

Employment and Skills Opportunities & Challenges – Stafford

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 Stafford.

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



Mid Staffordshire NHS Foundation Trust



Stafford Hospital



NSCG

NEWCASTLE AND STAFFORD COLLEGES GROUP



 **Staffordshire**
County Council

SWOT: Stafford

- Claimant rate lower than average levels
- Employment rate above average levels
- Good job growth rate
- Highest business survival rate of districts
- Adult skills levels above average
- Strong level of higher occupation jobs above county and regional averages
- Wage levels higher than average

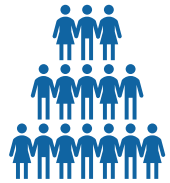
- Capitalise on new technologies such as AI and automation to drive key sectors
- Excellent connectivity to support growth
- Develop strong enterprise offer to encourage new SMEs
- Encourage mixed use and future proof amenities in town centres
- Further promotion & development as key leisure and activities destination
- Partnerships and links to three universities



- Business start-ups lower than county, region, and national averages
- Employment rate declining trend 2017-2022
- GVA productivity per job filled below county, region and national levels
- Inactivity rate higher than county level
- Limited growth in business base 2017-22

- Adapting amenities and town centre to be future proof and sustainable
- Addressing labour skills shortage (e.g. health and hospitality sectors)
- Attracting new business investment
- Increasing productivity and supporting new business development
- Maintaining growth in high skilled jobs
- Raising aspirations amongst young people and continuing to improve skills levels

Headline Findings



65,600 jobs in 2021, equivalent to **7%** growth since the previous year



High Skills levels with **56%** with NVQ4+ in 2021, above county and national



77% employment rate in 2022, higher than region and national averages
and **2.5%** claimant rate lower than county and national levels



Highest business survival rate of **65%**, higher than county 62%, region 51% and national 58% averages

Business Growth and Key Sectors

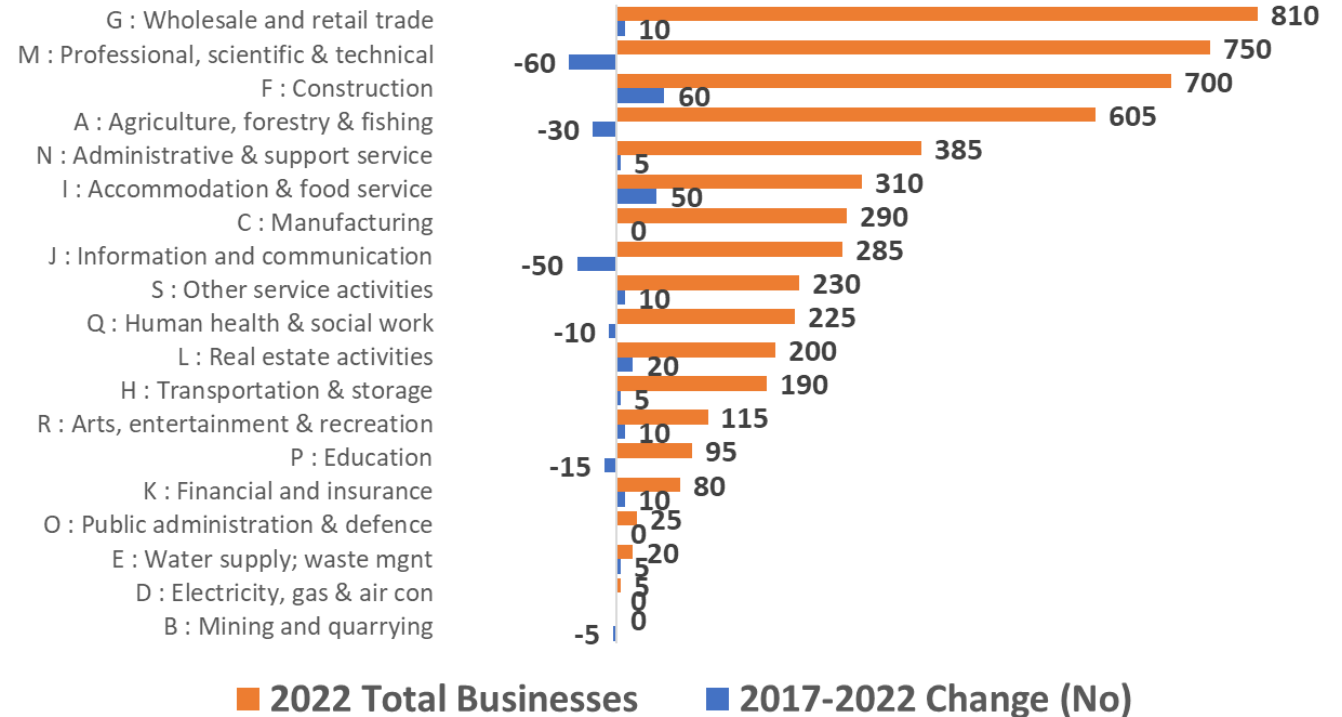
There were 5,325 businesses based in Stafford in 2022. Between 2017-22 there were 20 additional businesses.

Key sectors include Wholesale & Retail (810 businesses), Professional, Scientific & Technical (750 businesses) and Construction (700 businesses)

Strongest growth between 2017-22 in Construction (+60 businesses), Accommodation & Food Services (+50 businesses) and Real Estate (+20 businesses).

Notable declines between 2017-2022 in Professional, Scientific & Technical Services (-60 businesses), ICT (-50 businesses), Agriculture, forestry & fishing (-30 businesses)

Total Businesses 2022 and Business Change 2017-2022

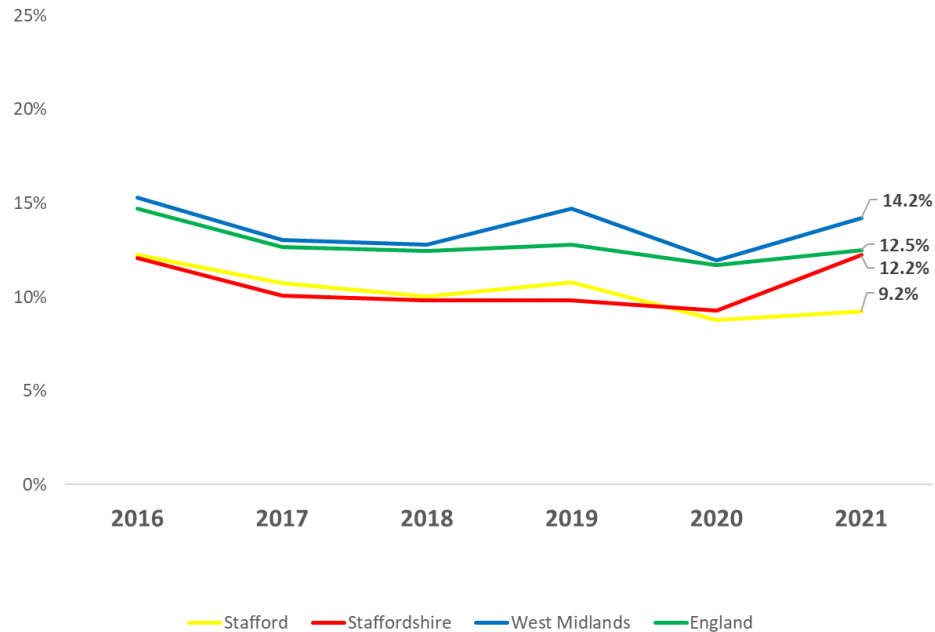


Source: UK Business Counts, 2023

Business Start Ups and Closures

Stafford Business Start Up Rate for 2021 at 9.2% is below county (12.2%), region (14.2%) and national (12.5%) averages. Stafford has the second lowest business start-up rate of all Staffordshire districts.

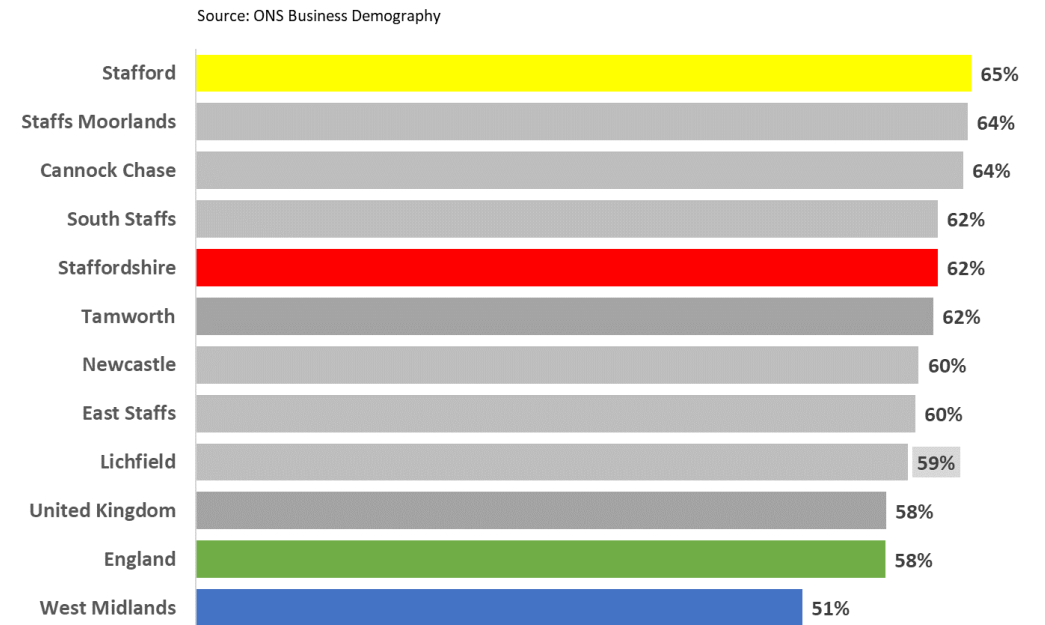
Business Start up Rate 2016-2021 (%)



Source: ONS Business Demography, 2023

Stafford has the highest business survival rate at 65% of all the districts in Staffordshire in 2021 – better than county (62%), region (51%) and national (58%) averages

Business 3-Year Survival Rate 2021 (%)



Key Employment Sectors

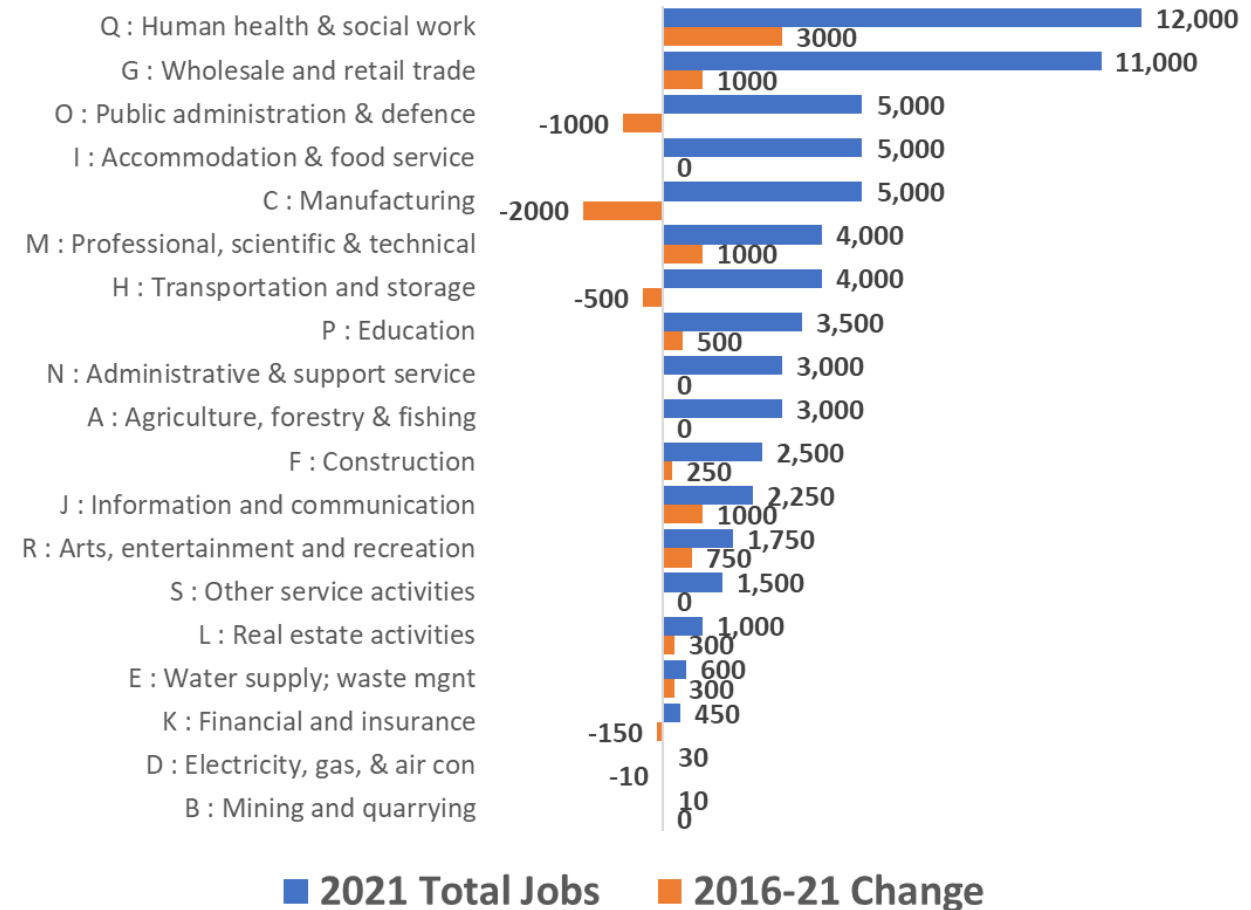
In 2021 there were a total of 65,590 jobs in Stafford.
An increase of 1,900 jobs or (+3%) between 2016-21

Key Sectors in 2021 include Human Health & Social Work (12,000 jobs), Wholesale & Retail (11,000 jobs), and Public Admin & Defence (5,000 jobs)

Strongest growth between 2016-21 in Human Health & Social Work (+3,000), ICT, Professional, Scientific & Technical, Wholesale & Retail sectors (all +1,000)

Notable declines in growth between 2016-21 in Manufacturing (-2,000), Public Admin & Defence (-1,000), Transportation & Storage (-500) sectors

Key Employment Sectors 2021 and change 2016-2021



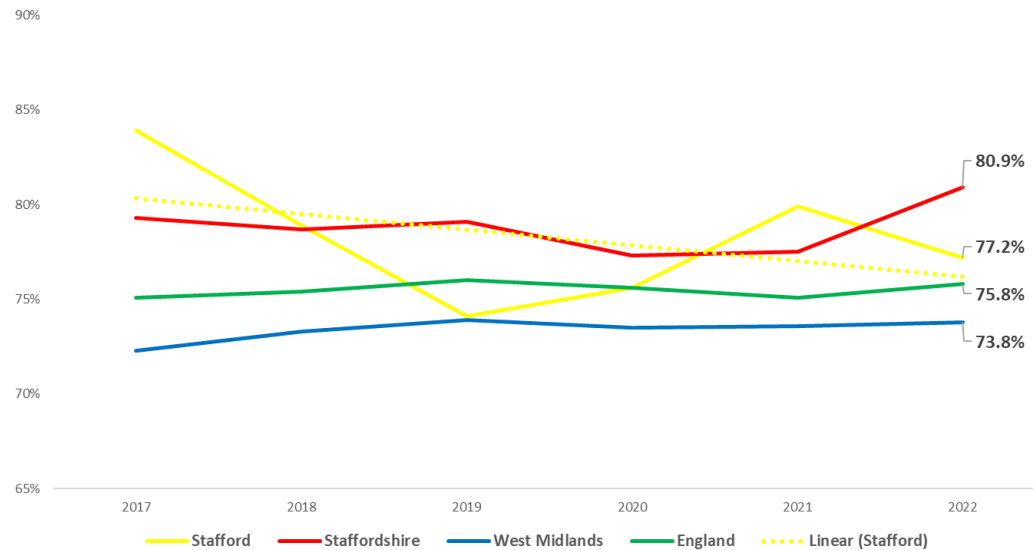
Source: Business Register & Employment Survey (BRES), 2023

Employment Rate

77% or 61,600 Employment rate 2022 in Stafford, lower than county 81%, although higher than region 74% and national average 76%

20% or 15,600 economically inactive residents January-December 2022, higher than county average 17% although lower than national average 21%.

Employment rate 2017-2022 (aged 16-64)



	Stafford (%)	Staffordshire (%)	England (%)
Economic activity rate - aged 16-64	80.4	82.9	78.7
Employment rate - aged 16-64	77.2	80.9	75.8
% aged 16-64 who are employees	67.9	70.3	66
% aged 16-64 who are self employed	9.4	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	19.6	17.1	21.3

Source: Annual Population Survey, 2023

Occupations

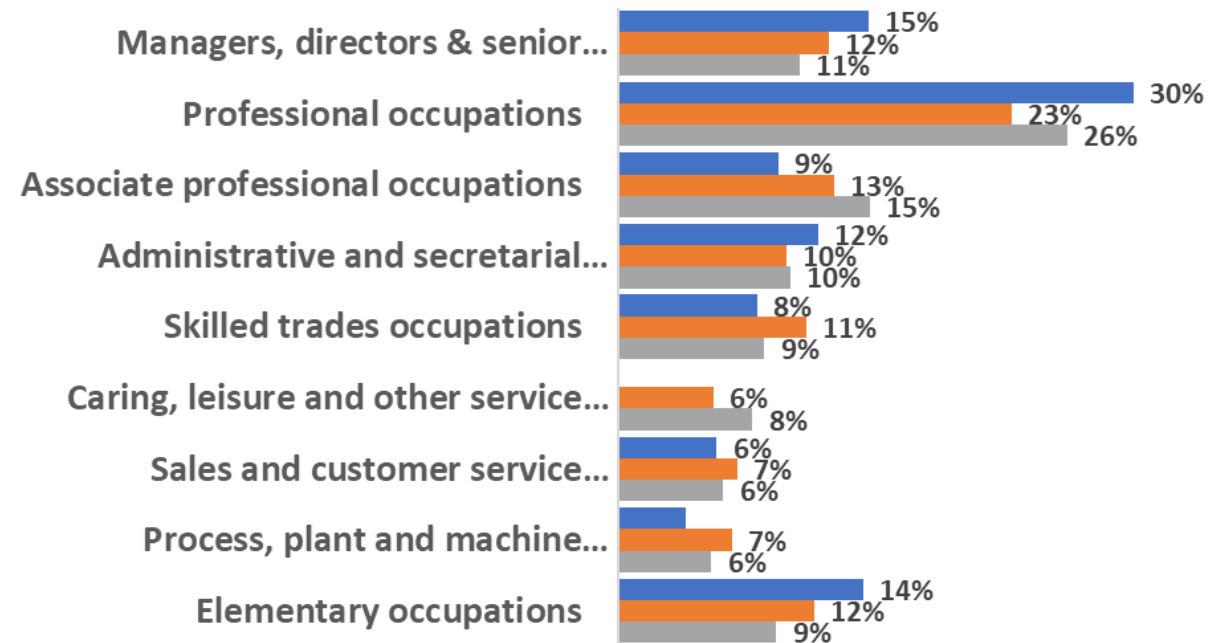
54% jobs in higher occupation groups in 2022, higher than county average 48% and national average 52%

30% of jobs in professional occupations compared to county average 23% and national average 26%

36,400 residents in higher occupations

Occupations % (Jan 22-Dec 22)

■ Stafford % ■ Staffordshire % ■ England %



Source: ONS Annual population Survey, 2023

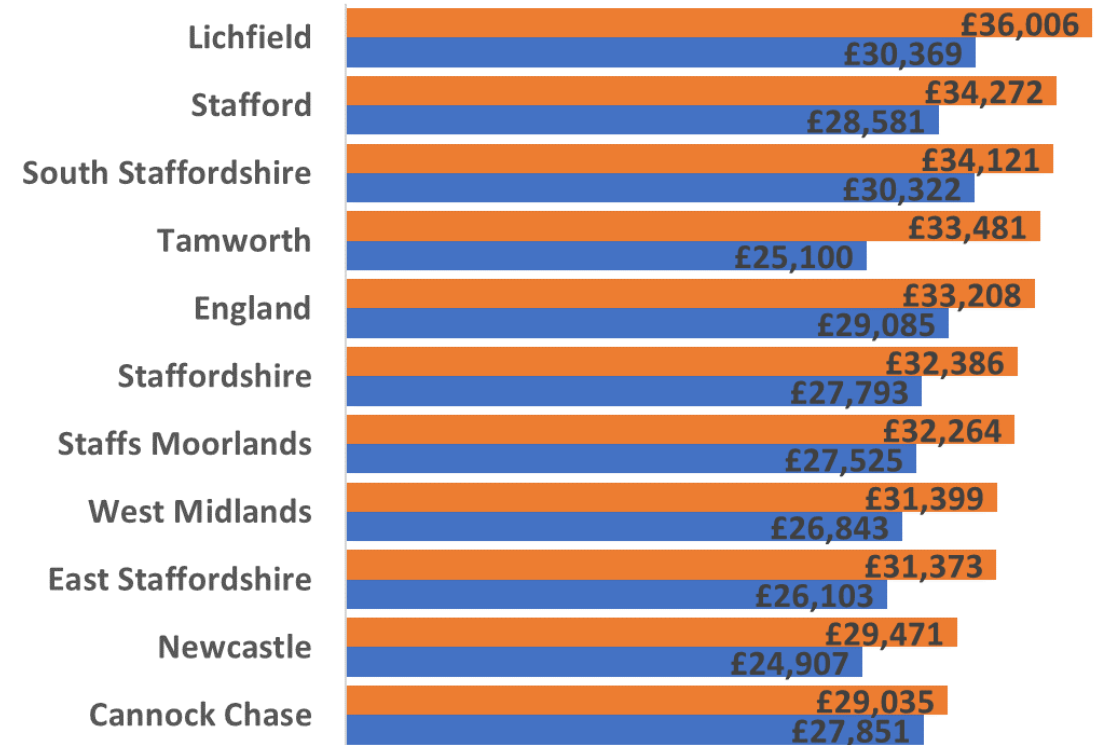
Median Resident Earnings

£34,272 average annual resident earnings
Stafford in 2022, higher than county average £32,386
and national average £33,208. Second highest level of
all districts in Staffordshire.

19.9% growth in Stafford annual resident
earnings 2017-2022, higher 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

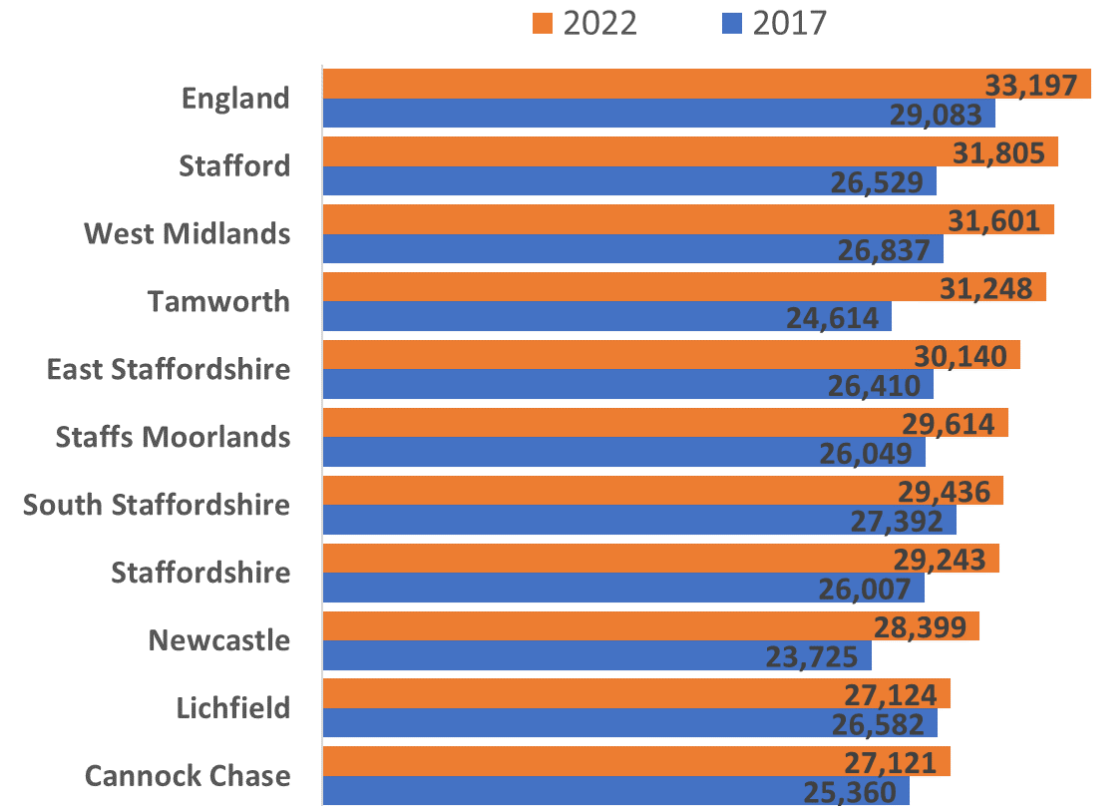
Median Workplace Earnings

£31,805 average annual workplace earnings
Stafford in 2022, higher than county average £29,243
but lower than national average £33,197

19.9% growth in Stafford annual workplace
earnings 2017-2022, higher growth than county average
of +12.4% and national average of +14.1%. Second
highest growth rate of all districts in Staffordshire.

Average workplace earnings are **-7.2%** below
resident earnings

Average Annual Earnings by Workplace (£) 2017-22



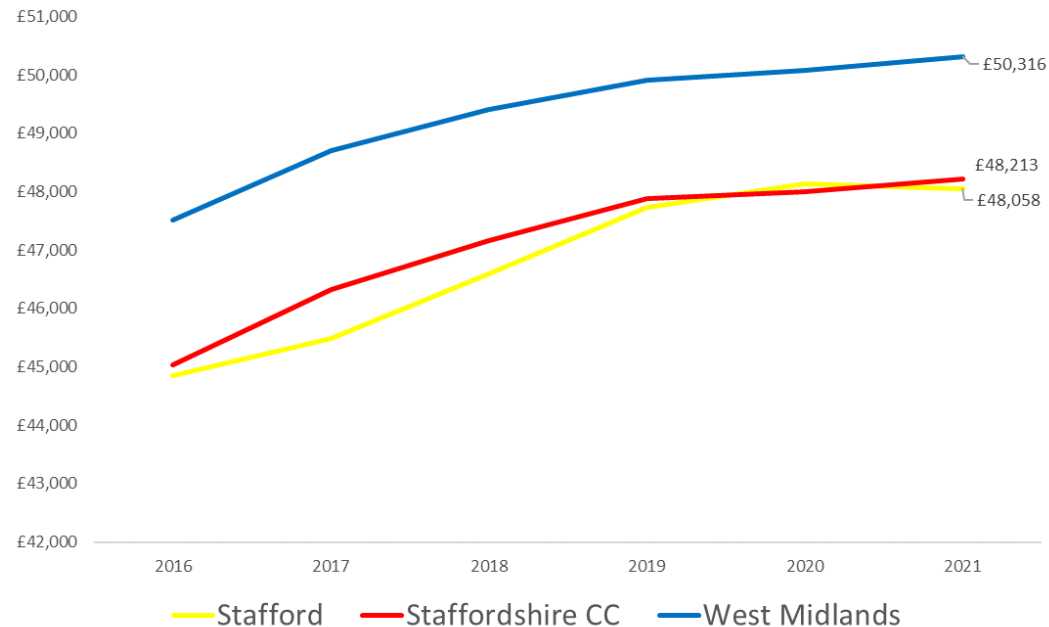
Source: ONS Annual Survey of Hours and Earnings, 2023

Productivity (GVA per Job Filled)

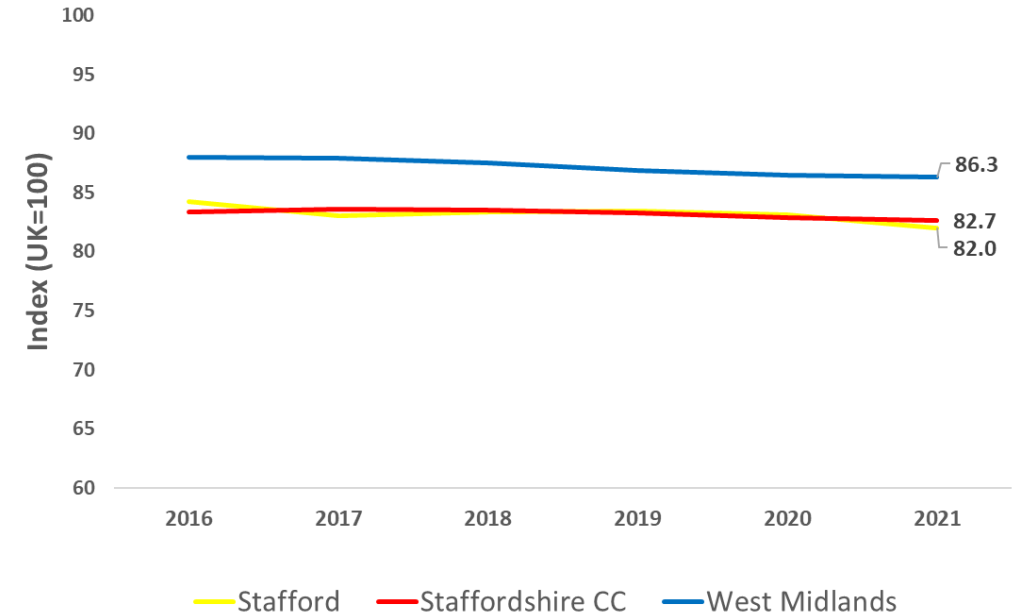
Stafford GVA per job filled at £48,058 in 2021 has grown by +7% between 2016-21. This is in line with county level growth of +7% but slightly below national level growth of +8%.

Stafford GVA per job filled is slightly lower at -0.7% than the county average, -4.3% lower than the region average and -18% 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)

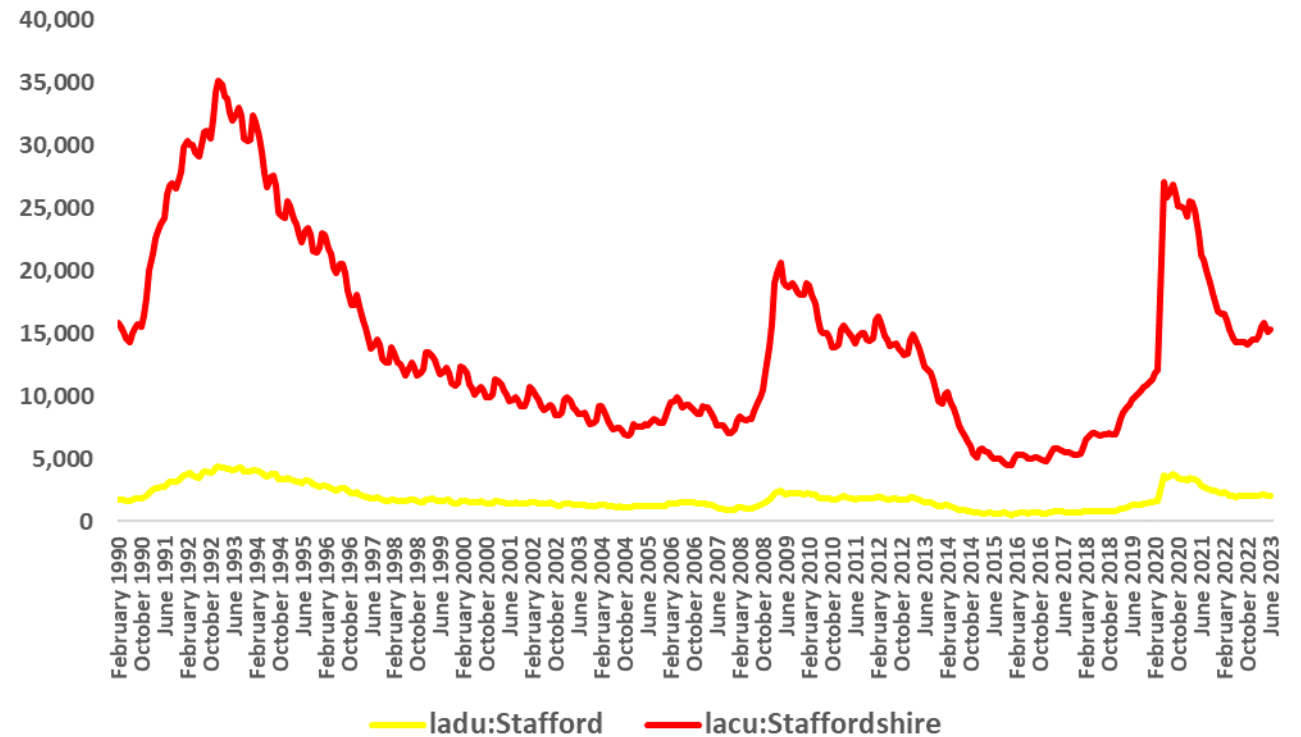
2.5% Claimant rate (aged 16-64, June 2023), lower than county average 2.9% and national average 3.8%

2,050 claimants aged 16-64 – June 2023

3.9% Youth claimant rate (18-24, June 2023), lower than county 4.6% and national average 4.8%

335 youth claimants aged 18-24 – June 2023

Stafford and Staffordshire Claimant Count



Source: NOMIS, June 2023)

Job Vacancies

20,345 Unique postings July 2022 – June 2023


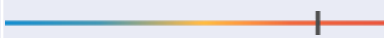





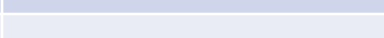
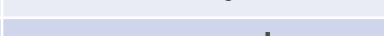

£27,100 Median advertised salary July
2022 – June 2023, **6%** increase since July 2022

Health and Hospitality

highest vacancies July 2022 – June 2023

Care Workers, Nurses & Kitchen/Catering Assistants

number of vacancies July 2022 – June 2023 occupations highest

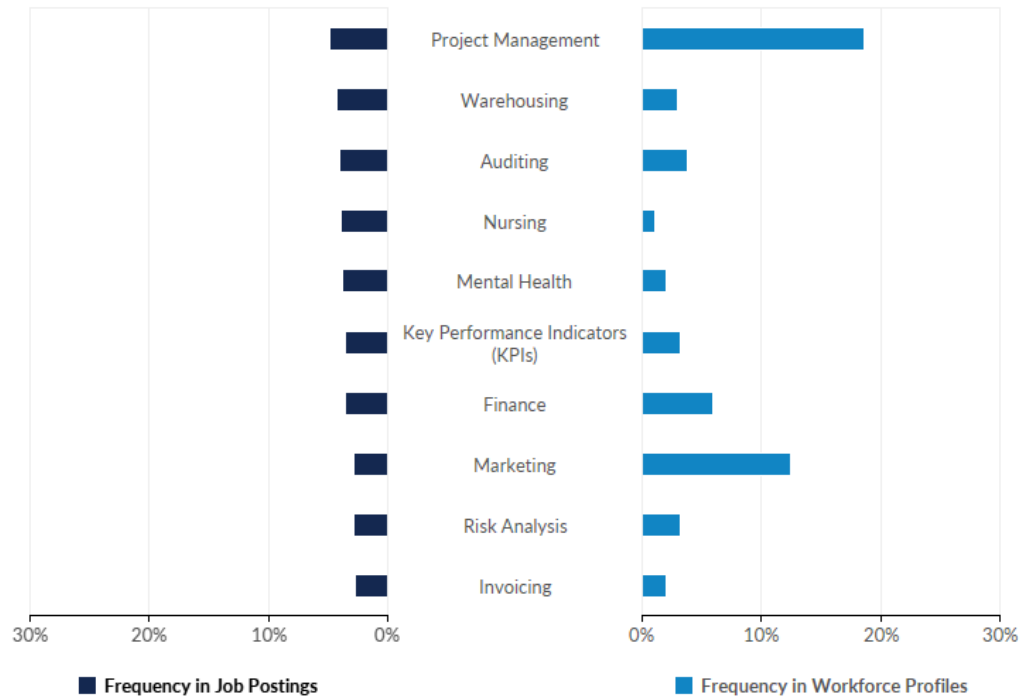
Occupation	Total/Unique (Jul22-Jun23)	Ratio	Posting Intensity
Care Workers	3,967/1,072	4:1	
Nurses	6,274/949	7:1	
Kitchen/Catering Assist.	1,596/606	3:1	
Other Administrative	1,446/591	2:1	
Sales Related	1,008/475	2:1	
Cleaners & Domestics	1,225/405	3:1	
Customer Service	1,072/391	3:1	
Elementary Storage	1,190/376	3:1	
Nursing Aux./Assist.	1,795/370	5:1	
Teaching Assist.	916/355	3:1	

Source: Lightcast June 2023

Skills Gaps

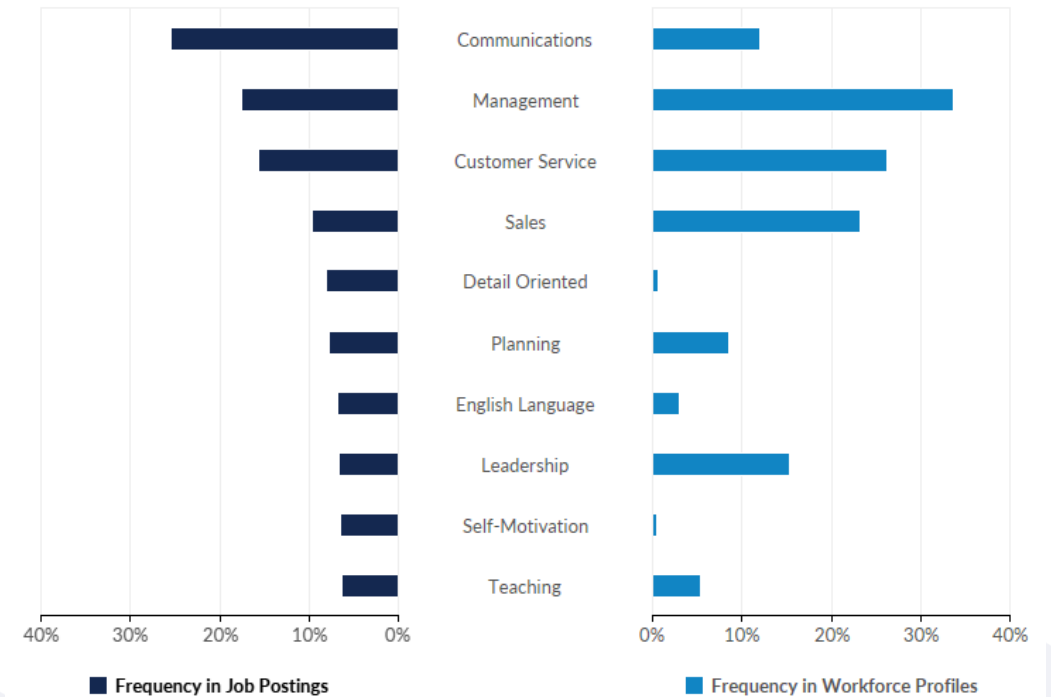
Project Mgmt, Warehousing & Auditing most in demand specialised skills

Specialised Skills in Demand (2022-2023)



Communications, Management & Customer Service most in demand common skills

Common Skills in Demand (2022-2023)



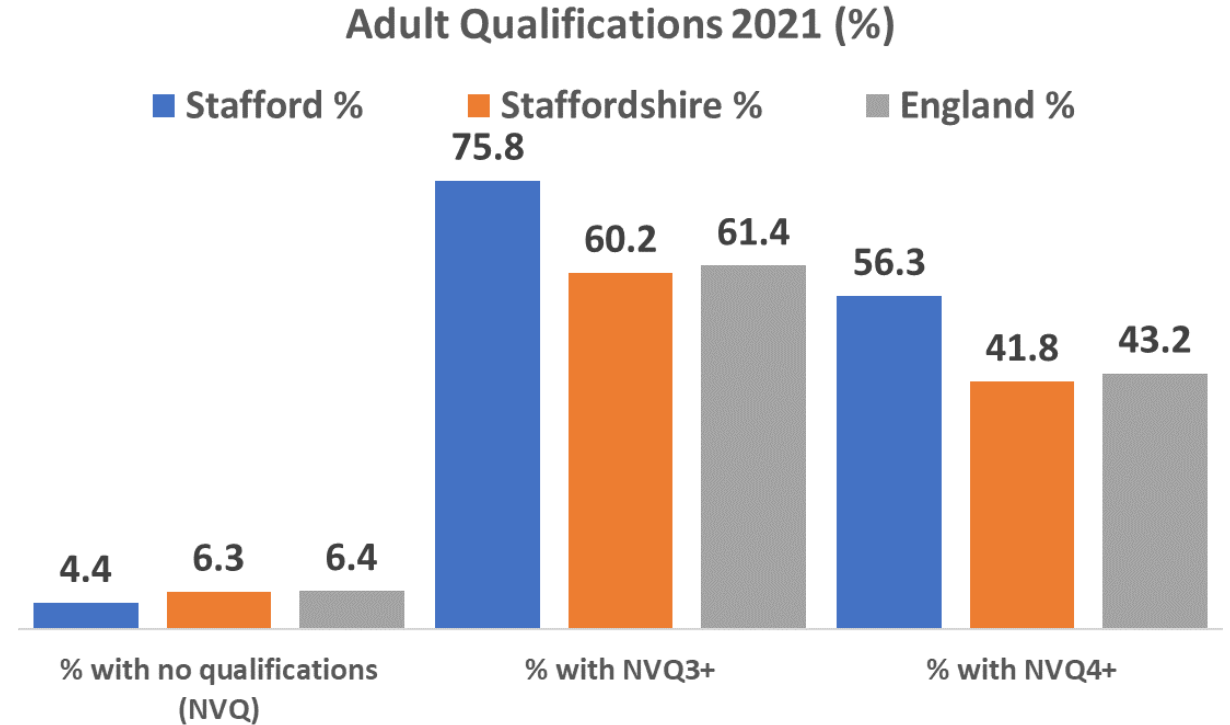
Skills Levels

4.4% Adults with no qualifications, lower than county average 6.3% and national average 6.4%

56.3% Adults with NVQ4+, higher than county average 41.8% and national average 43.2%

75.8% Adults with NVQ3+, higher than county average 60.2% and national average 61.4%

NVQ4+ levels in Stafford improved by **+6.4%**



Source: ONS Annual Population Survey , 2023

Apprenticeship Starts

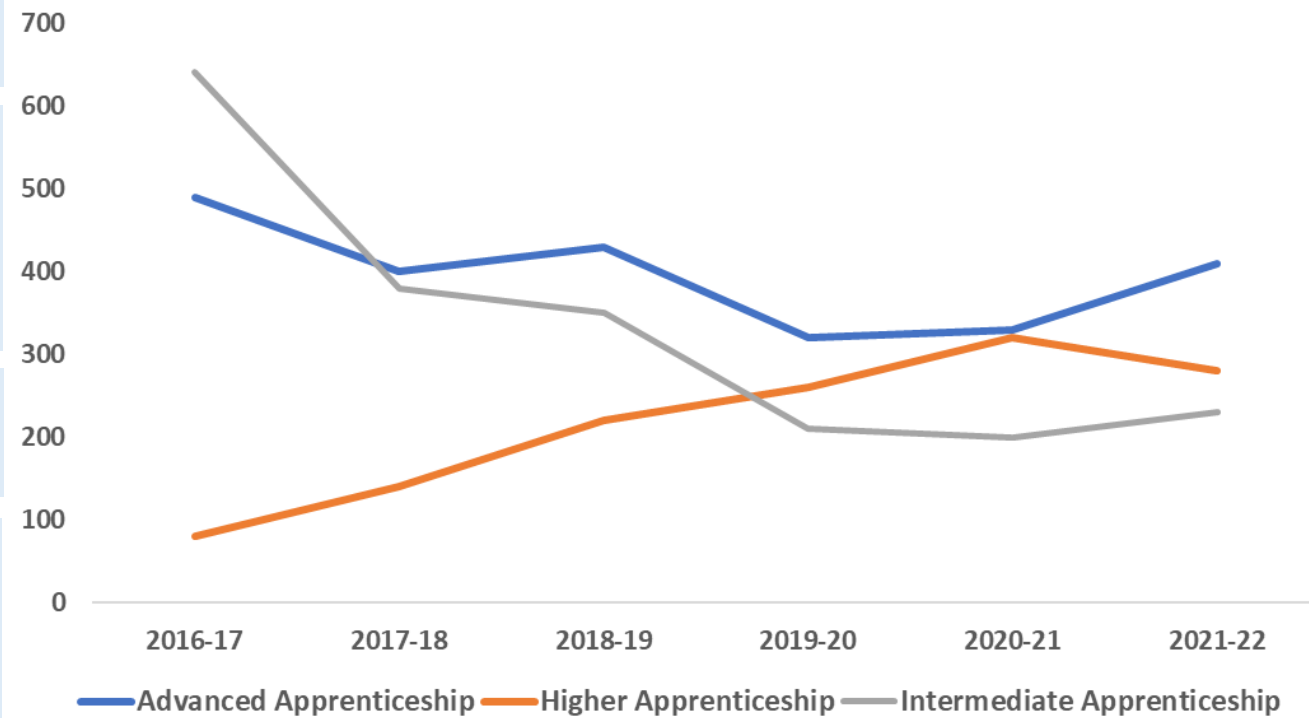
Cannock Chase has seen a **23%** fall in Apprenticeship Starts between 2016/17 and 2021/22 from 1,200 to 930 in line with a 32% decline seen in Staffordshire.

Stafford has seen a **250%** increase in Higher Level Apprenticeships from 80 in 2016/17 to 280. While there has been a 64% decline in Intermediate Level Apprenticeships from 640 to 230 in line with the 66% fall in Staffordshire.

The 25+ age group account for the highest proportion of apprenticeship starts in Stafford at **51%** or 470

In 2021/22, **28% or 260** of Apprenticeship Starts in Stafford were in Business, Administration & Law. Other popular subject areas included Health, Public services & Care at 27% or 250 and Engineering & Manufacturing Technology at 15% or 140.

Stafford Apprenticeships by Level



Source: DfE/Individualised Learner Record

Opportunities for Growth and Development



Further develop partnerships and support for new businesses. Stafford has a strong business survival rate of **65%** (2021) better than county (62%), region (51%) & national (58%)



Continue to improve education and skills levels to boost productivity and growth as estimated that **4.4%** of adults have no qualifications



Continue to attract high skilled jobs to area and grow business base to improve productivity – Stafford already has **54%** of jobs in higher occupations, above county and national levels



Address employment declining trend rate and higher level of inactivity than county at **19.6%** in 2022 to support local residents and improve productivity