

Coast to Capital

COVID-19 Skills and Labour
Market Impact Assessment

January 2021



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Introduction

In September 2020 we published the first Skills and Labour Market Impact Assessment report, which included data and information available up to June 2020.

The original report was carried out to gain valuable intelligence on how COVID-19 has impacted on the labour market, the availability of jobs and the skills needs in the Coast to Capital area.

We have now produced a second edition Impact Assessment report using the latest data available to us at the time of writing and shows the situation as at October 2020. This report is an update which reflects the changes that have taken place in the area since June 2020. This report should be read in conjunction with the [previous version](#).

These high level reports sits alongside the Skills and Labour Market Study we published last year, both of which have informed the Coast to Capital Skills Strategy and Action Plan. It complements the Coast to Capital Coronavirus (COVID-19) Economic Impact Assessment report produced for Coast to Capital by Hatch in September 2020.

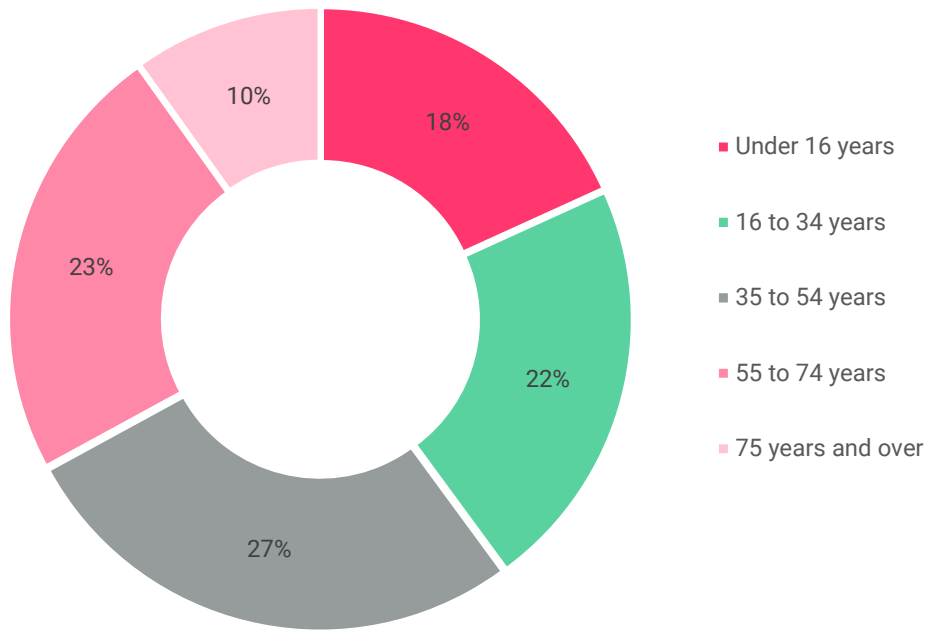
People

- in summary

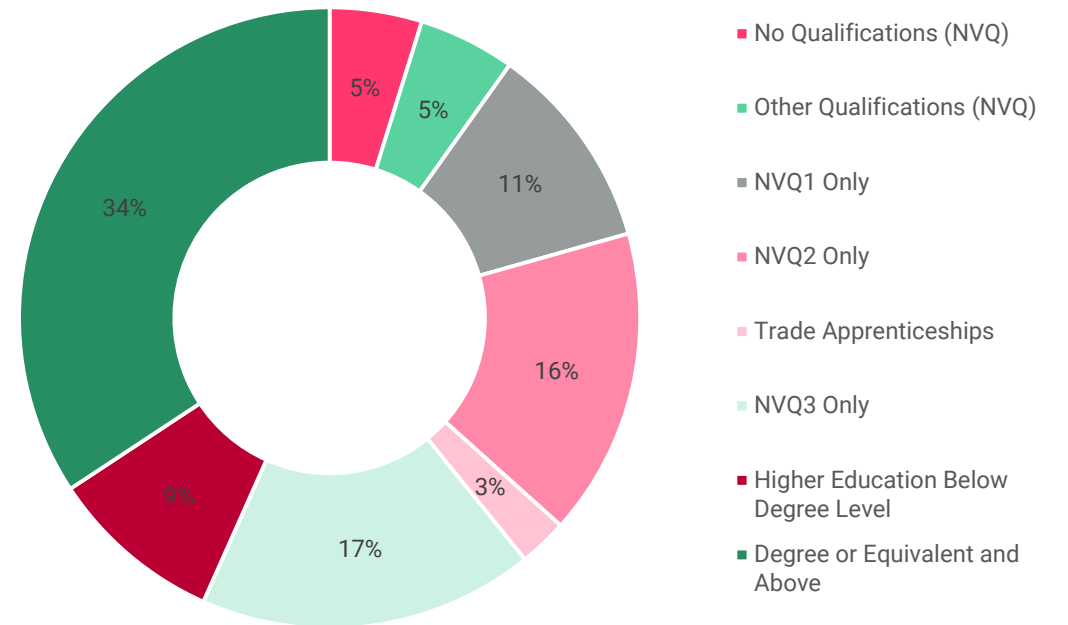
- May 2020 remains the month that saw the highest numbers of claimants for people seeking work at 51,580. Before the second Lockdown, October 2020 saw a slight dip in the number of claimants to 50,010. This is still an increase of 185% from the same month in 2019.
- Between March and October the number of claimants in the Coast to Capital area increased by 161%, a higher increase than in the South East and England at 136% and 106% respectively.
- The number of claimants in each local authority has remained fairly consistent between July and October (within +/- 5%) with the exception of Crawley which saw a rise of 11% in this period.
- Young people remain the age group that has been the most affected with 9,830 young people claiming benefits in July. This figure remains steady as of October.
- The lower skilled roles remain worst affected with the number of people claiming Jobseekers Allowance in Elementary Occupations seeing a further increase in claimants of 33% from July to October 2020.
- The Self Employment Income Support Scheme (SEISS) remains heavily utilised. Claims peaked in July with 69,300 claims being made. However the number of claims has reduced to 59,700 as of September, although this is still 65% of all those eligible making a claim. At this time Adur, Worthing, Crawley and Brighton & Hove have the highest take-up rates .
- Although the number of furloughed staff peaked in August, with 229,400 employments furloughed, there have been a rapid decrease to September with 64,200 staff furloughed across the area.

Coast to Capital Demographics

Age

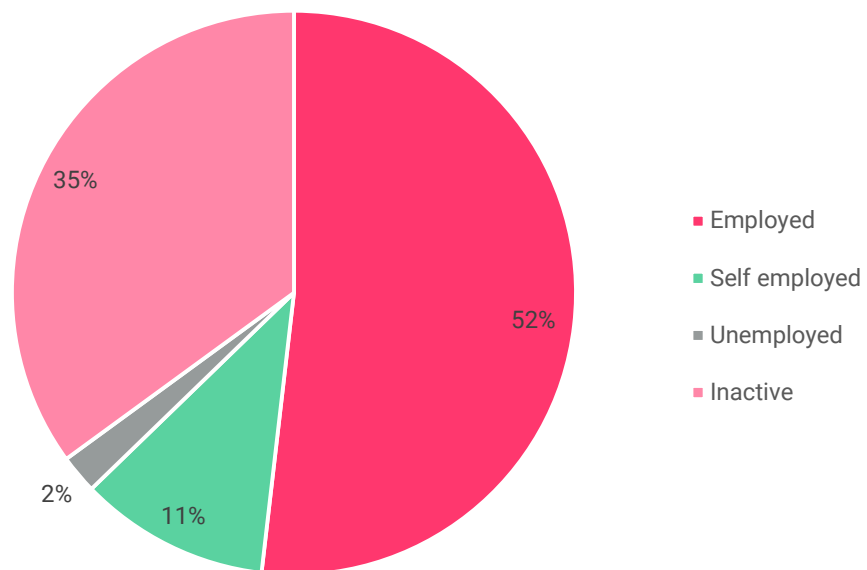


Educational Attainment

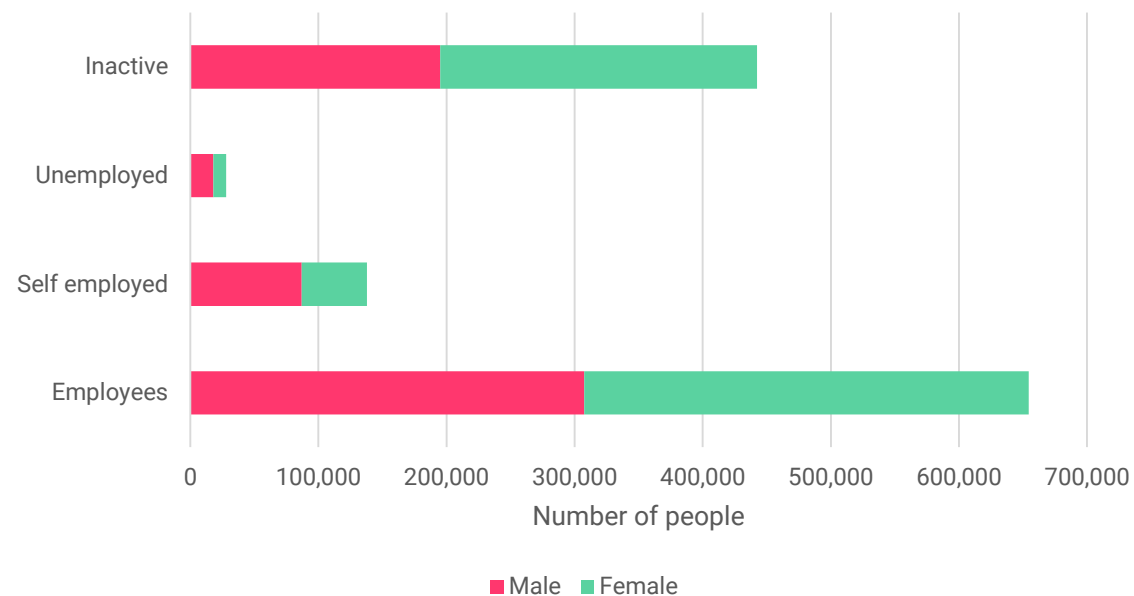


Coast to Capital Demographics

Employment Status



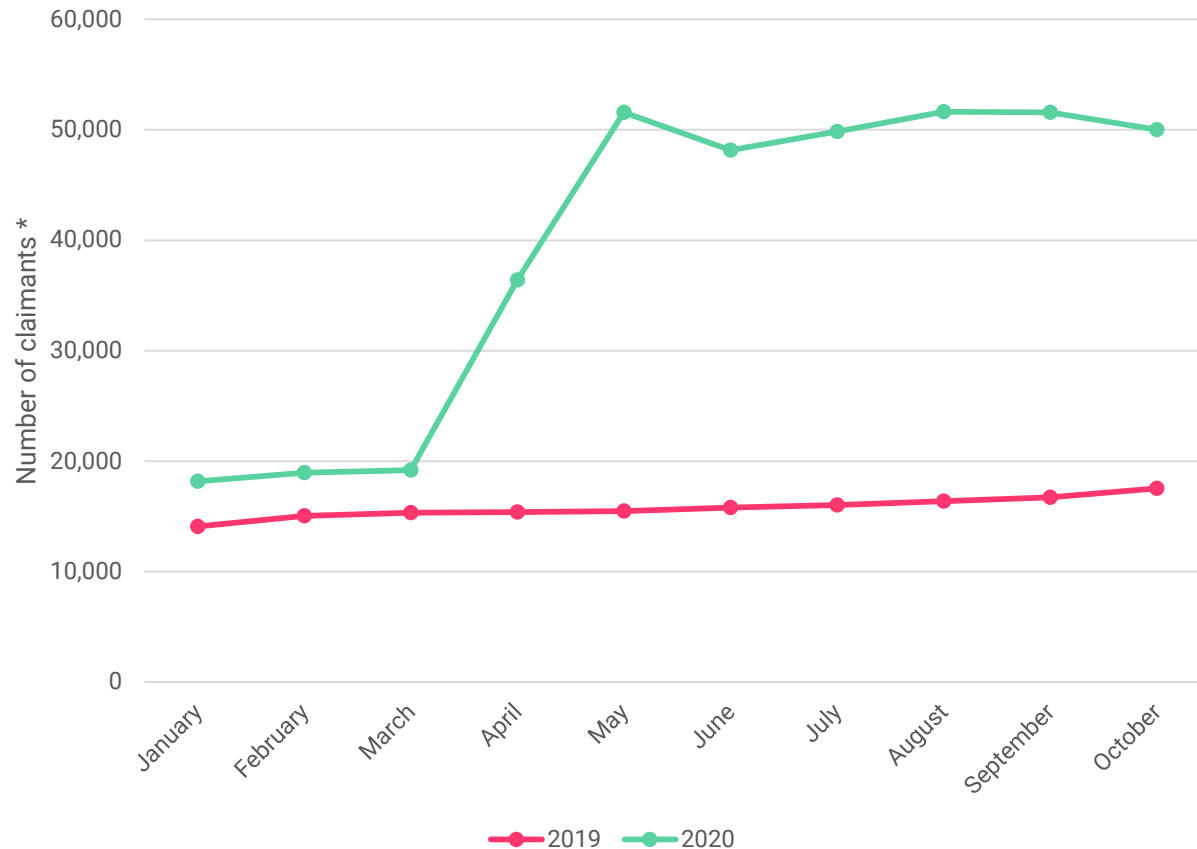
Employment status by gender



Source: ONS, Annual Population Survey, Jul-19 – Jun-20

Note: The data in the previous version of this study included the Croydon and Lewes areas. ONS have now updated LEP geographies

Number of job seekers claiming benefits

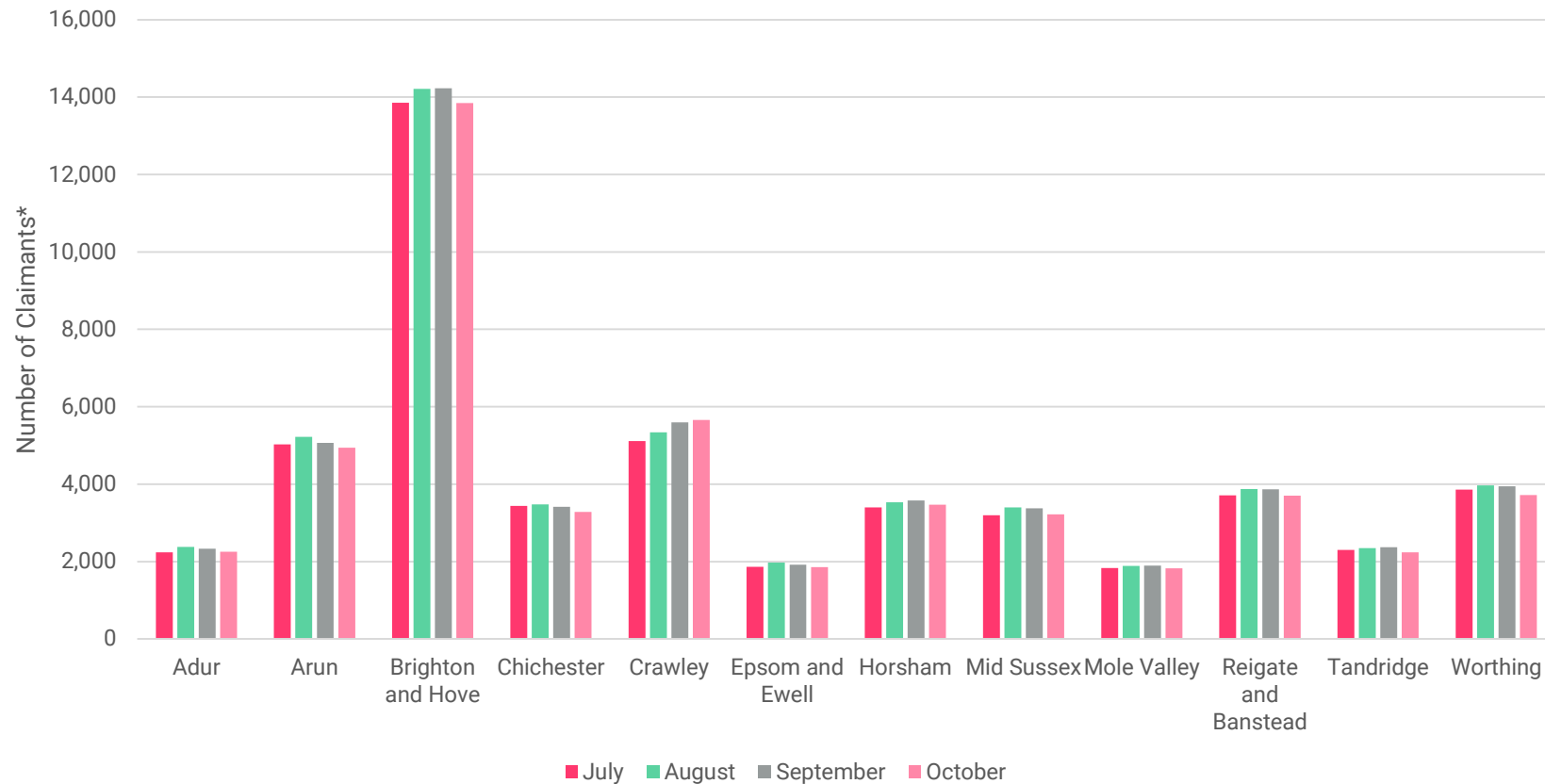


- May 2020 remains the month that saw the highest numbers of claimants for people seeking work at 51,580.
- Following a dip in June of claimant numbers, to 48,170, the numbers rose again with 51,570 claimants in September (7%).
- Before the second lockdown, October 2020 saw a slight dip in the number of claimants to 50,010. This is still an increase of 185% from the same period in 2019.

* The number of people claiming JSA and the number of people claiming Universal Credit required to seek work

Source: Office for National Statistics 2020

Number of job seekers claiming benefits by Local Authority



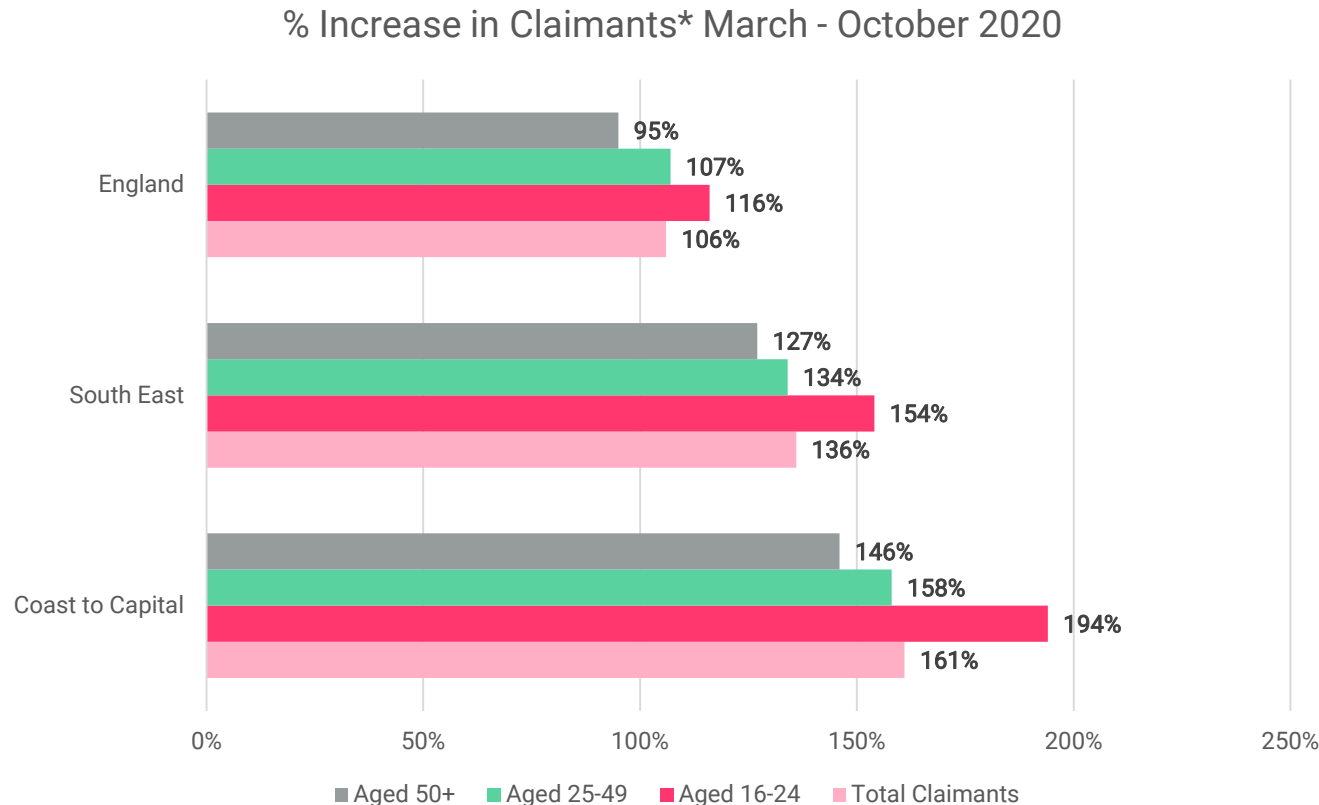
	% Change July to October
Adur	0%
Arun	-2%
Brighton and Hove	0%
Chichester	-5%
Crawley	11%
Epsom and Ewell	0%
Horsham	2%
Mid Sussex	1%
Mole Valley	-1%
Reigate and Banstead	0%
Tandridge	-3%
Worthing	-4%

Highest
 Lowest

* The number of people claiming JSA and the number of people claiming Universal Credit required to seek work

Source: Office for National Statistics 2020

Number of job seekers claiming benefits by age



- Between March and October the increase in claimants in Coast to Capital was 161%, a higher increase than in the South East and England at 136% and 106% respectively.
- The percentage increase in claimants in all age groups between March and October was higher in the South East than across England, and Coast to Capital saw even higher increases than the South East.
- The highest increase in claimants in all three geographies was in the 16 – 24 age group, however in Coast to Capital the increase was particularly high at 194%, compared to 154% in the South East and 116% across England.

* The number of people claiming JSA and the number of people claiming Universal Credit required to seek work

Source: Office for National Statistics 2020

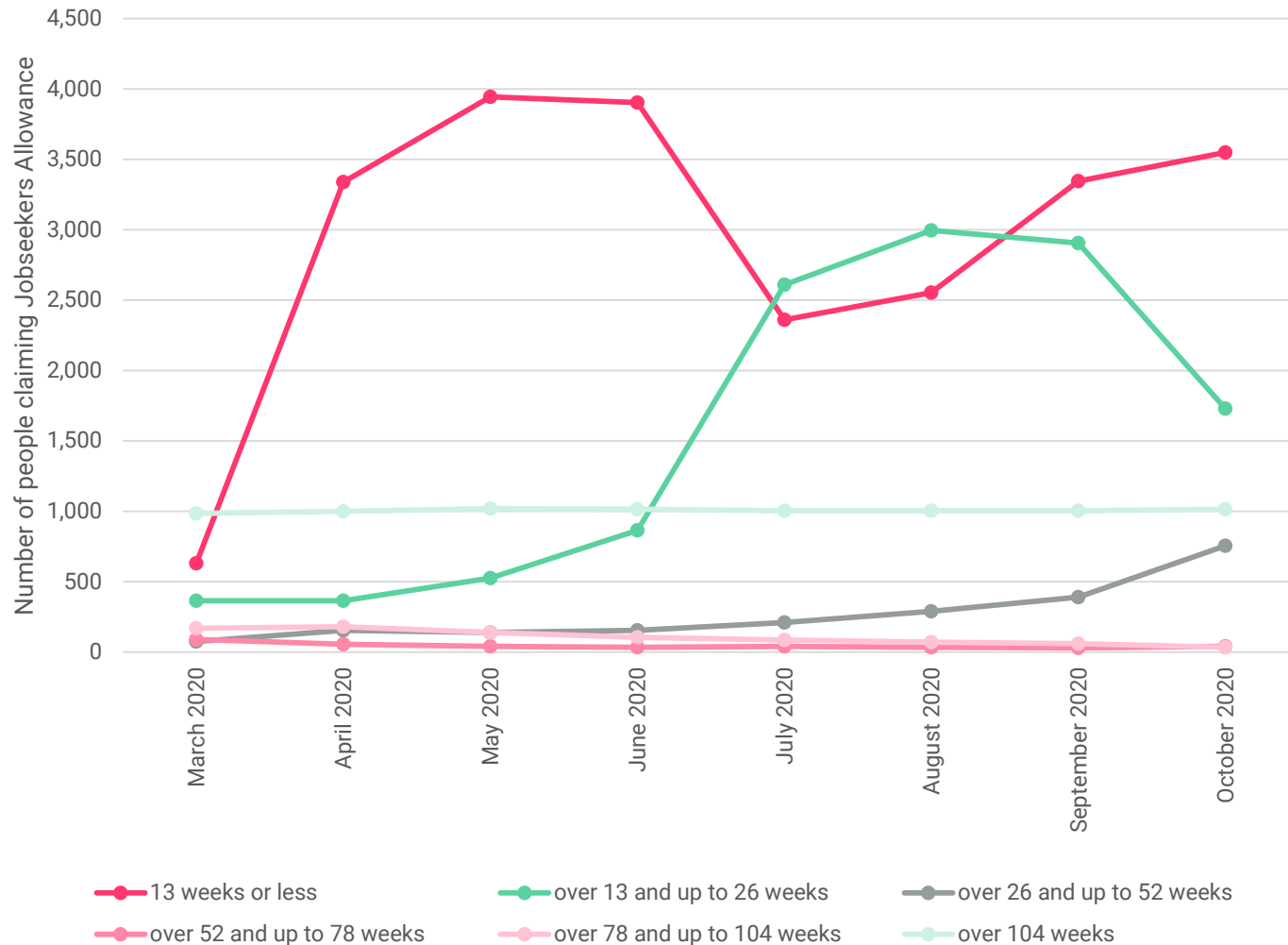
Number of job seekers claiming benefits by age



- In Coast to Capital young people aged 16-24 saw the highest percentage rise in benefits* claimed, the updated data shows figures rising by 180% from March (3,350) to June (9,375). Since June, the figure rose again by 4.9% to 9,830 in July and has remained steady to October.
- Updated data show that claims for people aged 25 - 49 rose by 153% from March to June, from 10,680 to 27,005. Claimant numbers in this age group peaked in August at 28,950, and then decreased by 4.9% from August to October, to 27,540.
- The updated data identifies claims for people aged 50+ also rose between March and June by 129%, from 5,145 to 11,790. The figure continued to increase by 10.5% between June and September, to 13,030 claimants. In October the figure decreased by 3% to 12,635.

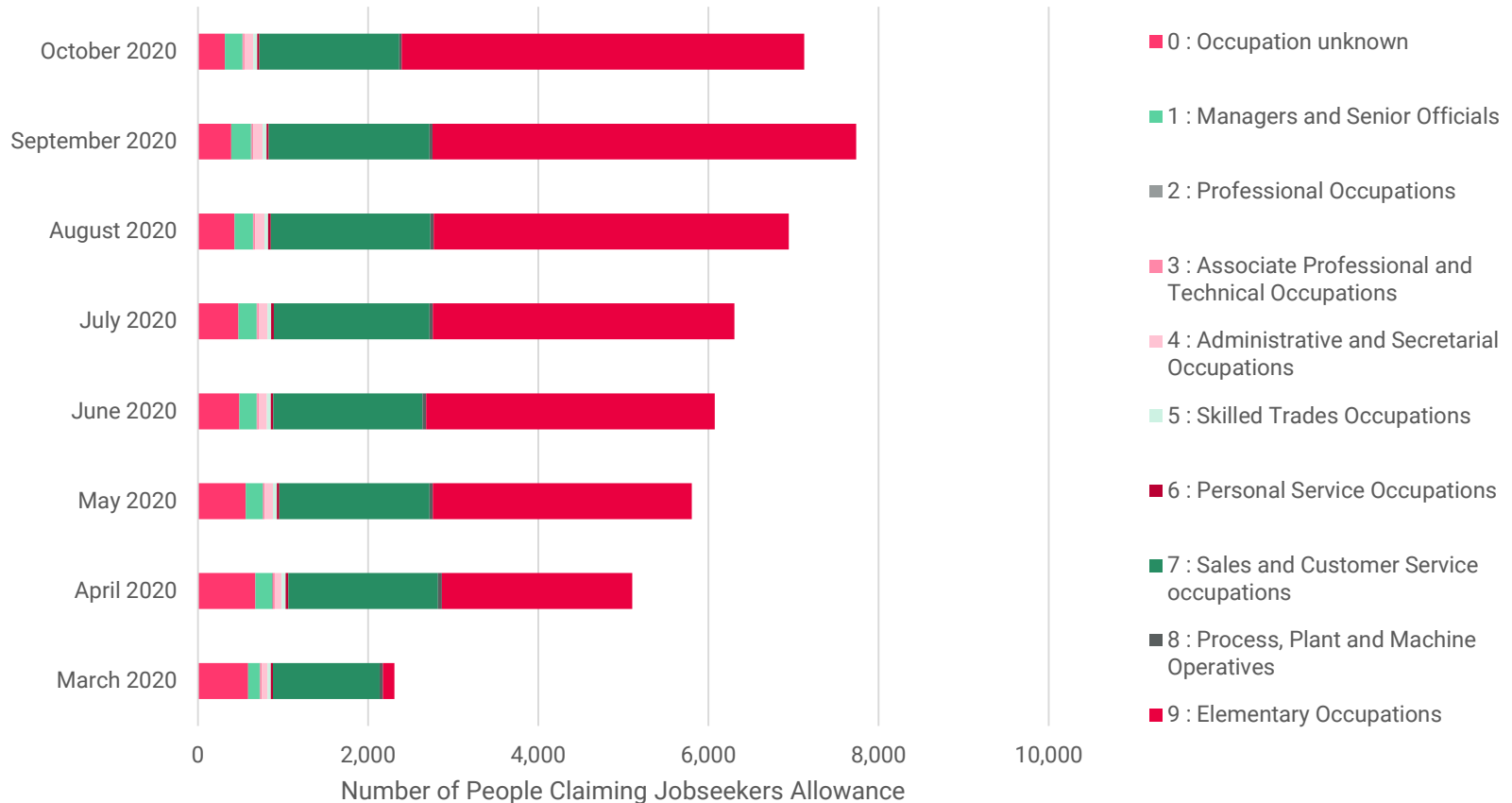
* The number of people claiming JSA and the number of people claiming Universal Credit required to seek work

Number of people claiming Jobseekers Allowance by duration



- In June the number of JSA claimants for 13 weeks or less saw a drastic rise of 610% from the beginning of the year, as detailed in the previous report. The number of claimants for 13 weeks or less has fluctuated over the last 4 months but is currently on the rise again, with an October total of 3,550. This is a 9% decrease on the June figure of 3,905.
- In contrast people claiming JSA for between 13 and 26 weeks saw a steep rise from June to August but the figures have begun to drop. As of October there were 1,730 claimants, which is still an increase of 100% compared with the June figure of 865 claimants.
- Recent months have also seen a rise in those claiming JSA for longer, with those between 52 weeks and 78 weeks seeing a 14% rise from 35 people in June to 40 people in October.

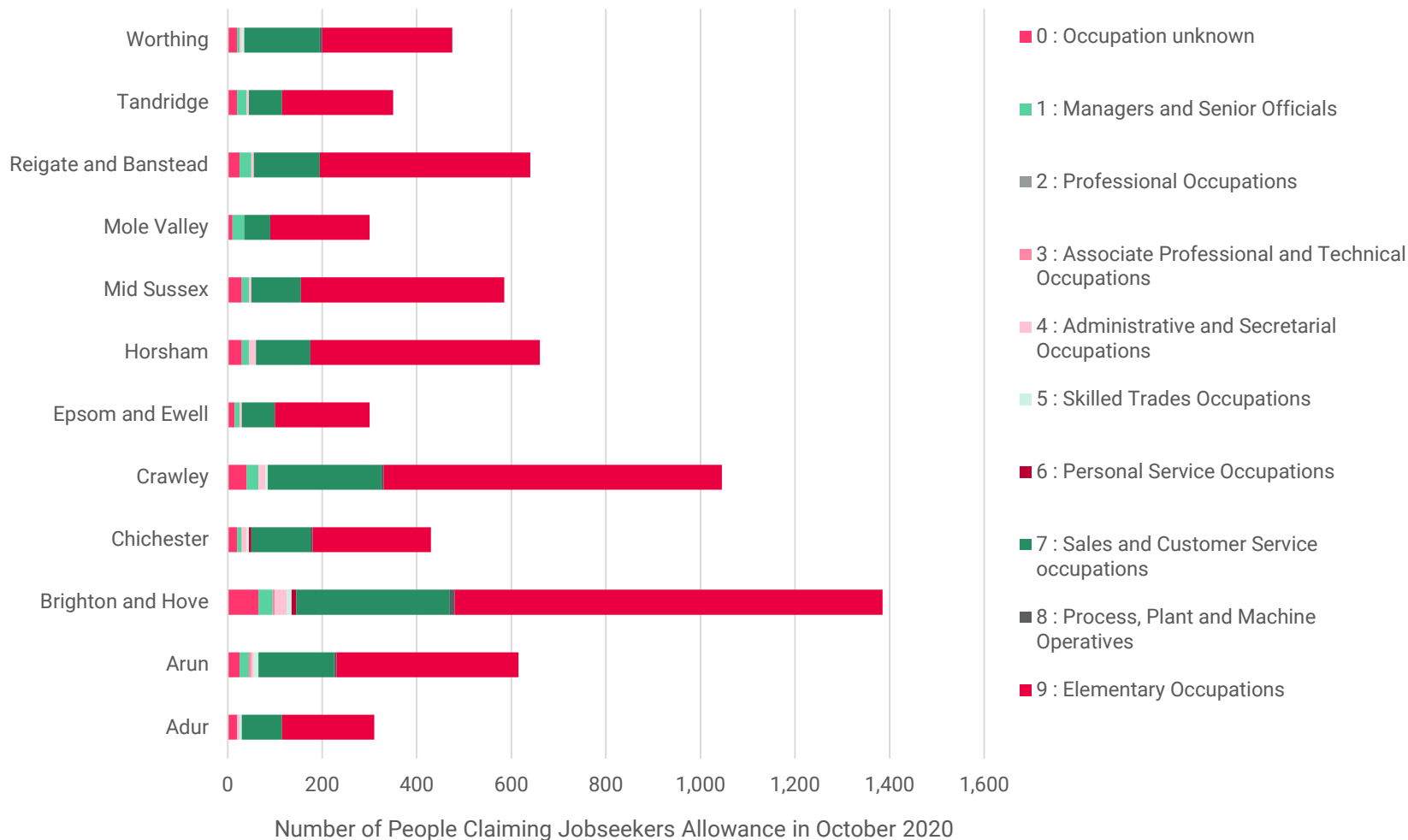
Number of people claiming Jobseekers Allowance by occupational area



- The number of people claiming JSA in Elementary Occupations increased from 3,545 in July to 4,730 in October, an increase of 33%
- There were 1,755 claims for JSA from Sales and Customer Service occupations in June, which increased steadily peaking at 1,890 in September, and then decreased 13% to 1,645 in October
- Claims by those from Manager and Senior Official occupations saw a similar trend, rising from 205 in June to 215 in July, and peaking at 230 in September, then falling 11% to 205 in October

Source: Office for National Statistics 2020
Occupational area data only available for JSA claimants

Number of people Claiming Job Seekers Allowance by Local Authority area

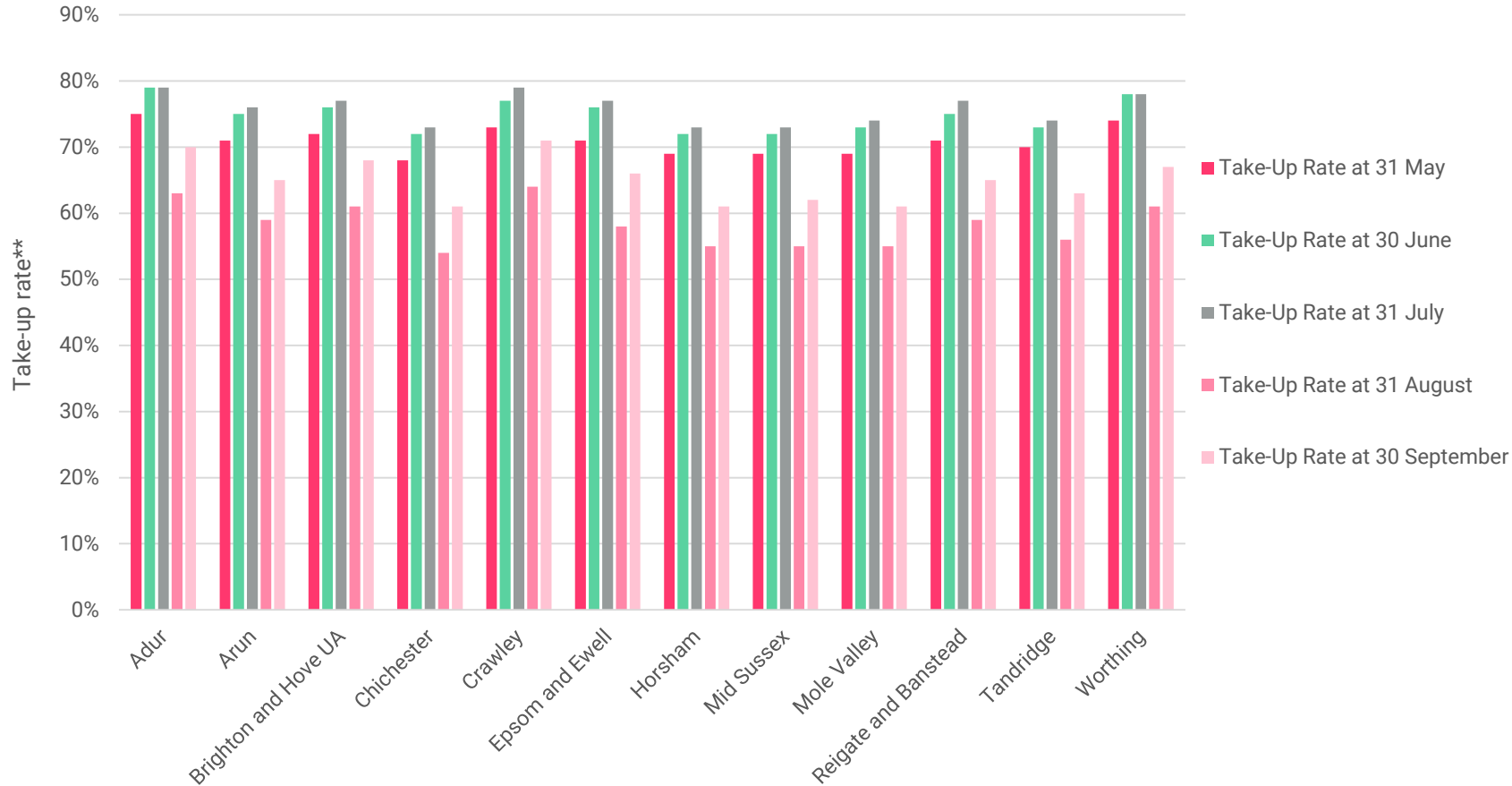


In October 2020, other than occupations unknown, the three occupational areas that stand out as having high numbers of people out of work across all Local Authorities in the area are:

- Elementary Occupations, with 4,730 claimants, 97% of which were in Elementary Construction Occupations (4,585)
- Sales and Customer Service occupations, with 1,645 claimants, 97% of which were Sales and Retail Cashiers (1,605)
- Manager and Senior officials, with 205 claimants, 92% of which were Corporate Manager and Senior Officials

Self Employment Income Support Scheme (SEISS)

Self Employment Income Support Scheme (SEISS) Take-up



- In the Coast to Capital area the number of claims peaked in July at 69,300 claims to the Self Employment Income Support Scheme (SEISS) in the area, with 76% of those eligible making a claim.
- All local authority areas had a take-up rate higher than 73% in July, with the highest claims in the Adur, Worthing and Crawley areas.
- The number of claims has now reduced to 59,700 in September, although this is still 65% of all those eligible making a claim. This is the same take-up rate at the South East and slight lower than across England at 67%.
- As of September Adur, Worthing and Crawley, as well as Brighton & Hove are the areas with the highest take-up rates, 67% and above.

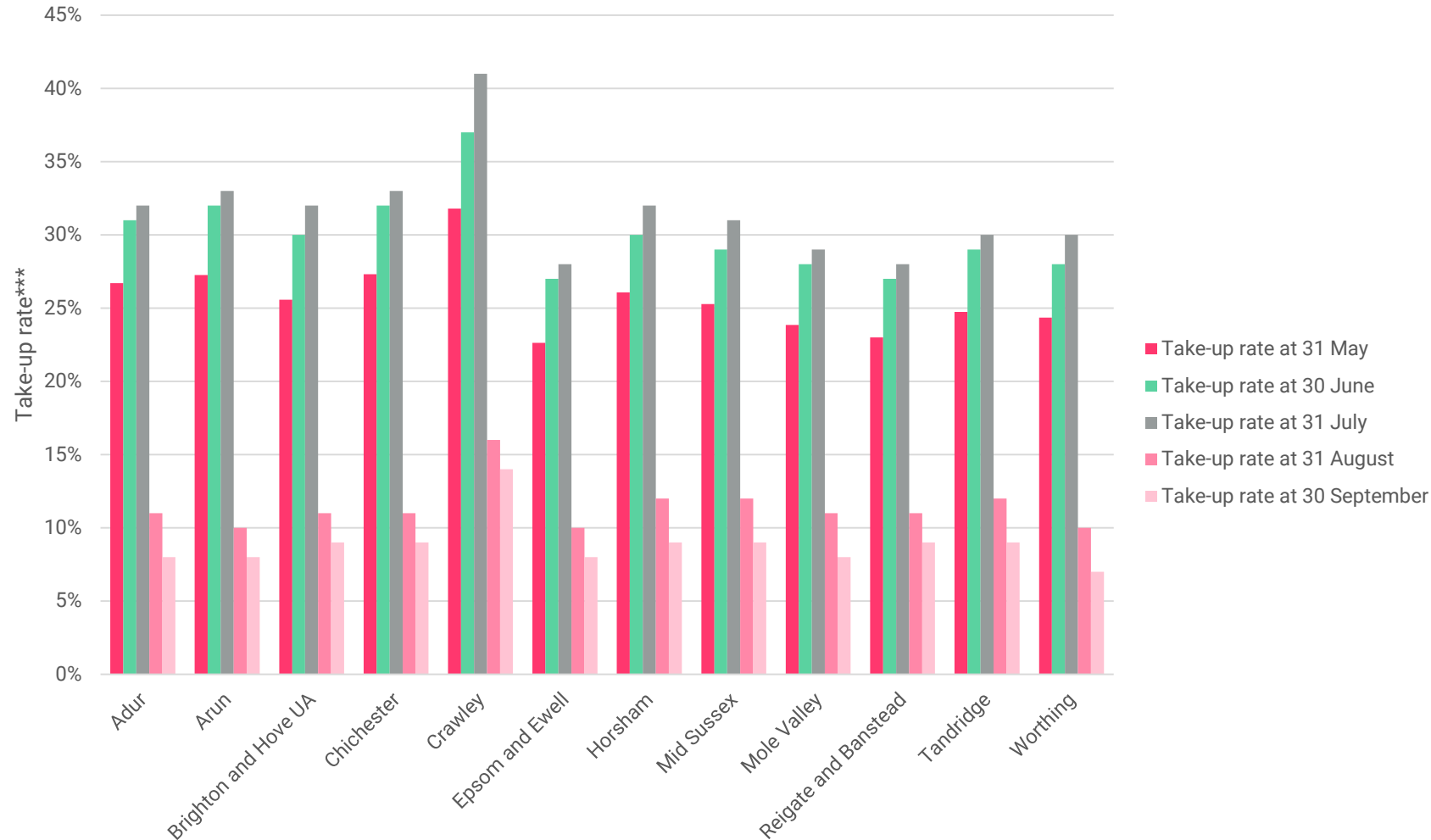
Source: HM Revenue and Customs Self-Employment Income Support Scheme linked to Self-Assessment taxpayer information, 2020

** Take-up rate calculated as the percentage of eligible individuals claiming against the SEISS scheme

Note: The data available to November 2020 only includes the figures up to and including September 2020

Coronavirus Job Retention Scheme (CVJRS)

Coronavirus Job Retention Scheme Take-up



- All areas in Coast to Capital area saw a peak in CVJRS claims during July 2020 with 32% of eligible employment on the scheme. The rate was the same across England, and the South East saw a lower take-up rate at 30%.
- The number of CVJRS claims has decreased rapidly in August and September, 12% and 9% respectively across the area. However, these figures remain higher than the England and South East figures, which both equal 10% in August and 8% in September.
- Crawley remains the area with the highest percentage of its eligible employments furloughed, peaking at 41% in July and then dropping to 14% in September.
- The remaining local authorities areas have seen a reduction to around the national and region percentages.

Source: HMRC CJRS and PAYE Real Time Information, 2020

*** Take-up rate calculated as the percentage of eligible employments claiming against the CVJRS scheme

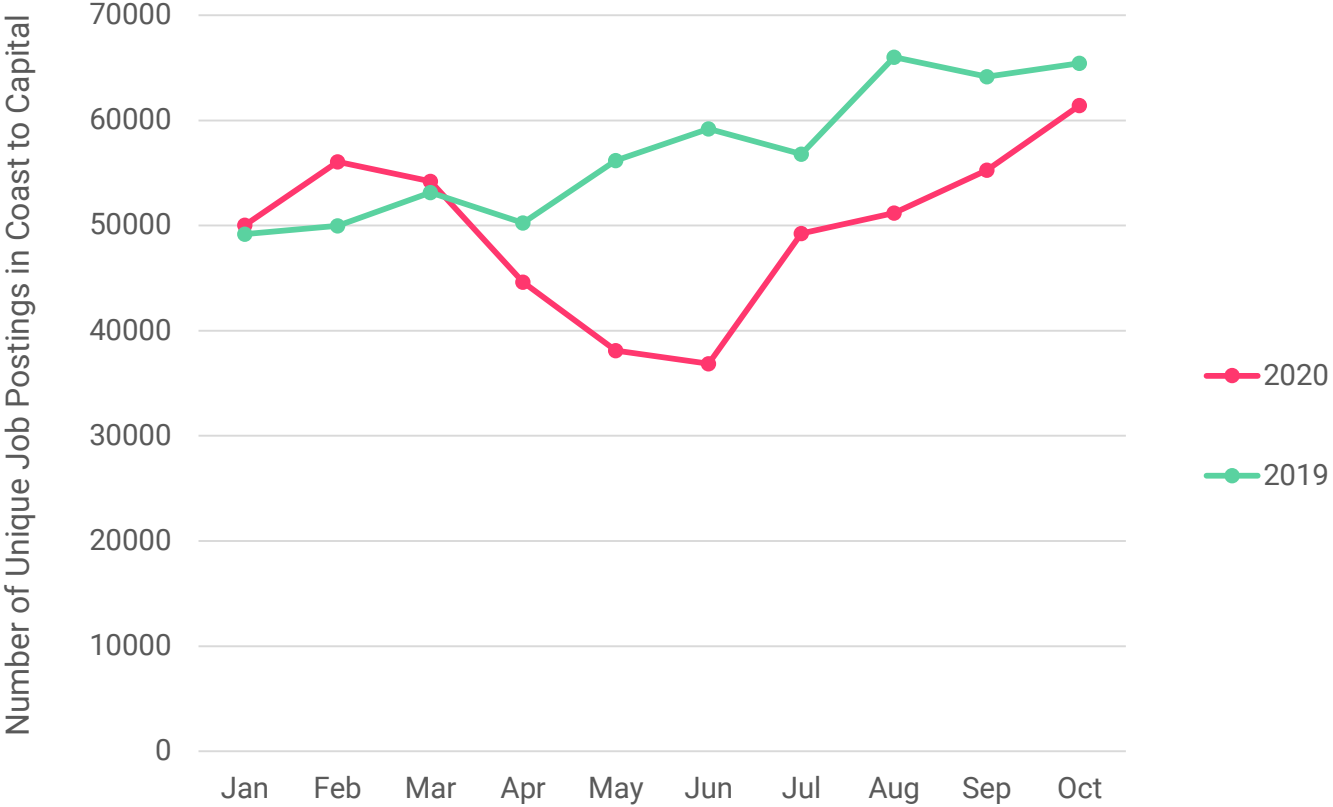
Note: The data available to November 2020 only includes the figures up to and including September 2020

Jobs and Skills

- in summary

- The number of jobs being advertised across all areas of Coast to Capital has dropped considerably since March 2020, with 32% less job adverts in June. This figure is higher than the South East average of 30% and that of England at 28%. Between June and October the number of jobs increased again across Coast to Capital by 36%, however job posting activity across the South East and England showed a greater recovery with increases of 38% and 37% respectively.
- The overall change in job postings between March and October was a decrease of 8% in Coast to Capital, whereas in the South East there were 4% less postings in October, and England only 1% less.
- Some local authority areas have seen an increase in unique jobs postings in October, which exceed the pre-Covid levels. This includes Horsham with a 47% increase on March figures and Adur with a 20% increase.
- Other local authorities continue to see a decrease in unique job postings between March and October with Mole Valley at -29%, Epsom and Ewell at -23%, Reigate and Banstead at 19% and Crawley at 17%.
- Jobs postings in some occupational areas have bounced back to near pre-Covid levels, including Health Professionals seeing a 31% rise in job postings from March to October and Caring Personal Service occupations seeing a 4% rise over the same period.
- Of the most advertised occupations there are those that continue to see fewer jobs postings than in March, including Administrative roles (-33%), Business and Public Service Associate Professionals (-26%), and Science, Research, Engineering and Technology Professional (-18%)
- Whilst many roles currently being advertised require specific skills for that profession, it is more important than ever that employers and jobseekers understand and recognise transferable skills. Communication is the most frequently required transferable skill by employers, however is missing in candidates workforce profiles.

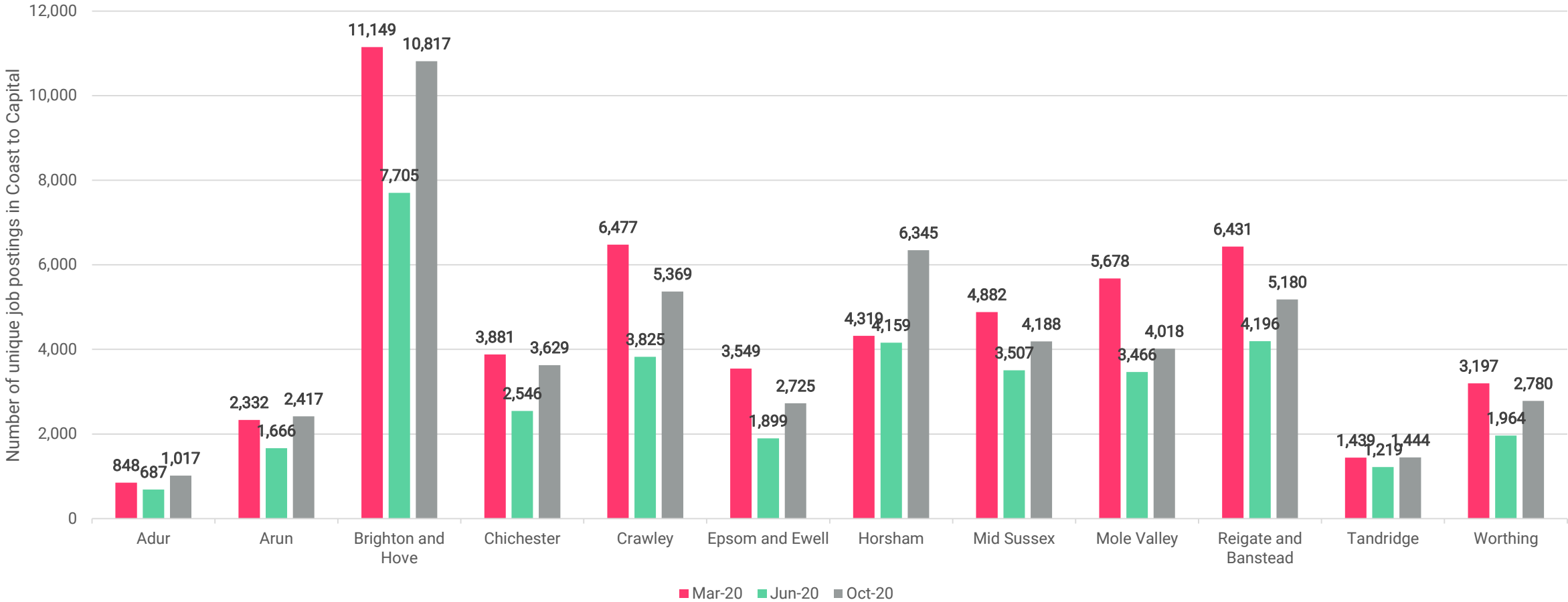
Job Posting Activity in Coast to Capital



- The median job posting duration in January 2020 was 33 days, compared to 30 days in June and 28 days in October, showing vacancies posted were most quickly filled in October
- In 2020 so far, June has had the lowest level of job posting activity, with 36,863 unique job postings in the region
- There was an increase of 34% from June to July 2020, with 49,242 job postings in July, followed by a steady increase in job postings between July and October of 25%
- There were 61,426 unique job postings in October 2020, 6% less than October 2019 when 65,437 unique jobs were listed

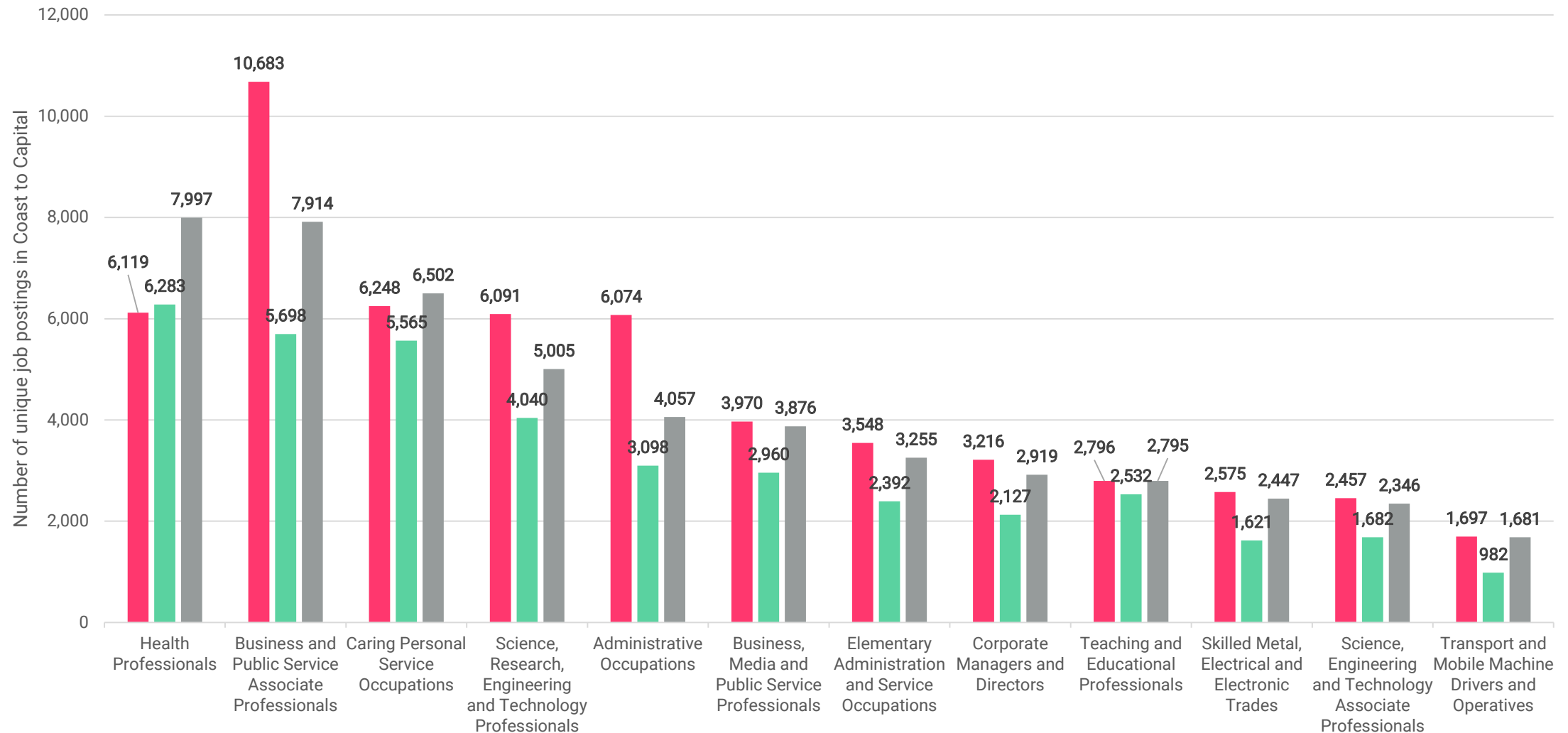
Job Posting Activity by Local Authority

March - October 2020



Source: Emsi Analyst 2020

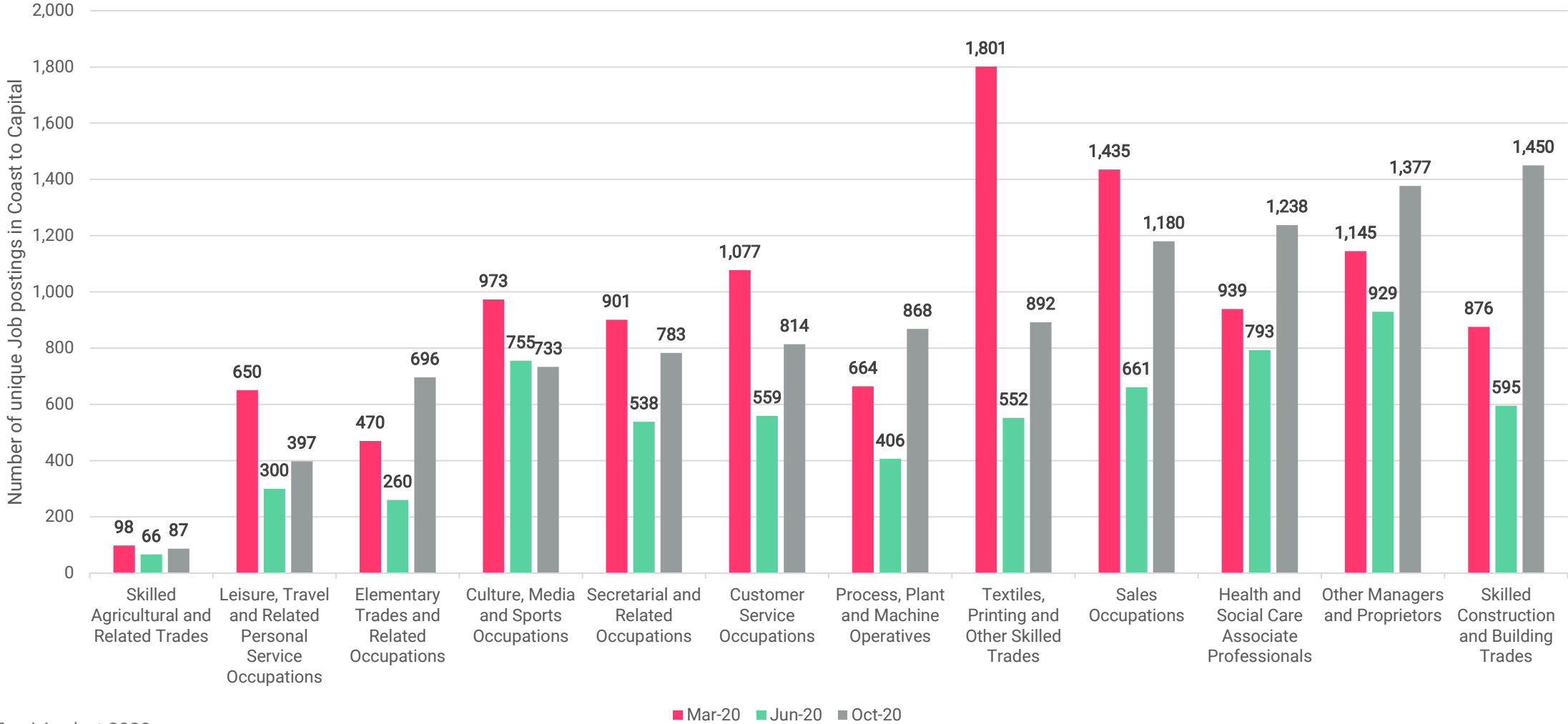
12 Most Advertised Occupations in October



Source: Emsi Analyst 2020
Occupations to 2-digit SOC code

■ Mar-20 ■ Jun-20 ■ Oct-20

12 Least Advertised Occupations in October



Source: Emsi Analyst 2020
Occupations to 2-digit SOC code

An Overview of Job Postings by Occupation in Coast to Capital

High recruiting occupations

Occupational roles that have been most advertised across Coast to Capital remain the same as identified in the previous report. In June all occupations areas, except Health Professionals had seen a significant downturn in job posting.

As of October some occupational roles have bounced back to near pre-Covid levels,

- Health Professionals – there were 6,119 job postings in March and 7,997 in October.
- Caring Personal Service occupations – there were 6,248 roles advertised in March and 6,502 in October.

The occupational roles that remain well below pre-Covid job postings levels include:

- Administrative occupations at 33% lower than in March.
- Business and Public Service Associate Professional at 26% fewer jobs postings than in March
- Science, Research, Engineering and Technology Professional job postings remain 18% lower than in March

Low recruiting occupations

This category includes jobs posting of under 1,400 jobs being advertised per occupational role in October 2020.

Several of the lower recruiting occupation areas have seen a bounce back exceeding pre-Covid job postings levels, including:

- Skilled Construction and Building Trades - there were 876 jobs postings in March rising to 1,450 in October
- Elementary Trades and Related Occupations – saw 470 jobs postings in March and 696 in October
- Health and Social Care Associate Professionals – there were 939 jobs postings in March and 1,238 in October

However, there remain other occupational roles that are still being severely impacted and continue to see a decrease in job availability, including:

- Textiles, Printing and Other Skilled Trades at 50% lower than in March
- Leisure, Travel and Related Personal Service Occupations with 39% fewer unique jobs postings than in March
- Culture, Media and Sports Occupations with 35% fewer jobs postings than in March.

A profile of the 12 most advertised occupations

It should be noted that these occupational areas have not changed since the last report.

Occupational area	Types of roles	Hard skills required	Common skills required
Health Professionals	Staff Nurse, Registered Nurse, Physiotherapist, Nurse Educator, Occupational Therapist, Mental Health Practitioners, Care Home Nurse, Dentist, GP, Surgeon	Nursing, Mental Health, Rehabilitation, Occupational Therapy, Psychology, Learning Disabilities, Surgeries, Nursing Care, Physical Therapy, Primary Care.	Communications, Management, Enthusiasm, Leadership, Innovation, Teaching, Mentorship, Career Development, Interpersonal Communications, Research
Business and Public Service Associate Professionals	Sales Executive, Negotiator, Business Process Consultant, Account Manager, Marketing Executive / Manager, Business Development Manager, Financial Planner, Sales Manager, Audit Manager	Business Development, Selling Techniques, Accounting, Key Performance Indicators (KPIs), Financial Services, Customer Relationship Management, Auditing, Account Management, Digital Marketing, Business to Business	Sales, Communications, Management, Customer Service, Detail Oriented, Innovation, Enthusiasm, Presentations, Microsoft Excel, Research
Caring Personal Service Occupations	Personal Care Assistant, Family Support Worker, Home Care Social Worker, Healthcare Assistant, Healthcare Worker, Personal Assistant, Behavioural Health Worker, Residential Support Staff, Patient Care Assistant, Mental Health Worker	Personal Care, Learning Disabilities, Nursing, Mental Health, Autism (Therapies), Home Care, Cooking, Social Support, Disabilities, Welfare	Communications, Empathy, Enthusiasm, Management, Patience, Trustworthy, Teamwork, Career Development, Interpersonal Communications, Leadership
Science, Research, Engineering and Technology Professionals	Software Engineer, C/C++ Developer, .NET Developer, Web Developer, Front-End Developer, Mechanical Engineer, PHP Developer, Staff Software Developer, Java Developer, Cloud Engineer Architect	Agile Software Development, JavaScript, C#, SQL, .NET Framework, Cascading Style Sheets, Software Development, HTML, Software Engineering, Microsoft Azure	Communications, Management, Innovation, Problem Solving, Infrastructure, Leadership, Enthusiasm, Operations, Detail Oriented, Research

A profile of the 12 most advertised occupations

It should be noted that these occupational areas have not changed since the last report.

Occupational area	Types of roles	Hard skills required	Common skills required
Administrative Occupations	Accounting Assistant, Accountant, Training Administrator, Credit Manager, Office Administrator, Bookkeeper, Sales Administrator, Accounts Administrator, Administrative Assistant	Accounting, Auditing, Association of Chartered Certified Accountants (ACCA), Bookkeeping, Reconciliation, Credit Control, Financial Services, Ledgers (Accounting), Bank Reconciliations, Management Accounting	Communications, Management, Detail Oriented, Sales, Customer Service, Microsoft Excel, Enthusiasm, Filing, Microsoft Office, Operations
Business, Media and Public Service Professionals	Surveyors, Project Manager, Home Care Social Worker, Commercial Lawyer, Private Banker, Solicitor, Business Analyst (Computer and Mathematical), Quality Assurance Engineer (Architecture and Engineering), Litigation Manager, Compliance Manager	Social Work, Business Development, Project Management, Auditing, Surveying, Agile Software Development, Risk Management, Procurement, Accounting, Financial Services	Communications, Management, Detail Oriented, Leadership, Innovation, Research, Sales, Problem Solving, Enthusiasm, Presentations
Elementary Administration and Service Occupations	Cleaner, Residential Security Officer, Warehouse Assembler, Window Cleaner, Catering Assistant, Kitchen Assistant, Cleaning Technician, Kitchen Worker, Customer Service Assistant, Member Service Representative	Warehousing, Restaurant Operation, Mopping, Food Preparation, Patrolling, Cooking, Maid Services, Guarding, Personal Protective Equipment, Welfare	Customer Service, Communications, Detail Oriented, Management, Cleanliness, Enthusiasm, Hospitality, Verbal Communication Skills, Sales, Unloading
Corporate Manager and Directors	Store Manager, Finance Manager, Staffing Manager, Operator Assistant, Deputy Directors, Operations Manager, Project Manager, Director of Finance, Manufacturing Manager	Key Performance Indicators (KPIs), Forecasting, Procurement, Auditing, Accounting, Budgeting, Business Development, Performance Management, Supply Chain, Operations Management	Management, Leadership, Communications, Sales, Customer Service, Operations, Innovation, Problem Solving, Enthusiasm, Influencing Skills

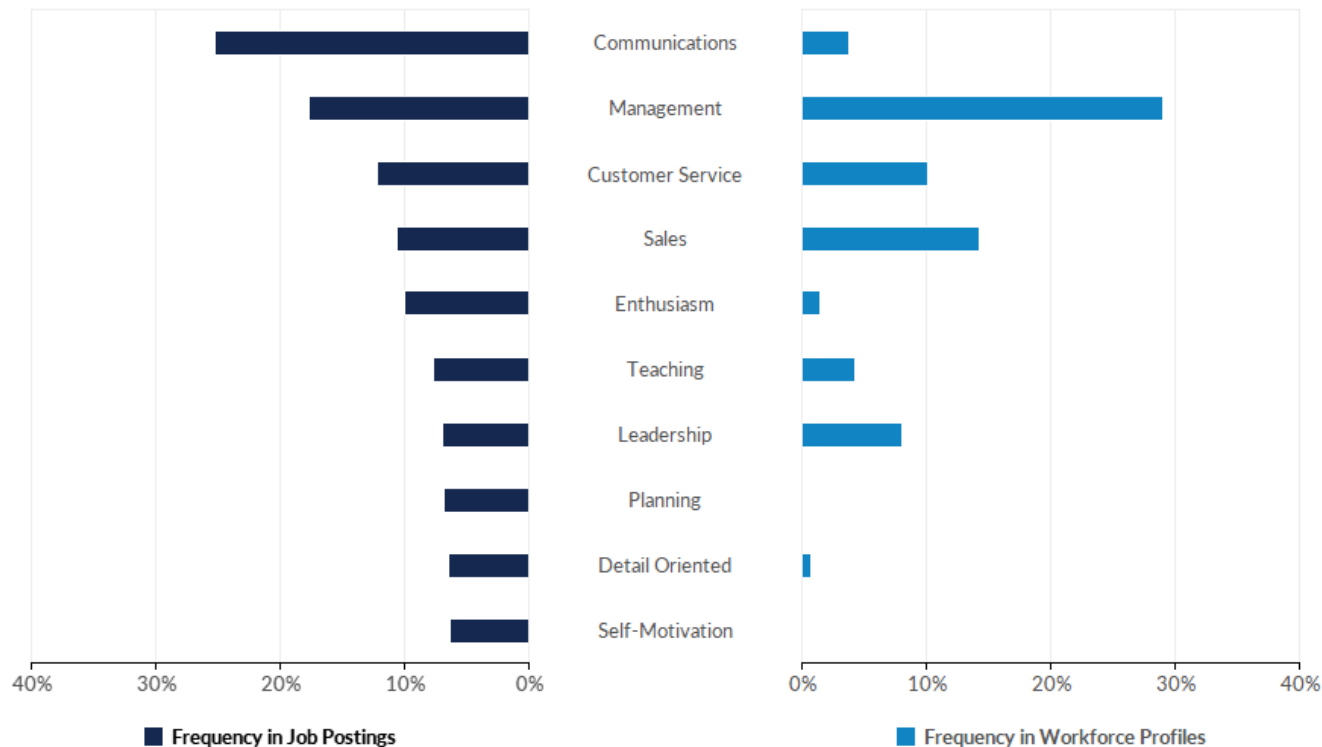
A profile of the 12 most advertised occupations

It should be noted that these occupational areas have not changed since the last report.

Occupational area	Types of roles	Hard skills required	Common skills required
Teaching and Educational Professionals	Teacher, Lecturer, Head Start Teacher, English as a Second Language (ESL) Teacher	Welfare, Child Protection, National Curriculum, Classroom Management, Autism (Therapies), Curriculum Development, Mental Health, Lesson Planning	Teaching, Enthusiasm, Management, Communications, Mathematics, Leadership, Innovation, Parent Communication, Resilience, Empathy
Science, Engineering and Technology Associate Professionals	Vehicle Technician, Mechanical Engineer, IT Support Analysts, Computer Aided Design (CAD) Technician, Systems Administrator, Radio Frequency Technician, Automotive Sales Service Advisor, Process Technician (Production), Commissioning Engineer, Science Technician	Help Desk, Mechanical Engineering, AutoCAD, Technical Support, Mechanics, Operating Systems, Active Directory, Windows Servers, Good Manufacturing Processes, Auditing	Communications, Customer Service, Management, Problem Solving, Detail Oriented, Enthusiasm, Troubleshooting (Problem Solving), Operations, Mathematics, Infrastructure
Skilled Metal, Electrical and Electronic Trades	Vehicle Technicians, Mechanical Engineer, Electronics Engineer, Service Engineer, Electricians, Maintenance Engineer (Installation, Maintenance and Repair), Air Quality Engineer, Engineering Mechanic, Structural Fitter, Maintenance Mechanic	Mechanics, HVAC, Field Service Management, Electrical Engineering, Electronic Engineering, Mechanical Engineering, Electronics, Electrical Wiring, Building Services Engineering, Electronic Design	Communications, Customer Service, Management, Problem Solving, Infrastructure, Operations, Innovation, Enthusiasm, Detail Oriented, Sales
Transport and Mobile Machine Drivers and Operatives	HGV/Large Goods Vehicle Driver, Delivery Driver, Transport Driver, Bus Driver, Delivery Leader, Furniture Delivery Driver, Forklift Operator, Driving Instructor	Forklift Truck, Warehousing, Personal Protective Equipment, Collections, Palletizing, School Transport, Trunking, Manual Handling, Risk Analysis, Stock Control	Customer Service, Communications, Unloading, Enthusiasm, Professionalism, Interpersonal Communications, Calmness Under Pressure, Teamwork, Detail Oriented, Resilience

Most common transferable skills required in Coast to Capital

Top Common Skills



The chart shows the top 10 transferable skills that companies are identifying as required for the roles they are currently advertising (see frequency in job postings) against the frequency with which people apply for jobs are stating they have these skills (see frequency in workforce profiles).

It identifies that although businesses feel that communication, enthusiasm and detail orientated are much needed skills, not many people are stating that these are particular skills they have within their CVs.

The data identifies that there's a mismatch in current transferable skills with higher numbers of senior level people in the unemployment pool with management and leadership skills, which are in less demand at the moment.


There has been a rise in job postings that require self-motivation and this may be due to more job roles currently being undertaken from home. However, individuals are not currently identifying this as a skills when seeing employment.

Overview of Impact on the Labour Market and Skills





This section summarises the key impacts of COVID-19 on the labour market, the availability of jobs and the skills needs in the Coast to Capital area, and demonstrates how the Coast to Capital Skills Strategy and Action Plan addresses the key impacts of COVID-19.

Overall, the key impacts have remained the same as those within the previous version of this report.



Overview of the Impact on people and skills

	Impact	Skills Action Plan areas of support
	<p>Young people are particularly vulnerable to unemployment, as can be seen by the rise in benefits claimants.</p>	<p>FINDING OUT ABOUT WORK Supporting young people to find out about and gain more experience of the world of work to improve their future career outcomes.</p> <p>STARTING OUT IN WORK A renewed focus on getting young people in the class of 2020 and beyond into work to avoid a generation of high youth unemployment.</p> <p>GETTING BACK INTO WORK Supporting people back into work, specifically those who have lost their jobs as a result of COVID-19, with a focus on those who may face a particular disadvantage such as such as younger and older workers, those with low level skills or in places significantly affected by the crisis.</p>

Overview of the Impact on people and skills

	Impact	Skills Action Plan areas of support
	Figures show a significant rise in people aged 25 to 49 facing unemployment	GETTING BACK INTO WORK Supporting people back into work, specifically those who have lost their jobs as a result of COVID-19, with a focus on those who may face a particular disadvantage such as such as younger and older workers, those with low level skills or in places significantly affected by the crisis.
	<p>All local authority areas continue to see significant numbers of people claiming benefits, and the percentage increase in claimants across the area is higher than the national figure</p> <p>With large numbers of people remain on the Coronavirus Job Retention Scheme. Plus claimant figures could be set to rise once the scheme concludes.</p>	
	Lower skilled roles have been hard hit	
	Job postings analysis shows that common skills/transferable skills are not effectively being identified by job seekers	

Overview of the Impact on people and skills

	Impact	Skills Action Plan areas of support
	Self employed people have been hard hit and are reliant on government support schemes	<p>GETTING BACK INTO WORK Supporting people back into work, specifically those who have lost their jobs as a result of COVID-19, with a focus on those who may face a particular disadvantage such as such as younger and older workers, those with low level skills or in places significantly affected by the crisis.</p> <p>GROWING, RETAINING AND TRAINING THE WORKFORCE Helping businesses understand their current and future skills and workforce needs and to build engagement with their existing workforce to ensure the business has the skills it needs to recover, build resilience and grow.</p>
	Recruitment across the area has remains low for many occupational areas.	<p>GROWING, RETAINING AND TRAINING THE WORKFORCE Helping businesses understand their current and future skills and workforce needs and to build engagement with their existing workforce to ensure the business has the skills it needs to recover, build resilience and grow.</p> <p>MAKING THE MOST OF DIGITAL Helping business owners and owner managers to understand the role that digital technology can have in the success of their business, particularly in the recovery from COVID-19.</p>

Overview of the Impact on people and skills

	Impact	Skills Action Plan areas of support
	<p>There are opportunities within certain sectors and occupations that are continuing to recruit significant numbers.</p>	<p>GROWING, RETAINING AND TRAINING THE WORKFORCE Helping businesses understand their current and future skills and workforce needs and to build engagement with their existing workforce to ensure the business has the skills it needs to recover, build resilience and grow.</p> <p>WORKING TOGETHER Bringing businesses and education providers together to build a better understanding of current and future skills needs and to develop collaborative approaches.</p> <p>MAKING THE MOST OF DIGITAL Helping business owners and owner managers to understand the role that digital technology can have in the success of their business, particularly in the recovery from COVID.</p>

Coast to Capital

This report was prepared by
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