

Local area report **Oldham**

Data from the Greater Manchester
Local Skills Improvement Plan



Funded by
UK Government



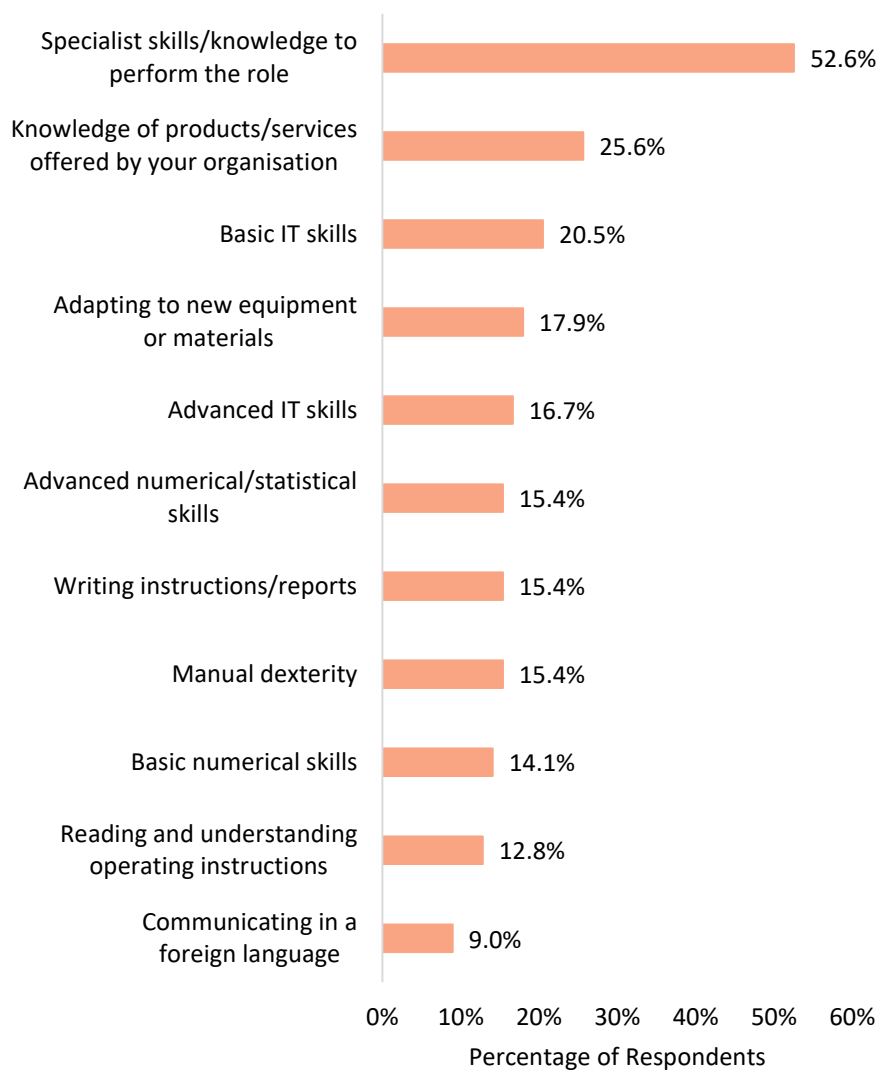
Greater Manchester
Chamber of Commerce

Oldham

64.6% of businesses in Oldham faced recruitment difficulties. This proportion was slightly lower than the Greater Manchester average (68.4%). 'Skilled manual/technical roles' were the hardest positions to fill, with 37% of businesses reporting that they struggled to recruit people for these jobs. Businesses also found difficulties filling 'professional/managerial' (25.9%), 'clerical' (22.2%) and to a minor extent 'unskilled and semi-skilled' (7.4%).

The shortage of technical and soft skills amongst applicants was somewhat similar in Oldham and Greater Manchester. Regarding technical skills, candidates lacked the most 'specialist skills/knowledge to perform the role', as 52.6% of the respondents reported that this skill was difficult to obtain. 'Knowledge of products/services offered by their organisation' and 'basic IT skills' came after with 25.6% and 20.5% of respondents selecting this option.

Technical Skills Difficult to Obtain From Candidates



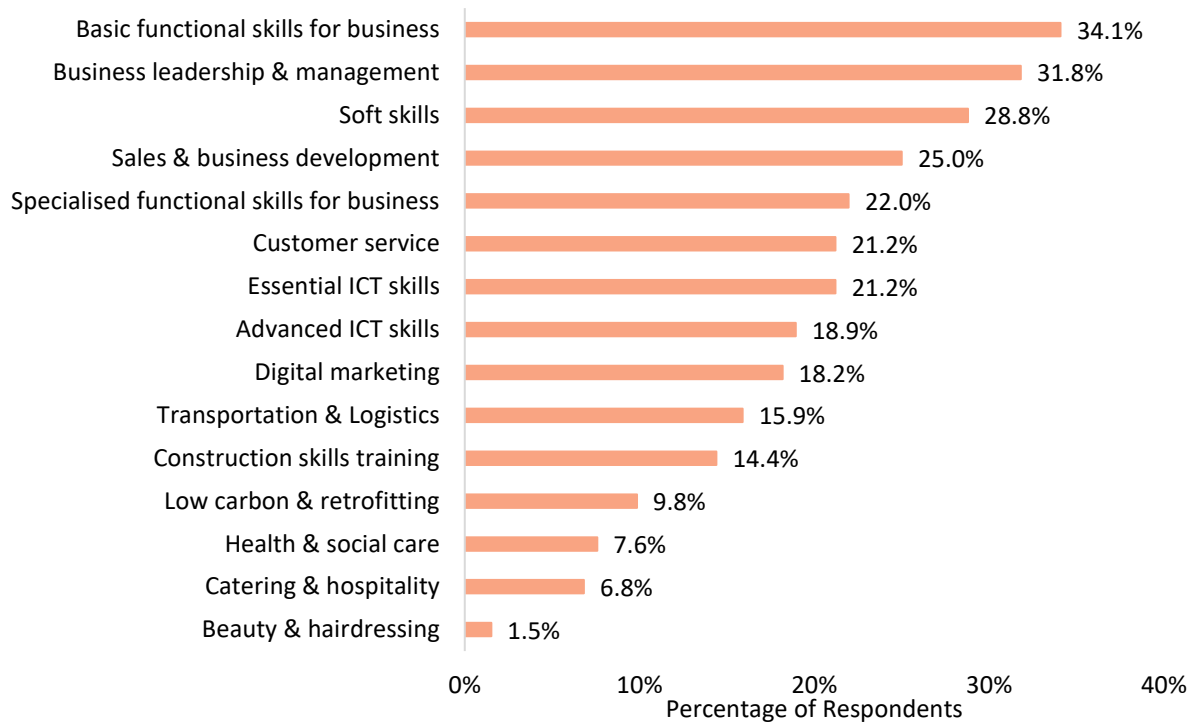
As for soft skills, the gaps were around ‘ability to manage own time and prioritise own tasks’ (27.3%), ‘managing own feelings or the feelings of others’ (20.8%) and ‘managing/motivating staff’ (18.2%). Notably, ‘basic IT skills’ and ‘managing/motivating staff’ skills were considerably more important in Oldham than in Greater Manchester.

Soft Skills Difficult to Obtain From Candidates



Businesses in Oldham expressed interest in undertaking training mainly in ‘basic functional skills for business’ (34.1%), ‘business leadership & management’ (31.8%) and ‘soft skills’ (28.8%). ‘Sales & business development’ (25%) and ‘specialised functional skills for business’ (22%) were popular as well. The demand for ‘specialised functional skills for business’ courses was higher in Oldham than in Greater Manchester as a whole.

Training Areas of Interest for Businesses



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

2017		2018		2019	
Job title	Postings	Job title	Postings	Job title	Postings
General Nurse	480	Lorry Driver	686	Teaching Assistant	579
Primary School Teacher	469	Social Care Worker	618	Social Care Worker	559
Social Care Worker	416	Warehouse Worker	413	General Nurse	482
Lorry Driver	385	General Nurse	411	Lorry Driver	366
Software Developer	374	Teaching Assistant	361	Primary School Teacher	343


Teaching Assistant	347	Childminder	312	Warehouse Worker	271
Childminder	250	Primary School Teacher	285	Assistant	226
Healthcare Assistant	231	Driver	254	Teacher	220
Recruitment Consultant	217	Cover Supervisor	181	Tutor	214
Sales Executive	212	Production Operative	174	Personal Trainer	214
2020		2021		2022	
Job title	Postings	Job title	Postings	Job title	Postings
Teaching Assistant	498	Teaching Assistant	800	Warehouse Worker	929
Social Care Worker	405	Warehouse Worker	788	Teaching Assistant	838
General Nurse	395	Lorry Driver	713	Social Care Worker	749
Lorry Driver	331	Social Care Worker	688	SEN Assistant	496
Primary School Teacher	201	Production Operative	380	Tutor	437
Warehouse Worker	197	General Nurse	325	Production Operative	417
Cover Supervisor	197	Software Developer	319	General Nurse	317
SEN Assistant	155	SEN Assistant	284	Manager	306
Manager	149	Administrator	277	Cleaner	296

Teacher	148	Manager	266	Administrator	292
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Employment in Oldham

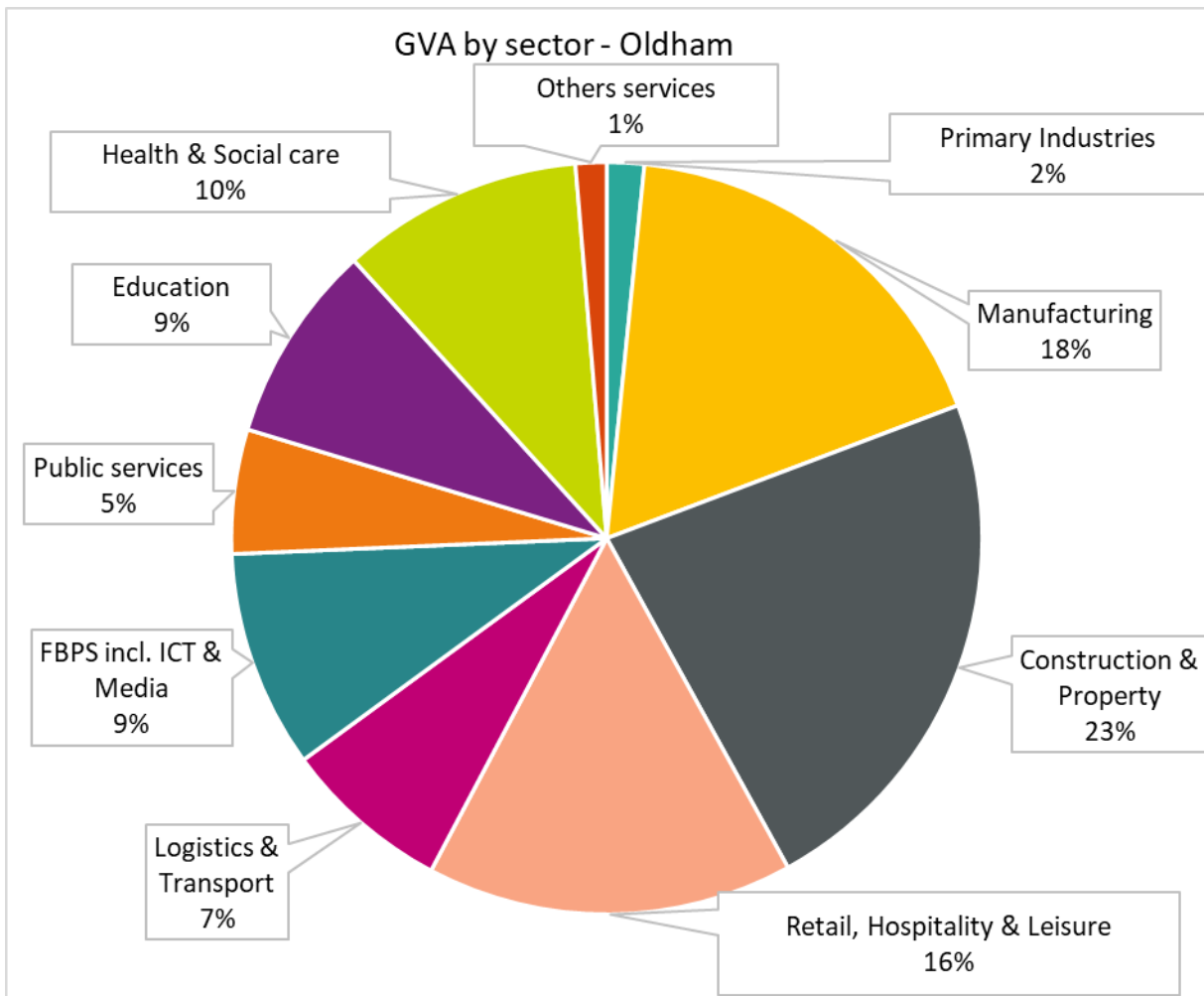
Annual GVA

£4.13 billion 2017



£3.74 billion 2021

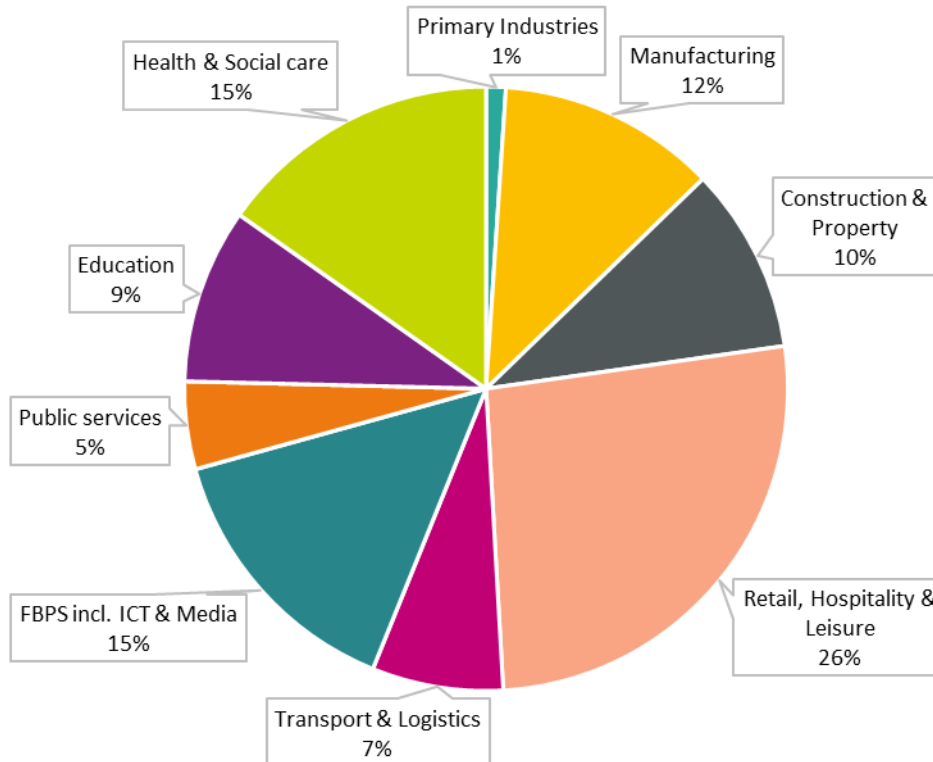
- GVA decreased by 9.4% between 2017 & 2021.
- The decrease was driven by GVA reductions in most sectors, including Primary Industries (Agriculture, Mining and Utilities), Logistics & Transport and Health & Social care.
- Manufacturing grew the most in the past five years, increasing from £.57 billion in 2017 to £.66 billion in 2019.
- FPBS incl. ICT & Media as well as Construction & property saw a slight increase in GVA.



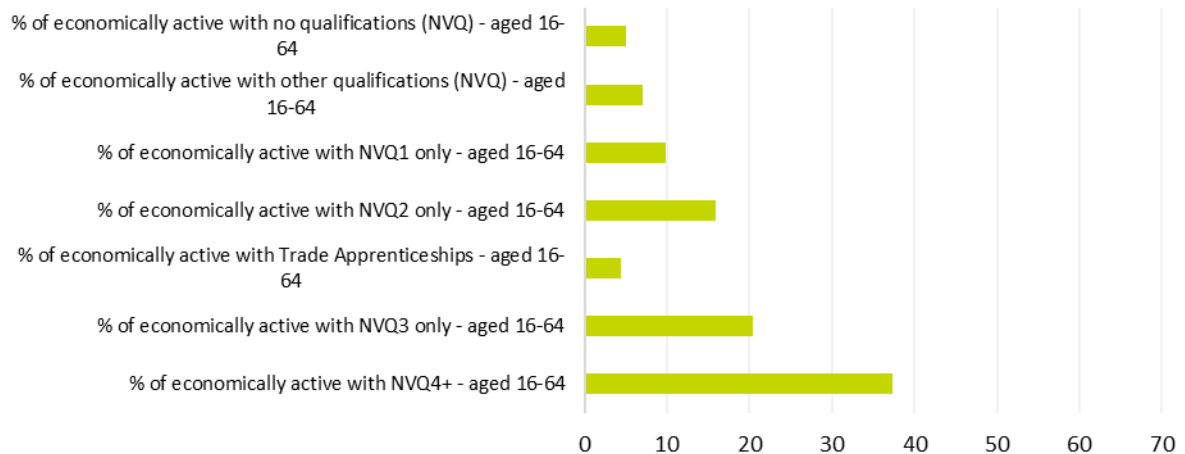
Employment – 110,900

- Construction jobs increased 50% between 2020 and 2021.
- Business Administration & Support Services jobs increased by 20% in the same period.
- Retail jobs decreased by 11% between 2017 and 2021.

Employment by sector - Oldham



Percentage of economically active population with qualifications: Oldham



LA priorities ⁶

- Manufacturing
- Logistics
- Construction and property
- Health and social care
- Retail, leisure and hospitality

Future investment / projects⁷

Oldham is part of the Northeast Growth Cluster and Atom Valley MDZ. 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, warehouses	Civil engineer, labourer, site supervisor, quantity surveyor, roofer, tile fitter, scaffolder, plasterer, painter, bricklayer, ceiling fixer, rail engineer
Hospitality	Town centre development	Shop assistants, chefs, kitchen assistants, cleaners, food delivery roles
Manufacturing	Advanced manufacturing (Atom valley project)	Engineer, scientist, mechanical engineer, software engineer to automate machine testing, product design engineer, production operative, automation engineer, project engineer (materials)
Professional services	Advanced material research	Data analyst, laboratory analyst, precision medicine lead, safety lead
Green Opportunities	Green logistics, sustainable transport, green manufacturing and construction	Energy consultant, Plumbers – heat pump, risk assessor, retrofit assessor, digital skills needed for green economy and jobs, low carbon project

⁶ Oldham Development Plan

https://www.oldham.gov.uk/downloads/file/7535/local_development_scheme_2022

⁷ [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](https://www.greatermanchester.gov.uk/about-greater-manchester)

		manager, electrical engineer, electric vehicle design, electric vehicle repair and maintenance. neighbourhood planning
Health	Public Investment	Care workers, care assistants, nurses
Education	Public investment	Teachers, teaching assistant, tutors, SEN assistant

Occupations most in demand identified from Adzuna data:

Sector	Job Titles
FBPS	<ul style="list-style-type: none"> • Managers • Administrators • Software developer • Consultant • Human Resource Advisor • Recruitment consultants • Project managers • Accountant
Health and Social care	<ul style="list-style-type: none"> • Social Care Worker • Nurse • Healthcare Assistant • GP Practitioner
Education	<ul style="list-style-type: none"> • Teaching Assistant • SEN Assistant • Tutor • Primary School Teacher • Cover Supervisor • Teacher secondary School
Transport and storage	<ul style="list-style-type: none"> • Cleaners • Hand packers • Drivers • Store assistants
Manufacturing	<ul style="list-style-type: none"> • Production operative • Engineer • Vehicle technician • Quality Engineer
Hospitality	<ul style="list-style-type: none"> • Customer Service Advisor • Merchandiser • Kitchen Assistant • Sales Executive • Shop Manager

Construction	<ul style="list-style-type: none"> • Site Manager • Welder • Bricklayer • Carpenter • Painter • Labourer • Tile Fitter • Plumber • Quantity Surveyor
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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 Oldham.

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
Manufacturing	<ul style="list-style-type: none"> • Production Operative • Welder • Engineer

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 with the required aptitude
- Low number of applicants generally
- Not enough people interested in doing this type of job.

Recommendations

1. Oldham's 2030 plan focuses on business creation and entrepreneurial activities. Oldham College now offers a Business Support T-Level to reflect and address the expected increase in demand for 'office' jobs. Courses such as asset management and risk analysis could be implemented to teach more specialised skills found in professional services and finance and insurance, industries that have seen employment growth over the past 5 years in Oldham.
2. Construction is a vital sector in Oldham. The Chamber's Construction Pipeline Analysis shows that a lot of construction output is planned for Oldham. There is also a lot of re-assignment of retail units to office and business space in the town centre. An expansion in construction qualifications and regeneration-related skills would be required to implement the Oldham 2030 plans.
3. There is limited FE provision in the Health & Social care sector in Oldham despite this industry having the biggest working population and being one of the biggest GVA contributors. With the increase in digitisation, such as augmented reality, we could recommend more technology and hands-on based learning for future courses. Health & Social Care is undergoing digitalisation and workers in the sector will need new digital skills. Courses surrounding utilising smart technology, technological communication will be helpful for the future. This will include tablet devices and smart home technology. 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.
4. With job titles such as 'software developer' and 'digital marketing' all coming under the digital umbrella, it could be worth having individual courses for the different 'tech' jobs, given the pace of change and growth in the sector. This split could be as simple as back-end computer science (coding, programming and cyber security) and front-end roles in digital marketing, digital psychology and UX design).
5. With regards to manufacturing - with 10,000 already working in the manufacturing sector, there is already a strong workforce. Oldham is going to be home to a part of the Atom Valley MDZ, which will centre around advanced manufacturing and research and development. Oldham College will need to review its offer around manufacturing and engineering courses to meet potential future demand.
6. The manufacturing sector is expected to undergo large-scale 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.

7. There is a huge demand for essential IT skills. Even entry level occupations in many sectors need to be equipped with digital skills to meet this requirement. This is being addressed with Oldham sixth form's 'Digital production, design and development' T-Level which could be supported by more courses. There need to be more courses focusing on transferable digital skills.

8. 'Welding' was one of the job roles hardest to recruit for however there are no courses available at the sixth form or college so this could be something to look at. Adding a welding course could meet this demand, however there would need to be facilities to be put in place for this. With employment in some sectors declining, the need for reskilling in industrial 'trade' jobs will increase demand for courses to enable more people to take up jobs in manufacturing or construction.