

Digital Profile

Skills and Employability Team

Staffordshire County Council

2024



SWOT: Digital

- Above average earnings in digital roles in Staffordshire₁
- 5G connectivity to over 80% homes & gigabit broadband to over 73% businesses in West Midlands₂
- Digital job postings in Staffordshire 161% higher June23 than May20 levels₃
- ICT apprenticeships - good growth in starts and achievements in Staffordshire₄

- Partnerships between education providers & businesses to foster digital entrepreneurship and digital skills
- Promote strong enterprise offer to encourage new businesses/SMEs in sector
- Industry need - flexible forms of training
- West Midlands has highest number of companies developing new tech, with 76,000 tech related jobs₅



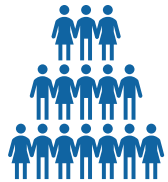
- Digital skills are a concern for current and future workforce₆
- ICT jobs have had a slower rate of recovery following the pandemic
- Improve finance and investment to harness digital skills & for future digital roles
- Lower level of growth in Staffordshire than national level for ICT jobs
- Retraining and upskilling existing staff

- Financial pressures – e.g. increased operating costs, investment needs
- Limited supply of STEM graduates₇
- Staffordshire has lower level of HE level trained students with digital skills – bottom five nationally₈
- Training and inspiring next generation – apprenticeships, T-levels and in-work experience

Headline Findings



Lower level of growth in Staffordshire 2018-22 for ICT jobs (0%) than region (8%) and national levels (12%)₂



Staffordshire Digital job postings +161% higher in June 2023 than pandemic levels showing strong recovery and growth₁



Higher than average earnings - median advertised salary for Digital sector Staffordshire: +32% higher than average for all sectors. Higher growth in Staffordshire 2019-23 than region & nation₃



ICT apprenticeship starts and achievements increased 48% and 18% between 2018/19 and 2022/23 in Staffordshire₄

Digital Economy

- Digital products accounted for 5% of GVA in 2020 – increase from 4.5% 2019₁
- Digital sector provided employment for nearly 1.9million people in 2022₂
- Highest employment area in UK in 2022- computer consultancy activities 487,000₂
- Majority of UK businesses handle digitalised data - 85% businesses in 2022₃
- Website sales in UK - £459.2billion 2021, +£102.8billion (+29%) compared to 2019₄
- Website sales to customers outside UK - £77.8 billion in 2021₄
- UK - 4th largest digital economy in world₅



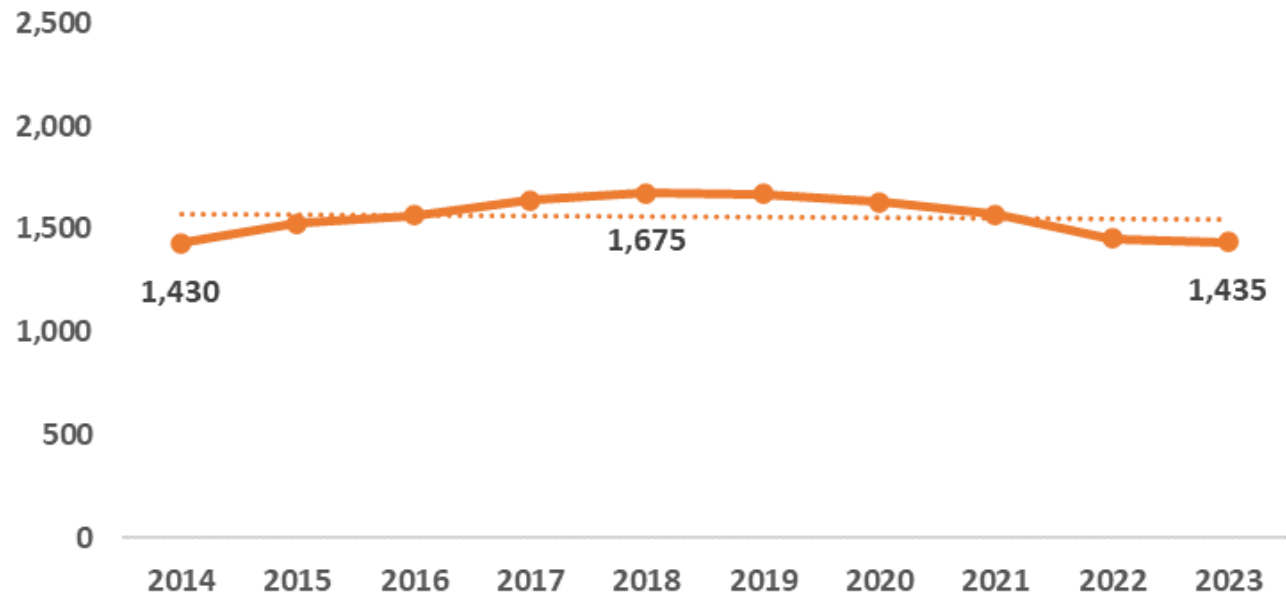
Information & Communication Businesses

There were **1,435** Information and Communication businesses based in Staffordshire in 2023. Between 2014-23 the number of businesses has remained very similar with just 5 additional businesses, **+0.3%** growth.

Over the same 10-year period the West Midlands region saw an increase of 1% and nationally there was an increase of 5%. Staffordshire has seen a low level of growth in this sector, largely in line with the region but lower than national levels.

Notable increases of **+245** businesses (**+17%**) in 2018 to 1,675 businesses. However there has been a decline since in the number of businesses across the county, region and nationally. This is likely reflective of the impact of COVID and a slower recovery of Information and Communication businesses.

Information & Communication Businesses in Staffordshire



Source: UK Business Counts, 2023

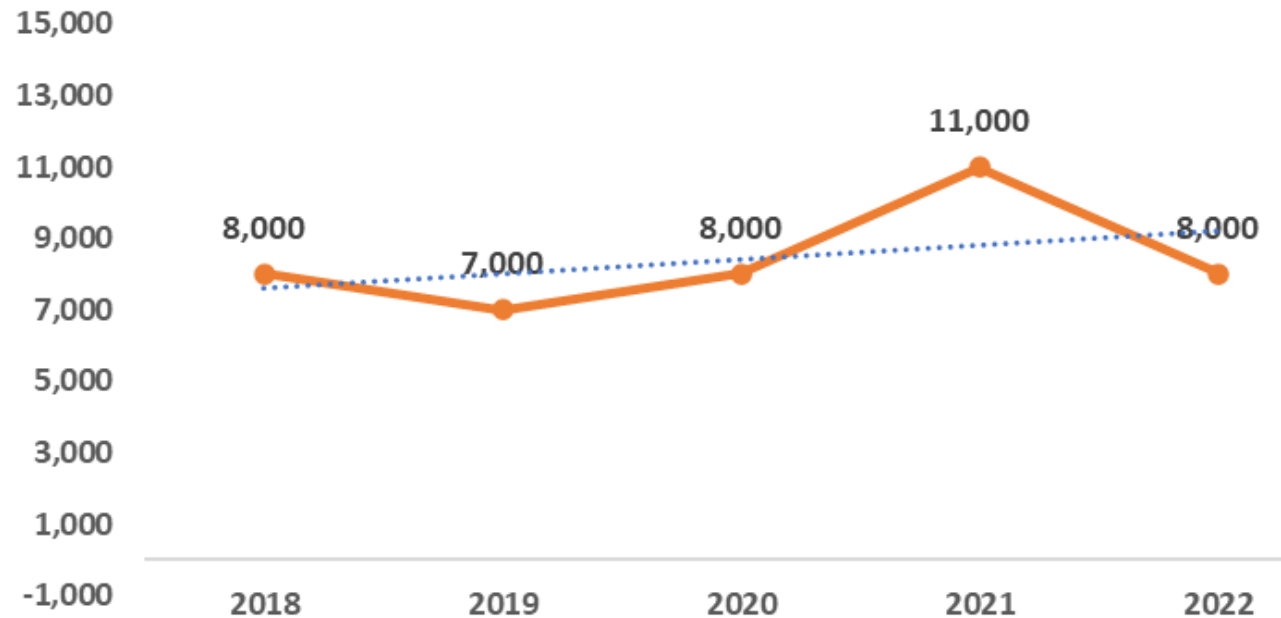
Information & Communication Jobs

In 2022 there were a total of **8,000** Information & Communication jobs in Staffordshire. Between 2018 and 2022 the number of jobs remained at a stable level with no change.

Over the same 5-year period the West Midlands region saw an increase of 8% whereas nationally there was a 12% increase. Therefore, Staffordshire has seen a lower rate of increase than region and national levels.

Notable increase in Information & Communication jobs in Staffordshire in 2021 of **3,000** or **+38%**. However, in 2022 there was a decrease of 3,000 jobs or **-27%**. The region saw a -17% decrease whereas nationally there was a 6% increase. Therefore, the sector has had a slower recovery following the pandemic.

Information & Communication Jobs in Staffordshire

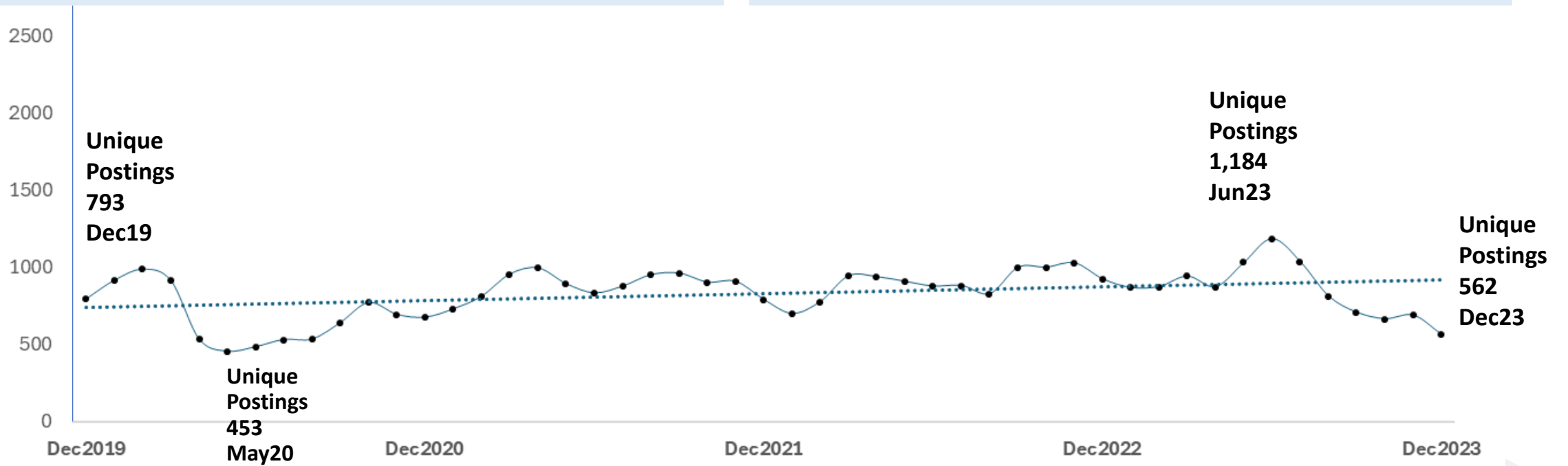


Source: Business Register & Employment Survey (BRES), 2022

Digital Job Postings Trend

Digital Job Postings in Staffordshire recovered well from the COVID impact, with postings peaking in June 2023 at 1,184, 161% higher than pandemic levels of 453 in May 2020.

However, more recently we have seen a decline in Digital Job Postings which are 39% lower in December 2023 compared to a year ago. Over the five-year period Digital job postings have decreased by 29% and may well reflect pressures on businesses due to higher wage, resource and energy costs.




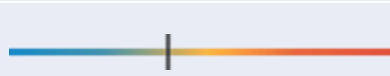


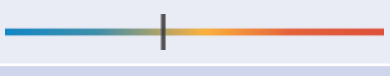



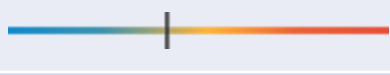

Source: Lightcast Job Posting Analytics 2023

Digital – Occupations in Demand

4,900 Unique Postings Nov2022-Oct2023

Programmers & Software Dvpt. professionals; IT User Support Technicians; IT Business Analysts, Architects & System Designers highest number of vacancies Nov2022-Oct2023

Average Posting Intensity **2:1** below Regional average of 3:1

Occupation	Total/Unique Nov22-Oct23	Ratio	Posting Intensity
Programmers & Software Dvpt	3505/1537	2:1	
IT User Support Technicians	990/513	2:1	
IT Business Analysts, Architects & Systems Designers	1006/451	2:1	
IT Operations Technicians	877/443	2:1	
IT Network professionals	870/409	2:1	
CAD, Drawing & Architectural Tech.	618/239	3:1	
D/Base Admin & Web Content Tech	371/227	2:1	
IT Managers	413/209	2:1	
IT Project Managers	301/172	2:1	
Cyber Security Professionals	240/136	2:1	

Source: Lightcast Digital Occupations Nov2022-Oct2023

Digital Sector Earnings

Between 2019 and 2023 the median advertised salary for the Digital sector in Staffordshire was **£35,000 (+15% growth)** and **+32%** higher than the median advertised salary for all sectors in Staffordshire which stood at £26,600.

Staffordshire has a median advertised salary of **£36,800** in December 2023. This is lower than England average of £42,700 and regional average £40,100. However, over the five-year period Staffordshire has seen higher growth than both the region (+6.8%) and England (+0%).

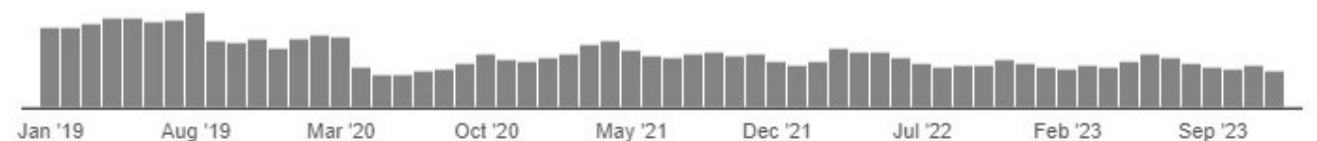
Source: Lightcast Job Posting Analytics 2023

Advertised Wage Trend

▲ **14.8%** Jan 2019 – Dec 2023
£35.0k Median



11,891 Job Postings



Digital Skills in High Demand

- UK Digital economy forecast to grow by £41.5billion 2025 and create 678,000 jobs₁
- Digital skills command higher salaries₂
- Digital skills gap estimated to cost UK economy £63billion per year in lost GDP₁
- Only 48% people leaving FT education have advanced digital skills required₁
- Highest median salaries in computer programming, consultancy and related activities sub-sector (2022)₂
- UK had 1.7million filled jobs in digital sector 2020, 32% increase since 2011₁
- 30% of skill shortage vacancies involve a lack of basic digital skills e.g. Microsoft Office , use of digital applications₁

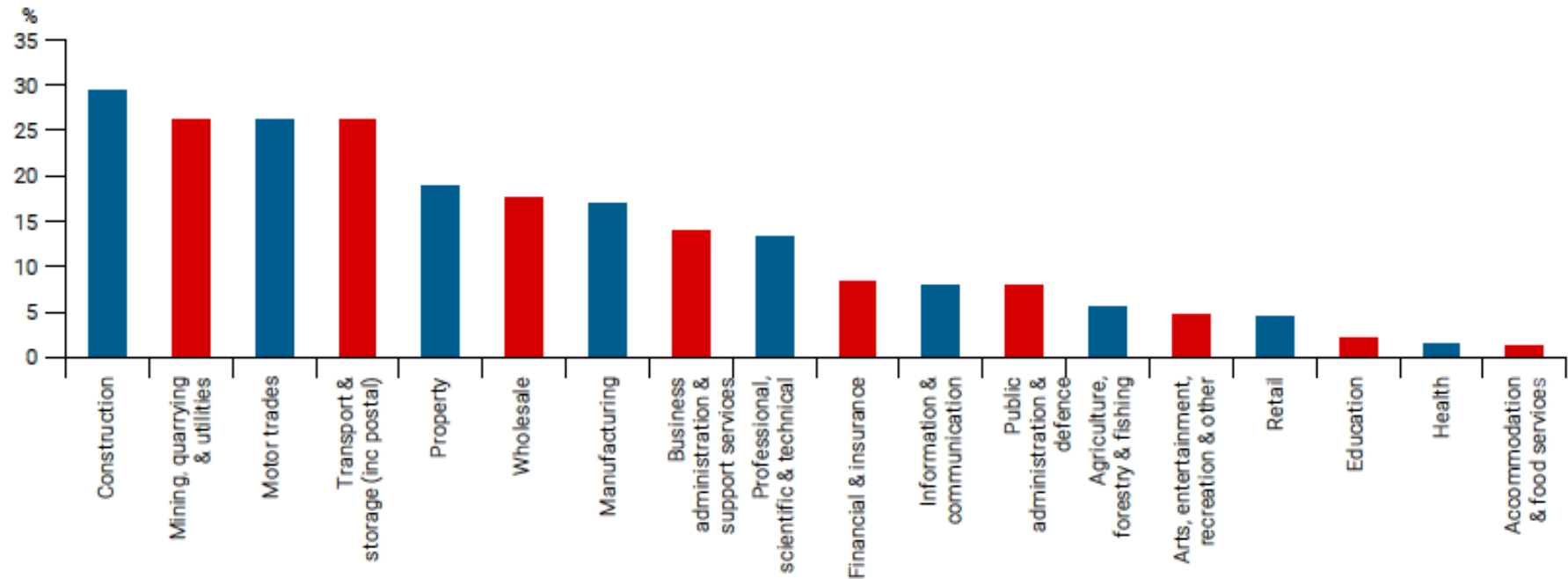


Economy wide need to upskill – digital & green skills required

Challenges:-

- Retraining and upskilling of existing employees
- Training and inspiring next generation – apprenticeships, T levels and in-work experience
- Industry need for flexible forms of training
- Limited supply of STEM graduates
- Growing skills gap

Proportion of jobs needing upskilling by industry



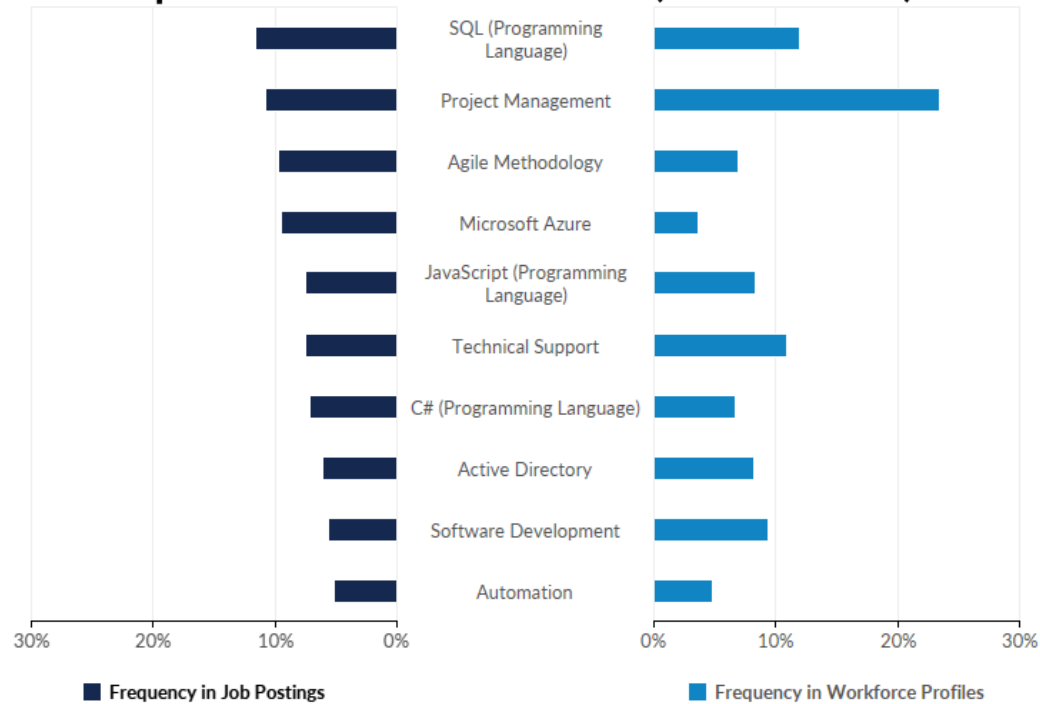
Source: Onward, Getting to net-zero, 2021

Digital Sector Skills Demand & Gaps

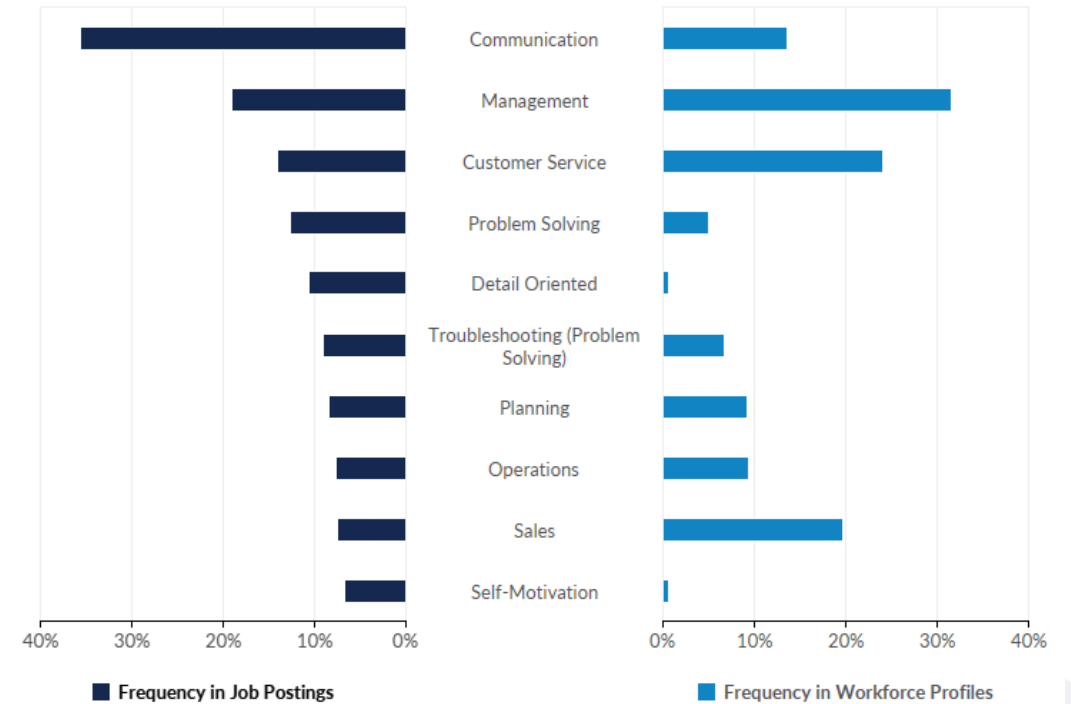
SQL, Project Management & Agile Methodology most in demand specialised skills

Communication, Management and Customer Service most in demand common skills

Specialised Skills in Demand (Nov22-Oct23)



Common Skills in Demand (Nov22-Oct23)

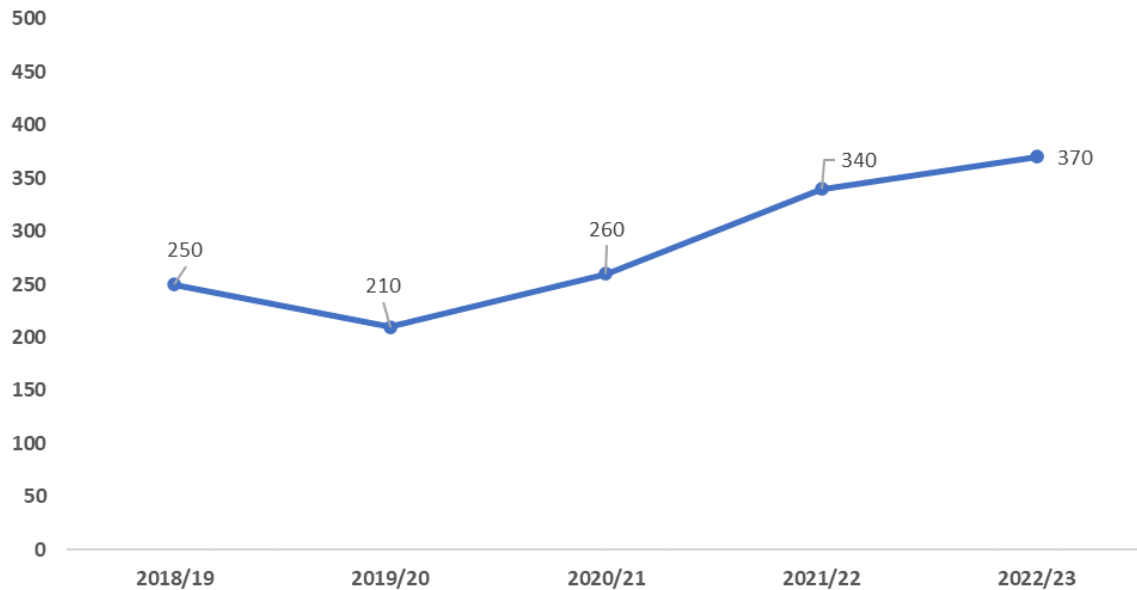


ICT Apprenticeship Starts and Achievements

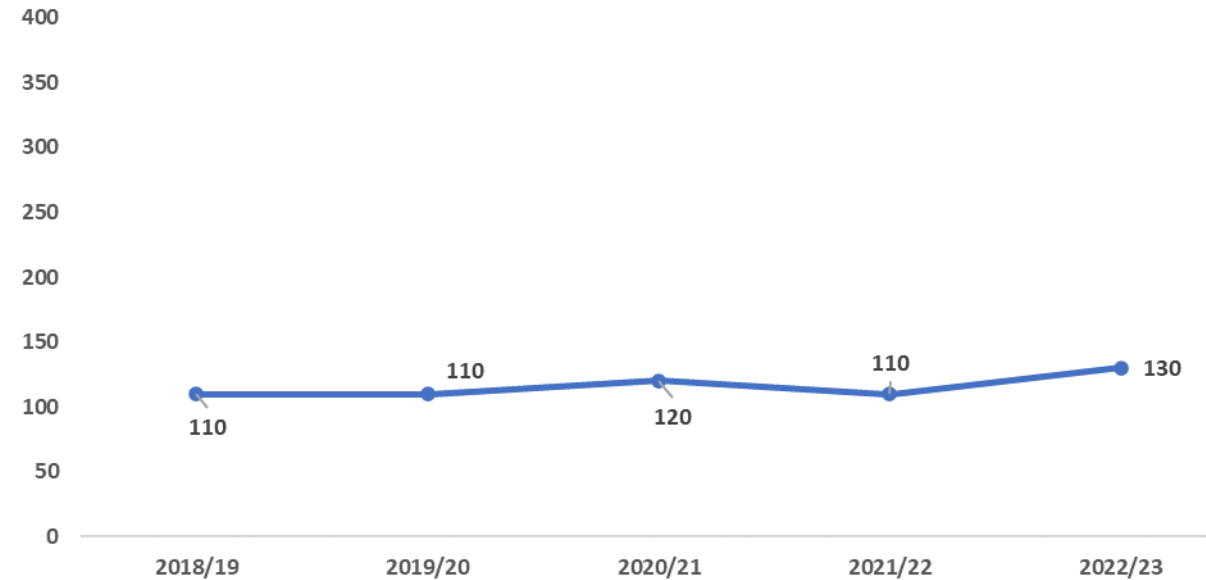
There were 370 ICT apprenticeship starts in Staffordshire in 2022/23, showing a **+48%** increase since 2018/19. This compares to a 19% increase over the same 5-year period in England. Therefore, Staffordshire has seen stronger growth.

There were 130 ICT apprenticeship achievements in Staffordshire in 2022/23, showing a **+18%** increase since 2018/19. This compares to a +24% increase over the same 5-year period in England.

Staffordshire ICT Apprenticeship Starts



Staffordshire ICT Apprenticeship Achievements



Opportunities for Growth and Development



Further develop partnerships and support for businesses to invest in new technologies and encourage new businesses/SMEs in sector.



Support industry need for flexible forms of training and training pathways for young people - ICT apprenticeship starts and achievements increased 48% and 18% between 2018/19 and 2022/23 in Staffordshire₂



Work with education partners and businesses to upskill workforce - 7.5million people or 18% of UK adults lack essential digital skills needed for workplace₃



Encourage young people to pursue careers in sector for future growth – promote above average earnings and wide range of career opportunities₄