

## Sector Intelligence 2008 for Health, Social Care and the Children's Workforce

### Demand Side Profile for Health and Social Care

#### Sector Profile

The sector has expanded significantly in recent years reflecting significant public expenditure on health and social care services. However, while the output and Gross Value Added of the West Midlands sector has increased considerably in recent years the rate of growth has lagged behind national trends. The health & social care sector employs more than a quarter of a million (281,600) people in the region, of this 90% is in the public sector and a further 10% is in the private sector:

- Over 119,000 are employed in hospital activities
- A further 102,000 are employed in social work
- Just fewer than 35,000 work in other human health activities
- Slightly fewer 19,000 in medical practice activities
- Just over 6,200 work in dental practice activities.

Birmingham & Solihull, Black Country & Staffordshire are particularly important regional centres for employment within Health & Social Care:

- Birmingham & Solihull employs almost 75,000 workers
- Black Country nearly 53,000 workers
- Staffordshire just over 55,000 workers

Smaller organisations dominate both the health and social care industries;

- 62% of health and 55% of social care organisations in the region employ 10 employees or less.
- 28% of health and 36% of social care organisations in the region employ 11-49 employees.

Employment within the health and social care sector is dominated by women with 81% working in the sector compared with 19% men.

The sector is a key employer for black and minority ethnic groups with over 46,000 non white (16%), this is higher than the average of 10% for all sector in the West Midlands.

The sector has an ageing workforce with a higher proportion of older people and a lower proportion of younger people than the average for all sectors in the West Midlands.

The region's health & social care workforce is relatively well qualified, with an above average proportion qualified to NVQ Level 4 or above.

#### Future Employment

The sector is forecast to continue to expand, principally driven by 'replacement demand' created by retirement and job moves. Over the next decade 166,000 job opportunities are expected to arise in the sector.

Overall, estimates from Working Futures III project a 42,000 increase in regional sector employment by 2017. Of particular significance is the expected replacement demand of 124,000 which gives a net requirement of 166,000 by 2017. Expansion demand is largely within the higher skills occupations such as associate professional and technical occupations; managers and senior officials and personal services occupations. Due to the high level of replacement demand, there is a requirement for additional employees in all occupations through to 2017.

#### Recruitment, Skills and Training Issues

Many of the region's health and social care organisations are struggling to address their growing skill needs via recruitment from the labour market. Almost a third (31%) of vacancies in health and social care are identified as hard to fill, which is above the regional average of 24% for all sectors.

- Almost 3% of the region's health and social care staff are deemed by their employers to have skill deficiencies, which is below the average for all sectors

Investment in training and workforce development in the sector is well above the average for all sectors and also above the national average, with a high proportion of staff being given the opportunity to develop and refresh skills.

## **Annex A to LSC West Midlands Strategic Analysis 2008**

Employers have identified a number of generic areas where additional skills are required:

- Literacy, language and numeracy
- Communication and interpersonal skills
- Information and communication technology
- Leadership and management
- Critical thinking
- Commissioning and procurement

The region's health and social care employers are forecast to require more staff qualified to NVQ Level 3 and 4 over the next decade, but the requirement for people with low or no qualifications is forecast to shrink.

Sector employers are increasingly encouraging staff to progress from a Level 1 or 2 qualifications to Level 3 and Level 4, rather than directly recruiting higher qualified people. This is a key issue that needs to be communicated to the FE and HE sectors.

## Supply Side Analysis

## FE Enrolments by Local office

LSC	2005/06 (FO5)		2006/07 (FO5)		2007/08 (FO4)		% Change 2005/6 to 2007/08	
	16-18	19+	16-18	19+	16-18	19+	16-18	19+
Birmingham & Solihull	7,033	9,615	7,429	8,774	6,584	4,445	-6%	-54%
Black Country	5,711	6,125	5,178	4,527	3,987	3,157	-30%	-48%
Coventry & Warwickshire	3,163	5,583	2,801	2,847	2,453	2,325	-22%	-58%
Herefordshire & Worcestershire	3,667	2,953	3,490	2,153	2,650	1,880	-28%	-36%
Shropshire	2,733	2,433	2,557	1,813	2,626	1,798	-4%	-26%
Staffordshire	4,534	4,795	4,551	3,238	3,679	1,952	-19%	-59%
<b>West Midlands</b>	<b>26,841</b>	<b>31,504</b>	<b>26,006</b>	<b>23,352</b>	<b>21,979</b>	<b>15,557</b>	<b>-18%</b>	<b>-51%</b>

- 19+ enrolments have fallen by 51% on average with particularly high reductions in Birmingham & Solihull, Coventry & Warwickshire and Staffordshire.
- The decline in 19+ learners can be accounted for by displacement to Train to Gain.
- 16-18 enrolments have fallen by 18% with the Black Country and Herefordshire & Worcestershire reductions exceeding 25%. The decline has been less marked in Shropshire and Birmingham & Solihull.
- There has been little shift in gender balance with 78% of 16 – 18 enrolments and 85% of 19+ enrolments from female learners.

## Enrolments by Level

Level	2005/06 (FO5)		2006/07 (FO5)		2007/08 (FO4)		% Change 05/6 to 07/8	% Change 05/6 to 07/8
	16-18	19+	16-18	19+	16-18	19+		
<b>Age Band</b>	<b>16-18</b>	<b>19+</b>	<b>16-18</b>	<b>19+</b>	<b>16-18</b>	<b>19+</b>	<b>16-18</b>	<b>19+</b>
Entry	141	52	164	37	125	42	-11%	-19%
Level 1	1,722	2,652	1,239	279	1,066	135	-38%	-95%
Level 2	3,679	17,924	3,143	14,810	2,638	9,877	-28%	-45%
Level 3	21,303	10,221	20,842	8,168	18,150	4,991	-15%	-51%
Level 4, 5+	14	696	#	576	#	608	-100%	-13%
Other	#	153	#	135	#	#	-	-99%
<b>West Midlands</b>	<b>26,859</b>	<b>31,698</b>	<b>25,388</b>	<b>24,005</b>	<b>21,979</b>	<b>15,654</b>	<b>-18%</b>	<b>-51%</b>

Note: # less than 10 enrolments

- Enrolments in Entry Level, Level 1 and Other have continued to decline for 19+ learners.
- 19+ enrolments in FE at Level 2 have declined by 8,000 due to the growth in train to gain funded learners.
- The decline in Level 3 learners 19+ needs to be reversed if forecasts for demand at this level are to be met. The decline of 5,230 learners in FE has been matched by only 2,130 starts at Level 3 in TTG.
- Staffordshire, the Black Country and Herefordshire and Worcestershire have seen the largest decline in Level 3's. The decline in Shropshire is less marked.

**WBL Enrolments by Local office**

LSC	2005/06 (P15)		2006/07 (P15)		2007/08 (P12)		% Change 2005/6 to 2007/08	
	16-18	19+	16-18	19+	16-18	19+	16-18	19+
Birmingham & Solihull	1,369	1,150	1,012	842	749	557	-45%	-51%
Black Country	1,689	1,123	1,090	729	886	602	-47%	-46%
Coventry & Warwickshire	814	738	540	478	399	500	-51%	-32%
Herefordshire & Worcestershire	467	800	269	481	195	447	-58%	-44%
Shropshire	439	439	330	273	307	254	-30%	-42%
Staffordshire	945	726	632	566	528	803	-44%	10%
<b>West Midlands</b>	<b>5,723</b>	<b>4,976</b>	<b>3,873</b>	<b>3,369</b>	<b>3,064</b>	<b>3,163</b>	<b>-46%</b>	<b>-36%</b>

- Staffordshire is the only sub region where 19+ WBL enrolments have grown.
- Birmingham & Solihull and the Black Country have seen the largest decline in 19+ WBL enrolments
- Herefordshire and Worcestershire has seen the largest decline in 16 – 18 WBL enrolments
- The decline in WBL enrolments across the region in Health and Care remains a concern.

**Train to Gain**

LSC	2006/07 (P15)		2007/08 (P12)	
	16-18	19+	16-18	19+
West Midlands	#	4,213	#	10,308
Success rates	#	75%	#	51%

Note: # less than 10 enrolments

- There appears to have been a substantial shift of enrolments from FE to Train to Gain
- More than 8,000 of these learners were at Level 2 with just over 2,000 at Level 3
- 16% of all Train to Gain enrolments have been in health and social care and this has remained constant over both years
- Providers need to ensure that success rates are maintained

**ESF Enrolments by Local office**

LSC	2005/06 (P15)		2006/07 (P15)		2007/08 (P12)		% Change 2005/6 to 2007/08	
	16-18	19+	16-18	19+	16-18	19+	16-18	19+
Birmingham and Solihull	#	280	#	598	#	585	-100 %	109%
Black Country	151	351	281	792	456	817	202%	133%
Coventry and Warwickshire	#	577	39	1,861	55	2,128	686%	269%
Herefordshire and Worcestershire	91	445	107	791	86	458	-5 %	3%
Shropshire	#	411	#	561	#	303	-100%	-26%
Staffordshire	#	315	41	578	41	456	356%	45%
<b>West Midlands</b>	<b>264</b>	<b>2,379</b>	<b>475</b>	<b>5,181</b>	<b>638</b>	<b>4,747</b>	<b>142%</b>	<b>100%</b>

Note: # less than 10 enrolments

## Annex A to LSC West Midlands Strategic Analysis 2008

- Coventry and Warwickshire has seen a marked rise in ESF funded learners in the sector. FE and Train to Gain providers need to be aware that these may need to be picked up by other funding streams as contracts came to an end in 2007.

### LLDD Enrolments for learners who have a disability or learning difficulty

LSC	2005/06		2006/07		2007/08		% Change 2005/6 to 2007/08	
	16-18	19+	16-18	19+	16-18	19+	16-18	19+
Age Band								
FE	2,461	2,081	2,941	1,366	2,812	816	14%	-61%
WBL	790	400	330	217	70	166	-91%	-58%
TtG	#	#	#	276	#	633	-	100%
ESF	16	61	23	95	25	61	56%	0%
<b>Total</b>	<b>3,267</b>	<b>2,542</b>	<b>3,294</b>	<b>1,954</b>	<b>2,907</b>	<b>1,676</b>	<b>-11%</b>	<b>-34%</b>

Note: # less than 10 enrolments

- Staffordshire has the largest proportion of LLDD learners in the region

### Success Rates

- Work Based Learning success rates are highest in the Black Country (68%) and lowest in Birmingham and Solihull (54%) and Herefordshire and Worcestershire (54%)
- Success rates in WBL have improved over the 3 years by an average of 22 percentage points with the greatest improvement in the Black Country (37% - 68%) and Coventry and Warwickshire (31% - 56%) and the smallest improvement in Shropshire (47% - 62%).
- FE success rates are highest in Herefordshire and Worcestershire (78%) and Birmingham and Solihull (76%) and lowest in Staffordshire (68%)
- FE Success rates have shown improvements over the three years in all areas with the smallest improvement in Shropshire (71% - 73%) and Coventry and Warwickshire (72% - 74%) and the largest improvement in Birmingham & Solihull (67% - 76%)

## Key issues and responses

**Issue 1:** The sector is expected to grow with continuing demand for staff qualified to Level 2 and increased demand for levels 3 and 4. 166,000 jobs opportunities will arise in the sector in the next decade.

**Regional response:** Providers are asked to ensure that there is sufficient provision at these levels to meet demand. Data indicates that enrolments at level 3 have declined.

**Local response:** Staffordshire, the Black Country and Herefordshire & Worcestershire have seen the greatest apparent decline in Level 3 enrolments – providers need to review the extent to which they can meet anticipated demand.

**Issue 2:** WBL supply tables indicate a marked decline in the provision of apprenticeships.

**Regional response:** Further analysis is required to determine the full extent of the problem and likely causes. The SPN apprenticeship group will consider this. Possible causes are providers becoming more selective to ensure they meet minimum levels of performance and employers choosing Train to Gain over apprenticeships for 19+ learners. Alternately learners may be choosing to remain in full time education rather than pursue apprenticeships. Health employers also have structural issues connected with pay scales.

**Local response:** Birmingham & Solihull and the Black Country providers need to review their level of provision for apprenticeships.

**Issue 3:** Enrolments in health and care are declining at a time when demand for skills is forecast to grow.

**Regional Response:** Providers need to review their provision to ensure demand will be met in the future.

**Local Response:** Black Country and Herefordshire & Worcestershire have seen the largest decline in 16 – 18 learners at FE. Birmingham & Solihull, Coventry & Warwickshire and Staffordshire have seen the largest decline in 19+ learners.

**Issue 4:** Success rates have improved in all areas across both WBL and FE.

**Regional Response:** Providers need to continue to improve success rates. The SPN apprenticeship group will work on sharing good practice around success rates.

**Local Response:** Birmingham & Solihull and Herefordshire & Worcestershire need to keep WBL success rates under review.

**Issue 5:** Meeting the public service skills challenge targets to increase apprenticeships, upskill the workforce to level 2 and recruit more local unemployed people. Health and social care makes up a considerable proportion of public service employees with 14 local authorities and 44 NHS trusts being asked to join the challenge.

**Regional Response:** Local Authorities and NHS trusts are being supported to work towards the challenge targets through an enhanced brokerage offer, a skills audit toolkit, with support to access Train to Gain and apprenticeships. The Joint Investment Framework supports 44 NHS trusts with match funding from the LSC and the Strategic Health Authority to develop their staff in Career Framework Bands 1-4. 42 Trusts have signed the Skills Pledge.

**Local Response:** Local offices are supporting the challenge through their links with employers.

**Issue 6:** The development of new delivery systems in the NHS which requires a switch from secondary to primary care supported by social care services in the community.

**Regional Response:** Joint Investment Framework and the associated workforce plans need to take account of the implications of service changes on both the health and social care workforces to ensure that there are sufficient numbers of appropriately skilled staff.

**Local Response:** There are 2 major NHS capital developments in Sandwell & West Birmingham and North Staffordshire which are undertaking a service redesign and changes to workforce skills requirements. Other areas will use learning from these two programmes to assist in their plans for service redesign.

**Issue 7:** Specific workforce drivers which will impact on the health and social care sector are:

- Demographic changes which are leading to an ageing population
- A rise in the incidence of chronic disease and long term medical conditions
- The government strategy of building services around the needs of the individual and provide increased choice of treatment and care
- The need to work across service boundaries to provide a holistic service to people, and
- Technological change.

Sub sector specific workforce drivers include:

**Health:**

- Reforming and modernising medical careers and other health professional careers
- Agenda for change pay reform in the NHS with the associated Knowledge and Skills framework
- Addressing the implications of the European working time directive and the impact of an aging workforce
- The requirement for new and extended roles and changes in the "skill mix" of staff delivering services to increase productivity and patient choice.
- Providing care closer to home with a shift from secondary to primary care.

**Adult social care:**

- The development of the personalisation agenda with increased emphasis on individual budgets and direct payments
- The development of new types of worker and new roles
- The need to address the leadership and management skills needs of the sector
- The development of commissioning roles and the introduction of new standards of commissioning
- The extension of workforce regulation to include the domiciliary care workforce
- The increased use of direct payments where staff are employed directly by vulnerable adults in need of social care.

**Children's workforce:**

- The need to work in partnerships with children and young people.
- Ensuring children's needs are identified early and responded to.
- Being able to work effectively with colleagues from different professional backgrounds.
- Developing a workforce that has high quality up to date skills, knowledge and practice, including an understanding of child and adolescent development.
- Move towards Level 3 as a minimum qualification level for those working in the Children's workforce.
- The introduction of Common Induction Standards for all people working with Children.

**Regional Response:** Providers need to ensure that they are up to date with developments in each sub sector.

**Local Response:** Care partnerships, NHS locality boards and children's workforce leads need to be aware of developments in their sector. Training providers need to make active links with these groups to ensure they are part of sub regional responses to need.