



# South East Midlands Labour Market Information

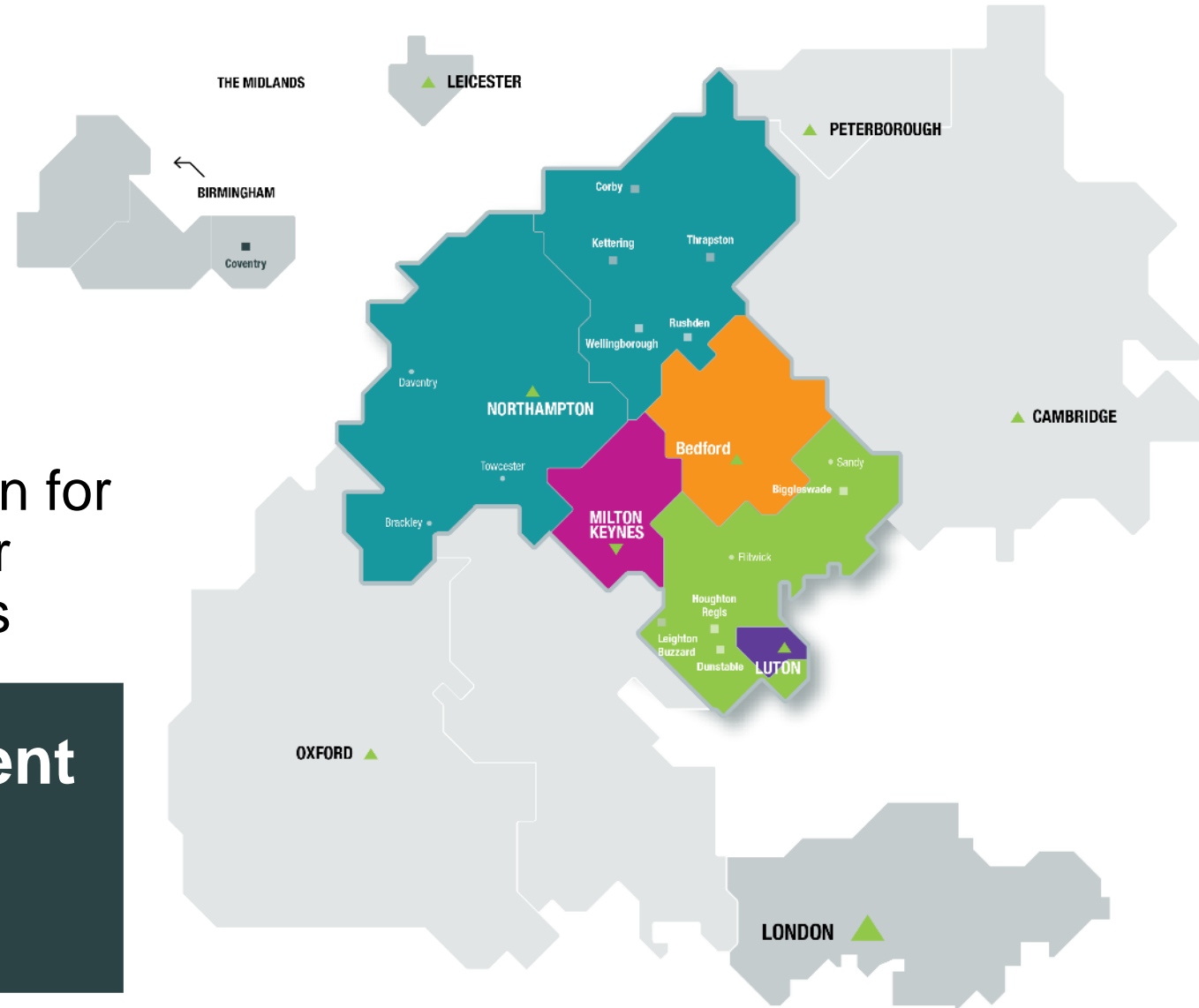
November 2021

# South East Midlands

- Bedfordshire
- Luton
- Milton Keynes
- Northamptonshire

This presentation includes information for the labour market, showing trends for occupational groups and occupations

**870,000 people in employment**  
**213,000 job postings**  
**(vacancies) per year**





Growing people



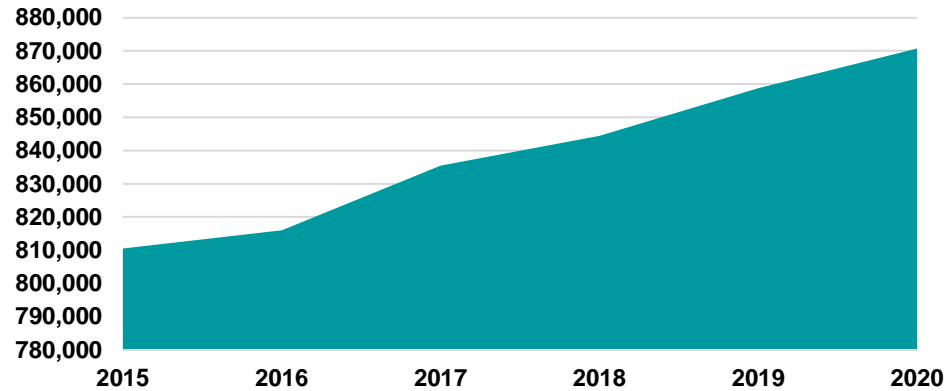
Growing business



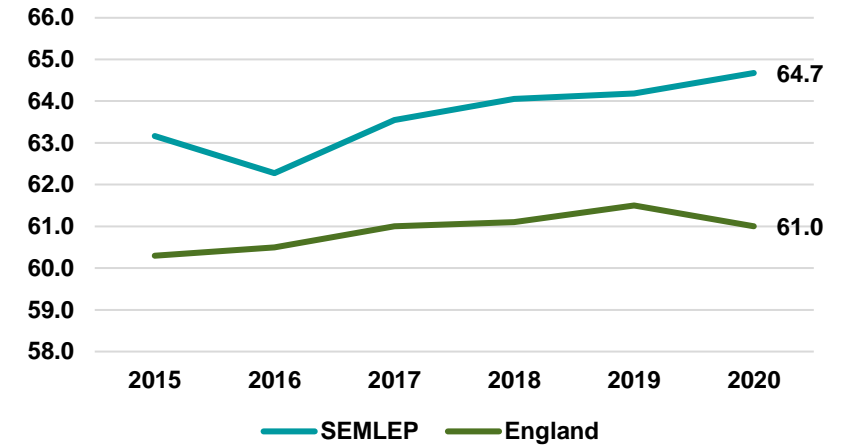
Growing places

# The Labour Market

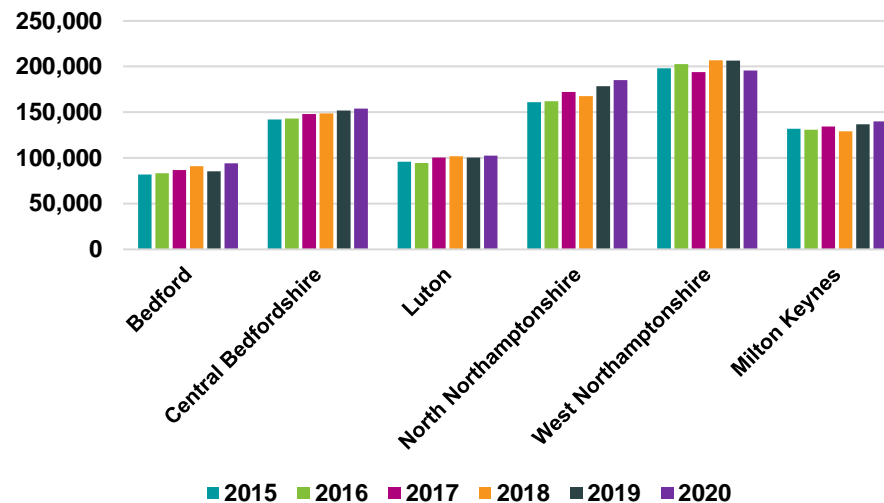
Total Employment - SEMLEP Area



Employment rate - aged 16+



Employment - SEMLEP Area



Job Density (2019)

Ratio of total jobs to population aged 16-64

|                         |      |
|-------------------------|------|
| ▶ Milton Keynes         | 1.21 |
| ▶ West Northamptonshire | 0.98 |
| ▶ SEMLEP                | 0.91 |
| ▶ England               | 0.88 |

Over 1 indicates more jobs than 16-64 population

High levels of employment



Growing people



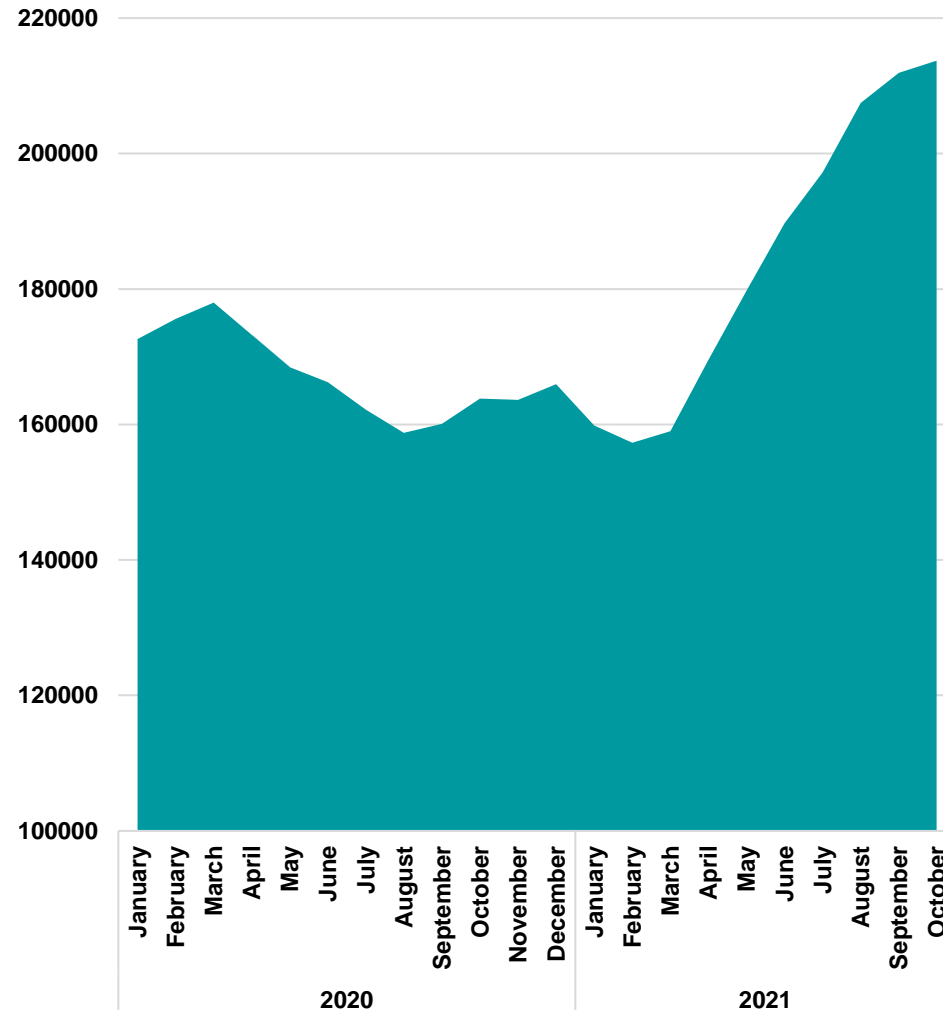
Growing business



Growing places

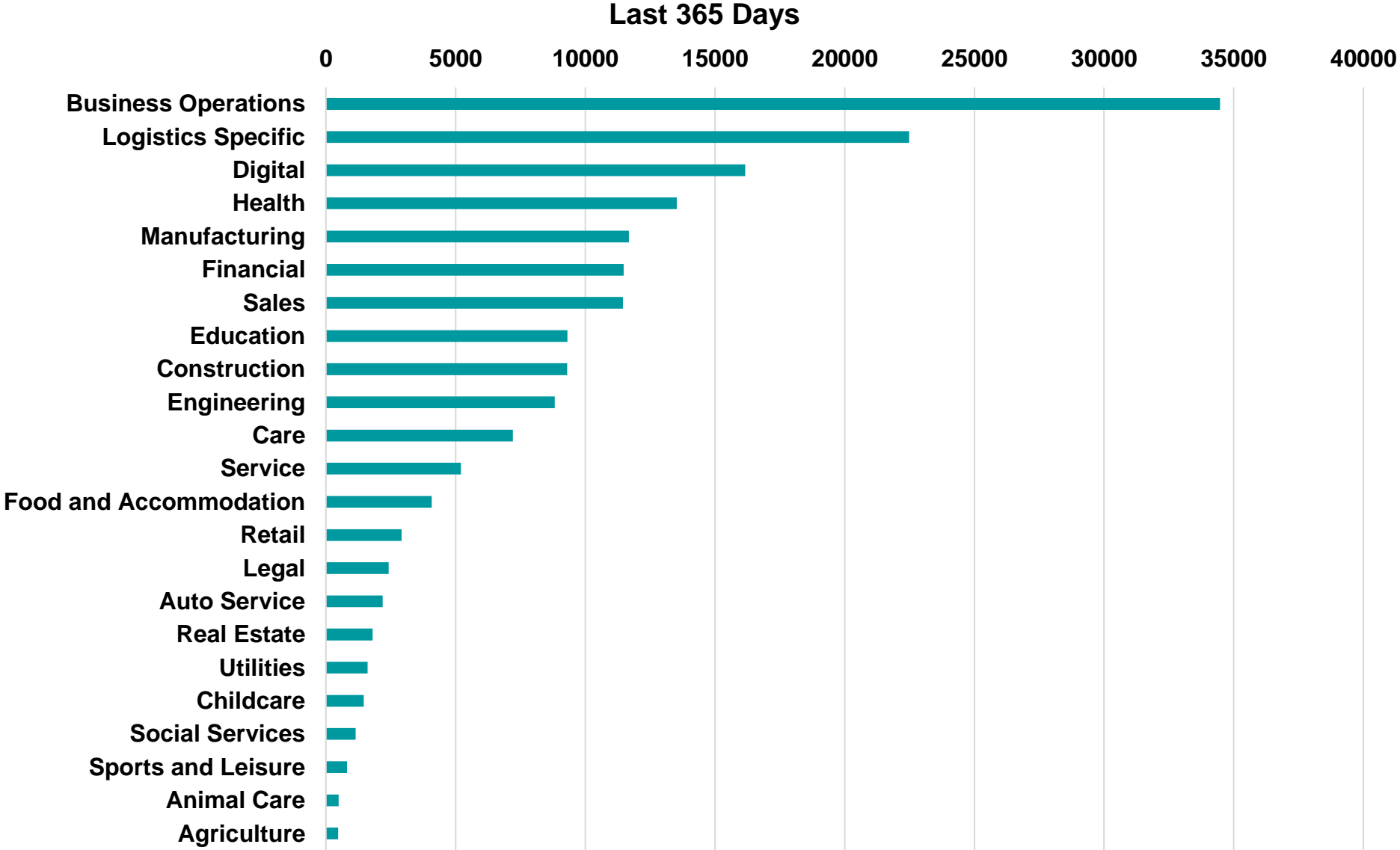
# Job Posting Trends

Job Postings - 12 Months Moving Average



- ▶ There has been a decline in line with the national picture for over two years until the beginning of 2020 where we started to see a consistent increase
- ▶ The impact of COVID-19 has stalled this growth but there is a large increase from Easter 2021
- ▶ Currently, job vacancies are 53% higher than the peak prior to COVID-19
- ▶ Some sectors have a large number of vacancies such as health, care, construction, education, digital, manufacturing and logistics
- ▶ SEMLEP Business Survey – Most employers advertise on websites, social media and through word of mouth

# Top occupational groups in demand now



# Occupational groups/sectors with future need

Occupational groups/sectors with employment growth/high replacement need

## Cross cutting transferable occupational groups



**Engineering & Manufacturing**



**Digital**



**Business Operations & Management**

- Business Operations
- Management
- Sales/Marketing
- Financial
- Legal

## Plus other sector focused occupations



**Health & Care**



**Logistics & Supply Chain**



**Education**



**Construction**



# Future opportunities

- Digital
- Engineering
- Health & Care

- Education
- Business Management & Operations

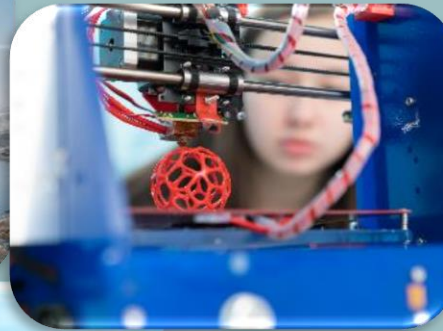
**Artificial Intelligence**



**Aerospace/Space**



**Manufacturing**



**Intelligent Mobility**



**Green Economy**



**Logistics**



**Agri-tech**



**Modern Methods of construction**



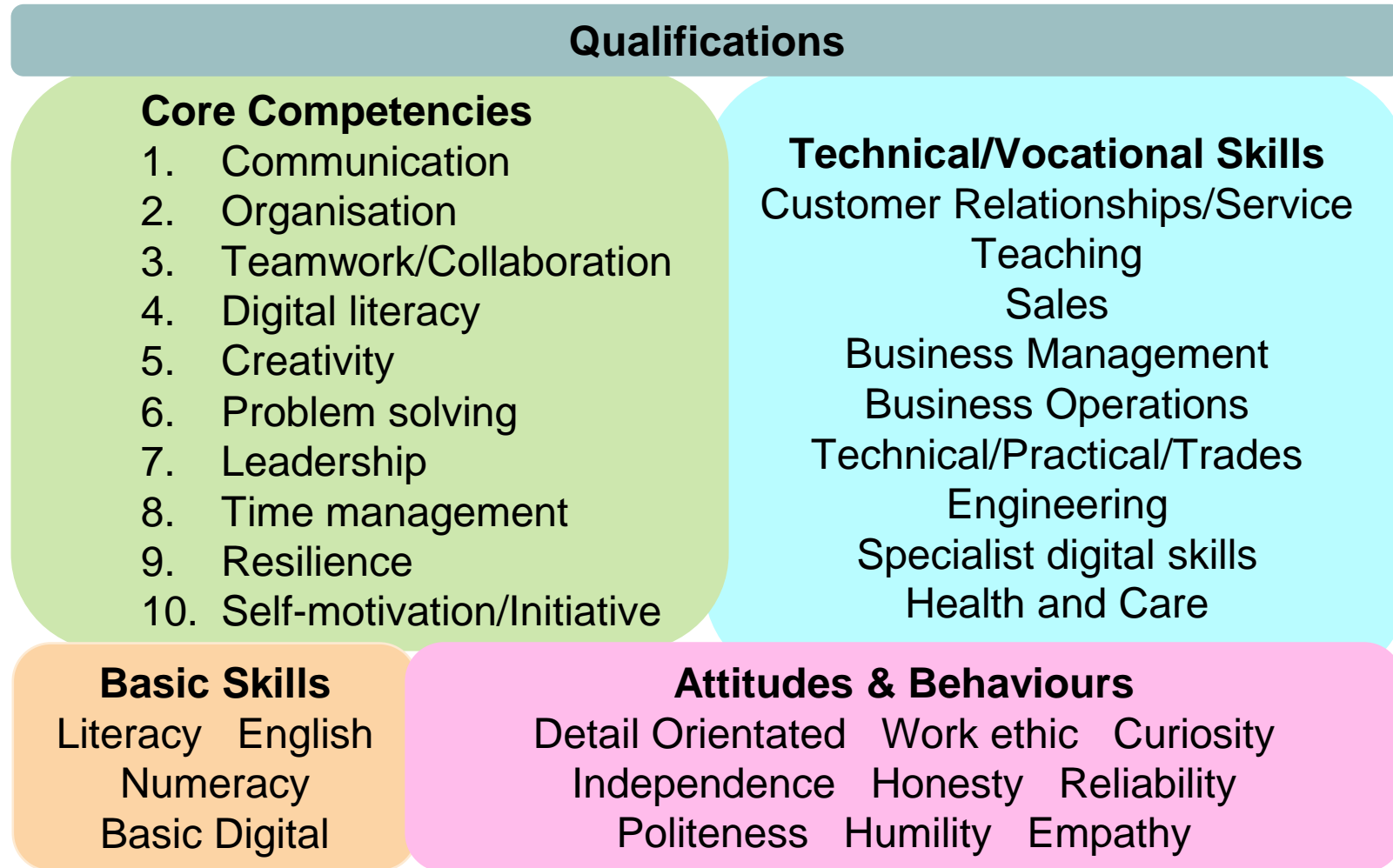
**Health and Care**



**Non Carbon Fuelled Transport**

# “Employability Skills”

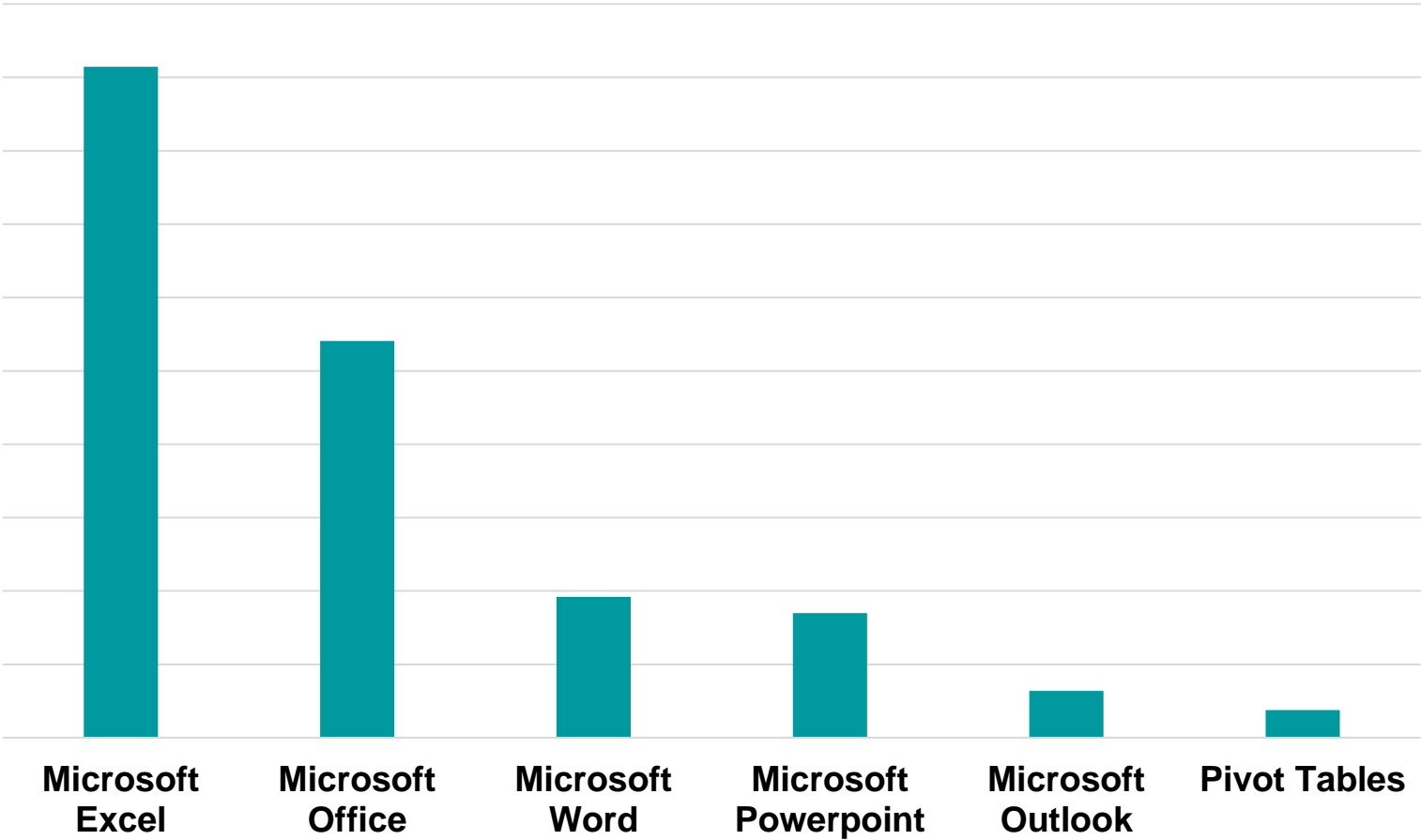
Defined as behaviours, attitudes, core competencies and technical/vocational skills of the individual, plus some qualifications





# Digital Skills in Vacancies

Digital Literacy and Job Postings

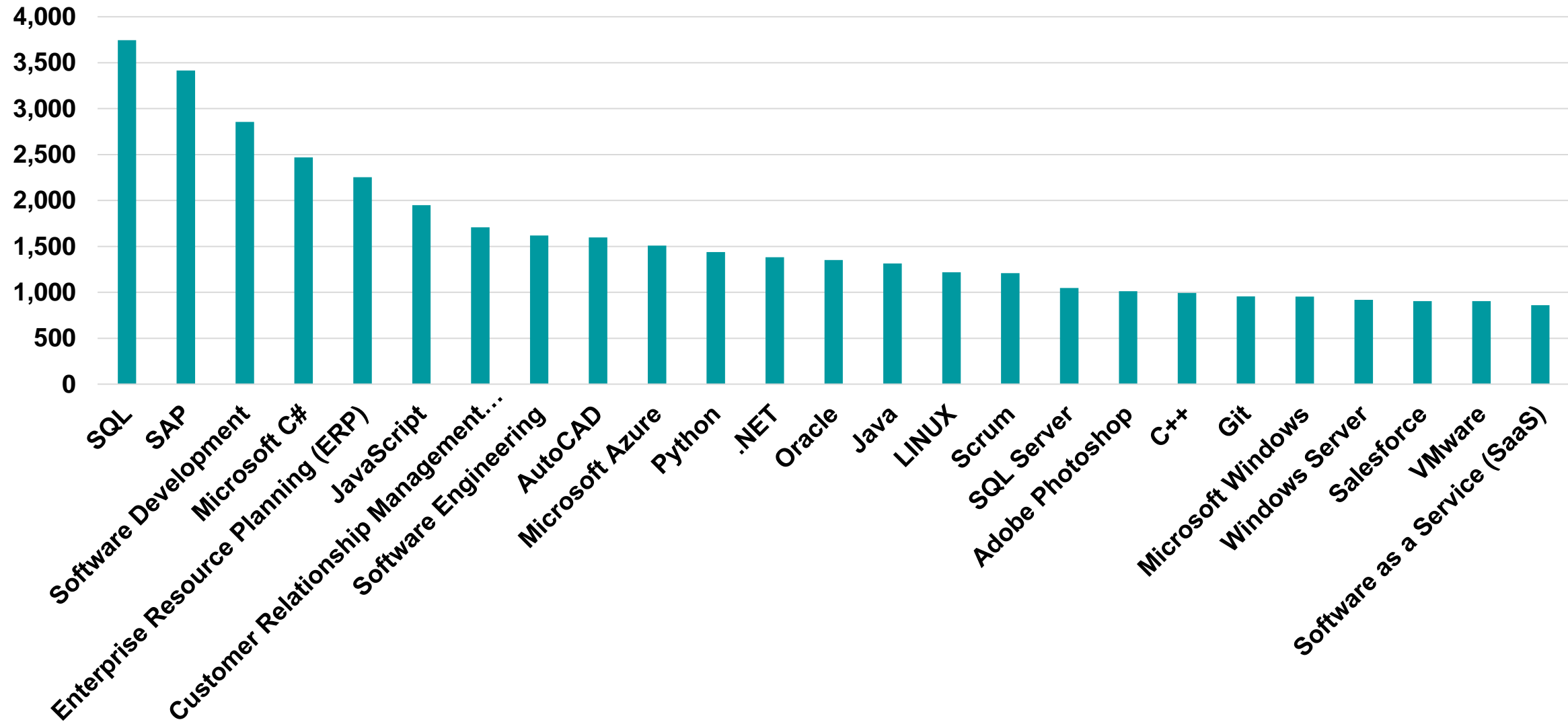


**Digital Literacy**

Majority of occupations require the use of Microsoft Excel and/or elements of MS Office

# Digital Skills in Vacancies

Specialist Digital Skills



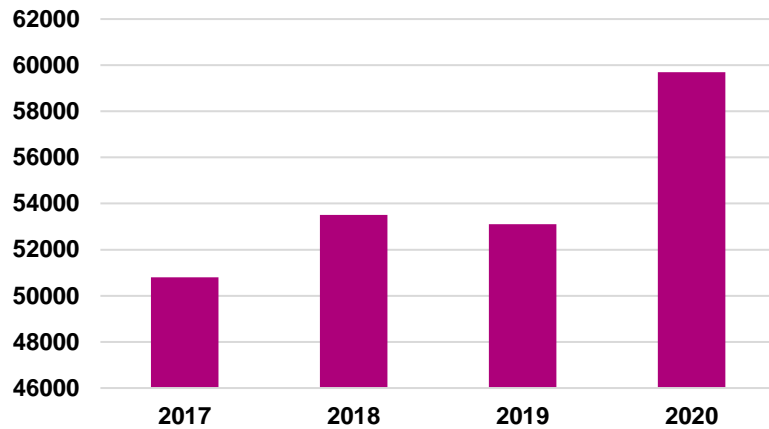


# South East Midlands Career Opportunities

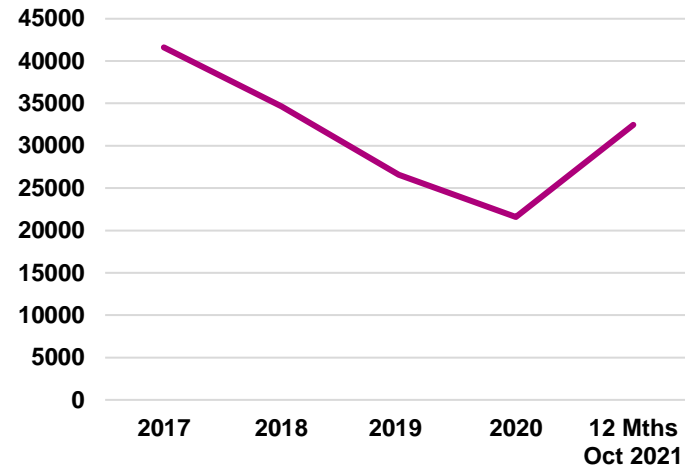
## Top 10 Occupational Groups

# 1. Business Operations

**Employment (South East, East, East Midlands)**



**Job Postings/Vacancies (South East Midlands)**



## Comments

- ▶ Highest occupational group and increasing
- ▶ Job postings increasing
- ▶ Many positions are hidden jobs in businesses
- ▶ Opportunities for roles in human resources, marketing and procurement (buying)
- ▶ These occupations are in most sectors and occupations tend to be transferable across sectors

## Employer Preferred Pathways

- ▶ Further education college
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

## Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Planning
- ▶ Organisational Skills
- ▶ Creativity
- ▶ Microsoft Excel

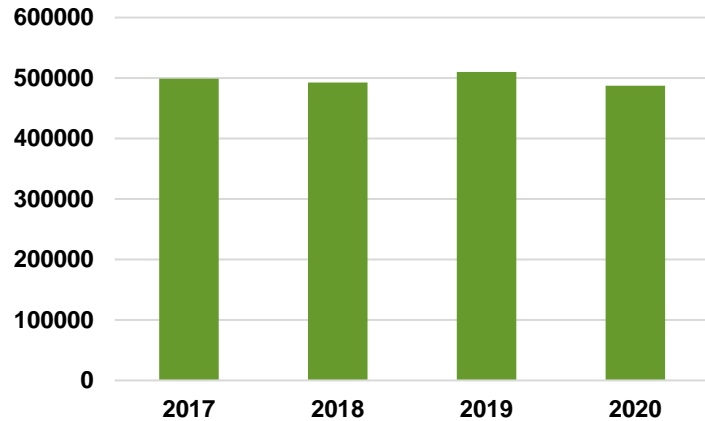


| Top 10 Vacancies                              | Last 12 Months |
|---|----------------|
| Office / Administrative Assistant             | 6,745          |
| Project Manager                               | 4,672          |
| Account Manager / Representative              | 3,725          |
| Human Resources / Labour Relations Specialist | 1,798          |
| Recruiter                                     | 1,469          |
| Receptionist                                  | 1,284          |
| Marketing Manager                             | 1,250          |
| Buyer / Purchasing Agent                      | 946            |
| Senior Administrator                          | 937            |

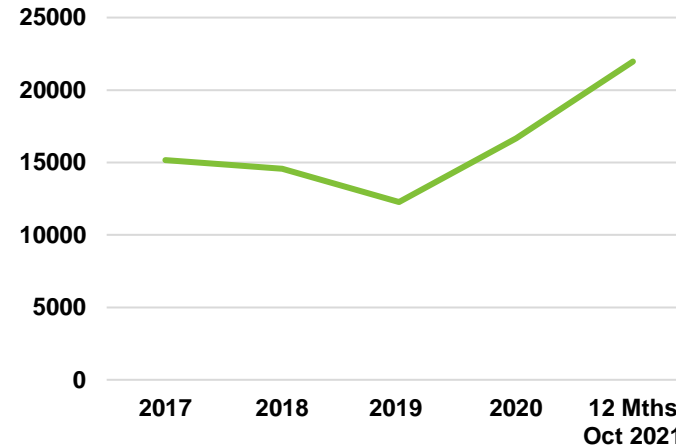


# 2. Logistics Specific

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



## Comments

- ▶ Switch to online shopping is driving opportunities
- ▶ Over 45% of job posting in the logistics sector are for Business Operations, Digital and Engineering
- ▶ Large demand for drivers at all levels. Most have to be over 24 for insurance purposes
- ▶ Immediate need for warehouse staff and forklift drivers

## Employer Preferred Pathways

- ▶ In house and independent training providers
- ▶ Further education college
- ▶ Apprenticeships
- ▶ University

(check pathways for each occupation)

## Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Organisational Skills
- ▶ Planning
- ▶ Detail-Orientated
- ▶ Microsoft Excel



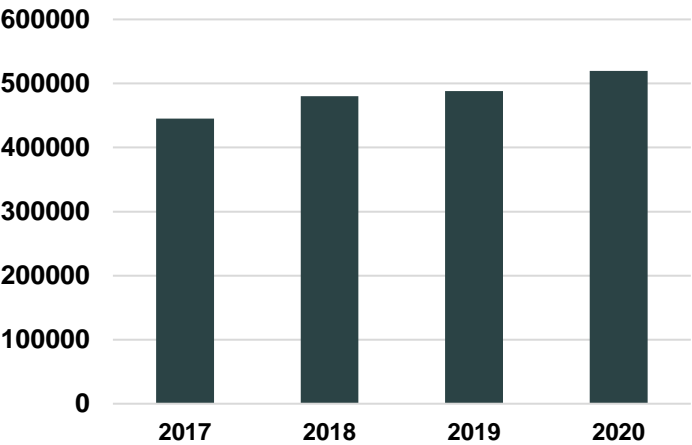
| Top Vacancies                    | Last 12 Months |
|----------------------------------|----------------|
| Labourer / Material Handler      | 5,640          |
| Delivery Driver                  | 3,124          |
| Warehouse / Inventory Associate  | 2,809          |
| HGV / LGV Class 1 Driver         | 2,477          |
| HGV / LGV Class 2 Driver         | 2,309          |
| Forklift / Pallet Jack Operator  | 1,162          |
| Logistics / Supply Chain Analyst | 605            |
| Van / Taxi / Shuttle Driver      | 568            |
| Storage / Distribution Manager   | 535            |
| Packager                         | 487            |



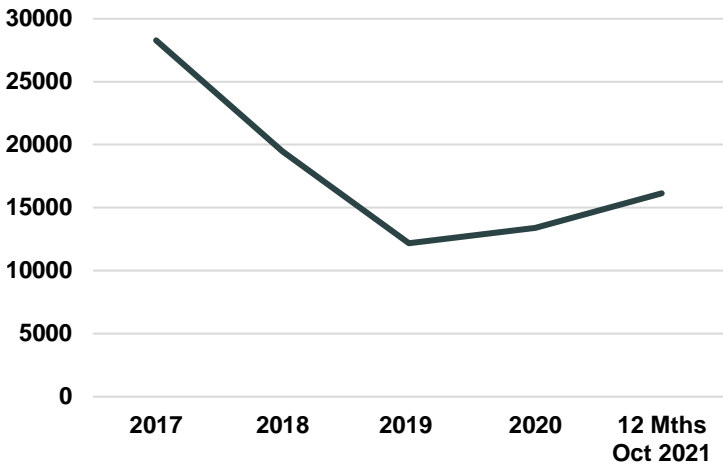


# 3. Digital

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- ▶ Increasing demand for software developer/engineers, computer support specialists and data/data mining analysts
- ▶ Over 60% of occupations are in sectors outside of the specialist digital businesses

Employer Preferred Pathways

- ▶ Further education college/Institute of Technology
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Problem Solving and Troubleshooting
- ▶ Planning
- ▶ Creativity
- ▶ Microsoft Excel

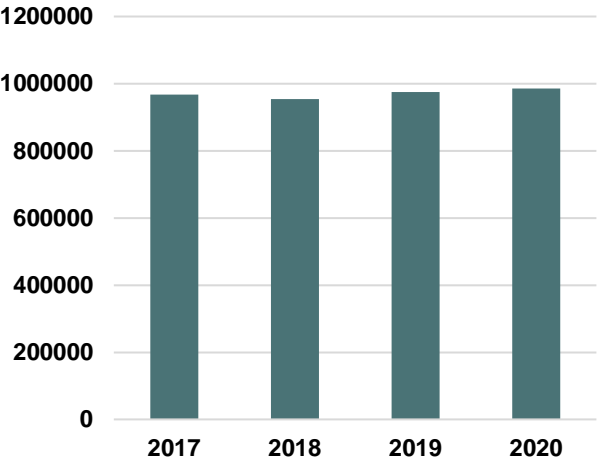


| Top Vacancies                           | Last 12 Months |
|---|----------------|
| Software Developer / Engineer           | 4,682          |
| Computer Support Specialist             | 2,115          |
| Data / Data Mining Analyst              | 1,837          |
| Computer Systems Engineer / Architect   | 1,189          |
| IT Project Manager                      | 880            |
| Web Developer                           | 833            |
| Software QA Engineer / Tester           | 608            |
| Information Security Engineer / Analyst | 595            |
| Systems Analyst                         | 572            |
| Network / Systems Support Specialist    | 458            |

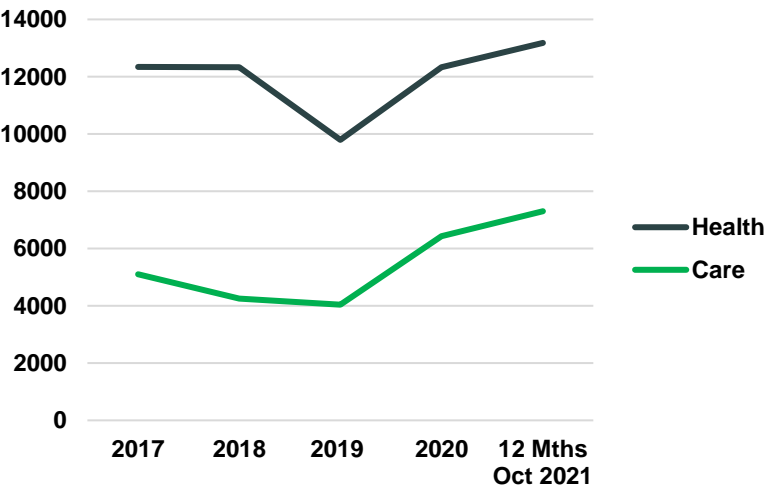


# 4. Health and Care

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- ▶ Very high demand for nurses and care related occupations
- ▶ The ability to empathise is sought in all occupations
- ▶ New pathways emerging for entry into sector
- ▶ Will continue to grow to support an ageing population
- ▶ Other occupational groups in need within sector such as Digital, Business Operations and Maintenance

Employer Preferred Pathways

- ▶ Further education college
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Organisational Skills
- ▶ Planning
- ▶ Leadership
- ▶ English

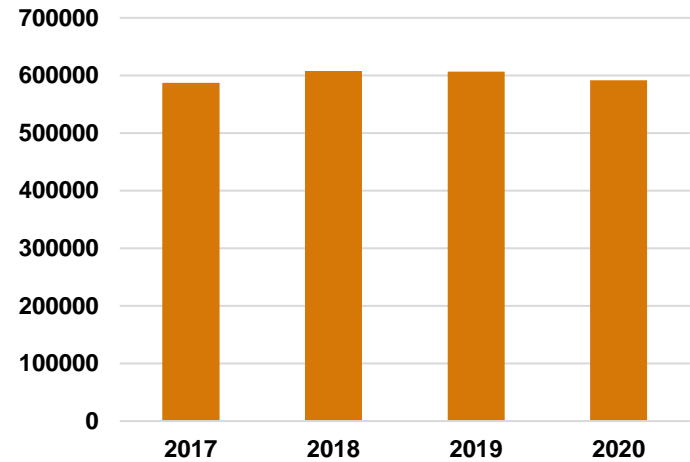


| Top Vacancies                            | Last 12 Months |
|--|----------------|
| Registered General Nurse (RGN)           | 4,138          |
| Caregiver / Personal Care Aide           | 3,992          |
| Care assistant                           | 2,285          |
| Physician                                | 1,098          |
| Nursing Assistant / Healthcare Assistant | 976            |
| Healthcare Manager                       | 973            |
| Psychologist                             | 665            |
| Nurse Practitioner                       | 622            |
| Health Technician / Technologist (Other) | 571            |
| Occupational Therapist                   | 535            |

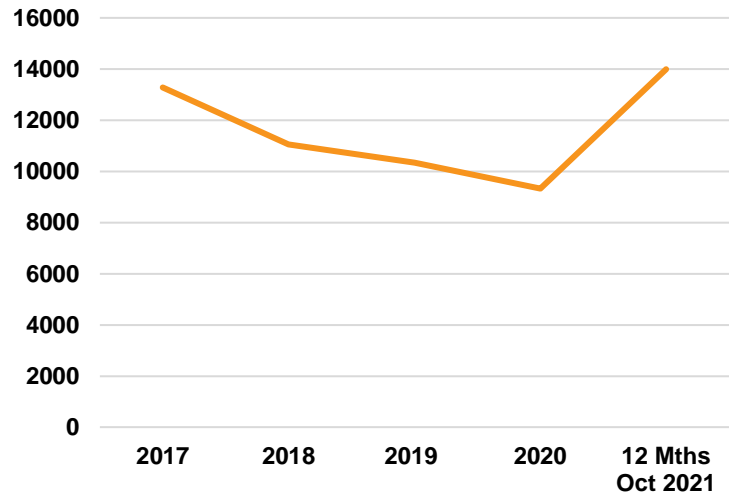


# 5. Manufacturing

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- ▶ Recovering post pandemic
- ▶ Diverse sector from Formula 1 to food production
- ▶ Other occupational groups required in manufacturing businesses, especially business operations, digital and engineering

Employer Preferred Pathways

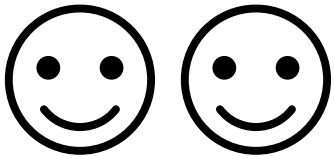
- ▶ Further education college
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Planning and Organisational Skills
- ▶ Detail-Orientated
- ▶ Problem Solving
- ▶ Microsoft Excel

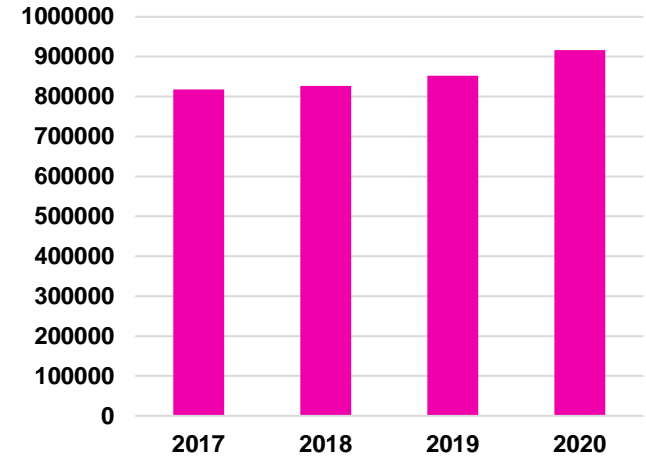


| Top Vacancies                      | Last 12 Months |
|------------------------------------|----------------|
| Production Worker                  | 2,906          |
| Operations Manager                 | 1,157          |
| Manufacturing Machine Operator     | 1,058          |
| Scheduler / Operations Coordinator | 1,045          |
| Welder / Solderer                  | 942            |
| CNC Operator                       | 896            |
| Quality Inspector / Technician     | 882            |
| Production Supervisor              | 820            |
| Validation Engineer                | 660            |
| Production Plant Manager           | 648            |

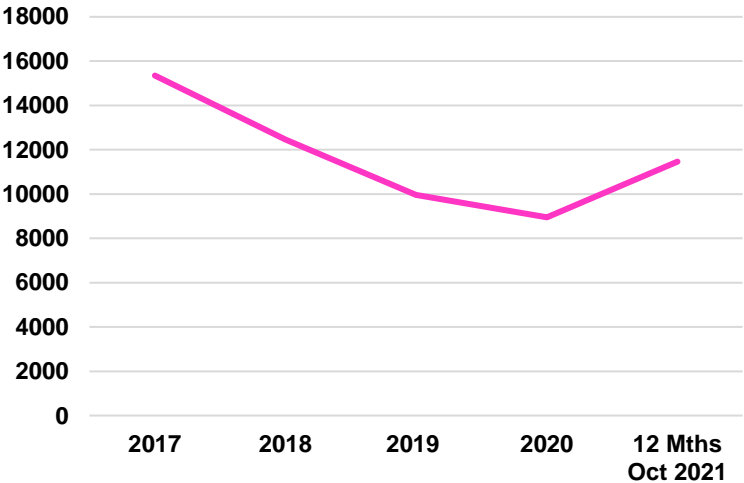


# 6. Financial

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- ▶ Large demand for accountants and bookkeepers
- ▶ Occupations cut across sectors and roles are transferable

Employer Preferred Pathways

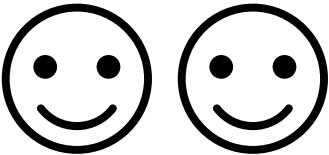
- ▶ Further education college
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

Top 5 Core Competencies/Skills Needed

- ▶ Microsoft Excel
- ▶ Communication Skills
- ▶ Detail Orientated
- ▶ Meeting Deadlines
- ▶ Problem Solving and Analytical Skills

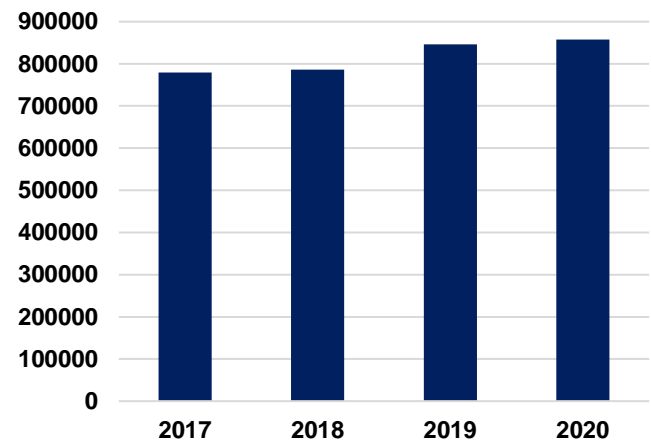


| Top Vacancies                  | Last 12 Months |
|--------------------------------|----------------|
| Bookkeeper / Accounting Clerk  | 2,736          |
| Accountant                     | 2,460          |
| Financial Manager              | 1,785          |
| Financial Analyst              | 853            |
| Payroll Specialist             | 758            |
| Credit Analyst / Authoriser    | 617            |
| Auditor                        | 560            |
| Estimator                      | 363            |
| Personal Financial Advisors    | 340            |
| Financial Services Sales Agent | 293            |

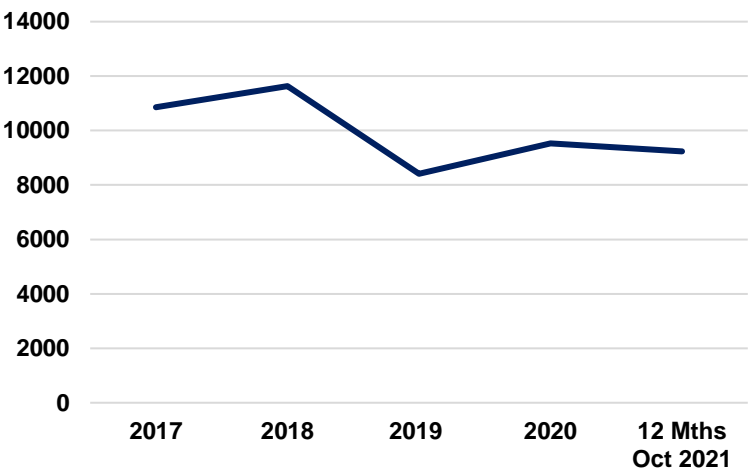


# 7. Education

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- ▶ Increasing demand for teaching assistants in schools and tutors in colleges
- ▶ Ageing workforce offering opportunities
- ▶ Financial incentives available to become a teacher
- ▶ Need digital literacy skills

Employer Preferred Pathways

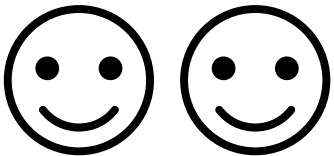
- ▶ Teaching school hubs (Denbigh and Brooke Weston)
  - ▶ Further education college
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

Top 5 Core Competencies/Skills Needed

- ▶ Creativity
- ▶ Communication Skills
- ▶ Planning
- ▶ English
- ▶ Organisational Skills

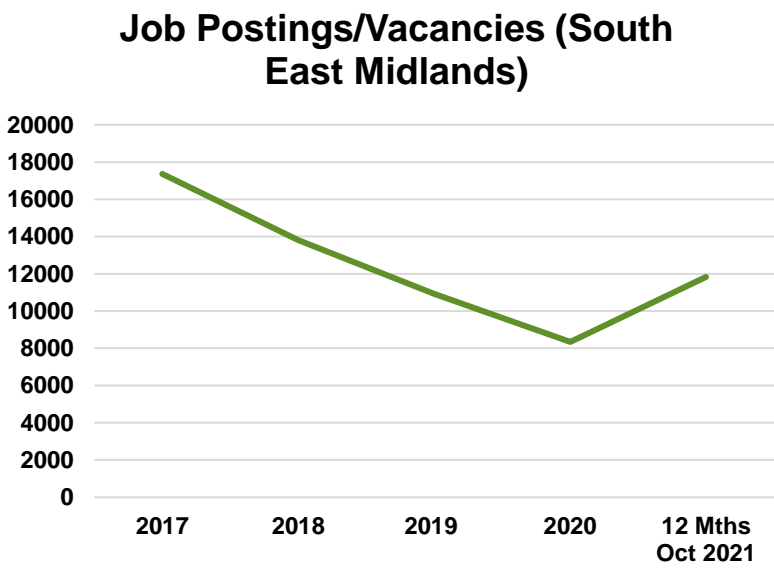
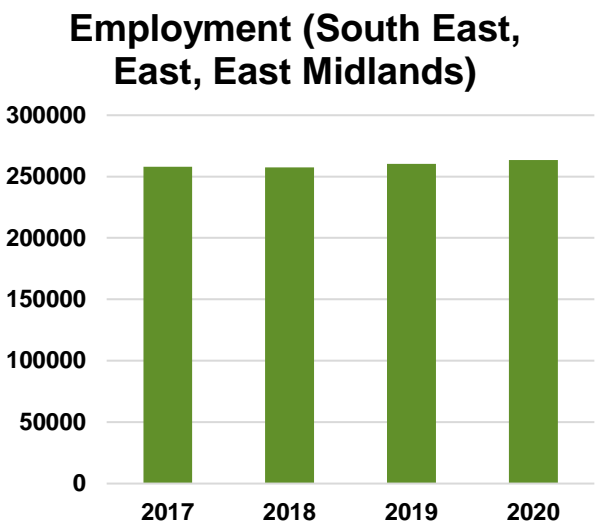


| Top Vacancies                         | Last 12 Months |
|---------------------------------------|----------------|
| Teaching Assistant                    | 1,937          |
| Tutor                                 | 1,677          |
| Primary School Teacher                | 1,276          |
| University Lecturer                   | 1,064          |
| Secondary School Teacher              | 561            |
| Vocational Education Trainer / Tutor  | 398            |
| Science Teacher                       | 339            |
| Maths Teacher                         | 311            |
| Researcher / Research Associate       | 289            |
| Special Education Needs (SEN) Teacher | 259            |





# 8. Sales and Customer Service



- Comments**
- ▶ Now recovering post pandemic
  - ▶ Increasing demand in business to business sales and service
  - ▶ Employment level flat due the introduction of technology such as Artificial Intelligence

- Employer Preferred Pathways**
- ▶ Further education college
  - ▶ Apprenticeships

- Top 5 Core Competencies/Skills Needed**
- ▶ Communication Skills
  - ▶ Organisational Skills
  - ▶ Building Effective Relationships
  - ▶ Detail-Orientated
  - ▶ Microsoft Excel

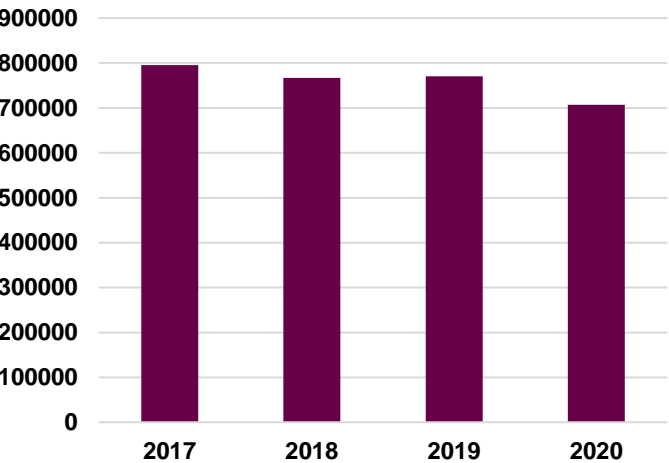


| Top Vacancies                   | Last 12 Months |
|---------------------------------|----------------|
| Customer Service Representative | 5,102          |
| Sales Manager                   | 2,243          |
| Sales Assistant                 | 1,700          |
| Sales Representative            | 1,419          |
| Customer Service Manager        | 708            |
| Product Demonstrator            | 218            |

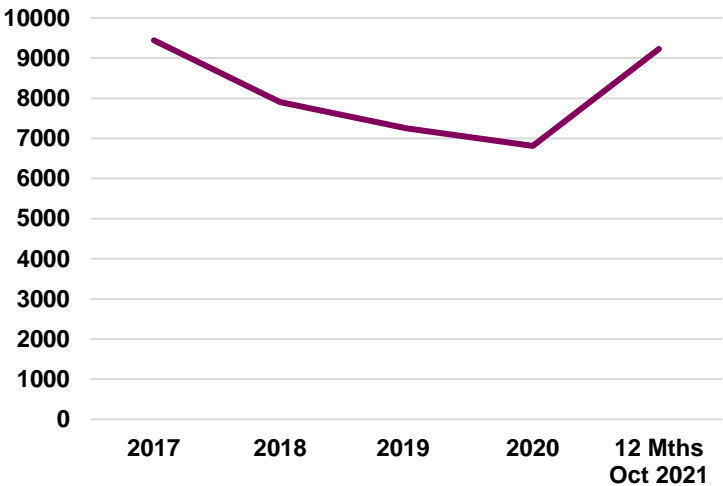


# 9. Construction

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- ▶ Opportunities in all occupations at all levels, especially trades
- ▶ Large building programmes locally
- ▶ Green economy will create/change many jobs
- ▶ Will need other certification (CSCS card)

Employer Preferred Pathways

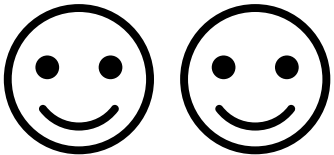
- ▶ Further education college
  - ▶ Apprenticeships
  - ▶ Construction Industry Training Board
  - ▶ University
- (check pathways for each occupation)

Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Planning
- ▶ Organisational Skills
- ▶ Problem Solving
- ▶ Microsoft Excel

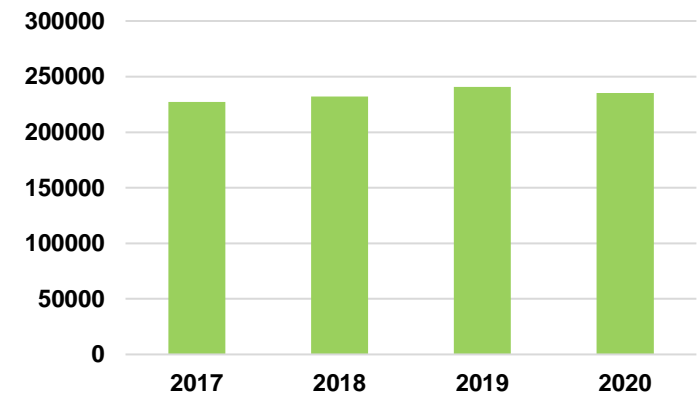


| Top Vacancies                | Last 12 Months |
|------------------------------|----------------|
| Construction Helper / Worker | 1,370          |
| Civil Engineer               | 1,275          |
| Electrician                  | 1,195          |
| Construction Manager         | 968            |
| Quantity surveyors           | 848            |
| Carpenter                    | 770            |
| HVAC Mechanic / Installer    | 649            |
| Land Surveyors               | 544            |
| Painter                      | 479            |
| Plumber                      | 398            |

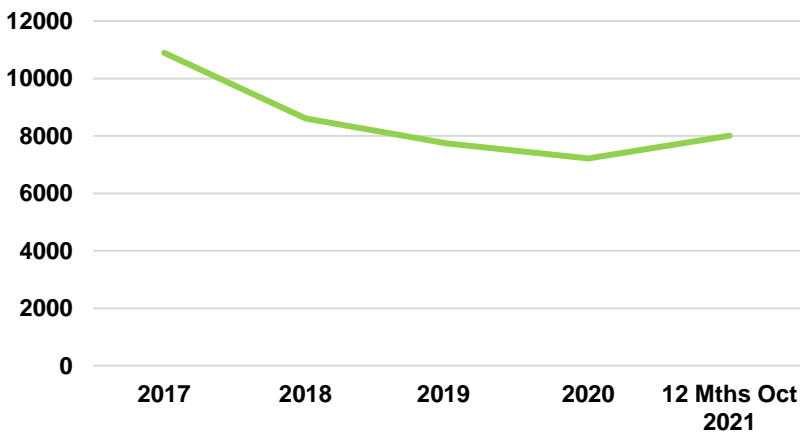


# 10. Engineering

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



| Top Vacancies                                  | Last 12 Months |
|--|----------------|
| Maintenance Technician                         | 2,002          |
| Mechanical Engineer                            | 1,383          |
| Electrical Engineer                            | 894            |
| Industrial Engineer                            | 667            |
| Engineering Manager                            | 645            |
| Repair / Service Technician                    | 545            |
| Product Development Engineer                   | 507            |
| Electrical / Electronic Engineering Technician | 377            |
| Electronics Engineer                           | 370            |
| Maintenance / Service Supervisor               | 321            |
| CAD Designer / Draughtsperson/Draughtsman      | 302            |

Comments

- ▶ Large demand for maintenance technicians and mechanical engineers
- ▶ Increasing demand in design and product development related careers
- ▶ Ageing workforce will need replacements
- ▶ Need digital literacy, especially MS Excel

Employer Preferred Pathways

- ▶ Further education college
  - ▶ Apprenticeships
  - ▶ University
- (check pathways for each occupation)

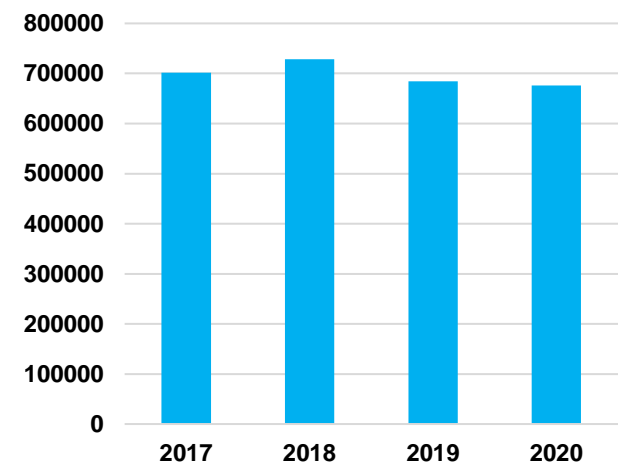
Top 5 Core Competencies/Skills Needed

- ▶ Communication Skills
- ▶ Problem Solving
- ▶ Planning and Organisational Skills
- ▶ Creativity
- ▶ Detail Orientated

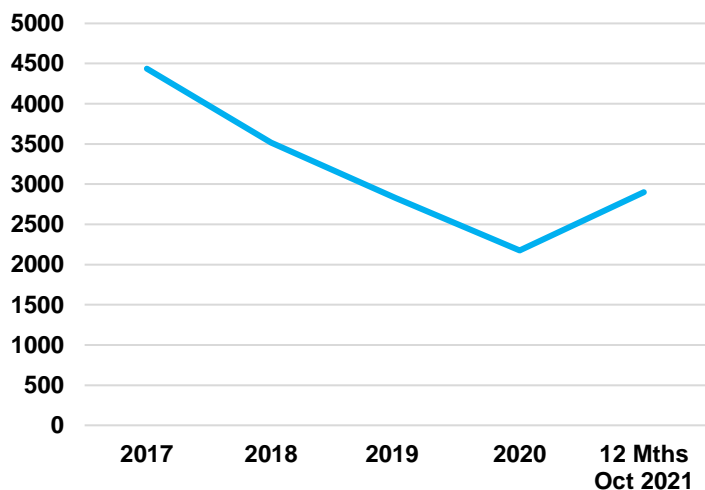


# Focus on Retail, Hair and Beauty

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



**Comments**

- ▶ Demand for all occupations in retail has been reducing for a number of years but has started to increase again post pandemic
- ▶ Some increase in food retail due to growth of some chains of supermarkets
- ▶ Increased use of technology replacing need for checkout staff
- ▶ Increased on-line ordering
- ▶ Hair and beauty under pressure due to rapid expansion and resulting in over capacity

**Employer Preferred Pathways**

- ▶ Further education college
- ▶ Apprenticeships

**Top 5 Core Competencies/Skills Needed**

- ▶ Communication Skills
- ▶ Organisational Skills
- ▶ Leadership
- ▶ Creativity
- ▶ Planning and Detail Orientated

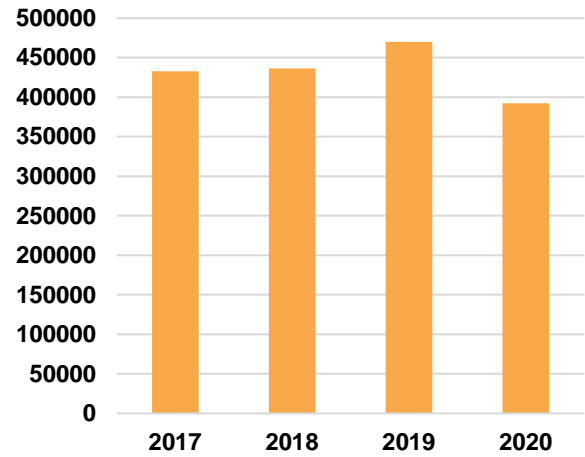


| Top Vacancies                         | Last 12 Months |
|---------------------------------------|----------------|
| Retail Sales Associate                | 1,591          |
| Retail Store Manager / Supervisor     | 1,156          |
| Barber / Hair Stylist / Cosmetologist | 153            |

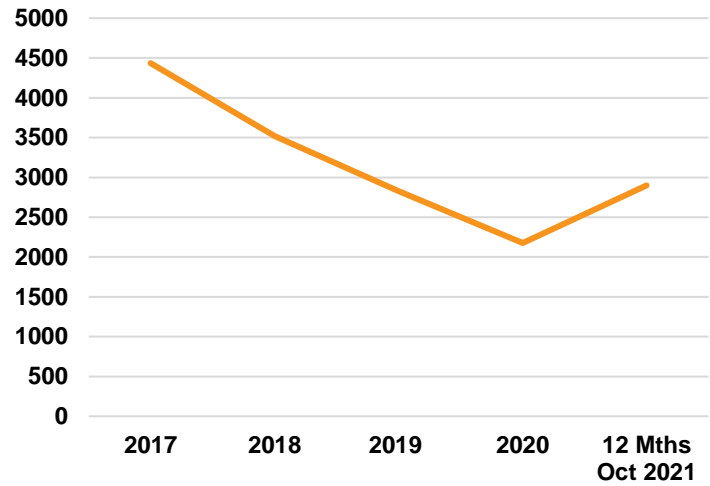


# Focus on Food and Accommodation

Employment (South East, East, East Midlands)



Job Postings/Vacancies (South East Midlands)



Comments

- Demand for Chefs increasing rapidly
- Most other occupations starting to increase
- It is bouncing back post pandemic

Employer Preferred Pathways

- Further education college
- Apprenticeships

Top 5 Core Competencies/Skills Needed

- Communication Skills
- Organisational Skill
- English
- Creativity
- Listening



| Top Vacancies                        | Last 12 Months |
|--------------------------------------|----------------|
| Chef                                 | 1,469          |
| Food Service Team Member             | 1,043          |
| Kitchen Staff                        | 540            |
| Restaurant / Food Service Supervisor | 347            |
| Waiter / Waitress                    | 268            |





# Remember

- If you have a burning desire and/or talent to do something or have a career in a certain occupation – do it
- Find something you love to do and get someone to pay you for doing it – it will never be ‘work’
- Be patient, do not go too fast too soon, you have your whole life before you
- Plan your first step – see where it takes you



**Growing people**



**Growing business**



**Growing places**

**More information at**

[www.semlep.com/employment-support-for-students/](http://www.semlep.com/employment-support-for-students/)

**These slides and additional labour market information can be found at**

[www.semlep.com/school-labour-market-information/](http://www.semlep.com/school-labour-market-information/)

**Details of occupations can be found at**

<https://nationalcareers.service.gov.uk/explore-careers>