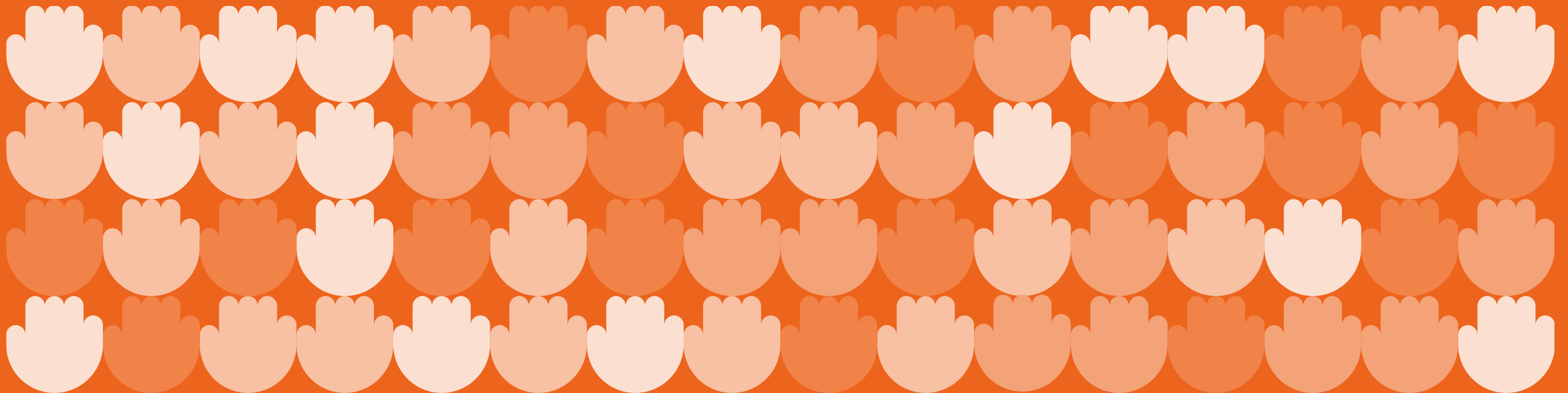


GM Labour Market & Skills Intelligence Pack

Winter 2023



Purpose of Pack

This pack collates Labour Market Information and Skills Intelligence from various sources.

The purpose of the pack is:

- To provide an evidence base for ongoing policy and programme development
- To inform curriculum development, adaptation, and refinement
- To inform commissioned activity by GMCA

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Labour Market Headlines

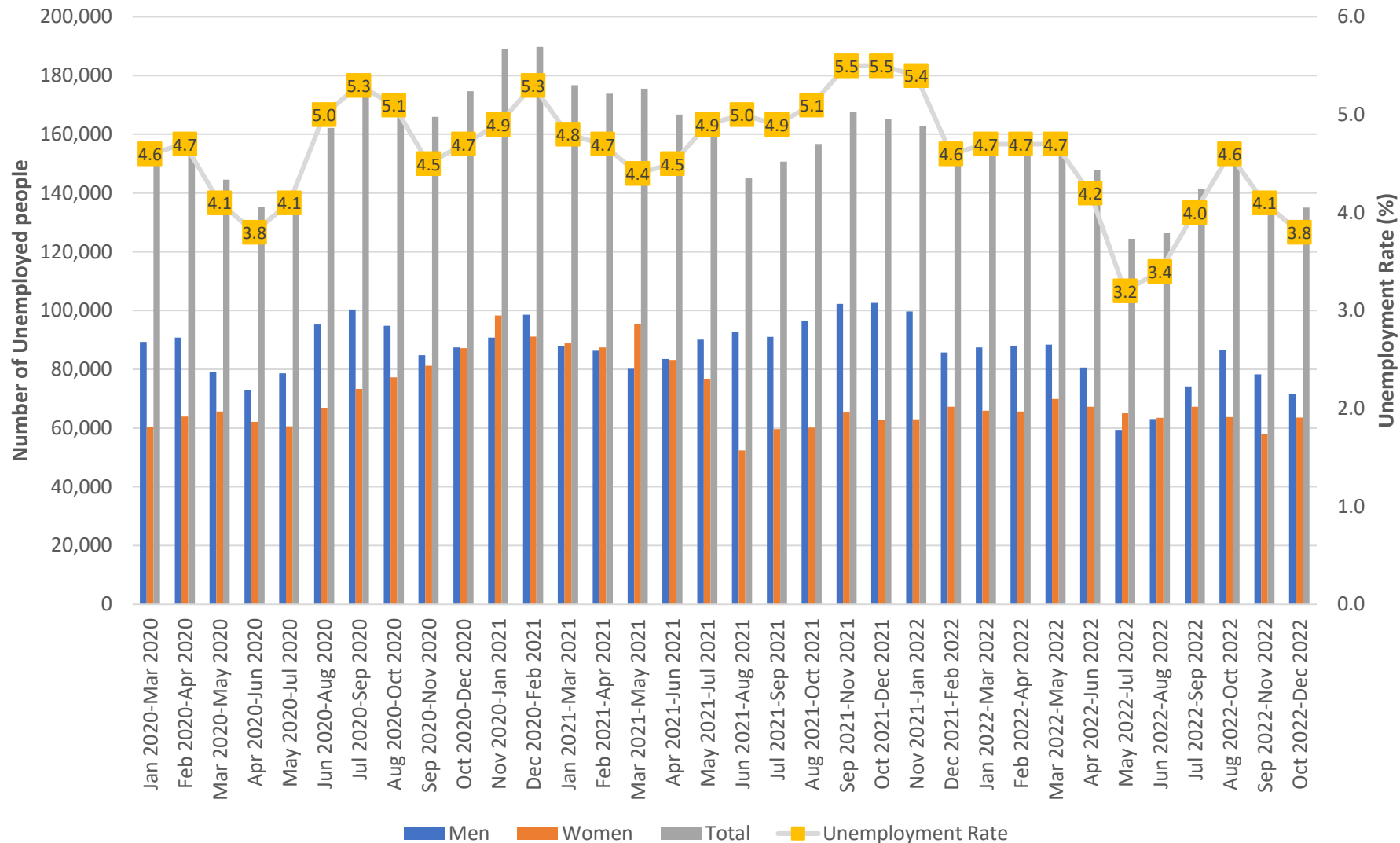
- Greater Manchester's **workforce is deep and broad**, and shares similarities with many other city regions.
- The Public Sector **employs around 1 in 3 workers in GM**, across health, education, emergency services, and local government.
- Over the course of the pandemic, **the size of GM's workforce has contracted** – GM-level data shows around 15,000 fewer people in work in the year to June 2022 (vs. June 2019).
- Different areas of the economy have seen different trends – **hospitality has lost around 50,000 workers** in the same time period, while the financial services and public sector workforce has grown.
- Unemployment remains low – the reduction in the size of the workforce has been **driven by increases in economic inactivity**.

GM Workforce Overview

Broad Sector (SIC 2007)	Workforce	Proportion
A Agriculture & fishing	3,900	0.3%
B,D,E Energy & water	12,600	1.0%
C Manufacturing	94,900	7.3%
F Construction	82,000	6.3%
G,I Distribution, hotels & restaurants	204,500	15.8%
H,J Transport & Communication	132,000	10.2%
K-N Banking finance & insurance etc.	265,600	20.6%
O-Q Public admin education & health	436,300	33.8%
R-U Other services	59,800	4.6%
Total	1,291,600	100%

Post-pandemic Unemployment

Unemployment, number and rate (16+), North West (NW), Jan-Mar 2020 – Oct-Dec 2022

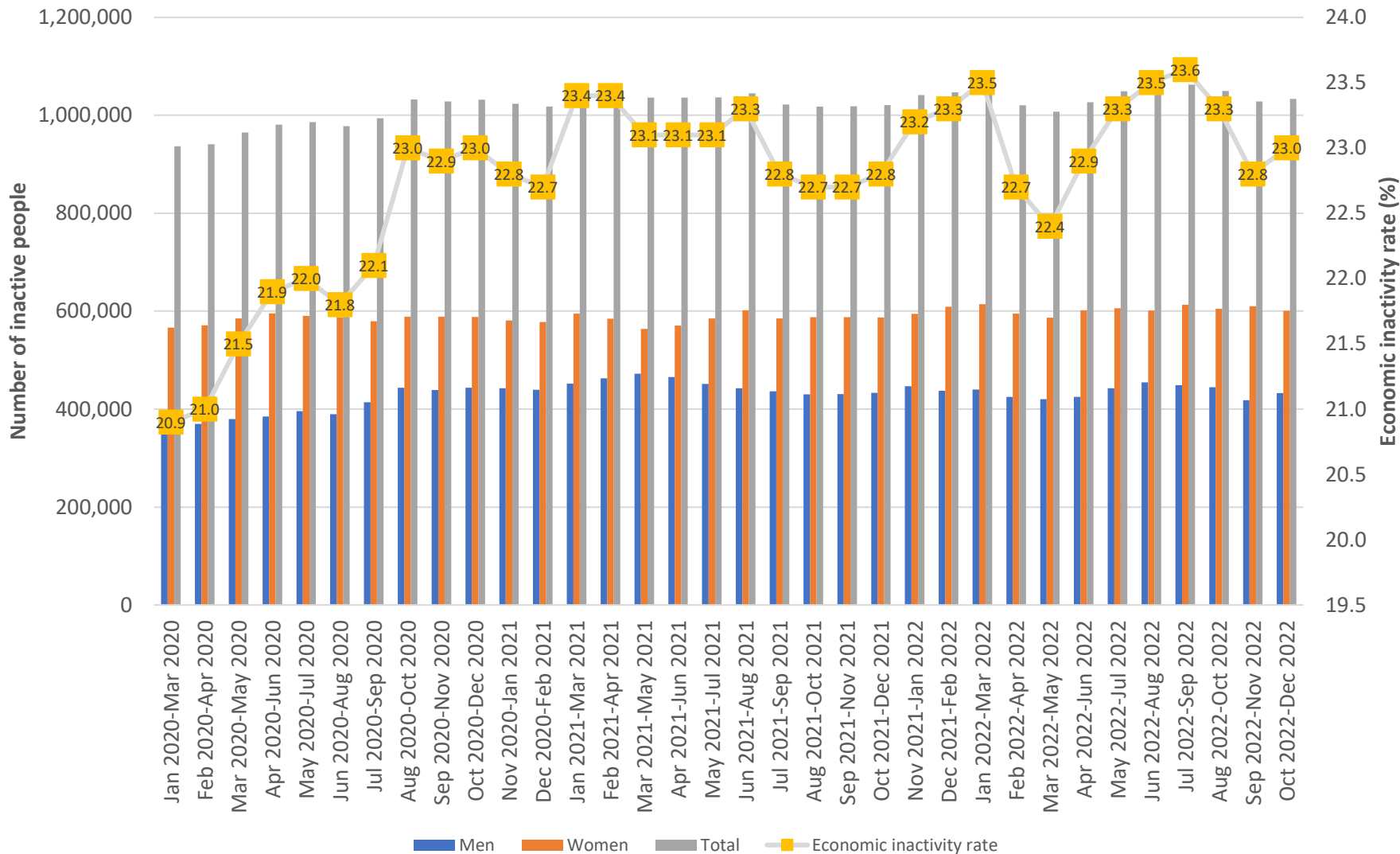


- The official unemployment rate uses data from the Labour Force Survey (LFS). The most recent data refers to the three month period to Dec 2022. The unemployment rate is the percentage of the economically active population who are seeking work and available to take it.
- The unemployment rate was 3.8% in the North West (NW) of England in the three months to December 2022. The rate was down since the previous release, referring to the three months to Nov 2022.
- This is slightly above the national unemployment rate (3.7%). Unemployment remains at very low levels
- The reduction in unemployment has been driven by two major factors – a buoyant job market post-pandemic, and an increase in economic inactivity.

Source: Labour Force Survey, ONS; seasonally adjusted

Post-pandemic Inactivity

Economic inactivity number and rate (16-64), North West (NW), Jan-Mar 2020 – Oct-Dec 2022

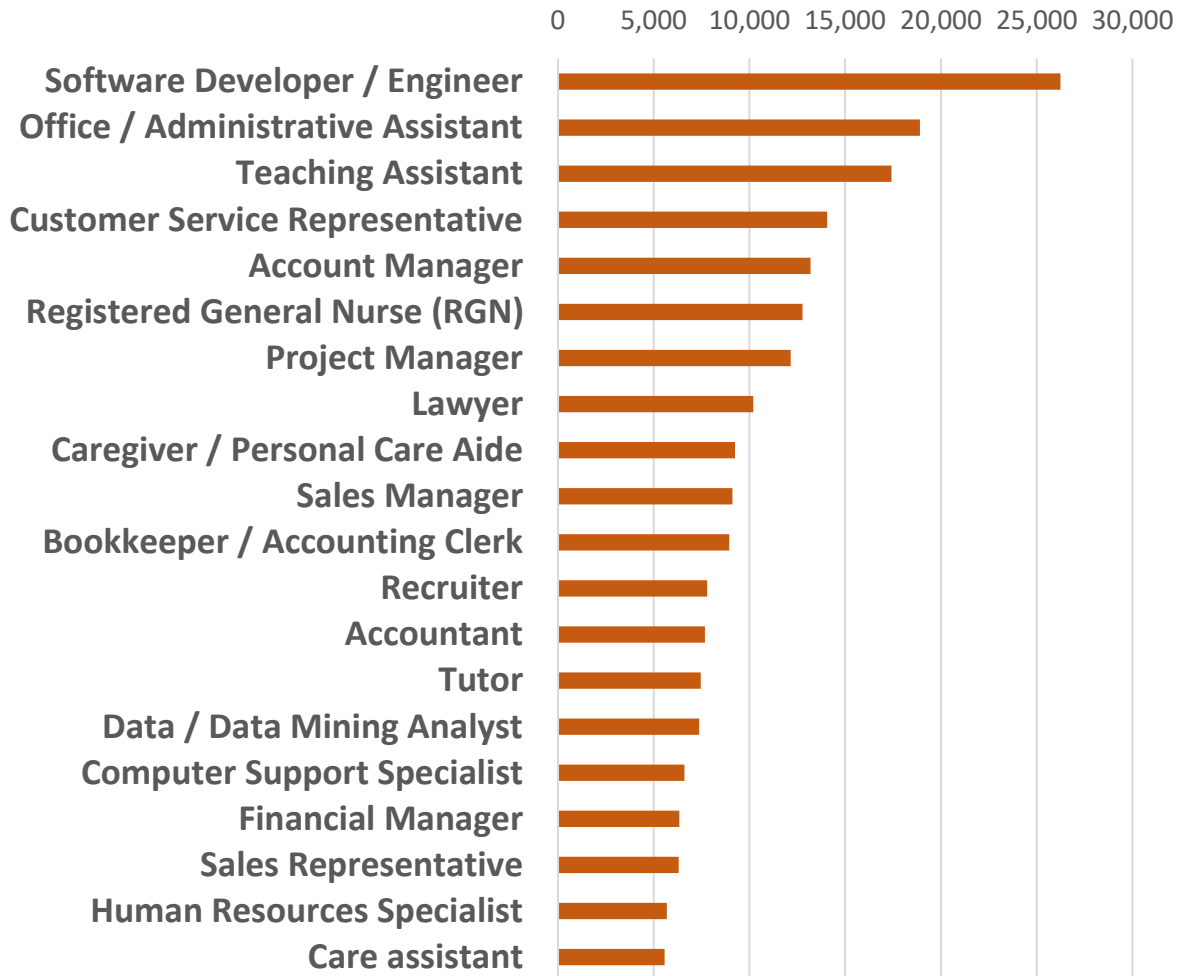


- Economic inactivity refers to people who are not participating in the labour market: they are neither working nor seeking employment.
- Total economic inactivity stood at 1,033,219 (23% of the working age population) in the NW in the three months to December 2022.
- This rate is slightly below the record rates of inactivity reached during various points of the pandemic.
- Elevated levels of inactivity have been among the primary labour market consequences of the pandemic.
- The reasons for inactivity are varied, but the high levels are being driven by long-term ill-health among lower-paid workers and early retirement among higher-paid workers

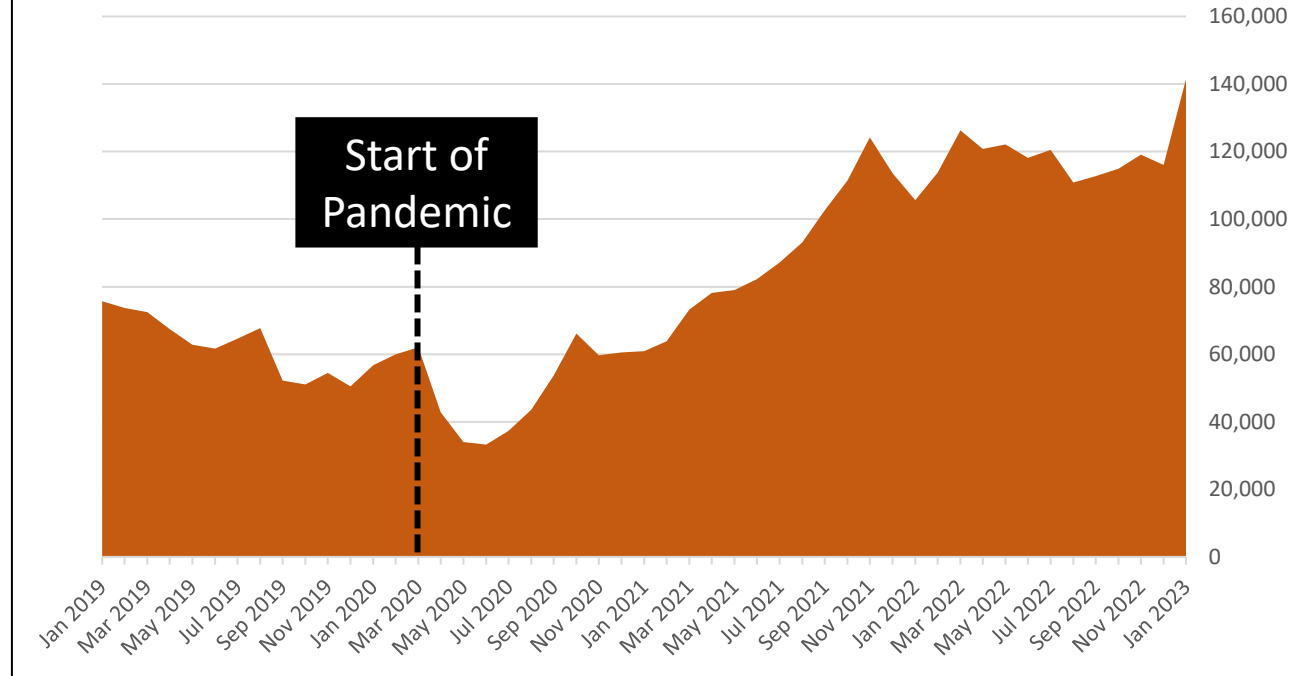
Source: Labour Force Survey, ONS; seasonally adjusted

GM Vacancy Market (last 12 months)

Unique Postings (Jan 2022 - Jan 2023)

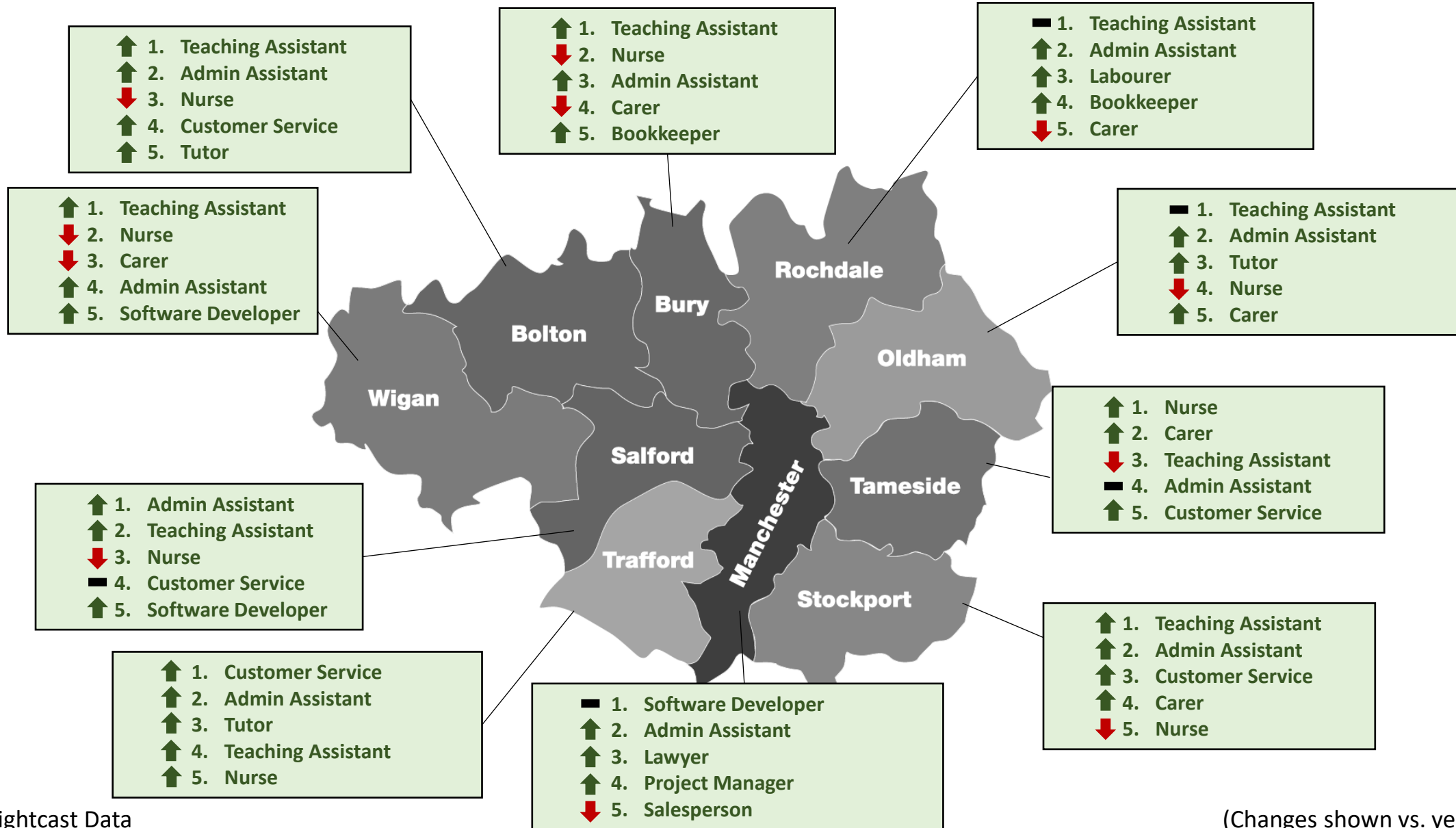


Job postings in GM - Jan 2020 - Jan 2023

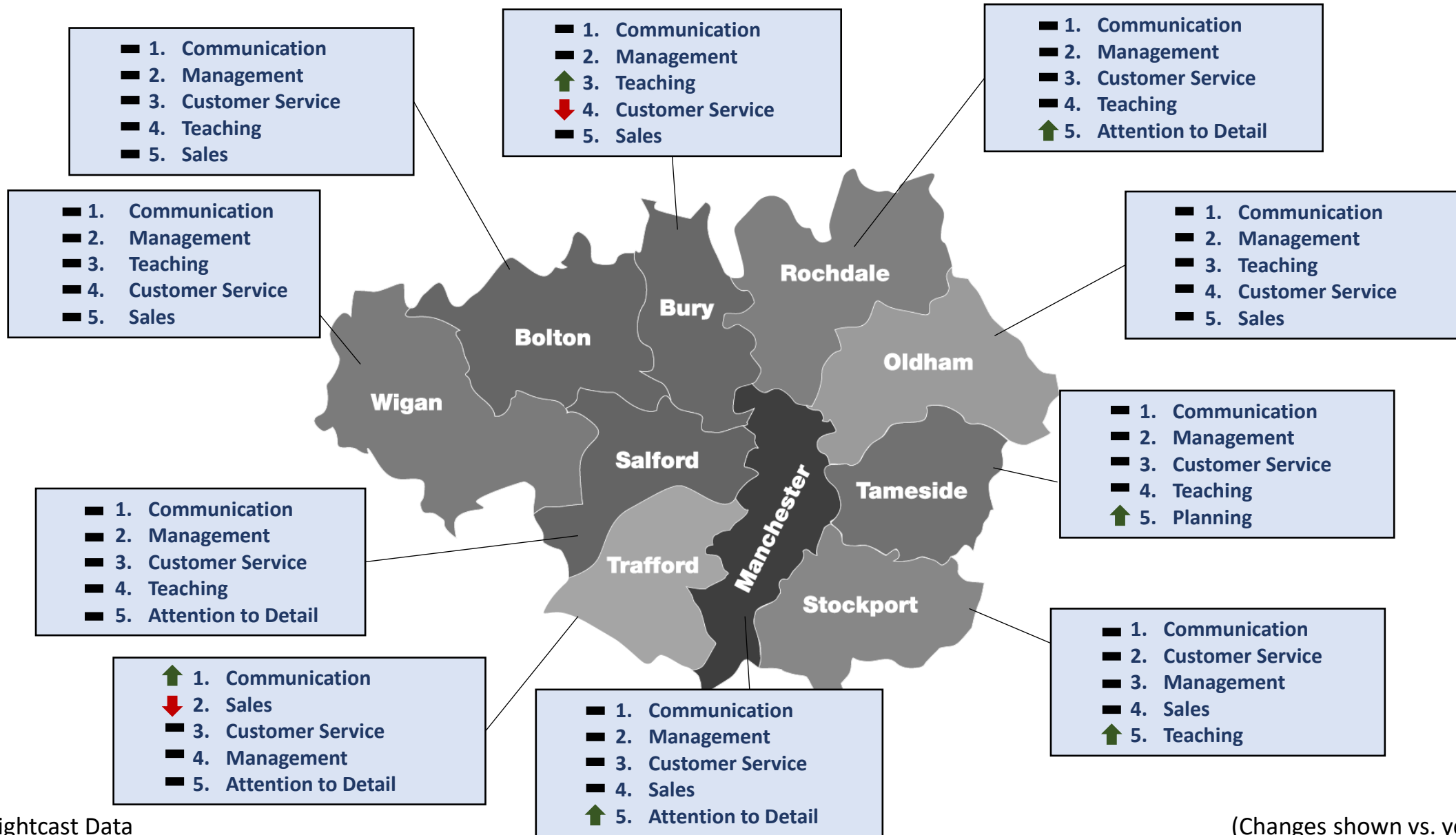


- Vacancy Data shows a strong recovery of demand after the pandemic eased, after an initial dip.
- Despite flattening in mid-2022, the number of roles advertised is still double pre-pandemic levels.
- Key in-demand occupations are varied, ranging from digital, care, and sales roles.

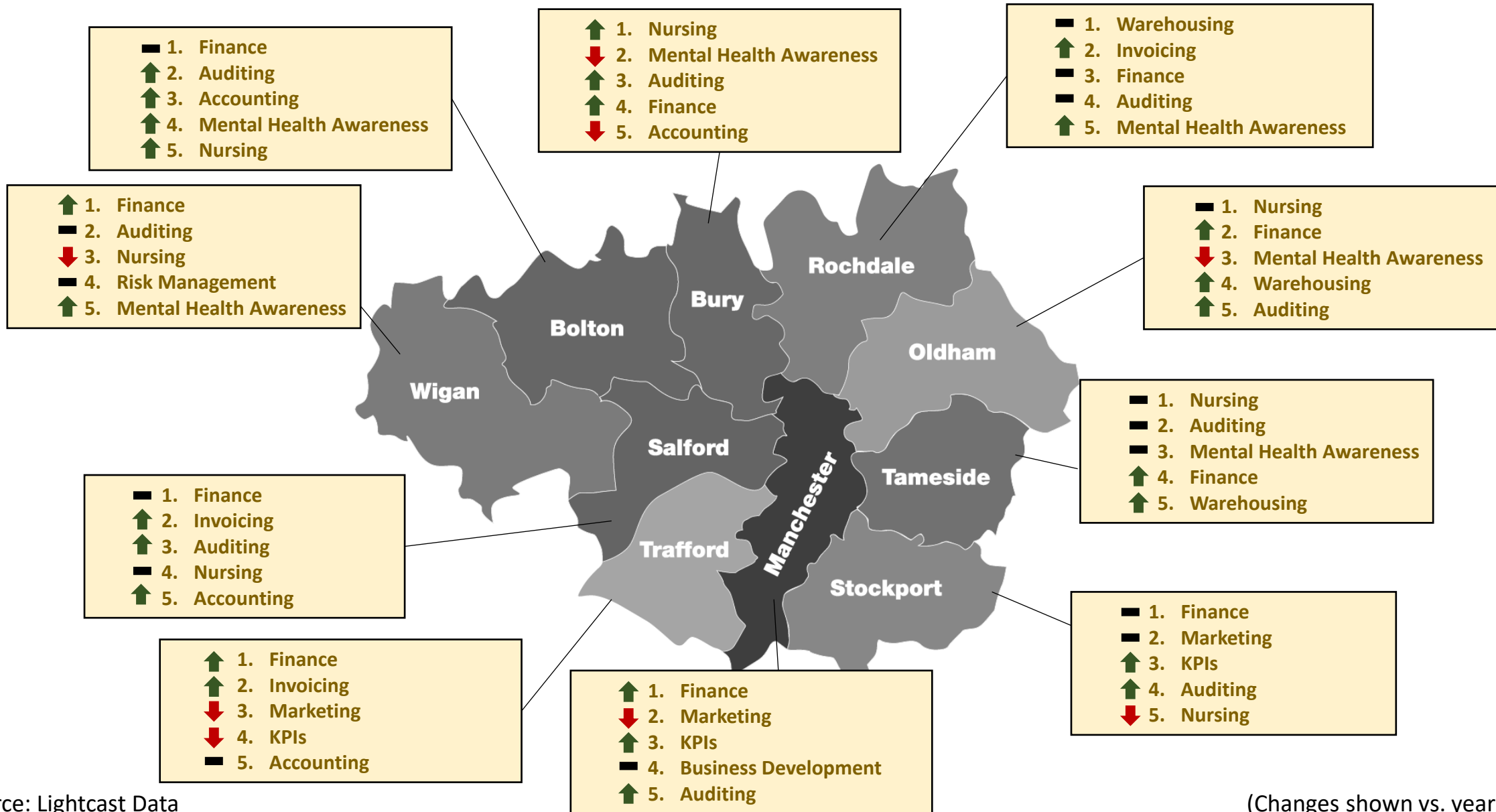
GM in-demand occupations (last 3 months)



GM in-demand common skills (last 3 months)



GM in-demand specialist skills (last 3 months)



GM Occupation Clusters (Dec 2022 – Feb 2023)

Education & Training	20,600	10%
Teaching Assistant	6,681	13%
Tutor	3,232	3%
Primary School Teacher	1,890	14%
University Lecturer	1,055	7%
Nursery nurses, assistants and playworkers	775	20%
Secondary School Teacher	747	10%
Coach	588	11%
Science Teacher	563	3%
Preschool / Childcare Teacher	482	27%
Training and Development Specialist	462	-5%

Healthcare (including Nursing)	16,721	7%
Registered General Nurse (RGN)	3,522	-6%
Care assistant	1,766	0%
Physician	1,129	20%
Nursing Assistant / Healthcare Assistant	952	-3%
Healthcare Manager	933	9%
Nurse Practitioner	734	11%
Health Technician / Technologist (Other)	546	94%
Psychologist	474	-2%
Occupational Therapist	383	-4%
Pharmacist	376	-3%

Clerical and Administrative	12,358	14%
Office / Administrative Assistant	6,801	21%
Receptionist	1,562	17%
Senior Administrator	1,020	10%
Executive Assistant	903	25%
Administration Manager	309	-6%
Legal Secretary	304	-17%
Medical Secretary	259	9%
Licensed Conveyancer	185	-50%
Bill and Account Collector	177	15%
Office Manager	170	-15%

Information Technology	20,413	2%
Software Developer / Engineer	8193	-1%
Computer Support Specialist	1898	5%
Computer Systems Engineer / Architect	1457	1%
Web Developer	1364	4%
Software QA Engineer / Tester	810	1%
Information Security Engineer / Analyst	751	12%
Systems Analyst	741	10%
Computer Programmer	700	-3%
Database Administrator	617	6%
Data Engineer	563	0%

Business Management and Operations	16,137	4%
Project Manager	3,955	7%
Labourer / Material Handler	1,743	-20%
IT Project Manager	1,064	6%
Scheduler / Operations Coordinator	942	21%
Operations Manager	903	12%
Procurement Manager	893	25%
Buyer / Purchasing Agent	872	8%
Warehouse / Inventory Associate	861	-31%
Property / Real Estate / Community Managers	622	12%
Storage / Distribution Manager	410	14%

Hospitality, Food and Tourism	10,693	-2%
General cleaner	2,231	13%
Chef	1,584	-29%
Food Service Team Member	1,478	2%
Maid / Housekeeping Staff	660	2%
Janitor / Cleaner	619	18%
Kitchen Staff	601	-11%
Bartender	572	2%
Waiter / Waitress	515	-9%
Restaurant / Food Service Supervisor	504	2%
Event Specialist	263	14%

Sales	17,768	13%
Account Manager / Representative	4,244	14%
Sales Manager	3,032	25%
Sales Representative	2,391	29%
Sales Assistant	1,804	-3%
Retail Sales Associate	1,657	-15%
Retail Store Manager / Supervisor	1,098	13%
Marketing Representative	708	16%
Real Estate Agent / Broker	640	25%
Merchandising Specialist	549	-13%
Telemarketer	298	7%

Finance	15,583	10%
Bookkeeper / Accounting Clerk	3,291	14%
Accountant	2,590	13%
Financial Manager	1,817	5%
Credit Analyst / Authoriser	1,198	14%
Auditor	748	6%
Payroll Specialist	728	-14%
Financial Analyst	592	3%
Compliance Manager	459	2%
Insurance Claims Specialist	397	8%
Personal Financial Advisors	389	10%

Engineering	10,364	22%
Civil Engineer	1,632	29%
Mechanical Engineer	1,401	19%
Quantity surveyors	1,238	18%
Electrical Engineer	951	20%
Validation Engineer	746	14%
Engineering Manager	654	4%
Land Surveyors	504	45%
Industrial Engineer	429	20%
Chartered architectural technologists and town	412	30%
Electronics Engineer	252	36%

Sector Intelligence

Online shopping trends have accelerated during the pandemic – online retail sales in the UK were 16% higher in late 2022 compared with January 2020. This is driving growth in eCommerce systems and reverse logistics.

2022 saw **UK goods exports recover to pre-pandemic levels** – imports have exceeded pre-pandemic levels, though this is largely driven by energy imports required as a result international sanctions.

The largest growth area in GM is the M62 Northeast Growth Corridor, which cuts across the boundaries of Bury, Oldham and Rochdale.

- Sector is based around 5 key elements; Storage, warehousing & materials handling, Packaging & unitisation, Inventory, Transport, Information & control.

The sector is seeing fast paced transformational growth. **Leaner structures with more intermediate and technical occupations. Wages increasing** but diversity of workforce limited and aging.

Shortages of workers are exacerbated by poor perceptions of conditions and progression in the sector. **Employer engagement tells us that these skills shortages could be resolved with further training and creation of new entry level pathways into the sector in areas worst affected.** Employers identified the following occupations as particular priority for upskilling within the current workforce:

- **Traffic Office** – e.g., roles such as Transport Planners, Managers and Coordinators, Planning Supervisors and Logistics Administrators
- **Warehousing Professionals** – e.g., individuals working in warehousing roles where higher-level digital skills to support digital transformation and the introduction of automation are in increased demand.
- **Roles involving Import / Export** – e.g., skills and knowledge upskilling around navigating post-Brexit rules of origin

In-demand Occupations

Manchester City Centre, Bolton, Rochdale and Wigan have the highest number of Logistics/Transport Vacancies

Main roles in GM:

- Delivery Driver
- HGV Driver
- Transport Planner
- Customs Officer
- Logistics Administrator
- Transport Manager
- Transport Co-ordinator

Skills Requirements

- Entry Level recruitment requires very few qualifications.
- Numerical and problem solving skills are essential.
- HGV driver shortage but also in transport planning / Fleet Management.
- Back Office, digitisation and automation in warehousing, sales, customer service – internal and external.
- Leadership and Management – Team management/ motivating staff.

In-demand skills include:

- Warehousing management
- Supply chain management
- Procurement & purchasing
- Forklift truck operation
- Order picking

Sector Intelligence

There is a strong, growing pipeline of construction work in GM – around £14.1bn from 2021 – 2025. The largest growth areas are housebuilding and public infrastructure investment like parks, roads, and rail.

s.

2022 saw a peak of hotel completions in Manchester, with 1,500 rooms added to the city's tourism industry. Deloitte's Manchester Crane Survey predicts a healthy pipeline for both office and residential development in the city centre.

Construction offers a range of rewarding and well-paid career pathways, but unique project-based nature of the sector means **often perceived as unstable by job-seekers**. The sector sees **high levels of self-employment** – approx. 1 in 3 Construction workers in NW is self-employed.

Apprenticeships well-respected as a path into the sector – heavily incentivised by CITB and government grants. They are seen as traditional in the sector and widely accepted as part of development.

Materials supply effect by Brexit and COVID19 **supply chain issues** – over recent months, the supply of timber and plaster has stabilised after big disruption. Early 2023 has seen costs of various building materials and equipment have rising sharply with inflation.

Rising awareness of green requirements – **construction workers will be crucial to the transition to Net Zero** in several areas:

- Insulation and weather-proofing of homes
- Installation of “green” technologies like heat pumps and solar panels.
- Electric Vehicle infrastructure
- Deploying “Nature-based solutions” to make buildings and areas more resilient to extreme weather.

In-demand Occupations

Main roles in GM:

- Specialist Plant operators
- Civil Engineers / Rail Engineers
- Ongoing shortage in certain trades
 - Construction Managers
 - Scaffolders
 - Carpenters/Joiners
 - Bricklayers
 - Electricians
- CAD/BIM specialists (digital paths)

Skills Requirements

- Entry level roles have low requirements (usually H&S cert or CSCS card) but roles are generally poorly paid
- Work ethic & customer service

Progression is often **linked to ongoing CPD to learn new trades or equipment**, additional “cards” and certifications

- Plant machinery licences
- Installer safety certifications
- Additional site H&S certs

In-demand skills include:

- Electrical engineering
- Plumbing
- Metalwork & MIG Welding
- Software skills including Autodesk Revit

Sector Intelligence

Many retail and hospitality businesses **saw a successful late 2022** as the Football World Cup and Christmas period brought in customers. However, much of the **profits have been absorbed by deferred liabilities** (business rates, VAT, etc.)

Higher energy prices throughout 2022 have hit the sector harder than most, particularly hospitality businesses with kitchens which rely on using a lot of electricity and gas to cook food.

Since the pandemic, hospitality venues saw **accelerated digital adoption**, as restaurants, bars, and cafes introduced table-booking systems, tracking apps, and online “to-table” ordering.

Many retail businesses were forced to explore eCommerce and online shopping options as their street-facing shops were closed.

GM has both historic (like Bury Market) and modern (like the Trafford Centre) retail and hospitality hubs. Both have recovered reasonably well since the pandemic, as **consumer demand increased after lockdowns**.

Many jobs within the sector are seen as low-paid and entry level. **Turnover within the sector is generally high**, including a range of seasonal workers over holiday periods, and students taking part-time work. As universities have returned to face to face delivery throughout 2022, many students have taken jobs in the sector.

There are several ongoing trends within the sector:

- **Qualification pathways are patchy** – progression is not strongly linked to skills development, particularly in hospitality.
- There is a **growing number of high-paid roles** in retail eCommerce, supply chain management, and warehousing automation.

In-demand Occupations

Roles are heavily concentrated in Manchester City Centre and regional town centres, with other hubs like the Trafford Centre and Retail Parks seeing many opportunities.

The most in demand roles are:

- Chefs and Kitchen Assistants
- Cleaners
- Retail Customer Service
- Housekeeping
- Bartender
- Security staff

Skills Requirements

- Entry level roles are often open to many, with on-the-job training provided as part of induction.
- Roles within the sector are often difficult, with unsociable shift patterns and long-hours, but there are many opportunities for those who stay.
- Management and team leader roles are common after workers have enough experience.

In-demand skills include:

- Customer service
- Sales
- Communication
- Food safety and sanitation
- Teamwork and adaptability
- Food preparation
- Food safety

Sector Intelligence

After a positive 2021/22, early 2023 finds business confidence in the sector starting to falter. This differs across different sub-sectors however, **GM's Manufacturing base is wide and varied, with concentrations of food, chemicals, textiles, and component manufacture** across the 10 boroughs.

- Recent work around the launch of '**Atom Valley**' in GM will create a cluster of advanced machinery manufacturers in Rochdale and Bury.

High energy prices throughout 2022 have reduced margins and put pressure on manufacturers to optimise usage and explore different production methods.

- Sub-sectors that need high temperatures in some processes feel this impact more than others – e.g., food, metals, and ceramics

There is a growing **need for digital skills in Manufacturing as production processes become more modern.** Trends towards electrification, automation, and digitalisation are increasing the need for digital specialists in most production sites.

Manufacturing sees a number of **structural challenges:**

- Some difficult skills are always in demand – welders and metalworkers rarely struggle to find well-paid jobs, but churn is high.
- Production teams see higher turnover of staff than engineering/quality teams - more vacancies.
- Prevalence of small "lifestyle businesses" in the sector – run with no growth intentions.

The sector continues to see a **requirement for sales and marketing skills** – rebuilding customer bases and order books is critical for most firms.

- Sector business development **traditionally relied on face to face** site visits, conferences, and trade shows, which stopped over pandemic.
- Lack of ecommerce and online presence in many cases.

In-demand Occupations

While there is a sizeable concentration of other businesses in the city centre, manufacturing firms are spread across GM. Wigan, Rochdale, Stockport, and Tameside all have large numbers of manufacturing firms.

The most in demand roles are:

- Food and Component Manufacturing Operatives
- Production Operators and Production Managers
- Sales and Marketing
- Digital roles within Manufacturing
- Machine operators

Skills Requirements

Entry level production roles have low requirements but roles are generally unskilled and poorly paid.

- Clear lines of progression into Production Management roles.
- Some staff are supported on Engineering training programmes if they want to develop
- Series of qualifications for Continuous Improvement Engineers

In-demand skills include:

- Numeracy skills and data analytics
- problem-solving
- Attention to detail
- Production management
- Specific technical skills
 - CNC Machining
 - Tool and equipment maintenance

Sector Intelligence

Collectively, **FBPS firms are a major employer – employing over 300,000 residents in Greater Manchester** – and a major recruiter, hiring nearly 20% of all graduates entering the labour market each year.

The emergence of FinTech in GM is accelerating, with **inward investment** from established firms in addition to local start-up organisations.

- 2022 has seen new employers move to the city region, with Starling Bank, FinTech firm Rupee, and venture capital advisors KPMG Acceleris have all opened offices in GM the past 12 months.

COVID19 has had limited impact on the FBPS sector – **many employers reacted quickly to working from home and have remained hybrid**. 77% of financial services firms reported a higher proportion of staff working from home in the last 12 months than the 12 months pre-pandemic – higher than all other sectors.

FBPS is an important sector for GM, ranking high for productivity. In 2019, the Sector made up **just under a sixth of GM’s GVA output** (£11.2bn of £76.5bn total).

Almost a **third of employers across the FBPS sector are struggling to recruit** due to widespread skills shortages and fewer workers choosing the sector.

- There is a perception in the sector that it is “losing out” to digital employers who can offer higher wages for talented workers.

Disruptors such as AI/ML will continue to revolutionise the industry. **Automation and digitalisation have become an everyday topic** within the talent and people agenda, as the share of roles that are becoming automatable increases.

Apprenticeships are **increasingly welcomed as an entry route into the sector**. In more recent times this is being seen within the legal sector, a hugely positive shift

In-demand Occupations

Most roles advertised in the sector are in Manchester city centre, but each area of GM has some accountancy and legal firms.

The sector includes a range of Accountancy, Financial Services, and Law roles. Most in demand are:

- Management Accountants
- Credit Controllers
- Accounts Assistants
- Solicitors
- Finance Managers
- Claims Managers

Skills Requirements

Progression within the sector is heavily linked to further accredited qualifications:

- Accountancy: ACCA, ACA, CIMA, CIPFA, CTA
- Financial Services: IOC, IMC, CII, CFA
- Law: LLB, LPC, CILEX

There is increasing emphasis on soft skills as well as technical skills required to work in the sector, in particular:

- Communication (strong oral and written)
- Teamwork
- Attention to detail
- Curiosity & commercial awareness
- Problem solving
- Analytical skills

Sector Intelligence

The pandemic has **accelerated digital transformation across all sectors** with SMEs now finding themselves responsible for information security, digital marketing, sales & hybrid working. These changes have largely remained over 2022.

Over December 2022 – February 2023, IT roles saw the second highest volume of vacancies, while **Software Developers were the highest in-demand occupation** – 8,193 roles were advertised in just 3 months.

Digital firms still see a **high rate of growth** – Manchester Digital’s Skills Audit estimated that 73% of digital/tech firms expanded over 2022.

- Progress was also reported with gender split, with 24% of roles in the sector now occupied by women (up from 18% in 2021).

Demand for digital experts in the public sector is rising – increasing digitisation of health service, emergency services, etc. all driving need for basic digital skills. Leadership & Management is a consistent gap amongst employers, linked to the speed of digital transformation in traditionally “non-digital” sectors.

Residents struggle to understand progression pathways within digital and often **employers are equally interested in wider soft skills and mindsets as well as a strong technical foundation.**

Entry level **digital skills are now a requirement for many roles.** Employers need workers to be familiar with office applications and other sector-specific software packages (ERPs in Manufacturing, or BIM software in Construction).

The sector expects to see big growth over 2023 in some specific advanced digital skills – increasing use of data analytic techniques, machine learning, and artificial intelligence will be more important for many businesses.

In-demand Occupations

Digital specialists needed in wider sectors include data analysis, digital marketing, digital finance, cyber and information security. Most roles are in Manchester and Salford, but many firms now need in-house digital experts.

Main roles in GM:

- Software development
- IT Analyst
- Data analytics
- Operations support
- Network engineering

Skills Requirements

Progression within the sector is often linked to improved technical skills, project management, and leadership opportunities. **Mid-senior digital specialists are hard to recruit**– experienced workers can access a huge range of well paid opportunities.

Software Development roles usually require programming languages (SQL, Javascript, Python, C++) or familiarity with large suites of digital infrastructure (Microsoft Azure, Amazon Web Services)

In-demand skills include:

- Communication
- Agile Methodology
- Problem-solving
- Automation
- Web Development

Sector Intelligence

2022 saw the launch of Greater Manchester's **Integrated Care Partnership**, bringing health and care services closer together in the city region. With nearly **250,000 residents of GM employed in the sector**, joining up the system is critical.

- In early 2023, the ICP released a People and Culture Strategy to address challenges in the workforce, focusing on attraction, recruitment, and retention.

The NHS offers more than 350 different careers. **Pressure is piling on the HSC system to clear the backlog** generated by lockdowns and the covid pandemic.

The **workforce crisis** engulfing the health and care system is well documented; **increases in staff numbers are not keeping pace with demand for services**.

- Current GM Vacancy rate (unfilled positions in the workforce) is 9.8%

Health and Social Care will grow steadily throughout the 2020s. If the workforce grows proportionally to the projected number of people aged 65 and over then the **total number of adult social care posts in GM will increase by 21% between 2021 and 2035**. This equates to an extra 1200 posts every year.

The adult social care workforce in GM has an average age of 44 years old and is 82% per cent female. Almost two-thirds or recruitment is from other roles in ASC. Across GM, around 23% of the adult social care workforce are employed on **zero-hours contracts**, and **pay, terms and conditions** are a significant issue.

Recent and ongoing **industrial action continues to impact the sector**. 2022 and early 2023 saw pay disputes, with Nurses and Paramedics striking across the UK.

GM has a **cluster of life sciences and health innovation firms employing around 6000 people**, improving medical outcomes, developing treatments, and working closely with the NHS.

In-demand Occupations

Roles with staffing shortages:

- Direct care roles: Care assistant, Personal Assistant,
- Ancillary roles: Cleaner, Cook
- Professionals: Nurses, Social Workers, Occupational Therapists, Radiographers, Domiciliary / Residential Care managers, Doctors, midwives

Newer in-demand roles: Nursing Associate, Advanced Clinical Practitioner, Mental Health Therapist

Skills Requirements

Personal values are often more highly prized than skillset by employers – compassion / empathy / good communication skills / personal resilience

Various training routes – traditional academic and vocational – progression from entry level to Nurse. Issues around 'off job learning (and backfill costs) and clinical placements - employers already stretched can be reluctant to release staff for training.

In-demand skills include:

- Mental Health awareness
- Basic clinical skills
- Personal care
- Patient management and interpersonal skills

Sector Intelligence

20% of GM's population is under 16 – around 590,000 people. The vast majority of these young people interact with the education system in the city region. In total there are around **2,600 different GM employers in the sector including schools, nurseries, colleges, training providers, and universities.**

In GM, an estimated 117,000 work in education sector. Of these 69,000 are listed as teaching or education professionals. Particularly in early years and primary education, **the sector is female dominated.**

Education topped Digital/Tech as **the sector with the most vacancies in the last 3 months (Dec 2022 – Feb 2023).** The most common vacancies were Teaching Assistant, Tutor, Primary School Teacher, and University Lecturer.

- 20,600 vacancies were listed by GM employers in the last 3 months.

The government's own teacher training statistics, published in December 2022, revealed **recruitment down by 20%**, which was described as "catastrophic". It found that outside London recruitment is down by nearly 33% vs. 2019/20.

Retention rates in the sector are mixed. Particular **areas of concern are newly qualified teachers and the early years workforce**, where staff tend to stay for shorter periods.

Industrial action has been taken in late 2022 and early 2023 over pay and conditions in the sector, with teachers striking on a national basis.

As it stands, teachers in schools are currently paid over £9,000 more than college lecturers on average, despite many college lecturers being more specialist and having brought real-life industry experience to their roles.

- FE institutions see difficulties in recruiting and retaining staff as a result.

In-demand Occupations

The sector is broad, with many different roles in high demand

- Early Years
 - Nursery worker/Manager
 - Early years teacher
- Schools
 - Teachers
 - Teaching Assistants
- Colleges and Training Providers
 - Lecturers/Tutors - high levels of persistent vacancies in priority areas such as construction, engineering, health and social care and science and maths.

Skills Requirements

While Post-graduate Certificates of Education (PGCEs) are the usual route in, teaching apprenticeships are an emerging pathway into the sector. Staff with industry skills and experience to be able to teach higher level qualifications are in very high demand in most education settings.

FE teaching roles do not require the same formal teaching qualifications as schoolteachers but sometimes do not have the same parity of pay either. Early Years Educators similarly see lower wages than schoolteachers.

In-demand skills include:

- Special Educational Needs and Disabilities (SEND) awareness
- Mathematics
- Learner Support
- Safeguarding and child protection

Sector Intelligence

The emergency services have struggled due to **large increases in demand and an ageing population, a lack of funding, and widespread workforce shortages**. The services experiences higher levels of sickness absence than many sectors and staff are more likely to be physically assaulted or experience verbal abuse when working.

- 2023 has seen members of the ambulance service take strike action.

The **growing diversity of communities** means there is a need for change within our services to meet the communities' needs.

- For the police, new and emerging types of crime are creating new challenges. Online crime has grown dramatically in recent years.

The **locations that demand the most resources** from GMFRS, GMP and NWS are frequently the same. A joint preventative approach with these other services is the most effective way of tackling these threats

Greater Manchester Fire and Rescue Service has 41 fire stations and the service employs 2,200 personnel, of which 1,200 are frontline firefighters, and 403 non-uniformed support staff.

North West Ambulance Service serve more than seven million people across approximately 5,400 square miles. They receive approximately 1.3 million 999 calls and respond to over a million emergency incidents each year. They employ around 6,900 staff in over 300 different roles and have over 1,000 emergency and non-emergency vehicles operating across the North West and have an annual budget of £458 million.

Greater Manchester Police employ just under 7,000 police officers, 3,524 members of police staff, and 560 police community support officers. Additionally, the force has 325 special constables.

In-demand Occupations

This sector benefits from having very **“visible” occupations with obvious roles and duties**. There is a particular desire to make the services more representative of the communities which they serve.

- Paramedics, call centres and health advisors see high vacancy levels
- A shortage of detectives – more staff are needed in specialist roles that require specialist knowledge (i.e., modern slavery, cybercrime, etc.)

Skills Requirements

Primary front-line roles need **exceptional people skills** – empathy and compassion are critical for most of the duties performed on the front-line.

Digital skills both in using new equipment and in combatting different emergencies – as crime moves online, the need for cybercrime specialists is growing in most police forces across the UK.

In-demand skills include:

- Community engagement including BSL and other language skills;
- Health and wellbeing (including mental health expertise)
- Preventative measures
- Leadership skills
- Resilience

Sector Intelligence

Greater Manchester has **ambitious targets to be Net Zero by 2038**. The biggest opportunities for achieving this lie in fast and deep carbon emissions reductions, particularly in Buildings and Transport.

- GM is not on target to stay within its “fair share” carbon emissions budget

Early 2023 saw continued growth for GM’s Green Economy, with government subsidies for a variety of green technologies. Many **green technologies are approaching mass-adoption stage**, including electric vehicles, low carbon heating technology, and renewable energy production. This will bring changes to the volume, make-up, and skill levels of hundreds of different occupations.

Perceptions of careers in the Green Economy are outdated, with many still referring to environment-linked jobs as traditional “green” career pathways.

Across the Green Economy there are 5 key areas which will see a lot of change:

- **Buildings** – as gas is replaced with electricity, all buildings will need retrofitting to install insulation, power generation, and low-carbon heat.
- **Transport** – both public and private transport are becoming increasingly electrified, with the shift to electric cars and electrification of rail.
- **Energy** – with increased electrification, the power network will need additional upgrades and linkage with new renewables generation.
- **Waste and Recycling** – disposal, recycling, and reuse of materials and waste in an efficient and environmental way.
- **Natural Environment** – management of nature for net zero and biodiversity objectives will be increasingly important.

Underpinning the 5 areas of the Green Economy are two other considerations – the **rollout of wider carbon literacy and environmental skills, and the resilience of other industries** to extreme weather and temperatures.

In-demand Occupations

Job roles within the Green Economy are often in highly technical occupations – project managers, sales, and management feature highly, along with specifics:

- **Buildings** – Low-carbon heating engineers, retrofit advisors/assessors, insulation specialists, civil engineers, architects
- **Transport** – Rail engineers, EV maintenance and installation
- **Energy** – Power network engineers, solar panel specialists
- **Waste and Recycling** – Plant and fleet repair, maintenance engineers
- **Natural Environment** – Groundworkers, civil engineers, Nature-based Solutions specialists, Ecologists.

Skills Requirements

Skills needed for the Green Economy are broad. The size of sector will grow greatly as GM and wider UK moves towards Net Zero targets, adoption of technology already growing hugely.

Innovation, digital skills, and creativity will drive adoption and optimisation of new technology. Various senior roles in many occupations and subsectors go unfilled, some skillsets are in very high demand

In-demand skills include:

- Management
- Sales
- Project Management
- Carbon Literacy
- Construction trade skills are critical in several areas
- Natural environment – waste and water management