

Employment and Skills Opportunities and Challenges – South Staffordshire

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 South Staffordshire.

South Staffordshire College



MOOG



**South
Staffordshire
Council**



South Staffs Water

SWOT: South Staffordshire

- Adult skills levels above average
- Employment rate high
- Growing business base with above average start-up and survival rates
- High level of productivity above average
- Jobs growth rate of +9% 2017-22
- Low claimant rates
- Resident Earnings above average

- 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



- Apprenticeship Start-ups -24% decline 2017-23
- GVA per job filled less productive than UK average
- Job Vacancies bias towards low skilled roles
- Workplace earnings below average levels with low growth 2018-23

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

Headline Findings



Growing business base with **13%** business start-up rate 2022, above county, regional and national levels



40,000 jobs in 2022 and high jobs growth rate 2017-22 of **9%**. Higher than average percentage of jobs in higher occupations **60%** in 2023



81% employment rate in 2023, higher than regional and national averages. Highest resident earning of all LAs in Staffordshire



High productivity (GVA per job filled) at **£55,203** with **+27%** 2017-22, higher than county, regional and national growth levels

Business Growth and Key Sectors

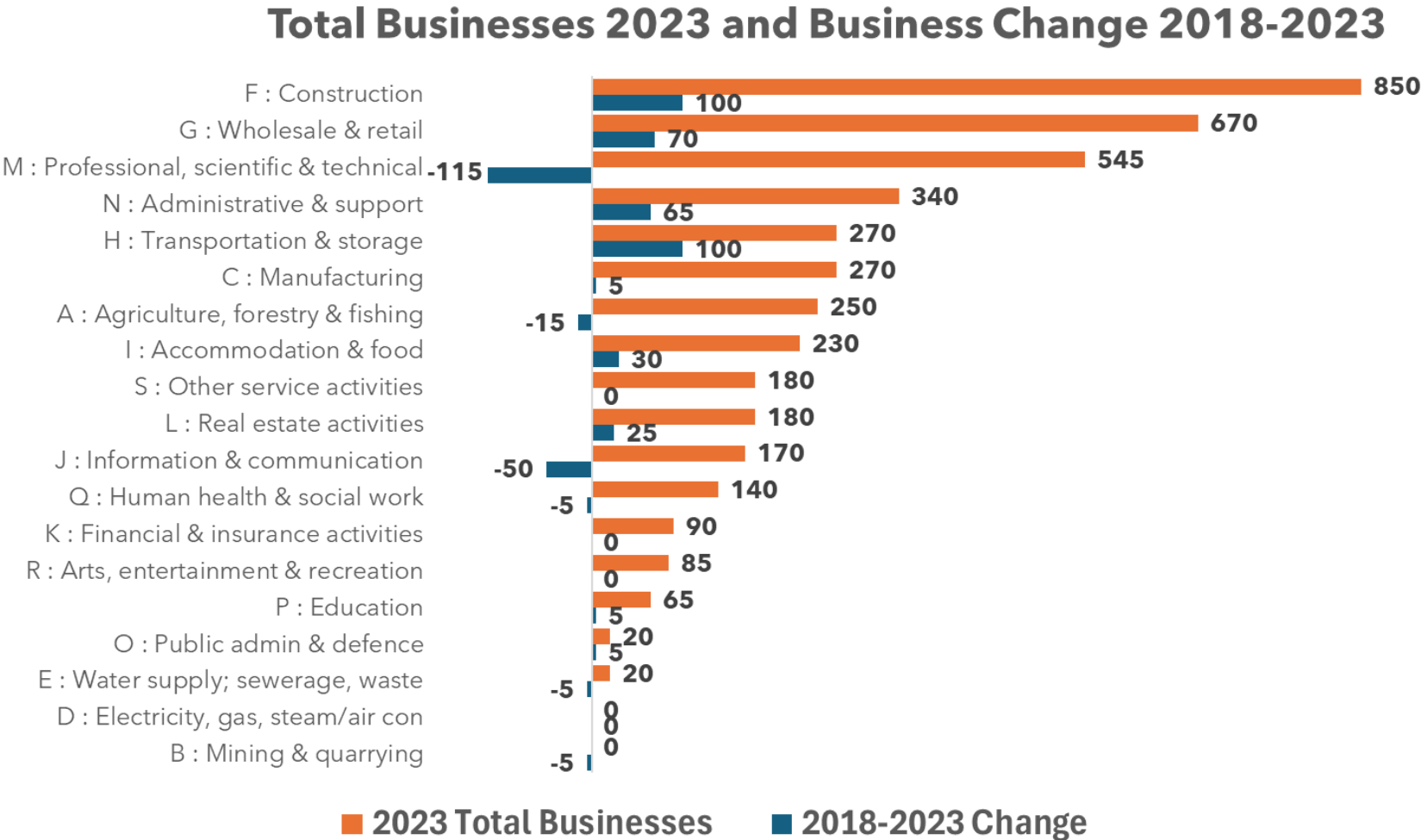
There were 4,385 businesses based in South Staffs in 2023. In 2018-23 there were an additional 220 businesses, +5% growth. This is higher than Staffordshire +0.3%, West Midlands +3% and England +2% growth.

Key sectors include Construction (850 businesses), Wholesale & Retail (670 businesses), Professional, Scientific & Technical (545 businesses)

Strongest growth between 2018-23 in Construction (+100 businesses); Transportation & Storage (+100 businesses) and Wholesale & Retail (+70 businesses).

Notable declines between 2018-2023 in Professional, Scientific & Technical (-115 businesses), ICT (-50 businesses), Agriculture, forestry & fishing (-15 businesses).

Source: UK Business Counts 2024

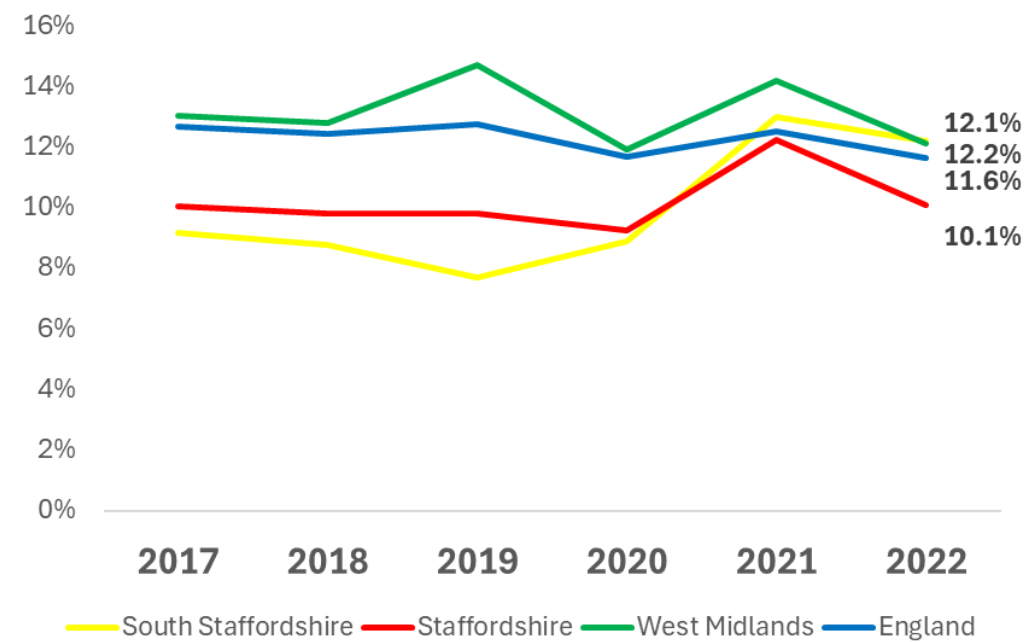


Business Start Ups and Closures

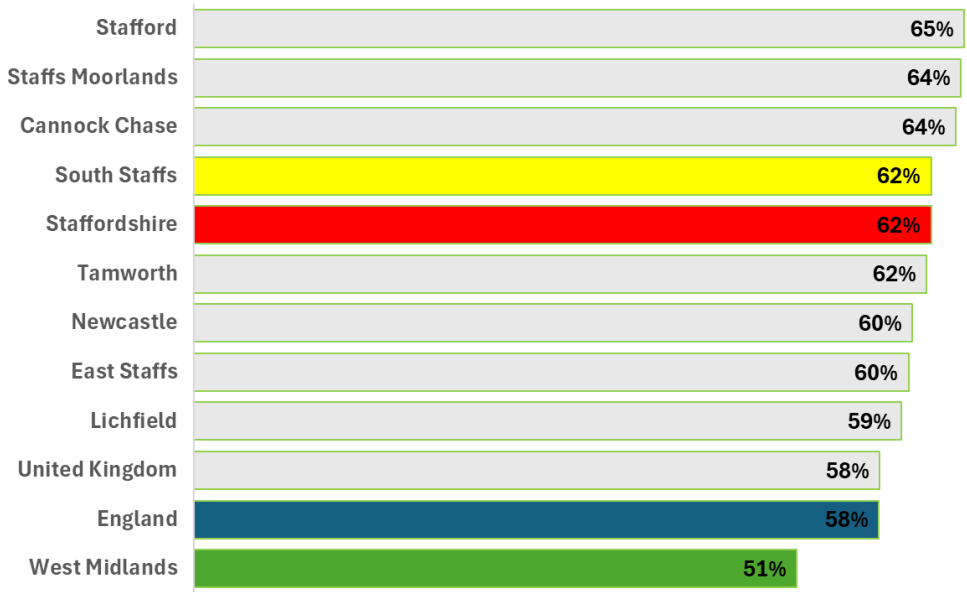
South Staffs Business Start Up Rate is the highest of all LAs. At 12.2% (2022) it is above county 10.1%, regional 12.1% & national 11.6%. South Staffs. Business Death rate 10.3% is lower than county 11.1%, region 12.7% & national 12% levels.

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

Business Start Up Rate 2017-2022 (%)



Business 3-Year Survival Rate 2022 %



Source: ONS Business Demography, 2024

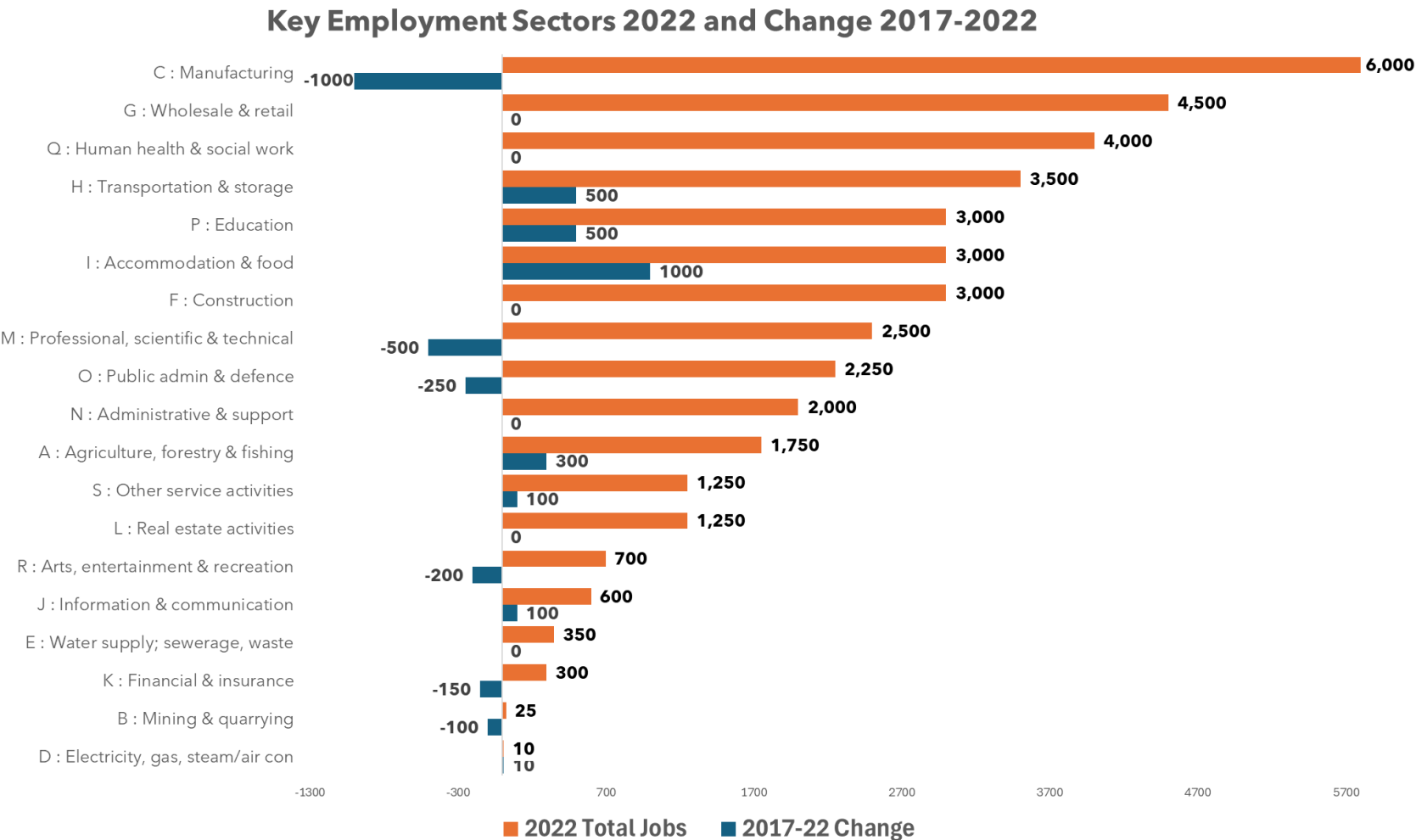
Key Employment Sectors

In 2022 there were a total of 40,000 jobs in South Staffordshire. There has been an increase of 3,195 jobs or (+8.7%) between 2017-22.

Key Sectors in 2022 include Manufacturing (6,000 jobs), Wholesale & Retail (4,500 jobs) and Human Health & Social Work (4,000 jobs).

Strongest growth between 2017-22 in Transportation & Storage (+2,000); Manufacturing (+1,000) and Public Admin & Defence (+1,000) sectors.

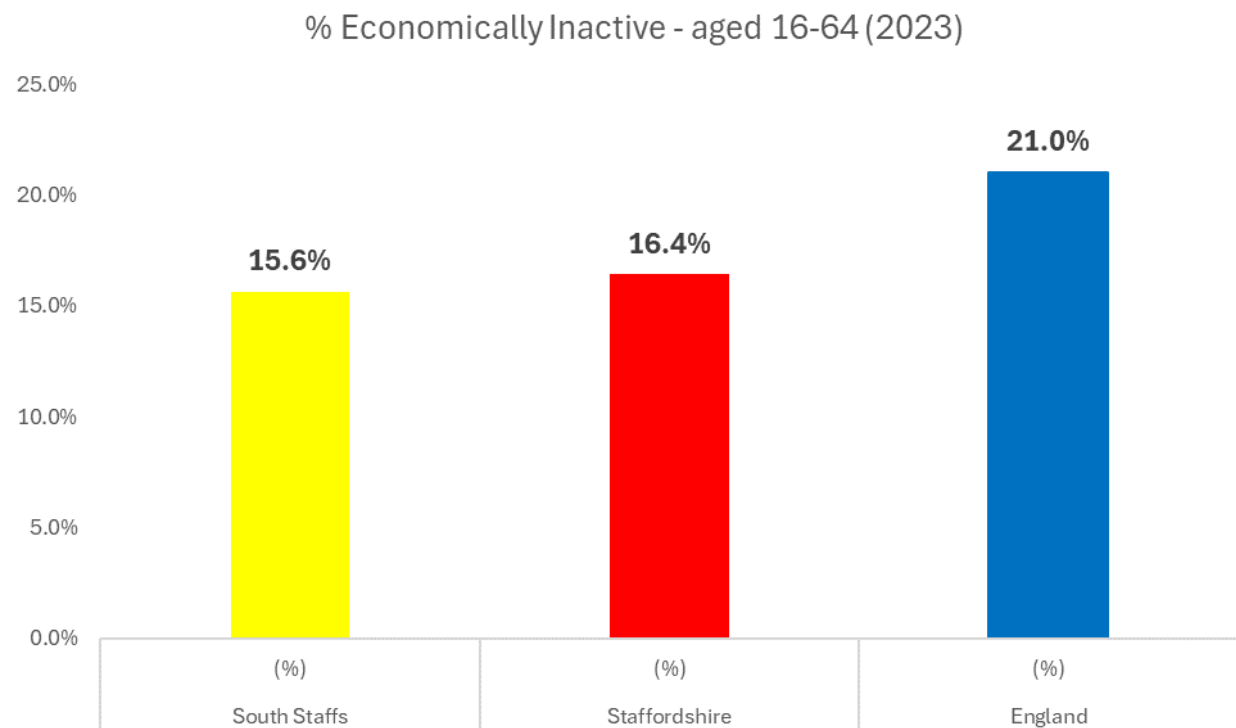
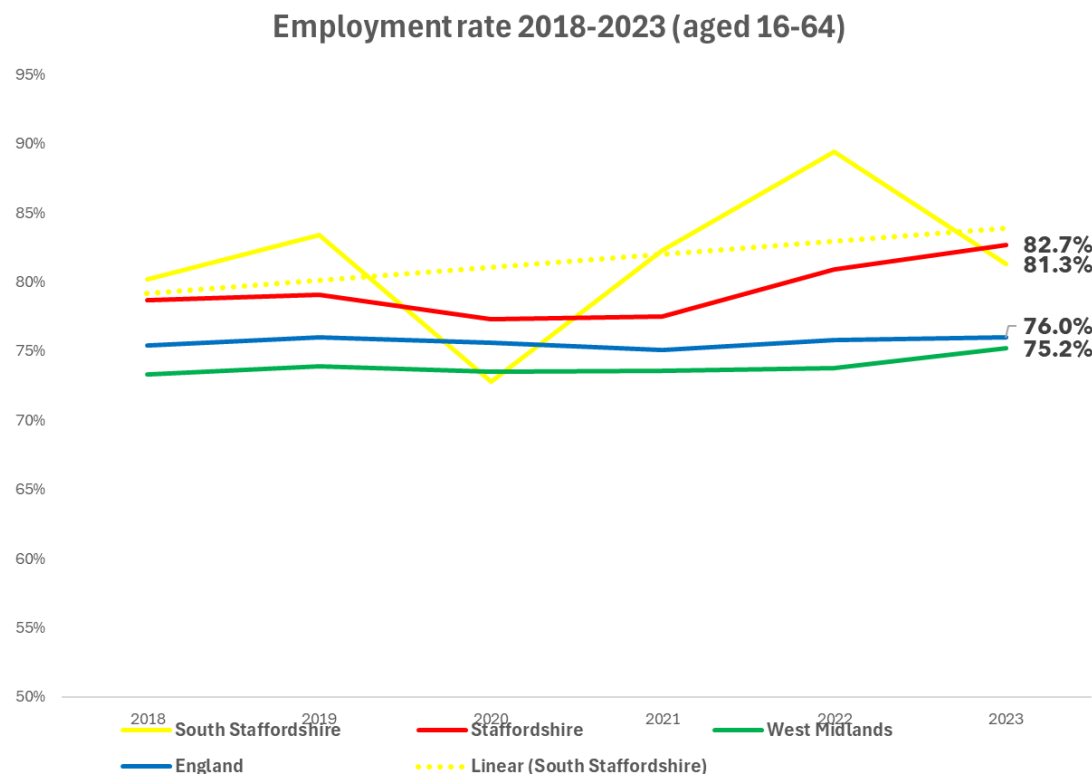
Notable declines in growth 2017-22 in Arts, Entertainment/Recreation (-550), Accommodation & Food (-500); Professional, Scientific & Technical (-500); Wholesale & Retail (-500) sectors.



Employment Rate

81% (51,700 residents in employment) employment rate 2023 in South Staffordshire, lower than county 83%, but higher than regional 75% and national 76% averages.

16% or 9,900 economically inactive residents January-December 2023, in line with county average 16% and lower than regional 21% and national average 21%.



Source: Annual Population Survey, 2024

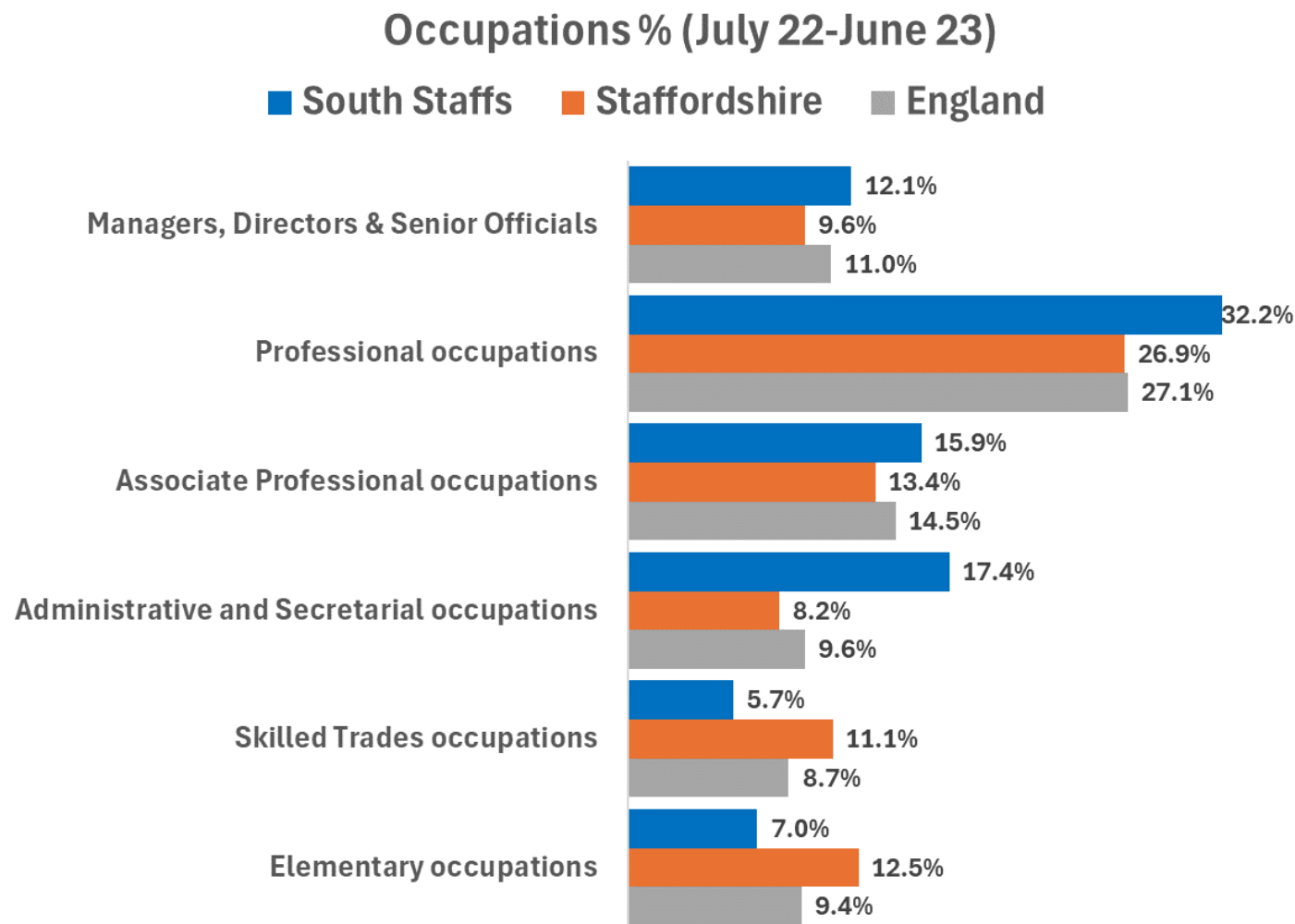
Occupations

60% of jobs in higher occupation groups in July 2022-June 2023, above the county 50% and national 53% averages.

32% of jobs in professional occupations higher than the 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



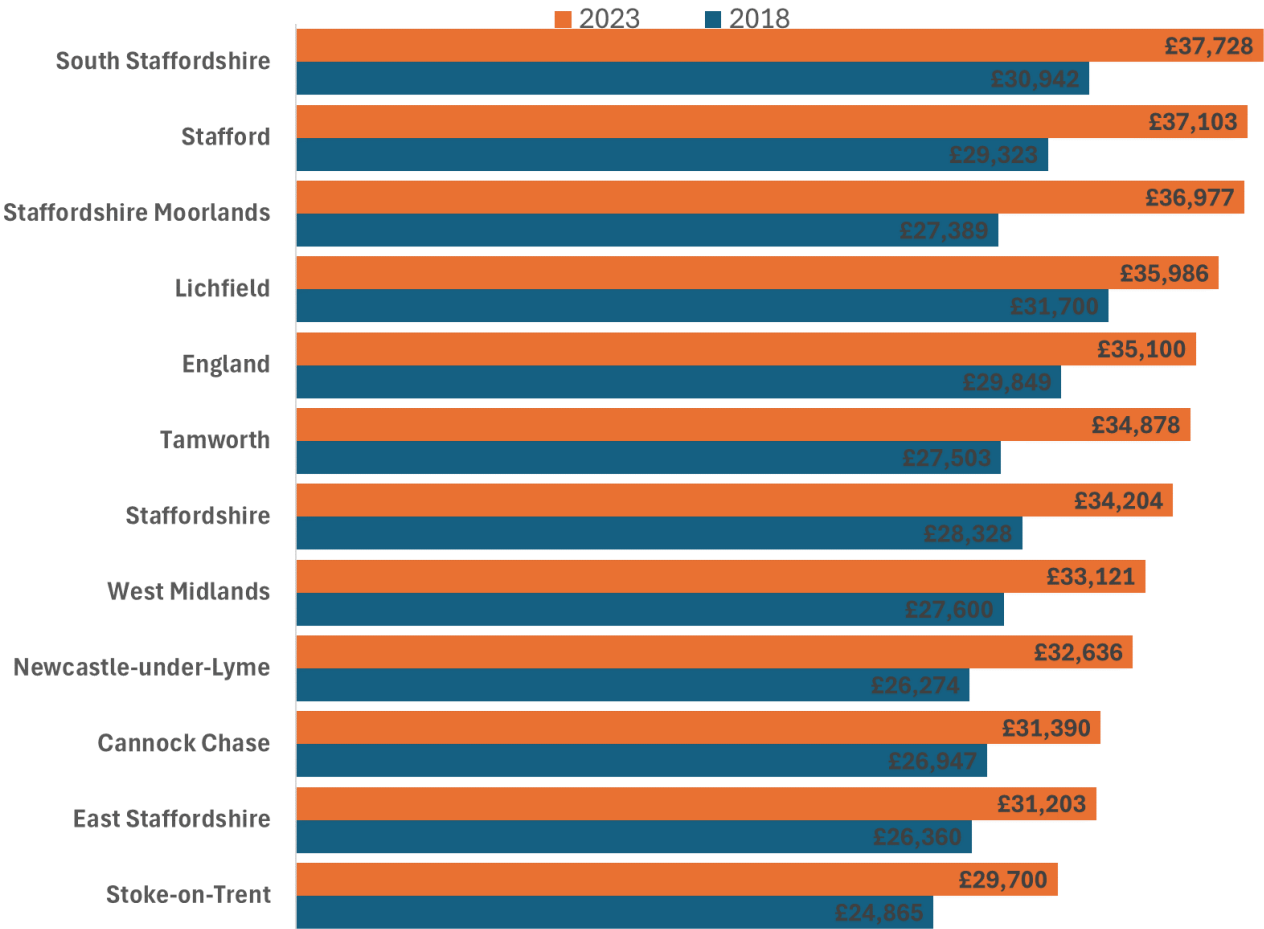
Median Resident Earnings

£37,728 average annual resident earnings South Staffordshire in 2023, highest of all districts. This is also higher than county £34,204, regional £33,121 and national £35,100 averages.

21.9% growth in South Staffordshire annual resident earnings 2018-2023, 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



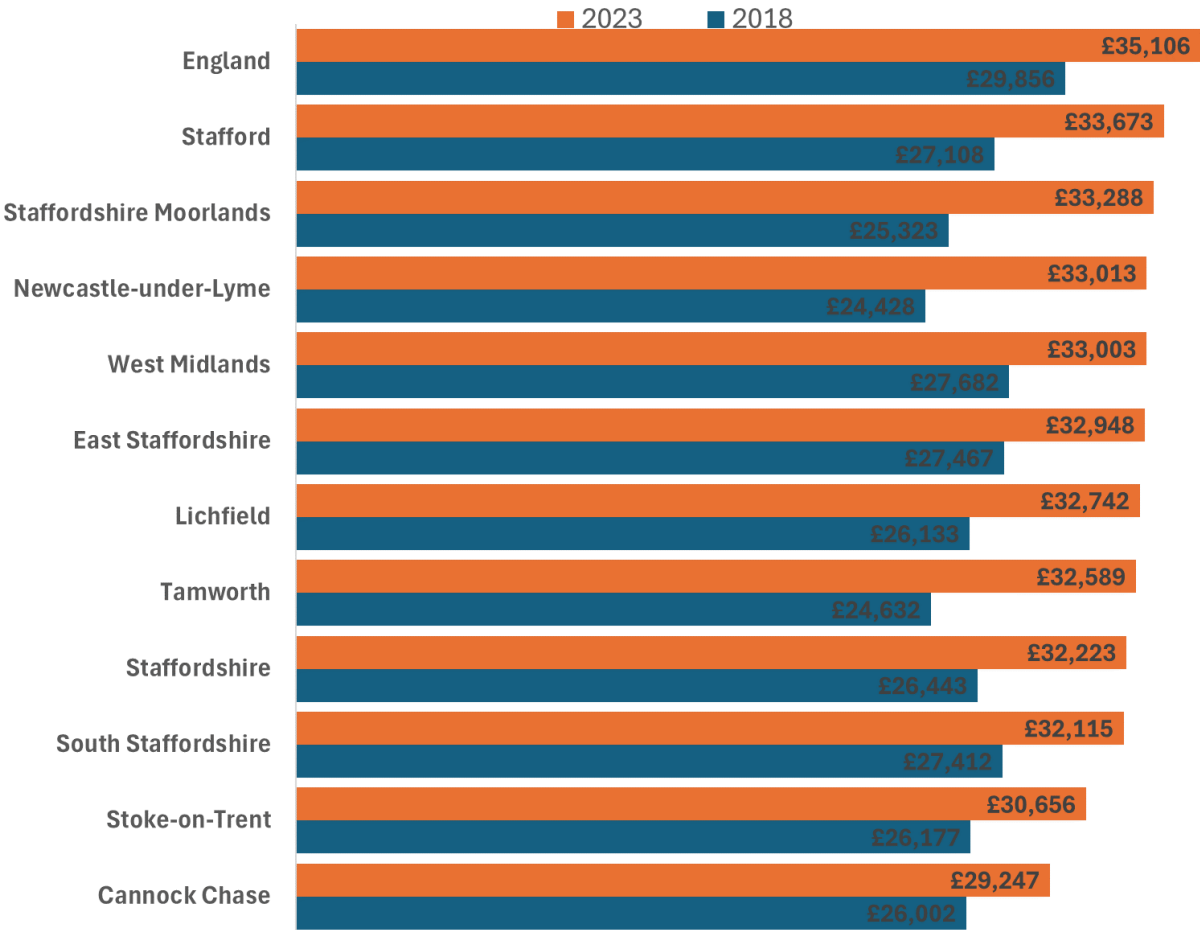
Median Workplace Earnings

£32,115 average annual workplace earnings South Staffordshire in 2023, the second lowest in Staffordshire. South Staffordshire is lower than the county £32,223, regional £33,003 and national £35,106 averages.

17.2% growth in South Staffordshire annual workplace earnings 2018-2023, the second lowest percent increase of Staffordshire LAs. South Staffordshire is lower 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

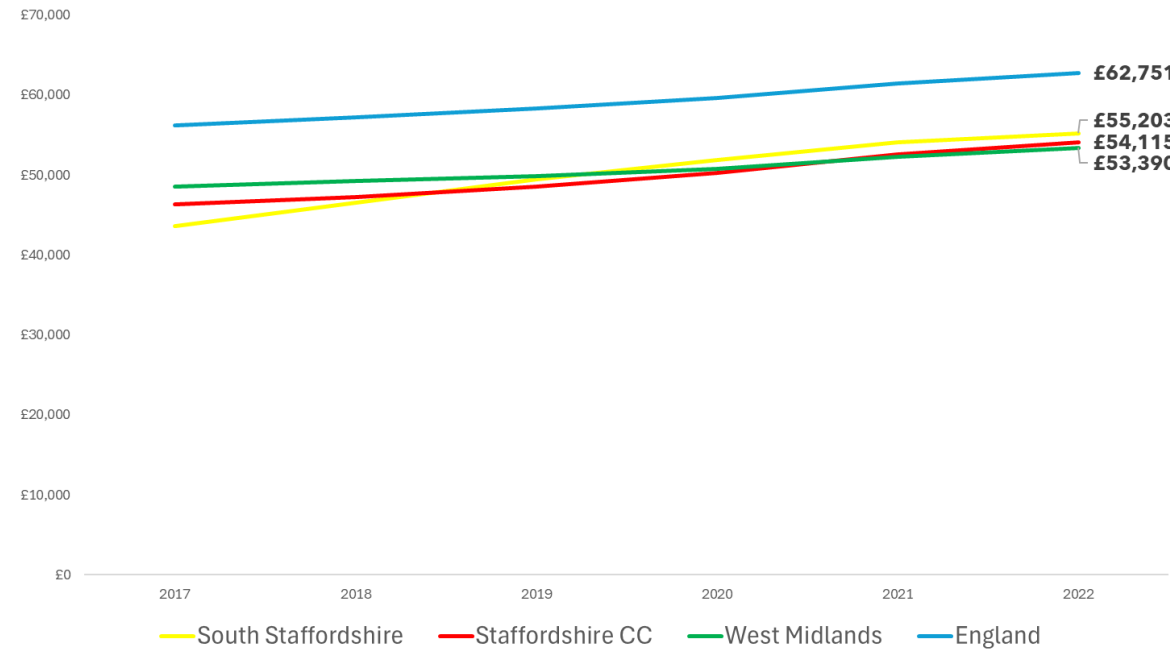


Productivity (GVA per Job Filled)

South Staffordshire GVA per job filled at £55,203 in 2022 has grown by +27% between 2017-22. This is higher than county growth of +17%, regional +10% and national +12%.

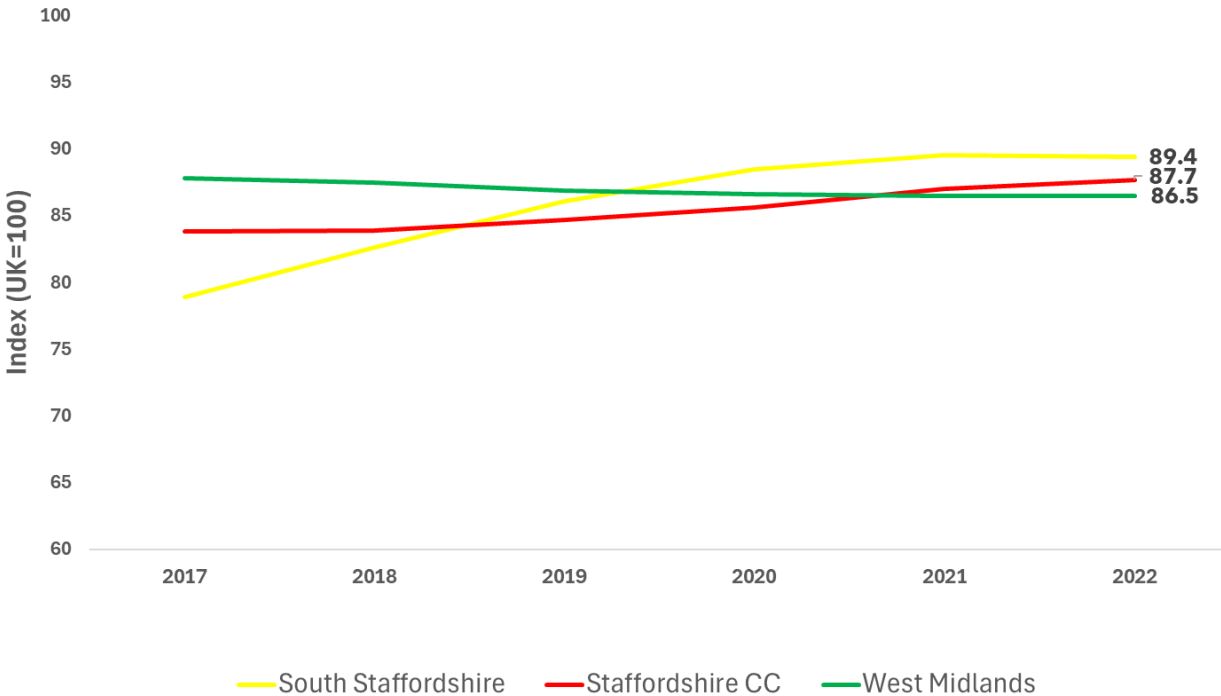
South Staffordshire GVA per job filled is +1.7% higher than the county average, +2.9% higher than the regional but -11% less productive than the UK average.

GVA per Job Filled Growth (£) 2017-2022



Source: ONS Productivity 2024

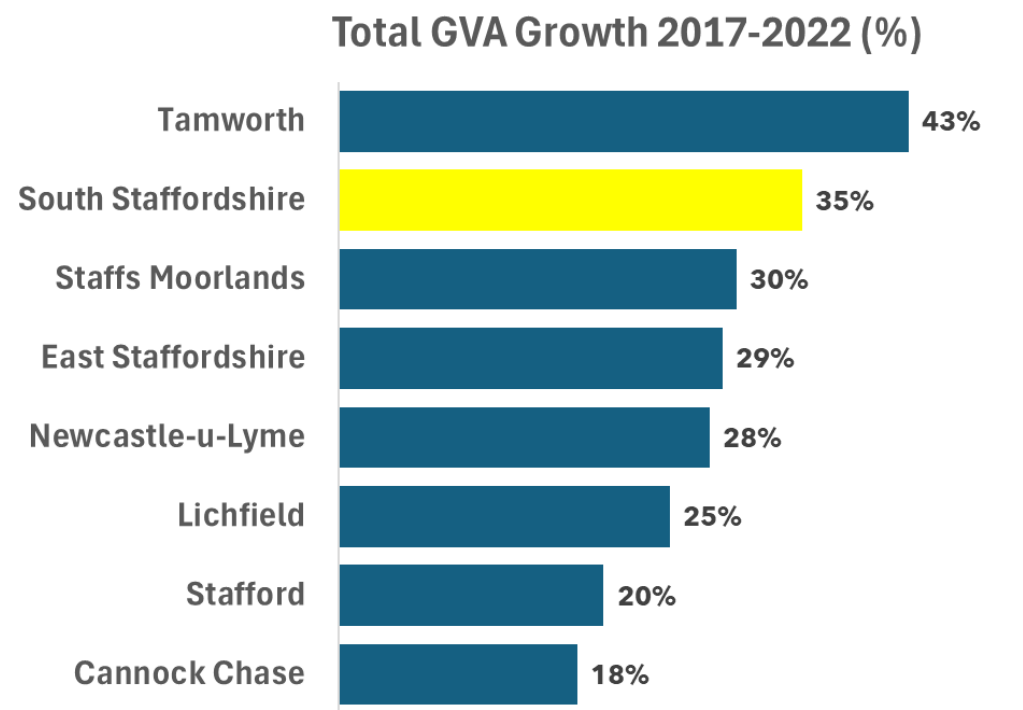
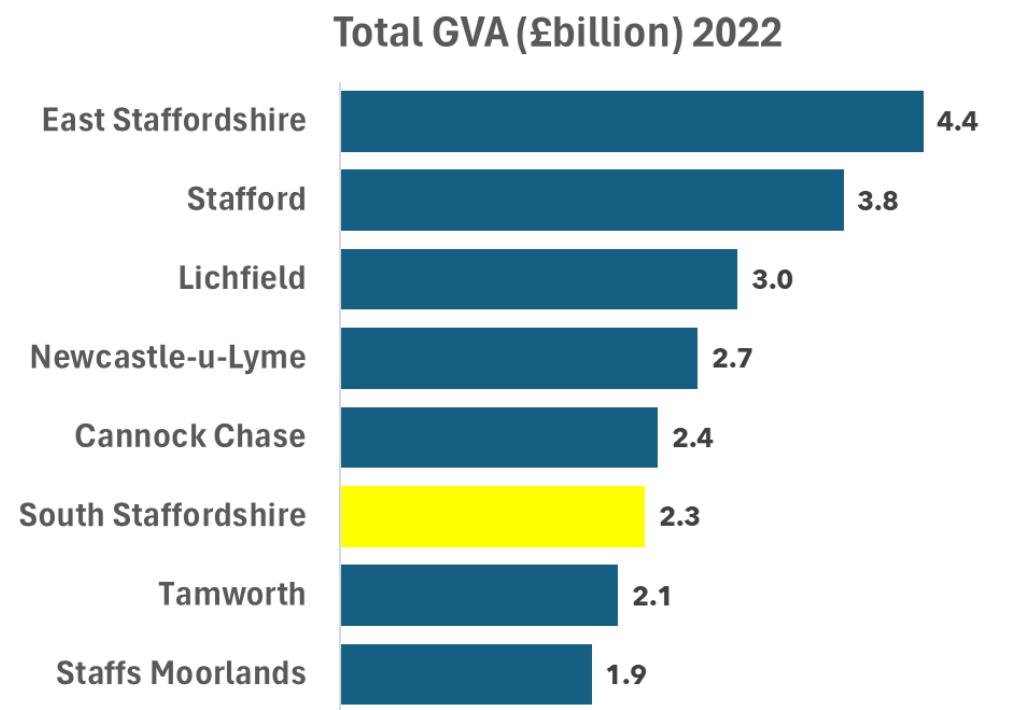
GVA per Job Filled relative to UK average (UK=100)



GVA Growth

South Staffordshire economy in 2022 worth £2.3 billion total GVA. Largest sectors by GVA include Manufacturing £653 million, Real Estate £378 million and Wholesale & Retail £214 million.

South Staffordshire total growth £599 million (+35%). This is higher than +21% growth in England, +18% West Midlands and +27% Staffordshire.



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

Claimant Rate

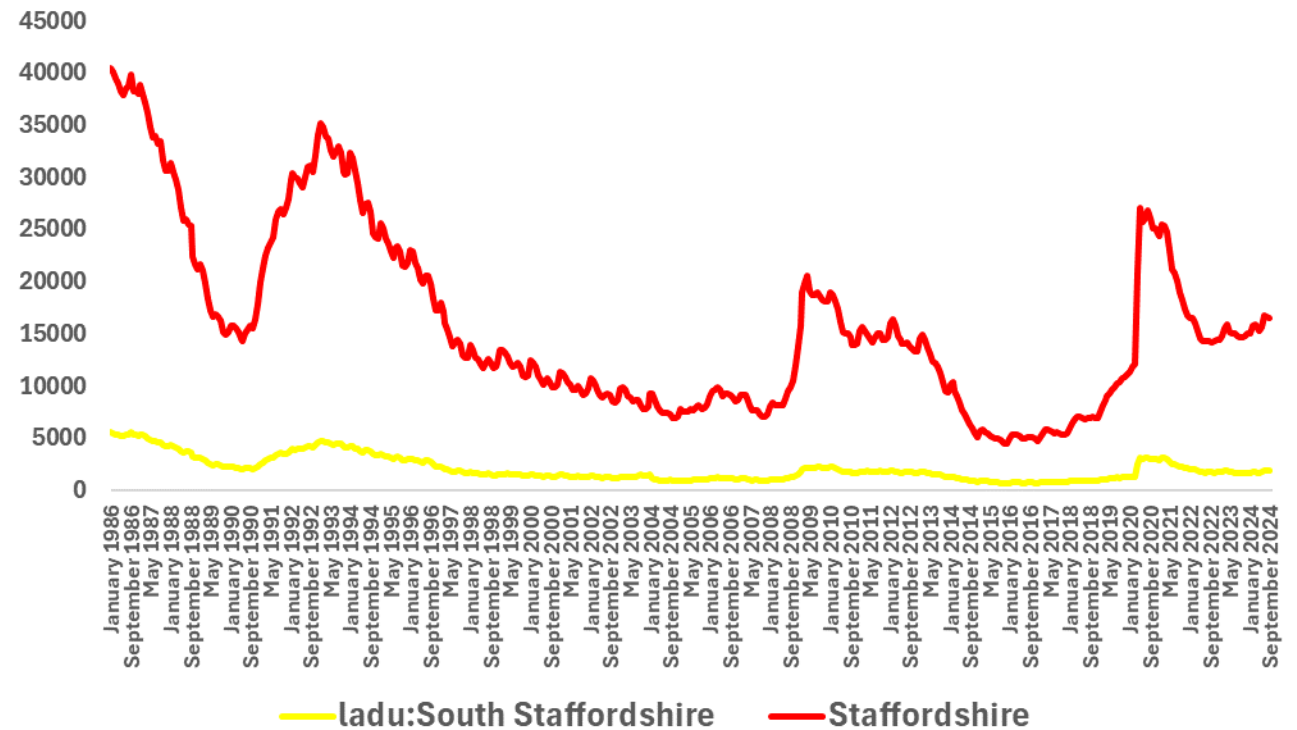
2.8% Claimant rate in September 2024, lower than the county 3.1%, regional 5.8% and national 4.4% averages.

1,845 claimants in September 2024, +41% increase since March 2020, higher than county average +37%, but lower than regional +49% and national 47% averages.

4.8% Youth claimant rate in September 2024, lower than county 4.9%, regional 7.5% and national 5.4% averages.

355 youth claimants in September 2024, +42% increase since March 2020, higher than county +27%, regional +35% and national +29% averages.

South Staffordshire and Staffordshire Claimant Trend



Job Vacancies











1,000 Unique postings July 2023–June 24

£26,900 Median advertised salary July 2023–June 24

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

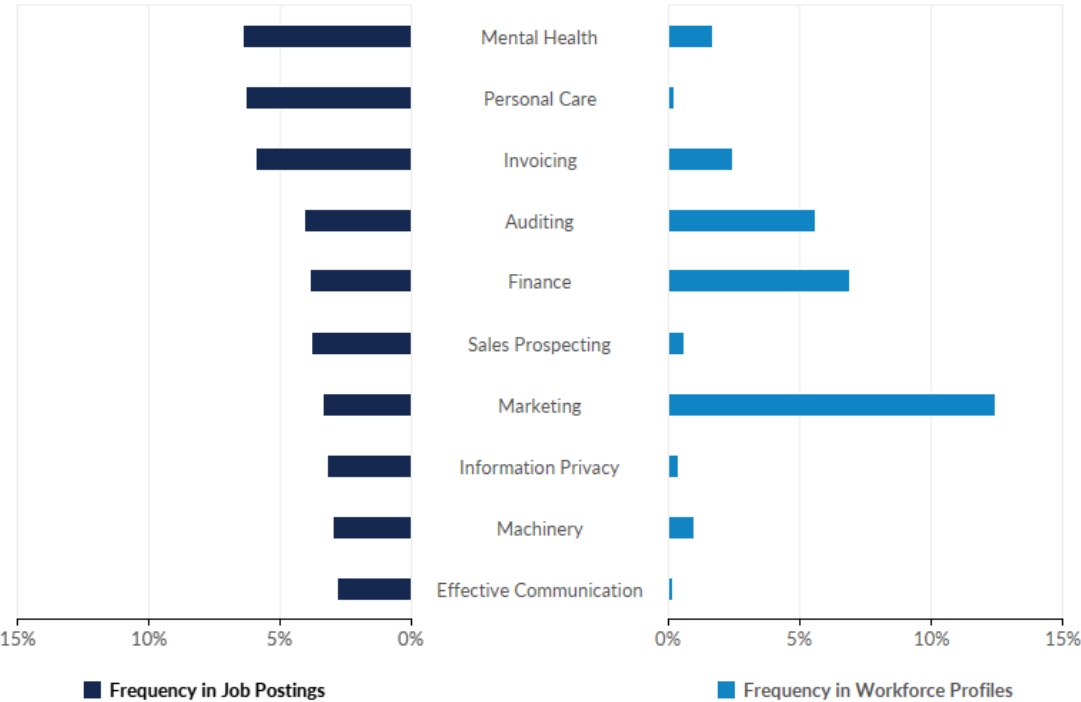
Care Workers, Early Education & Sales Related highest occupation vacancies July 2023–June 24

Source: Lightcast 2024

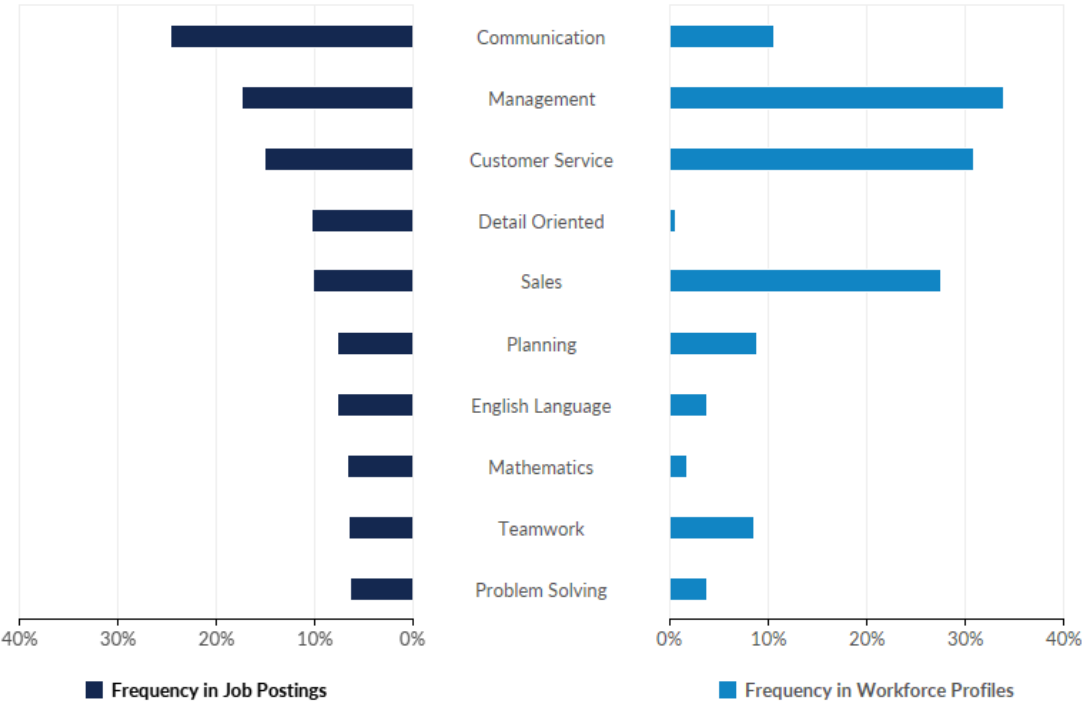
Occupation	Total/Unique (Jul22-Jun23)	Posting Intensity	
Care Workers	238/116	2:1	
Early Education	51/30	2:1	
Sales Related	41/30	1:1	
Cleaners & Domestics	53/28	2:1	
Book-Keepers/Payroll Mgrs/Wages Clerks	44/23	2:1	
Teaching Assistants	26/23	1:1	
Customer Service	30/22	1:1	
Other Administrative	31/21	1:1	
Social Workers	32/19	2:1	
Chefs	27/19	1:1	

Skills Gap

Mental Health, Personal Care and Invoicing most in demand Specialised Skills



Communication, Management and Customer Service most in demand Common Skills

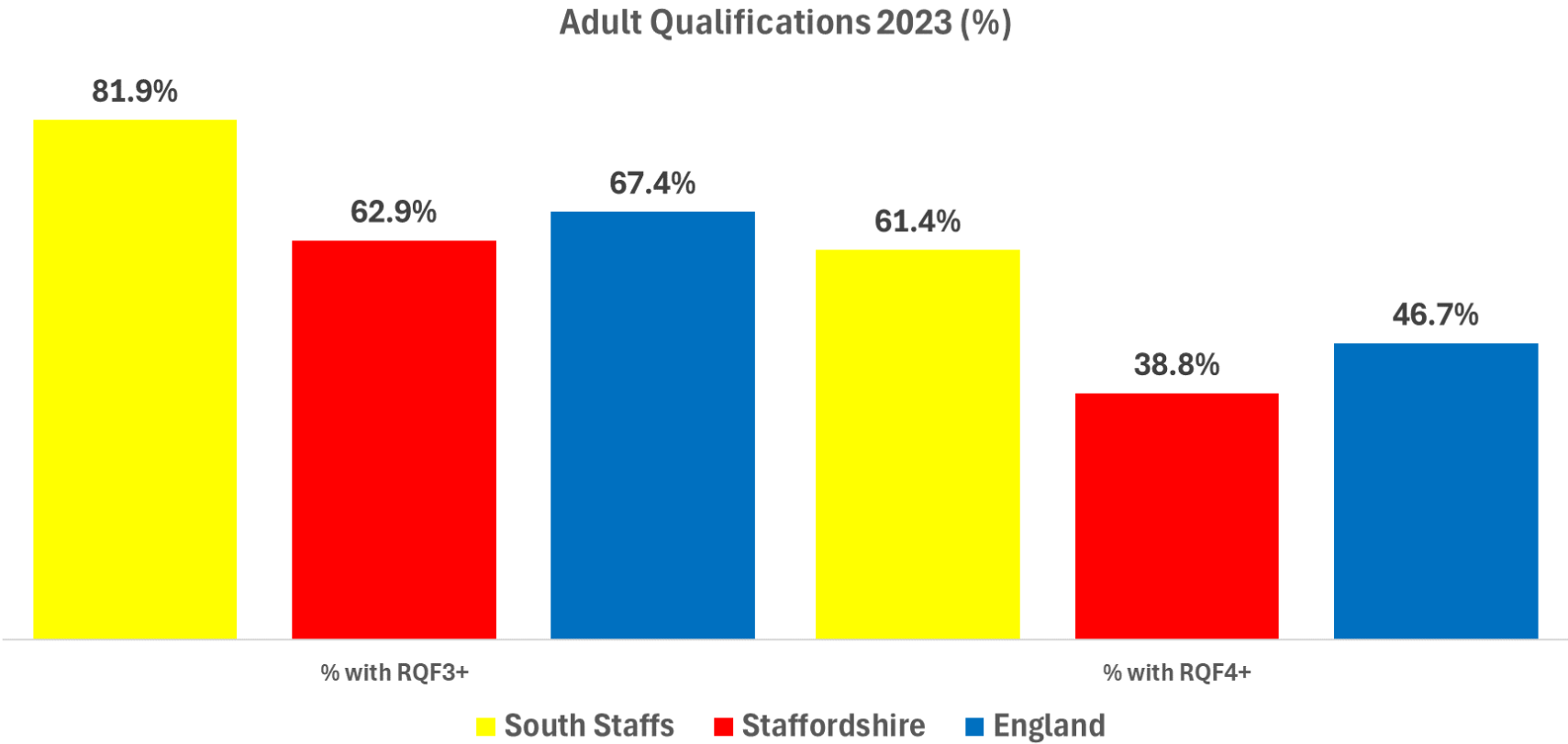


Skills Levels

61.4% Adults with RQF4+,
higher than county 38.8% and
national 46.7% averages.

81.9% Adults with RQF3+,
higher than county 62.9% and
national 67.4% averages.

Source: ONS Annual Population Survey
2024



Apprenticeship Starts

www.staffordshire.gov.uk

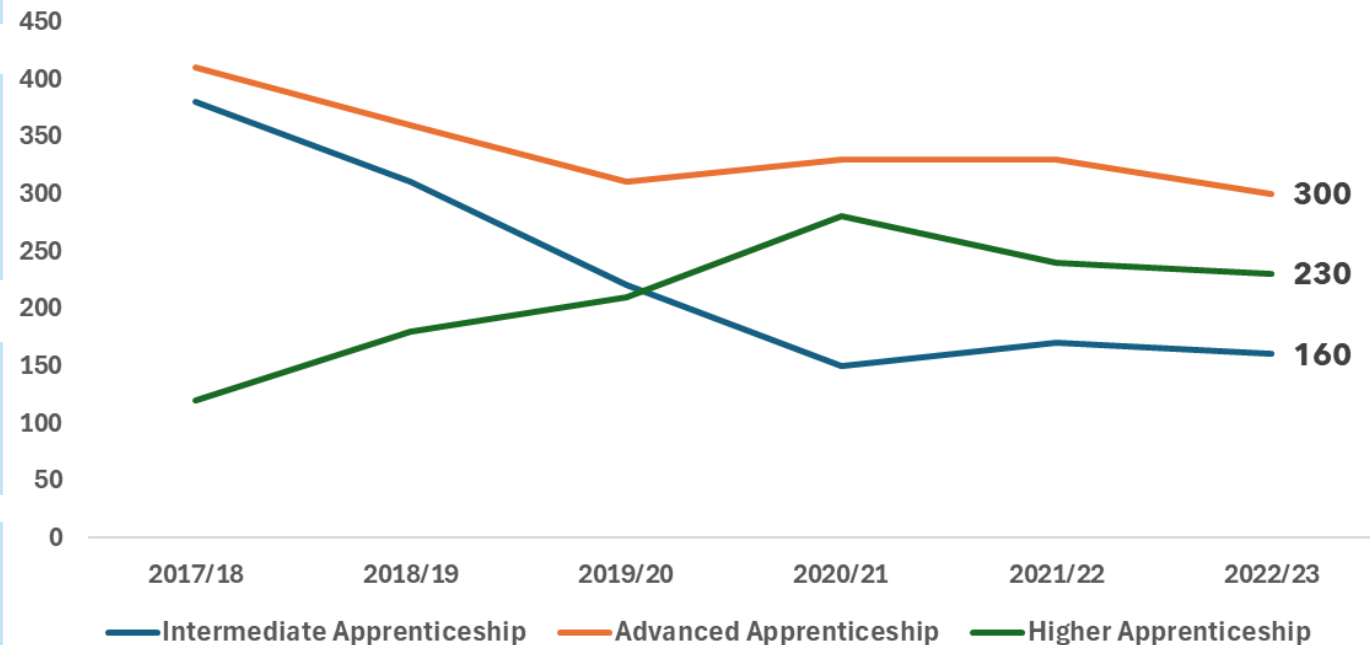
South Staffordshire has seen a **-24%** fall in Apprenticeship Starts 2017/18-2022/23 from 910 to 690, a greater decline than the -8% decline for Staffordshire.

South Staffordshire has seen a **92%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 120 to 230. This compares with a 126% increase across Staffordshire.

The 25+ age group accounts for the highest proportion of apprenticeship starts in South Staffordshire at **49%**.

In 2022/23 the most popular subject choice in South Staffs was **Business, Administration & Law** at **35%**. This was followed by Health, Public Services & Care at 23% and Engineering & Manufacturing Technology at 14%.

South Staffordshire Apprenticeships by Level



Opportunities for Growth & Development



Further develop partnerships & support for new businesses. South Staffordshire has a strong business survival rate of **62%** (2022) above regional (51%) & national (58%) levels



Continue to improve education and skills levels to boost productivity and growth with **61%** of adults having RQF4+ qualifications



Capitalise on strong GVA (per job filed) growth of **+27%** between 2017-22 which is higher than county +17%, regional +10% and national +12% growth



Address declining apprenticeship start up rate **-24%** (2017-23) and continue to raise aspirations of young people to ensure continued growth and strong employment rate