

Local area report **Salford**

Data from the Greater Manchester
Local Skills Improvement Plan



**Funded by
UK Government**

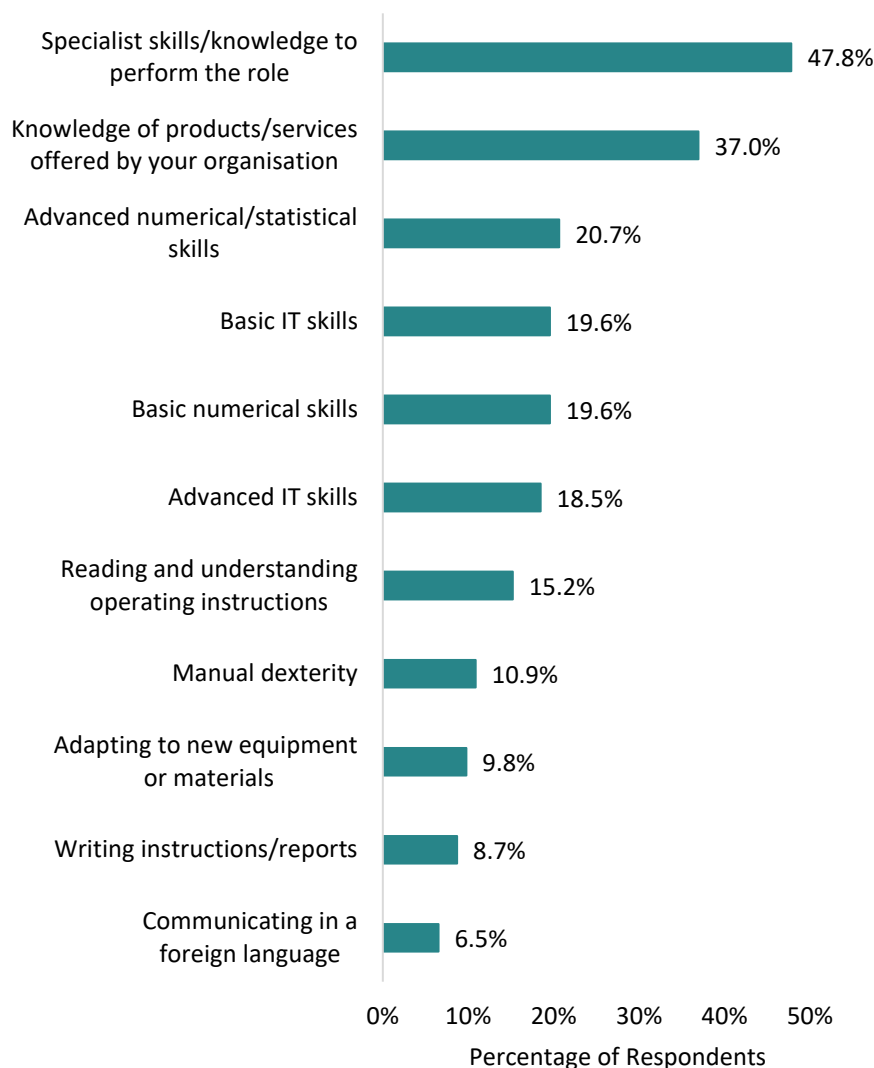


Greater Manchester
Chamber of Commerce

Salford

With 76% of businesses reporting recruitment difficulties, Salford was the second highest local authority area in terms of recruitment problems. The hardest types of roles to recruit were 'professional/managerial' and 'skilled and technical', as 35.1% and 34.4% of businesses said they struggled to fill these positions. This was followed by 'clerical' (28.6%, 44), and 'unskilled and semi-skilled' (9.7%). Notably, the proportion of businesses that experienced problems recruiting either 'professional/managerial' or 'skilled and technical' was above the Greater Manchester average. Technical and soft skills shortages amongst candidates in Salford is similar to the numbers in Greater Manchester. The technical skill that candidates lacked the most was 'specialist skills/knowledge to perform the role', as 47.8% of respondents reported that this was difficult to get from candidates. This was followed by 'knowledge of products/services offered by their organisation' which was cited a problem by 37% of respondents and 'advanced numerical/statistical skills', cited as a problem by 20.7%.

Technical Skills Difficult to Obtain From Candidates



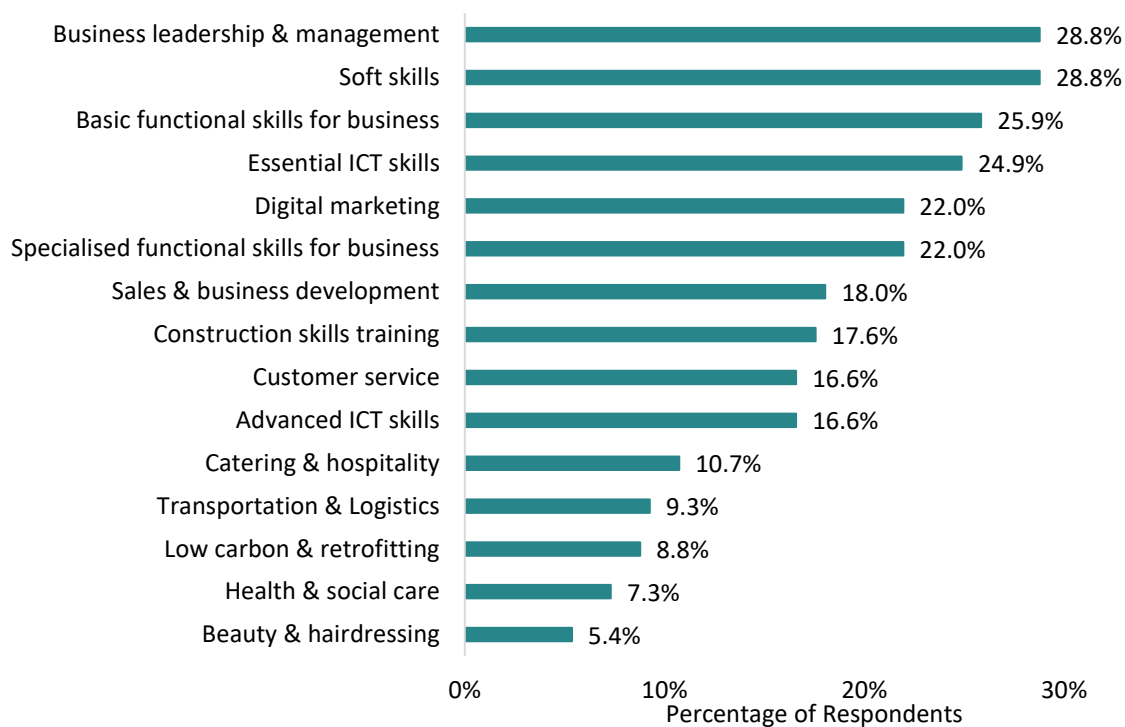
The hardest-to-find soft skills were 'ability to manage own time and prioritise own tasks' (30.4%), 'customer handling' (28.3%) and 'managing own feelings or the feelings of others' (19.6%).

Soft Skills Difficult to Obtain From Candidates



Two areas of training were equally popular in Salford: 'business leadership & management' and 'soft skills' (28.8%), which were both demanded by 28.8% of businesses based here, and 'basic functional skills for business' (25.9%). Other popular areas were 'essential ICT skills' (24.9%) and 'digital marketing' (22%). Notably, 'digital marketing' was within the top five training areas of interest to businesses in Salford but not in Greater Manchester.

Training Areas of Interest for Businesses



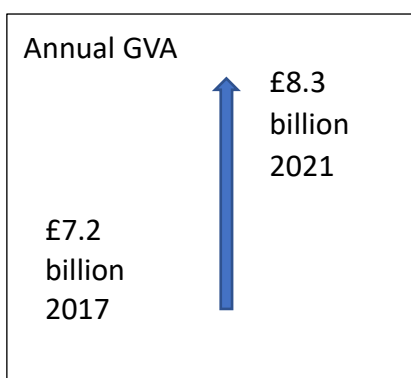
The below table shows the top 10 occupations by total number of vacancy postings for Salford from 2017 – 2022. This is from Adzuna data.

2017		2018		2019	
Job title	Postings	Job Title	Postings	Job Title	Postings
Customer Service Adviser	572	Social Care Worker	662	General Nurse	696
Social Care Worker	572	Customer Service Adviser	570	Software Developer	527
General Nurse	431	Software Developer	508	Teaching Assistant	460
Software Developer	395	Warehouse Worker	340	Social Care Worker	452
Administrator	356	Teaching Assistant	308	Customer Service Adviser	440

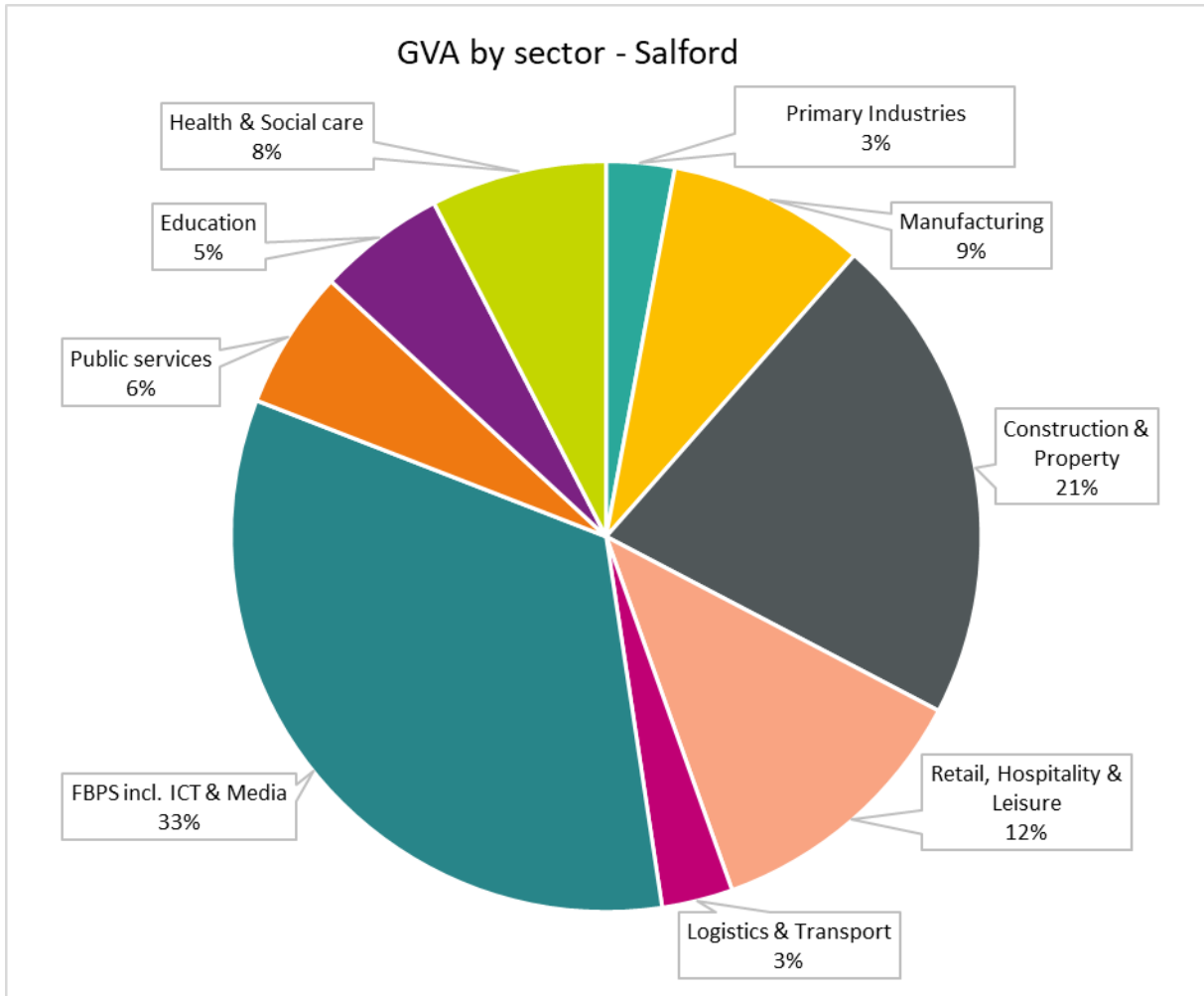
Manager	317	General Nurse	307	Manager	358
Recruitment Consultant	305	Primary School Teacher	306	Recruitment Consultant	342
Assistant	301	Childminder	259	Primary School Teacher	342
Primary School Teacher	297	Lorry Driver	254	Assistant	318
Quantity Surveyor	291	Sales Executive	244	Administrator	307
2020		2021		2022	
Job title	Postings	Job title	Postings	Job title	Postings
Teaching Assistant	440	Social Care Worker	530	Warehouse Worker	1146
Social Care Worker	307	Manager	485	Software Developer	836
General Nurse	266	Teaching Assistant	473	Social Care Worker	670
Primary School Teacher	247	Software Developer	454	Customer Service Adviser	653
SEN Assistant	236	Customer Service Adviser	389	Manager	652
Software Developer	208	Primary School Teacher	383	Teaching Assistant	592
Manager	140	Warehouse Worker	365	Recruitment Consultant	535
Cleaner	133	SEN Assistant	302	Tutor	524

Mathematics Teacher Secondary School	126	Project Manager	296	Associate	520
Project Manager	126	Recruitment Consultant	273	Hand Packer	435

Employment in Salford

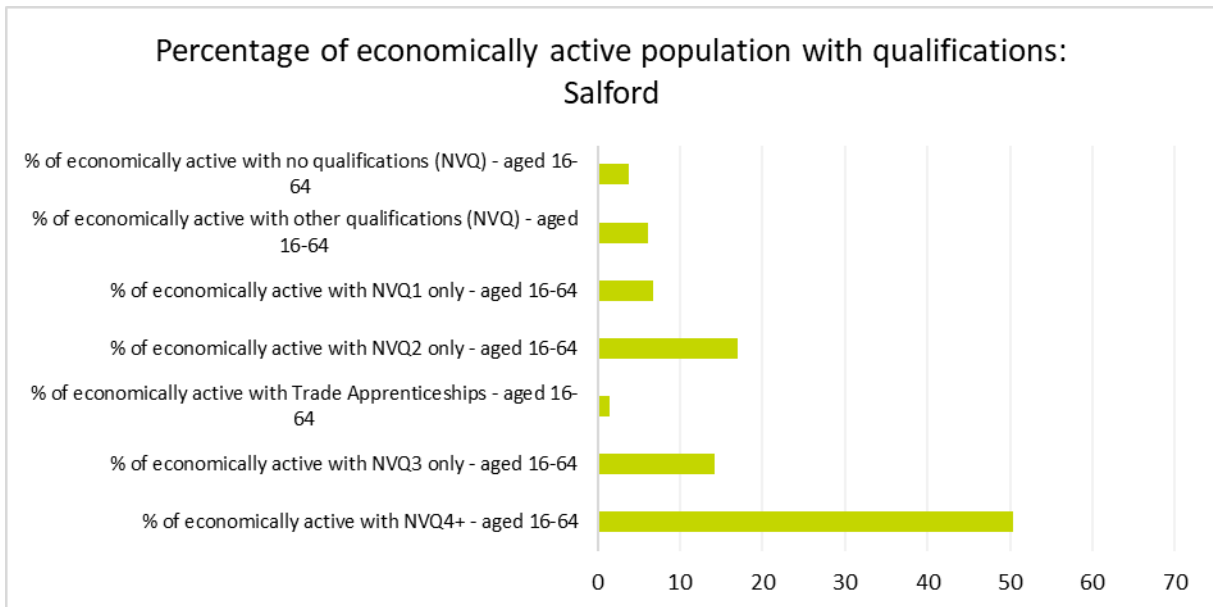
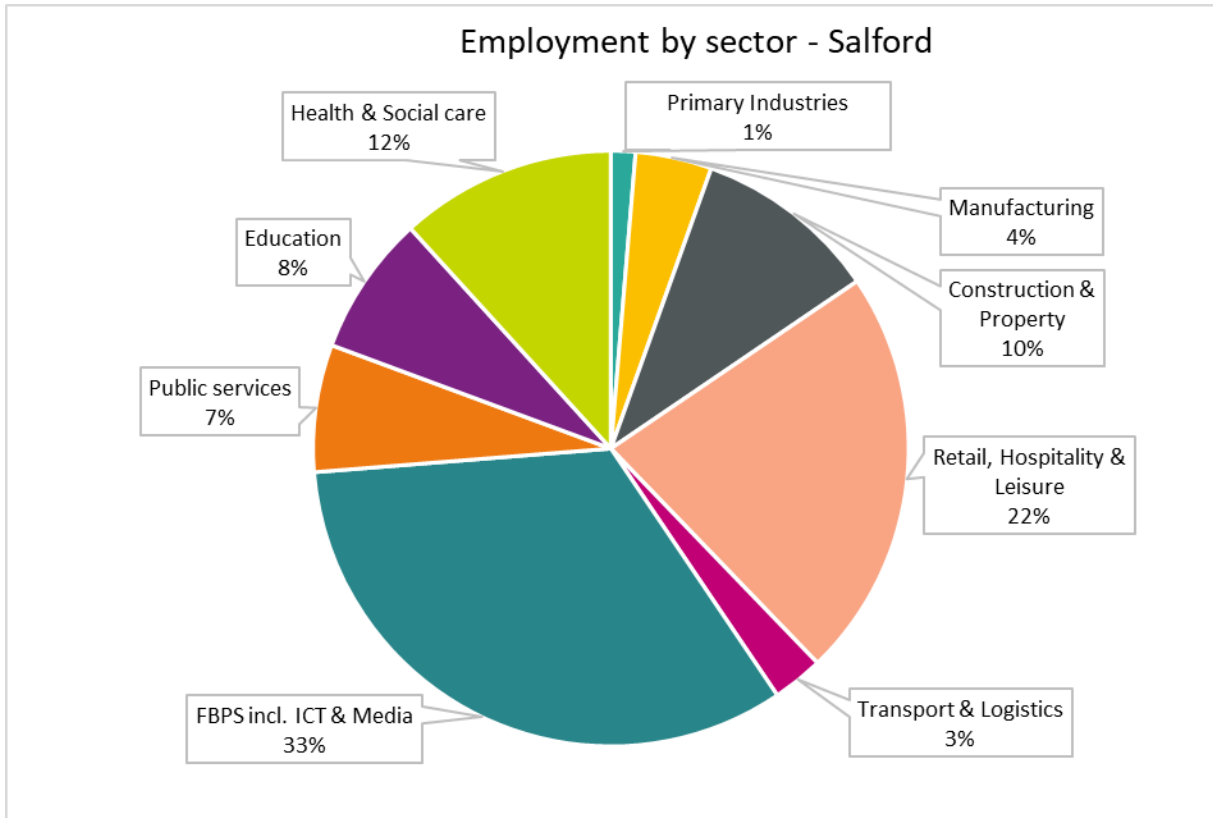


- Most sectors' GVA increased between 2017 and 2021 driving an increase in total GVA of 15.3%.
- Primary Industries (Agriculture, Mining, and Utilities), Manufacturing and FBPS incl. ICT & Media grew the most between 2017 and 2021, observing an increase of 41.2%, 37.3% and 34%, respectively.
- Health & Social care saw the largest reduction in GVA, as it decreased by 18.4 percent from 2017 to 2021.



Employment – 120,500 [2022]

- Professional, Scientific, & Technical Services jobs (part of the FBPS incl. ICT & Media) increased by 36% between 2017 and 2021
- Construction jobs increased by 43% between 2020 and 2021
- Retail jobs decreased by 9% between 2020 and 2021



LA priorities¹⁰

- Financial, Professional and Business Services
- Advanced Manufacturing

¹⁰ Salford Local Plan: Development, Management Policies and Designations
<https://www.salford.gov.uk/media/398824/salford-local-plan-development-management-policies-and-designations.pdf>

- Creative and Media
- Digital and Technology
- Life Science and Healthcare
- Construction

Future investment / projects¹¹

Salford is a part of 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, train station, HS2 delivery at airport, leisure centres	Civil engineer, labourer, site supervisor, quantity surveyor, roofer, tile fitter, scaffolder, plasterer, painter, bricklayer, ceiling fixer, rail engineer
Digital, Creative, media	Focus on AI, cyber security, machine learning	Software developer, AI analyst, Health Informatics, opportunities in metaverse and web3, marketing specialist, cloud technology like (Multi-access Edge Compute)
Professional services	Research and Innovation activities on advanced materials, digital, health research and net zero.	Researchers at all levels, data analyst, software developer, administrator, manager, project lead
Logistics	Logistics and distribution, Trimodal freight hub at Salford	Freight operator, transport operator, ground staff, forklift and warehouse operative, HGV driver
Health	Public Investment	Care worker, nurse, care assistant

¹¹ [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](https://aboutgreatermanchester.com)

Education	Public Investment	Teachers, teaching assistant, SEN teaching assistants, tutors
Manufacturing	Advanced manufacturing, commercialisation of advanced manufacturing techniques, research on advanced manufacturing	Production operative, software developer, mechanical engineer, electric engineer, automotive design engineer, project engineer (materials), AI skills, production design skills

Occupations most in demand identified from Adzuna data:

Sector	Job Titles
FBPS	<ul style="list-style-type: none"> • Recruitment Consultant • Project Manager • Business Analyst • Credit Manager • Dev-ops Engineer • Accountant • Human Resource Advisor • Finance Manager • Software Developer
Health and Social care	<ul style="list-style-type: none"> • Social Care Worker • Housekeeper • General Nurse • Mental Health Nurse • Healthcare Assistant • GP Practitioner
Education	<ul style="list-style-type: none"> • Teaching Assistant • Tutor • SEN Assistant • Primary School Teacher • Mathematics/English/Science Teacher Secondary School • Cover Supervisor
Transport and storage	<ul style="list-style-type: none"> • Hand Packer • Cleaner • Forklift Operator

Manufacturing	<ul style="list-style-type: none"> • Engineer • Production Operative • Technician • Maintenance Engineer • Assembly Operative
Hospitality	<ul style="list-style-type: none"> • Customer Service Adviser • Sales Executive • Chef • Receptionist • Kitchen Assistant • Shop manager • Waiter/Waitress
Construction	<ul style="list-style-type: none"> • Quantity Surveyor • Electrician • Plasterer • Painter • Site Manager • Bricklayer • Plumber • Carpenter • Roofers • Garden labourer

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 Salford.

Sector	Job Titles
Construction	<ul style="list-style-type: none"> • Construction Labourer • Project Manager • Engineer
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

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

Recommendations

1. There is already reported high demand for Health & Social Care occupations with care workers, care assistants and nurses being amongst the most in demand roles. The sector also reports serious retention challenges. ONS Population Estimates for between now and 2037 indicate that Salford will have the highest increase in population of all LAs in GM. As the population of older age groups increase, demand for Health & Social Care professionals will correspondingly increase. There is training provision in Salford for Health & Social Care occupations but pathways to enable career progression and improve staff retention will need to be created.
2. Health & Social Care is undergoing digitalisation and workers in the sector will need new digital skills. With the sector being a local priority, the LA 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.
3. Manufacturing has the third highest GVA of all sectors in Salford. The manufacturing sector is expected to undergo largescale digitalisation and the adoption of automotive technologies including robotics is set to increase further. Advanced Manufacturing is a priority sector in Salford. This requires training provision in those jobs where there is a crossover between digital and manufacturing. Future training in manufacturing will likely need to include computing, IoT sensors and manufacturing data analytics.
4. The Western Gateway development includes the creation of the trimodal freight hub at Salford port, which will generate employment in logistics and distribution. In the last five years, there has been demand for logistics related occupations such as warehouse workers, forklift operators and operations managers. The development of the freight hub and proximity to other logistics hubs such as Logistics North may increase the demand for warehouse workers, forklift operators and drivers. Currently, there isn't adequate local training provision in this area, but this may become a

priority area for creating training provision in.

5. With construction activity needing to ramp up for future investment projects, demand for all construction trades is likely to continue to increase. This includes the skills needed for house building but also for warehousing and commercial development - e.g., dry lining, structural and steel erecting trades. The inclusion of net-zero/green construction skills will also become an increasing priority going forward.
6. Digital, technology and creative sectors are priorities for Salford. These areas could see consistent labour demand because of MediaCityUK, FDI and the increasing trend of digitalisation / technology adoption in all sectors. SCC has provision in digital skills, which is supplemented with non-accredited provision by way of bootcamps. These may need expansion to address future skills requirements.