

# Employment and Skills Opportunities & Challenges – Tamworth

**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 Tamworth.

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



# SWOT: Tamworth

- Above average employment rate
- Business survival rates good
- High GVA growth above average, highest GVA per job filled of all LAs
- Lower than average economic inactivity
- NVQ4+ skills levels improved 17% between 2017-2021
- Resident earnings above average

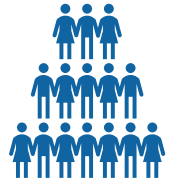
- Capitalise on new technologies such as AI and automation to drive key sectors
- Excellent connectivity to support growth
- Develop strong enterprise offer to encourage and support new SMEs
- Further promotion & development as key leisure and activities destination
- Repurpose town centre to encourage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



- Adult skills levels below average
- Business base growth rate below average
- Business start-up rate below region and national levels
- Job Vacancies bias towards low skilled roles
- Youth claimant rate higher than county and national levels

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

# Headline Findings



**85%** employment rate in 2022, higher than county, region and national averages



Low economic inactivity at **13%** in 2022, lower than Staffordshire and national averages



**£33,481** resident earnings higher than county and national averages, with **33%** growth 2017-22



GVA per job filled higher than county and national levels, with **22%** growth 2016-2021

# Business Growth and Key Sectors

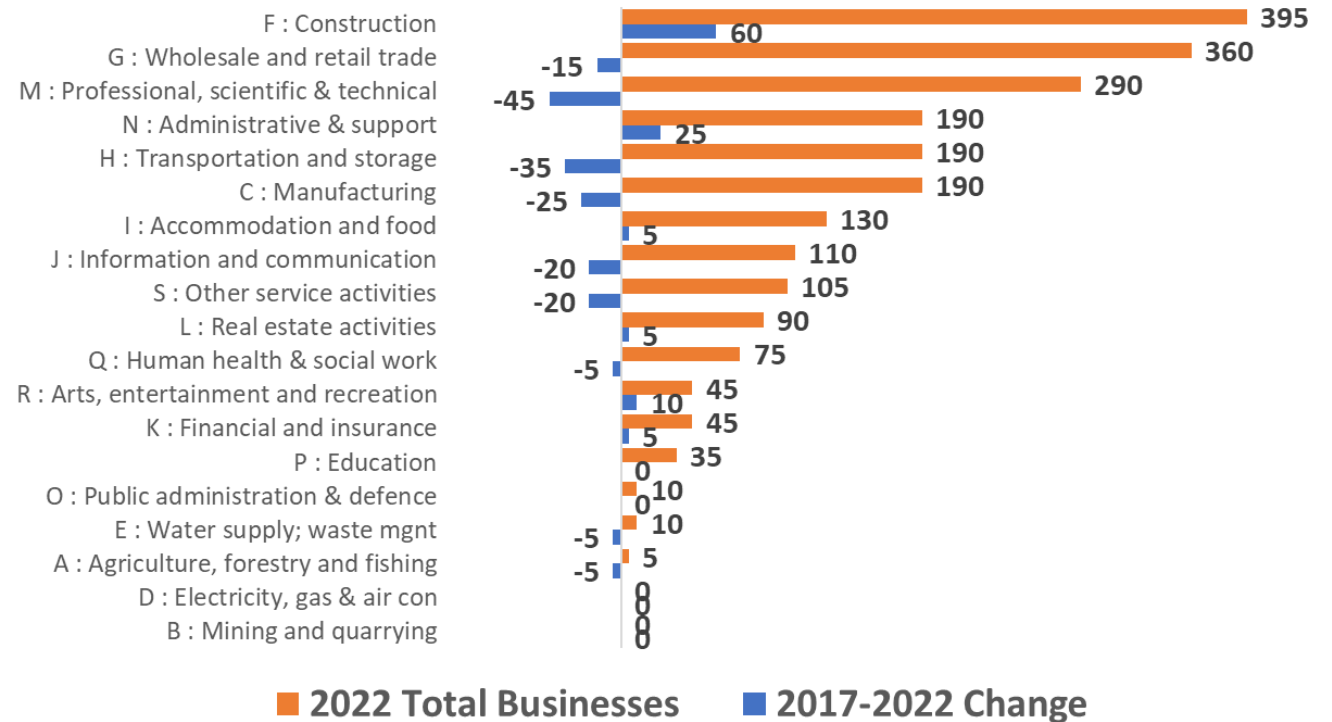
There were 2,280 businesses based in Tamworth in 2022. Between 2017-22 there were 55 fewer businesses, -2% growth.

Key sectors include Construction (395 businesses), Wholesale & Retail (360 businesses) and Professional, Scientific & Technical (290 businesses)

Strongest growth between 2017-22 in Construction (+60 businesses), Administration & Support (+25 businesses), Arts, Entertainment & Recreation (+10 businesses)

Notable declines between 2017-2022 in Professional, Scientific & Technical Services (-45 businesses), Transportation & Storage (-35 businesses), and Manufacturing (-25 businesses)

Total Businesses 2022 and Business Change 2017-2022



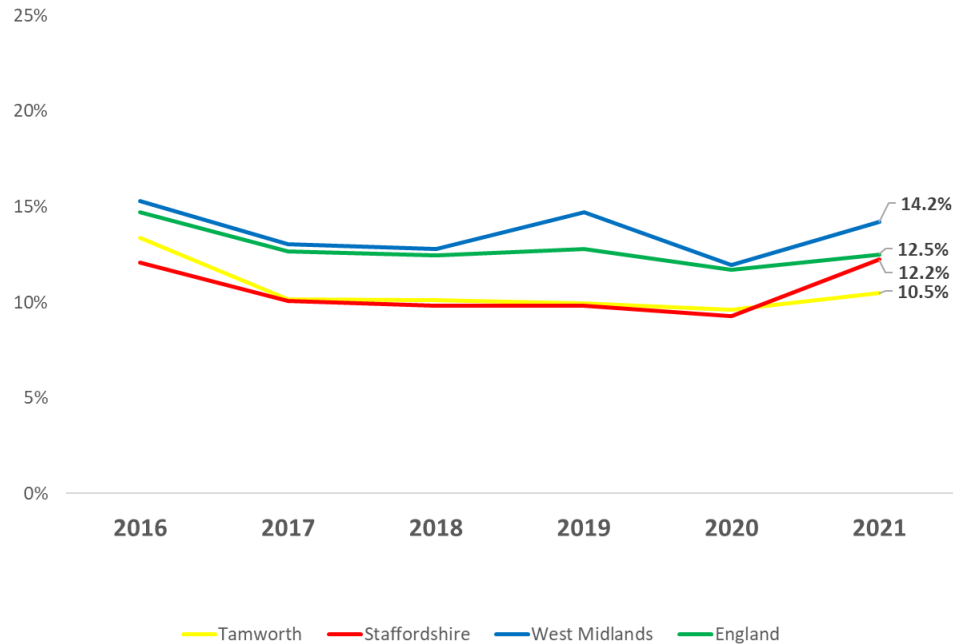
Source: UK Business Counts, 2023



# Business Start Ups and Closures

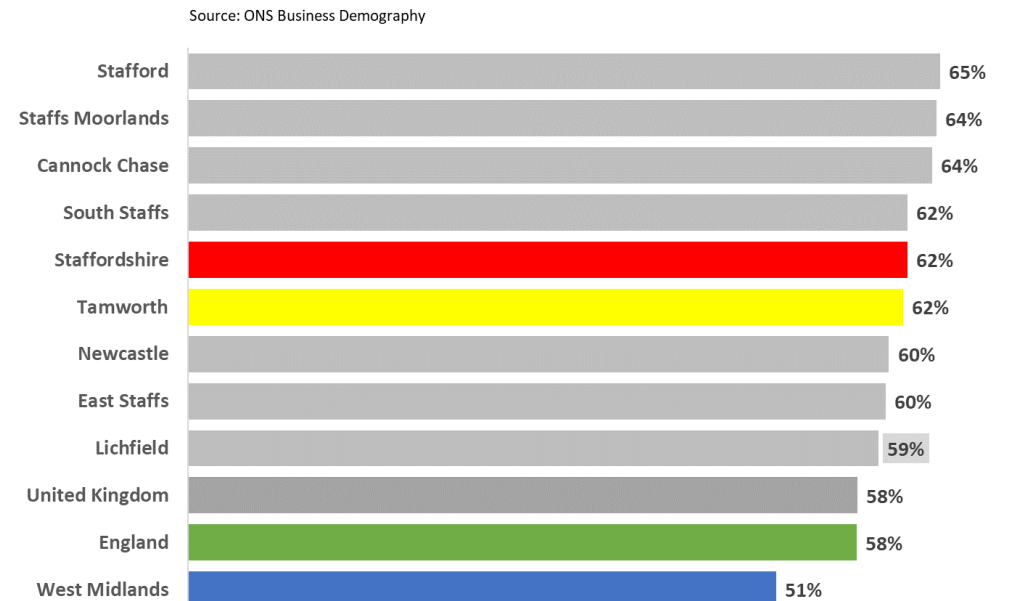
Tamworth Business Start Up Rate for 2021 at 10.5% is below county (12.2%), region (14.2%) and national (12.5%) averages.

Business Start up Rate 2016-2021 (%)



Tamworth has a good business survival rate at 62% in 2021 – same as county (62%), and above region (51%) and national (58%) averages

Business 3-Year Survival Rate 2021 (%)



Source: ONS Business Demography, 2023

# Key Employment Sectors

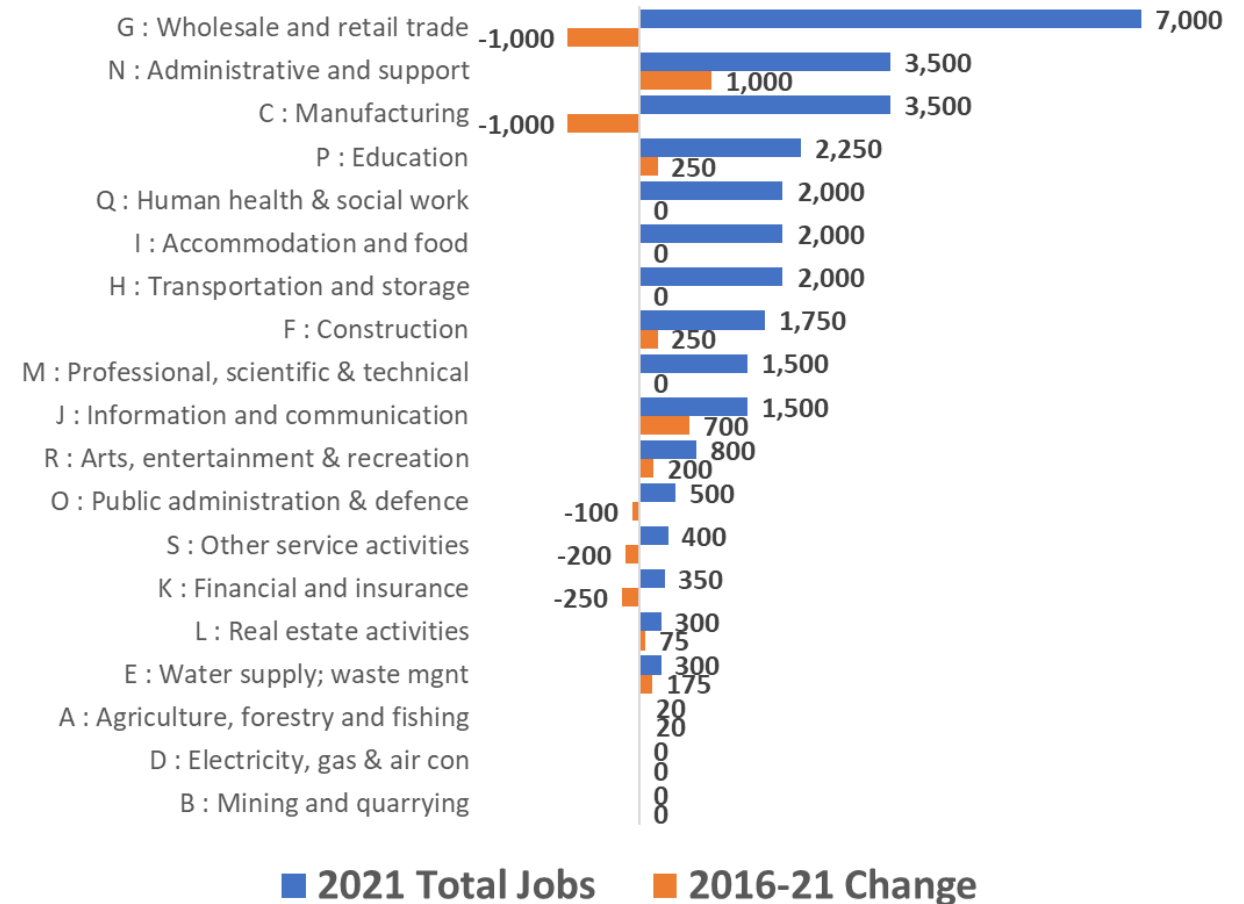
In 2021 there were a total of 29,670 jobs in Tamworth.  
An increase of 2,300 jobs or (+0.4%) between 2016-21

Key Sectors in 2021 include Wholesale & Retail (7,000 jobs), Administration & Support (3,500 jobs) and Manufacturing (3,500 jobs)

Strongest growth between 2016-21 in Administration & Support (+1,000), ICT (+700), Construction (+250) and Education (+250) sectors

Notable declines in growth between 2016-21 in Manufacturing (-1,000), Wholesale & Retail (-1,000) Financial & Insurance (-250) sectors

## Key Employment Sectors 2021 and change 2016-2021



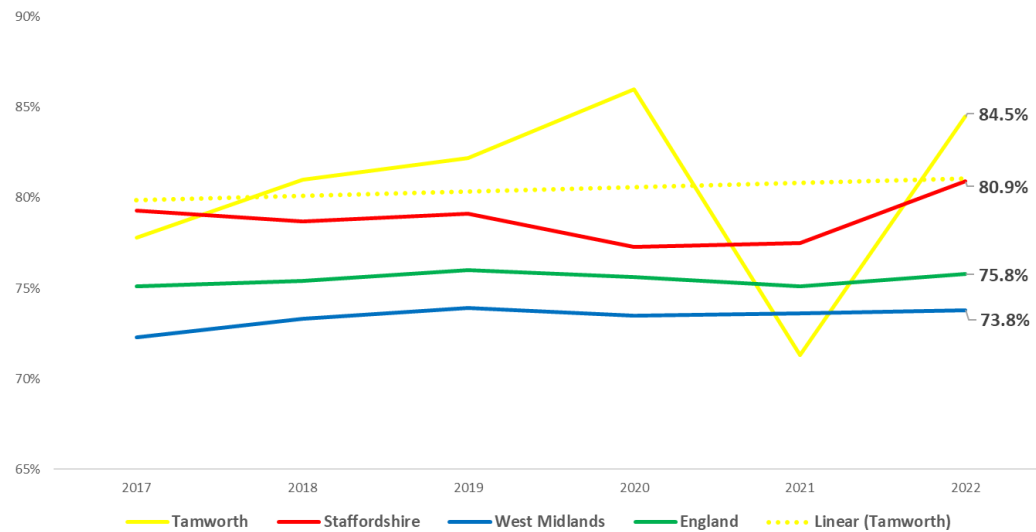
Source: Business Register & Employment Survey (BRES), 2023

# Employment Rate

**85%** or 39,100 Employment rate 2022 in Tamworth, higher than county 81%, region 74% and national average 76%

**13%** or 6,100 economically inactive residents January-December 2022, lower than county average 17% and lower than national average 21%.

Employment rate 2017-2022 (aged 16-64)



	Tamworth (%)	Staffordshire (%)	England (%)
Economic activity rate - aged 16-64	86.8	82.9	78.7
Employment rate - aged 16-64	84.5	80.9	75.8
% aged 16-64 who are employees	77.7	70.3	66
% aged 16-64 who are self employed	6.7	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	13.2	17.1	21.3

Source: Annual Population Survey, 2023



# Occupations

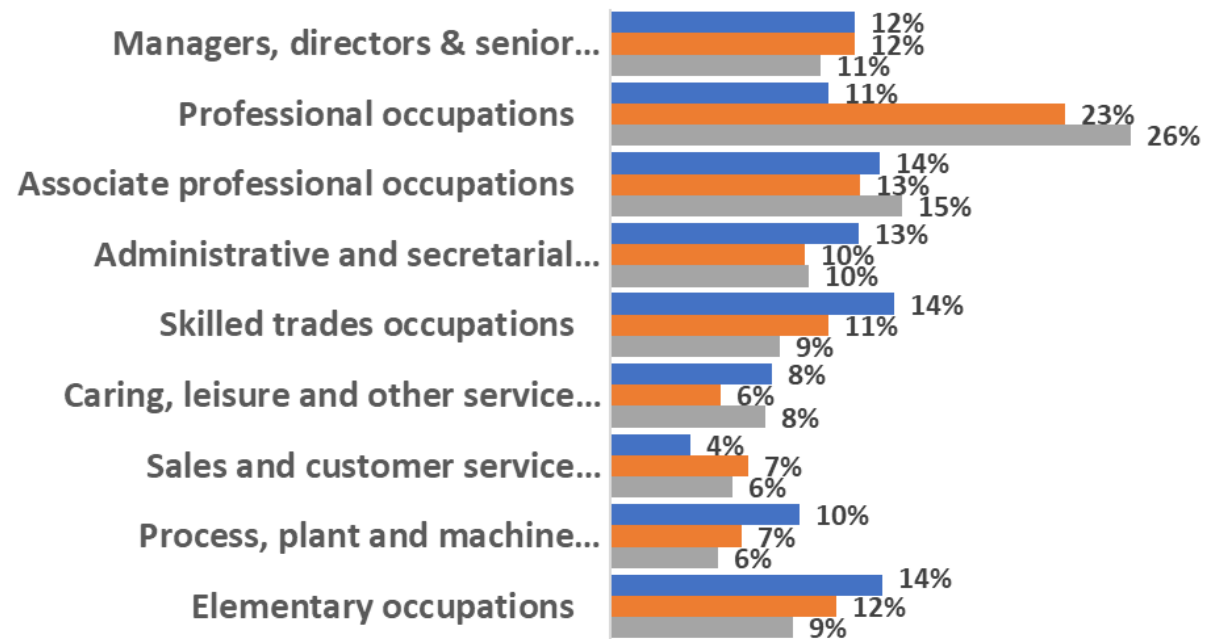
**37%** jobs in higher occupation groups in 2022, lower than county average 48% and national average 52%

**12%** of jobs in Managers, directors & senior officials compared to county average 12% and national average 11%

**14,700** residents in higher occupations

## Occupations % (Jan 22-Dec 22)

■ Tamworth %   ■ Staffordshire %   ■ England %



Source: ONS Annual population Survey, 2023

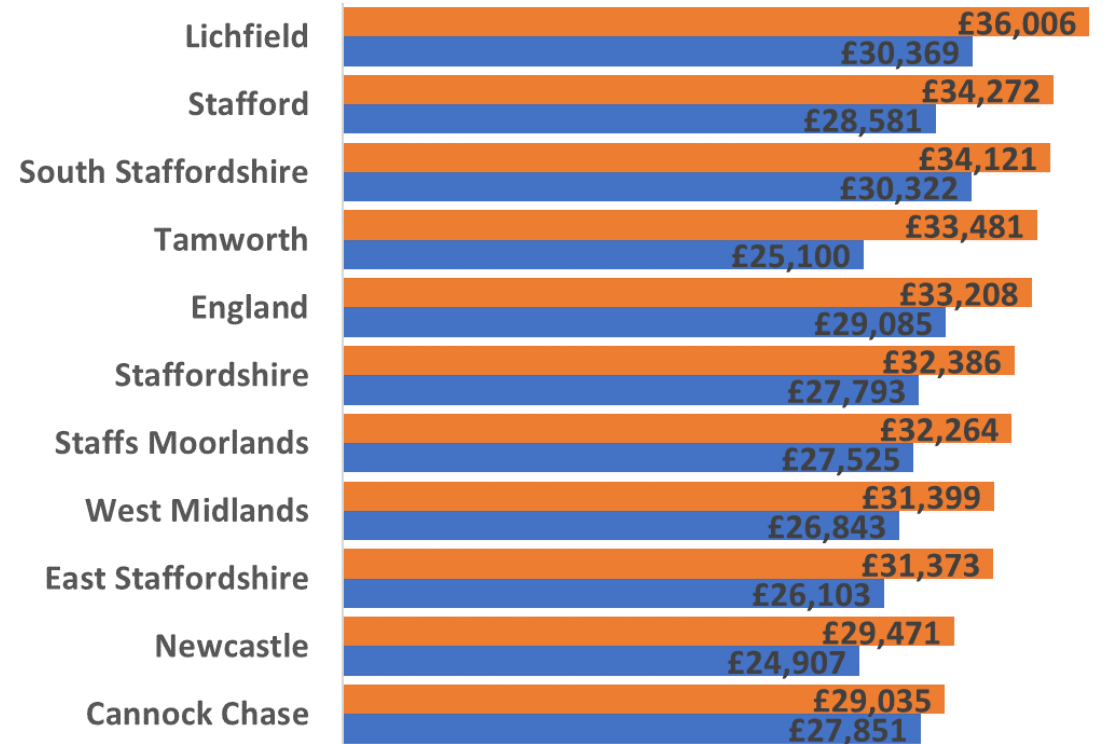
# Median Resident Earnings

**£33,481** average annual resident earnings  
Tamworth in 2022, higher than county average £32,386  
and national average £33,208

**33.4%** growth in Tamworth annual resident  
earnings 2017-2022, 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

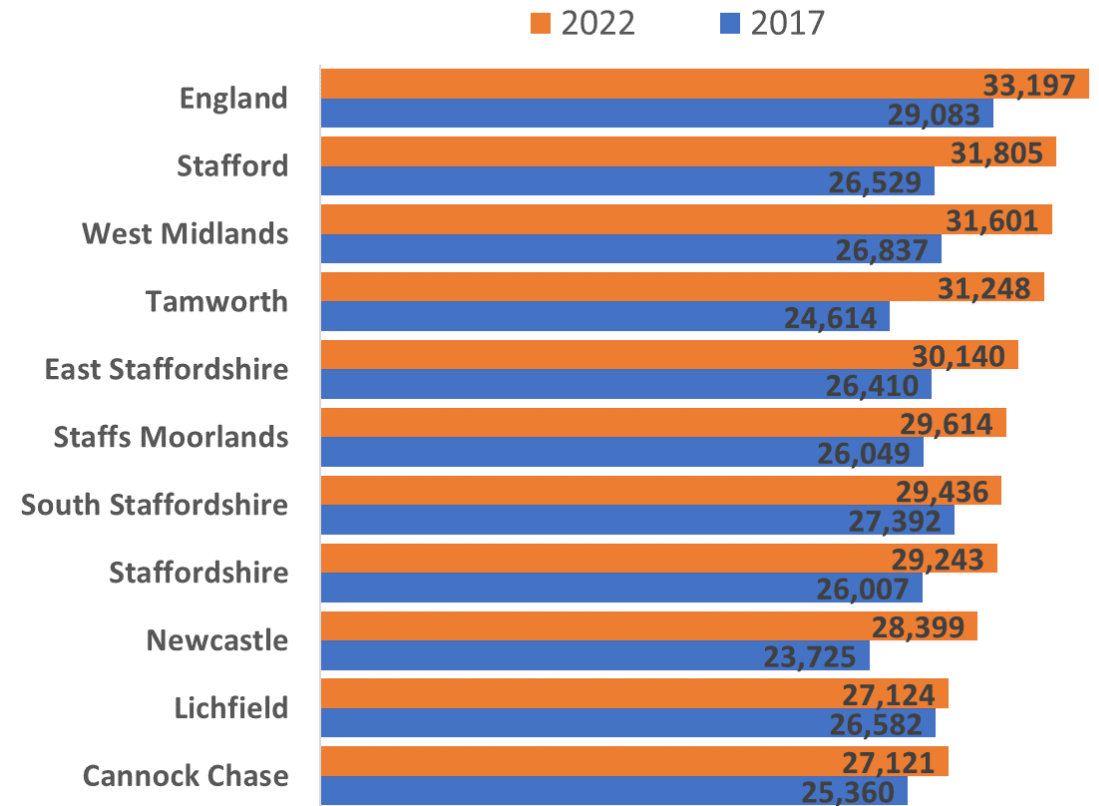
# Median Workplace Earnings

**£31,248** average annual workplace earnings Tamworth in 2022, higher than county average £29,243 although lower than national average £33,197

**27%** growth in Tamworth annual workplace earnings 2017-2022, highest growth of all LAs, higher growth than county average of +12.4% and national average of +14.1%

Average workplace earnings are **-6.7%** below resident earnings

Average Annual Earnings by Workplace (£) 2017-22



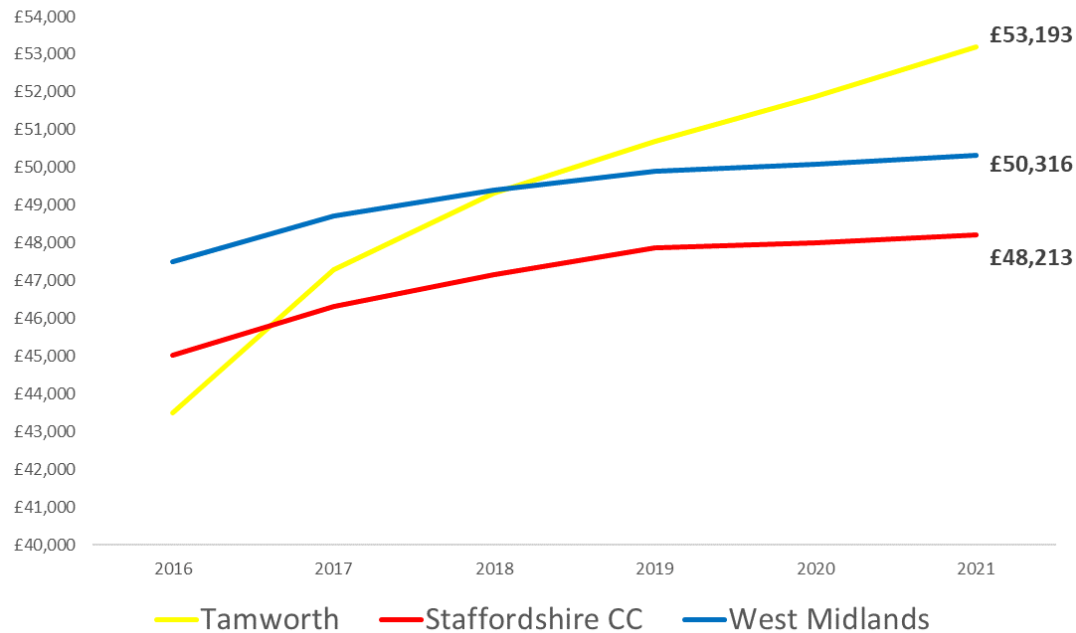
Source: ONS Annual Survey of Hours and Earnings, 2023

# Productivity (GVA per Job Filled)

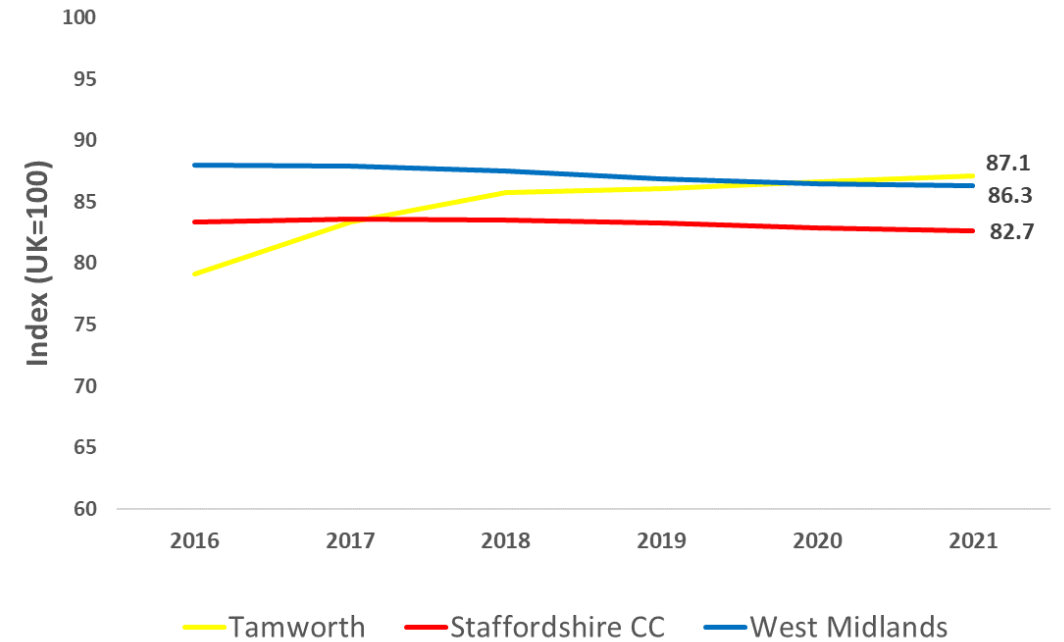
Tamworth GVA per job filled at £53,193 in 2021 has grown by +22% between 2016-21. This is higher than county level growth of +7% and national level growth of +8%.

Tamworth GVA per job filled is higher at +4.4% than the county average, +0.8% higher than the region average although 12.9% less productive than the UK average. Tamworth has the highest rate of all LAs.

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)

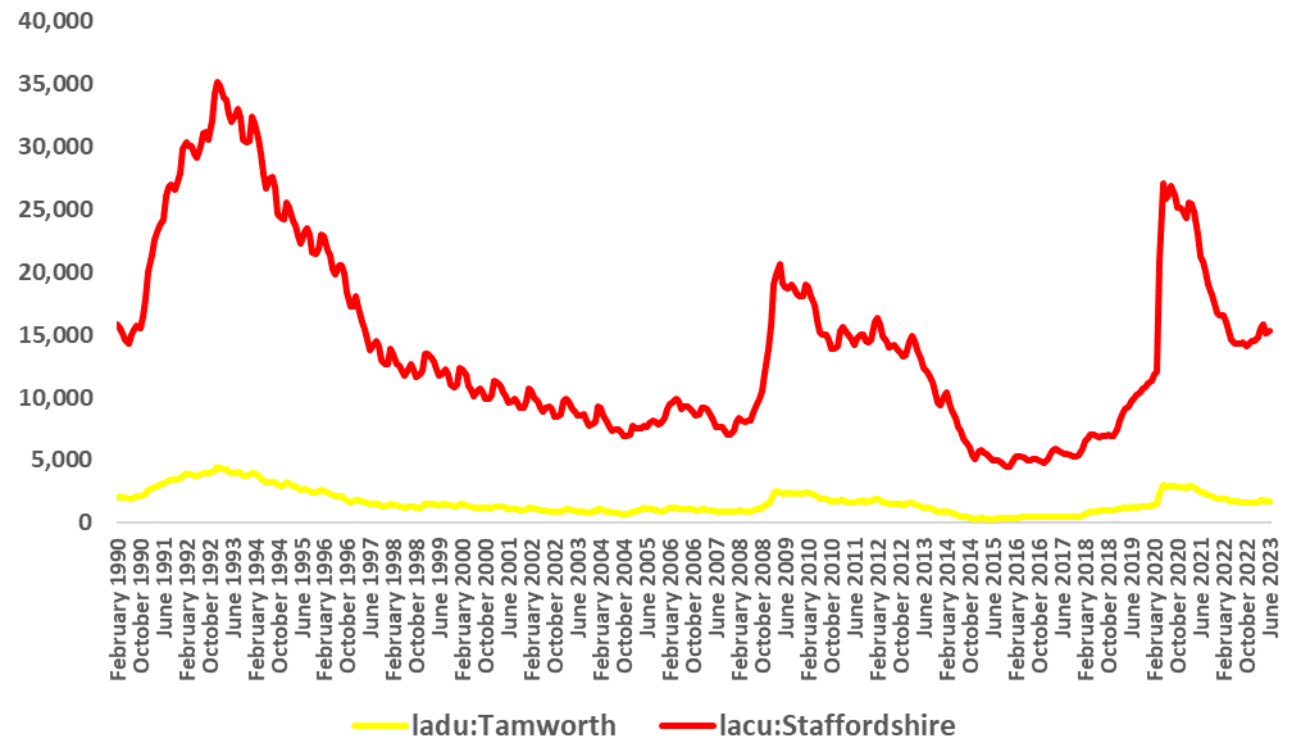
**3.4%** Claimant rate (aged 16-64, June 2023), higher than county average 2.9% but lower than national average 3.8%

**1,680** claimants aged 16-64 – June 2023

**6.4%** Youth claimant rate (18-24, June 2023), higher than county 4.6% and national average 4.8%

**365** youth claimants aged 18-24 –second highest youth claimant count of all districts, June 2023

Tamworth and Staffordshire Claimant Count



Source: NOMIS, June 2023)


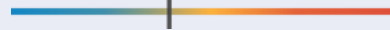





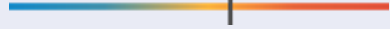

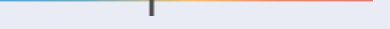
# Job Vacancies

**15,191** Unique postings July 2022 – June 2023

**£27,100** Median advertised salary July  
2022 – June 2023, **5%** increase since July 2022

**Retail Trade, Health &  
Social Care, Hospitality**  
highest vacancies July 2022 – June 2023

**Elementary Storage, Sales  
related and Van Drivers**  
occupations highest number of vacancies July 2022 –  
June 2023

Occupation	Total/Unique (Jul22-Jun23)	Ratio	Posting Intensity
Elementary Storage	2,903/805	4:1	
Sales Related	1,424/592	2:1	
Van Drivers	1,325/486	3:1	
Other Administrative	938/483	2:1	
Customer Service	1,223/454	3:1	
Care Workers	989/372	3:1	
Large Vehicle Drivers	994/369	3:1	
Cleaners & Domestic	858/340	3:1	
Kitchen/Catering Assist.	979/326	3:1	
Book Keepers, Payroll Mgrs & Wages Clerks	704/309	2:1	

Source: Lightcast June 2023



# Skills Gaps

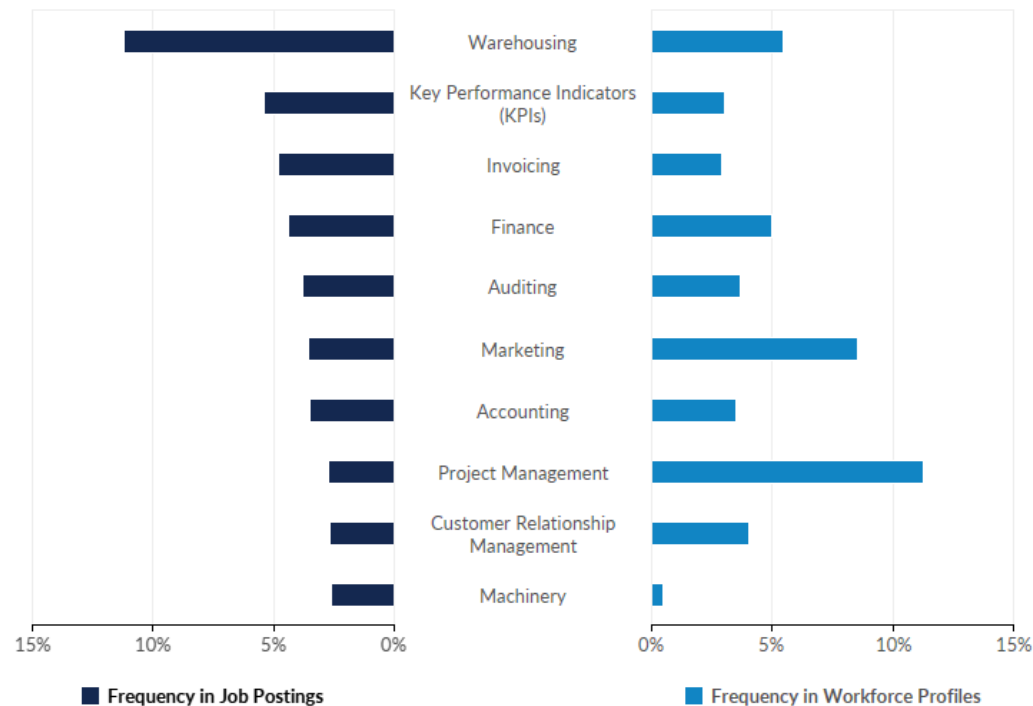
## Warehousing, KPIs and Invoicing

most in demand specialised skills

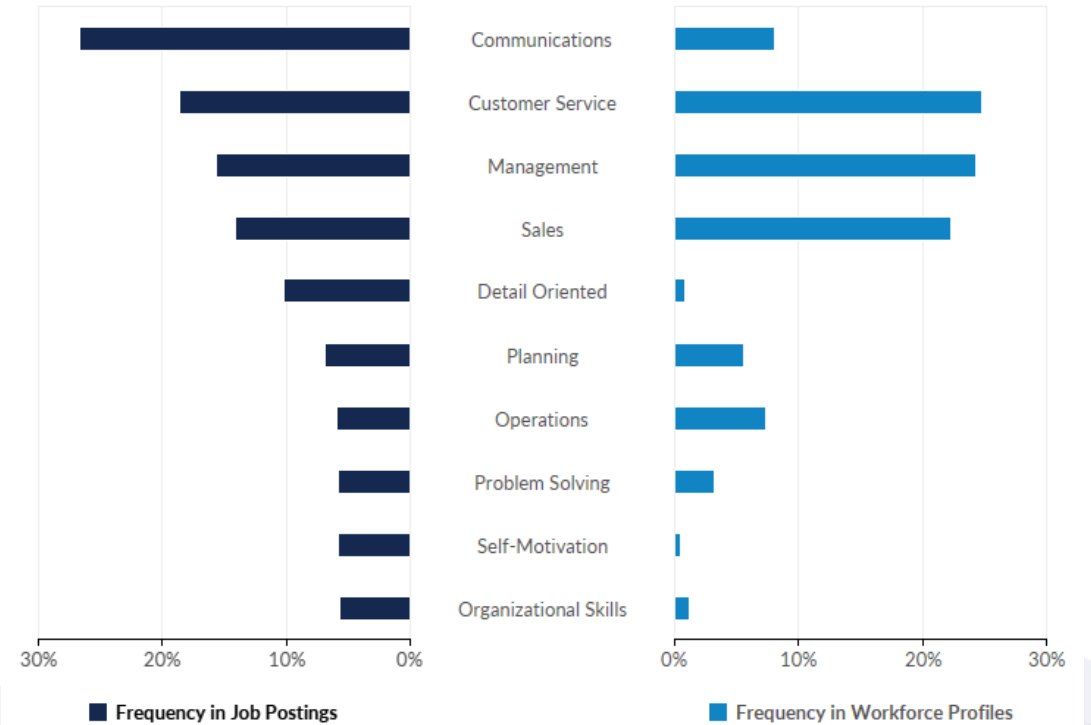
## Communications, Customer Service & Management

most in demand common skills

**Specialised Skills in Demand (2022-2023)**



**Common Skills in Demand (2022-2023)**



# Skills Levels

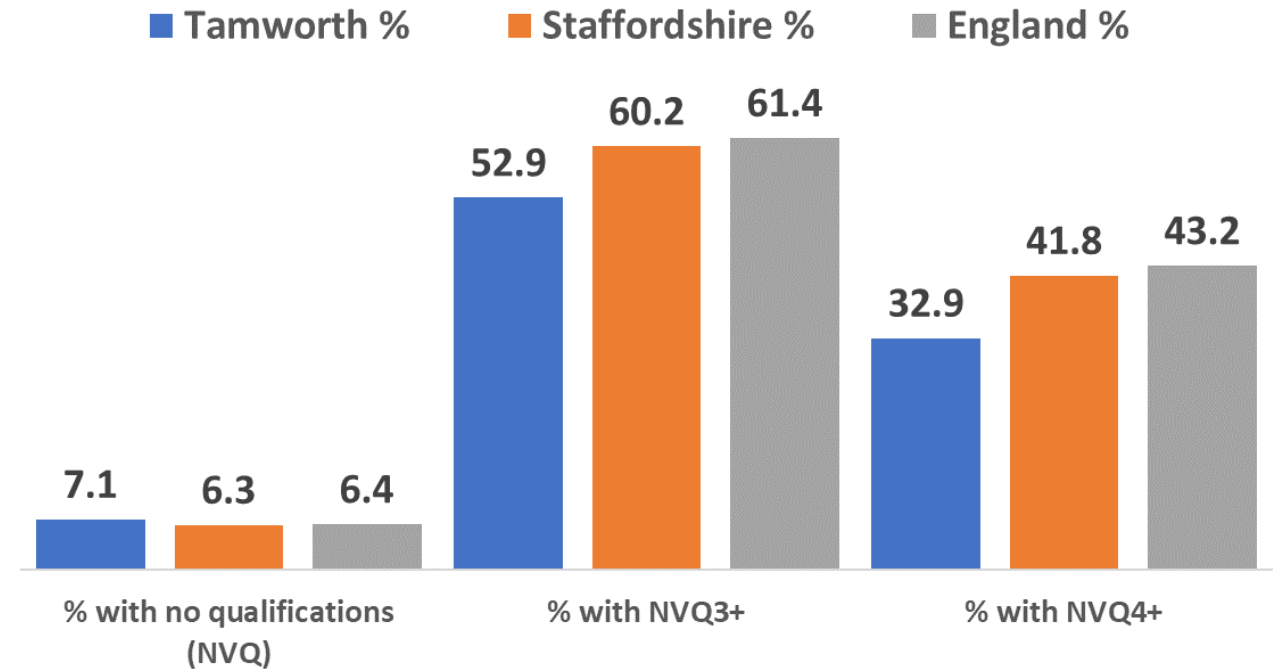
**7.1%** Adults with no qualifications, higher than county average 6.3% and national average 6.4%

**32.9%** Adults with NVQ4+, lower than county average 41.8% and national average 43.2%

**52.9%** Adults with NVQ3+, lower than county average 60.2% and national average 61.4%

NVQ4+ levels in Tamworth 2017-2021 improved by  
**+17%**

Adult Qualifications 2021 (%)



Source: ONS Annual Population Survey , 2023

# Apprenticeship Starts

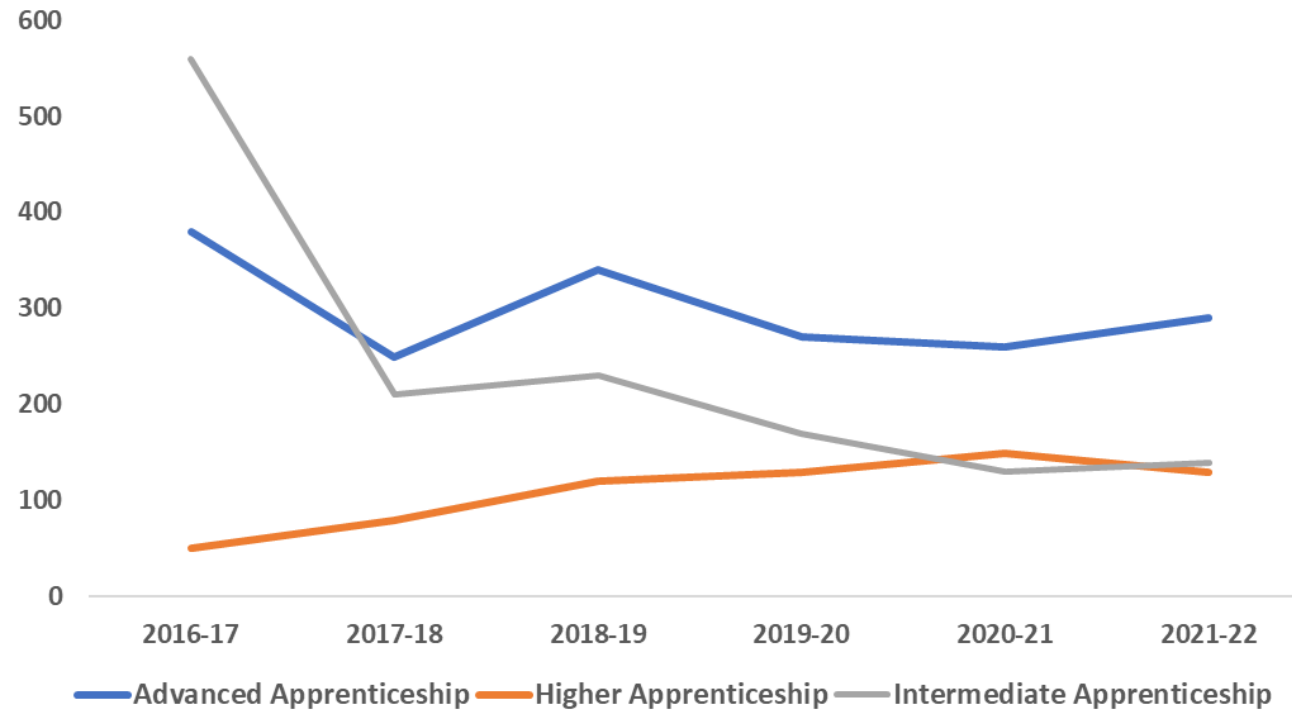
Tamworth has seen a **44%** fall in Apprenticeship Starts between 2016/17 and 2021/22 from 1,010 to 570 similar to a 32% decline seen in Staffordshire.

Tamworth has seen a **160%** increase in Higher Level Apprenticeships from 50 in 2016/17 to 130 in 2021/22. While there has been a 75% decline in Intermediate Level Apprenticeships from 560 to 140 this is similar to the 66% fall seen in Staffordshire.

The 25+ age group account for the highest proportion of apprenticeship starts in Cannock Chase at **49%** or 280

In 2021/22, **30%** or 170 of Apprenticeship Starts in Tamworth were in Business, Administration & Law. Other popular subject areas included Health, public Services & Care at 30% or 170 and Engineering & Manufacturing Technology at 18% or 100.

Tamworth Apprenticeships by Level



Source: DfE/Individualised Learner Record

# Opportunities for Growth and Development



Further develop partnerships and support for new businesses. Tamworth already has a good business survival rate of **62%** (2021) better than region (51%) and national (58%) levels



Continue to improve education and skills levels to boost productivity and growth as **7.1%** of adults have no qualifications, higher than county 6.3% and national 6.4% averages



Capitalise on strong GVA growth of **+22%** between 2016-21 which is higher than county level growth of +7% and national level growth of +8%.



Address high youth claimant rate of **6.4%** (18-24, 2023), higher than county and national averages – key to future growth and continued strong employment rate