

# Liverpool City Region

Local Skills Improvement Plan  
Annexed Information



Funded by



Department  
for Education

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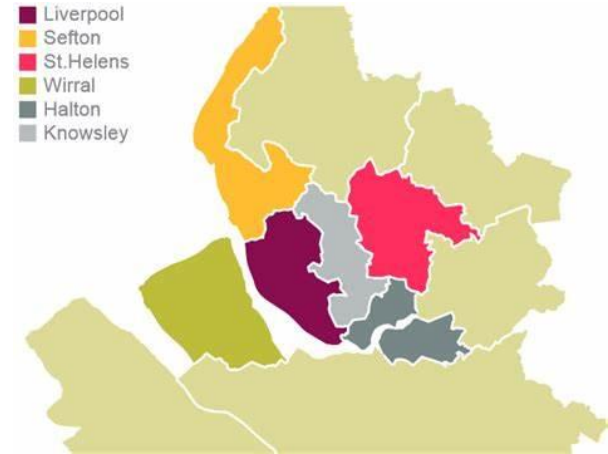
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Department  
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■ Liverpool  
■ Sefton  
■ St.Helens  
■ Wirral  
■ Halton  
■ Knowsley



# Liverpool City Region

Annex A - City Region Picture



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# Liverpool City Region -

**Leading UK Hub**  
for vaccine discovery,  
development and  
manufacture

**One of Europe's  
largest**  
biomanufacturing clusters

**One of UK's fastest  
growing technology sectors**

**UK's renewable**  
energy coast with the power  
to deliver net zero by 2040

**6 million people**  
within 1 hour travel time  
of LCR

**UK's primary**  
Transatlantic Port, handling  
45% of UK trade

# Liverpool City Region – Growth Sector Health and Life Sciences

**£2bn**

Collaborative R&D investment each year

**27,000**

Students enrolled in health-related courses

**#1**

Research institution in the world for Tropical Medicine

**2,250**

people employed by major players in pharmaceutical manufacturing

**HQ**

For The Royal College of Physicians (RCP) in the north

**HIGHEST**

Number of specialist hospitals outside of London

**UK**

Centre for Tropical & Infectious Diseases

**ONE**

Of the largest academic and clinical campuses in the UK

# Liverpool City Region – Professional Business Services

**50%**

Of the region's High Growth companies in the professional services sector

**17,095**

Students studying law, business, communications & media

**5G**

Developing the UK's largest 5G mesh network

**57%**

Growth of the region's PBS in last 5 years

**Grade A**

Office space offering unrivalled tax and customs incentives

**20%**

Of the working-age population in their twenties

**Freeport**

Offering unrivalled tax and customs incentives

**212km**

Full-fibre, gigabit-capable network infrastructure

# Liverpool City Region – Digital and Creative Technology

**4000+**

Digital companies,  
employing over 20,000

**£210M**

National Centre for  
Digital Innovation driving  
AI and Big Data expertise

**212km**

Full-fibre, gigabit-  
capable network  
infrastructure

**48%**

Growth versus 29%  
across the rest of the UK

**57%**

Increase in digital  
productivity

**38%**

Growth in digital  
businesses since 2010

**9th**

In the world for hosting a  
thriving start-up  
ecosystem

**FAST**

One of the UK's fastest  
growing tech sectors

# Liverpool City Region – Port and Logistics

**45%**

Of US trade; the UK's primary Transatlantic Port

**50%**

Of UK manufacturers' closest port

**Freeport**

Offering unrivalled tax and customs incentives

**£1bn**

Invested in Liverpool's logistics infrastructure

**60%**

of the demand for container cargo is closest to Liverpool

**95%**

of the world's largest container ships could be serviced here

**4**

Of the world's six top shipping lines

**Only**

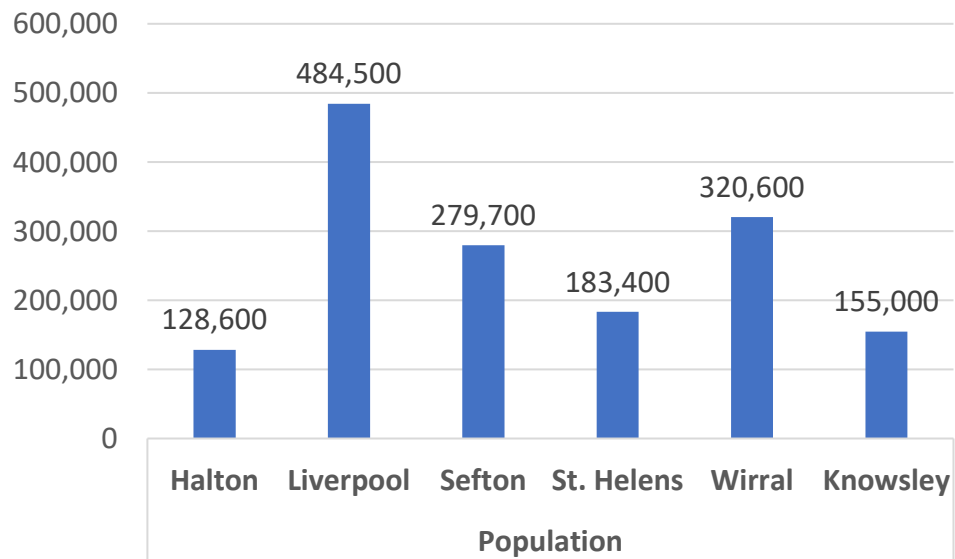
Western facing deep water port in the North of England



# Liverpool City Region - Population

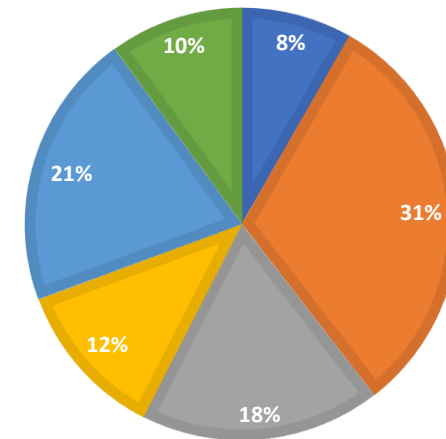
The Labour Market Census data shows for the Liverpool City Region that:

- Liverpool has the largest population at 484,500 which is 31%
- Wirral is next with 320,600 which totals 21%
- Sefton has 279,700 people in the area at 18%
- St Helens have 183,400 which totals 12%
- Knowsley have 155,000 which is 10%
- Finally Halton at 128,600 which is 8% of the population in the area



LIVERPOOL REGION

■ Halton ■ Liverpool ■ Sefton ■ St. Helens ■ Wirral ■ Knowsley

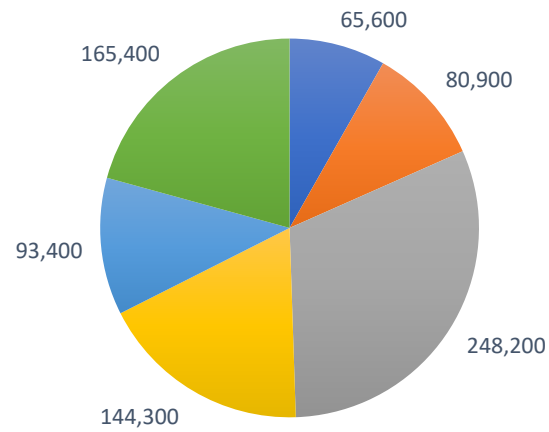


# Liverpool City Region – Gender Split

The Labour Market Census data shows for the Liverpool City Region that:

- There is similar split of Male to Female population in each area
- There is a 10,000 differential at most

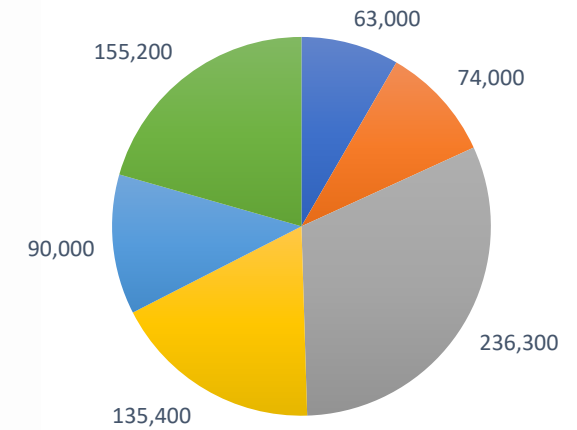
## Female Population



■ Halton  
■ Knowsley  
■ Liverpool  
■ Sefton  
■ St. Helens  
■ Wirral



## Male Population



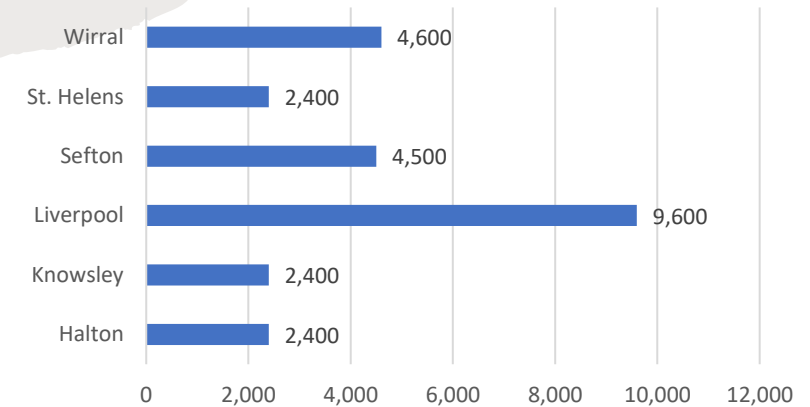
■ Halton  
■ Knowsley  
■ Liverpool  
■ Sefton  
■ St. Helens  
■ Wirral

# Liverpool City Region - Education & Unemployment

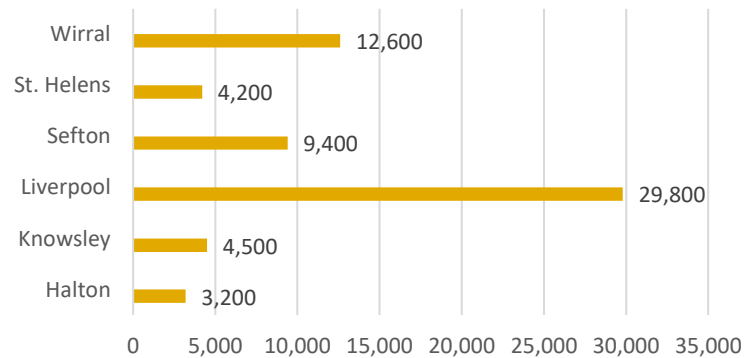
The Labour Market Census data shows for the Liverpool City Region that:

- The unemployed number is largest in Liverpool at 9,6000
- It is the smallest in the St Helens, Knowsley and Halton areas with 2,400 in each
- Liverpool have the highest numbers of long-term sick with 27,000
- Halton have the smallest with 5,300
- Liverpool have the highest number of students with 29,800
- Halton have the smallest with 3,200
- These numbers tie into the demographics for each regions population numbers

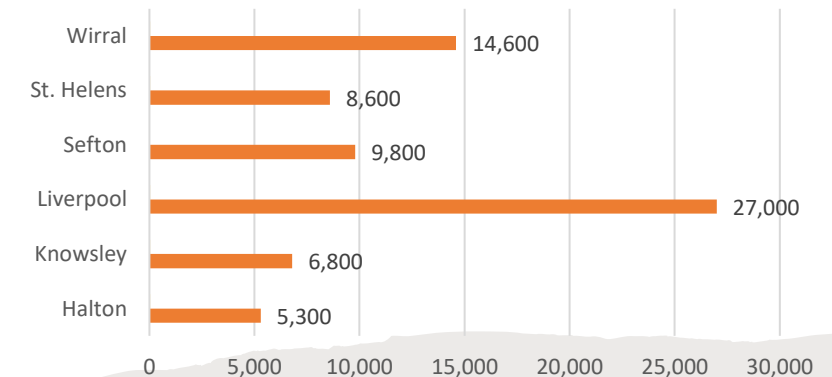
**Unemployed**



**Students**



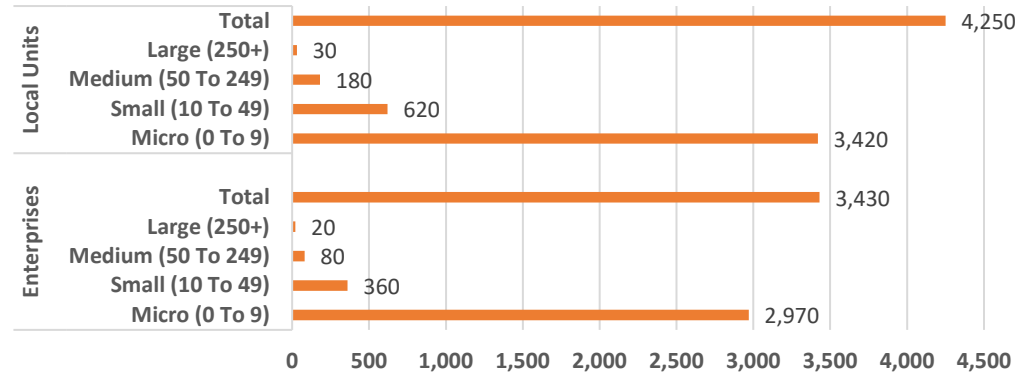
**Long Term Sick**



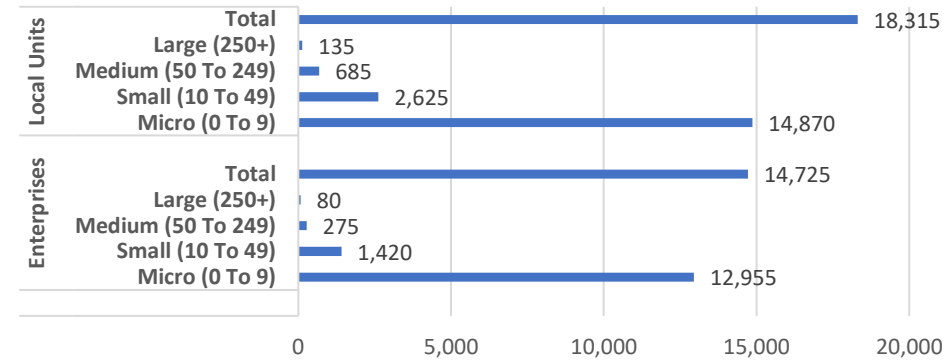
# Liverpool City Region - Business Demographics

The Labour Market Census data shows for the Liverpool City Region that the following business sizes are in each area:

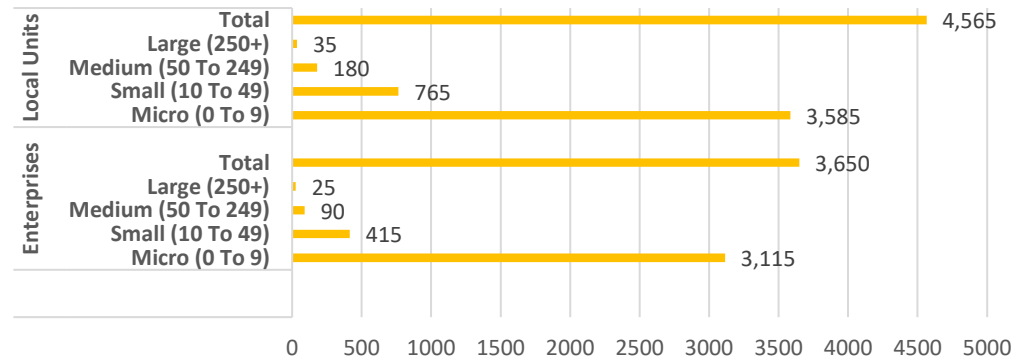
## Knowsley



## Liverpool



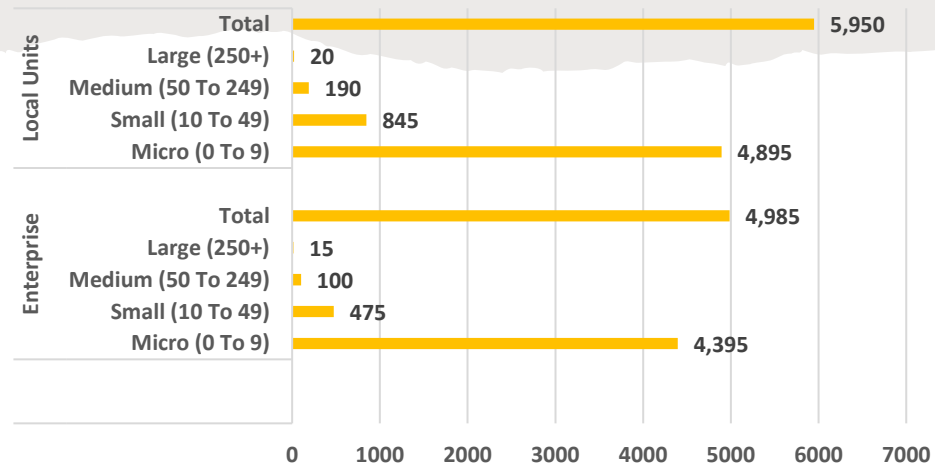
## Halton



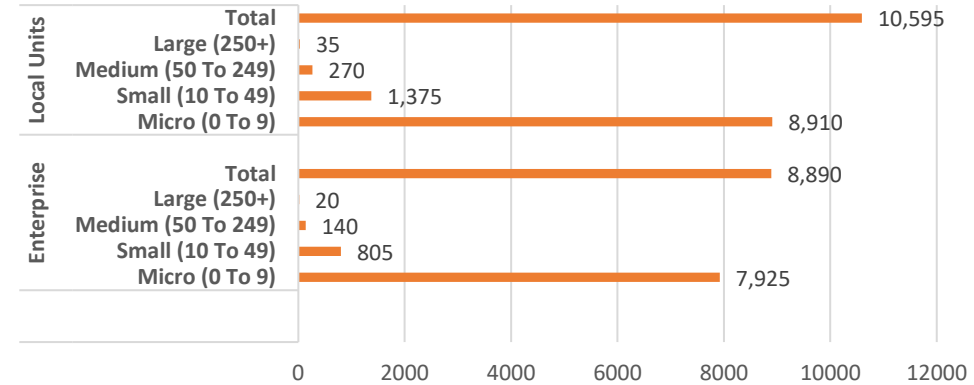
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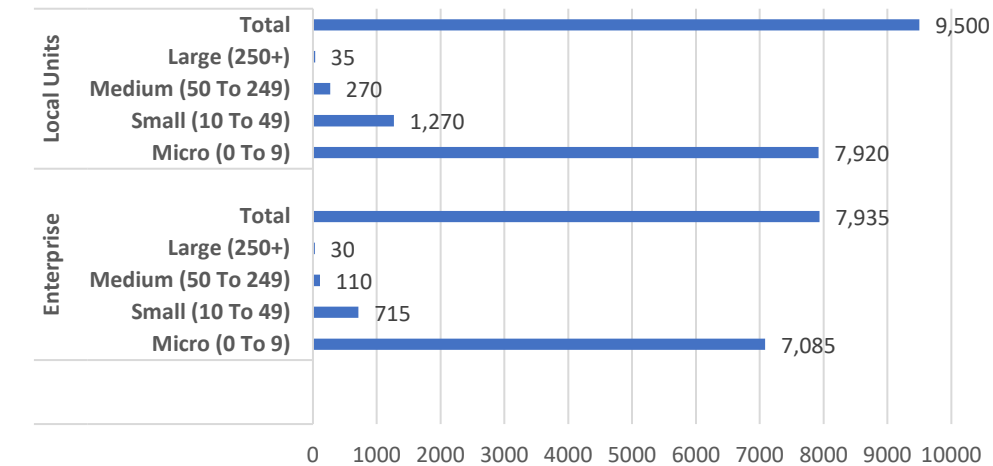
## St. Helens



## Wirral



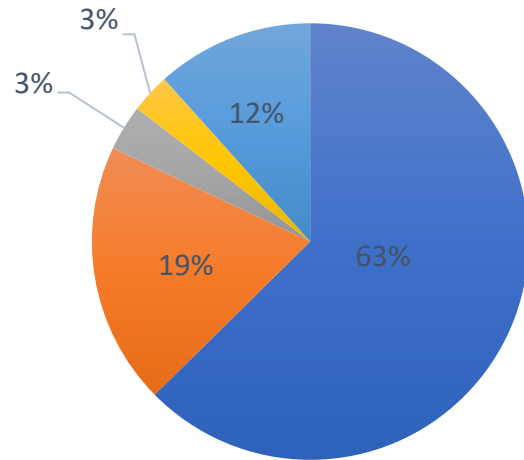
## Sefton



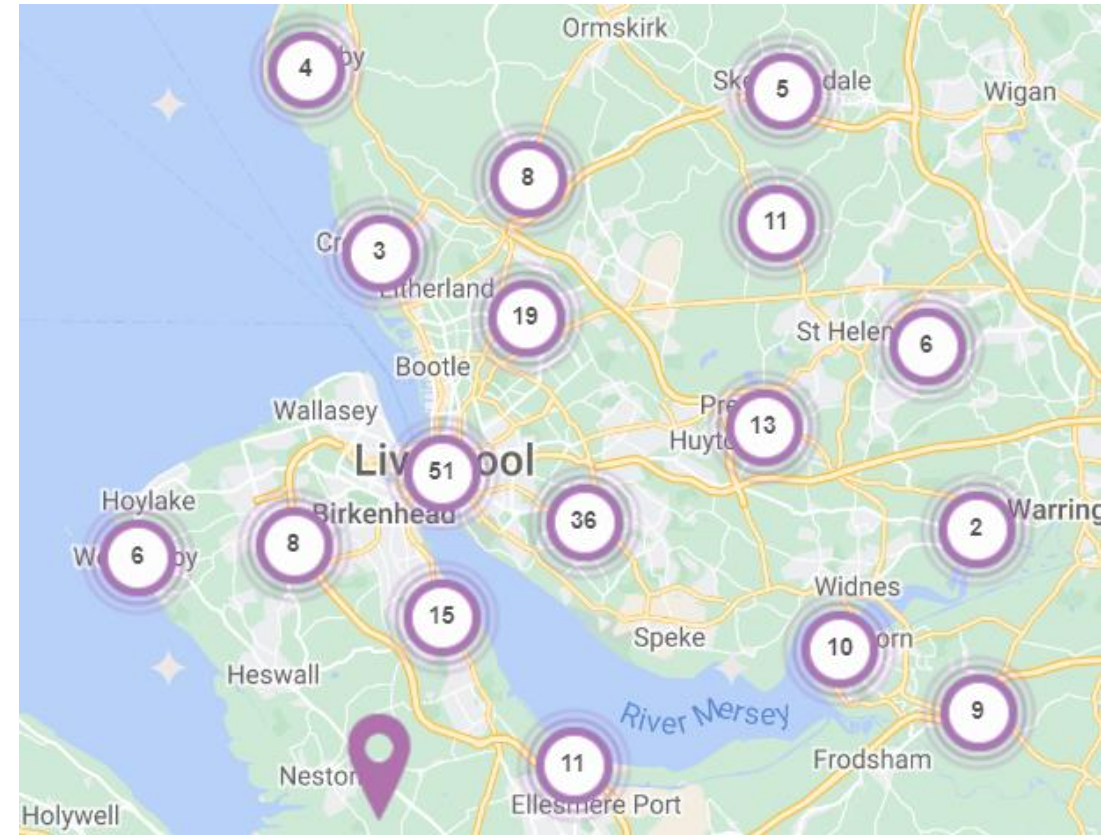
# Liverpool City Region – Be More Apprenticeships

For apprenticeships offered around Liverpool City Region, there is the following split observed on LCR Be More:

- 63% for Liverpool
- 19% for Wirral
- 12% for Knowsley
- 3% for St Helens and Sefton



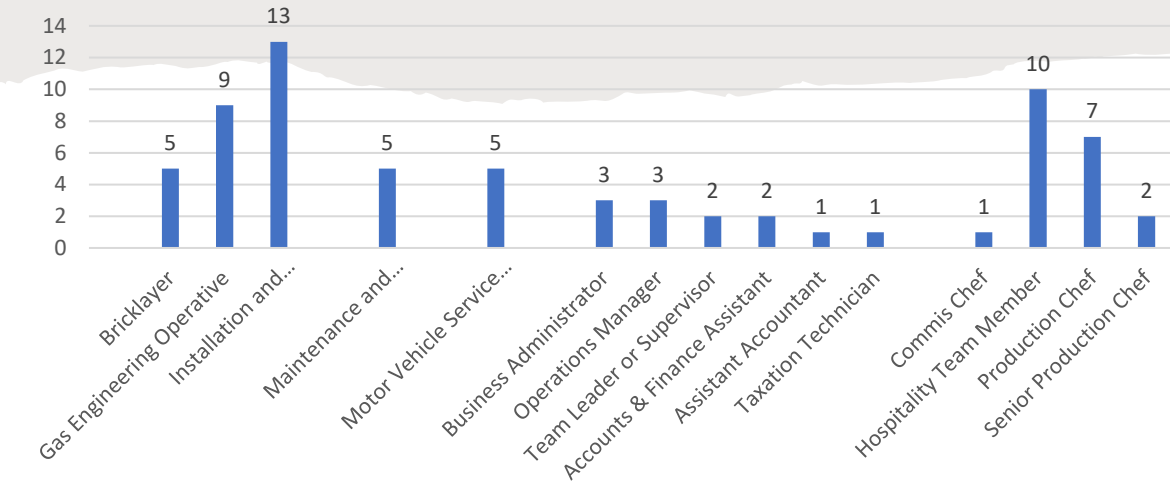
■ Liverpool ■ Wirral ■ Sefton ■ St Helens ■ Knowsley



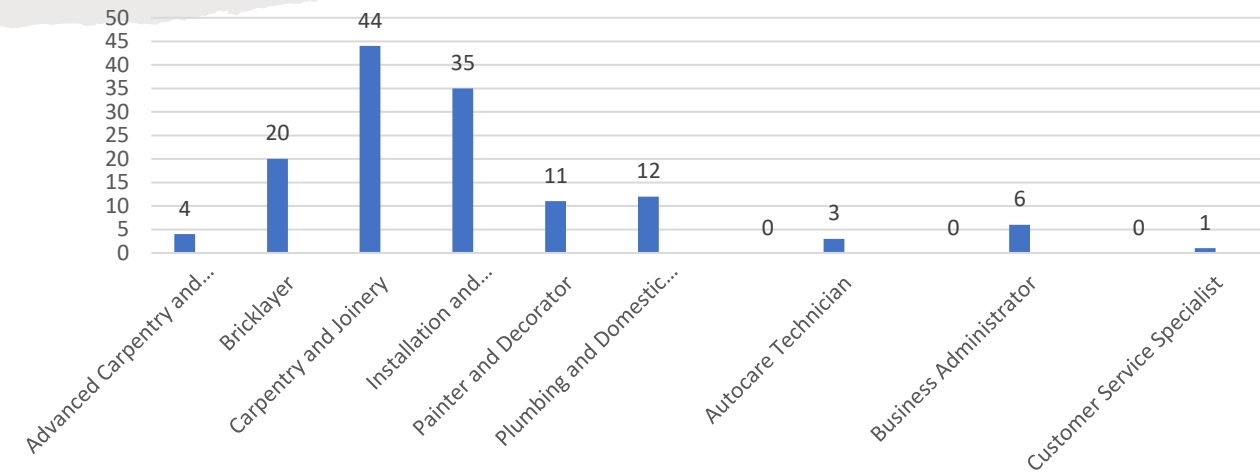
# Liverpool City Region - College Apprenticeships

Apprenticeship starts for each LCR college 2021-22:

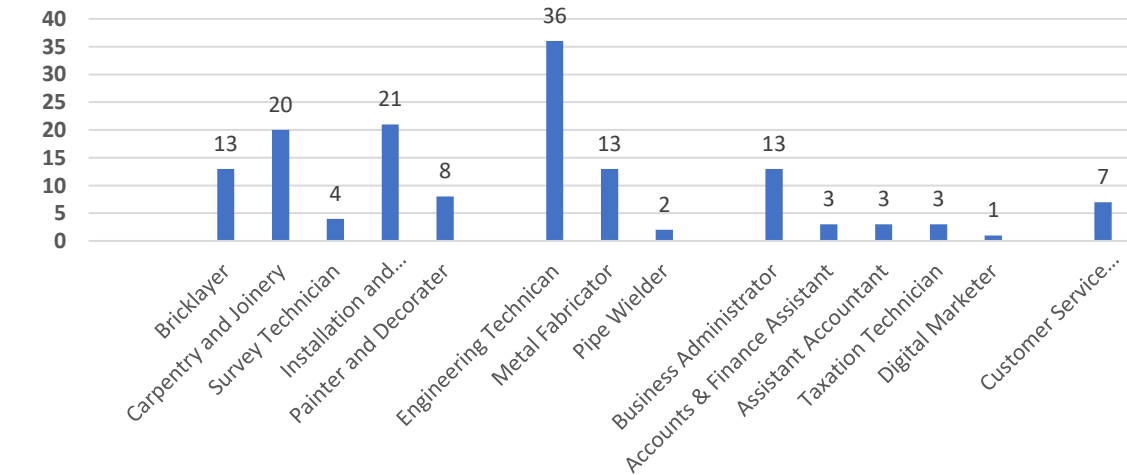
## Southport College Apprenticeship Starts 2021-22



## Hugh Baird College Apprenticeship Starts 2021-22



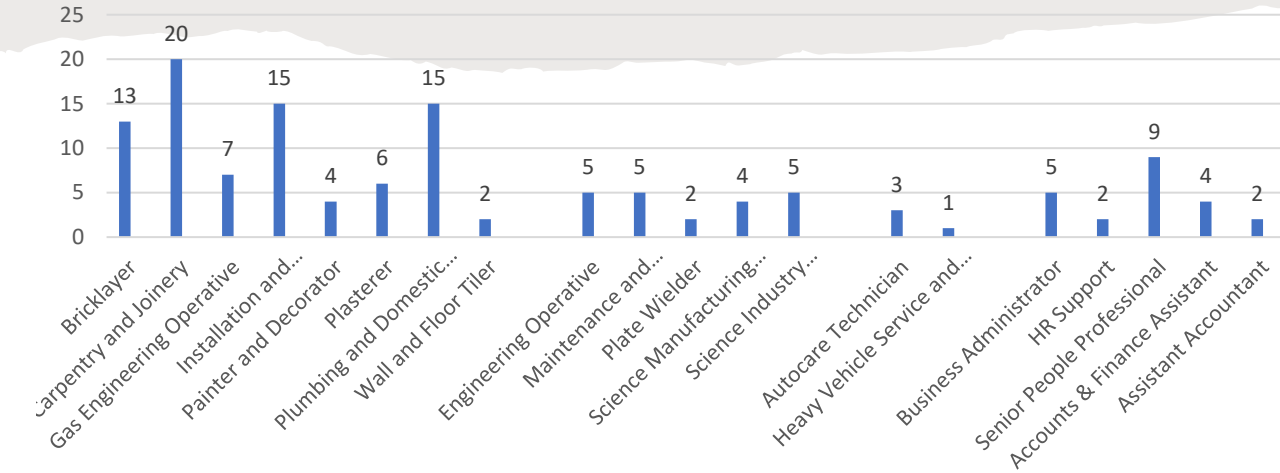
## Riverside College Apprenticeship Starts 2021-22



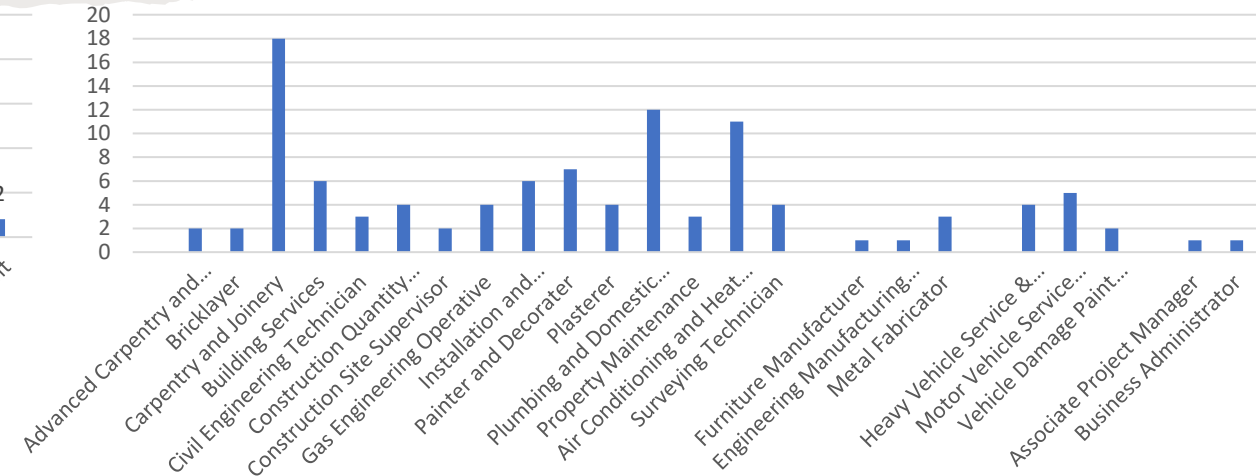
# Liverpool City Region - College Apprenticeships

Apprenticeship starts for each LCR college 2021-22:

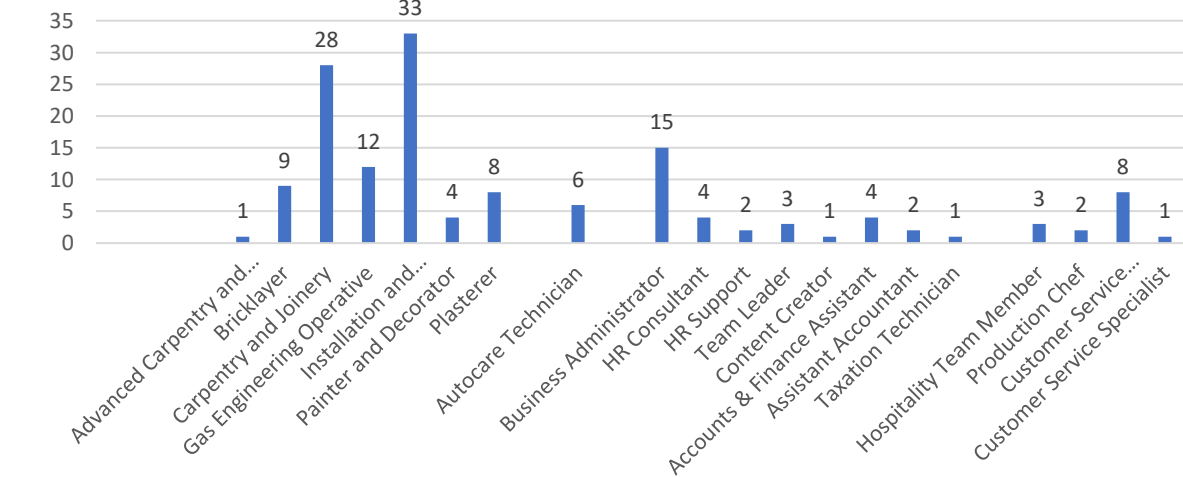
## ST Helens College Apprenticeship Starts 2021-22



## City of Liverpool College Apprenticeship Starts 2021-22



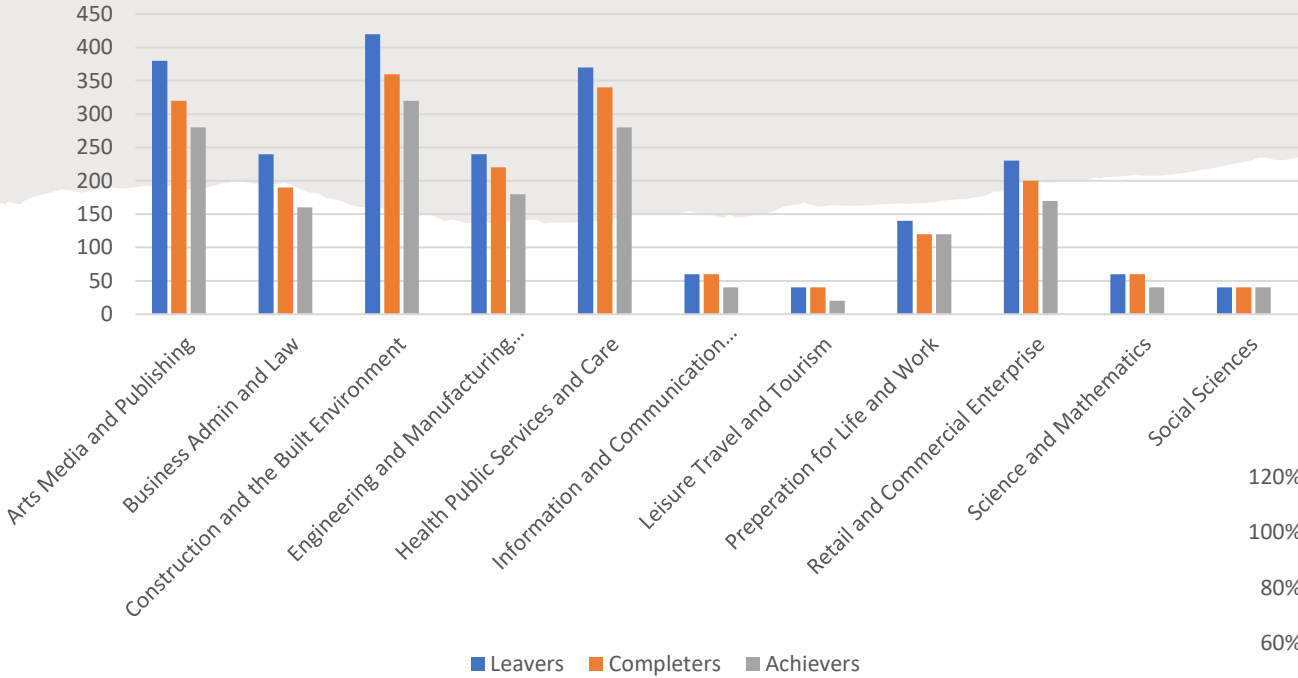
## Wirral Met College Apprenticeship Starts 2021-22



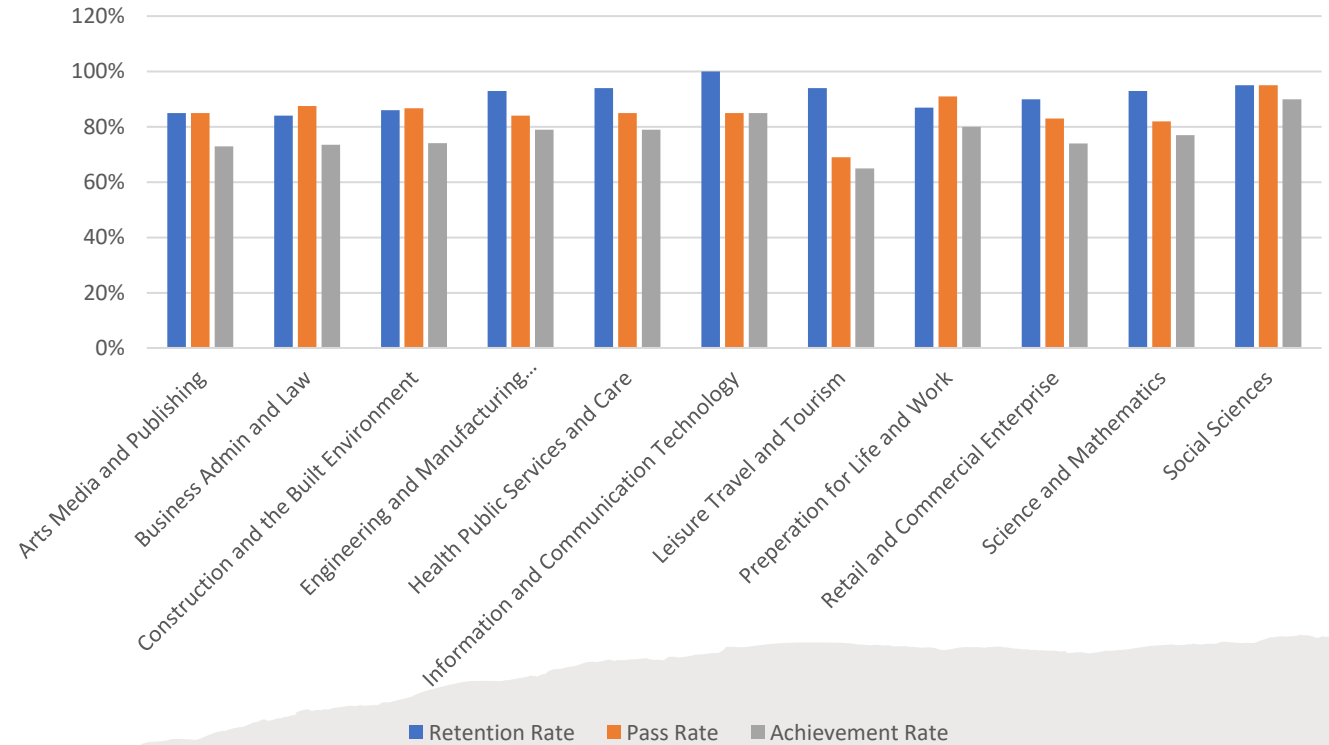


# Liverpool City Region - College Achievers, Leavers & Completers

## Southport College

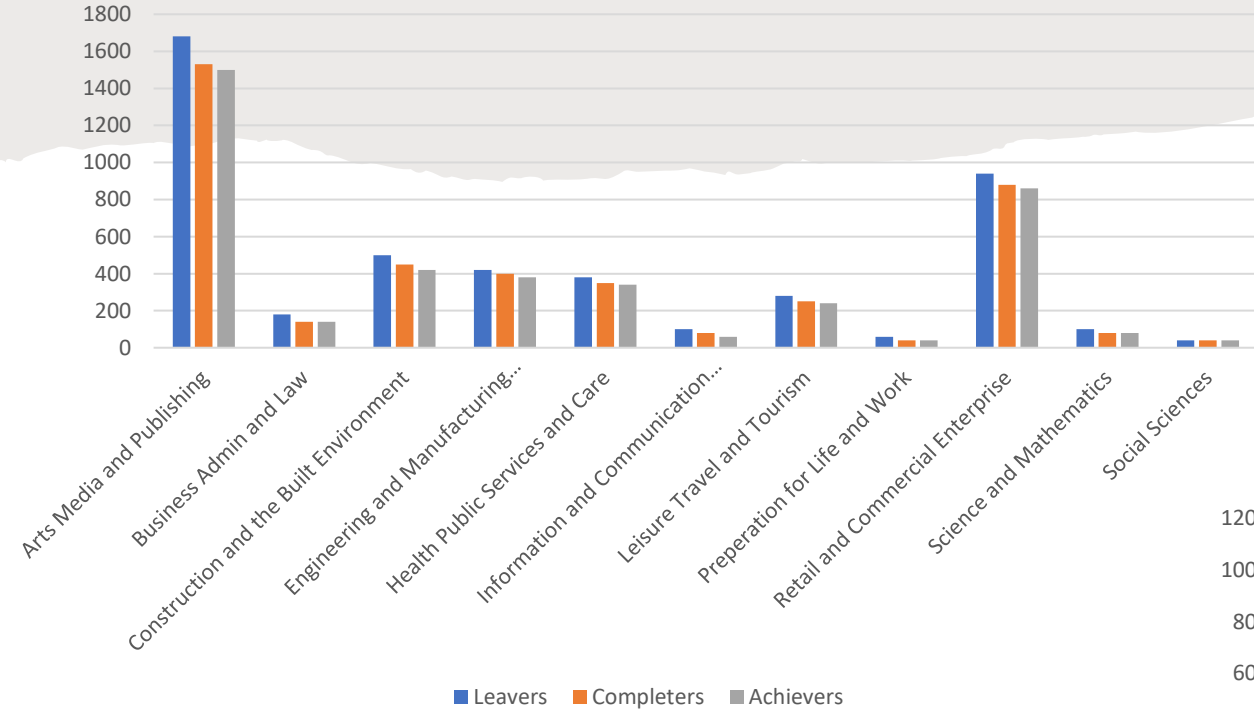


## Southport College

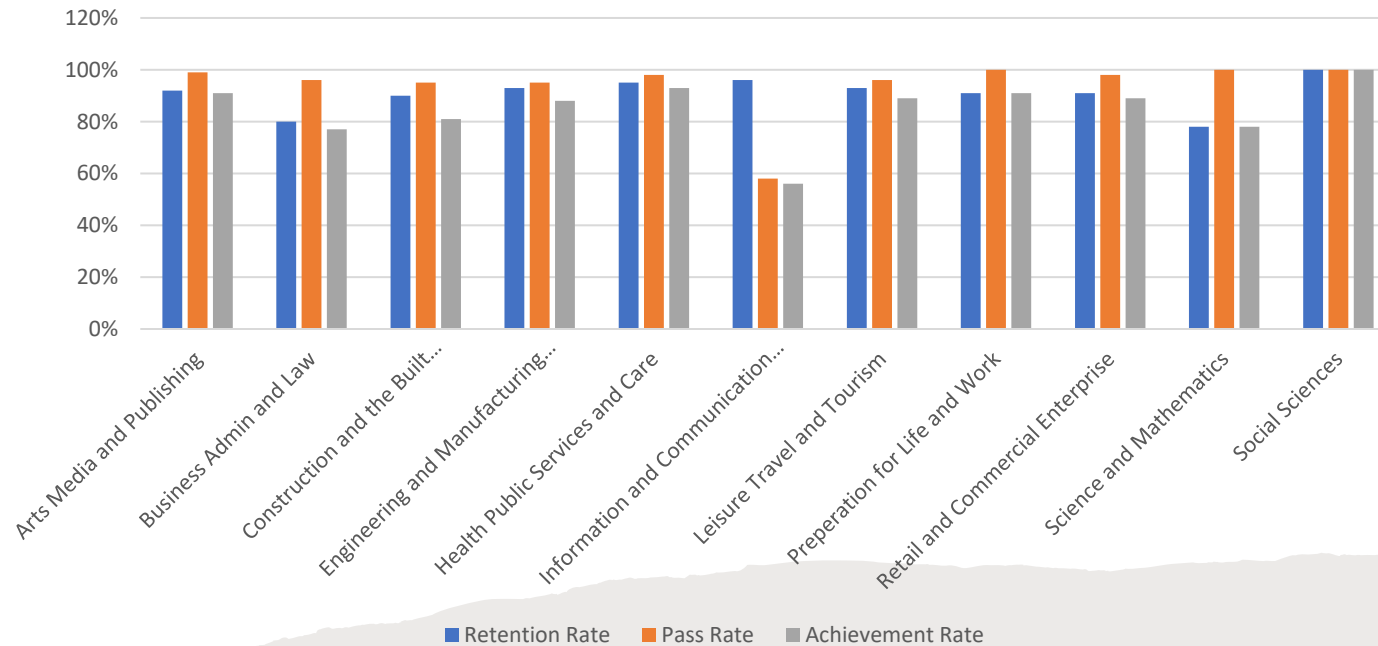


# Liverpool City Region - College Achievers, Leavers & Completers

City of Liverpool College

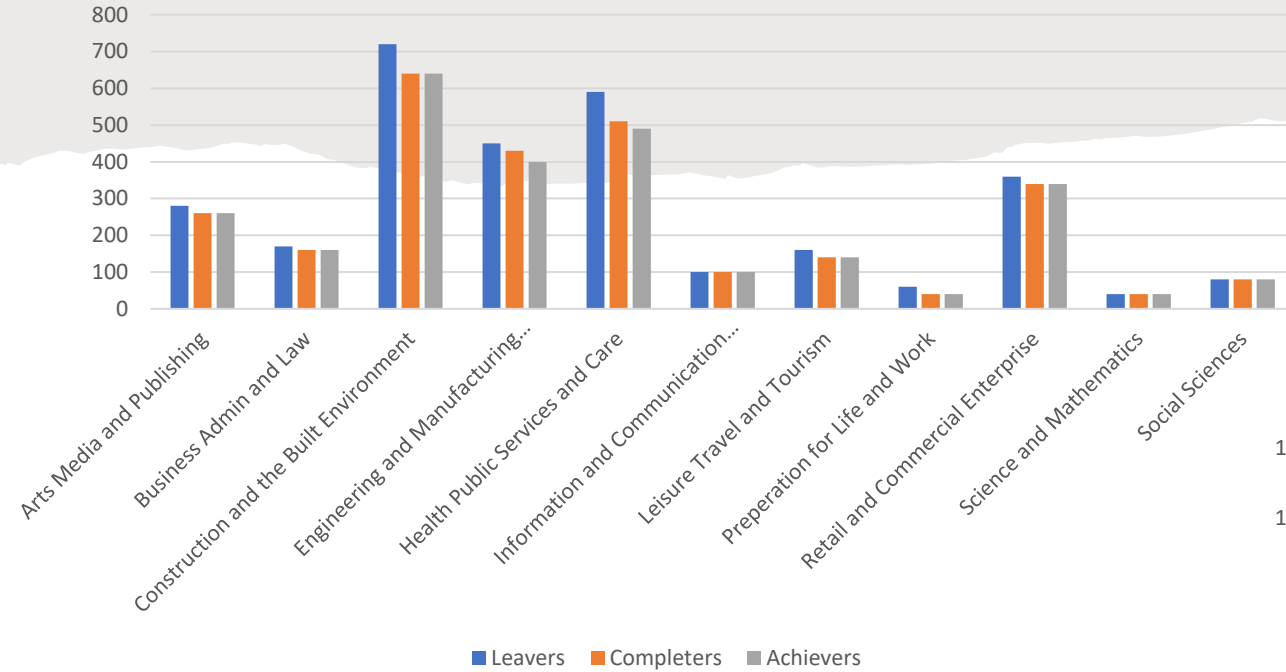


City of Liverpool College

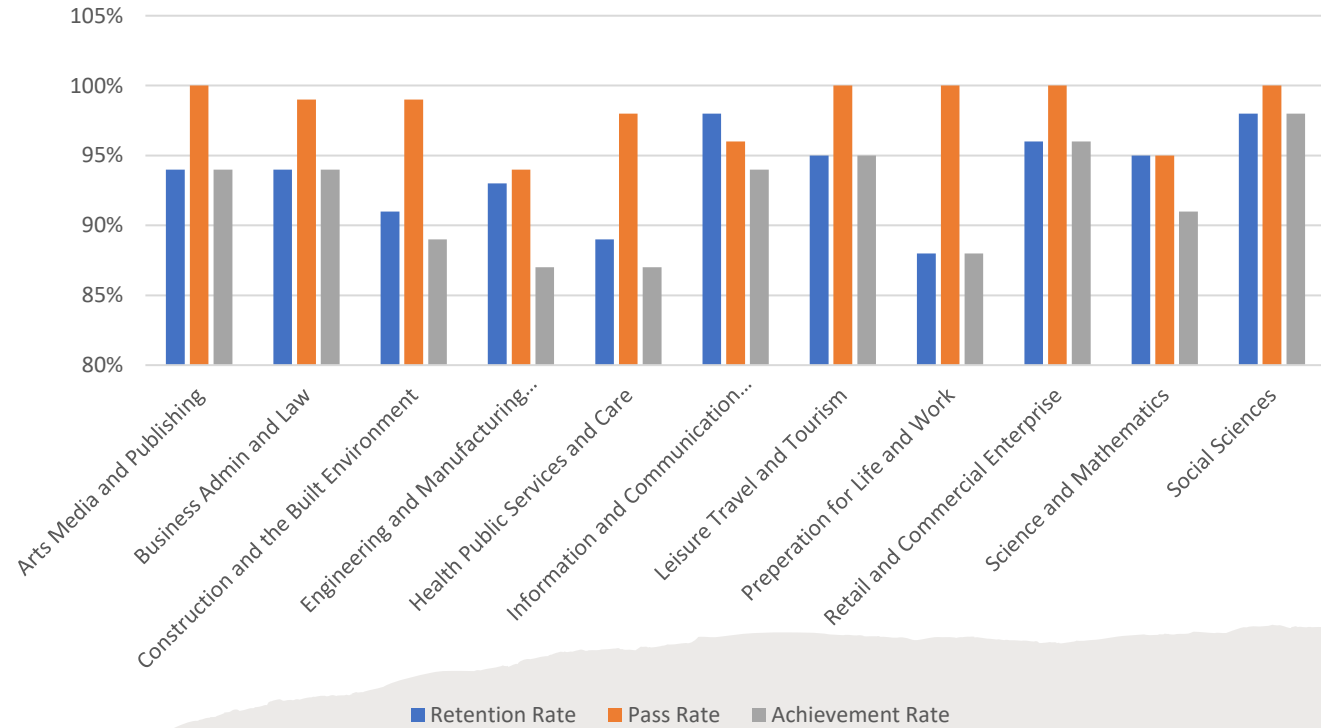


# Liverpool City Region - College Achievers, Leavers & Completers

## Riverside College

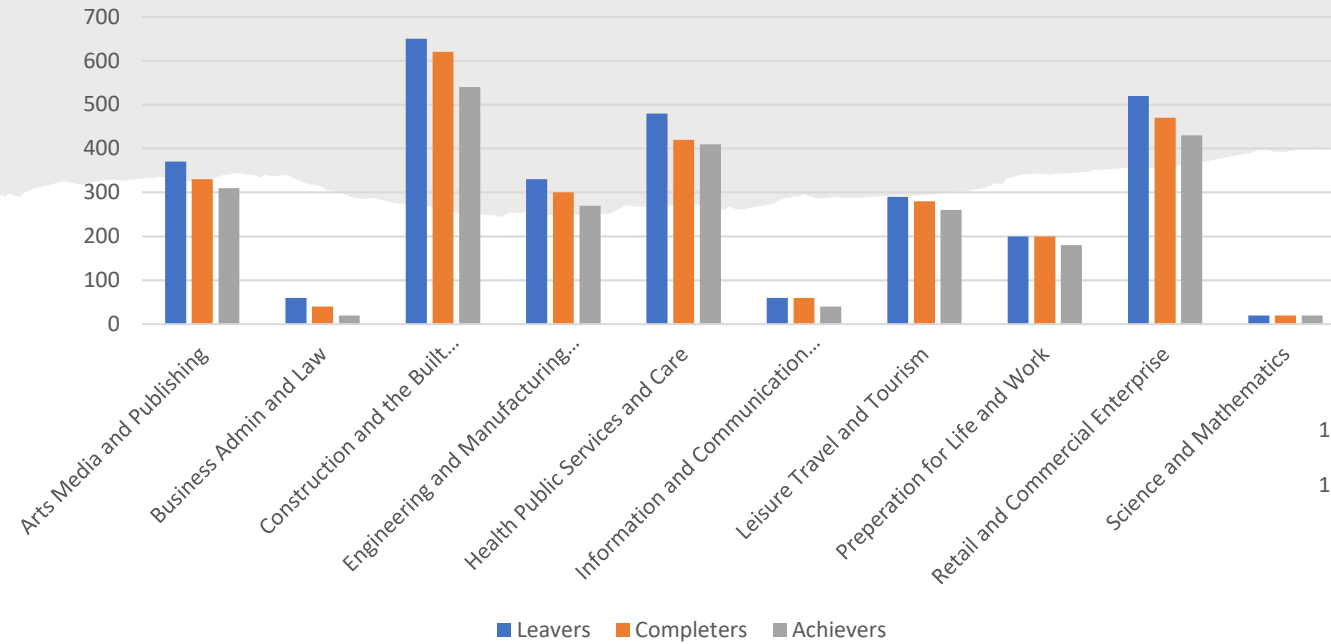


## Riverside College

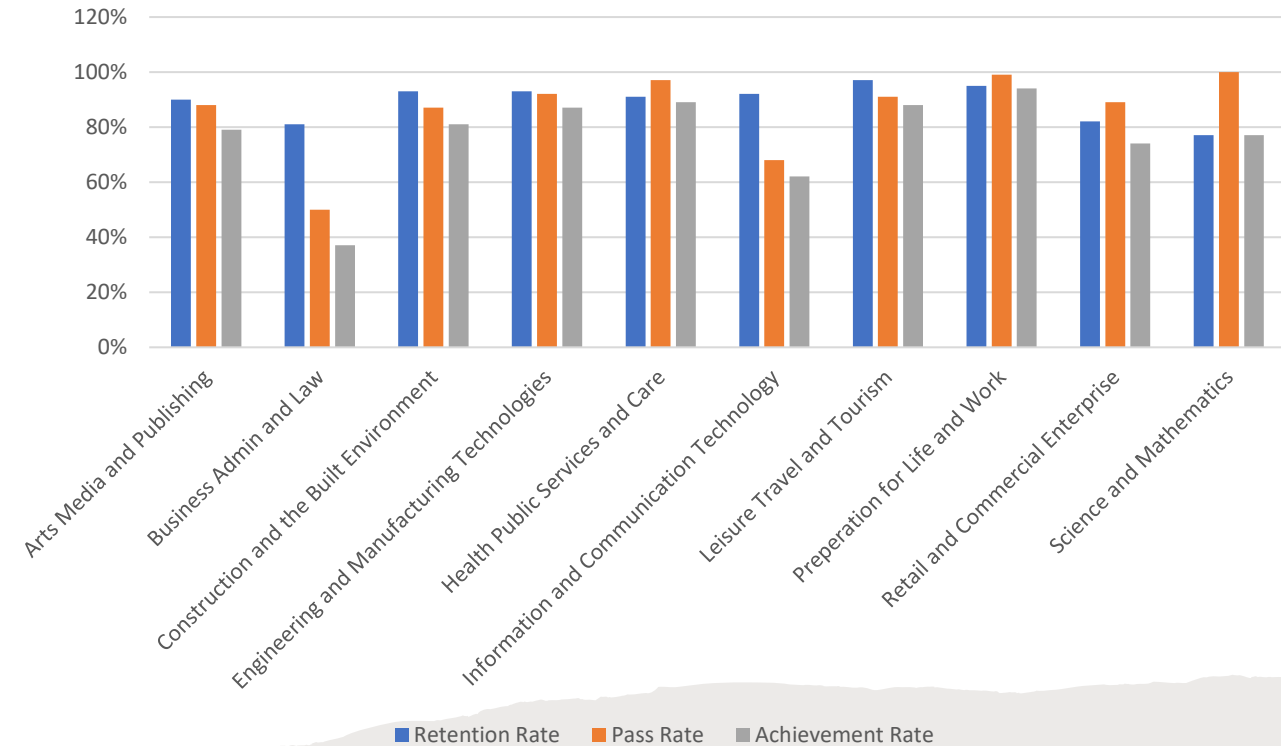


# Liverpool City Region - College Achievers, Leavers & Completers

Wirral Met

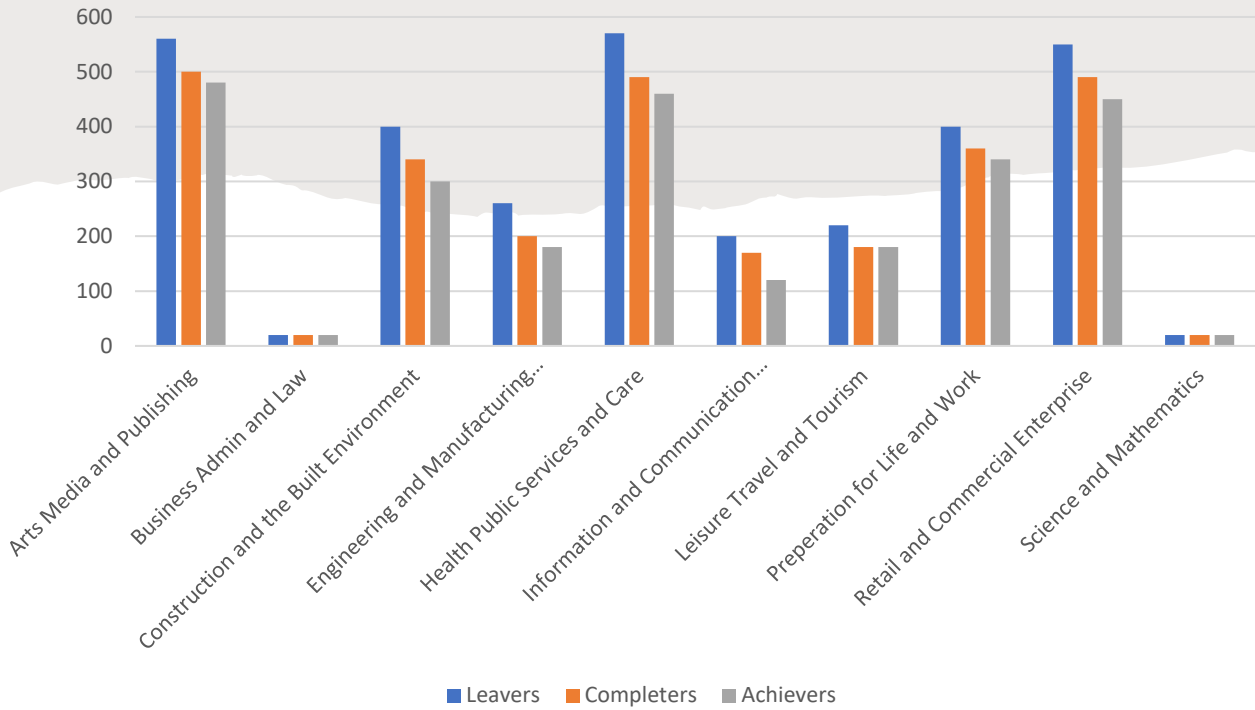


Wirral Met

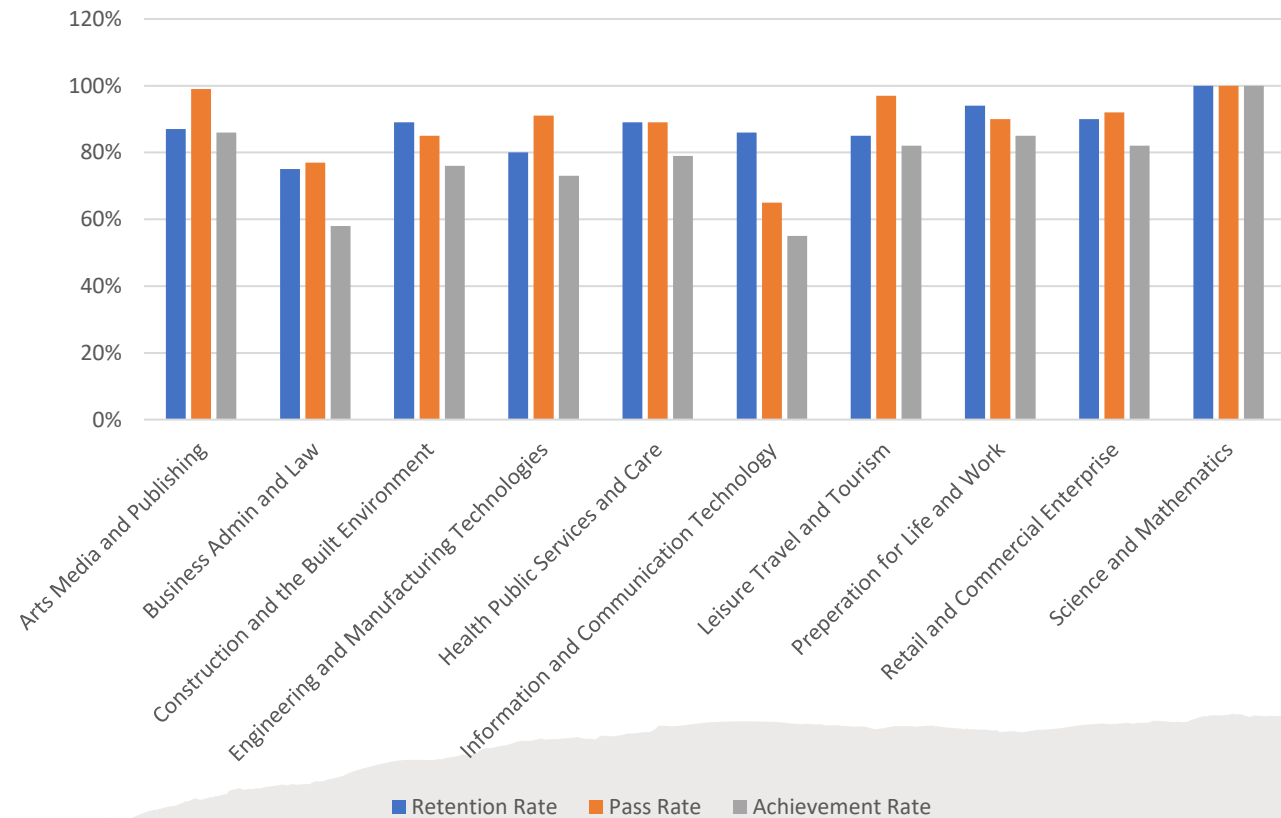


# Liverpool City Region – College Achievers, Leavers & Completers

St Helens College

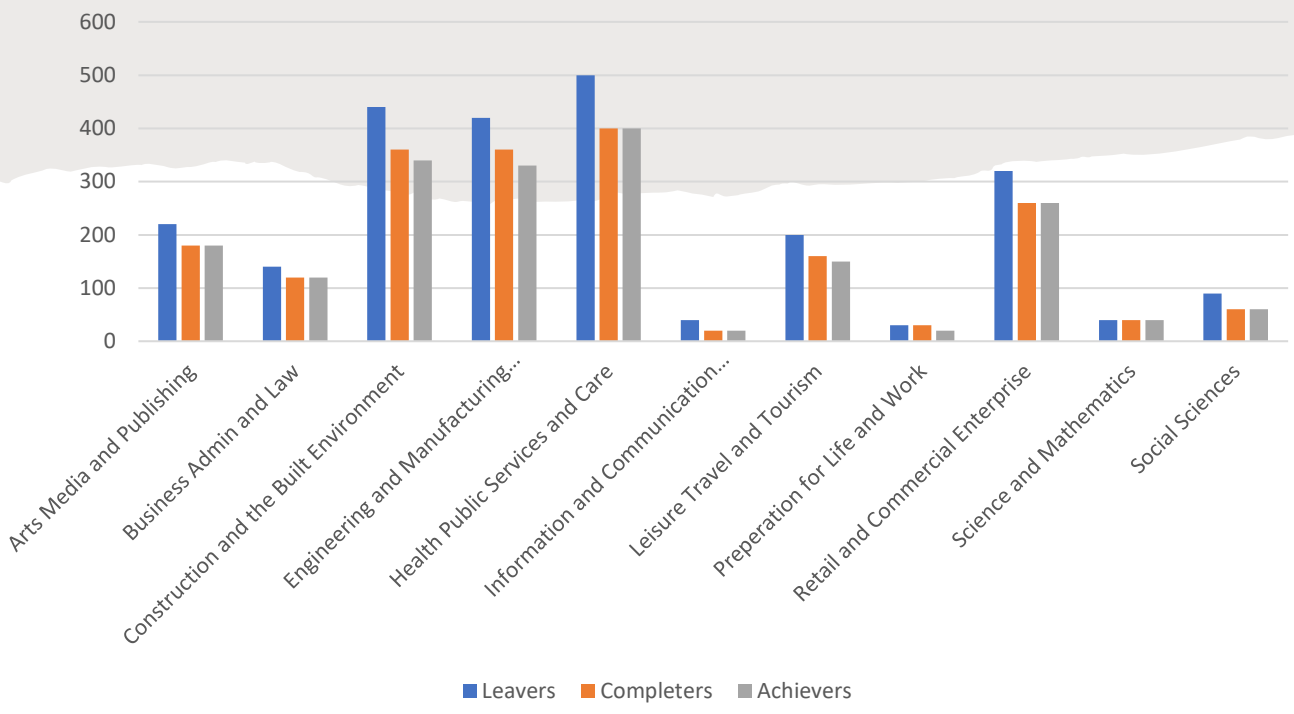


St Helens College

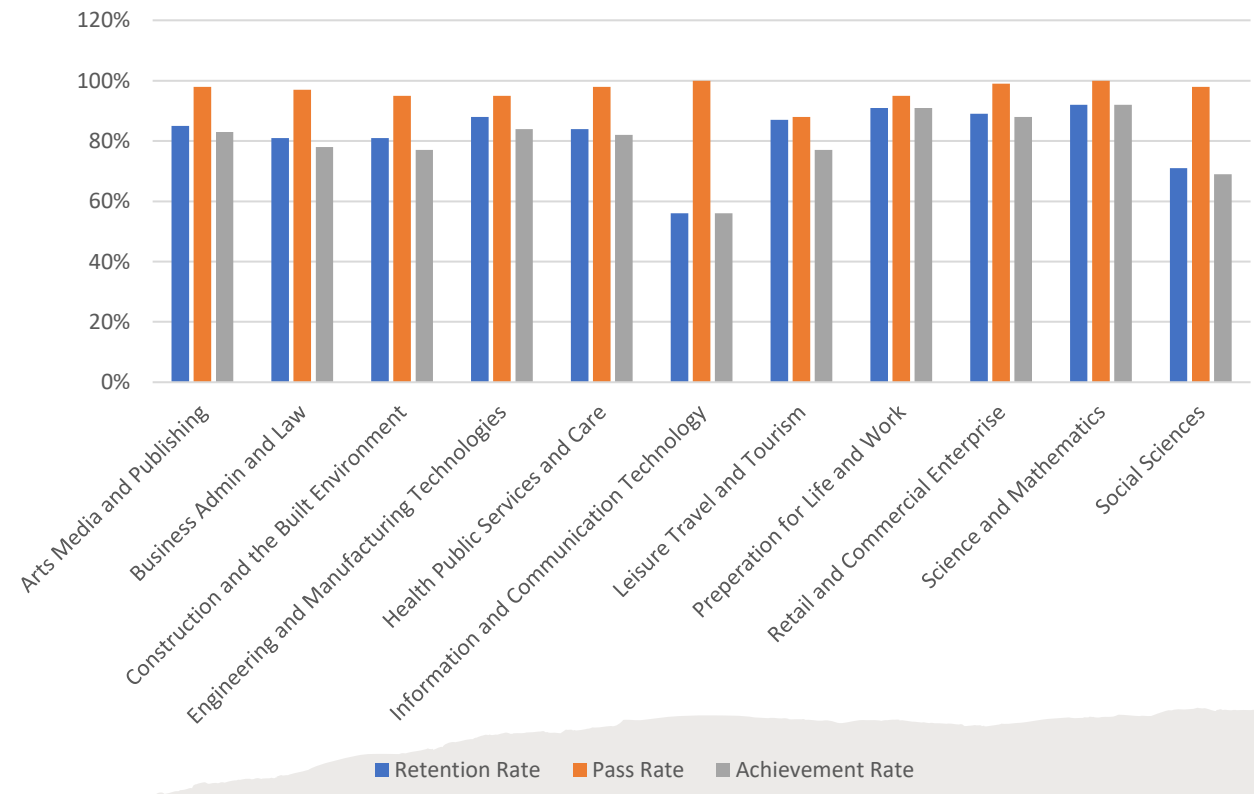


# Liverpool City Region - College Achievers, Leavers & Completers

Hugh Baird College



Hugh Baird College

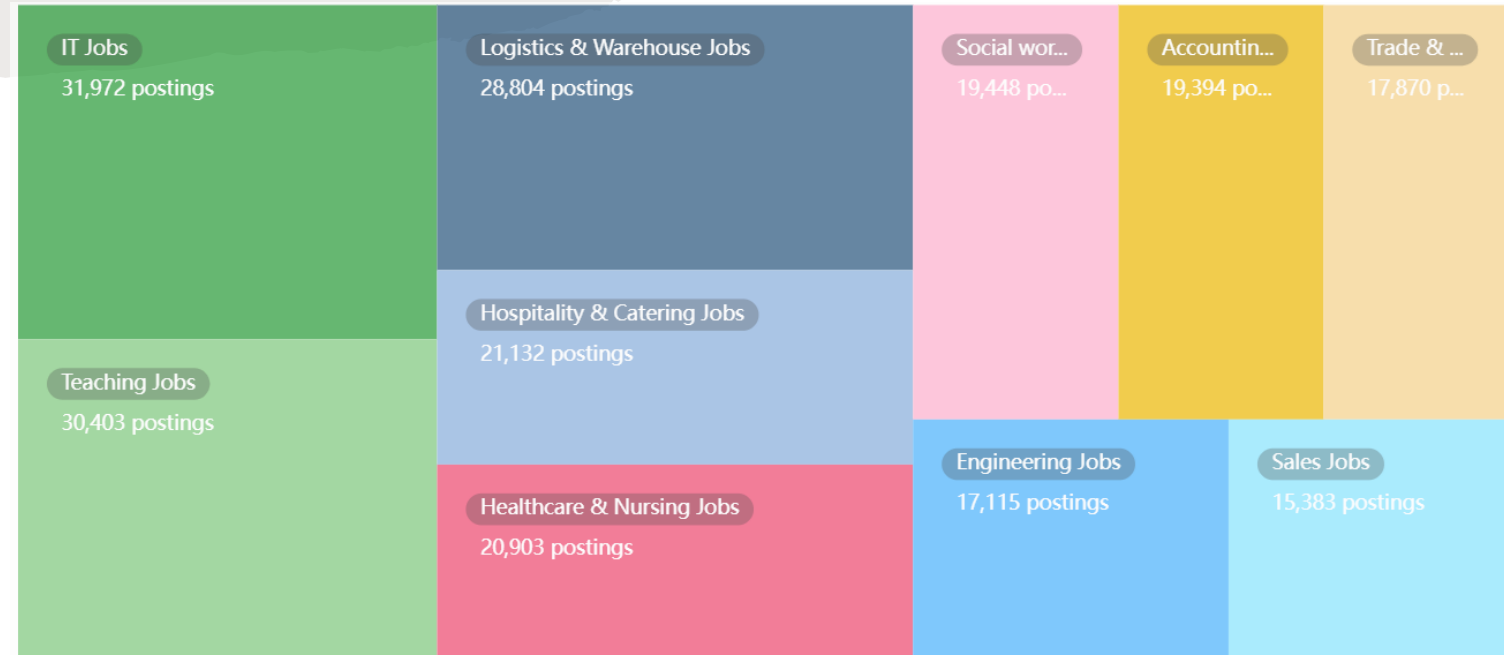


# Liverpool City Region - Industries Hiring

Data taken from Adzuna shows the industries with the highest job postings in the last year in the LCR:

- IT jobs is top with 31,972 unique postings
- Teaching jobs is next with 30,403 postings
- Logistics & Warehouse jobs is next with 28,803 postings
- Hospitality and Catering had 21,132 recorded postings

Logistics and Hospitality/Catering are both industries that are going to be explored in the LSIP data collection for the next round. Engineering and Trade are also going to be looked at as part of construction and manufacturing. These had 17,115 and 17,870 postings.



# Liverpool City Region – Employers Hiring

Data taken from Adzuna shows the top employers hiring in the Liverpool City Region in the last 6 months:

- Amazon hired for numerous different industries and had 4,818 unique job adverts
- There was several employers hiring for Wholesale and Retail Trade – Tesco, Asda and Aldi
- There was an additional two employers hiring for the Food service industry... Compass Group and Britannia Hotels





# Liverpool City Region – Salary Distribution

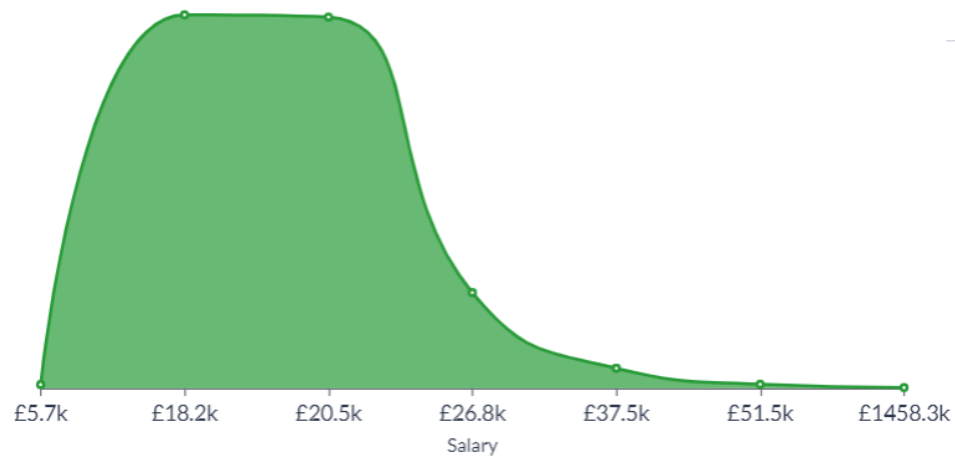
Data taken from Adzuna shows the salary distribution across the Liverpool City Region:

The median salary is £27,500 which is 8.7% less than the national average salary of £30,000.

Salary distribution in the area shows that the majority spread is between £18,000 and £21,000. There is a sharp decrease between £21,000 and £30,000.

Salary Trends however do show that there is an increase in the median salary across the region leading into 2023.

## Salary Distribution



## Median Salary

£27,500

**8.7% less**

than the national median salary of  
£30,000

## Salary Trend



# Liverpool City Region - In Demand Occupations

Data taken from Adzuna shows the most in-demand Occupations in the Liverpool City Region.

- Social Care Work is top with over 10k postings
- Warehouse work is next with 7k postings
- Teaching Assistants are next with over 4k postings

There is also a median salary for all of these occupations.

Only 3 of these have £30k + median salaries.

In-Demand Occupations				
Top occupations in demand in Liverpool City Region				
Occupation	Median Salary	Demand Postings	Location Quotient	Interest Quotient
Social Care Work...	£20,160	10,415	8.5	98.0
Warehouse Work...	£21,120	7,032	11.5	96.7
Teaching Assista...	£18,000	4,475	14.2	30.4
Manag...	£32,000	4,066	5.7	44.9
Customer Service Advis...	£20,400	3,617	10.2	59.2
General Nur...	£38,400	3,293	8.3	27.6
Software Develop...	£45,000	3,218	6.0	38.2
Clean...	£18,720	3,057	8.0	105.6
Lorry Driv...	£27,840	2,643	7.1	92.2
Administrat...	£21,000	2,511	6.9	44.9

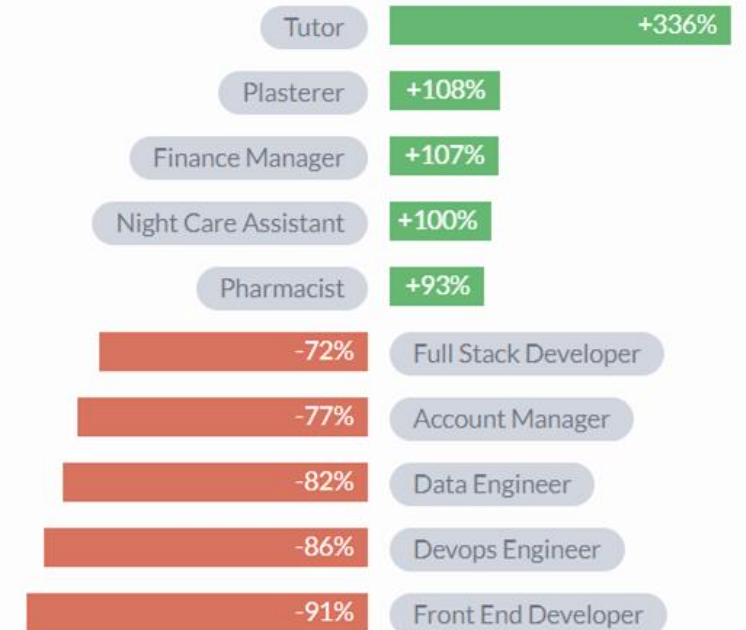
# Liverpool City Region - Occupational Shifts

Data taken from Adzuna shows the largest occupational shifts over the last 6 months.

- Tutors have seen the biggest shifts in demand with a +336% increase
- Plasterers are next with a +108% increase in demand (construction and trades)
- Finance managers are next up with a +107% increase in demand (PBS)
- Night care assistants and Pharmacists round off the list with +100% and +93%

On the other end of the spectrum we can see a decreased demand for information sciences and developers.

Occupations showing the highest shifts in demand in Liverpool City Region, 19/07/2022 - 19/01/2023

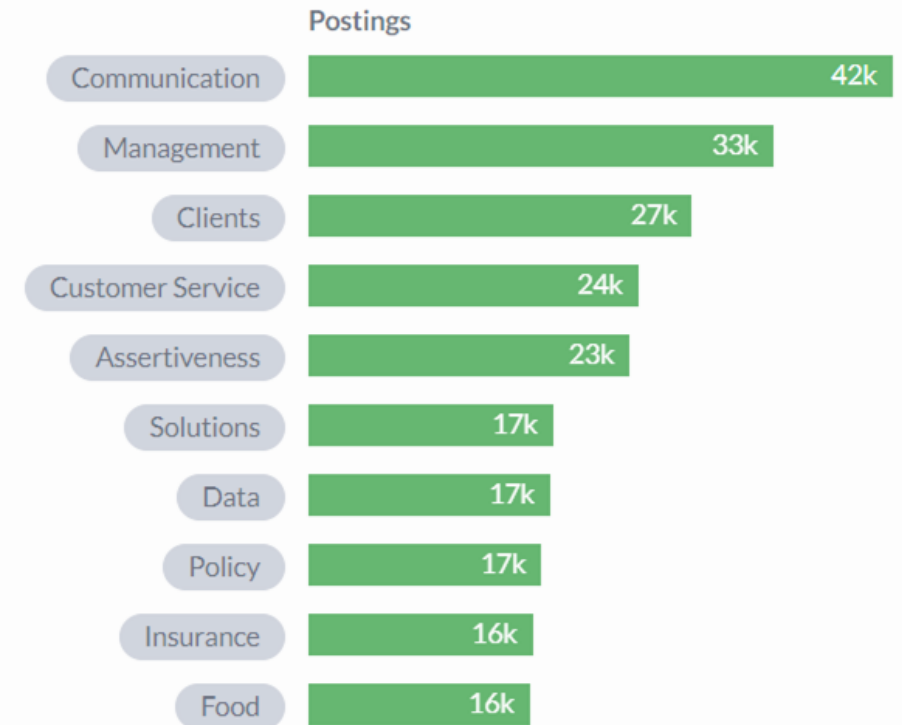


# Liverpool City Region - In Demand Skills

Data taken from Adzuna shows the biggest In-demand skills in the Liverpool City Region.

- Communication is the most sought-after skill with it being included in 42,000 postings
- Management and Clients are next with 33k and 27k respectively
- Customer service was 4<sup>th</sup> with 24k listings
- Assertiveness had 23k hits

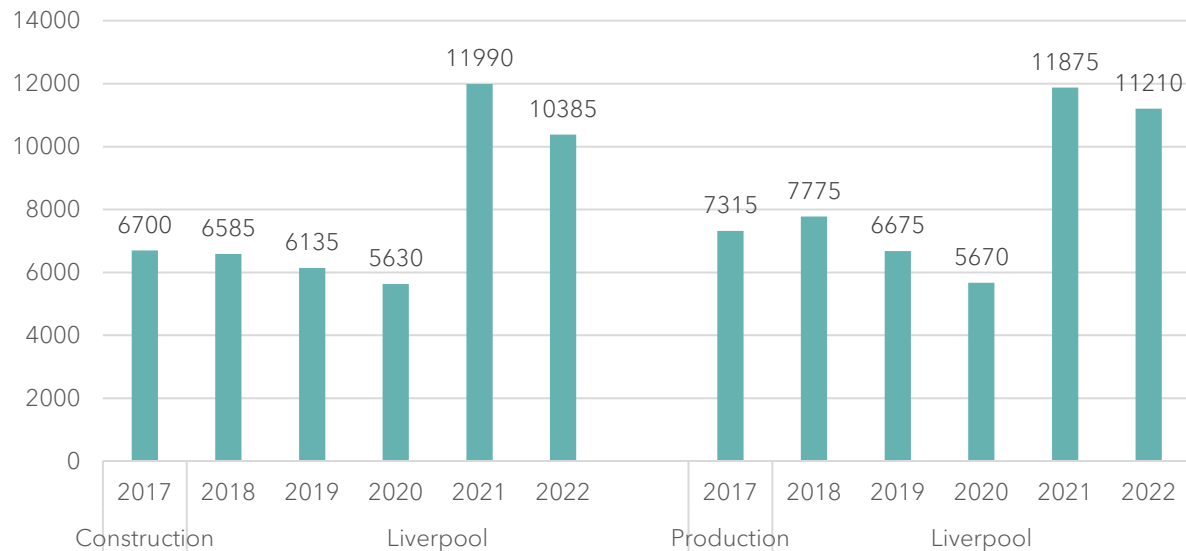
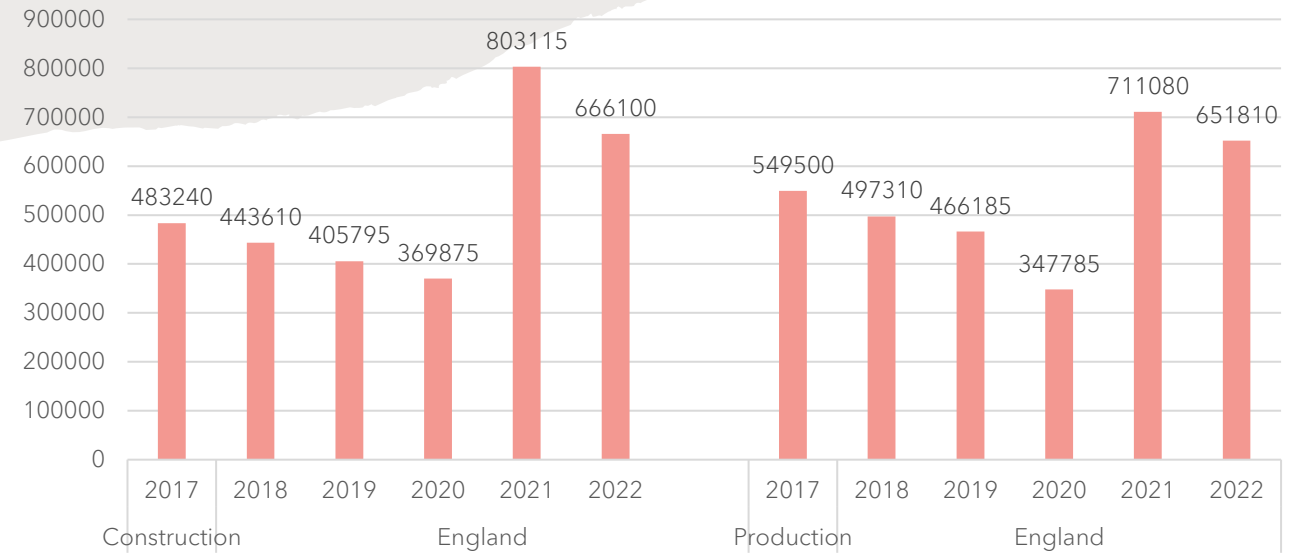
This shows that 3 out of the top 5 in-demand skills are behavioral and person specific rather than something that is taught or gained with experience.



# Liverpool City Region – Demand by region construction & Manufacturing

Data Taken from Labour Demands ONS

The tables show the demand by region over 5 years period for construction/manufacturing in Liverpool and England

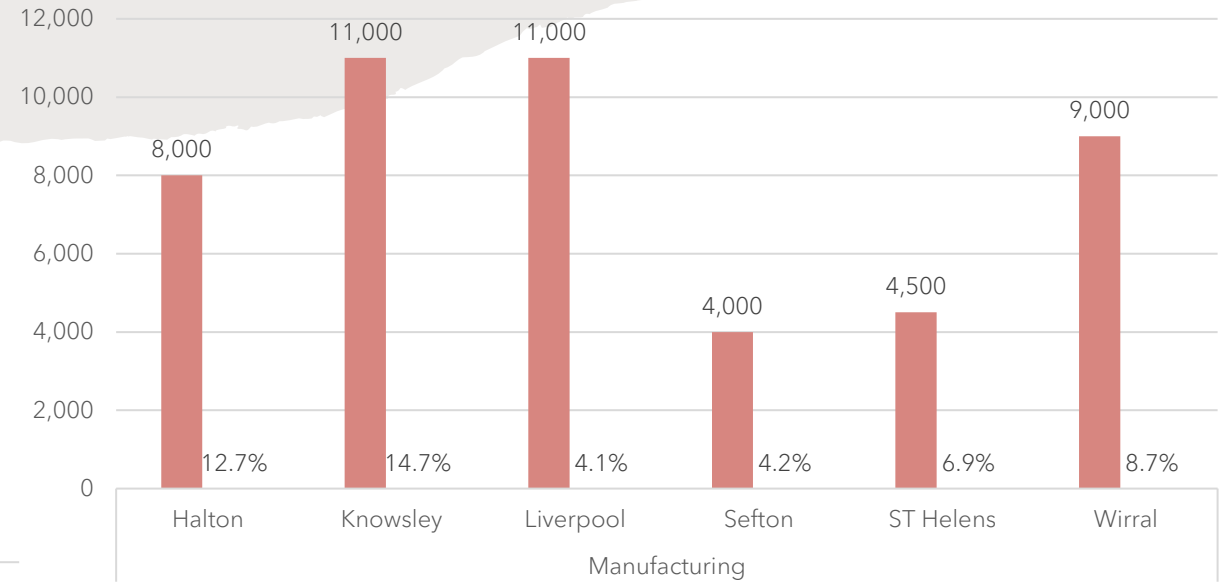
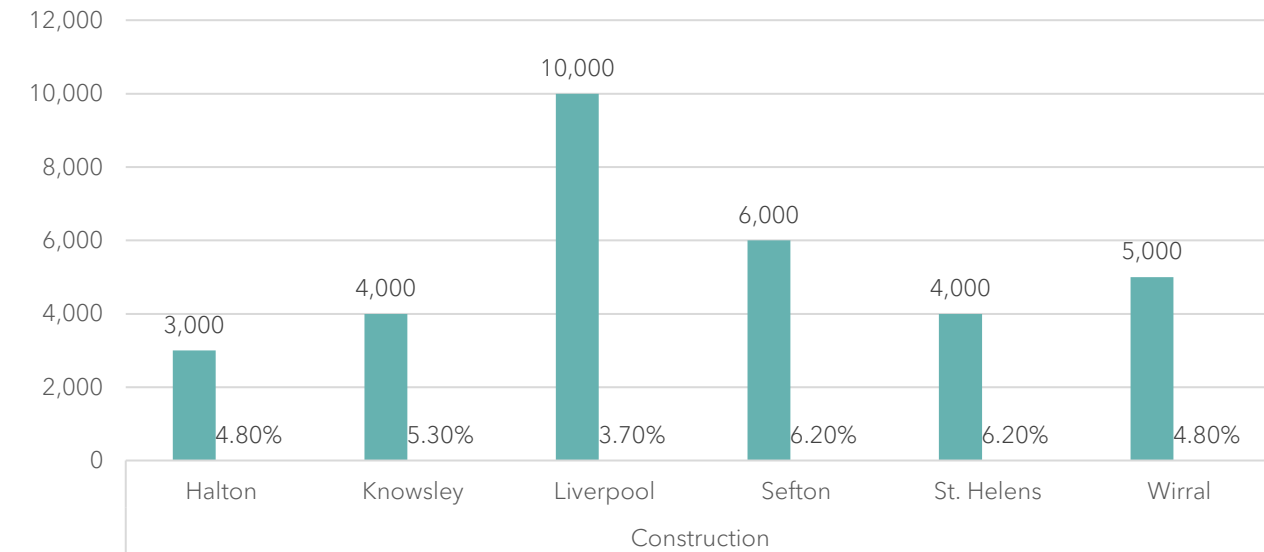


Both industries show similar trends over the years in both Liverpool and England. There was a steady decline in demand from 2017 to 2020. This was followed by a massive spike in demand which saw a 100% increase. 2022 data is only showing from January - October and the numbers are almost more than 2021 so the increase in demand looks set to continue and surpass 2021.

# Liverpool City Region – Demand by region employee jobs

Data Taken from Labour Demands ONS

The below tables show the demand by area within the Liverpool City Region for both Construction and Manufacturing.

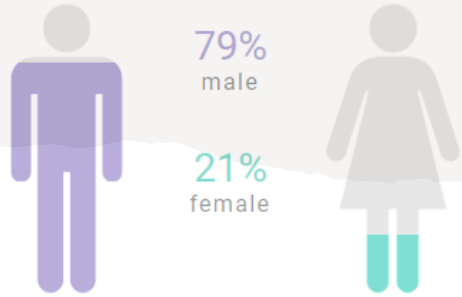


For Construction Liverpool is the area with most demand with 10,000. Sefton is next with 6,000 and Wirral is 3<sup>rd</sup> with 5,000.

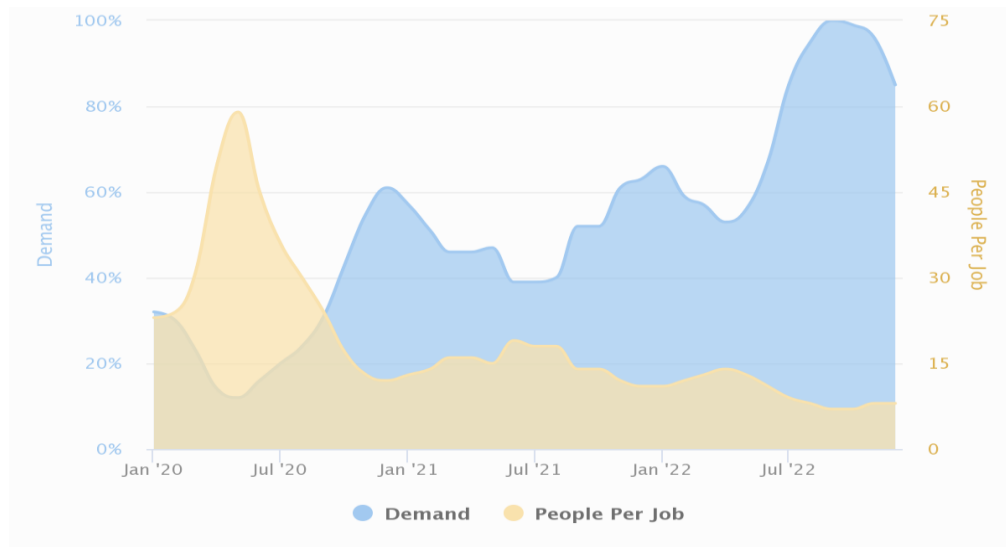
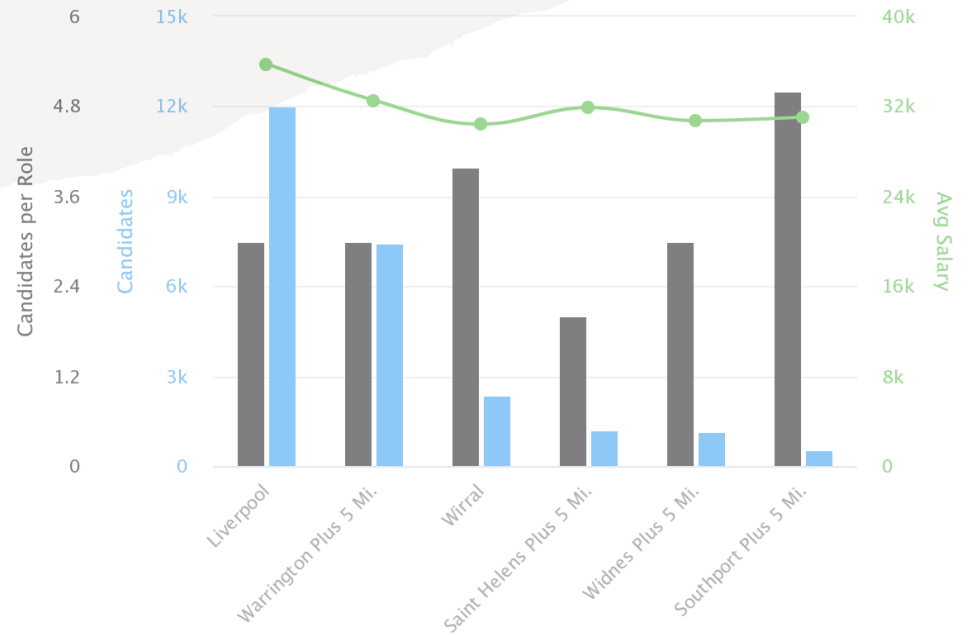
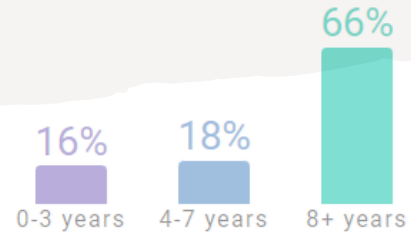
For Manufacturing Knowsley and Liverpool are top with 11,000 however Knowsley has much less in terms of overall population numbers. Wirral is next with 9,000 followed by Halton with 8,000.

# Liverpool City Region – Demand by region construction

Gender Breakdown



Experience Breakdown



- There is a large disparity in gender breakdown in the LCR region for construction
- There is a larger volume of construction workers with 8+ years experience
- Early – Mid 2020 saw less demand than workers whilst a spike in demand started and continues to trend into late 2022
- The median salary for construction work is showing above the national average of £30,000 however Adzuna reports construct work at below the average with £24,000
- Liverpool has a good amount of candidates against candidates per role as does Warrington. There are issues showing in Sant Helens, Wirral, Widnes and Southport as they have more candidates per role against the amount of candidates available.

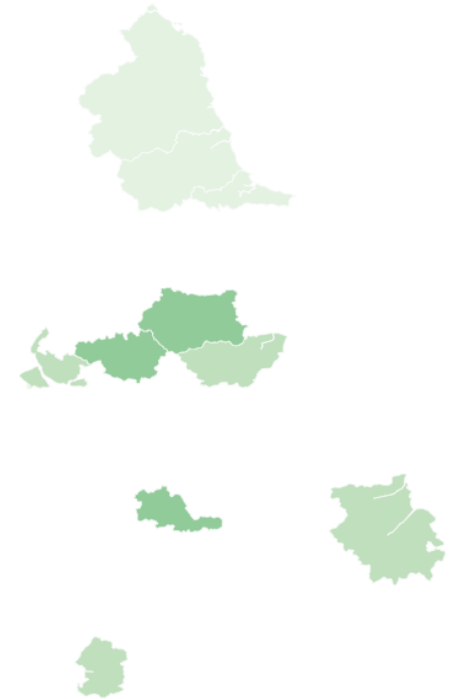
# Liverpool City Region – Supply and demand construction

## Overall Demand



Total number of unique job postings for Trade & Construction Jobs on the Adzuna website, in Liverpool City Region, 17/01/2022 - 17/01/2023

18,281 High



Low Demand Average Demand High Demand

There are many unique job postings for Trade & Construction on Adzuna for the Liverpool City Region.

This data was taken from 17/01/2022 to 17/01/2023.

The total number of unique job postings are 18,281.

This gives the Liverpool City Region a high demand rating.



# Liverpool City Region – Salary trend construction

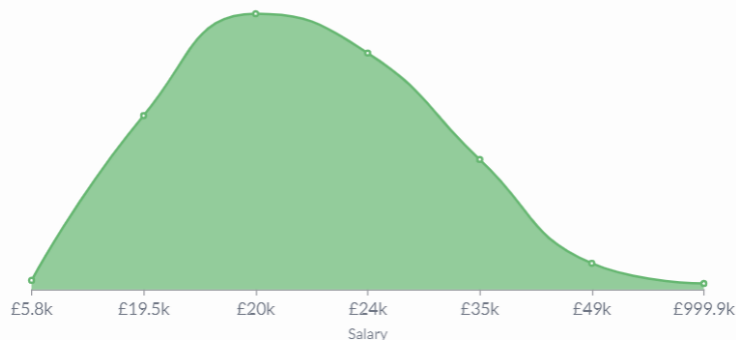
The salary trend for Trade and Construction is shown below – This was taken from Adzuna.

- Salary trend for construction has been on the decline since May 2022 from a high of £30k in Feb-Mar.
- Salary distribution shows that the largest amount of salaries is £20k-24k.
- This is well below the hourly pay in each area for all professions.

### Hourly Pay Region



### Salary Distribution



### Median Salary

£24,000

**22.2% less**

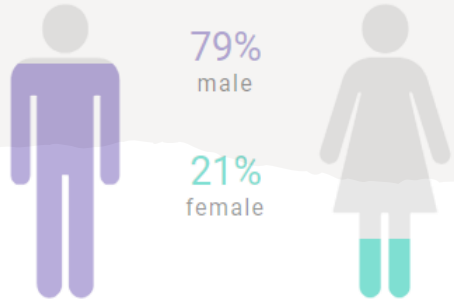
than the national median salary of  
£30,000

### Salary Trend

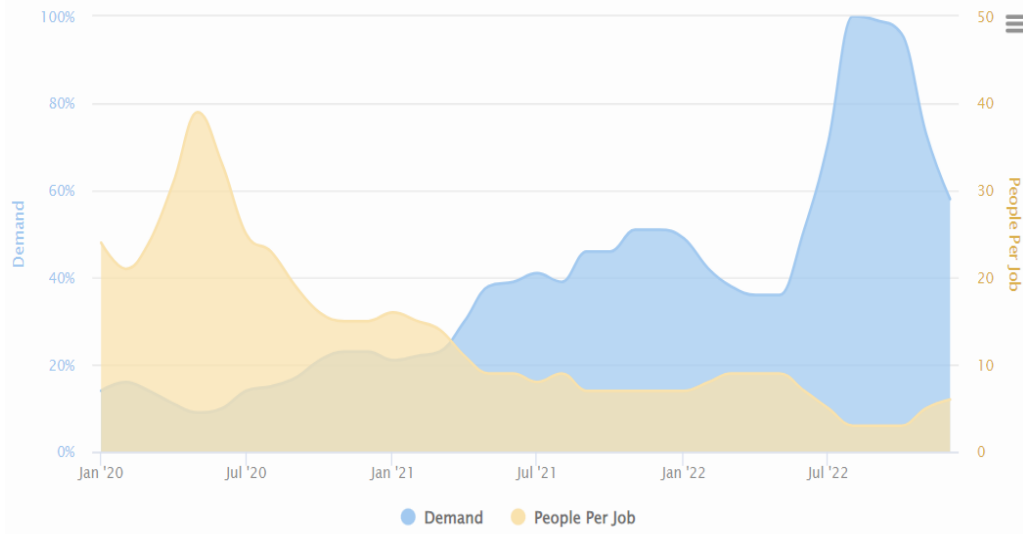
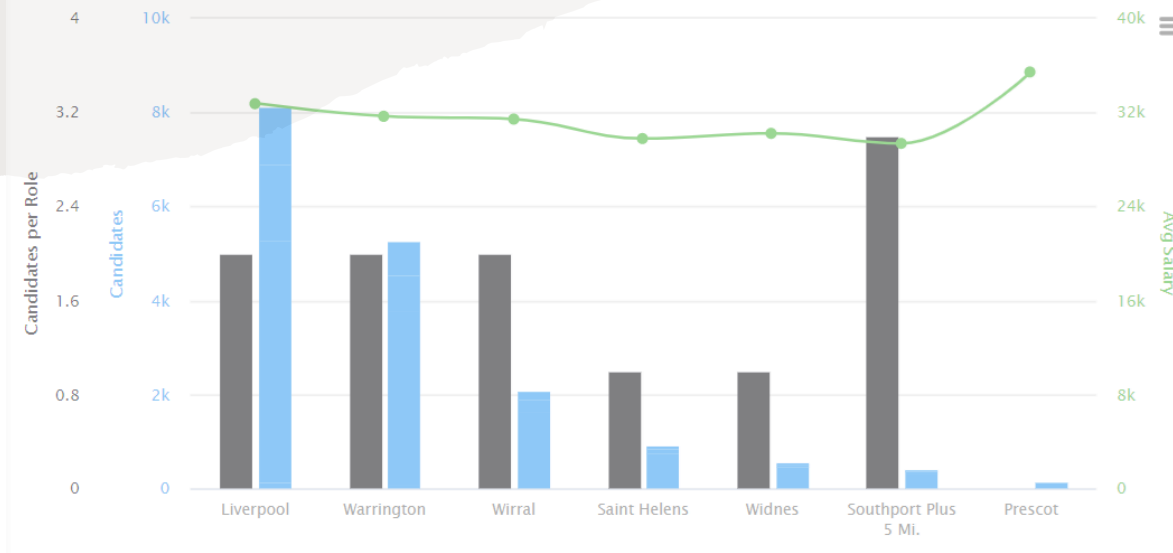
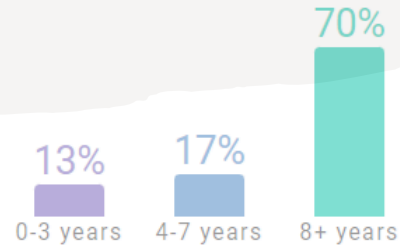


# Liverpool City Region – Demand by region manufacturing

Gender Breakdown



Experience Breakdown



- There is a large disparity in gender breakdown in the LCR region for manufacturing
- There is a larger volume of manufacturing workers with 8+ years experience
- Early - Mid 2020 saw less demand than workers whilst a spike in demand started and continues to trend into late 2022
- The median salary for manufacturing work in the area is showing as below the national average of \$30,000 in Saint Helens, Widnes, Southport and Prescot.
- Liverpool have a good amount of candidates per role against candidates as does Warrington. Wirral, St Helens, Widnes and Southport have far more candidates per role than available candidates indicating an issue.

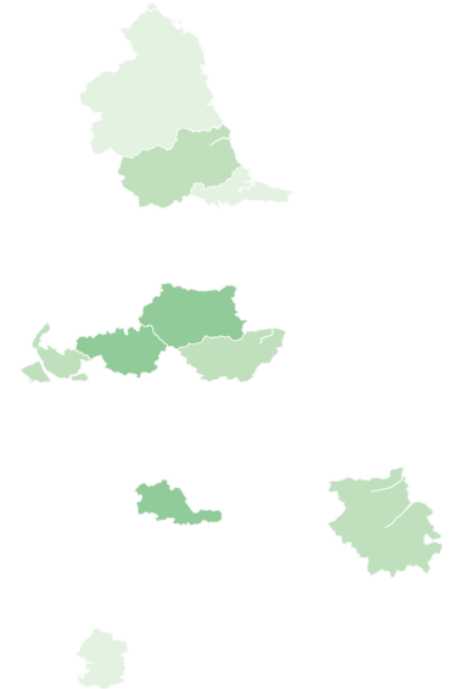
# Liverpool City Region – Supply and demand manufacturing

## Overall Demand



Total number of unique job postings for Manufacturing Jobs on the Adzuna website, in Liverpool City Region, 17/01/2022 - 17/01/2023

6,577 Average



Low Demand Average Demand High Demand

There are many unique job postings for Manufacturing on Adzuna for the Liverpool City Region.

This data was taken from 17/01/2022 to 17/01/2023.

The total number of unique job postings are 6,577.

This gives the Liverpool City Region an average demand rating

# Liverpool City Region - Salary trend manufacturing

The salary trend for Manufacturing is shown below - This was taken from Adzuna.

- Salary trend for manufacturing has been on the rise since February 2022. This has seen a high of £27k in November 2022.
- Salary distribution shows that the greatest spread of salaries is in the £28-29k region.
- Adzuna shows Manufacturing below the National median of £30k but salary distribution is healthy with a peak of £29k.

### Hourly Pay Region



### Salary Distribution



### Median Salary

£23,480

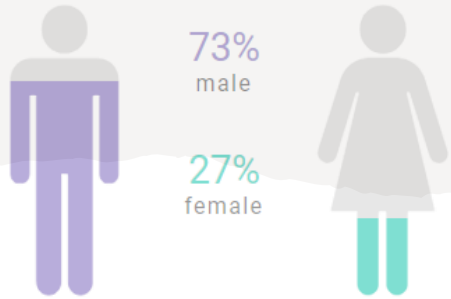
**24.4% less**  
than the national median salary of  
£30,000

### Salary Trend

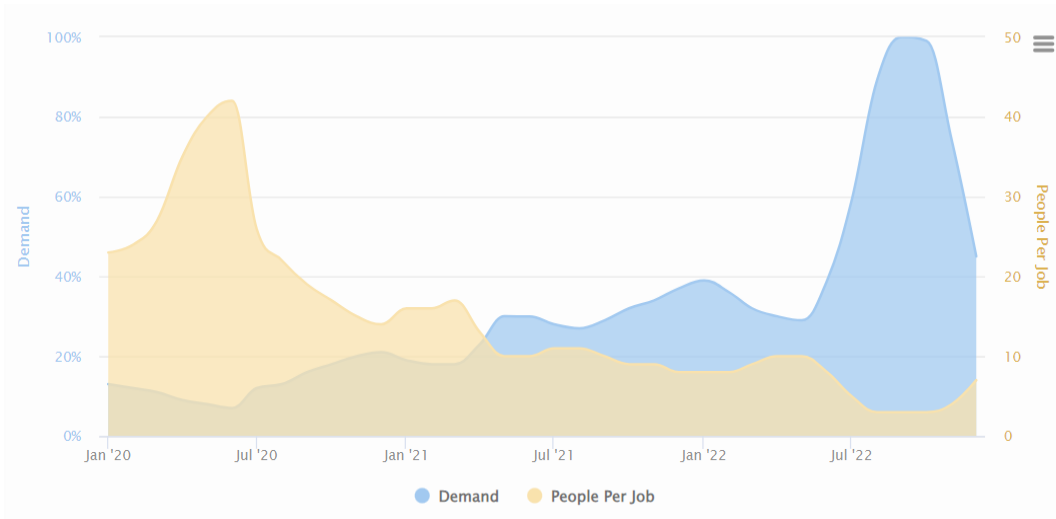
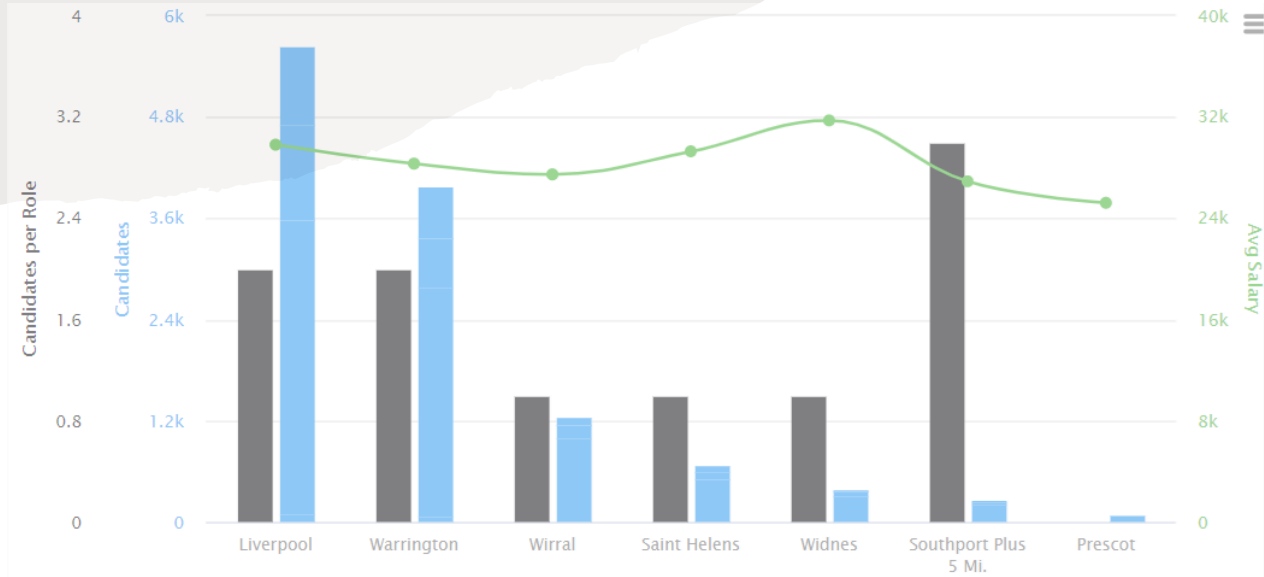
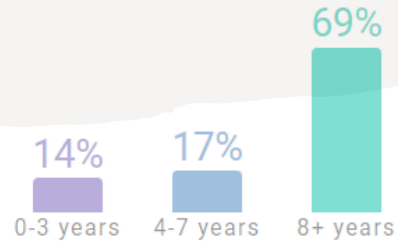


# Liverpool City Region – Demand by region logistics

Gender Breakdown



Experience Breakdown



- There is a large disparity in gender breakdown in the LCR region for logistics
- There is a larger volume of logistics workers with 8+ years experience
- Early - Mid 2020 saw less demand than workers whilst a spike in demand started and continues to trend into late 2022
- The median salary for manufacturing work in the area is showing as below the national average of \$30,000 in all areas.
- Liverpool has a healthy amount of candidates against candidates per role, as does Warrington. Wirral, St Helens and Widnes all have more candidates per role against candidates meaning there is a sourcing issue. This is apparent in Southport and Prescot too.

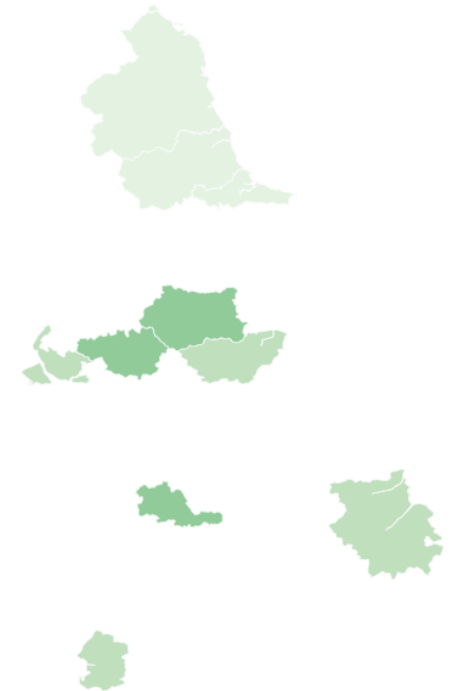
# Liverpool City Region – Supply and demand logistics

## Overall Demand



Total number of unique job postings for Logistics & Warehouse Jobs on the Adzuna website, in Liverpool City Region, 17/01/2022 - 17/01/2023

29,418 High



Low Demand Average Demand High Demand

There are many unique job postings for Logistics and warehousing on Adzuna for the Liverpool City Region.

This data was taken from 17/01/2022 to 17/01/2023.

The total number of unique job postings are 29,418

This gives the Liverpool City Region a high demand rating.

# Liverpool City Region – Salary trend logistics

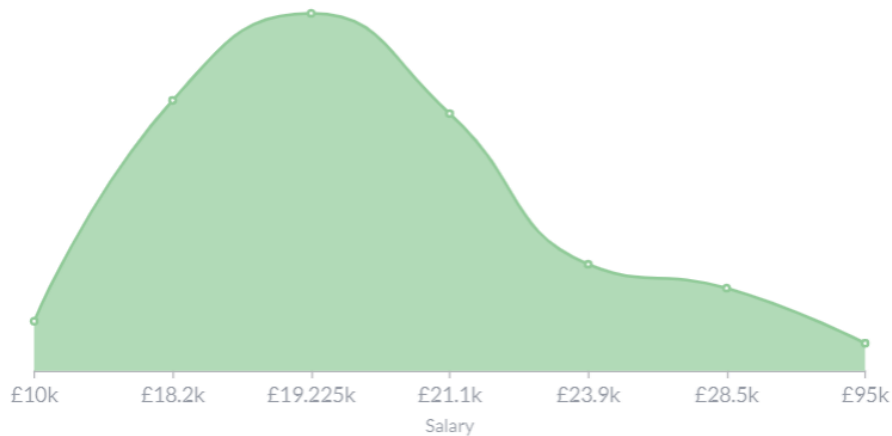
The salary trend for logistics and warehousing is shown below – This was taken from Adzuna.

- Salary trend has been on the decline since September 2022. This has seen a high of £26k in April and June 2022.
- Salary distribution shows that the greatest spread of salaries is in the £19-20k region.
- Adzuna shows warehousing well below the National median of £30k at £24,000. This is also below the hourly pay in each region.

### Hourly Pay Region



### Salary Distribution



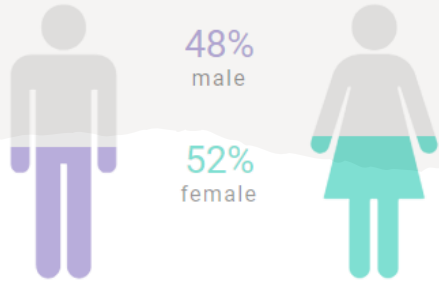
Median Salary  
£24,000  
22.2% less  
than the national median salary of  
£30,000

### Salary Trend

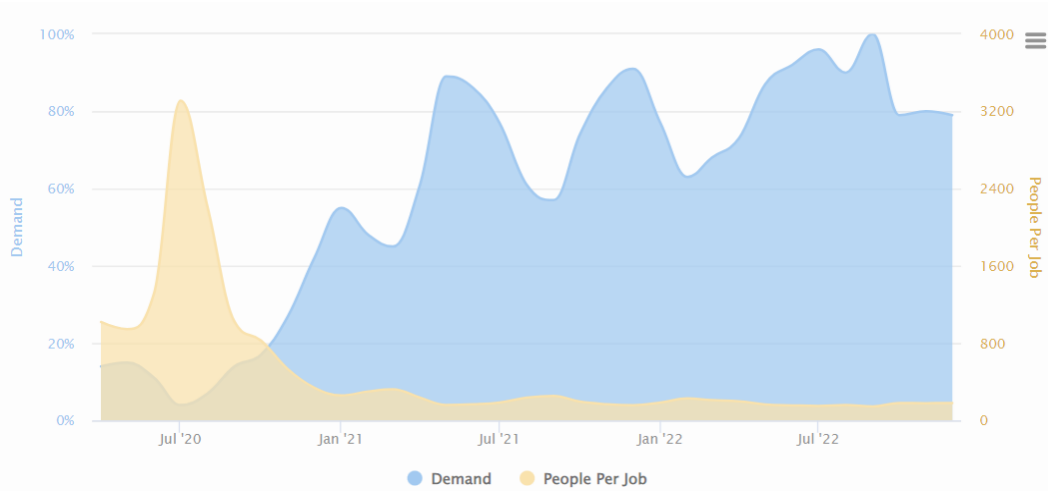
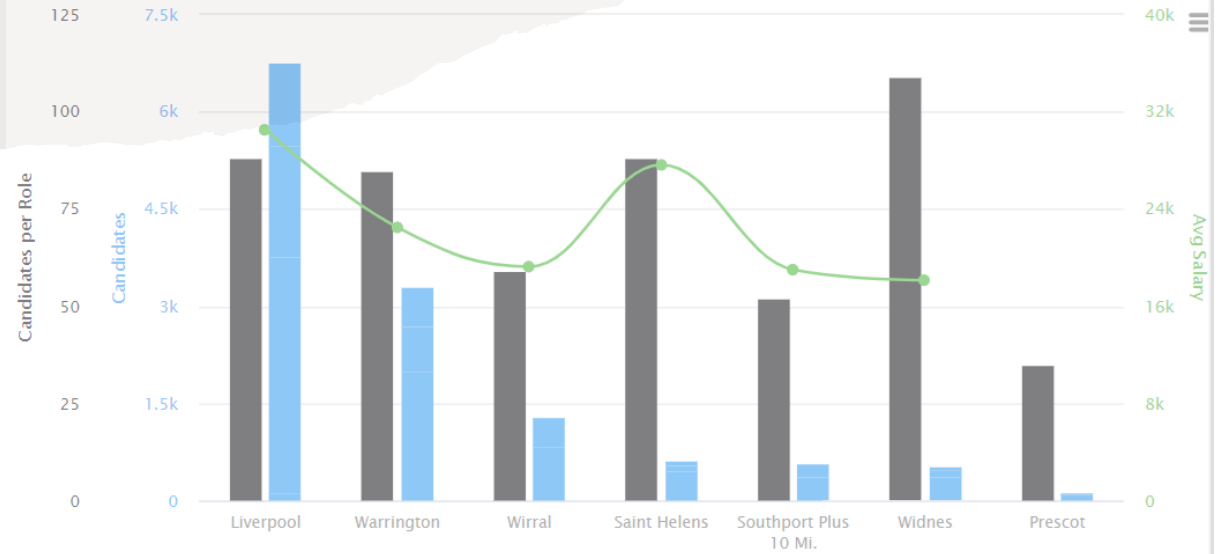
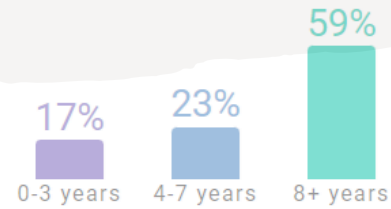


# Liverpool City Region – Demand by region visitor economy

Gender Breakdown



Experience Breakdown

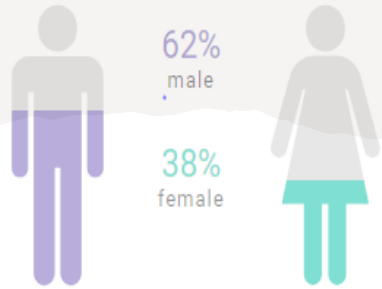


- There is an equal split between Male and Females in tourism work
- There is a larger volume of tourism workers with 8+ years experience.
- Early - Mid 2020 saw less demand than workers whilst a spike in demand occurred around the end of 2020 and has carried on into 2022.
- The median salary for tourism work in the area is showing as below the national average of \$30,000 in all areas except Liverpool.
- Liverpool has a good amount of candidates per role against the amount of candidates. Warrington has more candidates per role against the amount of candidates as does Wirral, St Helens, Southport, Prescot and Widnes which indicates problems with sourcing.

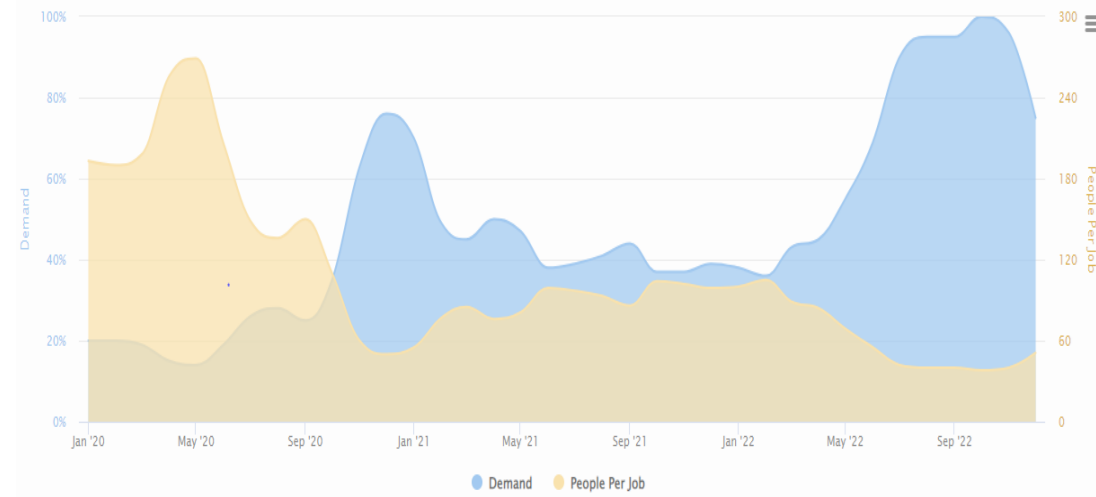
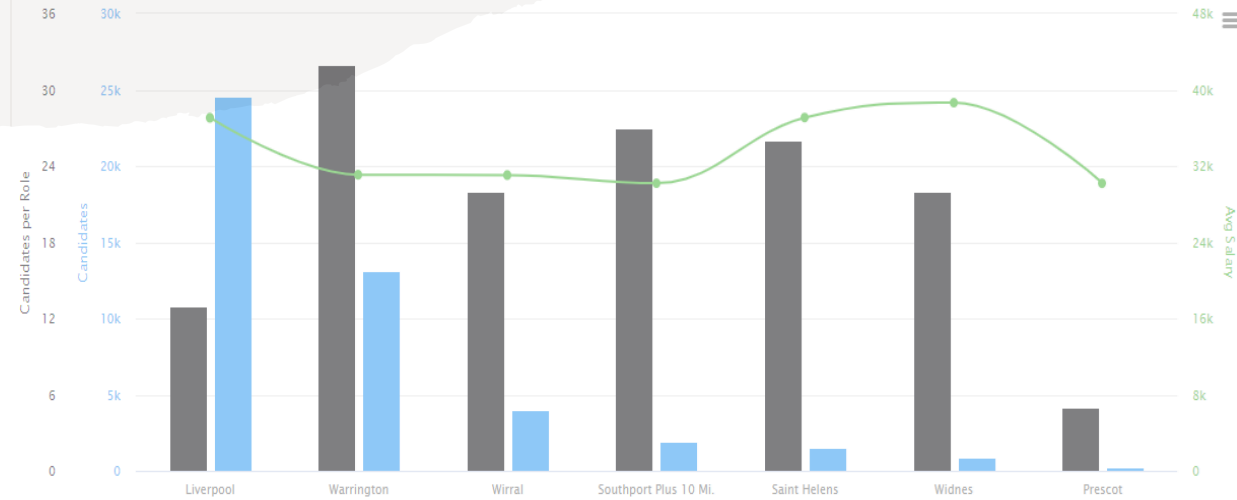
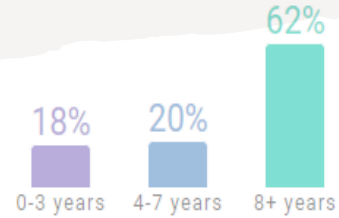


# Liverpool City Region – Demand by region PBS

Gender Breakdown



Experience Breakdown

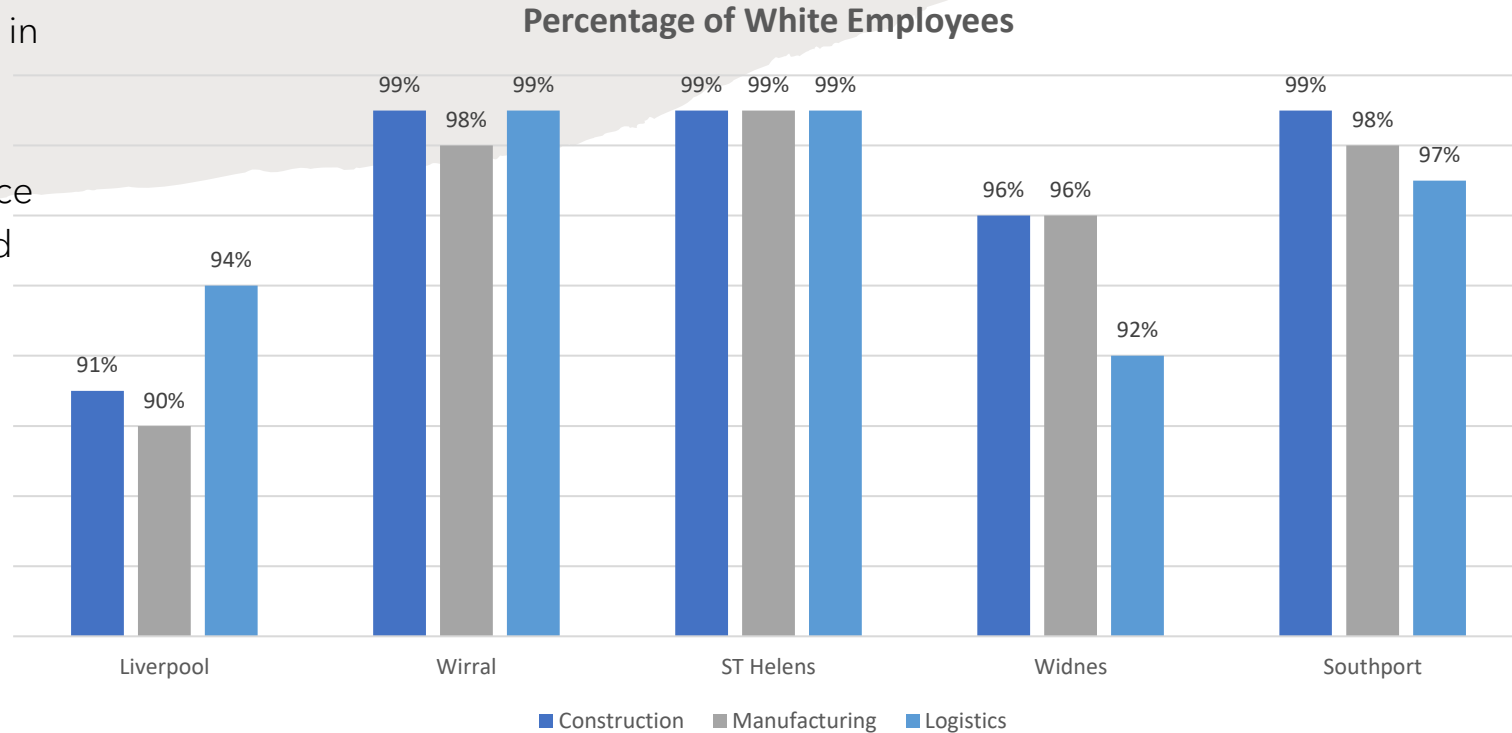


- There is a larger proportion of Male workers than Female in Professional Business Services (PBS).
- There is a larger volume of PBS workers with 8+ years experience.
- Early - late 2020 saw less demand than workers whilst a spike in demand occurred around the end of 2020 and has carried on into 2022.
- The median salary for PBS work in the area is showing above the National Average of £30,000 in all areas.
- Liverpool has a good amount of candidates per role against the amount of candidates. Warrington has more candidates per role against the amount of candidates as does Wirral, St Helens, Southport, Prescot and Widnes which indicates problems.

# Liverpool City Region – Diversity

In the Liverpool City Region there is an issue with diversity in construction, manufacturing and logistics.

This shows there is a real gap in the labour market to source new talent with desirable skills/knowledge/behaviours and qualifications and experience.



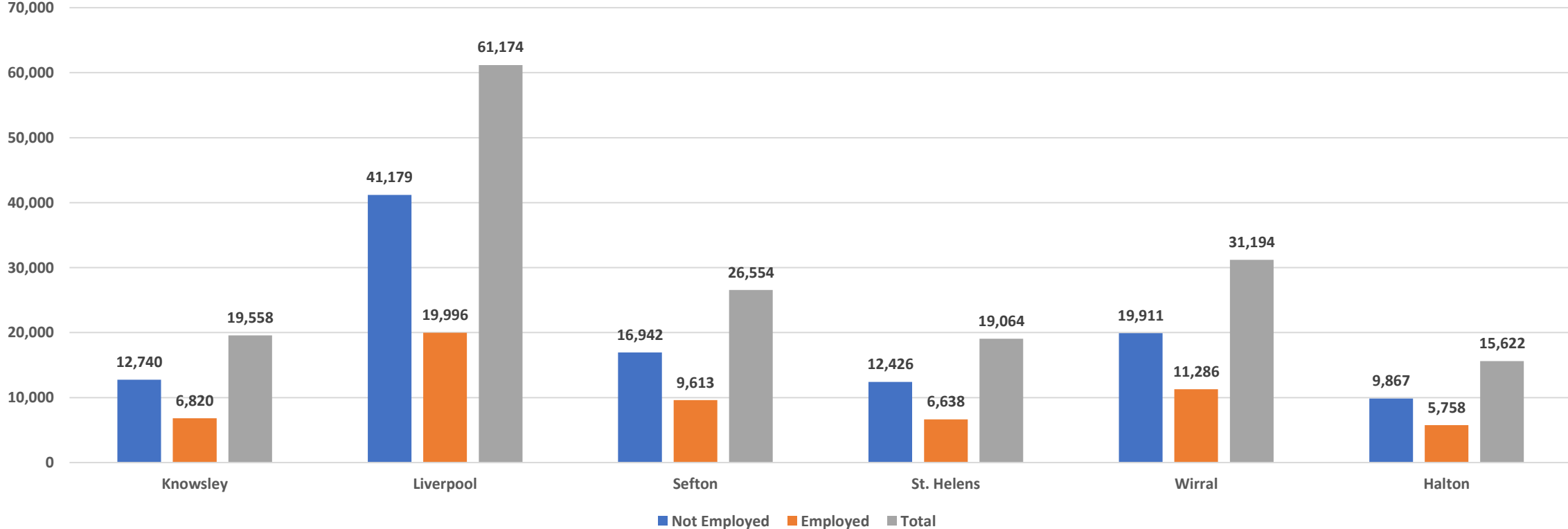
375,785	77.3
White English, Welsh, Scottish, Northern Iris...	%
32,658	6.7
Other White	%
27,767	5.8
Asian	%
16,964	3.5
Black	%
16,880	3.5
Mixed/Multiple	%
16,034	3.3
Any Other	%

In the Liverpool City Region, there are a total of 375,785 White English, Welsh, Scottish etc.

This equates to 77.3% of the populace.

# Liverpool City Region - Universal Credit

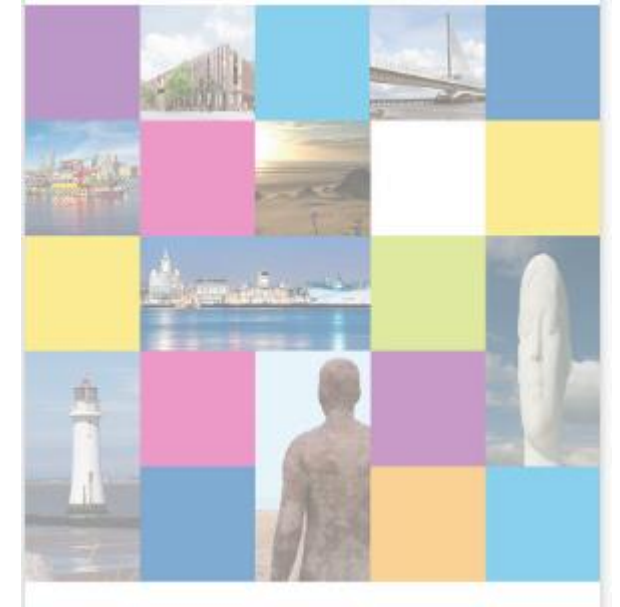
The below table shows the number of unique claimants for UC in each district of the LCR from 2013 - 2023.



# Liverpool City Region – Adult Education Budget

The AEB:

- Aims to engage adults aged 19 and over
- Residents in the LCR area
- Provides learners with skills required for work an apprenticeship or other learning
- Allows for more flexible and tailored learning
- For the period of 1<sup>st</sup> August 2019 to 31<sup>st</sup> July 2020 the allocation of budget is £51 million
- For the academic year 2020/21 the allocation is £53 million
- Budget breakdown; £15 million through the procurement process to contracted providers & £33 million to funded providers
- Facilitation resources put aside for responsive measures



The LCRCA sets out a strategy that measures success through 5 outcomes which are;

1. A higher percentage of young people having good attainment levels in English, Maths and Digital skills and high levels of work readiness
2. A higher percentage of working age population is employed, and good quality jobs are a higher percentage of all jobs
3. Across the key growth sectors there is a higher productivity and a lower incidence of skill shortages
4. Across all sectors there are more effective workforces and fewer local recruitment difficulties
5. Employers are investing significantly more into the quality and quantity of skills and the purpose of their workforce

# Liverpool City Region – Adult Education Budget

An example of AEB training provision in the region:

## Crosby Management Training – Some of the apprenticeships on offer

### L&D Apprenticeships

**Coaching Professional Apprenticeship Level 5**

This is an employer developed Trailblazer Level 5 Apprenticeship designed to enable coaches to work with a wide range of individuals and teams across organisations.

[READ MORE >](#)

**Learning and Development Practitioner – Level 3 Standard**

This is an Apprenticeship Standard in L&D which is designed to develop the knowledge, skills and behaviours needed to become a competent L&D Practitioner capable

[READ MORE >](#)

**Learning and Development Consultant/Partner – Level 5 Standard**

This is an Apprenticeship Standard in L&D which is designed to develop the knowledge, skills and behaviours needed to become a competent L&D Consultant/Business Partner

[READ MORE >](#)

**Senior People Professional Apprenticeship Level 7**

Content of the Apprenticeship Standard (designed by the HR and L&D Trailblazer employer group and approved by the Institute for Apprenticeships and Technical Education) Knowledge

[READ MORE >](#)

### HR Apprenticeships

**HR Support – Level 3 Standard**

This is an Apprenticeship Standard in HR which is designed to develop the knowledge, skills and behaviours needed to become a competent member of your

[READ MORE >](#)

**HR Consultant/Partner Standard – Level 5**

This is an Apprenticeship Standard in HR which is designed to develop the knowledge, skills and behaviours needed to become a competent HR partner/consultant/generalist in

[READ MORE >](#)

**Payroll Administrator Apprenticeship Level 3**

The Standard states that whilst studying the apprenticeship, an Administrator will be eligible for immediate professional body recognition at Student Affiliate level of the Global

[READ MORE >](#)

**Senior People Professional Apprenticeship Level 7**

Content of the Apprenticeship Standard (designed by the HR and L&D Trailblazer employer group and approved by the Institute for Apprenticeships and Technical Education) Knowledge

[READ MORE >](#)

### Education apprenticeships

**Learning and Skills Teacher**

This apprenticeship has the Level 5 Diploma in Education and Training embedded within it, alongside a Level 2 qualification in safeguarding.

[READ MORE >](#)

**Teaching Assistant**

Adding Value to Education. Suitable for someone who is currently, or soon to be, supporting a class teacher to enhance the education of pupils.

[READ MORE >](#)

**Learning Mentor**

Suitable for someone who is currently, or soon to be studying, supporting learners to achieve their ambitions to develop in their academic role.

[READ MORE >](#)

**Assessor Coach**

The apprenticeship is designed to develop the knowledge, skills and behaviours needed to become a competent Assessor Coach.


[READ MORE >](#)

# Liverpool City Region – 2022-23

The LCR local skills action plan gives good insight into the region during and post COVID-19 pandemic .

The economic crisis provoked by the COVID-19 pandemic has had a detrimental effect on the people and businesses in the City Region: prior to this crisis, the City Region was performing well, and seeing increases in employment and decreases in unemployment and economic inactivity.

The longstanding issue of qualification levels in the City Region being below national rates continues, and there is a significant risk of these being widened as a result of this crisis. Whilst there has been positive progress of late, there remain gaps in GCSE attainment and at all qualification levels in comparison to national rates. Qualifications are used by many employers to sift applications hence the reason it is important to focus upon them and help residents to attain them.



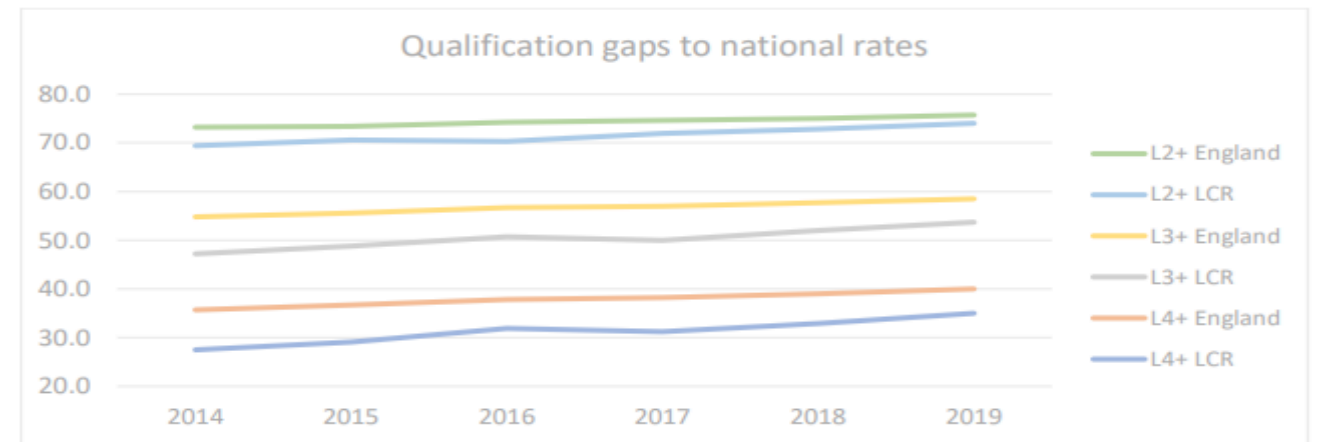
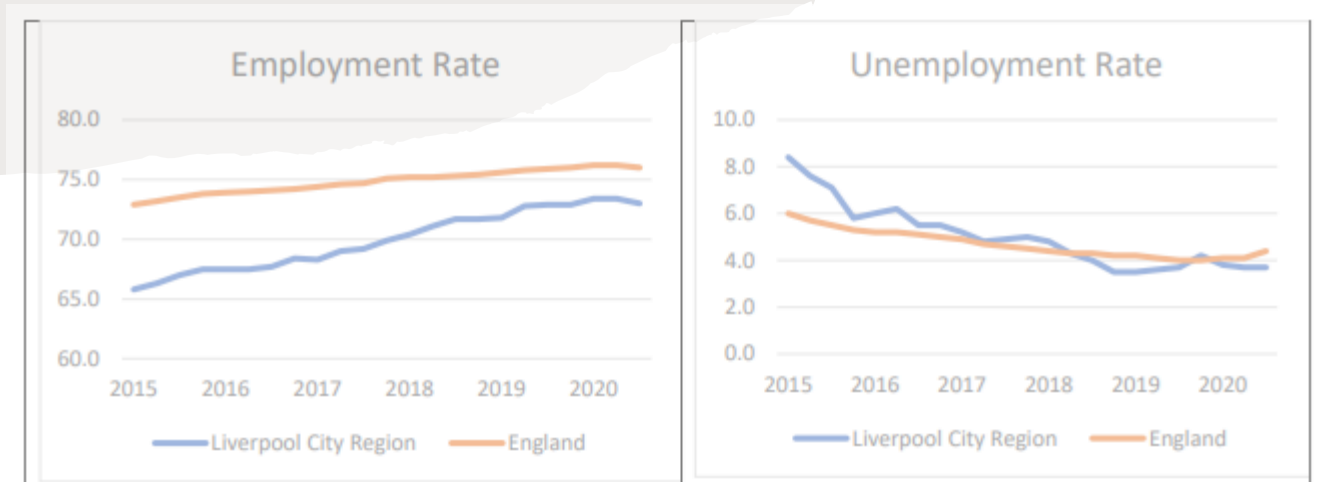
# LIVERPOOL CITY REGION LOCAL SKILLS ACTION PLAN 2022-23

# Liverpool City Region – Local Skills Action Plan Summary

The economic crisis provoked by the COVID-19 pandemic has had a detrimental effect on the people and businesses in the City Region: prior to this crisis, the City Region was performing well, and seeing increases in employment and decreases in unemployment and economic inactivity.

The longstanding issue of qualification levels in the City Region being below national rates continues, and there is a significant risk of these being widened as a result of this crisis. Whilst there has been positive progress of late, there remain gaps in GCSE attainment and at all qualification levels in comparison to national rates. Qualifications are used by many employers to sift applications hence the reason it is important to focus upon them and help residents to attain them.

Unemployment rates have continued to drop and the labour market has shown an increase in demand for the main industries within the LCR region and the employment rate has continued to rise.





# Liverpool City Region - Visitor Economy

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## **Visitor Economy**

The visitor economy is vital to the whole of the Liverpool City Region and acts as a major driver of economic growth and prosperity. It is worth more than £4.2bn worth of GVA a year to our economy providing 52,000 jobs. The serious, significant and immediate threat and challenge to the hospitality sector and other areas of the Visitor Economy brought about by the impact of the health pandemic on trading conditions has been significant and there is the risk that the sector has reduced by £1.5bn in recent months

## **Role Development & Skills**

Generic Skills Training, focus on key service delivery items - Barista Service, Table Service, Bed making, Telephone answering, Basic Customer Services, Bar Training;

Support for those in employment in Industry to learn next stage progression - dealing with Staff, Mental Health, difficult Customers, etc;

Financial Training for Intermediate Staff - e.g. Wage control, cost percentages;

Role Development - Chef Skills, Social Media Skills, Financial Skills for Management, personal development of others;

Hospitality Career Marketing - giving the LCR students, parents, people on what a successful and rewarding industry this can be for employment; and

Ensuring Schools open their doors to hear and engage with Hospitality Businesses to share the joy of working in this great Industry



# Liverpool City Region - PBS

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## **PBS**

The Professional and Business Services sector adds more GVA to our local economy almost double the amount of the nearest other sector Growth Area. It supports an estimated 93,000 jobs across 12,000 companies and generates more than £4.2 billion per annum in economic activity

## **Role Development & Skills**

Change management and cultural change skills to address challenges and business disruption brought about by the move to online digital services and other disruptive business practices- such as increased levels of remote working.

Enhanced digital and data analytical skills- such as artificial Intelligence and digital processing, establishing how best to integrate new skills within traditional methods;

Entrepreneurship, in particular, business innovation and development skills,

Increasingly heavy emphasis on ways of working and competencies - critical thinking and complex problem solving, effective communication, creativity and collaboration;

Improve competency in business and personal resilience;

Training digitally in professional disciplines





# Liverpool City Region – Advanced Manufacturing

## **Advanced Manufacturing**

Advanced manufacturing makes a vital contribution to the local and national economy, providing over 47,000 jobs and over £4.3bn of GVA to the LCR economy. The sector, broadly defined, covers a wide range of activity including chemicals and pharmaceuticals, automotive, metal products, electronics and manufactured fuels

## **Role Development & Skills**

Further development of leadership and management skills that also includes change management;

Digital Skills (addressing the concern around 'digital natives') and to work side-by-side interacting with technological business solutions such as increased use of Robotics and the impact of wider policies and customer demands on the manufacturing process e.g. Low Carbon and environmental factors influencing the demand for electric vehicles

The need to support education and skills providers to better connect those who have studied STEM subjects to transition/ progress into STEM job roles and to retain those that do; and

Improved communication of the many varied career opportunities- including the terms and conditions on offer to attract more entrants.



# Liverpool City Region – Health & Care

## **Health & Social Care**

Human Health and Social Work activities is the largest sector by employment representing 12.5% of total employment in England and 14% in the North West. It is an especially significant employment area within the Liverpool City Region economy where it represents almost 18% of total employment. Adding in Life Sciences means that over 125,200 people are working in these sectors, adding £4.4 billion of GVA to the local economy and accounting for 20% of all jobs across the City Region

## **Role Development & Skills**

This is mirrored locally with additional needs specified by employers as critical areas for attention and development:

Nursing staff and Nursing Skills (NHS, but also residential care homes): growing the nursing cadet programme and apprenticeships as a talent pipeline ;

Securing a more diverse workforce, especially tackling under- represented groups which can help address the ageing workforce;

Carers, Support Workers, Personal Assistants and Senior Care Workers and reablement carers to support patients to manage after a period of illness ;

Care Certificate qualified employees that ensures standards and the skills and behaviours required for delivering excellent and safe care;

English and maths/ functional skills- which prohibits progression and access to the professions (e.g. Nursing) for both existing staff and new recruits;

Project management and operational management and leadership skills are as much in demand in the NHS as elsewhere; and

# Liverpool City Region – Life Sciences

## Life Sciences

Liverpool's Knowledge Quarter brings together the city's assets in life sciences, education and healthcare. With world leading specialisms in infectious diseases, personalised medicine, digital health, and sports science, it will be one of the largest academic and clinical campuses in the UK on completion of its new hospitals. The power and value of Science and Technology and its application across the health sector has become even more centre stage as a consequence of the Covid-19 health pandemic. Over the medium term, the processes used by our large biopharmaceutical organisations will change to the next generation of pharmaceuticals that is already been seen today. This will focus around the development of advanced therapeutics, nanoparticles, gene therapies and cell therapies which will bring a whole host of different skills sets that we need to be prepared for. The great news for the City Region is that we already have some great assets in this space through our research institutions, and the full benefits of these need to be more widely spread to for impact.

## Role Development & Skills

The nature of the life sciences sector means that a variety of roles and progression pathways exist up to level 7 and local skills demand mirrors the needs articulated in the national skills strategy, in particular.

Digital, computational and statistical literacy;

Leadership skills & Communication skills;

Translation and commercialization skills;

Work experience and the ability to apply specialist knowledge in a workplace setting

Skills updates to reflect technological and regulatory change;

Skills for cross-team and cross-disciplinary working;

Identifying and promoting entry- level opportunities

Succession planning for an ageing workforce;

Promotion and facilitation of agile careers;

Holistic sales and marketing skills;

Data analysis and interpretation (within Laboratory Technician Roles); and Cyber security. .

# Liverpool City Region – Construction

## **Construction**

Construction is made up of a wide variety of trades, from traditional wet trades such as plastering and bricklaying, to new trades including off site manufacturing, modular or system buildings, green technologies, digital generated designs, and professional roles in architecture and many more. The sector has contributed over £25 billion (ONS) Gross Value Added (Balanced) to Liverpool City Region's renaissance in the last 20 years. The workforce of the Liverpool City Region is smaller than predicted future demand, and broadening diversity remains a priority: there is an ageing workforce at professional and trades level which risks widening the skills gaps in the years to come.

## **Role Development & Skills**

Locally, and based on employer and sector bodies feedback, Skills Shortages/under supply of people has been highlighted in the specific occupational areas, as shown in the list below:

Glaziers;

Bricklayers (time-served);

Painters and decorators;

Civil Engineers;

Surveyors;

Wood Trades and interior fit-out;

Construction Project Managers;

Design managers, floor layers and electronics;

Electricians;

Heritage Construction skills which can be linked to place-based specific regeneration activities locally.



# Liverpool City Region – Maritime & Logistics

## Maritime and Logistics

Maritime and Logistics is a key employment and wealth generating sector for Liverpool City Region. There are over 2,000 businesses operating in the sector, employing over 26,000 people in 2016, which is 4.2% of the region's workforce. Employment in the sector has grown significantly in Liverpool City Region, with 12,000 jobs created between 2010 and 2016, mainly in transport and warehousing. There has been significant growth of late linked to the growth in online purchasing associated with the current health crisis.

## Role Development & Skills

The sector is increasingly at the forefront of automation, innovation and the application and use of technology to support and improve the way customer needs are met. Whilst previous engagement with employers suggested that relatively fewer skills shortages existed, further discussions with employers and those who work with the sector is indicating that this is changing with disruptions brought about by the health pandemic, as well as Brexit. Businesses are having to respond rapidly to the economic shocks and changes in customer demand and behaviour and view the need to attract and retain a skilled and flexible workforce as a priority. Employment and Skills related priorities include:

Engineering skills which now include increased use of robotics, automation and data management (cross-over areas of the advanced manufacturing sector);

Low Carbon and decarbonisation skills (logistics);

Digital skills (existing workforce) and the need to respond to new customer expectations and ways of working, especially in the areas of logistics to respond to the huge rise in e-commerce trade and the associated requirements;

HGV and other distribution vehicle drivers (average age of HGV drivers is 55);

Retraining in new customs documentation and other requirements necessitated by being outside of the EU (Rules of Origin, Regulatory Alignment and so on);

An ageing workforce: succession planning management and leadership skills (noting the high proportion of employees aged over 50);

Identification of entry level and progression opportunities to promote a more diverse workforce;

Improved communication of the varied career opportunities to attract and retain new entrants, especially the maritime sector to address historical views of what the sector does and how it works;

Work readiness and employability (attitudes); and

More flexible and modular learning that includes analytical and communication skills.

# Liverpool City Region – Digital and Creative

## **Digital and Creative**

Employing more than 21,150 people with over 3,980 businesses, the Digital and Creative Sector is critical to the economic performance of the City Region as both a sector and an enabler for all sectors. The Technology sector is the highest paying in the City Region with a median salary of £40,000. Some roles within this sector are undertaken through self-employment and combined with other roles.

## **Role Development & Skills**

There is increasing demand for digital skills from basic through to advanced/niche as well as fusion skills (combination of digital and sector specific skills applied in other job roles, in other sectors). Local skills needs include:

MS Office Suite, especially MS Excel;

Web - website design, build, programming: building databases and systems including AI capabilities;

User Experience - development, design and research;

Search Engine Optimisation and Payment per Click - online promotion, optimisation planning and execution, analytics;

Content creation - content planning, copywriting, photography / videography, storyboarding, scripting and editing, platform management;

Social Media - paid and organic, campaign design, execution, development and evaluation;

Graphic Design - Adobe skills, InDesign, Photoshop, Illustrator etc.; and

Business to Business Skills: communication; management of and working with Clients, assertiveness; planning; and attention to detail.



# Liverpool City Region – Green

## **Green**

Liverpool City Region has a target date for reaching net carbon neutrality by 2040. In order to achieve this we need to both develop and expand the use of renewable energy sources, as well as use existing and new forms of energy more efficiently, whilst also reducing unwanted and undesirable pollutants that have negative health and environmental impacts. Businesses operating in the Low Carbon Economy are not only an important pillar of the Liverpool City Region Economy, but are at the forefront global shifts towards clean and efficient use of energy. Beyond the compelling environmental and health imperatives, there are significant economic advantages that Liverpool City Region is well-placed to benefit from.

## **Role Development & Skills**

Whilst greater precision and definition is required at the job role level, current skills priorities include:

- Science, research, engineering and technology professionals;
- Science, engineering and technology associate professionals;
- Skilled metalworkers; • Electrical and electronic trades;
- Skilled construction and building trades;
- Process, plant and machine operatives; and
- Elementary trades and related occupations.



# Liverpool City Region

Annex B - Methodology  
and findings



Funded by



Department  
for Education

# Methodology for LSIP research in accordance with guidance

- LSIP research commenced in November 2022 with a focus on wide ranging qualitative and quantitative data in the form of surveys, focus groups and 1-2-1 interviews with local businesses giving us a real representation of the employers voice

- First Survey released November 2022 and closed January 2022 with 265 responses - **Slide 62 onwards**

*This survey was aimed at getting a feeling about the general skills gaps and areas of concern for businesses*

- 5 industries chosen based on survey results and also labour market intelligence. These were Construction, Manufacturing, Logistics and Warehousing, Professional Business Services and Visitor Economy

- Second Survey released February 2022 and closed May 2022 with 568 responses - **Slide 78 onwards**

*This survey was aimed at gathering knowledge, skills, behaviours, training and recruitment issues, concerns and focus areas within next 1-5 years*

- Third Survey released April 2022 and closed May 2022 with 160 responses **Slide 95 onwards**

*This survey was aimed at gathering future skills intelligence based on; Maths & English, Communication, Digital & IT, Green Technologies and Automation & AI*

- All chambers within Liverpool City Region (Halton, St Helens, Liverpool inc Sefton, Wirral and Knowsley) working collaboratively to achieve maximum exposure and response rate with all surveys

- Focus groups and 1-2-1 interviews conducted from February 2022 until April 2022 - Information provided from businesses formed commentary for emerging priorities document. Over 33 interviews conducted and 18 focus groups held within all chosen industries

- Colleges engaged and feedback sessions conducted on a one to one basis as was the Combined Authority and Governance board - **Slide 60**

# College Engagement

Engagement with LCR colleges collectively

Description of meeting	Date
Catch up with St Helens college	28/01/2023
Association of LCR principals group	29/11/2023
Association of LCR principals group	14/03/2023
meeting with riverside college	30/03/2023
Association of LCR principals group	16/05/2023
Local skills improvement plan Draft priorities - Hugh baird	24/04/2023
Local skills improvement plan Draft priorities - Southport	21/04/2023
Local skills improvement plan Draft priorities - City of liverpool	21/04/2023
Local skills improvement plan Draft priorities - Carmel	27/04/2023
Local skills improvement plan Draft priorities - riverside	20/04/2023
Local skills improvement plan Draft priorities - St Helens	18/04/2023
Local skills improvement plan Draft priorities - Wirral	21/04/2023

# College Engagement

## Liverpool Chamber

7 December 2022 - LSIP briefing to the COLC Senior Leadership Team meeting

14 December 2022 - Catch up regarding College strategy & LSIP

25 January 2023 - Meeting with Hugh Baird College RE: LSIP progress and employer engagement

27 January 2023 - Attended Hugh Baird Strategic Planning Day which included sections on LSIP and Accountability Agreement (note role as Governor)

2 February - Paul catch up meeting with Southport college

22 February 2023 - LSIP agenda item on COLC industry panel (hospitality)

23 February 2023 - LSIP agenda item on COLC industry panel (digital)

1 March 2023 - LSIP agenda item on COLC industry panel (construction)

3 March 2023 - LSIP agenda item on COLC industry panel (Health & Social care)

8 March - COLC catch up meeting regarding LSIP & Industry Panel formation

22 March - Hugh Baird Quality Standards Committee meeting including LSIP update - (Note role as Governor)

28 March 2023 - Southport College team briefing by Chamber staff

29 March 2023 - LSIP briefing at Hugh Baird Corporation Meeting (note role as Governor)

30 March 2023 - Industry Panel Meeting at Southport College (all sectors)

21 April - LSIP 'Emerging Priorities' Report briefing to the Southport College leadership team (virtual)

21 April - LSIP 'Emerging Priorities' Report briefing to the COLC leadership team (virtual)

24 April 2023 - LSIP Briefing to the FED at Combined Authority

9 May 2023 - Meeting regarding Input into draft of LSIP report

9 June 2023 - Meeting regarding review of LSIP Report and Plan for development of LSIF project

14 June 2023 - Quick catch up regarding LSIP/LSIF

16 June 2023 - Catch up regarding LSIP report and LSIF implications

## St Helens

5/10/22 Call with St Helens College

13/10/22 GMLPF Forum presentation

19/10/22 Employment and Skills Board Presentation

10/11/22 LCR Careers Hub Presentation on LSIP

29/11/22 AoLCRC Principals Group presentation on LSIP

10/1/23 LSIP meeting with LCRCA Skills Team

17/1/23 LSIP presentation at LCR Employment and Skills Board

20/1/23 LSIP presentation to Local Authority Employment and Skills Officers

24/1/23 LSIP Presentation at GMLPF Forum

27/1/23 Meeting with ST helens College

27/1/23 TM Teams Call with Riverside college, AoLCRC and College board

3/2/23 Meeting with St Helens and Knowsley College

14/3/23 TM Presentation to AoLCRC Principals Group

14/3/23 Meeting with Employment and Skills Board

30/3/23 TM Teams Call with Riverside College, AoLCRC and College Board

18/4/23 TM meeting with St Helens College for LSIP and Accountability Agreements feedback

21/4/23 TM meeting with LCRCA on LSIP Skills Progress

27/4/23 LSIP Presentation to CEC Careers Hub Cornerstone Employers meeting

11/5/23 TM Teams Call with College Board, Riverside College and AoLCRC

# College Engagement

## Knowsley

- 12/1/23 Riverside College Meeting – tour of the college and facilities
- 03/2/23 ST Helens and Knowsley College - Update on LSIP research and work taking place
- 29/3/23 Northern Schools Trust - Attended Knowsley Manufacturing network

## Colleges in attendance of Focus Groups

- 08/3/23 ST Helens and Knowsley College, Waterside training - Knowsley Focus group for manufacturing and construction
- 26/3/23 Riverside College - Knowsley focus group for Manufacturing and construction focus group

## Wirral

- 01/11/23 Wirral Met College – Meet with principal for general LSIP activity catch up
- 24/01/23 Meeting with Wirral Met College and Investment place and skills board
- 14/02/23 Meeting with Wirral Met College
- 16/05/23 Meeting with Wirral Met College regarding LSIP engagement

## Halton

- 12/1/23 Meeting with Riverside College to discuss LSIP progress
- 07/2/23 Riverside College - Email conversation about provision of LSIP materials for employers at events
- 09/2/23 Riverside College - Night event promoting LSIP to parents and attendees, flyers handed out
- 10/2/23 Riverside College - Governors meeting, discussion around progress, updates and preliminary findings and what is coming next with the LSIP

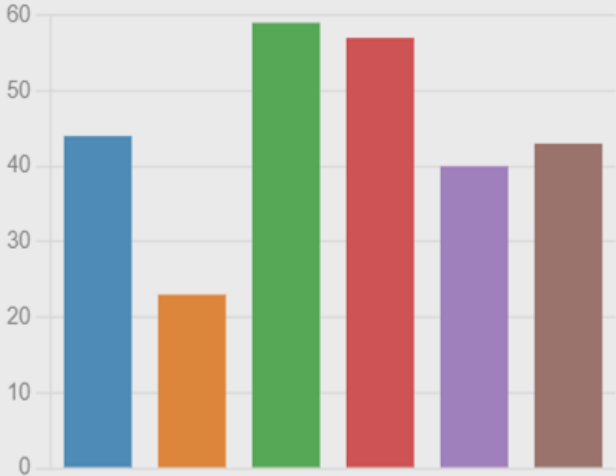
# LSIP survey Nov 2022 - January 2023 findings

## Chambers

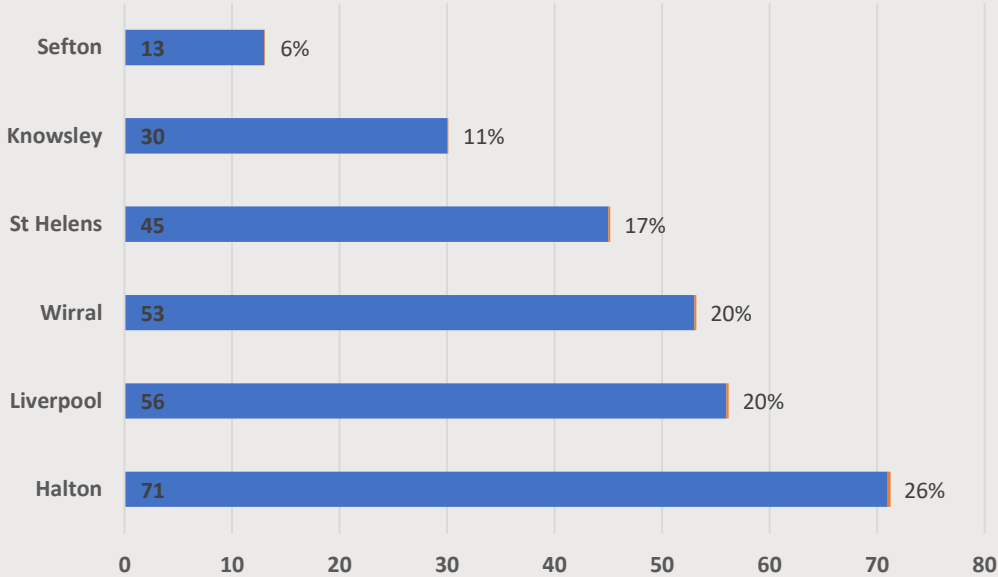
Of the 266 sample the following data has been submitted

- 16% collected from ST Helens
- 9% collected from Knowsley
- 22% collected from Halton
- 22% collected from Liverpool and Sefton
- 15% collected from Wirral
- And 16% from those who are not members of a chamber

St Helens	44
Knowsley	23
Halton	59
Liverpool & Sefton	57
Wirral	40
Not a Member	43



- For the different regions sampled
- 26% from Halton
- 20% from Liverpool and Wirral
- 17% from St Helens
- 11% from Knowsley and 6% from Sefton

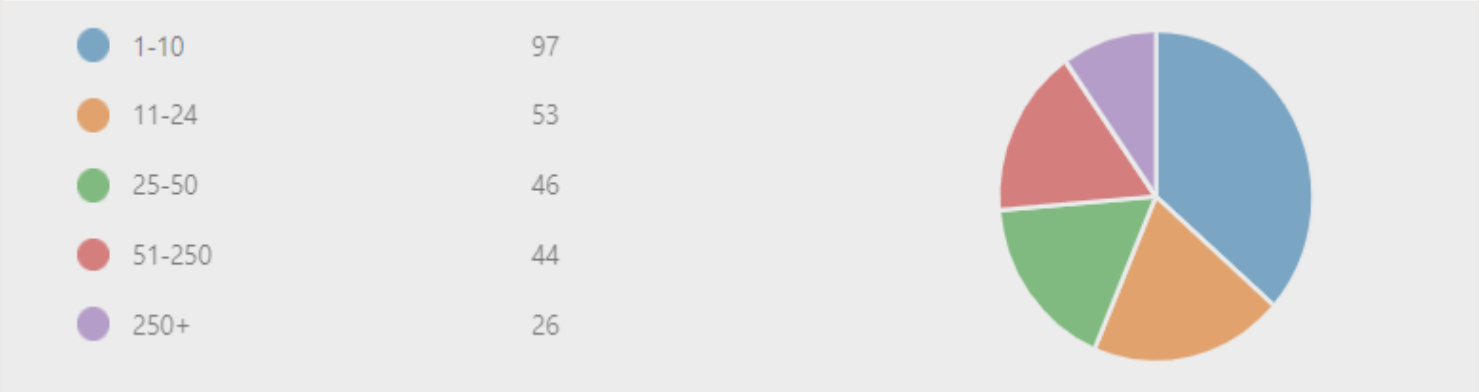


# LSIP survey Nov 2022 – January 2023 findings

## Company Size

From the 266 companies that responded to the business research the following company sizes make up the sample:

- 1-10 employees 37%
- 11-24 employees 20%
- 25-50 employees 17%
- 51-250 employees 16%
- 250+ employees 10%



- ST Helens businesses between 1-10 was top with 34% and 11-24 also with 34%
- Knowsley businesses with 1-10 employees were top with 40% and 51-250 with 22%
- Halton businesses with 1-10 employees were top with 28% and 51-250 with 20%
- Wirral businesses with 1-10 employees were top with 45% and 11-2 with 20%
- Liverpool/Sefton businesses with 1-10 employees were top with 26% and 25-50 with 21%

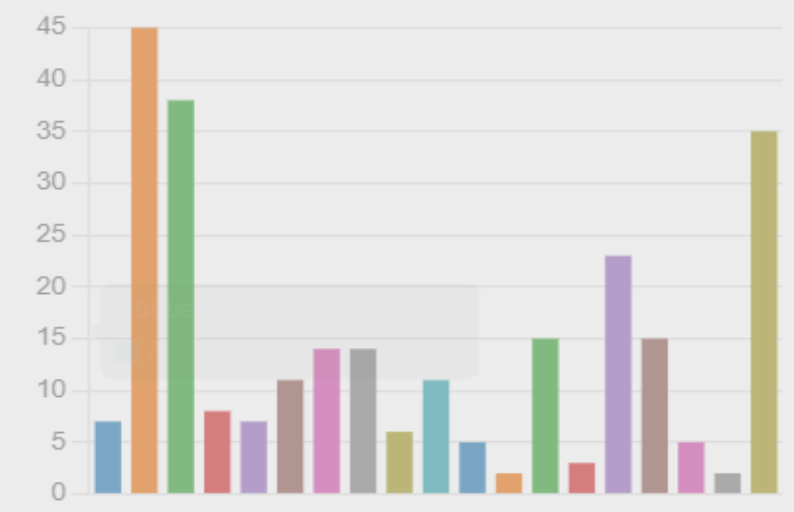
# LSIP survey Nov 2022 – January 2023 findings

## Principal Activity

From the 266 companies that responded to the business research the following principal activities have been captured:

- Manufacturing was top with 17%
- Construction, engineering and trades next with 14%
- Other services not listed next with 13%
- Education was next with 9%
- Admin, support and consulting was next with 6% as was Health, social work or third sector.

Utilities, waste, or energy supply	7
Manufacturing	45
Construction, engineering, or tr...	38
Retail or wholesale	8
Transport, logistics, or storage	7
Hospitality, catering, or tourism	11
IT, data analysis, web or data ser...	14
Finance, accounting, or insurance	14
Real estate, property, or develo...	6
Legal services	11
Marketing, advertising, or com...	5
Pharmaceutical or scientific serv...	2
Admin, support, or consulting (e...	15
Public administration or defence	3
Education	23
Health, social work, or third sect...	15
Arts, entertainment, or recreation	5
Agriculture, forestry, fishing, or ...	2
Other services not listed above	35



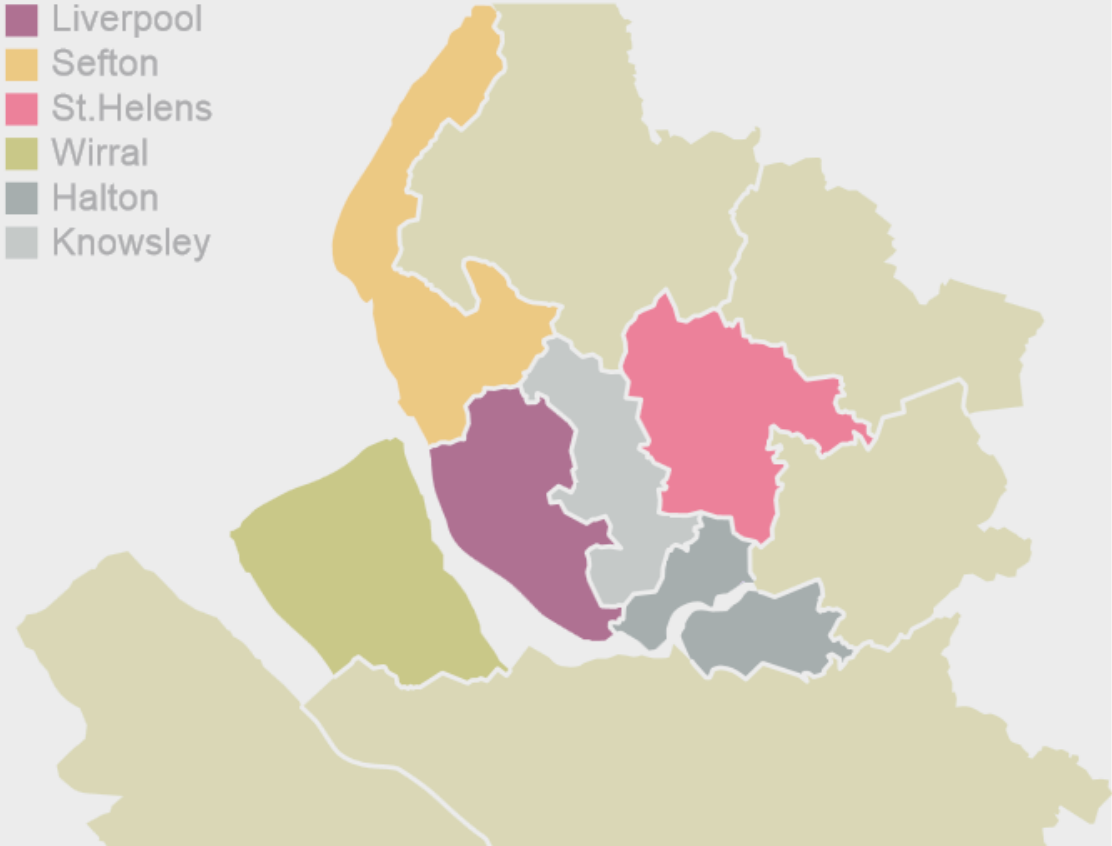


# LSIP survey Nov 2022 – January 2023 findings

## Principal Activity by Area

From the 266 companies that responded to the business research the following top Principal activities in each area are:

- Liverpool & Sefton – Education (16%) & Construction (13%)
- ST Helens – Construction (23%) & Manufacturing (16%)
- Wirral – Other services (20%) & Construction (13%)
- Halton – Manufacturing (33%) & Other services (21%)
- Knowsley – Manufacturing (23%) & Real Estate (13%)

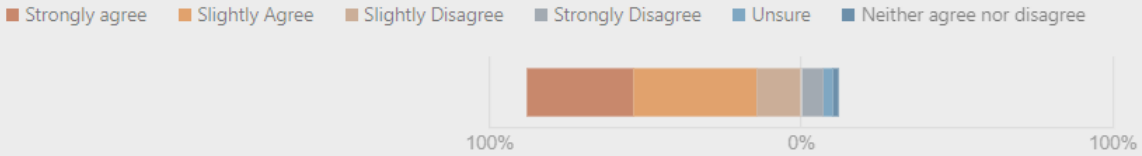


# LSIP survey Nov 2022 – January 2023 findings

## Skills Needs Now & Future

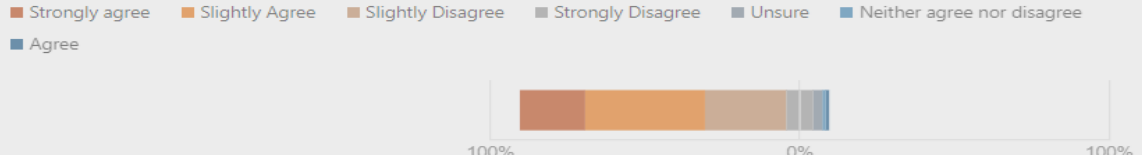
Looking at people you currently employ, do you agree your current staff have the skills your business needs now

- There were many businesses that selected strongly agree at 34% and slightly agree at 40%. There was a larger divide between the disagrees with strongly at 7% and Slightly at 14% with unsure at 3% and neither agree nor disagree at 1%.



Again thinking about people you currently employ, do you agree your current staff have the skills your business needs into the future

- There were many businesses that selected strongly agree at 21% and slightly agree at 39%. There was a large shift in the disagrees with strongly at 9% and Slightly at 26% with unsure and neither agree nor disagree at 1%.



# LSIP survey Nov 2022 – January 2023 findings

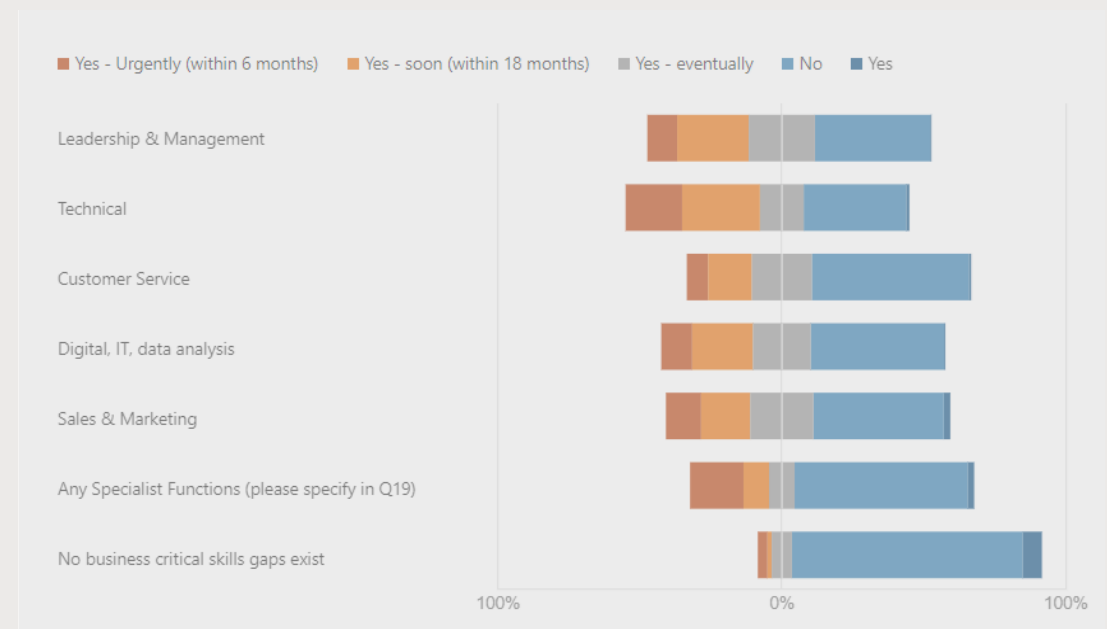
## Skills Gaps

When asked are any of the following current and/or impending business critical skills gaps that your business needs to address and fill over the coming months/years?

- **Leadership & Management** – No was 46% / Yes was 22.5% within 18 months
- **Technical** – No was 36% / Yes was 27% within 18 months
- **Customer Service** – No was 53% / Yes eventually was 21%
- **Digital, IT, Data Analysis** – No was 47% / Yes was 21% within 18 months
- **Sales & Marketing** – No was 46% / Yes eventually was 22%
- **Specialist Functions** – No was 61% / Yes was 16% within 6 months
- **No gaps exist** – No was 81% / Yes eventually was 7%

This highlights that there is a long-term interest in Technical skills and Leadership & Management over the next 2 years whilst similarly Sales & Marketing can be seen as a distant future skills gap.

Specialist functions are the short-term skills gap with 16% highlighting that this is something that needs to be addressed and filled within 6 months.



# LSIP survey Nov 2022 - January 2023 findings

## Skills Gaps

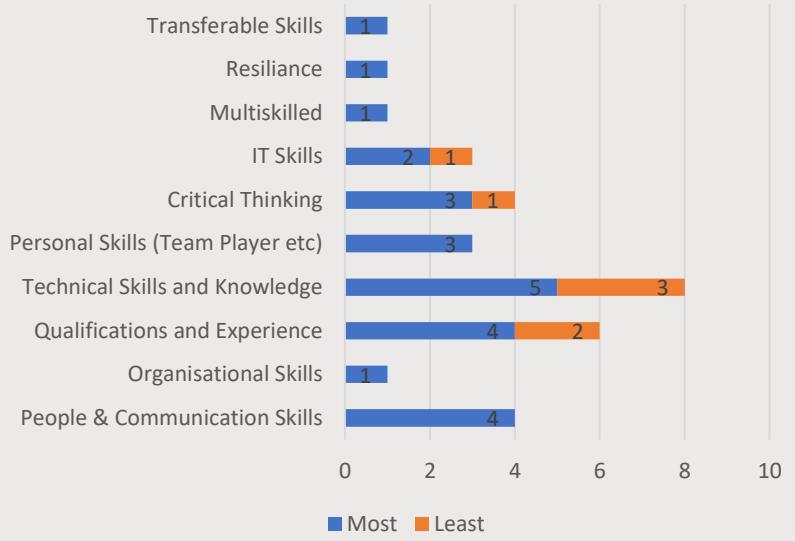
From the survey results 92% stated that they intend to train and develop existing employees to fill skills gaps over the next 1-2 years

This reinforces the business-critical skills gaps highlighted on the previous Slide that are in the 18 month period. (Fig 3) shows the skills that are most/least valued by a small sample of businesses.

87% answered yes to looking to recruit to fill skills gaps within the next 1-2 years

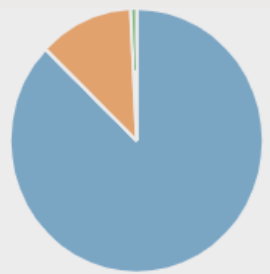
**Figure 1**

Yes	246
No	20



**Figure 2**

Yes	232
No	32
Other	2



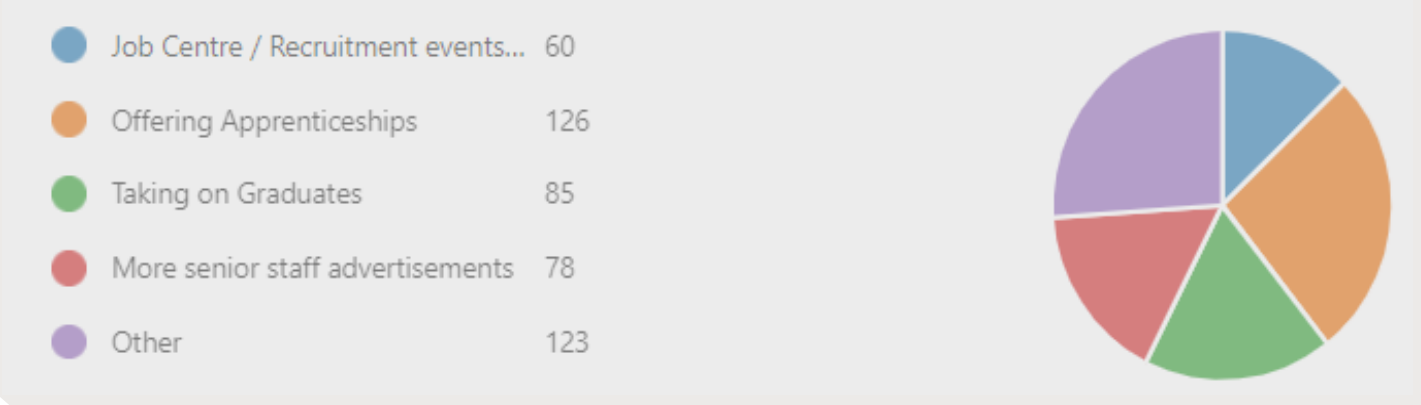
# LSIP survey Nov 2022 – January 2023 findings

## Recruiting Talent

There was a wide array of responses for how talent will be recruited in the future. Offering apprenticeships topped with 27%, Other was next with 26%. Taking on graduates was third with 18% of the responses followed by more senior staff advertisements with 17%. Job Centre recruitment had 14% of the responses.

Other included answers such as:

- Referrals
- All of the above
- Social Media
- Freelance opportunities
- Direct contacts and word of mouth
- Civil Service / Job portals
- Blank and N/A answers



# LSIP survey Nov 2022 – January 2023 findings

## Training Staff

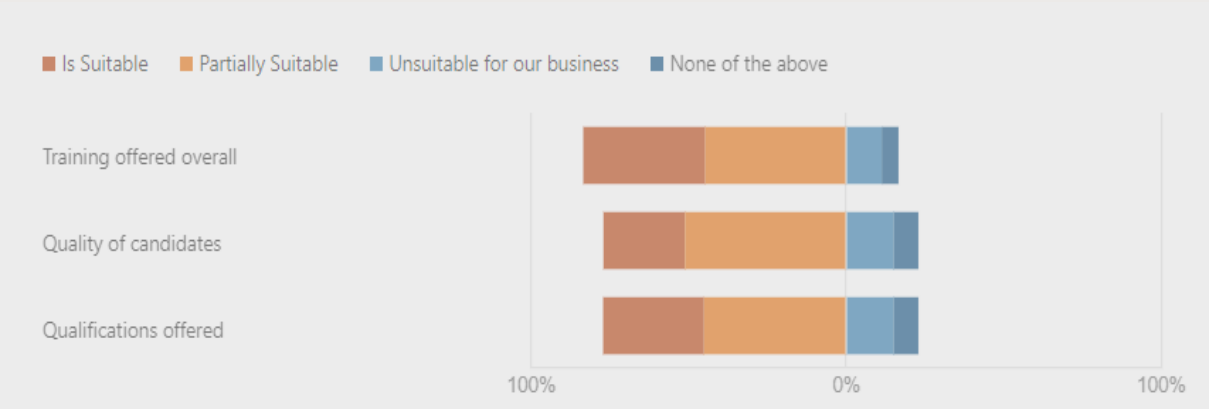
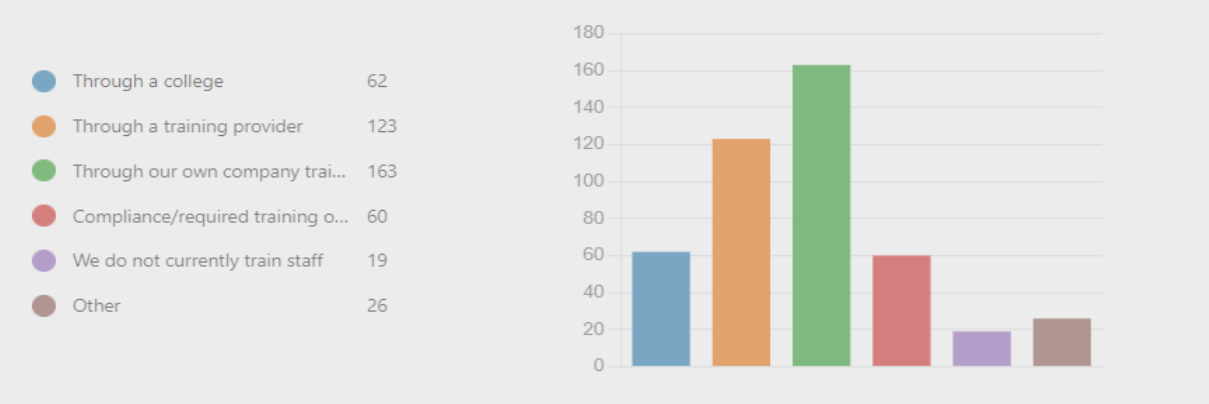
There was a large volume of results for training through a provider (**46%**) & in house company training (**61%**) compared to the other results (this data includes multiple answers). Training through a college was selected by **23%** of the businesses.

When asked about their views on training available currently the below results were returned:

**Training** – 38% said that training currently available is suitable, 48% said it was partially suitable and 11% said it was unsuitable for the business.

**Quality of Candidates** – 26% said the candidates are suitable, 51% partially suitable for business needs and 15% said they are unsuitable for the business.

**Qualifications Offered** – Qualifications on offer being suitable was 32%, 45% said partially suitable and 15% unsuitable for the business needs.



# LSIP survey Nov 2022 - January 2023 findings

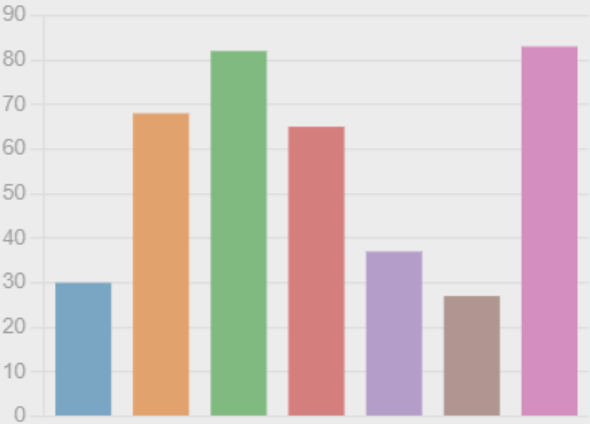
## Barriers to Training

The main barriers to training outside of quality of candidates and Qualifications offered are: 31% other reasons (see commentary below) 31% we cannot spare staff from their work enable training, 26% said the cost of training is too high. 25% stated that they don't know who Offers the training they need and the admin requirements for training are too high was selected 11% of the time.

Other barriers to training listed are:

- One of the main barriers is time spent investigating suitable training options and enabling that person to take the time to carry this out effectively.
- A lot of roles require significant on the job learning
- Lack of suitable premises/location issues (public transport issues)
- N/A, no barriers and blank answers are also classed as 'other'

● The admin requirements for trai...	30
● The cost of training is too high	68
● We cannot spare staff from their...	82
● We don't know who offers the tr...	65
● We are not sure what training w...	37
● We have no requirement for trai...	27
● Other	83

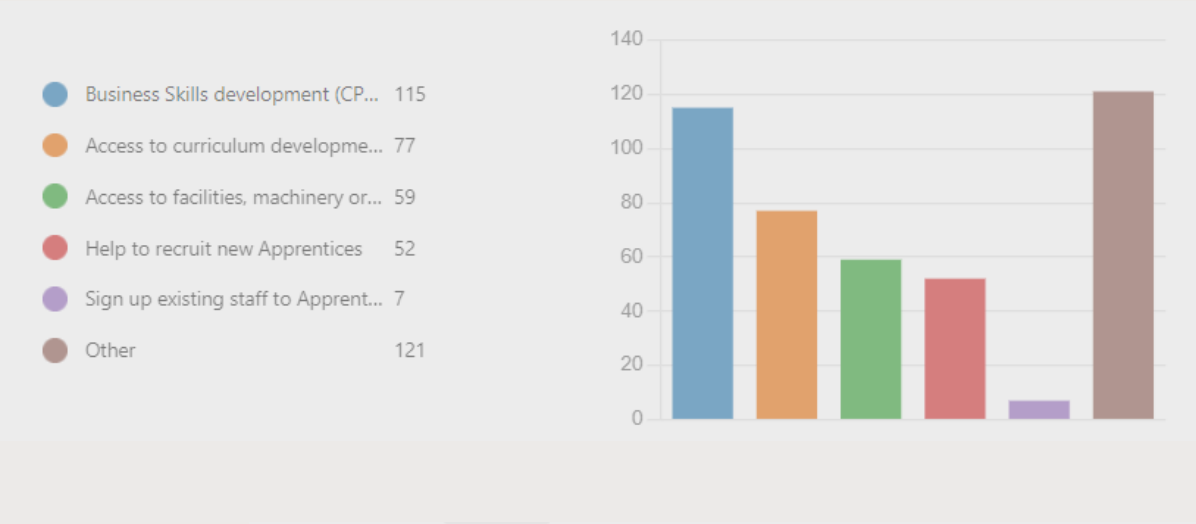


# LSIP survey Nov 2022 – January 2023 findings

## Services from Training Providers

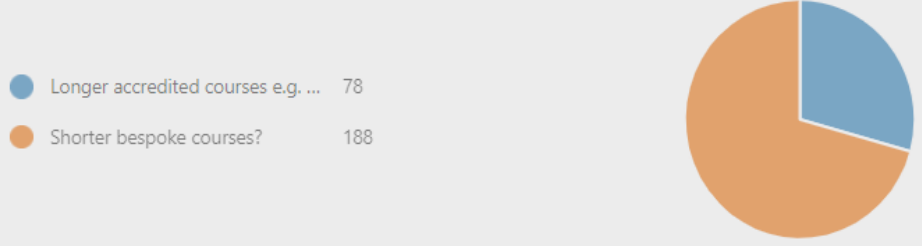
When asked what services would be useful from training providers the following results were submitted:

Business Skills development (Bespoke course, CPD) was selected 115 times (43%). Access to curriculum development to tailor courses to your business need was selected 77 times (29%) and access to facilities, machinery or expertise within the training provider was selected 59 times (21%). Help to recruit new Apprentices was next with 52 selections (20%).



When asked about training required over the next 1-5 years for their business:

71% answered shorter bespoke courses whilst 29% selected longer accredited courses e.g apprenticeship standard.



This highlights that the continual need for short term quick wins in development and training within business skills development.



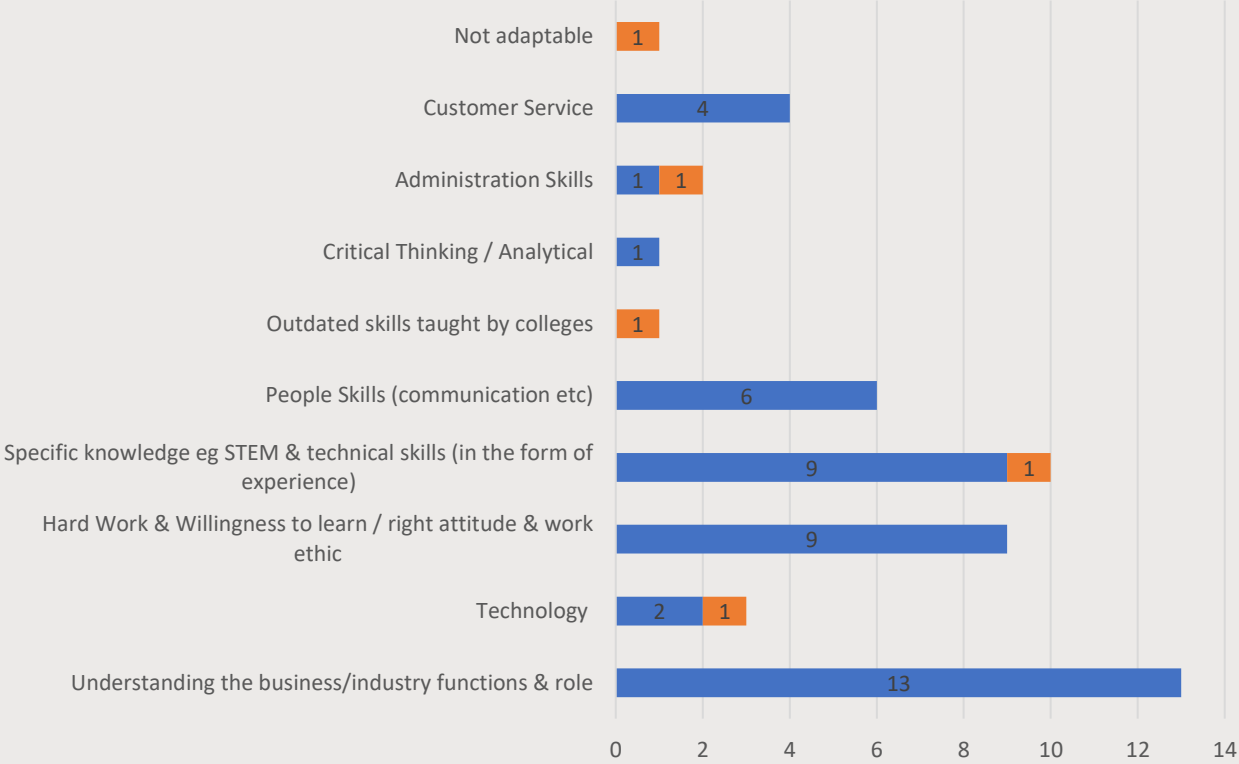
# LSIP survey Nov 2022 – January 2023 findings

## Services from Training Providers

A sample of businesses were asked what knowledge is most valuable and least valuable to them and the results are:

The most valuable knowledge across the sample was understanding the business/industry functions and role, this includes previous experience. Hard work and willingness to learn was valued as much as specific career knowledge and technical skills at 9. People skills which includes communication was next with 6.

In terms of least valued it was equally split across the numbers with lack of Adaptability, outdated skills from education, specific knowledge and Technology (includes IT skills).



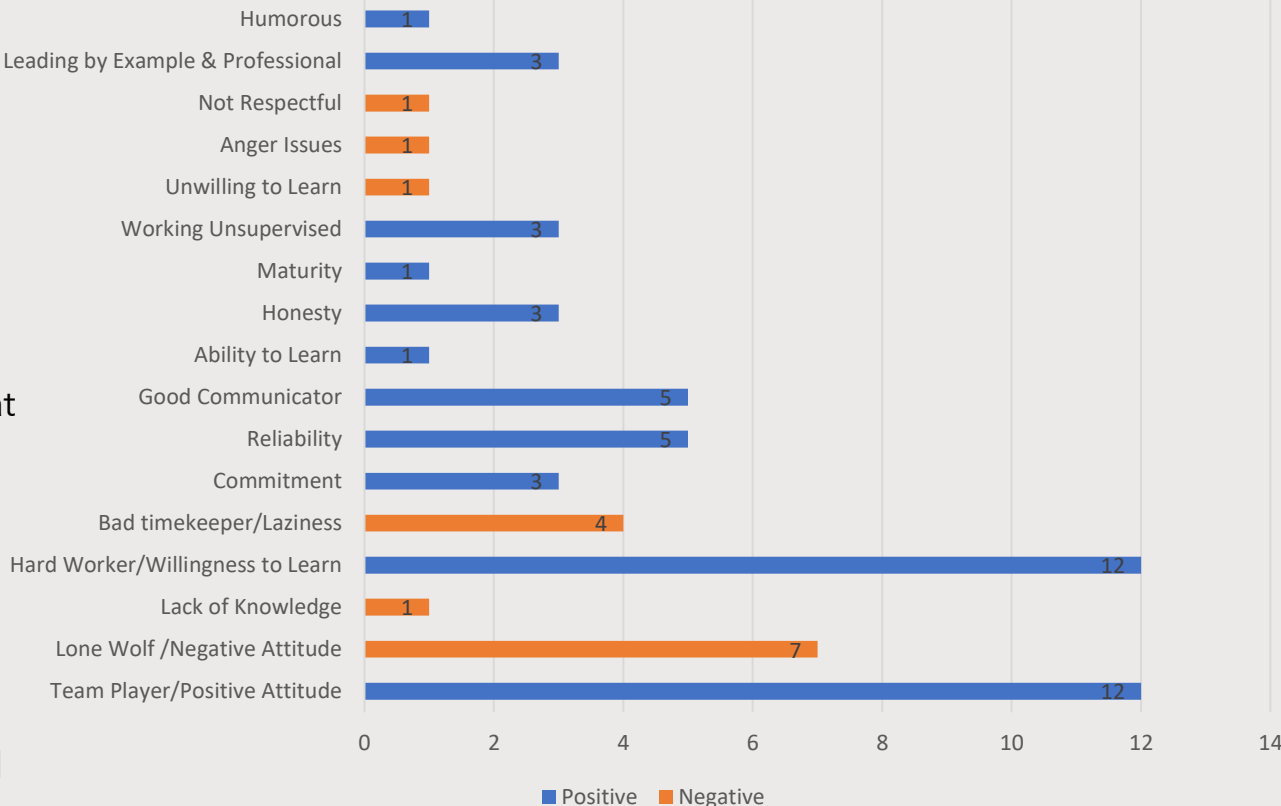
# LSIP survey Nov 2022 - January 2023 findings

## Behaviours

Thinking about the behaviours of your candidates or staff - What do you deem most valuable and least valuable to have for your business?

Behaviours that were most valued by the businesses were hard working and willingness to learn as well as team players with a positive attitude at 12 each. Reliability and good communicators followed this with 5 votes respectively. Next was the ability to work unsupervised, honesty and commitment with 3 votes.

Behaviours that were voted for most on the negative scale were direct opposites of the positives such as lone wolf attitude and negativity. Bad timekeeping and laziness was next with 4 votes followed by lack of respect, anger issues, lack of knowledge and a lack of respect with 1 vote.



# LSIP survey Nov 2022 – January 2023 findings

## Findings

Manufacturing and Construction appeared in the top 2 Principal activities for every region (Slide 7) – This was also the case for non-members.

There is a slight uncertainty in skills required for the future for businesses (Slide 8) - A 12% increase in 'slightly disagree' to having the skills required.

This is evidenced when asked about business-critical skills gaps that need to be addressed (Slide 9) – All except for 'specialist functions' that answered 'Yes' was within 18 months or eventually.

Again, this is highlighted with 92% intending to train and develop existing employees to fill skills gaps over the next 1-2 years (Slide 10) and 87% intending to recruit to fill skills gaps over the next 1-2 years (Slide 10).

When it comes to filling the skills gaps, the most popular form of recruitment was offering apprenticeships with 27% (Slide 11). Other forms of recruitment such as social media, job portals and direct contacts was next with 26%. Taking on graduates was third with 18%. This shows that there is a strong focus on building a candidate up through an apprenticeship and developing them rather than looking for an experienced/learned candidate – evidenced by the strong focus on training and development and recruitment.

# LSIP survey Nov 2022 – January 2023 findings

## Findings Continued

When it came to Training staff, there was a large emphasis put on training through a provider which was selected 46% of the time, whilst in-house training was understandably popular with 61% of selections and finally training through a college was selected 23% of the time (Slide 12). This highlights that there is an area of opportunity for training through colleges and also external training providers.

The opportunities for services from training providers can be focused down to shorter bespoke courses with 71% of businesses preferring this to a longer accredited course (Slide 14).

This translates into business skills development which was selected 43% of the time, access to curriculum to help development to tailor courses to your business need which was selected 29% of the time. Access to facilities and machinery or expertise was selected 21% of the time and access to apprentices was next with 20% of the selections (slide 14)

There are however barriers to training which need to be considered (slide 13). The main ones being... staff cannot be spared outside of their daily duties with 31%, cost of training being too high with 26% of the selections and 25% of the selections from businesses being they just don't know who provides training and what is provided. This is key when considering there is a large emphasis on training through providers and a gap that needs plugging.

# LSIP survey Nov 2022 – January 2023 findings

## Findings Continued

When asked about the quality of training, candidates and qualifications offered currently within the business and area there was 11% saying training was unsuitable, 15% of candidates are unsuitable and 15% saying the qualifications offered are unsuitable for the business needs (slide 12)

This is highlighted by businesses putting a greater emphasis on positive Behavioural and knowledge-based indicators (Slide 15/16). Behaviours such as hard work and willingness to learn, being a good team player with a positive attitude scored highly, as did being reliable and good communicators. Outside of strong communication, these are all Behaviours that are picked up by a person and can be linked to environment as-well as the people around them. This is not something that is commonly taught.

The same can be said for knowledge, hard work and willingness to learn was just as highly valued as specific career knowledge and technical skills (this includes experience). People skills and communication again scored highly.

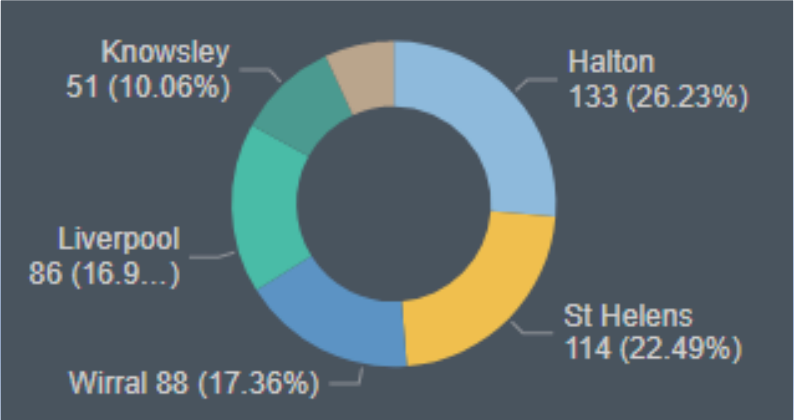
All of these findings are true for non-members of chambers also, however there is a stronger internal training program as they score highly for having staff that they feel are suitable for business needs now with 60% stating they strongly agree and 28% stating they slightly agree. For the future needs of the business 42% Strongly agree they have the skills required and 40% slightly agree.

# LSIP KSBs survey February 2022 - May 2023

## Areas & business size

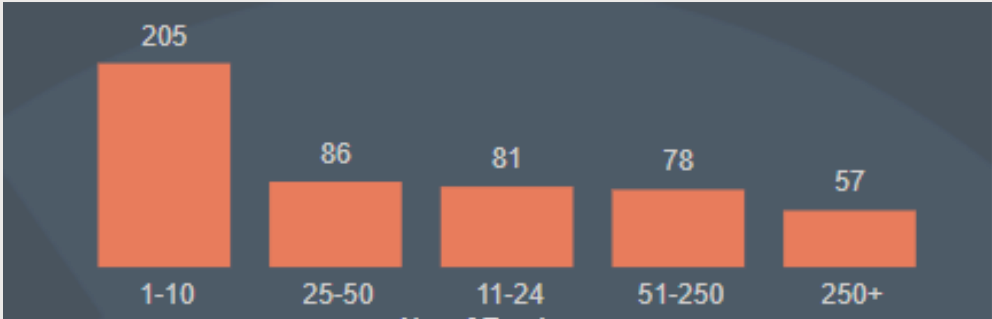
From a sample of 507 responses (as of 09/05/2023)

- 26% responded from Halton
- 23% responded from St Helens
- 17% responded from Wirral
- 17% responded from Liverpool
- 10% responded from Knowsley
- 7% responded from Sefton



From the same sample of responses the following business sizes responded:

- 40% of businesses have 1-10 employees
- 17% of businesses have 25-50 employees
- 16% of businesses have 11-24 employees
- 15% of businesses have 51-250 employees
- 12% of businesses have 250+ employees

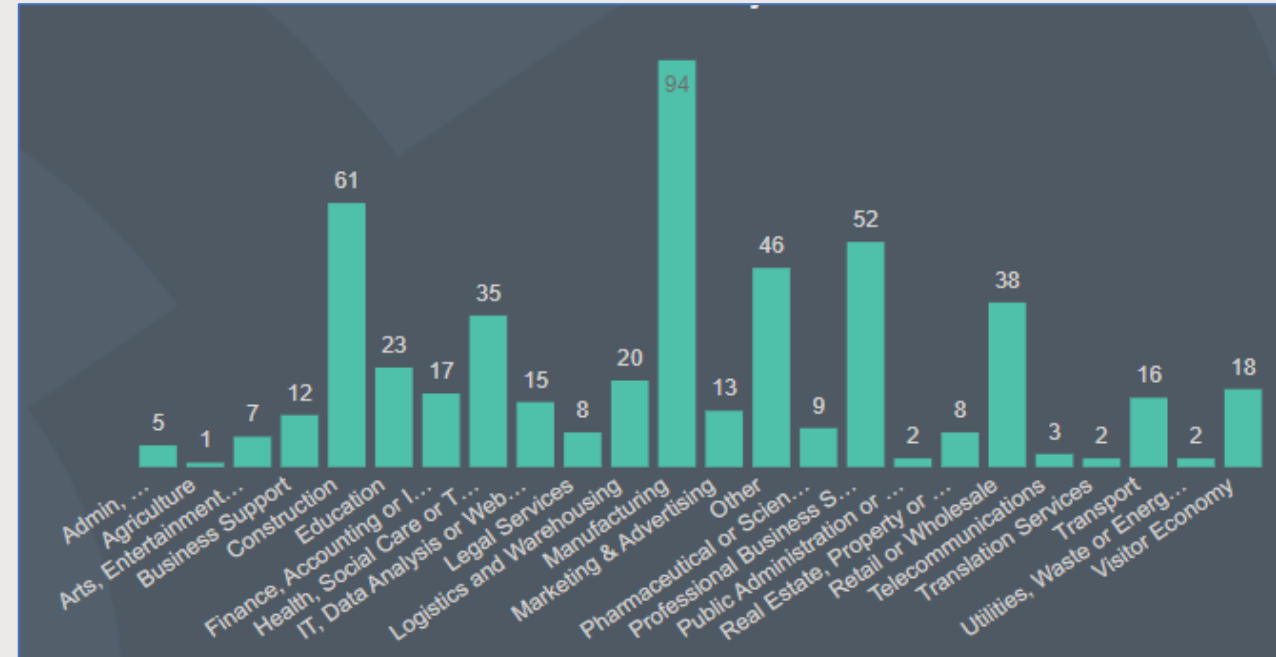


# LSIP KSBs survey February 2022 – May 2023

## Main Activity

From a sample of 507 responses (as of 09/05/2023) the main activities listed are:

- 19% Manufacturing
- 12% Construction
- 10% Professional Business Services
- 9% listed as 'other'
- 8% Retail or Wholesale
- 7% Logistics, Warehousing & Transport
- 7% Health & Social Care
- 4% Visitor Economy



From the same sample the following are the top industry for each LCR area

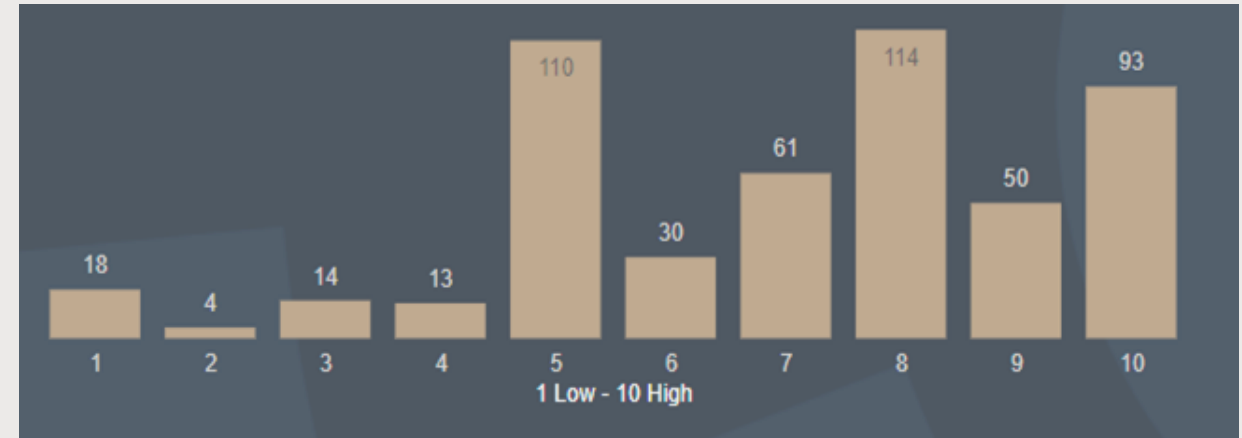
- Halton – Manufacturing 27% of responses
- St Helens – Manufacturing and Professional Business Services 18% of responses
- Wirral – Professional Business Services 14% of responses
- Liverpool – Professional Business Services 13% of responses
- Knowsley – Manufacturing 30% of responses
- Sefton – Other 17% of responses

# LSIP KSBs survey February 2022 - May 2023

## Skills, Knowledge & Behaviours

From a sample of 507 responses (as of 09/05/2023) when asked how important it is to have the right skills, knowledge or behaviours the following results came back:

- 18% of the selections stated that KSBs are rated 10 on the scale of importance
- 10% of the selections stated that KSBs are rated 9 in importance
- 23% of the selections stated that KSBs are rated 8 in importance
  
- 22% of the selections stated that KSBs are rated 5 in importance
- 10% of the selections stated that KSBs are rated 4 or below in importance



This shows that there is a strong emphasis on Knowledge, Skills and Behaviours when businesses are looking for the right person to recruit. For those businesses that have scored 5 or below in terms of importance there will be other factors considered such as education, recruitment barriers and those companies with a good internal upskilling and training programme



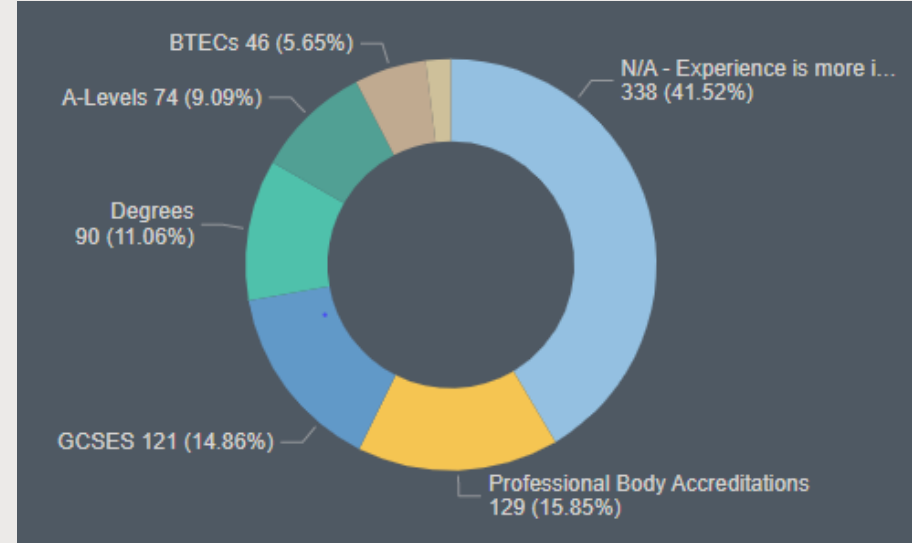
# LSIP KSBs survey February 2022 - May 2023

## Qualifications Most Valued

From a sample of 507 responses (as of 09/05/2023) the qualifications most valued by employers are:

- N/A - Experience is most valuable - 338 selections at 42%
- Professional Body Accreditations - 129 selections at 16%
- GCSES - 121 selections at 15%
- Degrees - 90 selections at 11%
- A-Levels - 74 selections at 9%
- BTECs - 46 selections at 6%
- Masters - 16 selections at 2%

This shows that experience and education are valued highly as-well as the person having the right skill set and the right knowledge and behaviours that the business wants demonstrated.



# LSIP KSBs survey February 2022 – May 2023

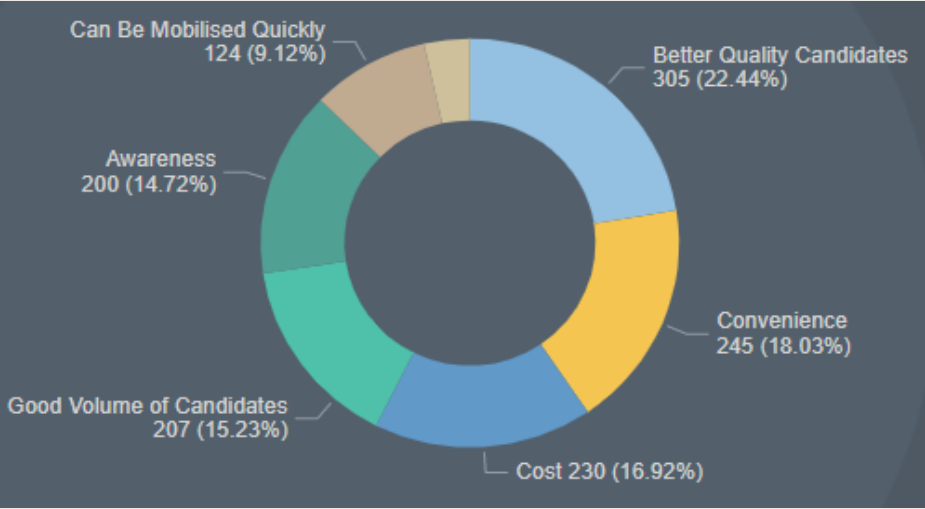
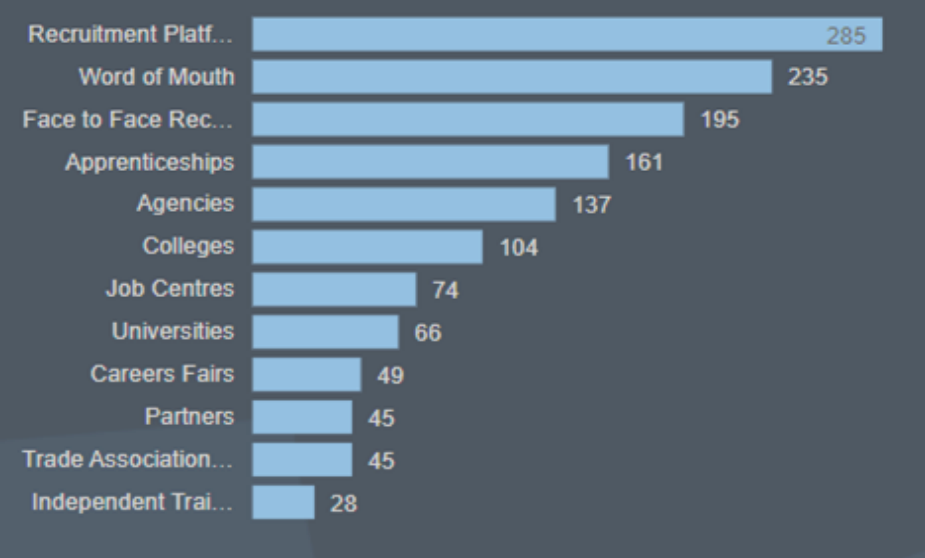
## Recruitment

From a sample of 507 responses – the following recruitment methods have been identified:

- 56% of employers selected Recruitment Platforms as one of the main forms of recruitment
- 46% of employers selected Word of Mouth as one of the main forms of recruitment
- 38% of employers selected Face to Face as one of the main forms of recruitment
- 32% of employers selected Apprenticeships as one of the main forms of recruitment
- 27% of employers selected Agencies as one of the main forms of recruitment
- 21% of employers selected Colleges as one of the main forms of recruitment

The employers also added to these recruitment forms with factors that make it most suitable to them:

- 22% of employers stated that these forms of recruitment give them better quality of candidates
- 18% of employers stated that these are suitable forms of recruitment due to convenience
- 17% of employers stated that these are suitable forms of recruitment due to costing
- 15% of employers stated that these forms of recruitment give them a better volume of candidates and awareness
- 9% of employers stated these forms of recruitment are suitable as they can be mobilised quickly which includes scalability

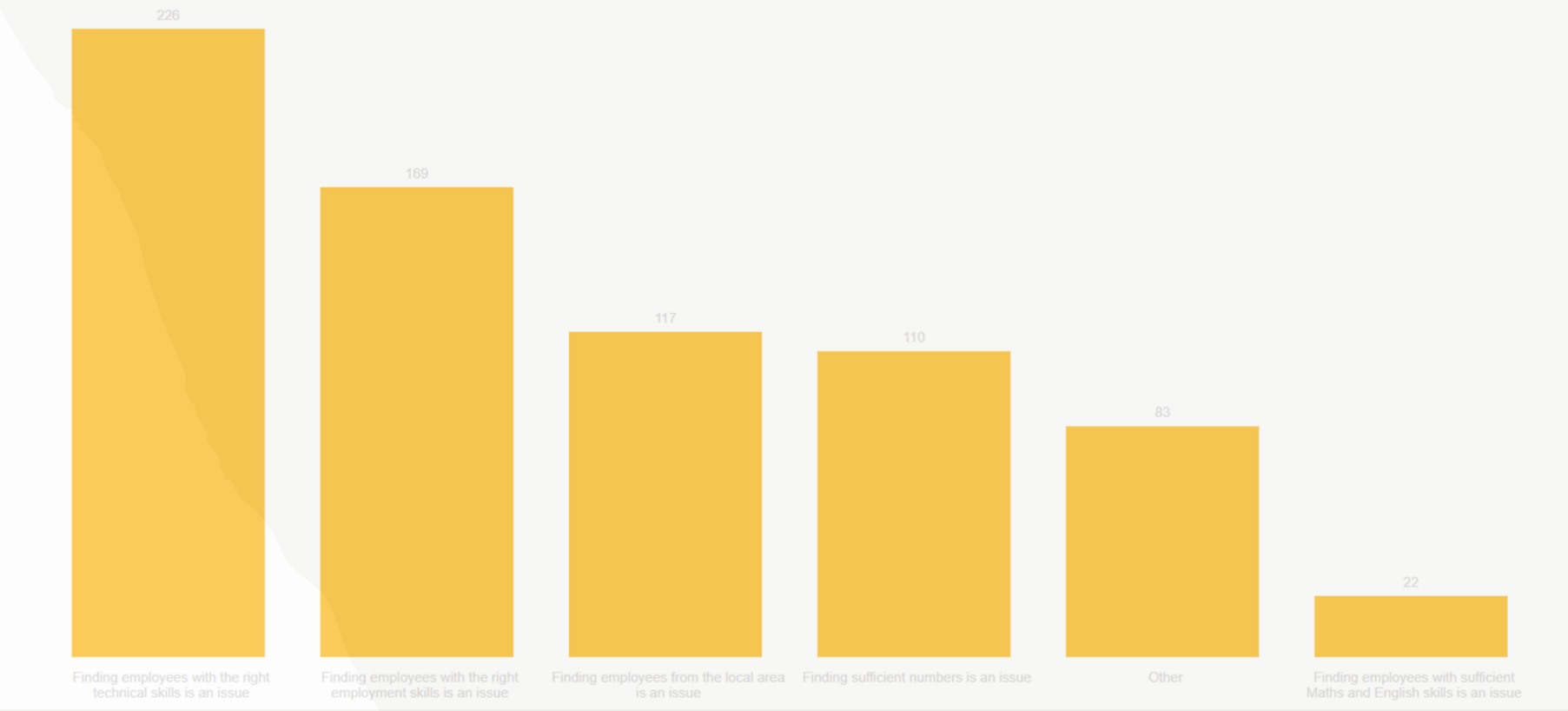


# LSIP KSBs survey February 2022 – May 2023

## Issues with Recruitment

From a sample of 507 responses – the employers stated they are having the following issues with recruitment:

- 45% said that finding employees with the right technical skills is an issue
- 33% said that finding employees with the right employment skills is an issue
- 23% said that finding employees within the local area is an issue
- 21% said that finding the sufficient numbers for recruitment is an issue
- 5% said that finding employees with sufficient Maths and English skills is an issue



# LSIP KSBs survey February 2022 – May 2023

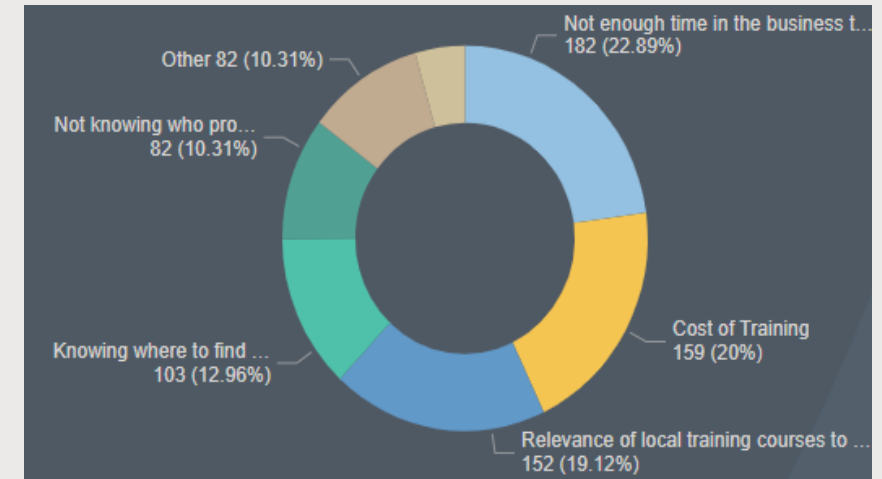
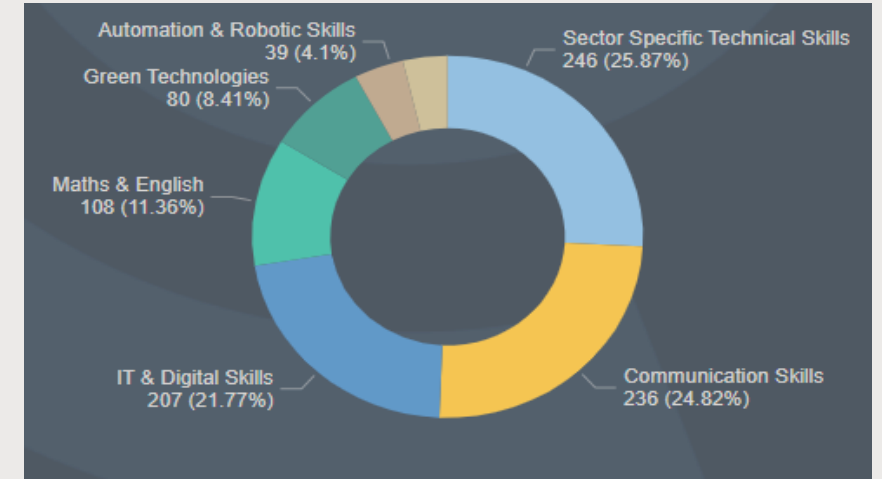
## Skills to invest within next 5 years & barriers preventing these being trained

From a sample of 507 responses – the employers were asked about the most important skills to be invested in with the next 1 -5 years:

- Sector Specific Technical Skills was top with 26%
- Communication Skills was next with 25% of the responses
- IT & Digital Skills followed with 22% of the votes
- Maths & English was next with 11%
- Green Technologies had 8% of the votes
- Automation and Robotics had 4%
- Decarbonation Skills finally with 3% of the selections

The employers were then asked about barriers within training these skills out:

- Not enough time in the business to train was top with 23% of the votes
- Cost of training was the next barrier with 20%
- Relevance of local training courses to my business was voted for 19% of the time
- Knowing to find the right course/qualification was the next barrier with 13% of the votes
- Not knowing who provides what and where was next with 10%
- Other reasons were also voted for 10% of the time
- Finally location of the training had 4% of the votes



# LSIP KSBs survey February 2022 - May 2023

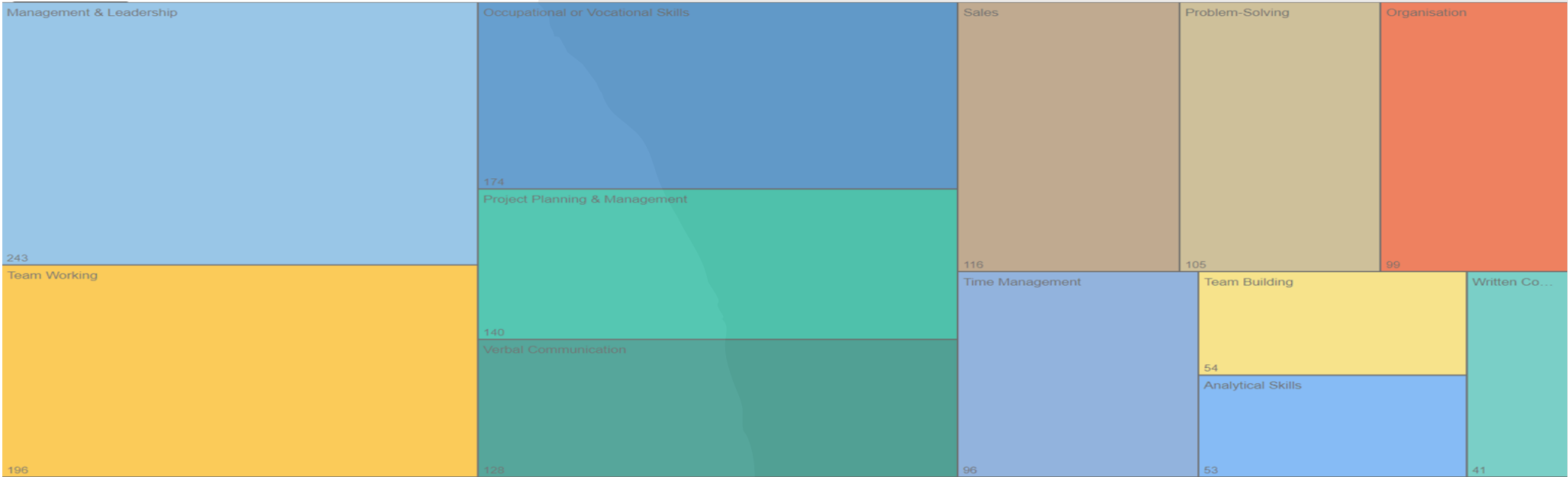
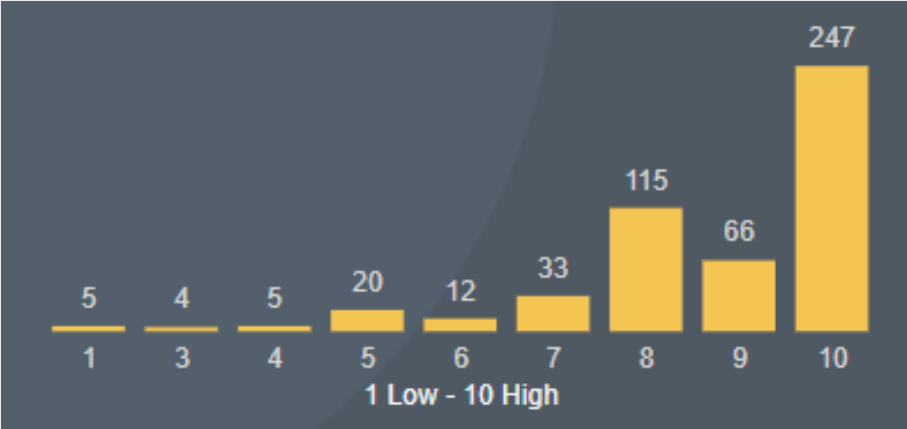
## Skills

From a sample of 507 responses - The employers listed the following skills as important to their business:

- Management and Leadership was top with 48% of the selections
- Team working was next with 39% of the selections
- Occupational or Vocational skills were voted for 34% of the time
- Project Planning & Management followed with 28% of the selections
- Verbal communication and Sales were next with 25% and 23% of the selections respectively

From the same sample - The employers were asked how important are these skills to their businesses success

- 93% of the employers responded that the skills are necessary for their businesses success (6-10)
- 4% of the employers responded with a 5 which is in-between low and high importance
- 3% of the employers responded that skills are not necessary for their businesses success (1-4)

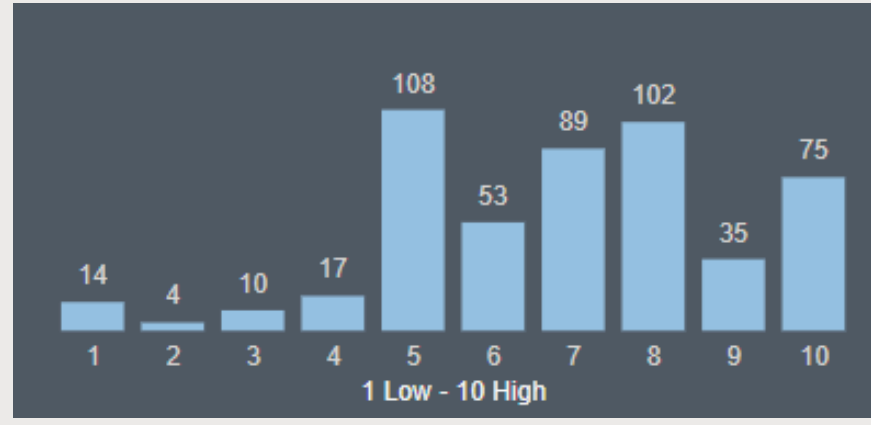


# LSIP KSBs survey February 2022 - May 23

## Skills - Continued

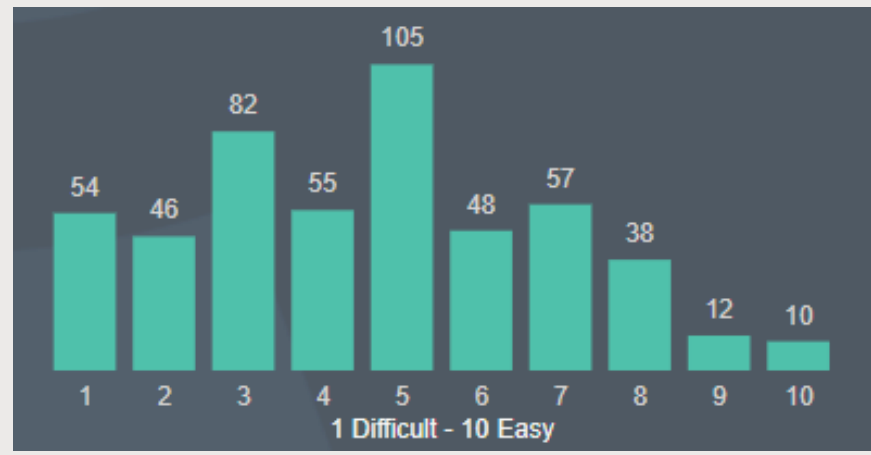
From a sample of 507 responses - The employers were asked How important are existing skills when recruiting:

- 15% of the employers stated that skills are the most important when recruiting in terms of importance
- 20% of the employers stated that skills are 8 on the scale of high importance
- 18% of the employers stated that skills are 7 on the scale of high importance
- 30% of the employers listed skills being importance when recruiting as 5 or below



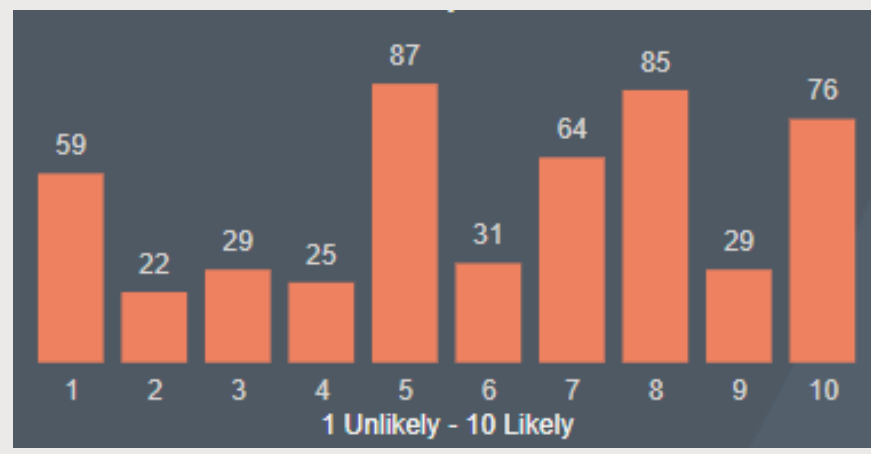
From a sample of 507 responses - The employers were asked How easy it is to recruit people with skills:

- 32% of employers responded with it being between 6 and 10 on how easy it is to recruit people with skills with 10 being easy and 1 being difficult.
- 21% responded with it being a scale of 5 which is directly in the middle of easy and difficult
- 47% stated it was on a scale of 1-4 with 1 being the most difficult to recruit people with the right skills



From a sample of 507 responses - The employers were asked How likely they are to work with a college to develop these skills

- 56% of the employers stated that they would be likely to work with the colleges to develop skills (6-10)
- 17% of the employers responded with 5 on the scale of likelihood
- 27% of the employers stated they would be unlikely to work with colleges to develop skills (1-4)

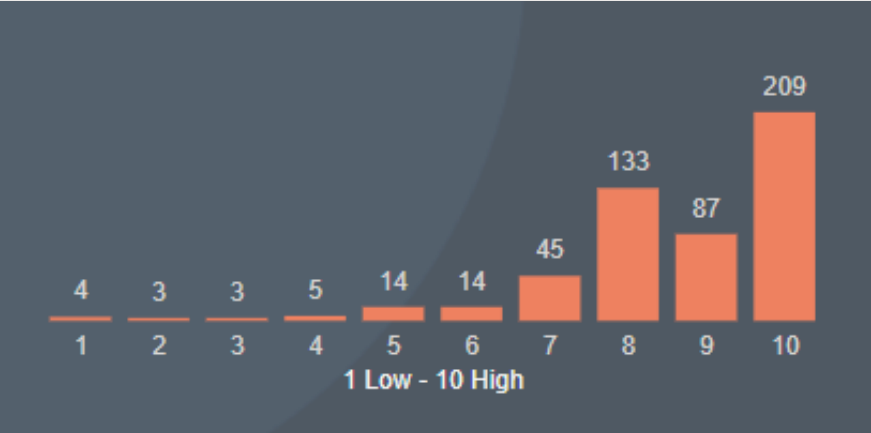


# LSIP KSBs survey February 2022 – May 2023

## Behaviours

From a sample of 517 responses – The employers listed the following behaviours as important to their business:

- Strong Work Ethic was top voted with 54% of the selections
- Honesty and Integrity was next with 50% of the votes
- Willingness to learn was a highly voted for behaviour with 38% of the selections
- Team working was next with 36% of the selections
- Adaptability had 29% selections



The employers were asked how important are these behaviours to their businesses success

- 94% of the employers responded that these behaviours are necessary for their businesses success (6-10)
- 3% of the employers responded with a 5 which is in-between low and high importance
- 3% of the employers responded that these behaviours are not necessary for their businesses success (1-4)

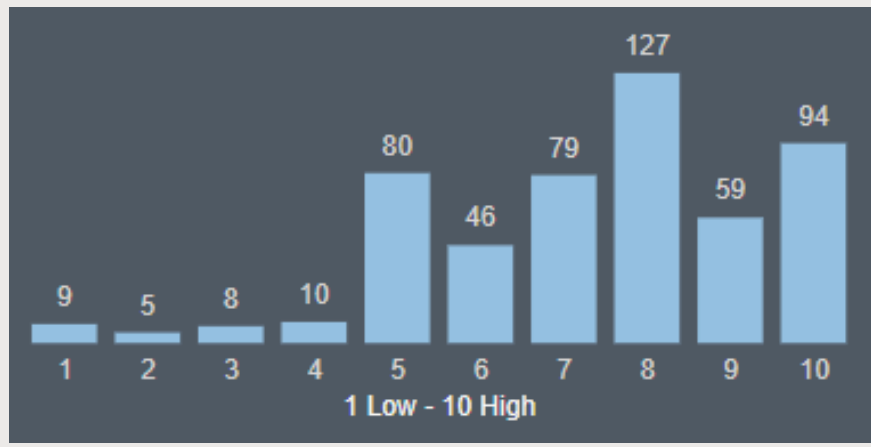


# LSIP KSBs survey February 2022 - May 23

## Skills - Continued

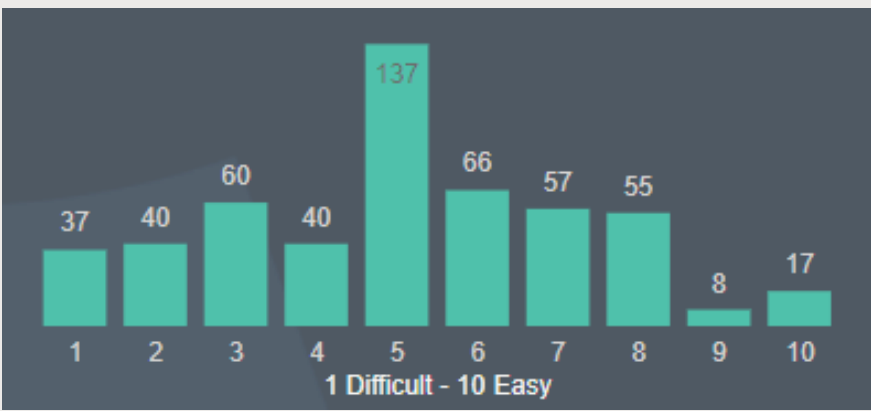
From a sample of 517 responses - The employers were asked How important are existing behaviours when recruiting:

- 18% of the employers stated that existing behaviours are most important when recruiting
- 25% of the employers stated that behaviours are 8 on the scale of high importance
- 15% of the employers stated that behaviours are 7 on the scale of high importance
- 22% of the employers listed behaviours importance when recruiting as 5 or below



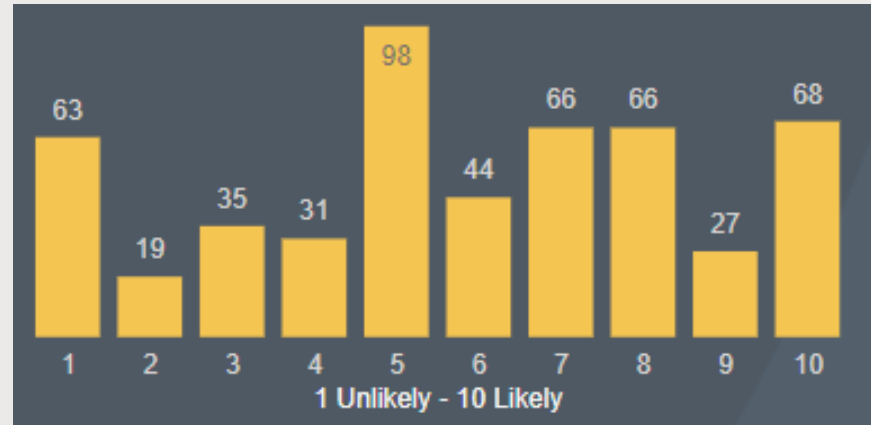
From a sample of 517 responses - The employers were asked How easy it is to recruit people with these behaviours:

- 39% of employers responded with it being between 6 and 10 on how easy it is to recruit people with existing good behaviours with 10 being easy and 1 being difficult.
- 26% responded with it being a scale of 5 which is directly in the middle of easy and difficult
- 35% stated it was on a scale of 1-4 with 1 being the most difficult to recruit people with the right behaviours



From a sample of 517 responses - The employers were asked How likely they are to work with a college to develop these behaviours

- 52% of the employers stated that they would be likely to work with the colleges to develop behaviours (6-10)
- 19% of the employers responded with 5 on the scale of likelihood
- 29% of the employers stated they would be unlikely to work with colleges to develop behaviours (1-4)



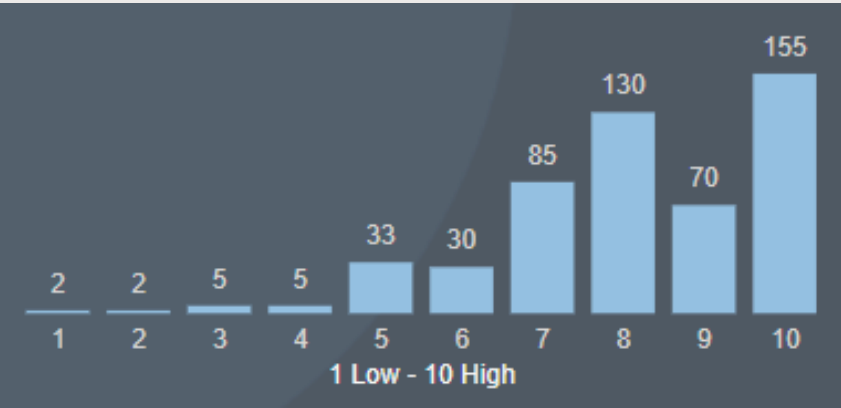


# LSIP KSBs survey February 2022 - May 2023

## Knowledge

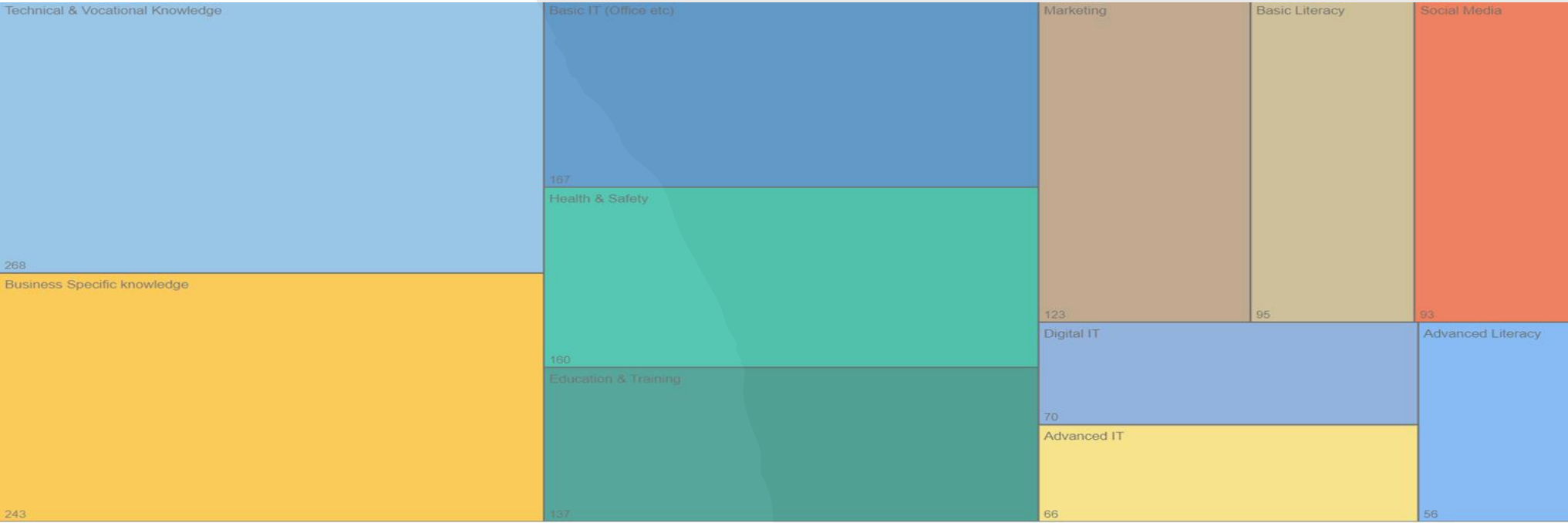
From a sample of 517 responses - The employers listed the following knowledge as important to their business:

- Technical and Vocational Knowledge was top voted with 52% of the selections
- Business Specific Knowledge was next with 47% of the votes
- Basic IT and Office knowledge had 32% of the selections
- Health and Safety was next with 31% of the selections
- Education and Training had 26% selections



The employers were asked how important is particular knowledge to their businesses success

- 91% of the employers responded that this knowledge is necessary for their businesses success (6-10)
- 6% of the employers responded with a 5 which is in-between low and high importance
- 3% of the employers responded that this knowledge is not necessary for their businesses success (1-4)

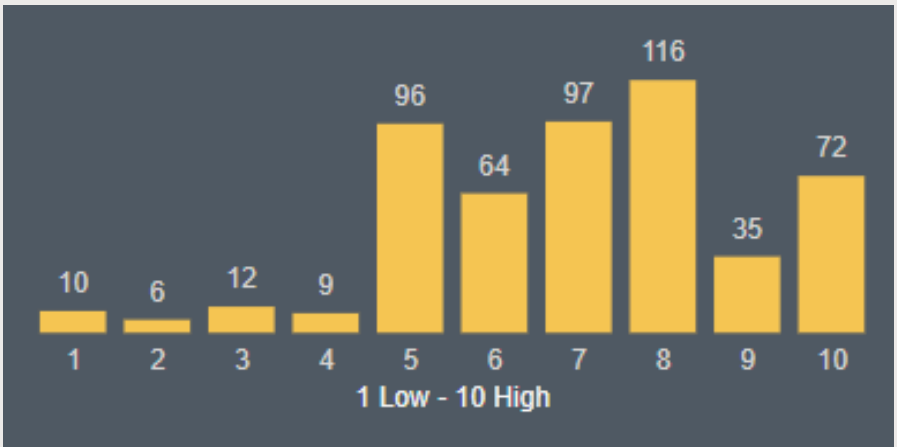


# LSIP KSBs survey February 2022 - May 23

## Knowledge- Continued

From a sample of 517 responses - The employers were asked How important is knowledge when recruiting:

- 14% of the employers stated that knowledge is most important when recruiting
- 22% of the employers stated that knowledge is 8 on the scale of high importance
- 19% of the employers stated that knowledge is 7 on the scale of high importance
- 26% of the employers listed knowledge when recruiting as 5 or below



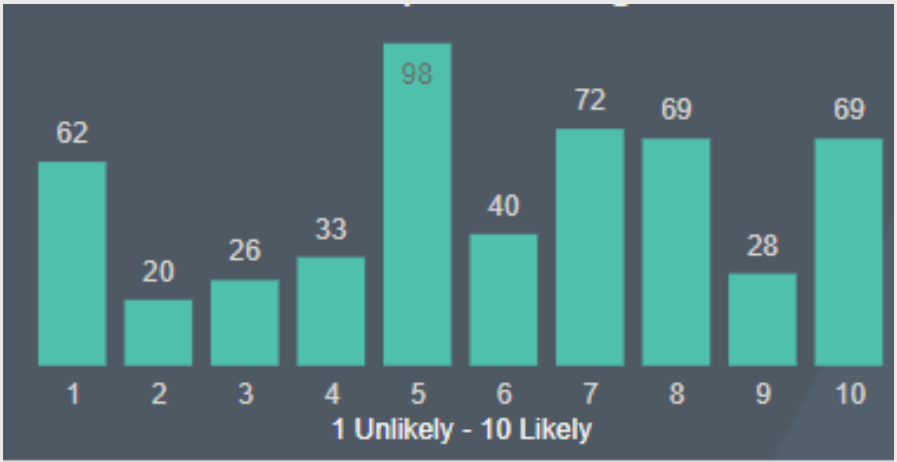
From a sample of 517 responses - The employers were asked How easy it is to recruit people with this knowledge:

- 36% of employers responded with it being between 6 and 10 on how easy it is to recruit people with knowledge with 10 being easy and 1 being difficult.
- 23% responded with it being a scale of 5 which is directly in the middle of easy and difficult
- 41% stated it was on a scale of 1-4 with 1 being the most difficult to recruit people with the right knowledge



From a sample of 517 responses - The employers were asked How likely they are to work with a college to develop these areas of knowledge

- 54% of the employers stated that they would be likely to work with the colleges to develop knowledge (6-10)
- 19% of the employers responded with 5 on the scale of likelihood
- 27% of the employers stated they would be unlikely to work with colleges to develop knowledge (1-4)



# LSIP KSBs survey February 2022 – May 2023

## Conclusions

A total of 517 businesses / employers have responded to the LSIP survey so far (as of 10/05/2023)

There have been an equal split of responses over the 5 LCR areas

Manufacturing, Construction and Professional Business Services are the top 3 industries with responses

Halton, St Helens and Knowsley have Manufacturing as the top responses

Liverpool, Wirral and St Helens (equal with manufacturing) have Professional Business Services as the top responses

Employers have put emphasis on Knowledge, Skills and Behaviours when looking for the right candidate to recruit with over 50% stating that they range from 6-10 in terms of importance. Only 10% listed this as 1-4 on an importance scale

When it comes to Experience vs Qualifications, employers voted heavily in favour of experience with 42% of the selections. Professional Body Accreditations was next with 16% followed by GCSES and Degrees at 15% and 11% respectively

# LSIP KSBs survey February 2022 – May 2023

## Conclusions

A total of 517 businesses / employers have responded to the LSIP survey so far (as of 10/05/2023)

For Recruitment, recruitment platforms such as Indeed etc was the most popular selection at 56%, followed by word of mouth at 46% and face to face recruitment in third with 38%

The reasoning given behind these selections were better quality of candidates, convenience and costing

Businesses have stated that the biggest barriers to recruitment currently are finding employees with the right technical skills (45%), finding employees with the right employment skills is an issue (33%) and finding employees in the local area is an issue (23%)

The top skills that are most important to businesses within the next 1-5 years are Sector Specific Technical Skills (26%), Communication Skills (25%), IT and Digital Skills (22%) and Maths and English (11%).

The barriers to training these skills out within the business are, not enough time in the business day to train with 23% of the selections, cost of training was next with 20%, relevance of local training courses with 19% and knowing how to find the right course/qualification had 13% of the selections.

# LSIP KSBs survey February 2022 – May 2023

## Conclusions

A total of 517 businesses / employers have responded to the LSIP survey so far (as of 10/05/2023)

The top 3 skills in terms of importance for businesses were management and leadership with 48%, team working with 39% and occupational or vocational skills with 34% of the selections

On a scale of 1-10 (1 being least important and 10 being most important) 93% of the businesses rated these skills as 6-10 in terms of their business success in the next 1-5 years whilst only 3% voted between 1-4.

The top 3 behaviours in terms of importance for businesses were strong work ethic with 54%, honesty and integrity with 50% and willingness to learn with 38% of the selections

On a scale of 1-10 (1 being least important and 10 being most important) 94% of the businesses rated these behaviours as 6-10 in terms of their business success in the next 1-5 years whilst only 3% voted between 1-4

The top 3 knowledge areas in terms of importance for businesses were technical and vocational knowledge with 52%, business specific knowledge with 47% and basic IT and office knowledge with 32%

On a scale of 1-10 (1 being least important and 10 being most important) 91% of the businesses rated these knowledge areas as 6-10 in terms of their business success in the next 1-5 years whilst only 3% voted between 1-4.

# LSIP KSBs survey February 2022 – May 2023

## Conclusions

A total of 517 businesses / employers have responded to the LSIP survey so far (as of 10/05/2023)

When it comes to these skills 32% of the businesses selected 6-10 (with 10 being easiest and 1 being difficult) for the ease of recruiting people with these skills and 47% selected between 1-4

When asked about the likelihood to work with a college to develop these skills 56% of the businesses stated they would be likely to work with a college whilst 27% said they would be unlikely

When it came to behaviours 39% of the businesses selected between 6-10 (with 10 being easiest and 1 being difficult) for the ease of recruiting people with the right behaviours and 35% stated it was difficult voting between 1-4

When asked about the likelihood to work with a college to develop these behaviours 52% of the businesses stated they would be likely to work with a college whilst 29% said they would be unlikely

When it comes to these knowledge areas 36% of the businesses selected 6-10 (with 10 being easiest and 1 being difficult) for the ease of recruitment and 41% selected between 1-4

When asked about the likelihood of working with a college to develop these knowledge areas 54% of the businesses stated they would be likely to work with a college and 27% stated they would be unlikely

# LSIP Future Skills Survey April 2023 - May 2023

## Communication Skills

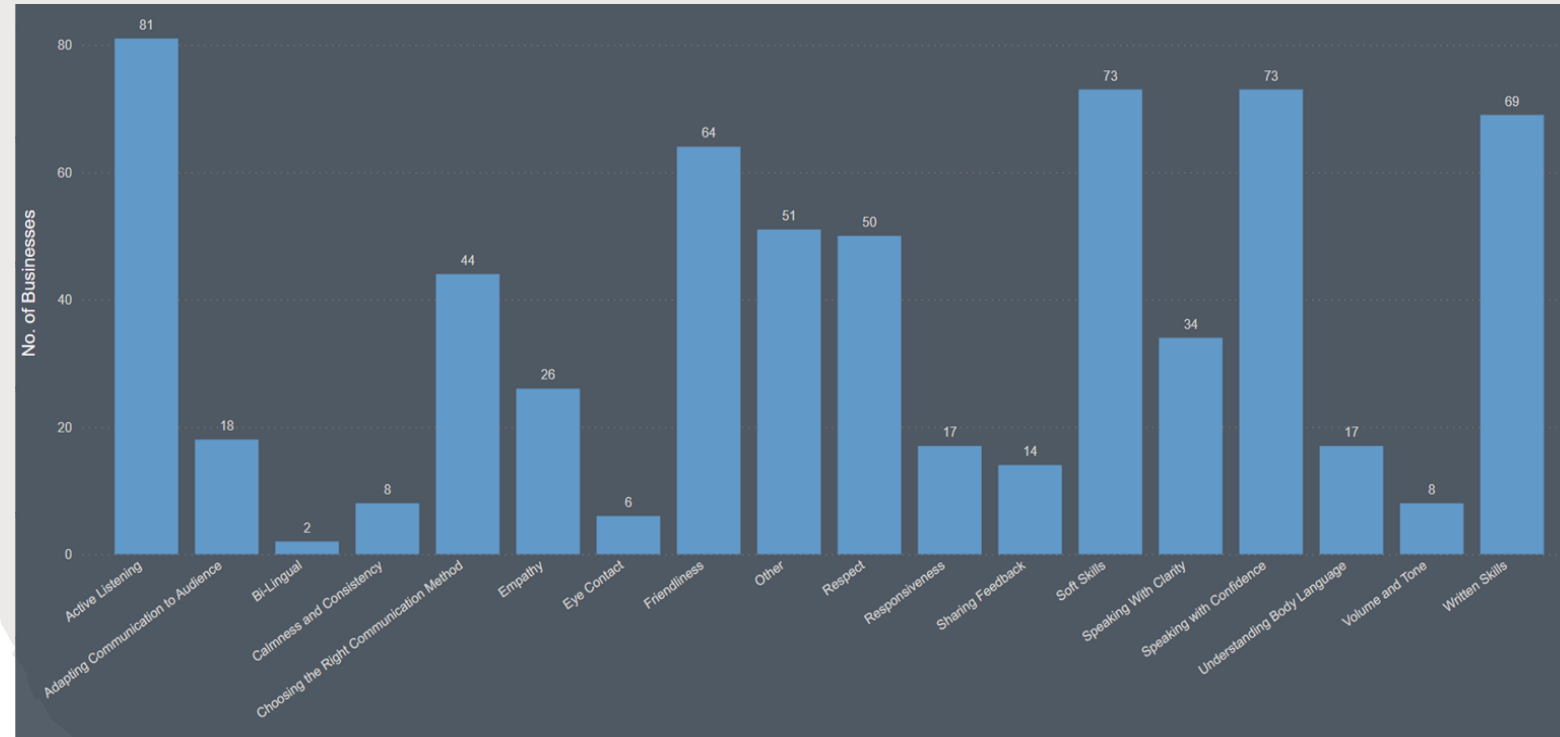
A total of 131 businesses responded to the future skills survey as of 22/05/2023

The top responses for future skills from employers are:

1. Active listening with 62% selections
2. Soft skills was selected 56%
3. Also, with 56% was Speaking with confidence
4. Written skills had 53% of the selections
5. Friendliness was next with 49%
6. Other was next with 39% of the selections
7. Next was Respect with 38%

'Other' includes but not exhaustive to:

- Telephone skills
- Customer service skills
- Social media & online communication
- Face to Face communication skills



# LSIP Future Skills Survey April 2023 - May 2023

## Digital & IT Skills

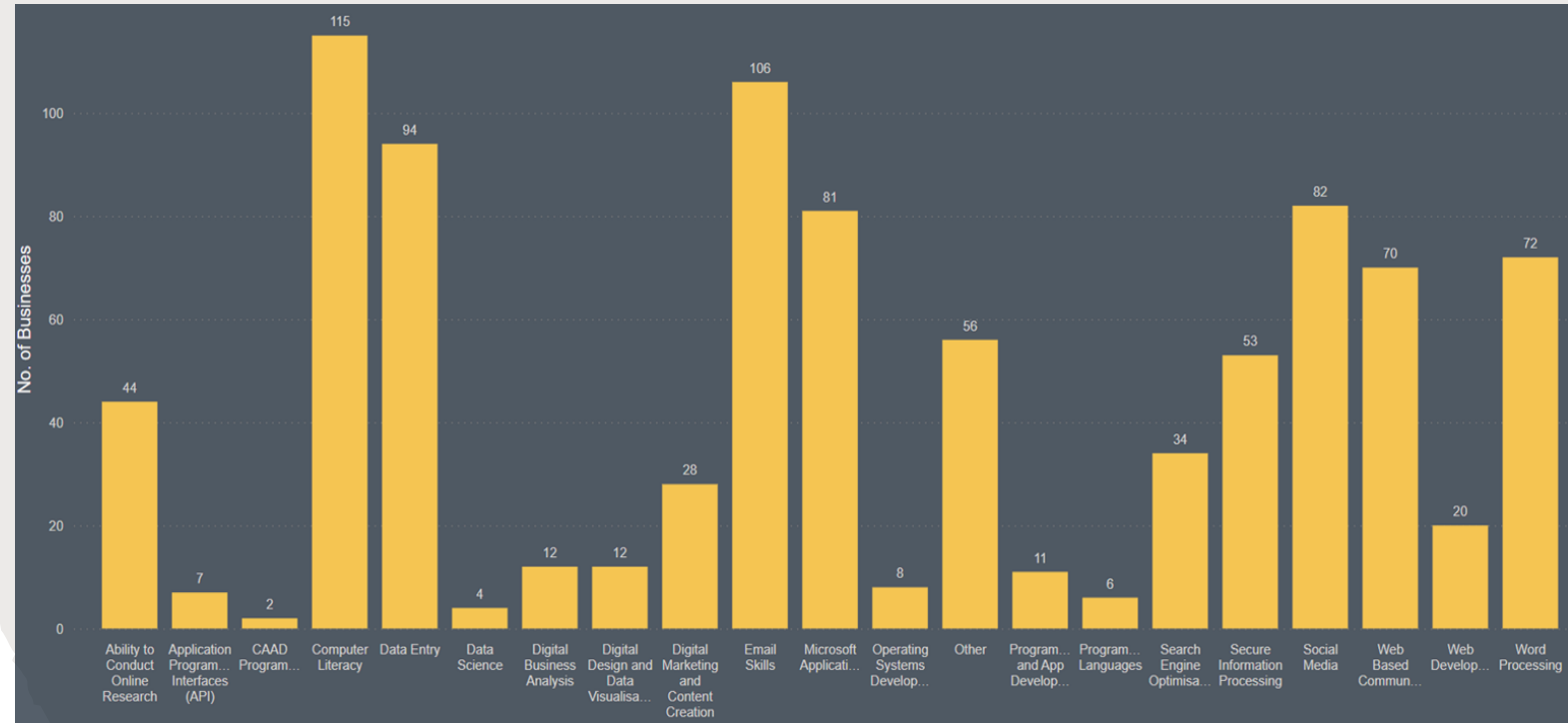
A total of 131 businesses responded to the future skills survey as of 22/05/2023

The top responses for future skills from employers are:

1. Computer literacy was selected 88% of the time
2. Email skills was selected by 81% of the businesses
3. Data entry was selected 72% of the time
4. Social Media was next with 63% selections
5. Microsoft Applications had 62% selections
6. Word processing was selected 55% of the time
7. Web based communication had 53% selections

'Other' includes but not exhaustive to:

- Ability to use cloud servers and create docuSign sheets
- E-commerce and digital sales
- Bespoke software knowledge
- Web marketing





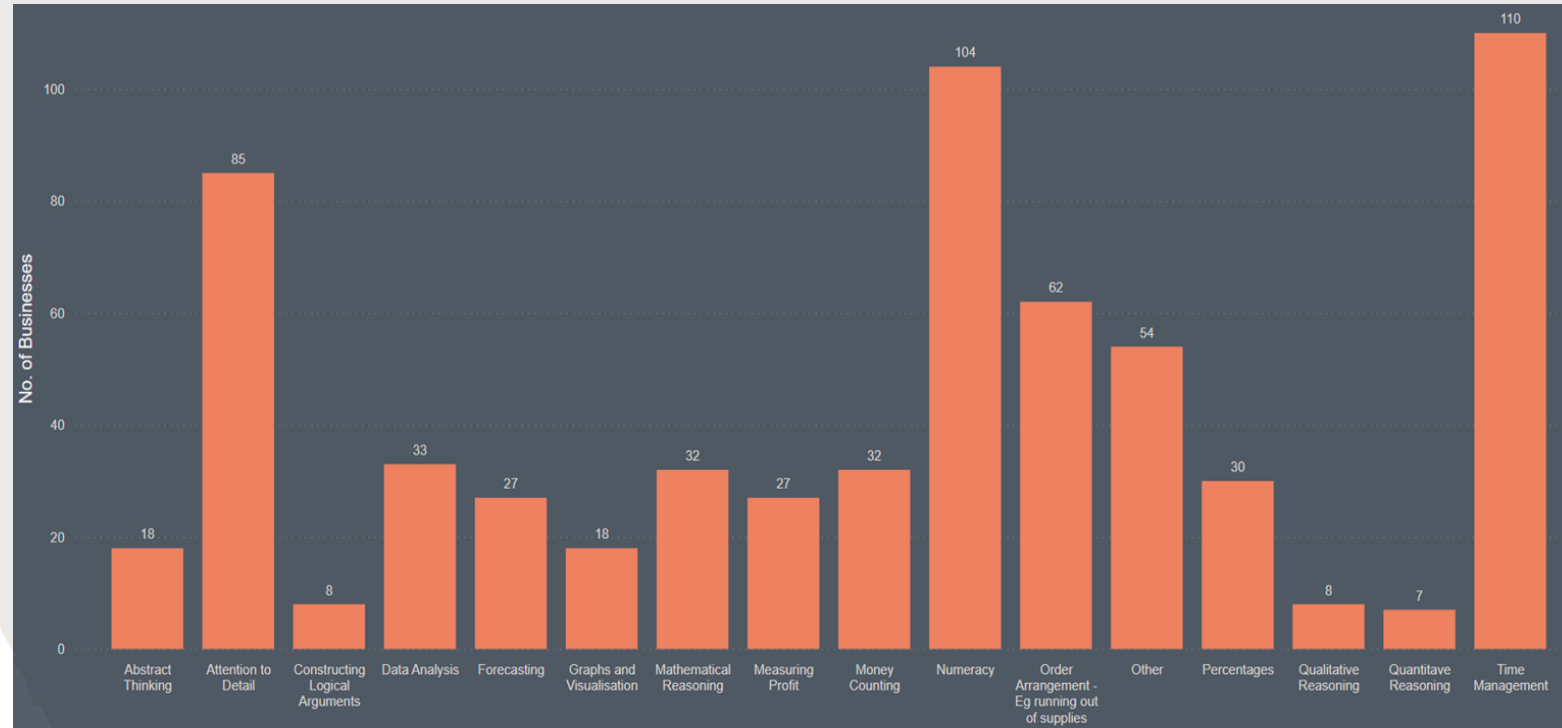
# LSIP Future Skills Survey April 2023 - May 2023

## Mathematical Skills

A total of 131 businesses responded to the future skills survey as of 22/05/2023

The top responses for future skills from employers are:

1. Time management was selected 84% of the time
2. Numeracy skills was selected 79%
3. Attention to detail was selected 65% of the time
4. Order arrangement was next with 47% selections
5. Other had 41% selections
6. Data analysis was selected 25% of the time
7. Mathematical reasoning and money counting had 24% selections each



'Other' includes but not exhaustive to:

- Basic maths e.g addition, subtraction and division
- Specific maths skills per role e.g auditing
- Measuring
- Ability to use a calculator

# LSIP Future Skills Survey April 2023 - May 2023

## Green Technologies

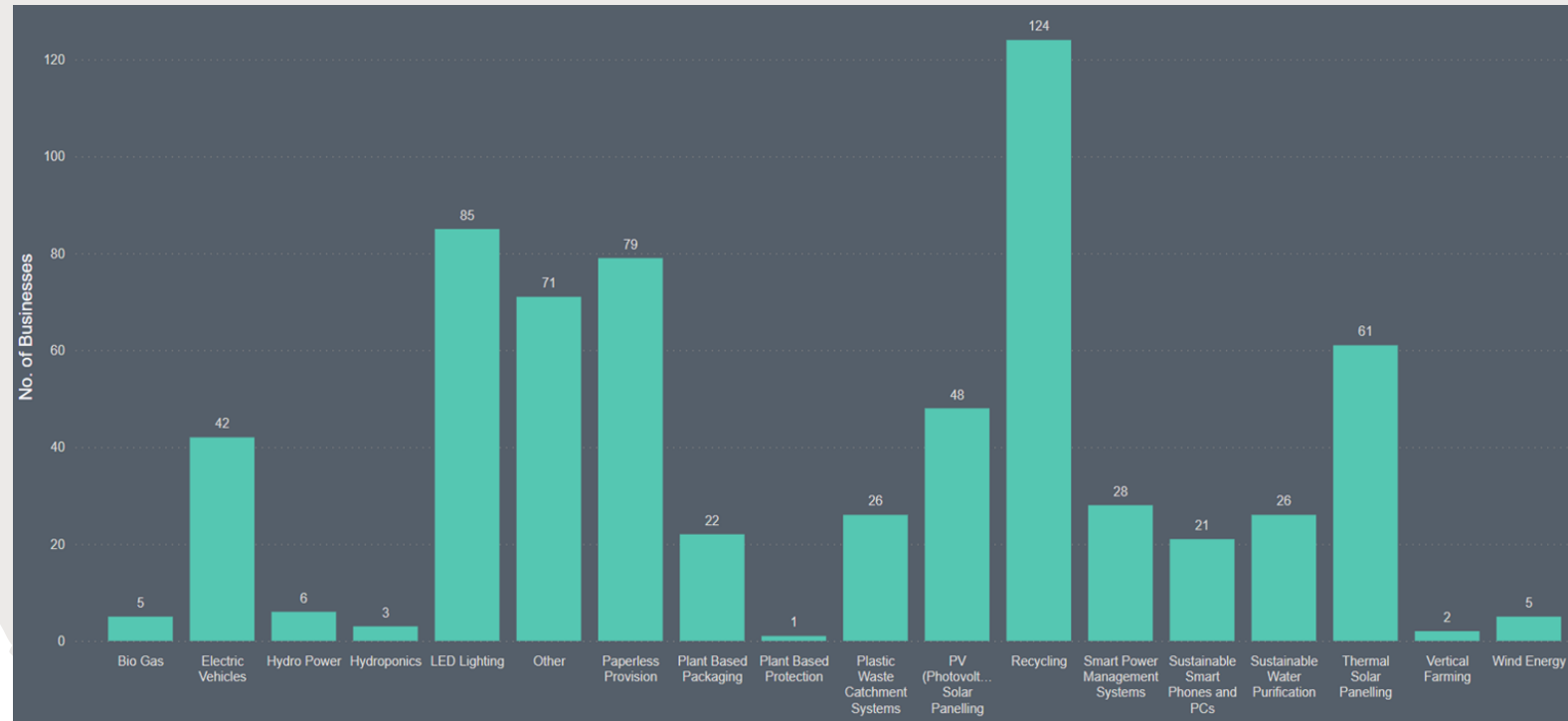
A total of 131 businesses responded to the future skills survey as of 22/05/2023

The top responses for future skills for green technology from employers are:

1. Recycling was selected 95% of the time
2. LED lighting was selected 65%
3. Paperless provision was selected 60% of the time
4. Other was next with 54% selections
5. Thermal solar panelling had 47% selections
6. PV solar panelling was selected 37% of the time
7. Electric vehicles had 32% selections

'Other' includes but not exhaustive to:

- Smart management power systems
- Reduced travel including public transport
- No plans for green technologies or carbon reduction
- General waste disposal/recycling and paperless



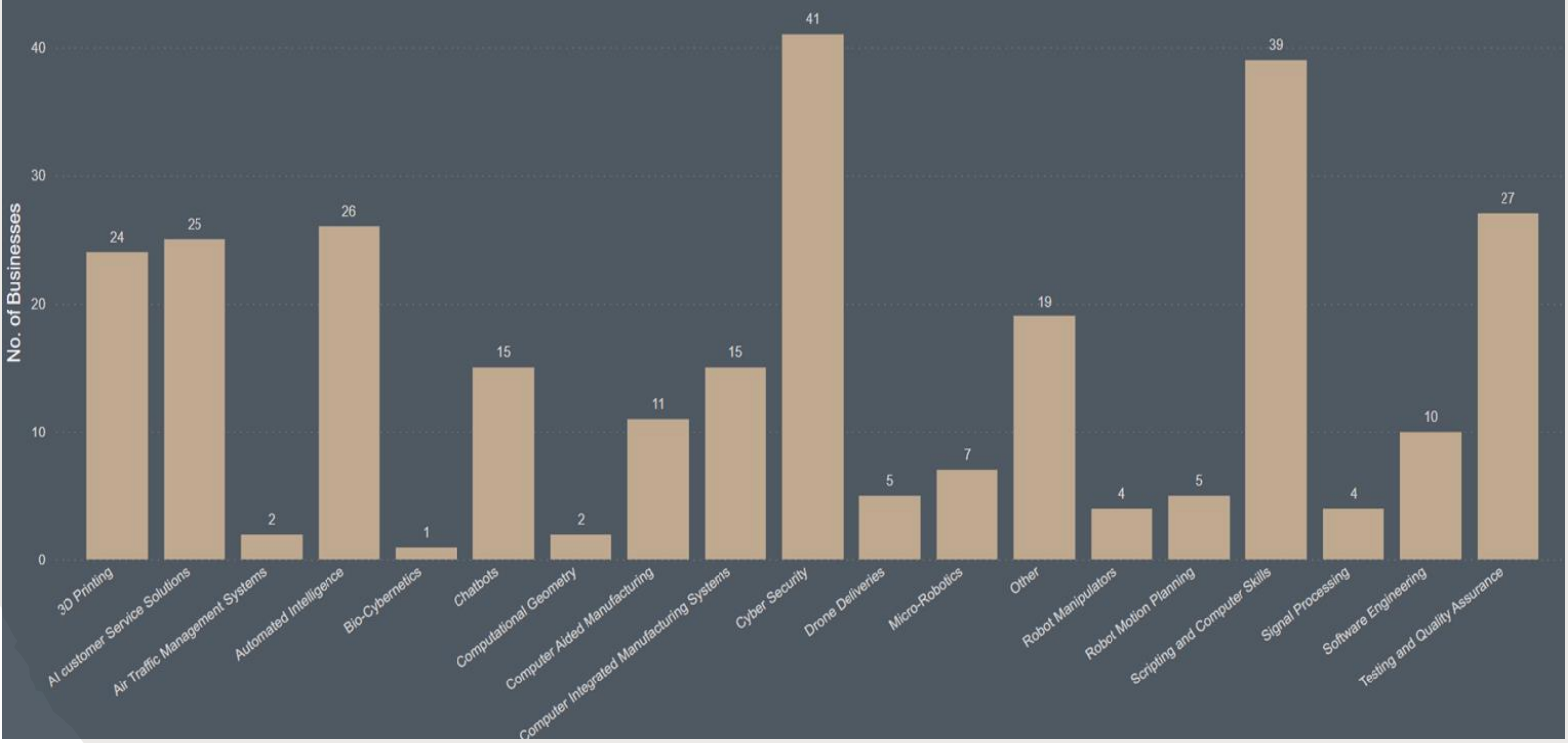
# LSIP Future Skills Survey April 2023 - May 2023

## Automation & AI

A total of 131 businesses responded to the future skills survey as of 22/05/2023

The top responses for future skills for green technology from employers are:

- 1. Cyber security was selected 32% of the time
- 2. Scripting and computer skills was selected 30%
- 3. Testing and QA was selected 20% of the time
- 4. Automated Intelligence was next with 19%
- 5. AI customer service solutions had 18% selections
- 6. 3D printing was selected 17% of the time
- 7. Other had 15% selections



# College Engagement



## Hugh Baird Case Study

Hugh Baird College and Liverpool University Hospitals NHS Foundation Trust have a long-standing relationship of collaboration and partnership. This relationship has been built on a shared commitment to providing high-quality education and training and to meeting the skills needs of the local healthcare sector.

One of the key ways in which Hugh Baird College and Liverpool University Hospitals NHS Foundation Trust have worked together to meet skills gaps is through the development and delivery of apprenticeships. Apprenticeships provide a valuable opportunity for people to gain the skills and experience they need to start a healthcare career. Hugh Baird College and Liverpool University Hospitals NHS Foundation Trust have worked together to develop a range of apprenticeships, including Adult Care, Lead Adult Care, Healthcare Assistant, Senior Healthcare Assistant and Assistant Practitioner (Levels 2 to 5). All apprenticeships provide learners with further opportunities for progression or higher-paid employment.

In addition to apprenticeships, Hugh Baird College and Liverpool University Hospitals NHS Foundation Trust also work together to deliver a range of other training and development programmes. These programmes are designed to meet the Trust's specific needs and help staff develop their skills and knowledge. Examples of these programmes include:

- Pre-Apprenticeship programmes for clinical, portering, laboratory, HR, secretarial, waste management and pharmacy roles
- Maths and English
- Basic and advanced IT classes

The Apprenticeship and Widening Participation Lead at Liverpool University Hospitals NHS foundation Trust said:

"We have been working in partnership with Hugh Baird College for many years."

"We have a fantastic relationship and a set of apprenticeship and training programmes that support our staff and the needs of the Trust."

# College Engagement



## **Hugh Baird College Scholarship Programmes with Denholm Logistics and Peel Ports**

Hugh Baird College is a further education college in Merseyside, England. The College offers a wide range of courses, including vocational qualifications, T-levels, apprenticeships, and A-levels. In recent years, the College has been working to develop closer relationships with local businesses to provide students with the skills and experience they need to succeed in their chosen careers and meet employers' skills needs

### **The Scholarship Programmes**

In 2022, Hugh Baird College launched new scholarship programmes in partnership with two employers: Denholm Logistics and Peel Ports. The scholarship programmes are open to students studying Level 2 or Level 3 courses at the College.

## **The Benefits of the Scholarship Programmes**

The scholarship programmes offer a number of benefits to students, including:

- The opportunity to undertake an industry placement with one of the College's employer partners.
- One-to-one support from a professional mentor.
- A guaranteed interview at the end of the programme.
- A great addition to their CV or UCAS application.

# College Engagement



## The Impact of the Scholarship Programmes

The scholarship programmes have had a positive impact on student's career prospects. In the first two years of the programme;

- Thirteen students have undertaken a scholarship.
- One student has gained employment at Peel Ports.

A Hugh Baird College Level 3 Business student from Knowsley said:

"The scholarship programme has been a great help to me. I've gained valuable experience in various fields, including HR, logistics, IT and marketing. I'm really grateful for the opportunity."

"I recently took part in the Denholm Logistics management away day, and the company has offered to continue my work placement with them at their London office when I go to university in September.

The Commercial Director at Denholm Logistics said:

"We are delighted with the success of our scholarship programme with Hugh Baird College. We are proud to be working with Hugh Baird College to provide young people with the opportunity to develop their skills and reach their full potential."

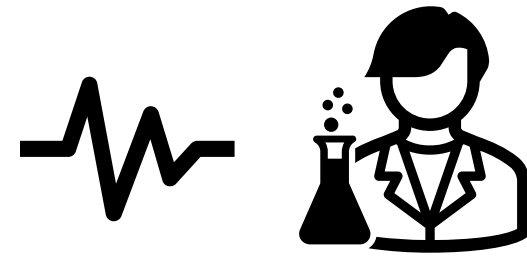
The collaboration between Hugh Baird College and Liverpool University Hospitals NHS Foundation Trust is an example of how colleges and NHS trusts can work together to improve the quality of healthcare. This collaboration is essential for ensuring the NHS has the skilled workforce it needs to provide high-quality care to patients.

# Health and Social Care Deep Dive 2022: Key Strategic and Workforce Issues in NHS

## Key Workforce and Recruitment Themes

- Increasing local recruitment and new entrants
- Growing apprenticeships
- Expanding the primary care workforce
- International recruitment
- English Language Training in support of maximising access to existing health and clinical skills
- Encouraging former staff to return to the NHS
- Securing a more diverse workforce, especially tackling under- represented groups which can help address the ageing workforce
- English and maths/ functional skills- which prohibits progression and access to the professions (e.g. recent Nursing recruitment at Alder Hey) for both existing staff and new recruits

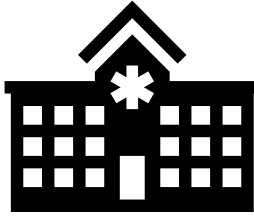
# Health & Life Sciences



- 121,000 Individuals in Liverpool City Region work in Health & Life Sciences
- Equivalent to 18.5% of our total employee workforce
- Over 3,700 businesses in operation
- 57% are micro businesses, 34% Small
- Worth £4.4bn to our local economy



# Health & Social Care Professionals



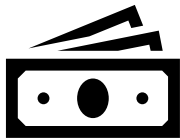
- 38,000 'Health Professionals' working in LCR
  - 29% Male
  - 71% Female
- 28,000 'Health & Social Care Associated Professionals' working in LCR
  - 30% Male
  - 70% Female
- Health Prof. – Represents 5.1% of our workforce in LCR vs. 4.4% in ENG
- Social Care Prof. - Represents 3.7% of our workforce in LCR vs 2.8% in ENG

# Social Care Workforce LCR [Horsefly Analytics] Care Worker Example

Search Terms: Care Worker, Care Support Worker, Community Care Worker, Community Care Assistant, Community Support Worker, Home Support Worker, Nigh Care Assistant, Senior Care Assistant



**9,115 Profiles** [Horsefly Sample]



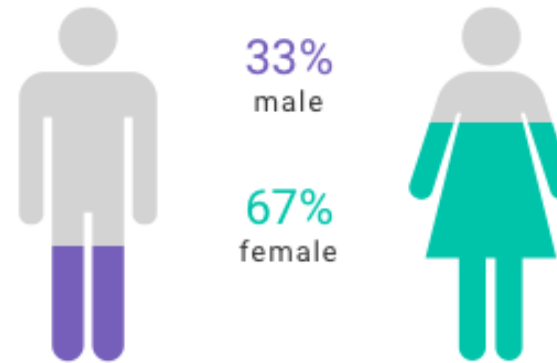
**Average Salary** £19,823



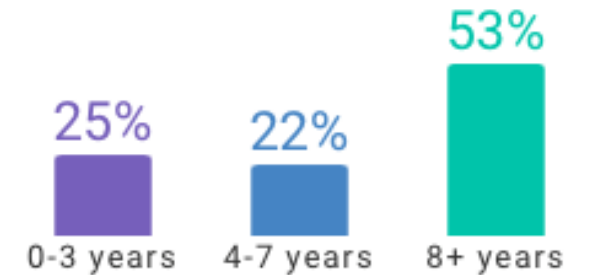
## Top Skills Referenced:

- Customer Service
- Healthcare
- Personal Care
- Mental Health Support
- Cooking
- Cash Handling
- Safety
- Documenting
- Training

## Gender Breakdown



## Experience Breakdown

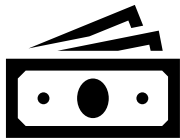


# Health Workforce LCR [Horsefly Analytics] Healthcare Assistant Example

Search Terms: Healthcare Assistant, Healthcare Worker, Healthcare Assistant Worker



**1220 Profiles** [Horsefly Sample]



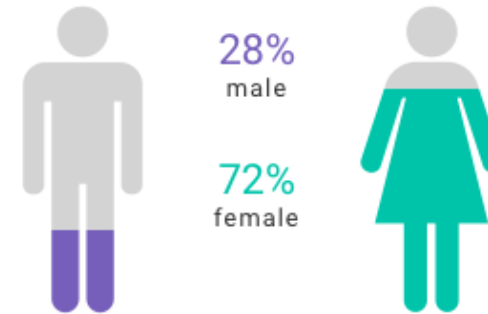
**Average Salary** £19,423



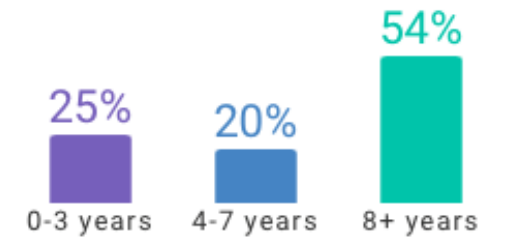
## Top Skills Referenced:

- Healthcare
- Personal Care
- Infection Control
- Risk Reviews
- Training
- Patient Monitoring
- Databases/Data Entry
- EHC Care Plans
- Mental Health Care
- Customer Service

## Gender Breakdown



## Experience Breakdown

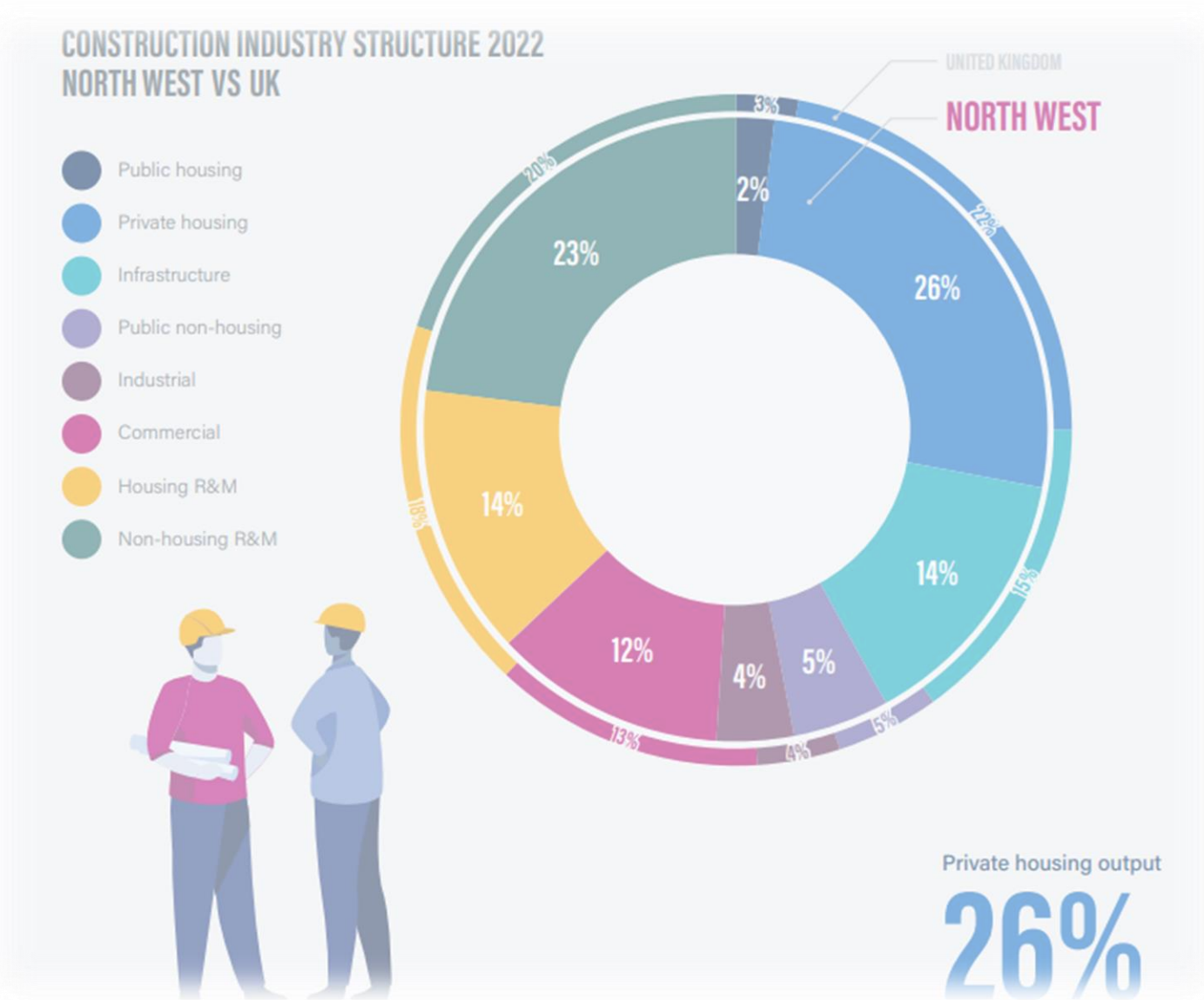


# CITB Research Northwest - Structure

CITB has undertaken extensive research in the construction field:

The construction industry in the Northwest has 18,150 businesses with more than one employee, which is 12% of all employers in the region. In 2022 the industry is estimated to have total output of nearly £19bn which is structured as per the below chart. T

he construction industry in the Northwest is close to the UK profile with slightly higher shares of private housing and non-housing R&M work. Private housing is the strongest sector in the region, accounting for 26% of total work, with non-housing R&M work not far behind at 23%. Infrastructure and housing R&M also make significant contributions to output in the Northwest.



# CITB Research Northwest - Growth

CITB has undertaken extensive research in the construction field:

Between 2021 and 2022, we estimate the workforce to increase slightly from nearly 270,000 to over 272,000. With a dip in output expected for 2023, we are forecasting that the workforce will reduce slightly to 271,000 before picking back up to reach nearly 272,000 by the end of 2027. This is similar to the workforce pattern we're seeing for the UK and other regions in England.

TOTAL WORKFORCE BY OCCUPATION - NORTH WEST	Actual	Estimate	Forecast	
	2021	2022	2023	2027
Senior, executive, and business process managers	19,800	20,400	20,300	20,600
Construction project managers	4,600	4,600	4,600	4,500
Other construction process managers	22,000	22,300	22,300	22,900
Non-construction professional, technical, IT, and other office-based staff	42,100	41,300	41,100	41,400
Construction trades supervisors	3,400	3,600	3,500	3,400
Wood trades and interior fit-out	19,300	19,900	19,900	19,600
Bricklayers	9,400	9,700	9,600	9,000
Building envelope specialists	5,500	5,800	5,900	5,700
Painters and decorators	9,400	9,400	9,300	8,700
Plasterers	6,600	6,200	6,100	6,200
Roofers	5,800	5,500	5,300	5,500
Floorers	3,200	3,300	3,300	3,300
Glaziers	3,500	3,400	3,400	3,200
Specialist building operatives nec*	5,000	5,000	4,900	4,700
Scaffolders	2,800	2,600	2,600	2,700
Plant operatives	5,800	6,000	6,000	6,200
Plant mechanics/fitters	4,400	4,600	4,800	4,600
Steel erectors/structural fabrication	2,200	2,300	2,300	2,200
Labourers nec*	13,700	14,000	13,900	14,300
Electrical trades and installation	16,600	16,300	16,300	16,600
Plumbing and HVAC Trades	16,100	16,100	15,600	15,300
Logistics	2,500	2,600	2,600	2,400
Civil engineering operatives nec*	1,400	1,500	1,500	1,500
Non-construction operatives	4,000	4,200	4,100	4,400
<b>Total (SIC 41-43)</b>	<b>229,000</b>	<b>230,400</b>	<b>228,900</b>	<b>228,800</b>
Civil engineers	6,300	6,600	6,500	6,900
Other construction professionals and technical staff	25,500	25,800	25,800	26,200
Architects	3,100	3,400	3,500	3,700
Surveyors	5,900	6,200	6,400	6,500
<b>Total (SIC 41-43, 71.1, 74.9)</b>	<b>269,800</b>	<b>272,400</b>	<b>271,000</b>	<b>271,900</b>

# CITB Research Northwest – Recruitment APR

CITB has undertaken extensive research in the construction field:

While the workforce levels are forecast to remain around 272,000 there is still a need for the construction industry in the Northwest to increase the recruitment of new workers. In a typical year, the region's construction industry would recruit between 16,500 – 22,000 workers, the usual the movement of people into and out of the industry or workforce churn.

When looking at the future recruitment demand, we recognise that a level of churn will always take place and take this into account to producing the ARR figure. The average annual recruitment requirement in the Northwest is set to average 1.9% per year, based on 2022 workforce levels, which is slightly above the UK figure of 1.7%. This means the construction industry would have to increase current recruitment by 5,080 new workers each year to deliver the expected work between the start of 2023 and end of 2027. The following occupations have some of the strongest recruitment requirements values:

Non-construction professional, technical, IT, and other office-based staff (1,480 per year)

Other construction process managers (860 per year)

Wood trades and interior fit-out (780 per year)

ARR BY OCCUPATION – NORTH WEST	ARR as % of 2022 workforce	ARR value per year
Senior, executive, and business process managers	0.5%	100
Construction project managers	-	<50
Other construction process managers	3.9%	860
Non-construction professional, technical, IT, and other office-based staff	3.6%	1,480
Construction trades supervisors	-	-
Wood trades and interior fit-out	3.9%	780
Bricklayers	-	-
Building envelope specialists	-	-
Painters and decorators	-	-
Plasterers	-	-
Roofers	-	-
Floorers	2.1%	70
Glaziers	-	-
Specialist building operatives nec*	2.0%	100
Scaffolders	3.1%	80
Plant operatives	-	<50
Plant mechanics/fitters	-	-
Steel erectors/structural fabrication	-	-
Labourers nec*	2.3%	320
Electrical trades and installation	1.9%	310
Plumbing and HVAC Trades	0.6%	100
Logistics	-	-
Civil engineering operatives nec*	-	<50
<b>Total (SIC 41-43)</b>		<b>4,200</b>
Civil engineers	2.4%	160
Other construction professionals and technical staff	2.3%	600
Architects	-	<50
Surveyors	1.9%	120
<b>Total (SIC 41-43, 71.1, 74.9)</b>	<b>1.9%</b>	<b>5,080</b>

Source: ONS, CSN, Experian  
Ref: CSN Explained, Section 4, Notes 5 and 6

# Liverpool City Region

## Annex C - Sources



Funded by



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for Education

# Evidence Sources

Wide range of data sources used for labour market intelligence and building a picture of the region:

Adzuna used for replacement demand figures and up to date & historical industry information

[Adzuna Intelligence | Home](#)

Horsefly analytics used for labour market intelligence and ethnicity within industries

[Labor Market Data, Salary Benchmarking Data Platform | Horsefly Analytics](#)

ONS data used for LCR demographics, labour market intelligence, 4 digit Soc, qualifications and NUTS 3

[Home - Office for National Statistics \(ons.gov.uk\)](#)

Nomis census data used for LCR demographics, labour market intelligence

[Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](#)

Supplying skills for the local visitor economy report used for visitor economy mapping

[Supplying skills for the local visitor economy](#)

Skills action plan 2022-23 for picture of LCR and industry breakdowns and position

[Skills-Action-Plan-2022-23.pdf \(liverpoolcityregion-ca.gov.uk\)](#)

Skills report 2022-23 for introductions to each section for emerging priorities

[LCR-Local-Skills-Report-2022-23.pdf \(liverpoolcityregion-ca.gov.uk\)](#)

HE Student Data for numbers of student enrolments by institution

[Table 49 - HE student enrolments by HE provider and subject of study 2019/20 to 2021/22 | HESA](#)



# Evidence Sources continued

Wide range of data sources used for labour market intelligence and building a picture of the region:

Occupational mapping for emerging priorities

[Occupational maps / Institute for Apprenticeships and Technical Education](#)

Stat Xplore for Universal Credit information

[Stat-Xplore - Log in \(dwp.gov.uk\)](#)

Local skills dashboard for labour market intelligence

[Unit for Future Skills - GOV.UK \(www.gov.uk\)](#)

Apprenticeship numbers for each FE institution

[Apprenticeships and traineeships, Academic year 2022/23 – Explore education statistics – GOV.UK \(explore-education-statistics.service.gov.uk\)](#)

FE numbers for completers and leavers

[https://explore-education-statistics.service.gov.uk/find-statistics/further-education-and-skills](#)

Diversity within engineering and mental health – Report 2022

[Home - EqualEngineers](#)

Details about Adult Education Budget and providers within region

[Adult Education Budget | Liverpool City Region Combined Authority \(liverpoolcityregion-ca.gov.uk\)](#)

Liverpool Combined Authority pathway to Net Zero for green plan and skills

[Pathway to Net Zero | Liverpool City Region Combined Authority \(liverpoolcityregion-ca.gov.uk\)](#)

# Evidence Sources continued

Wide range of data sources used for labour market intelligence and building a picture of the region:

Liverpool City Region Combined Authority BeMore website for research about capability of the website moving forward and exposure

[Home Page - BeMore \(lcrbemore.co.uk\)](https://lcrbemore.co.uk)

Career Smart for skills audit survey

[Career test: Skills audit | Careersmart](#)

Scaling up skills for recruitment challenge figures nationally

[Scaling Up Skills | FSB, The Federation of Small Businesses](#)

Liverpool City Region Combined Authority skills Strategy for 5 outcomes of success

[LCRCA\\_SKILLS\\_STRAT.pdf \(liverpoolcityregion-ca.gov.uk\)](#)

CITB for construction industry information

[CITB: Construction Industry Training Board – CITB](#)

Liverpool City Council for key indicators

[Index of headline indicators - Liverpool City Council](#)

Evidence for emerging priorities

[Liverpool set for new manufacturing training centre | North West Manufacturing News \(insidermedia.com\)](#)

## **Also considered during research**

Strategic Development Fund presentation for College combined net zero plan

Green jobs and skills plan launch presentations

CITB research presentations

Liverpool Health and Social Care Deep dive presentation

# Evidence Sources continued

Wide range of data sources used for labour market intelligence and building a picture of the region:

Invest Liverpool for Liverpool City Region Picture

[LCR-Fact-Sheet-RGB-AW-3.pdf \(investliverpoolcityregion.com\)](#)

[Health & Life Sciences Sector | Liverpool City Region \(investliverpoolcityregion.com\)](#)

[Professional & Business Services | Liverpool City Region \(investliverpoolcityregion.com\)](#)

[Digital Creative Sector - Big Data | Liverpool City Region \(investliverpoolcityregion.com\)](#)

[UK Transatlantic Freeport | Liverpool City Region \(investliverpoolcityregion.com\)](#)

# Liverpool City Region

Annex D - Net Zero  
considerations



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# Strategic Development Fund – Project 1 Retrofit

Project Leads – St Helens and Knowsley College & City of Liverpool College

- Low Carbon Heating
- Solar Technologies

## Capital

- Rooftop workspace for solar
- New workshop for solar
- Battery storage indoors

## Curriculum Development

- Working with MCS Certified to prepare the college and partner colleges to deliver a new apprenticeship standard in low carbon heating
- First delivery from September

## Employer Engagement

- MCS Certified
- ECA
- Robertson NW





**Riverside  
College**  
Widnes & Runcorn



# Strategic Development Fund – Project 2 Hydrogen

## Project Leads – Riverside College

- Focused on new curriculum
- Upskilling current and future workforce


## Capital

- Creation of hydrogen practice pipe
- Allows a safe, controlled environment for learners to gain skills in both industrial and residential hydrogen gas systems to support and maintain the emerging infrastructure

## Course Development

- Three courses have been created in conjunction with employers
  1. Industrial maintenance and repair of hydrogen networks
  2. Industrial hydrogen systems, transport, fitting and fabrication
  3. Joint integrity
- Delivery is underway – 150 applications for only 28 places
- Staff development on: Remote welding, firefly demonstration

## Employer Engagement

- JET Engineering, United Living, Cadent
- 



# Strategic Development Fund – Project 3 EVs

## Project Leads – Hugh Baird College

- Focused on curriculum development and upskilling staff

## Capital

- Pico Auto Diagnostics is industry standard diagnostic technology to develop/supporting Level 3 & 4 training
- Hybrid Vehicle, Toyota Yaris and Electric Vehicle Nissan Leaf
- EV training rig

## Course Development

- Level 1 and level 2 qualification delivery starting in August 2023
- Focused on shorter qualifications (employer driven) – Pilots Feb/March 23
- Plan to develop level 3 & 4 for 2023 delivery

## Employer Engagement

- Toyota & Lexus – a lead in hybrid and electric vehicles
- Small garages across Sefton and Liverpool
- Shaped the curriculum and delivery of masterclasses



# Strategic Development Fund - Project 4 EV charging installation

## Project Leads - Southport College

- Focused on curriculum development and upskilling staff

## Capital

- Carried out changes to college estate to create an EV charging installation centre, works were completed Dec 2022
- Purchased domestic vehicle charging equipment which is installed at new centre

## Course Development

- First research and CPD phase was completed from Oct to December
- Introduction to EV charging for existing college students and apprentices and level 3 award in EV charging installation for those needing to gain new skills, up-skill or retrain in EV technology
- A subject expert employed from Dec 2022 to develop course materials for each of the courses which will be completed by mid-February 2023

## Employer Engagement

- AMPV





# Strategic Development Fund - Project 5 modular building

## Project Leads - Southport College

- Focused on capital projects and curriculum development

## Capital

- Fully designed a modular house which will be used as a training facility to develop skills within modern methods of construction and sustainable energy
- Located next to Wirral Waters construction campus, in the heart of the biggest regeneration project in the UK

## Course Development

- In collaboration with other partners we have developed an induction framework to support the transition from tools to teaching for Engineering and Construction. This will support a sustainable approach to employment within the sector

## Employer Engagement

- In partnership with local employers we have developed a qualification to support entry into modular construction, which will be shared with partners across the region



**Wirral  
Metropolitan  
College**



# Working together across all Local Authorities

All six Local Authorities in the Liverpool City Region have declared a Climate Emergency and all are taking targeted, local action on hundreds of different aspects of the climate challenge. From LED streetlights, energy efficient homes to zero carbon vehicles, sharing creative ideas and lessons learned is already helping the whole city region to make faster progress to achieve net zero carbon.



Halton Borough Council is leading the way in clean, renewable energy including solar panels, large scale air source heat pumps and biomass boilers that save thousands of tonnes of carbon every year. Halton is also leading on production of hydrogen for industrial sectors.



Sefton Council is leading on engagement with young people, led by the innovative Eco Centre, with dedicated teachers and specialist resources for climate education on topics such as air quality e.g. 'Clean Air Crew'. Sefton is also leading on embedding a climate and carbon assessment in the decision making process and mandating climate training for all staff.



*Knowsley Council*

Knowsley Council is leading the way on carbon reduction in offices and workplaces, showing what can be done even in non-traditional buildings to minimise energy use. Knowsley is also supporting action on climate resilience, including huge tree planting efforts and surface water management that also benefits biodiversity.



St Helens Borough Council is leading the way on challenging industrial transformations, including transitioning high-energy manufacturing to hydrogen fuels, and has ordered the UK first Hydrogen fuel cell waste vehicle. St Helens is also championing climate engagement, with a dedicated Climate Commission and Youth Climate Commission to support rapid action and have awarded £120k of carbon grants.



Liverpool  
City Council

Liverpool City Council is leading the way on the transformation of local energy systems through the introduction of shared heat network solutions, and the transformation of local transport systems road transport: increasing active travel options, segregated cycle routes and non-fossil fuelled buses, also championing innovation in urban green infrastructure solutions.



Wirral Council is leading the way on managing land for the benefit of wildlife, aiming to double their tree canopy cover. Wirral is spearheading an innovative, partnership model of climate action working closely with their community to set strategies, setting carbon budgets and integrating climate action into all Council policies.

## Why do we need to do it?

### As a city region, tackling the climate crisis will mean:

Globally, greenhouse gases are changing the climate, heating the planet.

We will see the effect of this in rising sea levels, heat stress and threats to food production. The impact of temperature rise by 1.5, 2 or 3 deg C will change our way of life; the higher the temperature, the more severe the impact will be. We have to act to limit the temperature change.

The Liverpool City Region recognised the urgent need to act in 2019, when we declared a climate emergency.

**We now call on everyone to work with us to tackle this crisis with determination and resolve.**

We have already emitted enough carbon into the atmosphere to start changing our global weather patterns. In Liverpool City Region we are more fortunate than many, because our temperate climate protects us from some of these global changes. But this doesn't mean that we won't experience difficult and sometimes dangerous changes that we need to start planning for now.



# What are the benefits of achieving net zero to the city region?

By setting a net zero 2040 ambition we can:

Attract more 'clean' businesses that value a green economy to provide sustainable jobs in the City Region.

Lower risk of flooding and extreme weather.

Increase high quality green spaces, with room for animals, insects, birds and plants, as well as humans.

Double our use of trains, buses and other sustainable transport options.

Improve our air quality meaning better health for residents.

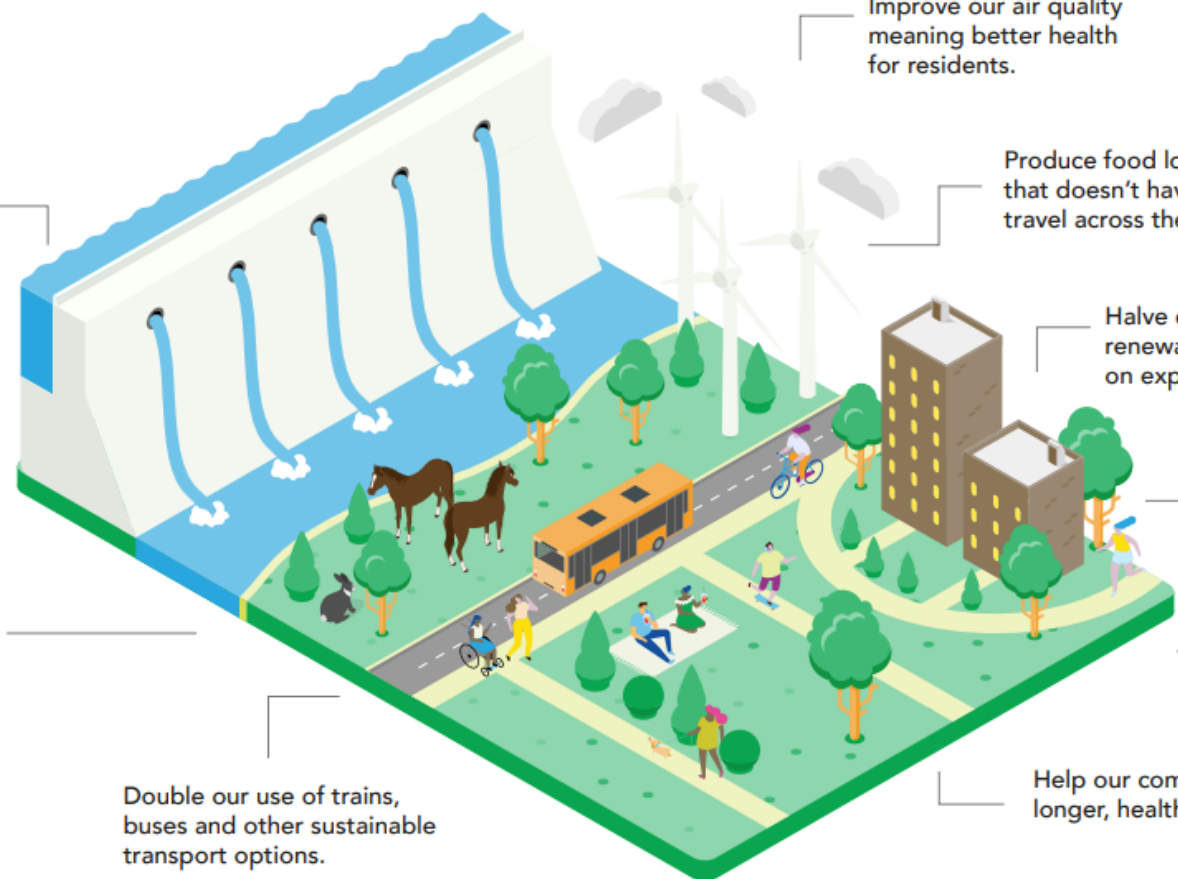
Produce food locally that doesn't have to travel across the world.

Halve energy consumption and increase local renewable energy, so we don't have to rely on expensive fossil fuels from elsewhere.

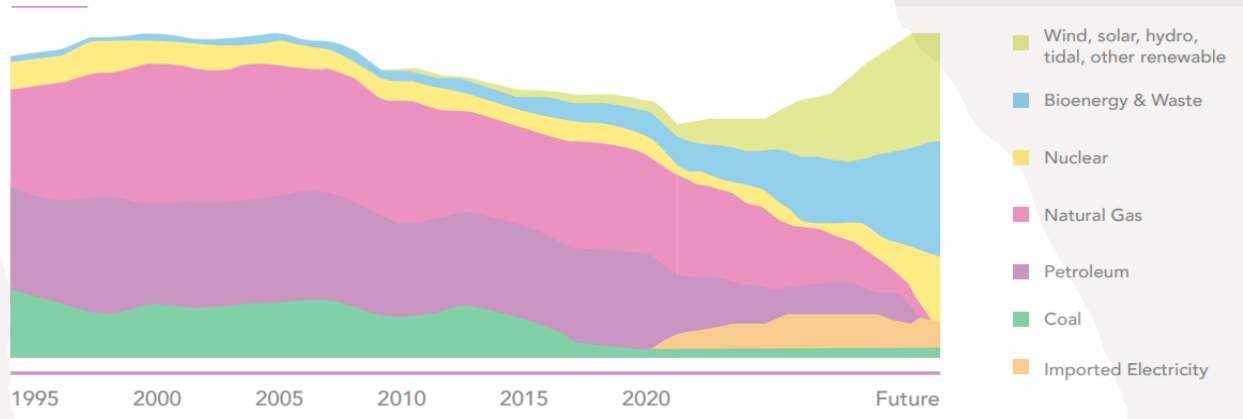
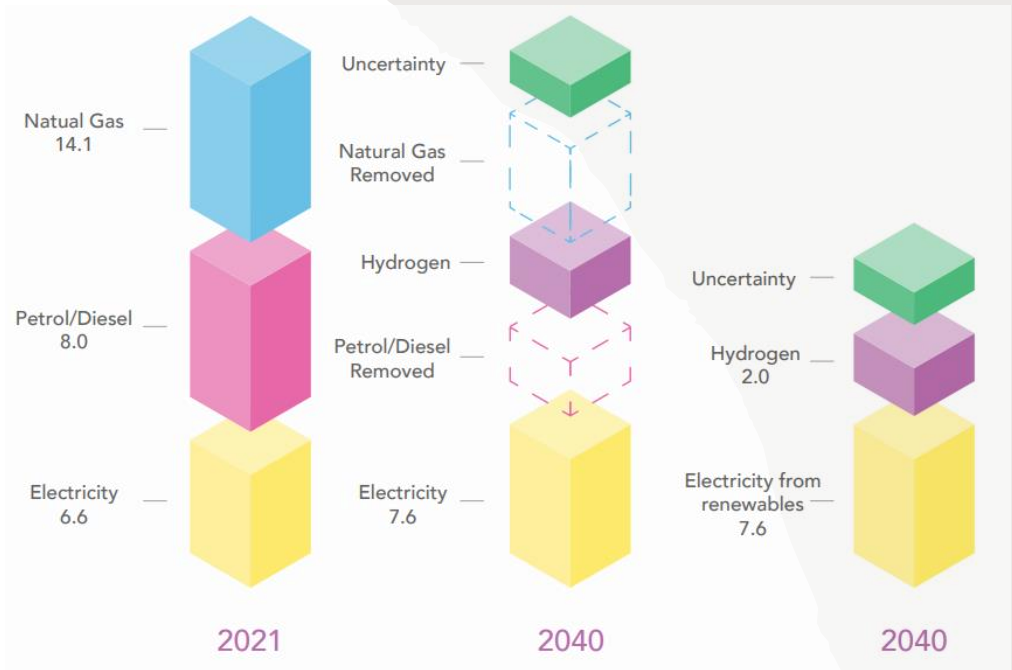
Make homes and businesses warmer, less draughty and cheaper to run.

Make our neighbourhoods greener, more attractive places to shop and spend time in.

Help our community to lead longer, healthier lives.

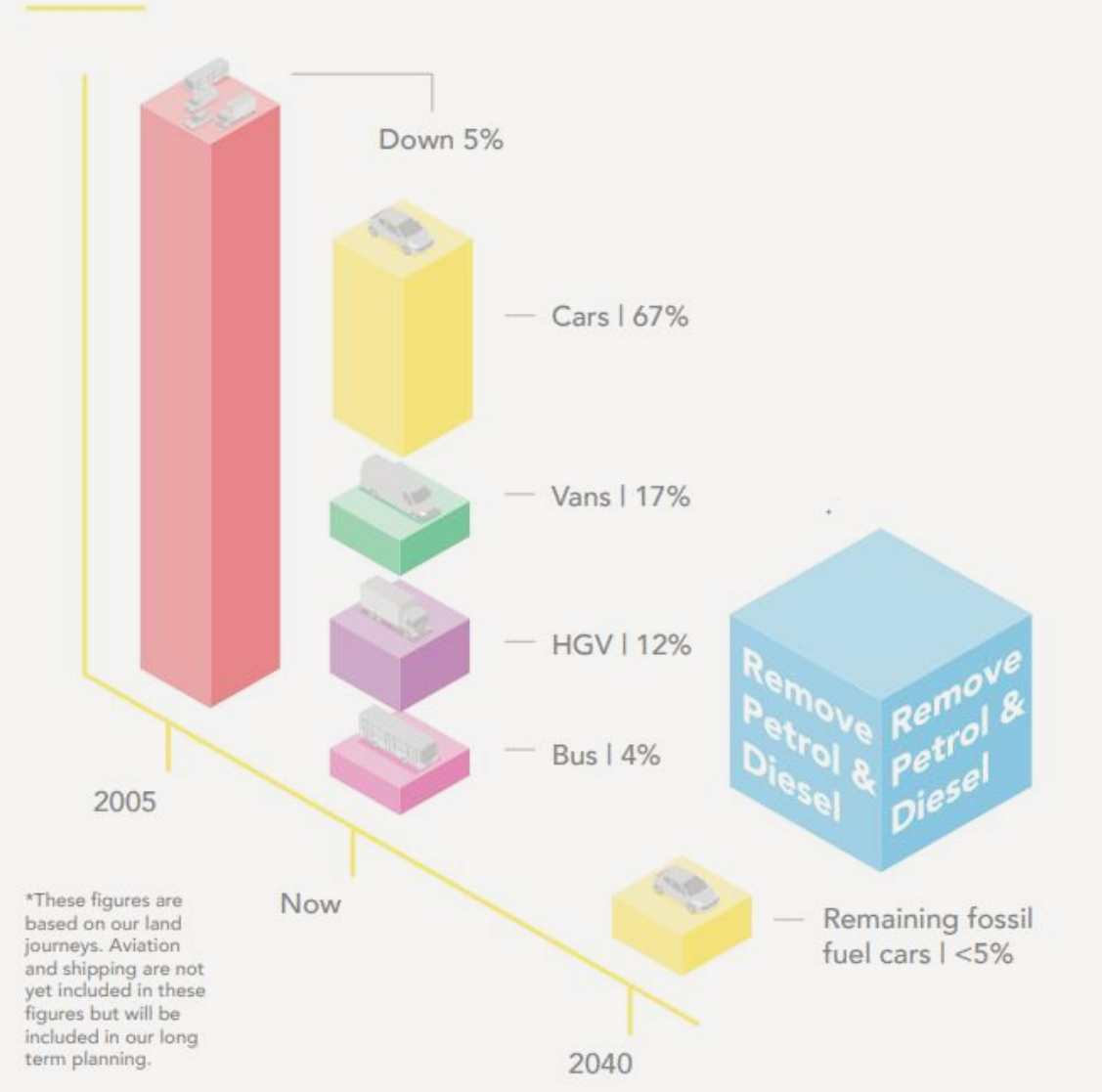


# Liverpool City Region Net Zero Pathway



Coal used to be a huge part of our UK energy mix, but has virtually disappeared in an incredibly short time. Over the next 20 years, it's likely that the same will happen to petrol, diesel, oil and natural gas

## LCR journeys in the past, present and future.



\*These figures are based on our land journeys. Aviation and shipping are not yet included in these figures but will be included in our long term planning.

# Liverpool City Region – Mersey Tidal Project

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The Mersey Tidal Power Project complements regional development ambitions in Offshore Wind Generation, Hydrogen and Nuclear that form part of the UK low carbon energy mix

Looking to harness the abundant natural marine resource (tidal range) within the region and unique shape of the river estuary. Providing reliable and predictable domestic renewable generation next to demand

The Mersey Tidal Power Project is exploring the use of turbines similar to those already deployed at Sihwa in South Korea. (image)



# Liverpool City Region Green Initiatives

**270**

Wind turbines at Liverpool Bay, the world's second-largest concentration of offshore wind farms

**2023**

National Packaging Innovation Centre, aiming to double the current UK global sustainable packaging

**2040**

Committed to be net zero-carbon

**LONG TERM**

Investing in hydrogen-fuelled technology for long-term energy security and affordability

**1 Million**

Homes to be powered with the UK's most advanced Tidal Energy Scheme

**22,000**

People are employed in 1,400 low-carbon businesses across the City Region

**13 Million**

UK homes will be powered by the sustainable energy supplied by Clarke Energy

**100%**

Recycled glass, Glass Futures has produced the world's most sustainable bottle



# Liverpool City Region Glass Futures

The City Region has many innovative approaches to delivering greater sustainability.

St. Helen's based Research & Technology Organisation, **Glass Futures** is bringing together some of the world's biggest names in glass and technology; such as Diageo, Encirc, Guardian, Heineken, Owens Illinois and Siemens with world-leading academic minds to create a decarbonisation campus including an open access 35-tonne-per-day pilot plant with dedicated R&D, training and office space.

Along with industry giant Encirc, Glass Futures has already produced in trials the world's most sustainable bottle, made from 100% recycled glass hoping to pave the way for an industry-wide reduction in carbon emissions and is also focusing on innovations in medical glass manufacturing.

