

# Oxfordshire Labour Market Information

*helping to build a responsive skills support system*

Issue 2 Winter 2014/5



Working in Oxfordshire

**Produced by the Economy & Skills Team  
Oxfordshire County Council**

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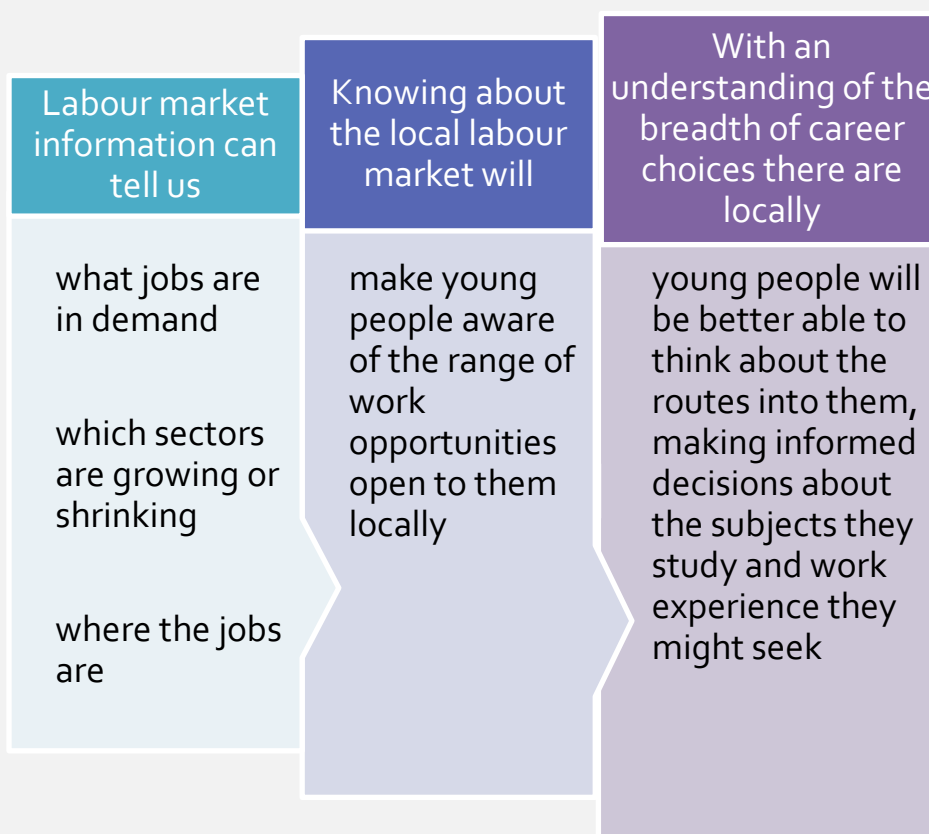
## Why LMI is important

Oxfordshire Labour Market Information was first published in Summer 2014. It can be viewed at: <http://ozi.org/resources/>

The purpose of this labour market bulletin is to bring to young people's attention the job opportunities available locally, now and in the future. As our economy grows there is increased demand from local employers for people to fill jobs, alongside an increasing number of people who choose self-employment. Our aim is to broaden young people's knowledge and understanding of our labour market, raise their aspirations and help them plan their career pathways based on high quality, locally relevant information.

Whilst the focus of our LMI bulletin is young people the information and intelligence in this report is equally applicable to all.

This LMI bulletin is for teachers, careers advice workers, others working with young people, parents and carers and those with an interest in young people's employment choices and career pathways. It is a tool to be used for educational or guidance purposes. By gaining a better understanding of the local job market - what jobs are currently in demand and how jobs are changing - young people and those who advise them will be better able to make informed decisions about their educational options and how these may be linked to future career opportunities. We intend to update LMI twice yearly, with the next publication due Summer 2015.



A recent report shows just how important careers education and advice is for young people; *'Nothing in Common'*<sup>1</sup> showed that teenager's aspirations at age 14, 16 and 18, when mapped against projected labour demand (2010-2020), had almost "nothing in common" with the realities of the UK job market.

### *Have you seen?*

Oxfordshire Skills Strategy to 2020: Building a responsive skills support system

<http://www.oxfordshireskillsboard.org/oxfordshire-skills-strategy-2020/>

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<sup>1</sup> Nothing in common: The career aspirations of young Britons mapped against projected labour market demand (2010-2020); Dr Anthony Mann, David Massey, Peter Glover, Elnaz T. Kashefpadkel and James Dawkins. March 2013

# An overview of Oxfordshire's economy

**Oxfordshire's economy is diverse with a strong and growing knowledge-based economy.**

Oxfordshire has one of the strongest economies in the South East, which in turn is the powerhouse of the national economy. It has a 'knowledge-based' economy – where knowledge and innovation are key features – and is one of Europe's leading centres of enterprise and innovation, with the third highest concentration of research and development workers in the country<sup>2</sup>.

Oxfordshire's economy is competitive and proved resilient during and following on from the last recession. This is due to a number of features distinctive to Oxfordshire – it has a highly skilled workforce – 46% are graduates; it has unique assets – two universities; the University of Oxford is rated one of the best in the world and Oxford Brookes is one of the top performing modern universities nationally. It is also home to a group of large science and research facilities that includes Harwell Oxford Innovation & Science Campus: home to the Rutherford Appleton Laboratory, Diamond Light Source and the gateway to the space sector – the newly established European Space agency is here alongside the Satellite Applications Catapult Centre. Also, the UK Atomic Energy Authority Culham Centre for Fusion Energy is home to the UK's national fusion research laboratory.

<b>Total population, 2013</b>	666,100
<b>Working age population, 2013</b>	428,900
<b>Total output (GVA), 2013</b>	£19.2 billion
<b>Number of jobs, 2013</b>	324,600
<b>Number of self-employed, September 2014</b>	55,000
<b>Economically active, 2013</b>	79%
<b>Claimants of Job Seekers Allowance, September 2014</b>	0.7%
<b>Number of enterprises, 2013</b>	27,600
<b>Average gross weekly earnings, 2013</b>	£559
<b>Population with a degree or above, 2013</b>	46%
<b>With no qualifications, 2013</b>	5.5%

<sup>2</sup> Employees in employment after Cambridgeshire and Hertfordshire.

<sup>3</sup> ONS Annual Population Survey, year end September 2014; Claimant Count; Business Register and Employment Survey, 2014

## Working in Oxfordshire

Oxfordshire is also home to globally recognised companies like MINI Plant Oxford, Oxfam, Oxford University Press, Siemens, Oxford Instruments and more. Oxfordshire also has a culturally rich environment making the county an attractive place to live and work.

The Oxfordshire Strategic Economic Plan<sup>4</sup> sets an ambition for Oxfordshire to 2030 to drive accelerated economic growth to meet the needs of our science and knowledge rich economy placing Oxfordshire at the forefront of the UK's global growth ambitions. It states an ambition for up to 75,000 new jobs to 2030 – many of which have yet to be 'invented' – reflecting the pace of change and effects of new and emerging technologies on the labour market.

Growth brings challenges – not least our ability to provide a well-educated, appropriately skilled workforce for our employers, a challenge exacerbated by an extremely tight labour market with low levels of unemployment (0.7% Job Seekers Allowance claimants) and high job density at 0.89 and rising – i.e. there are 89 jobs available for every 100 residents of 'working age'.

**'In their desire to win the global race, policymakers have focused on increasing the number of graduates in the economy. However, winning the race will require more than simply expanding general higher education. Britain also needs stronger and better quality vocational education, coupled with new business models that make better use of workforce skills and enable companies to move up the value chain.'**

Winning the Global Race? Jobs, Skills and the importance of vocational education, IPPR, June 2014

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<sup>4</sup> Oxfordshire Strategic Economic Plan, Oxfordshire Local Enterprise Partnership, March 2014. Further details – see page 36

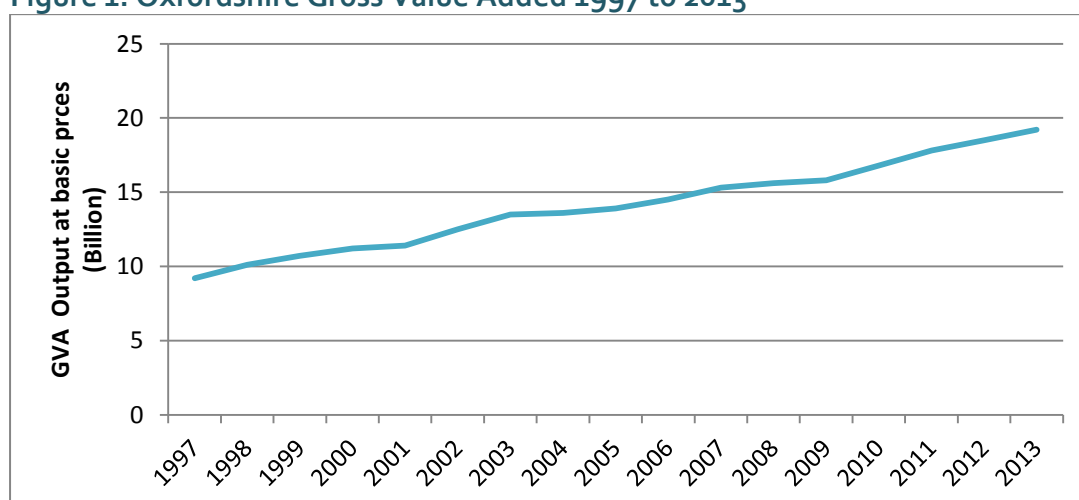
# Oxfordshire's economy – key measures of performance

## Summary

- Oxfordshire's economy has grown consistently over the period 1997 to 2013 contributing £19.2 billion to the national purse in 2013.
- The number of unemployed in Oxfordshire has been consistently below national and regional averages and now stands at its lowest level ever recorded.
- New enterprises in Oxfordshire have a higher survival rate than the average across the South East region and across England.
- There has been a modest increase in the number of small to medium sized and large firms in the county.
- While the education and health sectors are major employers, employment in the professional, scientific and technical sectors is above national averages.
- 58% of Oxfordshire residents, in employment, work in higher skilled jobs.
- Increased levels of self-employment and part-time working have been a particular feature of employment growth in recent years and may reflect the move toward an increasingly flexible labour market.

In 2013, Oxfordshire contributed £19.2 billion in Gross Value Added (GVA)<sup>5</sup> to the national economy. This is 1.3% of the total UK GVA, and, at £28,800 per person, is well above the national average of £24,100 per person.

**Figure 1: Oxfordshire Gross Value Added 1997 to 2013**



<sup>5</sup> GVA is a measure of the value of the goods and services produced in the economy. It is primarily used to monitor the performance of the national economy and is now the measure preferred by the Office for National Statistics (ONS). Source: Regional GVA (Income Approach), December 2014

### Employment and unemployment

Latest estimates show that 77% of Oxfordshire's working age population (343,600 people) were in employment at year end to June 2014, well above the national average (72%<sup>6</sup>). 55,900 (11.2% of the working age population) were self-employed; down very slightly from 56,100 in December 2013. This is still a high level and compares to 9.9% for the country as a whole.

The claimant count unemployment rate for Oxfordshire – those claiming Job Seekers Allowance – decreased to 0.7% in September 2014 - the lowest level on record, and one of the lowest rates in the south-east. Of the 3,057 claimants, 620 were aged 18 to 24 years.

**Table 2: Unemployment - Claimant Count September 2014**

	Number	Rate %
United Kingdom	923,240	2.3
South East Region	70,929	1.3
Oxfordshire	<b>3,057</b>	<b>0.7</b>
Cherwell	581	0.6
Oxford	1,029	0.9
South Oxfordshire	474	0.6
Vale of White Horse	494	0.6
West Oxfordshire	479	0.7

Estimates of unemployment on the broader survey based<sup>7</sup> measure shows that in the year to June 2014, there were approximately 12,000 unemployed people in Oxfordshire or 3.6 per cent of all economically active people.

### Business and enterprise

Oxfordshire is dominated by small and medium sized businesses<sup>8</sup> although large firms employ a significant percentage of the workforce. Of the 28,300 VAT registered enterprises<sup>9</sup> in the county, 88% employ less than 9 staff, and less than 1% of firms employ 250 people or more.

<sup>6</sup> ONS Annual Population Survey, December 2013

<sup>7</sup> Under ILO guidelines, anybody who is without work, available for work and seeking work is unemployed. The Claimant Count is the number of people who are receiving benefits principally for the reason of being unemployed.

<sup>8</sup> ONS Business Demography, 2013

<sup>9</sup> Data about firms come from two sources: UK Business: Activity, Size, Location – this details firms liable to pay VAT/PAYE. It does not include firms below the VAT threshold of £81,000. UK Business Demography provides details on the birth, death and survival of firms.



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There has been a small expansion in the number of small to medium sized (SMEs) firms over the past few years and a slight increase in the number of large firms (although it does not appear in the figures below). This is significant because it could indicate micro firms are expanding. Also, SMEs employ more people and their turnover is greater; contributing more, overall, to the county's GVA.

	Micro (0-9 employees)	Small to medium (10-249 employees)	Large (250+ employees)
<b>2008</b>	89.2	10.3	0.4
<b>2013</b>	88.4	11.1	0.4

- On average, about 2,800 new businesses start up in Oxfordshire each year. The number of start-ups has improved, year on year, since 2010.
- There are, on average, 83 enterprises for every 1,000 economically active residents and business survival rates are above average so that 51% of new businesses survive to 5 years or more from starting up (this compares to 45% nationally).

Table 4 shows the number of businesses by industry sector. The top 4 sectors are: professional, scientific and technical firms, followed by construction, information and technology firms, and the arts, entertainment and recreation.

Business Sectors	Number of businesses	% of total
<b>Professional, scientific &amp; technical</b>	5,975	21
<b>Construction</b>	3,200	11
<b>Information &amp; communication</b>	2,655	9
<b>Arts, entertainment, recreation and other services</b>	2,165	8
<b>Business administration and support services</b>	2,080	7
<b>Retail</b>	1,870	7
<b>Agriculture, forestry &amp; fishing</b>	1,630	6
<b>Accommodation &amp; food services</b>	1,520	5
<b>Production</b>	1,470	5
<b>Wholesale</b>	1,105	4

## Working in Oxfordshire

Health	1,035	4
Property	965	3
Motor trades	815	3
Education	670	2
Transport & storage (inc. postal)	630	2
Finance & insurance	385	1
Public administration and defence	145	1
<b>Total</b>	<b>28,300</b>	<b>100</b>

## Employment, occupations and earnings

In 2013, there were 324,700 employees in Oxfordshire. The education sector provides the largest proportion of employment in the county (16%, well above the national average of 10%), followed by the health sector. This is due to the presence of two top universities and the health and research facilities in Oxford. Employment in the professional, scientific and technical (11%) sector is also above the national and regional averages.

**Table 5: Number of employees in Oxfordshire by sector, 2013**

Sector	Great Britain	South East	Oxfordshire	
	% of total	% of total	Count	% of total
Education	10	11	50,900	16
Human health and social work	14	12	39,500	12
Professional, scientific and technical	8	8	36,200	11
Retail	10	11	31,000	10
Manufacturing	9	6	24,000	7
Accommodation and food service	7	7	24,500	8
Business administration and support services	8	8	21,000	6
Information and communication	4	6	18,100	6
Construction	4	5	13,200	4
Wholesale	4	5	12,300	4
Public administration and defence	5	4	10,400	3
Transportation and storage	4	4	10,100	3
Arts, entertainment and recreation & other services	5	5	15,000	5
Motor trades	2	2	6,400	2
Financial and insurance	4	3	5,000	2
Property	2	1	4,400	1

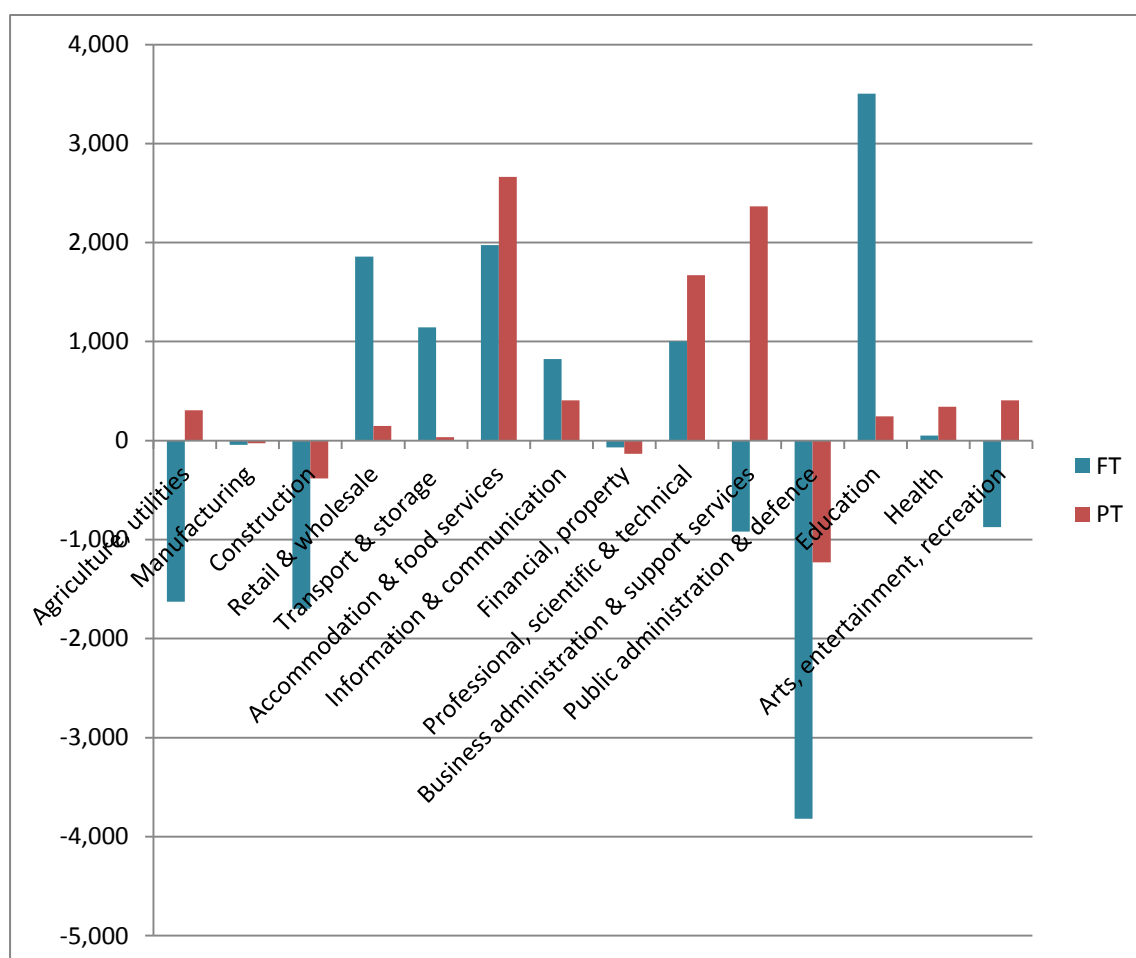
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<b>Water supply, sewage and energy</b>	2	2	2,700	1
<b>Total</b>	100	100	324,700	100

Source: Business Register & Employment Survey

Between 2009 to 2013, 8,100 new jobs were created in Oxfordshire, of which 85% were part-time. The underlying structural changes shaping the national economy has given rise to an 'hourglass' labour market. Service based industries and occupations at both the top and bottom end of the labour market has been characterised by a loss of jobs in the middle linked to the displacement effect of technology. While prospects are good for those in jobs with high skills, there is greater competition for those at the bottom<sup>10</sup>.

**Figure 3: Net growth in full-time and part-time employment, 2009 to 2013**



<sup>10</sup> Growth Through People, UKCES, 2014

## Working in Oxfordshire

**Higher skilled occupations:** Well over half the population (58%) in the county are employed in higher skilled occupations. This is well above regional and national averages.

**Table 6: People in employment in Oxfordshire by occupational group, October 2013 to September 2014**

Occupational Group	Numbers	Oxfordshire %	South East %	Great Britain %
<b>SOC 2010 major group 1-3</b>	198,000	57.5	49.5	44.6
<b>1 Managers, directors and senior officials</b>	43,800	12.7	11.7	10.2
<b>2 Professional occupations</b>	98,700	28.6	21.9	19.9
<b>3 Associate professional &amp; technical</b>	55,500	16.1	15.7	14.2
<b>SOC 2010 major group 4-5</b>	62,600	18.2	20.8	21.4
<b>4 Administrative &amp; secretarial</b>	30,800	8.9	10.5	10.7
<b>5 Skilled trades occupations</b>	31,800	9.2	10.2	10.7
<b>SOC 2010 major group 6-7</b>	44,300	12.9	16	17
<b>6 Caring, leisure and other service occupations</b>	26,300	7.6	9	9.1
<b>7 Sales and customer service occupations</b>	18,000	5.2	6.9	7.8
<b>SOC 2010 major group 8-9</b>	39,100	11.4	13.8	17
<b>8 Process plant &amp; machine operatives</b>	15,500	4.5	4.9	6.2
<b>9 Elementary occupations</b>	23,600	6.8	8.9	10.7

Source: ONS Annual Population Survey. % is for all 16+ and in employment

**Earnings:** The average annual salary for full time employees living in Oxfordshire in 2014 was £31,244<sup>11</sup>. This is up 5% from the previous year, following a year in which earnings fell.

**Table 7: Average annual gross earnings £**

	2012	2013	2014	% Change 2012-13	% Change 2013-14
<b>Oxfordshire</b>	30,631	29,658	31,244	-3	5
<b>South East</b>	31,107	30,764	31,466	-1	2
<b>Great Britain</b>	26,756	27,102	27,271	1.3%	0.6%

<sup>11</sup> New Earnings Salary 2014 (Provisional) based on the mean annual income. 2013 and 2012 – Revised Results.

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Earnings in Oxfordshire are slightly below the regional average but improvement in pay in the last year exceeded national and regional averages (1% and 2% respectively).

There is a strong co-relation between the skill level of jobs in an area and the average salary - in Oxfordshire, the higher than average employment in Level 4 occupations is reflected in higher than average salaries.

## Economic outlook

Britain's recovery has been slow but sustained, gaining momentum through the latter part of 2013 and into 2014. Services were the biggest driver of growth – as measured by gross domestic product - followed by production, which includes manufacturing. Construction growth also picked up indicating the sector is at its strongest point since the recession of 2008. Most economic commentators suggest, of the G7<sup>12</sup> nations, the UK will lead growth, but continued uncertainty in the Eurozone (concerns that it may be on the brink of a recession) and some other major economies may dampen overall growth upto and into 2015. The Eurozone is the UK's largest trading partner so this is expected to impact on manufacturing in particular. Services are expected to continue to lead growth.

In Oxfordshire, a leading sub-region in the south-east, falling unemployment, and growing business confidence, output and employment have all been positive indicating the outlook in the short to medium term is very promising. However, the very low level of unemployment presents a real challenge for those wishing to recruit. Skills shortages are also very real with businesses reporting this as a greater challenge than a year ago<sup>13</sup>. Skills development and training, beginning in the classroom through to high quality, locally relevant careers education information advice and guidance is vital in ensuring local people have access to jobs and businesses are not constrained as the economy improves.

The strength of the Oxfordshire economy is its diversity. From outer space to outdoors arts festivals and from biosciences to banking, Oxfordshire has a rich mix of business sectors all with potential job opportunities. Employment opportunities exist in the private, public and charitable sectors but it is within the private sector where job growth is expected to be highest.

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<sup>12</sup> Pwc, UK Economic Outlook November 2014: Summary report

<sup>13</sup> UKCES National Employer Skills Survey for Great Britain 2013; ICAEW / Grant Thornton Business Confidence Monitor Q4 2014'

# Present job opportunities

## Summary

- Top jobs currently advertised are for programmers and software development professionals, nurses, chefs and administrative occupations.
- Top industry sectors are IT, retail & sales, and business managers and professionals in business services.
- Health and engineering job postings are up for the third year in a row. Education and training and recreation sector job vacancies are down.
- Over half of all jobs advertised in Oxfordshire in 3rd quarter 2014 are based in Oxford.
- Just over a third of all postings during this period were for high skill level jobs.
- The retail sector leads job vacancies in Banbury, Bicester and Witney. ICT vacancies reign in Oxford, Abingdon and Wallingford. Engineering vacancies are top in the Didcot area, the site of Science Vale Oxford.

Vacancy data tells us much about the labour market. This section draws on data from *Labour/Insight* that scans and collates online job postings. However, it should be noted that the data is limited to web based postings and therefore may not be representative of all vacancies – a good number of vacancies are filled informally. It is, nevertheless, reflective of our current situation.

Since Issue 1 of Oxfordshire LMI, *Labour/Insight* has undergone a large scale coding enhancement (improvements in data collection and coding) resulting in more robust tracking of historic and current data. We see two key changes in the data compared to information presented in Issue 1: i) an increase in the number of vacancies overall. 'Warehoused' jobs that previously had no 'valid values', and were therefore excluded, have now been re-coded and included; ii) Occupational shifts, particularly in the jobs that had been reported as most in demand (IT for example).

The labour market is dynamic and job titles change. Also, the very many job title variants employers use have to be standardised. Coding enhancements have allowed for a greater mining and accuracy in coding resulting in occupational shifts between related occupations, for example, 'Design and development engineers' were previously coded as 'Mechanical' or 'Civil engineers' causing shifts in the engineering sector. On occasion re-coding has pushed an occupation into another sector. For example, some 'IT business analysts, architects and systems designers' in the IT sector have been reclassified as 'Management consultants and business analysts', which is part of the Legal, Finance, Property and other business service sector. These changes have been considered in the analysis of data here.

Figure 5: Percentage per quarter of total vacancies 2012 to 2014, Oxfordshire

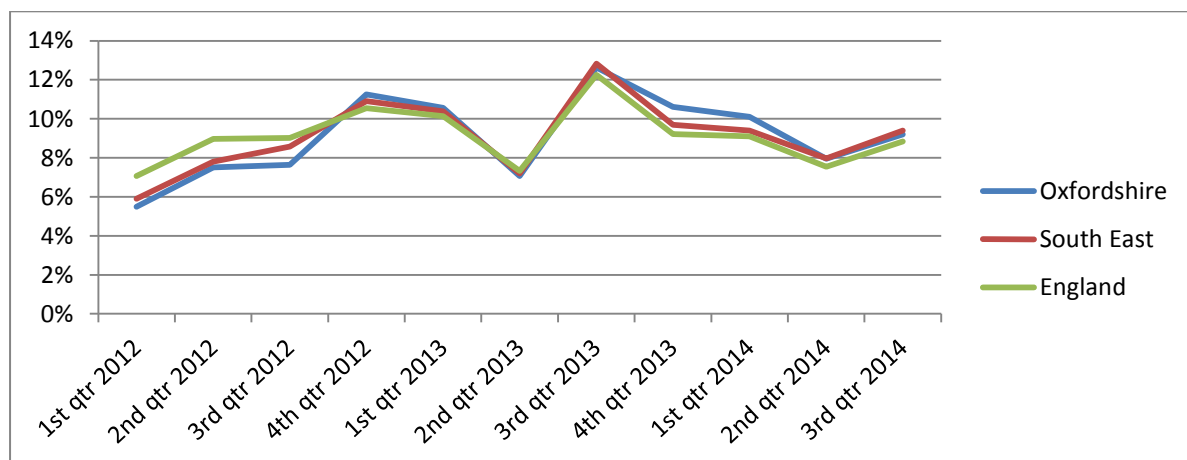


Figure 5 uses vacancy data from *Labour/Insight* to show the percentage per quarter of total vacancies over time in Oxfordshire, the South East and England.

- The number of vacancies advertised at county level in recent years broadly reflects the pattern of postings at regional and national level.
- There were, on average, 20,700 postings per quarter through 2012; rising to 26,600 in 2013 (despite the dip in the number of vacancies posted in the second quarter of 2013). Over the three quarters of 2014 vacancies have averaged 23,700 per quarter.

## What jobs are currently most in demand?

Table 8: Top 20 occupations most in demand, 3<sup>rd</sup> quarter 2014<sup>14</sup>.

Rank	Occupation	Job Postings	Job Group
1	Programmers and software development professionals	1,147	IT
2	Other administrative occupations n.e.c. <sup>15</sup>	938	Admin
3	Nurses	858	Health
4	Chefs	601	Food
5	Web design and development professionals	525	IT
6	Business sales executives	494	Sales
7	Managers and proprietors in other services n.e.c.	434	Business
8	IT business analysts, architects and systems designers	418	IT

<sup>14</sup> 3<sup>rd</sup> quarter, 1 July 2014 to 30 September 2014.

<sup>15</sup> n.e.c – 'not elsewhere classified'

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9	Sales accounts and business development managers	408	Sales
10	Managers and directors in retail and wholesale	399	Retail
11	Care workers and home carers	373	Care
12	IT user support technicians	346	IT
13	Design and development engineers	346	Engineering
14	Marketing associate professionals	343	Sales
15	Chartered and certified accountants	339	Financial
16	Customer service occupations n.e.c.	336	Sales
17	Sales and retail assistants	322	Retail
18	Book-keepers, payroll managers and wages clerks	295	Financial
19	Sales related occupations n.e.c.	293	Sales
20	Management consultants and business analysts	283	Business

In the 3<sup>rd</sup> quarter 2014, 24,000 postings were advertised online for jobs in Oxfordshire.

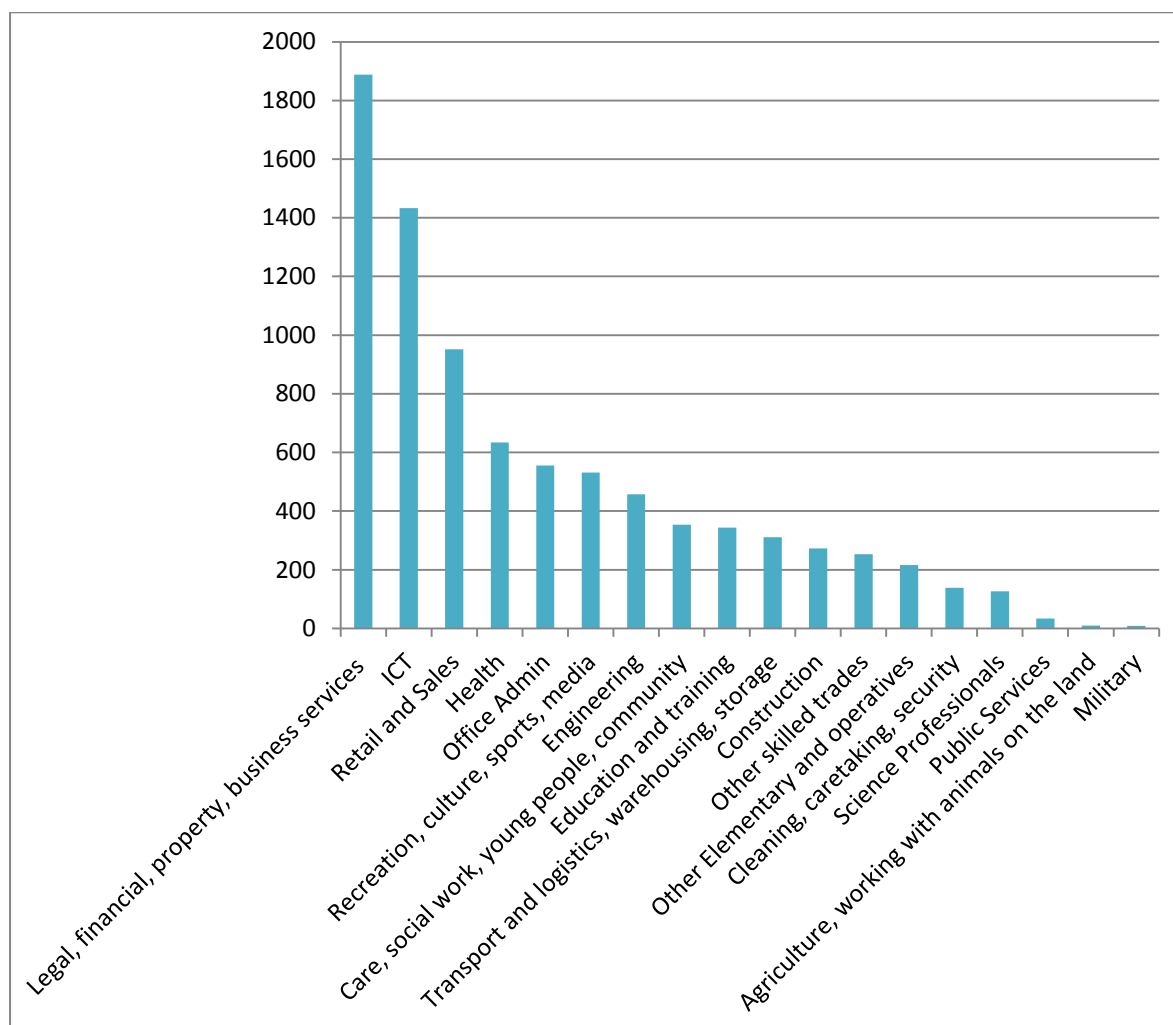
- Programmers and software development professionals have held the top position for vacant occupations in Oxfordshire since the second quarter of 2013. Other top jobs are for administrative posts, nurses and chefs. Sales make up 20% of occupations in the top 20; with retail representing 8%.
- 26% of occupations in the top 20 are for jobs in IT.

Issue 1 reported 50% of occupations in the top 20 were for jobs in IT for quarter 1, 2014 (January to March 2014). The drop to 26% is due, in part, to coding enhancements – see Page 12 above – and can be attributed to the reclassification of some IT occupations that now fall outside the top 20.



## What occupational sectors lead demand in job vacancies?

Figure 6: Job postings by broad sectoral group, September 2014, Oxfordshire

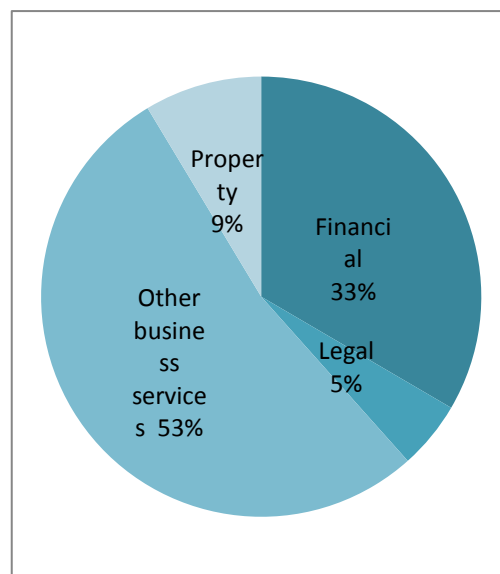


In September 2014, 8,900 vacancies were posted online in Oxfordshire.

- Jobs in legal, financial, property and business service sectors led demand, representing 22% of all postings. However, as shown in Figure 7, over half are for managers and other professionals in business services.

**Figure 7: Breakdown of job postings within the legal, financial, property and business service sector**

- Jobs in ICT represent 17% of all job vacancies, and retail and sales 11%.
- Jobs in 'STEM' – Science, Technology, Engineering and Mathematics – continue to be important to local economy. It is difficult to account for all the jobs where education and training in STEM subjects may be required but simply taking vacancies specifically advertised for science, IT, and engineering professionals we see they accounted for nearly a quarter (24%) of all postings in September 2014.



## What sectors are advertising most jobs?

Table 9 shows the change in demand for jobs by sectoral groups in recent years.

**Table 9: Job vacancies by sectoral group, September 2012 to September 2014**

Rank	Sectoral Group	Sept 2012	Rank	Sectoral Group	Sept 2013	Rank	Sectoral Group	Sept 2014
1	Retail and Sales	1037	1	ICT	1534	1	ICT	1433
2	ICT	1013	2	Retail and Sales	1373	2	Other business professionals and managers <sup>16</sup>	1000
3	Education and training	939	3	Other business professionals and managers	1210	3	Retail and Sales	952
4	Recreation, culture, sports, media	818	4	Financial	883	4	Health	634
5	Other business	705	5	Recreation, culture,	709	5	Financial	631

<sup>16</sup> Other business professionals and managers include jobs in business services other than legal, financial and property.

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	professionals and managers			sports, media				
6	Office Admin	633	6	Office Admin	630	6	Office Admin	555
7	Financial	618	7	Health	609	7	Recreation, culture, sports, media	531
8	Health	437	8	Education and training	485	8	Engineering	457
9	Care, social work, young people, community	313	9	Engineering	483	9	Care, social work, young people, community	353
10	Engineering	277	10	Transport and logistics, warehousing, storage	405	10	Education and training	344
11	Other skilled trades	261	11	Construction	350	11	Transport and logistics, warehousing, storage	311
12	Transport and logistics, warehousing, storage	260	12	Care, social work, young people, community	324	12	Construction	273
13	Cleaning, caretaking, security	137	13	Other Elementary and operatives	291	13	Other skilled trades	253
14	Construction	128	14	Other skilled trades	218	14	Other Elementary and operatives	216
15	Other Elementary and operatives	116	15	Cleaning, caretaking, security	198	15	Property	163
16	Property	92	16	Property	151	16	Cleaning, caretaking, security	138
17	Science Professionals	56	17	Science Professionals	123	17	Science Professionals	126
18	Legal	46	18	Legal	101	18	Legal	94
19	Other public professionals	20	19	Other public professionals	57	19	Other public professionals	34

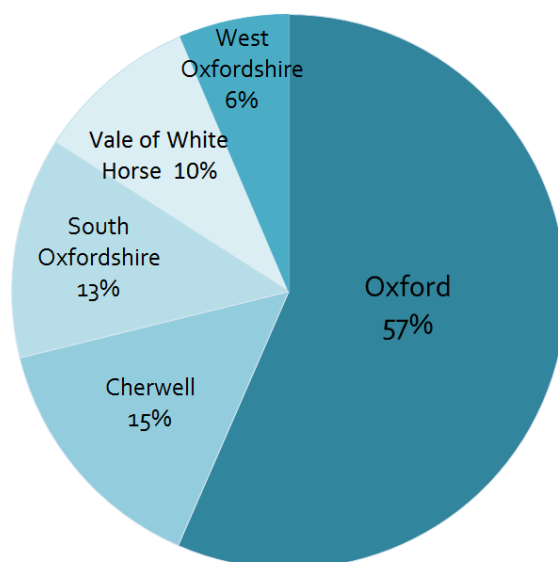
## Working in Oxfordshire

- Jobs in ICT and retail and sales continue to be in high demand. Demand for 'other business professionals and managers' has increased significantly over the three year period September 2012 to September 2014.
- The education and training sector has seen a marked decline in postings. Vacancies for jobs in recreation, culture, sports and media, where demand is relatively high compared to other sectors, nevertheless, has experienced a notable drop in vacancies. The health and care sectors have seen some stability and even growth.
- Other sectors where there has been improvements in postings are engineering and science professionals.
- In many other sectors we see fluctuations in demand - finance and legal services, other elementary and operatives, transport and logistics and construction – and in others we see reasonable stability – care, other skilled trades, property, office administration and other public professionals (protective services).

## Where are job vacancies located?

It is perhaps unsurprising to find the majority of job postings in Oxfordshire are located in the county's main employment centre of Oxford City with 57%, or 10,385, job postings from July to September 2014.

**Figure 8: Percentage of online job vacancies posted by district, July to September 2014**



## Working in Oxfordshire

Table 10 shows the proportion of these job vacancies by skill level for each of the five districts. There are four skill level groups<sup>17</sup>:

Skill Level	Usual Education/Training Competence	Typical occupations
4 – High	Degree level or equivalent	Professional and high level managerial positions
3- Upper Middle	Post-compulsory education but not to degree level	Associate professional, technical, trade occupations and proprietors of small businesses
2 – Lower Middle	Good general education in addition to work related training and work experience	Machine operation, driving, caring occupations, retailing, and clerical and secretarial occupations.
1 - Low	General education and may involve some training	Postal workers, hotel porters, cleaners and catering assistants.'

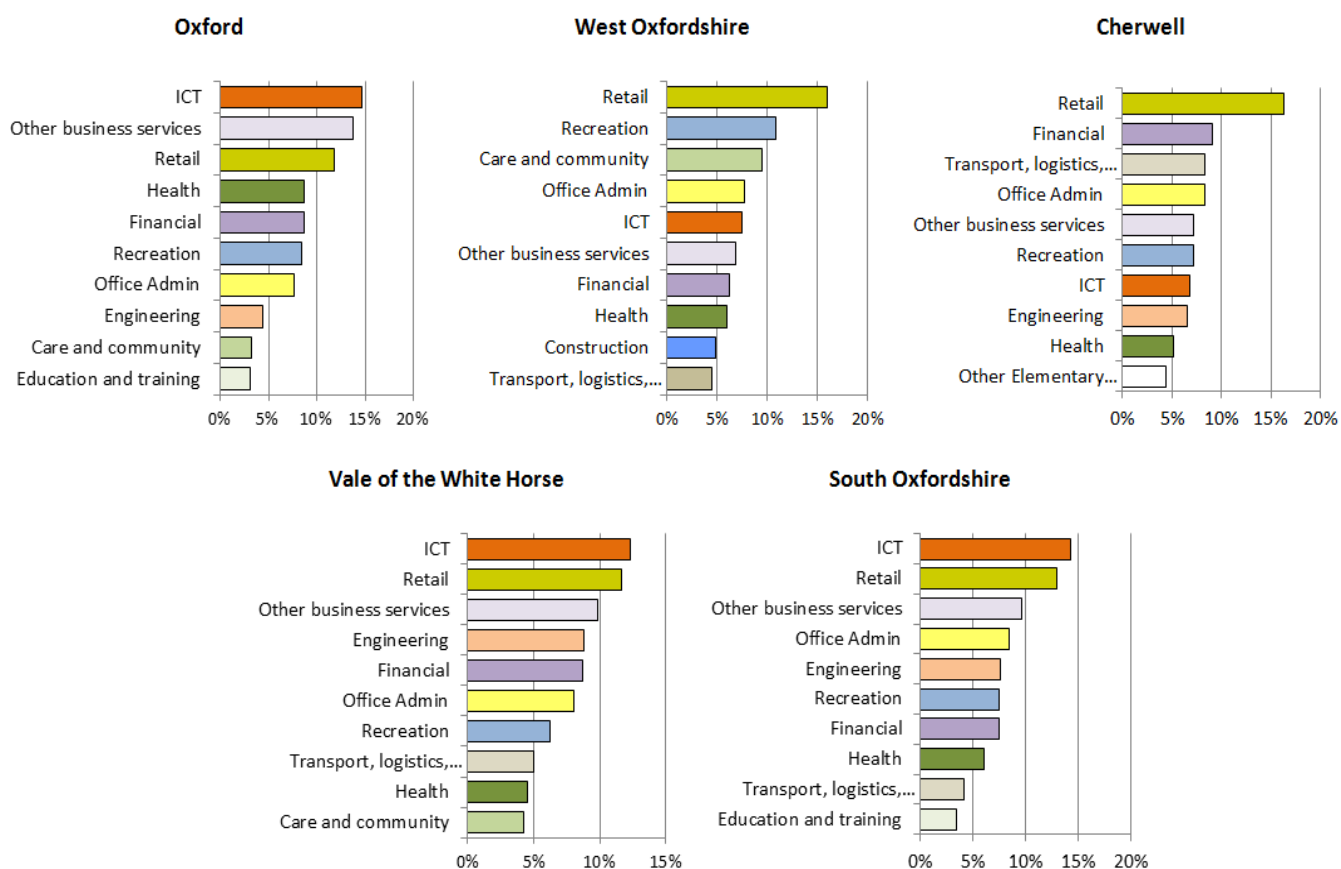
**Table 10: % of job vacancies, for each skill level, by district location, 3<sup>rd</sup> quarter 2014**

District	Skill level							
	1 - low	2 - medium	3 - high	4 - high	1	2	3	4
Oxford	5	24	30	41	—	■	■	■
Cherwell	8	34	31	27	—	■	■	■
South Oxfordshire	7	30	28	35	—	■	■	■
Vale of White Horse	7	30	31	32	—	■	■	■
West Oxfordshire	9	39	30	23	—	■	■	■
Baseline	6	28	30	36	—	■	■	■

- Just over 70% of Oxford's vacancies are 'highly skilled'.
- In West Oxfordshire and Cherwell, more postings are 'medium' skilled than any other skill level group – 39% and 34% respectively.
- In South Oxfordshire and the Vale of White Horse job postings are more evenly distributed across the skill groups; with broadly, a third in each skill group.

<sup>17</sup> Office for National Statistics, Standard Occupational Classification, 2010

Figure 9: Oxfordshire districts top 10 sectors for job vacancies, July – September 2014

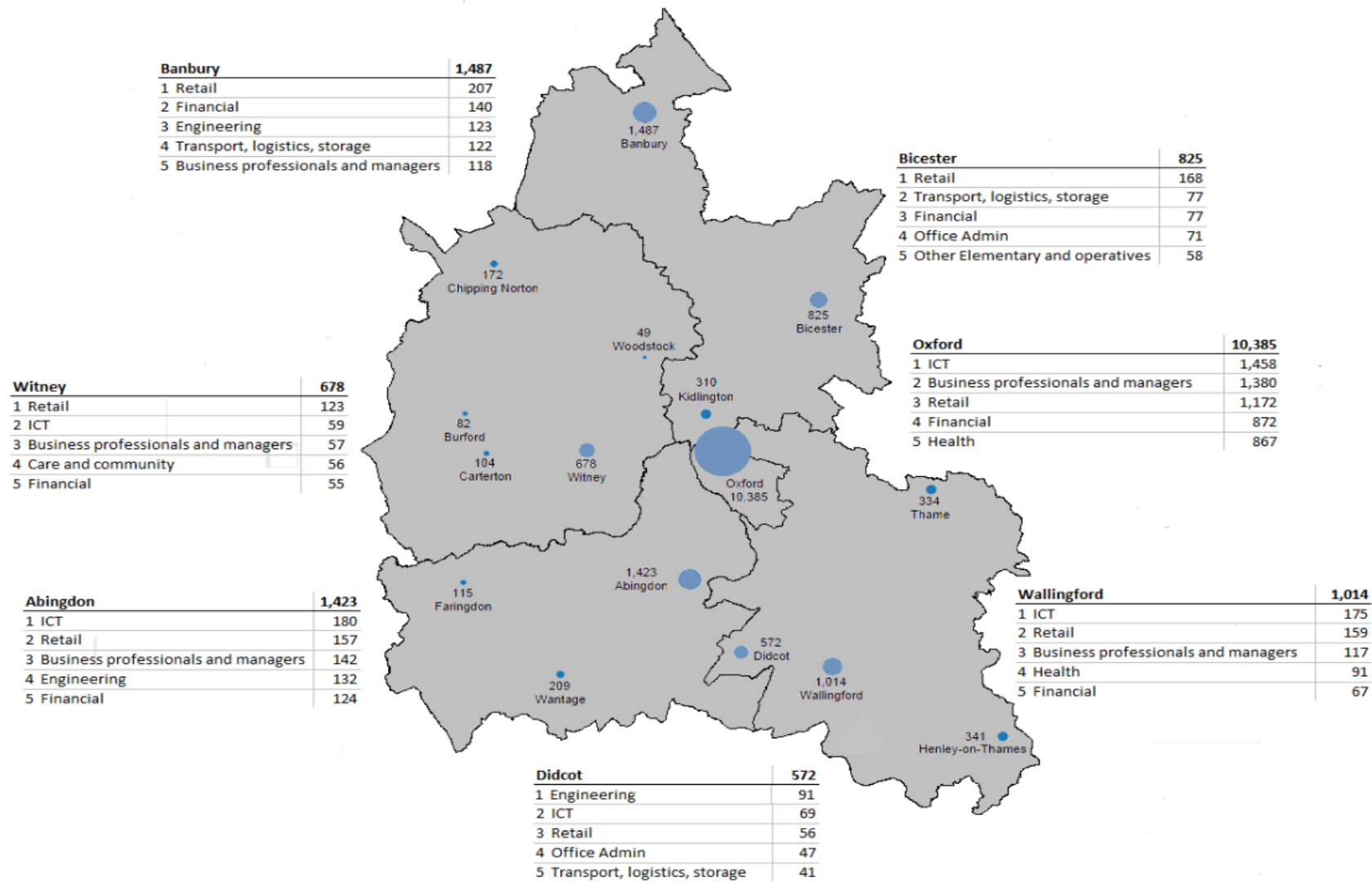


- ICT jobs lead vacancies in Oxford, Vale of White Horse and South Oxfordshire with retail and other business services also prominent.
- The Vale and South Oxfordshire districts have a similar picture of vacancies.
- Retail and sales lead vacancies in West Oxfordshire and Cherwell.

Figure 10 shows the number of job postings, in the 3<sup>rd</sup> quarter 2014, for Oxford and the main towns in the county, with a corresponding table, for the larger settlements, showing job postings for the top 5 sectors in each locality. ICT jobs are in most demand in Oxford, Wallingford and Abingdon. Retail vacancies lead in Banbury, Bicester and Witney where there are large shopping centres, with engineering posts most frequent in the Didcot area, home to Science Vale Oxford.

## Working in Oxfordshire

Figure 10: Number of job postings by location and top 5 sectors by location, July - September 2014, Oxfordshire



## Entry Level Jobs

What constitutes an 'entry level job' is difficult to define because what may be entry level for a graduate is different for non-graduates. In addition, continued automation and advances in technology has had an impact on jobs that may have traditionally been classified as entry level. As these jobs have contracted other 'entry level' jobs are being up-skilled – this is happening across sectors but care, leisure and transport and logistics are some examples. In this respect, young people face competition from more experienced workers to access these entry level jobs.

There is evidence too that increasingly employers are looking for people who have the necessary soft skills and work behaviours beyond qualifications. Whether or not this is being overstated, the structural changes in the labour market, brought about by globalisation and increased competition and technological advances, means that employers are looking for people who are flexible, adaptable and innovative<sup>18</sup>.

This section examines entry level jobs using an average, UK wide, annual salary of £20,000 or less as the main criterion (it has not been possible to draw on vacancy data from Labour/Insight by level of experience, educational attainment or skills). It should be noted that salaries in Oxfordshire are, on average, 15% higher than the national average (see above). In some cases, the differential is significantly different. For example, the ONS mean salary for care workers is £12,804 whereas the advertised mean salary in Oxfordshire is £18,800. Using ONS data allows us, nevertheless, to examine what type and range of jobs are in demand in this salary range (the lower mean UK salary also means a wider range of occupations are included) which in turn provides an indication of entry level jobs. However, it is the advertised mean average salary for Oxfordshire that has been used in the data table below in order to give a regional indication of salary.

## What occupational sectors lead demand in entry level job vacancies?

**Table 11: Occupational sector vacancies with a salary under £20,000, by sector, 3<sup>rd</sup> Quarter 2014, Oxfordshire**

Broad sectoral groups	Number of postings
Retail and sales	1,506
Office Admin	1,437
Recreation, culture, sports, media	1,281

<sup>18</sup> Still in tune? The Skills System and the Changing Structure of Work, Skills Commission 2014; Employability in UK Colleges: The uncomfortable truth. The Mindset, July 2014.



Care, social work, young people, community	631
Cleaning, caretaking, security	326
Transport and logistics, warehousing, storage	301
Legal, financial, property and other business services	296
Education and training	275
Other Elementary and operatives	235
Health	100
Agriculture and working with animals on the land	38
Other skilled trades	10
Protective Services (e.g. Police, Fire)	3

- Jobs with a mean salary of up to £20,000, according to ONS, represent 27% of all postings in the period July to September 2014. That is, 1 in 4 jobs advertised provides, potentially, a job for an entry level entrant.
- The retail and sales sector provides 23% of these jobs including occupations in customer service and sales and retail assistants. Office administration is close behind with 22% of job postings and 20% of job postings are in the recreation sector.

## Top 20 entry level occupations

Table 13: Top 20 occupations at entry level, 3<sup>rd</sup> quarter 2014, Oxfordshire

Rank	Occupation title	Real Time Job Postings Jul-Sep 2014	Advertised Oxfordshire Mean Salary	Broad sectoral group
1	Other administrative occupations n.e.c.	938	£21,226	Office Admin
2	Chefs	601	£22,192	Recreation, culture, sports, media
3	Care workers and home carers	373	£18,800	Care, social work, young people, community
4	Customer service occupations n.e.c.	336	£18,457	Retail
5	Sales and retail assistants	322	£21,821	Retail
6	Sales related occupations n.e.c.	293	£27,719	Retail
7	Kitchen and catering assistants	196	£15,730	Recreation, culture, sports, media
8	Receptionists	188	£17,691	Office Admin

9	Cleaners and domestics	174	£16,670	Cleaning, caretaking, security
10	Nursery nurses and assistants	161	£17,287	Education and training
11	Waiters and waitresses	140	£17,350	Recreation, culture, sports, media
12	Van drivers	139	£21,547	Transport and logistics, warehousing, storage
13	Elementary storage occupations	134	£18,793	Transport and logistics, warehousing, storage
14	Personal assistants and other secretaries	129	£25,943	Office Admin
15	Sales administrators	102	£20,088	Retail
16	Welfare and housing associate professionals n.e.c.	100	£22,674	Care, social work, young people, community
17	Childminders and related occupations	94	£25,268	Care, social work, young people, community
18	Financial administrative occupations n.e.c.	91	£23,616	Legal, financial, property, business services
19	Housekeepers and related occupations	85	£20,549	Cleaning, caretaking, security
20	Travel agents	85	£22,049	Retail

- Many of these occupations require training - either on-the-job training or via a validated qualification studied while working.

## Entry level vacancies and skill levels

**Table 12: Job vacancies with a salary under £20,000, by broad occupational group and skill level, Oxfordshire, 3rd quarter 2014**

Occupational group <sup>19</sup>	Number of job postings	% of total jobs advertised	Skill Level	
Teaching and educational professionals	64	1%	4	High
Textiles, printing and other skilled trades	703	11%	3	High

<sup>19</sup> Occupational group is defined by the Standard Occupational Classification (SOC) code and does not necessarily fall into one broad sectoral group. For example 'Caring personal service occupations' can be found in the care, education, health, agricultural and public service sectors. See page 19 for further information on occupational grouping and skills.

Health and social care associate professionals	120	2%	3	High
Culture, media and sports occupations	61	1%	3	High
Skilled agricultural and related trades	49	1%	3	High
Administrative occupations	1,352	21%	2	Medium
Sales occupations	847	13%	2	Medium
Caring personal service occupations	825	13%	2	Medium
Secretarial and related occupations	471	7%	2	Medium
Customer service occupations	414	6%	2	Medium
Leisure, travel and related personal service occupations	315	5%	2	Medium
Transport and mobile machine drivers and operatives	147	2%	2	Medium
Elementary administration and service occupations	847	13%	1	Low
Process, plant and machine operatives	125	2%	1	Low
Elementary trades and related occupations	99	2%	1	Low

- 85% of all posts advertised with a salary under £20,000 are classified as medium to low skilled – see skill level table above.
- 15% of these postings require a 'high' skills level; 68% are medium skilled jobs and 17% low skilled jobs.

## Apprenticeships

Apprenticeships provide an opportunity for young people to start paid work in an occupation of their choosing while receiving on and off the job training. A successful apprentice will receive a nationally recognised qualification on completion of their contract. The Government's Skills Strategy, published in November 2010, committed to improve apprenticeship numbers and new standards were introduced in 2014, including funding to provide higher apprenticeships<sup>20</sup>.

Apprenticeships can be studied at 3 qualification levels:

<i>INTERMEDIATE</i>	Level 2 qualifications, equivalent to 5 GCSE passes at A* - C;
<i>ADVANCED</i>	Level 3 qualifications equivalent to 2 A-Level passes
<i>HIGHER</i>	Level 4 qualifications and above.

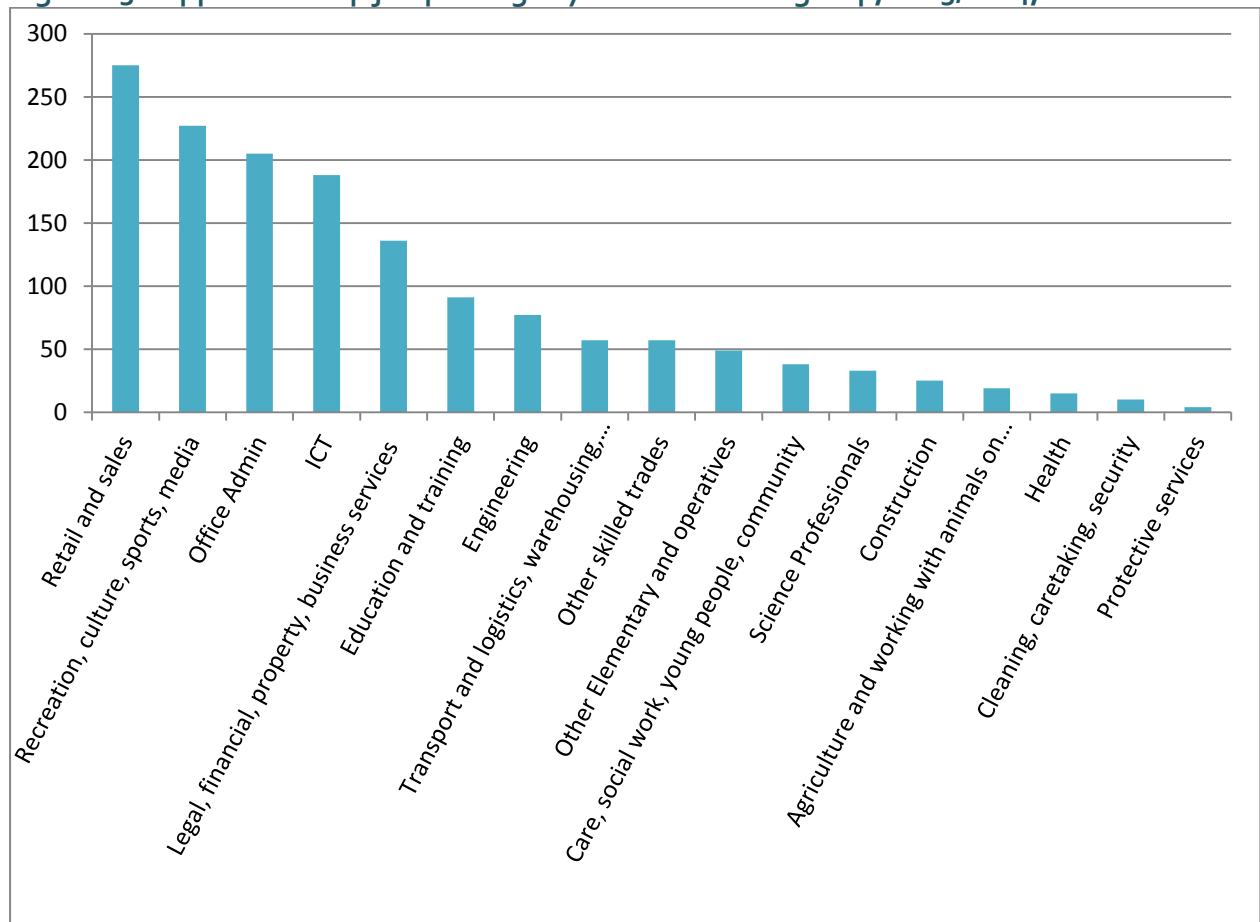
- **There were 3,740 Apprenticeship starts in Oxfordshire in 2013/14. Apprenticeships in Oxfordshire have been increasing for several years, although the number of starts fell by 18% in 2013/14.**

<sup>20</sup> Autumn statement

- Intermediate Apprenticeships made up 65% of all starts in 2013/14 with Advanced Apprenticeships representing 35% of all starts. 1% were at the newer, Higher level.

There have been a number of reforms to the apprenticeship system that may explain the drop in starts in recent years, particularly to the funding of adult apprenticeships<sup>21</sup>, in which case the drop in apprenticeship starts could be temporary and we may see numbers start rising again.

**Figure 13: Apprenticeship job postings by broad sectoral group, 2013/2014, Oxfordshire**



- Apprenticeship vacancy data shows the retail and sales sector leading demand - representing 18% of apprenticeship job postings during the August 2013 to July 2014 period - followed by opportunities in recreation, culture, sports and media (15%); and 14% of Office Administration sector.
- The most common apprenticeship occupations are administrators, IT support technicians, chefs, customer service support and nursery nurses.

<sup>21</sup> The FE loans system for apprentices, which applied to learners from the age of 24 and from level three, was dropped in February 2014 and is considered to be a key determiner for the cause of the drop for 24+. Employers are expected to contribute towards apprentice training costs for those aged 19 or above.

The Oxfordshire Local Enterprise Partnership has been awarded funding<sup>22</sup> to promote the take up of apprenticeships with a specific target to provide 525 additional apprenticeship starts for young people aged 16-23 by March 2017.

Oxfordshire Apprenticeships has a website ([www.oxfordshireapprenticeships.co.uk](http://www.oxfordshireapprenticeships.co.uk)) which includes local case studies, fact sheets for young people and a live vacancy feed which lists current Apprenticeship vacancies in Oxfordshire.



The Apprenticeship Launchpad was developed to raise the profile of science, engineering and technology careers as well as promoting apprenticeships as an alternative route into STEM-related industries.

It showcases apprenticeships as a viable way of obtaining skills, experience and qualifications; informing students of the exciting companies that are on their doorstep, giving them an opportunity to visit and experience what these companies do first hand.

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<sup>22</sup> City Deal

# The job market of tomorrow

## SUMMARY

- Local forecasts suggest c.75,000 jobs could be created in Oxfordshire to 2031.
- Key sectors targeted for growth locally are in life sciences, space, advanced engineering (including cryogenics, advanced materials, nano-technology and motorsport); Information technology; publishing, energy and environment, creative industries and tourism.
- Demand from 'replacement' jobs will far outstrip demand from the creation of new jobs.
- 'Higher' skilled jobs are increasing in demand but a third of new jobs will be medium to low skilled.
- Key areas for job growth will be in the business, financial and professional services, science and technology, retail and tourism.
- Key localities for job growth will be in Oxford, Science Vale and Bicester, with Banbury also providing opportunities to the north of the county.

This section gives an overview of the number and type of jobs that may arise over the next few years and longer term to 2030, drawn from a variety of sources and economic forecasts. It is hoped it will provide young people with information that will help inform their education and training options now for when these jobs become a reality.

## The national picture

The world of work is changing. We know the number of jobs requiring higher skill levels is increasing and the number of unskilled jobs is declining. Technological development is also leading to new jobs – some of which are yet to emerge – and resulting in a decline in some areas as more job functions become automated.

The UKCES Future Work<sup>23</sup> project estimates there will be around 1.9 million additional jobs by 2022 compared with 2012. As a result of fiscal retrenchment there will be some re-balancing of the economy with further cuts to public services. Manufacturing too is projected to see further decline. The main source of growth is from the service sector. Within this sector, the main driver for growth will be business and other services, creating over 1 million jobs.

On skills, Future Work suggest a continued trend in favour of more highly skilled occupations – such as managers, professionals and associate professionals (some 2 million

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<sup>23</sup> The Future of Work: Jobs and skills in 2030, Evidence Report 84, February 2014, UKCES Some key trends that will shape jobs and skills

jobs). At the same time we will also see some growth in less skilled occupations too – caring, personal and other service jobs but a decline in blue collar job. Technological and organisational changes will be the driving force in this respect impacting on many administrative, clerical and secretarial jobs.

## Replacement jobs

It should be noted however that in addition to the forecast of potential new jobs, by far the greatest number of jobs will come from 'replacement' jobs – new people to fill posts created by those leaving the workforce; swelled by the baby boom generation retiring over the coming years<sup>24</sup>. It is estimated that nationally 12.5 million replacement jobs<sup>25</sup> will be required by 2022. Applying that locally suggests a total of 156,000 replacements jobs over the same period. Research by the IPPR shows that contrary to the demand for higher skilled jobs from new jobs; the picture is very different when replacement jobs are considered where there is strong growth projected in high skilled, medium skilled and low skilled job, with large increases in administrative occupations and caring and personal service occupations.

## Emerging sectors

The Government are committed to supporting several sectors that they see as strategically important to the country: "tradeable" and with a "proven commitment to innovation."<sup>26</sup>. These include:

- 
- |                                    |   |
|------------------------------------|---|
| • <b>Aerospace</b>                 | • <b>Life sciences</b>                      |
| • <b>Agricultural technologies</b> | • <b>Nuclear</b>                            |
| • <b>Automotives</b>               | • <b>Offshore wind</b>                      |
| • <b>Construction</b>              | • <b>Oil and gas</b>                        |
| • <b>Information technology</b>    | • <b>Professional and business services</b> |
| • <b>International education</b>   |   |
- 

Looking ahead to the jobs that may arise over the next decade or longer is of course fraught with challenges as some changes cannot be predicted. However, emerging sectors that commentators say will change how we work include:

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<sup>24</sup> Replacement demand is defined by UKCES as 'job openings created by those leaving the labour force'. While this will primarily be people who are retiring, it also includes other factors such as mortality, people migrating or people changing career into a different occupation.

<sup>25</sup> Ambition 2020; World Class Skills and Jobs for the UK, July 2009, UKCES: Working Futures, UKCES, 2014; Winning the Global Race, IPPR, June 2014

<sup>26</sup>

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**Low carbon** - goods and services in response to climate change  
**IT** – cloud computing, 3D printing and big data  
**Healthcare** – technological advancements  
**Social care** – responding to demographic changes  
**Creative and digital industries** – driven by continued creative innovation

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## Top jobs of the future

The UK Commission of Employment and Skills has published its research findings<sup>27</sup> listing the occupations that will be most in demand over the next 10 years.

**Table 14: 40 top jobs of the future**

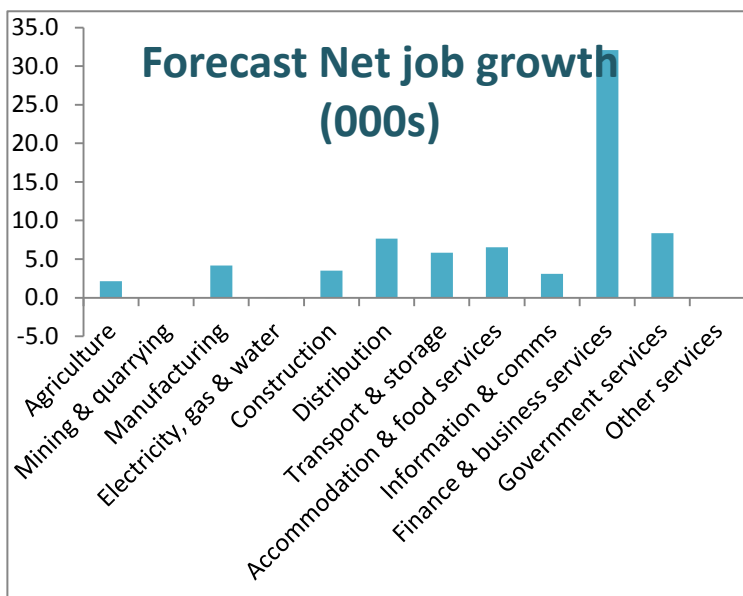
<b>Agriculture</b>	<ul style="list-style-type: none"> <li>• Farmers</li> </ul>
<b>Construction</b>	<ul style="list-style-type: none"> <li>• Carpenters and joiners</li> <li>• Architects</li> <li>• Construction project managers</li> </ul>
<b>Business &amp; Finance</b>	<ul style="list-style-type: none"> <li>• Sales accounts and business development managers</li> <li>• Business and financial project managers</li> <li>• Finance and investment analysts and advisers</li> <li>• Chartered and certified accountants</li> <li>• Management consultants and business analysts</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Secondary education teachers</li> <li>• Teaching assistants</li> <li>• Primary and nursery education teachers</li> <li>• Senior education professionals</li> </ul>
<b>Health &amp; Care</b>	<ul style="list-style-type: none"> <li>• Doctors</li> <li>• Nurses</li> <li>• Nursing auxiliaries and assistants</li> <li>• Care workers and home carers</li> <li>• Dentists</li> </ul>
<b>Information Technology</b>	<ul style="list-style-type: none"> <li>• Programmers and software developers</li> <li>• IT specialist managers</li> <li>• IT business analysts, architects and systems designers</li> <li>• IT project and programme managers</li> </ul>

<sup>27</sup> Careers of the future December 2014, UKCES



	<ul style="list-style-type: none"> <li>• Web designers and developers</li> </ul>
<b>Manufacturing, Installation, Maintenance</b>	<ul style="list-style-type: none"> <li>• Electricians and electrical fitters</li> <li>• Metal working production and maintenance fitters</li> <li>• Pipe fitters</li> <li>• Aircraft maintenance and related trades</li> <li>• Telecommunications engineers</li> </ul>
<b>Protective Services</b>	<ul style="list-style-type: none"> <li>• Police Officers</li> </ul>
<b>Science, Engineering &amp; Technology</b>	<ul style="list-style-type: none"> <li>• Mechanical engineers</li> <li>• Research and development managers</li> <li>• Physical scientists</li> <li>• Design and development engineers</li> <li>• Biological scientists and biochemists</li> </ul>
<b>Transport &amp; Logistics</b>	<ul style="list-style-type: none"> <li>• Aircraft pilots</li> <li>• Large goods vehicle drivers</li> <li>• Ship officers</li> <li>• Train and tram drivers</li> </ul>

## Growth sectors - Oxfordshire



**Figure 14: Forecast net job growth by sector, 2014 to 2031 (000s)**

Oxfordshire's Strategic Economic Plan (SEP) indicates that up to 75,000 new jobs could be created between 2014 and 2031<sup>28</sup>.

Across the broad sectors there is forecast growth in construction jobs, manufacturing, distribution, transport and storage and accommodation and food

services. Growth in government services reflects forecast demand in the health and education sectors. However, the financial and business services are forecast to see the biggest increases in job opportunities, providing an additional 32,000 jobs over the period 2014 to 2031. These forecasts confirm the demand forecast in higher skilled jobs.

The Oxfordshire Local Enterprise Partnership's Strategic Economic Plan for the county seeks to ensure that Oxfordshire becomes one of the top performing, most innovative areas in England. Working with partners to put in place the land and infrastructure, the LEP's ambition is to support the county's key sectors and those poised for growth, including:

- **Life sciences and medical instruments**
- **Space and satellite applications**
- **Advanced engineering - including cryogenics (Europe's largest cluster), advanced materials, nano-technology and motorsport**
- **Information technology**
- **Also, publishing, energy and environment, creative industries and tourism**

#### **Did you know?**

The UK Space sector estimates suggest 100,000 jobs could be created by 2030 in space and related industries with 10,000 centred in and around Harwell – the 'home' of the UK's space industry<sup>29</sup>. Satellite applications will be a key focus of growth. The biggest opportunities will be in engineering. Did you know a new innovative spaceplane called Skylon is currently being developed in Oxfordshire?

The Life Sciences sector – which includes pharmaceuticals and bio-technology, medical equipment and instruments - in Oxfordshire is set to see significant growth in the coming years<sup>30</sup>. The UK is the largest centre for life sciences in Europe with 'MedCity' the centre<sup>31</sup>. This 'golden triangle' of Oxford-Cambridge-London has been named one of the top global regions to watch for growth in this sector and has attracted an investment of £4.1million to connect this triangle and to support the commercialisation of local innovation. The aim is to make MedCity the world leading centre for Life Sciences.

Oxfordshire's Science Vale Oxford is looking to create up to 20,000 jobs by 2031 – largely high tech, knowledge rich opportunities.

Significant redevelopment plans around Oxford and including key sites in the city centre will bring growth in retail and leisure – including c.3500 new jobs created by the Westgate shopping centre redevelopment due to open in autumn 2017.

5,000 new jobs alone will be created within the planned eco-town at north-east Bicester<sup>32</sup>. The new jobs are intended to be in the environment/low carbon sector to relate to the ethos of the eco-town. In December 2014, Bicester was confirmed as the Coalition Government second 'garden city' with the creation of 13,000 new homes (which includes the eco-town) and up to 21,500 new jobs.

<sup>29</sup> A UK Space and Innovation Growth Strategy 2010 to 2030, Space IGS, estimates 100,000 jobs could be created in space related industries. From this it is estimated 10,000 could be located at Harwell; home to The European Space Agency, the National Space Agency, the Satellite Applications Catapult and Rutherford Appleton Laboratory Space.

<sup>30</sup> Life Sciences Cluster report, Jones Lang LaSalle, 2014

<sup>31</sup> Investment of £4.1m was announced with the launch of MedCity in April 2014. The aim of Medcity is to position Oxford-Cambridge-London as world leading in life sciences.

<sup>32</sup> 2,500 jobs are expected to be created to 2030 with the remainder created thereafter.

## Locality Focus – looking at planned growth

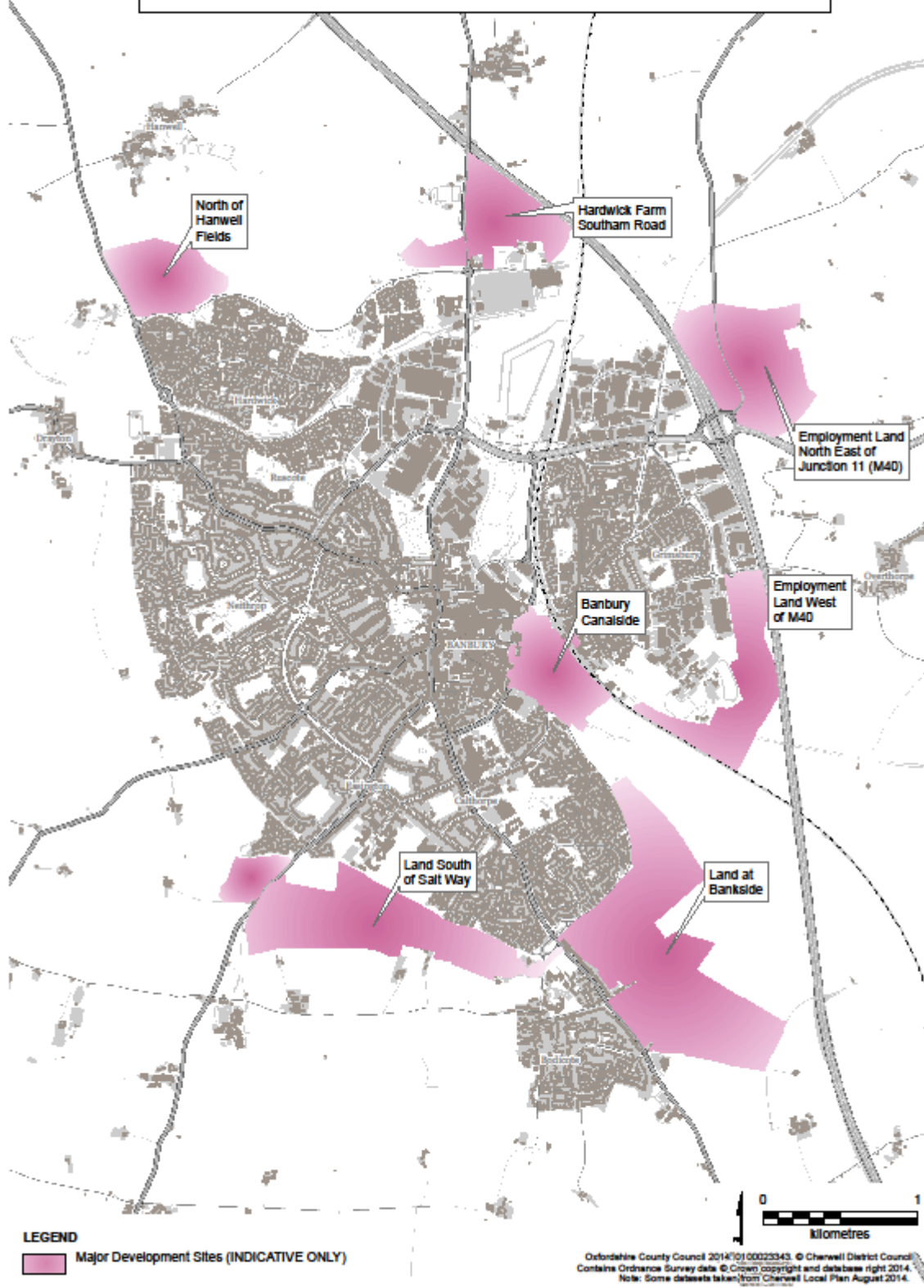
Significant new commercial and industrial development, new housing and supporting infrastructure, such as transport projects, are planned<sup>33</sup> to be built between now and 2030 delivering new jobs before, during and after construction. The main locations for economic growth will be in the 'knowledge spine' – this is an area that includes Bicester in the north, through to Oxford, and south, into Science Vale Oxford. The Oxfordshire LMI Issue 1 covered these 3 localities in more detail. This issue looks at Banbury and Witney.



Map provided by kind permission of Oxfordshire County Council

<sup>33</sup> Each local authority in the county has also taken a long term view of which sites and schemes are likely to come forward by 2030 and are planning for this through the local planning process. Details of these schemes, including estimates of the number and type of jobs, are also included in the Oxfordshire Strategic Economic Plan.

# Banbury Major Planned Development Sites



About Banbury's economy: Banbury is the main sub-regional retail, commercial and employment centre serving the north of the county. It is the largest town in Oxfordshire after Oxford with a population of 47,000<sup>34</sup>. There are approx. 28,500 jobs in Banbury – 42% of total jobs in the district<sup>35</sup>. Banbury's economy is focused on manufacturing, distribution, service industries, local government and health. The historic Banbury Cross, together with the Oxford Canal and Castle Quay Shopping Centre, make it a key leisure and retail attraction.

Main employers include Cherwell District Council, Horton Hospital, Prodrive (motorsport technology company), Witwood Food Products (food ingredient firm), UGS Ltd (construction materials firm) and coffee production facility owned by Mondelez Ltd.

Employment growth has been flat in recent years following a deep recession and the town lost two big employers in 2007 (Hella – automotive parts and SAPA Profiles Ltd – an aluminium manufacturer) and the collapse of Marussia Formula 1 racing cars last year (although in January 2015, the American Haas Formula 1 team announced their acquisition of the site to make it their base into European races), but employment forecasts indicate up to 7,300 new jobs could be created in the town to 2031<sup>36</sup>. The emerging Local Plan does not envisage there being enough labour to occupy these new jobs so the ambition is to grow and diversify the economy by improving local skills to enable higher skilled jobs. Sectors that will be encouraged are advanced engineering and performance engineering. It also sees Banbury being the logistics base for north Oxfordshire. Satellite technology is also seen as a key emerging sector for the town with the first space school opening in 2014 educating 14 to 18 year olds to work in space and technology related fields.

A Masterplan<sup>37</sup> for the town is currently in preparation to guide new development - Banbury is a designated growth town, although to a lesser extent than Bicester, and so will be a focus for major retail development, employment, housing and other cultural and community developments. The Masterplan envisages a diverse economy and new employment areas. Most new development will take place on the edge of the town – to provide new housing and employment sites but the Plan also seeks to strengthen and boost the vitality of the town centre with the expansion of Castle Quay shopping centre; new retail developments and the redevelopment of key sites in the centre include of Canalside.

The Canalside proposal represents a major opportunity to revitalise a substantial area close to the town centre, improve linkages to the railway station and integrate the Oxford canal as a historical industrial asset, with new commercial, retail and 950 residential premises.

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<sup>34</sup> Oxfordshire Small Area Forecasts 2014

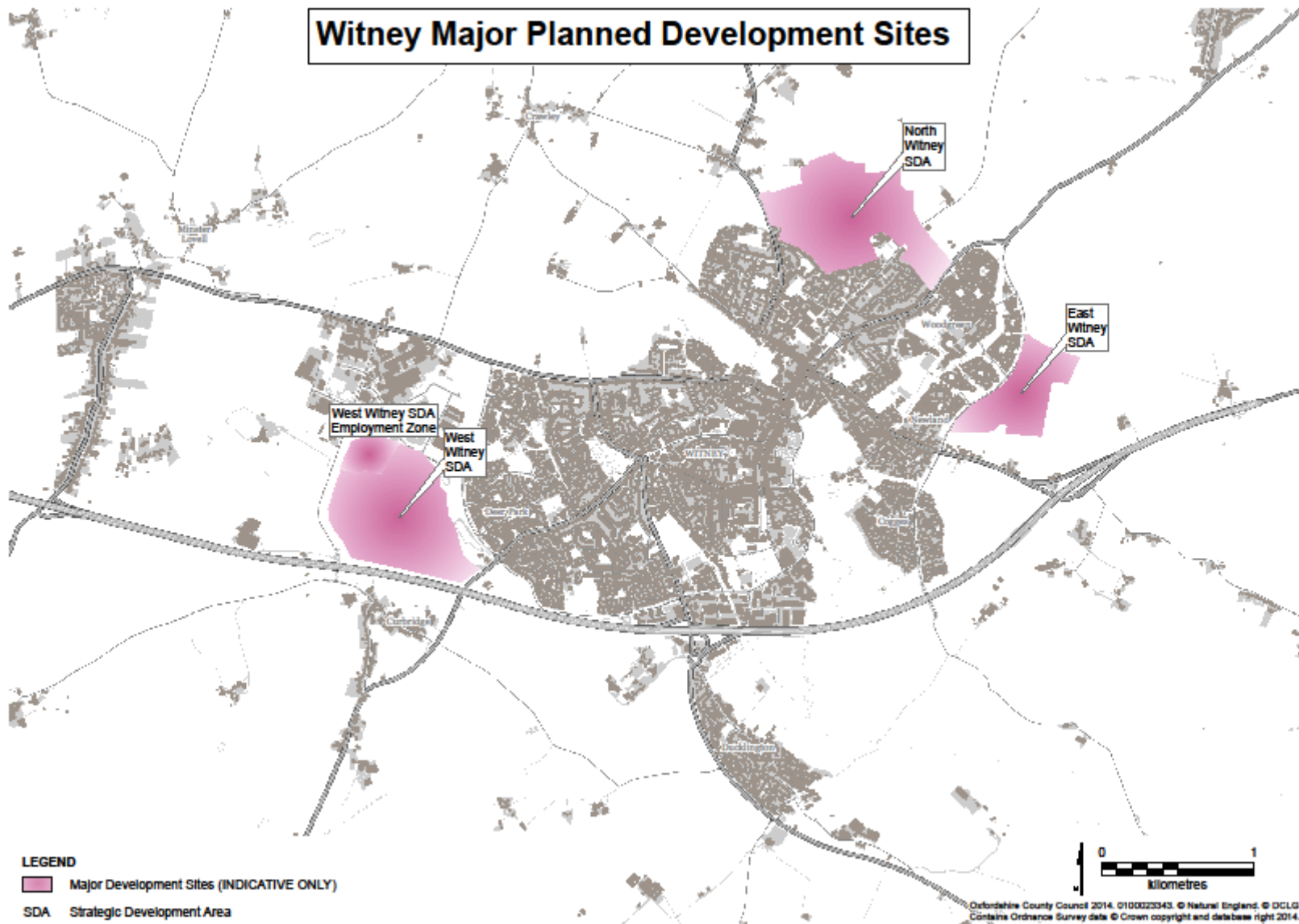
<sup>35</sup> Business Register and Employment Survey, 2013

<sup>36</sup> Cherwell Local Plan and Cherwell Economic Analysis Study, August 2014, –Final Draft, CAG Consultants

<sup>37</sup> Banbury Masterplan as part of the development of the Local Plan

	Site name and location	Estimate of jobs to 2031	Employment sector
<b>Housing</b>	Canalside (950 houses)		Construction
	Hardwick Farm, Southam Way (600 houses)		Construction
	Bankside (1,700)		Construction
	North of Hanwell Fields (540 houses)		Construction
	South of Salt Way (1,500)		Construction
<b>Commercial and industrial</b>	Canalside		Mixed use
	Land west of M40 (49 hectares)	1,900 office jobs 2,500 manufacturing jobs	Mixed use - 122,500 square metres expected to be built 2016 to 2021
	Land east of M40 (35 hectares)	2,500 warehousing & distribution jobs	Mixed use - 168,000 square metres expected to be built 2016 to 2021.
	Former SAPA site, Southam Road (13 hectares)	In addition an estimated 800 jobs in satellite technology	45,500 square metres expected to be built by 2016
<b>Retail, leisure and culture</b>	Canalside		Mixed use
	Town centre		Retail

# Witney Major Planned Development Sites



About Witney's economy: Witney is the largest town in the district of West Oxfordshire with a population of 28,000. There are about 13,000 jobs<sup>38</sup> located in the town, representing about a third of all jobs in the district. It is a vibrant market town and acts as the main service centre serving a wide hinterland offering a broad range of housing and employment opportunities as well as other key services including retail and leisure.

The Draft Local Plan to 2031 proposes three new strategic housing sites including West Witney (1,000 houses), North Witney (1,000 houses) and East Witney (400 houses). The proposal at West Witney includes a new employment site.

Witney is the main economic centre in the District and is the primary shopping and key leisure destination serving West Oxfordshire and beyond. It was once a centre for blanket manufacturing. Today the economy is diverse with a range of shopping, leisure and tourist facilities and accommodation, several small employment sites throughout the town and large employment estates on the southern and western edges. The town retains a strong manufacturing and engineering presence, and the availability of good quality employment sites on the western side of the town has attracted significant investment, including some high technology manufacturers linked to the Oxford Bioscience Cluster.

Land for new employment opportunities exist on around 10hecatres of land - on several sites within the large employment area to the west of the town. In addition, a further 10 hectares has been allocated as part of the West Witney Strategic Development Area.

	Site name and location	Estimate of jobs to 2031	Planned employment sector
Housing	West Witney Strategic Development Area – 1,000 houses		Construction
	North Witney Strategic Development Area – 1,000 houses		Construction
	East Witney – 400 houses		Construction
Commercial and industrial	West Witney Strategic Development Area (10 hectares)	1,500	Mixed business use with no more than 25% for distribution

<sup>38</sup> Business Register and Employment Survey 2013.



# This issue's job profile:

## Focus on Social Care

Skills for Care have estimated there are currently 14,250 jobs in adult social care in Oxfordshire<sup>39</sup>, with a total of 1.6 million adult social care workers<sup>40</sup> in the UK – when combined with the health sector of 2.1 million workers this equates to being the largest sector in the UK in employment terms<sup>41</sup>.

Growth in this sector is very real. It is predicted that to 2025, in Oxfordshire alone, up to 750 **additional care workers** will be required **each year** to meet the “demand for services brought about by demographic and social change including population growth, the ageing population, lifestyle choices that are injurious to health and declining social cohesion”<sup>43</sup>

### The Oxfordshire workforce

82% of direct care jobs are currently filled by women. 47% are aged between 35 and 54 years old and 22% are 55 or over. Half work part-time. 25% of the social care workforce was born overseas. 16% were born outside the European Economic Area (EEA).

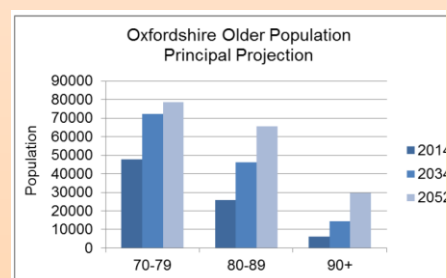
Most jobs in adult social care [63%] are with a private sector care provider, voluntary or independent sector organisation. Only 10% are roles working directly for Oxfordshire County Council.

One of the largest occupations in the UK is care workers with a boom in demand that will offer good prospects to tomorrow's job seekers. Other fast growing roles are as youth and community managers and social services managers.

### An ageing population

Oxfordshire's total population is projected to increase by 40%, from 660,000 to 930,000 by 2052 with each older age group increasing substantially.

The largest increase is for people aged over 90 with a projected increase of 23,000 (382%). Those 80-90 are projected to increase by 39,000 (151%) while the 70-79 group increases by 30,000 (64%). By 2052 19% of the population are projected to be over 70 compared to 12% at present.



Population projections, autumn 2014, Oxfordshire Insight

<sup>39</sup> Skills for Care projection with adjusted OCC estimate defined at <https://www.nmds-sc-online.org.uk/reportengine/GuestDashboard.aspx?type=WorkforceEstimates>

<sup>40</sup> While this bulletin focuses on roles in 'adult social care', it recognises the close interface with the health care workforce.

<sup>41</sup> Business Register Employment Survey, 2013

<sup>43</sup> UKCES Sector skills insights: Health and social care evidence report 52, 2012, p43.

Higher skills will be required across the sector. Managers will be required to improve financial and patient care and more use of technology will become the norm through genomics and assistive technology. It is estimated, in the UK, a further 234,000 employees in the care sector will be required to be qualified to first degree level or higher<sup>44</sup>.

Adult social care offers and will continue to offer a variety of different and hugely worthwhile job roles and opportunities which can make massive, life-changing differences to people who need care and support. In the future, more people's care and support needs will be met in their own homes, including those of people who might previously have been cared for in a hospital or care home.

#### Personal attributes for carers:

Enjoyment in working with people ... and in doing a job that really matters. You need to be reliable, responsible, and well-organised.

Good listening and communicating skills are important plus values and beliefs that everyone has a right to dignity and privacy.

You must have a commitment to quality care and support.

#### Why work in Adult Social Care?

It is rewarding and challenging.

It gives you the chance to make a difference to people's lives.

Every day is different.

You get to meet people from all walks of life.

It offers great career prospects - you could move on to more senior or specialist roles in social and health care.

It offers opportunities for learning and to gain qualifications.

To meet this growth the sector needs to recruit more young people with the right values and behaviours to work in adult social care roles placing an emphasis on soft skills where caring values match behaviours.

Personal attributes are as important as training and qualifications.

One route into caring roles is via apprenticeships. Oxfordshire has seen a fourfold increase in starts between 2009 and 2013. Just over 52% of apprenticeships in care in Oxfordshire are at NVQ level 3<sup>45</sup>. This growth far exceeds that for all sectors.

The Oxford University Hospitals NHS Trust is the biggest healthcare employer in Oxfordshire. Care jobs may be posted via recruitment consultants such as 'Completely Care' and 'Wellbeing Healthcare' recruiting to some of the 102 support and care at home providers in Oxfordshire. These offer services to people in their own homes. Each Oxfordshire district has an average of 28 residential care homes where an average of 14 of these are homes with nursing care. Four Seasons Health Care and Barchester Healthcare and The Order of St John Care Trust are independent health care providers recruiting carers and also big employers in Oxfordshire in 2014.

<sup>44</sup> UKCES Sector skills insights: Health and social care evidence report 52, 2012, p.xi.

<sup>45</sup> Skills funding agency, 2012/13

Care posts most in demand in Oxfordshire are for care workers, managers in residential, day and domiciliary care homes and welfare and housing associate professionals.

Social care careers guidance can be found at: <http://217.30.114.26/careerpathwaysdev/WhatsAdultSocialCare/Whatsadultsocialcare.aspx>

Vacancies September 2014, Oxfordshire	
Care workers and home carers	181
Residential, day and domiciliary care managers and proprietors	48
Welfare and housing associate professionals n.e.c.	39
Childminders	29
Social workers	23
Youth and community workers	16
Senior care workers	9
Houseparents and residential wardens	8

### Care workers / assistants

Care workers are essentially involved in looking after others, attending to their specific needs, and assisting them with their daily tasks in their own homes, sheltered housing, at day centres or in places like nursing homes. Other skills include meal preparation, toileting, patient bathing, infection control and report writing. No formal qualifications are required and training is usually on the job. Starting salary is usually £14,000, rising to £19,000 with experience. Senior carers can earn £22,000.

### Social Workers

Social work seeks to improve the quality of life and subjective well-being of individuals, families, couples, groups, and communities through research, policy, community organizing, direct practice, crisis intervention, and teaching for the benefit of those affected by social disadvantages. The profession is dedicated to social justice and the well-being of oppressed and marginalized individuals and communities. To be fully qualified you must hold a Bachelors or Masters degree in social work. Starting salary is £28,000 and £44,000 with experience. Senior positions could exceed £50,000 per annum.

### Youth and community workers

In one of the fastest growing occupational areas in the UK, Youth and community workers facilitate personal, social and educational growth in young people essentially building relationships with young people. Roles vary greatly but could involve community planning and resourcing, mentoring, running activities and administration. Starting salary is approximately £22,000; £26,000 with experience.



