

# Dorset Labour Market Insights

The Dorset and BCP labour market continued to be characterised by relatively strong demand for labour through much of 2022, as evidenced by continuing high levels of advertised vacancies and feedback from businesses of skills shortages.

However, much of the wider context has been provided by the cost of living crisis and the pressure that it has placed on household finances. Consequently, whilst nominal wages have grown strongly (at least in the private sector) they continue to fall in real terms. Wage pressures for many have resulted in industrial action across the UK.

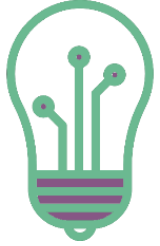


Image source: CNN Dec 22

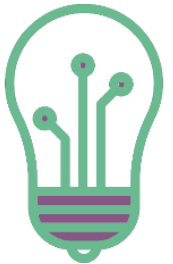
Read full report on [Dorset Labour Market and Skills latest insights](#)

Look back  
at 2022

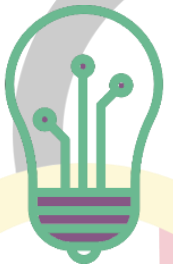
# The economy



**Latest ONS Quarterly estimates** illustrate that the economy grew by 0.1% in November 2022, but is still below its pre-coronavirus level. Whilst the early part of 2022 saw some marginal growth, there has been particular softness in growth if late – not least disrupted by the financial turmoil that surrounded political announcements in the Autumn. Commentators are mixed about whether the economy is in recession or is maintaining some ‘soft’ growth.



**The Bank of England** reported that employment intentions were flat and that recruitment difficulties had eased. Broadly, companies expect to keep headcount flat over the coming year, suggesting that the labour market had started to loosen. However, in some sectors such as business services, there were still expectations that hiring would continue.



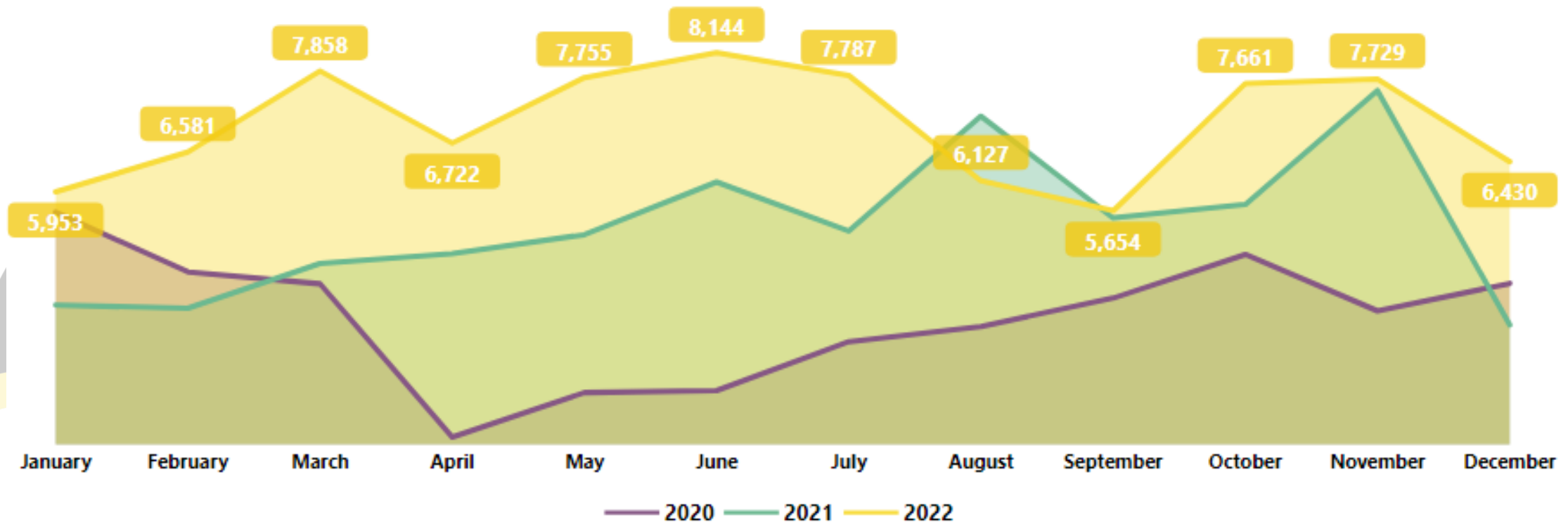
**The Recruitment and Employment Confederation Jobs Outlook** also reported on a dampening in recruitment, with hiring activity at the end of 2022 rising by the slowest rate since February 2021. The number of people placed into permanent jobs fell for the third month running at the end of 2022. Uncertainty surrounding the outlook also dampened candidate availability, as more people became cautious around seeking out new roles in the current climate. Combined with an already tight labour market, this drove further drops in the supply of both permanent and temporary labour.

# A year of variability



The jobs market was ever-changing but strong. Overall recruitment continued to be high in 2022, exceeding previous two years over most of the year, particularly during the summer months. The signs are that the combination of high inflation and turmoil in financial markets due to political volatility in the Autumn may have begun to dampen advertised vacancies – although we would need to monitor into early 2023 to understand whether this fall is sustained.

## Monthly Vacancies (2020, 2021, 2022)



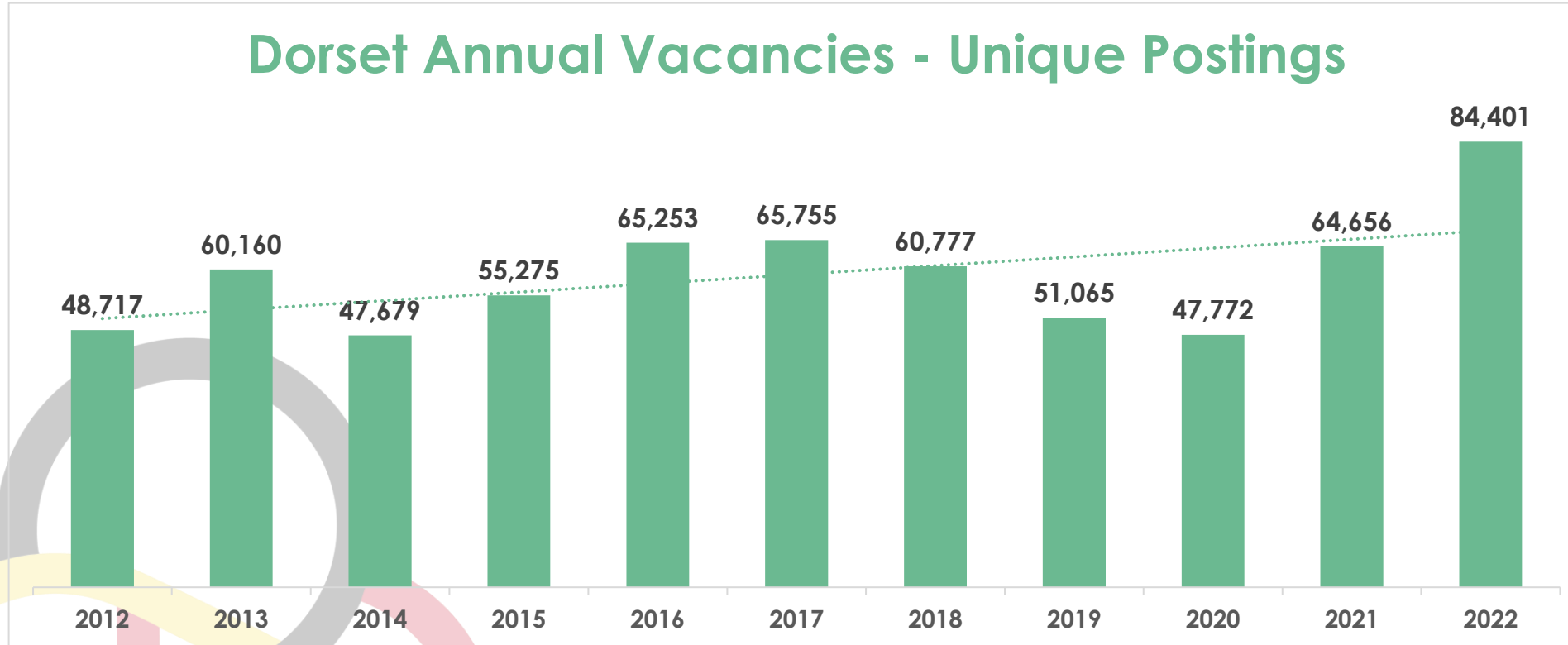
# Strongest job demand on record



Despite the intra-year variability, the aggregate vacancies advertised throughout 2022 were the highest on record - 31% on 2021 and 65% on 2019. There was a greater annual rise in Dorset when compared to the national picture.

2022

## Dorset Annual Vacancies - Unique Postings



2022 v 2021  
(Dorset)

↑ **31%**  
(UK)

↑ **25%**

(see [Vacancies and Opportunities dashboard](#))

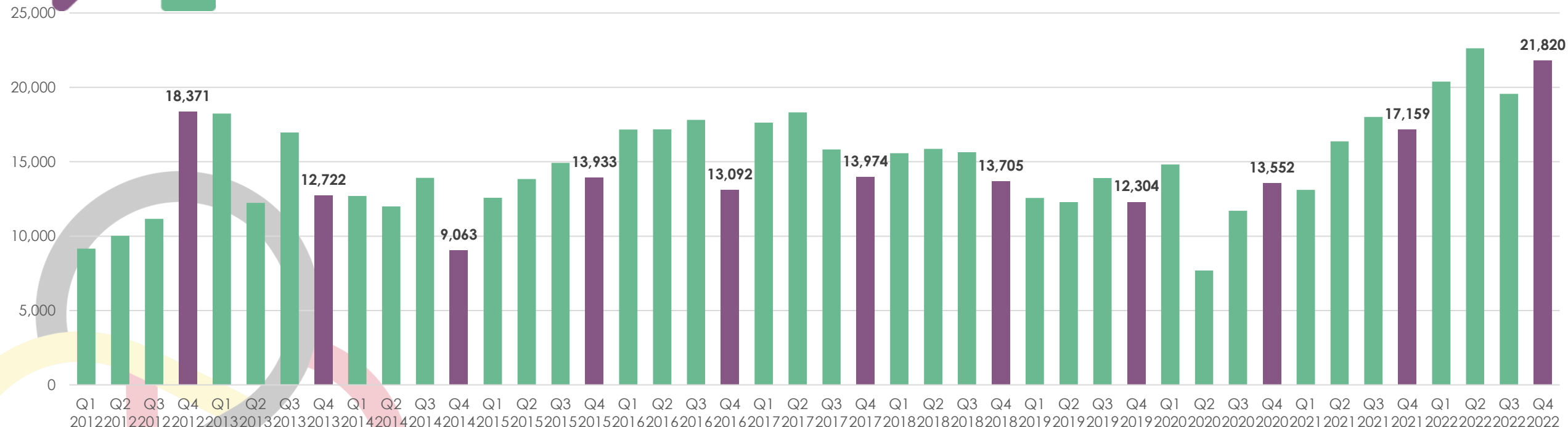
Lightcast™ 2022

# A matching last quarter



Whilst traditionally there sometimes tends to be a seasonal drop in recruitment towards the end of the year, the last quarter of 2022 was marked by a higher number of vacancies when compared to Q3. It is difficult to draw too many conclusions from quarterly data, although it does suggest that labour demand (with advertised vacancies as the proxy) would still need to fall some distance across Dorset to return back to pre-pandemic levels. This should be set against continuing tight labour supply.

## Dorset Quarterly Vacancies - Unique Postings



# Top employers



The National Health Service is by far the largest employer in Dorset – accounting for c9% of all vacancies and over 5 times as many as the second largest employer - J.P.Morgan. The NHS and the care sector continues to face significant skills shortages and recruitment difficulties. Demand has also been high at local Councils, Bournemouth University and residential care firms. The table also reflects that much recruitment still flows through recruitment agencies.

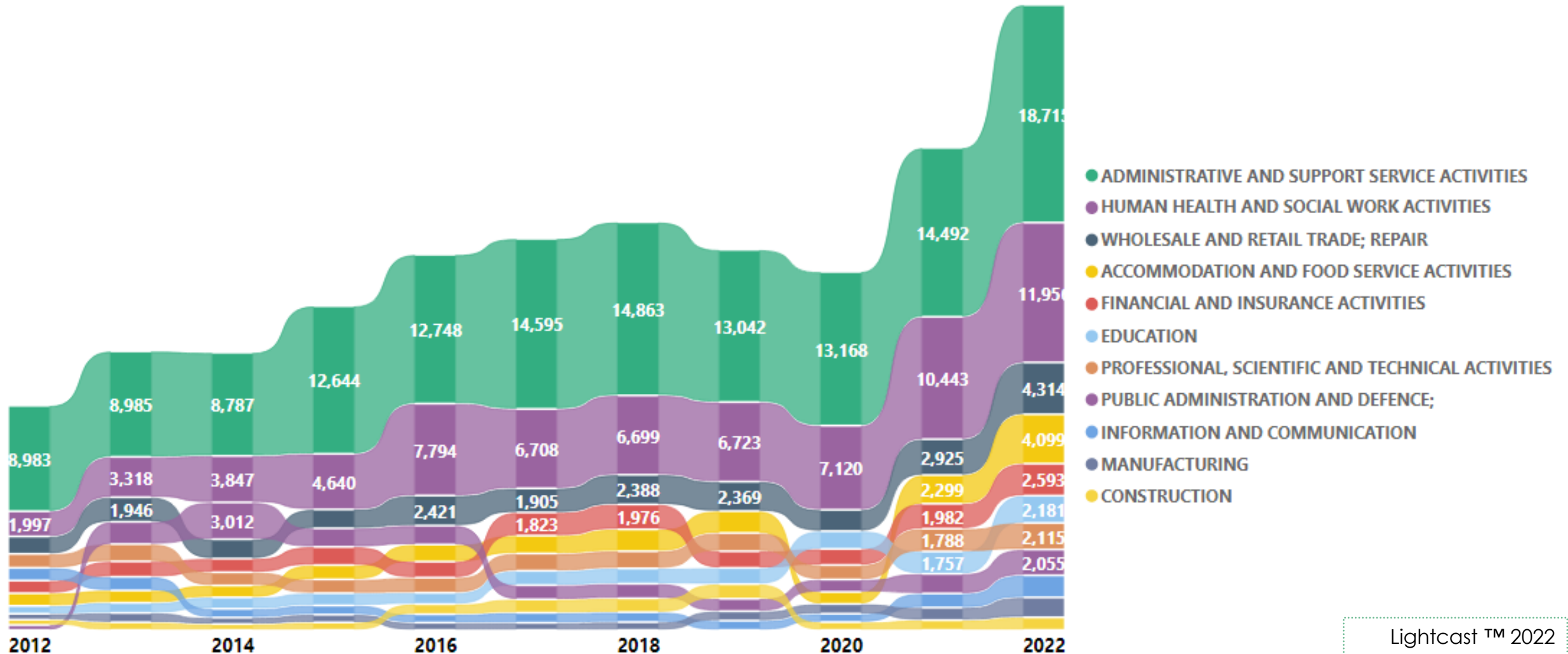
There has remained some strong demand by manufacturers and engineering companies, as well as those in the hospitality industry.

Top Employers	# Unique Job Postings
NHS	7,184
JPMorgan Chase	1,351
Bond Williams	1,252
Hays	1,047
Newcross Healthcare Solutions	1,039
Rubicon Recruitment	989
BCP Council	722
Dorset Council	677
Bournemouth University	649
Adecco	593
Bourne Leisure	519
Holt Engineering	517
Rise Technical Recruitment Ltd	493
Reed	450
Whitbread	422
Tesco	409
Randstad	404
Nigel Frank	348
Ultra Group Company Limited	338
Agincare Group	324
Colten Care	308
Office Angels	294
Perfect Placement Uk	291
First Care Agency	280
Hall & Woodhouse Ltd	265
Vitality Corporation Bv	249

# Industries

The industry coding and reporting algorithm behind these reports has changed with Administrative and Support service activities now appearing with the largest number of vacancies. These services reflect a multitude of activities, serving businesses and organisations operating in different parts of the economy and seeing a sustained strong demand and growth within the past year.

There is also an ever-increasing demand for labour in the human health and care sectors. The number of advertised vacancies in 2022 was 70% higher than at pre-pandemic levels and is a major component of overall labour demand across Dorset.





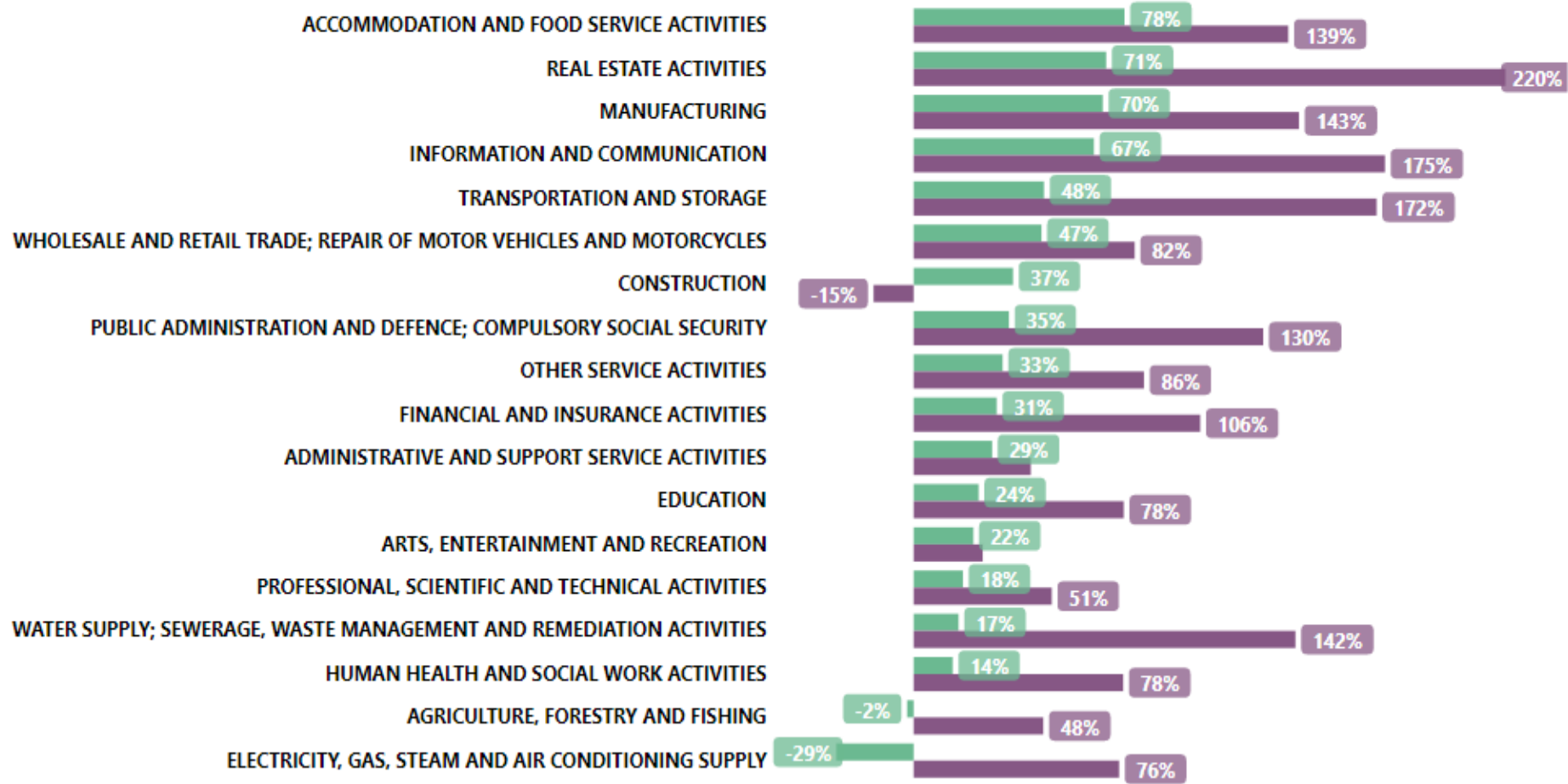
# Industries

Labour demand across industries was consistent with the previous year and saw considerable growth in 2022 across most industries in Dorset when compared to vacancies in the previous years and pre-pandemic (2019).

Most notably, 2022 saw strong levels of vacancies in tourism and hospitality, real estate, engineering and manufacturing and ICT. The level of advertised construction vacancies was lower in 2022 than pre-pandemic (although much recruitment in this sector tends to be quite informal).

## Difference in number of vacancies per industry

● 2022 vs 2021 ● 2022 vs 2019

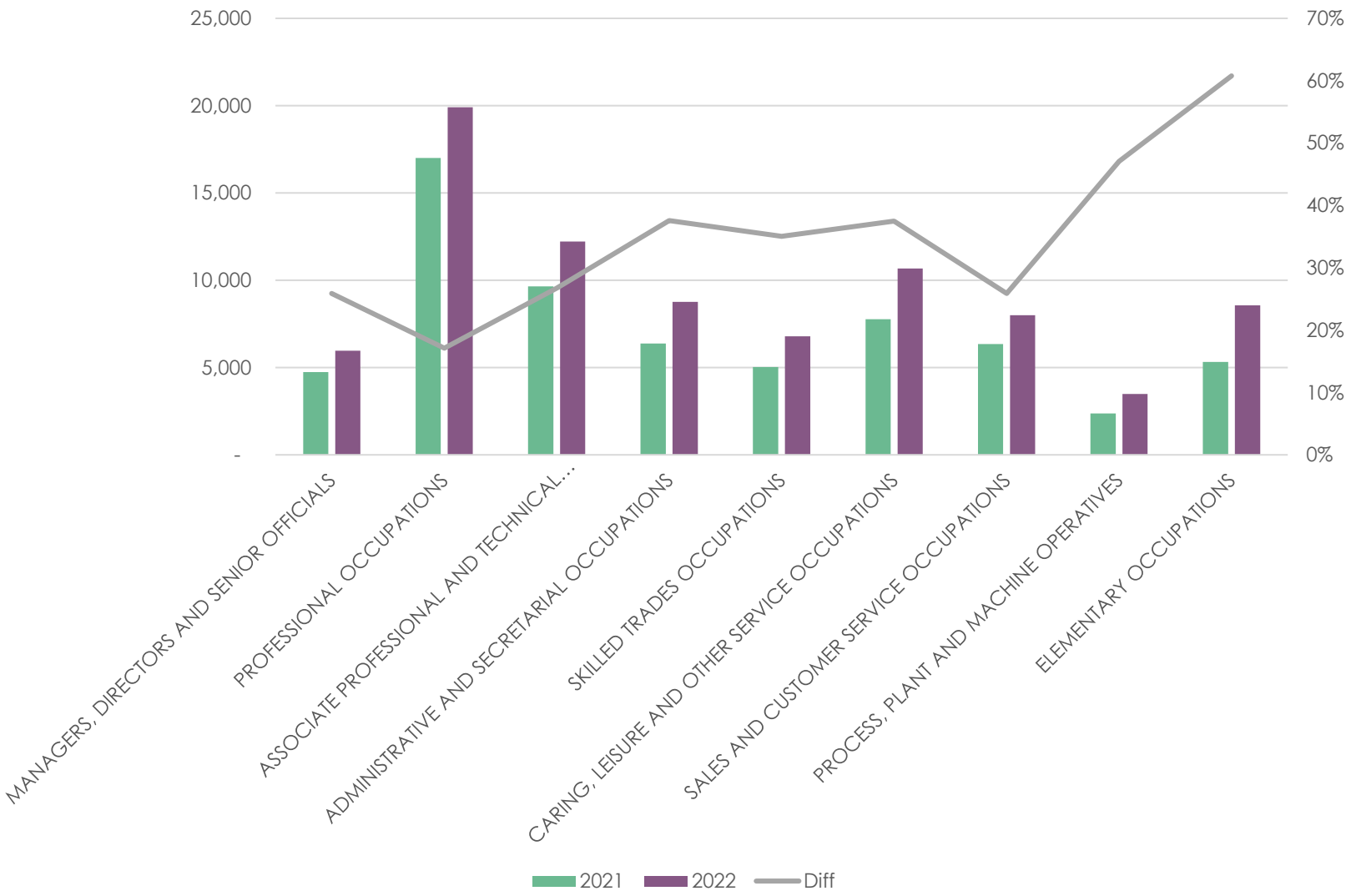




# Vacancies by SOC | 2022



Dorset Job Postings by Occupation (2022 vs 2021)



Again, when viewed by broad occupational type, demand in 2022 exceeded both 2021 and pre-pandemic levels across all broad occupational groups (SOC). While the largest volumes of jobs were advertised in Professional, Associate Professional roles, the highest growth was seen in lower and mid-skilled roles, e.g. Elementary (+61%), Process and Plant(+47%), Administrative (+38%), Caring (+37% up) and Skilled Trades (+35% up). While many of these occupations are consistently highlighted as most at risk of automation, evidence of this impact is yet to occur, particularly with restricted access to workers from these occupations.

# Vacancies by SOC | 2022

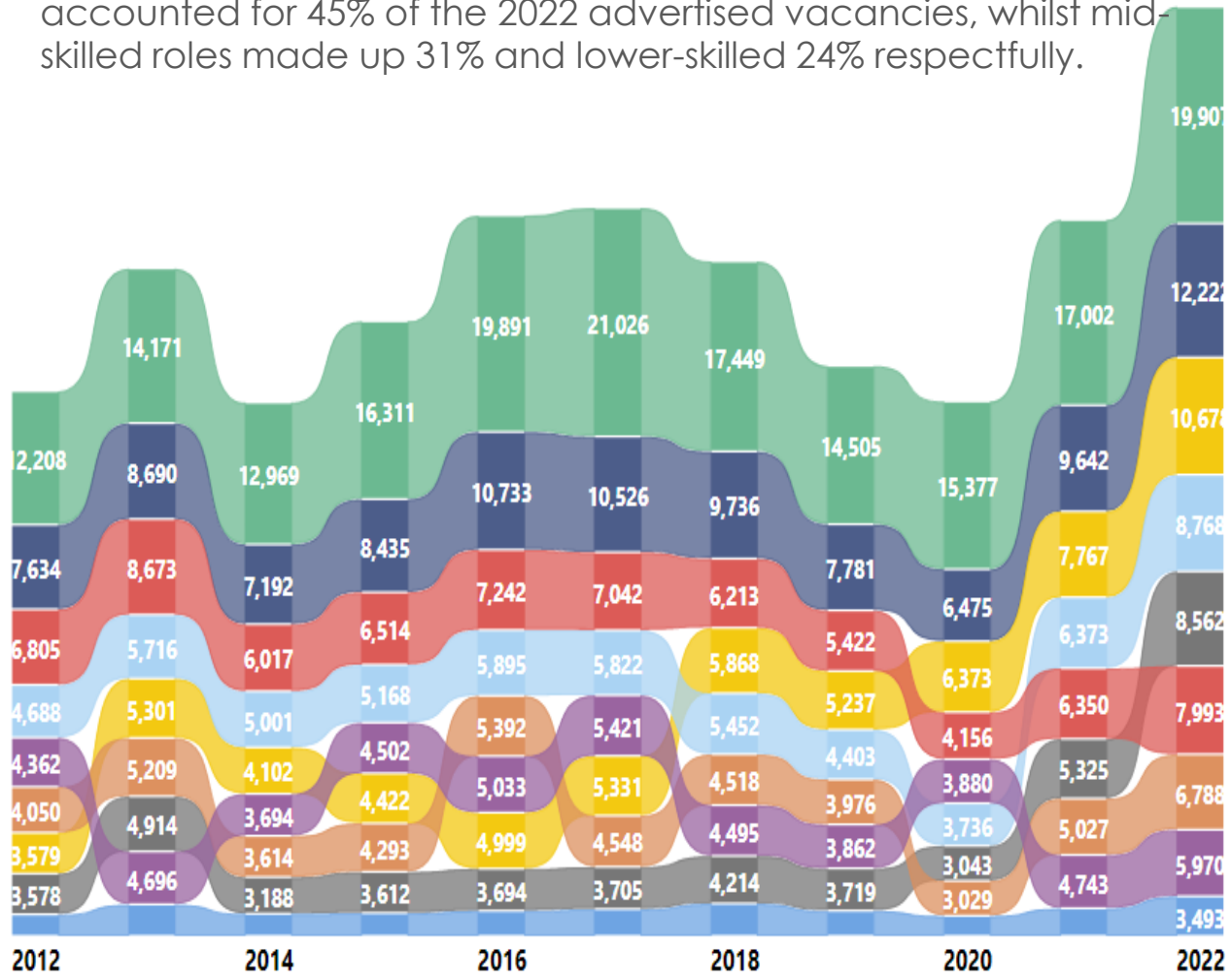


Despite this elevated demand for lower and mid-skilled roles in Dorset, the demand for university and college graduates also remains strong.

With over 38 thousand vacancies, high skilled jobs (SOC 1-3) accounted for 45% of the 2022 advertised vacancies, whilst mid-skilled roles made up 31% and lower-skilled 24% respectively.

Using the **Standard Occupation Classification (SOC)**, we can get an approximation of occupations that require high, medium or low skills and linked levels of education.

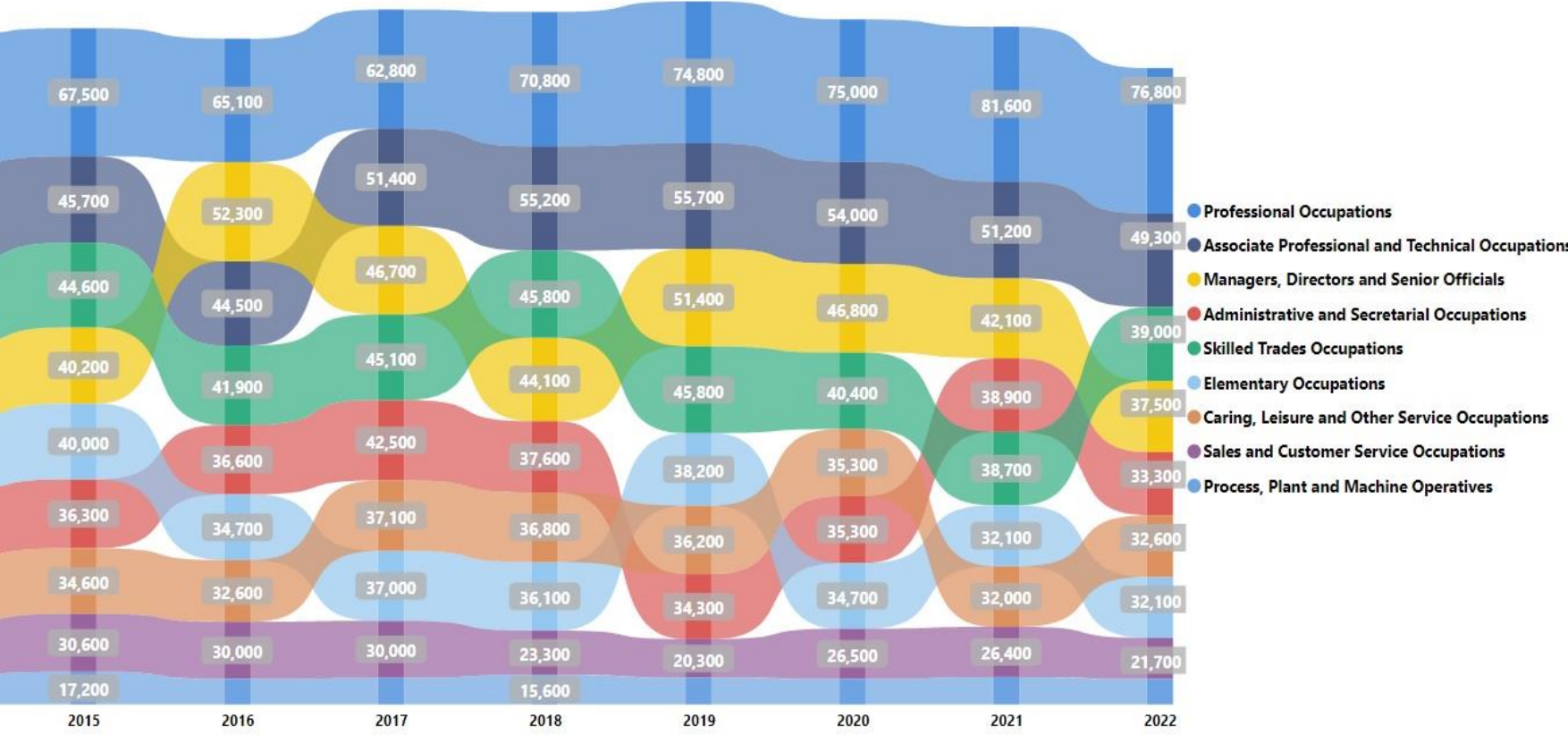
SOC 1-3 Digits	High skilled jobs
1 – Managers 2 – Professionals 3 – Associate Professionals	Generally require a graduate level education
SOC 4-6 Digits	Med-range skilled
4 – Admin 5 – Skilled trades 6 – Caring, leisure, service	Mostly require a Level 3-5 education
SOC 7-9 Digits	Low skilled jobs
7 – Sales 8 – Process, machine operatives 9 – Elementary	Mainly Level 2 qualifications and below



- PROFESSIONAL OCCUPATIONS
- ASSOCIATE PROFESSIONAL AND TECHNICAL
- CARING, LEISURE AND OTHER SERVICE OCCUPATIONS
- ADMINISTRATIVE AND SECRETARIAL OCCUPATIONS
- ELEMENTARY OCCUPATIONS
- SALES AND CUSTOMER SERVICE OCCUPATIONS
- SKILLED TRADES OCCUPATIONS
- MANAGERS, DIRECTORS AND SENIOR OFFICIALS
- PROCESS, PLANT AND MACHINE OPERATIVES

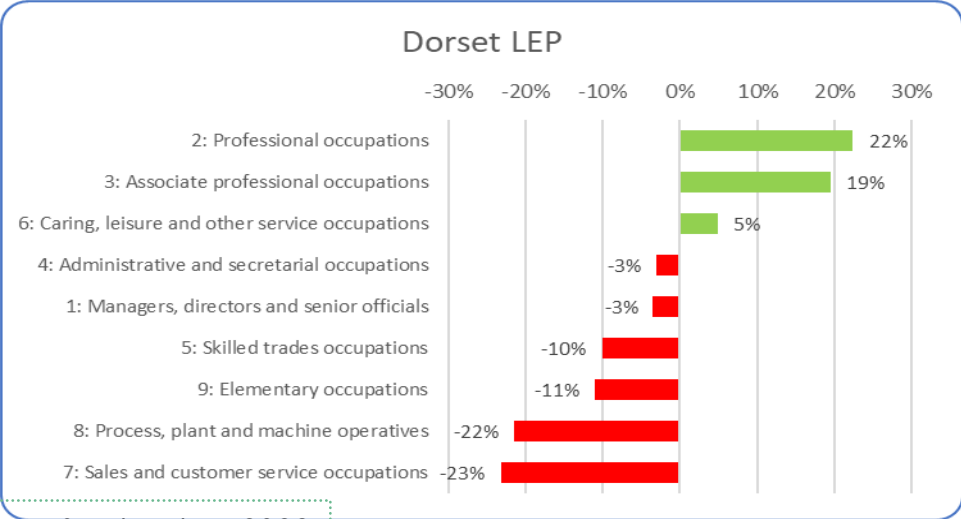
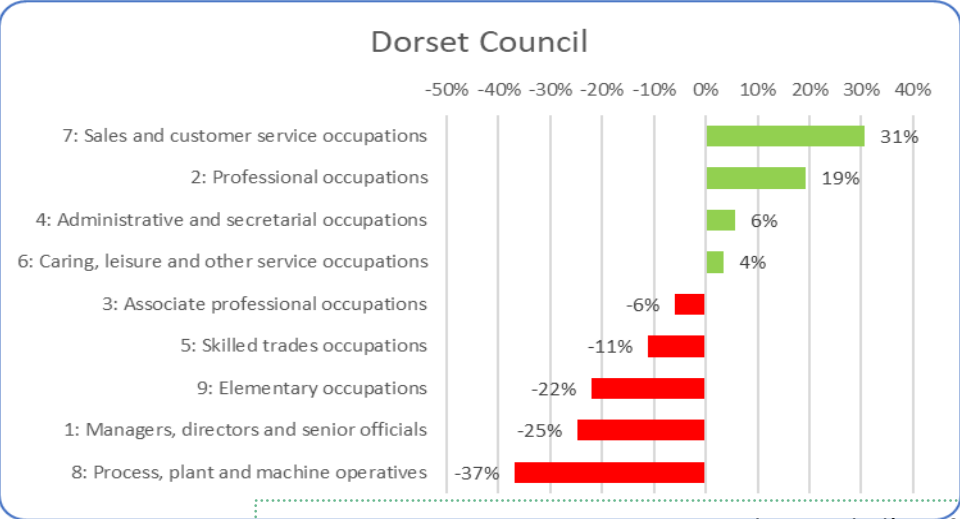
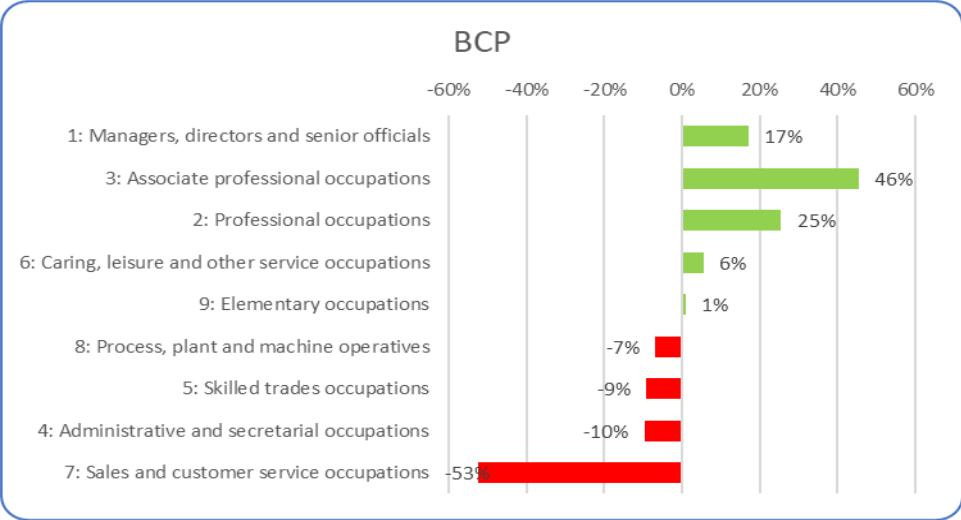
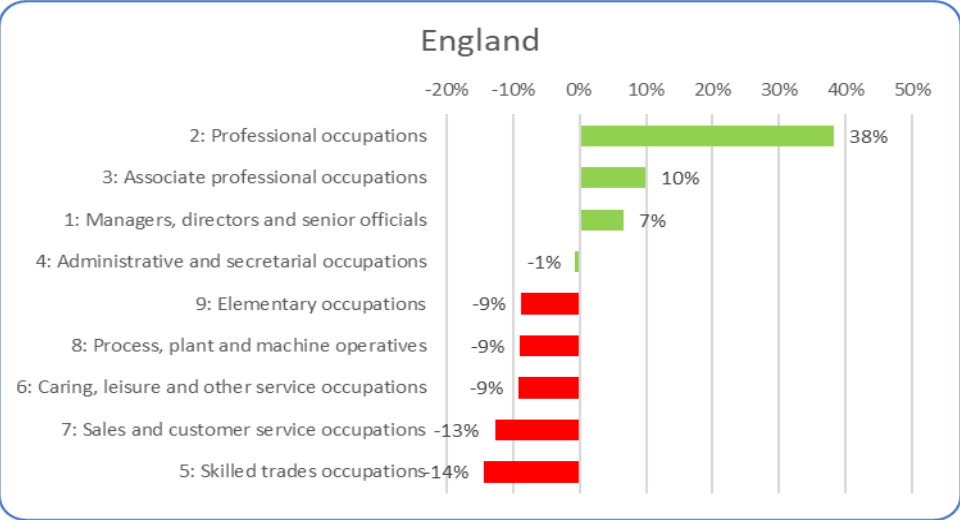
[SOC 2020 Structure & Descriptions, ONS](#)

# Employment by broad occupation | 2022



When we contrast the demand (vacancies data) with the existing level of employment by occupation, we also see that the growth in demand does not translate into actual employment. Professional and high skilled occupations (SOC 1-3) tend to dominate accounting for half of all in employment. There was an overall decline in the number of people in employment from 2021 with largest declines seen in Sales, Admin and Management jobs where year-to-year data indicates a longer-term drop.

# Employment by broad occupation – changes (2015-2022)



Again some care needs to be used in interpreting this data – given it is based on a survey sample. However, when viewed at a LEP level the evidence suggests the scale of professional occupations has increased over the last 7 years, with a decline in sales & customer service roles – noting that this seems to run counter to the earlier vacancy data.

# Vacancies

## SOC | 1-3



**~20k jobs, 24%**

**Top employers:** NHS, JP Morgan & Newcross Healthcare, Hays, BU, Bond Williams

**Top roles:** Nurses, Software developers and Engineers, Lawyers & Solicitors, Accountants, Analysts, Teaching and Medical

**Top Skills:** Comms, Customer Support, Management, Digital, Planning, Web Dev & Design

**~12k jobs, 14%**

**Top employers:**

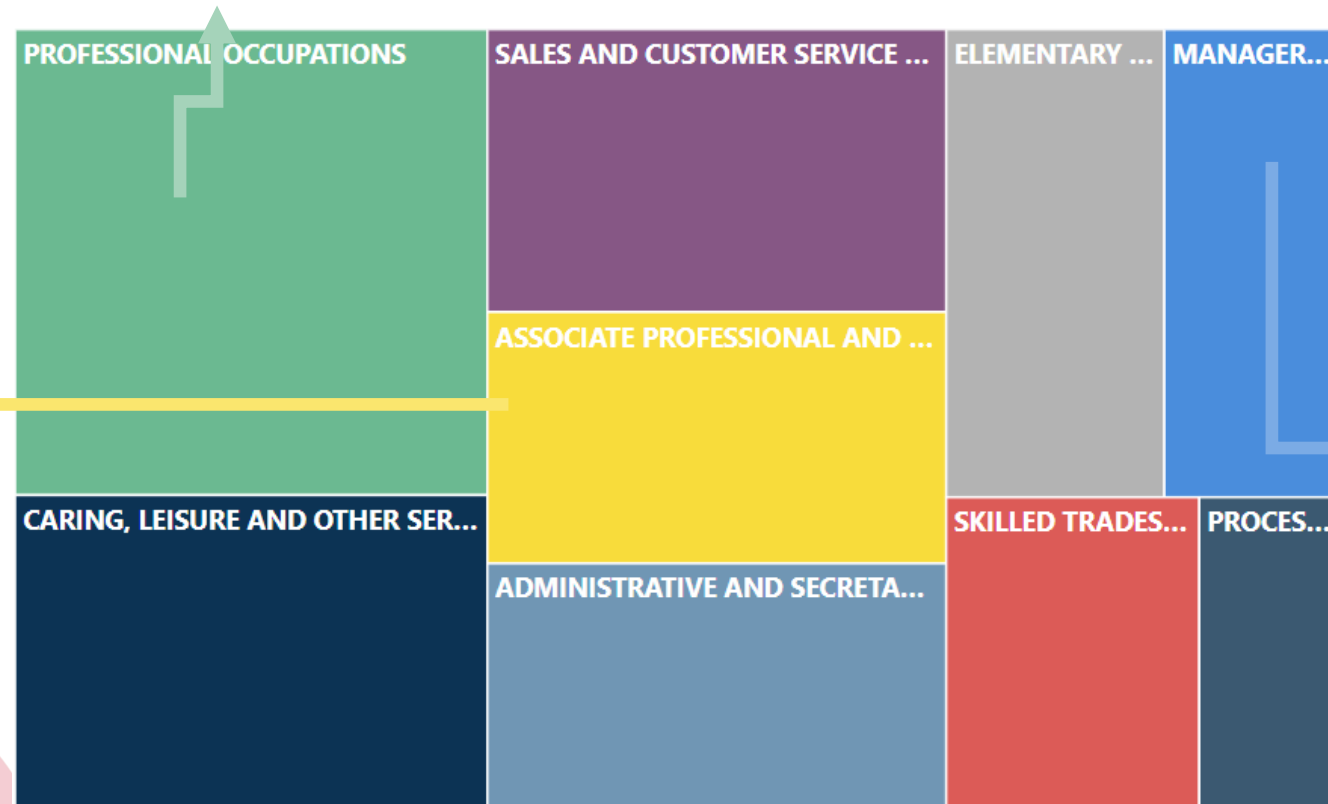
NHS, Bond Williams, JP Morgan, Rubicon & Hays

**Top roles:**

Production, HR, Recruitment, Marketing officers, Analysts, IT Support, Buyers

**Top Skills:**

Comms, Customer Service, Sales, Detail Orientation, Marketing, Self Motivation, Excel



**~6k jobs, 7%**

**Top employers:**

NHS, JP Morgan & Hays

**Top roles:**

Financial, Bank, Business Development & Sales, Pub & Store Managers, Home care & GMs

**Top Skills:**

Management, Comms, Leadership, Sales, Operations, Planning, Problem-solving

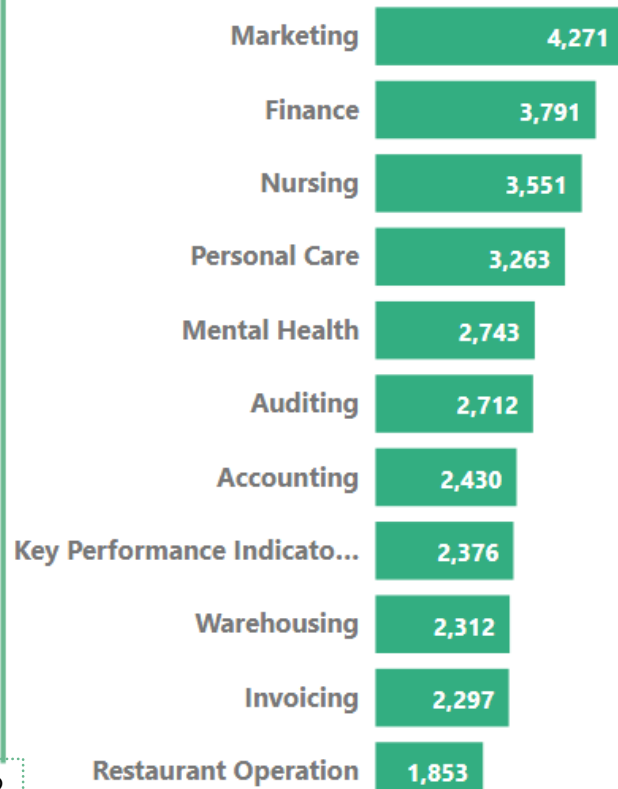
# Skills

Employers most frequently requested soft skills were in communication, customer service, management, sales, and detail-orientation, alongside personal attributes such as enthusiasm and self motivation.

Many of these were less prevalent in candidate profiles when compared to the volume of references in job postings.

## Top skills requested by employers

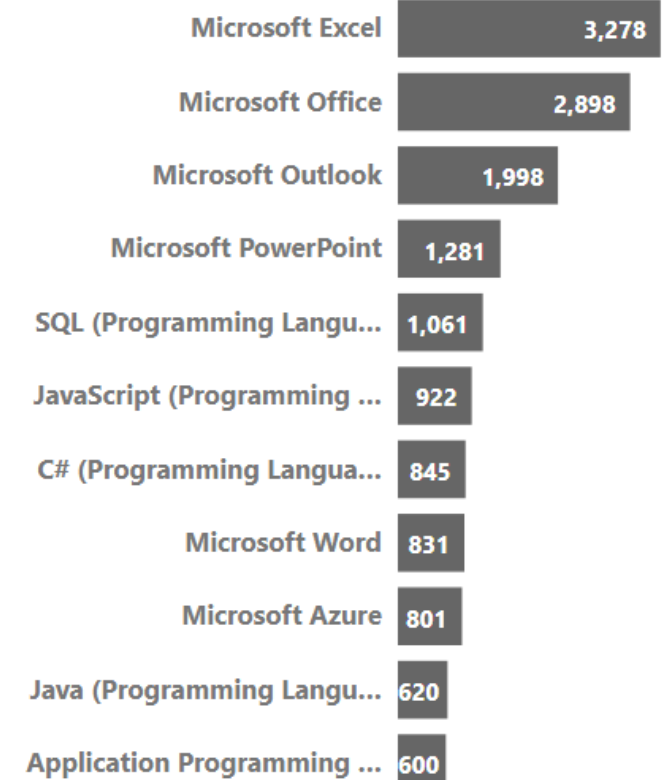
### Top Specialised Skills



### Top Soft Skills



### Top Digital Skills

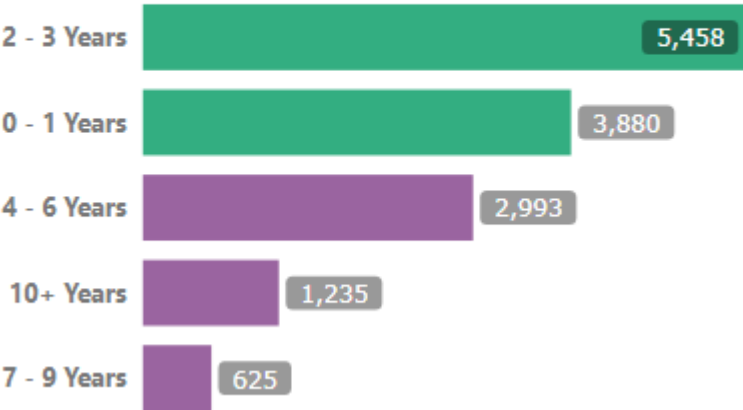


# Education & Experience

## | 2022



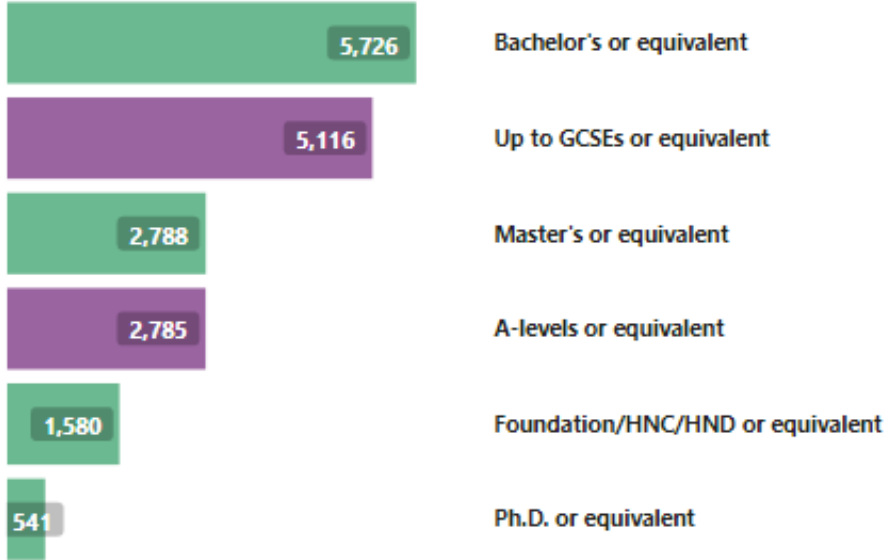
Experience Requirements\*



Only 17% of advertised jobs specified experience requirements in terms of number of years. Where specified, two-thirds of the advertised jobs required less than 3 years of experience.

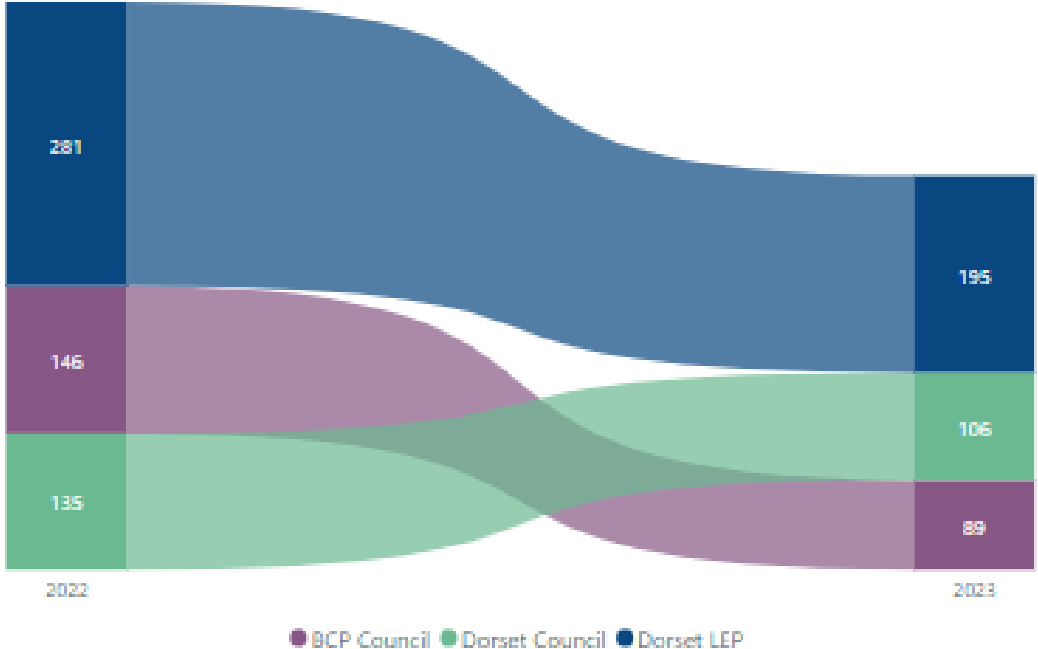
Only 18% of advertised jobs specified educational requirements. Where specified, over half of the jobs (57%) required degrees.

Education (Minimum Advertised)\*



\*Figures to be taken with caution due to large number of missing data points.

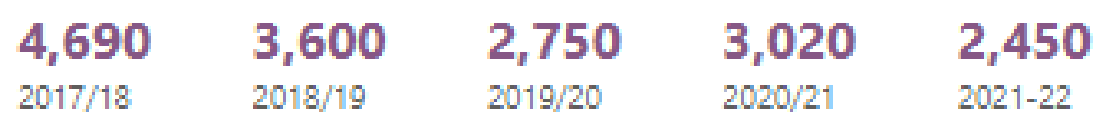
# Apprenticeships | 2022



While the apprenticeships starts increased for the first time since 2017/18 achievements were at their lowest over that same period.



**Dorset Apprenticeship Starts**



**Dorset Apprenticeship Achievements**

There were a third fewer Dorset apprenticeships advertised in the Apprenticeship service in January 2023 compared to an year earlier, with the decline being more prevalent in BCP.

Find an Apprenticeship Service - [findapprenticeship.service.gov.uk/apprenticeshipsearch](https://findapprenticeship.service.gov.uk/apprenticeshipsearch)

View full dashboard - [dorsetlep.co.uk/apprenticeship-finder](https://dorsetlep.co.uk/apprenticeship-finder)





# Future career corner: remote & hybrid

## Vacancies offering remote or hybrid work in Dorset

The [ONS estimates that around 15% of working adults work exclusively from home](#) (also 15% in the previous period), with around half now travelling to work at some point during the working week (hybrid working). One-third solely worked from a non-home location.

While the number of advertised vacancies that offered 'work from home' opportunities (obviously) increased exponentially over the past 2 years across Dorset, there was a slowdown in the last quarter. There were c1,150 jobs advertised as specifically home-based, c26% down on the previous quarter.

Lightcast™ 2022



2022 v 2021

14% ↑

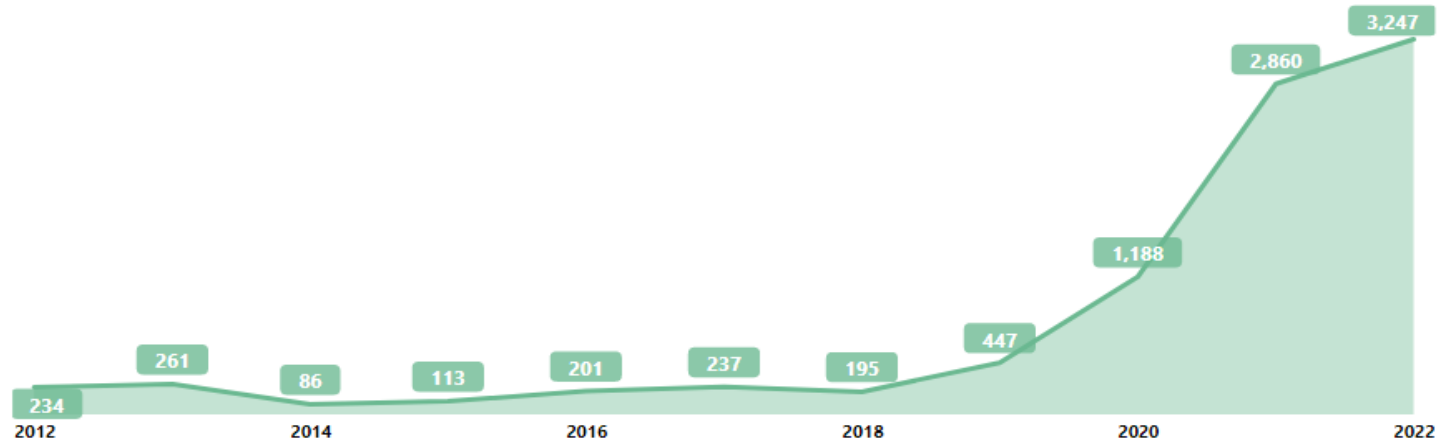
2022 vs 2019

626% ↑

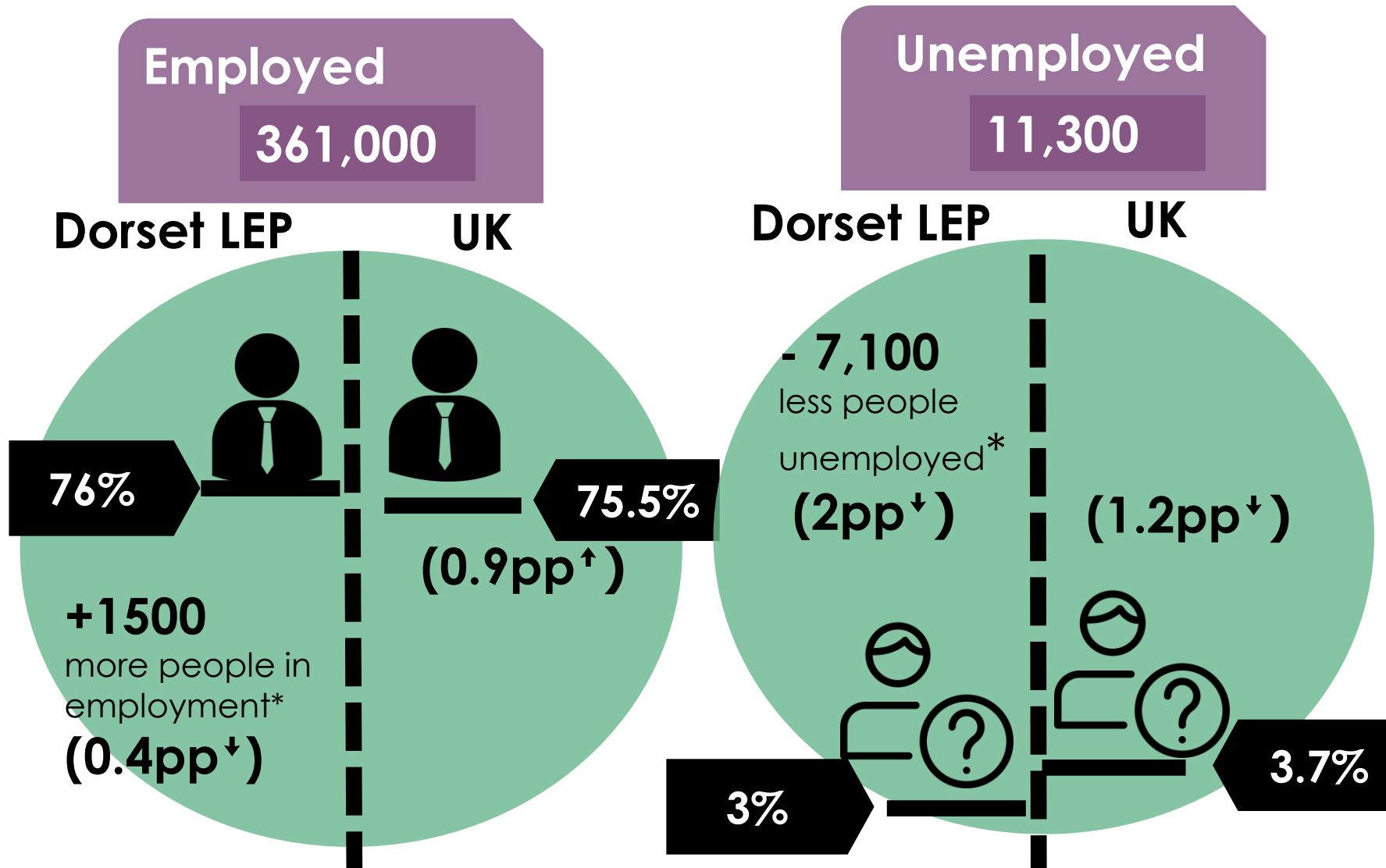
2022

3,247

### Time series



# (Un)Employment



Unemployment in Dorset reached 4.8% back in September 2021 - levels last seen in 2006. The latest quarterly data suggests a significant drop in numbers unemployed – we would need to be mindful of understanding more about this large quarterly fall.

Employment also fell slightly, but rates remained comparable to national averages.

The ‘perverse’ falling of both unemployment and employment highlights the markedly **high (and rising) economic inactivity** - reaching 95,700 (21.5%) from 86,900 (19.5%) a year earlier.

\* Figures refer to the period Oct 2021-Sep 2022 in comparison to Oct 2010-Sep 2021 - ONS Annual Population Survey 2022

# Claimants

## Out-of-work benefits



Claimants as a proportion (%)  
of residents aged 16-64

**2.9%**

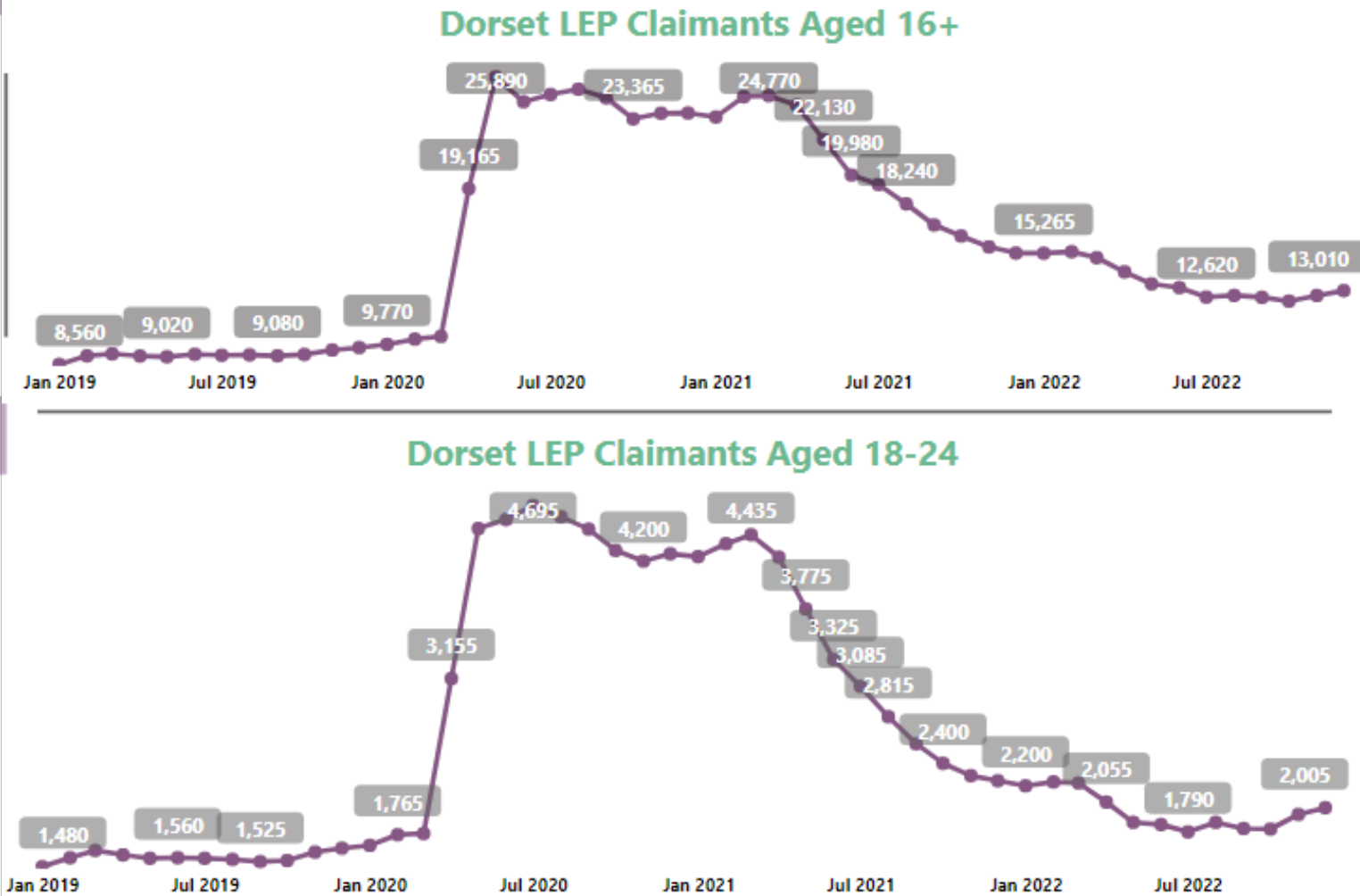
## Youth unemployment



Claimants as a proportion  
(%) of residents aged 18-24

**3.5%**

The proportion of young people unemployed remains higher than the whole workforce (not an unusual characteristic). The decline in youth unemployment seen in the aftermath of the pandemic has flattened (reflecting wider trend).



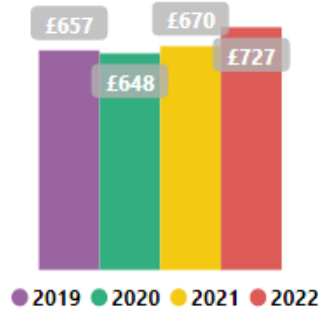
# Salaries

With a focus on the cost-of-living crisis and the squeeze on incomes due to rising inflation it is interesting to understand trends in salaries/wages being offered through advertised vacancies (noting this is a proportion of total jobs). The data suggests that wages have not increased markedly locally – with offered salaries at best increasing marginally, or at worst remaining flat. However, [other evidence suggests that existing employees have seen wages increase – at least in nominal \(and not real\) terms.](#)

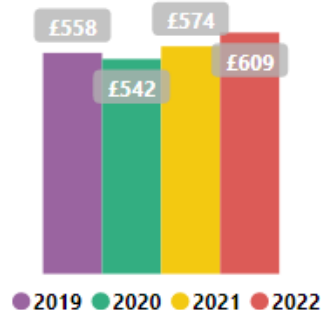
## Full-time Workers Pay\*

Area  
Dorset LEP

### Gross Weekly Pay (Mean (Average))\*

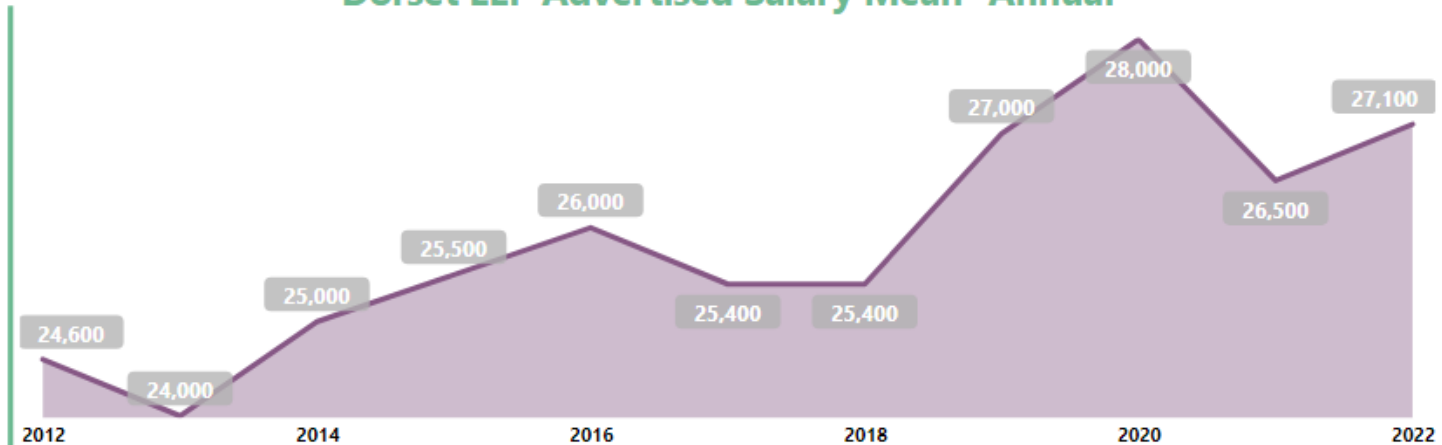


### Gross Weekly Pay (Median)\*

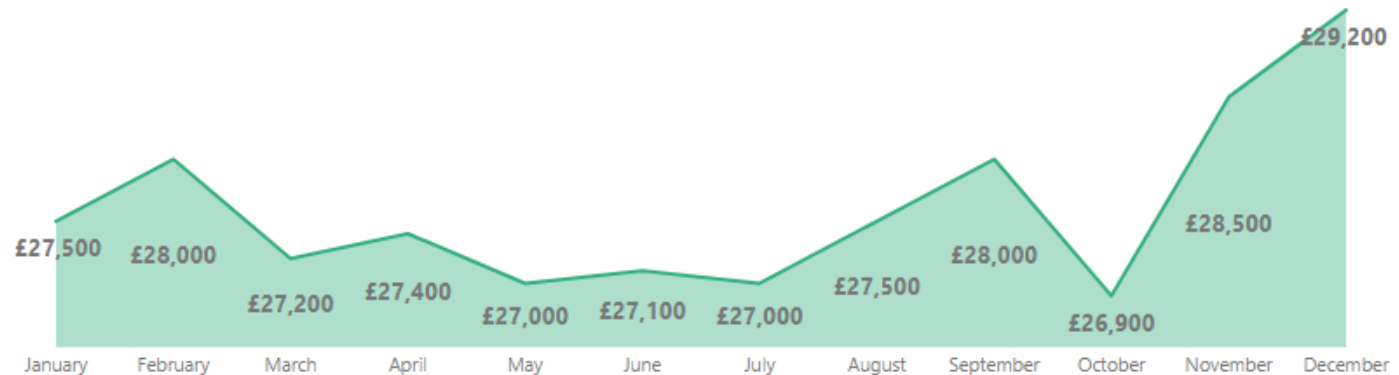


## Advertised Salaries\*\*

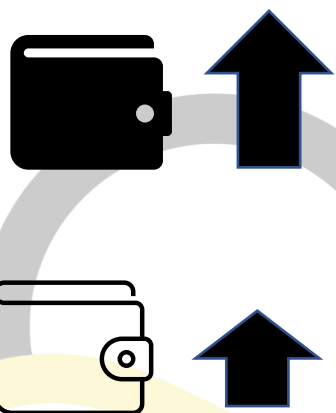
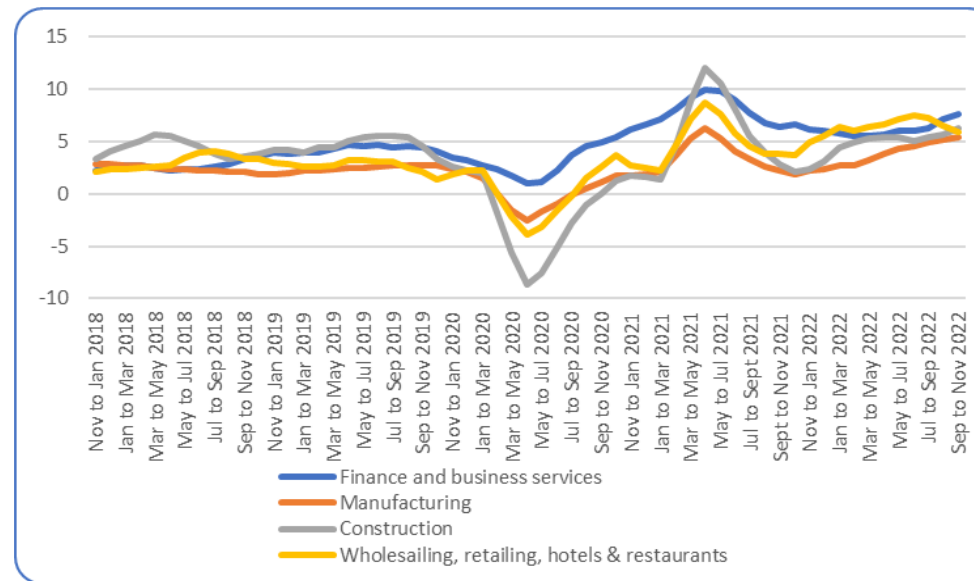
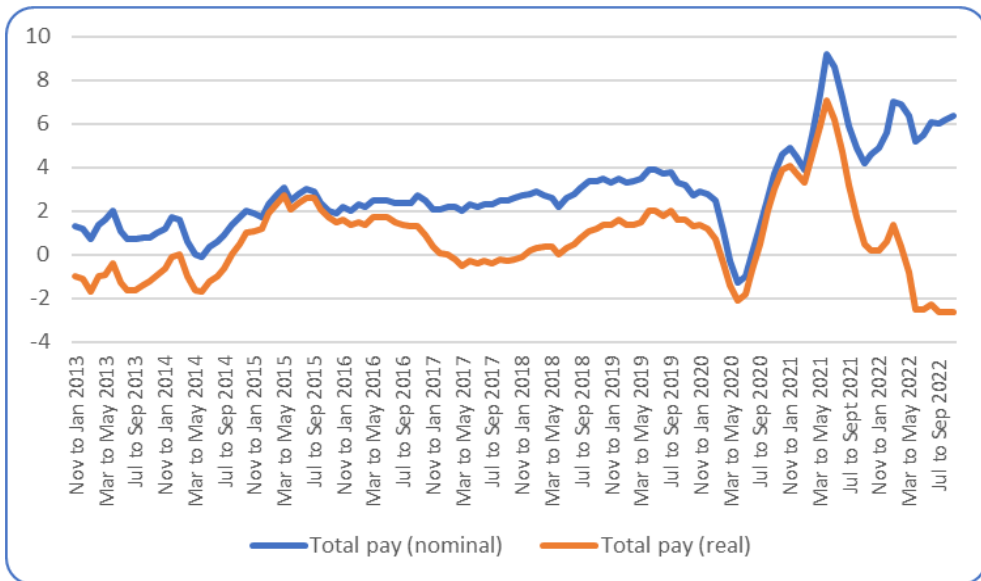
### Dorset LEP Advertised Salary Mean- Annual



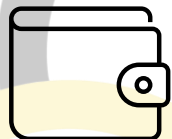
### Dorset LEP Median by Month



# Charts of the quarter - pay



6.9% - 2022 – Private sector (annual nominal wage growth)



2.1% - 2022 – Public sector (annual nominal wage growth)

Since the middle of end of 2021 – primarily due to high inflation (and not necessarily due to low nominal pay growth) real pay has actually been in decline. Currently, it is estimated that real pay is falling by c2.6% per year. Nominal pay growth in the private sector is relatively robust – as employers are needing to meet employee demands. Pay growth in the public sector is lagging – as illustrated by recent industrial action. Nominal pay growth is being seen across most broad sectors, with sectors such as hospitality needing to have increased pay to attract/retain staff.

# Visit [dorsetlep.co.uk/labour-market-and-skills-research](https://dorsetlep.co.uk/labour-market-and-skills-research) to explore latest insights and our interactive dashboards Email [DorsetLEP@bournemouth.ac.uk](mailto:DorsetLEP@bournemouth.ac.uk) to subscribe for updates

## Key Industry Posters

### DESTINATION DORSET

- 77% employment rate
- +29,000 new jobs by 2030
- 3 World & Harbours
- 5G Testbed
- Top Destination for Tourism & Retail
- Population of 777,000
- International Airport
- 2 Hours Train Journey

### Start Your Career Here

- 3 Universities
- 80 Miles of Jurassic Coast
- 40% of Dorset Area of Outstanding Natural Beauty
- Start-up Hotspot

### ADVANCED ENGINEERING CAREERS IN DORSET

A career in advanced engineering and manufacturing could see you work anywhere from marine technologies to defence and aerospace.

### FACTS

- From the mysterious Stonehenge to the world's first underground railway, the UK has a remarkable engineering tradition.
- Over 2 million people work in the sector in England, making it one of the largest employment industries.
- Dorset is home to thriving advanced engineering employing around 28,000 people, and contributing £1.7 billion to the economy.

## Key industry dashboards

### The GREEN (low carbon & renewable energy) economy

Turnover generated in the UK | 2020: **£41 billion**

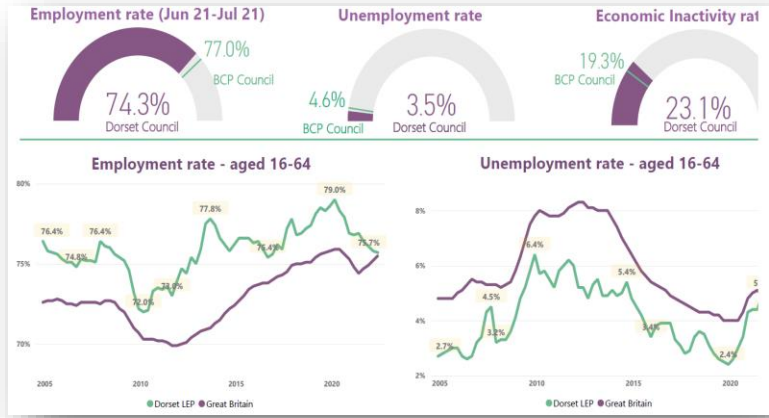
Employment in the UK: **207,800** (% of all employed: **1%**)

Activities with highest employment: Energy-efficient products (28%), Low-emission vehicles and infrastructure (16%), Bioenergy (10%), Nuclear power (10%), Offshore wind (9%), Onshore wind (6%), Energy-efficient lighting (4%), Energy monitoring systems (3%).

Explore Careers | Job help | we'll help you find it

Updated: March 2022

## Employment Insights



## Apprenticeships finder

### Apprenticeship finder in Dorset

Current Vacancies\*: **195**

Click on a sector to see apprenticeship vacancies available:

Sales Marketing and Pro...	Food and Drink	Hospitality	Business	Dental	Digital	Ad...
38	21	13	6	5	4	4
Health and Science	Talent	Housing	Engineering	Uk...	A...	E...
42	23	7	10	2	2	2
		Customer serv...	Net...			
		6				

Search by Location | Search by Job Title | Search by Employer | Search by Training Provider

Apprenticeship Name	#	Employer	#	Training Provider	#
Retail leadership (integrated degree)	40	WM MORRISON SUPERMARKETS PLC	40	LIFETIME TRAINING GROUP LIMITED	49
Production chef	26	J D WETHERSPOON PLC (J)	10	THE UNIVERSITY OF BRADFORD	40
Hospitality team member	17	MITCHELLS & BUTLERS LEISURE RETAIL LIMITED (I)	9	YEOVIL COLLEGE	17
Travel consultant	16	BCP Council (Dorset)	7	HAYS TRAVEL LIMITED	16
Business administrator	12	HAYS TRAVEL LIMITED (Bournemouth)	6	ASPIRE TRAINING TEAM LIMITED	7
Early years practitioner	9			DUTTON FISHER	7
Senior housing and property	7				

## Vacancy Insights

