

Staffordshire Economy, Skills and Labour Market Information

September 2023



Digital

Cross-cutting Importance of Digital Skills

- **New digital technologies such as automation and AI alongside making the most of big data** are now becoming increasingly prominent in all parts of the economy and society (connectivity), where even in the midst of the COVID-19 recession there are some 90,000 new digital job vacancies a week nationally.
- There is a **critical need to increase the digital capability of individuals** to take advantage of the growth opportunities that digital technologies present.
- The Government has recognised this urgent need to improve digital skills to drive growth and productivity in recently announcing **new digital bootcamps** to provide **flexible training for in-demand digital skills** (likely to extend to include other technical skills training such as construction and engineering).
- The bootcamps will cover everything from **cloud services, digital for advanced manufacturing and cyber security to coding, software development, data engineering, web design and infrastructure** with learners.
- Further to the agenda on essential digital skills, a **digital entitlement** was introduced in August 2020 so that **adults with no or low digital skills are fully funded to undertake improved digital skills qualifications**. The new statutory duty will ensure that adults aged 19+ in England, who do not have the essential digital skills required to operate effectively in work and day to day life, will be eligible for the qualifications based on new national standards.
- The Government has launched the [UK'S first National Artificial Intelligence Strategy](#): a 10-year plan designed to harness the UK's considerable legacy, expertise and innovation, and strengthen our position as a global leader in AI.

Digital Catapult



- Digital Catapult is the UK authority on advanced digital technology and innovation
- Working with a range of organisations – including start-ups and scaleups, established businesses, investors, government and public sector, research and academia – to discover new ways of solving industry challenges, increase productivity and open up new markets.
- Offer a breadth of advanced digital technologies, with specialisation in key areas that are helping to drive innovative businesses forward such as:
 - AI and Machine Learning
 - Future networks (5G & IoT)
 - Distribution systems (Distributed ledger tech and blockchain)
 - Immersive (Haptics and virtual, augmented and mixed reality)
- Particular focus on manufacturing and creative industries
- [The UK authority on advanced digital technology - Digital Catapult | Digital Catapult \(digicatapult.org.uk\)](https://www.digicatapult.org.uk)

WM Labour Market and Digital Skills & the Digital Divide

- The Midlands Engine have produced a Digital Deep Dive - [PowerPoint Presentation \(midlandsengine.org\)](https://www.midlandsengine.org)
- Since the start of 2021 there have been 769,656 total job postings for digital roles of which 120,319 were unique. Job postings have increased by 82% since January.
- Reflecting the heightened demand for digital roles, advertised salaries are 6.8% higher than in March 2020 and 14.6% higher than the long-run average. The top 10 job titles identified account for just 14% of all digital job postings. This low concentration reflects the varied and cross-sectorial nature of digital jobs. Total demand is highest for 'Programmers and Software Development Professionals'.
- The digital divide is real and provides important disadvantages to people who are unable to access or use digital tools and services effectively.
- Both the East and West Midlands have the 3rd highest levels of people with very low digital engagement, at 30%, compared to the UK average of 29%.

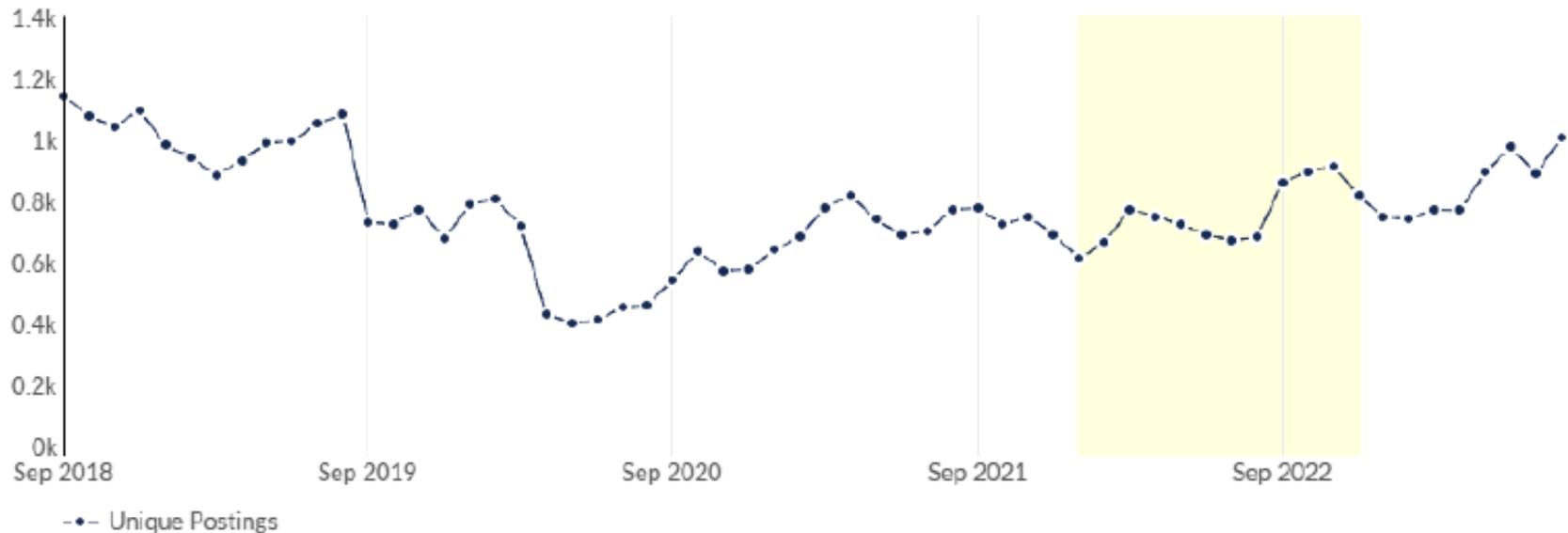
Digital Skills in Stoke-on-Trent and Staffordshire

- Growing importance of digital skills across all sectors of economy with such skills now essential to majority of occupations
- Main benefits include improved overall efficiency and better marketing and sales
- Around a fifth of businesses report having digital skills gaps
- All sizes of businesses report digital skills gaps but it is larger businesses (250+ employees) which are most likely to have such issues
- The sectors most likely to have digital skills issues are:
 - Information and communication; Professional, scientific and technical activities; Administrative services
 - Commerce, transport, accommodation and food service
 - Construction
- With 1 in 5 businesses saying it was having a major impact on overall performance
- Only around 1 in 10 businesses have taken action to address digital skills gaps with on the job training being the main action followed by external training and changing working practices

Continue to see increase in digital job vacancies as the economy transforms

- Just under 4,000 digital job vacancies in Staffordshire between Jan 2022 and Dec 2022 which is an increase compared to 3,400 a year earlier.
- The average advertised wage was £35.3K (Staffordshire median £29.2K) between Jan 2022 and Dec 2022 compared to £34.0K a year earlier and £35.0K two years earlier.

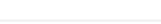
Unique Postings Trend



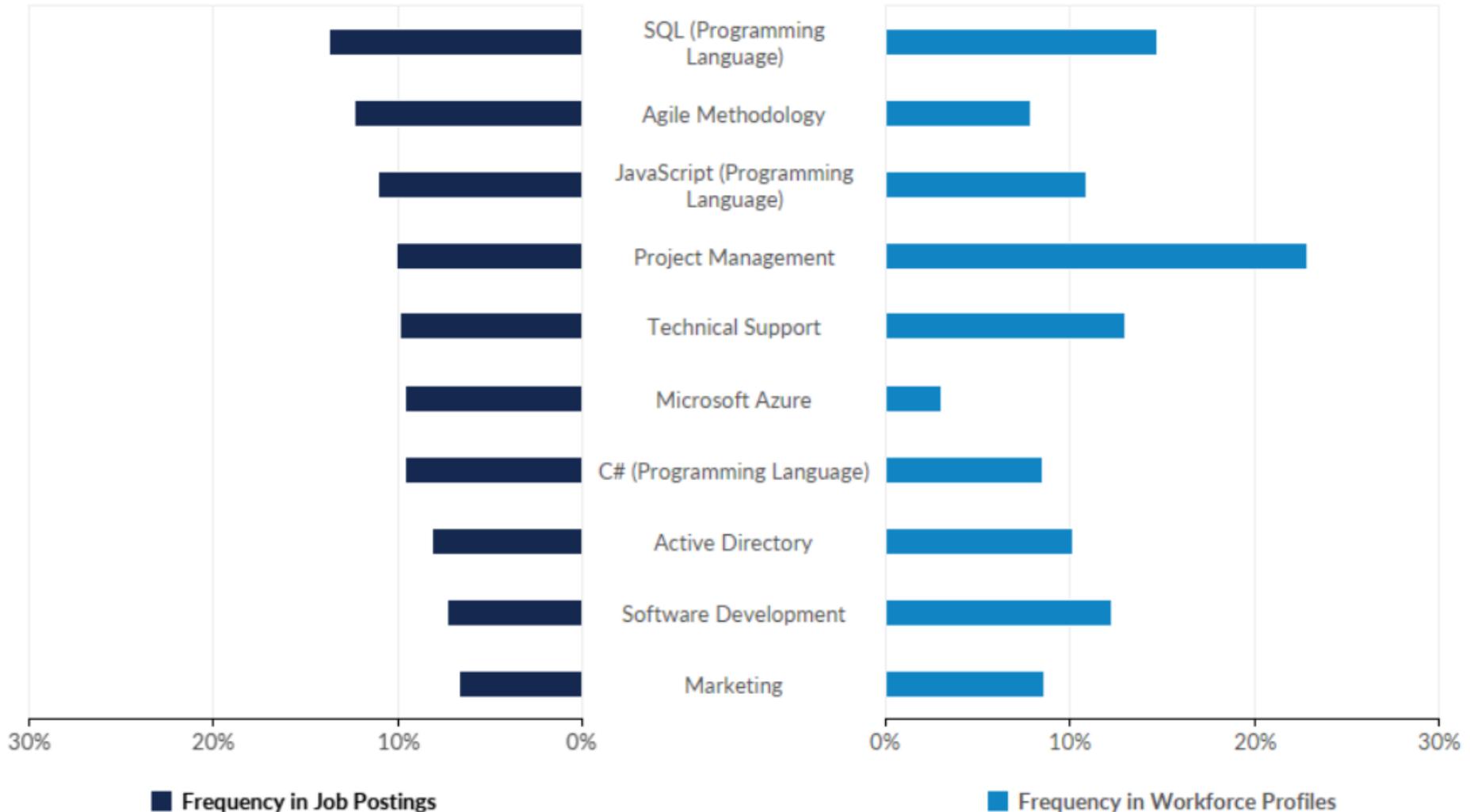
Digital – Occupations in Demand

- As well as seeing an overall increase in digital job vacancies they are also becoming more varied in nature with new occupations emerging.

Top Posted Occupations

Occupation	Total/Unique (Jan 2022 - Dec 2022)	Posting Intensity	Median Posting Duration
Software Developer / Engineer	1,734 / 752	2 : 1 	28 days
Computer Support Specialist	1,552 / 601	3 : 1 	29 days
Web Developer	357 / 199	2 : 1 	28 days
Technology Consultant	355 / 153	2 : 1 	29 days
Computer Systems Engineer / Architect	268 / 145	2 : 1 	30 days
IT Manager / Director	253 / 142	2 : 1 	30 days
IT Project Manager	195 / 101	2 : 1 	22 days
Network / Systems Administrator	166 / 90	2 : 1 	28 days
Data / Data Mining Analyst	154 / 81	2 : 1 	31 days
Cyber / Information Security Engineer / Analyst	168 / 79	2 : 1 	20 days
Software QA Engineer / Tester	161 / 77	2 : 1 	33 days
Network Engineer / Architect	99 / 63	2 : 1 	17 days
Mobile Applications Developer	120 / 56	2 : 1 	34 days
Data Engineer	92 / 52	2 : 1 	28 days
Database Administrator	96 / 52	2 : 1 	26 days
Customer Service Representative	94 / 50	2 : 1 	35 days
Office / Administrative Assistant	92 / 43	2 : 1 	29 days
Mechanical Engineer	65 / 42	2 : 1 	20 days
UI / UX Designer / Developer	69 / 38	2 : 1 	28 days
Systems Analyst	78 / 35	2 : 1 	25 days

Digital – Technical Skills in Demand



Digital – Transferable Skills in Demand

