

# Local area report

## **Bury**

Data from the Greater Manchester  
**Local Skills Improvement Plan**



**Funded by**  
**UK Government**



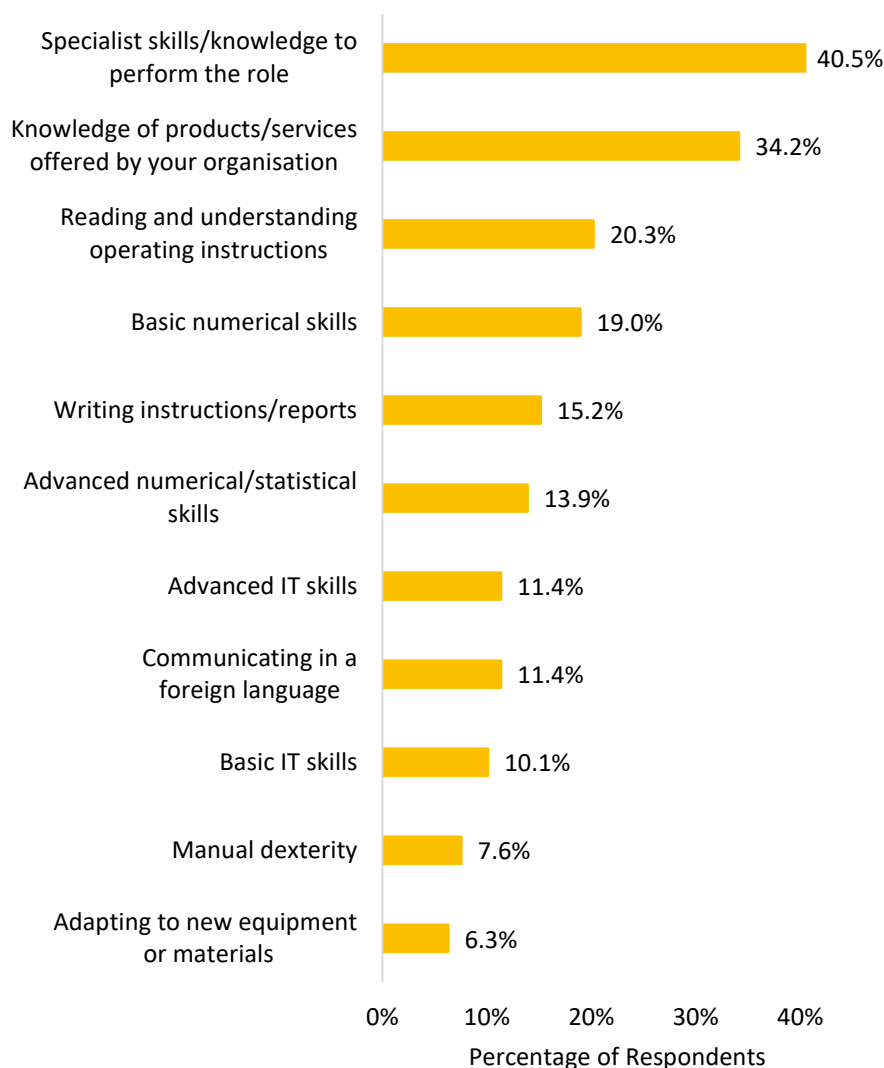
Greater Manchester  
Chamber of Commerce

## Bury

68.4% of businesses in Bury reported recruitment problems, which was the same proportion reported in Greater Manchester. The type of role that was most difficult to recruit was 'skilled manual technical', with 32.3% of the respondents saying they struggled to hire staff for this type of position. Unlike Greater Manchester, the second most difficult to fill role was 'clerical', with 26.9% of businesses identifying this challenge. 'Professional' roles and lastly 'unskilled and semi-skilled' (12.9%) were also reported as being difficult to fill.

There were notable differences between the lack of skills in Bury and Greater Manchester. The most difficult technical skill to find in candidates was 'specialist skills/knowledge to perform the role', with 40.5% of businesses in Bury reporting this problem. The second and third hardest-to-find technical skills were 'knowledge of products/services offered by their organisation' (34.2%), and 'reading and understanding operating instructions' (20.3%).

### Technical Skills Difficult to Obtain From Candidates



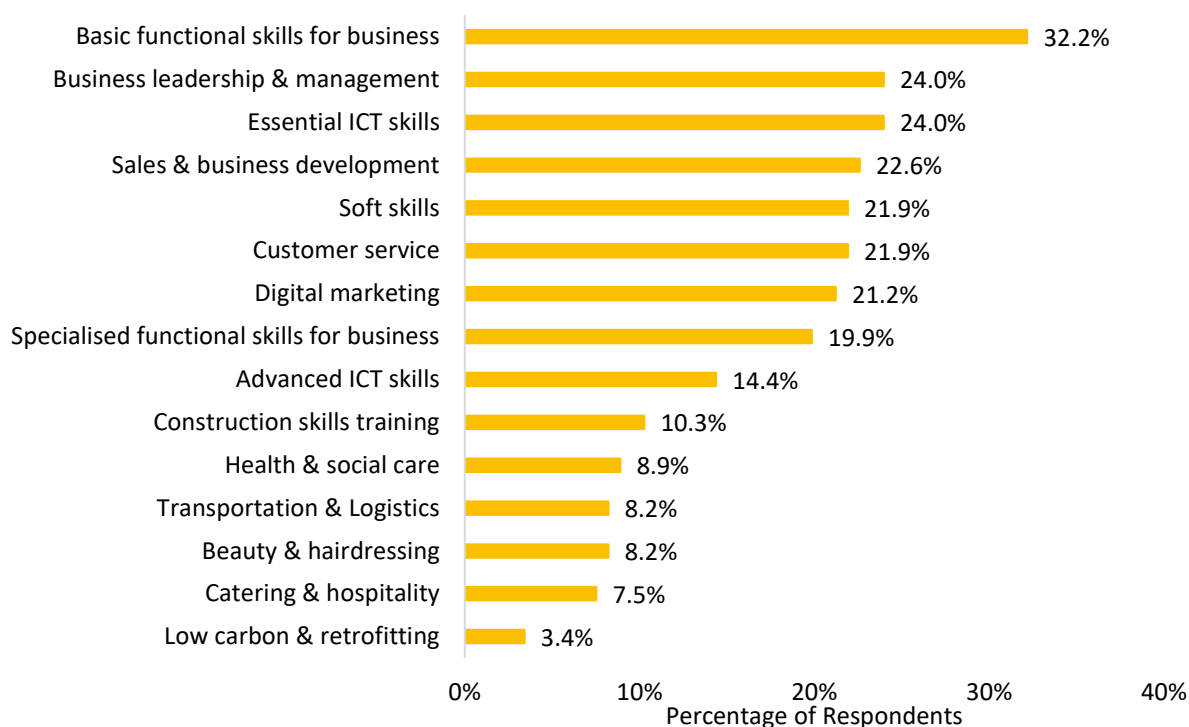
Regarding soft skills, 30.7% of businesses in Bury reported that the skill lacking most amongst candidates was 'customer handling'. This was followed by 'ability to manage own time and prioritise own tasks' (28%) and 'team working' (28%). 'Reading and understanding operating instructions' was a prominent category in Bury.

### Soft Skills Difficult to Obtain From Candidates



The top training area of interest was 'basic functional skills for business', as 32.2% of businesses said they were interested in a course of this type. The next most popular areas were 'business leadership and management' and 'essential ICT skills', both with 24% of respondents selecting this course. This is again in contrast with the overall Greater Manchester picture. Other highly demanded courses were 'sales and business development' (22.6%) and, in line with the most demanded soft skill in Bury, 'customer service' was demanded by over a fifth of the respondents (21.9%). Finally, 'digital marketing' was demanded by 21.2% of Bury respondents.

### Training Areas of Interest for Businesses



The table below shows the top 10 occupations in Bury by the total number of vacancy postings from 2017 to 2022. This information has come from Adzuna.

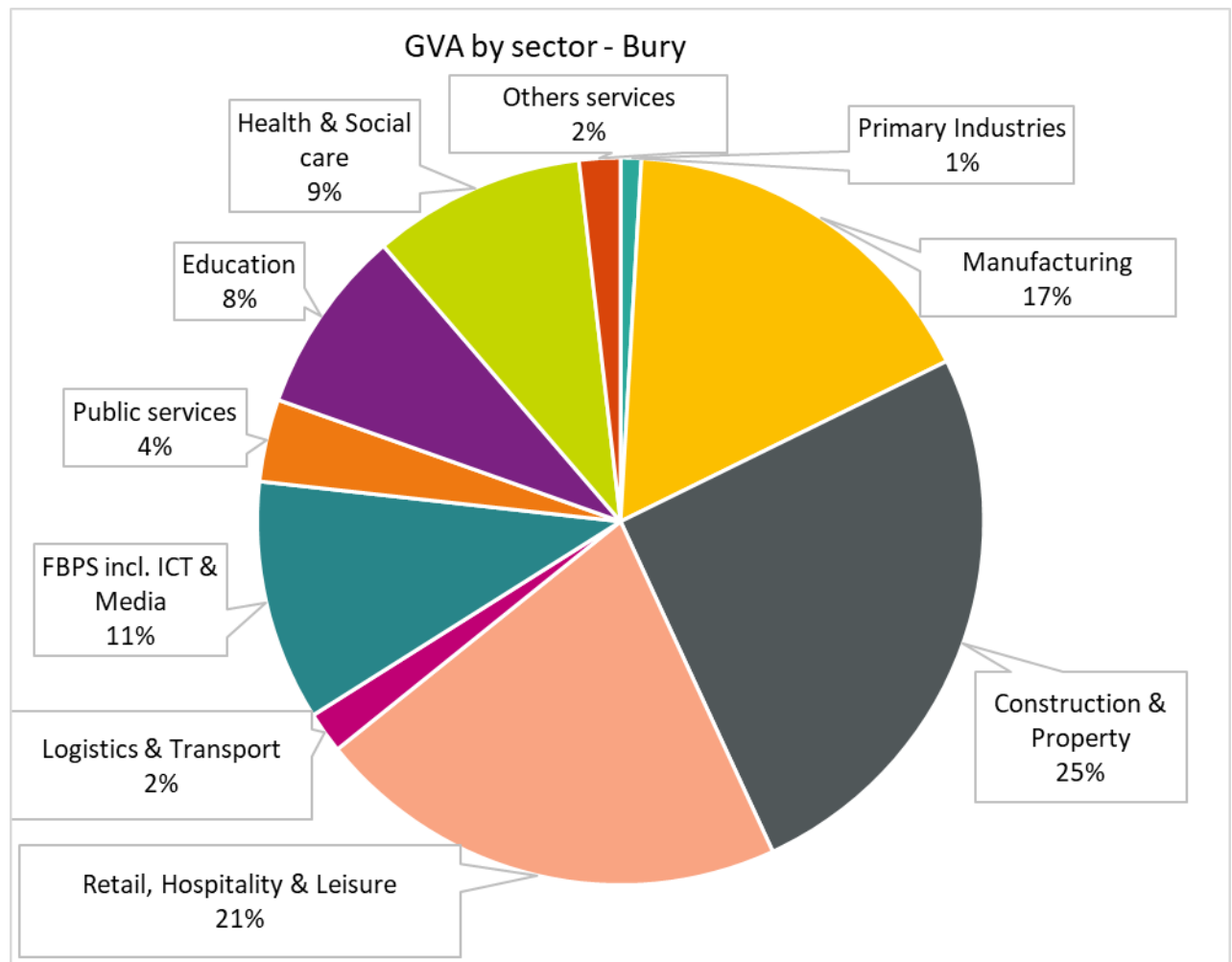
2017		2018		2019	
Job title	Postings	Job title	Postings	Job title	Postings
General Nurse	828	Social Care Worker	759	General Nurse	819
Social Care Worker	604	General Nurse	699	Social Care Worker	770
Mental Health Nurse	565	Mental Health Nurse	352	Teaching Assistant	509
Healthcare Assistant	271	Lorry Driver	230	Mental Health Nurse	268
Assistant	265	Primary School Teacher	210	Lorry Driver	265

Customer Service Adviser	258	Teaching Assistant	192	Primary School Teacher	240
Manager	196	Customer Service Adviser	192	NET Developer	211
Teaching Assistant	170	Childminder	181	Sales Executive	204
Sales Executive	163	Warehouse Worker	172	SEN Assistant	189
Lorry Driver	160	Manager	172	Customer Service Adviser	178
<b>2020</b>		<b>2021</b>		<b>2022</b>	
<b>Job title</b>	<b>Postings</b>	<b>Job title</b>	<b>Postings</b>	<b>Job title</b>	<b>Postings</b>
Teaching Assistant	366	Social Care Worker	538	Social Care Worker	724
Social Care Worker	329	Teaching Assistant	387	Teaching Assistant	431
General Nurse	271	Warehouse Worker	236	Warehouse Worker	390
Primary School Teacher	161	General Nurse	203	General Nurse	245
SEN Assistant	154	Primary School Teacher	182	SEN Assistant	237
Cover Supervisor	132	SEN Assistant	174	Mental Health Nurse	214
Warehouse Worker	122	Administrator	171	Primary School Teacher	191
Cleaner	96	Cover Supervisor	153	Tutor	190
Science Teacher Secondary School	88	Healthcare Assistant	140	Administrator	188

Mathematics Teacher Secondary School	86	Cleaner	138	Cleaner	185
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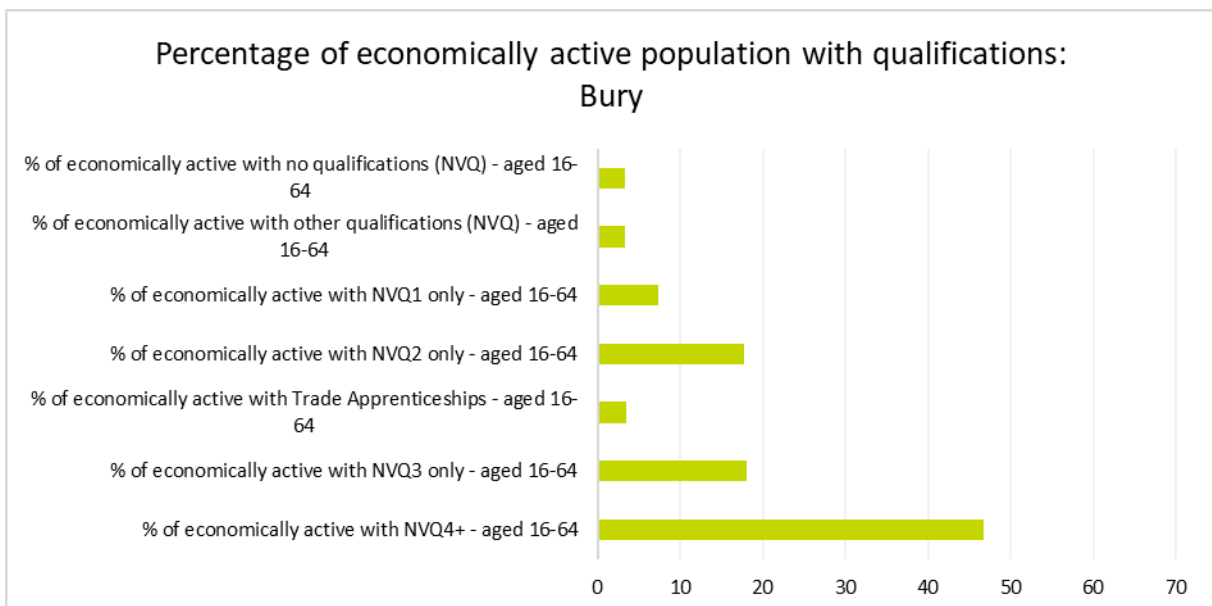
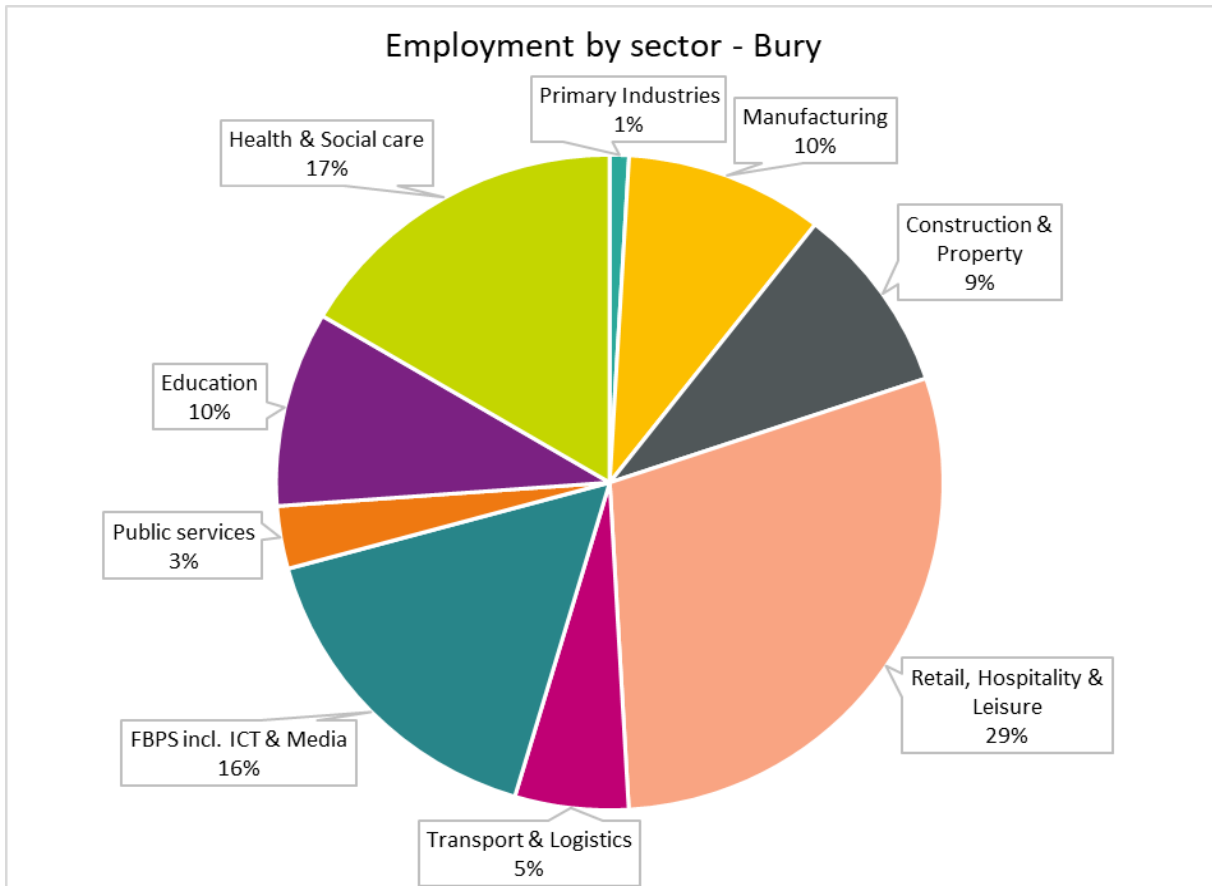
### Employment in Bury

<p>Annual GVA</p> <p>£3.38 billion 2017</p> <p style="text-align: center;">↓</p> <p>£3.27 billion 2021</p>	<ul style="list-style-type: none"> <li>• Health and social care declined by 23% between 2017 &amp; 2021.</li> <li>• Retail, hospitality &amp; leisure is still smaller than it was in 2019.</li> <li>• Between 2017 and 2021, GVA for FBPS incl. ICT and Media declined by 35%.</li> <li>• Construction and Property sector grew by 3% on average every year since 2017.</li> </ul>
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Employment – 96,200

- Health and social care sector has the largest employment in Bury according to BRES 2021.
- Employment in transport and storage sectors increased by 60% between 2017 and 2021.
- Retail jobs declined by 11% between 2017 and 2021.



### LA priorities<sup>3</sup>

- Health
- Retail
- Manufacturing
- Education
- Accommodation and Food Services

### Future investment / projects

Bury is part of the Northeast Growth Cluster, including Atom Valley. The key priorities for this growth cluster and the implication for employment / skills development are laid out in the table below.

Investment benefits	Development	Skills areas or job titles
Construction	Infrastructure, Office buildings, Tramline works, low carbon homes	Civil engineers, labourers, site supervisors, quantity surveyor, roofers, tile fitter, scaffolder, plasterer, painter, bricklayer, ceiling fixer, rail engineer
Hospitality	Bury Town centre transformation	Beauty therapist, Bar/kitchen/shop assistants, receptionists, event coordinators, event assistants, food delivery roles, café assistant, cleaners, chef
Manufacturing	Advance manufacturing (Atom Valley Project),	Engineers, scientists, mechanical engineer, software engineer to do machine testing, product testing, test engineers, product design engineers, production operatives, automation engineer, project engineers (materials), AI skills, production design skills
Professional services	Advance material research	Data analyst, laboratory analyst, precision medicine lead, safety lead

<sup>3</sup> Bury Local Plan Policy Directions <https://www.bury.gov.uk/asset-library/bury-local-plan-policy-directions.pdf>



Green Opportunities	Green logistics, transport, manufacturing, construction	Energy consultants, plumbers – heat pump, risk assessor, retrofit assessor, Digital skills needed for green economy and jobs, Low carbon project manager, electrical engineer, electric vehicle design.
Health	Public sector investment	Care workers, nurses, assistant care workers, digital skills needed in health sector.
Education	Public sector investment	Teachers, teaching assistants, SEN teaching assistant, tutors
Logistics	Further investment in logistics facilities in the LA and improved connections to gateways will drive demand for logistics jobs	Warehouse worker, hand packer, delivery driver, lorry driver

Occupations most in demand identified from Adzuna data:

Sector	Job Titles
FBPS	<ul style="list-style-type: none"> <li>• Managers</li> <li>• Team leader</li> <li>• Recruitment consultants</li> <li>• Credit managers</li> <li>• Software developer</li> <li>• Consultants</li> </ul>
Health and Social care	<ul style="list-style-type: none"> <li>• Social care worker</li> <li>• General nurse</li> <li>• Mental health nurse</li> <li>• Health care assistant</li> <li>• Housekeeper</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Teaching assistant</li> <li>• SEN assistants</li> <li>• Primary school teacher</li> <li>• Tutor</li> <li>• Cover Supervisor</li> <li>• Science teacher Secondary school</li> <li>• Teacher</li> </ul>
Transport and storage	<ul style="list-style-type: none"> <li>• Warehouse worker</li> <li>• Cleaner</li> </ul>

	<ul style="list-style-type: none"> <li>• Hand Packer</li> <li>• Lorry driver</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>• Production operative</li> <li>• Engineer</li> <li>• Hand packer</li> <li>• Vehicle technician</li> </ul>
Hospitality	<ul style="list-style-type: none"> <li>• Customer service advisor</li> <li>• Kitchen assistant</li> <li>• Chef</li> <li>• Sales executive</li> <li>• Sous chef</li> </ul>
Construction	<ul style="list-style-type: none"> <li>• Electrician</li> <li>• Labourer</li> <li>• Welder</li> </ul>

## Survey findings

### Jobs that are difficult to recruit

Businesses were asked “*What are the job title(s) that you face difficulties recruiting for?*” The table below shows the most cited job titles for the largest sectors in Bury.

Sector	Job Titles
Education	<ul style="list-style-type: none"> <li>• Tutor</li> <li>• Teacher</li> </ul>
FBPS	<ul style="list-style-type: none"> <li>• Manager</li> <li>• Administrator</li> <li>• Accountant</li> </ul>
Health	<ul style="list-style-type: none"> <li>• Care Worker</li> <li>• Support Worker</li> </ul>
Hospitality	<ul style="list-style-type: none"> <li>• Manager</li> <li>• Chef</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>• Production Operative</li> <li>• Welder</li> <li>• Engineer</li> </ul>

### Key causes of recruitment difficulties

Businesses were asked “*What are the main reasons why you are facing recruitment difficulties?*”. The top reasons were:

- Low number of applicants with the required aptitude
- Low number of applicants with the required skills

- Low number of applicants generally

## Recommendations

1. Manufacturing is a significant sector in terms of employment and advanced manufacturing is a priority. The Atom Valley MDZ has the ambition to become a hub for advanced manufacturing and materials. There is provision in engineering qualifications in levels 1, 2 and 3 in addition to T-levels with specialisation in mechanical and electrical & electronic engineering.
2. The manufacturing sector is expected to undergo largescale digitalisation and the adoption of automotive technologies including robotics is set to increase further. Future training in manufacturing will need to include computing, IoT sensors and manufacturing data analytics.
3. With construction activity needing to ramp up for future investment projects, demand for all construction trades is likely to go up. This includes the skills needed for house building but also for commercial and office space development - e.g., structural and steel erection.
4. Construction is also becoming more digitised and demand for people trained in BIM and CAD are likely to increase. Future skills demand will include the ability to use drones for surveying and use of IoT for monitoring the energy efficiency of buildings.
5. The need for improving energy efficiency in the existing housing stock makes retrofit an important aspect of the transition to net zero. Demand for skills in specific aspects of retrofit and sustainable construction will increase.
6. The LSIP survey showed that the education sector faces severe recruitment difficulties. With the need for expanding training provision in various subject areas, demand for early years teachers, teaching assistants and STEM subject teachers will increase. Education has been identified as a priority sector. Bury College has high quality provision in this area but pathways to enable career progression will need to be created.
7. The accommodation and food services sector in Bury saw 9% growth in employment. The sector suffered a labour drain during the pandemic and there remain some challenges within the sector. However, it is vital for town centre regeneration and providing employment opportunities. There is provision in Bury College for levels 1 to 3. The priority must be on working with employers to ensure career progression and secure employment for staff.