



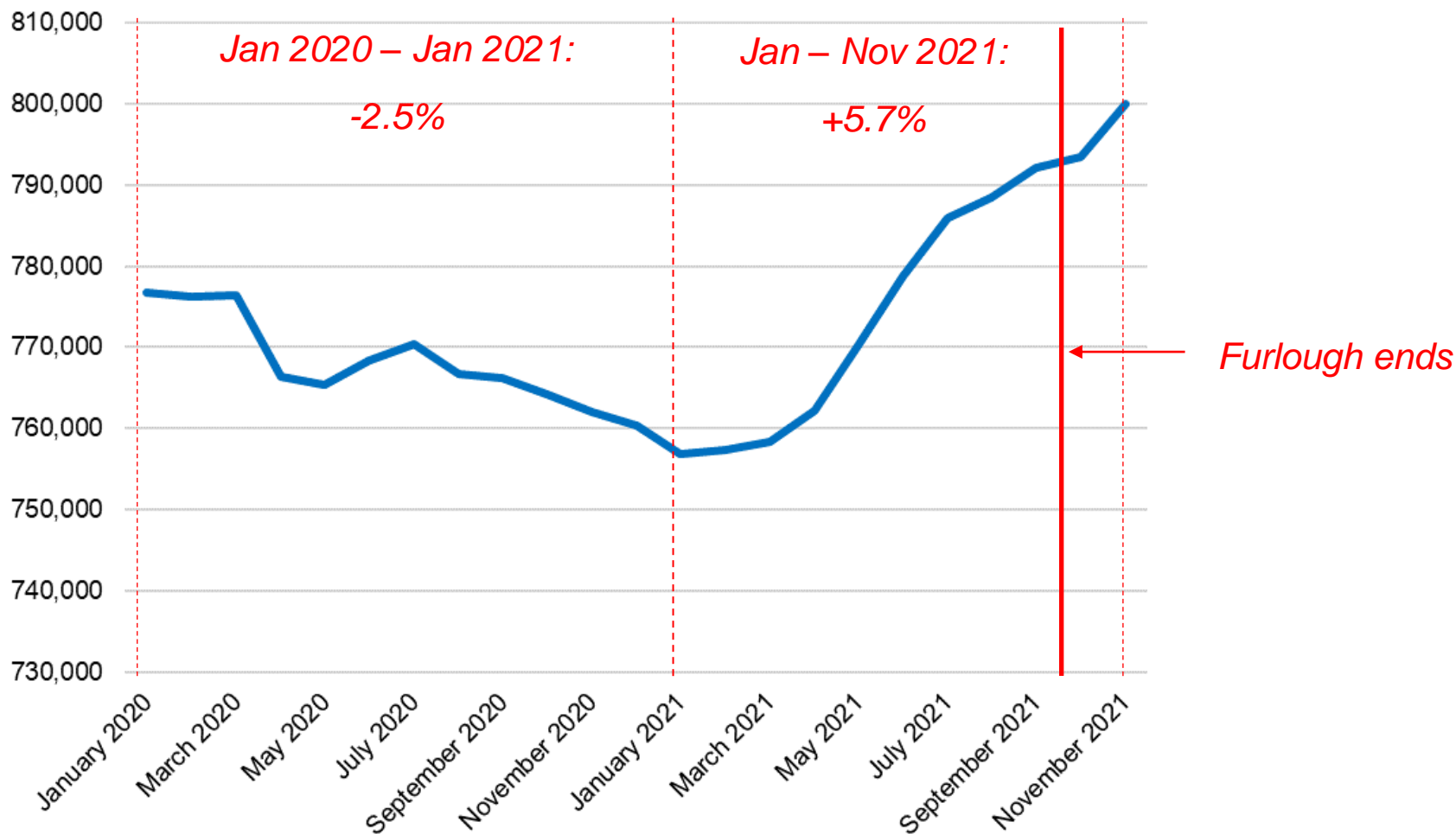
Enabling access to employment

The changing labour market and future strategy
development

Growth, Economic Development and Communities Cabinet Committee
January 2022

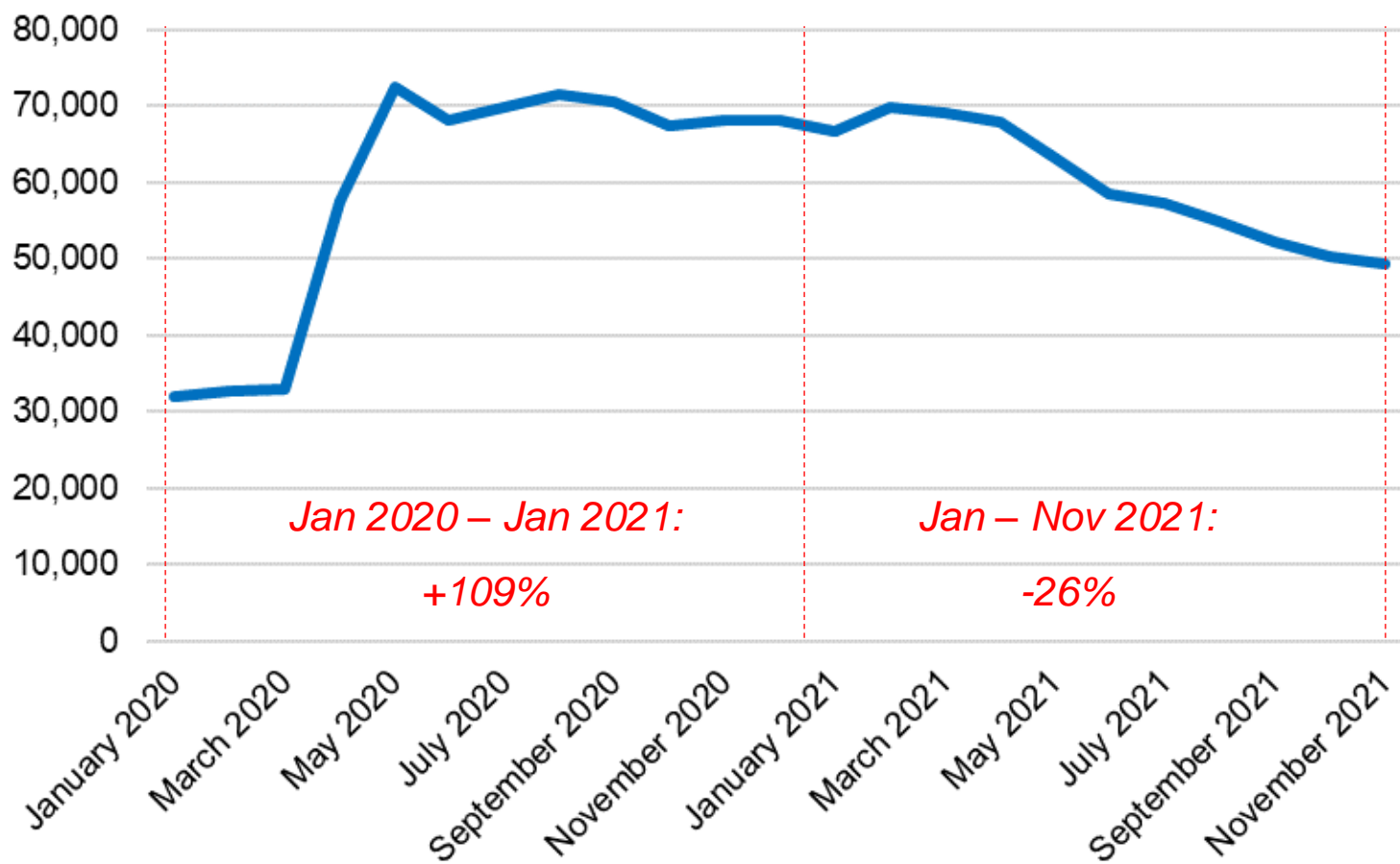
Employment has 'bounced back'

Payroll employees, Kent and Medway



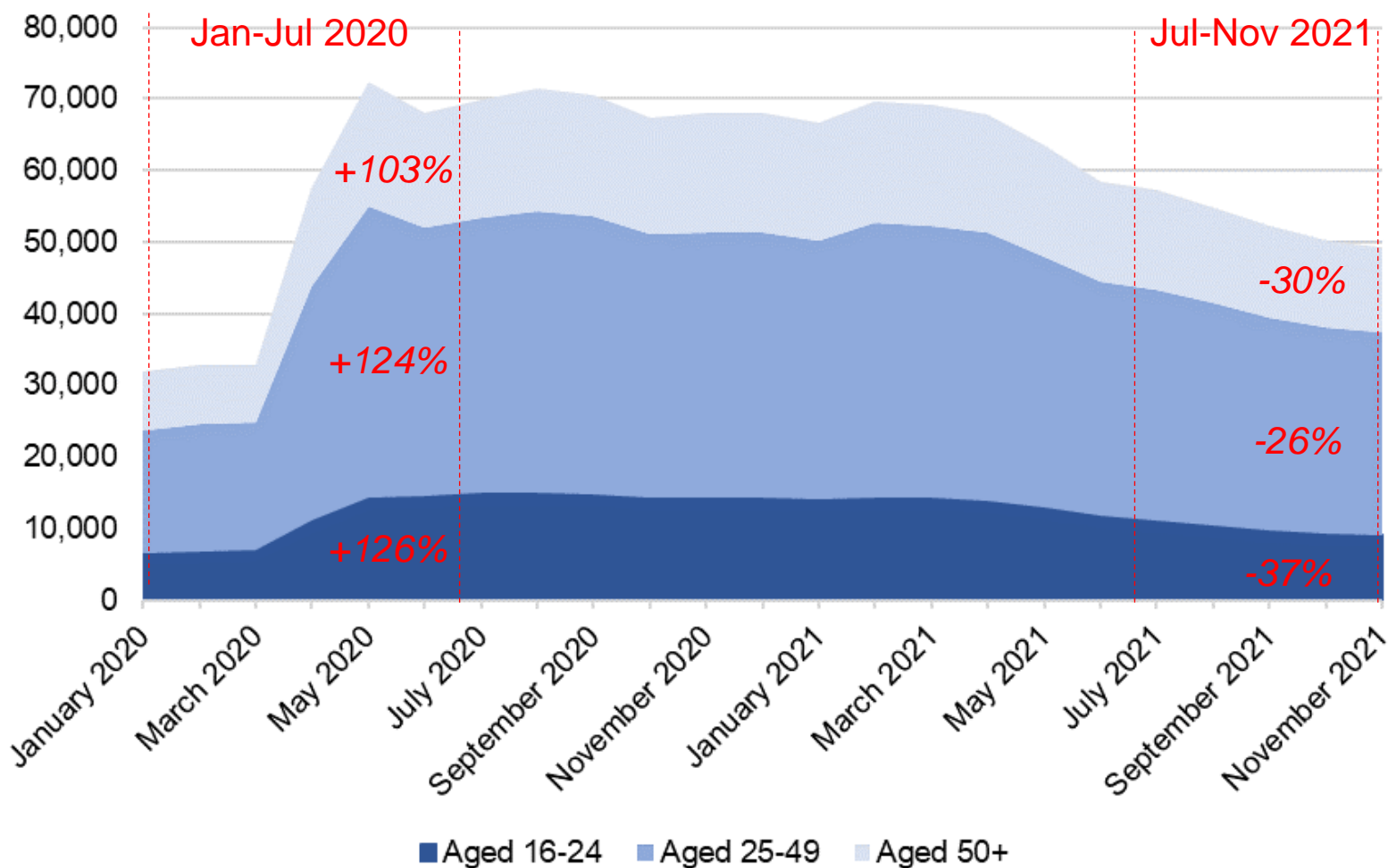
Unemployment has fallen (gradually)...

Claimant count (Kent and Medway)



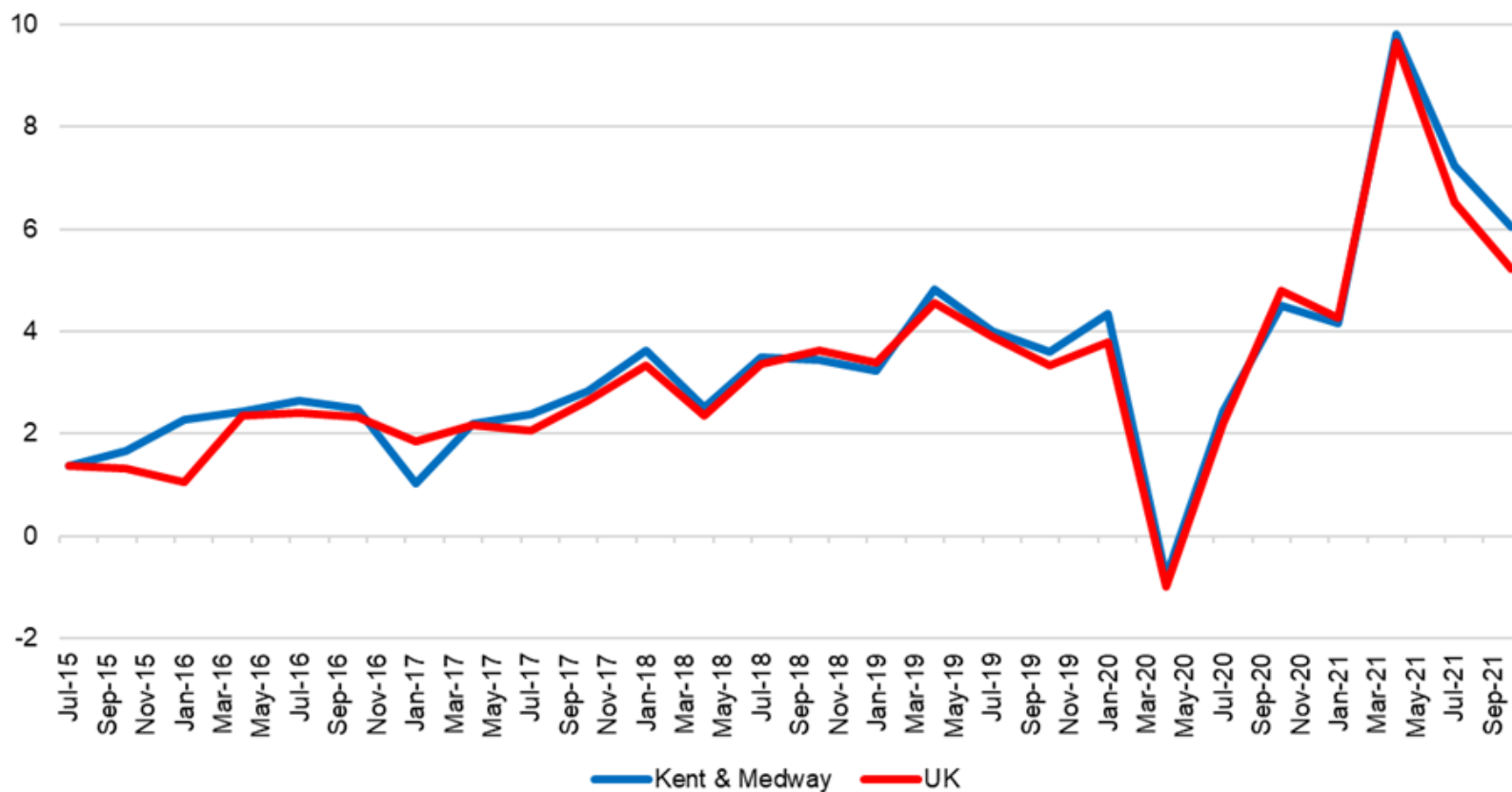
Younger workers were hardest hit, but have (re)entered employment quickest

Claimant count by age group (Kent and Medway)



Wages have risen, but pay growth now falling

Median monthly pay growth (Kent and Medway, year on year, %)

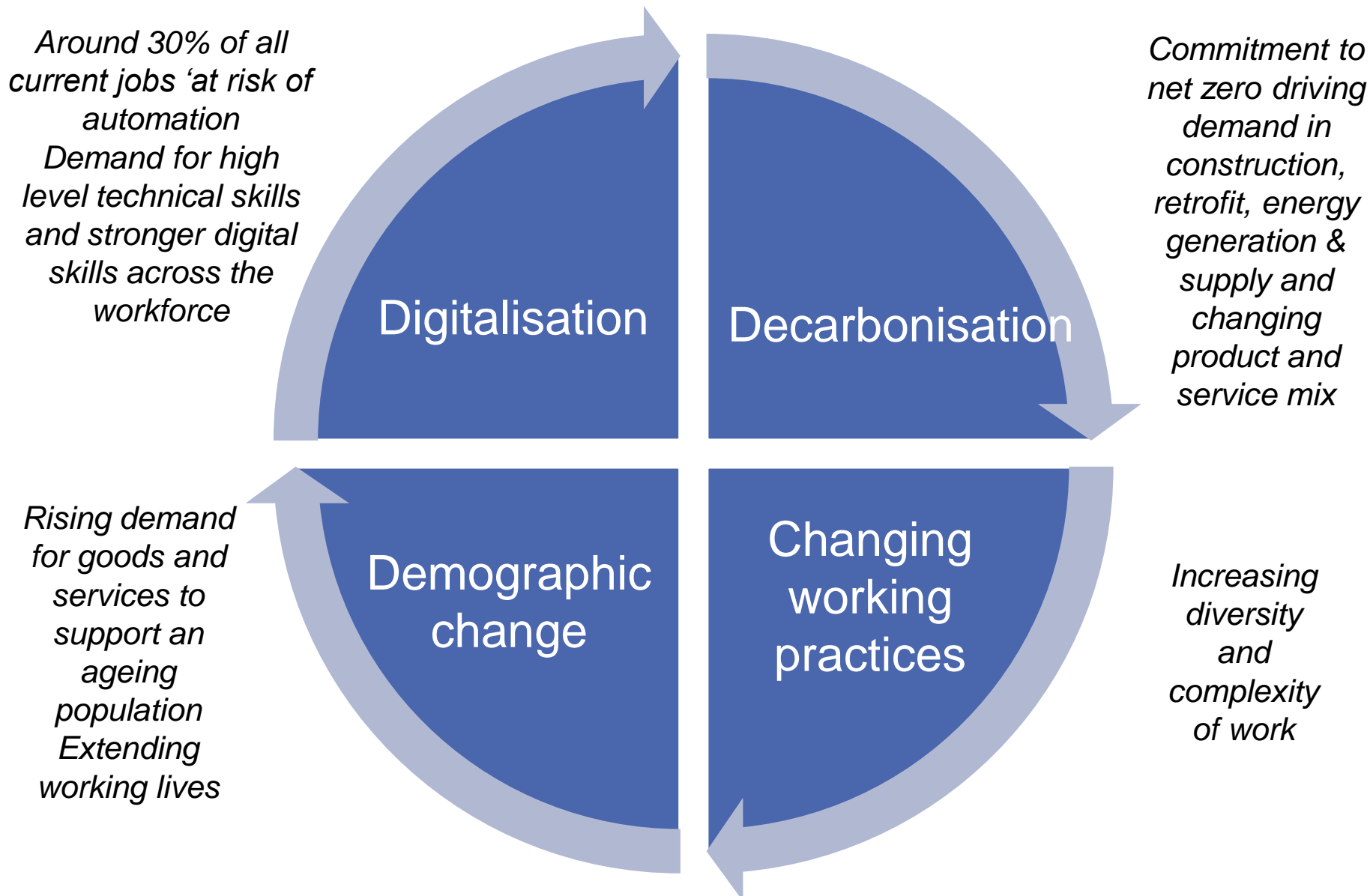


Looking to the longer term...

- In the Employment Plan, the Task Force said: *“we will commission a new edition of the Kent and Medway Workforce Skills Evidence Base, setting out a qualitative and quantitative assessment of future workforce needs. This will take account of technology and structural changes in the past few years, as well as key projects and new investments, to inform the next stage of strategy development.”*
- ... drawing on industry focus groups, data analysis and wider insight.

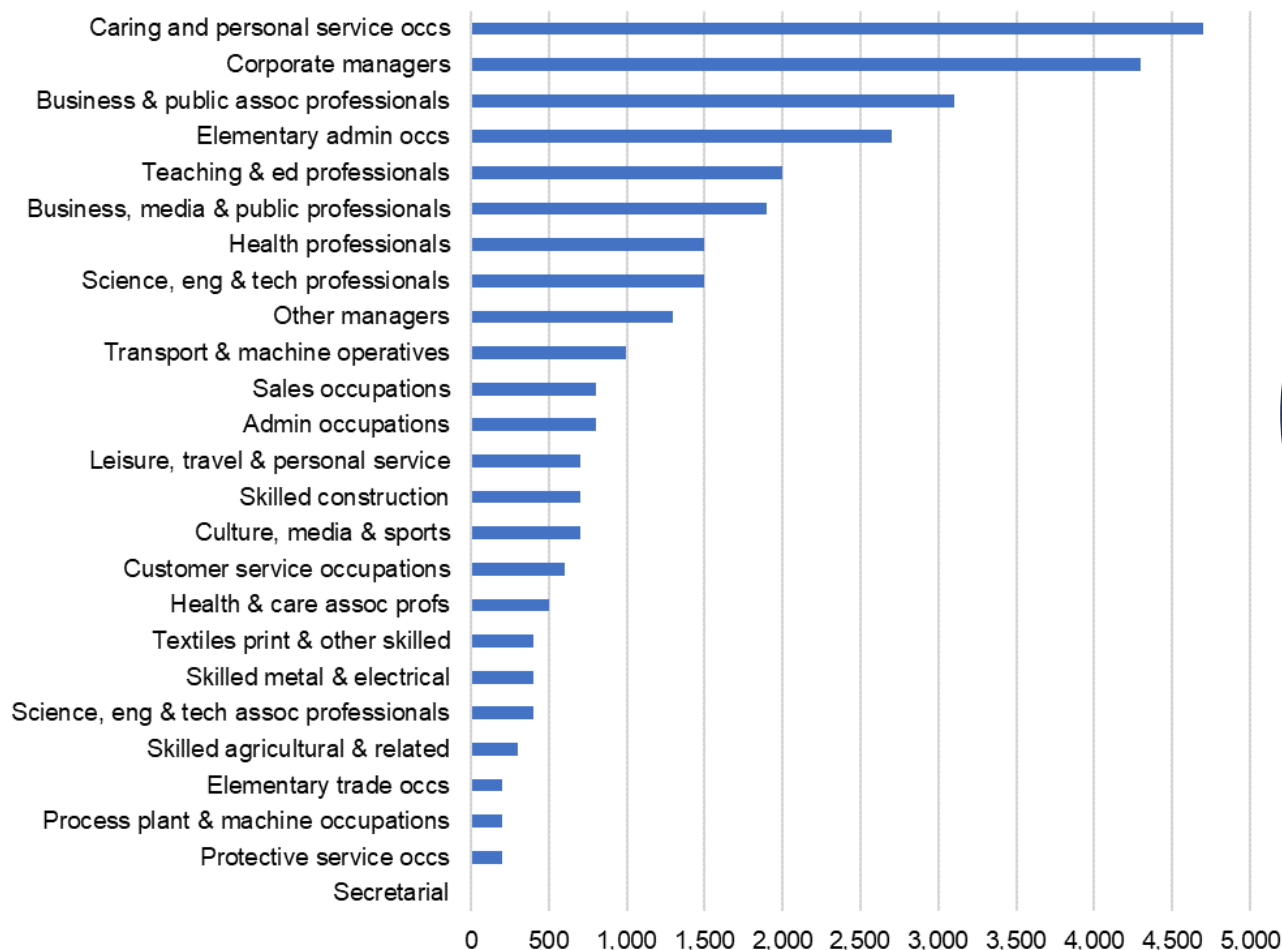


Future challenges and opportunities...



.... But demand across a wide range of occupations

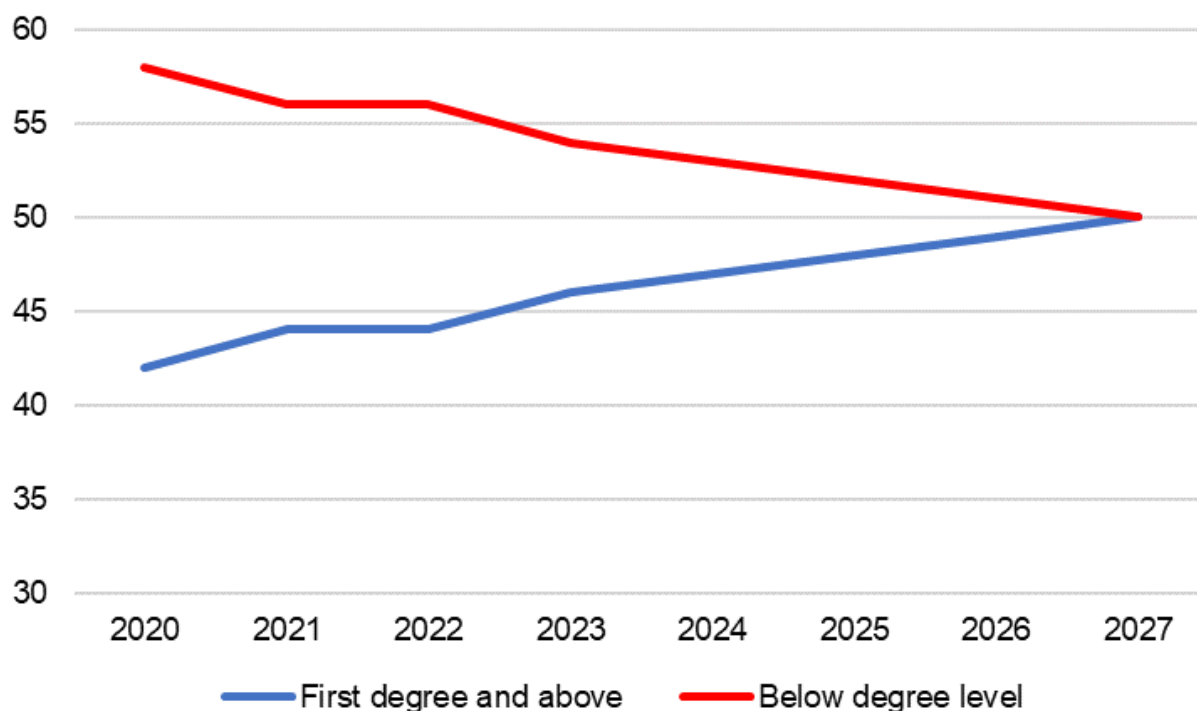
*Net annual demand, Kent and Medway
(replacement demand + expansion demand)*



28,400
net annual
demand 2020-27

Generally, rising demand for higher qualifications...

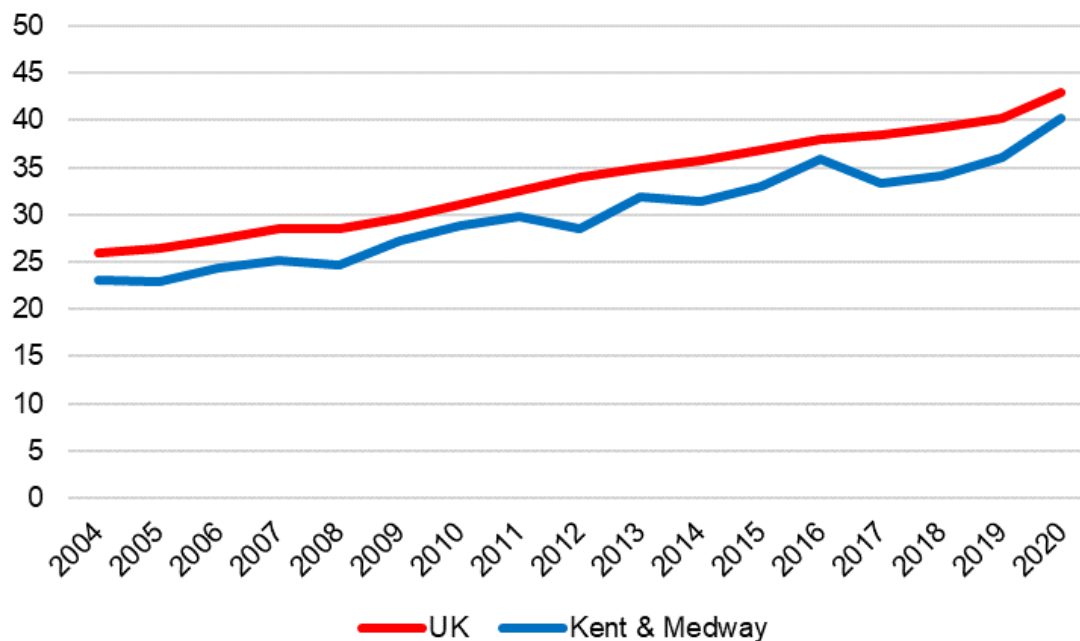
Qualification requirements (% total jobs)



*...but
qualifications at
all levels needed
in several rapidly
growing
occupational
groups*

... against an ongoing 'deficit' in Kent and Medway

% 16-64 population qualified to NVQ4+



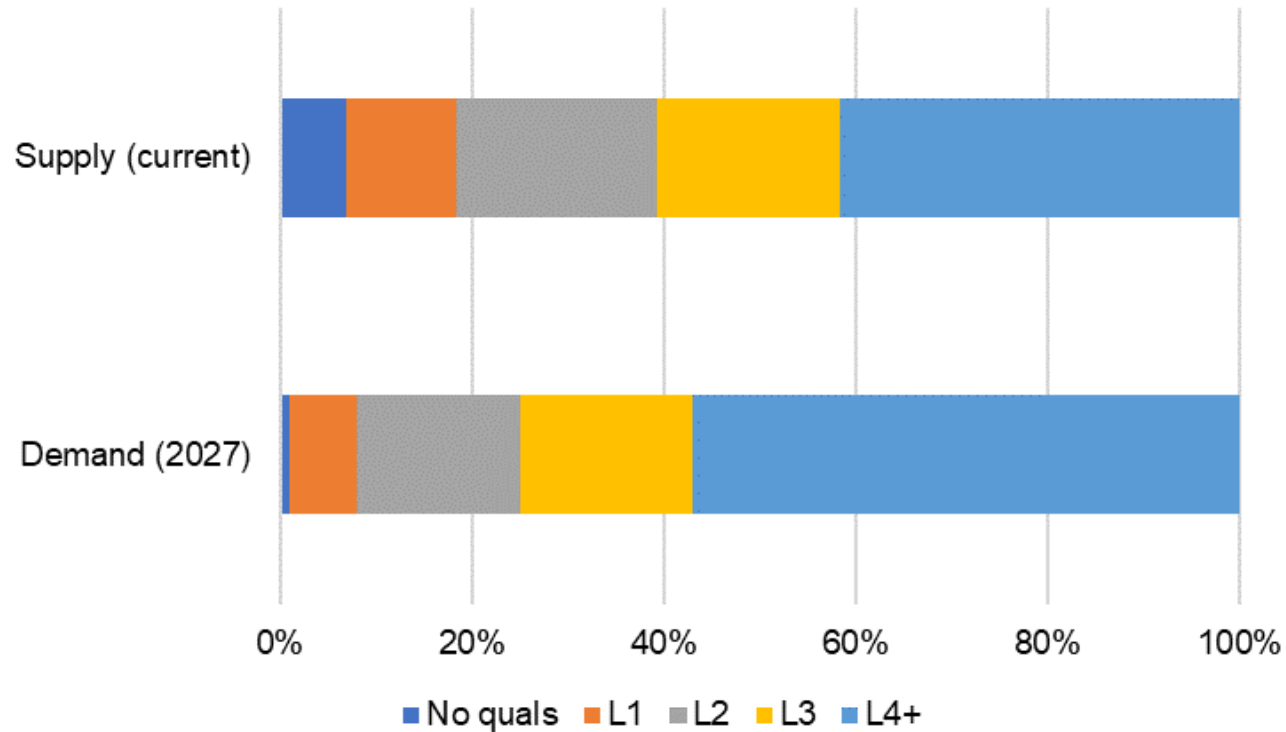
% 16-64 population qualified to...

	GB%	Kent%
Level 4	43.1	39.9
Level 3	61.4	58.1
Level 2	78.2	78.2
Level 1	87.7	89.2
No quals	6.4	6.6*

* Working age adults with no qualifications = 61,900 individuals

... matched by rising employer demand...

Current 'supply' vs. anticipated demand in 2027



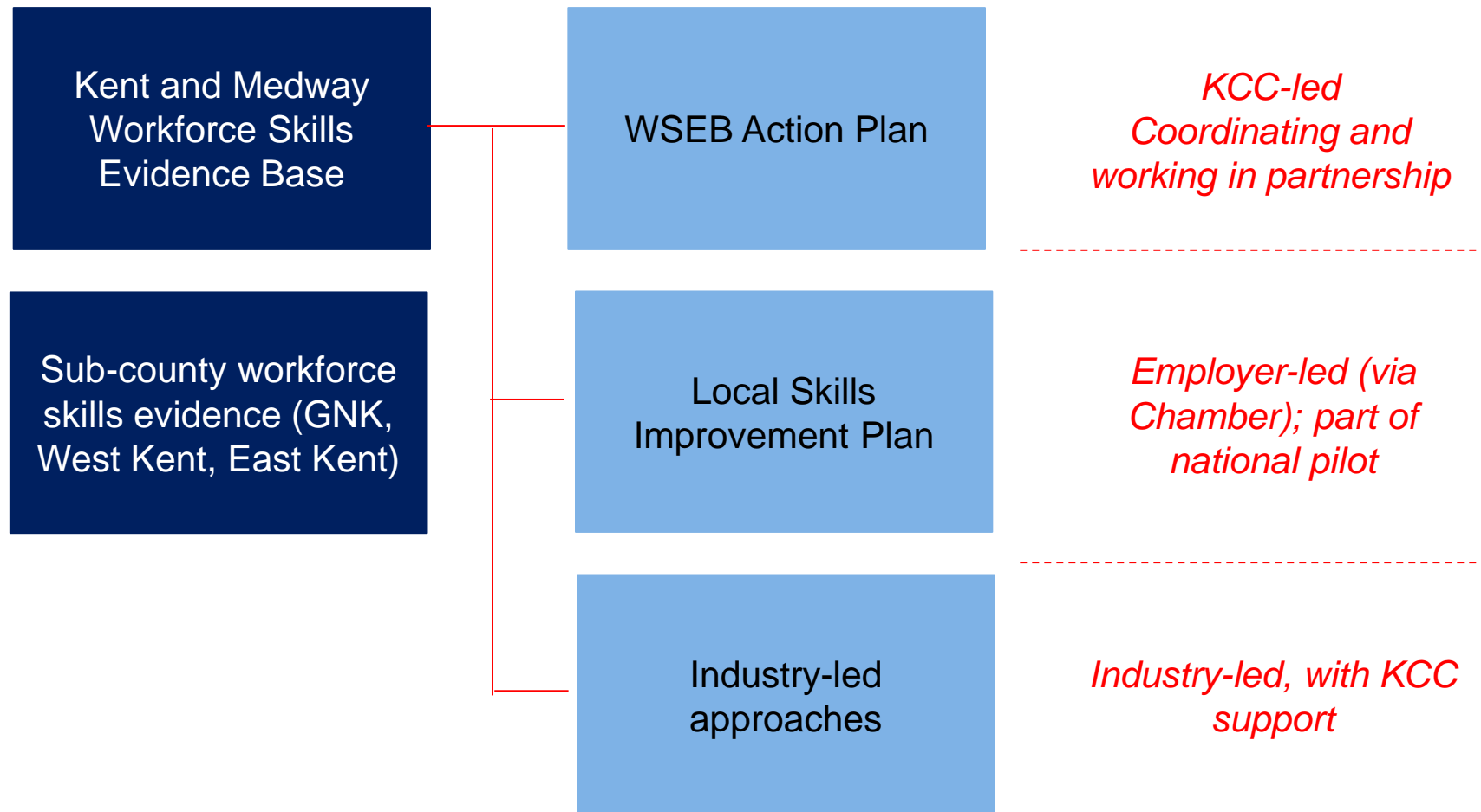
... but industry demand not just linked with formal qualifications

Agriculture & horticulture	Manufacturing	Development & construction	Retail & wholesale	Transport & logistics	Visitor economy
Finance, prof & business services	Health & social care	Energy, utilities & env tech	Life sciences	Creative & cultural industries	Digital technologies

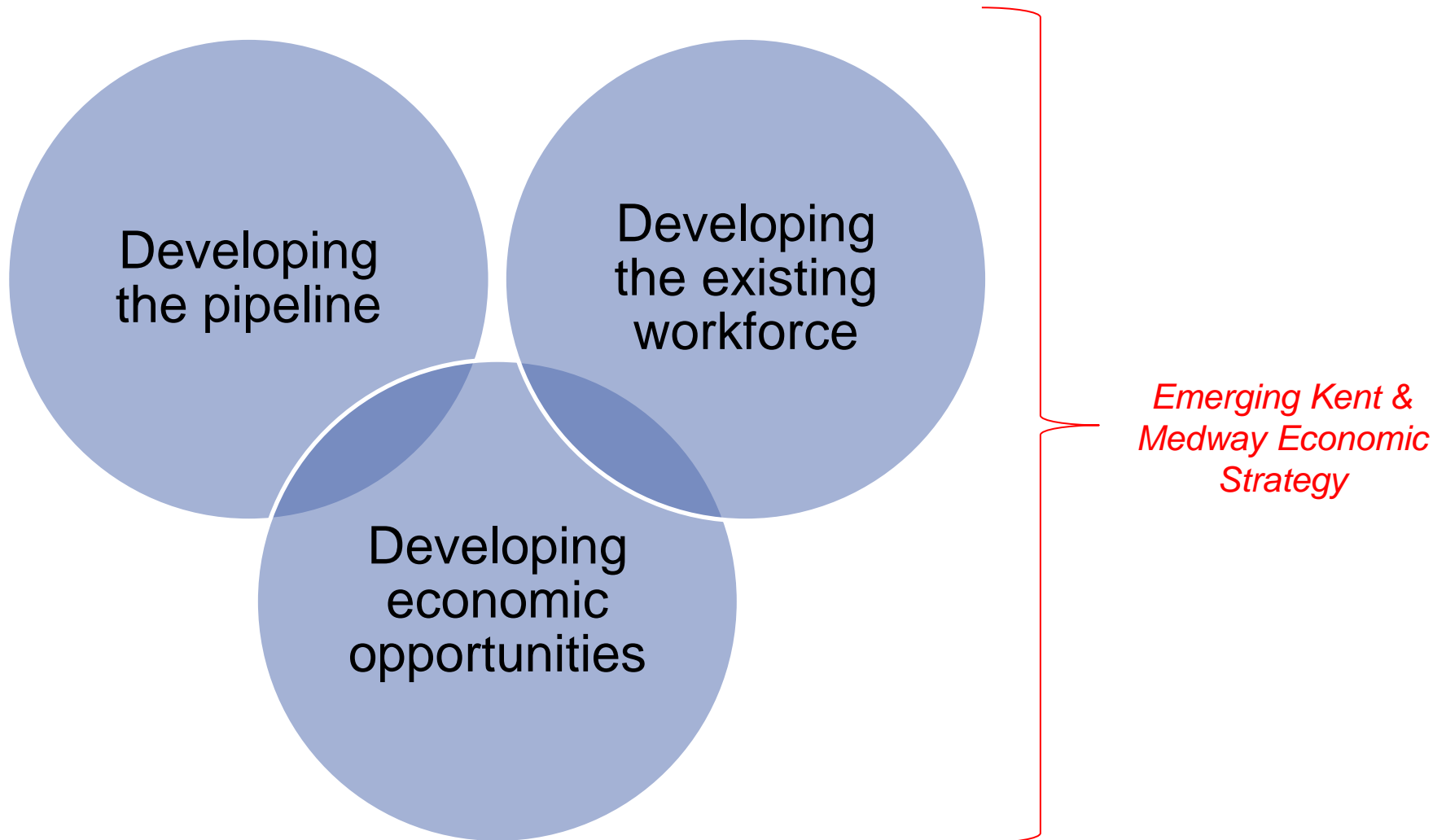
- Need to improve perceptions of career opportunities, including better engagement by employers
- Need in some sectors to manage talent pipelines collectively
- Demand for newer skills reflecting long-term trends such as decarbonisation and digitalisation
- For new entrants to the labour market, better alignment between curriculum and employer needs
- Need for a wide range of transferable 'soft skills', personal attributes and behaviours

Translating the evidence base into action

Skills White Paper and the national context



Linking supply and demand....



Next steps

WSEB Action Plan

*Currently underway
Draft in March*

Local Skills
Improvement Plan

*Currently underway
Draft in February*

Industry-led
approaches

*Currently underway
Draft by end March*