**East Riding Labour Market Profile – July 2021**

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 2018 – 2021, 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 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 August 2018 and July 2021, there were a total of 72,493 unique job postings within the East Riding of Yorkshire local authority area. When Hull is also considered, this figure doubles to a total of 144,252 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 £24.0k compared to regional and national averages £27.5k and £29.9k 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 2018-2021, full/part time breakdown**

**Figure 2: Median advertised salary of all unique job postings 2018-2021**

**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. This is lower than the regional average of 55.3%, but higher than the national average of 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 jobs requiring a bachelor’s degree 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 below the national average.

**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

**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 |  | Bookkeepers, 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 |  | Bookkeepers, 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. |  |

|  |
| --- |
| **East Riding of Yorkshire** |
| **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 |

**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 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.

**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**

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 2020 to the latest available date (July 2021). The East Riding saw a 117% rise in the number of job postings between the two identified months, a much greater increase than other areas (Figure 9). 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 9: % change in unique job postings, April 2020 compared to July 2021**

However, as furlough is beginning to be phased out, the number of individuals claiming unemployment benefits may temporarily increase despite the high increase in job postings. The furlough scheme began to reduce its contributions in July 2021 and is aimed to be phased out completely by September, meaning that unemployment may increase due to the furlough scheme mediating the effect of the pandemic on unemployment since April 2020.

**Job Postings**

Figures 10 and 11 compare job posting figures for the 17 months prior to the pandemic and the 17 months so far during the pandemic. This allows for tracking 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 of 31% in job postings during the pandemic compared with the previous 17 months. When looking at Hull in combination with the East Riding, this increase is only 8%. The region as a whole by comparison saw a decrease of 8%.

**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 June (2021) for unemployment-related benefits show that the East Riding had 7,140 claimants, which is a 21.9% decrease compared with June 2020, but a 55.9% increase compared with pre-pandemic levels (February 2020). This is 3.6% of the working age population (ages 16-64) compared to the regional and national rates of 5.9% and 5.7% respectively (source: NOMIS, August 2021).

**Figure 8: Percentage of working age population (16-64) claiming unemployment benefit**

The extensions to the Coronavirus Job Retention Scheme (CJRS) support measures both delay and slow the rise in unemployment, with 53,000 individuals in the East Riding benefitting from the scheme since its launch in April 2020. The number of furloughed employees fell from 44,800 on 31 July to 9,300 on 30 September 2020 in the East Riding, following the easing of restrictions for summer 2020. Furthermore, there have been 39,500 claims made through the Self-Employment Income Support Scheme as of June 2021 with an average value of £2,681 per claim (source: HMRC, July 2021).

**Figure 12: Median advertised wage of unique monthly job postings, October 2018 to July 2021**

**Figure 13: Unique job postings and median advertised wage for higher level jobs (Level 3+) October 2018 to July 2021**

**Figure 10: % change in unique job postings, Pre-Covid to During Covid**

Figure 11 shows that the numbers began to exceed 2019 figures in August and continued to do so, 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. The further drastic growth at the beginning of 2021 could be explained due to the hiring of additional staff in previously closed sectors such as non-essential retail and hospitality.

**Figure 11: Unique monthly job postings, October 2018 to July 2021**

During the pandemic, it is clear to see from Figure 12 that the months in which lower wage jobs were advertised, follow the trend of the easing of restrictions and the opening of hospitality venues and non-essential retail (summer 2020 and from March 2021).

Figure 14 shows that the top 5 occupations have remained the same throughout the pandemic and have all seen an increase in postings as a result. The largest percentage increase has been seen in elementary storage occupations (76%) followed by care workers and home carers at 63%.

**Figure 15: Top 5 hard skills during pandemic compared with pre-pandemic and % of postings requiring each skill**

|  |
| --- |
| **Hard Skills** |
| **Oct 2018-Feb 2020** | **Mar 2020-Jul 2021** |
| Finance | 3% | Warehousing | 4% |
| Nursing | 3% | Auditing | 3% |
| Personal Care | 3% | Personal Care | 3% |
| Warehousing | 3% | Finance | 3% |
| Key Performance Indicators (KPIs) | 3% | Mental Health | 3% |

**Figure 16: Top 5 soft skills during pandemic compared with pre-pandemic and % of postings requiring each skill**

|  |
| --- |
| **Soft Skills** |
| **Oct 2018-Feb 2020** | **Mar 2020-Jul 2021** |
| Communications | 24% | Communications | 22% |
| Management | 16% | Management | 14% |
| Customer Service | 14% | Customer Service | 12% |
| Enthusiasm | 13% | Enthusiasm | 11% |
| Sales | 11% | Sales | 9% |

Figures 15 and 16 show the top 5 hard and soft skills in the 17 months pre-pandemic compared with the 17 months during. This indicates that, although the most sought-after soft skills have remained the same, there has been a change in the hard skills associated with job postings in these two time periods. An increase in postings requiring warehousing may reflect the increased demand on logistics in many companies as a result of the reliance on online shopping during the national lockdowns.

As seen in Figure 13, the number of job postings requiring an education level of 3 or above remained fairly stable in the 17 months pre-pandemic, then decreasing in March 2020 and beginning to rise again following the summer reopening in 2020. A further dip is seen in November 2020, as the country entered a second national lockdown, but in recent months the number has continued to increase to well above figures in 2018/19. This is likely the result of rehiring to make up for staff which were let go due to the financial difficulties associated with the pandemic, and to meet an increased demand in areas such as hospitality upon their reopening. Additionally, sectors such as local government and healthcare will have had to hire additional staff, some in newly created posts, to keep up with the new challenges faced as a result of the pandemic.

Figure 13 also shows the advertised wage of higher-level jobs, in contrast to the trend observed in number of job postings, increased during the national lockdowns and is currently on a downward trajectory. This is perhaps due to the recruitment of younger workers in lower positions which still require higher education qualifications.

**Figure 14: % change in the top 5 occupations (Oct 2018 - Feb 2020 compared with Mar 2020 - Jul 2021)**