

Logistics Sector Profile

Skills and Employability Team

Staffordshire County Council

2024



SWOT: Logistics

- Above average earnings in Staffordshire
- Jobs growth rate higher in Staffordshire than region & national levels 2018-22₁
- Staffordshire location and connectivity ideal to support growth
- Top three higher professional occupation groups well represented in Staffordshire - 47% of jobs compared to 42% in region₂

- Support more advanced logistics
- Attract more diverse workforce₃
- Employment in logistics has nearly doubled since 2012, outpacing the rest of the UK economy (ONS 2022)
- Promoting investment in transport and storage sector
- Promote strong enterprise offer to encourage new businesses in sector
- Staffordshire predicted to have higher level of job growth than England overall₄



- Adult skills levels lower in this sector and shortages of skilled workers
- Job postings decreased 25% 2019-23 in Staffordshire₅
- Job vacancies bias towards lower skilled roles
- Lower level of business growth than regional and national levels

- Availability of employees - need to address labour skills shortage in sector for sector growth
- Financial pressures – e.g. increased operating costs, investment needs
- Logistics industry has older age profile and low levels of young people training₆
- Aspirations amongst young people need to be raised to pursue careers in sector
- Regulatory challenges i.e. post Brexit

Headline Findings



Staffordshire Logistics jobs **+28% growth 2018-22**, higher than region (+24%) and national rate (+9%)



47% of jobs in top 3 higher professional occupation groups in Staffordshire higher than region level of 42%



Median advertised salary for Logistics sector in Staffordshire: **+10% growth** Jan-Dec 2023 to **£26,000**, higher than region and nation



Staffordshire predicted to have a **higher level of job growth** than England overall

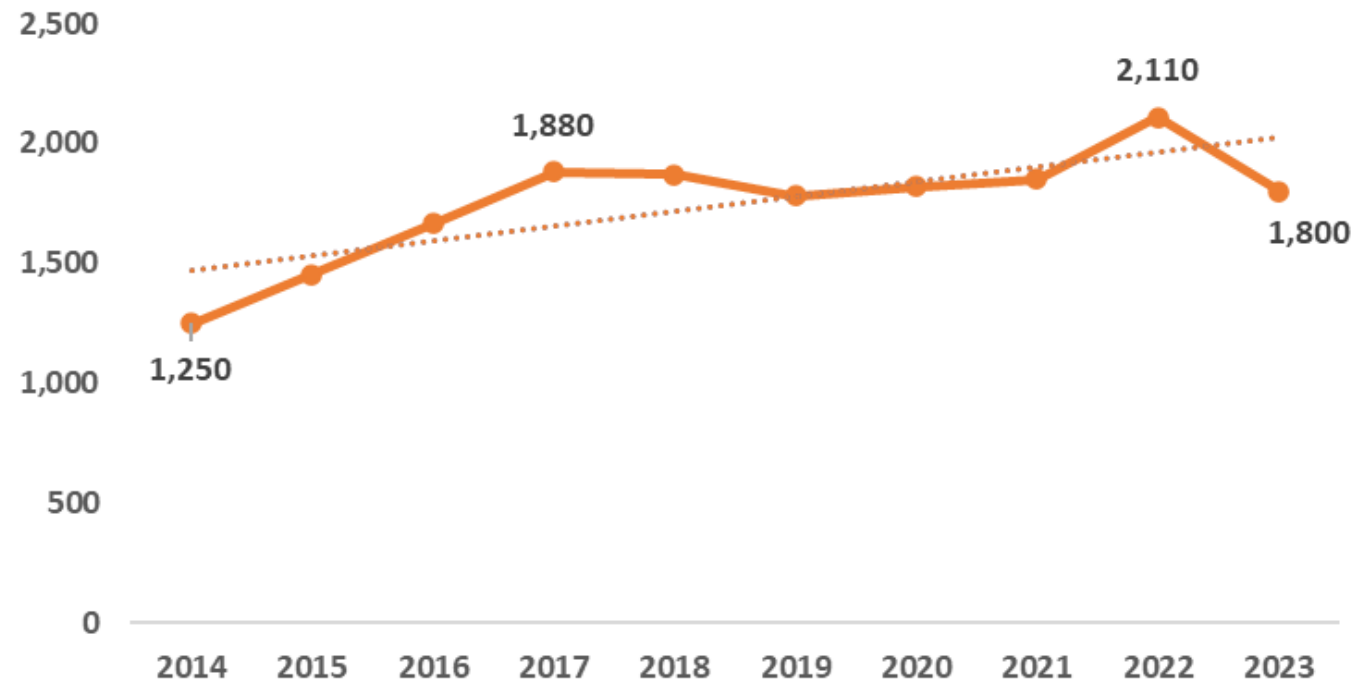
Logistics Businesses

There were **1,800** transport & storage businesses based in Staffordshire in 2023. Between 2014-23 there were 550 additional businesses, **+44%** growth.

Over the same 10-year period the West Midlands region saw an increase of 82% and nationally there was an increase of 115%. Whilst Staffordshire has seen a high level of growth in this sector, it has had a lower rate of growth than the region or national levels.

Notable increase of **+630** businesses (**+50%**) in 2022 to 2,110 businesses. However there has been a decline in the number of businesses in the last year across the county, region and nationally. This is likely reflective of the impact of COVID, Brexit, higher energy costs and the Cost-of-living crisis.

Transport & Storage Businesses in Staffordshire



Source: UK Business Counts, 2023

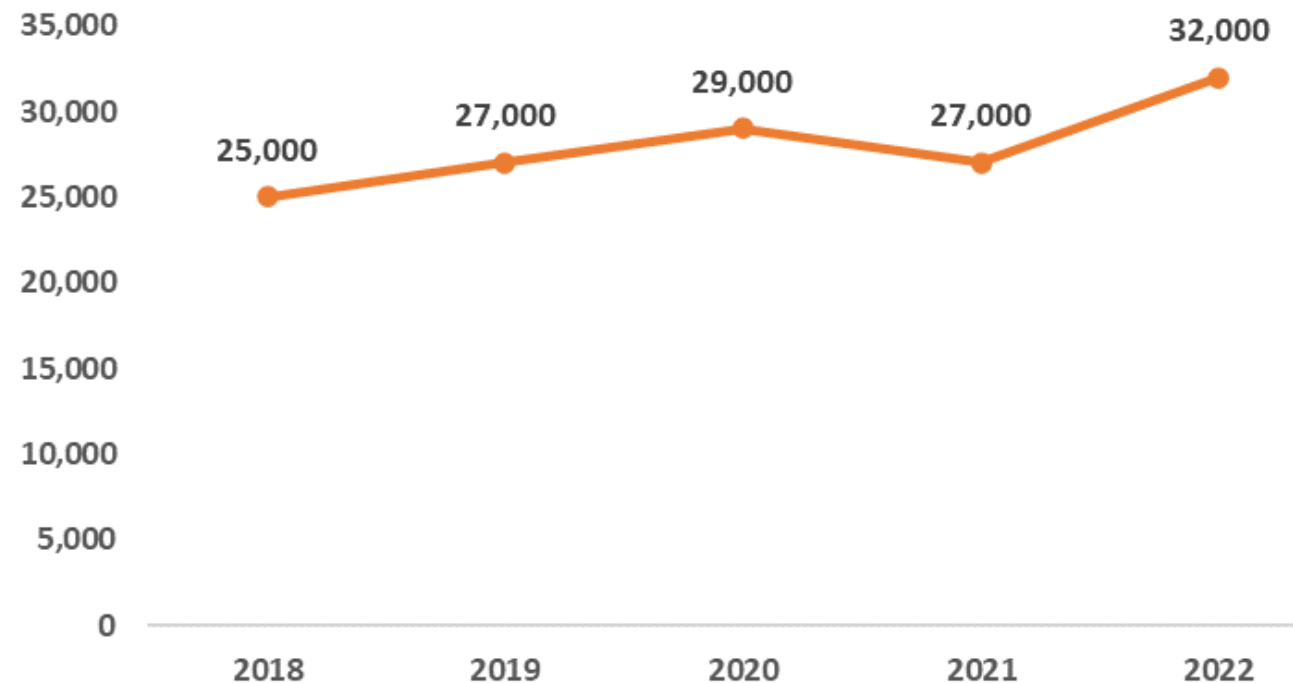
Logistics Jobs

In 2022 there were a total of **32,000** transport & storage jobs in Staffordshire. Between 2018 and 2022 there was an increase of **7,000 jobs or +28%**,

Over the same 5-year period the West Midlands region saw an increase of +24% whereas nationally there was a +9% increase. Therefore, Staffordshire has seen a higher rate of increase than seen regionally and nationally.

Notable decrease in Transport & Storage jobs in 2021 of -2,000 or -7%. However, in 2022 there was an additional **+5,000 jobs or +19%**. Staffordshire has recovered stronger than the region (+12%) and national (+0%) levels following the pandemic.

Transport & Storage Jobs in Staffordshire



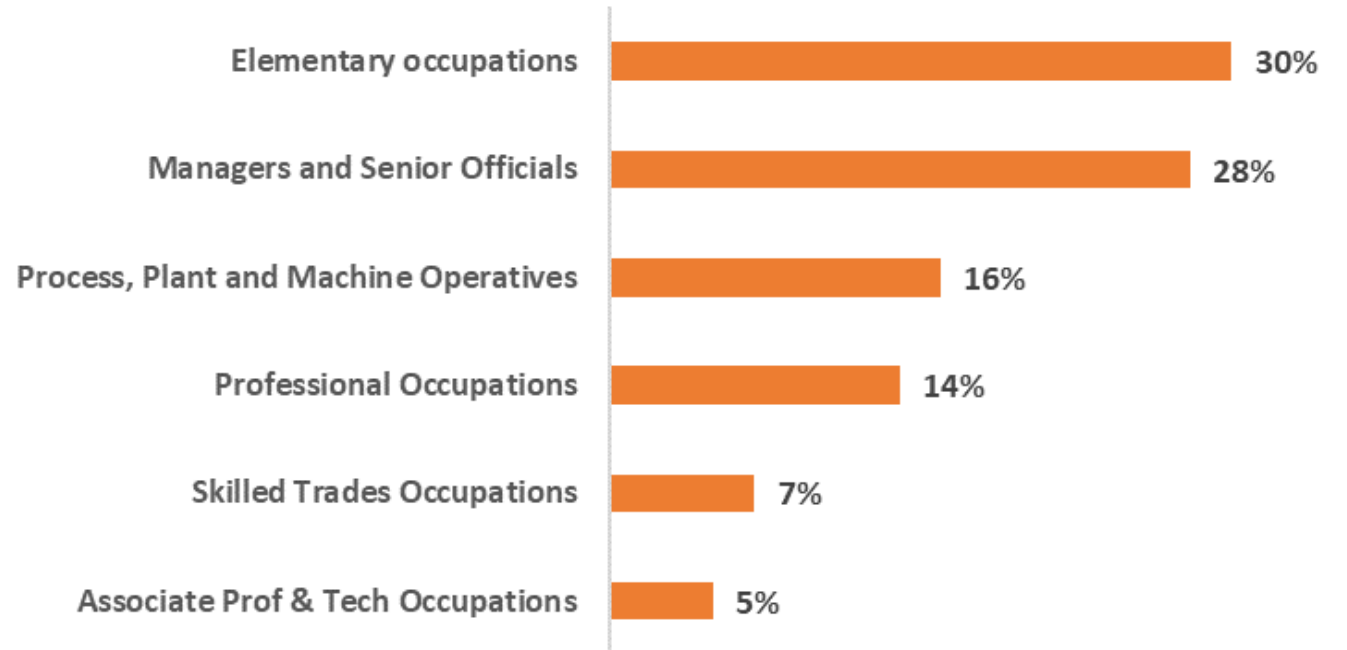
Source: Business Register & Employment Survey (BRES), 2022

Transport & Communications Occupations

30% jobs in Elementary occupations in Staffordshire, compared to regional average 20% and national average 1%

47% of jobs in top 3 higher professional occupation groups in Staffordshire compared to regional average 42% and national average 55%

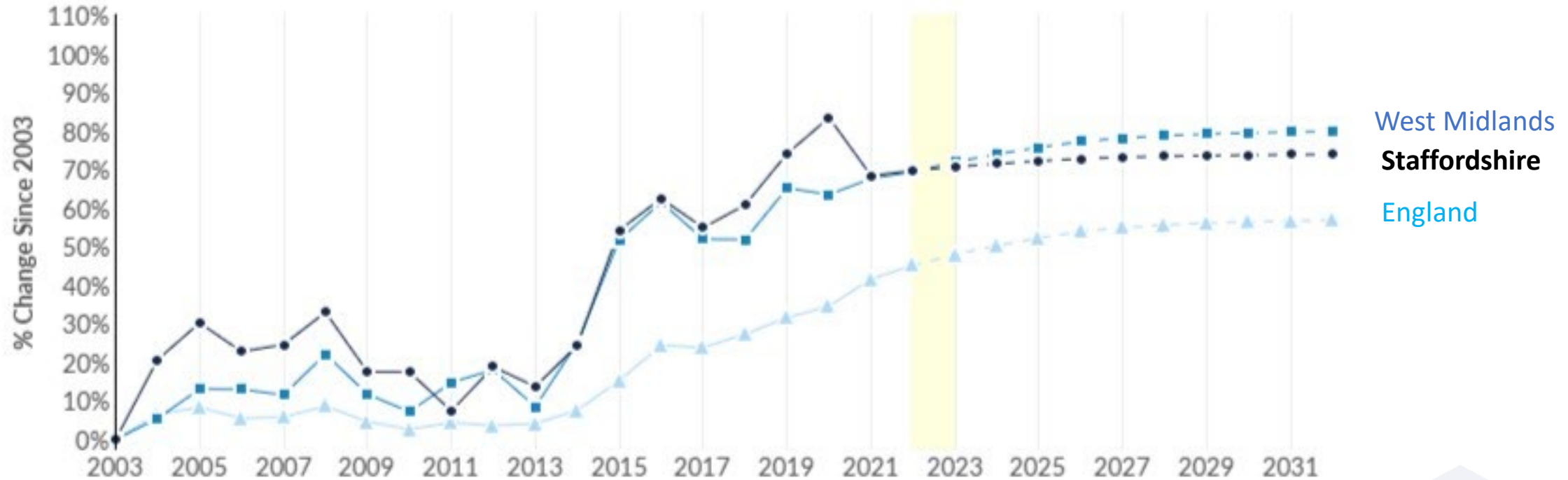
Occupations in Staffordshire Oct21-Sept22 (%)



Source: ONS Annual Population Survey – Workplace Analysis, 2023

Logistics Jobs Growth Projection

Staffordshire predicted to have a higher level of growth than England overall, but slightly lower than the region. However, this has slowed between 2022 and 2030: **+2.4%** growth in jobs 2022-2030 (588 more jobs), compared to West Midlands **+5.9%** and England **+7.8%** growth.

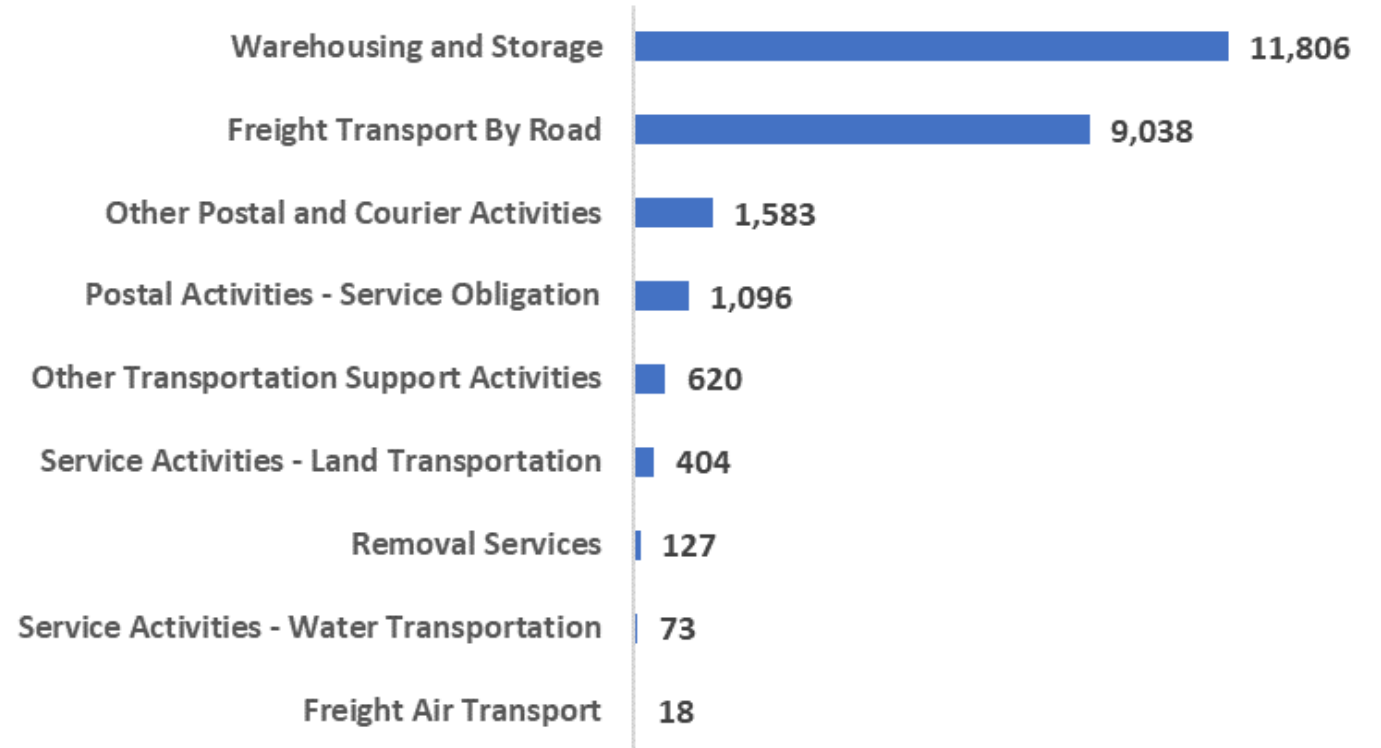


Source: Lightcast Logistics Industry Overview 2023

Logistics – Sector Make-up

In 2022 the main sub-sector activities for jobs in Staffordshire Logistics sector included

- **Warehousing & Storage**
- **Freight Transport by Road**
- **Other Postal & Courier Activities.**

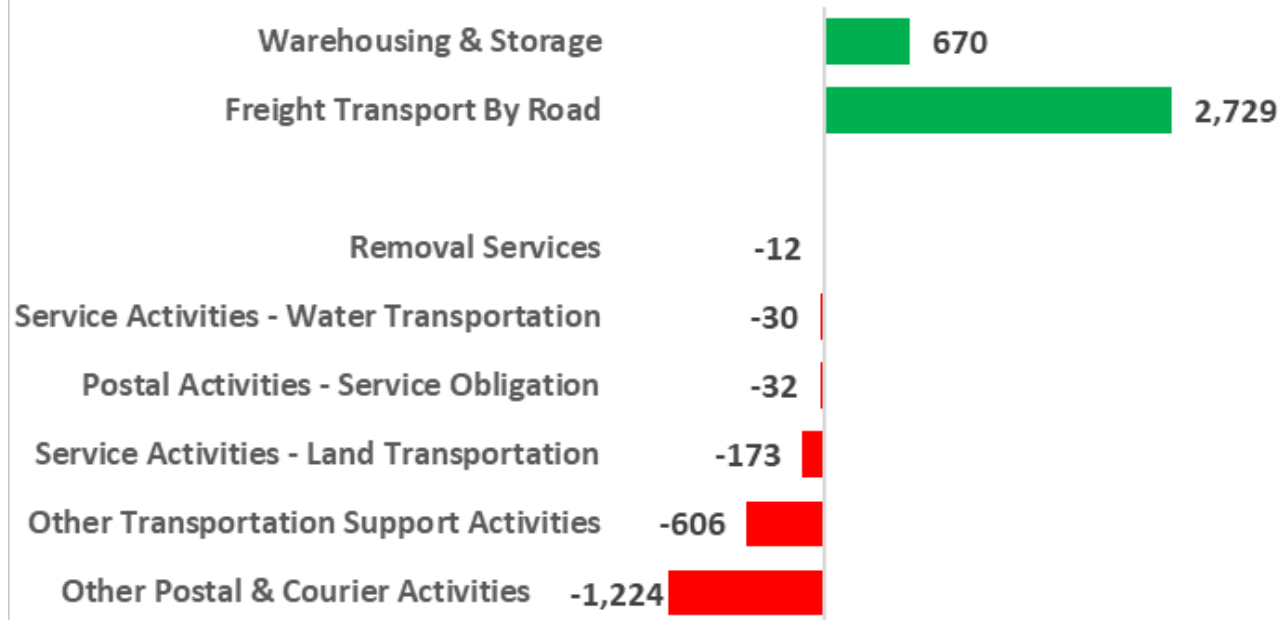


Source: Lightcast Logistics Industry Table, 2022

Logistics - Sector Jobs Growth & Decline

Top sub-sector growth areas between 2018-22 in Staffordshire include

- **Freight Transport by Road**
- **Warehousing & Storage**

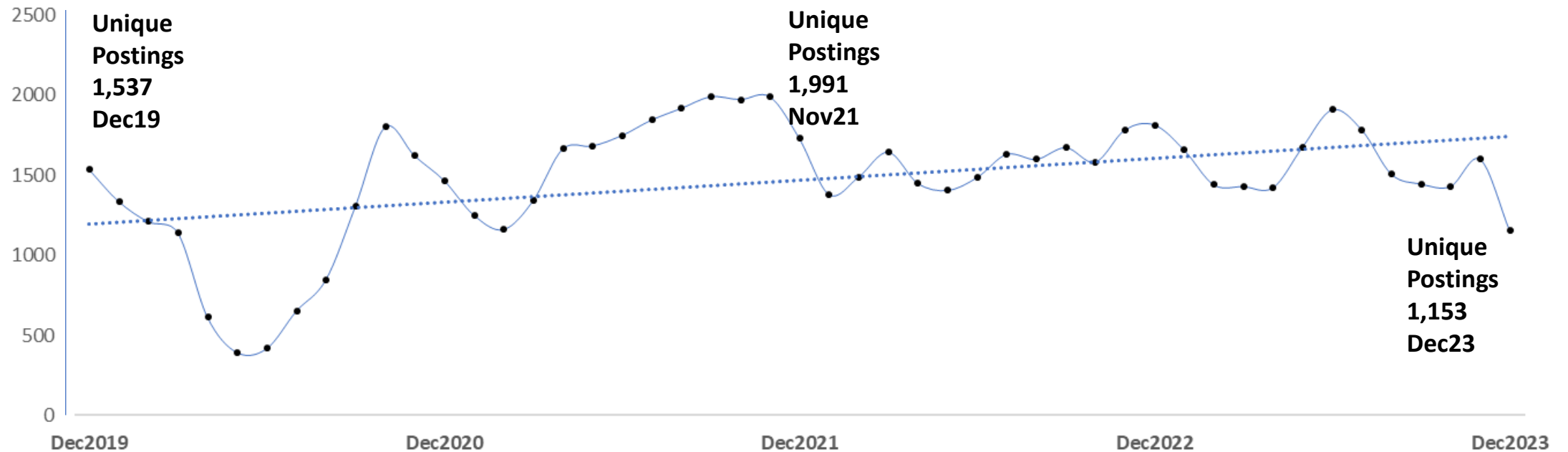


Source: Lightcast Logistics Industry Table, 2022

Logistics Job Postings Trend

Logistics Job Postings recovered well from the COVID impact, but levels have recently declined to below pre-pandemic levels. The highest level since pre-pandemic was 1,991 in November 2021.

Logistics Job Postings are 36% lower in December 2023 compared to a year ago. Over the five-year period Logistics job postings have decreased by 25% and may well reflect pressures on businesses due to higher wage, resource and energy costs.



Source: Lightcast Job Posting Analytics 2023










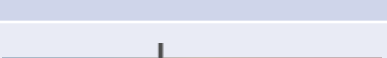
Logistics – Occupations in Demand

8,900 Unique Postings Nov2022-Oct2023

Warehouse Operatives, Large Goods Vehicle Drivers, Transport & Distribution Clerks highest number of vacancies Nov2022-Oct2023

Average Posting Intensity **2:1** in line with Regional average

Source: Lightcast Logistics Occupations Nov2022-Oct2023

Occupation	Total/Unique Nov22-Oct23	Ratio	Posting Intensity
Warehouse Operatives	7,549/2,732	3:1	
Large Goods Vehicle Drivers	3,078/1,382	2:1	
Transport & Distribution Clerks	2,667/1,290	2:1	
Fork-lift Truck drivers	3,037/1,281	2:1	
Managers Transport & Distribution	1,052/520	2:1	
Road Transport Drivers	926/423	2:1	
Mangers Storage & Warehousing	820/333	2:1	
Elementary Storage Supervisors	596/287	2:1	
Other Drivers & Transport Operatives	435/237	2:1	
Managers in Logistics	263/155	2:1	

Logistics Sector Earnings

Between 2019 and 2023 the median advertised salary for the Logistics sector in Staffordshire was **£25,000 (+10% growth)** and **-6%** lower than the median advertised salary for all sectors in Staffordshire which stood at £26,600.

Staffordshire has seen a recent increase in the median advertised salary for the Logistics sector with a **+10%** rise between January-December 2023 to **£26,000**. This improvement is higher than the regional increase +8% and national increase +5% growth.

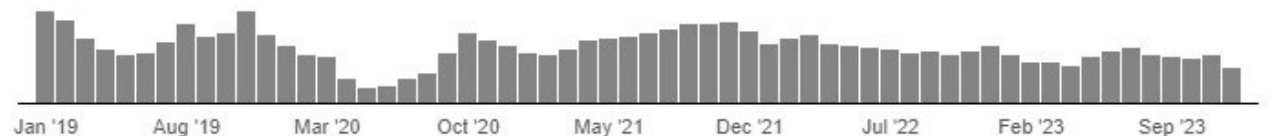
Source: Lightcast Job Posting Analytics 2023

Advertised Wage Trend

▲ **9.9%** Jan 2019 – Dec 2023
 £25.0k Median



22,775 Job Postings

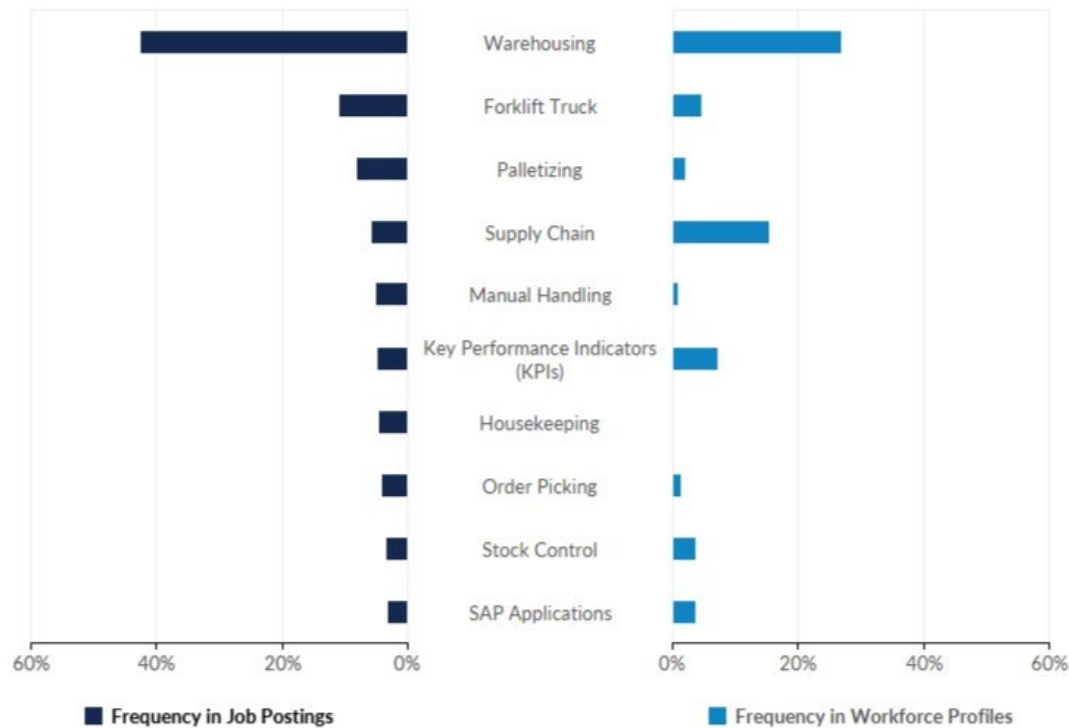


Logistics Sector Skills Demand & Gaps

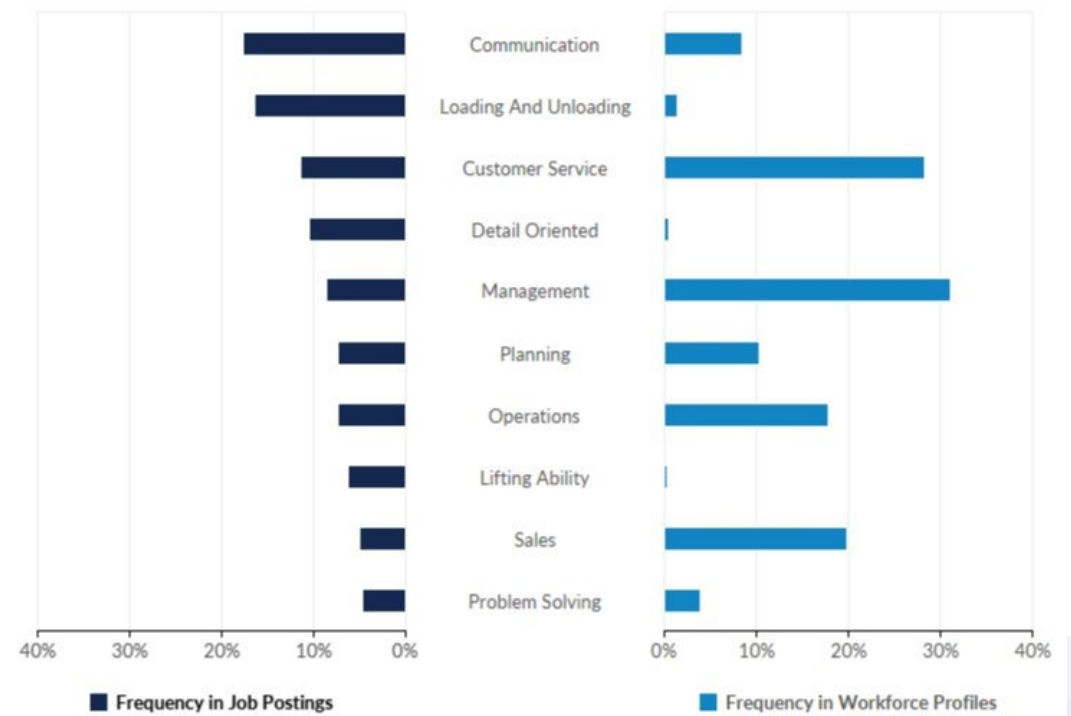
Warehousing, Forklift Truck, Palletizing most in demand specialised skills

Communication, Loading & Unloading, Customer Service most in demand common skills

Specialised Skills in Demand (Nov22-Oct23)



Common Skills in Demand (Nov22-Oct23)



Opportunities for Growth and Development



Further develop partnerships and support for businesses to gain investment to develop new technologies and grow. Staffordshire has a strong business base of **1,800 Logistics businesses** to build upon.



Support businesses to capitalise on international market demand to grow the local economy e.g. West Midlands Interchange. UK Logistics international trade value of over **£1 trillion a year.**²



Increase Logistics related Skills Bootcamps and introduce T-level in Logistics to support learner achievement to ensure future workforce has right skills - **2.7 million people employed in logistics roles (8.2% of UK workforce)**³



Need to raise aspirations amongst young people to pursue careers in sector for future growth – promote improving earnings and wide range of careers e.g. **Generation Logistics**⁴