

# Labour Market Intelligence

The Cotswolds constituency

Including: Tetbury, Kemble, Burton-on-the-Water, Lechlade-on-Thames,  
Moreton-in-Marsh and Cirencester

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

August 2019



**workwiltshire**

**Wiltshire Council**  
Where everybody matters

# Labour Market Intelligence (LMI)

## What is it?

Labour Market Intelligence, or LMI for short, is all about providing employment information.

This information is aimed at informing you the reader about patterns, trends, facts and figures on the job market so you can understand what types of employment opportunities are around you and to help you plan your future.

Specifically within this document it focuses on your local area, to inform you of what the job market looks like now and in the future. It shows you where young people have gone onto after finishing Key Stage 4 and 5, as well as showing you a selection of businesses in your area.

At the back of the document you will find comparison data (page 13), so you can see how your local averages compare to the county, regional and national levels; and there is also a section giving definitions (page 10) to the terms and levels described within this document.

We hope this helps to inform and make the best decision for your future.

## Contents

### Demographics

This section looks at your local area; whose employed, what type of employment they have, what the qualifications residents in your area have and average weekly earnings

### Employment breakdown

This breaks down what level of occupation people are in and ranks which industry sectors are in your area

### Key Stage 4 destinations

This part gives you information on where students went after they finished Key Stage 4

### Key Stage 5 destinations

Similar to the previous section, this part gives you information on where students went after they finished

### Apprenticeships

On this page it gives you figures on how many people started an apprenticeship and vacancies

### Employers in Gloucestershire

In this section it gives you information on how employers hire staff in (MSE) STSF

### Future jobs in Gloucestershire between 2012/22

This page gives you future employment and industry sector projections

### Definitions

This part explains the terms used in this document

### Comparison data

In the last section, it show's how your local area compares to the county, region and national averages

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# Demographics

42,500 Economically active

78.7% In employment

30,700

In full-time  
employment

11,300

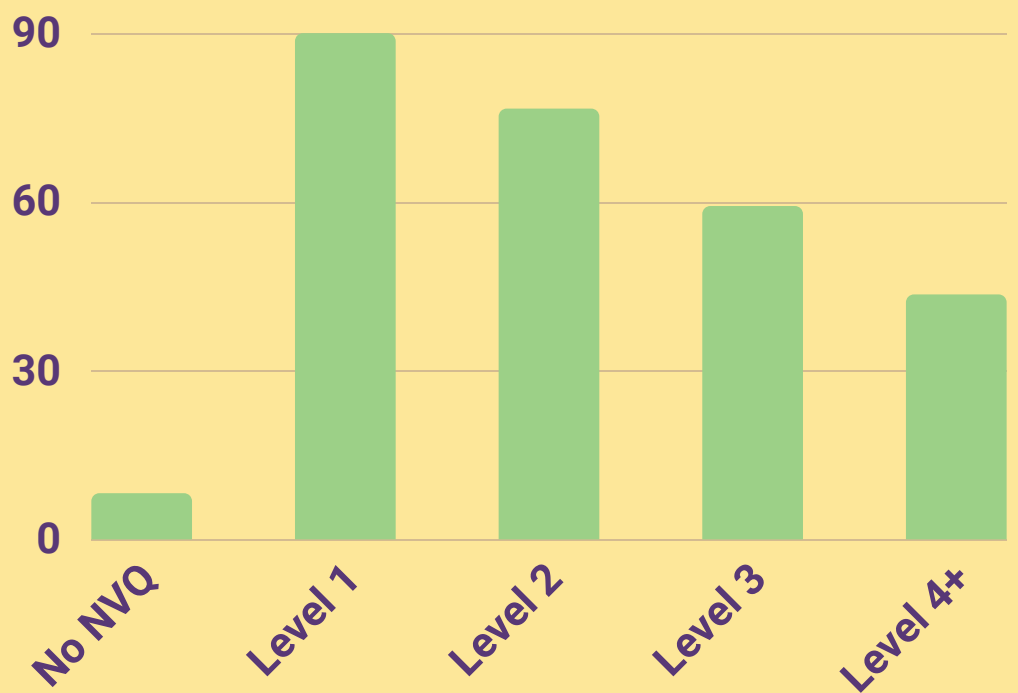
In part-time  
employment

9,600

Self  
employed

54.7% of 18-24 year olds are employed

Highest level  
of resident  
qualifications



Average annual earnings



Salary paid by businesses in  
the area: £30,346

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



**28%**

of jobs are in professional occupations

**27%**

of jobs are in banking, finance and insurance



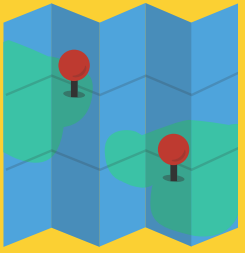
## Biggest industry sectors

10,900	Banking, finance and insurance
9,000	Public administration, education and health
5,000	Distribution, hotels and restaurants
4,700	Construction
4,300	Other services
4,200	Manufacturing
2,600	Transport and communications

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 The Cotswolds 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



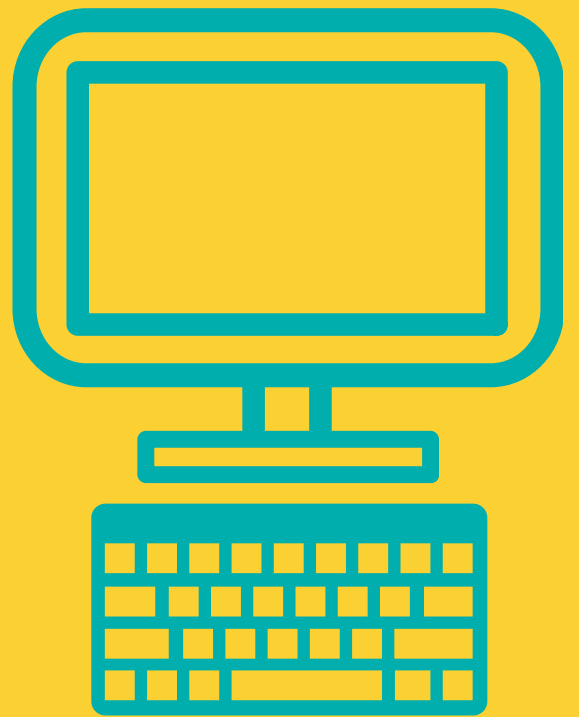
Top schools for an employment or training destination

1. Cirencester Deer Park School (4%)
2. Sir William Romney's School (4%)
3. Chipping Campden School (3%)
4. Farmor's School (3%)
5. Katharine Lady Berkeley's School (2%)

4% of students started an apprenticeship

Top schools for an apprenticeship destination

1. Chipping Campden School (7%)
2. Cirencester Kingshill School (5%)
3. Katharine Lady Berkeley's School (4%)
4. Farmor's School (4%)
5. Sir William Romney's School (4%)



89%

continued into an education destination

18%

went into a further education college

46%

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

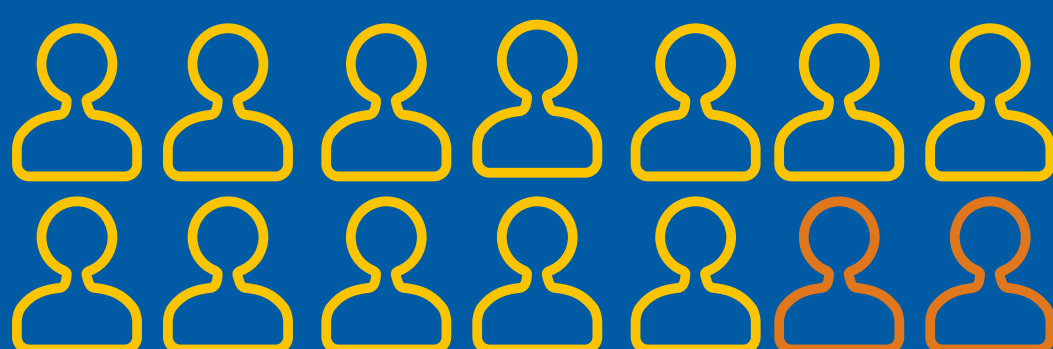


# Key Stage 5

## Destinations

92%

of The Cotswolds students continued in education or employment or training (EET)



Compared to a national average of 89%

Students who went into employment or training

28%



58%

continued in education

43%

continued into Higher Education

16%

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

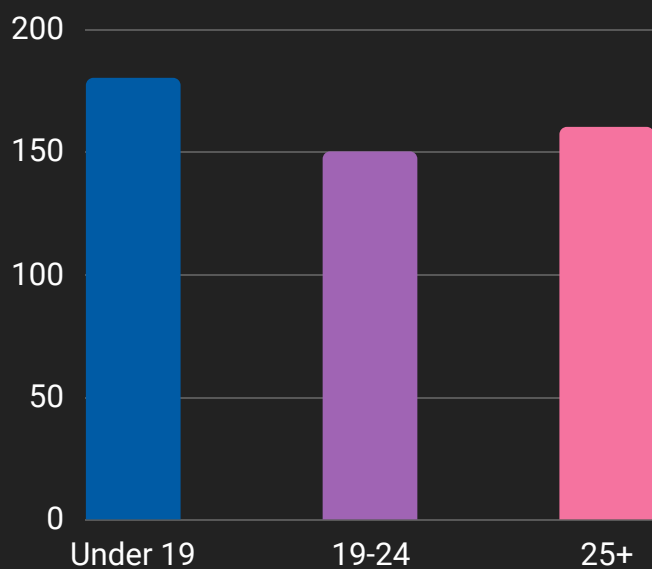
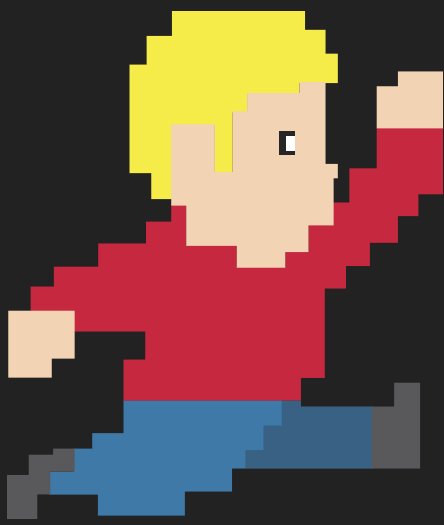
Source:

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

# Apprenticeships

490 individuals started an apprenticeship in 2017/18

## Age of apprentices



## Level of apprenticeship started by individuals

200 Intermediate level

220 Advanced level

70 Higher level

## Most popular subject areas

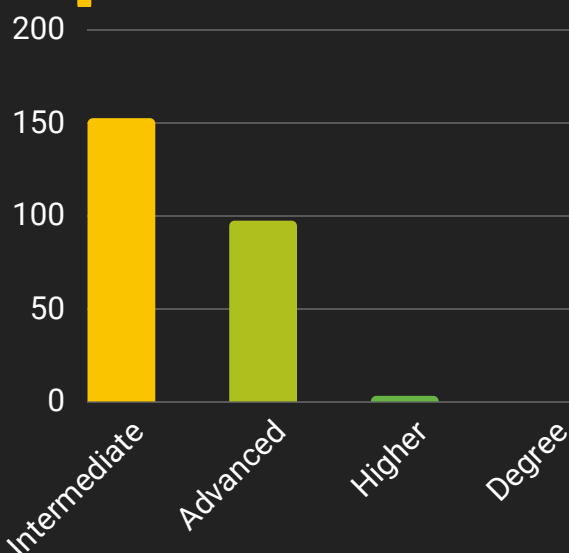
- ★ 130 apprenticeships in business, administration and law
- ★ 110 apprenticeships in health, public services and care
- ★ 90 apprenticeships in retail and commercial enterprise
- ★ 80 apprenticeships in engineering and manufacturing technologies



## Apprenticeship vacancies (May 18-Jul 19)

Highest number of Vacancies

1. St James's Place Wealth Management
2. Cia Fire & Security
3. Usay Group



Top subject sector area

1. Business, administration and law
2. Hospitality
3. Health, public services and care



**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 Gloucestershire

## Recruitment methods

**47%** of employers relied on word of mouth or personal recommendations

**26%** Placed adverts on social media

**29%** placed adverts on their websites



## Job adverts



**47%**

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

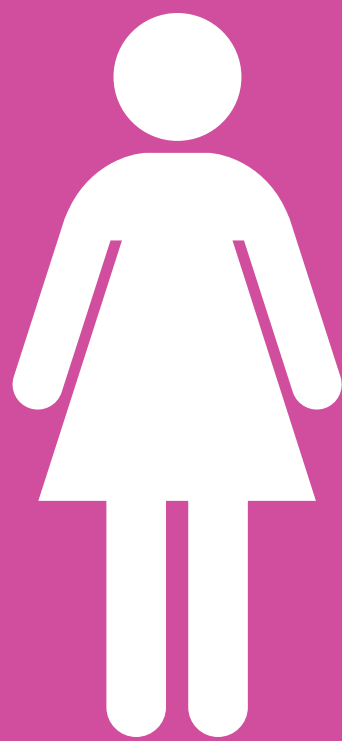
**57%**

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

40% of employers offer work experience

12% of employers have hired someone aged between 16-18 years old

28% 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 Gloucestershire between 2012-2022

## Jobs



14,000



Between 2012 and 2022 the number of jobs in Gloucestershire is thought to rise by 14,000

## Job occupations



12,000



- 12,000 more jobs will require specialist training or licenses, including: architects, engineers and doctors
- 9,000 more jobs are predicted caring, leisure and other service occupations
- 2,000 more jobs are predicted in the construction sector
- 4,000 less jobs are predicted in the engineering sector
- 6,000 less jobs predicted in administrative and secretarial occupations, which including: civil servants, secretaries, receptionists and local government assistants

## Replacement demand



26,000



26,000 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

12,000 job vacancies are expected through the replacement of current staff than hiring staff for new positions in administrative and secretarial occupations

## Workforce qualifications



48%



People qualified to Level 4 and above is projected to increase from 36% to 48%

Workers with no GCSEs are expected to reduce to 12%

# 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	Gloucestershire	South West	National
<b>Demographic</b>				
Economically active	42,500	316,700	2,702,900	31,458,500
% in employment	78.7%	82.0%	78.7%	75.1%
% unemployed	-	2.1%	3.2%	4.3%
% of 18-24 year olds employed	54.7%	82.5%	67.8%	61.3%
In full-time employment	30,700	221,300	1,879,200	22,571,900
In part-time employment	11,300	88,900	733,700	7,487,900
Self-employed	9,600	51,700	410,300	4,241,400
<b>Highest level of resident qualification</b>				
Other qualifications	-	5.8%	5.3%	6.8%
No NVQ's	8.2%	5.8%	5.3%	7.8%
Level 1	89.9%	88.4%	89.4%	85.4%
Level 2	76.5%	77.0%	78.6%	74.9%
Level 3	59.2%	59.2%	60.6%	57.8%
Level 4+	43.5%	39.5%	38.7%	39.3%
<b>Average gross annual earnings</b>				
Residents	-	£29,555	£28,418	£29,661
Work place	£30,346	£29,412	£27,969	£29,648
<b>Employment breakdown</b>				
<b>Employment by occupation</b>				
Managers, directors and senior officials	5,500	34,400	308,100	3,392,100
Professional occupations	12,200	58,300	543,300	6,490,300
Associate professional & technical occupations	6,100	50,000	398,800	4,614,600
Administrative and secretarial occupations	2,800	32,400	267,000	3,159,600
Skilled trades occupations	5,300	36,200	317,700	3,145,200
Caring, leisure and other service occupations	3,200	26,700	251,100	2,820,100
Sales and customer service occupations	4,700	28,700	202,200	2,345,000
Process, plant and machine operatives	-	22,300	171,500	1,985,800
Elementary occupations	3,500	37,700	305,000	3,261,400
<b>Employment by industry sector</b>				
Agriculture and fishing	-	5,100	45,600	267,700
Energy and water	-	5,500	42,900	533,800
Manufacturing	4,200	37,500	248,300	2,707,200
Construction	4,700	21,300	186,800	2,160,100
Distribution, hotels and restaurants	5,000	63,600	504,500	5,485,600
Transport and communications	2,600	21,600	190,400	2,756,500
Banking, finance and insurance	10,900	55,000	421,000	5,247,900
Public administration, education and health	9,000	84,900	823,900	9,082,100
Other services	4,300	15,600	148,800	1,742,000
<b>Student destinations</b>				
<b>Key Stage 4 destinations</b>				
In education, employment/training	96%	95%	95%	94%
In education	89%	86%	86%	86%



	Constituency	Gloucestershire	South West	National
In an apprenticeship	4%	5%	6%	5%
In employment/training	3%	4%	3%	3%
In FE college or provider	18%	26%	41%	34%
In school sixth form	46%	51%	39%	39%
<b>Key Stage 5 destinations</b>				
In education, employment/training	92%	90%	89%	89%
In education	58%	57%	53%	61%
In employment/training	28%	27%	29%	22%
In Higher Education	43%	45%	41%	50%
In a Russell Group Higher Education Institution	16%	15%	11%	12%
In an apprenticeship	6%	7%	7%	6%
<b>Apprenticeships</b>				
Total starts	490	4,140	43,430	375,760
Under 19 year old starts	180	1,290	12,230	106,570
19-24 year old starts	150	1,210	13,910	113,710
25+ year old starts	160	1,650	17,290	155,480
<b>Apprenticeship level</b>				
Intermediate level	200	1,770	19,380	161,390
Advanced level	220	1,820	19,680	166,220
Higher level	70	560	4,370	48,150
<b>Subject sector area</b>				
Agriculture, horticulture and animal care	20	90	1,030	6,640
Arts, media and publishing	-	10	80	950
Business, administration and law	130	1,120	9,530	111,100
Construction, planning and the built environment	20	220	2,760	22,660
Education and training	10	50	520	5,610
Engineering and manufacturing technologies	80	760	8,900	61,400
Health, public services and care	110	1,110	9,980	88,320
Information and communication technology	20	140	3,270	18,480
Leisure, travel and tourism	10	90	980	8,750
Retail and commercial enterprise	90	560	6,360	51,650
Science and Mathematics	-	-	20	190

	Local Enterprise Partnership	South West	National
<b>Employers in Gloucestershire</b>			
Employers with vacancies in the past 12months	57%		53%
<b>Recruitment methods</b>			
Relied on word of mouth or personal recommendations	47%		42%
Placed adverts on their website to recruit	29%		29%
Placed adverts on social media to recruit	26%		24%
Used some other form of paid-for recruitment service	23%		24%
Used a government recruitment service or scheme	16%		20%
Paid someone to place adverts on their website or social media	4%		5%

	Local Enterprise Partnership	South West	National
Used school, college or university job fairs or careers service	14%		10%
Candidates having a particular level of achievement of academic qualification	47%		46%
Candidates have maths and English GCSE to at least level 2 or GCSE A*-C	57%		56%
Employers having work experience placements	40%		38%
<b>Employers hiring:</b>			
16-18 year olds	12%		12%
19-24 year olds	28%		28%
50+ year olds	15%		15%
<b>Future Jobs (2012-2022)</b>			
Change in amount of jobs	+14,000	+156,000	+1,613,000
<b>Change in amount of jobs by occupations</b>			
Managers, directors and senior officials		+46,000	+512,000
Professional occupations	+12,000	+99,000	+994,000
Associate professional & technical occupations		+47,000	+506,000
Administrative and secretarial occupations	-6,000	-43,000	-426,000
Skilled trades occupations		-27,000	-256,000
Caring, leisure and other service occupations	+9,000	+65,000	+554,000
Sales and customer service occupations		-7,000	-48,000
Process, plant and machine operatives		-16,000	-173,000
Elementary occupations		-8,000	-51,000
<b>Change in amount of jobs by industry sector</b>			
Agriculture		-14,000	-63,000
Mining and quarrying		-1,000	-5,000
Food drink and tobacco		-4,000	-21,000
Engineering	-4,000	-7,000	-38,000
Rest of manufacturing		-5,000	-131,000
Electricity and gas		+1,000	+14,000
Water and sewerage		+2,000	+20,000
Construction	+2,000	+29,000	+260,000
Wholesale and retail trade	+2,000	+13,000	+176,000
Transport and storage		+10,000	+93,000
Accommodation and food		+7,000	+100,000
Media		-1,000	-12,000
Information technology	+2,000	+18,000	+250,000
Finance and insurance		+5,000	+81,000
Real estate		+4,000	+57,000
Professional services		+30,000	+309,000
Support services		+14,000	+186,000
Public admin. and defence	-1,000	-7,000	-91,000
Education		-2,000	-26,000
Health and social work	+9,000	+50,000	+344,000

	Local Enterprise Partnership	South West	National
Arts and entertainment		+5,000	+48,000
Other services		+7,000	+61,000
<b>Replacement demand by occupations</b>			
Managers, directors and senior officials		118,000	1,204,000
Professional occupations	26,000	211,000	2,157,000
Associate professional & technical occupations		121,000	1,339,000
Administrative and secretarial occupations	12,000	131,000	1,354,000
Skilled trades occupations		118,000	985,000
Caring, leisure and other service occupations		130,000	1,129,000
Sales and customer service occupations		87,000	804,000
Process, plant and machine operatives		57,000	618,000
Elementary occupations		107,000	1,030,000
<b>Replacement demand by industry sector</b>			
Agriculture		26,000	125,000
Mining and quarrying		2,000	11,000
Food drink and tobacco		12,000	119,000
Engineering		16,000	118,000
Rest of manufacturing		57,000	502,000
Electricity and gas		3,000	31,000
Water and sewerage		7,000	65,000
Construction		64,000	609,000
Wholesale and retail trade		158,000	1,599,000
Transport and storage		45,000	541,000
Accommodation and food		93,000	733,000
Media		8,000	120,000
Information technology		25,000	328,000
Finance and insurance		33,000	388,000
Real estate		20,000	185,000
Professional services		81,000	900,000
Support services		74,000	889,000
Public admin. and defence		39,000	390,000
Education		102,000	971,000
Health and social work		161,000	1,386,000
Arts and entertainment		28,000	309,000
Other services		27,000	301,000
Workforce projected to be qualified to level 4+	48%	47.8%	51.4%
Workforce projected to have qualifications lower than Level 2	12%	11.9%	13.0%

# workwiltshire

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