

# Employment and Skills Opportunities & Challenges – East Staffordshire

**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 East Staffordshire.

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



- Above national average employment rate
- Growing business base with 4% growth over last five-year period
- Good business survival rates above national average
- Lower than national average economic inactivity
- GVA per job filled above average levels

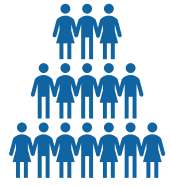
- Capitalise on good economic and social links to West and East Midlands
- Develop strong enterprise offer to encourage new SMEs and job growth
- Realise potential of new technologies such as AI and automation to drive key sectors
- Repurpose town centres to encourage mixed use and future proof amenities
- Further promote location in heart of National Forest and tourist attractions



- Adult skills levels lower
- Claimant rate and Youth claimant rate above average
- Declining trend in job growth
- Declining trend GVA per job filled relative to UK average
- Job Vacancies bias towards lower skilled roles
- Residents Earnings below average levels

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

# Headline Findings



**4,930** businesses in 2022, equivalent to **4%** growth between 2017-22

**62,500** jobs in 2021, although **6%** fall between 2016-21



Lower economic inactivity than national level at **18%** in 2022, although slightly higher than Staffordshire average



**80%** employment rate in 2022, higher than region and national averages, although slightly lower than county level



GVA per job filled in 2021 at £53,340 is **4.4%** higher than county level and **0.8%** higher than regional average

# Business Growth and Key Sectors

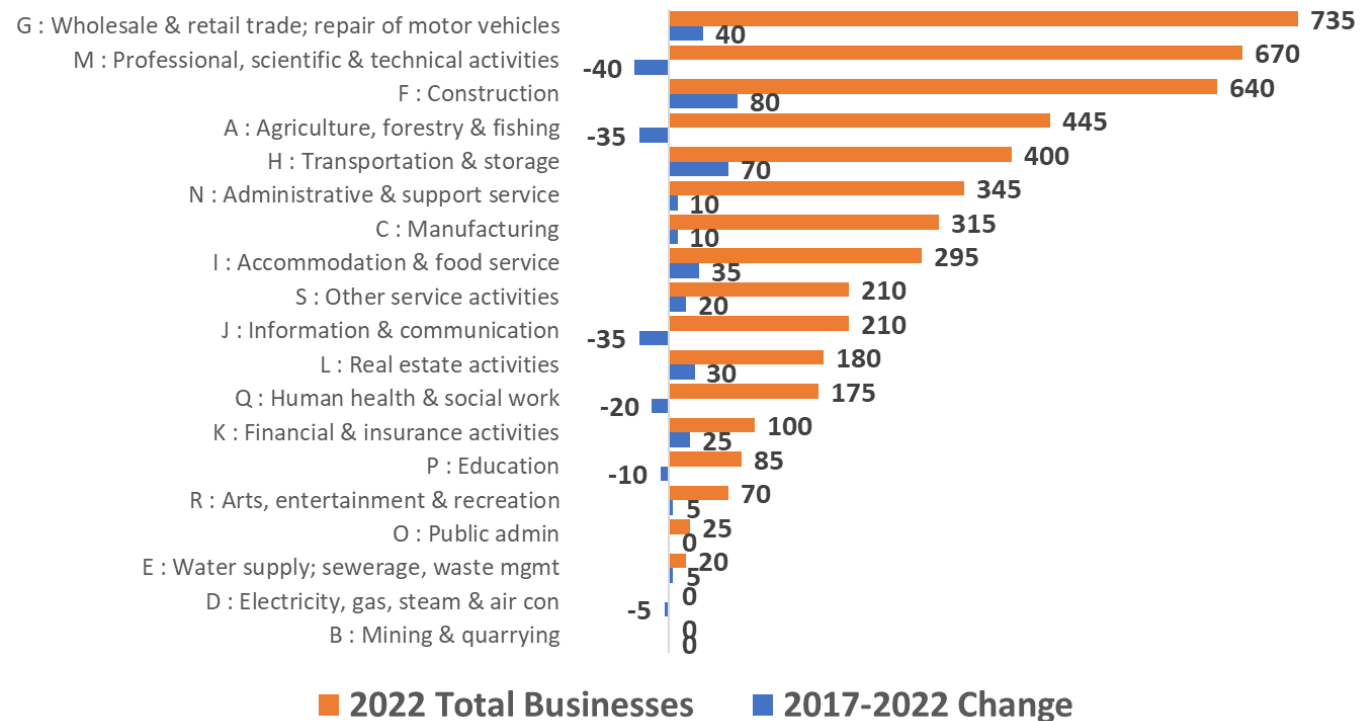
There were 4,930 businesses based in East Staffordshire in 2022. Between 2017-22 there were 195 additional businesses, +4% growth.

Key sectors include Wholesale & Retail (735 businesses), Professional, Scientific & Technical (670 businesses) and Construction (640 businesses)

Strongest growth between 2017-22 in Construction (+80 businesses), Transportation & Storage (+70 businesses) and Accommodation & Food (+35 businesses)

Notable declines between 2017-2022 in Professional, Scientific & Technical (-40 businesses), Agriculture, Forestry & Fishing (-35 businesses) and ICT (-35 businesses)

Total Businesses 2022 and Business Change 2017-2022



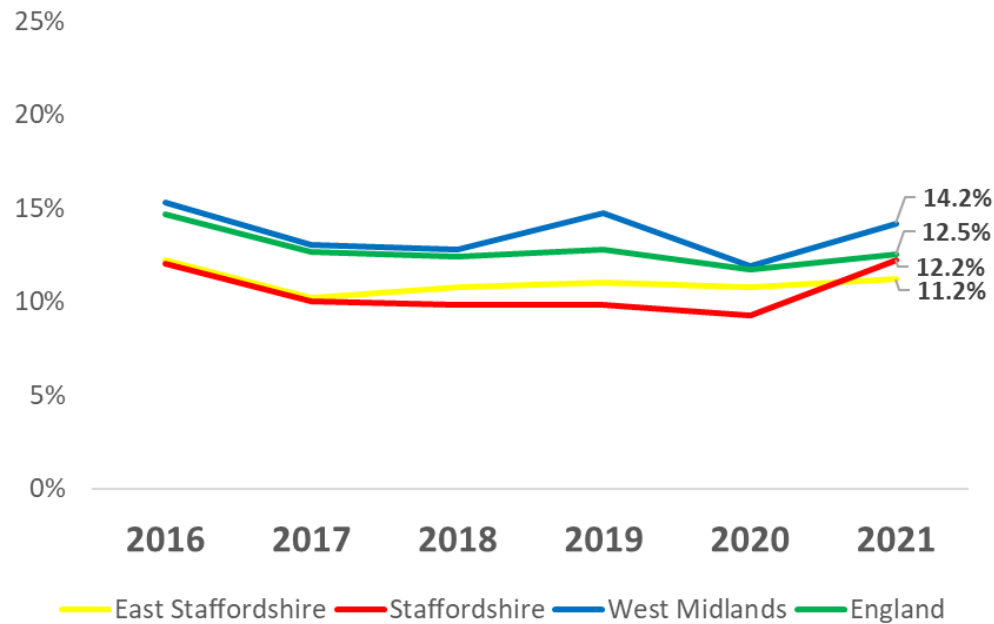
Source: UK Business Counts, 2023

# Business Start Ups and Closures

East Staffordshire Business Start Up Rate for 2021 at 11.2% is below county (12.2%), region (14.2%) and national (12.5%) averages.

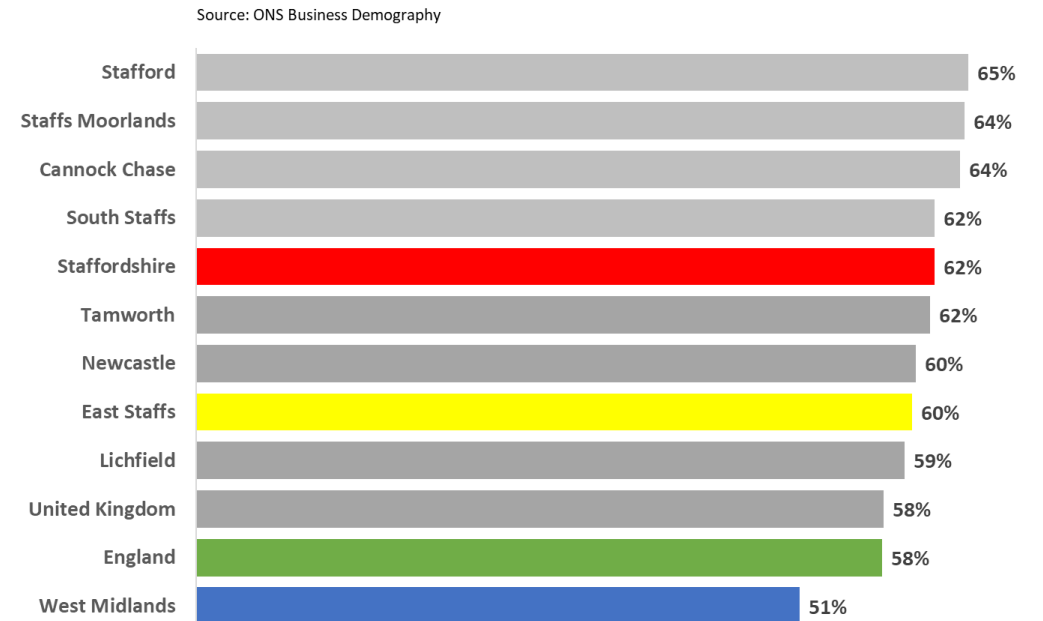
East Staffordshire has a good business survival rate at 60% in 2021 – slightly below county (62%), although above regional (51%) and national (58%) averages

Business Start up Rate 2016-2021 (%)



Source: ONS Business Demography, 2023

Business 3-Year Survival Rate 2021 (%)



# Key Employment Sectors

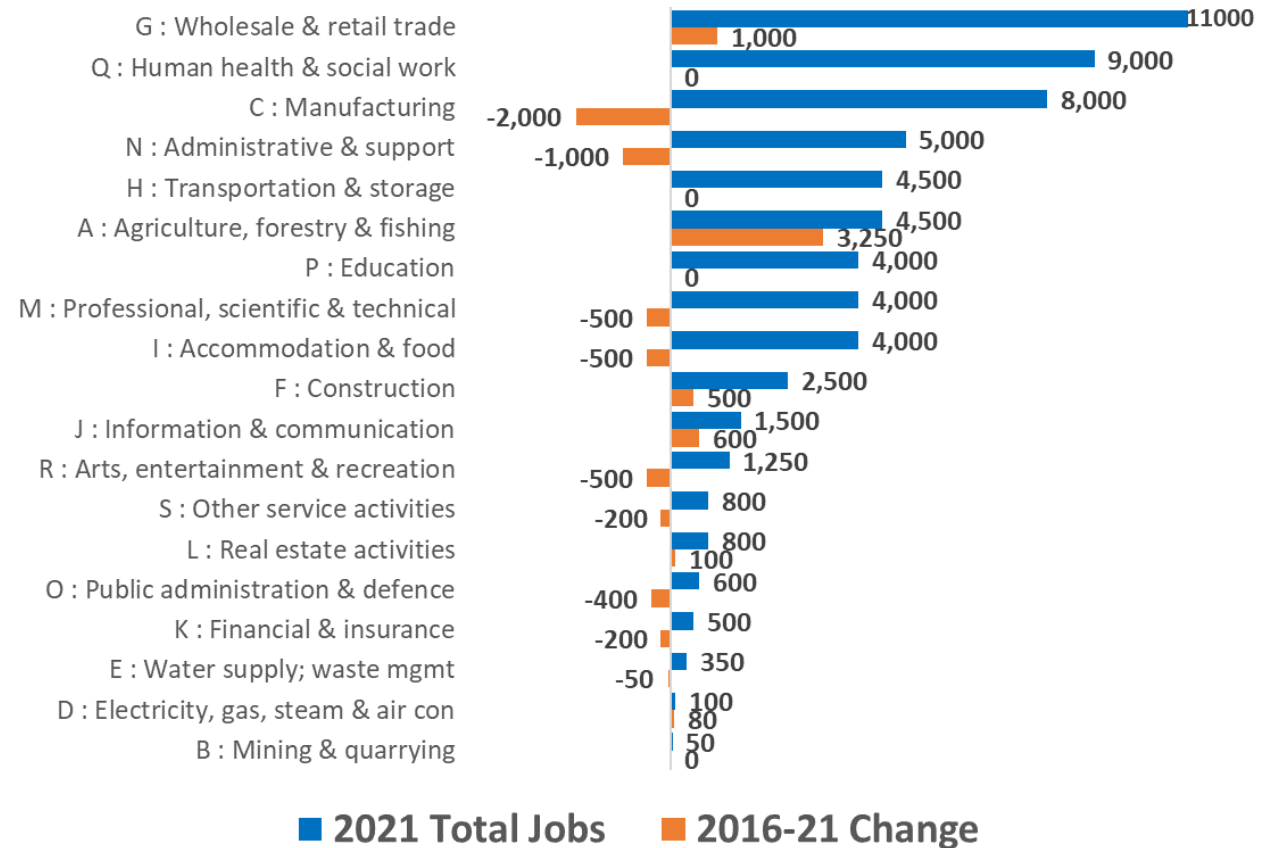
In 2021 there were a total of 62,500 jobs in East Staffordshire. There has been a decrease of 2,700 jobs or (-4%) between 2016-21

Key Sectors in 2021 include Wholesale & Retail (11,000 jobs), Human Health & Social Work (9,000 jobs) and Manufacturing (8,000 jobs)

Strongest growth between 2016-21 in Agriculture, Forestry & Fishing (+3,250), Wholesale & Retail (+1,000) and ICT (+600)

Notable declines in growth between 2016-21 in Manufacturing (-2,000) and Administrative & Support Services (-1,000) sectors

Key Employment Sectors 2021 and change 2016-2021



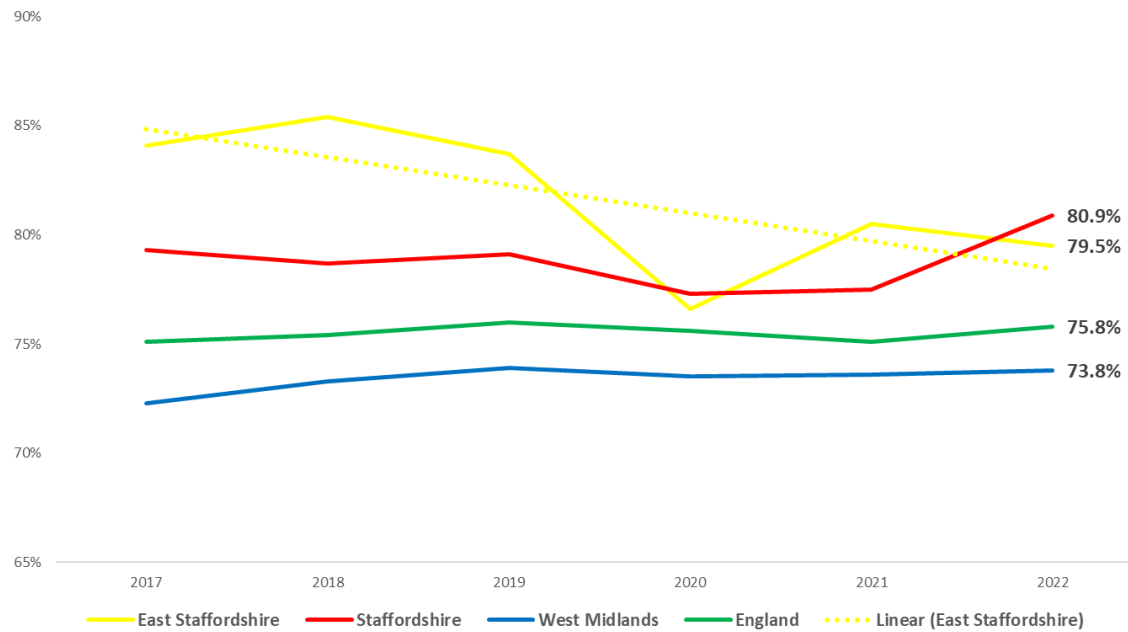
Source: Business Register & Employment Survey (BRES), 2023

# Employment Rate

**80%** or 57,600 Employment rate 2022 in East Staffordshire, slightly below county 81%, although higher than region 74% and national average 76%

**18%** or 13,200 economically inactive residents January-December 2022, slightly higher than county average 17% although lower than national average 21%.

Employment rate 2017-2022 (aged 16-64)



	East Staffs (%)	Staffordshire (%)	England (%)
Economic activity rate - aged 16-64	81.8	82.9	78.7
Employment rate - aged 16-64	79.5	80.9	75.8
% aged 16-64 who are employees	70.6	70.3	66
% aged 16-64 who are self employed	8.9	10.4	9.5
Unemployment rate - aged 16-64	N/A	2.4	3.7
Unemployment rate - aged 16+	3.2	2.4	3.6
% economically inactive - aged 16-64	18.2	17.1	21.3

Source: Annual Population Survey, 2023



# Occupations

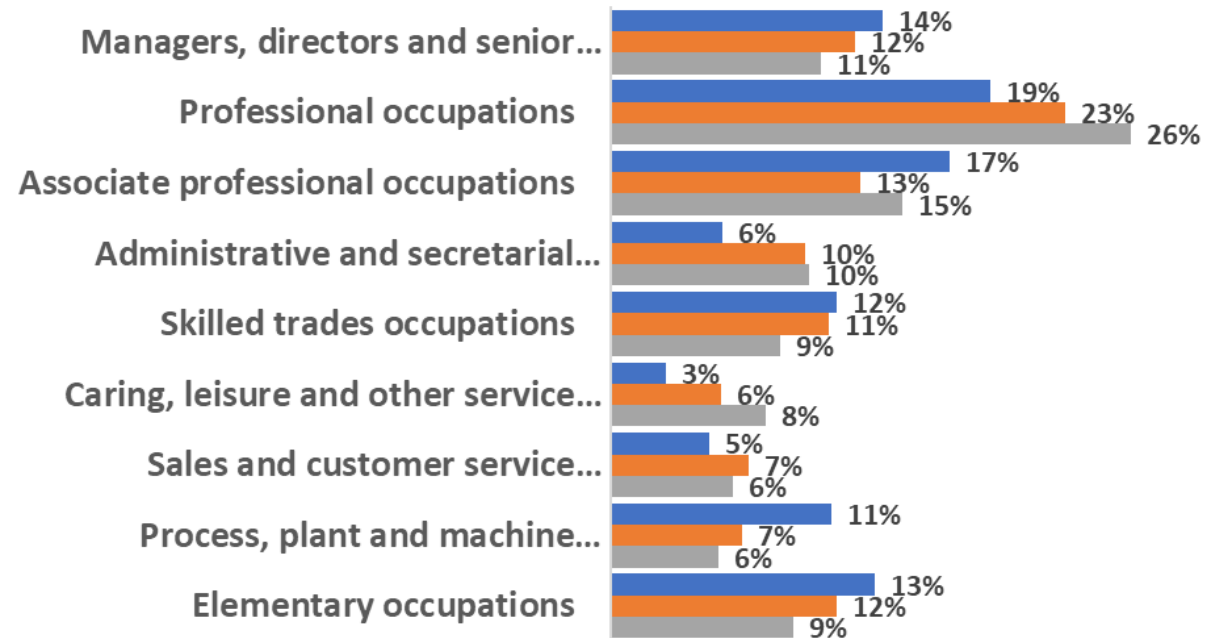
**50%** jobs in higher occupation groups in 2022, higher than county average 48% although lower than national average 52%

**19%** of jobs in professional occupations compared to county average 23% and national average 26%

**29,500** residents in higher occupations

## Occupations % (Jan 22-Dec 22)

■ East Staffs ■ Staffordshire ■ England



Source: ONS Annual population Survey, 2023

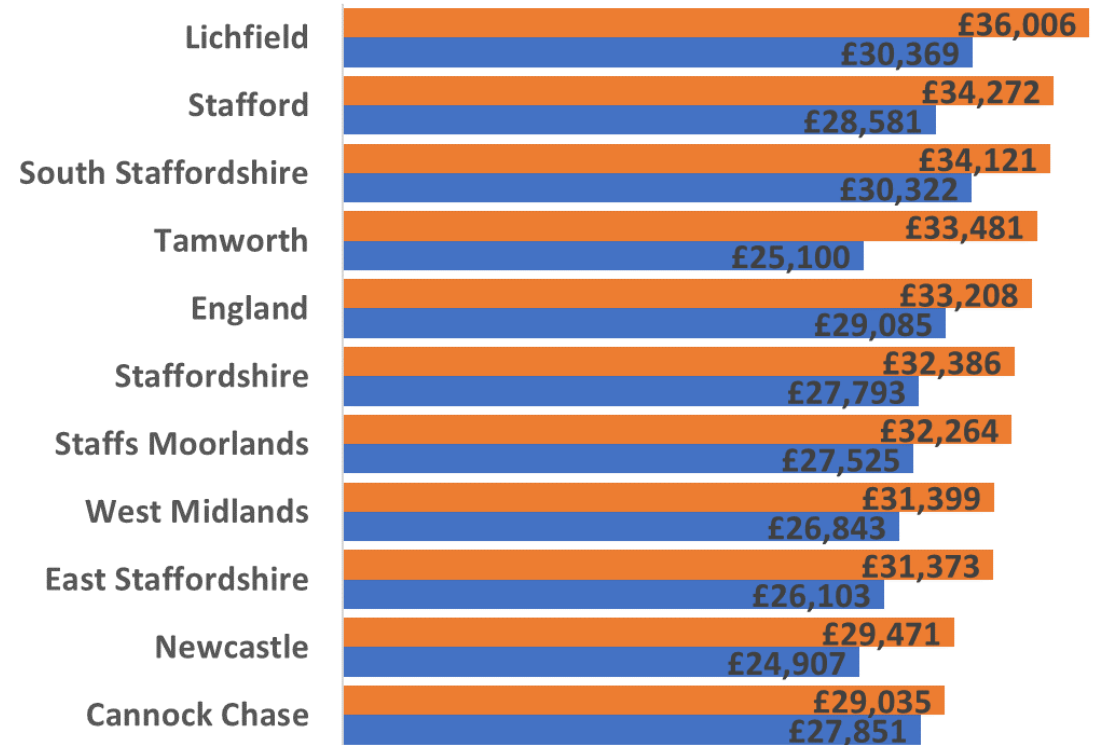
# Median Resident Earnings

**£31,373** average annual resident earnings East Staffordshire in 2022, lower than county average £32,386 and national average £33,208

**20.2%** growth in East Staffordshire annual resident earnings 2017-2022, second highest percentage increase of all Staffordshire LAs and 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

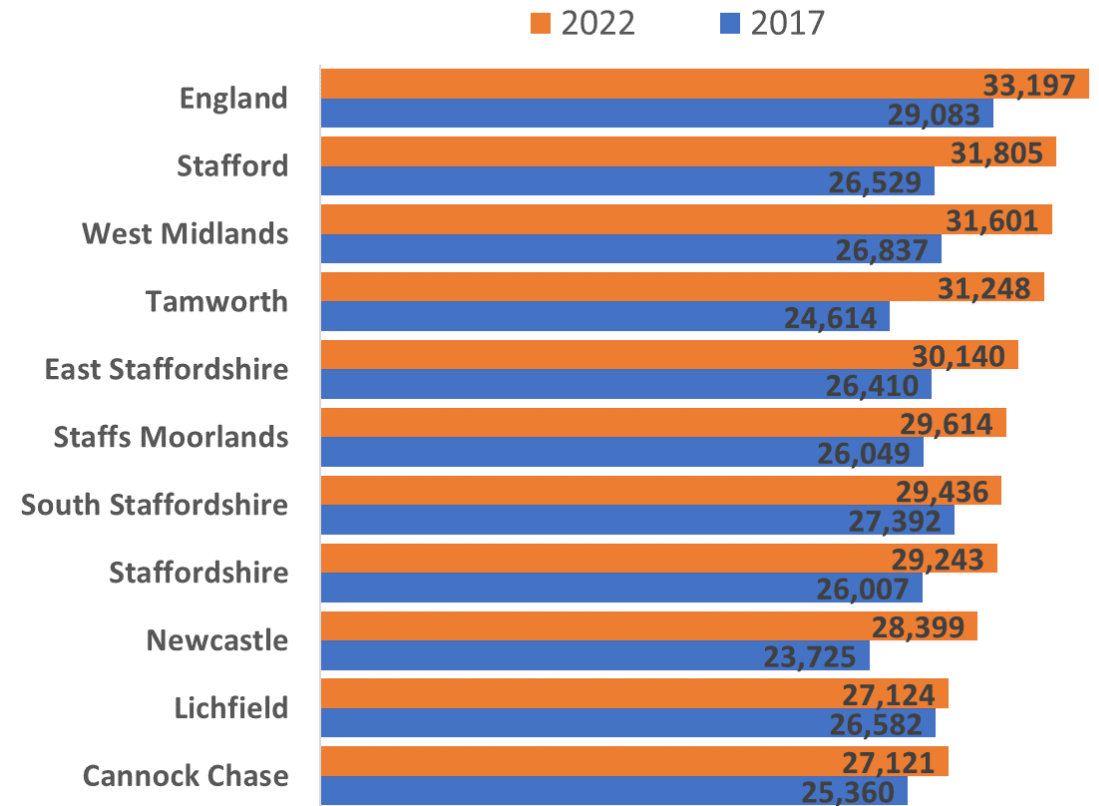
# Median Workplace Earnings

**£30,140** average annual workplace earnings East Staffordshire in 2022, higher than county average £29,243 although lower than national average £33,197

**14.1%** growth in East Staffordshire annual workplace earnings 2017-2022, higher growth than county average of +12.4% and same growth as national average of +14.1%

Average workplace earnings are **-4%** below resident earnings

Average Annual Earnings by Workplace (£) 2017-22



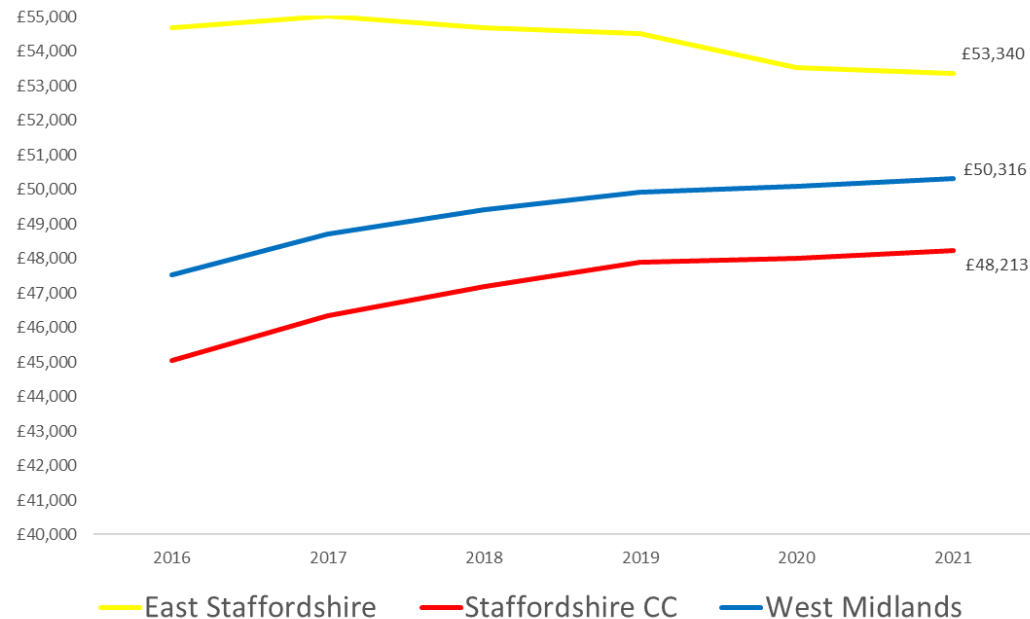
Source: ONS Annual Survey of Hours and Earnings, 2023

# Productivity (GVA per Job Filled)

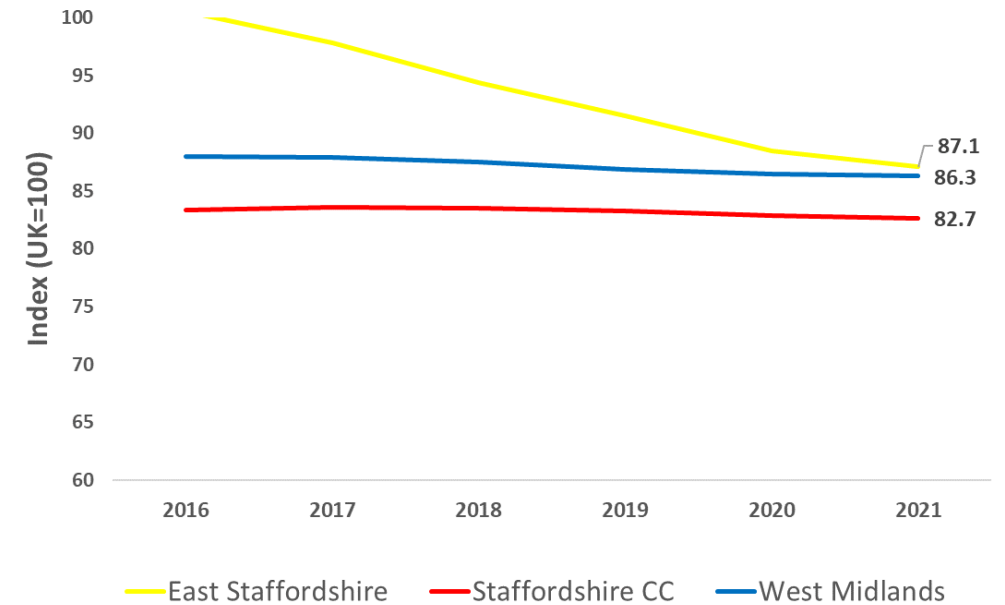
East Staffordshire GVA per job filled at £53,340 in 2021 has fallen by -2% between 2016-21. East Staffordshire GVA per job filled is higher than both county £48,213 and regional average £50,316

East Staffordshire GVA per job filled is higher at +4.4% than the county average, +0.8% higher than the region average and -12.9% 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)

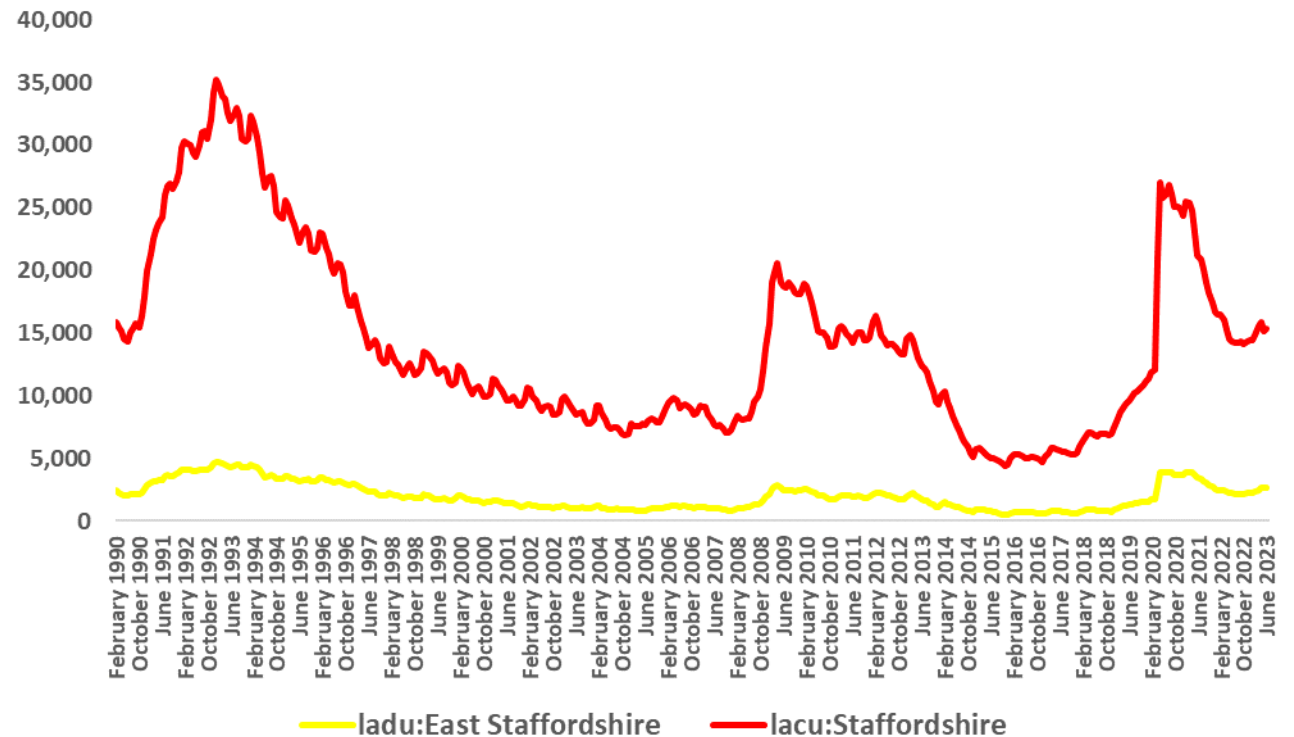
**3.5%** Claimant rate (aged 16-64, June 2023), higher than county average 2.9% but lower than national average 3.8%

**2,680** claimants aged 16-64 – highest claimant count of all districts, June 2023

**5.4%** Youth claimant rate (18-24, June 2023), higher than county 4.6% and national average 4.8%

**485** youth claimants aged 18-24 – +52% more youth claimants than in March 2020

East Staffordshire and Staffordshire Claimant Count



Source: NOMIS, June 2023)

# Job Vacancies

**20,499** Unique postings July 2022 – June 2023








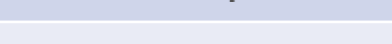


**£26,900** Median advertised salary July 2022 – June 2023, **16%** increase since July 2022

**Health & Social Care, Hospitality, Retail Trade**

highest vacancies July 2022 – June 2023

**Care Workers, Sales Related and Nurses**

occupations highest number of vacancies July 2022 – June 2023

Occupation	Total/Unique (Jul22-Jun23)	Ratio	Posting Intensity
Care Workers	3,054/903	3:1	
Other Administrative	1,518/725	2:1	
Customer Service	1,977/725	3:1	
Elementary Storage	1,990/684	3:1	
Cleaners and Domestics	1,797/651	3:1	
Sales Related	1,536/593	3:1	
Kitchen/Catering Assist.	1,567/565	3:1	
Nurses	2,985/474	6:1	
Van Drivers	960/385	2:1	
Book Keepers, Payroll Mgrs & Wages Clerks	745/368	2:1	

Source: Lightcast June 2023

# Skills Gaps

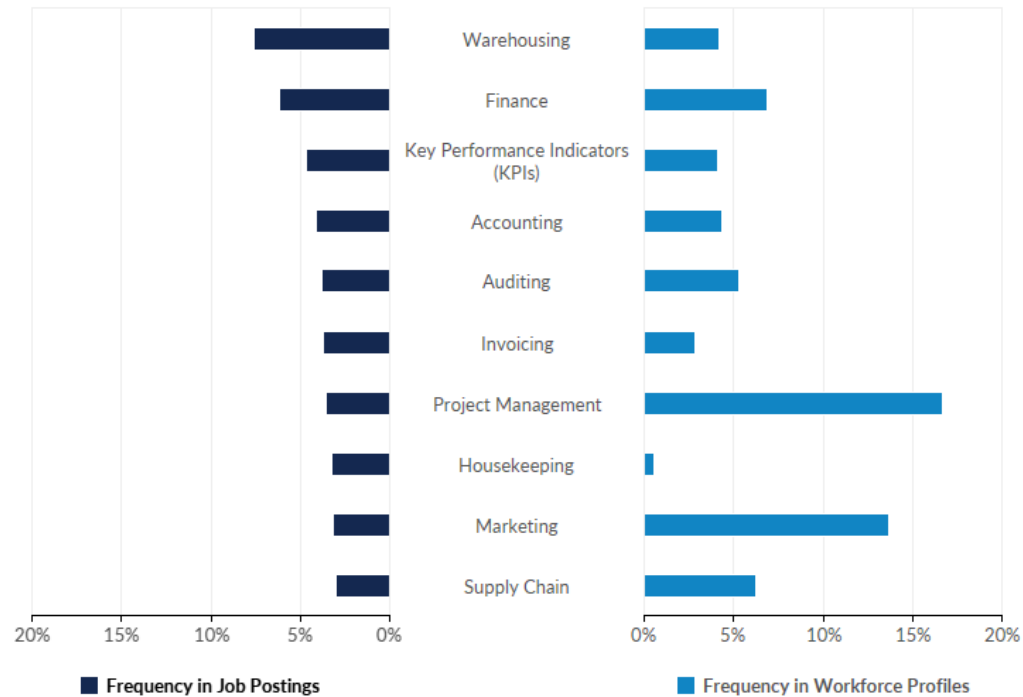
## Warehousing, Finance and KPIs

most in demand specialised skills

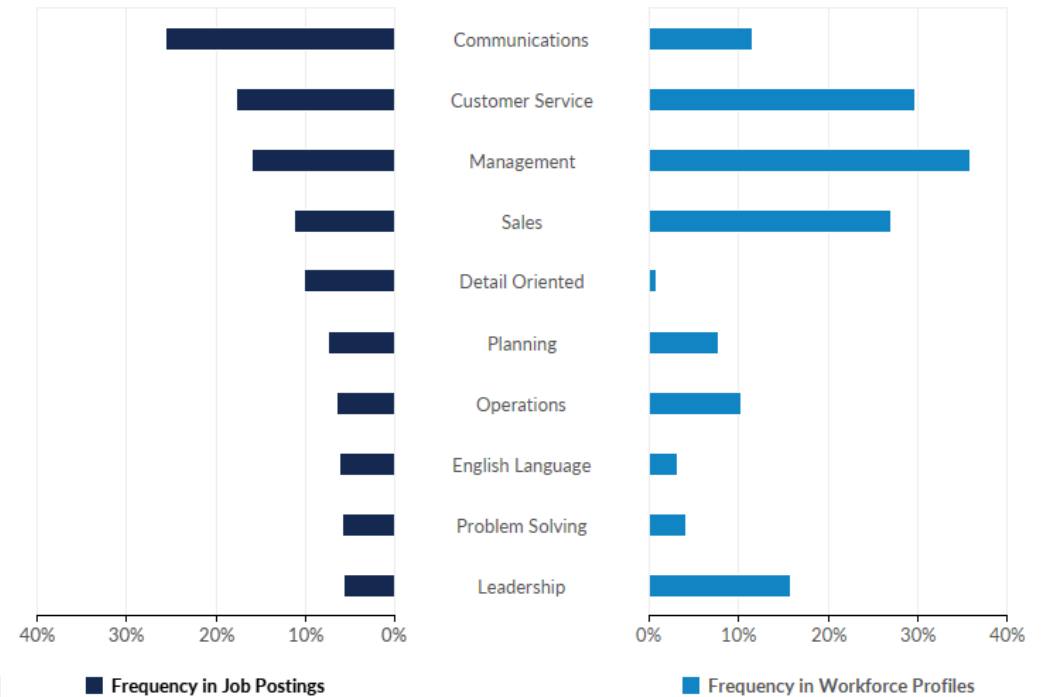
## Communications, Customer Service & Management

most in demand common skills

Specialised Skills in Demand (2022-2023)



Common Skills in Demand (2022-2023)



# Skills Levels

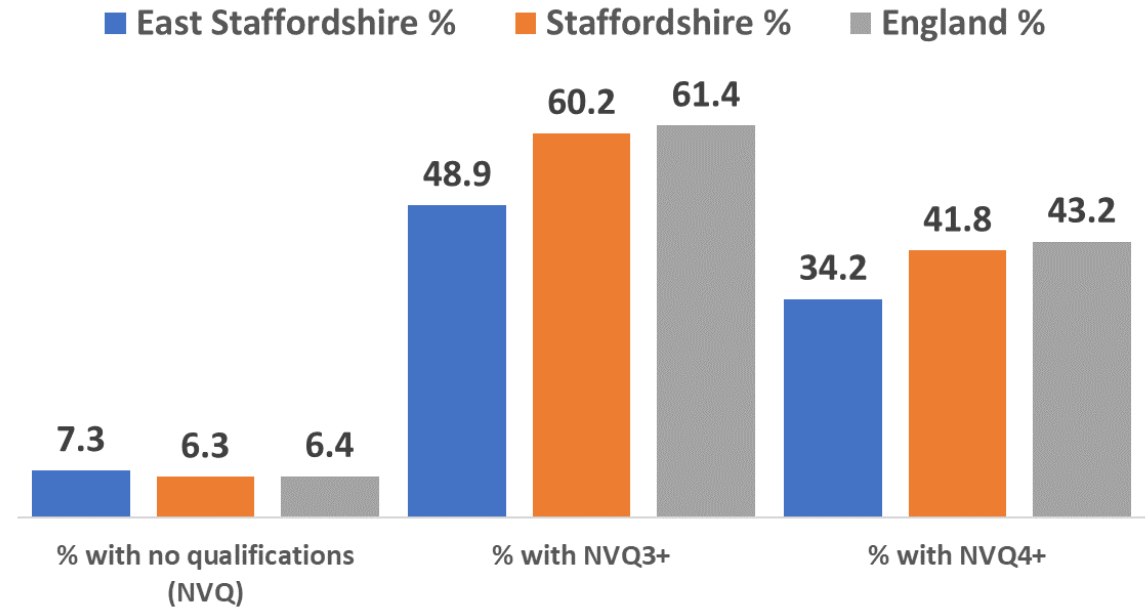
**7.3%** Adults with no qualifications, higher than county average 6.3% and national average 6.4%

**34.2%** Adults with NVQ4+, lower than county average 41.8% and national average 43.2%

**48.9%** Adults with NVQ3+, lower than county average 60.2% and national average 61.4%

NVQ4+ levels in East Staffordshire improved by  
**+1.5%** 2017-2021

Adult Qualifications 2021 (%)



Source: ONS Annual Population Survey , 2023



# Apprenticeship Starts

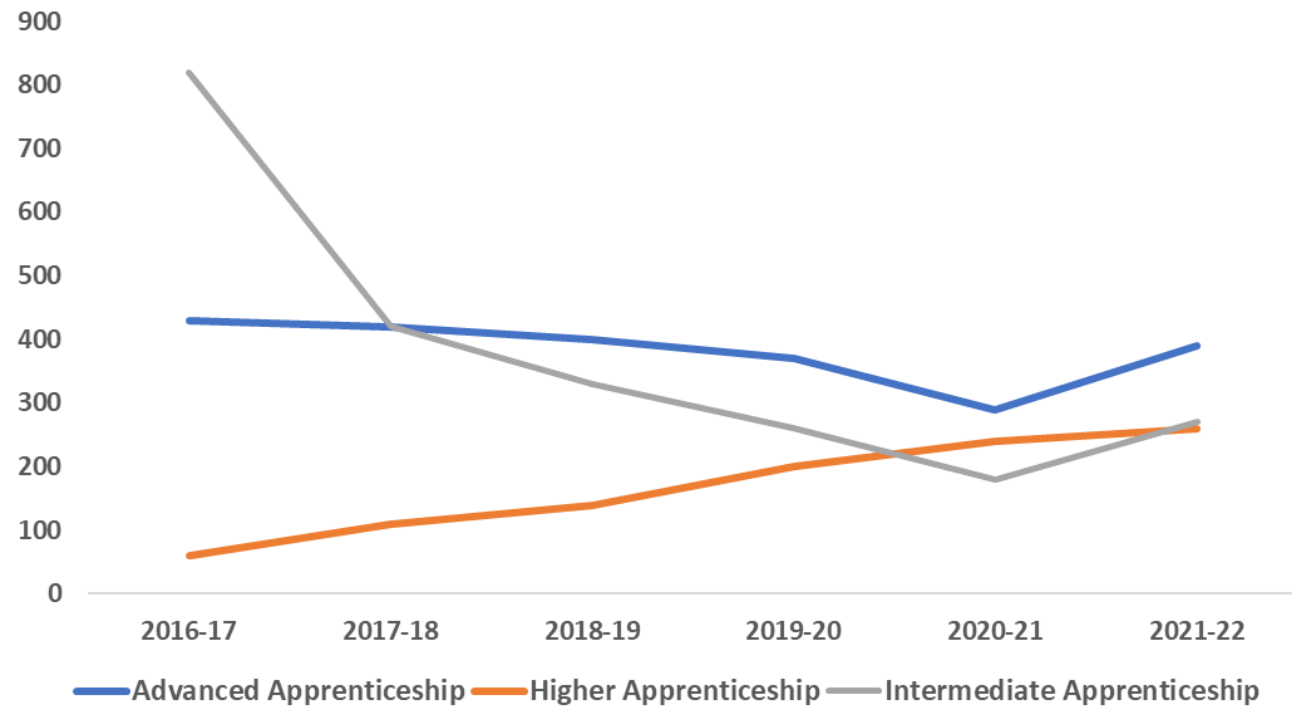
East Staffordshire has seen a **29%** fall in Apprenticeship Starts between 2016/17 and 2021/22 from 1,290 to 920 in line with a 32% decline seen in Staffordshire.

East Staffordshire saw a **333%** increase in Higher Level Apprenticeships from 60 in 2016/17 to 260 in 2021/22. While there has been a 67% decline in Intermediate Level from 820 to 270 this is in line with the 66% fall in Staffordshire.

The 25+ age group account for the highest proportion of apprenticeship starts in East Staffordshire at **48%** or 440

In 2021/22, **29% or 270** of Apprenticeship Starts in East Staffordshire were in Health, Public Services and Care. Other popular subject areas included Business, Administration & Law at 25% or 230 and Engineering & Manufacturing Technology at 18% or 170.

East Staffordshire Apprenticeships by Level



Source: DfE/Individualised Learner Record

# Opportunities for Growth and Development



Further develop partnerships and support for new businesses to promote job growth. East Staffordshire has a good business survival rate of **60%** (2021) better than region (51%) and national (58%) averages, although below county level (62%)



Continue to improve education and skills levels to boost productivity and growth as estimated that **7.3%** of adults have no qualifications, higher than county average 6.3% and national average 6.4%.



Capitalise on business growth of **+4%** between 2017-21 to attract further investment in the local area to continue to improve productivity and GVA levels



Address high youth claimant rate of **5.4%** (18-24, 2023), higher than county and national averages – key to future growth and continued strong employment rate