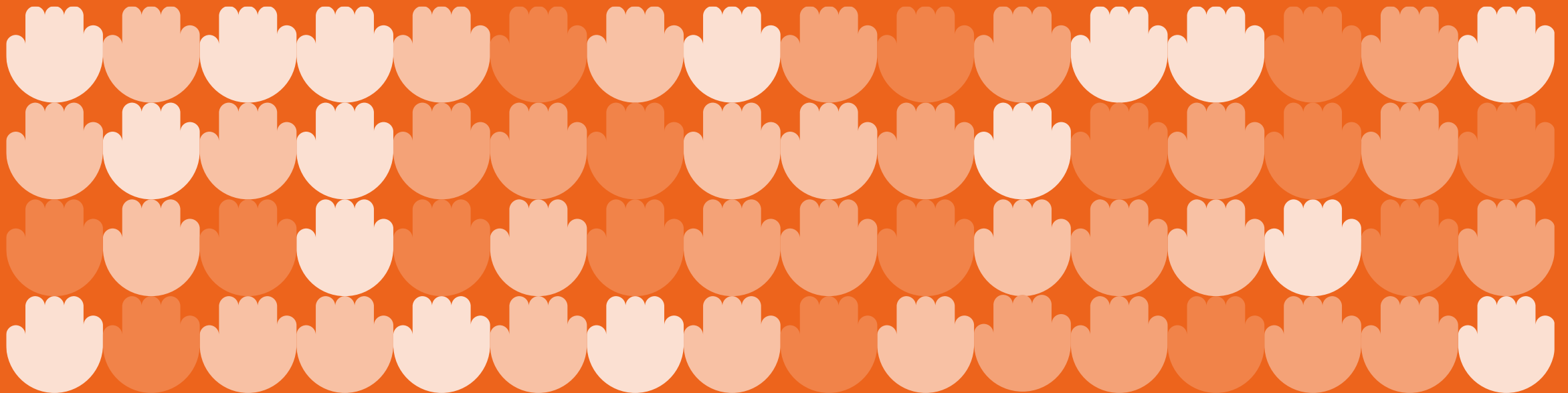


# GM Labour Market & Sector Insights Pack

Autumn 2023



# Purpose of Pack

This pack collates Labour Market Information and Sector Insights from various sources.

The purpose of the pack is:

- To provide an evidence base for ongoing policy and programme development
- To inform curriculum development, adaptation, and refinement
- To inform commissioned activity by GMCA

1. [GM Labour Market & Skills Intelligence Pack](#)
2. [Purpose of Pack](#)
3. [GM Labour Market](#)
4. [North West Unemployment](#)
5. [North West Economic Inactivity](#)
6. [GM Vacancy Market](#)
7. [GM in-demand occupations](#)
8. [GM in-demand common skills](#)
9. [GM in-demand specialist skills](#)
10. [GM Occupation Clusters](#)
11. [Sector Insights – Construction](#)
12. [Sector Insights – Transport](#)
13. [Sector Insights – Logistics](#)
14. [Sector Insights – Retail and Hospitality](#)
15. [Sector Insights – Manufacturing](#)
16. [Sector Insights – Financial, Business, and Professional Services](#)
17. [Sector Insights – Digital/Tech](#)
18. [Sector Insights – Health and Social Care](#)
19. [Sector Insights – Education](#)
20. [Sector Insights – Emergency Services](#)
21. [Sector Insights – Green Economy](#)

## Workforce Headlines

- Greater Manchester’s **workforce is deep and broad**, and shares similarities with many other city regions.
- While many city regions have similar workforce profiles, **GM has a particularly high concentration of Financial & Professional Services workers** (19.5% vs. 16.5% in West Midlands, 16.6% in Liverpool)
- The Public Sector **employs just over 1 in 3 workers in GM**, across health, education, emergency services, and local government.
- Labour market “churn” has risen since the start of 2023. **The UK saw around 902,000 job-to-job moves in Q2 2023.**
- Around **1 in 5 workers in GM are employed on a part-time basis** – but this varies hugely by sector, locality, and gender.
- Just under half of GM’s population are employed or self-employed** – roughly 1.36m out of approximately 2.87m. The remainder are under 16, unemployed, or economically inactive.

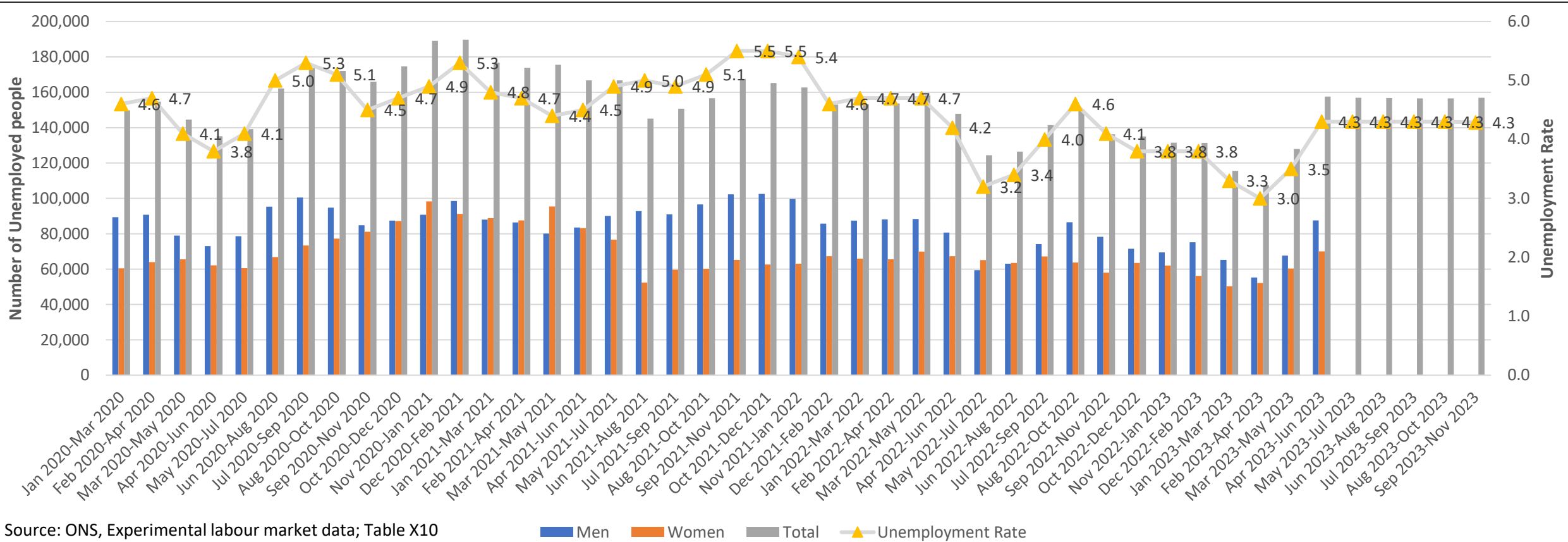
## GM Workforce Overview

Industry (SIC)	Number of Jobs	Proportion (%) of jobs
A, Agriculture & fishing	3,400	0.3%
B,D,E Energy & water	12,900	0.9%
C Manufacturing	92,400	6.8%
F Construction	85,200	6.3%
G,I Wholesale, retail, hotels & restaurants	218,900	16.1%
H,J Transport, Digital & Communication	130,200	9.6%
K-N Banking, finance & insurance etc.	265,600	19.5%
O-Q Public admin, education & health	468,000	34.4%
R-U Arts, entertainment, recreation & other services	76,200	5.6%
<b>Total</b>	<b>1,361,900</b>	<b>100.0%</b>

Source: Annual Population Survey, ONS, September 2023

# Unemployment

Unemployment, number and rate (16+), North West (NW), Jan-Mar 2020 – Sep-Nov 2023



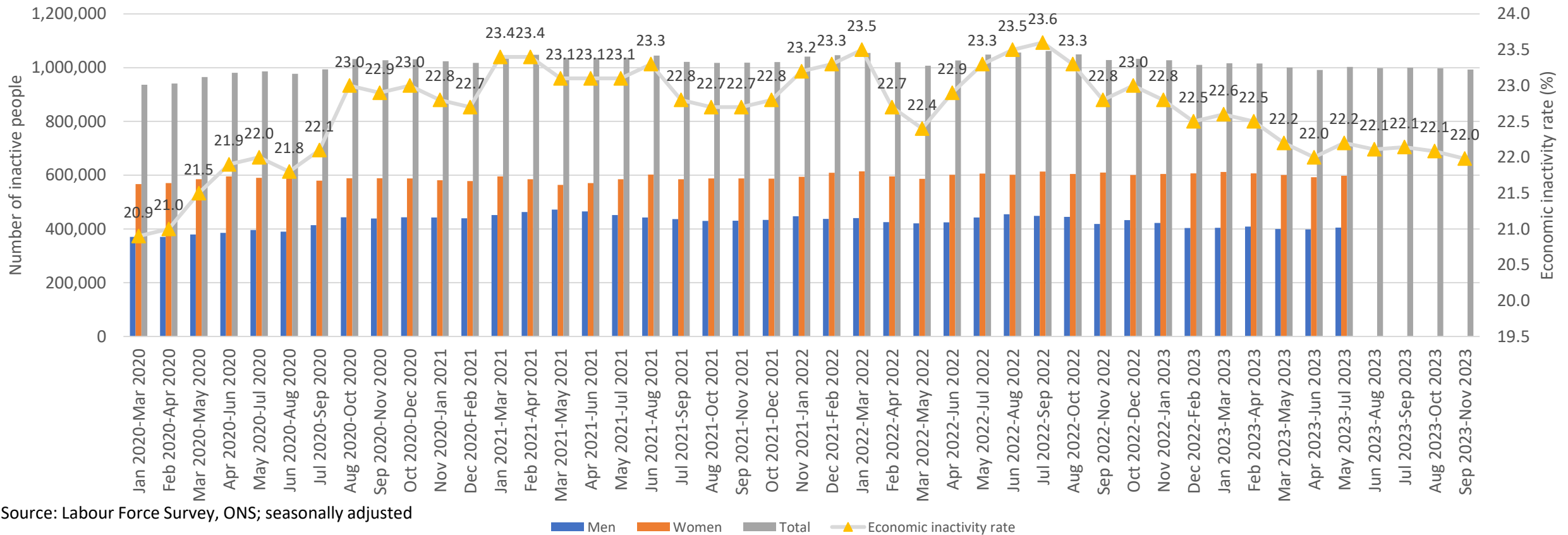
Source: ONS, Experimental labour market data; Table X10

Men Women Total Unemployment Rate

- The official unemployment rate uses data from the Labour Force Survey (LFS). The most recent data refers to the three-month period to October 2023. The unemployment rate is the percentage of the economically active population who are seeking work and available to take it.
- Labour Force Survey statistics are currently on hold due to accuracy concerns. In the meantime, the Office for National Statistics has released ‘experimental’ data on the labour market derived from tax records and benefits data. This is not as detailed as the LFS – gender breakdowns are not included.
- For the period between Sept – Nov 2023 the unemployment rate was steady at 4.3% in the North West of England (compared with 4.2% in the UK).

# Economic Inactivity

**Economic inactivity number and rate (16-64), North West (NW), Jan-Mar 2020 – Sep-Nov 2023**

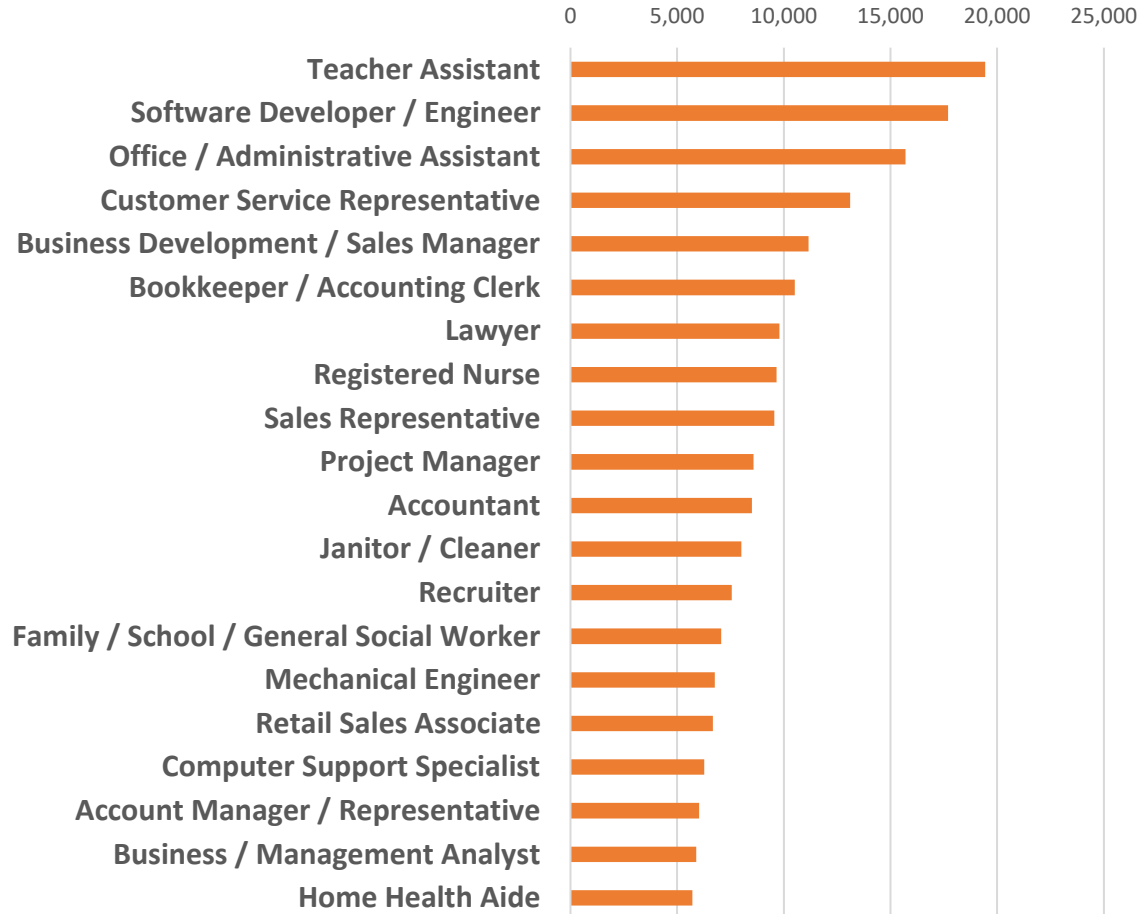


Source: Labour Force Survey, ONS; seasonally adjusted

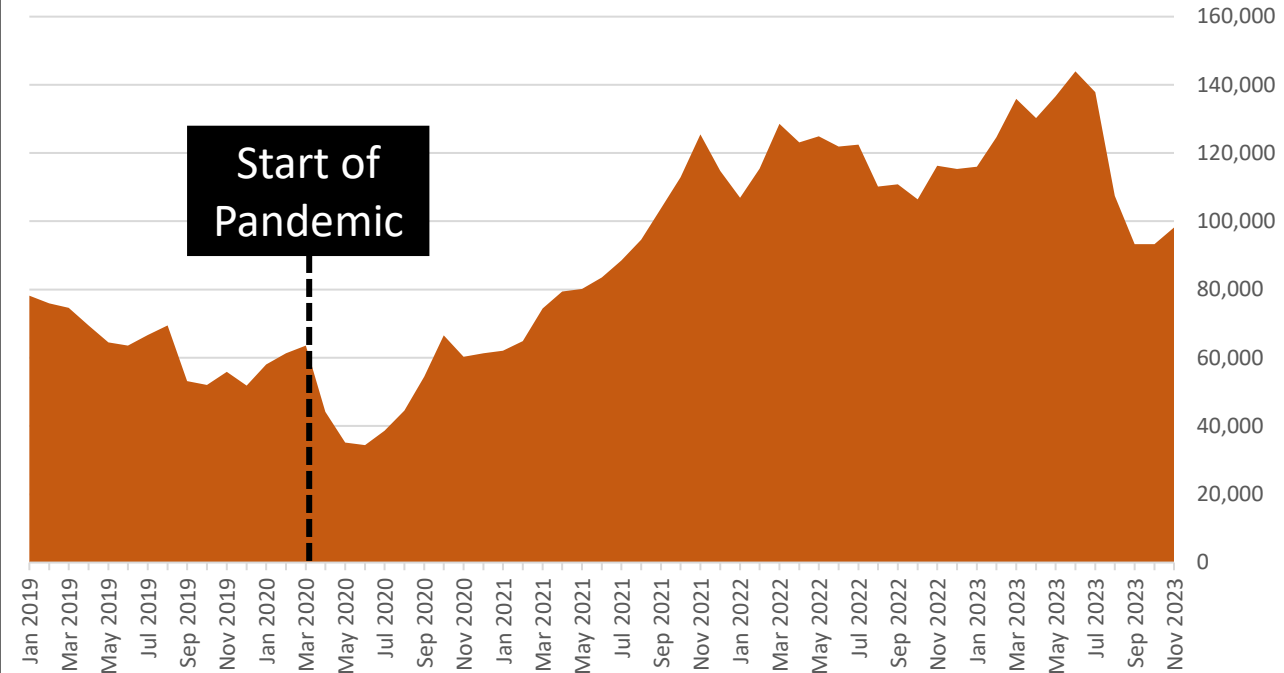
- Economic inactivity refers to people who are not participating in the labour market: they are neither working nor seeking employment. The reasons for inactivity are varied, but the high levels are being driven by long-term ill-health among lower-paid workers and early retirement among higher-paid workers
- The experimental data release does not contain much detail beyond some headline statistics. The 16-64 inactivity rate in the NW was 22% in the three months to November 2023. This compares with 20.9% for the UK.
- There are around 70,000 more economically inactive people in the North West than before the pandemic.

# GM Vacancy Market

## Unique Postings in GM – Last 12 months (Dec 2022 - Nov 2023)

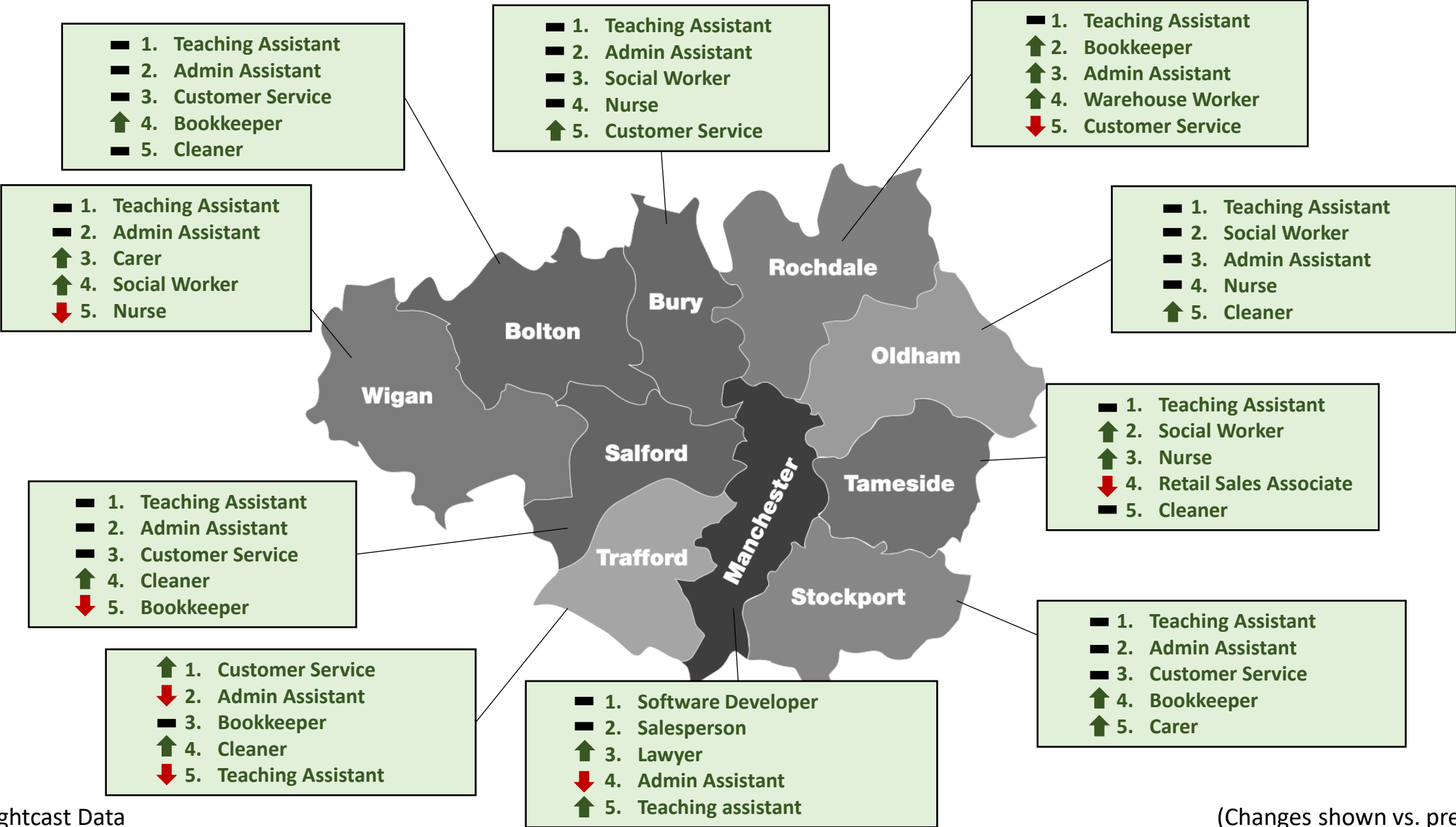


## Unique Job Postings in GM (Jan 2019 – Nov 2023)



- Recovery of employer demand starting to cool with a sharp dip over the summer of 2023 – dropping below 100,000 roles advertised for the first time since mid-2021.
- Number of roles advertised approaching pre-pandemic levels
- Drops in digital demand have made Teaching Assistant the top advertised role over the 12 months to November 2023.

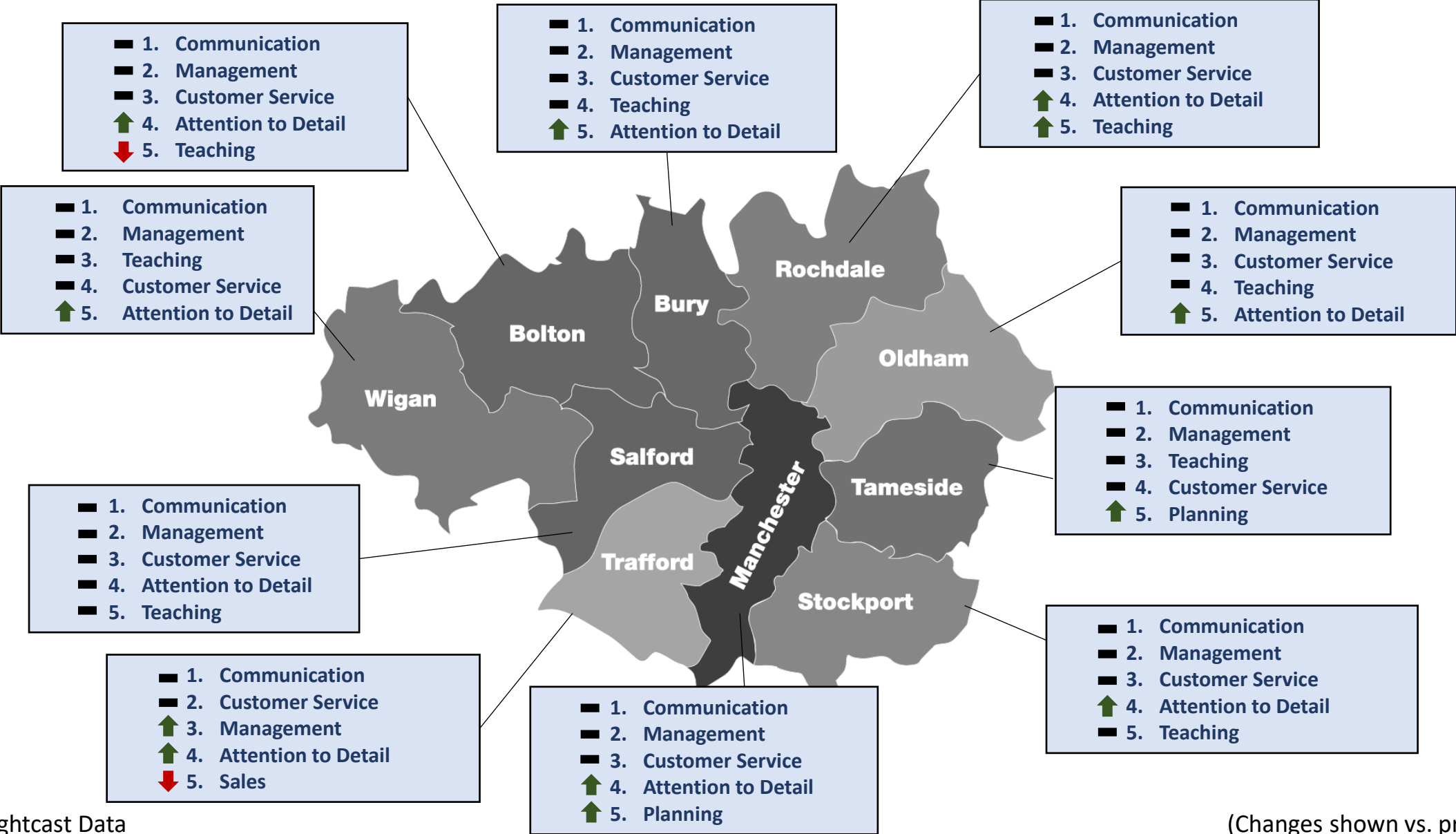
# GM in-demand occupations (Sept – Nov 2023)



Source: Lightcast Data

(Changes shown vs. previous 3 months)

# GM in-demand common skills (Sept – Nov 2023)

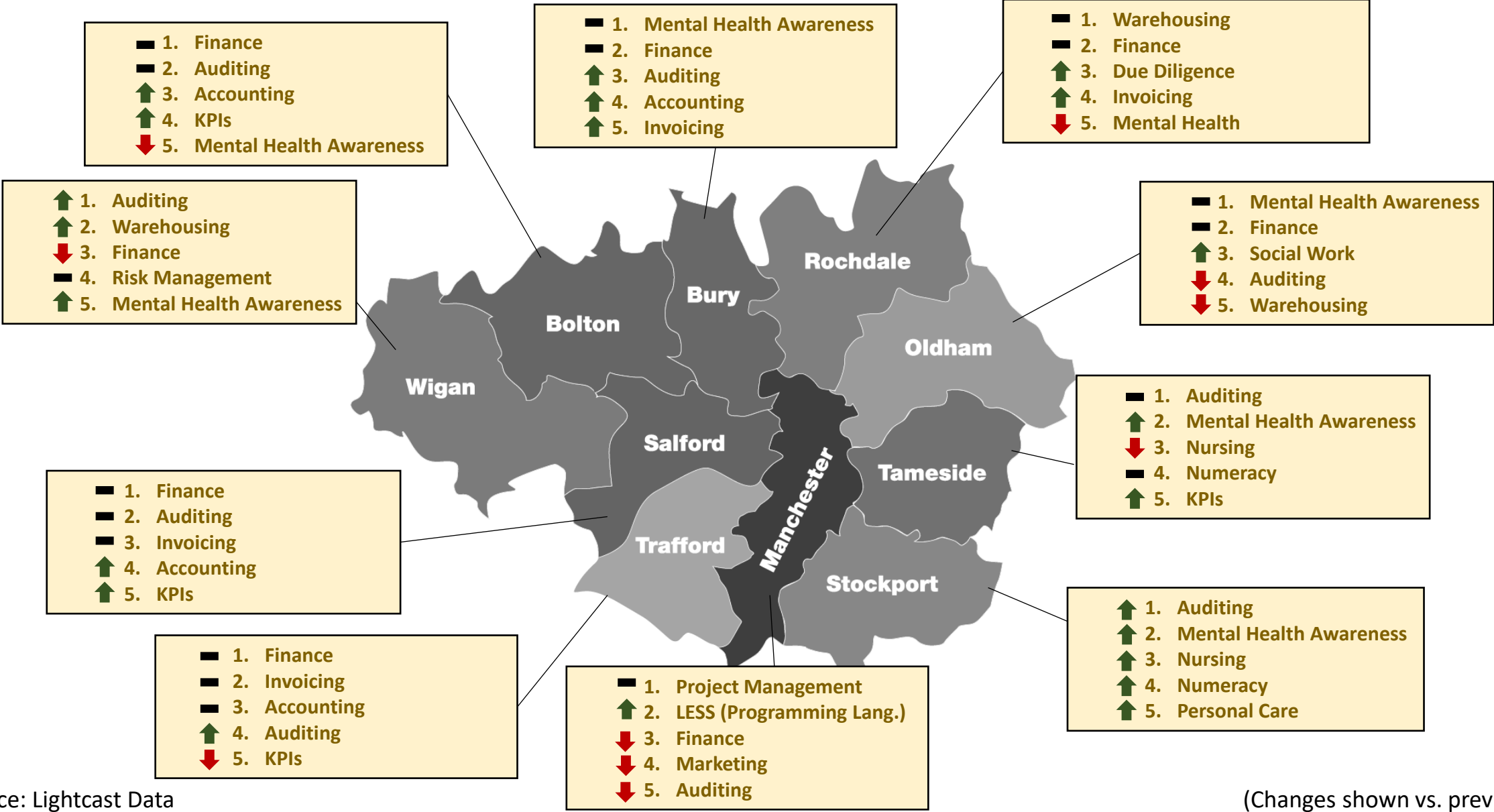


Source: Lightcast Data

(Changes shown vs. previous 3 months)



# GM in-demand specialist skills (Sept – Nov 2023)



Source: Lightcast Data

(Changes shown vs. previous 3 months)

# GM Occupation Clusters Vacancies (Sept 2023 – Nov 2023)

Source: Lightcast Data

Sales	17,118	7%	Salary
Retail Sales Associate (General)	1592	-3%	£22,848
Business Development Manager	1587	3%	£42,688
Account Manager (General)	1227	7%	£32,448
Account Executive (General)	1117	6%	£30,016
Sales Assistant (General)	1077	0%	£22,848
Sales Manager (General)	902	25%	£46,016
Sales Representative (General)	710	24%	£29,504
Merchandiser (General)	706	-6%	£24,960
Sales Advisor	562	10%	£26,048
Retail Sales Consultant	525	8%	£24,512

Finance	14,948	5%	Salary
Accounts Payable / Receivable Clerk	2,154	12%	£25,536
Financial Manager (General)	1,505	10%	£50,048
Accountant (General)	1,295	-1%	£36,032
Management Accountant	856	17%	£39,040
Credit Analyst	812	12%	£26,944
Controller (General)	589	-2%	£57,472
Accounting Clerk	530	-6%	£25,024
Financial Analyst (General)	506	-19%	£40,064
Claims Processor	318	15%	£25,984
Compliance Officer / Analyst	312	12%	£30,336

Hospitality, Food, and Tourism	10,677	0%	Salary
Janitor / Cleaner	2,391	14%	£22,464
Restaurant / Food Service Manager	685	-11%	£30,976
Maid / Housekeeping Staff	655	15%	£22,848
Bartender	591	10%	£21,696
Kitchen Staff	579	-8%	£21,952
Waiter / Waitress	556	4%	£21,696
Fast Food / Counter Worker	543	-15%	£22,080
Chef	490	-9%	£27,840
Restaurant / Food Service Supervisor	468	4%	£23,936
Cook	410	-7%	£22,848

Education and Training	16,010	18%	Salary
Teacher Assistant	5,274	18%	£21,184
Childcare Teacher / Nursery Nurse	1,136	38%	£22,848
Tutor	1,118	-10%	£34,432
Special Education Teacher	1,079	3%	£24,000
Elementary School Teacher	959	41%	£35,520
Secondary School Teacher (Other)	645	32%	£34,752
Substitute Teacher	601	65%	£24,896
Science Teacher	544	60%	£35,968
Coach	530	4%	£27,328
Elementary and Secondary School Adminis	470	26%	£37,568

Healthcare	13,917	0%	Salary
Home Care Assistant	1,751	5%	£23,232
Registered Nurse (General)	1,726	10%	£39,040
Home Health Administrator	664	16%	£38,080
Nurse Practitioner	399	3%	£42,688
Occupational Therapist	375	10%	£39,040
Nursing / Healthcare Assistant	362	-4%	£24,384
Mental Health Care Assistant	360	-7%	£24,960
Psychiatry Nurse Practitioner	345	-7%	£42,688
Clinical Supervisor / Manager	311	-1%	£46,464
Psychologist	297	-13%	£50,560

Engineering	10,258	13%	Salary
Surveyor	938	26%	£44,928
Electrical Engineer (General)	801	11%	£43,904
Mechanical Engineer (General)	785	14%	£40,064
Civil Engineer	649	-2%	£44,672
Facilities Engineer	497	3%	£42,368
Structural Engineer	417	38%	£50,048
Engineering Manager (General)	384	25%	£50,624
CAD Designer / Draughtsperson	368	5%	£37,504
Process Control Engineer	280	5%	£38,784
Civil / Architectural Designer / Drafter	264	4%	£40,064

Business Management and Ops	15,988	3%	Salary
Project Manager (General)	1,811	5%	£50,112
Labourer / Warehouse Worker	1,710	2%	£23,744
Business / Management Consultant	851	-6%	£30,016
Operations Manager (General)	840	11%	£38,848
Forklift / Pallet Jack Operator	621	8%	£24,960
Scheduler / Operations Coordinator	514	-1%	£25,536
Property Manager	510	2%	£30,016
Business Analyst (General)	446	-15%	£42,624
Procurement / Sourcing Manager	377	-3%	£44,928
Facilities Manager	355	13%	£42,624

Information Technology	13,891	-4%	Salary
Software Developer / Engineer	1,160	-4%	£54,912
Mobile Developer / Engineer	669	16%	£34,944
Technical Consultant / Analyst	613	-4%	£37,824
Data Analyst	479	-26%	£40,064
Technical Support Engineer / Analyst	447	-21%	£30,016
Software Architect (General)	424	16%	£48,512
Help Desk Technician / Analyst	408	-3%	£25,984
Systems Engineer	385	12%	£47,488
IT Specialist / Engineer	375	-12%	£32,064
Data Engineer	341	-16%	£50,048

Clerical and Administrative	7,968	6%	Salary
Office / Administrative Assistant	2,857	1%	£23,488
Receptionist	1,093	8%	£22,336
Office Manager (General)	704	3%	£25,536
Administrative Clerk / Coordinator	570	13%	£24,960
Personal Assistant	525	16%	£27,456
Project / Program Admin Assistant	290	7%	£27,456
Executive Assistant	243	-8%	£30,016
Administrative Manager	234	10%	£27,072
Postal Service / Mail Room Worker	220	52%	£22,144
Collections Specialist	210	-12%	£27,904

## Sector Intelligence

**Construction recruitment appears to be stabilising, with some employers being more cautious in recruiting**, due to a slowing workload or the increased costs in the current economic climate. Many still need more workers to fulfil contracts or replace leavers and the lack of skilled workforce and difficulties in recruiting, is still a challenge.

**More employers are looking to replace or thinking ahead about their overall workforce due to an ageing team and retirements.** There is concern in finding new entrants and apprentices, especially those with the “right attitude” to stay in the job. Many employers are willing to train them to their standards but struggle to get any interest.

**A steady increase in future demand for jobs is expected. Estimates are for 11,000 new jobs in GM by 2027** - in ‘traditional’ skill sets and trades as well as new and emerging methods and technologies around low carbon construction and a significant uplift required around the retrofit of existing properties. Most employers are not yet planning any Net zero training. Overall, 11% expect they will start doing more, and this likelihood increases by size, from 6% of micro, to 44% for large employers, and higher for general construction, infrastructure and specialist/demolition.

**Apprenticeships well-respected as a path into the sector, but entry level routes have declined.** 45% of employers are planning an apprentice for the next quarter. The availability or locality of training providers are stated to be the main barriers for employers, as well as more employers finding there isn’t a standard suitable for their needs. There also continues to be delays and poor communication on End Point Assessments.

**Transport infrastructure expansion and development has been another area bolstering the construction sector.** For example, The Bee Network aims to deliver seamless end-to-end journeys using the different modes of public transport. With a phased rollout until 2025, it will create jobs in construction and transportation. However, the axeing of HS2 2bWL will almost certainly impact the sector in terms of both investment and skills.

## In-demand Occupations

Manchester City Centre, Bolton, Stockport and Salford have the highest number of Construction vacancies.

Main roles in GM (Sept 23 – Nov 23)

- Quantity Surveyors (1,054)
- Building Surveyors (474)
- Surveyors (255)
- Site Managers (242)
- Structural Engineers (237)

## Skills Requirements

Entry level roles have low requirements (usually H&S cert or CSCS card) but roles are generally poorly paid, with fewer development routes

Progression is often **linked to ongoing CPD to learn new trades or equipment**, additional “cards” and certifications, including plant machinery licences, installer safety certifications and additional site H&S certs

In-demand skills include:

- Electrical engineering
- Structural fabrication
- Steel erection
- Construction process/project management
- Site engineering, quantity surveying, retrofitting.
- Digitalisation

## Sector Intelligence

Maintenance of public transport infrastructure is a critical part of the workforce in Greater Manchester. **The launch of the Bee Network in September 2023 represents a new phase of public transport in the city region, which has brought expansion.** There are currently around 500 bus driver vacancies GM wide.

**The current workforce in the rail sector is older than ever before where the average age of the workforce has risen from 43 years in 2018 to 45 years currently.** There are fewer younger people. The proportion of people under the age of 30 has decreased from 16% in 2018 to 10% currently. The sector is facing a critical loss of experience and knowledge in the next seven years.

**Apprenticeships are showing downward trends in both start rates and participation rates.** Levels of apprenticeship take-up, completions and levels of apprenticeship levy underspend all suggest that Transport employers have yet to fully embrace apprenticeships as a method of workforce planning and a way to increase the diversity within the sector.

**Across the Rail sector, wage inflation is driving costs up, projects are being delayed or cancelled and training is being deferred or cancelled due to a shortage of trainers.** 40% of all active trainers will reach retirement age by 2030, compounding the issue. Vacancies are proving harder to fill and stronger market competition for talent means that the rail industry is facing declining productivity levels due to a lack of suitably skilled people.

HS2 prior to its cancellation of the 2bWL forecasted that occupations requiring either a first degree or level 4 qualifications and above accounted for around 33% of the total demand. **Its cancellation leaves a dent in investment and proposed roles for the region over the next decade.** Many businesses are losing investment they had already made in preparation for this project

## In-demand Occupations

Roles are concentrated in Manchester city centre, with employers in other areas like Stockport, Bolton, and Oldham advertising a relatively high number of vacancies.

Main roles in GM (Sept 23 – Nov 23):

- Automotive Service Technician (852)
- Van / Taxi / Shuttle Driver (279)
- Diesel Mechanic (183)
- Motor Vehicle Operator (139)
- Bus Driver (128)

## Skills Requirements

There are clear and key areas where consistent workforce deficits exist – which include Signalling & Telecoms, Systems Engineering and Electrification & Plant – where the gaps typically range between 1,000 and 2,000 people per annum. These deficits are creating premiums for skills – for Electrification 12% and for Signalling 10%, evidenced through increased salary demands.

- Wide cross-sector opportunities
- Rail skills needs continue to increase post HS2 2bWL cancellation
- Demonstrating permanent career pathways is a challenge
- Apprenticeship pathway used predominantly for rail specific skills

## Sector Intelligence

Logistics unlocks many career opportunities, with **roles ranging from drivers and mechanics to robotics and technology developers**. Job opportunities can be found across all UK nations and regions, with strong potential for social mobility as entry level roles remain accessible for those without a university degree, but still offer highly competitive salaries and some of the best opportunities for progression.

2023 has seen economic headwinds and a downturn in demand which has eased pressure on logistics recruitment across many roles. However, **staff shortages have persisted in the sector for several roles – particularly fleet maintenance and technical roles**.

**A significant skills gap exists for technicians – both for traditional roles and now there is a growing need for skills to operate on electric and alternatively fuelled vehicles**. Electric vehicle (EV) training courses are needed to meet this demand.

Many operators have resolved driver shortages with “Warehouse to Wheels” programmes which has now created a **persistent high demand in warehouse vacancies**.

Innovation and emerging technologies are shaping the future of logistics through changing customer requirements, rapid digital transformation, and automation within the business environment. **Creating opportunities to engineer, support, and maintain robotics, AI, and Mechatronics**.

**Generation Logistics was launched in August 2022 in recognition of the fact that, despite the logistics sector’s central importance to the UK economy, there was a broad lack of awareness of the scope and scale of the careers available within the industry**. At the time, a survey showed that only 7% of young people, and 15% of career switchers were considering a career in logistics. **They have created over 3 million engagements through targeted social media campaigns. The campaign has attracted over 600,000 visits to its dedicated campaign web hub**.

## In-demand Occupations

Businesses also report a high demand for Mechanics, Transport Planners, Logistics Administrators, Transport Managers and Transport Co-ordinators. The data shows that there is consistent high demand and skills shortages in the infrastructure around driving & transport operation roles themselves.

Main roles in GM (Sept 23 – Nov 23):

- Warehouse Operative (1,701)
- Truck Driver (1,308)
- Delivery Driver (892)
- Forklift Operator (606)
- Operations Coordinator (498)

## Skills Requirements

- Entry Level recruitment requires very few qualifications, but numerical and problem-solving skills are often essential.
- Future Skills in Logistics covering automation and drone operation.
- Back Office, digitisation and automation in warehousing, sales, customer service – internal and external.
- Leadership and Management – Team management/ motivating staff.

In-demand skills include:

- Digital Warehousing / Reverse Logistics.
- Transport planning / Fleet Management.
- Warehousing management
- Software Skills
- Supply chain management
- Forklift truck operation
- Mechanics – Technicians that can operate on electric and alternatively fuelled vehicles.

## Sector Intelligence

The Retail sector covers **all aspects of high-street and eCommerce shopping**. Workers in the sector ensure that shops, services, and online outlets run smoothly.

**Nearly 1 in 6 workers in GM are employed in retail, wholesale, and hospitality occupations** – around 200,000 people.

**62% of consumers don't expect the economy to recover within the next 12 months** and 58% expect their living costs to increase over the next six months. As a result, we are likely to see the following impacts:

- Pressure to offer more competitive wages will continue
- Demand from lower-income consumers will drop
- Prices will increase to pass on some costs to consumers

More than **10,000 UK shops closed in 2023, with almost 120,000 retail jobs lost**. This has undoubtedly meant an exodus of skills from the sector and an exacerbation of poor perceptions around wages and stability.

**UK hospitality** is now said to be short of around 188,000 workers, with the **shortage of front-of-house staff and chefs being the worst**. Many jobs within the sector are seen as low-paid and entry level. **Staff turnover within the sector is generally high**, particularly over holiday periods and when student workers move.

New Immigration rules that will come into force in Spring 2024 will raise the threshold for a skilled worker visa by nearly 50% from £26,200 to £38,700. **Over 95% of the 8,500 hospitality visas issued in 2023 would no longer be valid under these new plans**. This could further increase the challenges of recruitment for the Hospitality sector where they will become unable to compete for candidates in the same way as other sectors.

## In-demand Occupations

Roles are heavily concentrated in Manchester City Centre and regional town centres, with other hubs like the Trafford Centre and Retail Parks seeing many opportunities.

Main roles in GM (Sept 23 – Nov 23):

- Cleaner (2,460)
- Retail Store Manager (1,652)
- Sales Representative (1,505)
- Sales Assistant (1,067)
- Waiting Staff (695)

## Skills Requirements

- Entry level roles are often open to many, with on-the-job training provided as part of induction.
- Roles within the sector are often difficult, with unsociable shift patterns and long-hours, but there are many opportunities for those who stay.
- Management and team leader roles are common after workers have enough experience.

In-demand skills include:

- Customer service
- Sales
- Communication
- Food safety and sanitation
- Teamwork and adaptability
- Food preparation
- Food safety



## Sector Intelligence

**Outlook across the wider Manufacturing sector remained fairly gloomy towards the end of 2023.** High supply chain and material costs, wage costs, and difficulties at the international level transporting goods in the Red Sea hit confidence.

GM's LSIP identified **Green Skills, Lean Manufacturing, Robotics and Electronic Engineering as urgent/high priority areas** for skills provision development. The sector will be a priority in upcoming public investment.

Manufacturing is an important sector for the Greater Manchester economy. The sector employs around 115,000 people, **making up around 8-9% of the GM workforce.** With a focus on food and drink, component manufacturing, electronics, manufacturing in GM sees a wide range of employers and diverse skills needs.

**With Advanced Manufacturing identified in GM's Local Industrial Strategy as a key area of growth for the city region, technical skills development is critical.** This includes the creation of an industrial cluster along the North East Growth Corridor – Atom Valley; and the foundation of Greater Manchester Graphene, Advanced Materials and Manufacturing Alliance (GAMMA).

**Efforts continue to support the technical workforce in GM.** The Made Smarter programme operates throughout the North West, helping manufacturing and engineering companies adopt Industry 4.0 technology, and delivering skills development as part of the programme. Rochdale's Advanced Machinery and Productivity Institute (AMPI) will include a strong skills element.

As an innovative sector, **commercialisation is one of the skills lacking in many early-stage manufacturing businesses.** Understanding potential, writing growth cases, and knowing where and how to access financing is critical

## In-demand Occupations

While there is a sizeable concentration of other businesses in the city centre, manufacturing firms are spread across GM. Wigan, Rochdale, Stockport, and Tameside all have large numbers of manufacturing firms.

Main roles in GM (Sept 23 – Nov 23):

- Mechanical Engineer (1,612)
- Machine Operator (1,208)
- Electrical Engineer (1,134)
- Quality Control (745)
- Engineering Manager (693)

## Skills Requirements

Entry level production roles have low requirements, but roles are generally unskilled and poorly paid.

- Clear lines of progression into Production Management roles.
- Some staff are supported on Engineering training programmes if they want to develop
- Series of qualifications for Continuous Improvement Engineers

In-demand skills include:

- Industrial electrical trades
- Green energy, lean manufacturing, sustainability
- Robotics and automation
- Computer Aided Manufacturing (CAM) software, digitalisation, electronics engineering technicians

## Sector Intelligence

While many city regions have similar workforce profiles, **GM has a particularly high concentration of Financial & Professional Services workers** (20.4% vs. 16.5% in West Midlands, 16.6% in Liverpool)

COVID19 has had limited impact on the FBPS sector – **many employers reacted quickly to working from home and have remained hybrid**. 77% of financial services firms reported a higher proportion of staff working from home in the last 12 months than the 12 months pre-pandemic – higher than all other sectors.

The emergence of FinTech in GM is accelerating, with **inward investment** from established firms in addition to local start-up organisations.

- The past 12 months have seen new employers move to the city region, with Starling Bank, FinTech firm Rupee, and venture capital advisors KPMG Acceleris have all opened offices in GM the past year.

Almost a **third of employers across the FBPS sector are struggling to recruit** due to widespread skills shortages and fewer workers choosing the sector.

- There is a perception in the sector that it is “losing out” to digital employers who can offer higher wages for talented workers.

Disruptors such as AI/ML will continue to revolutionise the industry. **Automation and digitalisation have become an everyday topic** within the talent and people agenda, as the share of roles that are becoming automatable increases.

Apprenticeships are **increasingly welcomed as an entry route into the sector**. In more recent times this is being seen within the legal sector, a hugely positive shift

## In-demand Occupations

Most roles advertised in the sector are in Manchester city centre, but each area of GM has some accountancy and legal firms.

Main roles in GM (Sept 23 – Nov 23):

- Lawyer (2,863)
- Bookkeeper (2,751)
- Accountant (2,257)
- Project Manager (2,155)
- Financial Manager (1,684)

## Skills Requirements

Progression within the sector is heavily linked to further accredited qualifications:

- Accountancy: ACCA, ACA, CIMA, CIPFA, CTA
- Financial Services: IOC, IMC, CII, CFA
- Law: LLB, LPC, CILEX

There is increasing emphasis on soft skills as well as technical skills required to work in the sector, in particular:

- Communication (strong oral and written)
- Teamwork
- Attention to detail
- Curiosity & commercial awareness
- Problem solving
- Analytical skills



## Sector Intelligence

After a surge in demand over the course of the pandemic, demand in the sector is dropping. **Vacancy numbers for digital occupations in GM peaked in April 2022 at 18,146 roles** advertised and has since dropped back significantly.

The sector saw big **growth over 2023 in some specific advanced digital skills** – increasing use of data analytic techniques, machine learning, and artificial intelligence will be more important for many businesses.

Mid-2023 saw the **full launch of the Centre for Digital Innovation and the Turing Innovation Catalyst** – two digital focused hubs at MMU and UoM.

Vacancy data shows the % Change in vacancies advertised broken down by occupation area. **Between Jan 2020 and Dec 2023, the number of IT & Computer Science roles is -13% lower**, compared with Transportation roles (+93% higher), Hospitality (+82% higher), Engineering (+62% higher).

**Demand for digital experts in the public sector is rising** – increasing digitisation of health service, emergency services, etc. all driving need for basic digital skills. Leadership & Management is a consistent gap amongst employers, linked to the speed of digital transformation in traditionally “non-digital” sectors.

Employers report **high levels of applicants for entry level positions** but can struggle to progress these workers further up. After 2-3 years of experience, staff often leave for higher paid positions elsewhere.

Entry level **digital skills are now a requirement for many roles**. Employers need workers to be familiar with office applications and other sector-specific software packages (ERPs in Manufacturing, or BIM software in Construction).

## In-demand Occupations

Digital specialists needed in wider sectors include data analysis, digital marketing, digital finance, cyber and information security. Most roles are in Manchester and Salford, but many firms now need in-house digital experts.

Main roles in GM (Sept 23 – Nov 23):

- Software Developer (3,360)
- Computer Support Specialist (1,341)
- Computer Systems Engineer (841)
- Mobile Applications Developer (810)
- IT Manager (806)

## Skills Requirements

Progression within the sector is often linked to improved technical skills, project management, and leadership opportunities. **Mid-senior digital specialists are hard to recruit**– experienced workers can access a huge range of well-paid opportunities.

Software Development roles usually require programming languages (SQL, Javascript, Python, C++) or familiarity with large suites of digital infrastructure (Microsoft Azure, Amazon Web Services)

In-demand skills include:

- Communication
- Agile Methodology
- Problem-solving
- Automation
- Web Development

## Sector Intelligence

**Almost 200,000 people work in HSC positions across GM including for the NHS, in social care roles, and in Primary Care. A large number of volunteers also work in various roles in the sector.** This is the largest the GM workforce has ever been.

**Greater Manchester Integrated Care Partnership (Greater Manchester ICP) brings together all health and social care partners** across Greater Manchester and wider public sector and community organisations to improve the health and wellbeing of the 2.8 million people who live in Greater Manchester.

There is great pressure on the workforce and there is a need for more people in the sector. People are living longer and often with multiple health conditions. There were **38,720 different GM job vacancies in HSC in 2023**. This means the sector accounted for 7.2% of all job vacancies.

**Retention varies across occupations but can be poor particularly in social care** where there is a gravitational pull towards the NHS and its perceived better pay, terms and conditions.

**Recent forecasts suggested that domestic training and education needs to increase by over 65%** to ensure the workforce has the necessary skills for the future. There is a technical pathway to almost every position in HSC and work is being done to ensure young people are aware of these routes through the Mayor's Technical Education ambitions.

Current **GM Vacancy rate (unfilled positions in the workforce) is 7%** in healthcare. Nursing remains the most in-demand occupation with high turnover also evident. It is in top 5 most advertised positions for 8 out of 10 GM localities

## In-demand Occupations

Health and Social Care is the largest single workforce in GM – employing around 13% of workers. There are over 350 different roles and MFT is our biggest employer with a workforce of around 30k. Manchester, Stockport, Bolton, and Salford see the biggest concentrations of demand, primarily around hospital and NHS trust sites.

Main roles in GM (Sept 23 – Nov 23):

- Registered Nurse (2,541)
- Social Worker (2,039)
- Residential Carer (1,759)
- Carer (1,223)
- Doctor (842)

## Skills Requirements

Personal values are often more highly prized than skillset by employers – compassion / empathy / good communication skills / personal resilience.

Issues around 'off job learning (and backfill costs) and clinical placements - employers already stretched can be reluctant to release staff for training.

990 different skills were requested in HSC job adverts in GM during 2023

In-demand skills include:

- Mental Health awareness including dementia
- Basic clinical skills
- Personal care

## Sector Intelligence

The sector is a huge employer within Greater Manchester with around **120,000 people working directly in education**. GM has approximately 596 nurseries, 707 primary schools and 274 secondary schools. Of these 41 are independent schools. There are 10 Further Education colleges, 11 sixth form colleges, 5 universities, and over 50 work-based learning providers in the GMLPN.

**In 2023, the education sector has advertised the third highest number of vacancies in the GM region.** In 2024 there are some new initiatives to try and attract staff into Early years, with Salford piloting a scheme whereby some new staff will be entitled to a £1000 incentive.

The scale of the sector drives demand – **Teaching Assistants were the single highest in-demand role for much of 2023 at 5,907 unique adverts.**

**Retention across the sector is mixed.** Reasons for leaving include burnout/stress, low pay, Ofsted/League Tables and regulations meaning the job isn't as expected. Many staff feel underpaid and undervalued and that their wellbeing was being affected by pressures of the job.

In general, **many in the Education workforce are highly educated** themselves. However, the childcare workforce is less qualified than both the teaching workforce and the general female workforce. Just over 25% of childcare workers held a degree as their highest qualification level. By contrast, 92.8% of teaching workers hold a degree or equivalent qualification.

**As it stands, wages in schools are around £9,000 more than colleges on average,** despite many college lecturers being more specialist and having brought real-life industry experience to their roles.

## In-demand Occupations

Those able to teach STEM subjects and modern foreign languages are particularly in demand throughout schooling. Within FE, those with industry knowledge – dual professionals – are hard to recruit and it can affect which subjects are being offered to students.

Main roles in GM (Sept 23 – Nov 23):

- Teaching Assistant (5,093)
- Childcare Teacher (1,115)
- Tutor/Teacher (1,085)
- SEN Teacher (1,072)
- Primary School Teacher (902)

## Skills Requirements

While Post-graduate Certificates of Education (PGCEs) are the usual route into many teaching professional, teaching apprenticeships are an emerging pathway into the sector. Staff with industry skills and experience to be able to teach higher level qualifications are in very high demand in most education settings.

FE teaching roles do not require the same formal teaching qualifications as schoolteachers but sometimes do not have the same parity of pay either. Early Years Educators similarly see lower wages than schoolteachers.

In-demand skills include:

- Special Educational Needs and Disabilities (SEND) awareness
- Mathematics
- Learner Support
- Safeguarding and child protection
- Careers leads

## Sector Intelligence

**Greater Manchester Fire and Rescue Service** has 41 fire stations and the service employs thousands of personnel, of which 1,200 are frontline firefighters, and 403 non-uniformed support staff.

**North West Ambulance Service** serve more than seven million people across approximately 5,400 square miles. They receive approximately 1.3 million 999 calls and respond to over a million emergency incidents each year. They employ around 6,900 staff in over 300 different roles and have over 1,000 emergency and non-emergency vehicles operating across the North West and have an annual budget of £458 million.

**Greater Manchester Police** employ 13,184 members of staff. It has recruited over 1,100 new officers as part of its uplift target. Its PEEL report 2023-25 showed considerable improvement. For example, 999 calls now answered on average in 4 seconds as opposed to 1 minute 22 seconds in 2021.

The emergency services still see difficulties due to **large increases in demand and an ageing population, a lack of funding, and widespread workforce shortages**. The services experiences higher levels of sickness absence than many sectors and staff are more likely to be physically assaulted or experience verbal abuse when working. 2023 saw members of the ambulance service take strike action.

The **growing diversity of communities** means there is a need for change within the emergency services to meet the communities' needs.

The **locations that demand the most resources** from GMFRS, GMP, and NWS are frequently the same. A joint preventative approach with these other services is the most effective way of tackling these threats

## In-demand Occupations

Roles are concentrated around police stations, ambulance depts, and fire stations – Manchester, Salford, Stockport, and Bolton see higher demand than other areas.

Main roles in GM (Sept 23 – Nov 23):

- Security Officer (561)
- Police Officer (129)
- Security Manager (101)
- Security Intelligence Analyst (85)
- Loss Prevention Specialist (53)

Many positions are oversubscribed and can be extremely competitive

## Skills Requirements

Primary front-line roles need **exceptional people skills** – empathy and compassion are critical for most of the duties performed on the front-line.

**Digital skills** both in using new equipment and in combatting different emergencies – as crime moves online, the need for cybercrime specialists is growing in most police forces across the UK.

In-demand skills include:

- Preventative measures
- Leadership skills
- Resilience
- Community engagement including BSL and other language skills;
- Health and wellbeing (including mental health expertise)
- Physical fitness

## Sector Intelligence

2023 saw continued growth for GM's Green Economy, with government subsidies for a variety of green technologies. Many **green technologies are approaching mass-adoption stage**, including electric vehicles, low carbon heating technology, and renewable energy production. This will bring changes to the volume, make-up, and skill levels of hundreds of different occupations.

GM is not on currently target to hit its "fair share" carbon emissions budget, but good progress is being made in most areas. **Since 2019, 17,000 properties have improved their energy efficiency rating** from an EPC D to C+, and over 230 public buildings have been retrofitted with low carbon technology.

The **GM Bee Network launched at the end of Summer 2023**, bringing 50 new Zero-Emission buses to roads in Bolton, Wigan and Salford.

**Perceptions of careers in the Green Economy are outdated**, with many still referring to environment-linked jobs as traditional "green" career pathways.

Across the Green Economy there are 5 key areas which will see a lot of change:

- **Buildings** – as gas is replaced with electricity, all buildings will need retrofitting to install insulation, power generation, and low-carbon heat.
- **Transport** – both public and private transport are becoming increasingly electrified, with the shift to electric cars and electrification of rail.
- **Energy** – with increased electrification, the power network will need additional upgrades and linkage with new renewables generation.
- **Waste and Recycling** – disposal, recycling, and reuse of materials and waste in an efficient and environmental way.
- **Natural Environment** – management of nature for net zero and biodiversity objectives will be increasingly important.

## In-demand Occupations

Roles in the Green Economy are fairly well spread across GM – transport roles concentrate in the city centre but roles relating to buildings and energy are broadly distributed.

Main roles in GM (Sept 23 – Nov 23):

- Sustainability Specialist (158)
- Environmental Planner (122)
- Safety Manager (52)
- Environmental Engineer (38)
- Recycling/Sanitation Worker (32)

## Skills Requirements

Skills needed for the Green Economy are broad. The size of sector will grow greatly as GM and wider UK moves towards Net Zero targets. Adoption of technology like low carbon heating and electric vehicles are already growing rapidly.

Innovation, digital skills, and creativity will drive adoption and optimisation of new technology. Various senior roles in many occupations and subsectors go unfilled, some skillsets are in very high demand.

In-demand skills include:

- Management
- Sales
- Project Management
- Carbon Literacy
- Construction trade skills are critical in several areas
- Natural environment – waste and water management