

# Employment and Skills Opportunities and Challenges - Tamworth

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 Tamworth.



# SWOT: Tamworth

- Above average employment rate
- Business survival rates above average
- Claimant rate lower than regional & national
- Economic inactivity below national level
- High GVA growth above average, highest GVA per job filled of all LAs
- Jobs growth of +3% 2017-22
- 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 well below average
- Business base negative growth 2018-23
- Business start-up rate below regional and national levels
- Job Vacancies bias to low skilled roles
- Percentage of higher occupation jobs below average
- Youth claimant rate highest of all LAs & above county, regional & national levels

- Adapting amenities and town centre to be future proof and sustainable
- Addressing labour skills shortage
- Attracting new business investment
- Continuing to increase productivity and supporting new business development
- Encouraging Apprenticeship training
- Raising aspirations amongst young people and improving skills levels generally

# Headline Findings



**83%** employment rate in 2023, higher than regional and national averages



Economic inactivity at **17%** in 2023, higher than Staffordshire level but below national average



**£34,878** resident earnings higher than county and regional averages, with **27%** above average growth 2018-23



GVA (per job filled) highest of all LAs and **+5%** more productive than UK average

# Business Growth and Key Sectors

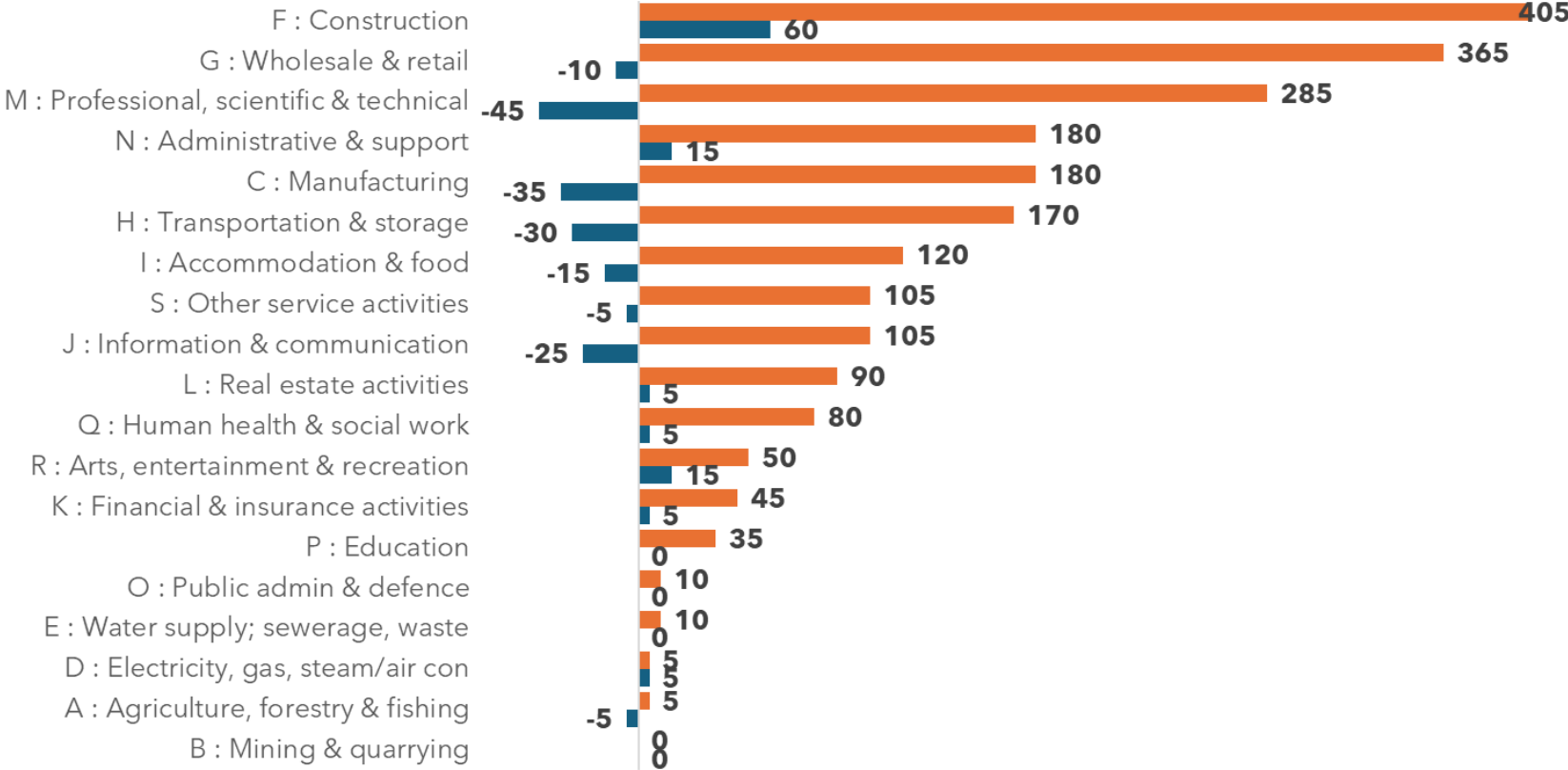
There were 2,240 businesses based in Tamworth in 2023. In 2018-23 there were 60 fewer businesses, -3% negative growth. This contrasts with Staffordshire +0.3, region +3% and nation +2% growth.

Key sectors include Construction (405 businesses), Wholesale & Retail (365 businesses), Professional, Scientific & Technical (285 businesses).

Strongest growth 2018-23 in Construction (+60 businesses), Administrative & Support (+15 businesses), Arts, Entertainment & Recreation (+15 businesses).

Notable declines 2018-2023 in Professional, Scientific & Technical (-45 businesses), Manufacturing (-35 businesses), Transportation & Storage (-30 businesses).

### Total Businesses 2023 and Business Change 2018-2023



■ 2023 Total Businesses ■ 2018-2023 Change

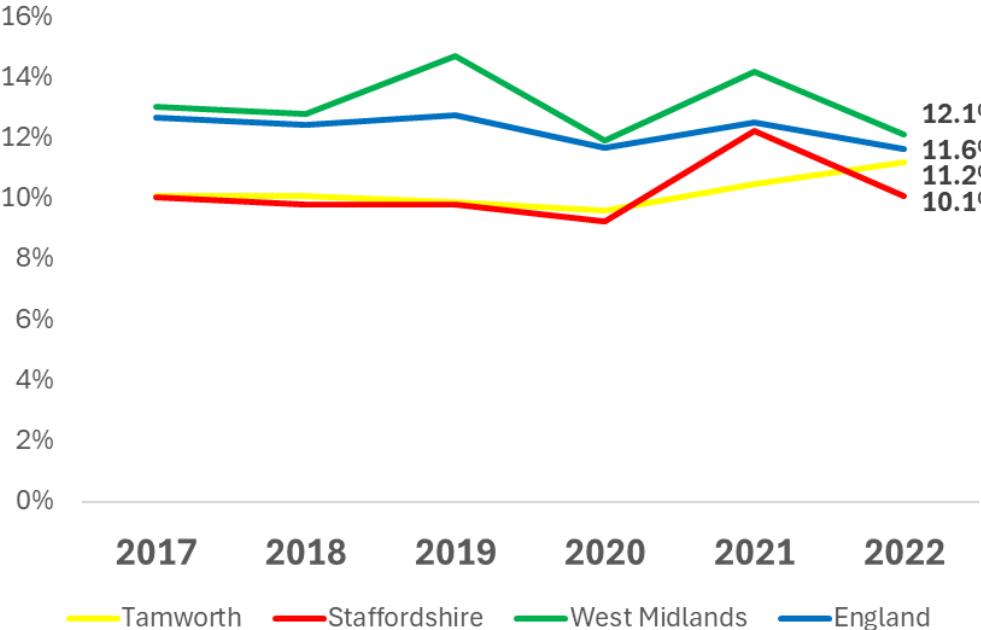
Source: UK Business Counts 2024

# Business Start Ups and Closures

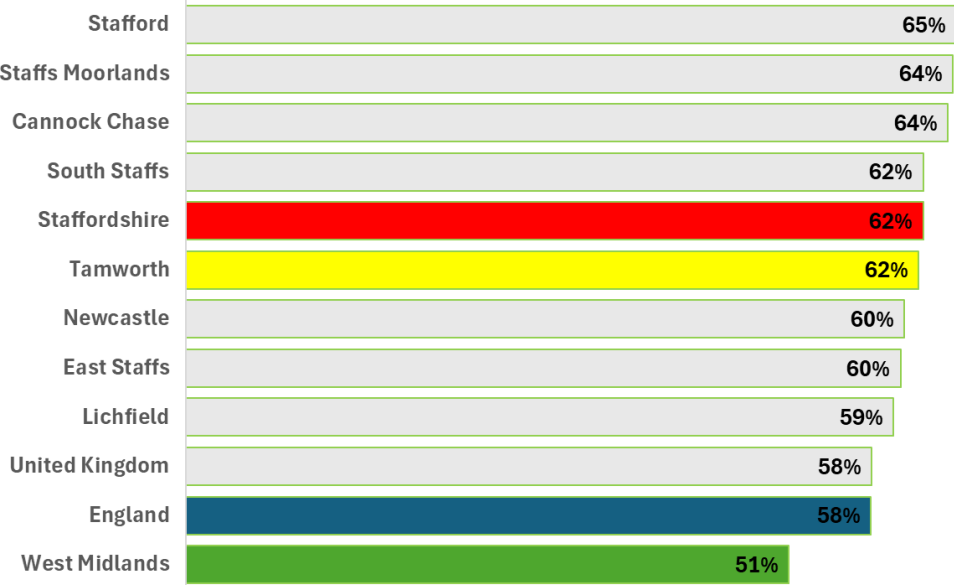
Tamworth Business Start Up Rate 2022 at 11.2% is above county 10.1%, but below regional 12.1% and national 11.6% averages. Tamworth has a lower Business Death Rate at 11.2% than region 12.7% and nation 12% and in line with county 11.1%.

Tamworth has a high business survival rate at 62% in 2022 – in line with the county (62%), and higher than the 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

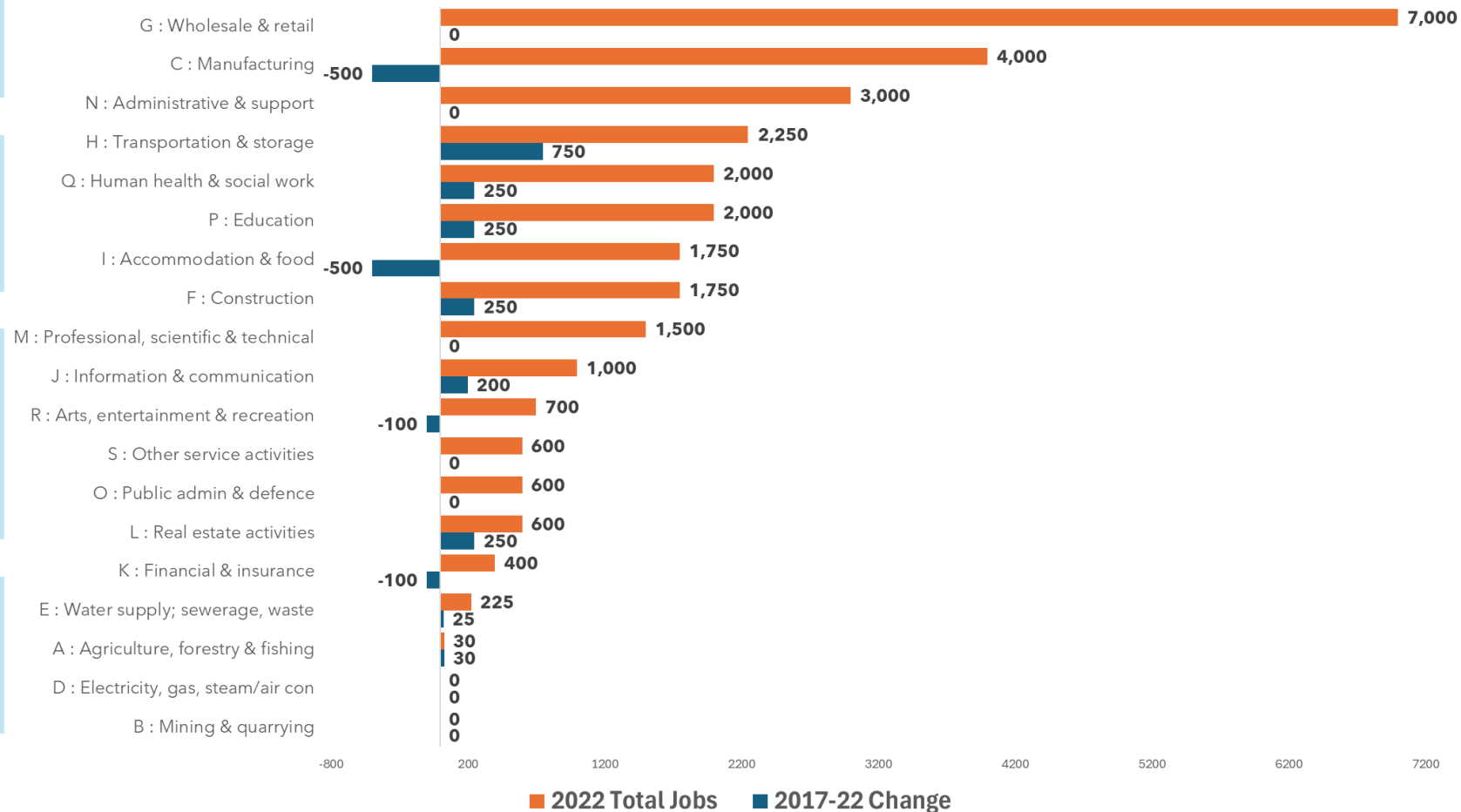
In 2022 there were a total of 29,400 jobs in Tamworth. There has been an additional +805 jobs between 2017-22 or (+3%).

Key Sectors in 2022 include Wholesale & Retail (7,000 jobs), Manufacturing (4,000 jobs) and Administrative (3,000 jobs).

Strongest growth between 2017-22 in Transportation & Storage (+750); Construction, Education, Real Estate, Human Health (all +250) sectors.

Notable declines in growth between 2017-22 in Manufacturing (-500); Accommodation & Food (-500) sectors.

Key Employment Sectors 2022 and Change 2017-2022

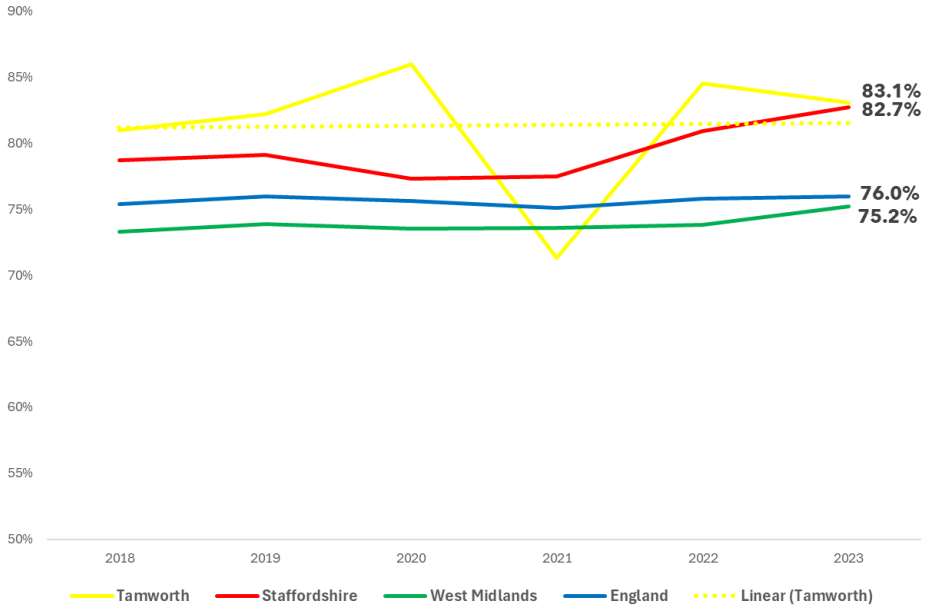


# Employment Rate

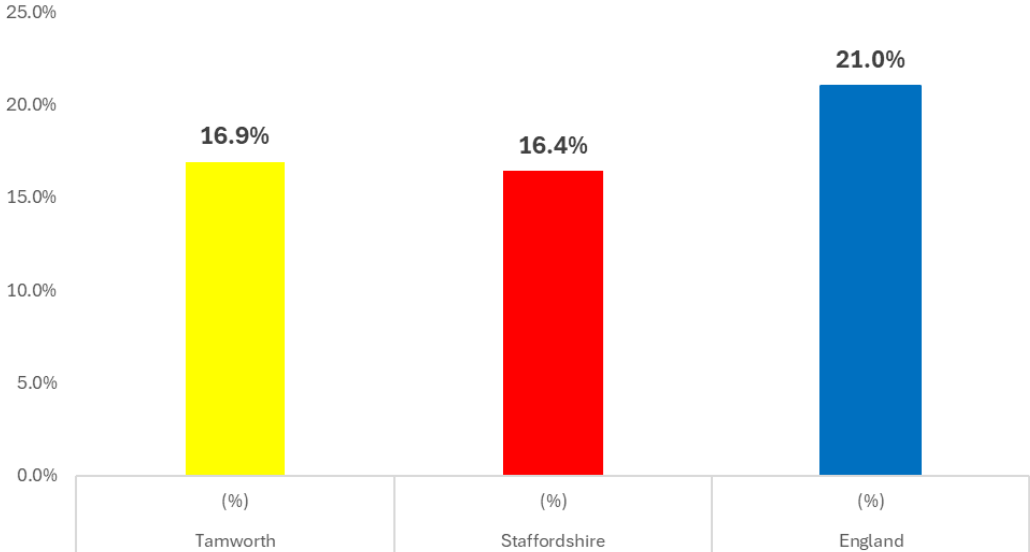
**83%** (40,000 residents in employment) employment rate 2023 in Tamworth, in line with county average 83%, and higher than regional 75% and national 76% averages.

**17%** or 8,200 economically inactive residents January-December 2023, higher than county average 16% but lower than regional 21% and national average 21%.

Employment rate 2018-2023 (aged 16-64)



% Economically Inactive - aged 16-64 (2023)



Source: Annual Population Survey, 2024



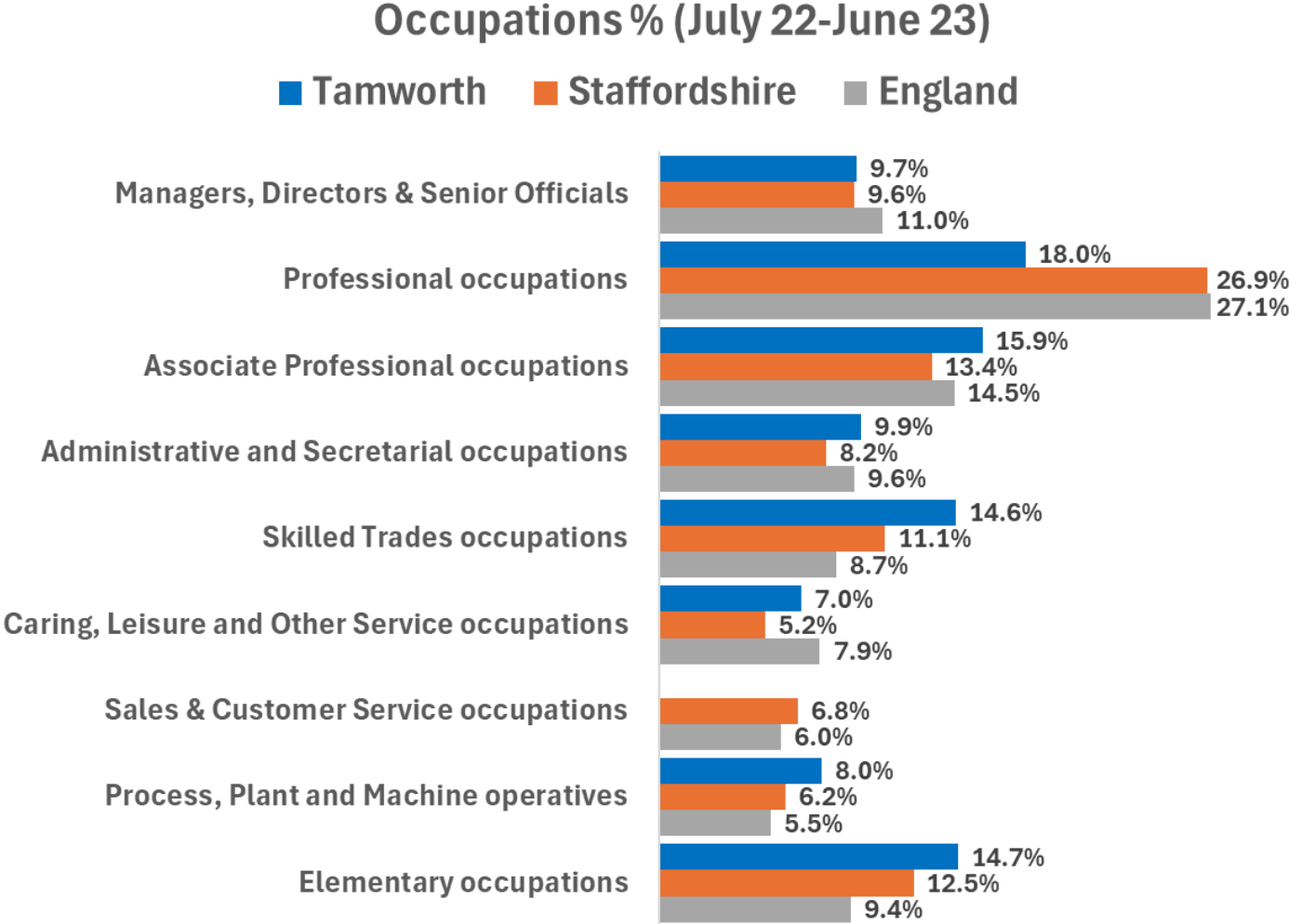
# Occupations

**44%** of jobs in higher occupation groups in July 2022-June 2023, lower than the county 50% and national 53% averages.

**18%** of jobs in professional occupations lower than county 27% and national 27% averages.

**10%** Managers, Directors & Senior Officials in line with county 10% but lower than national average 11%.

Source: ONS Annual Population Survey, 2024

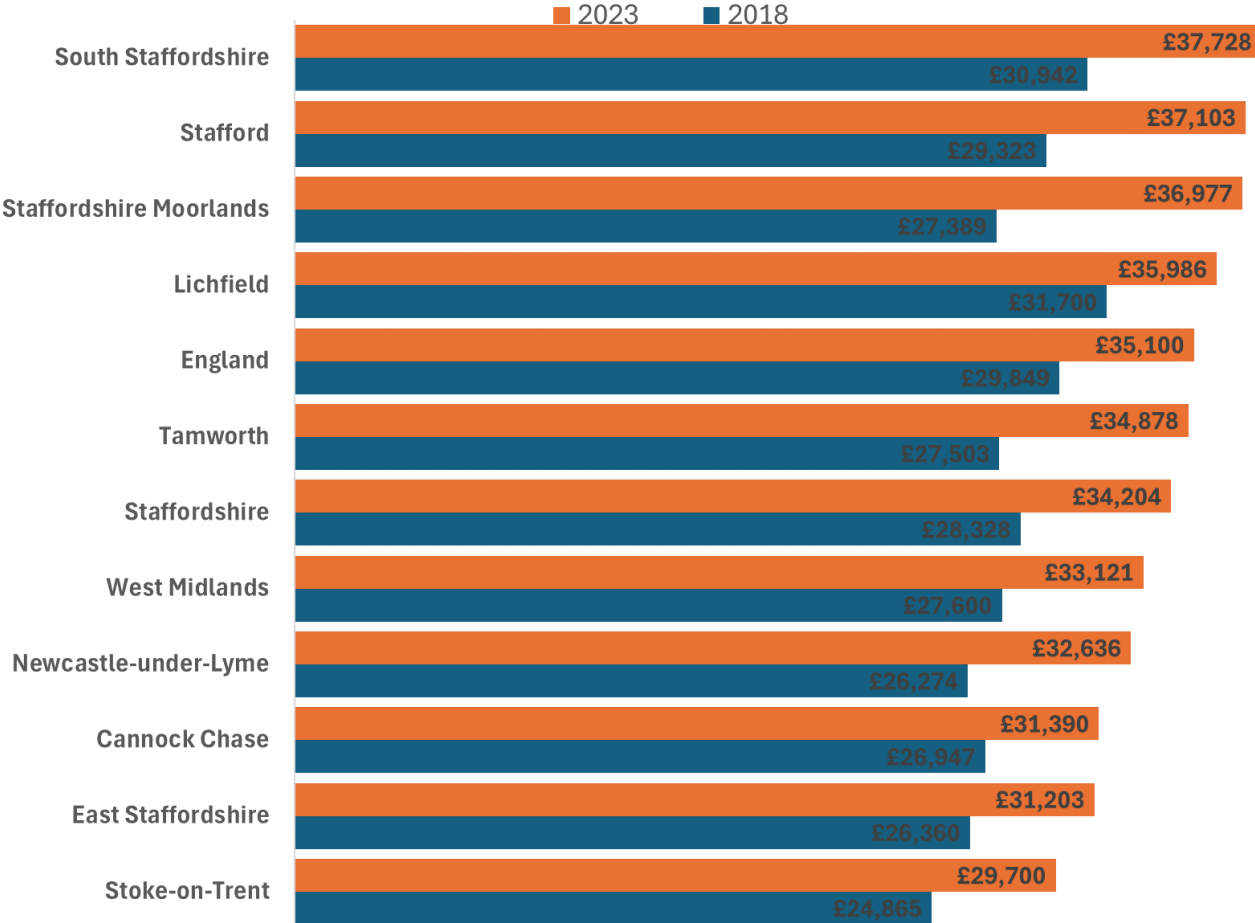


# Median Resident Earnings

**£34,878** average annual resident earnings Tamworth in 2023, higher than county £34,204 and regional £33,121 averages, but lower than national average £35,100.

**26.8%** growth in Tamworth annual resident earnings 2018-2023, one of the highest percent increase of Staffordshire LAs and higher than county +20.7%, regional +20.0% and national +17.6% averages.

Average Annual Earnings by Resident (£) 2018-23



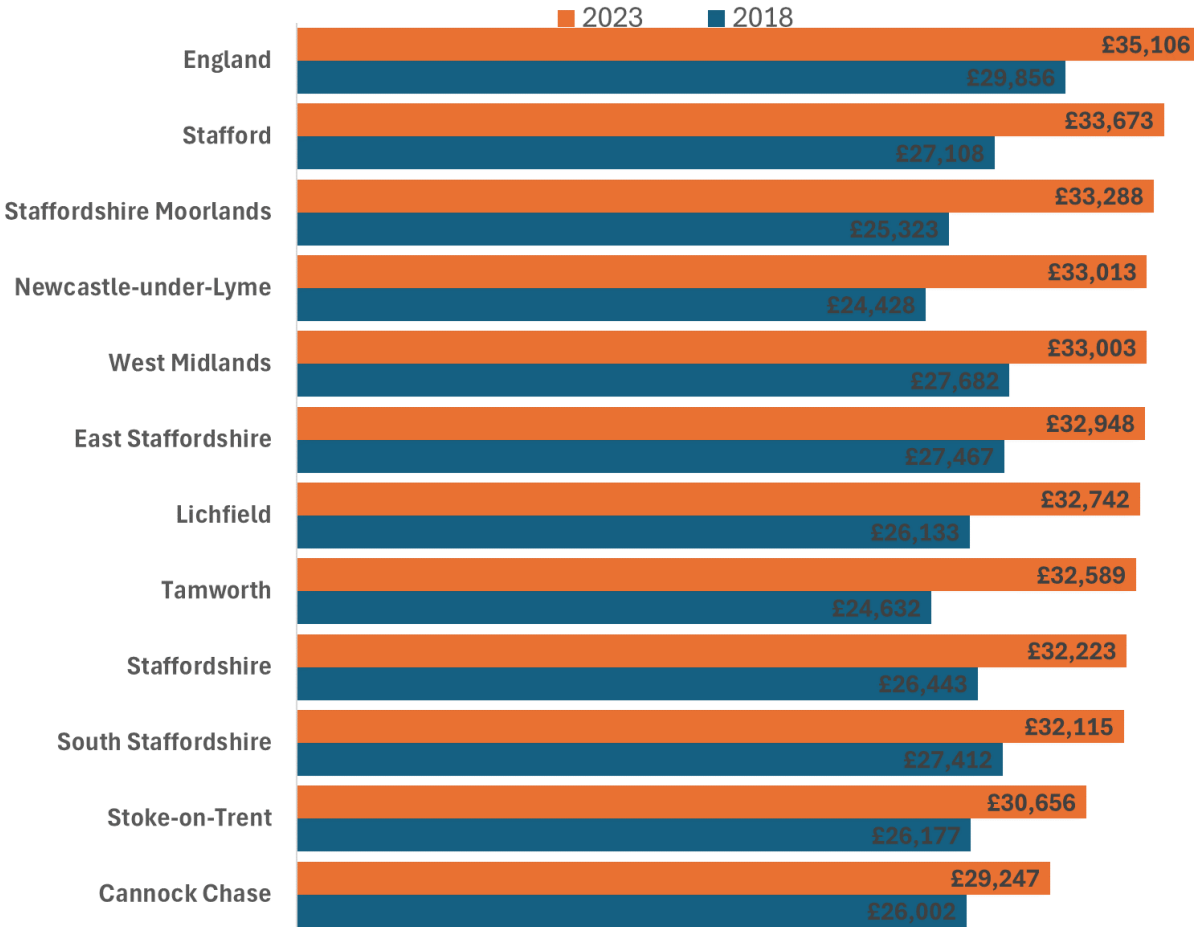
Source: ONS Annual Survey of Hours and Earnings, 2024

# Median Workplace Earnings

**£32,589** average annual workplace earnings Tamworth in 2023, higher than the county £32,223, but lower than the regional £33,003 and national £35,106 averages.

**32.3%** growth in Tamworth annual workplace earnings 2018-2023, one of the highest percent increase of Staffordshire LAs. Tamworth is higher than county +21.9%, regional +19.2% and national +17.6% averages.

Average Annual Earnings by Workplace (£) 2018-23



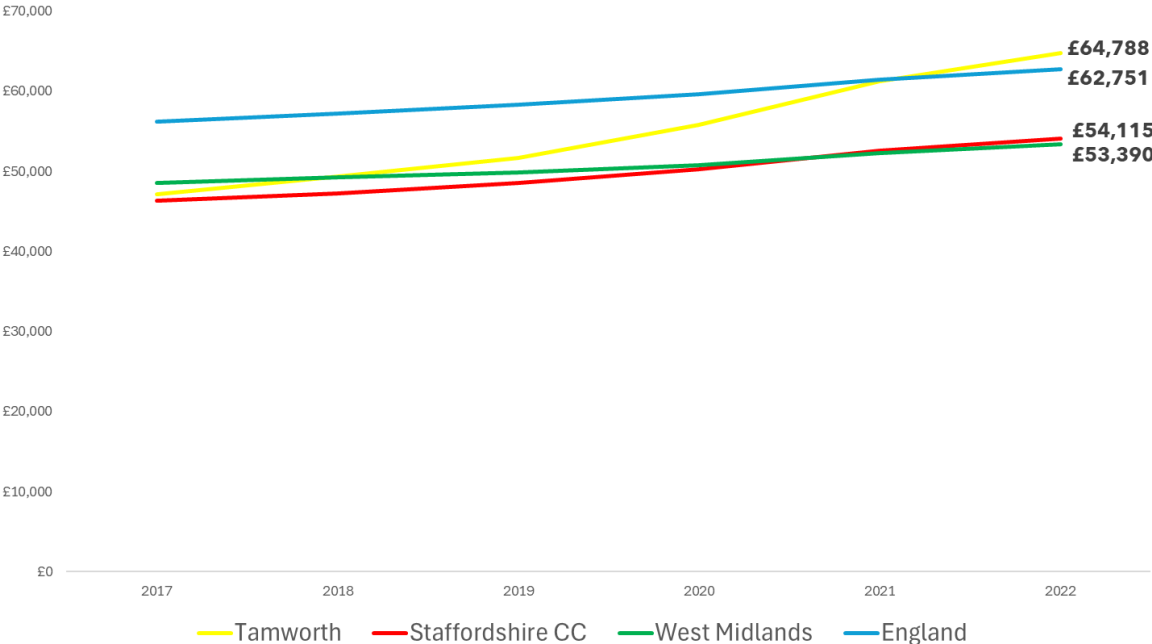
Source: ONS Annual Survey of Hours and Earnings, 2024

# Productivity (GVA per Job Filled)

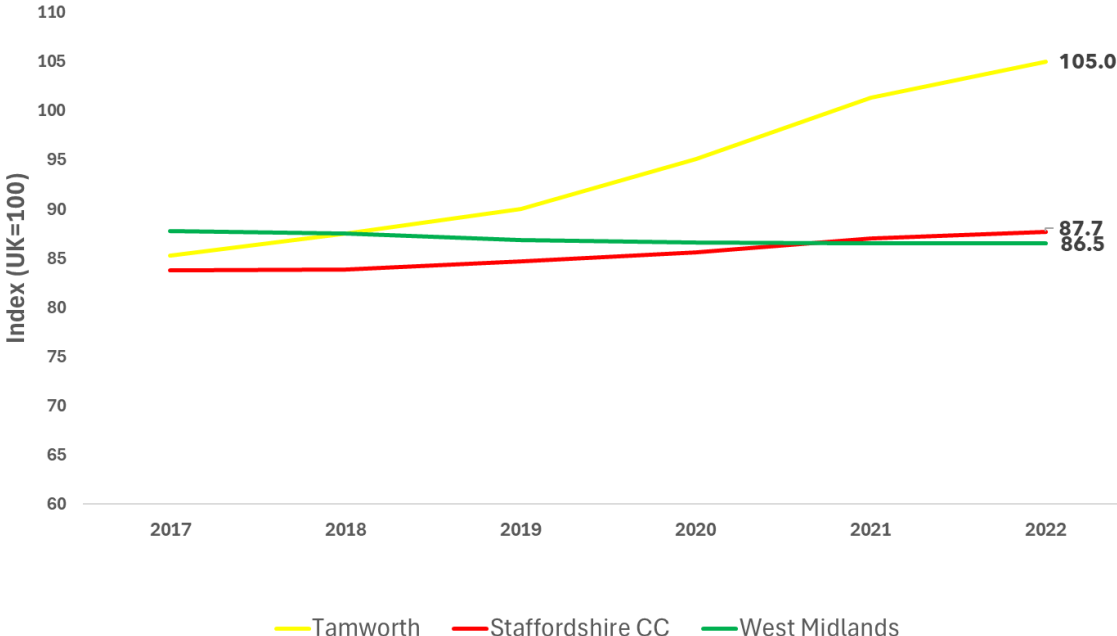
Tamworth GVA per job filled at £64,788 in 2022 has grown by +37% between 2017-22. This is the highest of all LAs and higher than county +17%, regional +10% and national level growth +12%.

Tamworth GVA per job filled is +17.3% higher than the county average, +18.5% higher than the regional and +5% more productive than the UK average. Tamworth has the highest GVA per job filled of all LAs in Staffordshire.

GVA per Job Filled Growth (£) 2017-2022



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



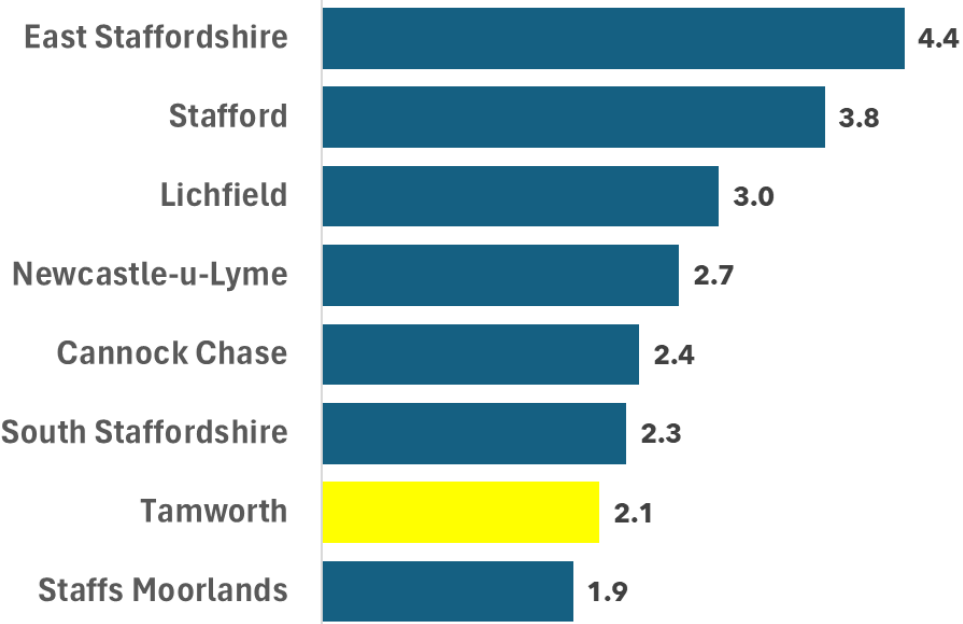
Source: ONS Productivity 2024

# GVA Growth

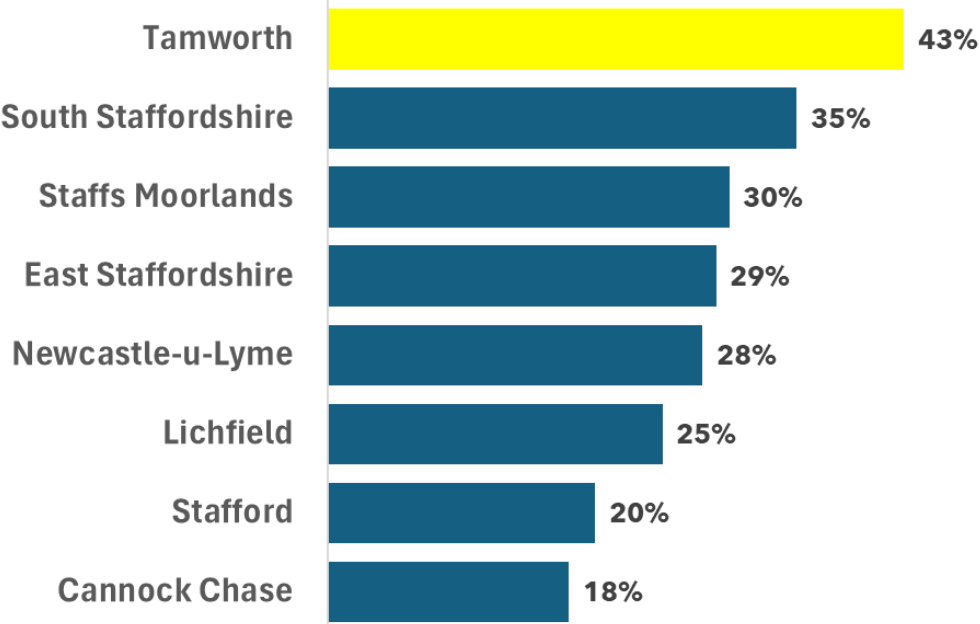
Tamworth economy in 2022 worth £2.1 billion total GVA. Largest sectors by GVA include Wholesale & Retail £534 million; Construction £281 million; Administrative £222 million.

Tamworth total growth £638 million (+43%), highest growth of all LAs. This is higher than +21% growth in England, +18% West Midlands and +27% Staffordshire.

Total GVA (£billion) 2022



Total GVA Growth 2017-2022 (%)



Source: ONS Regional GVA (balanced) by Local Authority 2024

# Claimant Rate

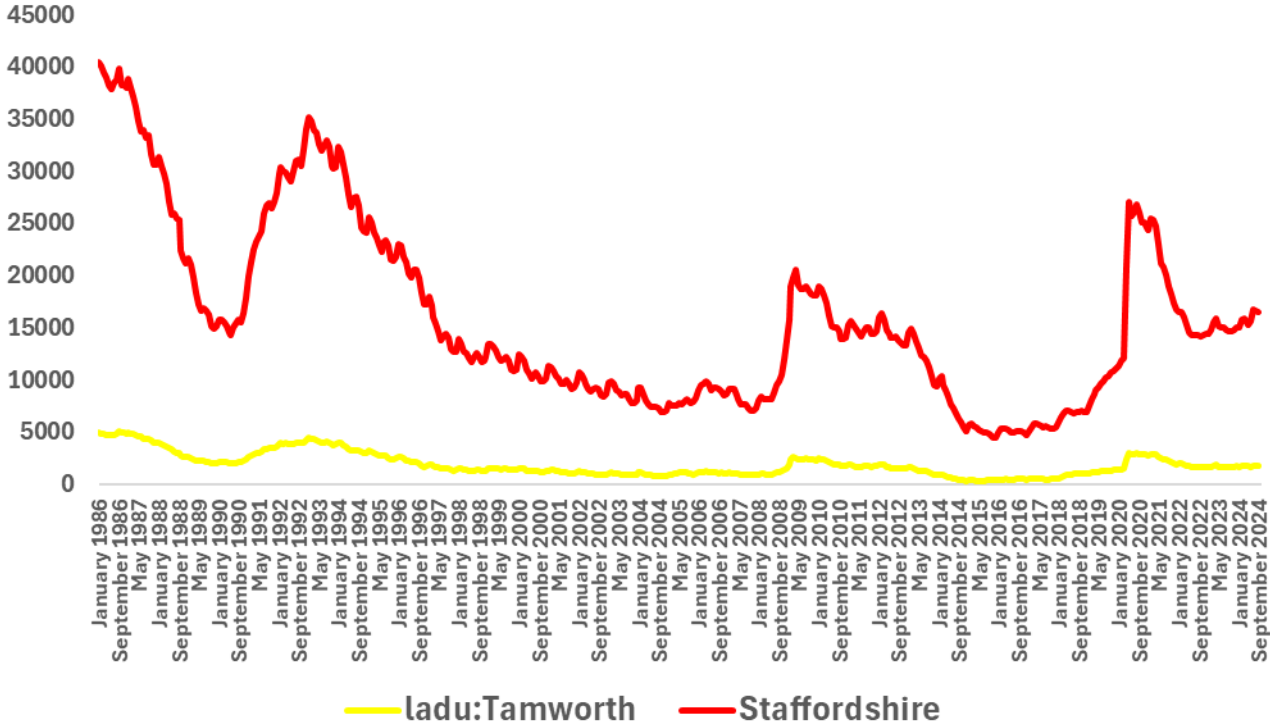
**3.5%** Claimant rate in September 2024, higher than county average 3.1% but lower than regional 5.8% and national 4.4% averages.

**1,690** claimants in September 2024, +13% increase since March 2020, lower than county +37%, regional +49% and national 47% averages.

**6.4%** Youth claimant rate in September 2024, highest of all LAs and higher than county 4.9% and national 5.4% averages, but lower than regional 7.5% average.

**365** youth claimants in September 2024, +24% increase since March 2020, lower than county +27%, regional +35% and national +29% averages.

Tamworth and Staffordshire Claimant Trend



Source: NOMIS September 2024

# Job Vacancies

**15,500** Unique postings July 23–June 24

**£30,000** Median advertised salary July 2023–June 24

**Human Health, Retail Trade & Education** highest vacancies July 2023–June 24

**Sales Related and Warehouse Operatives** highest number of vacancies July 2023–June 24

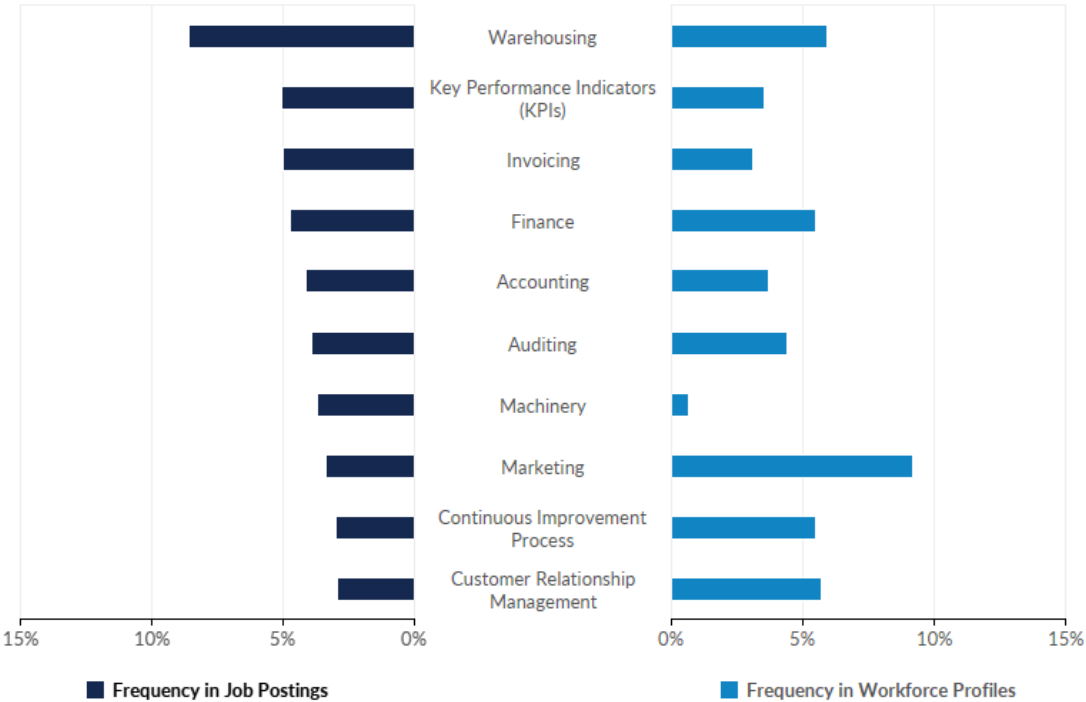
Source: Lightcast 2024

Occupation	Total/Unique (Jul22-Jun23)	Posting Intensity
Sales Related	1,295/561	2:1
Warehouse Operatives	1,336/495	3:1
Customer Service	1,003/406	2:1
Cleaners & Domestics	1,127/405	3:1
Book-keepers, Payroll Mgrs & Wages Clerks	784/385	2:1
Large Vehicle Drivers	799/376	2:1
Secondary Education Teaching Professionals	732/351	2:1
Fork-lift Truck Drivers	943/324	3:1
Vehicle Technicians	763/309	2:1
Care Workers	709/296	2:1

# Skills Gap

**Warehousing, KPIs and Invoicing**  
most in demand Specialised Skills

**Communication, Management and Customer Service**  
most in demand Common Skills



Source: Lightcast 2024

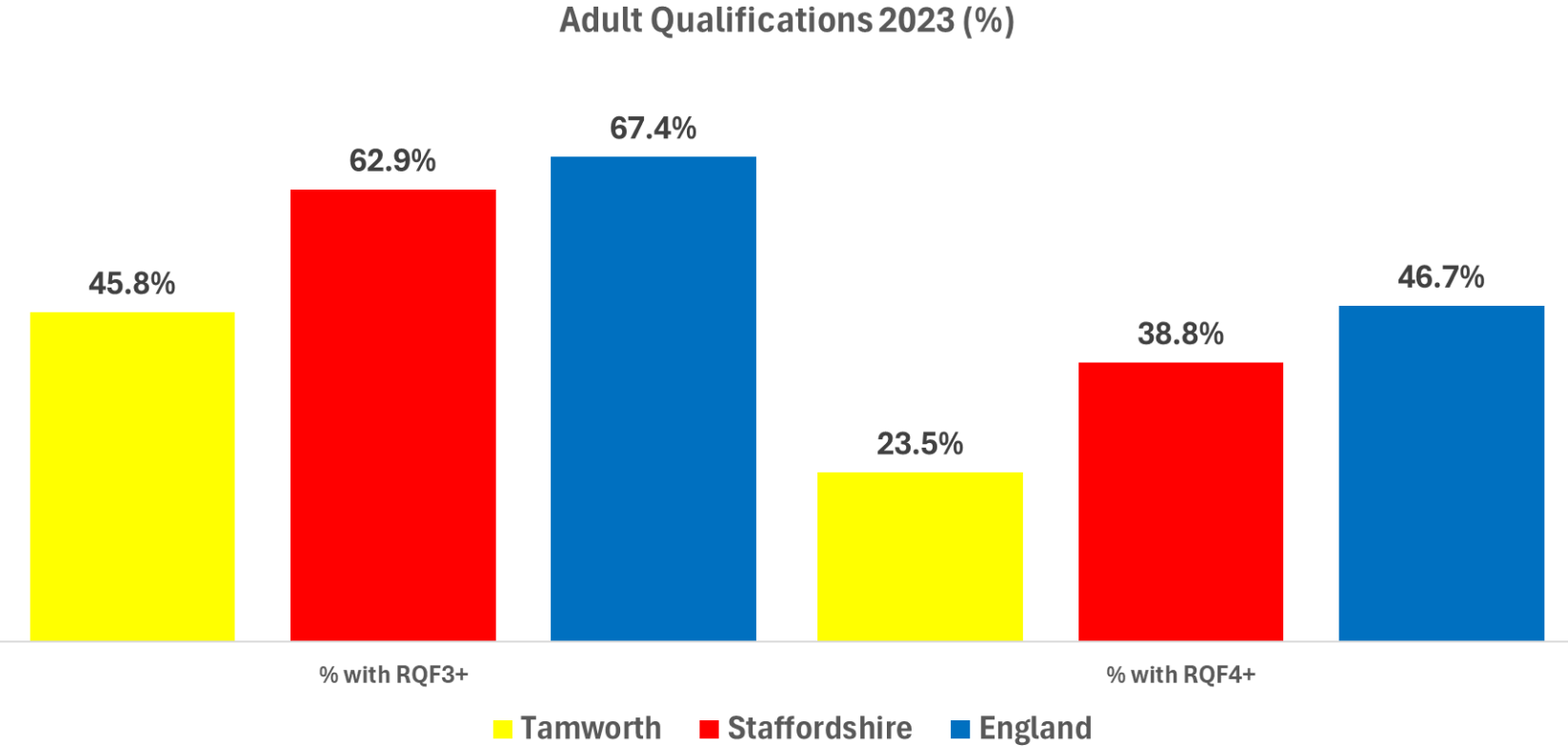


# Skills Levels

**23.5%** Adults with RQF4+, lower than county 38.8% and national 46.7% averages.

**45.8%** Adults with RQF3+, lower than county 62.9% and national 67.4% averages.

Source: ONS Annual Population Survey 2024



# Apprenticeship Starts

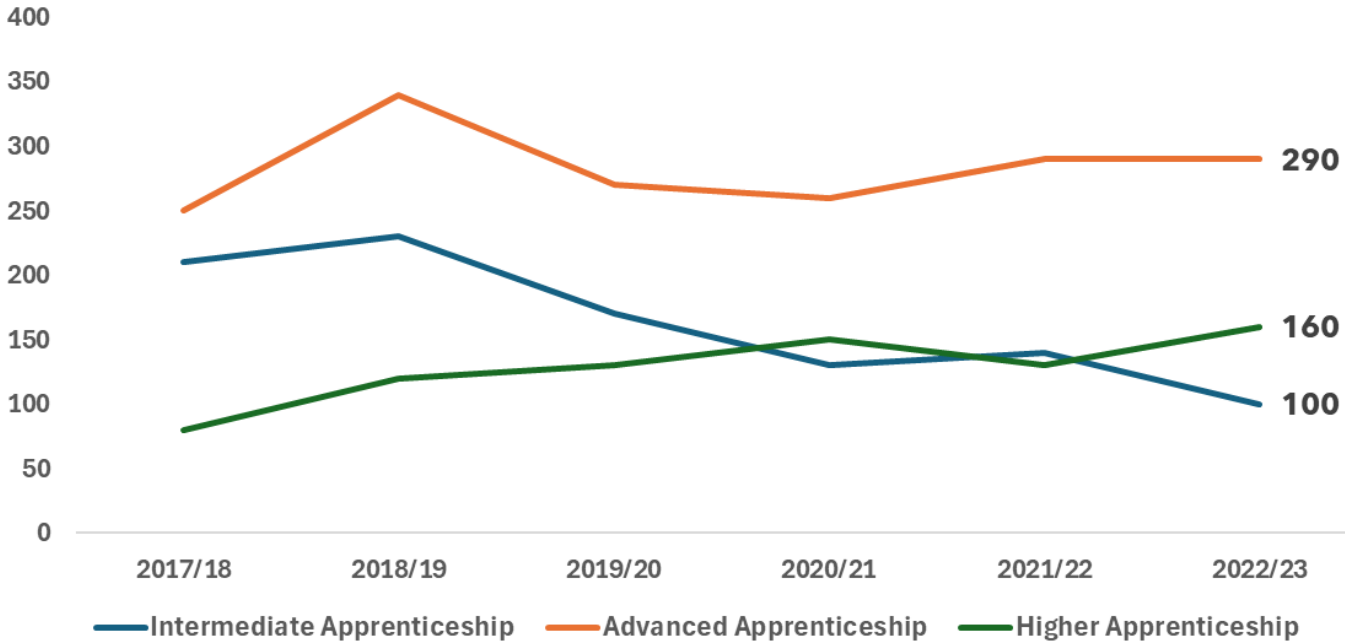
Tamworth has seen no change in Apprenticeship Starts 2017/18-2022/23 which have remained at 550, better than the -8% decline across Staffordshire.

Tamworth has seen a **100%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 80 to 160. This compares to a 126% increase across Staffordshire.

The 25+ age group accounts for the highest proportion of apprenticeship starts in Tamworth at **53%**.

In 2022/23 the most popular subject choice in Tamworth was **Business, Administration & Law** at **31%**. This was followed by Health, Public Services & Care at 27%.

Tamworth Apprenticeships by Level



Source: DfE Geography Region and LAD - Starts, Achievements by Sex, Level, Ethnicity, SSA

# Opportunities for Growth & Development



Further develop partnerships and support for new businesses. Tamworth already has a good business survival rate of **62%** (2022) better than regional (51%) and national (58%) levels



Continue to improve education and skills levels to boost productivity and growth as **24%** of adults have RQF4+ qualifications, below county 39% and national 47% averages



Capitalise on strong GVA growth of **+43%** between 2017-22 which is higher than county level growth of +27%, regional +18% and national level growth of +21%.



Address high youth claimant rate of **6.4%** (18-24, Sept 2024), higher than county and national averages – key to future growth and continued strong employment rate