

# Local area report

# **Rochdale**

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



Funded by  
**UK Government**



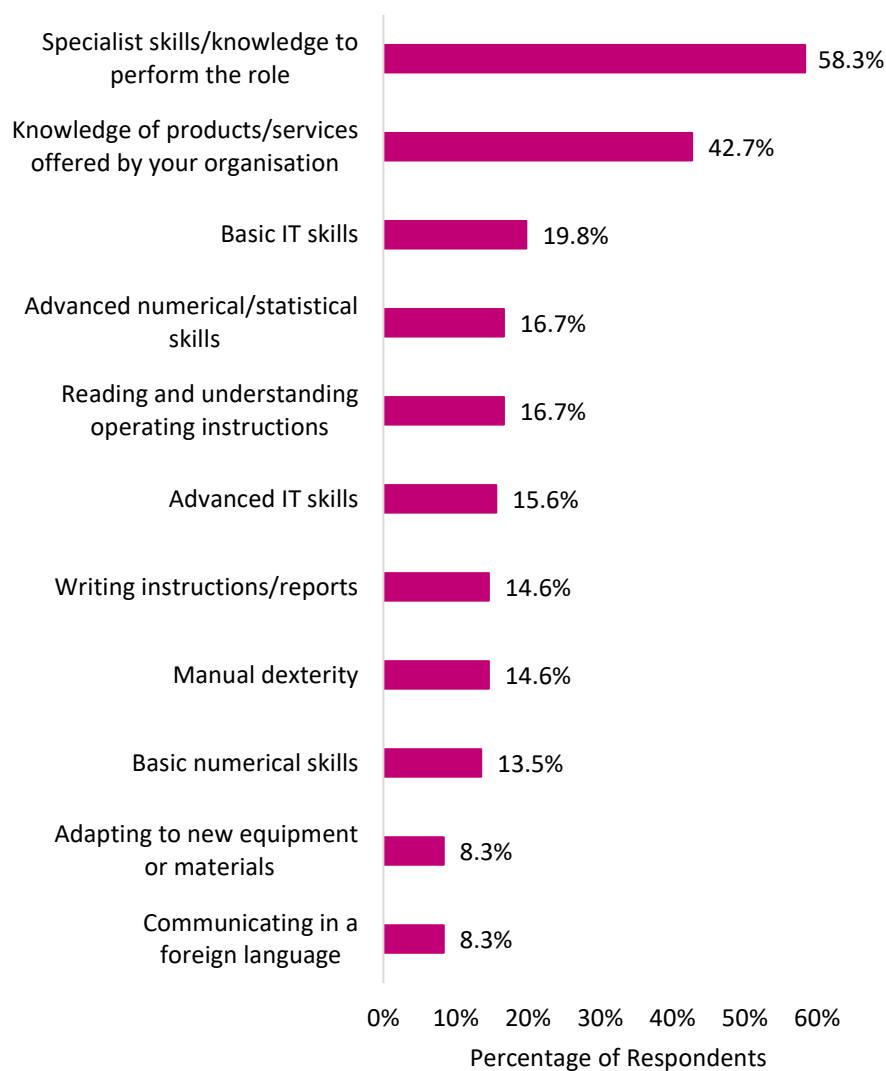
Greater Manchester  
Chamber of Commerce

## Rochdale

70.4% of businesses in Rochdale reported recruitment difficulties. This was slightly higher than the Greater Manchester average. The most difficult to recruit type of role was 'skilled and technical'; 34.1% of the respondents cited this role as the hardest to recruit followed by 'clerical' (29.3%) and 'professional/managerial' roles (23.6%). Few businesses struggled with 'unskilled and semi-skilled' roles (8.1%). Notably, businesses in Rochdale experienced fewer difficulties recruiting managerial roles than other local authority areas.

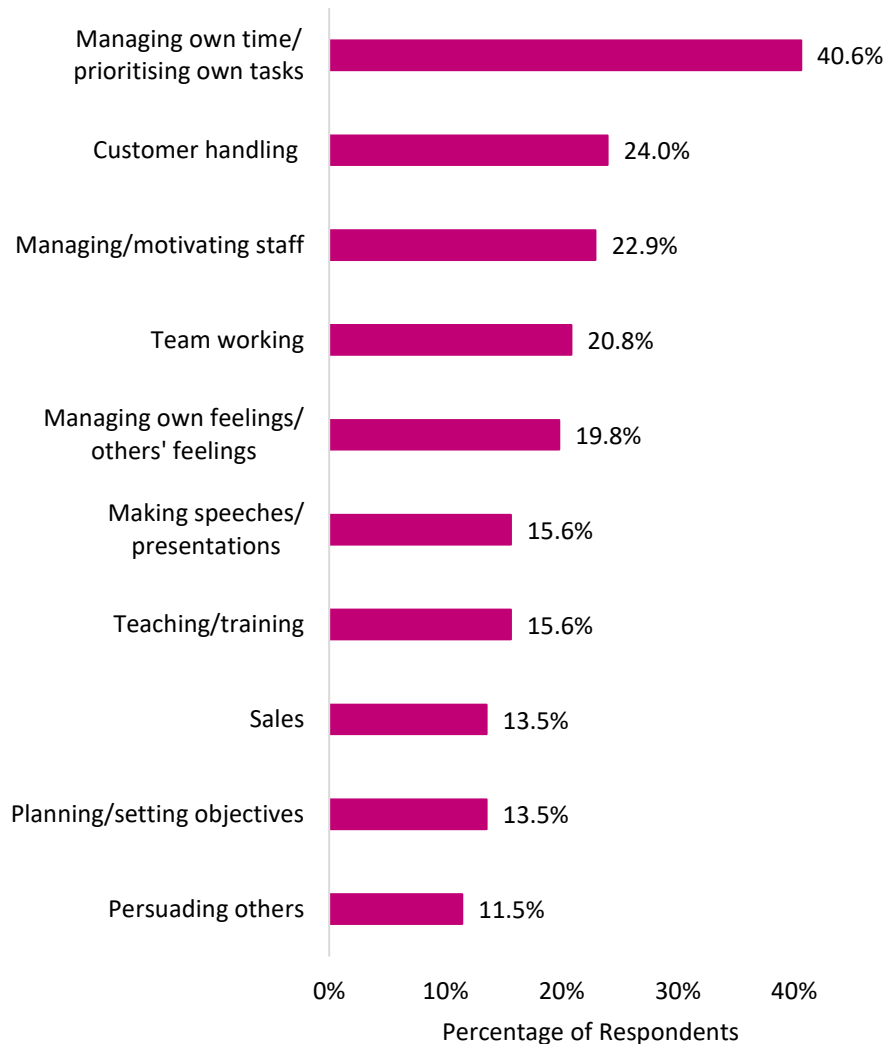
The hardest-to-find technical skill was 'specialist skills/knowledge to perform the role', with 58.3% of businesses saying it was difficult to obtain from candidates. The second and third were 'knowledge of products/services offered by your organisation' (42.7%) and 'basic IT skills' (19.8%).

### Technical Skills Difficult to Obtain From Candidates



The soft skills lacking the most among candidates were ‘ability to manage own time and prioritise own tasks’ (40.6%), ‘customer handling’ (24%) and ‘managing/motivating staff’ (22.9%). There were some differences in skills shortages between Rochdale and Greater Manchester. ‘Basic IT skills’ and ‘managing/motivating staff’ were within the top three skills in shortage in Rochdale but not in Greater Manchester.

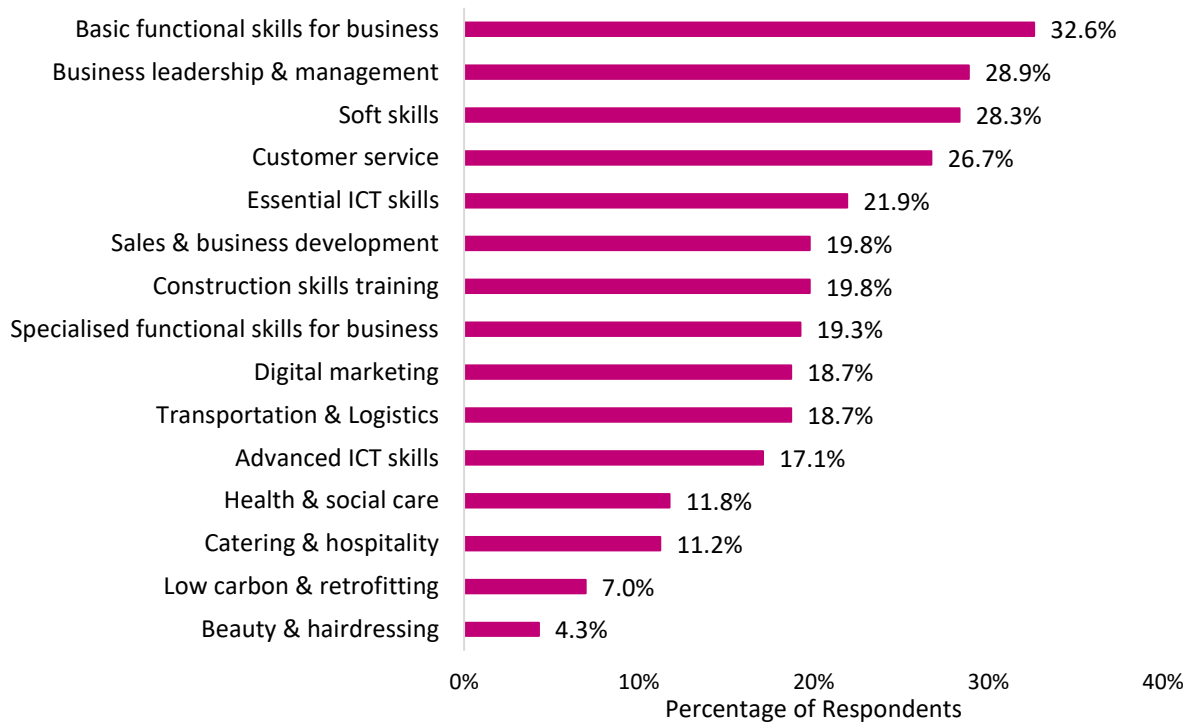
### Soft Skills Difficult to Obtain From Candidates



The demand for training courses was similar in Rochdale and Greater Manchester. The training course with highest demand was ‘basic functional skills for business’, with 32.6% of businesses expressing their interest in this area. The next most popular training courses were ‘business leadership & management’ (28.9%) and ‘soft skills’ (28.3%), ‘customer service’ (26.7%) and ‘essential ICT skills’ courses (21.9%) were popular as well. The last of these, ‘essential ICT skills’ was an area of difference between Rochdale and Greater

Manchester. Relatively more businesses were interested in 'essential ICT skills' in the former than in the latter.

### Training Areas of Interest for Businesses



Top 10 occupations by total number of vacancy postings in Rochdale from 2017 – 2022 from Adzuna data:

2017		2018		2019	
Job title	Postings	Job title	Postings	Job title	Postings
Lorry Driver	801	Warehouse Worker	1033	Lorry Driver	706
Social Care Worker	770	Social Care Worker	944	Warehouse Worker	705
General Nurse	728	Lorry Driver	878	General Nurse	637
Warehouse Worker	454	General Nurse	670	Social Care Worker	617
Customer Service Adviser	365	Teaching Assistant	450	Teaching Assistant	525

Teaching Assistant	352	Customer Service Adviser	401	Driver	341
Primary School Teacher	347	Primary School Teacher	346	Production Operative	322
Childminder	335	Childminder	337	Primary School Teacher	287
Assistant	258	Production Operative	299	Customer Service Adviser	278
Administrator	258	Cover Supervisor	277	Manager	235
<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>
General Nurse	758	Warehouse Worker	1403	Warehouse Worker	1315
Warehouse Worker	671	Social Care Worker	887	Social Care Worker	997
Social Care Worker	552	Lorry Driver	837	Teaching Assistant	730
Lorry Driver	476	General Nurse	647	General Nurse	512
Teaching Assistant	418	Teaching Assistant	585	Lorry Driver	364
Hand Packer	276	Production Operative	320	Hand Packer	341
Driver	213	Cleaner	300	Production Operative	340
Cleaner	198	Administrator	278	SEN Assistant	335
SEN Assistant	182	Delivery Driver	274	Cleaner	317

Primary School Teacher	158	Hand Packer	273	Manager	286
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### Employment in Rochdale

Annual GVA

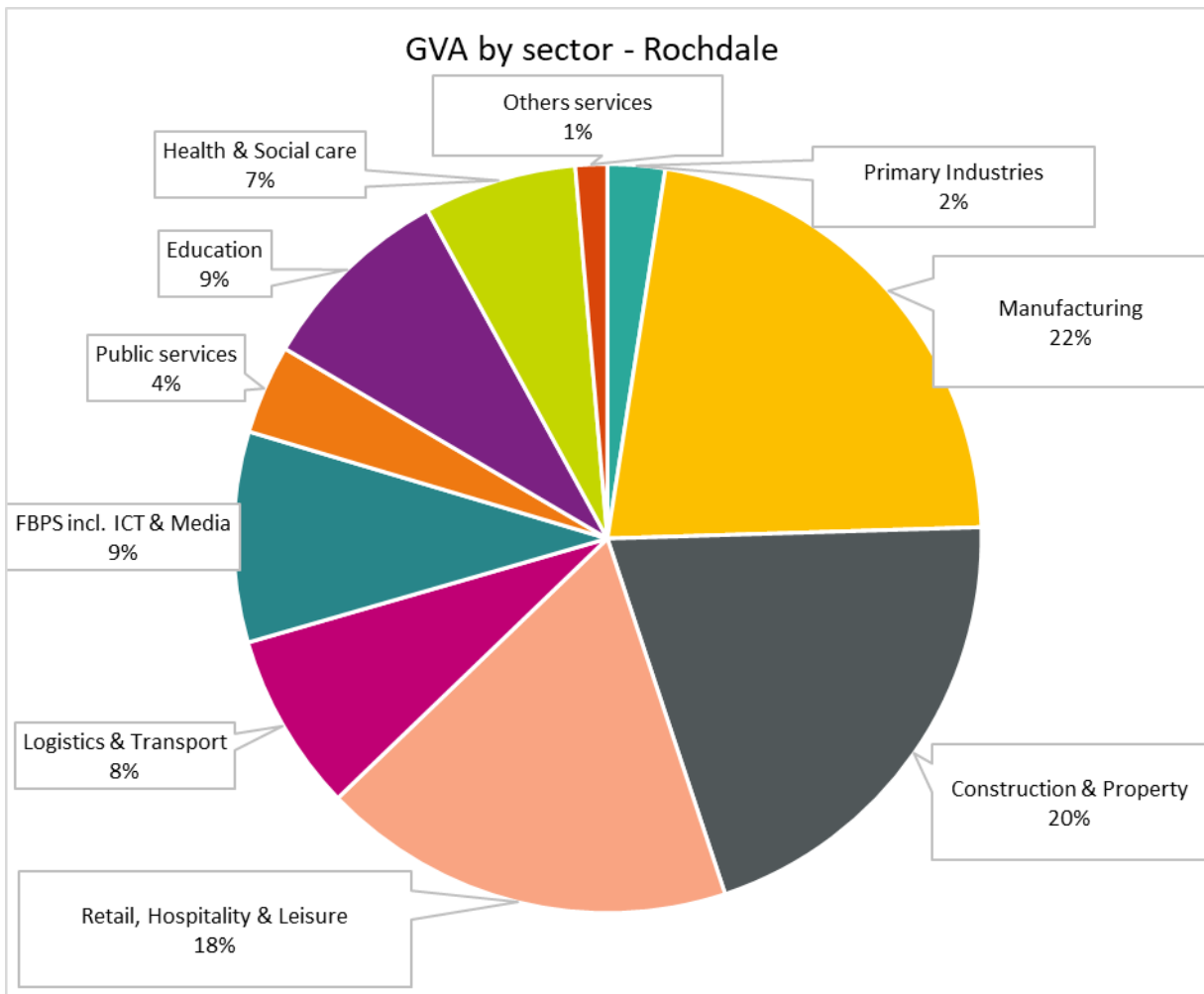
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£3.59 billion 2017

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£3.63 billion 2021

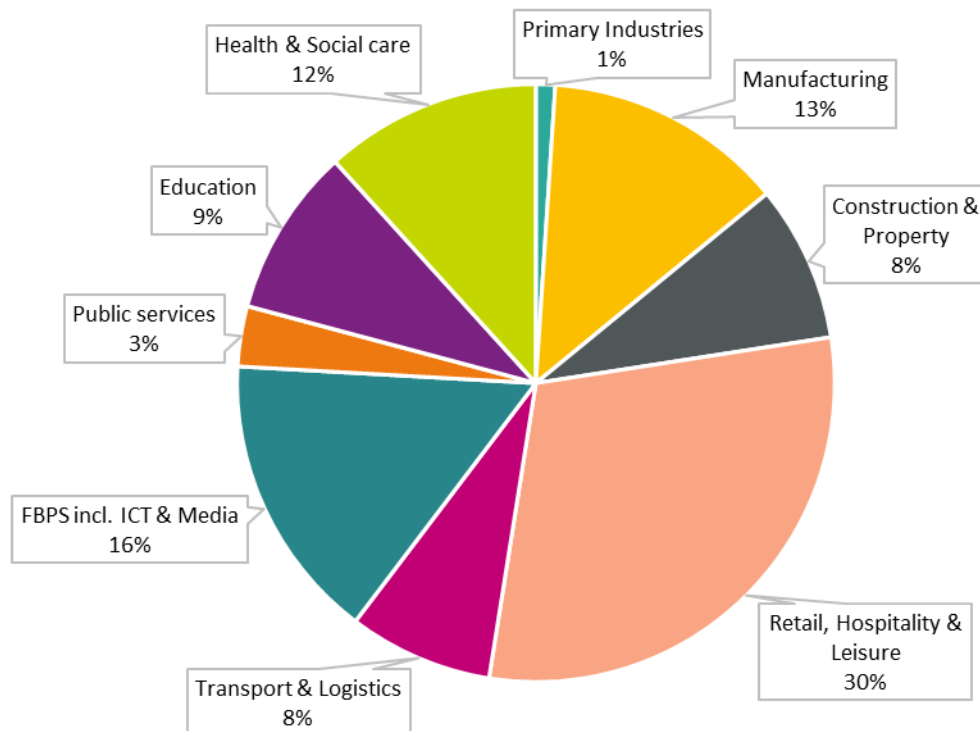
- GVA increased marginally between 2017 and 2021.
- Manufacturing increased by 17.6% between 2017 and 2021, entailing a yearly average growth of 4.1%
- FBPS incl. ICT & Media grew by 6.5% between 2017 and 2021
- GVA of Primary Industries group comprising Agriculture, Mining and Utilities grew the most between 2017 and 2021; however, it remains one of the smallest sectors.



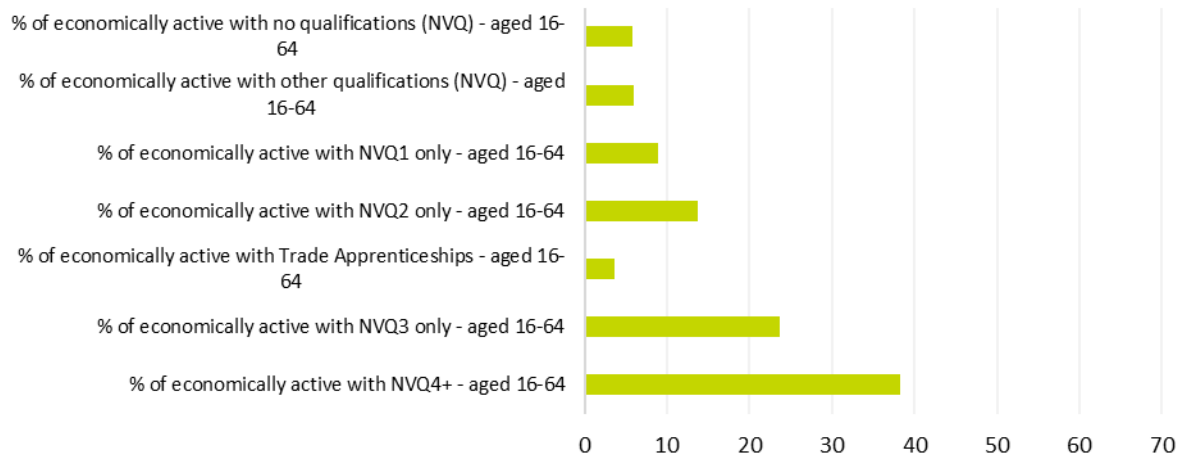
### Employment – 93,400 [2022]

- Retail jobs grew by 25% between 2017 and 2021.
- Health & Social care jobs increased by 13% between 2017 and 2021.
- Transport & Storage jobs increased by 20% between 2020 and 2021.

### Employment by sector - Rochdale



### Percentage of economically active population with qualifications: Rochdale



## LA priorities <sup>8</sup>

- Logistics
- Manufacturing (consumer and industrial products)
- Digital and Creative
- Construction

## Future investment / projects<sup>9</sup>

Rochdale is part of the Northeast 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, tramline works, low carbon homes,	Civil engineer, labourer, site supervisor, quantity surveyor, roofer, tile fitter, scaffolder, plasterer, painter, bricklayer, ceiling fixer, rail engineer
Manufacturing	Advanced manufacturing (Atom valley project)	Engineer, Scientist, mechanical engineer, software engineer, test engineer, product design engineer, production operative, automation engineer, project engineer (materials), quality operative, data engineer, AI skills, production design
Professional services	Advanced material research (advanced machinery and productivity institute), digital roles	Data analyst, laboratory analyst, precision medicine lead, safety lead, cybersecurity analyst
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 manager, electrical engineer, electric vehicle

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<sup>8</sup> Rochdale's Core Strategy  
<https://democracy.rochdale.gov.uk/documents/s84871/Append.%207%20for%20Castleton%20Phase%201%20-%20Mayors%20Challenge%20Fund.pdf>

<sup>9</sup> [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](http://aboutgreatermanchester.com)



		design, electric vehicle repair and maintenance.
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"> <li>• Manager</li> <li>• Administrators</li> <li>• Recruitment consultants</li> <li>• Accountant</li> <li>• Project managers</li> <li>• Software developer</li> </ul>
Health and Social care	<ul style="list-style-type: none"> <li>• Social care worker</li> <li>• General nurse</li> <li>• Healthcare assistant</li> <li>• Residential care worker</li> <li>• Mental Health Nurse</li> <li>• Personal Trainer</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Teaching Assistant</li> <li>• SEN assistant</li> <li>• Tutor</li> <li>• Primary school teacher</li> <li>• Cover Supervisor</li> <li>• Teacher</li> <li>• Mathematics teacher</li> </ul>
Transport and storage	<ul style="list-style-type: none"> <li>• Warehouse worker</li> <li>• Lorry driver</li> <li>• Hand packer</li> <li>• Cleaner</li> <li>• Forklift operator</li> <li>• Shift Manager</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>• Production operative</li> <li>• Engineer</li> </ul>
Hospitality	<ul style="list-style-type: none"> <li>• Customer assistant</li> <li>• Kitchen assistants</li> <li>• Chef</li> <li>• Sales assistant</li> </ul>
Construction	<ul style="list-style-type: none"> <li>• Site manager</li> <li>• Electrician</li> </ul>

	<ul style="list-style-type: none"> <li>• Labourer</li> <li>• Quantity Surveyor</li> <li>• Bricklayer</li> </ul>
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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 Rochdale.

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
- Lack of qualifications the company needs
- Not enough people interested in doing this type of job

### Recommendations

1. Manufacturing is defined as a priority sector in Rochdale and is one of the largest sectors in terms of employment and this is expected to grow with the borough being part of the Atom Valley Project. There is good training provision at Hopwood Hall College for electric installation, engineering technicians and mechanical fitting but this may need to be expanded to take up emerging opportunities in advanced manufacturing and materials.

2. Employers have identified that trained welders and engineering fitters were extremely difficult to recruit across multiple local authorities in GM. Expanding this offer could address these shortages in advance of growth in the relevant sectors through developments such as Atom Valley.
3. The results of our LSIP survey showed that skills in lean manufacturing are in high demand. The existing level 2 Lean Manufacturing Operative qualification is likely to need a progression pathway to meet future skills need.
4. Given the development of the Atom Valley project, the region will need more people trained in jobs where there is an increasing crossover of digital skills and manufacturing. More training is needed in this area.
5. Logistics has been identified as a priority sector and accounts for approximately 8% of employment in the area. The development plans for the borough envisage further expansion of the logistics sector in Rochdale. There is already high demand for logistics occupations such as warehouse workers, warehouse operations manager, forklift operators. New training courses are likely to be required to meet the needs of this growing sector.
6. The Digital and Creative sector group has been designated as a priority for Rochdale. Current training provision covers areas like Graphic Design and Games Development. Given future development plans, particularly Atom Valley, demand for additional courses in digital skills for manufacturing (e.g., programmable logic controllers, IoTs and sensors) is likely to rise.
7. 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, infrastructure development taking advantage of opportunities arising from Metrolink expansion, the new bus transit corridor and office space / warehouse construction. Existing provision covers bricklaying, carpentry, and plumbing but there will likely be demand for steel erection and structural trades too. To enable net zero targets to be met, existing building stock will need retrofitting. New training courses in retrofitting and related green construction skills will be required to meet expected demand.
8. Retail and hospitality in Rochdale both saw a 6% increase in employment between 2017 and 2021. There is a good provision of courses to cover this sector. Hopwood Hall College offers courses and apprenticeships in cheffing, professional cookery and catering, all of which will need to be maintained. These are important because of reported shortages in these occupations.