

European Social Fund

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

and

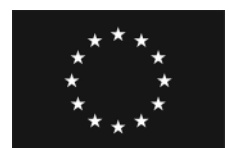
Skills Support for Redundancy

Regional sectoral information

South West

July 2011

Of interest to Colleges and Training Organisations



European Union
European Social Fund
Investing in jobs and skills

FOR INFORMATION – SOUTH WEST REGION

Jobcentre Plus District - West of England and Gloucestershire

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

West of England

The following sectors represent the largest employment sectors within the area, although there are variations across each of the 4 local authority areas:

- Health & Care
- Retail
- Hospitality
- Finance & Legal
- ICT

When reviewing previous programme delivery, the following sectors were the ones most requested (based upon demand in terms of clients and available vacancies):

- Retail
- Hospitality
- Health & Care
- Construction
- Manufacturing (including food and drink)

Within all the sectors above there is an identified need to support the development of employability skills as well as basic skills particularly numeracy, and the development of STEM related skills.

Gloucestershire

The following sectors represent the largest employment and economically important sectors in the district.

- Advanced Engineering
- Mechanical Engineering
- Professional & Business Services
- Construction
- Retail & Distribution
- Tourism, Leisure & Hospitality
- Public administration

When reviewing previous programme delivery, the following sectors were requested due to their

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.

significance to the local economy and the volume of vacancies.

- Retail
- Hospitality
- Contact Centre
- Food & Drink manufacturing

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

West of England

The diverse economy hosts world leading companies from the key high growth sectors which are vital to the national economic recovery. Listed below are the sectors which are deemed to be significant to the West of England either as existing large sectors or potential growth sectors in terms of employment and economic activity:

- Creative and media, (including Aardman Animations, Future Publishing, Touch Productions)
- Advanced engineering, aerospace and defence, (including Airbus, Rolls Royce, BAeS, GKN Aerospace)
- Micro-electronics and silicon design, (including Hewlett Packard Labs, Toshiba and PicoChip)
- Environmental technologies/marine renewable industries (including Vestas, Gerrad Hassans and Sustrans)
- Tourism (including two international visitor destinations and a UK top 10 visitor attraction).

There has recently been significant investment in establishing a Composites Research Centre at Filton in support of the aerospace industry, and in the proposed **S-Park - the Science Park** at Emersons Green in South Gloucestershire on the East Fringe of Bristol. S-Park offers the potential to support the creation of some 6,000 jobs in innovative, science based industries.

Other potential areas for development include:

- Bristol City Centre including St Phillips (up to 19,900 new jobs)
- South Bristol including Knowle West (9,500 new jobs)
- Weston Regeneration Area (8,000 new jobs)
- Weston-super-Mare including gateway sites (6,000 new jobs)
- Bristol Port deep sea terminal (1,800 new jobs and 8,000 jobs protected)
- Bristol Airport improvements (900 new direct jobs and 3,400 new indirect jobs)

The growth and investment sectors highlighted above will rely heavily on the development of STEM related subject delivery, this can vary from numeracy skills through to modules of STEM related subjects for those unemployed individuals with skills at higher levels (3 and beyond).

Gloucestershire

The economy is very diverse and most people work in SMEs but there are some very large employers in the County including GCHQ, The NHS, Gloucestershire County Council, Spirax Sarco, Renishaw, Messier Dowty, Ecclesiastical Insurance and Endsleigh Insurance services.

Over the last 20 years the economy of Gloucestershire has developed well, with above average GVA and earnings. Only Swindon and the City of Bristol have out performed the County on these measures. The following sectors represent the best opportunity for growth and inward development:

- Advanced Engineering,
- Construction,
- Creative industries,
- Distribution,
- Environmental technologies,
- Finance and business services,
- Food supply,
- Information and Communications technology (ICT),
- Leisure and Tourism.

In 2007 there were 260,000 employees in the economy, 137,000 of them were in the key sectors.

Gloucester City Centre and docks area is currently being regenerated through the City Skills and Employment Plan (CESP) which has included the building of a new College Campus and Outlet mall. Further work is planned subject to central funds being made available.

The main economic, employment and skills forums in the County are led by Gloucestershire First which is a partnership of public and private organisations that oversee the Gloucestershire economic strategy. All Local Authorities are involved with strategic planning and operations through Gloucestershire First whilst also retaining small economic development teams. Jobcentre Plus work closely with Gloucestershire First at a strategic and operational level

Jobcentre Plus Districts – Wiltshire / Dorset / Somerset

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

Wiltshire and Swindon

The following sectors represent the largest employment and economically important sectors within this area.

- Public Administration
- Education and Health
- Banking, Finance and Insurance
- Manufacturing
- Transport & Distribution

When reviewing previous programme delivery, the following sectors were requested due to their significance to the local economy and the volume of vacancies.

- Retail
- Hospitality
- Security
- Facilities management
- Contact centre
- Construction
- Manufacturing (including food & drink)

Dorset, Bournemouth, and Poole

The following sectors represent the largest employment sectors in the county of Dorset, although there are variations across each local authority area:

- Public Administration,
- Education and Health;
- Distribution, Hotels And Restaurants (Hospitality)
- Banking, finance and insurance. (Financial Services)

Listed below are the large sectors which are significant to the sub-region in terms of employment and economic activity.

- Tourism
- Health and Care
- Retail
- Contact Centres
- Food and Drink

When reviewing previous programme delivery, the following sectors from the above list were requested

- Retail

- Hospitality
- Health & Care
- Security
- Facilities management

Somerset

The following sectors represent the largest employment sectors in the county of Somerset, although there are variations across each local authority area:

- Public Administration,
- Education And Health;
- Distribution, hotels and restaurant (Hospitality)

Listed below are the large sectors which are significant to the sub-region in terms of employment and economic activity.

- Tourism
- Health and Care
- Retail
- Food & Drink

When reviewing previous programme delivery, the following sectors were requested due to their significance to the local economy and the volume of vacancies.

- Retail
- Hospitality
- Health & Care
- Security
- Facilities management
- Construction

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

Wiltshire and Swindon

The following growth areas have been identified both through the Local Enterprise Partnership and previously the SW regional skills priority statement. These present future opportunities for inward development.

Wiltshire

- Advanced manufacturing
- Bioscience
- Creative Industries
- Environmental Technologies
- Food and Drink

- Financial and Business Services
- ICT
- Tourism

Swindon

- Digital Technology (especially wireless and semi-conductor)
- Advanced Engineering
- Environmental and Low Carbon Technologies
- Finance and Business Services

When looking at the potential growth sectors and indeed a number of the existing larger employment sectors it has been highlighted that there is a need to develop higher level skills. To enable this, investment is required to address issues related to the supply of individuals with STEM (Science, technology, engineering and maths) skills at all levels, particularly as a result of public sector re-organisation.

Forward Swindon - the economic development company for Swindon responsible for the delivery of economic growth in the borough, has recently issued a bulletin on the Union Square development. This proposal includes plans for a large garden square (Union Square); high quality office buildings; stylish new homes; retail, restaurant and leisure facilities; and a relocated bus station. This is one part of an overall plan for the regeneration of Swindon centre over the next 15 years. In addition more than 500 new jobs will be created with the development of a B+Q distribution centre on the outskirts of town. Built in an area known as Gazeley G-Park, the new centre will be fully operational by January 2012. Potential areas of development in Wiltshire are mainly within the retail and transport/distribution sectors with a new Asda store opening in Melksham creating 300+ jobs and a potential bakery and distribution centre 300.

Bournemouth, Dorset and Poole

The following growth areas have been identified both through the LEP and previously the SW regional skills priority statement.

- Advanced Manufacturing
- Creative Industries
- Green Knowledge Economy (inc. climate change, low-carbon, energy efficiency, marine and coastal conservation, sustainable rural development, transport management and urban design)

Schemes which will bring economic growth to the area include

- Regeneration of Poole (construction of the Twin Sails Bridge, redevelopment of Town Centre North and the former power station site and goods yard)
- Regeneration of Bournemouth which will bring new jobs across a number of key sites
- Investment in Weymouth and Portland to improve transportation infrastructure which will contribute to the legacy following the sailing events of the 2012 Olympic and Paralympic Games.

When looking at the potential growth sectors and indeed a number of the existing larger employment sectors it is highlighted that is a need to develop higher level skills is a necessity, to enable this, investment is required to address issues related to the supply of individuals with

STEM (Science, technology, engineering and maths) skills at all levels. To achieve this at a pre-employment level requirements specific focus upon numeracy skills, which will form the foundation for future progression.

Somerset

The following growth areas have been identified both through the LEP and previously the SW regional skills priority statement.

- Aerospace & Advanced engineering
- Creative Industries
- Energy & Environmental Technologies
- Low carbon (Nuclear is central to this sector)

The aerospace/advanced engineering industry already has a significant presence within Somerset and is concentrated around the Yeovil/South Somerset area and therefore has a firm foundation from which to grow, many organisations within this sector have identified that they wish to grow and increase the size of their workforce but lack the specialised skills necessary. This presents a significant opportunity but will require skills far beyond those expected at entry level.

There are 3 significant employment opportunities that are currently in progress and are at different stages of development all of which provide opportunities for skills and employment within a wide range of sectors and varying levels.

- Morrisons SW distribution centre, 1500 warehousing, management and support personnel, as well construction personnel.
- Building Schools for the Future, mainly within the arena of construction and facilities.
- Hinkley C power station, construction, retail, distribution, nuclear, hospitality and operations.

When looking at the potential growth sectors and indeed a number of the existing larger employment sectors it has been highlighted that there is a need to develop higher level skills. To enable this, investment is required to address issues related to the supply of individuals with STEM (Science, technology, engineering and maths) skills at all levels. To achieve this at a pre-employment level requires specific focus upon numeracy skills which will form the foundation for future progression, however, it should be noted given the opportunities of the 3 specific inward investment programmes highlighted above that thought should also given to retraining higher skilled unemployed individuals within STEM related subjects.

Jobcentre Plus District – Devon and Cornwall

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

Devon

The largest sectors in terms of employment for people in Devon are

- Public Administration,
- Education and Health;
- Distribution and Retail,
- Business and Financial Services.

Devon is a large county and consists of various sub areas which each have sectors which vary in levels of importance, below is a list of specific sector priorities in each sub area.

North Devon

- Hospitality
- Retail
- Land-based
- Food and Drink
- Care
- Facilities management

Exeter and Heart of Devon

- Construction and Building Services
- Professional and Business Services
- Transport and Logistics
- Retail
- Hospitality and Tourism
- Food and Drink
- Care

Torbay and South Devon

- Tourism & hospitality
- Retail
- Healthcare
- Advanced electronics
- Building and Construction

Plymouth

- Advanced Engineering
- Business Services
- Creative Industries
- Marine Industries
- Medical and Healthcare
- Tourism and Leisure

When reviewing previous programme delivery, the following sectors were requested due to their significance to the local economy and the volume of vacancies.

- Retail
- Hospitality
- Health & Care
- Manufacturing (including Food & Drink)
- Facilities management
- Construction
- Creative and Cultural
- Contact centre

Cornwall and Isles of Scilly

The largest sectors in terms of employment for people in Cornwall and the Isles of Scilly are:

- Public Administration;
- Education;
- Business and financial services;
- Digital
- Retail
- Land-based
- Food and Drink
- Construction and Building Services
- Hospitality and Tourism
- Health and Care
- Creative Industries
- Marine Industries
- Medical and Healthcare
- Environment, Low Carbon, Renewable Energy

When reviewing previous programme delivery, the following sectors were requested due to their significance to the local economy and the volume of vacancies.

- Retail
- Hospitality/Tourism
- Health & Care
- Manufacturing (including Food & Drink)
- Facilities management
- Construction

- Creative and Cultural
- Marine

Note: Skills provision for the unemployed is delivered through Cornwall Works Skills.

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

Devon

Sectors seen as being key for future growth and where inward investment is likely to be concentrated are highlighted below.

North Devon

- Marine and leisure
- Renewable energy
- Advanced manufacturing

Exeter and Heart of Devon

- Advanced Engineering
- Bioscience and Health
- Low Carbon and Environmental Goods and Services
- Creative Industries

Torbay and South Devon

- Creative industries
- Business services
- Low carbon economy

Plymouth

All inward investment is recognised as important but continued focus on attracting high value investment, particularly in priority sectors is especially significant:

- Advanced Engineering
- Business Services
- Creative Industries
- Marine Industries
- Medical and Healthcare
- Tourism and Leisure

Current Inward investment opportunities include:

- Atlantic Array Wind Farm off the North Devon coast.
- Wave Hub and Primare as part of the Marine technology development.
- Cranbrook, a housing and business development outside of Exeter.

Cornwall and Isles of Scilly

Sectors seen as being key for future growth and where inward investment is likely to be concentrated are highlighted below.

- Advanced Engineering
- Bioscience and Health
- Low Carbon and Environmental Goods and Services
- Creative Industries
- Digital
- Marine

Current Inward investment opportunities include:

- Wave Hub and Primare as part of the Marine technology development
- Next Generation Broadband will require digital skills, including computing and programming and could transform the business base

Eco-communities will create up to 5,000 new jobs in mid-Cornwall, both in the build phase and the ongoing development of the business base.

The following paragraphs apply across the region

Within all sectors there is an identified need to support the development of employability skills and given that through re-organisation there may well be unemployed individuals who have skills ranging from entry through to advanced skills, this provides an opportunity for training not only at entry level but also skills levels at 3 and beyond.

It should be noted that over the coming years that a number of the public sector organisations will be looking to re-organise which may have an impact in terms potential employment opportunities within the sectors of public administration and health.

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