



Putting employers at the heart of inspiring, informing and communication with the next generation in Cheshire and Warrington



Cheshire and Warrington Local Labour Market Information (LMI)

THE PLEDGE

# Cheshire and Warrington Local Enterprise Partnership (LEP)



The LEP has a Data and Labour Market steering group.

This group regularly commissions independent labour market analysis and research.

The reports of the research can be found on the LEP website.

<http://www.871candwep.co.uk/data-and-labour-market-information/>

The most recent reports from autumn 2020 have been used to inform this presentation.



# Local LMI

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## Objectives of this presentation

- To understand why it is important for young people to know about local LMI
- To have an overview of the Cheshire and Warrington economy
- To know how to support young people making career decisions



# What is LMI?

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## Jobs and careers available

- Facts; such as qualifications and skills required, salary and comparisons with other careers
- Stories; such as career journeys, company culture

## Study routes

- College, university, comparisons with apprenticeships

## Future trends

- Growing sectors
- Priority skills required by employers

# What is **Local** LMI?



## **Local** Jobs and careers available

- Facts; such as qualifications and skills required, salary and comparisons with other careers
- Stories; such as career journeys, company culture

## **Local** Study routes

- College, university, comparisons with apprenticeships

## **Local** Future trends

- Growing sectors
- Priority skills required by employers

# Why is local LMI important

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We all have decisions to make about our careers:

- What type of job would I like to do?
- Can I have a job that fits with my interests and hobbies?
- What should I study in order to have the job that I want?

It is also important to consider:

- Where would I like to live in the future?
- What kind of lifestyle would I like and how will I be able to afford this?
- What career opportunities are available locally?
- How might the career opportunities in my area change during the next few years?



# The Cheshire and Warrington landscape

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We live in a great part of the UK:

- Cheshire and Warrington is one of the most economically productive areas in the UK
- There are over 43,000 businesses in Cheshire and Warrington employing about 500,000 people
- Our job density is significantly higher than the national average

<http://www.871candwep.co.uk/content/uploads/2020/10/Report-A-Cheshire-and-Warrington-Labour-and-learning-market-assessment.pdf>



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# Cheshire and Warrington headline data

Population (All People Aged 16-64) 564,700



## In 2019:

- there were over 43,000 businesses in Cheshire and Warrington, employing 490,000 people
- 90% of businesses in Cheshire and Warrington employed fewer than 10 people
- Only 0.4% of businesses employed more than 250 people

## There are five sectors that have more than 40,000 jobs in Cheshire and Warrington:

- Manufacturing
- Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
- Professional, Scientific and Technical Activities
- Administrative and Support Service Activities
- Human Health and Social Work Activities



<http://www.871candwep.co.uk/content/uploads/2020/10/Report-A-Cheshire-and-Warrington-Labour-and-learning-market-assessment.pdf>

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# Main growth sectors in Cheshire and Warrington

## What is a sector?

*The type of organisation you do work for, e.g the education sector (employs teachers, cleaners, admin staff etc...)*

## Our main sectors are:

Manufacturing, e.g Bentley

Life Sciences, e.g Astra Zeneca

Energy and clean growth e.g. Sellafield

Finance and business services e.g. Barclays

Logistics and distribution, e.g. AO

## The Cheshire and Warrington LEP strategic priorities include:

- Town centers, for example, Congleton link road
- The Science Corridor (running from Ellesmere Port to Birchwood to Alderley Park)
- High speed growth corridor (HS2 route and the business developments from this)
- Hydrogen and next generation nuclear, based mainly in the science corridor

Growth sectors are identified by the increase in jobs between 2014 and 2019.

# Important things to know...



Many of the occupations within the growth sectors require skills at level 3 and above, such as

- Digital
- Technical
- Scientific
- Engineering
- Numeracy

## Qualifications overview

Level 1 – GCSE grades 1 - 3

Level 2 – GCSE grades 4 – 9, intermediate apprenticeship

Level 3 – A levels, T Levels, advanced apprenticeship

Level 4/5 – Foundation degree, HNC, HND

Level 6 – BA/BSc degree, degree apprenticeship

Level 7 – Masters degree

Level 8 - PhD

The skills associated with working in the growth sectors carry a wage premium (i.e. they pay well!)

The average salary (all jobs) in  
Cheshire and Warrington is  
£28,700



# Key issues in our area

The population in Cheshire and Warrington is aging and as people retire, the workforce will need to be replaced.

Occupational areas that are expected to experience replacement demand of more than 35% are:

- caring personal service occupations;
- other managers and proprietors;
- health professionals;
- corporate managers and directors;
- business, media and public service professionals;
- teaching and educational professionals;
- transport and mobile machine drivers and operatives.

**The average salary (all jobs) in Cheshire and Warrington is £28,700**

Which of these jobs do you think will pay **less** than this?

Which of these jobs do you think will pay **more** than this?



# Jobs advertised

There has been a high intensity of these types of jobs advertised in Cheshire and Warrington:

- programmers and software development professionals;
- book-keepers, payroll managers and wages clerks;
- web design and development professionals;
- managers and directors in storage and warehousing;
- IT business analysts, architects and systems designers;
- IT user support technicians;
- quantity surveyors.

Which of these jobs  
do you think pay  
well?

These sectors have grown, on average, by over 10% in 2015-20

These 'Digital occupations' can add over £15,000 to the average salary in Cheshire and Warrington:

- IT and telecommunications professionals and directors;
- IT specialist managers;
- IT project and programme managers;
- IT business analysts, architects and systems designers;
- programmers and software development professionals;

How does this information affect you?

- Consider what qualifications and skills are needed for these jobs?
- Where will you obtain the qualifications needed? And the skills needed?  
In school, college, university, in employment?

# Automation and digital skills



## How good are your digital skills?

Just about every job will be affected by developments in technology.

Talk to employers  
to ask how  
technology is  
changing their job

For example:

- Nursery nurse – using web platforms to update parents about their child's progress
- Mechanic – using electronic equipment when servicing a car
- Teacher – delivering lessons and teaching materials via Microsoft Teams or Zoom
- Farmer – using automated dairy equipment
- Hairdresser – using social media for marketing
- Bookkeeper – using accounting software



# The effects of Covid-19



- Cheshire and Warrington job density (and business density) has been significantly higher than the national average and is likely to continue to be so.
- However, Covid-19 is driving job losses and causing increased unemployment. (Retail, hospitality, travel and accommodation employers have all taken long term hits.)
- There will be strong economic recovery from Covid-19 in Cheshire and Warrington and 'employer demand' will require STEM qualifications (level 3 and above).

**This means employer demand for skills must be met by a combination of the education and training of young people.**

- Apprenticeships have been hit hard in SMEs but seem to be recovering in larger businesses.
- A lot of employers are adopting virtual recruitment strategies which are likely to remain post-pandemic.



# Snapshot from December 2020...

## Vacancy levels and types of jobs on 15<sup>th</sup> December:

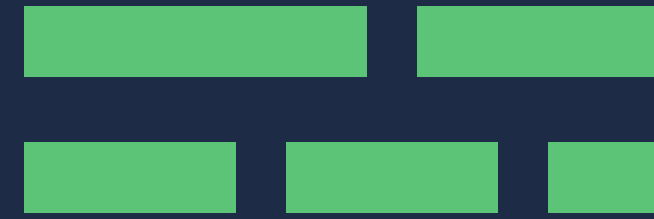
- 14,716 vacancies of which 2,992 were in Warrington; 1649 were in Chester; and 1,136 were in Crewe.
- The sectors advertising the most vacancies were Logistics and Warehousing and Healthcare and Nursing.
- The companies advertising the most vacancies in Cheshire were Simply Education, Barchester Healthcare and Jacobs.

**The average salary (all jobs) in Cheshire and Warrington is  
£28,700**

Which of these jobs do you think will pay **less** than this?  
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# The economic picture for young people in Cheshire and Warrington



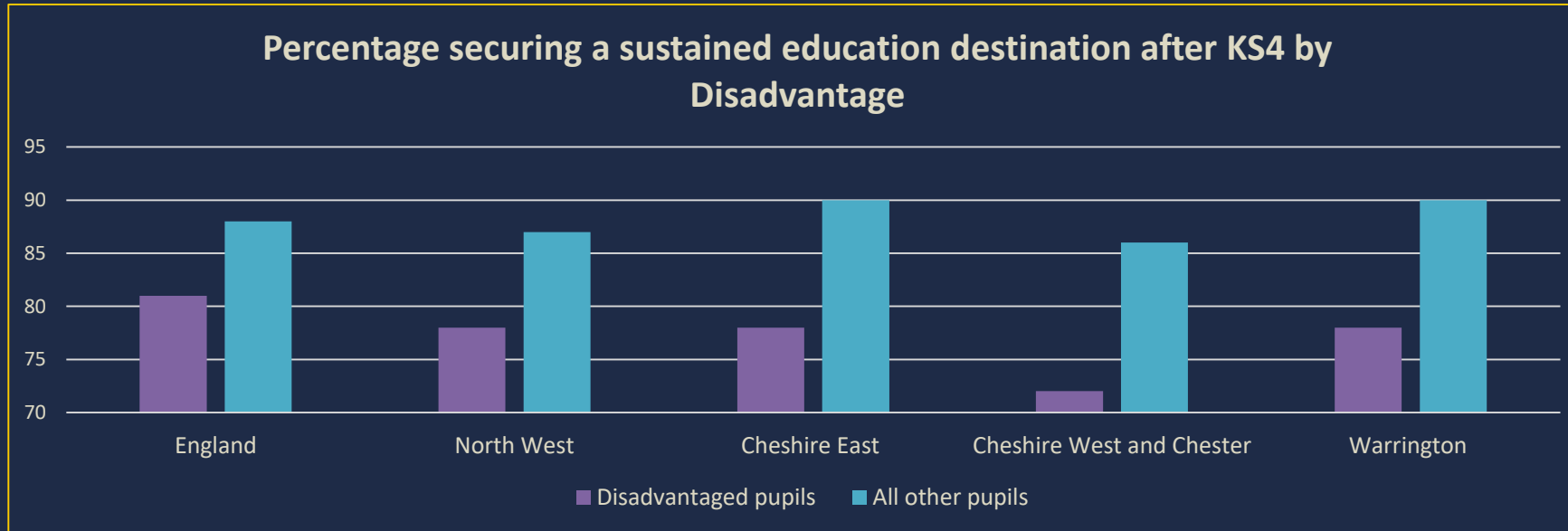
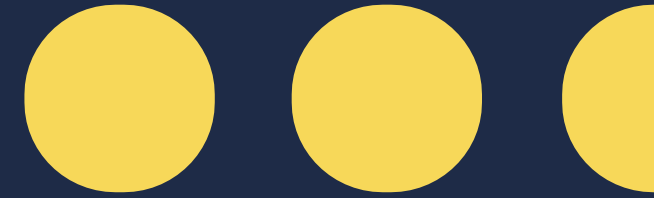
- Young people aged 16-24 out of work are at record levels and are concentrated in areas with already elevated levels of deprivation.
- 12% of secondary school children in Cheshire and Warrington do not have access to the hardware and/or the connectivity required to access the internet.
- Too few disadvantaged young people stay in education (16 – 19); too few achieve Level 2 aged 19; and too few achieve a Level 3 aged 19.
- More males than females follow Level 3 routes (apprenticeship, vocational, academic) in areas such as ICT and Engineering.
- The proportion of female participation in digital skills in Cheshire and Warrington is too low at every level, and across all ages, being as low as 25% for Level 4+.

**This further embeds problems in the labour market because some occupations can only draw on the talents of half of the population!**

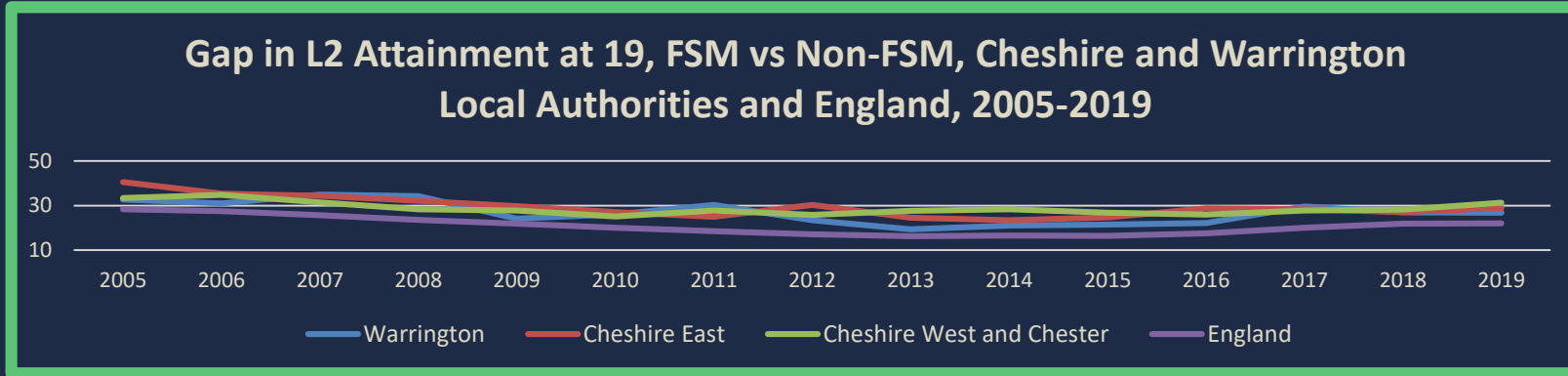




# Too few disadvantaged young people progress to education at 16

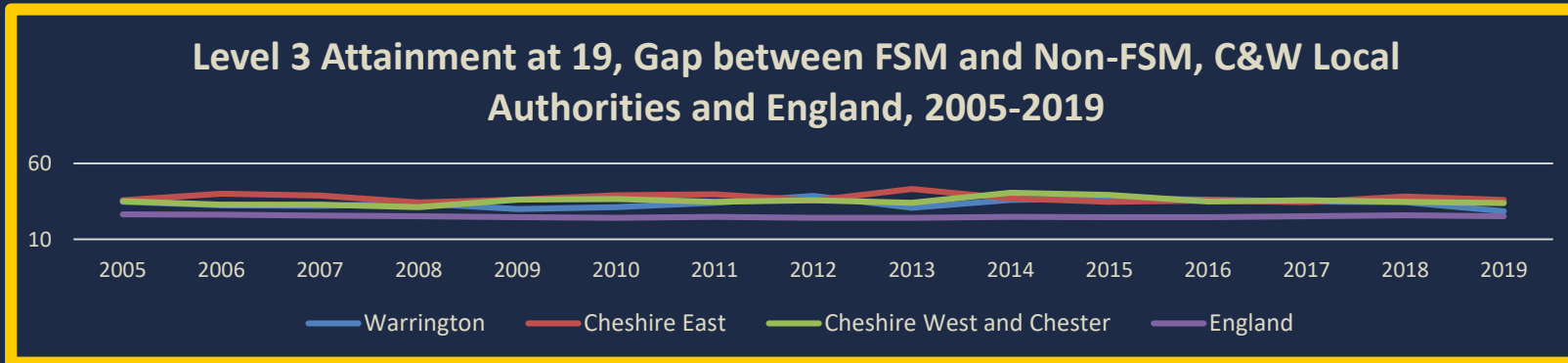


# Too few achieve a Level 2 at 19



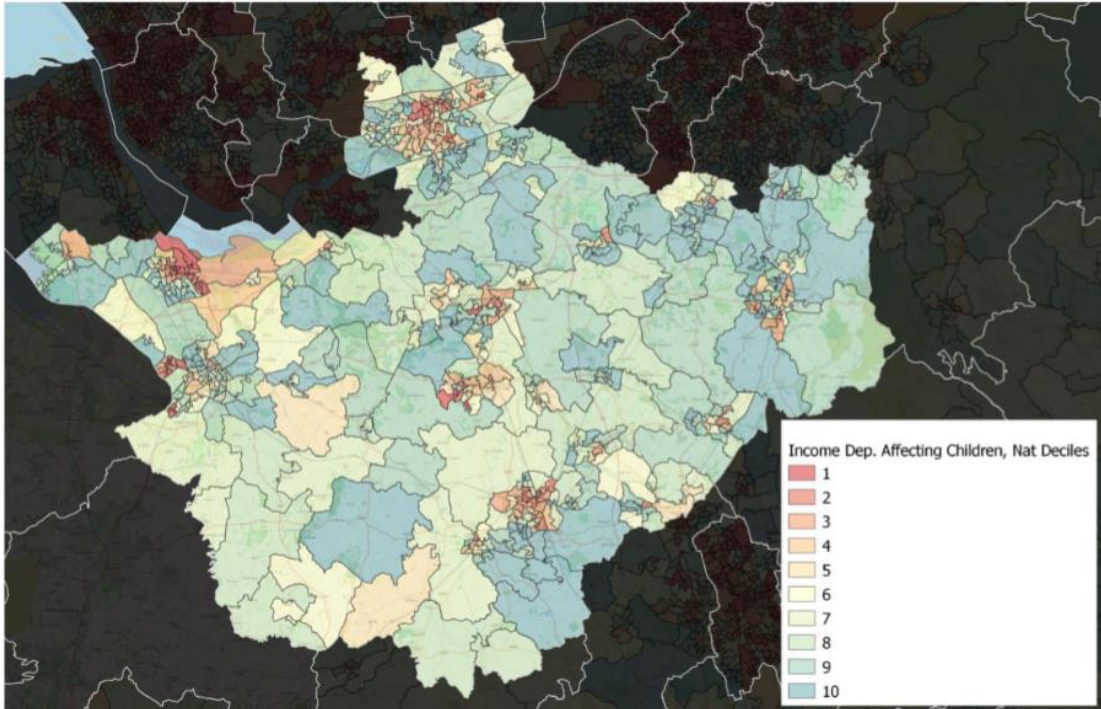
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# Too few achieve a Level 3 at 19



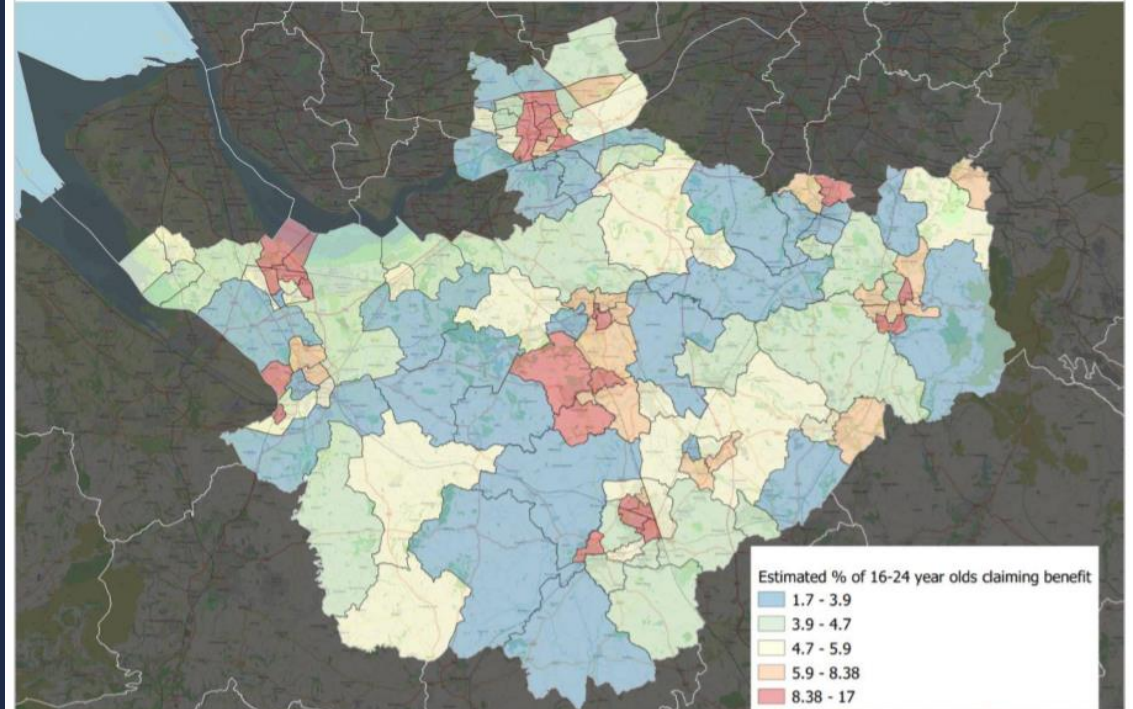
# Compare...

Income Deprivation Affecting Children in Cheshire and Warrington



Map by Brennan Wilson Ltd in QGIS. Data from the Index of Multiple Deprivation (2019), OS and OpenStreetMap

Estimated percentage of 16-24 yr olds claiming benefit, May 2020, by Ward



Map by Brennan Wilson Ltd in QGIS. Data from ONS, StatXplore and OpenStreetMap

Map 1

Map 2

# Next steps...

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Young people need time and encouragement to:

- Find out about local career and study opportunities
- Know how their career aspirations, interest and hobbies link to (local) job opportunities
- Develop the skills that employers demand
- Understand the local economy:
  - priority sectors
  - the skills employers require
  - sectors that have the most and least job opportunities



# Parents and carers...



- ❖ Discuss how the GCSE and post-16 qualification choices lead to the occupations in the priority sectors
- ❖ What companies do you drive past regularly? Talk about these local companies and encourage your children to research the careers they offer
- ❖ Encourage your children to talk to friends and family about how the nature of their job is changing
- ❖ Help your children to develop the digital skills required by many jobs

<https://candwgrowthhub.co.uk/covid-19-digital-skills-online-resources-and-support/>

# Teachers...



- Provide curriculum pathways that can lead to the occupations in the priority sectors
- Speak to employers to ensure you are teaching the relevant software that is used in work
- Create opportunities in lessons to link your subject area to the priority sectors in Cheshire and Warrington, the local employers and the careers they offer
- Help students to develop their employability skills
- Help students to develop the digital skills required by many jobs
- <https://candwgrowthhub.co.uk/covid-19-digital-skills-online-resources-and-support/>
- Ensure ALL students, regardless of background, explore the education routes available after GCSEs



# Young people...

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- You are never too young to think about your career
- It is OK not to know what you want to do in the future
- Take every opportunity to develop your skills
- Having a level 3 or above qualification will increase your choices and chances for a great job
- Having good digital skills will help you be successful in your future jobs

## What will you do next?



# Local LMI

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# Cheshire and Warrington Pledge Partnership



Putting employers at the heart  
of inspiring the next generation  
in Cheshire and Warrington



THE PLEDGE



Supported by



**European Union**

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Social Fund



THE **CAREERS &  
ENTERPRISE**  
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