

Coast to Capital

COVID-19 Skills and Labour
Market Impact Assessment

June 2021



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Introduction

This Skills and Labour Market Impact Assessment report has been 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.

It is a high level report that sits alongside the Skills and Labour Market Study we published in 2019, both of which have informed the Coast to Capital Skills Strategy and Action Plan in our Local Skills Report.

The report uses the latest data available to us at the time of writing and shows the situation as at March 2021 for the majority of the data sets, compared to the situation as at October 2020, in the last report. We will review and update this report on a quarterly basis to reflect the fast changing nature of the environment we are currently in.

In this report we look at the impact on people's employment status, the change in the availability and types of jobs on offer and the main skills that businesses are currently looking for. We also demonstrate how the Skills Strategy and Action Plan sets out to address the impact of COVID-19.

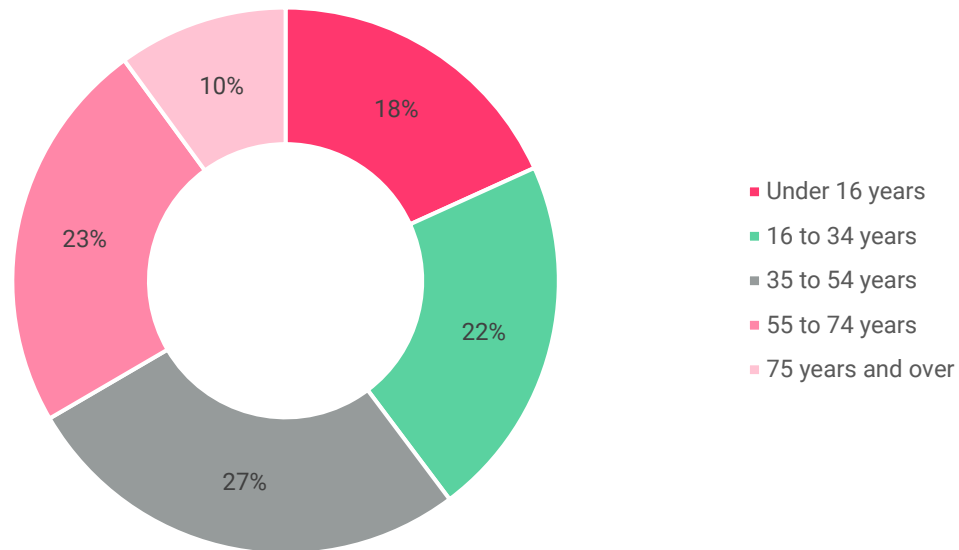
People

- in summary

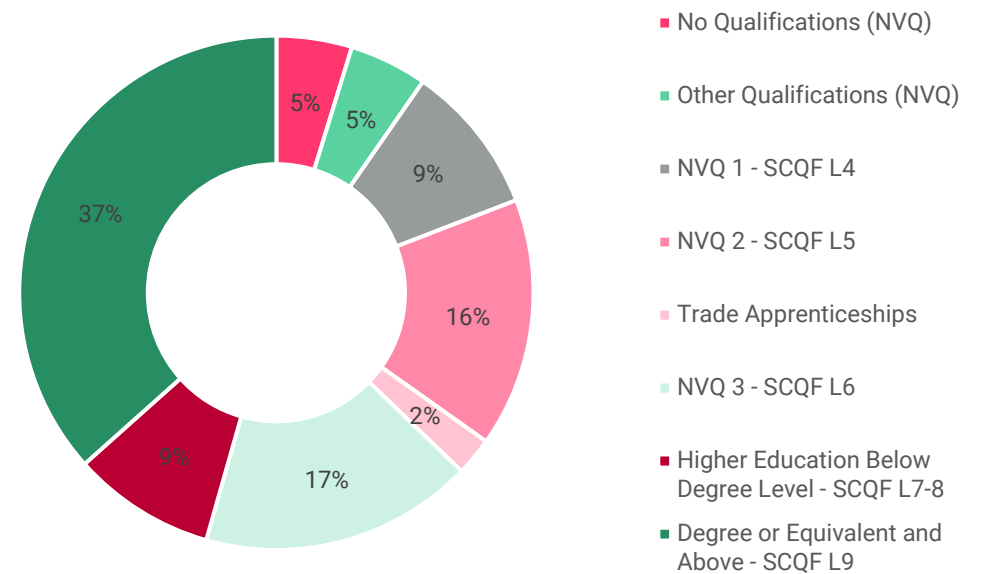
- February and March 2021 have the highest job seekers claimant figures to date, 52,830 and 53,085 respectively. This exceeds the peak months in 2020 which were May (51,580) and August (51,625).
- The increase in claimants between January and March was greater in Coast to Capital (6%) than in the South East and England (both 5%).
- Between October 2020 and March 2021 the number of claimants rose in all local authority areas except Horsham (-1%). Crawley remains the worst affected local authority area with a 14% rise in this period.
- Previously, there was a steep rise in the number of young people claiming benefits (194% between March – October 2020). Since that time this age group has seen a further slight increase in claimants of 2% from October 2020 to March 2021.
- Since October 2020, the highest increase in claimants has been in the 50+ age group, with an additional 9% making claims.
- Lower skilled roles remain worst affected with the number of people claiming Jobseekers Allowance in Elementary Occupations remaining high at 4,405 in March 2021, compared to 4,730 in October. 2020.
- The number of claims for the Self Employment Income Support Scheme (SEISS) dropped to 1 percentage point below the South East figure of 48% in May 2021. However, some areas continue to have a high take up rate, including Crawley (55%), Adur (52%) and both Brighton and Hove and Worthing (50%)
- As of March 2021 the number of furloughed staff in the Coast to Capital stood at 107,000 of eligible employments. At 16% this remains higher than the average for England and the South East, both at 14%.

Coast to Capital Demographics

Age

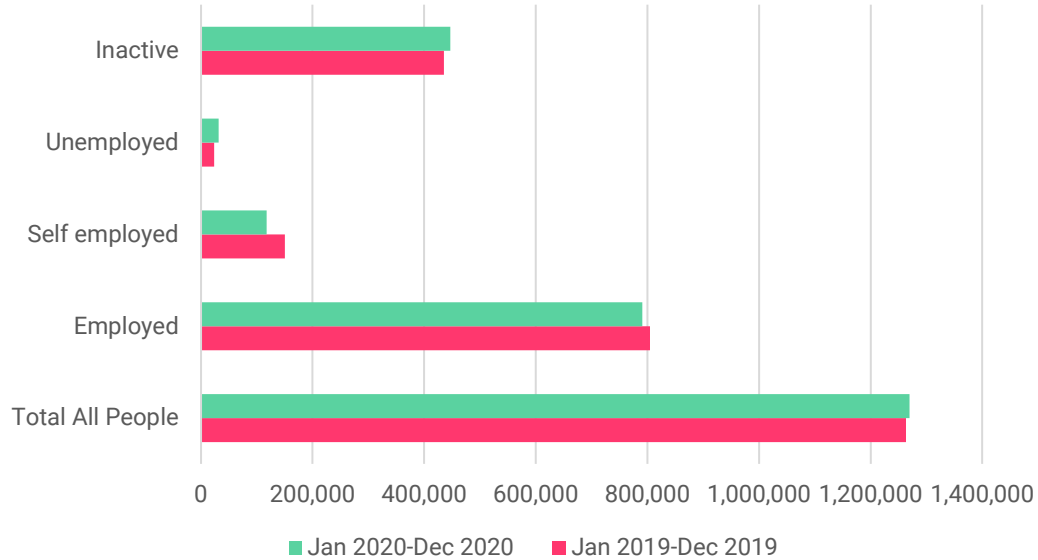


Educational Attainment (as a % of the overall population)

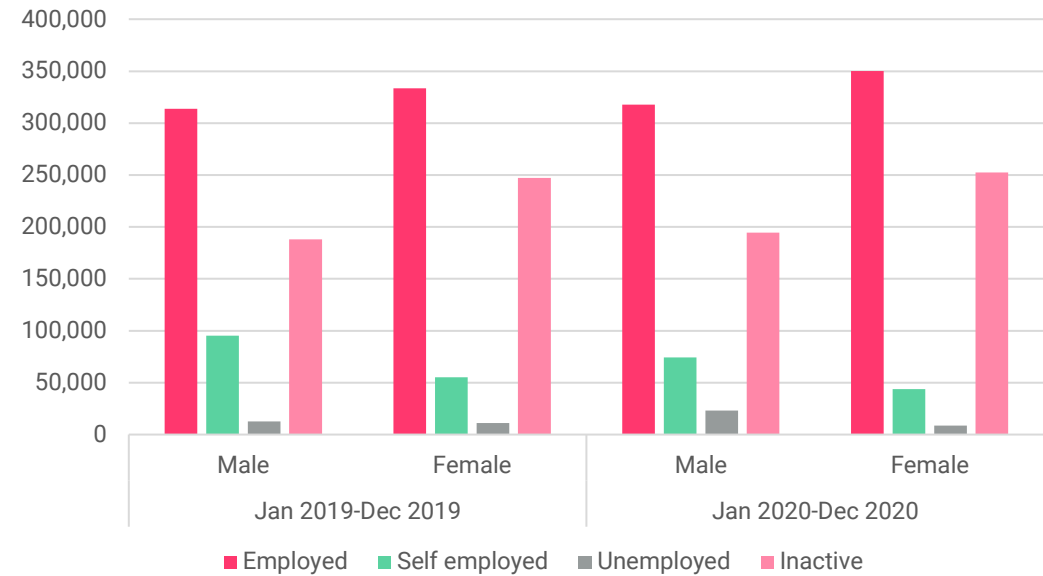


Coast to Capital Demographics

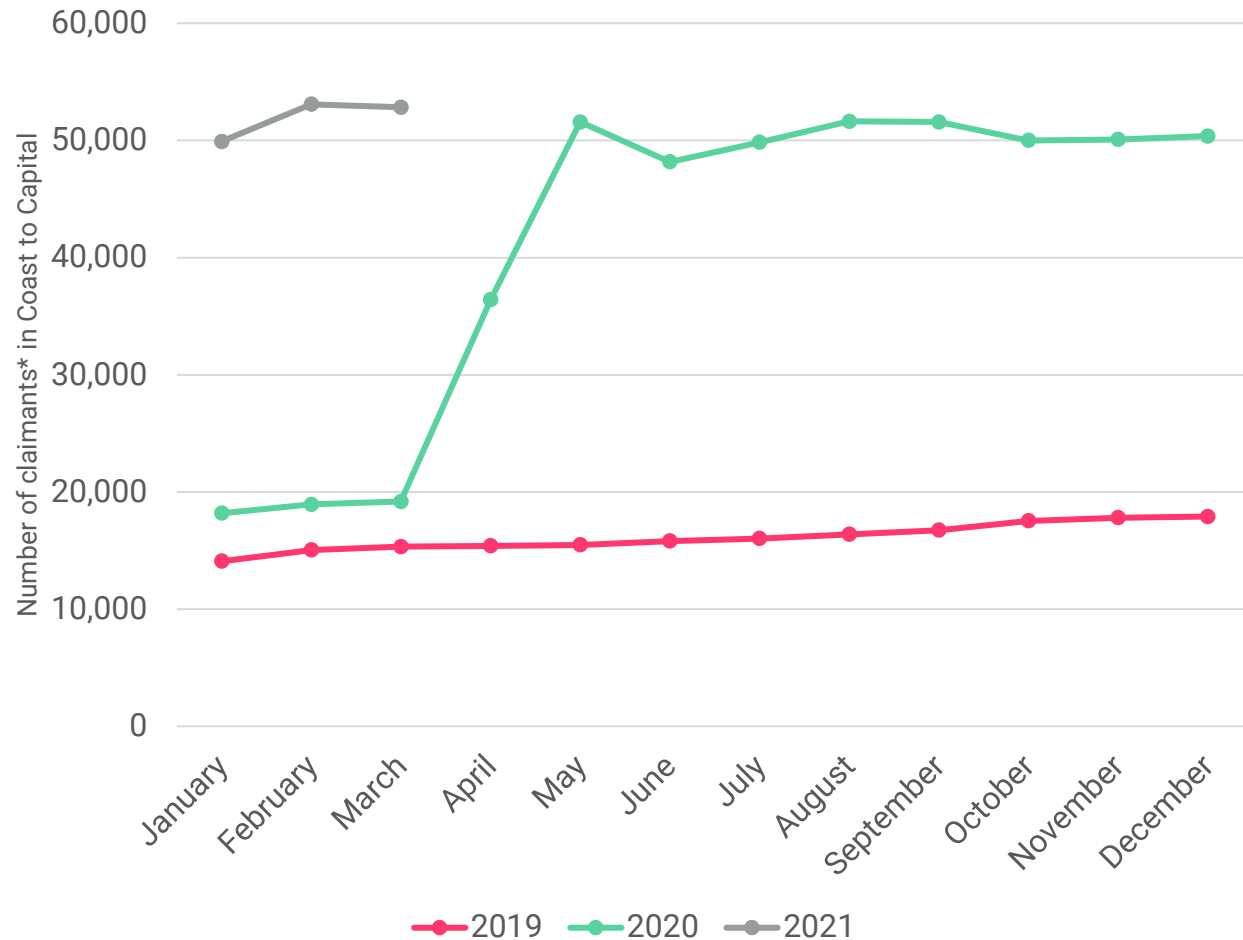
Employment Status



Employment Status by Gender



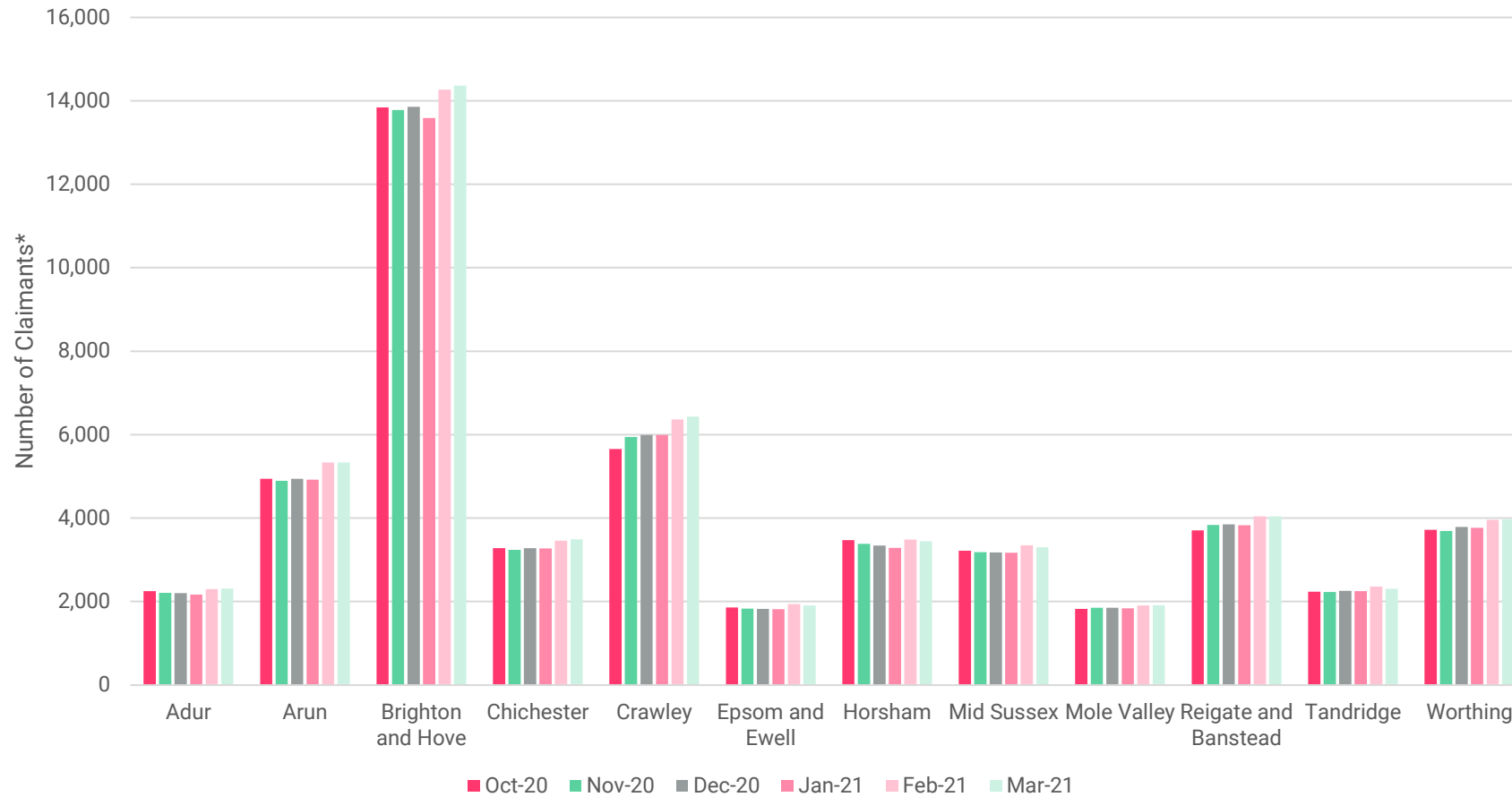
Number of job seekers claiming benefits



- From October 2020 claimant numbers remained steady (within 1%) through November and December, and into January 2021.
- In 2021, the number of claimants increased by 6% from 49,915 in January to 52,580 in March.
- March and February 2021 have the highest claimant figures to date, exceeding the peak months in 2020 which were May (51,580) and August (51,625).
- In the South East, and across England, there was a similar trend, with claimant numbers increasing at the beginning of 2021, however the increase between January and March was greater in Coast to Capital (6%) than in the South East and England (both 5%).
- This is likely due to the third lockdown which began in November, however until the end of December most of Coast to Capital was in Tier 2, meaning many businesses including retail and hospitality were able to operate under restrictions. This may explain the increase in claimants from January 2021.

* The number of people claiming JSA and the number of people claiming Universal Credit required to seek work
Source: Nomis, 2021

Number of job seekers claiming benefits by Local Authority



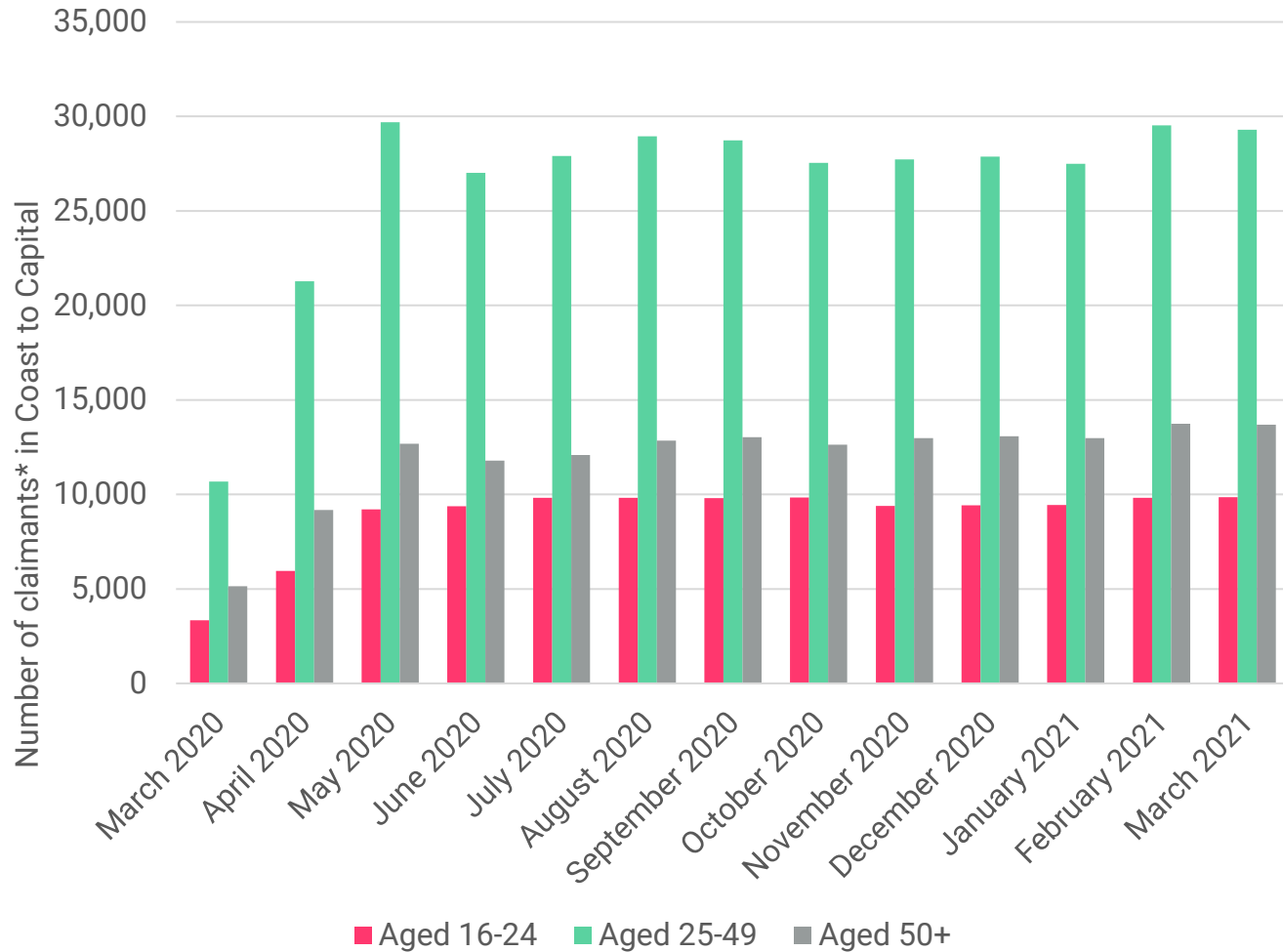
	% Change Oct 2020 to Mar 2021
Adur	3%
Arun	8%
Brighton and Hove	4%
Chichester	7%
Crawley	14%
Epsom and Ewell	3%
Horsham	-1%
Mid Sussex	2%
Mole Valley	5%
Reigate and Banstead	9%
Tandridge	3%
Worthing	7%

Highest
 Lowest

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

Source: Nomis, 2021

Number of job seekers claiming benefits by age

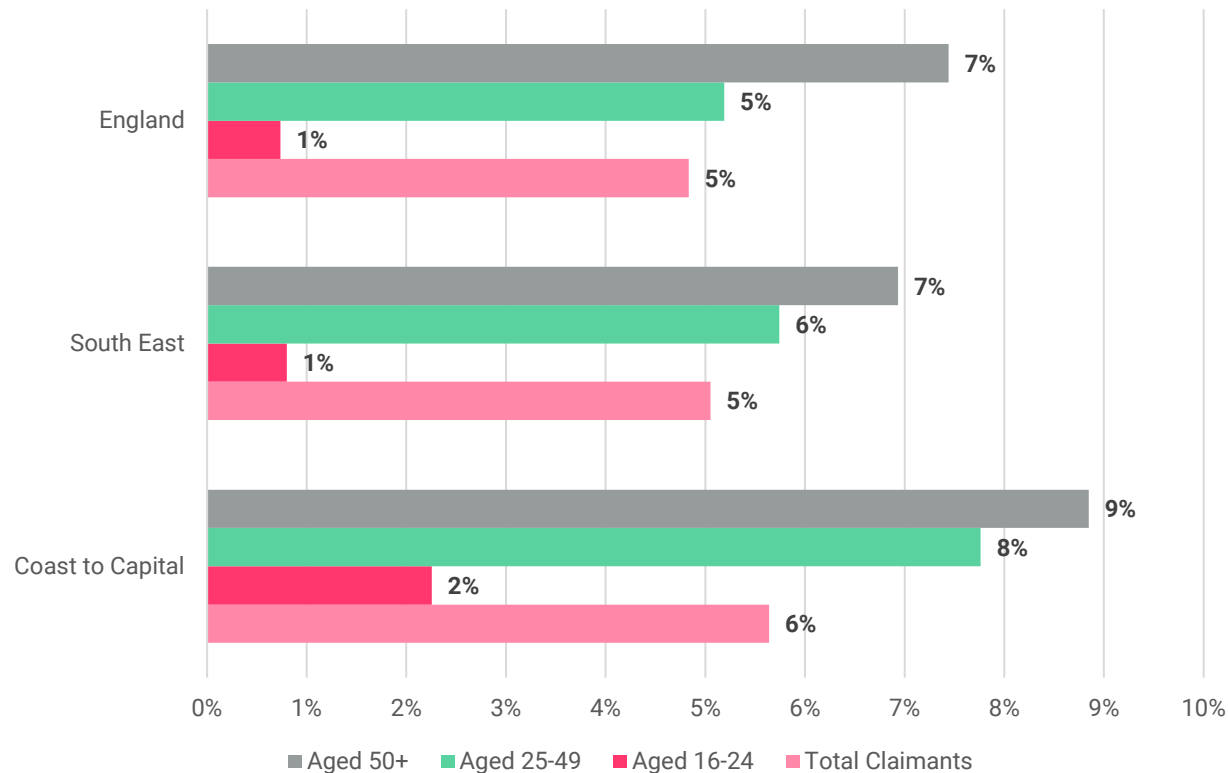


- In Coast to Capital people aged 16-24 saw a steep rise in benefits claimed between March and October 2020 (194%) from 3,350 in March to 9,835 in October. However, since then the figures have remained steady at 9,850 claiming benefits in March 2021.
- Updated data shows that claims for people aged 25 - 49 rose by 158% from March to October 2020, from 10,680 to 27,540. Claimant numbers for this age group then remained steady until February 2021 when they increased to 29,515. There was a nominal decline in March 2021 to 29,285. From October 2020 to March 2021 claimants in this age group increased by a further 6%.
- The updated data identifies claims for people aged 50+ rose between March and October 2020 by 146%, from 5,145 to 12,635. As at March 2021 there are now 13,690 people in this age range claiming benefits, an increase of 9% since October 2020.

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

Number of job seekers claiming benefits by age

% increase in claimants between Oct 2020 and March 2021

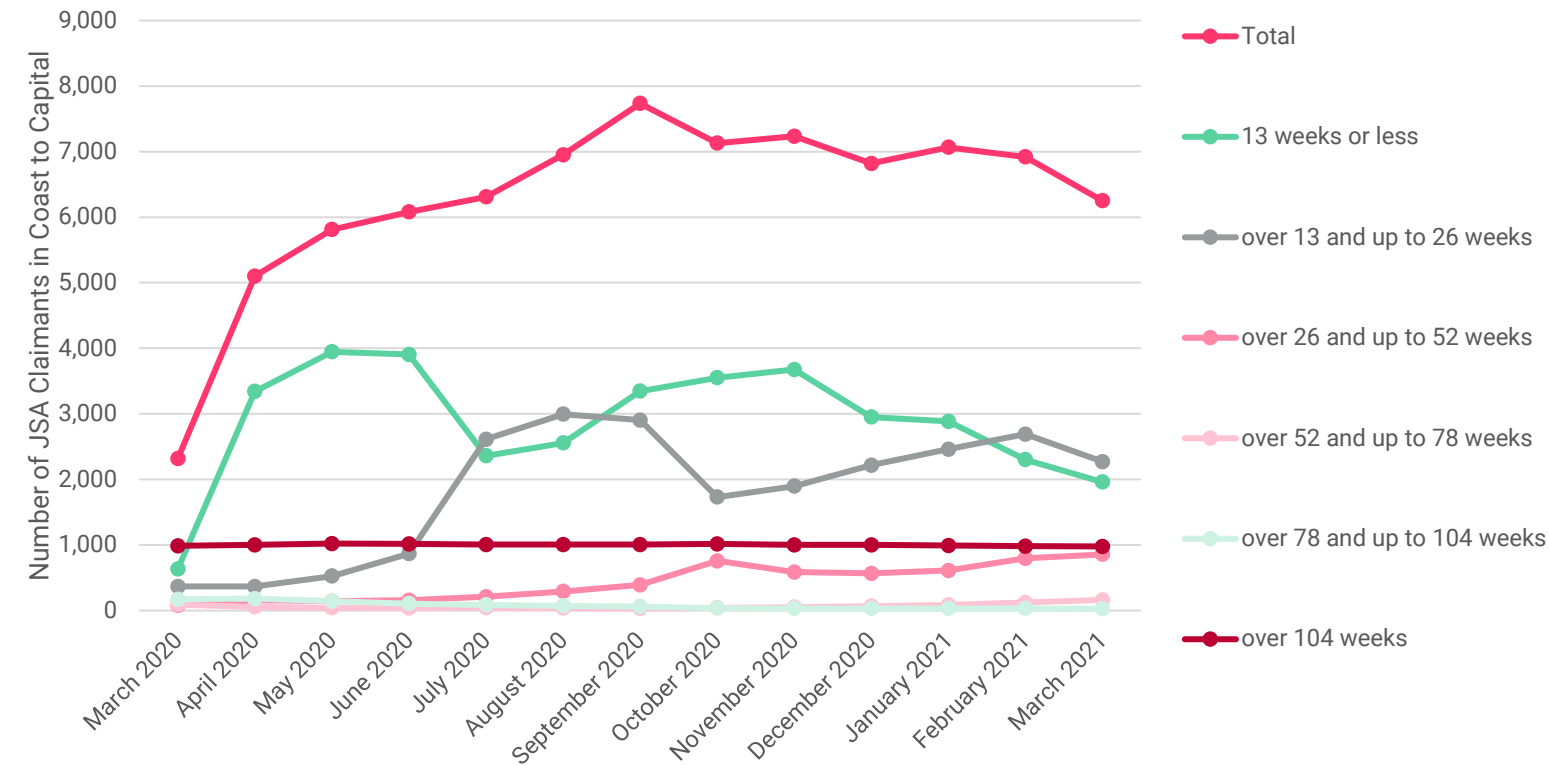


- Previous reports identified a dramatic increase in claimants in the Coast to Capital area from March to October 2020 of 161%. Since that time, the area has seen a further rise of 6% to March 2021.
- The Coast to Capital area continued to see a higher increase in claimants than in the South East and England, both with a 5% increase from October 2020 to March 2021.
- The highest increase in claimants in all three geographies since October 2020 was in the 50+ age group, with a 9% increase in Coast to Capital, and 7% increase in both the South East and across England.

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

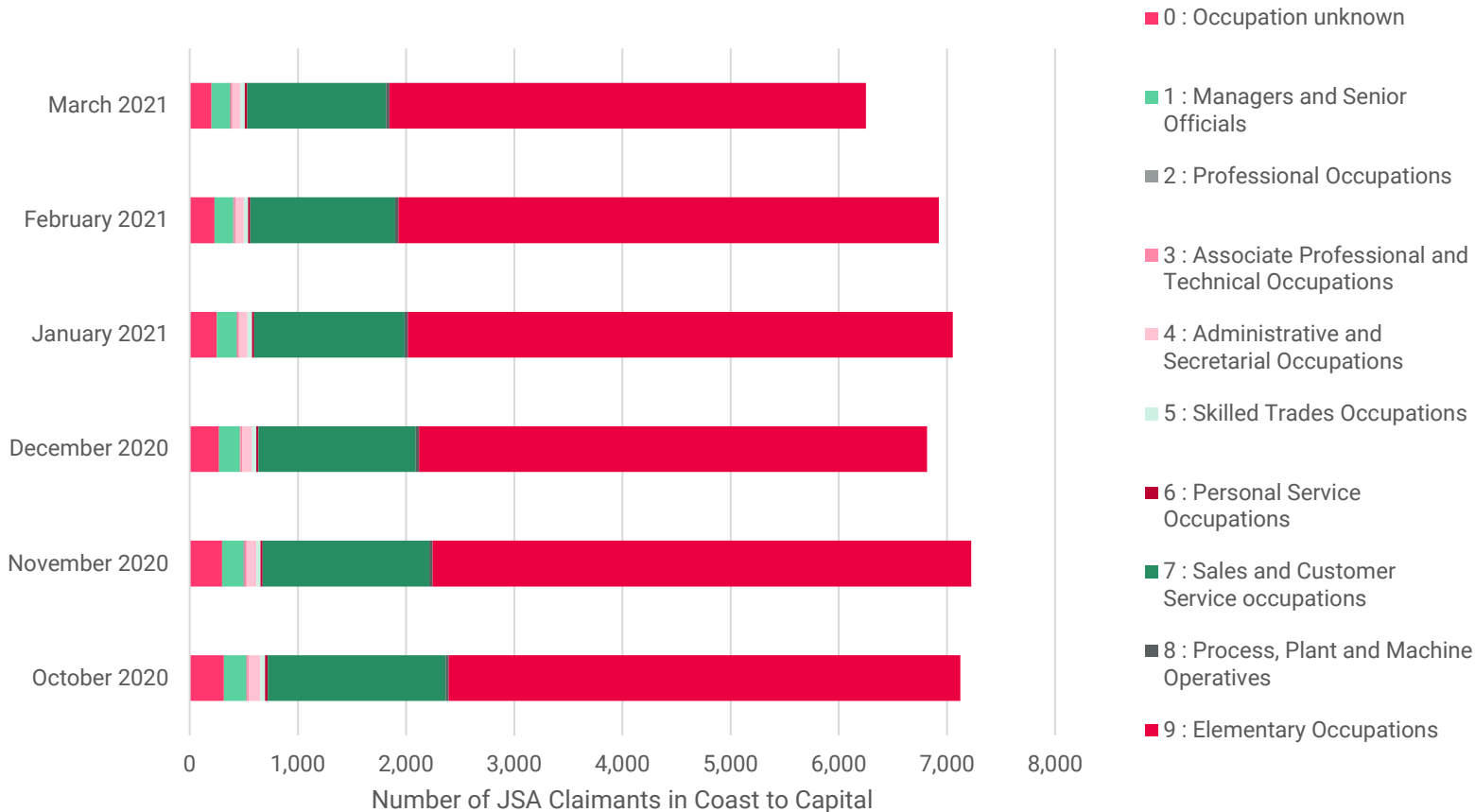
Source: Office for National Statistics 2020

Number of people claiming Jobseekers Allowance (JSA) by duration



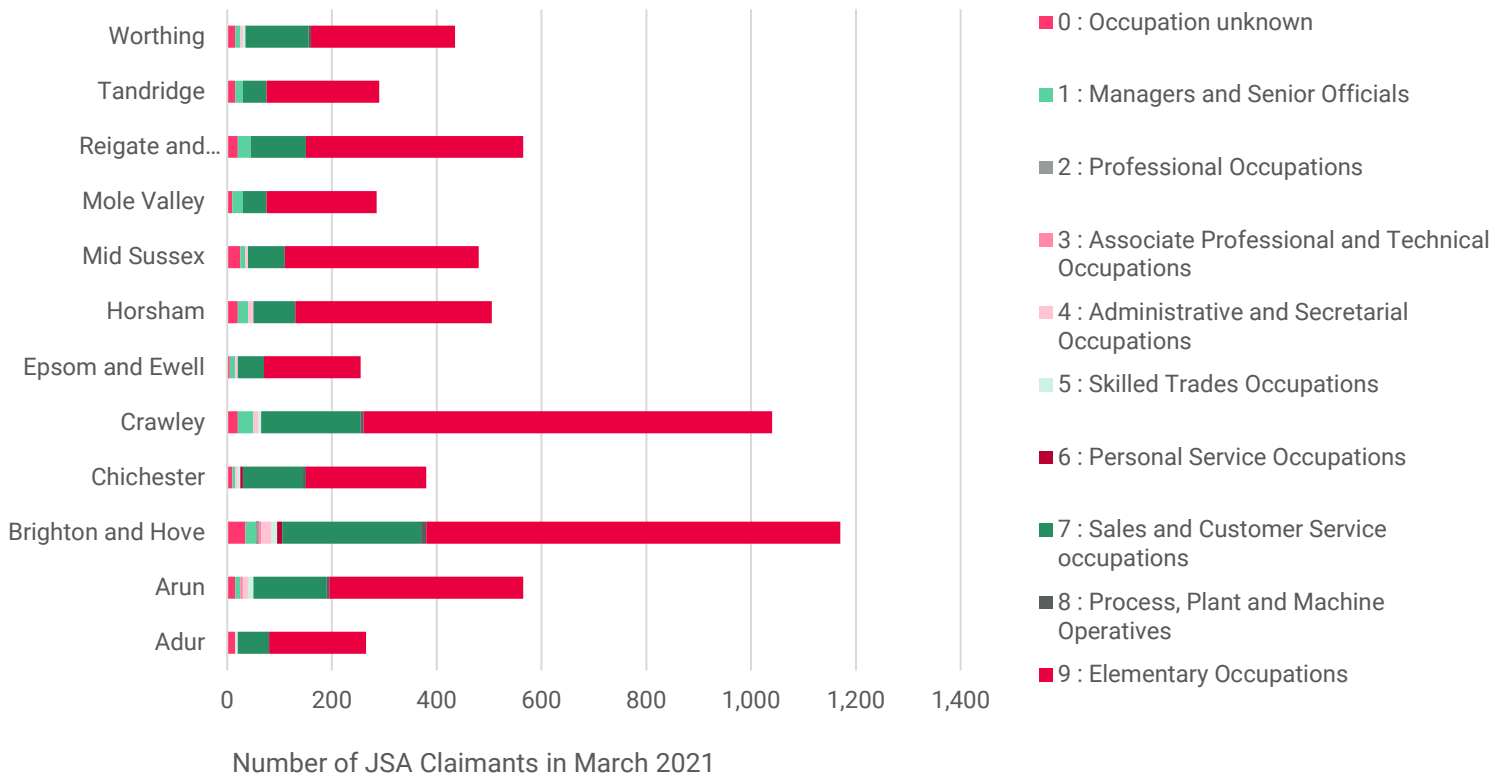
- The number of JSA claimants for 13 weeks or less saw a drastic rise in numbers at the beginning of the pandemic, with a 610% rise in June since the beginning of the year. Figures then dropped over the summer, increasing again in the Autumn and peaking in November 2020. From October 2020 to March 2021 there was a decrease in claims from 3,550 to 1,960 (-45%)
- In contrast people claiming JSA for between 13 and 26 weeks saw a 31% rise from October 2020 to March 2021, from 1,730 to 2,270 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 2020 to 40 in October 2020.
- The largest percentage rise comes from those claiming JSA for over 52 weeks and up to 78 weeks, increasing 300% from October 2020 to March 2021, from 40 to 160 claimants.

Number of people claiming Jobseekers Allowance (JSA) by occupational area



- Previously, the number of people claiming JSA in Elementary Occupations had increased from 135 in March 2020 to 4,730 in October 2020, a 3404% rise. Since October there has been a 7% decrease in the figures to 4,405 claimants in March 2021.
- Between October 2020 and March 2021 all occupations have seen a decrease in claimants. The largest include unknown occupations (-37%), Administrative and Secretarial (-29%) and Sales and Customer Services (-22%).

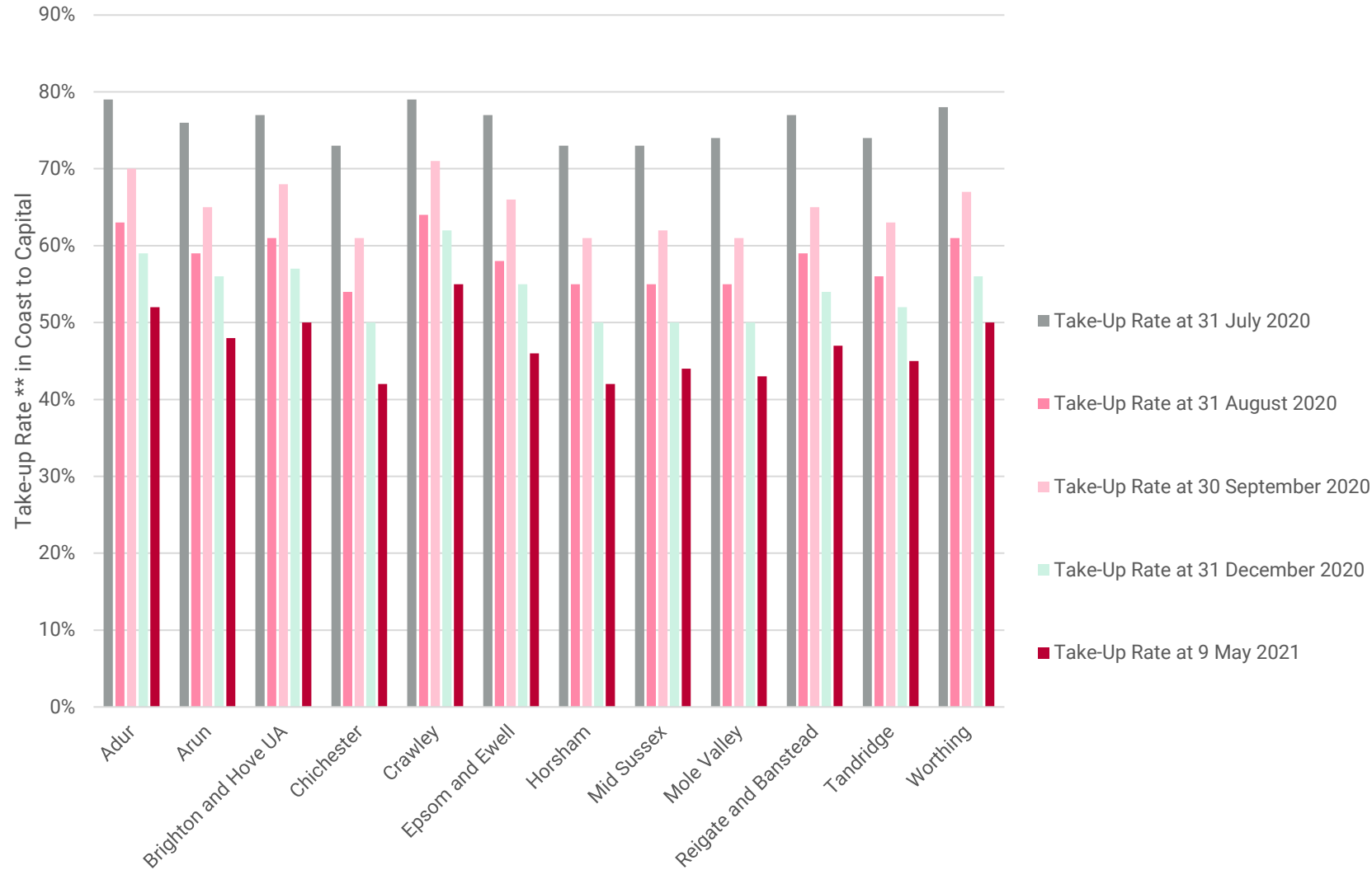
Number of people claiming Jobseekers Allowance (JSA) by Local Authority area



Other than occupations unknown, the three occupational areas that continue to stand out as having high numbers of people out of work across all Local Authorities in the area are:

- Elementary Occupations – this remains the highest occupational area where people are claiming benefits, with a slight decrease of 7% in claimant numbers from October 2020 (4,730) to March 2021 (4,405). 4,295 of which were from Construction Elementary Occupations (4,295).
- Sales and Customer Service occupations have seen a reduction in claimants since October 2020, going from 1,645 to 1,285 claimants in March 2021, a reduction of 22%.
- Managers and Senior Officials have also seen a reduction since October 2020. Going from 205 claimants to 170 in March 2021, a decrease of 17%

Self Employment Income Support Scheme (SEISS)



- Since the number of claims for SEISS peaked in July 2020 the figure has significantly reduced, going from 69,300 claims to 42,900 in May 2021 (-38%). However, 47% of those eligible were still claiming in May 2021.
- As of 9 May 2021 the take-up rate in Coast to Capital was 47% compared to 48% in the South East, and both slightly lower than the rate across England at 50%.
- May 2021 figures show that all local authority areas in Coast to Capital had a take-up rate exceeding 42%, with the highest rates in Crawley (55%), Adur (52%), Brighton and Hove (50%) and Worthing (50%).

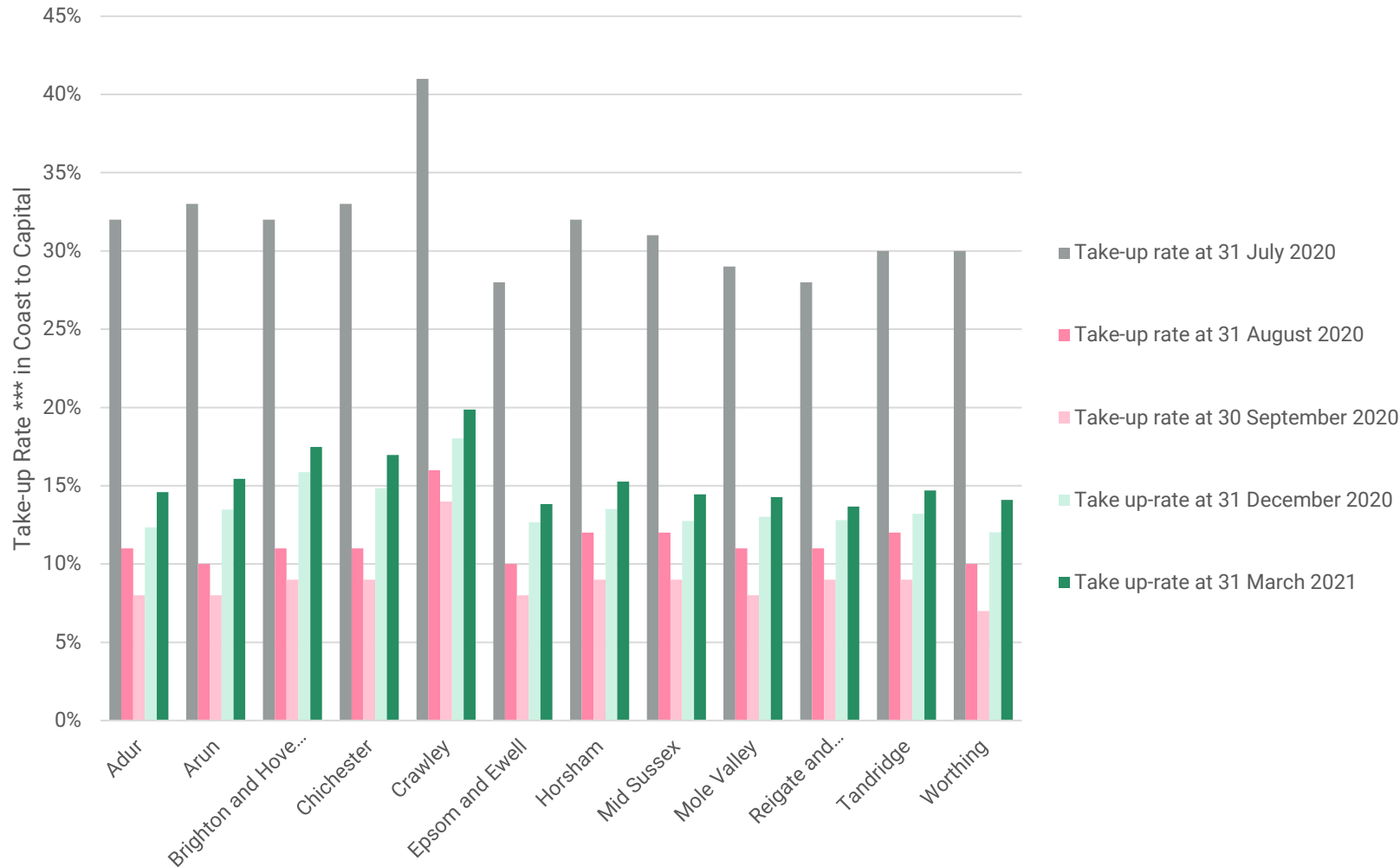
Source: HM Revenue and Customs Self-Employment Income Support Scheme linked to Self-Assessment taxpayer information, 2021

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

Note: The latest verified data available is for claims to 09 May 2021

Coronavirus Job Retention Scheme (CVJRS)

Coronavirus Job Retention Scheme Take-up



- Since all areas in Coast to Capital saw a peak in CVJRS claims during July 2020, with 32% of eligible employments being claimed for on the scheme, there was a decrease to just 9% in September. However, due to the third lockdown figures rose again with 16% of all eligible employments furloughed in March 2021.
- The take-up rate in March 2021 was slightly higher than England and the South East, both at 14%.
- Crawley remained the area with the highest percentage of its eligible employments furloughed at 20%. Closely followed by Brighton & Hove and Chichester, both at 17%.

Source: HMRC CJRS and PAYE Real Time Information, 2021

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

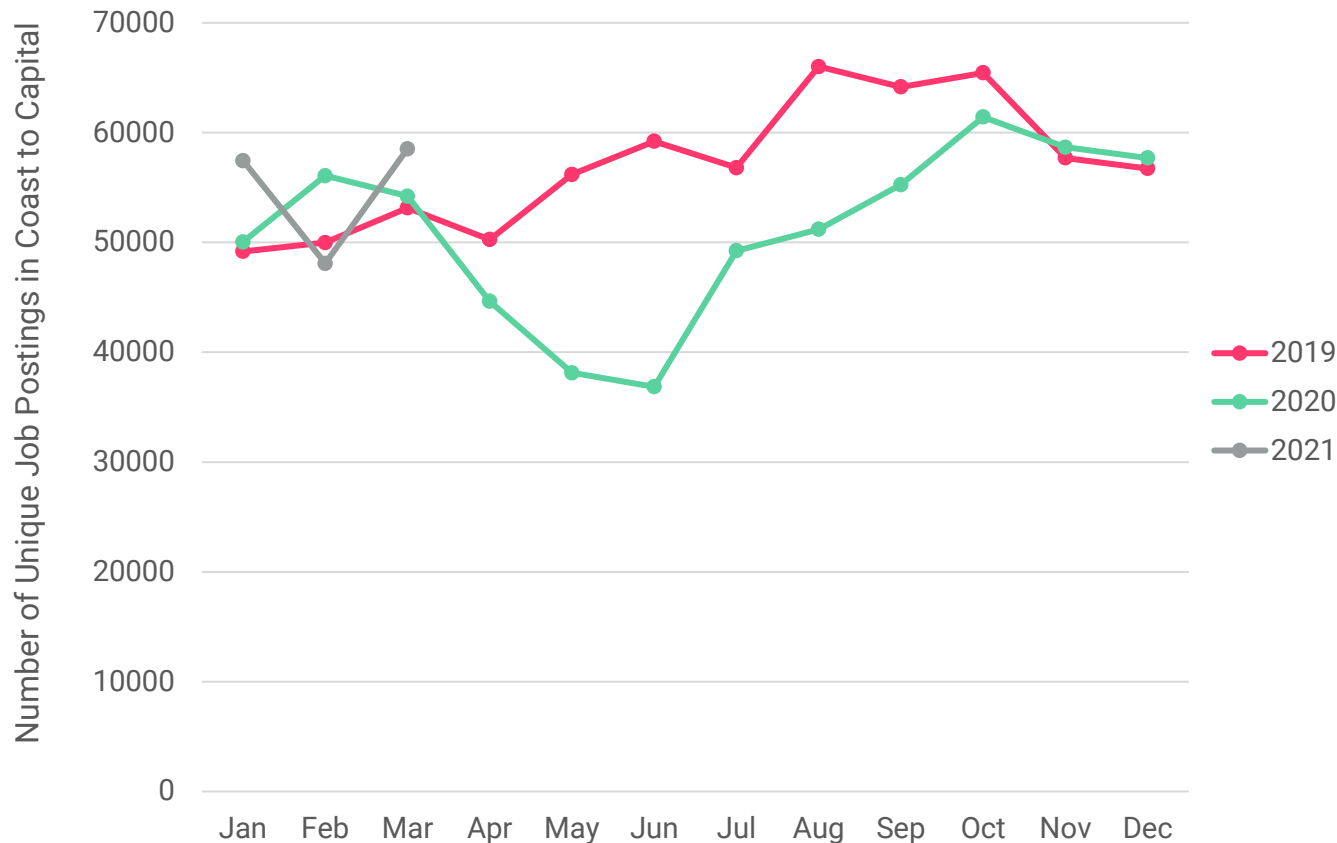
Note: The latest verified data is for claims to 31 March 2021

Jobs and Skills

- in summary

- Job postings across Coast to Capital peaked in October 2020 (61,426) and then decreased through November and December, although figures were still marginally higher than the same months in 2019.
- Job posting activity remained consistent into January 2021, with 15% more job postings than in January 2020, and then dropped off in February, recovering again in March, but still not reaching the same levels as October 2020.
- When analysed at local authority level, job postings decreased from October to March in all Gatwick Diamond local authorities apart from Horsham. All other local authorities in the LEP saw an increase in job postings, except Worthing (15%).
- The majority of the most advertised occupational roles across Coast to Capital remain the same as in previous report, with the exception of Skilled Construction and Building Trades which have seen a 20% rise in job postings from October to March 2021.
- 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 remains the most frequently required transferable skill by employers. However, is missing in candidates workforce profiles.

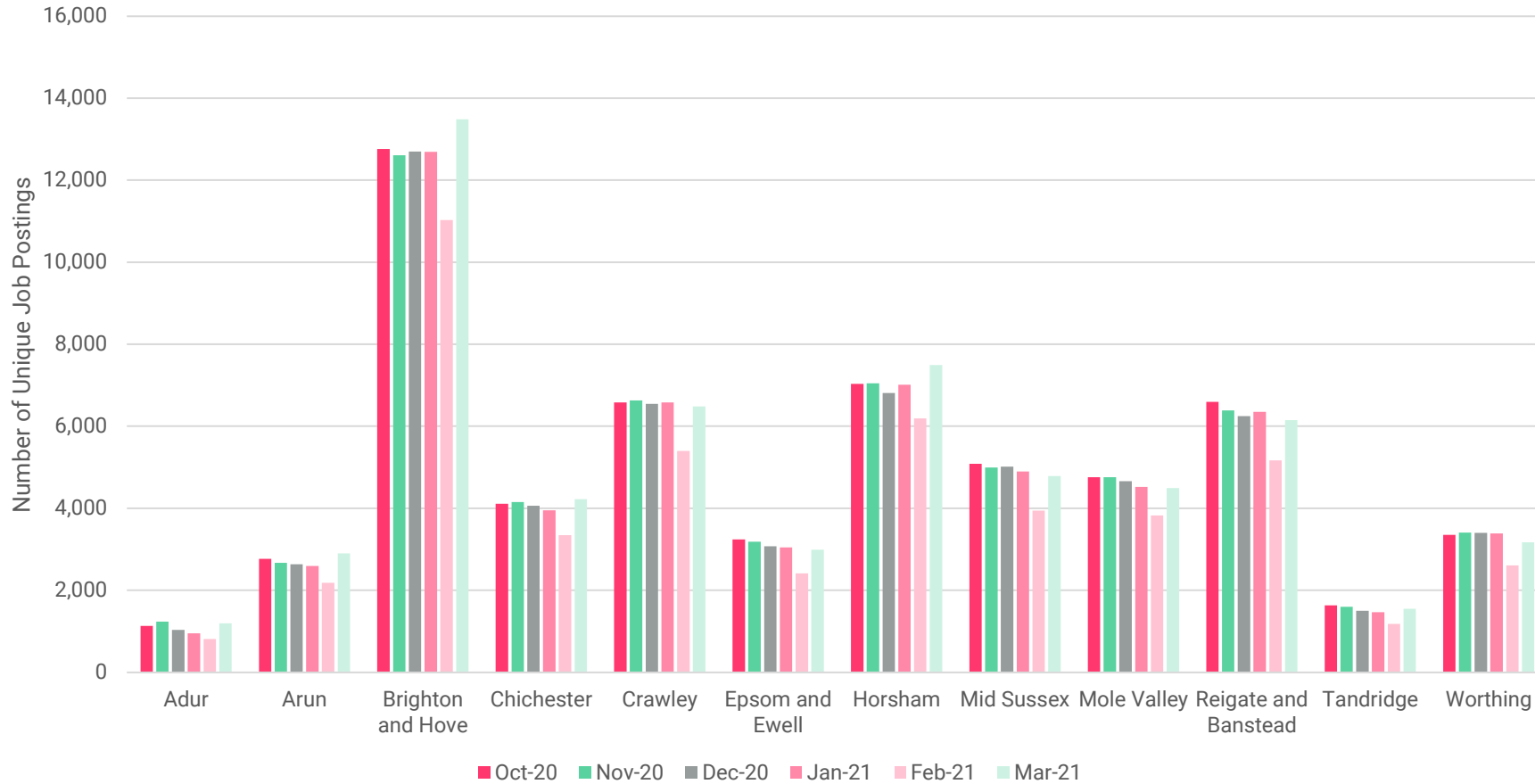
Job Posting Activity in Coast to Capital



- Job postings in 2020 peaked in October at 61,426 falling to 58,666 in November (- 4%).
- Despite the fall in postings from October, at the end of 2020 posting activity was slightly higher in November and December than the same months in 2019.
- Job posting activity remained consistent into January 2021, with 15% more job postings than in January 2020.
- Job postings dropped from 57,440 in January to 48,096 in February 2021.
- The occupations with the largest decrease in postings from January to February were Customer Service Occupations (-34%), Leisure, Travel and related personal service occupations (-29%) and Sales Occupations (-28%).
- In March, job posting activity increased again to similar level as January, with 58,521 unique postings.

Job Posting Activity by Local Authority

March 2021

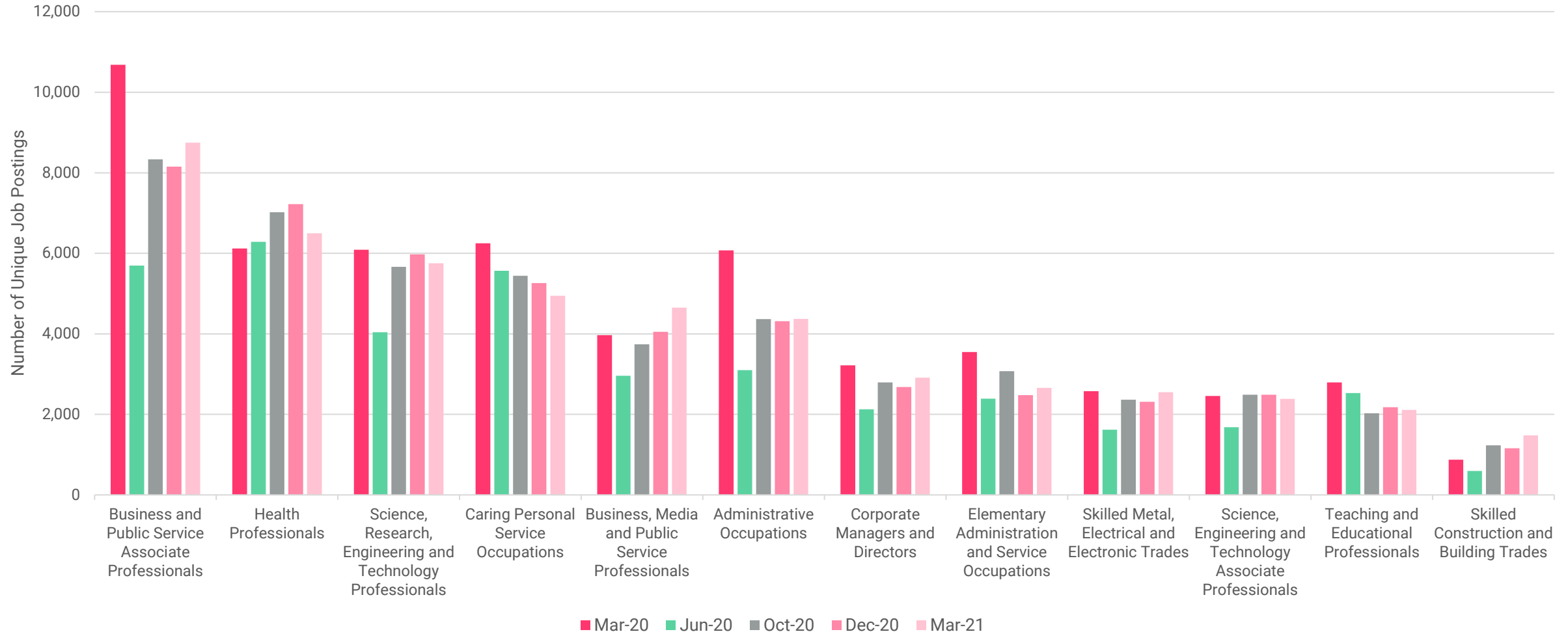


	% Change between Oct 2020 to Mar 2021
Adur	6%
Arun	5%
Brighton and Hove	6%
Chichester	3%
Crawley*	-2%
Epsom and Ewell*	-8%
Horsham*	6%
Mid Sussex*	-6%
Mole Valley*	-6%
Reigate and Banstead*	-7%
Tandridge*	-5%
Worthing	-5%

Highest
 Lowest

12 Most Advertised Occupations

March 2021



12 Least Advertised Occupations

March 2021



An Overview of Job Postings by Occupation in Coast to Capital

High recruiting occupations

- The majority of occupational roles that have been most advertised across Coast to Capital are the same as identified in the previous report, with the exception of Skilled Construction and Building Trades now taking over from Transport and Mobile Machine Driver occupations.
- From October 2020 to March 2021 there was a 20% rise in Skilled Construction and Building Trade job postings.
- There has also been a 24% increase in job posting for Business, Media and Public Service Professional roles from October 2020 to March 2021.
- Conversely both Elementary Administration and Service Occupations and Caring Personal Service Occupations have both seen a drop in job postings, of -13% and -9% respectively.

Low recruiting occupations

- This category includes jobs posting of under 1,100 jobs being advertised per occupational role in March 2021.
- Several of the lower recruiting occupation areas have now seen a bounce back exceeding pre-Covid job postings levels, including:
 - Elementary Trades and Related Occupations – saw 470 jobs postings in March 2020 and 608 in March 2021
 - Process, Plant and Machine Operatives – there were 664 job postings in March 2020, rising to 836 in March 2021.
- 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 and Leisure, Travel and Related Personal Service Occupations have both seen a 47% drop in job postings since March 2020.
 - Culture, Media and Sports Occupations with 34% fewer jobs postings than in March 2020.

A profile of the 12 most advertised occupations

The top 10 roles and hard and soft skills in job postings in March 2021 for each Occupational Area in Coast to Capital

Occupational area	Types of roles	Hard skills required	Common skills required
Business and Public Service Associate Professionals	Recruitment Consultant, Sales Executive, Sales Negotiator, Business Development Manager, Marketing Executive, Residential Conveyancer, Audit Senior, Conveyancer, Business Development Executive, Driving Instructor	Selling Techniques, Business Development, Key Performance Indicators (KPIs), Customer Relationship Management, Accounting, Business to Business, Auditing, Digital Marketing, Financial Services, Data Analysis	Sales, Communications, Management, Customer Service, Detail Oriented, Planning, Self-Motivation, Enthusiasm, Innovation, Microsoft Excel
Health Professionals	Staff Nurse, Registered Nurse, Registered General Nurse, Occupational Therapist, Mental Health Nurse, Physiotherapist, Veterinary Surgeon, Speech Language Therapist, Mental Health Practitioner, Radiographer	Nursing, Mental Health, Rehabilitation, Psychology, Occupational Therapy, Learning Disabilities, Nursing Care, Surgery, Physical Therapy, Clinical Practices	Communications, Management, Enthusiasm, Leadership, Compassion, Innovation, Self-Motivation, Teaching, Mentorship, Interpersonal Communications
Science, Research, Engineering and Technology Professionals	.NET Developer, Software Developer, PHP Developer, Front End Developer, Full Stack Developer, Web Developer, Software Engineer, C# Developer, Java Developer, Project Manager	Agile Methodology, JavaScript*, SQL*, C#*, Cascading Style Sheets (CSS), .NET Framework, HyperText Markup Language (HTML), Software Development, Software Engineering, Application Programming Interface (API)	Communications, Management, Innovation, Problem Solving, Infrastructure, Leadership, Planning, Integration, Enthusiasm, Operations
Caring Personal Service Occupations	Support Worker, Care Assistant, Health Care Assistant, Teaching Assistant, Learning Support Assistant, Home Care Assistant, Dental Nurse, SEN Teaching Assistant, Residential Support Worker, Care Worker	Personal Care, Learning Disabilities, Mental Health, Autism Spectrum Disorders, Nursing, Working with Children, Learning Support, Home Care, Disabilities, Cooking	Communications, Teaching, Compassion, Enthusiasm, Empathy, Management, Basic Math, Resilience, Patience, Planning

A profile of the 12 most advertised occupations

The top 10 roles and hard and soft skills in job postings in March 2021 for each Occupational Area in Coast to Capital

Occupational area	Types of roles	Hard skills required	Common skills required
Business, Media and Public Service Professionals	Quantity Surveyor, Solicitor, Project Manager, Private Client Manager, Building Surveyor, Surveyor, Lawyer, Social Worker, Commercial Property Manager, Residential Property Manager	Project Management, Business Development, Auditing, Agile Methodology, Social Work, Surveying, Accounting, Procurement, Stakeholder Management, Risk Management	Communications, Management, Planning, Leadership, Innovation, Detail Oriented, Problem Solving, Enthusiasm, Sales, Research
Administrative Occupations	Account Assistant, Administrator, Credit Controller, Management Accountant, Accountant, Pension Administrator, Purchase Ledger Clerk, Sales Administrator, Finance Assistant, Bookkeeper	Accounting, Auditing, Association of Chartered Certified Accountants, Credit Control, Bookkeeping, Financial Services, Reconciliation, Booking (Sales), Bank Reconciliations, Ledgers (Accounting)	Communications, Management, Customer Service, Detail Oriented, Sales, Microsoft Excel, Enthusiasm, Microsoft Office, Operations, Self-Motivation
Corporate Manager and Directors	Site Manager, Store Manager, Finance Manager, Deputy Manager, Human Resources Manager, Assistant Store Manager, Assistant Site Manager, Assistant Manager, Analyst, CSCS Labourer	Key Performance Indicators (KPIs), Budgeting, Auditing, Accounting, Forecasting, Procurement, Supply Chain, Risk Analysis, Performance Management, Business Development	Management, Communications, Leadership, Sales, Customer Service, Operations, Planning, Innovation, Enthusiasm, Problem Solving
Elementary Administration and Service Occupations	Cleaner, Security Officer, Warehouse Operative, Wait Staff, Kitchen Porter, Kitchen Assistant, Housekeeper, Catering Assistant, Cleaning Operative, Day Time Team Member	Warehousing, Restaurant Operation, Mopping, Food Preparation, Personal Protective Equipment, Forklift Truck, Food Safety, Cooking, Customer Experience, Maid Services	Customer Service, Communications, Enthusiasm, Management, Detail Oriented, Cleanliness, Sales, Loading and Unloading, Teamwork, Operations

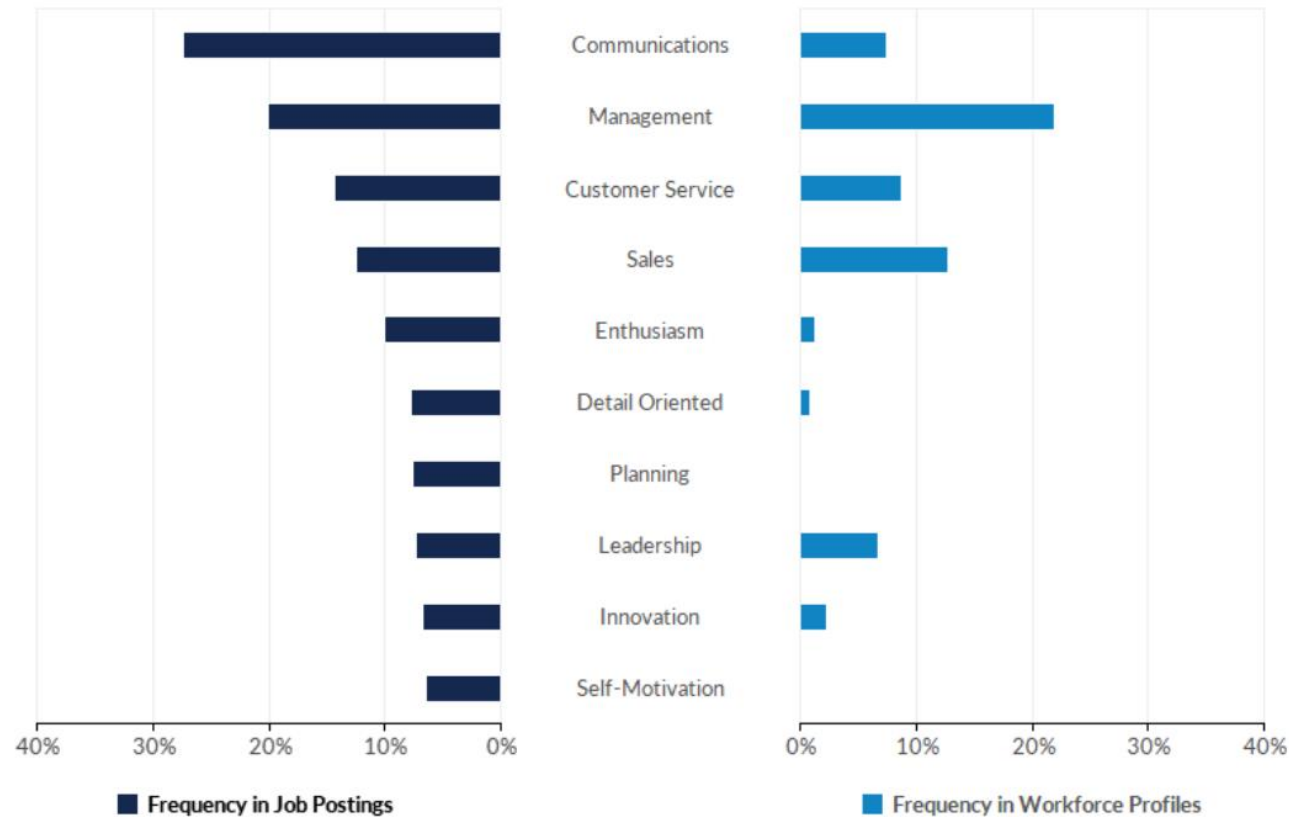
A profile of the 12 most advertised occupations

The top 10 roles and hard and soft skills in job postings in March 2021 for each Occupational Area in Coast to Capital

Occupational area	Types of roles	Hard skills required	Common skills required
Skilled Metal, Electrical and Electronic Trades	Electrician, Vehicle Technician, Field Service Engineer, Air Conditioning Engineer, Multi-Skilled Operator, Service Engineer, Fitter, Maintenance Engineer, Electronics Engineer, Electrical Maintenance Engineer	Mechanics, Field Service Management, HVAC, Electrical Engineering, Mechanical Engineering, Electrical Wiring, Electronic Engineering, Building Services Engineering, Electronics, Hydraulics	Communications, Customer Service, Management, Problem Solving, Self-Motivation, Detail Oriented, Sales, Innovation, Enthusiasm, Infrastructure
Science, Engineering and Technology Associate Professionals	Vehicle Technician, Architectural Technician, IT Support Technician, Service Desk Analyst, Assembly Technician, HGV Technician, Architectural Technologist, Service Adviser, CSCS Labourer, Production Technician	Help Desk Support, Technical Support, Service Desk, Active Directory, AutoCAD, Mechanical Engineering, Windows Servers, Microsoft Office 365, Autodesk Revit, Supply Chain	Communications, Customer Service, Management, Detail Oriented, Problem Solving, Planning, Operations, Troubleshooting (Problem Solving), Enthusiasm, Self-Motivation
Teaching and Educational Professionals	Science Teacher, Supply Teacher, Primary Teacher, English Teacher, Mathematics and Science Teacher, SEN Teacher, Teacher, KS2 Teacher, KS1 Teacher, Class Teacher	Child Protection, Autism Spectrum Disorders, Classroom Management, Working with Children, Mathematics Education, Science Education, Fact Checking, National Curriculum, Mental Health	Teaching, Enthusiasm, Management, Communications, Basic Math, Innovation, Planning, Leadership, Resilience, Interpersonal Communications
Skilled Construction and Building Trades	Bricklayer, Gas Engineer, Carpenter, Plumber, Decorative Painter, Domestic Engineer, Painter, Installation Engineer, Groundworker, Joiner	Carpentry, Plumbing, Boilers, Personal Protective Equipment, Public Liability, Pumps, Heating Systems, Plastering, Civil Engineering	Construction, Communications, Management, Customer Service, Detail Oriented, Infrastructure, First Aid, Self-Motivation, Operations, Planning

Most common transferable skills required in Coast to Capital March 2021

Top Common Skills



The chart shows the top 10 transferable skills that companies identified as required for the roles they are advertising (see frequency in job postings) and the frequency of people looking for jobs stating they have those skills (see frequency in workforce profiles).

It identifies that although businesses feel that communications, enthusiasm, detail orientated and planning are much needed skills, not many people are specifying that they have these skills in their CVs.

Self motivation and planning are sought after by businesses, but these do not appear in jobseekers' profiles. It is likely that self motivation is a desirable skill due to many businesses moving to a more flexible working style where employees have the option to work from home more frequently than before COVID-19.


Management, leadership, sales and customer service are desirable skills for employers, and also appear frequently in online CVs.

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
	The number of people aged 25 to 49 facing unemployment has continued to rise	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>Large numbers of people remain on the Coronavirus Job Retention Scheme, and 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/transferrable 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 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

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