

Employment and Skills Opportunities & Challenges – South Staffordshire

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 South Staffordshire.

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

South Staffordshire College



MOOG



South
Staffordshire
Council



South Staffs Water

- Adult skills levels above average
- Growing business base with above average start-up and survival rates
- Resident Earnings above average
- High level of productivity
- Low level of economic inactivity and claimant count
- Strong employment rate, above county and national levels

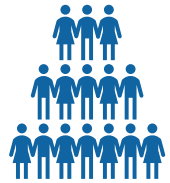
- Develop strong enterprise offer to encourage new SMEs and growing advanced manufacturing base
- Excellent connectivity to support growth due to location and major route access
- Key visitor attractions including Weston park and major events such as V Festival
- Support independent businesses in local villages to future proof amenities and attract further investment



- GVA per job filled less productive than UK average
- Job Vacancies bias to low skilled roles
- Jobs in higher occupations below average levels
- Resident earnings and growth 2017-22 below average levels
- Youth claimant rate above county level

- Adapting amenities to be future proof and sustainable
- Addressing labour skills shortage (e.g. health and social care sectors)
- Attracting new business investment
- Increasing productivity and supporting new business development
- Raising aspirations amongst young people and continuing to improve skills levels

Headline Findings



Growing business base with **13%** Business start-up rate above county and national levels



Record low economic inactivity at **11%** in 2022, lower than Staffordshire and national averages



89% employment rate in 2022, higher than county, region and national averages



High productivity (GVA per job filled) at **£50,792** with **+22%** 2016-21, higher than county and national levels

Business Growth and Key Sectors

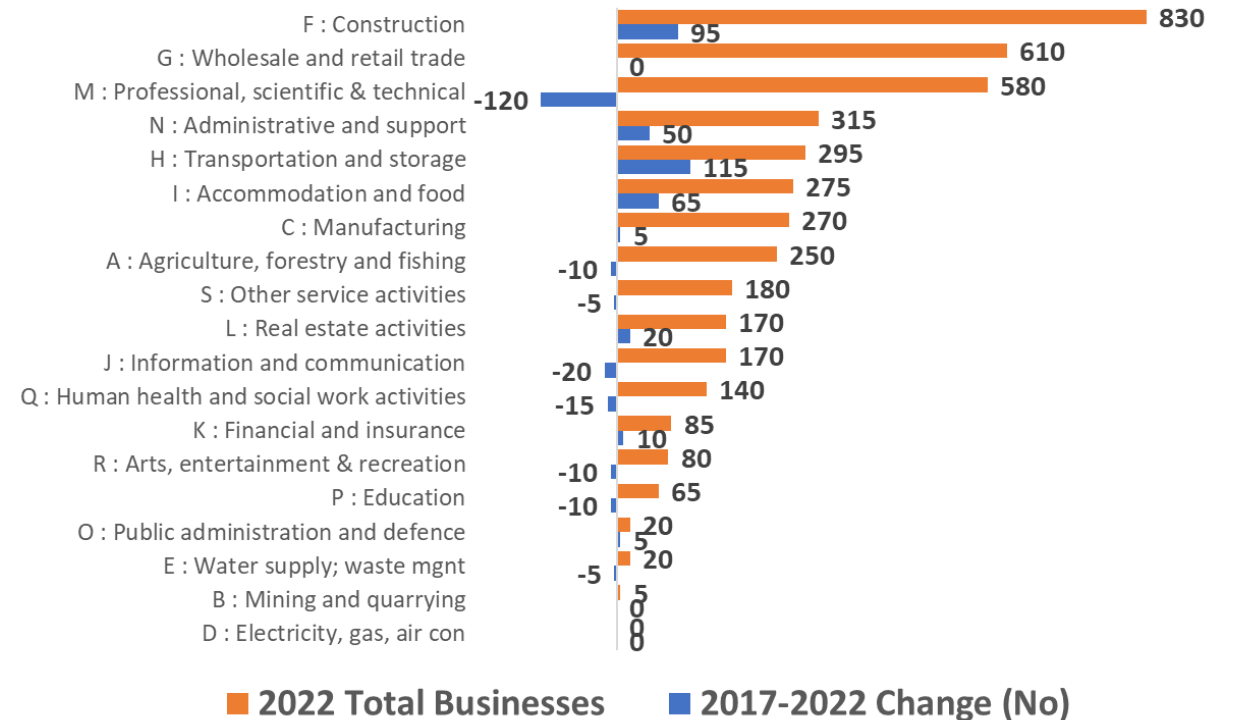
There were 4,360 businesses based in South Staffordshire in 2022. Between 2017-22 there were 160 additional businesses, +4% growth.

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

Strongest growth between 2017-22 in Transportation & Storage (+115 businesses), Construction (+95 businesses) and Accommodation & Food (+65 businesses)

Notable declines between 2017-2022 in Professional, Scientific & Technical (-120 businesses), ICT (-20 businesses), Human Health & Social Work (-15 businesses)

Total Businesses 2022 and Business Change 2017-2022



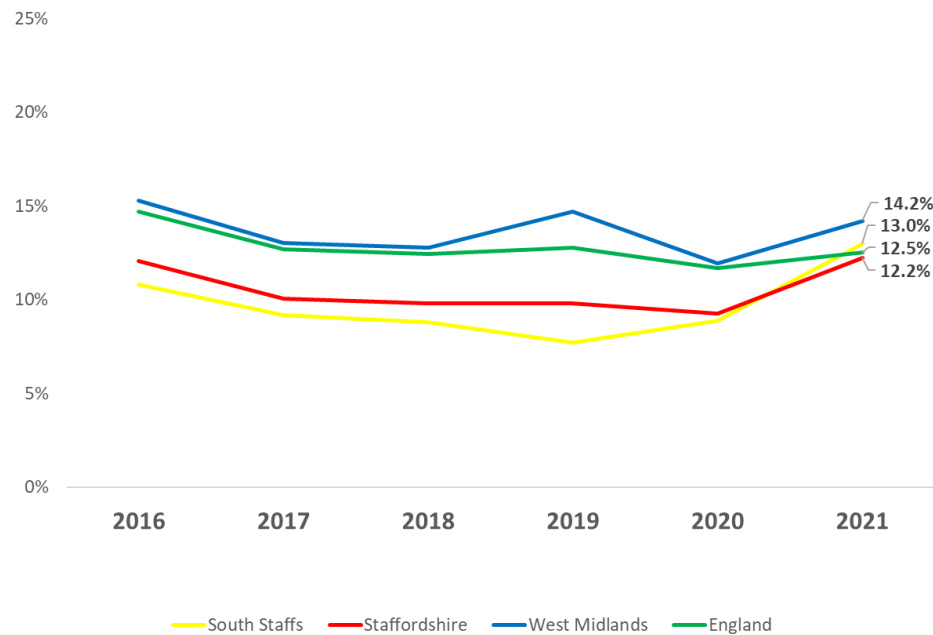
Source: UK Business Counts, 2023

Business Start Ups and Closures

South Staffordshire Business Start Up Rate for 2021 at 13% is above county (12.2%) and national (12.5%), although below region (14.2%) level.

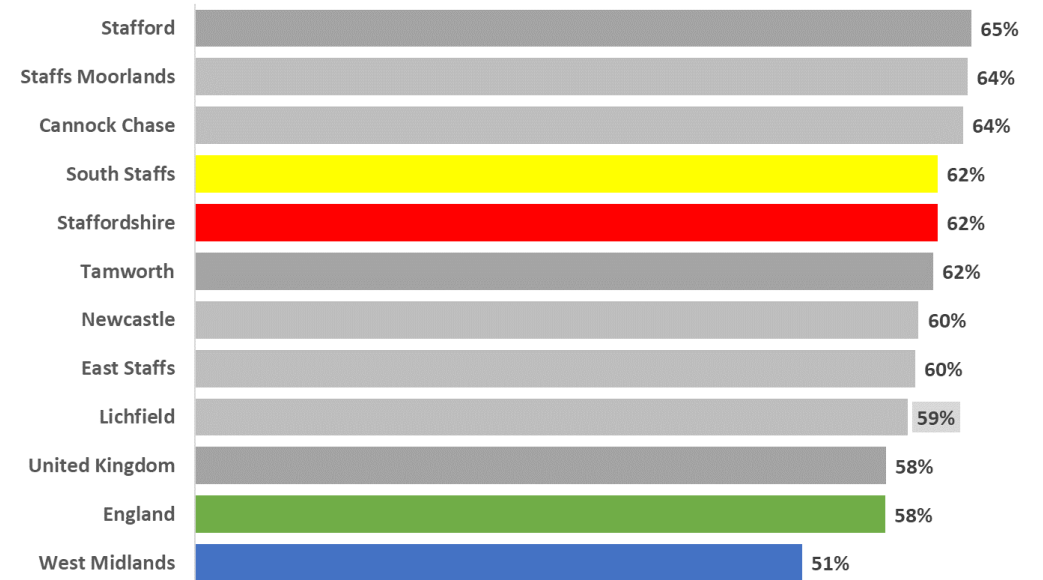
South Staffordshire has a very strong business survival rate at 62% in 2021 – in line with county (62%), and above region (51%) and national (58%) averages

Business Start up Rate 2016-2021 (%)



Business 3-Year Survival Rate 2021 (%)

Source: ONS Business Demography



Source: ONS Business Demography, 2023

Key Employment Sectors

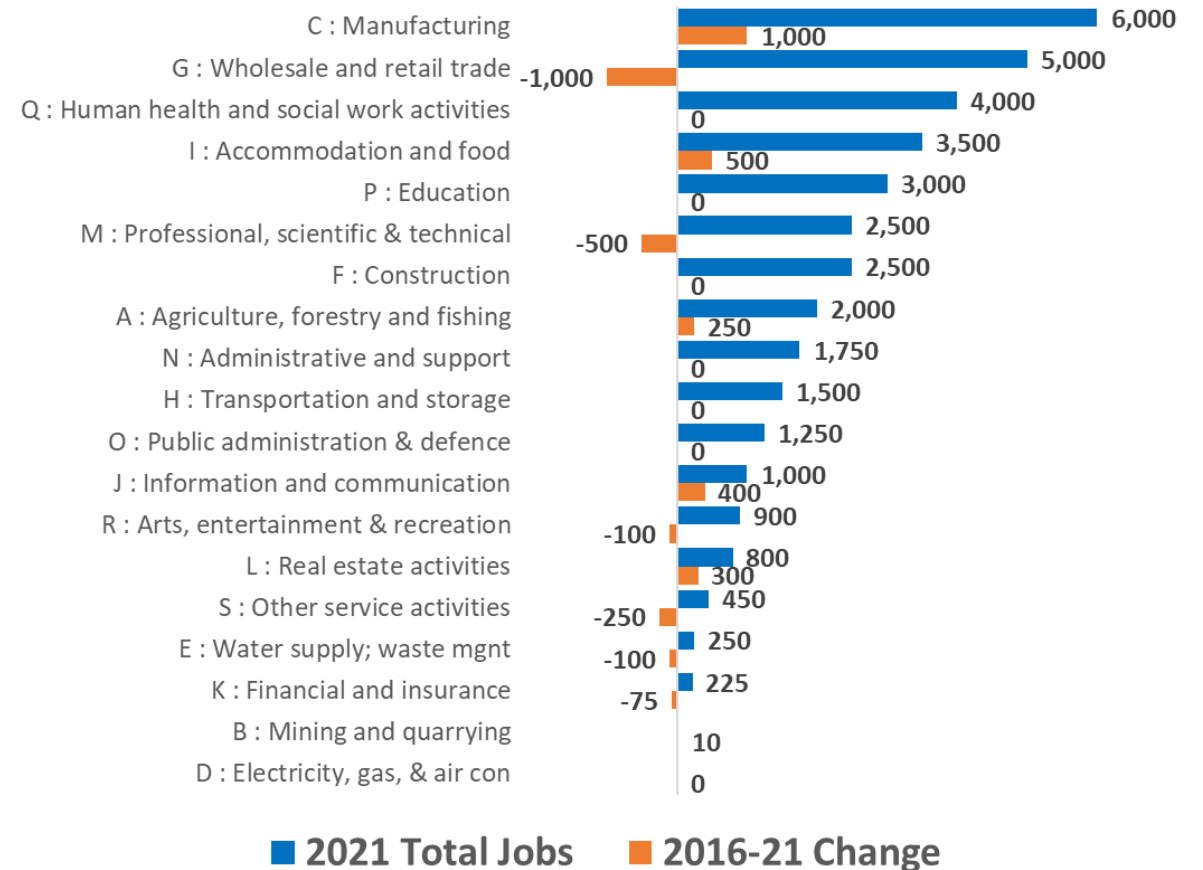
In 2021 there were a total of 36,650 jobs in South Staffordshire. An increase of 435 jobs or (+1%) between 2016-21

Key Sectors in 2021 include Manufacturing (6,000 jobs), Wholesale & Retail (5,000 jobs) and Human Health & Social Work (4,000 jobs)

Strongest growth between 2016-21 in Accommodation & Food (+500), ICT (+400) and Real Estate (+300) sectors

Notable declines in growth between 2016-21 in Wholesale & Retail (-1,000), Professional, Scientific & technical (-500) and Other Service activities (-250) sectors

Key Employment Sectors 2021 and change 2016-2021



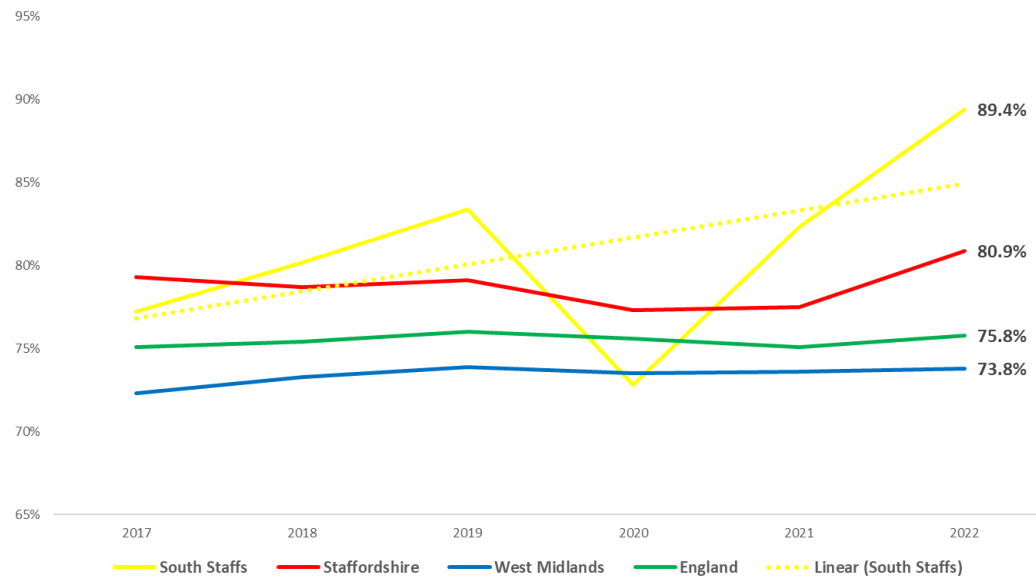
Source: Business Register & Employment Survey (BRES), 2023

Employment Rate

89% or 57,000 Employment rate 2022 in South Staffordshire, 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)



	South Staffs (%)	Staffordshire (%)	England (%)
Economic activity rate - aged 16-64	89.4	82.9	78.7
Employment rate - aged 16-64	89.4	80.9	75.8
% aged 16-64 who are employees	76.4	70.3	66
% aged 16-64 who are self employed	13.0	10.4	9.5
Unemployment rate - aged 16-64	N/A	2.4	3.7
Unemployment rate - aged 16+	N/A	2.4	3.6
% economically inactive - aged 16-64	10.6	17.1	21.3

Source: Annual Population Survey, 2023

Occupations

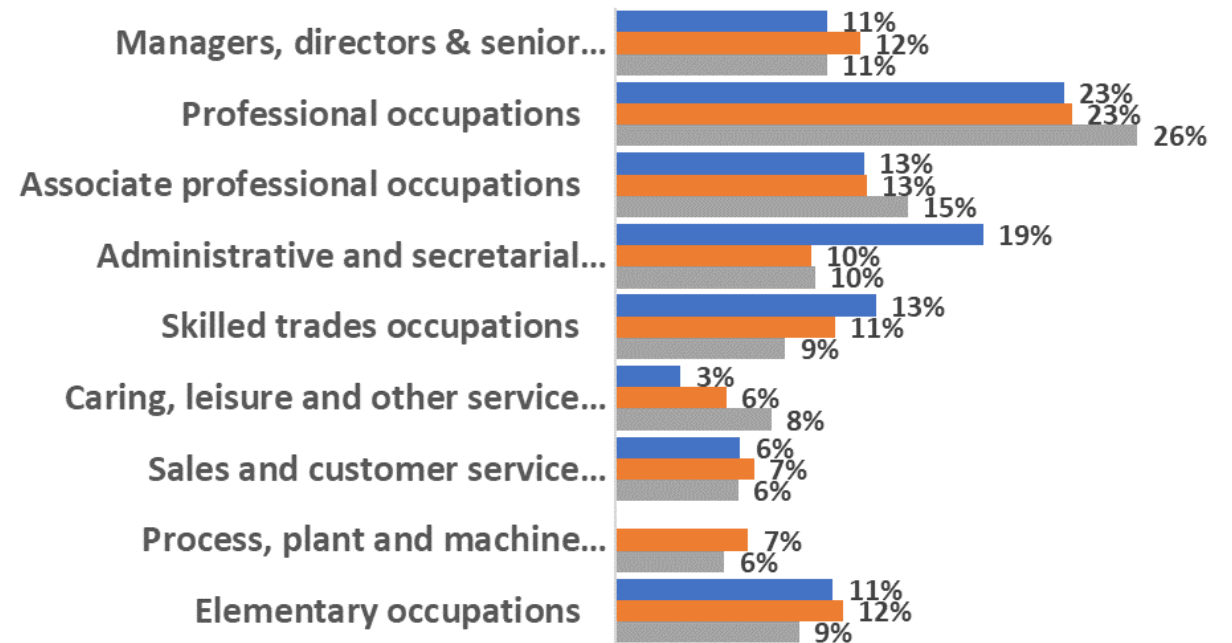
46% jobs in higher occupation groups in 2022, lower than county average 48% and national average 52%

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

14,000 residents in higher occupations

Occupations % (Jan 22-Dec 22)

■ South Staffs % ■ Staffordshire % ■ England %



Source: ONS Annual population Survey, 2023

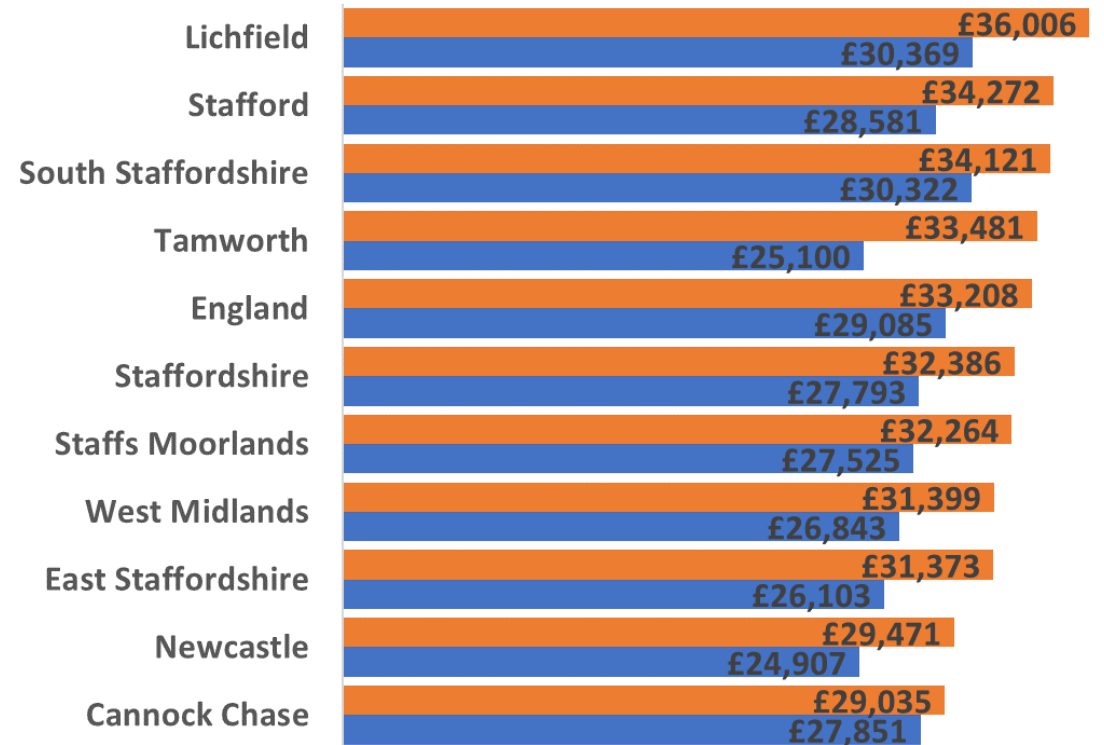
Median Resident Earnings

£34,121 average annual resident earnings
South Staffordshire in 2022, higher than county average
£32,386 and national average £33,208

12.5% growth in South Staffordshire annual
resident earnings 2017-2022, 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

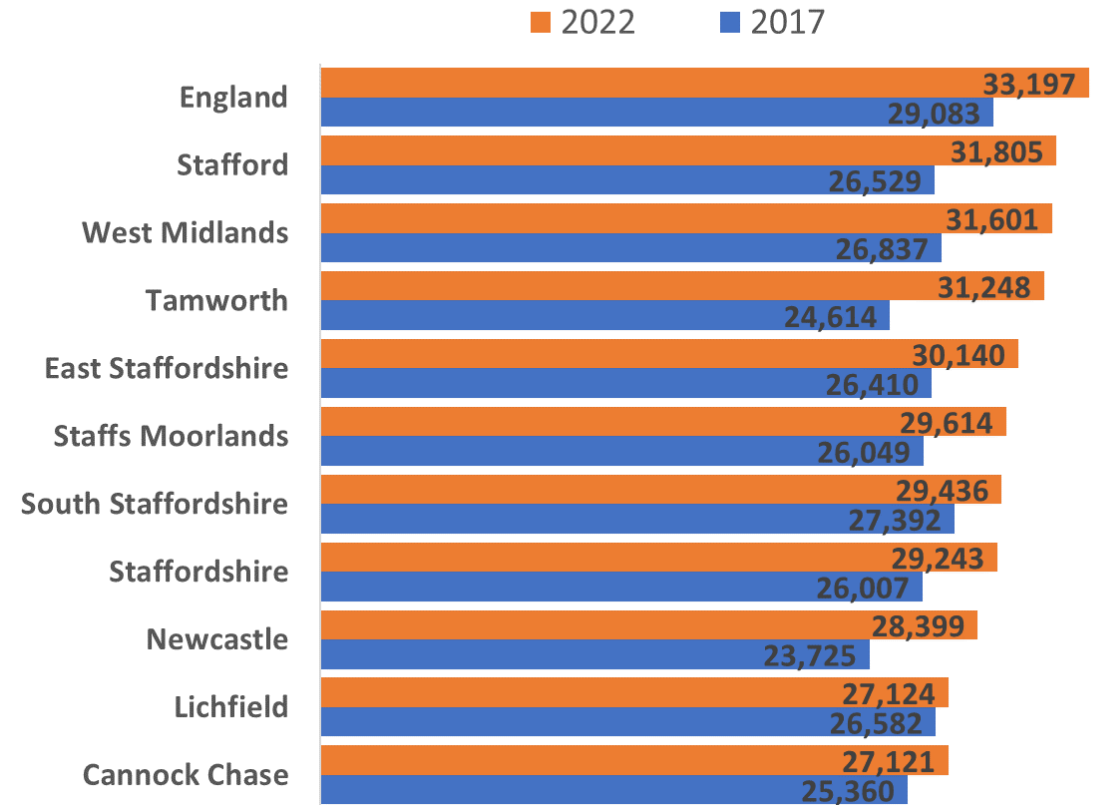
Median Workplace Earnings

£29,436 average annual resident earnings
South Staffordshire in 2022, higher than county average
£29,243 although below national average £33,197

7.5% growth in South Staffordshire annual
workplace earnings 2017-2022, lower growth than
county average of +12.4% and national average of
+14.1%

Average workplace earnings are **-13.7%** below
resident earnings

Average Annual Earnings by Workplace (£) 2017-22



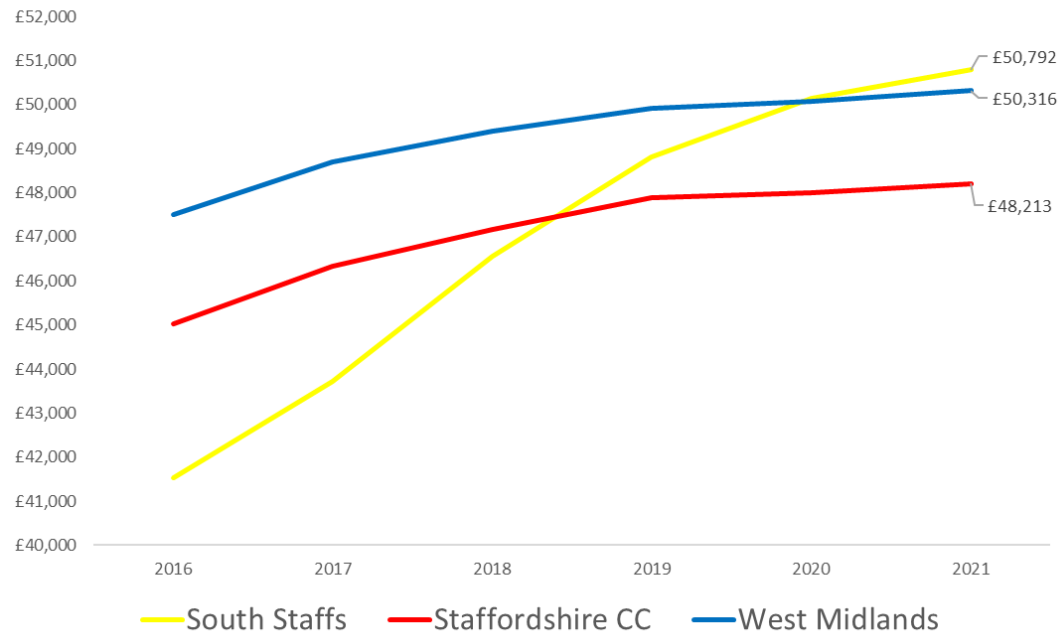
Source: ONS Annual Survey of Hours and Earnings, 2023

Productivity (GVA per Job Filled)

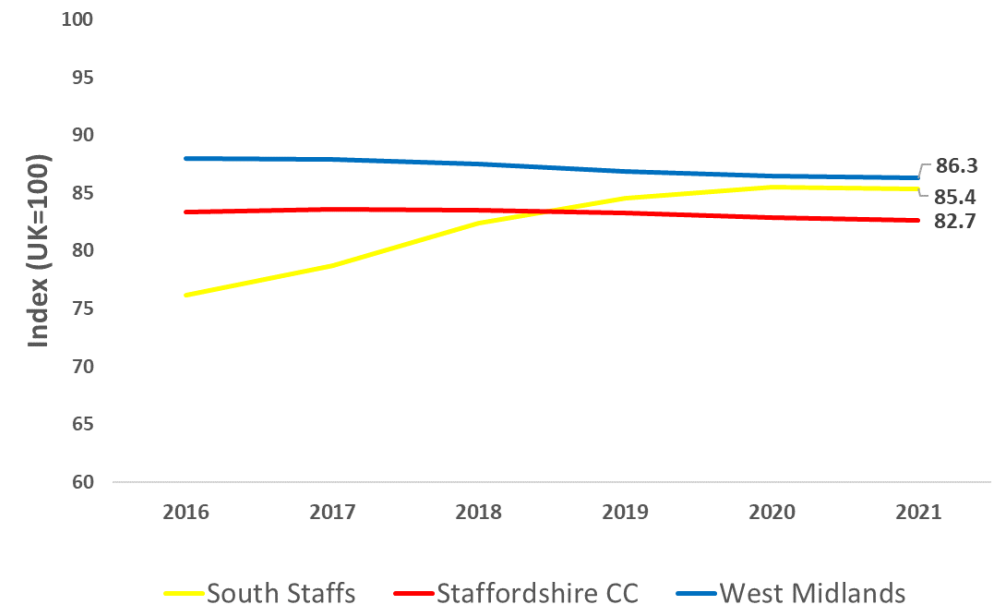
South Staffordshire GVA per job filled at £50,792 in 2021 has grown by +22% between 2016-21. This is higher than county level growth of +7% and national level growth of +8%.

South Staffordshire GVA per job filled is higher at +2.7% than the county average, -0.9% lower than the region average and -14.6% 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)

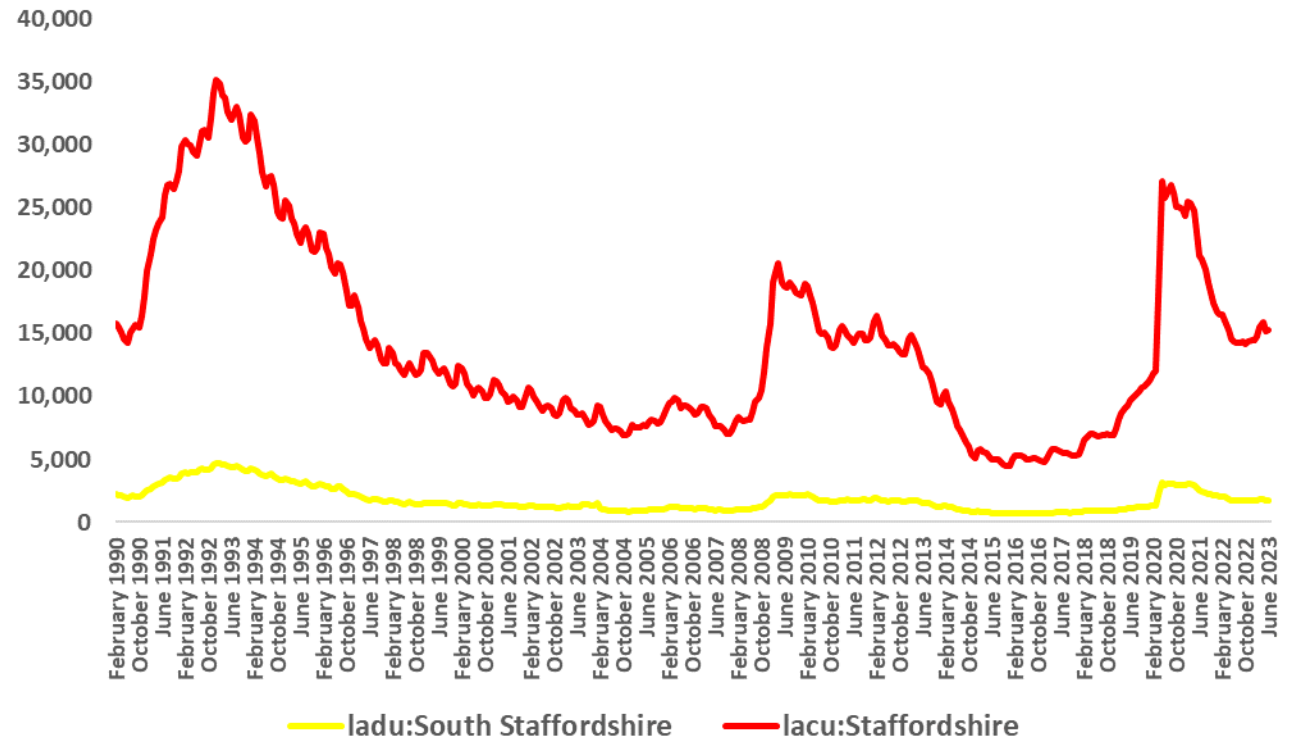
2.6% Claimant rate (aged 16-64, June 2023), lower than county average 2.9% and national average 3.8%

1,740 claimants aged 16-64 – June 2023

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

360 youth claimants aged 18-24 – June 2023

South Staffordshire and Staffordshire Claimant Count



Source: NOMIS, June 2023)


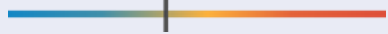


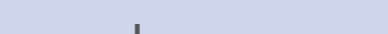


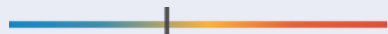


Job Vacancies

1,050 Unique postings July 2022 – June 2023

£26,000 Median advertised salary July 2022 – June 23, **10%** increase since July 2022

Health & Social Care and Hospitality highest vacancies July 2022 – June 2023

Care Workers, Cleaners & Domestic & other Admin occupations highest number of vacancies July 2022 – June 2023

Occupation	Total/Unique (Jul22-Jun23)	Ratio	Posting Intensity
Care Workers	458/144	3:1	
Cleaners & Domestic	80/40	2:1	
Other Administrative	51/37	1:1	
Chefs	67/37	2:1	
Secondary Teaching Professionals	45/36	1:1	
Nurses	443/31	14:1	
Teaching Assistants	36/26	1:1	
Kitchen/Catering Assist.	47/25	2:1	
Customer Service	42/24	2:1	
Sales Related	24/23	1:1	

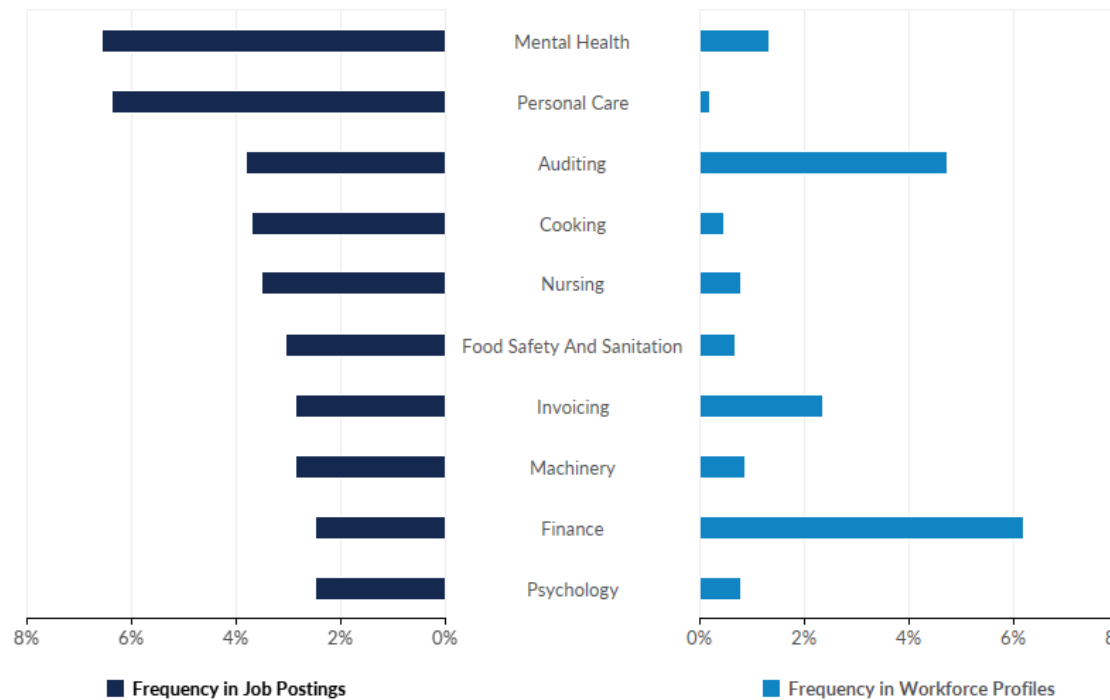
Source: Lightcast June 2023

Skills Gaps

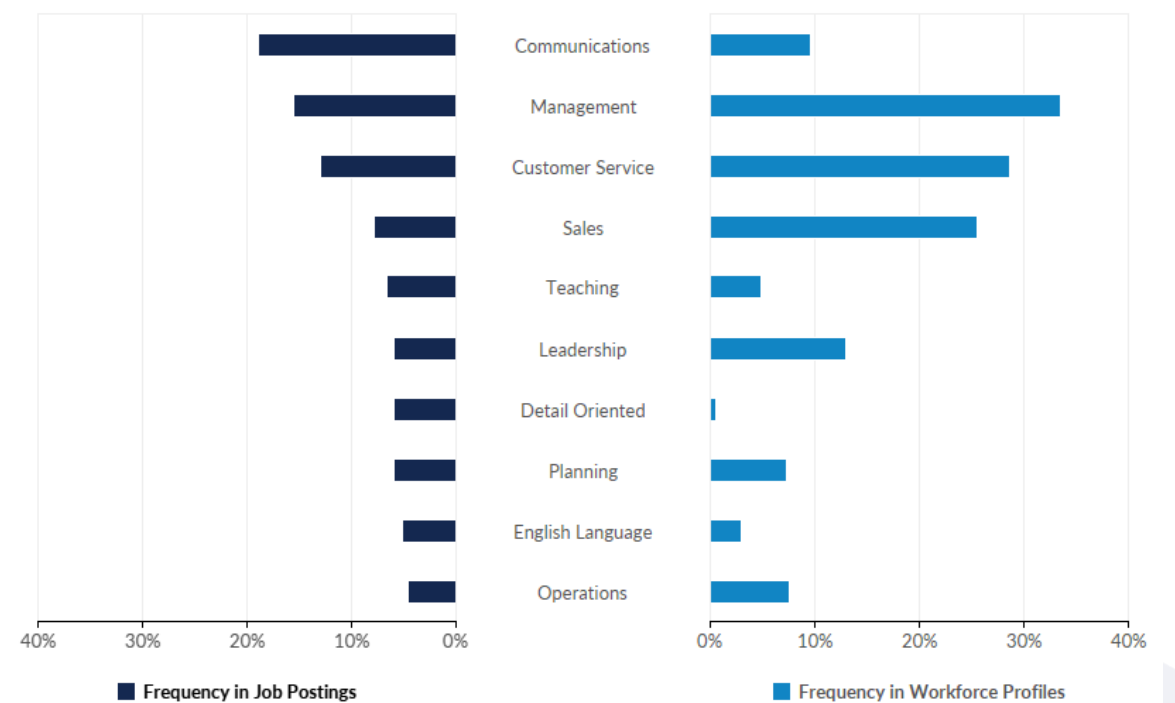
Mental Health, Personal Care and Auditing most in demand specialised skills

Communications, Management & Customer Service most in demand common skills

Specialised Skills in Demand (2022-2023)



Common Skills in Demand (2022-2023)



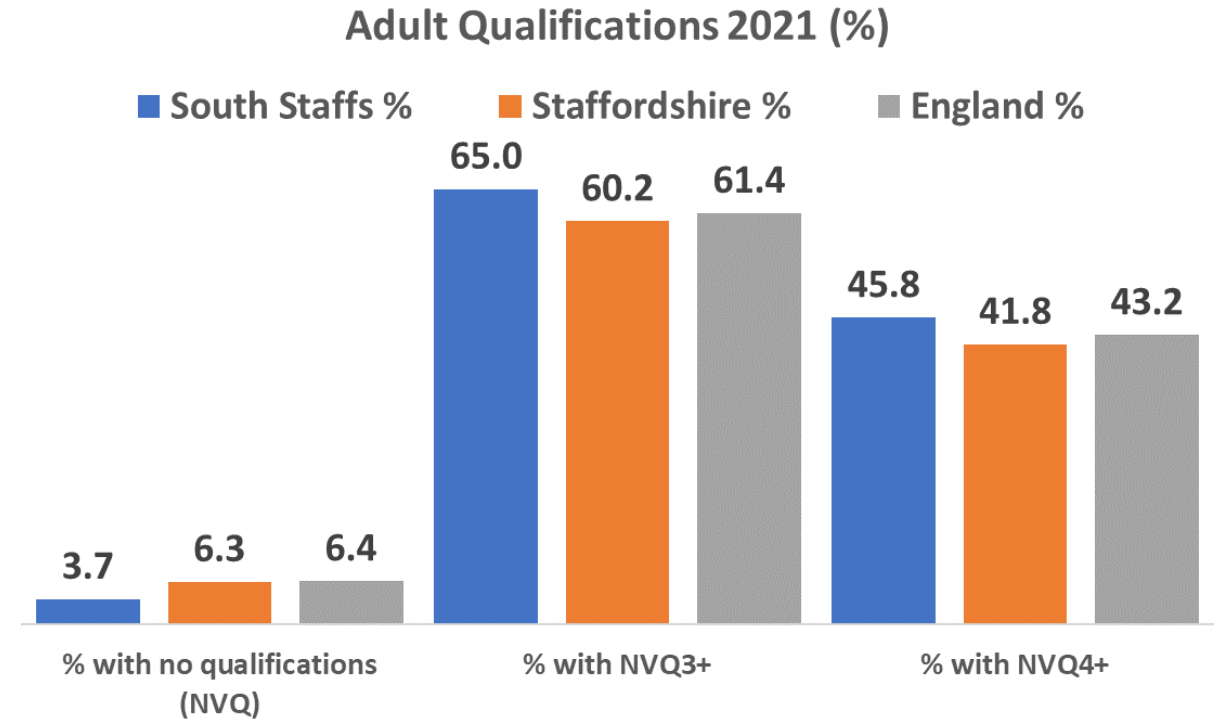
Skills Levels

3.7% Adults with no qualifications, lower than county average 6.3% and national average 6.4%

45.8% Adults with NVQ4+, higher than county average 41.8% and national average 43.2%

65% Adults with NVQ3+, higher than county average 60.2% and national average 61.4%

NVQ4+ levels in South Staffordshire improved by **+13%** and NVQ3 levels improved by **+14%** 2017-2021



Source: ONS Annual Population Survey , 2023

Apprenticeship Starts

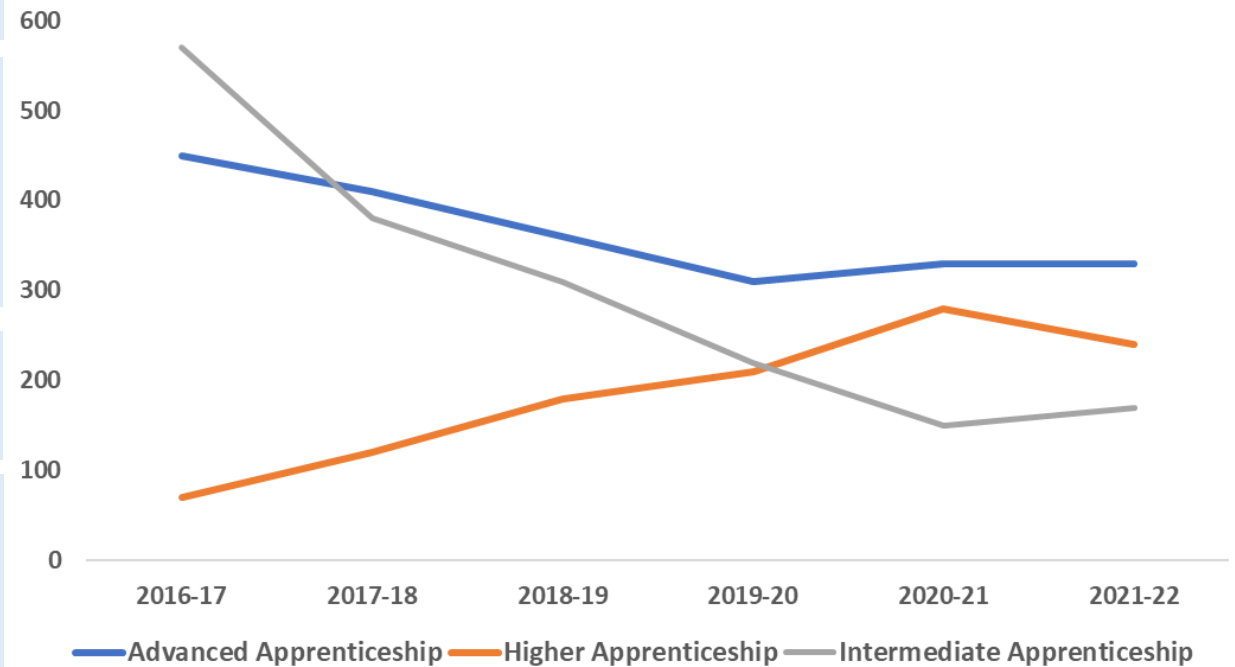
South Staffordshire has seen a **31%** fall in Apprenticeship Starts between 2016/17 and 2021/22 from 1,090 to 750 in line with a 32% decline seen in Staffordshire.

South Staffordshire has seen a **243%** increase in Higher Level Apprenticeships from 70 in 2016/17 to 240 in 2021/22. There has been a 70% decline in Intermediate Level Apprenticeships from 570 to 170 in line with the 66% fall in Staffordshire.

The 25+ age group account for the highest proportion of apprenticeship starts in South Staffordshire at **37%** or 280

In 2021/22, **32% or 230** of Apprenticeship Starts in South Staffordshire were in Business, Admin & Law. Other popular subject areas included Health, Public services & Care at 22% or 160 and Engineering & Manufacturing Technology at 19% or 140.

South Staffordshire Apprenticeships by Level



Source: DfE/Individualised Learner Record

Opportunities for Growth and Development



Further develop partnerships & support for new businesses. South Staffordshire has a strong business survival rate of **62%** (2021) above region (51%) & national (58%) levels



Continue to improve education and skills levels to boost productivity and growth as estimated that **3.7%** of adults have no qualifications



Capitalise on strong GVA growth of **+22%** between 2016-21 which is higher than county level growth of +7% and national level growth of +8%.



Address youth claimant rate of **4.8%** (18-24, 2023), higher than county average – key to future growth and continued strong employment rate