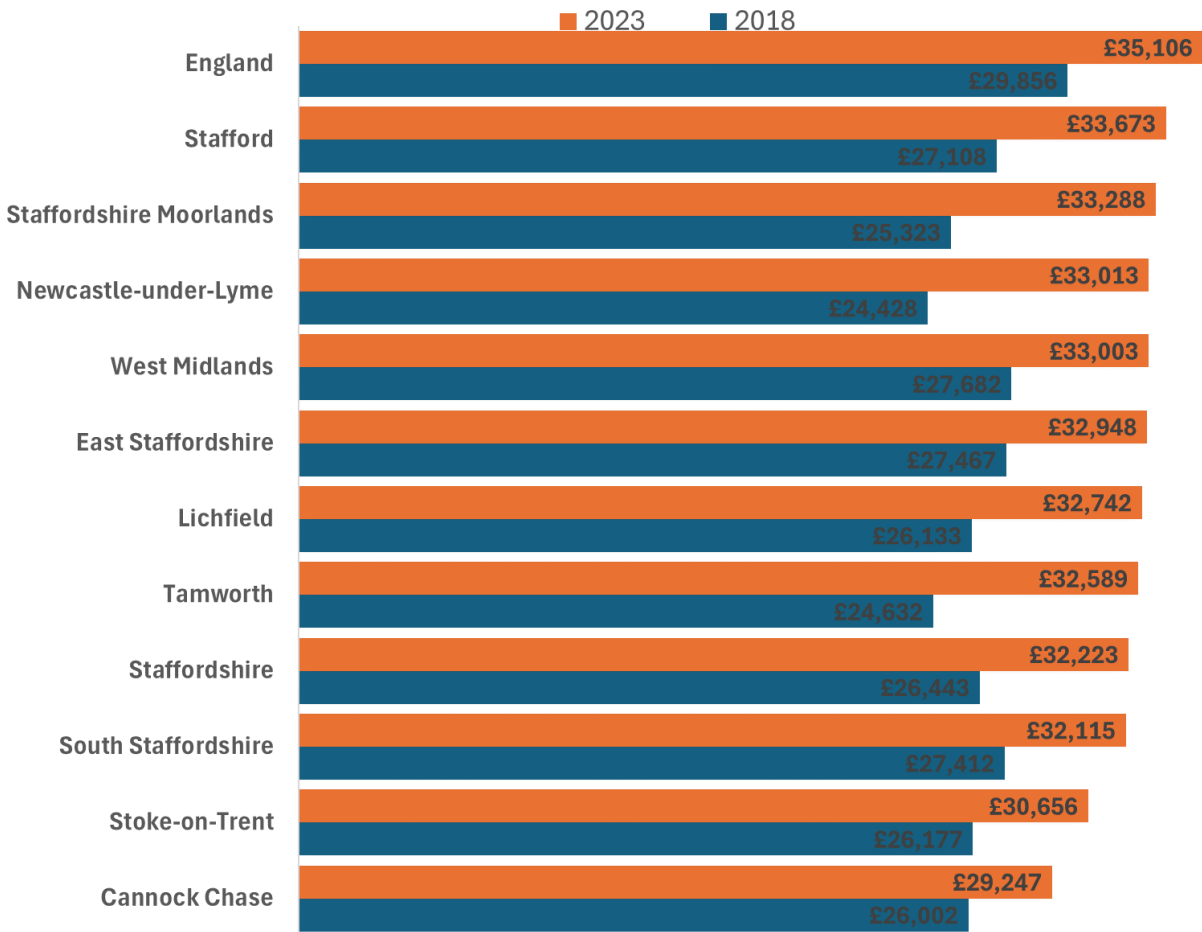
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£32,742 average annual workplace earnings
Lichfield in 2023, higher than the county average £32,223,
although lower than the regional £33,003 and national
£35,106 averages.

25.3% growth in Lichfield 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

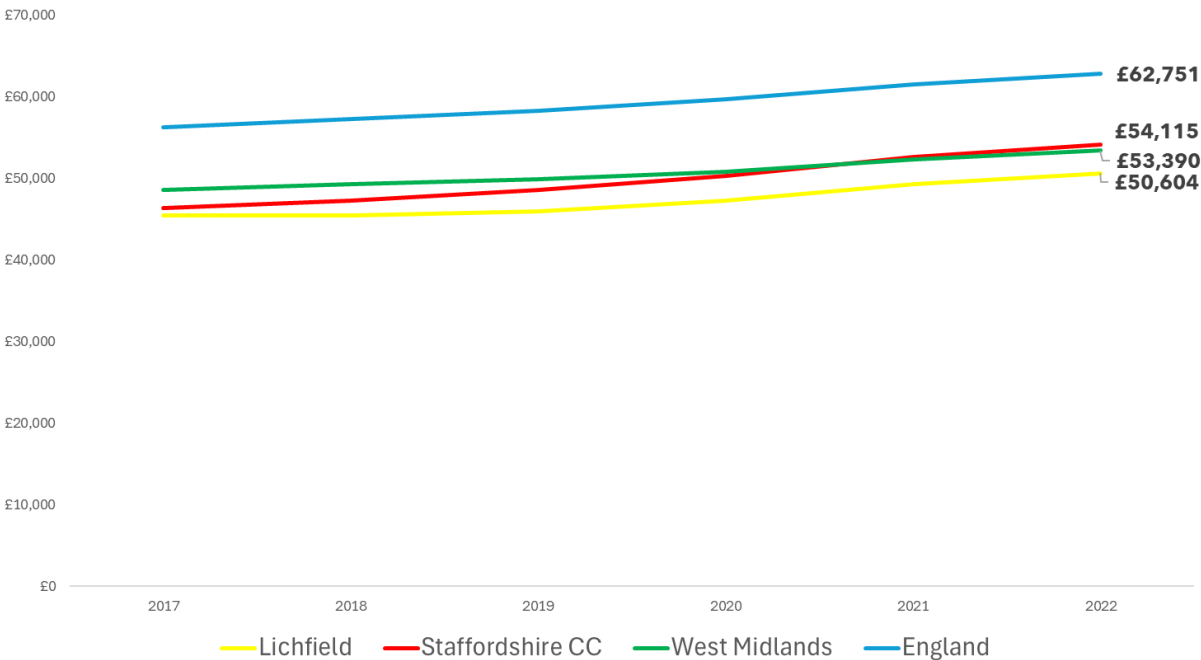


Productivity (GVA per Job Filled)

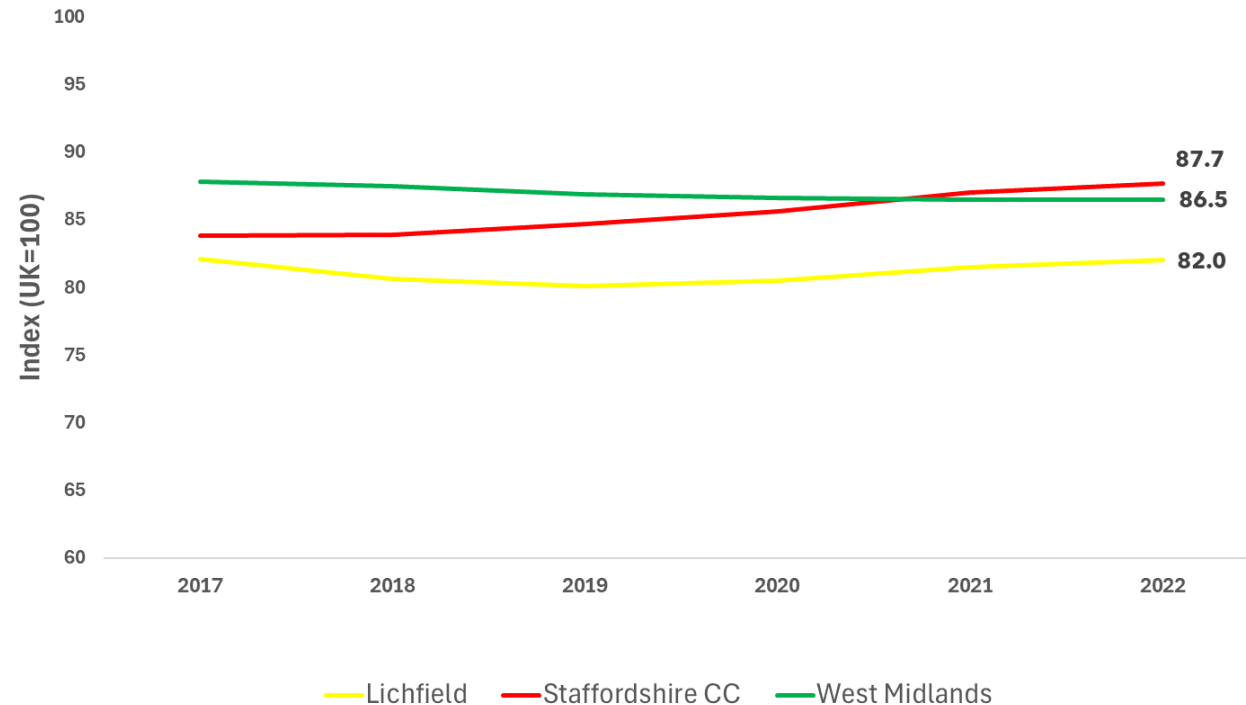
Lichfield GVA per job filled at £50,604 in 2022 has grown by +11% between 2017-22. This is lower than county level growth of +17% and national level +12% but higher than the regional level +10%.

Lichfield GVA per job filled is -5.7% lower than the county average, -4.5% lower than the regional average and -18% less productive than the UK average.

GVA per Job Filled Growth (£) 2017-2022



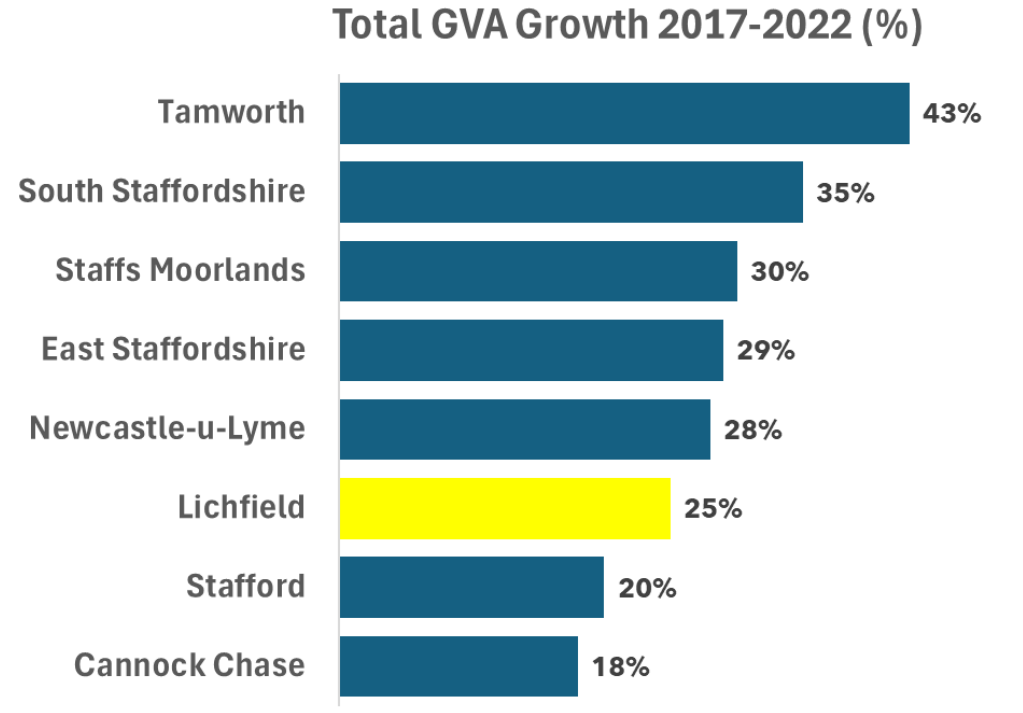
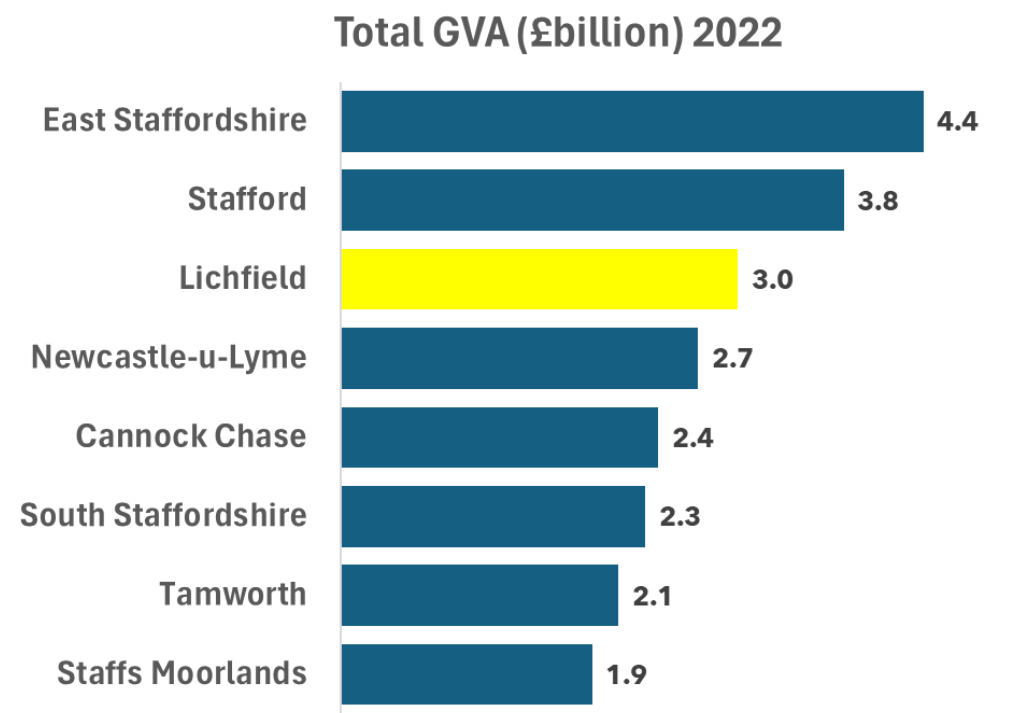
GVA per Job Filled relative to UK average (UK=100)



GVA Growth

Lichfield economy in 2022 worth £3.0 billion total GVA. Largest sectors by GVA include Real Estate £466 million; Wholesale & Retail £366 million and Manufacturing £342 million.

Lichfield total growth £611 million (+25%). This is higher than national and regional levels: +21% growth in England, +18% West Midlands but below +27% Staffordshire.



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

Claimant Rate

2.5% Claimant rate in September 2024, lower than county 3.1%, regional 5.8% and national 4.4% averages.

1,595 claimants in September 2024, +21% increase since March 2020, lower than county +37%, regional +49% and national 47% averages.

4.0% Youth claimant rate in September 2024, one of the lowest of all LAs and lower than county 4.9%, regional 7.5% and national 5.4% averages.

285 youth claimants in September 2024, +6% increase since March 2020, lower than county +27%, regional +35% and national +29% averages.

Source: NOMIS September 2024

Lichfield and Staffordshire Claimant Trend



Job Vacancies






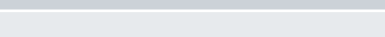
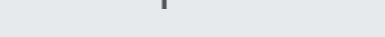

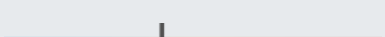
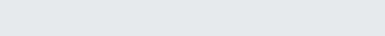
12,400 Unique postings July 2023–June 24

£28,500 Median advertised salary July 2023–June 24

Human Health and Food & Beverage highest sector vacancies July 2023–June 24

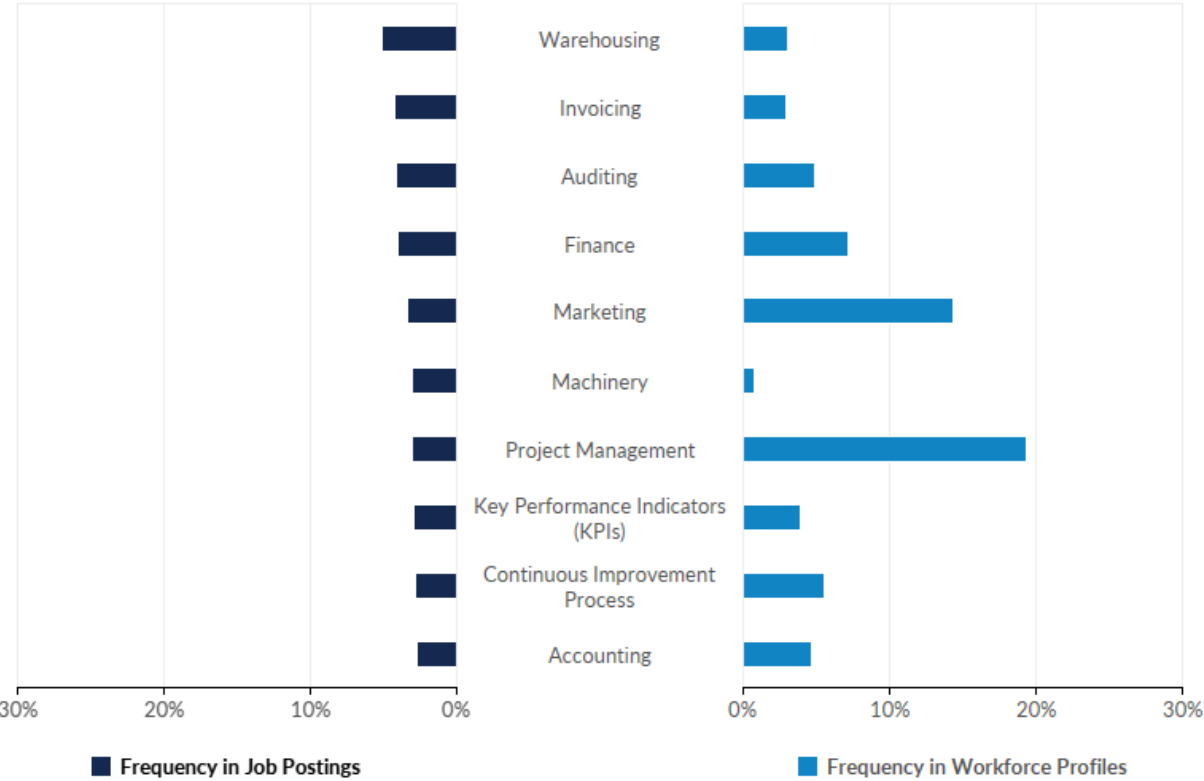
Care Workers, Sales Related and Teaching Assistants highest occupation vacancies July 2023–June 24

Source: Lightcast 2024

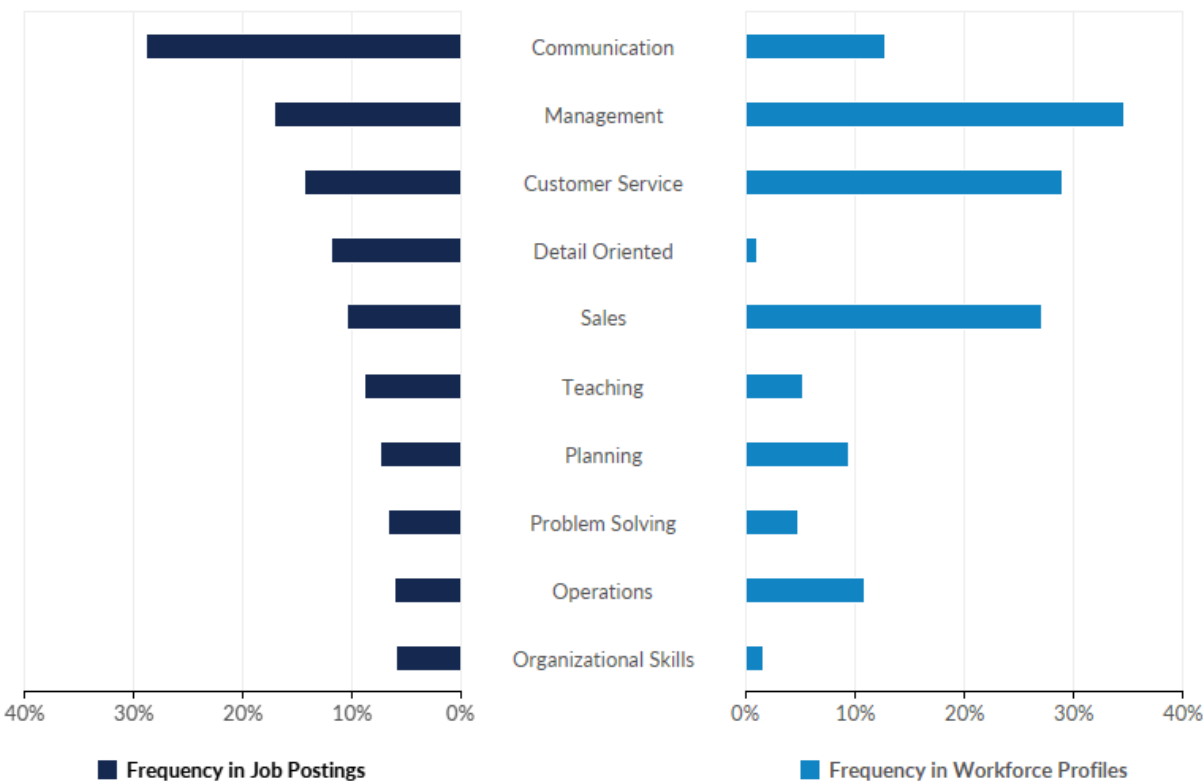
Occupation	Total/Unique (Jul22-Jun23)	Posting Intensity	
Care Workers	1,467/486	3:1	
Sales Related	839/378	2:1	
Teaching Assistants	1,022/367	3:1	
Cleaners & Domestics	761/307	2:1	
Warehouse Operatives	680/276	2:1	
Secondary Education Teaching Professionals	398/243	2:1	
Customer Service	608/238	3:1	
Book-keepers, Payroll Mgrs & Wages Clerks	419/237	2:1	
Other Administrative	528/227	2:1	
Chefs	582/223	3:1	

Skills Gap

Warehousing, Invoicing and Auditing most in demand Specialised Skills



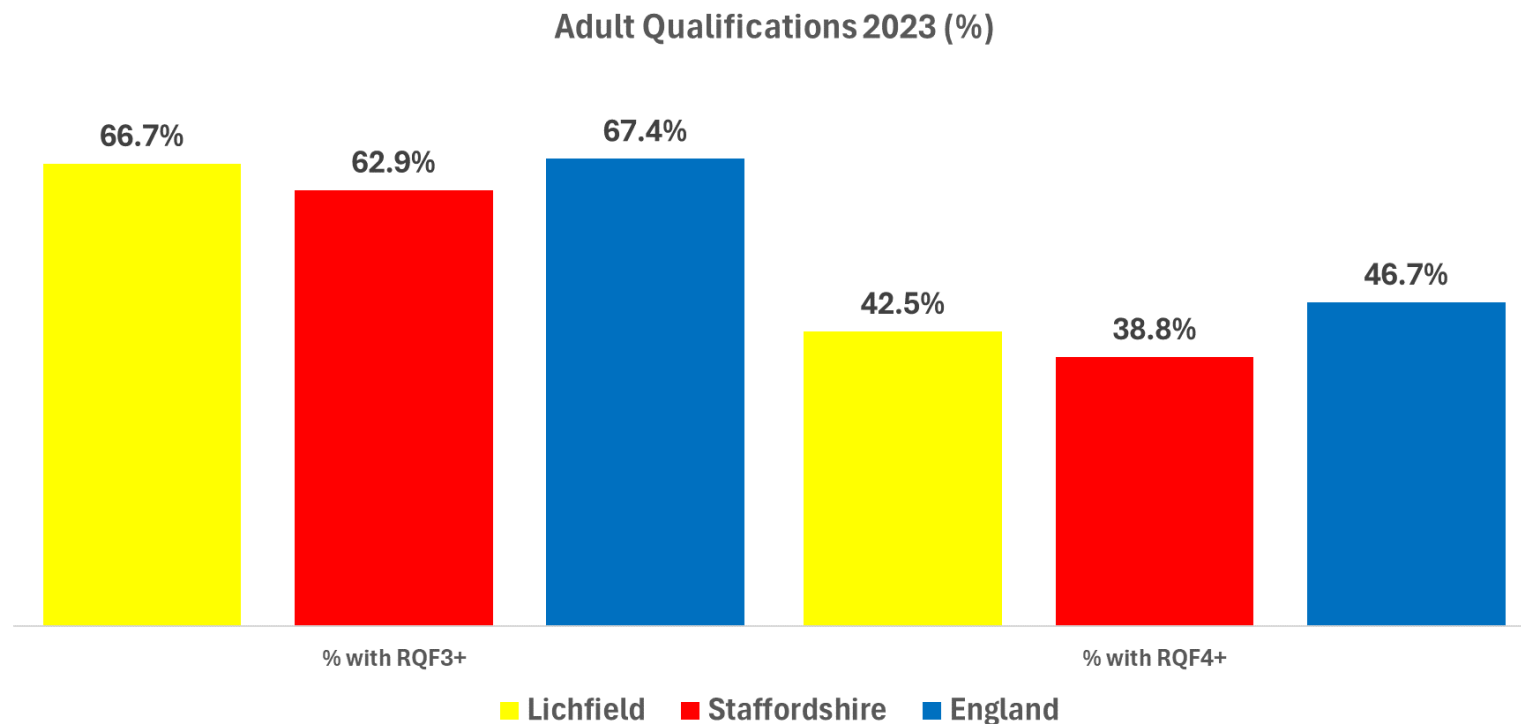
Communication, Management and Customer Service most in demand Common Skills



Skills Levels

42.5% Adults with RQF4+, higher than county average 38.8% although lower than national average 46.7%

66.7% Adults with RQF3+, higher than county average 62.9% but lower than national average 67.4%



Apprenticeship Starts

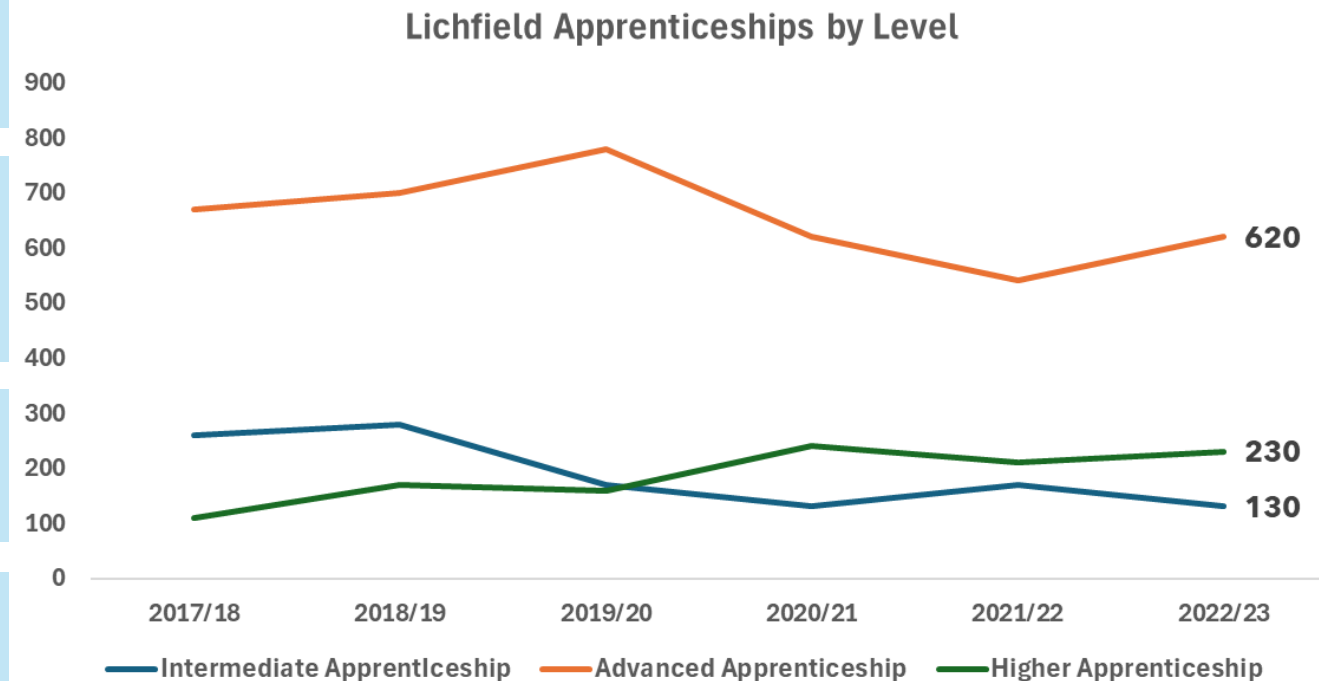
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Lichfield has seen a **-8%** fall in Apprenticeship Starts 2017/18-2022/23 from 1,050 to 970, in line with the -8% decline across Staffordshire.

Lichfield has seen a **109%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 110 to 230. This compares with a 126% increase across Staffordshire.

The 19-24 & 25+ age groups account for the highest proportion of apprenticeship starts in Lichfield each **37%**.

In 2022/23 the most popular subject choice in Lichfield was **Health, Public Services & Care** at **49%**. This was followed by Business, Administration & Law at 21% and Engineering & Manufacturing Technology at 11%.



Opportunities for Growth & Development



Develop strong enterprise offer as Lichfield has good business survival rate **59%** (2022), better than regional (51%) & national (58%) averages, but below county average (62%)



Continue to improve education and skills levels to boost productivity as **43%** of adults have RQF4+ qualifications, lower than national 47% average



Support business development and investment to address productivity and GVA per job filled which is **18%** below national level



Further develop partnerships to address declining business growth trend of **-9%** between 2018-23 in contrast with Staffordshire +0.3% growth