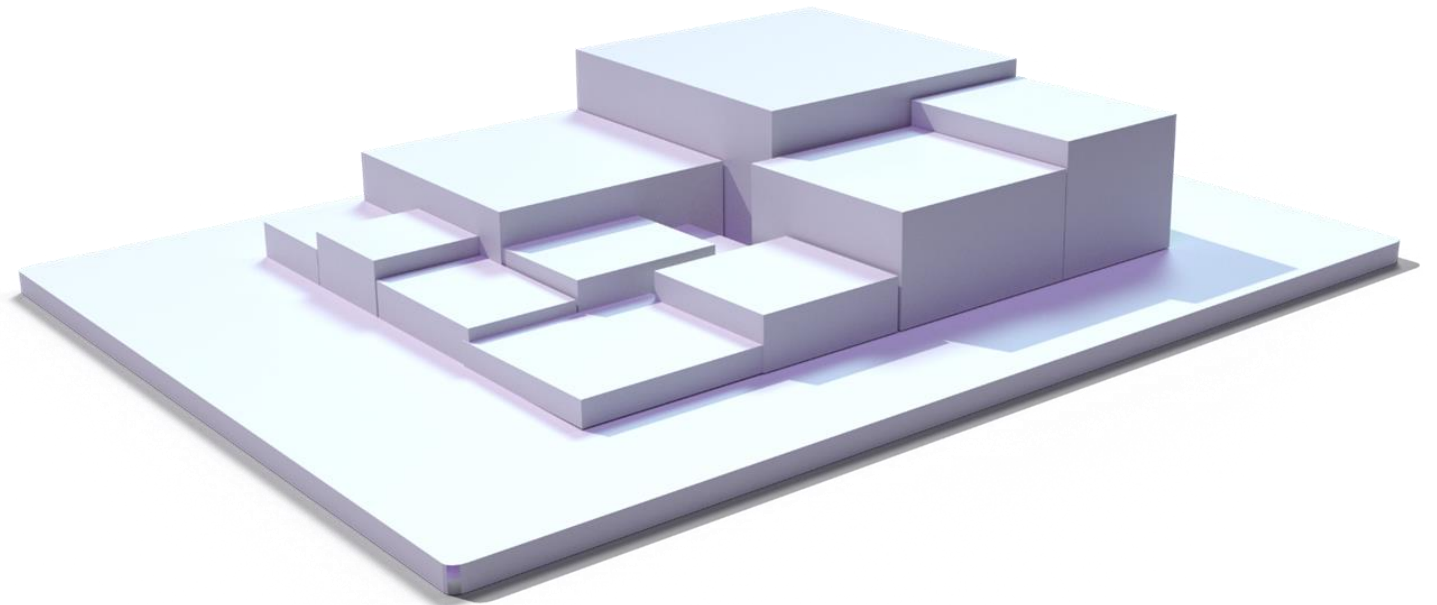


Strategic Innovation for Skills

Ben Owen

Director – Further Education



AGENDA

- How will you use LMI in planning - A different approach to meet the requirements of the Skills for Jobs Bill
- Headline data for England
- In demand skills
- Automation – how prepared are you for the changing skills demands in your region?
- Questions

How will you use LMI in your planning process?

LMI AS PART OF YOUR RESEARCH STRATEGY AND PLANNING CYCLE

Skills for Jobs Bill

"Embedding employers in the heart of the skills system, by making it a legal requirement that employers and colleges collaborate to develop skills plans so that the training on offer meets the need of local areas, and so people no longer have to leave their home-towns to find great jobs"

LMI as part of your research strategy



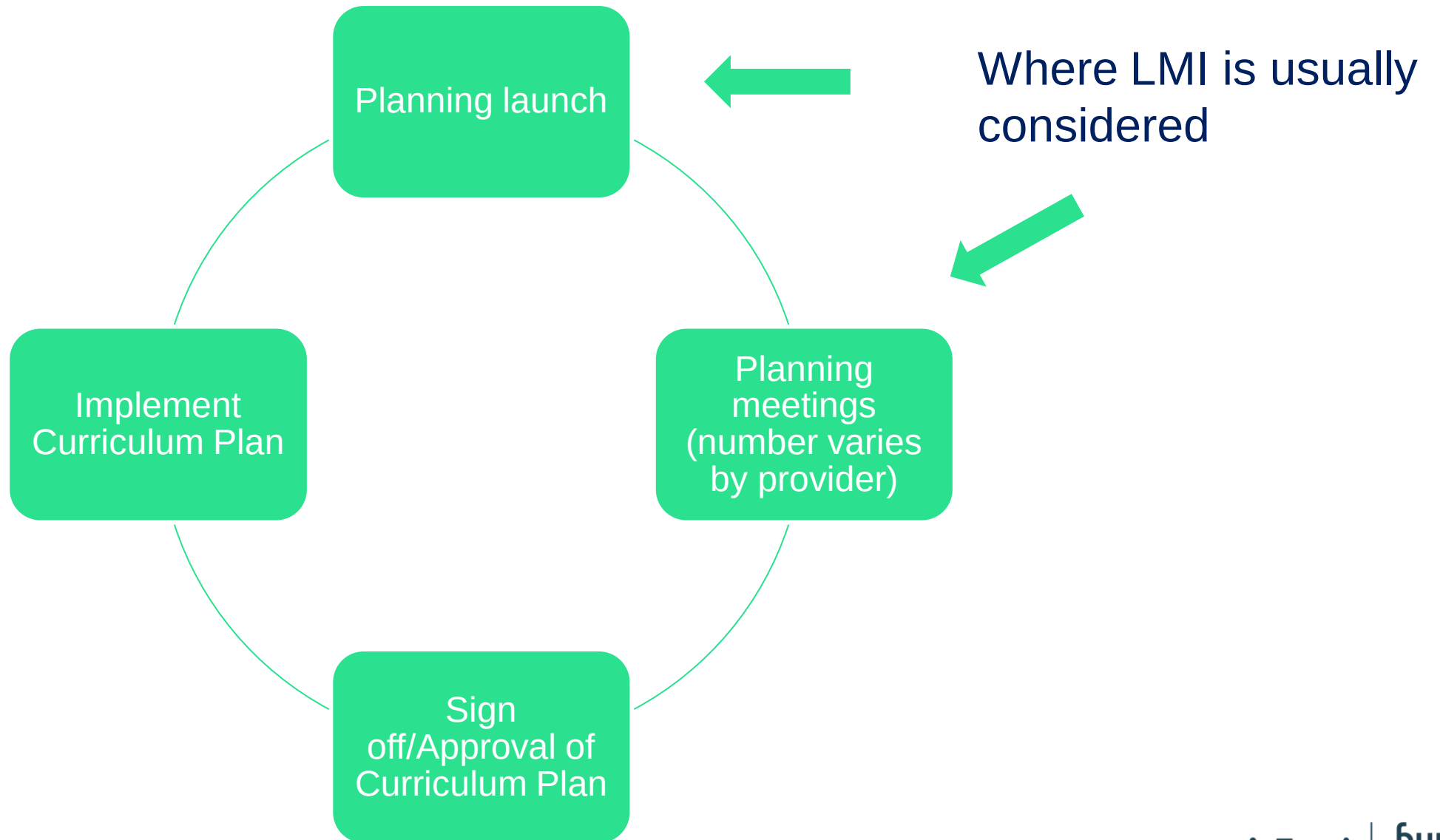
- Education Scotland/ Ofsted/Estyn/ requirements
- LMI
- LEP priorities etc
- Analysis of existing provision
- Employer feedback
- Student feedback
- Talk to each other

- Identify new courses
- Identification of priority skills
- Modify course content
- Cut back on some provision

- Obtain feedback from employers, LEP, students etc
- Develop business case where necessary

- Develop new course
- Modify course content

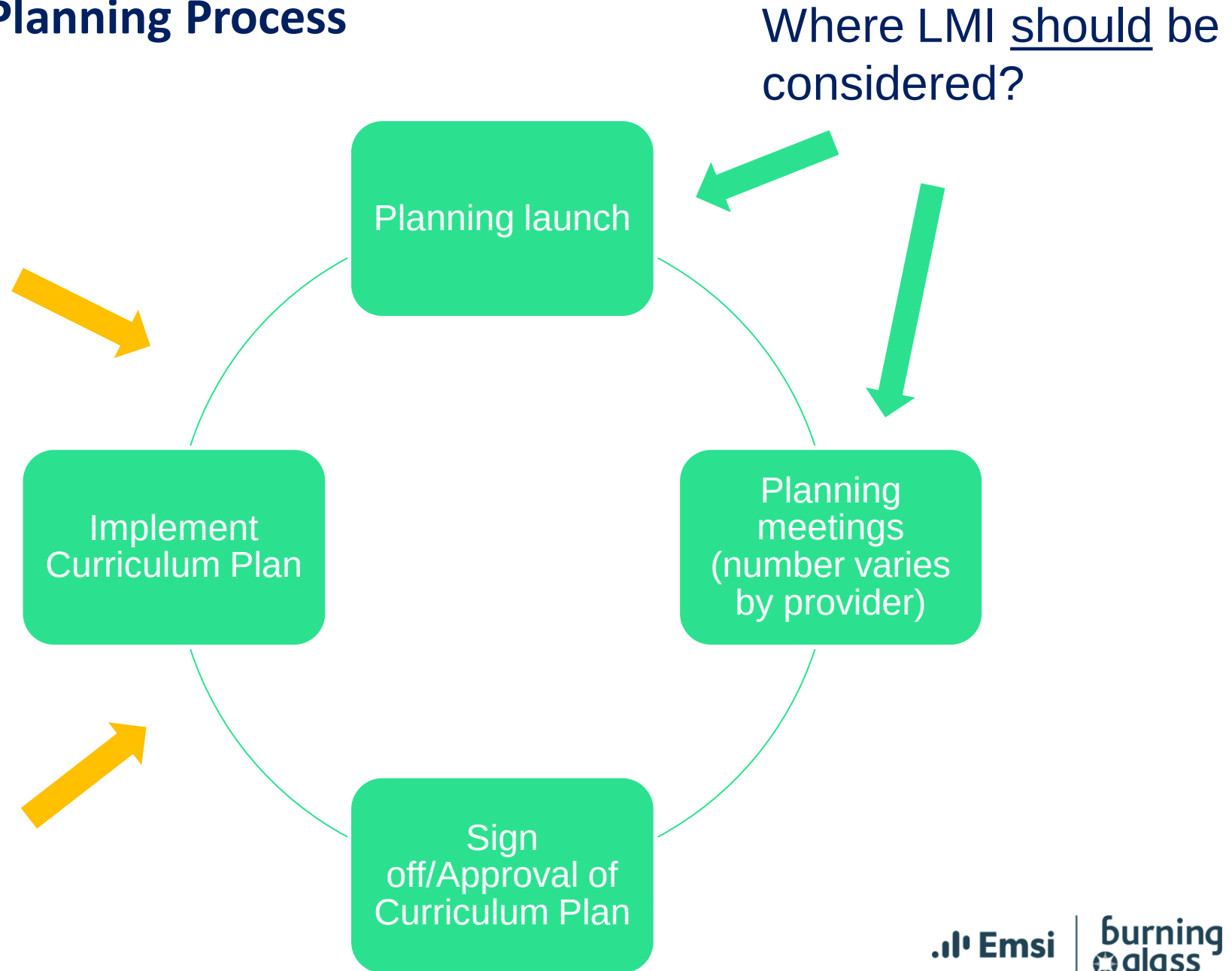
A “Typical” Curriculum Planning Process



A “Responsive” Curriculum Planning Process

Responsive curriculum planning:

- Check in demand job and skills monthly – Can curriculum be adjusted/added to?
- Which employers are recruiting? Are you working with them?
- Use data for marketing and IAG strategy and activities



Quick data recap

A basic overview

Data that describes the size and make up of employment and the workforce

Industry

Occupation

**Type of
employment**

Geography

Time

Demographics

Key dimensions in focus: Industries

Standard Industrial Classification (SIC)

Tier 1 - Section (19)

Tier 2 – Division (85)

Tier 3 - Group (264)

Tier 4 - Class (586)

C. Manufacturing

10. Manufacture of food products

107. Manufacturing of bakery and
farinaceous products

1071. Manufacture of bread; manufacture
of fresh pastry goods and cakes

Key dimensions in focus: Occupations

Standard Occupational Classification (SOC)

Tier 1 – Major group (9)

Tier 2 – Sub-major group (25)

Tier 3 – Minor group (90)

Tier 4 – Unit group (369)

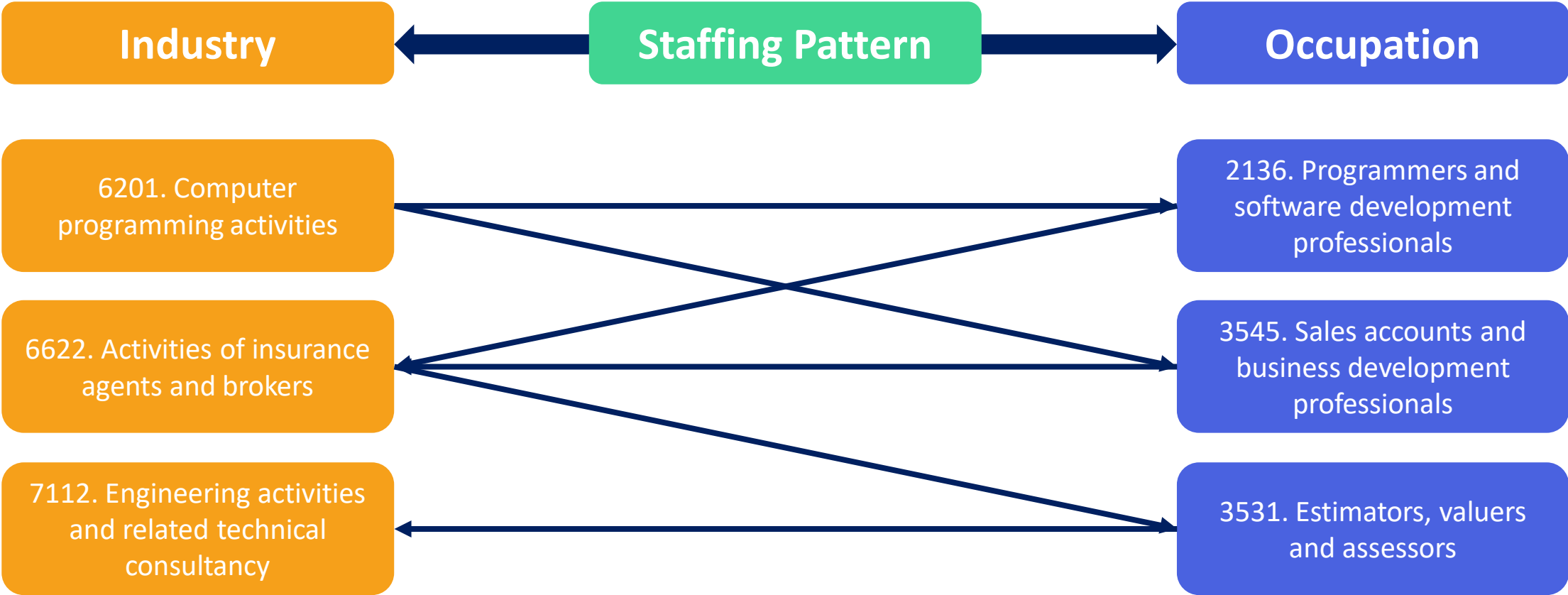
2. Professional occupations

22. Health professionals

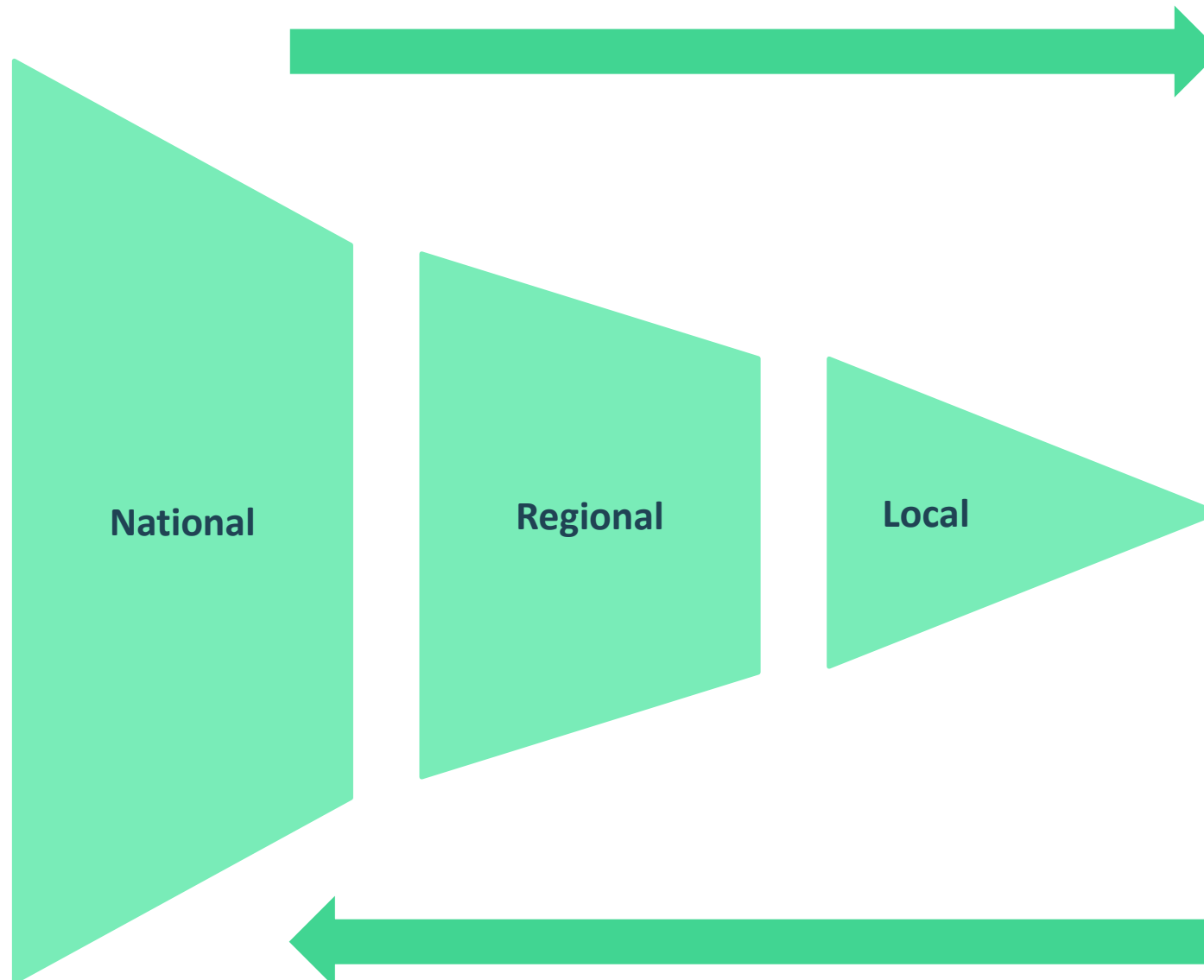
223. Nursing and midwifery professionals

2232. Midwives

Making the connection

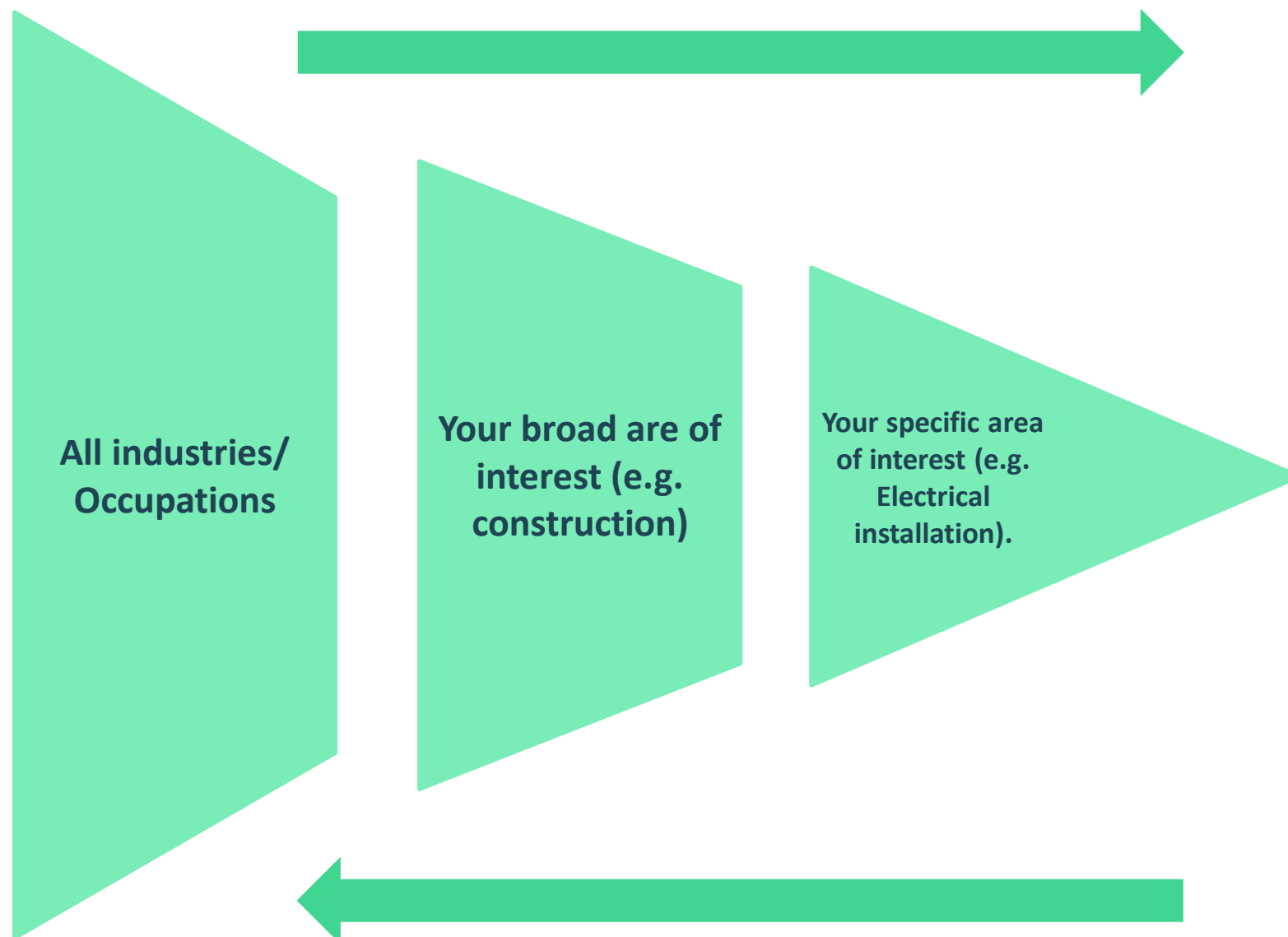


Start by taking a broad look...



- Are there any national or regional trends which should be considered?
- Are there any opportunities or risks nationally/regionally?
- What are the top industries in your region?
- What are the in-demand skills regionally and locally?
- Are there any opportunities or risks nationally/regionally?
- What are the main differences between the regional and local context?

Start by taking a broad look...



- Are there any opportunities or risks in the broader industry or occupational groupings?
- What are the top growing/declining industries and sub industries in your region?
- Are you focusing on the right sub industries/occupations in your curriculum area?
- Are you developing transferable skills for other industries and occupations?

A closer look at what's happened in England over the past 12 months

England - Population

56,550,138

Population (2020)

Population grew by 1,763,811 over the last 5 years and is projected to grow by 1,674,746 over the next 5 years.

Employment numbers - England

26,377,298

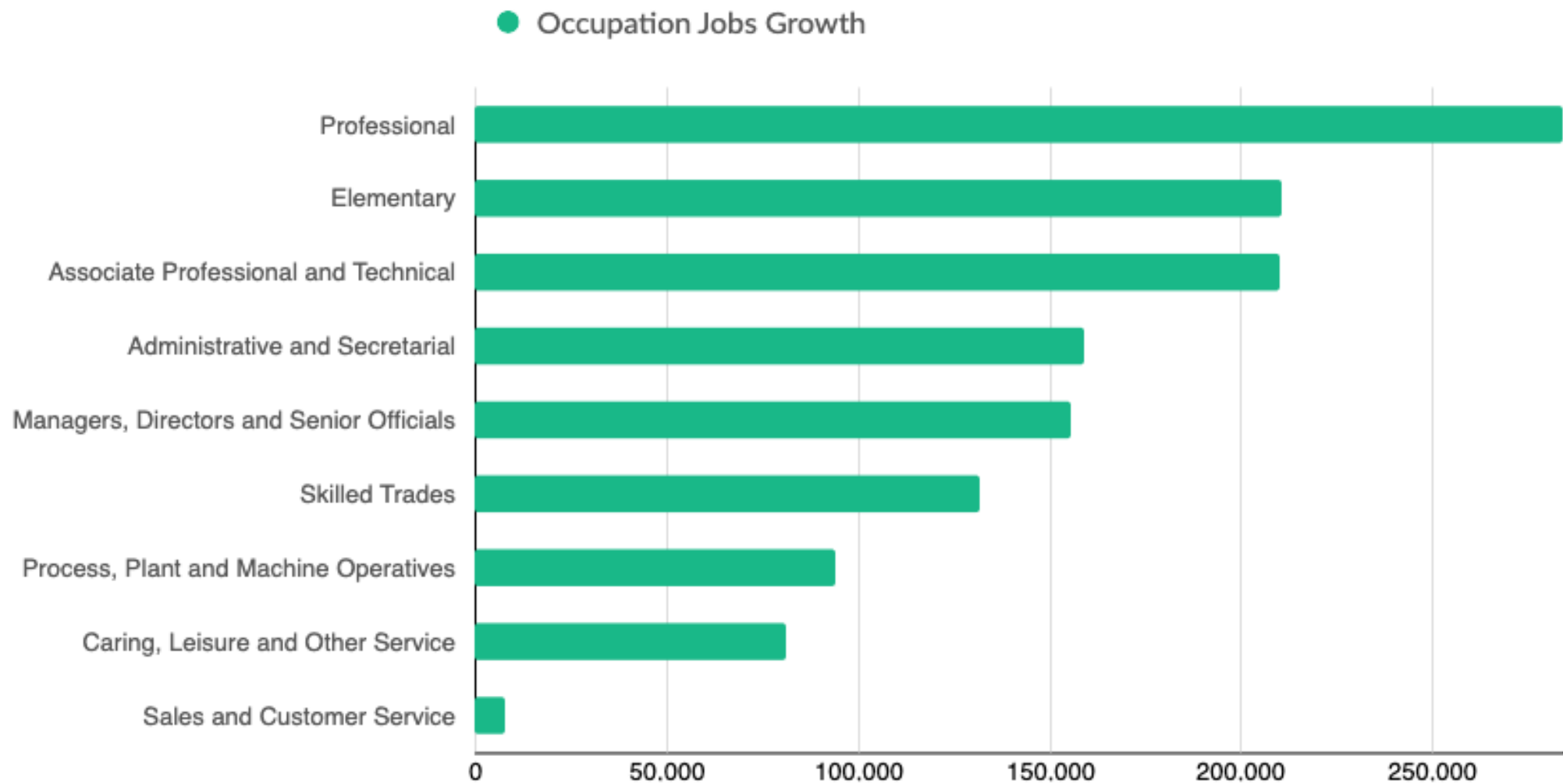
Total Regional Employment

Jobs grew by 1,336,161 over the last 5 years
and are projected to grow by 817,131 over
the next 5 years.

England - Top Growth Industries (past 5 years SIC 1)

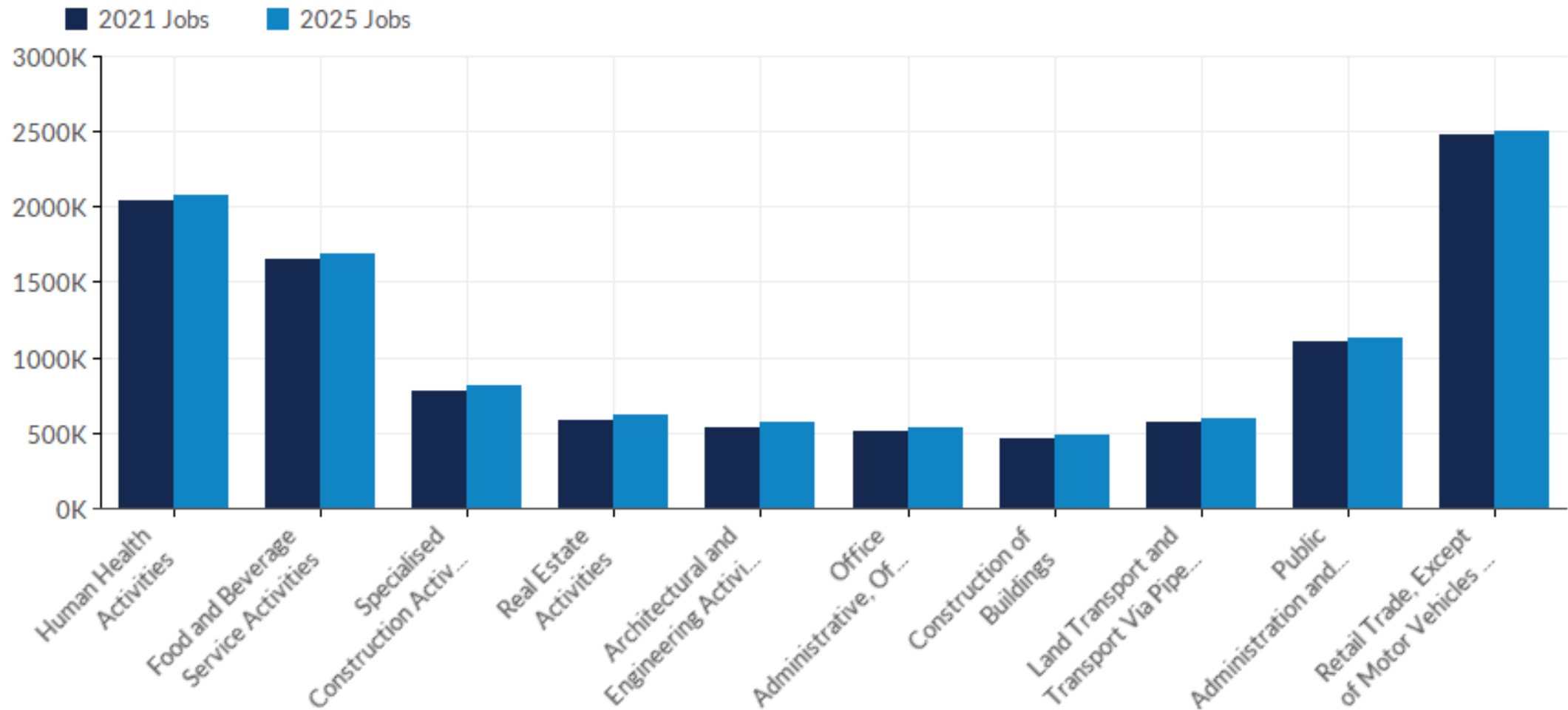


England – Job growth (past 5 years SOC 1)



Fastest Growing Industries – England (2021-25 SIC 2)

Fastest Growing Industries

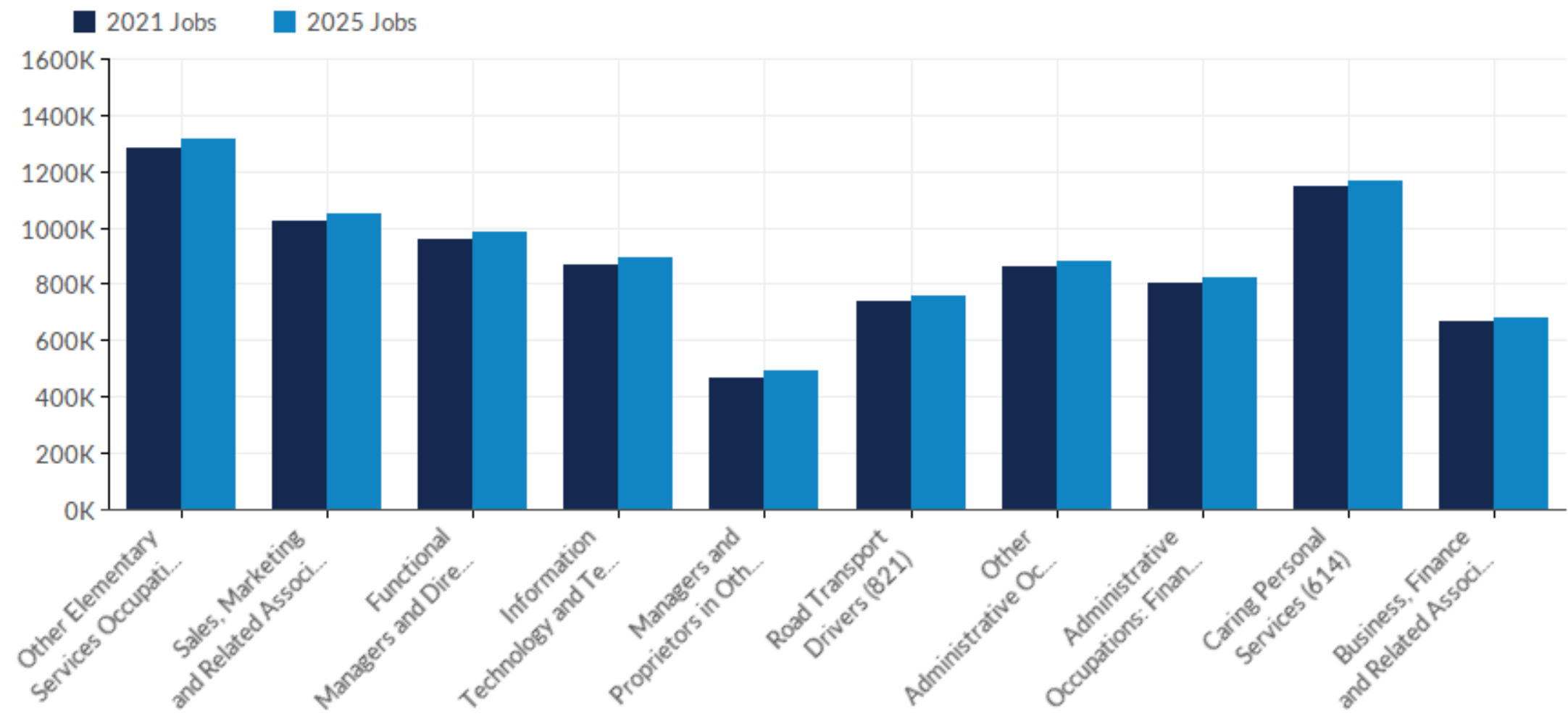


Fastest Growing Industries – England (2021-25 SIC 2)

Industry	2021 Jobs	2025 Jobs	Change in Jobs (2021-2025)	% Change	2020 Wages Per Worker
 Human Health Activities	2,035,272	2,080,637	45,365	2%	£28,971
 Food and Beverage Service Activities	1,649,933	1,691,553	41,620	3%	£15,973
 Specialised Construction Activities	772,349	813,909	41,560	5%	£32,484
 Real Estate Activities	581,796	615,943	34,147	6%	£31,549
 Architectural and Engineering Activities; Technical Testing and Analysis	539,469	571,124	31,655	6%	£40,824
 Office Administrative, Office Support and Other Business Support Activities	505,394	534,746	29,352	6%	£31,469
 Construction of Buildings	461,271	488,991	27,720	6%	£43,844
 Land Transport and Transport Via Pipelines	565,821	593,375	27,554	5%	£32,434
 Public Administration and Defence; Compulsory Social Security	1,105,398	1,130,126	24,728	2%	£32,149
 Retail Trade, Except of Motor Vehicles and Motorcycles	2,481,602	2,504,336	22,734	1%	£20,377

Fastest Growing Occupations – England (2021-25 SOC 3)

Fastest Growing Occupations

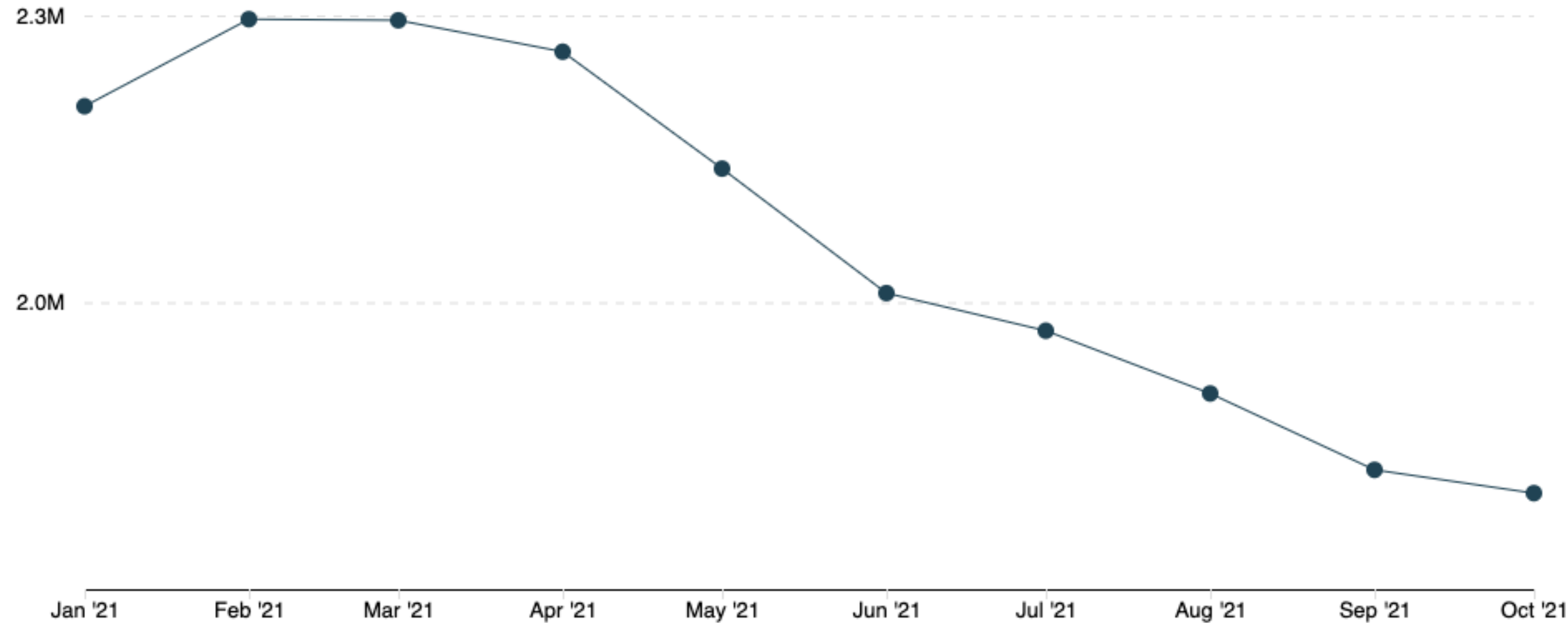


Fastest Growing Occupations – England (2021-25 SOC 3)

Occupation	2021 Jobs	2025 Jobs	Change in Jobs (2021-2025)	% Change	2020 Median Hourly Wages
 Other Elementary Services Occupations	1,284,175	1,313,634	29,459	2%	£8.45
 Sales, Marketing and Related Associate Professionals	1,021,766	1,049,773	28,007	3%	£17.94
 Functional Managers and Directors	957,682	985,481	27,799	3%	£31.30
 Information Technology and Telecommunications Professionals	867,713	893,380	25,667	3%	£24.11
 Managers and Proprietors in Other Services	466,317	491,945	25,628	5%	£15.63
 Road Transport Drivers	736,961	758,742	21,781	3%	£11.25
 Other Administrative Occupations	858,613	879,937	21,324	2%	£11.62
 Administrative Occupations: Finance	802,508	822,333	19,825	2%	£12.85
 Caring Personal Services	1,145,337	1,164,978	19,641	2%	£10.40
 Business, Finance and Related Associate Professionals	664,664	683,230	18,566	3%	£19.28

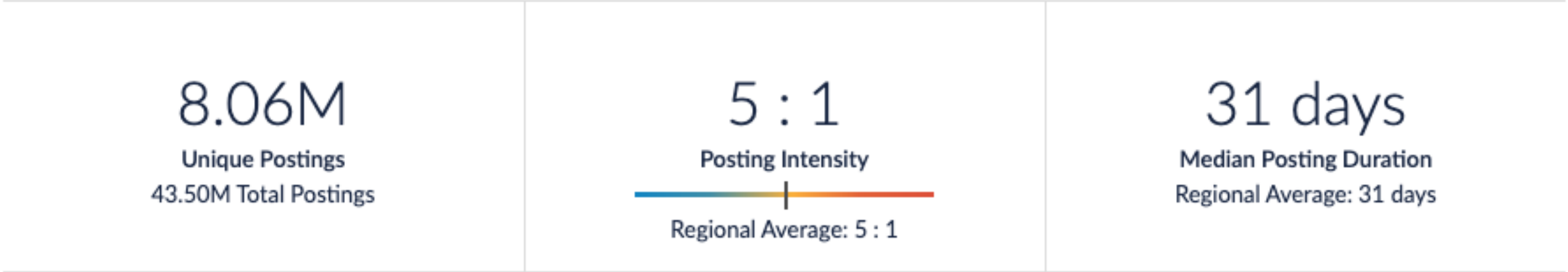
England – Full Claimant Count (Jan '21- Oct '21)

Full Claimant Count



New Job Postings – England (Jan - Dec 20)

Job Postings Overview

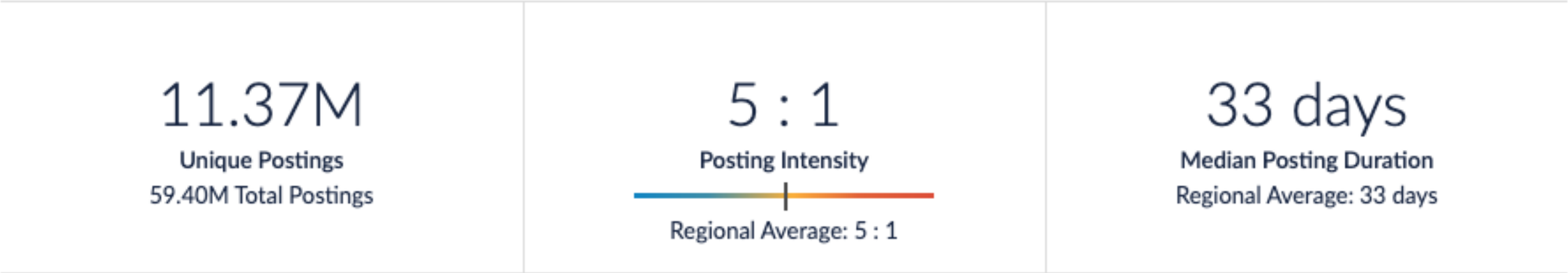


There were **43.50M** total job postings for your selection from January 2020 to December 2020, of which **8.06M** were unique. These numbers give us a Posting Intensity of **5-to-1**, meaning that for every 5 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (5-to-1), indicating that they are putting average effort toward hiring for this position.

New Job Postings – England (Jan - Dec 21)

Job Postings Overview



There were **59.40M** total job postings for your selection from January 2021 to December 2021, of which **11.37M** were unique. These numbers give us a Posting Intensity of **5-to-1**, meaning that for every 5 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (5-to-1), indicating that they are putting average effort toward hiring for this position.

Top 10 occupations – England (Jan – Dec 21)

Top Posted Occupations

Occupation (SOC)	Total/Unique (Jan 2021 - Dec 2021)	Posting Intensity	Median Posting Duration
 Nurses	3,271,416 / 451,425	7 : 1 	36 days
 Sales Accounts and Business Development Managers	2,020,055 / 413,004	5 : 1 	35 days
 Programmers and Software Development Professionals	2,327,583 / 315,612	7 : 1 	36 days
 Care Workers and Home Carers	1,767,654 / 299,153	6 : 1 	35 days
 Primary and Nursery Education Teaching Professionals	1,364,332 / 241,447	6 : 1 	33 days
 Van Drivers	1,116,186 / 235,938	5 : 1 	33 days
 Elementary Storage Occupations	1,213,602 / 224,780	5 : 1 	32 days
 Other Administrative Occupations n.e.c.	1,000,702 / 224,541	4 : 1 	29 days
 Finance and Investment Analysts and Advisers	1,201,432 / 212,257	6 : 1 	38 days
 Book-keepers, Payroll Managers and Wages Clerks	1,274,448 / 210,361	6 : 1 	37 days

Top 10 jobs – England (Jan - Dec 21)

Top Posted Job Titles

Job Title	Total/Unique (Jan 2021 - Dec 2021)	Posting Intensity	Median Posting Duration
Support Workers	746,994 / 128,360	6 : 1 	36 days
Warehouse Operatives	512,552 / 80,037	6 : 1 	33 days
Care Assistants	433,022 / 63,581	7 : 1 	38 days
Cleaners	269,880 / 56,208	5 : 1 	32 days
Teaching Assistants	293,985 / 53,249	6 : 1 	33 days
Health Care Assistants	298,881 / 51,247	6 : 1 	34 days
CSCS Labourers	190,916 / 43,162	4 : 1 	33 days
Registered Nurses	386,939 / 42,057	9 : 1 	46 days
Quantity Surveyors	227,259 / 41,354	5 : 1 	44 days
Project Managers	205,902 / 40,522	5 : 1 	37 days

Top 10 companies advertising – England (Jan-Dec 21)

Top Companies Posting

Company	Total/Unique (Jan 2021 - Dec 2021)	Posting Intensity	Median Posting Duration
NHS	635,237 / 221,840	3 : 1 	21 days
Adzuna	976,393 / 209,604	5 : 1 	34 days
Hays	665,716 / 122,059	5 : 1 	33 days
Randstad	471,872 / 58,251	8 : 1 	42 days
Reed	294,619 / 53,969	5 : 1 	33 days
Rise Technical Recruitment Limited	468,452 / 48,260	10 : 1 	37 days
Teaching Personnel	231,995 / 37,965	6 : 1 	45 days
Adecco	207,361 / 27,794	7 : 1 	39 days
Checkatrade	209,098 / 25,376	8 : 1 	41 days
Search Consultancy	157,074 / 24,133	7 : 1 	35 days

In demand skills in England

**How this maps to all provider
achievement data**

Top 10 in demand hard skills (past 12 months)

Top Hard Skills

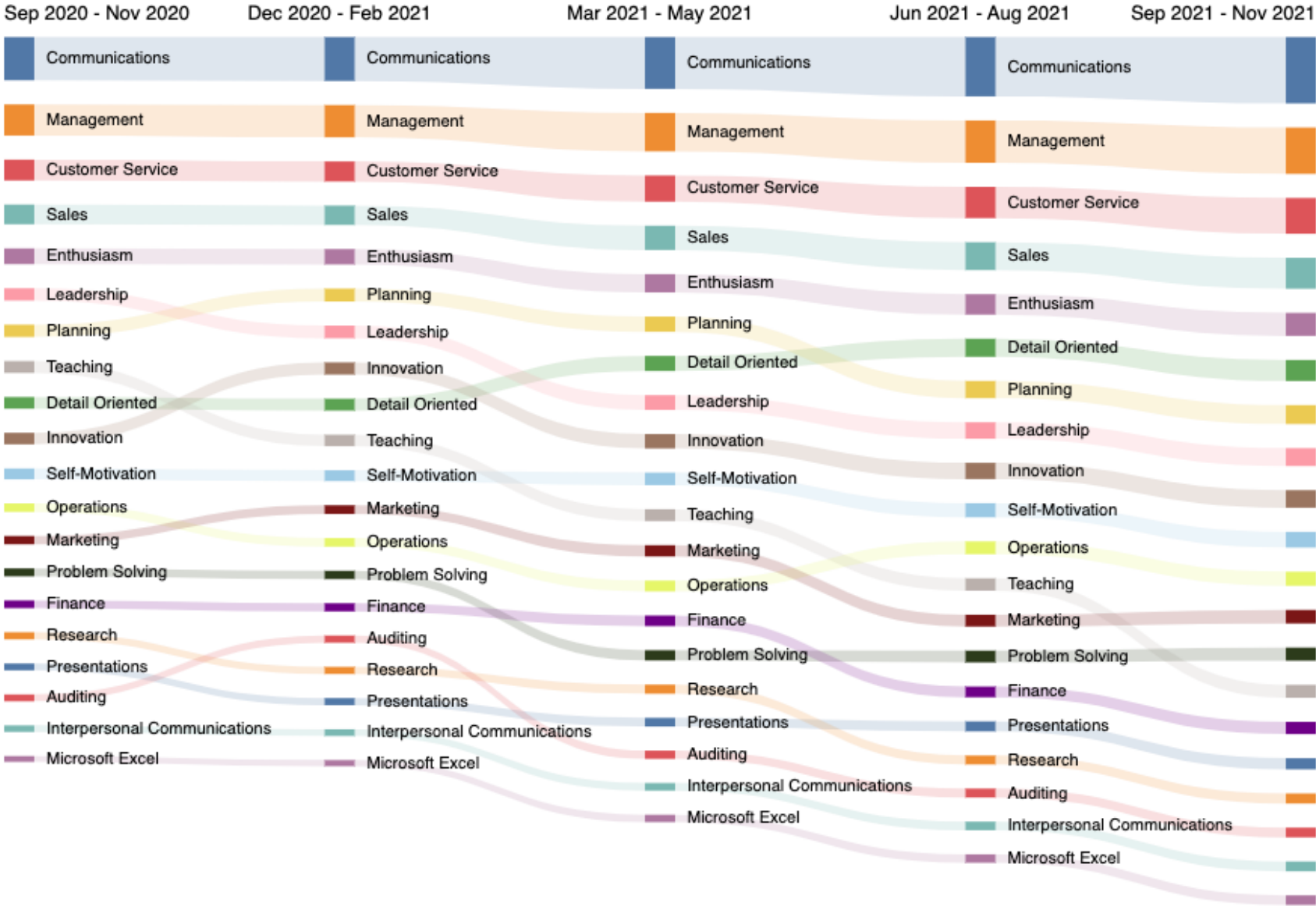
Skill	Postings with Skill
Finance	571,957
Auditing	454,010
Accounting	375,930
Key Performance Indicators (KPIs)	367,341
Agile Methodology	356,105
Warehousing	349,550
Business Development	309,805
Mental Health	288,821
Nursing	271,619
Customer Relationship Management	237,484

Top 10 in demand common skills (past 12 months)

Top Common Skills

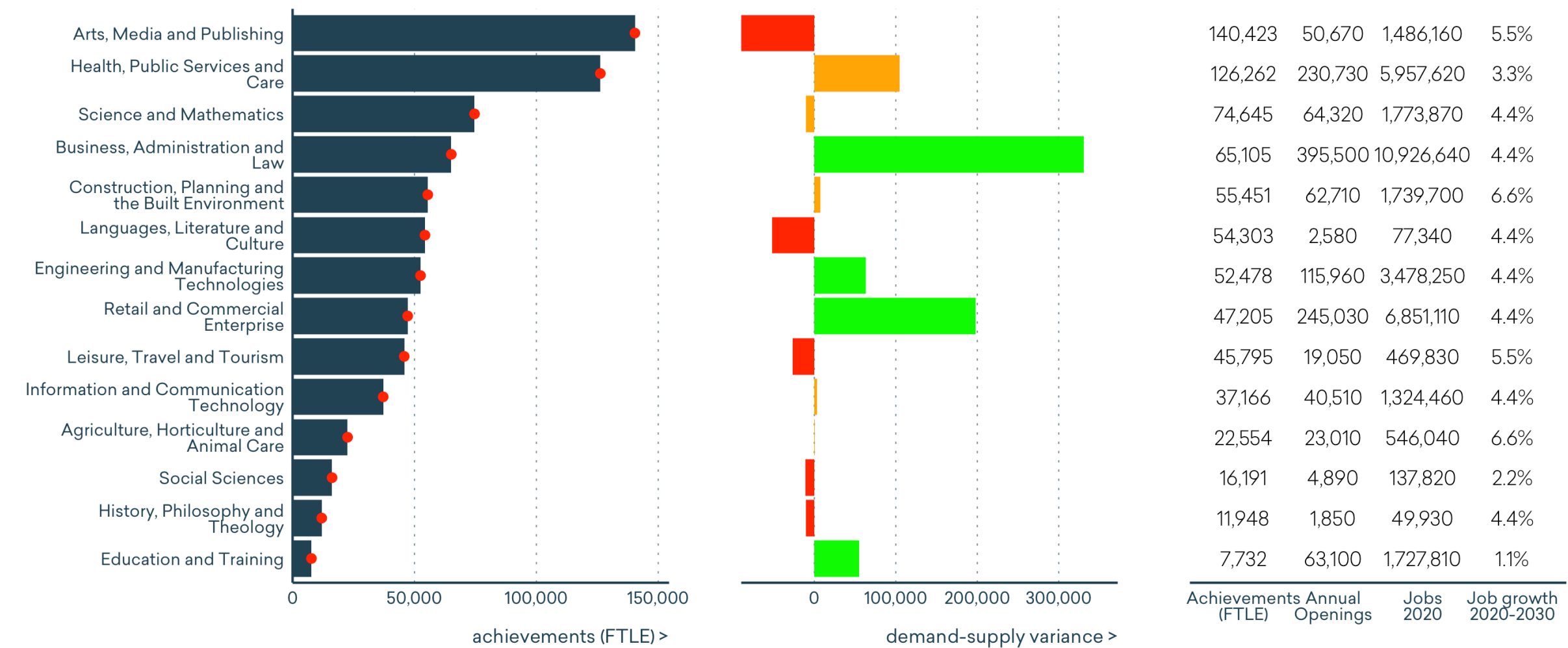
Skill	Postings with Skill
Communications	2,957,822
Management	2,121,558
Customer Service	1,556,139
Sales	1,360,687
Enthusiasm	1,051,160
Detail Oriented	903,527
Planning	852,373
Leadership	838,284
Innovation	817,866
Self-Motivation	703,557

Skills Volatility Over Time (Top 20 skills by quarter)



England curriculum overview (all providers)

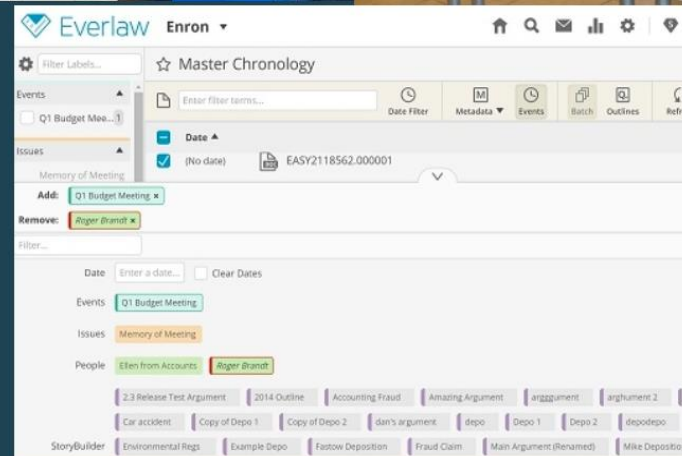
Breakdown of provision and labour market demand by SSA1 subject area, 2019/20; England region



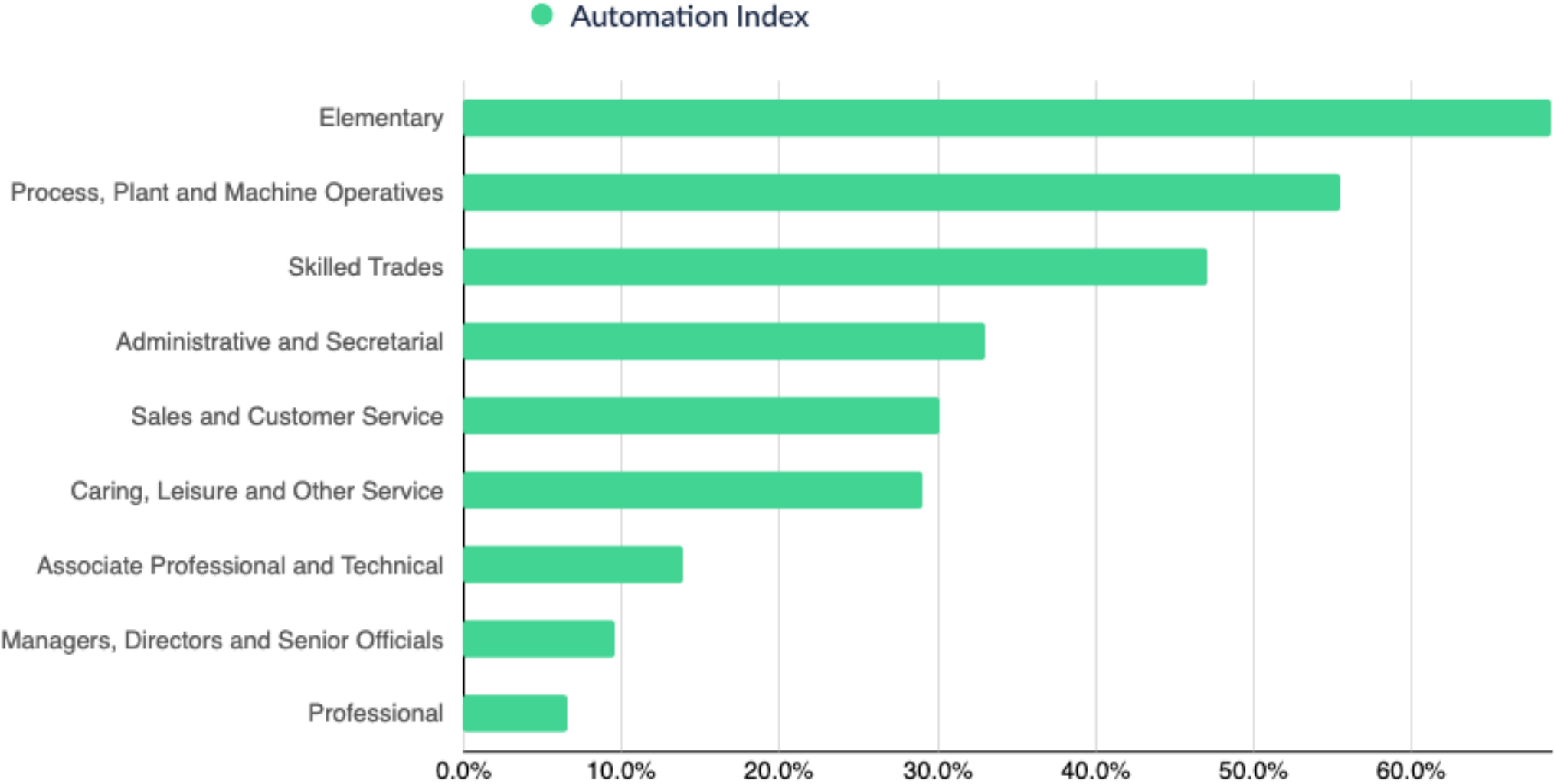
Data: Emsi Burning Glass 2021.2

What comes after Covid (and Brexit.....?)

Technology: not just 'robots'

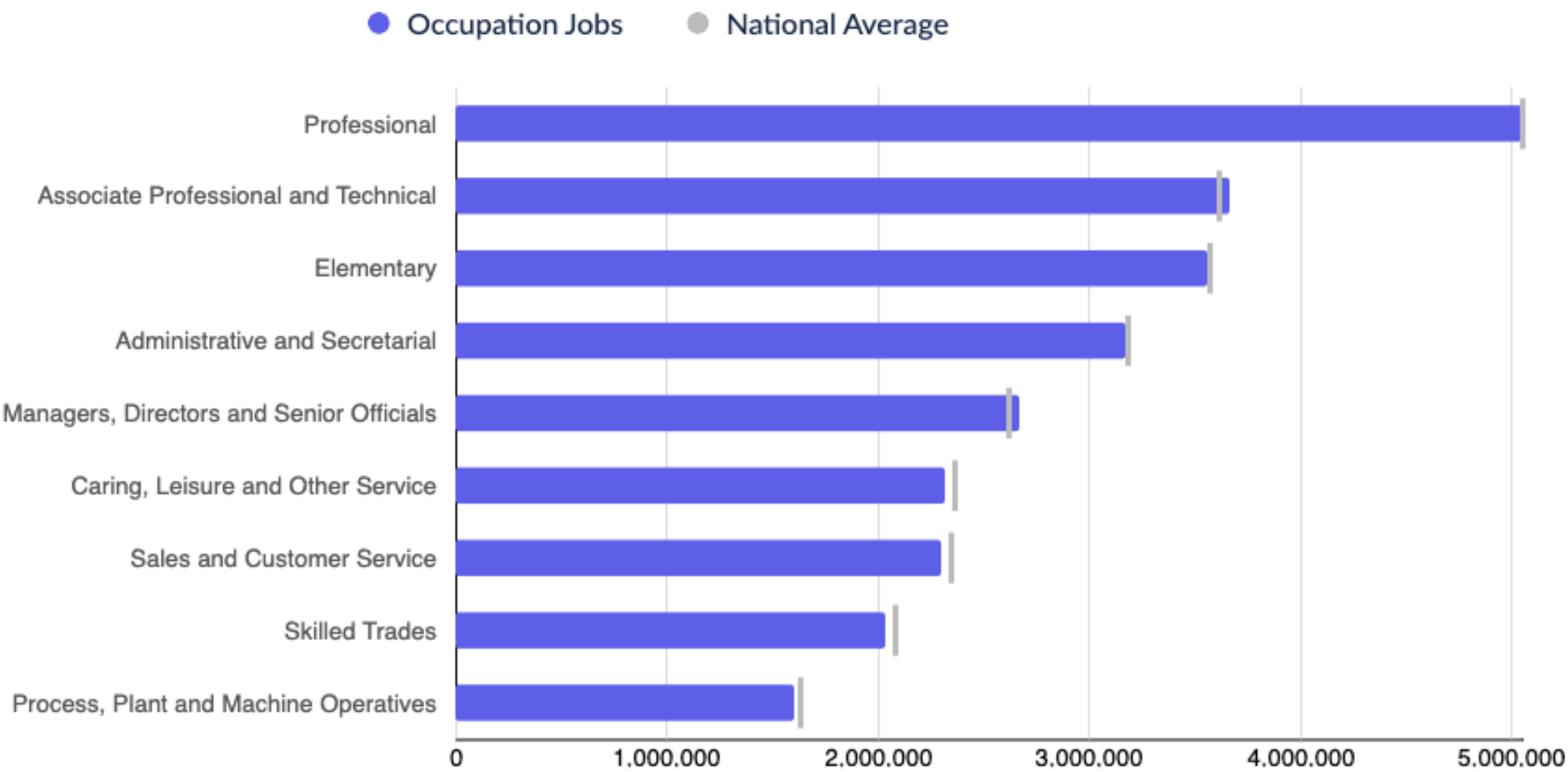


Automation Index



England - Workforce characteristics

Largest Occupations



England – Automation risk (SOC 2 - 2021-2025)

Corporate Managers and Directors	2,097,482	2,156,482	59,001	3%	90,197	£50,716.70	2.6%
Other Managers and Proprietors	830,903	870,074	39,171	5%	44,010	£32,511.72	5.8%
Science, Research, Engineering and Technology Professionals	1,473,392	1,517,374	43,982	3%	51,183	£43,693.60	7.0%
Health Professionals	1,161,891	1,191,820	29,928	3%	52,075	£35,725.60	8.4%
Teaching and Educational Professionals	1,137,452	1,147,297	9,845	1%	44,059	£36,134.41	9.8%
Business, Media and Public Service Professionals	1,450,848	1,491,192	40,344	3%	61,394	£43,617.31	10.3%
Science, Engineering and Technology Associate Professionals	480,959	493,556	12,597	3%	16,677	£30,282.66	14.3%
Health and Social Care Associate Professionals	366,935	374,487	7,552	2%	16,588	£24,414.18	17.2%
Protective Service Occupations	221,829	224,679	2,849	1%	6,677	£38,302.43	17.7%
Culture, Media and Sports Occupations	410,069	425,308	15,239	4%	18,078	£25,977.97	18.0%
Business and Public Service Associate Professionals	2,305,172	2,365,595	60,424	3%	89,843	£36,302.75	21.2%
Administrative Occupations	2,553,629	2,613,592	59,963	2%	96,646	£21,662.55	22.1%
Secretarial and Related Occupations	682,562	697,679	15,118	2%	21,528	£17,406.83	25.6%
Skilled Agricultural and Related Trades	219,625	229,781	10,156	5%	11,054	£23,344.93	26.7%
Skilled Metal, Electrical and Electronic Trades	936,094	965,550	29,456	3%	31,128	£32,139.95	31.4%
Skilled Construction and Building Trades	463,025	483,427	20,402	4%	20,048	£30,343.02	32.3%
Textiles, Printing and Other Skilled Trades	640,089	658,329	18,240	3%	22,088	£21,055.95	37.4%
Caring Personal Service Occupations	1,861,986	1,893,360	31,374	2%	80,841	£15,599.36	37.7%
Leisure, Travel and Related Personal Service Occupations	511,780	527,516	15,735	3%	22,563	£17,165.86	40.0%
Sales Occupations	1,737,670	1,762,165	24,494	1%	58,003	£14,395.56	49.4%
Customer Service Occupations	600,310	612,831	12,521	2%	22,332	£22,112.44	49.8%
Process, Plant and Machine Operatives	689,604	706,458	16,854	2%	21,873	£25,174.75	62.8%
Transport and Mobile Machine Drivers and Operatives	960,230	988,659	28,429	3%	41,282	£28,466.06	64.5%
Elementary Trades and Related Occupations	472,773	486,398	13,625	3%	16,661	£21,553.96	67.7%
Elementary Administration and Service Occupations	3,157,166	3,221,607	64,441	2%	121,003	£14,693.44	77.0%

Measuring technology risk

High risk

Performing admin activities
Processing information
Estimating quantifiable chars.
Controlling machines
Repairing and maintaining equipment
Selling or influencing others
Handling and moving objects
Working with the public
Operating vehicles & devices
General physical activities

Middle risk

Communicating
Scheduling work activities
Identifying objects, actions, events
Interacting with computers
Monitor processes
Analyzing data & information
Documenting information
Evaluating compliance
Inspecting equipment/structures
Getting information
Monitoring/controlling resources
Organising and prioritising work
Making decisions, solving problems
Resolving conflicts / negotiation

Low risk

Guiding, directing and motivating subordinates
Developing objectives and strategies
Establishing and maintaining interpersonal relationships
Provide consultation and advice to others
Training and teaching others
Assisting and caring for others
Staffing organizational units
Thinking creatively
Coaching and developing others

Thank for your time
Are there any questions?

ben.owen@emsibg.com

