

# Swindon & Wiltshire Skills Plan



**Swindon & Wiltshire**  
LOCAL ENTERPRISE PARTNERSHIP



Department for  
Business, Energy  
& Industrial Strategy

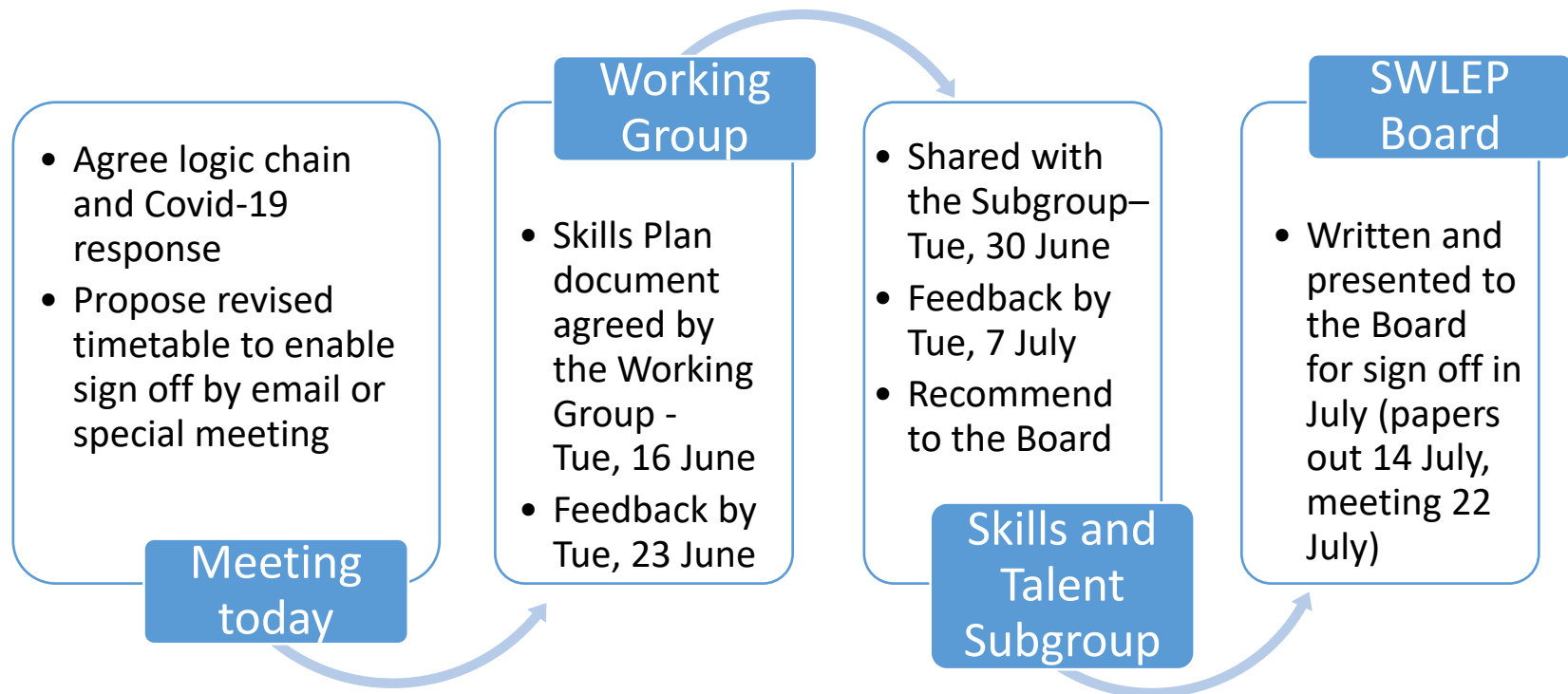


**INDUSTRIAL  
STRATEGY**

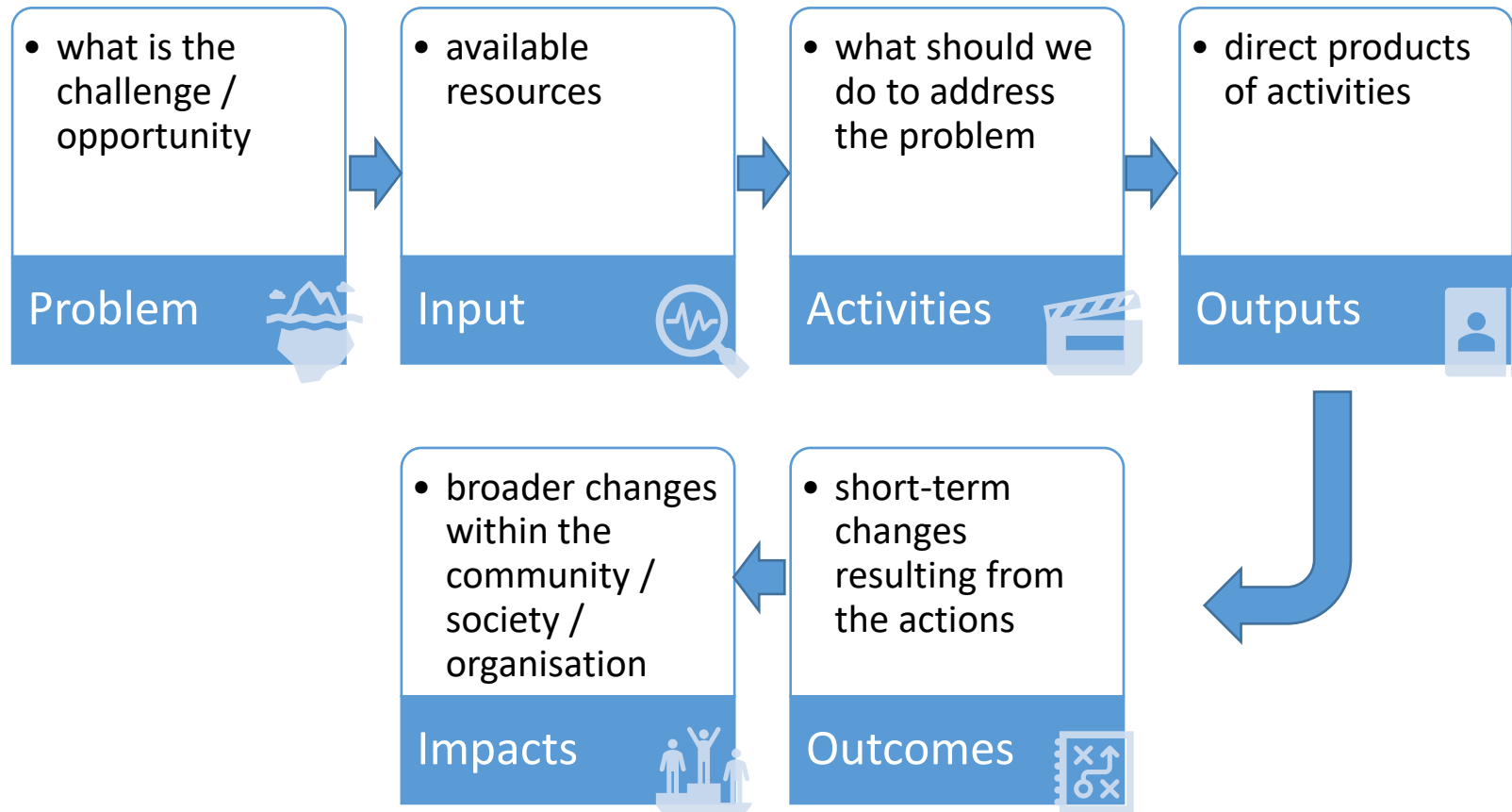
# Contents

- Skills Plan Progress Update
  - Strategic Priorities Logic Chain
  - Swindon & Wiltshire Skills Plan
  - Covid-19 Impact

# Timescales and focus today



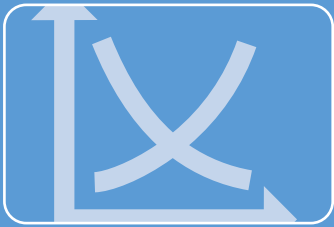
# We will use the logic model to frame the 2 Skills Plan priorities



# Contents

- Skills Plan Progress Update
- Strategic Priorities Logic Chain:
  - Priority 1: Skill Supply / Demand Imbalance
- Swindon & Wiltshire Skills Plan
- Covid-19 Impact

# The skill imbalance challenge has 3 key parts



High vacancies

1



Lower Higher Education progression rates  
and lower proportion of high-skill jobs

2

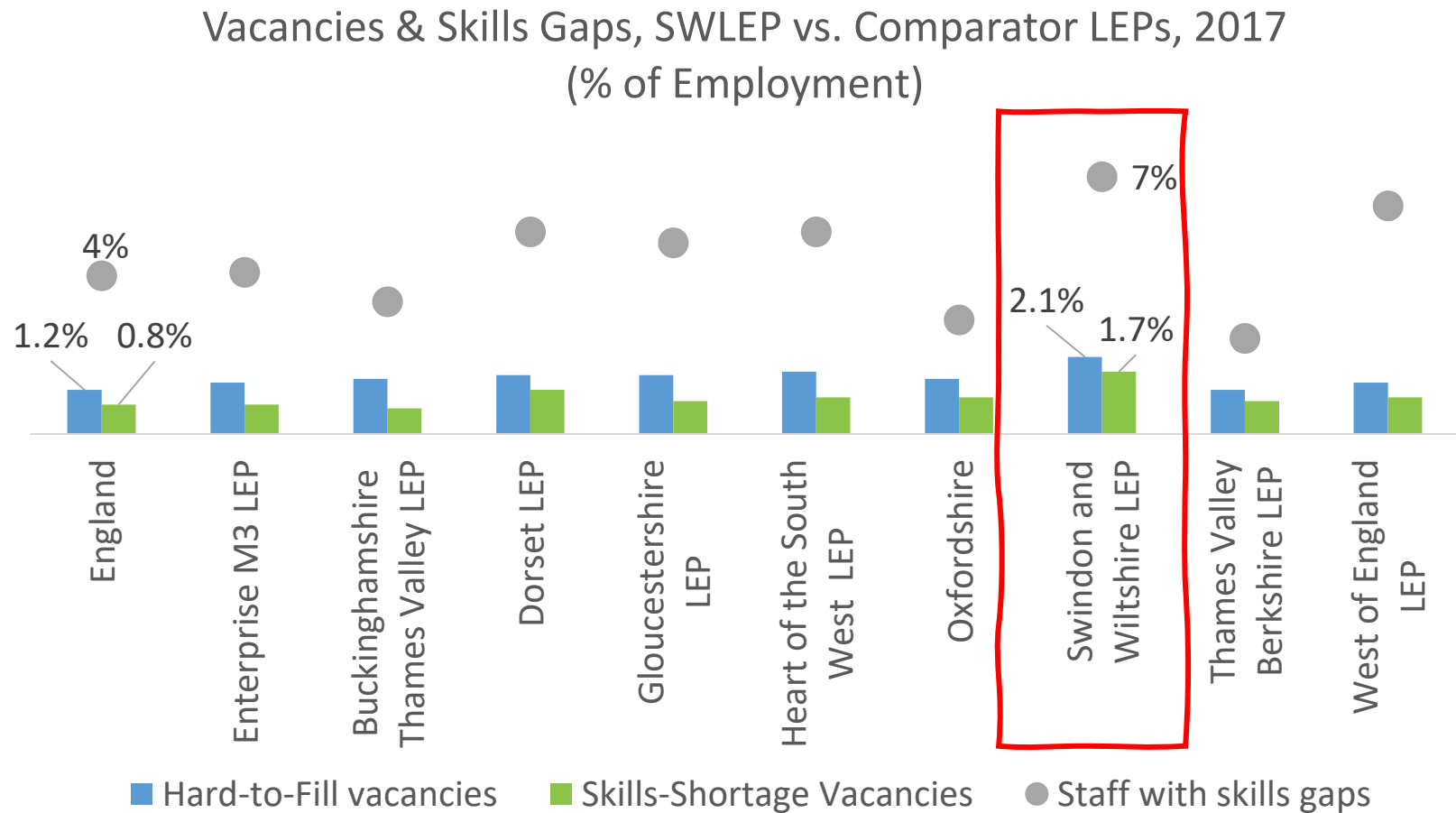


Lower apprenticeship starts

3

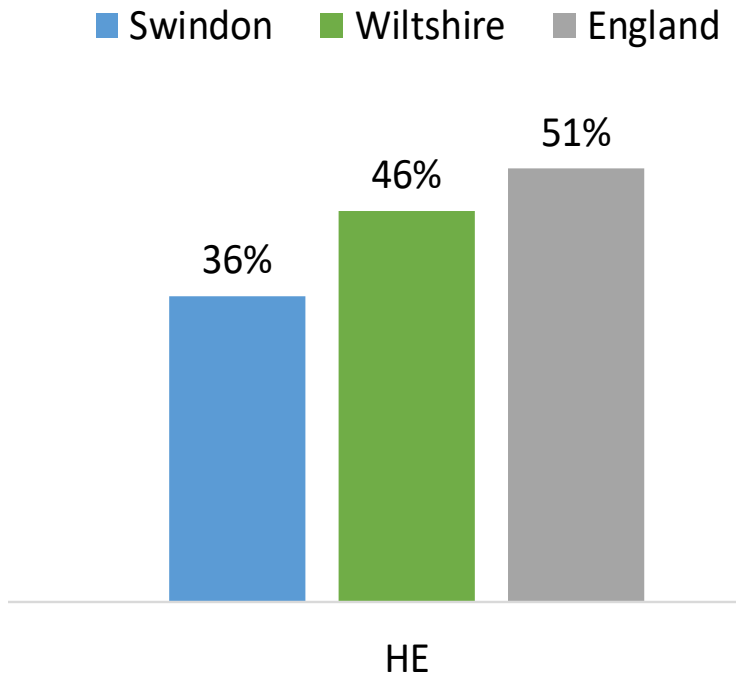


# 1 SWLEP had the highest percent of hard to fill and skill shortage vacancies



## 2 SWLEP's HE progression rates and percent of highly skilled are below national average

Progression to Higher Education, 2015/16



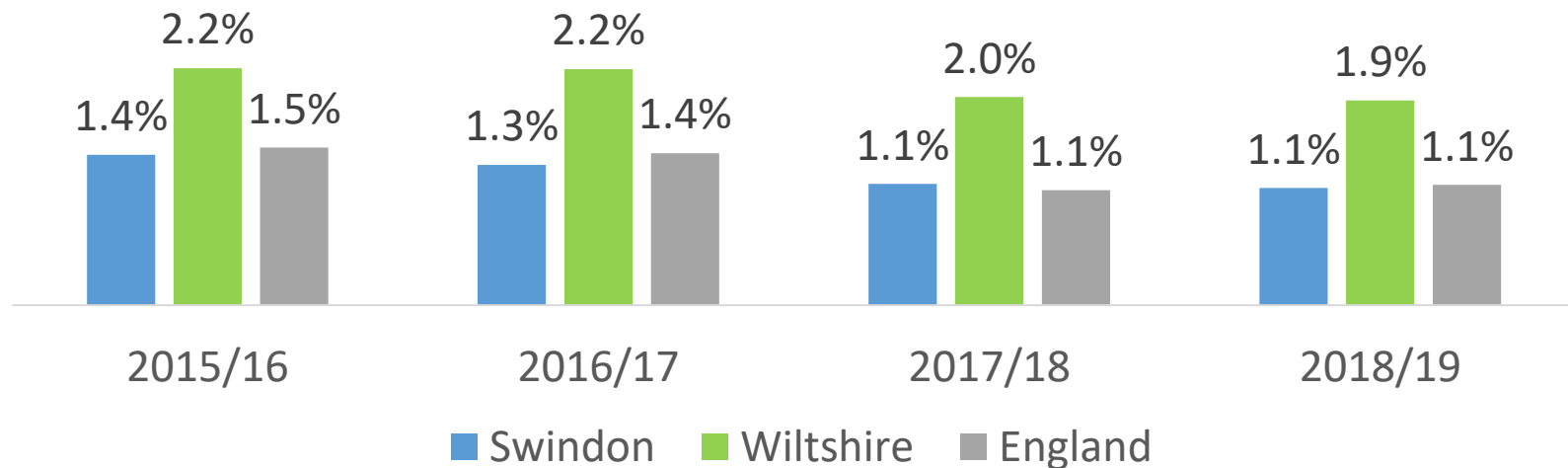
Employment by Occupation Level, 2017





### 3 Swindon and Wiltshire apprenticeship starts are well above the England average

Apprenticeship Starts (% Population Aged 16-64),  
2015/16 - 2018/19

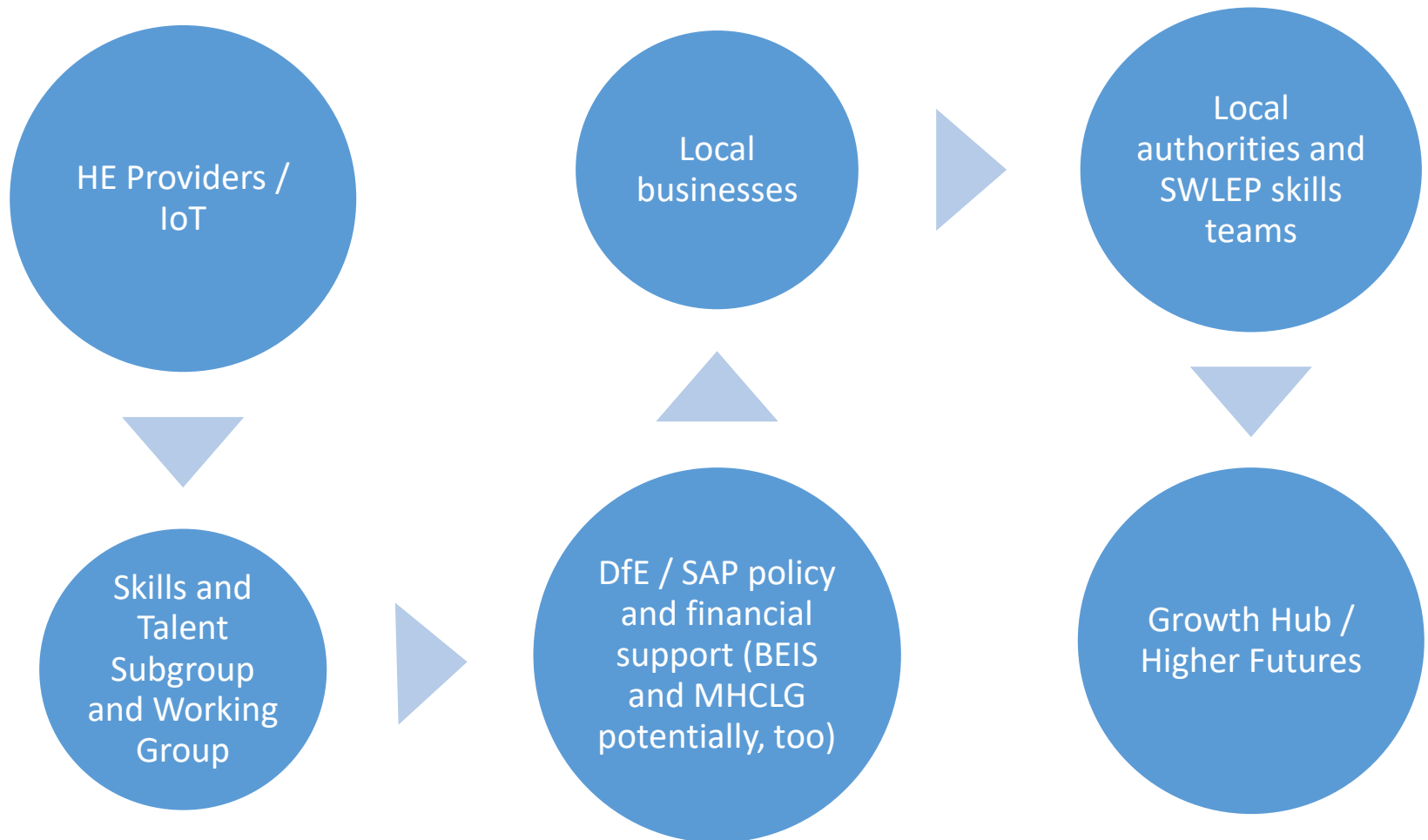


However

- Swindon continues to lag behind Wiltshire and the South West average
- Also, both Swindon and Wiltshire remain below 2016/17 levels



# Input: resources available to solve the challenge



# To address the challenges, there are 3 sets of actions



Forming HE Federation, with research and teaching focus, building on IoT



Better use of supply / demand intelligence



Building understanding amongst individuals and business, with a campaign to make apprenticeships a key career choice



Helping fill the apprenticeships on offer through the IOT, where we have engaged employers



# Outputs, outcomes and impacts expected



## Outputs:

- Apprenticeships seen as a key career choice for young people and employees
- HE Federation offering more focussed local HE
- Intelligence reports showing where the skill supply gaps are

## Outcomes:

- Higher apprenticeship starts and achievements
- Greater HE progression rates
- Intelligence report allowing individuals and providers to choose skills in demand

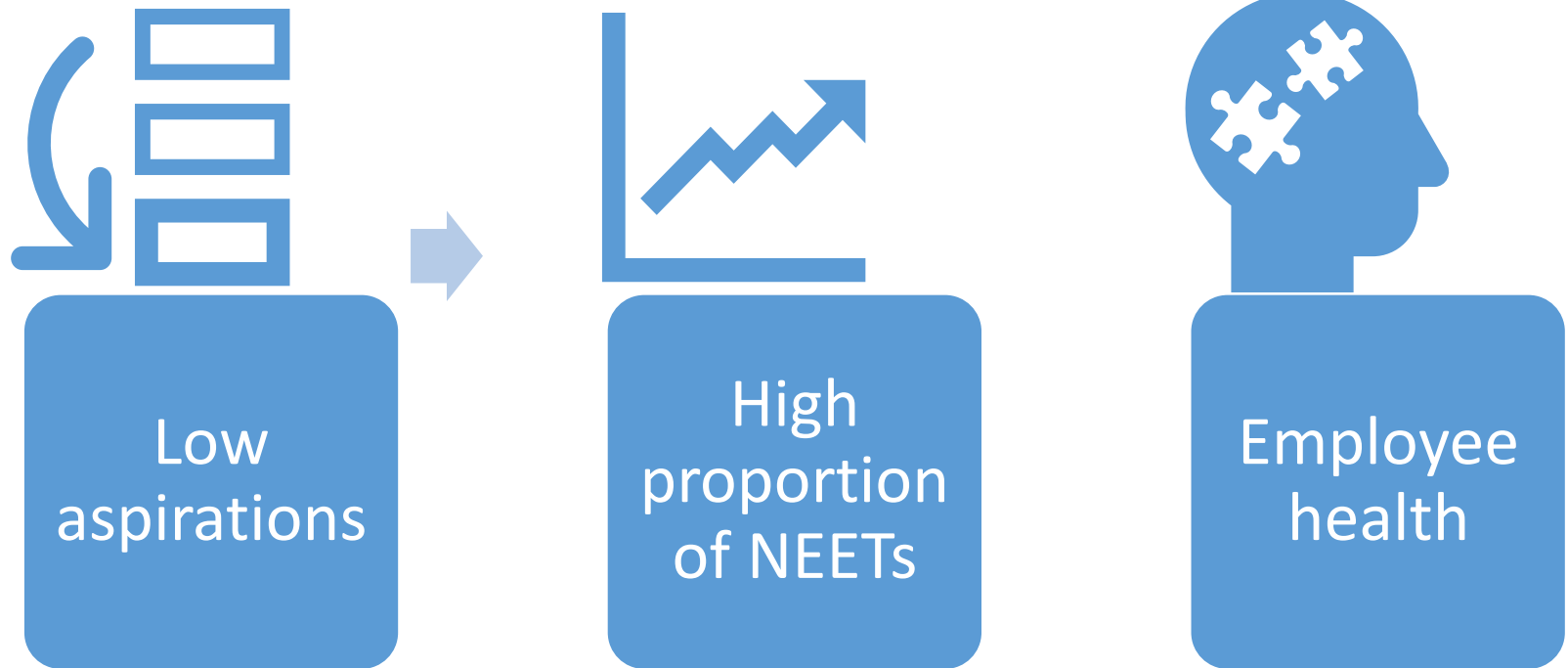
## Impact:

- Demand-led skills provision, enabling balance between skills demand and supply
- Reinvigorating economy post Covid-19

# Contents

- Skills Plan Progress Update
- Strategic Priorities Logic Chain:
  - Priority 2: Inclusive Growth
- Swindon & Wiltshire Skills Plan
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The inclusive growth challenge is believed to be driven by low aspirations



# 1. Many studies suggest a link between aspirations, attainment and HE participation

DfE's report from Mar 2017 claims that:

- Attitudes and aspirations play a key part in explaining regional differences in participation, even after other factors such as educational attainment are controlled for
- Although attitudes and aspirations vary by gender, ethnicity, area and socio-economic status, initiatives aimed at raising aspirations, changing attitudes and modifying behaviour are effective and can have a positive effect on participation



## **Understanding the changing gaps in higher education participation in different regions of England**

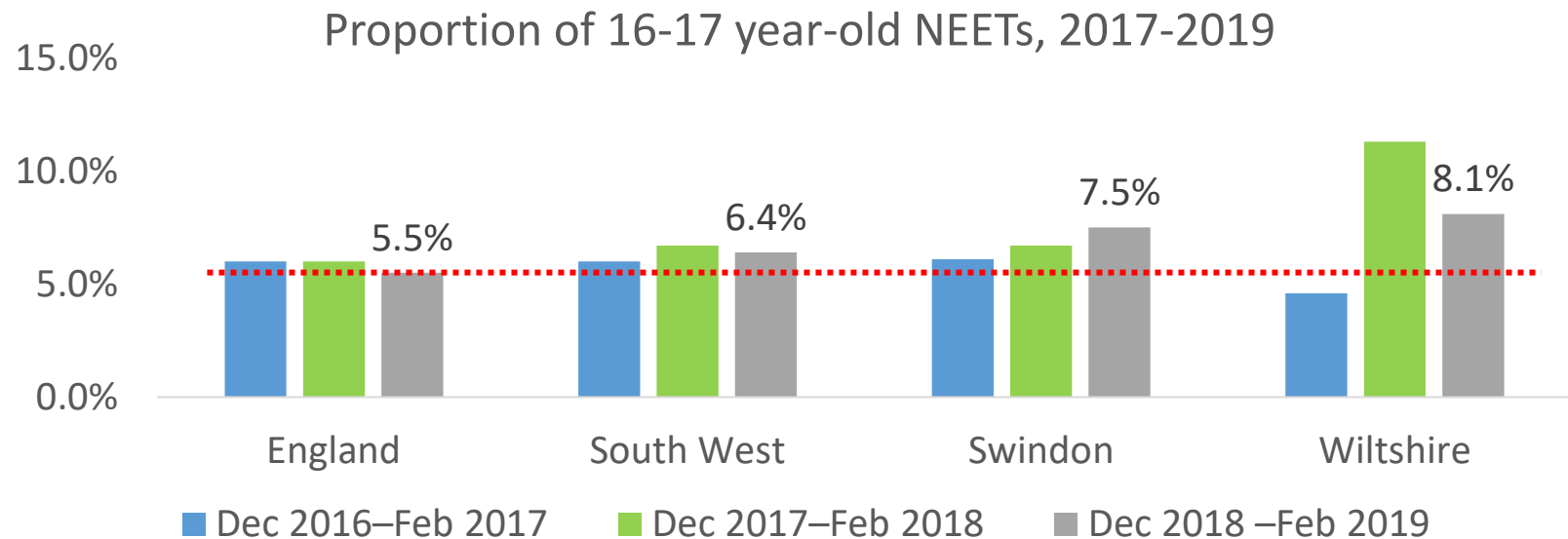
**Research report**

**March 2017**

June Wiseman, Elizabeth Davies, Dr Sandhya Duggal (BMG Research);  
Linsey Bowes, Rachel Moreton, Sarah Robinson, Tej Nathwani, Dr Guy Birking (CFE Research);  
Professor Liz Thomas (CFE Associate);  
Professor Jennifer Roberts (University of Sheffield)



## 2. NEETs fell in England between 2017 and 2019, but rose in Swindon and Wiltshire



Other underrepresented groups – in line with UK / England trends:

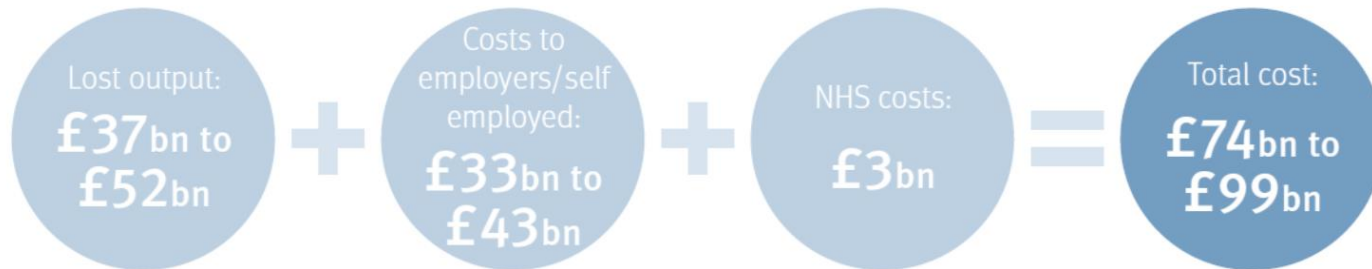
- UK unemployment rate for people with a disability was 6.7% in Jul-Sep 2019 (3.7% for people without disabilities)
- 5.9% of 18-64 people with learning disabilities known to Councils with Adult Social Services Responsibilities (CASSRs) in paid employment in 2018-19





### 3. Benefits of workforce health promotion

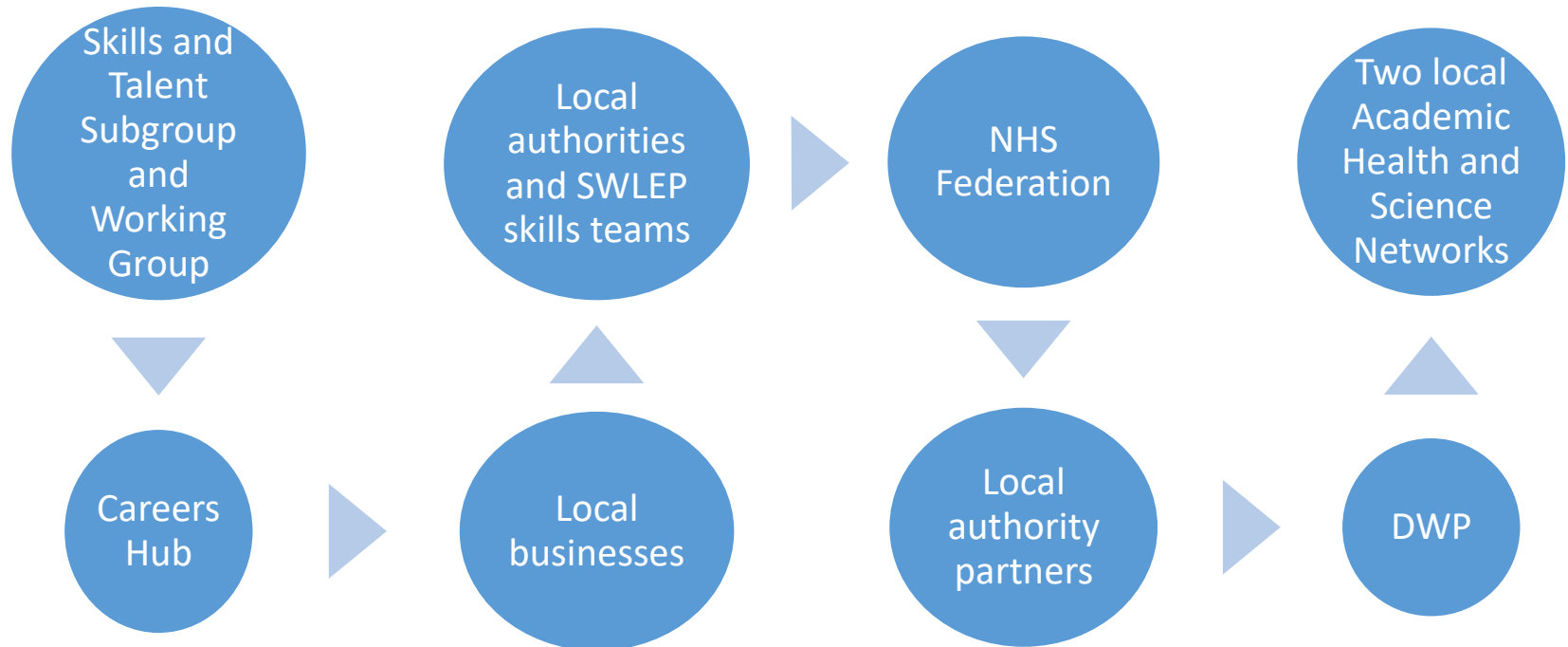
2017 Stevenson-Farmer Review, Thriving at Work, estimates the following costs of poor mental health:



*“The benefits are greater for low-paid workers in high risk occupations and settings, and in this way occupational health interventions can reduce inequities.”*



# Input: resources available to solve the challenge



# Two groups of actions are planned to ensure inclusive growth

- To raise aspirations, support Careers Hub to enable all schools to reach the expectations of the Gatsby benchmarks
- Expand the Careers Hub approach to reduce the NEETs and / or to primary schools to create all-through provision for careers education and/or
- Help strengthen the education-business partnership

Raise aspirations



- Develop understanding of the impact of physical and mental health on employability and productivity
- Work with the NHS Federation and the two local Academic Health and Science Networks to develop and implement innovative programmes

Improve employee health



Supporting adult with disabilities to enter the workforce and make an economic contribution



# Outputs, outcomes and impacts



## Outputs:

- Raised aspirations among the underrepresented groups
- Improved employee health

## Outcomes:

- Higher rate of employment for people from vulnerable groups
- Improved productivity and lower cost to businesses and government due to better employee health

## Impact:

- Everyone in Swindon and Wiltshire has a chance to improve skills, throughout life, increasing earning power and opportunities for better jobs



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# Swindon and Wiltshire Skills Plan

## PRIORITY 1: ADDRESS SKILLS SUPPLY AND DEMAND IMBALANCE



### Intelligence

- Improve use of skills and labour market intelligence



### Apprenticeships

- Achieve a step change in take-up and achievement of apprenticeships



### Higher Education

- Establish a business-led multi-campus federation of higher education providers to meet the demand for jobs requiring STEM skills



### Aspirations & Employability

- Raise aspirations and improve employability of young people through effective support for independent careers education, information, advice and guidance the SWLEP Careers Hub



### Employee Health

- Promote programmes to improve physical and mental health of employees

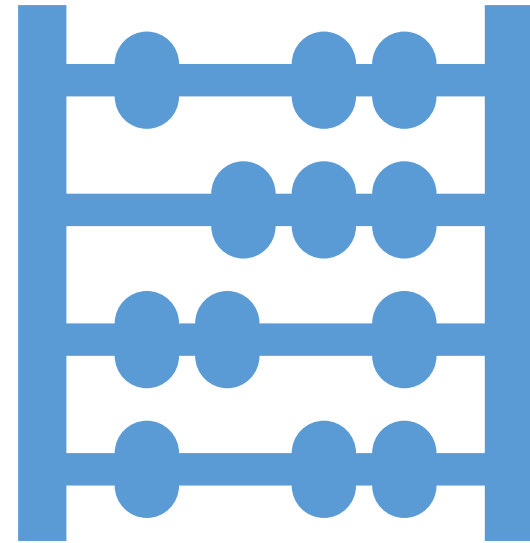


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- Introduction
- Key Challenges & Proposed Solutions:
- Swindon & Wiltshire Skills Plan
- Covid-19 Impact



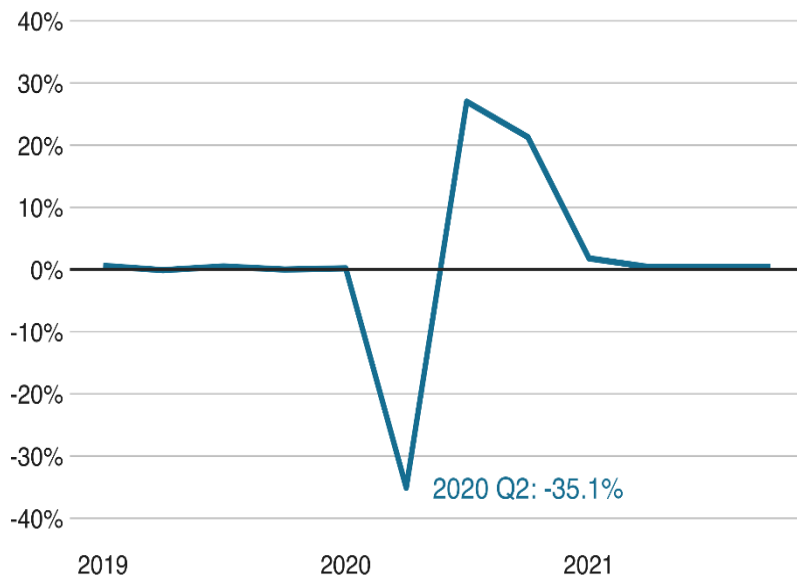
# Contents





# This is especially the case in the current circumstances

## 3-month lockdown could trigger 35% drop in Q2 2020 UK GDP

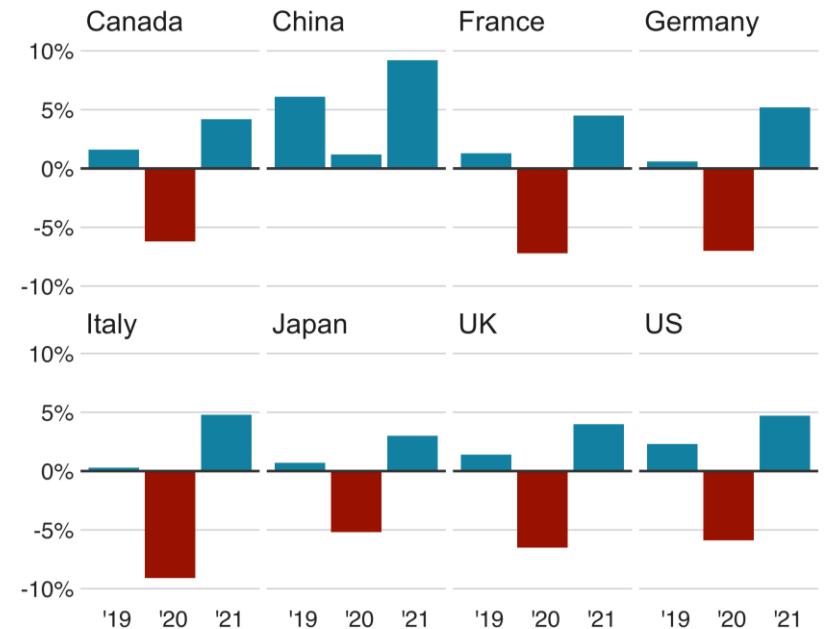


Source: Office for Budget Responsibility

BBC

## Many advanced economies expected to go into recession in 2020

### National annual GDP

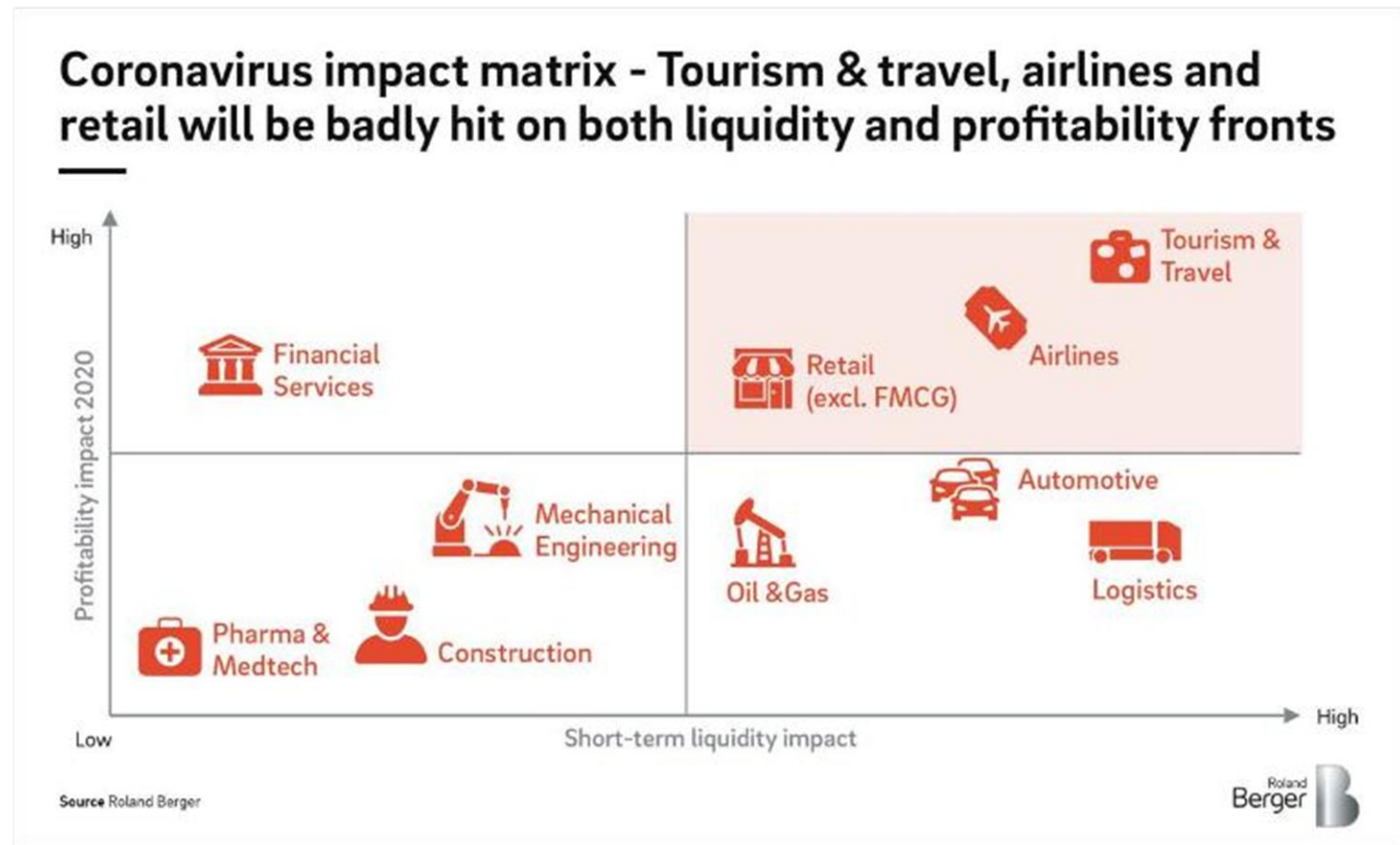


Source: International Monetary Fund

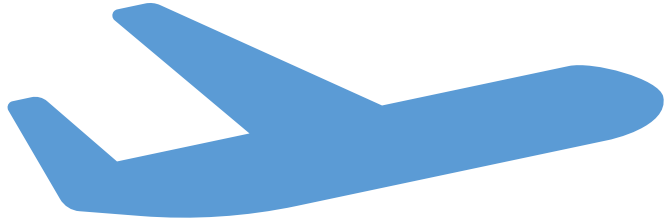
BBC



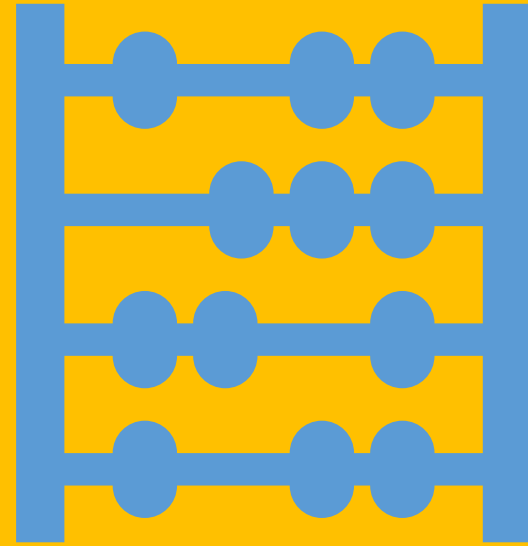
# Not all industries are expected to see large negative impact



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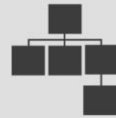
Global & National  
Impact



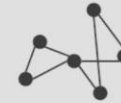
Swindon & Wiltshire  
Impact: Data Sources



# What data do we have available



*Business Register Employment Survey (BRES)*  
*Workforce Jobs Series (WJS)*  
*Annual Survey of Hours and Earnings (ASHE)*  
*Labour Force Survey (LFS)*  
*Annual Population Survey (APS)*  
*Mid-Year Population Estimates*



Job postings: 800,000 – 1m  
postings harvested per month  
Normalised job titles connected  
through Emsi taxonomy to  
occupations (SOC)  
Skills data: hard and soft; current  
and longitudinal (4 years)  
Employers identified

**SHOWING IMPACT NOW**

**SHOWING IMPACT NOW**



**LabourInsight**

real-time LMI, with  
historic job postings  
since 2012

40,000 data  
sources; extracting  
70 different data  
points from job ads

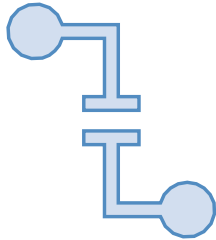
View the actual job  
advert/posting that  
all reports and data  
is based on

salaries against  
government data



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LOCAL ENTERPRISE PARTNERSHIP

# In this pack focus is on job postings data to identify potential local impacts from Covid-19



## Key characteristics of the job postings data:

- Real-time data, e.g. on 5 May, showing data up to 2 May
- Indicative, providing a sample of jobs
- More qualitative, providing 'colour and context'
- Rich detail, incl. job titles, locations, employers, skills – anything that's available in a job advert

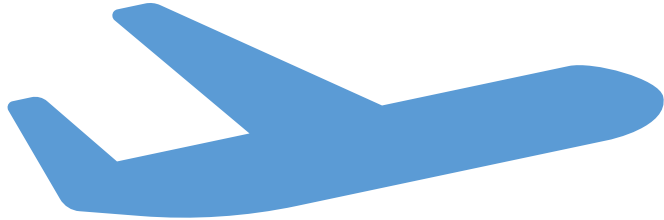


## Therefore:

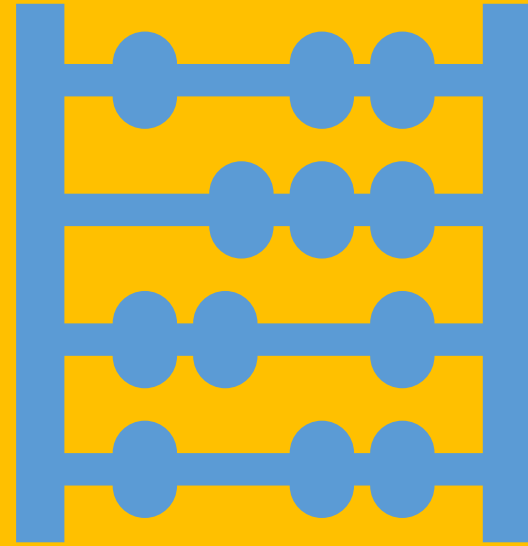
- Treat with extreme caution
- Use as a starting point to identify potential trends
- Find other data sources to corroborate



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Global & National  
Impact

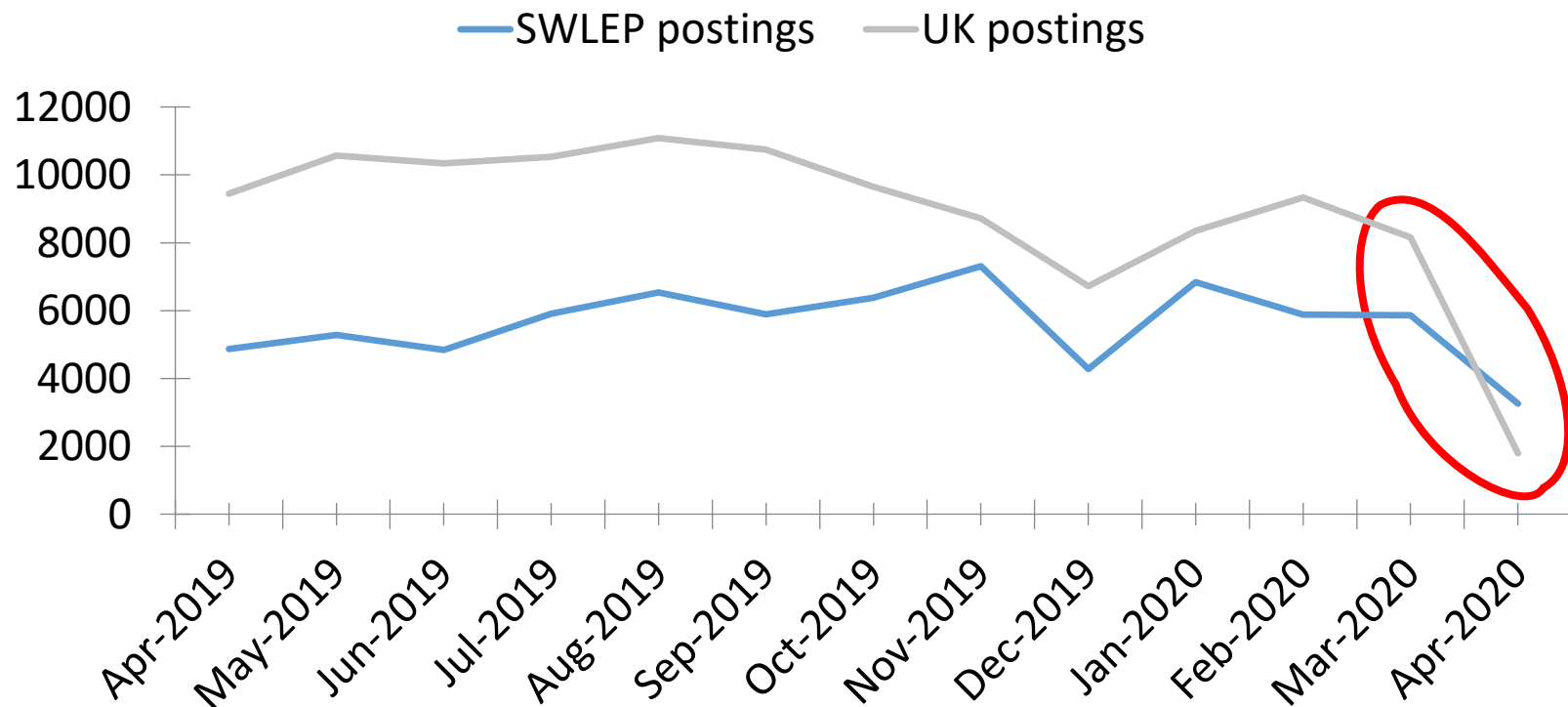


Swindon & Wiltshire  
Impact: Key Findings



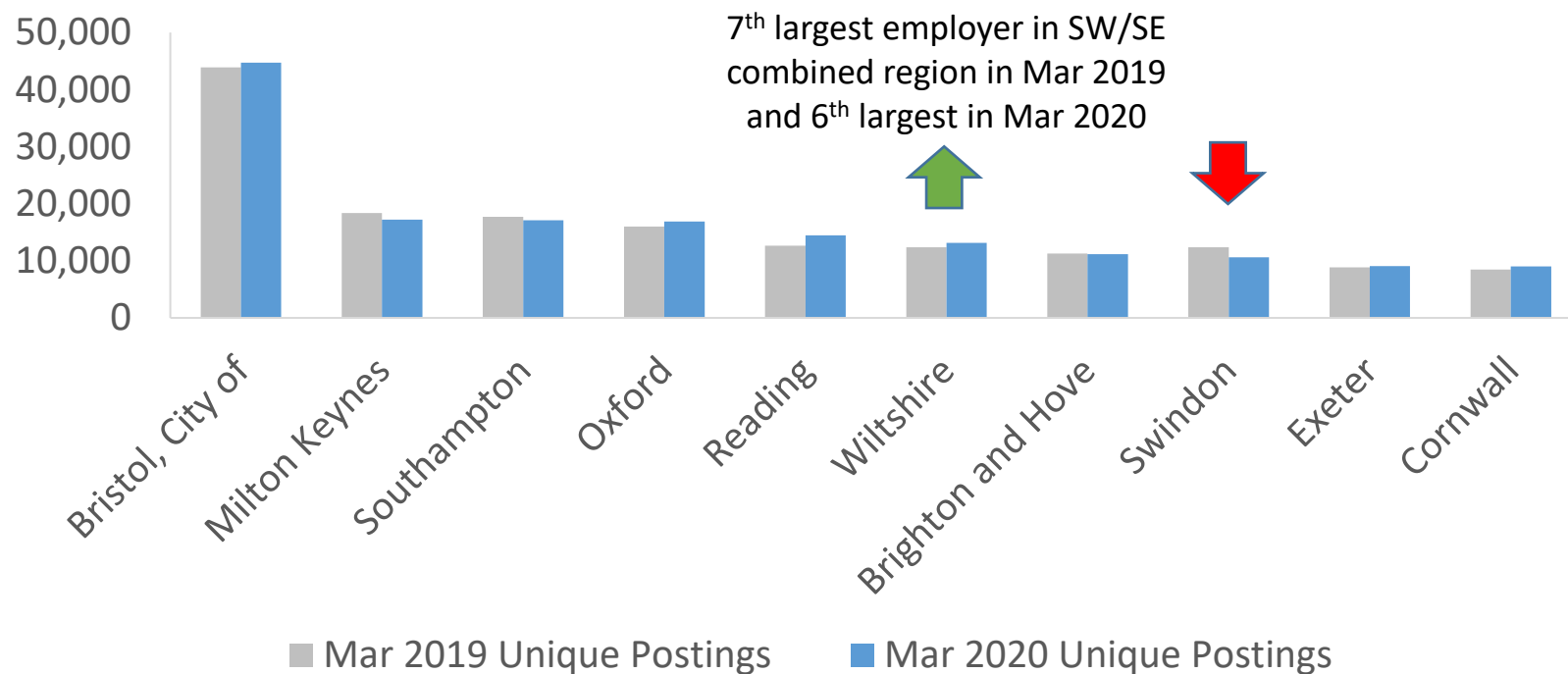
# SWLEP job postings decline not as sharp as the UK's fall

## Job Postings, UK vs. SWLEP



# Wiltshire improved its position in Mar 2020, but Swindon declined

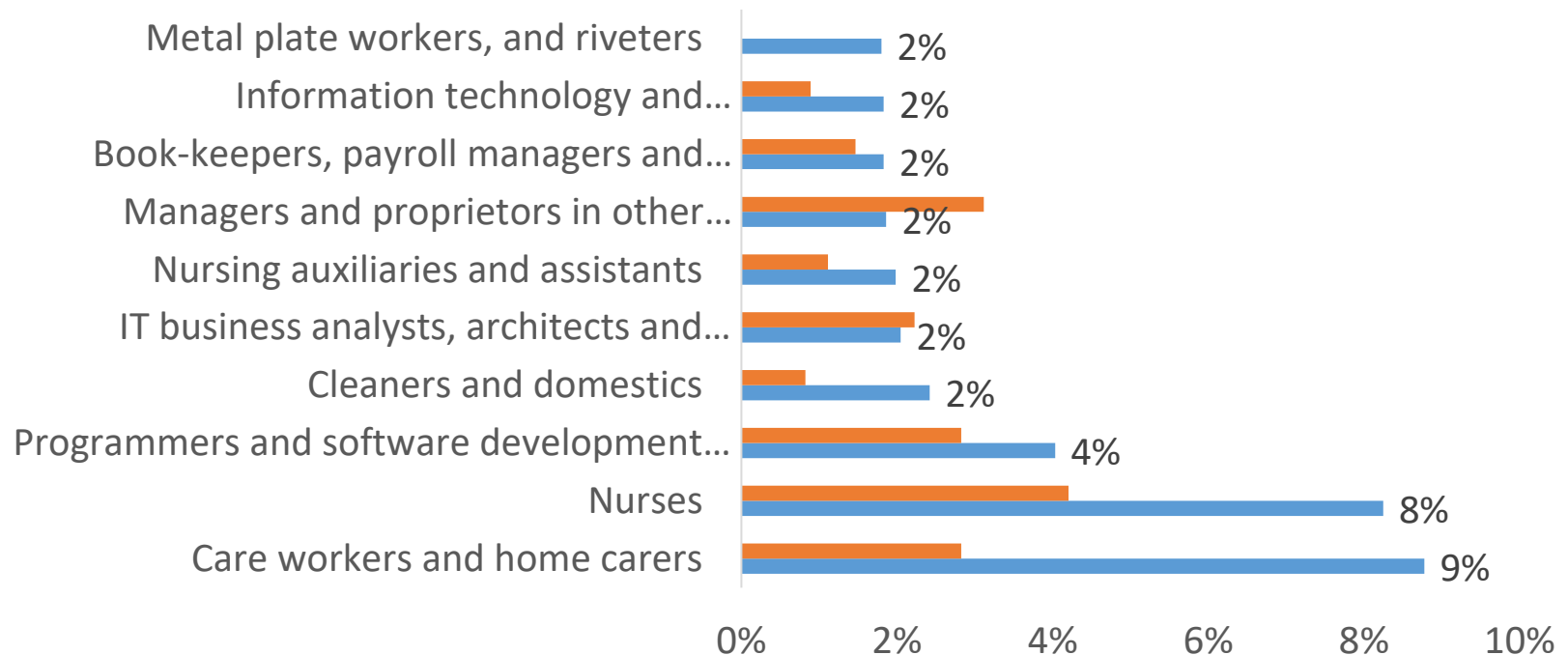
Top 10 SW/SE Local Authorities by Unique Job Postings, Mar 2019 vs. Mar 2020





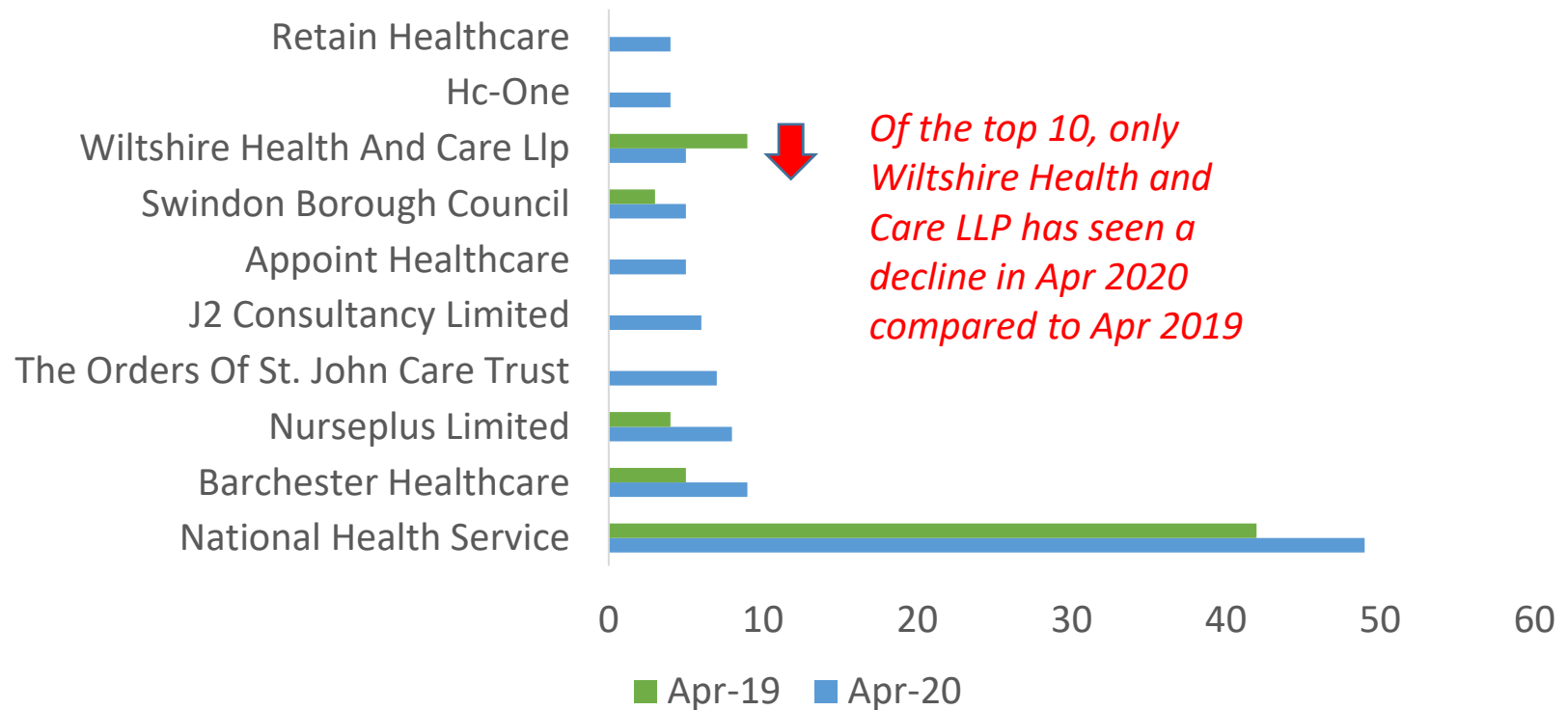
# Large increases in the proportion of job posts for Care Workers, Nurses and Cleaners

SWLEP Top 10 Occupations by Job Postings, April 2020 (% Total)



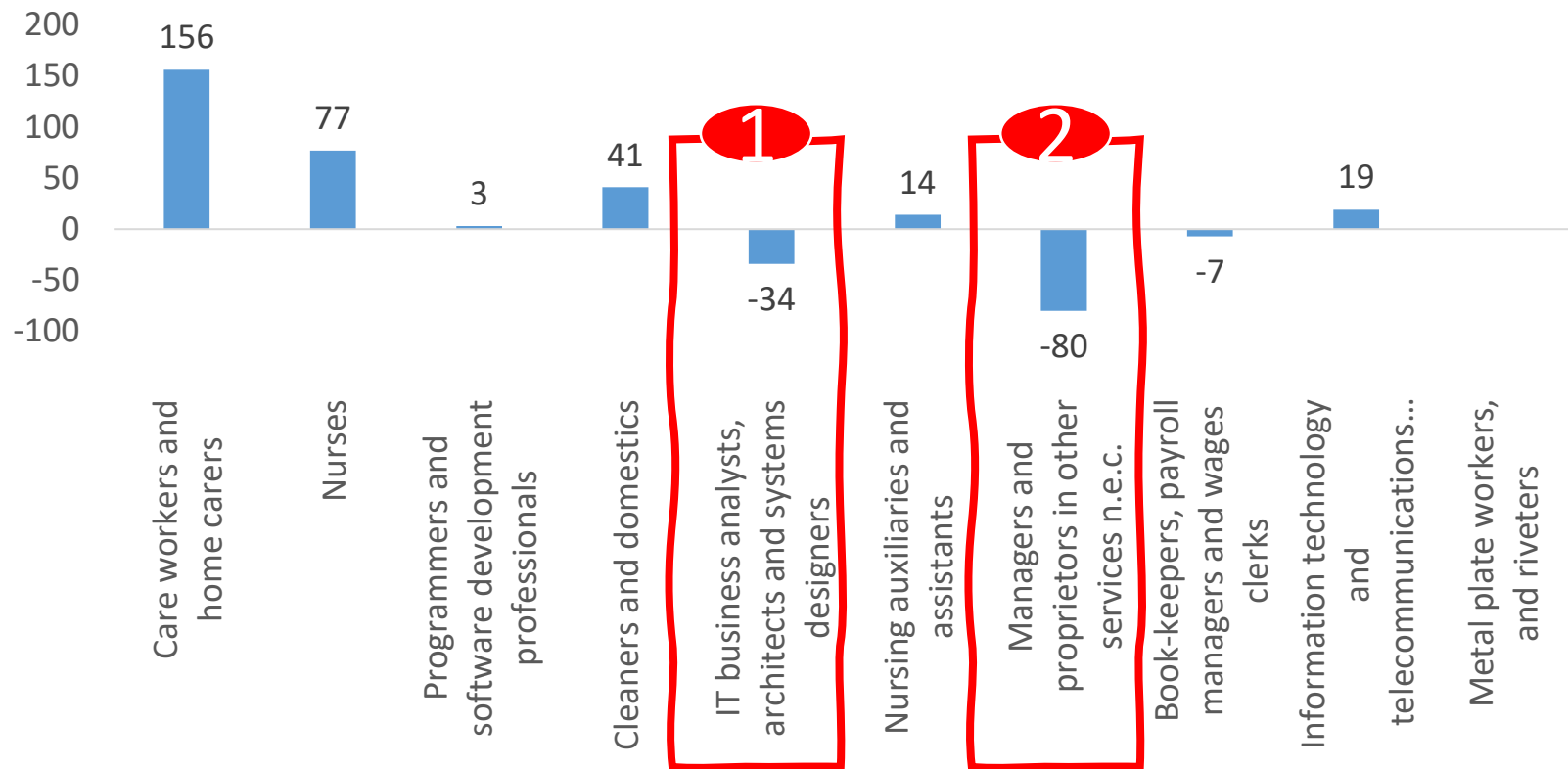
# Most of the top 10 nurse recruiters are showing increases

Top 10 Employers Recruiting Nurses, Apr 2020 vs Apr 2019

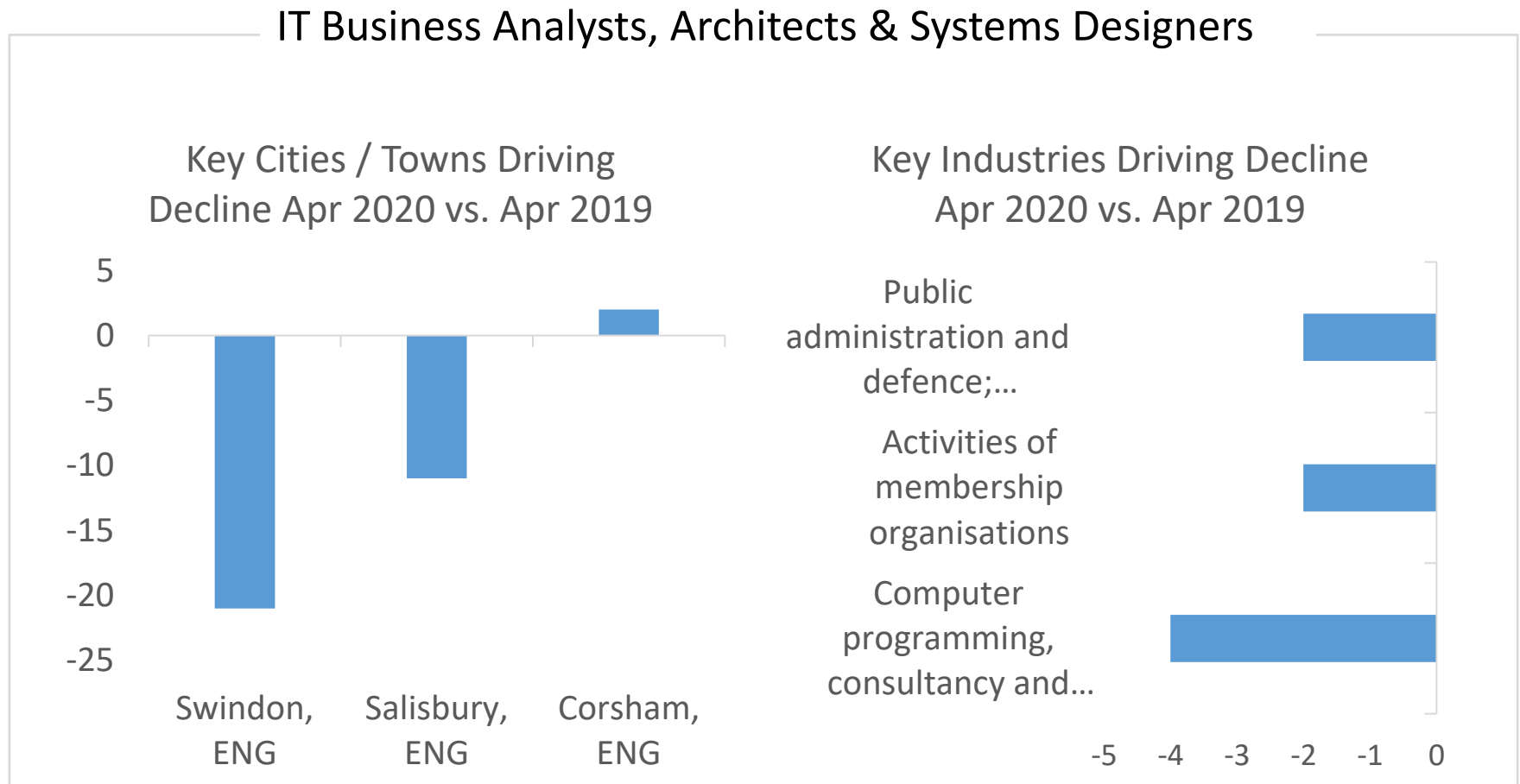


# However, large declines in IT Analysts and Managers & Proprietors

SWLEP Top 10 Occupations by Job Postings, April 2020 vs. April 2019

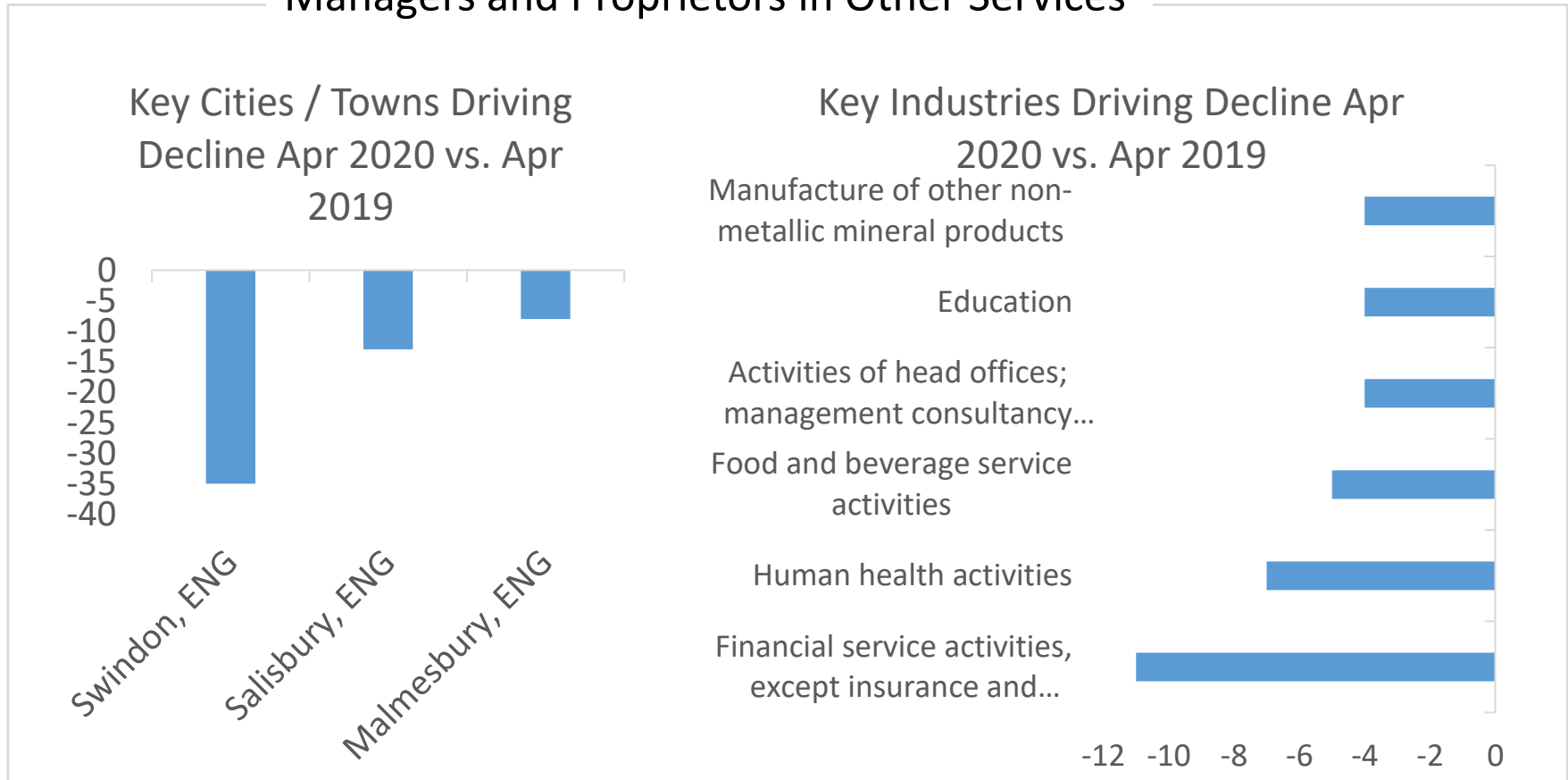


# 1. Drilling down into IT business analysts, architects and systems designers



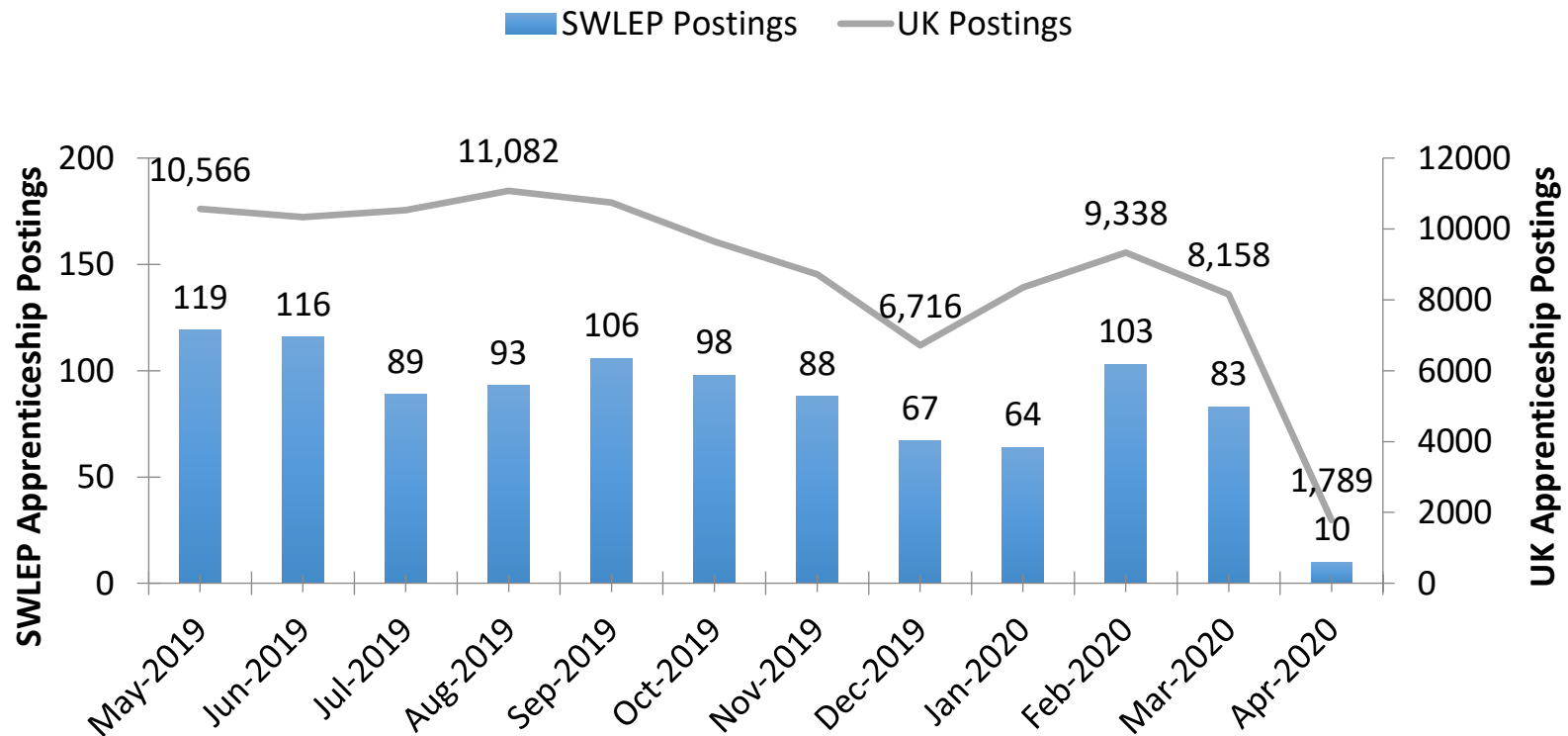
## 2. Drilling down into Managers and Proprietors

### Managers and Proprietors in Other Services



# Apprenticeship postings have seen a sharp decline

## Apprenticeship Jobs, SWLEP vs. UK



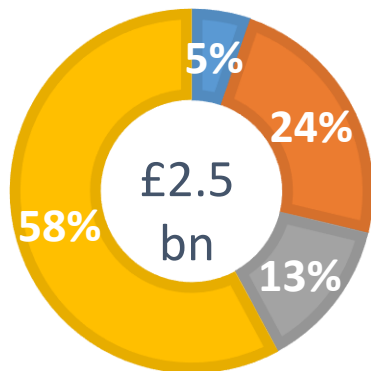
Source: Labour Insight Data, April 2020

SWLEP postings decreased by 88% to only 10 vs. a UK decline 78% to 1,789 in the period Mar. 2020 - Apr. 2020

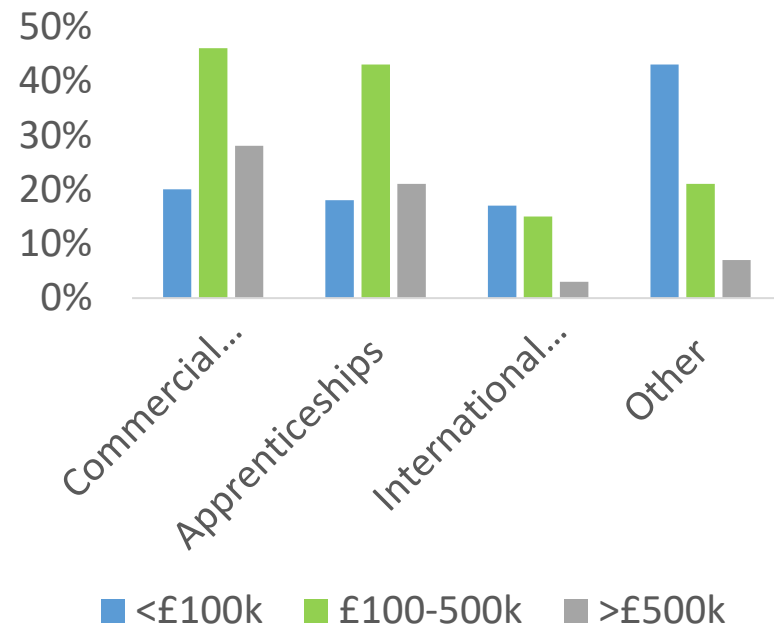
This is expected to impact providers as is the decline in student numbers

### Decline in HEI Income

- Teaching Grants
- UK Student Fees
- EU Student Fees
- International Student Fees



### Estimated financial impact for the financial year ending 31 July 2020



# We will continue to monitor shifts

- Where demand might be increasing, making sure there is sufficient supply
- Where demand might be decreasing, making sure that supply follows

Insight into...



- sharing intelligence to providers, business and individuals

...by



- informed decision making

...enabling





# What else can we be doing?

