

Employment and Skills Opportunities and Challenges – Newcastle- under-Lyme

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 Newcastle-under-Lyme.



NEW LOOK



SWOT: Newcastle-under-Lyme

- Claimant rate and Youth Claimant rate below regional & national levels
- Employment rate above average
- Growing business base with good survival rate above regional & national levels
- GVA higher growth than regional & national
- Jobs growth +1% 2017-22
- Strong growth in workplace earnings

- Capitalise on new technologies such as AI and automation to drive key sectors
- Continue to develop strong enterprise offer to encourage and support new SMEs
- Excellent connectivity to support business and job growth
- Further develop links and partnerships as a University town to attract businesses
- Repurpose town centre to encourage mixed use and future proof amenities



- Adult skills levels RQF4+ lower than county and national levels
- Apprenticeship start-ups declining
- Business Start Up rate below regional and national levels
- Low % of jobs in higher occupations
- Resident wage levels below county, regional and national levels

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

Headline Findings



3,630 businesses in 2023, equivalent to **+2%** growth 2018-2023. Jobs growth of **+1%** 2017-2022.



Employment rate high at **90%** in 2023, higher than county 83%, regional 75% and national 76% rates. Economic inactivity lower than county, regional and national levels.



3.3% claimant rate September 2024 lower than regional 5.8% and national 4.4%.

Youth claimant rate of **4.4%** below county, regional and national levels.



25% growth in productivity (GVA per job filled) 2017-22, higher than county 17%, regional 10% and nation 12%.

Business Growth and Key Sectors www.staffordshire.gov.uk

There were 3,630 businesses based in Newcastle in 2023. In 2018-23 there were an additional 85 businesses, +2% growth. This is higher than county +0.3%, in line with national +2% but below region +3% growth

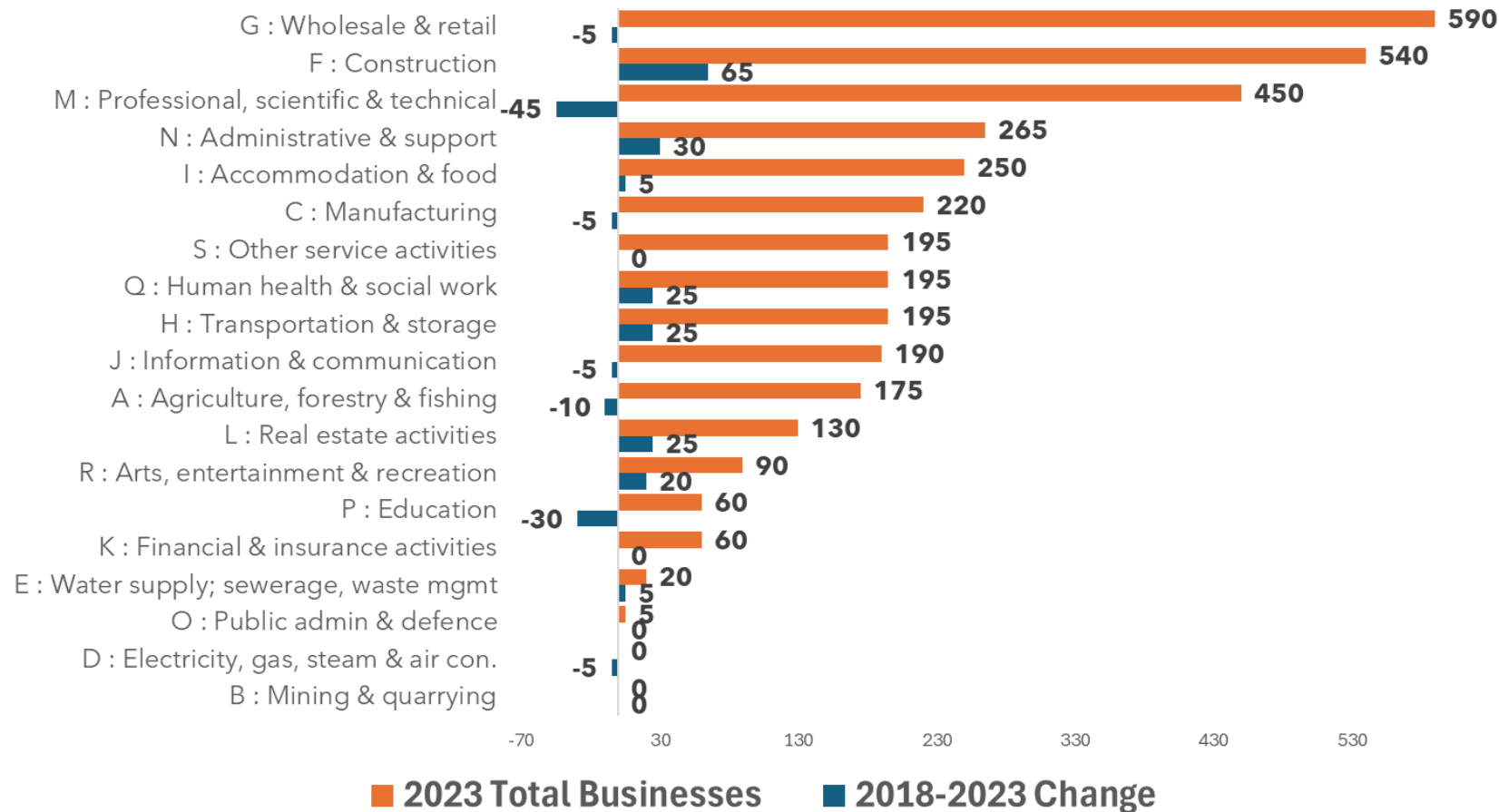
Key sectors include Wholesale & Retail (590 businesses); Construction (540 businesses); Professional, Scientific & Technical (450 businesses).

Strongest growth 2018-23 in Construction (+65 businesses), Administrative (+30 businesses), Transportation & Storage, Real Estate, Human Health (+25 businesses).

Notable decline 2018-2023 in Professional, Scientific & Technical (-45 businesses); Education (-30 businesses); Agriculture, forestry & fishing (-10 businesses).

Source: UK Business Counts 2024

Total Businesses 2023 and Business Change 2018-2023

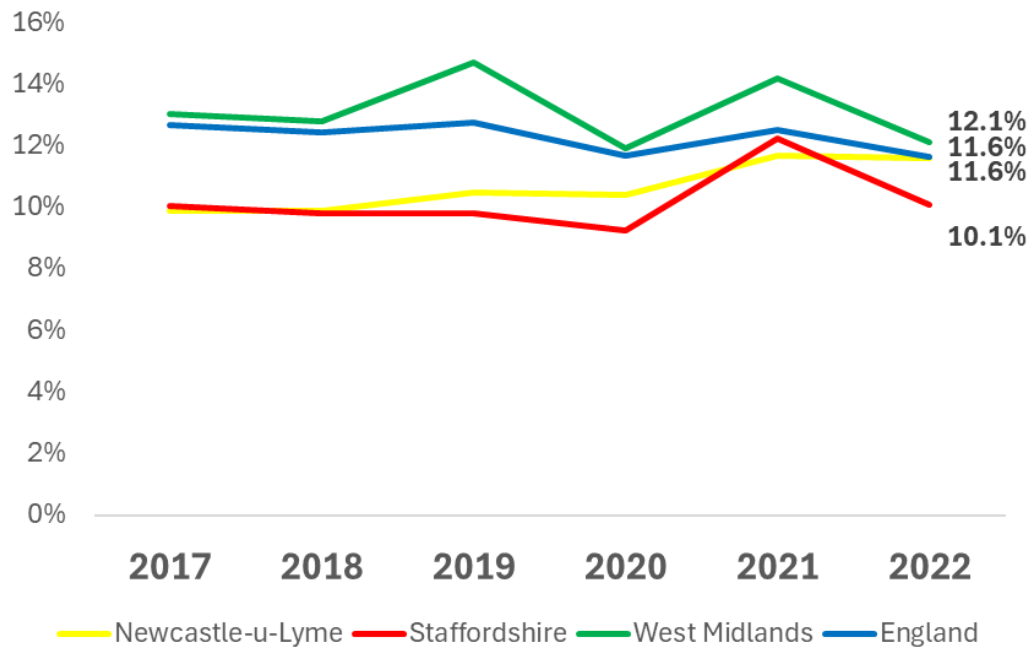


Business Start Ups and Closures

Newcastle Business Start Up Rate 2022 at 11.6% is above the county 10.1%, but below region 12.1% and in line with nation 11.6%. Newcastle has a Business Death Rate also at 11.6% higher than county 11.1% but below region 12.7% and nation 12%.

Newcastle-u-Lyme has a business survival rate at 60% in 2022 – lower than the county (62%), although 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

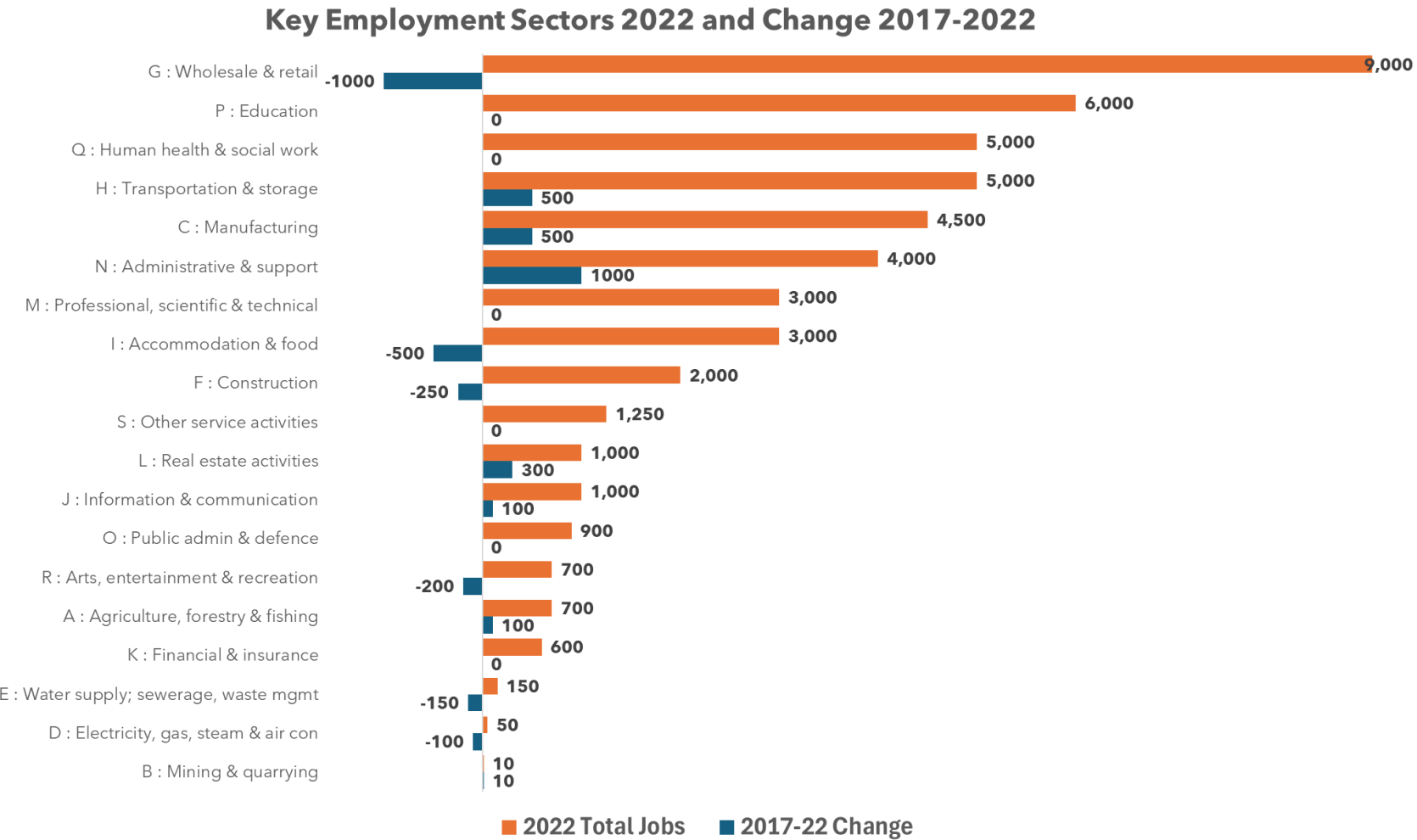
In 2022 there were a total of 48,000 jobs in Newcastle. There has been an increase between 2017-22 of +310 jobs or (+1%).

Key Sectors in 2022 include Wholesale & Retail (9,000 jobs), Education (6,000 jobs) and Human Health & Social Work (5,000 jobs).

Strongest growth between 2017-22 in Administrative (+1,000) Manufacturing (+500) and Transportation & Storage (+500) sectors.

Notable declines in growth between 2017-22 in Wholesale & Retail (-1,000) and Accommodation & Food (-500) sectors.

Source: Business Register & Employment Survey (

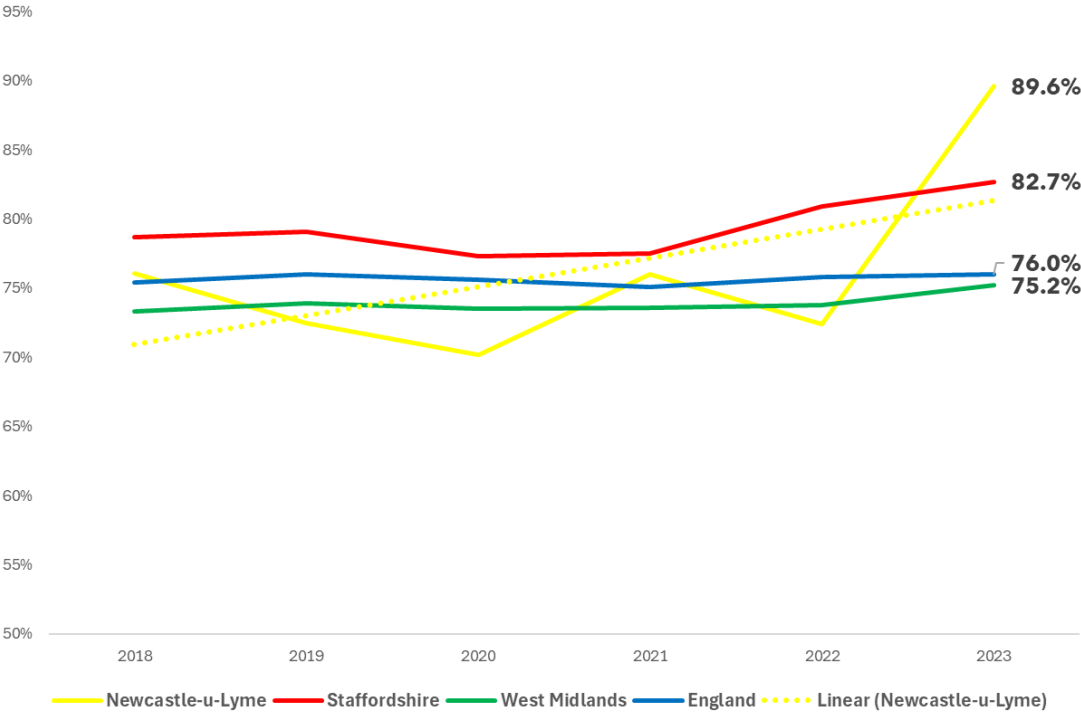


Employment Rate

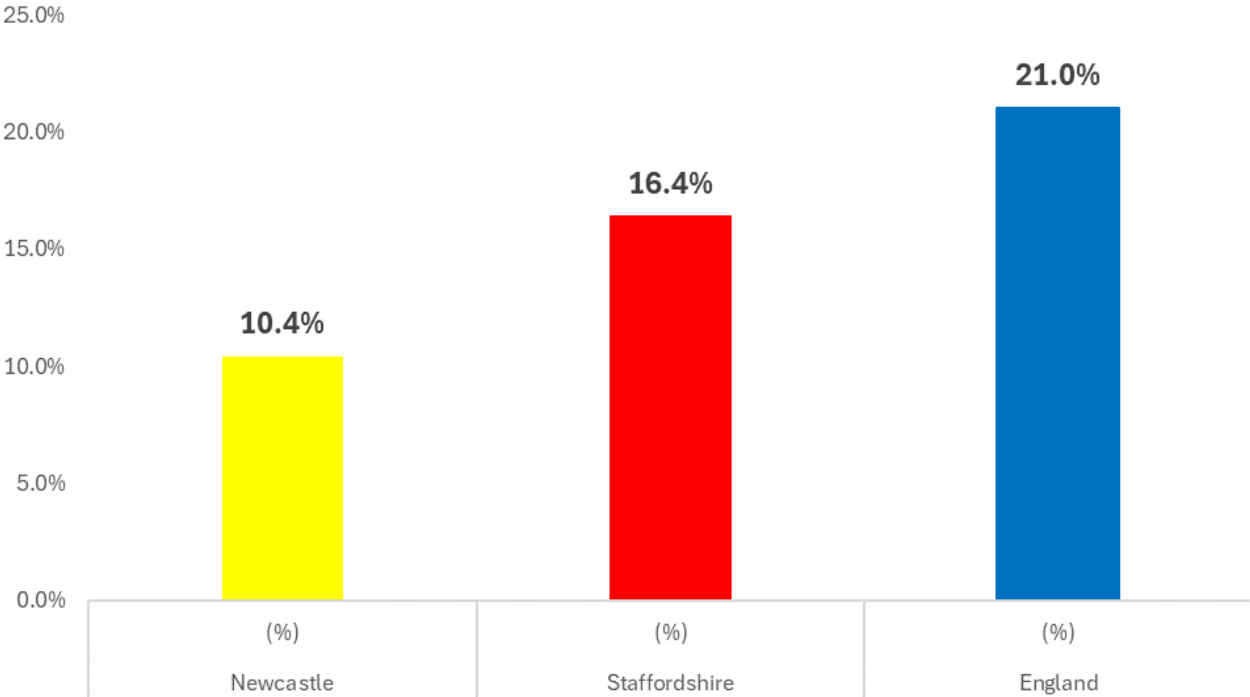
90% (70,900 residents in employment) employment rate 2023 in Newcastle-u-Lyme, higher than county 83%, regional 75% and national 76% averages.

10% or 8,200 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)



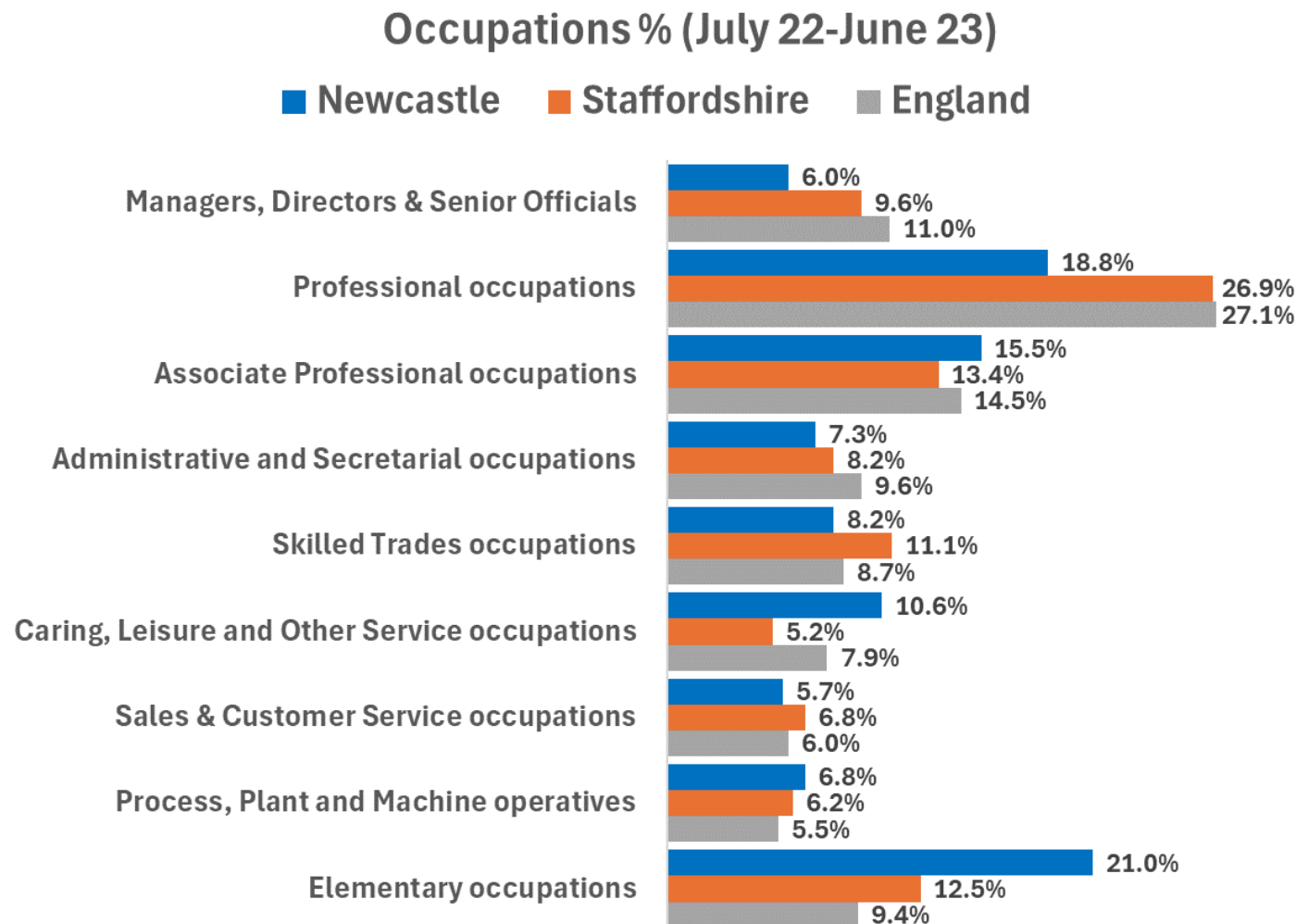
Occupations

40% of jobs in higher occupation groups in July 2022-June 2023, lower than the county 50% and national 53% averages.

19% of jobs in professional occupations below the county 27% and national 27% averages.

6% Managers, Directors & Senior Officials lower than county 10% and national 11% averages.

Source: ONS Annual Population Survey, 2024



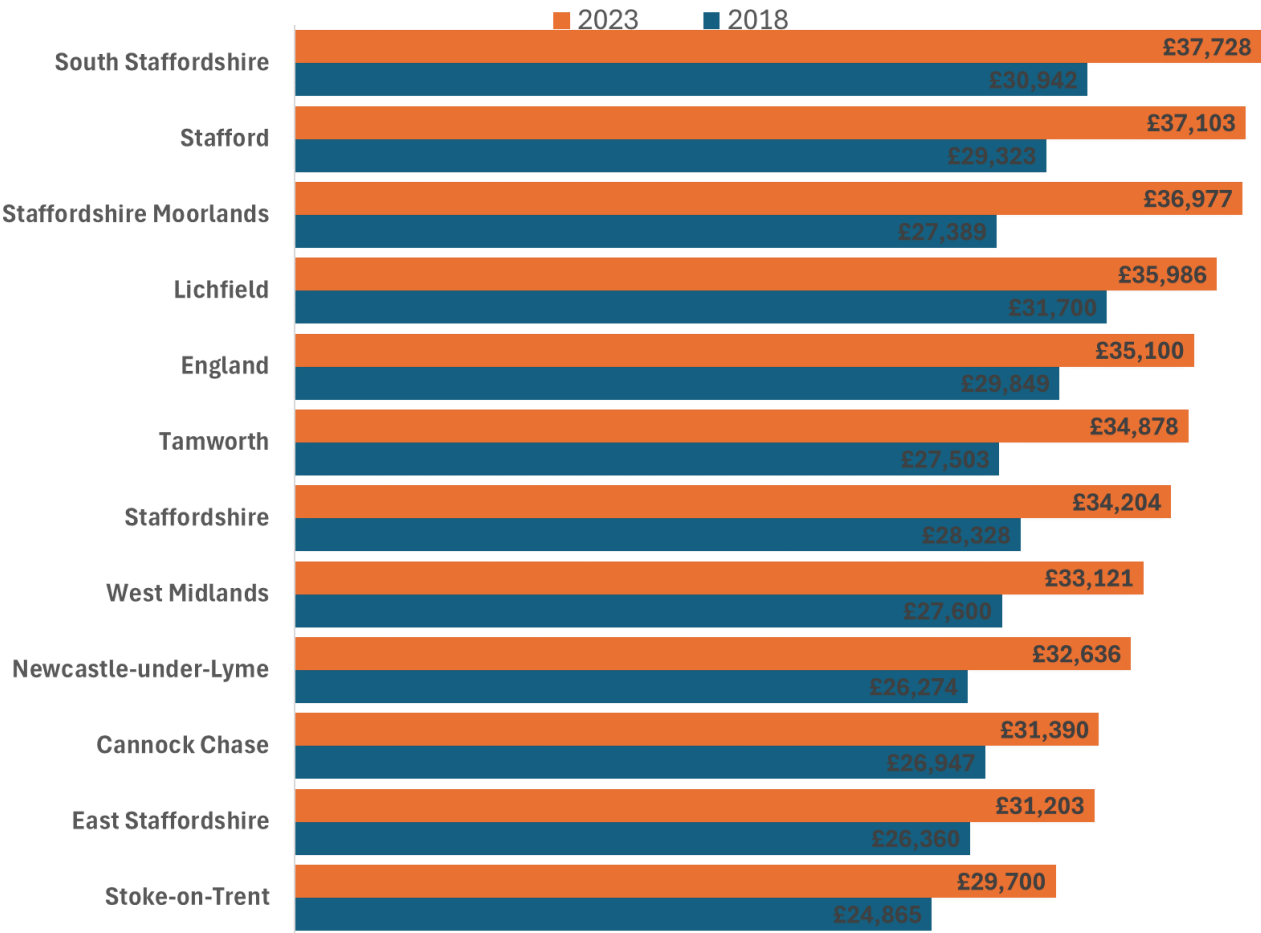
Median Resident Earnings

£32,636 average annual resident earnings Newcastle-u-Lyme in 2023. Newcastle is lower than county £34,204, regional £33,121 and national £35,100 averages.

24.2% growth in Newcastle-u-Lyme 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

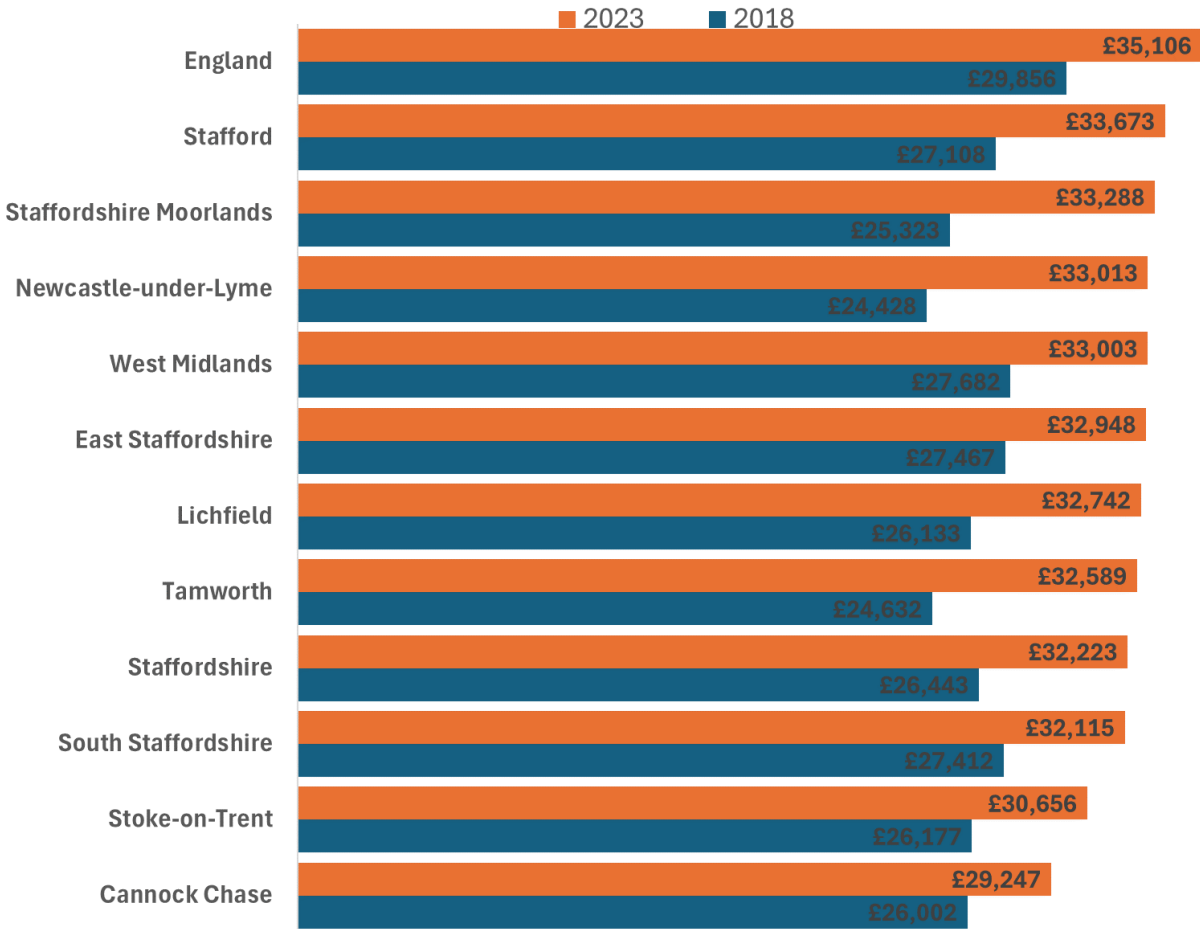


Median Workplace Earnings

£33,013 average annual workplace earnings
Newcastle-u-Lyme in 2023, higher than the county
£32,223 and regional £33,003 averages but lower than
national £35,106 average.

35.1% growth in Newcastle-u-Lyme annual
workplace earnings 2018-2023, the highest percent
increase of Staffordshire LAs. Newcastle-u-Lyme is higher
than county +21.9%, regional +19.2% and national
+17.6% averages.

Average Annual Earnings by Workplace (£) 2018-23



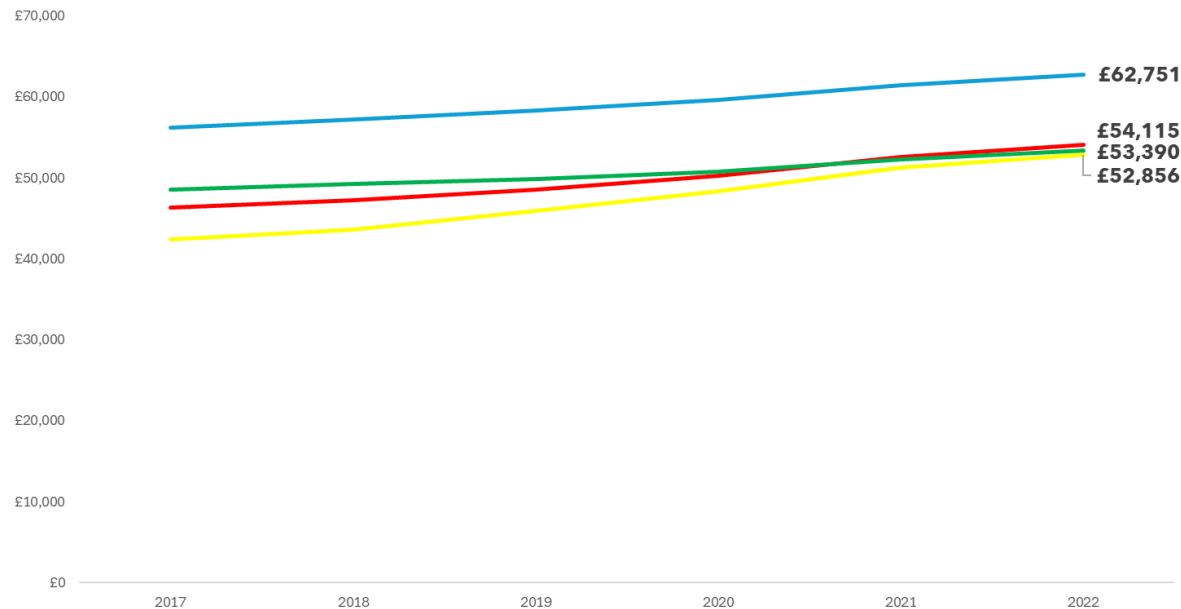
Source: ONS Annual Survey of Hours and Earnings, 2024

Productivity (GVA per Job Filled)

Newcastle GVA per job filled at £52,856 in 2022 has grown by +25% between 2017-22. This is higher than county level growth of +17%, regional +10% and national level +12%.

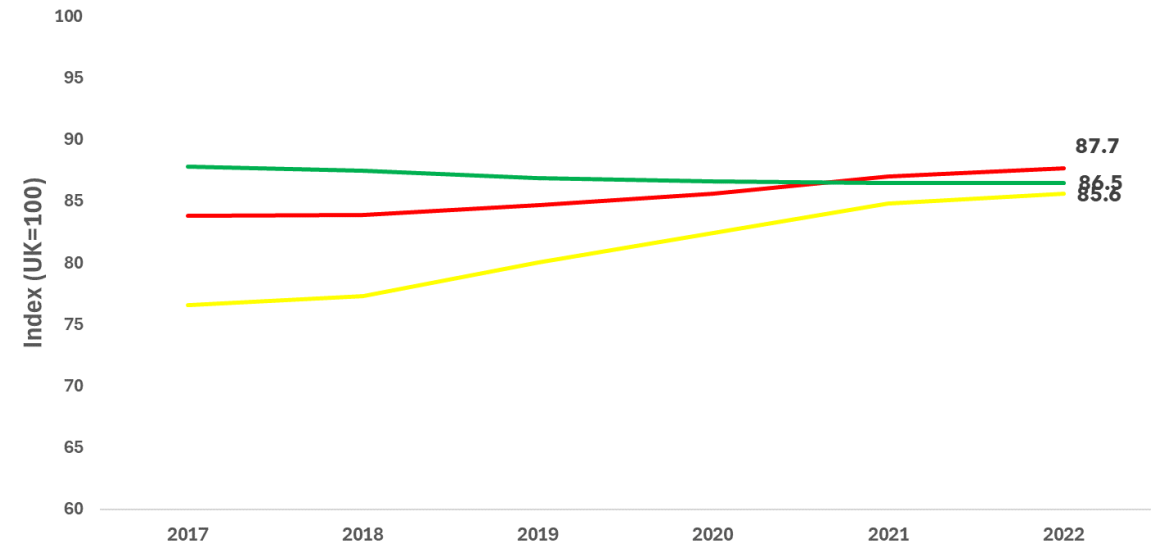
Newcastle GVA per job filled is -2.1% lower than the county average, -0.9% lower than the regional and -14% less productive than the UK average.

GVA per Job Filled Growth (£) 2017-2022



Source: ONS Productivity 2024

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

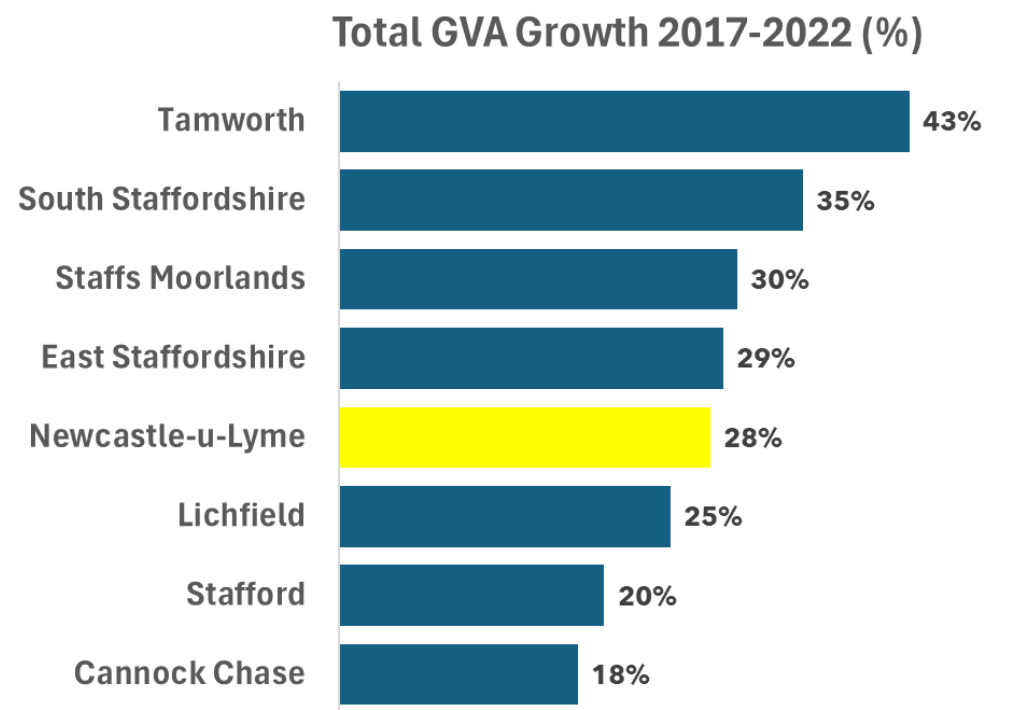
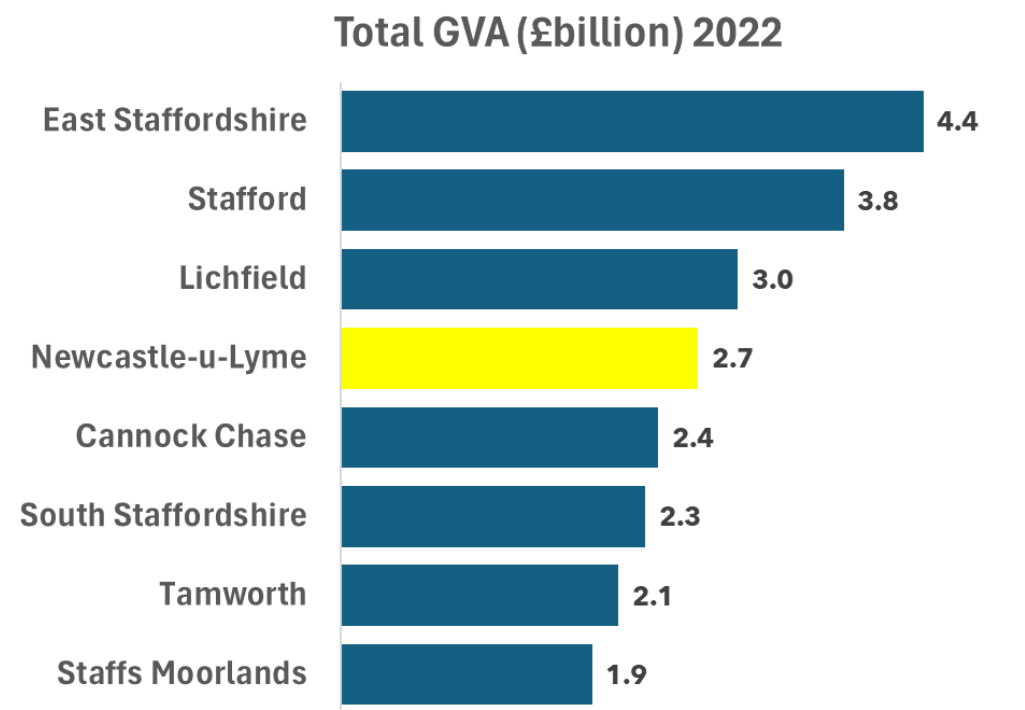


Newcastle Staffordshire CC West Midlands

GVA Growth

Newcastle-u-Lyme economy in 2022 – £2.7 billion total GVA. Largest sectors by GVA include Wholesale & Retail £564 million; Real Estate £309 million and Education £297 million.

Newcastle-u-Lyme total growth £585 million (+28%). 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

3.3% Claimant rate in September 2024, higher than county average 3.1% but lower than regional 5.8% and national 4.4% averages.

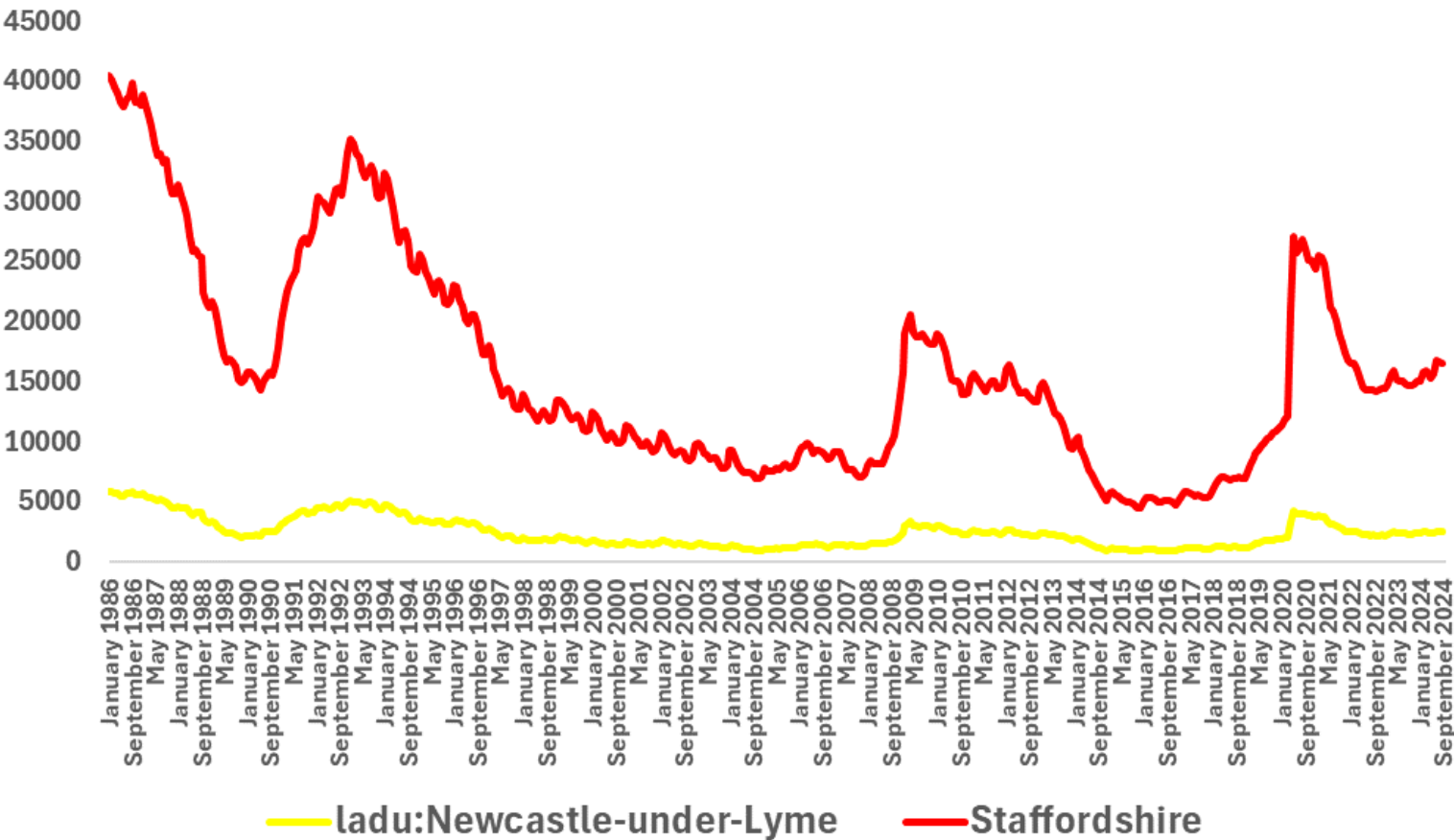
2,500 claimants in September 2024, +26% increase since March 2020, lower than county +37%, regional +49% and national 47% averages.

4.4% Youth claimant rate in September 2024, lower than county 4.9%, regional 7.5% and national 5.4% averages.

520 youth claimants in September 2024, +22% increase since March 2020, lower than county +27%, regional +35% and national +29% averages.

Source: NOMIS September 2024

Newcastle-u-Lyme and Staffordshire Claimant Trend









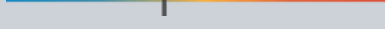

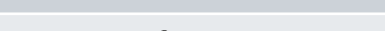
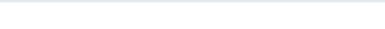
Job Vacancies

7,219 Unique postings July 2023–June 24

£27,300 Median advertised salary July 2023–June 24

Education and Human Health highest sector vacancies July 2023–June 24

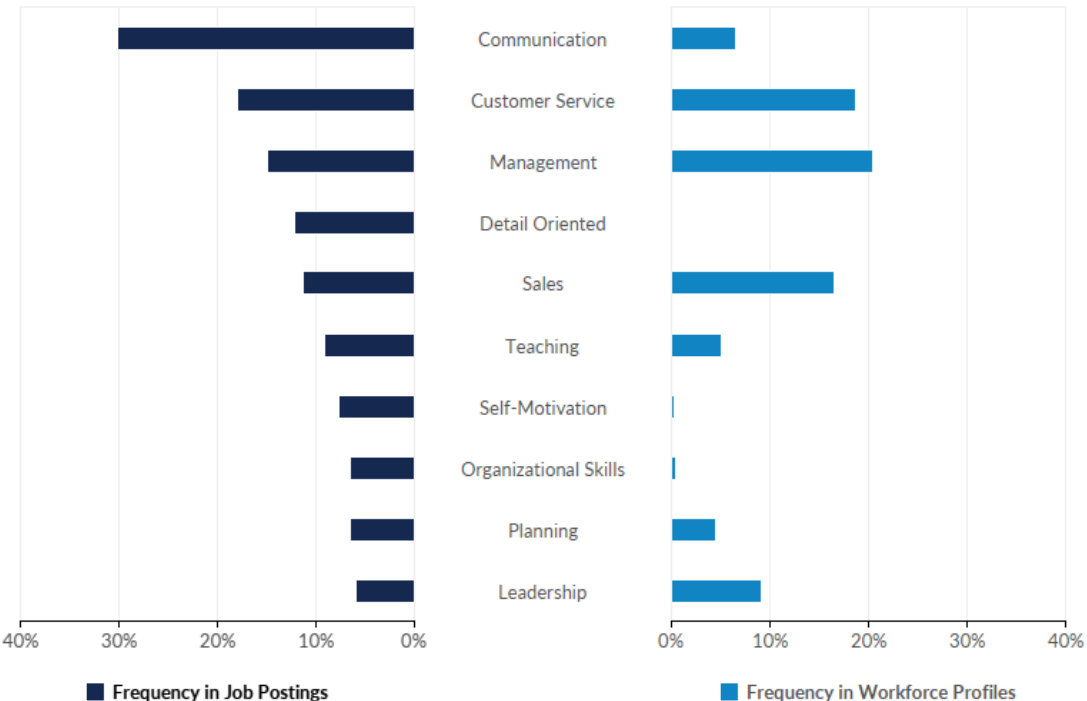
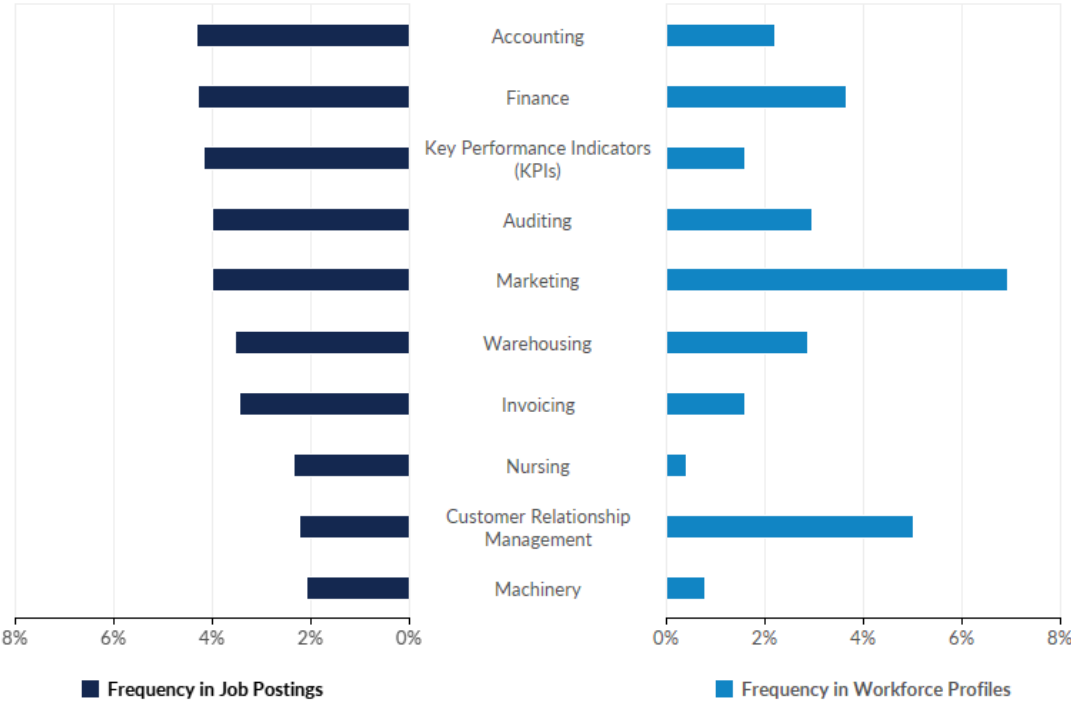
Care Workers, Sales Related and Cleaners highest occupation vacancies July 2023–June 24

Occupation	Total/Unique (Jul22-Jun23)	Posting Intensity	
Care Workers	724/312	2:1	
Sales Related	499/239	2:1	
Cleaners & Domestics	579/225	3:1	
Book-keepers, Payroll Mgrs & Wages Clerks	334/181	2:1	
Administrative	235/144	2:1	
Registered Nursing Prof.	529/127	4:1	
Kitchen/Catering Assist.	222/127	2:1	
Customer Service	272/126	2:1	
Warehouse Operatives	205/122	2:1	
Teaching Assistants	261/119	2:1	

Skills Gap

Accounting, Finance and KPIs most in demand Specialised Skills

Communication, Customer Service and Management most in demand Common Skills

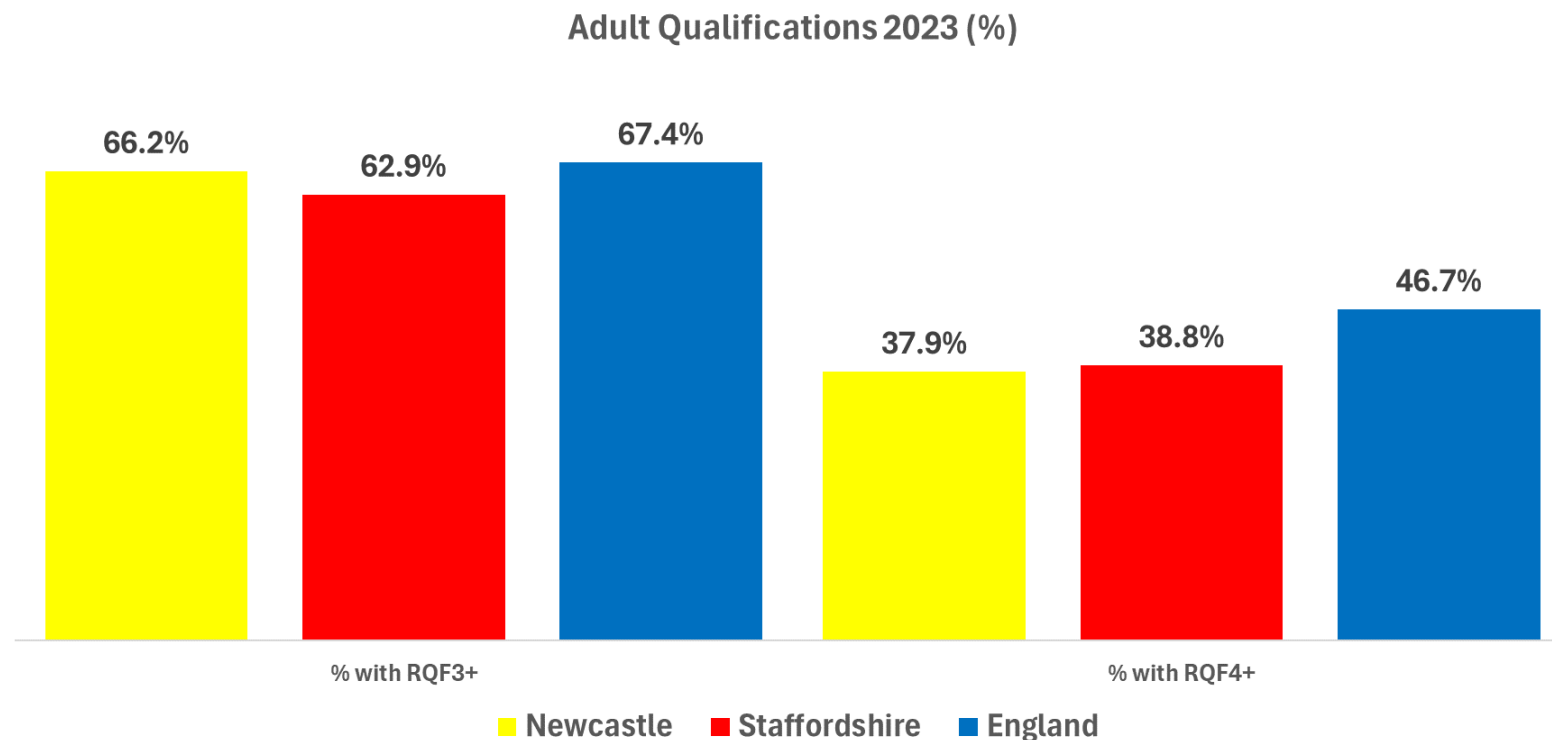


Skills Levels

37.9% Adults with RQF4+,
lower than county 38.8% and
national 46.7% averages.

66.2% Adults with RQF3+,
higher than county average 62.9% but
lower than national average 67.4%.

Source: ONS Annual Population Survey 2024



Apprenticeship Starts

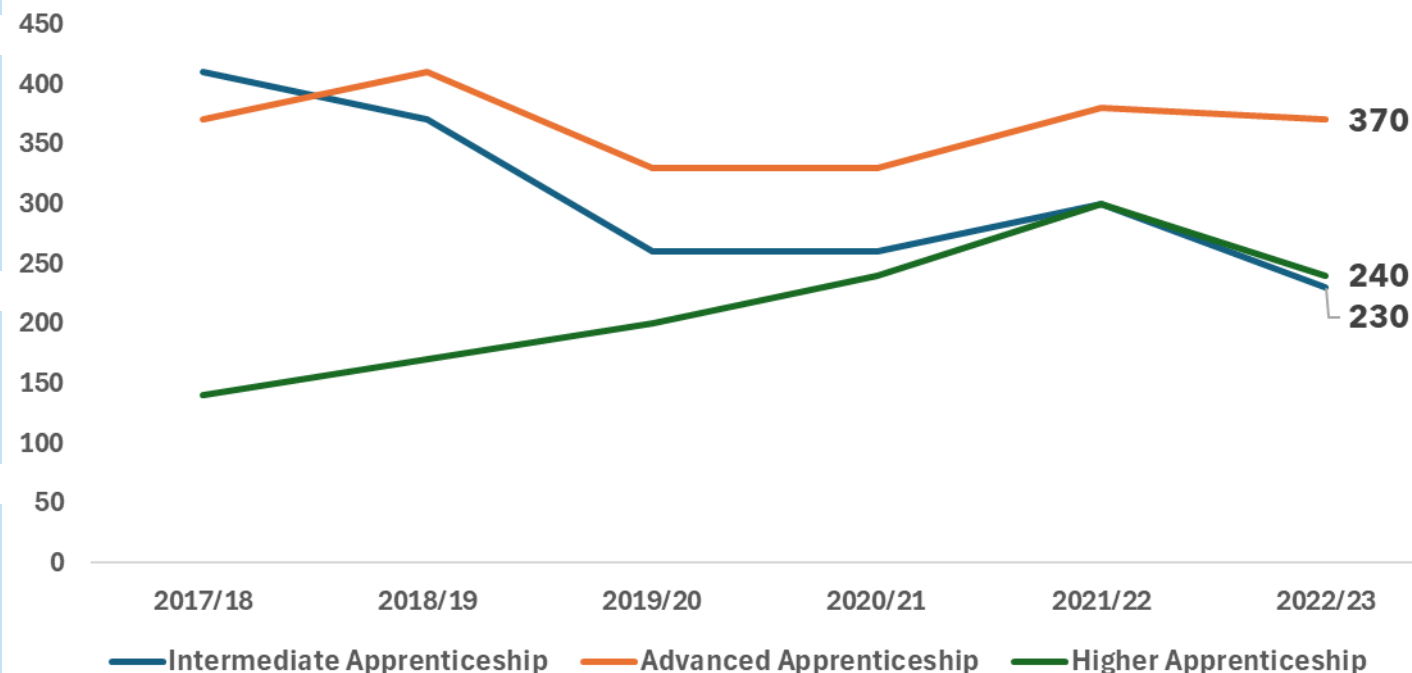
Newcastle-u-Lyme has seen a **-9%** fall in Apprenticeship Starts 2017/18-2022/23 from 920 to 840, higher than the -8% decline across Staffordshire.

Newcastle has seen a **71%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 140 to 240. This compares with a 126% increase across Staffordshire.

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

In 2022/23 the most popular subject choice in Newcastle was **Health, Public Services & Care** at **31%**. This was followed by Business, Administration & Law at 24% and Engineering & Manufacturing Technology at 15%.

Newcastle Apprenticeships by Level



Opportunities for Growth & Development



Further develop partnerships and support for new businesses. Newcastle has a strong business survival rate of **60%** (2022) better than regional (51%) & national (58%)



Continue to improve education and skills levels to boost growth as **38%** of adults have RQF4+ qualifications, below county 39% & national 47% averages



Capitalise on business growth of **+2%** between 2018-23 and job growth of **+1%** 2017-22. Further develop links as a university town to attract business investment and employment opportunities



Address fall in apprenticeship training **-9%** 2017-23 and continue to raise aspirations and skills levels for young people as key to future growth in employment and productivity