

# Priority Sector Evidence

## Health and Social Care (Digitisation of Services/New Technologies)

### Now – Strengths and Weaknesses

- **48,000 Staffordshire jobs** equivalent to 13% of all employment in-line with national<sup>1</sup>
- 54% full-time and 46% part-time
- High demand for care workers and home carers; nurses; nursing auxiliaries and assistants; managers and directors; medical practitioners; nursery nurses; dentists<sup>2</sup>
- **Average salary £23,400**<sup>2</sup> – well below the average pay in Staffordshire of £28,100<sup>3</sup>
- **Female dominated sector** – 4 in 5 workers are females<sup>2</sup>
- **Ageing workforce** – over 1 in 5 workers over 55 years of age<sup>2</sup>
- **Worth £1.6bn in GVA** equivalent to 9% of total economy<sup>4</sup>
- Overall lower adult skill levels (NVQ level 3 & 4) to fill advanced roles<sup>5</sup>
- **Businesses struggle to recruit people with the right skills and experience or interest in the roles available more than any other sector**<sup>6</sup>
- **Staffordshire University's new Centre for Health Innovation** aiming to create a healthcare cluster in Staffordshire

### Future – Opportunities and Challenges

- **Increasing demand for health and social care from overall population growth and an ageing population/workforce**
- Covid-19 has accelerated the shift to **new ways of working such as remote working and digital triage** which has seen efficiency and productivity gains
- **New digital technologies** such as automation and AI are driving growth in highly productive advanced health and social care practice
- **More workers needed in the sector to address key labour and skill shortages (e.g., nursing and care workers)**
- **COVID has further increased pressure on the sector and the requirement for further urgent recruitment**
- **Low pay and poor Ts & Cs** are contributing to recruitment issues in the sector
- **Requirement for increased investment to keep up with increasing demand**
- **Innovation** – equipping workers with the digital skills needed to adopt new technologies to help improve efficiency and drive productivity

Source: UK Business Counts 2022 - 1,160 Staffordshire businesses including some of our largest employers

<sup>1</sup> Source: Business Register and Employment Survey (BRES) 2021 – only wholesale & retail (65,000) has more jobs

<sup>2</sup> Source: Lightcast 2021

<sup>3</sup> Source: Annual Survey of Hours and Earnings (ASHE) 2021

<sup>4</sup> Source: Regional gross value added (balanced) by industry 2020




































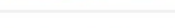

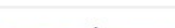

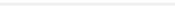
<sup>5</sup> Source: Annual Population Survey Adult Skills Levels 2021

<sup>6</sup> Source: SSLEP SAP Skills for Growth Survey 2022

## Staffordshire Employment and Skills Strategy 2023-2030

### Top Health & Social Care Occupations in Demand – job postings in Staffordshire 2022

#### Top Posted Occupations

Occupation (SOC)	Total/Unique (Jan 2022 - Dec 2022)	Posting Intensity	Median Postin Duratio
 Care Workers and Home Carers	14,600 / 4,022	4 : 1 	31 day
 Nurses	14,204 / 2,851	5 : 1 	33 day
 Teaching Assistants	3,000 / 1,240	2 : 1 	28 day
 Nursing Auxiliaries and Assistants	3,316 / 887	4 : 1 	33 day
 Health Services and Public Health Managers and Directors	1,590 / 427	4 : 1 	33 day
 Nursery Nurses and Assistants	807 / 360	2 : 1 	33 day
 Medical Practitioners	973 / 344	3 : 1 	31 day
 Welfare and Housing Associate Professionals n.e.c.	651 / 321	2 : 1 	31 day
 Medical and Dental Technicians	590 / 233	3 : 1 	33 day
 Residential, Day and Domiciliary Care Managers and Proprietors	524 / 218	2 : 1 	33 day
 Health Associate Professionals n.e.c.	752 / 213	4 : 1 	32 day
 Pharmacists	543 / 204	3 : 1 	35 day
 Psychologists	581 / 194	3 : 1 	31 day
 Senior Care Workers	345 / 169	2 : 1 	30 day
 Physiotherapists	367 / 156	2 : 1 	33 day
 Health Professionals n.e.c.	460 / 155	3 : 1 	31 day
 Educational Support Assistants	317 / 155	2 : 1 	30 day
 Dispensing Opticians	345 / 150	2 : 1 	25 day
 Occupational Therapists	608 / 138	4 : 1 	36 day
 Ophthalmic Opticians	368 / 130	3 : 1 	29 day

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/](https://www.lmiforall.org.uk/explore_lmi/)

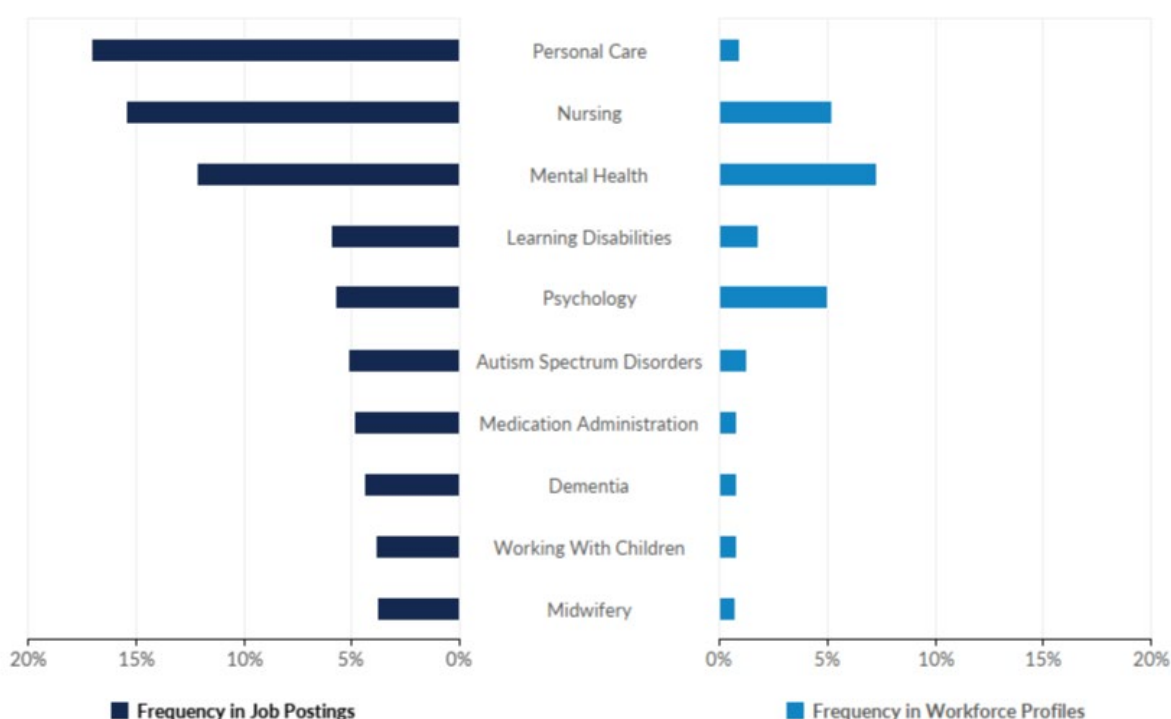
## Staffordshire Employment and Skills Strategy 2023-2030

### Top Health & Social Care Technical Skills 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.

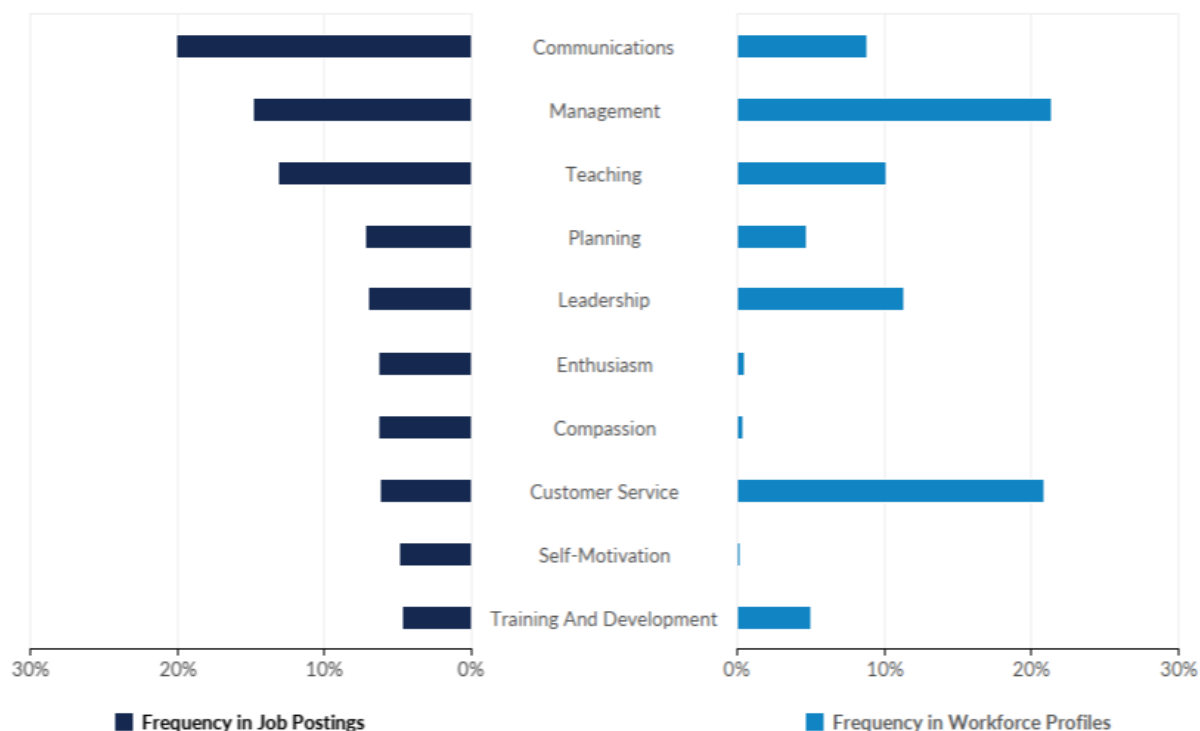
\*The skills associated with workforce profiles represent workers of all education and experience levels.

#### 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)
Personal Care	17%	2,316 / 13,560	1%	35 / 3,875
Nursing	15%	2,099 / 13,560	5%	202 / 3,875
Mental Health	12%	1,650 / 13,560	7%	282 / 3,875
Learning Disabilities	6%	810 / 13,560	2%	71 / 3,875
Psychology	6%	781 / 13,560	5%	194 / 3,875
Autism Spectrum Disorders	5%	696 / 13,560	1%	48 / 3,875
Medication Administration	5%	660 / 13,560	1%	30 / 3,875
Dementia	4%	597 / 13,560	1%	31 / 3,875
Working With Children	4%	525 / 13,560	1%	30 / 3,875
Midwifery	4%	520 / 13,560	1%	29 / 3,875

Top Health & Social Care Transferable Skills 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	20%	2,721 / 13,560	9%	341 / 3,875
Management	15%	2,013 / 13,560	21%	830 / 3,875
Teaching	13%	1,788 / 13,560	10%	391 / 3,875
Planning	7%	978 / 13,560	5%	181 / 3,875
Leadership	7%	954 / 13,560	11%	439 / 3,875
Enthusiasm	6%	854 / 13,560	1%	20 / 3,875
Compassion	6%	852 / 13,560	0%	16 / 3,875
Customer Service	6%	848 / 13,560	21%	809 / 3,875
Self-Motivation	5%	668 / 13,560	0%	8 / 3,875
Training And Development	5%	637 / 13,560	5%	196 / 3,875