

Sussex Local Skills Improvement Plan

Case for Change

January 2022



Coast to
Capital

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1. Sussex in context

2. Specification of employer skills needs

3. What needs to change and why?



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1. Sussex in Context



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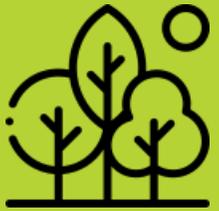
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Due to their proximity to **Gatwick Airport**, areas of **North Sussex** have been disproportionately impacted by COVID-19 with high numbers of redundancies and furloughed jobs. Resident earnings are low and house prices in immediate areas surrounding the airport are high.



Rural areas have a particularly large ageing workforce and lower levels of qualifications. There is limited choice of Further Education providers for young people due to restricted access to public transport.



Businesses in **smaller towns** are competing for skilled labour with the cities of Brighton and London which are often perceived as more attractive places to work.



Coastal towns have lower education and skills attainment levels, a lower proportion of the working age population, and a high proportion of jobs in the hospitality and tourism sector.



There are **pockets of deprivation** in areas along the coast, and up towards the North of the County.



Overdependency on a single sector or anchor institution has led to vulnerabilities, for example the withdrawal of University presence from Hastings and Eastbourne or the impact on the aviation sector from the pandemic.



Sussex has an **ageing population** and notably a much smaller younger population than other areas of England. 30% of the Sussex population is aged 25 to 49, compared to 33% for England. Only 38% of the England population is aged 50+, in Sussex that age group makes up 43%.



The **Construction, Health** and **Retail** sectors in Sussex employ a higher proportion of the workforce than nationally. In 2020:

- 5.8% of the workforce were employed in Construction compared to 4.9% nationally.
- 14.6% of the workforce were employed in Health, compared to 12.9% nationally.
- 10.3% of the workforce were employed in Retail compared to 9.3% nationally.



By February 2021 nearly all the areas in Sussex had take-up rates of the **Coronavirus Job Retention Scheme (CJRS)** higher than the national average and 5 areas were at least 3% higher.



Two areas in Sussex had **unemployment rates** 3% higher than the national rate in June 2021, whereas in 2020 the rates in Sussex were in line with the national rates and in some cases much lower.



Older workers, women and **minority ethnic workers** are over-represented in the sectors hit hardest by the pandemic



Sussex
Chamber of
Commerce

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2. Specification of employer skills needs



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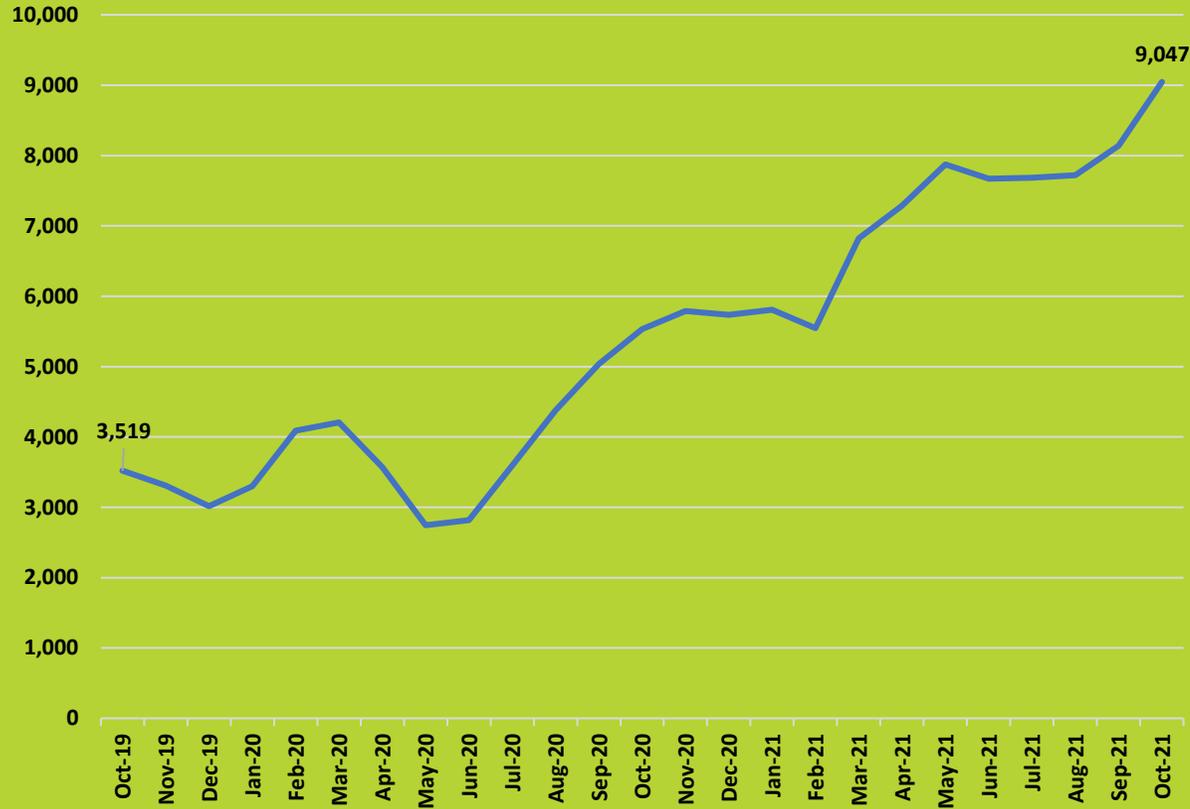
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A reminder of the key sectors:

- Construction
- Digital
- Health and Care (Health & Care and Bio Life Sciences and Pharmaceutical)
- Land Based (Land based, Agriculture and Viticulture)
- Engineering and Manufacturing
- Visitor and Cultural (Visitor Economy, Cultural & Arts and Hospitality)

Construction

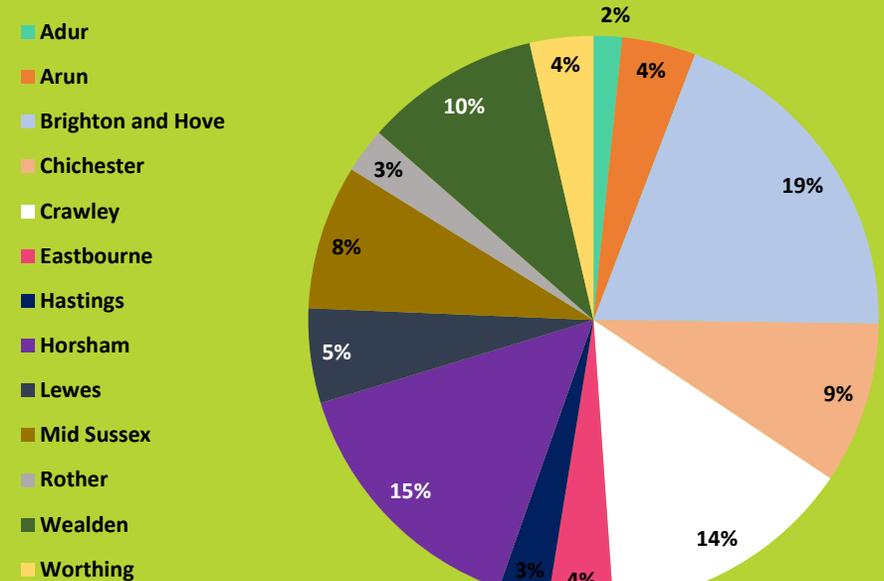
Unique Job Postings



Accounting for
9.21%
of all job postings

£35.0k
Median Advertised
Salary

Unique Job Postings



Source: Emsi Analyst, November 2021

- Data shown is for Construction Occupations in Sussex in October 2021 unless otherwise stated.
- A list of Standard Occupation Classification (SOC) Codes used to define 'Construction Occupations' can be found in Annex A

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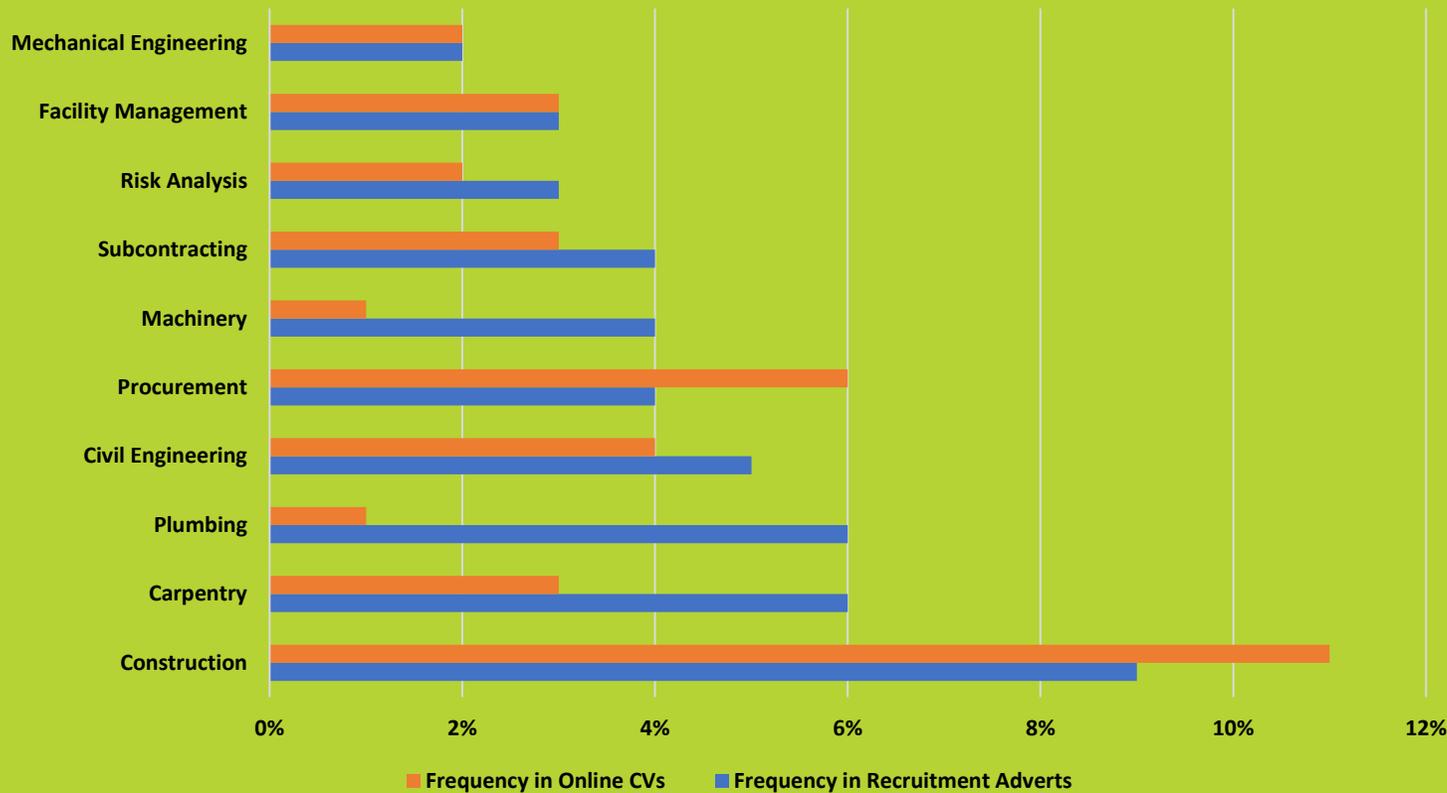
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Construction

Top 10 In-demand Skills in Job Postings



Top 3 most advertised occupations	Median advertised salary
Metal Working Production and Maintenance Fitters	£32,400
Property, Housing and Estate Managers	£31,900
Civil Engineers	£40,100

Top 3 most advertised job titles	Median advertised salary
CSCS Labourers	£24,400
Quantity Surveyors	£52,700
Civil Engineers	£34,900



Source: Emsi Analyst, November 2021

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Construction

Skills needs identified through the qualitative engagement sessions:

Technical skills

- General groundworks and construction knowledge
- Surveyors (general and technical)
- Construction safety (NEBOSH)
- Carpenters
- Plumbers
- Brick layers
- Heat pump training
- Construction Skills Certification Scheme (CSCS) card
- Modern methods of construction and offsite prefabrication skills
- Higher National Certificate (HNC) construction

- Mechanical & Electrical engineering
- Welding skills
- Project management
- Practical skills
- New technologies to support net-zero and sustainability initiatives

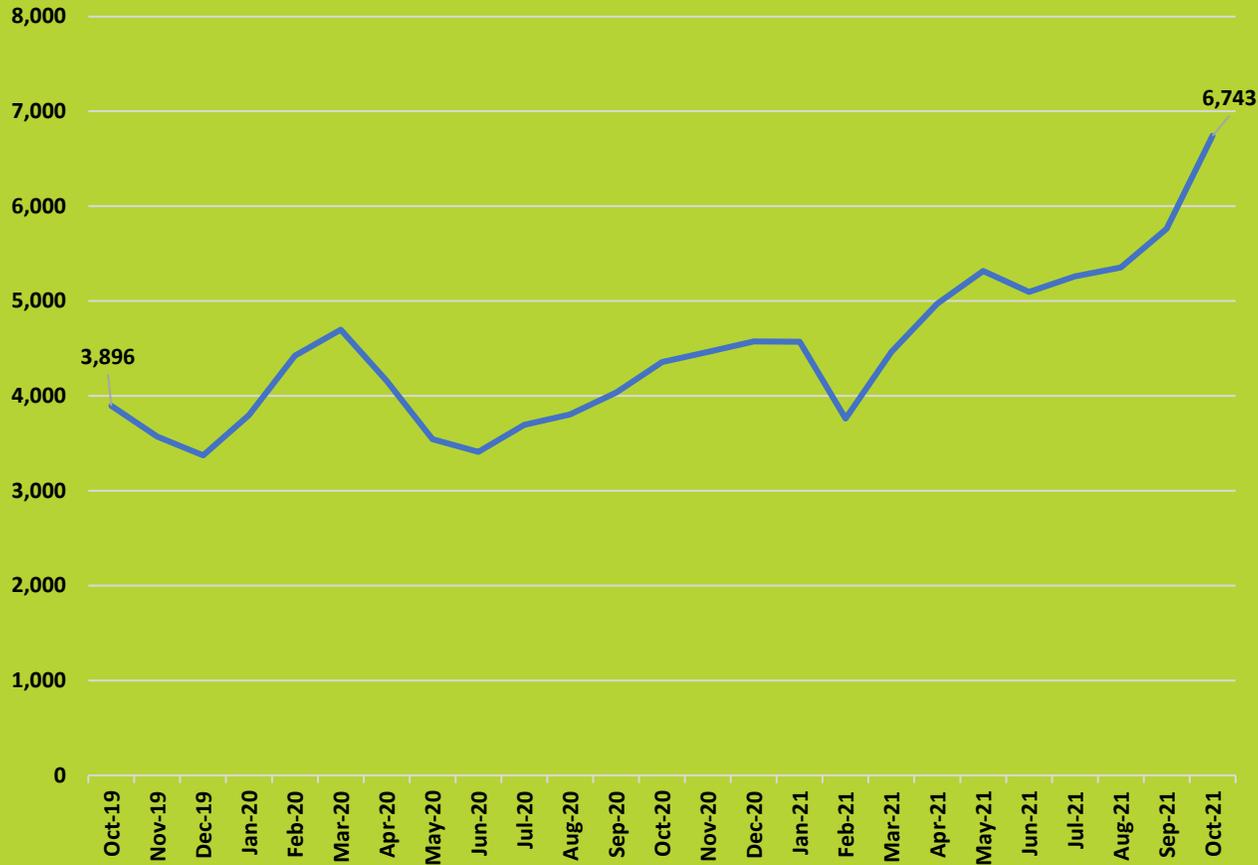
Soft skills

- Employability skills (common sense, communication, problem solving, analytical thinking, initiative, teamwork)

Note: A full list of the qualitative engagement sessions can be found in Annex B at the end of this report

Digital

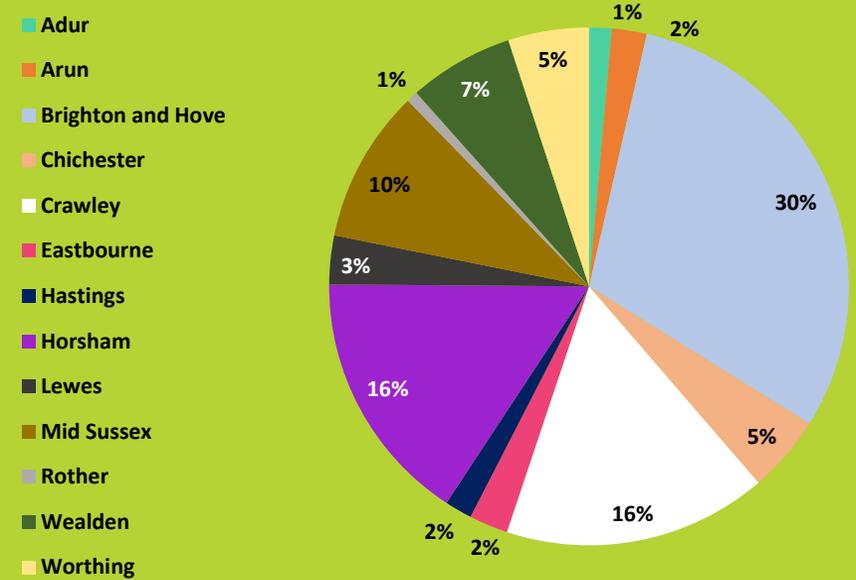
Unique Job Postings



Accounting for
6.87%
of all job postings

£40.4k
Median Advertised
Salary

Unique Job Postings



Source: Emsi Analyst, November 2021

- Data shown is for Digital Occupations in Sussex in October 2021 unless otherwise stated.
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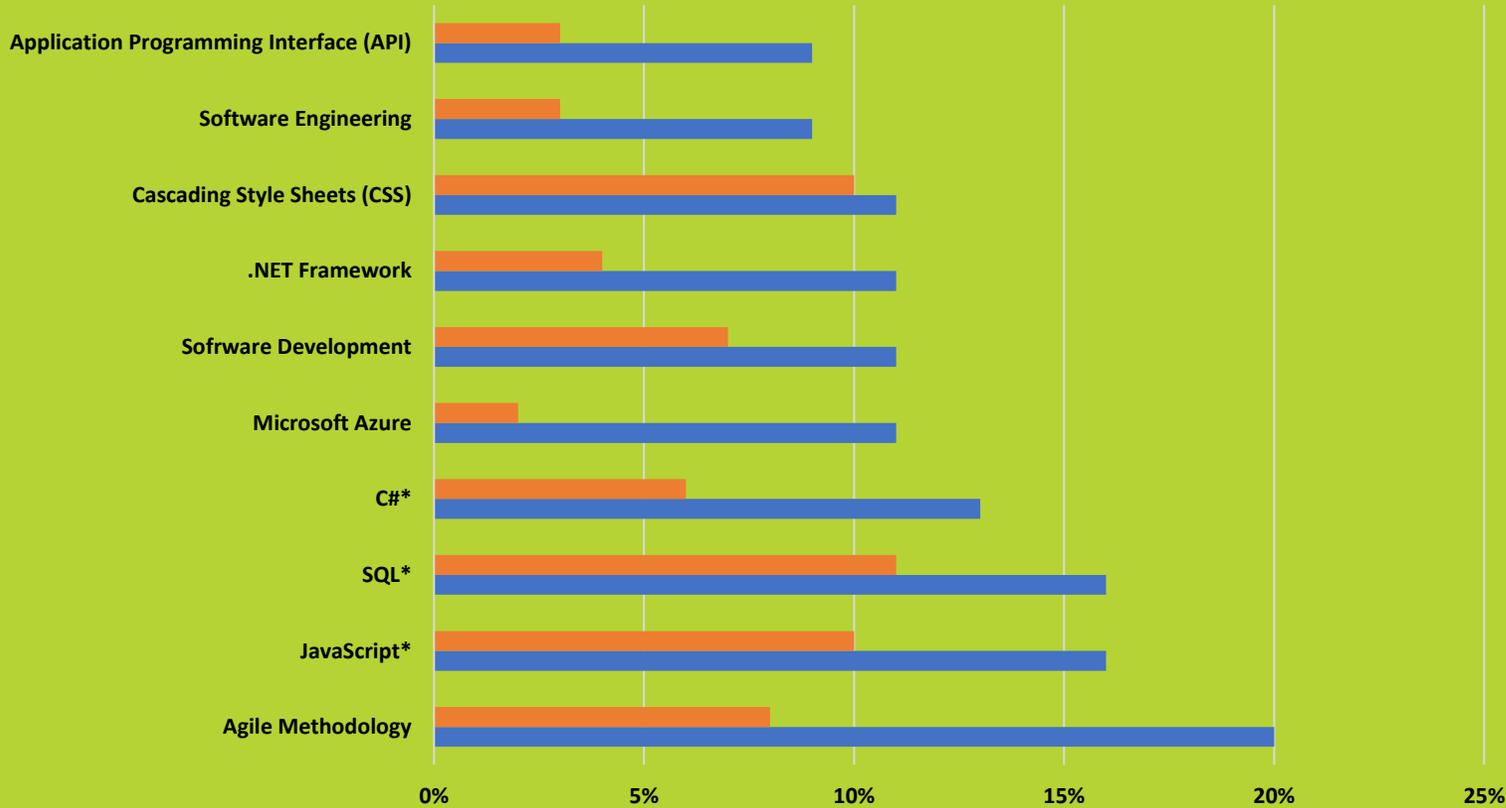
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Digital

Top 10 In-demand Skills in Job Postings



* Programming language ■ Frequency in Online CVs ■ Frequency in Recruitment Adverts

Top 3 most advertised occupations	Median advertised salary
Programmers and Software Development Professionals	£50,000
IT Specialist Managers	£44,900
Information Technology and Telecommunications Professionals n.e.c.	£42,700

Top 3 most advertised job titles	Median advertised salary
Software Engineers	£47,500
PHP Developers	£44,900
Software Developers	£44,900



Source: Emsi Analyst, November 2021

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Digital

Skills needs identified through the qualitative engagement sessions:

Technical skills

- C++ and C# programming language
- Game design/testing, art and animation (Unreal and Unity)
- Real-time VFX
- Web development and SEO
- Software development
- Product design
- Cyber security
- Vendor qualifications
- Offline editing and broadcast technology
- Audio and visual training
- Adept with languages
- Cloud skills training
- Digital marketing and PR skills
- Consultative sales
- Electrical installation
- IT systems
- Basic Maths and English skills

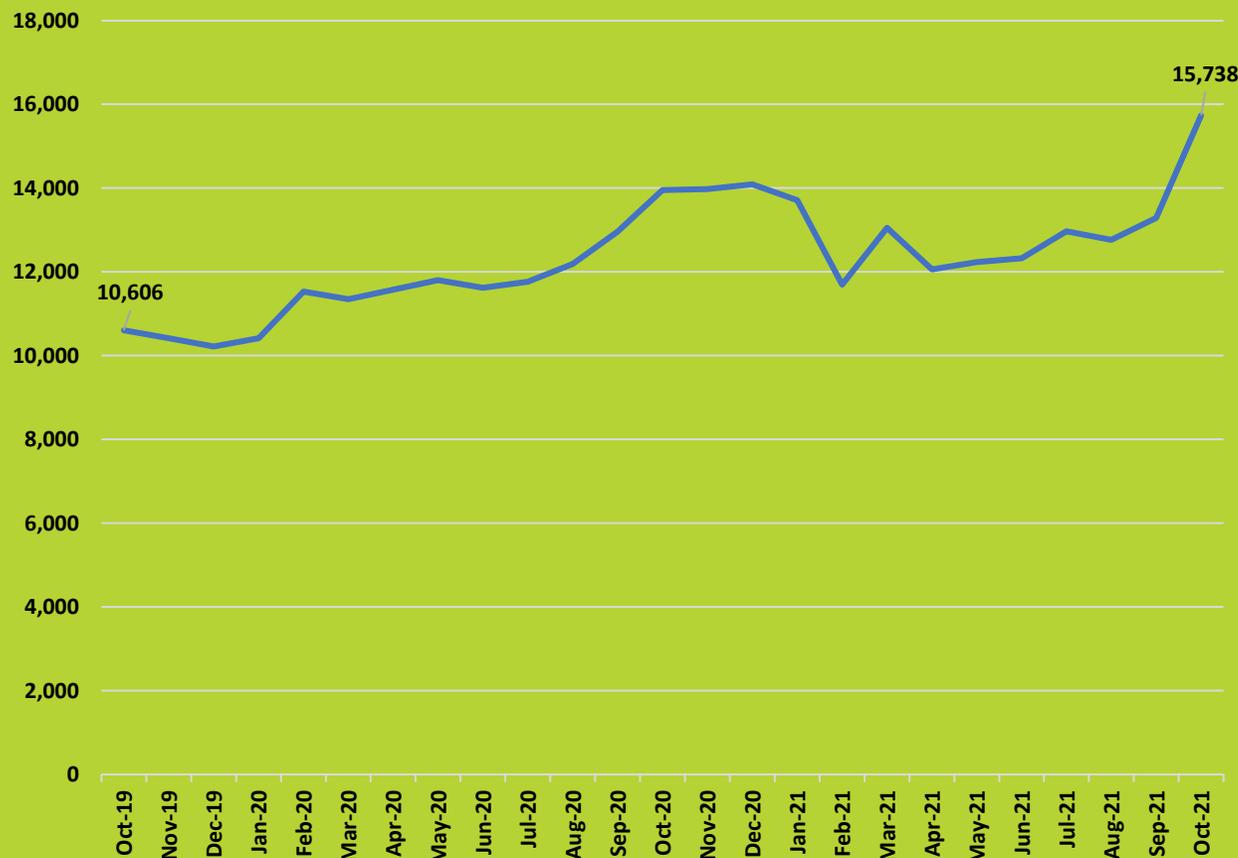
Soft skills

- Employability skills (common sense, communication, problem solving, analytical thinking, initiative)
- Customer service

Note: A full list of the qualitative engagement sessions can be found in Annex B at the end of this report

Health and Care

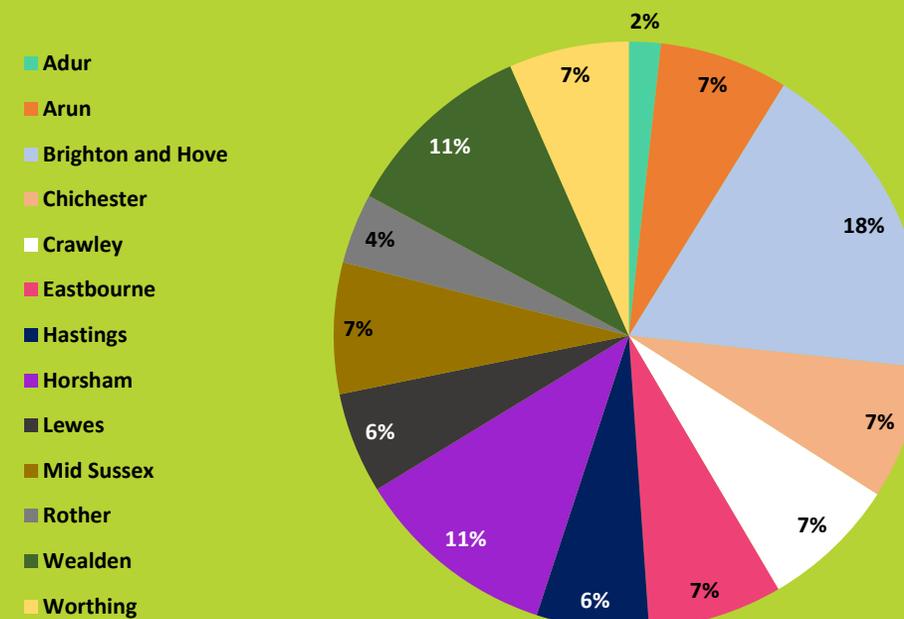
Unique Job Postings



Accounting for
17.85%
of all job postings

£28.6k
Median Advertised
Salary

Unique Job postings



Source: Emsi Analyst, November 2021

- Data shown is for Health and Care Occupations in Sussex in October 2021 unless otherwise stated.
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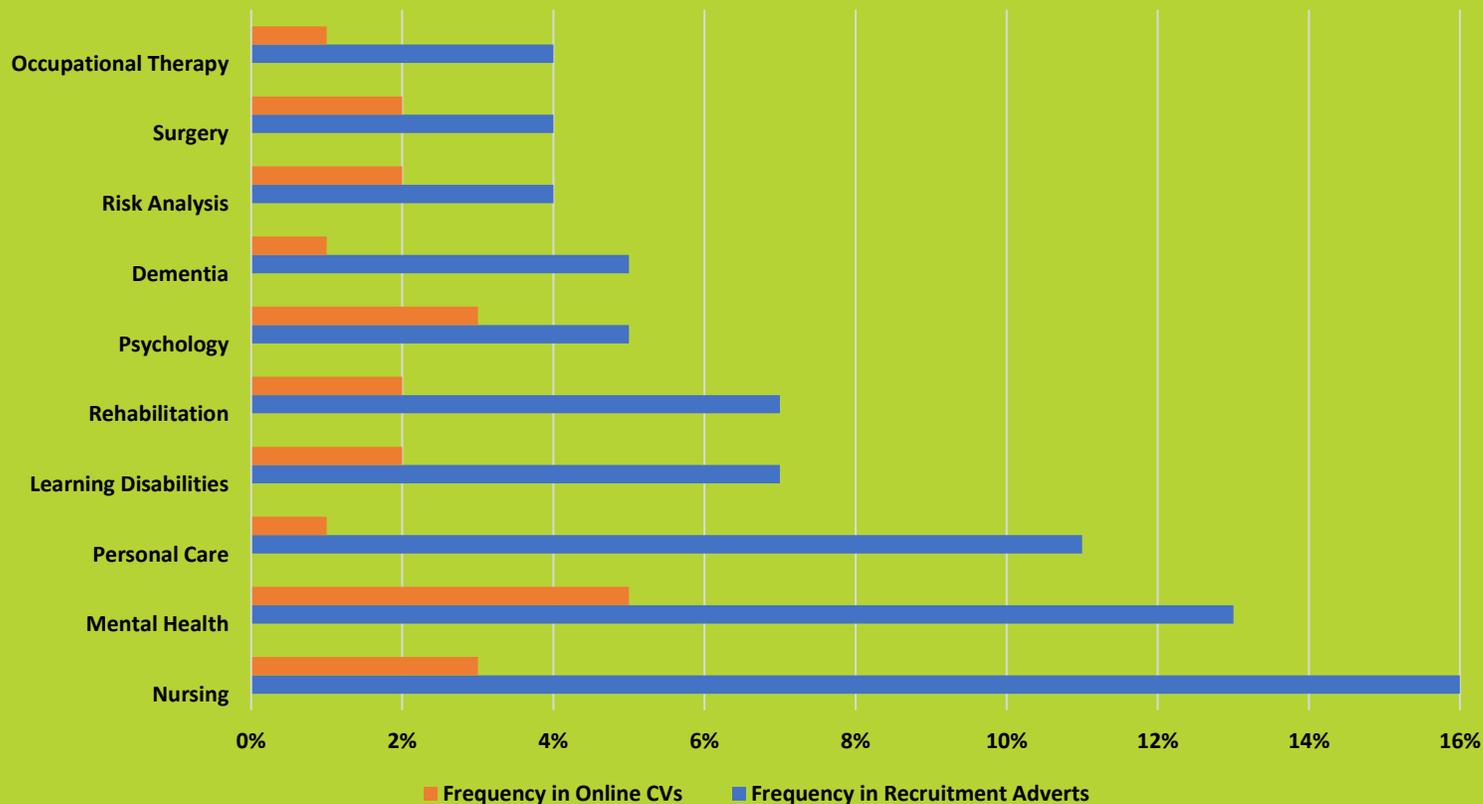
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Health and Care

Top 10 In-demand Skills in Job Postings



Top 3 most advertised occupations	Median advertised salary
Nurses	£36,000
Care Workers and Home Carers	£21,800
Nursing Auxiliaries and Assistants	£21,100

Top 3 most advertised job titles	Median advertised salary
Support Workers	£20,800
Care Assistants	£22,000
Health Care Assistant	£21,800



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Health and Care

Skills needs identified through the qualitative engagement sessions:

Technical skills

- Mental health training
- Electronic data recording technology training
- Health care insurance training
- Basic maths and English skills
- Net zero and sustainability training
- Procurement skills
- Research and analysis skills

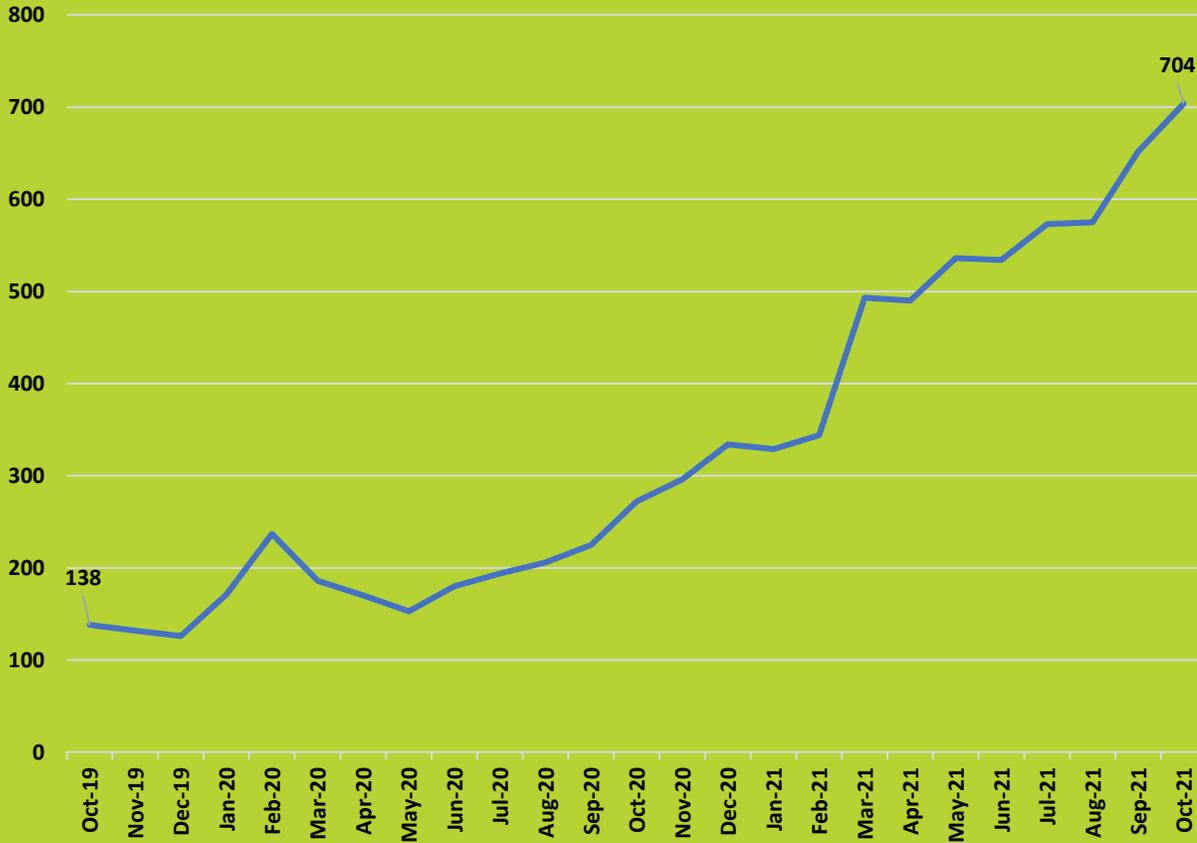
Soft skills

- Employability skills (common sense, communication, problem solving, analytical thinking, initiative)

Note: A full list of the qualitative engagement sessions can be found in Annex B at the end of this report

Land Based

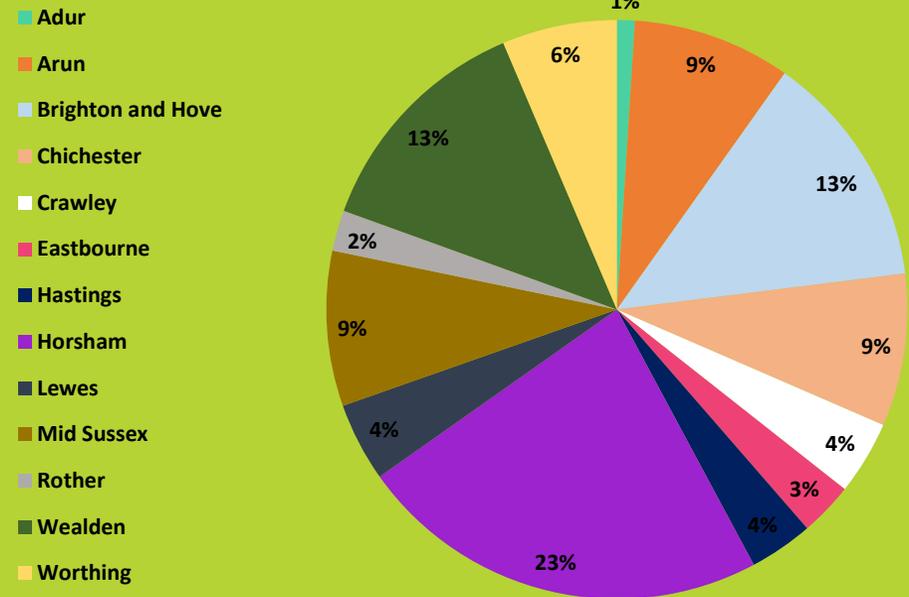
Unique Job Postings



Accounting for
0.72%
of all job postings

£29.6k
Median Advertised
Salary

Unique Job Postings



Source: Emsi Analyst, November 2021

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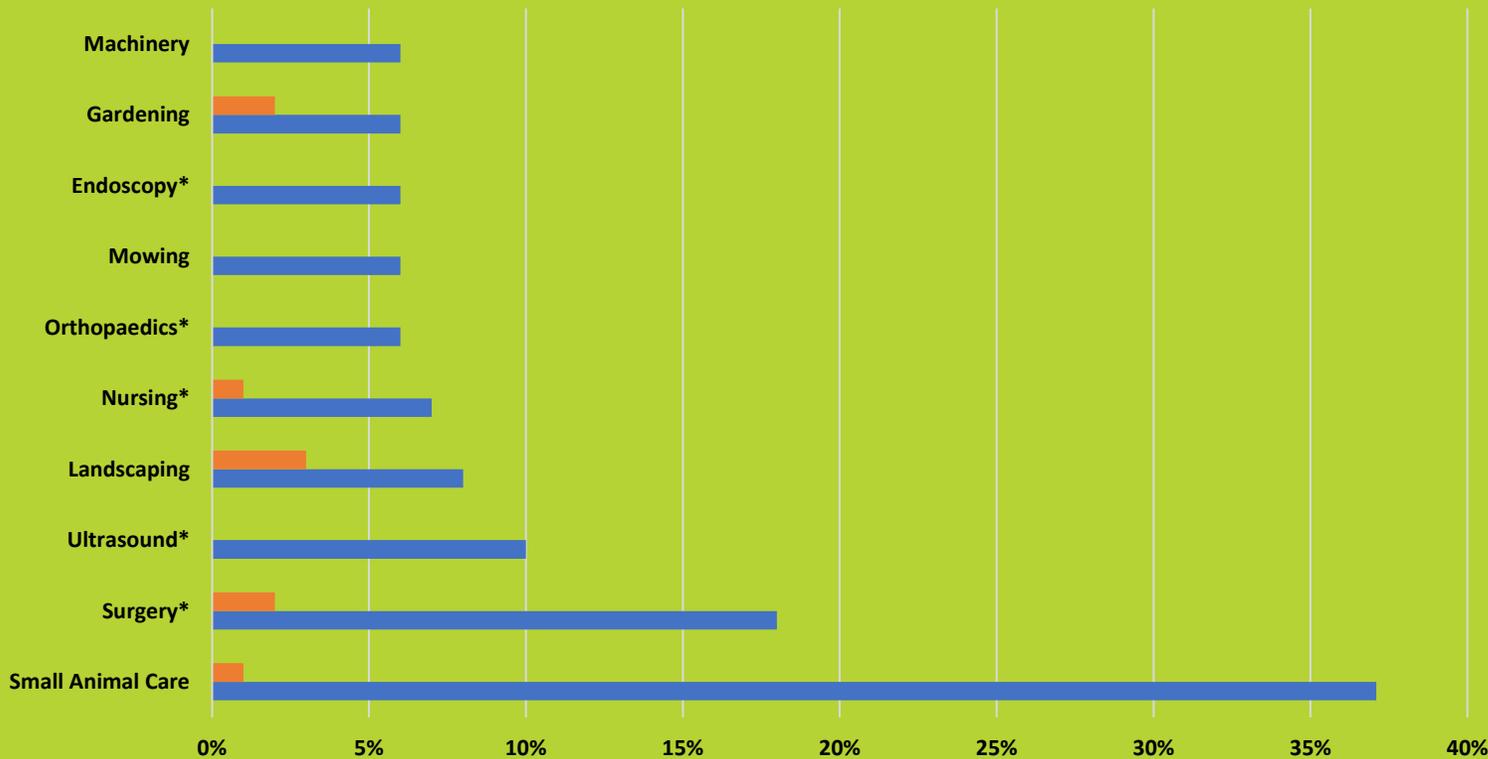
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Land Based

Top 10 In-demand Skills in Job Postings



* Denotes in-demand skills in Veterinary occupations

■ Frequency in Online CVs ■ Frequency in Recruitment Adverts

Top 3 most advertised occupations	Median advertised salary
Veterinarians	£47,600
Gardeners and Landscape Gardeners	£21,400
Veterinary Nurses	£23,900

Top 3 most advertised job titles	Median advertised salary
Veterinary Surgeons	£45,000
Gardeners	£19,900
Veterinary Nurses	£25,000



Source: Emsi Analyst, November 2021

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Land Based

Skills needs identified through the qualitative engagement sessions:

Technical skills

- Building Safety Bill training
- Natural capital and wildlife training
- Circular economy and climate change training
- Net zero and sustainability training
- Baking and food technology training
- Cattle butchery
- Arborist / Tree Surgeon (climbing, chainsaw skills)
- Landscaping
- Soil and Satellite technologies
- Mechanics and Plant technicians
- HGV drivers

Soft skills

- Golf etiquette
- Employability skills (common sense, communication, problem solving, analytical thinking, initiative)
- Customer service
- Good hygiene



Note: A full list of the qualitative engagement sessions can be found in Annex B at the end of this report

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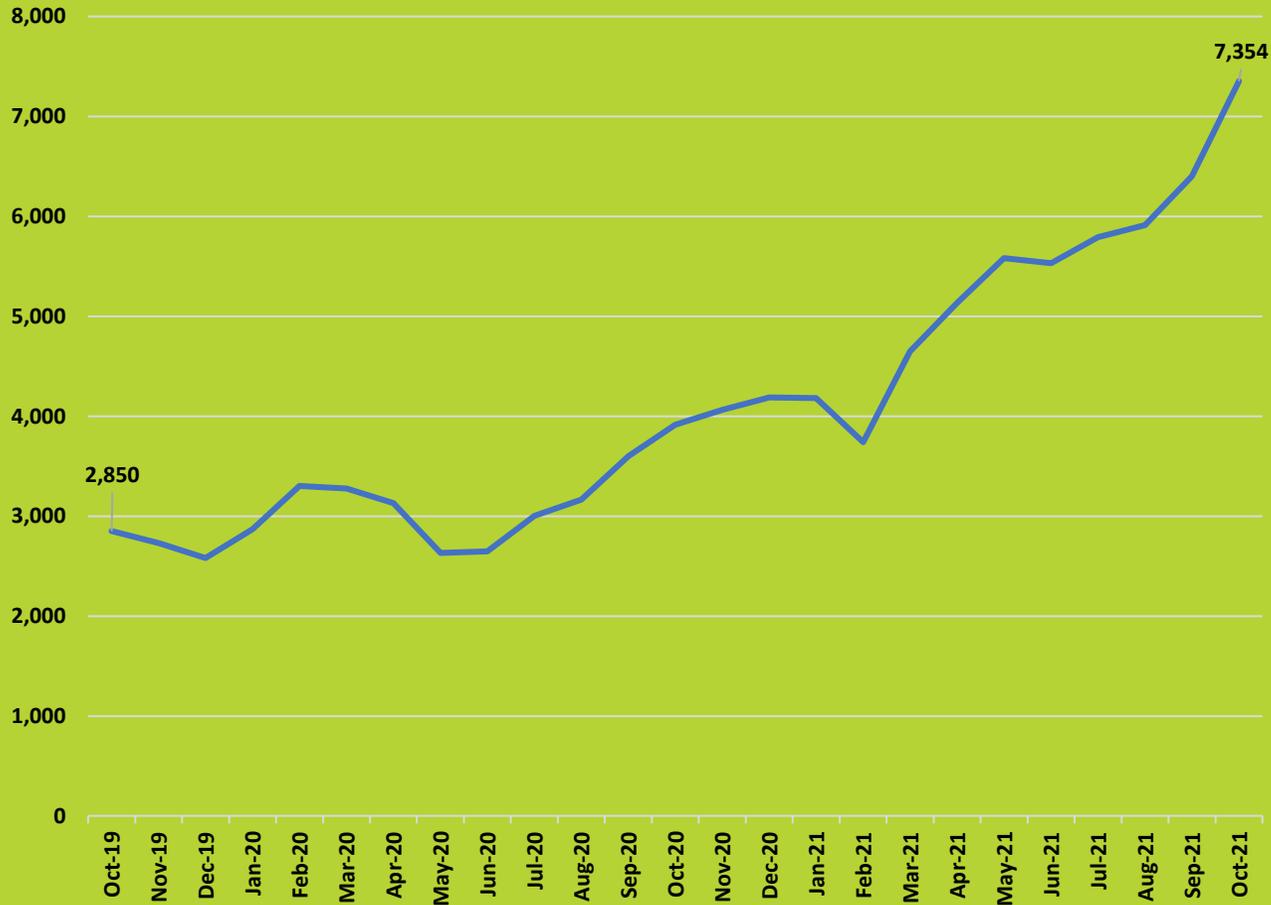
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Engineering and Manufacturing

Unique Job Postings

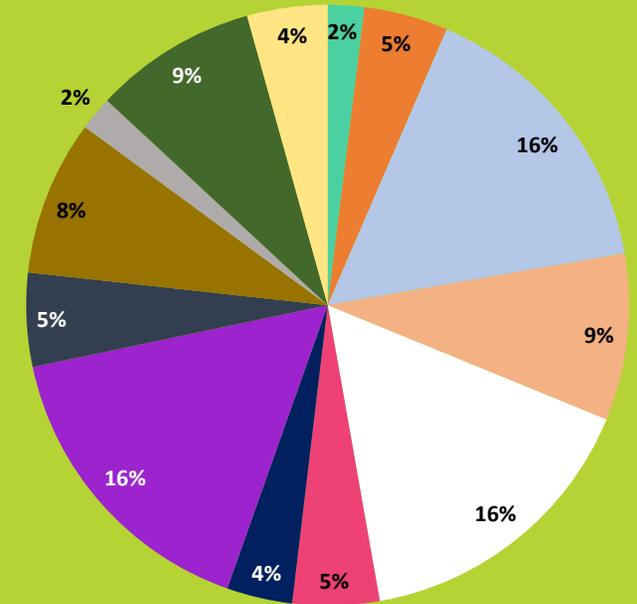


Accounting for
7.49%
of all job postings

£32.1k
Median Advertised
Salary

Unique Job Postings

- Adur
- Arun
- Brighton and Hove
- Chichester
- Crawley
- Eastbourne
- Hastings
- Horsham
- Lewes
- Mid Sussex
- Rother
- Wealden
- Worthing



Source: Emsi Analyst, November 2021

- Data shown is for Manufacturing and Engineering Occupations in Sussex in October 2021 unless otherwise stated.
- A list of Standard Occupation Classification (SOC) Codes used to define 'Manufacturing and Engineering Occupations' can be found in Annex A

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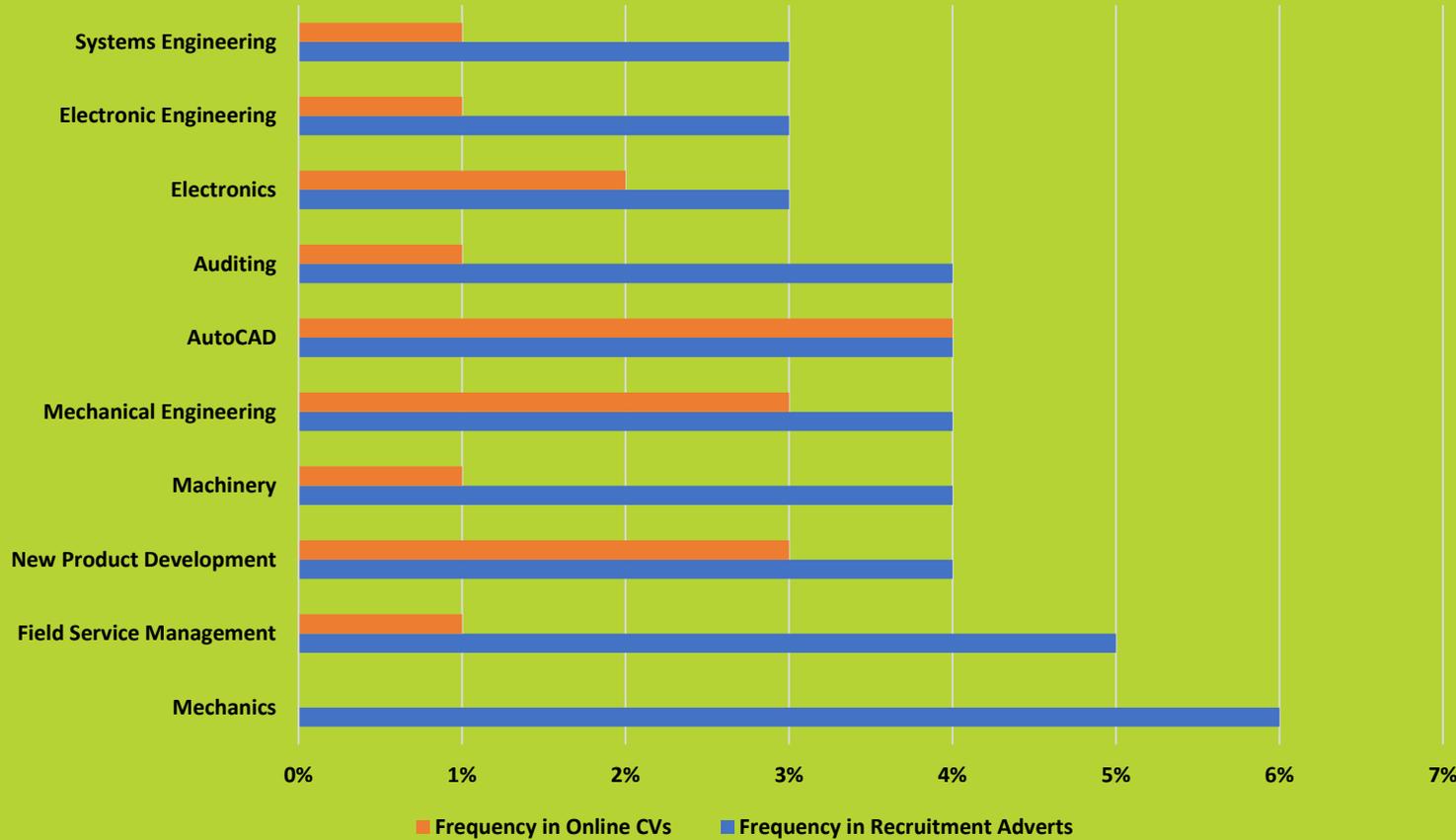
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Engineering and Manufacturing

Top 10 In-demand Skills in Job Postings



Top 3 most advertised occupations	Median advertised salary
Science, Engineering and Production Technicians n.e.c.	£30,000
Engineering Technicians	£30,000
Electrical and Electronic Trades n.e.c.	£33,000

Top 3 most advertised job titles	Median advertised salary
Vehicle Technicians	£30,500
Field Service Engineers	£30,000
HGV Technicians	£36,000



Source: Emsi Analyst, November 2021

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Engineering and Manufacturing

Skills needs identified through the qualitative engagement sessions:

Technical skills

- General knowledge of the trade and specialist training for young people
- Legal training (employment, general)
- Computer Numerical Control (CNC) training (G-code programming language)
- Electric and hybrid car knowledge
- Mechanical, electrical and electronic engineering
- ISO training
- Science, Technology, Engineering and Maths
- Project management (controls and cost management)
- Compressed Air Knowledge
- Security Industry Authority (SIA)
- First Aid Training
- Vacuum Brazing
- Electron Beam welding
- Practical skills (woodwork, metal working)
- Basic maths, English and IT skills
- Extrusion, moulding and processing

Soft skills

- Professionalism
- Common sense



Note: A full list of the qualitative engagement sessions can be found in Annex B at the end of this report

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Visitor and Cultural

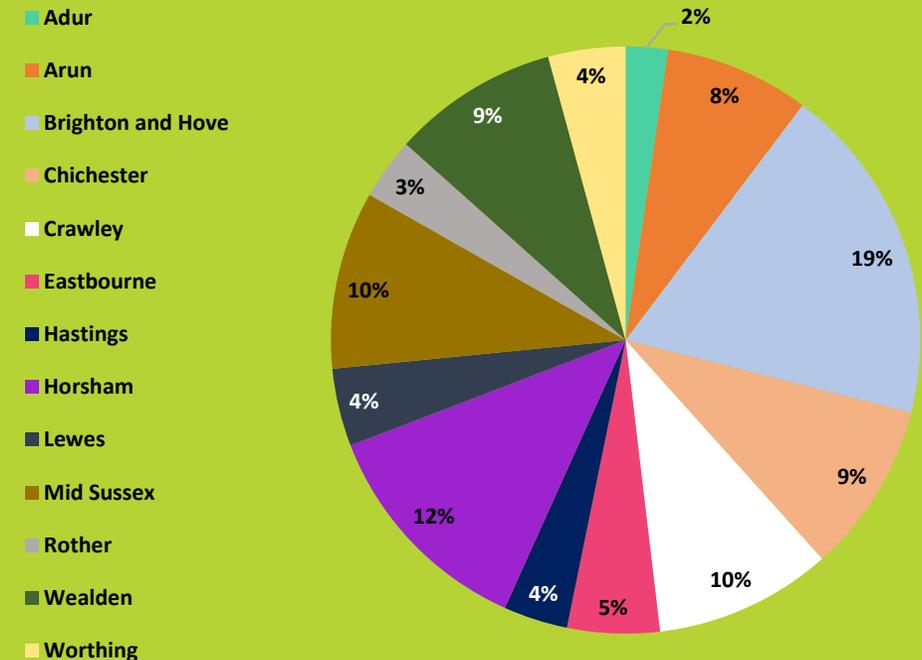
Unique Job Postings



Accounting for
17.20%
of all job postings

£20.7k
Median Advertised
Salary

Unique Job Postings



Source: Emsi Analyst, November 2021

- Data shown is for Visitor and Cultural Occupations in Sussex in October 2021 unless otherwise stated.
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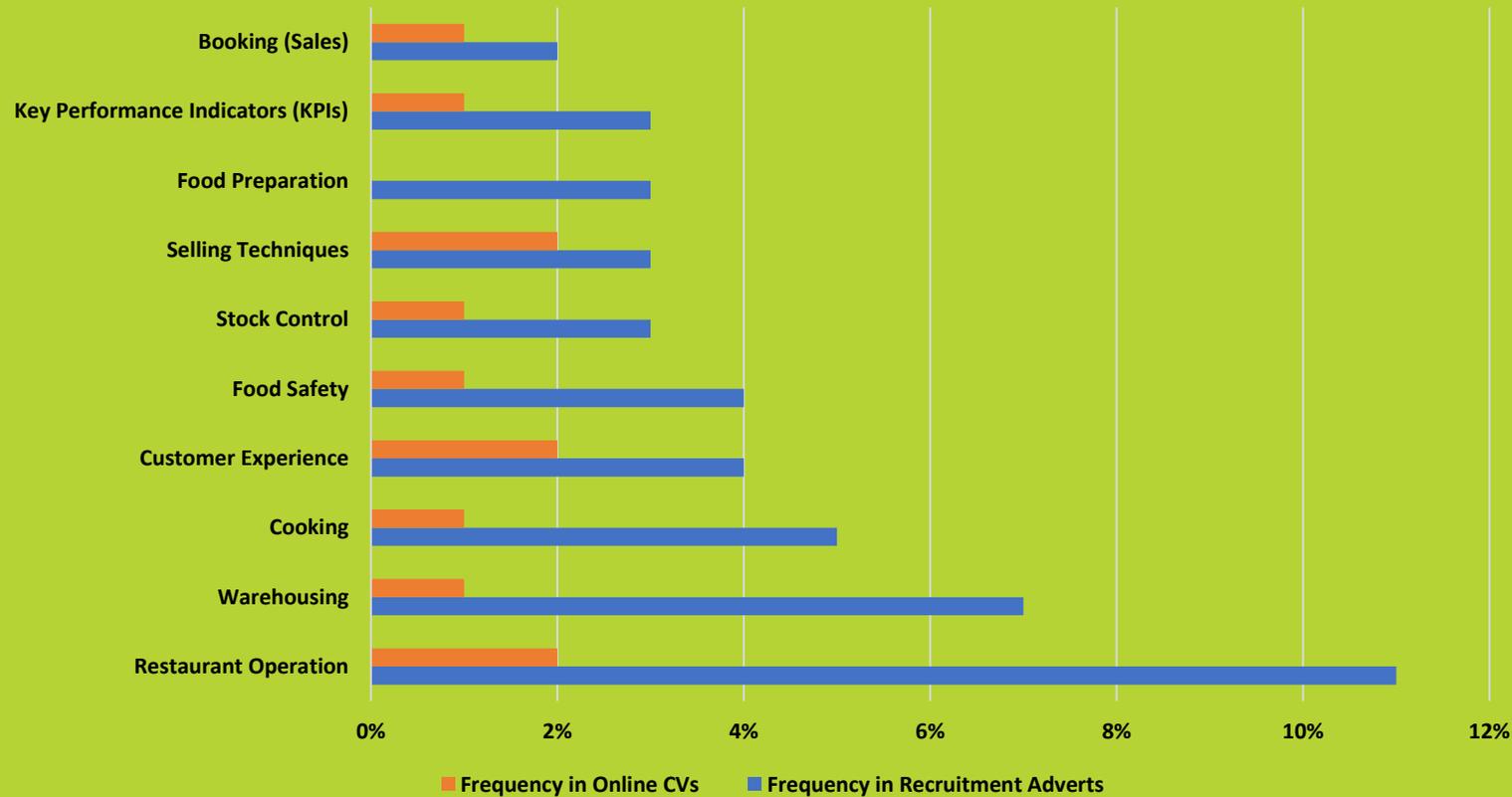
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Visitor and Cultural

Top 10 In-demand Skills in Job Postings



Top 3 most advertised occupations	Median advertised salary
Chefs	£24,500
Kitchen and Catering Assistants	£19,100
Cleaners and Domestic	£19,800

Top 3 most advertised job titles	Median advertised salary
Cleaners	£19,800
Warehouse Operatives	£20,800
Sous Chefs	£28,000



Source: Emsi Analyst, November 2021

- Data shown is for Visitor and Cultural Occupations in Sussex in October 2021 unless otherwise stated.
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Visitor and Cultural

Skills needs identified through the qualitative engagement sessions:

Technical skills

- Child development and behaviour training
- Technology training
- Higher level skills (e.g. Chefs)
- Marketing

Soft skills

- Presentation
- Employability skills (common sense, communication, problem solving, analytical thinking, initiative)

Note: A full list of the qualitative engagement sessions can be found in Annex B at the end of this report

Cross-cutting skills

Top 10 In-demand Transferrable Skills in Job Postings



Skills needs identified through the qualitative engagement sessions:

Technical skills

- Green skills e.g. for decarbonisation and retrofitting
- Technical skills (IT systems, digital)
- Project management
- Practical skills
- Net zero and business sustainability training
- Marketing

Soft skills

- Resilience
- Customer service skills
- Employability skills (common sense, communication, problem solving, analytical thinking, initiative)

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3. What needs to change and why?

- Challenges
- Priorities for change

Challenges



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Labour market – supply

- New **remote working culture** means that:
 - local people have **more choice** when looking for roles - they can **work anywhere** and not have to commute
 - people can change employment without leaving the house, so the **recruitment market is moving quickly**
 - people are **rethinking their priorities** and choosing to change professions, opting for more flexible roles and/or exploring portfolio careers
- **Reduced numbers of migrant workers from Europe** is a concern for many of the key sectors, particularly **land based, visitor and cultural, health and care and construction**
- Much of the **digital workforce is freelance** with little interest in permanent roles - this is expensive labour
- There is an **ageing workforce** in the **Health and Care, Construction, Engineering and Manufacturing** sectors
- Many people **aren't aware of what skills they are missing or what skills they need** in order to access different roles / industries

Labour market – demand

- **High numbers of job vacancies** and **high staff turnover** in all sectors, but especially in the **visitor and cultural, health and care and construction** sectors and in **seasonal and part time jobs**
- The **land based, visitor and cultural and manufacturing** sectors find it **difficult to retain employees** after they have invested in their training – they move to higher paying sectors
- **Recruitment challenges in low skilled roles**, such as pickers and packers in the **land based (horticulture)** sector
- There is a **gap in skills at middle to higher management levels** in all sectors:
 - London based jobs are more attractive as they pay more – easier now with more remote working
 - Training courses are often expensive and businesses risk losing staff once they are trained and experienced
- **Digital** businesses are **struggling to recruit coders and software engineers** locally and recently there has been significant **salary inflation**

Labour market – workforce development

- Finding the **time and money** for staff training at a time when there are significant competing pressures such as:
 - increasing operational costs (e.g. energy, EU trading, materials)
 - recovery from the pandemic
 - staff shortages
 - salary inflation
- **Reduced grant funding** opportunities for businesses and rural communities following exit from the EU
- A **lack of clarity in government policy around net zero initiatives** such as retrofitting means that businesses are reluctant to invest in ‘green skills’ training for their staff

Labour market – sectors

Construction

- Demand for workers has reached a 20-year high.
- Reduced supply of skilled workers from the EU due to Brexit.
- High demand for domestic building work by sole traders and small businesses impacting the ability of larger employers to recruit skilled workers.
- Increased demand for green construction skills and off-site modular prefabrication will soon outstrip supply.
- Businesses unwilling to invest in 'green skills' for their staff due to short-term nature of retrofit programmes.

Engineering and Manufacturing

- Skills gaps in higher technical level roles, particularly around green skills for sustainable manufacturing.
- Specialist skills shortages due to a large proportion of highly skilled workers reaching retirement age.
- Future displacement of lower skilled roles by automation.

Digital

- Good Coders and tech staff are rare which has seen salaries increasing significantly making recruitment difficult.
- A lack of local, high-quality senior leaders and project managers as they are mostly going to jobs with higher wages in London where remote working has facilitated this.



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Labour market – sectors

Health and Care

- An ageing workforce with many clinicians expected to retire at the NHS minimum pension age of 55.
- Workforce is stretched trying to restore services that were put on hold due to the Covid pandemic and addressing backlogs.
- Loss of staff due to Brexit.
- Difficulties finding higher skilled staff and filling niche roles.
- National shortage of some roles, e.g. Sonographers and Operating Department Practitioners.
- Shortage of staff means it is very difficult to release existing staff for training.

Visitor and cultural

- Fewer applications from EU nationals and students for visitor economy and hospitality roles has led to high numbers of staff shortages.
- High turnover in visitor economy and hospitality roles with many new recruits leaving after a few months.
- Individuals coming into the sector lack skills, but these can be taught. Biggest issues for entry level roles are employability skills and common sense.

Labour market – sectors

Land based

- Loss of EU workers and recruitment challenges, particularly low skilled jobs such as pickers and packers.
- Hard to recruit to high skilled roles.
- High dependence on seasonal labour and uncertainty as to where labour will come from now the UK has exited the EU.
- Recruitment is often expensive and ineffective. Majority of job boards are not set up to promote the 'land based' sectors making it difficult to justify the cost of advertising on these platforms which in turn drives traffic to more sector specialist sites (hence low % of job postings in the Emsi data earlier in this report).
- High reliance on 'word of mouth recruitment' or generational family appointments.

Cross Cutting

- Micro businesses struggle to dedicate time to recruitment and articulating the skills that they need within their companies to attract appropriate staff.
- Challenges across all sectors with ensuring appropriate communication and language is used when recruiting, especially when trying to attract young talent or people that may not currently work within that sector.
- All sectors experience issues in finding employees with the right technical skills, attracting sufficient numbers of employees from the local area is a challenge and they often do not have the right technical skills.
- Businesses have reported that some of the training and provision currently available to them is not flexible enough to meet their needs.
- Locally available and affordable training is an issue for all small businesses.

Skills provision

- The **further and higher education sectors** are experiencing **significant recruitment challenges** for teaching staff
- There are a **lack of practical training facilities** in Sussex and **some sector specific specialist training is not on offer**, particularly in the **manufacturing and engineering and digital** sectors
- To date, **businesses have not been regularly consulted** on what skills they need and how they should be delivered resulting in wrong or out of date qualifications being taught
- There is **limited flexibility in the training on offer** –businesses are looking for short courses, modular courses, online and in person training
- **Accreditation of courses takes too long**, meaning what is being taught is significantly behind current technology
- **Insufficient funded employability programmes for 16+**

Skills provision – sectors

Construction

- Limited supply of safety training for the sector.
- Students are often trained using outdated methods/processes.
- More industry related CPD needed for Teachers/Lecturers.

Engineering and Manufacturing

- Many smaller businesses do not recruit apprentices because of the complexity of the system.
- Learners often trained using outdated methods/processes and equipment.

Digital

- Digital employers are not as interested in qualifications as they will often train new staff themselves.
- Digital employers are looking for a broad range of employability skills.
- Training tends to be ad-hoc and informal, leaning more towards internal peer to peer sharing of skills.
- Few SMEs have structured workforce development plans.
- Many only engage with funded providers for generic training.
- Degree apprenticeships are preferable to traditional degree courses which tend to date quickly.
- Many employers not engaging with Apprenticeships and not aware of new standards published.
- Technical skills in accredited courses are often out of date due to the rapidly changing pace of the sector.
- Teachers and trainers have outdated skills.
- Difficult to recruit professionals into teaching as the salaries are far higher within the industry.

Skills provision – sectors

Health and Care

- Apprenticeships are under-utilised due to the perception that they do not meet the needs of employers and are simply too difficult and costly to administer.
- Funding for short course sector training or employability training is either not available or social care providers are not aware of it or do not have access to it.

Visitor and Cultural

- The skills system is complex and hard for businesses to navigate. The many skills offers available such as Kickstart, National Skills Fund, Apprenticeships, Traineeships, T-levels etc are welcome, but not easy for a time poor organisation to navigate.

Land Based

- Funding not available to allow staff to undertake specialist training required to be able to operate certain equipment or machinery.
- Certain qualification costs are high which is a barrier for some businesses, reducing their willingness to invest for fear they will lose their staff to someone else. This results in a lack of investment generally in staff development.
- More role specific training needed including an awareness of the technology and software available to help the land-based sector.
- Greater investment needed in business management, technology, sustainability and ecology training to better articulate the environmental implications of business activities to an increasingly environmentally conscious public and future workforce.
- A need for an industry wide competency framework for winemaking skills.



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Skills provision – sectors

Cross cutting

- Businesses that have specific requirements for their staff and most SMEs do not value long course qualifications, which takes their staff out of the office or takes time to complete.
- SMEs do not feel that they have capacity to enable them to work alongside education providers. They do not feel incentivised or see the long-term benefits of forming relationships with providers to co-design and co-deliver training programmes.
- There is not enough synchronisation of further education technical programmes (level 2 and 3) and progression routes leading to degree level programmes in the local area.
- There is a lack of sufficient practical training facilities with up-to-date technologies available across the patch.
- Employers have stated that there is not necessarily the specialist provision that they need locally, and they have to send employees out of area to be upskilled.
- Many businesses have reported that they find the skills landscape confusing and are not sure what is locally on offer to them.



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Sector profiles

- Sectors such as **construction, engineering and manufacturing, land-based and health and care** are often **perceived as 'dirty' and physically demanding**
- There is a **stigma around technical qualifications** such as T-Levels and degree apprenticeships which are common routes into our key sectors
- The **land-based, health and care, construction, digital and engineering and manufacturing** sectors are extremely varied meaning people often **do not understand the breadth of roles available** or the different routes into them
- **Visitor and cultural** occupations, for example in hospitality and retail, are often **not perceived as long-term viable career options** which could deter people from entering the sector
- **Wage increases in other sectors** means that jobs in the **health and care and visitor and cultural** sectors offer significantly lower wages and are therefore less attractive
- The future **demand for green skills** in our key sectors, particularly in construction and engineering and manufacturing, **is not widely understood or promoted**

Sector profiles

Construction

- The sector is still perceived as dirty, cold, outdoors, and physically demanding. Some jobs are, but many are office-based and most of the technical jobs are based inside.
- Opportunities for well-paid degree apprenticeships in surveying and other white-collar professions are less well known with young people, parents and career changers.

Engineering and Manufacturing

- Negative perception of careers within the sector is impacting recruitment. Sector is seen as old fashioned.

Digital

- There is a lack of clarity around the many different roles in the digital sector, especially as new roles are regularly emerging.
- Schools and Provider CEIAG workers are not aware of the complex range of roles within the sector, or the skills needed to be successful in them

Land Based

- Lack of awareness, particularly amongst young people and parents, of the different types of industries and job roles available within the 'land based' sector.
- Some negative perception of certain careers within the sector, generalising work as 'dirty', 'long, unsociable hours' and sometimes 'dangerous'.

Sector profiles

Health and Care

- Negative perception of careers within the sector impacting recruitment. Benefits may not be widely understood, such as a variety of working patterns that can fit around childcare and other commitments.
- Entering a career in the NHS is complex, and it is difficult to understand the pathways into different roles. The recruitment process (interviews and skills tests) is time consuming and may be daunting to potential applicants.
- Wage increases in other sectors has meant that health is now a relatively low paid sector which is off putting.

Cross Cutting

- All sectors have expressed challenges in attracting people into their industries and state that there is a lack of awareness of what their sector has to offer, or the skills needs of occupations in their industries.

Visitor and Cultural

- The sector is not perceived to be a valuable and credible long term career option. Salaries, seasonality, and long working hours are off putting to potential applicants.
- Long term careers, management roles and travel opportunities are not widely recognised as benefits to a career in this sector and need to be promoted.



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Accessibility

- **Limited public transport options** restrict access to land-based training and job opportunities in rural areas and shift-based employment
- **High public transport costs** limit access to employment and learning opportunities
- **Inconsistent broadband coverage** across Sussex affects both residents and businesses
- **Limited access to the internet and technology** in deprived communities and low-income households restricts access to online education and training
- **Low digital literacy** amongst older generations limits their access to online learning or jobs that require digital skills

Accessibility – sectors

Land Based

- Businesses find it difficult to provide work placement opportunities to younger people due to insurance issues
- The cost of transport is high, which impacts rurally based land based-businesses ability to recruit new, younger entrants (e.g Apprentices).
- Lack of financial support to employers restricts training delivery in their workplace or training providers being able to set up regional hubs for specific training.
- Cost and availability of training accommodation means some businesses unable to engage in staff development programmes that require extended learning periods.
- Limited public transport options restrict access to land based training and job opportunities in rural areas and shift-based employment

Cross Cutting

- High public transport costs limit access to employment and learning opportunities.
- Inconsistent broadband coverage across Sussex affects both residents and businesses.
- Limited access to the internet and technology in deprived communities and low-income households restricts access to online education and training.
- Low digital literacy amongst older generations limits their access to online learning or jobs that require digital skills.

Skills policy

- Businesses report a **lack of clear direction, information and timelines** from Government on initiatives and funding for workforce development
- **Limited demand from businesses to invest in skills and equipment for net zero initiatives** due to:
 - expense
 - lack of clarity in Government policy
 - short-term nature of retrofit programmes
- **Inflexibility of current skills funding system**

Skills policy – sectors

Construction

- Businesses concerned about lack of clarity regarding decarbonisation and NetZero upskilling courses (e.g. heat pumps and EV charging) which means it can be delivered to people who lack the underlying trade competence and experience.

Engineering and Manufacturing

- Lack of consistency and clarity around funding and financial support for businesses taking on Apprentices.

Digital

- There are a number of Vendor qualifications used for CPD in digital, such as those created by Facebook, Google and Adobe. Enabling these to be funded through skills funding will enable employers to engage with providers to access funded skills provision that is relevant to their employees.
- Digital skills training needs to have a more structured route through from year 5 onwards via coding clubs and the like.

Health and Care

- Funding schemes within this sector are often complex and nuanced and employers find them difficult to understand.

Skills policy – sectors

Land Based

- Confusing skills funding landscape, making it very difficult for employers to make an informed decision about what is available, with often no funding available for specialist skills training.
- No defined targets for Government's NetZero strategy means employers are unwilling to make the necessary, and often costly investments
- Current limitation of the Apprenticeship Levy, which businesses wish to use for specialist training that that is not fundable by other means (e.g AEB).

Cross Cutting

- Businesses report a lack of clear direction, information and timelines from Government on initiatives and funding for workforce development
- Limited demand from businesses to invest in skills and equipment for net zero initiatives due to:
 - expense
 - lack of clarity in Government policy
 - short-term nature of retrofit programmes
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Priorities for change



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Labour market

Support employers to recruit, retain and retrain their workforce

- **Focus on recruitment and retention initiatives**

- Employee benefits
- Flexible working
- Competitive salary
- Faster and simpler recruitment
- Affordable travel and accommodation for seasonal roles
- Professional development
- Think like Gen Z to recruit younger employees

- **Ensure workforce development is accessible to all**

- Short modular courses
- Blend of in-person and online courses
- Training and qualifications relevant and up to date
- Industry certificates
- Locally available
- Affordable

Skills provision

Ensure that the skills provision on offer in Sussex matches the skills needs of local businesses

- **Collaborate and consult**

- Regular consultation between business and education and skills providers
- Business and education work together to co-design and co-deliver training
- Strengthen partnership working between the Further and Higher Education providers in Sussex, with a particular focus on progression pathways

- **Tailor to business needs**

- Ensure access to specialist training and practical training facilities in Sussex or elsewhere through partnership arrangements
- Local, affordable, modular and up to date provision
- Embed a focus on employability skills throughout further and higher education
- Accelerate the accreditation process
- Provide clear and accessible information on the skills offer and initiatives in Sussex

Sector profiles

Build a profile for and raise awareness of the key sectors in Sussex to promote recruitment and retention

- **Build a profile of each key sector**
 - Job roles
 - Skills for each job
 - Salary for each job
 - Entry pathway
 - Progression routes
 - Benefits
- **Raise awareness of each key sector**
 - Branding
 - Marketing
 - Modernise the language
 - Use influencers
 - Consider the audience – e.g. think like Gen Z

Consider green and digital roles and skills needed for each sector

Accessibility

Ensure training and employment is accessible to all

- **Offer more localised training**

- Training where the work is e.g. pop- up centres within industrial settings
- Rural hubs to help upskill rural residents, particularly with technical skills that meet rural business needs
- Local digital training hubs offering free, up to date digital technologies and skills training, signposting to apprenticeships etc.

- **Provide transport subsidies**

- For people - to support accessibility to jobs and training
- For micro, small and medium size businesses - to support employee travel to work/travel to learn

- **Offer affordable accommodation**

- Provision of affordable accommodation close to the place of work to encourage domestic migration of workers to fill roles in land-based, visitor and cultural sectors

Skills policy

Influence national and local policy change using an evidence-based approach

- **Negotiate freedoms and flexibilities within current skills funding system**

- Adult Education Budget
- Apprenticeship levy

- **Reinforce importance of clarity and longevity in Government policy for net zero initiatives**

- Businesses need certainty to invest
- Further and Higher Education providers need clarity over the skills they need to deliver

Annex A

Key Sectors Standard Occupation Classification (SOC) Codes (1)

Construction

SOC	Description
1122	Production Managers and Directors in Construction
1251	Property, Housing and Estate Managers
2121	Civil Engineers
2431	Architects
2433	Quantity Surveyors
2436	Construction Project Managers and Related Professionals
3114	Building and Civil Engineering Technicians
3531	Estimators, Valuers and Assessors
3541	Buyers and Procurement Officers
5215	Welding Trades
5216	Pipe Fitters
5223	Metal Working Production and Maintenance Fitters
5225	Air-conditioning and Refrigeration Engineers
5241	Electricians and Electrical Fitters
5250	Skilled Metal, Electrical and Electronic Trades Supervisors
5311	Steel Erectors
5312	Bricklayers and Masons
5313	Roofers, Roof Tilers and Slaters
5314	Plumbers and Heating and Ventilating Engineers
5315	Carpenters and Joiners
5316	Glaziers, Window Fabricators and Fitters
5319	Construction and Building Trades n.e.c.
5321	Plasterers
5322	Floorers and Wall Tilers
5330	Construction and Building Trades Supervisors
5449	Other Skilled Trades n.e.c.
8141	Scaffolders, Stagers and Riggers
8142	Road Construction Operatives
8149	Construction Operatives n.e.c.
8221	Crane Drivers
8229	Mobile Machine Drivers and Operatives n.e.c.
9120	Elementary Construction Occupations

Digital

SOC	Description
1136	Information Technology and Telecommunications Directors
2133	IT Specialist Managers
2134	IT Project and Programme Managers
2135	IT Business Analysts, Architects and Systems Designers
2136	Programmers and Software Development Professionals
2137	Web Design and Development Professionals
2139	Information Technology and Telecommunications Professionals n.e.c.
3131	IT Operations Technicians
3132	IT User Support Technicians
3417	Photographers, Audio-visual and Broadcasting Equipment Operators
3421	Graphic Designers
4217	Typists and Related Keyboard Occupations
5242	Telecommunications Engineers
5244	TV, Video and Audio Engineers
5245	IT Engineers

Land Based Industries

SOC	Description
1211	Managers and Proprietors in Agriculture and Horticulture
1213	Managers and Proprietors in Forestry, Fishing and Related Services
5111	Farmers
5112	Horticultural Trades
5113	Gardeners and Landscape Gardeners
5119	Agricultural and Fishing Trades n.e.c.
5211	Smiths and Forge Workers
6139	Animal Care Services Occupations n.e.c.
8134	Weighers, Graders and Sorters
8223	Agricultural Machinery Drivers
9111	Farm Workers
9112	Forestry Workers
9119	Fishing and Other Elementary Agriculture Occupations n.e.c.
5443	Florists
8123	Quarry Workers and Related Operatives
8122	Coal Mine Operatives
6131	Veterinary nurses
2216	Veterinarians

Annex A

Key Sectors Standard Occupation Classification (SOC) (2)

Health and Care

SOC	Description
1181	Health Services and Public Health Managers and Directors
1241	Health Care Practice Managers
1242	Residential, Day and Domiciliary Care Managers and Proprietors
2112	Biological Scientists and Biochemists
2211	Medical Practitioners
2212	Psychologists
2215	Dental Practitioners
2217	Medical Radiographers
2218	Podiatrists
2219	Health Professionals n.e.c.
2221	Physiotherapists
2222	Occupational Therapists
2223	Speech and Language Therapists
2229	Therapy Professionals n.e.c.
2231	Nurses
2232	Midwives
2442	Social Workers
2449	Welfare Professionals n.e.c.
3213	Paramedics
3217	Pharmaceutical Technicians
3218	Medical and Dental Technicians
3231	Youth and Community Workers
3233	Child and Early Years Officers
3239	Welfare and Housing Associate Professionals n.e.c.
3561	Public Services Associate Professionals
4211	Medical Secretaries
6121	Nursery Nurses and Assistants
6141	Nursing Auxiliaries and Assistants
6142	Ambulance Staff (Excluding Paramedics)
6143	Dental Nurses
6145	Care Workers and Home Carers
6146	Senior Care Workers
6147	Care Escorts
7114	Pharmacy and Other Dispensing Assistants
9271	Hospital Porters

Manufacturing and Engineering

SOC	Description
1121	Production Managers and Directors in Manufacturing
2111	Chemical Scientists
2121	Civil Engineers
2122	Mechanical Engineers
2123	Electrical Engineers
2124	Electronics Engineers
2129	Engineering Professionals n.e.c.
2461	Quality Control and Planning Engineers
3111	Laboratory Technicians
3112	Electrical and Electronics Technicians
3113	Engineering Technicians
3116	Planning, Process and Production Technicians
3119	Science, Engineering and Production Technicians n.e.c.
3121	Architectural and Town Planning Technicians
3422	Product, Clothing and Related Designers
5213	Sheet Metal Workers
5214	Metal Plate Workers, and Riveters
5215	Welding Trades
5222	Tool Makers, Tool Fitters and Markers-out
5224	Precision Instrument Makers and Repairers
5225	Air-conditioning and Refrigeration Engineers
5231	Vehicle Technicians, Mechanics and Electricians
5232	Vehicle Body Builders and Repairers
5235	Aircraft Maintenance and Related Trades
5236	Boat and Ship Builders and Repairers
5237	Rail and Rolling Stock Builders and Repairers
5249	Electrical and Electronic Trades n.e.c.
5411	Weavers and Knitters

Manufacturing and Engineering

(Continued)

SOC	Description
5413	Footwear and Leather Working Trades
5422	Printers
5423	Print Finishing and Binding Workers
5441	Glass and Ceramics Makers, Decorators and Finishers
8111	Food, Drink and Tobacco Process Operatives
8112	Glass and Ceramics Process Operatives
8113	Textile Process Operatives
8114	Chemical and Related Process Operatives
8115	Rubber Process Operatives
8117	Metal Making and Treating Process Operatives
8118	Electroplaters
8119	Process Operatives n.e.c.
8121	Paper and Wood Machine Operatives
8125	Metal Working Machine Operatives
8127	Printing Machine Assistants
8129	Plant and Machine Operatives n.e.c.
8131	Assemblers (Electrical and Electronic Products)
8132	Assemblers (Vehicles and Metal Goods)
8133	Routine Inspectors and Testers
8137	Sewing Machinists
8139	Assemblers and Routine Operatives n.e.c.
9134	Packers, Bottlers, Canners and Fillers

Annex A

Key Sectors Standard Occupation Classification (SOC) (3)

Visitor and Cultural Industries

SOC	Description
1190	Managers and Directors in Retail and Wholesale
1221	Hotel and Accommodation Managers and Proprietors
1223	Restaurant and Catering Establishment Managers and Proprietors
1224	Publicans and Managers of Licensed Premises
1225	Leisure and Sports Managers
1226	Travel Agency Managers and Proprietors
1253	Hairdressing and Beauty Salon Managers and Proprietors
1254	Shopkeepers and Proprietors – Wholesale and Retail
2451	Librarians
2452	Archivists and Curators
2471	Journalists, Newspaper and Periodical Editors
3411	Artists
3413	Actors, Entertainers and Presenters
3414	Dancers and Choreographers
3415	Musicians
3416	Arts Officers, Producers and Directors
3441	Sports Players
3442	Sports Coaches, Instructors and Officials
3443	Fitness Instructors
3512	Aircraft Pilots and Flight Engineers
3546	Conference and Exhibition Managers and Organisers
4133	Stock Control Clerks and Assistants
4135	Library Clerks and Assistants
4216	Receptionists
5114	Groundsmen and Greenkeepers
5431	Butchers
5432	Bakers and Flour Confectioners
5433	Fishmongers and Poultry Dressers
5434	Chefs
5435	Cooks
5436	Catering and Bar Managers
6123	Playworkers

Visitor and Cultural Industries

(continued)

SOC	Description
6211	Sports and Leisure Assistants
6212	Travel Agents
6214	Air Travel Assistants
6215	Rail Travel Assistants
6219	Leisure and Travel Service Occupations n.e.c.
6222	Beauticians and Related Occupations
6231	Housekeepers and Related Occupations
6232	Caretakers
6240	Cleaning and Housekeeping Managers and Supervisors
7111	Sales and Retail Assistants
7112	Retail Cashiers and Check-out Operators
7129	Sales Related Occupations n.e.c.
7130	Sales Supervisors
7219	Customer Service Occupations n.e.c.
7220	Customer Service Managers and Supervisors
8213	Bus and Coach Drivers
8214	Taxi and Cab Drivers and Chauffeurs
8231	Train and Tram Drivers
8232	Marine and Waterways Transport Operatives
8233	Air Transport Operatives
8234	Rail Transport Operatives
9233	Cleaners and Domestic
9241	Security Guards and Related Occupations
9260	Elementary Storage Occupations
9272	Kitchen and Catering Assistants
9273	Waiters and Waitresses
9274	Bar Staff
9275	Leisure and Theme Park Attendants



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Annex B

List of Qualitative Engagement Sessions

- Telesales and Online surveys – 194 responses
- Stakeholder Engagement Lead feedback – 88 responses
- Business engagement workshops – 85 responses



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