

Local area report **Stockport**

Data from the Greater Manchester
Local Skills Improvement Plan



Funded by
UK Government



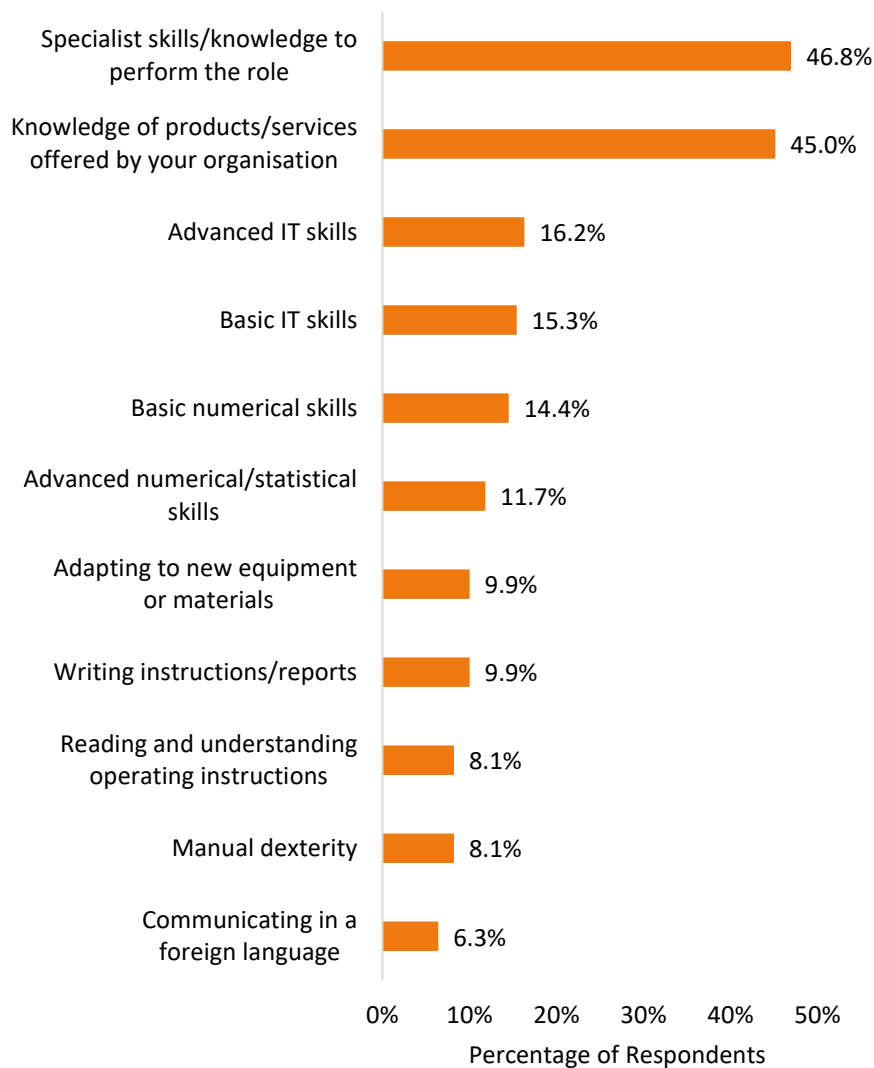
Greater Manchester
Chamber of Commerce

Stockport

Stockport was the local authority area with the highest number of recruitment difficulties, with 79% of businesses reporting they struggled to recruit staff. Stockport's employers especially had problems recruiting 'professional/managerial' roles, as 43% of them reported that getting people for these roles presented a challenge. This was followed by 'skilled and technical' (38.7%), 'clerical' (23.2%) and 'unskilled and semi-skilled' (14.1%). Notably, recruitment problems for every role were greater in Stockport compared to the Greater Manchester average.

The hardest-to-obtain technical skills from candidates were 'specialist skills/knowledge to perform the role' and 'knowledge of products/services offered by their organisation' with 46.3% and 45% of businesses reporting these. These two skills areas exceeded the others by far. In third and fourth place came 'advanced IT skills' (16.2%) and 'basic IT skills' (15.3%).

Technical Skills Difficult to Obtain From Candidates



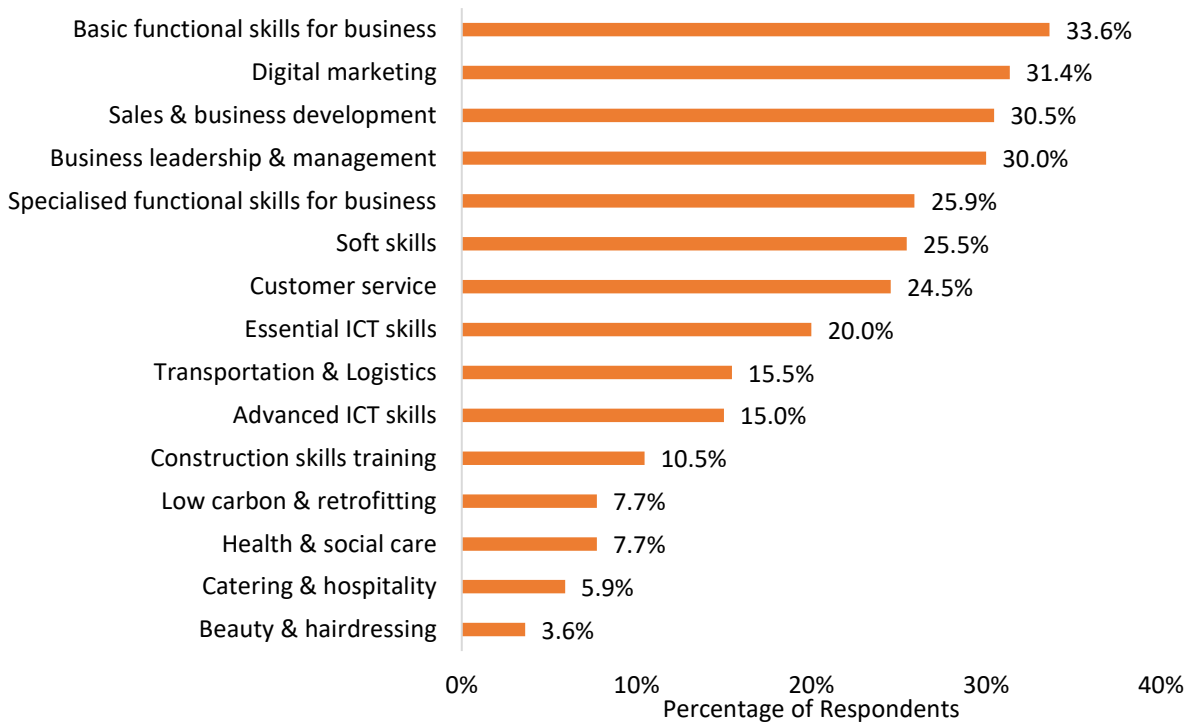
Regarding soft skills, 'ability to manage own time and prioritise own tasks' (33.3%), 'sales' (31.5%) and 'managing own feelings or the feelings of others' (29.6%) were the most difficult to find in candidates. 'IT skills' (both advanced and basic) and 'sales' were identified as being in short supply more often in Stockport than in Greater Manchester.

Soft Skills Difficult to Obtain From Candidates



The training courses with highest demand in Stockport were 'basic functional skills for business' (33.6%), 'digital marketing' (31.4%) and 'sales & business development' (30.5%). Other popular training courses were 'business leadership & management' (30%) and 'specialised functional skills for business' (25.9%). Compared to Greater Manchester, businesses in Stockport were substantially more interested in 'digital marketing' courses and less interested in the 'soft skills' and 'business leadership and management' courses.

Training Areas of Interest for Businesses



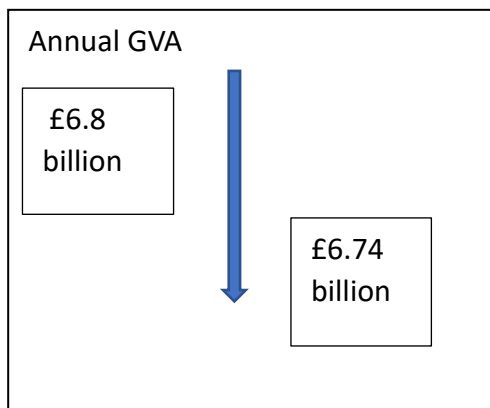
The below table shows the top 10 occupations by total number of vacancy postings in Stockport from 2017 – 2022. This is from Adzuna data.

2017		2018		2019	
Job title	Postings	Job Title	Postings	Job Title	Postings
Social Care Worker	1702	Social Care Worker	1845	Social Care Worker	1757
Customer Service Adviser	1686	Customer Service Adviser	1442	General Nurse	1350
General Nurse	1623	General Nurse	1325	Customer Service Adviser	1050
Mental Health Nurse	880	Mental Health Nurse	779	Mental Health Nurse	622
Administrator	654	Sales Executive	613	Software Developer	595

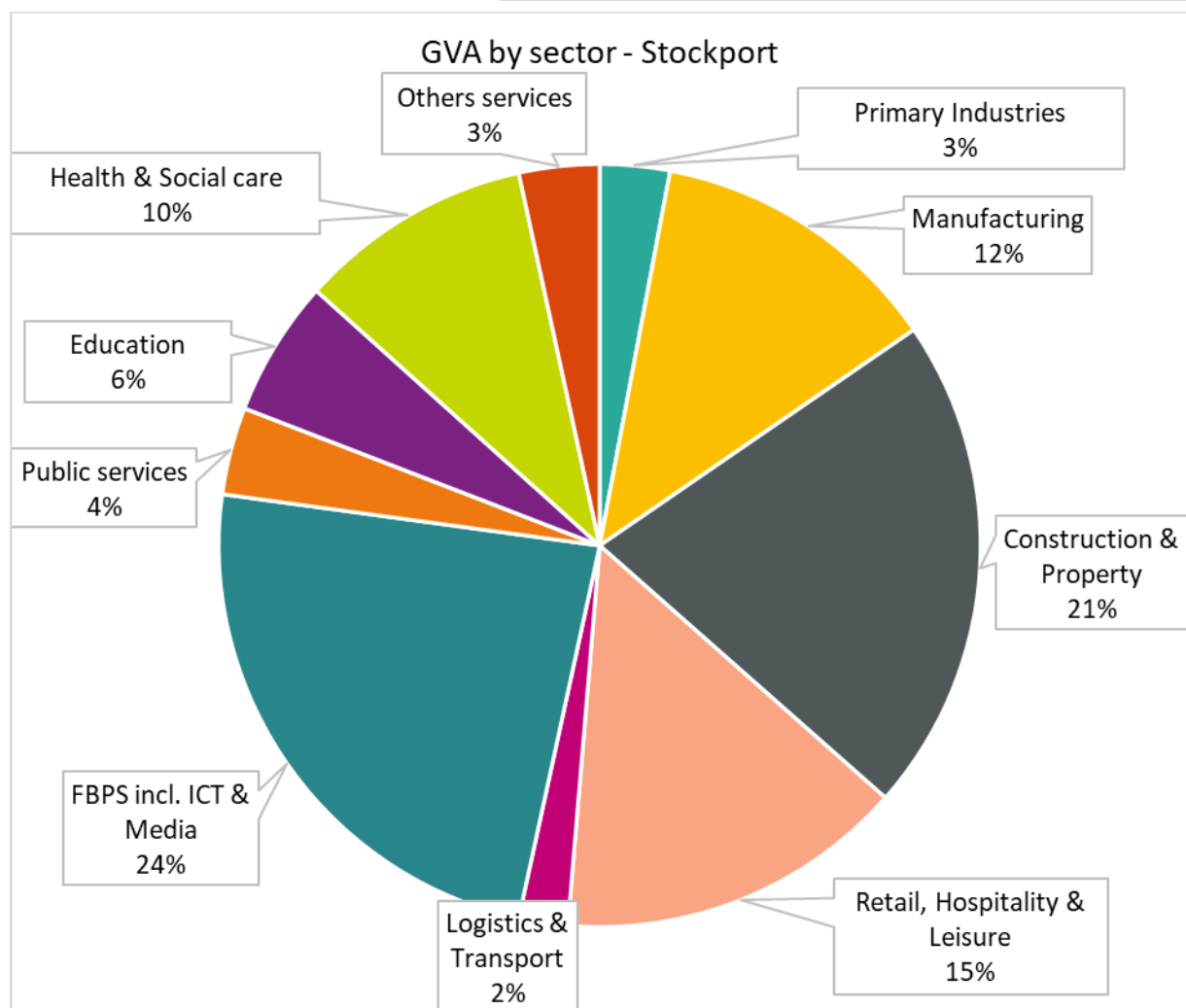
Assistant	615	Childminder	502	Sales Executive	578
Recruitment Consultant	570	Software Developer	489	Assistant	541
Sales Executive	551	Sales Adviser	447	Administrator	524
Healthcare Assistant	534	Driver	401	Teaching Assistant	470
Inbound Customer Service Adviser	530	Healthcare Assistant	377	Manager	462
2020		2021		2022	
Job title	Postings	Job Title	Postings	Job Title	Postings
Social Care Worker	2446	Social Care Worker	3048	Social Care Worker	2546
General Nurse	1318	General Nurse	1214	Customer Service Adviser	1297
Teaching Assistant	426	Customer Service Adviser	1054	General Nurse	1015
Software Developer	380	Teaching Assistant	718	Administrator	884
Mental Health Nurse	359	Administrator	710	Teaching Assistant	835
Assistant	342	Assistant	657	Manager	806
Customer Service Adviser	336	Cleaner	582	Warehouse Worker	665
Manager	290	Sales Executive	565	Assistant	599

Cleaner	269	Warehouse Worker	528	Tutor	565
Primary School Teacher	255	Recruitment Consultant	496	Software Developer	549

Employment in Stockport



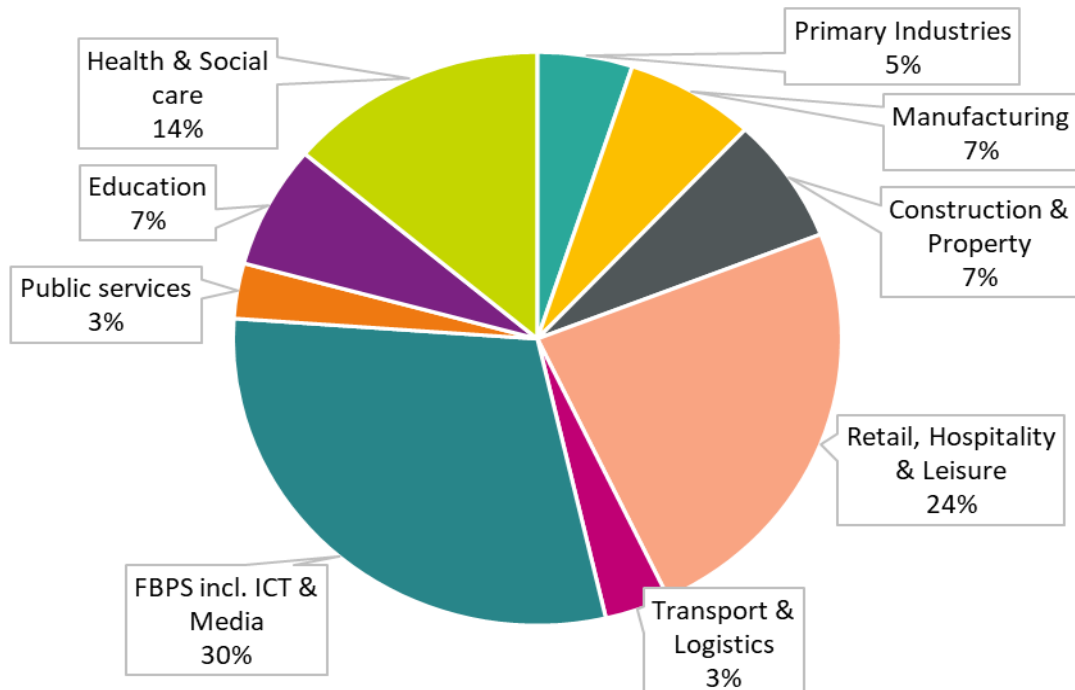
- Manufacturing grew by 21.7% between 2017 & 2021, 5% on average every year.
- FBPS incl. ICT & Media grew only 1.1% on average every year though it is the biggest sector by GVA in Stockport.
- Public services and health & social care both had a decline in GVA between 2017 and 2021 by 13.8% and 13% respectively.
- Construction & Property which is the second largest sector grew only 2.2% between 2017 and 2021.



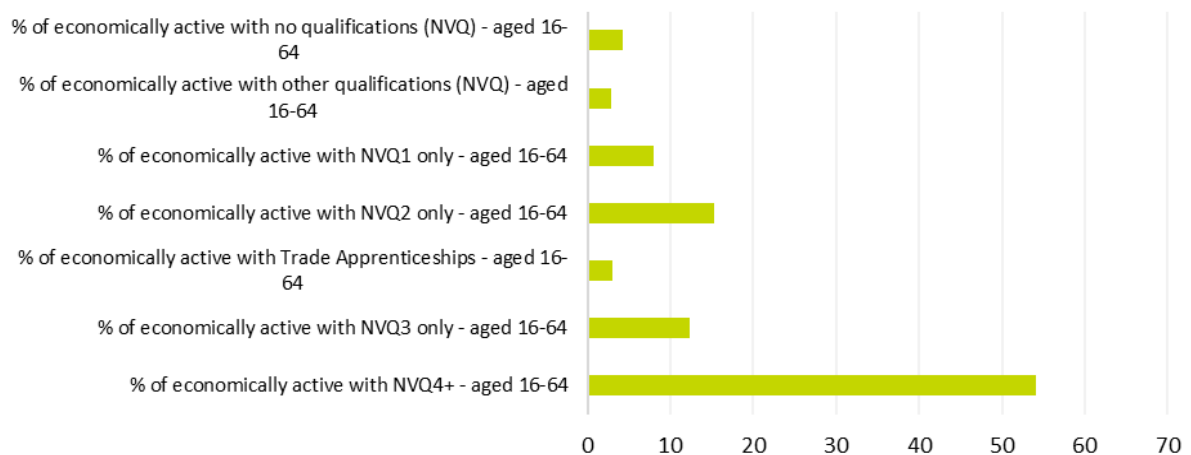
Employment – 144,400

- Sectors which recorded an increase in employment were Health & Social care (11%) and Business administration and support services (33%).
- Sectors which declined in employment 2020 and 2021 are Retail (8%) and Manufacturing (9%).
- Professional, scientific & technical jobs (15%) and Accommodation and food services (14%)

Employment by sector - Stockport



Percentage of economically active population with qualifications: Stockport



LA priorities¹²

- Construction
- Financial, Business and Professional Sector (FBPS)
- Digital Sector
- Human health and social work.

Future investment / projects¹³

Stockport is part of the Airport and Southern Growth corridor. 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
Logistics	Airport expansion	Cargo operator, forklift driver, ground staff for the airport, cargo movement, assembly operative, baggage handler (handling baggage from airport and assisting operation team)
Health	Public Investment	Care workers, care assistants, nurses
Education	Public investment	Teachers, teaching assistant, tutors, SEN assistant
Green Opportunities	Green infrastructure, transport, manufacturing	Plumbers – heat pump, retrofit assessor, retrofitting coordinator, digital skills needed for green transformation, energy consultant, low carbon project manager, electrical engineer, waste recycling management roles

¹² One Stockport Economic Plan 2022 <https://www.onestockport.co.uk/wp-content/uploads/2022/12/stockport-draft-economic-plan.pdf>

¹³ [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](https://www.greatermanchester.com/)

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
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Occupations most in demand identified from Adzuna data:

Sector	Job Titles
FBPS	<ul style="list-style-type: none"> • Recruitment Consultant • Software Developer • Project Manager • Accountant • .NET Developer • Financial Controller
Health and Social care	<ul style="list-style-type: none"> • Social Care Worker • General Nurse • Mental Health Nurse • Dental Nurse • Healthcare Assistant • Disability Assessor
Education	<ul style="list-style-type: none"> • Teaching Assistant • Tutor • SEN Assistant • Primary School Teacher • Cover Supervisor • Science Teacher Secondary School
Transport and storage	<ul style="list-style-type: none"> • Warehouse Worker • Hand Packer • Driving Instructor • Delivery Driver
Manufacturing	<ul style="list-style-type: none"> • Engineer • Production Operative • Electrician • Operations Manager • Maintenance Engineer • Assembly Operative
Hospitality	<ul style="list-style-type: none"> • Sales Executive • Chef • Kitchen Assistant • Customer Service Adviser • Waiter/Waitress

	<ul style="list-style-type: none"> • Sous Chef
Construction	<ul style="list-style-type: none"> • Carpenter • Quantity Surveyor • Bricklayer • Painter • Plumber • Roofer • Tile Fitter

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 Stockport.

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

Recommendations

1. Manufacturing is a significant sector in terms of employment and second in economic value add in Stockport. 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. New courses are likely to be required in Stockport to meet increased demand, particularly in higher level skills in the sector.
2. 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 warehousing and commercial development - e.g., dry lining, structurals and steel erection. Green/net-zero construction skill sets will need to be incorporated to ensure future demands are met.
3. 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 a serious retention challenge. ONS Population Estimates indicate that Stockport will see a lower rate of growth in the working age population (16-64) relative to increase in population of older age groups. This trend will accelerate demand for Health & Social Care professionals. There isn't adequate training provision for Health & Social Care occupations, which will need the creation of new courses. Moreover, pathways to enable career progression and improve staff retention will need to be created.
4. Health & Social Care is undergoing digitalisation and workers in the sector will need new digital skills. With the sector being a local priority, the borough 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 working and delivery 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.
5. Evidence shows that businesses are rapidly adopting digital marketing techniques, a trend seen across all sectors. Since digital marketing has numerous facets, courses at various levels are likely to quickly benefit local businesses. Digital skills have been prioritised by Stockport, hence, training in the following areas will be beneficial: Data Analysis, Computer and Network Support, Software and Programming, alongside Digital Marketing.
6. The LSIP survey showed that the education sector, a major employer, 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. There isn't adequate local training provision in this area and addressing this gap needs the creation of new courses and pathways.

7. Employers reported that there is a lot of demand for clerical/office administration roles including specialised roles in HR, finance, etc. Another area identified by businesses as a challenge were the skills staff needed to progress into leadership and managerial roles. Current provision included T-levels and apprenticeships but new training provision in leadership and management for existing workforce/adult learners could become a requirement.
8. In the long-term, the transition to net zero will mean increased adoption of electric vehicles, which is likely to create demand for electric vehicle maintenance and component replacement. Motor Vehicles Service & Maintenance courses will need to incorporate the knowledge and skills needed in this area.