

Employment and Skills Opportunities and Challenges - East Staffordshire

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 East Staffordshire.



SWOT: East Staffordshire

- Business survival rate above regional and national averages
- Economic inactivity below national level
- Employment rate above regional & national
- Growing business base with 3% growth
- High GVA per job filled to UK average
- Largest Economy in Staffordshire £4.4 billion with strong growth

- Capitalise on good economic and social links to West and East Midlands
- Continued promotion of location in heart of National Forest and tourist attractions
- Develop strong enterprise offer to encourage new SMEs and job growth
- Realise potential of new technologies such as AI and automation to drive key sectors
- Repurpose town centres to encourage mixed use and future proof amenities



- Adult skills levels lower than national level
- Business Start Up Rate below regional and national averages
- Decline in job growth -0.2% 2017-22
- Occupations in higher groups below county and national levels
- Job Vacancies bias towards lower skilled roles
- Residents Earnings lowest of all LAs

- Adapting amenities and town centres to be future proof and sustainable
- Addressing labour skills shortage (e.g. health sector)
- Attracting new business investment & jobs
- Encouraging Apprenticeship Training
- Increasing productivity and supporting new business development
- Raising aspirations amongst young people and improving skills levels generally

Headline Findings



4,820 businesses in 2023, equivalent to **3%** growth between 2018-23. **65,000** jobs in 2022, although **-0.2%** fall between 2017-22



Lower economic inactivity than national level at **19%** in 2023, although higher than Staffordshire average



81% employment rate in 2023, higher than regional and national averages, although lower than county level



Total GVA of **£4.4** billion – largest economy in Staffordshire with **+29%** growth 2017-22, higher than county, regional and national level growth

Business Growth and Key Sectors

There were 4,820 businesses based in East Staffs in 2023. In 2018-23 there were an additional 135 businesses, +3% growth. This is higher than county +0.3% & national +2% levels, and same as the region +3%.

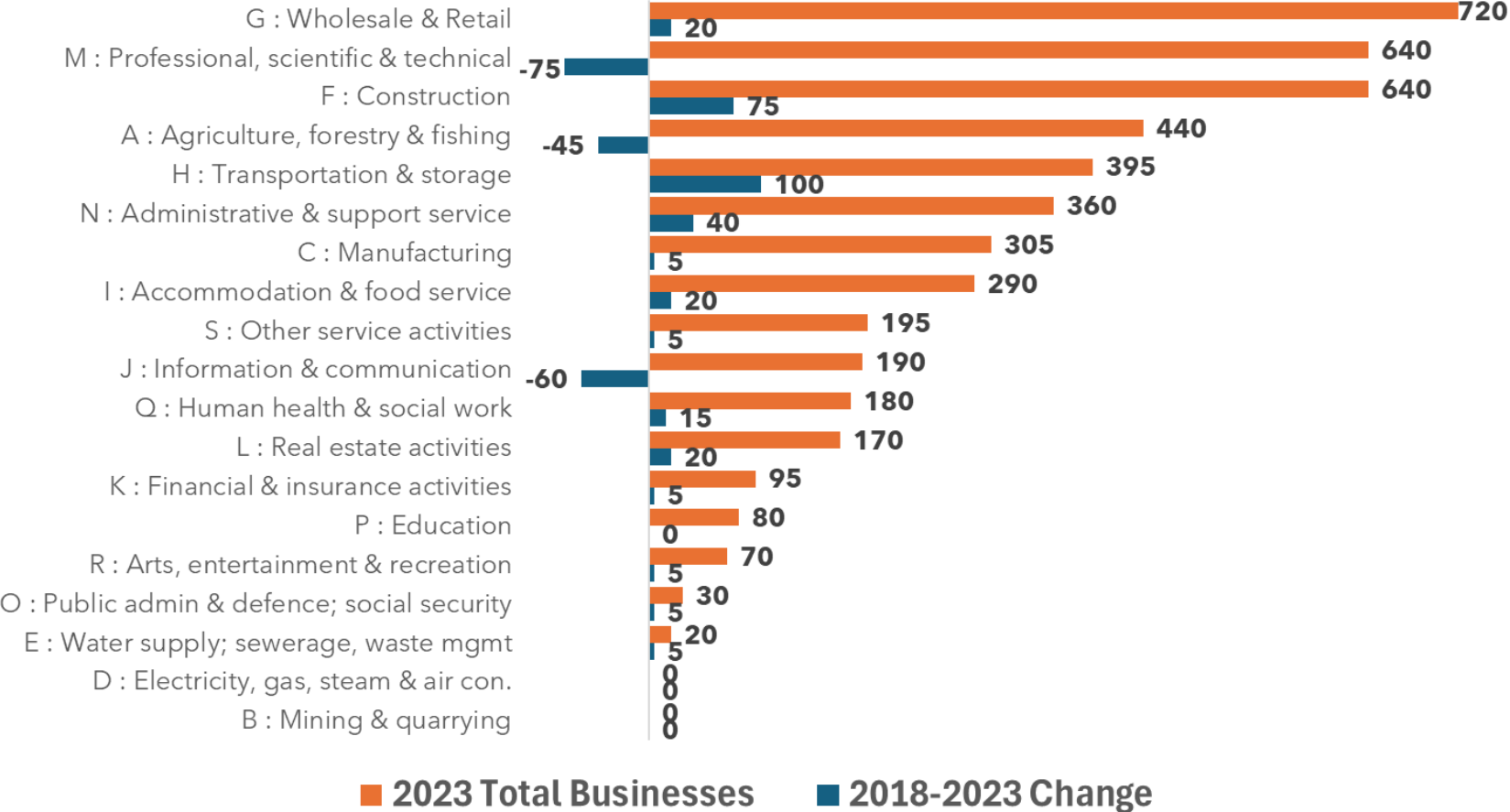
Key sectors include Wholesale & Retail (720 businesses), Professional, Scientific & Technical (640 businesses), Construction (640 businesses).

Strongest growth 2018-23: Transportation & Storage (+100 businesses), Construction (+75 businesses), Administrative & Support (+40 businesses).

Notable decline 2018-2023: Professional, Scientific & Technical (-75 businesses), ICT (-60 businesses), Agriculture, forestry & fishing (-45 businesses).

Source: UK Business Counts 2024

Total Businesses 2023 and Business Change 2018-2023



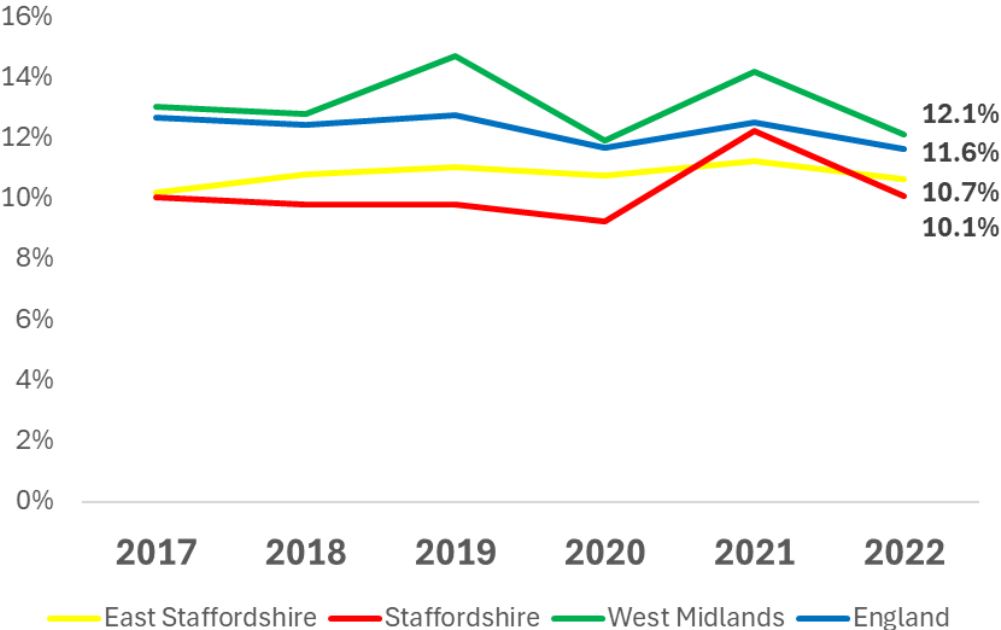
■ 2023 Total Businesses ■ 2018-2023 Change

Business Start Ups and Closures

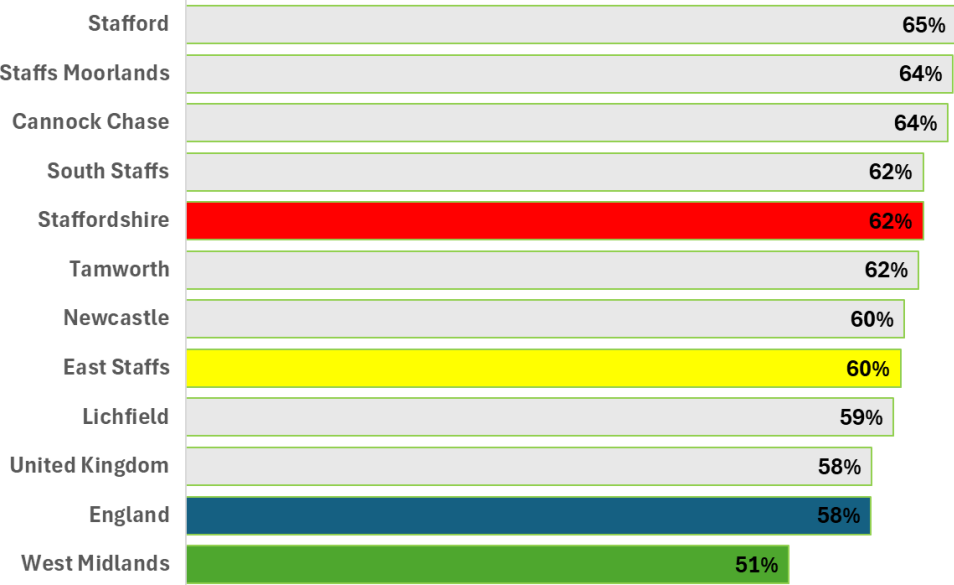
East Staffs 2022 Business Start Up Rate 10.7% is above the county (10.1%), but lower than region 12.1% and national 11.6% averages. East Staffs has a lower Business Death Rate 11.5% than county 11.1%, region 12.7% & nation 12%.

East Staffordshire has a business survival rate at 61% in 2022 – slightly lower than the county (62%), although 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

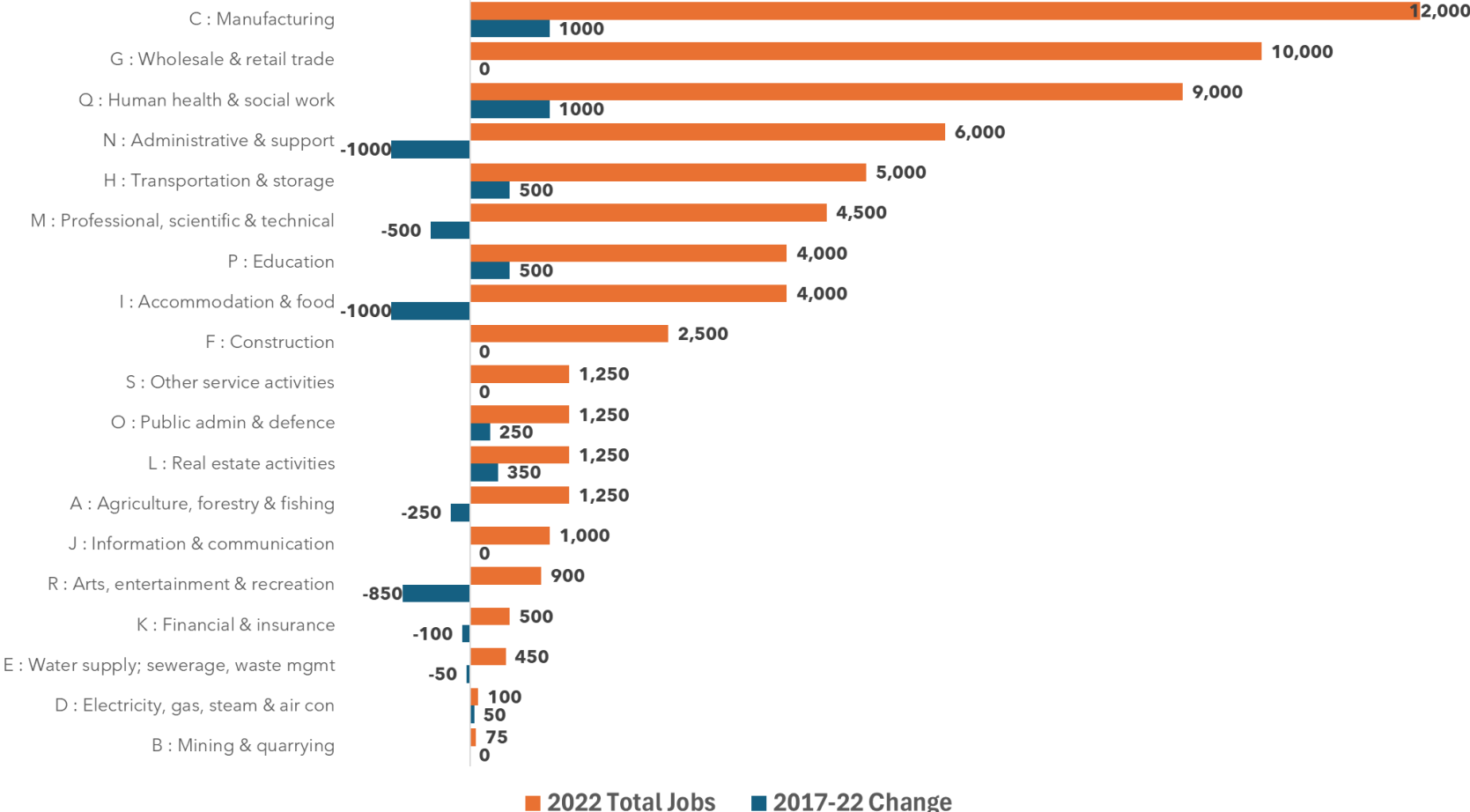
In 2022 there were a total of 65,000 jobs in East Staffordshire. There has been negligible change between 2017-22 with a decrease of -100 jobs or (-0.2%)

Key Sectors in 2022 include Manufacturing (12,000 jobs), Wholesale & Retail (10,000 jobs) and Human Health & Social Work (9,000 jobs).

Strongest growth between 2017-22 in Human Health & Social Work (+1,000) and Manufacturing (+1,000) sectors.

Notable decline in growth 2017-22 in Administrative & Support (-1,000), Accommodation & Food (-1,000) and Arts, Entertainment/Recreation (-850) sectors.

Key Employment Sectors 2022 and Change 2017-2022



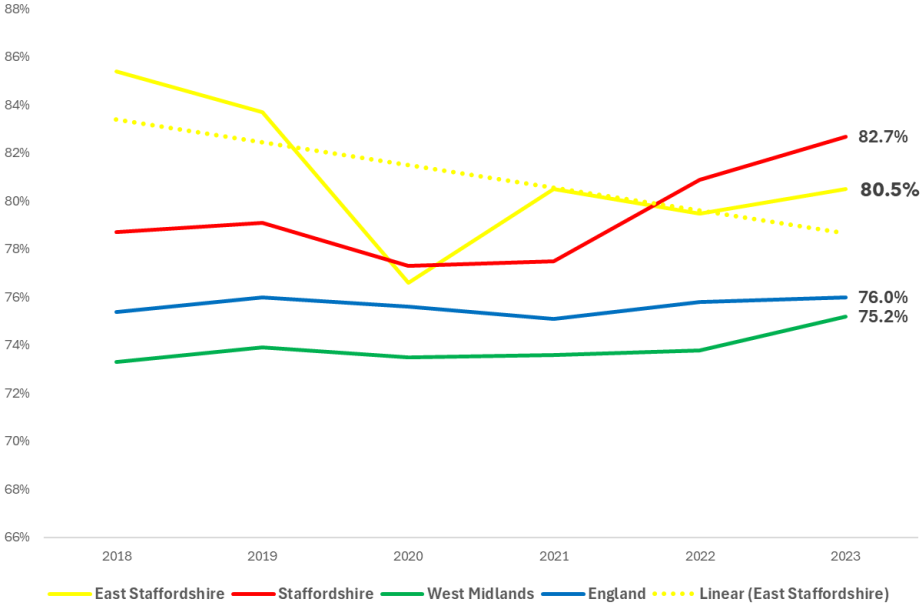
Source: Business Register & Employment Survey (BRES), 2024

Employment Rate

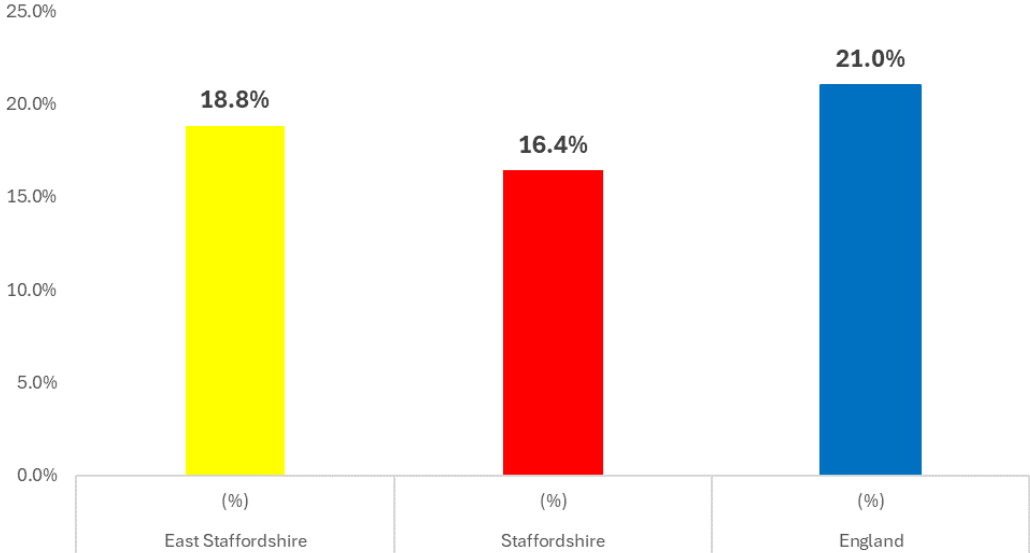
81% (57,600 residents in employment) Employment rate in 2023 in East Staffordshire, lower than county 83%, but higher than regional 75% and national 76% averages.

19% or 13,500 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

42% of jobs in higher occupation groups in July 2022-June 2023, below the county 50% and the national 53% averages.

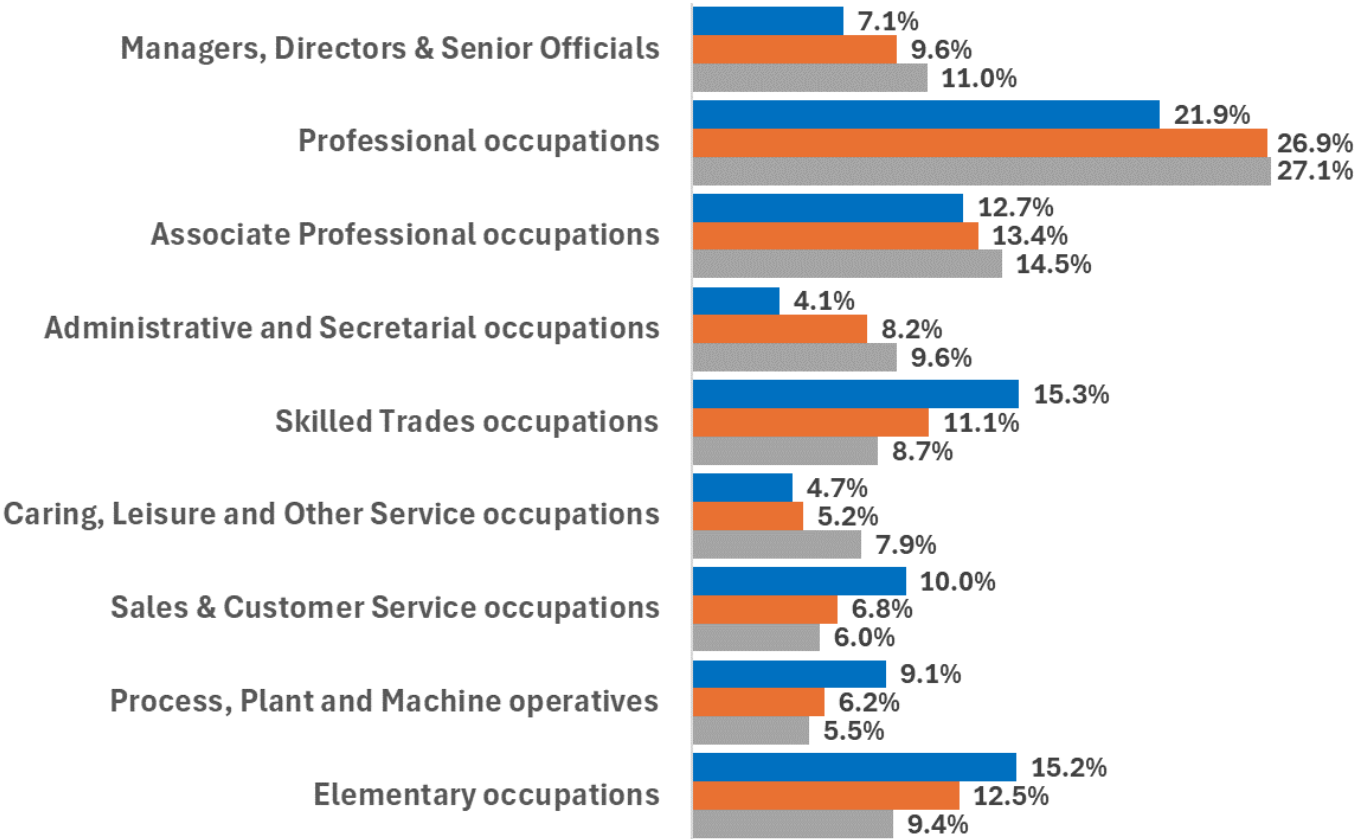
22% of jobs in professional occupations lower than the county 27% and national 27% averages.

7% Managers, Directors & Senior Officials lower than county 10% and national 11% averages.

Source: ONS Annual Population Survey, 2024

Occupations % (July 22-June 23)

■ East Staffordshire ■ Staffordshire ■ England



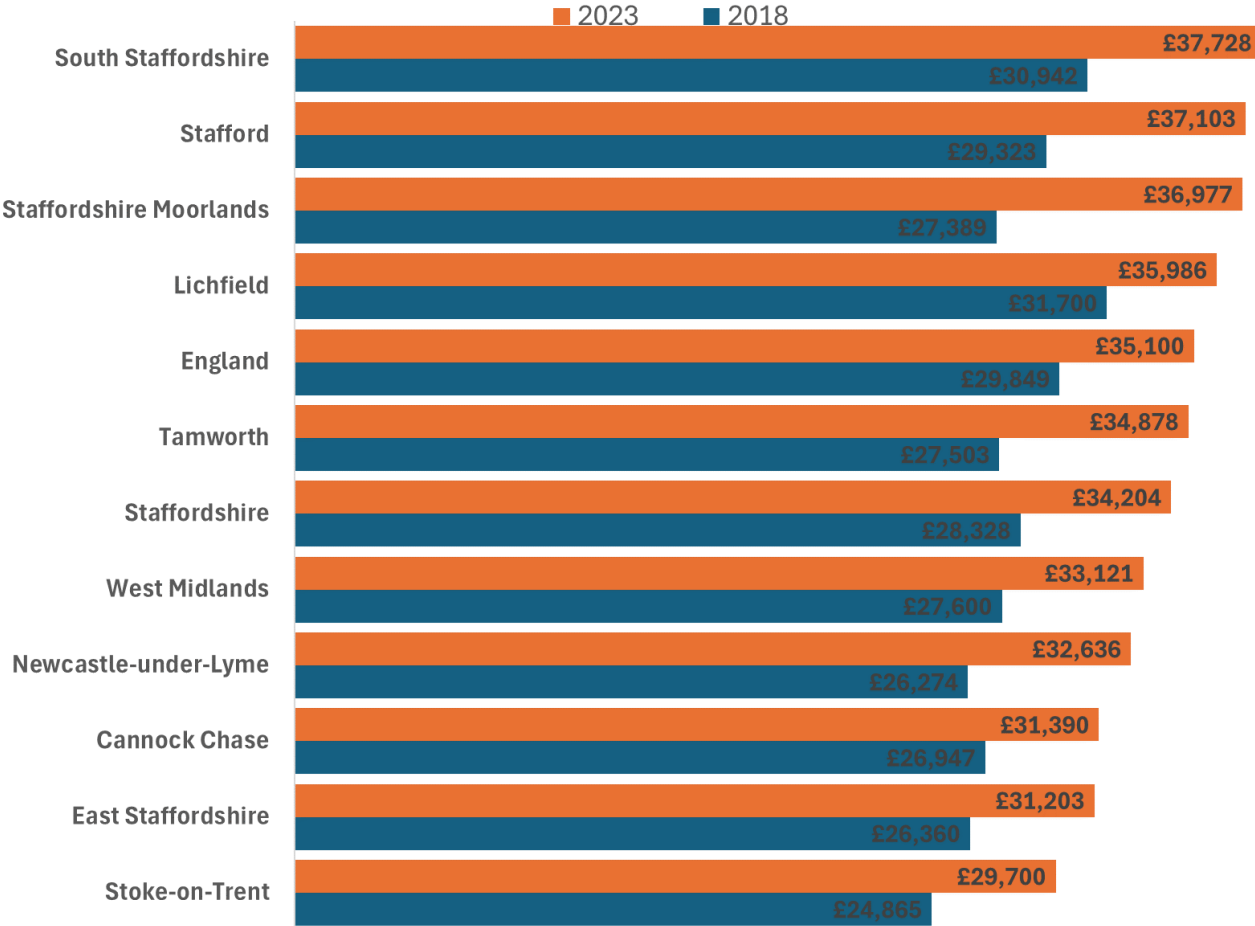
Median Resident Earnings

£31,203 average annual resident earnings East Staffordshire in 2023, lower than the county £34,204, regional £33,121 and national £35,100 averages. East Staffordshire has lowest resident earnings of all LAs.

18.4% growth in East Staffordshire annual resident earnings 2018-2023, lower than county +20.7% and regional +20.0% averages although higher than national average +17.6%.

Source: ONS Annual Survey of Hours and Earnings, 2024

Average Annual Earnings by Resident (£) 2018-23



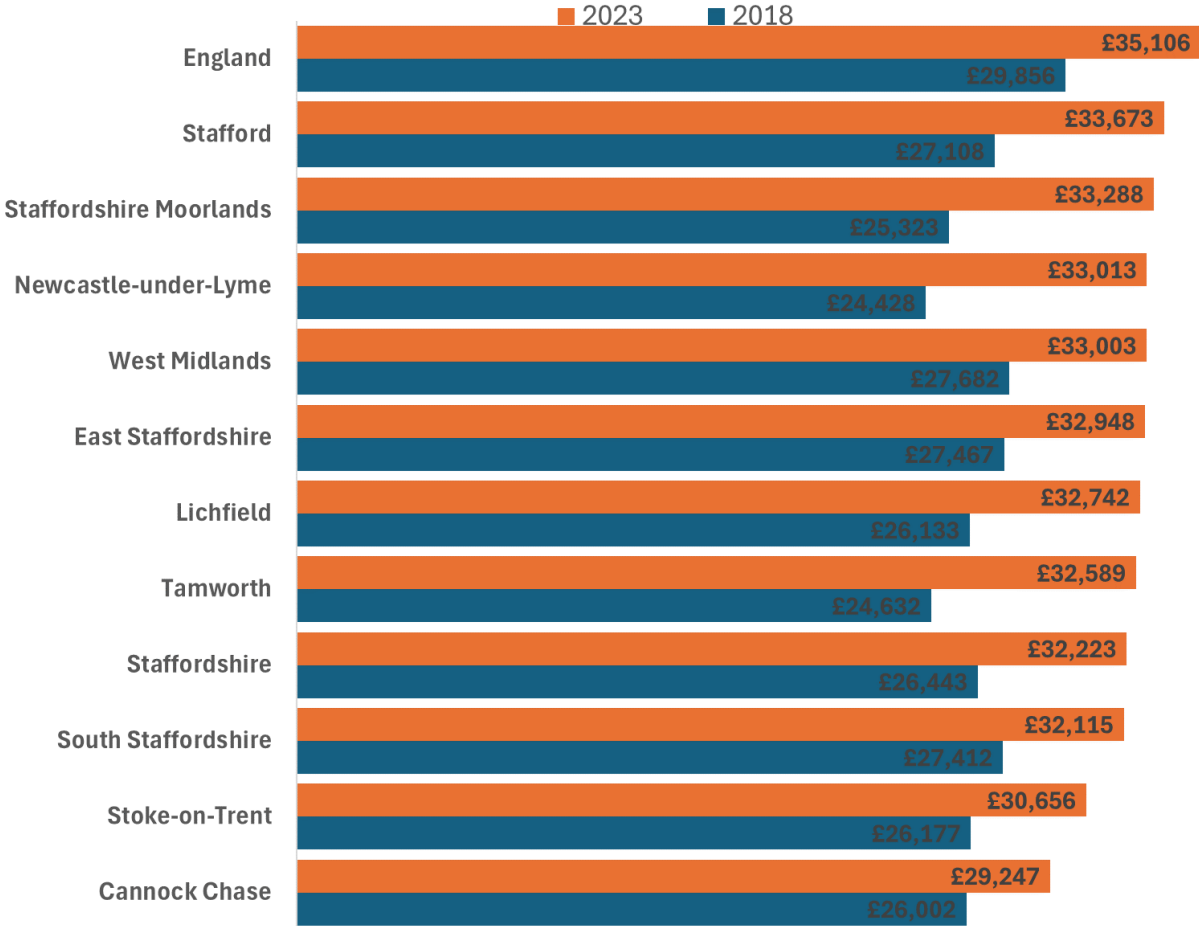
Median Workplace Earnings

£32,948 average annual workplace earnings East Staffordshire in 2023, higher than the county £32,223 although lower than the regional £33,003 and national £35,106 averages.

20.0% growth in East Staffordshire annual workplace earnings 2018-2023, lower than county average of +21.9%, although higher than regional +19.2% and national +17.6% averages.

Source: ONS Annual Survey of Hours and Earnings, 2024

Average Annual Earnings by Workplace (£) 2018-23

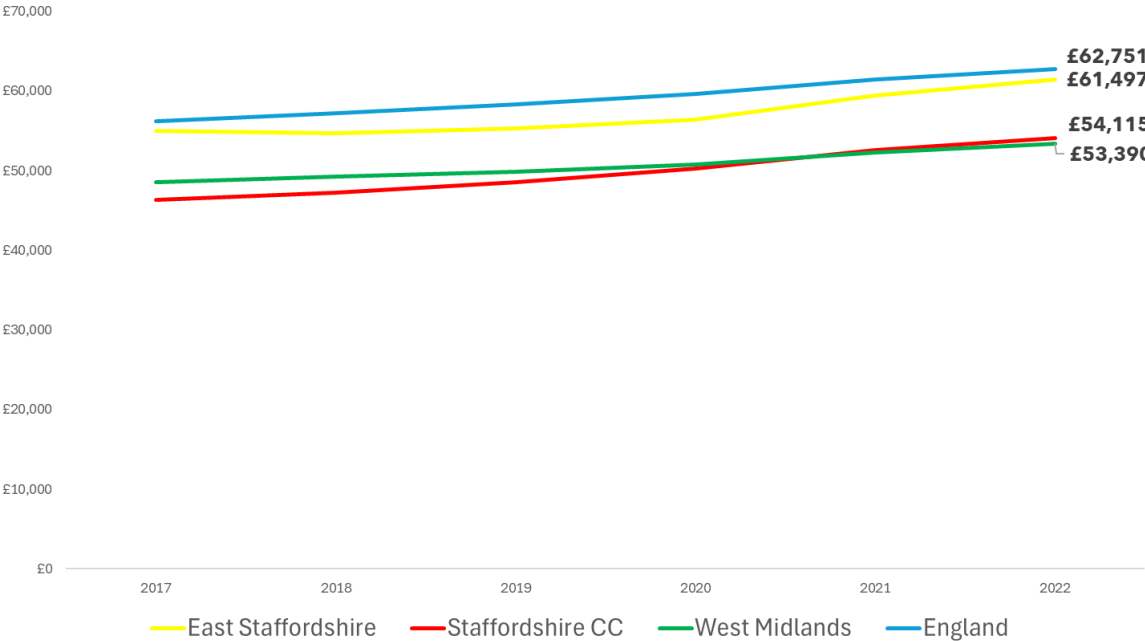


Productivity (GVA per Job Filled)

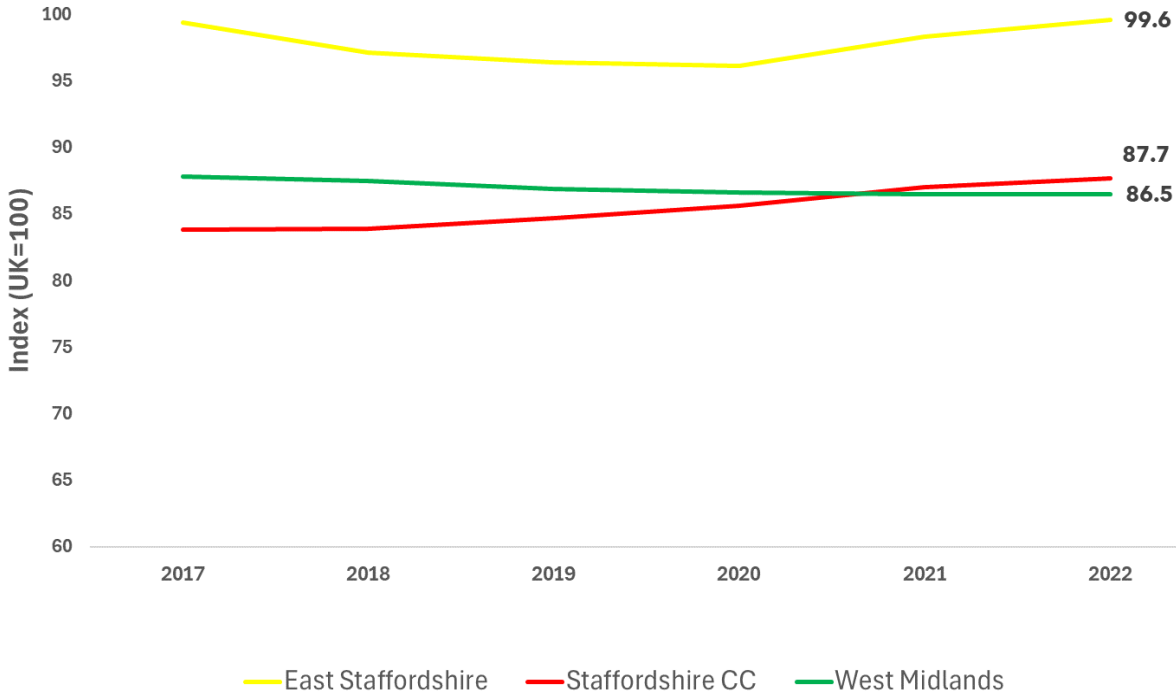
East Staffordshire GVA per job filled at £61,497 in 2022 (2nd highest in Staffordshire) has grown +12% 2017-22. This is lower than county level growth +17%, but higher than the regional +10% and in line with national level +12%.

East Staffs GVA per job filled is +11.9% higher than the county average, +13.1% higher than the regional and -0.4% less productive than the UK average. East Staffordshire has the 2nd highest GVA per job filled to UK average of all LAs.

GVA per Job Filled Growth (£) 2017-2022



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



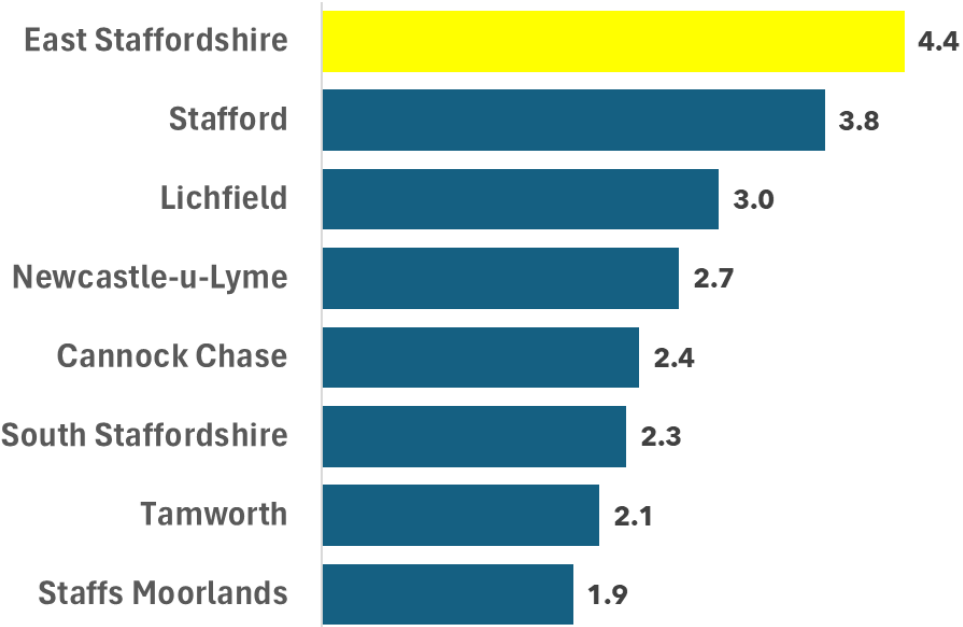
Source: ONS Productivity 2024

GVA Growth

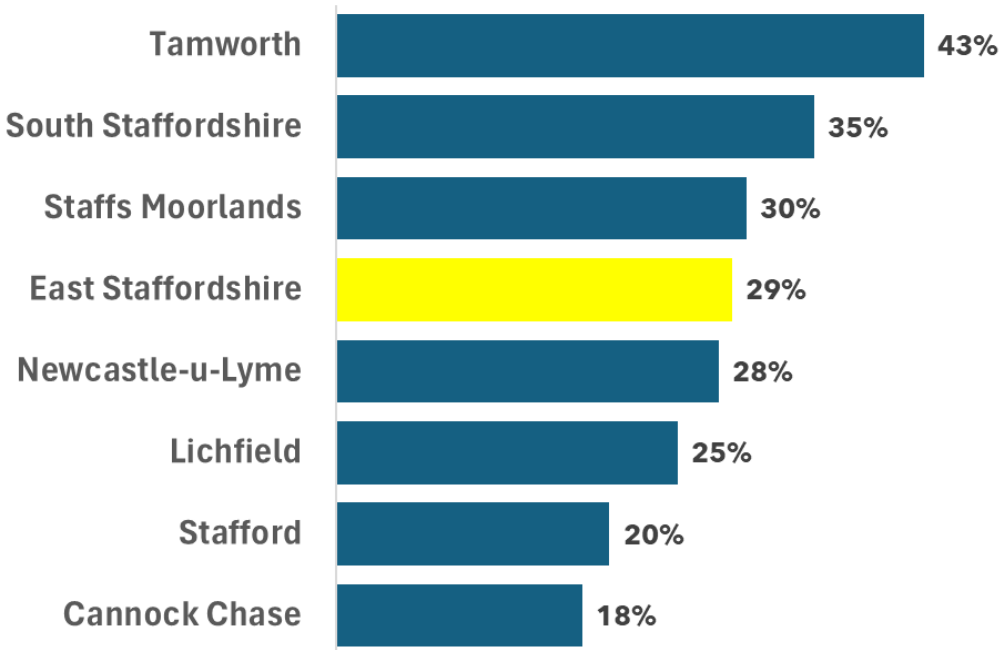
East Staffordshire economy in 2022 is the largest in Staffordshire – £4.4 billion total GVA.
Largest sectors by GVA include Manufacturing £1,102 million; Wholesale & Retail £666 million and Human Health & Social Work £364 million.

East Staffordshire total growth 2017-22 is £985 million (+29%). This is higher than national, regional and county levels: +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 Count

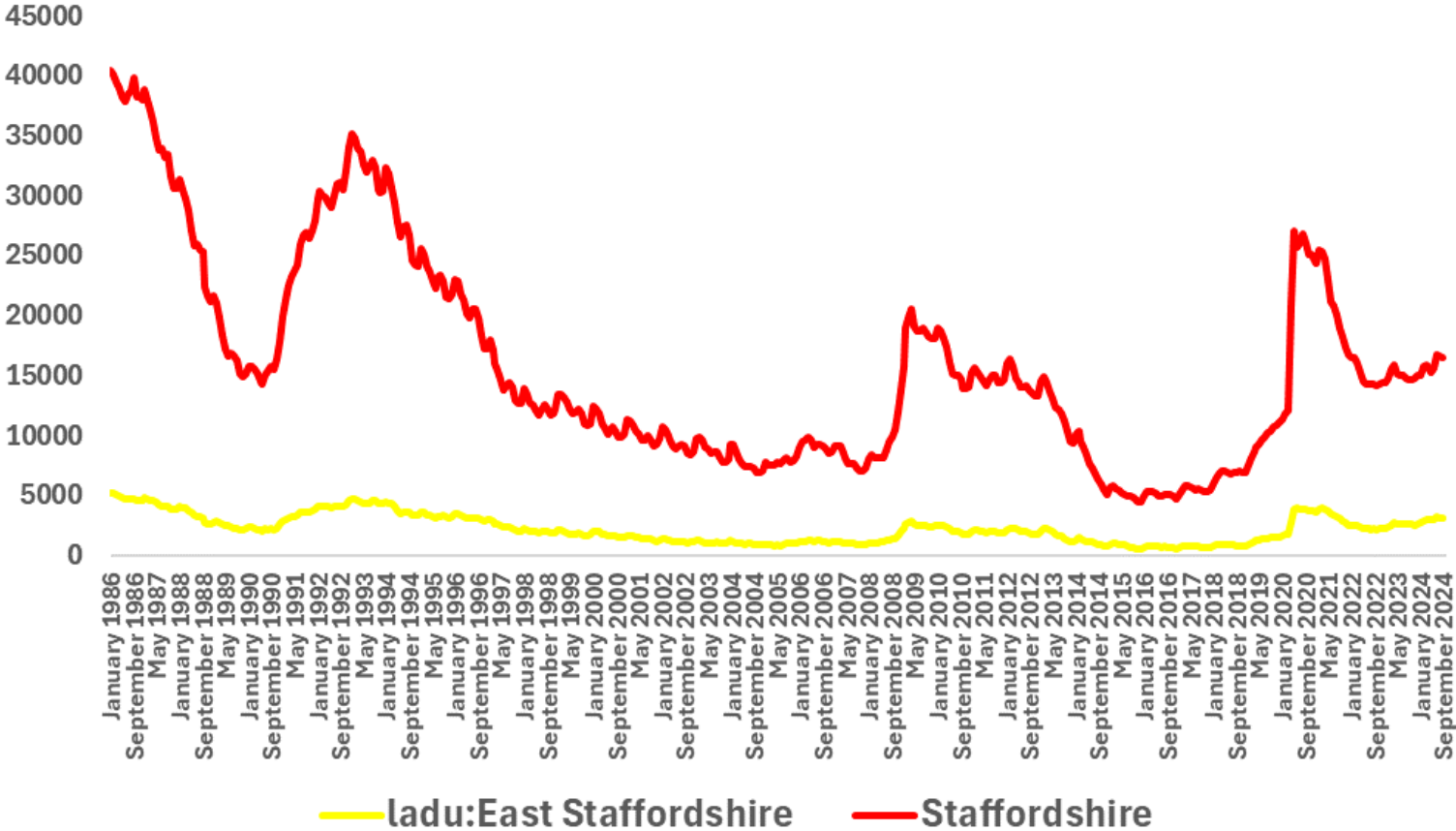
4.0% claimant count rate in September 2024, highest of all LAs. Higher than county average 3.1% but lower than regional 5.8% and national 4.4% averages.

3,070 claimants in September 2024, +79% increase since March 2020, higher than county +37%, regional +49% and national 47% averages.

5.3% Youth claimant count rate in September 2024, higher than county average 4.9% but lower than regional 7.5% and national 5.4% averages.

475 youth claimants in September 2024, +48% increase since March 2020, higher than county +27%, regional +35% and national +29% averages.

East Staffordshire and Staffordshire Claimant Trend



Source: NOMIS September 2024

Job Vacancies











18,800 Unique postings July 2023–June 24

£28,000 Median advertised salary July 2023–June 24

Human Health, Food & Beverage and **Retail Trade**
highest sector vacancies July 2023–June 24

Care Workers, Cleaners & Domestic and **Sales Related**
highest occupation vacancies July 2023–June 24

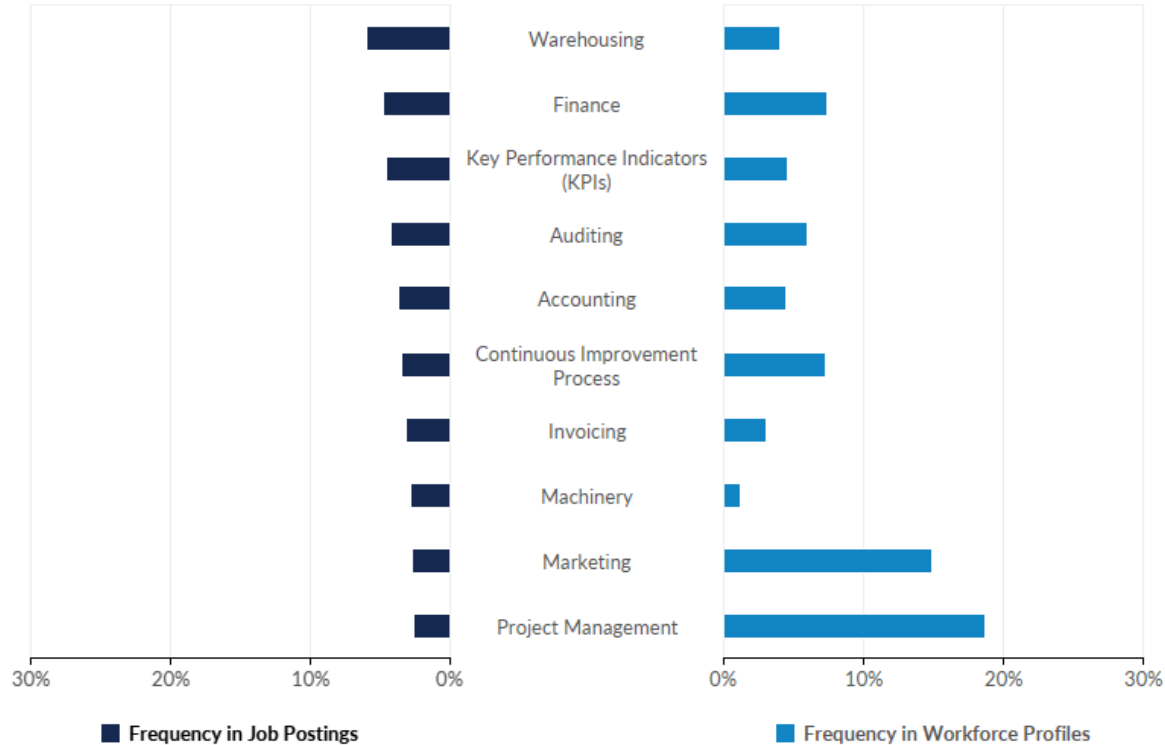
Source: Lightcast 2024

Occupation	Total/Unique (Jul22-Jun23)		Posting Intensity
Care Workers	2,338/757	3:1	
Cleaners & Domestic	1,452/574	3:1	
Sales Related	1,291/524	2:1	
Warehouse Operatives	1,314/517	3:1	
Teaching Assistants	1,135/442	3:1	
Social Workers	1,355/357	4:1	
Kitchen/Catering Assist.	951/357	3:1	
Secondary Education Teaching Professionals	658/343	2:1	
Customer Service	823/341	2:1	
Book-keepers, Payroll Mgrs & Wages Clerks	592/322	2:1	

Skills Gap

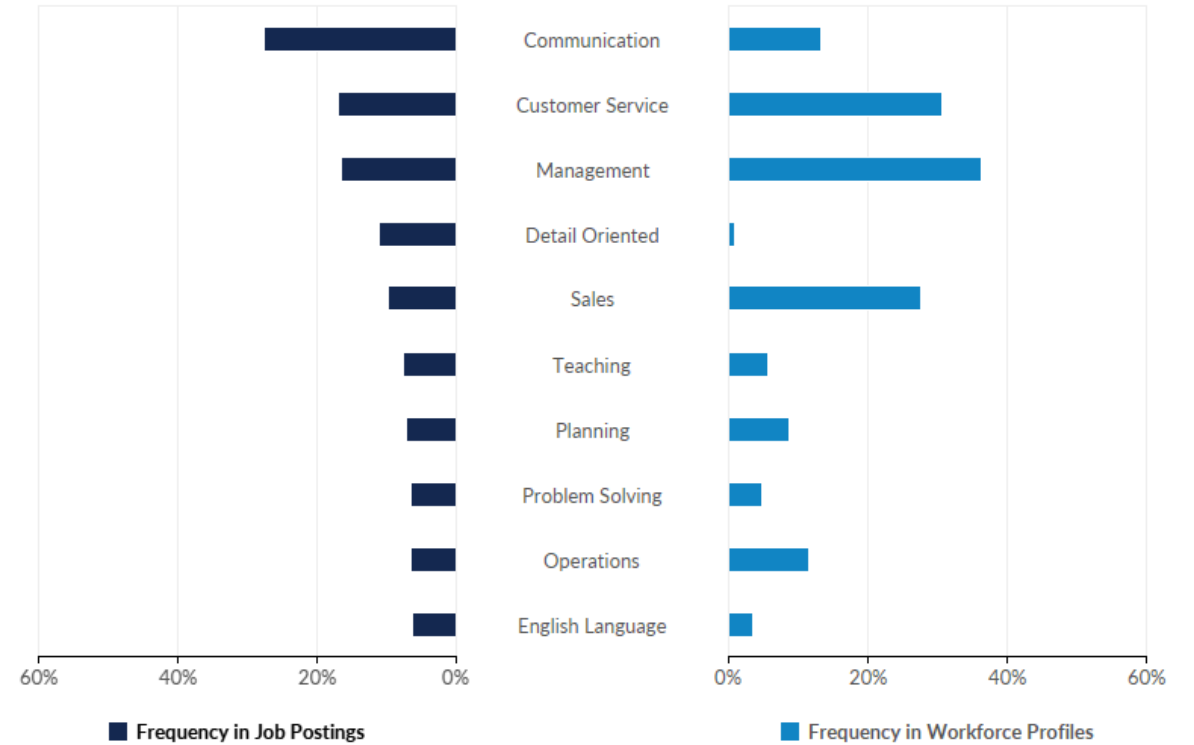
Warehousing, Finance and KPIs

most in demand Specialised Skills



Communication, Customer Service and Management

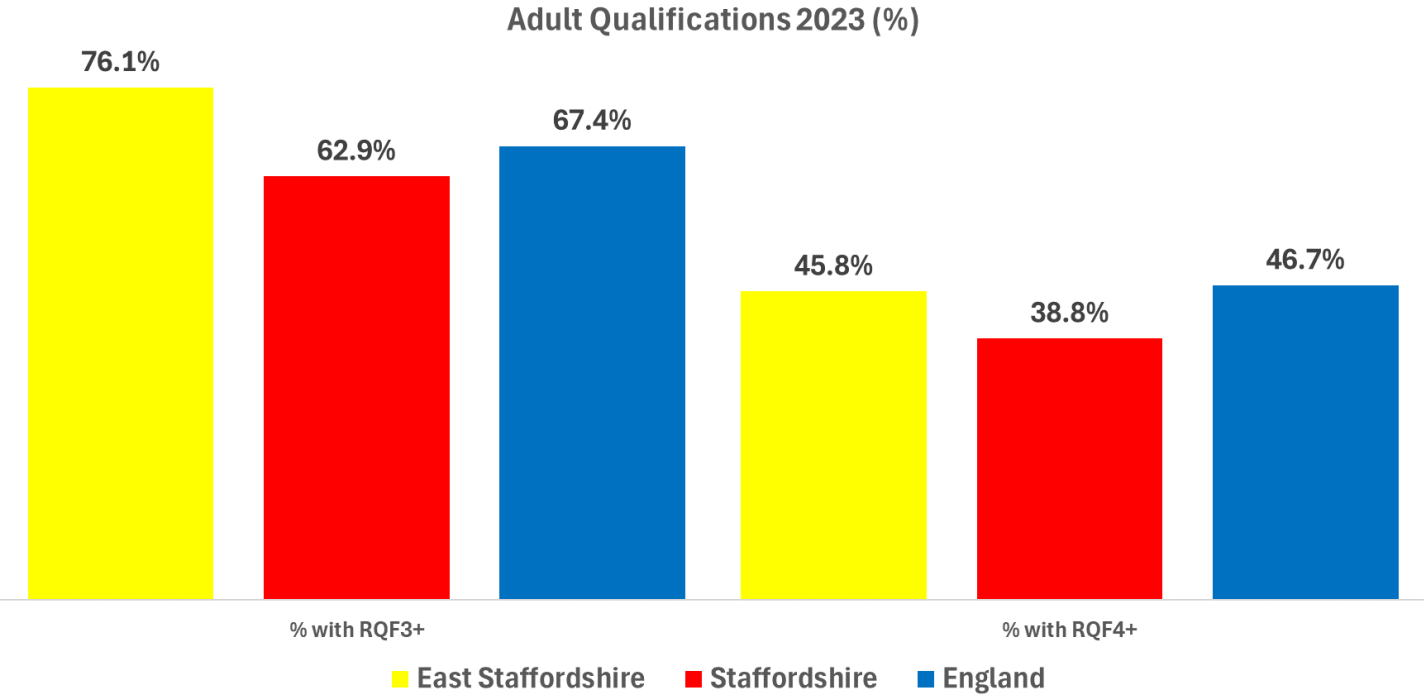
most in demand Common Skills



Skills Levels

45.8% Adults with RQF4+, higher than county average 38.8% but lower than national average 46.7%

76.1% Adults with RQF3+, higher than county 62.9% and national 67.4% averages



Source: ONS Annual Population Survey 2024

Apprenticeship Starts

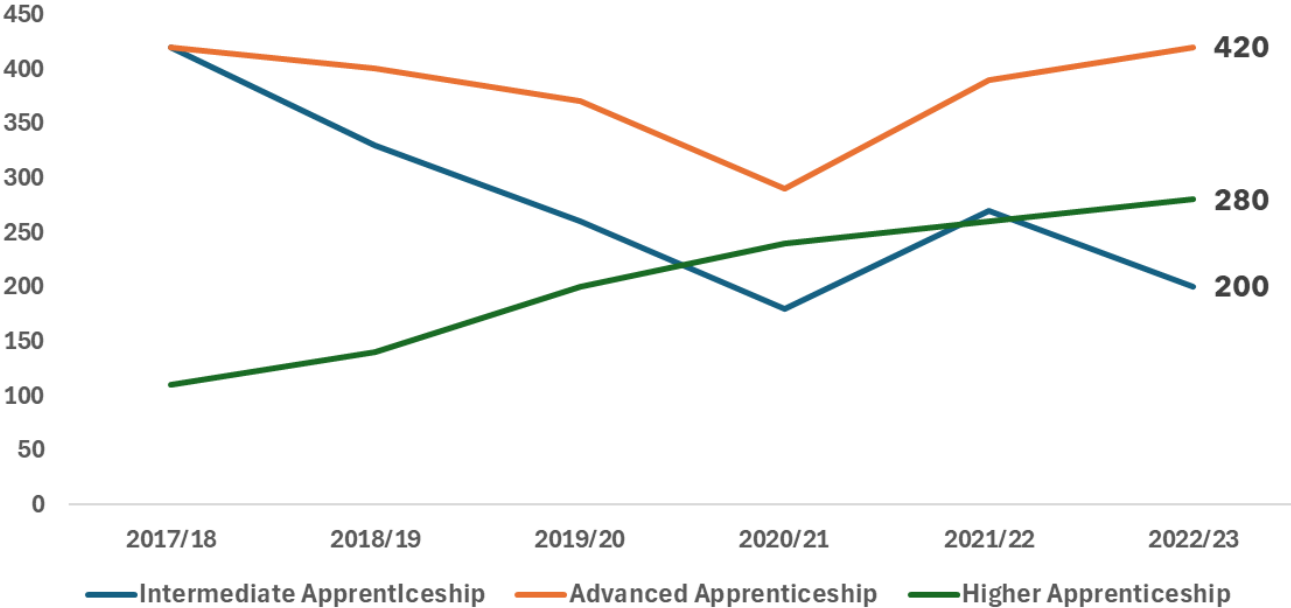
East Staffordshire has seen a **-6%** fall in Apprenticeship Starts 2017/18-2022/23 from 950 to 890, lower than the -8% decline across Staffordshire.

East Staffordshire has seen a **155%** increase in Higher Level Apprenticeships 2017/18-2022/23 from 110 to 280. This compares with a 126% increase across Staffordshire.

The 25+ age group accounts for the highest proportion of apprenticeship starts in East Staffordshire at **47%**.

In 2022/23 the most popular subject choice in East Staffs was **Health, Public Services & Care and Business, Administration & Law** both at 28%.

East Staffordshire Apprenticeships by Level



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

Opportunities for Growth & Development



Develop partnerships and support for new businesses to promote job growth. East Staffordshire has a good business survival rate of **61%** (2022) better than regional (51%) and national (58%) averages



Continue to improve education and skills levels to boost productivity and growth as **46%** of adults have RQF4+ qualifications, below national average



Capitalise on business growth of **+3%** between 2018-23 to attract further investment in the local area to continue to improve productivity and GVA levels



Address youth claimant rate of **5.3%** (18-24, 2024), higher than county – key to future growth and continued strong employment rate