



# **Gatwick Diamond Employment and Skills Profile**

**14 September 2007**

Dr. Jonathan Pratt  
Step Ahead Research

# The Project

## 1. Desk based review

1. Data sources
2. Local estimates
3. FE/WBL focus
4. Sector based analysis

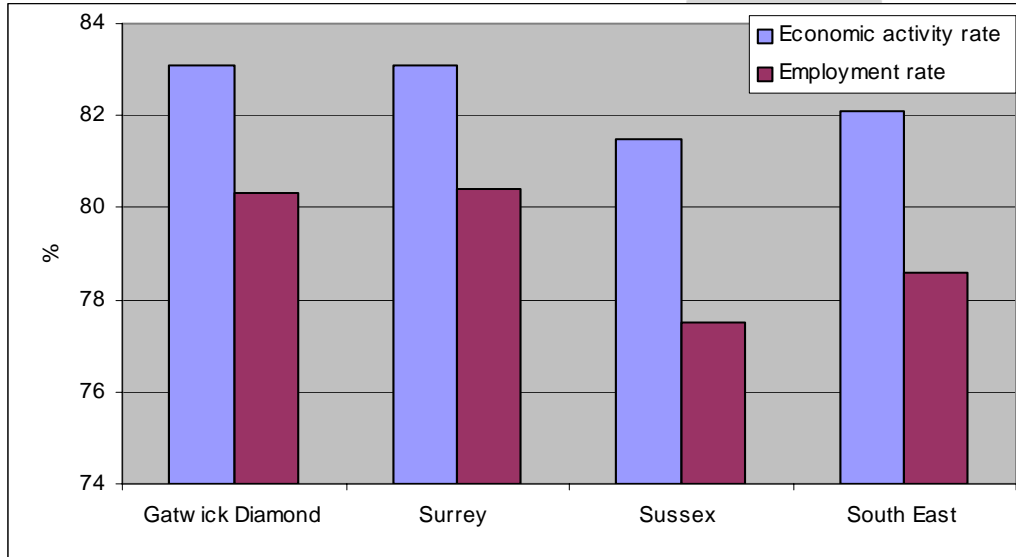
## 2. Supply & demand matching

1. the holy grail...

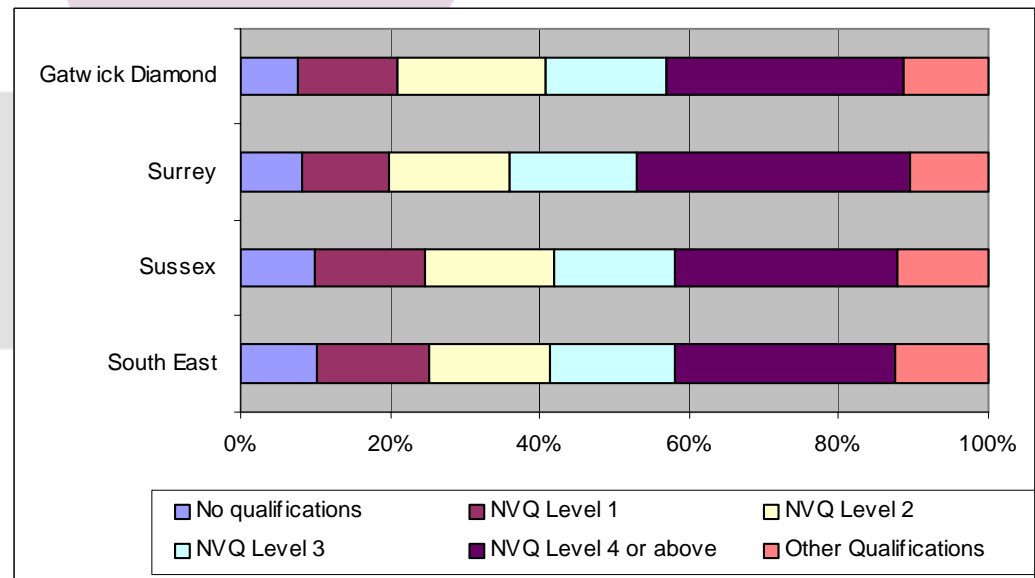


# Socio-economic Context

## Economic activity & employment

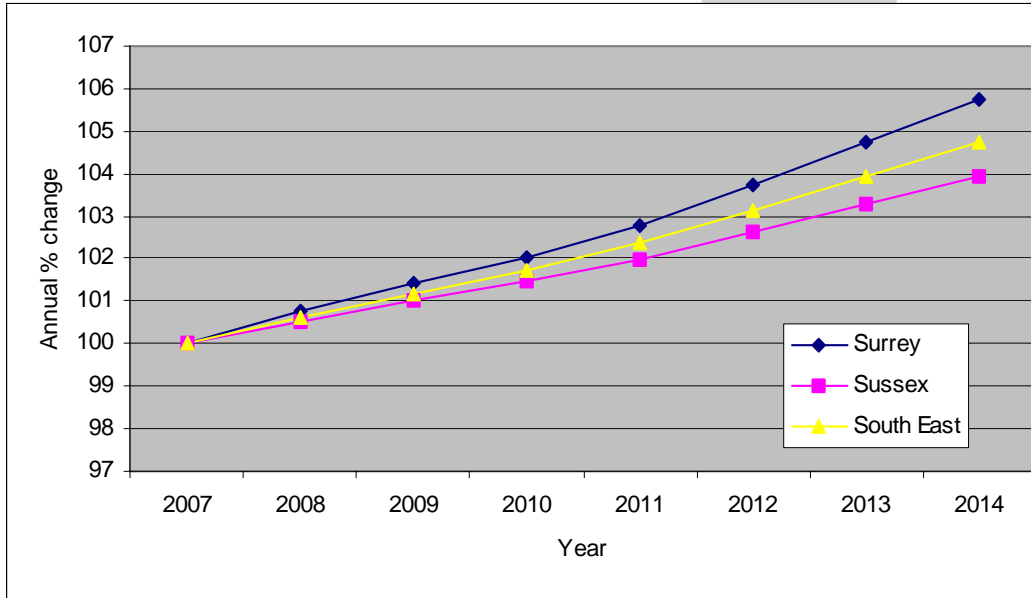


## Workforce skill level

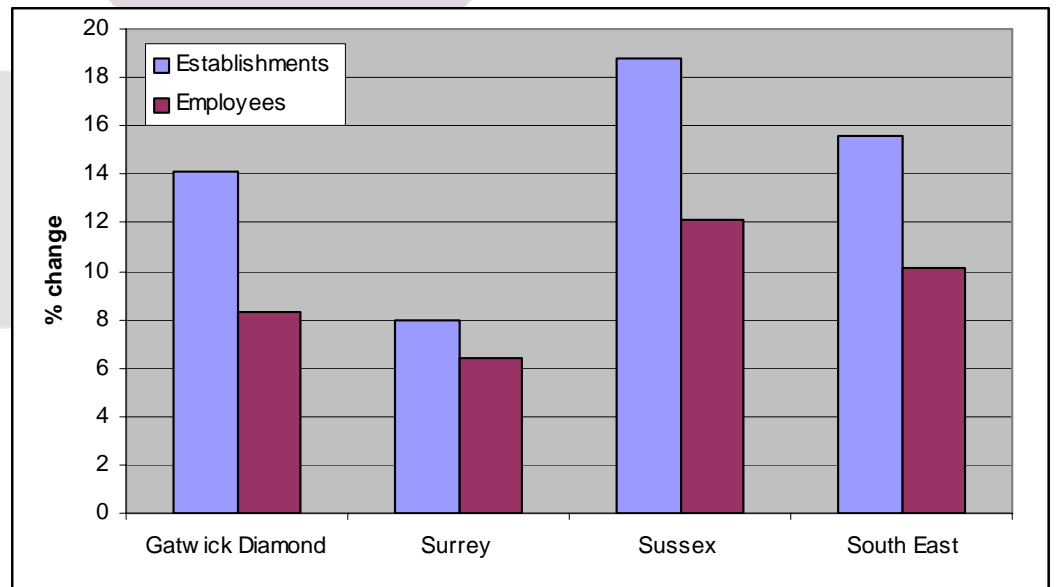


# Demand for skills - Overview

## Index of forecast employment



## Change in employment & establishments

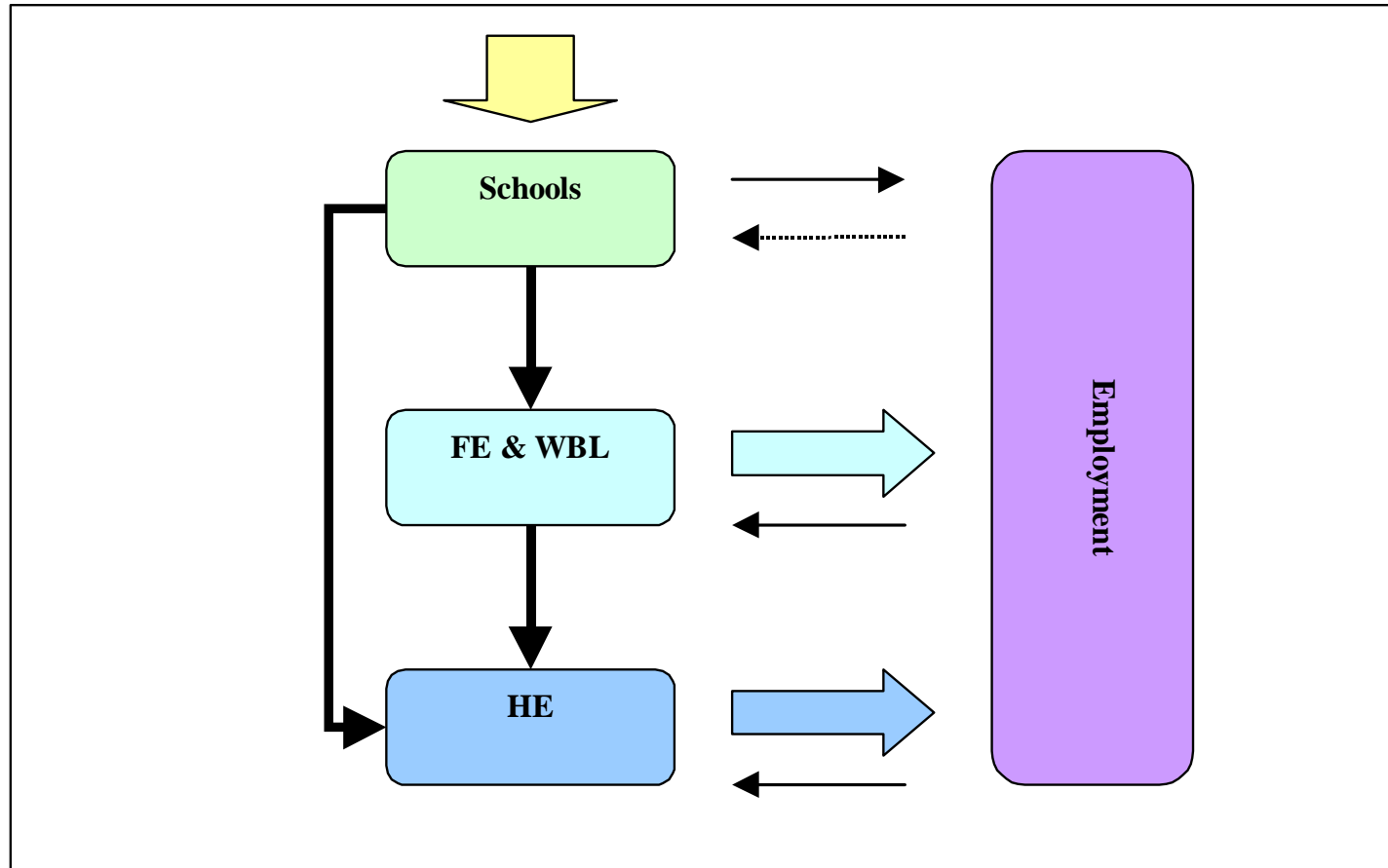


# Demand for skills - Overview

- Skill gaps - 1 in 5 businesses
  - Lack of experience vs. failure to train
- Work related learning - 1 in 4 workers
  - younger & higher skilled

Skills in Need of Improvement	Gatwick Diamond Estimate (%)
Technical, practical or job-specific skills	52
Customer handling skills	46
Problem solving skills	40
Oral communications skills	40
Team working skills	39
Written communication skills	28
Management skills	28
General IT user skills	27
Literacy skills	18
Numeracy skills	15
IT professional skills	14
Foreign language skills	7

# Skills supply - Overview



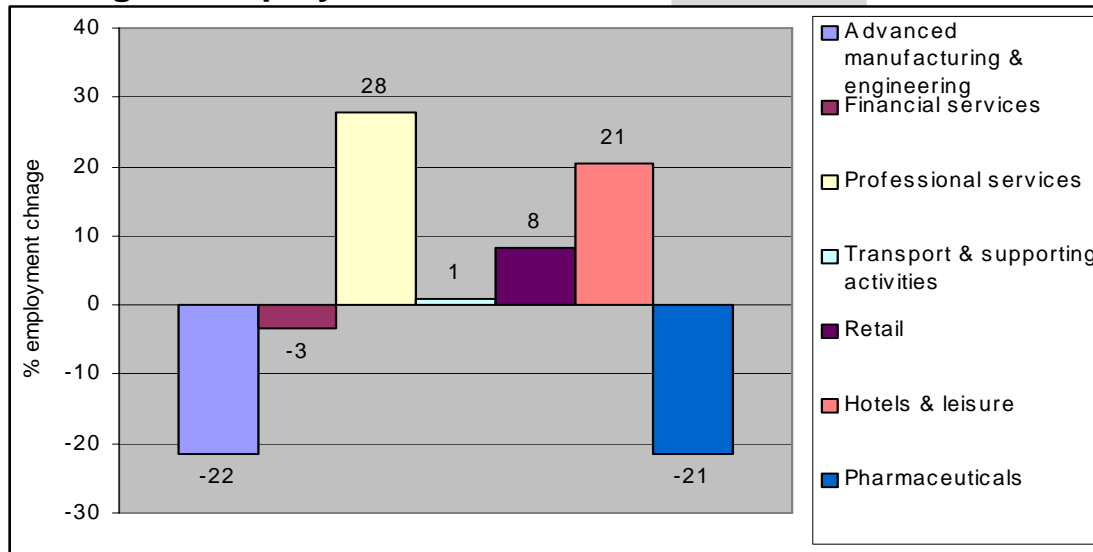
# Key Sectors



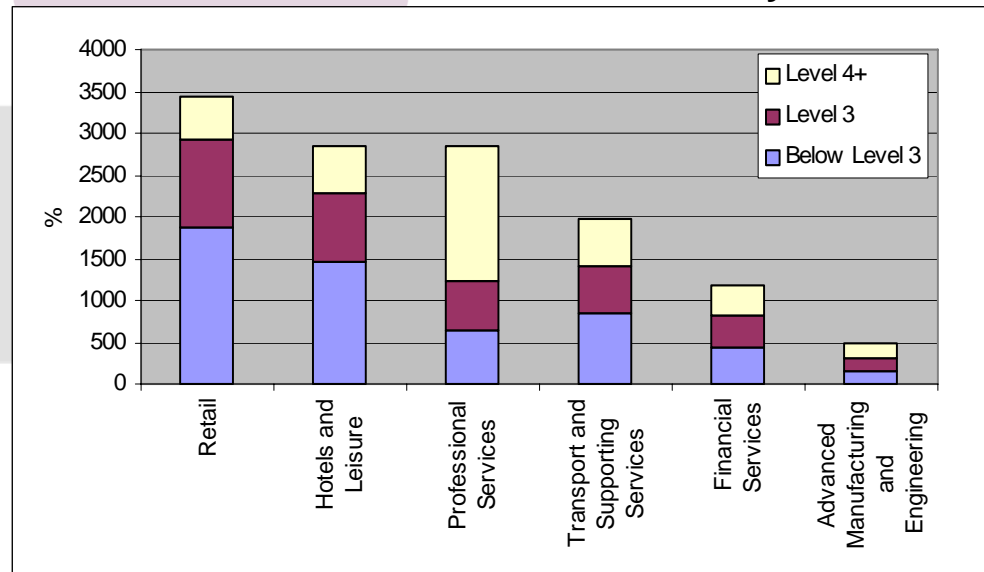
1. Advanced Manufacturing & Engineering
2. Pharmaceuticals
3. Financial Services
4. Professional services
5. Aviation (Transport)
6. Retail
7. Hotels & Leisure

# Key sectors - comparative analysis

Change in employment 1998-2005



Annual demand by skill level

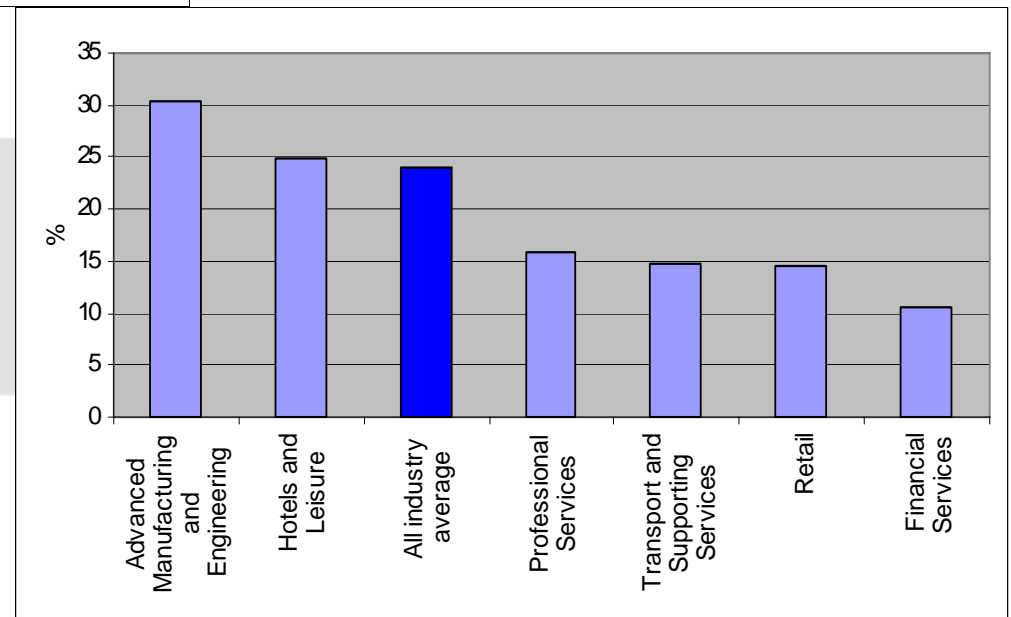


# Key sectors - comparative analysis

## Likelihood of workers undertaking training

Sector	Rank	% of workforce
Other sectors	1	31
Financial services	2	30
<b>All in work</b>	<b>-</b>	<b>28</b>
Professional services	3	27
Transport & supporting activities	4	25
Hotels & leisure	5	23
Retail	6	21
Advanced manufacturing	7	19

## Likelihood of using an FE College



# Key sectors in the balance



- **Scale**
  - 12-13,000 new entrants
  - 5-6,000 expected from education
  - Around 1,200 new WBL and FE
- **Balance**
  - 57% of required new entrants in key sectors
  - 40% of major FE vocational learning in key sectors
- **Workforce Development**

# Retail

- Large & growing sector
- Significant demand for new entrants
  - Not directly catered for (1% supply)
  - Large chains - internal programmes
- Level 2 focus
  - Matched by provision
- Workforce development
  - Poorly engaged with FE



# Hotels & Leisure

- Large & growing sector
- Significant demand for new entrants
  - Quite well catered for but...
- Level 2 & 3 focus
  - Matched by provision
- Workforce development
  - Good engagement with FE



# Transport & Supporting Services

- Large stable sector
- Significant demand for new entrants
  - Specialist supply limited & not focused on aviation
- Demand at all levels
  - Provision focused at low levels
- Workforce development
  - Poorly engaged with FE (in general)



# Financial services



- Medium sized, stable sector
- Significant demand for new entrants
  - Specialist supply very limited
- Demand at all levels
  - Provision generic
- Workforce development
  - Poorly engaged with FE



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