

**GIVING EDUCATION A LOCAL CONTEXT**

**DIGEST OF SOUTH GLOUCESTERSHIRE  
LABOUR MARKET INFORMATION**

**November 2008**



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## **FOREWORD**

Labour market information is crucial to inform career and course progression pathways for all learners so that informed choices can be made. Particularly at the time of an economic downturn, young people, parents and carers require information about what the national, regional and local economy looks like and what opportunities exist now and are likely to exist in the future.

In South Gloucestershire we have set as a priority the need to involve our children and young people in shaping their futures. We have listened to their views about the need for improved choice and better quality information, advice and guidance. We have established a learner entitlement for children and young people in South Gloucestershire. Young people have an entitlement to quality work experience and work related learning. They ask for more opportunities to engage with the world of work through the curriculum and to be made aware of career options to meet their future aspirations.

This document has a key part to play in planning the most appropriate provision for young people in South Gloucestershire. It provides details of the labour market and at this time of unprecedented economic change will assist in looking ahead to prepare a confident, well educated workforce, able to adapt to a changing economy and workplace.

**Steve Rogers**  
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## 1. INTRODUCTION

The economy is facing unprecedented challenges. In September 2008 Nigel Jump (Chief Economist at the South West Regional Development Agency) wrote:

- The overall economic situation for South West (SW) business remained positive through the first half of 2008, with areas of distress relatively concentrated in financial services and property.
- Manufacturing and high value added services, especially exporters, recorded strong order books and outputs, and were still looking to fill skills 'gaps' in their workforce. The effects of the credit squeeze were modest. By the summer, however, there was an increase in business and household uncertainty, affecting confidence and intentions with respect to employment, investment and consumer spending.
- The perception of downturn is growing, with higher fuel and food costs, and restricted/high cost availability of credit (especially the housing market 'freeze'), working through debt servicing and expenditure to affect companies along supply chains and across sectors.
- Against this background, there have been instances of delayed investments and pauses in hiring, with some redundancy announcements. The claimant count on-flow has started to rise, albeit from a low level, and the number of vacancies available has leveled off more in South West England (SWE) than for the UK average.
- The current downturn is likely to affect resident and visitor spending on discretionary items in tourism and leisure, and broader retailing. Likewise, across the region, food manufacturers and retailers are cutting back operations because of restructuring and cost pressures.
- Job losses have been announced in aerospace, a vital sector for this region, related to lower than expected order books, the strong euro and global sector restructuring.
- In a number of SW conurbations, there have been redundancy announcements in both manufacturing and services, reflecting ownership changes and cost saving measures rather than any slowdown in demand per se.
- However, the housing recession is badly affecting some SW firms in business services – a key area of SW growth in recent years. In several counties, too, there have been announcements of jobs and activity cuts in food processing, defence, property services and construction. Again, most of these are about cost pressures or intense international competition rather than a credit squeeze.

However, Nigel Jump's comments were made in September. The economic situation has changed dramatically since then. National figures issued on the 16 October 2008 showed a 122,000 quarterly drop in the number of people in work, and a 164,000 quarterly rise in unemployment. The UK economy is now officially in recession after two quarters of negative growth.

Forecasters predict unemployment is likely to rise significantly over the coming twelve months. It is difficult to predict how long the downturn will last. While the credit contraction may have precipitated the current crisis we now live in a global economy and international action will be required to bolster confidence.

South West Regional Development Agency chief executive, Jane Henderson, said on 7 November 2008: "Until a few months ago, the South West economy was looking pretty healthy, but the turbulence of recent weeks means we are now in for a bumpy ride. The RDA is ramping up its activities to support the South West's economy through the downturn - by investing for the recovery, and making sure the region's businesses have access to tools and timely advice to help them weather the storm and emerge stronger on the other side. Whatever difficulties we face now, we mustn't lose sight of the fact that the region's long term health lies with a high skills/low carbon economy."

Again it is difficult to forecast the specific effects of the current crisis in South Gloucestershire. Fortunately the local economy has been strong, with high employment and low unemployment along with a good spread of industries. But as Nigel Jump predicted, manufacturing, retailing, financial services and business support - all sectors that are significant local employers - are likely to be effected.

### 1.1 Key messages about the labour market

Whatever the state of the economy there a number of universal message for young people about the labour market

- Keep in learning/training for as long as possible – there is increasing demand, even in traditional craft occupations, such as plumbing, electrician and motor mechanic, for level 3 qualifications.
- Lifelong learning is essential if people are to have the skills they need for employment and personal fulfilment.
- ‘Employability skills’ are important.
- The growth of technical and skilled employment in the West of England is leading to a need for a more educated and qualified workforce, able to adapt to the changing requirements of the workplace.
- The number of routine, unskilled jobs is decreasing.
- Young people may need to be willing to travel to get the right job.
- We’re working in global economy – many companies now trade worldwide. The workforce is more mobile.

## 2. EDUCATION CONTEXT

### 2.1 Diplomas

September 2008 saw the first Diplomas being delivered, three years after the publication of the 14-19 Education and Skills Implementation Plan, which set out the schedules for change. All 14-19 year-olds, wherever they are in England, will have an entitlement to the first 14 lines of learning from 2013.

Construction and Built Environment	First teaching: September 2008
Creative and Media	First teaching: September 2008
Engineering	First teaching: September 2008
IT	First teaching: September 2008
Society, Health and Development	First teaching: September 2008
Business Administration and Finance	First teaching: September 2009
Environmental and Land-Based Studies	First teaching: September 2009
Hair and Beauty Studies	First teaching: September 2009
Hospitality	First teaching: September 2009
Manufacturing and Product Design	First teaching: September 2009
Public Services	First teaching: September 2010
Retail Business	First teaching: September 2010
Sport and Active Leisure	First teaching: September 2010
Travel and Tourism	First teaching: September 2010
Humanities	First teaching: September 2011
Languages	First teaching: September 2011
Science	First teaching: September 2011

## 2.2 Every Child Matters

Layed down five outcomes for young people:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

The fifth outcome of Every Child Matters, 'achieve economic well-being, goes on to say: 'all young people should have access to information and guidance on jobs, skills and the labour market...'

## 2.3 Qualifications Framework

Qualification/ Framework Level	Level indicators	Examples of qualifications at this level
<b>Entry Level</b>	Builds a basic level of knowledge, understanding and skills.	Asdan Entry 1, Entry 2 and Entry 3. Life Skills
<b>Level 1</b>	Basic knowledge, understanding and skills, and the ability to apply learning to activities that relate to everyday situations.	GCSE grades D-G NVQ Level 1 Foundation Diploma
<b>Level 2</b>	Building knowledge and/or skills in relation to subject or sector areas; gaining ability to apply learning to a varied range of tasks.	BTEC First Diploma City & Guilds National Cert GCSE grades A*-C NVQ Level 2 Higher Diploma
<b>Level 3</b>	Learning at this level involves obtaining in-depth knowledge, understanding and skills, and a higher level of application.	AS and A levels BTEC National Diploma NVQ Level 3 Advanced Diploma
<b>Level 4-8</b>	Specialist learning involving high level of knowledge in a specific occupational role or study.	Certificates of H.E. Foundation degree Honours Degree NVQ Level 4 Post graduate qualification

## 2.4 Foundation Degrees

The government hopes that expanding these courses, which allow learners to gain a Higher Education qualification at Level 3-4, will help them to meet their target of increasing participation in HE towards 50% of all 18-30 year olds.

Foundation Degrees aim to integrate academic and work based learning through close collaboration between employers, universities and Further Education colleges. They are degree level qualifications designed with employers and combine academic study with workplace learning to equip people with the relevant knowledge, understanding and skills to improve performance and productivity.

A full time Foundation degree course will usually take two years to complete; a part-time Foundation degree course may take longer. After completing their Foundation degree some students go on to study for an Honours Degree (which usually takes one further year).

## **2.5 14-19 developments in South Gloucestershire**

The Government's 14-19 Reform Programme being rolled out from September 2008 to September 2013 has been embraced in South Gloucestershire. The Reform Programme is designed to equip young people for the fast changing world they are growing up in. GCSEs and A levels are being updated and the number of Apprenticeships is being increased. Taken together with the introduction of Diplomas, these changes aim to provide all young people with qualifications which suit their interests and learning styles.

In South Gloucestershire the Kingswood, Concorde and Yate/Chipping Sodbury Partnerships are now well established and all actively involved in 14-19 reforms. They are all part of the South Gloucestershire 14-19 Strategic Partnership. Each area partnership represents many specialisms and works closely with other partners especially Filton College, City of Bristol College, Connexions, UWE, Education Business Partnership and individual employers. The Special Schools in the consortia are also part of the partnerships.

The Kingswood Partnership is recognised nationally as taking a lead in Diploma delivery and is one of a small number in the country delivering all five available Diploma lines from September 2008 and successful in Gateway 2 bidding for the second phase of a further 5 Diploma lines to be delivered from September 2009. Currently there are approximately 420 students following Diploma courses in the Kingswood Partnership. As a pathfinder it has been able to access £2million of capital funding from the DCSF to enhance Diploma facilities and purchase equipment. A Gateway 3 bid to run the next available four Diploma lines from 2010 have recently been submitted to the DCSF.

The Concorde Partnership did not bid for the first phase of Diplomas but was successful in its bid in the second phase for four Diploma lines from September 2009. The Concorde Partnership was required to resubmit its bid for a further two Diploma lines (category 3) and it has recently received confirmation that it will be able to run these additional two from September 2010. The Partnership has also bid in Gateway 3 for four further Diploma lines from September 2010.

The Yate/Chipping Sodbury Partnership is based on the three secondary schools (Brimsham Green, King Edmunds, and Chipping Sodbury) that have previously collaborated on sixth form provision under the "Link" arrangements. This Partnership did not bid for the first two phases of Diplomas but has bid in Gateway 3 to run three Diploma lines from September 2010.

In addition to the phased introduction of Diplomas, there has been a significant increase in 14-19 vocational programmes in South Gloucestershire Schools. Since 2004 the number of vocational programmes has increased from 16 to 85 and the number of student registrations has grown from 2,476 to over 13,000. Schools are now appreciating the benefits of these programmes and this is reflected in the 2008 GCSE and equivalents results, a trend which should now continue.

As the number of 14-16 students engaged in vocational learning increases, so provision post 16 has to change to address the need for appropriate progression routes. South Gloucestershire sixth forms are now delivering more vocational programmes at Levels 2 and 3. Examples of recent introductions include BTEC National Qualifications in Sport, Business, ICT, Retail, Public Services, Early Years, Health and Social Care. Also introduced this academic year are Hairdressing and Holistic Therapies. With the increase in the participation age in future rising to 18, provision will need to broaden even further.

Work related learning is a central part of both Diplomas and vocational courses, and student learning is enhanced by activities involving employers. A Teaching & Learning Adviser has been

appointed, funded by a two year grant from the LSC, and is working with major employers in South Gloucestershire and employer organisations to ensure schools and diploma partnerships are able to develop creative and sustainable ways in which students can be engaged in the world of work. There are professional development opportunities available to teaching staff to enhance their industrial expertise. Work related learning projects within the core subjects of English, mathematics and science are being developed with employers. Support for schools is also available from the West of England Education Business Partnership through the brokerage service and through Professional Development Placements.

Labour market information will be crucial to inform career and course progression pathways for all learners so that informed choices can be made. This document will serve as a strategic tool to support planning for future 14-19 learning provision and to inform development issues.

### **3. INTRODUCTION TO SOUTH GLOUCESTERSHIRE LABOUR MARKET**

South Gloucestershire has a stable economy and low levels of unemployment compared to the UK and surrounding areas. The following factors are said to have played an important part in the success of the South Gloucestershire labour market:

- The presence of long established, prosperous industries, including aerospace, printing packaging and publishing, the BBC and the universities.
- Proximity to, and good transport links with, London and Heathrow.
- Attractive environment and other amenities, particularly for more senior staff and highly skilled persons, facilitating the relocation of key workers, recruitment and retention.
- Large and varied local labour market with a wider labour catchment for technical and professional staff extending along the M4.
- Availability, and low cost relative to London, of premises and sites.

#### **3.1 Population**

- South Gloucestershire has a population of just below 250,000.
- The wider Kingswood area is South Gloucestershire's largest settlement, with a population of around 100,000. Other significant settlements are: Yate/Chipping Sodbury (35,000), Bradley Stoke (18,000) and Thornbury (14,000).<sup>1</sup>
- The population has grown by around 20% since 1981. This is due to buoyant West of England economic conditions and the presence of major development areas on the South Gloucestershire side of the boundary with Bristol.
- This growth is predicted to continue in the area for the short - and medium - term.
- This is expected to result in further population growth, estimated at the rate of 2,500 per year, reaching 301,500 by 2026 – a 17.9% increase.<sup>2</sup>

#### **3.2 South Gloucestershire Employment Overview<sup>3</sup>**

- April 2006 there were an estimated 150,000 jobs in South Gloucestershire.
- For many years the economy of South Gloucestershire has been closely associated with the aerospace industry with BAE Systems and Airbus UK (formerly British Aerospace) at

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<sup>1</sup> Source: SGC census profile, 2001 census KS01 Crown © Copyright

<sup>2</sup> Revised 2004-Based Sub national Population Projections for Bristol, ONS Migration and Sub national Population Projections Unit © Crown Copyright.

<sup>3</sup> Annual business inquiry workplace analysis - ONS Crown Copyright Reserved [from Nomis on 28 October 2008]

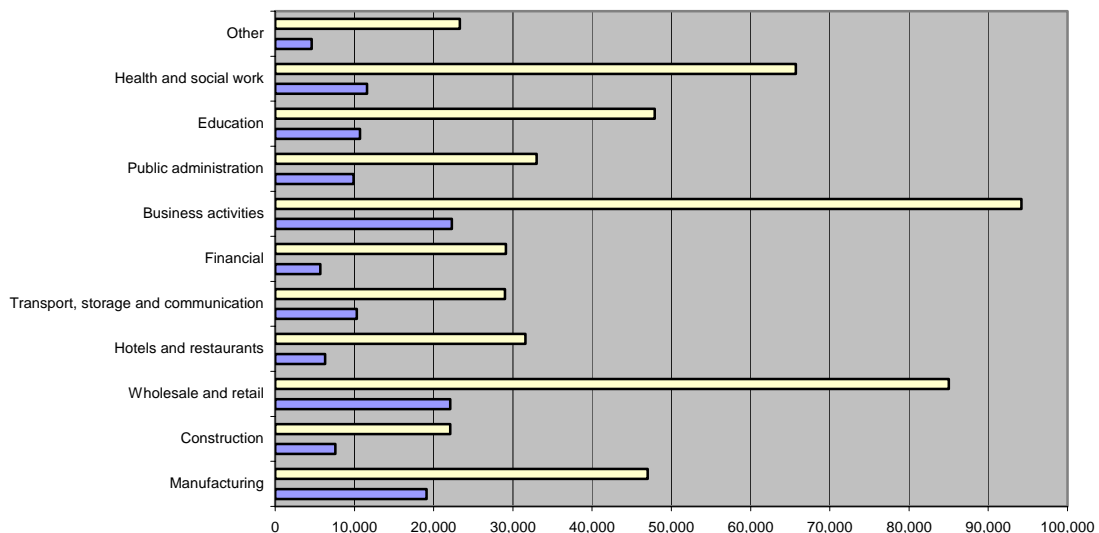
Filton and Rolls Royce at Patchway. The aerospace industry is still a key economic sector employing some 11,000 people. Major projects include the design and manufacture of wings for Airbus and the design and manufacture of military jet engines.

- Other significant manufacturing industries in South Gloucestershire include motor vehicle components, electronics, electrical engineering and packaging.
- Local and Central Government (The Ministry of Defence), the health sector, higher and further education and telecommunications are also major employers.
- Bristol North Fringe accounts for over 50% (est. 70,000) of the jobs in South Gloucestershire; the Kingswood area has an estimated 30,000 jobs and the Yate / Chipping Sodbury area 17,000.
- There are also lots of jobs with smaller companies. In total more people work for smaller companies than the large ones.

Even companies that have had job losses in the past continue to recruit.

Until the 2008 'Credit Crisis' South Gloucestershire had one of the fastest growing economies in the country. An estimated 30,000 new jobs were generated between 1996 and 2006. Most of these new jobs were in the Bristol North Fringe area.

**Numbers in Employment: South Gloucestershire & West of England**



### 3.3 Business parks and major industrial areas

#### Almondsbury Park

Includes Orange, the RAC and DHL

#### Aztec West Business Park, Almondsbury

Located at the junction of the M5 motorway and the A38. Laid out in the early 1980s is home to over 120 companies (7,000 jobs). Occupiers include:

- |                        |                            |
|------------------------|----------------------------|
| Aardman Features       | RAC                        |
| Cornhill Direct        | ST Microelectronics        |
| GE Capital Direct      | The Environment Agency     |
| National Blood Service | The Royal Bank of Scotland |
| Nat West               | Virgin Media               |
| Orange                 | WS Atkins                  |

**Cribbs Causeway Retail Park**

7,000 jobs - mostly retail. The Mall with over 130 shops includes major employers such as John Lewis and Marks and Spencers

**Emerald Park, Emersons Green**

Adjacent to the Avon Ring road - major employers include Sainsbury's regional distribution depot; Inbis Engineering Consultants; Knorr Bremse and the MITIE group.

**Sevenside**

Terra Nitrogen (UK) and Constellation Europe are major employers at Sevenside.

**Stoke Gifford**

Range of employers including: AXA; Hewlett Packard; Higher Education Funding Council; Ministry of Defence; University of the West of England and the Bristol Business Park.

**Thornbury Industrial Estate**

Home to over 50 companies including Essilor and Alexandra Workwear. AstraZeneca.

**Western Approach Distribution Park, Sevenside**

A number of large-scale distribution depots including Constellation Europe (formerly Matthew Clark Ltd) the Royal Mail, Next and DSG International.

**Yate**

Has a high concentration of industrial businesses, Major employers in Yate and Chipping Sodbury include Indesit, Smurfit Yate, Jordan Engineering, Mead Westvaco, Sharp Interpack and Hanson Quarry Products.

**THE ONE TO WATCH - COMING SOON!**

**SPark, Emersons Green**

In 2004 the South West Regional Development Agency purchased 21 hectares of land between the M4 and the Avon ring road at Emersons Green to deliver the first phase of a new science park comparable in size and scope to the best in the UK like Warwick, Cambridge, Oxford and Manchester.

SPark is supported by the Universities of Bath, Bristol and the West of England. The science park is eventually expected to create around 6,000 highly skilled jobs, with demand for the park coming from aerospace and defence, digital technologies and biotechnology.

For more information: [www.s-park.org.uk/](http://www.s-park.org.uk/)

**3.4. Major employers in South Gloucestershire<sup>4</sup>**

	<b>Name of Company/ Organisation</b>	<b>Location</b>	<b>Activity</b>	<b>Est. Jobs</b>
1	South Gloucestershire Council	Various	Local Authority	10,400
2	Ministry of Defence	Stoke Gifford	MoD HQ -Defence Procurement Agency	7,000
3	Airbus UK	Filton	Aerospace - Wing Design/ Manufacture	6,500
4	Rolls Royce Military Engines	Patchway	Military Aero Engines	3,600
5	North Bristol NHS Trust	Frenchay	Health Trust	3,000
6	AXA	Stoke Gifford	Insurance	2,700

<sup>4</sup> Source: South Gloucestershire Economic Development Service March 2007

7	University of the West of England	Frenchay	University	2,500
8	Orange	Bradley Stoke	Mobile Phone Network	2,400
9	John Lewis	Cribbs Causeway	Department Store	1,270
10	Royal Mail West of England	Patchway	Mail Sorting Office	1,200
11	Asda Wal-Mart	Cribbs Causeway	Superstore	1,000
12	Asda	Longwell Green	Superstore	900
13	Filton College	Filton	College of F.E.	850
14	Hewlett Packard	Stoke Gifford	Data Storage Systems	800
15	Indesit	Yate	Electrical Appliances	800
16	RAC Motoring Services	Bradley Stoke	Motoring Services	800
17	Atkins Highway and Transport Engineers	Aztec West	Highway and Transport Engineers	650
18	South Gloucestershire P.C.T.	Emerson's Green	Primary Care Trust	650
19	Marks and Spencers	Cribbs Causeway	Department Store	600
20	Avon & Somerset Police	Various	Police	600
21	Sainsburys / Exel Logistics	Emersons Green	Regional Distribution Centre	600
22	Thales/Aircraft Carrier Alliance	Frenchay	Naval Engineering Consultants	600
23	MBDA	Filton	Defence Systems	500
24	Royal Bank of Scotland	Almonsbury	Banking Services	500
25	BAE Systems	Filton	Aerospace	500
26	Essilor	Thornbury	Ophthalmic Lenses	450
27	Tesco Stores	Bradley Stoke	Superstore	450
28	Sainsburys	Filton	Superstore	450
29	Serco - Prison Services	Pucklechurch	Young Offenders Centre	440
30	Cornhill Direct	Aztec West	Home and Motor Insurance	400
31	Cap Gemini	Aztec West	IT Services	400
32	Sainsburys	Emersons Green	Superstore	400
33	AstraZeneca	Sevenside	Pharmaceuticals	400
34	Royal Mail	Sevenside	Business and Direct Mail	400
35	G E Capital Equipment Finance	Aztec West	Equipment Financing	400
36	Morrisons	Cribbs Causeway	Regional Distribution Centre	400
37	Hanson Quarry Products	Chipping Sodbury	Building Materials/Aggregate	400
38	British Nuclear Group	Oldbury on Severn	Electricity Generation	350
39	The Environment Agency	Aztec West	Gov. Environmental Agency	350
40	Tesco Stores	Yate	Superstore	320
41	Tulip Fresh Meats	Westerleigh	Meat Processing	300

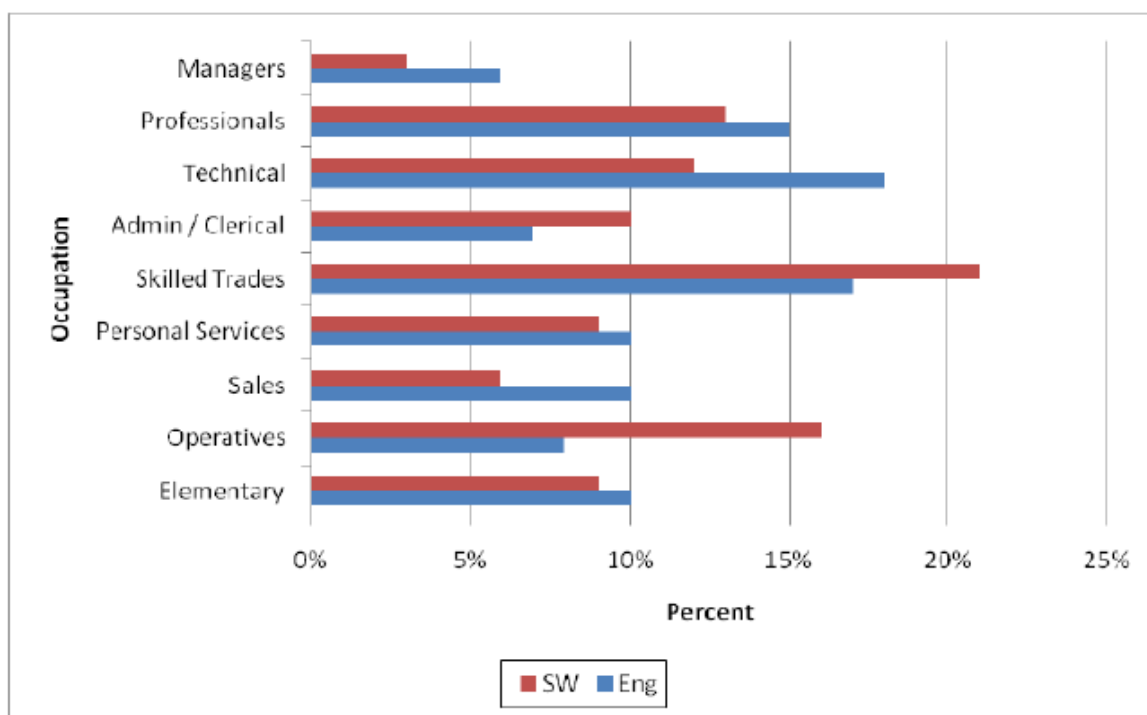
### 3.5. South Gloucestershire occupational profile<sup>5</sup>

Occupational level	South Gloucestershire %	England and Wales %
Managers and senior officials	11.9	15.6
Professional occupations	15.2	13.0
Associate professional and technical occupations	14.2	14.6
Administrative and secretarial occupations	11.7	11.8
Skilled trades	12.5	10.8
Personal services	9.6	7.9
Sales and customer services	8.3	7.6
Process, plant and machine operatives	6.2	7.2
Elementary occupations	10.4	11.4
Other	4.7	4.9

<sup>5</sup> Annual Population Survey, workplace based January 2007 – December 2007

South Gloucestershire has a slightly higher than average proportion of professional occupations, skilled trades, personal services and sales and customer services but below average proportion of managers and senior officials

### 3.6 Skills shortage vacancies by occupation, South West & England, 2007



Source: Derived from National Employer Skills Survey by LSC SW Research Team

### 3.7 South West occupational structure: predicted change 2007- 2017<sup>6</sup>

Occupational forecasts for the period 2007 to 2017 predict that the largest increases in employment for the South West will be among:

- Health professionals + 8%
- Business professionals +16%
- Business associate professionals +18%
- Caring +25%
- Culture, media and sports +28%
- Customer services occupations +25%
- Science & technology professionals +16%
- Skilled construction/building trades + 7%
- Teaching and research professionals + 18%

The biggest declines are forecast to be in the following occupational areas:

- Secretarial –25%
- Skilled agricultural trades –25%
- Skilled metal/electrical –12%
- Machine operatives –21%
- Other skilled trades –18%

However, while the overall numbers will decline, these sectors will still need to recruit staff.

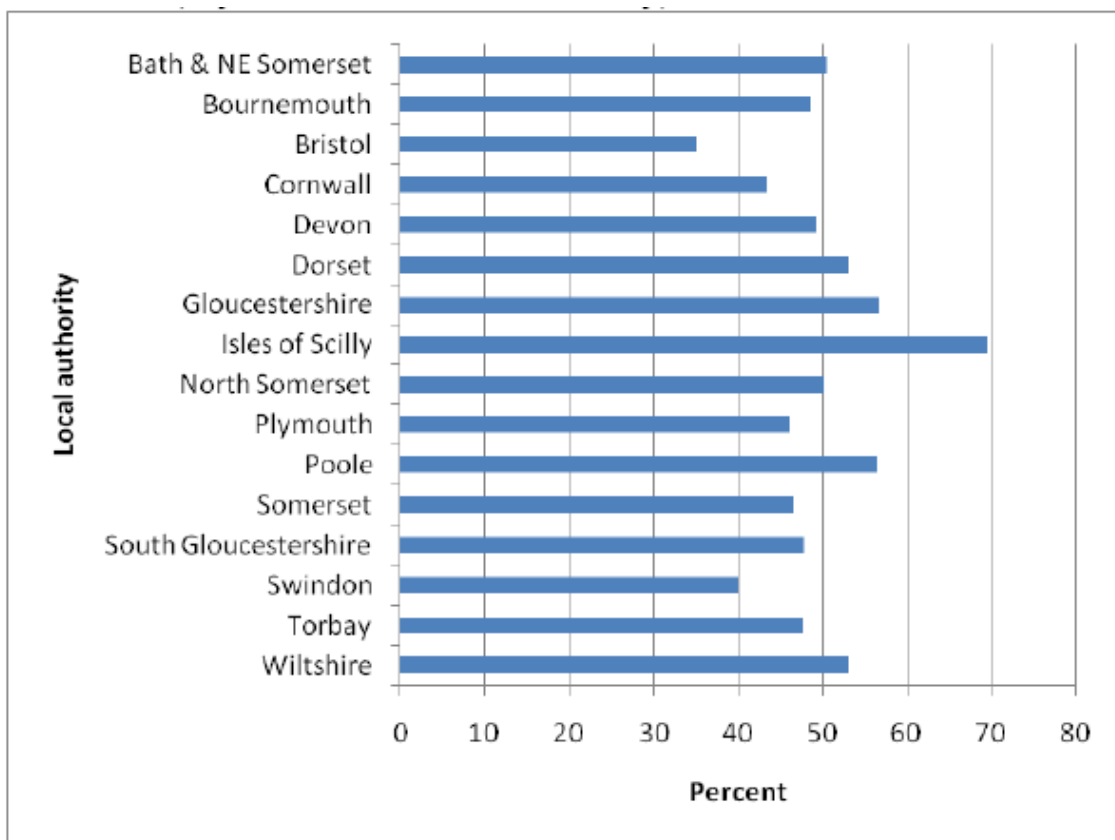
<sup>6</sup> South West, Healthy Labour Market Review, South West Observatory, October 2008

### 3.8 Travel to work

- The southern part of South Gloucestershire forms part of the Bristol conurbation's sphere of influence.
- Around 59% of South Gloucestershire's working population work in South Gloucestershire. 21% (17,000) commute to Bristol, while 17% (36,000) of Bristol's working population commute to South Gloucestershire.<sup>7</sup>
- While the scale and pace of recent economic growth has brought prosperity it has also created a substantial increase in traffic and consequent pressure on the transport infrastructure.

### 4.0 QUALIFICATIONS

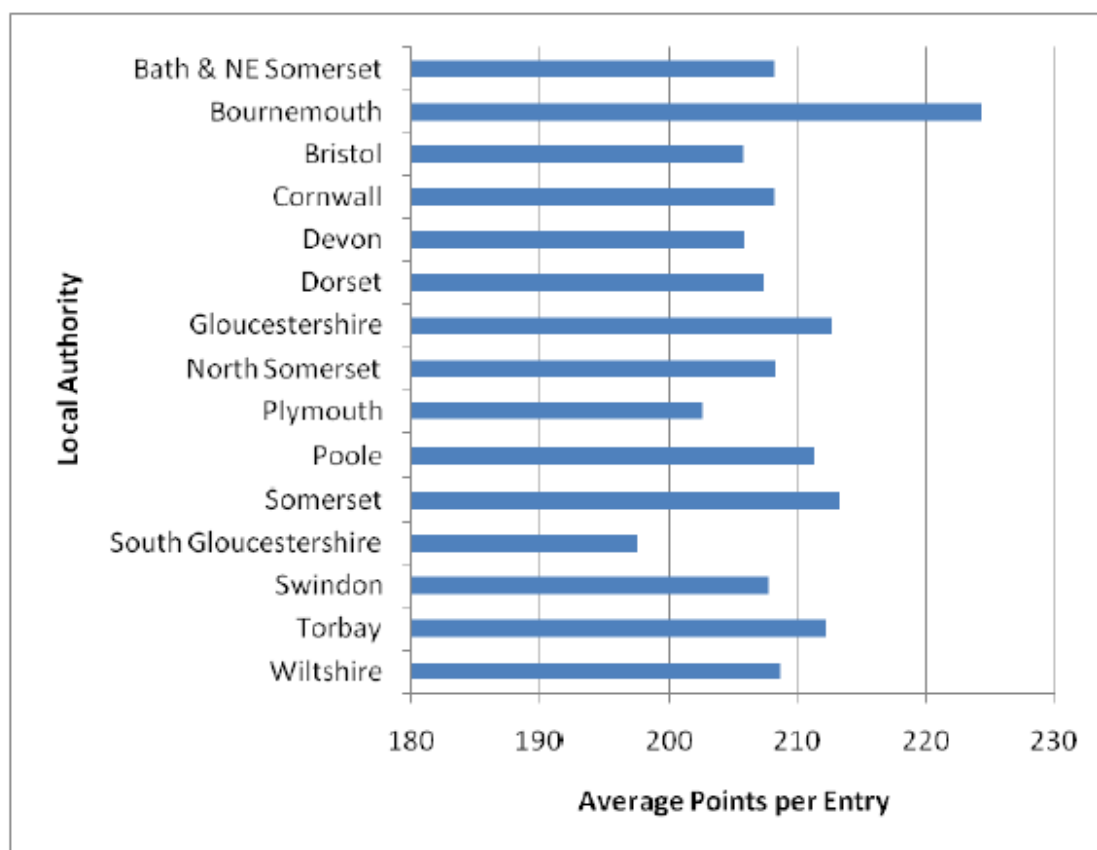
#### 4.1 Percentage of 15 year olds achieving 5+ A\*-C grades at GCSE, or equivalent, including English and maths GCSEs , by South West local authority, 2008



Source: DCSF

<sup>7</sup> Source: ONS, Crown © Copyright

#### 4.2 Average points score per entry at A Level, by South West local authority, 2008



Source: DCSF

The worst performing authority in the South West in 2008 was South Gloucestershire.

## 5. PARTICIPATION OF YOUNG PEOPLE IN EDUCATION AND TRAINING

### 5.1 Connexions Annual Activity Survey 2007

This annual survey identifies the current activity of all young people on 1<sup>st</sup> November following the end of their compulsory education. Between 2006 and 2007 there was an increase in the number of young people remaining in learning across all four areas, alongside a decrease in those not settled/ not active (NEET). The proportion of young people from whom Connexions were unable to obtain a response was 1.3%.

	Full time education	Government supported training			Employment			Not settled			Moved out of contact	No response	Survey Total	In Learning
		Total	Non employed status	Employed status	Total	With training	Without training	Total	Active	Not Active				
England	80.0	5.9	2.9	3.0	5.6	3.5	2.1	6.2	5.5	0.7	1.1	1.3	636,046	89.0
West of England	80.2	6.2	2.2	4.0	7.0	5.1	1.9	4.8	4.2	0.5	0.8	1.1	11,193	91.4
Bath & North East Somerset	83.2	3.9	1.2	2.7	7.2	6.2	1.0	3.7	3.5	0.2	1.0	1.0	2,227	93.3
Bristol	75.5	7.2	4.1	3.1	7.2	4.0	3.3	7.3	6.3	0.9	1.1	1.7	3,391	86.6
North Somerset	84.0	6.7	0.9	5.8	5.2	3.7	1.5	2.8	2.4	0.4	0.4	0.9	2,379	94.4
<b>South Gloucestershire</b>	<b>80.2</b>	<b>6.4</b>	<b>2.0</b>	<b>4.4</b>	<b>8.0</b>	<b>6.5</b>	<b>1.5</b>	<b>4.3</b>	<b>3.9</b>	<b>0.4</b>	<b>0.5</b>	<b>0.6</b>	<b>3,196</b>	<b>93.0</b>

Source: Connexions West of England

**Connexions Annual Activity Survey 2008**

	2008 WOE	2007 WOE	2008 B&NES	2007 B&NES	2008 Bristol	2007 Bristol	2008 N.Som	2007 N.Som	2008 S.Glos	2007 S.Glos
In learning/ work	92.7%	91.4%	95.4%	93.3%	88.3%	86.7%	95.5%	94.4%	93.3%	93.0%
Employment no training	1.3%	1.9%	0.8%	1.0%	1.9%	3.3%	0.8%	1.5%	1.5%	1.5%
Not settled/ not active	4.9%	4.8%	3.1%	3.7%	7.9%	7.3%	2.9%	2.8%	4.5%	4.3%
Moved away	0.5%	0.8%	0.4%	1.0%	0.8%	1.1%	0.3%	0.4%	0.4%	0.5%
No response/ refused	0.6%	1.3%	0.3%	1.0%	1.1%	1.7%	0.5%	0.9%	0.3%	0.6%

Source: Connexions West of England

**5.2 Number in learning - January 2009**

The 'in learning' rate continues to increase, with a 2.7% improvement on last year.

	January 2009		January 2008	
	16-18 yr olds in learning		16-18 yr olds in learning	
	Number	%	Number	%
B&NES	4674	84.8%	4579	81.6%
Bristol	9522	79.1%	8694	75.4%
N. Somerset	4366	83.1%	4260	80.6%
S. Gloucestershire	7037	83.3%	6997	80.6%
WOE	25599	81.9%	24530	78.9%

Source: Connexions West of England

**5.3 Not in education employment or training (NEET) - January 2009**

For the first time since the inception of Connexions West of England, the NEET rate has increased across all four areas. The increase is minimal in three of the four areas, but nevertheless needs to be addressed through liaison with the LSC and providers as soon as possible.

	January 2009		January 2008		Target 2010
	Adjusted NEET number	Adjusted NEET %age	Adjusted NEET number	Adjusted NEET %age	Adjusted NEET %age
B&NES	227	4.2%	200	3.6%	4.0%
Bristol	980	8.3%	918	8.1%	6.4%
N. Somerset	216	4.2%	216	4.1%	4.4%
<b>S. Glos</b>	<b>369</b>	<b>4.5%</b>	<b>369</b>	<b>4.4%</b>	<b>4.0%</b>
WOE	1793	5.8%	1703	5.6%	N/A

Source: Connexions West of England

**6. HIGHER EDUCATION**

The Department for Innovation, Universities and Skills published *Higher Education at Work: High Skills, High Value*<sup>8</sup> in August 2008. Key points include:

- Higher education places will be increased by 60,000 by 2010/11
- Labour market projections suggest that 18 million jobs will become vacant between 2004 and 2020, and that half of them will be in the occupations most likely to employ graduates.
- Higher education remains a route for an individual, whatever their background, to unlock their talent and change their life for the better by providing wider perspectives, fresh ideas and a better chance for self-fulfilment.

<sup>8</sup> *Higher Education at Work: High Skills, High Value (DIUS) 2008*

- Graduates enjoy better health, lower levels of obesity, are more likely to vote, have a lower propensity to commit crime and are more likely to display tolerant attitudes.
- The most recent survey of Higher education leavers entering employment indicates that average starting salaries for graduates are around £18,000 pa and on average graduates earn around 20–25% more than similar non-graduates.
- The more qualifications you have the more you are likely to earn. Over their working lives, the average graduate earns, after tax and in today's valuation, comfortably over £100,000 more compared to what a similar individual would have earned if they just had A-levels.
- For a graduate in certain Science Technology Engineering and Maths (STEM) subjects the figure is well over £150,000 on the same basis.
- New progression routes are being opened – through the new 14-19 Diploma for those entering Higher Education from 2010. The Learning and Skills Council will be asked to extend its current work with UCAS to map all Apprenticeship frameworks to UCAS tariff points.
- The Government has set targets for increased A-level STEM entries and for year on year increases in the intake of STEM undergraduates. Further information: [emily.bird@southwestrda.org.uk](mailto:emily.bird@southwestrda.org.uk)

## 7. VACANCIES

### 7.1 Skills shortage vacancies<sup>9</sup>

Nationally, the Sector Skills Councils (SSCs) with the most skills shortage vacancies, in terms of volumes, are:

- Construction (Construction Skills) – approximately 1,500 SSVs
- Hospitality (People 1st) – 1,300
- Retail (Skillsmart) - 800
- Engineering (SEMTA) - 700
- Health (Skills for Health) - 700

However, in the South West, we find that Skills Shortage Vacancies are in:

- Construction (ConstructionSkills)
- Creative media (Skillset)
- Land-based industries (Lantra)
- Building services engineering (SummitSkills)
- Passenger transport (Goskills)
- Engineering (SEMTA)
- Retail Motor Industry (Automotive Skills)
- Advertising, crafts, music, performing, heritage, design & arts (Creative and Cultural Skills)
- Fashion & textiles (Skillfast-UK)
- IT & telecoms (e-skills UK)

## 8. EMPLOYABILITY SKILLS

As well as good qualifications employers are looking for people with **Employability Skills**.

Employability skills: young people need to be able to:

Read, write and use numbers  
Work in a team - as well as by themselves  
Solve problems  
Use IT  
Explain what they mean, and ask for help when they need it.

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<sup>9</sup> Source: *The South West Healthy Labour Market Review, 2008*  
Produced by SLIM, on behalf of the South West Regional Skills Partnership. P88

## 9. UNEMPLOYMENT

### 9.1 Unemployment rates

There are two alternative measures of unemployment: the claimant count, which measures individuals claiming benefits, and the International Labour Organisation (ILO) unemployment rate, which is based on an individual not currently working, having looked for work in the last four weeks, and being able to start a job in the next two weeks. In recent years the ILO definition has been adopted as the official measure of unemployment, although the claimant count is still more useful for small geographical areas or for the duration of unemployment.

In comparison with other areas of the country unemployment in South Gloucestershire is low. In August 2008, the claimant count unemployment rate for South Gloucestershire was 1.0%, the compared with the national rate of 2.4%. The region had the lowest unemployment rate under the ILO definition, with a rate of 4.1% in 2007

### 9.2 Local, regional and national unemployment – August 2008<sup>10</sup>

Area	Total	%
Bath and North East Somerset	1217	1.1
Bristol	6,070	2.2
North Somerset	1537	1.3
<b>South Gloucestershire</b>	<b>1601</b>	<b>1.0</b>
West of England	10,425	1.6
South West	40,017	1.6
England and Wales	765,992	2.4

While South Gloucestershire is generally seen as prosperous there are pockets of higher unemployment .

Ward	Claimant Count <sup>11</sup>
Staple Hill	2.0%
Kings Chase	1.9%
Filton	1.3%
Parkwall	1.2 %
Patchway	1.2 %
Woodstock	1.1%

## 10. GLOBALISATION

Globalisation is a major influence on the labour market. Things are changing rapidly. China and India – with their large, and generally low paid, workforces - are predicted to be the leaders of the 21<sup>st</sup> century global economy.

Globalisation means that jobs opportunities in countries throughout the world will be affected. As a result of global trends some new jobs will be created, existing ones changed or relocated, while some jobs will be destroyed. In South Gloucestershire there are a number of major employers that are significant operators on the global stage. Indeed, UK aerospace's global position could be threatened by competition from traditional rivals, such as Canada and the US, together with new entrants from emerging markets, including China, India and Japan

If the UK economy is to survive in this new global environment it needs to offer a highly educated and skilled workforce that can take advantage of the higher value-added and knowledge based sectors such as engineering design, aerospace and pharmaceuticals. The investment in the new Emerson Green Science Park is seen as evidence of the Regional Development Agencies commitment to such 'knowledge based industries'.

<sup>10</sup> Source: Unemployed Claimant Count – monthly time-series

<sup>11</sup> Source: ONS benefits claimants – working age clients for small areas (May 2008)

The Leitch report was published on 6th December 2006. The recommendations of the report will be important in shaping the future skills in the UK. The review indicates that the British economy could enjoy an £80bn boost over the next 30 years if it embraced a radical shake-up of its training and skills programmes. The Review provides wide ranging recommendations for consideration. It recommends that the UK commits to become a world leader in skills by 2020. This means increasing skills attainment at all levels by 2020 so that:

- 95% of working age adults to have basic skills in both functional literacy and numeracy.
- 90% of adults skilled to GCSE level - or to vocational equivalents.
- Apprentices boosted to 500,000 each year.
- 40% of adults are skilled to graduate level and above - up from 29% in 2005.

## 11. THE FUTURE

### 11.1 Key messages for young people

It is important to look to the future and for young people to make them selves as employable as possible. Even during these times of unprecedented economic change there are some key messages about the labour market.

The growth of technical and skilled employment in the West of England is leading to a need for a more educated and qualified workforce, able to adapt to the changing requirements of the workplace.

#### Young job seekers need to be aware of the importance of:

- Broad-based education.
- Lifetime career planning.
- Continuous learning as a passport to success.
- Training availability as a major factor in career choice.

## 12. FURTHER INFORMATION

*Work Matters* – published by Connexions West of England - local occupational profiles.

*Local Information Sheets (18)* - published by Connexions West of England - detailed local information on 18 of the most popular career areas. Can be downloaded from [www.connexionswest.org.uk/young-people/work-training/locallabour-market.php](http://www.connexionswest.org.uk/young-people/work-training/locallabour-market.php)

*Work It Out – Guide for young people* – published by Connexions West of England - introduction to the local labour market; contains local job facts and information on what employers are looking for.

*Work it Out – Guide for parents/carers* – published by Connexions West of England - introduction to the local labour market; offers hints on how your can support your son or daughter.

### 12.1 Useful websites

[www.connexionswest.org.uk](http://www.connexionswest.org.uk) - Careers advice and information

[www.intelligencewest.org.uk](http://www.intelligencewest.org.uk) - West of England statistics

[www.lsc.gov.uk](http://www.lsc.gov.uk) - LSC website with news and details of other research

[www.southglos.gov.uk](http://www.southglos.gov.uk) - South Gloucestershire Council website

[www.swslim.org.uk](http://www.swslim.org.uk) - The Skills and Learning Intelligence Module provides information and intelligence on skills and learning across the South West.

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