Job and Skills Demand

Skills and Talent Subgroup

12/01/2024

POPULATION FEATURES AND CHANGES

Economy Overview

...

Swindon

228,383	115,432	£29.3k
Population (2022)	**Total Regional Employment**	**Avg. Wages Per Job (2022)**
Population **grew by 8,020** over the last 5 years and is projected to **grow by 5,942** over the next 5 years.	Jobs **decreased by 805** over the last 5 years but are projected to **grow by 2,348** over the next 5 years.	Regional average wages per job are **£2.8k below** the national average wages of £32.0k per job.

Wiltshire

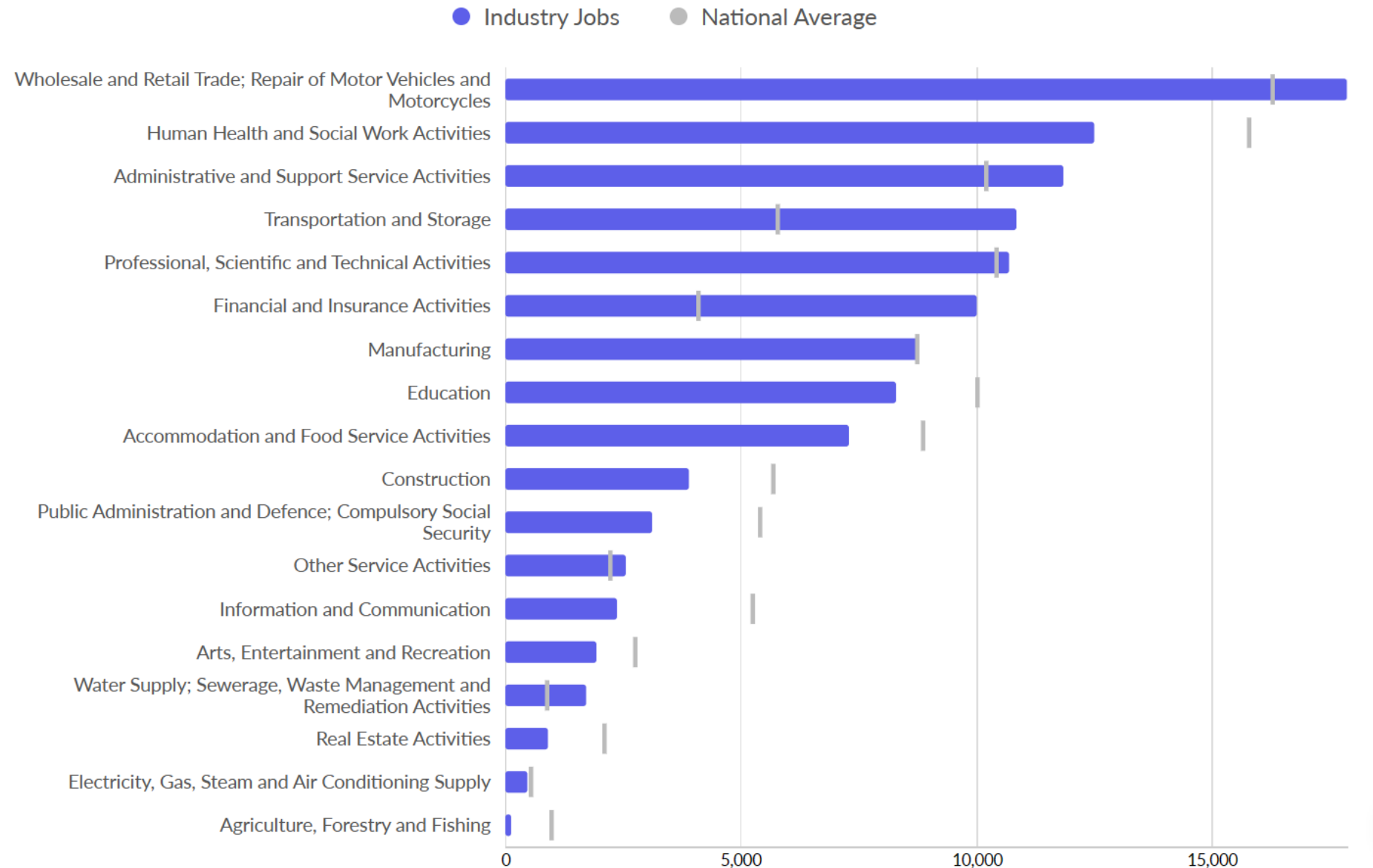| 515,363	209,761	£27.4k
Population (2022)	**Total Regional Employment**	**Avg. Wages Per Job (2022)**
Population **grew by 19,320** over the last 5 years and is projected to **grow by 10,997** over the next 5 years.	Jobs **grew by 10,612** over the last 5 years and are projected to **grow by 5,818** over the next 5 years.	Regional average wages per job are **£4.6k below** the national average wages of £32.0k per job.

Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Largest Industries 2022
Swindon

Largest Industries 2022
Wiltshire

Largest Industries

● Industry Jobs   ● National Average

Industry	Value
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	~33,000
Human Health and Social Work Activities	~27,000
Professional, Scientific and Technical Activities	~24,000
Education	~19,000
Manufacturing	~19,000
Accommodation and Food Service Activities	~18,500
Administrative and Support Service Activities	~13,000
Construction	~11,000
Public Administration and Defence; Compulsory Social Security	~10,000
Transportation and Storage	~8,000
Information and Communication	~7,000
Agriculture, Forestry and Fishing	~4,000
Real Estate Activities	~4,000
Arts, Entertainment and Recreation	~3,800
Other Service Activities	~3,000
Financial and Insurance Activities	~1,800
Water Supply; Sewerage, Waste Management and Remediation Activities	~1,500
Electricity, Gas, Steam and Air Conditioning Supply	~500
Mining and Quarrying	~100

0 5,000 10,000 15,000 20,000 25,000 30,000

Industry Job Growth 2022

● Industry Jobs Growth

Swindon

Industry	
Transportation and Storage	
Professional, Scientific and Technical Activities	
Human Health and Social Work Activities	
Education	
Electricity, Gas, Steam and Air Conditioning Supply	
Water Supply; Sewerage, Waste Management and Remediation Activities	
Accommodation and Food Service Activities	
Other Service Activities	

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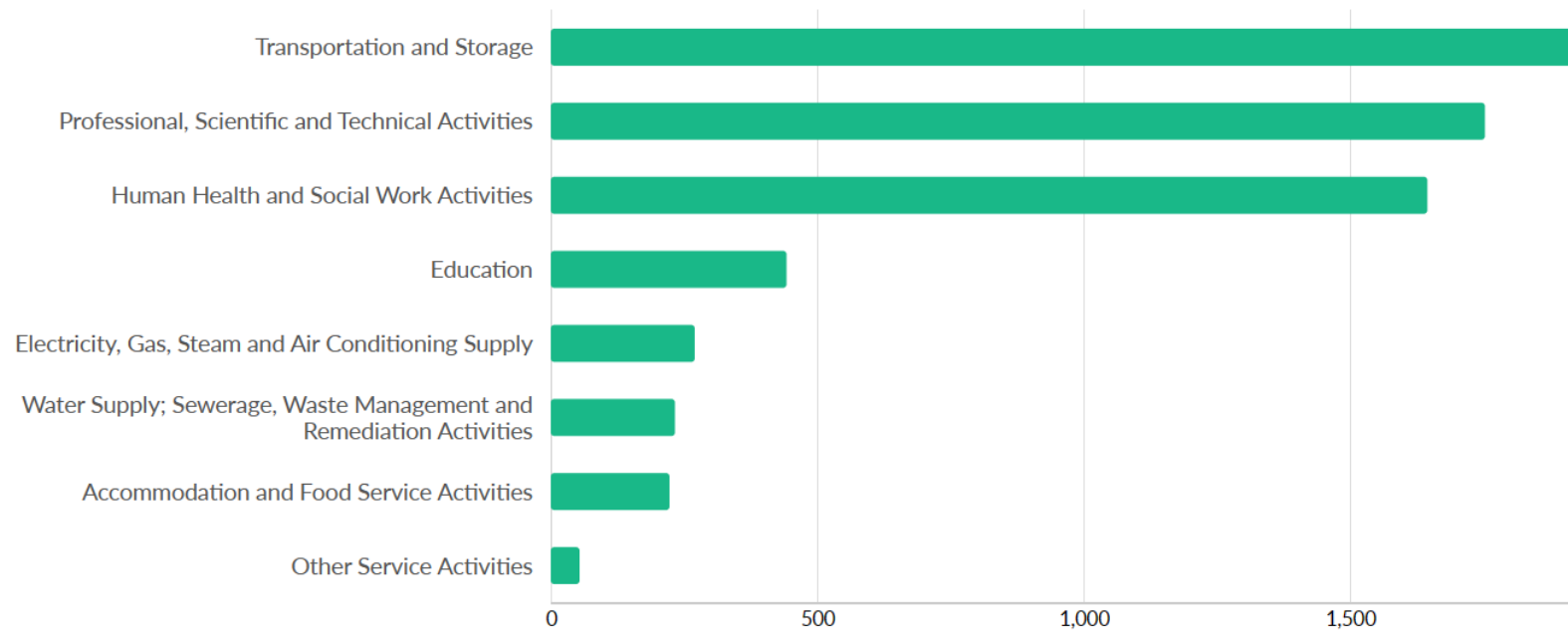
● Industry Jobs Growth

Wiltshire

Industry	
Professional, Scientific and Technical Activities	
Human Health and Social Work Activities	
Transportation and Storage	
Agriculture, Forestry and Fishing	
Public Administration and Defence; Compulsory Social Security	
Manufacturing	
Real Estate Activities	
Water Supply; Sewerage, Waste Management and Remediation Activities	
Mining and Quarrying	

0   1,000   2,000   3,000   4,000
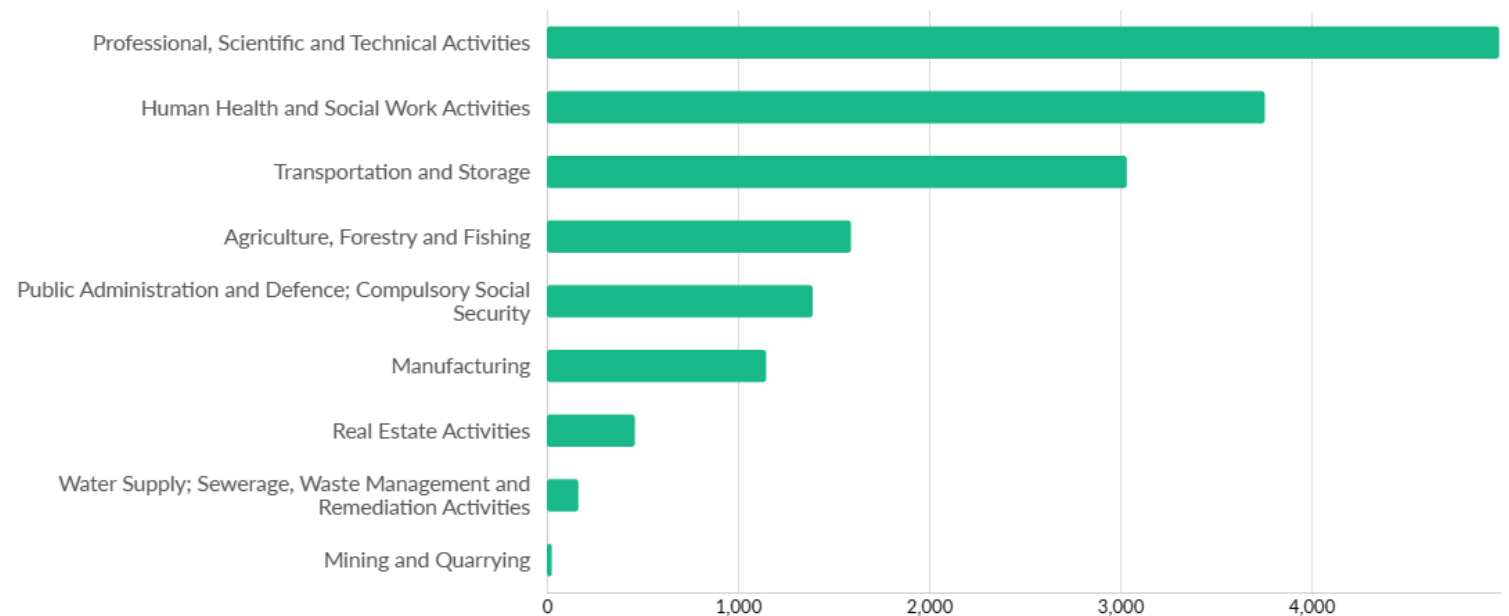
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Swindon
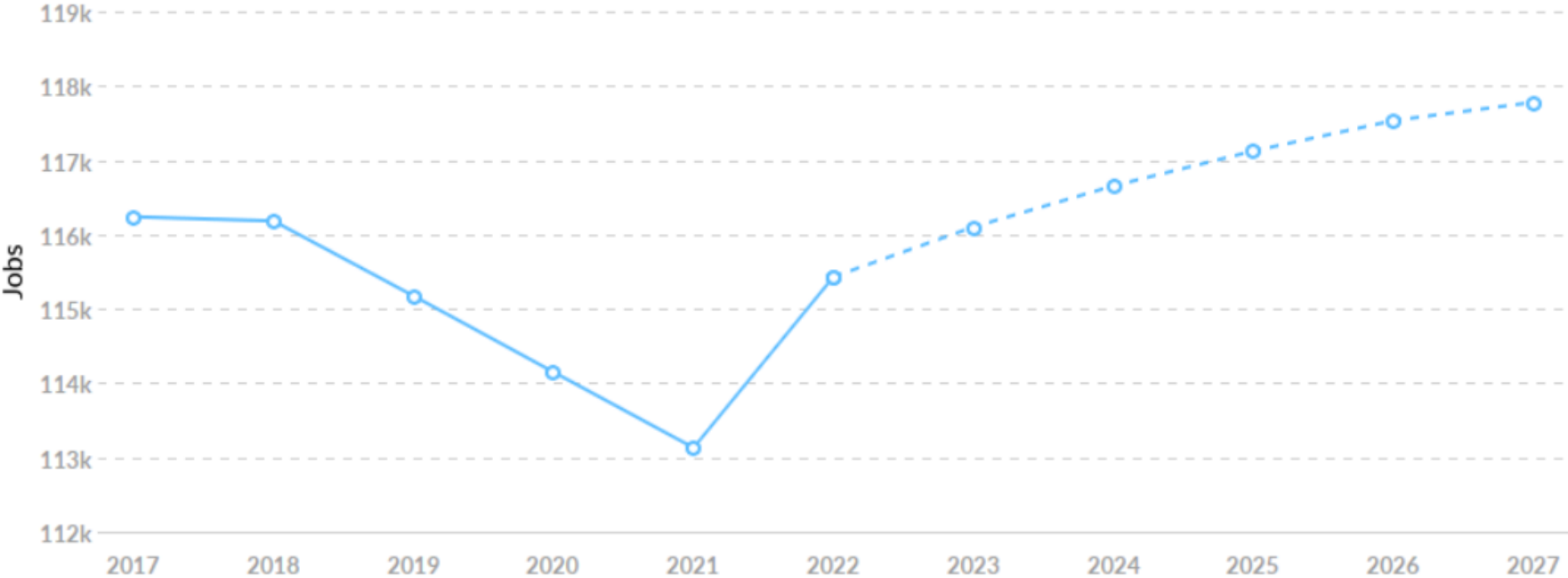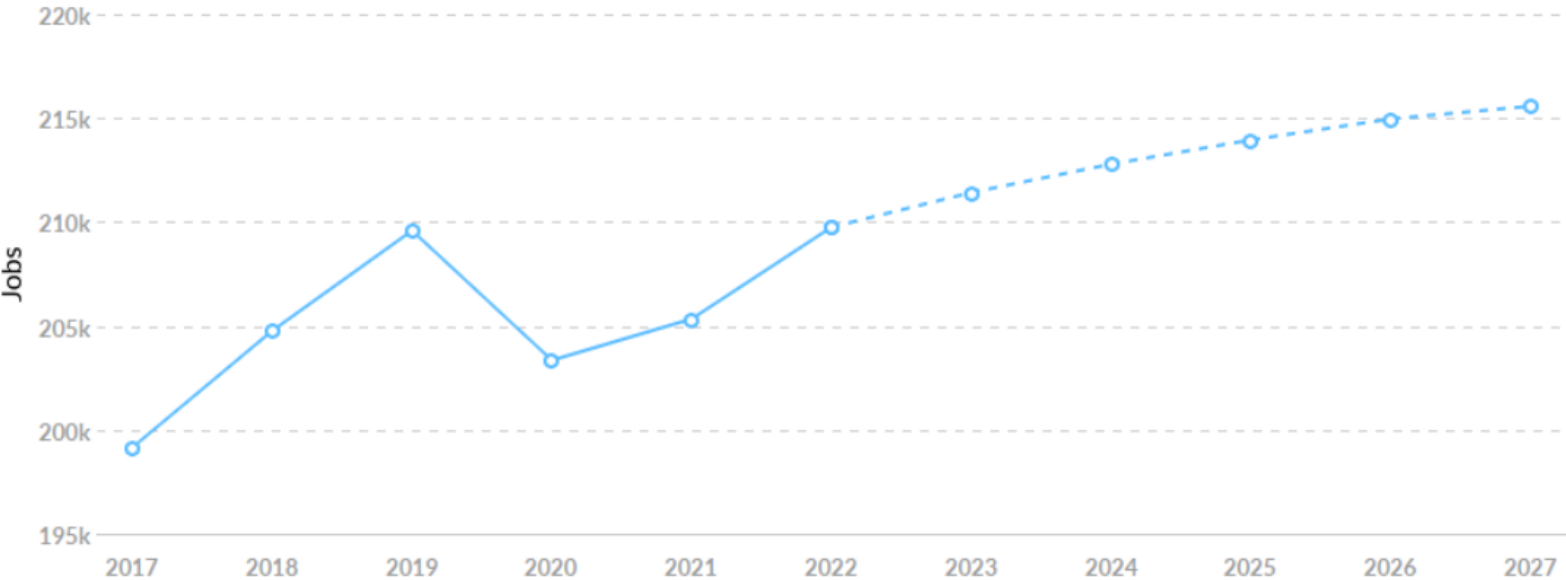
Job Trends
2017- 2027

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Wiltshire

Swindon
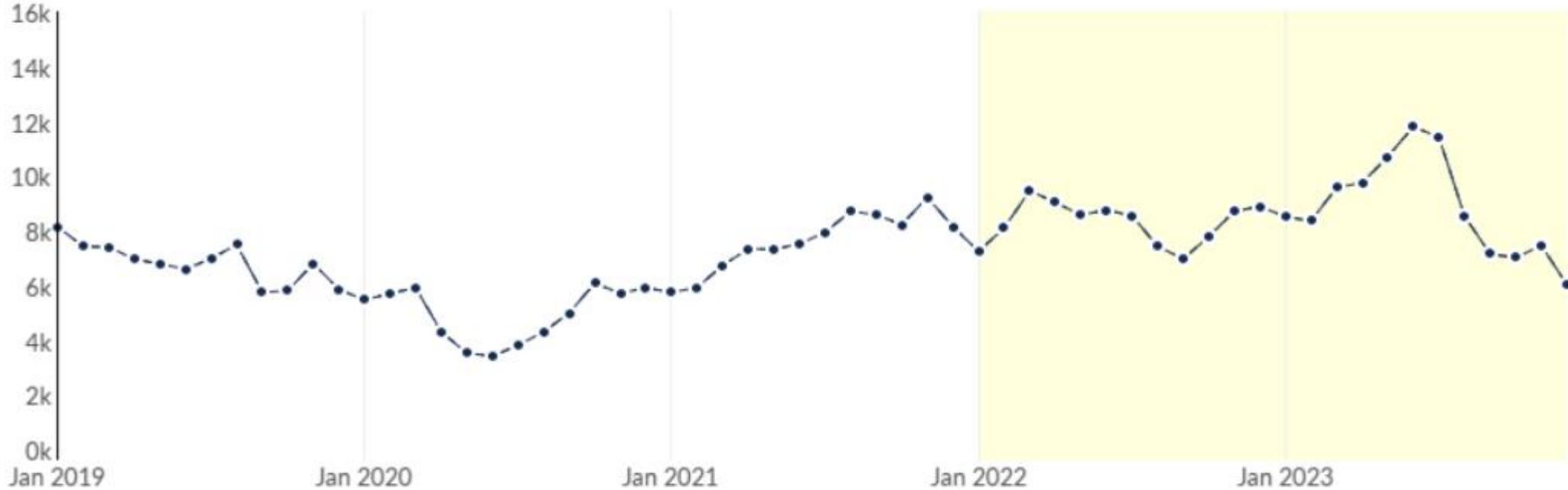
Wiltshire
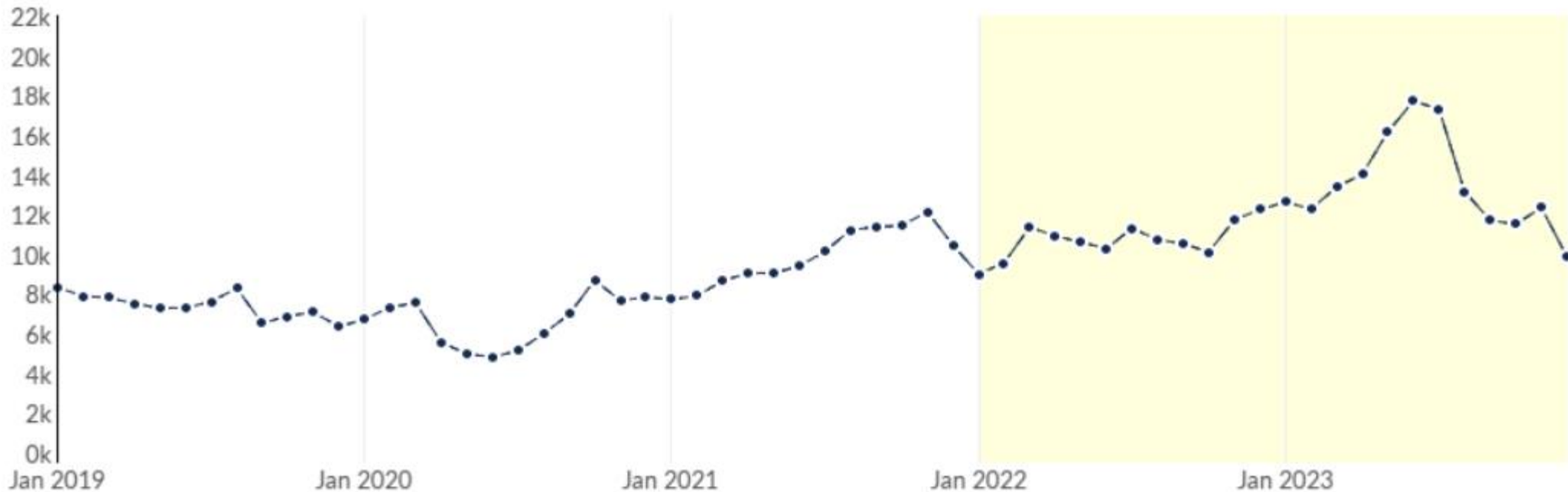
Job Postings

Unique Postings

Educational Attainment 2022

Swindon

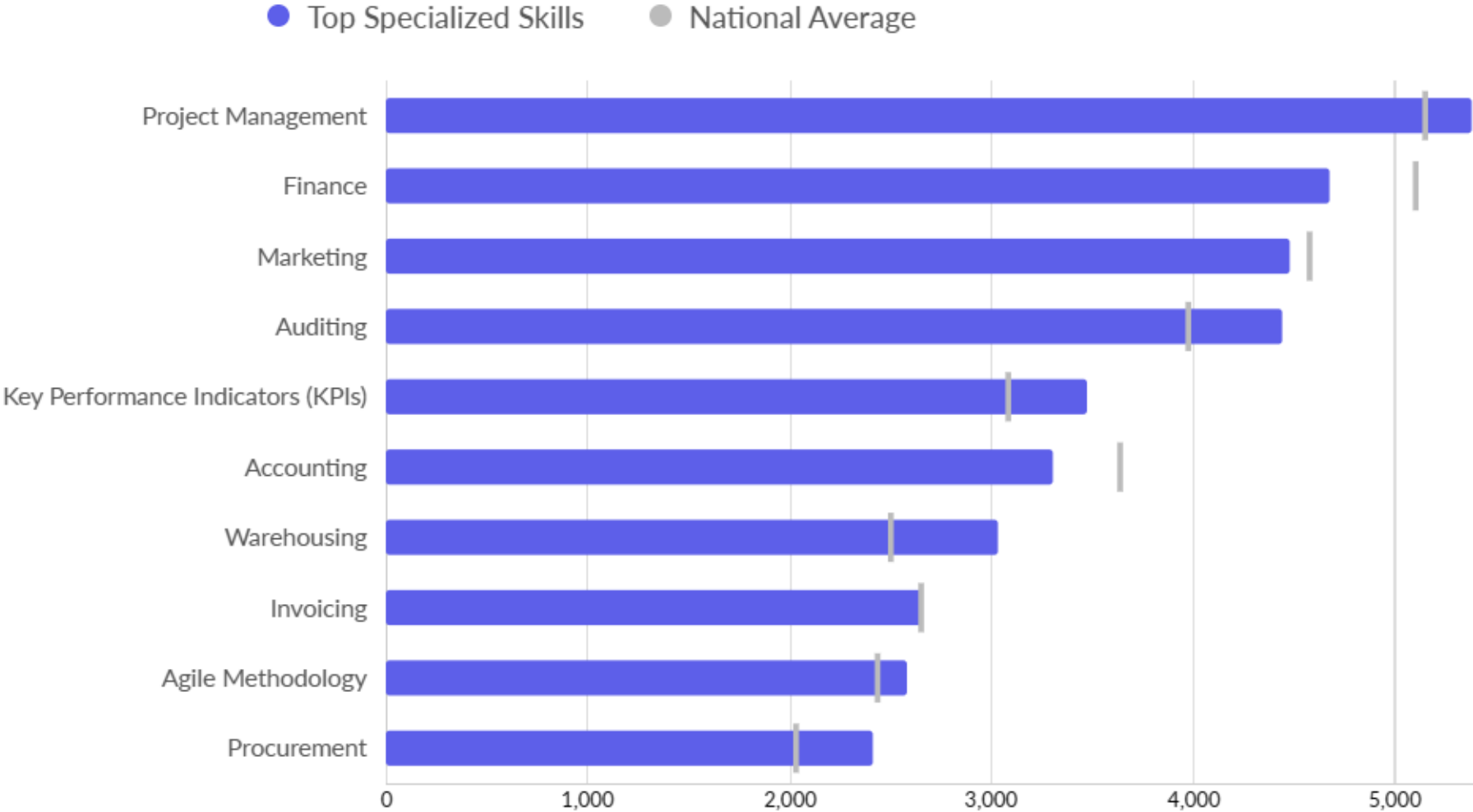|	% of Population	Population
No Qualifications (NVQ)	6.2%	8,937
Other Qualifications (NVQ)	8.1%	11,567
NVQ 1 - SCQF L4	12.8%	18,319
NVQ 2 - SCQF L5	18.5%	26,483
Trade Apprenticeships	3.9%	5,581
NVQ 3 - SCQF L6	17.6%	25,250
Higher Education Below Degree Level - SCQF L7-8	7.9%	11,253
Degree or Equivalent and Above - SCQF L9	24.9%	35,700

Wiltshire
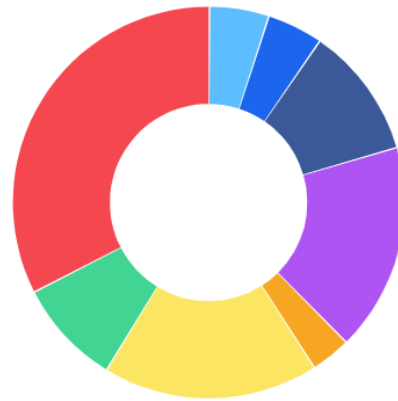
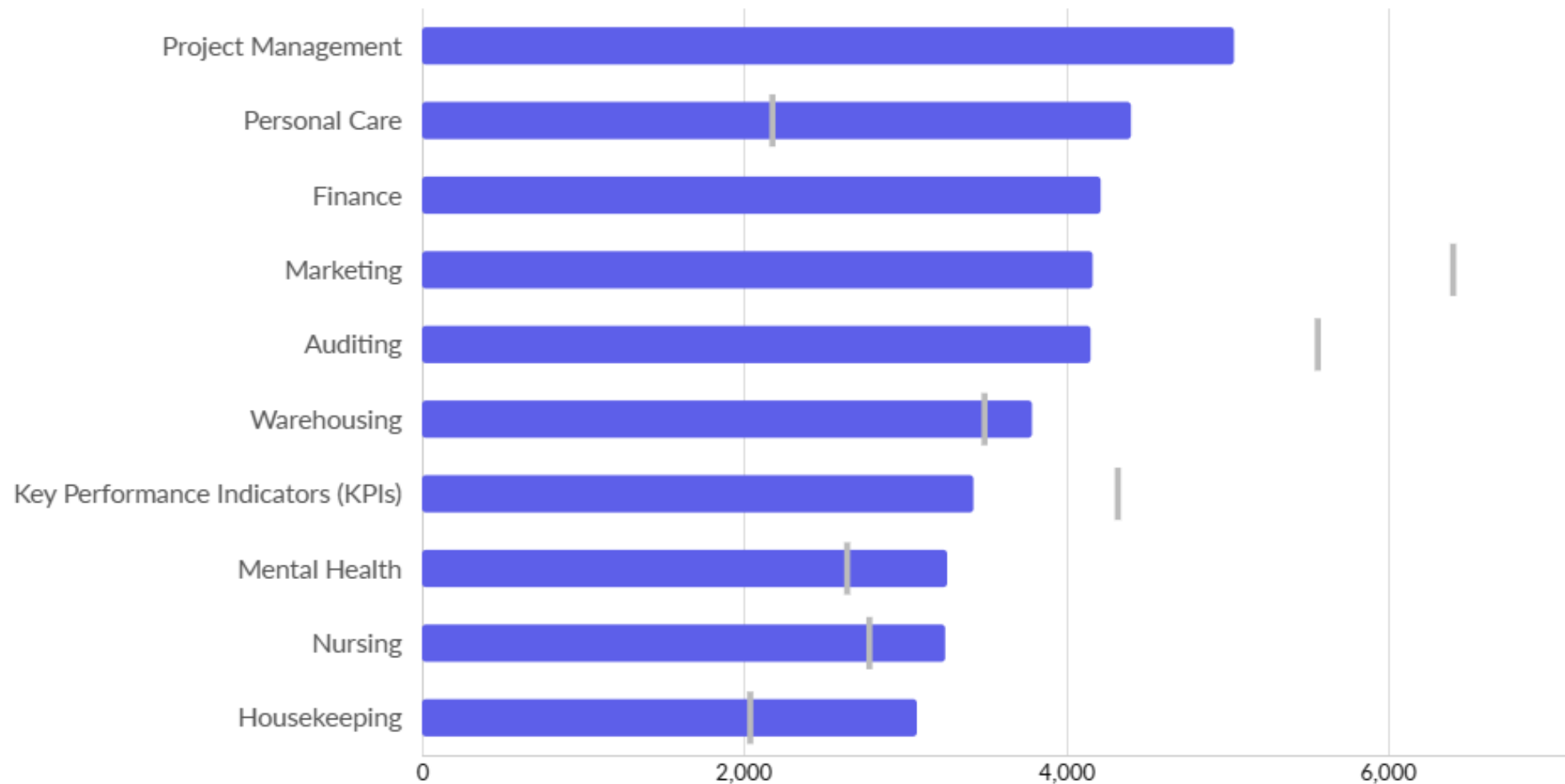|	% of Population	Population
No Qualifications (NVQ)	4.9%	14,933
Other Qualifications (NVQ)	4.6%	14,026
NVQ 1 - SCQF L4	10.9%	33,052
NVQ 2 - SCQF L5	17.1%	52,102
Trade Apprenticeships	3.3%	10,065
NVQ 3 - SCQF L6	17.8%	54,045
Higher Education Below Degree Level - SCQF L7-8	8.7%	26,522
Degree or Equivalent and Above - SCQF L9	32.6%	99,159

In Demand Skills
Wiltshire

Legend: ● Top Specialized Skills ● National Average

Skill	Top Specialized Skills (Wiltshire)	National Average
Project Management	~5,000	~7,100
Personal Care	~4,400	~2,100
Finance	~4,200	~7,000
Marketing	~4,150	~6,400
Auditing	~4,150	~5,600
Warehousing	~3,750	~3,500
Key Performance Indicators (KPIs)	~3,400	~4,300
Mental Health	~3,200	~2,650
Nursing	~3,200	~2,800
Housekeeping	~3,100	~2,000

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Top 10 Skills by quarter
Swindon

Oct 2022 - Dec 2022	Jan 2023 - Mar 2023	Apr 2023 - Jun 2023	Jul 2023 - Sep 2023	Oct 2023 - Dec 2023
Project Management	Project Management	Project Management	Auditing	
Finance	Finance	Auditing	Project Management	
Auditing	Auditing	Finance	Finance	
Key Performance Indicators (KPIs)	Accounting	Accounting	Accounting	
Accounting	Key Performance Indicators (KPIs)	Key Performance Indicators (KPIs)	Key Performance Indicators (KPIs)	
Marketing	Marketing	Marketing	Marketing	
Warehousing	Invoicing	Invoicing	Invoicing	
Invoicing	Risk Analysis	Warehousing	Warehousing	
Procurement	Warehousing	Risk Analysis	Risk Analysis	
Risk Analysis	Procurement	Procurement	Procurement	

Top 10 Skills by quarter
Wiltshire
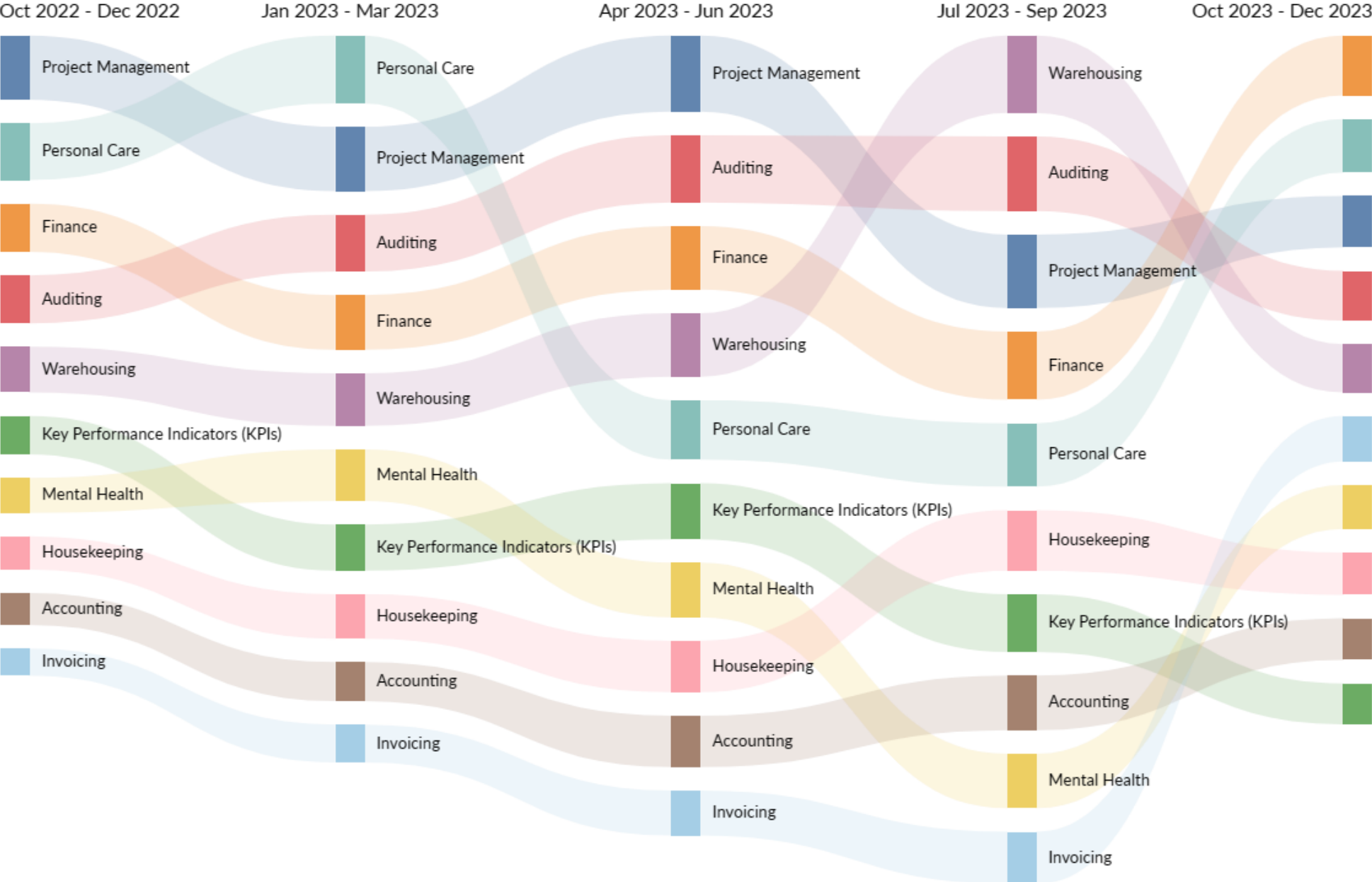
Top Apprenticeship Skills
Swindon

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Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Jan 2021 - Dec 2023)	Frequency in Profiles	Profiles with Skill / Total Profiles (2022 - 2024)
Mathematics	66%	573 / 872	0%	0 / 177
English Language	64%	556 / 872	0%	0 / 177
Communication	48%	422 / 872	6%	11 / 177
Customer Service	31%	270 / 872	17%	30 / 177
Detail Oriented	29%	253 / 872	0%	0 / 177
Teamwork	21%	184 / 872	0%	0 / 177
Organizational Skills	20%	178 / 872	0%	0 / 177
Management	20%	172 / 872	8%	14 / 177
Problem Solving	18%	157 / 872	0%	0 / 177
Willingness To Learn	13%	112 / 872	0%	0 / 177

Top Apprenticeship Skills
Wiltshire

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Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Jan 2021 - Dec 2023)	Frequency in Profiles	Profiles with Skill / Total Profiles (2022 - 2024)
Mathematics	61%	712 / 1,165	0%	0 / 92
English Language	52%	607 / 1,165	0%	0 / 92
Communication	43%	502 / 1,165	9%	8 / 92
Customer Service	27%	316 / 1,165	18%	17 / 92
Detail Oriented	23%	266 / 1,165	0%	0 / 92
Teamwork	21%	243 / 1,165	7%	6 / 92
Organizational Skills	19%	227 / 1,165	0%	0 / 92
Management	19%	225 / 1,165	20%	18 / 92
Problem Solving	17%	203 / 1,165	0%	0 / 92
Willingness To Learn	13%	154 / 1,165	0%	0 / 92

Thank you