

UK REGIONAL LABOUR MARKET OUTLOOK

Evaluating 2021 and
Anticipating 2022





CONTENTS

3	Foreword	32	The most populous areas in each region
4	The UK and its 12 regions	34	Barnet
6	The UK	36	Southampton
8	London	38	Bristol
10	South East	40	Norwich
12	South West	42	Leicester
14	East of England	44	Birmingham
16	East Midlands	46	Sheffield
18	West Midlands	48	Newcastle
20	Yorkshire and The Humber	50	Liverpool
22	North East	52	Glasgow
24	North West	54	Cardiff
26	Scotland	56	Belfast
28	Wales	58	Methodology and Terms
30	Northern Ireland	59	Emsi Burning Glass Data



FOREWORD



What a difference a year makes. In my Foreword to last year's report, I began by talking about the effects of the "most dramatic curtailment of economic activity on record", with predictions of the deepest recession in over 300 years from Rishi Sunak, and expectations of unemployment rising to levels not seen for decades from the Office for Budgetary Responsibility. Yet what we actually saw in 2021 was very different from what many anticipated.

As you can see from the chart, after a steep increase in 2020, both unemployment and redundancies fell almost as quickly as they had risen, such that they were only just above pre-Covid levels by Quarter 3. As for job vacancies, not only did they pick up again after a huge dip in the first Lockdown, but they actually topped one million in August 2021 for the first time since records began. To cut a long story short: a year that started out with a very loose labour market ended with an incredibly tight one, with employers finding it really hard to get the talent they need.

But what about the situation at the regional level? This report sets out to shed some light on this question. On pages 4-31 we look at the UK and its 12 Government Office Regions, using a number of metrics including employment and demographics, job numbers over the past decade, employer demand, niche industries and occupations, and the fastest growing job titles and skills. Then from pages 32 to 57, these same insights are presented for the most populous cities or towns in each of these regions. In addition to this, we have also produced a series of free reports for Local Authority and LEP areas, which you can request at:

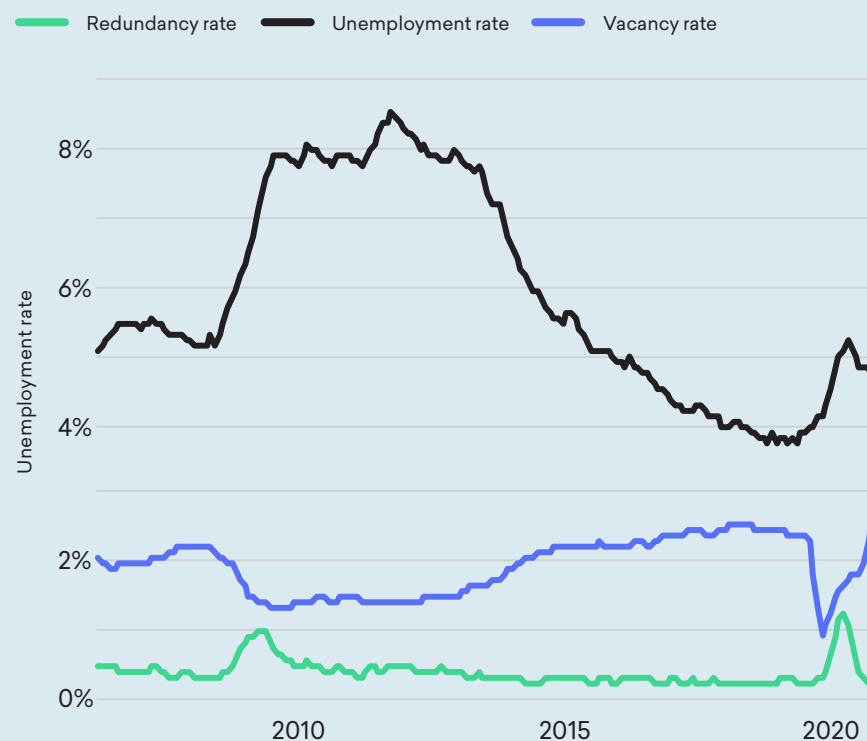
www.emsidata.co.uk/uk-regional-outlook-2022

With the scale of the recovery taking most of us by surprise, it would be a fools errand to predict what might lie ahead in the next 12 months. However, we hope this report, together with the report for your local area, will help you understand how things have been playing out over the last year, and give you some clues as to where they might be headed in 2022.

Andy Durman

Executive Vice President, Global Business Unit

Redundancies, unemployment and vacancies (January 2006 to August 2021)



Data: Emsi Burning Glass analysis of ONS employment, unemployment and vacancies



THE UK AND ITS 12 REGIONS

In this section, we take a look at data for the UK and its 12 Government Office Regions. Each region has two pages, with the first including details on population, earnings, employment, long-term job trends, and employer demand, whilst the second includes a number of insights about the area's most important industries and occupations, as well as its most in-demand job titles and skills.

Regional facts

At the top of the first page for each area, we have included a number of data points describing population, earnings and employment. Beginning with population, there are currently 67.1 million people in the UK, of which 19.0% are under 16, 18.6% are over 65, and 62.4% are working age (16-64). Across the 12 regions, Northern Ireland has the highest proportion of under-16s (20.9%), and as we would expect – given the popularity of Cornwall, Devon and Dorset as retirement destinations – the South West has the highest proportion of over-65s at 22.4%. As for people of working age, London has by far the highest proportion (67.2%), well above the next highest area, which is Scotland at 63.9%.

The median annual wage for the UK as a whole is £28,092, with London being by far the highest paying area (£36,964 per annum), and the North East paying the lowest (£24,741).

In terms of employment, latest figures show that in the UK as a whole, 74.3% of the working age population are in employment whilst 5.1% are unemployed. Across the regions, the South East has the largest proportion of its working age population in employment (77.4%), whilst the North East has the highest unemployment (6.8%).

Long-term job trends

Job numbers grew significantly between 2011-2020, with 3.57 million jobs added across the UK, representing growth of 12.5%. This increase was seen across all 12 Government Office Regions, with the highest increases being in London, which saw job growth of 22.1%, followed by Northern Ireland (17.9%), and East of England (14.9%). Although nine of the regions experienced double-digit job growth, Wales (8.5%), North East (5.6%), and Scotland (5.3%) had a more moderate increase.

Employer demand

Our Job Posting Analytics (JPA) harvests employer hiring from across tens of thousands of job boards throughout the country, and although this does not represent actual jobs, it gives us a good sense of employer demand. In the charts at the bottom of the first pages for each area, we have included job postings for both 2020 and 2021, as this helps us to see both how far employer demand fell during the Lockdowns, and the extent of the recovery throughout 2021.

Without exception, all 12 Government Office Regions experienced a significant drop in employer demand during the first Lockdown, with job postings down across the UK by 50.2% by May 2020 compared to the beginning of that year. Employer demand then began to recover throughout the rest of 2020, but it wasn't really until the end of the third Lockdown that we began to see most areas return to pre-Covid levels. What happened since has been really quite remarkable. From the end of Q2 and throughout most of the rest of the year, demand skyrocketed in most parts of the country, such that by the end of 2021 UK-wide postings were 34% higher than in January 2020.

Some areas are particularly noteworthy. For instance, Wales saw job postings rise by 95.6% during the two year period, with the North East (72.7%), East Midlands (68.1%), and Northern Ireland (52%) also seeing growth of over 50%. The other area of particular interest is London. Whereas every other area has seen double-digit growth over the whole period, London has not yet returned to pre-Covid levels, with postings still 0.6% down on January 2020, which is likely due to factors such as fewer people commuting into the capital, and tourist numbers well below their usual levels.

Although this growth has been phenomenal, not to mention very surprising given the situation we were in a year ago, it does seem to be slowing in a number of regions with Wales, Northern Ireland and Scotland in particular all seeing less employer demand at the end of Q4 of 2021 than they did at the end of Q3.

Industries and occupations

For each region, we have identified the Top 10 industries and occupations which give that area a comparative advantage over other locations, using the Location Quotient (LQ) metric (see page 58 for details of how this is calculated). This metric cannot be used for the country as a whole, as it is a specifically localised figure benchmarked to the nation, and therefore for the UK only we have identified its Top 10 industries and occupations purely in terms of total job numbers. Please also note that all industries are at the 2-digit Standard Industry Classification (SIC) level, and all occupations are at the 3-digit Standard Occupation (SOC) level.

The top three industries across the UK are Retail trade, Education, and Human health activities, each of which employs over two million jobs (2.9 million, 2.7 million, and 2.4 million respectively). Many of the jobs these industries employ are seen in the Top 10 occupations, such as Sales Assistants and Retail Cashiers (1.6 million jobs), Caring Personal Services (1.4 million), and Teaching and Educational Professionals (1.3 million).

As for the regions, we can see that some areas have industries that are not only niche to that area, but also employ significant numbers of people, and are therefore extremely important to those economies. For example, Scotland has three industries with an LQ of over five, and which also support thousands of jobs: Mining support service activities (10.4 LQ; 14,640 jobs); Extraction of crude petroleum and natural gas (9.1 LQ; 9,520 jobs); and Fishing and aquaculture (7.9 LQ; 7,480 jobs). As for occupations, Northern Ireland is clearly very reliant on agriculture with Agricultural and Related Trades having an LQ of 8.8 and employing almost 100,000 jobs.

Job titles and hard skills

For the Top 10 job titles and hard skills, we have measured growth year-on-year using job postings from 2020-2021 (see page 58 for more details). One of the things the data shows is that certain jobs and skills have grown significantly throughout the country. For instance, Chefs appears in the Top 10 job titles in nine regions, whilst Driving Instructors and Veterinary Surgeons appear in seven. As for skills, Restaurant Operation is in the Top 10 of all but one region, whilst Sustainability appears in eight.

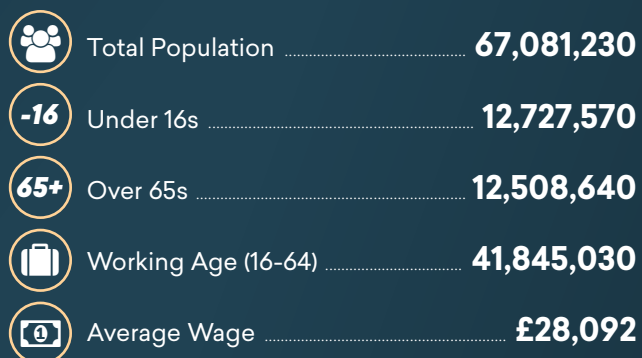
But it is where we see job titles and skills appearing in just one or two regions that the data becomes really interesting, for there we can begin to see some of the specific drivers of demand in each locality. For instance, demand for Product Designers has risen by 88% in London, whilst Biotechnology has grown by 187% in the South East, and Digital Marketing by 142% in Scotland.

SUMMARY

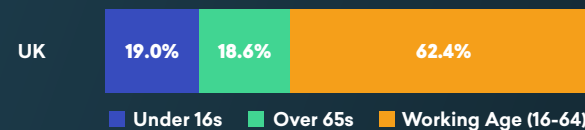
- 1 Between 2011-2020, job numbers grew across the United Kingdom by 3.57 million – an increase of just over 12.5%.
- 2 The median wage across the UK is £28,092, with London being the highest (£36,964), and the North East the lowest (£24,741).
- 3 Northern Ireland has the highest proportion of under-16s (20.9%), whilst the South West has the highest proportion of over-65s (22.4%).
- 4 The proportion of working age people in employment or unemployed in the UK is 74.3% and 5.1% respectively.
- 5 The South East has the highest proportion of working age people in employment (77.4%), whilst Northern Ireland has the lowest (70.2%).
- 6 The North East has the highest proportion of unemployed working age people (6.8%), and Northern Ireland has the lowest (3.6%).
- 7 Over the last two years, the biggest increase in employer demand was in Wales, where online job postings have risen by 95.6%.
- 8 London saw the lowest growth in employer demand in 2020-2021, with online job postings falling by 0.6%.
- 9 The Top 10 fastest growing job titles in the UK in 2021 include Chefs (139% growth), Driving Instructors (133%), and Gas Engineers (127%).
- 10 The Top 10 fastest growing skills in the UK in 2021 include Oil and Gas (189% growth), Content Creation (122%), and Power BI (121%).

UNITED KINGDOM

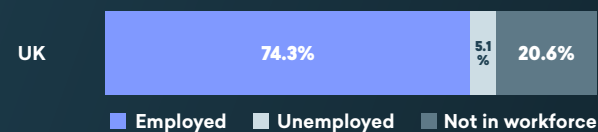
REGIONAL FACTS



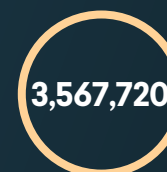
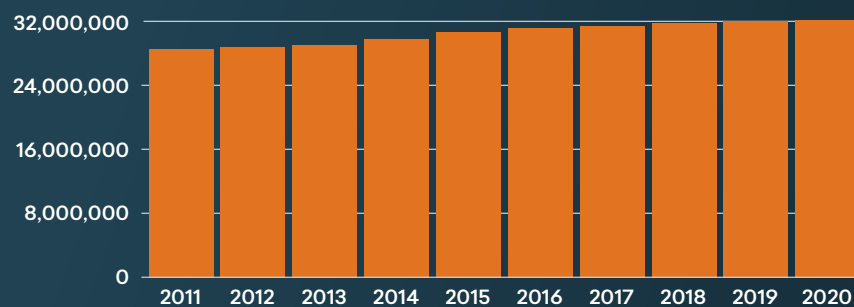
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

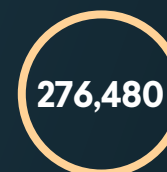
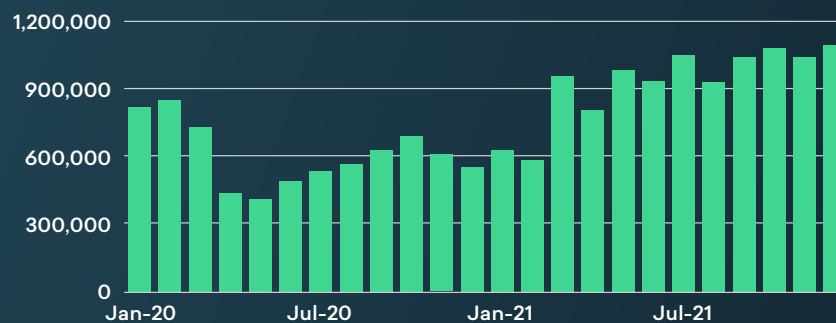


Job Change



Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

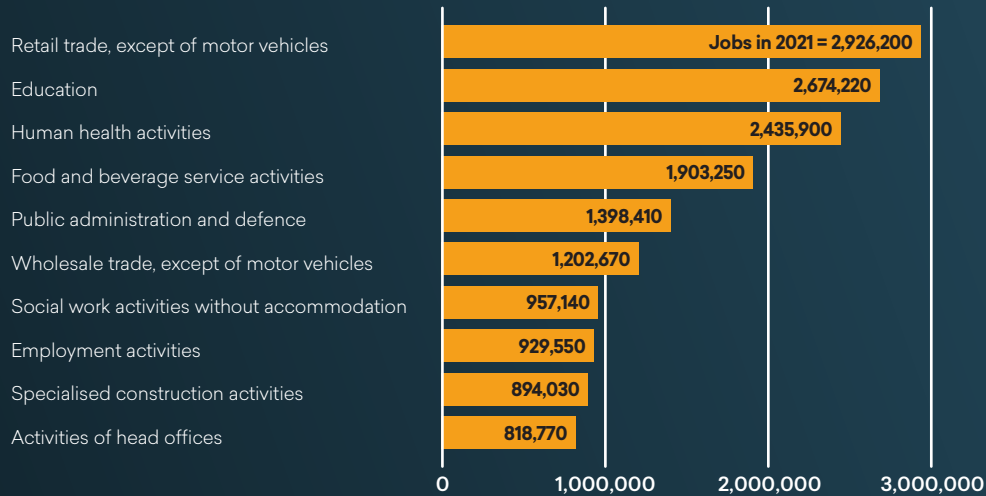


Job Postings Change

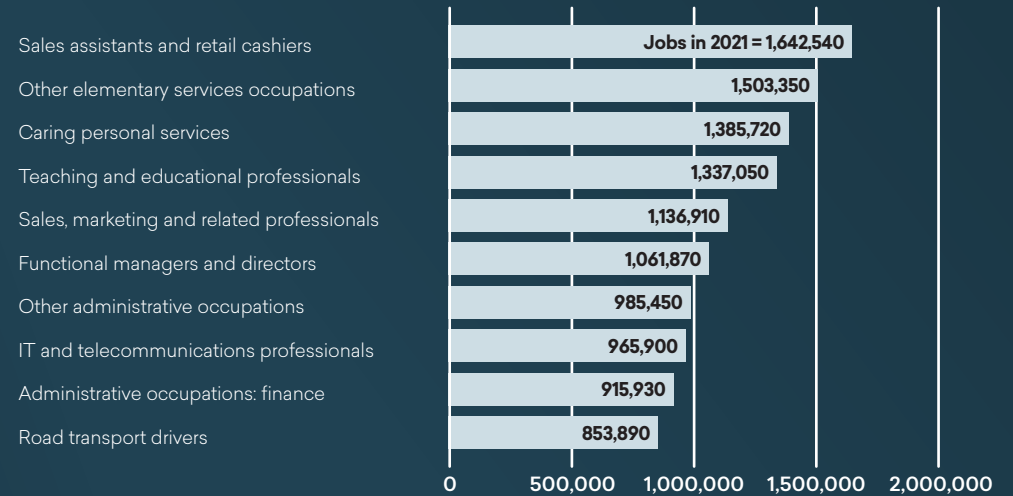


Percentage Change

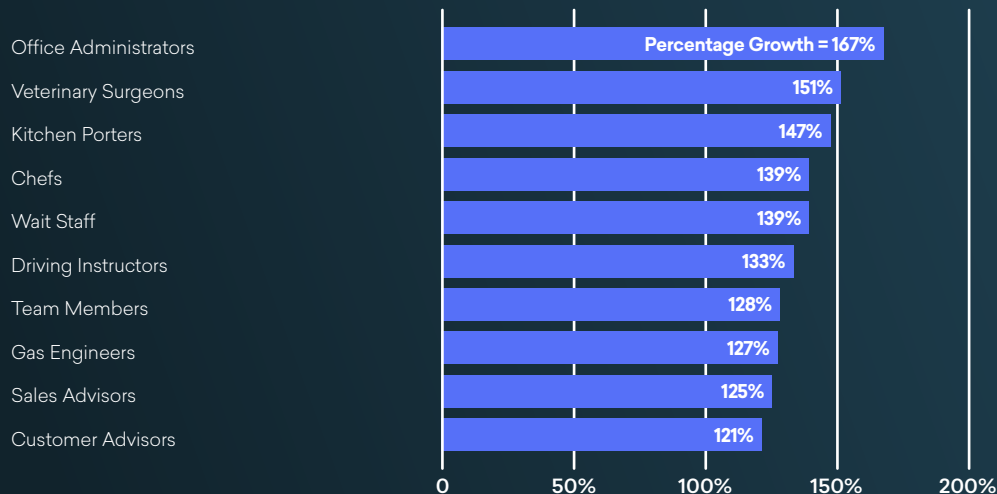
TOP 10 MOST CONCENTRATED INDUSTRIES



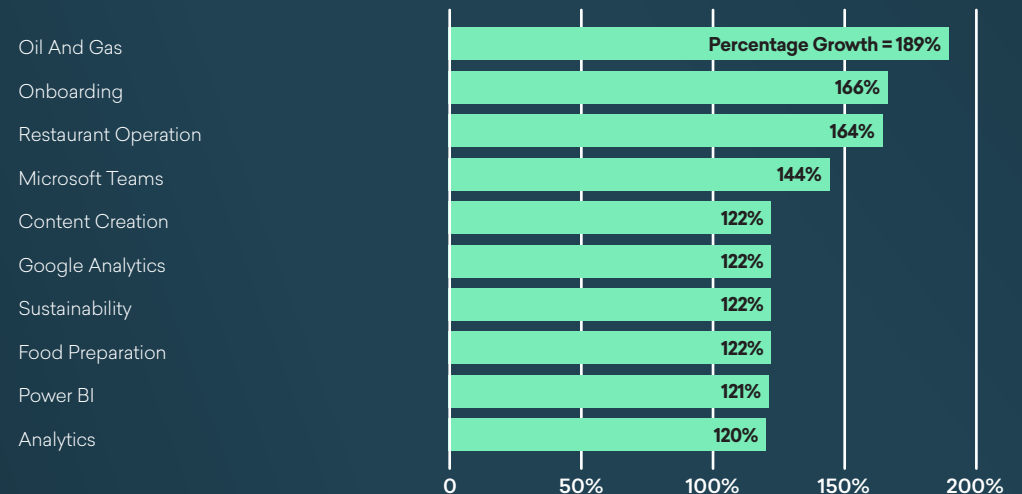
TOP 10 MOST CONCENTRATED OCCUPATIONS



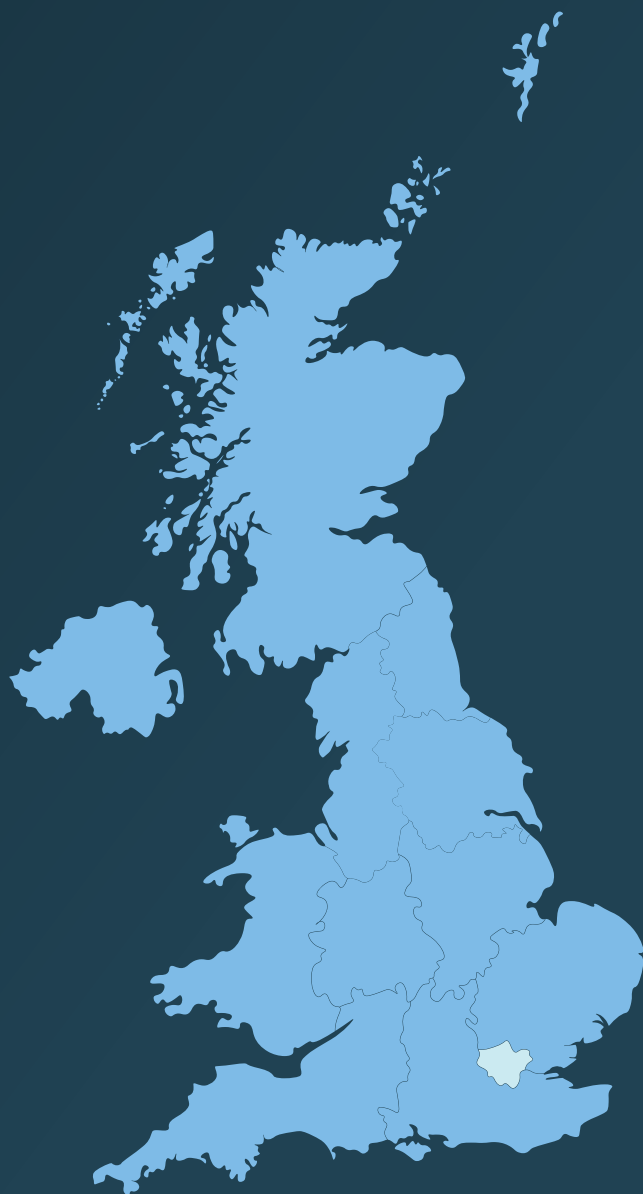
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



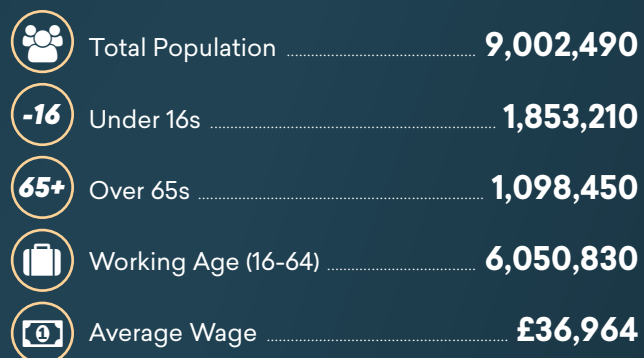
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



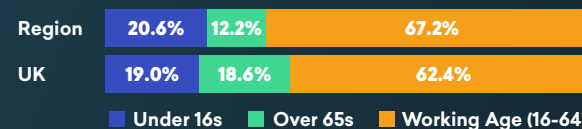
LONDON



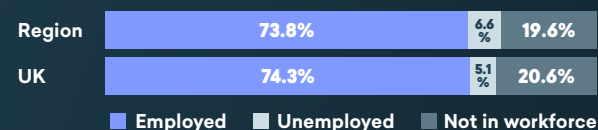
REGIONAL FACTS



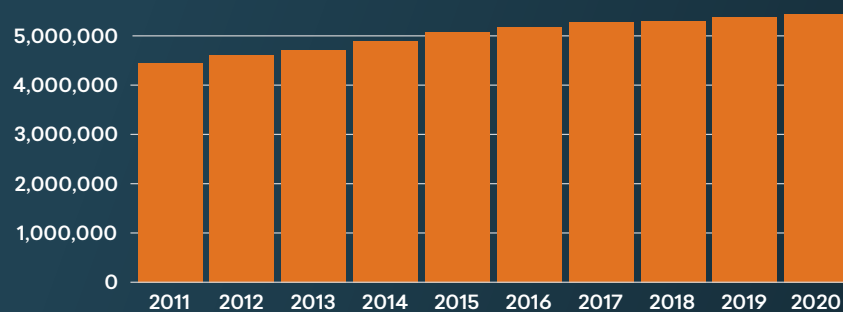
Age Demographic



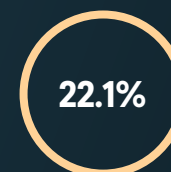
Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

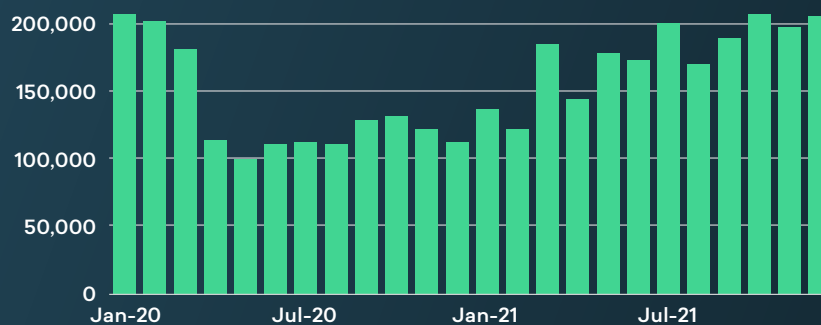


Job Change



Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

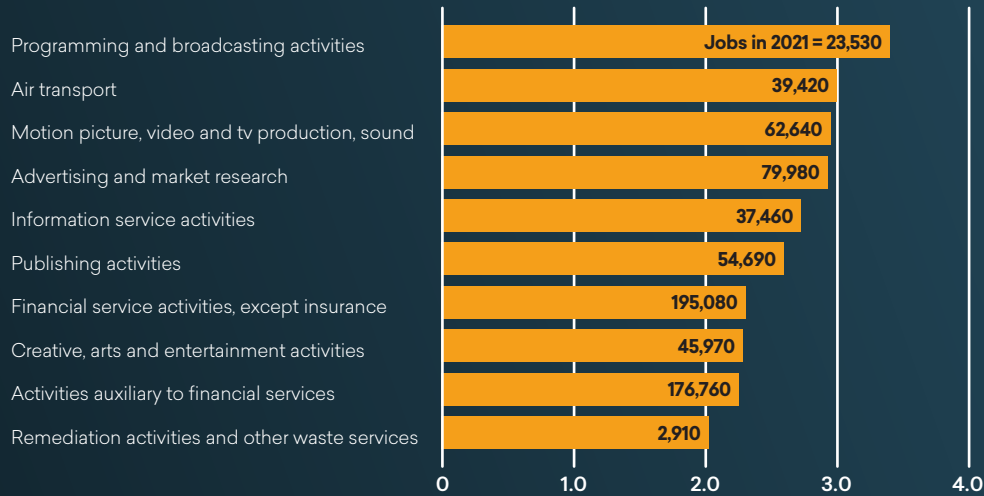


Job Postings Change



Percentage Change

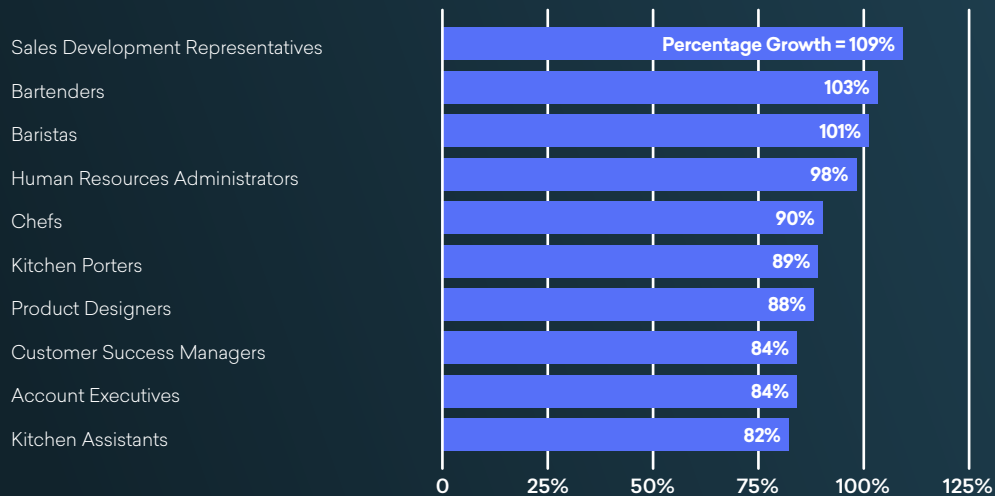
TOP 10 MOST CONCENTRATED INDUSTRIES



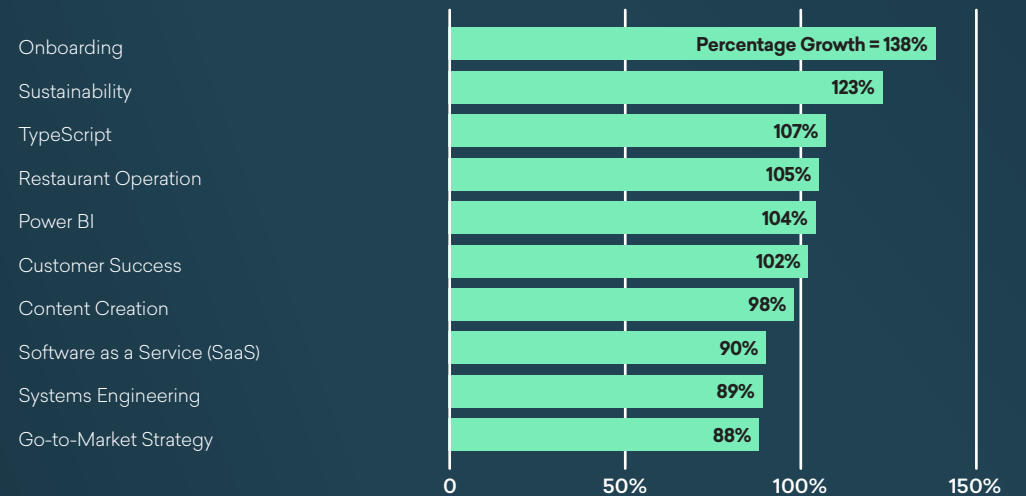
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



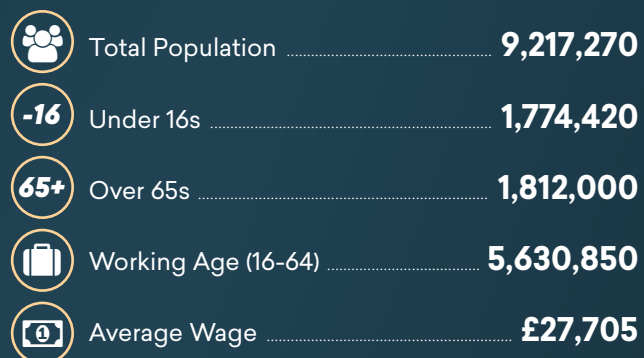
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



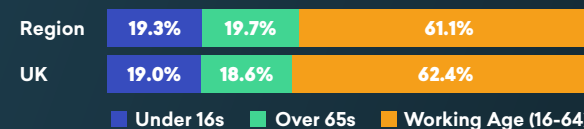
SOUTH EAST



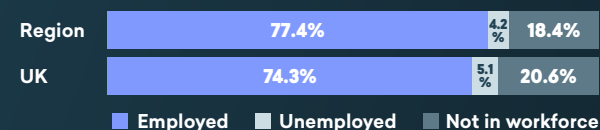
REGIONAL FACTS



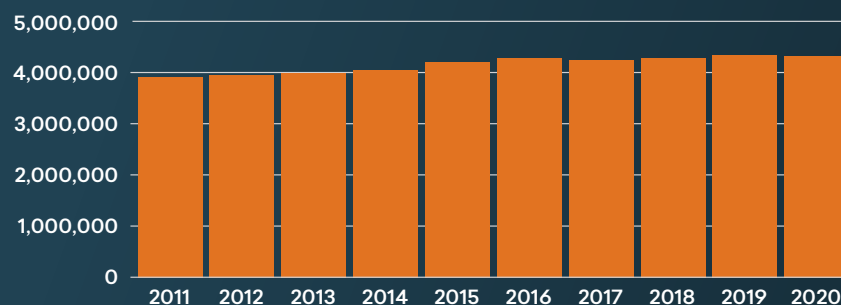
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

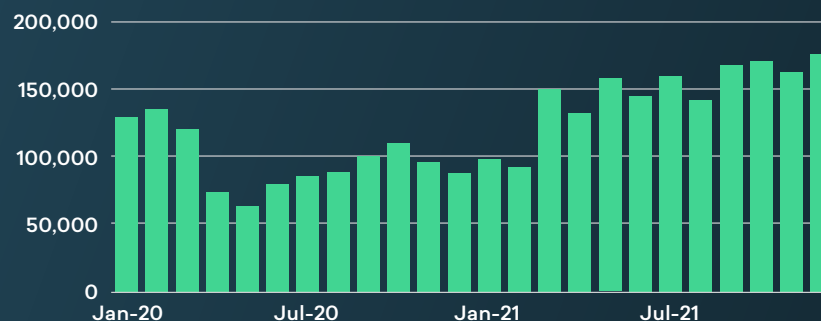


Job Change

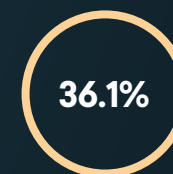


Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

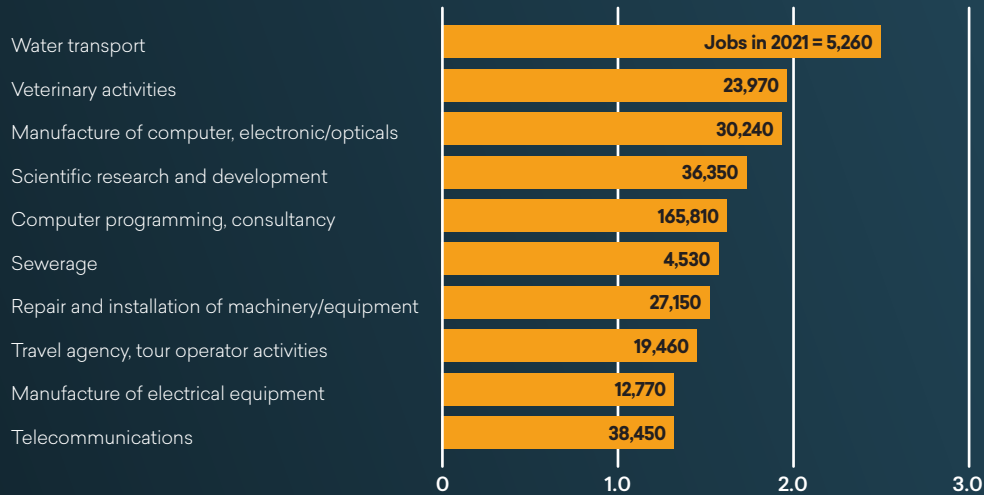


Job Postings Change



Percentage Change

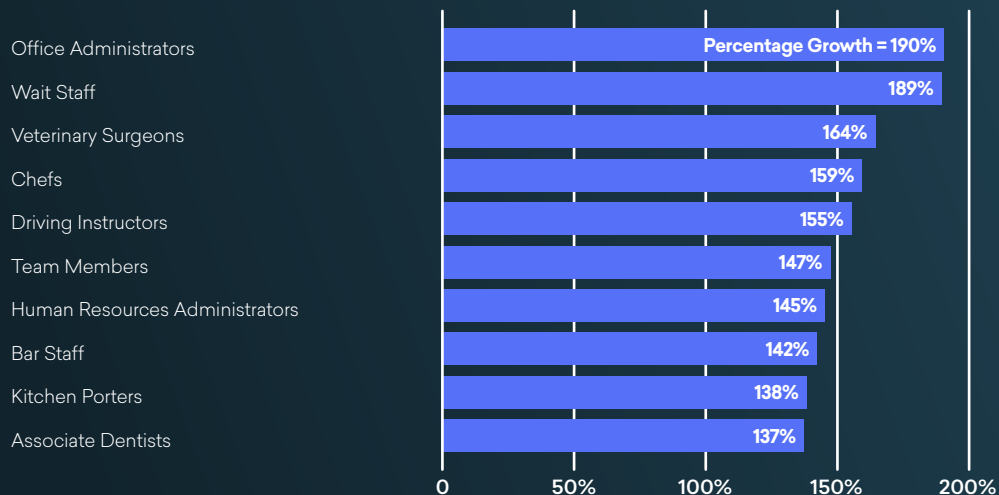
TOP 10 MOST CONCENTRATED INDUSTRIES



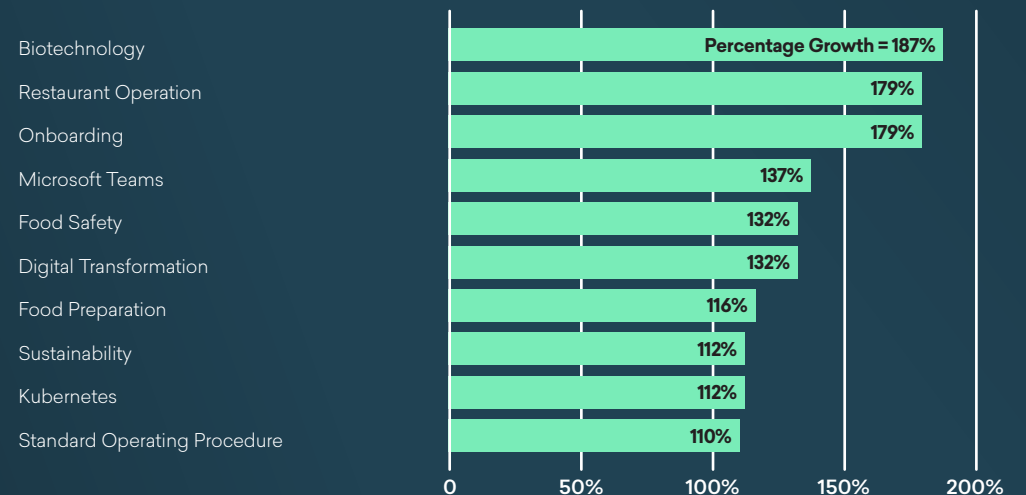
TOP 10 MOST CONCENTRATED OCCUPATIONS



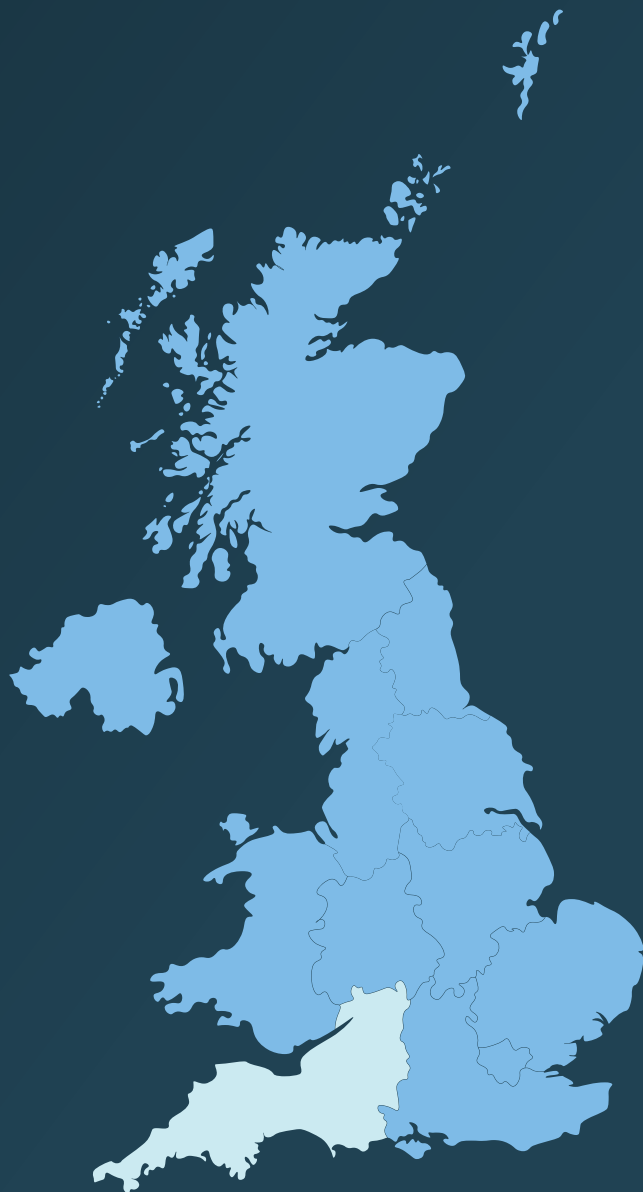
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



SOUTH WEST



REGIONAL FACTS

	Total Population	5,659,140
	Under 16s	994,230
	Over 65s	1,270,300
	Working Age (16-64)	3,394,610
	Average Wage	£25,162

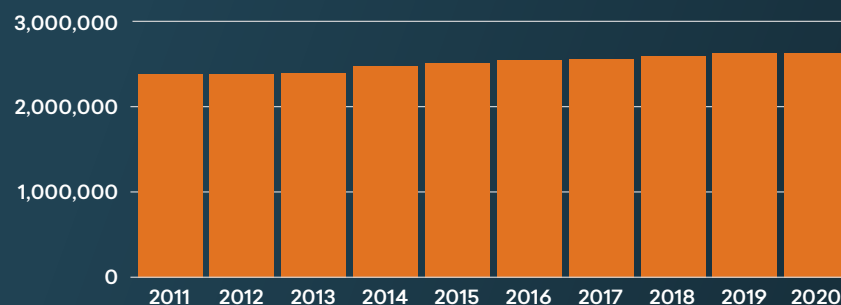
Age Demographic

Region	Under 16s	Over 65s	Working Age (16-64)
Region	17.6%	22.4%	60.0%
UK	19.0%	18.6%	62.4%

Employment & Unemployment (Working Age)

Region	Employed	Unemployed	Not in workforce
Region	76.8%	3.9%	19.3%
UK	74.3%	5.1%	20.6%

CHANGE IN JOB NUMBERS 2011-2020

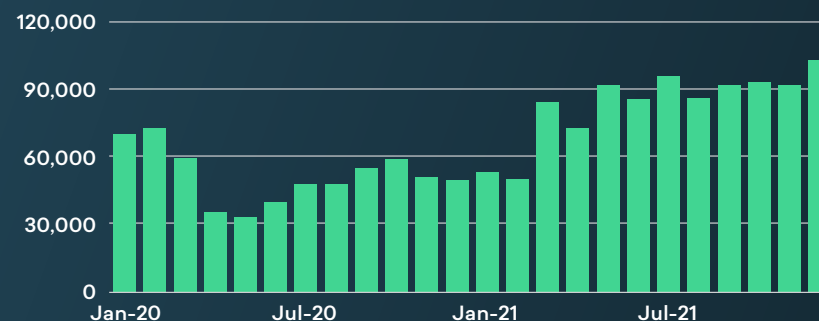


Job Change

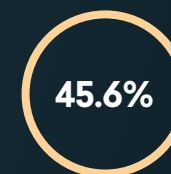


Percentage Change

CHANGE IN JOB POSTINGS 2020-2021



Job Postings Change



Percentage Change

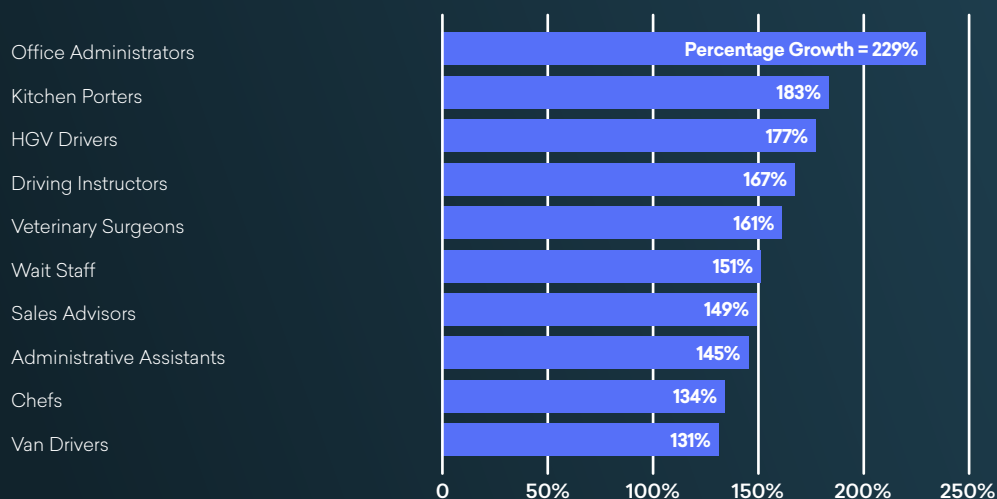
TOP 10 MOST CONCENTRATED INDUSTRIES



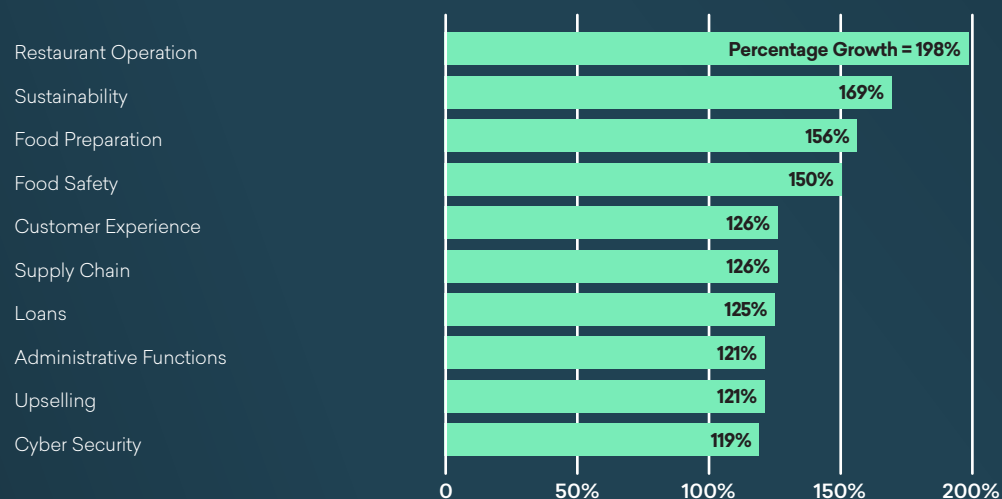
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



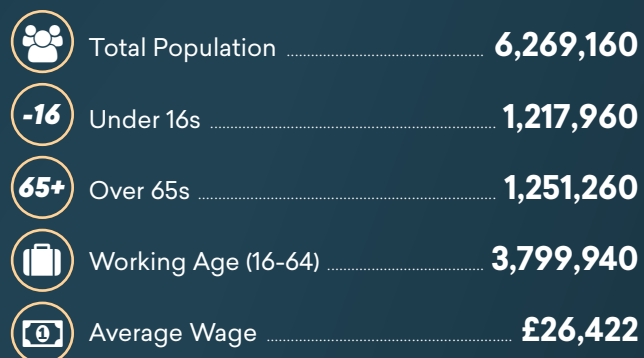
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



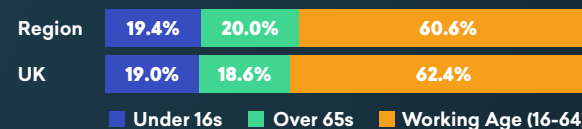
EAST OF ENGLAND



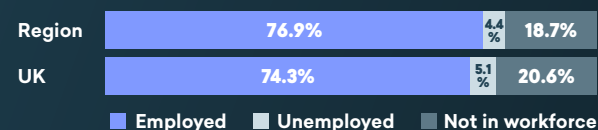
REGIONAL FACTS



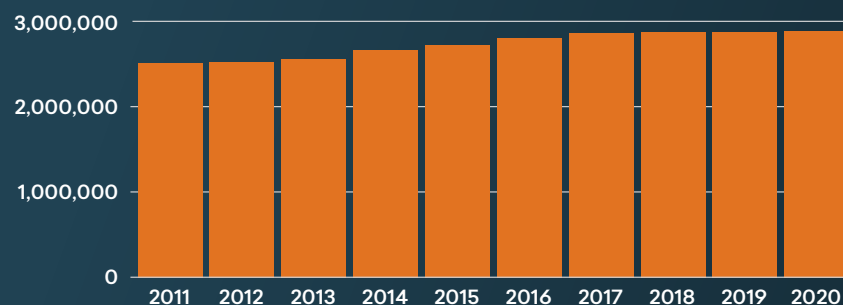
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

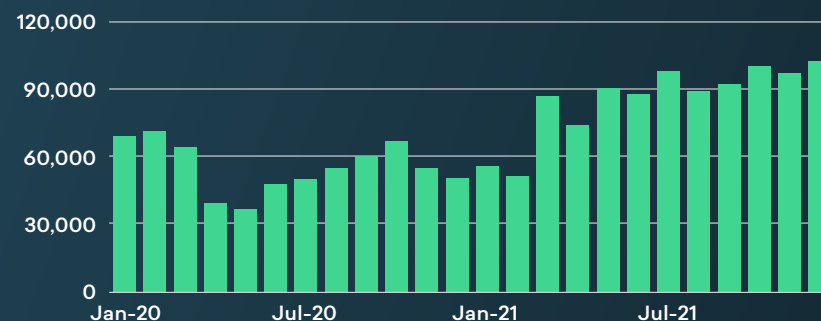


Job Change

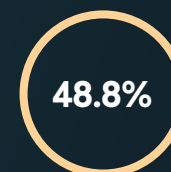


Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

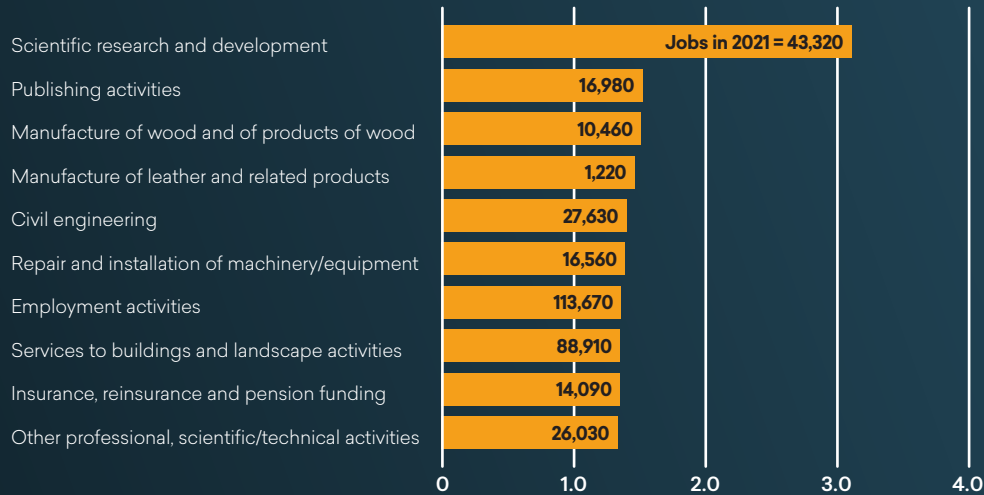


Job Postings Change



Percentage Change

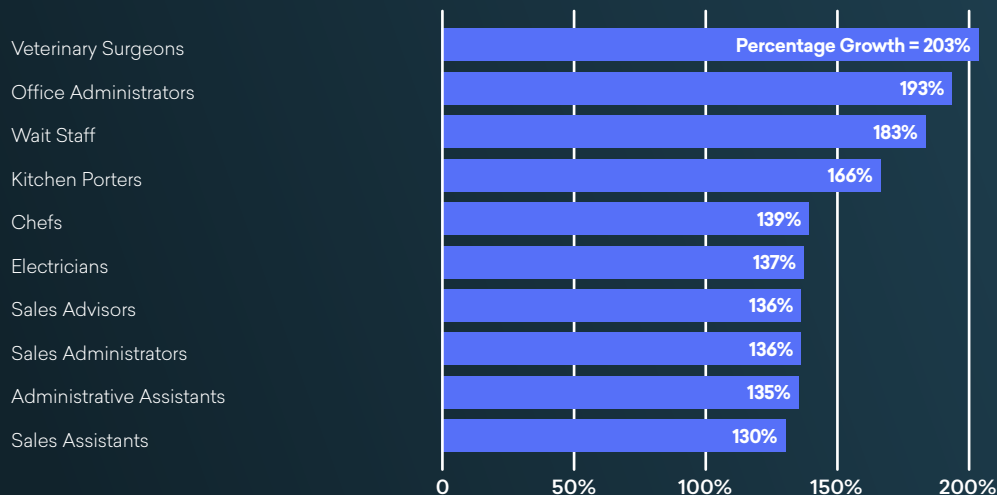
TOP 10 MOST CONCENTRATED INDUSTRIES



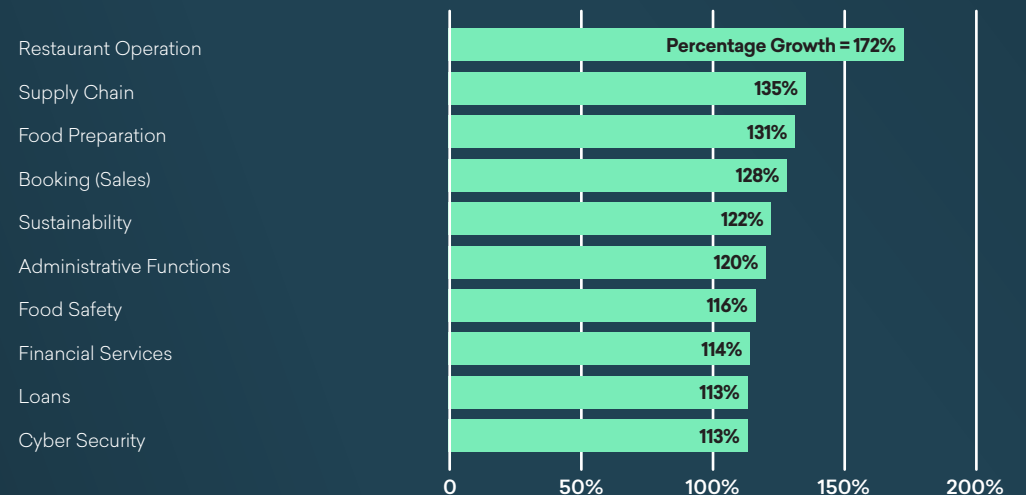
TOP 10 MOST CONCENTRATED OCCUPATIONS



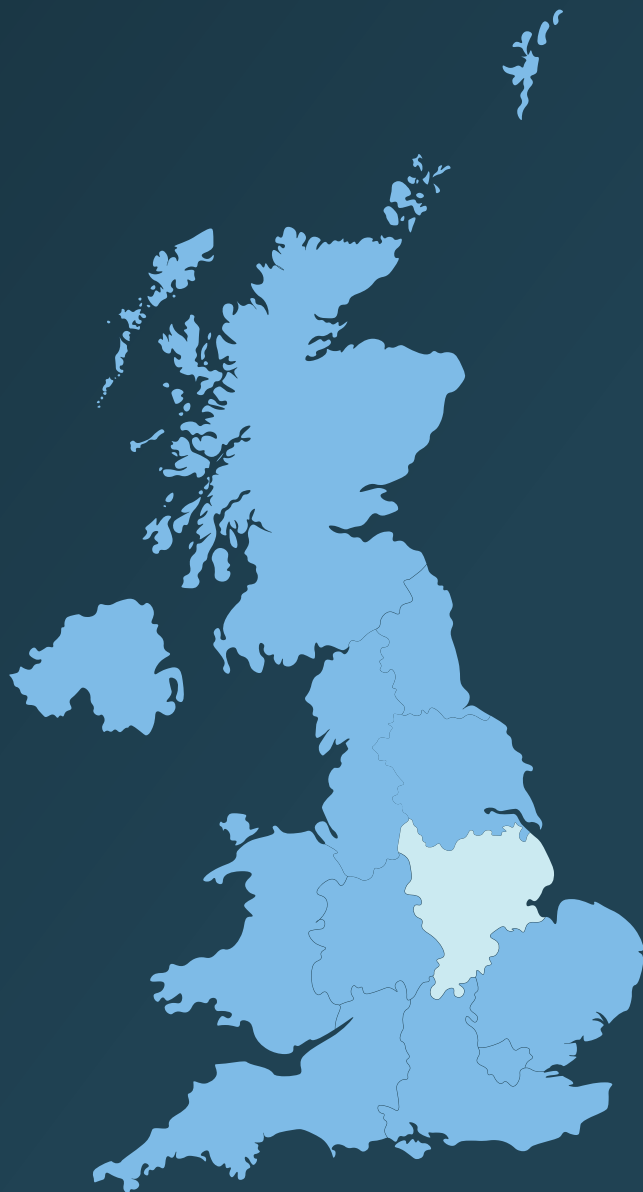
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



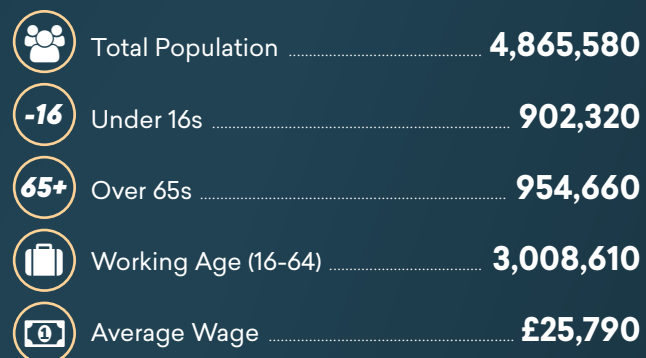
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



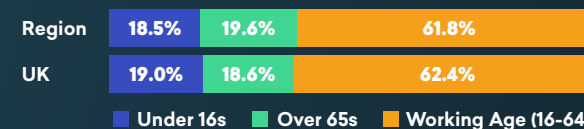
EAST MIDLANDS



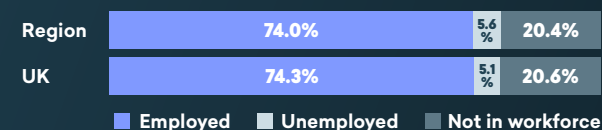
REGIONAL FACTS



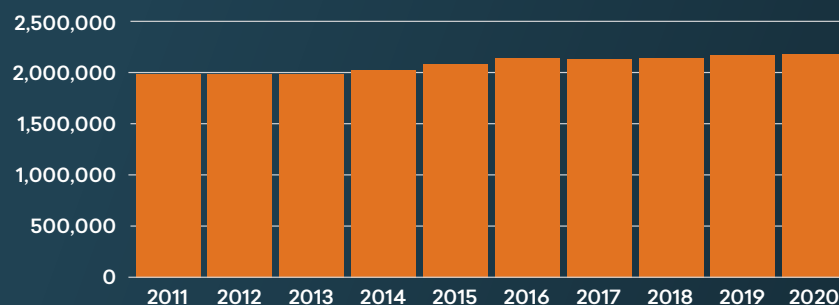
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

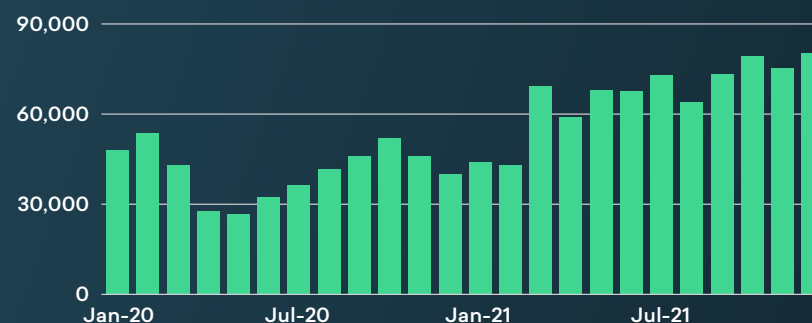


Job Change

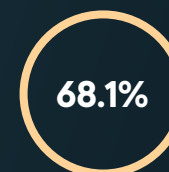


Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

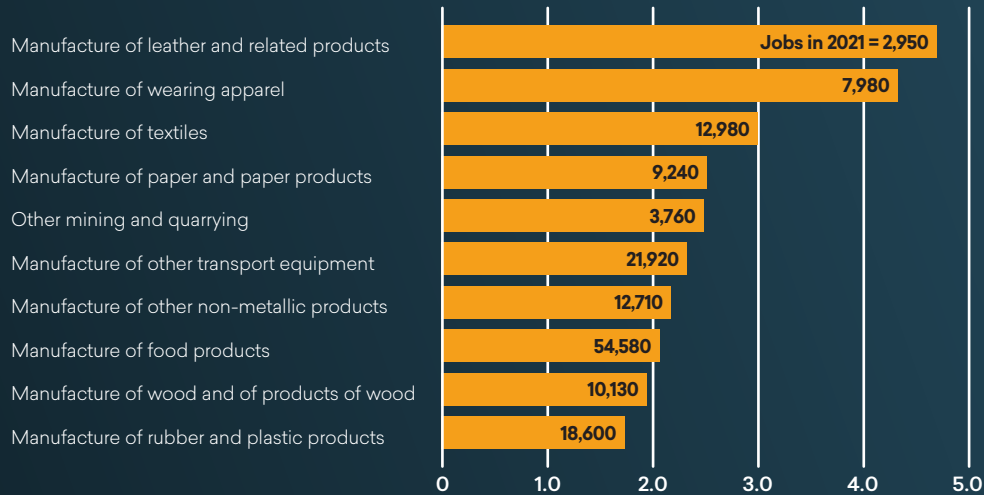


Job Postings Change



Percentage Change

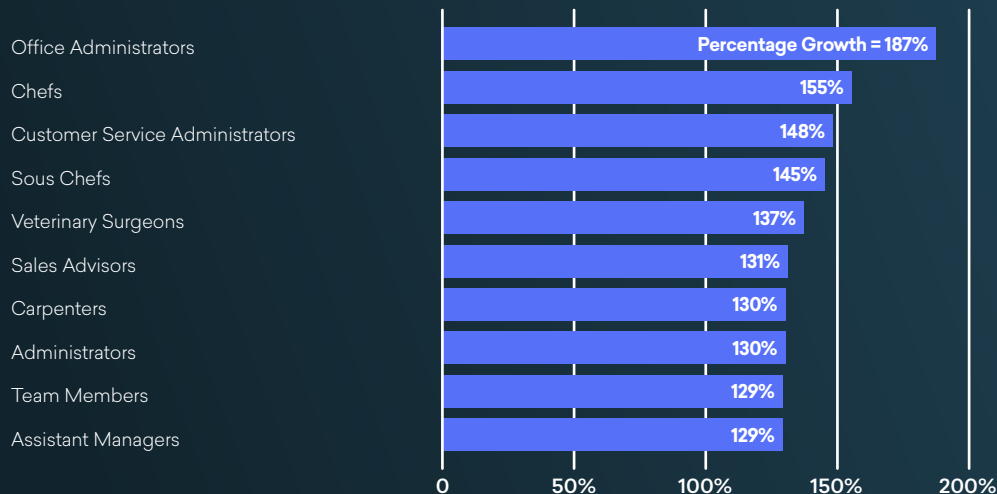
TOP 10 MOST CONCENTRATED INDUSTRIES



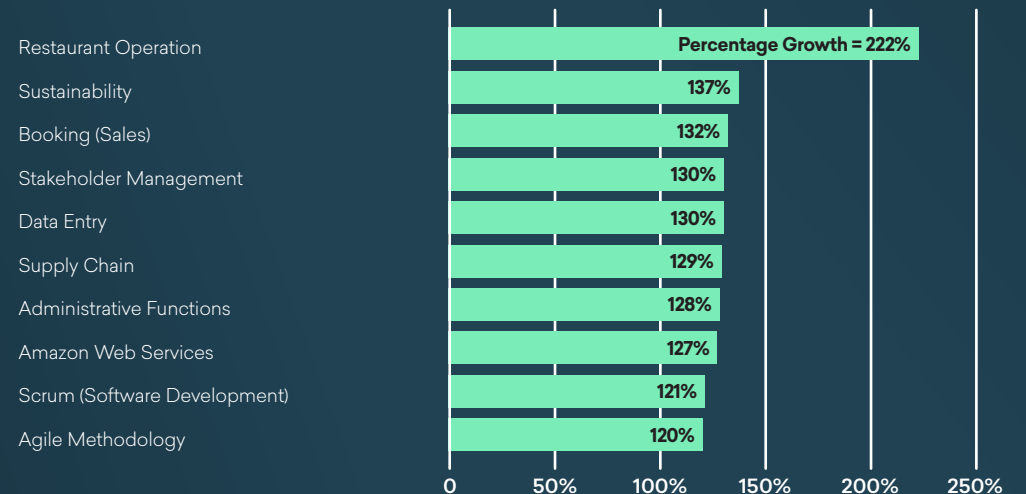
TOP 10 MOST CONCENTRATED OCCUPATIONS



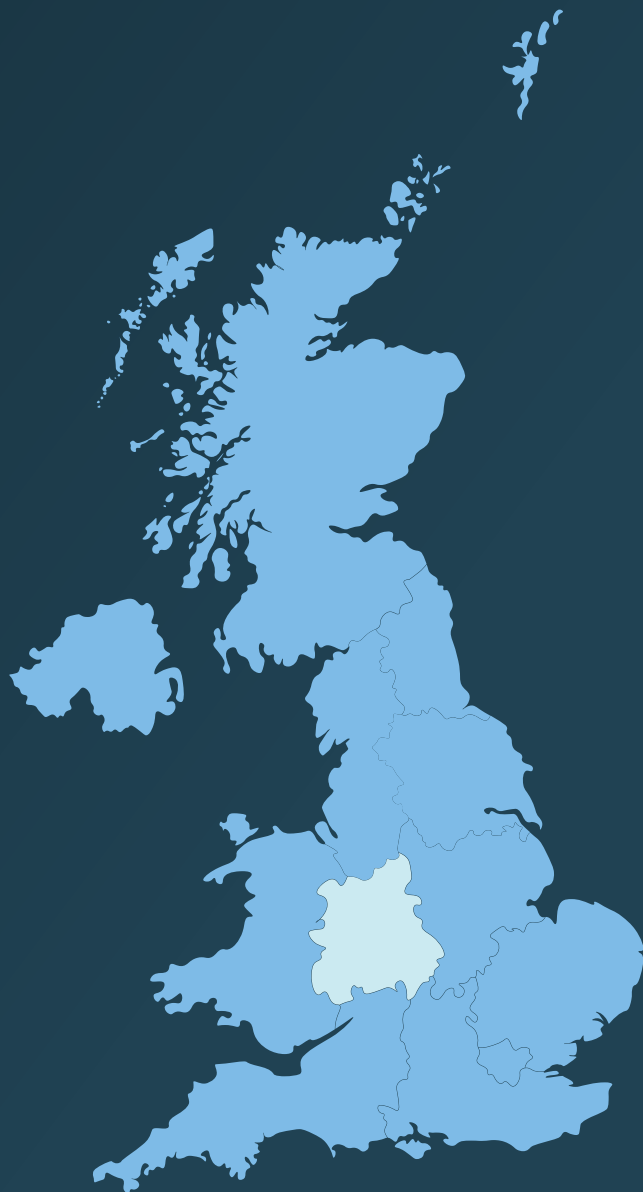
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



WEST MIDLANDS



REGIONAL FACTS

	Total Population	5,961,930
	Under 16s	1,170,590
	Over 65s	1,113,000
	Working Age (16-64)	3,678,340
	Average Wage	£26,120

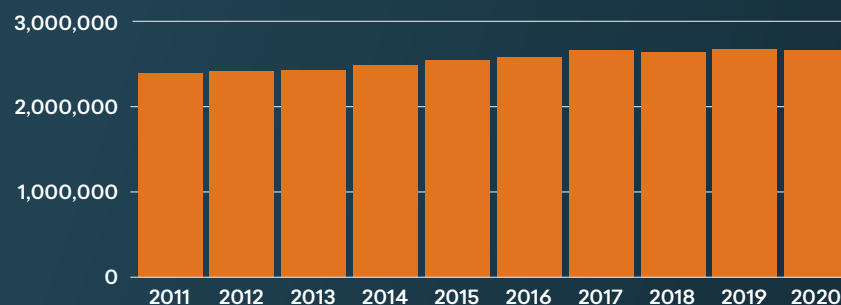
Age Demographic

Region	Under 16s	Over 65s	Working Age (16-64)
West Midlands	19.6%	18.7%	61.7%
UK	19.0%	18.6%	62.4%

Employment & Unemployment (Working Age)

Region	Employed	Unemployed	Not in workforce
West Midlands	73.5%	5.6%	20.9%
UK	74.3%	5.1%	20.6%

CHANGE IN JOB NUMBERS 2011-2020

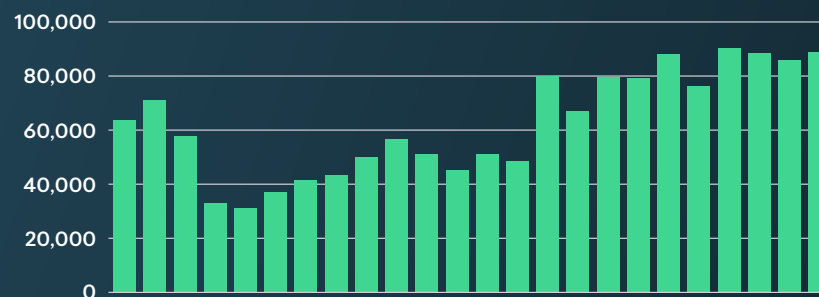


Job Change

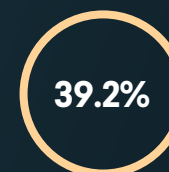


Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

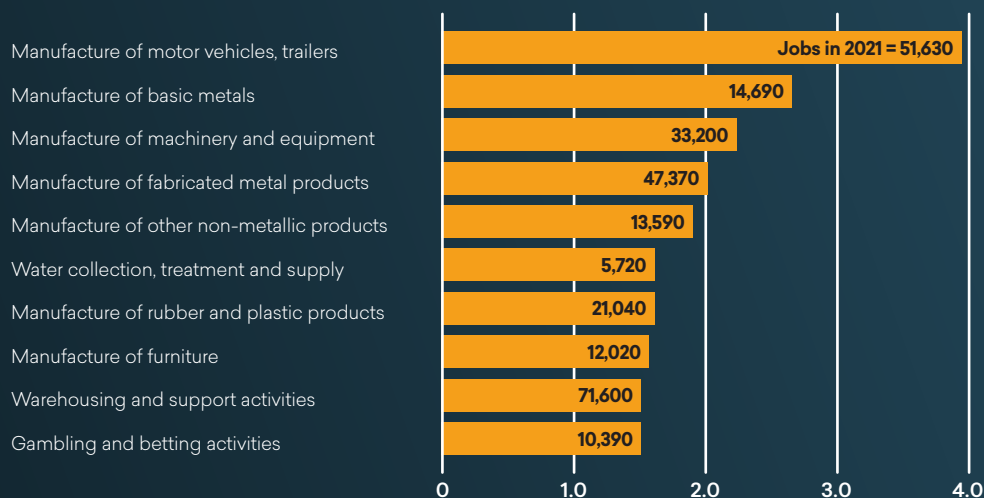


Job Postings Change



Percentage Change

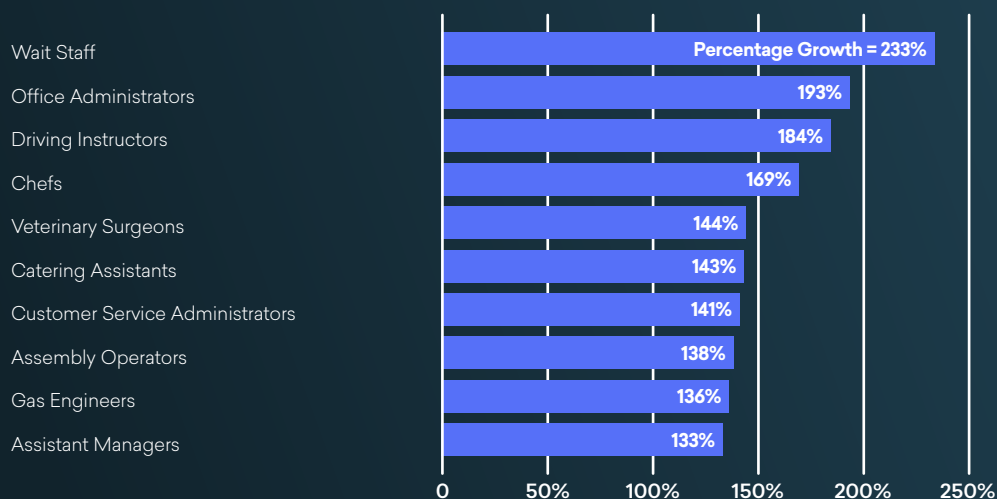
TOP 10 MOST CONCENTRATED INDUSTRIES



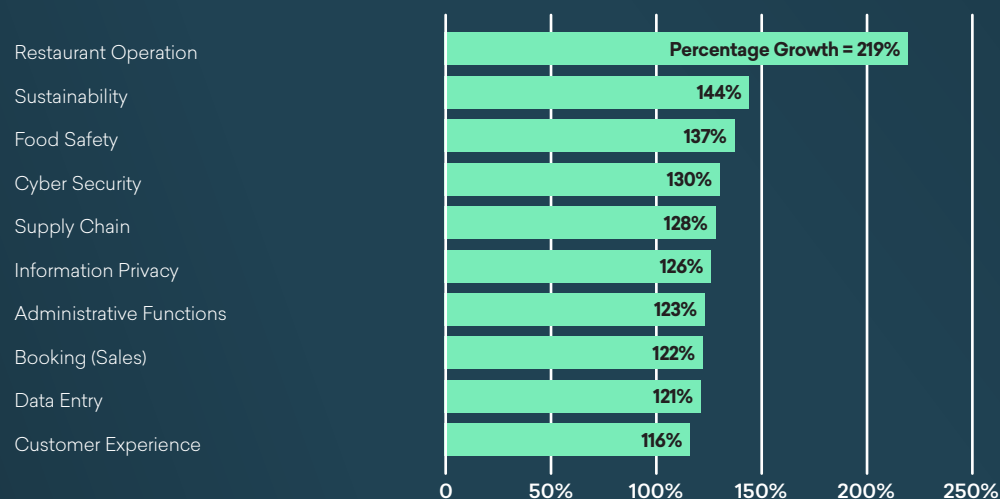
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



YORKSHIRE AND THE HUMBER



REGIONAL FACTS

	Total Population	5,526,350
	Under 16s	1,051,920
	Over 65s	1,042,310
	Working Age (16-64)	3,432,110
	Average Wage	£25,579

Age Demographic

Region	Under 16s	Over 65s	Working Age (16-64)
Region	19.0%	18.9%	62.1%
UK	19.0%	18.6%	62.4%

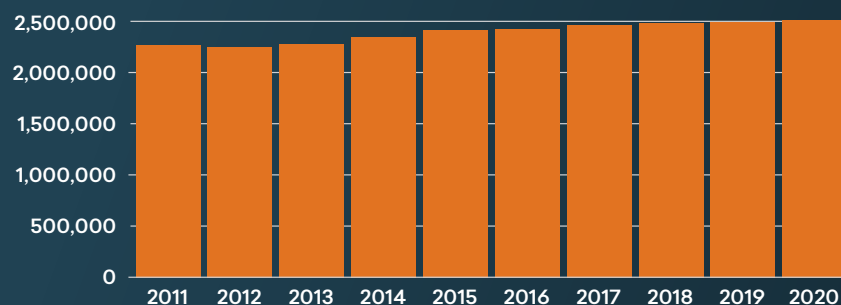
■ Under 16s ■ Over 65s ■ Working Age (16-64)

Employment & Unemployment (Working Age)

Region	Employed	Unemployed	Not in workforce
Region	73.5%	5.2%	21.3%
UK	74.3%	5.1%	20.6%

■ Employed ■ Unemployed ■ Not in workforce

CHANGE IN JOB NUMBERS 2011-2020



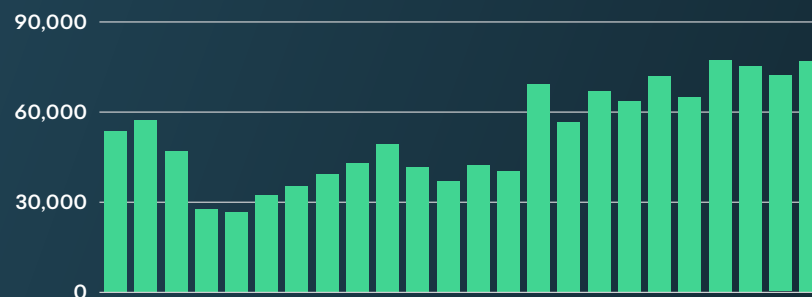
235,890

Job Change

10.4%

Percentage Change

CHANGE IN JOB POSTINGS 2020-2021



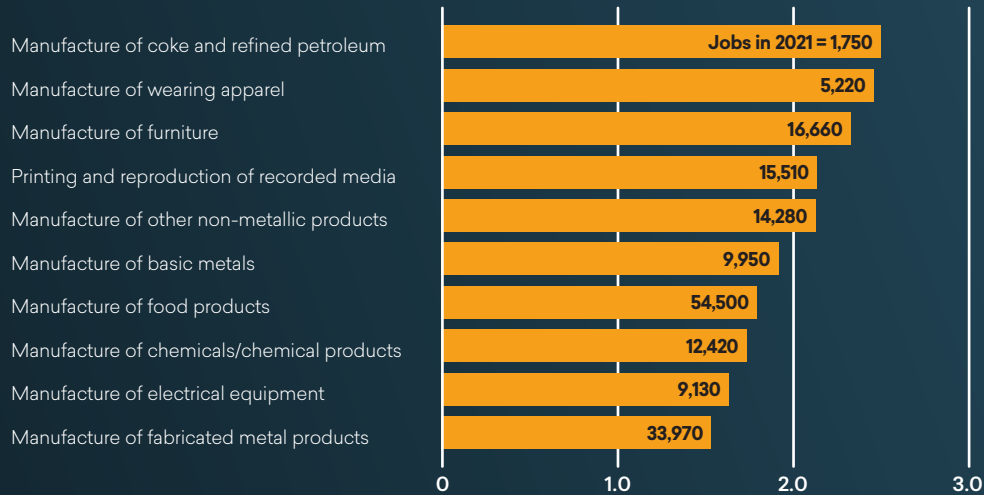
23,290

Job Postings Change

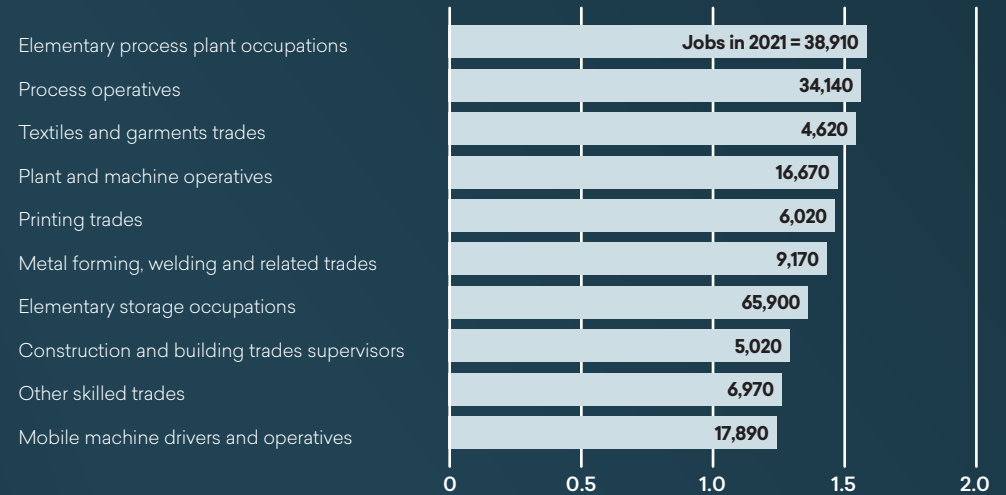
43.4%

Percentage Change

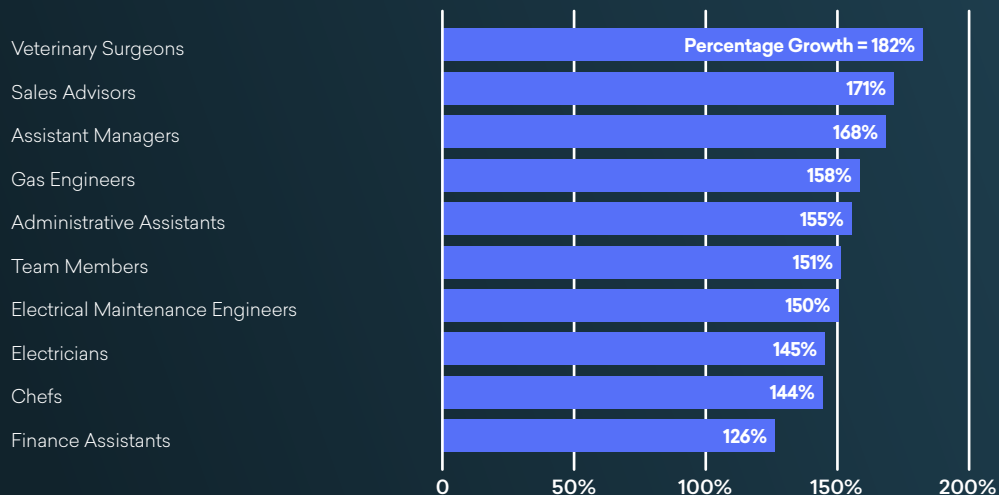
TOP 10 MOST CONCENTRATED INDUSTRIES



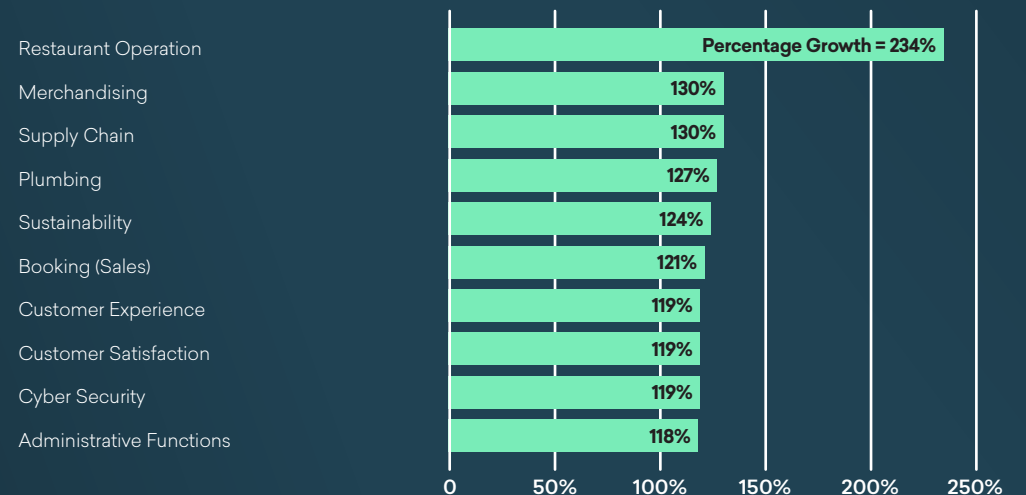
TOP 10 MOST CONCENTRATED OCCUPATIONS



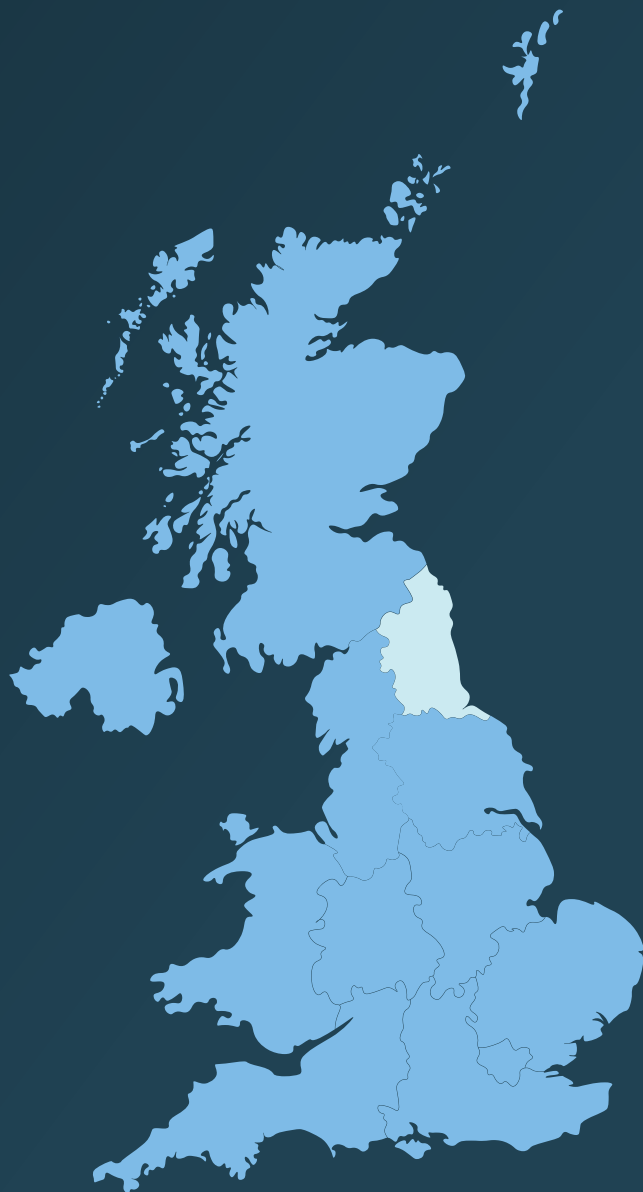
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



NORTH EAST



REGIONAL FACTS

	Total Population	2,680,760
	Under 16s	477,410
	Over 65s	537,630
	Working Age (16-64)	1,665,720
	Average Wage	£24,471

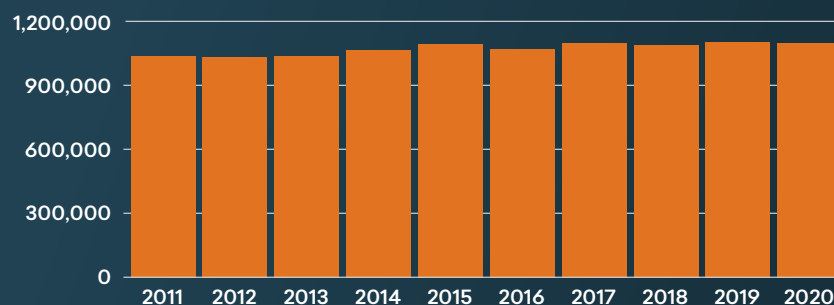
Age Demographic

Region	Under 16s	Over 65s	Working Age (16-64)
Region	17.8%	20.1%	62.1%
UK	19.0%	18.6%	62.4%

Employment & Unemployment (Working Age)

Region	Employed	Unemployed	Not in workforce
Region	70.5%	6.8%	22.7%
UK	74.3%	5.1%	20.6%

CHANGE IN JOB NUMBERS 2011-2020



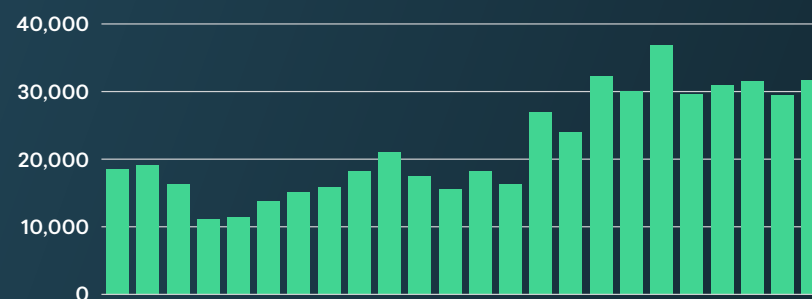
58,470

Job Change

5.6%

Percentage Change

CHANGE IN JOB POSTINGS 2020-2021



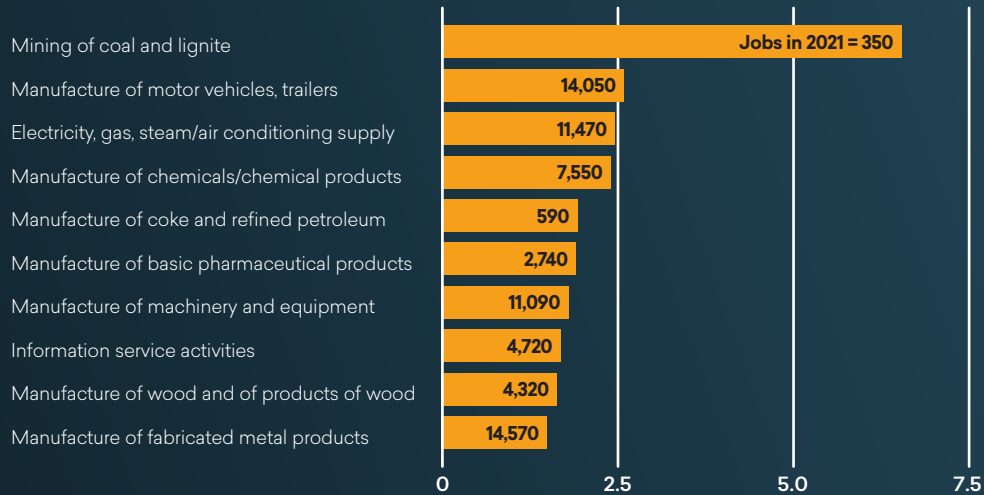
13,310

Job Postings Change

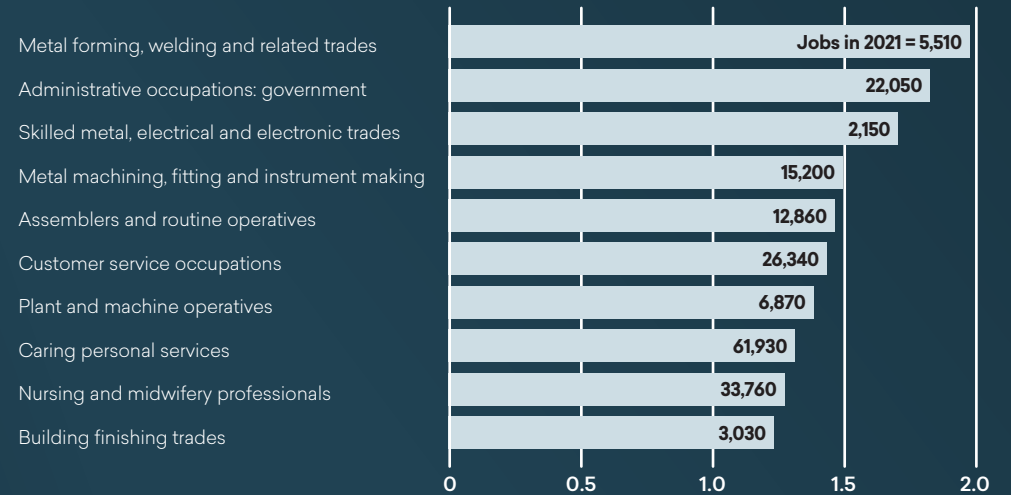
72.7%

Percentage Change

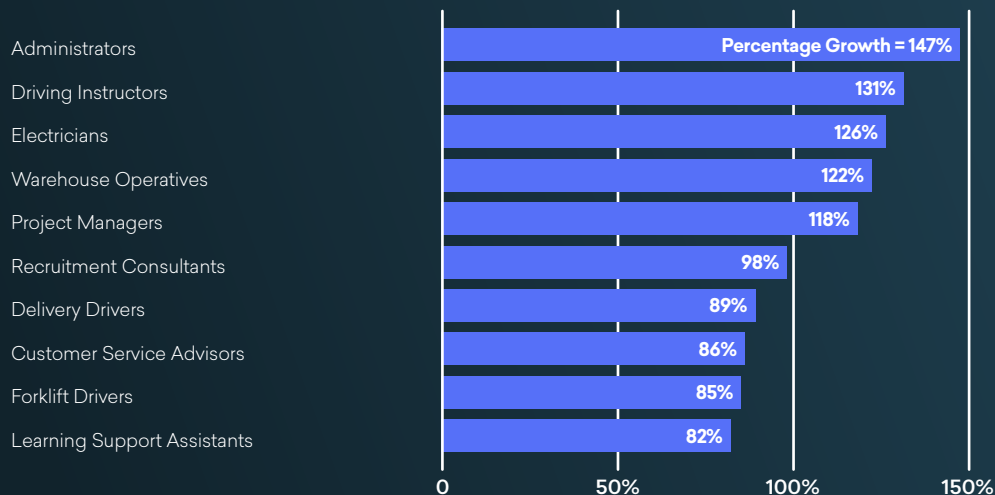
TOP 10 MOST CONCENTRATED INDUSTRIES



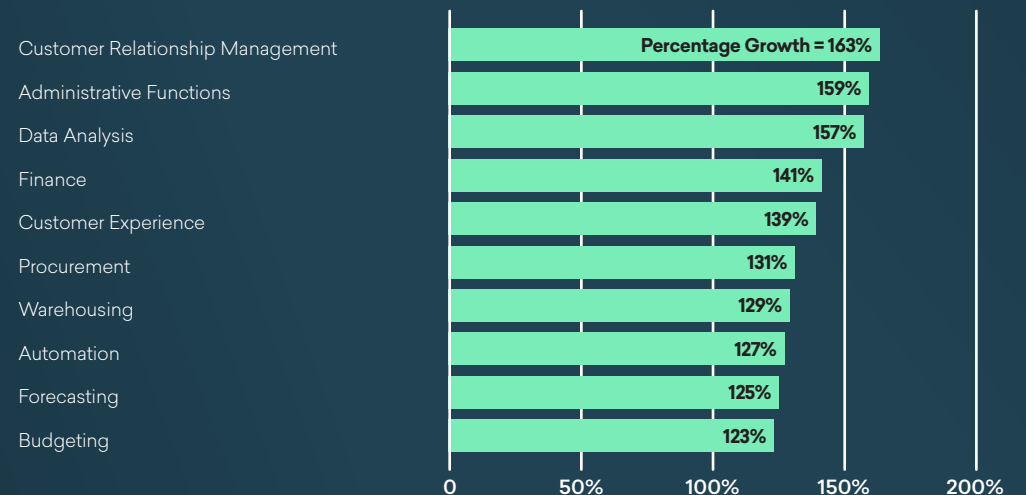
TOP 10 MOST CONCENTRATED OCCUPATIONS



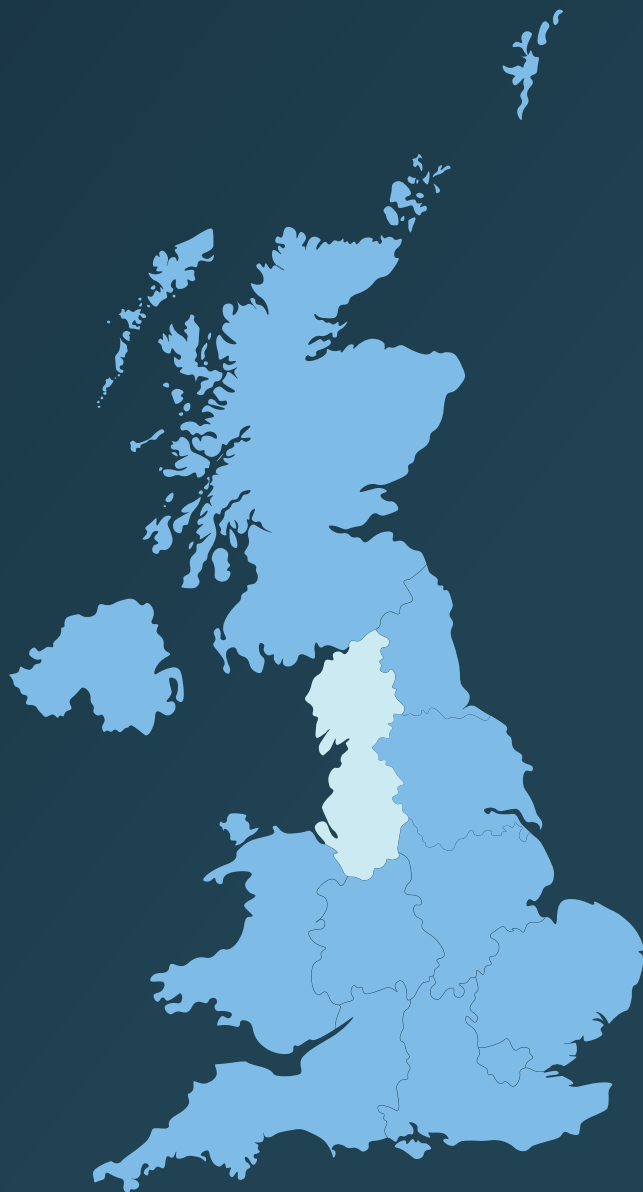
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



NORTH WEST



REGIONAL FACTS

	Total Population	7,367,460
	Under 16s	1,410,190
	Over 65s	1,384,400
	Working Age (16-64)	4,572,870
	Average Wage	£26,041

Age Demographic

Region	Under 16s	Over 65s	Working Age (16-64)
Region	19.1%	18.8%	62.1%
UK	19.0%	18.6%	62.4%

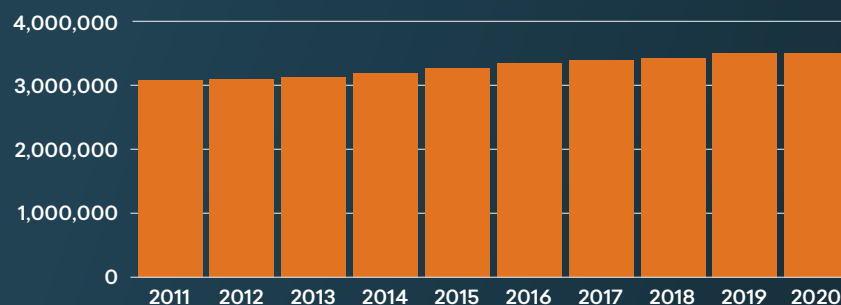
■ Under 16s ■ Over 65s ■ Working Age (16-64)

Employment & Unemployment (Working Age)

Region	Employed	Unemployed	Not in workforce
Region	73.1%	5.0%	21.9%
UK	74.3%	5.1%	20.6%

■ Employed ■ Unemployed ■ Not in workforce

CHANGE IN JOB NUMBERS 2011-2020



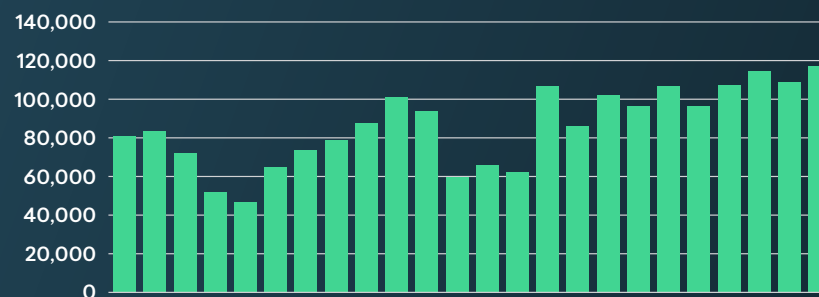
416,980

Job
Change

13.5%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



36,810

Job Postings
Change

45.9%

Percentage
Change

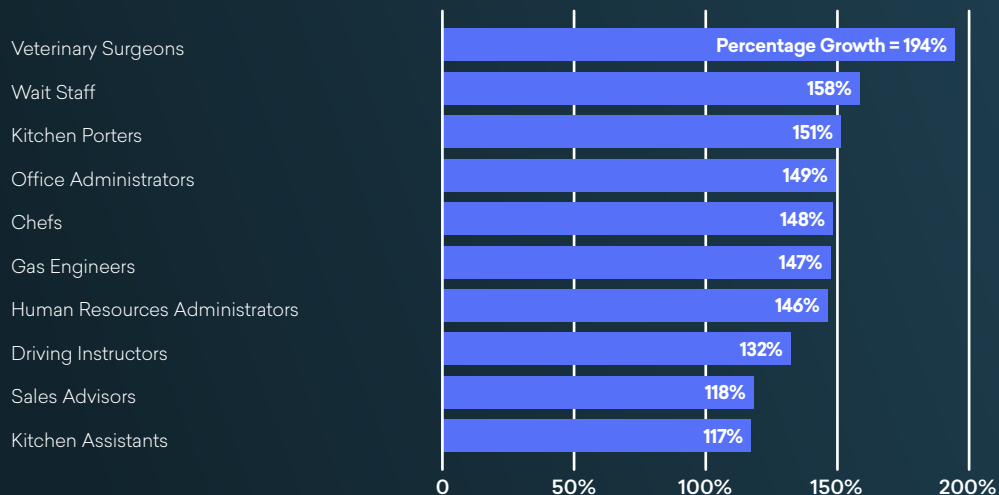
TOP 10 MOST CONCENTRATED INDUSTRIES



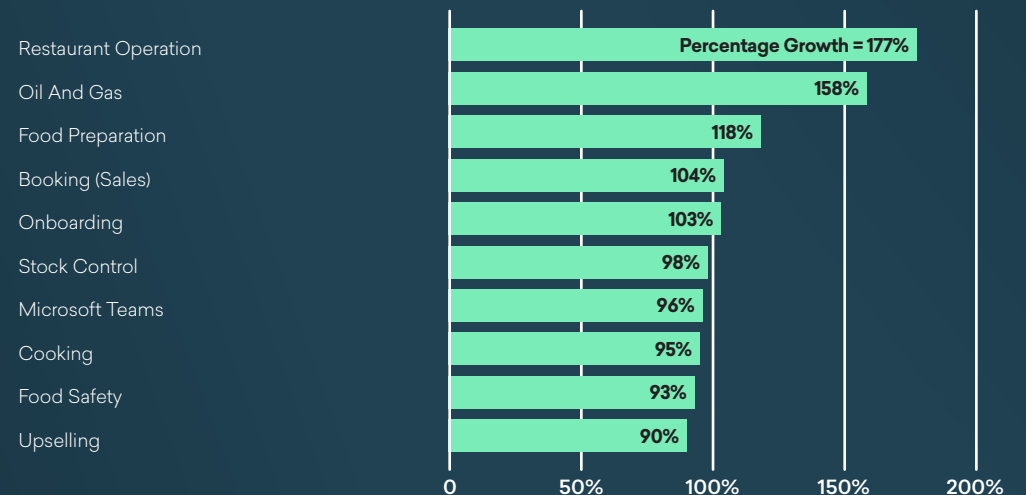
TOP 10 MOST CONCENTRATED OCCUPATIONS



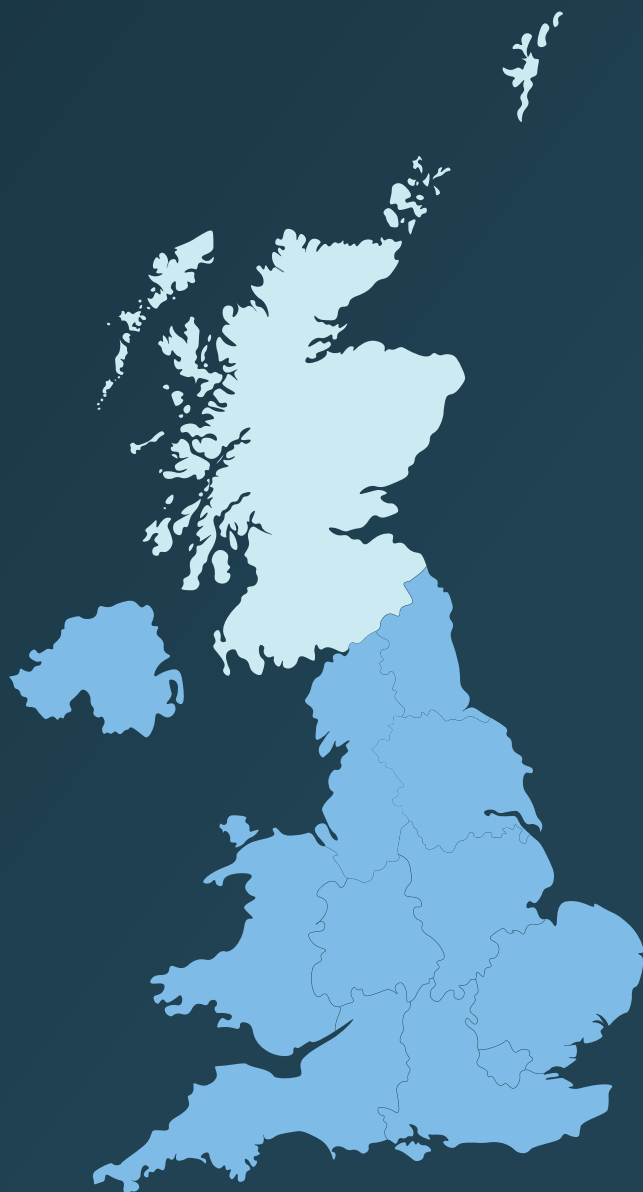
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



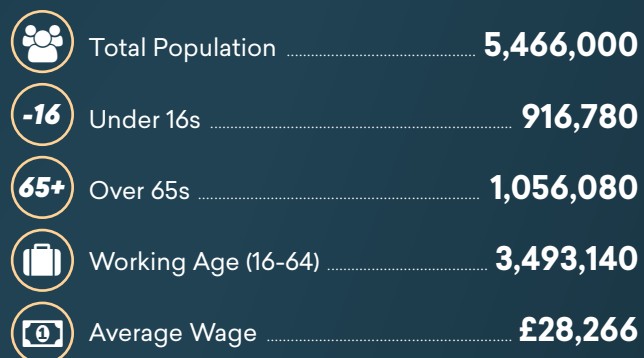
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



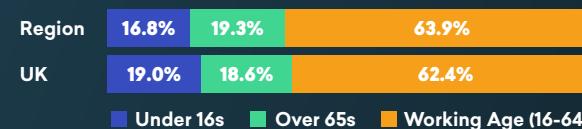
SCOTLAND



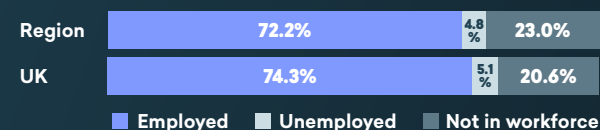
REGIONAL FACTS



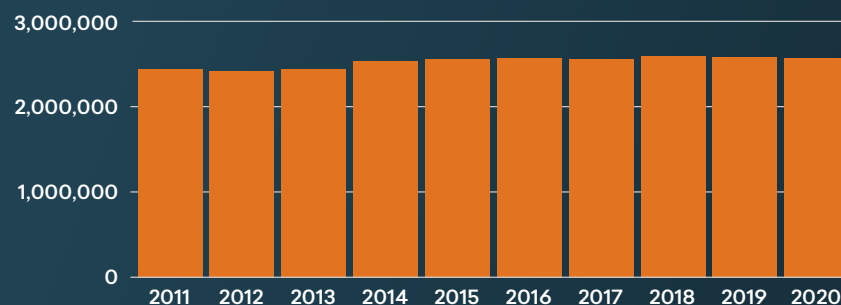
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

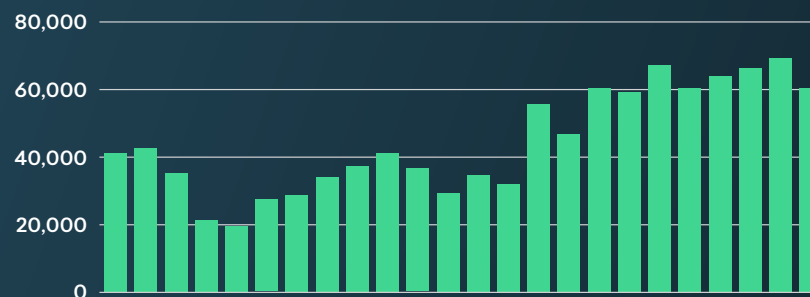


Job Change

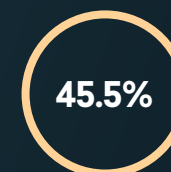


Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

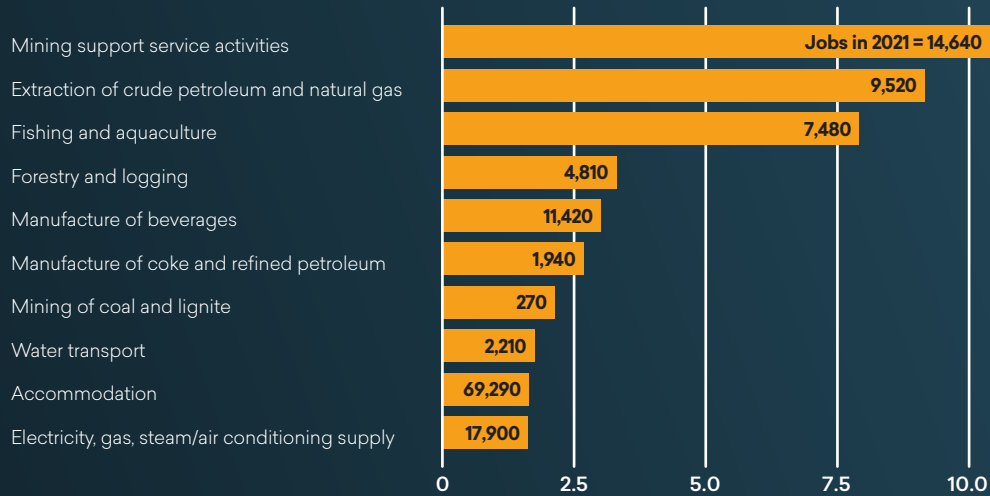


Job Postings Change

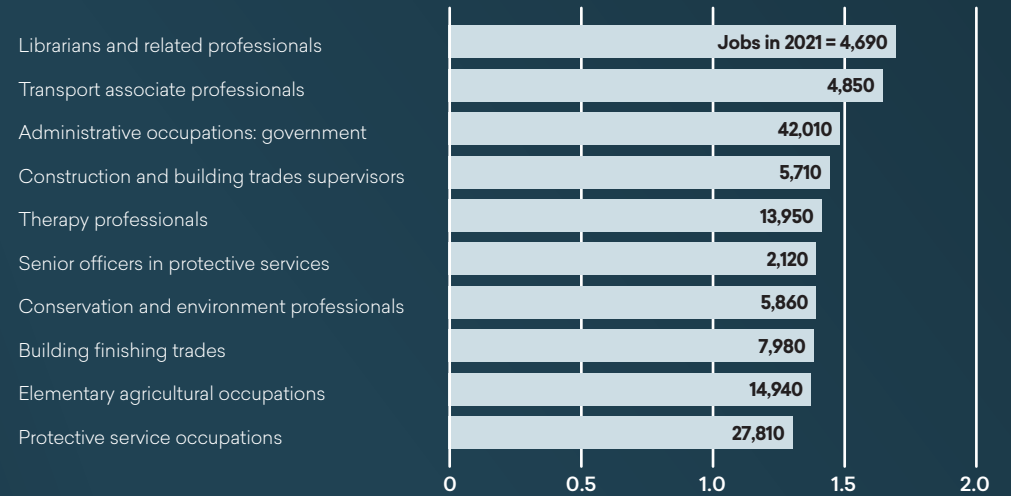


Percentage Change

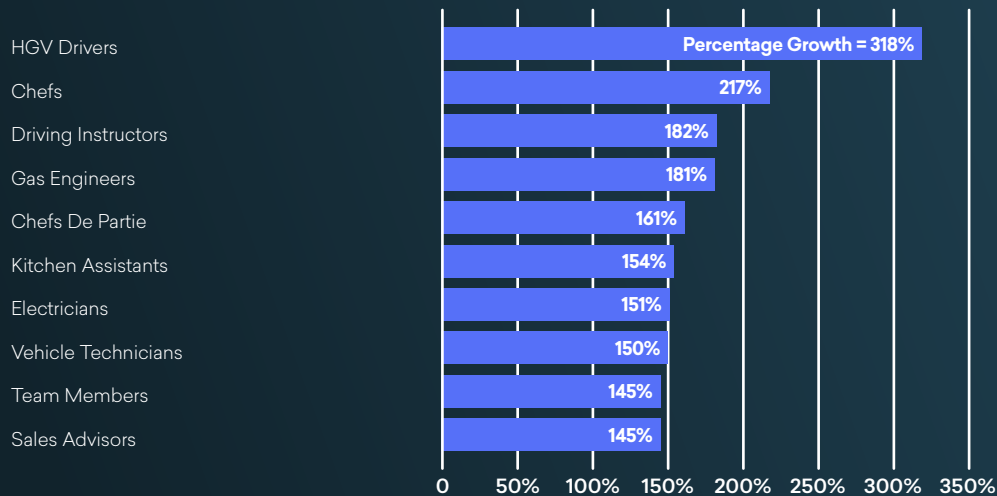
TOP 10 MOST CONCENTRATED INDUSTRIES



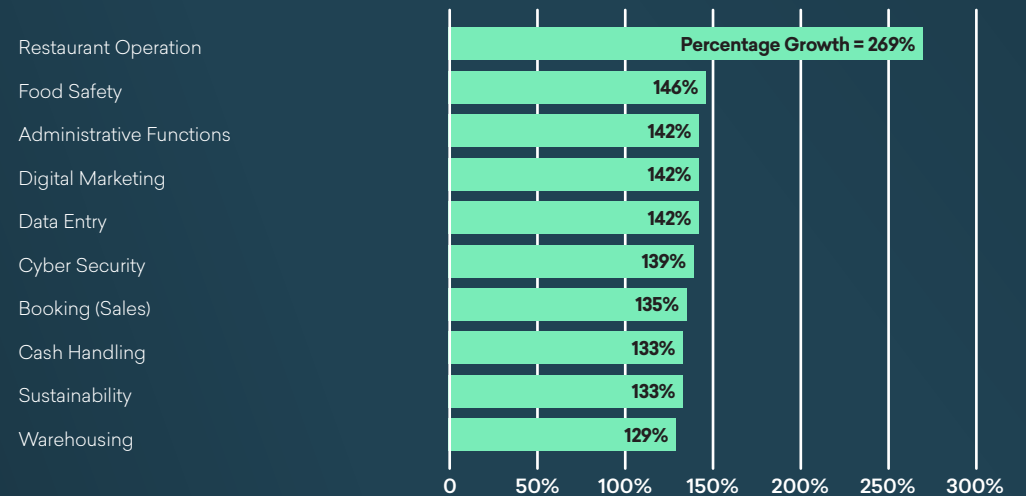
TOP 10 MOST CONCENTRATED OCCUPATIONS



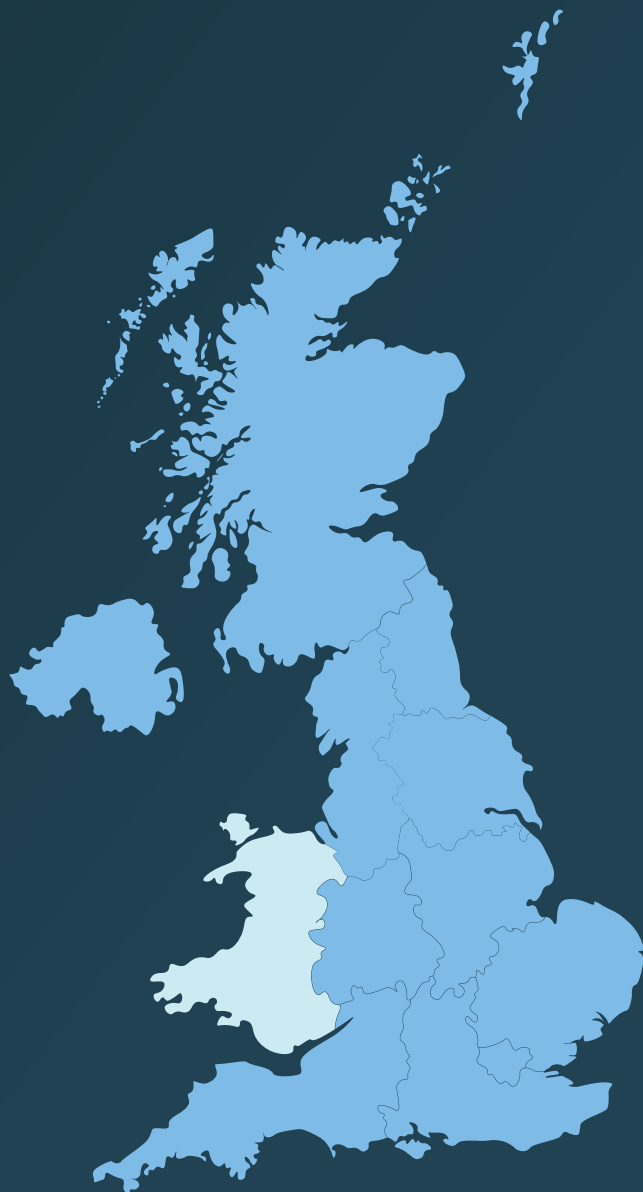
TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



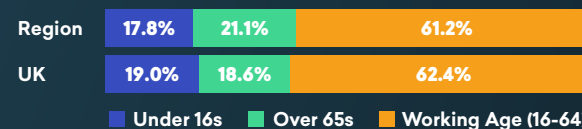
WALES



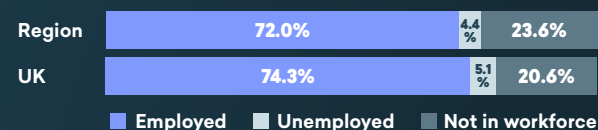
REGIONAL FACTS



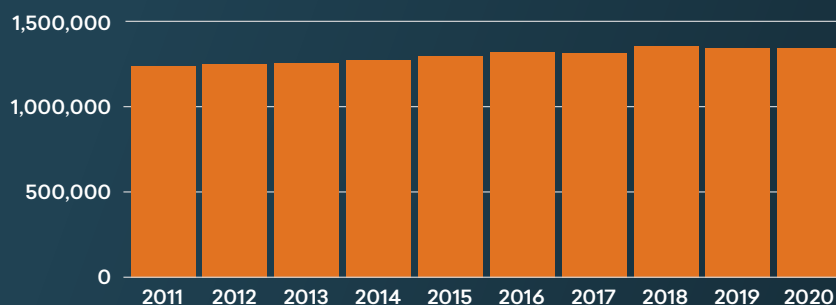
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020

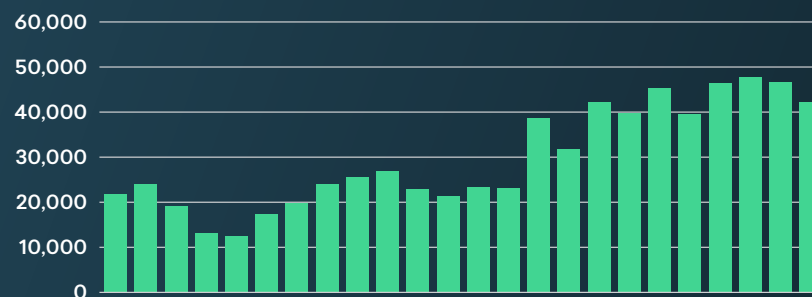


Job Change



Percentage Change

CHANGE IN JOB POSTINGS 2020-2021

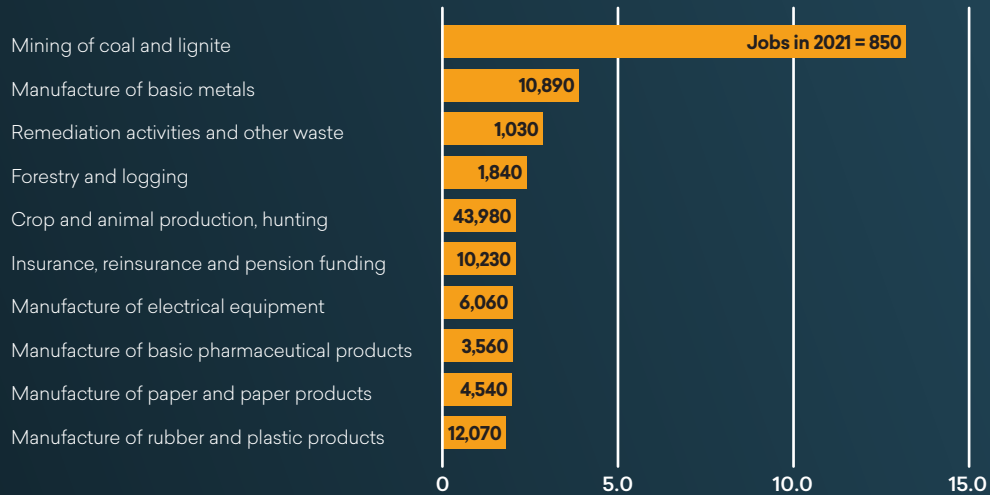


Job Postings Change

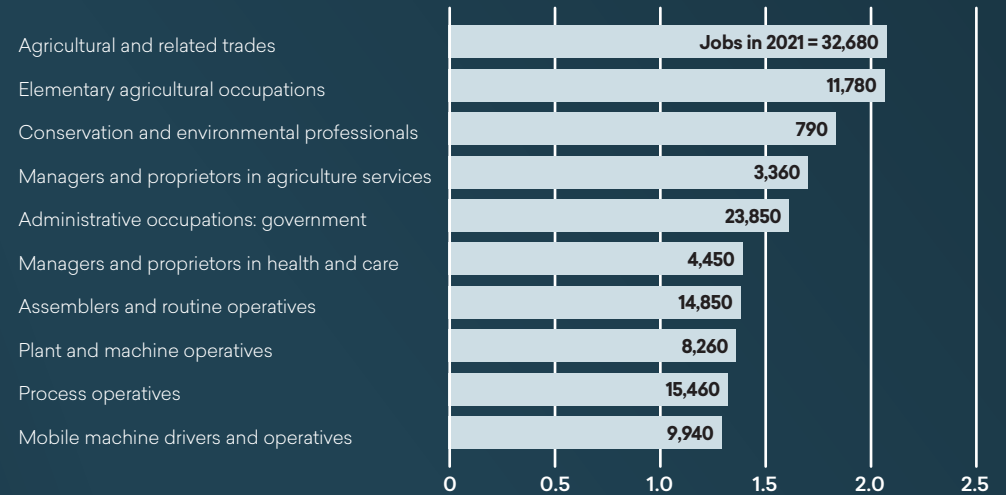


Percentage Change

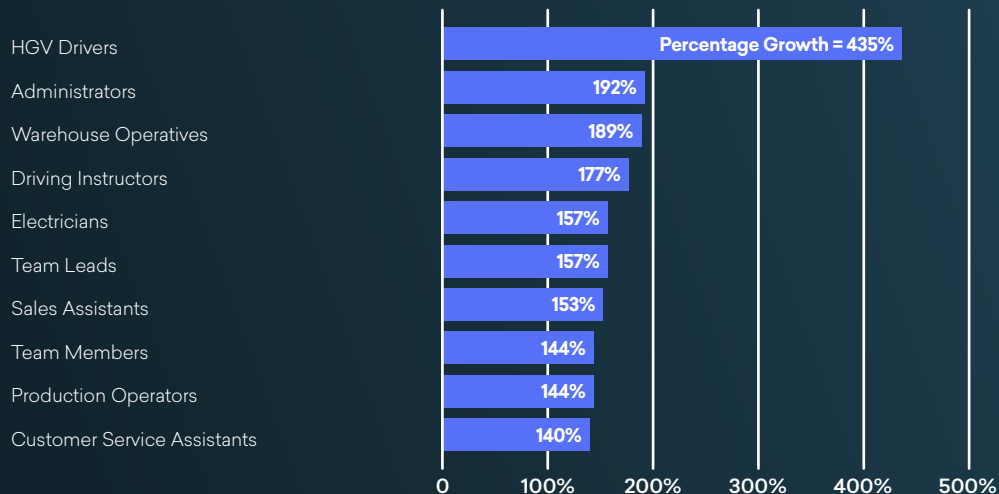
TOP 10 MOST CONCENTRATED INDUSTRIES



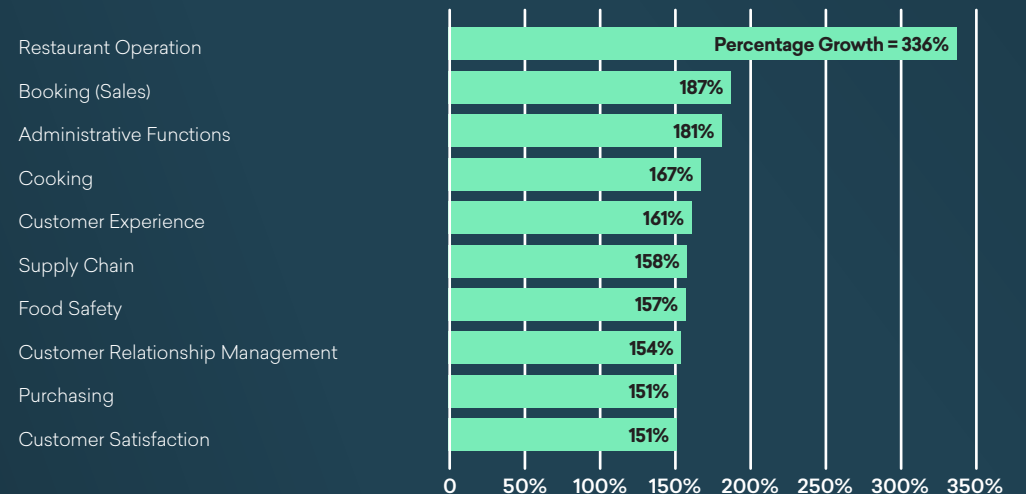
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



NORTHERN IRELAND



REGIONAL FACTS

	Total Population	1,895,510
	Under 16s	395,820
	Over 65s	319,950
	Working Age (16-64)	1,179,750
	Average Wage	£24,986

Age Demographic

Region	Under 16s	Over 65s	Working Age (16-64)
Region	20.9%	16.9%	62.2%
UK	19.0%	18.6%	62.4%

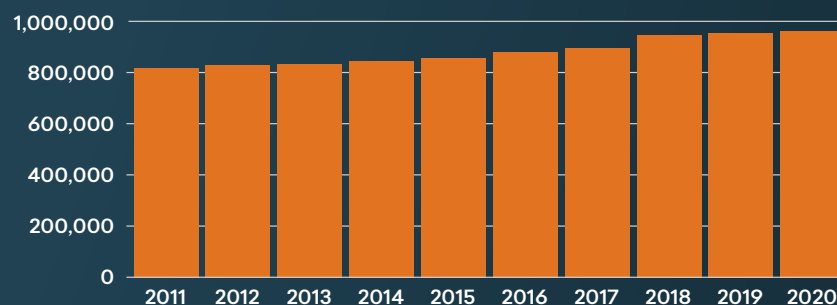
■ Under 16s ■ Over 65s ■ Working Age (16-64)

Employment & Unemployment (Working Age)

Region	Employed	Unemployed	Not in workforce
Region	70.2%	3.6%	26.2%
UK	74.3%	5.1%	20.6%

■ Employed ■ Unemployed ■ Not in workforce

CHANGE IN JOB NUMBERS 2011-2020



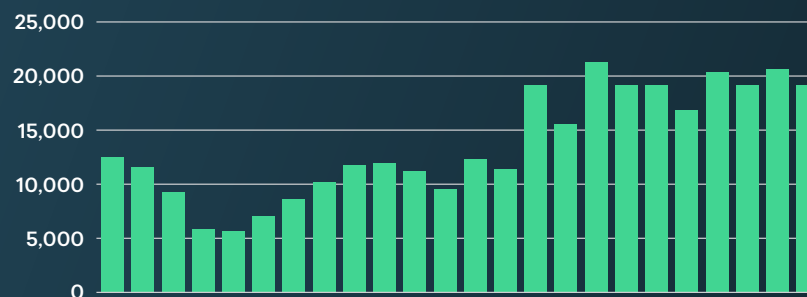
145,940

Job Change

17.9%

Percentage Change

CHANGE IN JOB POSTINGS 2020-2021



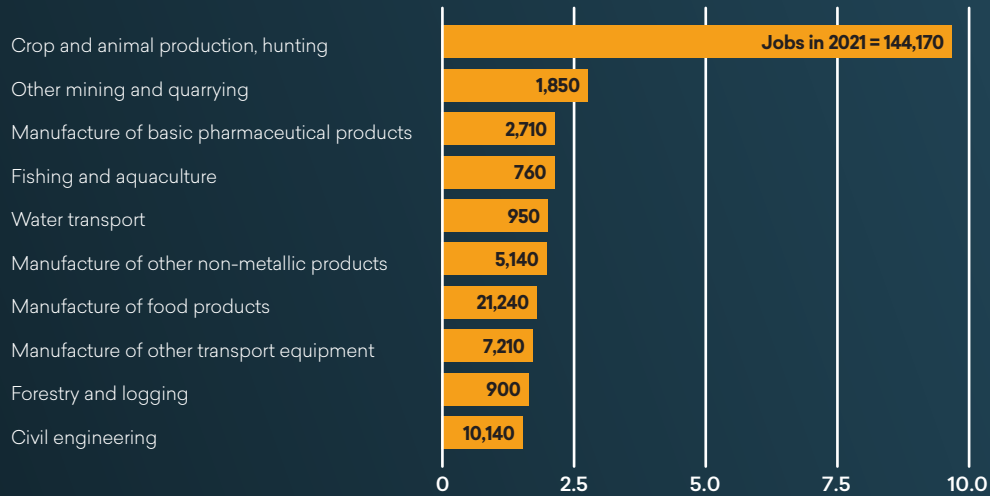
6,560

Job Postings Change

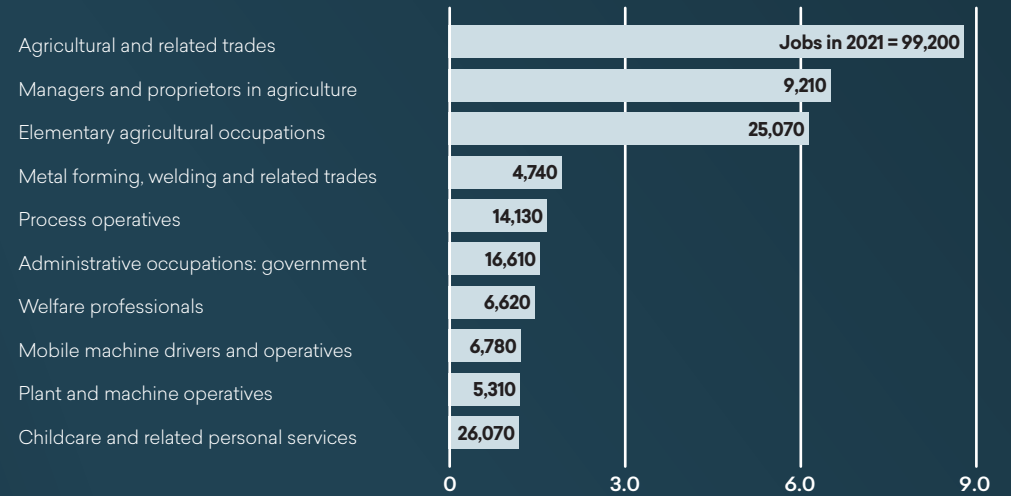
52.2%

Percentage Change

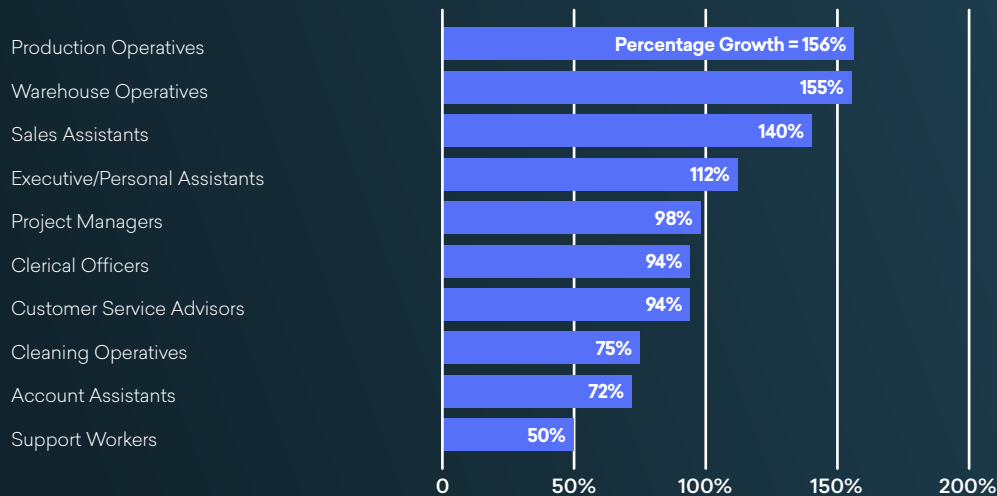
TOP 10 MOST CONCENTRATED INDUSTRIES



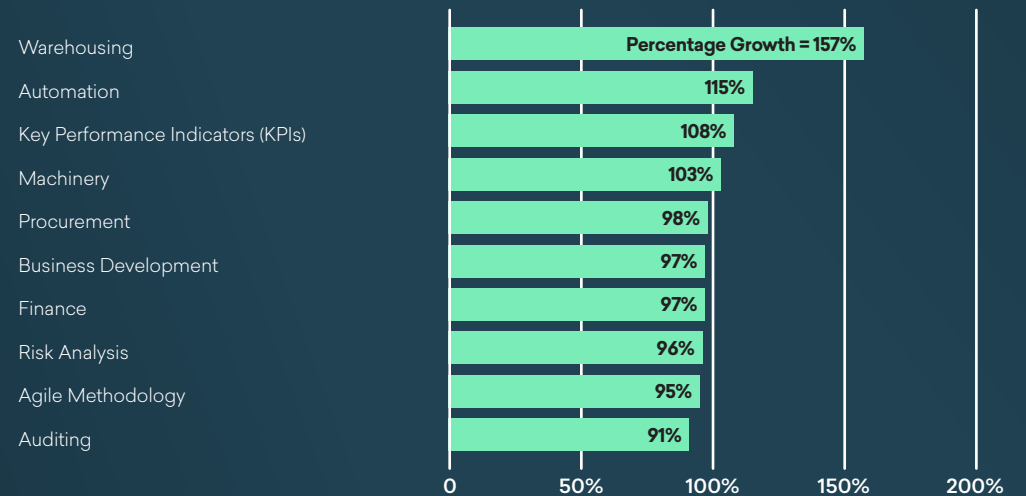
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021





THE MOST POPULOUS AREAS IN EACH REGION

In this section, we take a look at data for the most populous areas within each of the 12 regions. By digging into more specific geographies, we can see the kind of nuances that are useful in helping organisations understand their local labour market.

Regional facts

The area with the highest proportion of young people is Birmingham, with under-16s making up 22.5% of the population - 3.5% above the national average. Sheffield, on the other hand, has the highest proportion of over-65s at 16.1%, although this is still well below the national average of 18.6%, since as people get older they tend to move out of more populous areas and into smaller towns or rural areas. The highest proportion of working age people is in Glasgow, where 16-64 year-olds comprise 70.7% of the city's population.

Of the 12 areas, median wages in Barnet are by far the highest at £33,958 per annum, followed by Glasgow with £29,692, whilst Newcastle and Liverpool have the lowest wages at £25,302 and £25,949 respectively.

Norwich has the highest proportion of its working age population in employment (78.2%), whilst Birmingham has the highest unemployment amongst 16-64 year-olds at 10.1% – significantly above the West Midlands as a whole (5.6%).

Long-term job trends

When we looked at the Government Office Regions, we saw that every area had experienced growth in job numbers over the decade from 2011 to 2020, and the same is true of the 12 most populous areas within these regions. Six of these areas have seen double-digit growth during this period, with Bristol leading the charge (49,150 more jobs; 20.7% growth), followed by Barnet (17,900; 15.2%), Liverpool (29,650; 12.6%), Sheffield (30,170; 12.4%), Belfast (24,970; 11.6%), and Cardiff (19,860; 10.1%). The lowest increase in job numbers was in Glasgow, which grew by 6.9%, followed by Southampton (7.5%) and Birmingham (8.6%).

Employer demand

Job postings in these areas across the last two years seems to have broadly followed the same path as the Government Office Region level. There was a big decline in demand during the first Lockdown, followed by a slow recovery throughout 2020, then another sharp decline during the third Lockdown, followed by huge growth from late spring and throughout much of the rest of the year.

Once again, by the end of 2021 there were significantly more job postings across most areas than there was at the start of 2020. The exception to this is Barnet, which despite recovering by the summer of 2021, has since seen another decline, such that by the end of the year job postings were 9.1% below the January 2020 level.

The highest growth throughout this period as a whole was in Norwich, which had 67.5% more online job postings in December 2021 than at the start of 2020. Newcastle has also seen significant growth at 43.9%, as has Cardiff with an increase of 38.5%.

However, as with the Government Office Regions, growth in job postings seems to have levelled off in many areas towards the end of 2021, with Barnet, Southampton, Leicester, Birmingham, Sheffield, and Newcastle all showing a decline between the end of Q3 and the end of the year.

Industries and occupations

Digging into the industry and occupation details in these local areas allows us to see very clearly what it is that makes each area unique, and what it is that drives their economies.

There are a number of areas which not only have a high LQ, but which also employ large numbers of workers, signifying that these sectors and occupations are extremely important to these areas. For example, Leicester has an LQ of 40.7 in Manufacturing of wearing apparel, and an LQ of 12.8 in Manufacture of textiles, and together these sectors employ 10,470 jobs. As we might expect, Water transport is crucial to Southampton, with an LQ of 37.2 and a workforce of 2,090, whilst Cardiff has a big comparative advantage in a number of sectors, including Insurance, reinsurance and pension funding (7.5 LQ; 5,880 jobs); Programming and broadcasting activities (7.1 LQ; 1,970 jobs); Electricity, gas, steam and air conditioning supply (4.3 LQ; 3,930 jobs); and Water collection, treatment and supply (3.4 LQ; 970 jobs).

There are also a number of areas with a comparative advantage in particular occupations that employ significant numbers of people. For instance, Belfast has an LQ of 2.9 for Administrative Occupations: Government and Related Organisations, with 7,730 jobs employed in this occupation; Leicester has an LQ of 2.3 for Process Operatives, which employs 3,560; and London has a specialism in Media Professionals, which has an LQ of 2.6 and employs almost 60,000 jobs.

Job titles and hard skills

There are a number of job titles that have grown across multiple areas, with Assistant Managers, Chefs, Office Administrators, Veterinary Surgeons, and Wait Staff all appearing in the Top 10 fastest growing job titles across five or more areas. It is, however, those job titles which appear in only one or two areas that help us to see the nuances which make an area distinctive. For example, Sheffield has seen demand for Electrical Engineers and Project Engineers grow by 360% and 311% respectively, whilst Cardiff has seen demand for Data Scientists increase by 226%.

As for skills, Restaurant Operation and Onboarding have both seen a huge increase in demand across almost all twelve areas, while Software as a Service (SaaS) makes it into seven Top 10s. As for the hard skills that make it into the Top 10s in just one area, these include Demography in Liverpool (445% growth), Automation in Norwich (222%), and Digital Transformation in Belfast (173%).

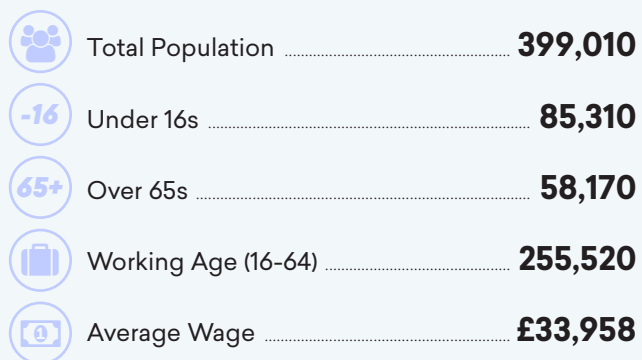
SUMMARY

- 1 All 12 areas saw job numbers grow between 2011-2020, although the average was lower than the UK as a whole (10.9% versus 12.5%).
- 2 The highest growth in job numbers between 2011-2020 was Bristol at 20.7%, whilst Glasgow was lowest at 6.9%.
- 3 The highest median wage is in Barnet at £33,958 per annum, whilst Newcastle has the lowest at £25,302.
- 4 Birmingham has the highest proportion of under-16s (22.5% of its population), and Sheffield has highest percentage of over-65s (16.1%).
- 5 The area with the highest proportion of working age people in employment is Norwich at 78.2%.
- 6 Birmingham has the highest percentage of working age people that are unemployed at 10.1%, whilst Belfast has the lowest (3.6%).
- 7 All 12 areas saw significant declines in employer demand during the first and third Lockdowns, followed by a strong recovery in 2021.
- 8 The highest growth in employer demand during the past two years was in Norwich, which saw a 67.5% increase in online job postings.
- 9 The only area to see a decline in employer demand during 2020-2021 was Barnet, with online job postings falling by 9.1%.
- 10 Employer demand levelled off or declined in most areas in the last quarter of 2021, although Bristol and Norwich have continued to grow.

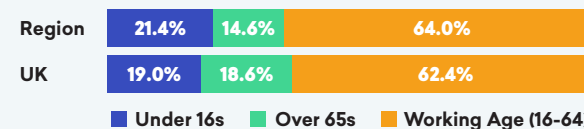
BARNET



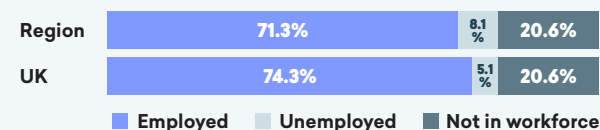
REGIONAL FACTS



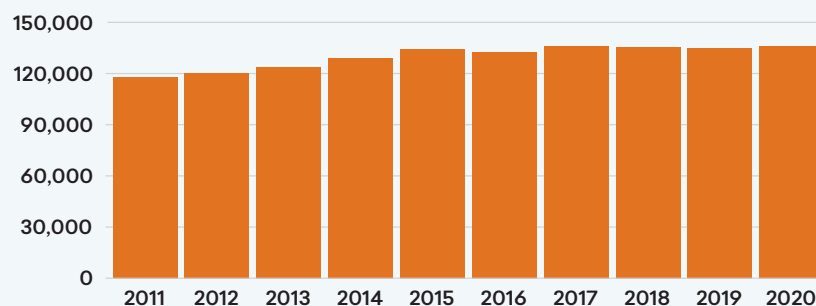
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



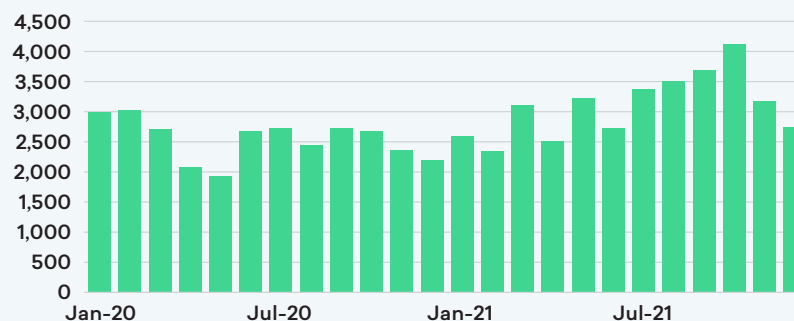
17,900

Job
Change

15.2%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



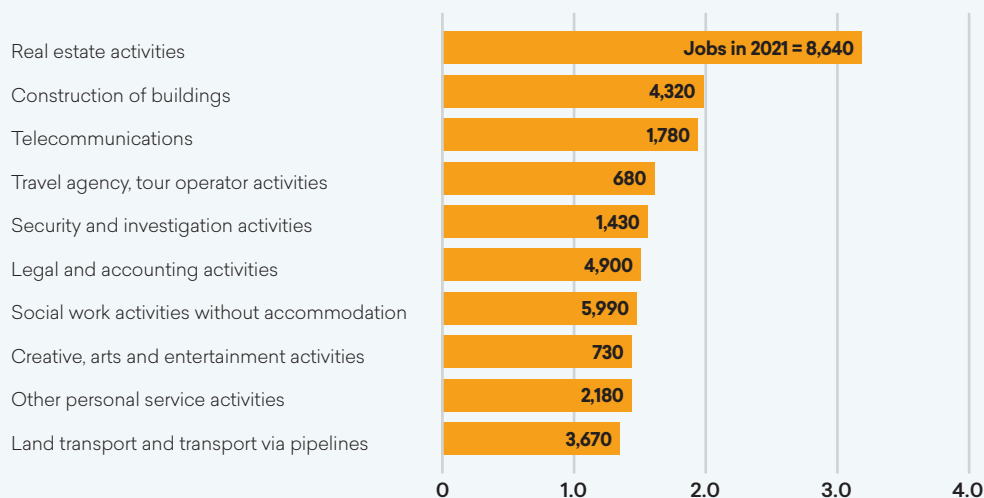
-270

Job Postings
Change

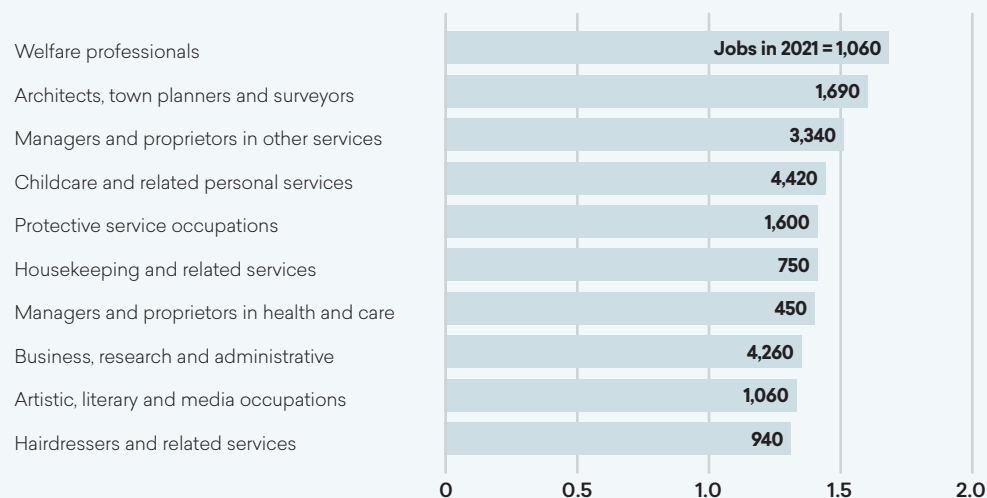
-9.1%

Percentage
Change

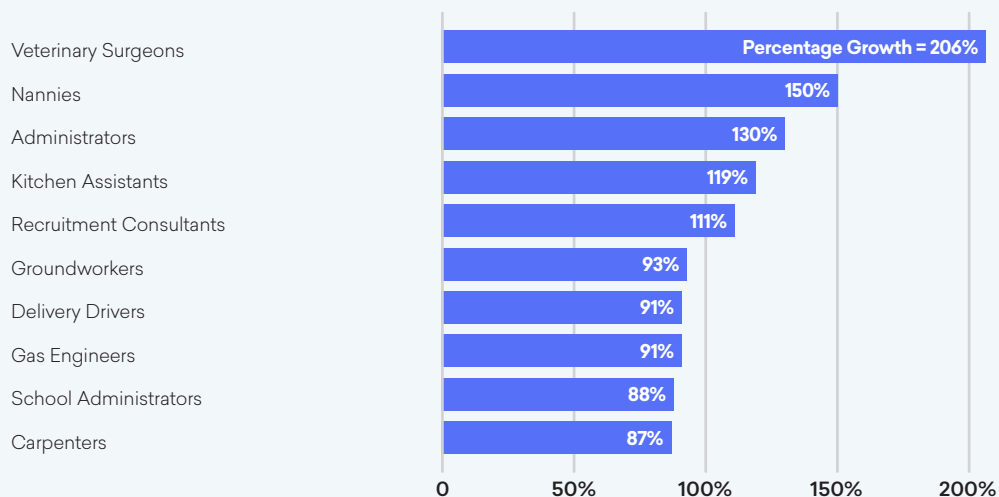
TOP 10 MOST CONCENTRATED INDUSTRIES



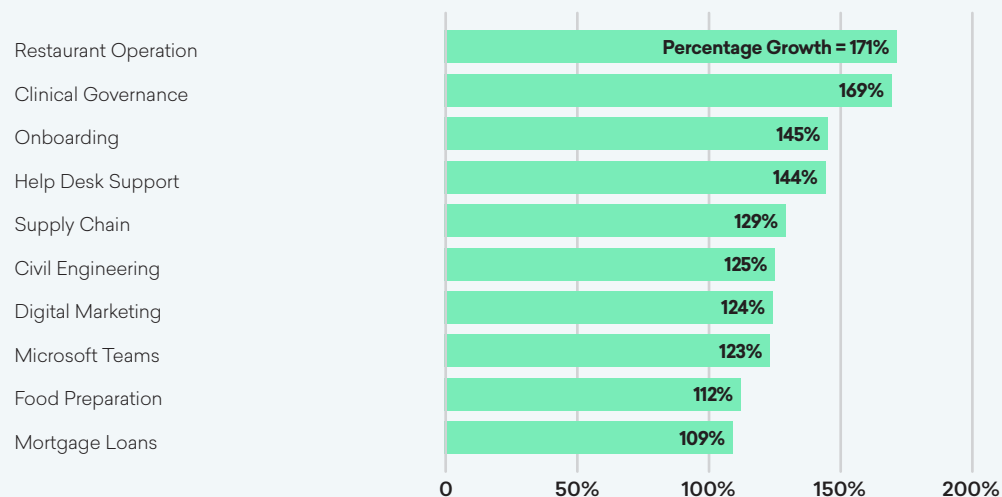
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



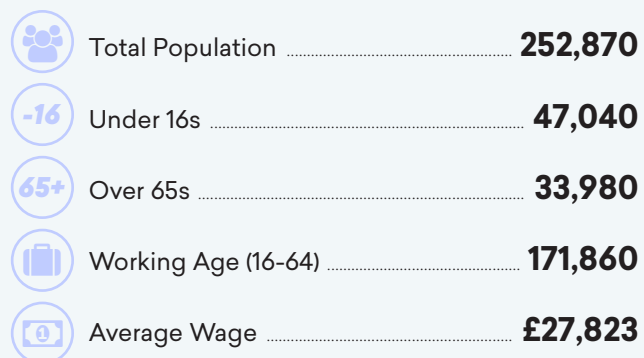
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



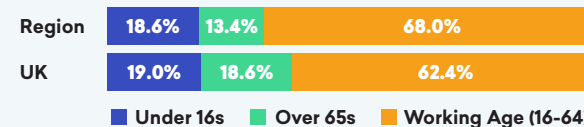
SOUTHAMPTON



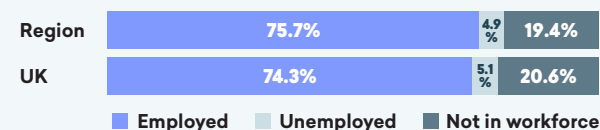
REGIONAL FACTS



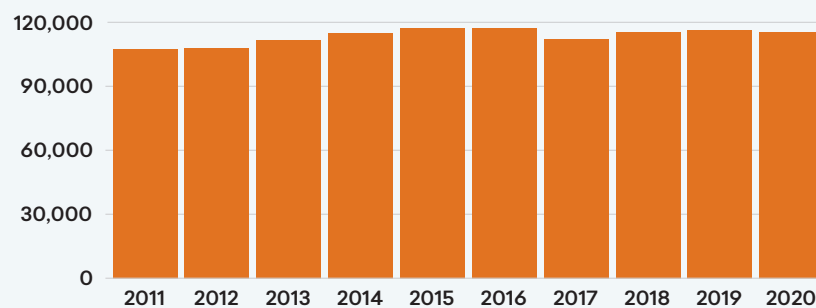
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



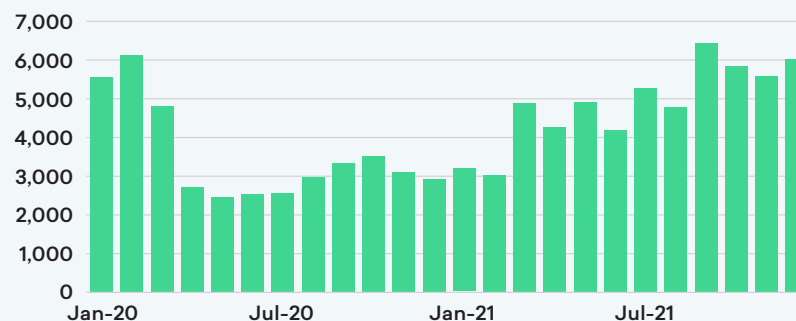
8,010

Job
Change

7.5%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



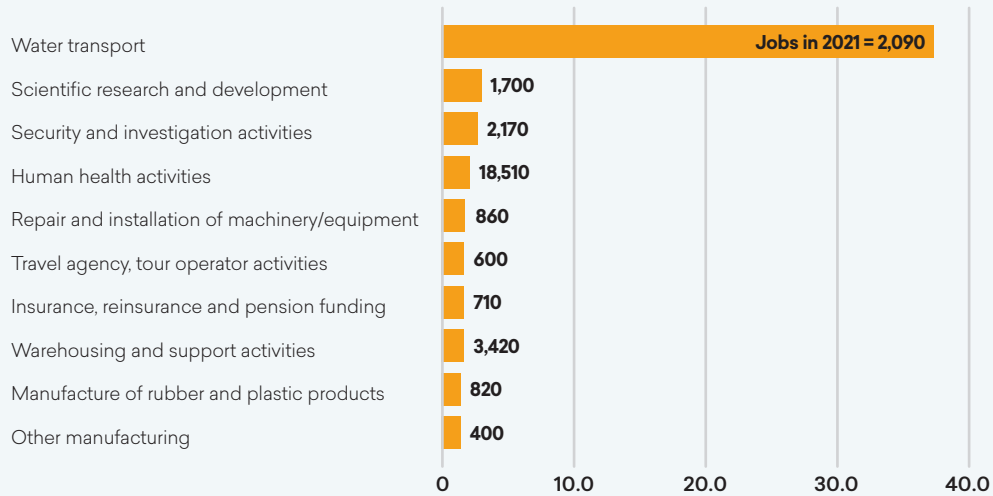
510

Job Postings
Change

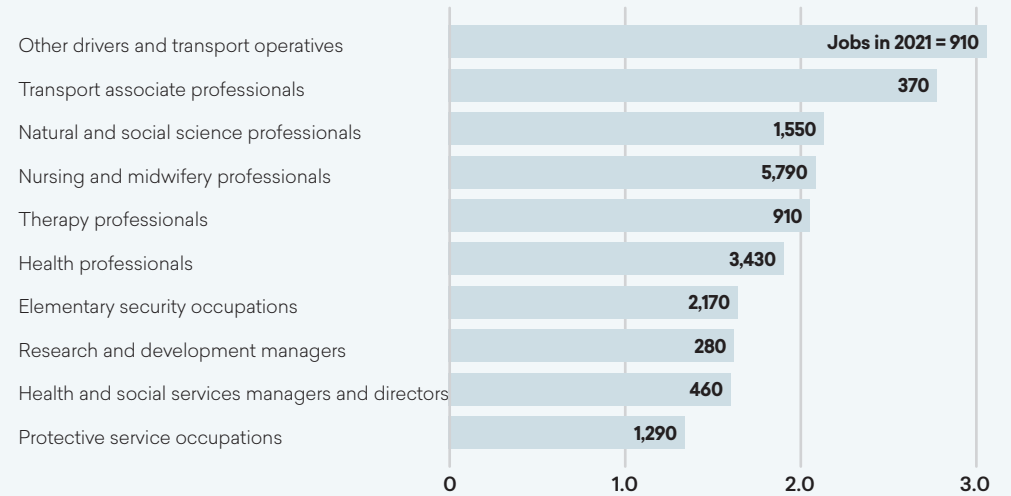
9.3%

Percentage
Change

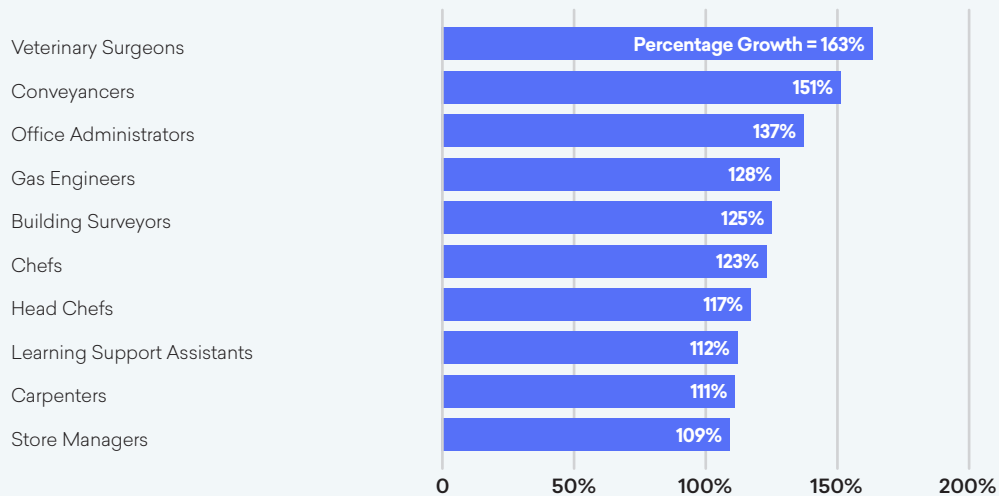
TOP 10 MOST CONCENTRATED INDUSTRIES



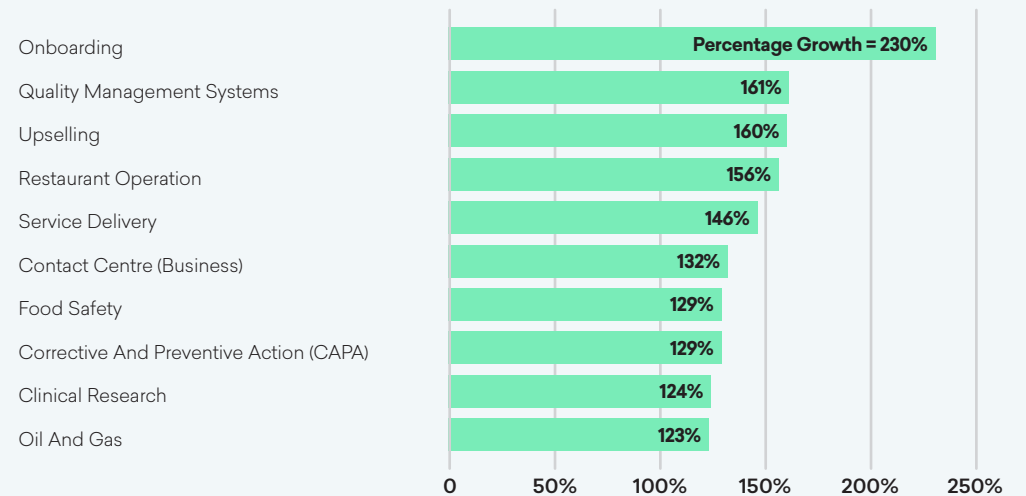
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



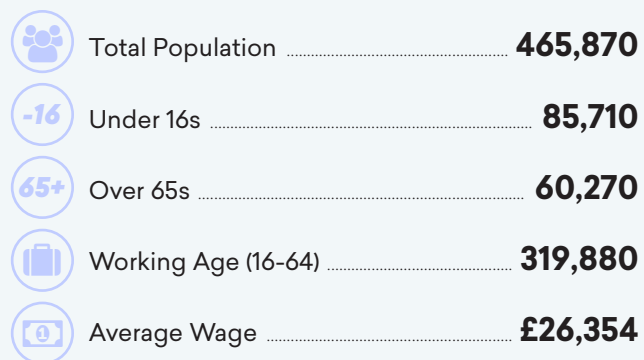
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



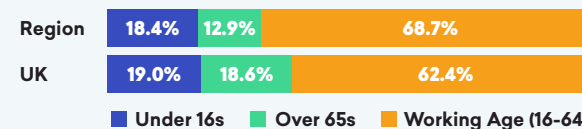
BRISTOL



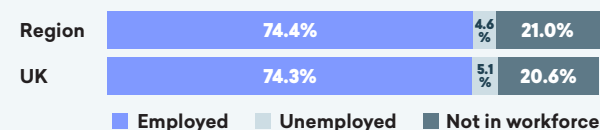
REGIONAL FACTS



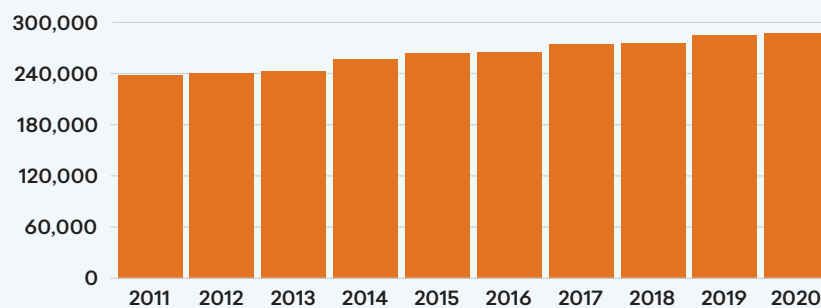
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



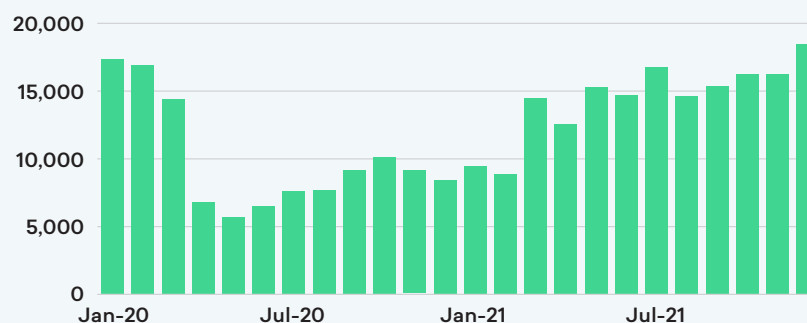
49,150

Job
Change

20.7%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



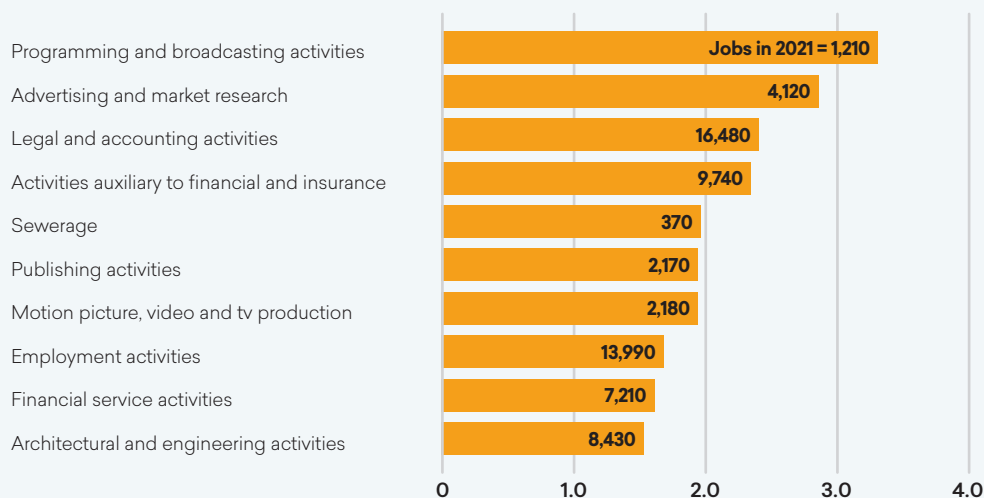
970

Job Postings
Change

5.6%

Percentage
Change

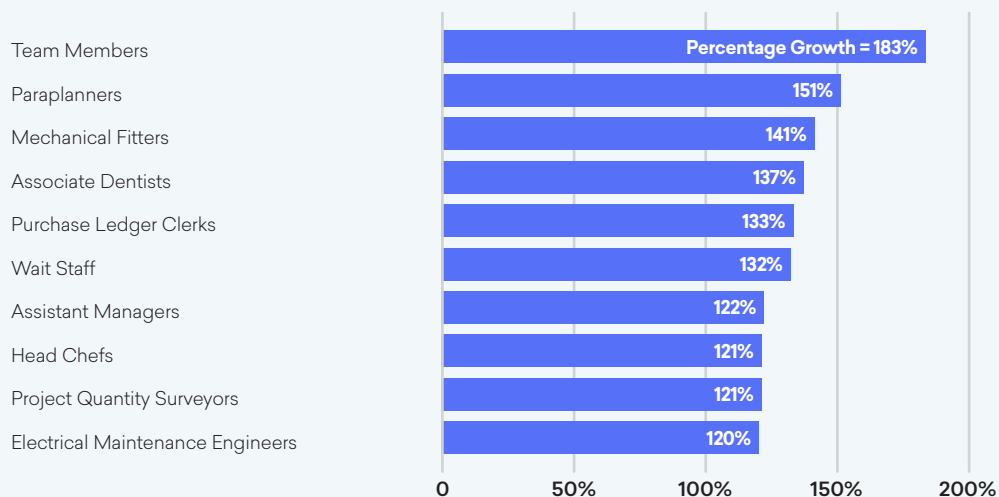
TOP 10 MOST CONCENTRATED INDUSTRIES



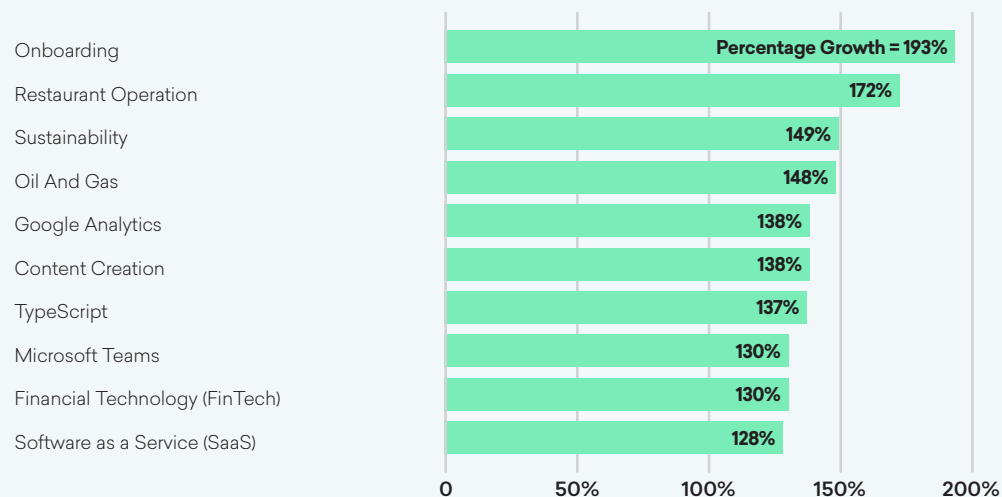
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



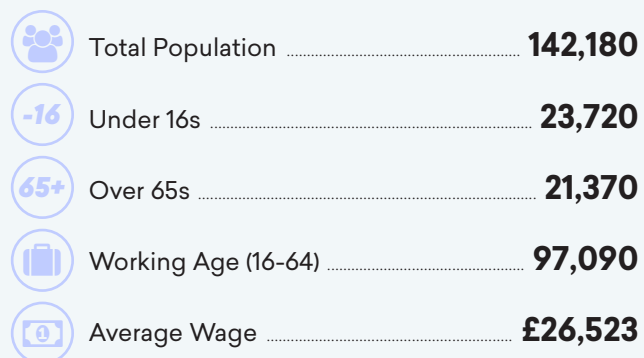
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



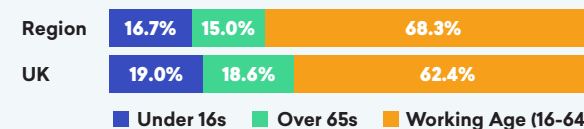
NORWICH



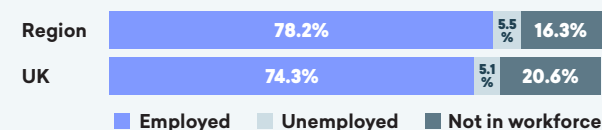
REGIONAL FACTS



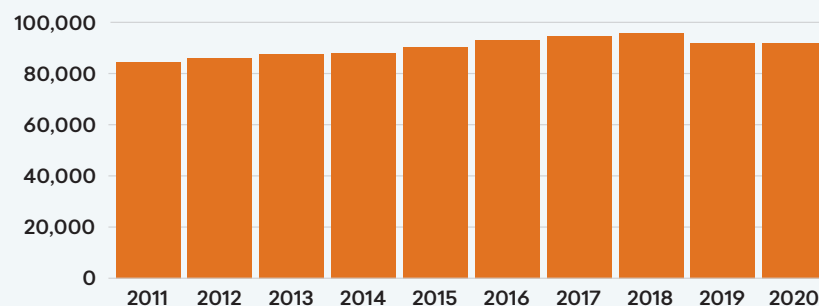
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



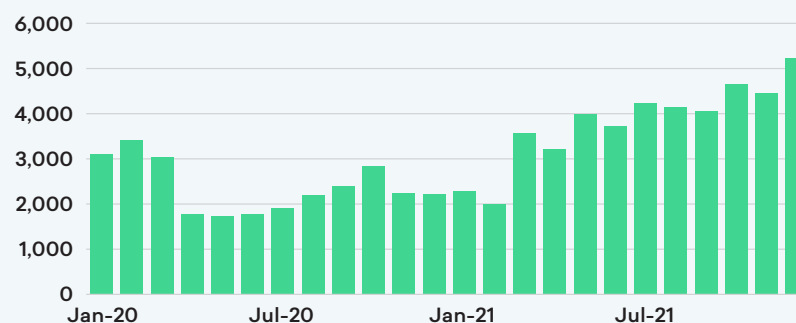
7,300

Job
Change

8.7%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



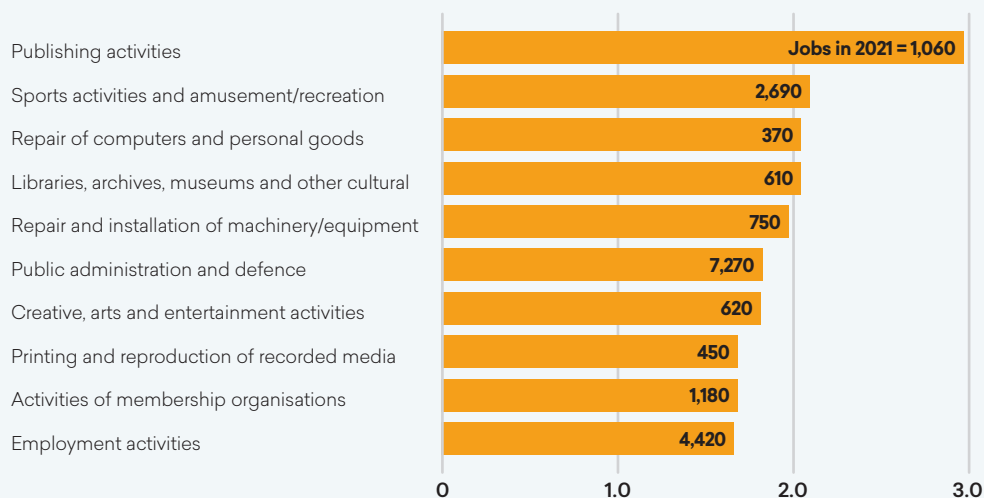
2,090

Job Postings
Change

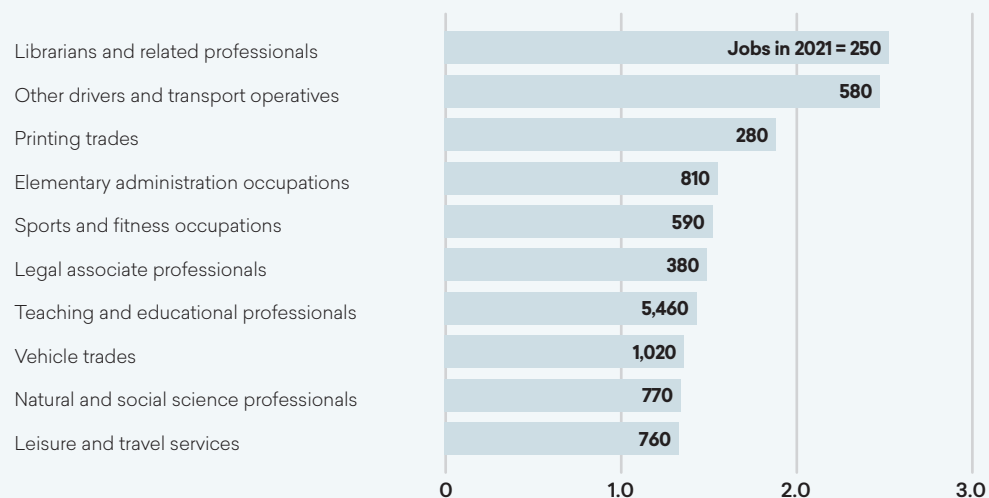
67.5%

Percentage
Change

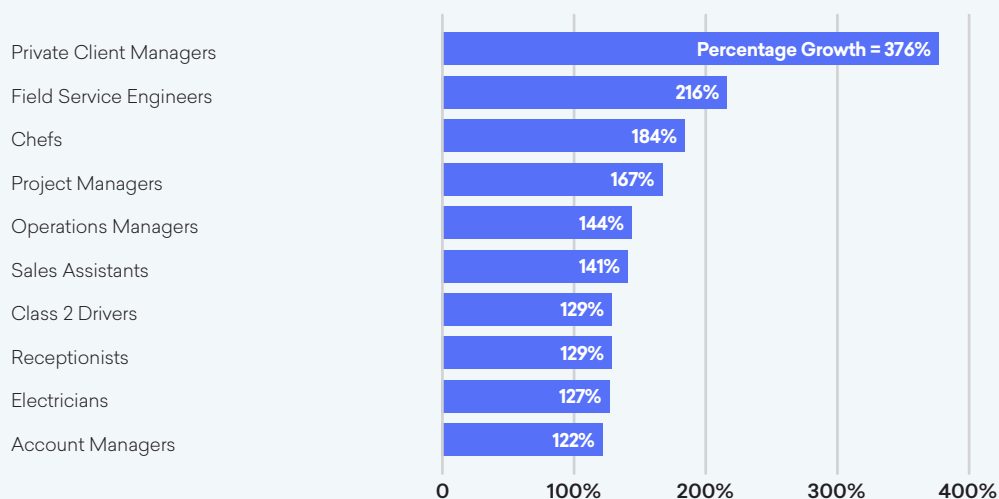
TOP 10 MOST CONCENTRATED INDUSTRIES



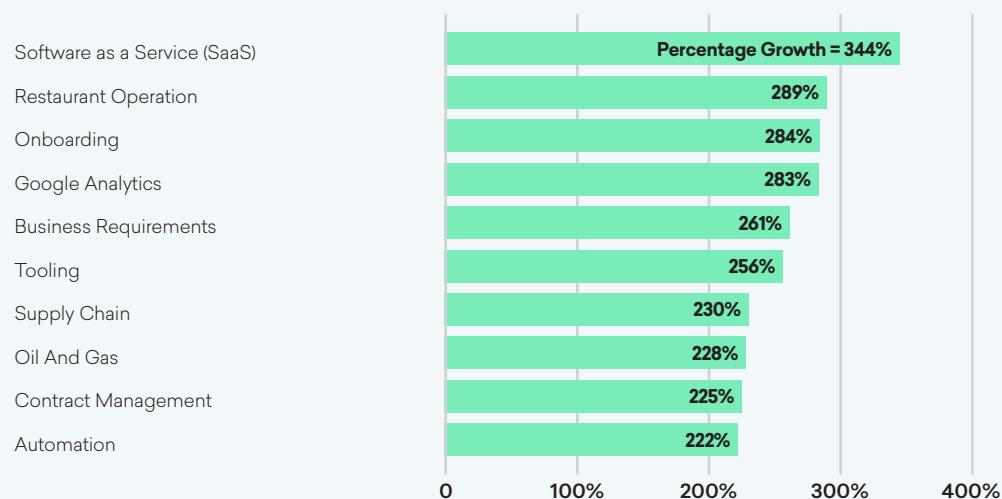
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



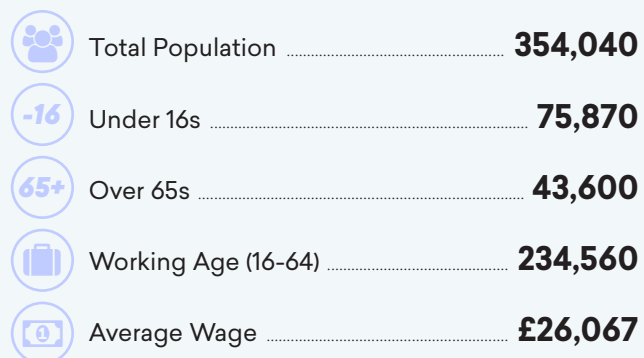
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



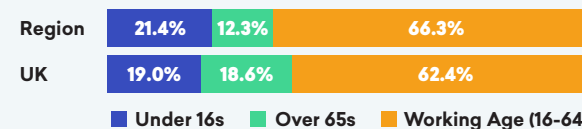
LEICESTER



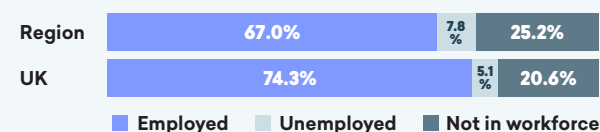
REGIONAL FACTS



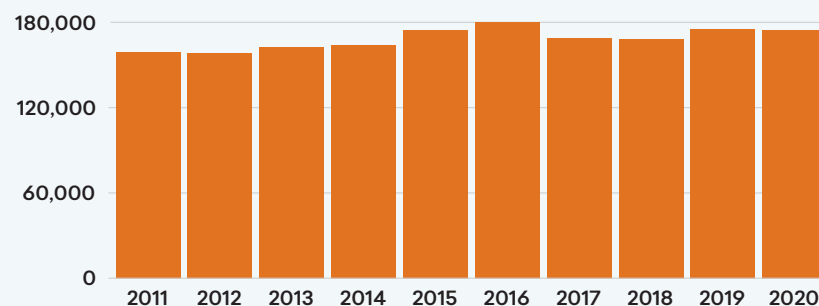
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



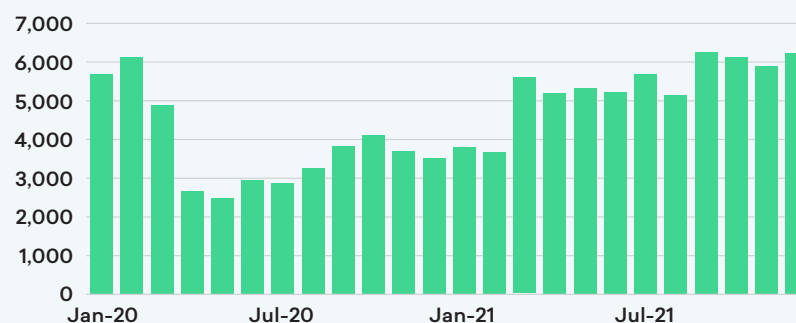
15,240

Job
Change

9.6%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



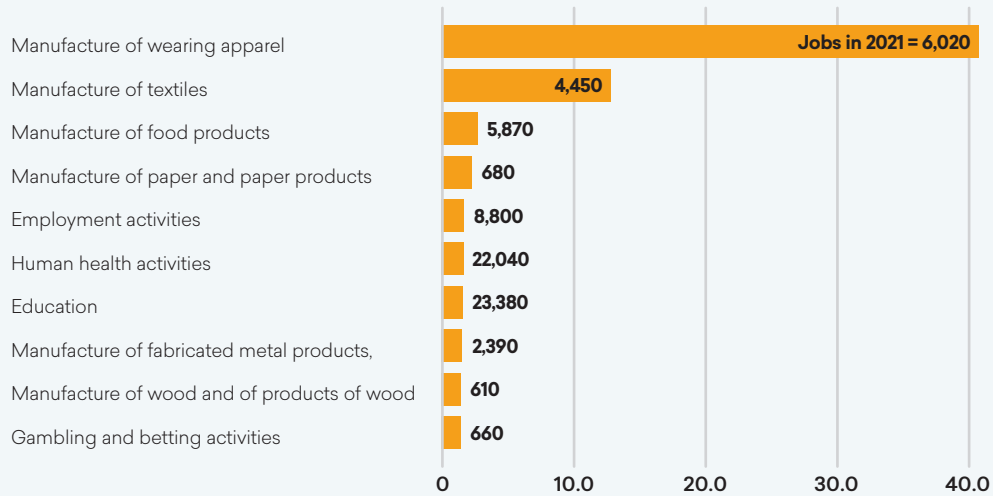
540

Job Postings
Change

9.4%

Percentage
Change

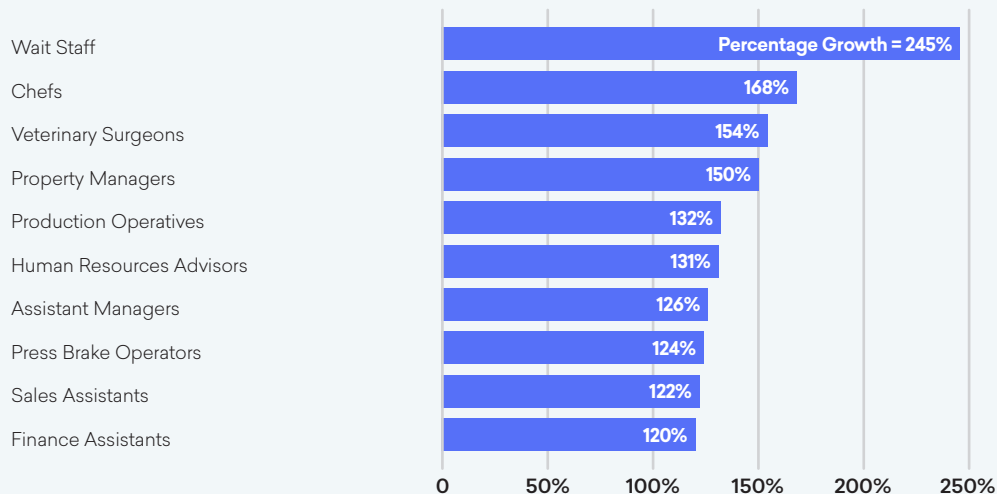
TOP 10 MOST CONCENTRATED INDUSTRIES



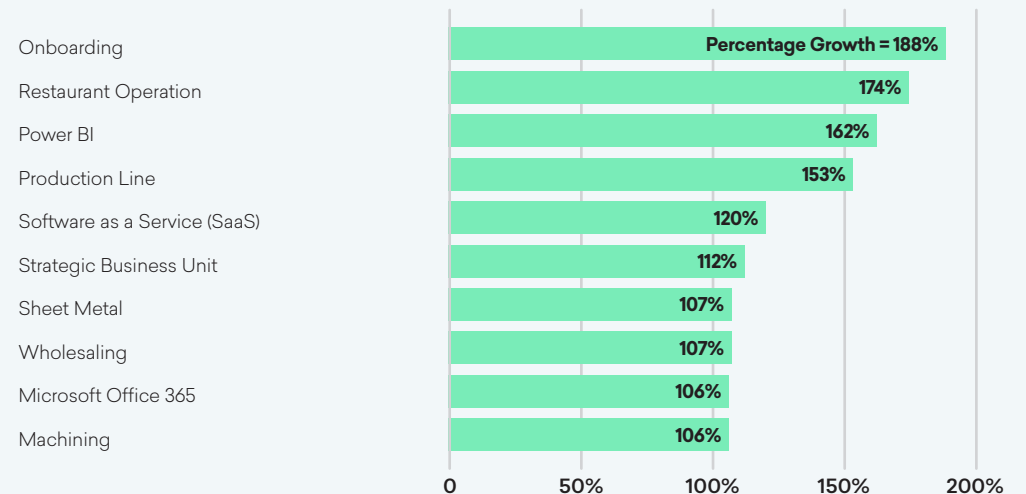
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



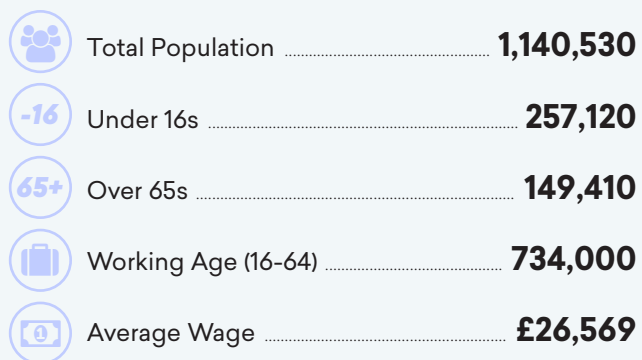
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



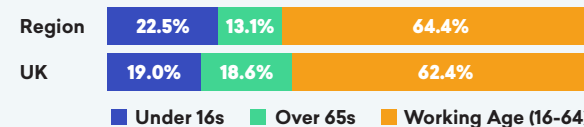
BIRMINGHAM



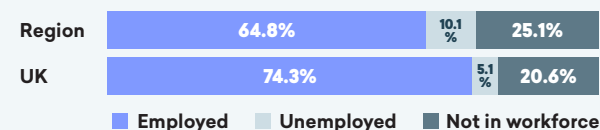
REGIONAL FACTS



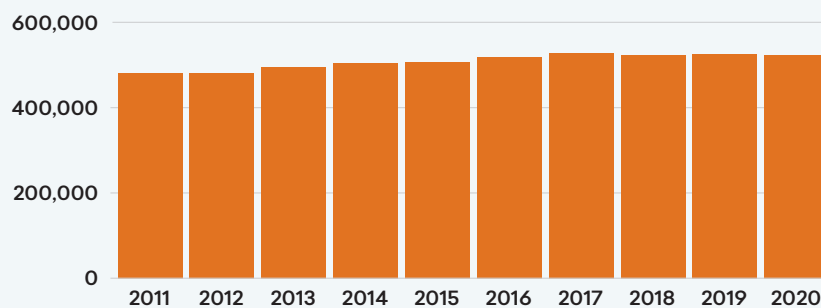
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



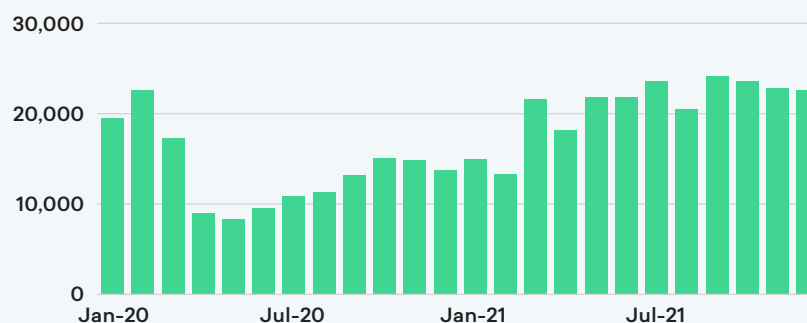
41,200

Job
Change

8.6%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



3,070

Job Postings
Change

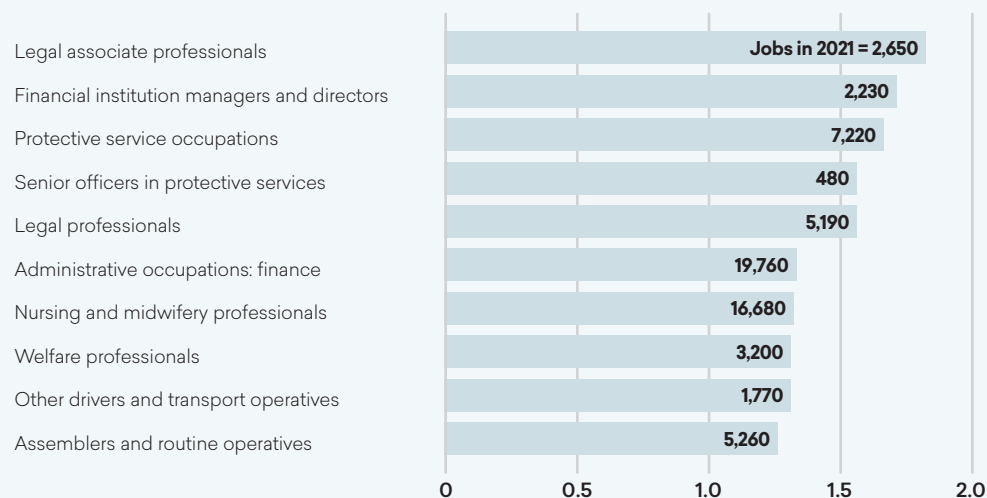
15.8%

Percentage
Change

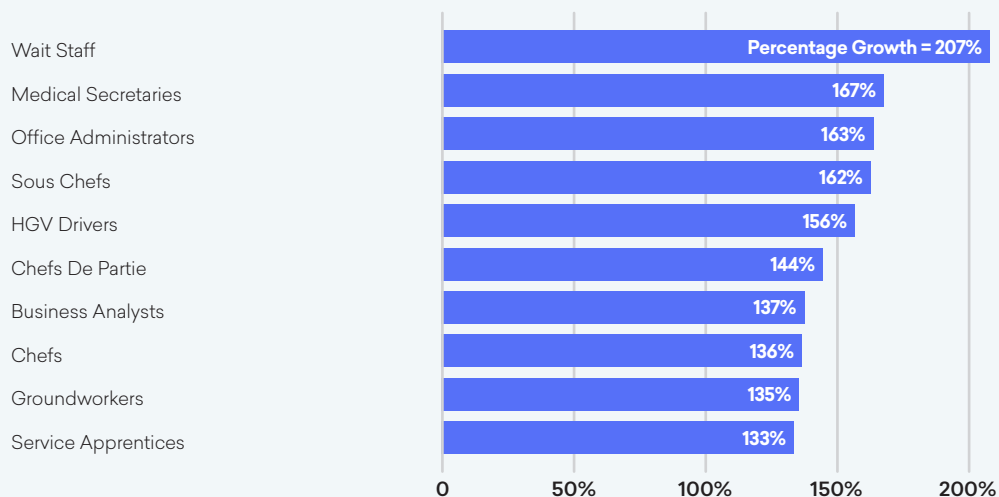
TOP 10 MOST CONCENTRATED INDUSTRIES



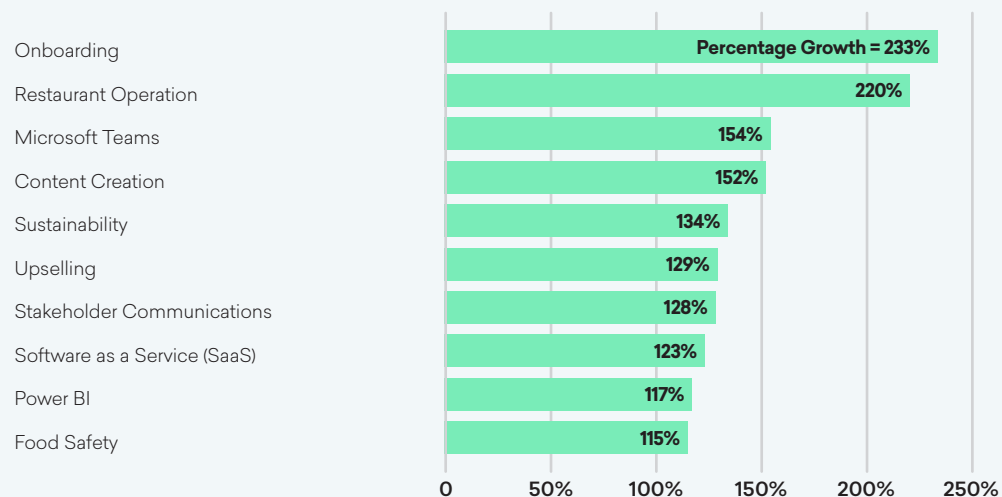
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



SHEFFIELD



REGIONAL FACTS

	Total Population	589,210
	Under 16s	106,120
	Over 65s	94,710
	Working Age (16-64)	388,380
	Average Wage	£26,254

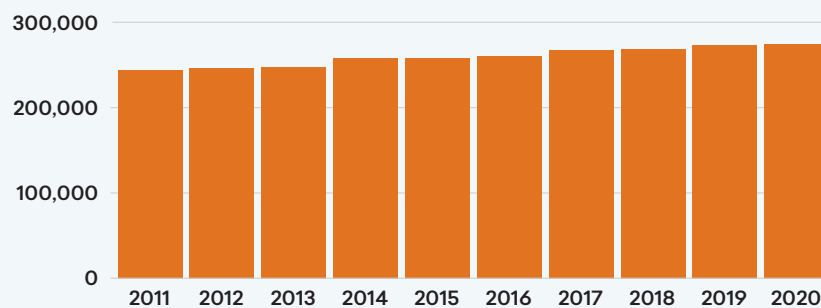
Age Demographic

Region	18.0%	16.1%	65.9%
UK	19.0%	18.6%	62.4%
	Under 16s	Over 65s	Working Age (16-64)

Employment & Unemployment (Working Age)

Region	69.3%	7.8%	22.9%
UK	74.3%	5.1%	20.6%
	Employed	Unemployed	Not in workforce

CHANGE IN JOB NUMBERS 2011-2020



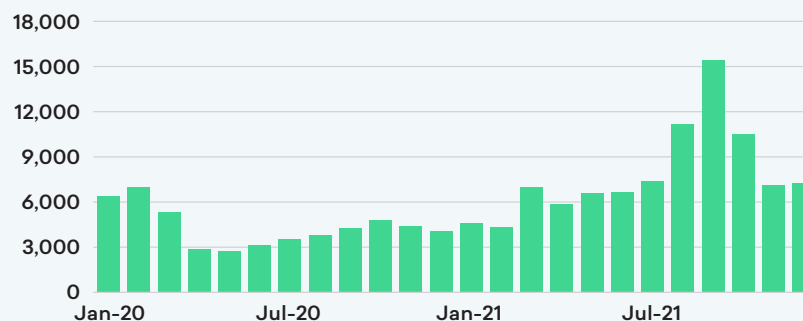
30,170

Job
Change

12.4%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



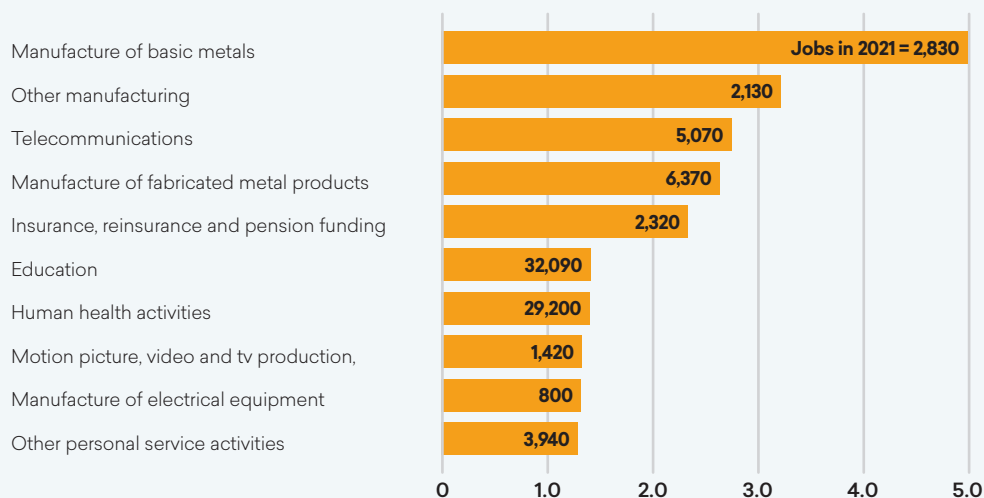
940

Job Postings
Change

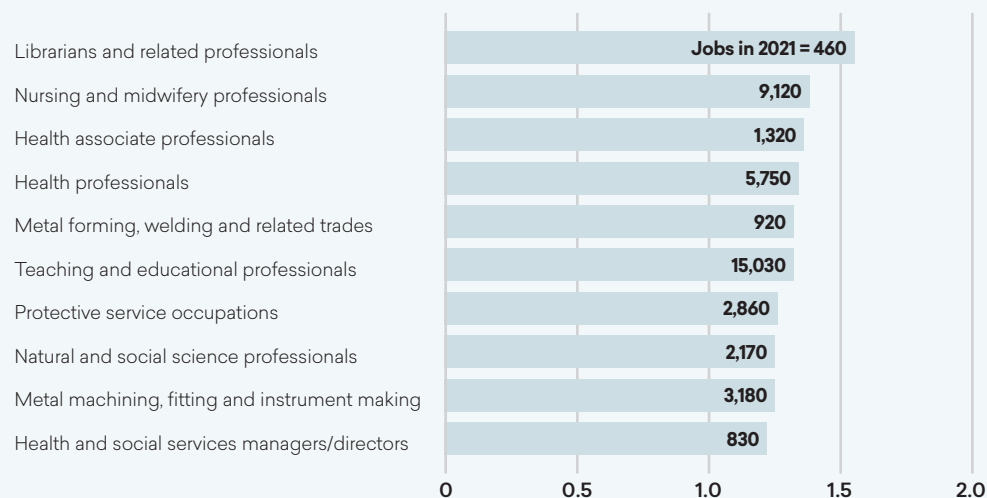
15.1%

Percentage
Change

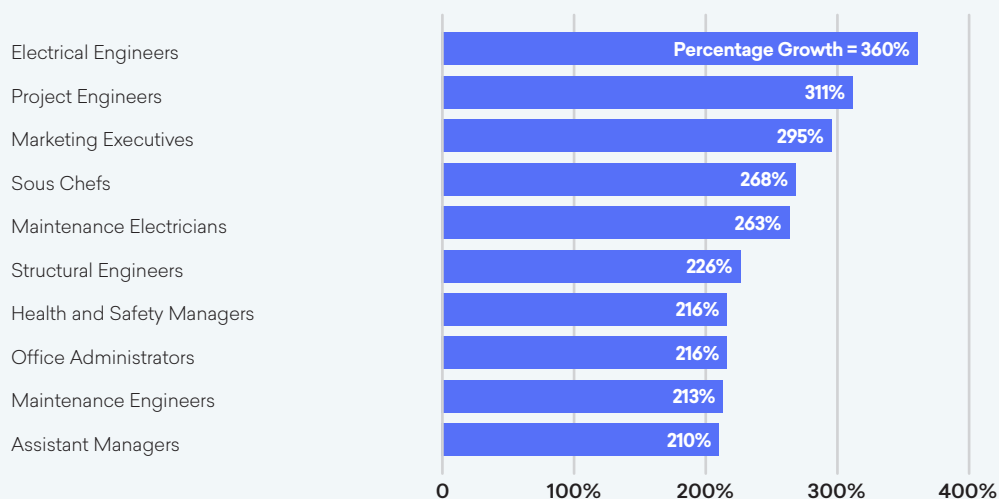
TOP 10 MOST CONCENTRATED INDUSTRIES



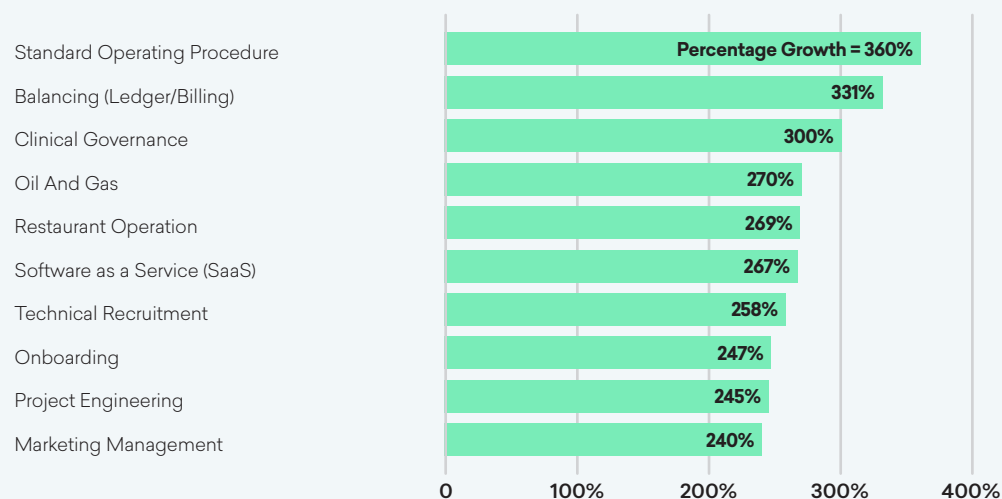
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



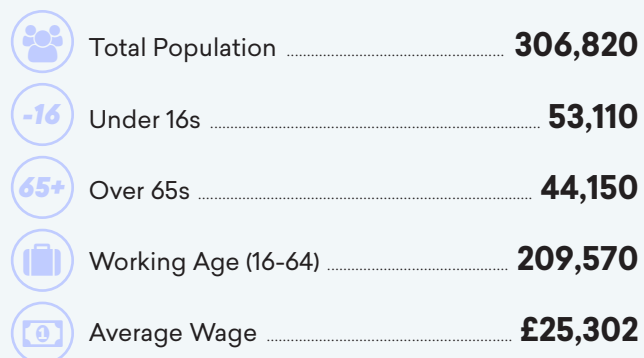
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



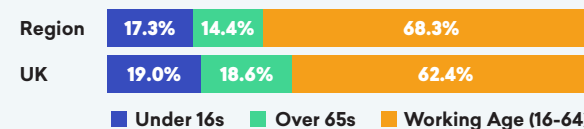
NEWCASTLE



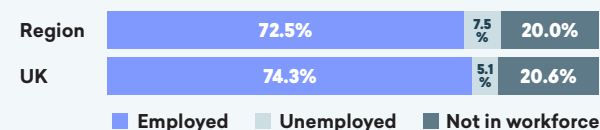
REGIONAL FACTS



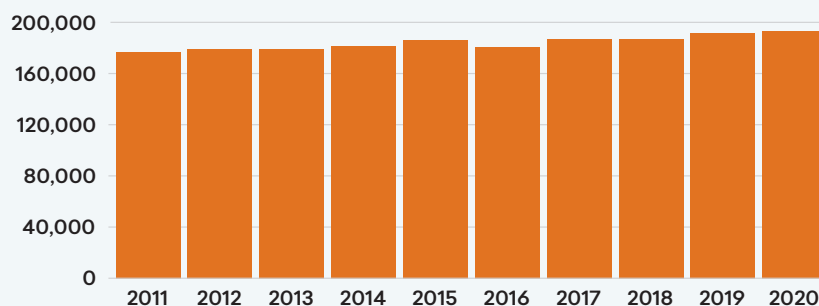
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



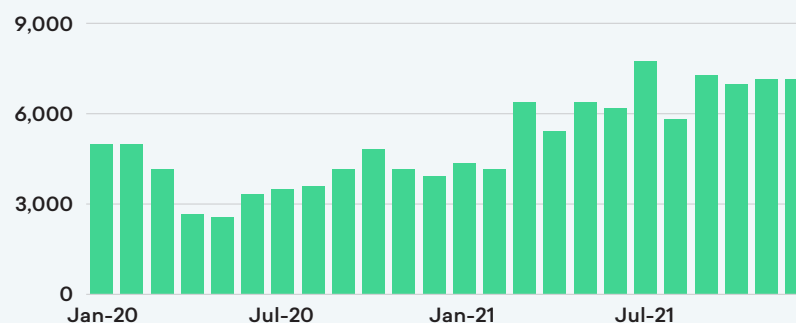
16,120

Job
Change

9.1%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



2,180

Job Postings
Change

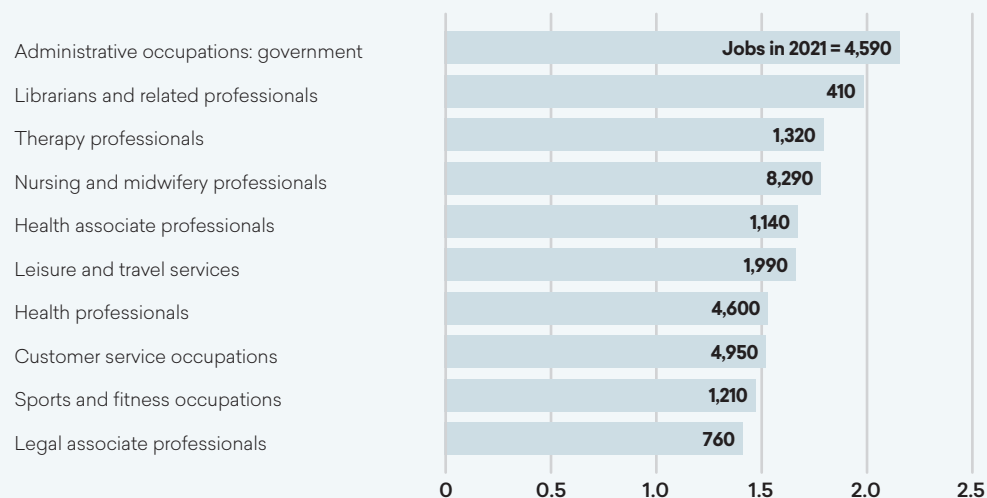
43.9%

Percentage
Change

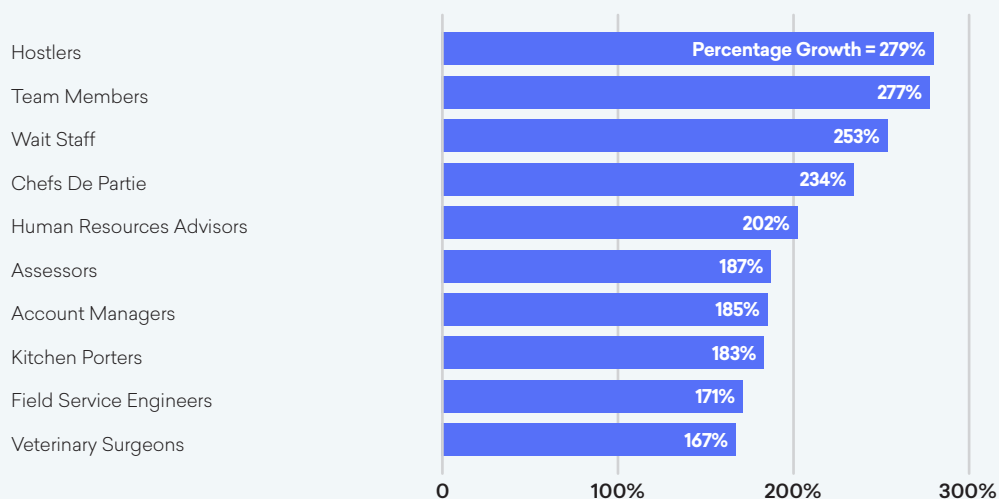
TOP 10 MOST CONCENTRATED INDUSTRIES



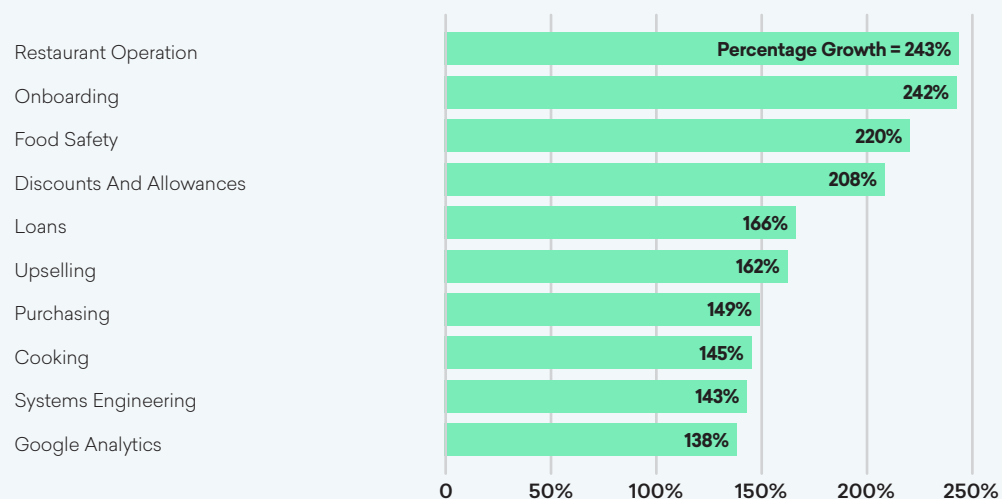
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



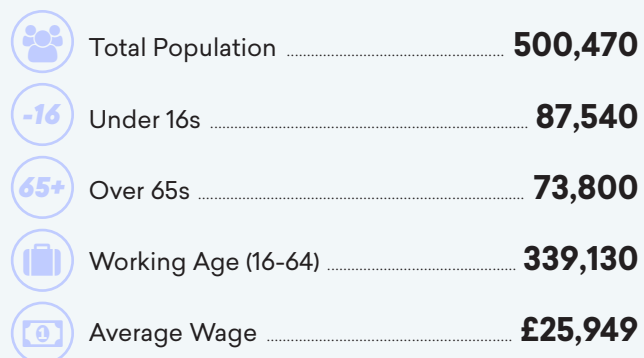
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



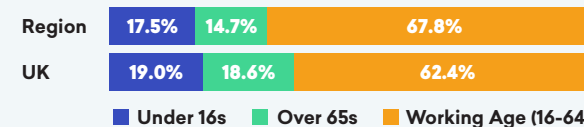
LIVERPOOL



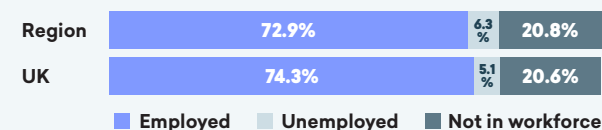
REGIONAL FACTS



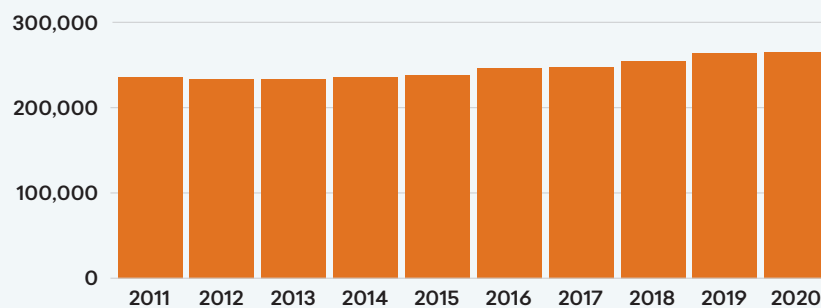
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



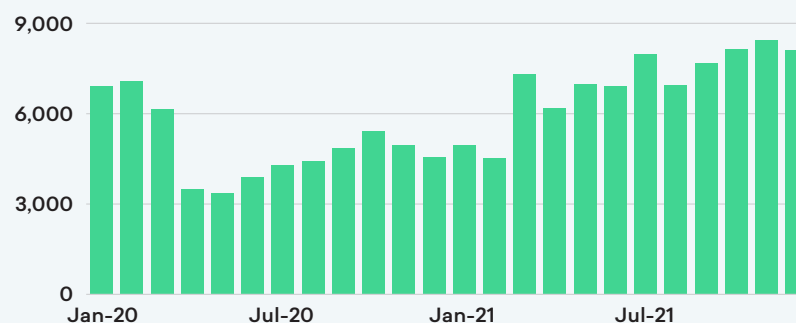
29,650

Job
Change

12.6%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



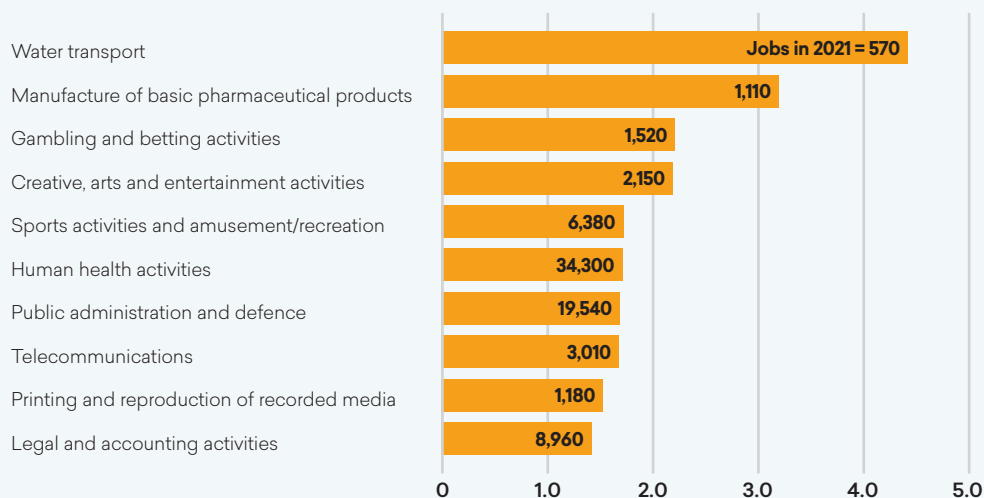
1,120

Job Postings
Change

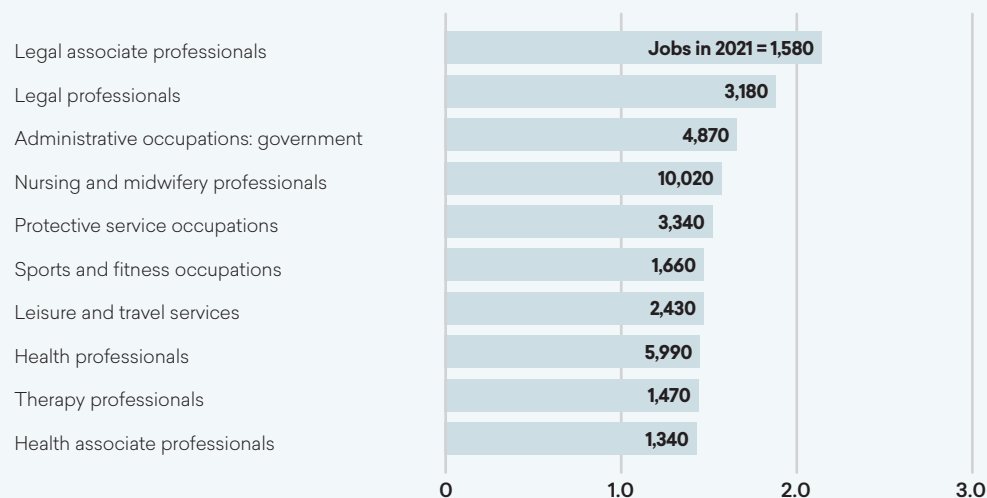
16.1%

Percentage
Change

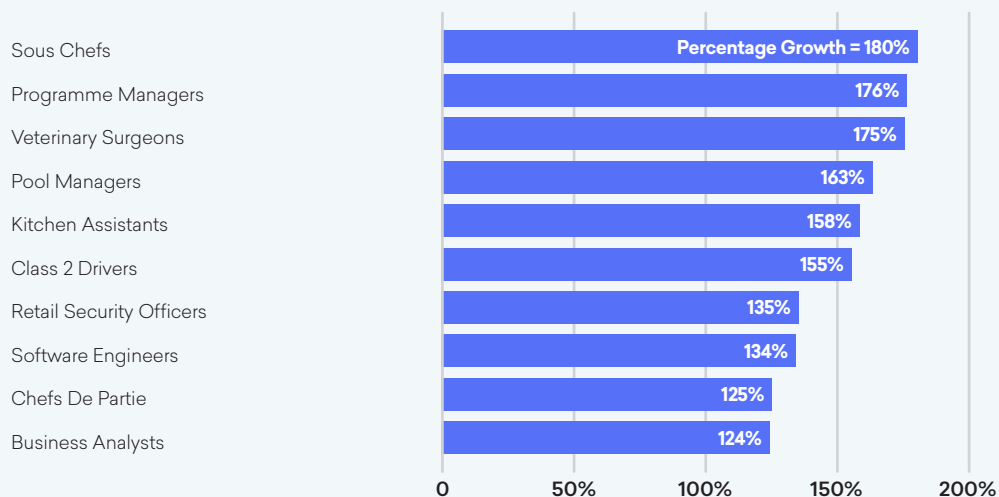
TOP 10 MOST CONCENTRATED INDUSTRIES



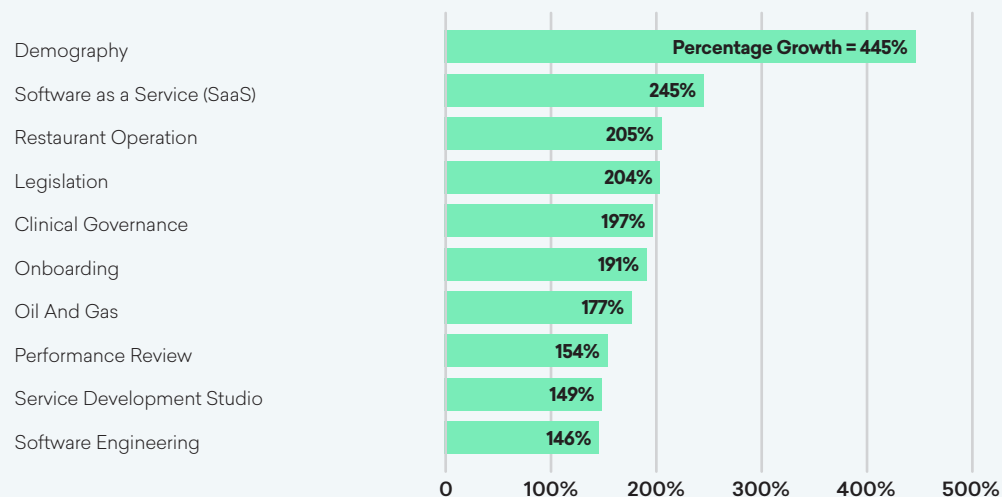
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



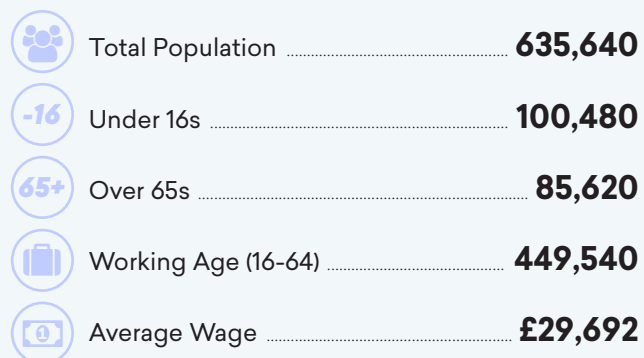
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



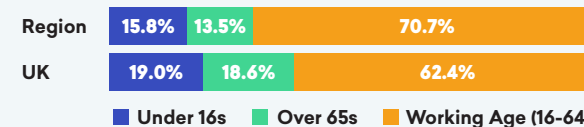
GLASGOW



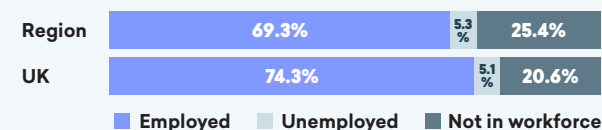
REGIONAL FACTS



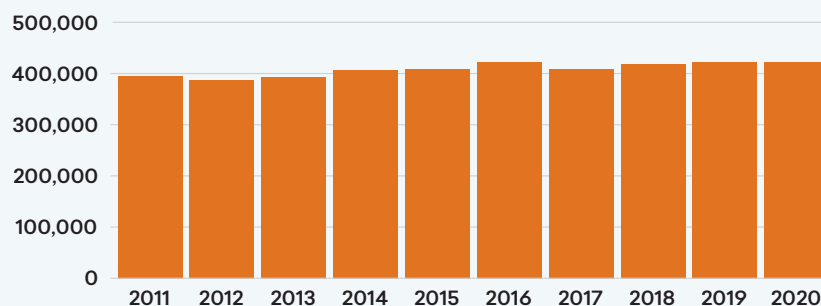
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



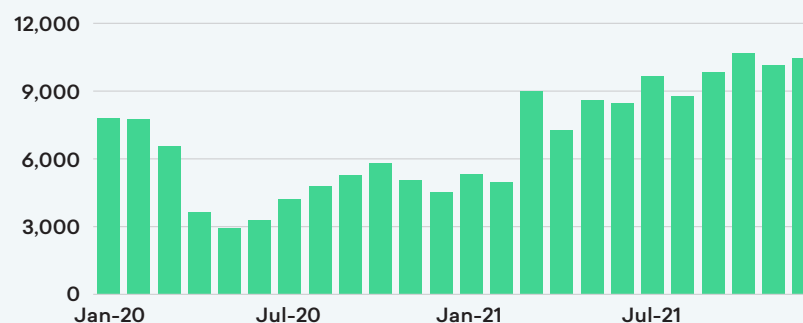
27,340

Job
Change

6.9%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



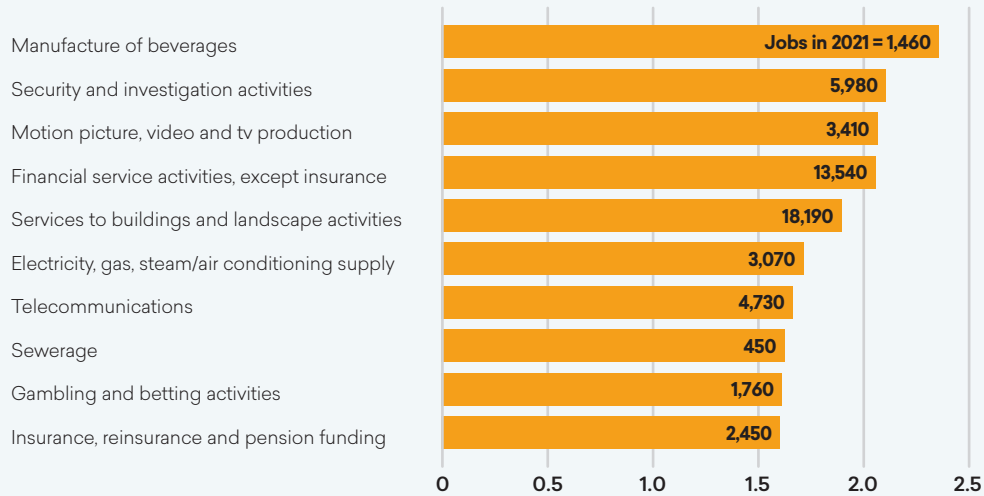
2,650

Job Postings
Change

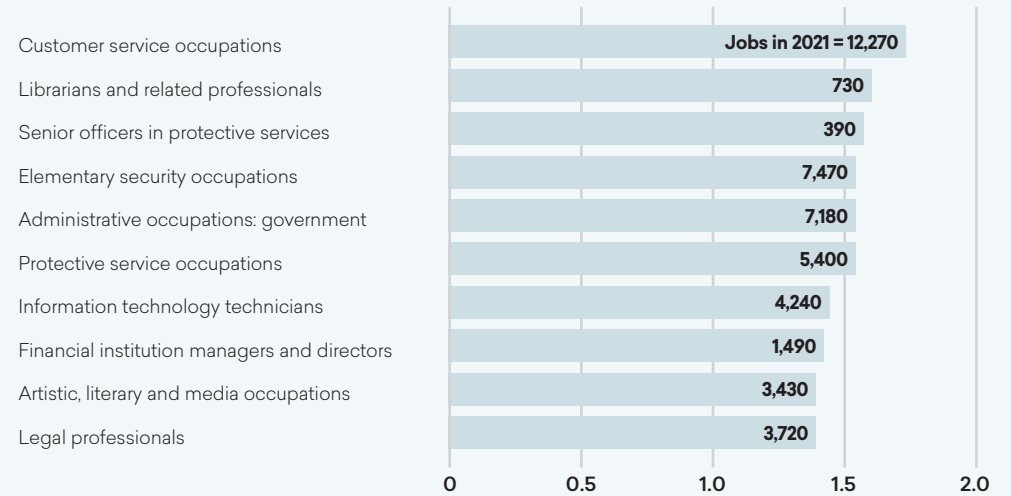
33.8%

Percentage
Change

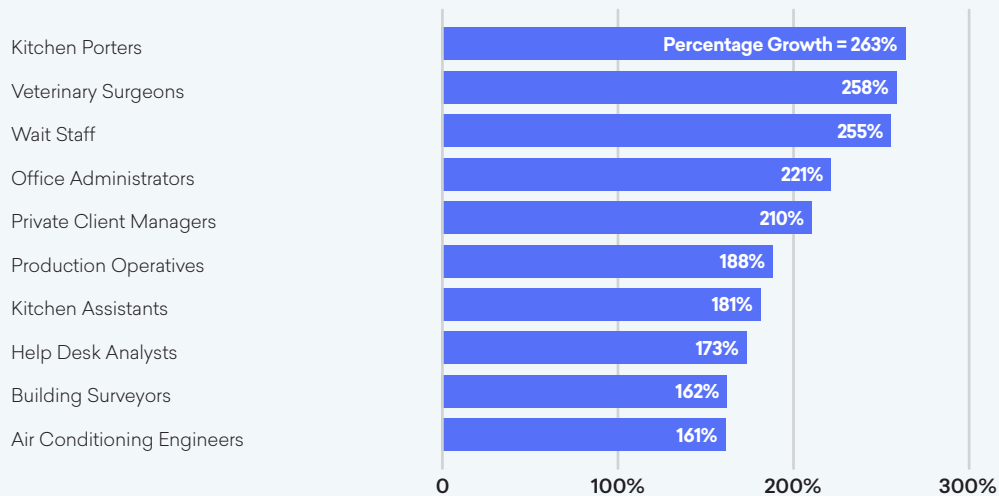
TOP 10 MOST CONCENTRATED INDUSTRIES



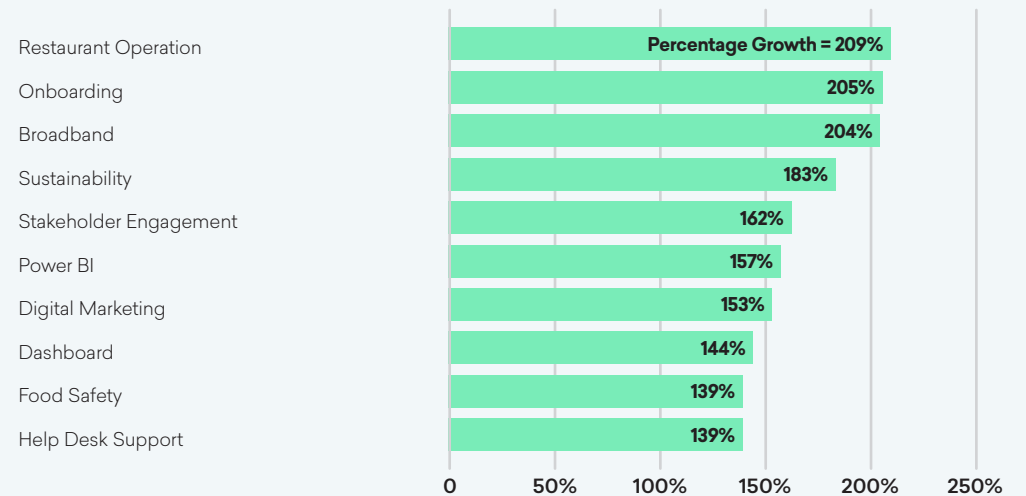
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



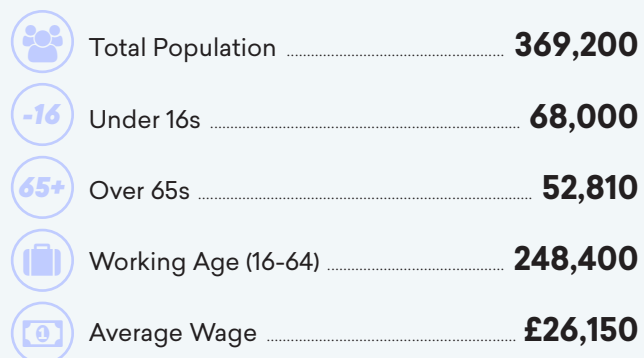
TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



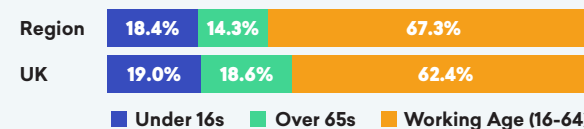
CARDIFF



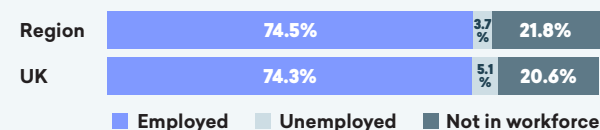
REGIONAL FACTS



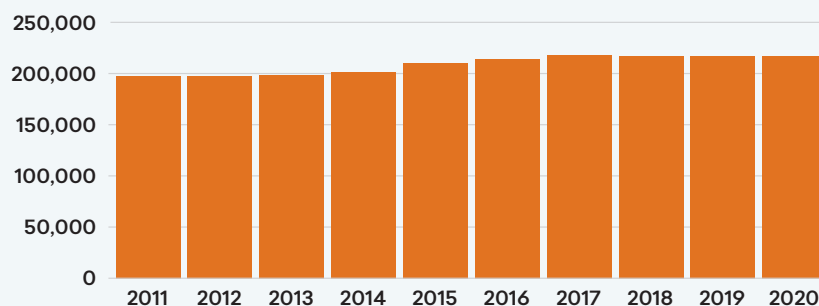
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



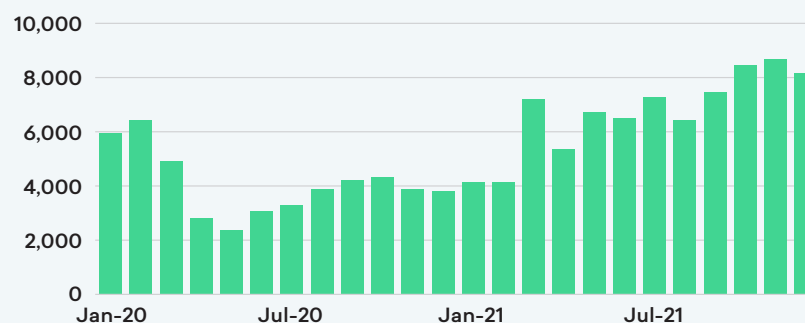
19,860

Job
Change

10.1%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



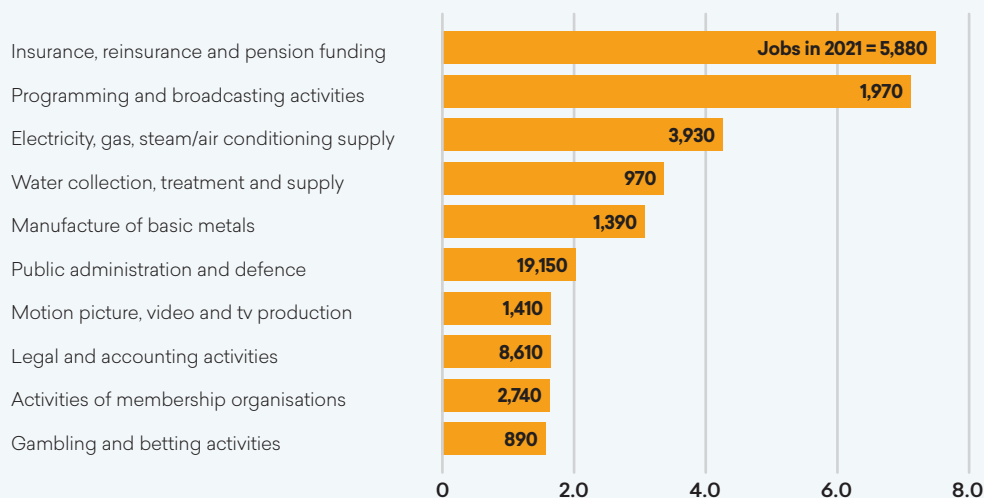
2,270

Job Postings
Change

38.5%

Percentage
Change

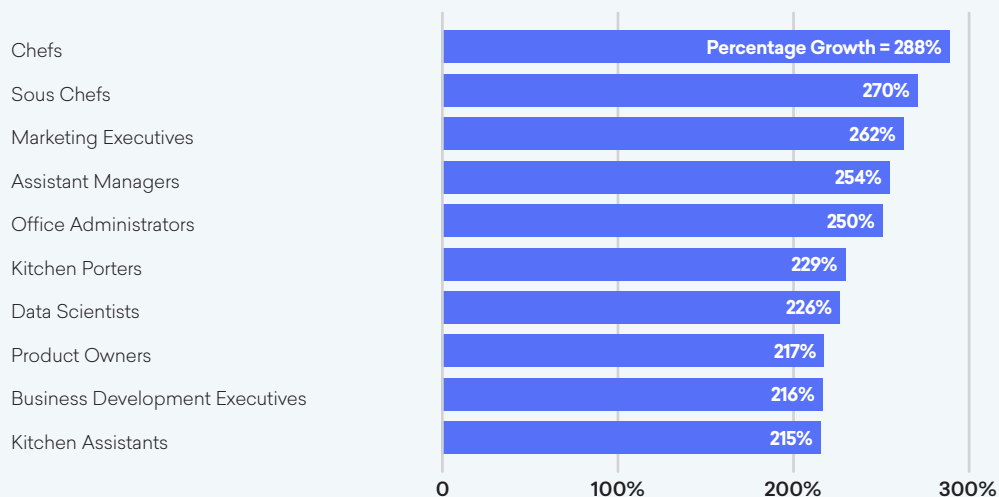
TOP 10 MOST CONCENTRATED INDUSTRIES



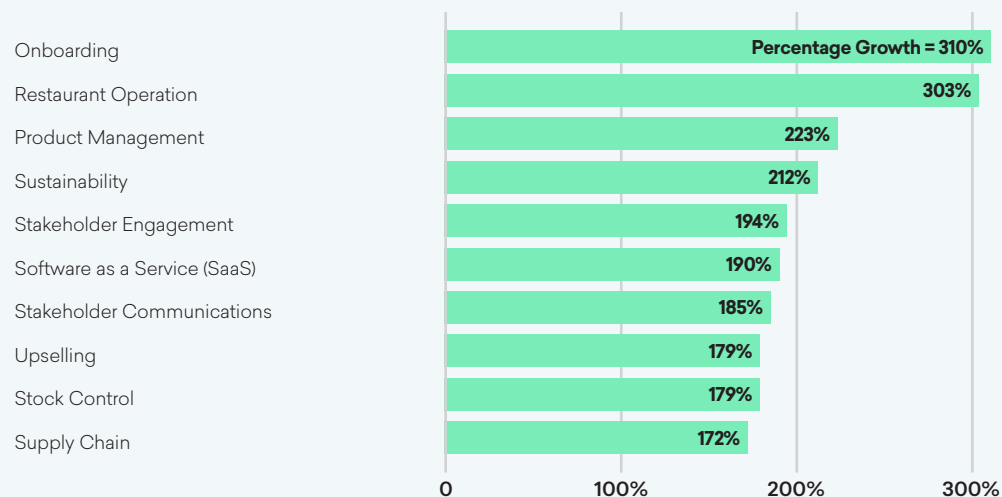
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021



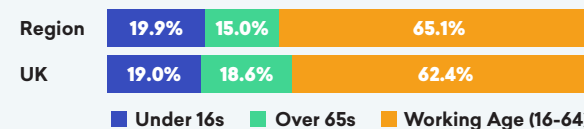
BELFAST



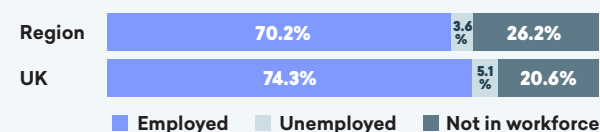
REGIONAL FACTS



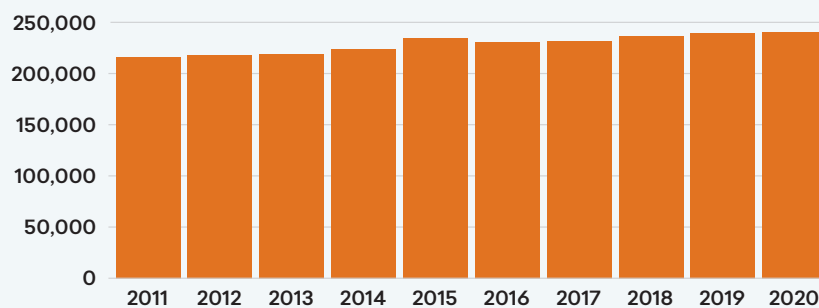
Age Demographic



Employment & Unemployment (Working Age)



CHANGE IN JOB NUMBERS 2011-2020



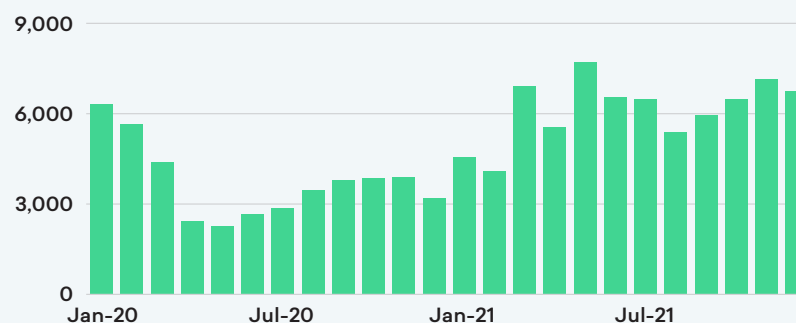
24,970

Job
Change

11.6%

Percentage
Change

CHANGE IN JOB POSTINGS 2020-2021



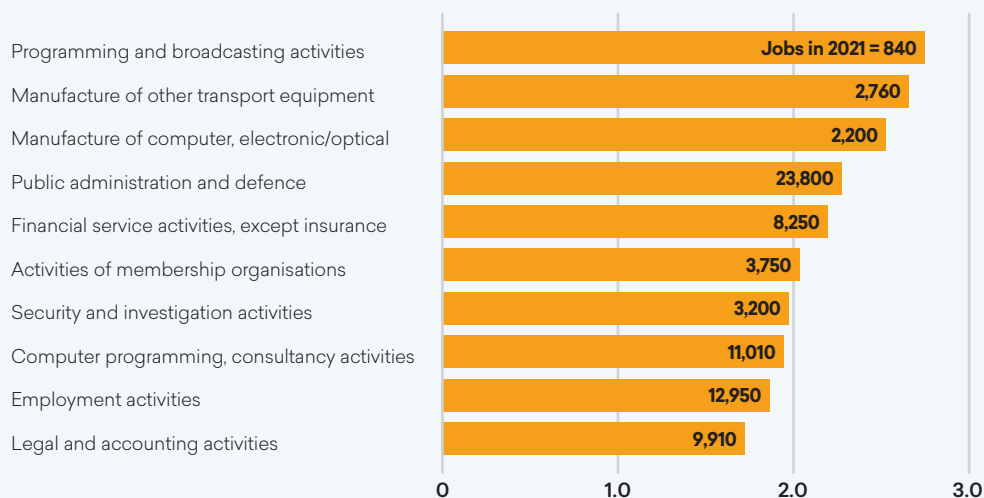
370

Job Postings
Change

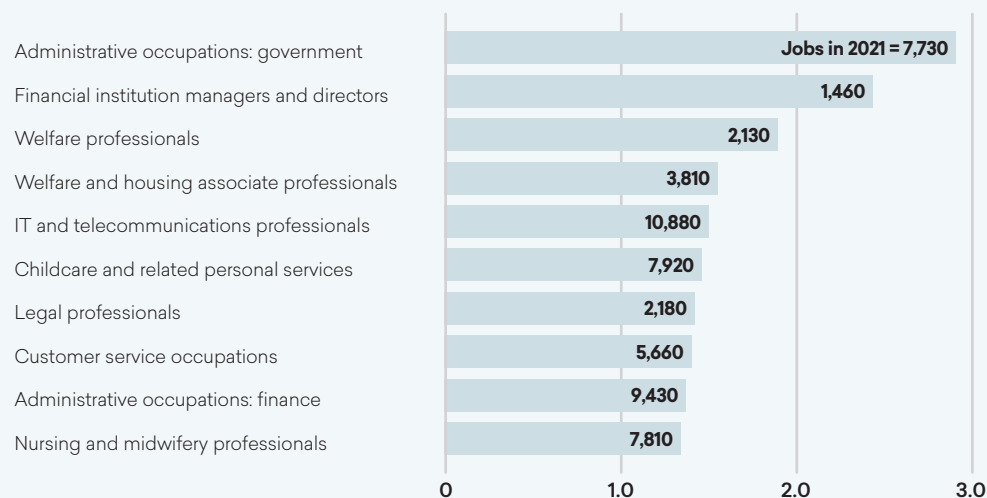
5.9%

Percentage
Change

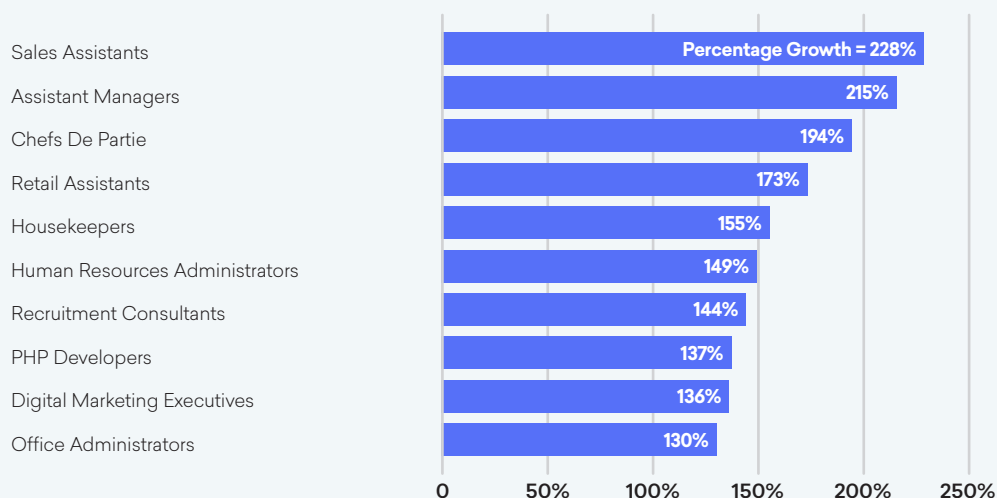
TOP 10 MOST CONCENTRATED INDUSTRIES



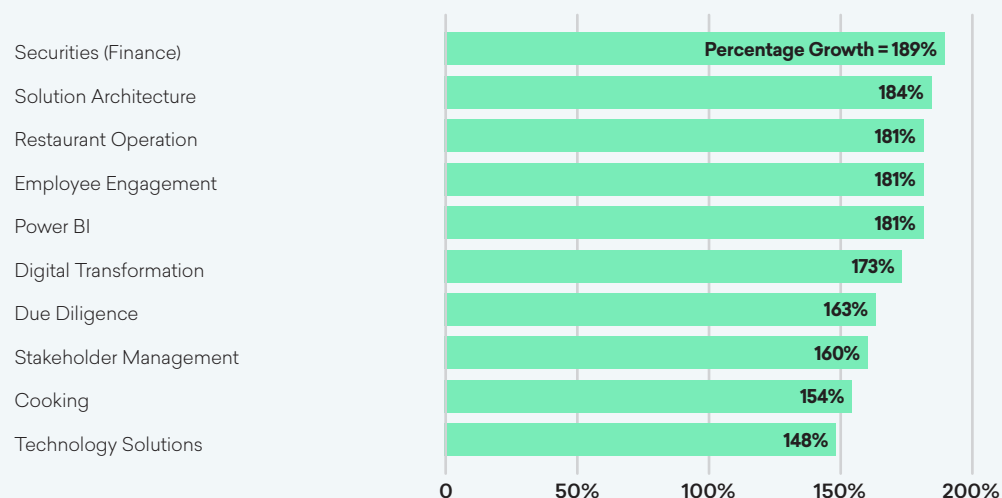
TOP 10 MOST CONCENTRATED OCCUPATIONS



TOP 10 FASTEST GROWING JOB TITLES 2020-2021



TOP 10 FASTEST GROWING HARD SKILLS 2020-2021





METHODOLOGY AND TERMS

Job Postings

In last year's report, we used *Active Job Postings*, which are any that are still online during the timeframe we are using, and therefore include those posted before that period, which have not yet been taken down. In this year's report, we have used *New Job Postings*, which are only those postings which became live during the period we are looking at, which is January 1st 2020 to December 31st 2021. The intention in using *New Job Postings* is to highlight the rapid change in trends, and it explains why the numbers in the Change in Job Postings 2020-2021 charts are generally lower than in last year's report.

Location Quotient (LQ)

This is the proportion that an occupation or industry makes up within a local labour market, compared with the proportion the same occupation or industry makes up in the national economy. The nation is given a benchmark of 1.0, and so any occupation or industry with an LQ over about 1.2 can be seen as a regional specialism.

Job titles and hard skills growth

To calculate the growth in job titles and hard skills, we have taken the total number of job postings for 2020 and 2021, and worked out the percentage growth. However, in order to avoid including jobs and skills that show massive year-on-year growth despite only having very few postings, we have applied minimum job posting thresholds.



Emsi Burning Glass DATA

Our data is at the heart of what we do and we are confident that it is the most reliable, accurate and granular labour market insight available in the UK. We take the view that to get a realistic picture of your focus labour market, rather than looking at traditional labour market intelligence or 'big data' like job postings or profiles alone, you need them together. This is why we have uniquely integrated these different data sources, to give you one seamless dataset describing various aspects of the economy in your area and beyond – available through software tools, research consulting, or API access.



LABOUR MARKET INTELLIGENCE

Over 2 billion data points ranging across jobs, earnings, employment levels, education output, and more. Data are sourced from a range of government datasets; but we synthesise them and model to infer missing cases; then we project forward job counts ten years from latest BRES (now to 2030), detailed down to local areas (LAU1) and specific occupations (4-digit SOC) and industries (4-digit SIC).



JOB POSTING ANALYTICS

Harvested from tens of thousands of job boards, JPA is updated every month with between 800,000 and 1 million new unique postings – we have a database of more than 50 million postings as of writing. Every posting is categorised across occupation (4-digit SOC), detailed job title, location, company name and against Emsi's continuously updated library of nearly 30,000 common and hard skills. Metrics include posting counts, but also posting intensity, posting duration and salary.



PROFILE ANALYTICS

A database of 17.8 million professional employment profiles, Profile Analytics provides a supply-side counterpart to the content-rich, demand-side intelligence from JPA. Each profile captures occupation, detailed job title and location, just as with job postings, as well as categorising against Emsi's skills library. In addition, the data allows identification of universities and degree subject areas, as well as in some cases the career path through which a professional has reached their current role.



Emsi Burning Glass is the world's leading authority on job skills, workforce talent, and labour market dynamics. Organisations across the globe use our market research, analytical software, and data expertise to better understand their own workforce and identify skilled and diverse talent for future growth.

Headquartered in Boston, Massachusetts, and Moscow, Idaho, Emsi Burning Glass is active in more than 30 countries and has offices in the United Kingdom, Italy, New Zealand, and India.

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