

European Social Fund

**Skills Support for the Unemployed and
Apprenticeship Support to Employers**

and

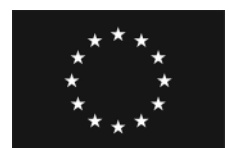
Skills Support for Redundancy

Regional sectoral information

London

July 2011

Of interest to Colleges and Training Organisations



FOR INFORMATION – LONDON REGION

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)¹

Detailed information on the four London Jobcentre Plus (JCP) districts are listed separately by district, however a summary of London wide issues and trends identified by Jobcentre Plus and other stakeholder Partners is below:

London Summary

Top Ten Vacancies

Top Ten Vacancies identified by Jobcentre Plus in 2010 are broadly consistent across London. With the following exceptions:

- Kitchen and catering assistants only appear in South London
- Chefs and cooks only appear in North London

Comparison of Vacancies taken to Vacancies Sought

The same picture appeared in all districts across London in 2010. The key issues being:

- Shortage of customers seeking HGV vacancies. However, JCP reported too many people seeking van driving positions for the vacancies notified. There is an opportunity to encourage people seeking van driving into training to become an HGV driver.
- Too few retail vacancies to meet customers needs and over supply of many other sales related occupations e.g. telesales and sales reps which are not being sought. Historically these vacancies are not popular with Jobcentre Plus customers because there is a bad press about terms and conditions i.e. commission only salary.
- Shortage of care vacancies

Vacancy Summary – Actual Vacancies Notified

Mar-Aug 2010	
East	39,792
North	51,622
South	43,902
West	49,526
Total	184,842

- East and South London have the top 2 customer registers but the bottom 2 vacancy bases. Customers will need to be encouraged to travel cross district for job opportunities.

Age and Duration March – August 2010

The following figures are averages and not actual for the specified period.

	East	North	South	West
total claimant count per month	56,748	47,220	64,124	49,123
6 month + customers	21,981	19,283	23,315	17,279
18-24 year old customers	14,027	10,203	15,100	10,737

¹ Support must be available to all sectors; however, current information available (March 2011) to the Skills Funding Agency suggests the sectors listed are initially likely to generate the highest demand in the region / Jobcentre Plus district area covered by this programme. This is purely for information only and further dialogue is required with Jobcentre Plus and other economic partners locally by the contracted ORGANISATION to establish on-going priorities.

Table 1 below - shows the latest redundancies across London and by sectors

Table 1

	Timing of Redundancies		No. of New HR1 Notified Redundancies	No. of Other Redundancies - non-HR1	No. Employers Involved	Top 5 Industry Sectors	
	Start	End				Sector	No. of redundancies
North London	01/09/10	31/12/11	5,088	0	43	Public Administration & Defence; Compulsory Social Security	2451
						Administrative & Support Service Activities	691
						Human Health & Social Work Activities	617
						Education	280
						Retail Trade	250
East London	01/10/11	31/12/11	4,491	150	39	Administrative & Support Service Activities	978
						Public Administration & Defence; Compulsory Social Security	845
						Education	741
						Human Health & Social Work Activities	565
						Transportation & Storage	348
South London	18/11/10	31/10/11	1,796	966	29	Human Health & Social Work Activities	757
						Public Administration & Defence; Compulsory Social Security	446
						Transport and Storage	431
						Administration	250
						Education	184
West London	30/09/10	20/07/11	844	770	12	Public Administration & Defence; Compulsory Social Security	479
						Human Health & Social Work Activities	195
						Arts, Entertainment & Recreation	99
						Construction	99
						Information Service Activities	70
LHC	01/09/10	31/12/11	12,219	1,886	123		

Other important factors i.e. Key developments planned / growth areas / inward investment **Expected**

Within London, Crossrail, Westfield Stratford City and London Olympic and Paralympic games are significant economic developments that are linked by their shared timing, principal locations and collective impact on the labour market.

Crossrail

Crossrail was established by an Act of Parliament and is Europe's largest transport infrastructure project and thus a key driver in London's plan for growth and noted in the London Skills and Employment Board Plan. Its total investment of £16 billion will help to strengthen the recovery from recession and bring substantial economic benefits to London, the South-East and across the UK. The estimated benefit of Crossrail to the UK economy is £36 billion (TfL figures). It is expected that 70,000 people will work on the Crossrail project in the next 7-8 years, with 14,000 construction employees at peak periods of whom 3,500 will be working underground. Crossrail will bring huge benefits to the UK economy and the people who live in London and South East England. Due to the sheer scale of the project- it overlaps across a number of sectors and sub-sectors.

- The Construction and Engineering sectors are crucial to Crossrail, the breadth of roles and skills required from both these sectors are varied across surveyors and cost engineers to steel fixers and TBM drivers. Crossrail are committed to increasing awareness of potential routes of entry into these industries, providing training to upskill the current workforce and where possible, creating sustainable employment opportunities. In conjunction with these activities Crossrail is also working with local partners and schools to promote and inspire young people in STEM subjects and career pathways.
- As a sub-sector of Construction, Crossrail are committed on revitalising the local skills base in Tunnelling through the development of an independent non-profit Tunnelling and Underground Construction Academy (TUCA) based in Aldersbrook, Ilford. The Academy will be a purpose built training facility for the tunnelling industry, aside from offering courses in tunnelling skills the site will also deliver a range of other underground construction courses such as Spray Concrete Lining and the opportunity for students to sit accredited industry testing for cards such as CSCS and TSC.
- Crossrail is committed to supporting local labour and the long-term unemployed, through responsible procurement and Skills Labour Need and Training (SLNT) requirements. There is a mandatory requirement that all large scale Crossrail contracts will deliver specific outputs leading to either training or sustainable employment. Crossrail have committed to deliver a minimum 400 apprentices across the lifespan of the project. Inline with the SLNT outputs, Crossrail require all contractors in its supply chain to communicate training and employment opportunities to the Crossrail Job Brokerage Service.
- A labour forecasting project is currently being undertaken by Crossrail's Skills and Employment team. It will forecast the expected number and range of roles required across the project, as well as any potential labour shortages that may occur. The work will be valuable in enabling evidence based predictions as to where skills and labour gaps exist along the Crossrail route now that the project has moved into main works and construction. The outcomes of the forecast will be used as a guide to tailor training provision in those areas where the current talent pool of candidates is limited.

To ensure we have the most effective joined up service offer the main employment and skills agencies, JobCentre Plus and the Skills Funding Agency have embedded their staff in the Crossrail operation ensuring continuity of service and offer. A project specific to needs of Crossrail as an employer will operate and will need to be taken into account.

Olympic and Paralympic Games

- The London 2012 Organising Committee (LOCOG) has the main responsibility for delivering the Olympic and Paralympic Games in London. LOCOG are committed to using the opportunity provided by the staging of the games to increase job, skills development and business opportunities for disadvantaged communities in East London and across the capital. They currently employ just under 800 people, but by 2012 they estimate that they will require a workforce of up to 200,000 people to deliver the Games, made up of around 6,000 paid staff, up to 70,000 volunteers and around 100,000 contractors (employed by third-party organisations).
- The LOCOG procurement programme, mainly for Games-time services and worth £700 million, is now fully operational and providing further opportunities and benefits. The London 2012 Games is fast-tracking the planned regeneration of some of London's poorest neighbourhoods. Instead of the estimated 30-year timescale needed to transform the landscape and lives of residents in the communities surrounding the Park and beyond, this work has been condensed into a seven-year period. As a result, the construction of the Park, in east London's Lower Lea Valley, is now turning one of the capital's most challenged and neglected areas into one of the largest new urban parks in the UK.
- The visitor experience is critically important to delivering a successful 2012 Olympic Games. Millions of meals will be delivered not only to the athletes and their support staff but also the Olympic family, press and media staff and the general public; the hospitality and catering sector and waste services are central to delivering the catering services for 2012.
- Security and ensuring we are all safe is another pillar of delivering secure and safe games; thousands of new, trained security staff will be working with LOCOG during the Olympic and Paralympics games.
- There are thousands of other roles which will contribute to a secure, safe and successful games. LOCOG are working with their contractors to describe the size and shape of the workforce and how we can secure opportunities and employment for those furthest from the labour market and most disadvantaged. Where possible guaranteed interviews are being secured with contractors to create opportunities with sustainable employment.

Westfield Stratford City

- At 1.9 million sq ft, Westfield Stratford City will be the largest urban shopping centre in Europe. As the prestigious gateway to London's Olympic Park, the world's attention will be focused on Westfield Stratford City and accordingly this will provide the ultimate opportunity for the world's retail market to showcase the most stimulating and interesting brands and in turn transform London's retail landscape. It is estimated that over 18,000 permanent jobs will be created once the development is complete in 2011.
- Westfield Stratford City provides an opportunity for this cohort of individuals to access the job-rich sectors – as identified by JCP – of retail, hospitality, leisure, tourism and security. These are sectors identified by the London Development Agency (LDA) in the Statement of Skill Priority 2011/12 as offering opportunity for strong employment growth and thus offering individuals the opportunity for sustainable employment. The Statement of Priorities, endorsed

by the Mayor and the London Skills Employment Board, also clearly identifies Westfield Stratford City as one of London's "major infrastructure projects that has the potential to support growth and create employment, as long as their skills and employment needs are effectively met."

The ESF programme in London

This programme comes under the strategic direction of the Mayor of London, whose office is responsible for drawing up the London ESF Regional Framework. The Regional Framework sets out the vision for the programme for London, highlighting the region's key challenges and opportunities, the areas where resources are to be targeted, and the targets the programme should achieve by 2013. In addition to the Regional Framework, Organisations should be mindful of how activity aligns with the objectives identified in key strategic documents for London:

- The Mayor of London's Economic Development Strategy;²
- LSEB's updated five-year skills and employment strategy for London;³
- The London RPG's annual statement of strategic priorities.⁴

Organisations should be aware of the London Skills and Employment Observatory. This is a central source of information, research and data on all skills and employment issues for London. For more information please visit: <http://lseo.org.uk/>

² The Mayor's Economic Development Strategy for London (Greater London Authority, May 2010) – available at www.london.gov.uk/who-runs-london/mayor/publications/business-and-economy/eds.

³ From Recession to Recovery: The Skills and Employment Strategy for London (2009-2014) (London Skills and Employment Board, December 2009) – available at www.london.gov.uk/lseb.

⁴ Choice, Support, Success: Priorities for 16-19 Education and Learning in London 2011/12 (London Regional Planning Group, November 2010) – available at www.londoncouncils.gov.uk/policylobbying/children/education14to19/statementofpriorities.htm.

Jobcentre Plus District East London

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Top Ten Vacancies

Top Ten Vacancies March-Aug 2010		March 09 to Aug 09
3542 : Sales representatives	3,407	1,793
8211 : Heavy goods vehicle drivers	3,003	846
6115 : Care assistants and home carers	1,922	1,704
7129 : Sales related occupations n.e.c.	1,561	882
7111 : Sales and retail assistants	1,284	1,344
9233 : Cleaners, domestics	1,192	1,587
6121 : Nursery nurses	1,168	696
9241 : Security guards and related occupations	1,106	1,218
9129 : Labourers in other construction trades n.e.c.	979	474
8212 : Van drivers	933	1,008
Total	16,555	11,552

The top ten vacancy profile remains fairly constant between 2009 and 2010 with the following exceptions.

- Labourers were not in the top ten in 2009
- Office assistants featured in the top ten in 2009 but do not appear in 2010

Comparison of Vacancies taken to Vacancies Sought

The following figures are an average worked out across the 6 month period Mar-Aug 2010

	Ave vacs taken	Ave vacs sought
3542 : Sales representatives	568	138
8211 : Heavy goods vehicle drivers	501	133
6115 : Care assistants and home carers	320	814
7129 : Sales related occupations n.e.c.	260	119
7111 : Sales and retail assistants	214	10,368
9233 : Cleaners, domestics	199	1,424
6121 : Nursery nurses	195	264
9241 : Security guards and related occupations	184	1,058
9129 : Labourers in other construction trades n.e.c.	163	676
8212 : Van drivers	156	1,775
Total	2,759	16,768

- Shaded indicates that there are more vacancies notified than customers seeking that type

of employment.

- Clear indicates that there are not enough notified vacancies to meet our customer's needs
- Vacancies notified for retail, cleaners, security, labourers and van drivers falls way below our customers needs.
- The district will need to target marketing activities towards employers in these sectors to generate more vacancies and at the same time work with colleges to provide our customers with new skills to meet the current labour market.

Vacancy Summary – Actual Vacancies Notified

Mar-Aug 2009	
Barking and Dagenham	3,758
Hackney	3,979
Havering	4,547
Newham	6,703
Redbridge	4,756
Tower Hamlets	7,498
Waltham Forest	4,099
Total	35,340

Mar-Aug 2010	
Barking and Dagenham	4,603
Hackney	3,447
Havering	6,773
Newham	7,861
Redbridge	4,811
Tower Hamlets	7,782
Waltham Forest	4,515
Total	39,792

- Overall there has been an increase in vacancies notified in East London district from 2009-2020
- With the exception of Hackney – vacancies notified have increased in all offices from 2009-2010.
- The greatest increase is in Havering where vacancies have increased by 2,226

Jobcentre Plus District North London

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Top Ten Vacancies

Top Ten Vacancies March-Aug 2010		March 09 to Aug 09
7111 : Sales and retail assistants	3,555	1,825
3542 : Sales representatives	3,056	1,814
6115 : Care assistants and home carers	2,182	1,594
9233 : Cleaners, domestics	1,508	1,717
8211 : Heavy goods vehicle drivers	1,306	408
9241 : Security guards and related occupations	1,220	1,003
5434 : Chefs, cooks	1,215	1,093
7129 : Sales related occupations n.e.c.	1,158	680
3543 : Marketing associate professionals	1,142	634
9121 : Labourers in building and woodworking trades	1,088	1,003
Total	17,430	11,771

The top ten vacancy profile remains fairly constant between 2009 and 2010 with the following exceptions.

- HGV drivers, sales related and marketing vacancies were not in the top ten in 2009
- Kitchen/catering assistants, nurses and tele sales vacancies were in the top ten in 2009 but do not appear in 2010

Comparison of Vacancies taken to Vacancies Sought

The following figures are an average worked out across the 6 month period Mar-Aug 2010

	Ave vacs taken	Ave vacs sought
7111 : Sales and retail assistants	593	7,308
3542 : Sales representatives	509	172
6115 : Care assistants and home carers	364	749
9233 : Cleaners, domestics	251	1,152
8211 : Heavy goods vehicle drivers	218	103
9241 : Security guards and related occupations	203	707
5434 : Chefs, cooks	203	498
7129 : Sales related occupations n.e.c.	193	113
3543 : Marketing associate professionals	190	204
9121 : Labourers in building and woodworking trades	181	748
Total	2,905	11,750

- Shaded indicates that there are more vacancies notified than customers seeking that type of employment.
- Clear indicates that there are not enough notified vacancies to meet our customer's needs
- Vacancies notified for retail, care assistants, cleaners, security, chefs and labourers fall way below our customers needs.
- The district will need to target marketing activities towards employers in these sectors to generate more vacancies and at the same time work with colleges to provide our customers with new skills to meet the current labour market.

Vacancy Summary – Actual Vacancies Notified

Mar-Aug 2009	
Barnet	5,571
Camden	6,893
Enfield	6,382
Haringey	4,442
Islington	5,376
Kensington and Chelsea	3,030
Westminster	10,030
Total	41,724

Mar-Aug 2010	
Barnet	5,620
Camden	9,825
Enfield	8,924
Haringey	4,179
Islington	6,381
Kensington and Chelsea	3,118
Westminster	13,575
Total	51,622

- Overall there has been an increase in vacancies notified in North London district from 2009-2010
- With the exception of Haringey – vacancies notified have increased in all offices from 2009-2010.
- The greatest increase is in Westminster where vacancies have increased by 3545. However both Camden and Enfield have an increase of over 2500 vacancies.

Jobcentre Plus District South London

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Top Ten Vacancies

Top Ten Vacancies March-Aug 2010		Mar 09 - Aug 09
7111 : Sales and retail assistants	2,581	2013
6115 : Care assistants and home carers	2,433	1982
3542 : Sales representatives	2,374	2381
9233 : Cleaners, domestics	1,859	1697
8211 : Heavy goods vehicle drivers	1,512	907
6121 : Nursery nurses	1,442	1487
7129 : Sales related occupations n.e.c.	1,314	1534
9223 : Kitchen and catering assistants	1,161	863
9241 : Security guards and related occupations	1,149	659
4150 : General office assistants/clerks	858	1091
Total	16,683	14,614

The top ten vacancy profile remains fairly constant between 2009 and 2010 with the following exceptions.

- HGV drivers and security vacancies were not in the top ten in 2009
- Nurses and elementary sales vacancies were in the top ten in 2009 but do not appear in 2010

Comparison of Vacancies taken to Vacancies Sought

The following figures are an average worked out across the 6 month period Mar-Aug 2010

	Ave vacs taken	Ave vacs sought
7111 : Sales and retail assistants	430	11,253
6115 : Care assistants and home carers	406	1,209
3542 : Sales representatives	396	215
9233 : Cleaners, domestics	310	1,485
8211 : Heavy goods vehicle drivers	252	156
6121 : Nursery nurses	240	307
7129 : Sales related occupations n.e.c.	219	126
9223 : Kitchen and catering assistants	194	1,229
9241 : Security guards and related occupations	192	955
4150 : General office assistants/clerks	143	4,922
Total	2,781	21,846

- Shaded indicates that there are more vacancies notified than customers seeking that type of employment.
- Clear indicates that there are not enough notified vacancies to meet our customer's needs
- Vacancies notified for retail, care assistants, cleaners, nursery nurses, kitchen assistants security and general office assistants fall way below our customers needs.
- The district will need to target marketing activities towards employers in these sectors to generate more vacancies and at the same time work with colleges to provide our customers with new skills to meet the current labour market.

Vacancy Summary – Actual Vacancies Notified

Mar-Aug 2009	
Bexley	3,326
Bromley	5,185
Croydon	6,023
Greenwich	3,475
Lambeth	5,690
Lewisham	3,925
Merton	2,575
Southwark	6,607
Sutton	3,058
Total	39,864

Mar-Aug 2010	
Bexley	3,359
Bromley	5,231
Croydon	8,472
Greenwich	4,132
Lambeth	5,050
Lewisham	3,185
Merton	3,495
Southwark	7,079
Sutton	3,899
Total	43,902

- Overall there has been an increase in vacancies notified in South London district from 2009-2020
- With the exception of Lambeth and Lewisham – vacancies notified have increased in all offices from 2009-2010.
- The greatest increase is in Croydon where vacancies have increased by 2449.

Jobcentre Plus District West London

Important / key sectors by region / sub-region / district area (as a starting point for discussions with Jobcentre Plus and other partners)

Top Ten Vacancies

Top Ten Vacancies March-Aug 2010		March - Aug 09
6115 : Care assistants and home carers	2508	2467
3542 : Sales representatives	2398	2581
7111 : Sales and retail assistants	2208	1716
9233 : Cleaners, domestics	1970	2106
9241 : Security guards and related occupations	1840	1232
8211 : Heavy goods vehicle drivers	1611	654
8212 : Van drivers	1322	591
6121 : Nursery nurses	1316	1060
9129 : Labourers in other construction trades n.e.c.	1118	672
7129 : Sales related occupations n.e.c.	1113	939
Total	17,404	14,018

The top ten vacancy profile remains fairly constant between 2009 and 2010 with the following exceptions.

- HGV drivers, van drivers and labourer vacancies were not in the top ten in 2009
- Nurses, kitchen assistants and office assistants were in the top ten in 2009 but do not appear in 2010

Comparison of Vacancies taken to Vacancies Sought

The following figures are an average worked out across the 6 month period Mar-Aug 2010

	Ave vacs taken	Ave vacs sought
6115 : Care assistants and home carers	418	755
3542 : Sales representatives	400	230
7111 : Sales and retail assistants	368	8,015
9233 : Cleaners, domestics	328	1,434
9241 : Security guards and related occupations	307	739
8211 : Heavy goods vehicle drivers	269	116
8212 : Van drivers	220	1,638
6121 : Nursery nurses	219	198
9129 : Labourers in other construction trades n.e.c.	186	512
7129 : Sales related occupations n.e.c.	186	118
Total	2,901	13,760

- Shaded indicates that there are more vacancies notified than customers seeking that type of employment.
- Clear indicates that there are not enough notified vacancies to meet our customer's needs
- Vacancies notified for retail, care assistants, cleaners, security, van drivers and labourers fall way below our customers needs.
- The district will need to target marketing activities towards employers in these sectors to generate more vacancies and at the same time work with colleges to provide our customers with new skills to meet the current labour market.

Vacancy Summary – Actual Vacancies Notified

Mar-Aug 2009	
Brent	5,423
Ealing	5,577
Hammersmith and Fulham	3,880
Harrow	3,200
Hillingdon	7,318
Hounslow	4,968
Kingston upon Thames	3,914
Richmond upon Thames	2,843
Wandsworth	4,411
Total	41,534

Mar-Aug 2010	
Brent	6,031
Ealing	6,675
Hammersmith and Fulham	4,650
Harrow	4,147
Hillingdon	8,582
Hounslow	6,749
Kingston upon Thames	3,881
Richmond upon Thames	3,611
Wandsworth	5,200
Total	49,526

- Overall there has been an increase in vacancies notified in West London district from 2009-2010
- With the exception of Kingston upon Thames – vacancies notified have increased in all offices from 2009-2010.
- The greatest increase is in Hounslow where vacancies have increased by 1781

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