Priority Sector Evidence

Advanced Logistics (Automation/AI)

Now – Strengths and Weaknesses

- **27,000 Staffordshire jobs** equivalent to 7% of all employment above 5% seen nationally[1]
- 81% full-time and 19% part-time[1]
- High demand for storage occupations; LGV drivers; van drivers; transport and distribution clerks; fork-lift truck drivers; managers and directors; couriers; packers[2]
- **Average salary £28,600**[2] – just above the average pay in Staffordshire of £28,100[3]
- **Male dominated sector** – 3 in 4 workers are males[2]
- **Ageing workforce** – over 1 in 5 workers over 55 years of age[2]
- **Worth £1.1bn in GVA** equivalent to 6% of total economy[4]
- **Businesses struggle to recruit people with the right skills and experience or interest in the roles available**[5]
- **Lack of employer investment in training** with over 3 in 5 businesses not having training plans/budgets or workforce strategies[5]
- **High jobs demand** locally to support **major inward investments and relocations e.g., Pets at Home and ASOS**

Future – Opportunities and Challenges

- **Central location and strong connectivity**
- **Available land and premises** to support growth
- Covid-19 has accelerated the **shift to e-commerce and online retail** with increasing demand for warehousing and wider supply chain logistics
- **New digital technologies** such as automation and AI are driving growth in highly productive advanced logistics
- **More workers needed in the sector to address key labour and skill shortages (i.e., ageing workforce)**
- **International trade** (including the need for frictionless trade with the EU and rest of the world post Brexit)
- **Climate change and the Green Economy** – need for modern and sustainable transport (e.g., emissions and air quality)
- **Innovation** – equipping workers with the **digital skills** needed to adopt new technologies to help drive productivity

Source: UK Business Counts 2022 - 2,110 Staffordshire businesses

1 Source: Business Register and Employment Survey (BRES) 2021

2 Source: Lightcast 2021

3 Source: Annual Survey of Hours and Earnings (ASHE) 2021
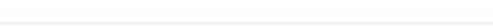
4 Source: Regional gross value added (balanced) by industry 2020

5 Source: SSLEP SAP Skills for Growth Survey 2022

Top Logistics <u>Occupations</u> in Demand – job postings in Staffordshire 2022

Top Posted Occupations

Occupation (SOC)	Total/Unique (Jan 2022 - Dec 2022)	Posting Intensity	Median Postin Duratio
Elementary Storage Occupations	9,782 / 2,695	4 : 1	32 day
Van Drivers	3,740 / 1,412	3 : 1	32 day
Large Goods Vehicle Drivers	3,316 / 1,344	2 : 1	32 day
Transport and Distribution Clerks and Assistants	921 / 478	2 : 1	31 day
Fork-lift Truck Drivers	830 / 323	3 : 1	35 day
Purchasing Managers and Directors	440 / 250	2 : 1	32 day
Managers and Directors in Storage and Warehousing	442 / 212	2 : 1	32 day
Other Drivers and Transport Operatives n.e.c.	402 / 191	2 : 1	32 day
Managers and Directors in Transport and Distribution	253 / 144	2 : 1	29 day
Postal Workers, Mail Sorters, Messengers and Couriers	165 / 54	3 : 1	23 day
Rail Transport Operatives	67 / 31	2 : 1	35 day
Importers and Exporters	19 / 12	2 : 1	23 day
Air Transport Operatives	3 / 1	3 : 1	n/

To find out more about what these occupations and more entail visit the Department for Education (DfE) funded LMI For All website - https://www.lmiforall.org.uk/explore_lmi/

Top Logistics <u>Technical Skills</u> in Demand – job postings in Staffordshire 2022

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Lightcast's job posting analytics, this comparison leverages Lightcast's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

The skills associated with workforce profiles represent workers of all education and experience levels.

Top Specialized Skills
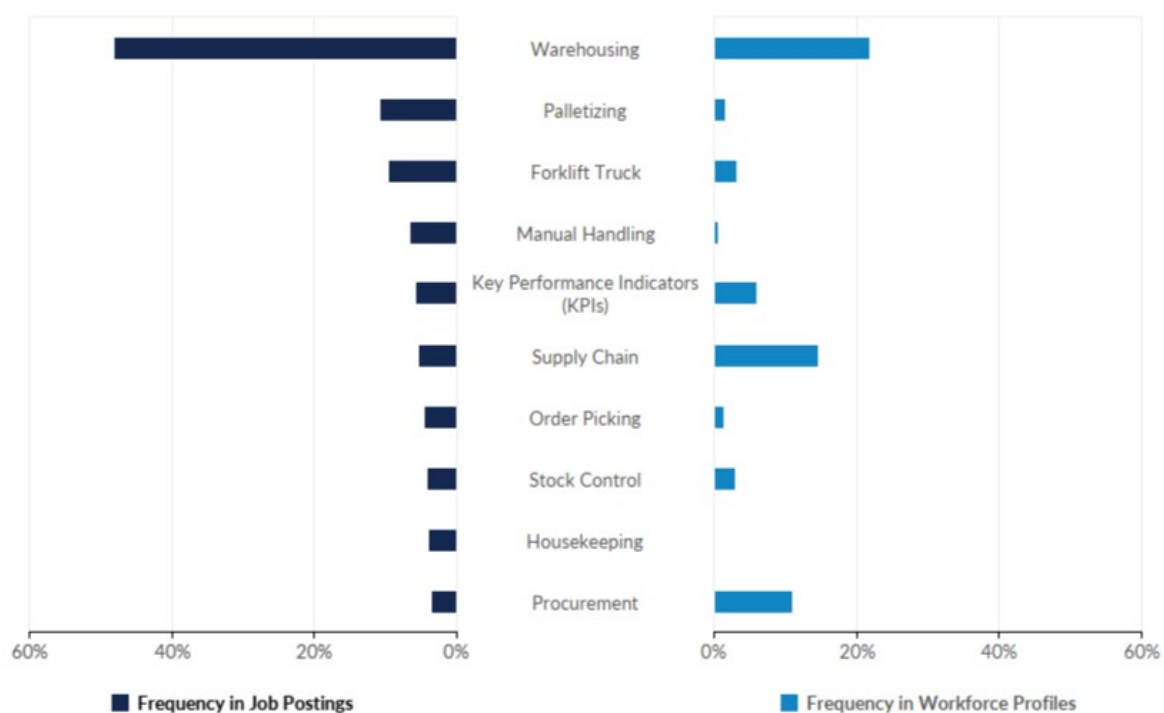
Skill	Frequency in Postings	Postings with Skill / Total Postings (Jan 2022 - Dec 2022)	Frequency in Profiles	Profiles with Skill / Total Profiles (2021 - 2023)
Warehousing	48%	3,447 / 7,147	22%	385 / 1,761
Palletizing	11%	780 / 7,147	2%	27 / 1,761
Forklift Truck	10%	691 / 7,147	3%	57 / 1,761
Manual Handling	7%	478 / 7,147	1%	12 / 1,761
Key Performance Indicators (KPIs)	6%	412 / 7,147	6%	105 / 1,761
Supply Chain	5%	388 / 7,147	15%	259 / 1,761
Order Picking	5%	333 / 7,147	1%	23 / 1,761
Stock Control	4%	296 / 7,147	3%	53 / 1,761
Housekeeping	4%	292 / 7,147	0%	3 / 1,761
Procurement	4%	260 / 7,147	11%	196 / 1,761

Top Logistics <u>Technical Skills</u> in Demand – job postings in Staffordshire 2022

Top Logistics <u>Transferable Skills</u> in Demand – job postings in Staffordshire 2022

Skill	Frequency in Postings	Postings with Skill / Total Postings (Jan 2022 - Dec 2022)	Frequency in Profiles	Profiles with Skill / Total Profiles (2021 - 2023)
Communications	18%	1,275 / 7,147	8%	147 / 1,761
Loading And Unloading	16%	1,176 / 7,147	1%	13 / 1,761
Customer Service	13%	941 / 7,147	26%	466 / 1,761
Management	10%	721 / 7,147	32%	567 / 1,761
Detail Oriented	10%	683 / 7,147	1%	13 / 1,761
Operations	8%	545 / 7,147	14%	241 / 1,761
Lifting Ability	6%	460 / 7,147	0%	4 / 1,761
Planning	6%	396 / 7,147	9%	152 / 1,761
Sales	4%	318 / 7,147	19%	341 / 1,761
Sorting	4%	304 / 7,147	1%	14 / 1,761

Top Logistics <u>Transferable Skills</u> in Demand – job postings in Staffordshire 2022