

# Health & Social Care Sector Profile

## Skills and Employability Team

Staffordshire County Council

2024



- Businesses growing in Health & Social Care sector in Staffordshire 2014-23: +8%<sub>3</sub>
- Job Postings upward trend 2019-23: +17% increase in Staffordshire<sub>2</sub>
- Earnings in Staffordshire Health & Social Care +10% higher than all sectors<sub>2</sub>
- Apprenticeship starts in Staffordshire +9% 2018/19 to 2022/23<sub>1</sub>

- Varied Career opportunities
- Care Workers & Home Carers; Other Registered Nursing; Social Work occupations highest vacancies 2022-23<sub>2</sub>
- Job growth rate of 4% predicted in Staffordshire 2022-2030<sub>2</sub>
- Adoption of new technologies to improve efficiency and productivity



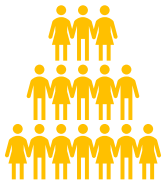
- Lower level of business growth in Staffordshire than region/national levels<sub>2</sub>
- Sub Sector declining areas: Residential Nursing Care; Social Work Activities for Elderly & Disabled; Hospital Activities<sub>2</sub>
- Nursing, Personal Care & Mental Health specialised skills in highest demand<sub>2</sub>

- Record vacancies in sector
- Address labour skills shortage in sector
- Migrant workers left UK sector post Brexit
- Raising aspirations amongst young people to pursue careers in sector

# Headline Findings



**Businesses in Health & Social Care Sector in Staffordshire increased +8% over last ten years in Staffordshire<sup>1</sup>**



**Jobs in Health & Social Care Sector in Staffordshire 2018-22 grew +7% (+3,000 jobs)<sub>2</sub>**



**Positive trend in Job Postings in Staffordshire between 2019-2023: +17% over last five years indicating continued demand in Staffordshire<sub>3</sub>**



**Median Advertised Salary for Health & Social Care sector 2023 in Staffordshire is £29,200: +10% higher than average advertised salary for all sectors<sub>3</sub>**

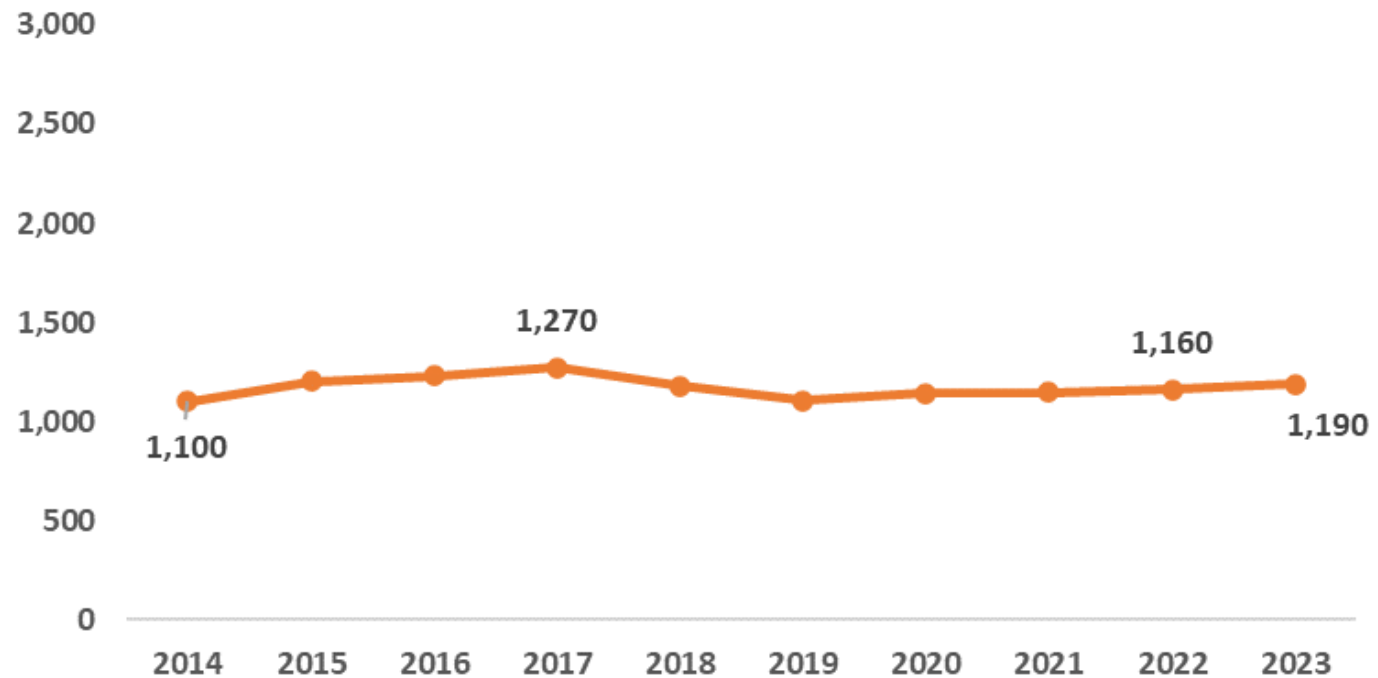
# Health & Social Care Businesses

There were **1,190** businesses based in Staffordshire in 2023. Between 2014-23 there were 90 additional businesses, **+8%** growth.

Over the same 10-year period the West Midlands region saw an increase of 16% and nationally there was an increase of 14%. Whilst Staffordshire has seen a good level of growth in this sector, it has had a lower rate of growth than seen regionally and nationally.

Notable increase of **+170** businesses **+15%** 2014-17. Business numbers in Staffordshire over the last ten years have been relatively stable. Since the COVID pandemic, Staffordshire businesses do not appear to have been negatively affected with a **+4%** increase in line with the 6% increase regionally and nationally.

Health & Social Work Sector in Staffordshire



Source: UK Business Counts, 2023

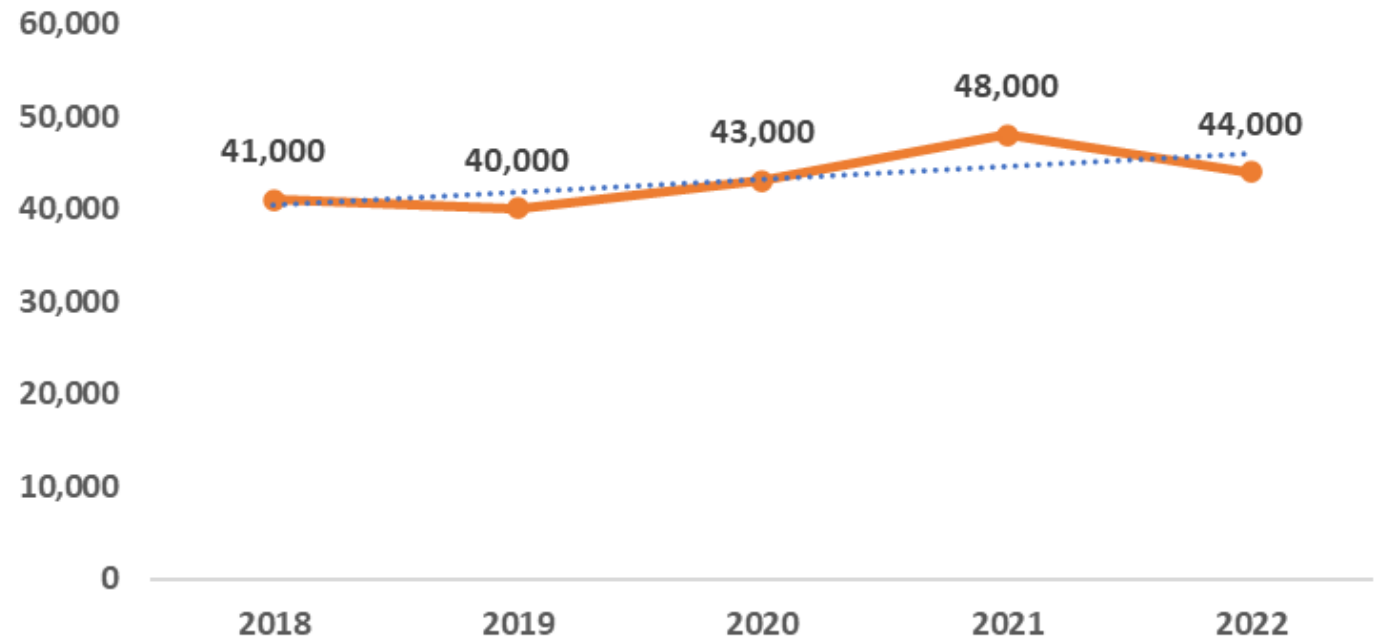
# Health & Social Care Jobs

In 2022 there were a total of **44,000** health & social work jobs in Staffordshire. Between 2018 and 2022 there was an increase of **3,000 jobs or +7%**.

Over the same 5-year period the West Midlands region saw an increase of +10% whereas nationally there was a +8% increase. Therefore, Staffordshire has seen a similar increase in line with the national level.

Notable increase in Health & Social Work jobs in 2021 following the pandemic of **+7,000 or +17%**. However, in 2022 there has been a -8% decline compared to a 1% increase nationally and no change in the region which may be due to financial pressures and difficulties recruiting to this sector.

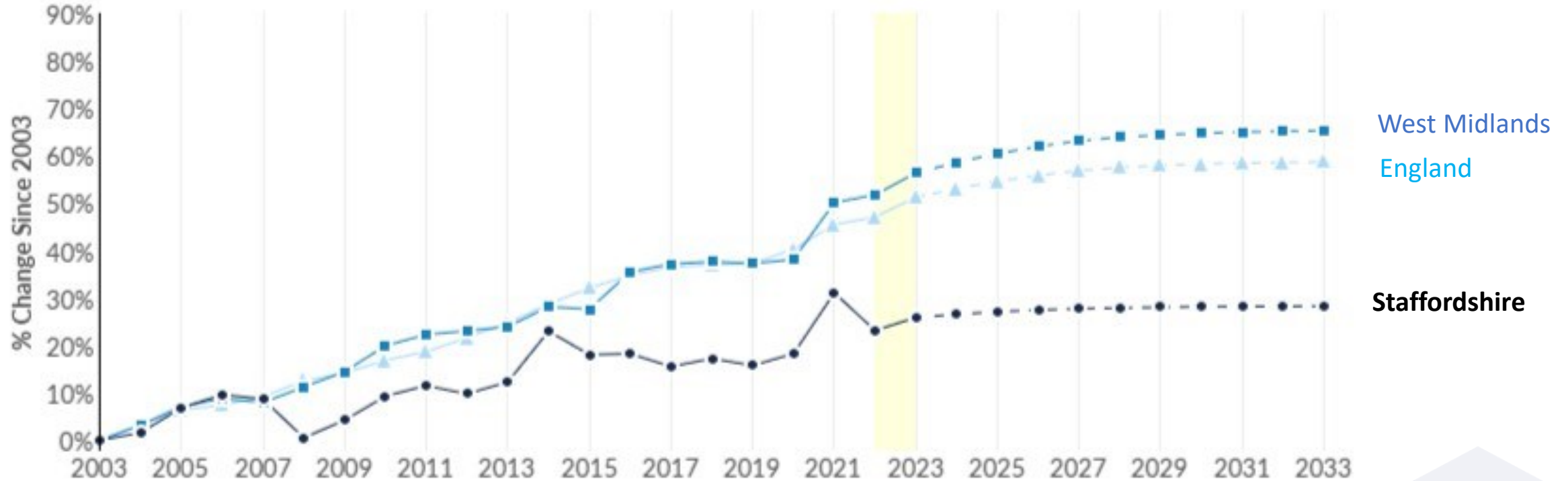
### Health & Social Work Jobs in Staffordshire



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

# Health & Social Care Jobs Growth Projection

Staffordshire predicted to have a growth rate below the West Midlands and England between 2022-2030: +4% growth in jobs (1,363 more jobs), compared to West Midlands +8.6% and England +7.6% growth. It is positive to note between 2022 and 2023 there is an expected upward trend in growth across the county (+2.3%), region (+3%) and England (+2.8%).



Source: Lightcast Health & Social Care Occupation Overview 2023

# Health & Social Care – Sector Make-up

In 2022 the main sub-sector activities for jobs in Staffordshire Health & Social Care sector included:

- **Hospital Activities**
- **Other Human Health Activities**
- **Other Residential Care Activities**



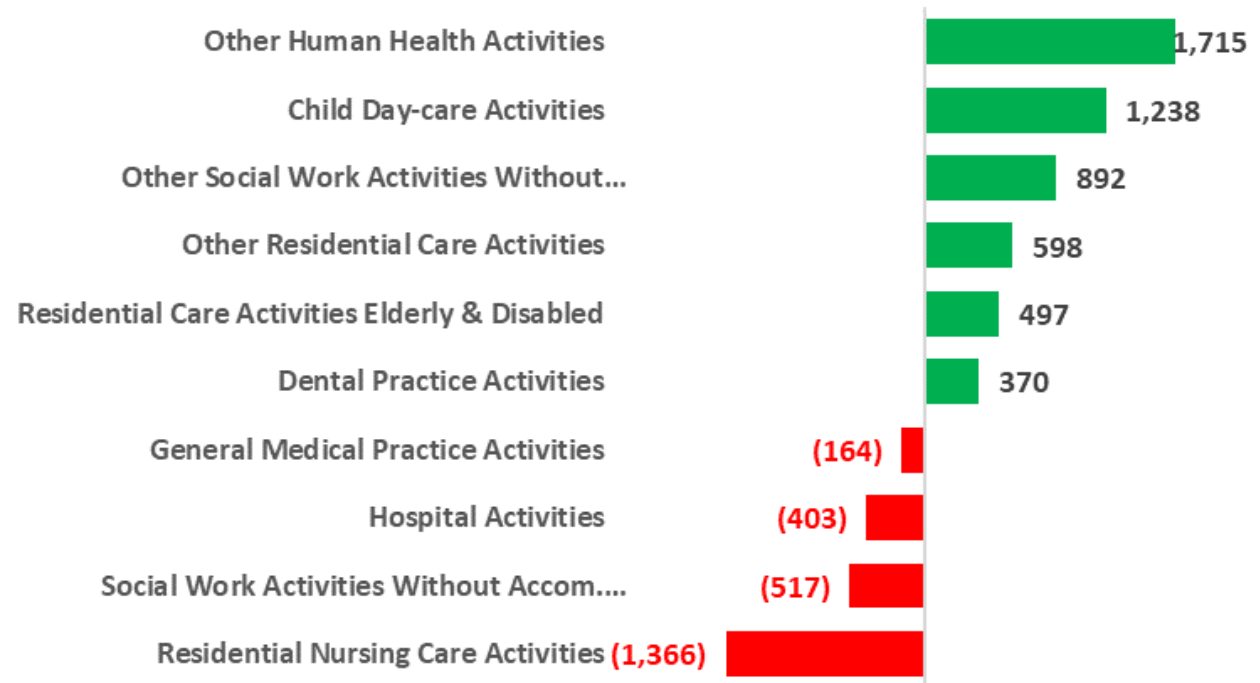
Source: Lightcast Health & Social Care Sector, 2022



# Health & Social Care - Sector Jobs Growth & Decline

Top sub-sector growth areas between 2018-22 in Staffordshire included **Other Human Health Activities; Child Day-Care Activities and Other Social Work Activities**

Main sub-sector decline between 2018-22 in Staffordshire included **Residential Nursing Care Activities; Social Work Activities for Elderly & Disabled and Hospital Activities**



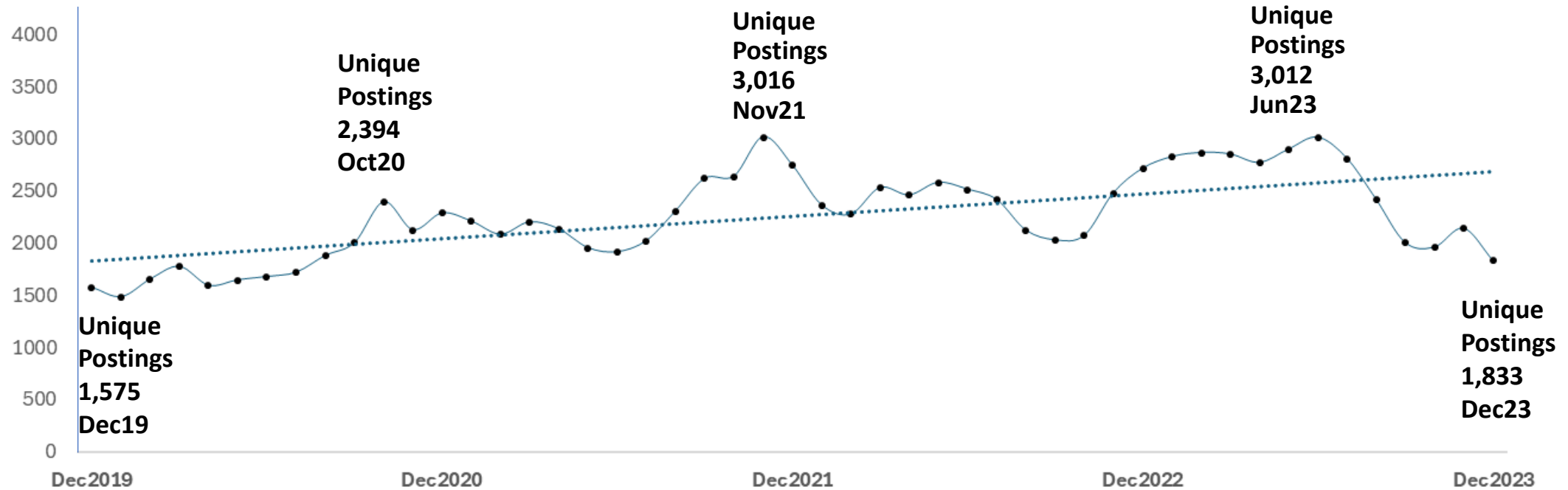
Source: Lightcast Health & Social Care Sector, 2022



# Health & Social Care Job Postings Trend

Health & Social Care Job Postings recovered well from the COVID impact, and there has been an overall upward trend since. The highest level of job postings was 3,016 in November 2021, followed by 3,012 in June 2023.

However, Health & Social Care Job Postings were 32% lower in December 2023 compared to a year ago. Over the five-year period Health & Social Care job postings have increased 17% indicating continuing demand for jobs in Staffordshire.













Source: Lightcast Job Posting Analytics 2023

# Health & Social Care – Occupations in Demand

**13,000** Unique Postings  
Nov2022-Oct2023

**Care Workers & Home Carers, Other Registered Nursing professionals and Social Workers occupations** highest number of vacancies Nov2022-Oct2023

Average Posting Intensity **4:1** higher than Regional average 3:1

Occupation	Total/Unique Nov22-Oct23	Ratio	Posting Intensity
Care Workers & Home Carers	13,049/4,154	3:1	
Other Registered Nursing prof.	9,213/1,526	6:1	
Social Workers	4,989/1,443	3:1	
Health Service/Public Health Mngrs.	2,814/622	5:1	
Residential, Day & Dom. Care Managers & proprietors	1,242/540	2:1	
Registered Nurse Practitioners	2,560/528	5:1	
Pharmaceutical Technicians	698/297	2:1	
Nursing Auxiliaries & Assistants	2,104/285	7:1	
Health Associate professionals	762/262	3:1	
Registered Community Nurses	2,522/259	10:1	

# Health & Social Care Sector Earnings

Between 2019 and 2023 the median advertised salary for the Health & Social Care sector in Staffordshire was **£29,200 (+6% growth)** and **+10%** higher than the median advertised salary for all sectors in Staffordshire which stood at £26,600.

Staffordshire has seen a **+9%** increase in the median advertised salary for the Health & Social Care sector between Jan-Dec 2023 to **£28,500**. This is above the regional increase +7% and the national increase +3% growth but the advertised salary in Staffordshire is below the region £32,100 and National £33,000 levels.

Source: Lightcast Job Posting Analytics 2023

Advertised Wage Trend

▲ **6.1%** Jan 2019 – Dec 2023  
 £29.2k Median



30,274 Job Postings

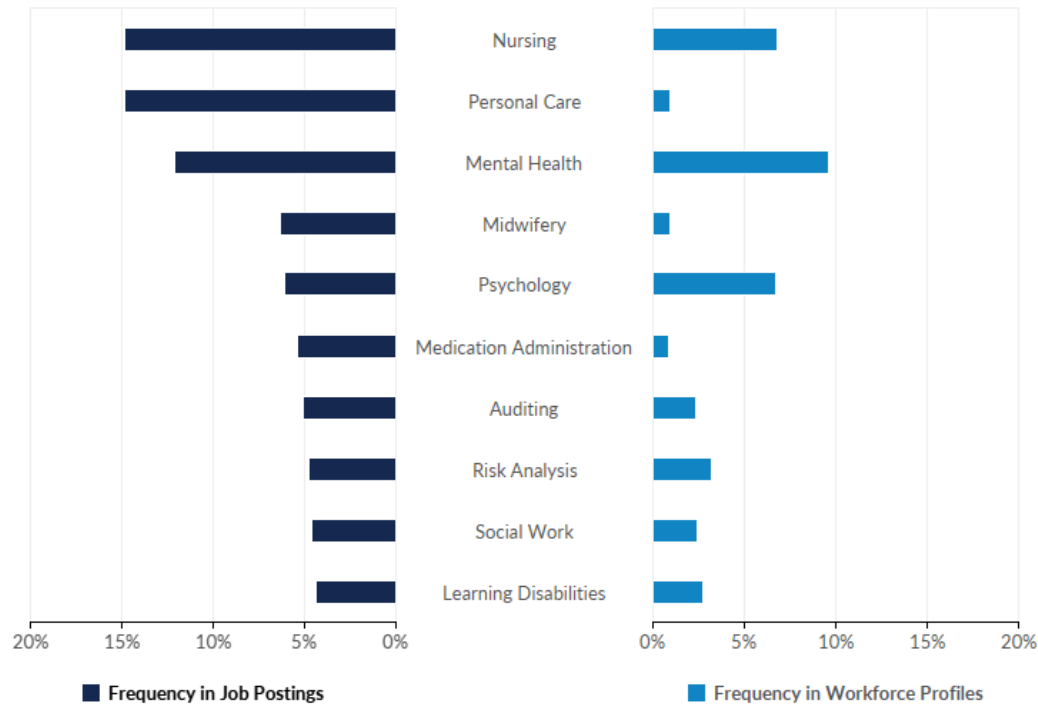


# Health & Social Care Sector Skills Demand & Gaps

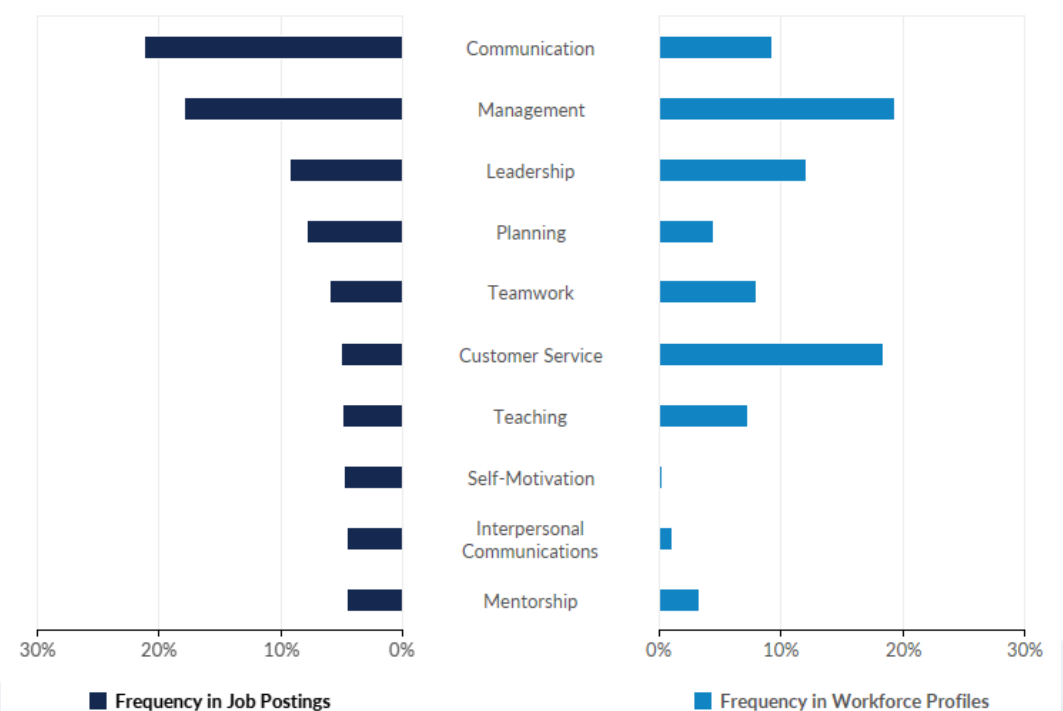
**Nursing, Personal Care and Mental Health** most in demand specialised skills

**Communication, Management & Leadership** most in demand common skills

**Specialised Skills in Demand (Nov22-Oct23)**



**Common Skills in Demand (Nov22-Oct23)**

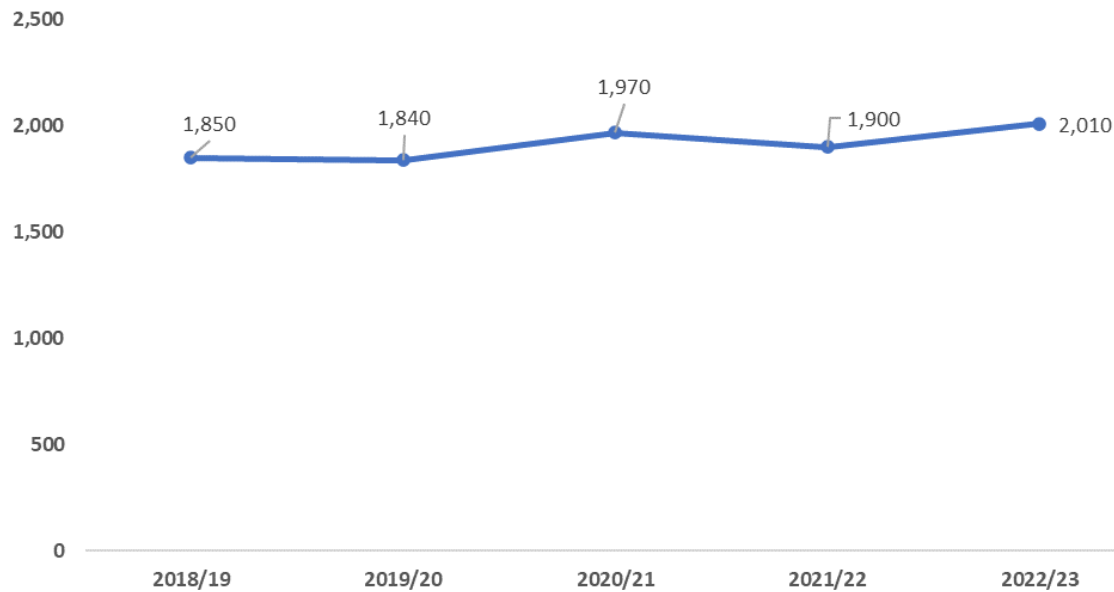


# Health, Public Service & Care Apprenticeship Starts & Achievements

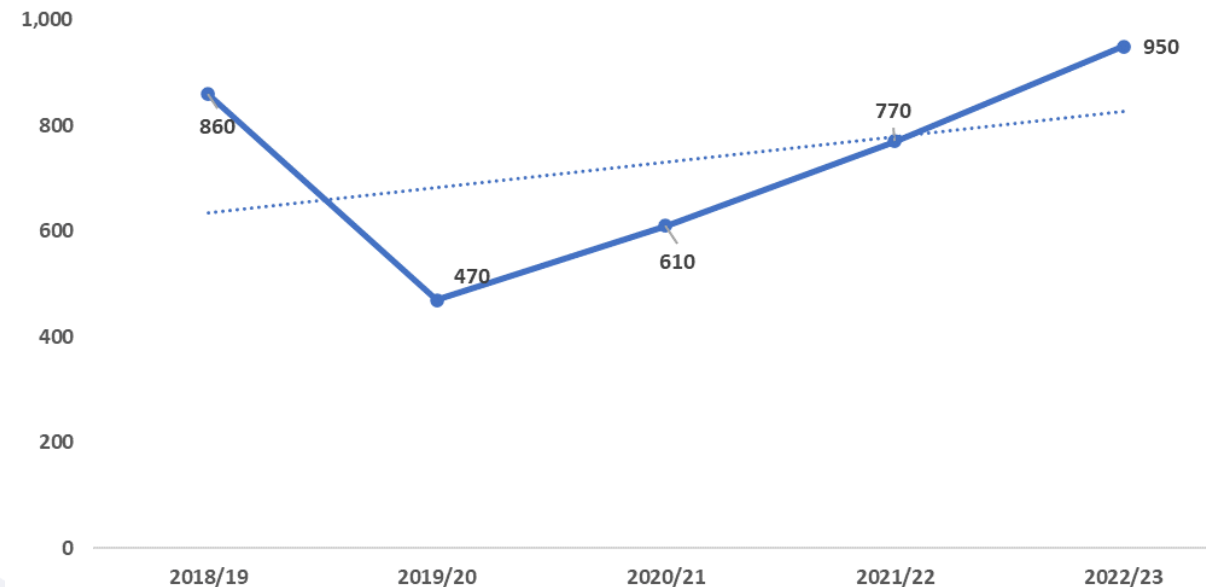
There were 2,010 apprenticeship starts in Staffordshire in 2022/23, showing a **+9%** increase since 2018/19. This compares to a 1% increase over the same 5-year period in England.

There were 950 apprenticeship achievements in Staffordshire in 2022/23, showing a **+11%** increase since 2018/19. This compares to a -9% fall over the same 5-year period in England.

Staffordshire Health, P.Services & Care Apprenticeship Starts



Staffordshire Health, P.Services & Care Apprenticeship Achievement



Source: DfE, November 2023

# Opportunities for Growth and Development



Further develop partnerships and support for businesses to gain investment to grow.



Need to address high level of vacancies in sector: Care Workers & Home Carers; Other Registered Nursing professionals and Social Work occupations have highest level of vacancies Nov22-Oct23<sub>1</sub>



Invest in adult skill levels to ensure workforce has the right skills to meet demand: Health & Social Care Job Growth projected **+4%** 2022-30 in Staffordshire<sub>1</sub>



Continue to encourage young people to pursue career in sector to meet demand: Staffordshire has seen apprenticeship achievement increase **+11%** 2018/19 to 2022/23<sub>2</sub> compared to a 9% decline nationally.