





# Local area report **Tameside**



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



Funded by  
**UK Government**



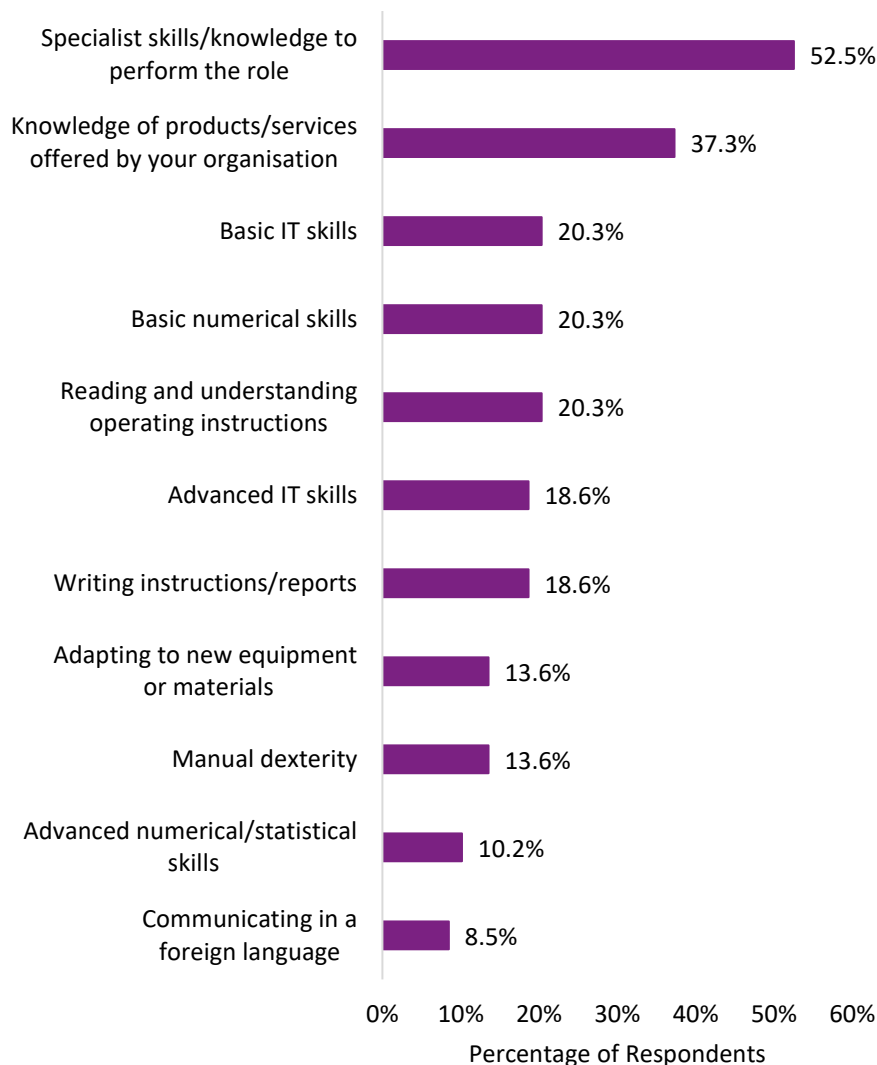
Greater Manchester  
Chamber of Commerce

## Tameside

70.7% of businesses in Tameside faced recruitment difficulties, marginally higher than the Greater Manchester average. Similar to the situation in most local authority areas, 'skilled and technical' roles were the hardest to fill with 35.1% of businesses reporting a struggle to recruit people in these positions. This was followed by 'clerical' (29.8%), 'professional/managerial' (24.6%) and 'unskilled and semi-skilled' (22.8%). Remarkably, recruitment problems were elevated even for low skilled roles.

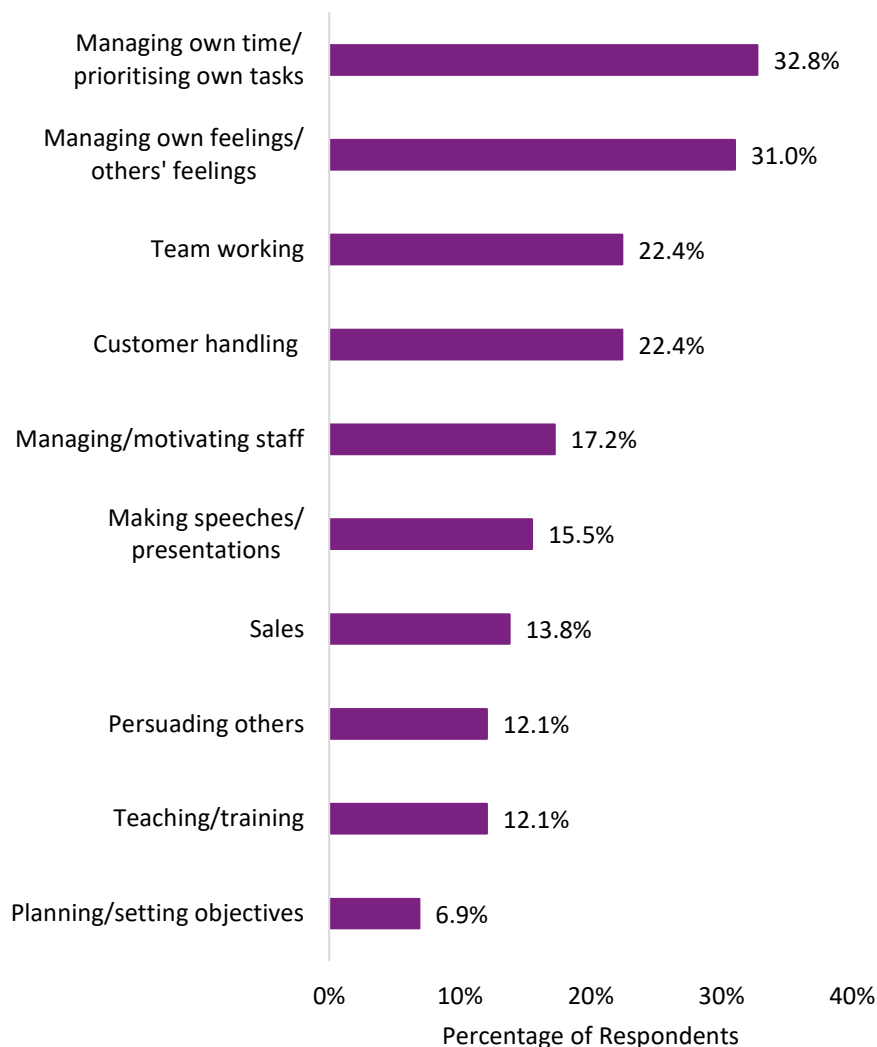
Technical and soft skills gaps among candidates were similar in Tameside to Greater Manchester. 'Specialist skills/knowledge to perform the role' and 'knowledge of products/services offered by their organisation' were the most difficult skills to obtain from candidates, with 52.5% and 37.5% of businesses reporting so. Next, it was 'basic IT skills', 'advanced IT skills' and 'reading and understanding operating instructions', each with 20.3% of businesses identifying a shortage of that skill.

### Technical Skills Difficult to Obtain From Candidates



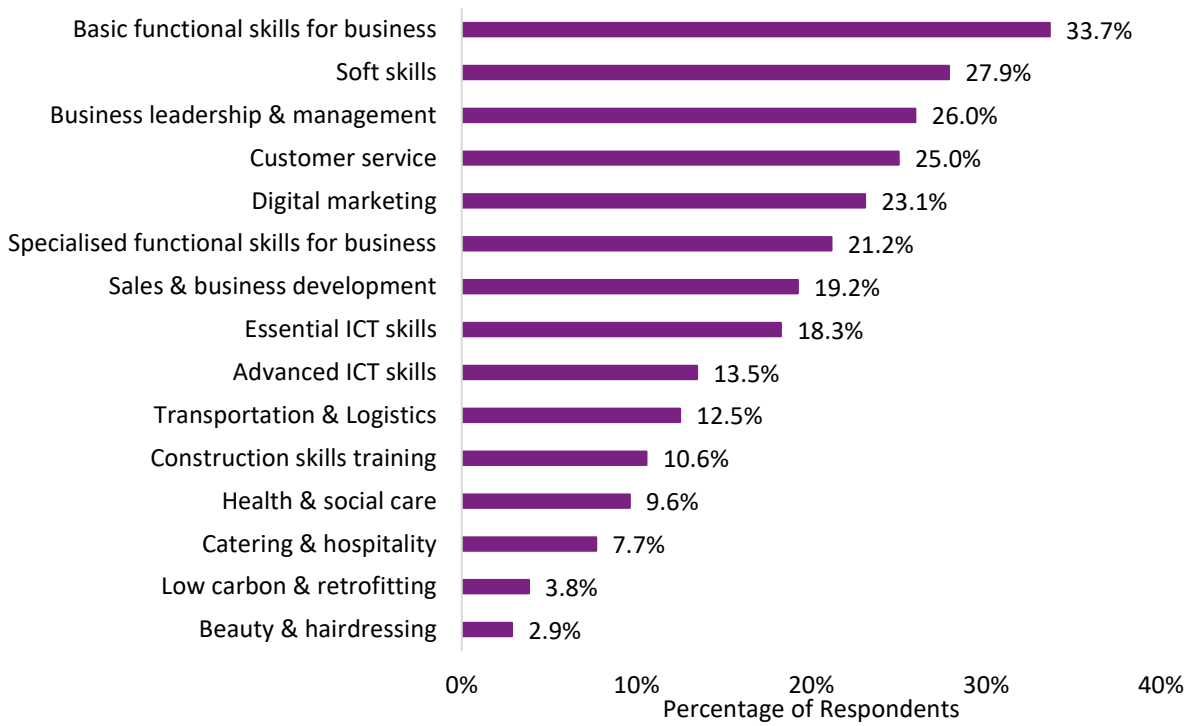
Regarding soft skills, businesses reported that candidates lacked ‘the ability to manage own time and prioritise own tasks’ (32.8%), ‘managing own feelings or the feelings of others’ (31%) and ‘team working’ (22.4%) the most. Employers observed a greater gap in ‘IT skills’ (both basic and advanced), ‘reading and understanding operating instructions’ and ‘team working’ in Tameside compared to Greater Manchester.

### Soft Skills Difficult to Obtain From Candidates



The most popular training area in Tameside was ‘basic functional skills for business’, with 33.7% of the respondents expressing their interest in courses in this topic. Next, it was ‘soft skills’ (27.9%), ‘business leadership and management’ (26%), ‘customer service’ (25%) and ‘digital marketing’ (23.1%). There was more interest in ‘digital marketing’ courses in Tameside than in Greater Manchester.

### Training Areas of Interest for Businesses



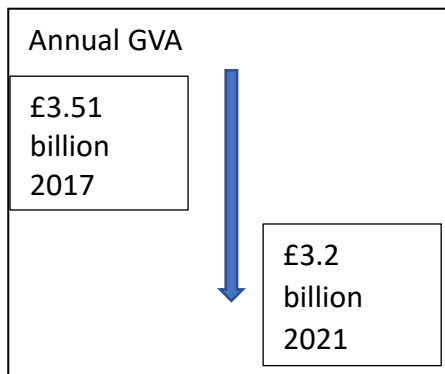
The below table shows the top 10 occupations by total number of vacancy postings in Tameside from 2017 – 2022. This is from Adzuna data.

2017		2018		2019	
Job title	Postings	Job title	Postings	Job title	Postings
Social Care Worker	602	Social Care Worker	782	Social Care Worker	727
General Nurse	464	General Nurse	374	General Nurse	468
Teacher	305	Childminder	297	Teacher	286
Childminder	301	Teacher	267	Healthcare Assistant	148
Healthcare Assistant	252	Healthcare Assistant	207	Manager	127

Agency Registered Nurse	166	Maintenance Engineer	162	Mental Health Nurse	118
Customer Service Adviser	153	Warehouse Worker	136	Tutor	118
Mental Health Nurse	153	Machine Operator	135	Warehouse Worker	117
Home Manager	147	Manager	133	Advanced Nurse Practitioner	115
Housekeeper	144	Tutor	128	GP	113
<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>
Social Care Worker	603	Social Care Worker	564	Social Care Worker	1121
General Nurse	319	Warehouse Worker	283	Warehouse Worker	559
Teacher	178	General Nurse	279	Manager	330
Cleaner	121	Teacher	275	Cleaner	327
Warehouse Worker	97	Production Operative	269	Night Care Assistant	278
Teaching Assistant	88	Cleaner	250	Teacher	252
Delivery Driver	80	Delivery Driver	181	Associate	251
Production Operative	73	Lorry Driver	171	General Nurse	231

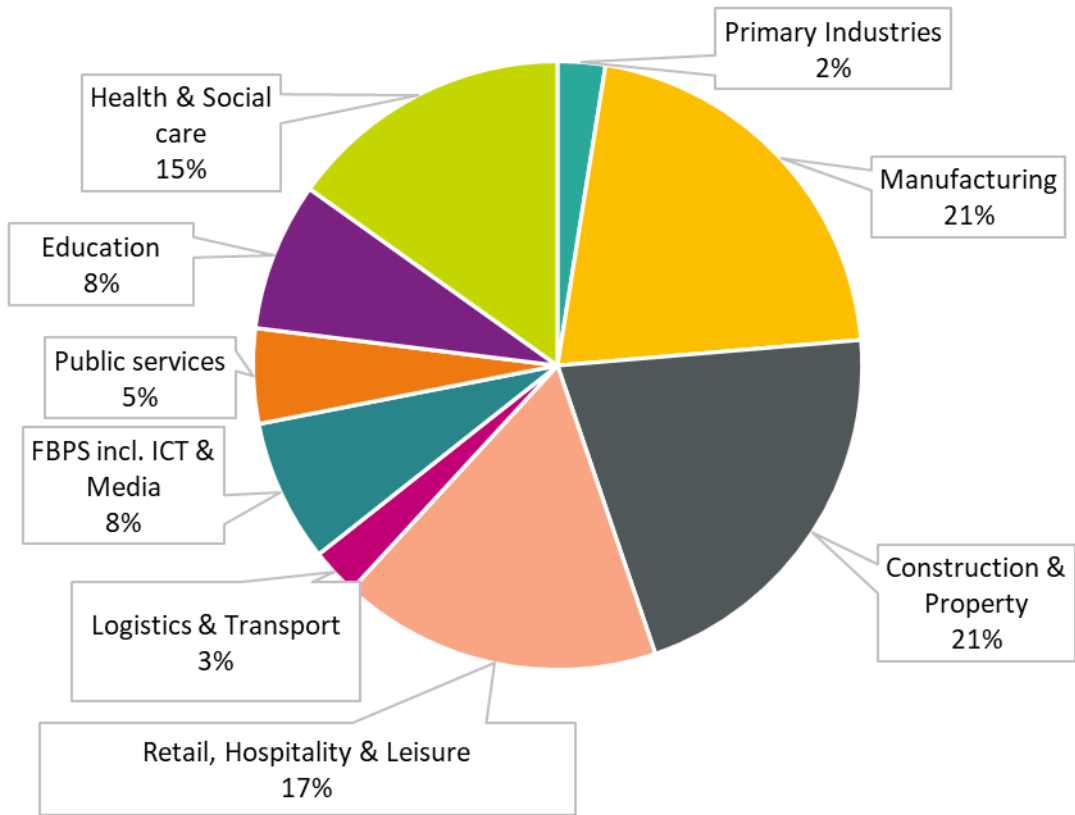
Manager	72	Manager	148	Teaching Assistant	205
GP	68	Healthcare Assistant	148	Hand Packer	191

### Employment in Tameside



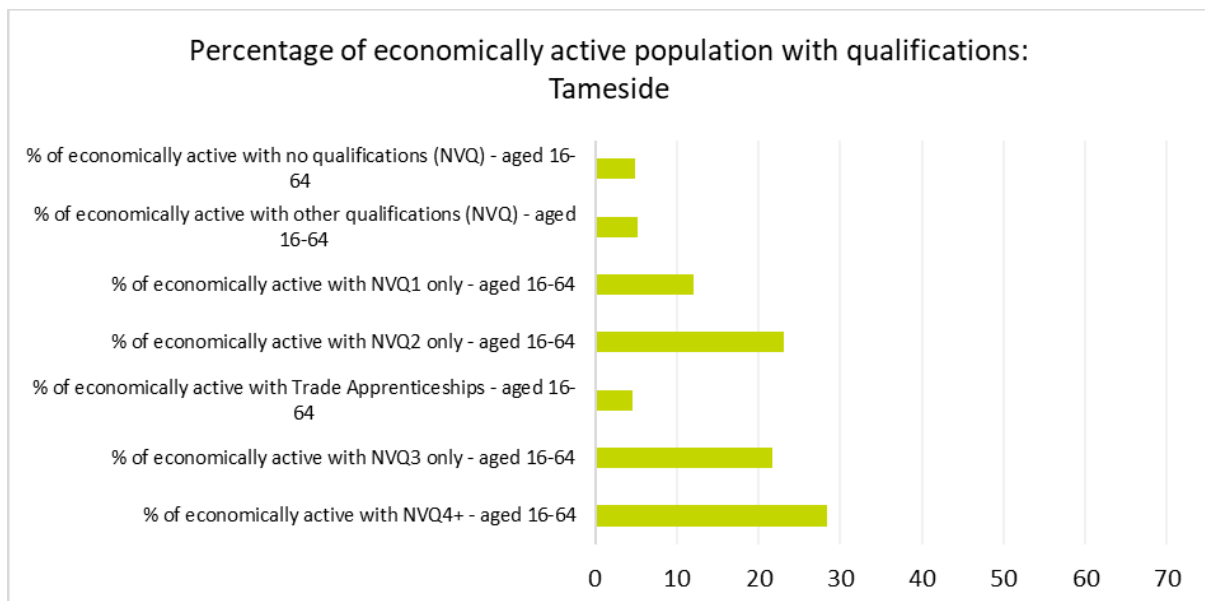
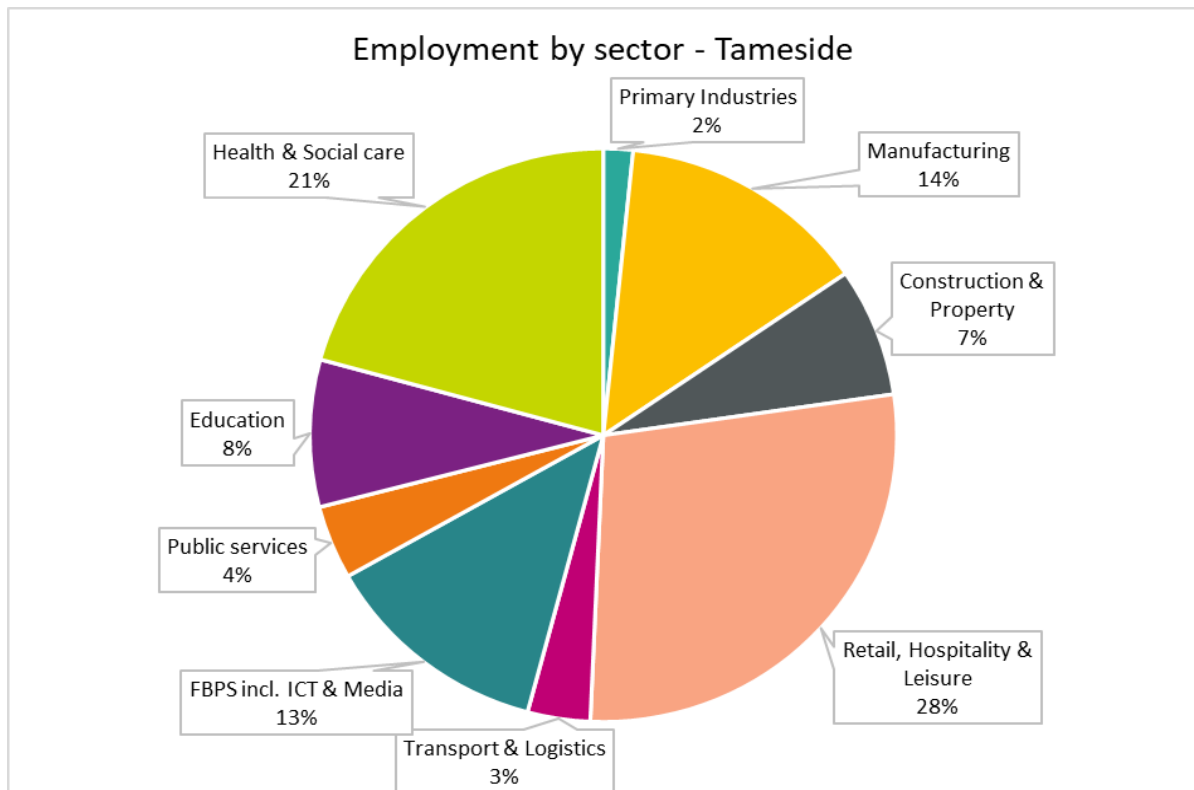
- Construction & Property which is the largest sector by GVA for Tameside showed a decline in growth on average by 2.1% since 2017 to 2021.
- Manufacturing and Primary Industries are the only two sectors that showed an increase in growth on average by 3.7% and 7.5% respectively.
- Retail, Hospitality & Leisure, which is the second largest sector by GVA, has a negative growth on average 0.9% since 2017, 3.6% between 2017 and 2021.
- Health and Social care which is the largest sector by employment also showed a decline between 2017 and 2021 by about 21.3%.
- FBPS incl. ICT & Media showed a large decline by about 40% between 2017 -2021, 12% on average each year.

### GVA by sector - Tameside



## Employment – 107, 100

- Manufacturing has seen very little increase in jobs consistently from 2017-2021. Employment declined by an average of 2% each year.
- Employment in Financial and Insurance, Professional, Scientific & Technical grew on average in Tameside, increasing 16% and 4% respectively.





## LA priorities<sup>14</sup>

- Digital, Media Creative and Tech (DMCT)
- Advanced Manufacturing and Materials
- Health
- Education
- Financial and professional services

## Future investment / projects<sup>15</sup>

Tameside is part of the Eastern 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	Modern business district, residential buildings, creative studios, cafes and communal spaces, Metrolink, infrastructure	Civil engineer, labourer, site supervisor, quantity surveyor, roofer, tile fitter, scaffolder, plasterer, painter, bricklayer, ceiling fixer, highway engineer, rail engineer
Hospitality	Hyde growth triangle	Shop/ retail assistant, chef, sous chef, cleaner, waste picker, security officer, customer service advisor
Digital, media, creative and tech	Hub for digital and creative business	Business analyst, software developer, social media manager, media content creator and planner, editor and publisher
Professional services	Finance and other professional businesses in new office buildings	Accountant, account manager, project manager, administrator, credit and payment related roles, finance 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

<sup>14</sup> Tameside Plan [https://www.tameside.gov.uk/TamesideMBC/media/EmploymentandSkills/Inclusive-Growth-Strategy-2126\\_1.pdf](https://www.tameside.gov.uk/TamesideMBC/media/EmploymentandSkills/Inclusive-Growth-Strategy-2126_1.pdf)

<sup>15</sup> [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](http://aboutgreatermanchester.com)

		recycling management roles
Health	Public Investment	Care worker, care assistant, nurse.
Education	Public investment	Teachers, teaching assistant, tutor, SEN assistant
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"> <li>• Manager</li> <li>• Administrator</li> <li>• Software Developer</li> <li>• Consultant</li> <li>• Recruitment Consultant</li> </ul>
Health and Social care	<ul style="list-style-type: none"> <li>• Social Care Worker</li> <li>• Night Care Assistant</li> <li>• General Nurse</li> <li>• Healthcare Assistant</li> <li>• Personal trainer</li> <li>• GP practitioner</li> <li>• Home manager</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Teaching Assistant</li> <li>• Teacher</li> <li>• SEN Assistant</li> <li>• Tutor</li> <li>• Primary School Teacher</li> </ul>
Transport and storage	<ul style="list-style-type: none"> <li>• Cleaner</li> <li>• Hand Packer</li> <li>• Delivery Driver</li> <li>• Forklift Operator</li> <li>• Warehouse worker</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>• Engineer</li> <li>• Production Operative</li> <li>• Gas Engineer</li> <li>• Maintenance Engineer</li> <li>• Operator</li> </ul>

	<ul style="list-style-type: none"> <li>• Handy man</li> <li>• Vehicle technician</li> </ul>
Hospitality	<ul style="list-style-type: none"> <li>• Chef</li> <li>• Customer Service Adviser</li> <li>• Kitchen Assistant</li> <li>• Sales Executive</li> <li>• Shop manager</li> <li>• Shift manager</li> </ul>
Construction	<ul style="list-style-type: none"> <li>• Bricklayer</li> <li>• Carpenter</li> <li>• Roofer</li> <li>• Garden labourer</li> <li>• Tile Fitter</li> <li>• Painter</li> <li>• Electrician</li> <li>• Scaffolder</li> </ul>

## 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 Tameside.

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
- Low number of applicants generally
- Not enough people interested in doing this type of job

## Recommendations

1. Tameside's manufacturing sector accounts for 11% of GM employment in the sector which offers and is the highest employment of all sectors in the borough. Even though Tameside College offers training in electrical and mechanical engineering, the College could increase its provision of advanced manufacturing courses, which can take digitalisation and sustainable development into account. Digitalisation can be beneficial in improving efficiency, productivity and reducing costs. On the other hand, decarbonisation and energy efficiency in terms of electrification and battery technology, are aspects that require attention in this sector. Therefore, in addition to these, courses should also be tailored to incorporate topics on software development, testing, plastics, electronics, and 3D printing.
2. The healthcare sector has an average growth of 8% over the past five years from 2017-2021 according to the BRES data. The health sector is of importance with high demand for care workers and nurses, however, the sector faces a retention challenge. Therefore, Tameside College could improve the course offer by creating pathways to enable career progression and improve staff retention. More courses should be tailored to meet the demands for social care workers, night care assistants and healthcare assistants as these are the most advertised occupations.
3. The Financial Business and Professional sector has an average growth of employment at the rate of 3% between 2017-2021. There is provision for areas like accountancy, though there is a significant gap in other areas such as project managers, administrators, credit and payment related roles, finance assistant, business analyst, software developers, etc., where it has been observed there is a consistent higher number of vacancies over a five-year period (according to the Adzuna data).
4. Tameside College should implement courses focused on developing a green economy in the borough. Courses should be tailored for job titles like low carbon project manager, waste recycling management roles, etc. In the construction sector existing provision includes courses on bricklaying, plumbing, carpentry, painting and decoration. Retrofit, which will become an intrinsic element in construction and building management should be given primary importance alongside 'trade' skills.
5. Regarding the Hospitality sector, more courses need to be tailored to meet the increasing demand for customer service advisers, retail assistants, chefs (in particular) since these occupations are difficult to recruit, according to employers.

6. Growth in the DMCT (Digital, Media, Creative and Tech) sector has increased automation and the adoption of Artificial Intelligence and Big Data. It is recommended that future courses focus on the following areas: social media marketing, digital marketing, animation, data analytics, and increased digitalisation needs across all sectors.