

East Riding Labour Market Profile - December 2020

Data source: Emsi, 2021

Introduction

Emsi is a labour market analyst tool used by the Economic Development service to monitor the ever changing local labour market and compare performance to regional and national averages. This profile will give an overview of the East Riding labour market from 2017 – 2020, including number of job postings, top advertised occupations and advertised skills.

Additionally it will analyse what impact the COVID-19 pandemic has had on employment opportunities so far, both locally within the East Riding and also within the wider region. It has been widely publicised within England that the pandemic has had a significant impact on labour markets across the whole country, which is why it is crucial that this is monitored at a local level.

Job postings

In the three year period between November 2017 and 2020, there were a total of 58,581 unique job postings within the East Riding of Yorkshire local authority area. When Hull is also considered this figure more than doubles to a total of 135,372 postings, in the three year period.

These postings can then be broken down into part/full time or flexible hours. The East Riding had a greater percentage of part time employment opportunities than regional and national averages (Fig.1). In addition to fewer full time opportunities, the East Riding also had a lower median advertised salary at £23.9k compared to regional and national averages £27.2k and £29.3k respectively. Figure 2, shows the median advertised salary for both full and part time roles, but these are also less than the comparator averages.

Figure 1: East Riding job postings 2017-2020, full/part time breakdown

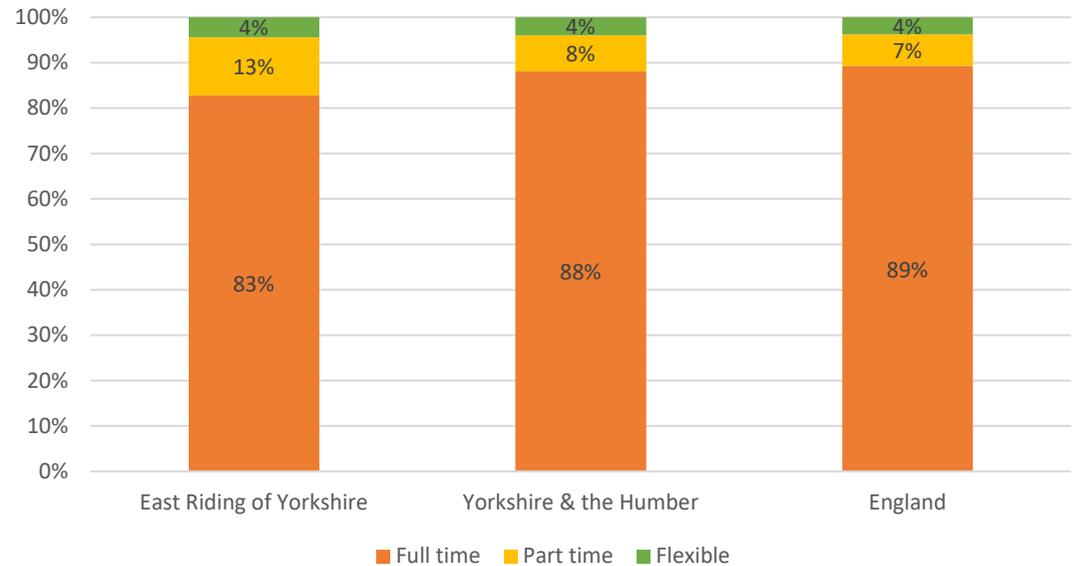
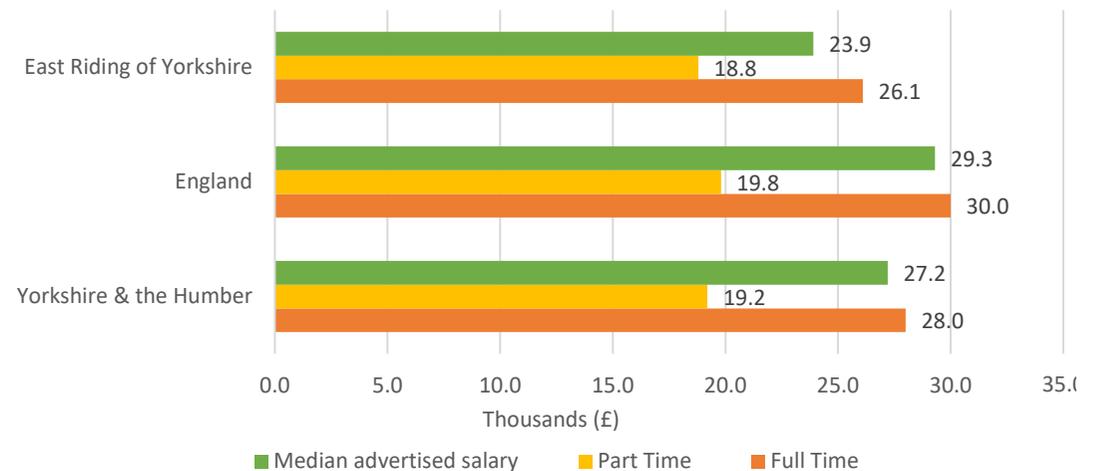
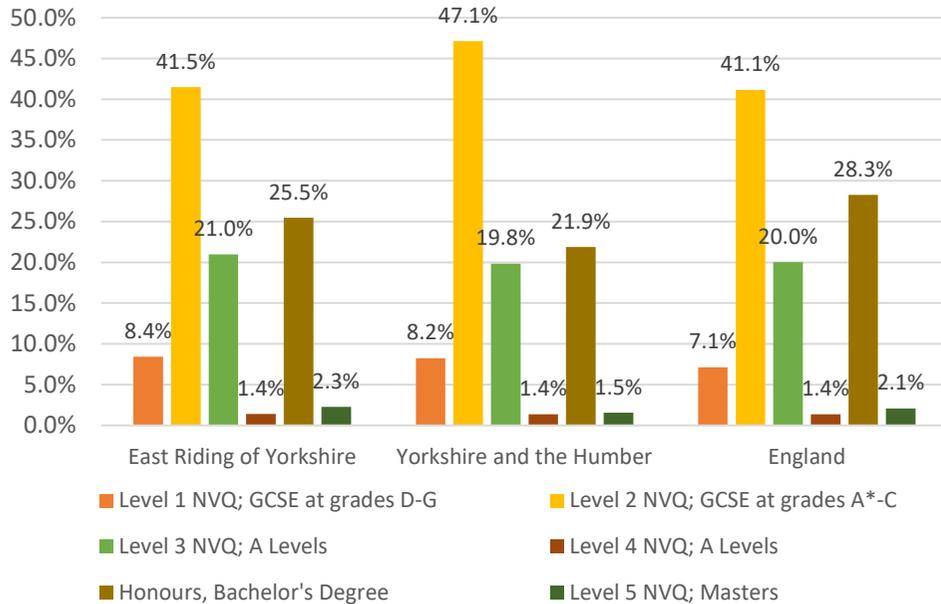


Figure 2: Median advertised salary of all unique job postings 2017-2020



2019 jobs by education level

Figure 3: 2019 Jobs by education level in the East Riding, Yorkshire and the Humber and England



Current jobs data, taken from Emsi, identifies the level of education of jobs in the East Riding and comparative areas. As seen in figure 3, the majority of jobs within the East Riding (41.5%), in 2019, were at level 2 NVQ. Level 1 and 2 NVQs are equivalent to GCSE qualifications, almost half of the jobs within the East Riding are at these levels, 49.9% when combined. However, this is higher for the region at 55.3%, though both results are marginally higher than the national average at 48.2%.

However, the East Riding does have a higher percentage of level 3 jobs, 21% compared to 19.8% and 20.0% respectively. The East Riding also has a high percentage of Bachelor's degree jobs in contrast to the region as a whole at 25.5% compared to 21.9%, a 3.6% difference. This demonstrates that the East Riding has an above average skilled workforce for the region, but is slightly less skilled than the national averages.

Employment by industrial sector

Figure 4 shows the breakdown of employment in 2019 by industrial sector, the East Riding has a diverse labour market with large employment in a number of sectors from Manufacturing to Arts and Agriculture.

There are a number of key points to take from the chart below, including:

- The East Riding has had an increasingly popular and growing tourism economy in recent years due to its coastal, rural and heritages offer. This explains the high employment levels in associated industries such as 'Accommodation and food services', 'Retail' and 'Arts and Entertainment'.
- Manufacturing is a growth sector within the whole of the Humber area and is reflected in the employment figures across the East Riding.

Figure 4: Employment by broad industrial sector in the East Riding, 2019



Source: BRES, 2021

Top posted occupations

The range of occupations within the East Riding is very diverse in industry, skills and education levels. Figure 5 identifies the top 10 occupations advertised over the three year period until November 2020. These occupations range from nurses to van drivers and coincide with some of the key employment sectors within the area, such as 'Education' and 'Healthcare'. Other key employment sectors in the East Riding include 'Transport and storage', 'Manufacturing' and 'Accommodation and food services'.

Within the Emsi software each occupation is associated with an education level, which is the average qualification needed for those working within each occupation. Figure 5, shows the top occupations listed for the East Riding, Yorkshire & the Humber and England, as well as the education level associated with each of those occupations. The region as a whole matches the national average in terms of skills demand, half of the top occupations require a degree level qualification and one of them requires at least a level 3 NVQ. However, the East Riding does not have the same level of demand with only three out of ten requiring a degree qualification and two demand a level 3 NVQ. The key difference to note for the East Riding is the high demand for 'Elementary storage occupations' and 'Cleaners and domestics', both of which are only found within local results and both require minimal qualifications at level 1 or 2 NVQs, equivalent to GCSEs.

Figure 5: Top ten advertised occupations and the occupation education level, 2017 – 2020

Honours, Bachelor's Degree		Level 3 NVQ; A Levels	Level 1 or 2 NVQ; GCSE	
East Riding of Yorkshire		Yorkshire and the Humber	England	
1	Nurses	Nurses	Nurses	
2	Care workers and home carers	Book-keepers, payroll managers and wages clerks	Sales accounts and business development managers	
3	Elementary storage occupations	Primary and nursery education teaching professionals	Programmers and software development professionals	
4	Van drivers	Sales accounts and business development managers	Primary and nursery education teaching professionals	
5	Primary and nursery education teaching professionals	Programmers and software development professionals	Book-keepers, payroll managers and wages clerks	
6	Cleaners and domestics	Care workers and home carers	Care workers and home carers	
7	Other administrative occupations n.e.c.	Van drivers	Finance and investment analysts and advisers	
8	Nursing auxiliaries and assistants	Finance and investment analysts and advisers	Van drivers	
9	Sales accounts and business development managers	Other administrative occupations n.e.c.	Business sales executives	
10	Metal working production and maintenance fitters	Business sales executives	Other administrative occupations n.e.c.	

Job postings by education level

The top 10 advertised job titles between November 2017 and 2020 were; HGV/Large Goods Vehicle (LGV) Drivers, Family Support Workers, Personal Care Assistant, Teaching Assistants, Home Care Social Workers, Bathroom Cleaners, Warehouse Assemblers, Production Operators, Registered Nurses and Teachers. These jobs are within some of the key employment sectors identified in figure 4.

Figure 6 breaks down the total job postings by education level. This chart clearly links to figure 3 with the majority of East Riding job postings being advertised at level 2, which is the case both regionally and nationally too. Local employment opportunities are at a significantly lower level than regional and national averages, with only 22.3% of postings at a degree level compared to 29.7% and 27.5% respectively. The level of employment also reflects the median advertised salary for the East Riding which was £23.9k, compared to regional and national median salaries of £27.2k and £29.4k respectively.

Figure 6: Job postings by education level 2017-2020

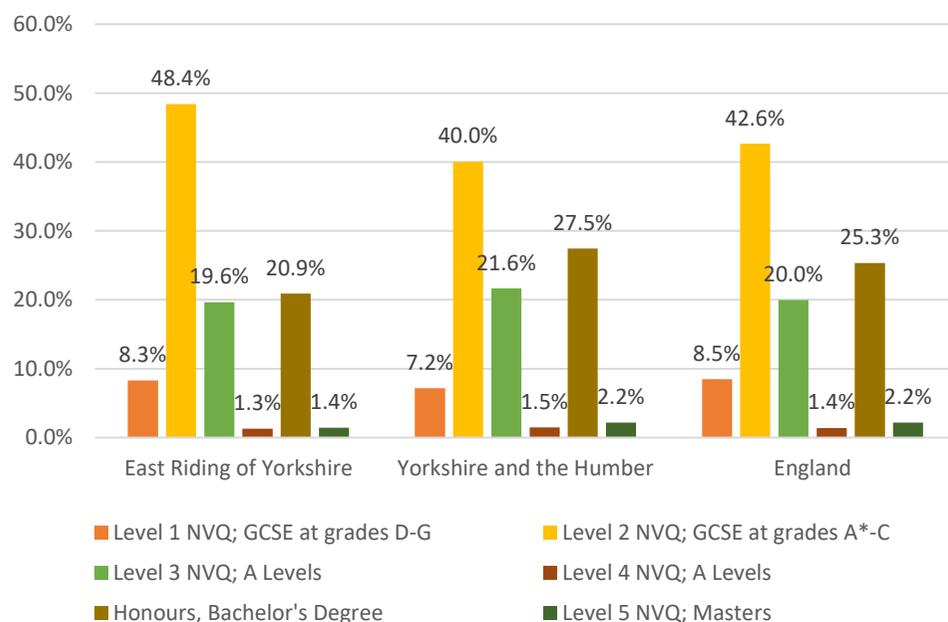


Figure 7: Top advertised common and hard skills in the East Riding, Nov 2017-2020

Top posted hard skills	Top posted common skills
Warehousing	Communications
Personal Care	Management
Nursing	Customer Service
Auditing	Enthusiasm
Learning Disabilities	Sales
Mental Health	Teaching
Key Performance Indicators (KPIs)	Self-Motivation
Accounting	Planning
Risk Analysis	Leadership
Personal Protective Equipment	Innovation

Figure 7 identifies the top ten hard and common skills advertised within the job postings between November 2017 and 2020 and similarities exist between the East Riding and the top hard skills posted in England. Auditing, Accounting, Nursing, KPIs and Warehousing are all commonalities between local and national skills demand. However, the remaining East Riding skills are focused around health and wellbeing, while the other top five skills advertised in England are more generic and focus on sales and customer management.

Qualifications and training can support individuals to gain hard skills but common skills are much more about personality and aren't as easily taught through training; however experience can support people to enhance their common skills. The top 10 advertised in the East Riding are almost identical to that of the national equivalent, there is just one minor difference which is that self-motivation is not listed as a top 10 common skill nationally.

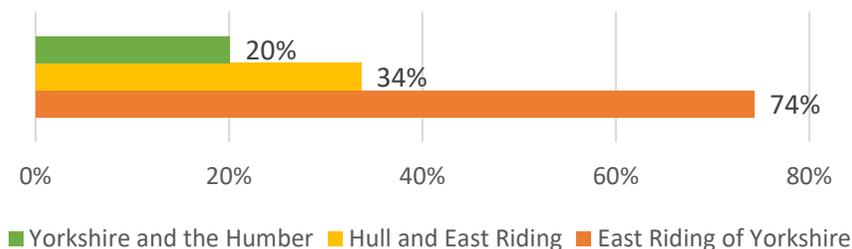
COVID-19 Recovery

The current COVID-19 pandemic has had, and will continue to have, a negative effect on aspects of the labour market. Businesses that are able to trade are having to continuously adapt to restrictions and others have had to close completely. This has led to a dramatic rise in unemployment and a decline in UK Gross Domestic Product (GDP) for both Q2 and Q3 2020. The latest available claimant count in November (2020) for unemployment-related benefits show that the East Riding had 8,695 claimants, which is 89.8% higher than the figure in March. This is 4.4% of the working age population (ages 16-64) compared to the regional and national rates of 6.5% and 6.4% respectively (source: NOMIS, Dec 2020).

The recently announced extensions to the Coronavirus Job Retention Scheme (CJRS) and Self-Employment Income Support Scheme (SEISS) and various business support measures both delay and slow the rise in unemployment. The latest available statistics from HMRC show that furloughed employments through the Coronavirus Job Retention Scheme (CJRS) fell from 44,800 on 31 July to 9,300 on 30 September 2020 in the East Riding. Furthermore, there have been 9,700 claims made through the Self-Employment Income Support Scheme as at 30 September with an average value of £2,400 per claim (source: HMRC, Oct 2020).

Although there was a rise in residents claiming unemployment benefits, job postings data evidences a rise in employment opportunities from the peak of the first wave in April to December 2020. The East Riding saw a 74% rise in the number of job postings between the two identified months, this is a much greater increase than other areas (Figure 8). These figures provide an optimistic view of the local labour market and these opportunities will potentially be reflected in reduced future claimant count figures.

Figure 8: % change in unique job postings, April compared to December 2020



Job Postings

Figures 9 and 10 compare job posting figures from 2019 to 2020 and look at the impact of the pandemic on the number of jobs being advertised each month throughout the various lockdowns and restrictions imposed on the East Riding throughout 2020. The East Riding saw a rise in job postings between 2019 and 2020, a rise of 16%, this is not representative of the region which saw a decline of 29%.

Figure 10 shows that the numbers began to exceed 2019 figures in August and continued to do so through to December, despite restrictions in place throughout summer and a second national lockdown in November. This growth in employment opportunities can be partly explained by the increased demand for health workers and cleaners.

Figure 9: % change in unique job postings, April to December 2019 vs 2020

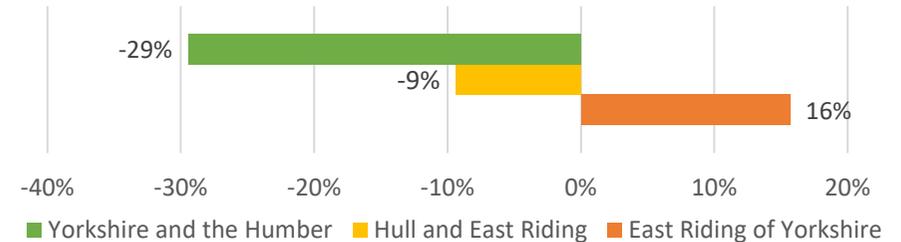


Figure 10: Unique monthly job postings, April to December 2020

