

# Green Economy Profile

## Skills and Employability Team

Staffordshire County Council

2024



# SWOT: Green Economy

- Government Net Zero Strategy aims to support 440,000 green jobs by 2030
- 5% Growth in Green job creation in West Midlands 2022-2023<sub>1</sub>
- Staffordshire renewable energy supply & provision: Low Carbon Heat Network, Smart Energy Network Demonstrator<sub>2</sub>
- Technologies in Midlands to expand UK hydrogen economy<sub>2</sub>
- West Midlands saw highest levels of net zero related FDI projects 2022-23 with 34<sub>5</sub>

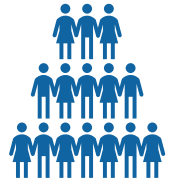
- Climate Change Committee estimates 135,000 to 725,000 new jobs in low carbon industries by 2030<sub>3</sub>
- 300,000 more skilled workers required to decarbonise UK's housing stock<sub>3</sub>
- Provide accessible pathways for young people to gain skills & jobs in green sectors
- Transport Sector estimated to need 175,000 more employees by 2035<sub>3</sub>
- UK's first smart energy region<sub>2</sub>



- Address declines in entry level apprenticeships
- Currently global hiring for green jobs is low<sub>4</sub>
- Green career paths need to be more visible for younger people
- Environmental education limited to a few subjects at school level
- Shortage of skilled workforce and need for upskilling

- Attracting investment to develop technologies further
- Ensuring people can be reskilled to meet demand
- Global projections show by 2026, demand for green jobs will outstrip supply<sub>4</sub>
- Raising aspirations amongst young people to pursue careers in sector
- Supporting new business development

## Headline Findings



**1.6million jobs expected to be created in transition to green economy<sup>1</sup>**



**5% growth in Green Job creation in West Midlands 2022-2023 compared to 4.5% growth in UK<sub>2</sub>**



**Green Jobs Demand in West Midlands remains resilient and predicted to grow**



**Industry wide need to upskill green skills to meet demand**

# Ten Point Plan For Green Growth – Midlands Engine

Ten Point Plan aims to deliver:

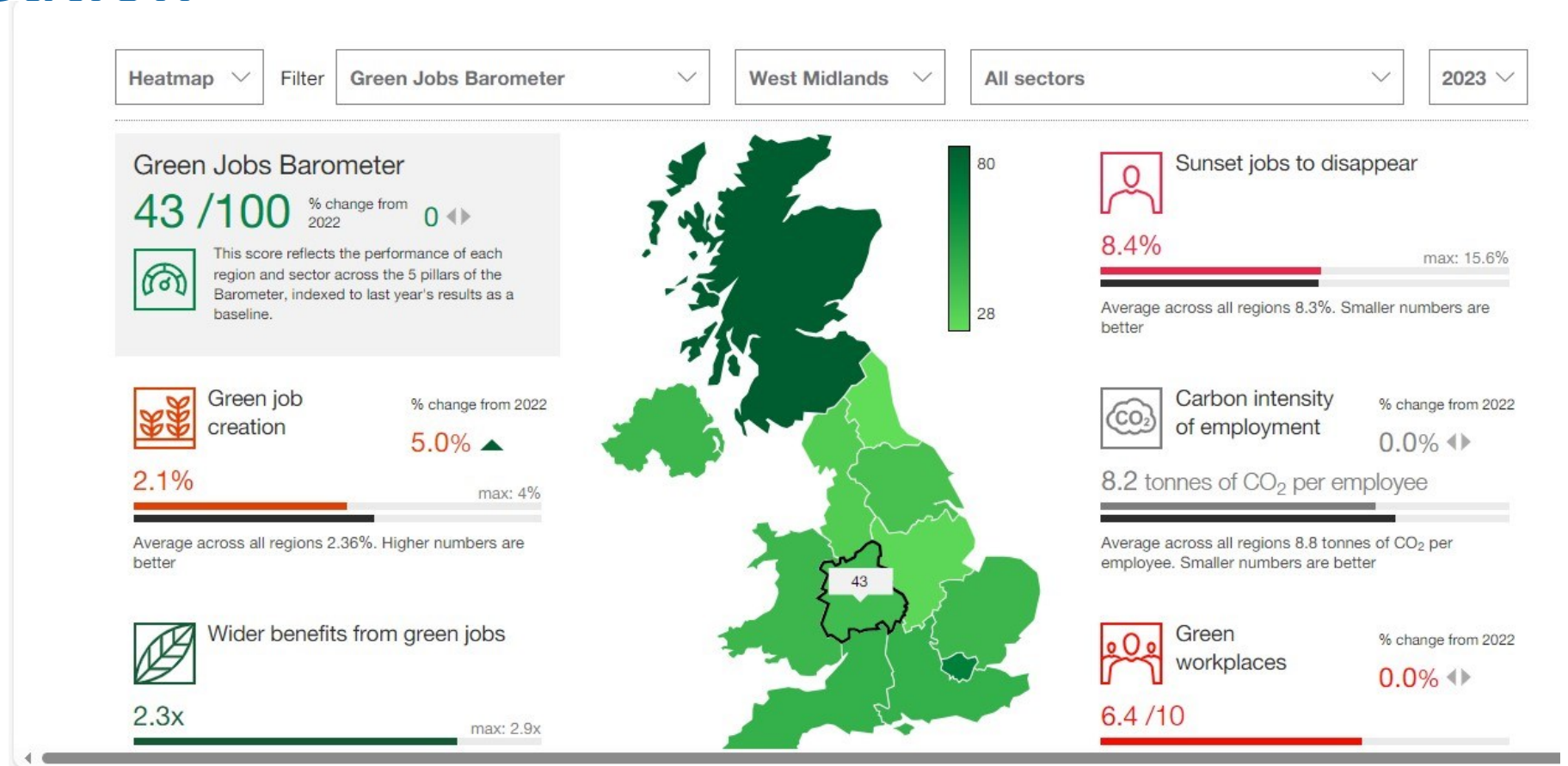
- 196,000 new jobs (in Green Buildings, Net Zero Transport, Nature’s Recovery, Low Carbon Energy, Clean Energy & wider Energy workforce)
- £24.2 Billion GVA
- 20.8 Million Tonnes CO<sub>2</sub> , 36% Reduction



Source: Midlands Engine, 2021

# Green Jobs Creation

- 5% growth in Green job creation in West Midlands 2022-2023; compared to 4.5% growth in UK
- Proportion of the UK labour market green jobs is 2.3% in 2023, up from 2.2% in 2022 and 1.9% in 2021
- Entry-level green roles in 60% of occupations command average pay premium of 23%

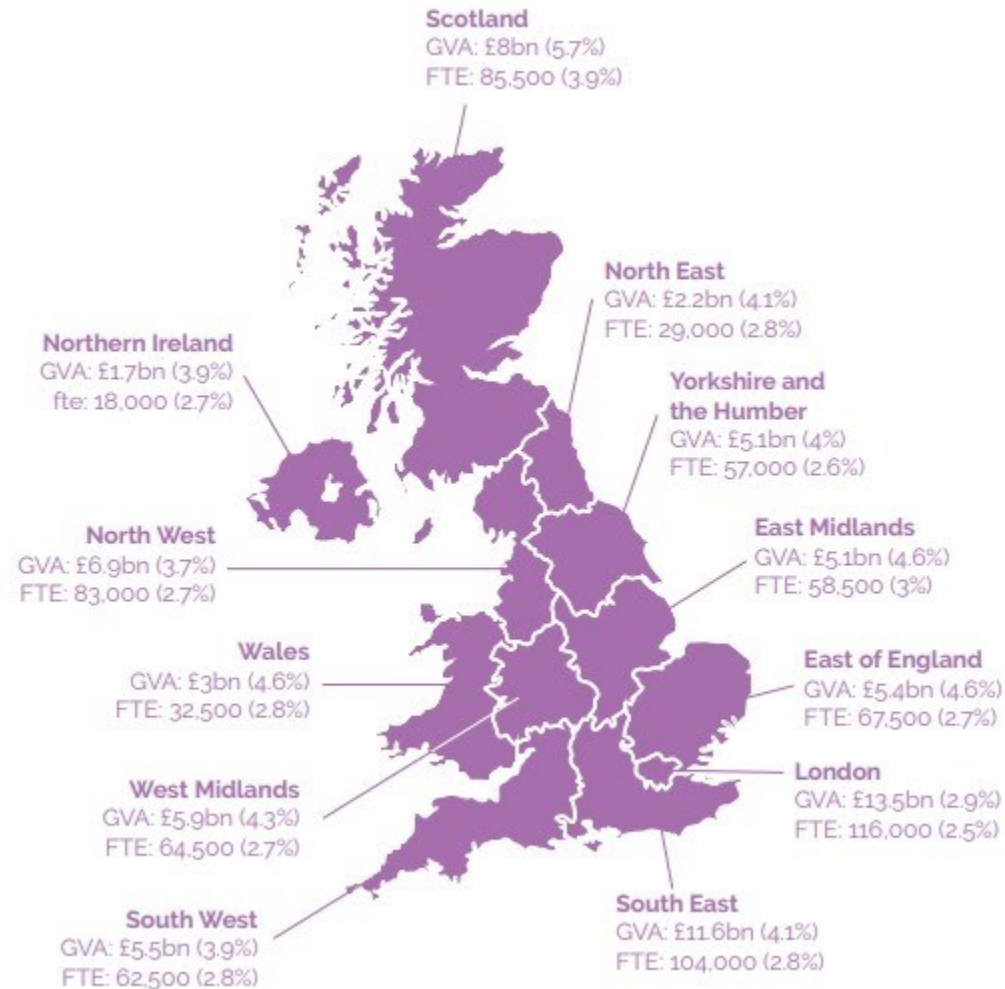


Source: PwC



# Economic Contributions of Net Zero Economy

- West Midlands GVA contribution £5.9bn (4.3%) – third highest region in England
- West Midlands region has been the most successful in attracting FDI projects – 34 in 2022-23, 17% higher than London, creating 3,145 new jobs.
- West Midlands net zero businesses have higher than average productivity.



# Energy Workforce

Net Zero Target 2050 – reduce emissions by 78% by 2035<sup>1</sup>

- £26billion government capital investment to reduce emissions & fuel green economy
- 50GW offshore wind capacity by 2030
- 24GW nuclear capacity by 2050
- 10GW low-carbon hydrogen capacity by 2050

Growing demand for Green skills in energy labour force:

- Electricity & Gas sector – job adverts grew from 21% to 25%
- Additional jobs in offshore wind 41,000 by 2026; nuclear 40,000 by 2030

Challenges:

- 1 in 5 workers in energy sector retiring by 2030
- Re/upskilling of workforce needs to accelerate to meet target
- Educational pathways/training need
- Significant green skills gap

# Housing: Retrofit Workforce

Net Zero Target 2050 – UK Government Heat and Buildings Strategy

- UK Building sector estimated to be £6million larger by 2030<sup>1</sup>
- Heat & Building Strategy will support 240,000 green skilled jobs by 2035

Between 10,000 and 66,000 new tradespeople needed each year in retrofit sector – heating engineers, glaziers and insulation specialists most in demand

- Challenges:
- Few recognised technical education pathways
  - Gap in skills to improve housing energy efficiency
  - Housing retrofit is not progressing at pace needed to meet Net Zero goals



# Transport Workforce

Net Zero Target 2050 – Transport  
Decarbonisation Plan<sup>1</sup>

- Transport accounted for around a quarter of UK emissions in 2022 – largest emitting sector
- Manufacturer's sales quotas to be zero emission - 80% by 2030
  - Net zero aviation by 2050
- £300 million allocated for zero emission buses

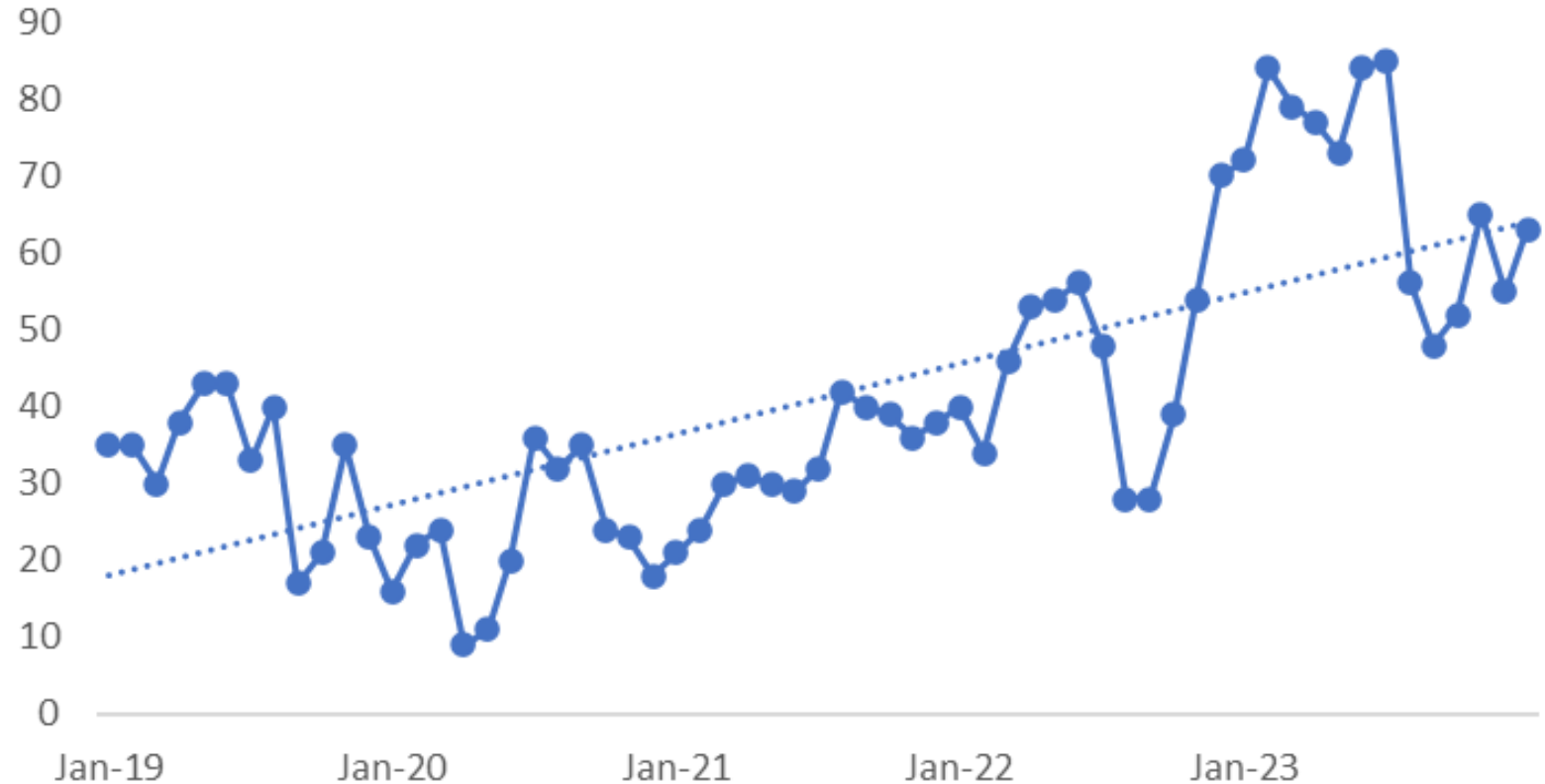
- 17% of car sales in UK in 2022 were electric, up from under 2% in 2019

- Challenges:
- Climate Change Committee says little progress switching to lower carbon modes of travel

# Green Jobs

- Over 800 green job vacancies in Staffordshire between Jan 2023 and Dec 2023, 50% increase on the year before
- Net Zero jobs are better paid by almost £10,000, the average net zero salary being £44,600 compared to the £35,400 UK average(2024),

### Unique Postings Trend



Source: Lightcast

# Green Occupations in Demand

Green occupations with the highest job vacancy postings include Recycling, Environmental, Sustainability and Energy related occupations, across Staffordshire, West Midlands and England.

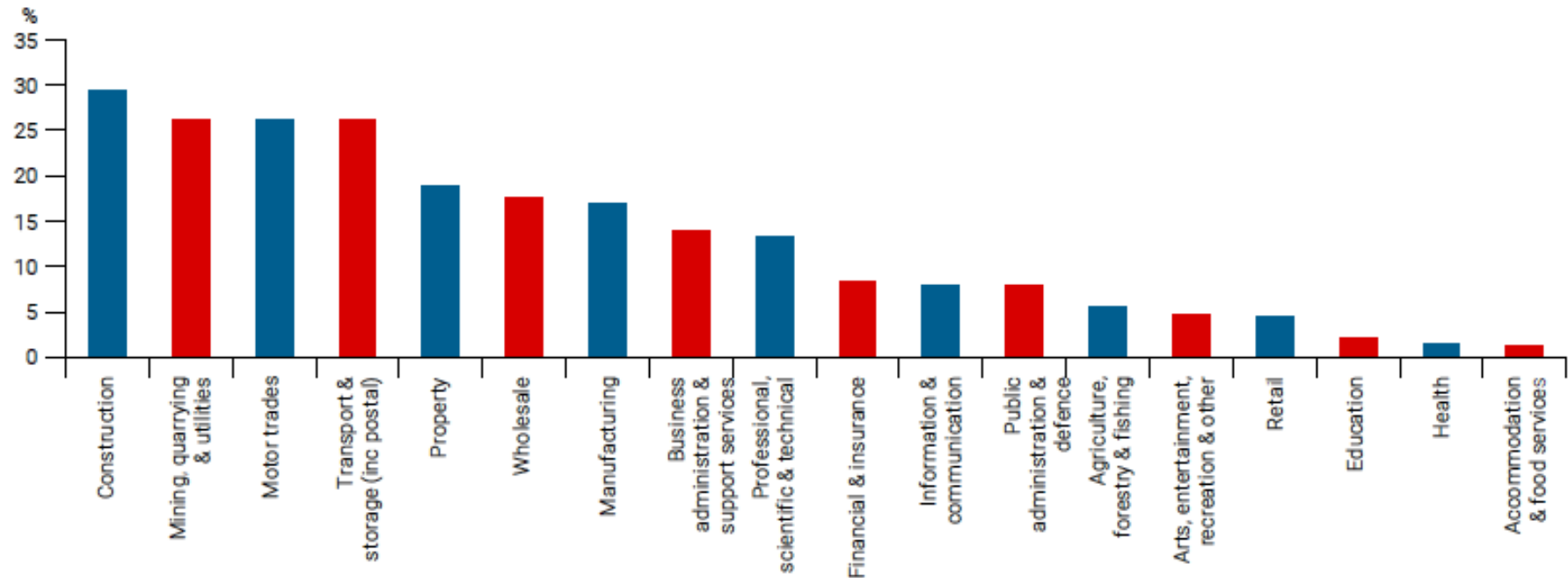
Ranking	Staffordshire	West Midlands	England
1	Recycling Workers	Recycling Workers	Recycling Workers
2	Environmental H&S Managers	Environmental Consultants	Sustainability Consultants
3	Recycling Managers	Environmental H&S Managers	Sustainability Managers
4	Environmental H&S Specialists	Environmental Managers	Environmental Consultants
5	Environmental Health Officers	Environmental Engineers	Environmental H &S Managers
6	Environmental Managers	Sustainability Managers	Environmental Managers
7	Environmental Advisors	Sustainability Consultants	Environmental Engineers
8	Sustainability Managers	Environmental Advisors	Environmental Health Officers
9	Environmental H&S Advisors	Environmental Health Officers	Environmental Advisors
10	Energy Managers	Renewable Energy Engineers	Solar Pv Installers

# Industry wide need to upskill – green & digital 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

# Green Skills in Demand – Staffordshire & West Midlands

- **The top three ranked green skills in Staffordshire are Environmental Health & Safety, Waste Mgmt., and Environmental Resource Mgmt.**
- **In the West Midlands the top three green skills are Environmental Health & Safety, Waste Mgmt. and Renewable Energy**

Rank	Staffordshire	West Midlands
1	Environmental H&S	Environmental H&S
2	Waste Management	Waste Management
3	Environmental Resource Mgmt.	Renewable Energy
4	Environmental Laws	Environmental Resource Mgmt.
5	Renewable Energy	Environmental Laws
6	Environmental Health	Ecology
7	Environmental Compliance	Environmental Science
8	Environmental Science	Environmental Health
9	Environmental Mgmt.	Environmental Issue
10	Ecology	Environmental Mgmt. Systems

Source: Lightcast 2019-2023



# Opportunities for Growth and Development



**Green industries forecast to drive GDP growth - Net Zero economy grew by 9% in 2023 & attracted billions of pounds in investment<sub>1</sub>**



**In 2023 Net Zero economy contributed £74 billion GVA and supported 765,700 jobs in UK<sub>2</sub>**



**Investing in Green skills will provide benefits for Business and more employment opportunities in the West Midlands<sub>3</sub>**



**Need to address declining trend of entry level pathways and make green career paths more visible to young people and workforce**