



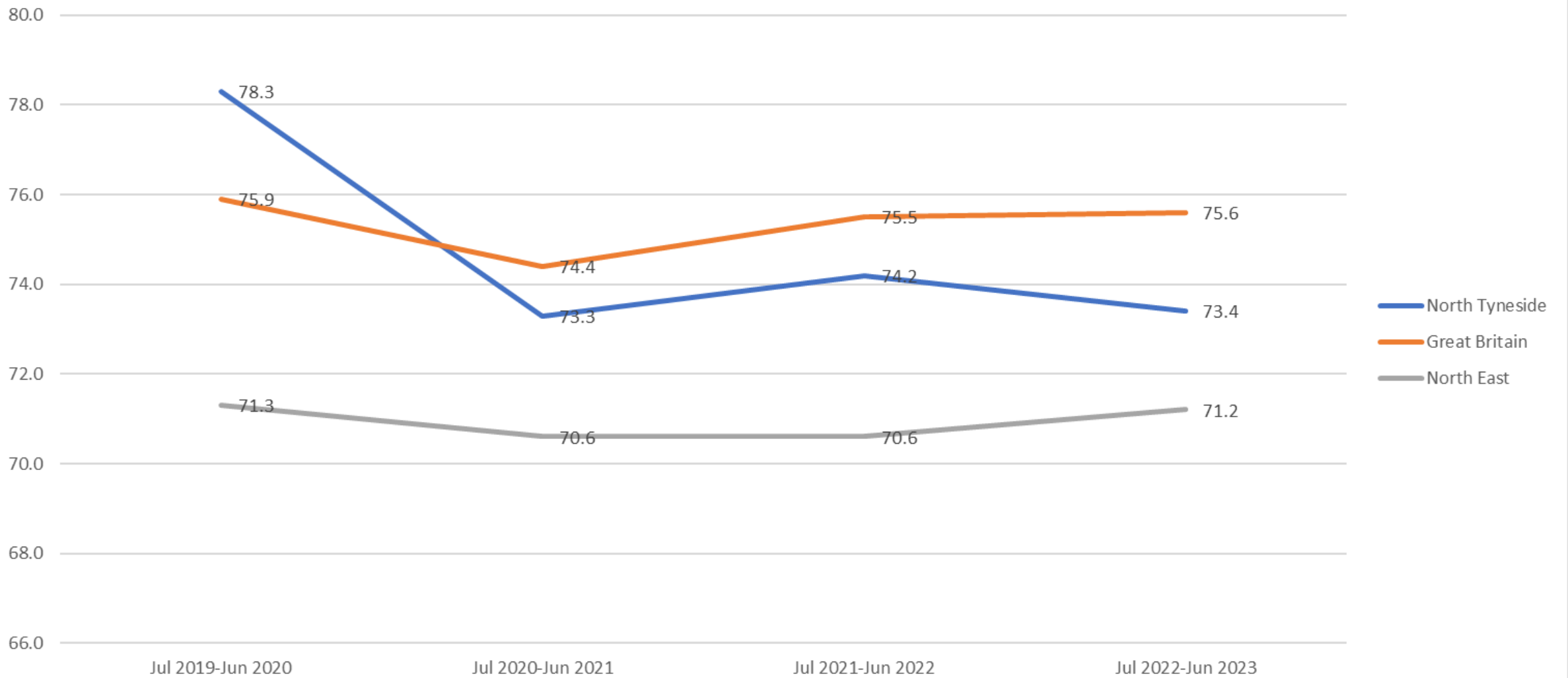
North
Tyneside
Council

Skills Gaps

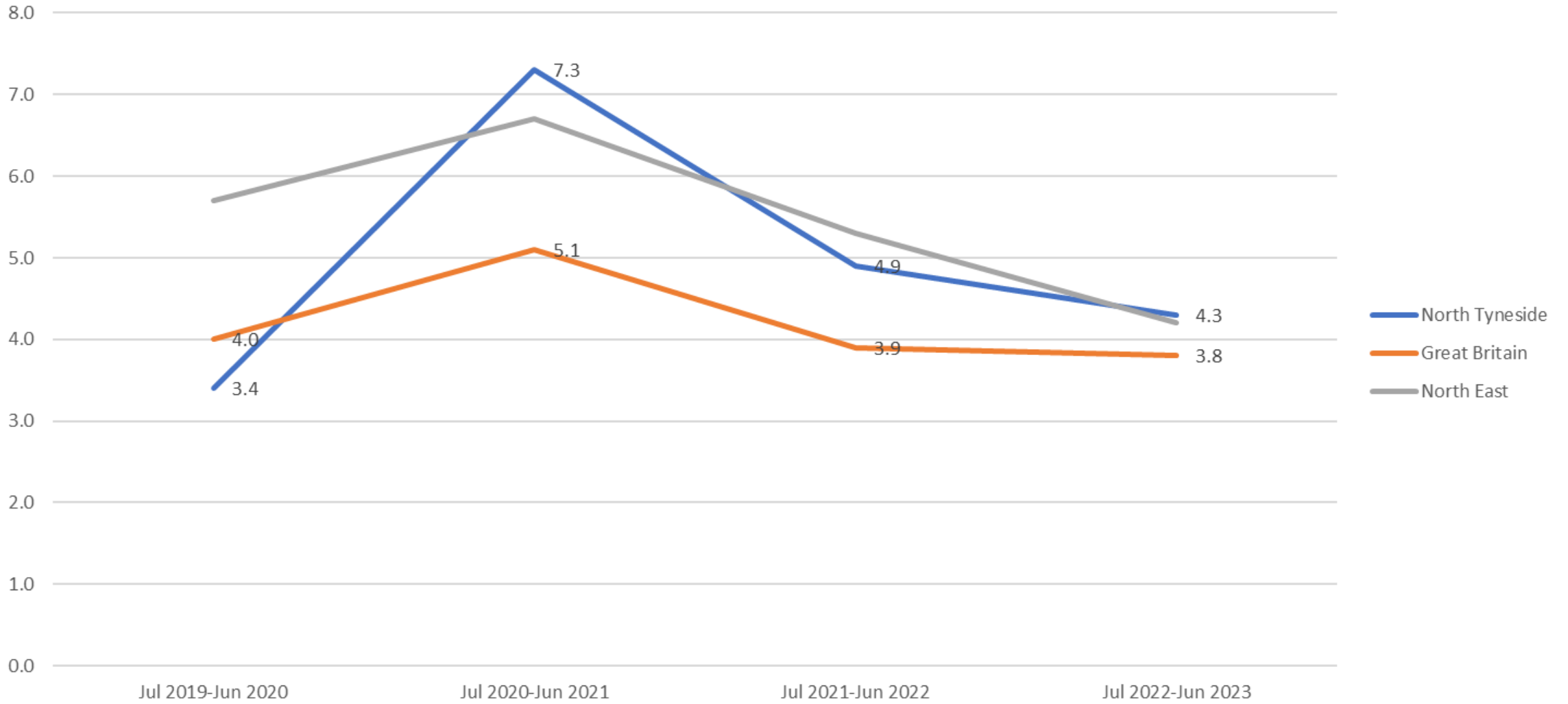
Presentation to Thriving Sub Committee
January 2024

Latest Data

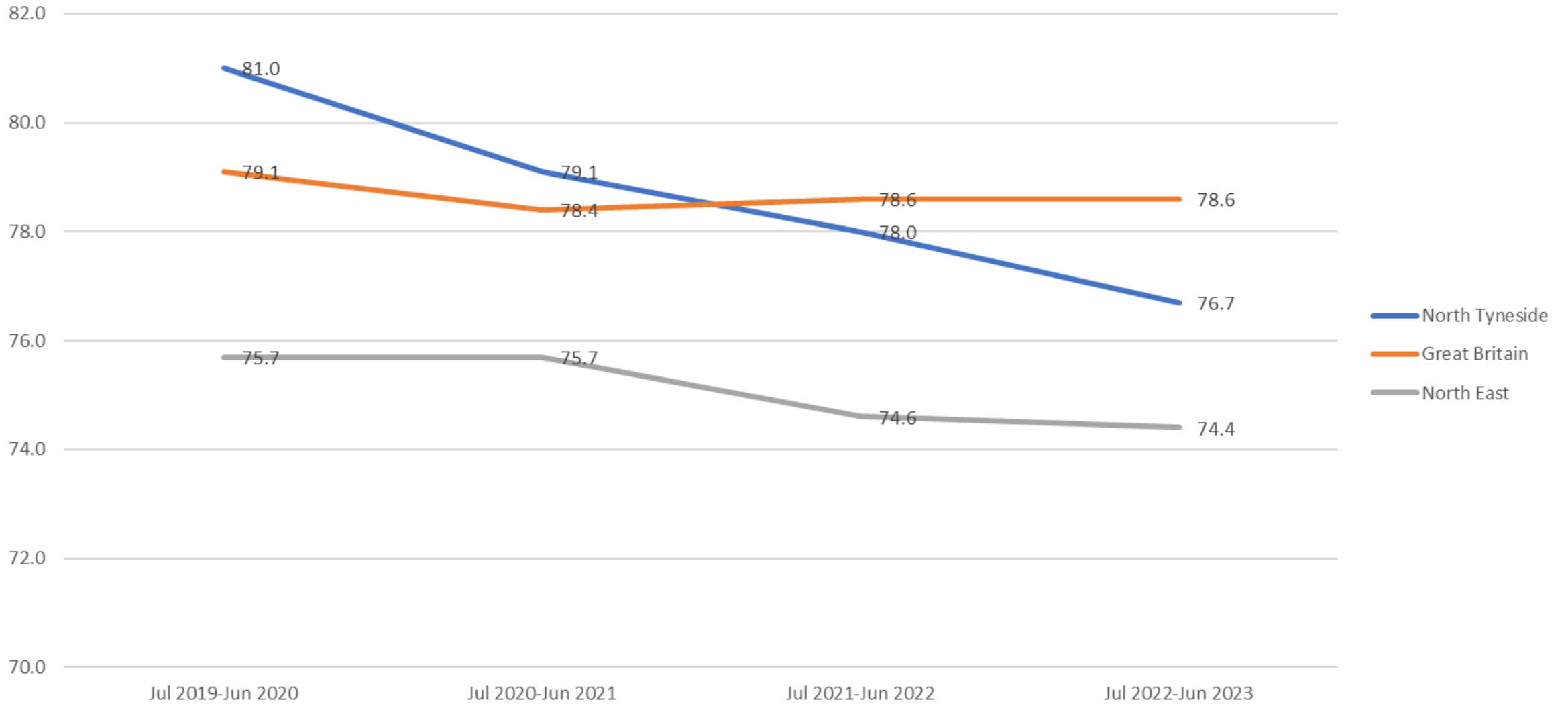
Employment Rate (%) - 2019-2023



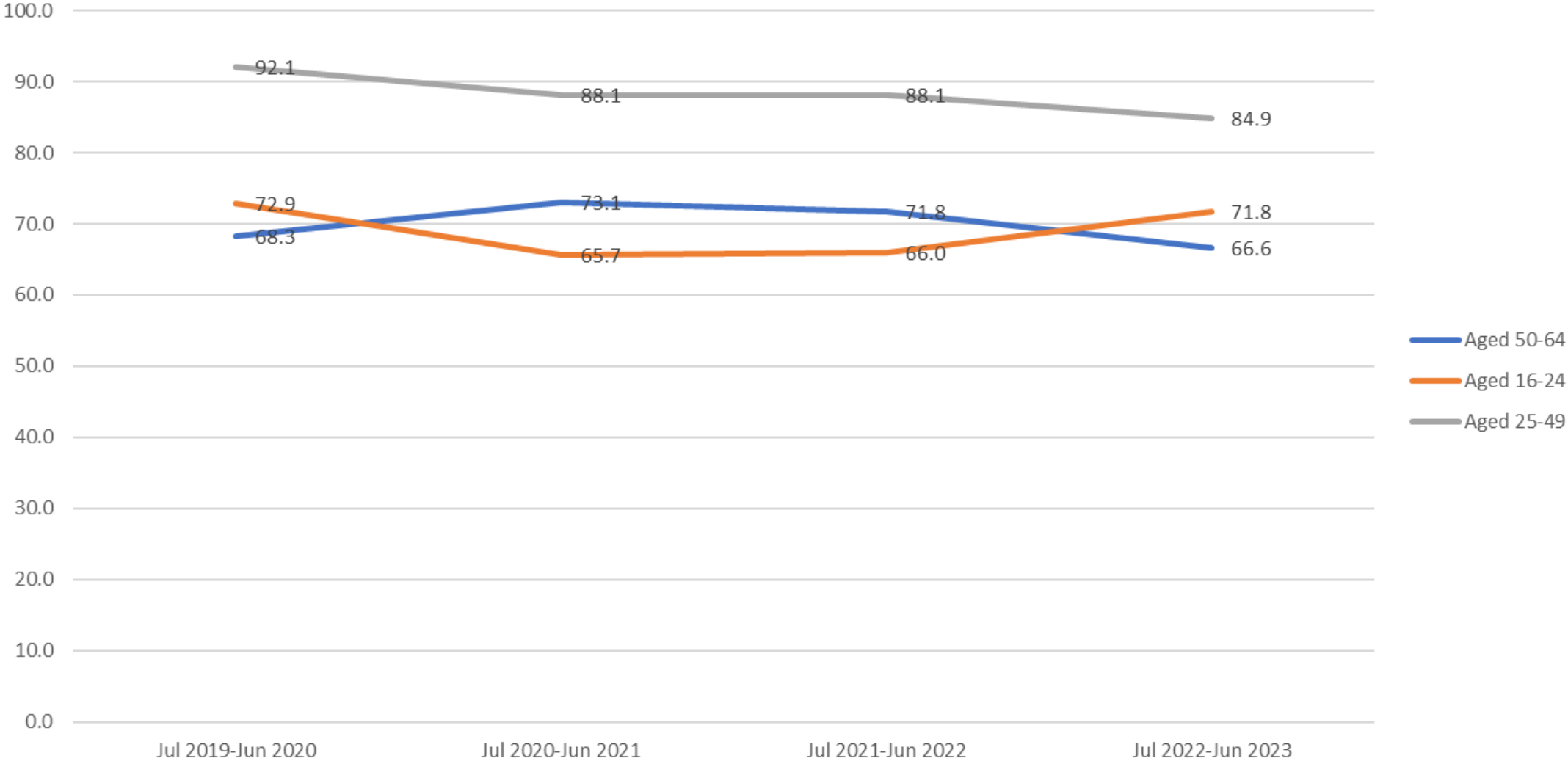
Unemployment Rate (%) - 2019-2023



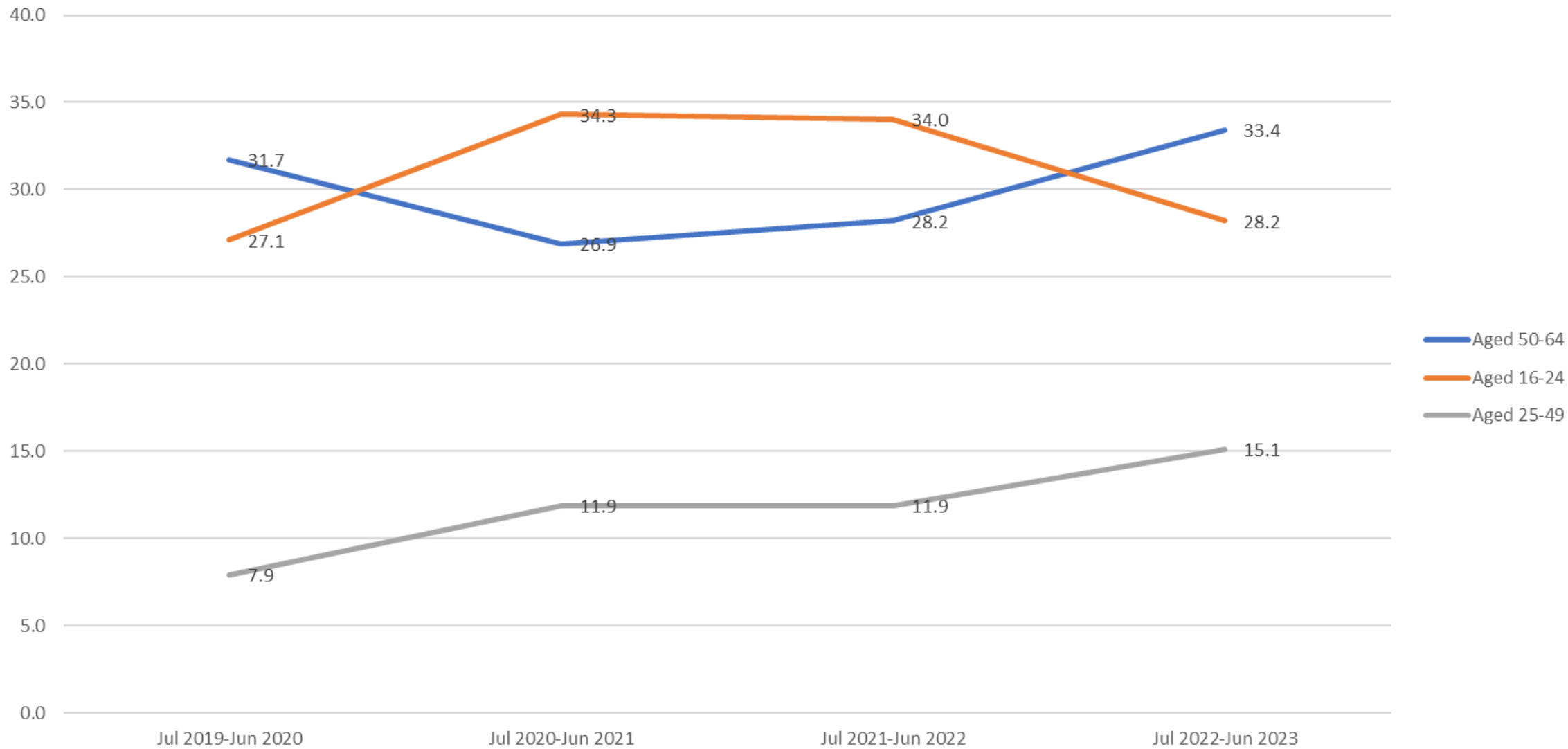
Economic Activity (%) - 16-64 Years - 2019-2023



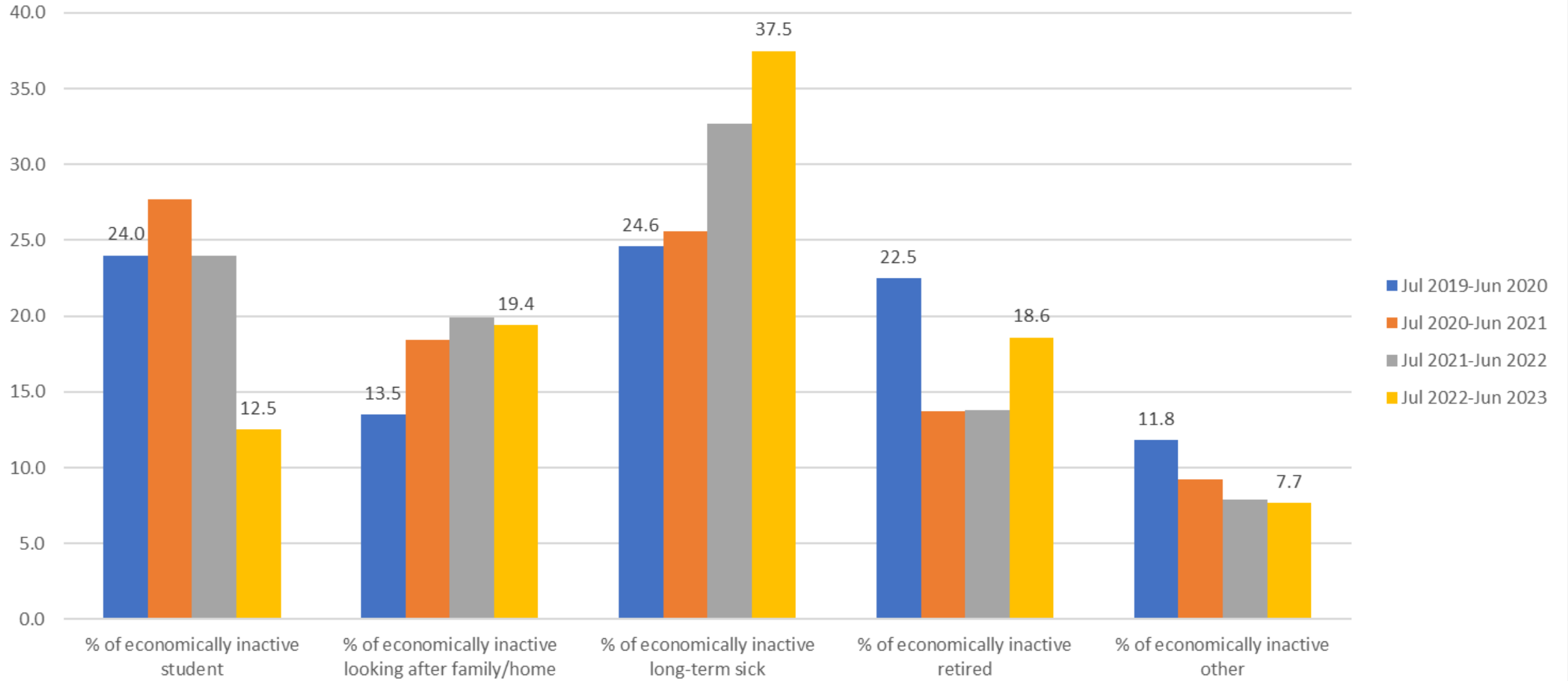
Economic Activity by Age (%) - North Tyneside - 2019-2023



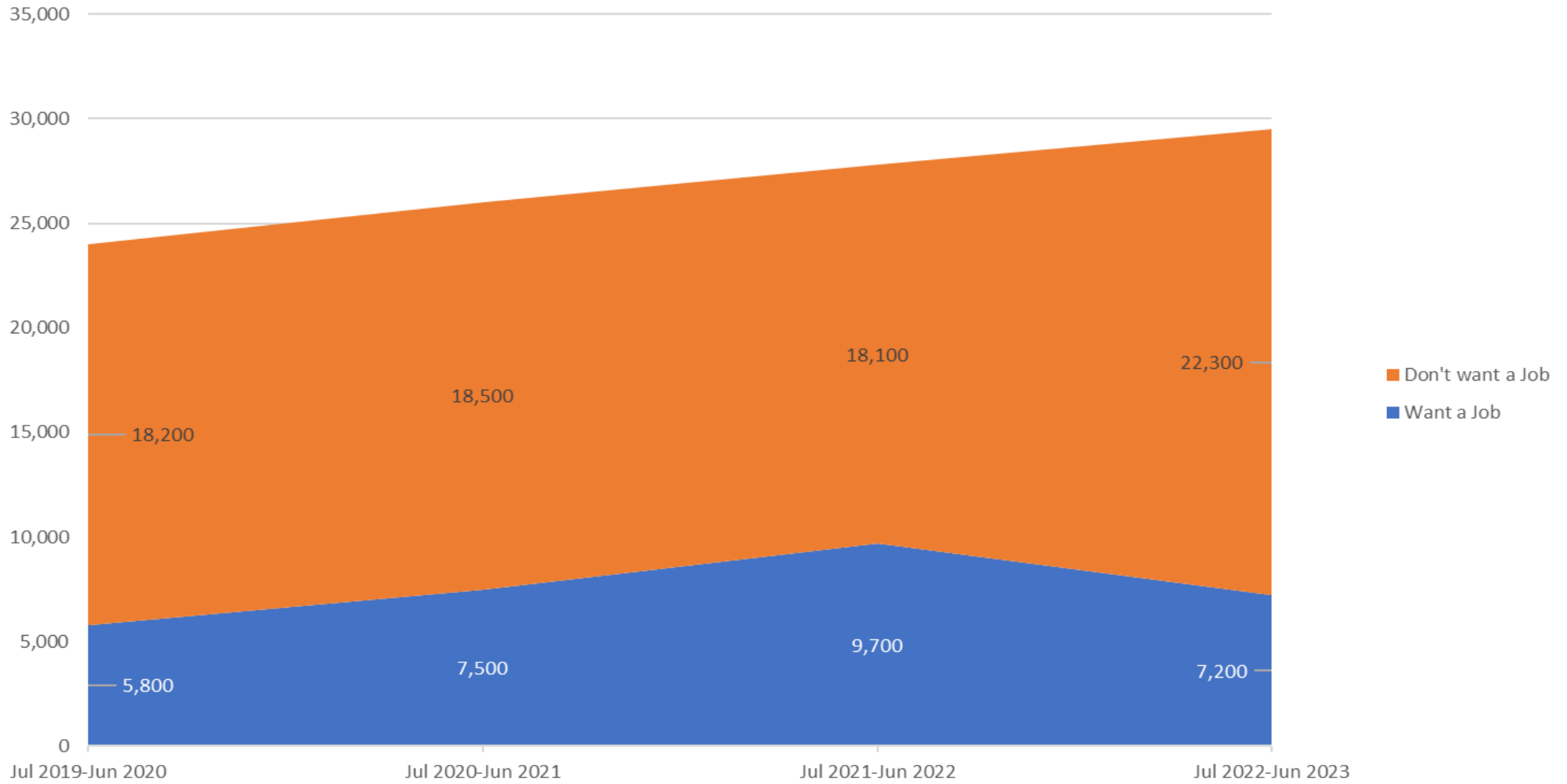
Economic Inactivity by Age (%) - North Tyneside - 2019-2023



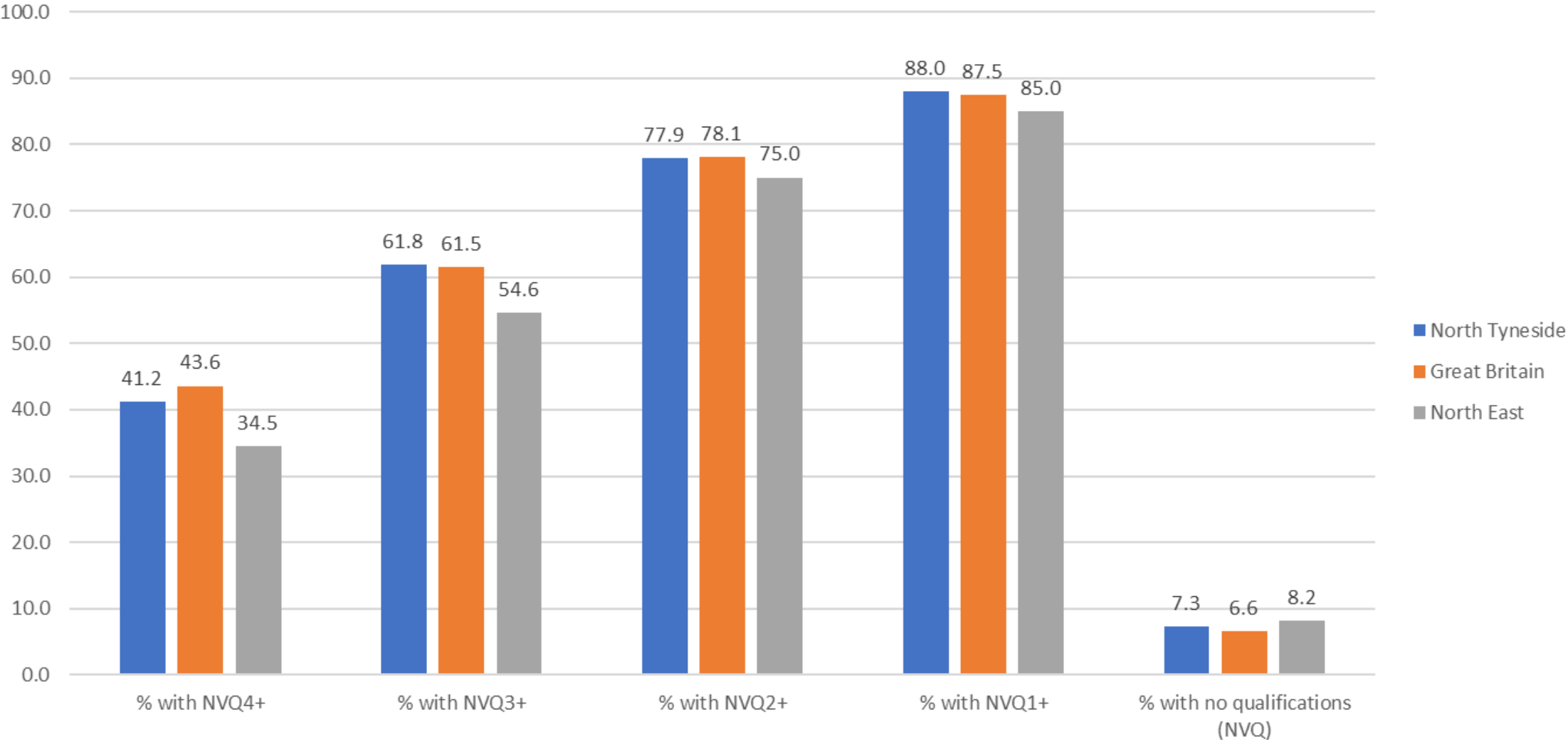
Economic Inactivity by Reason (%) - North Tyneside



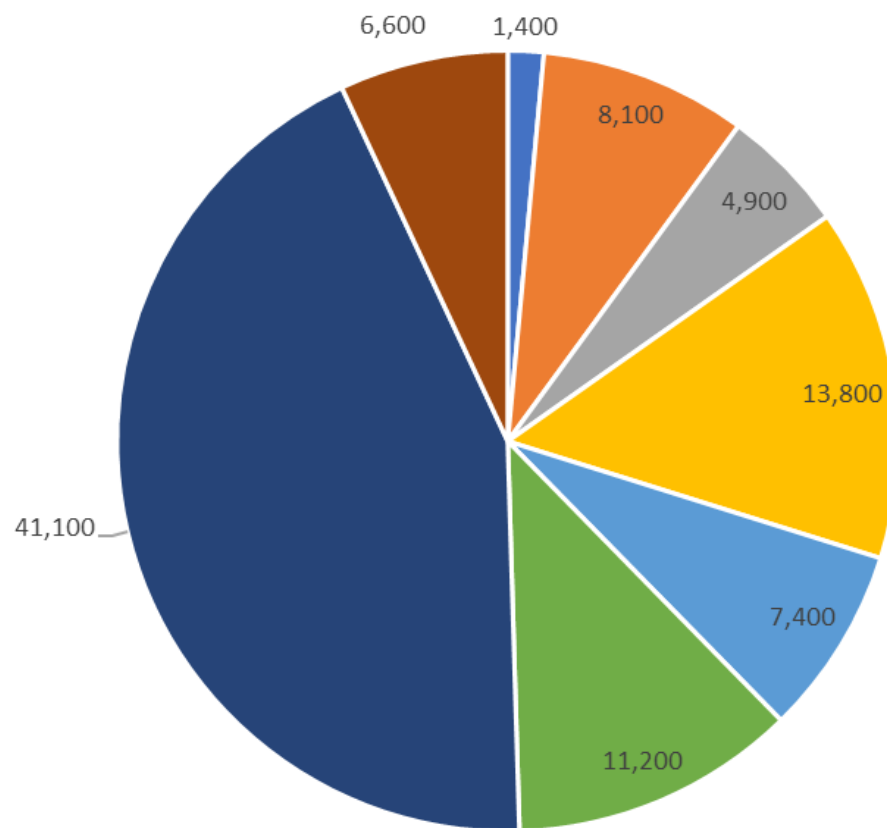
Economic Inactivity - North Tyneside - Want a Job / Don't want a Job



Skills Levels (%) - 2021

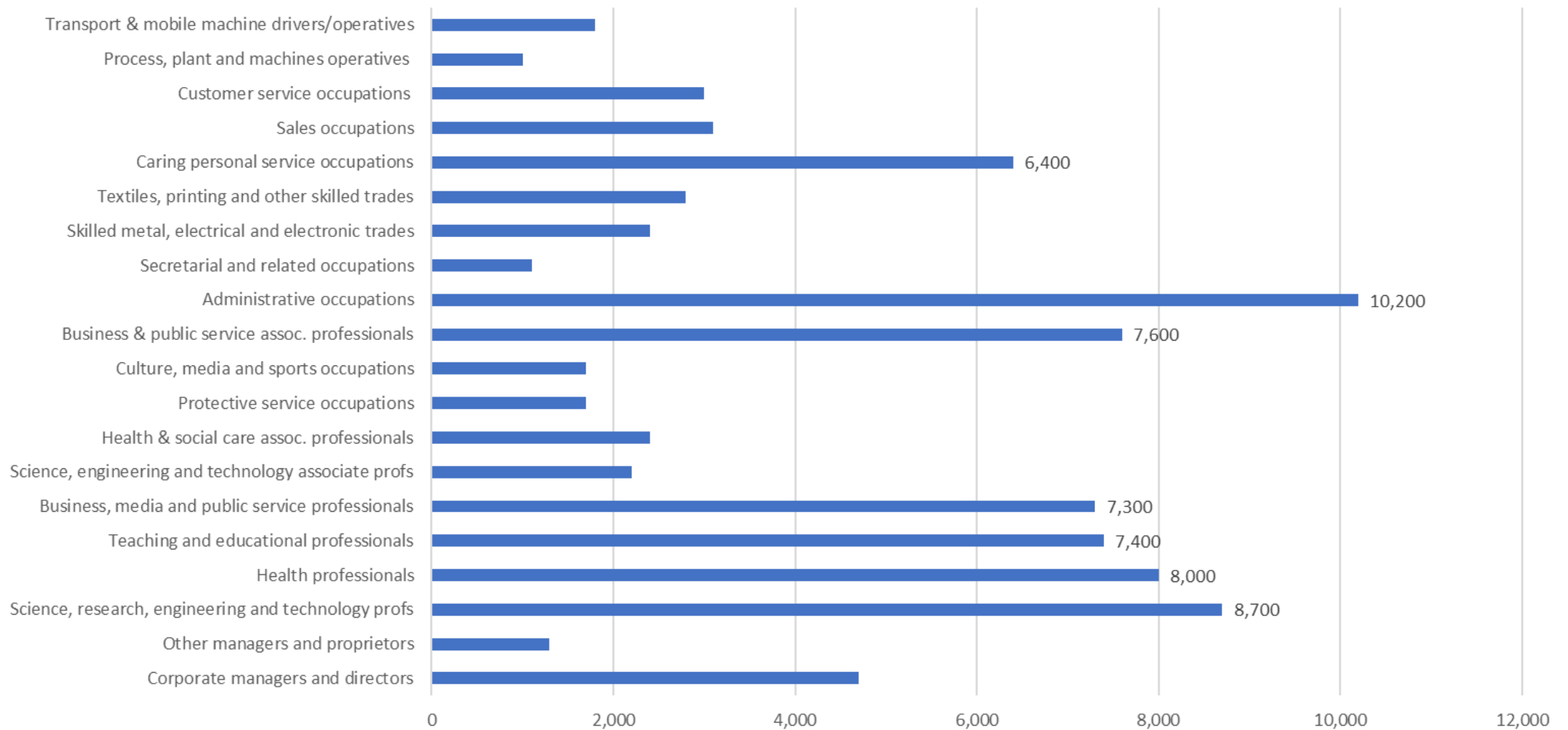


Employment by Industry - North Tyneside - June 2023

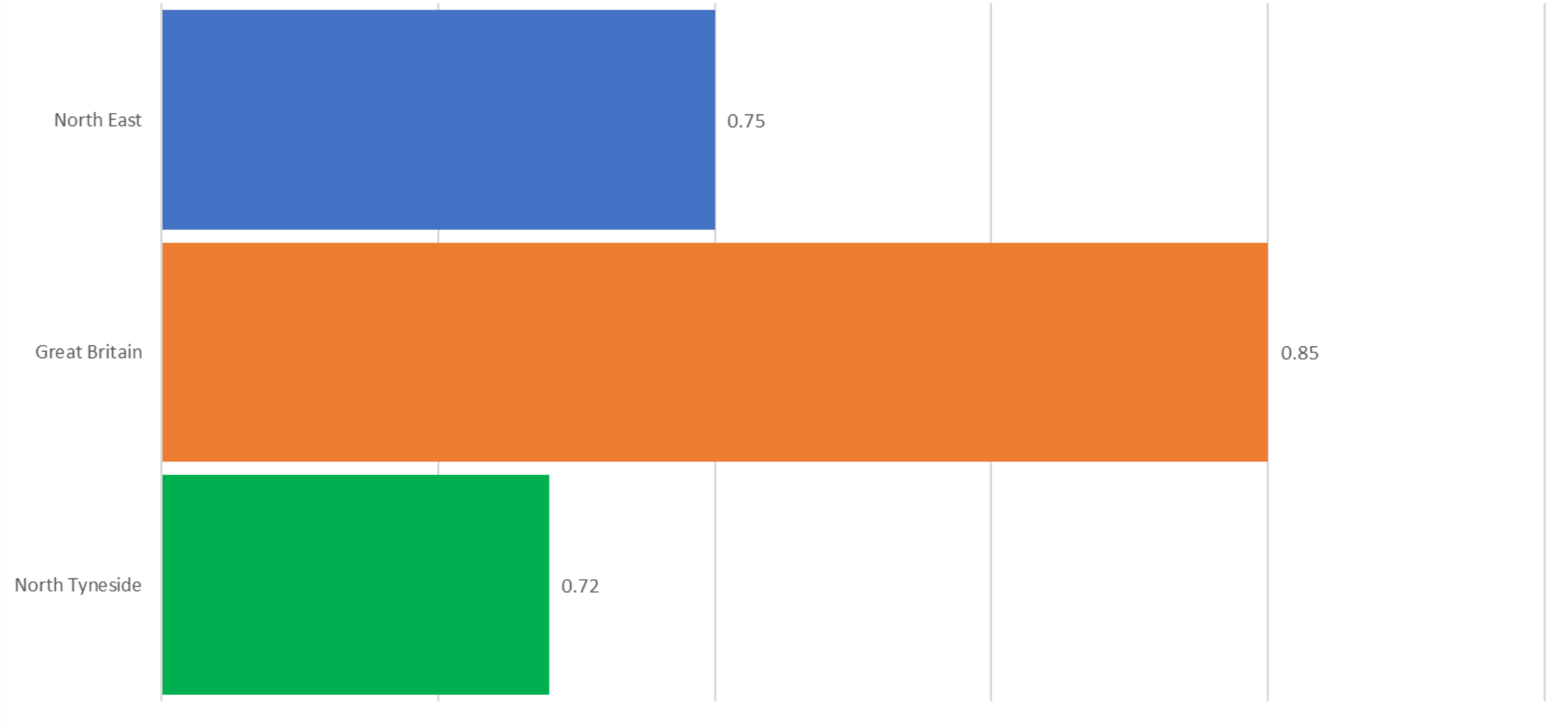


- Energy and water
- Manufacturing
- Construction
- Distribution, hotels and restaurants
- Transport and communications
- Banking, finance and insurance
- Public admin, education and health
- Other services

Employment by Occupation - North Tyneside - June 2023



Job Density - 2021



The number of jobs in an area divided by the resident population aged 16-64 in that area. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64.

Vacancy Data Jan – Oct 2023

Job Postings Overview

9,003

Unique Postings

20,535 Total Postings

981

Employers Competing

981 Total Employers

33 Days

Median Posting Duration

Regional Average: 33 Days

2 : 1

Posting Intensity



Regional Average: 2 : 1

Advertised Salary





















There are 4,421 advertised salary observations (49% of the 9,003 matching postings).

£25.0k











Median Advertised Salary








Top Posted Occupations

Occupation (SOC)	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
 Care Workers and Home Carers	1,764 / 608	3 : 1 	33 days
 Teaching Assistants	785 / 411	2 : 1 	33 days
 Sales Related Occupations n.e.c.	596 / 308	2 : 1 	29 days
 Cleaners and Domestics	568 / 290	2 : 1 	30 days
 Customer Service Occupations n.e.c.	619 / 240	3 : 1 	31 days
 Sales and Retail Assistants	406 / 180	2 : 1 	32 days
 Other Administrative Occupations n.e.c.	347 / 159	2 : 1 	30 days
 Kitchen and Catering Assistants	356 / 156	2 : 1 	28 days
 Other Registered Nursing Professionals	1,195 / 144	8 : 1 	35 days
 Secondary Education Teaching Professionals	199 / 128	2 : 1 	37 days

Top Industries

Industry	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
Employment Activities	3,786 / 2,018	2 : 1 	34 days
Human Health Activities	4,930 / 923	5 : 1 	36 days
Residential Care Activities	1,452 / 491	3 : 1 	34 days
Retail Trade, Except of Motor Vehicles and Motorcycles	1,114 / 479	2 : 1 	31 days
Food and Beverage Service Activities	430 / 242	2 : 1 	33 days
Social Work Activities Without Accommodation	823 / 235	4 : 1 	29 days
Education	625 / 168	4 : 1 	32 days
Office Administrative, Office Support and Other Business Support Activities	202 / 142	1 : 1 	33 days
Other Professional, Scientific and Technical Activities	239 / 136	2 : 1 	40 days
Financial Service Activities, Except Insurance and Pension Funding	241 / 128	2 : 1 	26 days











Top Cities Posting

City	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
North Shields, Tyneside	8,964 / 3,357	3 : 1 	33 days
Wallsend, Tyneside	5,283 / 2,475	2 : 1 	32 days
Whitley Bay, Tyneside	3,817 / 1,771	2 : 1 	32 days
Killingworth, Tyneside	1,935 / 1,100	2 : 1 	33 days
Longbenton, Tyneside	536 / 300	2 : 1 	36 days

Education Breakdown

Education Level	Unique Postings	% of Total
Up to GCSEs or equivalent	769	9%
No Education Listed	7,434	83%
A-levels or equivalent	423	5%
Foundation/HNC/HND or equivalent	149	2%
Bachelor's or equivalent	433	5%
Master's or equivalent	180	2%
Ph.D. or equivalent	23	0%

Top Companies Posting

Company	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
NHS	4,455 / 735	6 : 1 	37 days
Vision For Education	343 / 213	2 : 1 	34 days
GSL Education	204 / 118	2 : 1 	33 days
Reed	190 / 116	2 : 1 	36 days
Hc-One	202 / 111	2 : 1 	37 days
Jaguar Land Rover	125 / 97	1 : 1 	24 days
Newcastle Building Society	176 / 96	2 : 1 	28 days
Akari Care	474 / 93	5 : 1 	27 days
Office Angels	131 / 83	2 : 1 	34 days
Northumbria Payroll Solutions LTD	143 / 79	2 : 1 	36 days

Top Common Skills

Skill	Postings with Skill
Communications	2,339
Customer Service	1,542
Management	1,170
Teaching	1,002
Sales	884
Detail Oriented	732
Planning	647
Leadership	596
English Language	530
Enthusiasm	483

The following provides insight into the demand of relevant skills.

Top Specialized Skills

Skill	Postings with Skill
Personal Care	488
Mental Health	327
Nursing	327
Key Performance Indicators (KPIs)	308
Auditing	293
Risk Analysis	244
Autism Spectrum Disorders	234
Marketing	231
Finance	227
Invoicing	224

Summary of Data – North Tyneside

- Employment rates are significantly lower than in 2019
- But, unemployment is line with national and regional rates
- Economic activity amongst older age groups has fallen since 2019
- But, positive that economic activity has increased for 16–24 ages
- Biggest increase in economic inactivity due to long term sickness
- Skills levels compare favourably nationally and regionally but residents with no qualifications still too high
- Number of jobs per resident (job density) is low
- Vacancies in health and social care sectors still the highest with skills needs reflecting this.

Regional Research and Strategies

North East Mayoral Combined Authority – Strategic Evidence Base

- Key Sectors – public, education, health, tech and manufacturing
- Low Carbon Sector – high turnover in a relatively small workforce but considerable growth potential in offshore wind and heat networks
- Employment – trends reflect data already provided for North Tyneside – increase in Economic Inactivity / demand in Health and Social Care
- Job Quality – lower average pay and lower employment rates for disabled residents / higher rates of casual employment

North East Mayoral Combined Authority – Strategic Evidence Base

- Inclusion / Deprivation – significant concentrations of both deprivation and affluence, exacerbating inequalities
- Education and Skills – outcomes below the national average reflects demographics and decline in workforce training
- Digital – well positioned for growth in sector but underlying inequalities in infrastructure and skills
- Basic Skills – adults lacking basic literacy and numeracy skills / employers report gaps, but participation in English and Maths courses has fallen.

North of Tyne – Local Skills Improvement Plan (LSIP)

- Developed by North East Chamber of Commerce until March 2025 and reviewed annually
- Current Challenges – skills shortages and large numbers of unfilled vacancies in key sectors including Health & Social Care
- What needs to change – addressing basic and softer skills, responding to employer need for specialist skills
- Sector Identification – significant growth potential, immediate skills shortages and planned investment

North of Tyne – Local Skills Improvement Plan (LSIP)

- Cross Cutting Themes:
 - Digital Skills
 - Professional Development/Business Skills
 - Employability Skills
- Provision:
 - Short, flexible and tailored delivery to fit employer needs including more flexible Apprenticeship delivery
 - Advanced technical skills and sector specific digital and communication skills

North of Tyne Research and Analysis

CBI Economics – Business engagement on labour market challenges in the North of Tyne

- Shortages in health practitioners and digital skills
- The proportion of skills shortage vacancies highest in construction and manufacturing (48%)
- Most older adults that left work during the pandemic did so earlier than they had expected to
- Those in their 50s generally want to return to work, but part time and with flexibility

North of Tyne Research and Analysis

Learning and Work Institute – Economic Inactivity in the North of Tyne

- Increase in mental health related conditions
- Decline in residents' confidence levels (and work readiness) related to low levels of skills
- Employers demanding digital skills as workplaces change post-pandemic
- Residents' responsibilities for caring for family members

Green Skills – Latest Findings

Ashden Retrofit Skills Reports

- Lack of skills has hindered progress in developing retrofit programmes e.g. there's a need to build up training capability across all domestic retrofit roles
- Significant shortages of Retrofit Insulators – General Installers will require upskilling so that they can install low carbon technologies
- Knowledge needs to be better shared e.g. Retrofit Insulators and Retrofit Designers
- Lack of transferable skills e.g. customer engagement, problem solving, data analysis.

Responding to these Needs

- UK Shared Prosperity Funding (UKSPF)
- Adult Education Budget (AEB)
 - Clear progression pathways for a low carbon economy
 - Improved attainment in basic English, maths and digital skills
 - Support those with health, confidence and wellbeing barriers to access good jobs
- Free Courses for Jobs (FCfJ)
- Skills Bootcamps
- Skills for Growth


North East Investment Zone

- Proposal currently being co-designed by Government and the North East Mayoral Combined Authority likely to be agreed and launched by Spring
- Will bring opportunities for funding linked to skills, innovation and infrastructure to enable growth on the River Tyne
- Opportunity to link local people to jobs and training
- Builds on existing work with renewable energy and offshore sector and key assets such as the Energy Academy
- Work will form part of our North Tyneside Economic Strategy.

Responding to Skills Gaps

Get into COBALT

With many leading employers:



getinto Social Care

Working in social care is a meaningful and rewarding career. Everyday is different and there are a range of job roles and opportunities.

On our short introductory course you will:

- Find out about the various roles available including - care workers, support workers, domestic & laundry staff and many more
- You will explore roles that suit you (full time or part time)
- Be supported with job search, completion of applications, and preparation for interview

To find out more contact us now:
Email: curriculum.support@northtyneside.gov.uk
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getinto Schools

Working in schools is a meaningful and rewarding career. Everyday is different and there are a range of job roles and opportunities available.

On our short introductory course you will:

- Find out about the various roles schools have to offer (full time and part time) including teaching assistants, lunch time supervisors, catering, caretaker and administrative roles
- Hear from industry experts working in these roles
- Be supported with job search, completion of applications, and preparation for interview



To find out more contact us now:
Email: curriculum.support@northtyneside.gov.uk
Telephone: 0191 643 2288

www.skillsnorthtyneside.org.uk

Get into CONSTRUCTION



You'll get hands on experience in using practical skills and explore 'a day in the life of' working on site with various trades. We'll also help you tailor your CV to give you the best chance to be successful.

Call 0191 643 2288 to enrol.

Get Into....




Get into SMULDERS



FIND YOUR SPARK

- 8 weeks welding training in Wallsend
- Amazing opportunities with excellent pay rates
- Long term contracts to 2024
- All expenses paid for training w/c 26th of Sept
- Location: Smuldres, Hadrian Way, Wallsend (opposite Hadrian Road metro station).

BOOK YOUR PLACE NOW!

Interviews Wednesday 21st of September
Email: employability.skills@northtyneside.gov.uk
Telephone: 0191 643 2288 (option 4)

www.skillsnorthtyneside.org.uk

Responding to Recruitment Needs



Get into
Tynemouth Castle Inn
(formerly The Park Hotel)

Working *well*
NORTH TYNESIDE



'Just a note to personally thank you for your help and support with our recruitment drive for the Tynemouth Castle Inn. It was really professionally organised and the change in the candidates from last Monday to today's interviews was remarkable. Here at the Inn Collection Group we always embrace collaboration with organisations like yourselves, and this has proven extremely fruitful in this instance.'

Responding to Recruitment Needs



The screenshot shows the website for the North Tyneside Care Academy, which is delivered by the North Tyneside Council. The page features a navigation menu with links for 'What is Social Care', 'Become a Care Worker', 'Supporting Care Workers', 'News & Vacancies', 'About Us', and 'Contact Us'. A search bar is also present. The main content area includes a welcome message, a large image of a care worker, and three columns of information: 'What is Adult Social Care', 'Become a Care Worker', and 'Supporting Care Workers'. Each column includes a brief description and a 'Find out more' button.

North Tyneside Care Academy

Delivered by North Tyneside Council

What is Social Care | Become a Care Worker | Supporting Care Workers | News & Vacancies | About Us | Contact Us

Welcome to

North Tyneside Care Academy

Start your career in adult social care and you can work flexibly in a job to be proud of.

Whether you're new to care or you've got years of experience, we would love to hear from you.

We're looking for care workers in North Tyneside right now.

What is Adult Social Care

Adult social care supports people who are vulnerable or at risk, by providing personal and practical support to help them live their lives independently.

[Find out more](#)

Become a Care Worker

A career in adult social care is a role to be proud of. All you need to start are your natural qualities and enthusiasm, there's training for everything else!

[Find out more](#)

Supporting Care Workers

Our hub for resources, guidance, training and events for the support of care professionals. We want to ensure our workforce is supported to deliver the highest quality care and support.

[Find out more](#)



Thank You
Any Questions?