

Coast to Capital

COVID-19 Skills and Labour
Market Impact Assessment

September 2020



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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 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.

The report uses the latest data available to us at the time of writing and shows the situation as at June 2020. 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.

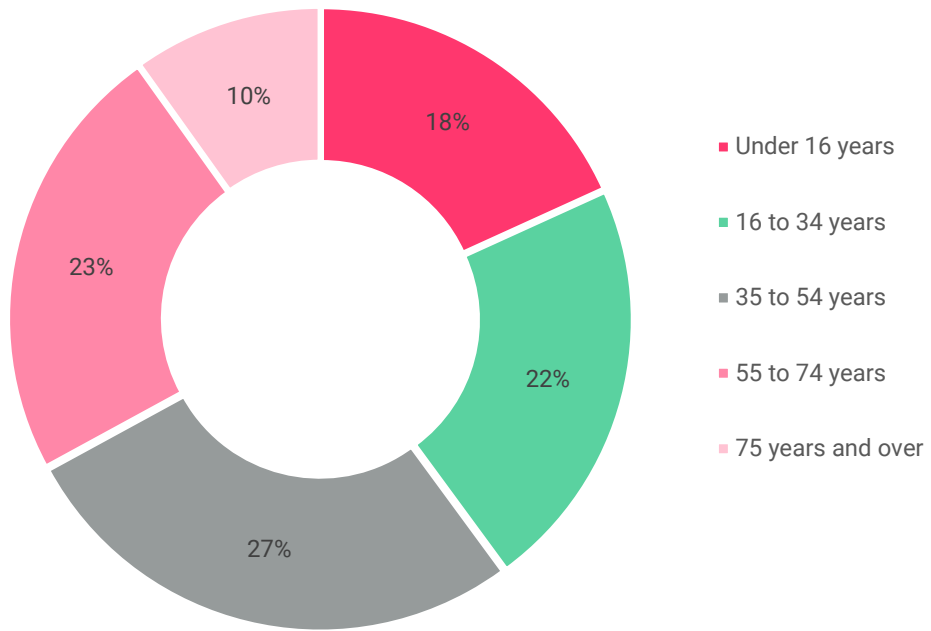
People

- in summary

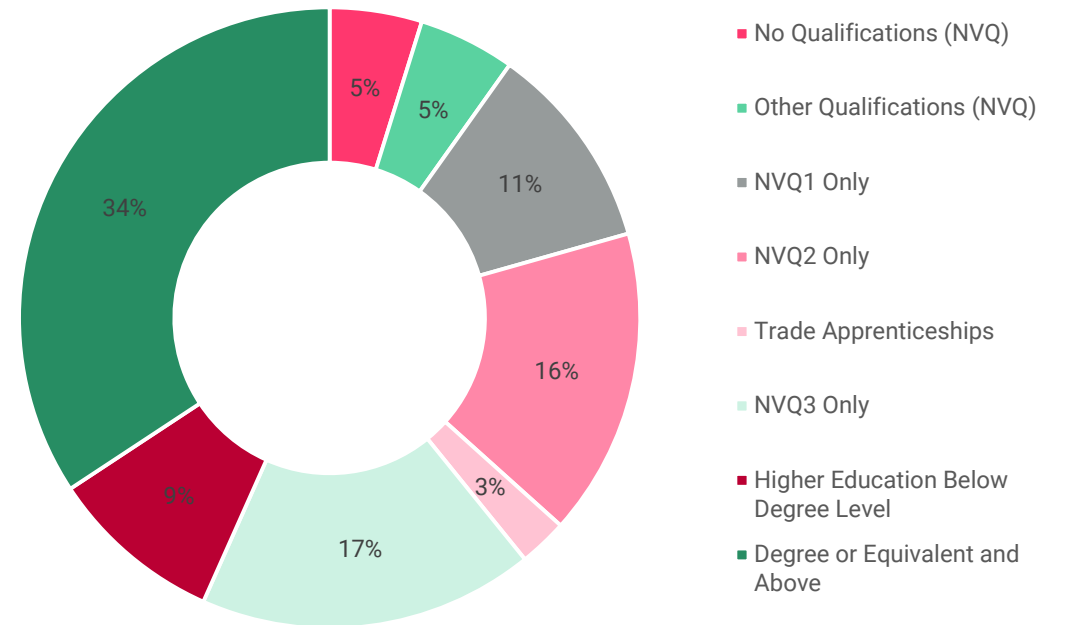
- All local authority areas have seen an increase in the number of people claiming benefits with the average across the LEP of 167%. This is higher than that of the South East at 139% and England at 110%. The highest percentage rises in claimants were in Mole Valley (231%), Epsom and Ewell (226%) and Mid Sussex (224%).
- Densely populated areas such as Brighton and Hove have also seen a steep increase in numbers, going from 5,860 in March to 13,465 in June (a rise of 130%). Crawley has also seen a jump in claimant numbers from 23,030 to 5,140 (a rise of 153%).
- People between the ages of 25 and 49 have been significantly affected with some 27,515 claimants in June, a rise of 16,835 from the March 2020 figure.
- Young people between the ages of 16-24 have been the most affected, with those claiming benefits rising by 183% since March (from 3,350 to 9,490), significantly higher than across England with a rise of 119% and the South East with a 157% increase.
- The occupational breakdown of those claiming job seekers allowance identifies that lower skilled roles have been the worst hit, notably elementary occupations with 2415% more claimants in June than in March (a rise from 135 to 3,395 claimants), 96% of which were in elementary construction occupations.
- All areas of Coast to Capital have benefited from government support schemes, with some 216,200 people furloughed in June . Crawley has seen the highest figures with 37% of eligible employments furloughed.
- The Self Employment Income Support Scheme (SEISS) has been heavily utilised in the area, with 68,100 self employed people claiming SEISS in June - 75% of the eligible population.

Coast to Capital Demographics

Age

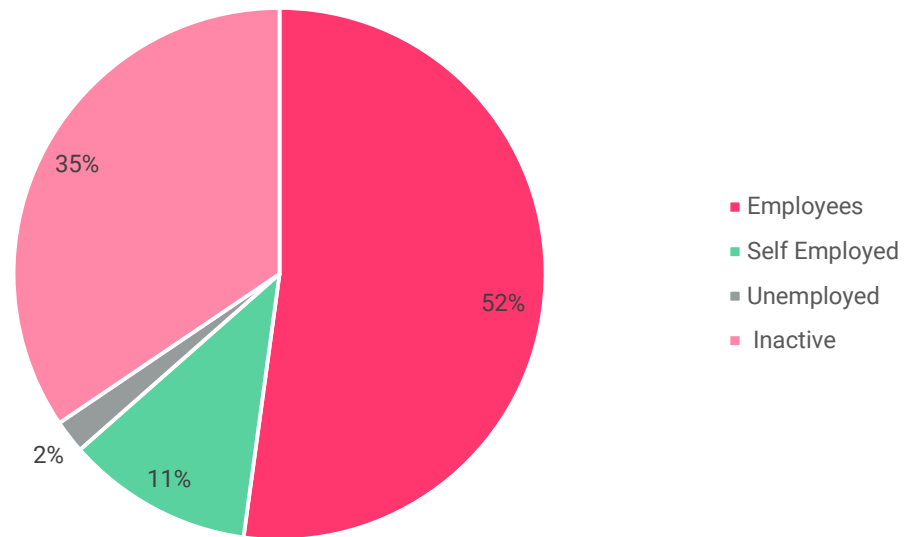


Educational Attainment

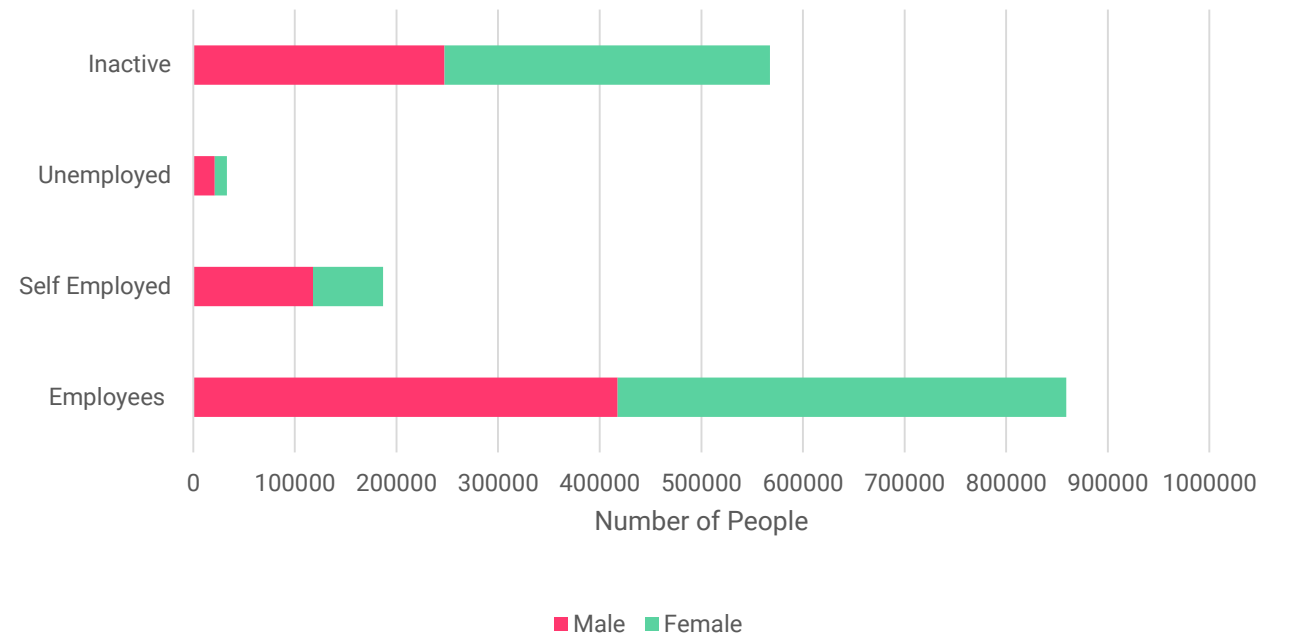


Coast to Capital Demographics

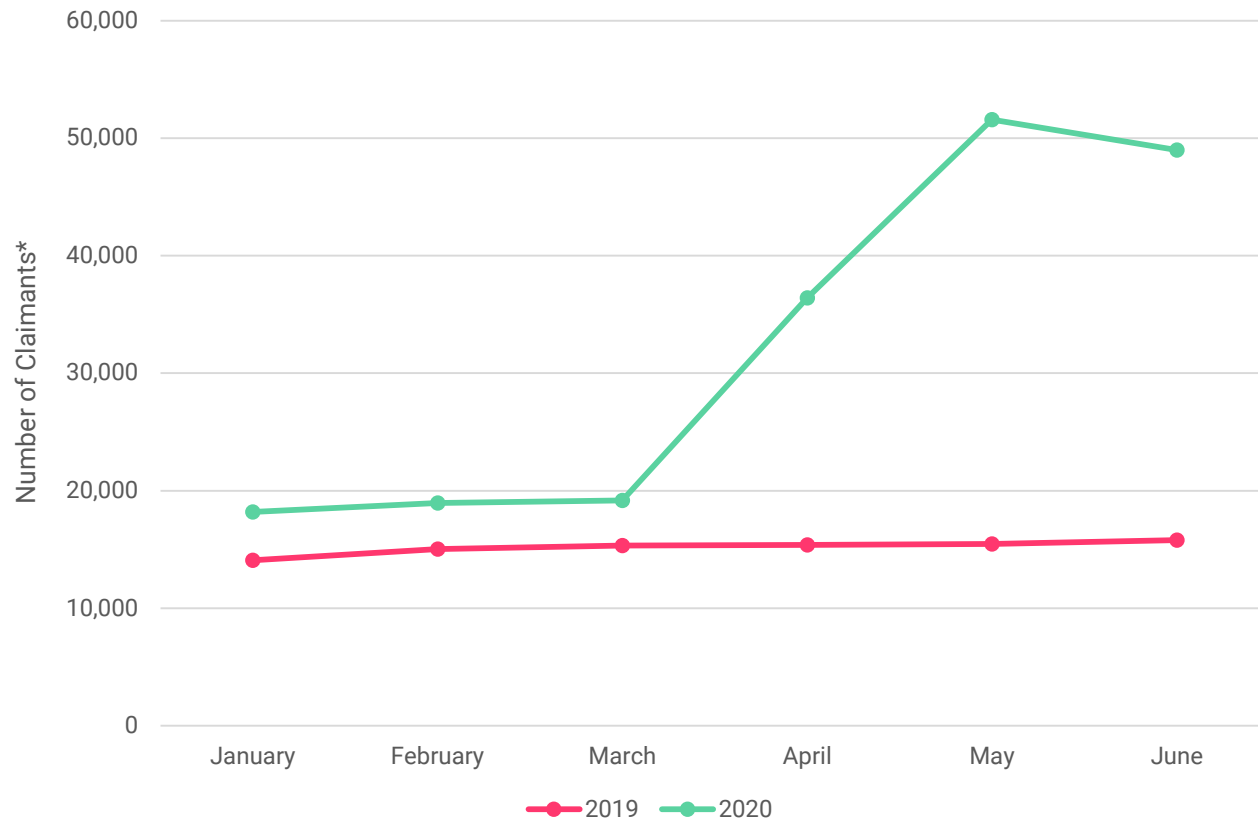
Employment Status



Employment Status by gender



Number of job seekers claiming benefits

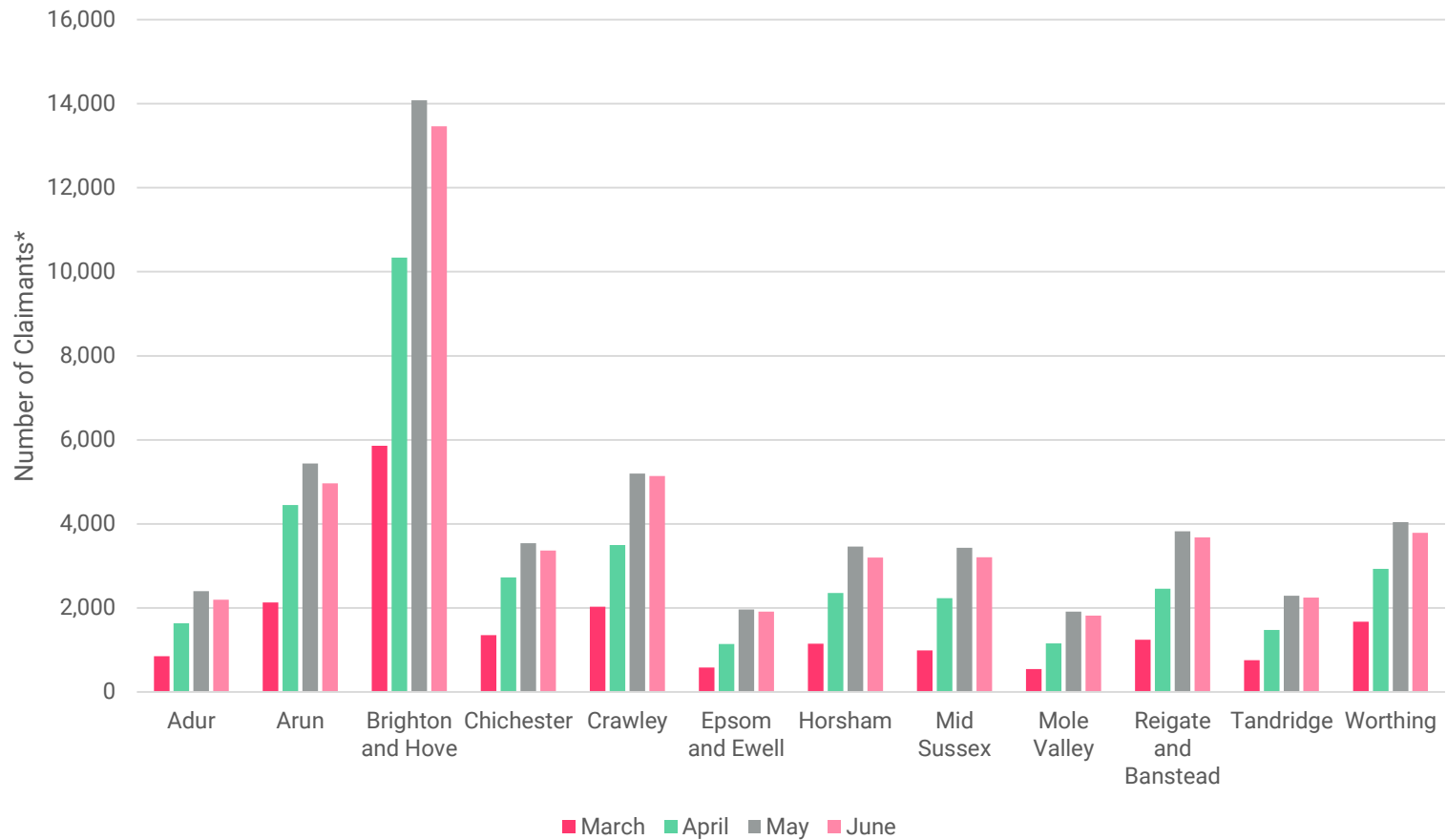


- For context, between April 2019 and March 2020, prior to Covid-19 lockdown, 82.4% of Coast to Capital's economically active residents aged 16-64 were in some form of employment. This was almost equal to the percentage across the South East of 82.3% and higher than the England figure of 79.4%.
- The claimant count in the Coast to Capital area increased from 19,175 to 51,580 between March and May, an increase of 146%.
- At its highest point in May 2020, the total claimant count for people seeking work was 51,580, 190% higher than in May 2019 when the number of claimants was 15,475.
- Between May and June 2020 the claimant count figure decreased by 1%, with 48,990 claimants reported in June. This figure is over three times the number of claimants reported in June 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



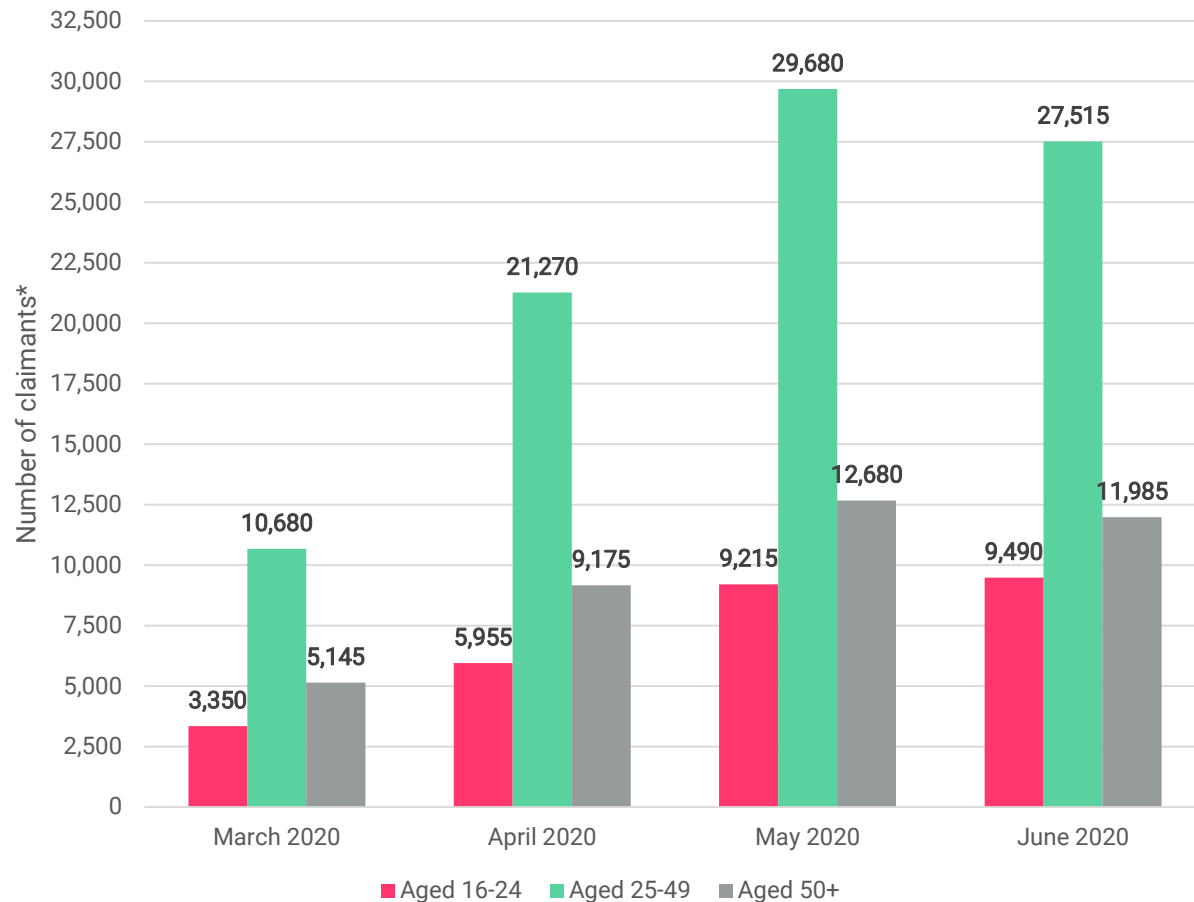
Local Authority	% Increase from Mar - Jun
Adur	157%
Arun	133%
Brighton and Hove	130%
Chichester	149%
Crawley	153%
Epsom and Ewell	226%
Horsham	178%
Mid Sussex	224%
Mole Valley	231%
Reigate and Banstead	196%
Tandridge	196%
Worthing	127%

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

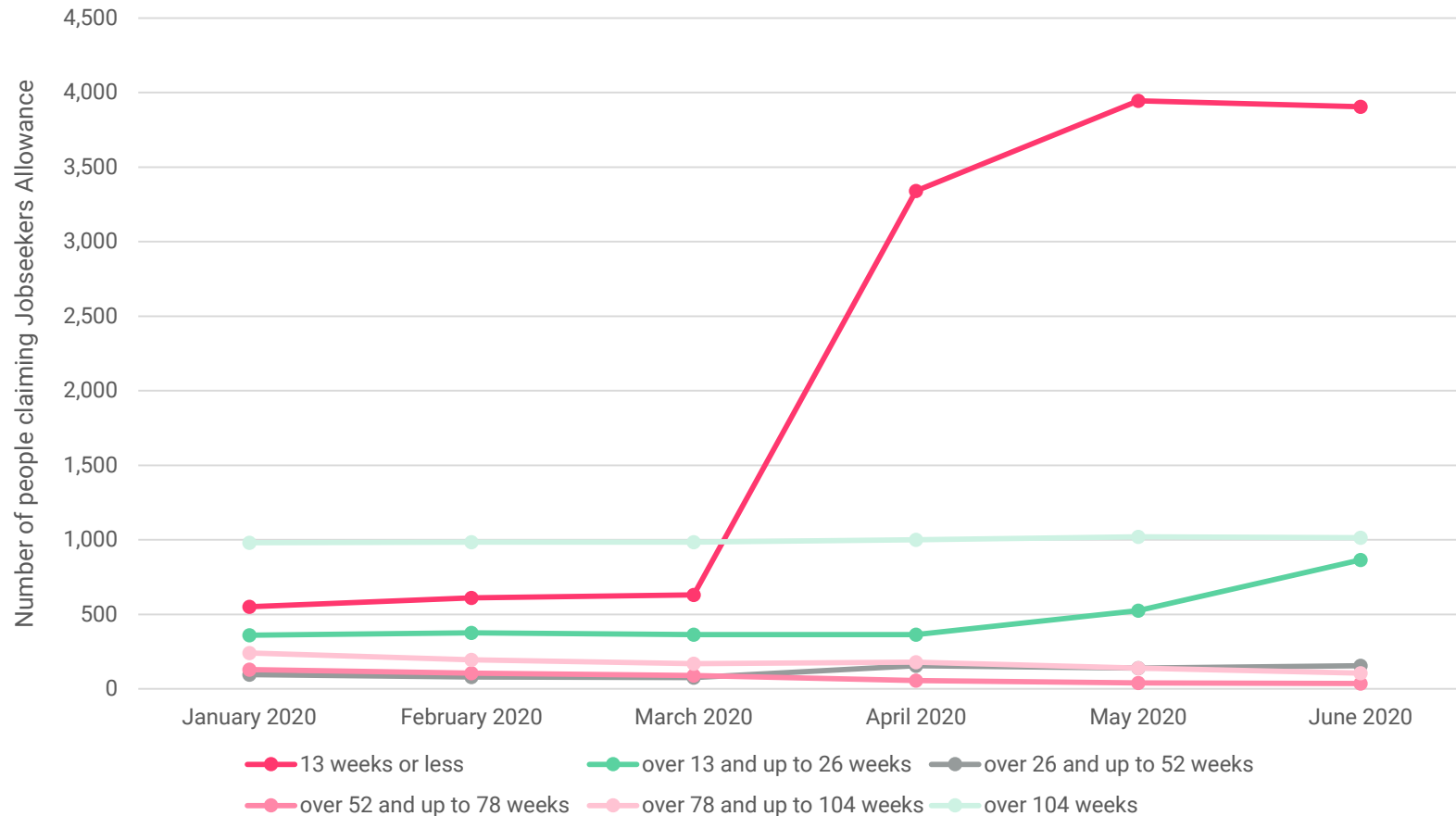


- In Coast to Capital young people between the ages of 16-24 have seen the highest percentage rise in benefits* claimed, with figures rising by 183% from March (3,350) to June (9,490). This is a considerably higher percentage than that of the South East at 157% and England at 119%.
- Claims for people between the ages of 25 and 49 have risen by 158% from March to June, from 10,680 to 27,515. This percentage is higher than that of the South East, which stands at 141% and England at 113%.
- The claims for people aged 50+ have also risen, with figures rising from 5,145 to 11,985, which is an increase of 133%. Again this figure is slightly above that of the South East which is at 123% and considerably higher than the England percentage at 95%.

* 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 by duration



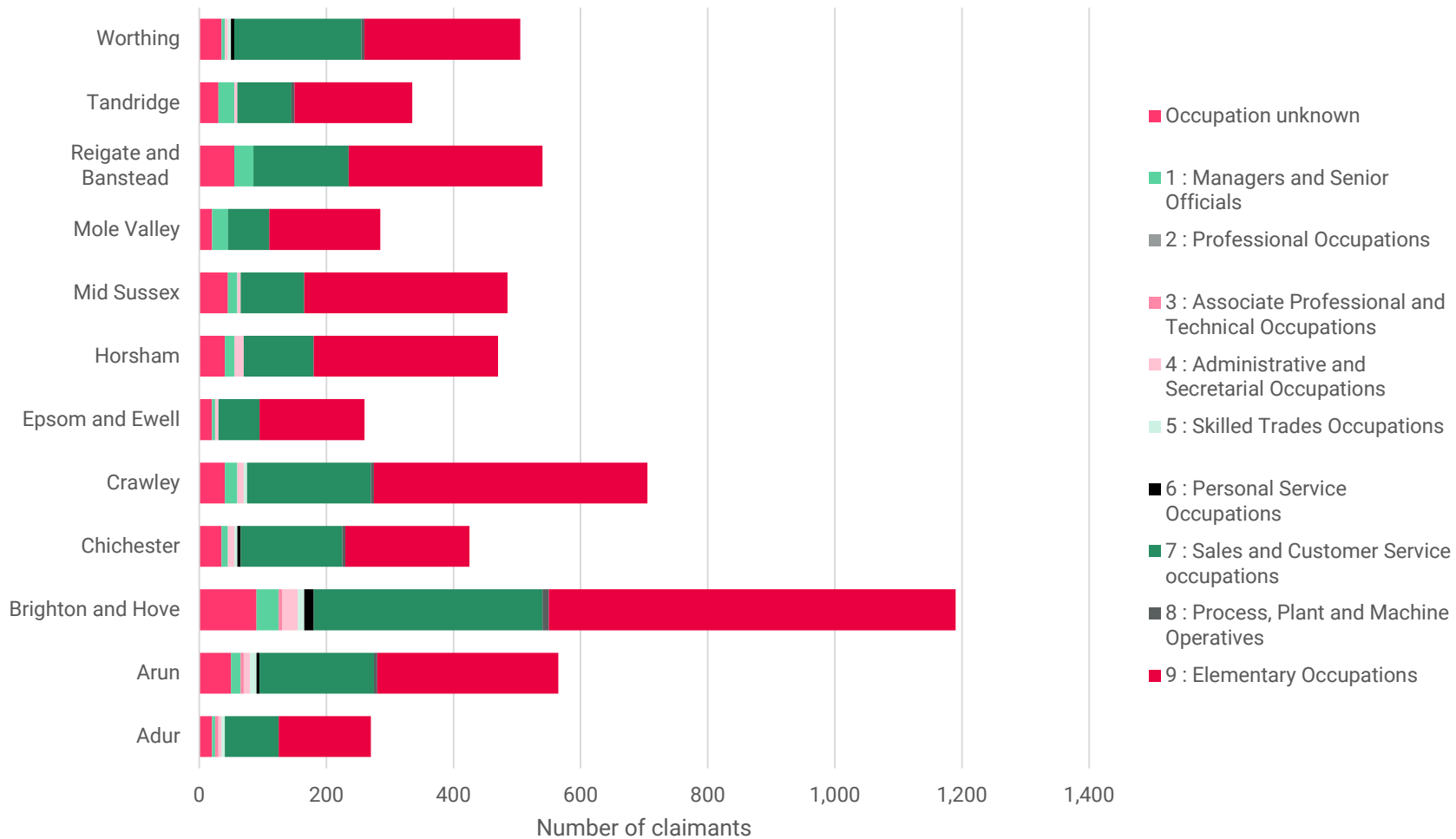
- The number of people in the Coast to Capital area claiming Jobseekers Allowance (JSA) for 13 weeks or less has risen from 550 in January to 3,945 in May and 3,905 in June. This is a rise of 610%
- People who have been claiming JSA for between 13 and 26 weeks has also risen from 360 in January to 525 in May and 865 in June, a rise of 140%
- At the other end of the scale, where people have been claiming JSA for more than 104 weeks there has been a nominal rise of 4%, from 985 in January to 1015 in June.

Number of people claiming Jobseekers Allowance by occupational area



- The number of people claiming JSA in Elementary Occupations increased from 135 in March to 3,395 in June, an increase of 2415%.
- Claims for JSA from Sales and Customer Service occupations increased by 40% from March to April, from 1,255 to 1,760, and numbers remained steady throughout May and June.
- Claims by those from Manager and Senior Official occupations saw a similar trend, with 135 claims in March, increasing to 195 in April, and rising slightly to 205 in June

Number of people Claiming Job Seekers Allowance by Local Authority area

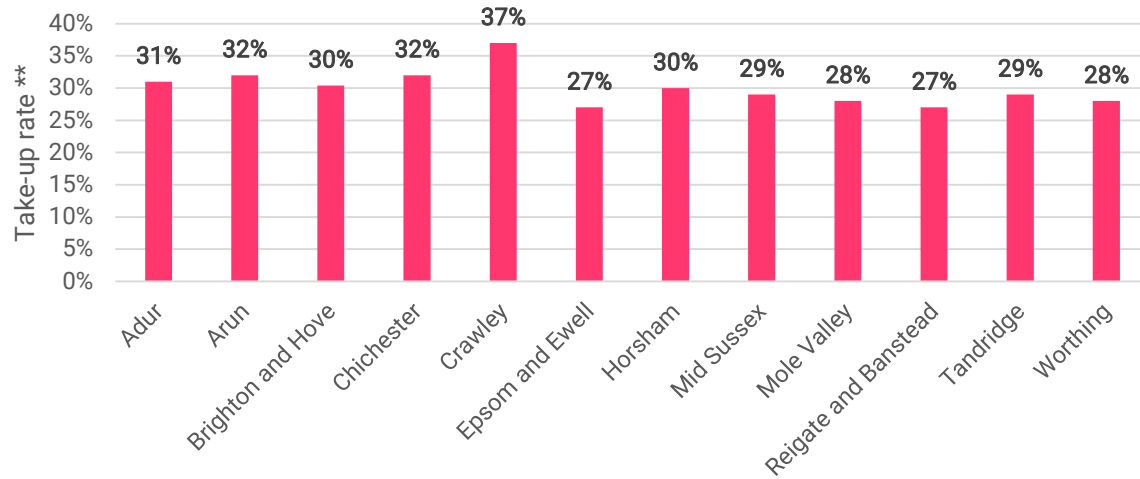


In June 2020, other than occupations unknown, the three occupational areas that stand out as having high numbers of people out of work across all Local Authorities in the area are:

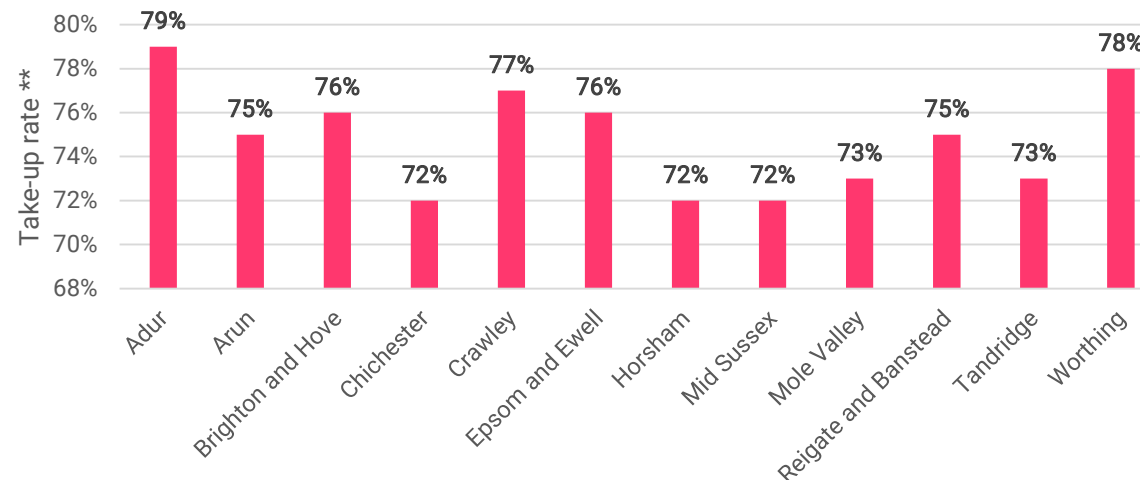
- Elementary Occupations, with 3,395 claimants, 96% of which were in Elementary Construction Occupations
- Sales and Customer Service occupations, with 1,755 claimants, 98% of which were Sales and Retail Cashiers
- Manager and Senior officials, with 205 claimants, 88% of which were Corporate Manager and Senior Officials

Government Support Schemes

Coronavirus Job Retention Scheme (CVJRS)



Self Employment Income Support Scheme (SEISS)



- Across Coast to Capital to June 2020 there were 216,200 employments furloughed through the Coronavirus Job Retention Scheme (CVJRS), 30% of employments eligible for the scheme. The rate was the same across England, and the South East saw a lower take-up rate at 29%.
- Crawley had the highest percentage of its eligible employments furloughed at 37%. This is considerably higher than in Chichester and Arun, which saw the next highest take-up rate at 32%.
- Epsom and Ewell and Reigate and Banstead had the lowest proportion of eligible employments furloughed, at 27%, closely followed by Worthing and Mole Valley.
- There were 68,100 claims to the Self Employment Income Support Scheme (SEISS) in the area, with 75% of those eligible making a claim, the same take-up rate as across England. The rate across the South East was 74%.
- Worthing and Adur saw the highest take-up rates for the SEISS, at 78% and 79% respectively, followed by Crawley at 77%. Chichester, Horsham and Mid Sussex had the lowest take-up rate at 72%.

Sources: HMRC CJRS and PAYE Real Time Information, 2020

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

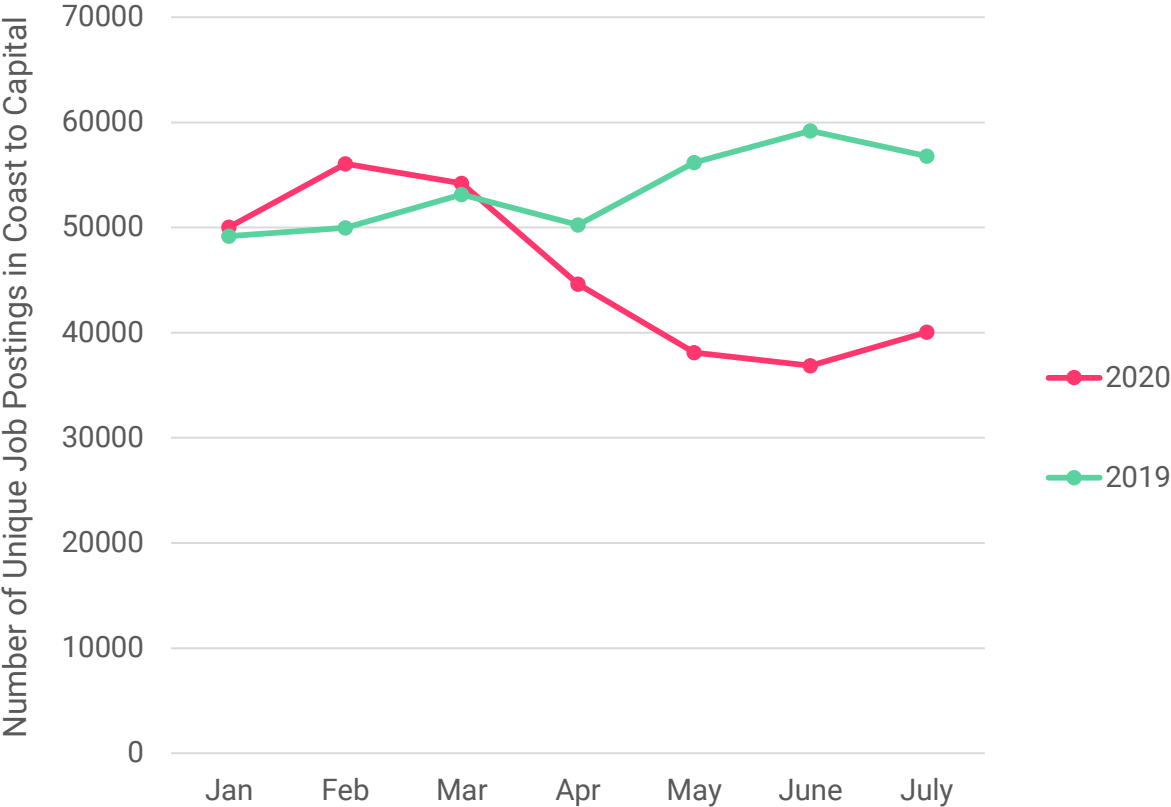
** Figures are to June 2020, take-up rate calculated as the percentage of eligible employments (for CVJRS) or individuals (for SEISS) claiming against the relevant scheme

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%.
- Epsom and Ewell saw a 46% decrease in unique jobs postings between March and June, followed by Crawley at 41% and Worthing and Mole Valley at 35%. Reigate & Banstead and Brighton & Hove also had larger decreases in posting activity than the decrease across England for the same period.
- Jobs postings across all occupational areas have decreased between March and June, with the exception of health professionals (+2%). The second highest recruiting occupational area in June was business and public service associate professionals, despite a 46% drop in postings since March.
- Job postings for roles in textiles, printing and other skilled trades had the largest decrease in job postings, at 69%. This was mainly due to decreases in postings for Chef roles (-72%) and catering and bar manager roles (-64%) which are both included in this occupation code. Job posts for roles in Sales occupations and Leisure, Travel and Related Personal Service Occupations have also decreased significantly, by 54%.
- 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

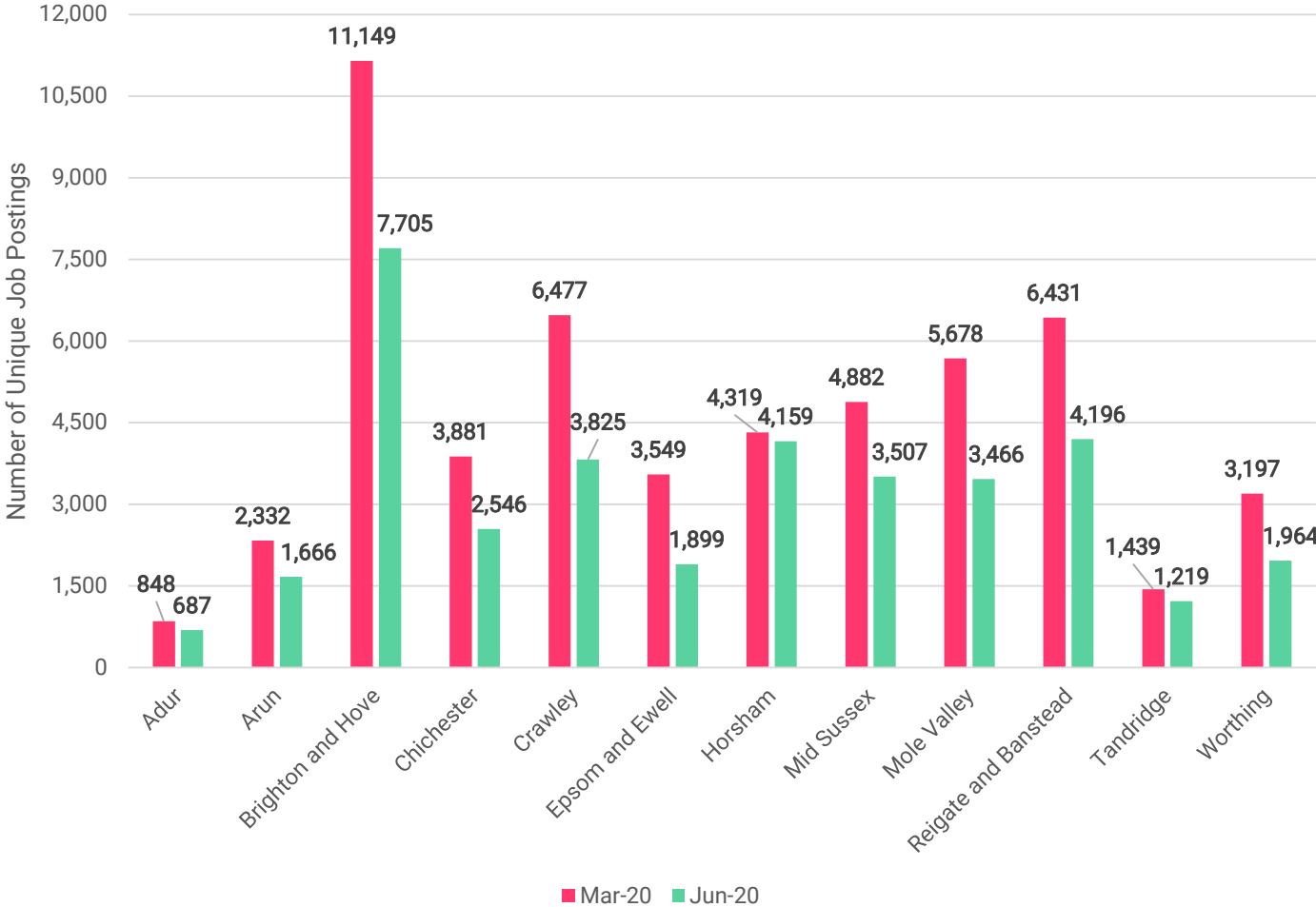


- The median job posting duration in January 2020 was 33 days, compared to 30 days in June.
- In January 2020 the area saw similar levels of job posting activity as the previous year, with 50,054 unique postings compared to 49,193 in 2019.
- Job posting activity started dropping in March 2020, with postings decreasing by 32% from March to June compared to a decrease of 30% for the South East, and 28% across England.
- Between June and July the number of unique job postings increased by 8%, from 36,845 to 40,064.

Source: Emsi Analyst 2020

Job Posting Activity by Local Authority

March – June 2020



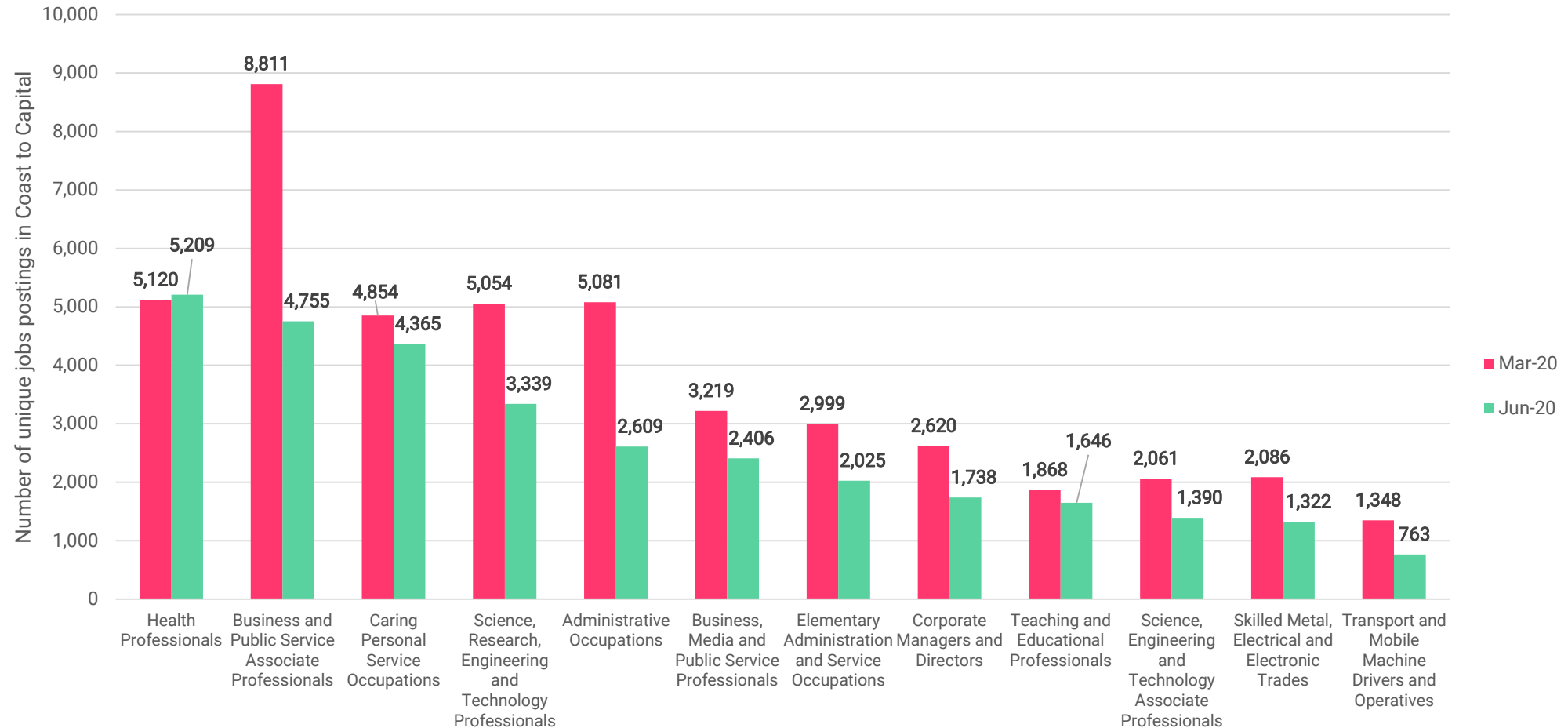
Local Authority	% Change Mar to Jun
Adur	-19%
Arun	-29%
Brighton and Hove	-31%
Chichester	-34%
Crawley	-41%
Epsom and Ewell	-46%
Horsham	-4%
Mid Sussex	-28%
Mole Valley	-39%
Reigate and Banstead	-35%
Tandridge	-15%
Worthing	-39%

Smallest change

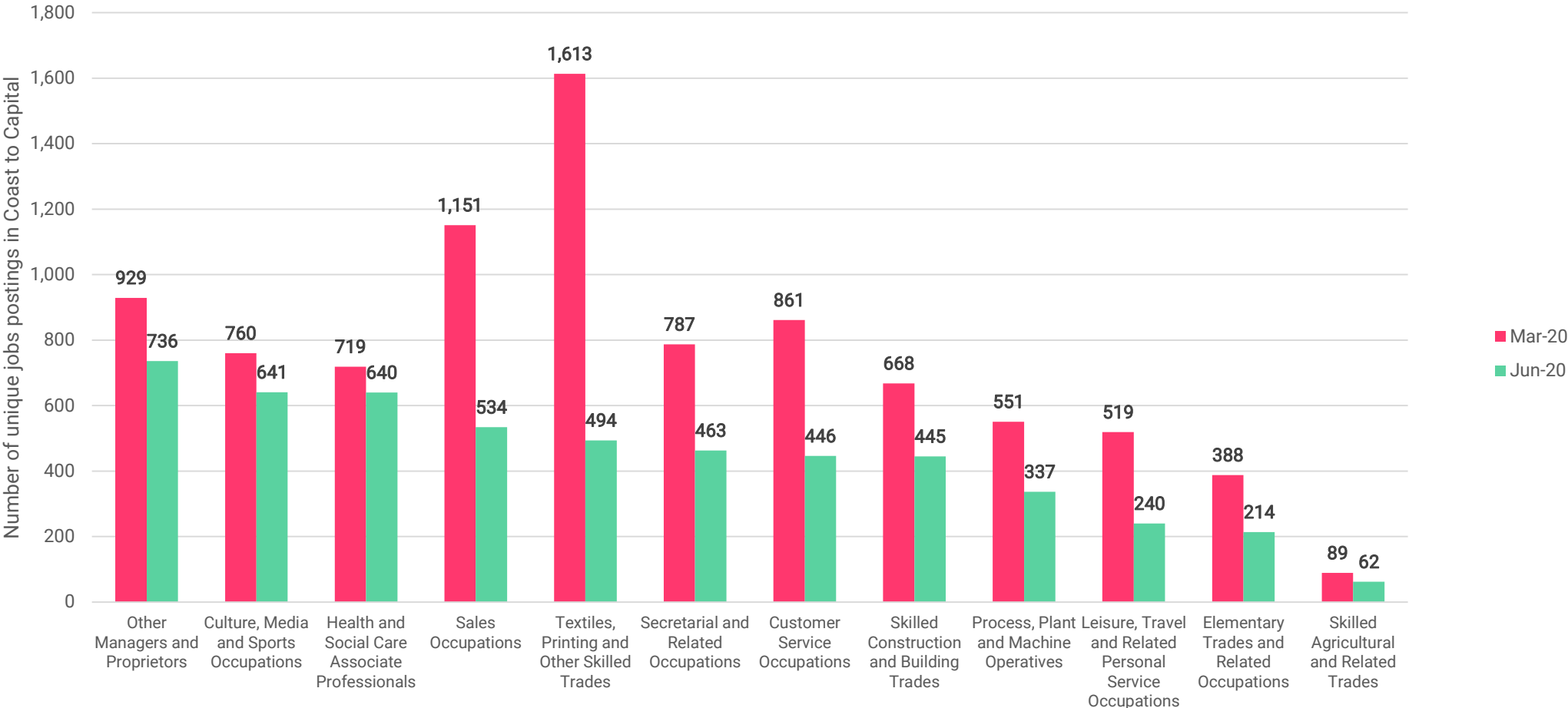
Greatest change

Source: Emsi Analyst 2020

12 Most Advertised Occupations in June



12 Least Advertised Occupations in June



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 in June 2020 have still taken a significant downturn since before lockdown (March 2020).

- Administrative occupation jobs availability has decreased by 49% from 5,081 to 2,609.
- Business and Public Service Associate Professionals jobs postings are down by 46% from 8,811 to 4,755
- Transport and Mobile Machine Drivers and Operatives postings have reduced by 43% from 1,348 to 763.
- The only occupation area to have see more jobs advertised in June is unsurprisingly Health Professionals, which is up by 2%.

Low recruiting occupations

This category includes a jobs posting of under 750 jobs being advertised per occupational role in June 2020.

Again there has been a significant downturn in the number of jobs being advertised. Of particular note are three occupational areas that have seen a decrease in job availability by over 50%:

- Sales occupations – 54% (from 1,151 to 534)
- Textiles, Printing and Other Skilled Trades – 69% (from 1,613 to 494)
- Leisure, Travel and Related Personal Service Occupations – 54% (from 519 to 240)

A profile of the 12 most advertised occupations

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

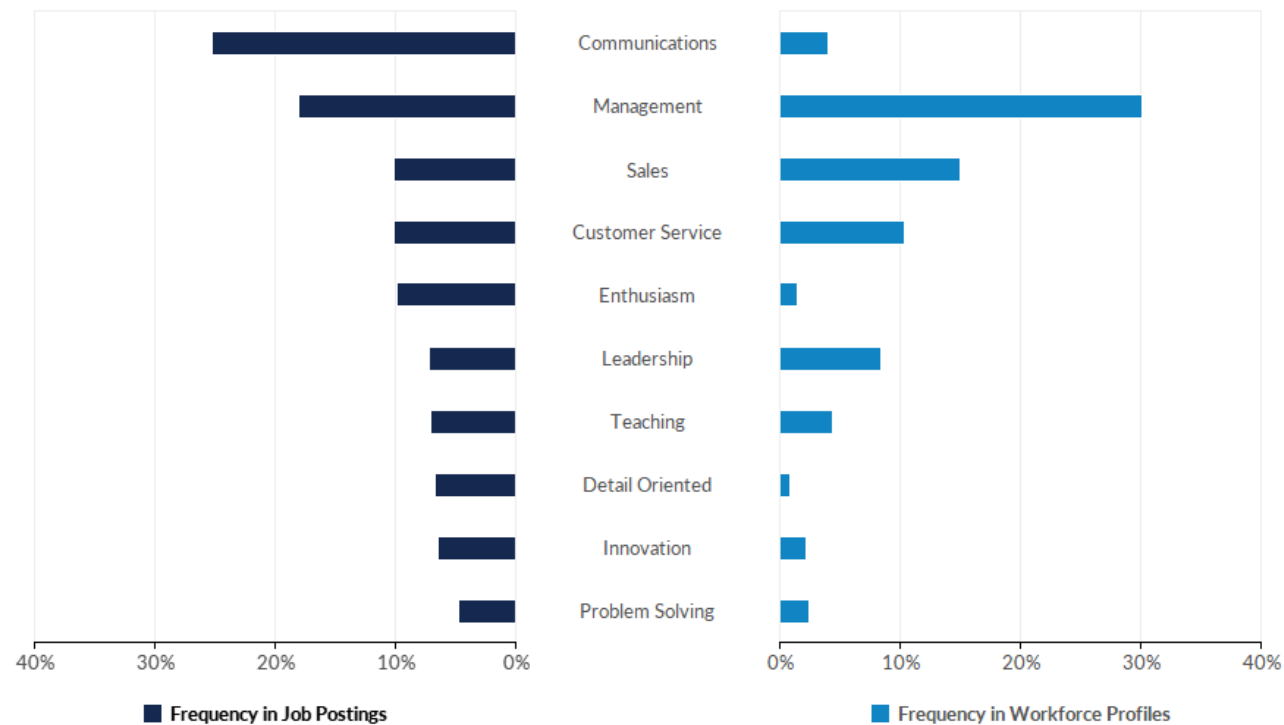
Occupational area	Types of roles	Hard skills required	Common skills required
Administrative Occupations	Accounting Assistant, Accountant, Training Administrator, Credit Manager, Office Administrator, Bookkeeper, Sales Administrator, Accounts Administrator, Administrative Assistant	Accounting, Auditing, 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

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 than ever of senior level people in the unemployment pool with management and leadership skills that are in less demand at the moment.





Overview of Impact on the Labour Market and Skills

This section will summarise 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 demonstrate how the Coast to Capital Skills Strategy and Action Plan addresses the key impacts of COVID-19.


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 have seen a significant increase in the number 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 currently on the Coronavirus Job Retention Scheme, claimant figures could be set to rise once the scheme concludes later this year</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 dropped significantly	<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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