

An Analysis of the local Swindon and Wiltshire labour market and skills requirements.

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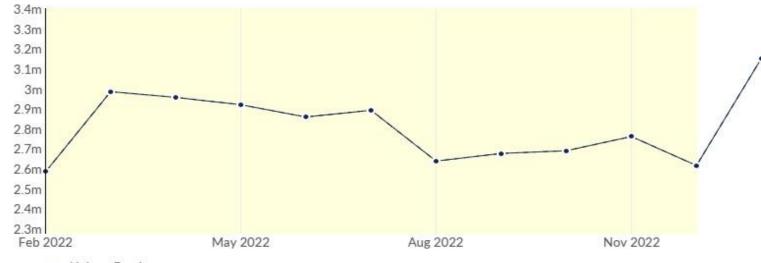
Labour Market Clusters

The main sources of Gross Value Added (productivity) and significant employment

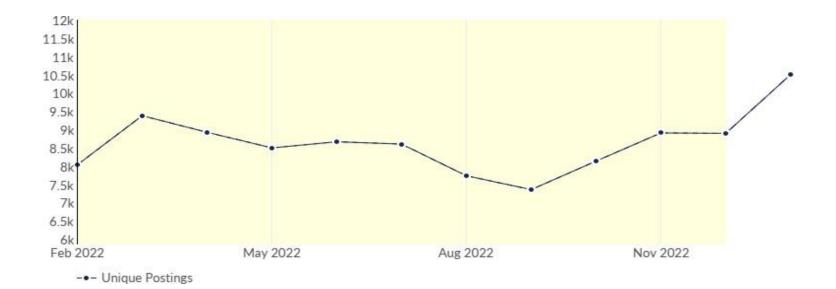
Wiltshire	Swindon	
Property development (GVA 8%)	Financial and Legal Services (GVA 18%)	
Education and Childcare (GVA 8%)	Utility (GVA 8%)	
Health and Care (GVA 7%)	Business services (GVA 6%)	



Job postings for Wiltshire (top) and Swindon (bottom).



--- Unique Postings





Industries in Swindon and Wiltshire

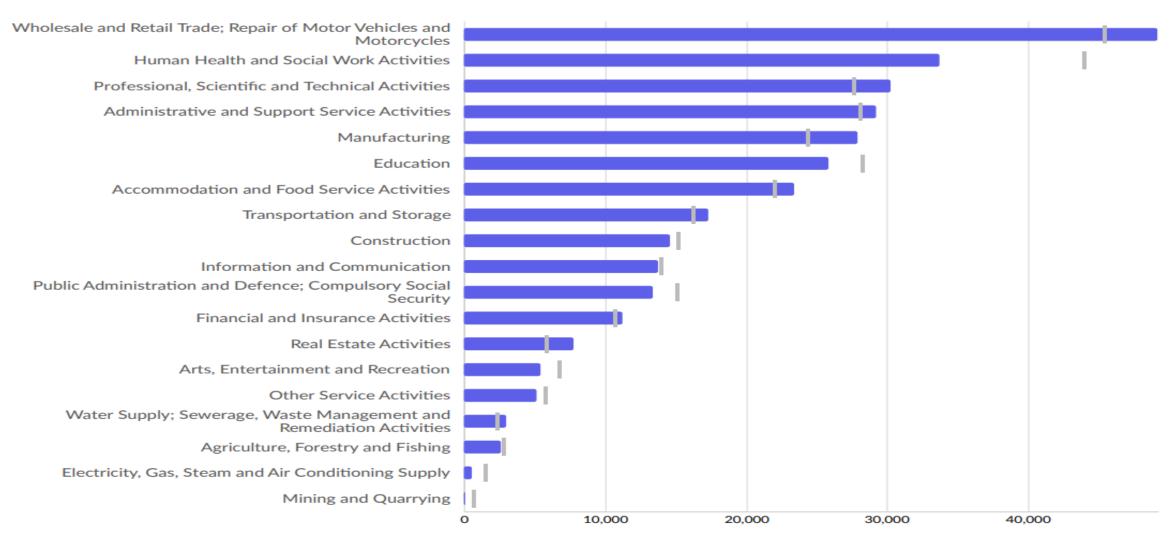
- The following charts show the most important specific industries across Swindon and Wiltshire.
- The largest employer across the region is the car industry, but in terms of wholesale and retail rather than manufacturing anymore.
- The third most important industry is professional, scientific and technical activities, which is also the highest growth sector. This complements the information on apprenticeships, where mathematics is viewed as the most important skill, which would be essential for most scientific jobs.



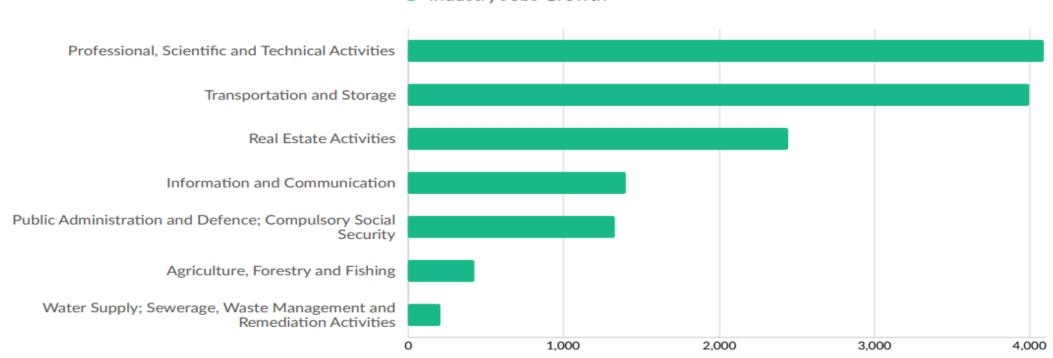
Largest Industries

Industry Jobs

National Average



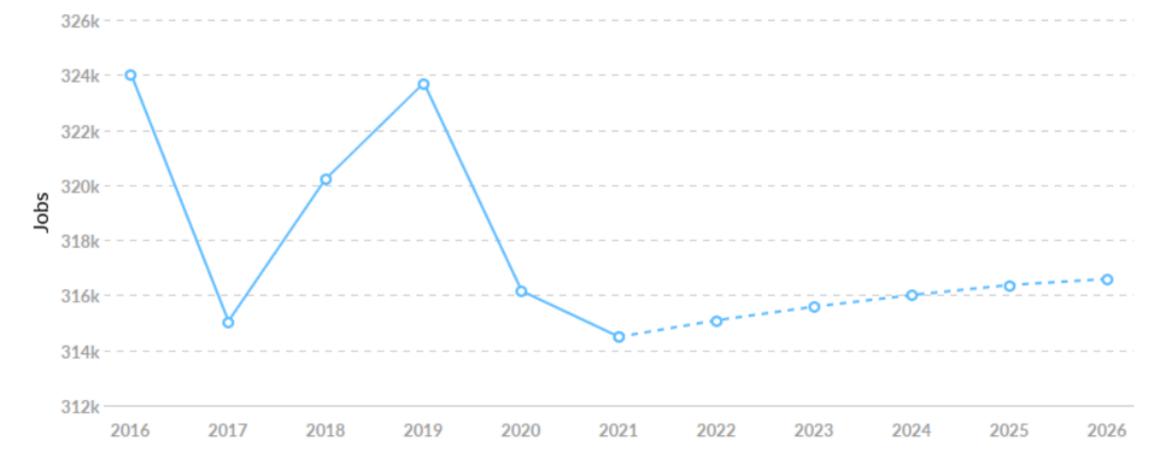
Top Growing Industries







Job Trends



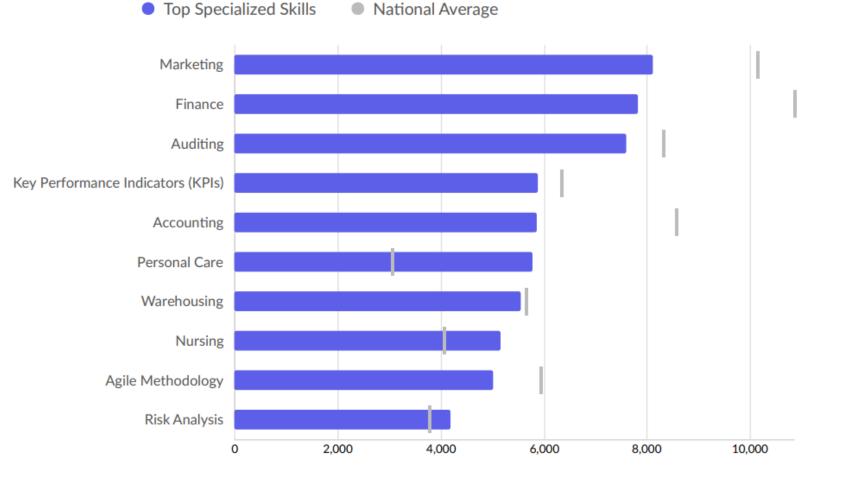


Skills in Swindon and Wiltshire

- In the following charts, it is clear there are similar trends in skill demand across Wiltshire and Swindon, although key differences between general skill needs and apprenticeships.
- The charts relating to Swindon and Wiltshire combined, show that business skills in general are currently sought after across the region, especially auditing and finance. Marketing is also popular, but is more volatile with seasonal demand for marketing being especially high at the beginning of the year.
- In terms of educational attainment, the NVQs dominate, with only a small proportion of trade apprenticeships.



In-Demand Skills across Swindon and Wiltshire

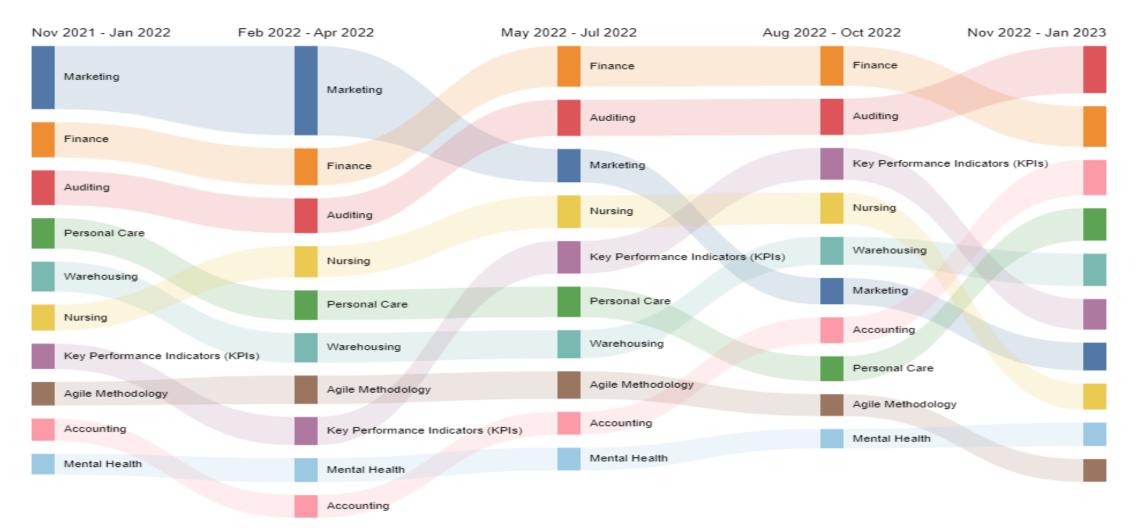




Top-10 Skills by Quarter in Swindon and Wiltshire

Top 10 Skills in Your Selected Areas by Quarter

Skills help us understand not only what an area excels in, but how it is growing.



Educational Attainment across Swindon and Wiltshire



		% of Population	Population
•	No Qualifications (NVQ)	5.3%	23,869
•	Other Qualifications (NVQ)	5.7%	25,592
•	NVQ 1 - SCQF L4	11.5%	51,371
•	NVQ 2 - SCQF L5	17.6%	78,585
•	Trade Apprenticeships	3.5%	15,646
	NVQ 3 - SCQF L6	17.7%	79,295
•	Higher Education Below Degree Level - SCQF L7- 8	8.5%	37,775
•	Degree or Equivalent and Above - SCQF L9	30.2%	134,859

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General Demand for Skills

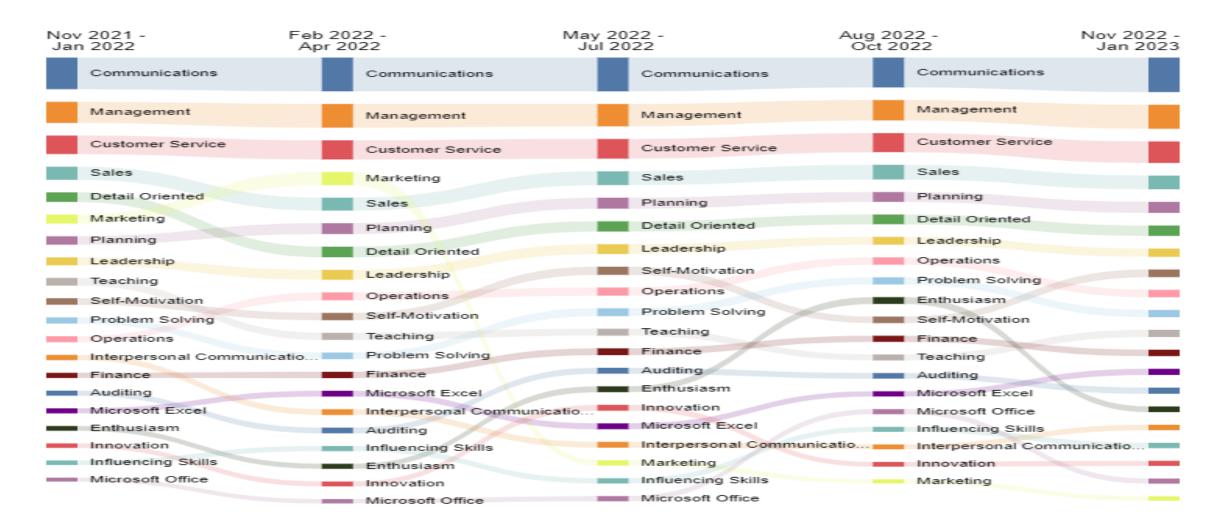
- In the following slides, there is a recent overview of specific skill changes across Wiltshire and Swindon separately. The volatility shows the seasonal demand for many skills, with increases at the beginning and end showing the annual movements in demand.
- In both Swindon and Wiltshire communication skills are the most popular currently, followed by management and customer service. These have not changed much over the last year.
- The main change in Wiltshire has been an increase in demand for teaching skills and the related interpersonal skills.
- The main change in Swindon has also been teaching skills.



Skill Volatility in Swindon

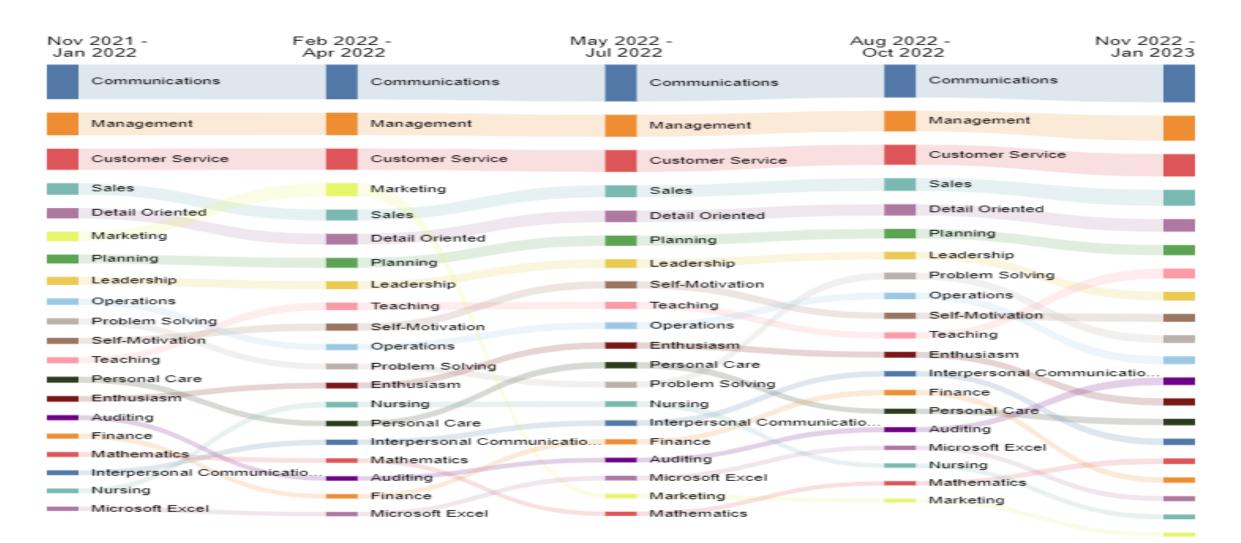
Top 20 Skill

Skill volatility helps us understand how demand for skills is changing over time.



Skill Volatility in Wiltshire

Skill volatilit



Apprenticeship Skill Demand

- The main skill demanded for apprentices is mathematics. Communications skills and sales prospecting are also important, with increases in the latter, especially in Wiltshire.
- The importance of mathematics for apprenticeships indicates the technical nature of the apprenticeships, such as with engineering and computing and this appears to be increasing.
- In contrast there is less demand for English language skills or teaching.
- Wiltshire features cleanliness and research, possibly reflecting the demand for health industries (Porton) following the pandemic. Swindon includes marketing, which is not sought after in Wiltshire.



Skill Volatility in Apprenticeships in Swindon

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Skill volatility helps us understand how demand for skills is changing over time.

Nov 2021 - Jan 2022	Feb 2022 - Apr 2022	May 2022 - Jul 2022	Aug 2022 - Oct 2022	Nov 2022 Jan 2023
Mathematics	Mathematics	Mathematics	Mathematics	
Communications Customer Service	Communications	Communications	Communicatio	ins
Detail Oriented Sales Prospecting	Customer Service Willingness To Le	Customer Servic	Customer Sen	
Management Functional Skills Qualific	ation Detail Oriented	Detail Oriented Sales Prospectin	Detail Oriented	
Willingness To Learn Microsoft Excel Problem Solving	Sales Prospectin Microsoft Excel	Management	Wanagement Willingness To	
English Language Sales	Problem Solving	Willingness To Le		lls Qualification
Business Administration Administrative Functions	Administrative Functions Marketing Enthusiasm Finance Invoicing Research Interpersonal Communicati Enthusiasm Finance	Sales	Business Adm	
Enthusiasm Finance		mmunicatio Interpersonal Co Research Marketing	Marketing Enthusiasm	
Invoicing Research Interpersonal Communic		Finance	Administrative Finance Invoicing	Functions
	Business Adminis Administrative Fu	English Languag	ge English Langu	
		Invoicing Business Admini	istration	

Skill Volatility in Apprenticeships in Wiltshire

Top 20 Skills Matching Your Search Results by Quarter

Skill volatility helps us understand how demand for skills is changing over time.

Nov 2021 - Jan 2022	Feb 2022 - Apr 2022	May 2022 - Jul 2022	Aug 2022 - Oct 2022	Nov 2022 - Jan 2023
Mathematics	Mathematics	Mathematics	Mathematics	
Communications	Communications	Communications	Communicatio	ons
Customer Service	Customer Service	Sales Prospectin	ng Sales Prospe	cting
Sales Prospecting	Management	Customer Servic		
Functional Skills Qualificat	ion Willingness To Learn	Management	Customer Ser	
Management	Sales Prospecting	Functional Skills	Qualification Detail Oriente	d
Detail Oriented	Sales	Willingness To L	earn Functional Sk	ills Qualification
Problem Solving	Detail Oriented	Detail Oriented	Problem Solvi	ing
Self-Motivation	Functional Skills Qua	Problem Solving	Willingness To	o Learn
	Problem Solving	Enthusiasm	Management	
Mentorship English Language	Research	Cleanliness	English Langu	Lage
- Sales	Administrative Functi	ions Sales	Planning	
Planning	Mentorship	Self-Motivation	Sales	
Cleanliness	Self-Motivation	Planning	Enthusiasm	
— Time Management	- Cleanliness	- Operations	Cleanliness	
- Research	Operations	- Research	Administrative	e Functions
 Administrative Functions 	Planning	English Languag	ge Operations	
Enthusiasm	 Time Management 	Administrative F	unctions - Research	
Operations	— English Language	Time Manageme	ent — Time Manage	ment
		Mentorship	Self-Motivatio	n
			Mantachin	

Mentorship

Thank you

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