



Dorset Labour Market & Skills Insights

After weeks of extraordinary political vortex and a historic standoff with his cabinet, leading to the Prime Minister's resignation on 7th July, the Conservative party leadership contest will headline summer'22 ahead of a new PM expected to be appointed in September.

Quarter 2 2022

Published July 2022

Despite some positive recent developments in the economy, inflation continues to hit hard and with a possible recession around the corner, we look at the economy and labour market performance over the first half of the year.

This report provides commentary to [the Labour Market Insights dashboards by Dorset Local Enterprise Partnership](#).

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Key Findings



In the Spotlight: BCP and Dorset Council – local context

Dorset LEP has developed labour market and economic indicators dashboards for [BCP](#) and [Dorset Council](#) to support the local authorities in their UK Shared Prosperity Fund submissions. Data indicates some challenges of availability of high-quality jobs and sector diversity, particularly in Dorset Council area, as well as significant labour force challenges linked to ageing population.

See [In the Spotlight: Dorset and BCP Dashboards](#)



Chart of the Quarter: Productivity in Dorset

Recently released figures show that Dorset's economy was worth an estimated 18.2 billion in 2020, marking a 4% decline on the previous year (with 3% national decline reference).

Interestingly, the productivity per hour worked increased by 3% in Dorset, which compared to 2% increase nationally. This means the gap from national productivity levels which was an estimated £3 billion in 2019, narrowed down to £2.5 billion in 2020.

Productivity by industry

Most sectors grew between 2010 and 2019 with ICT, Health, Real Estate and Professional services seeing the largest growth and increasing by more than 40%.

The pandemic however affected most sectors of the economy in 2020, and growth was only recorded in the essential areas of healthcare, education, public services and ICT, while the largest decline of 39% was recorded in tourism and hospitality, as the sector remained largely closed over most of the year.

Worth 3.6 billion, 'real estate' was the most productive sector, followed by 'healthcare', 'retail', 'financial services and 'manufacturing' - all contributing over £1.7 billion in 2020.

See [Chart of the Quarter: Industry Productivity](#)



Labour demand breaking records, no signs of slowing down yet in Dorset

The half-yearly aggregate vacancies in Dorset have been on the rise over the past two years. Despite national indicators showing an expected slowdown of demand, there are no signs of decline noted in Dorset.

The first half of 2022 saw a new high of 54,700 vacancies advertised across the county - 48% higher than last year and more than double those from 2020.

See [Vacancies & Opportunities in Dorset](#)

Demand grew across all industries and occupations



Vacancy growth continued across sectors in Dorset.

The largest growth was recorded in tourism and hospitality ('accommodation and food services') where there were 170% more vacancies in 2022 than in the previous year, while 'education' saw a 110% increase.

Across sectors, vacancies in 2022 were at least a quarter higher, but there was some decline in the proportion of high skilled roles in the labour market with care service roles marking a 10-year increase of over 540% and elementary roles of over 400%, indicating acute recruitment challenges.

As [report findings of an unprecedented NHS staffing crisis](#) emerged, estimating that England is now short of 12,000 hospital doctors and more than 50,000 nurses and midwives, 'healthcare occupations' hit an all-time high and remained the most in demand occupations in Dorset having seen a 30% increase on the previous year and representing a fifth of all vacancies locally.

See [Industries, Occupations and Skills](#)



Top employers and job creation in Dorset

The employers topping the charts in terms of the number of vacancies advertised were from a variety of sectors including healthcare (NHS and care firms), local government (BCP and Dorset Councils), finance (JP Morgan and LV=), tourism and hospitality (Bourne Leisure, Whitbread, Hall & Woodhouse and National Trust), education (BU and BPC), manufacturing (Holt Engineering and RNLi) and retail (ASDA, TESCO, Co-op, etc).

The jobs in highest demand within the top 3 occupation groups in Dorset were:

- Professional: nurses, programmers, and teachers.
- Associate professionals: HR, Engineering, and IT Support.
- Elementary: Kitchen and catering staff, cleaners, storage workers.

New jobs were advertised at Bournemouth Airport, new food outlets and hotels locally.

See [Future Career Corner:](#)



Employment down, unemployment rates exceeding national

Despite the strong labour demand and in contrast to national movements, both employment and unemployment worsened in 2021 in Dorset.

Employment in Dorset fell to 76.2%, but rates remained favourable compared to the national reference.

Unemployment however doubled, reaching 4.9% and exceeding national rates for the first time on record. with 8,900 more people unemployed than pre-pandemic.

The number of economically inactive people reached 88,200, with only 14,400 of them wanting a job – a 7% decline in Dorset, compared to 2% decline nationally.

Unemployment related benefits saw a month-on-month drop from a peak back in March 2021. There were circa 13,120 unemployment support claimants in Dorset in June 2022, among them 1,840 young people (18-24).

See [Employment levels](#)

Future Career Corner: Remote & Hybrid

With growing staff shortages across industries, demand for remote and hybrid working is currently one of the most prominent trends. The number of people working from home in the first quarter of 2022 more than doubled (109%↑) from pre-pandemic - now 30% of workers in the South West work from home and more than three-quarters of employers now offer hybrid working.

New research from Zoom & Indeed also revealed that Bournemouth ranks 14th among the UK's top 25 hiring hotspots for remote workers.

See [Future Career Corner: Remote & Hybrid](#)

Dorset LEP Skills News

- [Dorset LEP](#) among the 10 LEPs piloting successful [Mid-Life MOT schemes](#) which has resulted in [£22 million investment for a national roll-out](#)
- Dorset LEP has developed labour market and economic indicators data for [BCP](#) and [Dorset Council](#) to support the local authorities in their UK Shared Prosperity Fund submissions – [see In the Spotlight: Dorset and BCP Dashboards](#)
- [The Dorset Careers Hub](#) is running a series of free online training sessions in the autumn aiming to equip teachers and support workers from SEND and AP schools to embed careers and future pathways in all areas of school life. Book your place [here](#).
- [Dorset LEP](#) secured funding from NatWest to run a small, funded programme to support female entrepreneurs develop new business ideas, which has already seen 18 new female-led enterprises benefiting from of £1,000 grants matched by Dorset Growth Hub's European Regional Development Fund (ERDF).
- [Weymouth College](#) has been successful in its T Levels capital fund bid which will support the college to deliver Education & Childcare and Health & Science T Levels from September 2023 – [see T Levels capital fund: wave 4 – successful applications - GOV.UK \(www.gov.uk\)](#)
- Skills Bootcamps at local colleges from September - '2D & 3D Computer Aided Design', 'Component Removal & Replacement in Electric & Hybrid Vehicles', 'Construction Management' and 'Digital Marketing & Social Media' in Weymouth College [find more](#) and [Digital Marketing in Bournemouth and Poole College](#)
- The government launched a campaign to encourage small and medium sized businesses to '[Join the Skills Revolution](#)' and prepare for economic recovery by skilling up their workforce, highlighting the range of support and funding available.

The economy

After weeks of extraordinary political vortex and a historic standoff with his cabinet, leading to the Prime Minister's resignation on 7th July, the Conservative party leadership contest will headline summer'22 ahead of a new PM expected to be appointed in September.

Following two months of economic contraction, and analysts' warnings of a recession later in the year, [the UK economy](#) in fact bounced back in May 2022, rebounding across the main sectors, and growing by 0.5% - now estimated at 1.7% above its pre-pandemic levels (February 2020).

However, with record-high fuel and energy prices and inflation rate hitting 9.1% in May - the highest in 40 years - [latest indicators](#) suggest that visits to workplaces, train stations and retail and recreation locations remain below pre-pandemic levels and around 9 in 10 adults (91%) report their living costs had risen, causing people to reduce delayable expenditure, and half (49%) of them to report buying less food.

UK GDP is estimated to have grown by 0.5% in May 2022

Monthly index, January 2007 to May 2022, UK



Figure 1. ONS, GDP monthly estimates, July 2022



The Bank of England reported companies' hiring plans over the next year remain positive, demand expected to continue to grow despite increased economic uncertainty.

Recruitment difficulties continued to be intense across most sectors and skill levels, with unusually high rates of job churn and vacancies – a trend expected to persist for at least the next 12 months due to structural shortages of labour and skills.

There were widespread reports of staff being offered significantly higher pay to switch company– particularly in professional services with starting salaries reportedly increased by around 10%.



The Recruitment and Employment Confederation latest **Report on Jobs** noted that while vacancies continued to rise in June, the rate of increase is slowing. Softer rises in demand were signalled for both permanent and temporary workers at the end of the second quarter whilst the availability of staff continued to decline at a severe pace in June.

Recruitment consultancies attributed lower candidate numbers to:

- a generally low unemployment rate
- fewer foreign workers
- robust demand for staff
- hesitancy to switch roles in the increasingly uncertain economic climate.



Vacancies & Opportunities in Dorset

Vacancies Jan - June

Total Vacancies
Dorset County
54,677



Vacancies & Opportunities in Dorset

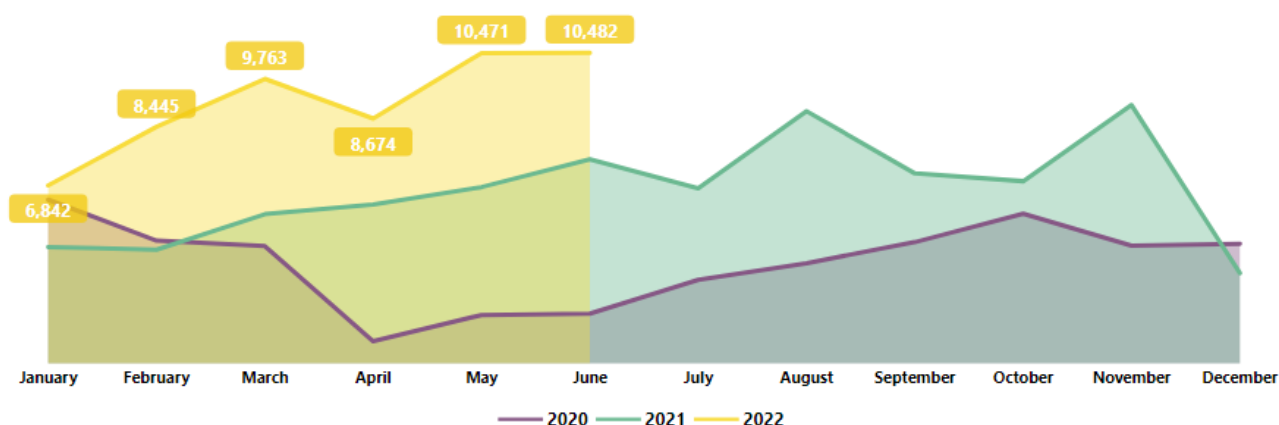
2022 v 2021
(Dorset)

↑ 48%

Labour demand breaking records, no signs of slowing down in Dorset

No signs of decline in demand were noted in Dorset, where the first half of the year saw a new high of circa 54,700 vacancies advertised across the county - levels unseen before – 48% higher than last year and more than double those from 2020.

Monthly Vacancies (2020, 2021, 2022)



The half-yearly aggregate vacancies have been on the rise over the past two years. The jobs advertised in Dorset over the first half of 2022 were the highest on record - 50% up on the same period of 2021 and 26% up on the second half of the year.

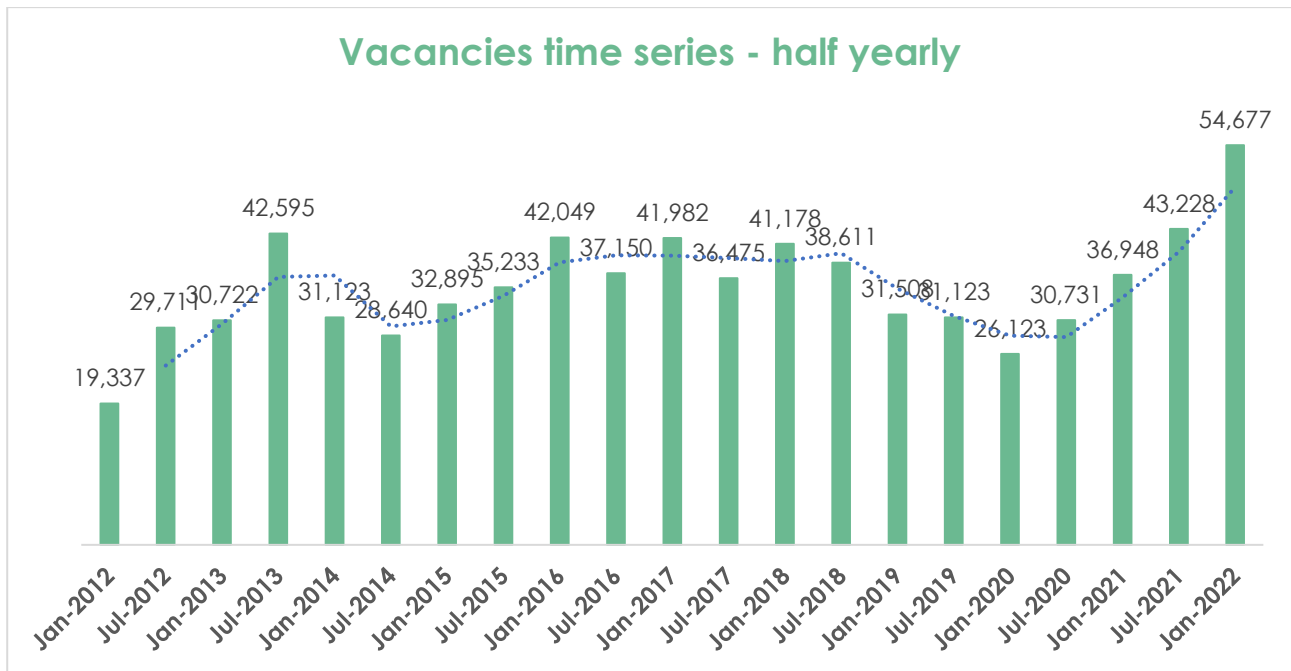


Figure 2. Dorset half-yearly vacancies 2012-2022. Lightcast™ 2022.

The second quarter labour demand significantly exceeded previous years, doubling the pre-pandemic demand from 2019 and the highest seen since 2012 when the record began.

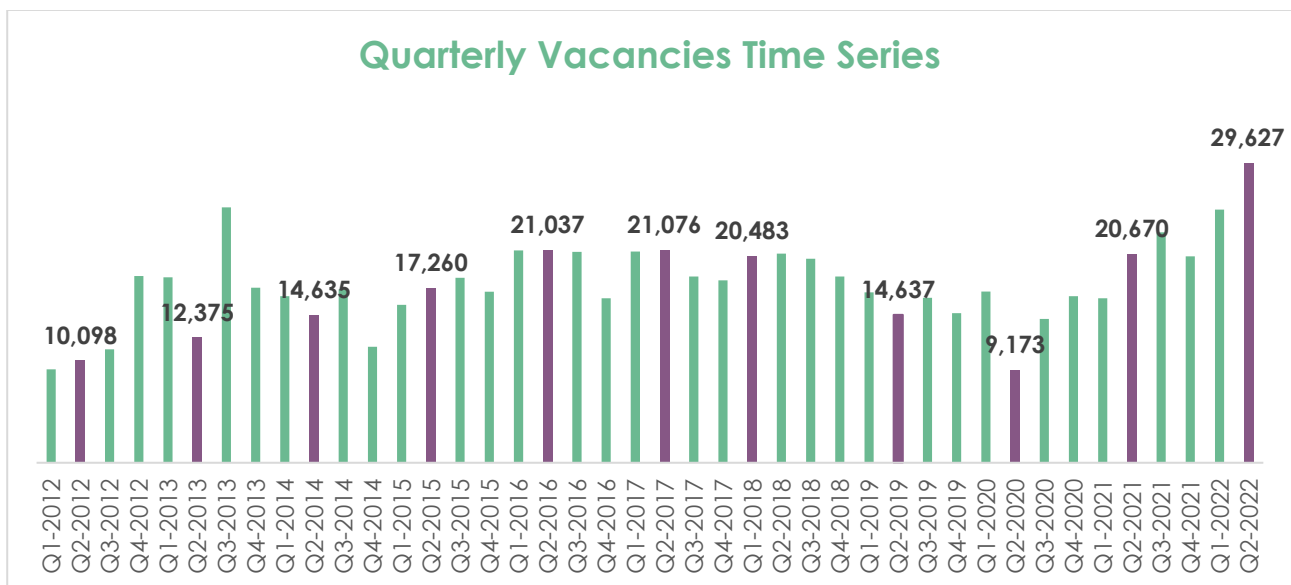


Figure 3. Dorset quarterly vacancies 2012-2022. Lightcast™ 2022.



Top employers and job creation in Dorset 2022

The employers continuing to top the charts in terms of labour demand were from a variety of sectors including healthcare (NHS and care firms), local government (BCP and Dorset Councils), finance (JP Morgan and LV=), tourism and hospitality (Bourne Leisure, Whitbread, Hall & Woodhouse and National Trust among others), education (BU and BPC), manufacturing (Holt Engineering and RNLI) and retail (ASDA, TESCO, Co-op, etc).

The National Health Service is by far the largest employer in Dorset – accounting for 9% of all Dorset vacancies and over 5 times as many as the second largest employer over the first half of the year - BCP Council, which overtook J.P.Morgan as the second largest employer.

Top Employers	#Jobs ▼
NATIONAL HEALTH SERVICE	4,694
BCP COUNCIL	781
JPMORGAN CHASE & CO	513
BOURNE LEISURE	414
BOURNEMOUTH UNIVERSITY	368
HOLT ENGINEERING LIMITED	273
COLTEN CARE LIMITED	233
WHITBREAD	226
TESCO PLC	203
DORSET COUNCIL	186
HALL & WOODHOUSE	185
VITALITY LIMITED	180
HAVEN LIMITED	179
AGINCARE GROUP LTD	170
CARE SOUTH	153
RNLI	148
CARE UK	124
CO-OPERATIVE GROUP LIMITED	113
ASDA	112
BRITANNIA HOTELS LIMITED	99
NATIONAL TRUST	97

Figure 4. Dorset Top Employers by number of jobs posted Jan-Sep 2021, Lightcast™ 2022.

Carers and office assistants overtook nurses and software developers as jobs most in demand in Dorset, while customer service, chefs, cleaners and kitchen staff continue to be in demand over the first half of the year as the tourism and hospitality revival is further boosted by the favourable weather conditions.

Professionals such as project, account and financial managers, lawyers and accountants also remain highly sought after.

Top jobs in demand

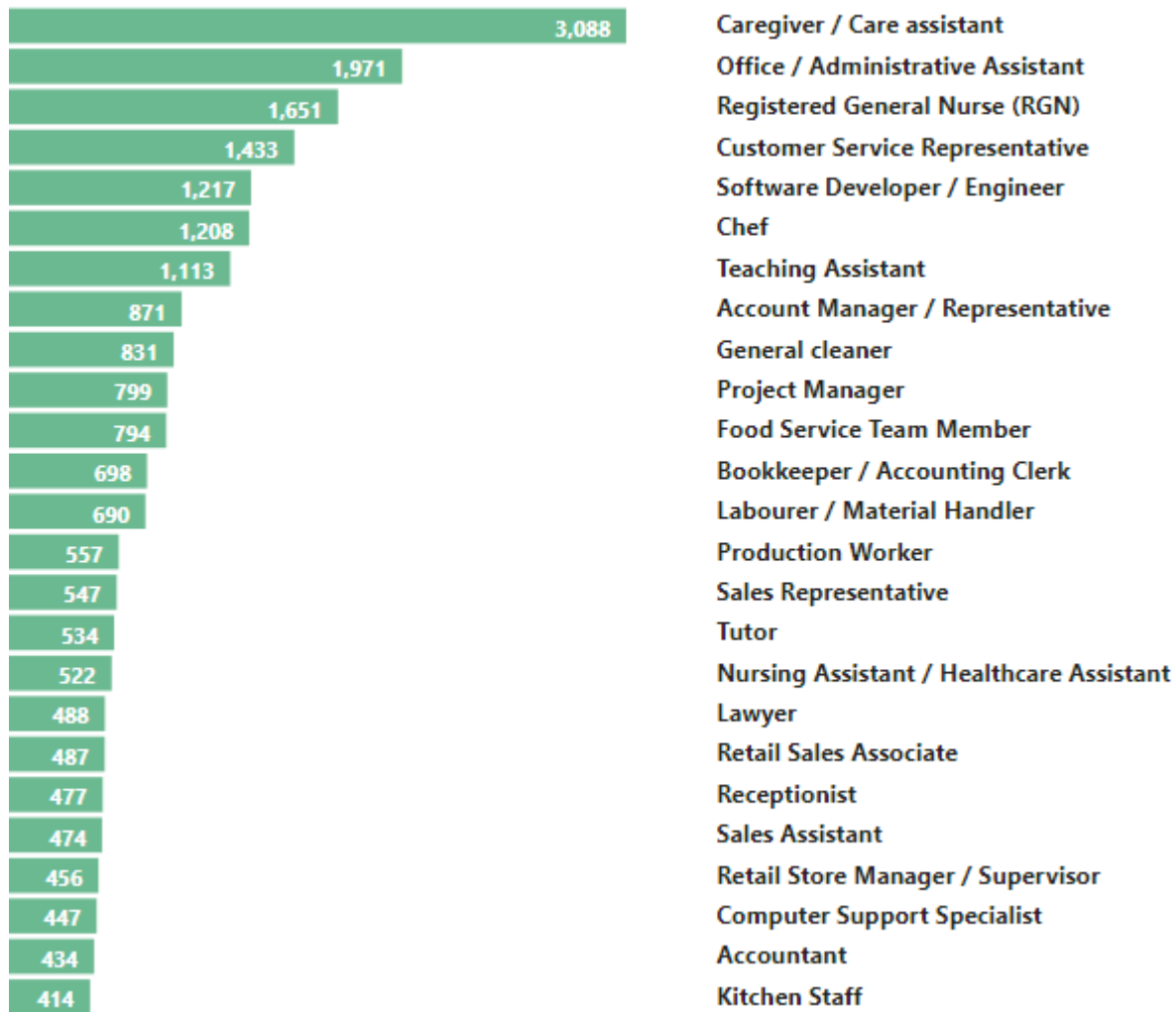


Figure 5. Dorset Top Jobs by number of adverts posted – Jan-Jun 2022, Lightcast™ 2022.

There are also exciting jobs prospects in Dorset:

- [Bournemouth Airport is hiring for a number of jobs](#)
- [McDonald's opening in Christchurch is delayed](#) the launch has been pushed back until the winter but more jobs will be created.
- [Travelodge has 30 jobs to fill in Dorset for summer](#)



Industries, Occupations and Skills

Over the first half of 2022 vacancy growth continued across all sectors of the economy in Dorset when compared to previous years, including pre-pandemic periods. The largest growth from the same period of last year was recorded in 'accommodation and food service' where there were 170% more vacancies in 2022 and 'education' with 110% increase, but across all sectors the vacancies in 2022 were at least a quarter higher than in 2021. While Healthcare remains the sector with highest demand – it represents smaller proportion of all vacancies in 2022 (30%) than in 2021 (34%) and 2020 (38%).

Top 10 industries - long-term developments - January - June

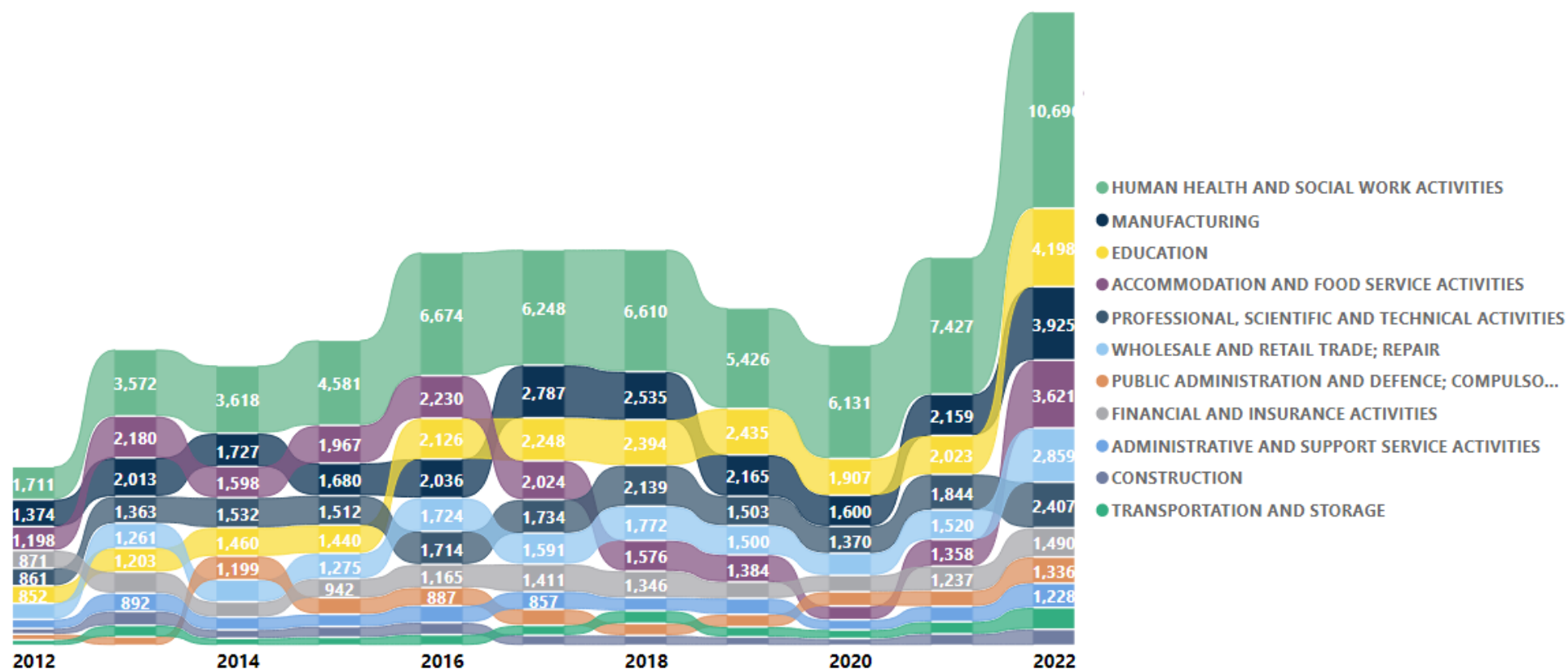


Figure 6. Vacancies by industries – first half of the year – time series. , Lightcast™ 2022.

Looking at most recent Quarter 2 developments, the most notable growth was in transportation and storage and real estate vacancies which grew more than 3 times from 2019.

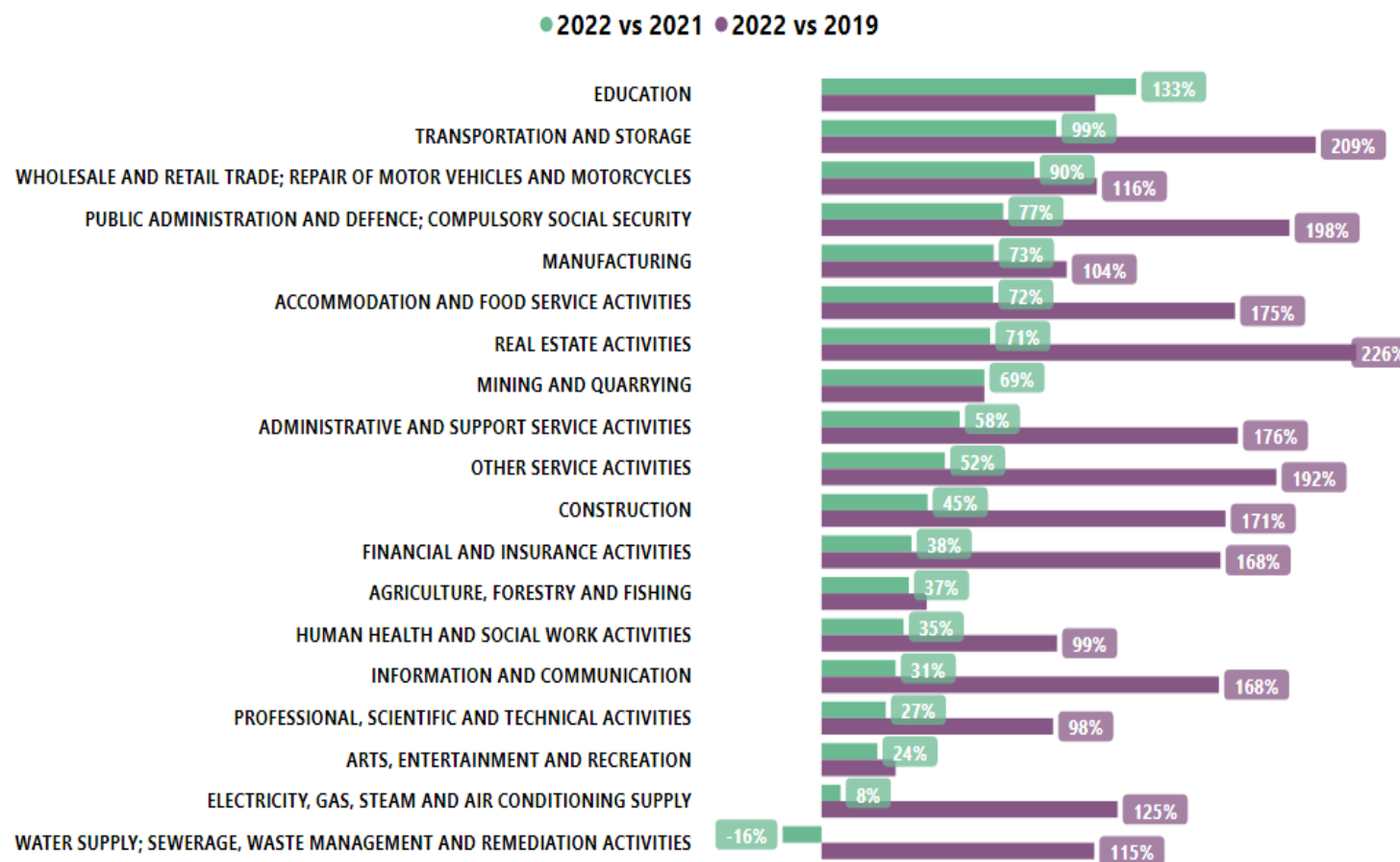


Figure 7. Vacancies by industry – Q2 2022 vs Q2 2021 and 2019. Lightcast™ 2022.

Over the first half of 2022 demand exceeded the previous three years significantly across all occupational groups.

Labour demand across all occupations also exceeded last three years'

In 2021, demand was strong and grew across all major occupation groups (using Standard Occupational Classification (SOC)). Demand grew on 2021 notably among those occupations most affected by the pandemic, such as Elementary (105% up), Administrative (66% up), Caring Occupations (64% up) and increased by 61% among Process and Machine Operatives.

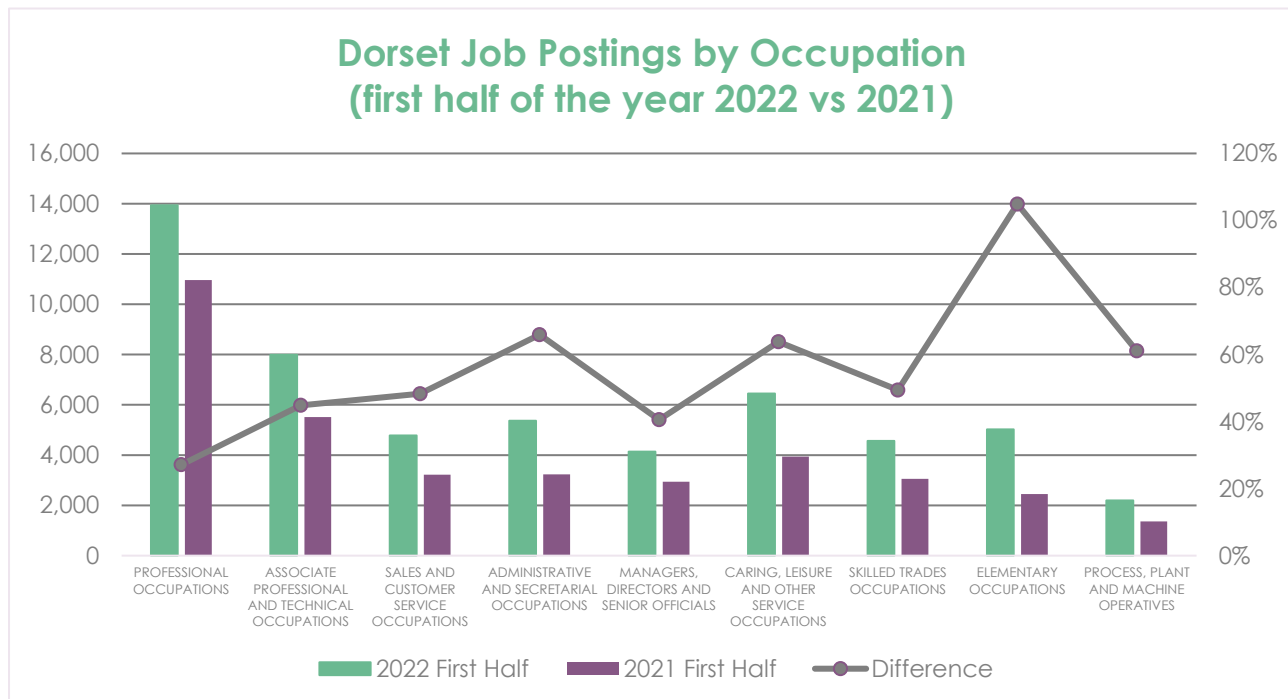


Figure 8. Occupational Developments Jan–Jun 2022 vs 2021. Lightcast™ 2022.

Looking at the long-term developments in occupations, we also see a dynamic picture (Figure 9).

High skilled roles (Managers, Professional and Associate Professional roles) that are typically occupied by college and university graduates accounted for 48% of the demand in Dorset. This marks a decline, compared to 53% in 2021 and 2019 and 57% in 2020 and reflects the strong growth in mid- skilled (particularly for Admin and Care workers) and lower-skilled roles (particularly Elementary) in Dorset, where the most labour shortages are currently being reported, as well as the lowest salaries and highest volatility.

The high skilled labour market however continues to be strong. Professional jobs are advertised in largest numbers and represent over a quarter (26%) of all vacancies over the first half of the year. Dorset also saw a 148% increase in the number of professional vacancies over the past decade. However, the most notable growth historically was seen in Caring Service occupations, where demand increased by over 540% over the past decade and Elementary Occupations where it grew by over 400%, clearly suggesting demand far outweighs supply and indicating acute recruitment challenges and competition amongst employers.

Top 10 occupations - long-term developments - Jan - June

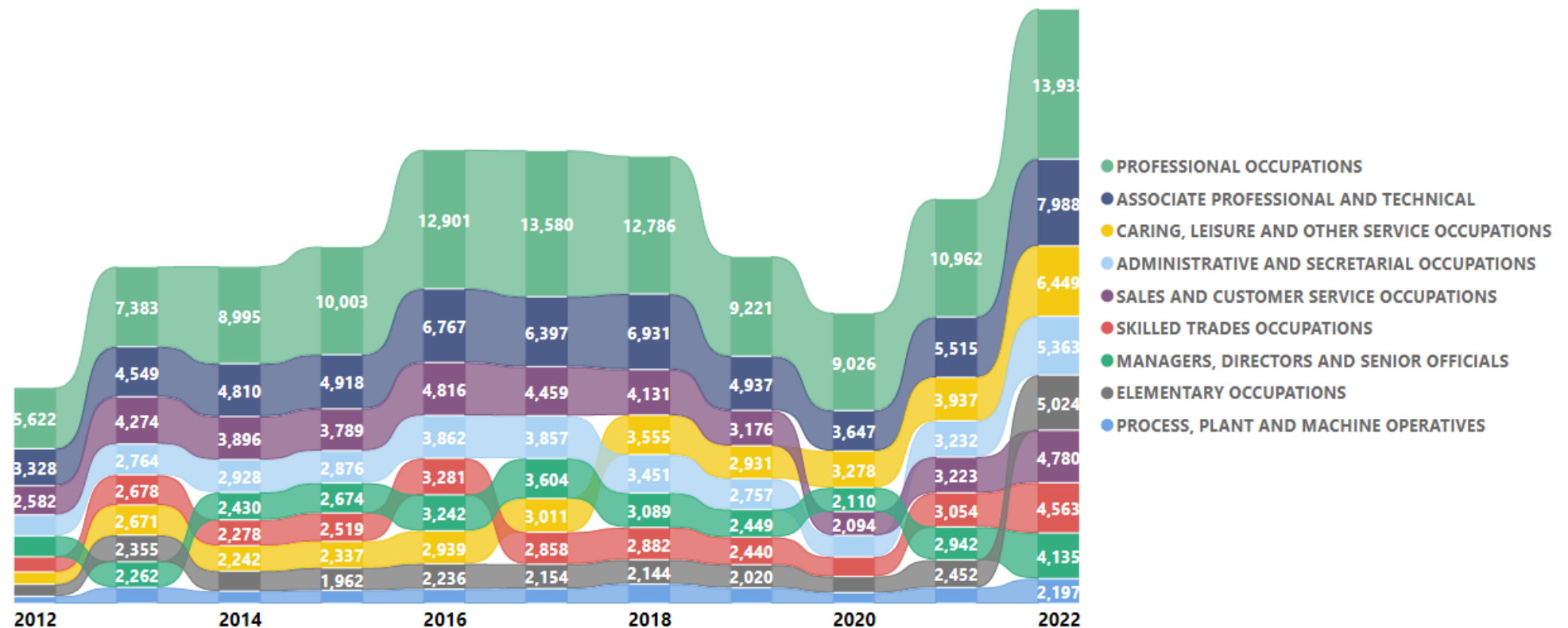


Figure 9. Occupation (SOC) Developments. . Lightcast™ 2022.

The top 3 jobs in demand within the top 3 occupation groups in Dorset were:

- Professional roles: nurses, programmers, and teachers.
- Associate professionals: HR, Engineering, and IT Support.
- Elementary: Kitchen and catering staff, cleaners, storage workers.

Top jobs by occupation - Jan - June



PROFESSIONAL

Jobs most in demand	#Job Postings
Nurses	2,266
Programmers and software development professionals	1,353
Teaching and other educational professionals n.e.c.	762
Secondary education teaching professionals	722
IT business analysts, architects and systems designers	526
Solicitors	514
Chartered and certified accountants	493
Primary and nursery education teaching professionals	463
Medical practitioners	452
Business and financial project management professionals	375

ASSOCIATE PROFESSIONAL

Jobs most in demand	#Job Postings
Human resources and industrial relations officers	672
Engineering technicians	587
Science, engineering and production technicians n.e.c.	569
IT user support technicians	505
Marketing associate professionals	486
IT operations technicians	341
Health associate professionals n.e.c.	306
Buyers and procurement officers	304
Finance and investment analysts and advisers	267
Welfare and housing associate professionals n.e.c.	247

ELEMENTARY

Jobs most in demand	#Job Postings
Kitchen and catering assistants	1,381
Cleaners and domestics	818
Elementary storage occupations	558
Elementary construction occupations	444
Waiters and waitresses	399
Elementary administration occupations n.e.c.	302
Security guards and related occupations	271
Bar staff	201
Other elementary services occupations n.e.c.	162
Elementary process plant occupations n.e.c.	137

Figure 10. Top jobs within top occupational groups (Professional, Associate Professional and Elementary). Lightcast™ 2022.

As [report findings of an unprecedented NHS staffing crisis](#) emerged, estimating that England is now short of 12,000 hospital doctors and more than 50,000 nurses and midwives, and NHS staffing levels now pose a serious risk to patient safety, Dorset's data on professional demand trends reveal that over the first half of the year, 'healthcare occupations, including nursing' hit an all-time high and remained the most in demand occupations in Dorset having seen a 30% increase on the previous year and representing a fifth of all vacancies locally. The largest increases however, were seen in 'tourism and hospitality' - 137%↑(accommodation and food) and 'education and training' - 102%↑- where vacancies more than doubled from last year and reached levels of demand unseen before.

Top 10 professional families - long-term developments Jan - June

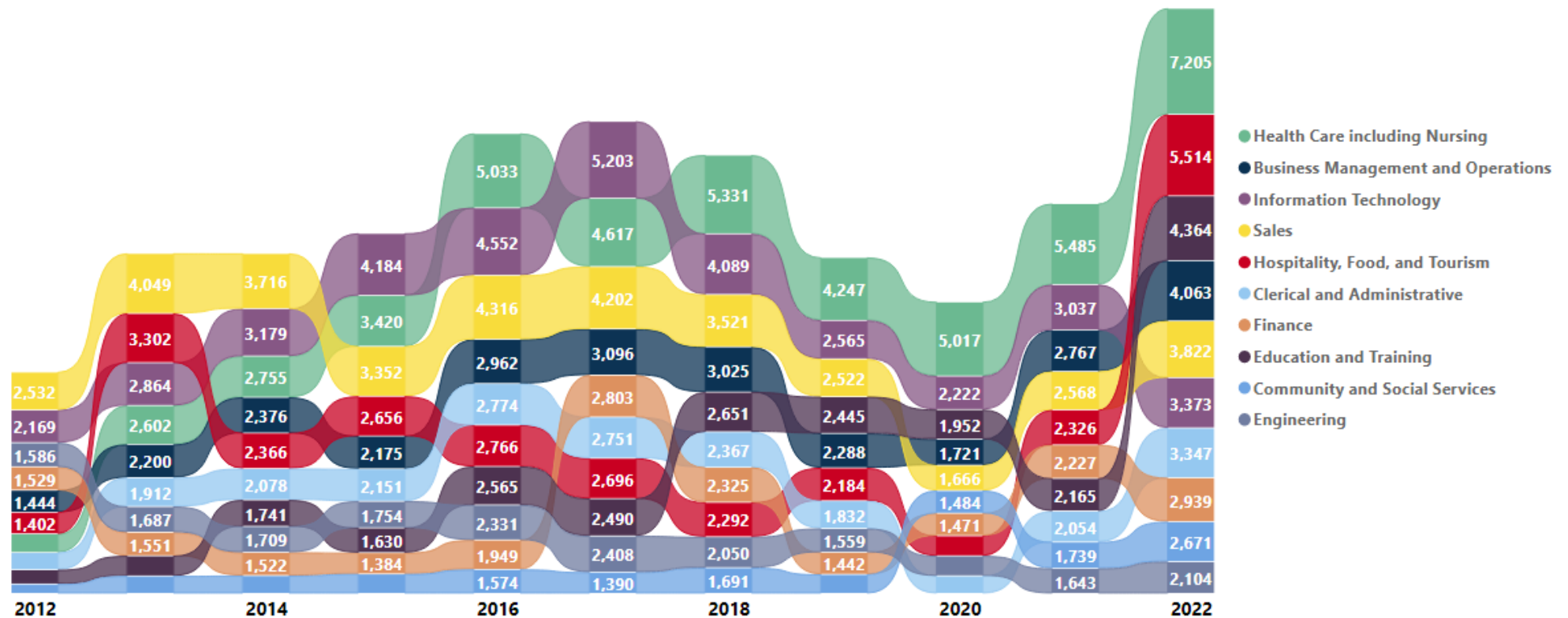


Figure 11. Professional demand trends. Lightcast™ 2022.

Most frequently requested subject areas and skills

Over the first half of 2022, the subject areas most frequently quoted by employers in job postings were Business, Engineering, and Teaching.

The baseline skills most in demand were communication, customer service and sales, while marketing, nursing and finance were topping the specialised skills charts. Microsoft office applications were topping the digital skills charts, closely followed by software engineering and development

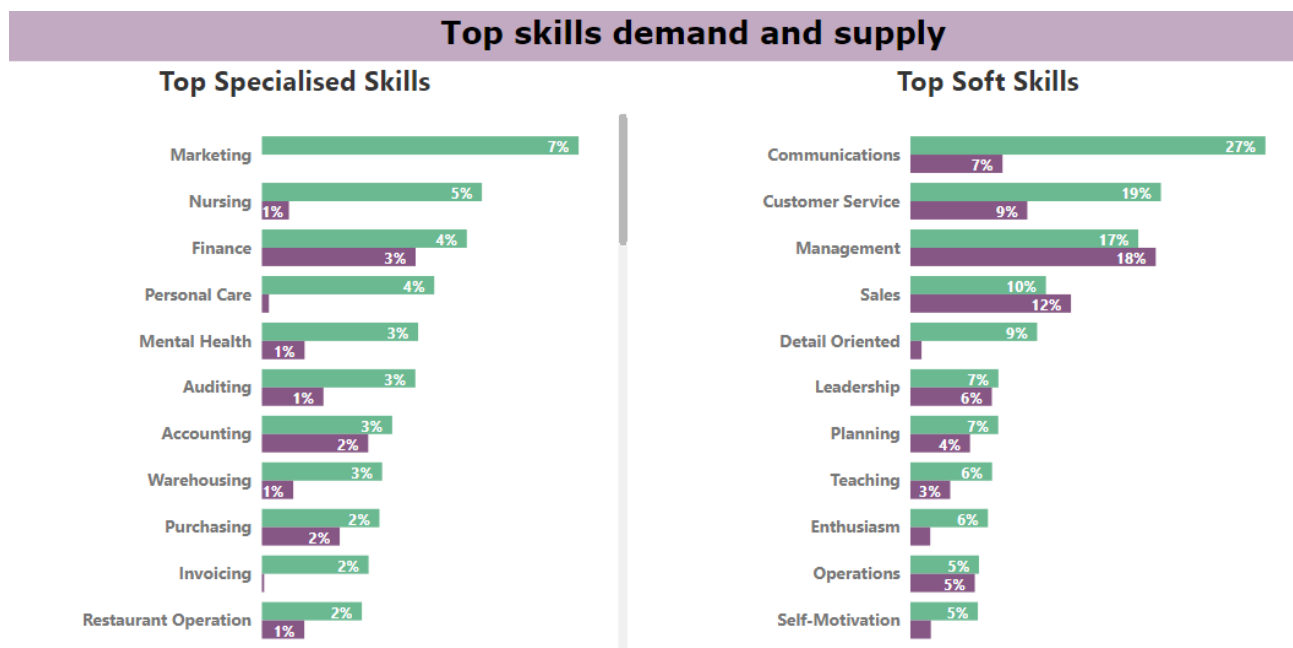


Figure 12. Skills most frequently requested by employers and corresponding personal profiles in Dorset. Lightcast™ 2022.

Over half (57%) of the advertised jobs throughout the first three quarters of 2021 required less than 2 years of experience and a further third recommended between 3 and 5 years of experience.

Half of the jobs required GCSE's and A Levels as a minimum and 40% required degrees.

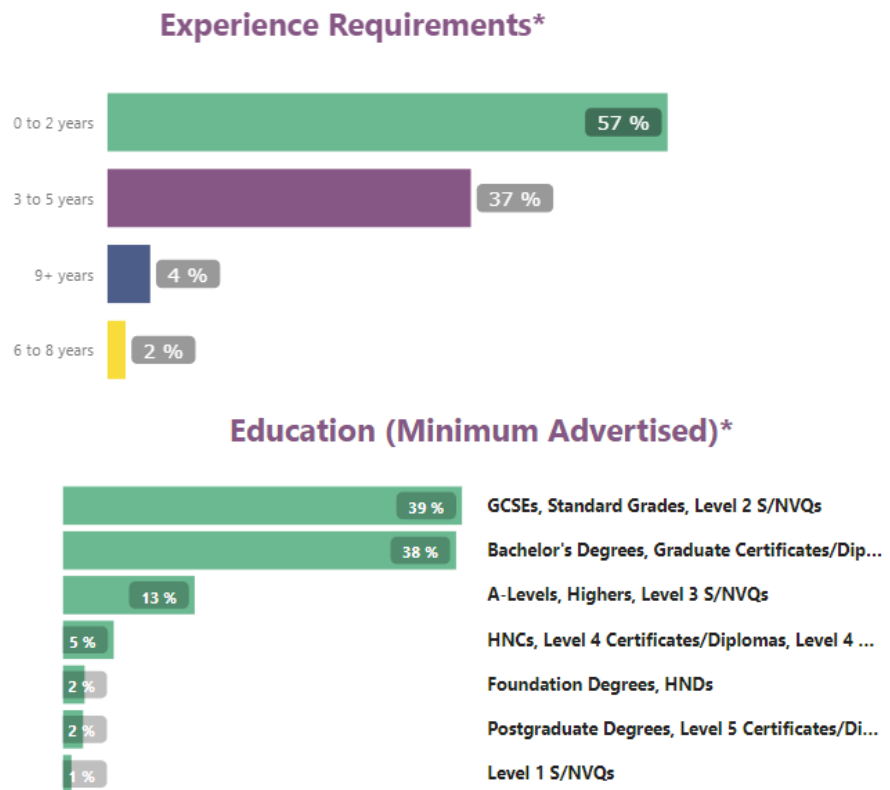


Figure 13. Figures to be taken with caution due to large number of missing data points. | Source: Burning Glass Technologies: Labour Insight. 2021.

Explore more local vacancies and opportunities by visiting Dorset LEP's [Vacancies and Opportunities Dashboard](#)



Employment Statistics in Dorset



Employment levels

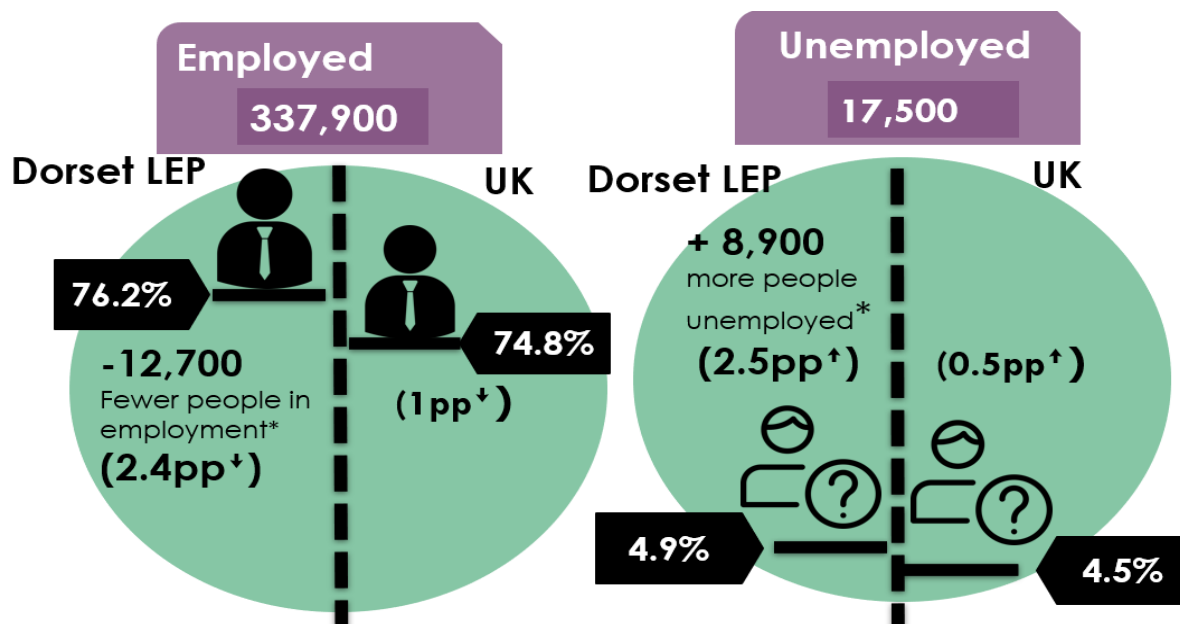
Employment in Dorset fell, but rates remained favourable compared to the national reference.

Unemployment however reached 4.9% - and exceeded national rates for the first time on record. The number of economically inactive people who want a job fell by 7% in Dorset vs 2% nationally.

The latest employment and unemployment statistics available for Dorset are from December 2021 and showed the pandemic (2020-21) affected Dorset's labour market more severely. After record employment levels back in 2019 (79%), and despite the furlough scheme, the pandemic resulted in 2.4 pp decline in employment (vs 1 pp nationally) and doubling unemployment rates locally, which exceeded national levels for the first time on record.

Unemployment rate was 4.9% - with 8,900 more people unemployed than pre-pandemic rates from 2019. An unemployment rate around 5% however is still relatively healthy and historically was last seen in Dorset in 2014. Economic inactivity also slightly increased by 0.5% in line with national increase and the number of economically inactive people grew by 1,500 and reached 88,200. More worryingly, only 14,400 of those economically inactive wanted a job – a 7% decline in Dorset, compared to 2% decline nationally.

While employment also fell to 76.2% with 12,800 fewer people in employment compared to a year earlier, Dorset employment rates still compare favourably to the national picture (74.8%).



* Figures refer to the period Jan 2021-Dec 2021 in comparison to Jan 2019-Dec 2019 - ONS Annual Population Survey 2021

Figure 14. ONS Annual Population Survey 2021 (for the period Oct 20- Sep 21)

Falls in employment specifics

The sectors with largest decline in the number of people in employment were in Public Administration, Education & Health (16,000 down),

Those unemployed with serious health conditions increased by 208% and made 43% of all unemployed (from 27% back in 2019).

The occupations with largest declines of employment from 2019 were Management occupations (9,400 down), Skilled Trades (7,200 down), and Elementary (5,900 down), while employment increased most significantly in Professional occupations (9,400 up).

Cautious growth in self-employment.

In Dorset, 3,100 more self-employed were recorded at the end of 2021, compared to a year earlier but they were still 3,200 fewer than back in 2019.

Increase in pay seen nationally not yet reflected in Dorset.

[ONS latest estimates](#) (for the three months March to May 2022) a 6.2% growth in average total pay (including bonuses) and 4.3% growth in regular pay (excluding bonuses) among employees nationally. ONS cautions however, that in real terms (adjusted for inflation), pay fell on the year at negative 0.9% for total pay and 2.8% - a record fall in regular pay.

Local data available on annual basis illustrates a 6% increase in the gross weekly pay in 2021 in Dorset, compared to a 4% increase nationally.

Gross Weekly Pay (Median)

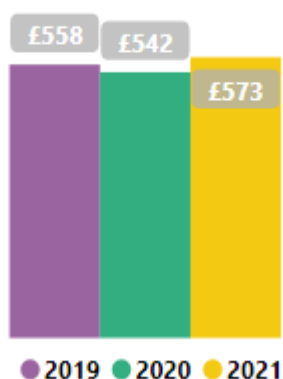


Figure 15. Source: ONS Annual Survey of Hours and Earnings

Continued decline in unemployment benefit claimants.

The number of people claiming unemployment related benefits have seen a month-on-month drop from a peak back in March 2021. There were circa 13,120 claimants in Dorset in June 2022 – 47% (11,650) fewer than back in March 2021. Among them were 1,840 young people (18-24) claiming unemployment support at the end of June – 59% decline since the peak in March last year.

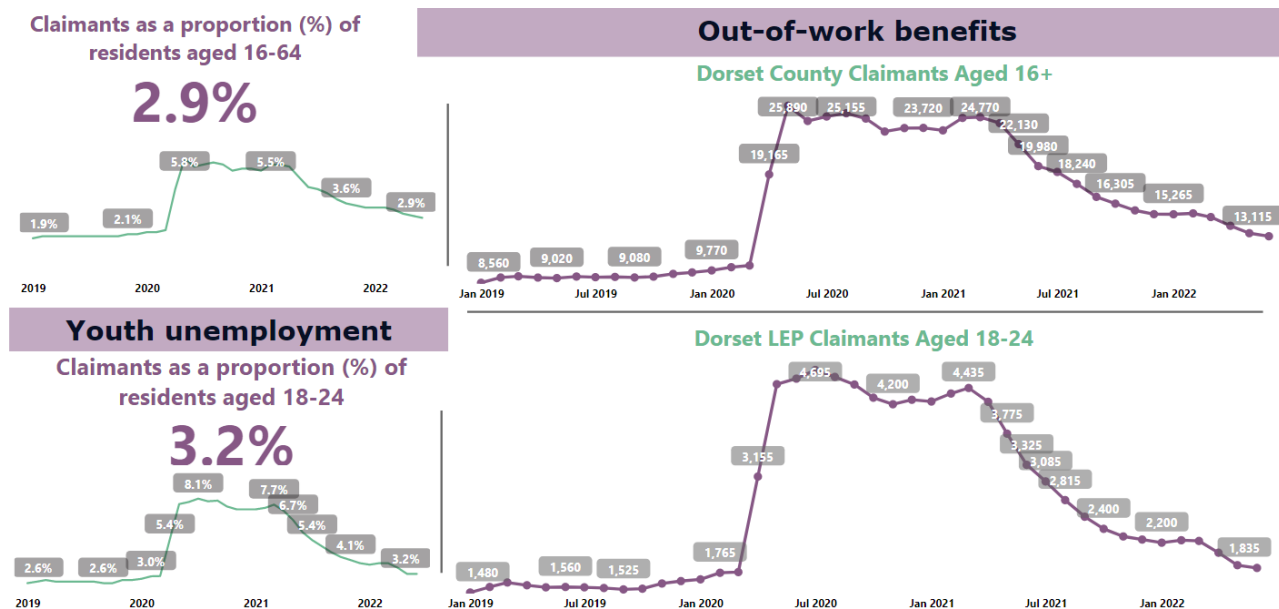


Figure 16. ONS, Claimant counts

The **13,120 people in Dorset claiming universal credit due to unemployment at the end on June** represent 2.9% of the working age residents in the county (3.8% UK) – down from 5.5% (6.4% UK) in March 2021. The numbers were higher in Bournemouth, Christchurch and Poole (3.4%, n=8,330) and lower in Dorset Council area (2.3%, n=4,785).

As significant number of people have come off unemployment related benefits over the past months, claimant counts in Dorset **closer to the pre-pandemic state (2.2%)**.

Young people still more affected, but levels declining faster.

At the end of June **1,840 18-24 year olds** in Dorset were in receipt of unemployment related benefits (3.2% with 4.4% UK reference). While young people in receipt of unemployment related benefits remain higher in proportion, the rate of decline was also higher, marking a 59% drop in claimants among this age group since March 2021.

To explore more trends visit
dorsetlep.co.uk/employment-statistics

In the Spotlight

To inform the two local authorities in their UK Shared Prosperity Fund applications, Dorset LEP has worked with local councils to develop detailed labour market and economic profiles.

In the Spotlight: Dorset and BCP Dashboards

Dorset LEP has developed labour market and economic indicators data for [BCP](#) and [Dorset Council](#) to support the local authorities in their UK Shared Prosperity Fund submissions. Data indicates continuous challenges with productivity across the two local authorities, some challenges identified in terms of availability of high-quality jobs and sector diversity, particularly in Dorset Council area, as well as significant labour force challenges.

[Latest Census statistics from 2021](#) show that population growth in BCP has exceeded projections and has reached 400,000 a year earlier. On the contrary, Dorset Council population has in fact slightly declined. With 30% of its residents in retirement age, compared to an England average of 18%, fewer working age people (208,500; 54% vs 62% nationally), and higher proportions nearing retirement (85,000 aged 50-64; 41% of working aged people), Dorset is among the most aged local authority areas in the UK with serious dependency and workforce issues deepening over time.

The latest [productivity figures](#) from 2020 show that all industries across the two local authorities are worth 18.2 billion - marking a decline of 708 million (4%) from 2019, illustrating the effects of the pandemic across sectors with tourism and hospitality contracting by 40% (DC-36% and BCP – 42%).



Chart of the Quarter



Chart of the Quarter: Industry Productivity

Early pandemic effects on
productivity of Dorset's economy

Overall Productivity

The recently released ONS figures on sub-regional productivity over the first year of the COVID 19 pandemic, show that **Dorset's total economy was worth an estimated 18.2 billion in 2020, marking a 4% decline on the previous year**, compared to a 3% national decline¹.

Dorset Economic Output (2020)

18.2bn

The latest figures show that each hour worked in Dorset created an average of £33.14 productive value in 2020, compared to £37.73 produced per hour nationally, **the gap now standing at £4.59 less produced per hour worked in Dorset**.

Interestingly, productivity per hour worked in Dorset increased by 3% (which compares to 2% increase nationally). This means that the gap between Dorset's and the national productivity levels has narrowed from £3 billion in 2019 to £2.5 billion in 2020.

Productivity by Industry

The Chart of the Quarter (Figure 17) shows productivity per industry in Dorset in 2020, the long-term trends in industries before the pandemic hit and the change seen in industry outputs over the first year of the pandemic.

Real estate was by far the most productive sector, followed by Healthcare, Retail, Financial Services and Manufacturing – all contributing over £1.7 billion to the economy in 2020. Most sectors grew between 2010 and 2019 with largest growth seen in ICT, Health, Real Estate and Professional services - all increasing their productive output by more than 40% over that period.

However, the 2020 pandemic restrictions affected most sectors of the economy, and growth was only recorded in the essential areas of healthcare, education, public services and ICT, while the largest decline of 39% was recorded in tourism and hospitality, as the sector remained largely closed over most of the year.

¹ [Regional gross value added](#) (balanced) by industry: city and enterprise regions



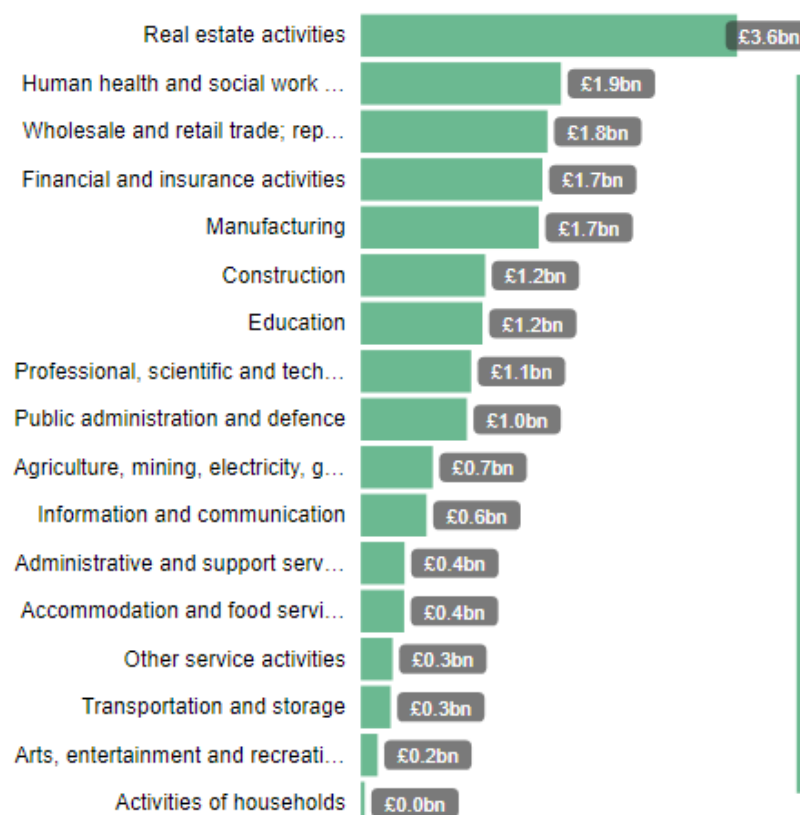
Productivity by industry | GVA



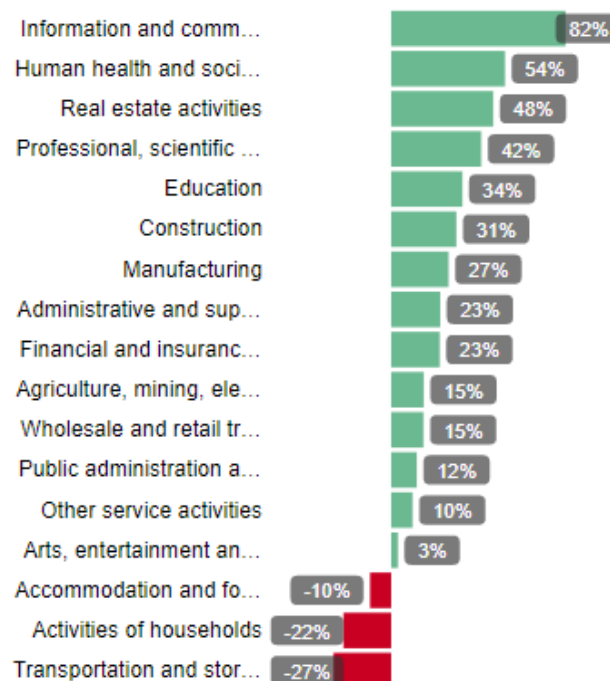
All industries

£18.2bn

Gross Value Added by industry (2020)



% Change (2010 - 2019)



% Change (2010 - 2019)

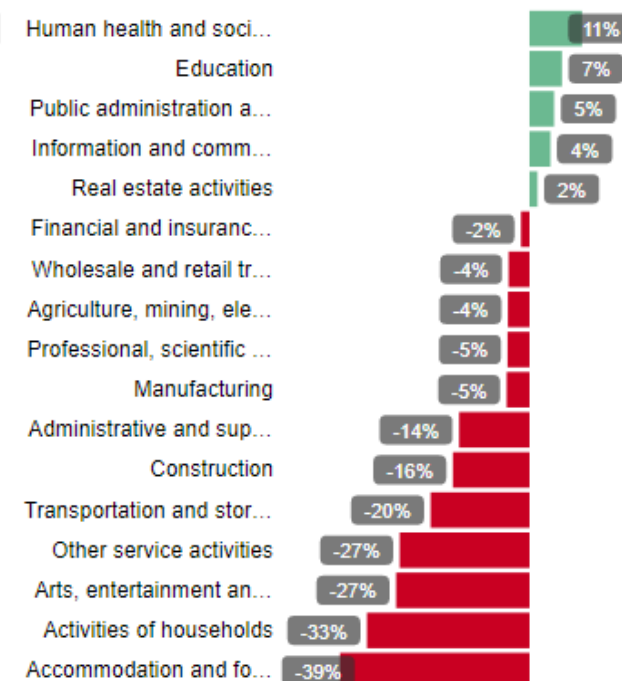


Figure 17. Productivity of Dorset's industries. Source: ONS, Regional gross value added (balanced) by industry: all regions, 2020, published July 2022).

Future Career Corner



Future Career Corner: Remote & Hybrid

Some of the pandemic trends in consumer and social behaviours appear to have lasting effects with online spending still much higher and the number of people working from home in the first quarter of 2022 more than double (109%↑) than prior the pandemic - now 30% of workers in the South West working from home and more than three-quarters of employers now offer hybrid working.

Annual vacancies offering home working in Dorset

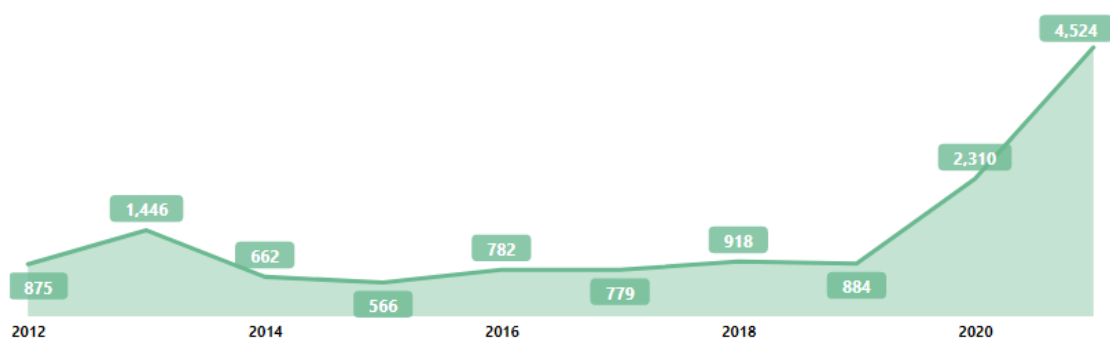


Figure 18. Number of home working jobs in Dorset – time series. Lightcast™ 2022.

With growing staff shortages across industries, demand for remote and hybrid working is currently one of the most prominent trends. While there are conflicting opinions across the business base on the benefits of remote working and the longevity of these trends, the increase in the number of remote and hybrid roles available on the market reflects employers' response to applicant preferences and expectations, and the opportunity to attract and retain workforce in a very tight market.

[New research from Zoom & Indeed reveals that Bournemouth ranks 14th among the UK's top 25 hiring hotspots for remote workers.](#)

Vacancies offering work from home 2022 (Jan - June)



Latest vacancy data illustrates the number of jobs advertised as home working increased exponentially over the pandemic and this trend continued over the first half of this year with almost 3,000 jobs advertised over the first half of the year – almost 6 times more than before the COVID 19 pandemic.

2022 v 2021

37%



2022 vs 2019

574%



Is hybrid working here to stay?

According to data from the Opinions and Lifestyle Survey (OPN) published by ONS, people working from home throughout the pandemic were more likely to continue working mostly from home. The data also identified a correlation between hybrid/remote working and employees' income, revealing that high earners are more likely to hybrid work, or work from home. The survey also explores how the different sectors approach hybrid and remote work, revealing that businesses operating in information and communication are most likely to permanently adopt homeworking, with over half of them (53%) planning to do so. This is followed by companies operating in professional, scientific and technical activities (43%), education (37%) and real estate firms (32%).

The top three reasons that employers mentioned behind their decisions to embrace homeworking as a permanent business model were:

- Improved staff well-being
- reduced overheads
- increased productivity

Yet, as the ongoing experiment of home/hybrid working is continuing, an increasingly complicated picture is emerging; from research showing that remote workers are putting in longer hours at their desk, to data suggesting that up to 80% of UK workers feel that working from home has negatively impacted their mental health.

Many companies now experience the challenges of homeworking, and reporting

- Difficulty with work-home separation
- Decreased social life
- Difficulty with motivation
- Lack of teamwork and sense of belonging.

Microsoft's 2022 New Future of Work Report found that although remote work can improve job satisfaction, it can also lead to employees feeling "socially isolated, guilty and trying to overcompensate". The evidence to date indicates that people's personal circumstances and preferences are a key factor in whether remote work brings them any benefits – and, if so, whether the value of these benefits overrides downsides like isolation and loneliness.

