

Local area report **Manchester**

Data from the Greater Manchester
Local Skills Improvement Plan



**Funded by
UK Government**



Greater Manchester
Chamber of Commerce

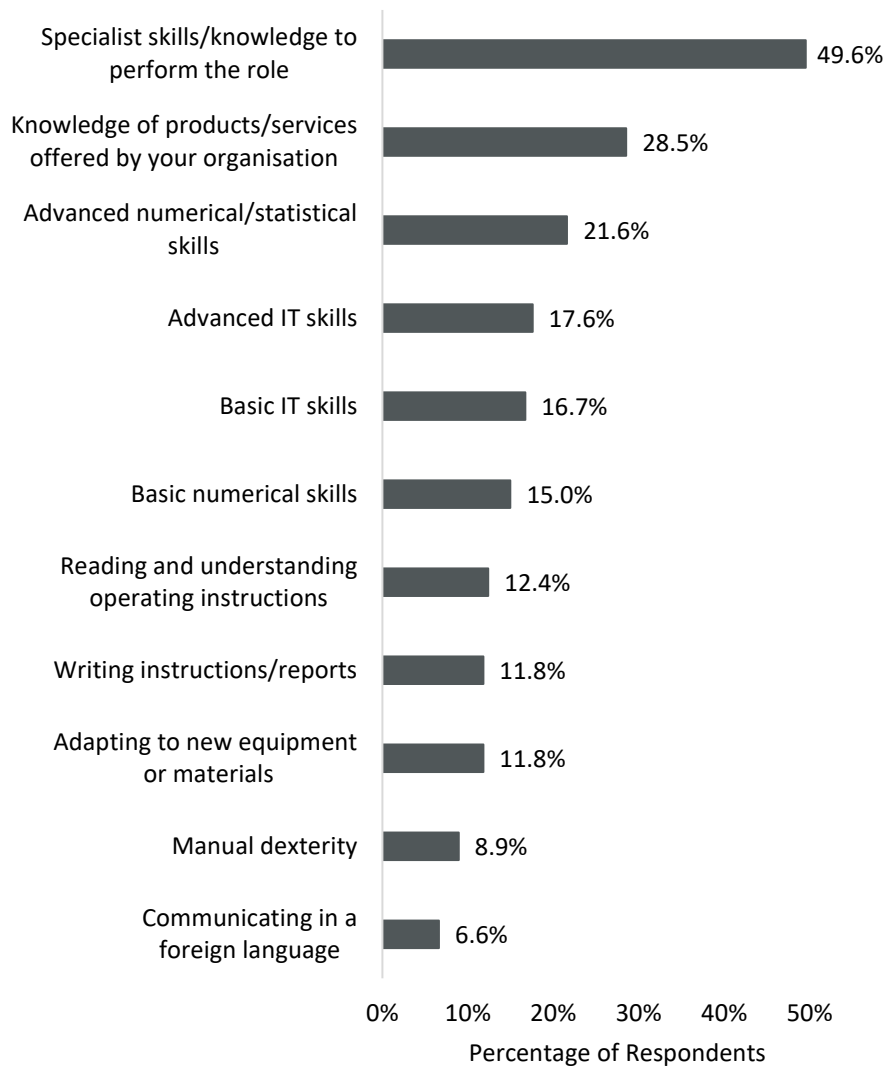
Manchester

Among the businesses that recruited, 63.8% reported recruitment problems. This proportion was lower compared to that reported for Greater Manchester as a whole (68.4%), indicating that businesses in Manchester struggled less compared to other local authority areas. The type of role that was most difficult to recruit was 'managerial/professional', with 34.4% of the respondents saying they faced issues with it. This was followed by 'skilled and technical' jobs (30.2%), 'clerical' (17.4%) and finally 'unskilled and semi-skilled jobs' (10.9%).

Just over half of the respondents (50.5%) reported that recruitment difficulties were mainly due to a "low number of applicants with the required skills". Other often-cited reasons were "low number of applicants generally" (41.9%), "low number of applicants with the required aptitude" (37.6%), "too much competition from other employers" (31.2%) and "low number of applicants with the required qualifications" (29%). These results suggest that from the point of view of the employers, both skills shortages and labour shortages are the cause of the recruitment problems in Manchester.

The technical and soft skills gaps in candidates in Manchester were essentially the same as in Greater Manchester. Regarding technical skills, candidates were lacking 'Specialist skills/knowledge to perform the role' as 49.6% of businesses said this skill was difficult to obtain from candidates. This was followed by 'knowledge of products/services offered by their organisation' (28.5%), and 'advanced numerical/statistical skills' (21.6%).

Technical Skills Difficult to Obtain From Candidates



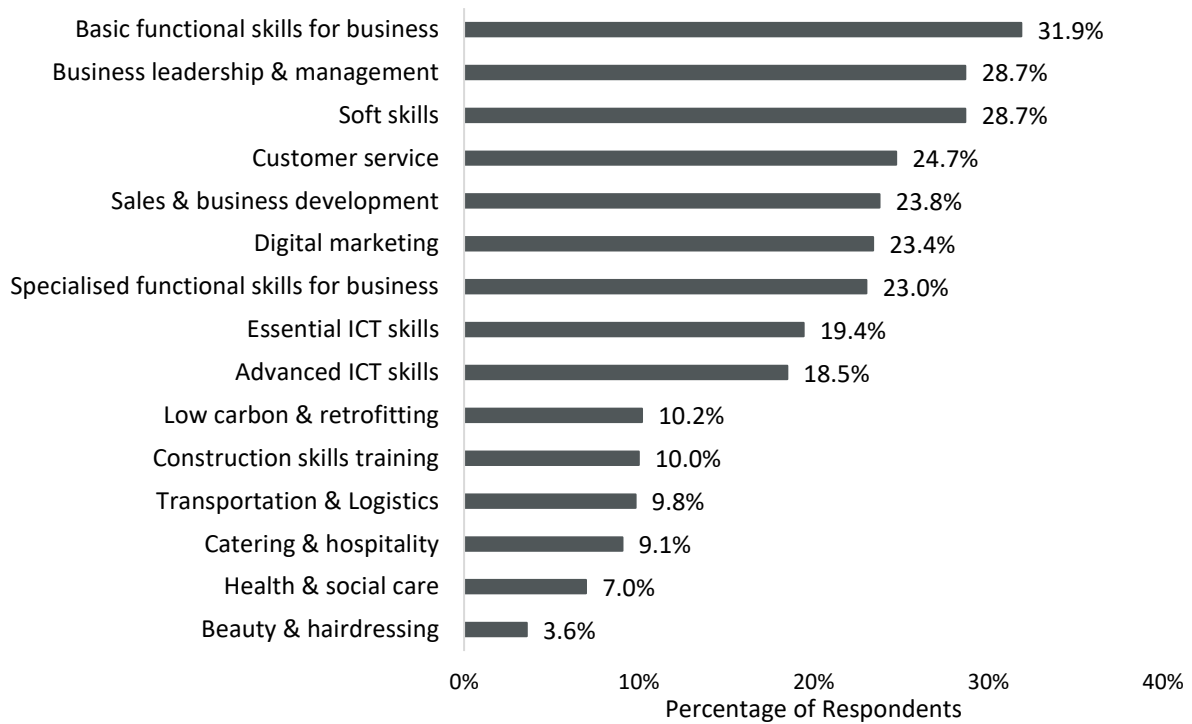
As for soft skills, the 'ability to manage own time and prioritise own tasks' was the hardest to get from candidates, with 30% of respondents selecting this option. Next came 'customer handling' (25.1%) and slightly behind 'managing own feelings or the feelings of others' (24.5%).

Soft Skills Difficult to Obtain From Candidates



Regarding training, the most in-demand course was 'basic functional skills for business', as 31.9% of businesses reported that they were interested in it. This was followed by 'business leadership and management' and 'soft skills', both with 28.7%. Other popular courses were 'customer service' (24.7%) and 'sales and business development' (23.8%). These courses were the top five in Greater Manchester too.

Training Areas of Interest for Businesses

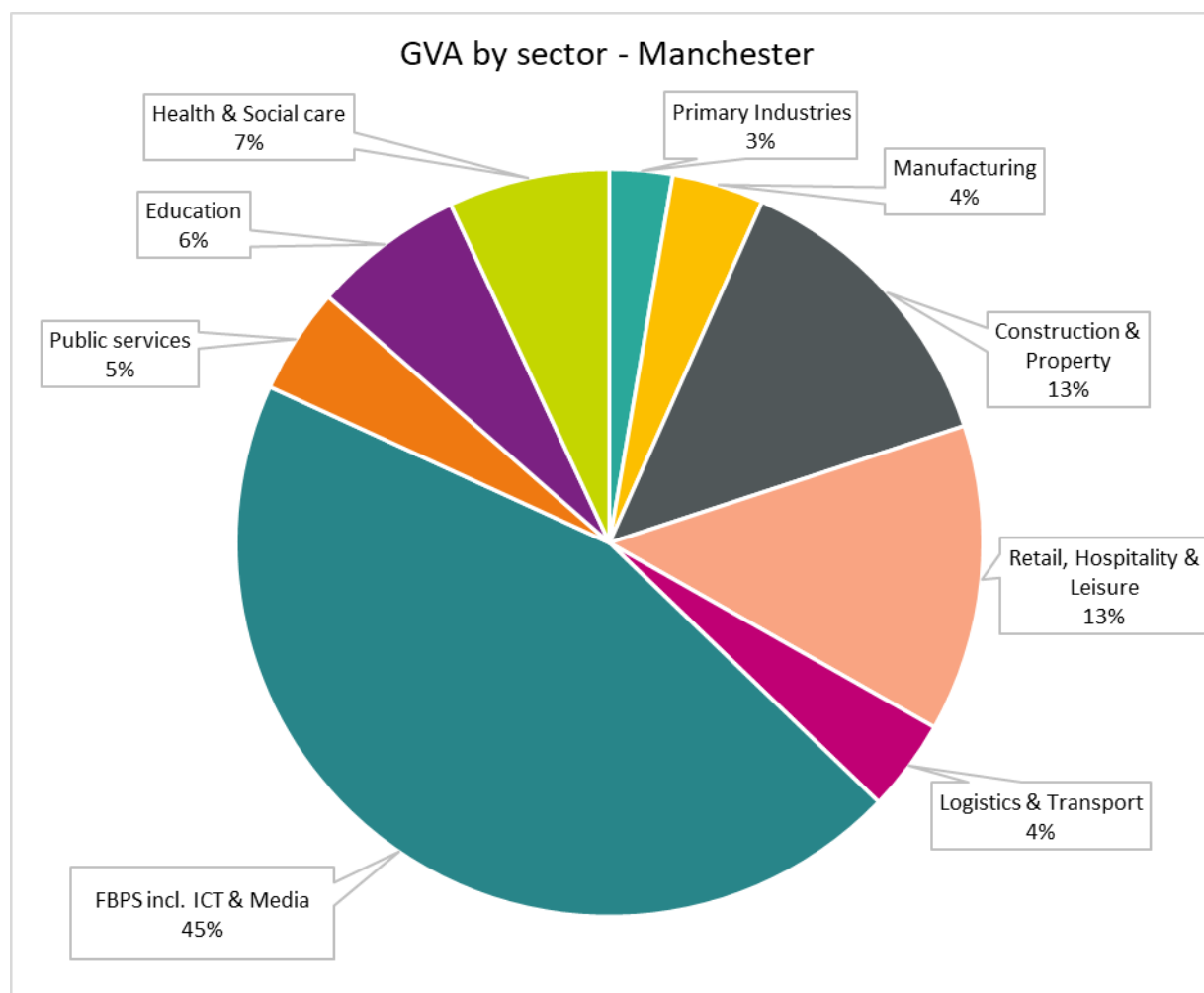
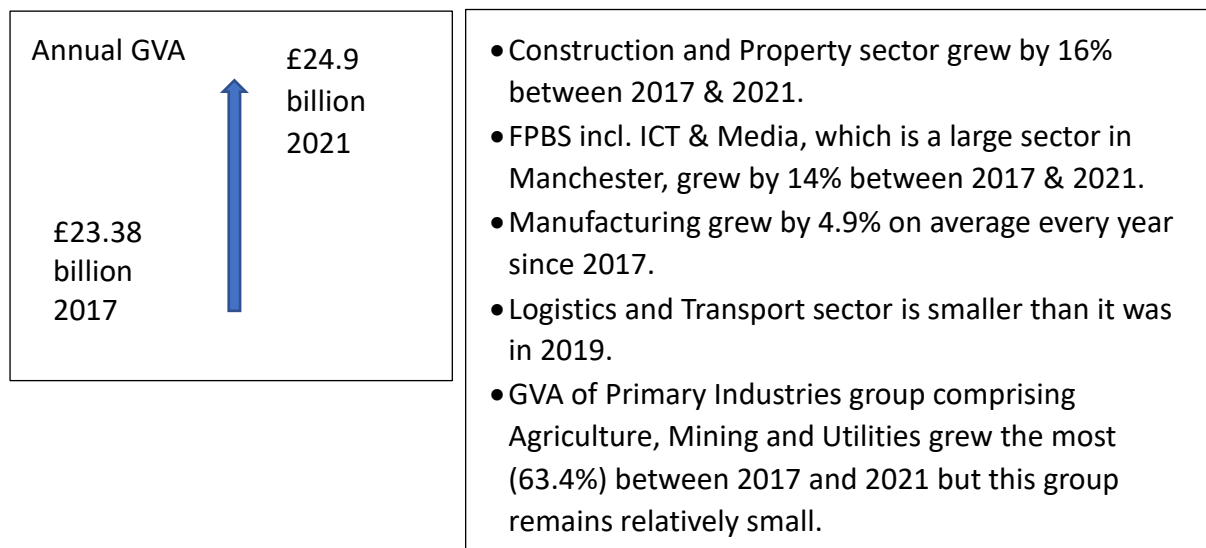


The table below shows the top 10 occupations in Manchester by the total number of vacancy postings from 2017 to 2022. This information has come from Adzuna.

2017		2018		2019	
Job title	Postings	Job title	Postings	Job title	Postings
Recruitment Consultant	15585	Recruitment Consultant	10645	Recruitment Consultant	11248
Customer Service Adviser	6726	Customer Service Adviser	6722	Software Developer	7269
Software Developer	6167	Software Developer	6716	Business Development Manager	5587
Business Development Manager	6034	Manager	5505	Manager	5481
Sales Executive	5842	Project Manager	4713	Customer Service Adviser	5445

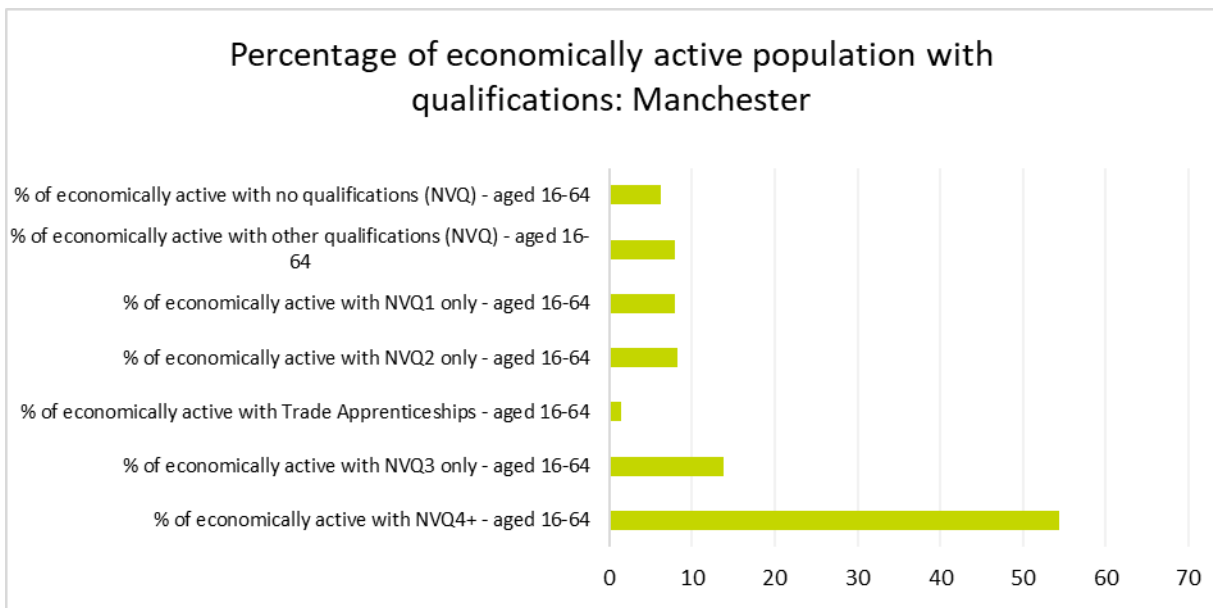
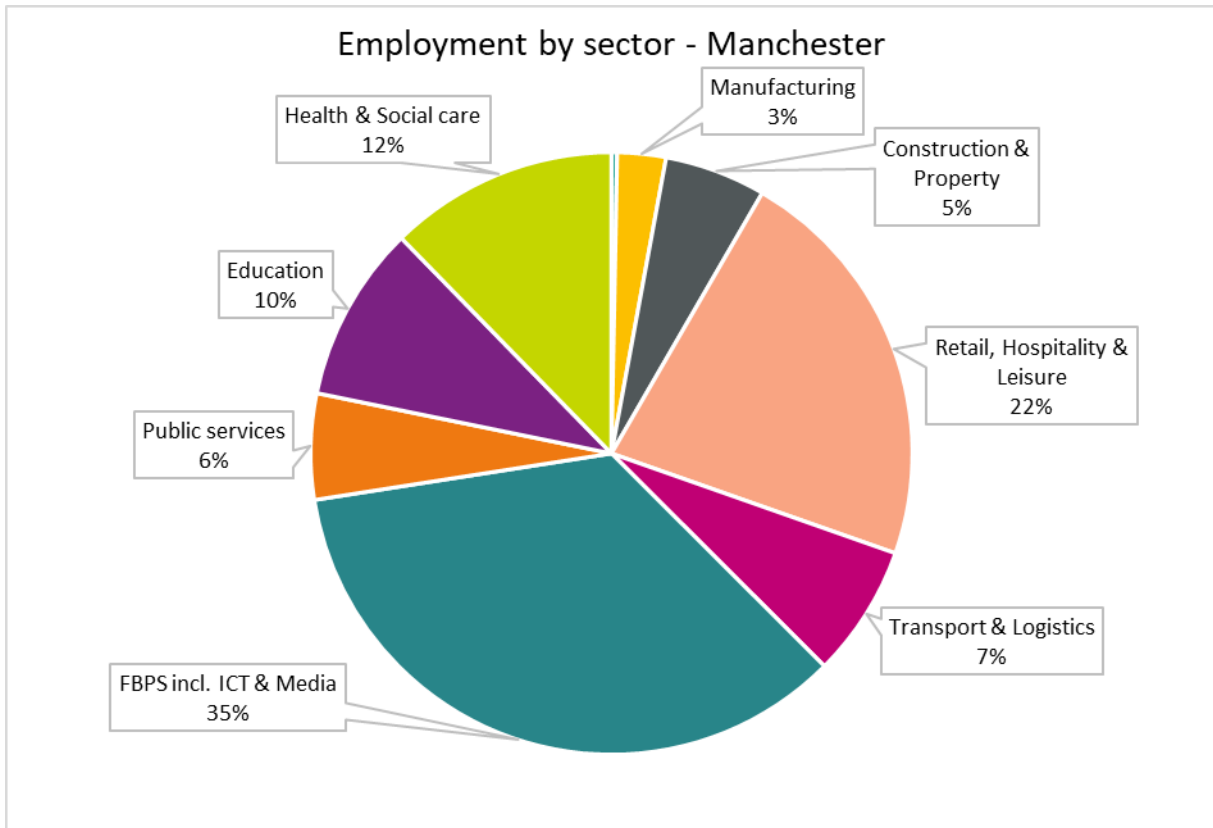
Manager	5725	Sales Executive	4665	Sales Executive	5062
Project Manager	5450	Business Development Manager	4389	Project Manager	4492
Quantity Surveyor	4963	Quantity Surveyor	4345	General Nurse	4457
Account Manager	4804	Social Care Worker	4257	Social Care Worker	4117
General Nurse	4702	Consultant	3740	Account Manager	4086
2020		2021		2022	
Job title	Postings	Job title	Postings	Job title	Postings
Software Developer	6261	Recruitment Consultant	11494	Recruitment Consultant	12360
Recruitment Consultant	4678	Software Developer	10958	Software Developer	10448
General Nurse	3804	Manager	7465	Manager	8205
Manager	3607	Project Manager	6449	Project Manager	6036
Social Care Worker	3439	Business Development Manager	5487	Customer Service Adviser	5785
Teaching Assistant	3135	Customer Service Adviser	5408	Social Care Worker	4753
Business Development Manager	3100	Social Care Worker	5098	Business Development Manager	4621
NET Developer	2987	Warehouse Worker	4518	Engineer	4522
Project Manager	2571	Engineer	4402	Consultant	4427
Consultant	2297	Account Manager	4337	Sales Executive	3989

Employment in Manchester



Employment – 270,700

- Accommodation and Food Services jobs increased by 20% between 2017 and 2021.
- The FBPS sector has the largest employment (129,000 according to BRES 2021)
- Retail jobs have declined by 14% between 2017 and 2021.



LA priorities⁴

- Financial Business and Professional Services (FBPS) sector
- Advanced Materials and Manufacturing
- Health and Social Care
- Digital, creative and media sectors
- Construction

Future investment / projects⁵

Manchester is part of Airport and Southern Growth corridor and the Central Growth Cluster. 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, housing, Metrolink expansion, HS2 stations – city centre and Manchester Airport, leisure centres, lab space	Civil engineers, labourers, low carbon project manager, site supervisors, electrical engineer, quantity surveyor, roofers, tile fitter, scaffolder, plasterer, painter, bricklayer, ceiling fixer, rail engineer
Digital, Creative, media	Focus on AI, cyber security and blockchain	Software developer, AI analyst, Health Informatics, opportunities in metaverse and web3, marketing specialist
Professional services	Research and Innovation activities on advanced materials (like Graphene), health research (biopharmaceuticals, drug delivery and nanomedicine) and net zero.	Researchers at all levels, data analyst, software developer, administrators, managers, project lead
Manufacturing	Advance manufacturing, commercialisation of advance manufacturing techniques, research on advanced manufacturing	Production operative, software developers, mechanical engineer, electric engineer, automotive design engineer

⁴ Manchester's Economic Recovery and Investment Plan
https://www.manchester.gov.uk/download/downloads/id/27833/powering_recovery_manchester_s_recovery_and_investment_plan_-_pdf.pdf

⁵ [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](https://www.greatermanchester.com/about-greatermanchester.com)

Green Opportunities	Green infrastructure, green logistics, sustainable transport, research on green technology	Energy consultants, Plumbers – heat pump, retrofit assessor, electric vehicle technicians, EV fleet manufacturing and design, electric vehicle repair and maintenance, green packaging and recycling roles, planning skills for green strategy implementation.
Health	Public Investment	Care workers, nurses, care assistants
Education	Public Investment	Teachers, teaching assistants, SEN teaching assistants, tutors

Occupations most in demand identified from Adzuna data:

Sector	Job Titles
FBPS	<ul style="list-style-type: none"> • Business administration roles • Recruitment Consultant • Software Developer • Project Manager • Business Development Manage • Business Analyst • .NET Developer • Management Accountant • Credit Manager • Data Engineer • Financial Controller
Health and Social care	<ul style="list-style-type: none"> • Social Care Worker • General Nurse • Dental Nurse • Healthcare Assistant
Education	<ul style="list-style-type: none"> • Teaching Assistant • SEN Assistant • Tutor • Primary School Teacher • Teacher Secondary School
Transport and storage	<ul style="list-style-type: none"> • Warehouse Worker • Lorry Driver • Hand Packer
Manufacturing	<ul style="list-style-type: none"> • Engineer • Production Operative

	<ul style="list-style-type: none"> • Operator • Electrician
Hospitality	<ul style="list-style-type: none"> • Customer Service Adviser • Chef • Sales Executive • Waiter/Waitress • Sous Chef
Construction	<ul style="list-style-type: none"> • Quantity Surveyor • Site Manager • Building Surveyor • Labourer • Design Manager

Survey findings

Jobs that are most difficult to recruit by sector

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 Manchester.

Sector	Job Titles
Education	<ul style="list-style-type: none"> • Tutor • Teacher
FBPS	<ul style="list-style-type: none"> • Manager • Administrator • Accountant
Health	<ul style="list-style-type: none"> • Care Worker • Support Worker
Hospitality	<ul style="list-style-type: none"> • Manager • Chef
Logistics	<ul style="list-style-type: none"> • Bus Driver • HGV Driver (Heavy Goods Vehicle)

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 skills
- Low number of applicants generally
- Low number of applicants with the required aptitude
- Too much competition from other employers

Recommendations

1. The Financial, Professional & Scientific and Business Services (FPBS) comprising SIC 2007 sections K, M and N together account for 30% of employment in Manchester. The sector group has been designated as a local priority in Manchester. The Manchester College offers a wide variety of courses aimed at this sector group covering accountancy, business administration, entrepreneurship, and management. These courses are key because employers reported that recruitment difficulties are faced while hiring accountants, administrative assistants, finance administrators, HR administrators and digital marketers. Current training provision in these areas must be maintained and additional pathways created to enable job progression and the acquisition of higher-level skills.
2. The LSIP survey and interviews with business leaders showed that junior employees face a skills gap in leadership and management, which constrains their ability to assume managerial positions. This deficit was reported in many sectors. While there is private provision in leadership and management, a structured FE pathway for staff upskilling could benefit businesses in Manchester.
3. Digital is a priority sector for both GM and Manchester. The city has particular strengths in software development and cybersecurity. The Manchester College offers many courses in computer science, coding and cyber security. All sectors are experiencing increased demand for digital skills to match new technologies and work practices and, recent developments in AI, IoT and robotics, require a renewed focus on updated training to meet future skills requirements. The sector also remains attractive for people who wish to change careers. Non-accredited provision covers this to an extent, but structured reskilling programmes could benefit Manchester and meet the growing demand for high skilled workers.
4. Advanced Materials and Manufacturing is another priority sector. The College offers courses suited for both traditional manufacturing occupations, such as welding, electrical installations, and in emerging areas such as composites. Since demand for skills in programmable logic controllers, automation technologies, robotics, 3D printing and advanced materials is likely to increase significantly, vocational and technical training related to advanced manufacturing must be a priority.
5. The Health and Social Care sector is not only a significant employer but is also defined as a local authority priority. The College offers several courses for the top occupations in demand in the sectors such as social care worker and nursing pathways. There is already an identified high demand for several Health & Social Care occupations with a serious retention challenge. Moreover, ONS Population Estimates indicate that Manchester will face an increase in population of older age groups between now and 2037. These trends will accelerate demand for Health & Social Care professionals.

6. Health & Social Care is undergoing digitalisation and workers in the sector will need new digital skills. With the sector being a local priority, Manchester is also well placed to take up opportunities in Health Innovation, which is a Greater Manchester Local Industrial Strategy priority. New training provision to address the impact of digital in healthcare – for example, T-Level qualifications in healthcare related digital design, development and support could be required to address future skills needs. Alongside this, courses for upskilling existing staff will also be required.
7. The Construction Pipeline analysis undertaken as part of the research for the LSIP showed that there is a large pipeline of construction projects planned for Manchester. Employment in the sector has increased by 5% in the last five years – the highest of any sector. The Manchester College offers a wide variety of courses in construction trades, from bricklaying to plumbing and electrical installations. FE provision for the creation of a pathway for surveying and retrofit assessment should be considered, as this is a role for which employers have reported recruitment difficulties. Trades related to retrofitting will also need increased training provision.
8. The College could include more courses related to construction management and leadership in the sector particularly to upskill the existing workforce. There are reported shortages in site supervision, construction managers and for project managers. Another priority area for local training provision should be courses focused on sustainability and green construction skills to cope with the increasing demand for workers with these qualifications.
9. The Hospitality sector is one of the largest in Manchester. The Manchester College offers many courses in food services at various levels, from basic culinary skills to specialised courses in patisserie and confectionery. This is positive since shortages of chefs, cooks and food preparation assistants have been reported in the sector. Shortages were also reported for client-facing jobs across the hospitality sector, and this is a gap the College could consider addressing.
10. The technology, digital, creative and media sector group is another priority sector for Manchester. The Manchester College offers a good number of courses related to IT, coding, and cyber security. There are also courses related to digital marketing, content creation and digital business development. UCEN could improve the academic offering by incorporating courses in blockchain, Artificial Intelligence and Virtual Reality as these technologies are being applied in various sectors.