



the **skills** network

In Partnership With  **Emsi**

# THE SKILLS GAP TREND REPORT

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## THE FUTURE OF LEARNING

TECHNOLOGY | RESOURCES | DELIVERY | EXPERIENCE

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# INTRODUCTION

Our skills and employment trend report offers market insight into the transformation within the workplace as the country recovers from the Covid-19 pandemic. Highlighting the market demand, the impact of the pandemic, and how technology remains crucial as we embrace a post-pandemic world and its' new approach to work.

Our bi-annual trend report offers a glimpse into the skills gap that we as a training provider work to fill, ensuring our employers are in the know on the latest employment trends to better their business and employee procurement activity.

Using a blend of research techniques and working with Emsi, we have reviewed 1.5 million jobs to uncover how the job market has changed and what challenges and motivations are driving businesses now. From lockdowns, business closure, and job insecurity, to home-working, the digital divide, and the disproportionate generational impact of Covid-19, we reveal what employers, skills, and occupations are most in-demand today.

Our report highlights the employment opportunities available in the UK right now - as well as the hard and soft skills that employers are currently looking for. We hope these insights benefit several audiences:



Students, graduates, jobseekers, and candidates as you research and prepare for your next career moves. We aim to give you direction on how to potentially approach the labour market and where to invest in your skillsets.



Learning providers and education institutions as you create or acquire training programmes that will enable learners to develop the highly valued skills required as they enter the labour market, re-train, or change their career.



Businesses as you consider where to best invest into the skills of your employees, building the workforce you will need to drive forward your growth into the future.



The government, combined authorities, Local Enterprise Partnerships (LEPS) and Local Strategic Improvement Plans (LSIPS) as you determine the skills needed over the next year and beyond based on the evidence in this report.

“As I approach the end of my first year at The Skills Network and reflect on the last 12 months, I have personally witnessed the unprecedented change in the needs of both employers and employees brought forth by Covid-19.

The pandemic has fundamentally changed the working world and with this, the skills that employers are seeking. This alongside the ongoing economic challenges we now face, has highlighted the need for accessible up-skilling resources today. Adaptability and flexibility have been crucial for our survival and I believe that here at The Skills Network we have developed a truly unique service; A fully bespoke online learning experience, made accessible and flexible, to suit the needs of a changing world and those living within it.

Using a blend of labour market analytics and original research, we have examined the skills and job roles in the highest demand in today's recovering economy. This insight underpins our cutting-edge offer of online learning courses, supporting people to access the vital skills required by today's employers and in turn supporting the UK's economic recovery”

*\*Source: Emsi - June 2021*

**Mark Dawe,**  
*Chief Executive Officer,  
The Skills Network*



“The last 18 months has seen huge changes to the labour market, some of which are already apparent, others of which are still working their way through. The data in this report highlights some of the changes that have already been seen, such as the growing demand for skills related to mental health, the huge disruption to the hospitality sector, and the growth in the care sector. But it also hints towards the future with the acknowledgement of the growth in demand for green jobs and skills, as well as the importance of digital skills for everyone, caused in part by the shift to remote working.

As we move to the future, it will be critical that we continue monitoring the data to see which trends are with us to stay and which new trends are emerging, so that we can better understand which skills the nation's young people need to be learning, in order to prepare them for the workplace.”

**Andy Durman,**  
*Managing Director,  
Emsi Burning Glass UK*





# MARKET INSIGHTS

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The last 18 months have brought significant change within the education sector with the pandemic inducing a need for global adaptation in the delivery of learning provisions. While online learning has quietly experienced growth over the last decade, Covid-19 has catapulted distanced and e-learning provisions into the forefront of education delivery.

While the sector has experienced significant change, the fallout from the pandemic has required global adaptation to distanced working environments. This, alongside high levels of job losses and subsequent unemployment figures, solidifies the ongoing need for accessible upskilling resources within distanced learning platforms. The demand for such provisions continues to grow and remains fundamental in working to minimise unemployment consequences as the economy recovers from the effects of Covid-19.



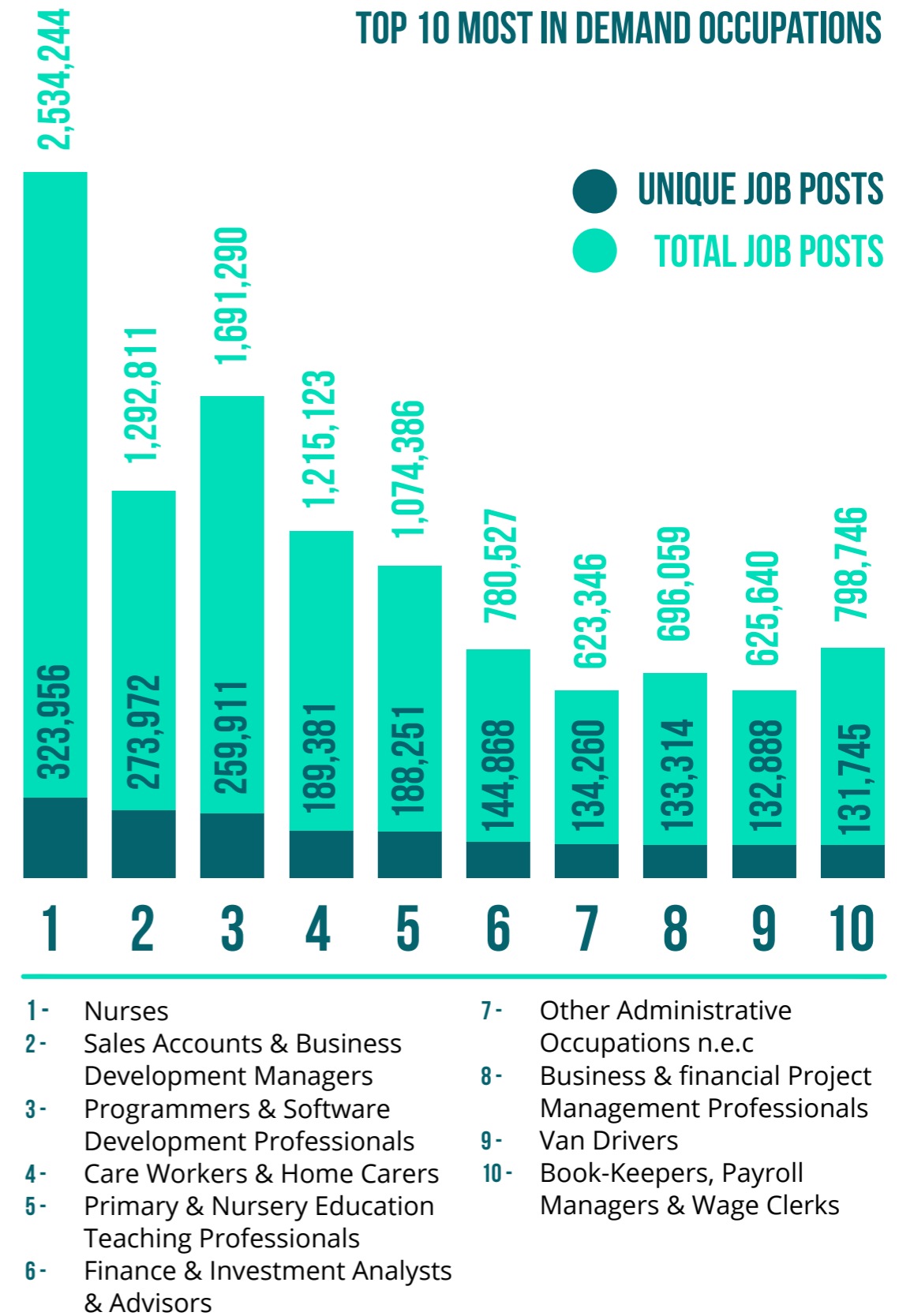


While the pandemic has brought lots of ongoing challenges for employers, the move to remote working has induced a once-in-a-generation opportunity to globally alter the world of work. With Covid-19 forcing workers home, LinkedIn saw a 180% increase in remote job postings from March to May 2020 and a 130% increase in applications. The move to remote working has allowed many to reimagine their lives and forced employers to change how they run their companies.

As we look towards a future beyond the pandemic, we explore how the new world will change working life and offer insight into how to successfully capitalise on the employment needs created following the events of the last 18 months.



### TOP 10 MOST IN DEMAND OCCUPATIONS



# SOFT VS HARD SKILLS

There are two types of skills: hard skills and soft skills. Hard skills relate to job-specific skills and the ability to perform distinct tasks that require specialist knowledge.

Soft skills, on the other hand, refer to human skills that define the way you work. This includes the way you solve problems, how you interact with colleagues, and the way that you manage work.

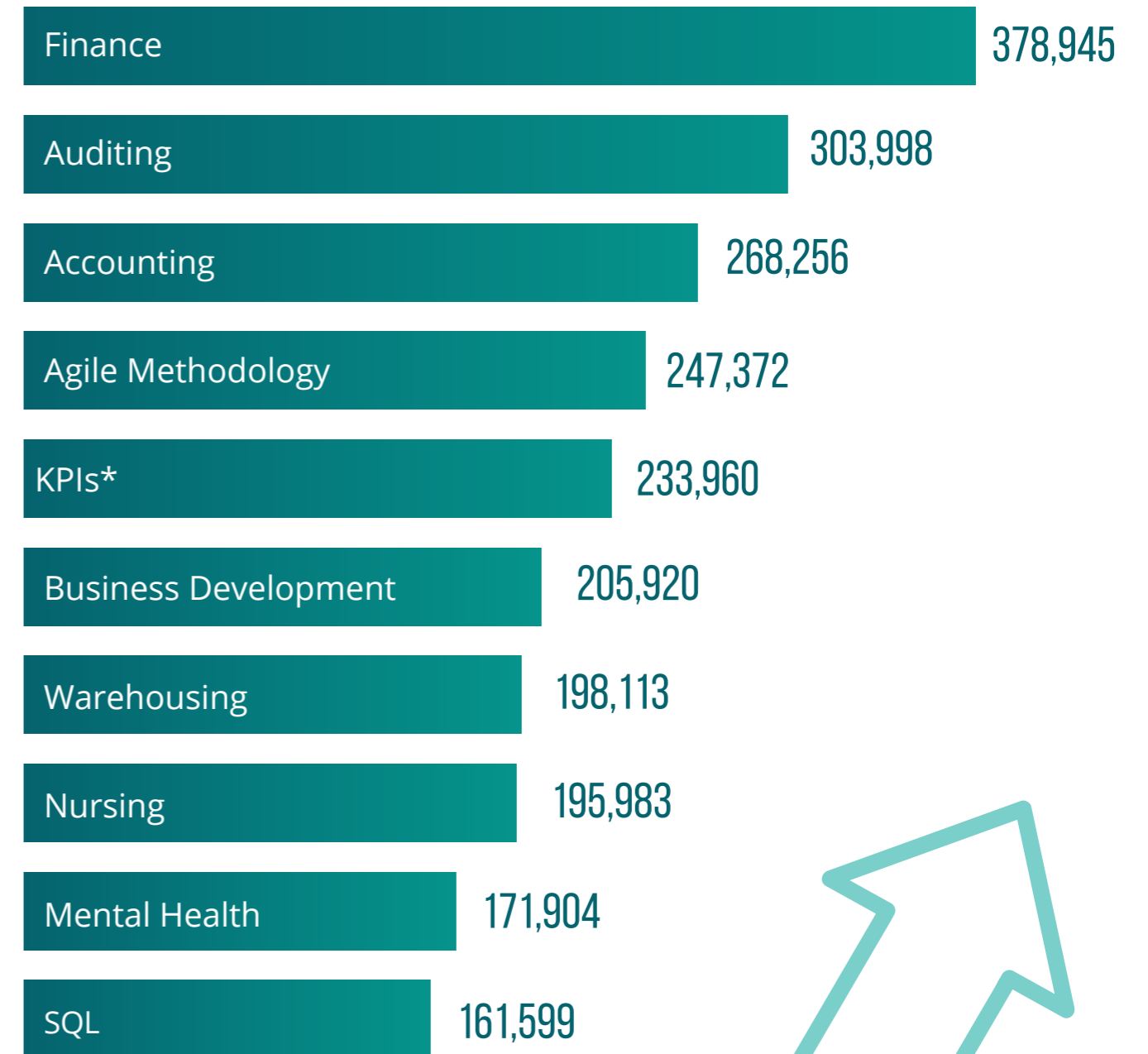
Both are indispensable in the current economic climate and this report acknowledges that.

## IN DEMAND SKILLS

This chart lists the top ten most in-demand hard skills in the UK, across the first half of 2021 based on the number of times they are requested in job postings. Finance is the most in-demand skill in the UK, requested in 378,945 unique job postings. Auditing is in second at 303,998, and Accounting comes in third, requested in 268,256 job postings between January and June 2021. Let us explore hard skills further:



## HARD SKILLS MOST REQUIRED BY EMPLOYERS IN THE UK



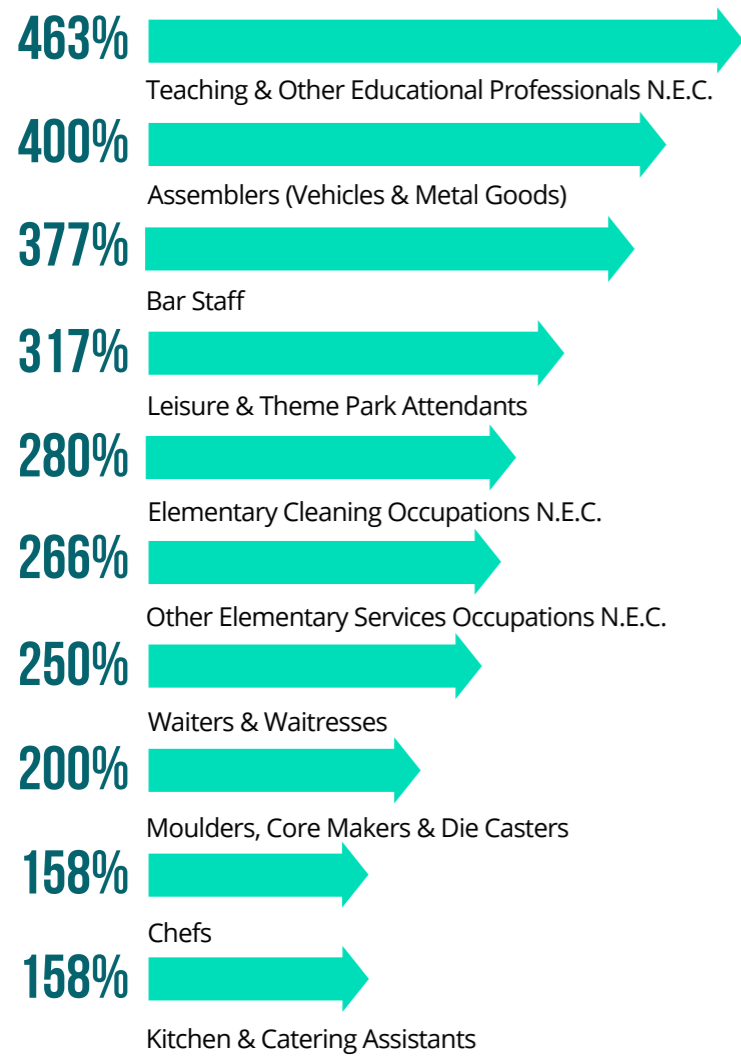
\*Key Performance Indicators



Unique Job Posts is the number of de-duplicated job vacancy advertisements scraped from over 100,000 websites.

The total posting count is the count of postings before de-duplication. This means if a user runs a report that returns 12 total job postings and 2 unique job postings, this means that the 12 postings contained 10 duplicates and only 2 unique job advertisements.

### TOP 10 FASTEST GROWING OCCUPATIONS



### TOP 10 MOST POSTED JOB TITLES

Job Title	Unique Job Posts	Total Job Posts
Support Workers	80,830	494,543
Care Assistants	39,036	296,589
Warehouse Operatives	35,243	220,237
Registered Nurses	32,233	330,890
Quantity Surveyors	31,681	188,991
Teaching Assistants	31,239	180,879
Cleaners	30,358	156,673
Health Care Assistants	30,256	193,726
Staff Nurses	30,062	312,075
Project Managers	27,744	141,511

● UNIQUE JOB POSTS  
● TOTAL JOB POSTS





# NURSING

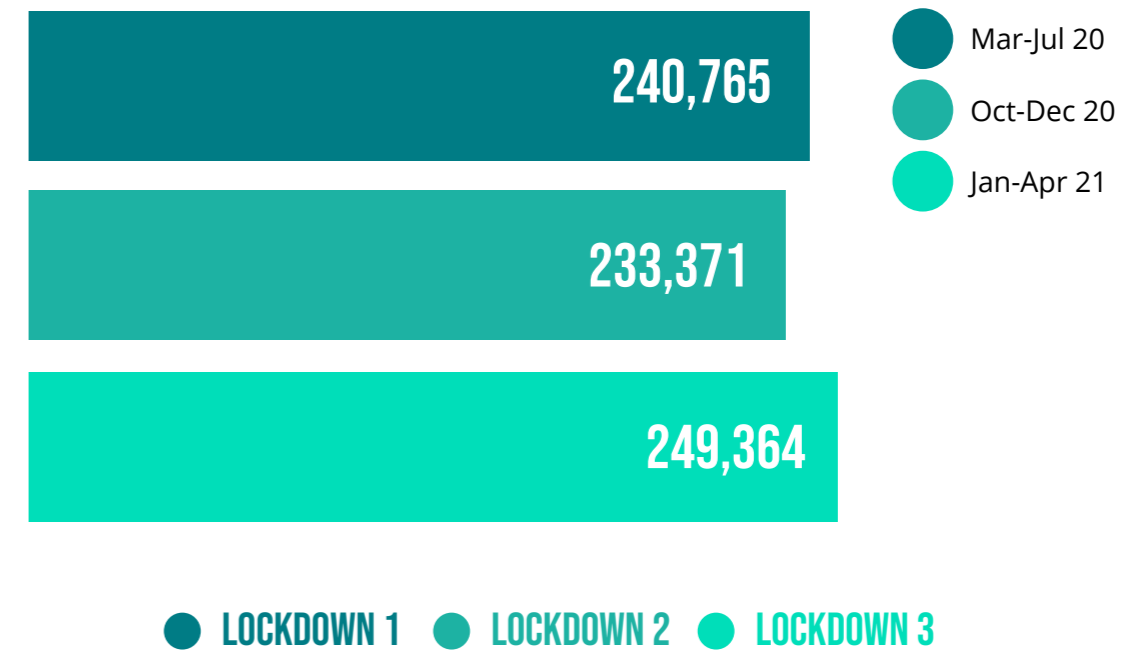
Nursing continues to sit in the top ten most in-demand hard skills in the UK, reflecting the ongoing need for national training in this specialised area. Before the Covid-19 pandemic, there was a nursing shortage of around 50,000 nurses and the pressure of the last year continues to be felt throughout the Nursing profession.

Throughout all three lockdowns, running from March to July 2020, October to December 2020 and January to April 2021 the demand for nursing was high. At the peak of the first lockdown, Nursing appeared in 240,765 unique job postings, presenting as the period with the highest demand for nurses in the pandemic.

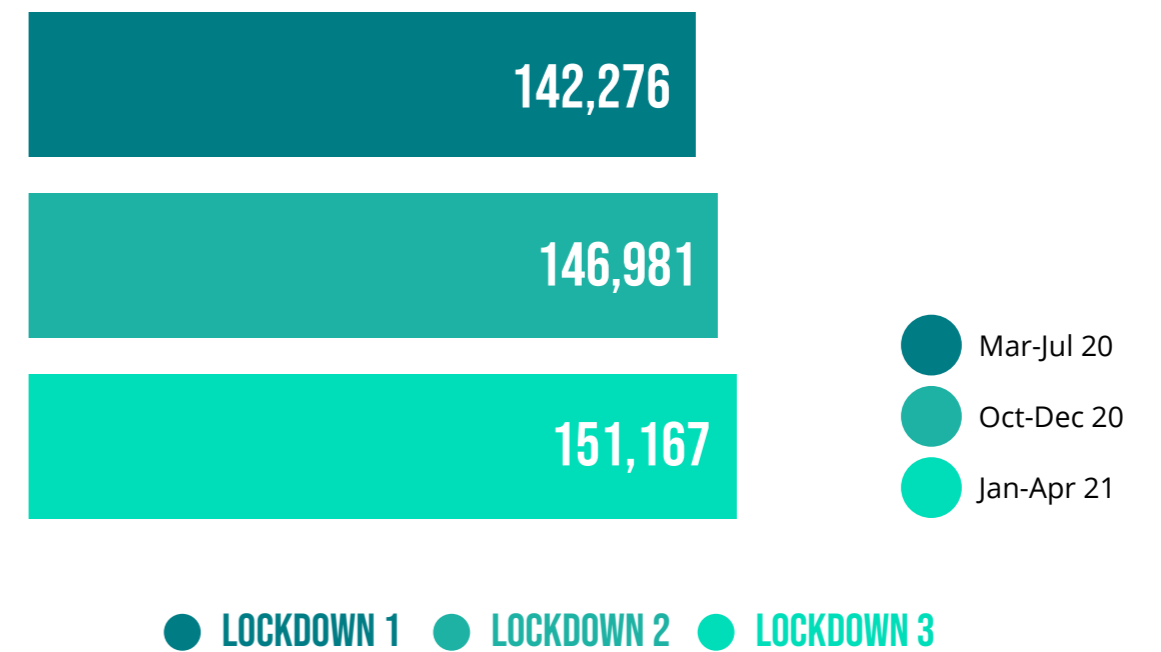
By the second lockdown, the demand reached 233,371 and by the third, Nursing appeared in 249,364 unique job postings. This demand for nursing is expected following the events of the pandemic and continues to highlight an area where the need for training is high.



## JOB POSTS DURING LOCKDOWNS



## SKILLS POSTS DURING LOCKDOWNS

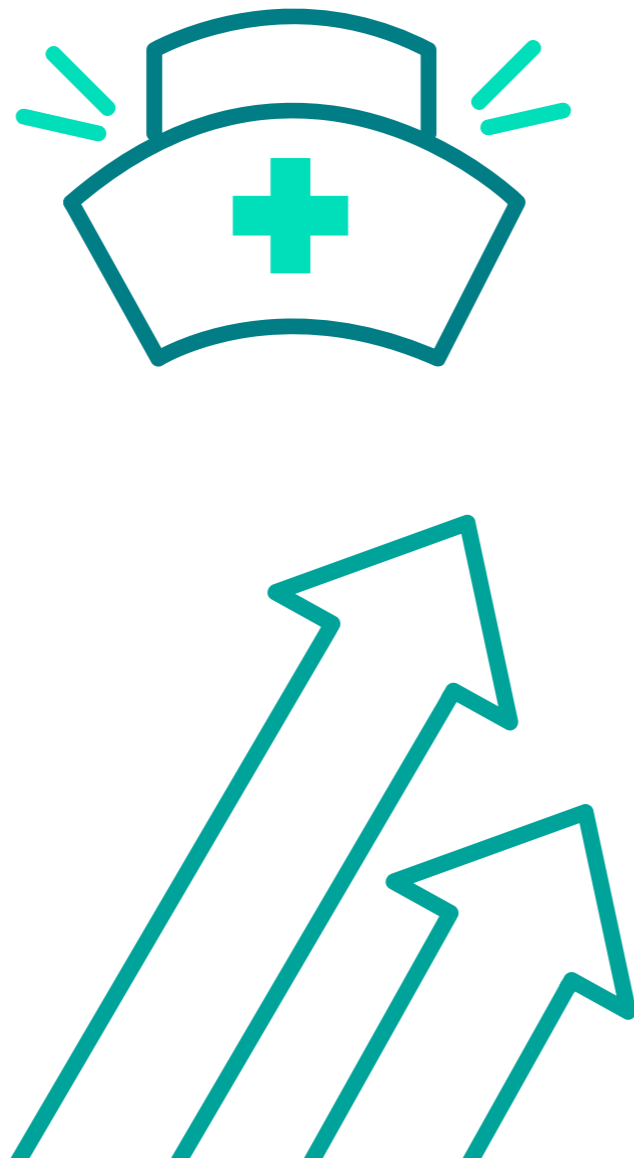


## JOB POSTS VS SKILLS POSTS IN LOCKDOWN



● Total Unique Job Posts in Lockdown

● Total Unique Skills Posts in Lockdown



The demand in skills and ongoing need for nurses nationally offer direction for those seeking employment in a challenging market. Traditionally becoming a nurse involved undertaking a HE nursing degree, or a nursing degree apprenticeship but following the emergency UK legislation in March 2020, the health sector remains temporarily able to register people as nurses. Those looking to become a nurse, or those already in nursing roles, will both benefit from training in additional skills.

Key nursing skills desired by employers from January to June 2021 were:

- Nursing
- Mental Health
- Nursing Care
- Learning Disabilities
- Rehabilitation
- Surgery
- Primary Care
- Psychology
- Risk Analysis
- Clinical Practices

### 323,952 UNIQUE JOB POSTS

SAMPLE JOB POSTS JANUARY TO JUN 2021:

- Scrub Nurses
- Deputy Wardens
- Nurse Practice Educators
- Community Psychiatric Nurses
- Audiologists

**MEDIAN SALARY** £35.6K





# MENTAL HEALTH

Skills in mental health remain in the top ten most in-demand skills seen in job postings from January to June 2021, appearing in 171,904 unique job postings nationally.

Mental health problems stand as the main causes of the overall disease burden worldwide and the events of the last 18 months have highlighted the need for skills and understanding in these areas. Mental health has been in the news continuously since March 2020 and while the true picture of the psychological impact of the pandemic is still emerging, (psychological trauma can take time to present), survey data has suggested a varied impact of the effects of Covid-19 across the population. Higher levels of anxiety and depression observed in April 2020 are now showing reduced figures, attributed to the development of skills in resilience and coping methods. Alternatively, some reports have found other groups experiencing sustained distress or deterioration in mental health.

Public Health England has reported on evidence of the unequal impact of depression following the pandemic relating to chronic health conditions, housing conditions and neighbourhood characteristics. Such findings highlight the disproportionate effects felt by those living in low-grade socio-economic environments and the need for accessible up-skilling resources in such areas.

The demand for mental health skills and resources has been steadily growing throughout the last decade. In January 2016, mental health skills appeared in 19,200 unique job postings, with a posting intensity of 6:1. By June 2021 that figure had grown to 63,492 unique job postings with a posting intensity of 8:1. This reflects a 230% increase in the demand for mental health-related skills across the last five years.

## JOB POSTINGS

### 2016

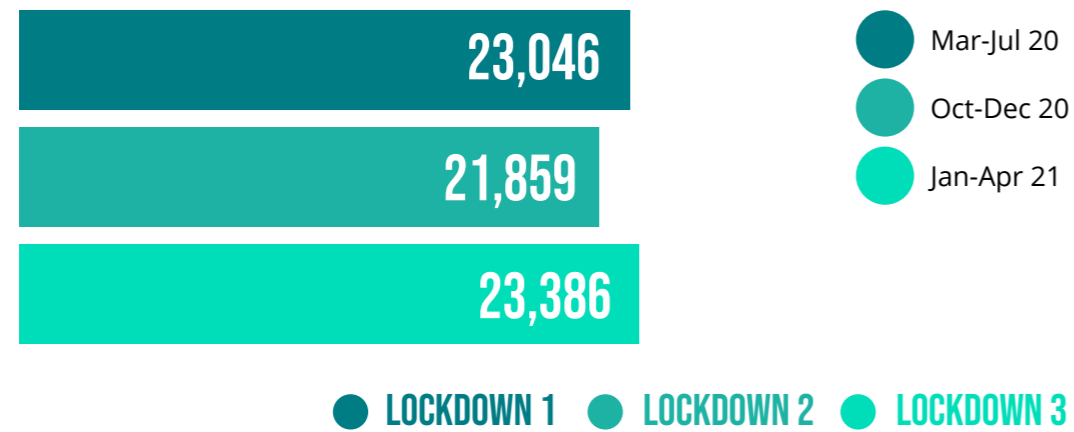


### 2021

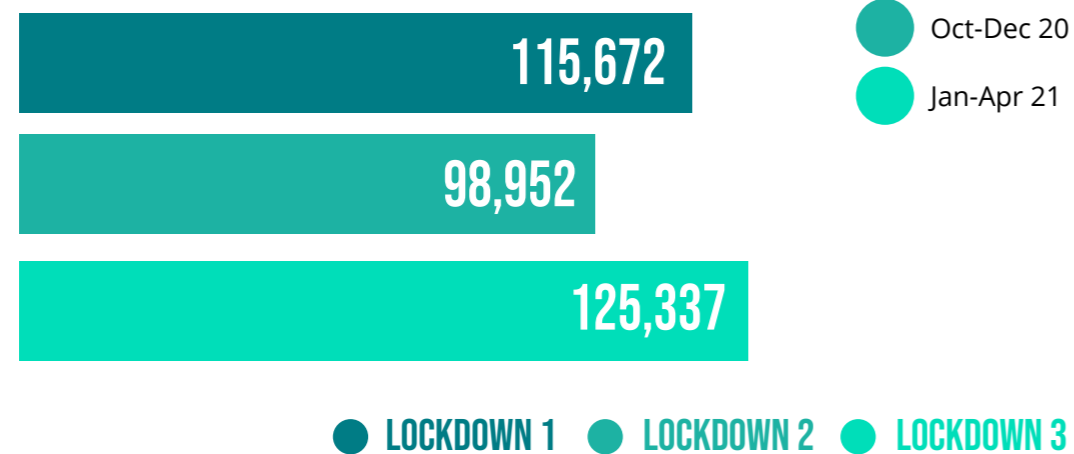


Throughout all three lockdowns, running from March to July 2020, October to December 2020 and January to April 2021 the demand for mental health skills continued to grow. At the peak of the first lockdown, mental health skills appeared in 115,672 unique job postings. By the second lockdown, the peak demand dropped to 98,952 but by the third lockdown, mental health skills appeared in 125,337 unique job postings.

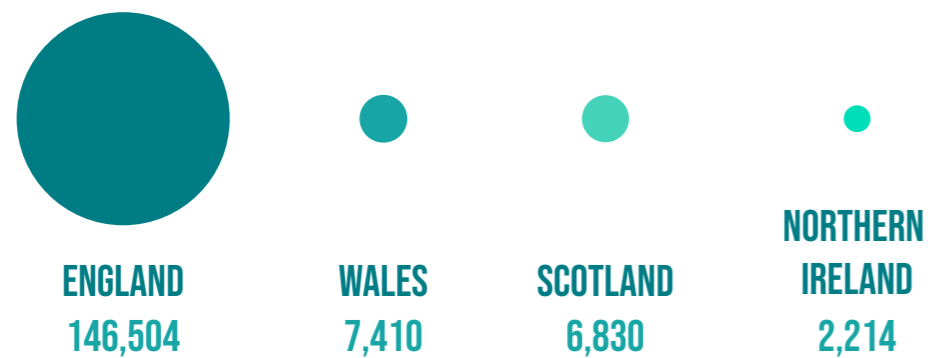
### JOB POSTS DURING LOCKDOWNS



### SKILLS POSTS IN LOCKDOWN



### REGIONAL DEMAND FOR MENTAL HEALTH SKILLS FROM JAN - JUN 20



### SAMPLE JOB POSTS

### JAN - JUN 2021

The sample job posts present job roles that requested skills in mental health in the advert

- Health Care Assistants
- Support Workers
- Clinical Practice Managers
- Mental Health Practitioners
- Mental Health Social Workers



### UNIQUE JOB POSTS



### MEDIAN SALARY

£32.1K





## MENTAL HEALTH SKILLS IN DEMAND



Mental Health



Learning Disabilities



Nursing



Autism Spectrum Disorders



Psychology



Community Mental Health Services



Disabilities



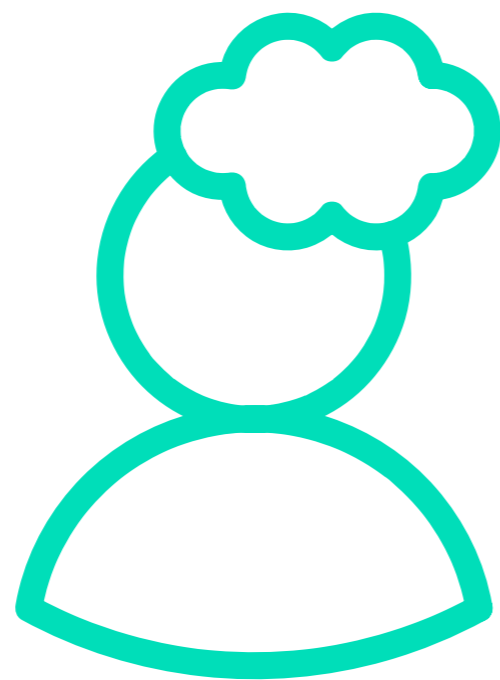
Risk Analysis



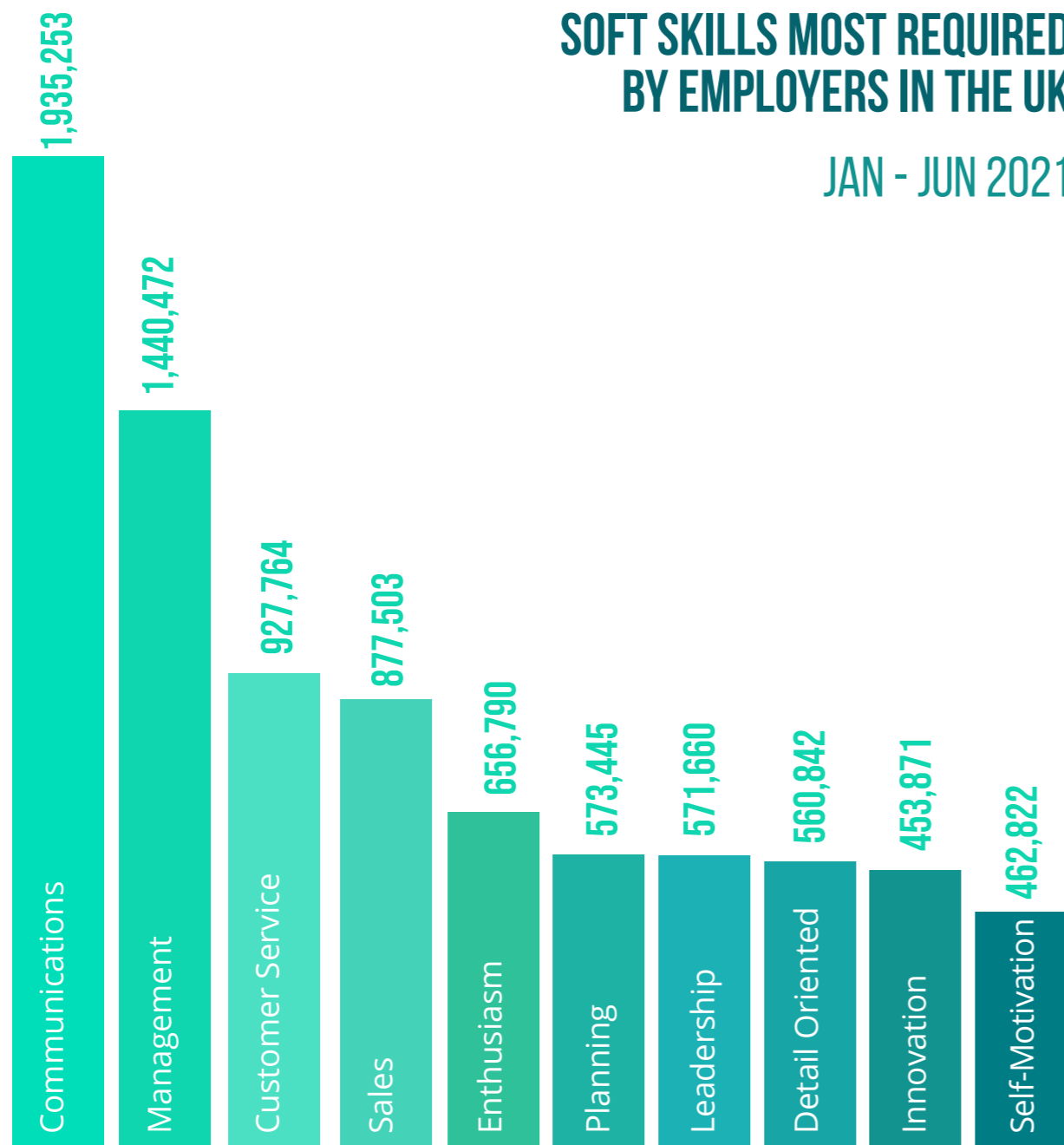
Personal Care



Social Work



# SOFT SKILLS



## UNIQUE JOB POSTS

7.48M



## SAMPLE JOB POSTS

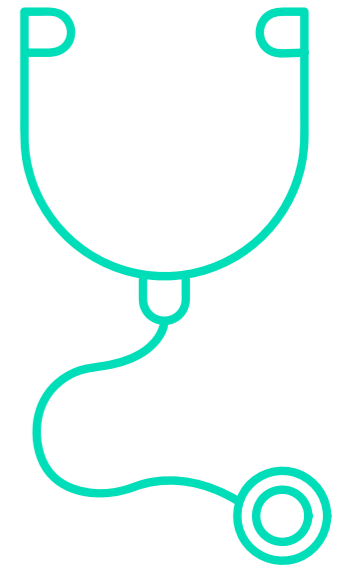
NURSES

SALES ACCOUNTS & BUSINESS DEVELOPMENT MANAGERS

PROGRAMMERS & SOFTWARE DEVELOPMENT PROFESSIONALS

CARE WORKERS & HOME CARERS

PRIMARY & NURSERY EDUCATION TEACHING PROFESSIONALS



## MEDIAN SALARY

£30K





## CUSTOMER SERVICE

Customer service remains in the top ten list of skills most required by employers in the UK, appearing in 927,565 unique job postings between January and June 2021. Skills in customer service provide support for customers throughout the purchase process of a product or service and are beneficial in securing sales. Similarly, improved customer service can encourage customer loyalty, provide positive endorsement and encourage good online reviews for a business, ultimately strengthening a brand.

In February 2021, customer service skills appeared in 247,117 unique job postings nationally. By June 2021 that figure grew to 394,211 and this figure is projected to continue growing.

### CUSTOMER SERVICE SKILLS 2021

FEB 2021

247,117

JUN 2021

394,211

## SAMPLE JOB POSTS

JAN - JUN 2021

Front Office Medical Assistants

Customer Service Representatives

Healthcare Customer Service Representatives

Customer Service Assistants

Hospitality Supervisors

## UNIQUE JOB POSTS



**927,565**



## MEDIAN SALARY

£23K



# LEADERSHIP

Leadership skills appeared in the top ten most in-demand skills between January and June 2021. At the beginning of the pandemic, in March 2020, the demand for Leadership skills was lower with the skill appearing in 187,824 job postings. By June 2021 that demand had grown, appearing in 233,517 unique job postings. Following the unsettled period over the last 18 months, the importance of strong leadership to ensure the survival of business has been clear.

## UNIQUE JOB POSTS



## SAMPLE JOB POSTS JAN - JUN 2021

- Peoplesoft Programmers
- Manufacturing Supervisors
- Vendor Management Managers
- Network Engineers Team Lead
- Social Welfare Examiners

## MEDIAN SALARY

**£41.2K**



# COMMUNICATION

Communication is one of the top ten most in demand soft skills in the UK, appearing in 2.38m unique job postings between January and June 2021. This demand is reflective of the changing needs of the working world following the pandemic.

In January 2021, the demand for communications related skills was lower, appearing in 866,199 unique job postings. By June 2021, this figure had reached 1,013,453 – reflecting a growth of 17%.

## JOB ROLES WITH COMMUNICATIONS SKILLS IN DEMAND JAN - JUN 2021

Support Workers
Project Managers
Audit Senior Customer Service Advisors
Staff Nurses
Health Care Assistants
Business Development Managers
Care Assistants
Registered Nurses
Administrators

**2.38M**  
UNIQUE JOB POSTINGS



As the Covid-19 pandemic forced the country into isolation, the way we communicate was also forced to change. Video conferencing platforms such as Teams and Zoom have grown exponentially over the last 18 months. In 2020, Microsoft added 95 million users to Teams, with the platform growing by over 894% since the start of the first Covid-19 lockdown. Similarly, there has been a 667% growth of Zoom.

It is the growth of these technologies that have transformed the working world over the last 18 months. Video-conferencing platforms have allowed collaborative opportunities to be held from the comfort of the employee's home, or wherever they might choose. They have removed the need for monotonous commuting, wasted lunch breaks and the employer expense of running an office.

But while the changes to working life have been welcomed by many, for some, the speed of change has proved challenging. Tech-poverty and digital exclusion is a growing concern, worsened by the speed of the change in technological demand brought on by the pandemic.



The inequality in digital accessibility has been highlighted by research conducted by the University of Cambridge and shed light on the depth of the inequalities that run through the social fabric of the UK.

The research conducted by the University of Cambridge has highlighted that 22% of the UK's population lack basic digital skills.

For those on the lowest income brackets (£6,000 – £10,000 per annum), only 51% of households have access to home internet. This increases exponentially as income rises, with 99% of households earning over £40,000 per annum having access to the internet.

Those without the skills or resources to access video-conferencing tools and digital technologies are left impoverished and isolated, unable to educate their children or access modern employment. This is an ongoing issue and, as society continues to be transformed by the pandemic, the need for development and solution in this area is high.



**22% OF THE UK'S  
POPULATION LACK BASIC  
DIGITAL SKILLS**



**51% OF HOUSEHOLD  
ON THE LOWEST INCOME  
HOUSEHOLDS HAVE NO  
ACCESS TO THE  
INTERNET AT HOME**



**99% OF HOUSEHOLDS  
EARNING OVER £40,000  
PER ANNUM HAVE  
ACCESS TO THE  
INTERNET AT HOME**

Source: UAB News, University of Cambridge



# WORST AFFECTED SECTOR

## HOSPITALITY

In 2019, the hospitality sector was contributing around 3% of the total UK economic output. By April 2020, output from the hospitality sector was down by 90% compared to February 2020. While economic recovery was seen during the summer months of 2020, with schemes such as Eat Out to Help Out providing incentives for consumers to return to the sector, output remained below pre-pandemic levels, before declining again from September.

In November 2020 trade bodies cited findings from numerous independent surveys suggesting that 72% of sector businesses were expected to close in 2021 if left without further support. This job insecurity, alongside the impacts of Brexit and travel restrictions, has resulted in a significant number of employees up-skilling and moving to find work elsewhere. This has now created a large demand for employment within the sector. In January 2021 food preparation and hospitality trade occupations were appearing in 17, 949 unique job postings but by June 2021 this figure had reached 29, 299 and is projected to continue to grow.



### UNIQUE JOB POSTS

82,931



### SAMPLE JOB POSTS

HIGH VOLUME RECRUITERS  
TRADESMEN  
HEAD CHEFS  
BAKERY MANAGERS  
CHEFS



### MEDIAN SALARY

£22.9K

### FOR ROLES IN THE FOOD PREPARATION & HOSPITALITY TRADE





# BOOMING SECTOR

## CARE

The care sector is continuing to do well, with human health and social work roles such as care workers and home carers, nurses and medical practitioners representing some of the 3.4 million jobs advertised within the industry between January and June 2021. There are 4,170,322 jobs in this industry as of June 2021.

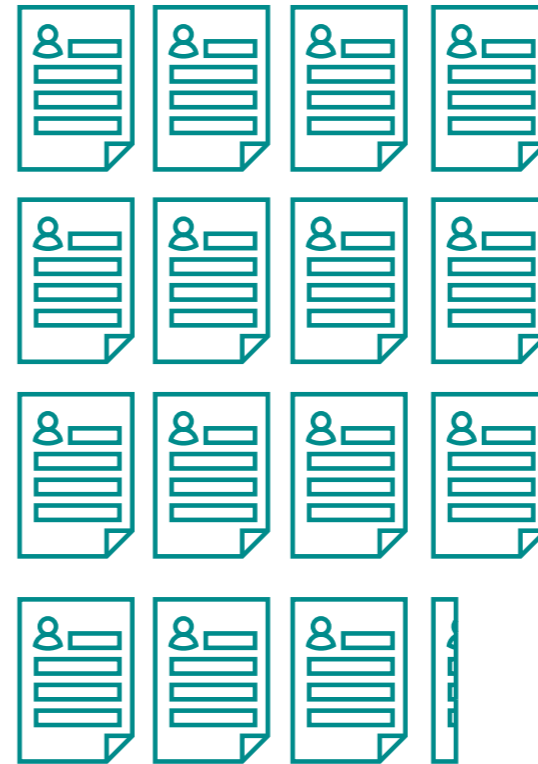
Care workers and home carers are currently the largest of the human health and social work industry, with 544,646 people employed in the industry in 2020. From January to June 2021, there were 155,667 unique job postings for care workers and home carers, with hard skills such as personal care, learning disabilities and home care being in high demand for these roles.

Similarly, soft skills such as communications, compassion and empathy are in high demand for this role.



### UNIQUE JOB POSTS

# 155,667



### SAMPLE JOB POSTS

- NEIGHBOURHOOD MANAGERS
- HOME CARE ASSISTANTS
- VICTIM WITNESS ASSISTANTS
- EPIC TRAINERS NATIONWIDE
- HOME CARE ASSISTANTS



### MEDIAN SALARY

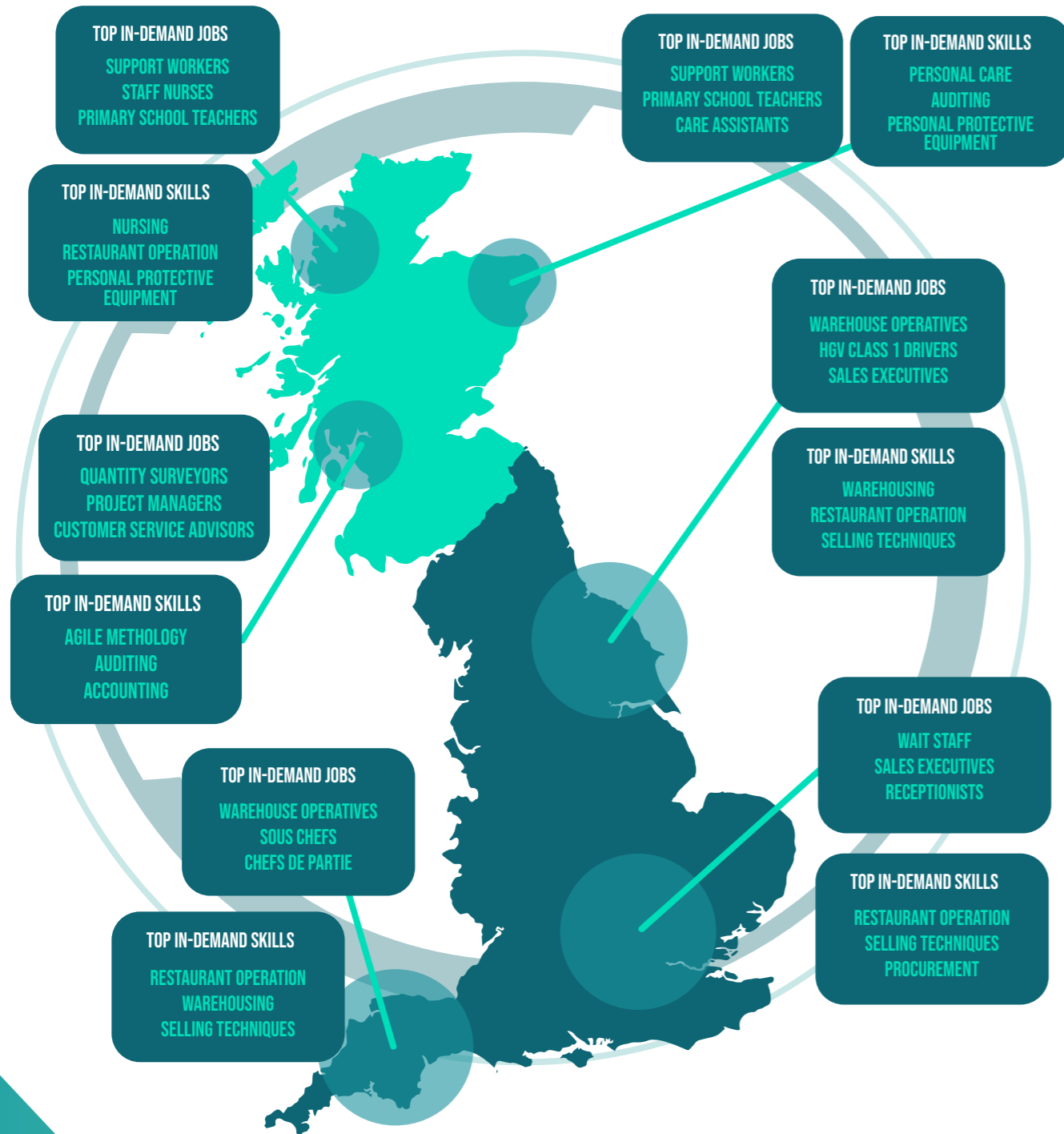
# £20.3K

### MEDIAN ADVERTISED SALARY FOR CARE WORKERS AND HOME CARE ROLES





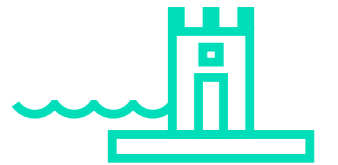
## REGIONAL BREAKDOWN



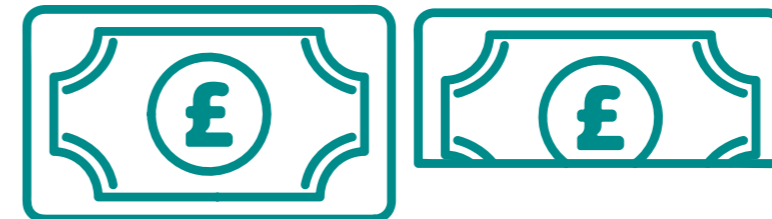
## SCOTLAND

Scotland has had a 34% increase in unique job postings since January 2021, with the country advertising 370,753 job postings throughout this time. In January 2021, there were 117,737 unique job postings, by June 2021 this figure has increased to 157,499.

## SCOTLAND



### MEDIAN ADVERTISED SALARY



£28.3K

JAN - JUN  
2021

370,753  
UNIQUE JOB POSTINGS



34%  
GROWTH

## NORTH TYNESIDE

North Tyneside has had 61% increase in unique job postings since January 2021. In January there were 1,980 unique job postings and this increased to 3,195 by June. The region advertised a total of 8,084 unique job postings between this period.

# NORTH TYNESIDE



### SAMPLE JOB POSTING

1. FINANCIAL SYSTEMS COORDINATORS
2. SPANISH TEACHERS
3. CARE WORKERS
4. TEACHING ASSISTANTS
5. ESTIMATORS

### TOP POSTED JOB TITLES

1. Personal Trainers - 239
2. Support Workers - 166
3. Care Assistants - 88
4. Customer Service Advisors - 82
5. Primary School Teachers - 78
6. Staff Nurses - 54
7. Diving Instructors - 53
8. Teaching Assistants - 53
9. Registered Nurses - 52
10. Productions Operatives - 50

### TOP POSTED OCCUPATIONS

1. Nurses - 528
2. Care Workers & Home - 446
3. Vocational & Industrial Trainers & Instructors - 248
4. Primary & Nursery Education Teaching Professionals - 243
5. Other Administrative Occupations n.e.c - 241

### MEDIAN ADVERTISED SALARY

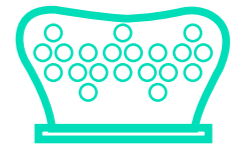


UNIQUE JOB POSTINGS: 8,084

## WEST MIDLANDS

In the West Midlands which include Staffordshire, Warwickshire, Worcestershire, Coventry, Shropshire, Stoke-on-Trent, Sandwell, Dudley, Solihull, Wolverhampton, Telford and Wrekin, Walsall and Herefordshire there was an average unique job posting increase of 28% between January and June 2021. In January, the West Midlands were advertising 179,667 unique job postings, by June this had increased to 222,189. There was a total of 529,835 unique job postings advertised throughout this time.

# WEST MIDLANDS



### SAMPLE JOB POSTING

1. PROGRAMME MANAGERS
2. CARE ASSISTANTS
3. OFFICE ADMINISTRATORS /PROJECT COORDINATORS
4. PROCUREMENT MANAGERS
5. WAREHOUSE ADMINISTRATORS

### TOP POSTED JOB TITLES

1. Support workers - 6,167
2. Warehouse Operatives - 4,493
3. HGV Class 1 Drivers - 3,510
4. Care Assistants - 2,841
5. Teaching Assistants - 2,724
6. Registered Nurses - 2,671
7. Staff Nurses - 2,597
8. Cleaners - 2,585
9. Productions Operatives - 2,501
10. Health Care Assistants - 2,386

### TOP POSTED OCCUPATIONS

1. Nurses - 25,242
2. Sales Accounts & Business Development Managers - 15,441
3. Care Workers & Home Carers - 14,874
4. Primary & Nursery Education Teaching Professionals - 14,428
5. Van Drivers - 12,597

### MEDIAN ADVERTISED SALARY



UNIQUE JOB POSTINGS:

529,835

## LIVERPOOL

Liverpool has experienced a 12% increase in unique job postings between January and June 2021. In January Liverpool was advertising 19,020 unique job postings and by June this had increased to 21,260. Liverpool advertised a total of 50,950 unique job postings throughout this time.

# LIVERPOOL



### SAMPLE JOB POSTING

1. TAX SENIOR
2. GOVERNORS
3. LEAD TESTERS
4. BUILDING SURVEYORS
5. HUMAN RESOURCE ADVISORS

### TOP POSTED JOB TITLES

1. Support Workers - 516
2. Solicitors - 448
3. Teaching Assistants - 299
4. Recruitment Consultant - 283
5. Registered Nurses - 270
6. Staff Nurses - 258
7. Health Care Assistants - 253
8. Cleaners - 213
9. Quantity Surveyors - 209
10. Business Development Managers - 196

### TOP POSTED OCCUPATIONS

1. Nurses - 3,026
2. Sales Accounts & Business Development Managers - 1,513
3. Legal Associate Professionals - 1,501
4. Primary & Nursery Education Teaching Professionals - 1,454
5. Bookkeepers, Payroll Managers & Wages Clerks - 1,449

### MEDIAN ADVERTISED SALARY

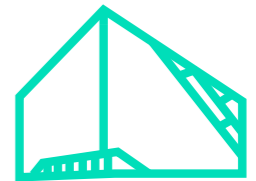


UNIQUE JOB POSTINGS:  
**50,950**

## SHEFFIELD

Sheffield has a smaller but still significant increase in unique job postings between January and June 2021, with postings increasing by 13% from 17,177 to 19,361. Sheffield advertised a total of 47,354 unique job postings between January and June 2021.

# SHEFFIELD



### SAMPLE JOB POSTING

1. CUSTOMER SERVICE CASHIERS
2. HUMAN RESOURCES ASSISTANTS
3. INSTALLATION TEAM LEADERS
4. DIESEL MECHANIC TECHNICIANS
5. TEACHING ASSISTANTS

### TOP POSTED JOB TITLES

1. Support Workers - 454
2. Recruitment Consultant - 244
3. Warehouse Operatives - 228
4. Quantity Surveyors - 210
5. Teaching Assistants - 196
6. Business Development Managers - 180
7. Account Assistants - 168
8. Management Accountants - 166
9. Project Managers - 164
10. Customer Service Advisors - 162

### TOP POSTED OCCUPATIONS

1. Nurses - 1,851
2. Sales Accounts & Business Development Managers - 1,582
3. Programmers & Software Development - 1,522
4. Bookkeepers, Payroll Managers & Wages Clerks - 1,449
5. Primary & Nursery Education Teaching Professionals - 1,098

### MEDIAN ADVERTISED SALARY



UNIQUE JOB POSTINGS:  
**47,354**



# LONDON

London has had a smaller increase in job postings between January and June 2021, reflecting only a 7% increase. London advertised 1,310,852 unique job postings between January and June 2021. In January there was 507,015 unique job posts, by June there were 541,207.

# LONDON



## SAMPLE JOB POSTING

1. ASSISTANT NIGHT MANAGERS
2. COMMUNICATIONS MANAGERS
3. BABY SITTERS
4. REGULATORY ASSOCIATES
5. HOUSING MAINTENANCE TECHNICIANS

## TOP POSTED JOB TITLES

1. Quantity Surveyors - 6,178
2. Support Workers - 5,709
3. Project Managers - 5,494
4. Recruitment Consultants - 5,441
5. Business Development Managers - 5,272
6. Teaching Assistants - 5,088
7. Learning Support Assistants - 4,080
8. Account Managers - 3,891
9. SEN Teaching Assistants - 3,831
10. Primary Teachers - 3,825

## TOP POSTED OCCUPATIONS

1. Sales Accounts & Business Development Managers - 74,977
2. Programmers & Software Development Professionals - 61,142
3. Primary & Nursery Education Teaching Professionals - 44,661
4. Finance & Investment Analysts & Advisers - 42,499
5. Nurses - 37,808

## MEDIAN ADVERTISED SALARY



£38K

## UNIQUE JOB POSTINGS:

1,310,852

# MANCHESTER

Manchester has seen an 18% increase in unique job postings since January 2021, increasing to 68,744, from 58,622 by June 2021. Manchester advertised a total of 159,597 unique job postings between January and June 2021.

# MANCHESTER



## SAMPLE JOB POSTING

1. TUTORS
2. CLAIMS HANDLERS
3. .NET DEVELOPERS
4. VOLUNTEER COORDINATORS
5. PROBATION AGENTS

## TOP POSTED JOB TITLES

1. Solicitors - 1,552
2. Recruitment Consultants - 1,231
3. Quantity Surveyors - 1,049
4. Business Development Managers - 995
5. Project Managers - 830
6. Support Workers - 789
7. Account Managers - 581
8. Building Surveyors - 511
9. Lawyers - 469
10. PHP Developers - 459



## TOP POSTED OCCUPATIONS

1. Sales Accounts & Business Development Managers - 8,882
2. Programmers & Software Development Professionals - 7,794
3. Nurses - 4,857
4. Human Resources & Industrial Relations Officers - 4,235
5. Finance & Investment Analysts & Advisers - 1,160

## MEDIAN ADVERTISED SALARY



£34.8K

## UNIQUE JOB POSTINGS:

159,597

## CAMBRIDGE

Cambridge has had an 19.6% Increases in unique job postings between January and June 2021. In January 2021, there were 9,927 unique job postings advertised in Cambridge. By June 2021 there were 11,879 unique job postings advertised. There was a total of 64,809 unique job postings advertised between January and June 2021 in Cambridge.

# CAMBRIDGE



### SAMPLE JOB POSTING

1. POLICY MANAGERS
2. REAL-TIME WORKFORCE ANALYST
3. COMMERCIAL PROPERTY MANAGERS
4. TEAM MEMBERS
5. SCIENTISTS

### TOP POSTED JOB TITLES

1. Software Developer / Engineer - 4,083
2. Project Manager - 1,636
3. Office/Administrative Assistant - 1,550
4. Registered General Nurse (RGN) - 1,241
5. Caregiver/Personal Care Aide - 1,020
6. Lawyer - 965
7. Customer Service Representative - 879
8. Account Manager/Representative - 868
9. Accountant - 844
10. Labourer/Material Handler - 754

### TOP POSTED OCCUPATIONS

1. Programmers & Software Development Professionals - 4,691
2. Managers and Proprietors in Other Services n.e.c - 1,741
3. Nurses - 1,715
4. Care Workers & Home Carers - 1,553
5. Sales Related Occupations n.e.c - 1,458

### MEDIAN ADVERTISED SALARY



£32K

### UNIQUE JOB POSTINGS:

64,809

## PETERBOROUGH

Peterborough has seen an 18% increase in unique job postings since January 2021, increasing to 11,019 from 9,293 by June 2021. Peterborough advertised a total of 26,267 unique job postings between January and June 2021.

# PETERBOROUGH



### SAMPLE JOB POSTING

1. SOLAR ELECTRICS
2. IT TECHNICAL CONSULTANTS
3. ADMINISTRATIVE ASSISTANTS
4. UNCLASSIFIED
5. LOCUMS TENENS

### TOP POSTED JOB TITLES

1. Support Workers - 350
2. Warehouse Operatives - 252
3. Rough Carpenters - 240
4. Health care assistants - 208
5. Cleaners - 134
6. Quantity Surveyors - 130
7. HGV Class 1 Drivers - 125
8. Registered Nurses - 120
9. HGV Technicians - 113
10. Recruitment Consultants - 108

### TOP POSTED OCCUPATIONS

1. Nurses - 1,157
2. Care Workers & Home Carers - 852
3. Sales Accounts & Business Development Managers - 823
4. Van Drivers - 708
5. Elementary Storage Occupations - 670

### MEDIAN ADVERTISED SALARY



£29.5K

### UNIQUE JOB POSTINGS:

26,267

## WEST YORKSHIRE

In West Yorkshire, there was a 19% increase in unique job postings between January and June 2021. In January there were 70,919 unique job postings and by June this figure had increased to 85,514. There was a total of 169,673 unique job postings between January and June in West Yorkshire.

# WEST YORKSHIRE



### SAMPLE JOB POSTING

1. ASSEMBLERS
2. TERRITORY SALES REPRESENTATIVES
3. SPRAY TECHNICIANS
4. FIELD SERVICE ENGINEERS
5. CHEFS

### TOP POSTED JOB TITLES

1. Support Workers - 2,407
2. Solicitors - 1,147
3. Warehouse Operatives - 1,140
4. Recruitment Consultants - 1,119
5. Quantity Surveyors - 984
6. Registered Nurses - 871
7. HGV Class 1 Drivers - 860
8. Care Assistants - 836
9. Health Care Assistants - 836
10. Teaching Assistants - 833

### TOP POSTED OCCUPATIONS

1. Nurses - 8,911
2. Sales Accounts & Business Development Managers - 7,107
3. Programmers & Software Development Professionals - 6,442
4. Bookkeepers, Payroll Managers & Wages Clerks - 1,449
5. Care Workers & Home Carers - 4,946

### MEDIAN ADVERTISED SALARY



### UNIQUE JOB POSTINGS:

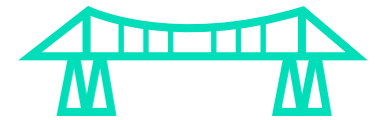
169,673

## TEESSIDE

In Teesside, the region on a whole experienced a 25% increase in job postings between January and June 2021. In January there was a total of 12,581 unique job postings and by June this figure had reached 16,026. There was a total of 40,980 unique job postings between January and June 2021 in Teesside.

Interestingly, while the county experienced a 25% increase in unique job postings, Hartlepool in Teesside has experienced a drop of -20% in job postings since January 2021. In January 2021 Hartlepool was advertising 1,612 unique job postings and by June this figure had fallen to 1,290. This comes following the closure of several large companies in the area who were forced to file for bankruptcy following the Covid-19 pandemic, again highlighting the impact that the pandemic has had on lower socio-economic areas of the country.

# TEESSIDE



### SAMPLE JOB POSTING

1. PRODUCTION ENGINEERS
2. BUSINESS DEVELOPMENT EXECUTIVES
3. TELESales BUSINESS DEVELOPMENT MANAGERS
4. MENTAL HEALTH SUPPORT SPECIALISTS
5. PAINTERS

### TOP POSTED JOB TITLES

1. Support Worker - 630
2. Care Assistant - 302
3. Warehouse Operatives - 254
4. Teaching Assistants - 245
5. Staff Nurses - 240

### TOP POSTED OCCUPATIONS

1. Nurses - 2,505
2. Care Workers & Home Carers - 1,339
3. Primary & Nursery Education Teaching Professionals - 1,272
4. Sales Accountants & Business Development Managers - 1,099
5. Van Drivers - 974

### MEDIAN ADVERTISED SALARY



### UNIQUE JOB POSTINGS:

40,980



## WEST ENGLAND

In West England there was a 20% increase in job postings between January and June 2021. In January 2021 there was 55,172 unique job postings and by June 2021 this figure had grown to 65,566. There was a total of 156,163 unique job postings between January and June 2021 in West England.

# WEST ENGLAND



### SAMPLE JOB POSTING

1. HEAD COACHES
2. SOLICITORS
3. PRODUCT DESIGN ENGINEERS
4. SUPPORT DELIVERY MANAGERS
5. ENVIROMENTAL SCIENTISTS

### TOP POSTED JOB TITLES

1. Support Workers - 1,599
2. Solicitors - 940
3. Warehouse Operatives - 885
4. Recruitment Consultants - 848
5. Project Managers - 724
6. Quality Surveyors - 706
7. Care Assistants - 690
8. Health Care Assistants - 626
9. Registered Nurses - 588
10. HGV Class 1 Drivers - 582

### TOP POSTED OCCUPATIONS

1. Nurses - 6,426
2. Programmers & Software Development Professionals - 6,328
3. Sales Accounts & Business Development - 5,454
4. Care Workers & Home Carers - 3,292
5. Primary & Nursery Education Teaching Professionals - 3,387

### MEDIAN ADVERTISED SALARY

£ £ £ **£30K**

### UNIQUE JOB POSTINGS:

**156,163**





# THE GREEN ECONOMY

As environmental issues continue to grow, discussions of the “green economy” are beginning to dominate. Insight suggests that rather than an emerging green sector, there are a range of emerging green jobs appearing within existing sectors, with job postings now featuring language surrounding environmental issues. Between January 2016 and June 2021 there has been a 142% increase in demand for green skills within job postings.

Between January 2021 and June 2021 there were 285,797 unique job postings with green skills in demand. In January 2021 there were 94,024 unique job postings that listed a demand for green skills, by June 2021 this figure had grown to 115,701 reflecting a growth in demand of 23% in 2021.

## TOP GREEN JOB TITLES PER UNIQUE JOBS POSTINGS FROM JANUARY 2020 - JUNE 2021:

**1,674**  
UNIQUE POSTINGS



Recycling Managers

**1,435**  
UNIQUE POSTINGS



Environmental Health & Safety Specialists

**1,615**  
UNIQUE POSTINGS

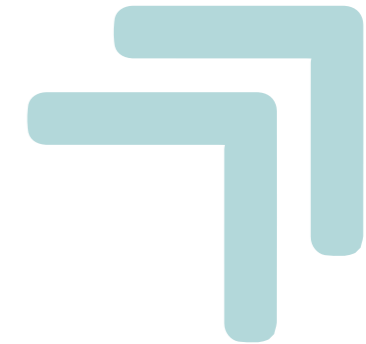


Sustainability Consultants

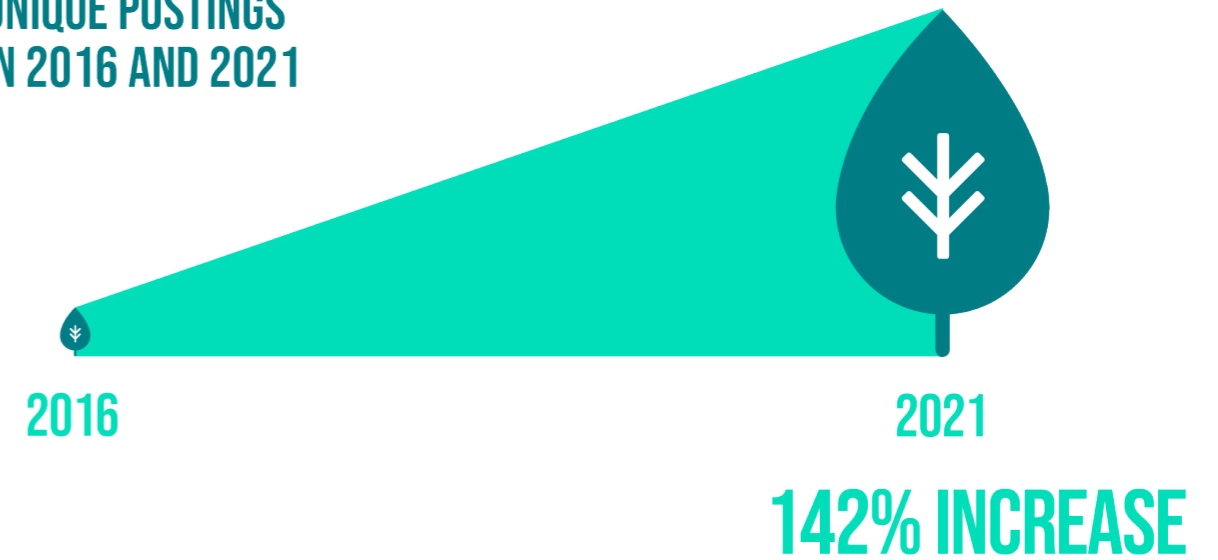
## REGIONAL DEMAND FOR GREEN SKILLS AS PER UNIQUE JOB POSTINGS



- England 219,122
- Scotland 18,407
- Wales 9,592
- Northern Ireland 5,070



## INCREASE IN DEMAND FOR GREEN SKILLS AS PER UNIQUE POSTINGS BETWEEN 2016 AND 2021



# INTERNATIONAL

The events of the last 18 months have been felt globally and the transformation within skills and employment trends continues to highlight the changing world we now live in.

## SAUDI ARABIA

Looking toward the GCC countries; In Saudi Arabia, the top trending skills can be seen in below.

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Microsoft Excel Design	Design & Product
Machine Learning	Project Management	C Programming
Probability & Statistics	Data Analysis	Programming Principles
Machine Learning Algorithms	Digital Marketing	Graphic Design
Data management	Marketing	Mathematics
Applied Machine Learning	Accounting	Microarchitecture
Econometrics	Leadership & Management	Internet of Things
Markov Model	Finance	Computational Thinking
Deep Learning	Human Resources	Web Development

Source: Coursera

## UNITED ARAB EMIRATES

In the United Arab Emirates, the top trending skills can be seen in:

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Microsoft Excel	Programming Principles
Product Machine Learning	Digital Marketing	Design & Product
Probability & Statistics	Project Management	C Programming
Data Management	Marketing	Graphic Design
Machine Learning Algorithms	Finance	Mathematics
Applied Machine Learning	Human Resources	Computational Thinking
Econometrics	Leadership & Management	Adobe Photoshop
Statistical Visualization	Data Analysis	Microarchitecture
Data Visualization Software	Accounting	Web Development

Source: Coursera



## LATIN AMERICA & THE CARIBBEAN

In Latin America & The Caribbean, the top trending skills can be seen in:

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Microsoft Excel	C Programming
Data Management	Marketing	Programming Principles
Probability & Statistics	Digital Marketing	JavaScript
Machine Learning	Project Management	Design & Product
Machine Learning Algorithms	Entrepreneurial Finance	Algebra
Data Visualization Software	Business Analysis	Mathematics
Applied Machine Learning	Budget Management	HTML
Big Data	Customer Analysis	User Experience
SQL	Finance	Scrum (Software Development)

Source: Coursera

## EUROPE

In Europe, the top trending skills can be seen in:

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Microsoft Excel	C Programming
Probability & Statistics	Project Management	Programming Principles
Machine Learning	Marketing	Design & Product
Machine Learning Algorithms	Digital Marketing	JavaScript
Applied Machine Learning	Finance	Computational Thinking
Data Management	Data Analysis	Mathematics
Econometrics	Leadership & Management	User Experience
SQL	Blockchain	MATLAB
Probability Distribution	Human Resources	HTML

Source: Coursera

## ASIA PACIFIC

In Asia Pacific, the top trending skills can be seen in:

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Microsoft Excel	C Programming
Machine Learning	Digital Marketing	Programming Principles
Probability & Statistics	Data Analysis	Data Structures
Machine Learning Algorithms	Finance	Web Development
Applied Machine Learning	Project Management	Design & Product
Data Management	Marketing	Computational Thinking
Econometrics	Blockchain	Microarchitecture
Deep Learning	Tableau Software	JavaScript
SQL	Leadership & Management	Internet of Things

Source: Coursera

## MIDDLE EAST & NORTH AFRICA

In the Middle East & North Africa, the top trending skills can be seen in:

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Microsoft Excel	C Programming
Machine Learning	Digital Marketing	Programming Principles
Probability & Statistics	Marketing	Design & Product
Machine Learning Algorithms	Project Management	Adobe Photoshop
Data Management	Human Resources	Computational Thinking
Applied Machine Learning	Leadership & Management	Graphic Design
Econometrics	Data Analysis	Web Development
Deep Learning	Finance	JavaScript
SQL	Accounting	Microarchitecture

Source: Coursera

## SUB-SAHARAN AFRICA

In Sub-Saharan Africa, the top trending skills can be seen in:

DATA SCIENCE	BUSINESS	TECH
Python Programming	Strategy & Operations	Theoretical Computer Science
Statistical Machine Learning	Project Management	Design & Product
Probability & Statistics	Microsoft Excel	Programming Principles
Machine Learning	Digital Marketing	Web Development
Data Management	Data Analysis	Graphic Design
Machine Learning Algorithms	Leadership & Management	JavaScript
Statistical Visualization	Marketing	C Programming
Applied Machine Learning	Finance	Computational Thinking
Econometrics	Accounting	Computational Programming
SQL	Human Resources	Microarchitecture

Source: Coursera



- ☆ SAUDI ARABIA
- UNITED ARAB EMIRATES
- ⬡ LATIN AMERICA & THE CARIBBEAN
- EUROPE
- ⬠ ASIA PACIFIC
- △ MIDDLE EAST & NORTH AFRICA
- ☆ SUB-SAHARAN AFRICA

Source: Coursera





# SUMMARY

In 2020, the Covid-19 pandemic resulted in high levels of unemployment and for those who remained in work, unrecognisable changes in the operations of working life. There has been significant staff up-skilling and movement since the beginning of the pandemic.



Source: FutureFit



The unprecedented speed of technological development throughout the pandemic has led to fundamental communications changes in the workplace. The move to home working has shed light on the social inequality in digital accessibility and research is only starting to reflect the scale of this social problem, affecting the most deprived in our society already heavily impacted by the Covid-19 pandemic. The growing demand for accessible up-skilling resources for those most deprived is clear and must be made available to ensure all people can educate and work, to better their own individual lives.

The need for accessible upskilling resources is likely to contribute to the expected growth of the LMS solution segment, which is predicted to grow from USD 9,268 million in 2020 to USD 17,023 million by 2025, at a CAGR of 12.9% during the forecast period. The services segment is projected to grow at a higher CAGR of 16.1% during the forecast period. Similarly, the market size of the instructor-led training segment is expected to grow from USD 4,816 million in 2020 to USD 8,296 million by 2025, at a CAGR of 11.5% during the forecast period.

Interestingly the cloud segment is expected to be the major revenue contributor to the LMS market during the forecast period to 2025, with the market size of the cloud segment expected to grow from USD 7,136 million in 2020 to USD 13,301 million by 2025.

Source: MarketsandMarkets

## LMS SOLUTION GROWTH



As the country continues to recover from the Covid-19 pandemic employment is rising nationally. The number of people claiming unemployment related benefits is declining, as of May 2021, 2.5 million people in the UK were claiming either job Seekers Allowance or Universal Credit which is the lowest figure since the beginning of the pandemic.

Cities in the North and Midlands are recovering the best, In Middlesbrough, Hull and Stoke there are now 40 per cent more job postings than in February 2020.

**197,000 EMPLOYEES ON PAYROLL**

Similarly, the number of employees on payroll has increased for the sixth consecutive month, up by 197,000 in May 2021 to 28.5 million. The growth in employment looks likely to continue while lockdown restrictions are eased.



THE SKILLS NETWORK'S COURSES IN MENTAL HEALTH	THE SKILLS NETWORK'S COURSES IN CARE SECTOR	THE SKILLS NETWORK'S COURSES IN LEADERSHIP
Mental Health Awareness	Alcohol Awareness	Conflict Management
Awareness of Substance Misuse	Dementia Awareness	Discipline in the Workplace
Understanding Anxiety	Safeguarding Adults & Children	Induction of New Staff
Understanding Depression	Sexual Health Awareness	Leading & Motivating a Team
Understanding Eating Disorders	Understanding the Safe Handling of Medication	Organising & Delegating
Understanding Stress	Mental Capacity Act	Performance Management
THE SKILLS NETWORK'S COURSES IN HOSPITALITY & CUSTOMER SERVICE	Explore the Principles of Healthy Eating	Planning & Allocating Work
Prepare to Deliver Excellent Customer Service	Principles of Weight Management	Solving Problems & Making Decisions
Food Safety Awareness	Understand the Principles of Exercise & Fitness	Stress Management
		Understanding Leadership



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