



SKILLS DEMAND AND THE LABOUR MARKET

Staffordshire and Stoke-on-Trent LEP

Insight, Planning & Performance Team

December
2016

Key skills required by
the existing Labour
Market in the LEP area

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Skills Demand and the Labour Market

Employer vacancies and skills demand in the Staffordshire LEP

Title	Skills Demand and the Labour Market in Staffordshire & Stoke-on-Trent (2016)
Description	This report gives us an opportunity to explore local job vacancies and employer skill demands in detail.
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Skills Demand and the Labour Market

Employer vacancies and skills demand in the Staffordshire LEP

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Skills Demand and the Labour Market

Understanding the Labour Market

Understanding the labour market and skills demands

Providing our residents with the opportunity to access more good jobs, requires the consideration and understanding of a number of key areas. As well as strong insight into the position of the local economy and businesses, we also need knowledge of the labour market and the skills that go hand-in-hand with good jobs, as well as an understanding of the housing and transport infrastructure required for residents to easily access good employment opportunities.

Our recent research into the local economy has told us that we appear to have survived the recession, without a significantly detrimental impact on employment or on the number of businesses in operation. However, while employment is extremely close to its pre-recession peak seen in 2008, we have also seen a steady increase in the proportion of the workforce in lower-paying work. In parallel, additional insight is telling us that level of skill may be a potential barrier to accessing higher-paying jobs, with a lower proportion of our adult population holding NVQ level 3 equivalent (or higher) qualifications than the national average.

This report begins to investigate the labour market and the skills that businesses are demanding from potential employees. Our vision is that we can apply this knowledge to begin to shape a high performing, relevant and responsive education and skills system that meets today's business needs and anticipates the challenges and opportunities of tomorrow.



While there has been a focus on high-demand skills in general, we have paid particular attention to the industries considered to be integral to our local growth and a strong economic future. Through inward investment, the local Growth Deal and resilience shown through the recession, the Education, Human health & Social work, Manufacturing, Transportation & Storage, and Professional, Scientific & Technical services industrial sections have stood out as being of significant importance to the Staffordshire & Stoke-on-Trent economy.

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Understanding the Labour Market

Labour market data

Our key source of data for this insight has been a web-based database called Labour Insight. The database itself allows us to browse and extract live job vacancy data which has been 'digitally harvested' from vacancy postings across the internet. While the tool has coverage of most industrial sections, it is recognised that there are certain roles that are unlikely to be well represented in the dataset. It is possible, and likely, that many jobs considered to be less skilled, that would usually be advertised on premises, through word of mouth, or for example; in a shop window, will not have been additionally advertised on the internet, and are therefore 'missed' by the Labour Insight tool. This also applies at the very top of the employment ladder, where senior and niche specialists are frequently 'head hunted' or sought through recruitment specialists, rather than posts being openly listed.

We have judged that these gaps in data do not hinder our overall research within the scope of this report. As our focus is fixed on ensuring that all of our residents have the opportunity to access better jobs, we do not feel that lack of coverage of lower-skilled jobs, nor jobs which are available to only an elite, highly-skilled few, will have any negative impact on our broader findings. However, this does mean that that the findings of this report do not cover the full breadth of the labour market within the Local Enterprise Partnership area.

The accuracy of data is limited to some extent by the quality of the matching method used by the Labour Insight tool. It cannot be guaranteed that every job listing has been automatically attached to the correct industry. Our consideration is that due to the volume of vacancies in the Staffordshire Local Enterprise Partnership (LEP) area (28,000 approximately, including apprenticeships) analysis should give a realistic 'feel' for the skills and job roles which are most in demand. Any vacancies incorrectly categorised will be small in number and should be 'smoothed out' by the volume of those correctly attributed.

It is possible that in instances where vacancies have been listed, no one has been recruited and the vacancy has been re-advertised, these have been double-counted. The Labour Insight tool at the time of this report did not make it possible to filter out vacancies that had been posted multiple times, where recruitment had been unsuccessful. However, it is considered that repeat counting of hard-to-fill vacancies still satisfies our aim to identify skills which are in high demand.



For comparative purposes the data used in this report is based on vacancy postings which have been assigned to an Industrial Section. Data covering vacancies which have not been matched to an industry by Labour Insight has not been included in comparison. While analysis here can be considered to be broadly indicative of the current labour market at time of publishing, it should be considered that it does not provide complete and total coverage.

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Understanding the Labour Market

Key findings

The findings in this report are a current 'snapshot' of the local labour market. Available data does not cover a prolonged period of time, and as such, it is not possible to say which skills or roles are seeing an increase or decrease in demand.

Labour market

Almost 27,000 vacancies (excluding apprenticeships) were identified by the Labour Insight tool in the LEP area in 2015. The health and social care sector is nationally and locally the most prominent recruiter overall, with the demand for nurses exceeding demand for any other role across all industrial sections. When looking at the middle-to-higher salary bandings (£30,000 and over) in isolation, most vacancies are in manufacturing, although health and social care still accounts for the next greatest number of vacancies. Information and communication roles account for very little recruitment generally, but this increases significantly to 19% of all higher salary vacancies (£40,000 and over) - with most of these roles relating to advanced IT knowledge and computer programming skills.

Broad all-industry skill demand

While there are some differences between industries and salary in general, specialist (knowledge-based) skills outweigh both transferable/functional skills and skills relating to personal traits/attitudes by a ratio of three to one. Within the knowledge-based skills group, the demand is primarily for role-specific knowledge/skills (such as medical knowledge, patient care etc.) and for advanced IT skill (such as programming and SQL). This does not mean that transferable skills and personal traits are not important, but highlights that they are needed in tandem with a range of more detailed and specialist skills. The majority of demand for transferable skill relates to the ability to 'make speeches and presentations', 'prioritise tasks and manage time', and 'set objectives and allocate resources'.

Given that some industries post a far greater number of vacancies than others, the level of demand for specific skills and/or types of skills will lean towards skills required by those industries advertising the greatest number of vacancies (including repeat listings for unfilled vacancies).

Demand for Science, (Design & Technology, Engineering & Mathematical (STEM) related skills

Overall, just over half (51%) of referenced skills by employers have their roots in STEM areas of the academic curriculum - again this varies by industry and salary. The demand for STEM skills in the LEP area is slightly greater than that seen in the UK. As a general rule, the greater the offered salary, the greater the demand for STEM subject related skills. Given the link to higher salaries, if we want a greater proportion of our residents in higher paid employment, a focus on developing and enhancing STEM related skills in the local workforce is likely to be beneficial. However, demand is not equally shared across the individual STEM areas. Design and technology (in particular I.T. related) skills are those in the greatest demand, across all but the lowest salary banding used in this report. This aligns with the substantial demand for roles relating to I.T. infrastructure development and computer programmers. The demand for nurses in the local area creates a demand for science-related STEM skills across all but the highest salary banding.

Based on the data used in this report, the breakdown of demand for STEM area skills were as follows; 27% aligned to (Design & Technology, 13% to Mathematics, 9% to Science, and 4% to Engineering.

Difference by industrial section

Similar to the national trend, locally the level of demand for specialist (knowledge-based) skills fluctuates by industry and by salary, but rarely accounts for less than two out of every three skills listed in vacancies. Jobs in information and communications have the highest demand for specialist skills, whilst accommodation and food service vacancies, locally, have the highest demand for transferable and functional skills. Many of the roles available in information and communications relate to computer programming and both web and software development - all of which require a high degree of specialised knowledge.

Difference by salary

As salary increases, in general, so does the demand for specialist skills suggesting that in order to get more people into higher-paying work is essential to support the development of these skills. It is not known whether the apparent decrease in non-specialist skills in higher salaries roles is genuinely due to the recruiter not taking an interest in these skills, or whether it is the result of recruiters assuming that candidates at a higher level will already have a core set of non-specialist skills, and therefore do not refer to these in job vacancy listings but rather in job description and person specifications.

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Understanding the Labour Market

Key findings

Roles in greatest demand

Overall nurses make up the significant majority of listed vacancies across both Staffordshire and Stoke-on-Trent and the UK. Registered nurses are the most in-demand role both in the LEP area and across the UK.

While the transportation and storage industry does not account for as many listed vacancies as several other industries, demand for Heavy Goods Vehicle (HGV) drivers is very high locally. Class 1 HGV drivers are the second most in-demand role locally, and are the only vacancy which has close to the same number of postings as registered nurses (750 for HGV drivers, 994 for Registered Nurses). This demand is not seen to the same extent nationally.

Conversely, while there is high UK demand for chefs (fourth greatest number of vacancy listings across the UK) this isn't reflected to the same degree in LEP area data. However roles such as recruitment consultants and primary school teachers feature prominently locally and nationally.

There is also high demand for those with computer software and programming specialism. However, these are broken up across multiple discreet roles - directly relating to specific discipline (such as web development) or programming language (such as C# developer or ASP.net developer). When looking at the middle to higher salaries (£30,000 and over) computer programming related roles make up the majority of vacancies.



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Skills Demand and the Labour Market

Skills demand

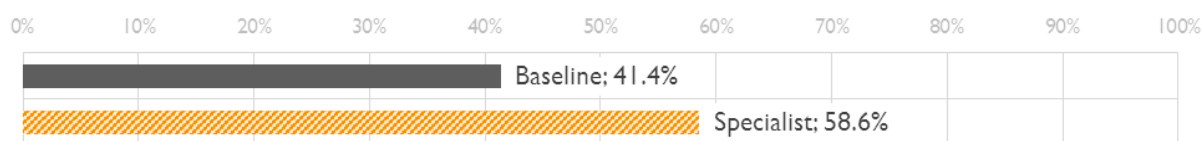
Skill types

Broad all-industry skill demand

In 2015 the Labour Insight tool picked up around 27,000 vacancies (excluding apprenticeships) in the LEP area, which contained 101,000 references to particular skills that the employers required from applicants.

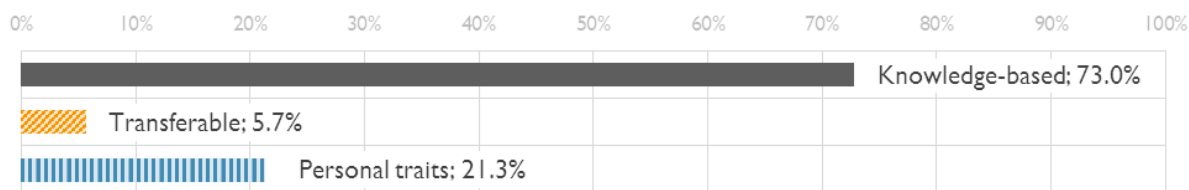
For ease of analysis, skills have been grouped at several different tiers, each offering a different level of detail. At the most basic level, the Labour Insight tool groups skills as either 'Baseline' or 'Specialised' - with 'Baseline' skills tending to be those which can be applied to a range of different roles (e.g. Communication Skills), and 'Specialist' being those which require focussed training or qualification and relate to distinct role, or can only be applied to very similar but niche, specific roles within different industries (e.g. SQL Database Programming).

Fig 1A. Proportion of referenced skills of each Labour Insight skill type



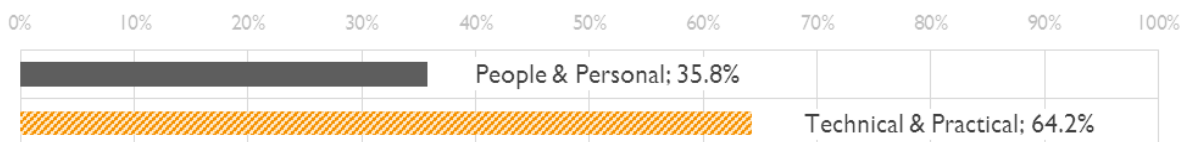
At the next level of detail, skills are grouped into three core skill-types; Personal Traits/Attitudes, Transferable/Functional, and Knowledge-based skills. This starts to give an indication of the balance between skills that relate to an individual's general aptitude and attitude, technical skills which can be applied to multiple roles and tasks, and specialist skills which primarily relate to a specific role or function.

Fig 1B. Proportion of referenced skills of each core skill type



The UK Commission for Employment and Skills (UKCES) skills from the Employer Skills Survey (ESS) have additionally been used to group skills at both a lower and higher level of detail. These have been used in order to enable some alignment of the skills demanded in Job Postings against those which employers have said are in short supply in the Employer Skills Survey. The lower level of detail used classifies referenced skills as either 'People & Personal' or 'Technical & Practical'.

Fig 1C. Proportion of referenced skills of each UKCES broad skill type



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Skills demand

Difference across industries

How broad skills differentiate by industry

There is variation in the types of skills demanded by industrial section. Some are more technically focussed than others, some have greater variation across different salary levels. However, across all industries (nationally and locally) knowledge-based skills are the most prominent, accounting for around two-thirds or more of all skills demanded by employers.

The Information & Communication industry appears to have the greatest demand for highly specialised recruits, with 92% of skills referenced in vacancy postings in the LEP area being categorised as knowledge-based or specialist - compared to 73% across all industries combined in the LEP.

The demand for specialist knowledge-based skills is at its lowest both locally and nationally in the Accommodation & Food Service industry. However, knowledge-based skills are still the most dominant skill type in this industry, making up almost two-thirds (64%) of all skills in local job vacancies in the Accommodation & Food Service industry.

Fig 1D. Proportion of referenced skills of each core skill type per industry

● No significant difference to 'all vacancy' proportion

▼ Significantly below 'all vacancy' proportion

▲ Significantly above 'all vacancy' proportion

Industrial Section	Knowledge-based	Transferable / Functional	Personal traits / Attitudes
A: Agriculture, Forestry And Fishing ▲	▲ 88%	▼ 0%	▲ 13%
B: Mining And Quarrying ▲	▲ 81%	● 16%	▼ 2%
C: Manufacturing	● 77%	● 18%	● 4%
D: Electricity, Gas, Steam And Air Conditioning ▲	▲ 80%	● 16%	● 3%
E: Water Supply; Sewerage, Waste Management	▲ 85%	▼ 13%	▼ 2%
F: Construction	▲ 81%	▼ 13%	● 6%
G: Wholesale And Retail Trade; Repair Of Motor Vehicles	● 75%	● 19%	● 6%
H: Transportation & Storage	● 74%	● 21%	● 6%
I: Accommodation And Food Service Activities	▼ 64%	● 25%	▲ 11%
J: Information And Communication	▲ 92%	▼ 6%	▼ 2%
K: Financial And Insurance Activities	● 76%	● 19%	● 5%
L: Real Estate Activities	● 68%	● 25%	● 7%
M: Professional, Scientific & Technical	● 73%	● 21%	● 7%
N: Administrative And Support Service Activities	● 71%	● 23%	● 7%
O: Public Administration And Defence	● 71%	● 22%	● 6%
P: Education	● 75%	● 17%	● 8%
Q: Human health & Social work	● 76%	● 19%	● 4%
R: Arts, Entertainment And Recreation	● 75%	● 17%	● 8%
S: Other Service Activities	● 70%	● 23%	● 7%
*ALL LEP VACANCIES	73%	21%	6%

▲ Denotes industry with an inconclusive number of listed vacancies (less than 100).

Findings for these industries are not considered reliable due to the small sample size.

Note: Numbers may not add up due to rounding

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Skills Demand and the Labour Market

Skills demand

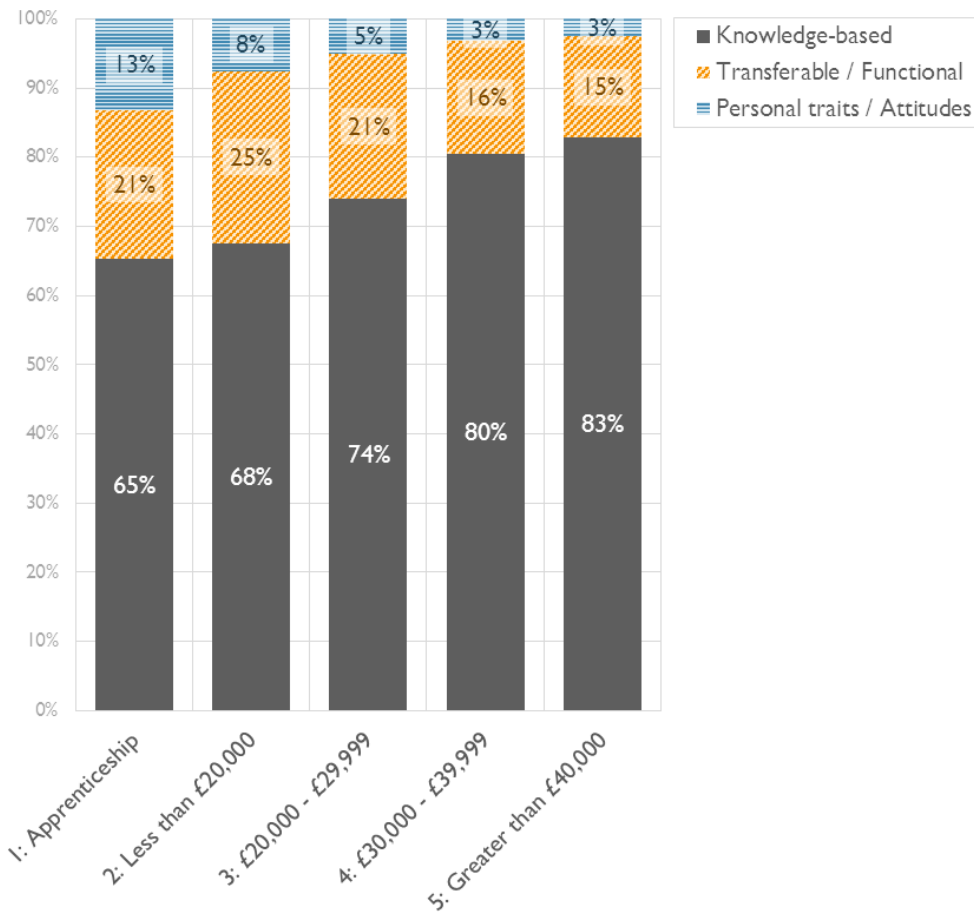
Difference across salary bandings

How broad skills differentiate as salary changes

Irrespective of the recruiting industry, data from the Labour Insight tool suggests that a greater demonstration of knowledge-based and specialist skills are expected from those applying for higher salaried jobs compared to lower salaries jobs.

This does not necessarily mean that personal traits/attitude and transferable skills are not required from those applying for higher-paid roles. It is possible that recruiting employers consider that once an individual has reached a certain level within the labour market, they will have a basket of pre-requisite personal and transferable skills, and that these do not need to be prominent in higher level job vacancy postings but are mentioned in job descriptions and personal specifications where available. However, this could not be explored or confirmed from the available data.

Fig 1E. Variation in core skill type by offered salary



Variation in this trend across different industrial sections is very minimal, with the prominence placed on knowledge-based/specialist skill increasing as the offered salary increases in all industrial sections. While there is some fluctuation in transferable/functional skills, these still remain fairly present in posted vacancies across all salary bandings, although they diminish slightly towards the higher bandings.

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Skills Demand and the Labour Market

Skills demand

Detailed skills demand

Detailed skills

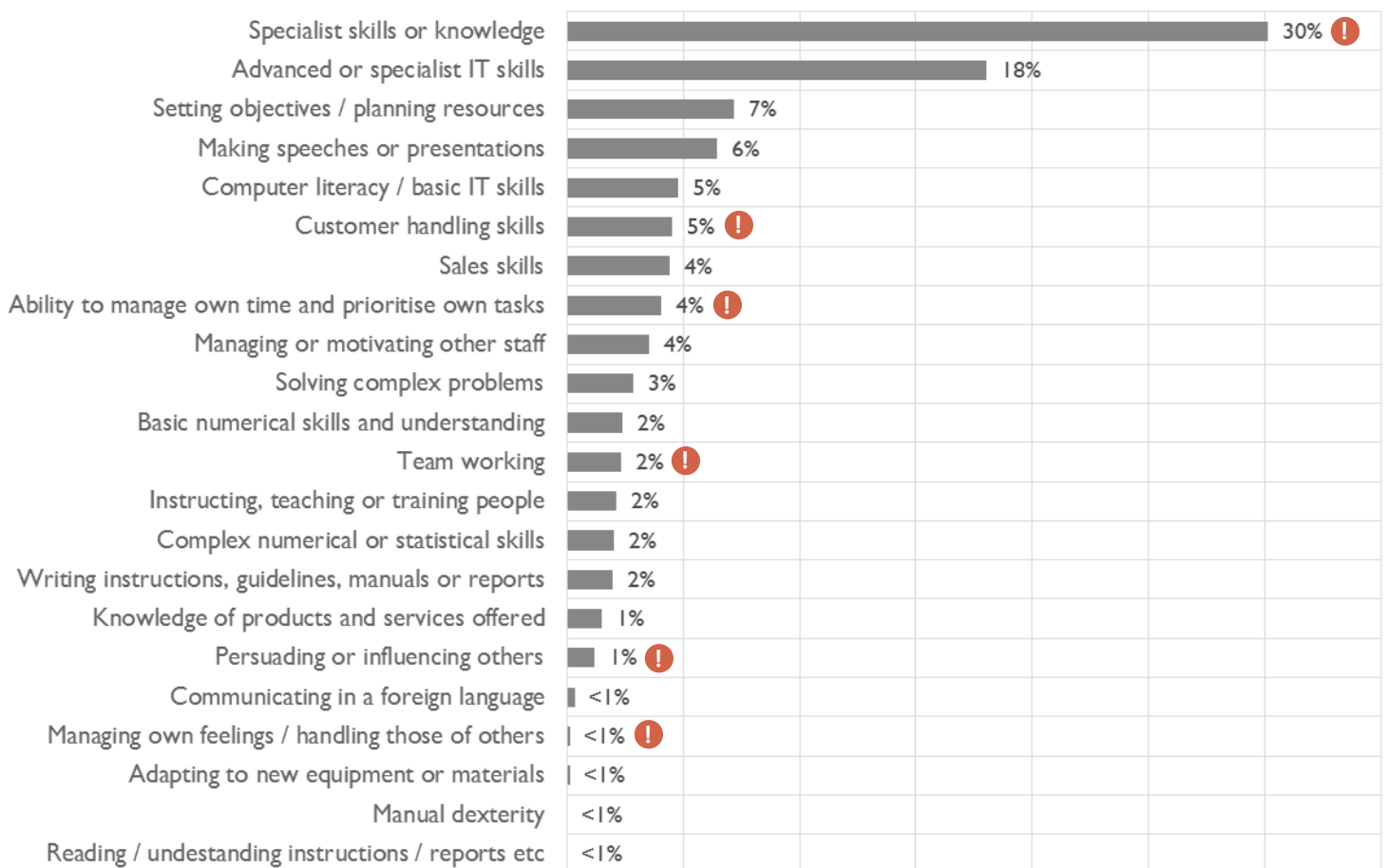
In order to align data from the Labour Insight tool to the UKCES Employer Skills Survey (ESS), the detailed skills from Labour Insight were matched to the types of skill listed in the ESS. Where skills did not align perfectly an element of ‘best fit’ has been used.

The greatest demand for skills relate to ‘specialist skills and knowledge needed to perform the role’. Skills grouped into this category (such as; surgical skills, complex machine operation and biochemical engineering) made up around 30% of all demanded skills in vacancies listed in the LEP area. In the ESS 2015, this was the area that most businesses found lacking among applicants.

There was also substantial demand for ‘advanced or specialist IT skills’ with this accounting for 18% of all skills referenced in local vacancy postings. However, the ESS suggests that is not an area of particular concern for UK employers overall when talking about ability lacking in job applicants. It is clearly an area of high demand for Staffordshire & Stoke-on-Trent.

There are a number of areas of skill (such as team working) which emerge from the ESS as areas that employers feel that applicants lack. However these did not account for a great proportion of the skills demanded in local vacancies.

Fig 1F. Proportion of referenced skills of each UKCES detailed skill type



! Denotes a skill which was present in 25% or more of skill-shortage related vacancies—as highlighted by establishments in the ESS 2015

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Skills demand

Detailed skills demand

Finer skill type

At a finer skills type, the greatest demand locally is for effective general communication skills, although as the offered salary range increases the prominence placed on communication dips. For apprenticeships there is clear demand for communication and basic numerical skills. This reinforces the key attainment measure of young people achieving GCSEs which include English and Maths.

There is considerable demand for skills relating to patient / service user care, computer programming and SQL database programming knowledge. This is likely to be due to the demands seen for Registered Nurses in the Health & Social Work sector, and for I.T. and Computer Programming professionals within the Information & Communication and Manufacturing sectors.

While non-specialist skills types seem to drop behind specialist skills in type-vs-type comparison, individual personal and transferable skills still feature. The ability to 'Lead/Influence/Collaborate with others' and 'Organisational Skills' still rank within the ten most frequently listed skills, alongside more specialist skills such as those relating to 'Medical Knowledge and Specialism'.

Fig 1G. Top 40 most referenced skills by fine skill type and offered salary

Employee skill	1: Apprentice	2: Less than £20,000	3: £20,000 - £29,999	4: £30,000 - £39,999	5: Greater than £40,000	TOTAL
General communication skills	2,822	6,839	4,799	2,908	2,173	19,541
Computer programming	988	676	2,024	3,597	4,141	11,426
Patient / service user care	449	4,210	3,175	2,000	715	10,549
Leading / influencing / collaborating with others	418	1,957	1,969	1,437	1,381	7,162
Sale of goods / services	314	2,740	1,625	1,314	1,074	7,067
Organisational skills	558	2,241	1,876	855	635	6,165
General computer literacy	627	2,144	1,638	860	687	5,956
Staff management / development	83	1,017	1,613	1,499	1,739	5,951
SQL related	11	100	1,245	1,810	2,228	5,394
Medical knowledge / specialism	84	1,904	1,498	1,212	501	5,199
Resource allocation / management	92	812	1,387	1,302	1,487	5,080
Data handling / analysis	446	1,692	1,283	653	638	4,712
Web design / development	132	265	1,167	1,344	1,621	4,529
Quality assurance / control	444	1,329	1,298	768	573	4,412
Operational administration / development	443	584	861	856	1,292	4,036
IT infrastructure / networking	201	455	1,113	971	1,115	3,855
Teaching / tutoring	143	567	1,497	1,263	338	3,808
Advertising / branding / marketing	382	1,211	1,126	525	417	3,661
Strategic planning / thinking	141	583	972	886	1,015	3,597
Clerical skills	590	2,231	533	61	41	3,456
Specialist software experience	54	292	866	970	1,028	3,210
Accounting / invoicing / finance	177	1,165	877	382	524	3,125
General numerical skill	1,573	728	413	111	58	2,883
Use of specialist equipment / machinery / tools	236	483	995	821	263	2,798
Engineering knowledge / specialism	29	93	543	1,009	909	2,583
Motivating self / others	292	762	638	523	343	2,558
Product design / development	18	53	473	878	949	2,371
Identifying / solving problems	115	352	731	542	406	2,146
Performance analysis / management	42	233	513	520	832	2,140
Relevant industry experience	151	375	532	447	625	2,130
Project management	15	98	328	634	1,033	2,108
Maintenance / repair	258	390	823	517	103	2,091
Research and investigation	85	405	517	636	354	1,997
Communicating findings / ideas	81	476	623	407	308	1,895
Providing instruction / training	131	306	642	534	274	1,887
Knowledge of the industry / organisation	87	368	496	445	278	1,674
Software design / development	15	13	375	467	747	1,617
Logistic / transportation knowledge	22	365	491	379	337	1,594
Manufacturing knowledge / specialism	31	106	383	535	490	1,545
Purchasing of goods / services	30	201	295	419	401	1,346

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Skills demand

Science, Technology, Engineering and Maths (STEM) related skills

Skills exported from the Labour Insight tool have been categorised as relating to; science, design and technology, engineering or mathematics (or none of these) based on the subject area where the foundation of that skill is most likely to be developed before the end of compulsory education. For instance; accountancy related skills have been categorised as Mathematics related, medical knowledge and skills have been assigned to Sciences, and skills such as 'Staff coordination' and modern foreign languages as 'non-STEM related'.

As with all groupings used in this report, there has been an element of best fit, and a small number which could not be categorised.

Summary and variation by industry and salary

Across all open vacancies listed (excluding apprenticeships) around 53% of all unique skills (1,625 of 3,062) were categorised as belonging to a STEM subject area, 43% (1,308) were categorised as Non-STEM, and 2% (129) could not be categorised.

Broadly, as the offered salary attached to a vacancy increases, so does the demand for STEM related skills.

Fig 1H. Science, Technology, Engineering, Mathematics (STEM) skills by offered salary of vacancy

Offered salary	(Design & Technology)	Engineering	Mathematics	Science	Non-STEM
Less than £20,000	13%	2%	14%	10%	61%
£20,000 - £29,999	24%	6%	13%	10%	47%
£30,000 - £39,999	35%	6%	10%	10%	39%
Greater than £40,000	43%	4%	11%	5%	37%
ANY SALARY	27%	4%	13%	9%	47%

In current vacancies, the demand for technology-related skills increases as the offered salary increases. These technology-related skills primarily relate to computer programming, SQL knowledge and skills, web development/design, and IT infrastructure and networking skills. Amongst lower salaried roles (under £20,000) technology-related skills relate mainly to general levels of computer literacy, but immediately start to move towards computer programming, SQL, web development and networking as soon as the offered salary increases. There has been a national focus on developing children's computer programming and coding ability at an early age, and it is emerging from LEP area skills demand that developing these skills will be of great value to local industry.



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Skills Demand and the Labour Market

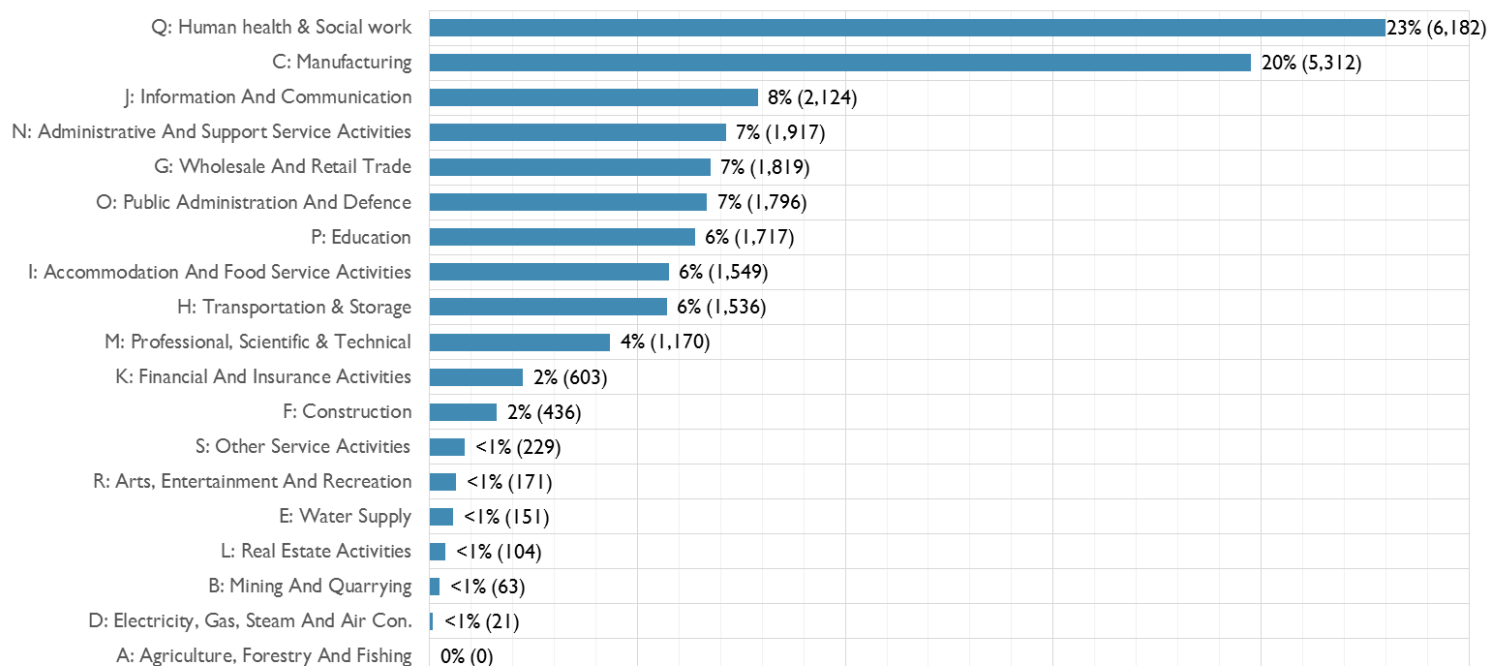
Job vacancies

Vacancies by industry and related salary range

Number and share of listed vacancies

During 2015 the Human Health & Social Work and Manufacturing industrial sectors accounted for 43% of listed vacancies, excluding apprenticeships, (23% and 20% respectively) - almost 11,500 of the 27,000 vacancies picked up by the Labour Insight tool.

Fig 2A. Proportion of Labour Insight vacancies by industrial section (SIC 2007) [excluding apprenticeships]



Across individual salary bands, the distribution of vacancies between industries becomes slightly different. While Human Health & Social Work and Manufacturing still have the greatest share across most bandings, at the lowest banding, there are a significant proportion of Administrative & Support Service vacancies, Accommodation & Food Service vacancies and Public Administration vacancies. None of these industries account for large (10% or greater) proportions of vacancies in any higher bandings. Equally, Information & Communication, which accounts for very small proportions of vacancies in lower salary bandings, accounts for slightly over one in 10 vacancies in the £30,000—£39,999 banding, increasing to almost one in five in the £40,000 and higher salary banding.

Fig 2B. Proportion of Labour Insight vacancies per offered salary - by industrial section (SIC 2007)

Industrial Section (SIC07)	Less than £20,000	£20,000 - £29,999	£30,000 - £39,999	Greater than £40,000	All vacancies
A: Agriculture, Forestry And Fishing	0.0%	0.0%	0.0%	0.0%	0.0%
B: Mining And Quarrying	0.1%	0.1%	0.4%	0.4%	0.2%
C: Manufacturing	10.2%	19.9%	27.1%	26.9%	19.7%
D: Electricity, Gas, Steam And Air Con.	0.0%	0.0%	0.1%	0.2%	0.1%
E: Water Supply	0.2%	0.6%	0.9%	0.6%	0.6%
F: Construction	1.5%	2.1%	1.6%	0.8%	1.6%
G: Wholesale And Retail Trade	7.4%	7.3%	6.8%	4.4%	6.8%
H: Transportation & Storage	5.4%	9.4%	4.0%	1.5%	5.7%
I: Accommodation And Food Services	10.4%	6.2%	2.0%	1.7%	5.8%
J: Information And Communication	1.7%	5.6%	11.5%	19.0%	7.9%
K: Financial And Insurance Activities	3.0%	1.8%	1.5%	2.7%	2.2%
L: Real Estate Activities	0.4%	0.4%	0.2%	0.5%	0.4%
M: Professional, Scientific & Technical	3.5%	3.6%	4.1%	8.0%	4.3%
N: Administrative And Support Services	13.6%	6.3%	3.1%	2.3%	7.1%
O: Public Administration And Defence	10.2%	7.3%	3.8%	3.0%	6.7%
P: Education	4.6%	6.0%	9.9%	5.2%	6.4%
Q: Human health & Social work	25.3%	21.8%	22.1%	22.1%	23.0%
R: Arts, Entertainment And Recreation	0.9%	0.4%	0.7%	0.4%	0.6%
S: Other Service Activities	1.5%	0.9%	0.4%	0.3%	0.9%

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Skills Demand and the Labour Market

Job vacancies

Vacancies within the industries with greatest share of recruitment

Vacancies by job title; amongst the three industries with the greatest share of overall vacancies in the LEP area

Human Health & Social Care vacancies are dominated by a current demand for nursing professionals; with Registered Nurses, Auxiliary Nurses and Staff Nurses making up the majority. At the lowest salary banding, there is a small demand for Support Workers which is not replicated in higher bandings. However, even at the lowest offered salary, nurses are still the most advertised vacancy.

Fig 2C. Human Health & Social Care - breakdown of vacancies by role and salary
(Excluding job titles with less than 50 listings)

Vacancy title	Less than £20,000	£20,000 - £29,999	£30,000 - £39,999	Greater than £40,000	ALL LISTED
Registered Nurse	43	477	272	183	975
Auxilliary Nurse	215	140	20	0	375
Staff Nurse	0	248	76	2	326
Support Worker	70	0	0	2	72
Nurse Practitioner	4	5	17	44	70
Physiotherapist	13	10	34	6	63
Occupational Therapist	10	14	27	10	61
Registered Mental Health Nurse	4	24	15	9	52
Total vacancies (incl. those with <50 listings)	1357	1494	1079	718	4648

There is more variation in role types amongst the most common Manufacturing vacancies than those in Health & Social Care. In the highest salary banding (greater than £40,000) the most common vacancies range from Sales roles to Engineering and Production roles. The majority of Manufacturing vacancies sit in the middle two bandings, and mostly relate to demand for Maintenance Engineers. In the lowest banding, the majority of vacancies are for Welders, although there are relatively few vacancies in this banding.

Fig 2D. Manufacturing - breakdown of vacancies by role and salary
(Excluding job titles with less than 50 listings)

Vacancy title	Less than £20,000	£20,000 - £29,999	£30,000 - £39,999	Greater than £40,000	ALL LISTED
Maintenance Engineer	0	78	181	17	276
Quality Engineer	5	45	66	12	128
Production Manager	0	8	65	37	110
Manufacturing Engineer	7	11	60	19	97
Sales Engineer	3	15	29	28	75
Manufacturing Manager	0	7	16	44	67
Welder	25	41	0	0	66
Sales Manager	0	3	14	48	65
Engineering Manager	0	0	20	44	64
Process Engineer	0	12	38	12	62
Mechanical Design Engineer	0	17	27	17	61
Electrical Engineer	6	16	25	12	59
Area Sales Manager	0	26	21	11	58
Sales Executive	9	25	17	5	56
Account Manager	6	16	22	10	54
Total vacancies (incl. those with <50 listings)	625	1198	1476	982	4281

Vacancies within the industries with greatest share of recruitment

Vacancies by job title; amongst the three industries with the greatest share of overall vacancies

The most present vacancies in the Information & Communications industry all relate to computer development and programming. There are far fewer roles within the lowest salary banding (less than £20,000) than in the other bandings. In the highest salary banding (greater than £40,000) '.net Developer' is the second most in-demand role in the LEP area with 180 listings, alongside Registered Nurses where 183 vacancies were picked up. 'Software Developer' is the only other role with over 100 listings within the year in the LEP area.

Fig 2E. Information & Communications—Breakdown of vacancies by role and salary
(Excluding job titles with less than 50 listings)

Vacancy title	Less than £20,000	£20,000 - £29,999	£30,000 - £39,999	Greater than £40,000	ALL LISTED
Web Developer	8	92	113	65	278
Software Developer	8	47	112	102	269
.Net Developer	2	17	57	180	256
Asp .Net Developer	9	33	110	60	212
Php Developer	1	54	75	69	199
C# Developer	0	7	83	76	166
Vb .Net Developer	1	15	29	72	117
Php Web Developer	1	18	19	14	52
Total vacancies (incl. those with <50 listings)	141	471	724	788	2124

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Skills Demand and the Labour Market

Job vacancies

Ungrouped vacancies by job title

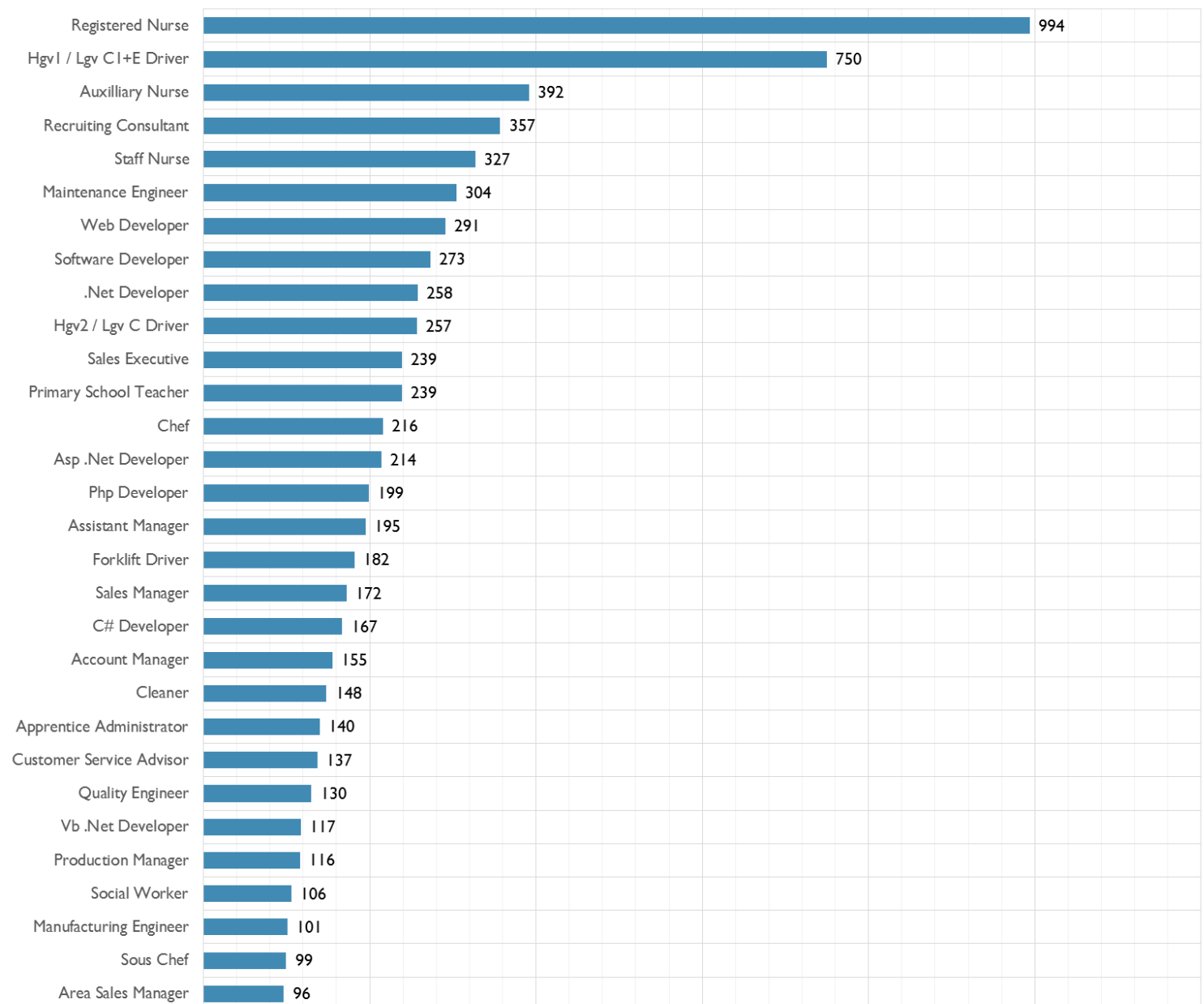
There are approximately 5,000 distinct job titles amongst the 28,000 vacancies posted in 2015 (including apprenticeships). However, the top 30 most listed job titles account for over 7,300 vacancy postings—more than a quarter of all vacancies listed by businesses in Staffordshire and Stoke-on-Trent. Out of approximately 5,000 job titles, just over 4,600 have five or less listings against them throughout 2015.

Combining vacancies with the same job title, that sit within different industries, gives a slightly different picture of the roles currently in the greatest demand. The demand for Registered Nurses is the greatest, which is the same for the UK overall. When combining demand within different industrial sections, there is also a substantial demand for HGV drivers within the LEP area which is not seen to the same extent nationally.

In addition to demand for heavy goods vehicle (HGV) drivers, there is a very present demand for Recruitment Consultants, which is the second-most in demand role in the UK overall. Nationally there is a substantial demand for Chefs (fourth most listed vacancy in UK data) which is not quite seen in Staffordshire and Stoke-on-Trent.

Both locally and across the UK Primary School Teacher vacancies appear frequently. These are the only teaching role which appear amongst the 50 most listed vacancies in either the LEP area or the UK.

Fig 2F. Top 30 LEP area vacancies by Job Title



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Conclusions

Conclusions and findings

This report gives us an opportunity to look at local employer skill demands and job vacancy data in fine detail. It has given us the chance to consider how in-demand skills differ across both industries and salary bandings. However, at this stage, it has not been possible to investigate change over time. As a result, we are currently unable to identify skills which are being increasingly requested and skills which may be in decline. This is also true of demand for specific job roles.

The data interrogated was based on job vacancies picked up by the Labour Insight tool during 2015. There were just over 27,000 job vacancies (excluding apprenticeships) posted by businesses in the Staffordshire and Stoke-on-Trent LEP area during this time, and within these, were references to over 100,000 specific skills which employers wanted from potential candidates.

Specialist, technical and knowledge-based skills were more prominent in these vacancies, particularly in higher salary roles. As the offered salary increases, so does the demand for skills which require specialist training or an academic focus. It is considered that this could be due to recruiting employers making an assumption that those applying for roles at a higher salary already have a strong set of general non-specialist skills, and therefore do not need to focus on them in their vacancy listings. However, this hypothesis could not be explored or confirmed within the available data.

Despite there being less prominence overall to 'transferable and 'people and personal' skills compared to 'specialist' skills when looking at skills in greater detail, 'general communication skills' were the most demanded by recruiters overall.

In the two highest salary bandings (£30,000-£39,999 and greater than £40,000) General Communication Skills are slightly overtaken by Computer Programming skills, but still rank highly. There is additionally a strong demand for skills relating to Patient / Service User Care across all salaries, which is likely to be linked to the demand for nursing professionals across both the LEP and the UK.

Skills that could be grouped into to either Science, Technology, Engineering or Mathematics academic subject areas (known as 'STEM' skills) are important to employers. These accounted for 51% of all skills referenced. However as the offered salary of roles increased, so did the demand for STEM related skills.

Some STEM skills appear more important than others, or at least more relevant to current job vacancies. Technology-related STEM skills are by far in the greatest demand, followed by Mathematics and Science, with the smallest proportion relating to Engineering. Demand for technology skills seems to be driven by the volume of job vacancies which directly relate to computer programming/development in the higher salary brackets.

Analysing this data has given us a picture of some of the current labour market demand. We know that in the LEP area there is a high demand for nurses across all salary ranges, and computer programmers/software developers in the upper salary ranges. This is similar to the national picture. There is also a demand for HGV drivers seen locally which isn't replicated at a national level. While we can see a reasonably high demand for primary school teachers in Staffordshire and Stoke-on-Trent and the UK, there does not appear to be a similar demand for secondary school teachers. Recruitment consultants are also amongst the most frequently listed vacancies in the LEP and UK.

In order to gain insight into how demand for distinct job roles and skills are changing over time the next stage is to gather a robust time series of data. This will allow greater study of job roles which are consistently in demand, which are seeing an increase or decrease in demand and the skills which go with them.

At present, it is clear that employers want a mix of skills from applicants. While some less specialist skills such as Communication and Computer Literacy are important to employers, potential employees need to additionally develop specialist skills to gain access to higher-paying work both locally and nationally.