

SW REGION SECTOR SUMMARY

GOSKILLS

SECTOR FOOTPRINT

GoSkills is the Sector Skills Council for aviation (airports, operators and ground services); rail; chauffeurs; coaches; community transport; driver training; private hire vehicles; buses; taxis; trams and transport planners (www.goskills.org).

GOSKILLS LABOUR MARKET

Source: GoSkills SSA stage 1, SSDA Regional Fact Sheet; SLIM SW Sector Balance Sheet June 2008, NESS 2007 data derived from LSC SW research team.

Sector size & business unit size

- There are 41,000 in the SW workforce – 18,000 in taxi/private hire, 14,000 in bus/coach/tram, 4,000 in aviation, 3,000 in rail and 2,000 in driver training.
- The sector represents 1.8% of the regional workforce.
- Forecasts of employment growth 2004 – 2014 suggest that 1,000 new jobs will be created. In addition, 14,000 jobs will need to be filled due to replacement demand (people leaving the sector or retiring).

Profile of the Workforce

- 23% of the GoSkills workforce in the SW is self-employed compared to an average of 14% for the region as a whole.
- 49% of the workforce is classified as machine and transport operatives reflecting the nature of much of the employment in the sector.
- Key links to Tourism industry.
- Only 5% of the workforce is aged under 25 compared to 14% for the SW as a whole.
- 37% are aged 50 and over compared to an average of 30% for all industries in the region.
- 84% of all workers in the sector are male – the second highest proportion of any SSC behind ConstructionSkills.

Vacancies & recruitment

- Employing establishments within GoSkills in the SW reported 1,025 vacancies in 2007, accounting for 2% of the total number of vacancies in the region.
- Of those vacancies 48% were hard-to-fill, significantly higher than the overall average for the SW of 35%.
- In 2007 there were 350 vacancies that were as a result of skills shortage accounting for 34% of all vacancies. Skills shortage vacancies also account for 70% of all hard-to-fill vacancies, higher than the SW average of 62%.
- 13% of GoSkills establishments in the SW reported skills gaps amongst their existing workforce, marginally lower than the regional average (16%).

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Qualifications in the Workforce

- 19% of the workforce is qualified to below Level 2 compared to 7% for the region as a whole. However, some groups have a significantly lower baseline of achievement, for example taxi/private hire drivers (89% do not have a Level 2)
- Not all qualifications held by employees are relevant.
- The LSC-funded Skills for Life audit indicates that 30% of the workforce has Skills for Life needs – 13,000 employees.
- 60% of GoSkills establishments in the SW provided on or off the job training in the 12 months prior to the NESS07 survey, lower than the average for all industries as a whole in the SW (68%).

KEY DRIVERS AND ISSUES

Source: GoSkills SSA stage 1, Skills Balance Sheet June 2008.

- Over 37% of employers report recruitment problems, often compounded by rural issues and the need to recruit drivers aged 21+.
- The passenger transport sector faces difficulties with recruitment and retention – the main areas of difficulty are in engineering, maintenance and driver occupations.
- There is rapid market growth in aviation, with added impetus from budget air services.
- The greatest future skills needs are in customer service, communication and driving skills.
- Very few people in the sector possess, or are working towards, any of the industry specific qualifications.
- The demographic profile of the workforce is not sustainable – with only 5% of the workforce aged under 25 and 37% aged 50 and over there is a need to attract more young people.
- Passenger transport is a key factor for the development of the tourism industry and in tackling social exclusion.
- Licensing requirements in aviation, bus, coach, rail, taxi and private hire are not incorporated into sector vocational qualifications.
- Self-employed and sole traders find it difficult to access public funding for training as they are ineligible for Train to Gain support.
- Requirement for improved technical skills. The EU Driver Training Directive will require all drivers for reward to renew a Certificate of Professional Competence every 5 years – this may provide a greater opportunity for engagement in skills training.
- There is little consistency between hackney and private hire licensing authority requirements in relation to skills requirements and training.
- There is limited take-up of Apprenticeships outside of major companies.

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- The sector has a poor public image and low professional esteem within its workforce. This influences recruitment issues and passenger behaviour.
- A Skills for Life initial assessment tool has been developed – it now needs to be ‘kick started’ with employers.
- Skills Passport ‘GoSkills Plus’ has been expanded.
- GoSkills is leading (with People 1st) the development of the 14-19 Travel and Tourism Diplomas and is also involved with the development of the 14-19 Engineering Diploma.

NSAS/COVES /14-19 DIPLOMA/HE (NATIONAL SKILLS ACADEMIES AND CENTRES OF VOCATIONAL EXCELLENCE)

Exeter College is considered to be a leading college for passenger transport in the SW.

There are elements of the sector represented in the CoVEs at Bridgwater College (Tourism and Hospitality) and Cornwall College (Tourism Customer Care).

KEY EMPLOYERS

- Bristol, Exeter and Plymouth Airports
- First Bus, Stagecoach, Wilts & Dorset and First Great Western
- Local authorities as contracting organisations for bus and taxi SMEs
- Ports – Portbury, Avonmouth, Plymouth, Poole, Fowey, Par, Teignmouth and Falmouth.

LOCAL & REGIONAL PROJECTS/NETWORKS

GoSkills is currently working with Job Centre Plus to develop a pre-recruitment model to guarantee long-term claimants to enter full-time work with a local bus company.

BDP - contract with Bournemouth and Poole College accrediting taxi drivers with Level 2 working in partnership with GoSkills and Poole Borough Council who require a qualification for a taxi permit.

SUMMARY OF SUPPLY

Source: LSC IPOL data (ILR extract)

Analysis of further education and work based data by Sector Skills Council footprint is not yet available for 2006/07. The data presented below relates to Train to Gain activity which can, in most cases, be attributed to a specific sector.

Goskills Starts 06/07		
Starts	NVQ in Passenger Carrying Vehicle Driving (Bus & Coach)	154
	NVQ in Road Passenger Transport	412
Total Starts		566

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Employer Training Pilot activity

159 taxi drivers are funded in Wiltshire and North Devon (96% success rate) and a further 630 are funded via ESF (European Social Fund). This is considered by the sector as a very successful programme.

SUMMARY OF DEMAND

Source: SSA.

- 26% of operators cite issues with the lack of suitable training locally.
- External training provision is limited and there are relatively few industry specific qualifications. Some employers use generic qualifications such as NVQs in customer services.
- Provision for skills training in dealing with passengers needs improving, with particular emphasis on interpersonal skills (including conflict management); customer service; disability awareness.
- Priority qualifications:
 - NVQ Level 2 in Road Passenger Transport
 - NVQ Level 2 in PCV Driving (newly accredited)
 - NVQ Level 2 in Providing Aviation Operations on the Ground
 - NVQ Level 2 in Transport Engineering and Maintenance
 - BTEC Level 2 in Transporting Passengers by Taxi and Private Hire
 - GOAL Level 2 Certificate in Road Passenger Transport
- VRQs (Vocationally Related Qualifications) have proven to be more accessible than NVQs for taxi and private hire drivers. *GOSkills* is working to develop new NVQs based on the revised national occupational standards.
- There is a sector wide need for IT skills which is not being met by existing provision.
- The majority of current LSC funding (80%) supports aviation qualifications, particularly cabin crew courses, which are not widely endorsed by employers.
- There is little pre-employment provision that prepares individuals for employment in the sector – there is an urgent need to address this gap.
- The current capacity of trainers and assessors is not sufficient for the needs of the sector.
- A new apprenticeship framework for aircraft cabin crew is under development.
- The supply of training is too fragmented (12% of all private training providers surveyed offer provision to the sector). There is a need to develop a smaller specialist network based on capacity to deliver excellence.