

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

Presented by Paddy Bradley
Analysis by Bruce Morley and Andreas Schaefer
(University of Bath)

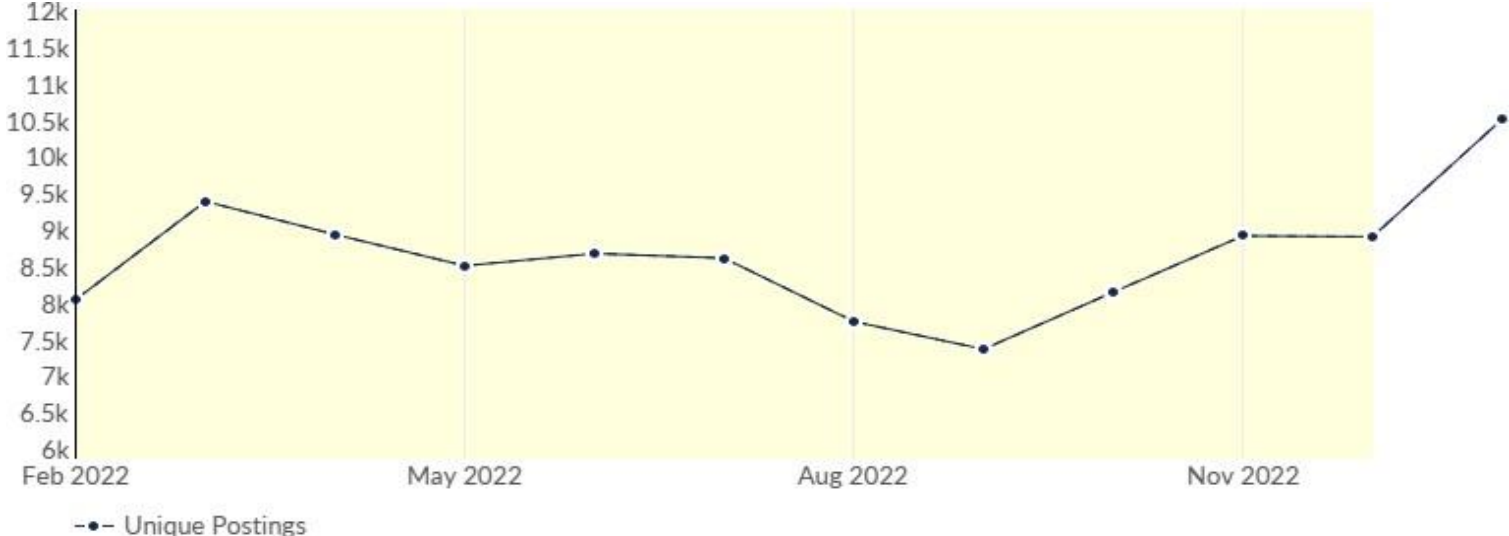
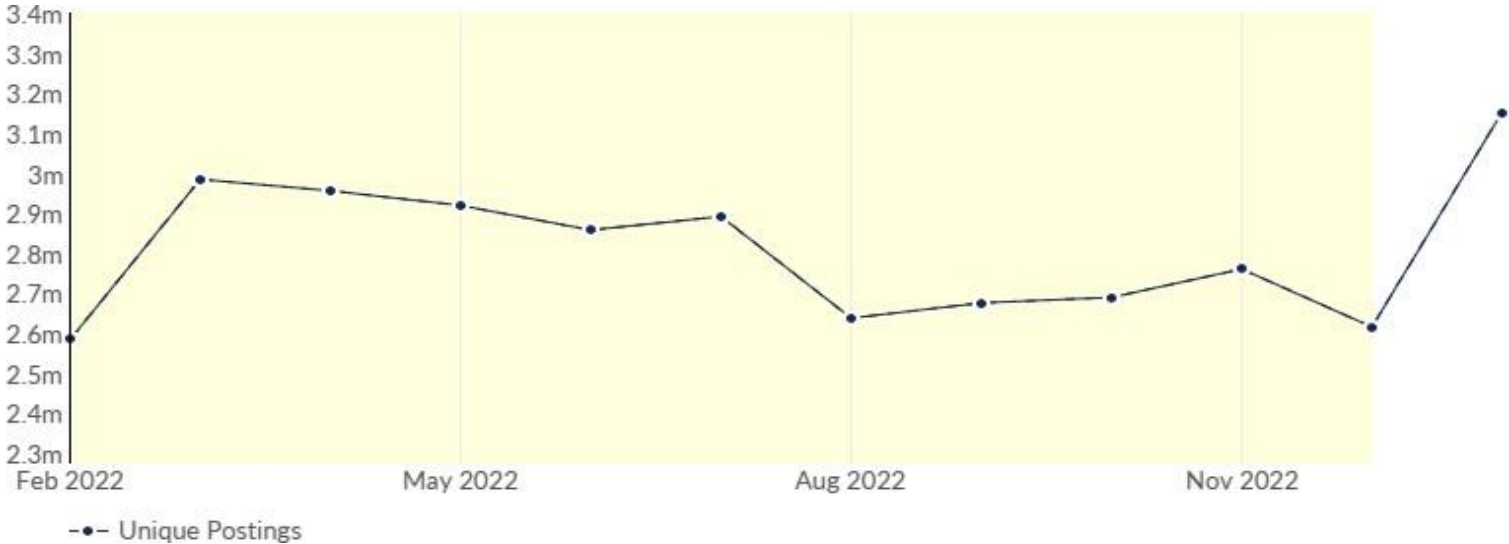


Labour Market Clusters

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%)

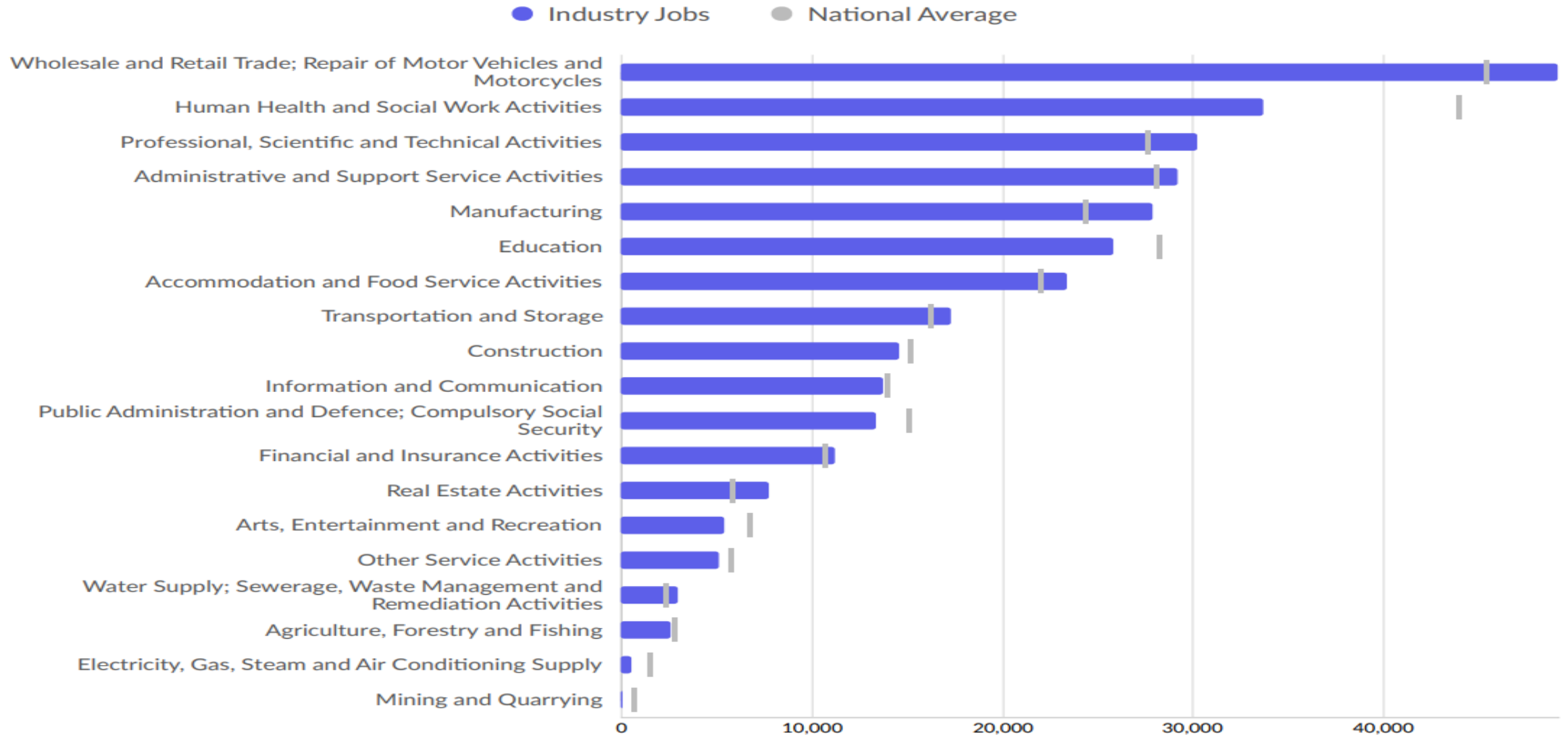
Job postings for
Wiltshire (top)
and Swindon
(bottom).



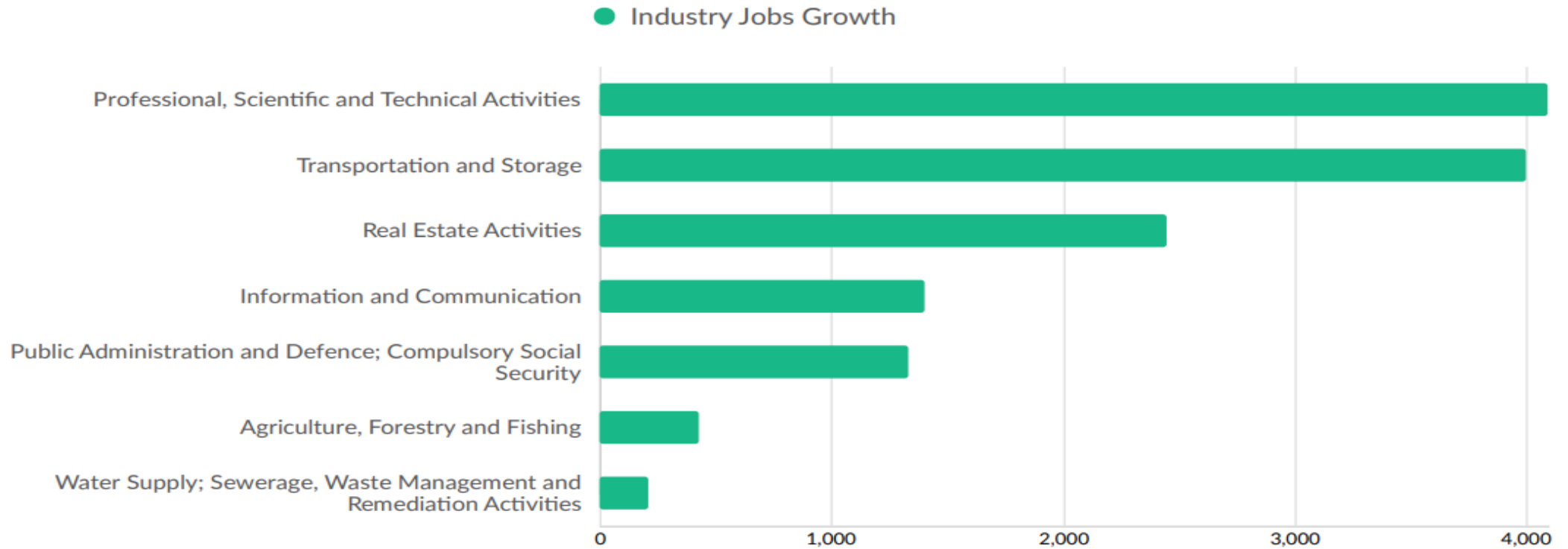
Industries in Swindon and Wiltshire

- 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.

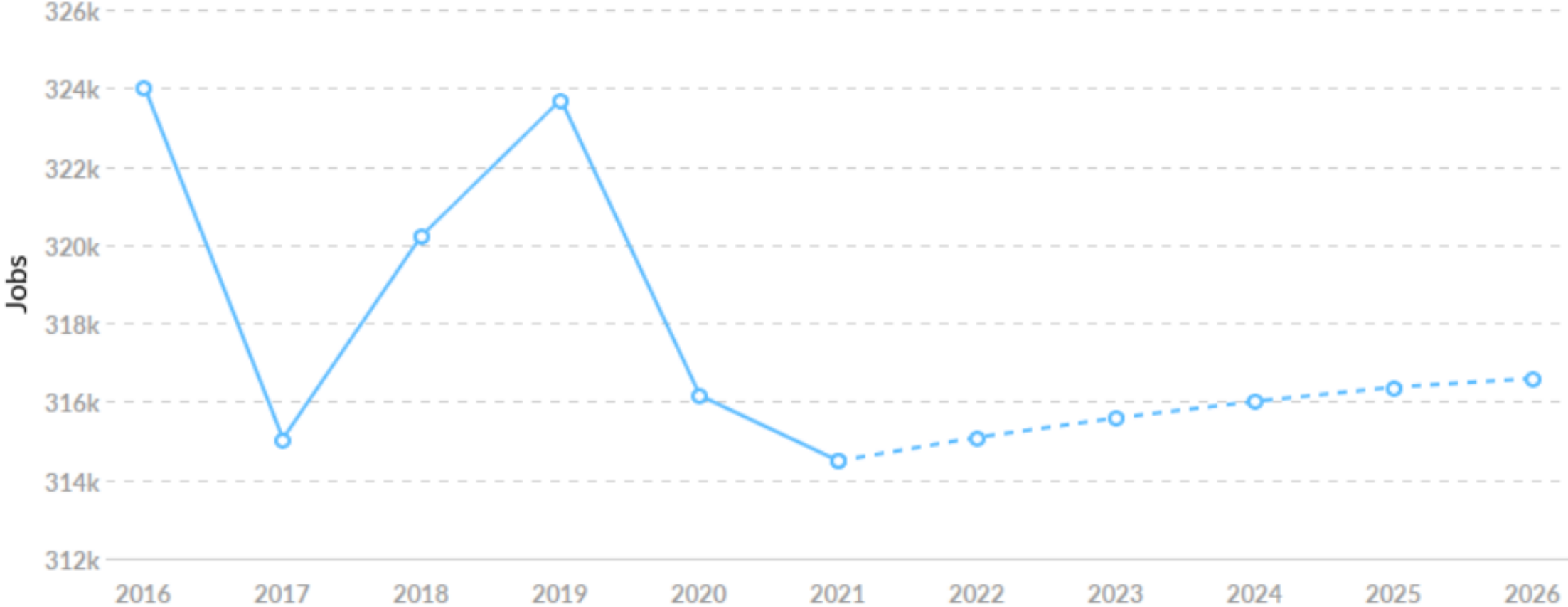
Largest Industries



Top Growing Industries



Job Trends



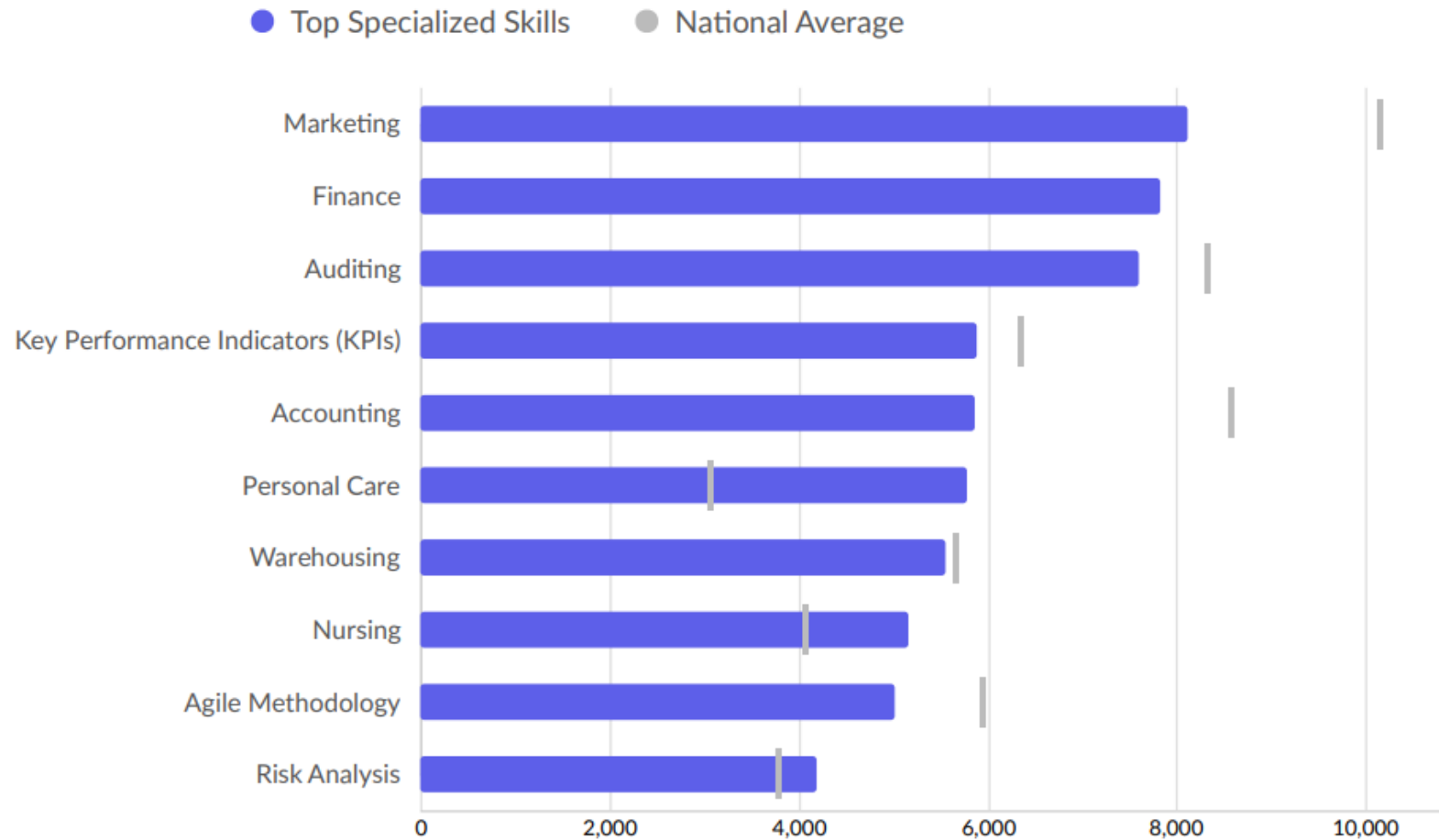
Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

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.

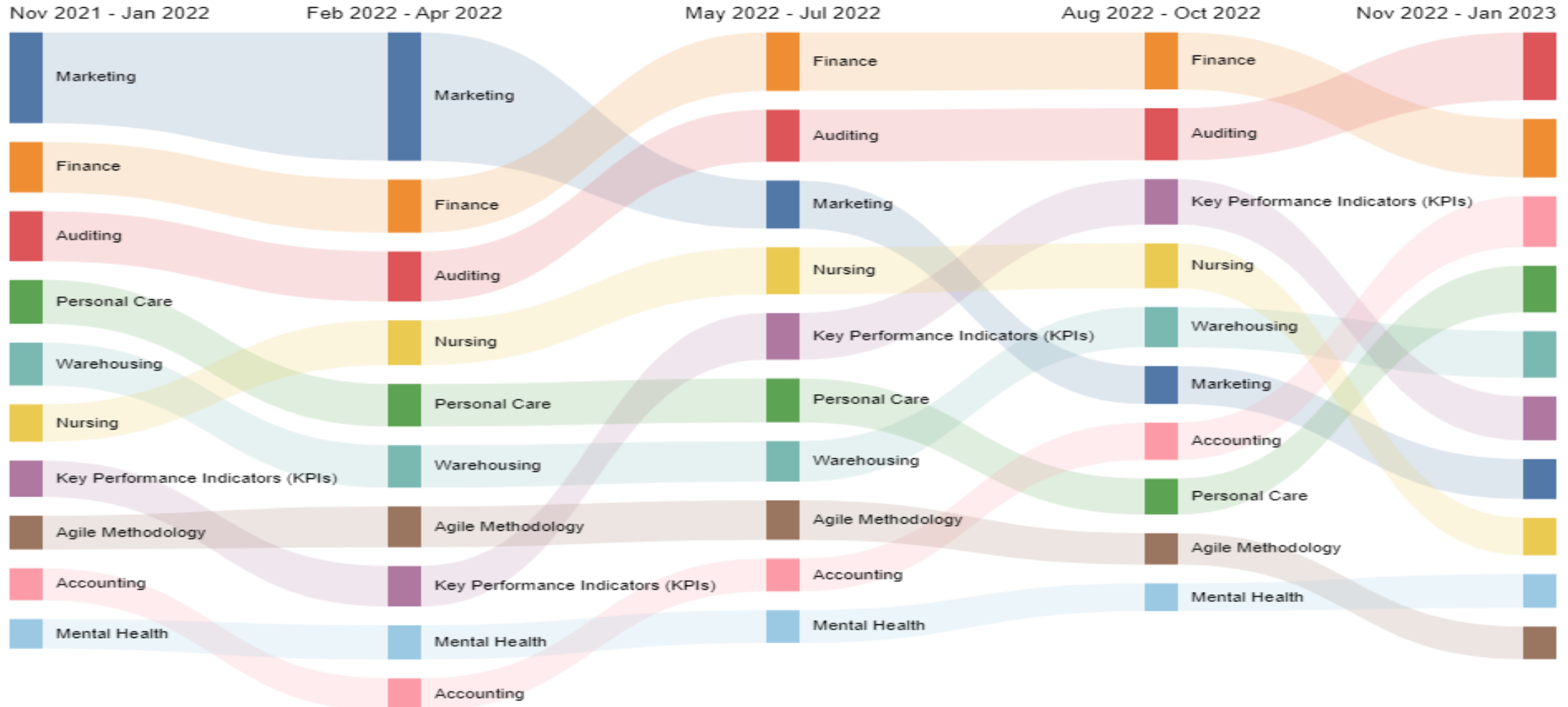
In-Demand Skills across Swindon and Wiltshire



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

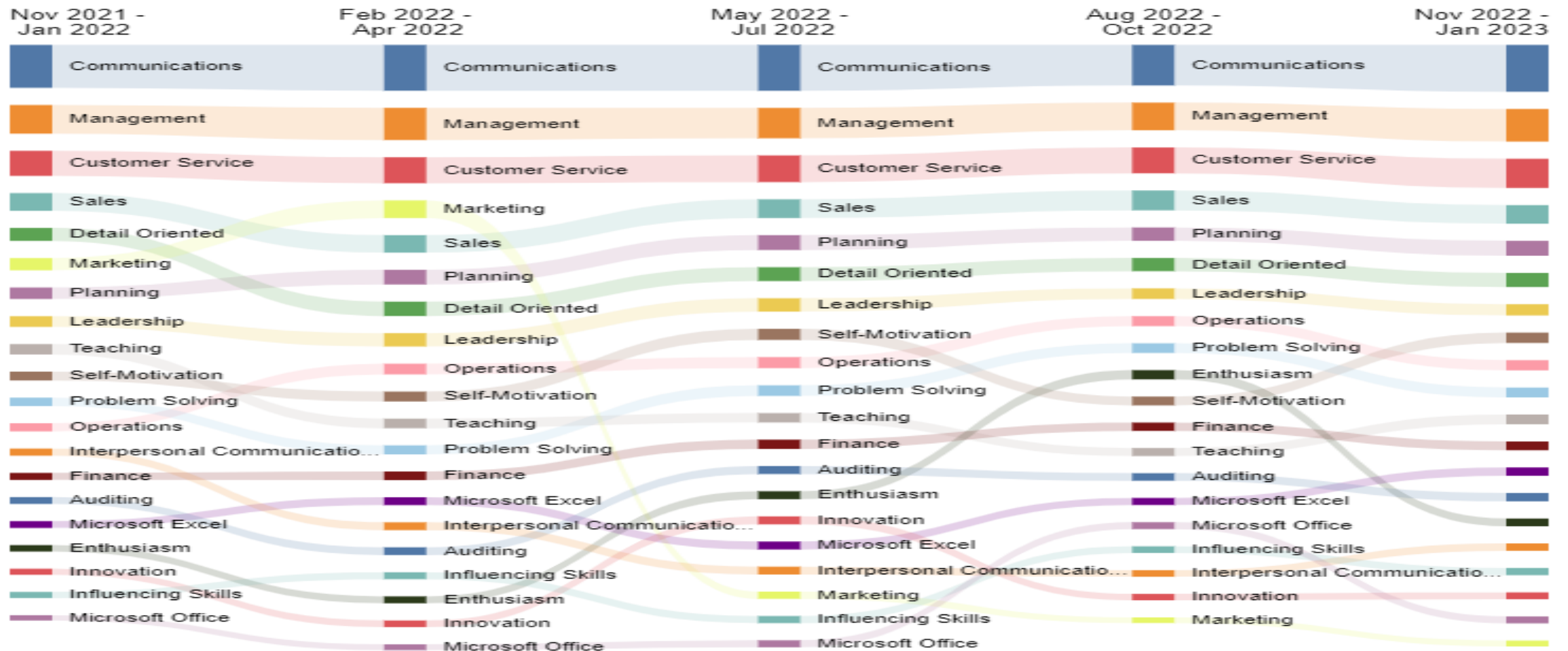
General Demand for Skills

- 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

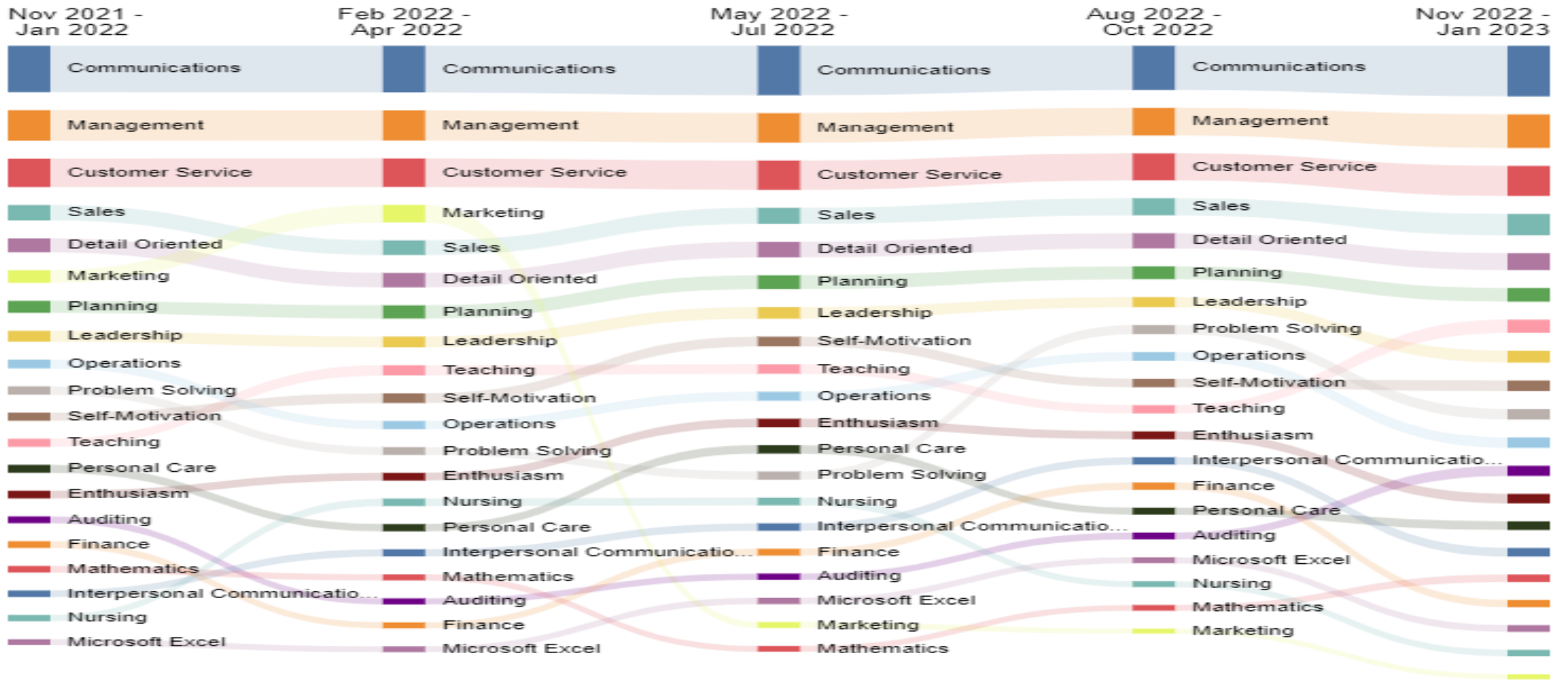
Top 20 Skill

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



Skill Volatility in Wiltshire

Skill volatility



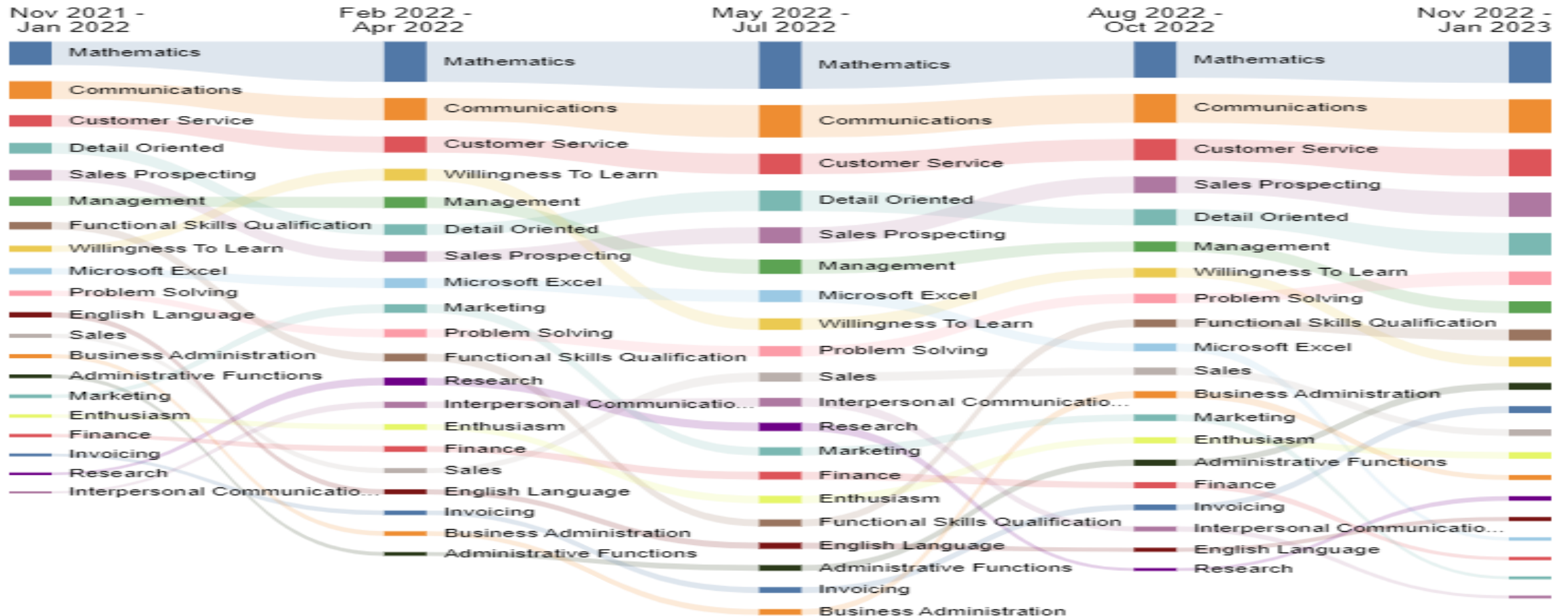
Apprenticeship Skill Demand

- 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

7

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





Thank you

Paddy Bradley, CEO Swindon and
Wiltshire LEP

paddy.bradley@swlep.co.uk