

Labour Market Intelligence

North West Hampshire constituency

Including: Whitchurch, Hurstbourne Tarrant, Thruxton and Andover

A toolkit giving education and employment information on the local labour market

August 2019



workwiltshire

Wiltshire Council
Where everybody matters

Demographics

54,900 Economically active

85.1% In employment

40,200

In full-time
employment

14,000

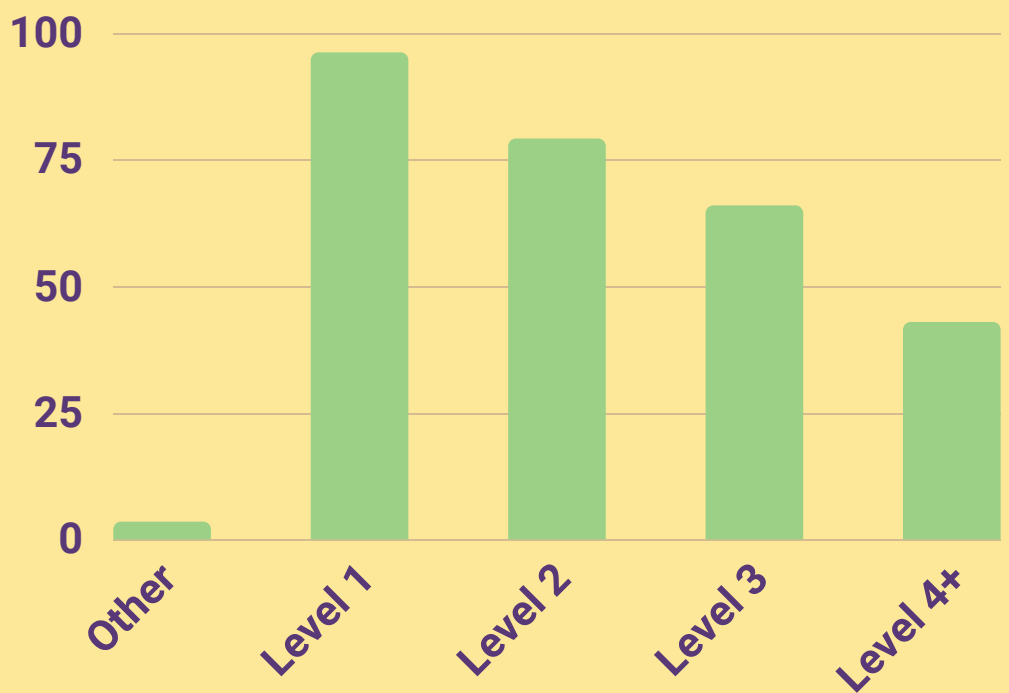
In part-time
employment

6,900

Self
employed

78.9% of 18-24 year olds are employed

Highest level
of resident
qualifications



Average annual earnings



People who live in the area:
£33,222

Definitions are located on page 10 and comparison data on page 13

Sources:

Demographics: ONS Annual Population Survey Jan-Dec 18

Qualifications: ONS Annual Population Survey Jan-Dec 18

Pay rates: ONS Annual Survey of Hours and Earnings 2018



Employment Breakdown

Employment by occupation



25%

of jobs are in professional occupations

30%

of jobs are in public administration, education and health sector



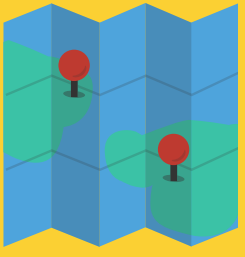
Biggest industry sectors

15,700	Public administration, education and health
8,900	Distribution, hotels and restaurants
8,500	Manufacturing
8,100	Banking, finance and insurance
4,700	Transport and communications
4,100	Construction
2,700	Other services

Definitions are located on page 10 and comparison data on page 13
Sources:

ONS Annual Population Survey January-December 2018

Key Stage 4 Destinations



96%

of North West Hampshire students continued in education or employment or training (EET) destination

94%

of students nationally continued into an EET destination



3% of students went into employment/training

Top schools for an employment or training destination

1. Harrow Way Community School (8%)
2. John Hanson Community School (3%)
3. The Hurst Community College (2%)

6% of students started an apprenticeship

Top schools for an apprenticeship destination

1. The Hurst Community College (7%)
2. John Hanson Community School (4%)
3. Harrow Way Community School (3%)



86%

continued into an education destination

40%

went into a further education college

3%

went into a school sixth form

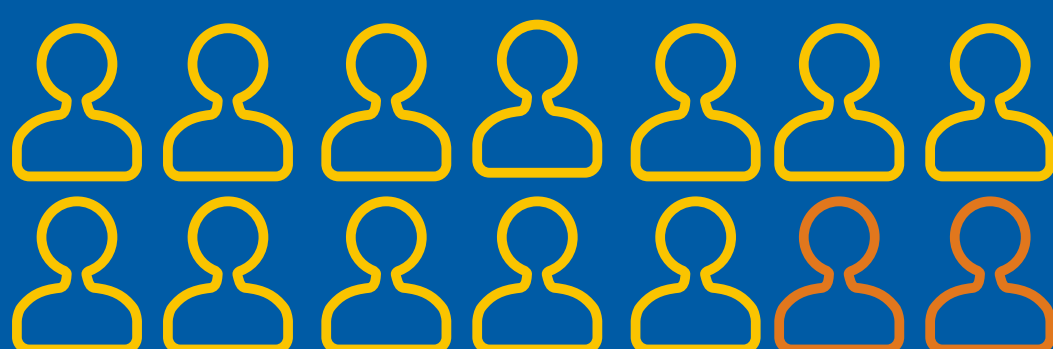
Definitions are located on page 10 and comparison data on page 13
Source:

Key Stage 4 destination measures: 2015/16 cohort into 2016/17 destinations

Key Stage 5

Destinations

90% of Hampshire students continued in education or employment or training (EET)



Compared to a national average of 89%

Students who went into employment or training **29%**



54% continued in education

44% continued into Higher Education

11% went to a Russell Group higher education institution

6% of students started an apprenticeship

Definitions are located on page 10 and comparison data on page 13

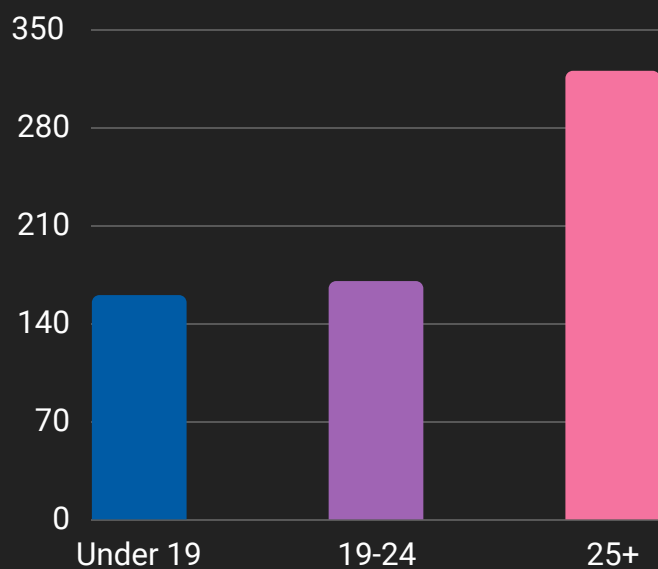
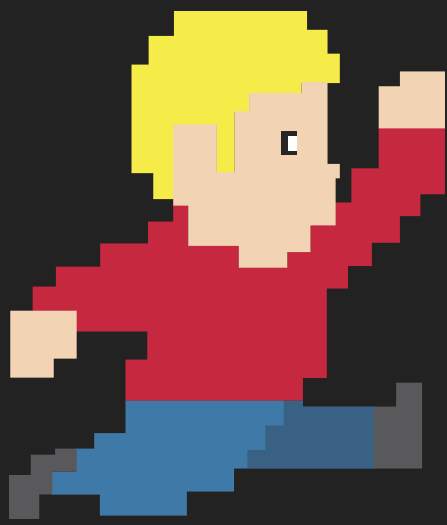
Source:

Key Stage 4 and Key Stage 5 Destinations: Dfe Destinations of KS4 and KS5 pupils 2017

Apprenticeships

640 individuals started an apprenticeship in 2017/18

Age of apprentices



Level of apprenticeship started by individuals

260 Intermediate level

300 Advanced level

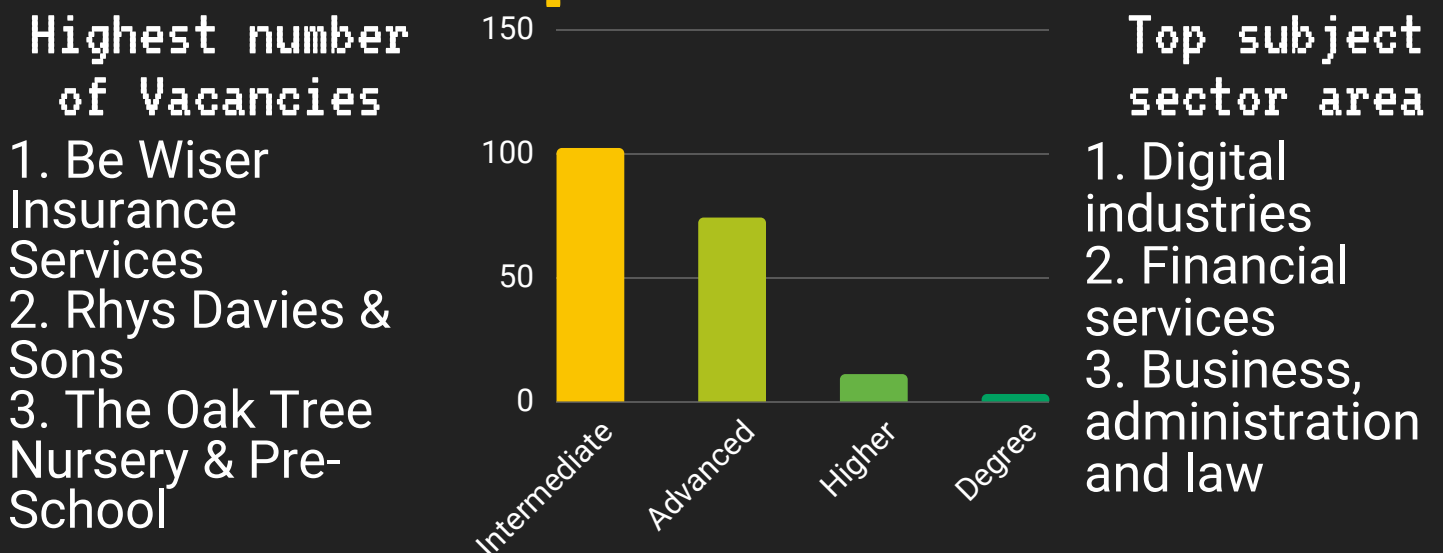
90 Higher level

Most popular subject areas

- ★ 180 apprenticeships in business, administration and law
- ★ 160 apprenticeships in health, public services and care
- ★ 130 apprenticeships in engineering and manufacturing technologies
- ★ 70 apprenticeships in retail and commercial enterprise



Apprenticeship vacancies (May 18-Jul 19)



APPLY NOW



Definitions are located on page 10 and comparison data on page 13

Sources:

Apprenticeships: Apprenticeships and traineeships data 2017/18

Apprenticeship vacancies: ESFA Weekly Live Vacancies



Employers in the Solent LEP

Recruitment methods

48% of employers relied on word of mouth or personal recommendations

25% placed adverts on social media

29% placed adverts on their websites



Job adverts



41%

of employers required candidates to have a specific level of qualification (GCSEs, A Levels, degree)

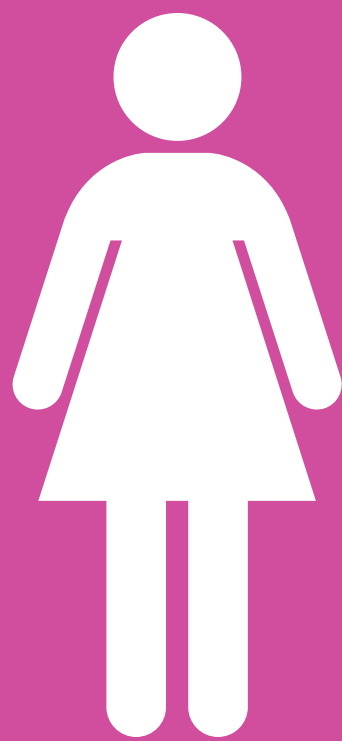
53%

required candidates to have maths and English GCSEs at Level 4 or above (A*-C)

35% of employers offer work experience

16% of employers have hired someone aged between 16-18 years old

30% of employers have hired someone aged between 19-24 years old



Definitions are located on page 10 and comparison data on page 13

Source:

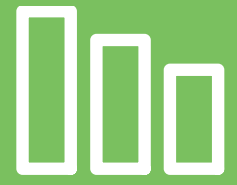
UKCES Employer Perspective Survey 2016

Future jobs in Solent between 2012-2022

Jobs



46,000



Between 2012 and 2022 the number of jobs in Solent is thought to rise by 46,000

Job occupations



18,000



- 18,000 more jobs will require specialist training or licenses, including: architects, engineers and doctors
- 18,000 more jobs are predicted caring, leisure and other service occupations
- 11,000 more jobs are predicted in the information and technology sector
- 7,000 less jobs are predicted in the manufacturing sector
- 17,000 less jobs predicted in administrative and secretarial occupations, which including: civil servants, secretaries, receptionists and local government assistants

Replacement demand



47,000



47,000 job vacancies are expected through the replacement of current staff than hiring staff for new positions in professional occupations which require specialist training or licenses

29,000 job vacancies are expected through the replacement of current staff than hiring staff for new positions in Administrative and secretarial occupations

Workforce qualifications



51%



People qualified to Level 4 and above is projected to increase from 31% to 51%

Workers with no GCSEs are expected to reduce to 13%

Definitions

Apprenticeship

An apprenticeship where you gain recognised qualifications whilst working and earning a wage.

Commercial enterprise

A business that engages in buying and selling products to make a profit.

Economically active

People who are either in employment or unemployed.

In employment

People who were in some form of paid work (whether as an employee or self-employed); those on government-supported training and employment programmes; and those doing unpaid family work.

Further education college

Further Education (FE) colleges generally offer both vocational and specialist qualifications.

Higher education institution

An organisation that provides higher level education, typically including degrees.

Hospitality

A diverse range of careers offered by organisations including hotels, restaurants, bars, theme parks and fast food outlets.

Part-time employed

A part-time worker is someone who works fewer hours than a full-time worker. There is no specific number of hours that makes someone full or part-time, but a full-time worker will usually work 35 hours or more a week.

Public sector

Are state-owned institutions, including nationalised industries and services provided by Local Authorities.

Replacement demand

Replacement demands are job openings created by people leaving the labour force either temporarily or permanently.

Russell Group

The Russell Group is a self-selected association of twenty-four leading research universities.

Self employed

Working for yourself or being the owner of a business instead of having an employer.

Sixth Form

The term Sixth Form describes the school years numbered 12 and 13, where students typically study A levels.

Training

A person is considered to be in training if they are on a government supported training programme or job-related training.

Unemployed

Refers to people without a job but are able to start one.

Occupations

Managers directors and senior officials

A significant amount of knowledge and experience is needed as these roles involve a lot of strategic decision making. Example jobs are: senior officials in local government, office managers, directors, officers in armed forces, police officers (inspectors and above).

Professional

Usually require specialist training or obtaining a professional license. Example jobs are: scientists, engineers, doctors, teaching, lawyer, architects, social workers.

Associate professional and technical occupations

Tend to require a high-level of qualification or training. Example jobs are: science and engineering technicians, draughtsman, nurses, therapists.

Administrative and secretarial

Day-to-day activities that are related to financial planning, record keeping & billing, personnel, physical distribution and logistics, within an organisation. Example jobs are: admin officers, civil service and local government assistants, secretaries, receptionists.

Skilled trades

Often involve vocational qualifications. Example jobs are: plumber, electrician, joiner.

Caring, leisure and other services

A good standard of general education which may require some further work-based vocational training. Example jobs are: recreation assistant, healthcare assistant, swim teacher.

Sales and customer service

These jobs involve selling products or services to customers, and will usually require training on sales procedures. Example jobs are: Sales assistants, retail cashiers, call centre agents or operators, Customer care occupations.

Process plant and machine operatives

These roles require employees to operate vehicles and other machinery, to operate and monitor industrial plant and equipment, to assemble products. Example jobs are: production line worker, machine operator, metal worker.

Elementary

Usually require a minimum general level of education, have short periods of work-related training. Example jobs are: cleaner, farming, mining, construction

Qualifications

No NVQ

No formal qualifications held.

Level 1 qualifications

e.g. fewer than 5 GCSEs at grades 1-5 or A*-C, foundation GNVQ, NVQ 1, or equivalent.

Level 2 qualifications

e.g. 5 or more GCSEs at grades 1-5 or A*-C, intermediate GNVQ, NVQ 2, or equivalent.

Level 3 qualifications

e.g. 2 or more A levels, advanced GNVQ, NVQ 3, or equivalent.

Level 4 qualifications

e.g. HND, Degree and Higher Degree level qualifications or equivalent.

Other qualifications

includes foreign qualifications and some professional qualifications. organisations including hotels, restaurants, bars, theme parks, fast food outlets.

Apprenticeships

Intermediate level

For an intermediate apprenticeship you will need to have already achieved some GCSEs, preferably including English and maths. On completion you will have achieved a Level 2 qualification.

Advanced level

For an Advanced Apprenticeship you will need to have at least 5 GCSEs with grades A* to C (4-9 on the new GCSE grading system) with, ideally, English and maths being two of those subjects. On completion these lead to a Level 3 qualification.

Higher and degree level

Higher Apprenticeships are equivalent to the first year or two of university level study and some go all the way to Level 7. There are also Degree Apprenticeships where you can work and study to degree level at the same time.

Industry sectors

Agriculture and fishing

Crop and animal production, hunting, forestry and logging, fishing and aquaculture.

Banking, finance and insurance

Financial services, insurance and pension funding, real estate activities, legal and accounting activities, architecture, scientific research and development, advertising and market research, veterinary activities, rental and leasing activities, travel agencies, security, buildings services and office administration.

Construction

Construction of buildings, civil engineering and specialised construction activities.

Distribution, hotels and restaurants

Wholesale and retail trade, repair of motor vehicles and motorcycles, accommodation and food and beverages services.

Energy and water

Mining of coal and metal ores, extraction of crude petroleum and natural gas, quarrying, electricity, gas, steam and air conditioning supply, water collection, treatment and supply, sewerage, waste collection, treatment and disposal.

Manufacturing

Manufacturing of food products, beverages, tobacco products, textiles, clothes, leather products, wood products, paper, chemicals, refined petroleum products, pharmaceuticals, rubber and plastic, non-metallic mineral products, basic metals, fabricated metals, computer, electronic and optical products, electrical equipment, machinery and equipment, motor vehicles, transport equipment and furniture, and printing and reproduction of recorded media.

Other services

Creative, arts and entertainment, libraries, archives and museums, gambling and betting, sports activities and recreation, activities of membership organisations, repair of computer, household and personal goods and extraterritorial organisations.

Public administration, education and health

Public administration and defence, compulsory social security, education, human health activities, residential care and social work.

Transport and communications

Land transport and transport via pipelines, water and air transport, warehousing, postal and courier activities, publishing, motion picture, video and television production, sound recording, music publishing, programming and broadcasting activities, telecommunications, computer programming and information services.

Comparison data

	Constituency	Hampshire	South East	National
Demographic				
Economically active	54,900	688,200	4,493,700	31,458,500
% in employment	85.1%	81.4%	78.0%	75.1%
% unemployed	-	2.9%	3.5%	4.3%
% of 18-24 year olds employed	78.9%	77.1%	64.0%	61.3%
In full-time employment	40,200	489,600	3,176,800	22,571,900
In part-time employment	14,000	178,800	1,150,900	7,487,900
Self-employed	6,900	79,900	653,300	4,241,400
Highest level of resident qualification				
Other qualifications	3.5%	4.9%	5.2%	6.8%
No NVQ's	-	3.9%	5.6%	7.8%
Level 1	96.1%	91.2%	89.2%	85.4%
Level 2	79.1%	79.6%	78.9%	74.9%
Level 3	65.9%	60.9%	61.8%	57.8%
Level 4+	42.9%	38.8%	42.2%	39.3%
Average gross annual earnings				
Residents	£33,222	£32,542	£32,230	£29,661
Work place	-	£30,985	£30,826	£29,648
Employment breakdown				
Employment by occupation				
Managers, directors and senior officials	5,000	83,100	554,500	3,392,100
Professional occupations	14,300	148,100	1,014,000	6,490,300
Associate professional & technical occupations	10,300	106,000	733,900	4,614,600
Administrative and secretarial occupations	8,100	75,800	468,600	3,159,600
Skilled trades occupations	4,300	78,100	430,800	3,145,200
Caring, leisure and other service occupations	3,000	60,500	391,500	2,820,100
Sales and customer service occupations	3,700	49,700	330,400	2,345,000
Process, plant and machine operatives	2,600	33,100	201,100	1,985,800
Elementary occupations	6,500	65,700	396,400	3,261,400
Employment by industry sector				
Agriculture and fishing	-	2,400	27,100	267,700
Energy and water	-	9,900	64,400	533,800
Manufacturing	8,500	81,500	355,100	2,707,200
Construction	4,100	48,600	312,700	2,160,100
Distribution, hotels and restaurants	8,900	111,200	746,100	5,485,600
Transport and communications	4,700	61,200	460,400	2,756,500
Banking, finance and insurance	8,100	122,500	807,600	5,247,900
Public administration, education and health	15,700	192,500	1,285,200	9,082,100
Other services	2,700	38,000	261,600	1,742,000
Student destinations				
Key Stage 4 destinations				
In education, employment/training	96%	95%	95%	94%
In education	86%	86%	87%	86%
In an apprenticeship	6%	5%	4%	5%

	Constituency	Hampshire	South East	National
In employment/training	3%	4%	3%	3%
In FE college or provider	40%	34%	29%	34%
In school sixth form	3%	7%	39%	39%
Key Stage 5 destinations				
In education, employment/training	-	90%	89%	89%
In education	-	54%	57%	61%
In employment/training	-	29%	27%	22%
In Higher Education	-	44%	46%	50%
In a Russell Group Higher Education Institution	-	11%	12%	12%
In an apprenticeship	-	6%	5%	6%
Apprenticeships				
Total starts	640	11,230	52,550	375,760
Under 19 year old starts	160	2,930	14,010	106,570
19-24 year old starts	170	3,940	16,450	113,710
25+ year old starts	320	4,360	22,090	155,480
Apprenticeship level				
Intermediate level	260	4,890	21,820	161,390
Advanced level	300	5,120	23,780	166,220
Higher level	90	1,210	6,960	48,150
Subject sector area				
Agriculture, horticulture and animal care	20	190	1,070	6,640
Arts, media and publishing	-	30	130	950
Business, administration and law	180	2,860	14,660	111,100
Construction, planning and the built environment	50	570	3,170	22,660
Education and training	-	50	650	5,610
Engineering and manufacturing technologies	130	2,830	8,900	61,400
Health, public services and care	160	2,270	12,440	88,320
Information and Communication technology	30	830	2,810	18,480
Leisure, travel and tourism	10	250	1,410	8,750
Retail and commercial enterprise	70	1,350	7,290	51,650
Science and Mathematics	-	-	10	190

	Local Enterprise Partnership	South East	National
Employers in Solent			
Employers with vacancies in the past 12months	56%		53%
Recruitment methods			
Relied on word of mouth or personal recommendations	48%		42%
Placed adverts on their website to recruit	29%		29%
Placed adverts on social media to recruit	25%		24%
Used some other form of paid-for recruitment service	21%		24%
Used a government recruitment service or scheme	19%		20%
Paid someone to place adverts on their website or social media	6%		5%
Used school, college or university job	12%		10%

	Local Enterprise Partnership	South East	National
fairs or careers service			
Candidates having a particular level of achievement of academic qualification	41%		46%
Candidates have maths and English GCSE to at least level 2 or GCSE A*-C	53%		56%
Employers having work experience placements	35%		38%
Employers hiring:			
16-18 year olds	16%		12%
19-24 year olds	30%		28%
50+ year olds	17%		15%
Future Jobs (2012-2022)			
Change in amount of jobs	+46,000	+297,000	+1,613,000
Change in amount of jobs by occupations			
Managers, directors and senior officials		+111,000	+512,000
Professional occupations	+18,000	+168,000	+994,000
Associate professional & technical occupations		+90,000	+506,000
Administrative and secretarial occupations	-17,000	-89,000	-426,000
Skilled trades occupations		-43,000	-256,000
Caring, leisure and other service occupations	+18,000	+97,000	+554,000
Sales and customer service occupations		-13,000	-48,000
Process, plant and machine operatives		-17,000	-173,000
Elementary occupations		-7,000	-51,000
Change in amount of jobs by industry sector			
Agriculture		-10,000	-63,000
Mining and quarrying		-1,000	-5,000
Food drink and tobacco		-2,000	-21,000
Engineering		-14,000	-38,000
Rest of manufacturing	-7,000	-18,000	-131,000
Electricity and gas		+2,000	+14,000
Water and sewerage		+4,000	+20,000
Construction	+8,000	+39,000	+260,000
Wholesale and retail trade		+29,000	+176,000
Transport and storage		+22,000	+93,000
Accommodation and food		+25,000	+100,000
Media		-1,000	-12,000
Information technology	+11,000	+69,000	+250,000
Finance and insurance		+5,000	+81,000
Real estate		+9,000	+57,000
Professional services	+9,000	+65,000	+309,000
Support services		+36,000	+186,000
Public admin. and defence	-5,000	-8,000	-91,000
Education		-3,000	-26,000
Health and social work	+8,000	+31,000	+344,000
Arts and entertainment		+10,000	+48,000

	Local Enterprise Partnership	South East	National
Other services		+8,000	+61,000
Replacement demand by occupations			
Managers, directors and senior officials		229,000	1,204,000
Professional occupations	47,000	370,000	2,157,000
Associate professional & technical occupations		231,000	1,339,000
Administrative and secretarial occupations	29,000	227,000	1,354,000
Skilled trades occupations		157,000	985,000
Caring, leisure and other service occupations		191,000	1,129,000
Sales and customer service occupations		122,000	804,000
Process, plant and machine operatives		86,000	618,000
Elementary occupations		182,000	1,030,000
Replacement demand by industry sector			
Agriculture		21,000	125,000
Mining and quarrying		2,000	11,000
Food drink and tobacco		12,000	119,000
Engineering		22,000	118,000
Rest of manufacturing		66,000	502,000
Electricity and gas		5,000	31,000
Water and sewerage		11,000	65,000
Construction		98,000	609,000
Wholesale and retail trade		277,000	1,599,000
Transport and storage		85,000	541,000
Accommodation and food		140,000	733,000
Media		14,000	120,000
Information technology		81,000	328,000
Finance and insurance		50,000	388,000
Real estate		32,000	185,000
Professional services		175,000	900,000
Support services		142,000	889,000
Public admin. and defence		51,000	390,000
Education		173,000	971,000
Health and social work		223,000	1,386,000
Arts and entertainment		57,000	309,000
Other services		56,000	301,000
Workforce projected to be qualified to level 4+	51%	51.3%	51.4%
Workforce projected to have qualifications lower than Level 2	13%	12.6%	13.0%

workwiltshire

This document was published by Wiltshire Council

Infographics produced on Canva.

You can contact us in the following ways:

By telephone

01225 716890

By post

Employment and Skills, Wiltshire Council, County Hall,
Bythesea Road, Trowbridge, Wiltshire BA14 8JN

By email

workwilts@wiltshire.gov.uk

By web

www.workwiltshire.co.uk
www.wiltshire.gov.uk