

Labour Market Intelligence

SWLEP May 2020



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP



Department for
Business, Energy
& Industrial Strategy



**INDUSTRIAL
STRATEGY**

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Data Sources

Swindon & Wiltshire Overview

Swindon & Wiltshire Covid-19 Impact



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



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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UP TO DATE: E.G. ON 1 JUN, JOB POSTINGS ON 31 MAY AVAILABLE

This gives us access to local and up-to-date information



Insight into:

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



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We can see the number of employed by occupation in Swindon and Wiltshire...

Swindon & Wiltshire Occupations	Employed in Industry Group (2019)	% of Total Jobs in Industry Group (2019)	% Change (2019 - 2020)	Median Hourly Wages
Professional Occupations	59,005	17.7%	0.6%	£20.70
Elementary Occupations	45,894	13.7%	0.3%	£9.07
Associate Professional and Technical Occupations	41,716	12.5%	0.6%	£14.98
Administrative and Secretarial Occupations	41,272	12.4%	1.1%	£11.21
Managers, Directors and Senior Officials	34,635	10.4%	0.5%	£18.75

... with education levels down to 4-digit SOC

Description	No. of Employed in 2019	% Change 2019 - 2020	% of Total Jobs 2019	Median Hourly Wages	Education Level
Sales and retail assistants	13,651	0%	4.1%	£8.69	Level 2 NVQ; GCSE at grades A*-C
Care workers and home carers	8,828	1%	2.6%	£9.60	Level 2 NVQ; GCSE at grades A*-C
Elementary storage occupations	8,013	1%	2.4%	£9.73	Level 1 NVQ; GCSE at grades D-G
Other administrative occupations n.e.c.	7,713	1%	2.3%	£10.76	Level 2 NVQ; GCSE at grades A*-C
Kitchen and catering assistants	7,399	1%	2.2%	£8.31	Level 2 NVQ; GCSE at grades A*-C
Cleaners and domestics	7,229	1%	2.2%	£8.67	Level 1 NVQ; GCSE at grades D-G
Nurses	6,658	1%	2.0%	£17.43	Honours, Bachelor's degree

We can drill down into an occupation...

Professional Occupations, 4-digit SOC

Occupation	2019 Jobs	% Change
Chemical scientists (2111)	296	-1%
Biological scientists and biochemists	1,596	-1%
Physical scientists (2113)	566	-1%
Social and humanities scientists (2114)	156	0%
Natural and social science professionals	343	-1%



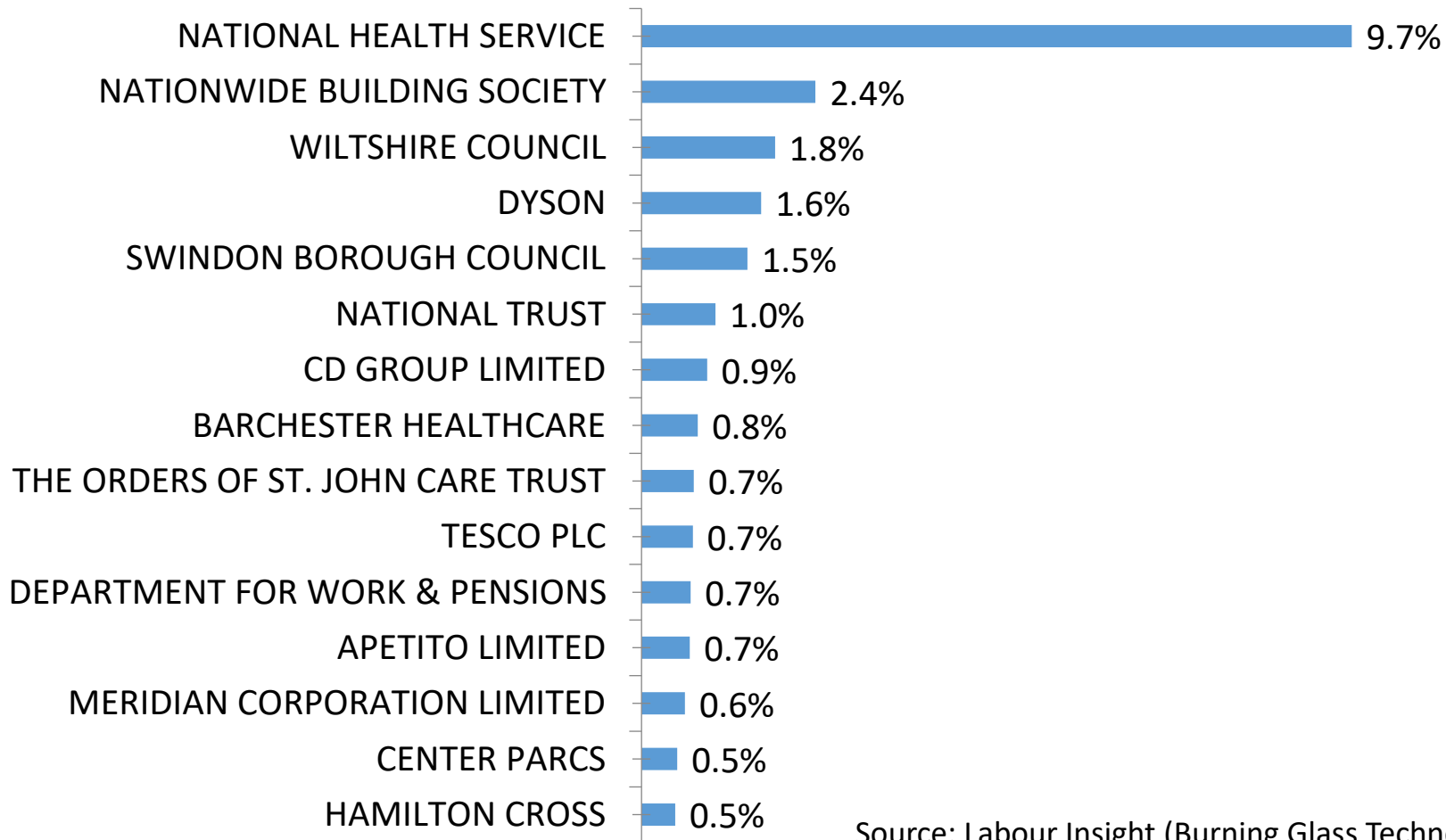
...and look at industries for that occupation

Industries Employing Professional Occupations, 2019

	Jobs	% Total	YoY Change
Hospital activities	7,518	12.7%	52.9%
Primary education	5,248	8.9%	42.1%
General secondary education	4,209	7.1%	58.0%
Computer consultancy activities	2,875	4.9%	62.2%

Using job postings, we can also see which organisations are recruiting...

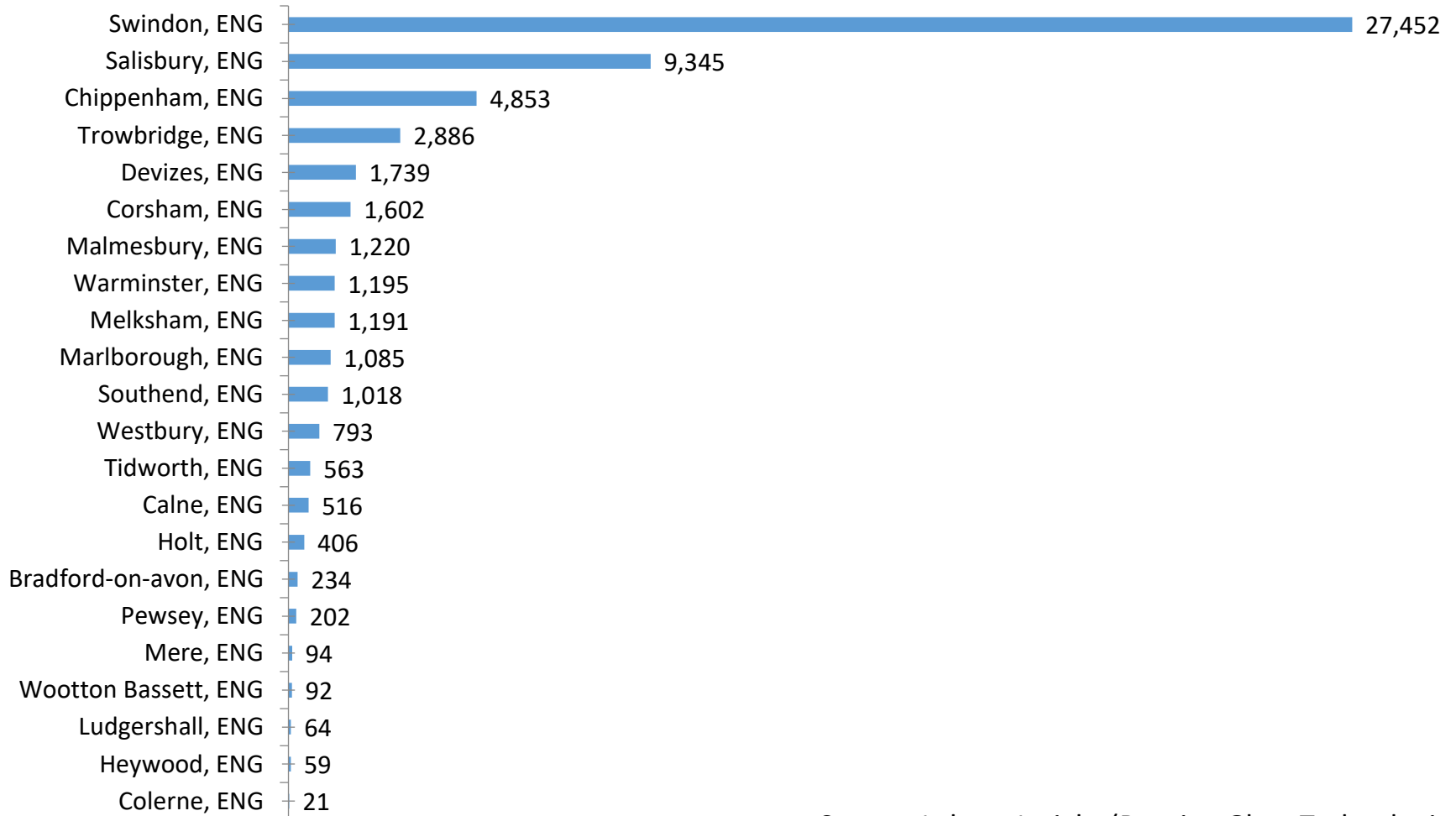
Swindon & Wiltshire Employers with the Most Job Openings



Source: Labour Insight (Burning Glass Technologies)

...where the jobs are...

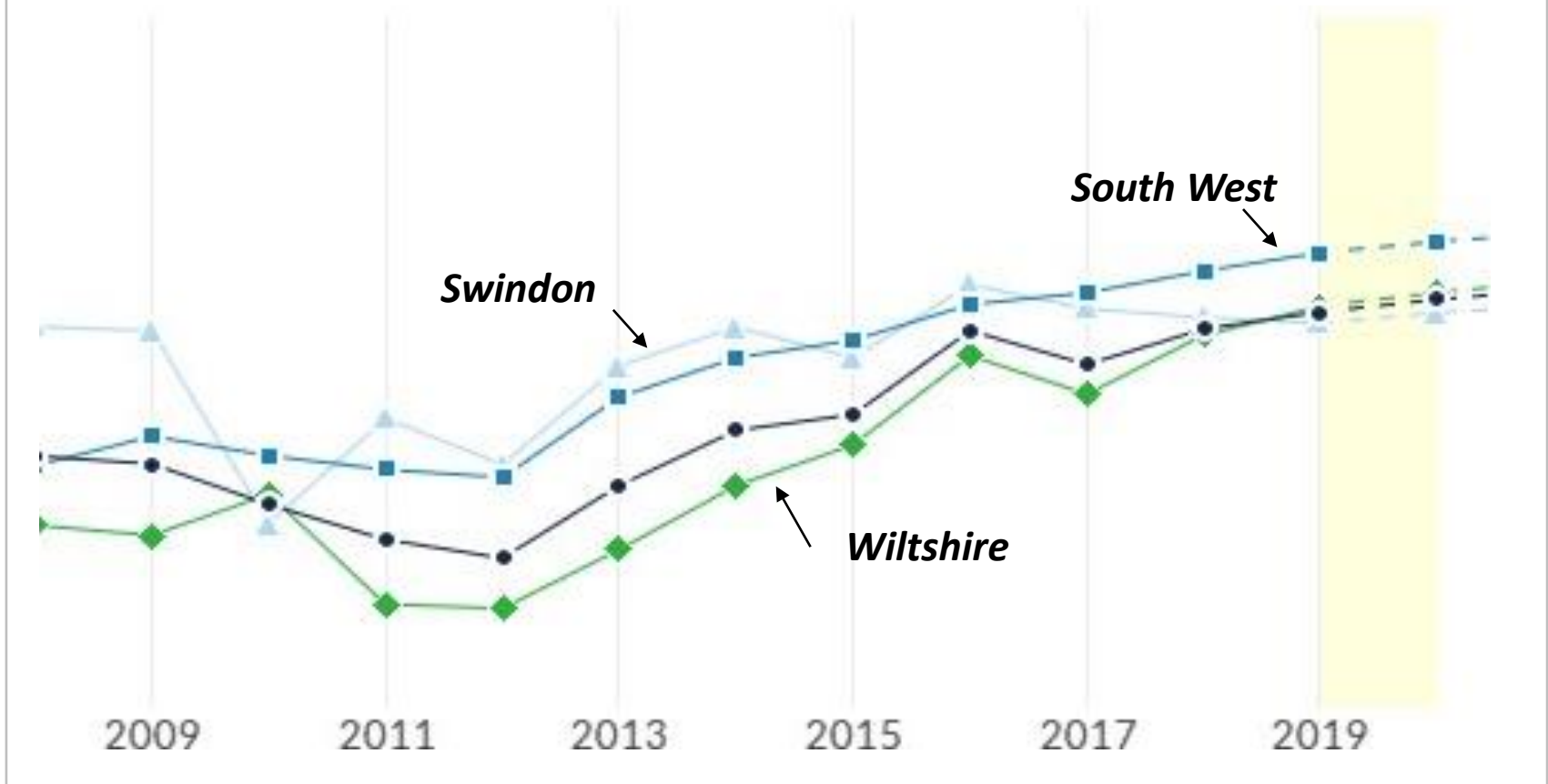
The jobs are in the following locations



Source: Labour Insight (Burning Glass Technologies)

...and how we compare to other parts

Professional Occupations Job Postings, Swindon & Wiltshire vs. South West Region



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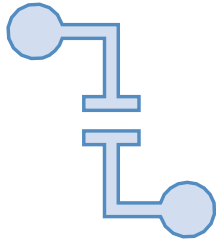
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This analysis is based on online job postings data



Key characteristics of the job postings data:

- Real-time data, e.g. on 1 June, showing data up to 31 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



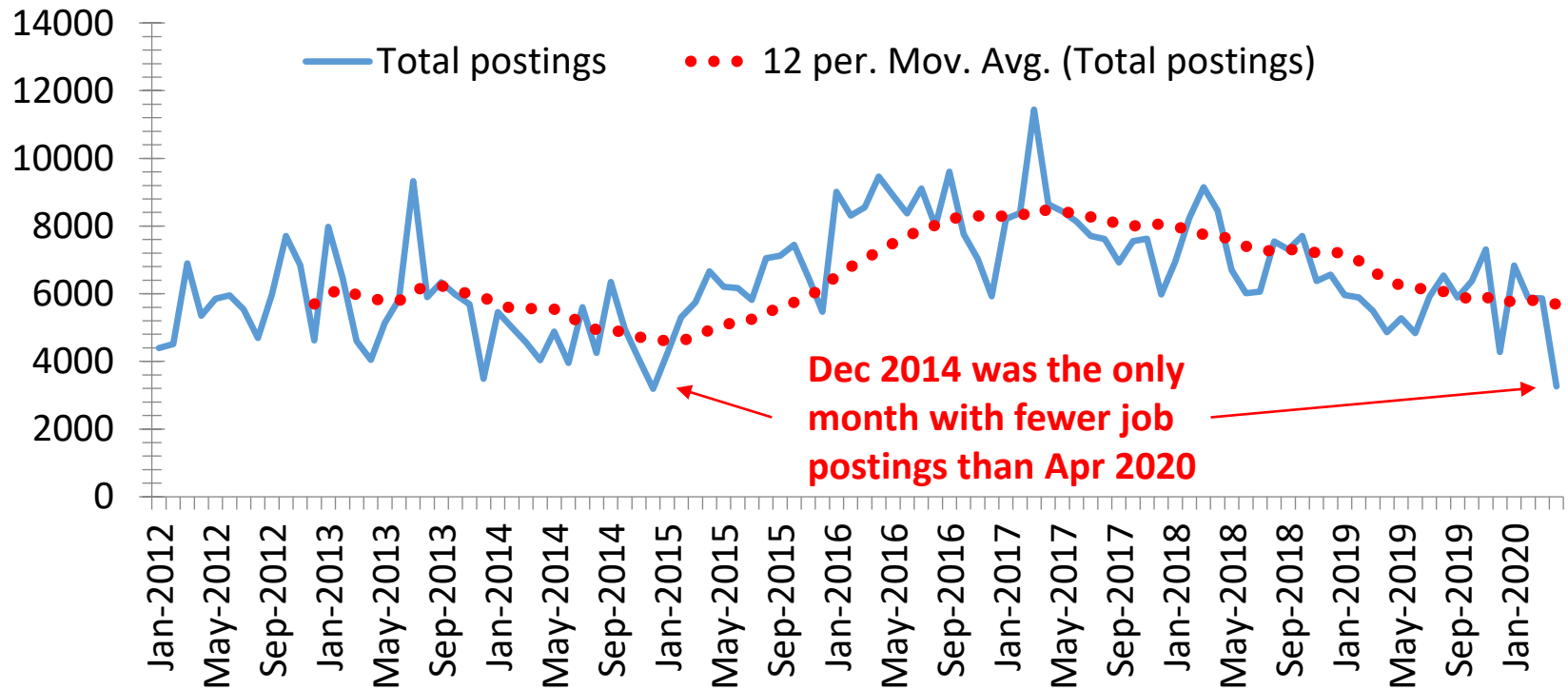
Therefore:

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



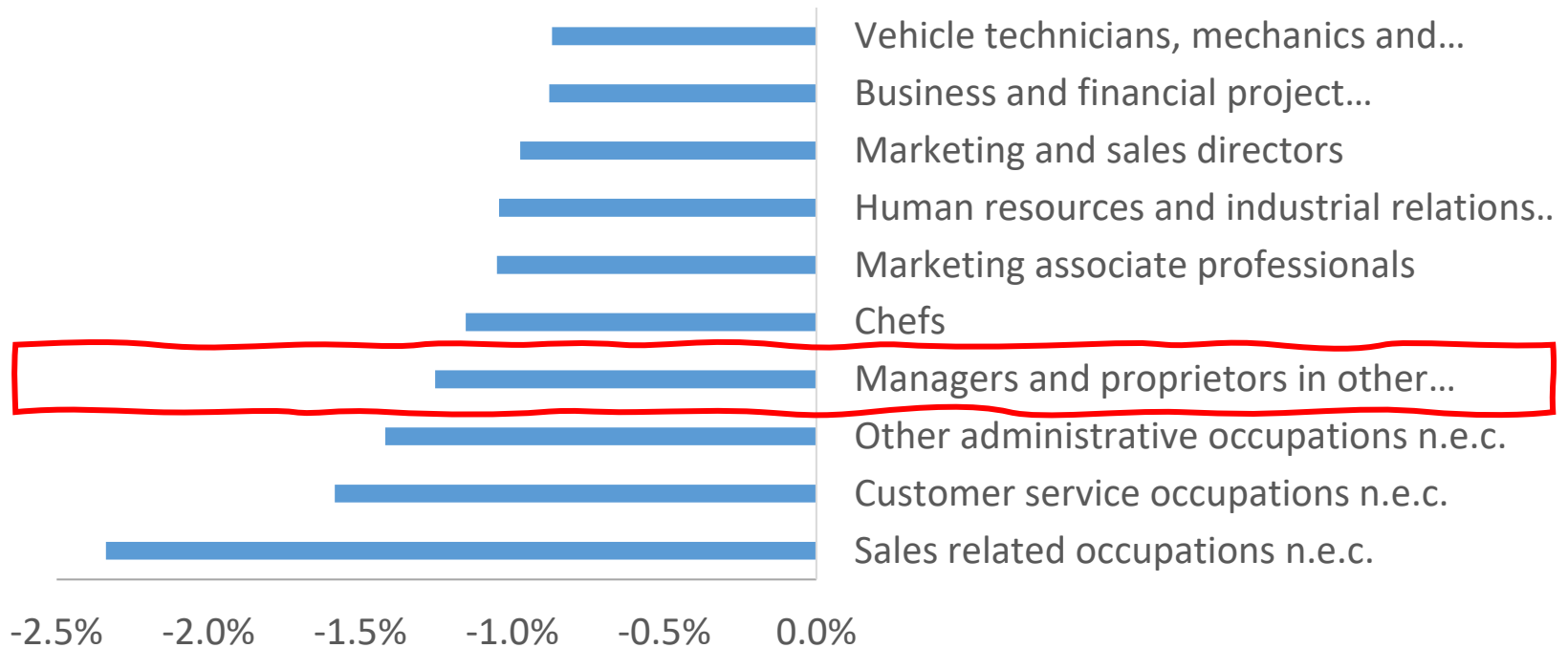
Job postings on downwards trend since early 2017

SWLEP Job Postings, Jan 2012 - Apr 2020



c. 40% of the SWLEP occupations saw declines in Apr 2020 vs. Apr 2019

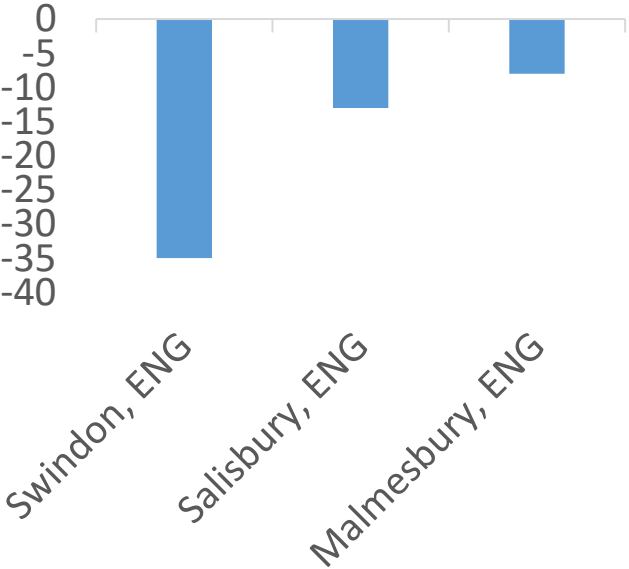
SWLEP 10 Fastest Declining Occupations Apr 2020 vs. Apr 2019 (% Total)



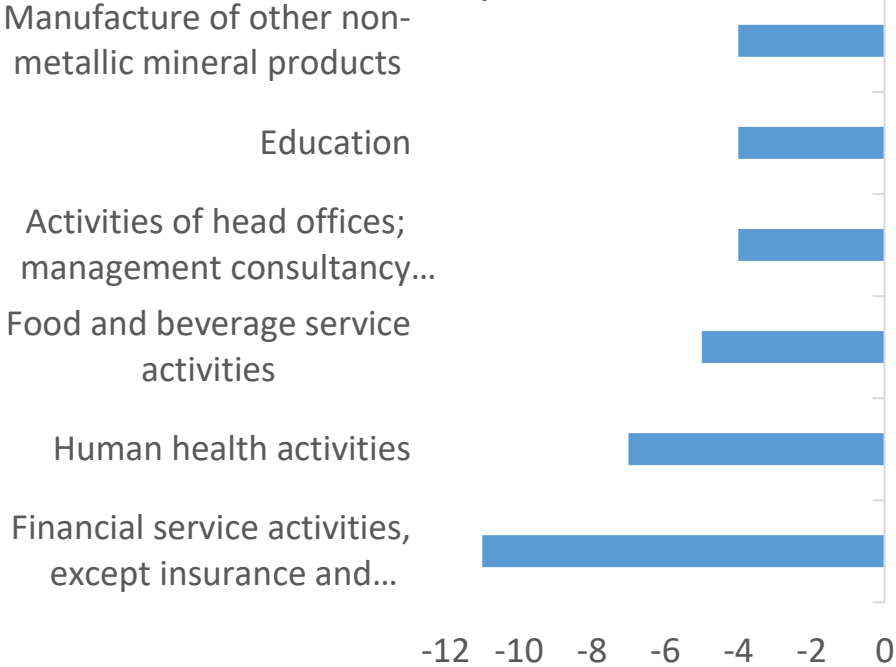
Drilling down into Managers and Proprietors

Managers and Proprietors in Other Services

Key Cities / Towns Driving Decline Apr 2020 vs. Apr 2019

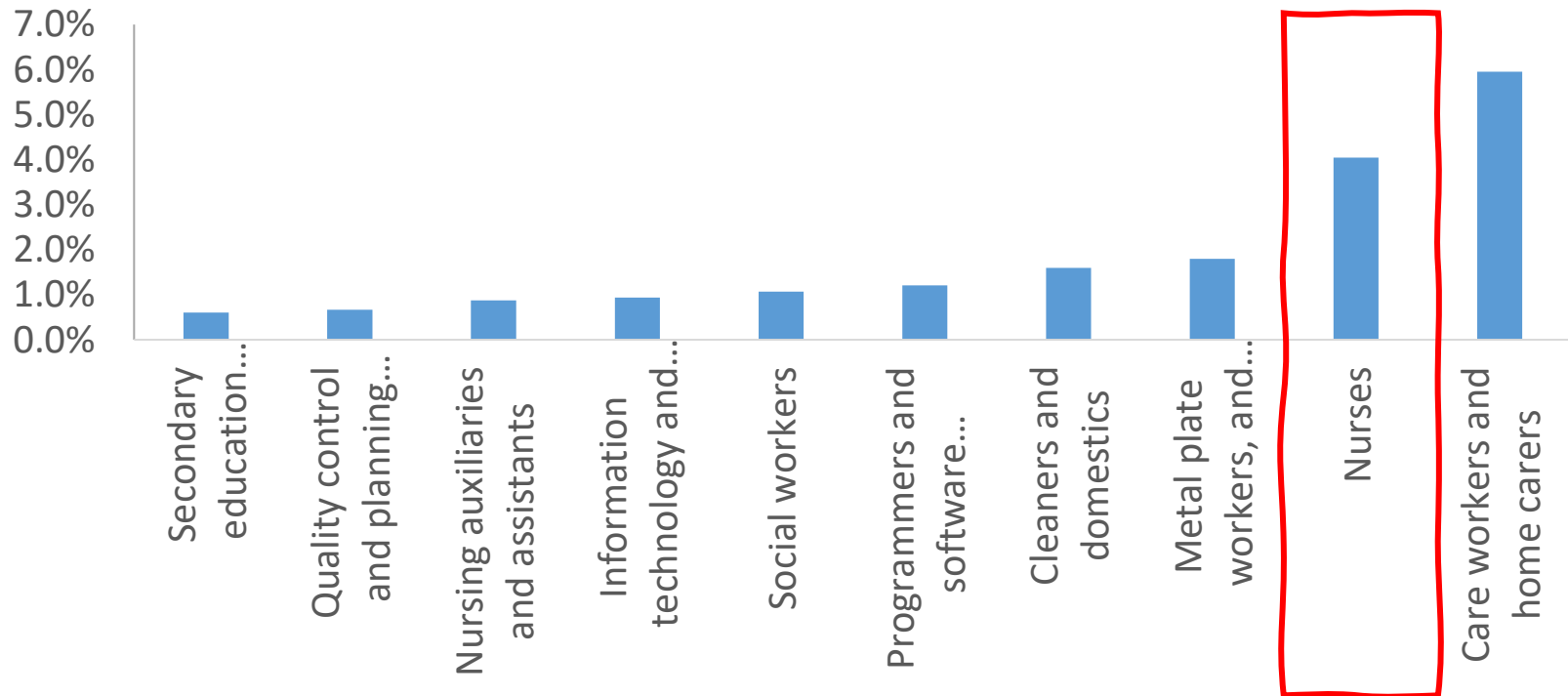


Key Industries Driving Decline Apr 2020 vs. Apr 2019



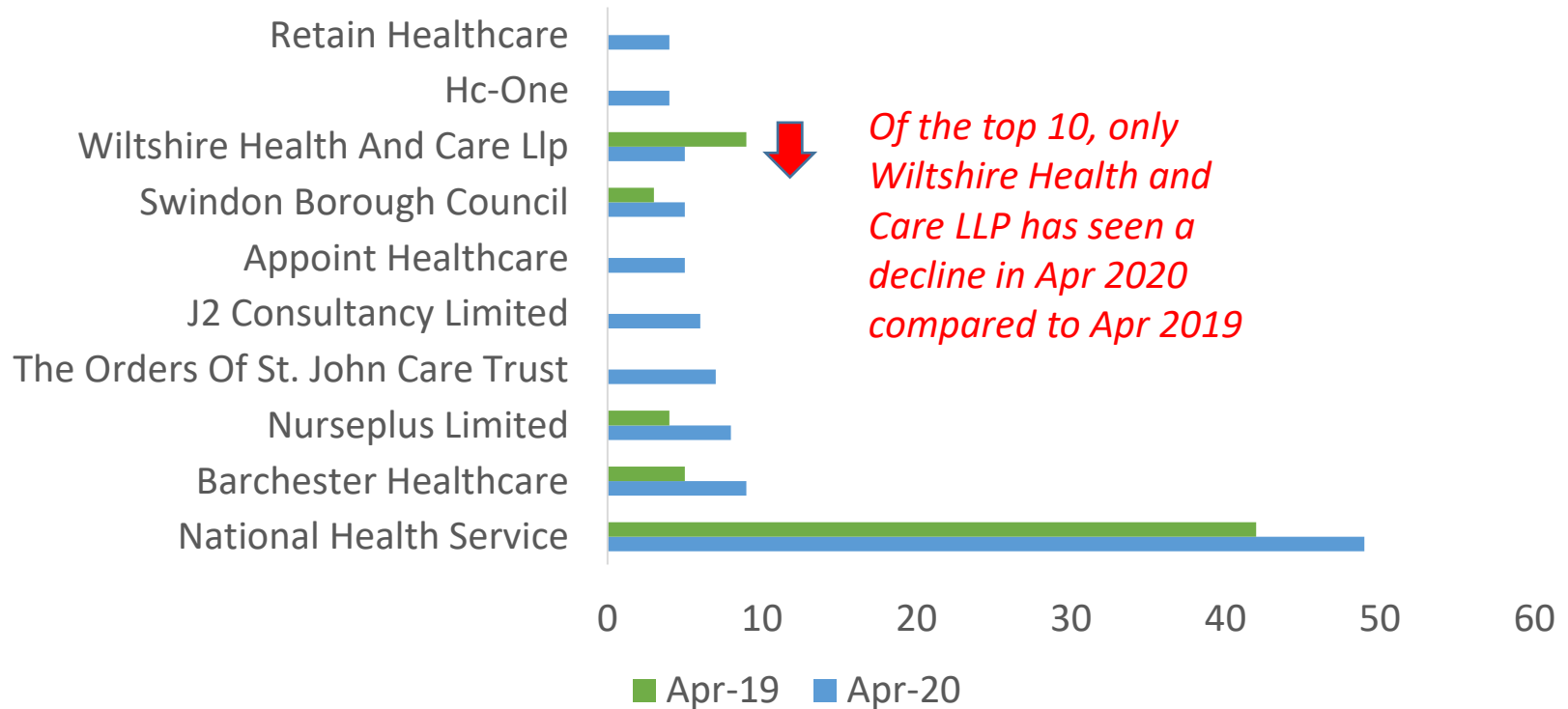
However, not all occupations are declining

SWLEP 10 Fastest Growing Occupations Apr 2020 vs. Apr 2019
(% Total)

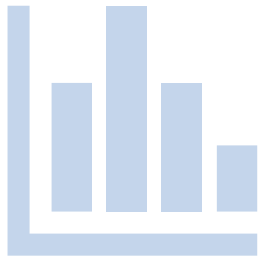


Most of the top 10 Nurse recruiters are showing YoY increases

Top 10 Employers Recruiting Nurses, Apr 2020 vs Apr 2019



Recap



In-depth, up-to-date information on industries, occupations, skills and organisation available at the town/city level



Allowing insight into which skills are in demand and where:

- Gatsby benchmark 2: All students and parents have access to high-quality information about future study options and labour market opportunities



Leading to parents and students making informed decisions regarding their study options

