

# Local area report **Trafford**

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



**Funded by  
UK Government**



Greater Manchester  
Chamber of Commerce

## Trafford

70% of businesses in Trafford reported recruitment difficulties. This proportion was marginally higher than that of Greater Manchester, meaning that there were more recruitment problems in Trafford. Interestingly, 'clerical' roles were the most difficult to fill in Trafford (30.3%). This was followed by 'skilled and technical' (27.5%), 'professional/managerial' (26.6%), and 'unskilled and semi-skilled' jobs (14.7%). Trafford stood out from all other local authorities as the area where the most difficult roles to recruit were either in 'skilled and technical' or 'professional/managerial' categories.

Skills shortages among candidates were practically the same in Trafford and Greater Manchester. The major technical skills gap was around 'specialist skills/knowledge to perform the role', as 43.3% of the respondents agreed that this was difficult to obtain from candidates. Next it was 'knowledge of products/services offered by their organisation' and 'advanced numerical/statistical skills', both with 24.4% of businesses reporting so.

### Technical Skills Difficult to Obtain From Candidates



The soft skills that candidates lacked the most was the 'ability to manage own time and prioritise own tasks', as 34.1% of respondents reported that it was hard to obtain from candidates. This was followed by 'customer handling' (29.7%) and 'managing own feelings or the feelings of others' (28.6%).

### Soft Skills Difficult to Obtain From Candidates



The most in-demand training course was 'basic functional skills for business' with 36% of businesses saying they were interested in it. Then it was 'customer service' (33.7%) and 'business leadership and management' (27.4%). Other popular courses were 'sales and business development' (25.1%) and 'soft skills' (24.6%). Despite being in the top five, 'Soft skills' courses had lower demand in Trafford compared to Greater Manchester overall.

### Training Areas of Interest for Businesses



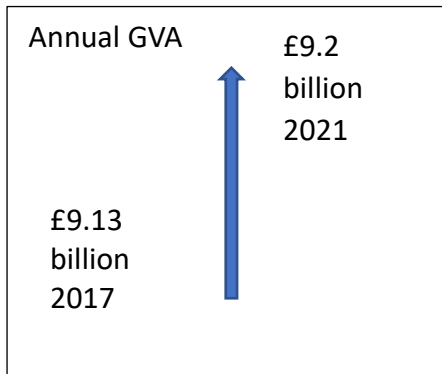
The below table shows the top 10 occupations by total number of vacancy postings in Trafford from 2017 – 2022. This is from Adzuna data.

2017		2018		2019	
Job title	Postings	Job Title	Postings	Job Title	Postings
Customer Service Adviser	1518	Customer Service Adviser	898	Social Care Worker	703
Recruitment Consultant	1061	Social Care Worker	818	Customer Service Adviser	443
Social Care Worker	1006	Recruitment Consultant	625	General Nurse	413
Sales Adviser	652	Warehouse Worker	567	Warehouse Worker	409
Administrator	582	Lorry Driver	378	Administrator	402

Assistant	490	Software Developer	376	Assistant	398
General Nurse	478	Administrator	348	Recruitment Consultant	381
Warehouse Worker	457	General Nurse	336	Manager	329
Sales Executive	451	Sales Executive	330	Mental Health Nurse	321
Lorry Driver	390	Assistant	322	Sales Executive	321
<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	648	Social Care Worker	1149	Social Care Worker	1506
General Nurse	417	Warehouse Worker	562	Warehouse Worker	1423
Warehouse Worker	256	Recruitment Consultant	476	Recruitment Consultant	939
Lorry Driver	232	Administrator	424	Customer Service Adviser	740
Teaching Assistant	219	Sales Executive	393	Manager	619
Software Developer	212	Manager	369	Associate	593
Cleaner	196	Customer Service Adviser	364	Cleaner	560
Administrator	180	Cleaner	363	Hand Packer	528

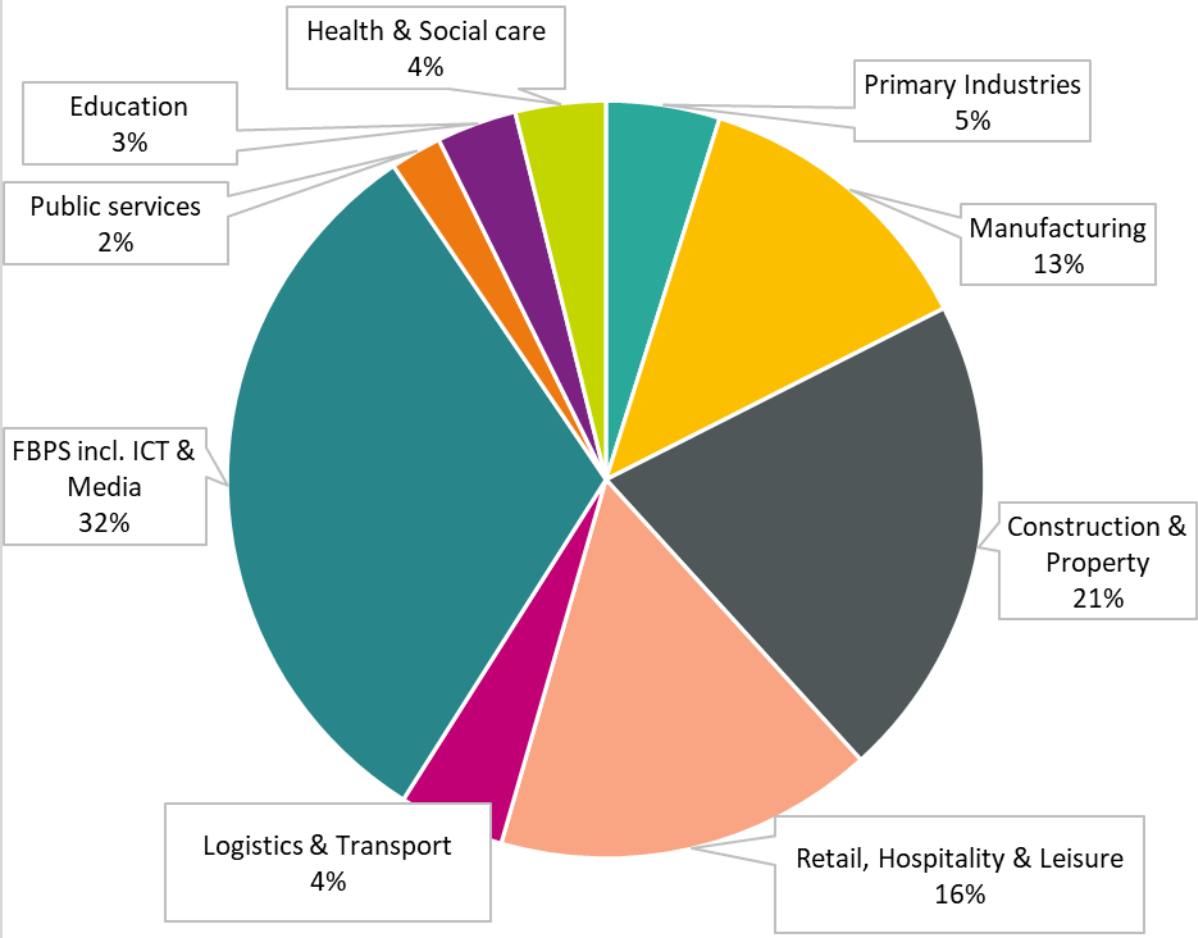
Sales Executive	161	Lorry Driver	325	Software Developer	509
Healthcare Assistant	160	Assistant	309	Sales Executive	442

### Employment in Trafford



- The Professional services sector has remained the largest sector since 2017, and the sector grew by 10.6% between 2017 and 2021.
- Despite making a small share of GVA, the primary industries group witnessed the highest growth and annual average growth of 46.7% and 10% respectively between 2017 and 2021.
- The Construction sector is the second largest sector, but the sector's GVA has declined annually by 3% on average since 2017.
- The Health and Social sector declined the most by 16.7% between 2017 and 2021.

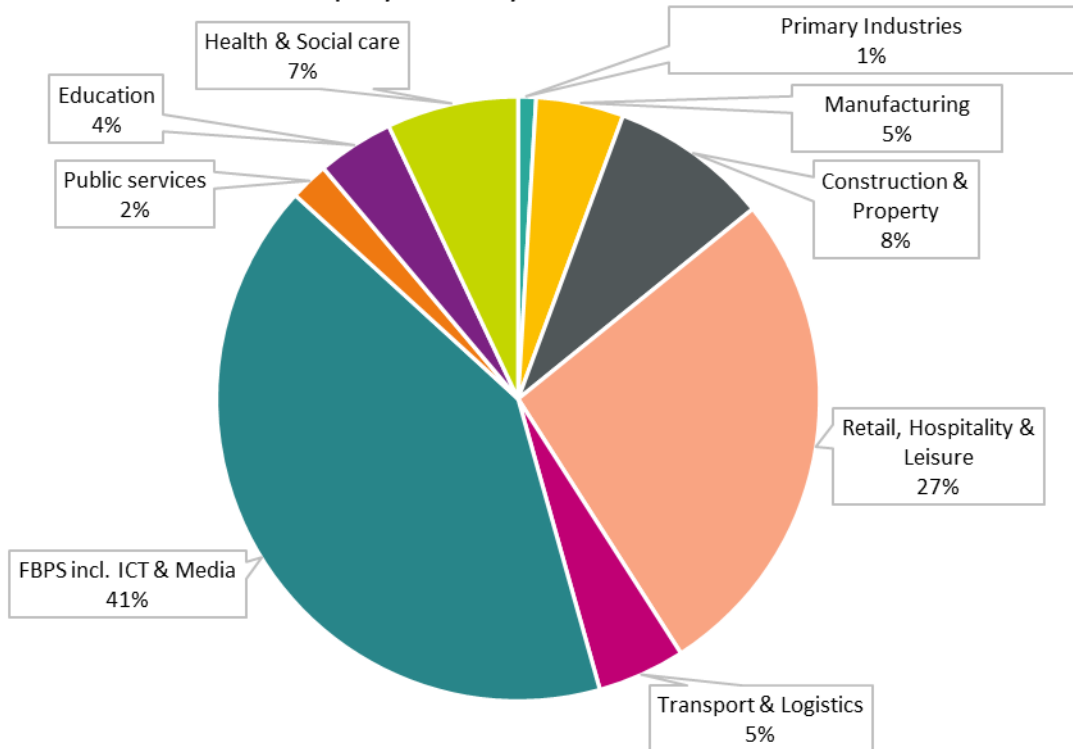
GVA by sector - Trafford



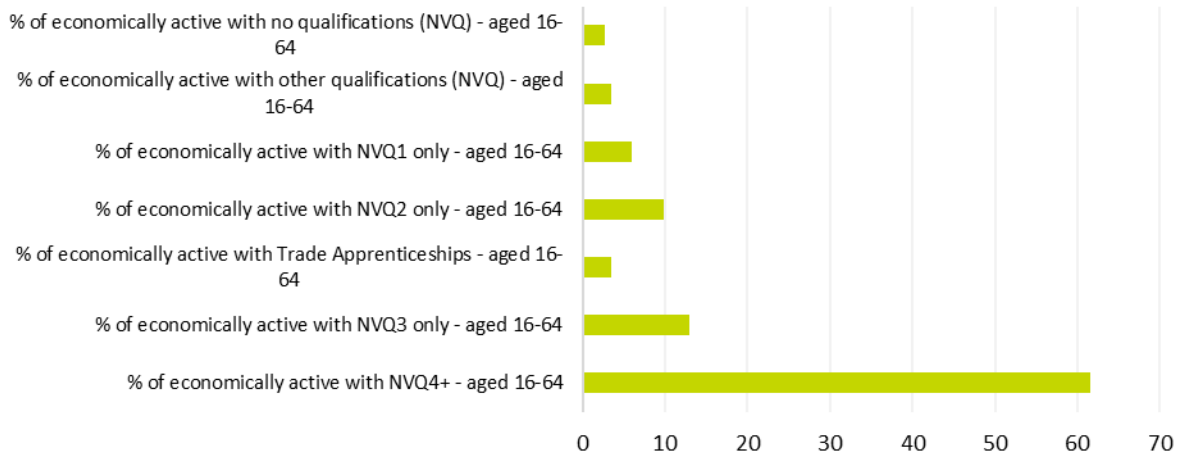
### Employment - 110,800

- Professional Services (included in FPBS incl. ICT and Media) employ the largest number of people at 41% of total employment.
- In 2021, Transport & Logistics sector and Professional Services were the top two sectors with the largest growth in employment compared to 2017, at 33% and 27% respectively.
- For the same period, the primary industries group had the largest decline in employment by 26%.

#### Employment by sector - Trafford



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





## LA priorities <sup>16</sup>

- Financial, Professional and Business Services
- Creative, Digital and Technology
- Life Sciences
- Advanced Manufacturing
- Logistics

## Future investment / project <sup>17</sup>

Trafford is part of The Western Gateway. 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	Maximising opportunities from transport connections, housing	Site manager, civil engineer, commercial manager, surveyor, site supervisor, rail engineer, highway maintenance operative, construction trades
Logistics	Transport and distribution	HGV driver, transport planner, warehouse operative, forklift driver
Professional services	Construction projects	Cost manager, cost consultant, energy project manager, utility assessments for different buildings and construction projects, sustainability advisor, energy scientist
Green Opportunities	Green hydrogen production facility, Li-ion battery energy storage scheme, liquid air storage plant, low carbon energy park	Green hydrogen specialist, energy consultant, energy project manager, wind energy scientist, hydrogen commercial project lead, risk analyst, energy project planner, environment consultant
Manufacturing	Advanced manufacturing, commercialisation of advanced manufacturing techniques, research on advanced manufacturing	Production operative, software developer, mechanical engineer, electric engineer, automotive design

<sup>16</sup> Trafford Economic Development Plan <http://www.traffordpartnership.org/useful-links/Docs/2021-blueprint.pdf>

<sup>17</sup> [Greater Manchester's Growth Locations \(aboutgreatermanchester.com\)](http://aboutgreatermanchester.com)

		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>• Recruitment Consultant</li> <li>• Management Accountant</li> <li>• Project Manager</li> <li>• Account manager</li> <li>• Consultant</li> <li>• Purchase Ledger Administrator</li> <li>• Payroll clerk</li> <li>• Front End Developer</li> <li>• NET 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>• Relief support worker</li> <li>• Mental Health Support Worker</li> <li>• Mental Health Nurse</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Teaching Assistant</li> <li>• Tutor</li> <li>• Primary school teacher</li> <li>• Supply teacher</li> </ul>
Transport and storage	<ul style="list-style-type: none"> <li>• Cleaner</li> <li>• Hand packer</li> <li>• Driver</li> <li>• Shop manager</li> <li>• Forklift operator</li> <li>• Shift manager</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> <li>• Handy man</li> <li>• Vehicle technician</li> </ul>
Hospitality	<ul style="list-style-type: none"> <li>• Customer Service advisor</li> <li>• Sales Executive</li> <li>• Chef</li> <li>• Receptionist</li> <li>• Shop manager</li> </ul>
Construction	<ul style="list-style-type: none"> <li>• Bricklayer</li> </ul>

	<ul style="list-style-type: none"> <li>• Carpenter</li> <li>• Roofer</li> <li>• Tile Fitter</li> <li>• Painter</li> <li>• Electrician</li> <li>• Quantity surveyor</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 Trafford:

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

### 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 generally
- Low number of applicants with the required skills
- Low number of applicants with the required aptitude

### Recommendations

1. There is a huge plan to transform Trafford Park and the borough to focus on green/net zero industries to enable the growth in sustainable jobs. This will see an increase in the demand for green skills which need employees to upskill or learn new skills. Trafford Green Hydrogen is a major initiative, one of Trafford Council’s corporate priorities to reach its target of net zero carbon emissions by 2038. Producing, transporting, and using hydrogen will require new skills and Trafford College can help to develop those. Jobs which specialise in hydrogen, e.g., Green

Hydrogen Project Manager and Energy Consultants are likely to develop here in advance of other areas in GM.

2. There is a gradual transition towards a green economy and all sectors will need to reduce carbon emissions and transition to net zero. New jobs in construction and energy management will emerge and these could require specific accreditation and certification. These will need to be incorporated into FE training provision. At the moment, there is a general lack of green skills training, which needs to be rapidly remedied.
3. Within professional and business services, employers have reported that there is high demand for clerical/office administration roles including specialised roles in HR, Finance etc. Another area identified by businesses as a challenge was staff being able to obtain the skills they need to progress into leadership and managerial roles. Current provision includes multiple apprenticeship courses but new training provision in leadership and management for existing workforce / adult learners could become a requirement.
4. Although manufacturing saw a decrease in employment in Trafford, it is an important contributor to economic value add in the borough. 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 Trafford. This requires training provision for those jobs that will operate with a high crossover between digital and manufacturing. Future training in manufacturing will likely need to include computing, IoT sensors and manufacturing data analytics.
5. Logistics has been identified as a priority area for Trafford. In the last five years, demand has been high for logistics related occupations such as warehouse workers, forklift operators, operations managers etc. Demand in these occupations is likely to increase. Currently, there isn't adequate provision for training and qualifications in Logistics.
6. Innovation in manufacturing and science-based sectors such as chemicals, pharmaceuticals, and green technologies will be a crucial driver of productivity, growth and competitiveness. Life sciences is a priority sector for Trafford. This area could benefit from the creation of T-level qualifications so that specific skillsets that employers demand are met.
7. Digital, technology and creative sectors are priorities for Trafford. These areas could see consistent labour demand because of expansion in FPBS. Trafford College Group has provision in digital skills, which is supplemented with non-accredited provision by way of bootcamps. These will need expansion to address future skills requirements.