
West Midlands Local Skills Report

Evidence Report - Supporting Appendices
April 2021



West Midlands
Combined Authority

Prepared by the
WMREDI Partnership – WMCA Office for Data Analytics, City-REDI,
Black Country Consortium Economic Intelligence Unit

WMCA along with other regional partners have given support to a recently funded research institute in the region. WM-REDI will be a catalyst for a step-change in regional collaboration. Alongside funding from UKRI's Research England and the matching funds from the University of Birmingham, we have secured matched funding from the leading regional stakeholders involved in planning and delivering growth policies. This will be a shared collaborative approach to research and evidence in the region, as such all partners can utilise the structure to deliver research and data activities.

Key partners are:

- West Midlands Combined Authority (WMCA)
- GBS Chamber of Commerce
- Business and Professional Services consortium (BPS)
- West Midlands Growth Company (WMGC)
- Greater Birmingham and Solihull Local Enterprise Partnership (GBS LEP)
- The Black Country Consortium Ltd.
- The Coventry and Warwickshire Local Enterprise Partnership (C&WLEP)
- Aston University
- Birmingham City University (BCU)
- Other partners include Birmingham City Council and the other local authorities in the West Midlands metropolitan area, the Midlands Engine and the University of Warwick.

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Introduction

This evidence base for the Local Skills Report aims to understand in detail how the supply of skills in the West Midlands Region matches up to current and future demands, as well as the additional impetus that will be needed to meet the goals of the Local Industrial Strategy and other regional priorities. It will look at the skills system at each level, from secondary school to further education, apprenticeships, and graduate outcomes. It will form an evidence base to understand the reach of the skills system, both to different parts of the region and to different population groups. This will be essential to:

- Develop policy to respond to the current economic crisis and move the growing number of young claimants towards suitable training and work opportunities.
- Anticipate long-term trends and future challenges in delivering skills.
- Identify bottlenecks in skills provision to all ages, informing future strategic plans and requests for new funding or powers.

It aims to assess the supply and demand for skills at all levels across the West Midlands (3LEP) region, and to meet the Department for Education's requirement of providing a full analytical toolkit to the new Skills and Productivity Board, where it can inform their priorities. The evidence base includes publicly available data, labour market information from Emsi, and insights from the Individualised Learner Record (ILR). In terms of structure, it considers first supply, then demand, and finally the interrelations between the two. Given the rapidly evolving nature of the jobs market in the current pandemic, data on current and future economic impacts stemming from the pandemic will be considered alongside skills supply and demand for each stage of education.

Outline of West Midlands Combined Authority involvement with the regional skills system and plan for skills:

WMCA Productivity & Skills aims to tackle the challenges we face in skills provision in the region, through collaboration with the further education sector to develop high quality tailored support to young people entering the workforce and retraining workers alike.

The WMCA aims to:

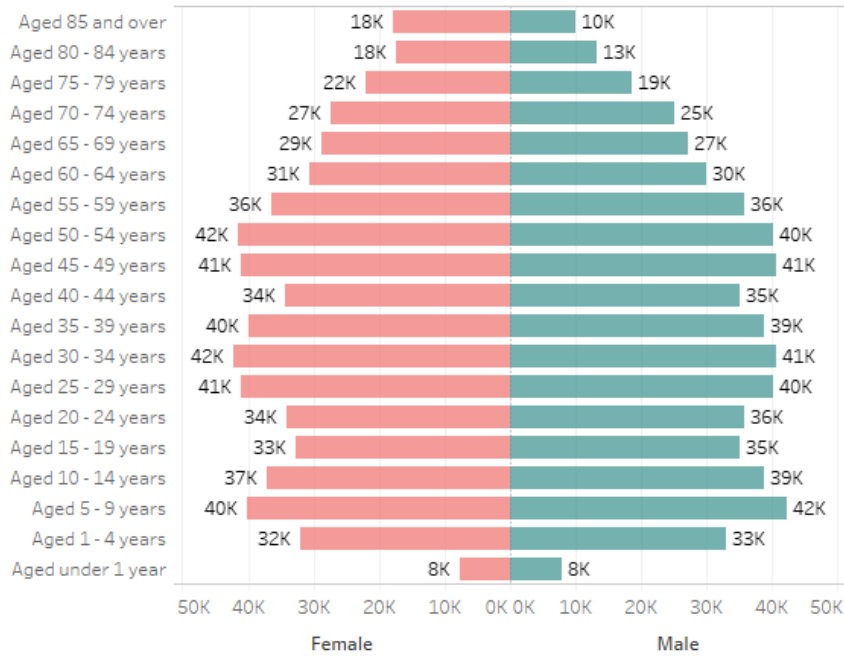
- Develop an improved careers support system for young people.
- Double apprenticeship uptake by 2030.
- Anticipate and meet current and future employer needs for specific skills.
- Increase provision of STEM-linked leadership and management training.
- Establish digital learning spaces.
- Develop world-class provision of advanced manufacturing and construction technologies and techniques.
- Ensure that priority sectors, including digital, business and professional services, advanced manufacturing, and building technologies more skilled workers, available to them.

And will achieve these goals by:

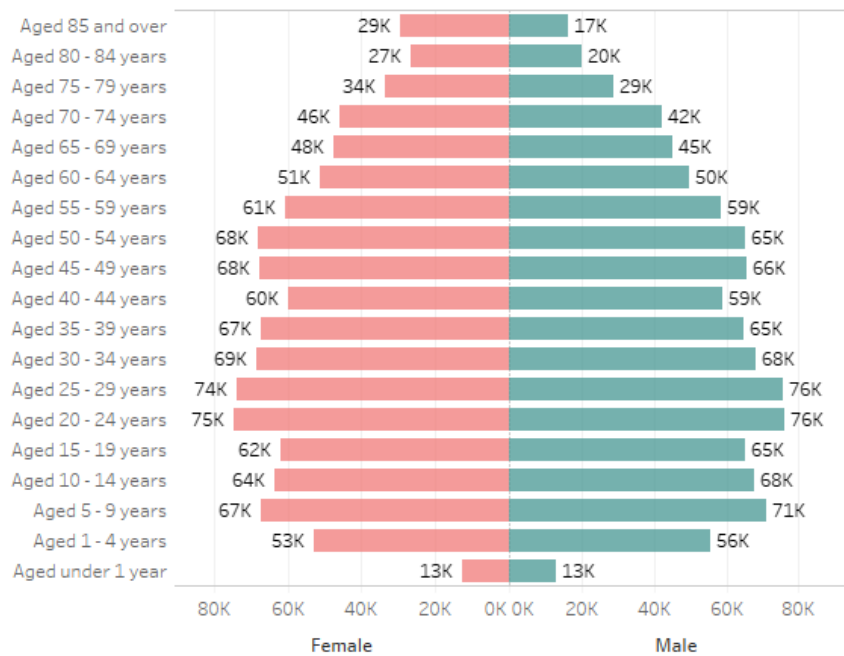
- Managing the Adult Education Budget to determine which courses, providers, and types of provision should receive additional support.
- Delivering the Connecting Communities employment support pilot to tackle unemployment and low pay across the region.
- Introducing T-level pilots.
- Providing employment support via the Thrive into Work programme.
- Establishing employer-led taskforces across the priority sectors.
- Co-designing curriculums and pathways into emerging occupations.

1. Population Pyramids (2019 Mid-year Population Estimates)

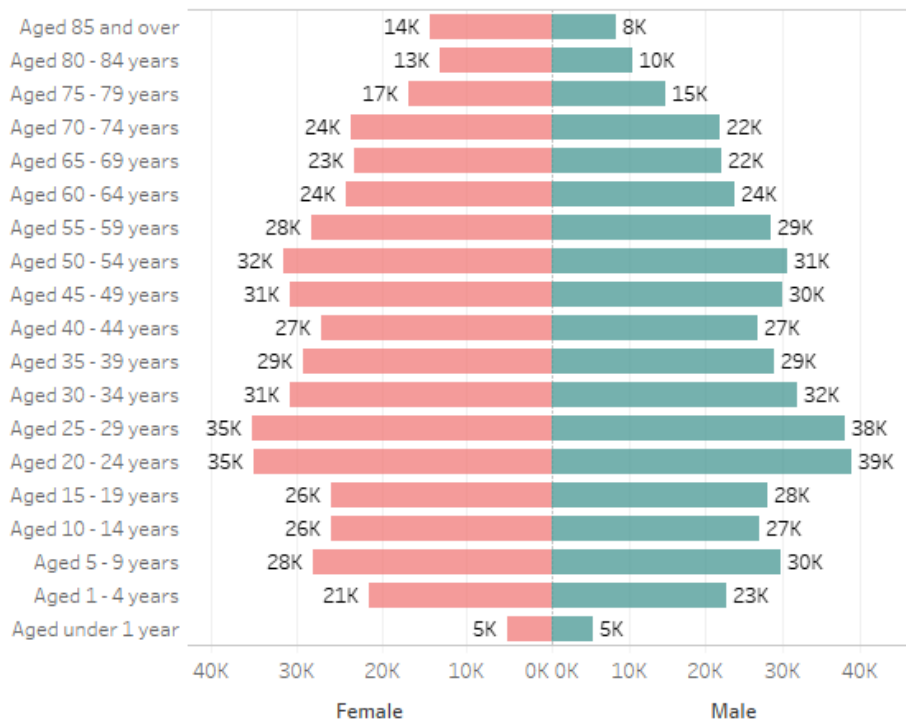
Black Country



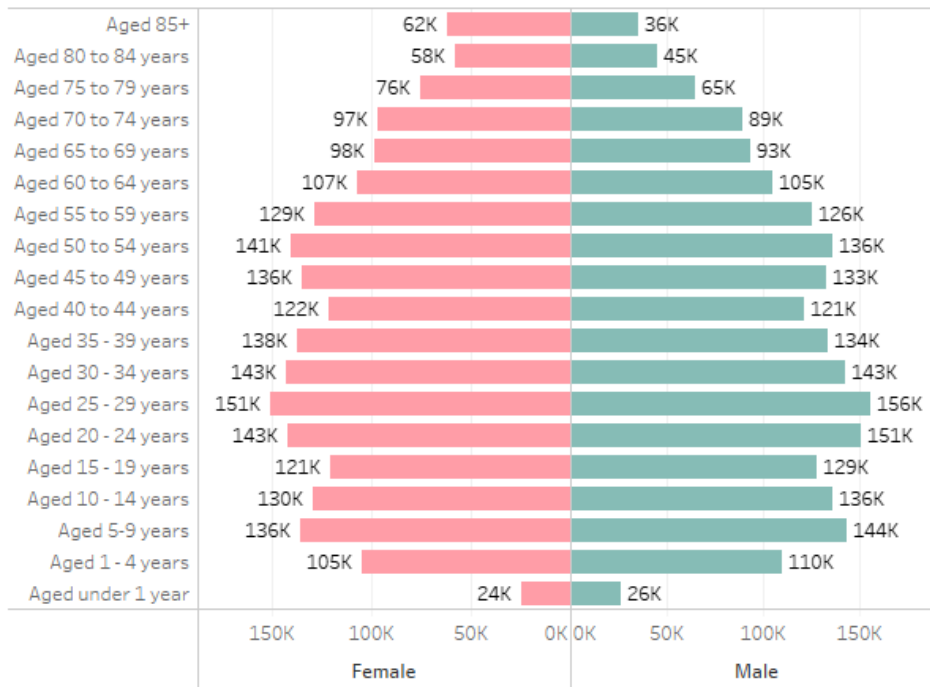
GSLEP



Coventry and Warwickshire

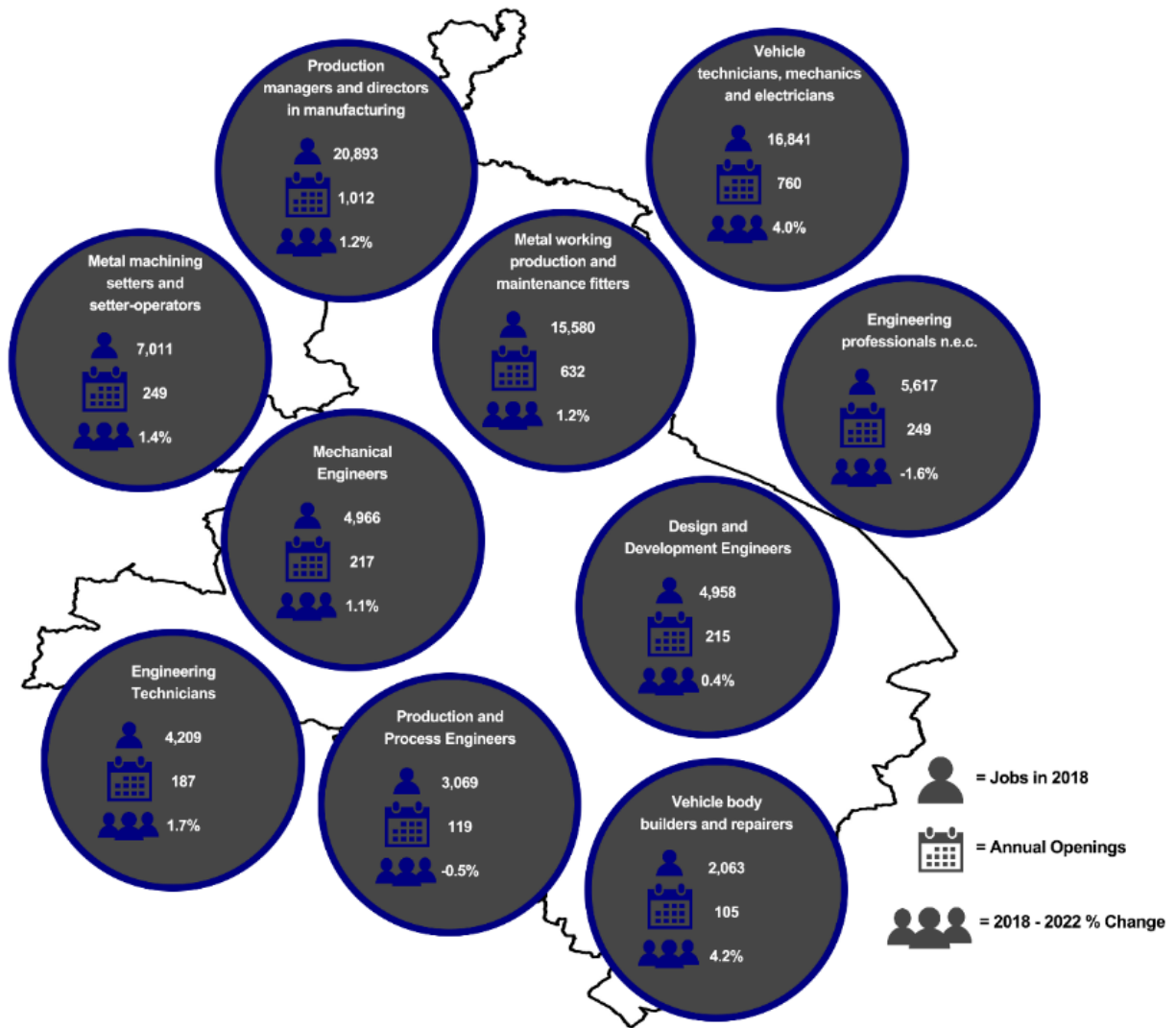


West Midlands (3LEP) Combined:

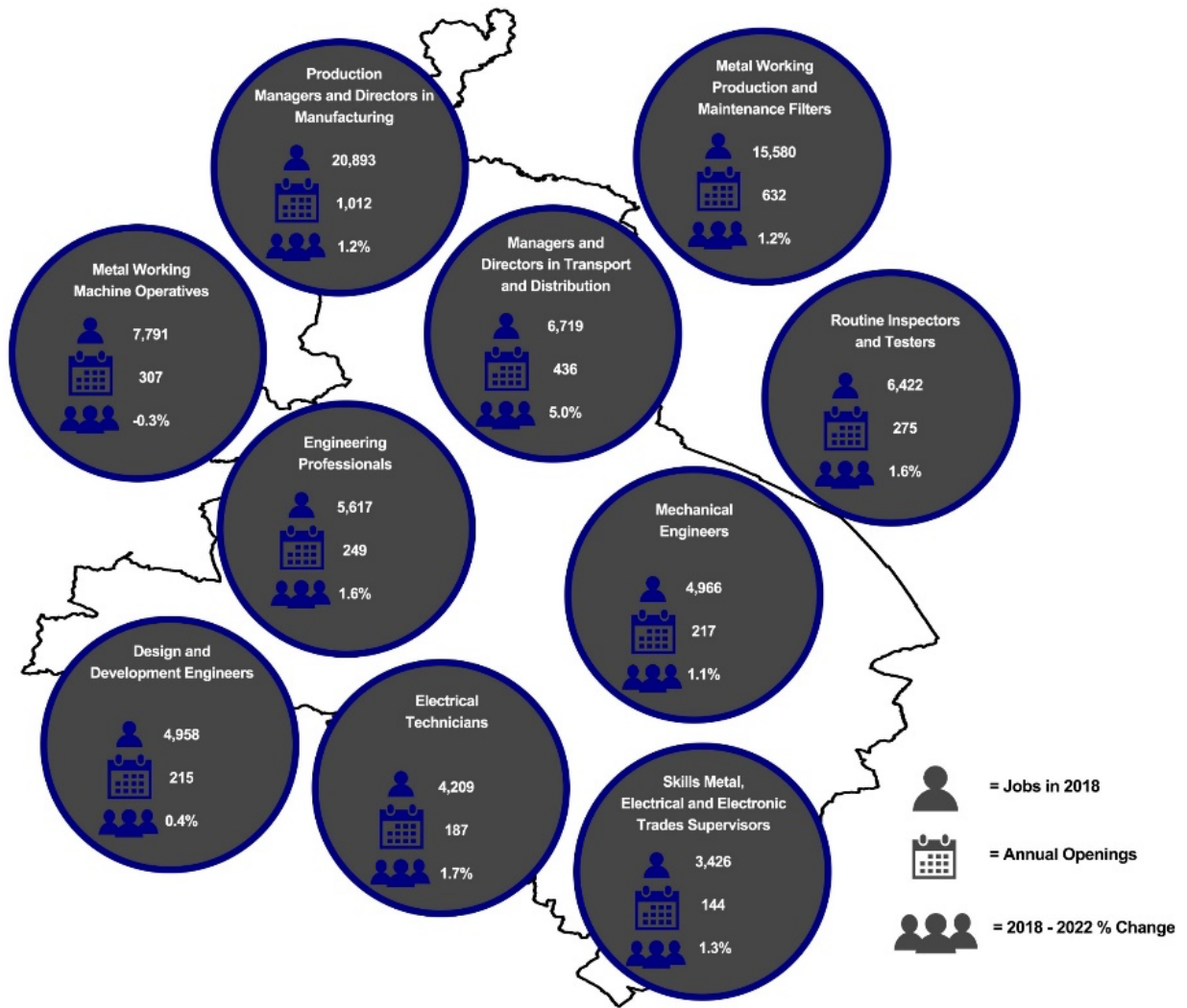


2. Job Postings by Sector

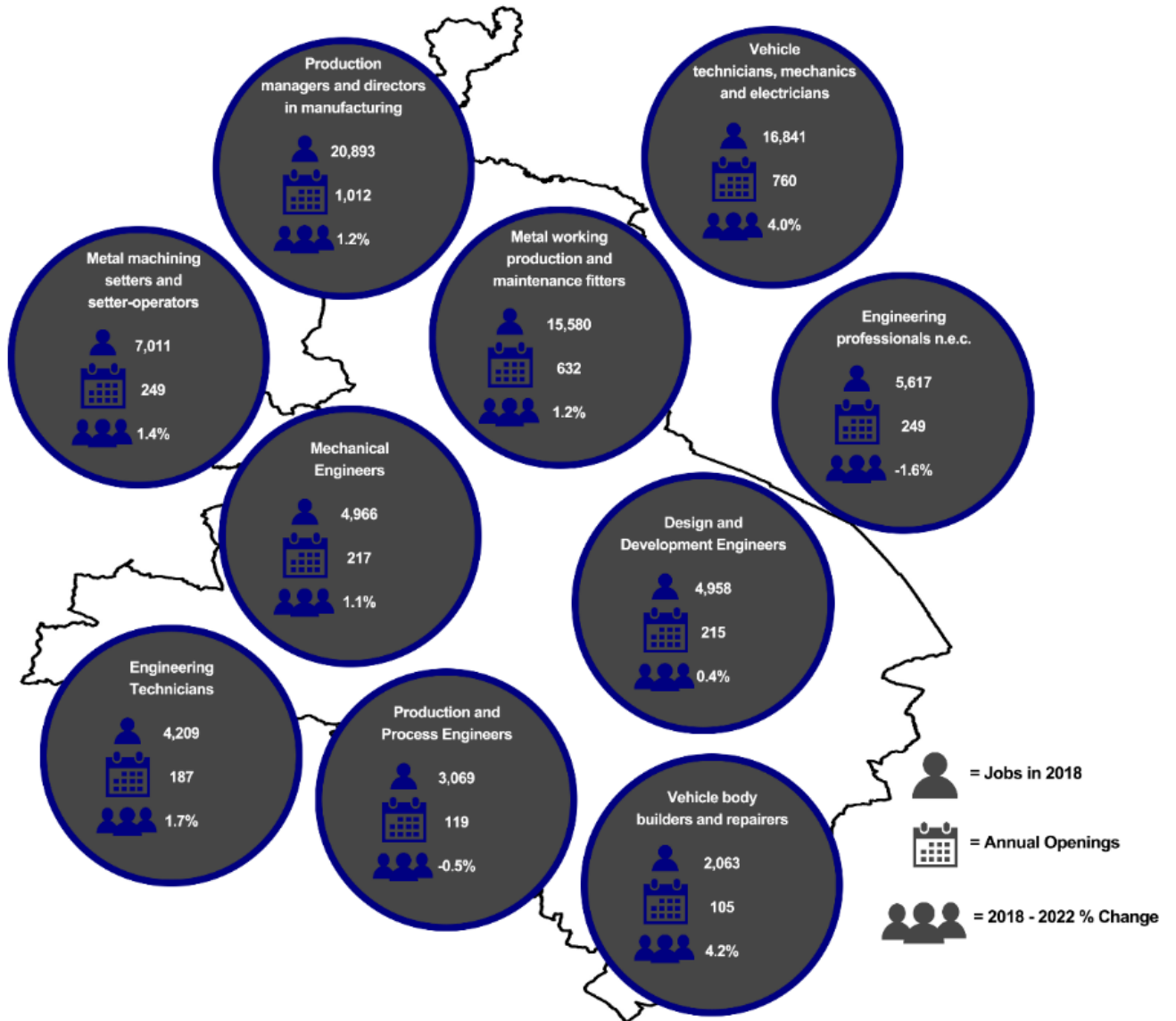
Automotive



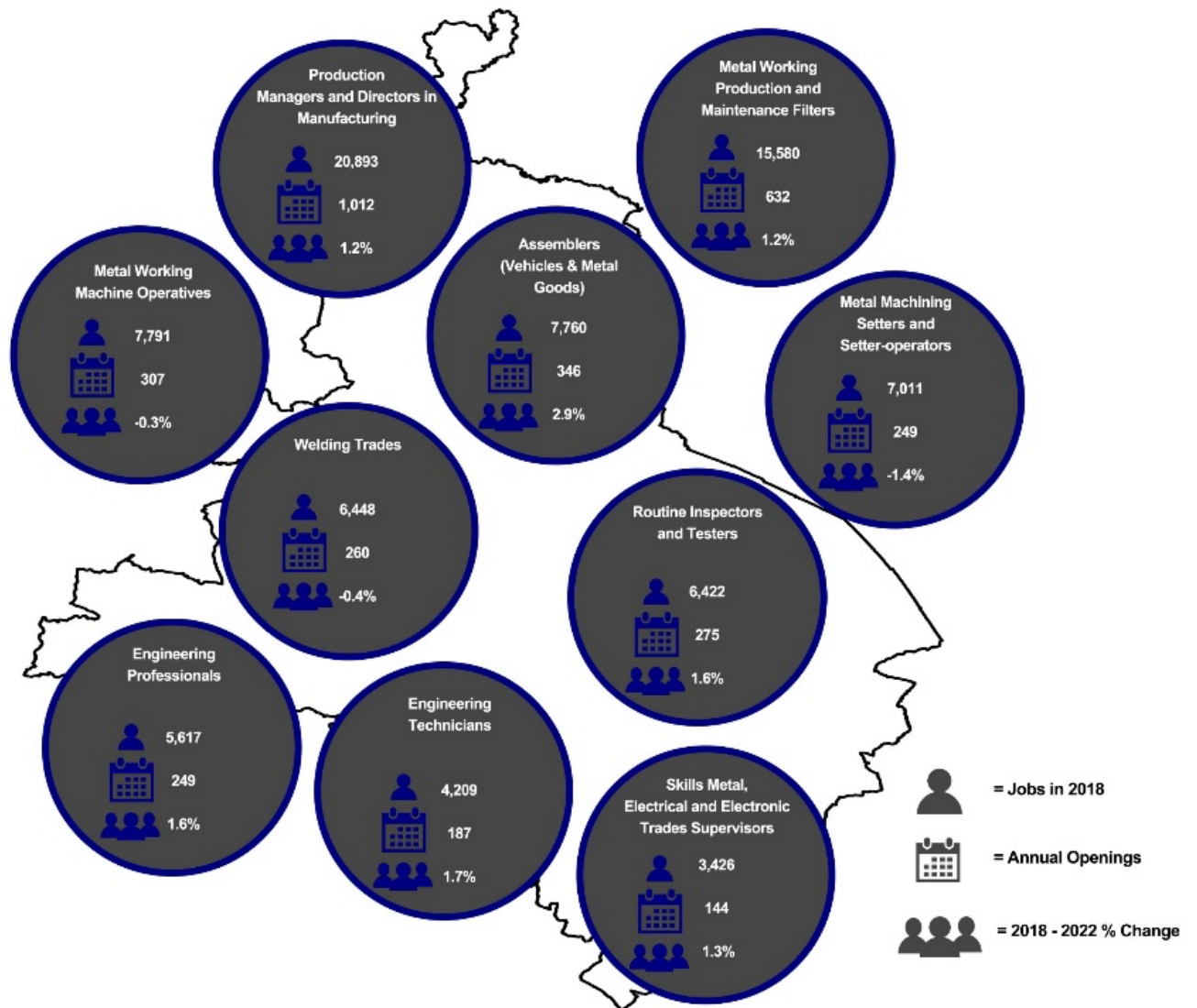
Rail



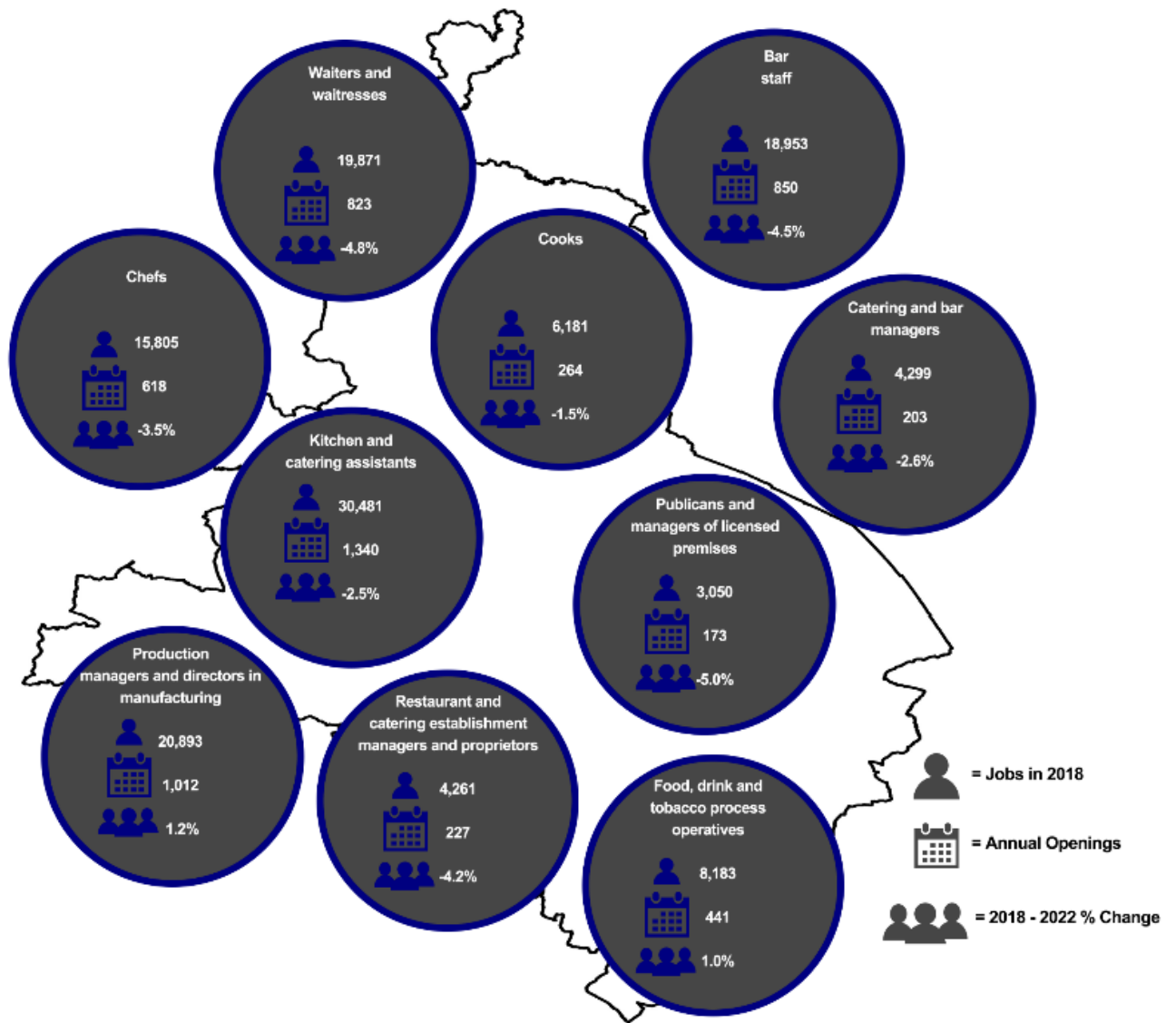
Aerospace



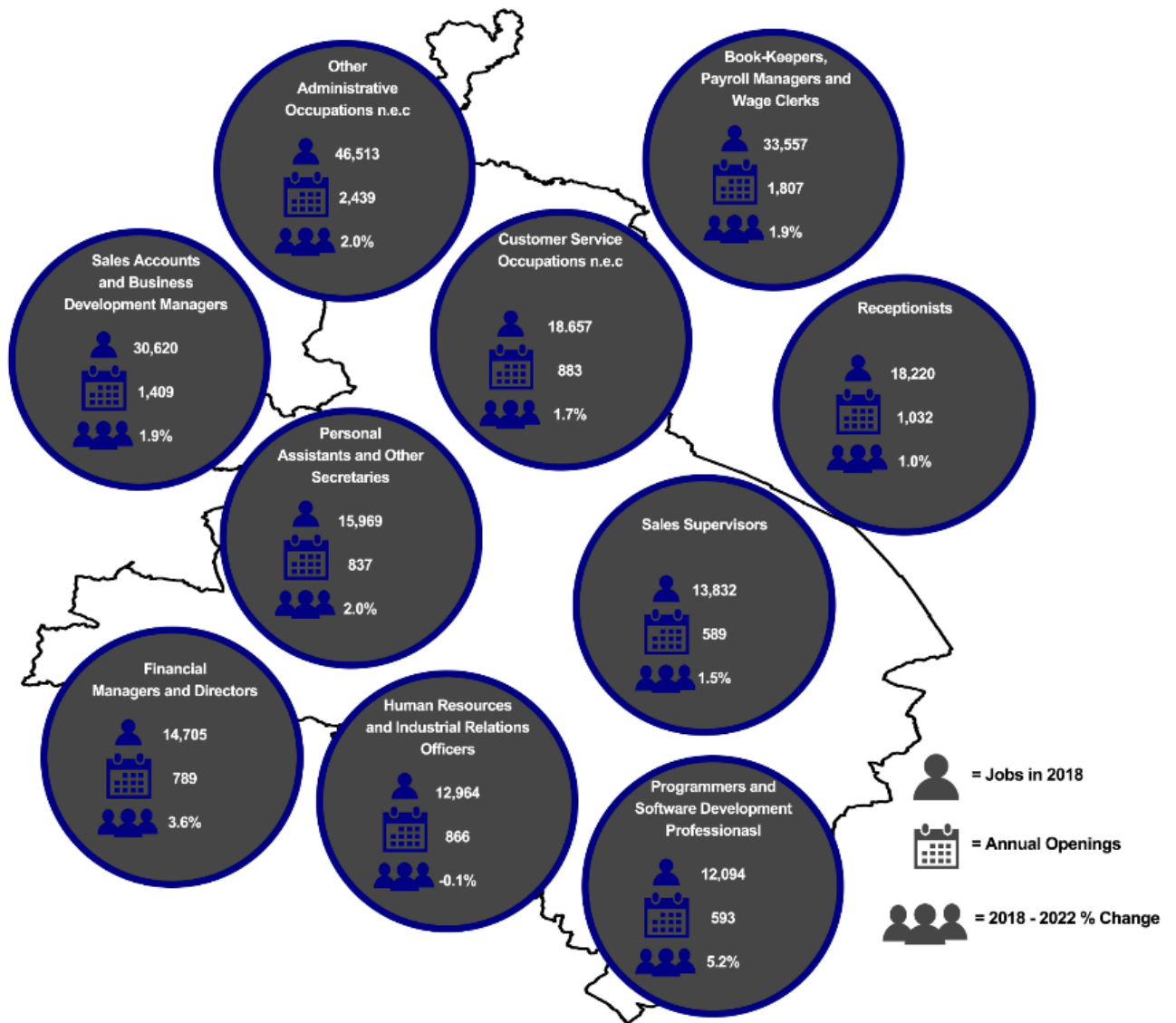
Metals and Materials



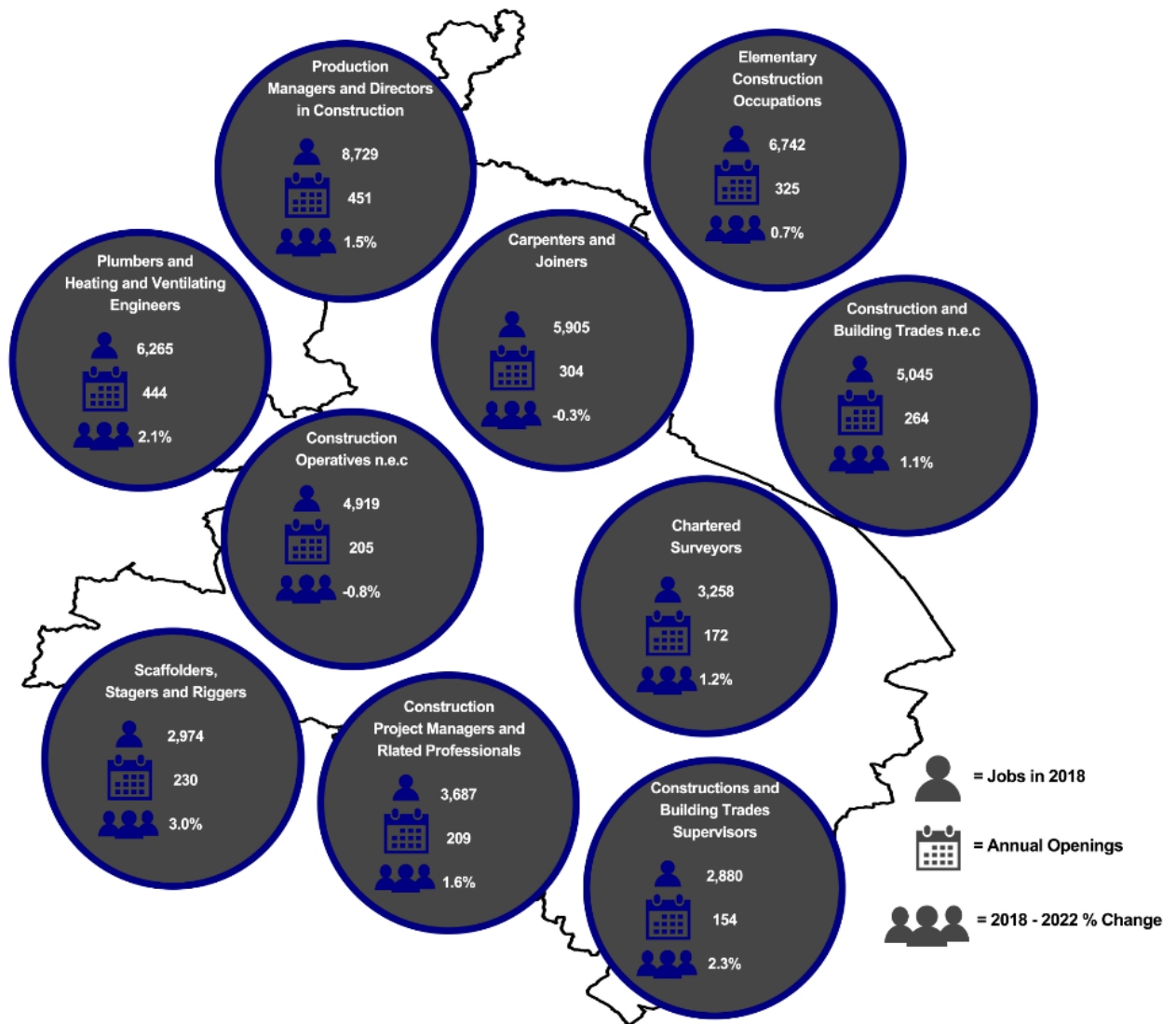
Food and Drink



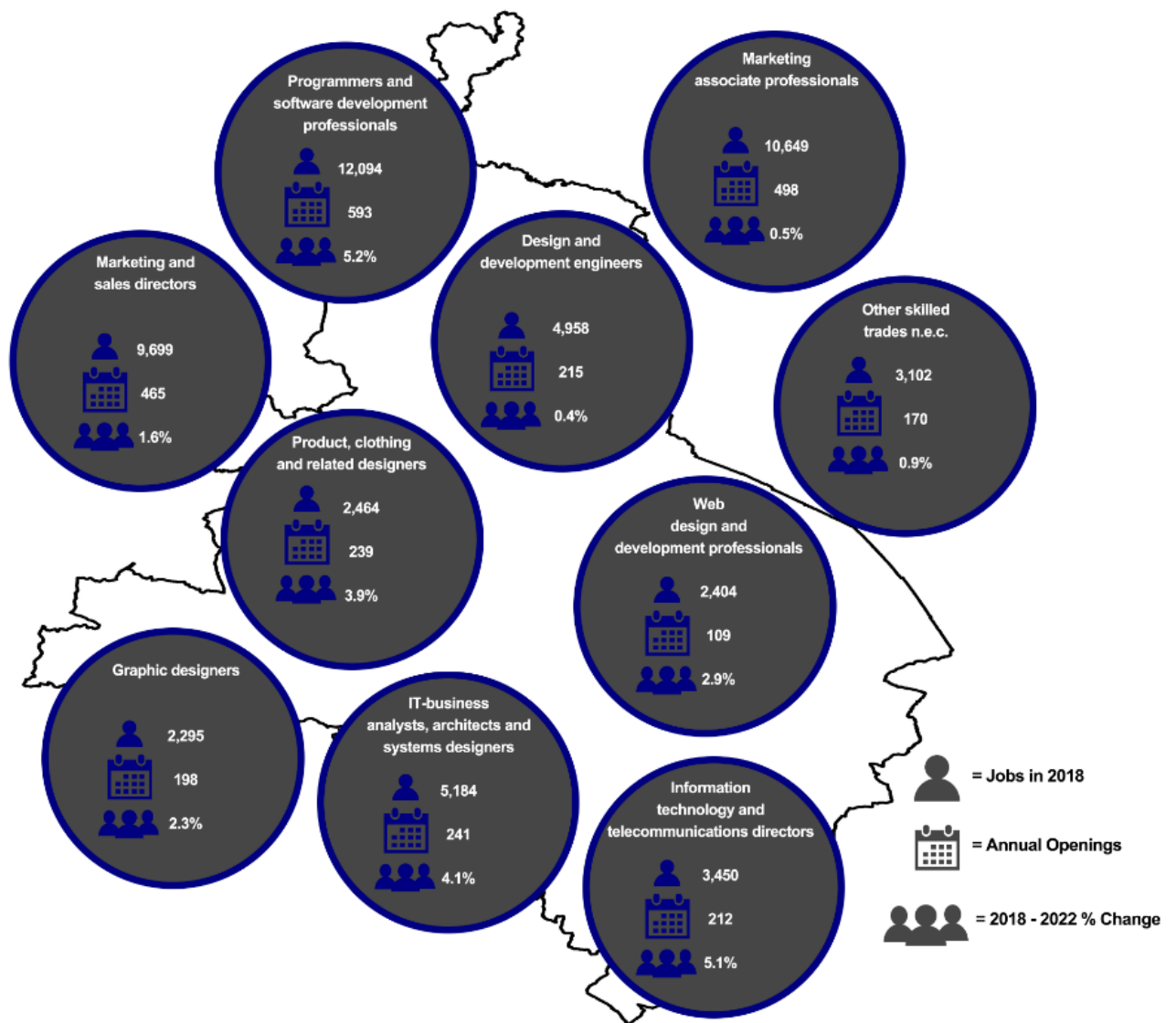
Business, Professional, and Financial Services



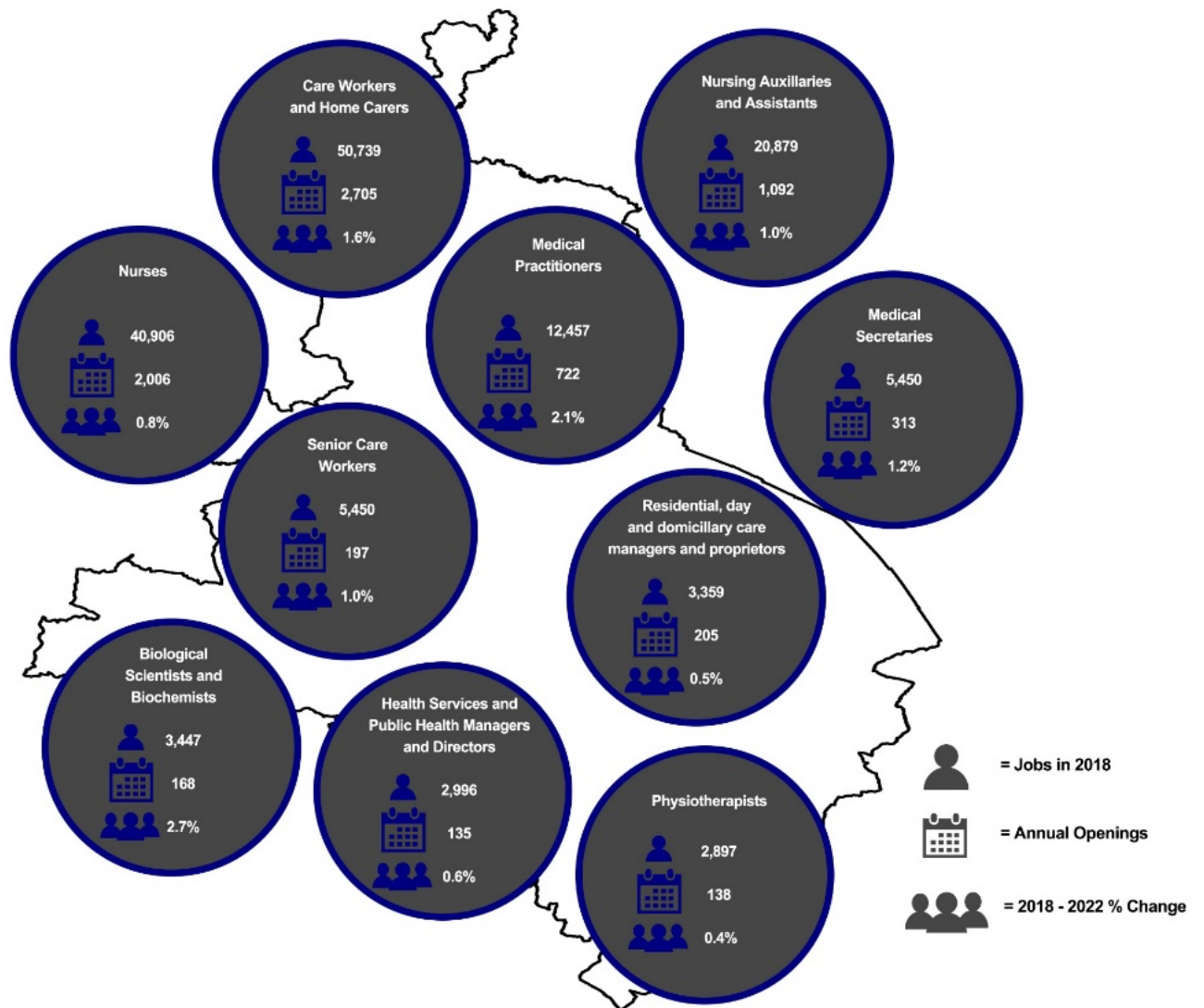
Construction



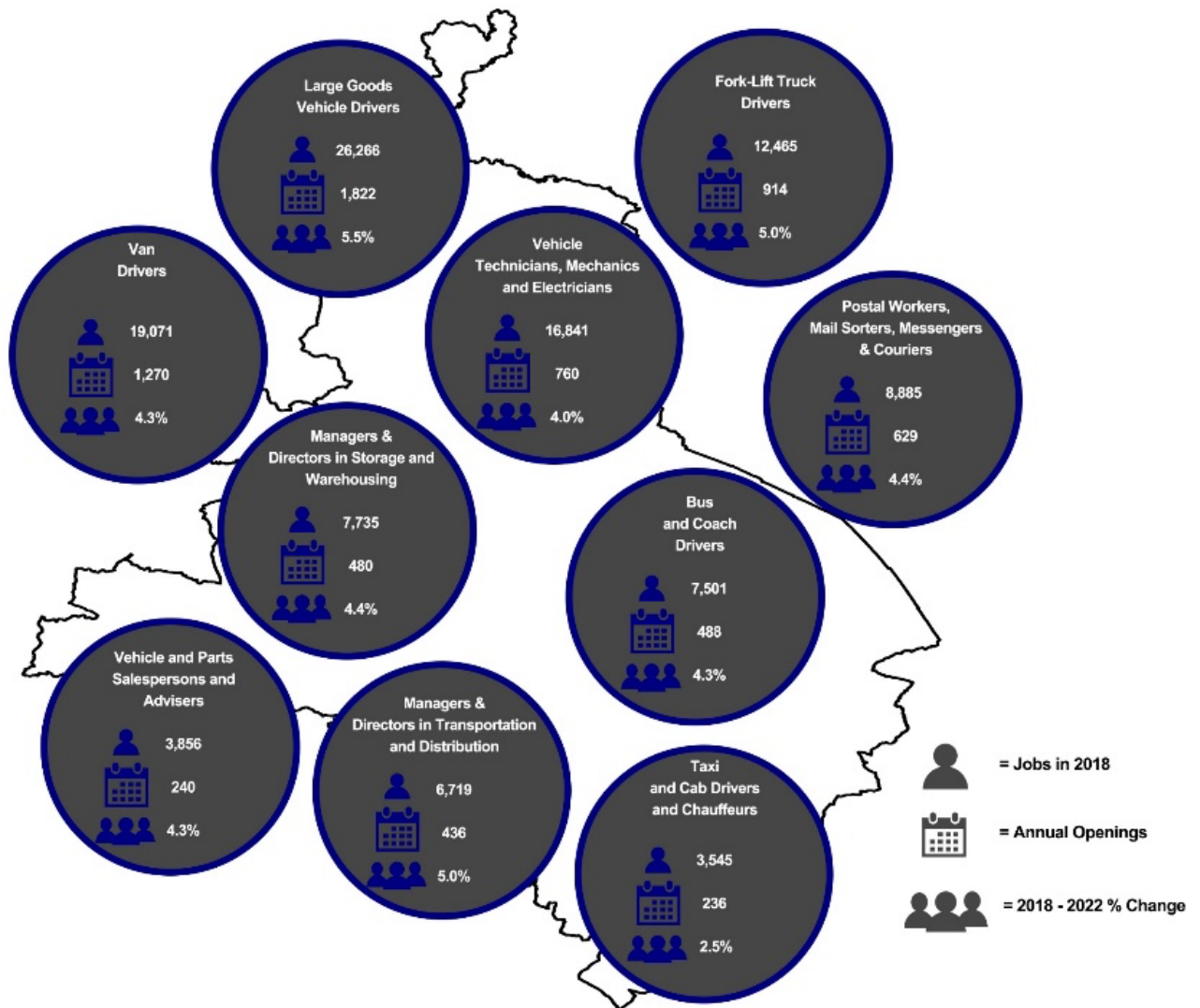
Creative Industries



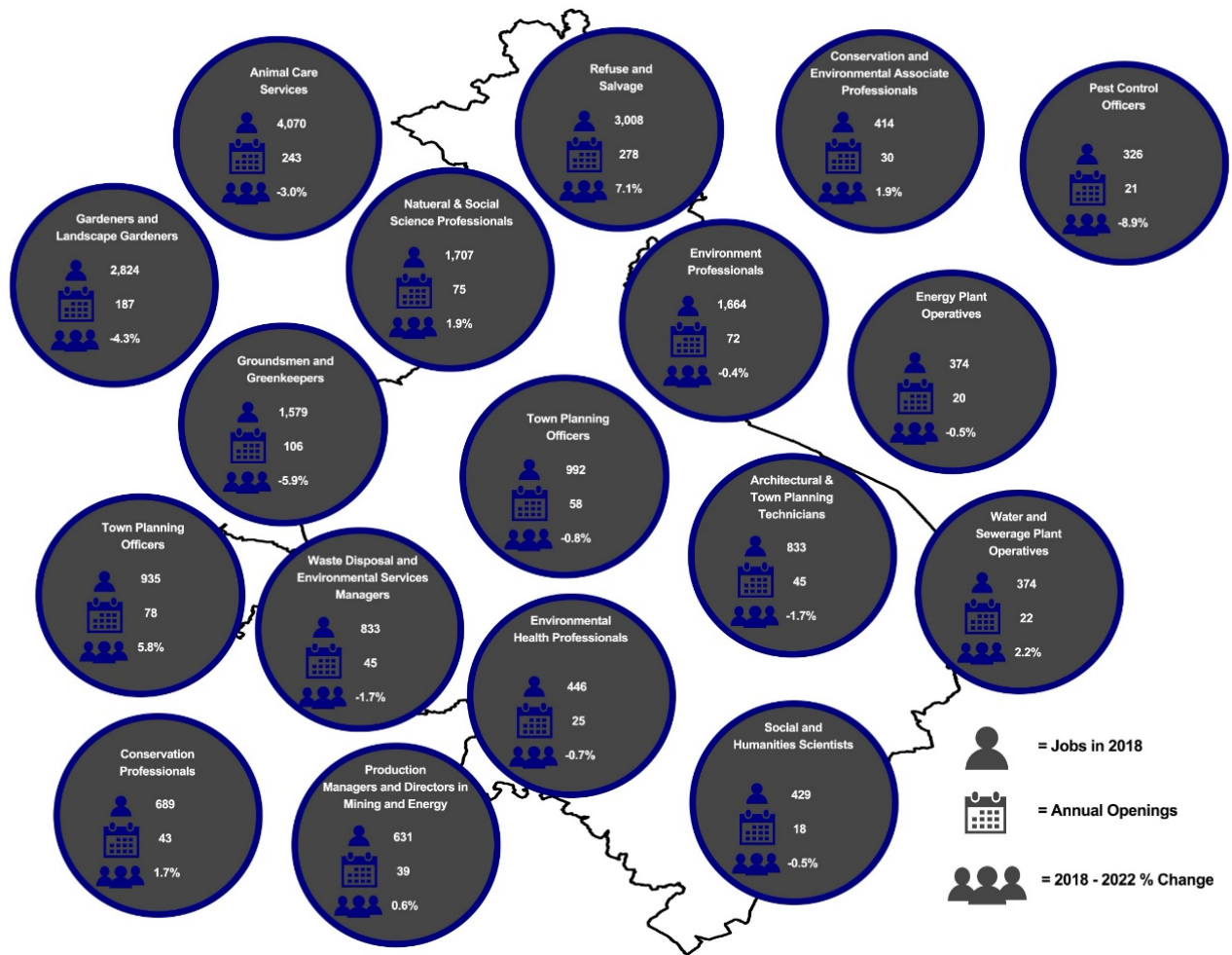
Life Sciences and Healthcare Industries



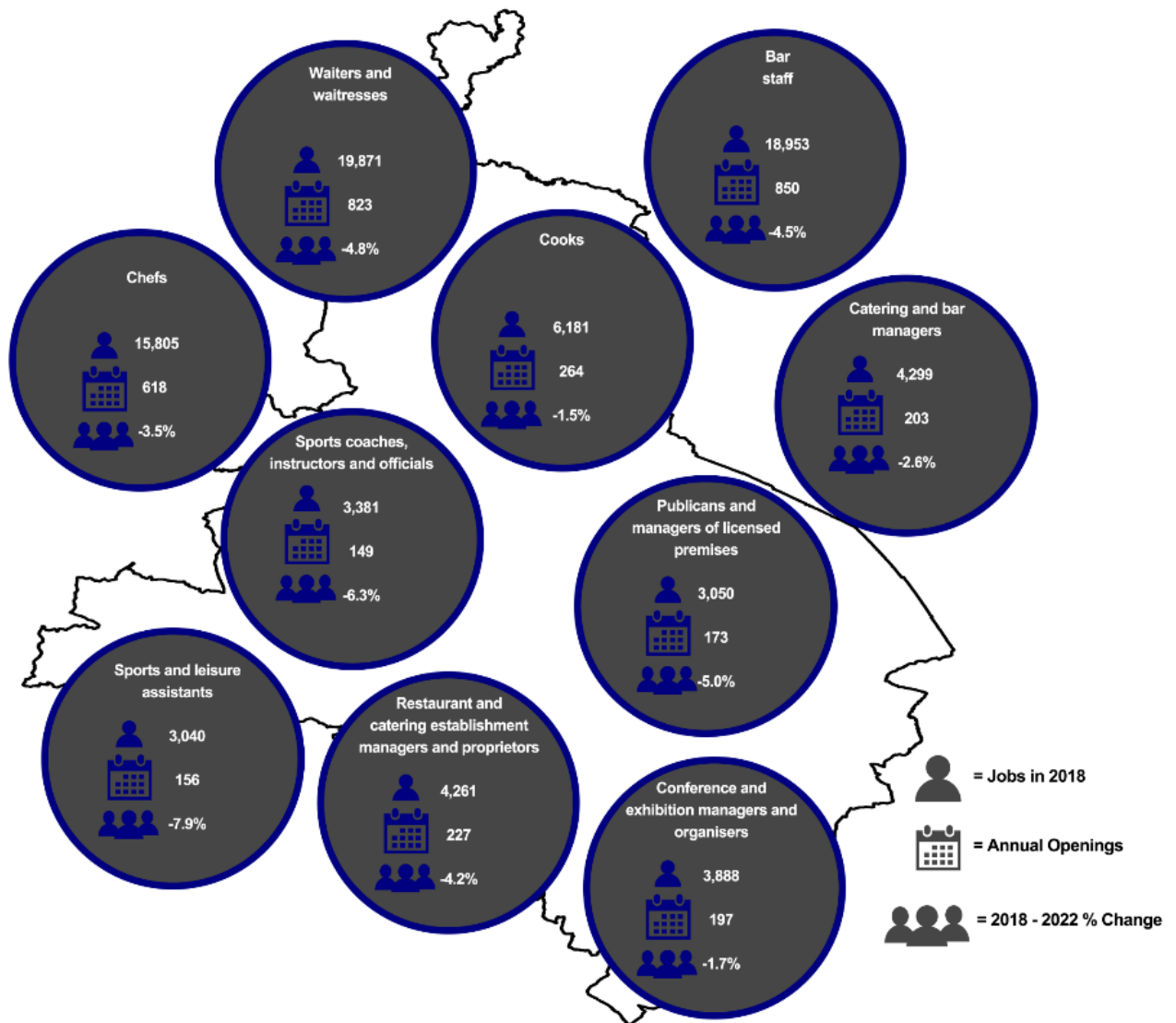
Logistics and Transport



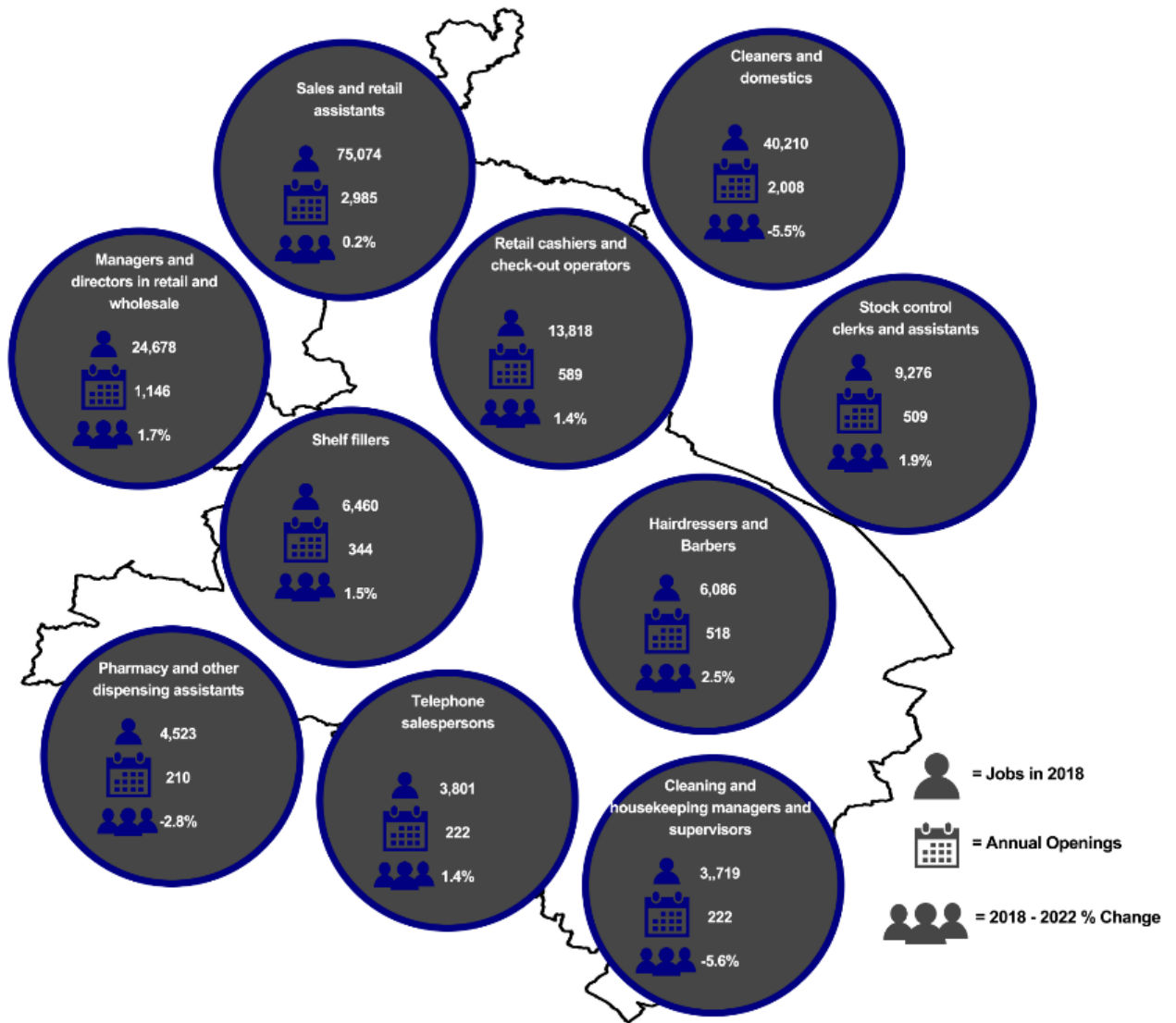
Low Carbon and Environment



Cultural Economy



Retail

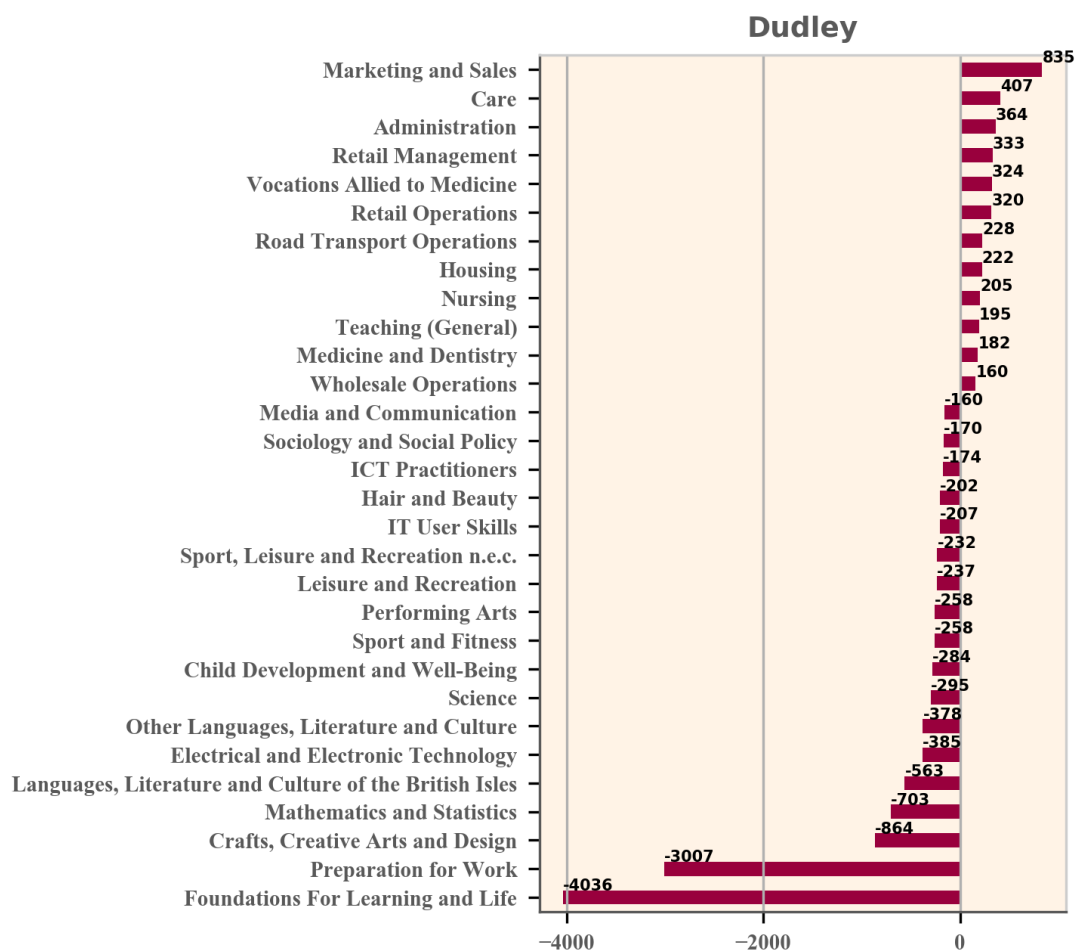


3. Supply and Demand Comparison by Local Authority

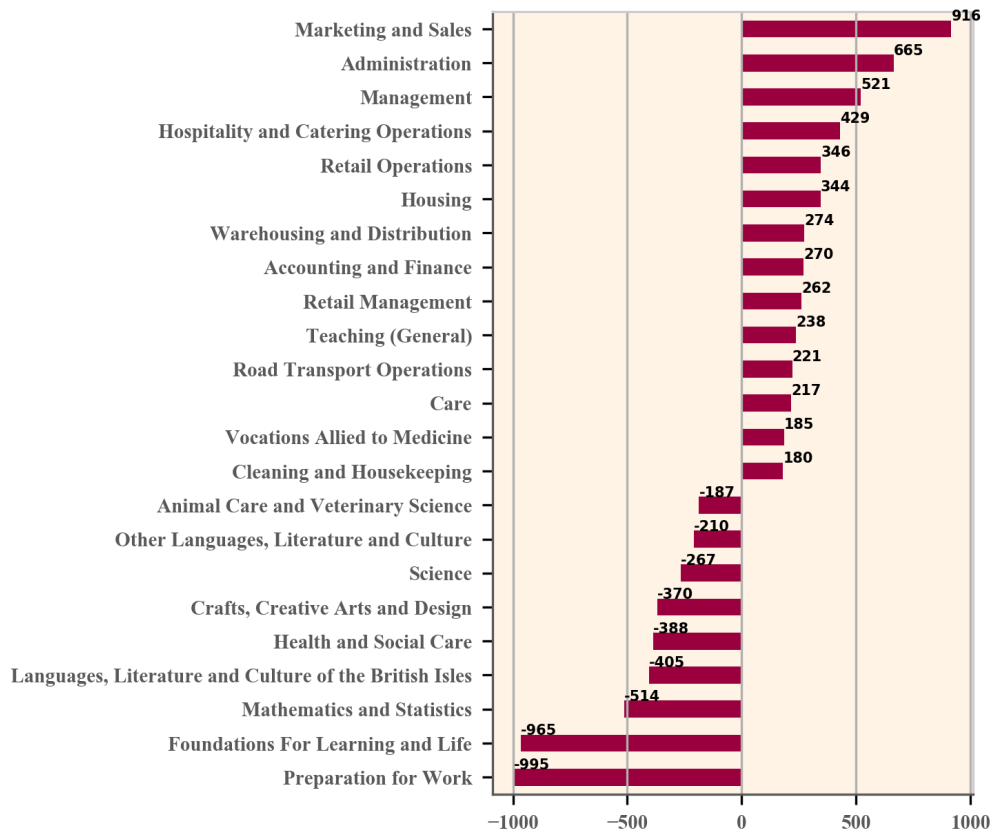
The charts below compare the total number of further education (FE) course completions in the WMCA metropolitan area, as recorded in the Individualized Learner Record, to the number of job postings made in the same subject area, as recorded by Emsi’s collation of job postings. Data comprises the year February 2019 to January 2020, giving a picture of how well-aligned the further education system was to the labour market prior to the pandemic.

A positive value indicates that demand (job postings) outstrips supply (course completions), and a negative value the reverse. It is important to note that just because a course over-supplied relative to the job market does not mean it is not useful. English language courses and retakes of exam assessments are useful for reasons other than employment prospects.

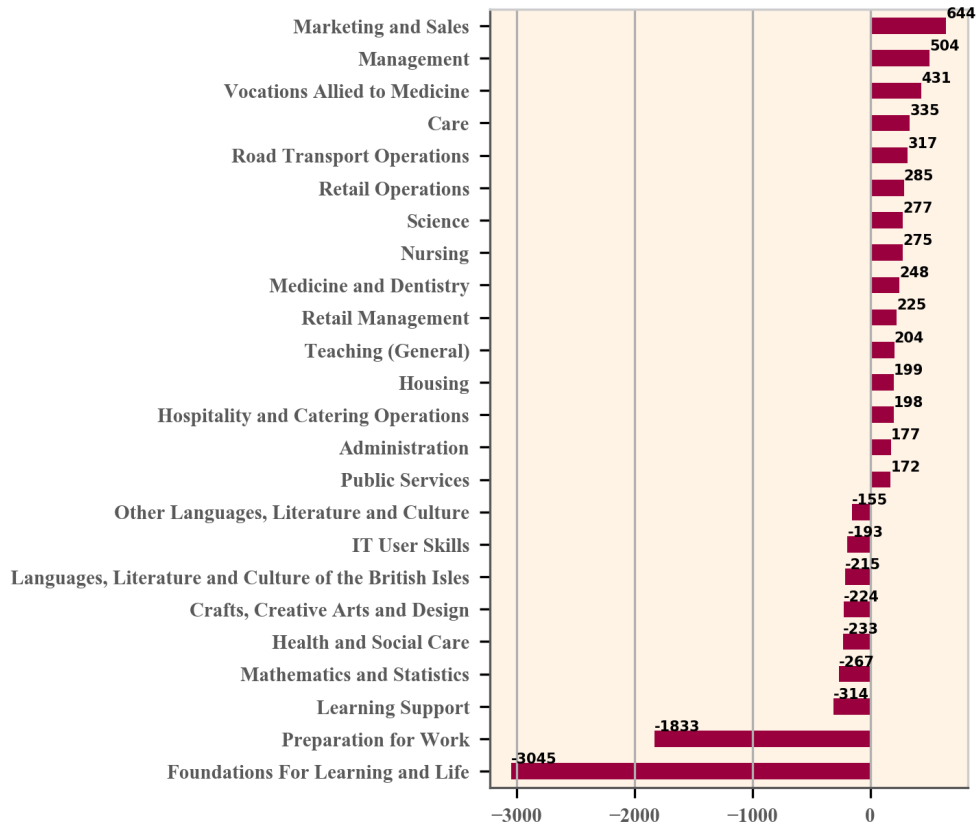
Finally, if one student has completed several FE courses of the same level, the credit is divided between courses to ensure that several jobs are not matched to one person.



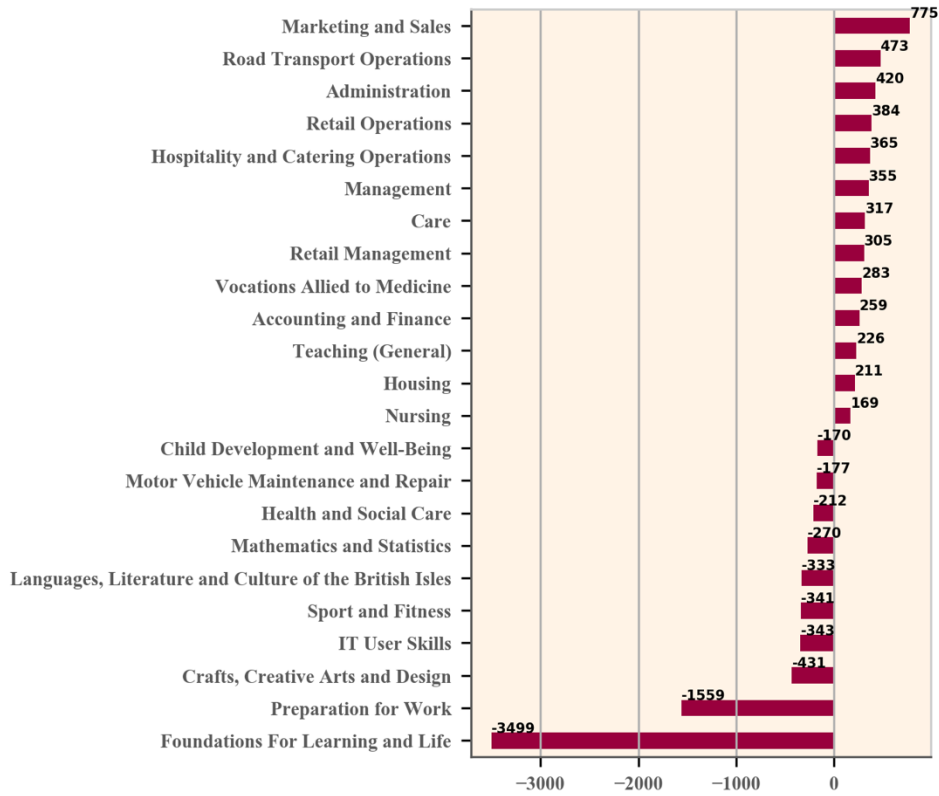
Solihull



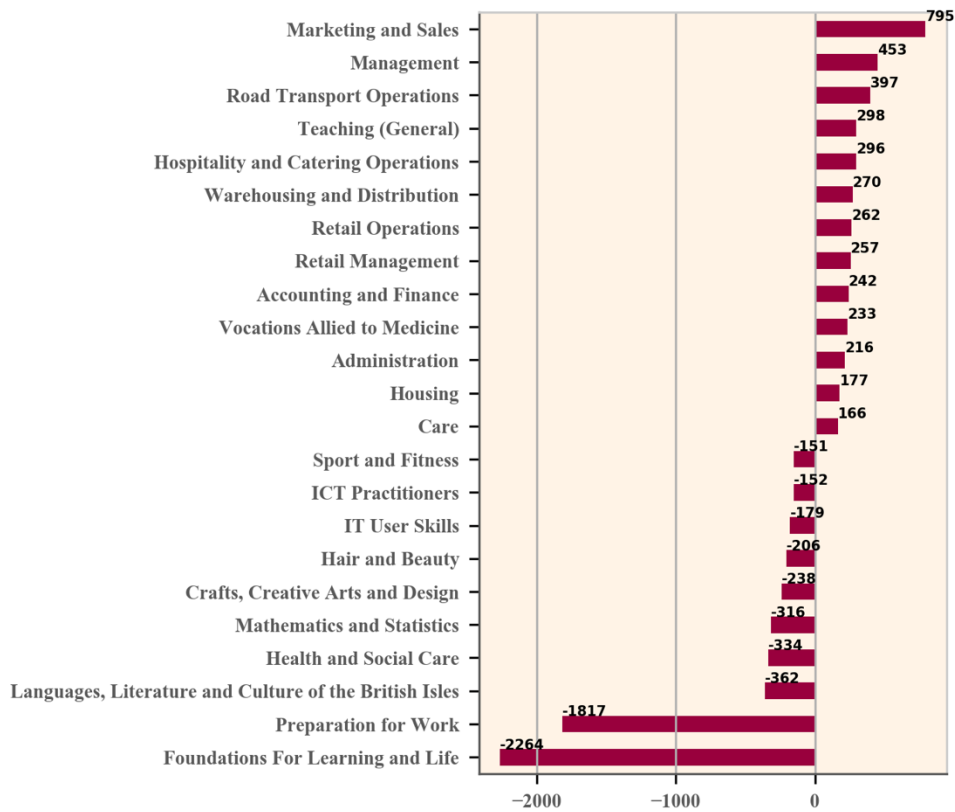
Wolverhampton



Sandwell



Walsall



4. WMCA Employer Demand

Construction

Context

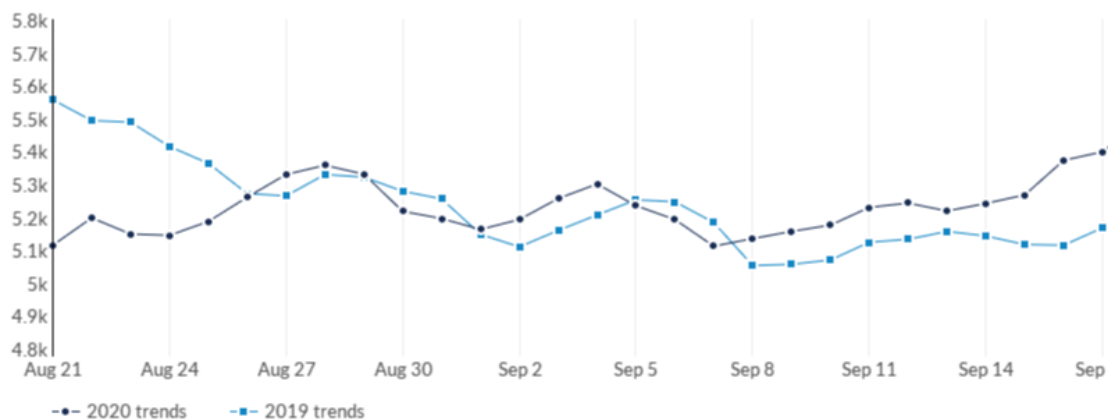
In the last year (August 2019 to August 2020) there were 199,540 total job postings across the WMCA 3 LEP area for roles in the construction sector. Of these total posting 35,948 were unique postings.

- These numbers give a posting intensity of 6-to-1. This means that for every 6 postings there was 1 unique job posting.
- This is in-line with the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is standard and recruiters are putting in average effort to fill positions.

More near-term, during the course of the pandemic/lockdown period from March to August 2020 there were 96,255 total job postings for the construction sector, with 16,176 unique postings.

- These numbers again give a posting intensity of 6-to-1, suggesting that the demand for roles in this sector remains average.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- The 30 day period from 21 August to 19 September shows that demand in this sector is now 6.7% above the same comparable period in 2019. Perhaps pointing to a significant rebound across the sector and potential heightened demand from employers in the coming months?

Top 20 Disaggregated Locations

In terms of locality, Birmingham is the most prevalent area, both in overall volume and posting intensity (6-to-1).

Top Cities Posting

City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	101,136 / 15,859	6 : 1	33 days
Coventry	19,246 / 3,577	5 : 1	32 days
Wolverhampton	8,005 / 1,719	5 : 1	32 days
Dudley	4,291 / 994	4 : 1	27 days
Solihull	4,287 / 969	4 : 1	30 days
Rugby	5,716 / 929	6 : 1	31 days
Walsall	3,826 / 861	4 : 1	32 days
Warwick	3,754 / 704	5 : 1	33 days
Tamworth	4,401 / 687	6 : 1	32 days
Burton upon Trent	3,053 / 615	5 : 1	32 days
Redditch	3,127 / 596	5 : 1	31 days
West Midlands	2,917 / 559	5 : 1	23 days
Nuneaton	2,954 / 519	6 : 1	32 days
Stratford-upon-Avon	2,442 / 517	5 : 1	32 days
West Bromwich	2,459 / 497	5 : 1	28 days
Lichfield	2,466 / 485	5 : 1	31 days
Cannock	2,388 / 465	5 : 1	31 days
The Royal Town of Sutton Coldfield	1,956 / 407	5 : 1	23 days
Royal Leamington Spa	1,946 / 330	6 : 1	32 days
Kidderminster	1,783 / 325	5 : 1	33 days

- Alongside Birmingham, the job posting data for the construction sector suggests demand and recruitment activity is highest in Rugby, Tamworth, Nuneaton and Royal Leamington Spa.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Electricians and electrical fitters. This occupation had both the highest unique postings and also the joint highest posting intensity.

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
🔧 Electricians and electrical fitters	29,181 / 4,374	7 : 1	32 days
📐 Quantity surveyors	24,856 / 3,689	7 : 1	34 days
🏠 Property, housing and estate managers	15,500 / 3,130	5 : 1	29 days
🏗️ Production managers and directors in construction	16,505 / 3,093	5 : 1	31 days
📐 Chartered surveyors	16,968 / 2,723	6 : 1	31 days
🏗️ Construction operatives n.e.c.	11,322 / 2,694	4 : 1	31 days
🔧 Plumbers and heating and ventilating engineers	14,992 / 2,521	6 : 1	32 days
🚛 Fork-lift truck drivers	9,812 / 2,166	5 : 1	32 days
🔧 Carpenters and joiners	6,499 / 1,642	4 : 1	31 days
🏗️ Construction and building trades supervisors	5,558 / 1,125	5 : 1	31 days
🏗️ Construction and building trades n.e.c.	7,473 / 1,104	7 : 1	33 days
🏠 Architectural and town planning technicians	5,815 / 1,001	6 : 1	35 days
🏗️ Construction project managers and related professionals	4,343 / 878	5 : 1	32 days
🔧 Draughtspersons	4,759 / 726	7 : 1	33 days
🎨 Painters and decorators	2,478 / 687	4 : 1	31 days
🔧 Skilled metal, electrical and electronic trades supervisors	4,240 / 633	7 : 1	31 days
🏠 Architects	3,439 / 583	6 : 1	34 days
🏠 Town planning officers	3,711 / 546	7 : 1	33 days
🔧 Other skilled trades n.e.c.	2,568 / 443	6 : 1	33 days
🔧 Bricklayers and masons	1,475 / 396	4 : 1	31 days

- Other notable occupations where demand was high included: Quantity Surveyors, Construction and building trades (not elsewhere classified), Draughtspersons, Skilled metal, electrical and electronic trades supervisors and Town planning officers.
- These occupations all had a posting intensity of 7-to-1 compared to the average 6-to-1 for the sector overall.

Job Titles

Over the full year period, the top 20 most sought-after job titles in construction were:

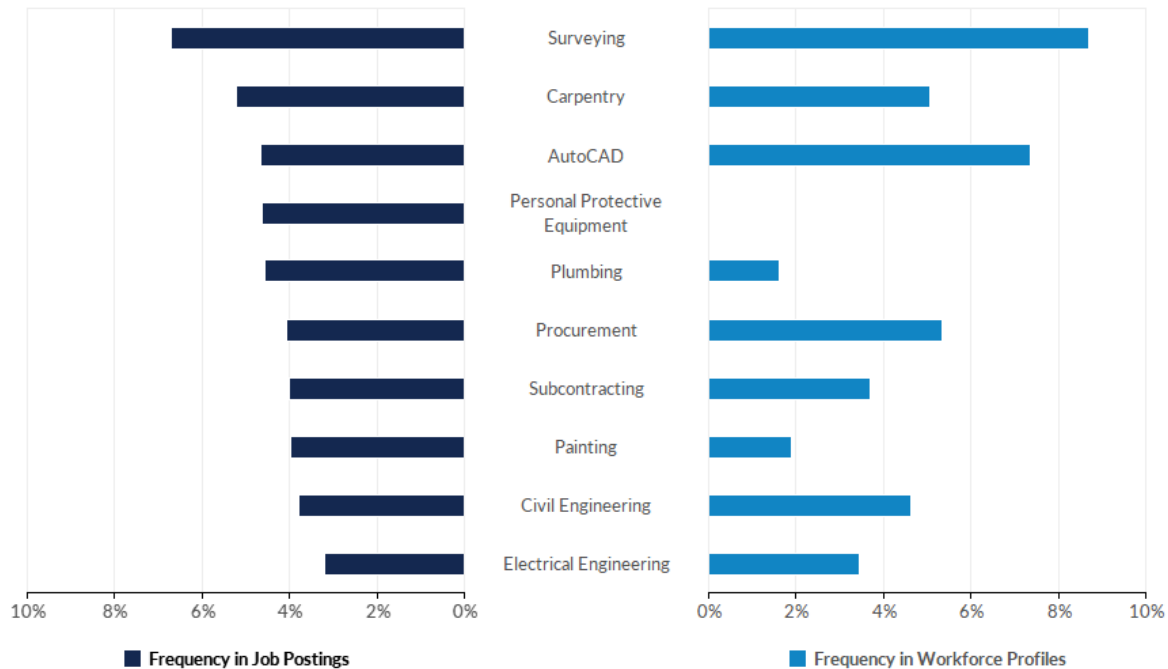
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Surveyors	31,144 / 4,642	7 : 1 	34 days
Staffing Managers (Management)	4,903 / 973	5 : 1 	30 days
Property Managers	4,545 / 873	5 : 1 	31 days
Electricians	4,532 / 841	5 : 1 	30 days
Handymen (Installation, Maintenance, and Repair)	2,721 / 709	4 : 1 	30 days
Forklift Operators	2,323 / 594	4 : 1 	32 days
Oil and Gas Engineers	4,102 / 570	7 : 1 	32 days
Maintenance Engineers (Installation, Maintenance, and Repair)	4,822 / 567	9 : 1 	33 days
Civil Engineers	4,484 / 503	9 : 1 	41 days
Plumbers	2,244 / 456	5 : 1 	32 days
Driver Managers	1,662 / 379	4 : 1 	33 days
Architects	2,238 / 335	7 : 1 	34 days
Facilities Managers	1,983 / 317	6 : 1 	31 days
Decorators	1,069 / 315	3 : 1 	31 days
Project Managers (Management)	1,582 / 300	5 : 1 	31 days
Pipeline Engineers	1,513 / 296	5 : 1 	30 days
Bricklayers	1,112 / 286	4 : 1 	32 days
Paint Supervisors	1,890 / 283	7 : 1 	33 days
Electrical Test Engineers	1,726 / 264	7 : 1 	32 days
Plasterers	917 / 252	4 : 1 	31 days

- Mirroring the most prevalent occupations, the most unique job postings were for 'Surveyors', but the most effort/intensity was put in for recruiting Maintenance Engineers (Installation, Maintenance and Repair) and 'Civil Engineers'.
- The posting intensity for these job roles were 9-to-1 compared to 6-to-1 for the wider sector average.
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the construction workforce across the WMCA 3 LEP geography:



- The top 10 in-demand skills suggest that the biggest skills gap for construction is Personal Protective Equipment and Plumbing.
- Personal Protective Equipment occurred in 5% of all postings but does not appear in any workforce profile, whilst Plumbing was also identified in 5% of all postings but only appears in 2% of workforce profiles.
- Reflecting the most posted occupations and job titles, Surveying is the most in-demand hard-skill, appearing in 7% of all job postings for this sector.

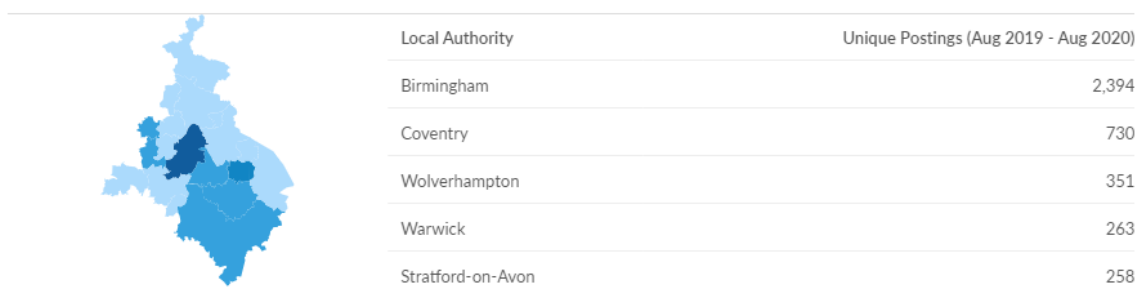
Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Surveying	7%	2,413 / 35,948	9%	2,197 / 25,276
Carpentry	5%	1,872 / 35,948	5%	1,281 / 25,276
AutoCAD	5%	1,679 / 35,948	7%	1,862 / 25,276
Personal Protective Equipment	5%	1,666 / 35,948	0%	0 / 25,276
Plumbing	5%	1,645 / 35,948	2%	405 / 25,276
Procurement	4%	1,459 / 35,948	5%	1,353 / 25,276
Subcontracting	4%	1,440 / 35,948	4%	932 / 25,276
Painting	4%	1,431 / 35,948	2%	477 / 25,276
Civil Engineering	4%	1,360 / 35,948	5%	1,170 / 25,276
Electrical Engineering	3%	1,148 / 35,948	3%	868 / 25,276
Building Services Engineering	3%	1,083 / 35,948	3%	867 / 25,276
Facility Management	3%	1,049 / 35,948	4%	1,130 / 25,276
Warehousing	3%	955 / 35,948	1%	238 / 25,276
Risk Analysis	3%	950 / 35,948	2%	414 / 25,276

Property Management	3%	933 / 35,948	4%	1,026 / 25,276
Contract Management	3%	920 / 35,948	11%	2,668 / 25,276
Cost Management	2%	834 / 35,948	6%	1,551 / 25,276
Construction Surveying	2%	830 / 35,948	2%	470 / 25,276
Autodesk Revit	2%	828 / 35,948	3%	644 / 25,276
Forklift Truck	2%	785 / 35,948	2%	510 / 25,276
Plastering	2%	757 / 35,948	2%	545 / 25,276
Key Performance Indicators	2%	718 / 35,948	1%	168 / 25,276
Boilers	2%	705 / 35,948	2%	427 / 25,276
Electrical Wiring	2%	703 / 35,948	3%	782 / 25,276
Auditing	2%	680 / 35,948	1%	146 / 25,276
Computer-Aided Design	2%	659 / 35,948	4%	1,076 / 25,276
Forecasting	2%	584 / 35,948	1%	139 / 25,276
Planning Permission	2%	581 / 35,948	1%	182 / 25,276
Business Development	2%	550 / 35,948	3%	836 / 25,276
Tiling	1%	531 / 35,948	1%	301 / 25,276
Supply Chain	1%	514 / 35,948	0%	0 / 25,276
Construction Management	1%	513 / 35,948	9%	2,333 / 25,276
Forklift Operation	1%	503 / 35,948	0%	0 / 25,276
Environment Health & Safety	1%	488 / 35,948	0%	0 / 25,276
Asbestos Awareness	1%	479 / 35,948	0%	50 / 25,276
Decorating	1%	479 / 35,948	1%	195 / 25,276
HVAC	1%	463 / 35,948	2%	405 / 25,276
Service Delivery	1%	454 / 35,948	1%	190 / 25,276
Budgeting	1%	442 / 35,948	1%	326 / 25,276
Advising	1%	437 / 35,948	1%	132 / 25,276
Resourcing	1%	391 / 35,948	0%	38 / 25,276
Roofing	1%	386 / 35,948	2%	392 / 25,276
Manual Handling	1%	379 / 35,948	1%	141 / 25,276
Project Management	1%	370 / 35,948	7%	1,756 / 25,276
Palletizing	1%	368 / 35,948	0%	65 / 25,276
Commercial Management	1%	359 / 35,948	6%	1,535 / 25,276
Three-Phase	1%	333 / 35,948	0%	0 / 25,276
Electrical Systems	1%	313 / 35,948	0%	67 / 25,276
Mechanical Engineering	1%	300 / 35,948	2%	503 / 25,276
Safety Standards	1%	297 / 35,948	0%	18 / 25,276

Construction Skills Certification Scheme (CSCS)

- CSCS licenses were mentioned in 26,319 total job postings of which 5,694 were unique postings. These numbers give a posting intensity of 5-to-1, below the wider 6-to-1 sector average.
- CSCS licenses (by volume) were in highest demand in Birmingham, Coventry, Wolverhampton, Stratford-on-Avon and Warwickshire. These five locations accounted for 70% of all job postings which mentioned CSCS licenses.

Job Postings Regional Breakdown



- The top occupation requesting CSCS licenses was Production managers and directors in construction, although certification was linked to all key construction trades:

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Production managers and directors in construction	6,515 / 1,126	6 : 1	33 days
Construction operatives n.e.c.	4,162 / 1,022	4 : 1	32 days
Carpenters and joiners	2,978 / 751	4 : 1	32 days
Painters and decorators	1,239 / 349	4 : 1	33 days
Construction and building trades n.e.c.	1,306 / 312	4 : 1	32 days
Electricians and electrical fitters	1,429 / 308	5 : 1	30 days
Plumbers and heating and ventilating engineers	1,473 / 301	5 : 1	33 days
Construction and building trades supervisors	1,425 / 301	5 : 1	31 days
Bricklayers and masons	1,083 / 283	4 : 1	32 days
Roofers, roof tilers and slaters	920 / 194	5 : 1	32 days

Furloughed Workers

Overall, for the West Midlands region, 866,300 people had been furloughed as of August 2020 which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- As of August 2020 there were 56,100 workers in the construction sector furloughed, 57.3% of the potential workforce.

Business and Professional Services

Context

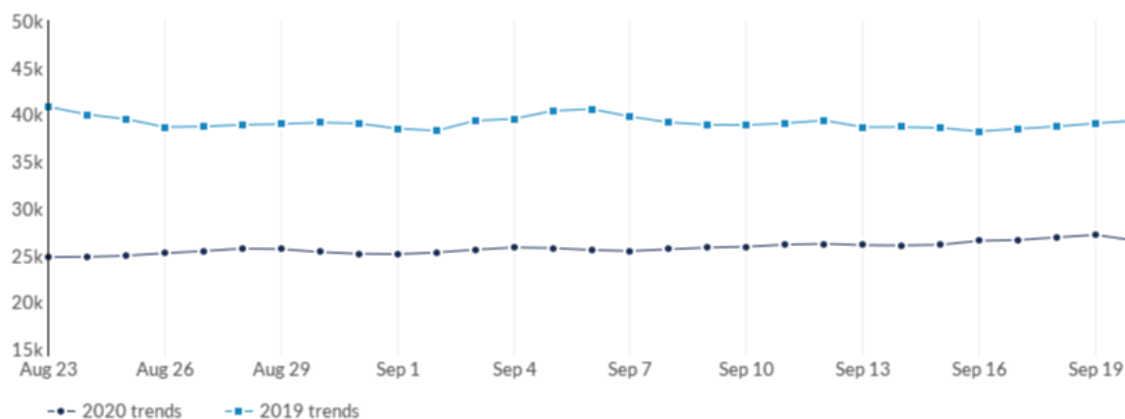
In the last year (August 2019 to August 2020) there were 1.51m total job postings across the WMCA 3 LEP area for roles in business and professional sector. Of these total posting 252,759 were unique postings.

- These numbers give a posting intensity of 6-to-1. This means that for every 6 postings there was 1 unique job posting.
- This in-line with the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is standard and recruiters are putting in average effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 634,661 total job postings for the business and professional sector, with 101,452 unique postings.

- These numbers give a posting intensity of 6-to-1, suggesting that the demand for roles in this sector have remained fairly constant over the pandemic period compared to the long-run average.

The graph below shows a recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- This closer timeframe (23 August to September 21) continues to underline the relative constant level of demand across the sector.
- Demand in business and professional sector remains 32 per cent below the same comparable period last year, despite a small rebound in the last 30 days (+7.2pp).

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Wolverhampton (by volume) recorded the most job postings. Birmingham alone accounted for almost 47% of all job postings in this sector, with all three locations together equating to 61%. This would imply demand is fairly concentrated in these areas.

Top Cities Posting





















City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	752,913 / 118,702	6 : 1	32 days
Coventry	164,429 / 24,841	7 : 1	33 days
Wolverhampton	57,587 / 11,167	5 : 1	30 days
Solihull	56,643 / 10,232	6 : 1	32 days
Warwick	48,123 / 8,023	6 : 1	32 days
Walsall	25,266 / 4,738	5 : 1	32 days
Rugby	28,207 / 4,667	6 : 1	32 days
Dudley	23,052 / 4,397	5 : 1	31 days
Tamworth	28,529 / 4,048	7 : 1	34 days
Redditch	23,042 / 3,693	6 : 1	33 days
Stratford-upon-Avon	17,540 / 3,595	5 : 1	31 days
Royal Leamington Spa	21,100 / 3,553	6 : 1	34 days
The Royal Town of Sutton Coldfield	20,226 / 3,267	6 : 1	33 days
Nuneaton	18,543 / 3,128	6 : 1	32 days
Burton upon Trent	15,666 / 3,056	5 : 1	32 days
West Bromwich	11,065 / 2,761	4 : 1	26 days
West Midlands	15,416 / 2,725	6 : 1	22 days
Lichfield	16,961 / 2,562	7 : 1	33 days
Cannock	16,418 / 2,502	7 : 1	33 days
Bromsgrove	17,621 / 2,436	7 : 1	37 days

- The areas with the highest posting intensity (7-to-1) suggesting increased demand and effort by recruiters to fill positions in this sector included: Coventry, Tamworth, Lichfield, Cannock and Bromsgrove.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Sales accounts and business development managers.

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
📁 Sales accounts and business development managers	103,492 / 18,632	6 : 1 	32 days
📁 Book-keepers, payroll managers and wages clerks	113,200 / 14,175	8 : 1 	35 days
📁 Programmers and software development professionals	97,896 / 14,116	7 : 1 	32 days
📁 Other administrative occupations n.e.c.	52,107 / 11,769	4 : 1 	28 days
📁 Finance and investment analysts and advisers	73,771 / 11,235	7 : 1 	33 days
📁 Human resources and industrial relations officers	71,592 / 10,744	7 : 1 	33 days
📁 Business sales executives	59,857 / 10,688	6 : 1 	34 days
📁 Solicitors	48,425 / 8,082	6 : 1 	41 days
📁 Business and financial project management professionals	42,966 / 8,053	5 : 1 	27 days
📁 Business and related associate professionals n.e.c.	43,094 / 7,980	5 : 1 	27 days
📁 Marketing associate professionals	42,667 / 7,752	6 : 1 	32 days
📁 Information technology and telecommunications professionals n.e.c.	45,519 / 7,650	6 : 1 	32 days
📁 IT specialist managers	34,888 / 5,942	6 : 1 	28 days
📁 Customer service occupations n.e.c.	34,602 / 5,469	6 : 1 	31 days
📁 Financial administrative occupations n.e.c.	35,157 / 5,458	6 : 1 	30 days
📁 Legal associate professionals	29,581 / 4,925	6 : 1 	36 days
📁 Web design and development professionals	32,099 / 4,752	7 : 1 	33 days
📁 Office managers	20,676 / 4,409	5 : 1 	29 days
📁 Management consultants and business analysts	24,170 / 4,091	6 : 1 	31 days
📁 Vocational and industrial trainers and instructors	23,299 / 3,983	6 : 1 	32 days

- The occupation with the highest posting intensity (8-to-1) was Book-keepers, payroll managers and wage clerks.
- Posting intensity was also high (7-to-1) for Programmers and software development professionals, Finance and investment analysts and advisers, Human resources and industrial relations officers and Web design and development professionals.

Job Titles

Over the full year period, the top 20 most sought-after job titles across the business and professional sector were:

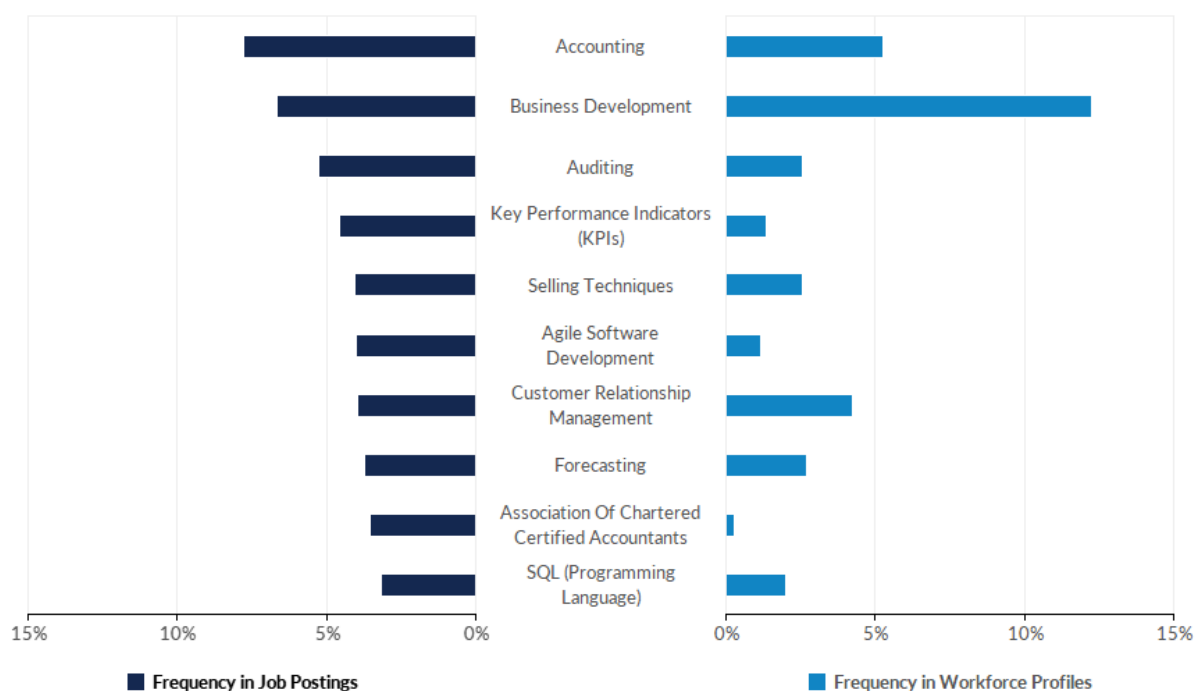
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Project Managers (Management)	18,938 / 3,049	6 : 1	32 days
Business Development Managers (Management)	16,429 / 2,904	6 : 1	35 days
Sales Executives (Management)	14,721 / 2,851	5 : 1	36 days
Account Managers (Management)	17,257 / 2,842	6 : 1	35 days
Accounting Assistants	20,817 / 2,802	7 : 1	32 days
Business Process Consultants	20,593 / 2,725	8 : 1	42 days
Accountants	19,743 / 2,297	9 : 1	36 days
Commercial Lawyers	10,979 / 1,824	6 : 1	41 days
Sales Managers (Management)	8,697 / 1,738	5 : 1	32 days
Finance Managers	14,142 / 1,696	8 : 1	38 days
Credit Managers	15,655 / 1,694	9 : 1	38 days
Solicitors	9,640 / 1,669	6 : 1	44 days
Receptionists	5,703 / 1,606	4 : 1	28 days
Customer Service Advisors (Office and Administrative Support)	10,655 / 1,580	7 : 1	32 days
Training Administrators	7,303 / 1,513	5 : 1	31 days
Sales Administrators (Sales and Related)	7,286 / 1,309	6 : 1	32 days
Business Partners (Management)	9,578 / 1,286	7 : 1	29 days
C/C++ Developers	10,529 / 1,265	8 : 1	32 days
Telesales Representatives	6,642 / 1,254	5 : 1	35 days
Software Engineers	8,699 / 1,251	7 : 1	33 days

- Management professionals across sales/business development and accounts feature prominently, all with a high number of job postings. This would indicate a prerequisite for higher level skills and/or experience.
- By volume, Project Managers (Management) recorded the most job postings.
- The most effort/intensity was put in for recruiting Accountants 9-to-1, markedly higher than the sector average of 6-to-1, suggesting significant demand.
- The posting intensity for Business Process Consultants, Finance Managers and C/C++ Developers was also notably higher than the sector average (8-to-1).
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the business and professional workforce across the WMCA 3 LEP geography:



- In terms of 'hard-skills', accounting is identified as the biggest skills gap for the business and professional sector; so much so, Certification of accounting also appears separately in the Top 10 most in-demand skills.
- Analysis of job postings also suggests other important skills gaps in this sector are: Key Performance Indicators, Selling Techniques and Programming Languages.
- For programming languages, Agile and SQL appear in the top 10, but C#, HTML, .Net, Python and Java also make the long list alongside the more encompassing 'software development'.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Accounting	8%	19,713 / 252,759	5%	16,101 / 306,313
Business Development	7%	16,804 / 252,759	12%	37,510 / 306,313
Auditing	5%	13,289 / 252,759	3%	7,897 / 306,313
Key Performance Indicators	5%	11,590 / 252,759	1%	4,093 / 306,313
Selling Techniques	4%	10,300 / 252,759	3%	7,851 / 306,313
Agile Software Development	4%	10,131 / 252,759	1%	3,587 / 306,313
Customer Management	4%	10,002 / 252,759	4%	12,914 / 306,313
Forecasting	4%	9,428 / 252,759	3%	8,280 / 306,313
Chartered Certified Accountants	4%	8,953 / 252,759	0%	816 / 306,313
SQL (Programming Language)	3%	7,986 / 252,759	2%	6,191 / 306,313
Budgeting	3%	7,190 / 252,759	2%	7,232 / 306,313
Financial Services	3%	6,961 / 252,759	3%	8,700 / 306,313
Procurement	3%	6,886 / 252,759	3%	9,707 / 306,313
JavaScript	3%	6,844 / 252,759	1%	3,694 / 306,313
Advising	3%	6,488 / 252,759	1%	3,182 / 306,313

Business-to-Business	2%	6,288 / 252,759	4%	13,343 / 306,313
Fundraising	2%	6,195 / 252,759	1%	3,821 / 306,313
Project Management	2%	6,104 / 252,759	8%	24,135 / 306,313
C# (Programming Language)	2%	5,737 / 252,759	1%	2,770 / 306,313
Account Management	2%	5,704 / 252,759	10%	30,005 / 306,313
Purchasing	2%	5,373 / 252,759	3%	9,802 / 306,313
Stakeholder Management	2%	5,167 / 252,759	4%	12,730 / 306,313
Sales Management	2%	5,099 / 252,759	9%	26,717 / 306,313
Reconciliation	2%	4,914 / 252,759	2%	4,852 / 306,313
Cascading Style Sheets (CSS)	2%	4,778 / 252,759	1%	3,609 / 306,313
Supply Chain	2%	4,633 / 252,759	0%	0 / 306,313
Booking (Sales)	2%	4,614 / 252,759	1%	2,095 / 306,313
Software Development	2%	4,572 / 252,759	1%	3,228 / 306,313
Microsoft Azure	2%	4,558 / 252,759	0%	614 / 306,313
Strategic Planning	2%	4,541 / 252,759	10%	30,901 / 306,313
Financial Statements	2%	4,522 / 252,759	3%	9,753 / 306,313
Professional Services	2%	4,506 / 252,759	1%	2,975 / 306,313
Customer Experience	2%	4,455 / 252,759	2%	5,989 / 306,313
Credit Control	2%	4,269 / 252,759	1%	2,191 / 306,313
Risk Management	2%	4,245 / 252,759	4%	13,184 / 306,313
HTML	2%	4,243 / 252,759	2%	4,934 / 306,313
Management Accounting	2%	4,174 / 252,759	2%	4,785 / 306,313
.NET Framework	2%	4,067 / 252,759	1%	1,641 / 306,313
Automation	2%	4,015 / 252,759	1%	1,912 / 306,313
Service Delivery	2%	4,014 / 252,759	2%	5,084 / 306,313
Telemarketing	2%	3,842 / 252,759	1%	1,948 / 306,313
Numeracy	1%	3,520 / 252,759	0%	495 / 306,313
Digital Marketing	1%	3,489 / 252,759	3%	8,715 / 306,313
Ledgers (Accounting)	1%	3,430 / 252,759	0%	1,060 / 306,313
New Product Development	1%	3,401 / 252,759	3%	10,437 / 306,313
Business Requirements	1%	3,373 / 252,759	0%	1,369 / 306,313
Python	1%	3,360 / 252,759	0%	1,484 / 306,313
Change Management	1%	3,324 / 252,759	11%	33,873 / 306,313
Java (Programming Language)	1%	3,321 / 252,759	1%	2,962 / 306,313
Amazon Web Services	1%	3,257 / 252,759	0%	444 / 306,313

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed as of August 2020 which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- There were 117,600 workers in the business and professional sector furloughed as of August 2020, almost a third of the potential workforce (32.1%).

Transport Technologies Sector

Context

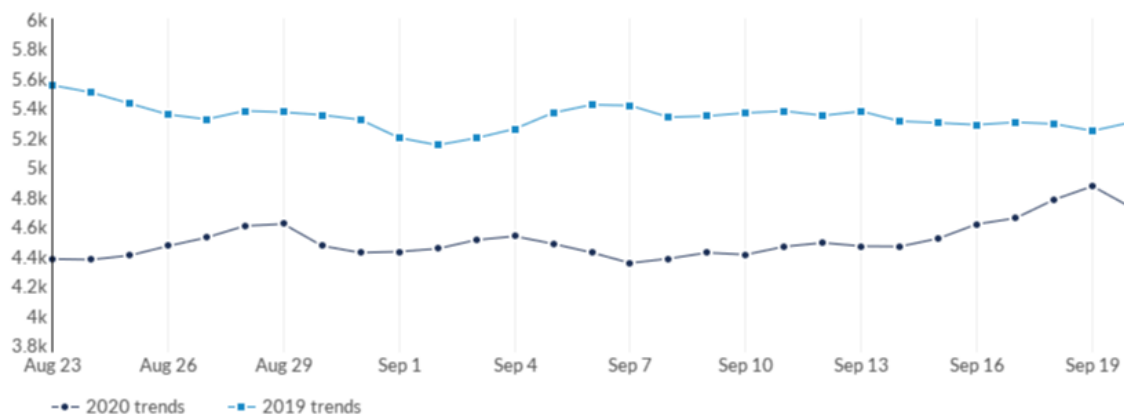
In the last year (August 2019 to August 2020) there were 192,794 total job postings across the WMCA 3 LEP area for roles in advanced manufacturing sector. Of these total posting 24,567 were unique postings.

- These numbers give a posting intensity of 5-to-1. This means that for every 5 postings there was 1 unique job posting.
- This is close to the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is standard and recruiters are putting in average effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 83,264 total job postings for the advanced manufacturing sector, with 14,814 unique postings.

- These numbers give a posting intensity of 6-to-1, suggesting that demand in this sector has perhaps understandably increased over the current pandemic period.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- Over this closer timeframe (August 23 to September 19), demand in the transport technology sector remains below (-10.6%) the same comparable period last year.
- However, demand increased over the period, with job posting activity for this sector increasing by 10.5 percentage points.

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Rugby (by volume) recorded the most job postings. These three locations account for just over a third of all postings (35.5%). This would suggest that demand is fairly evenly spread across the WMCA 3 LEP geography.

Top Cities Posting

City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	44,929 / 7,688	6 : 1	32 days
Coventry	22,623 / 3,669	6 : 1	33 days
Rugby	13,989 / 2,032	7 : 1	32 days
Tamworth	12,357 / 1,893	7 : 1	33 days
Wolverhampton	8,285 / 1,744	5 : 1	33 days
Burton upon Trent	7,040 / 1,606	4 : 1	33 days
Walsall	5,256 / 1,224	4 : 1	31 days
Nuneaton	8,175 / 1,168	7 : 1	33 days
Lichfield	4,886 / 939	5 : 1	33 days
Redditch	4,912 / 852	6 : 1	33 days
Dudley	2,753 / 799	3 : 1	28 days
Warwick	3,816 / 791	5 : 1	33 days
Cannock	3,877 / 789	5 : 1	32 days
West Bromwich	3,002 / 706	4 : 1	33 days
The Royal Town of Sutton Coldfield	2,516 / 656	4 : 1	33 days
Solihull	2,967 / 645	5 : 1	33 days
Kidderminster	2,941 / 625	5 : 1	31 days
Oldbury	2,328 / 515	5 : 1	31 days
Wednesbury	2,094 / 515	4 : 1	33 days
Stratford-upon-Avon	2,694 / 500	5 : 1	34 days

- Rugby, Tamworth and Nuneaton all recorded the highest posting intensity (7-to-1) implying increased demand and effort by recruiters to fill positions in these areas.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Van drivers and Large goods vehicle drivers. Job postings for these driving occupations were over four times higher than the next occupational class.

Top Posted Occupations





















Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
 Van drivers	73,196 / 15,417	5 : 1 	32 days
 Large goods vehicle drivers	26,769 / 5,044	5 : 1 	33 days
 Managers and directors in storage and warehousing	23,816 / 4,629	5 : 1 	31 days
 Vehicle technicians, mechanics and electricians	24,462 / 3,194	8 : 1 	34 days
 Mobile machine drivers and operatives n.e.c.	10,077 / 2,546	4 : 1 	31 days
 Fork-lift truck drivers	9,861 / 2,166	5 : 1 	32 days
 Managers and directors in transport and distribution	6,184 / 1,070	6 : 1 	31 days
 Postal workers, mail sorters, messengers and couriers	3,736 / 953	4 : 1 	31 days
 Vehicle and parts salespersons and advisers	5,028 / 798	6 : 1 	38 days
 Bus and coach drivers	1,186 / 360	3 : 1 	32 days
 Vehicle body builders and repairers	2,676 / 314	9 : 1 	45 days
 Crane drivers	896 / 179	5 : 1 	33 days
 Parking and civil enforcement occupations	743 / 166	4 : 1 	21 days
 Vehicle valeters and cleaners	409 / 157	3 : 1 	31 days
 Driving instructors	829 / 155	5 : 1 	39 days
 Tyre, exhaust and windscreen fitters	730 / 147	5 : 1 	31 days
 Vehicle paint technicians	1,027 / 129	8 : 1 	37 days
 Road construction operatives	237 / 74	3 : 1 	25 days
 Other drivers and transport operatives n.e.c.	253 / 54	5 : 1 	33 days
 Air travel assistants	154 / 38	4 : 1 	33 days

- The occupation with the highest posting intensity (9-to-1) was Vehicle body builders and repairers.
- Posting intensity was also high (8-to-1) for Vehicle technicians, mechanics and electricians and Vehicle paint technicians.

Job Titles

Over the full year period, the top 20 most sought-after job titles across the transport technology sector were:

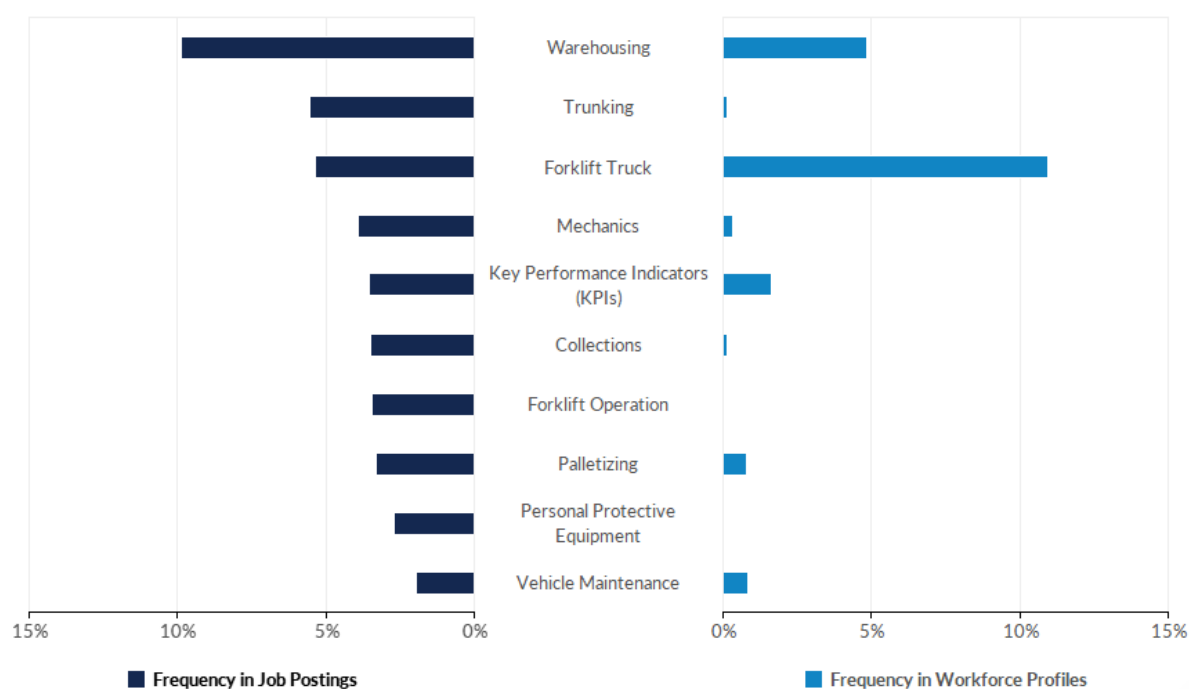
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
HGV/Large Goods Vehicle (LGV) Drivers	57,332 / 10,740	5 : 1 	33 days
Transport Drivers	10,248 / 2,304	4 : 1 	32 days
Delivery Drivers	8,971 / 1,939	5 : 1 	29 days
Driver Managers	6,076 / 1,207	5 : 1 	32 days
Store Managers (Management)	5,039 / 947	5 : 1 	33 days
Forklift Operators	3,433 / 943	4 : 1 	32 days
Vehicle Technicians	5,422 / 648	8 : 1 	35 days
Forklift Drivers	3,129 / 531	6 : 1 	33 days
High Reach Forklift Operators	2,281 / 426	5 : 1 	33 days
Bus Drivers	2,258 / 425	5 : 1 	33 days
Sorters (Production)	1,742 / 400	4 : 1 	31 days
Maintenance Mechanics	2,438 / 385	6 : 1 	32 days
Reach Truck Operators	1,405 / 308	5 : 1 	32 days
Driving Instructors	1,322 / 279	5 : 1 	34 days
Logistics Managers (Management)	1,439 / 265	5 : 1 	30 days
Warehouse Managers (Transportation and Material Moving)	1,324 / 264	5 : 1 	30 days
Furniture Delivery Drivers	871 / 261	3 : 1 	20 days
Transportation Managers (Management)	1,234 / 256	5 : 1 	32 days
Automotive Sales Representatives	1,998 / 239	8 : 1 	45 days
Engineering Technicians (Installation, Maintenance, and Repair)	2,067 / 222	9 : 1 	46 days

- Job postings for: Drivers, Forklift Operators and roles associated with warehousing and storage all feature prominently.
- By volume HGV/Large Goods Vehicle (LGV) Drivers recorded the most job postings.
- The most effort/intensity was put in for recruiting Engineering Technicians (Installation, Maintenance and repair) 9-to-1, notably higher than the sector average of 5-to-1.
- The posting intensity was also high for Vehicle Technicians and Automotive Sales Representative, both (8-to-1).
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the transport technology workforce across the WMCA 3 LEP geography:



- The top 10 in-demand skills suggest that the biggest skills gaps for transport technologies are Warehousing and Trunking.
- Warehousing occurred in 10% of all postings but only 5% of workforce profiles, whilst Trunking was identified in 6% of all postings but only appears in 1% of profiles.
- The need for skills around warehousing are also strengthened by the presence of Palletising in the top 10 most in-demand skills along with manual handling, stock control, flatbed truck operation and order picking.
- Reflecting the most posted job titles, forklift skills and other associated logistics skills all appear in both the top 10 in-demand skills and the long list below.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Warehousing	10%	3,730 / 37,732	5%	1,142 / 23,549
Trunking	6%	2,088 / 37,732	1%	30 / 23,549
Forklift Truck	5%	2,029 / 37,732	11%	2,581 / 23,549
Mechanics	4%	1,469 / 37,732	0%	81 / 23,549
Key Performance Indicators	4%	1,334 / 37,732	2%	381 / 23,549
Collections	3%	1,318 / 37,732	0%	36 / 23,549
Forklift Operation	3%	1,303 / 37,732	0%	0 / 23,549
Palletizing	3%	1,248 / 37,732	1%	187 / 23,549
Personal Protective Equipment	3%	1,016 / 37,732	0%	0 / 23,549
Vehicle Maintenance	2%	741 / 37,732	1%	201 / 23,549
Manual Handling	2%	704 / 37,732	1%	200 / 23,549
Supply Chain	2%	627 / 37,732	0%	0 / 23,549
Bank Statements	2%	592 / 37,732	0%	0 / 23,549
Customer Experience	1%	541 / 37,732	1%	323 / 23,549

Operations Management	1%	522 / 37,732	8%	1,893 / 23,549
Selling Techniques	1%	468 / 37,732	2%	354 / 23,549
Stock Control	1%	459 / 37,732	1%	324 / 23,549
Customer Satisfaction	1%	440 / 37,732	5%	1,216 / 23,549
Automotive Industry	1%	409 / 37,732	1%	209 / 23,549
Data Warehousing	1%	393 / 37,732	5%	1,200 / 23,549
Numeracy	1%	362 / 37,732	0%	24 / 23,549
Flatbed Truck Operation	1%	358 / 37,732	2%	444 / 23,549
Auditing	1%	330 / 37,732	1%	183 / 23,549
Safety Standards	1%	306 / 37,732	0%	17 / 23,549
Agriculture	1%	288 / 37,732	0%	13 / 23,549
Automobile Dealership	1%	266 / 37,732	0%	75 / 23,549
Packaging & Labelling	1%	244 / 37,732	1%	156 / 23,549
Purchasing	1%	242 / 37,732	3%	679 / 23,549
Machine Operation	1%	241 / 37,732	0%	24 / 23,549
Voucher	1%	240 / 37,732	0%	0 / 23,549
Merchandising	1%	225 / 37,732	2%	494 / 23,549
Sales Management	1%	225 / 37,732	4%	1,051 / 23,549
Profit & Loss (P&L)	1%	214 / 37,732	0%	0 / 23,549
Stock Management	1%	210 / 37,732	1%	232 / 23,549
Vehicle Inspection	1%	209 / 37,732	0%	11 / 23,549
Discounts & Allowances	1%	206 / 37,732	0%	0 / 23,549
Business Development	1%	192 / 37,732	4%	1,003 / 23,549
Order Picking	0%	187 / 37,732	1%	145 / 23,549
Painting	0%	180 / 37,732	0%	36 / 23,549
Warehouse Systems	0%	170 / 37,732	1%	243 / 23,549
Third-Party Logistics	0%	164 / 37,732	3%	643 / 23,549
Mortgage Loans	0%	163 / 37,732	0%	84 / 23,549
Performance Management	0%	158 / 37,732	2%	574 / 23,549
Office Assistant	0%	158 / 37,732	0%	0 / 23,549
Forecasting	0%	155 / 37,732	1%	304 / 23,549
Booking (Sales)	0%	152 / 37,732	0%	89 / 23,549
Medical Research	0%	150 / 37,732	0%	17 / 23,549
Brakes	0%	146 / 37,732	0%	72 / 23,549
Procurement	0%	146 / 37,732	2%	526 / 23,549
Training Package	0%	140 / 37,732	0%	0 / 23,549

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- There are currently 41,500 workers in the transport technologies sector furloughed, just under a third of the potential workforce (31.3%).

Advanced Manufacturing

Context

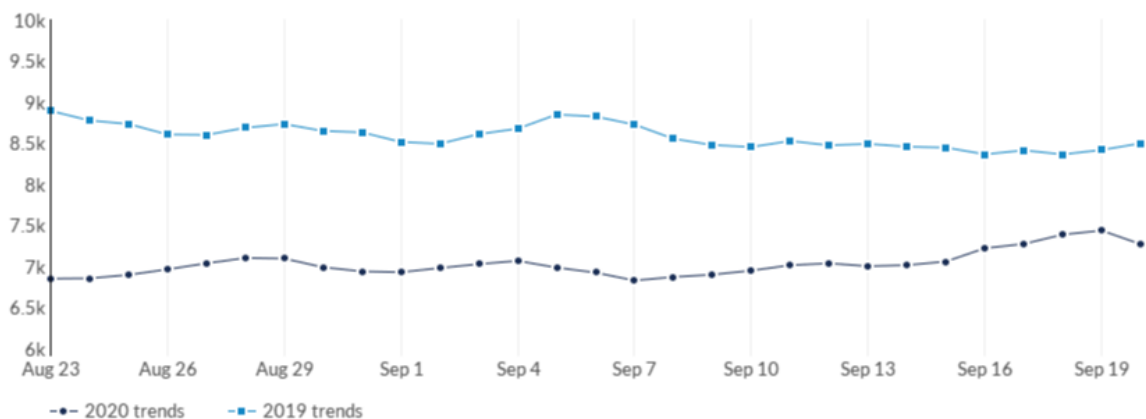
In the last year (August 2019 to August 2020) there were 377,301 total job postings across the WMCA 3 LEP area for roles in advanced manufacturing sector. Of these total posting 56,292 were unique postings.

- These numbers give a posting intensity of 7-to-1. This means that for every 7 postings there was 1 unique job posting.
- This is above the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is higher and recruiters are putting in more effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 174,767 total job postings for the advanced manufacturing sector, with 24,567 unique postings.

- These numbers also give a posting intensity of 7-to-1, suggesting that the demand in this sector has remained higher than that for all other occupations over the current pandemic period.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:






















- Over this closer timeframe (August 23 to September 19), demand in the advanced manufacturing remains below (-13.7%) the same comparable period last year.
- However, there has been a notable rebound in the last 30 days, with job posting activity for this sector increasing by 9.3 percentage points.

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Wolverhampton (by volume) recorded the most job postings. Birmingham alone accounted for almost a third of all job postings (32.8%) in this sector, with all three locations together equating to half of all postings (49.5%).

Top Cities Posting


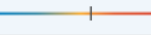






































City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	131,359 / 18,457	7 : 1 	33 days
Coventry	50,845 / 6,742	8 : 1 	35 days
Wolverhampton	17,490 / 2,693	6 : 1 	33 days
Dudley	13,065 / 2,237	6 : 1 	33 days
Walsall	9,796 / 1,749	6 : 1 	32 days
Warwick	10,934 / 1,710	6 : 1 	32 days
Redditch	11,233 / 1,544	7 : 1 	33 days
Rugby	11,730 / 1,525	8 : 1 	33 days
Tamworth	10,234 / 1,309	8 : 1 	33 days
Solihull	7,652 / 1,294	6 : 1 	32 days
West Bromwich	8,612 / 1,294	7 : 1 	31 days
Burton upon Trent	7,509 / 1,031	7 : 1 	33 days
Nuneaton	7,866 / 996	8 : 1 	33 days
West Midlands	5,126 / 772	7 : 1 	24 days
Kidderminster	4,451 / 654	7 : 1 	33 days
Stratford-upon-Avon	4,551 / 629	7 : 1 	32 days
Cannock	4,563 / 627	7 : 1 	33 days
Lichfield	3,673 / 589	6 : 1 	32 days
Royal Leamington Spa	4,080 / 551	7 : 1 	33 days
Wednesbury	2,879 / 548	5 : 1 	33 days

- The areas with the highest posting intensity (8-to-1) suggesting increased demand and effort by recruiters to fill positions in this sector included: Coventry, Rugby, Tamworth and Nuneaton.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Metal working production and maintenance fitters. Job postings for this occupation were almost twice as high as those for the next prominent - Engineering technicians.

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
 Metal working production and maintenance fitters	86,314 / 11,586	7 : 1 	33 days
 Engineering technicians	42,044 / 6,324	7 : 1 	33 days
 Production managers and directors in manufacturing	34,585 / 5,834	6 : 1 	31 days
 Civil engineers	31,724 / 4,721	7 : 1 	34 days
 Metal machining setters and setter-operators	24,473 / 3,524	7 : 1 	33 days
 Vehicle technicians, mechanics and electricians	24,455 / 3,194	8 : 1 	34 days
 Design and development engineers	22,774 / 3,039	7 : 1 	35 days
 Plumbers and heating and ventilating engineers	15,000 / 2,521	6 : 1 	32 days
 Welding trades	13,538 / 2,406	6 : 1 	33 days
 Engineering professionals n.e.c.	12,020 / 1,844	7 : 1 	33 days
 Production and process engineers	11,191 / 1,803	6 : 1 	33 days
 Elementary process plant occupations n.e.c.	7,767 / 1,550	5 : 1 	32 days
 IT engineers	8,761 / 1,284	7 : 1 	30 days
 Electrical engineers	8,848 / 1,236	7 : 1 	36 days
 Skilled metal, electrical and electronic trades supervisors	4,242 / 633	7 : 1 	31 days
 Packers, bottlers, canners and fillers	2,753 / 594	5 : 1 	31 days
 Air-conditioning and refrigeration engineers	5,170 / 590	9 : 1 	40 days
 Telecommunications engineers	2,711 / 520	5 : 1 	31 days
 Assemblers (electrical and electronic products)	2,315 / 362	6 : 1 	32 days
 Food, drink and tobacco process operatives	1,665 / 355	5 : 1 	32 days

- The occupation with the highest posting intensity (9-to-1) was Air-conditioning and refrigeration engineers.
- Posting intensity was also high (8-to-1) for Vehicle technicians, mechanics and electricians.
- Occupations with elements of 'engineering' appeared in 11 out of the top 20 most prevalent occupations for this sector.

Job Titles

Over the full year period, the top 20 most sought-after job titles across the advanced manufacturing sector were:

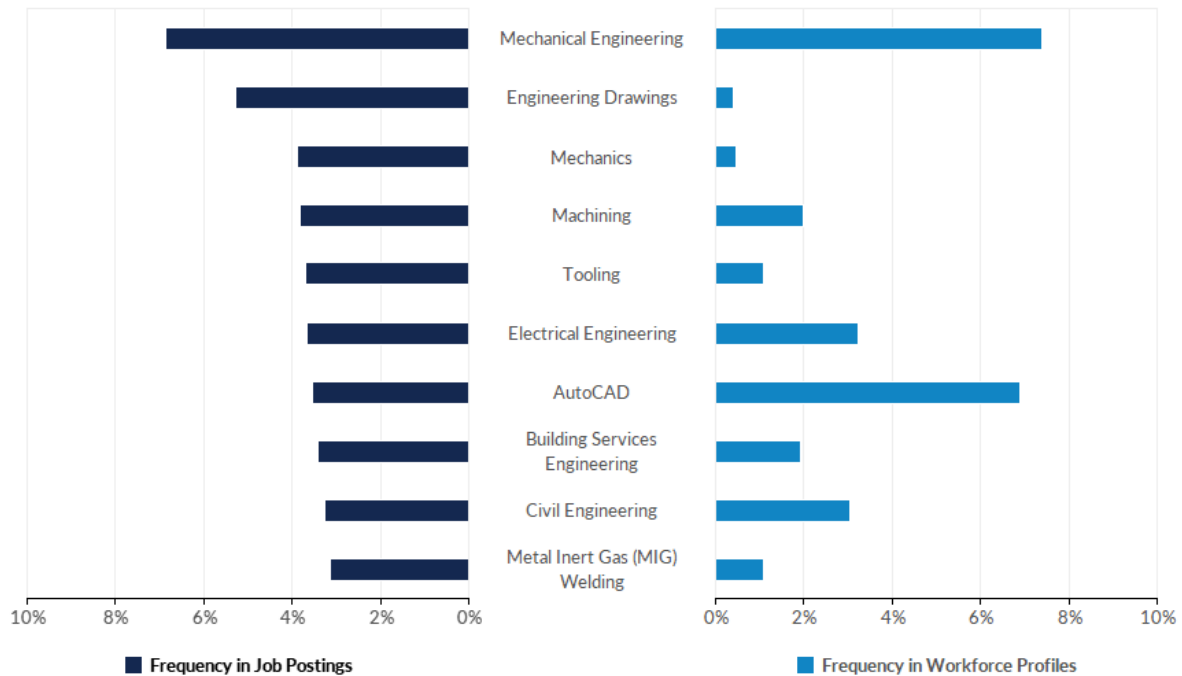
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Mechanical Engineers	20,514 / 2,605	8 : 1	35 days
Maintenance Engineers (Installation, Maintenance, and Repair)	18,790 / 1,984	9 : 1	37 days
Welders (Production)	8,020 / 1,307	6 : 1	33 days
Structural Fitters	9,178 / 1,302	7 : 1	32 days
Setters	9,594 / 1,288	7 : 1	33 days
Production Operators	6,822 / 1,187	6 : 1	32 days
Engineering Mechanics (Installation, Maintenance, and Repair)	8,311 / 1,094	8 : 1	36 days
Fabricators	4,964 / 886	6 : 1	32 days
Project Engineers (Architecture and Engineering)	4,971 / 715	7 : 1	35 days
Structural Engineers	5,338 / 669	8 : 1	33 days
Vehicle Technicians	5,578 / 644	9 : 1	39 days
Design Engineers (Computer and Mathematical)	4,682 / 631	7 : 1	32 days
Oil and Gas Engineers	4,458 / 613	7 : 1	32 days
Press Operators	3,987 / 611	7 : 1	33 days
Maintenance Mechanics	3,506 / 600	6 : 1	33 days
CNC Programmers	4,355 / 585	7 : 1	34 days
Installation Engineers	3,346 / 503	7 : 1	34 days
Principal Engineers	3,727 / 480	8 : 1	43 days
Service Engineers	3,882 / 477	8 : 1	42 days
Plumbers	2,203 / 445	5 : 1	32 days

- Job postings for: Engineers, Mechanics, Welders and Fitters all feature prominently, suggesting increased demand for skills associated with these roles.
- By volume Mechanical Engineers recorded the most job postings.
- The most effort/intensity was put in for recruiting Maintenance Engineers (Installation, Maintenance and Repair) and Vehicle Technicians, both 9-to-1, higher than the sector average of 7-to-1, suggesting significant demand.
- Alongside Mechanical Engineers, the posting intensity was also high (7-to-1) for Structural Engineers, Principal Engineers and Service Engineers.
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the advanced manufacturing workforce across the WMCA 3 LEP geography:



- The top 10 in-demand skills suggest that the biggest skills gaps for advanced manufacturing are Engineering Drawings and Mechanics.
- Engineering Drawings occurred in 5% of all postings but only 1% of workforce profiles, whilst Mechanics was identified in 4% of all postings but again only appears in 1% of profiles.
- The need for skills around engineering drawings are also strengthened by the presence of AutoCAD in the top 10 most in-demand skills and computer-aided design, SolidWorks, 3D-Modelling, design and technical drawing in the long list.
- Reflecting the most posted job titles, Mechanical Engineering is the most in-demand hard-skill, appearing in 7% of all job postings for this sector and likewise skills associated with engineering echoing the most prevalent occupations.
- There is also notable demand for welding, tooling and fabrication with variances of these skills appearing in the top 10 in-demand skills and long list.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Mechanical Engineering	7%	3,862 / 56,292	7%	3,729 / 50,362
Engineering Drawings	5%	2,964 / 56,292	1%	209 / 50,362
Mechanics	4%	2,179 / 56,292	1%	228 / 50,362
Machining	4%	2,150 / 56,292	2%	1,000 / 50,362
Tooling	4%	2,088 / 56,292	1%	544 / 50,362
Electrical Engineering	4%	2,055 / 56,292	3%	1,620 / 50,362
AutoCAD	4%	1,995 / 56,292	7%	3,472 / 50,362
Building Services Engineering	3%	1,931 / 56,292	2%	973 / 50,362
Civil Engineering	3%	1,837 / 56,292	3%	1,531 / 50,362
Metal Inert Gas (MIG) Welding	3%	1,761 / 56,292	1%	553 / 50,362
Computer-Aided Design	3%	1,691 / 56,292	5%	2,736 / 50,362
Hydraulics	3%	1,667 / 56,292	1%	646 / 50,362
Key Performance Indicators	3%	1,659 / 56,292	1%	475 / 50,362
HVAC	3%	1,641 / 56,292	2%	901 / 50,362
Project Engineering	3%	1,615 / 56,292	7%	3,518 / 50,362
New Product Development	3%	1,593 / 56,292	5%	2,336 / 50,362
Risk Analysis	3%	1,537 / 56,292	2%	858 / 50,362
Automation	3%	1,525 / 56,292	2%	1,213 / 50,362
Welding	3%	1,514 / 56,292	1%	716 / 50,362
Manufacturing Processes	2%	1,362 / 56,292	1%	383 / 50,362
Auditing	2%	1,360 / 56,292	1%	478 / 50,362
Lean Manufacturing	2%	1,358 / 56,292	8%	3,907 / 50,362
Commissioning	2%	1,354 / 56,292	2%	1,090 / 50,362
Engineering Design Process	2%	1,332 / 56,292	2%	798 / 50,362
Plumbing	2%	1,318 / 56,292	1%	405 / 50,362
Lathes	2%	1,312 / 56,292	0%	243 / 50,362
Fabrication	2%	1,279 / 56,292	1%	299 / 50,362
Continuous Improvement	2%	1,270 / 56,292	9%	4,360 / 50,362
Engineering Management	2%	1,199 / 56,292	4%	2,191 / 50,362
Computer Numerical Control	2%	1,180 / 56,292	1%	410 / 50,362
Sheet Metal	2%	1,118 / 56,292	1%	458 / 50,362
Warehousing	2%	1,106 / 56,292	1%	568 / 50,362
SolidWorks (CAD)	2%	1,102 / 56,292	5%	2,307 / 50,362
Gas Tungsten Arc Welding	2%	1,073 / 56,292	1%	332 / 50,362
Control Systems	2%	1,069 / 56,292	1%	602 / 50,362
Grinding	2%	1,054 / 56,292	0%	156 / 50,362
Automotive Industry	2%	1,042 / 56,292	2%	892 / 50,362
Environment Health & Safety	2%	1,042 / 56,292	0%	57 / 50,362
Packaging & Labelling	2%	1,041 / 56,292	1%	584 / 50,362
Programmable Logic Controllers	2%	1,034 / 56,292	1%	603 / 50,362
Production Management	2%	1,019 / 56,292	2%	819 / 50,362
Electrical Wiring	2%	1,017 / 56,292	1%	422 / 50,362
Pneumatics	2%	1,015 / 56,292	1%	276 / 50,362
Personal Protective Equipment	2%	986 / 56,292	0%	0 / 50,362
Project Management	2%	974 / 56,292	8%	4,015 / 50,362
Development Environment	2%	947 / 56,292	0%	0 / 50,362
3D Modelling	2%	943 / 56,292	1%	285 / 50,362
Boilers	2%	935 / 56,292	1%	575 / 50,362
Procurement	2%	927 / 56,292	3%	1,361 / 50,362
Technical Drawing	2%	918 / 56,292	0%	239 / 50,362

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- There are currently 159,300 workers in the advanced manufacturing sector furloughed, just over half of the potential workforce (50.5%).

Health and Care

Context

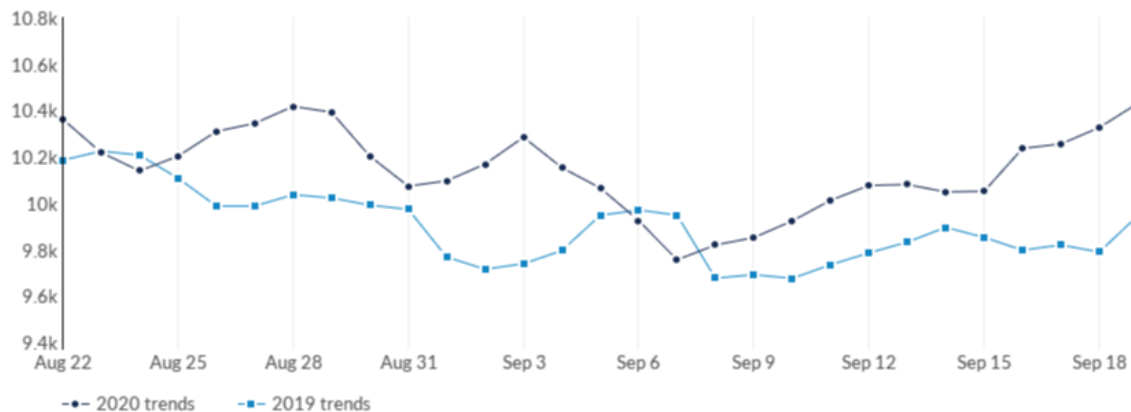
In the last year (August 2019 to August 2020) there were 401,681 total job postings across the WMCA 3 LEP area for roles in the health and care sector. Of these total posting 76,769 were unique postings.

- These numbers give a posting intensity of 5-to-1. This means that for every 5 postings there was 1 unique job posting.
- This is close to the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is standard and recruiters are putting in average effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 221,734 total job postings for the health and care sector, with 39,556 unique postings.

- These numbers give a posting intensity of 6-to-1, suggesting that the demand for roles in this sector have increased (unsurprisingly) over the course of the pandemic.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- The period 21 August to 19 September continues this trend, highlighting how demand in this sector has invariably remained above the same comparable period in 2019. This is likely to increase once again if fears of a 'second wave' of coronavirus hits the West Midlands.

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Wolverhampton (by volume) recorded the most job postings. These three locations accounted for 46% of all unique job postings.

Top Cities Posting









































City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	136,728 / 24,057	6 : 1	33 days
Coventry	38,298 / 6,587	6 : 1	33 days
Wolverhampton	23,690 / 5,005	5 : 1	32 days
Walsall	16,394 / 3,385	5 : 1	33 days
Dudley	17,672 / 3,218	5 : 1	33 days
Nuneaton	11,239 / 2,056	5 : 1	32 days
Burton upon Trent	9,958 / 2,053	5 : 1	33 days
Solihull	10,132 / 1,990	5 : 1	33 days
Warwick	8,332 / 1,767	5 : 1	32 days
Cannock	10,854 / 1,655	7 : 1	33 days
West Bromwich	6,698 / 1,471	5 : 1	32 days
Kidderminster	9,040 / 1,459	6 : 1	33 days
Redditch	6,945 / 1,459	5 : 1	32 days
The Royal Town of Sutton Coldfield	7,020 / 1,437	5 : 1	32 days
Rugby	8,682 / 1,413	6 : 1	33 days
West Midlands	3,624 / 1,084	3 : 1	28 days
Tamworth	4,418 / 1,064	4 : 1	32 days
Bromsgrove	5,285 / 997	5 : 1	32 days
Stratford-upon-Avon	5,112 / 979	5 : 1	33 days
Royal Leamington Spa	5,448 / 975	6 : 1	40 days

- The area with the highest posting intensity was Cannock (7-to-1), suggesting the highest demand.
- Other notable areas in terms of intensity included: Birmingham, Coventry, Kidderminster, Rugby and Royal Leamington Spa – who all recorded posting intensity of 6-to-1, above the long-run average for the sector suggesting higher demand and recruitment activity.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Nurses and Care workers and home carers. Nurses also had the joint highest posting intensity alongside Health and safety officers (6-to-1).

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
 Nurses	164,436 / 26,310	6 : 1 	33 days
 Care workers and home carers	83,684 / 15,293	5 : 1 	33 days
 Medical practitioners	20,834 / 4,979	4 : 1 	30 days
 Nursing auxiliaries and assistants	22,876 / 4,786	5 : 1 	32 days
 Residential, day and domiciliary care managers and proprietors	22,479 / 4,374	5 : 1 	33 days
 Senior care workers	10,488 / 2,361	4 : 1 	32 days
 Health and safety officers	13,903 / 2,287	6 : 1 	33 days
 Occupational therapists	8,210 / 1,774	5 : 1 	32 days
 Physiotherapists	6,435 / 1,412	5 : 1 	33 days
 Health services and public health managers and directors	5,990 / 1,321	5 : 1 	30 days
 Psychologists	5,300 / 1,240	4 : 1 	30 days
 Dental practitioners	2,677 / 985	3 : 1 	49 days
 Dental nurses	3,067 / 978	3 : 1 	43 days
 Health professionals n.e.c.	3,597 / 876	4 : 1 	20 days
 Pharmacists	2,808 / 843	3 : 1 	30 days
 Pharmaceutical technicians	2,910 / 780	4 : 1 	28 days
 Medical radiographers	3,042 / 778	4 : 1 	32 days
 Medical secretaries	2,670 / 750	4 : 1 	22 days
 Biological scientists and biochemists	3,015 / 652	5 : 1 	31 days
 Ophthalmic opticians	1,784 / 619	3 : 1 	17 days

- There were 5,718 total job postings for Pharmacists and Pharmaceutical technicians across the WMCA 3 LEP geography. Of these postings 1,623 were unique. This gives a posting intensity of 4-to-1.

Job Titles

Over the full year period, the top 20 most sought-after job titles in health and care were:

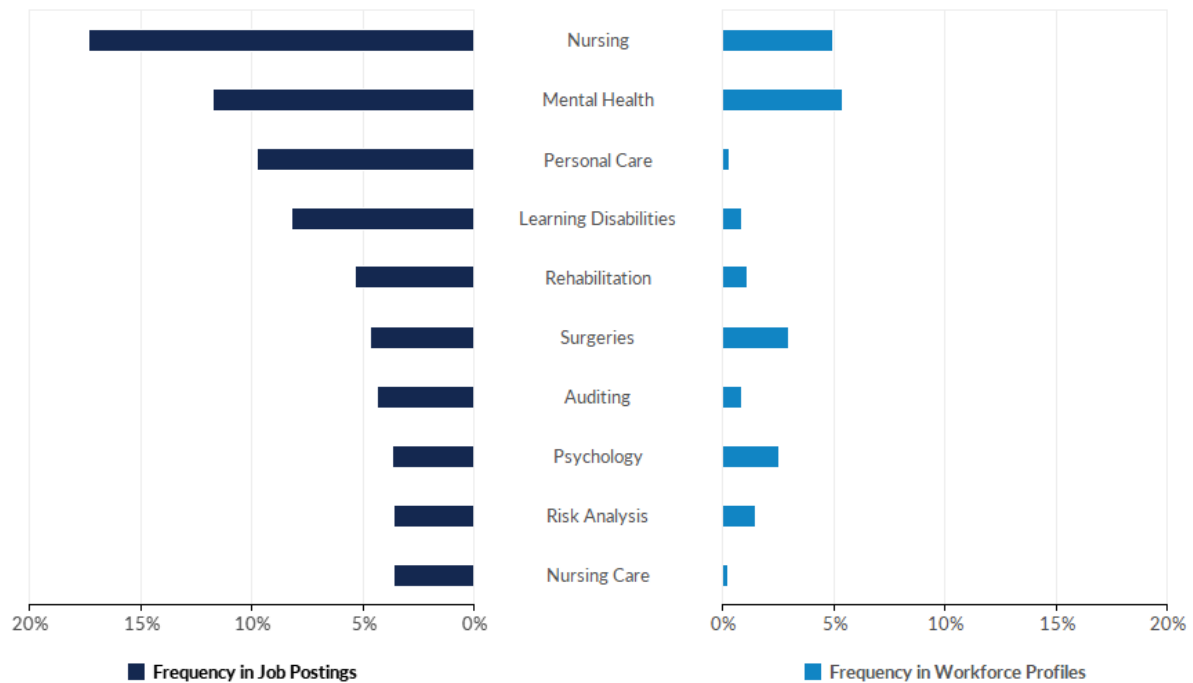
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Family Support Workers	24,474 / 3,619	7 : 1	40 days
Personal Care Assistants	22,102 / 3,605	6 : 1	33 days
Registered Nurses	25,185 / 2,999	8 : 1	44 days
Staff Nurses	20,490 / 2,757	7 : 1	45 days
Physiotherapists	9,127 / 1,943	5 : 1	33 days
Home Care Social Workers	9,423 / 1,938	5 : 1	33 days
Healthcare Assistants (Healthcare Support)	7,229 / 1,446	5 : 1	33 days
Nurse Educators (Education, Training, and Library)	7,464 / 1,296	6 : 1	35 days
Night Nurses	8,195 / 1,093	7 : 1	46 days
Health Practitioners	6,593 / 1,087	6 : 1	31 days
Dentists	2,942 / 1,064	3 : 1	55 days
Occupational Therapists	4,812 / 938	5 : 1	32 days
Healthcare Workers	4,827 / 902	5 : 1	34 days
Mental Health Technicians (Healthcare Practitioners and Technical)	6,316 / 894	7 : 1	41 days
Residential Support Staffs	4,775 / 838	6 : 1	33 days
Nurse Managers (Management)	5,263 / 802	7 : 1	41 days
Mental Health Practitioners	3,163 / 789	4 : 1	29 days
Nursing Home Administrators	4,934 / 781	6 : 1	36 days
Advance Practice Registered Nurses (APRN)	2,704 / 671	4 : 1	32 days
Dental Hygienists	2,376 / 659	4 : 1	41 days

- Mirroring the most prevalent occupations, both Personal Care Assistants and Registered Nurses feature prominently with a high number of job postings.
- However, the most job postings (by volume) in the sector was for Family Support Workers (7-to-1).
- The most effort/intensity was put in for recruiting Registered Nurses 8-to-1, markedly higher than the sector average of 5-to-1, suggesting significant demand.
- The posting intensity for Staff Nurses, Night Nurses, Nurse Managers and Mental Health Technicians (Healthcare Practitioners and Technical) are also notably higher than the sector average (7-to-1).
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the health and care workforce across the WMCA 3 LEP geography:



- Unsurprisingly, given the number of job postings for nurses and associated titles, the top 10 in-demand skills suggest that the biggest skills gap for health and care is Nursing. Nursing appeared in 17% of all job postings for this sector, but I found in just 5% of workforce profiles.
- Nursing is followed by Personal Care, which appeared in 10% of job posting but doesn't appear in any workforce profiles across the sector; and Mental Health, 12% of job postings but just 5% of workforce profiles.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Nursing	17%	13,304 / 76,769	5%	4,406 / 89,197
Mental Health	12%	8,998 / 76,769	5%	4,826 / 89,197
Personal Care	10%	7,469 / 76,769	0%	266 / 89,197
Learning Disabilities	8%	6,284 / 76,769	1%	791 / 89,197
Rehabilitation	5%	4,108 / 76,769	1%	980 / 89,197
Surgeries	5%	3,587 / 76,769	3%	2,660 / 89,197
Auditing	4%	3,317 / 76,769	1%	754 / 89,197
Psychology	4%	2,801 / 76,769	3%	2,280 / 89,197
Risk Analysis	4%	2,789 / 76,769	1%	1,328 / 89,197
Nursing Care	4%	2,763 / 76,769	0%	221 / 89,197
Physical Therapy	3%	2,386 / 76,769	1%	1,029 / 89,197
Autism (Therapies)	3%	2,243 / 76,769	1%	467 / 89,197
Welfare	3%	2,209 / 76,769	0%	189 / 89,197
Occupational Therapy	3%	2,159 / 76,769	1%	615 / 89,197
Primary Care	3%	2,133 / 76,769	0%	309 / 89,197
Elderly Care	2%	1,867 / 76,769	1%	1,309 / 89,197
Disabilities	2%	1,673 / 76,769	0%	188 / 89,197

Home Care	2%	1,646 / 76,769	2%	2,215 / 89,197
Palliative Care	2%	1,642 / 76,769	1%	504 / 89,197
Trauma	2%	1,501 / 76,769	1%	739 / 89,197
Midwifery	2%	1,401 / 76,769	1%	486 / 89,197
Dentistry	2%	1,391 / 76,769	1%	808 / 89,197
Trac Pipes	2%	1,307 / 76,769	0%	0 / 89,197
Microsoft Deployment Toolkit	2%	1,248 / 76,769	0%	121 / 89,197
Care Planning	2%	1,211 / 76,769	0%	355 / 89,197
Orthopaedics	2%	1,208 / 76,769	0%	0 / 89,197
Nursing Homes	1%	1,151 / 76,769	0%	75 / 89,197
Social Support	1%	1,110 / 76,769	0%	72 / 89,197
Clinical Supervision	1%	1,052 / 76,769	1%	677 / 89,197
Urgent Care	1%	1,048 / 76,769	0%	280 / 89,197
Social Work	1%	1,043 / 76,769	1%	1,110 / 89,197
Clinical Practices	1%	1,021 / 76,769	0%	98 / 89,197
Psychiatry	1%	1,000 / 76,769	0%	300 / 89,197
Clinical Governance	1%	947 / 76,769	1%	678 / 89,197
Service Delivery	1%	934 / 76,769	1%	783 / 89,197
Pharmaceuticals	1%	933 / 76,769	1%	1,218 / 89,197
Neurology	1%	930 / 76,769	0%	324 / 89,197
Radiography	1%	917 / 76,769	0%	296 / 89,197
Voucher	1%	875 / 76,769	0%	0 / 89,197
Clinical Leadership	1%	872 / 76,769	0%	0 / 89,197
Manual Handling	1%	871 / 76,769	2%	1,927 / 89,197
Community Mental Health	1%	869 / 76,769	0%	154 / 89,197
Infection Control	1%	854 / 76,769	0%	133 / 89,197
Cooking	1%	836 / 76,769	1%	672 / 89,197
Labor Economics	1%	816 / 76,769	0%	0 / 89,197
Meal Planning and Preparation	1%	812 / 76,769	0%	0 / 89,197
Service Development Studio	1%	802 / 76,769	0%	141 / 89,197
Paediatrics	1%	751 / 76,769	2%	1,936 / 89,197
Intensive Care Unit	1%	734 / 76,769	1%	569 / 89,197
Clinical Psychology	1%	729 / 76,769	0%	445 / 89,197

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- There are currently 35,900 workers in the health and care sector furloughed, 10.0% of the potential workforce.

Digital

Context

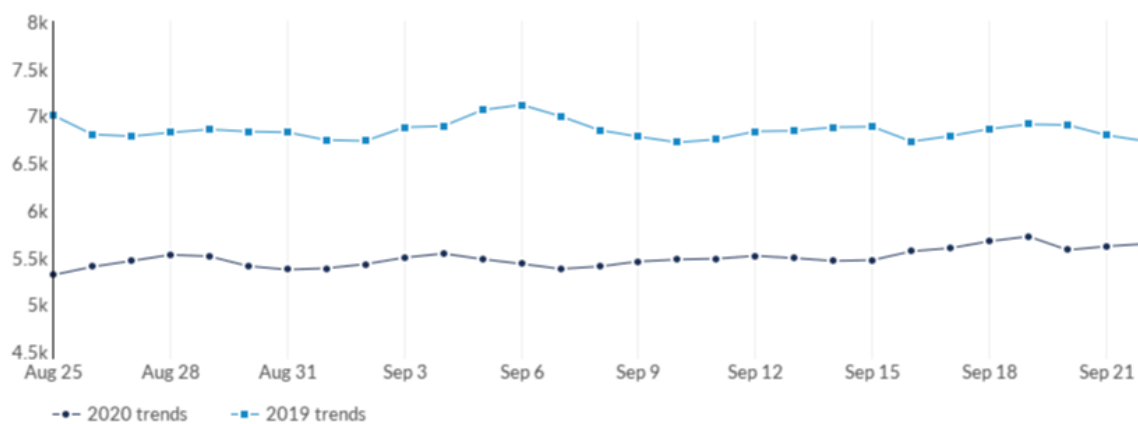
In the last year (August 2019 to August 2020) there were 315,252 total job postings across the WMCA 3 LEP area for roles in digital sector. Of these total posting 49,611 were unique postings.

- These numbers give a posting intensity of 6-to-1. This means that for every 6 postings there was 1 unique job posting.
- This is in-line with the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is standard and recruiters are putting in average effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 149,479 total job postings for the agri-tech sector, with 21,969 unique postings.

- These numbers give a posting intensity of 7-to-1, suggesting that demand in this sector has increased over the current pandemic period and is now higher than for other sectors.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- Over this closer timeframe (August 25 to September 23), demand in the digital sector remains below (-15.1%) the same comparable period last year.
- However, demand has increased in the last 30 days, with job posting activity for this sector increasing by 9.1 percentage points.

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Solihull (by volume) recorded the most job postings. Birmingham alone accounted for 46.9 per cent of all postings, suggesting that demand is fairly concentrated in this sector. The number of postings recorded in Birmingham were around four times higher than those in Coventry the second most prevalent location.

Top Cities Posting



























City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	150,866 / 23,251	6 : 1	30 days
Coventry	37,011 / 5,243	7 : 1	33 days
Solihull	15,412 / 2,495	6 : 1	33 days
Warwick	12,993 / 1,974	7 : 1	32 days
Wolverhampton	9,168 / 1,399	7 : 1	33 days
Rugby	6,499 / 987	7 : 1	33 days
Royal Leamington Spa	5,649 / 916	6 : 1	37 days
Walsall	5,235 / 855	6 : 1	33 days
Redditch	5,870 / 836	7 : 1	35 days
Tamworth	6,931 / 818	8 : 1	38 days
Dudley	4,414 / 769	6 : 1	32 days
The Royal Town of Sutton Coldfield	4,741 / 661	7 : 1	32 days
Lichfield	4,696 / 644	7 : 1	33 days
West Midlands	3,605 / 615	6 : 1	14 days
West Bromwich	2,622 / 595	4 : 1	27 days
Stratford-upon-Avon	2,936 / 582	5 : 1	29 days
Nuneaton	3,201 / 490	7 : 1	33 days
Cannock	4,326 / 468	9 : 1	35 days
Burton upon Trent	2,938 / 466	6 : 1	32 days
Bromsgrove	2,884 / 403	7 : 1	38 days

- The greatest posting intensity was reported in Cannock (9-to-1) and Tamworth (8-to-1), implying increased demand and effort by recruiters to fill positions in these areas.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Programmers and software development professionals. Job postings for this occupation were around twice as higher than the next occupational class.

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
 Programmers and software development professionals	98,017 / 14,115	7 : 1 	32 days
 Information technology and telecommunications professionals n.e.c.	45,544 / 7,650	6 : 1 	32 days
 IT specialist managers	34,951 / 5,942	6 : 1 	28 days
 Web design and development professionals	32,140 / 4,752	7 : 1 	33 days
 Electricians and electrical fitters	29,220 / 4,374	7 : 1 	32 days
 IT user support technicians	24,917 / 3,964	6 : 1 	32 days
 IT operations technicians	21,247 / 3,912	5 : 1 	31 days
 IT business analysts, architects and systems designers	20,024 / 3,361	6 : 1 	31 days
 IT project and programme managers	4,608 / 721	6 : 1 	29 days
 Telecommunications engineers	2,711 / 520	5 : 1 	31 days
 Electrical and electronics technicians	1,427 / 223	6 : 1 	34 days
 Information technology and telecommunications directors	422 / 70	6 : 1 	26 days
 Electronics engineers	24 / 7	3 : 1 	33 days

- Alongside Programmers and software development professionals (7-to-1), the highest posting intensity was also recorded for Web design and development professionals and Electricians and electrical fitters.
- Occupations in IT and telecommunications also featured heavily in the most in-demand occupations.

Job Titles

Over the full year period, the top 20 most sought-after job titles across the digital sector were:

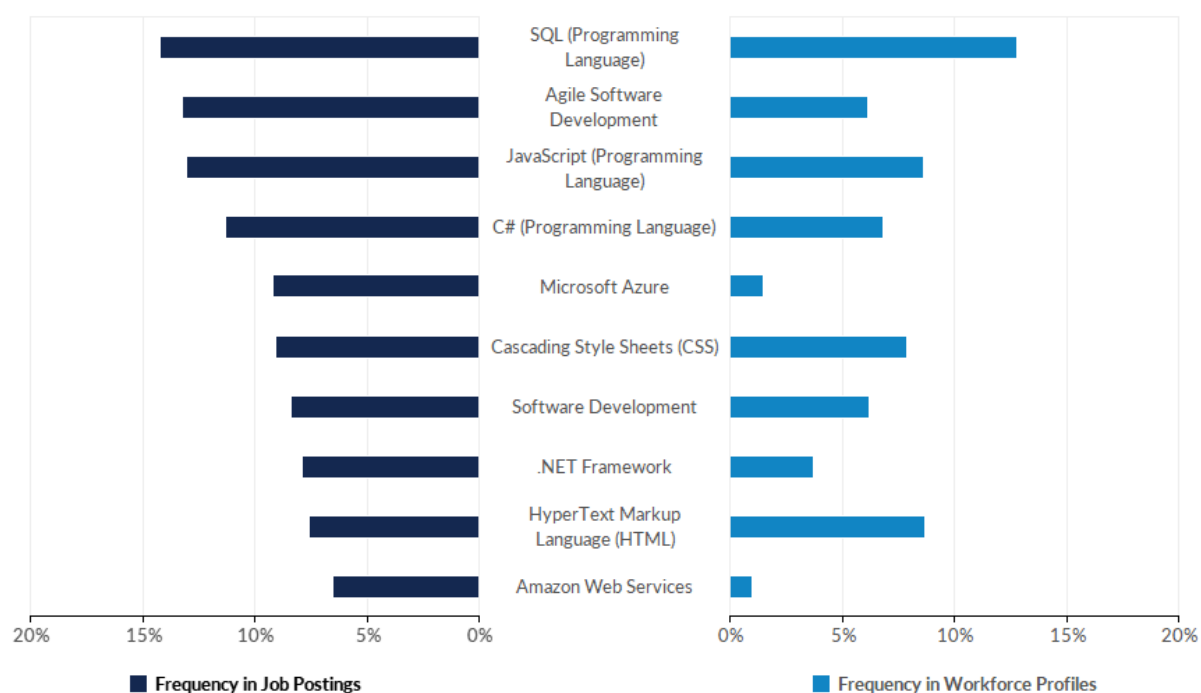
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Software Engineers	8,602 / 1,237	7 : 1	33 days
C/C++ Developers	10,327 / 1,214	9 : 1	33 days
Front-End Developers	6,962 / 1,031	7 : 1	32 days
IT Support Analysts	6,940 / 1,000	7 : 1	32 days
Web Developers	6,298 / 974	6 : 1	38 days
.Net Developers	9,308 / 915	10 : 1	33 days
PHP Developers	7,705 / 907	8 : 1	33 days
Electricians	4,532 / 839	5 : 1	30 days
Cloud Engineer Architects	4,166 / 680	6 : 1	30 days
Project Managers (Management)	4,009 / 561	7 : 1	32 days
Maintenance Engineers (Installation, Maintenance, and Repair)	4,632 / 541	9 : 1	33 days
Staff Software Developers	3,226 / 472	7 : 1	34 days
Java Developers	4,227 / 466	9 : 1	31 days
Network Engineers (Architecture and Engineering)	3,069 / 457	7 : 1	29 days
Multimedia Developers	2,618 / 452	6 : 1	29 days
Service Desk Analysts	2,487 / 400	6 : 1	30 days
Security Analysts	2,328 / 391	6 : 1	33 days
Microsoft Dynamics Developers	1,851 / 342	5 : 1	34 days
Solution Designers	1,997 / 331	6 : 1	33 days
Senior Developers	2,323 / 328	7 : 1	32 days

- Job postings for roles associated with developers, analysts and engineers all feature prominently for this sector.
- Software Engineers recorded the most job postings by volume, followed by C/C++ Developers and general Front-end Developers.
- Posting intensity was highest for .Net Developers (10-to-1), notably higher than the sector average of 6-to-1.
- Other roles with high posting intensity included: C/C++ Developers, Maintenance Engineers (Installation, Maintenance and Repair) and Java Developers.
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the digital workforce across the WMCA 3 LEP geography:



- The top 10 in-demand skills suggest that the biggest skills gaps for the digital sector are Agile Software Development and Microsoft Azure; both with a differential of 7 per cent between frequency in postings and frequency in workforce profiles.
- SQL (Programming Language) was the most reoccurring desired hard skill appearing in 14 per cent of all job postings for this sector.
- Mirroring the most commonly posted job titles and occupations, programming and developer skills both feature prominently in the top 10 most in-demand hard skills.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
SQL (Programming Language)	14%	7,042 / 49,611	13%	4,210 / 32,882
Agile Software Development	13%	6,577 / 49,611	6%	2,020 / 32,882
JavaScript (Programming Language)	13%	6,485 / 49,611	9%	2,849 / 32,882
C# (Programming Language)	11%	5,597 / 49,611	7%	2,237 / 32,882
Microsoft Azure	9%	4,566 / 49,611	2%	496 / 32,882
Cascading Style Sheets (CSS)	9%	4,513 / 49,611	8%	2,593 / 32,882
Software Development	8%	4,151 / 49,611	6%	2,036 / 32,882
.NET Framework	8%	3,902 / 49,611	4%	1,227 / 32,882
HTML	8%	3,768 / 49,611	9%	2,868 / 32,882
Amazon Web Services	7%	3,236 / 49,611	1%	335 / 32,882
Java (Programming Language)	6%	3,181 / 49,611	6%	2,009 / 32,882
Python (Programming Language)	6%	2,878 / 49,611	3%	973 / 32,882
Application Programming Interface (API)	6%	2,757 / 49,611	2%	497 / 32,882
Automation	5%	2,707 / 49,611	2%	801 / 32,882

Software Engineering	5%	2,651 / 49,611	4%	1,370 / 32,882
React.js	5%	2,473 / 49,611	1%	230 / 32,882
Front End (Software Engineering)	5%	2,443 / 49,611	2%	566 / 32,882
DevOps	5%	2,366 / 49,611	1%	242 / 32,882
Technical Support	5%	2,295 / 49,611	8%	2,784 / 32,882
Linux	4%	2,228 / 49,611	5%	1,668 / 32,882
Angular (Web Framework)	4%	2,225 / 49,611	1%	483 / 32,882
Microsoft SQL Servers	4%	2,151 / 49,611	8%	2,790 / 32,882
Information Technology Infrastructure	4%	2,130 / 49,611	9%	2,983 / 32,882
PHP (Scripting Language)	4%	2,053 / 49,611	5%	1,779 / 32,882
HTML5	4%	2,014 / 49,611	4%	1,240 / 32,882
Scrum (Software Development)	4%	1,971 / 49,611	3%	910 / 32,882
Windows Servers	4%	1,960 / 49,611	10%	3,301 / 32,882
Active Directory	4%	1,923 / 49,611	10%	3,348 / 32,882
Operating Systems	4%	1,848 / 49,611	3%	850 / 32,882
Service Desk	4%	1,835 / 49,611	3%	1,113 / 32,882
Cyber Security	4%	1,812 / 49,611	1%	294 / 32,882
Firewall	4%	1,760 / 49,611	3%	860 / 32,882
Help Desk	3%	1,705 / 49,611	2%	578 / 32,882
Scripting	3%	1,671 / 49,611	1%	423 / 32,882
C++ (Programming Language)	3%	1,631 / 49,611	5%	1,553 / 32,882
Full Stack Software Engineering	3%	1,628 / 49,611	1%	232 / 32,882
MySQL	3%	1,615 / 49,611	5%	1,670 / 32,882
Business Requirements	3%	1,598 / 49,611	1%	387 / 32,882
Auditing	3%	1,575 / 49,611	1%	392 / 32,882
Customer Relationship Management	3%	1,560 / 49,611	4%	1,295 / 32,882
Office365	3%	1,559 / 49,611	2%	508 / 32,882
Solution Architecture	3%	1,523 / 49,611	3%	1,116 / 32,882
IT Service Management	3%	1,514 / 49,611	7%	2,458 / 32,882
ASP.NET	3%	1,502 / 49,611	4%	1,171 / 32,882
Version Control	3%	1,452 / 49,611	0%	134 / 32,882
Model View Controller	3%	1,448 / 49,611	1%	474 / 32,882
Service Delivery	3%	1,417 / 49,611	6%	1,906 / 32,882
Project Management	3%	1,413 / 49,611	12%	3,913 / 32,882
Test-Driven Development (TDD)	3%	1,362 / 49,611	1%	351 / 32,882
jQuery	3%	1,356 / 49,611	5%	1,521 / 32,882

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- Digital is a cross-cutting sector and will impact on all sectors as defined by government. However, occupations associated with this sector are primarily contained within Business, Professional and Financial services.

Facilities Management

Context

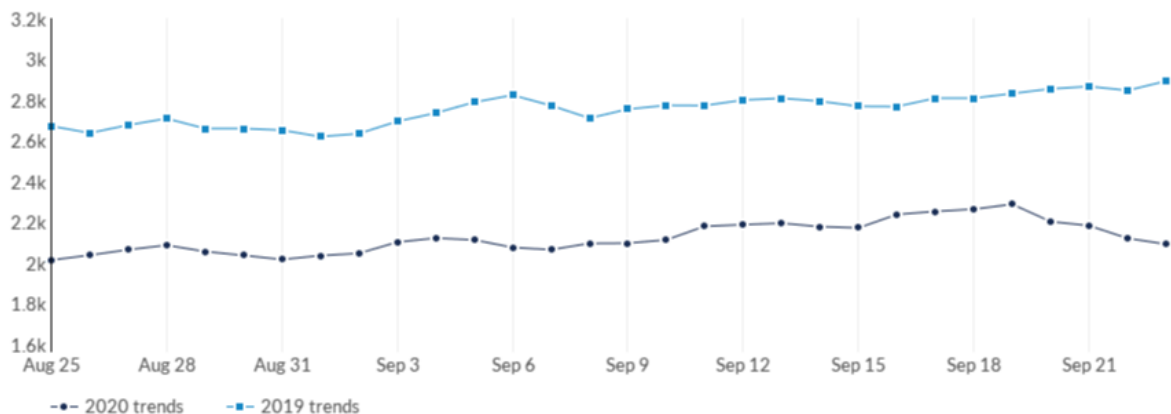
In the last year (August 2019 to August 2020) there were 81,889 total job postings across the WMCA 3 LEP area for roles associated with facilities management. Of these total posting 21,132 were unique postings.

- These numbers give a posting intensity of 4-to-1. This means that for every 4 postings there was 1 unique job posting.
- This is below the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is lower and recruiters are putting in less effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 39,504 total job postings for the agri-tech sector, with 9,119 unique postings.

- These numbers give a posting intensity of 4-to-1, suggesting that demand in this sector has remained unchanged over the current pandemic period.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- Over this closer timeframe (August 25 to September 23), demand for roles associated with facilities management remains below (-27.7%) the same comparable period last year.
- Demand has also weakened over the course of the last 30 days, finishing a further 1.1 percentage points below 2019.

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Wolverhampton (by volume) recorded the most job postings. Birmingham accounted for almost a quarter (24.9%) of all postings. The number of postings recorded in Birmingham were around three times those in Coventry the second most prevalent location.

Top Cities Posting































City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	25,689 / 5,264	5 : 1	31 days
Coventry	7,254 / 1,839	4 : 1	32 days
Wolverhampton	3,578 / 1,022	4 : 1	32 days
Solihull	2,769 / 814	3 : 1	30 days
Rugby	3,142 / 729	4 : 1	31 days
Warwick	2,476 / 724	3 : 1	32 days
Stratford-upon-Avon	2,462 / 706	3 : 1	32 days
Burton upon Trent	2,361 / 615	4 : 1	32 days
Nuneaton	2,470 / 565	4 : 1	32 days
Tamworth	2,189 / 543	4 : 1	32 days
Walsall	1,523 / 542	3 : 1	31 days
Dudley	1,869 / 536	3 : 1	31 days
Lichfield	2,043 / 535	4 : 1	31 days
Redditch	1,993 / 494	4 : 1	32 days
The Royal Town of Sutton Coldfield	1,724 / 465	4 : 1	28 days
Royal Leamington Spa	1,587 / 414	4 : 1	28 days
Kidderminster	1,047 / 332	3 : 1	27 days
Cannock	1,132 / 311	4 : 1	32 days
Bromsgrove	1,095 / 254	4 : 1	32 days
Utttoxeter	853 / 244	3 : 1	27 days

- Birmingham also recorded the highest posting intensity at 5-to-1, implying increased demand and effort by recruiters to fill positions.
- Posting intensity in all other locales was either in-line or below the wider sector average.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Cleaners and domestics and Kitchen and catering assistant. Job postings for these two occupations accounted for two-thirds (66.1%) of all postings.

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
 Cleaners and domestics	28,538 / 8,251	3 : 1 	27 days
 Kitchen and catering assistants	21,262 / 5,720	4 : 1 	31 days
 Security guards and related occupations	10,137 / 2,413	4 : 1 	32 days
 Catering and bar managers	6,728 / 1,301	5 : 1 	32 days
 Cleaning and housekeeping managers and supervisors	4,228 / 1,012	4 : 1 	30 days
 Caretakers	3,282 / 709	5 : 1 	25 days
 Industrial cleaning process occupations	2,457 / 689	4 : 1 	32 days
 Cooks	1,167 / 411	3 : 1 	32 days
 Protective service associate professionals n.e.c.	2,797 / 179	16 : 1 	21 days
 Elementary security occupations n.e.c.	472 / 164	3 : 1 	33 days
 Vehicle valeters and cleaners	409 / 157	3 : 1 	31 days
 Launderers, dry cleaners and pressers	247 / 73	3 : 1 	33 days
 Window cleaners	159 / 50	3 : 1 	31 days
 Housekeepers and related occupations	5 / 2	3 : 1 	13 days
 Elementary cleaning occupations n.e.c.	1 / 1	1 : 1 	33 days

- Cleaning, catering and security occupations dominate the most in-demand occupations.
- The greatest posting intensity was for Protective service associate professionals (16-to-1), four times the average for other facilities management occupations.
- Posting intensity was also above average (5-to-1) for Catering and bar managers and Caretakers.

Job Titles

Over the full year period, the top 20 most sought-after job titles across facilities management were:

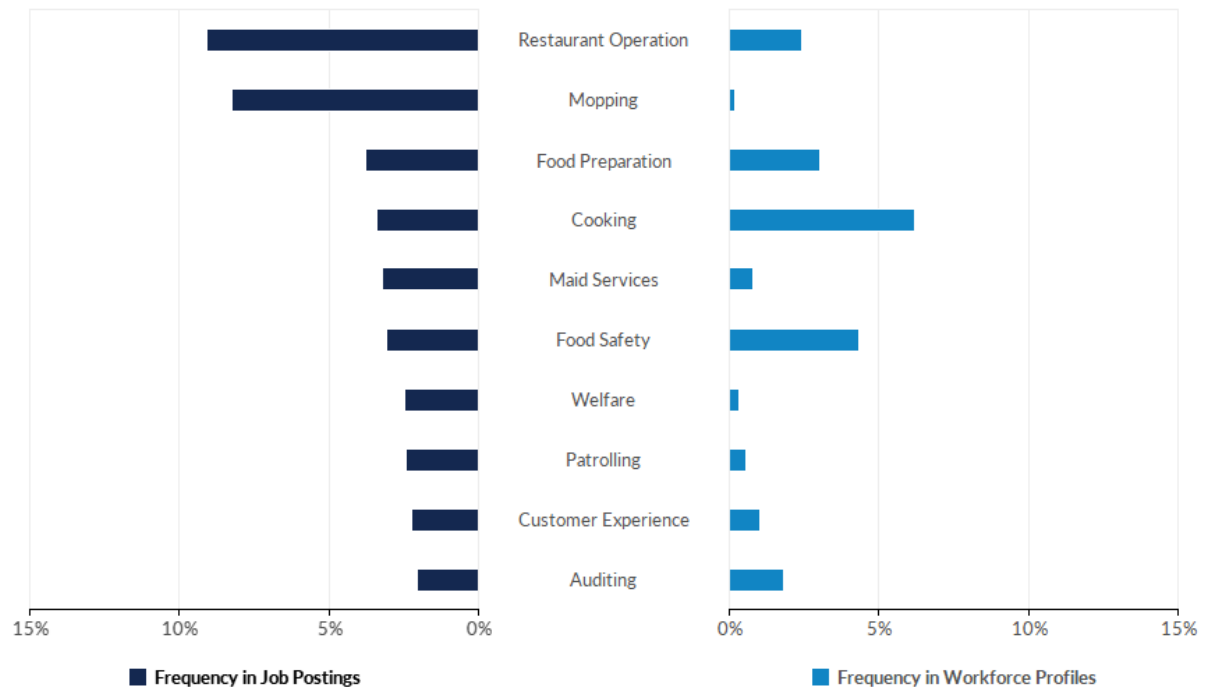
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Bathroom Cleaners	11,924 / 2,946	4 : 1	30 days
Residential Security Officers	5,335 / 1,066	5 : 1	34 days
Window Cleaners	2,200 / 664	3 : 1	32 days
Kitchen Assistants	1,945 / 645	3 : 1	31 days
Cleaning Technicians	2,088 / 628	3 : 1	30 days
Catering Assistants	2,121 / 612	3 : 1	31 days
Custodians	1,401 / 560	3 : 1	16 days
Member Service Representatives	2,528 / 417	6 : 1	35 days
Kitchen Workers (Building and Grounds Cleaning and Maintenance)	1,149 / 367	3 : 1	33 days
Caretakers	1,785 / 295	6 : 1	30 days
Assistant Landscapers	1,118 / 291	4 : 1	32 days
Food and Beverage Managers	1,077 / 276	4 : 1	32 days
General Cleaners	1,221 / 275	4 : 1	33 days
Baristas	814 / 264	3 : 1	30 days
Restaurant Crew Team Members	1,494 / 261	6 : 1	32 days
Cooks	675 / 246	3 : 1	32 days
Bar Managers	837 / 224	4 : 1	33 days
Operator Assistants	860 / 221	4 : 1	33 days
Housekeepers	751 / 218	3 : 1	32 days
Kitchen Managers (Management)	1,420 / 198	7 : 1	31 days

- Bathroom Cleaners recorded the most job postings by volume. This job role had around three times as many job postings as the next placed job title, Residential Security Officers.
- Posting intensity was highest for Kitchen Managers (Management) (7-to-1).
- Others roles with higher than average posting intensity included: Member Service Representatives, Caretakers and Restaurant Crew Team Members (all 6-to-1).
- Posting intensity for all other roles across facilities management was fairly standard for the sector, perhaps a consequence of the pandemic and lockdown period.
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the facilities management workforce across the WMCA 3 LEP geography:



- The top 10 in-demand skills suggest that the biggest skills gaps for roles in facilities management are mopping and restaurant operation.
- Both these skills appeared in around one in 10 unique job postings, but in only 3% of all workforce profiles.
- Mirroring the most commonly posted job titles and occupations, food preparation, cleaning and associated skills, security all feature prominently in the top 10 most in-demand hard skills.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Restaurant Operation	9%	1,922 / 21,132	2%	312 / 12,906
Mopping	8%	1,739 / 21,132	1%	22 / 12,906
Food Preparation	4%	802 / 21,132	3%	391 / 12,906
Cooking	3%	720 / 21,132	6%	798 / 12,906
Maid Services	3%	681 / 21,132	1%	102 / 12,906
Food Safety	3%	650 / 21,132	4%	557 / 12,906
Welfare	2%	518 / 21,132	0%	40 / 12,906
Patrolling	2%	511 / 21,132	1%	74 / 12,906
Customer Experience	2%	469 / 21,132	1%	131 / 12,906
Auditing	2%	431 / 21,132	2%	234 / 12,906
Personal Protective Equipment	2%	409 / 21,132	0%	0 / 12,906
Warehousing	2%	405 / 21,132	1%	115 / 12,906
Cleaning Products	2%	365 / 21,132	0%	8 / 12,906
Stock Control	2%	356 / 21,132	1%	112 / 12,906
Guarding	2%	348 / 21,132	1%	84 / 12,906
Facility Management	2%	339 / 21,132	1%	156 / 12,906

Service Delivery	2%	328 / 21,132	1%	110 / 12,906
Safety Standards	1%	314 / 21,132	0%	16 / 12,906
Food Services	1%	309 / 21,132	2%	322 / 12,906
COSHH	1%	273 / 21,132	0%	30 / 12,906
Voucher	1%	265 / 21,132	0%	0 / 12,906
Catering Management	1%	261 / 21,132	1%	183 / 12,906
Furnishing	1%	259 / 21,132	0%	14 / 12,906
CCTV	1%	251 / 21,132	0%	34 / 12,906
Risk Analysis	1%	248 / 21,132	3%	426 / 12,906
Forklift Truck	1%	232 / 21,132	1%	70 / 12,906
Numeracy	1%	220 / 21,132	0%	26 / 12,906
Bank Statements	1%	212 / 21,132	0%	0 / 12,906
Manual Handling	1%	205 / 21,132	1%	98 / 12,906
Operations Management	1%	204 / 21,132	4%	500 / 12,906
Loss Prevention	1%	198 / 21,132	1%	157 / 12,906
Cost Management	1%	180 / 21,132	1%	81 / 12,906
Access Controls	1%	177 / 21,132	3%	428 / 12,906
Customer Satisfaction	1%	170 / 21,132	4%	485 / 12,906
Alarm Devices	1%	161 / 21,132	0%	39 / 12,906
Selling Techniques	1%	159 / 21,132	1%	139 / 12,906
Key Performance Indicators	1%	155 / 21,132	1%	104 / 12,906
Site Security	1%	152 / 21,132	0%	26 / 12,906
Stocks (Inventory)	1%	144 / 21,132	0%	8 / 12,906
Search Form	1%	138 / 21,132	0%	0 / 12,906
Security Managing	1%	136 / 21,132	1%	112 / 12,906
Commercial Cleaning	1%	134 / 21,132	1%	177 / 12,906
Information Privacy	1%	125 / 21,132	0%	0 / 12,906
Waste Management	1%	123 / 21,132	0%	56 / 12,906
Functional Skills Qualification	1%	119 / 21,132	0%	0 / 12,906
Infection Control	1%	119 / 21,132	0%	0 / 12,906
Polishing	1%	114 / 21,132	0%	6 / 12,906
Fire Alarm Systems	1%	107 / 21,132	0%	39 / 12,906
Risk Management	0%	101 / 21,132	3%	339 / 12,906
Discounts And Allowances	0%	100 / 21,132	0%	0 / 12,906

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- Facilities management is a cross-cutting service and will impact on all sectors as defined by government. However, occupations associated with this sector would primarily be contained within Business, Professional and Financial services.

SOC Used to Define Facilities Management:

Code	Description
1255	Waste disposal and environmental services managers
3319	Protective service associate professionals n.e.c.
5435	Cooks
5436	Catering and bar managers
6231	Housekeepers and related occupations
6232	Caretakers
6240	Cleaning and housekeeping managers and supervisors
9132	Industrial cleaning process occupations
9231	Window cleaners
9233	Cleaners and domestics
9234	Launderers, dry cleaners and pressers
9236	Vehicle valeters and cleaners
9239	Elementary cleaning occupations n.e.c.
9241	Security guards and related occupations
9249	Elementary security occupations n.e.c.
9272	Kitchen and catering assistants

Agri-Tech

Context

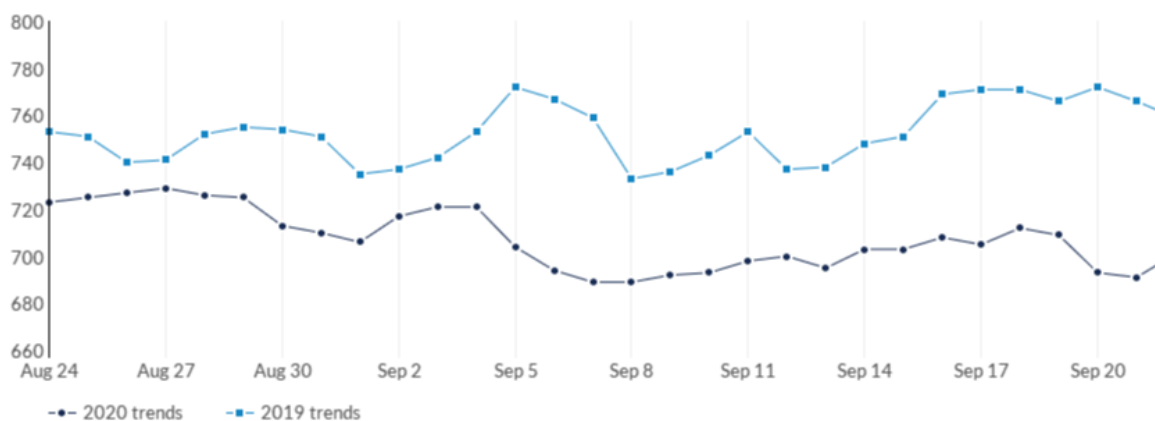
In the last year (August 2019 to August 2020) there were 26,684 total job postings across the WMCA 3 LEP area for roles in agri-tech sector. Of these total posting 4,939 were unique postings.

- These numbers give a posting intensity of 5-to-1. This means that for every 5 postings there was 1 unique job posting.
- This is close to the posting intensity for all other occupations across the West Midlands (6-to-1), indicating that demand in this sector is standard and recruiters are putting in average effort to fill positions.

More near-term, during the course of the current pandemic/lockdown period (March to August 2020) there were 13,966 total job postings for the agri-tech sector, with 2,332 unique postings.

- These numbers give a posting intensity of 6-to-1, suggesting that demand in this sector has perhaps understandably increased over both the current pandemic period.

The graph below shows the most recent 30 days of unique job postings for near term trend and compares to the same period in 2019:



- Over this closer timeframe (August 24 to September 22), demand in the agri-tech sector remains below (-7.6%) the same comparable period last year.
- The differential in demand compared to last year has increased in the last 30 days, with job posting activity for this sector decreasing by 3.6 percentage points. This is perhaps due to the seasonality of parts of the sector.

Top 20 Disaggregated Locations

In terms of locality, Birmingham, Coventry and Wolverhampton (by volume) recorded the most job postings. Birmingham alone accounted for 45.9 per cent of all postings, suggesting that demand is quite concentrated in this sector.

Top Cities Posting

City	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Birmingham	14,234 / 2,268	6 : 1	33 days
Coventry	1,578 / 342	5 : 1	31 days
Wolverhampton	958 / 193	5 : 1	31 days
Warwick	546 / 131	4 : 1	30 days
Solihull	413 / 129	3 : 1	28 days
Stratford-upon-Avon	720 / 126	6 : 1	35 days
Redditch	687 / 123	6 : 1	29 days
Rugby	541 / 121	4 : 1	31 days
Dudley	499 / 116	4 : 1	29 days
Tamworth	567 / 103	6 : 1	33 days
West Midlands	1,237 / 99	12 : 1	28 days
Walsall	410 / 92	4 : 1	28 days
Burton upon Trent	424 / 86	5 : 1	32 days
Lichfield	464 / 86	5 : 1	30 days
Kidderminster	227 / 64	4 : 1	32 days
Cannock	391 / 61	6 : 1	31 days
Royal Leamington Spa	225 / 60	4 : 1	29 days
Kenilworth	152 / 55	3 : 1	33 days
The Royal Town of Sutton Coldfield	156 / 53	3 : 1	15 days
Nuneaton	252 / 51	5 : 1	32 days

- Alongside Birmingham; Stratford-upon-Avon, Redditch, Tamworth and Cannock all recorded high posting intensity (6-to-1), implying increased demand and effort by recruiters to fill positions in these areas.
- An anomaly for this sector is that the highest posting intensity was recorded for 'West Midlands' at 12-to-1. This is due to the high number of recruitment agencies operating across this sector who will recruit for positions West Midlands wide.

Top 20 In-demand Occupations

The most frequent job postings in the last year across the WMCA 3 LEP geography were for Environment professionals and Architectural and town planning technicians. Job postings for these two occupations were around twice as higher than the next occupational class.

Top Posted Occupations

Occupation (SOC)	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Environment professionals	6,667 / 1,024	7 : 1	32 days
Architectural and town planning technicians	5,815 / 1,001	6 : 1	35 days
Town planning officers	3,712 / 546	7 : 1	33 days
Refuse and salvage occupations	1,652 / 491	3 : 1	31 days
Gardeners and landscape gardeners	1,563 / 444	4 : 1	28 days
Water and sewerage plant operatives	2,257 / 377	6 : 1	35 days
Conservation professionals	1,819 / 247	7 : 1	31 days
Natural and social science professionals n.e.c.	944 / 213	4 : 1	30 days
Animal care services occupations n.e.c.	467 / 125	4 : 1	27 days
Environmental health professionals	490 / 118	4 : 1	24 days
Farm workers	147 / 78	2 : 1	16 days
Pest control officers	326 / 63	5 : 1	31 days
Conservation and environmental associate professionals	116 / 38	3 : 1	27 days
Agricultural and fishing trades n.e.c.	228 / 38	6 : 1	19 days
Groundsmen and greenkeepers	98 / 31	3 : 1	20 days
Energy plant operatives	115 / 30	4 : 1	26 days
Fishing and other elementary agriculture occupations n.e.c.	55 / 28	2 : 1	33 days
Production managers and directors in mining and energy	143 / 23	6 : 1	33 days
Managers and proprietors in agriculture and horticulture	23 / 11	2 : 1	23 days
Forestry workers	45 / 11	4 : 1	33 days

- Environment professionals, Town planning officers and Conservation professionals (7-to-1) recorded the highest posting intensity.
- Volume of job postings and posting intensity was low (2-to-1) for Farm workers, Fishing and other elementary agriculture occupations n.e.c. and Managers and proprietors in agriculture and horticulture. Perhaps unsurprisingly given the topology of the WMCA 3 LEP geography.

Job Titles

Over the full year period, the top 20 most sought-after job titles across the agri-tech sector were:

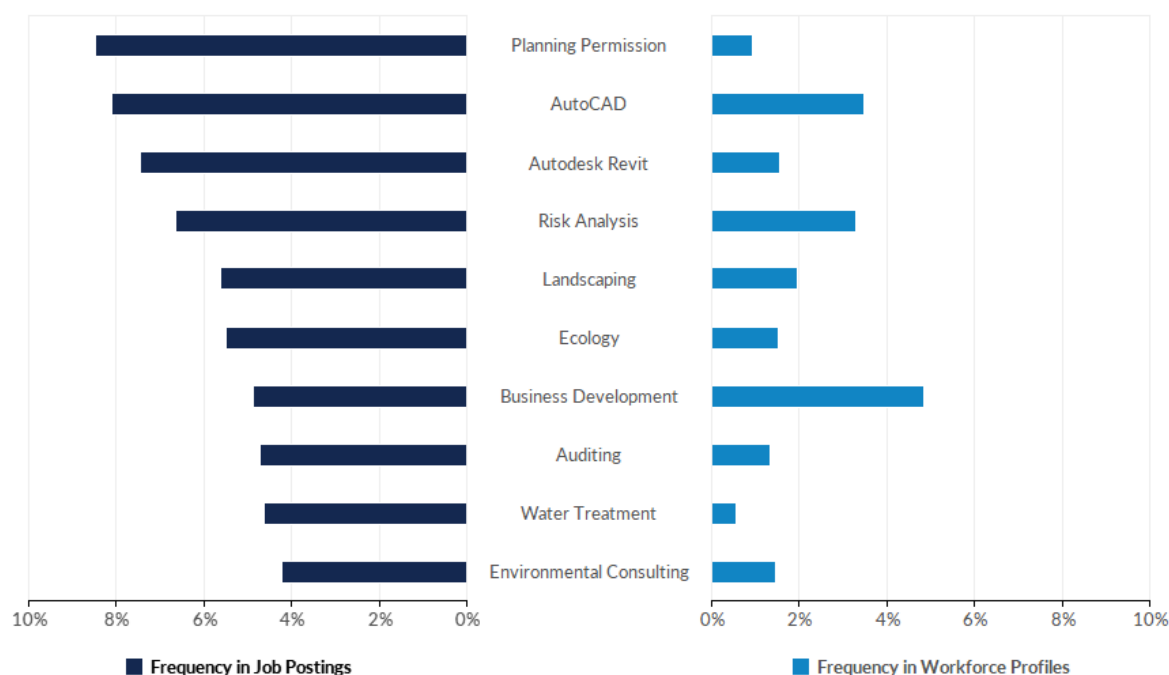
Top Posted Job Titles

Job Title	Total/Unique (Aug 2019 - Aug 2020)	Posting Intensity	Median Posting Duration
Architectural Technicians	1,515 / 243	6 : 1	40 days
Ecologists	1,314 / 198	7 : 1	33 days
Gardeners (Building and Grounds Cleaning and Maintenance)	424 / 151	3 : 1	28 days
Architectural Technologists	904 / 143	6 : 1	45 days
Water and Wastewater Managers	1,067 / 142	8 : 1	40 days
Environmental Engineers	1,064 / 128	8 : 1	39 days
Senior Planners	631 / 102	6 : 1	40 days
Planning Directors (Management)	510 / 89	6 : 1	30 days
Architectural Assistants	479 / 83	6 : 1	42 days
Environmental Consultants (Life, Physical, and Social Science)	809 / 83	10 : 1	33 days
Environmental Managers (Business and Financial Operations)	710 / 81	9 : 1	33 days
Environmental Officers	287 / 71	4 : 1	24 days
Environmental Consultants (Architecture and Engineering)	433 / 70	6 : 1	33 days
Water Treatment Operators	346 / 59	6 : 1	33 days
General Supervisors (Installation, Maintenance, and Repair)	197 / 56	4 : 1	32 days
Commercial Drivers	172 / 55	3 : 1	31 days
Buyer Planners	325 / 54	6 : 1	35 days
Environmental Services Managers (Management)	302 / 53	6 : 1	36 days
Groundskeepers	281 / 52	5 : 1	35 days
Computer Aided Design (CAD) Technicians	465 / 47	10 : 1	36 days

- Job postings for roles associated with architecture, planning and conservation all feature prominently for this sector.
- Reflecting the most in-demand occupations, Architectural Technicians recorded the most job postings.
- Posting intensity was highest for Environmental Consultants (Life, Physical and Social science) and Computer Aided Design (CAD) Technicians 10-to-1, twice as high than the sector average of 5-to-1.
- There was nominal difference in the closer Covid-19 period from the job titles highlighted above.

In-Demand Skills (Hard Skills)

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings over the last year against skills present in the agri-tech workforce across the WMCA 3 LEP geography:



- The top 10 in-demand skills suggest that the biggest singular skills gaps for the agri-tech sector are Planning Permission and AutoCAD reflecting some of the most sort after occupations and job roles.
- The long list however suggests significant demand for skills around environmental resource management, sustainability, environmental issues, particularly water and development.
- Alongside AutoCAD in the top 10 most in-demand hard skills for this sector, digital skills are also required for Autodesk Revit (architectural software) and other modelling software in the long list.

Skill	Frequency in Postings	Postings with Skill / Total Postings (Aug 2019 - Aug 2020)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Planning Permission	8%	419 / 4,939	1%	121 / 13,172
AutoCAD	8%	401 / 4,939	3%	459 / 13,172
Autodesk Revit	7%	368 / 4,939	2%	203 / 13,172
Risk Analysis	7%	329 / 4,939	3%	433 / 13,172
Landscaping	6%	278 / 4,939	2%	256 / 13,172
Ecology	6%	272 / 4,939	2%	199 / 13,172
Business Development	5%	241 / 4,939	5%	637 / 13,172
Auditing	5%	233 / 4,939	1%	174 / 13,172
Water Treatment	5%	229 / 4,939	1%	74 / 13,172
Environmental Consulting	4%	209 / 4,939	1%	192 / 13,172
Environmental Resource Management	4%	201 / 4,939	1%	103 / 13,172
Appeals	4%	191 / 4,939	0%	18 / 13,172
Environmental Impact Assessments	4%	176 / 4,939	2%	314 / 13,172
Environment Health & Safety	4%	176 / 4,939	0%	23 / 13,172

Environmental Laws	3%	166 / 4,939	0%	37 / 13,172
Environmental Science	3%	156 / 4,939	2%	207 / 13,172
Environmental Engineering	3%	155 / 4,939	1%	94 / 13,172
Sustainability	3%	137 / 4,939	3%	408 / 13,172
Mowing	3%	129 / 4,939	0%	45 / 13,172
Development Management	3%	128 / 4,939	0%	34 / 13,172
Project Management	2%	123 / 4,939	7%	939 / 13,172
Geographic Information Systems	2%	116 / 4,939	1%	132 / 13,172
Geology	2%	115 / 4,939	0%	57 / 13,172
Advising	2%	112 / 4,939	1%	112 / 13,172
Geotechnical Engineering	2%	106 / 4,939	0%	52 / 13,172
Civil Engineering	2%	104 / 4,939	1%	177 / 13,172
SketchUp (3D Modelling Software)	2%	100 / 4,939	2%	280 / 13,172
Environmental Issue	2%	95 / 4,939	1%	115 / 13,172
Project Planning	2%	94 / 4,939	7%	874 / 13,172
Welfare	2%	93 / 4,939	1%	82 / 13,172
Biology	2%	89 / 4,939	1%	138 / 13,172
Environmental Health	2%	89 / 4,939	1%	190 / 13,172
Water Supply Networks	2%	87 / 4,939	0%	33 / 13,172
Chemistry	2%	84 / 4,939	2%	237 / 13,172
Waste Management	2%	81 / 4,939	2%	313 / 13,172
Mitigation	2%	81 / 4,939	0%	15 / 13,172
Building Information Modelling	2%	79 / 4,939	1%	105 / 13,172
Gardening	2%	78 / 4,939	2%	255 / 13,172
Soil Science	2%	78 / 4,939	1%	76 / 13,172
Strategic Planning	1%	74 / 4,939	7%	923 / 13,172
Procurement	1%	72 / 4,939	2%	318 / 13,172
Supply Chain	1%	71 / 4,939	0%	0 / 13,172
Environmentalism	1%	70 / 4,939	2%	304 / 13,172
Plumbing	1%	67 / 4,939	0%	31 / 13,172
Enterprise Planning Systems	1%	65 / 4,939	0%	0 / 13,172
Adobe Photoshop	1%	64 / 4,939	4%	585 / 13,172
Personal Protective Equipment	1%	64 / 4,939	0%	0 / 13,172
Impact Assessment	1%	58 / 4,939	0%	24 / 13,172
Risk Management	1%	57 / 4,939	3%	352 / 13,172
Subcontracting	1%	56 / 4,939	1%	76 / 13,172

Furloughed Workers

Overall, for the West Midlands region, 866,300 people have been furloughed which is approximately 34% of those eligible for the Coronavirus Job Retention Scheme. This equates to around 620,000 in the WMCA 3 LEP geography.

- The total number of workers furloughed accounts for 9.0% of the UK total which is the 5th highest region.
- Across the West Midlands Region, the sector with the highest number of workers furloughed is Business, Professional & Financial Services with 177,600. This made up 20.5% of furloughed workers in the area, followed by Retail (176,700) and Cultural Economy inc. Sports (162,700).

The following table shows the proportion of workers furloughed for the West Midlands Region and England by sector:

	WM Number of Workers Furloughed	% of WM Furloughed	% of England Furloughed	Number of WM Eligible Workers	WM Furloughed Workers as % of Eligible Per Sector
Advanced Manufacturing and Engineering	159,300	18.4%	11.5%	315,200	50.5%
Transport Technologies and Logistics	41,500	4.8%	4.7%	132,400	31.3%
Life Sciences and Healthcare	35,900	4.1%	4.7%	360,400	10.0%
Low Carbon and Environmental Technologies	6,400	0.7%	0.7%	30,400	21.1%
Business, Professional & Financial Services	177,600	20.5%	23.5%	552,900	32.1%
Digital & Creative	16,500	1.9%	2.6%	74,900	22.0%
Construction	56,100	6.5%	8.0%	97,900	57.3%
Retail	176,700	20.4%	21.0%	409,000	43.2%
Public Sector Inc. Education	28,800	3.3%	4.1%	378,700	7.6%
Cultural Economy Inc. Sports	162,700	18.8%	18.5%	216,000	75.3%
Other	4,800	0.6%	0.6%	12,700	37.8%
Total	866,300	100%	100%	2,580,500	33.6%

- Agri-tech is not a sector defined by government. Workers in this sector would appear across both Low Carbon and Environmental Technologies and Other.



West Midlands
Combined Authority