

ANNEX No. 6

Additional Information on THE EMPLOYER'S VOICE PUTTING EMPLOYERS AT THE HEART OF THE SKILLS AGENDA

The Marches Local Skills Improvement Plan's core theme was born from the Government White Paper of 2021 – Skills for Jobs, which placed employers firmly at the centre of the skills agenda. This employer direct research was carried out by the Employer Representative Body (ERB) which, for the Marches (Herefordshire, Shropshire, and Telford & Wrekin), was Shropshire Chamber of Commerce. Interviews were carried out in 2023, and again in early 2024, to capture the employer's thoughts, issues and views on training, skills, and recruitment, across all sectors but with an emphasis on four high employment sectors in the Marches: Construction, Engineering & Manufacturing, Health & Social Care and Professional Services. The views stated in the employer's voice report are those solely of the employers. These reports provided the backbone of information for the overall Marches Local Skills Improvement Plan Report of August 2023.

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2023 Employers Voice Report

2024 Employers Voice Update Report

Useful Links

Information on the Marches LSIP and reports as they are published are posted on this link

<https://www.shropshire-chamber.co.uk/policy-advice/marches-local-skills-improvement-plan>

Annex 6

Marches LSIPs

Project Employer's

Voice Reports



THE EMPLOYER'S VOICE

MARCHES LSIPs PROJECT

Summer 2023



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Introduction

This Report provides the employers views for all 463 interviews undertaken by the Marches LSIPs Project team. This document is an updated and extended version of what was presented to the Marches LSIPs Stakeholder Board workshop on the 21st April 2023. The document was supplied to aid understanding, in addition to the draft priorities established at the end of February, as the Board and team worked to the final report content. During LSIP Stage 1, four key sectors were focused on:

- Engineering/Manufacturing including food & drink Manufacture.
- Construction including environmental technologies.
- Health & Social Care.
- Professional Services.

The purpose of the employer interviews is to highlight potential areas where additional training or resources could be focused to support the Marches area to become more cohesive, productive and assist in growing existing or emerging sectors, as well as keeping skills local. This is very much a follow on from the work of the LEP Skills Advisory Panel and their findings and reports on skills shortages across the Marches.

The views and comments in this document are those of the employers and not Shropshire Chamber of Commerce.

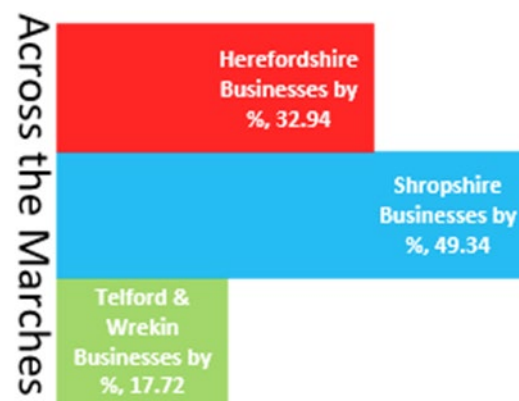


Context... Geography & Business Makeup

- 32,230 Total number of businesses in the Marches (ONS 2022)
- 26.4% of those businesses employ staff (ONS 2022)

Of the total number of businesses in the Marches, each sub area has... (ONS/NOMIS 2021/22) – all businesses by number & by %

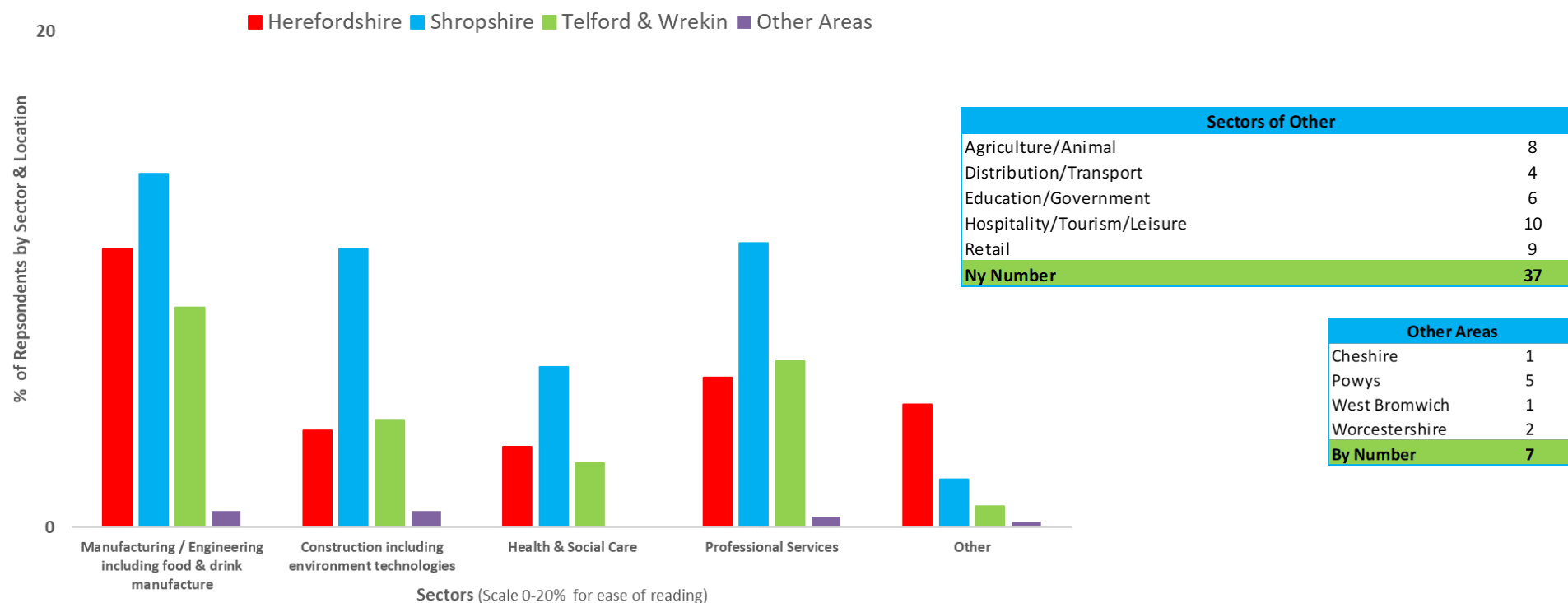
- **Herefordshire – 10,620 Businesses**
Population 187,600 In Employment 94,100 Size 2180 km²
- **Shropshire – 15,900 Businesses**
Population 324,700 In Employment 146,500 Size 3487 km²
- **Telford & Wrekin – 5,710 Businesses**
Population 185,000 In Employment 88,000 Size 290.3 km²



Employer Interviews - Context... Breakdown at 463 interviews

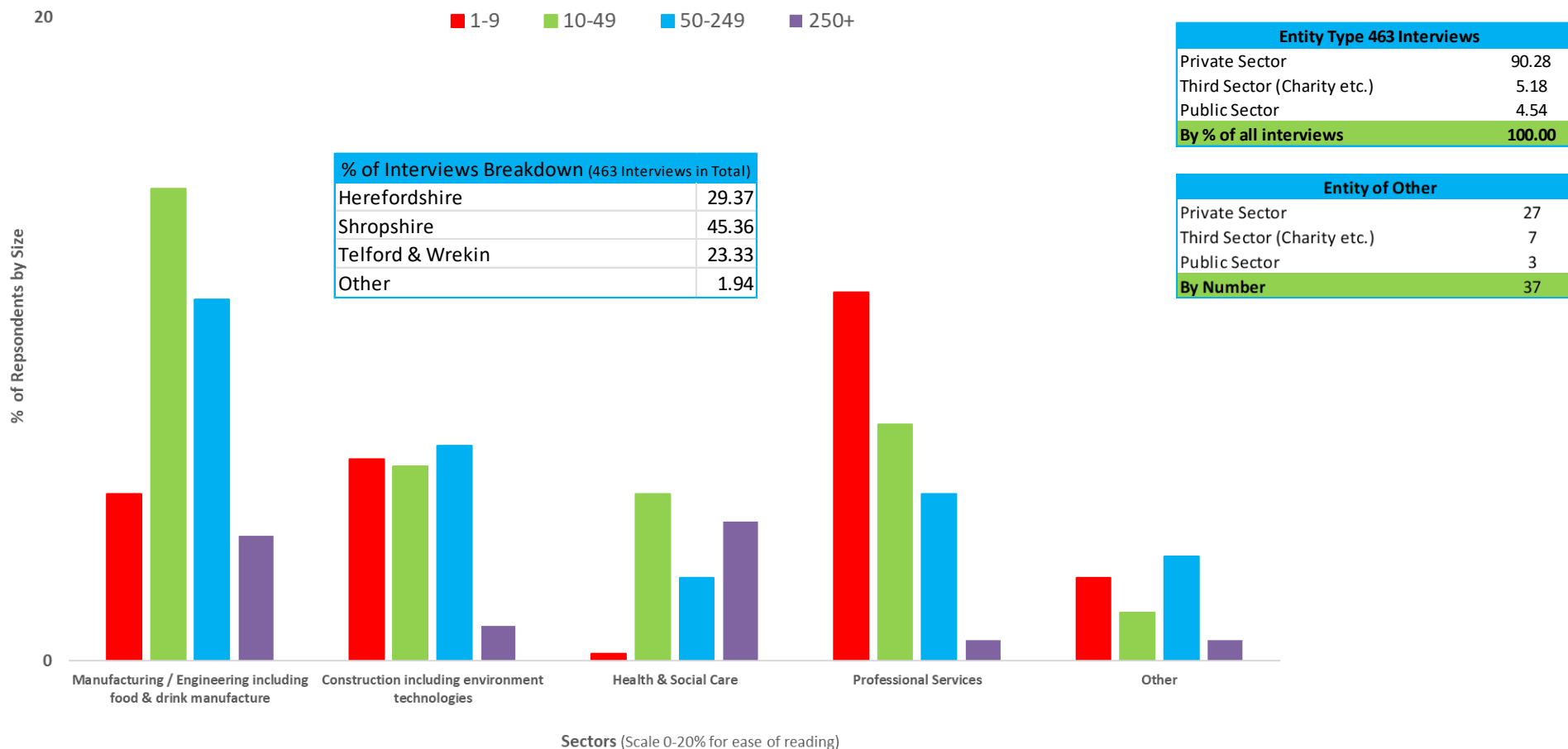
Interviews were carried out by various methods, employer web self-fill, telephone, video conference, face to face or via focus group sessions. No call centre or statistical enhancement methods have been used to capture the interviews, simply reported at 463 actual interviews. A very small percentage of companies elected to answer more than once to ensure a broad breadth of information from their organisation, as different personnel have different understanding and staff interactions or requirements. A small number fell into other areas or sectors, and below we show where and which sector. An array of marketing & strong branding was used to enhance the reach and awareness levels.

Companies Interviewed by Location & Sector (% of 463 interviews)



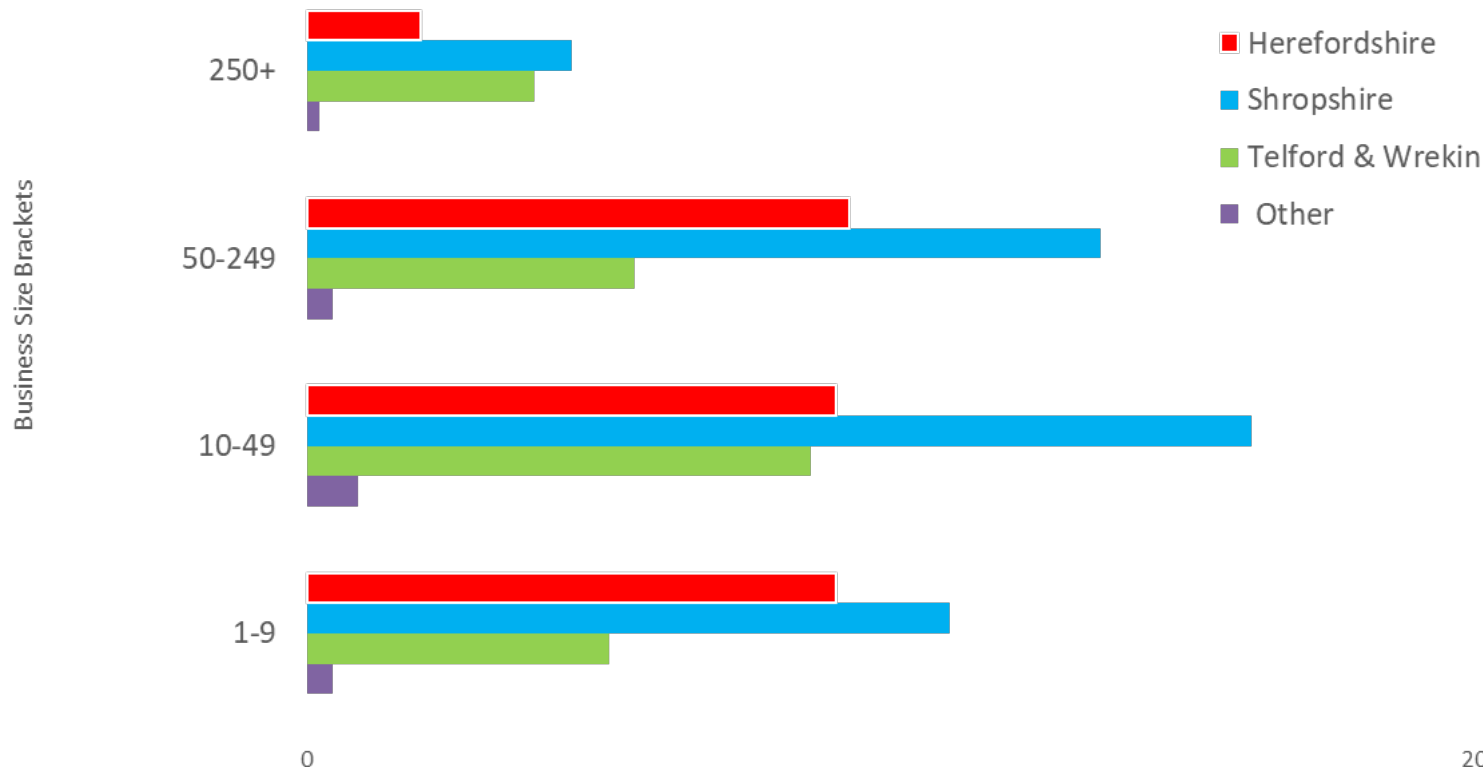
Context continued... Employer Interview Breakdown at 463 interviews

Companies Interviewed by Size & Sector (% of 463 interviews)



Context continued... Employer Interview Breakdown at 463 interviews

% of Businesses Interviewed by Size & Location (463 interviews)



% of Businesses Interviewed (Scale 0-20% for ease of reading)

Other Areas	
Cheshire	1
Powys	5
West Bromwich	1
Worcestershire	2
By Number	7

Other by Size	
1-9	2
10-49	4
50-249	2
250+	1
By Number	9



Context continued... Employer Interview Breakdown at 463 interviews

Of the four sectors Health & Social Care and Construction were the hardest to reach in volume. To compensate for this, we used our standard interviews along with alternative methods.


Health & Social Care:

NHS was interviewed multiple times at senior level to ensure understanding of all areas of skills shortage, including clinical, acute, community, ICS, non-clinical, specialist care, maintenance, and administration.

Social Care Sector is fragmented, many are smaller businesses and challenged by location and finances, to compensate we also worked with their representative bodies such as Shropshire Partners in Care and West Midlands Care Association to ensure a deep understanding of needs and barriers. Alongside this we also interviewed large social housing and welfare providers to ensure the broadest understanding.


Construction including Environmental Technologies:

For civil engineering, large project and house building the companies tended to be larger and have a valuable broad view of employment issues. Many smaller firms and specialists were encouraged to be part of focus groups, so that skills shortages could be better understood. Environmental technologies, we interviewed larger companies and again created focus groups to cover a much wider range of specialisms and small companies to ascertain if any niche issues or innovative solutions. We also attend specialist Net Zero, retrofit and construction events to capture sentiment. We also worked closely with national bodies such as the CITB and ECA.

Funded by
 Department for Education




Marches LSIPs
 Local Skills Improvement Plan

 Shropshire Chamber of Commerce

 Herefordshire & Worcestershire Chamber of Commerce

Help us to help YOU

Are you from one of these sectors?

 Engineering / Manufacturing including Food & Drink Production
  Professional Services
  Construction including Environmental Technologies
  Health & Social Care

Do you employ staff? Then we need YOUR help

What is the Marches LSIPs?
 The Local Skills Improvement Plan - a DfE nationwide project. Shropshire Chamber has been selected by the DfE to undertake this work in the Marches, working closely with Herefordshire & Worcestershire Chamber.

What is the purpose of the project?
 To understand the skills training requirements in the next 3-5 years within different sectors. To bring together the views of employers and trainers to help look at innovative ways to deliver future training.

How can you help?
 We need your views on how you see training evolving in your sector. How have skills shortages changed how you work and does this give us innovative ideas for the future?

Your voice is key to this being a success.
 We ask that you fill in a one-off questionnaire, answer a series of text polls or share your thoughts 1:1 with our researchers (in confidence of course).

Help ensure training meets the future head on

Click here to complete the Survey TODAY!

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Skills Shortages... all 463 interviews

Colour coded groupings simply indicate a commonality between the skill type and industry area.

The Marches does not differ from those highlighted by Government as national or regional skills shortages, such as engineering, construction, medical clinical and agriculture.

However, due to the rurality, retaining and attracting well qualified / experienced under 40's or getting graduates to return after university is a real challenge. Alongside the urban pull for current workers.

Covid brought hybrid working and this has had, in some cases, a negative effect on the Marches workforce as local employers cannot compete with urban wages.

Law and accountancy are some of the sectors affected by this issue with urban employers offering hybrid working.

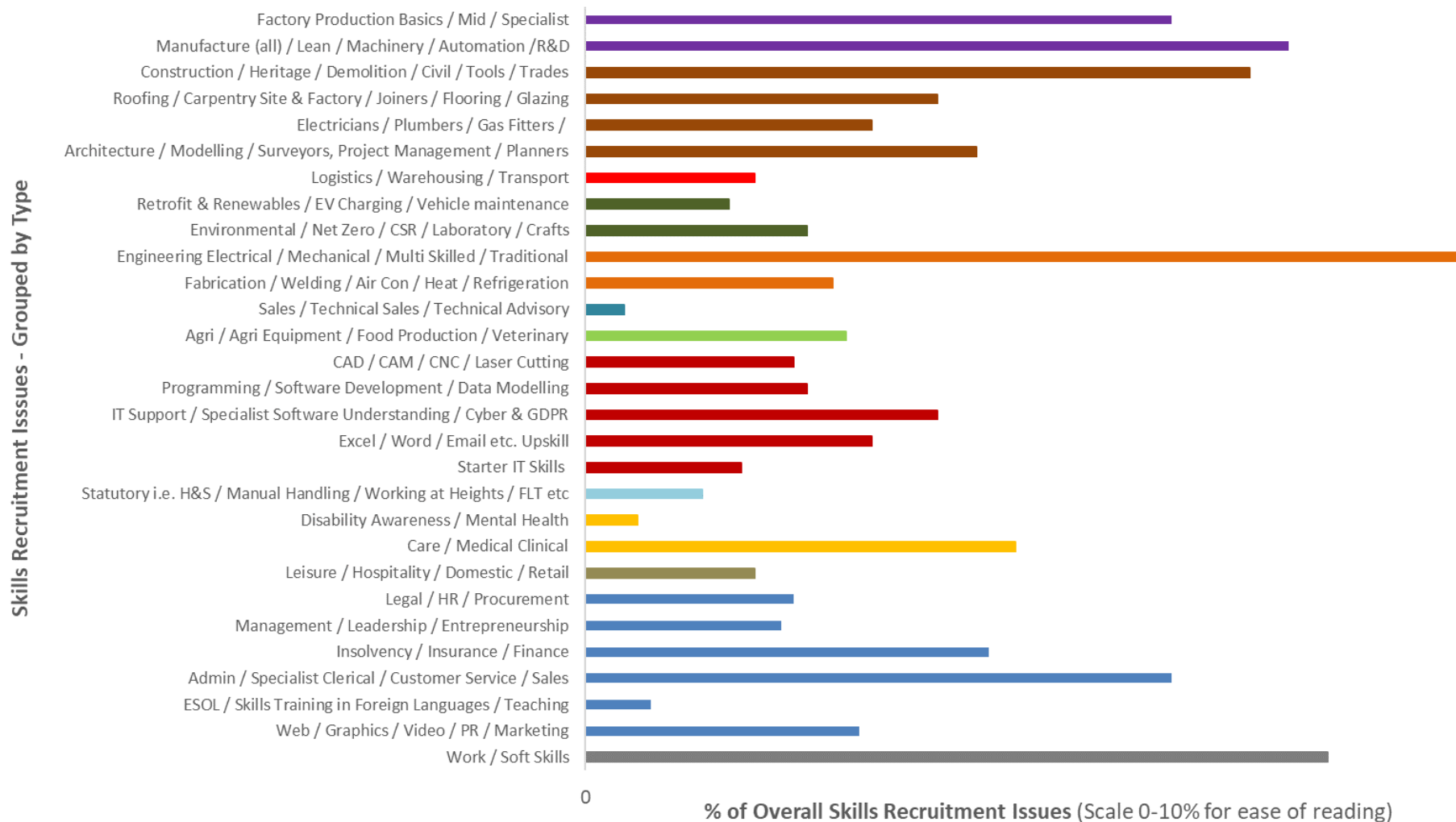
KEY - Colour groupings as shown on the skills & training graphs - derived from the analysis of comment data for both questions on skills & training

Factory Production Basics / Mid / Specialist
Manufacture / Lean / Machinery / Automation / R&D
Construction / Heritage / Demolition / Civil / Tools / Trades
Roofing / Carpentry Site & Factory / Joiners / Flooring / Glazing
Electricians / Plumbers / Gas Fitters /
Architecture / Modelling / Surveyors, Project Management / Planners
Logistics / Warehousing / Transport
Retrofit & Renewables / EV Charging / Vehicle Maintenance
Environmental / Net Zero / CSR / Laboratory / Crafts
Engineering Electrical / Mechanical / Multi Skilled / Traditional
Fabrication / Welding / Air Con / Heat / Refrigeration
Sales / Technical Sales / Technical Advisory
Agri / Agri Equipment / Food Production / Veterinary
CAD / CAM / CNC / Laser Cutting
Programming / Software Development / Data Modelling
IT Support / Specialist Software Understanding / Cyber & GDPR
Excel / Word / Email etc. Upskill
Starter IT Skills
Statutory i.e. H&S / Manual Handling / Working at Heights / FLT etc
Disability Awareness / Mental Health
Care / Medical Clinical
Leisure / Hospitality / Domestic / Retail
Legal / HR / Procurement
Management / Leadership / Entrepreneurship
Insolvency / Insurance / Finance
Admin / Specialist Clerical / Customer Service / Sales
ESOL / Skills Training in Foreign Languages / Teaching
Web / Graphics / Video / PR / Marketing
Work / Soft Skills



Skills Shortages - All Interviews

Based on 463 interviews. 722 skill shortages or skills recruitment issues recorded and 83 interviewees stated they had no skills shortages or skills recruitment issues.



Skills Shortages... all 463 interviews

Skills needs are far greater than training needs as will be seen in the following graphs series. There were many reasons given as to why employers are struggling to find the skills required. For example:

- national or regional shortages
- Brexit emigration
- urban lure for higher salaries or conditions
- lack of local training
- niche profession
- rurality & population makeup
- transport & infrastructure
- University non returners
- University promoted over FE
- candidates recruited who despite qualifications or experience were not correctly or fully skilled / trained

In the West Midlands.... (ONS April 2023)

54.6% of businesses who employ reported that they had to **increase working hours** for employees due to staff shortages.

35.7% had to **recruit temporary workers** to cover staff shortages.

37.2% were **unable to meet demand** due to staff shortages.



Skill Shortages by Sub Regions

These vary by sub region for example:

Herefordshire



there is a high demand for engineers of all types and skilled manufacture staff

Shropshire



there is a high demand for care and medical staff, construction, and engineers

Telford & Wrekin



there is a high demand for all manufacturing skills, construction, engineers, and IT skills

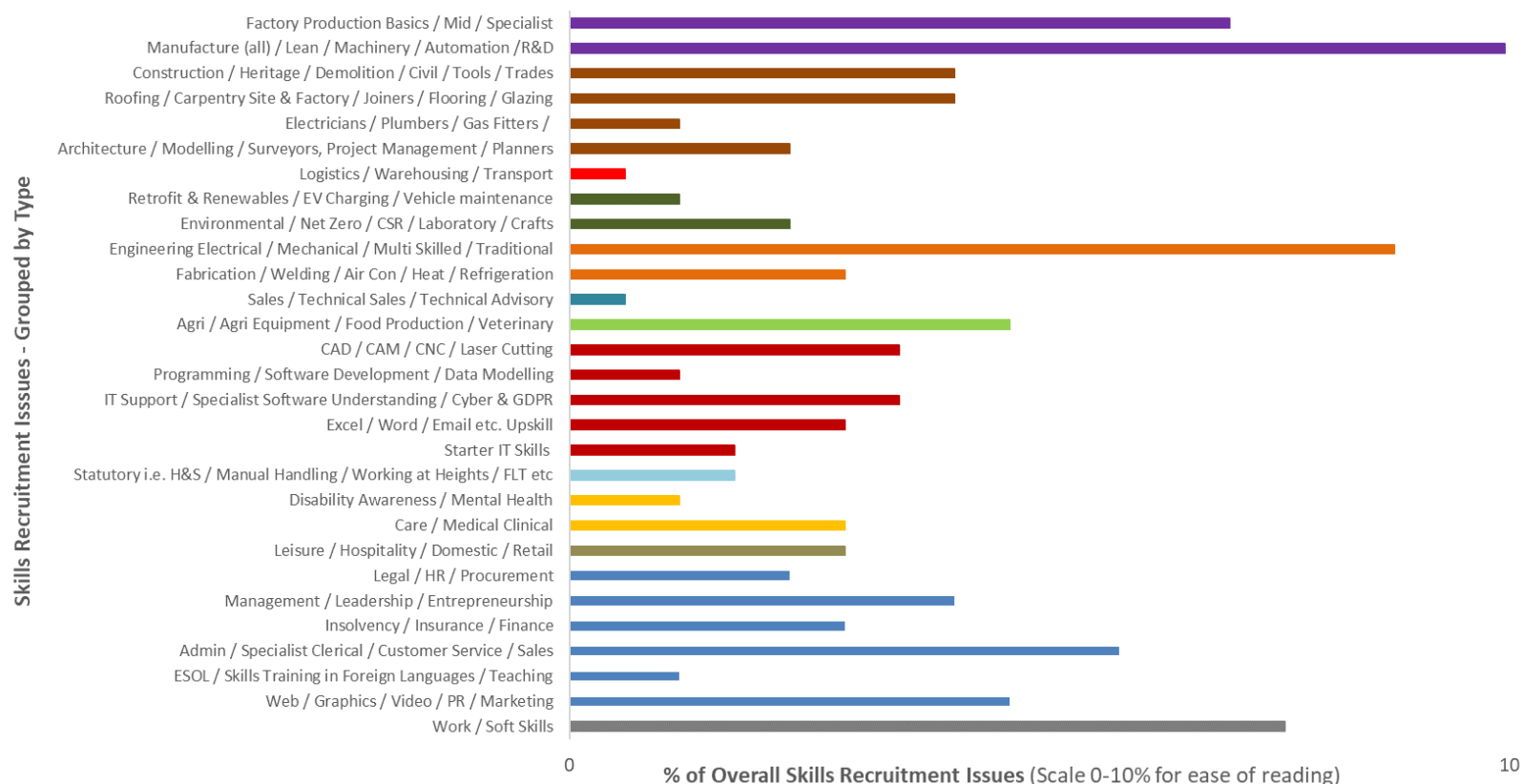


Skills Shortages... Herefordshire

Herefordshire has a higher need for factory and engineering skills as agriculture and agri food production requires these skills, not just standard manufacture. Construction has a leaning to heritage/specialist, roofing as well as retrofit & environmental.

Skills Shortages - HEREFORDSHIRE

Based on 136 interviews. 171 skill shortages or skills recruitment issues recorded and 42 interviewees stated they had no skills shortages or skills recruitment issues.

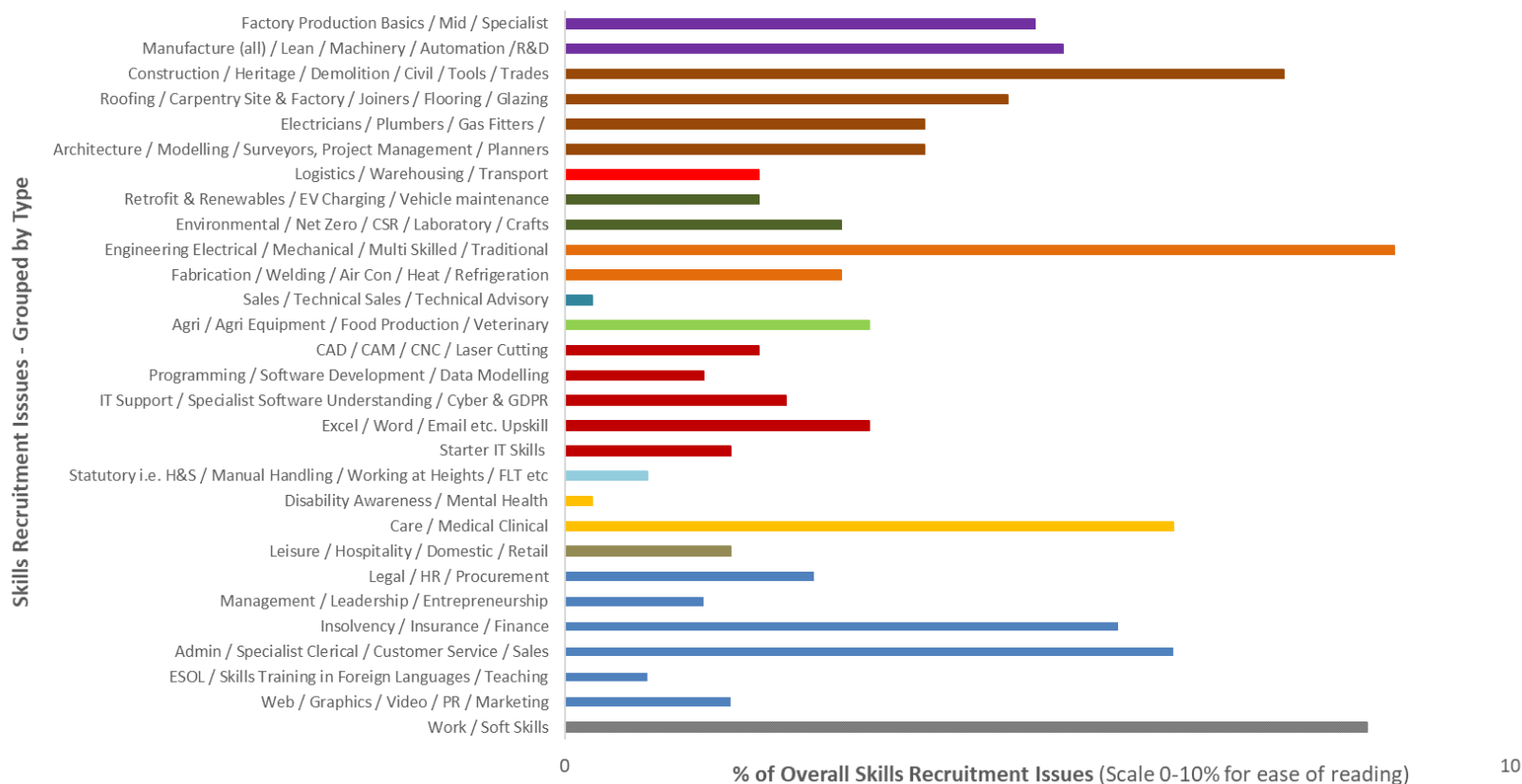


Skills Shortages... Shropshire

Shropshire due to its size, rurality and population demographic has a high need for care & medical. Professional service roles are as equally important as manufacturing roles, but construction & engineering outweigh all other needs stated.

Skills Shortages - SHROPSHIRE

Based on 210 interviews. 342 skill shortages or skills recruitment issues recorded and 25 interviewees stated they had no skills shortages or skills recruitment issues.

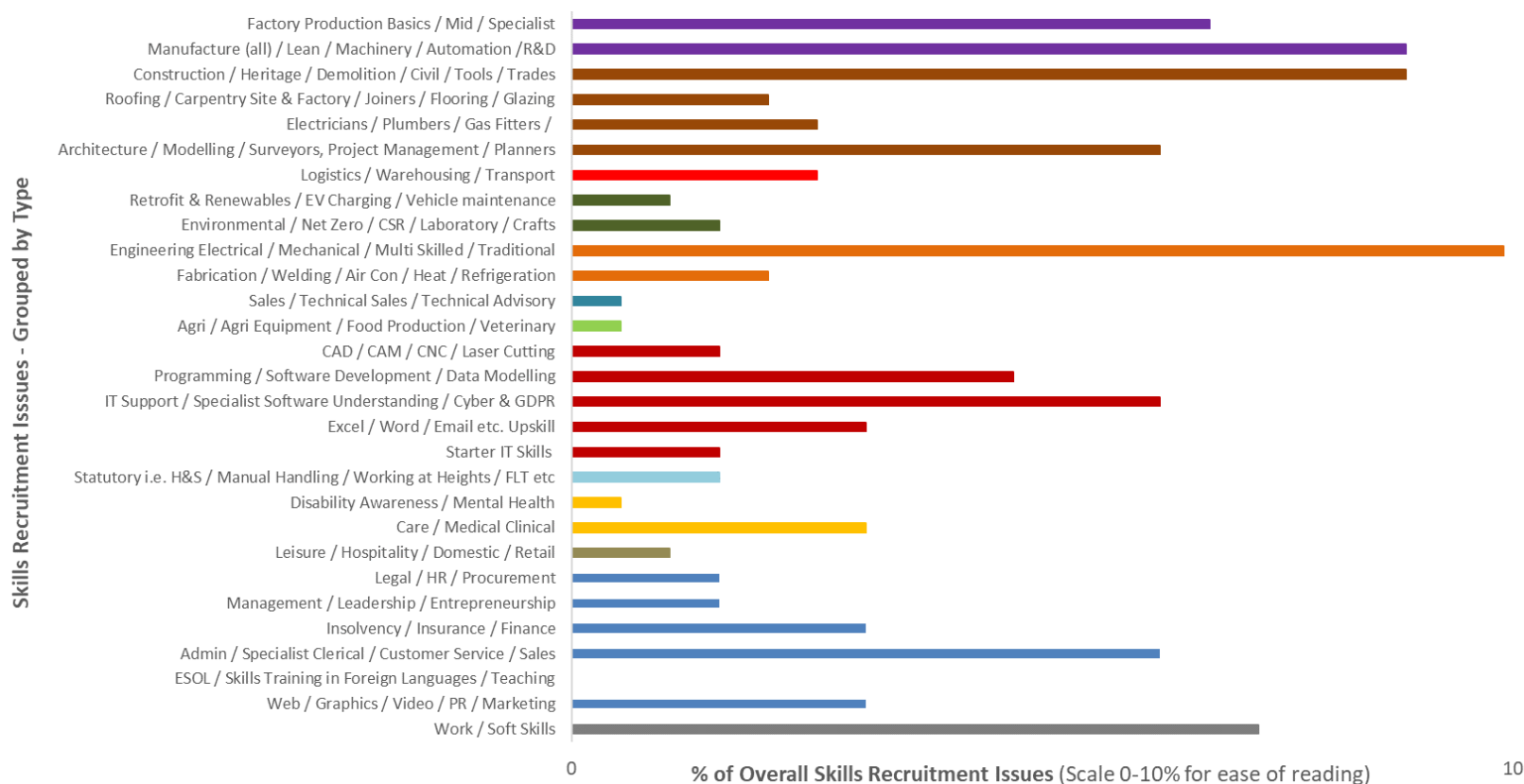


Skills Shortages... Telford & Wrekin

Telford with its high density of industry showed a need for all areas of manufacturing and engineering. This also led to a greater need for a wide range of IT skills to support the rise in automation. Construction and admin also struggled for skills.

Skills Shortages - TELFORD & WREKIN

Based on 108 interviews. 192 skill shortages or skills recruitment issues recorded and 15 interviewees stated they had no skills shortages or skills recruitment issues.



Skill Shortages by Four Sectors

These vary by sector for example:

Manufacture



Need for unskilled to highly skilled manufacturing operatives, engineers, and IT specialities

Construction



As well as a strong need for wet and dry trades, there is also a need for planners, surveyors etc

Health Care



Medical, doctors to porters, GPs to specialist admin and maintenance trades all required

Professional



Legal, accountancy & admin are key along with all areas of IT, marketing, and customer service

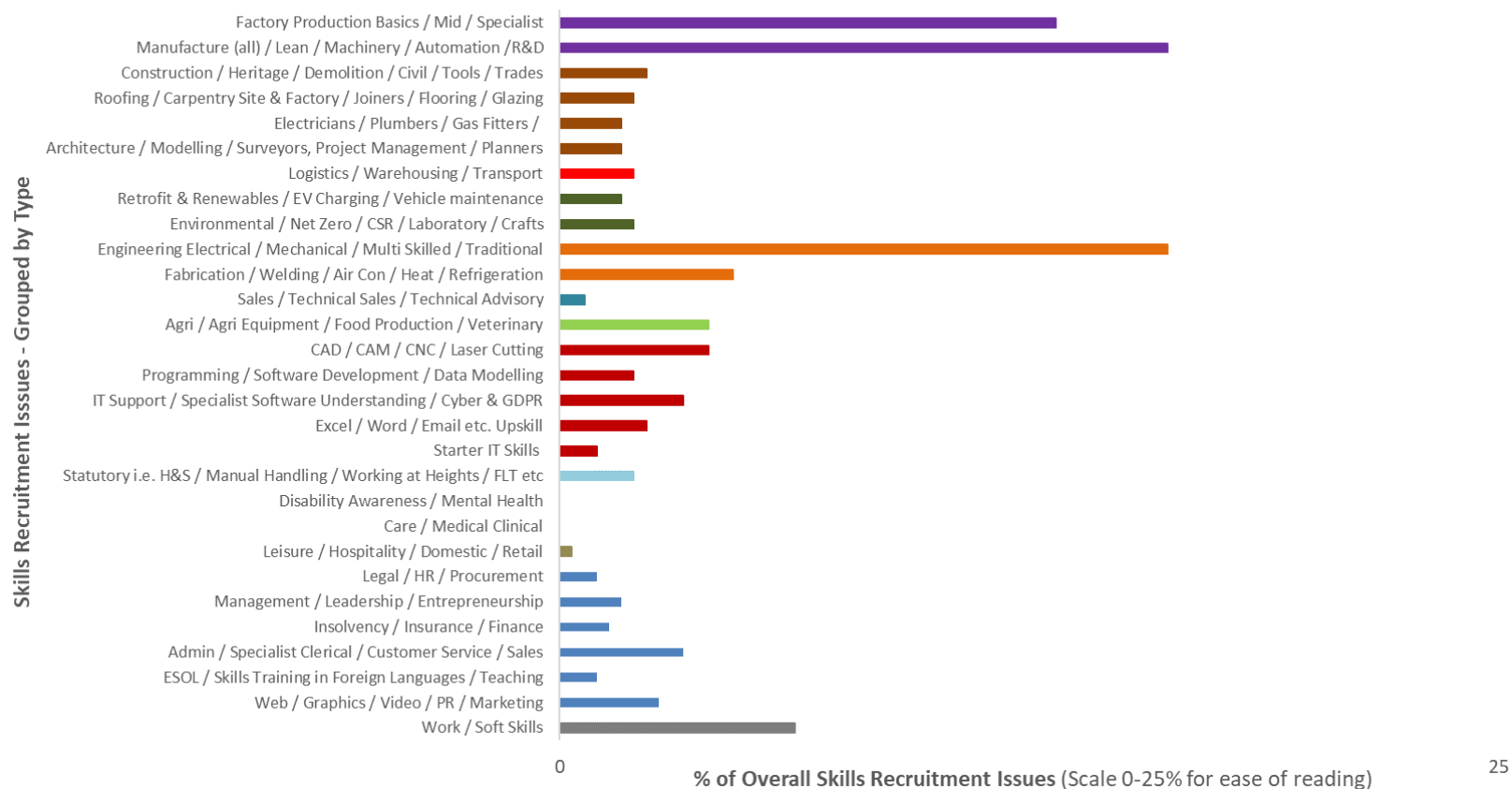


Skills Shortages... Manufacture & Engineering including food & drink manufacture

Though all levels required, it is the more skilled that are in shortest supply. Unskilled production workers are in demand due to retention issues. Engineers are required in all disciplines and at all levels. IT skills for operatives is a growing need.

Skills Shortages - Manufacturing / Engineering including food & drink manufacture

Based on 162 interviews. 303 skill shortages or skills recruitment issues recorded and 25 interviewees stated they had no skills shortages or skills recruitment issues.

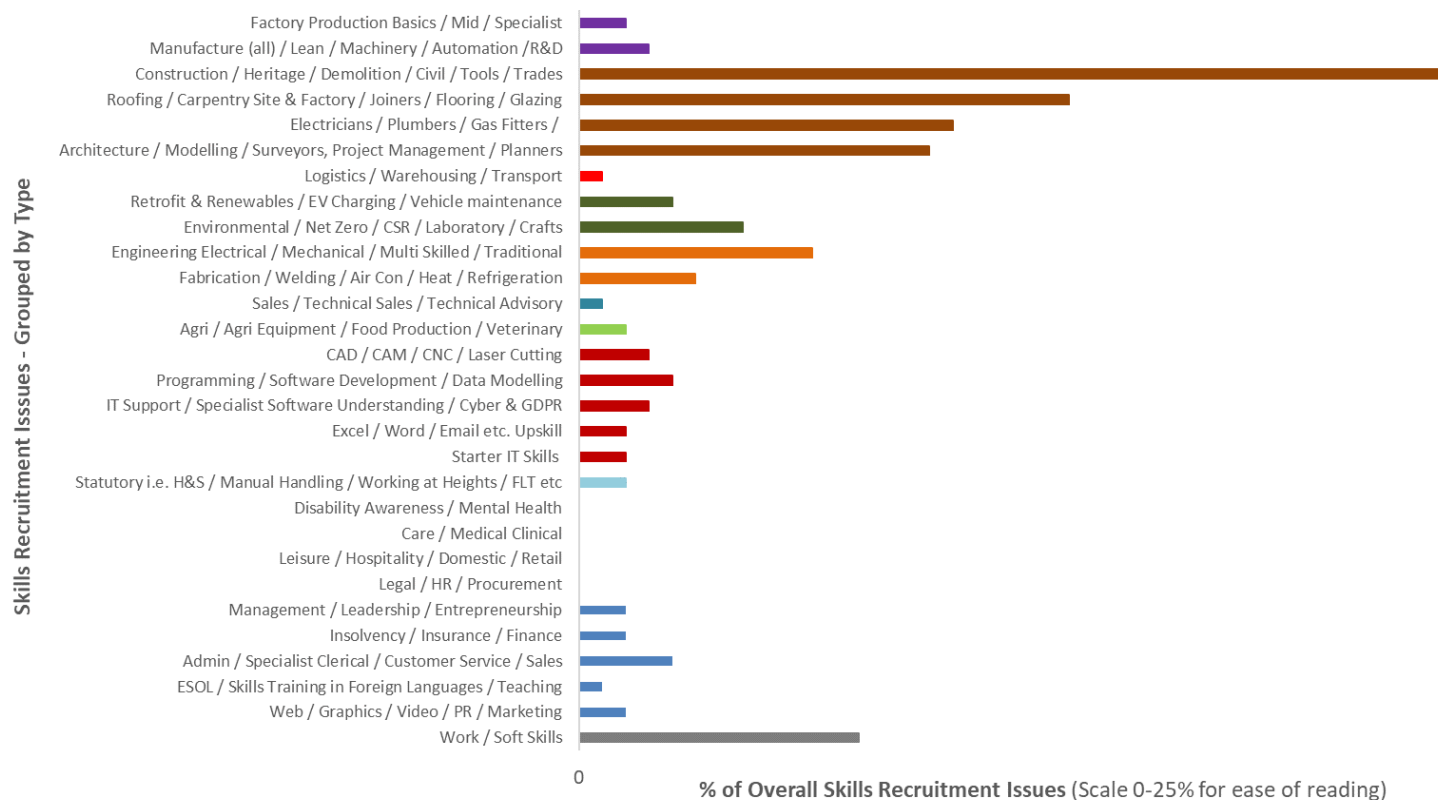


Skills Shortages... Construction including environment technologies

Due to the boom in house building and large infrastructure projects such as HS2 there is a pressure on all aspects of construction, especially trades, surveyors, and project management. The transition from on-site build to off-site factory build is a growing need requiring revised skills. Retrofit and environmentally friendly installations such as solar is currently fragmented but the opening of a new training centre will help build cohesion within this growing sub sector.

Skills Shortages - Construction including environment technologies

Based on 93 interviews. 153 skill shortages or skills recruitment issues recorded and 28 interviewees stated they had no skills shortages or skills recruitment issues.



25

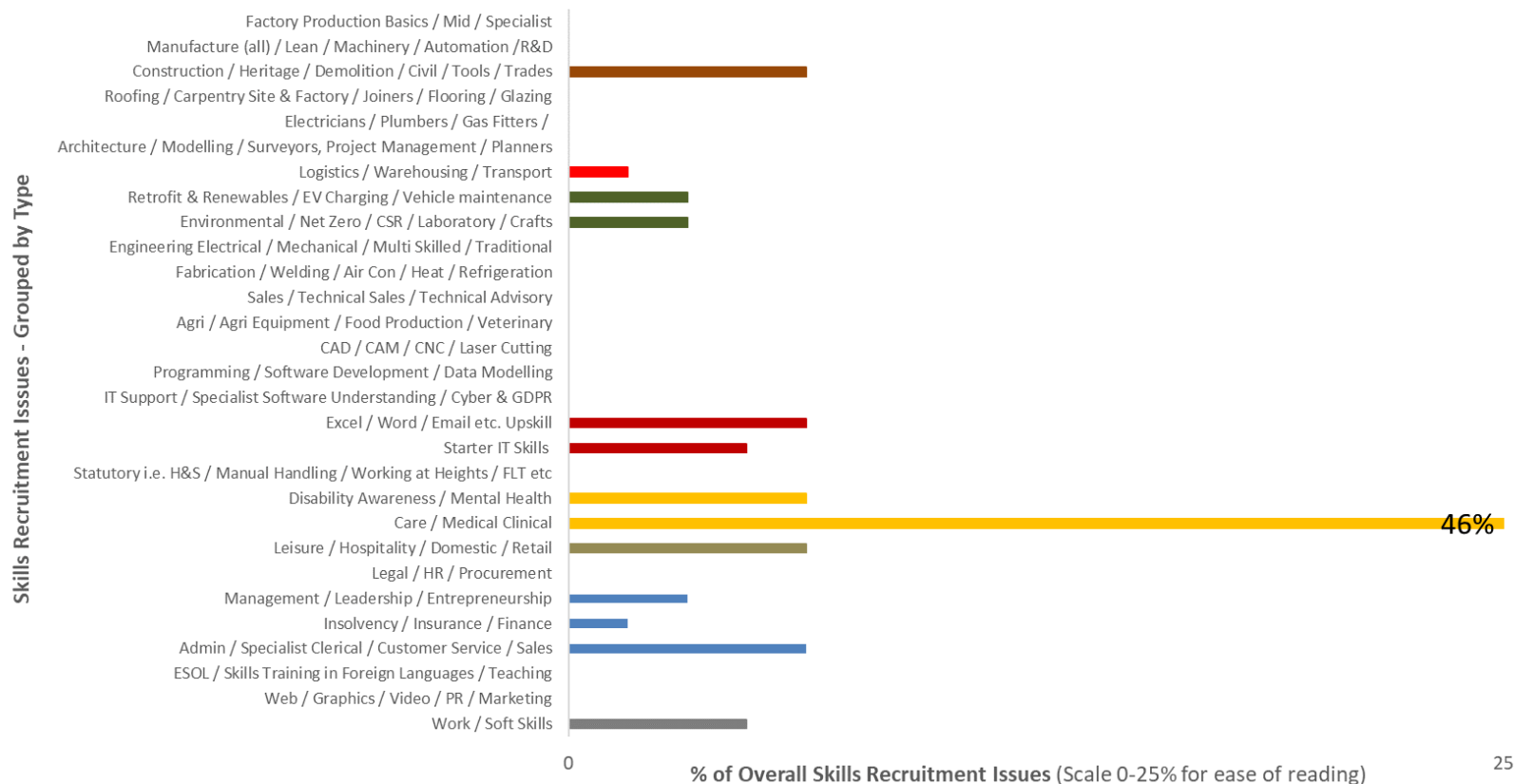


Skills Shortages... Health & Social Care

Though a strong training pipeline for nursing disciplines, unskilled to skilled, is in place this is tending to provide staff to the NHS not the care sector, which is large but fragmented, as well as financially and geographically challenged hence a 9%+ vacancy rate. Innovative solutions are being investigated and implemented to try an ease this issue.

Skills Shortages - Health & Social Care

Based on 57 interviews. 63 skill shortages or skills recruitment issues recorded and 11 interviewees stated they had no skills shortages or skills recruitment issues.

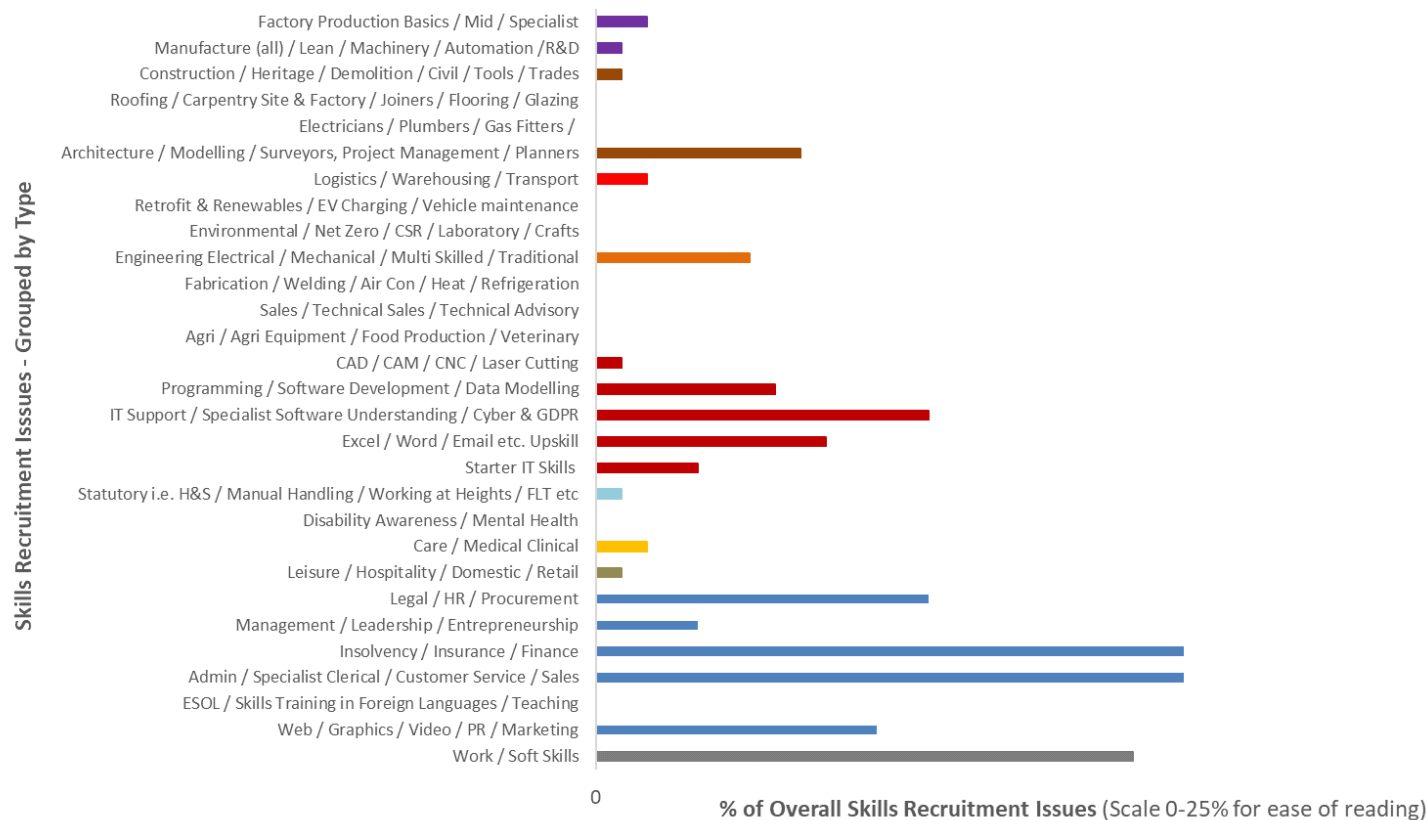


Skills Shortages... Professional Services

Administration staff are proving to be in short supply and lower numbers training. IT is in demand for support in house and basic offices skills such as Excel and Word, not just for highly skilled engineers or programmers. The professions are finding it hard to compete with urban competitors on wages.

Skills Shortages - Professional Services

Based on 112 interviews. 146 skill shortages or skills recruitment issues recorded and 28 interviewees stated they had no skills shortages or skills recruitment issues.



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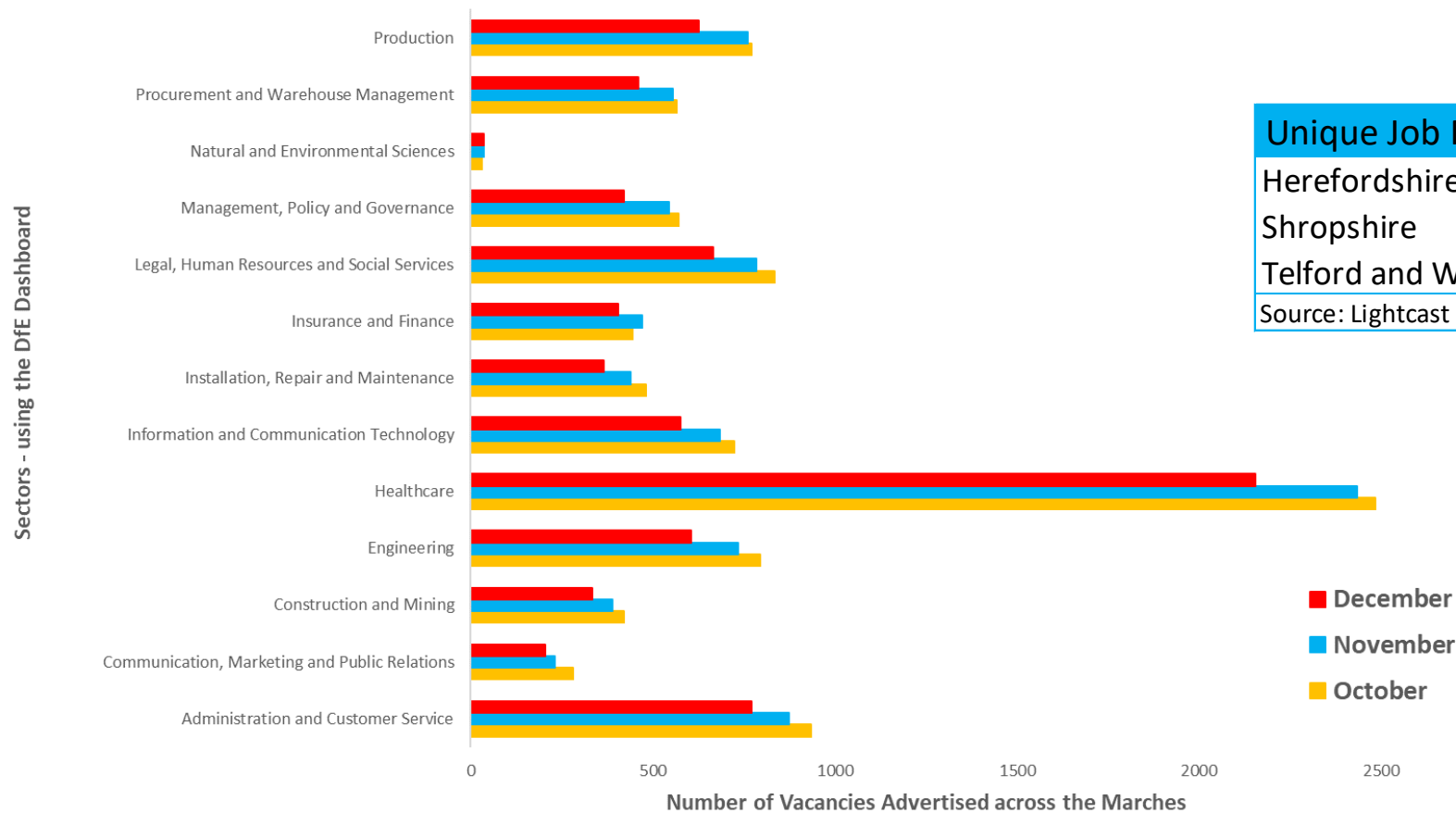


Job Postings

JOB VACANCIES - The Marches - October to December 2022

Data extracted from the DfE Dashboard

PLEASE NOTE - DfE categories do not directly replicate to the Marches LSIPs Project categories and are for reference only.



Unique Job Postings Jan-Feb 2023

Herefordshire	5,284
Shropshire	8,085
Telford and Wrekin	6,117

Source: Lightcast Data 2023



Training Needs... all 463 interviews

Though many stated they had no training needs, those who did state training needs were categorised into logical colour coded groupings on the following graphs, by skills type (see next page). Training needs relate to but are not always driven by skill shortages. Training needs are not always directly related to the occupation but additional skills such as leadership or IT. Training needs may be stated for many additional reasons, including but not limited to:

- course availability
- niche requirements
- lack of knowledge of courses or providers
- course content mismatched to employer need or employer cannot cover all elements of an apprenticeship
- company finance constraints
- staff churn requiring regular re staffing with training needs
- levy issues including restrictions on use for larger employers or inability to access levy transfers
- issues with current provision
- difficulties in releasing staff due to staff shortages or course time mismatch with staff availability
- employers unable to navigate apprenticeship paperwork
- teaching method felt inappropriate or not delivering to a suitable standard
- mismatch of language / understanding between employers and providers



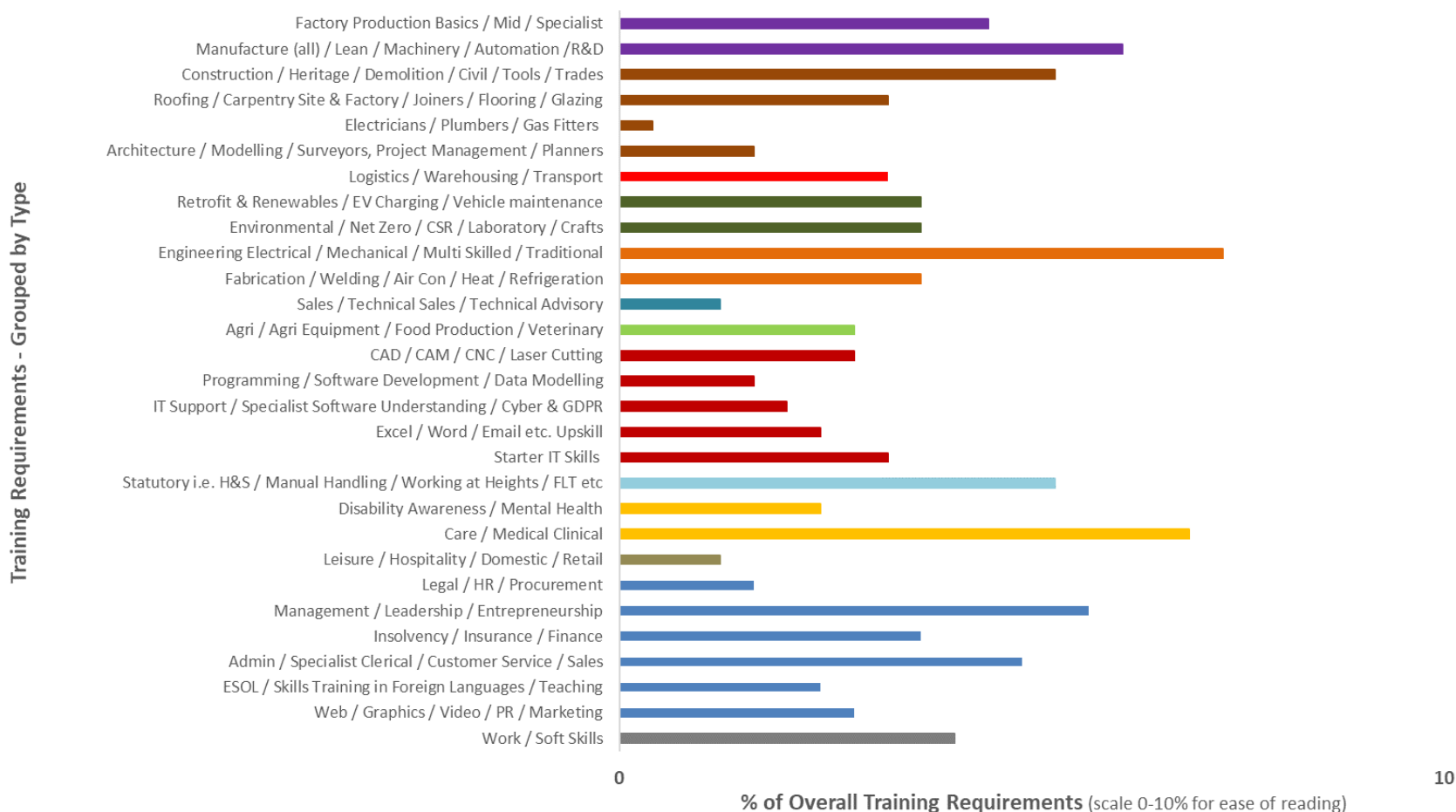
KEY
Factory Production Basics / Mid / Specialist
Manufacture (all) / Lean / Machinery / Automation / R&D
Construction / Heritage / Demolition / Civil / Tools / Trades
Roofing / Carpentry Site & Factory / Joiners / Flooring / Glazing
Electricians / Plumbers / Gas Fitters /
Architecture / Modelling / Surveyors, Project Management / Planners
Logistics / Warehousing / Transport
Retrofit & Renewables / EV Charging / Vehicle maintenance
Environmental / Net Zero / CSR / Laboratory / Crafts
Engineering Electrical / Mechanical / Multi Skilled / Traditional
Fabrication / Welding / Air Con / Heat / Refrigeration
Sales / Technical Sales / Technical Advisory
Agri / Agri Equipment / Food Production / Veterinary
CAD / CAM / CNC / Laser Cutting
Programming / Software Development / Data Modelling
IT Support / Specialist Software Understanding / Cyber & GDPR
Excel / Word / Email etc. Upskill
Starter IT Skills
Statutory i.e. H&S / Manual Handling / Working at Heights / FLT etc
Disability Awareness / Mental Health
Care / Medical Clinical
Leisure / Hospitality / Domestic / Retail
Legal / HR / Procurement
Management / Leadership / Entrepreneurship
Insolvency / Insurance / Finance
Admin / Specialist Clerical / Customer Service / Sales
ESOL / Skills Training in Foreign Languages / Teaching
Web / Graphics / Video / PR / Marketing
Work / Soft Skills



Training Needs... all 463 interviews

Training Needs as Stated as a % of those who responded (450 interviews)

Based on 463 interviews: **246 training needs stated** and **219 interviewees stated they had no training needs**. 80 specifically stated they train in house solely or in conjunction with others.



Training Needs by Sub Regions

These vary by sub region for example:

Herefordshire



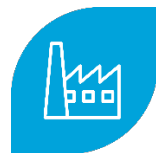
areas highlighted include management, construction, engineering & administration

Shropshire



areas highlighted include care & medical, manufacturing, statutory short courses

Telford & Wrekin



areas highlighted include manufacture, engineering, management & finance

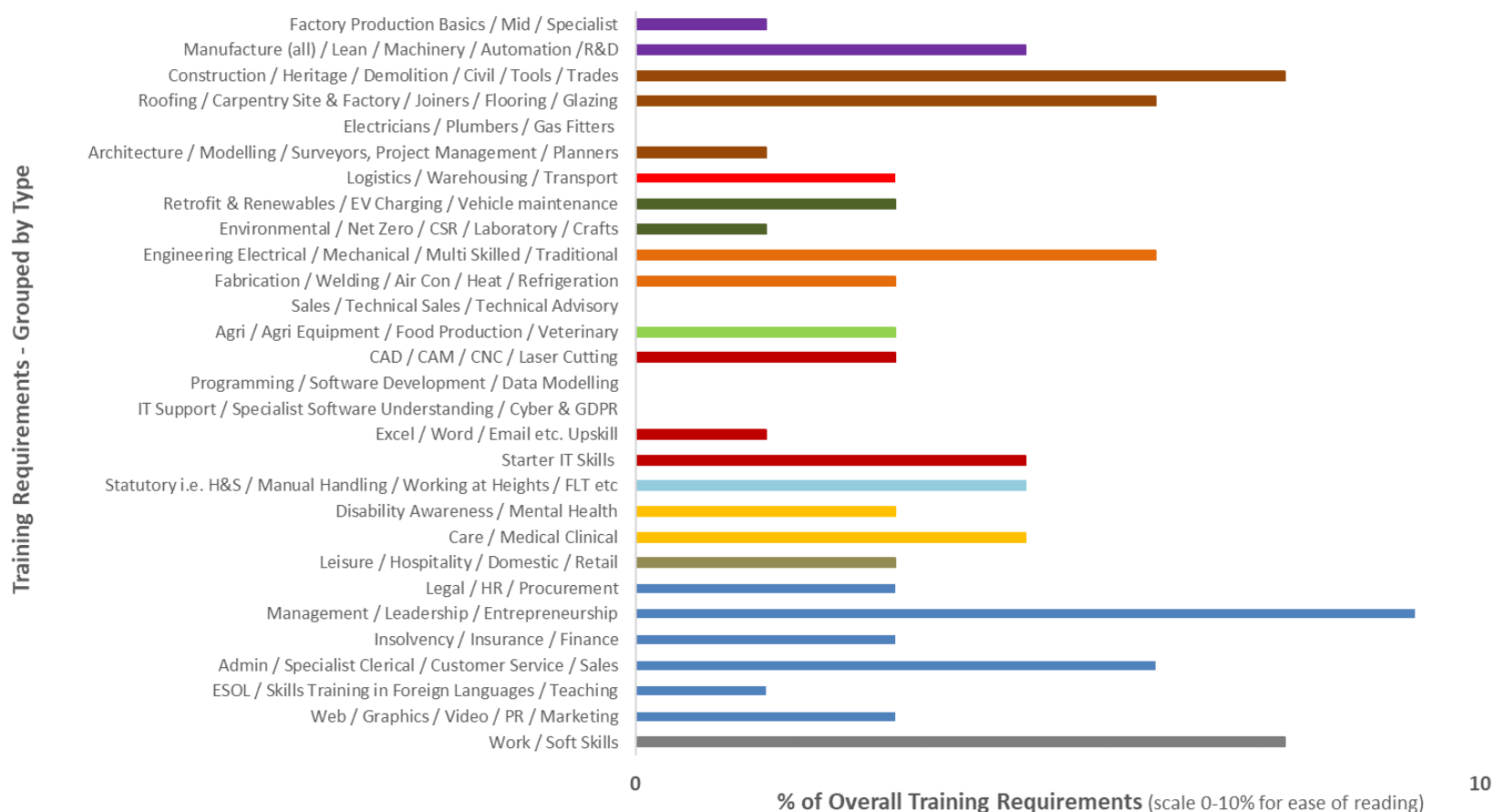


Training Needs... Herefordshire

Training Needs as Stated as a % of those who responded - **HEREFORDSHIRE**

Based on 136 interviews: 65 training needs stated and 66 interviewees stated they had no training needs.

16 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.

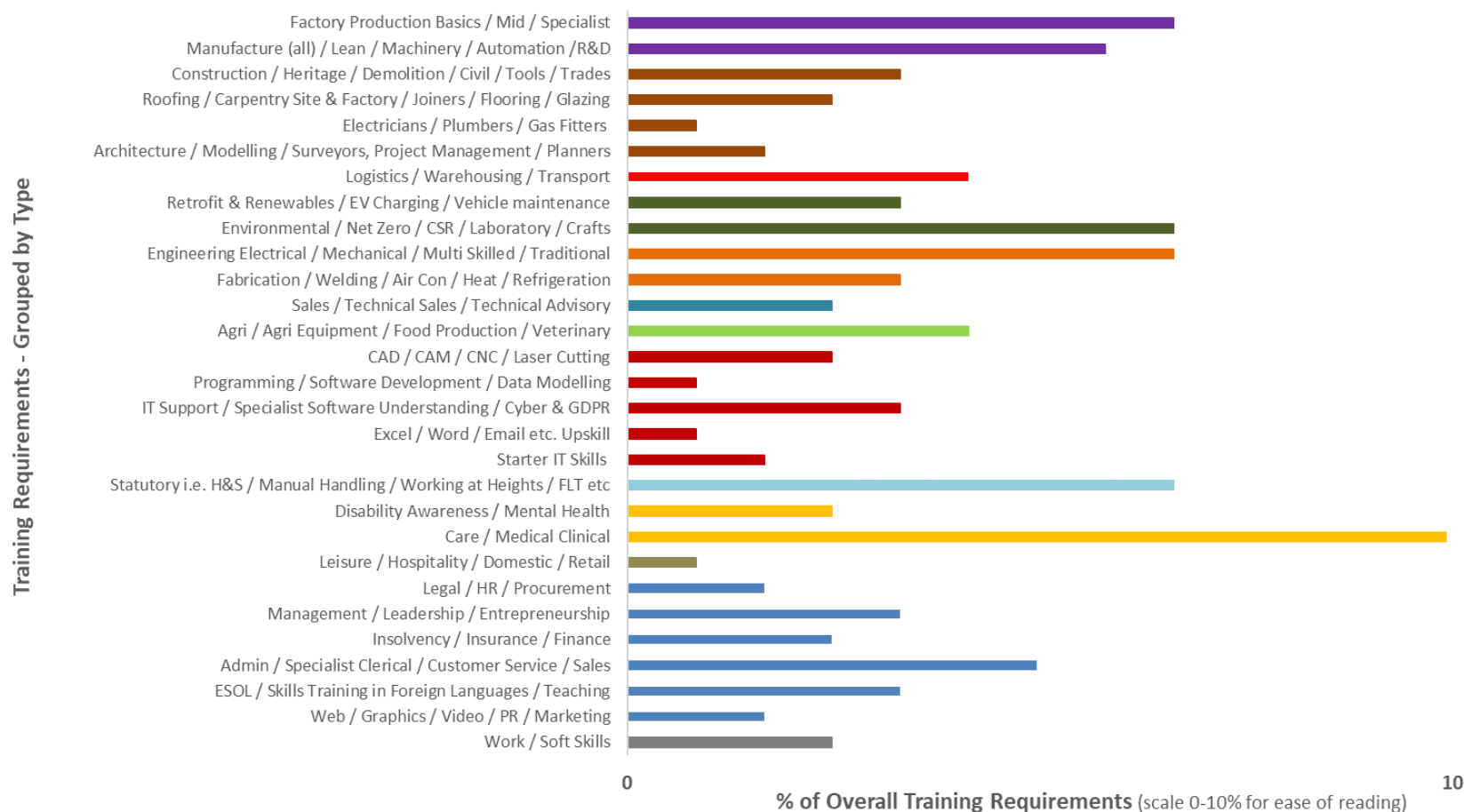


Training Needs... Shropshire

Training Needs as Stated as a % of those who responded - SHROPSHIRE

Based on 210 interviews: **121 training needs stated** and **97 interviewees stated they had no training needs**.

42 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.

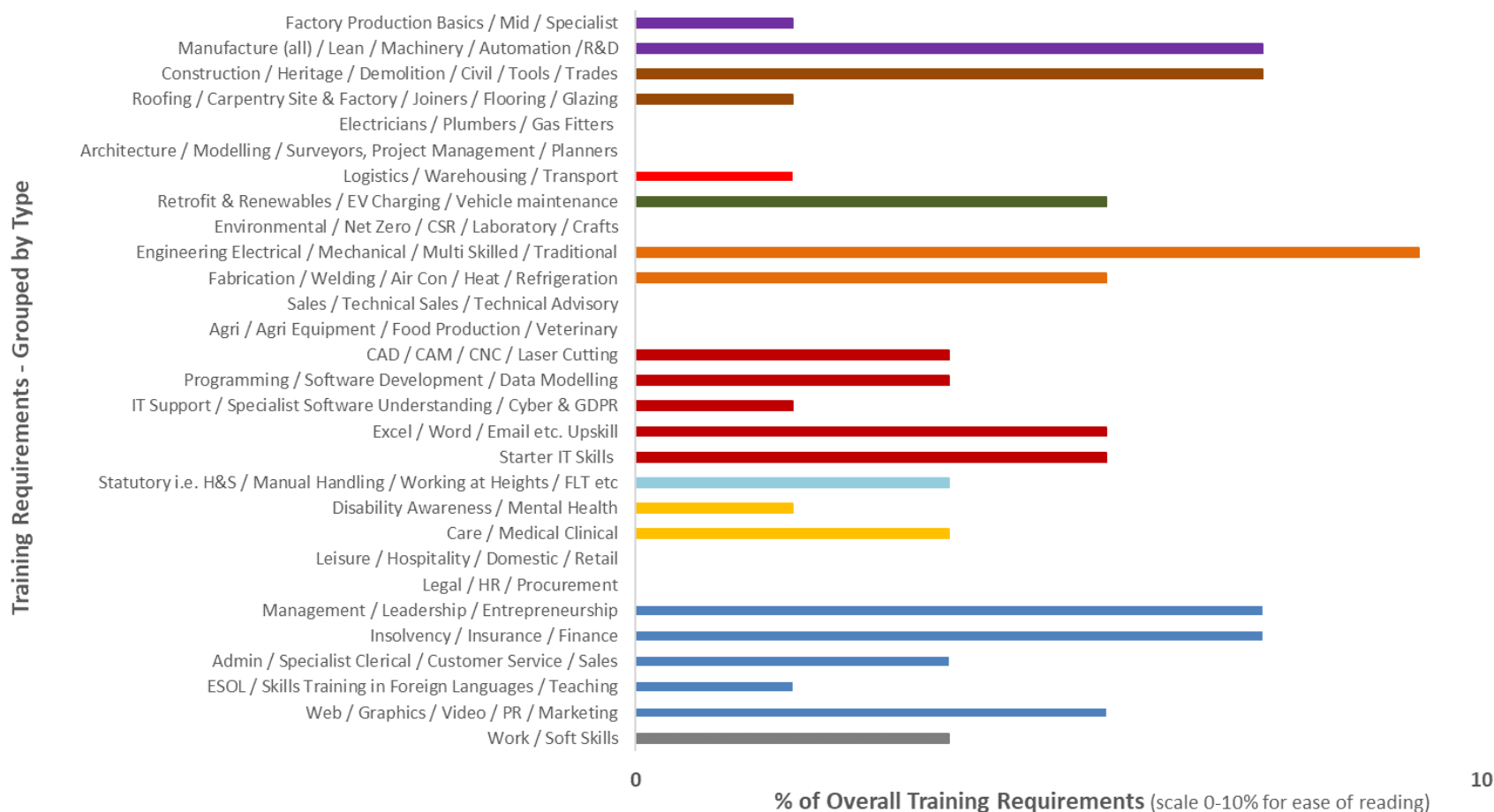


Training Needs... Telford & Wrekin

Training Needs as Stated as a % of those who responded - TELFORD & WREKIN

Based on 108 interviews: **54 training needs stated** and **51 interviewees stated they had no training needs**.

20 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.



Training Needs by Four Sectors

These vary by sector for example:

Manufacture



areas highlighted include automation, skilled manufacture, engineering, CAD, CAM, laser

Construction



areas highlighted include all trades & specialisms, off site fabrication, retrofit, statutory

Health Care



areas highlighted include care staff and clinical staff, starter IT skills, administration

Professional



management & leadership all levels, marketing, graphics, finance, administration



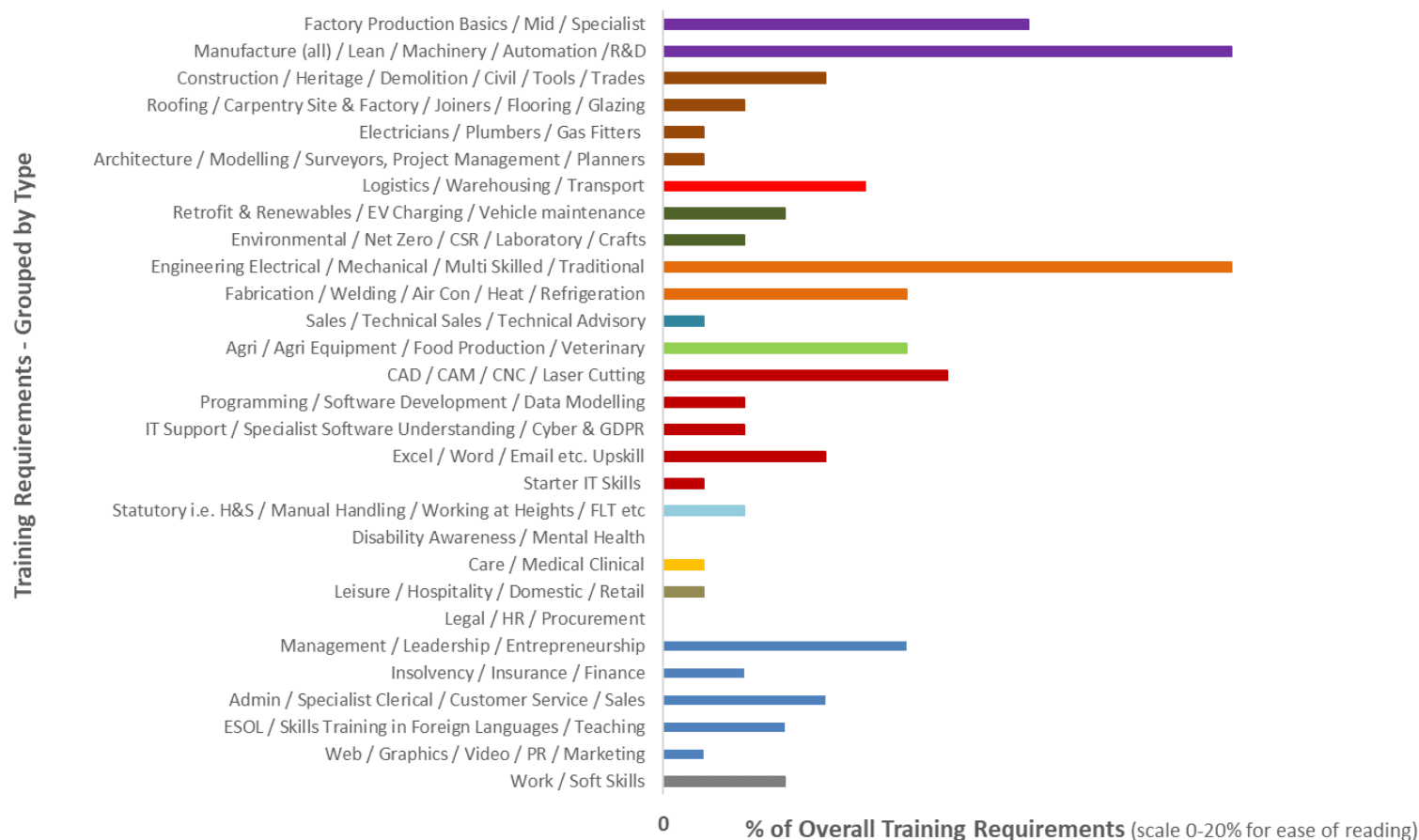
Training Needs... Manufacturing / Engineering including food & drink

Training Needs as Stated as a % of those who responded

Manufacturing / Engineering including food & drink manufacture

Based on 162 interviews: 107 training needs stated and 76 interviewees stated they had no training needs.

27 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.



20



Training Needs... Construction including environment technologies

Training Needs as Stated as a % of those who responded

Construction including environment technologies

Based on 93 interviews: **43 training needs stated and 41 interviewees stated they had no training needs.**

25 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.

Training Requirements - Grouped by Type



Training Needs... Health & Social Care

Training Needs as Stated as a % of those who responded

Health & Social Care

Based on 57 interviews: **40 training needs stated** and **23 interviewees stated they had no training needs.**

12 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.



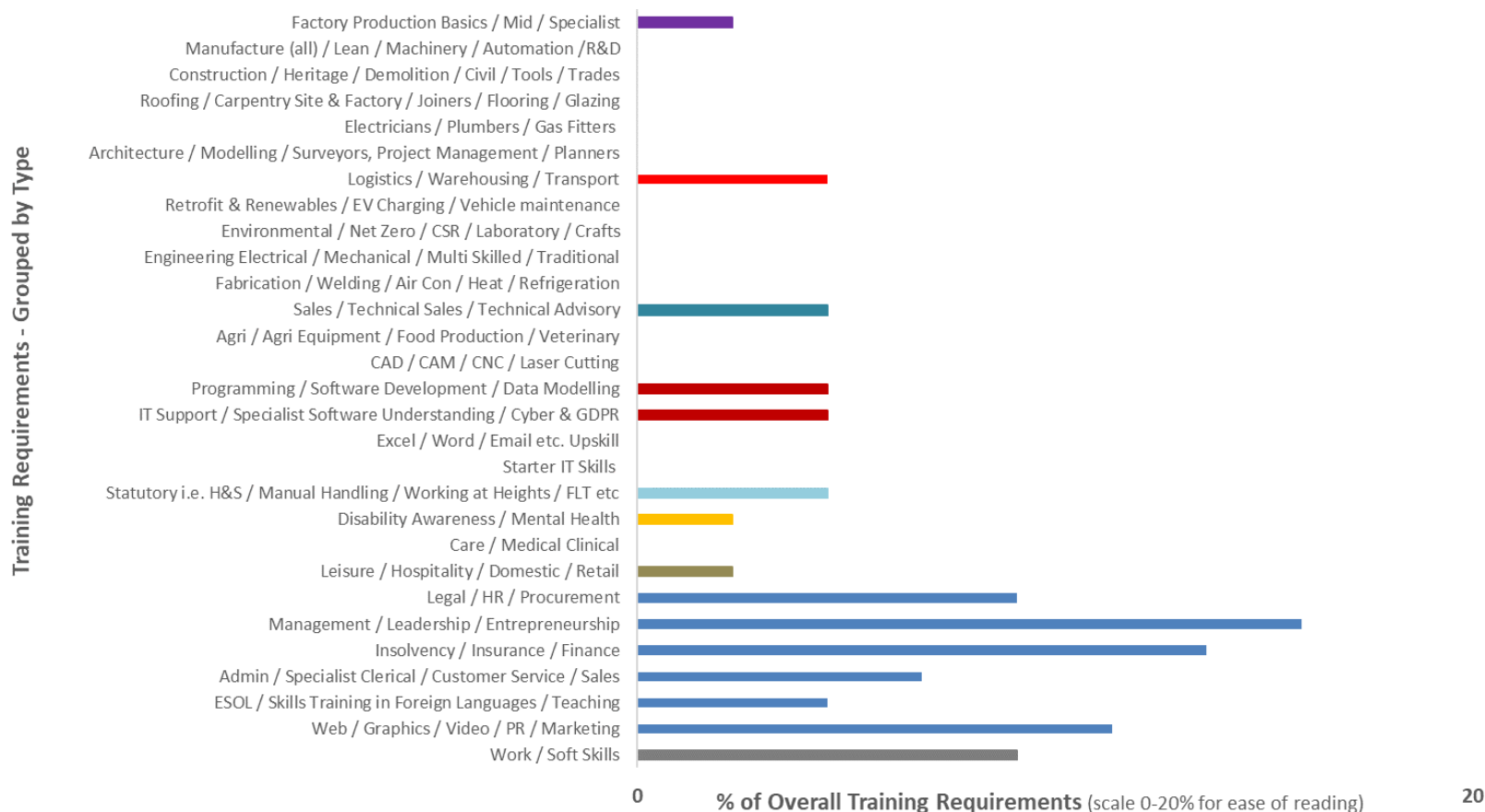
Training Needs... Professional Services

Training Needs as Stated as a % of those who responded

Professional Services

Based on 114 interviews: 44 training needs stated and 60 interviewees stated they had no training needs.

14 specifically stated they train in house solely or in conjunction with other training methods. Gaps indicate no responses for those training needs.



Apprentices and Graduates... employment levels extracted from the Employer Voice interviews

TYPES - HAD, HAVE OR INTEND TO EMPLOY SHORTLY			
	Graduates	Higher Apprenticeships	Standard Apprenticeships
Yes	53.15	37.00	64.97
No	46.85	63.00	35.03
By % of those who said Yes or No			

Herefordshire % of YES responses



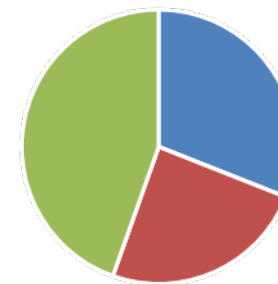
- Graduates
- Higher Apprenticeships
- Standard Apprenticeships

Shropshire % of YES responses



- Graduates
- Higher Apprenticeships
- Standard Apprenticeships

Telford & Wrekin % of YES responses



- Graduates
- Higher Apprenticeships
- Standard Apprenticeships



Apprentices and Graduates...

Recruiting comments direct from employers to highlight their understanding. For example, on occasion they are misinformed as courses are available, when they think there are none locally. This is a quick win as easy to remedy. Some may want what is impractical to deliver due to low numbers and others find solutions to recruitment in unexpected places. Cost and paperwork burden of apprentices was a common theme.

- “For Digital Marketing roles we used to recruit graduates but found it better to recruit more 'life experienced' people after trying several graduates.” *Professional Services*
- “We have decided to stop taking on youngsters below 21 as they do not stick and it is demoralising for the staff who do their training. We have had good success with older apprentices.” *Manufacturing / Engineering*
- “The company has taken on apprentices in L2 and L3 carpentry roles. Skills are not great, but they can be taught practical skills whilst working to build on the basics taught in college. It can be difficult for the employer as there are a lot of costs to cover for the first 2 years as the apprentices are not bringing any money into the business and are learning. It is only in third year that they bring money into the business. Some apprentices do not see out the course as they receive offers from other companies, often larger, and go as they are paid slightly higher.” *Construction*



Apprentices and Graduates...



Do you provide training to any of these sectors?



Engineering /
Manufacturing
including Food &
Drink Production



Professional
Services



Construction
including
Environmental
Technologies



Health &
Social Care

Do you provide training to employers?
Then we need YOUR help

Marches LSIPs
Local Skills Improvement Plan



“Currently have an Engineering Apprentice and are looking for a Customer Service Apprentice and Accounts Apprentice”. [Manufacturing / Engineering](#)

“Apprenticeships are an option for legal roles from 2021 and we therefore need providers to step up and offer them to the sector.” [Professional Services](#)

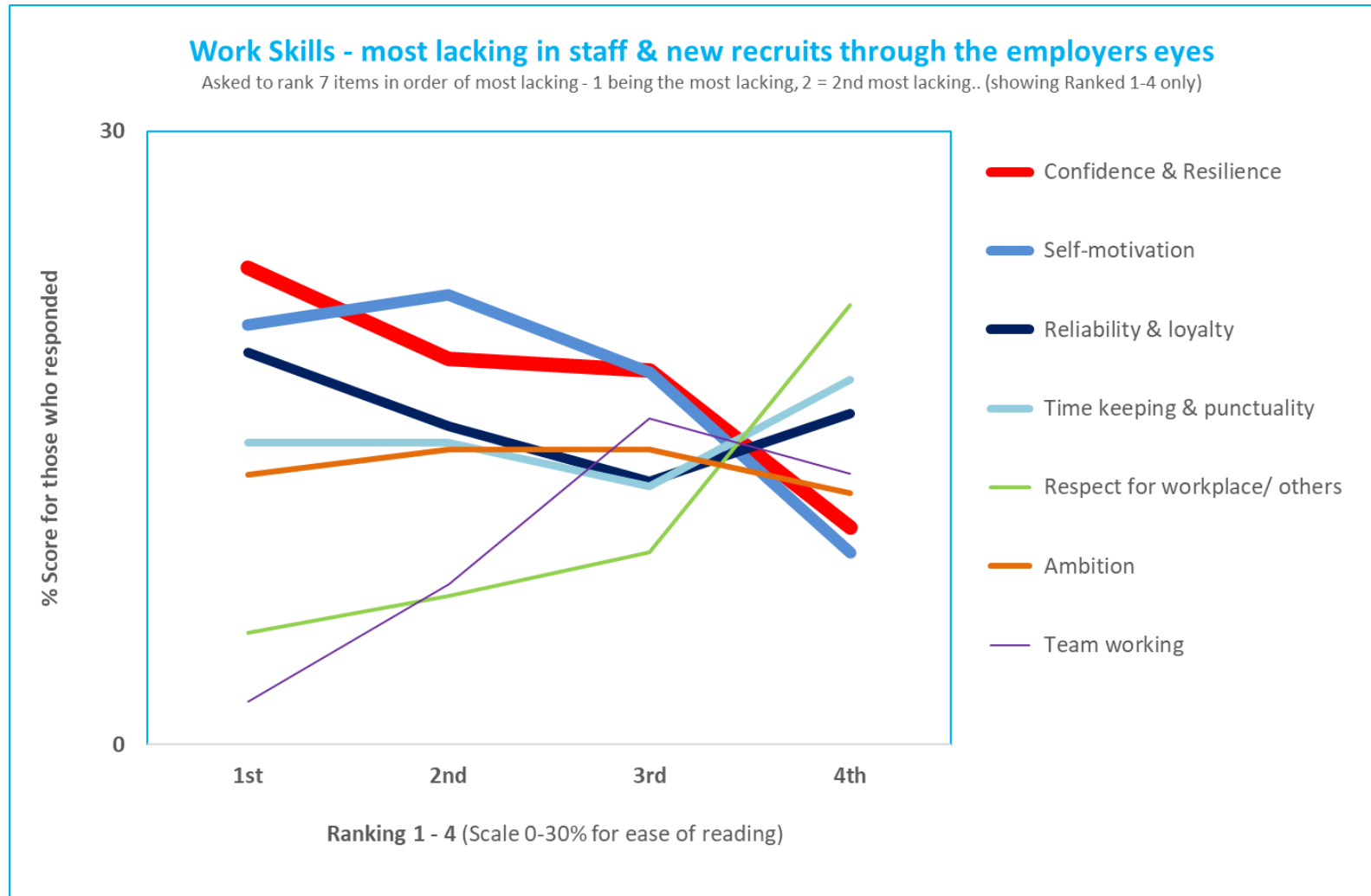
“A welder focused apprenticeship which includes MIG welding would deliver a higher degree of competency and skill. Most companies in the steel fabrication now use laser cutting technology, as far as I am aware there are no apprenticeships on offer for this.” [Manufacture / Engineering](#)

“The chartered surveying team take on a number of excellent graduates from a specialist local university, an unlikely source and only discovered by chance as not the normal place to look for surveyors.” [Construction](#)

“The company recruits graduates for specialist high-level advanced manufacture and engineering roles. There are less British nationals post-graduate now and more foreign students graduating masters which is causing difficulties with visas and work permits.” [Professional Services](#)



Work Skills... employers ranking as the 1st, 2nd, 3rd, and 4th skills most lacking in current staff and staff being recruited... Though not a standalone subject(s) work skills were mentioned in most interviews.



Work Skills by sub regions

Herefordshire

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



Shropshire

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



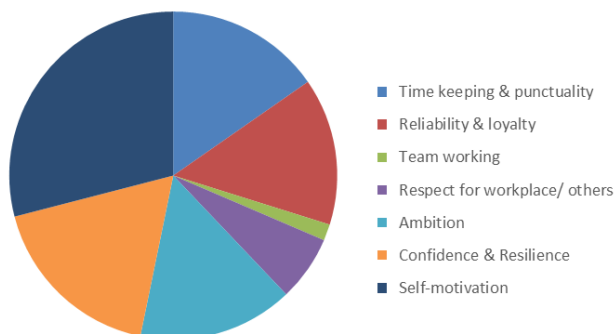
Telford & Wrekin

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



Manufacturing / Engineering including food & drink manufacture

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



Construction including environment technologies

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



Health & Social Care

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



Professional Services

Work Skills - most lacking in staff & new recruits through the employers eyes
Showing what each sub-sector ranked in first place by % of responses



Soft Skills... employers ranking as the 1st, 2nd, 3rd, and 4th skills most lacking in current staff and staff being recruited... Though not a standalone subject(s) soft skills were mentioned in most interviews.

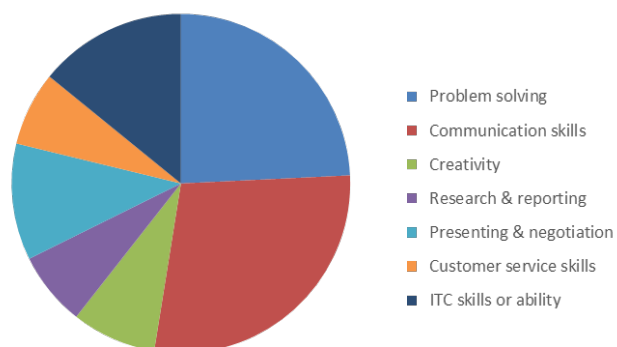


Soft Skills

Herefordshire

Soft Skills - most lacking in staff & new recruits through the employers eyes.

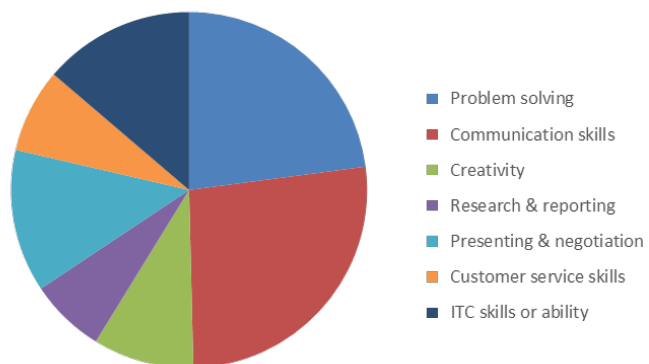
Showing what each sub-sector - Ranked in first place only



Shropshire

Soft Skills - most lacking in staff & new recruits through the employers eyes.

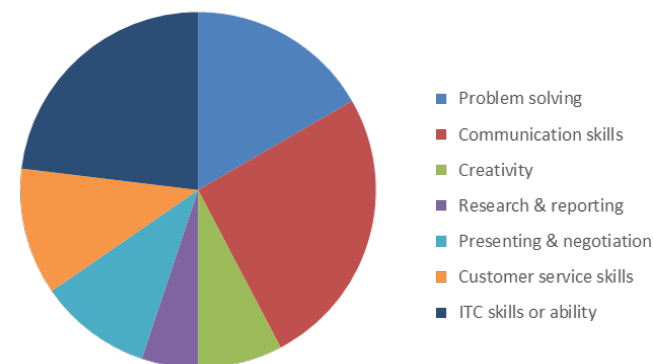
Showing what each sub-sector - Ranked in first place only



Telford & Wrekin

Soft Skills - most lacking in staff & new recruits through the employers eyes.

Showing what each sub-sector - Ranked in first place only

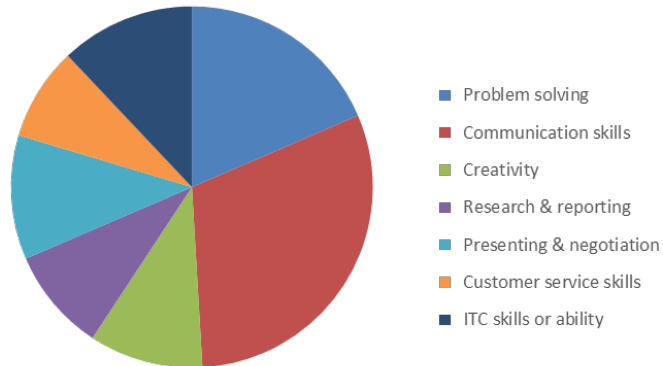


Soft Skills

Manufacturing / Engineering including food & drink manufacture

Soft Skills - most lacking in staff & new recruits through the employers eyes.

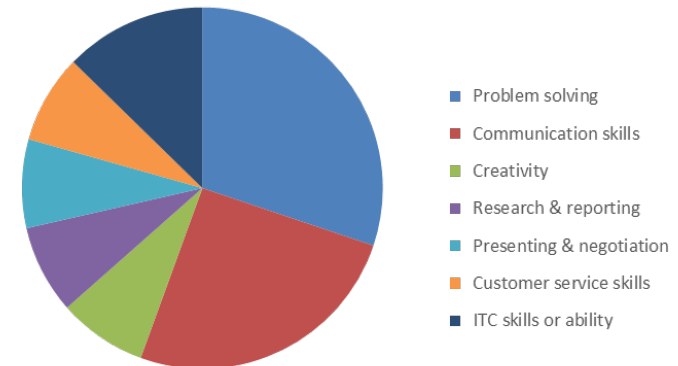
Showing what each sub-sector - Ranked in first place only



Construction including Enviromental Technologies

Soft Skills - most lacking in staff & new recruits through the employers eyes.

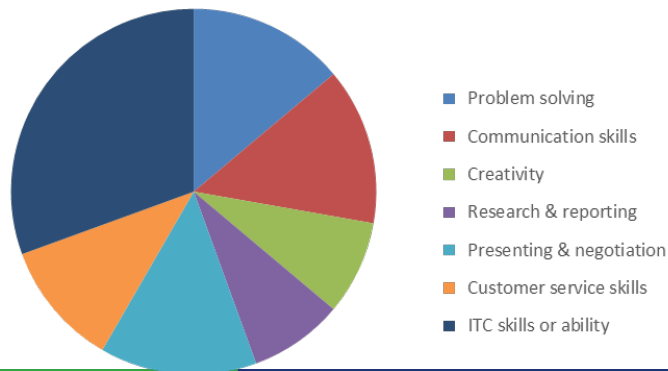
Showing what each sub-sector - Ranked in first place only



Health & Social Care

Soft Skills - most lacking in staff & new recruits through the employers eyes.

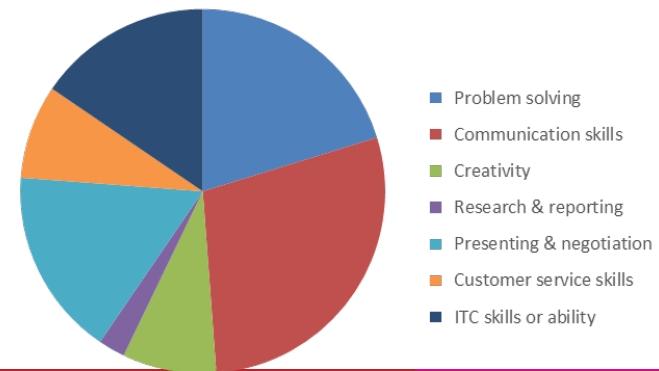
Showing what each sub-sector - Ranked in first place only



Professional Services

Soft Skills - most lacking in staff & new recruits through the employers eyes.

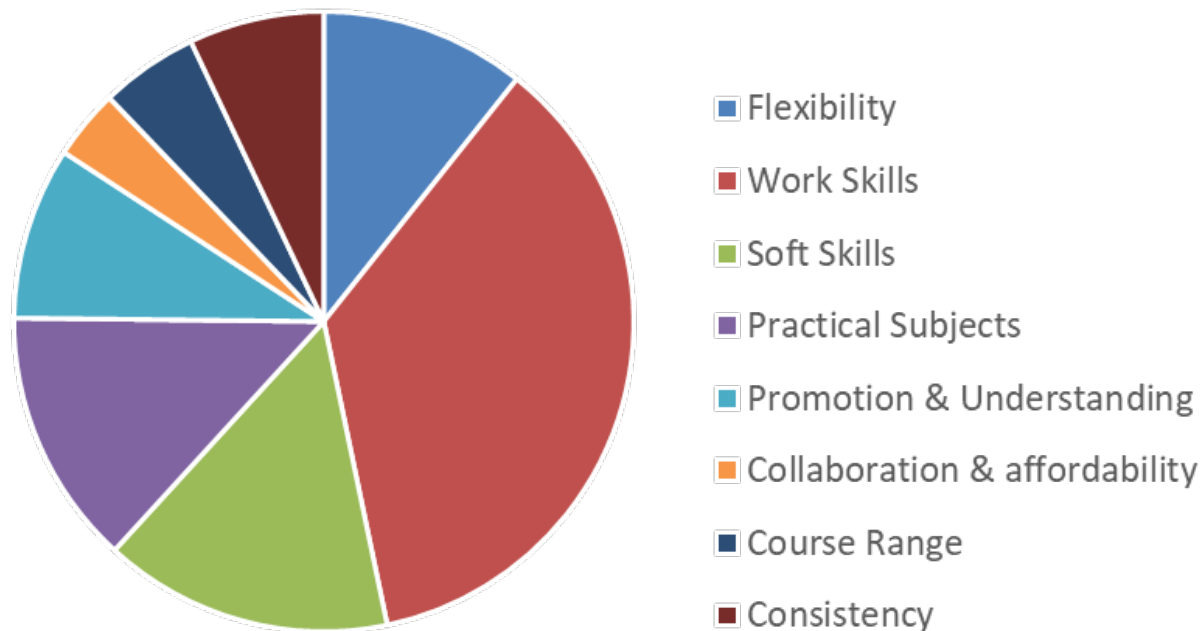
Showing what each sub-sector - Ranked in first place only



How do you think current training could be improved?

These are the general views of the employers and they are aware that Providers (Public, Private, Large & Small) do have strict criteria to meet, funding rules to abide by and nationally decided course content, therefore they cannot always be flexible or accommodate every request. However, it was felt important for them to express their needs and wishes. They also articulated that some elements could be quickly achieved by ensuring greater cooperation and understanding between both parties.

Training Improvements - % of those who stated these requirements 463 interviews



Training Improvements context...

- Flexibility: Due to time constraints short courses are welcome. Flexible methods to work with rural areas, sectors with chronic staff shortages so cannot release, to support younger staff who have no means of travelling. Block provision was favoured by some, over day release as it allowed the employers to manage workloads more effectively. Multiskilled and modular training was favoured to cover for skills shortages, give the work force more interest, career progression, aid retention and overall ensure greater productivity. Modular to allow for the many companies who cannot provide all elements of an apprenticeship but would like to take apprentices or where courses only have partial value for the employer's needs. More flex with apprenticeships to allow for short term contracts or partial placement availability. FE providers given more freedom to flex courses or budgets to meet local needs and sectors.
- Work skills: Employers felt strongly that more emphasis should be put on teaching students to understand the demands of a full working day, realities of work and the reasons for having a career. Less emphasis on the unattainable and far more on reality. Society acknowledged as part of the issue. Reliability, respect, understanding hierarchy and team working are all elements to ensure an easy transition into the world of work. Especially important the ability to problem solve, not just regurgitate information, this point was mainly in respect of Graduates. Work skills and work reality should start in junior school and continue throughout it was felt.
- Soft skills: Communication and the ability to communicate face to face, effectively and clearly was the biggest issue. Customer service, team working, base level IT skills, competent use of Word, Excel, and the ability to email professionally. Good standard of English. Team working and presentation also featured.



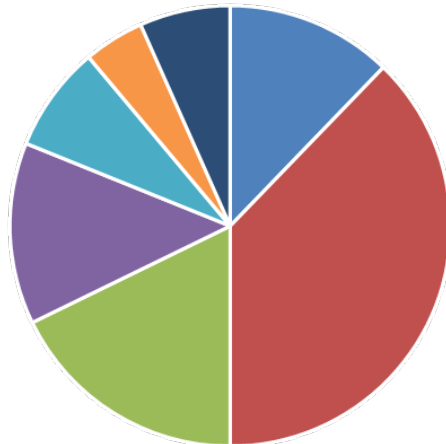
Training Improvements context...

- Practical Subjects: Greater emphasis on practical skills, less on academic exam driven study. Ensure learning methods that have legacy of knowledge not just a qualification. Give students/school children more exposure to the honest realities of the world of work (virtual or live).
- Promotion & Understanding: Providers to strive to have better understanding of the various businesses they provide services to. More co-working between providers and employers. Appreciation employers are not always familiar with education. Levy support and understanding.
- Collaboration & Affordability: Providers unite to run courses (virtual, interactive, or live) across a wider area to ensure greater numbers and therefore lower more affordable costs for businesses. Advise on funding for post 19 apprenticeships and how to access if available.
- Course Range: Right student on right course for the student. More skill refresher courses. Wider range of apprenticeships on offer. If courses cannot be run explain to the employers and communicate timely to ensure they can function productively.
- Consistency: Consistency of course content between all providers. Ensure course content meets latest statutory regulations. Course content information written by someone who has direct understanding of the industry being delivered into.



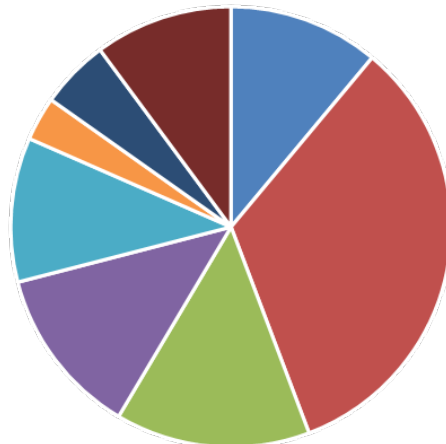
Training Improvements by Sub Regions - % of those who stated these requirements

Training Improvements
Herefordshire

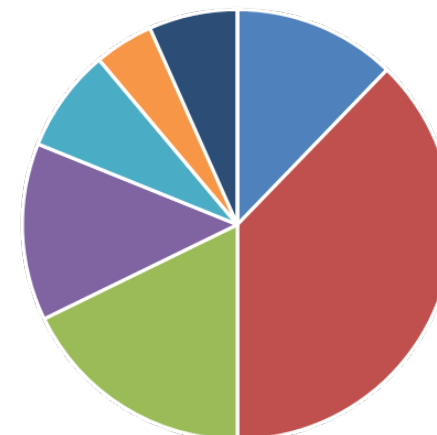


- Flexibility
- Work Skills
- Soft Skills
- Practical Subjects
- Promotion & Understanding
- Collaboration & affordability
- Course Range
- Consistency

Training Improvements
Shropshire

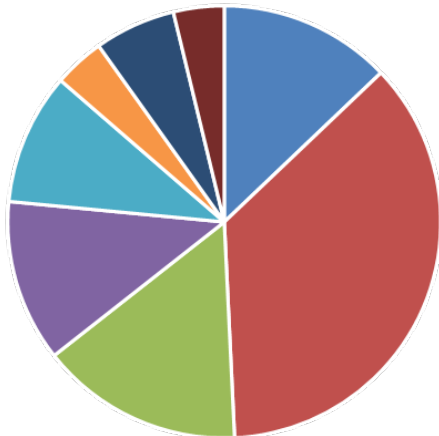


Training Improvements
Telford & Wrekin

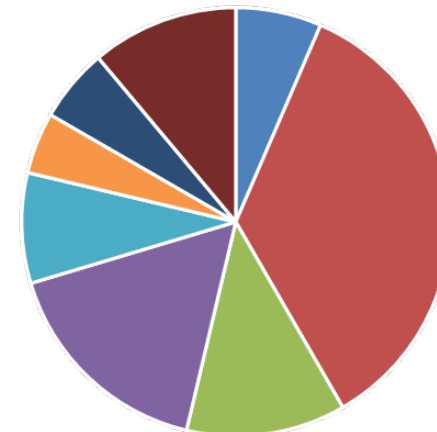


Training Improvements by Sectors - % of those who stated these requirements

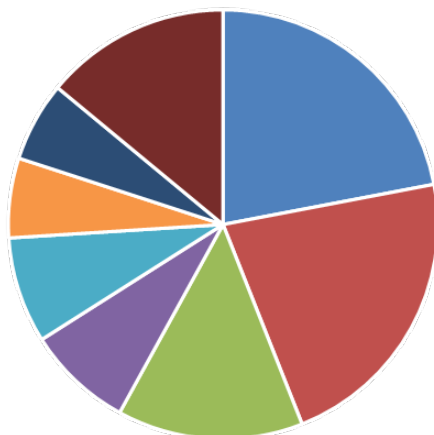
Training Improvements
Manufacturing / Engineering
including food & drink manufacture



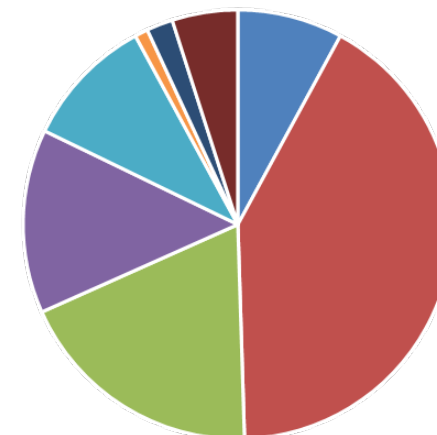
Training Improvements
Construction
including environment technologies



Health & Social Care



Professional Services



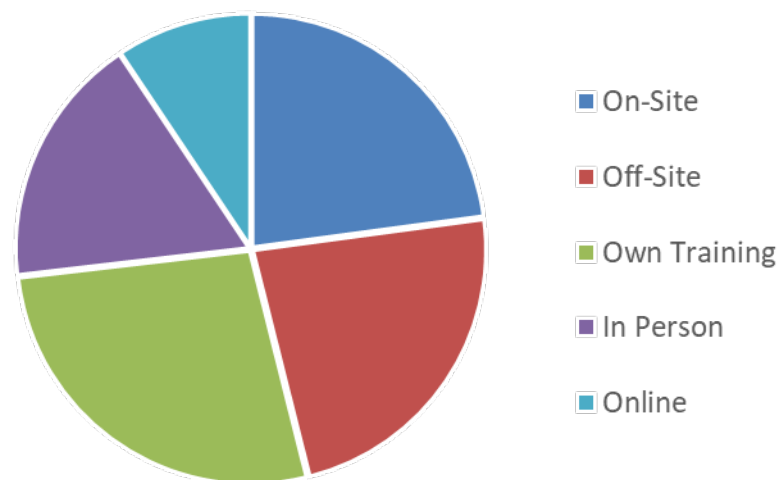
- Flexibility
- Work Skills
- Soft Skills
- Practical Subjects
- Promotion & Understanding
- Collaboration & affordability
- Course Range
- Consistency

Training Styles – which works best for your company?

Comments were also made about:

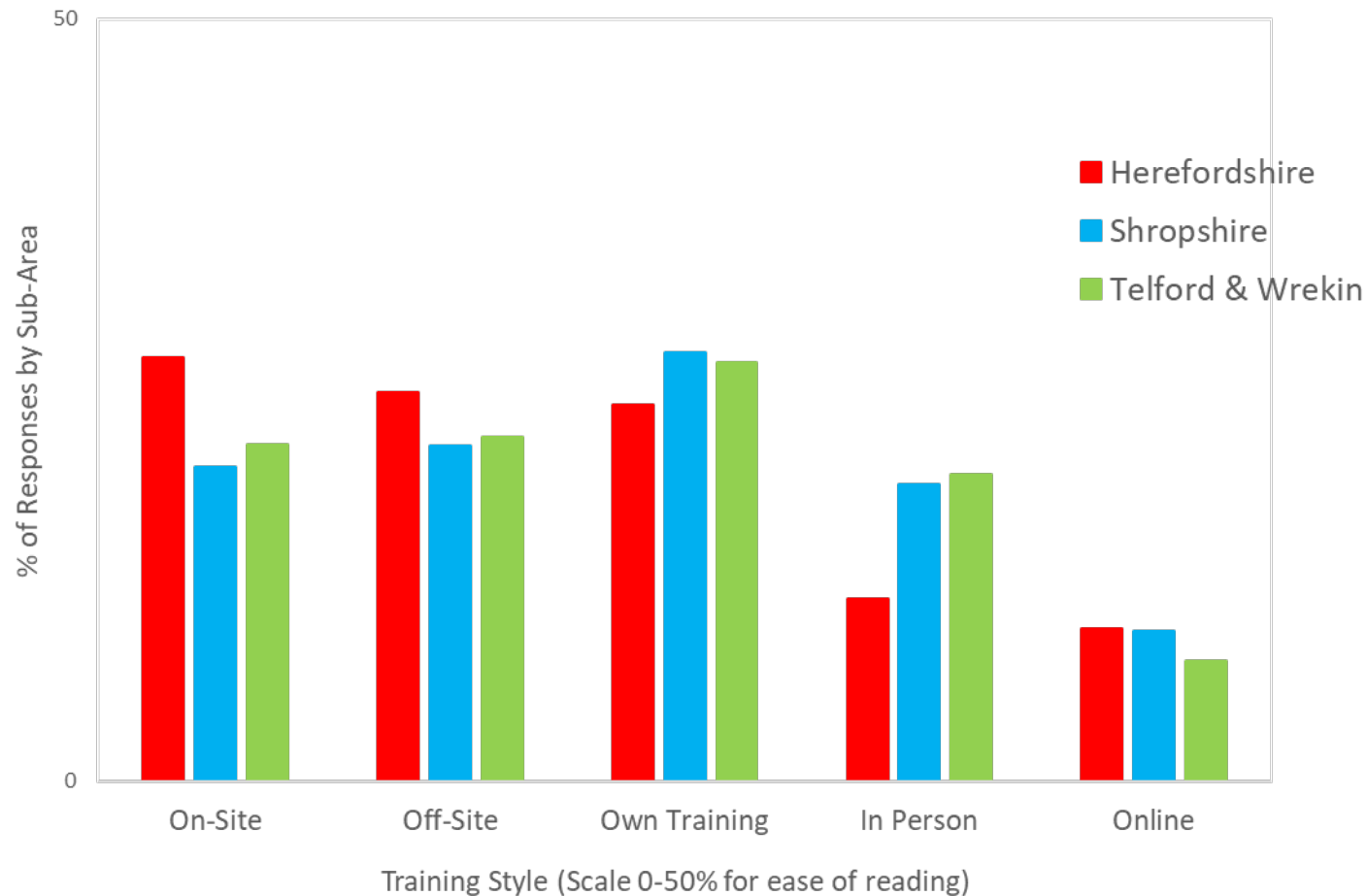
- A preference for modular courses to ensure training is business relevant.
- Despite a lack of interest in online, this referred far more to tick box courses than courses with live or timely feedback, interactive or accompanied by workbooks and other materials.
- Online tick box course was felt not to deliver a good retention of knowledge, yet some statutory or industry standard courses use this method.
- Move to more in-house training to meet bespoke, quality needs and to keep staff on-site.
- In-house using current staff's experience and knowledge was deemed the best way to train new recruits on the specific needs for that business.
- In-house also meant staff off-site far less and was therefore better for productivity, especially in manufacturing. Block release over day release for apprentices better for some sectors.
- Off-site ensures staff meet others and gain from their knowledge. Staff benefit from the interaction with employees from different types or styles of businesses. Concentration may be better when off site, course style dependant.

Training Styles % of respondents selecting each answer



Training Styles – which works best for your company? Sub Regions

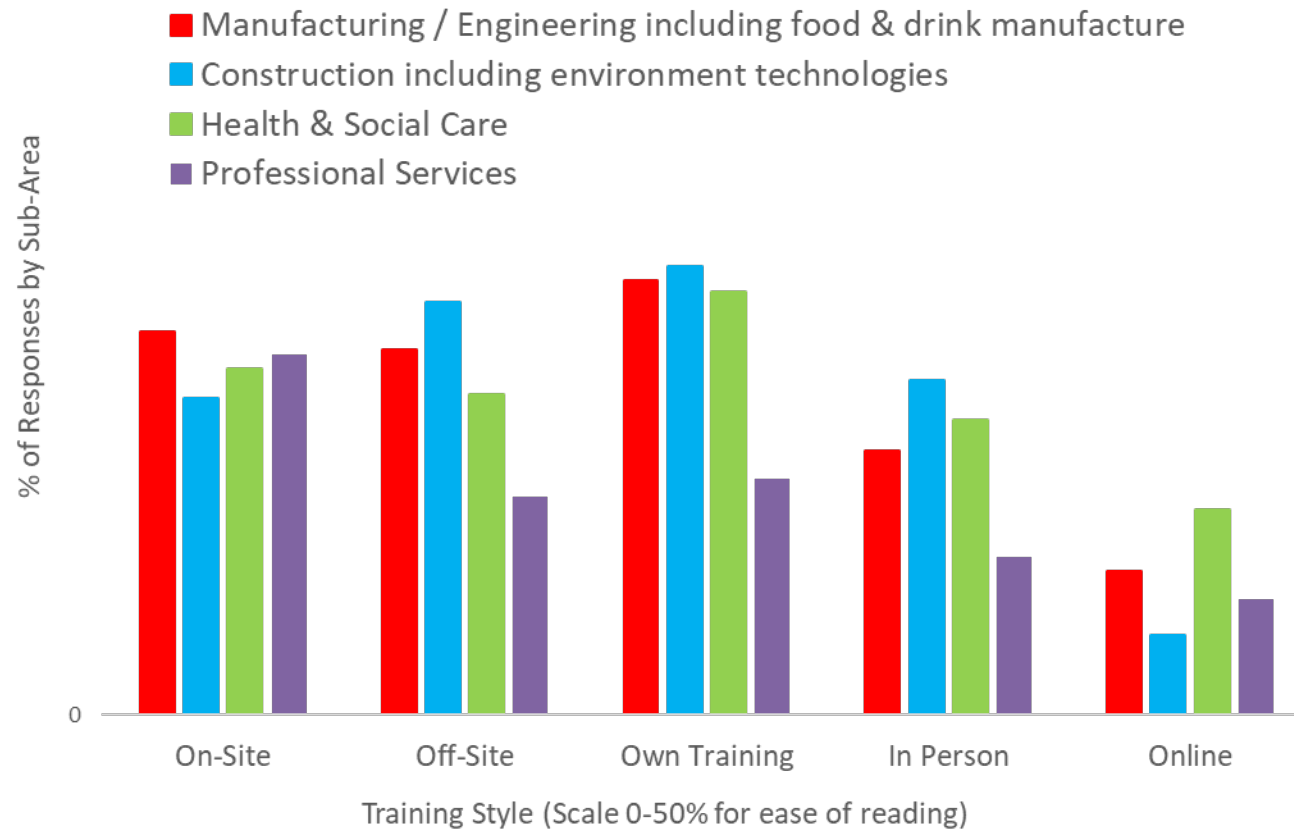
Training Styles - which works best for your company?



Training Styles – which works best for your company? Sectors

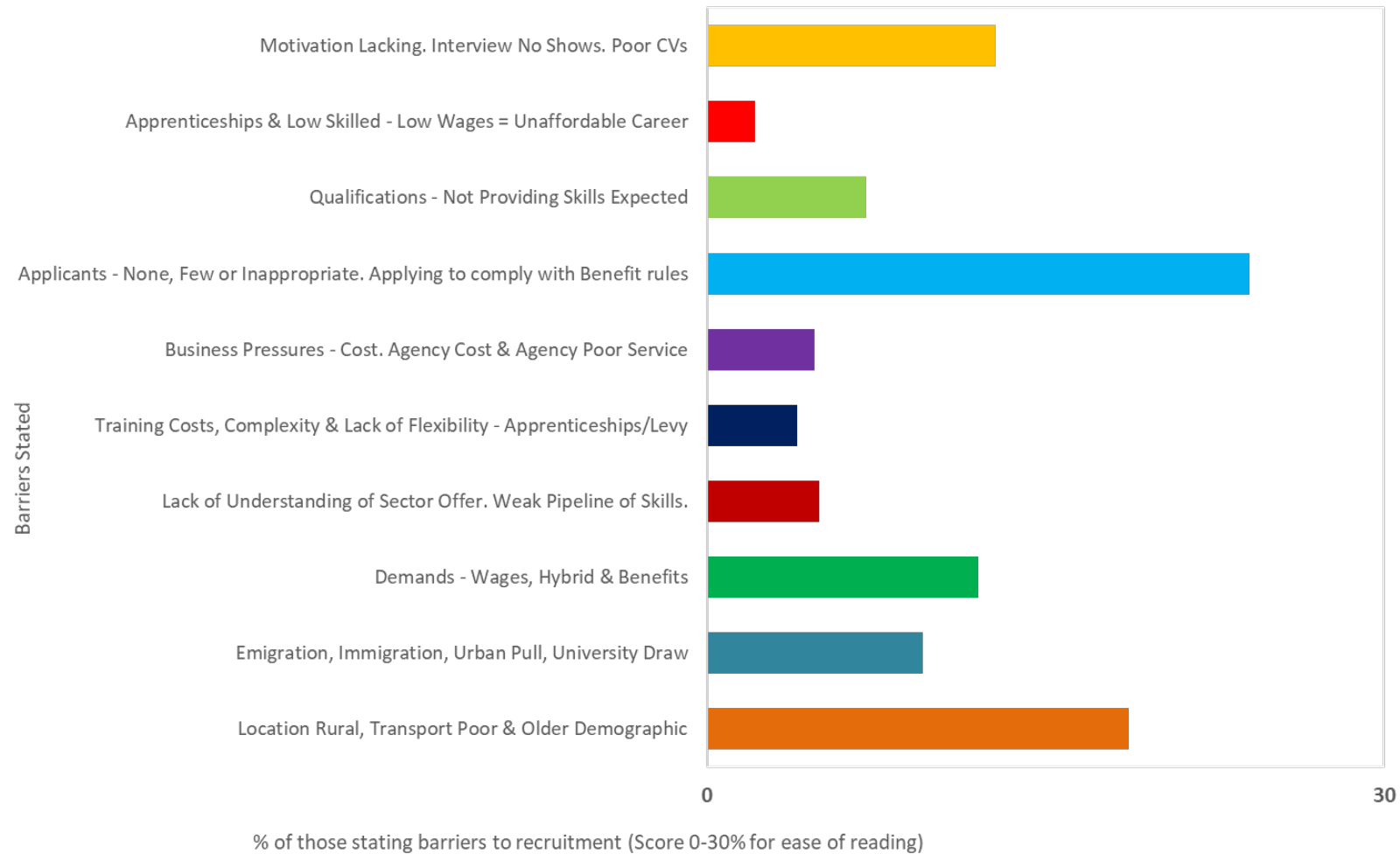
Training Styles - which works best for your company?

50



Barriers to recruitment and retention.

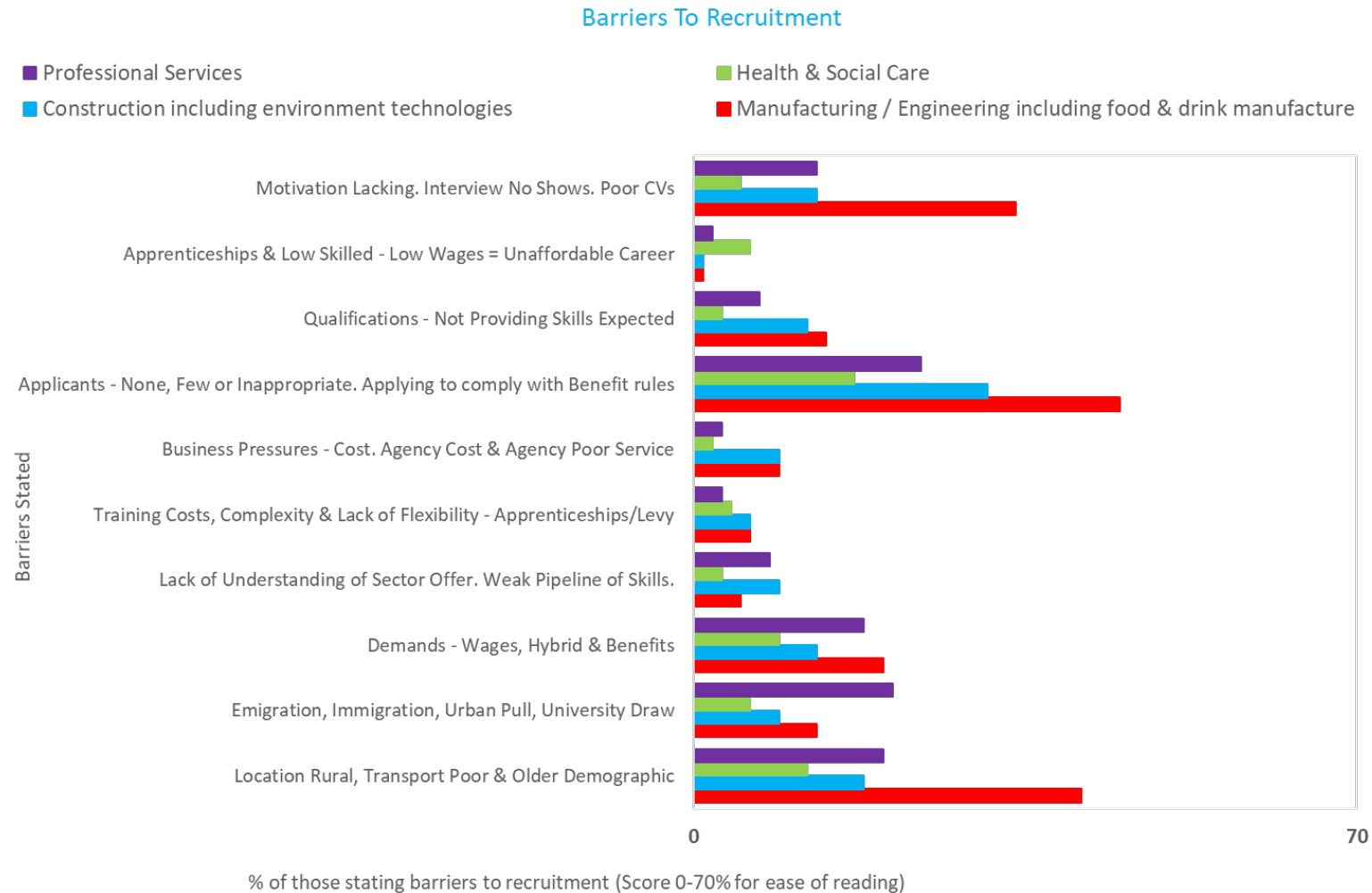
Barriers To Recruitment - 48 stated they had no barriers to recruitment



Barriers to recruitment and retention. Sub Regions



Barriers to recruitment and retention. Sectors



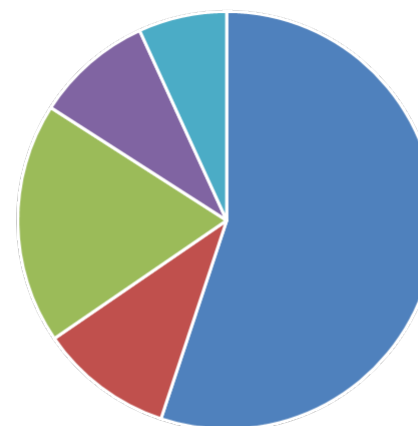
Do you feel career guidance in England, helps or hinders people from joining your sector?

"It is simplistic and groups many different careers into single categories. For example, Marketing is a huge field that needs a wide variety of people from communicators, creatives, analysts, IT developers. It's not just 'colouring in'." *Professional Services*

"I love animals" seems to incorrectly signpost naive individuals towards the veterinary sector. Schools need to be more up to date" *Other Services*

"Careers guidance is good as colleges and schools run careers fairs that are helping introduce people to the industry and get people in front of potential employers." *Manufacturing*

Does Careers Guidance Hinder or Help
% of those who gave a response



- Hinders skills pipeline
- Helps skills pipeline
- Does not promote/understand/narrow view of our sector
- Careers advisors out of touch or have a negative attitude to certain sectors
- Giving inflated expectations /push to university/desk only careers promoted





"I feel that the manufacturing sector is viewed by career advisors as a mundane, production line, low skill level work and that there is a lack of opportunity and progress available. This is the complete opposite and there is so much opportunity to grow and develop in this industry!"

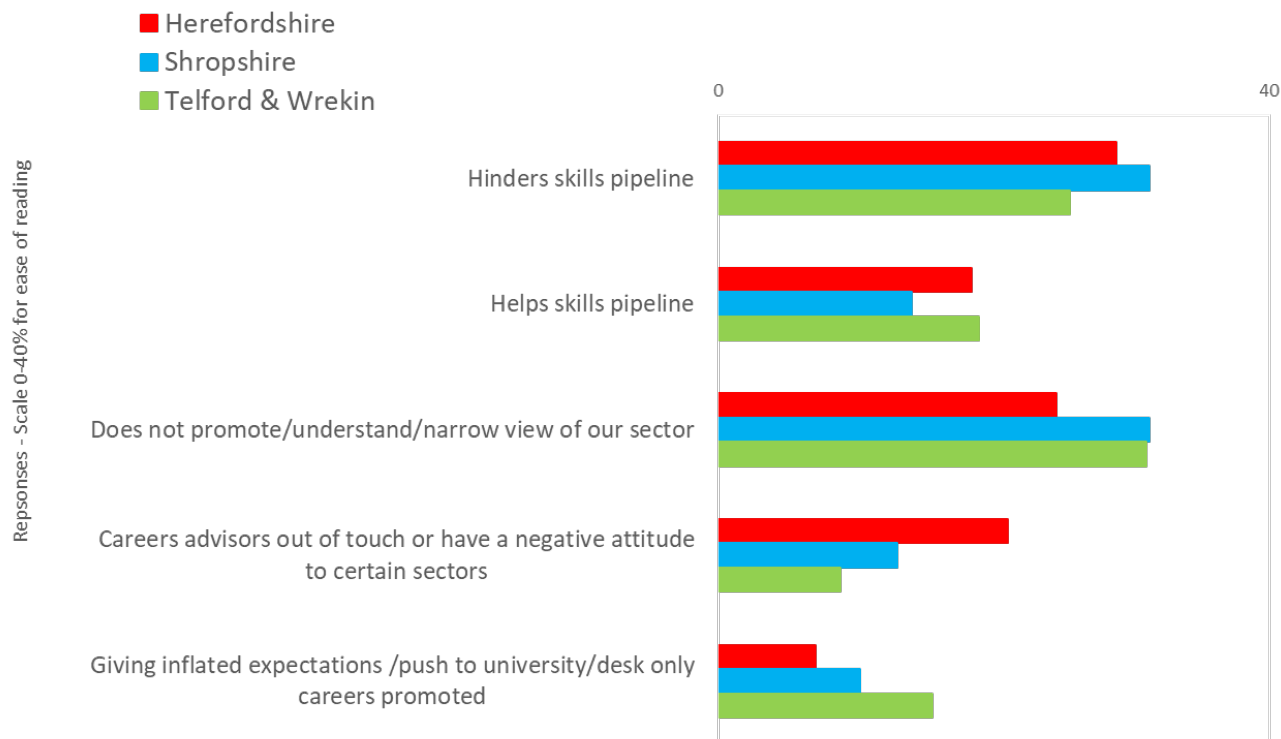
Manufacturing

"We have such a good relationship with our local college that we support their careers advisers and we work together to encourage people to join our sector."

Manufacturing

"Career guidance hinders my sector - accountants are regarded as boring." *Professional Services*

Does Careers Guidance Hinder or Help % of those who gave a response





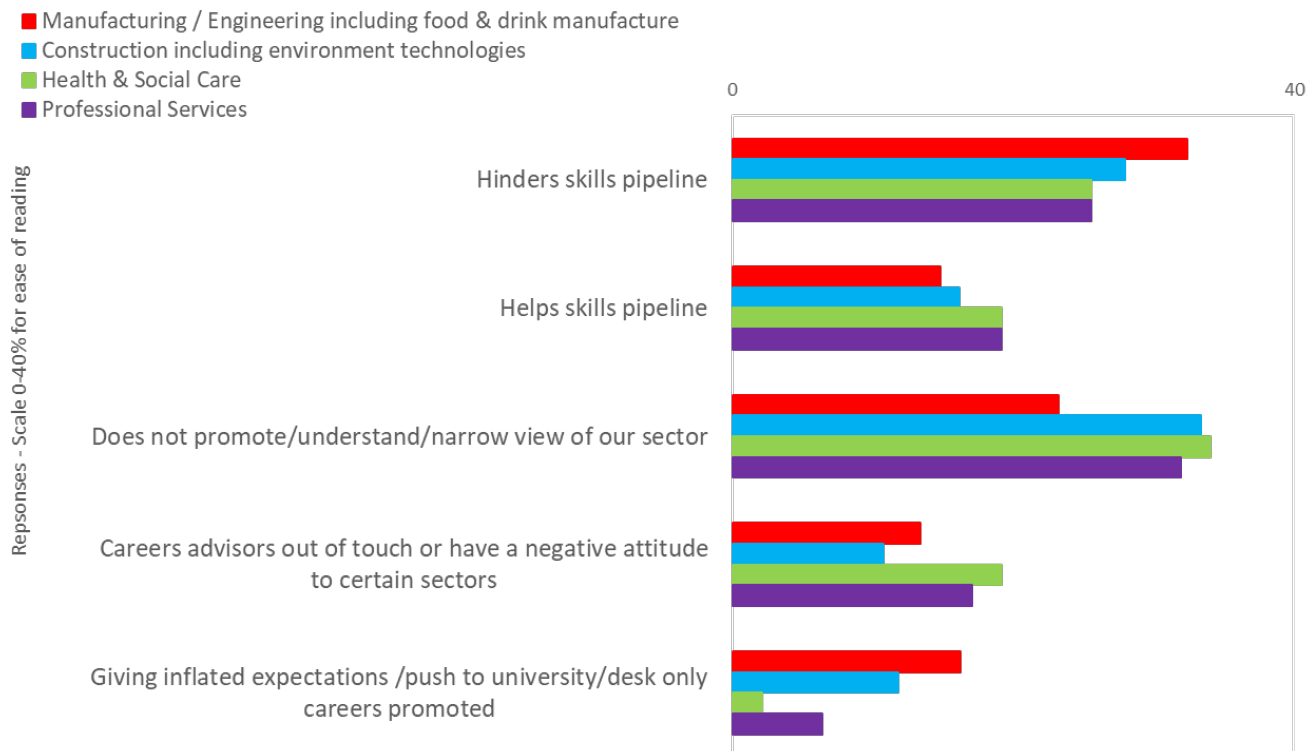
“We attend careers fairs across the region and at one recent one with 250 sixth formers in the room, not one person put their hand up when I asked who wanted to explore marketing as a career option - not even when I said they could be on social media all day!”

Professional Services

“The company does a lot of work with local colleges to provide work placements for students which is helping raise awareness of jobs within the care sector. As a whole, more could be done by local councils or the central government to promote care as they are not targeting these sectors with careers guidance.”

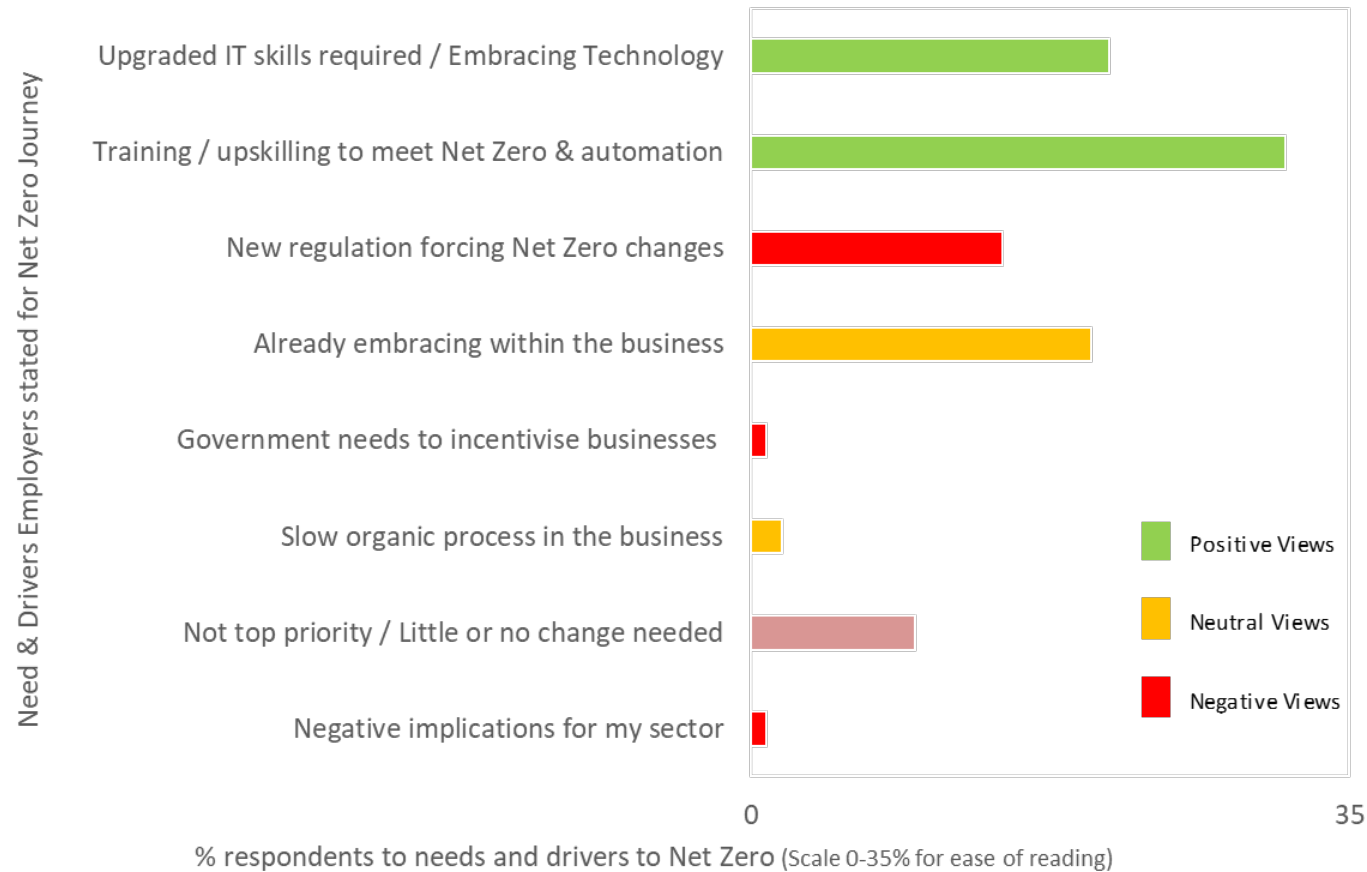
Health & Social Care

Does Careers Guidance Hinder or Help % of those who gave a response



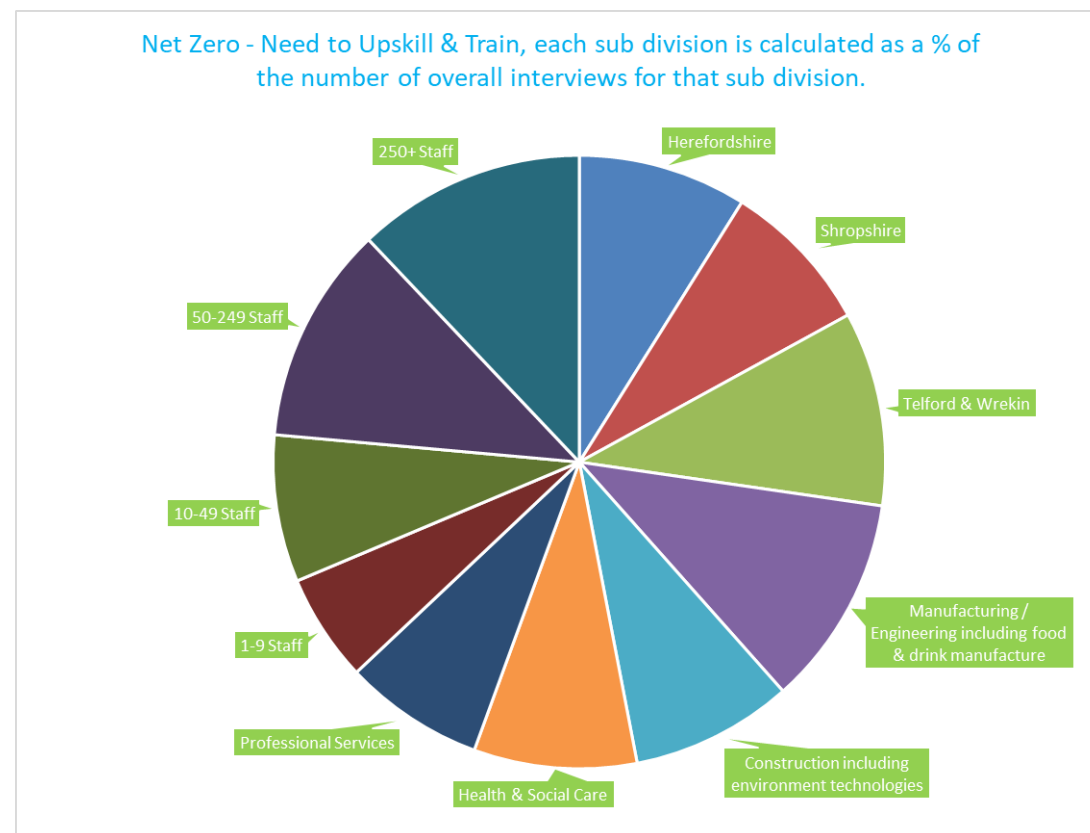
Net Zero – how will this affect your business and what will be needed to support your business to meet requirements?

Net Zero - Needs & Drivers (450 interviews)



Net Zero – understanding which sub sectors by company size, sector type or location feel the greatest need to upskill to meet net zero

- Large employers feel greatest need to upskill to meet Net Zero
- Manufacturing and Engineering feel greatest need to upskill to Net Zero
- Telford & Wrekin lead on the need to upskill for Net Zero
- Larger employers have greater legislation to adhere to
- Health & Construction driven to change to achieve waste reduction
- Small companies have less understanding of requirements
- IT upskilling important to allow further automation, to drive down business travel and centralise electronic records
- IT upskilling needed to embrace new technology to enhance techniques and productivity



How can employers help themselves – employers views

- “Employers need to first understand what it is they want their employees to be able to do and where improvements can be made, then find suitable training tailored for those needs.”
Manufacture & Engineering
- “Employers could build closer working relationships with local colleges and training providers. This would allow training to be tailored specifically to the sector.” *Health & Social Care*
- “Inclusion of staff in the business plans so staff understand the business needs and staff skills needs.” *Professional Services*
- “Embracing the latest technology to encourage younger people to move in to engineering by offering modern/clean working environments were possible.” *Manufacture & Engineering*

Only one in three (29%)

organisations claim to have clear learning and development (L&D) plans for their employees, according to the report, Learning and Skills at Work 2020, from the CIPD and Accenture.

8 Jun 2020



How can employers help themselves – employers views

56%

**of businesses interviewed
across the West Midlands
stated they had no plans
around T levels.**

Extracted from the British Chambers of
Commerce National Workforce Survey
West Midlands Results
April-May 2022

“Promote a more inclusive working environment to those not familiar with the industry. There is currently no link between our business and any local colleges, yet we have opportunities in all aspects of the leisure industry.” *Other*

“Employers need to pool together to create a skills hub to meet the need of the sector and take the initiative to train people. It would be good for employers to run taster workshops to encourage people into the sector.” *Construction*

“Training is not all about courses - they can give the technical and basic knowhow. Companies need to ensure that internal mentoring and continuous development is embedded within the Company.” *Professional Services*



Looking back is there any training model or qualification, that your Company can no longer access, that you would like to be able to access once again?

These are the employer's views of training they feel is no longer available but appreciated when available. Ideas and innovation can be derived from understanding what worked in the past. Sometimes it is purely a lack of understanding of what is currently available.

- "Specific sector admin/clerical/secretarial courses – used to be a Medical Secretary for example." *Health & Social Care*
- "The Manufacturing Advisor Service used to offer some very useful practical courses for manufacturers." *Manufacture & Engineering*
- "The company finds that City & Guilds qualifications are not widely available anymore which they would like to be able to easily access. The company does not like that many courses and certifications have time constraints for renewal as past qualifications were often permanent." *Manufacture & Engineering*
- "The company finds that National Vocational Qualifications (NVQs) are not widely available post covid lockdowns. The company is not sure what NVQs are available now as there seems to be less information available around these." *Health & Social Care*



Looking back.....

- “Previously the company had access to a foundation degree in manufacturing through a local University who delivered the course through part-time evening and weekend classes, but this is no longer available. Part-time evening and weekend courses seem to have stopped in engineering and manufacturing.” *Manufacture & Engineering*
- “Apprenticeship system to understand older qualifications, having to put staff through functional maths/English to be able to take a course as qualifications such as O’levels not recognised. Level 2 business admin as Level 3 is too big a jump for many to start with.” *Construction*
- “We have paid for employees to do Masters (one an MBA and one in Marketing). Both have performed very well, but neither have managed to translate their learning into something relevant for their work. It seems too theoretical to them and they can't apply it in the real world.” *Professional Services*



Conclusions

drawn from the Employer Voice Interviews



Conclusions drawn from the Employer Voice Interviews

- Skills, though the Marches mirrors national skill shortages, there is still a special rural and historical element to local skills shortages. Historically low skilled manufacture and agriculture provided much of the work force, which commanded lower wages, as this has evolved the area has not been able to keep pace with urban wages and conditions, and this is detrimental for local employers when recruiting.
- Retention of skills in the area is key. There are already good in roads into this with the arrival of NMITE, nurse training returning to being local and the expansion of some of our local University offers. Other avenues are starting to open up such as non-University routes into professions such as law, allowing more to train locally which raises the chances of recruits remaining local.
- Many feel that the drive to get young people to university has gone too far to the detriment of many industries. Technical alternative training routes are not being heralded as equal to university, but rather than a less option or last resort.



Conclusions drawn from the Employer Voice Interviews

- Apprenticeships are very much welcomed but there is a need for a wider range of apprenticeships. Some smaller companies find the course content cannot always be fully covered within the work the company does, and so they tend not to take apprentices. Flex to share an apprentice between providers or employers or more flex in the modules would be welcome and allow more to engage apprentices.
- The levy is seen as an issue and smaller businesses are not finding it easy to access or understand levy share and larger find the uses of their levy monies too rigid. Providers not always willing to support SMEs through the paperwork or understanding, which SME's find daunting.
- Higher and degree apprenticeships less well known about, and funding or availability not always understood. Where used it is valued by employers.
- T Levels are not widely understood or known about. Smaller companies especially do not see how placements of the length expected can happen. More flex required on the placement element. Clearer explanation and employer focused marketing required.



Conclusions drawn from the Employer Voice Interviews

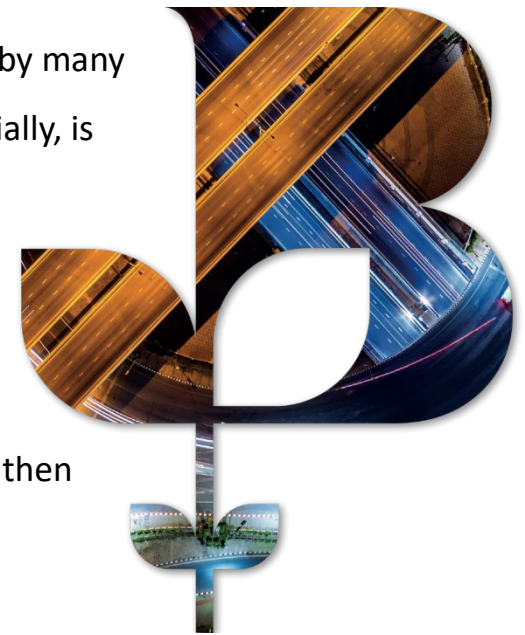
- Careers advice is seen as lacking for some sectors, promoting out of date views, or devaluing certain career paths.

Where employers engage actively in careers events and advice this perception alters to show a much more positive picture.

- Reality of work is a barrier, as the leap from the lesser hours of school, college or university is too big a leap for many recruits and they struggle to grasp the requirements of work.

- Soft skills, IT especially Microsoft suite, email etiquette and communication are highlighted by many employers as lacking but vital. The ability to communicate in the under 25 age group especially, is seen as something having a very negative impact on business, productivity, and career progression.

- Creativity is seen as lacking in secondary schools, this is seen as hindering many areas especially engineering, construction, and manufacturing. The skills to research, absorb and then put to practical use are seen as greatly lacking.



Conclusions drawn from the Employer Voice Interviews

- Communication is clearly one of the biggest issues. There is a clear language and cultural understanding gap between many employers and the public sector / providers, this creates barriers, misconceptions, and false expectations. Looking at this issue and understanding the reasoning could offer quick wins to improve the take up of training, see a rise in skills availability and competence levels. It could dispel myths and undo past poor experiences.
- Cooperative working, providers already work in groupings to make best use of provision, estate and more. There is further room for cross working both for employers and providers. Networking between providers is useful and cross pollinates allowing training to reach right across the vast expanse, mainly rural, that is the Marches. Quick win would be to encourage and support rural employer groupings to share training.
- Specialist providers such as Hereford Arts College and Harper Adams University can all become useful parts of this cross pollination and providers of an untapped source of recruits for employers due to the uniqueness of their offer.



Conclusions drawn from the Employer Voice Interviews

- Other specialist providers such as Derwen College can be a bridge for a Marches FE provider health care assistant (HCA's) student cohort to gain vital skills at the nearby specialist NHS hospital by providing accommodation. This would give the Derwen students further experience plus giving the HCA students a broader depth of experience.
- Employers would benefit from being helped to understand where to look for new recruits, how to see and evaluate alternative sources.
- Simple messaging to raise awareness of courses available, be their locally delivered or online national Government courses such as Skills for Life. Simply providing a website listing does clearly not reach all employers and assisting those employers in understanding where to look would ensure less misunderstanding. Trying to avoid multiple messages from individual providers would help. Awareness by providers of the need to simplify messaging around qualification levels, course content etc. would also help more to understand availability and value. Many of these issues are quite easily resolved issues, to the benefit of all parties.



THE EMPLOYER'S VOICE MARCHES LSIPs PROJECT



THE EMPLOYER'S VOICE

MARCHES LSIPs PROJECT

Stage 2 – March 2024
UPDATE



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PLEASE NOTE: The views and comments in this document are those of the employers and not Shropshire Chamber of Commerce.



“ Change is the law of life and those who look only to the past or present
are certain to miss the future. ”

John F. Kennedy

NB: This report is purely the Employer’s Voice and will be an annex included in the final annual update report to be presented to the Department for Education at the end of June 2024 and published later in the summer of 2024. The views and comments in this document are those of the employers and not Shropshire Chamber of Commerce.



INTRODUCTION

This Report provides the latest employer's views for 154 in-depth interviews undertaken by the Marches LSIPs interview team during January & February 2024. This document is supplied to aid understanding for colleges who must provide an Accountability Statement to their funders in the summer term. It is also provided to other stakeholders, the LSIP Board and employers to aid their understanding of current employer sentiment. Question set differs in some elements from 2023 Stage 1 as we dig deeper into certain areas, however it may be helpful to read this alongside the Stage 1 report for contrast. The Marches LSIPs focuses on four key sectors but does take data from other sectors, however the main interview's focus is on four high employment sectors across the Marches as highlighted in Stage 1:

- Engineering/Manufacturing including Food & Drink Manufacture.
- Construction including Environmental Technologies.
- Health & Social Care.
- Professional Services.

The purpose of the employer interviews is to highlight potential areas where additional training or resources could be focused, and to explore revised or expanded methodologies to support the Marches area to become more cohesive, productive and assist in growing existing or emerging sectors, as well as keeping skills local.

Stage 1 Employers Voice Report: Can be found at [Shropshire Chamber - Policy - LSIPs](#)



CONTEXT

- Geography & Business Makeup (Page 6)
- Employer Interview Breakdown (Page 7)
 - Hard to Reach Sectors (Page 8)

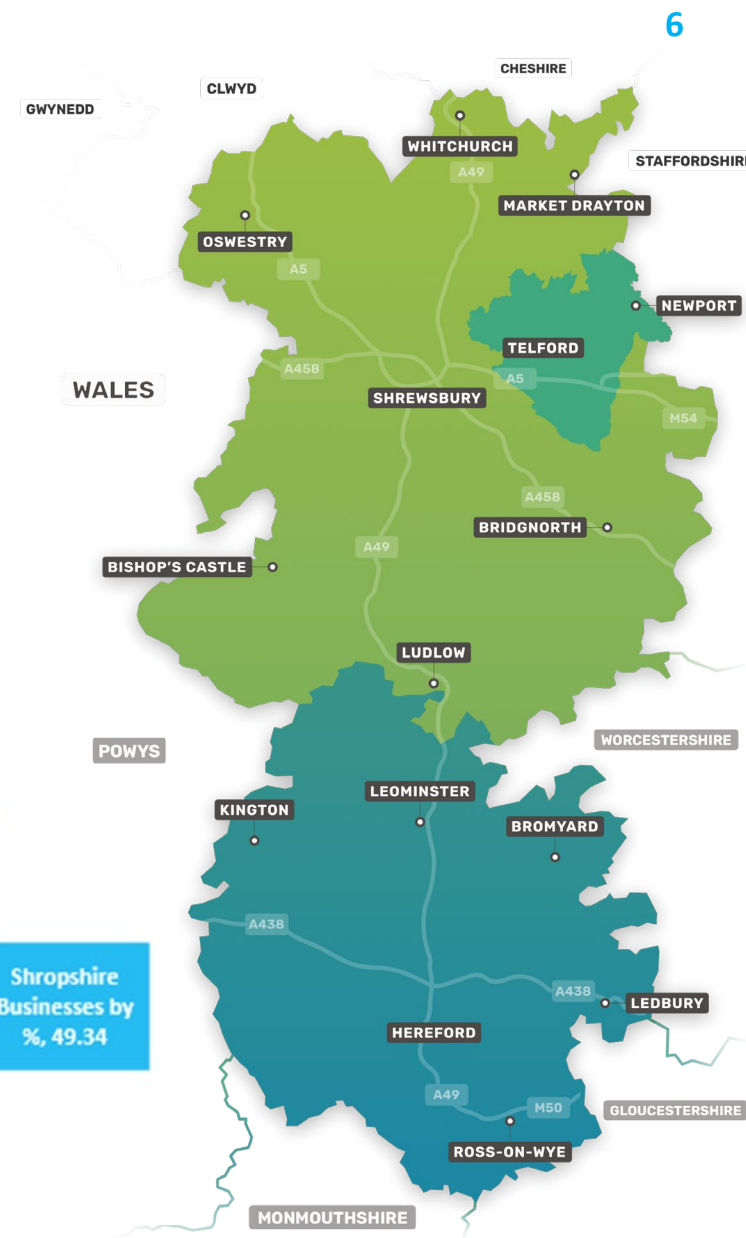
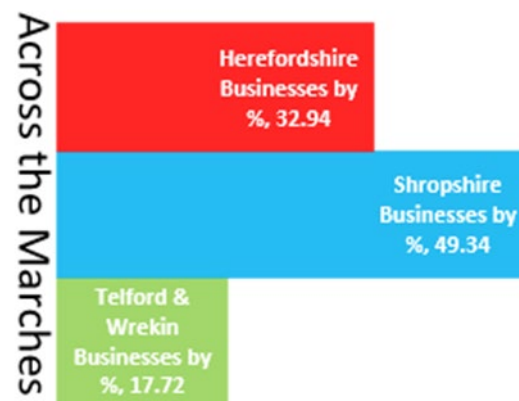


Context - Geography & Business Makeup

- 32,230 Total number of businesses in the Marches (ONS 2022)
- 26.4% of those businesses employ staff (ONS 2022)

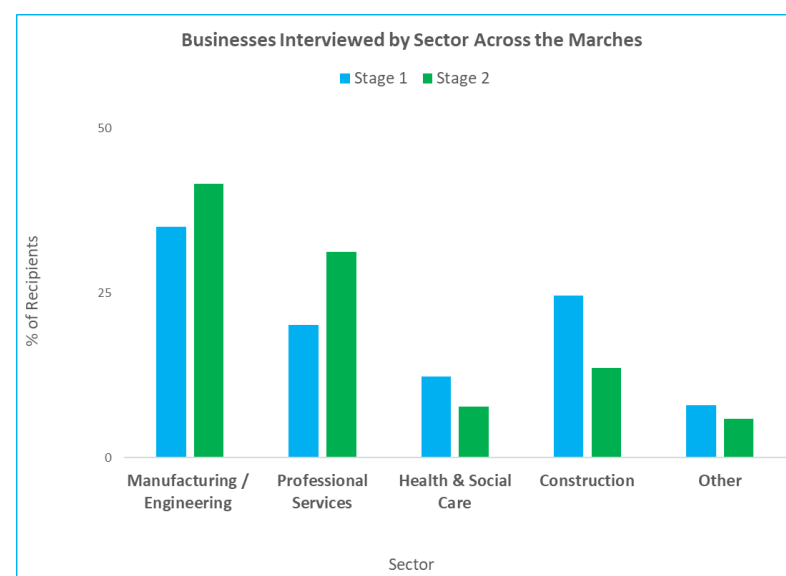
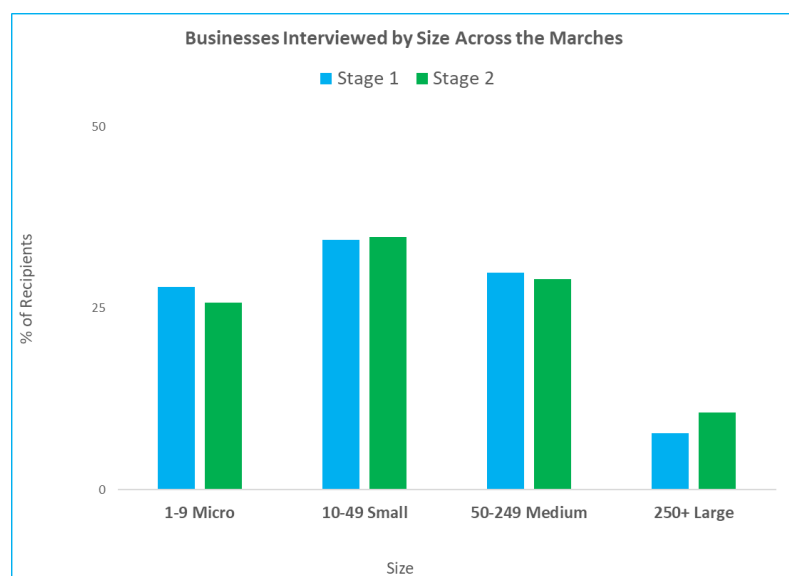
Of the total number of businesses in the Marches, each sub area has... (ONS/NOMIS 2021/22) – all businesses by number & by %

- **Herefordshire – 10,620 Businesses**
Population 187,600 In Employment 94,100 Size 2180K km²
- **Shropshire – 15,900 Businesses**
Population 324,700 In Employment 146,500 Size 3487K km²
- **Telford & Wrekin – 5,710 Businesses**
Population 185,000 In Employment 88,000 Size 290.3 km²



Context - Employer Interview Breakdown

154 new Employer Voice interviews were undertaken by telephone or video conference during January and February 2024. The aim is to keep the Stage 1 report updated as economic factors change. The interviews are ongoing and will build a strong database of information, starting with Stage 1's 463 employer interviews, the current 154 employer interviews plus all future interviews. Also, working to increase the hard-to-reach sectors directly, thus continuing to provide useful intelligence for training providers, stakeholders, and employers. Due to the smaller interview number in this interview batch, we have reported in Marches terms, except in the Annexes. Other sectors include retail, education, and leisure. Over 90% of interviews carried out to date are private sector companies, of all sizes and spread across the Marches.



Context continued - Hard to Reach Sectors

Of the four sectors Health & Social Care and Construction were the hardest to reach in volume. To compensate for this, we used our standard interviews along with alternative methods.



Social Care:

Social Care Sector is fragmented, many are smaller businesses and challenged by location and finances. To compensate, we also worked with their representative bodies such as Partners in Care and West Midlands Care Association to ensure a deep understanding of needs and barriers. Alongside this we also interviewed large social housing and welfare providers to ensure the broadest understanding.

Construction including Environmental Technologies:

For civil engineering, large project and house building, the companies tended to be larger and have a valuable broad view of employment issues. Reaching smaller companies is often difficult so we work with the CITB, ECA and others to understand the current sector needs.

Marketing

We continue to use the strong impactful branding to keep the project live and familiar to the growing army of employers that have been interviewed, joined focus groups, attended events, viewed mail shots etc.

Funded by

 Department for Education

Marches LSIPs

Local Skills Improvement Plan

 Shropshire Chamber of Commerce

 Herefordshire & Worcestershire Chamber of Commerce

Help us to help YOU

Are you from one of these sectors?

 Engineering / Manufacturing including Food & Drink Production

 Professional Services

 Construction including Environmental Technologies

 Health & Social Care

Do you employ staff?
Then we need **YOUR** help

What is the Marches LSIPs?

The **Local Skills Improvement Plan** - a DfE nationwide project. Shropshire Chamber has been selected by the DfE to undertake this work in the Marches, working closely with Herefordshire & Worcestershire Chamber.

What is the purpose of the project?

To understand the skills training requirements in the next 3-5 years within different sectors. To bring together the views of employers and trainers to help look at innovative ways to deliver future training.

How can you help?

We need your views on how you see training evolving in your sector. How have skills shortages changed how you work and does this give us innovative ideas for the future?

Your voice is key to this being a success.

We ask that you fill in a one-off questionnaire, answer a series of text polls or share your thoughts 1:1 with our researchers (in confidence of course).

Help ensure training meets the future head on

Click here to complete the Survey TODAY!

Marches LSIPs Team

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RECRUITMENT

- The Issues Faced (Page 10)
- Stumbling Blocks (Page 11)
- Employer's Recruitment Requirements (Page 13)
- Hardest to Fill Vacancies (Page 14)
 - Manufacturing & Engineering (Page 15)
 - Construction (Page 18)
 - Health & Social Care (Page 21)
 - Professional Services Page 23)

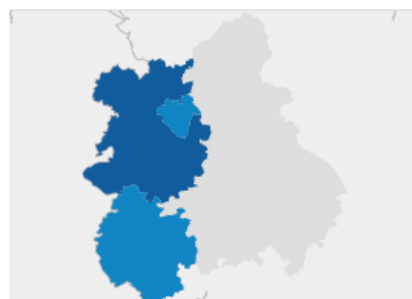


Recruitment – The Issues Faced

From the LSIP data for 2024 **83%** of respondents stated they had tried to recruit in the past 6 months and of those **85%** struggled to fill roles. This is backed by the latest Shropshire Chamber Quarterly Economic Survey research, even though the number of vacancies has fallen over winter, there are still a significant number of unfilled posts across every sector.

Job Postings Regional Breakdown

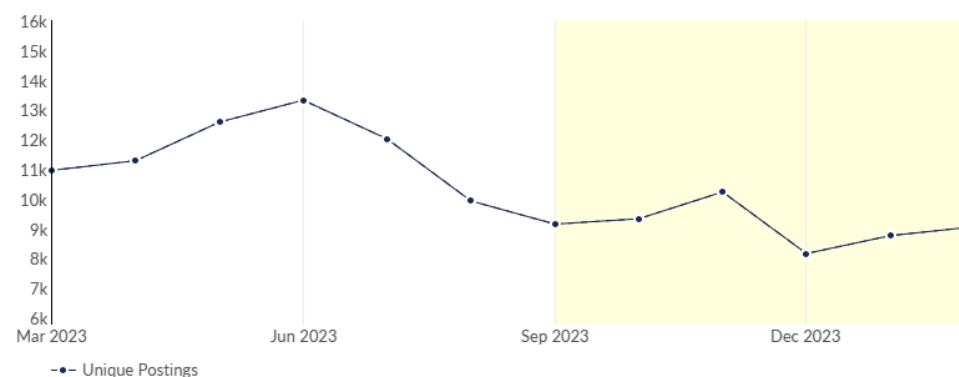
[Jump to Job Postings by Location](#) ■■■



Local Authority	Unique Postings (Sep 2023 - Feb 2024)
Shropshire	12,867
Telford and Wrekin	8,264
Herefordshire, County of	7,823

Unique Postings Trend

[Jump to Job Postings Table](#) ■■■



Lightcast was the source of the two tables above showing Unique Job Posting for the Marches Area between March and December 2023



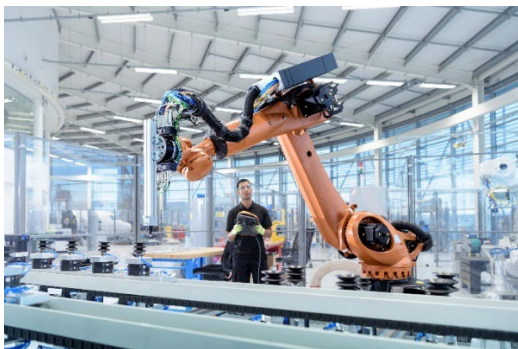
Recruitment - Stumbling Blocks

- There is a **change in tone** to the way that employers advertise, more are not stating specific qualifications or experience levels to try to increase the candidate pool and not risk missing talent by putting too many barriers in the way. However, there are still many employers who state that they cannot understand qualifications, qualification grades at all levels including degrees, due to the many changes over the years, making it harder to assess the candidate's possible potential once a CV is being evaluated. Using information gathered via Lightcast, 79% of unique recent adverts did not state specific qualifications.
- There is still a **clear mismatch** between candidate's expectations and employers' recruitment needs. Most jobs being advertised are full-time whereas candidates are looking for part-time, flexible working or hybrid. However, there is slowly starting to be an increase in adverts for posts which fulfil the recruits' desires. Changes will be slow to happen as business practices, where even possible, will have to change and managers upskill to be able to manage a more diverse workforce.
- Social care** most especially, followed by cleaning and domestic staff often for medical settings, are by far the greatest number of jobs on offer over the past 6 months. The social care sector reports vast staff shortages, issues with rurality, poor access to training, staff not having access to or understanding of IT to train remotely and loss of staff due to low wages. Many of the businesses are small, and due to fixed funding, cannot match supermarket wages. The career progression path has not been clear to date, unlike the NHS, and this has also caused issues in recruiting. The changes to the rules on overseas workers being able to bring in dependants is feared to set the sector back further. Some of the issues faced by social care businesses are also faced by the NHS, such as staff not having access to, or understanding of, IT to train remotely.

The views and comments in this document are those of the employers and not Shropshire Chamber of Commerce.



Recruitment... continued



Engineering, in all forms, is still a national, regional, and local issue when it comes to shortages. Though many engineering skills appear on the Shortage Occupation list, recruiting from overseas is costly, can be slow and with changes in legislation uncertain, the need to train far more in all aspects of engineering and manufacture is important. This training needs to suit modern engineering multi-disciplinary requirements, upskilling those already trained to be able to be more adaptable through multiskilling, using a modular approach to training.

Employers by Size (number of staff): Large 250+ Medium 50-249 Small 10-49 Micro 1-9

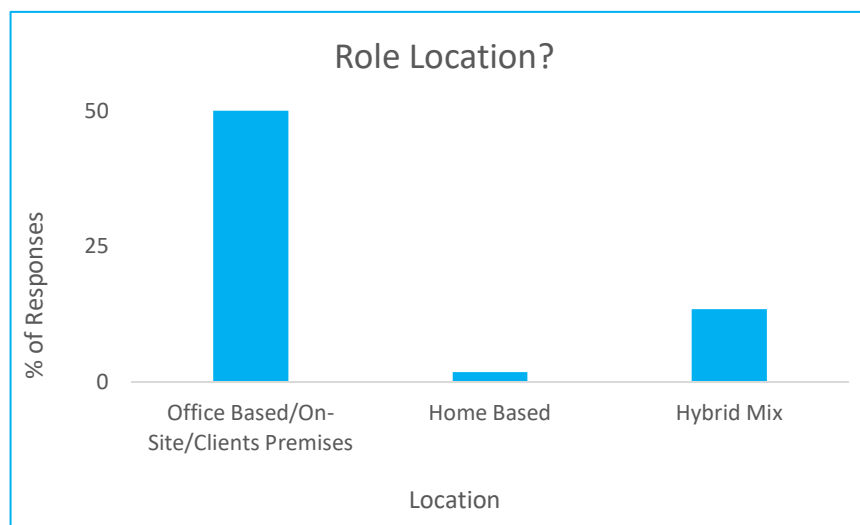
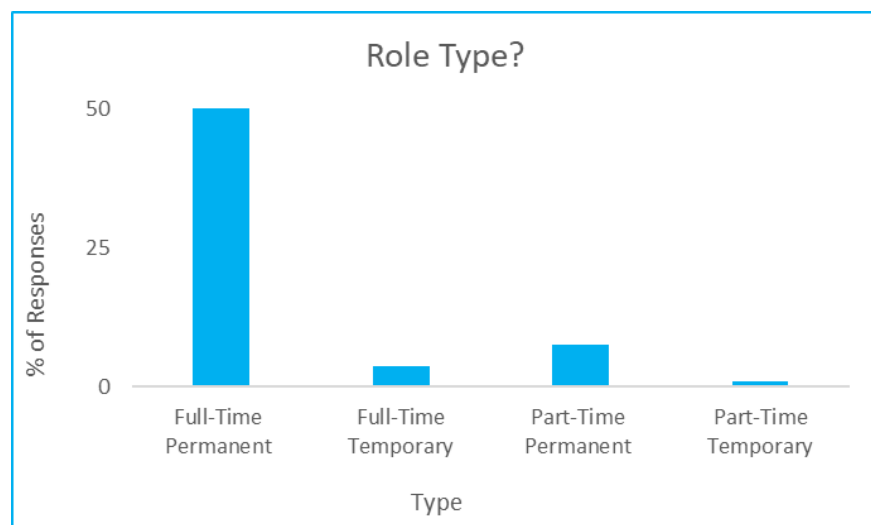
From the recent interviews it was clear that engineering stood out. However, as the sectors were not evenly represented in this batch of interviews, we have split the results by sector to help ensure a clearer picture. No weighting has been applied, as not only are some sectors harder to reach, but some sectors are also more employee heavy or have higher turnover of staff than others. Therefore, we are reporting as found, and using the addition of specialist knowledge to highlight ongoing shortages in hard-to-reach sectors.



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Recruitment - Employer's Recruitment Requirements



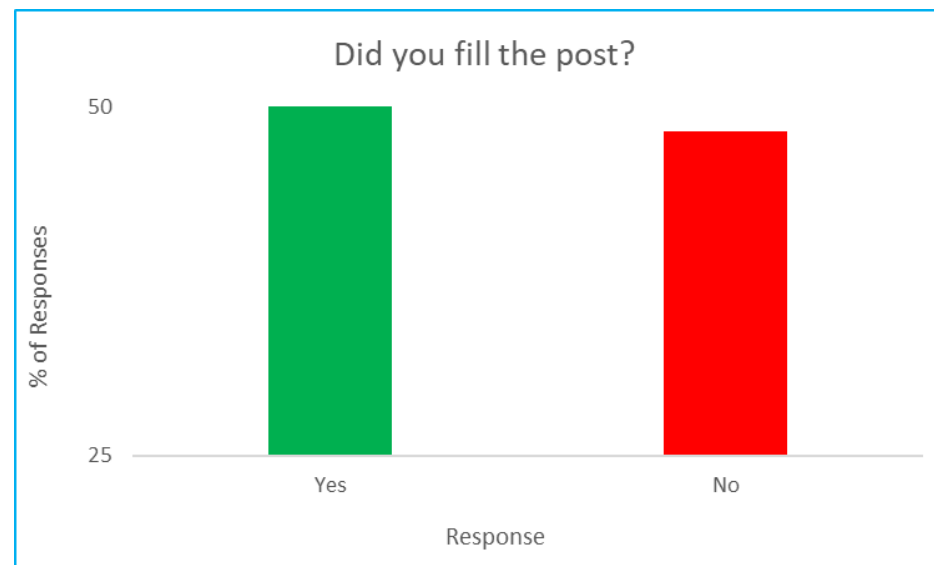
Recruitment - Hardest to Fill Vacancies

We asked the interviewees during the 2024 interviews, to name the **top 3 roles that were hardest to fill** to try and understand patterns locally. The mismatch between recruit's want and employer's need can clearly be seen on the next page. Not all interviewees have recruited in the last 6 months, either through having financial pressures to not replace, or simply no requirement during that period.

The following pages also highlight the continuing need for **upskilling** of the current workforce if roles cannot be filled, as it is clear demand for experience and a willingness to work is high. Just under 50% did not manage to fill posts, which will put pressure on the current workforce and risks older workers leaving the workforce, burnout situations, poor quality workmanship or higher rates of sickness absence.

Cross-skilling will need to be used to help bring across workers from sectors who are making redundancies, especially where the worker has no prospect of a similar role in the previous sector but have semi-transferable skills, valuable as they will have experience and are familiar with the world of work.

Soft skills and work-ready skills are still an issue for many employers, as was retention and interview no-shows.



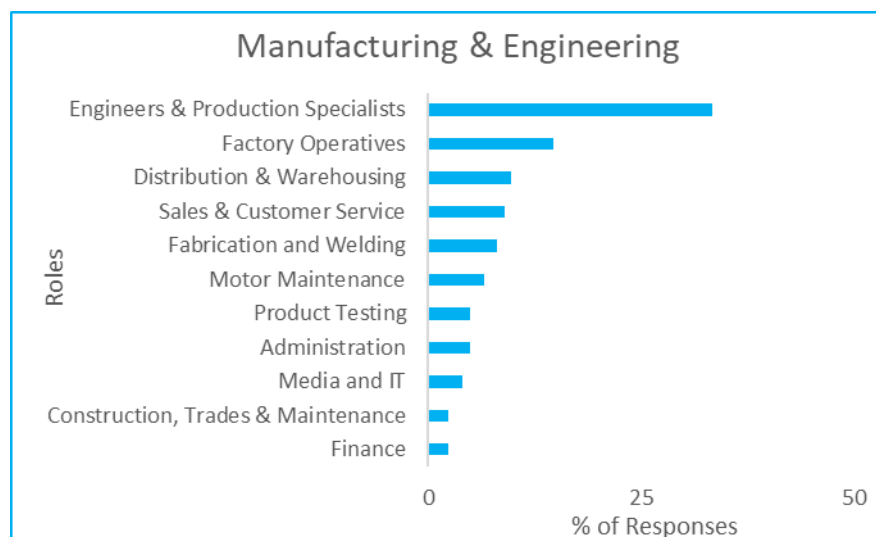
2024 Results: Hardest to fill roles

42%

did not fill their
advertised roles

65%

required
some experience



Manufacturing & Engineering

“ It took our company over a year to fill the last vacancy. We could not find somebody locally that had refrigeration and air conditioning skills and an F-gas certificate. There is a shortage of gas engineers both locally and nationally. ” [Micro Sized Employer](#)

“ The skills problem in engineering is so widespread it is insurmountable. The company has lost work due to the skills shortage and having reduced production capacity. An issue is people not knowing the difference between engineering and manufacturing skills, people assume that having manufacturing skills equates to engineering. ” [Medium Sized Employer](#)

“ There is a shortage of workers in general and the availability of candidates is very low. We managed to fill the vacancy, but this process was much longer than usual. We also had to recruit again as the first candidate decided the job was not for them and left, so we had to go through the process again! ” [Small Sized Employer](#)

“ The company managed to fill admin roles with some difficulty but have struggled for the shop floor production roles. There is a shortage of skilled production workers locally. ” [Medium Sized Employer](#)

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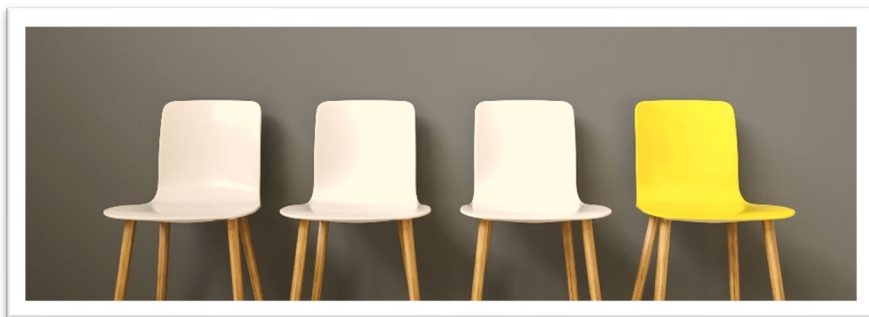
COMPANIES WHO IDENTIFIED AS BEING IN THE **MANUFACTURING & ENGINEERING SECTOR** - RECRUITMENT ROLES - TOP 6 CATEGORIES

Manufacturing & Engineering - Role Titles given for <u>Engineers and Production Specialist</u>		
Application Engineer	Engineer	Offline Programmer (CNC)
CAD Designer	Installation Engineer	PLC Software Developer
CNC Machinist	Laser Operator	Project Manger
CNC Setter	Lead Engineer	Quality Assurance
Control Panel/Machine Wirer	Machine Fitters	Radan Programming Engineer
Control System Engineer	Maintenance Engineer	Research and Development Specialist
Electrical Design Engineer	Measurement Engineer	Sales Engineer
Electrical Engineer	Mechanical Engineering	Service Engineer
Electrical Maintenance Technician	Mechanical Fitter	Toolmaker
Manufacturing & Engineering - Role Titles given for <u>Factory Operatives</u>		
Assembly Operative	Forklift Operator	Packing Room Assistant
Brewer	General Operators	Production Operative
	Brewery Manager	
Manufacturing & Engineering - Role Titles given for <u>Distribution & Warehousing</u>		
Warehouse and Assembly Apprentice	Warehouse Operative - Day Shift	Warehouse Operative - Night Shift
Manufacturing & Engineering - Role Titles given for <u>Sales & Customer Service</u>		
Business Development Manager	Customer Support Advisor	Sales Designer Specialist
Customer Service Executive	Internal Sales Support	Sales Executive
Manufacturing & Engineering - Role Titles given for <u>Fabrication & Welding</u>		
Fabrication Apprentice	Fabricator/Welder	Sales Estimator
Fabricator	MIG Welder	Welder
Manufacturing & Engineering - Role Titles given for <u>Motor Maintenance</u>		
HGV Technician	Motor Technician	HGV Technician - Night Shift

See Annex A – For Additional Detailed Manufacturing & Engineering Vacancy Data



2024 Results: Hardest to fill roles - **Manufacturing & Engineering**



“ We now uses recruitment agencies to screen candidates for our production (shop-floor) roles. We pay over the odds for this, plus commission, to the agency for filling roles which is costly in the long run for multiple positions. If the candidate fits into the role and completes a full 13 weeks employment, then the company makes the person a permanent employee. Using temps is a 'try before you buy' to see that the person is

going to turn up and do the work. On average for every 10 applicants for production based roles, 4 result in interview and only 1 of these will turn up - those that turn up are almost always offered a job if interested. This process of filtering hundreds of applicants down to a handful of interviews for only 1 in 4 to turn up is unsustainable and too time consuming for the company. On numerous occasions, given the level of candidate applying or interviewing, the company feels that people are using the fact that they have applied to a role and been interviewed as a means to meet criteria to claim Jobseekers Allowance. ” [Medium Sized Employer](#)

“ Attitudes to work have changed post covid, with people generally placing less significance on work and being less engaged with potential employers. People see less need to be on time and are less committed to work. Employment is a transactional relationship between employee and employer where there has to be some give and take, but applicants are only concerned with what the employer is offering, treating this as very one-sided. ” [Small Sized Employer](#)

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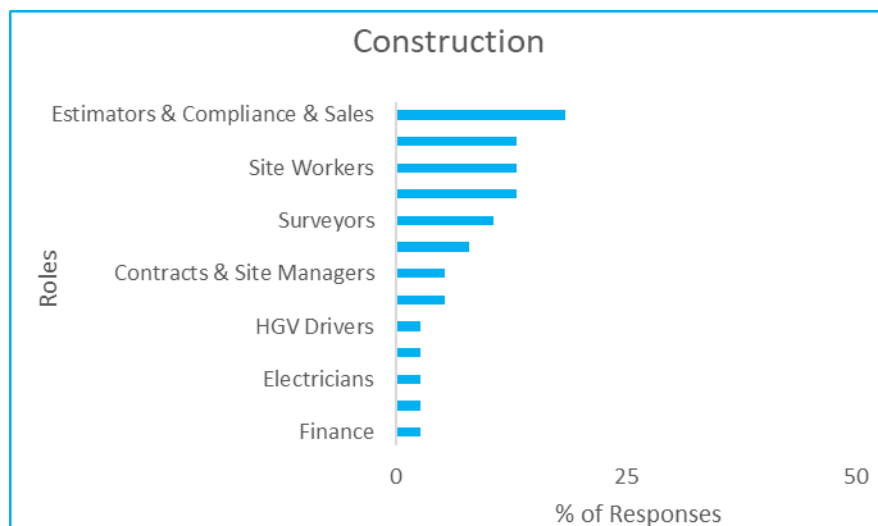
2024 Results: Hardest to fill roles

53%

did not fill their
advertised roles

62%

required
some experience



Construction

“ The company have struggled to find skills in specific areas of construction and niche higher level roles. Carpentry has been a skill very hard to come by locally. Vacancies have been open for long periods and company resorted to subcontracting to fill the skills shortage. ” [Small Sized Employer](#)

“ Whilst it was more of a struggle to recruit than previously the company managed to poach for some roles from other construction firms. Noticeable shortage of skills in specialist roles such as surveyors and estimators. There is an across-the-board shortage in construction which has been brewing for years but recently came to fruition. ” [Medium Sized Employer](#)

“ The recruitment process is ongoing. We have found it difficult to fill professional construction vacancies and clerical roles. We find people are lacking high-level admin skills. We are also finding that personal attitude and approach to work is an issue. ” [Medium Sized Employer](#)

“ Carpentry, Quantity Surveying, Architectural/Design software use ability and middle management soft skills are all so hard to find. ” [Medium Sized Employer](#)

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COMPANIES WHO IDENTIFIED AS BEING IN THE CONSTRUCTION & ENVIRO SECTOR - RECRUITMENT ROLES - TOP 5 CATEGORIES

Construction & Enviro - Role Titles given for <u>Estimators & Compliance & Sales</u>		
Data Entry	Estimator	Sales
Construction & Enviro - Role Titles given for <u>Engineers</u>		
Design Engineer	Electrical Engineer	Gas Installation Engineer
Construction & Enviro - Role Titles given for <u>Site Workers</u>		
Skilled Site Worker	Multi-skilled Operative	Manual Labourer
Construction & Enviro - Role Titles given for <u>Sales & Administration</u>		
Administration Assistant	Marketing Executive	Office Administrator
Construction & Enviro - Role Titles given for <u>Surveyors</u>		
Junior QSN	Quantity Surveyor (Highly Experienced)	Quantity Surveyor (Graduate)



The **citb** current forecast* states that an additional 25,300 construction workers will be needed across the West Midlands by 2027. Occupations with the highest average annual growth rates are Architects (1.9%); Civil Engineers (1.2%) and Plant Operators (1.1%). The citb is looking at a range of actions that will help to support construction companies to

invest in training by helping to protect apprenticeships, using targeted funding for skills priorities, helping businesses to identify training needs and ensuring that standards are in place for the required training. In their Industry Insight Digest March 2024, the current national skills shortages are clear. Carpenters, Joiners, Plasters and Renderers were at the top of the list for the roles in shortest supply.

*<https://www.citb.co.uk/media/acbnbn5t/csn-national-report-final-report.pdf>

See Annex B – For Additional Detailed Construction & Environmental Vacancy Data



2024 Results: Hardest to fill roles – Construction

Marches LSIP Stage 1 research also showed the need for more modular training to create a better fit with the way the industry works. Off-site construction and steel framed construction are both needing skills to be developed to meet their sectors growth and therefore specific needs, such as bench and manufacturing carpentry skills, welding, and fabrication skills.

Many of our local training providers already offer apprenticeships and other training in many of the skills needed but employers state that it is hard for training providers to recruit apprentices on to the courses. This is seen in part by employers as due to three factors:

- Lower-level construction careers or career pathways are not as highly promoted as some other sectors.
- Apprenticeship over university seen as a second-class route.
- Too many 16-year-olds looking at a base level construction careers are not going straight into work or onto full apprenticeships but enrolling on full-time courses dampening their interest and making them less work ready.

Modular training is starting to be offered for more disciplines, with upskilling and cross-skilling courses on the rise to meet the need for rapid training, reduced time away from work and making the best use of current staff's potential.

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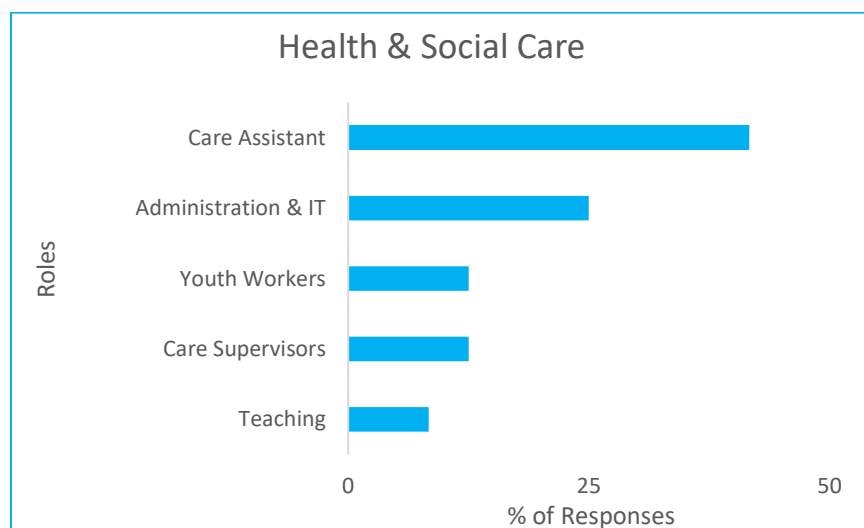
2024 Results: Hardest to fill roles

59%

did not fill their advertised roles

60%

required some experience



Health & Social Care

“ Recruitment is an ongoing process to fill all care roles. The company have noticed a lack of skills in the care sector on the job market. When recruiting for administration staff we also faced shortages as people were not actually aware of what working in the care sector involved. ” [Small Sized Employer](#)

“ The struggle to find skills is ongoing and a massive issue. Those with industry experience in care have left the sector causing skills gaps. ” [Small Sized Employer](#)

“ Only filled posts by going through the expensive and time-consuming route of overseas recruitment via visas. Local lack of people and lack of transport makes it hard to recruit, harder in the Marches than our other locations around England. The sector as a whole has massive churn, 35% on average with staff, and many are not prepared to cope with the challenges our residents can have. ” [Medium Sized Employer](#)

“ Not a local skills issue as such, skills in the care sector are lacking nationally and the interest in the care sector is low nationwide. ” [Small Sized Employer](#)

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For the 2024 interviews we focused on Social Care, as the NHS was heavily reported in Stage 1 and has been successfully supported by our local training providers through certain SPF projects. As stated earlier Social Care struggles to recruit enough staff and this is exacerbated by rurality, many small businesses amongst the cohort and less ability to access or afford training.

COMPANIES WHO IDENTIFIED AS BEING IN THE HEALTH & SOCIAL CARE SECTOR - RECRUITMENT ROLES - TOP CATEGORIES

Health & Social Care - Role Titles given for <u>Care Assistants</u>		
Care Assistant	Home Care Worker	Residential Support Worker
Health & Social Care - Role Titles given for <u>Administration & IT</u>		
Administrator	IT Staff	Office Administrator
Health & Social Care - Role Titles given for <u>Youth Workers</u>		
Youth Worker	Youth Leader	Youth Outreach Worker
Health & Social Care - Role Titles given for <u>Care Supervisors</u>		
Care Supervisor	Care Lead	Care Manager
Health & Social Care - Role Titles given for <u>Teaching</u>		
Specialist Teacher	SEN Teacher	Residential Teacher

Skills for Care report 22/23 states:

“Care worker turnover nationally is 37% for those with no relevant social care qualification but only 26.5% for those with a social care qualification.”

Local Authority Area	Currently Filled Roles	Current Vacancies	% Unfilled Posts	% Turnover Rate	Permanent Contract %	Temporary Contract	Indirectly Employed	Working Full Time	Working Part Time	Zero Hours Contracts
	Count	Count	%	%	%	%	%	%	%	%
Herefordshire	6100	650	10.7	26.9	92.0	1.0	7.0	54.0	46.0	17.6
Shropshire	11500	1000	8.7	30.2	88.0	3.0	9.0	52.0	48.0	17.0
Telford & Wrekin	6300	375	6.0	29.8	90.0	1.0	9.0	49.0	51.0	27.8

Based on the 22/23 Skills for Care data - For Adult Social Care <https://www.skillsforcare.org.uk/Adult-Social-Care-Workforce-Data>

See Annex C – For Additional Detailed Health & Social Care Vacancy Data



2024 Results: Hardest to fill roles

41%

did not fill their advertised roles

53%

required some experience



Professional Services

" We recruited outside of the Marches for: IT Developers, Testers, MI Analysts, Marketing Specialists and Key Account Managers (Sales). " [Medium Sized Employer](#)

" Legal skills across the board are hard to find locally. Corporate/business law skills are more difficult to find. " [Medium Sized Employer](#)

" There isn't a shortage of Financial Advisers - there is a shortage of young financial advisers and most definitely female advisers. " [Small Sized Employer](#)

" There was a lack of base level admin and general administration skills which were lower than expected. Noticed a poor level of organisational skills. " [Medium Sized Employer](#)

" It was difficult to find people skilled in digital marketing and graphic design. Lots of people interested in the marketing and social media aspect of the role but did not have transferrable business skills, social media for personal use and business needs are vastly different. " [Small Sized Employer](#)

The views and comments in this document are those of the employers and not Shropshire Chamber of Commerce.



COMPANIES WHO IDENTIFIED AS BEING IN THE PROFESSIONAL SERVICES SECTOR - RECRUITMENT ROLES - TOP CATEGORIES

Professional Services - Role Titles given for <u>Finance</u>		
Accountant	Accounts Assistant	Account Seniors
Audit Client Manager	Business & Tax Advisor	Commercial & Training Manager
Financial Planner	Mortgage Advisor	Qualified/Part Qualified Accountant
	Corporate Tax Specialist	
Professional Services - Role Titles given for <u>Legal</u>		
Commercial Property Solicitor	Legal Support Assistant	Paralegal
	Solicitor	
Professional Services - Role Titles given for <u>IT & Developers</u>		
Azure Data Engineer	Dynamics Developer	MI / Power BI Analyst
IT Developer	Software Developer	C# Developer
	Dynamics Consultant	
Professional Services - Role Titles given for <u>Project & Account Managers</u>		
Account Manager	Client Support	Commercial Account Handler
PR Account Executive		Project Coordinator
Professional Services - Role Titles given for <u>HR & Recruitment</u>		
HR Advisor / Consultant	Talent Executive (previous title Junior Recruiter)	Trainee Recruitment Consultant

“ There are legal skills locally in terms of the fundamental legal knowledge. The issue is broad spectrum skills lacking such as soft skills with new lawyers not having people and conversational skills and find it difficult to take a consultative approach with clients to draw info out. Also struggle with networking skills and the role of a modern lawyer is as much building networks to bring clients in as it is giving legal advice. ” [Small Sized Employer](#)

[See Annex D – For Additional Detailed Professional Services Vacancy Data](#)



APPLICANTS & ATTITUDES

- Skills Needs Comparisons & Progress Made (Page 26)
- Barriers to Work & General Skills (Page 27)
- Returners to Work & Older Candidates (Page 28)
- Standard & Availability of Applicants (Page 30)
- Negative Perception of Sectors or Roles (Page 32)
- Willingness to Support or Interact (Page 36)



Skills Needs Comparisons & Progress Made

Right across the board we still see the same skills needed as in Stage 1, which is understandable as it is only 9 months since that report. Vacancies may have slowed over winter, but the skills need remains very much the same. As we have no influx of overseas workers to fill gaps and training providers, though responding to need, naturally take time to train students, for those students to be available for work or apprentices to gain the basic skills required for their workplace.

THE **MARCHES** 
EDUCATION PARTNERSHIP

& **Marches LSIPs**
Local Skills Improvement Plan

Using the findings from Marches LSIP Stage 1 Report, the Marches Education Partnership applied for £2.5 million in funding from the Department for Education. Funding to enable new courses, modular courses and enhanced facilities to tackle some of the highlighted need raised in the Stage 1 Marches LSIP report. Courses covering engineering, manufacture, and green construction skills in retrofit and renewables.

We are also seeing a variety of Strategic Development Fund (SFD) funded projects around the Marches offering short upskilling courses to support various skills, especially around soft or general work skills, such as Leadership and Management.



2024 Results: Barriers to Work & General Skills

As staff and skills shortages have been so high for a lengthy period we wanted to explore, with employers, how they are addressing the issue, views on causes, issues faced, and solutions found.

“ [UK Wide] Both unemployment levels and the unemployment rate have increased slightly over the last year. **9.25 million** people aged 16-64 were economically inactive, and the inactivity rate was 21.8%. In 2023 there were **3.5 million** people aged 50 to 64 years who were economically inactive in the UK, of which 1.4 million were men and 2.1 million were women. ” UK Government Data March 2024



“Below expected as the biggest area that was lacking is attitude to work. Even those that apply to the role express very little interest when contacted for an interview or during they interview they do not show that they really want the job. Younger people have the qualifications but no will, whereas the older generation looking for work have the will but not the relevant up-to-date qualifications” [Small Sized Employer - Construction Sector](#)

“ The standard was very random with lots of varied applicants received through LinkedIn. Many candidates not suitable to the role and did not have the relevant skills/experience. A lot of applicants are applying from outside of the local area and

further afield which means they are not suitable as realistically they are not going to travel from completely different areas of the country each day for this role. When using recruitment agencies, the level of applicant has been as expected as the agencies do the hard work finding suitable candidates for the role, but this is a costly service. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)



Returners to Work & Older Candidates

To understand if longer-term unemployed or older workers are being seen as a route to solving staff shortages, the following graph indicates the way in which employers are working with these groups to help bring them into the workforce or retain their skills.



“ The company have not really considered this but realise once the older workforce retires, they take away valuable skills and once these are gone, they are gone for good. A scheme would be good to offer those nearing retirement age or incapable of the physical demands of work way to share their knowledge and experience with future workforce or colleges. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ Whilst most of the skills in grounds work seems to be within the older working age range, the company are keener to get people at a young age to secure skills for the long term and ensure career progression. ” [Medium Sized Employer – Construction Sector](#)

“ Older staff nearing retirement, happy to take these on reduced hours to train and share experience with younger members of staff. ” [Medium Sized Employer – Professional Services](#)

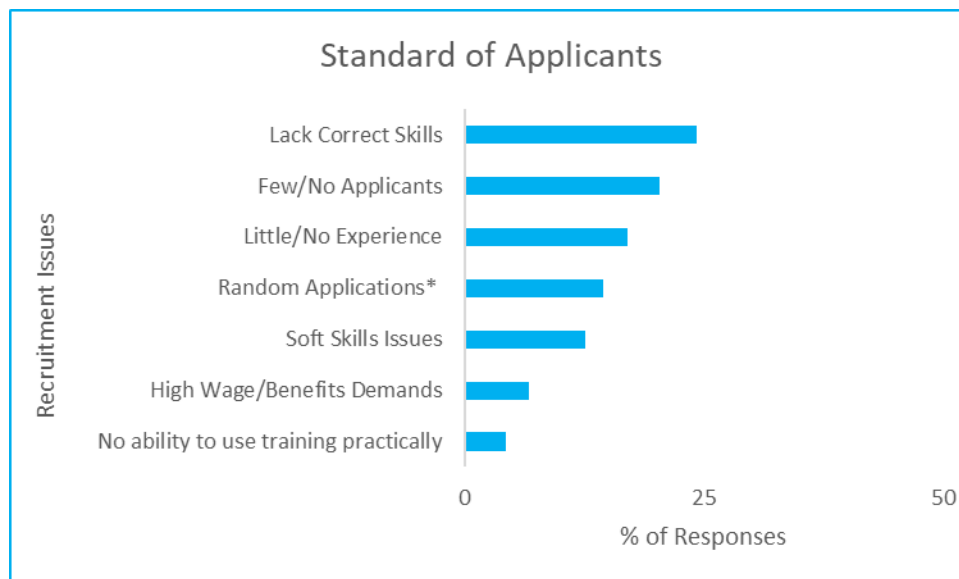
“ Not currently anything in place but the company would actually look into this, it depends if the person matches and can meet some basic criteria. ” [Medium Sized Employer – Health & Social Care Sector](#)

“ For the training staff, the company are keen to take on older staff, maybe nearing retirement, or part retirement. Those that no longer want to work on the road but still have a few years in industry left and want to share their knowledge to train up next generation. The company can do reduced hours and flexible working to accommodate around their lives and offer reduced hours so not doing a full week and schedule courses around staff's other commitments. For the on-the-job engineering side, the DWP and DfE have funded training programmes in place to pay for the refrigeration training for unemployed people that have opportunity to work in the sector. In some cases, DWP have funded the training of a long-term unemployed person so long as they have a job offer that requires the certificate. Biggest problem is that this is not widely advertised and made public knowledge so people do not know about this to take the offer up. ” [Small Sized Employer - Manufacturing & Engineering Sector](#)

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Standard & Availability of Applicants



*Random Applications = No-Shows, No Relevance to Role, Distant Applicants (overseas or well out of area), DWP Job Seeker not wishing to work.

“ We train the warehouse staff ourselves, so it is the willingness of the employee to be reliable etc that matters more. Sadly, we find the long term unemployed hard to employ over those just moving jobs, as they prove far less reliable. We do work 7-5.30 and 3 days a week 5.30-10.30 but we state in our adverts that we can flex or offer part time to suit. Older staff, happy to take but some struggle with the technology we work with in the warehouse, even though at interview they say they are tech savvy – it’s confidence more than anything. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ Candidates had a lack of skills/experience in the care sector which was expected. Applicants that came to interview were prepared and demonstrated some knowledge of the sector. Most applicants that were invited for interview did turn up which may have been due to the company's proactive approach sending reminders to the applicant and guiding them through the process. ” [Small Sized Employer – Health & Social Care Sector](#)

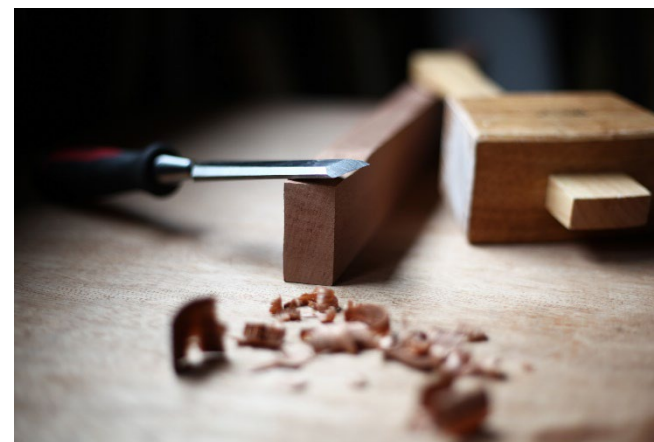
“ The quality of future trainees is declining as soft skills are being lost to technology which affects people’s ability to converse with clients. ” [Small Sized Employer - Professional Services Sector](#)



“ Yes, on the whole good, but since Covid the candidate pool has reduced, and this continues. Blue collar it’s all about salary levels and white-collar benefits and hybrid. Being trained is also important. What we are seeing is people who are overqualified for the roles across the business, not just warehouse, or have no qualifications in the role they apply for. Seems post covid people want career changes, return to work, or a less high-powered job. Another group applying for jobs is the previously self-employed who cannot sustain their business. Before we would have not looked at these people who are not the right match, but now we have we have found a richness, transferable skills and more - this method will now be part of how we function. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ The biggest thing lacking was enthusiasm and interest for work. Most applicants seem very disinterested in the roles and give the impression that they are seeking work through the apprenticeship route as a way out of college studies. The interest was particularly lacking in young people who had a poor approach to work little interest in working in this sector. ” [Micro Sized Employer – Construction Sector](#)

“ Candidates were poorer than expected. Hard to find competent engineers that have experience in the industry and traditional engineering skills, operating machinery. The experienced candidates quickly get snapped up and are moving for higher pay. The remaining candidates left have little to no relevant engineering skills. They have limited experience working on building sites or short stints at multiple companies which is not long enough to develop competency and skills needed for service engineers. ” [Small Sized Employer – Manufacturing & Engineering Sector](#)



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Negative Perception of Sectors or Roles

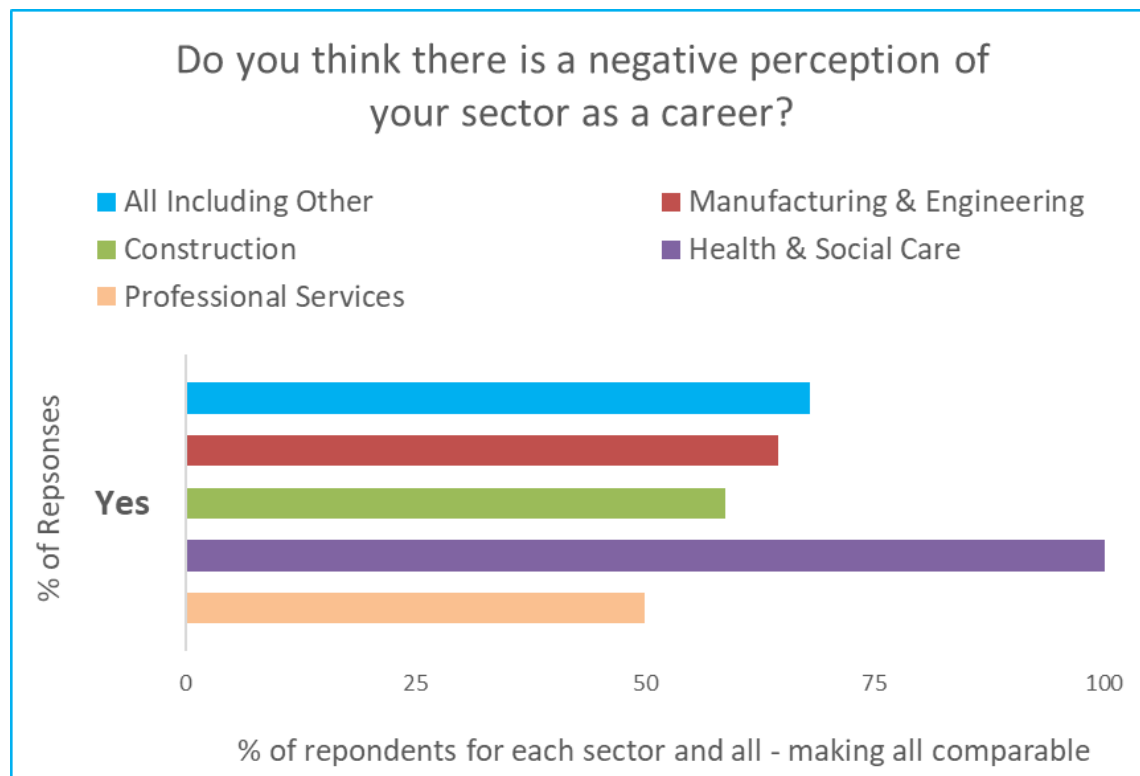
As with LSIPs Stage 1, we still see sectors and subsectors who feel that they are not as highly promoted as other sectors.

The Careers & Enterprise Company, via the Marches Careers Hubs, has simplified messages to employers about the benefits of school and college engagement, developing their own early careers programmes and nurturing a future talent pipeline. They promote the CEC's Employer Standards framework which helps businesses understand excellence in careers education outreach. The Hub also provides a range of engagement opportunities for local employers, current examples include:

- Hosting teacher encounters to build teachers' understanding of local employment opportunities and employer need
- Becoming volunteer Enterprise Advisers
- Releasing staff to attend careers events, promote their sectors and build understanding of employers' expectations and needs

However, the employer's views can bring an invaluable insight for those managing careers advice, as to how approaches can be adapted to help all parties understand what is available and how it is being delivered. Expectations of employers is sometimes above what can be achieved, due to time, staff shortages and poor past experiences. Therefore, exploring different approaches, time demands and methods of capturing the employer's world should be explored, not excluded, if there is progress to be made. This would help see a shift to more employers having a positive view of careers advice and supporting, especially for their sector. Much may only be based on a general lack of knowledge, falsehoods, or poor internal sector promotion, but even this is a barrier to employer involvement and respect for the careers arena.





“ There is a slightly negative perception, viewed as a women dominant industry and not many men in care roles. Moves have been made to breaking this barrier down recently. People are not realising that care can be a good career, lack of awareness from people of exactly what the care sector does and what jobs entail. ”

Medium Sized Employer – Health & Social Care Sector

“ No perceptions are probably quite good. Also new route into law through CILEX legal apprenticeship opens new opportunities to people looking for another route into sector. People coming through this route may get learning through the job and more exposure to soft skills throughout career for a slight head start. ”

Small Sized Employer – Professional Services

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“ The company's factory is high tech, so we have an advantage over competitors by having a clean working environment. The industry is still negatively perceived as a dirty oily environment. This has been somewhat flipped on its head as the engineering has advanced with robotics and automation to take the dirty work out. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ A negative issue is the self-employed aspect of working in finance, many people are self-employed and with this have to generate their own leads and sales. On the flip side, people can be lazy if employed and rely on the company providing leads as they are salaried no matter what. Also, it is poorly promoted as a career, not much careers advice for financial services unless you actively seek this, not really promoted in school/college. ” [Micro Sized Employer - Professional Services Sector](#)

“ Salary is possibly the biggest issue. For production roles the low pay is probably the big negative that is putting people off. Also, the working hours could be a negative as it is a longer working week than other jobs. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ Generally banking sector has had a stigma since 2008 crash, lots of people are less trusting. However, it is still a reputable place to work and sought after as a great career opportunity with lots of room to progress and a common grad scheme. Perhaps an issue is schools and colleges not specifically promoting banking and it can be hard to get into unless you know exactly what you want to do and what path to take. ” [Large Sized Employer - Professional Services Sector](#)

“ Not sure about perception, more so a lack of awareness of the environmental sector and perhaps some misconceptions of what the work in this sector involves. ” [Micro Sized Employer - Construction Sector](#)

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“ There are many negative perceptions which hurts recruitment. Society has a lack of understanding of social care as they do not know what the sector does or what is involved in care. General public do know much about the sector. There is a negative perception from some that the care sector is dirty work for unskilled staff cleaning up after people. This is brought about by a lack of awareness of the responsibility involved with social care work as staff are responsible for the welfare of people. Involves a lot of lone working and the regulations that come with this. People feel that this is poor pay for what the work entails, and they are undervalued for the responsibility and skills they have. ” [Medium Sized Employer – Health & Social Care Sector](#)

“ Schools encourage students to go to university. They need to spend the same effort encouraging people into trades. They are not "mucky" jobs, only meant for those who are academically challenged! To diagnose and repair a fault on a vehicle is a skill. ”

[Large Sized Employer – Manufacturing & Engineering Sector](#)

“ Students are encouraged to university and academic courses over trade courses such as maintenance, engineering and technical roles which causes a big skills gap in technical roles. The company feel as though apprenticeships in technical roles are not promoted or treated in the same regard as university courses by schools or colleges who encourage students to university. Schools are not putting needs of industry or employers at the forefront of their decisions. Also, there are not many women joining the motor trade as technicians. There is now an equal number of men and women in other roles in the motor trade such as sales, marketing and finance but lacking in technical positions which could also stem from school. More needs to be done to address the gender imbalance in technical roles and get more women into engineering. ” [Large Sized Employer – Manufacturing](#)

[& Engineering Sector](#)

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Willingness to Support or Interact

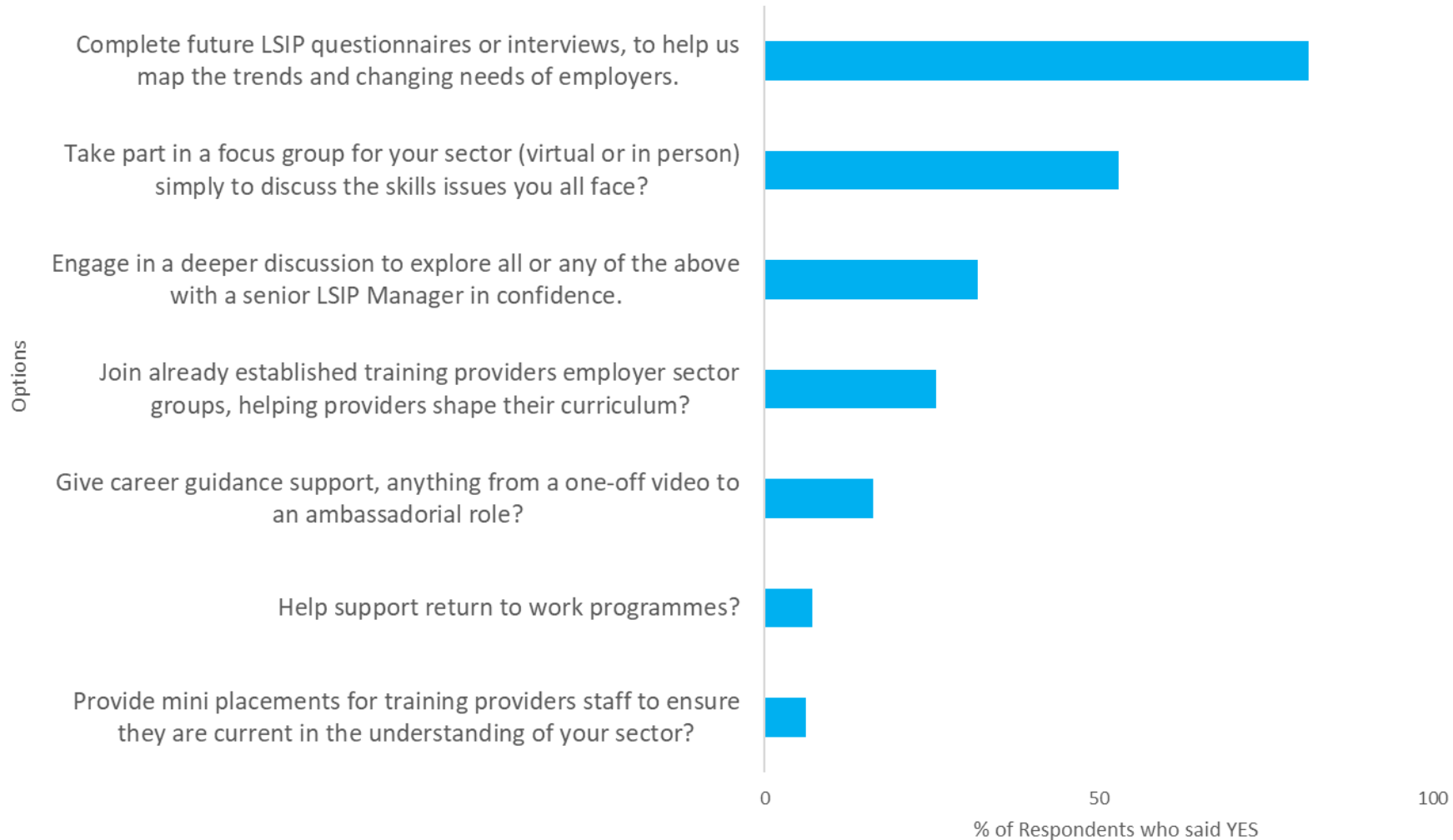
Toward the end of the interview process we asked employers about their willingness to support activities to help training providers and potential recruits. We were aware from Stage 1 of the barriers, that poor past experiences, rigidity of the options around supporting students, be it careers advice or length of placements and small and micro companies staff capacity to support were some of the reasons for hesitation. Some of this may relate to simple practicality but it was very clear in Stage 1, much relates to the communication and culture gap between private and public sector. Having spent a good deal of time with each interviewee understanding their issues, shortages and needs felt like the correct moment to address this question. Below we see the response.



The Question Asked: Would you be interested in or willing to: Please consider the options below and tick all those that may be of interest. This is not a commitment but a willingness to explore further what it could entail. With each option there are varying levels of involvement, from one off to regular deeper involvement. Something to suit all. We need employers to help shape the future skills by helping to inform those who train the future.



Would you be interested in or willing to?



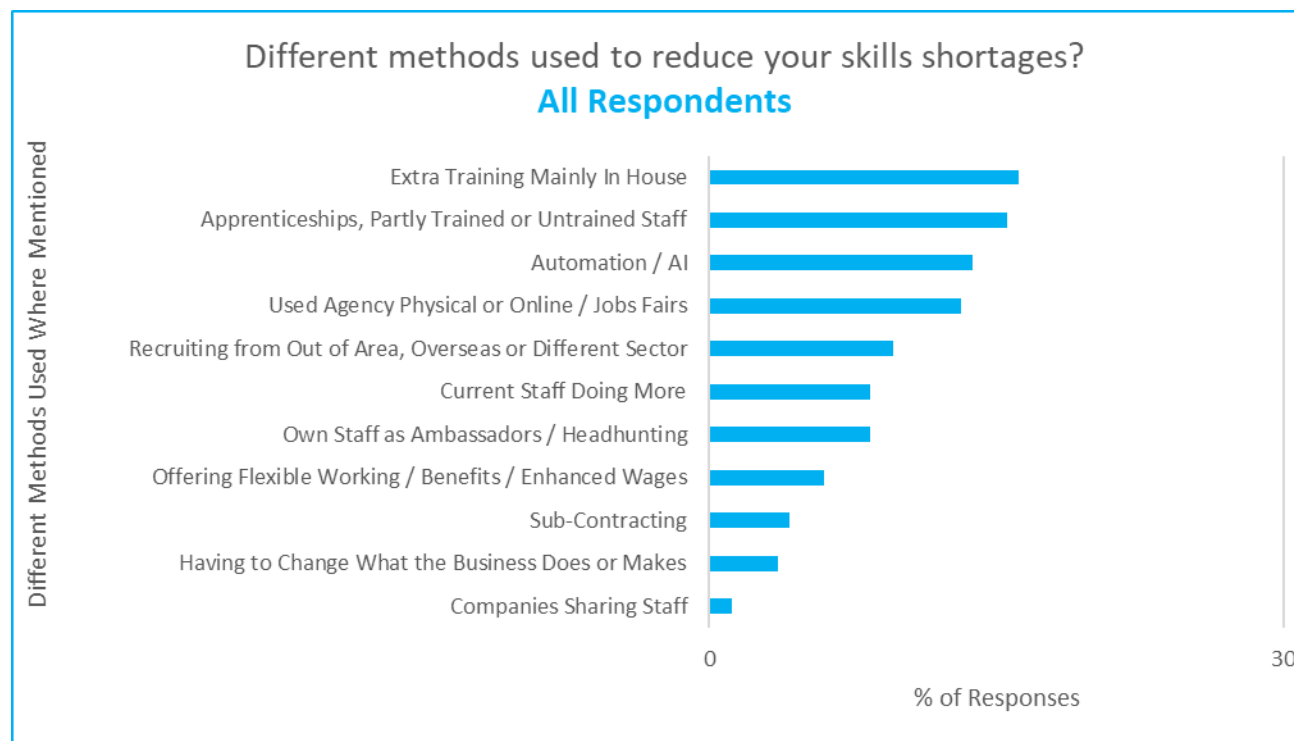
Methods to Reduce Skills Shortages

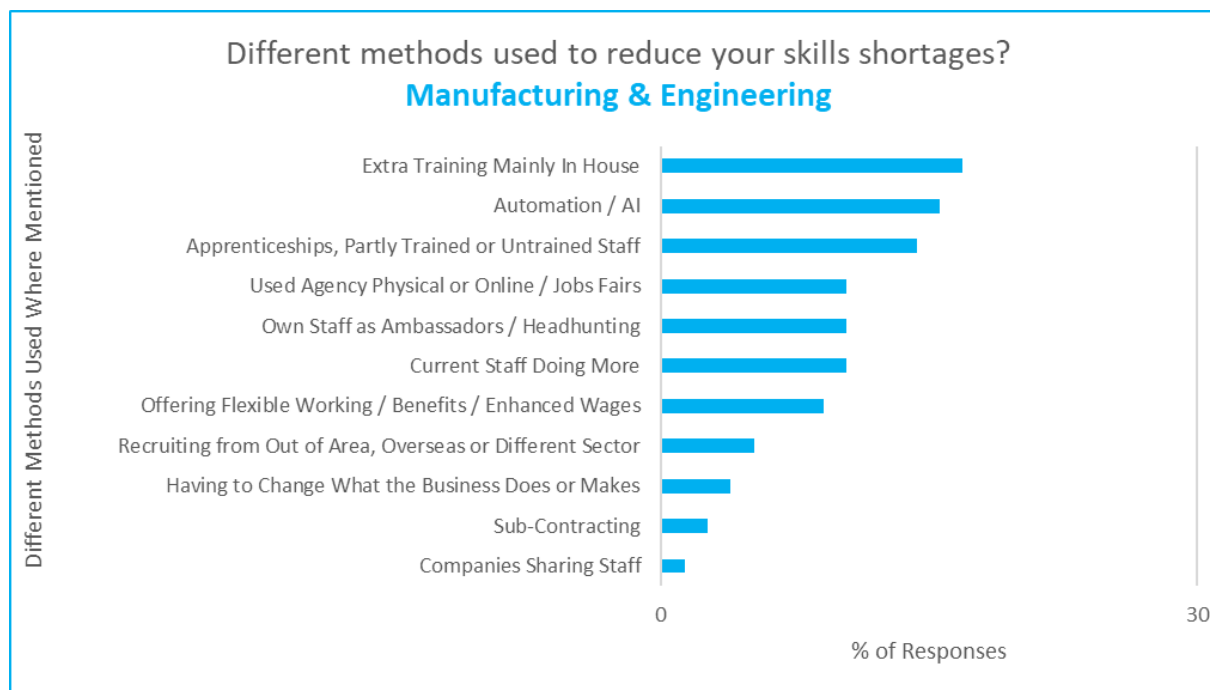
- All Respondents (Page 39)
- Manufacturing & Engineering (Page 40)
- Construction (Page 41)
- Health & Social Care (Page 42)
- Professional Services (Page 44)



Using Different Methods to Reduce Skills Shortages

The following comments and slides represent what Employers mentioned with regards to recruitment difficulties and the alternative methods they have employed. This was an open answer question, so not everyone will have stated all actions, just the main ones that came to mind or they deemed more unusual or more productive for their businesses. Clearly many will have enhanced wages to attract, but this is now often deemed as normal and accepted, hence not mentioned.





“ The company has implemented end-to-end sales and automated a lot of the sales process reducing the need for skilled sales staff. Also, the company has automated some manufacturing processes. This is because the company could not get qualifications for CNC programmers so sold our machine. This was after trying a training programme for CNC but people could not understand the complexity of the machines. ”

Small Sized Employer – Manufacturing & Engineering Sector

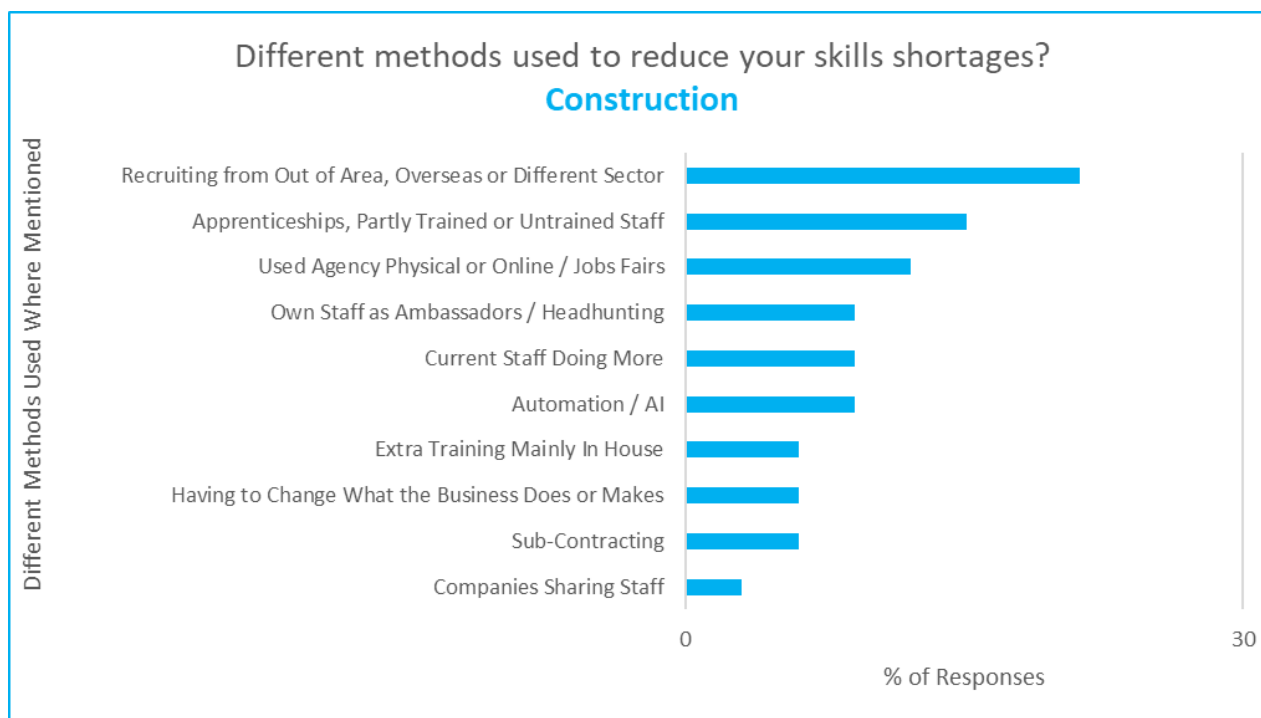
Poland, India and Sri Lanka. These candidates are very keen and highly educated, each has been a key asset for our business. This is now far more cost prohibitive thanks to Brexit. ”

Small Sized Employer – Manufacturing & Engineering Sector

We use automation as this can be run out of hours without need for skilled staff to work unsociable hours. Due to the minimum wage rise, we are using more automation and robotics - minimum wage rise has been counterproductive as it is more financially viable to replace roles with automated machines that can run 24/7. ”

Medium Sized Employer – Manufacturing & Engineering Sector





“ Previously we took unskilled labour to upskill but no longer have the capacity for this. ” [Medium Sized Employer – Construction Sector](#)

“ The business has looked at alternative construction processes due to an across-the-board skills shortage. Also, lots of self-employed often jump from site to site on short contracts which means there is not an employer responsible for their training. This makes it harder to recruit from the self-employed pool as they are behind. ”

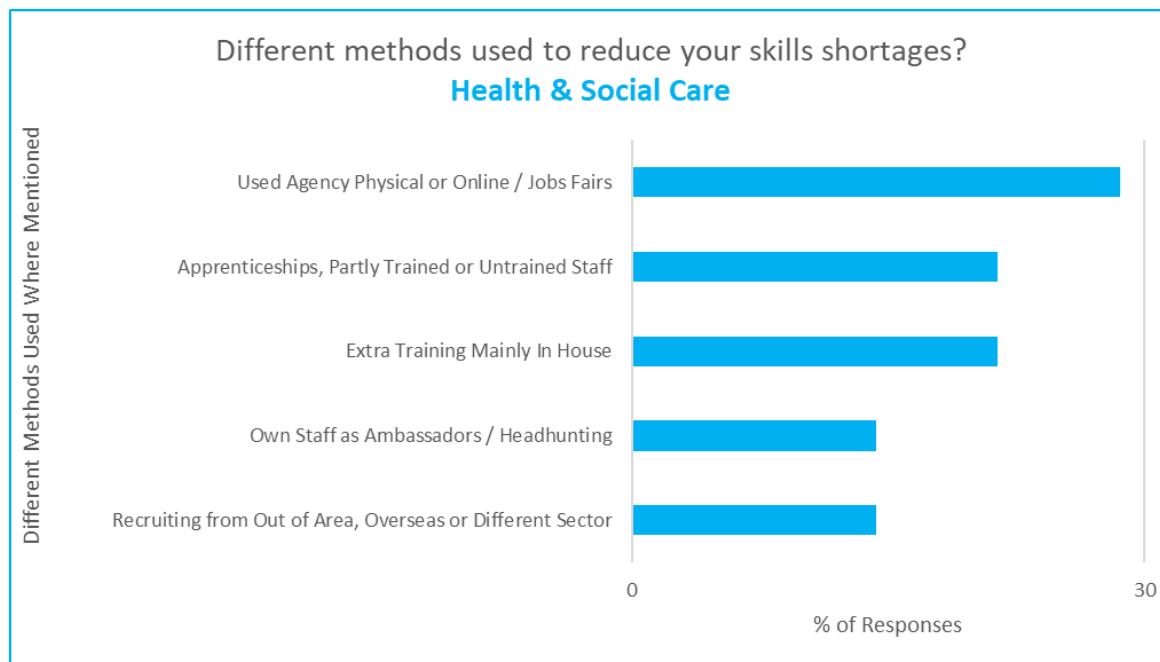
[Medium Sized Employer – Construction Sector](#)

“ The company is having to take a much more proactive recruitment approach; we are using our own initiative to find people through headhunting suitable candidates.

This is a lot more time consuming than was previously the case through traditional recruitment, but receiving a good number of suitable applicants. ” [Medium Sized Employer – Construction Sector](#)

“ We have increased our admin staff to provide support for the easily delegated elements of the jobs (white collar). ” [Medium Sized Employer – Construction Sector](#)





“ The company source staff from various other avenues. Recently they have introduced a scheme to recruit Armed Forces veterans through the Armed Forces Covenant for care positions. The company have resorted to taking on people with no experience in care and having a training process to bring these up to the required skills from scratch. Also have a refer a friend scheme to encourage staff to put forward people looking for work.

” Small Sized Employer – Health & Social Care Sector

“ Moved away from previous methods of recruitment such as word of mouth which was successful in the past. Instead, we have tried Indeed and others online which receives a higher volume of applicants but not all have the relevant skills, so more effort to filter through to find the right person. This has also attracted a large number of foreign workers or from other regions of the country. This causes a difficulty with a language barrier as the company works with older patients who are hard of hearing and would struggle to communicate. Job Fairs are also another way in which the company tries to source staff, hopefully encouraging more people to take up work as a carer. ” Small Sized Employer – Health & Social Care Sector



“ The company is guiding people through the application process, through interview prep and pre-interview questionnaires so that they have an idea if the person actually wants to work in care and give them as much insight as possible. The preparation also helps the company as it gives the applicant the best chance of getting the job in care which the company really wants to encourage. If an applicant is keen on working in care, the company does not want to put them off with tough interviews. ”

Small Sized Employer – Health & Social Care Sector

“ The company has tried to encourage young people to get into work in the care sector through careers fairs and recruitment events - with very little success. ”

Small Sized Employer – Health & Social Care Sector

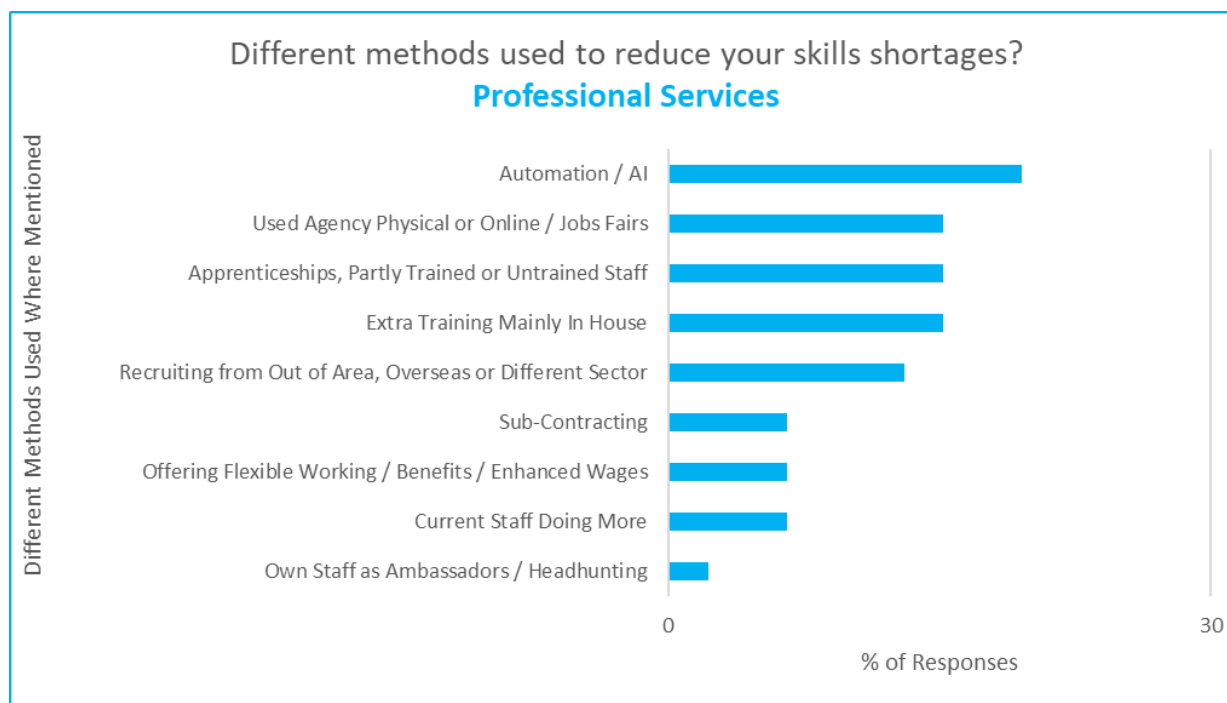
“ We have to go down the costly and slow route of overseas visa supported staff. At least 20% of staff in our homes and school are on visa's. Brexit massively depleted our workforce, and we have not been able to entice them back as Covid put the final seal on that. We lost so much talent. There simply are not enough people in the Marches to meet our needs. ”

Medium Sized Employer – Health & Social Care Sector

“ The company has tried many different approaches to recruitment. We are limited on finding staff from different sectors as people are leaving the social care sector and not coming back. Have considered recruiting workers from abroad but due to the rurality of Shropshire and cultural differences this can be difficult and the requirement of care staff to drive is a big limitation. ”

Medium Sized Employer – Health & Social Care Sector





“ HR & Recruitment: AI is actually taking away the need for basic HR admin skills such as writing basic letters and job descriptions and terms. This is, on the other hand, also causing a need for additional skills around using AI properly and writing good prompts. Another way the company has resorted to overcoming skills shortages is by offering flexible working as they cannot compete with the salaries of HR consultants in the cities so they will lose out on staff to big corporates in the cities who take skills out of area. By offering other work

benefits and work/life balance they are able to retain local skills and attract talent. ” [Micro Sized Employer – Professional Services Sector](#)

“ Accountancy: Resorted to in-house training where people have a gap to upskill rather than recruiting to fill this. Encourage more staff to take exams - ACA AAT to become fully qualified to demonstrate skills and reduce need to recruit for this. We considered taking lesser skilled staff and investing in training in the form of an apprenticeship, but this is a gamble and not always a reward. ” [Small Sized Employer – Professional Services Sector](#)





“ Banking: Lots of internal development within roles. Also changed the application process to be less aptitude based and more people skills focused and personality-based approach. There has been some automation in banking but not enough to plug the need for people. ” [Large Sized Employer – Professional Services Sector](#)

“ IT, Creative & Tech: It really is up to the business owners to be proactive and offer support for young people to develop their skills and support them into the field. We talk a lot about careers in IT to students and attends many careers events to tap into the talent at school, so when people leaving school thinking of where to work, or want to get into tech, they think of the company and go

for a job with us. If we do not do this, they will still get into the IT services though and reduce skills shortages that way. ” [Small Sized Employer – Professional Services Sector](#)

“ Accountancy: We sometimes recruit from our industry but at times do not have the knowledge required to recruit effectively. Always looking to train internally and grow from within. ” [Medium Sized Employer – Professional Services Sector](#)

“ IT, Creative & Tech: The company created a 'Wildcard' vacancy, a kind of blank canvass that asked applicants to create the ideal role. This invited candidates to explain why they would like to work for the company and what they can bring to the table with various skills, experience, and way of doing things. Essentially this was creating your own job based on your ideas. ” [Small Sized Employer – Professional Services Sector](#)

“ Legal: The company has moved away from their traditional recruitment methods and used agencies to recruit experienced solicitors which has been costly and time consuming. There are very few alternative ways to recruit as the company need a qualified legal professional for the solicitor role and cannot recruit further than people are willing to travel. ” [Small Sized Employer – Professional Services Sector](#)



TRAINING PLANS & ACTIONS

- Methodology (Page 47)
- Training Types Currently Used (Page 49)
- Training Preferences (Page 51)
- Barriers to Training (Page 54)
- The Green Agenda and Net Zero (Page 57)



Methodology

To assess how companies plan or action training we asked them to state if they had certain systems or people in place. This question was multiple choice, they selected all that applied to their business.



“ HR manager mostly arranges training but liaises with line managers and H&S Supervisor who are responsible for specific skills training. Staff can access their own training plan through the company HR software and update this throughout the year as they attend courses. ” [Small Sized Employer – Construction Sector](#)

“ We are great believers in training for all staff and using training to develop talent within the company through upskilling. To this end we have plans in place for training staff and skills analysis to understand gaps, which is carried out monthly to ensure that we are on top of this. There is a long-term skills plan in place to take on apprenticeships and develop these. ” [Medium Sized Employer – Health & Social Care](#)

“ The company have an in-house training facility to deliver refrigeration training which staff have access to develop their skills. ” [Micro Sized Employer – Manufacturing & Engineering Sector](#)

“ Skills analysis of workforce has been recommended by an employee recently and potentially being reviewed by team. ” [Small Sized Employer – Professional Services Sector](#)

“ The company does not have a dedicated centre, but the whole factory on certain days can be turned into a training centre to run training days for staff. There are training plans and future skills plans in place for the workforce. ” [Small Sized Employer – Manufacturing & Engineering Sector](#)

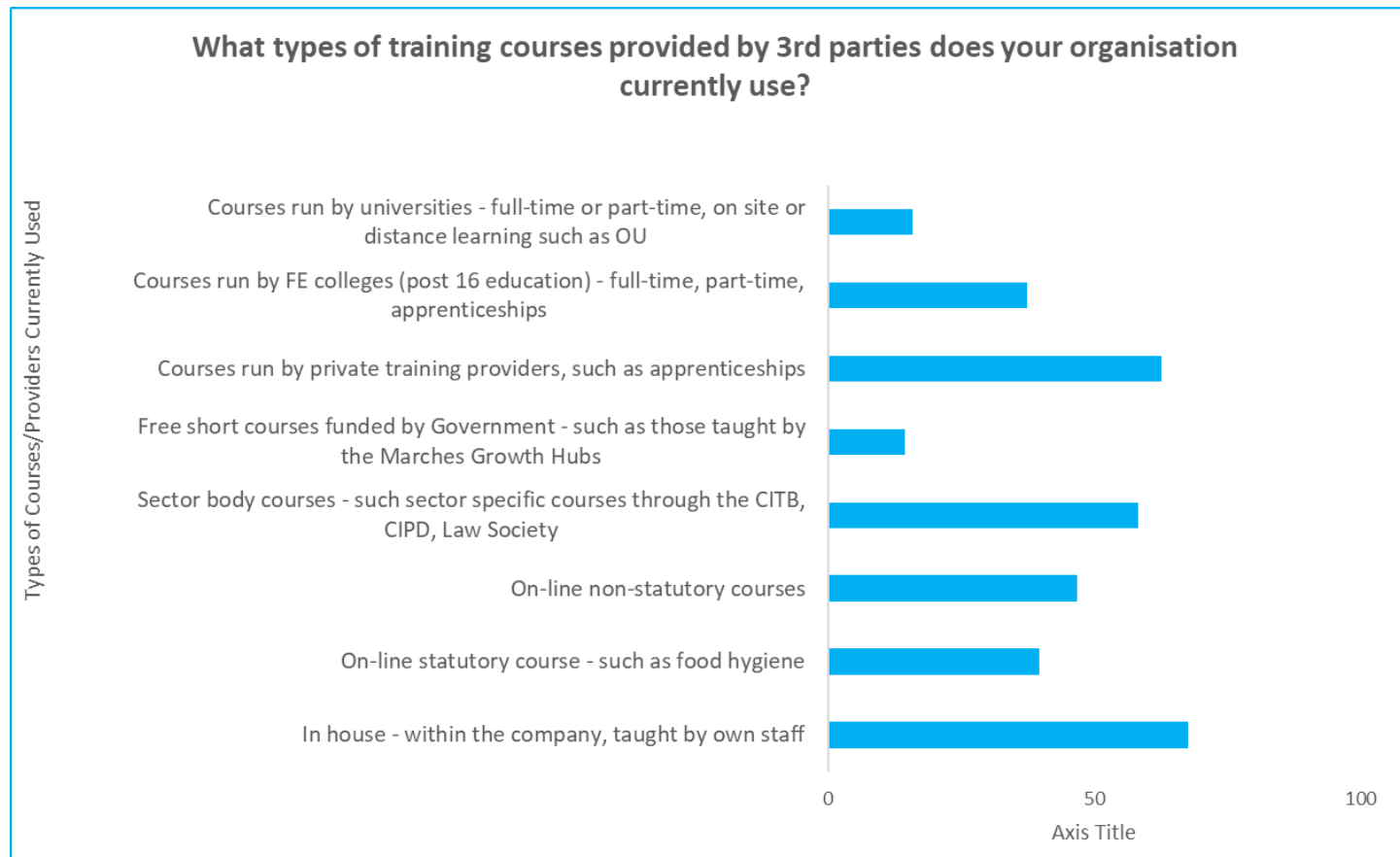
“ We are implementing an in-house engineering academy to deliver bespoke engineering training to our own staff and external where needed. This involves having a dedicated Training and Skills Manager to run and organise this training specifically but will also support with staff training in other areas. There are training plans, skills matrices, and future workforce strategies in place to ensure continued development and that staff are continuously upskilling. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ We do not have a dedicated training centre, but we can use a meeting room to hold training sessions. The Registered Manager arranges training for care staff but does not deliver training in-house. ” [Small Sized Employer – Health & Social Care](#)



Training Types Currently Used

To assess how companies use training we asked them to state which types they currently used. This question was multiple choice, they selected all that applied to their business.



“ Sector body courses are provided through CITB as they offer training which covers industry specifics. Courses in IPAF (working at heights / mobile elevation platforms) and we can claim some of the cost back through CITB for courses. We use private providers for additional courses that are not industry specific such as mental health first aid, fire safety, first aid etc. We are not currently using apprenticeships but would look at using these in future for carpenters, when they have a permanent member of staff in this field, spoke to colleges but not likely to use this year.” [Small Sized Employer – Construction Sector](#)

“ We have qualified trainers in-house that have completed train the trainer and can deliver training to staff. Sector specific courses can be provided through Partners in Care. Other non-care specific training is sourced through private providers such as the local Chamber of Commerce. Apprenticeships were used in the past and we are looking to possibly source apprenticeships again at some point, likely through a local college.” [Medium Sized Employer – Health & Social Care](#)

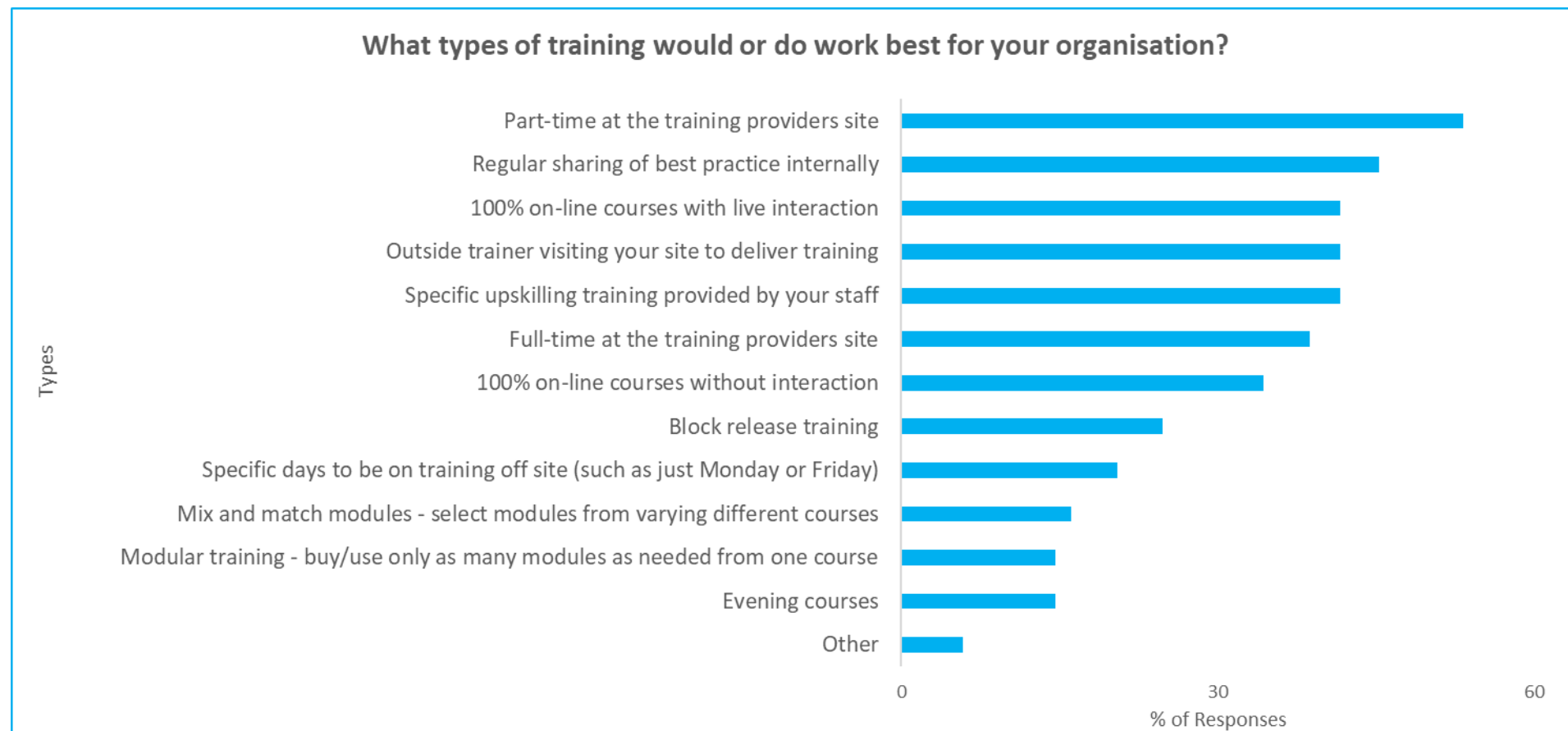
“ We use local providers where possible to deliver training. We find that apprenticeships work really well as this allows student to work/earn and learn with a job at the end and gain practical experience throughout. Lots of training is also done in-house as our machines are conversational, so this feeds back to the operator to make sure the programming is correct, which makes the process easy to learn. The company have very experienced staff with some knowing as much as the machinery supply companies own trainers. The machine supplier does deliver some courses specific to the machines, that is good as it is important to keep the experienced staff updated with developments from the suppliers.” [Micro Sized Employer – Manufacturing & Engineering Sector](#)

“ We use 3rd party providers to deliver short courses in various aspects of business, however, do not use apprenticeships. We are not persuaded by apprenticeships as the levy does not work in its current form to support small businesses. Apprenticeships require a great deal of training and investment from the company to get to a competent level where they can work independently. Some bigger consultancies and creative agencies are able to take on apprentices as they have the resources, but these other local employers are only offering 1 or 2 apprentice places. The company have had employees on BA and Masters Degrees, but these have been underwhelming.” [Small Sized Employer – Professional Services Sector](#)



Training Preferences

Asked to understand training preferences, we asked the interviewees to state which methods worked best for their business. This question was multiple choice, they selected all that applied to their business.



“ For some courses in-person works best - usually health and safety courses. Online works well for the site workers as it is easier for the staff to spare a few hours for an online course that can be accessed remotely when they are away in other parts of country. ” [Small Sized Employer – Construction Sector](#)

“ This really depends on the individual. One colleague prefers in-person training at a providers site due to the networking aspect, hearing what others are doing and learning best practice from others. The other colleague prefers online learning as this is easier to access, more flexible and interactive sessions are often recorded to playback for future reference. ” [Micro Sized Employer – Professional Services Sector](#)

“ The best method is in-person going to the providers site to receive training in a classroom environment. For industry training this is delivered in seminar style at venues across the country typically cities in various regions. Online does not work, had its moment during pandemic where in-person was not an option but now it is not effective as too often people are distracted doing something else in the background and not focused on the learning. ” [Small Sized Employer – Professional Services Sector](#)

“ The apprenticeship courses that the company look at have been day release, but the company find that multiple-day block release works best as this allows a period of focused learning and one day per week soon goes and the gap between caused people to get rusty with what they have just learned. Longer blocks are more coherent, more structured and routine - every moment counts, and this allows focused learning without being cut short. Also, we like a modular approach as it is good to expose staff to other areas and broaden their horizon such as taking modules in marketing or sales as these are key skills that can be learned during the engineering apprenticeship and when young and still learning, this is the best time to diversify and explore other topics. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ The company have staff go off-site for full or part day courses to the providers site for training. For apprentices this is in the form of 1 day per week at college. The company avoid online training where possible as this is not effective and engaging in delivery. ” [Medium Sized Employer – Construction Sector](#)



“ We find that short, sharp upskilling courses work best, little and often is the approach that is preferred by staff so we tend to use part day courses at the providers site. Having staff off-site for short session to learn new techniques is great. Having outside providers on-site works well for first aid training where they need multiple staff to complete the training in one go. Specific days tend to be Tuesday, Wednesday, and Thursday for courses. ” [Small Sized Employer – Manufacturing & Engineering Sector](#)

“ In my previous role at a multinational I found with placements that giving graduates real life problems to solve, rather than sharpening pencils for a week, really brought out their skill set. Likewise, I always got staff to take on problems, so they can learn to solve them and build their confidence, knowledge etc. This also helped us to retain graduates. ” [Micro Sized Employer – Professional Services Sector](#)

“ Being able to have TA's get teaching quals while working is what would work best for our organisation. ” [Medium Sized Employer – Health & Social Care Sector](#)

“ Our company has a Training Academy which we make use of. It especially focuses on soft skills. We sometimes use other providers if better located within the UK. Getting warehouse training on site is a huge issue. We prefer our staff not to go off site and where possible apprentices have their 20% off site, on site but dedicated away from their job. This is better for younger as they have less travel. Our main provider is struggling to get younger people to enter apprenticeships. It is an issue across the country not just locally. Our warehouse staff have to do various statutory or company courses online - warehouse do as a group in a dedicated session and then their work is marked, they do not do it online. Office staff do it online by themselves - they are more likely to be distracted so may get a lower score or retain less. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ Being able to have TA's get teaching quals while working it what would work best for our organisation. ” [Small Sized Employer – Health & Social Care Sector](#)



Barriers to Training

Asked to understand what issues they face when contemplating training for staff. This question was multiple choice, they selected all that applied to their business and understanding.



Those stating other on the previous slide include some of the following reasons:

“ The way apprenticeships are run and delivered can be a barrier to the company accessing training. The company are concerned about the length of time some apprenticeships take to complete, also the number of boxes that need ticking and the red tape, paperwork, and bureaucracy that the company has to contend with to access the apprenticeship is too time consuming. Apprenticeships could do with a review to make these more accessible. ” [Small Sized Employer – Professional Services Sector](#)

“ We were not able to access the CAD course locally so had to send our employee into Warwickshire to take a course. Herefordshire struggles due to rurality. There are no CAD courses in Hereford as a local provider advertise this course but were unable to run this as they did not have a person that could deliver the course in the end. This effectively means that nobody in Herefordshire can learn CAD unless they travel out of county or learn virtually. Evening courses would be good as they are less disruptive to the business in terms of having people out of work and away from the day job, timing would not be an issue as somebody interested would commit time after work as the course is valuable. Also, there are basic workshop engineering skills courses lacking. We have looked for a workshop skills course and cannot find anything that fits the bill. ” [Micro Sized Employer – Manufacturing & Engineering Sector](#)

“ Company has found it hard to understand what is on offer locally, what courses there are, where they are being held and what is available specific to the company. Being a member of an organisation that runs a programme of approved training has somewhat reduced this problem recently. Course quality can be lacking, and it can be hard to determine whether some courses are good enough to make them worth attending. There are lots of management courses available but not sure how good some of these are and if they are worth the asking price. ” [Medium Sized Employer – Health & Social Care Sector](#)

“ The biggest barrier is the disconnect between providers and employers, a lot of training is not relevant or specific to business needs and they are disconnected from the companies. Company feels though a lot of training is just ticking boxes, there for the sake of it and not actually applicable to day-to-day jobs. ” [Small Sized Employer – Manufacturing & Engineering Sector](#)



“ A local training provider went bust and left a hole in construction training for a while which has been slowly filled. Course entry requirements: the company tried to put staff on a scaffold awareness 4-day course but discovered this required a previous qualification, that qualification was nearing expiry for the staff. A site managers course (SMSTS) requires a minimum of 1 year remaining before expiry to be able to recertify, which is an issue. Our site managers qualifications all expire at different times so we could not get all staff on one course. This construction certification works in a similar way to a passport, where you need a certain number of months remaining before expiry to travel. ” [Medium Sized Employer – Construction Sector](#)

“ Not facing any barriers when trying to access training, can get everything they need. The issue is that some courses are not covering everything that is needed for the industry. The apprenticeships are not training people to be well rounded engineers across disciplines. Another hindrance is lack of digital understanding. People, schools and colleges could do more to prepare leavers going into work environments using digital processes, especially digital skills for business. The company has noticed that people are not ready for the digital era and lacking digital skills for business. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ The biggest barrier is production staff having time away from work to train. Getting people away from the production process and machines to attend training is an issue as this disrupts the production process and groups of staff cannot be away at the same time for extended periods. For example, the company had a training provider come in to deliver a full day first aid at work session, however, this was unsuccessful. It ran with less staff than intended as staff had to be pulled out of the course to cover a machine in the factory as there was an insufficient number of staff to operate it and they cannot afford to have the machine down as this affects the entire process. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ Level 2 and 3 Warehouse training is our biggest headache. We even thought about same course delivered ourselves but without qualification but that is not good for the employee. We have encountered odd national companies offering the qualification, but the quality was poor. We have a strong buddy system for new starters in place, so this captures not only best practice but helps retention. With shift work we have to take staff off nights to do a 1 or 2 day course, but to make this work they have to have a week of days - this is not good for the business as nights is the busier larger shift. It is hard to find any trainers willing to offer night training. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)



The Green Agenda and Net Zero

The Green Agenda and the Governments push to Net Zero. This may have to change the way you operate your business, how will this change the training or upskilling you will need to take your organisation forward.



“ They are struggling to find reliable information on this, they have been sent some information on net zero but not sure where to go for training and what the process and requirements are. ” [Medium Sized Employer – Hospitality & Leisure Sector](#)

“ There is not any training specifically on net zero. The company have a culture around sustainability, so they work on this, and staff are clued up on this. there is no formal training currently but as they continue to work towards net zero, they could need specialist training in future. ” [Medium Sized Employer – Manufacturing & Engineering Sector](#)

“ Everybody who works for the company will have training on sustainability, waste management and environmental awareness. Drivers also go on eco driving courses. ” [Medium Sized Employer – Construction Sector](#)

“ The company has not seen any need for training on Net Zero due to any new processes or there being any legal requirement to do so. ” [Small Sized Employer – Manufacturing & Engineering Sector](#)

“ Lots of green technologies are requiring specific training and skills within construction. Examples include PV installers and heat pump technicians. Currently there is more work in these areas than there are trained workers available to meet demand. There are not enough people completing the training yet to sustain the implementation of this at the current level. More training is needed on environmental technologies and schools need to feed colleges with people for these courses ” [Medium Sized Employer – Construction Sector](#)



Annex A

Vacancy Data for December 2023 to February 2024

Engineering
Manufacturing
Maintenance, Repair & Installation
Business Management & Operations

All Marches
Herefordshire
Shropshire
Telford & Wrekin



Annex A

Engineering Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Maintenance Engineers	39 / 17	2 : 1	19 days
Multi-Skilled Maintenance Engineers	36 / 17	2 : 1	20 days
Surveyors	64 / 15	4 : 1	21 days
Gas Engineers	21 / 14	2 : 1	18 days
Design Engineers	17 / 10	2 : 1	7 days
Engineering Managers	8 / 7	1 : 1	21 days
Quality Engineers	12 / 7	2 : 1	24 days
Drafters	8 / 6	1 : 1	5 days
Electrical Engineers	11 / 6	2 : 1	28 days
Mechanical Design Engineers	14 / 6	2 : 1	23 days
Mechanical Engineers	11 / 6	2 : 1	32 days
Meter Engineers	12 / 6	2 : 1	10 days
Manufacturing Technicians	8 / 5	2 : 1	6 days
Platform Engineers	10 / 5	2 : 1	10 days
Shift Managers	6 / 5	1 : 1	11 days
Engineering Project Leads	13 / 4	3 : 1	3 days
Industrial Engineers	8 / 4	2 : 1	16 days
Supplier Quality Engineers	11 / 4	3 : 1	29 days
Web Engineers	6 / 4	2 : 1	24 days
Building Surveyors	10 / 3	3 : 1	6 days



Annex A continued

Manufacturing Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Production Operatives	121 / 54	2 : 1	28 days
Welders/Fabricators	85 / 44	2 : 1	26 days
Machine Operators	49 / 17	3 : 1	7 days
Spray Painters	19 / 13	1 : 1	32 days
Assembly Operators	30 / 12	3 : 1	46 days
Multi-Skilled Operators	16 / 10	2 : 1	14 days
Workshop Leaders	12 / 10	1 : 1	32 days
Quality Inspectors	12 / 9	1 : 1	29 days
CNC Mill Operators	31 / 8	4 : 1	29 days
Mechanical Fitters	25 / 8	3 : 1	39 days
TIG Welders	25 / 8	3 : 1	32 days
Team Leads	11 / 8	1 : 1	35 days
Assemblers	19 / 7	3 : 1	32 days
Mig Welders/Fabricators	14 / 7	2 : 1	42 days
Coatings Supervisors	11 / 6	2 : 1	n/a
General Operatives	17 / 6	3 : 1	58 days
Panel Managers	17 / 6	3 : 1	n/a
Production Managers	8 / 6	1 : 1	13 days
Apprentice Engineers	25 / 5	5 : 1	32 days
CNC Setters	9 / 5	2 : 1	32 days



Annex A continued

Maintenance, Repair & Installation Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Vehicle Technicians	83 / 28	3 : 1	9 days
Maintenance Operators	48 / 22	2 : 1	27 days
Apprentices	17 / 15	1 : 1	23 days
Maintenance Assistants	49 / 15	3 : 1	22 days
Field Service Engineers	30 / 13	2 : 1	30 days
Maintenance Technicians	27 / 12	2 : 1	25 days
Motor Vehicle Technicians	26 / 12	2 : 1	14 days
Fitters	84 / 11	8 : 1	31 days
Handymen	16 / 11	1 : 1	21 days
Installers	24 / 11	2 : 1	18 days
HGV Mechanics	16 / 10	2 : 1	14 days
Apprentice Mechanics	25 / 8	3 : 1	42 days
Mechanical Fitters	20 / 8	3 : 1	30 days
Testers	26 / 8	3 : 1	36 days
Traffic Management Officers	9 / 8	1 : 1	n/a
Apprentice Engineers	17 / 7	2 : 1	24 days
IT Apprentices	7 / 7	1 : 1	n/a
Maintenance Apprentices	20 / 7	3 : 1	38 days
Maintenance Supervisors	15 / 7	2 : 1	6 days
Vehicle Mechanics	11 / 6	2 : 1	6 days



Annex A continued

Business Management & Operations Vacancy Data

December 2023 to February 2024
All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Warehouse Operatives	129 / 73	2 : 1	32 days
Forklift Drivers	118 / 44	3 : 1	26 days
Deputy Managers	80 / 28	3 : 1	28 days
Buyers	57 / 16	4 : 1	43 days
Counterbalance Forklift Drivers	44 / 16	3 : 1	23 days
Warehouse Supervisors	129 / 16	8 : 1	24 days
Dispatch Operators	49 / 15	3 : 1	15 days
Supervisors	18 / 12	2 : 1	25 days
Warehouse Assistants	32 / 12	3 : 1	29 days
General Managers	20 / 11	2 : 1	20 days
Storepeople	26 / 10	3 : 1	16 days
General Operatives	30 / 9	3 : 1	19 days
Graduate Managers	39 / 9	4 : 1	n/a
Production Planners	17 / 9	2 : 1	27 days
Project Managers	12 / 9	1 : 1	28 days
Scheduling Coordinators	29 / 9	3 : 1	38 days
Forklift Operators	19 / 8	2 : 1	38 days
Material Handlers	16 / 8	2 : 1	42 days
Project Coordinators	12 / 8	2 : 1	35 days
Fundraisers	14 / 7	2 : 1	24 days



Annex A continued

Engineering Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Maintenance Engineers	13 / 5	3 : 1	n/a
Quality Engineers	8 / 5	2 : 1	30 days
Multi-Skilled Maintenance Engineers	5 / 4	1 : 1	23 days
Shift Managers	4 / 4	1 : 1	9 days
Web Engineers	6 / 4	2 : 1	24 days
Gas Engineers	3 / 3	1 : 1	8 days
Mechanical Design Engineers	6 / 3	2 : 1	n/a
Production Test Engineers	6 / 3	2 : 1	n/a
Antenna Design Engineers	5 / 2	3 : 1	n/a
Architectural Designers	9 / 2	5 : 1	5 days
Component Engineers	4 / 2	2 : 1	n/a
Domestic Engineers	2 / 2	1 : 1	6 days
Drafters	2 / 2	1 : 1	n/a
Electrical Engineers	3 / 2	2 : 1	n/a
Electrical Maintenance Engineers	2 / 2	1 : 1	n/a
Electronics Engineers	3 / 2	2 : 1	53 days
Engineering Managers	2 / 2	1 : 1	24 days
Mechanical Engineers	3 / 2	2 : 1	n/a
Meter Engineers	2 / 2	1 : 1	10 days
PCB Design Engineers	5 / 2	3 : 1	n/a

Annex A continued

Manufacturing Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Production Operatives	29 / 15	2 : 1	7 days
Welders/Fabricators	14 / 10	1 : 1	24 days
Production Assemblers	13 / 5	3 : 1	33 days
Multi-Skilled Operators	6 / 4	2 : 1	26 days
Team Leads	5 / 4	1 : 1	21 days
Hygiene Assistants	13 / 3	4 : 1	n/a
Workshop Leaders	4 / 3	1 : 1	11 days
Engineering Apprentices	2 / 2	1 : 1	16 days
Flexographic Press Operators	2 / 2	1 : 1	15 days
Managers/Team Leaders	9 / 2	5 : 1	n/a
Operatives	3 / 2	2 : 1	32 days
Packaging Team Leaders	2 / 2	1 : 1	23 days
Process Operators	2 / 2	1 : 1	9 days
Production Operators	2 / 2	1 : 1	29 days
Quality Assurance Technicians	2 / 2	1 : 1	20 days
Quality Controllers	2 / 2	1 : 1	9 days
Site Operators	3 / 2	2 : 1	16 days
Sprayers	3 / 2	2 : 1	n/a
Apprentice Toolmakers	1 / 1	1 : 1	n/a
Apprentices	1 / 1	1 : 1	10 days



Annex A continued

Maintenance, Repair & Installation Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Fitters	80 / 8	10 : 1	n/a
Installers	16 / 8	2 : 1	18 days
IT Apprentices	7 / 7	1 : 1	n/a
Motor Vehicle Technicians	18 / 7	3 : 1	14 days
Vehicle Technicians	16 / 6	3 : 1	n/a
Apprentices	6 / 5	1 : 1	16 days
Maintenance Assistants	7 / 5	1 : 1	11 days
HGV Mechanics	4 / 4	1 : 1	14 days
Testers	8 / 4	2 : 1	5 days
Multi-Skilled Technicians	3 / 3	1 : 1	18 days
Apprentice Technicians	5 / 2	3 : 1	32 days
Diagnostic Technicians	7 / 2	4 : 1	n/a
Field Service Engineers	7 / 2	4 : 1	n/a
Grounds Maintenance Operatives	7 / 2	4 : 1	n/a
Handymen	4 / 2	2 : 1	n/a
Highway Maintenance Supervisors	4 / 2	2 : 1	n/a
Laborer Journeymen	2 / 2	1 : 1	n/a
Machine Shop Assistants	2 / 2	1 : 1	26 days
Maintenance Technicians	2 / 2	1 : 1	17 days
Mechanical Maintenance Engineers	4 / 2	2 : 1	n/a

Source: Lightcast



Annex A continued

Business Management & Operations Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Warehouse Operatives	23 / 13	2 : 1	44 days
Forklift Drivers	28 / 9	3 : 1	30 days
Buyers	15 / 7	2 : 1	43 days
Dispatch Operators	23 / 7	3 : 1	n/a
Counterbalance Forklift Drivers	21 / 6	4 : 1	n/a
Supervisors	8 / 6	1 : 1	25 days
Warehouse Supervisors	8 / 6	1 : 1	46 days
Deputy Managers	9 / 5	2 : 1	5 days
Transport Supervisors	14 / 5	3 : 1	n/a
General Managers	8 / 4	2 : 1	20 days
Graduate Managers	22 / 4	6 : 1	n/a
Heads of Facilities	5 / 4	1 : 1	5 days
Recycling Workers	9 / 4	2 : 1	43 days
Scheduling Coordinators	16 / 4	4 : 1	38 days
Warehouse Pickers/Packers	9 / 4	2 : 1	23 days
Business Support Coordinators	7 / 3	2 : 1	37 days
Chief Learning Officers	6 / 3	2 : 1	38 days
Chief Solutions Officers	10 / 3	3 : 1	33 days
Deputy General Managers	8 / 3	3 : 1	23 days
Dispatchers	11 / 3	4 : 1	46 days



Annex A continued

Engineering Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.













Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Surveyors	42 / 12	4 : 1 	21 days
Gas Engineers	15 / 8	2 : 1 	20 days
Multi-Skilled Maintenance Engineers	20 / 5	4 : 1 	6 days
Manufacturing Technicians	6 / 4	2 : 1 	6 days
Drafters	5 / 3	2 : 1 	n/a
Engineering Project Leads	4 / 3	1 : 1 	3 days
Mechanical Technicians	8 / 3	3 : 1 	23 days
Meter Engineers	3 / 3	1 : 1 	10 days
Apprentice Technicians	3 / 2	2 : 1 	n/a
BIM Designers	3 / 2	2 : 1 	n/a
Building Surveyors	9 / 2	5 : 1 	n/a
Catering Managers	2 / 2	1 : 1 	13 days
Design Engineers	2 / 2	1 : 1 	6 days
Electronics Development Engineers	6 / 2	3 : 1 	27 days
Engineering Apprentices	3 / 2	2 : 1 	n/a
Engineering Leads	2 / 2	1 : 1 	n/a
Engineering Technicians	6 / 2	3 : 1 	n/a
Facilities Electrical Engineers	6 / 2	3 : 1 	7 days
Fuel Cell Engineers	2 / 2	1 : 1 	12 days
General Operatives	2 / 2	1 : 1 	27 days

Annex A continued

Manufacturing Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Welders/Fabricators	49 / 24	2 : 1	31 days
Production Operatives	31 / 19	2 : 1	26 days
Assembly Operators	19 / 7	3 : 1	46 days
Spray Painters	9 / 7	1 : 1	32 days
Workshop Leaders	7 / 6	1 : 1	32 days
Coatings Supervisors	8 / 5	2 : 1	n/a
General Operatives	14 / 4	4 : 1	58 days
Quality Inspectors	4 / 4	1 : 1	36 days
Team Leads	6 / 4	2 : 1	35 days
CNC Setters	7 / 3	2 : 1	32 days
Fitters	8 / 3	3 : 1	n/a
Multi-Skilled Operators	4 / 3	1 : 1	14 days
Powder Coaters	13 / 3	4 : 1	39 days
Apprentice Engineers	14 / 2	7 : 1	n/a
Assemblers	2 / 2	1 : 1	32 days
CNC Mill Operators	18 / 2	9 : 1	n/a
CNC Operators	2 / 2	1 : 1	29 days
CNC Programmer Supervisors	2 / 2	1 : 1	n/a
Cabinet Makers	3 / 2	2 : 1	n/a
Casting Operators	2 / 2	1 : 1	n/a



Annex A continued

Maintenance, Repair & Installation Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Maintenance Operators	34 / 16	2 : 1	27 days
Vehicle Technicians	32 / 12	3 : 1	10 days
Apprentice Mechanics	25 / 8	3 : 1	42 days
Maintenance Assistants	34 / 8	4 : 1	22 days
Handymen	8 / 6	1 : 1	17 days
Maintenance Apprentices	19 / 6	3 : 1	42 days
Traffic Management Officers	6 / 6	1 : 1	n/a
Apprentices	6 / 5	1 : 1	23 days
Motor Vehicle Technicians	8 / 5	2 : 1	25 days
Multi-Skilled Maintenance Engineers	5 / 5	1 : 1	23 days
Vehicle Maintenance Managers	16 / 5	3 : 1	5 days
Field Service Engineers	8 / 4	2 : 1	30 days
Maintenance Fitters	5 / 4	1 : 1	32 days
Plumbing Apprentices	14 / 4	4 : 1	42 days
Testers	18 / 4	5 : 1	36 days
Apprentice Engineers	8 / 3	3 : 1	24 days
Engineering Apprentices	6 / 3	2 : 1	n/a
Fitters	4 / 3	1 : 1	31 days
HGV Mechanics	7 / 3	2 : 1	n/a
Maintenance Handymen	5 / 3	2 : 1	22 days



Annex A continued

Business Management & Operations Vacancy Data

December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Warehouse Operatives	38 / 28	1 : 1	25 days
Deputy Managers	46 / 15	3 : 1	31 days
Warehouse Assistants	16 / 7	2 : 1	29 days
Lettings Managers	22 / 6	4 : 1	4 days
Project Officers	23 / 6	4 : 1	31 days
Business Managers	12 / 5	2 : 1	24 days
Fundraisers	11 / 5	2 : 1	38 days
Project Coordinators	8 / 5	2 : 1	24 days
Counterbalance Forklift Drivers	8 / 4	2 : 1	6 days
Forklift Drivers	5 / 4	1 : 1	12 days
General Managers	8 / 4	2 : 1	26 days
General Operatives	8 / 4	2 : 1	28 days
Kitchen Assistants	4 / 4	1 : 1	15 days
Light Material Handlers	10 / 4	3 : 1	53 days
Nature Specialists	10 / 4	3 : 1	n/a
Operations Shift Supervisors	11 / 4	3 : 1	35 days
Project Managers	5 / 4	1 : 1	28 days
Team Leads	10 / 4	3 : 1	25 days
Warehouse Supervisors	6 / 4	2 : 1	19 days
Welcome Center Managers	12 / 4	3 : 1	22 days



Annex A continued

Engineering Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Maintenance Engineers	26 / 12	2 : 1	19 days
Multi-Skilled Maintenance Engineers	11 / 8	1 : 1	19 days
Design Engineers	14 / 7	2 : 1	7 days
Engineering Managers	6 / 5	1 : 1	7 days
Electrical Engineers	8 / 4	2 : 1	28 days
Industrial Engineers	8 / 4	2 : 1	16 days
Platform Engineers	9 / 4	2 : 1	10 days
Gas Engineers	3 / 3	1 : 1	7 days
Mechanical Design Engineers	8 / 3	3 : 1	23 days
Mechanical Engineers	7 / 3	2 : 1	32 days
Product Design Engineers	5 / 3	2 : 1	27 days
Project Engineers	4 / 3	1 : 1	20 days
Technical Design Engineers	10 / 3	3 : 1	n/a
Additive Manufacturing Engineers	3 / 2	2 : 1	7 days
Apprentices	2 / 2	1 : 1	49 days
Calibration Engineers	4 / 2	2 : 1	n/a
Compliance Engineers	2 / 2	1 : 1	40 days
Field Service Engineers	4 / 2	2 : 1	7 days
Fire Protection Engineers	9 / 2	5 : 1	34 days
Land Surveyors	68 / 2	34 : 1	n/a



Annex A continued

Manufacturing Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Production Operatives	61 / 20	3 : 1	32 days
Machine Operators	44 / 15	3 : 1	7 days
Welders/Fabricators	22 / 10	2 : 1	12 days
Mechanical Fitters	23 / 7	3 : 1	39 days
TIG Welders	24 / 7	3 : 1	32 days
CNC Mill Operators	13 / 6	2 : 1	29 days
Panel Managers	17 / 6	3 : 1	n/a
Production Managers	8 / 6	1 : 1	13 days
Assemblers	17 / 5	3 : 1	34 days
Spray Painters	9 / 5	2 : 1	14 days
Tapers	31 / 5	6 : 1	39 days
Assembly Operators	10 / 4	3 : 1	32 days
CNC Router Operators	5 / 4	1 : 1	8 days
Manufacturing Administrators	5 / 4	1 : 1	23 days
Mig Welders/Fabricators	9 / 4	2 : 1	42 days
Production Team Leads	6 / 4	2 : 1	7 days
Quality Inspectors	7 / 4	2 : 1	4 days
Apprentice Engineers	11 / 3	4 : 1	32 days
Finishing Operators	4 / 3	1 : 1	n/a
Fleet Equipment Managers	4 / 3	1 : 1	n/a



Annex A continued

Maintenance, Repair & Installation Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Vehicle Technicians	35 / 10	4 : 1	7 days
Field Service Engineers	15 / 7	2 : 1	26 days
Maintenance Technicians	21 / 7	3 : 1	6 days
Mechanical Fitters	16 / 6	3 : 1	33 days
Apprentices	5 / 5	1 : 1	26 days
Facilities Maintenance Specialists	7 / 5	1 : 1	6 days
Maintenance Operators	11 / 5	2 : 1	17 days
Apprentice Engineers	9 / 4	2 : 1	n/a
Maintenance Supervisors	12 / 4	3 : 1	15 days
Vehicle Mechanics	6 / 4	2 : 1	6 days
Armament System Specialists	6 / 3	2 : 1	n/a
HGV Mechanics	5 / 3	2 : 1	n/a
Handymen	4 / 3	1 : 1	21 days
Refrigeration Engineers	7 / 3	2 : 1	17 days
CCTV Operators	12 / 2	6 : 1	n/a
Furniture Installers	6 / 2	3 : 1	26 days
HGV Technicians	11 / 2	6 : 1	26 days
Installers	6 / 2	3 : 1	29 days
Maintenance Assistants	8 / 2	4 : 1	n/a
Manufacturing Supervisors	3 / 2	2 : 1	54 days



Annex A continued

Business Management & Operations Vacancy Data

December 2023 to February 2024
Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Warehouse Operatives	68 / 32	2 : 1	26 days
Forklift Drivers	85 / 31	3 : 1	23 days
Deputy Managers	25 / 8	3 : 1	8 days
Buyers	22 / 6	4 : 1	29 days
Counterbalance Forklift Drivers	15 / 6	3 : 1	23 days
Warehouse Supervisors	115 / 6	19 : 1	44 days
Dispatch Operators	14 / 5	3 : 1	9 days
Graduate Managers	17 / 5	3 : 1	n/a
Material Handlers	8 / 5	2 : 1	27 days
Pickers/Packers	21 / 5	4 : 1	59 days
Production Planners	7 / 5	1 : 1	14 days
Apprentices	7 / 4	2 : 1	10 days
Business Support Officers	9 / 4	2 : 1	31 days
CSCS Labourers	19 / 4	5 : 1	27 days
Fleet Administrators	6 / 4	2 : 1	14 days
General Operatives	21 / 4	5 : 1	n/a
Procurement Professionals	10 / 4	3 : 1	n/a
Project Support Officers	10 / 4	3 : 1	27 days
Scheduling Coordinators	12 / 4	3 : 1	5 days
Storepeople	15 / 4	4 : 1	16 days



Annex B

Vacancy Data for December 2023 to February 2024

Construction
Environmental (Green)

All Marches
Herefordshire
Shropshire
Telford & Wrekin



Annex B

Construction Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Groundworkers	28 / 19	1 : 1	34 days
Electricians	56 / 16	4 : 1	23 days
Labourers	25 / 14	2 : 1	34 days
Painters/Decorators	17 / 14	1 : 1	34 days
Quantity Surveyors	23 / 14	2 : 1	24 days
CSCS Labourers	28 / 10	3 : 1	25 days
Estimators	12 / 9	1 : 1	35 days
Bricklayers	10 / 8	1 : 1	30 days
Carpenters	11 / 8	1 : 1	14 days
Multi-Skilled Operators	14 / 8	2 : 1	30 days
Carpenters Apprentice	32 / 7	5 : 1	46 days
Renewable Energy Managers	12 / 6	2 : 1	16 days
Apprentice Electricians	5 / 5	1 : 1	8 days
Fixers	6 / 5	1 : 1	21 days
Property Inspectors	5 / 5	1 : 1	7 days
Roofers	5 / 5	1 : 1	20 days
Steel Estimators	11 / 5	2 : 1	19 days
Bathroom Fitters	7 / 4	2 : 1	53 days
Certified Electricians	12 / 4	3 : 1	6 days
Electrical Supervisors	6 / 4	2 : 1	27 days



Annex B continued

Environmental (Green) Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Environmental Health and Safety Advisors	19 / 9	2 : 1	25 days
Environmental Health and Safety Managers	11 / 7	2 : 1	15 days
Environmental Consultants	4 / 4	1 : 1	45 days
Recycling Workers	9 / 4	2 : 1	43 days
Environmental Health and Safety Officers	4 / 3	1 : 1	n/a
Environmental Health and Safety Specialists	8 / 3	3 : 1	n/a
Environmental Coordinators	2 / 2	1 : 1	45 days
Safety and Environment Advisors	2 / 2	1 : 1	8 days
Sustainability Officers	5 / 2	3 : 1	n/a
Conservation Agents	2 / 1	2 : 1	n/a
Conservation Officers	2 / 1	2 : 1	n/a
Energy Efficiency Consultants	1 / 1	1 : 1	37 days
Environment Engineers	1 / 1	1 : 1	21 days
Environmental Managers	1 / 1	1 : 1	9 days
Environmental Monitors	4 / 1	4 : 1	n/a
Environmental Operations Managers	1 / 1	1 : 1	n/a
Environmental Planning Interns	1 / 1	1 : 1	21 days
Solar Panel Installers	2 / 1	2 : 1	n/a
Solar Pv Installers	1 / 1	1 : 1	39 days
Sustainability Engineers	3 / 1	3 : 1	n/a



Annex B continued

Construction Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Groundworkers	11 / 8	1 : 1	34 days
Quantity Surveyors	11 / 6	2 : 1	20 days
Estimators	5 / 5	1 : 1	20 days
Painters/Decorators	4 / 4	1 : 1	41 days
Carpenters	6 / 3	2 : 1	14 days
Steel Estimators	3 / 3	1 : 1	19 days
Assistant Site Managers	5 / 2	3 : 1	25 days
Bathroom Fitters	3 / 2	2 : 1	53 days
Contract Officers	6 / 2	3 : 1	18 days
Excavator Operators	3 / 2	2 : 1	n/a
Fitters	3 / 2	2 : 1	39 days
Labourers	2 / 2	1 : 1	n/a
Lecturers in Electrical Installation	3 / 2	2 : 1	36 days
Multi-Skilled Operators	2 / 2	1 : 1	28 days
Panel Beaters	3 / 2	2 : 1	30 days
Renewable Energy Managers	3 / 2	2 : 1	5 days
Site Agents	3 / 2	2 : 1	7 days
Apprentices	1 / 1	1 : 1	n/a
Assistant Facilities Managers	6 / 1	6 : 1	n/a
Bricklayers	1 / 1	1 : 1	39 days



Annex B continued

Environmental (Green) Vacancy Data
December 2023 to February 2024
Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Environmental Health and Safety Managers	6 / 4	2 : 1	15 days
Recycling Workers	9 / 4	2 : 1	43 days
Conservation Officers	2 / 1	2 : 1	n/a
Environmental Coordinators	1 / 1	1 : 1	45 days
Environmental Health and Safety Advisors	2 / 1	2 : 1	n/a
Environmental Managers	1 / 1	1 : 1	9 days
Solar Panel Installers	2 / 1	2 : 1	n/a
Sustainability Officers	3 / 1	3 : 1	n/a



Annex B continued

Construction Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Labourers	22 / 11	2 : 1	34 days
Groundworkers	16 / 10	2 : 1	19 days
Electricians	21 / 9	2 : 1	16 days
Painters/Decorators	11 / 8	1 : 1	27 days
Apprentice Electricians	5 / 5	1 : 1	8 days
Carpenters Apprentice	29 / 5	6 : 1	46 days
Multi-Skilled Operators	11 / 5	2 : 1	30 days
Quantity Surveyors	8 / 5	2 : 1	27 days
Electrical Supervisors	6 / 4	2 : 1	27 days
CSCS Labourers	5 / 3	2 : 1	17 days
Certified Electricians	11 / 3	4 : 1	42 days
Electrician's Mates	3 / 3	1 : 1	31 days
Estimators	6 / 3	2 : 1	21 days
Kitchen Crews	22 / 3	7 : 1	32 days
Kitchen and Bathroom Designers	12 / 3	4 : 1	29 days
Apprentice Glaziers	2 / 2	1 : 1	n/a
Carpenters	2 / 2	1 : 1	5 days
Civil Supervisors	4 / 2	2 : 1	n/a
Door Installers	2 / 2	1 : 1	9 days
Excavator Operators	5 / 2	3 : 1	19 days



Annex B continued

Environmental (Green) Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Environmental Consultants	4 / 4	1 : 1	45 days
Environmental Health and Safety Advisors	3 / 3	1 : 1	7 days
Conservation Agents	2 / 1	2 : 1	n/a
Energy Efficiency Consultants	1 / 1	1 : 1	37 days
Environment Engineers	1 / 1	1 : 1	21 days
Environmental Coordinators	1 / 1	1 : 1	n/a
Environmental Monitors	4 / 1	4 : 1	n/a
Environmental Operations Managers	1 / 1	1 : 1	n/a
Environmental Planning Interns	1 / 1	1 : 1	21 days
Safety and Environment Advisors	1 / 1	1 : 1	27 days
Solar Pv Installers	1 / 1	1 : 1	39 days



Annex B continued

Construction Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Bricklayers	8 / 6	1 : 1	30 days
CSCS Labourers	21 / 6	4 : 1	28 days
Electricians	34 / 6	6 : 1	33 days
Fixers	4 / 4	1 : 1	19 days
Carpenters	3 / 3	1 : 1	29 days
Property Inspectors	3 / 3	1 : 1	7 days
Quantity Surveyors	4 / 3	1 : 1	28 days
Roofers	3 / 3	1 : 1	20 days
Carpenters Apprentice	3 / 2	2 : 1	n/a
Floor Technicians	13 / 2	7 : 1	n/a
Painters/Decorators	2 / 2	1 : 1	n/a
Plumbers	4 / 2	2 : 1	43 days
Plumbers/Pipefitters	3 / 2	2 : 1	21 days
Renewable Energy Managers	4 / 2	2 : 1	16 days
Apprentices	2 / 1	2 : 1	n/a
Bathroom Fitters	2 / 1	2 : 1	n/a
Business Apprentices	1 / 1	1 : 1	n/a
Caretakers	1 / 1	1 : 1	42 days
Certified Electricians	1 / 1	1 : 1	6 days
Cleaning Operatives	5 / 1	5 : 1	n/a



Annex B continued

Environmental (Green) Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Environmental Health and Safety Advisors	14 / 5	3 : 1	39 days
Environmental Health and Safety Managers	5 / 3	2 : 1	n/a
Environmental Health and Safety Officers	4 / 3	1 : 1	n/a
Environmental Health and Safety Specialists	8 / 3	3 : 1	n/a
Safety and Environment Advisors	1 / 1	1 : 1	8 days
Sustainability Engineers	3 / 1	3 : 1	n/a
Sustainability Managers	1 / 1	1 : 1	n/a
Sustainability Officers	2 / 1	2 : 1	n/a
Sustainable Agriculture Interns	1 / 1	1 : 1	28 days



Annex C

Vacancy Data for December 2023 to February 2024

Health & Social Care

All Marches
Herefordshire
Shropshire
Telford & Wrekin



Annex C

Health & Social Care Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Support Workers	1,222 / 385	3 : 1	28 days
Care Assistants	802 / 198	4 : 1	31 days
Health Care Assistants	327 / 137	2 : 1	30 days
Registered General Nurses	160 / 74	2 : 1	15 days
Residential Support Workers	217 / 66	3 : 1	24 days
Speech Language Therapists	259 / 59	4 : 1	6 days
Home Care Assistants	293 / 49	6 : 1	33 days
Occupational Therapists	158 / 45	4 : 1	30 days
Night Assistants	79 / 40	2 : 1	24 days
Staff Nurses	128 / 37	3 : 1	27 days
Care Workers	72 / 31	2 : 1	25 days
Application Processors	31 / 29	1 : 1	4 days
Physiotherapists	58 / 27	2 : 1	22 days
Community Support Workers	71 / 26	3 : 1	29 days
Health Care Workers	117 / 26	5 : 1	31 days
Pharmacy District Managers	104 / 25	4 : 1	33 days
Pharmacy Technicians	69 / 25	3 : 1	26 days
Practitioners	57 / 25	2 : 1	42 days
Care Practitioners	47 / 24	2 : 1	24 days
Apprentices	64 / 23	3 : 1	24 days



Annex C continued

Health & Social Care Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Support Workers	467 / 137	3 : 1	31 days
Care Assistants	335 / 48	7 : 1	29 days
Health Care Assistants	74 / 36	2 : 1	34 days
Residential Support Workers	82 / 25	3 : 1	9 days
Registered General Nurses	28 / 24	1 : 1	15 days
Health Care Workers	103 / 17	6 : 1	31 days
Staff Nurses	61 / 16	4 : 1	27 days
Occupational Therapists	52 / 15	3 : 1	24 days
Night Assistants	29 / 14	2 : 1	24 days
Application Processors	13 / 12	1 : 1	4 days
Dental Nurses	41 / 12	3 : 1	28 days
Speech Language Therapists	112 / 12	9 : 1	36 days
General Practitioners	22 / 10	2 : 1	32 days
Medical Receptionists	22 / 10	2 : 1	28 days
Pharmacists	56 / 10	6 : 1	31 days
Dental Hygienists	59 / 9	7 : 1	4 days
Mental Health Practitioners	31 / 9	3 : 1	5 days
Pharmacy Technicians	22 / 9	2 : 1	17 days
Practice Nurses	10 / 9	1 : 1	18 days
Store Team Leaders	31 / 9	3 : 1	n/a



Annex C continued

Health & Social Care Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Support Workers	480 / 157	3 : 1	28 days
Care Assistants	253 / 101	3 : 1	31 days
Health Care Assistants	161 / 66	2 : 1	30 days
Registered General Nurses	116 / 41	3 : 1	29 days
Speech Language Therapists	130 / 41	3 : 1	6 days
Home Care Assistants	228 / 30	8 : 1	14 days
Residential Support Workers	70 / 27	3 : 1	24 days
Night Assistants	47 / 25	2 : 1	17 days
Occupational Therapists	92 / 23	4 : 1	34 days
Care Workers	45 / 19	2 : 1	11 days
Practitioners	43 / 19	2 : 1	42 days
Care Practitioners	38 / 18	2 : 1	24 days
Staff Nurses	59 / 18	3 : 1	24 days
Physiotherapists	32 / 17	2 : 1	24 days
Community Support Workers	41 / 15	3 : 1	24 days
Pharmacy Managers/Pharmacists	72 / 15	5 : 1	29 days
Optometrists	15 / 14	1 : 1	5 days
Pharmacy Technicians	45 / 14	3 : 1	27 days
Pharmacy District Managers	74 / 13	6 : 1	27 days
Healthcare Workers	60 / 12	5 : 1	31 days



Annex C continued

Health & Social Care Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Support Workers	275 / 91	3 : 1	27 days
Care Assistants	214 / 49	4 : 1	32 days
Health Care Assistants	92 / 35	3 : 1	28 days
Home Care Assistants	53 / 17	3 : 1	33 days
Residential Support Workers	65 / 14	5 : 1	26 days
Paediatrics and Neonates Specialists	42 / 12	4 : 1	30 days
Registered General Nurses	16 / 9	2 : 1	29 days
Application Processors	7 / 7	1 : 1	3 days
Care Workers	21 / 7	3 : 1	29 days
Occupational Therapists	14 / 7	2 : 1	17 days
Store Team Leaders	30 / 7	4 : 1	36 days
Team Leads	16 / 7	2 : 1	6 days
Apprentices	18 / 6	3 : 1	11 days
Healthcare Workers	14 / 6	2 : 1	27 days
Home Care Registered Nurses	25 / 6	4 : 1	31 days
Optical Assistants	29 / 6	5 : 1	40 days
Pharmacy District Managers	21 / 6	4 : 1	36 days
Registered Managers	26 / 6	4 : 1	15 days
Speech Language Therapists	17 / 6	3 : 1	6 days
Activities Coordinators	7 / 5	1 : 1	n/a



Annex D

Vacancy Data for December 2023 to February 2024

Clerical, Client Support & HR
Finance & Law
Design, Media, Marketing & PR
IT & Computer Science

All Marches
Herefordshire
Shropshire
Telford & Wrekin



Annex D

Clerical, Client Support & HR Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Customer Service Assistants	285 / 58	5 : 1	27 days
Receptionists	116 / 58	2 : 1	32 days
Administrators	104 / 43	2 : 1	18 days
Customer Service Advisors	77 / 42	2 : 1	20 days
Administrative Assistants	72 / 38	2 : 1	28 days
Office Administrators	52 / 38	1 : 1	30 days
Customer Service Administrators	62 / 26	2 : 1	25 days
Apprentices	57 / 19	3 : 1	36 days
Receptionists/Administrators	32 / 19	2 : 1	28 days
Administration Assistants	36 / 18	2 : 1	24 days
Customer Advisors	45 / 18	3 : 1	35 days
Customer Service Representatives	37 / 18	2 : 1	35 days
Business Apprentices	65 / 16	4 : 1	42 days
Customer Service Coordinators	33 / 16	2 : 1	22 days
Service Advisors	31 / 15	2 : 1	9 days
Human Resources Advisors	26 / 14	2 : 1	28 days
Personal Assistants	18 / 14	1 : 1	31 days
Dental Receptionists	17 / 13	1 : 1	6 days
Market Research Interviewers	46 / 13	4 : 1	27 days
Business Administrators	25 / 12	2 : 1	23 days



Annex D continued

Finance & Law Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Account Assistants	76 / 39	2 : 1	26 days
Credit Controllers	57 / 17	3 : 1	28 days
Finance Assistants	19 / 15	1 : 1	31 days
Property Solicitors	24 / 15	2 : 1	32 days
Purchase Ledger Clerks	45 / 15	3 : 1	27 days
Bookkeepers	13 / 11	1 : 1	31 days
Financial Controllers	14 / 11	1 : 1	25 days
Assistant Accountants	16 / 10	2 : 1	26 days
Management Accountants	29 / 10	3 : 1	28 days
Purchase Ledger Assistants	24 / 10	2 : 1	29 days
Finance Business Partners	15 / 9	2 : 1	7 days
Legal Support Assistants	10 / 9	1 : 1	27 days
Account Administrators	15 / 8	2 : 1	30 days
Assessors	20 / 8	3 : 1	5 days
Private Client Solicitors	14 / 8	2 : 1	8 days
Insurance Advisors	8 / 6	1 : 1	5 days
Team Leads	16 / 6	3 : 1	11 days
Trainee Chartered Accountants	16 / 6	3 : 1	9 days
Valuers	11 / 6	2 : 1	13 days
Auditors	6 / 5	1 : 1	28 days



Annex D continued

Design, Media, Marketing & PR Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Marketing Executives	29 / 17	2 : 1	36 days
Digital Marketing Assistants	31 / 11	3 : 1	31 days
Marketing Assistants	11 / 7	2 : 1	21 days
Marketing Managers	12 / 7	2 : 1	11 days
Photographers	10 / 6	2 : 1	25 days
Campaign Executives	28 / 5	6 : 1	28 days
Consumer Insights Managers	12 / 5	2 : 1	9 days
Graphic Designers	12 / 5	2 : 1	11 days
Marketing Apprentices	17 / 5	3 : 1	54 days
Painters	18 / 4	5 : 1	31 days
Sales and Marketing Officers	5 / 4	1 : 1	10 days
Videographers/Photographers	6 / 4	2 : 1	31 days
Communications Officers	4 / 3	1 : 1	n/a
Documentum Consultants	30 / 3	10 : 1	n/a
Heads of Marketing	5 / 3	2 : 1	24 days
Journalists/Writers	4 / 3	1 : 1	n/a
Marketing Specialists	4 / 3	1 : 1	n/a
Multi-Channel Sales Assistants	5 / 3	2 : 1	n/a
Technical Authors	3 / 3	1 : 1	6 days
Audiovisual Technicians	4 / 2	2 : 1	7 days



Annex D continued

IT & Computer Science Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Application Processors	15 / 15	1 : 1	4 days
Team Leads	14 / 7	2 : 1	35 days
Apprentices	21 / 6	4 : 1	23 days
Software Developers	8 / 6	1 : 1	36 days
Software Engineers	13 / 6	2 : 1	27 days
Business Systems Specialists	12 / 5	2 : 1	5 days
Information Governance Analysts	7 / 5	1 : 1	6 days
Peer Support Apprentices	8 / 5	2 : 1	25 days
Technical Support Officers	9 / 5	2 : 1	33 days
Application Engineers	4 / 4	1 : 1	10 days
Computer Network Technicians	4 / 4	1 : 1	15 days
DevOps Engineers	5 / 4	1 : 1	6 days
Directors of Information Technology	5 / 4	1 : 1	6 days
Help Desk Analysts	8 / 4	2 : 1	41 days
IT Administrators	4 / 4	1 : 1	27 days
IT Application Support Managers	4 / 4	1 : 1	4 days
IT Support Engineers	9 / 4	2 : 1	5 days
Network Engineers	10 / 4	3 : 1	n/a
Support Technicians	6 / 4	2 : 1	13 days
UI/UX Designers	7 / 4	2 : 1	42 days



Annex D continued

Clerical, Client Support & HR Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Receptionists	41 / 20	2 : 1	31 days
Administrators	34 / 16	2 : 1	17 days
Customer Service Assistants	44 / 16	3 : 1	27 days
Office Administrators	19 / 14	1 : 1	33 days
Customer Service Advisors	20 / 13	2 : 1	7 days
Administrative Assistants	18 / 12	2 : 1	25 days
Administration Assistants	10 / 7	1 : 1	13 days
Business Support Administrators	8 / 7	1 : 1	27 days
Market Research Interviewers	10 / 7	1 : 1	27 days
Receptionists/Administrators	14 / 7	2 : 1	33 days
Bank Customer Service Representatives	26 / 6	4 : 1	14 days
Executive Assistants	9 / 6	2 : 1	29 days
Support Assistants	6 / 6	1 : 1	34 days
Clerks/Receptionists	14 / 5	3 : 1	56 days
Online Marketing Assistants	27 / 5	5 : 1	n/a
Telephonists	14 / 5	3 : 1	12 days
Assistant Home Managers	4 / 4	1 : 1	43 days
Customer Service Representatives	5 / 4	1 : 1	40 days
Production Administrators	5 / 4	1 : 1	29 days
Booking Managers	6 / 3	2 : 1	29 days



Annex D continued

Finance & Law Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Account Assistants	76 / 39	2 : 1	26 days
Credit Controllers	57 / 17	3 : 1	28 days
Finance Assistants	19 / 15	1 : 1	31 days
Property Solicitors	24 / 15	2 : 1	32 days
Purchase Ledger Clerks	45 / 15	3 : 1	27 days
Bookkeepers	13 / 11	1 : 1	31 days
Financial Controllers	14 / 11	1 : 1	25 days
Assistant Accountants	16 / 10	2 : 1	26 days
Management Accountants	29 / 10	3 : 1	28 days
Purchase Ledger Assistants	24 / 10	2 : 1	29 days
Finance Business Partners	15 / 9	2 : 1	7 days
Legal Support Assistants	10 / 9	1 : 1	27 days
Account Administrators	15 / 8	2 : 1	30 days
Assessors	20 / 8	3 : 1	5 days
Private Client Solicitors	14 / 8	2 : 1	8 days
Insurance Advisors	8 / 6	1 : 1	5 days
Team Leads	16 / 6	3 : 1	11 days
Trainee Chartered Accountants	16 / 6	3 : 1	9 days
Valuers	11 / 6	2 : 1	13 days
Auditors	6 / 5	1 : 1	28 days



Annex D continued

Design, Media, Marketing & PR Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Documentum Consultants	30 / 3	10 : 1	n/a
Photographers	7 / 3	2 : 1	29 days
Directors of Planning and Building	5 / 2	3 : 1	43 days
E-Commerce Managers	3 / 2	2 : 1	14 days
Heads of Communications	3 / 2	2 : 1	n/a
Marketing Assistants	2 / 2	1 : 1	21 days
Marketing Development Managers	4 / 2	2 : 1	n/a
Marketing Executives	4 / 2	2 : 1	46 days
Partnership Specialists	4 / 2	2 : 1	n/a
Apprentice Managers	1 / 1	1 : 1	31 days
Bid Coordinators	1 / 1	1 : 1	n/a
Bid Writers	3 / 1	3 : 1	n/a
Brand Activation Managers	1 / 1	1 : 1	18 days
Business Engagement Managers	1 / 1	1 : 1	n/a
Commercial Business Directors	1 / 1	1 : 1	27 days
Content Marketing Specialists	1 / 1	1 : 1	30 days
Customer Advisors	2 / 1	2 : 1	n/a
Digital Marketers	2 / 1	2 : 1	n/a
Digital Marketing Assistants	2 / 1	2 : 1	29 days
Digital Marketing Interns	1 / 1	1 : 1	n/a



Annex D continued

IT & Computer Science Vacancy Data December 2023 to February 2024 Herefordshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Apprentices	4 / 3	1 : 1	23 days
Infrastructure Engineers	15 / 3	5 : 1	27 days
Intelligence Analysts	4 / 3	1 : 1	25 days
Network Engineers	9 / 3	3 : 1	n/a
Peer Support Apprentices	3 / 3	1 : 1	25 days
Practitioners	13 / 3	4 : 1	n/a
Project Support Managers	4 / 3	1 : 1	7 days
Software Developers	3 / 3	1 : 1	27 days
Software Engineers	4 / 3	1 : 1	5 days
Team Leads	7 / 3	2 : 1	26 days
Technical Support Officers	4 / 3	1 : 1	40 days
Computer Network Analysts	10 / 2	5 : 1	n/a
Home Healthcare Workers	3 / 2	2 : 1	n/a
IT Administrators	2 / 2	1 : 1	31 days
IT Support Engineers	3 / 2	2 : 1	33 days
Lead Software Engineers	6 / 2	3 : 1	36 days
Line Support Engineers	3 / 2	2 : 1	34 days
Network Administrators	10 / 2	5 : 1	n/a
Network Architects	10 / 2	5 : 1	n/a
Software Developer Engineers	2 / 2	1 : 1	26 days



Annex D continued

Clerical, Client Support & HR Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Customer Service Assistants	175 / 25	7 : 1	24 days
Administrators	42 / 20	2 : 1	24 days
Customer Service Advisors	33 / 20	2 : 1	26 days
Administrative Assistants	40 / 18	2 : 1	27 days
Receptionists	25 / 17	1 : 1	29 days
Office Administrators	24 / 15	2 : 1	26 days
Customer Service Administrators	38 / 14	3 : 1	25 days
Apprentices	43 / 13	3 : 1	40 days
Service Advisors	24 / 12	2 : 1	15 days
Customer Advisors	22 / 10	2 : 1	35 days
Administration Assistants	23 / 9	3 : 1	24 days
Business Apprentices	35 / 9	4 : 1	42 days
Personal Assistants	11 / 9	1 : 1	31 days
Business Administrators	12 / 7	2 : 1	23 days
Customer Team Leaders	19 / 7	3 : 1	n/a
Financial Administrators	24 / 6	4 : 1	42 days
Human Resources Assistants	8 / 6	1 : 1	13 days
Leisure Sales Managers	11 / 6	2 : 1	31 days
Customer Service Representatives	7 / 5	1 : 1	21 days
Dental Receptionists	9 / 5	2 : 1	23 days



Annex D continued

Finance & Law Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Account Assistants	5,473 / 2,724	2 : 1	28 days
Finance Assistants	4,647 / 2,366	2 : 1	27 days
Credit Controllers	4,925 / 2,256	2 : 1	28 days
Finance Business Partners	4,992 / 2,117	2 : 1	25 days
Management Accountants	4,210 / 2,070	2 : 1	26 days
Finance Managers	3,082 / 1,651	2 : 1	24 days
Solicitors	3,599 / 1,487	2 : 1	22 days
Claims Handlers	3,555 / 1,421	3 : 1	25 days
Mortgage Advisors	4,293 / 1,380	3 : 1	25 days
Bookkeepers	2,352 / 1,293	2 : 1	28 days
Accountants	2,335 / 1,184	2 : 1	26 days
Lawyers	1,910 / 1,075	2 : 1	21 days
Financial Controllers	1,968 / 1,059	2 : 1	26 days
Payroll Administrators	1,976 / 998	2 : 1	24 days
Financial Accountants	1,847 / 973	2 : 1	22 days
Financial Administrators	1,951 / 944	2 : 1	28 days
Finance Officers	1,823 / 921	2 : 1	26 days
Purchase Ledger Clerks	1,762 / 859	2 : 1	28 days
Compliance Officers	1,714 / 816	2 : 1	25 days
Property Solicitors	2,364 / 767	3 : 1	25 days



Annex D continued

Design, Media, Marketing & PR Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Marketing Executives	19 / 10	2 : 1	6 days
Digital Marketing Assistants	27 / 8	3 : 1	56 days
Consumer Insights Managers	12 / 5	2 : 1	9 days
Marketing Assistants	9 / 5	2 : 1	n/a
Graphic Designers	9 / 4	2 : 1	11 days
Communications Officers	4 / 3	1 : 1	n/a
Automotive Salespeople	4 / 2	2 : 1	24 days
Brand Delivery and Operations Managers	2 / 2	1 : 1	n/a
Brand Experts	7 / 2	4 : 1	n/a
Care Professionals	4 / 2	2 : 1	28 days
Content Administrators	2 / 2	1 : 1	9 days
Content Writers	5 / 2	3 : 1	n/a
Data Analytics Managers	7 / 2	4 : 1	n/a
Engagement Officers	3 / 2	2 : 1	6 days
Estate Agents	9 / 2	5 : 1	34 days
General Managers	8 / 2	4 : 1	27 days
Heads of Marketing	4 / 2	2 : 1	42 days
Marketing Apprentices	8 / 2	4 : 1	n/a
Marketing Managers	5 / 2	3 : 1	11 days
Marketing Specialists	3 / 2	2 : 1	n/a



Annex D continued

IT & Computer Science Vacancy Data December 2023 to February 2024 Shropshire

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Application Processors	10 / 10	1 : 1	4 days
Computer Network Technicians	4 / 4	1 : 1	15 days
Directors of Information Technology	5 / 4	1 : 1	6 days
Information Governance Analysts	6 / 4	2 : 1	n/a
IT Application Support Managers	3 / 3	1 : 1	4 days
IT Infrastructure Specialists	5 / 3	2 : 1	12 days
IT Systems Analysts	3 / 3	1 : 1	5 days
IT Technicians	4 / 3	1 : 1	17 days
Support Technicians	4 / 3	1 : 1	13 days
Apprentice Technicians	2 / 2	1 : 1	n/a
Bar Supervisors	2 / 2	1 : 1	17 days
Business Support Assistants	6 / 2	3 : 1	21 days
Business Systems Specialists	4 / 2	2 : 1	n/a
Cybersecurity Managers	2 / 2	1 : 1	25 days
Engineers	3 / 2	2 : 1	12 days
Governance Advisors	4 / 2	2 : 1	n/a
IT Administrators	2 / 2	1 : 1	26 days
IT Developers	4 / 2	2 : 1	5 days
IT Support Engineers	6 / 2	3 : 1	5 days
Lead Hospitalists	4 / 2	2 : 1	58 days



Annex D continued

Clerical, Client Support & HR Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Receptionists	50 / 21	2 : 1	40 days
Customer Service Assistants	66 / 17	4 : 1	31 days
Customer Service Coordinators	25 / 11	2 : 1	20 days
Recruitment Consultants	31 / 10	3 : 1	43 days
Customer Service Administrators	21 / 9	2 : 1	26 days
Customer Service Advisors	24 / 9	3 : 1	7 days
Customer Service Representatives	25 / 9	3 : 1	45 days
Office Administrators	9 / 9	1 : 1	32 days
Receptionists/Administrators	14 / 9	2 : 1	8 days
Administrative Assistants	14 / 8	2 : 1	29 days
Administrators	28 / 7	4 : 1	13 days
Dental Receptionists	7 / 7	1 : 1	6 days
Human Resources Advisors	13 / 7	2 : 1	16 days
Recruitment Business Partners	56 / 7	8 : 1	29 days
Business Apprentices	28 / 6	5 : 1	n/a
Service Coordinators	8 / 6	1 : 1	n/a
Apprentices	12 / 5	2 : 1	20 days
Call Centre Agents	9 / 5	2 : 1	6 days
Customer Advisors	11 / 5	2 : 1	37 days
Customer Service Team Leads	6 / 5	1 : 1	24 days



Annex D continued

Finance & Law Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Account Assistants	32 / 13	2 : 1	16 days
Credit Controllers	21 / 11	2 : 1	6 days
Purchase Ledger Clerks	33 / 10	3 : 1	27 days
Group Finance Managers	8 / 5	2 : 1	29 days
Finance Business Partners	5 / 4	1 : 1	7 days
Purchase Ledger Assistants	18 / 4	5 : 1	28 days
Team Leads	10 / 4	3 : 1	11 days
Valuers	9 / 4	2 : 1	13 days
Financial Controllers	4 / 3	1 : 1	n/a
Insurance Advisors	5 / 3	2 : 1	5 days
Management Accountants	18 / 3	6 : 1	n/a
Payroll Managers	5 / 3	2 : 1	21 days
Property Solicitors	5 / 3	2 : 1	n/a
Account Administrators	4 / 2	2 : 1	30 days
Apprentices	4 / 2	2 : 1	11 days
Assessors	4 / 2	2 : 1	6 days
Back Office Associates	2 / 2	1 : 1	29 days
Bookkeepers	2 / 2	1 : 1	n/a
Cash Management Associates	2 / 2	1 : 1	n/a
Claims Administrators	5 / 2	3 : 1	n/a



Annex D continued

Design, Media, IT, Marketing & PR Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Campaign Executives	28 / 5	6 : 1	28 days
Marketing Executives	6 / 5	1 : 1	44 days
Marketing Managers	5 / 4	1 : 1	n/a
Painters	18 / 4	5 : 1	31 days
Marketing Apprentices	9 / 3	3 : 1	54 days
Multi-Channel Sales Assistants	5 / 3	2 : 1	n/a
Technical Authors	3 / 3	1 : 1	6 days
Videographers/Photographers	4 / 3	1 : 1	31 days
Audiovisual Technicians	4 / 2	2 : 1	7 days
CRM Marketing Analysts	12 / 2	6 : 1	19 days
Digital Marketing Assistants	2 / 2	1 : 1	31 days
E-Commerce Assistants	7 / 2	4 : 1	24 days
Fuel Supervisors	3 / 2	2 : 1	5 days
Marketing Communications Executives	5 / 2	3 : 1	44 days
Photographers	2 / 2	1 : 1	9 days
Pizza Artists	2 / 2	1 : 1	4 days
Area Managers	2 / 1	2 : 1	29 days
Attendance Officers	1 / 1	1 : 1	30 days
Bid and Proposal Managers	1 / 1	1 : 1	20 days
Business Unit Heads	7 / 1	7 : 1	n/a



Annex D continued

IT & Computer Science Vacancy Data December 2023 to February 2024 Telford & Wrekin

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Application Engineers	4 / 4	1 : 1	10 days
Application Processors	4 / 4	1 : 1	3 days
Apprentices	17 / 3	6 : 1	16 days
Business Systems Specialists	8 / 3	3 : 1	5 days
DevOps Engineers	4 / 3	1 : 1	5 days
Help Desk Analysts	7 / 3	2 : 1	41 days
Software Developers	5 / 3	2 : 1	36 days
Technical Apprentices	6 / 3	2 : 1	n/a
UI/UX Designers	6 / 3	2 : 1	42 days
.NET Developers	3 / 2	2 : 1	6 days
ACH Coordinators	6 / 2	3 : 1	n/a
Apprentice Software Engineers	2 / 2	1 : 1	27 days
Delivery Leads	2 / 2	1 : 1	7 days
Directors of Digital Technology	4 / 2	2 : 1	n/a
IT Apprentices	2 / 2	1 : 1	n/a
IT Engineers	2 / 2	1 : 1	5 days
IT Procurement Managers	2 / 2	1 : 1	n/a
IT Project Engineers	2 / 2	1 : 1	11 days
IT Service Desk Technicians	2 / 2	1 : 1	20 days
Motion Designers	2 / 2	1 : 1	46 days



Annex E

Vacancy Data for December 2023 to February 2024

Assorted Industries

Agriculture, Horticulture and Outdoor Activities

Hospitality, Food & Tourism

Performing Arts

Personal Services

All Marches



Annex E Assorted Industries

Agriculture, Horticulture and Outdoor Activities Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Gardeners	19 / 11	2 : 1	21 days
Hatchery Managers	24 / 8	3 : 1	43 days
Farm Workers	11 / 7	2 : 1	25 days
Landscapers	8 / 5	2 : 1	7 days
Greenskeepers	6 / 4	2 : 1	33 days
Grounds Maintenance Workers	6 / 4	2 : 1	27 days
Herdsmen	6 / 4	2 : 1	45 days
Primary School Teachers	5 / 4	1 : 1	33 days
Arborists	7 / 3	2 : 1	28 days
Early Years Teachers	3 / 3	1 : 1	13 days
Grounds Maintenance Operatives	8 / 3	3 : 1	46 days
Groundspeople	10 / 3	3 : 1	32 days
Maintenance Team Leaders	5 / 3	2 : 1	6 days
Poultry Nutritionists	11 / 3	4 : 1	n/a
Support Workers	18 / 3	6 : 1	n/a
Youth Workers	3 / 3	1 : 1	19 days
Cleaning Operatives	14 / 2	7 : 1	n/a
Custom Installers	14 / 2	7 : 1	n/a
Farm Apprentices	2 / 2	1 : 1	n/a
Higher Level Teaching Assistants	2 / 2	1 : 1	n/a



Annex E continued Assorted Industries

Hospitality, Food & Tourism Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Cleaners	692 / 223	3 : 1	31 days
Kitchen Assistants	168 / 72	2 : 1	25 days
Housekeepers	164 / 67	2 : 1	30 days
Cleaning Operatives	180 / 64	3 : 1	29 days
Kitchen Porters	157 / 62	3 : 1	37 days
Catering Assistants	198 / 52	4 : 1	25 days
Baristas	142 / 48	3 : 1	36 days
Team Members	159 / 44	4 : 1	34 days
Wait Staff	107 / 44	2 : 1	24 days
Bar Staff	82 / 35	2 : 1	28 days
Chefs	108 / 35	3 : 1	28 days
Housekeeping Assistants	100 / 31	3 : 1	25 days
Kitchen Team Members	74 / 29	3 : 1	45 days
Cooks	54 / 26	2 : 1	30 days
Front of House Staff	44 / 24	2 : 1	26 days
Domestic Assistants	63 / 21	3 : 1	32 days
Domestic Cleaners	37 / 21	2 : 1	30 days
Sous Chefs	53 / 19	3 : 1	7 days
Cleaning Assistants	36 / 18	2 : 1	11 days
Head Chefs	44 / 18	2 : 1	16 days



Annex E continued
Assorted Industries

Performing Arts Vacancy Data
December 2023 to February 2024
All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Performers	3 / 2	2 : 1	44 days
Housemen	1 / 1	1 : 1	34 days
Instrumental Music Directors	1 / 1	1 : 1	n/a
Support Workers	23 / 1	23 : 1	n/a
Team Leads	1 / 1	1 : 1	43 days
Video Production Managers	1 / 1	1 : 1	n/a



Annex E continued Assorted Industries

Personal Services Vacancy Data December 2023 to February 2024 All Marches

Unique Postings of Online Job Vacancies

Unique Postings

Where a job, though posted on multiple sites, is reduced to one unique posting to ensure the statistics represent the actual need.

Posting Intensity

The ratio of total job postings to unique (de-duplicated) job postings. The posting intensity can indicate where roles are harder to fill, and the employer has added the role to multiple sites via agencies or directly.

Caveat: The person posting the vacancy selects the category and this can mean that you have random outliers within a themed group. N/A simply means that there were one or more that were removed making the median impossible to calculate.

Source: Lightcast

Top Posted Job Titles

Job Title	Total/Unique (Dec 2023 - Feb 2024)	Posting Intensity	Median Posting Duration
Laundry Assistants	19 / 12	2 : 1	24 days
Hairdressers	38 / 10	4 : 1	14 days
Registered Veterinary Technicians	11 / 10	1 : 1	23 days
Barbers	14 / 9	2 : 1	34 days
Veterinary Assistants	14 / 9	2 : 1	27 days
Apprentices	36 / 7	5 : 1	56 days
Dog Groomers	9 / 7	1 : 1	31 days
Beauty Therapists	19 / 5	4 : 1	30 days
Funeral Services Assistants	14 / 5	3 : 1	28 days
Veterinary Nurses	6 / 4	2 : 1	7 days
Advisors	15 / 3	5 : 1	n/a
Dog Walkers	3 / 3	1 : 1	24 days
Funeral Arrangers	9 / 3	3 : 1	26 days
Pet Sitters	3 / 3	1 : 1	29 days
Seamstresses	3 / 3	1 : 1	n/a
Upholsterers	9 / 3	3 : 1	n/a
Beauty Advisors	2 / 2	1 : 1	26 days
Hair Stylists	8 / 2	4 : 1	30 days
Kennel Assistants	2 / 2	1 : 1	n/a
Veterinary Surgeons	2 / 2	1 : 1	23 days



THE EMPLOYER'S VOICE

MARCHES LSIPs PROJECT

Stage 2 – March 2024
UPDATE

