



# Dorset Labour Market & Skills Insights

The second quarter of 2021 saw the summer arriving in Dorset and most of the economy opening up after an important milestone of 1 million vaccines administered was reached.

There was a renewed optimism brought by football success, and while it didn't come home, nearly half a million visitors did - in a single weekend in July.

Our latest round of insights shows a buoyant labour market with an exponential growth in vacancies across all sectors, and noted decline in furlough and youth unemployment, but also widely reported labour shortages.

The issue also highlights the pandemic impact on social mobility and inequalities, the future of learning and career advice and features deeper insights on the Tourism and Hospitality sector and the rise in Green jobs.

## Quarter 2 2021

Published July 2021

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

Picture: Fans celebrate England's win vs Germany (Getty Images)

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# Key Findings



## Positive news on employment, furlough and out-of-work benefits levels

Employment/ Unemployment rates were more affected in Dorset LEP in 2020 yet still compared favourably to the national levels:

- Employment fell by 1.9 pp↓ in Dorset (0.4 pp↓ UK) to 76.7% (75.4% UK).
- Unemployment rate was 4.1% (4.6% UK) - 1.7 pp↑ (0.7 pp↑ UK).

The number of out-of-work benefit claimants in Dorset declined by a fifth and furloughed jobs halved in June compared to a peak in March. There were still 20,290 people on out-of-work support - 4.5% of the working age Dorset residents (5.6% UK) and 27,700 furloughed jobs (9% of eligible employments).

National reports of continuous improvement should be reflected locally, moving the labour market closer to pre-pandemic state.

## Disproportionate pandemic impact on young, old people, women and self-employed

Throughout 2020, 8,400 people left employment in Dorset and 81% of these were in the 16-24 age bracket. The proportions of young people in receipt of unemployment benefits also remains higher, but the rate of decline has accelerated, reflecting increased vacancies and the effectiveness of targeted support, such as the Kickstart scheme.

4,500 workers aged 50 and over became economically inactive in 2020, suggesting older workers were at highest risk of inactivity.

The number of unemployed women more than doubled and accounted for 62% of the overall increase in unemployment throughout 2020. The pandemic related increase in inequalities and the burden of unpaid care partially blamed for these developments.

Self-employed also continue experiencing hits from the pandemic with 22,900 in receipt of Self Employment Income Support (3,300↑) and 6,800 fewer self-employed in Dorset at the end of 2020 compared to a year earlier.

See [Employment levels](#)



## Significant boost in recruitment, hard-to-fill vacancies widely reported by employers

June was the sixth consecutive month of vacancy growth in Dorset. The level of vacancies in Q2 (April-June) reached highs last seen in 2018, marking a 27% increase on the previous quarter, over twice as high as the vacancies seen over the same period last year and 41% higher than 2019.

Reports suggest increasing number of businesses experience acute labour shortages endangering recovery. We explore some of the reasons, including migration shifts and rise in temporary jobs and offer solutions.

## Demand grew 14 times in tourism and hospitality



Labour demand soared across industries and occupations. Most notably, tourism & hospitality jobs were 14 times their 2020 reference, 40% up on 2019.

## Top employers, jobs and skills



Significant growth was noted in hospitality, engineering and construction demand while the NHS, J.P.Morgan, Councils, Bournemouth University and residential care firms remain top recruiters.

Nurses, software developers and carers were most in demand, as were professional roles such as project, account and financial managers, lawyers and accountants.

Employers most frequently requested baseline skills in communication, organisation, detail-orientation and planning. The majority of digital skills were stable or growing with MS Excel topping the lead table and Python growing amongst the programming languages.

There are also exciting plans for job creation across Dorset.

See [Vacancies and Opportunities](#)

## Chart of the quarter: Tourism and Hospitality

To illustrate the ups and downs in demand in the sector we feature the Dorset LEP's Interactive Tourism and Hospitality Dashboard as our Chart of the Quarter showing that the demand for Hospitality, Food and Tourism workers over Quarter 2 was the highest on record over this period in the past decade. We also highlight recent intervention to mitigate these challenges.

See [Tourism & Hospitality Industry Dashboard](#)

## Skills strategy research links

We monitor research findings and how they link to key priority areas around the key themes of Place, Recovery and Future, outlined in Dorset's [Skills Strategy](#).

In this issue we highlight the further damaging effects of the pandemic on social mobility, and illustrate how trends in household income and house prices can affect Dorset's skills. We also discuss how a long-term careers advice strategy can help the recovery, and look at the future of learning and why companies need a digital learning strategy.

See [Dorset Skills Strategy Research Links](#)

## Future Career Spotlight: Green

Find out about the growth in green job opportunities in Dorset, explore demand, salary and skills trends and how to start and grow your green career in Dorset. See [more](#)

## Read about latest [Government Initiatives](#)

# Dorset LEP and Skills Advisory Panel & Board Skills (SAPB) Initiatives

- Dorset LEP: [How to boost innovative employer-education partnerships to attract and retain talent in Dorset](#)
- Dorset Careers Hub now hiring: [Join our team](#)
- Dorset Gateway [Skills Brokerage](#) advice launched
- Dorset LEP and SAPB introduce new [Labour Market Intelligence](#) web resources
- Revamped interactive [Dorset Key Industries dashboards](#) now include latest vacancies
- Now opened for nominations: [National Apprenticeship Awards](#)
- [Advanced Building Construction Supervisory skills bootcamp](#) - applications now open and more to come later in July
- DWP has published a new Kickstart Scheme [employer prospectus](#) and offers short [webinars](#) to facilitate interested businesses

# Employment & Vacancies in Dorset



## Employment levels

**Positive news on employment, furlough and out-of-work benefits with Covid-19 effects starting to unwind.** However, some groups are disproportionately impacted by the outbreak including **younger and older people and women.**

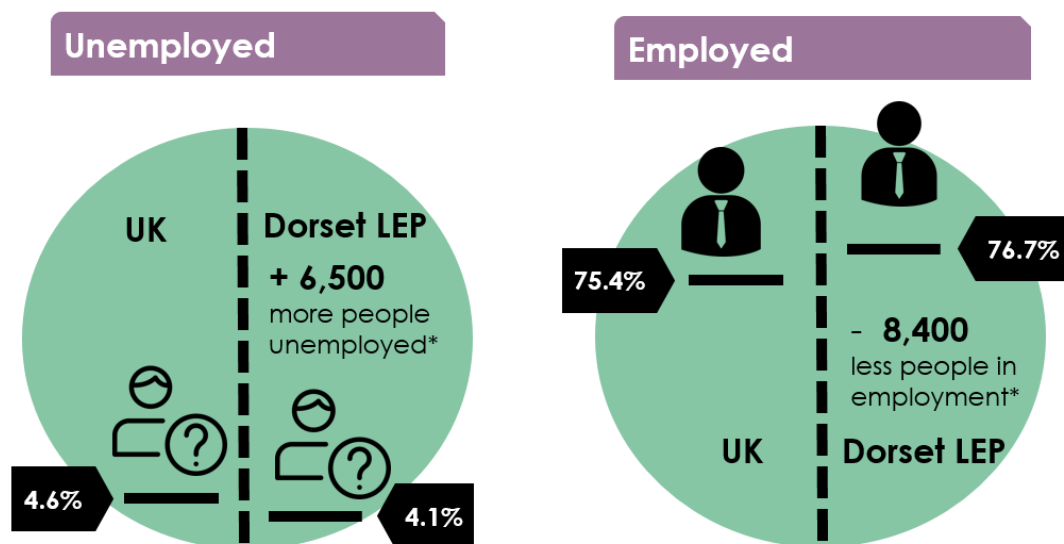
**The pandemic had more significant negative effects on employment in Dorset when compared to national figures over 2020.**

The [latest employment figures](#) available at local level are from December 2020.

At the end of 2020, when compared to the end of 2019:

- Employment rate in Dorset fell to 76.7% (75.4% nationally) – 1.9 percentage points down (0.4 nationally), with an estimated 8,400 fewer people in employment.
- Unemployment rate was 4.1% (4.6% nationally), marking a similar 1.7 percentage points increase (0.7 nationally), and representing 6,500 more unemployed people in Dorset.

**While the difference has narrowed over the past year, employment indicators in Dorset still compare favourably to those seen nationally.**



\* at the end of 2020 compared to 2019

**Figure 1.** ONS Annual Population Survey 2021 (for the period Jan-Dec 2020)

**A continued recovery seen nationally over recent months.**

The latest [ONS national figures](#) show signs of recovery over recent months with some labour market indicators returning to pre-pandemic levels in the UK and we expect these to be reflected locally. Employment levels have been on the rise (0.1pp↑), while unemployment was falling ((0.2pp↓).



Larger falls in employment for young people.

The pandemic had the most significant impact on the labour market status of young workers in Dorset, who were most likely to have left employment.

Throughout the course of 2020, 81% of the decline in employment in Dorset was concentrated in the 16-24 age bracket, while employment increased slightly among those aged between 50 and 64.

Dorset LEP: Difference in the number of people in employment by age group in Jan- Dec 2020 vs Jan-Dec 2019

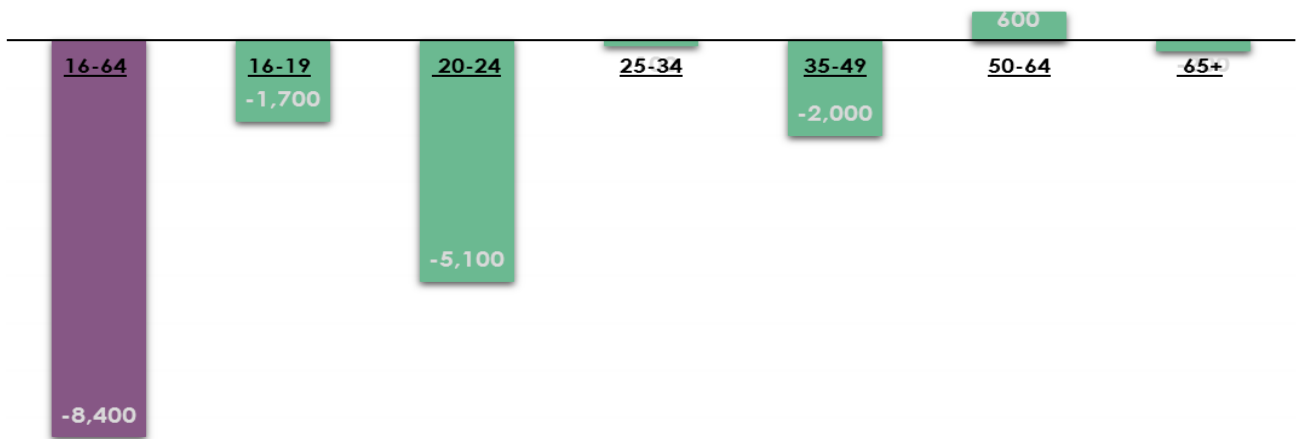


Figure 2. ONS Annual Population Survey 2021 (for the period Jan-Dec 2020)



**Both younger workers (aged 16-24) and those aged over 50 in Dorset were most likely to become economically inactive throughout 2020.**

Those aged between 25 and 34 were least likely to have left employment (Figure 2) and their inactivity rates significantly declined throughout 2020 (Figure 3). However, the largest rises in unemployment were also recorded among this age group, suggesting they were most likely to move from inactivity to unemployment, which could be seen as a positive movement towards increased job seeking behaviour in this group.

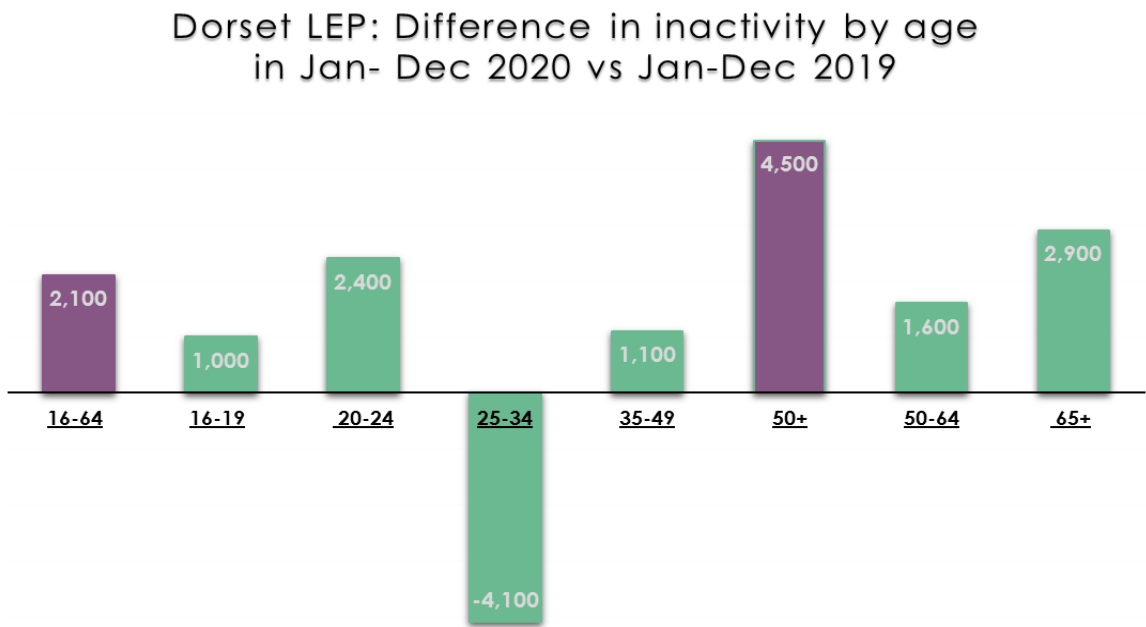


Figure 3. ONS Annual Population Survey 2021 (for the period Jan-Dec 2020)

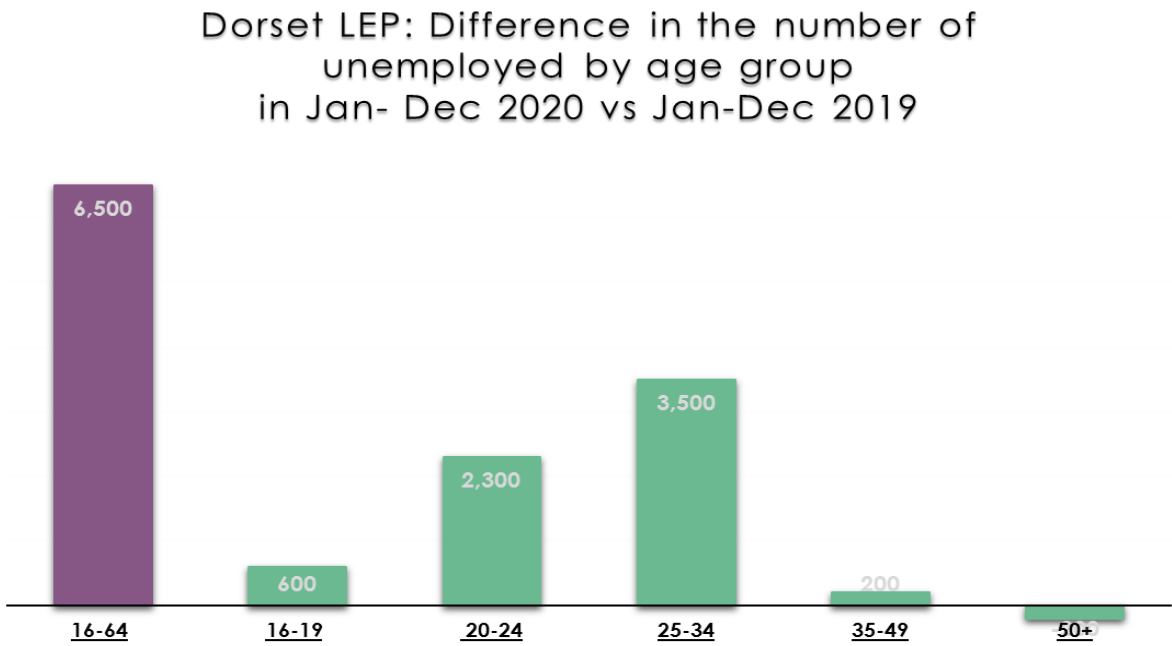


Figure 4. ONS Annual Population Survey 2021 (for the period Jan-Dec 2020)

## Women were disproportionately affected by the pandemic.

Women were significantly more likely than men to have their employment status affected throughout the pandemic:

- More women left employment in Dorset and there was larger increase in unemployment
- Women accounted for 61% of the overall decline in employment and 62% of the increase in unemployment recorded throughout 2020
- The number of unemployed women more than doubled over the course of 2020

### Dorset LEP: Employment by sex in 2020 and difference from 2019

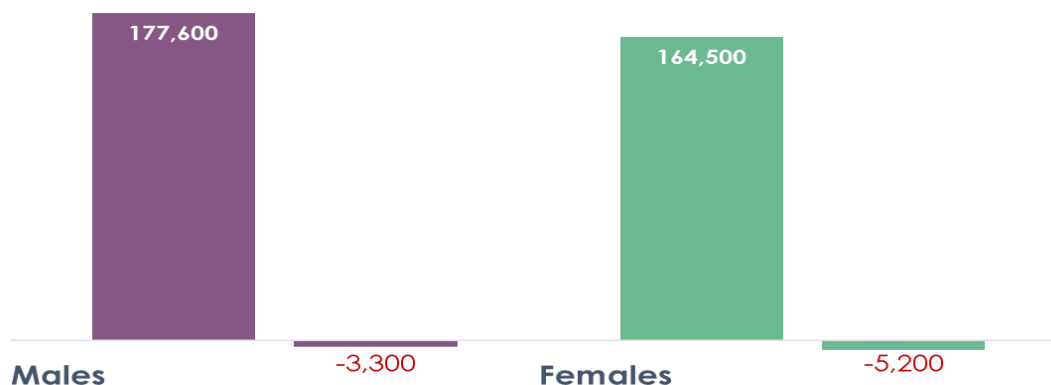


Figure 5. ONS Annual Population Survey 2021 (for the period Jan-Dec 2020)

### Dorset LEP: Unemployed by sex Jan- Dec 2019 vs Jan-Dec 2020

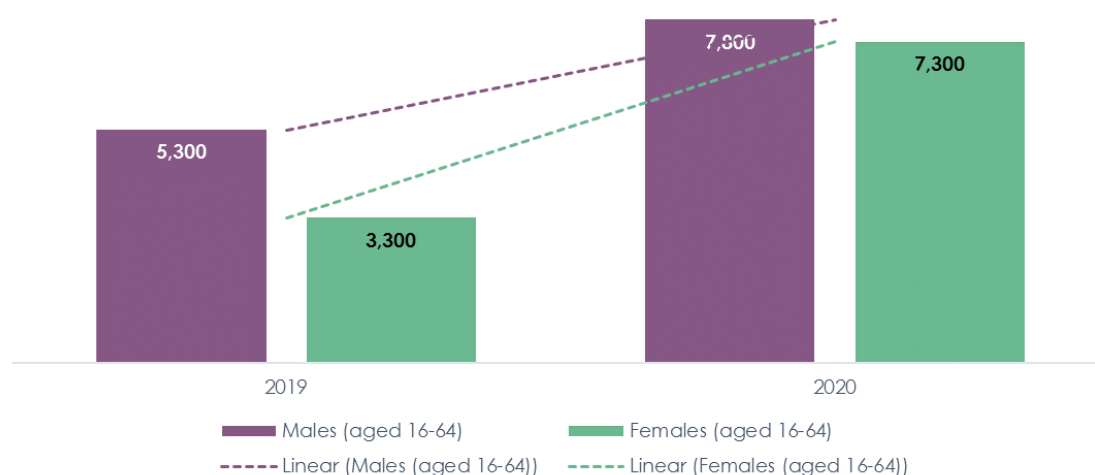


Figure 6. ONS Annual Population Survey 2021 (for the period Jan-Dec 2020)

[Recent McKinsey report](#) suggests one reason for this greater effect on women is that the virus has significantly increased inequalities and the burden of unpaid care, which is disproportionately carried by women.

[The Social Mobility Commission's State of the Nation Report 2021](#) also finds women spent 99% more time on unpaid childcare than men, and 64% more time on unpaid household work, with 46% of mothers made redundant during the pandemic citing lack of childcare as the cause.





## Decline in number of people claiming unemployment related benefits.

### Dorset LEP Claimant Count Age 16+

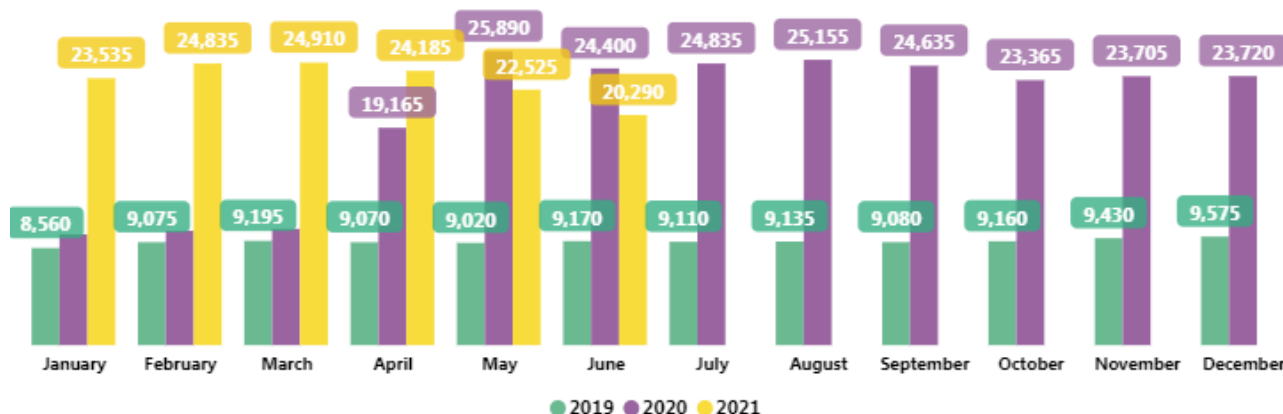


Figure 7. ONS, Claimant counts

The number of people claiming unemployment related benefits have been continuously declining over the past three months.

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

4.5%

Unemployment related benefit claimants among the working age population **declined by a fifth** (19%, n=4,620) in June 2021 from their peak in March.

In June **there were still 20,290 people in Dorset claiming out-of-work support**, which represents around 4.5% of the working age residents (5.6% UK).

These numbers however remain twice higher than the levels seen prior to the pandemic (see Figure 7 – 2019 data shown in green).

## Young people are still more affected, but levels declining faster.

### Dorset LEP Claimants Aged 18-24

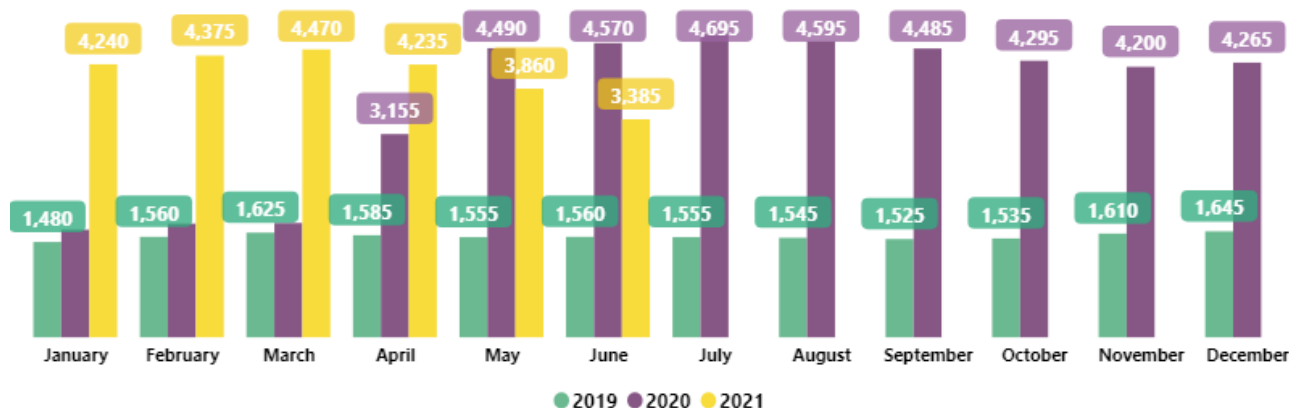


Figure 8. ONS, Claimant counts

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

5.9%

In June c. 3,860 18-24 year olds in Dorset were in receipt of unemployment related benefits (5.9% with 7.7% UK reference) - 1,085 fewer than back in March, marking a **24% drop** in claimants among this age group since March.

The proportions of young people in receipt of unemployment related benefits remains higher, but the rate of decline has also accelerated, reflecting the increased availability of vacancies and the effectiveness of targeted support, such as the Kickstart scheme.



## Steep decline in the number of employed on furlough leave.

Amidst these positive developments, some increase in unemployment might occur as the Government's Coronavirus Job Retention Scheme (CJRS) comes to a close later this year. Yet Resolution Foundation's new report, [Pandemic not pandemonium](#) is optimistic on return rates stating that 80% of those furloughed in the first and second lockdown and 69% of those still furloughed in October have now returned to work.

As illustrated in Figure 9, the number of jobs supported by the scheme has been gradually falling in Dorset over recent months, marking a 53% decline (31,000 fewer jobs furloughed) in June from this year's peak in February and 75% decline from their highest levels (July of 2020).

There were still 27,700 furloughed jobs in Dorset (9% of the eligible employments) as at 31 May 2021.

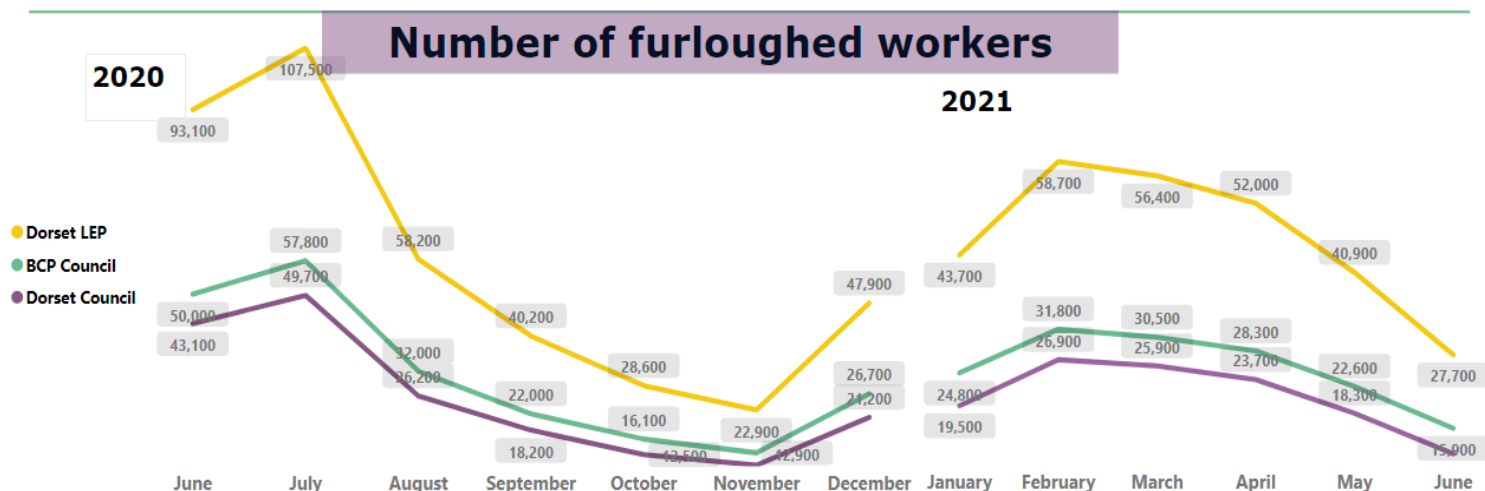


Figure 9. HMRC Coronavirus Job Retention Scheme statistics

Almost half (12,130) of furloughed employments in Dorset were in Tourism, Hospitality and Retail. Sector breakdowns nationally show Tourism, Hospitality and Arts and Entertainment had almost a third of the eligible employees furloughed (decline from over a half in previous months) while Public administration and Defence, and Household activities with less than 1%.

## Self-employed continuously experiencing hits from the pandemic.

**22,900 were in receipt of Self Employment Income Support** - increase of 3,300 on the previous month, c. 54% take-up (58% in UK).

After the Centre for Economic Performance [analysis](#) revealed earlier in the year that movements from self-employment to employment were at their highest levels for 20 years, [Statista recently reported](#) that in the wake of the pandemic, self-employment has fallen to levels not seen since the middle of 2015. In Dorset, there were 6,800 fewer self-employed at the end of 2020 compared to a year earlier. Interestingly, the biggest decline was recorded among male self-employed (10,500 fewer), while the number of self-employed women increased by 3,700.

To explore more trends visit  
[dorsetlep.co.uk/employment-statistics](https://dorsetlep.co.uk/employment-statistics)



**January - June  
2021**

**Total Vacancies  
Dorset LEP  
36,985**

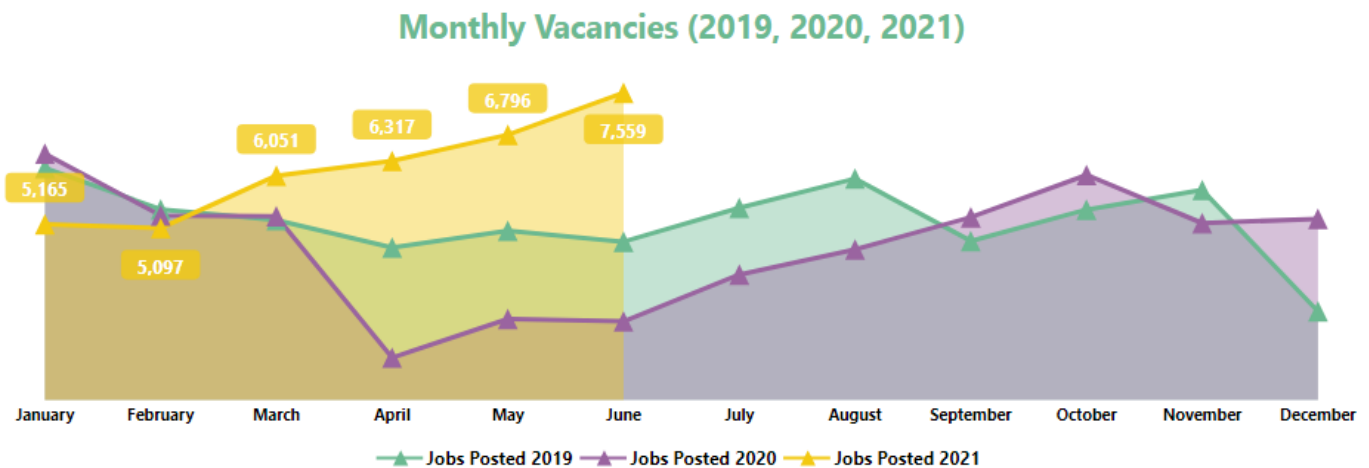
## Vacancies & Opportunities

### Significant boost in vacancies and opportunities in Dorset

The number of vacancies advertised in Dorset over **the first half of 2021** reached circa 37,000, which was 42% higher than 2020 and 17% higher than 2019. The largest number of vacancies were advertised in the urban centres Bournemouth (11,181) and Poole (7,369), but opportunities existed across the county and trends across localities appear to be returning to “normal”.

Over the **second Quarter (April-June)** vacancies reached highs last seen in 2018. There were c.20,672 jobs advertised, marking a 27% increase on the previous quarter, over twice higher than the vacancies seen over the same period last year and 41% higher than 2019.

**June** was the sixth consecutive month of vacancy growth. The c.7,560 vacancies advertised were more than double their 2020 levels and almost 60% higher than those in June 2019.



**Figure 10.** Dorset Monthly Vacancies, Burning Glass Technologies: Labour Insight. 2021.

### Increasing employer reports of labour shortages tampering recovery

While this growth in demand is a welcome news for all those, whose jobs were displaced throughout the pandemic, both media and anecdotal reports suggest increasing proportion of business experience recruitment difficulties as lack of applicants and skills gaps are stifling their recovery at a critical time.

On a quick count, there's been over 50 articles referencing "labour shortages" in the national press in June alone and a selection follows:



**The Bank of England quarterly agent's summary of business conditions** finds recruitment intentions have picked up with some sectors reporting recruitment difficulties and labour shortages. Particular issues were reported in hospitality and logistics, IT, engineering, construction, professional services, nursing, agriculture and food production.

**The Recruitment and Employment Confederation and KPMG** echoed these sector challenges, sounding an alarm over labour shortages endangering economic recovery, and reporting the number of available workers plunged in June at the fastest rate since 1997.



**The Guardian features hospitality employer accounts** of "severe staffing shortages" saying "a lot of workers are from Europe, so Brexit has had an impact, and there is the 'furlough hangover' where a lot of people have now got other jobs to keep themselves going and are not coming back."

Local reports have also alarmed of venues forced to close their doors due to staff shortages.

## Why are employers struggling to hire while there are still large numbers of people displaced by the pandemic?

The Bank of England analysis notes that while some labour shortages were structural and had existed prior to the outbreak of the pandemic, for example in engineering and technology, recent hiring difficulties can be partially attributed to a variety of COVID-related factors, such as:

- **Large number of reopening businesses trying to hire staff at the same time**
- **Nervousness among candidates about changing jobs, including due to concerns about future eligibility for the furlough scheme**
- **Staff being unable to return to the UK from overseas due to travel restrictions**
- **General shortage of non-UK workers - particularly for low-skilled jobs - which could be related to EU withdrawal and COVID restrictions.**

**The challenges in supply of EU workers** have been confirmed in an interesting report pointing out a significant fall in the working population born outside of the UK during 2020, particularly those from the EU, with the number of non-UK born workers residing in the UK falling by more than half a million.

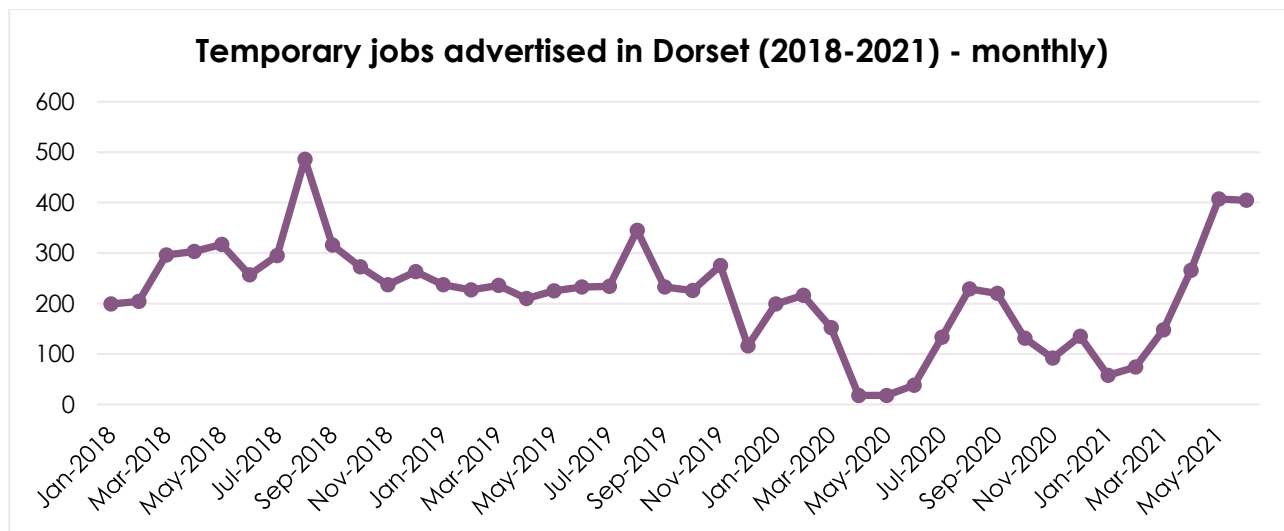
A recent LinkedIn Workforce Report looks at shifts in net migration using LinkedIn members' profile locations changes between January 2020 and March 2021. They found that more people were leaving for EU countries than were coming to the UK from the EU, and that has accelerated in 2021, with net migration from the EU to UK down 24% in January 2021 year on year.

Finally, an Indeed Hiring Lab study indicates that these changes may developed into a trend as Britain is becoming less popular with EU jobseekers since post-Brexit immigration rules were put in place in January 2021. Overall searches were down 36% and clicks on lower-paid jobs off 41% since 2019. Searches from elsewhere in the world have risen for higher-paid jobs, but the report predicts employers seeking to hire foreign workers for lower-paid jobs will be facing substantial obstacles.

### Another barrier to attracting applications is the noted rise in precarious/ temporary jobs on offer.

In Dorset there has been a noted increase in the number of temporary roles advertised throughout the pandemic and this trend has accelerated this year (Figure 11). Although the ability to draw on flexible labour is important for employers, particularly under the current circumstances, there are indications that these types of contracts are not attractive to applicants. [Reports](#) show that not only the number of temporary workers was on the rise nationally, but also the share of people doing this involuntarily as temporary contracts were not their preferred employment options.

Recently [an employer study in neighbouring Somerset](#) indicated that employers are attributing the most recruitment difficulties they experience to precarious/ temporary nature of work they are able to offer in these still volatile times, which is unfortunately set to continue over the next year.



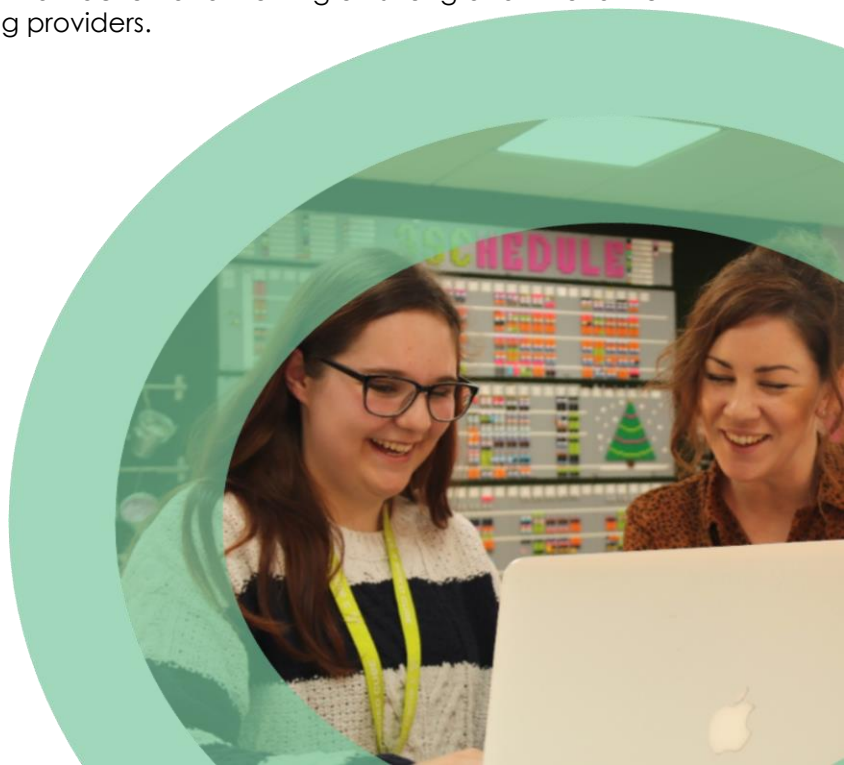
**Figure 11.** Dorset Monthly Temporary Jobs Postings, Burning Glass Technologies: Labour Insight. 2021.

The skills shortages issues in Dorset are well documented in the [Dorset Local Skills Report](#).

Prior the pandemic we had near-full employment and Dorset scored in the top three LEP areas for the proportions of hard-to-fill and skills shortage vacancies reported by employers (61% of Dorset employers had at least one vacancy that was hard to fill with national reference 44% and 50% of all vacancies were hard-to-fill vs 36% nationally).

In Dorset LEP's [latest article](#), Rebecca Davies, Head of Enterprise, Skills & Industry reflected on these issues and shared solutions for tackling the county's skills challenges in the long term.

She called for a joined-up thinking and creative approaches in utilising and retaining existing talent, thinking outside the box when it comes to talent attraction and working on strong and innovative collaborations between businesses and training providers.







## Top employers and job creation in Dorset over the first half of 2021

Significant growth was noted in hospitality, engineering and construction demand while the National Health Service, J.P.Morgan, the Councils, Bournemouth University and residential care firms remain the top recruiters.

The demand for trades and hospitality workers has seen a substantial increase with employers such as Whitbread and Bourne Leisure actively recruiting for their venues while nurses, software developers and carers remain most in demand in Dorset, as well as other professionals such as project, account and financial managers, lawyers and accountants.

Top Employers	#Jobs
NATIONAL HEALTH SERVICE	3,004
JPMORGAN CHASE & CO	585
BCP COUNCIL	498
BOURNEMOUTH UNIVERSITY	228
CHECKATRADE LIMITED	202
AGINCARE GROUP LTD	183
COLTEN CARE LIMITED	171
WHITBREAD	170
VITALITY LIMITED	149
HOLT ENGINEERING LIMITED	139
BOURNE LEISURE HOLDINGS	112
LV= GENERAL INSURANCE	105
DORSET COUNCIL	102
CURTISS WRIGHT CORPORATION	85
HAMILTON CROSS	84
BOURNEMOUTH AND POOLE COLLEGE	83
WALGREENS BOOTS ALLIANCE	81
CO-OPERATIVE GROUP LIMITED	80

Figure 12. Dorset Top Employers by number of jobs posted Jan-Jun 2021, Burning Glass Technologies: Labour Insight, 2021.

There are also exciting plans for new projects and jobs in Dorset:

- **Dorset's REIDsteel plans a new Christchurch factory** - The structural steel company is to build a "single, automated production line"
- **BOBBY'S department store is to open in Bournemouth next month** in the former Debenhams building and is set to create 260 jobs
- **LUSH is moving its recycling facilities to a bigger base at a Poole** more than three times the size of its existing recycling hub
- **Parkdean Resorts to invest in new facilities and hire thousands**
- **Weymouth Gateway retail development approved** to see branches of Dunelm, B & M Homestore, McDonalds and a Costa drive-through open up, and thus creating new jobs for the area.
- **Transformation of Bournemouth's Savoy Hotel** into a luxurious five-star hotel is expected to create over 200 local jobs.
- **40 new jobs to become available in Shaftesbury** as new store will open its doors this winter



## Industries, Occupations and Skills



### Industry Developments: Demand grows across all industries and a record 14 times increase was seen in tourism and hospitality

Over the second quarter labour demand saw considerable growth across all industries in Dorset. The greatest growth was recorded in tourism and hospitality, agriculture and construction. The Quarter 2 vacancies in the tourism and hospitality sector grew 3 times on the first quarter and were 14 times higher than their 2020 reference. Vacancies in the sector were also 40% higher than 2019.

#### Q2 | 2020

##### Top industries by number of vacancies

Industry	#Jobs Q2 2020
HEALTH & SOCIAL WORK	2,740
EDUCATION	825
MANUFACTURING	443
PROFESSIONAL, SCIENTIFIC AND TECHNICAL	436
PUBLIC ADMINISTRATION & DEFENCE	404
WHOLESALE & RETAIL, REPAIR OF VEHICLES	360
FINANCE & INSURANCE	289
ADMINISTRATIVE AND SUPPORT SERVICES	122
TRANSPORTATION & STORAGE	112
OTHER SERVICES	97
INFORMATION & COMMUNICATION	77
ACCOMMODATION & FOOD SERVICES	74
CONSTRUCTION	58
REAL ESTATE	52
ARTS, ENTERTAINMENT & RECREATION	37

#### Q2 | 2021

##### Top industries by number of vacancies

Industry	#Jobs Q2 2021
HEALTH & SOCIAL WORK	3,975
MANUFACTURING	1,208
ACCOMMODATION & FOOD SERVICES	1,078
PROFESSIONAL, SCIENTIFIC AND TECHNICAL	1,044
EDUCATION	1,011
WHOLESALE & RETAIL, REPAIR OF VEHICLES	865
FINANCE & INSURANCE	685
ADMINISTRATIVE AND SUPPORT SERVICES	446
PUBLIC ADMINISTRATION & DEFENCE	421
INFORMATION & COMMUNICATION	349
TRANSPORTATION & STORAGE	321
CONSTRUCTION	291
OTHER SERVICES	242
REAL ESTATE	177
ARTS, ENTERTAINMENT & RECREATION	102

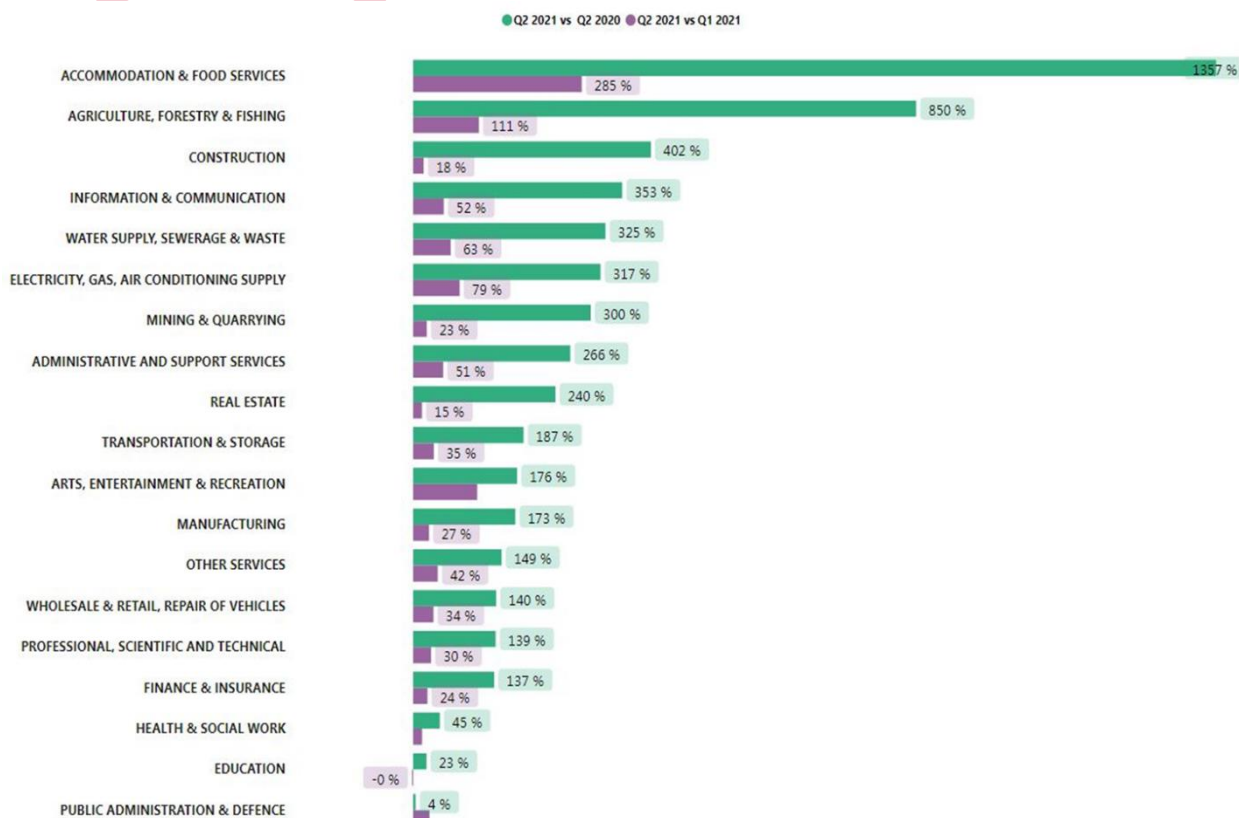


Figure 13. Industry Developments Q2. Burning Glass Technologies: Labour Insight. 2021.

## Labour demand also exceeded last year's across all occupations

Traditionally, the highest demand in Dorset is for Professional, Associate Professional & Technical, and Caring, Leisure & Service occupational groups.

Over the first half of this year demand was strong across all occupations and it recovered notably among those most affected by the pandemic, such as Sales, Administrative and Skilled Trades roles. Historically, the largest growth was seen in Professionals and Caring job roles.

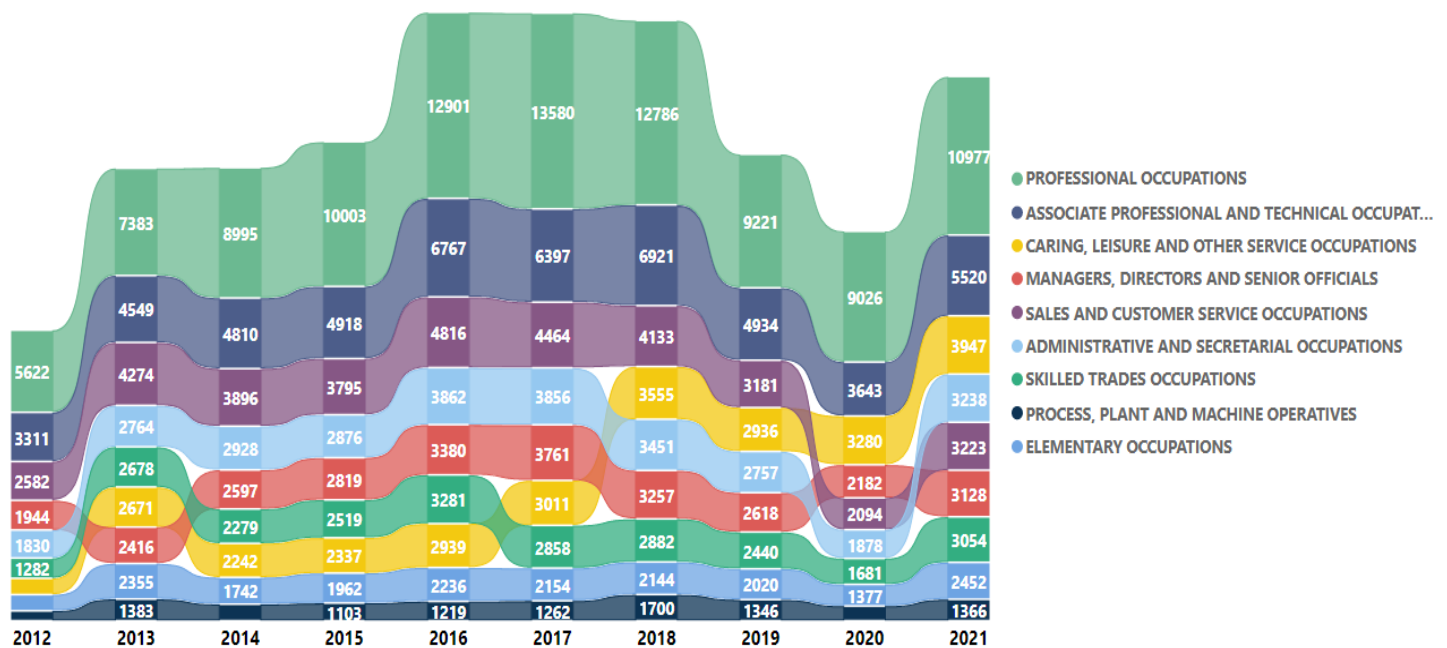


Figure 14. Occupational Developments Jan–Jun 2012–2021. Burning Glass Technologies: Labour Insight. 2021

Between January and June 2021 demand exceeded both last year's and the levels seen in 2019 across all occupations.

When compared to 2019, overall demand in 2021 was up by over a fifth among:

- **Associate professionals** (HR, IT, Engineering, Marketing associate professionals, etc) -34%↑
- **Managers and directors** (Services, Marketing, Finance, Health Managers, etc) -25%↑
- **Professionals** (Services, Marketing, Finance, Health Managers, etc) -34%↑

In reference to last year, the biggest increases in demand were seen among some occupations that were affected most throughout the pandemic:

- **Skilled Trades** (Chefs, Plumbers, Carpenters & Joiners, Electricians etc) -82%↑
- **Elementary Occupations** (Kitchen, Catering assistants, Cleaners & Domestics, etc) -78%↑
- **Administrative Occupations** (Administrators, Book-keepers, Receptionists, etc) -72%↑

When compared to the first quarter, Quarter 2 demand also grew most substantially among these occupational groups with elementary occupation vacancies more than doubling, while sales, skilled trades, and administrative jobs growing by over 50% on the quarter.

## Most frequently requested skills

Baseline skills were most in demand amongst employers with communication, organisational, detail-orientation and planning skills topping the charts, closely followed by use of Microsoft applications, creativity and problem solving.

The majority of digital skills were stable or growing with MS Excel topping the lead table and Python growing amongst the programming languages.



**Figure 15.** Skills most frequently requested by employers Jan–Jun 2021.  
Burning Glass Technologies: Labour Insight, 2021

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



# Chart of the Quarter



## Tourism & Hospitality Industry Dashboard

**Positive news on reopening of the sector brings unseen demand for Hospitality, Food and Tourism workers over Quarter 2 in Dorset**

Hospitality and Tourism are amongst the most severely affected by the coronavirus outbreak: lockdowns have closed the sectors causing [over 80% of the staff to be furloughed](#) for most of 2020 and thus far 2021 has been a bumpy ride, which will no doubt spill over beyond this year. The ease of restrictions over Quarter 2, however combined with staycation surges with limited overseas travel, major sporting events and favourable weather conditions, have meant a boom for the sector unseen in years.

[Bournemouth, Christchurch and Poole Council reports](#) that over the third weekend of July alone, as the sunshine arrived in Dorset, so did **nearly half a million visitors**, headed to our 15 miles of coastline. While visitors and residents enjoyed a relaxing weekend by the sea, this record-breaking influx called for a multi-agency response and resulted in more than 60 missing children reunited with families, 110 tonnes of waste collected, and 1300 parking tickets issued, illustrating the massive scale of the effort and workforce required to keep everyone safe.

A major response to this extraordinary situation of many businesses reopening simultaneously and introducing additional safety measures, was the exponential growth in labour demand in the sector (see [Demand grew 14 times in tourism and hospitality](#)) and subsequent reports on staff shortages (see [Increasing employer reports of labour shortages tampering recovery](#)) with now a [100% of businesses in the sector complaining of unfilled job openings](#).

To illustrate these ups and downs we feature the Dorset LEP's Interactive [Tourism and Hospitality Dashboard](#) as our Chart of the Quarter (Figure 16) showing that:

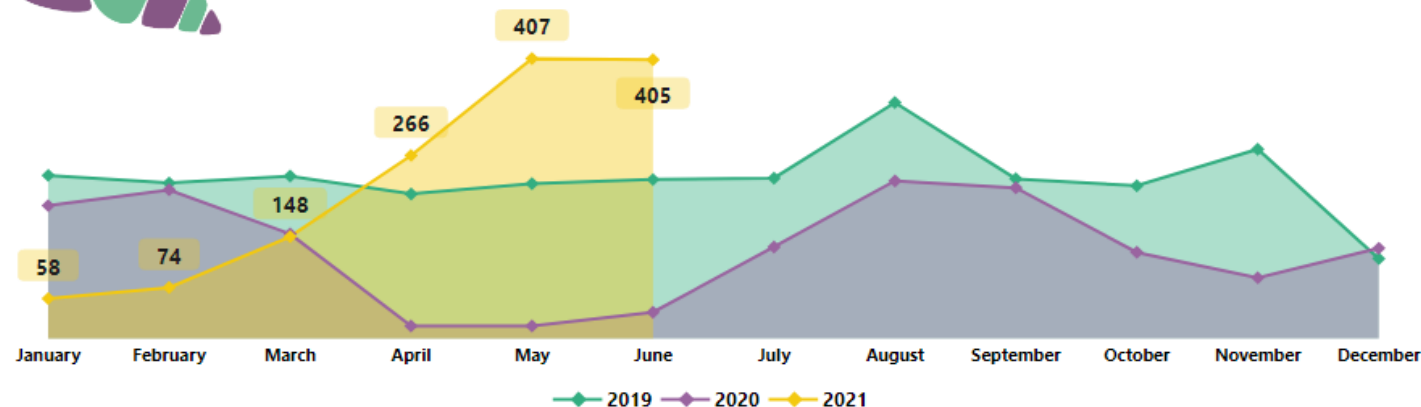
- The level of vacancies in the sector in Q2 marked a 27% increase on Q1 and were over twice as high as those seen over the same period last year and 41% higher than 2019.
- Over the first half of the year, the highest demand was for chefs (246 job openings) and kitchen/ catering assistants (233 job openings) across Dorset.
- **Long term occupational developments show the demand for Hospitality, Food and Tourism workers over Quarter 2 was the highest on record over this period in the past decade**

**Explore more statistics in** our Interactive [Tourism and Hospitality Dashboard](#).

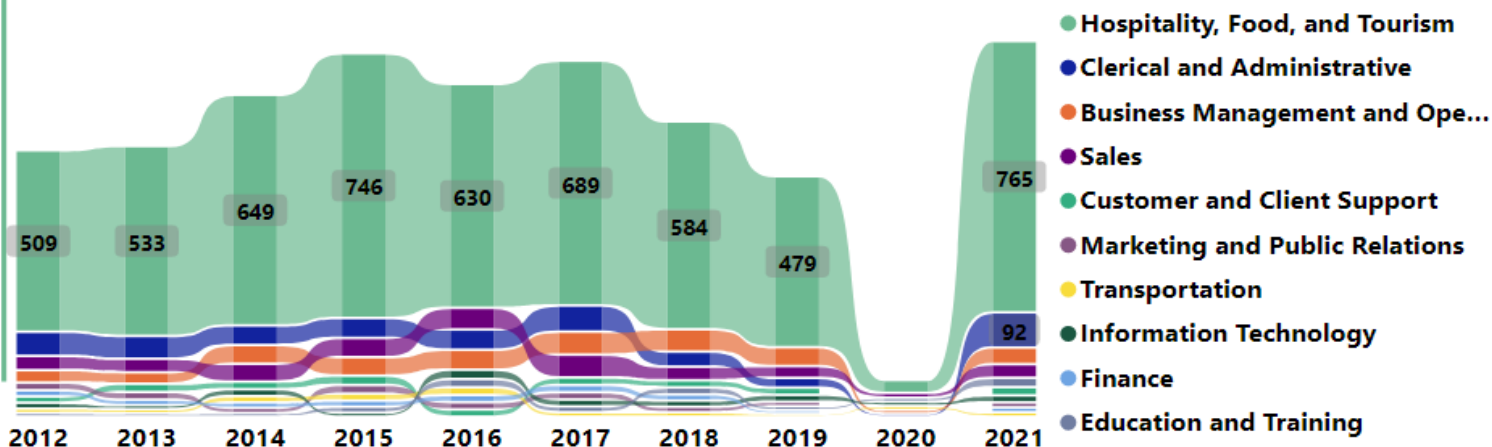
# TOURISM & HOSPITALITY in Dorset 2021



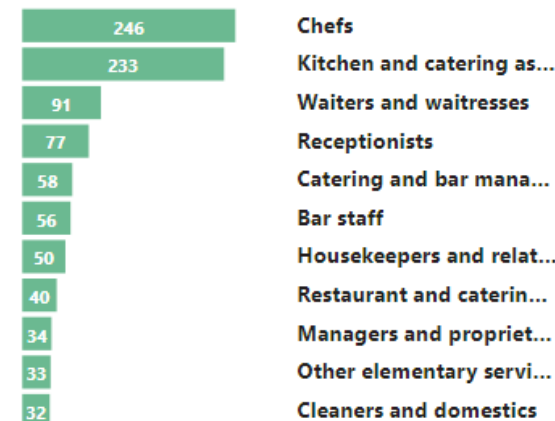
## Vacancies (monthly)



## Occupations (Quarter 2)



## Top jobs in demand 2021



## Vacancies Q2

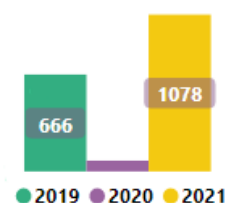


Figure 16. Tourism and Hospitality – Key industry dashboard. Source: Burning Glass Technologies: Labour Insight. 2021



## New pandemic vocabulary entries: “pingdemic” and “furlough hangover”

We analysed some reasons behind these developments in the “[Increasing employer reports of labour shortages tampering recovery](#)” section, whilst other challenges reported by employers in the sector have become widely known over recent weeks:

- [“pingdemic” – surge of workers being urged to self-isolate by the NHS Covid-19 app](#), and
- [“furlough hangover”- workers furloughed throughout the pandemic that have moved into a different career.](#)

Local data is not yet available to establish the effect on employment in the sector in Dorset, but national data shows the number of people employed in Tourism and Hospitality across the UK fell by 297,000 (12%↓) between March 2020 and March 2021.

## Government responded by publishing new strategy

The Department for Business, Energy and Industrial Strategy (BEIS) has published its [Hospitality Strategy](#), which sets out how the Government will work with the sector, as it reopens, recovers and builds its resilience on the longer term. The strategy outlines 22 commitments with three of them focused around workforce resilience:

### Jobs and skills

- Explore options for vocational training offers that support career paths in the sector.
- Work with the sector to raise the profile of skills and careers in hospitality.
- Encourage hospitality businesses to participate in Government programmes, e.g. Help to Grow, to improve digital and management skills in the workforce.

## DWP issues Hospitality Recruitment Briefing Pack

The Department for Work and Pensions has also partnered with UKHospitality and developed a [hospitality briefing pack](#) to support conversations with both employers and jobseekers. For employers, the message is that Jobcentre Plus can support their search for staff to fill vacancies. For jobseekers, the pack highlights the range of exciting opportunities available in the sector.

## BCHA launches “At your service” locally

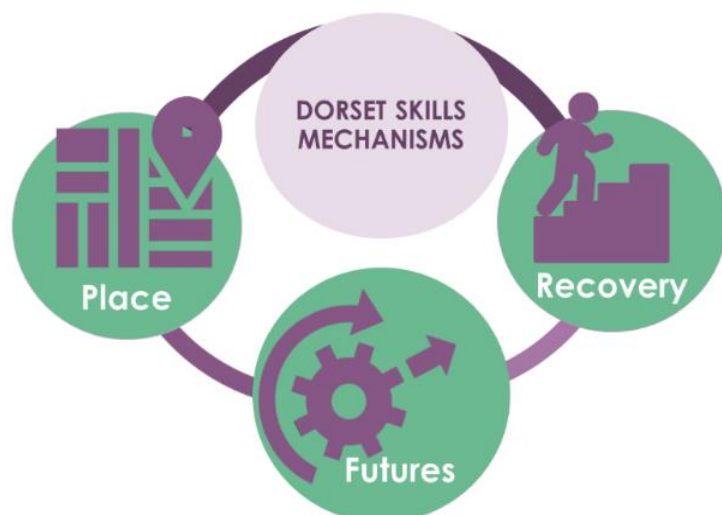
BCHA has also launched a free “At Your Service” programme to offer unemployed people the chance to gain new and refresh existing skills and gain experience and qualifications to equip them to return to work in Tourism and Hospitality. The programme gives real hands on kitchen experience, the chance to showcase these skills to an employer and the tailored support required to get people back on the pathway to work.

You can join At Your Service If you are unemployed and living in the Bournemouth, Christchurch and Poole (BCP) area in Dorset. Find more [here](#).

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# Dorset Skills Strategy - Research Links



## Place: Social Mobility



What was an already stagnant social mobility may now be moving in reverse damaged by the pandemic hit on income inequality, access to stable housing, youth unemployment, gaps in school attainment and child poverty in UK.

The Social Mobility Commission (SMC) released its third [State of the Nation 2021 report](#) examining progress on improving social mobility in the UK.

It reveals that every critical measure of low social mobility – child poverty, income inequality, access to stable housing, youth unemployment and gaps in school attainment – was poor at baseline (in 2019) and with the damaging impact of the pandemic the gap between advantaged and disadvantaged children has widened and these effects may be felt for decades.

### Some of the report findings are striking:

#### Child poverty increased

Almost **one-third of children in the UK** —around **4.3 million**—were living in poverty in March 2020 - an increase of around 700,000, or 3.7 percentage points, from March 2012. These young people could face consequences that affect them for years, leading to worse health, educational outcomes, reduced development, and life chances.

#### Half of the poorer families suffer digital disadvantage

In March 2020 when the pandemic hit, **only 51 % of households earning between £6,000 and £10,000 had home internet access**, vs 99% of households with income over £40,000.

9 million adults lacked the foundation skills (such as turning on a computer), 11.7 million adults lacked the essential digital skills for life (such as buying something online) and **17.1 million did not have digital workplace skills**.

While schools were closed, **1.5 million children did not have access to a laptop device**.

COVID-19 has **already increased the educational attainment gap by 0.5-1 month**, erasing up to two-thirds of the last decade's progress on closing the gap.

## Labour market continues to grow opportunities at the top

### Backgrounds determine the likelihood of getting a professional job

With a rapid rise in professional jobs over recent years, half (49%) of UK jobs were in professional occupations in 2020 while less than 30% were working class jobs.

Yet you are still **60% more likely to get a professional job if your parents were in a professional or managerial job rather than working class job.**

Those from **working class backgrounds in professional jobs also earn £6,000 less** on average than those from privileged backgrounds.

### During the pandemic

Overwhelmingly, **professional jobs (such as accountants, engineers, even teachers) pivoted to remote working**, providing stability for employees and even some new opportunities. Professionals had homeworking rates more than 40 percentage points higher than any working class occupation and have been able to benefit from continued employment and physical shielding from the virus, and, because they were less likely to be on furlough, they benefitted from greater stability.

Generally, **working class jobs were the least likely to be done from home**, meaning the daily health risks they had to take to put food on the table were extremely different.

### What could this mean for Dorset?

The growth of professional jobs is clear in Dorset. As shown in Figure 14. Occupational Developments Jan–Jun 2012–2021. Burning Glass Technologies: **Labour Insight. 2021**, the trend is for an increased demand for professionals has been notable over recent years with vacancies for these roles doubling over the past decade.

The proportion of local people employed in professional and managerial occupations in Dorset has also increased, accounting for over a third of the employment in 2020 compared to a quarter in 2004.

## The report also examines the effects of unstable housing on social mobility

### Exponential increase in the number of families in private rentals

There are now **more than one and a half million families raising children in private rentals**, more than double the number 15 years ago and **45% of private renters now rely on benefits to pay their rent**, with housing support failing to cover the cost of a modest two bedroom home in 67% of local areas in England.

Insecure housing tenure of any kind increases the probability of frequent moves, making it more difficult to sustain education, employment and training.

### What could this mean for Dorset?

There is a well-established affordable housing problem in Dorset which affects attraction and retention of talent locally, discussed in more detail in **Place: Levelling up**

The **Report** calls for a shake-up of child welfare and significant investment in education to **put disadvantaged young people at centre stage of the government's recovery plan** outlining **recommendations** across the key themes: **Geography and local power, Child poverty, Housing, Early years, Education, Universities, Apprenticeships and adult skills, Digital access, Work and career progression (for employers)**. You can view the full report here: <https://bit.ly/3rtz0eD>



## Place: Levelling up

### Covid-19 effects on wealth and house prices and the impact on Dorset people and talent retention locally

Linked to these findings, [new report from the Resolution Foundation](#) shows that while Covid-19 created restrictions to most social and business activities and contractions in employment and productivity, **household wealth grew by 6% throughout the pandemic:**

- Families, unable to spend, accumulated **extra savings** and homeowners saw **property value soar**. [ONS reports](#) house prices grew by 9% over the year to April 2021 with the average house in England priced at £251,000, being almost £100,000 higher than back in 2009.
- These wealth surges however are concentrated among richer households, with those at the bottom of the income distribution having to run down savings or borrow to cope, thus **stretching the gap between rich and poor further**: "The wealth gap between the richest 10% of families and the median family grew by £40,000 during the pandemic and now stands at 55 times the typical household income."

#### What are the local implications for levelling up?

##### 1) House prices impact attraction and retention of talent locally.

Further increase in house prices affects people who want to stay or move for a job in Dorset – one of the least affordable places to enter the housing market.

Our [Local Skills Report](#) found that while Dorset is a desirable location, employers struggle to attract people with the right skills and housing affordability is a key barrier. The median house in Dorset costed £290,000 in the year to Sep 2020 (vs. £249,000 in England). This equates to 10 times the average annual salary here and reaches 13 in Christchurch, 14 in East Dorset and 15 in Purbeck, which compares to 7 in England. Further increase in house prices affect younger people, those earning less or suffering disadvantage the most.

##### 2) The most deprived are getting poorer further limiting prospects in areas of the county.

**From these reports we infer that** household income has further declined in the county's most deprived areas. The <https://www.ons.gov.uk/visualisations/dvc1370>/ONS [Interactive household income deprivation](#) maps visually illustrate these areas and show that:

While Dorset has an 'n'-shaped income deprivation profile (close to average), 31 of the neighbourhoods in the county were among the 20% most deprived in terms of income in 2019, accounting for 11% of BCP Council areas (Figure 18) and 9% of those in Dorset Council (Figure 17).

These are also the areas, which have most likely suffered the most from further declines in income through depletion of savings and increased borrowing throughout the pandemic and where regeneration and recovery projects are now concentrated.



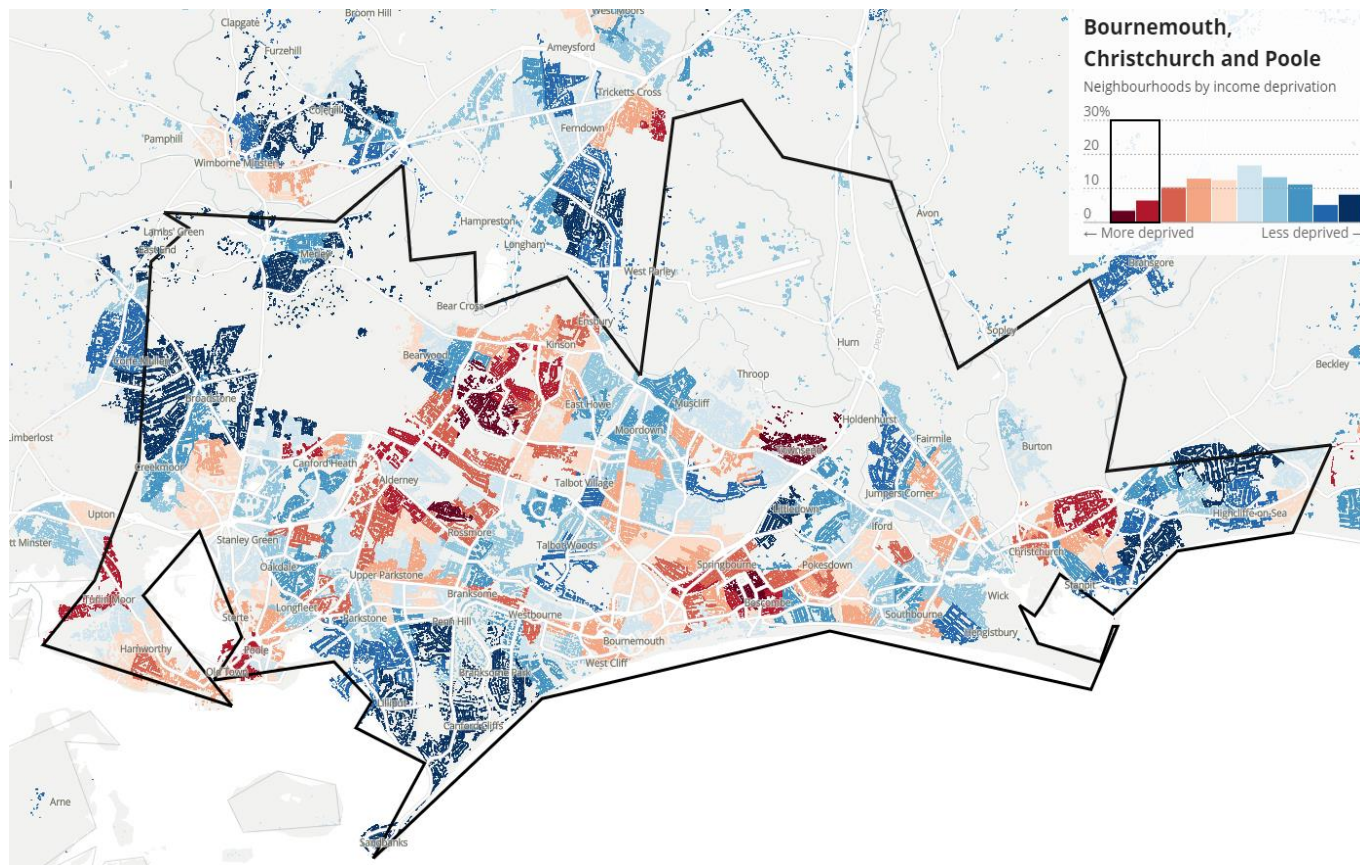


Figure 17. BCP Council neighbourhoods of income deprivation. [ONS Interactive maps](#)

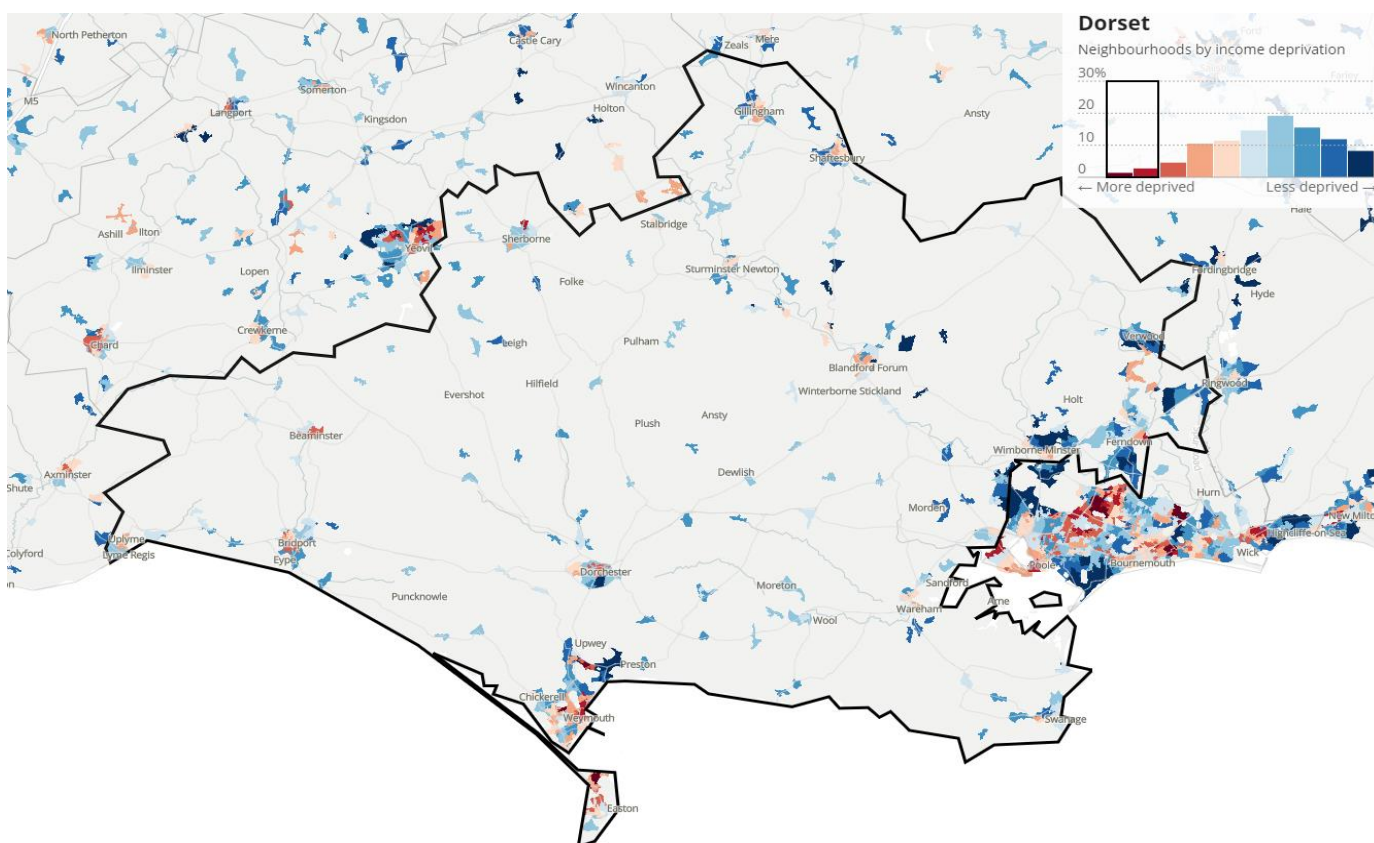


Figure 18. Dorset Council neighbourhoods of income deprivation. [ONS Interactive maps](#)



## Recovery: Long-term Strategy for Careers Education

The careers information, advice and guidance system in England faces short term policy and funding constraints and lacks clear guidance for delivery.

Policy Connect's Skills Commission launched its [Transition to Ambition: Navigating the Careers Maze report](#), which examines the Careers Information, Advice and Guidance (CIAG) system in England and how it supports transitions into employment.

### • What common issues emerged?

- **Need for a longer-term perspective and funding** - schools and colleges struggle to create effective change in a complex system in the space of only three or four years and need stability
- **Digital poverty** – as workplaces and educational providers are moving to hybrid models a long term strategy is required to ensure that no one is excluded
- **Labour Market Information (LMI)** - access to up-to-date LMI has become vitally important with rapid economic changes and destabilised labour markets
- **Further Education and Independent Training Providers** –variability in CIAG provision, serious funding and time constraints, challenges of diverse cohorts of learners, many of them from disadvantaged backgrounds and experiencing digital poverty
- **Higher Education**– financial constraints and cuts on careers services, while leadership teams focused on immediate access to teaching in the pandemic and CIAG seen as less important, fall in graduate employment, possible solutions with higher SME involvement
- **Adults outside of education** – limitations of Lifetime Skills Guarantee and enhanced National Careers Service (NCS) access and eligibility and lack of awareness of available support

These findings are relevant in our Dorset context, some of them well documented in our [Local Skills Report](#) and the [ongoing activities](#) led by the [Dorset Skills Advisory Panel & Board](#) and [Dorset Careers Hub](#).

Among them, the recognition of the important role of local LMI in careers advice and guidance has led to the development of a [host of interactive LMI resources](#) and workshops supporting local people in making informed careers decisions.

### • Key recommendations for the future

The report offers a number of recommendations for improving the quality of the Careers Information, Advice and Guidance (CIAG) system, calling for:

- **Stable, longer-term careers strategy;**
- **Creation of an employer-led careers strategy advisory board;**
- **Adequate longer-term funding as part of the Spending Review 2021;**
- **Embedding careers advice and guidance across all “Plan for Jobs” schemes;**
- **Enforcing zero rating of educational and careers resources on mobile data, so that it does not count towards users’ mobile data allocation;**
- **“LMI for All” vacancy data availability on the long term;**
- **Compliance with the Baker Clause to be mandatory part of the Ofsted inspection and supporting guidance on good practice to be issued;**
- **National scheme to help small businesses hire a graduate for 6 to 12 months, boosting business recovery and graduates employability;**
- **Lifelong learning loans to be flexible and accessible to those who already have an equivalent qualification at that level;**
- **Broadening of the National Careers Service's priority groups and implementing an ongoing national campaign with a strong local focus**



## Futures: The rise of digital learning and skills

With tech hiring on the rise and digital learning evolving companies should focus on digitisation and digital learning strategies

[Experis](#) reports that **38% of companies are accelerating digitisation**

Having been pushed online by the pandemic, nearly every company is now a tech business. At the same time, skill shortages continue – in cloud, cyber security, system and software engineering, software development, data analysis and more. **Nearly two-thirds (64%) of companies globally acknowledge their current workforce lacks the skills required to implement digital transformation strategies and capitalise on growth potential.**

**The report urges companies to develop a strong digital strategy and long term solutions for building a digital talent pipeline.**

Eight great careers sites for digital and tech

In a similar vein, [Tech Nation](#) reports tech hiring is on the rise with software developers, web designers, and data analysts most in demand.



Meanwhile CIPD / Accenture [Learning and skills at work](#) report surveyed over 1,200 UK organisations on their digital learning practices and found that:

- **70% of organisations increased use of digital or online solutions** over the last year.
- 77% saying they're successfully using learning technology
- Learning professionals **have reflected more widely on the future of work:**
  - Half (51%) have assessed the impact of automation on roles and how to redeploy talent (up from 40% in 2020)
  - Two thirds (64%) have assessed which roles are changing and how to reskill employees (up from 56% in 2020).

**They highlights red flags around lack of clarity in learning technology gains and recommend companies to implement evidence based digital learning strategies and reflect on what worked well in the past year.**

The newly published [Open University The Future of Learning 2070 report](#) predicts a future where “face-to-face interactions will be seamless between physical and virtual learning spaces: students and educators will dip in and out of these spaces as avatars” and our learning interactions will involve AI learning coaches, Brain-Computer Interfaces (BCI) and Virtual Reality Classrooms.



# Future Career Spotlight: Green



To meet its goal to reach net zero emissions by 2050, the Government announced £166 million investment and 60,000 UK jobs in green technology and development to drive forward the technology needed for a green industrial revolution.

- Technology developments in carbon capture, greenhouse gas removal and hydrogen and solutions in decarbonisation of those sectors which are polluting the air such as manufacturing, steel, energy and waste will be prioritised.
- In response [CITB published Building Skills for Net Zero](#), projecting 350,000 more workers needed by 2028, to deliver building improvements and reduce energy demand, representing around 13% increase of on the current workforce.
- [The Independent Green Jobs Taskforce also published an expert report](#) saying that every UK job has the potential to be green and issued a call to action for green skills programmes, helping adults of all ages to gain the skills needed to build back greener from the pandemic.

**We explored the Green Jobs developments in Dorset**

**Over the first half of 2021 there were:**

# 463

**Vacancies for  
green jobs in  
Dorset**

Looking at developments over the first six months of recent years, we find that green job vacancies have seen a year on year rise with the levels in the first half of 2021 over 40% higher than back in 2018.

## Green Jobs - Dorset Jan-Jun 2018 -2021

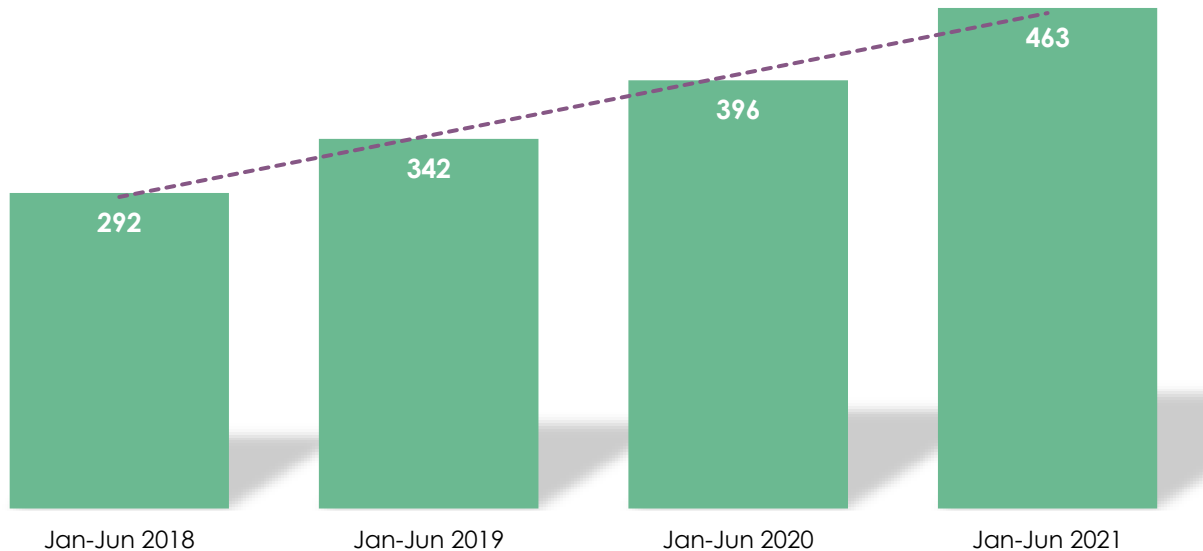


Figure 19. Green jobs vacancies time series. Burning Glass Technologies: Labour Insight. 2021

If you are interested in a green job in Dorset: here are the top employers to check out:

## Green Jobs - Top Employers

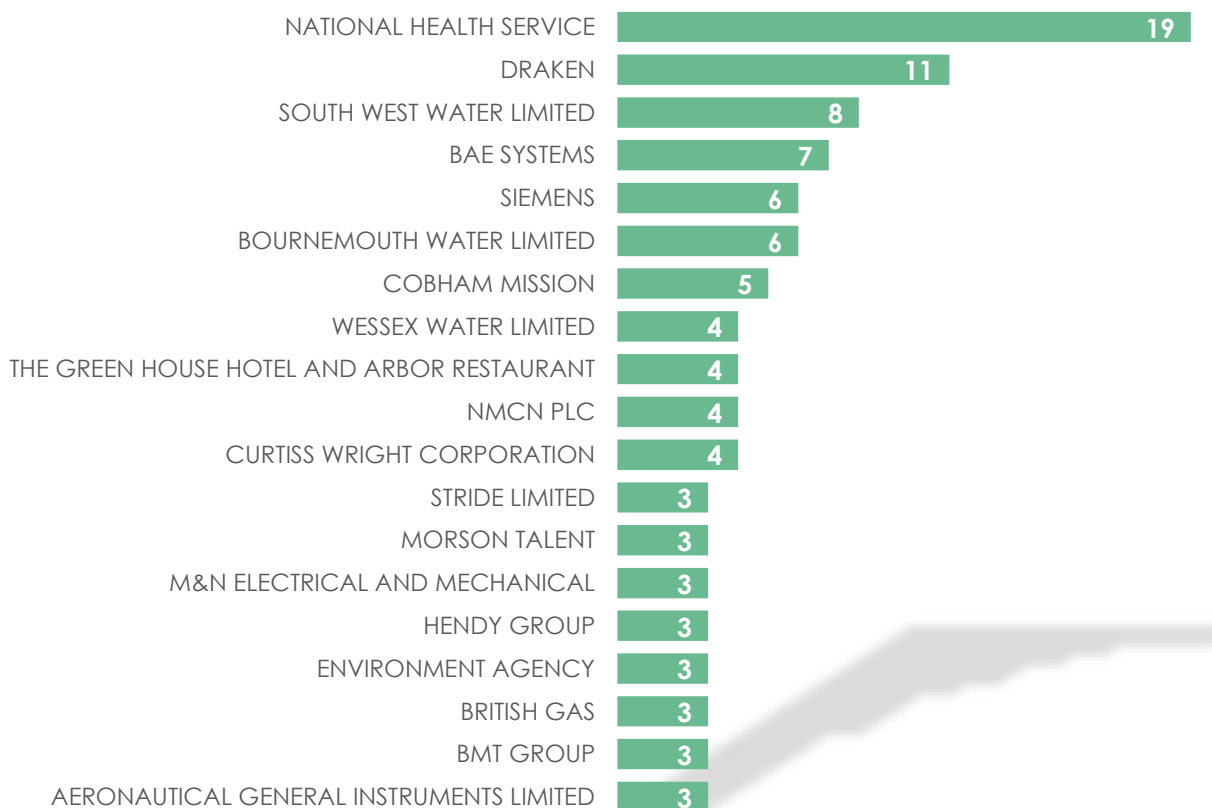


Figure 20. Green jobs Employers Jan-Jun 2021. Burning Glass Technologies: Labour Insight. 2021

Over the last 12 months the highest demand in Dorset was for Sustainability and Environmental Health Consultants/ Officers and Recycling Managers. Green jobs offer competitive salaries: the average advertised salary has been on the rise and over £6,000 higher than the average in the county.

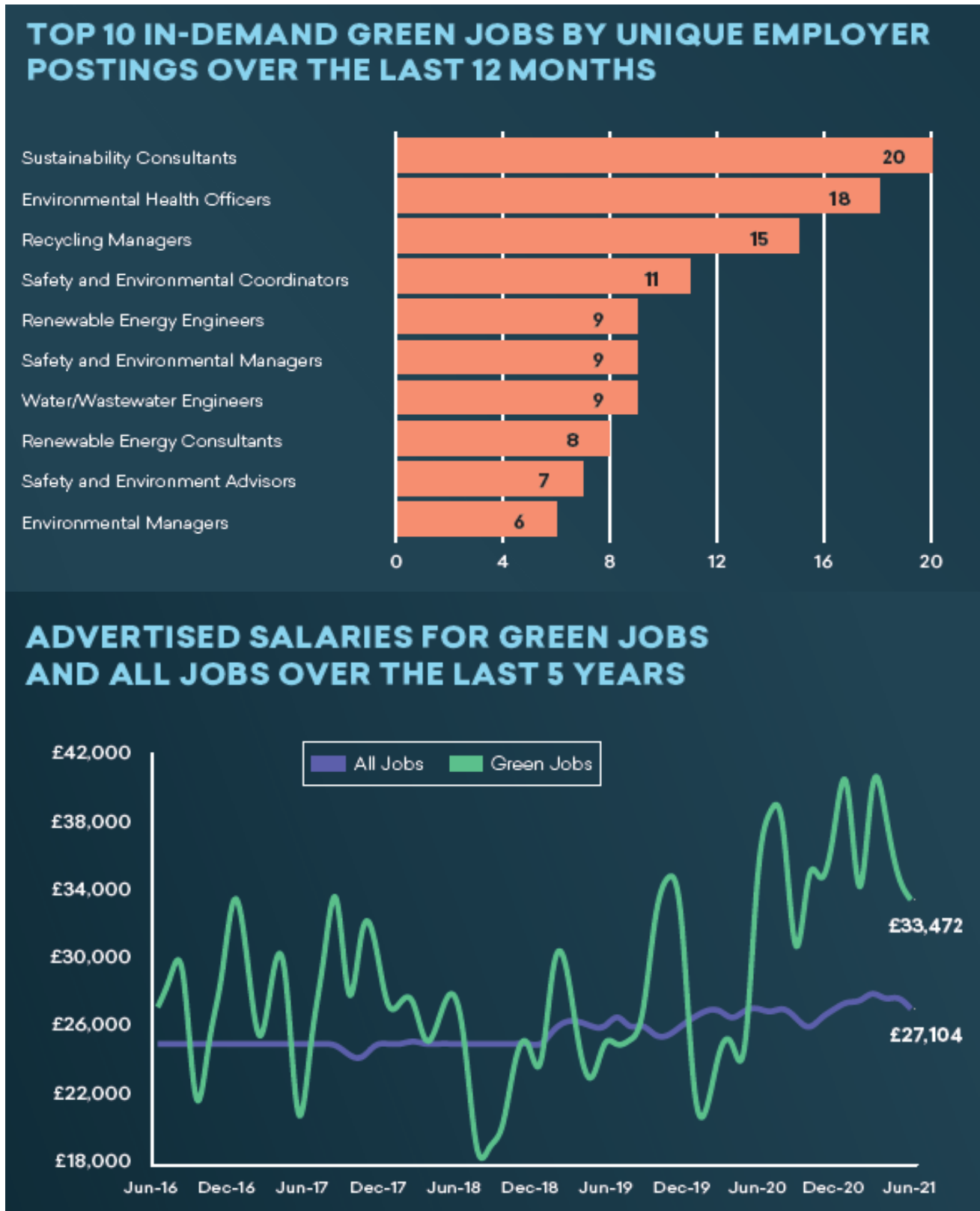


Figure 21. Source: Emsi

The top specialist (hard) and baseline (common or transferable) skills that were most in demand over the past year across green vacancies are listed below.

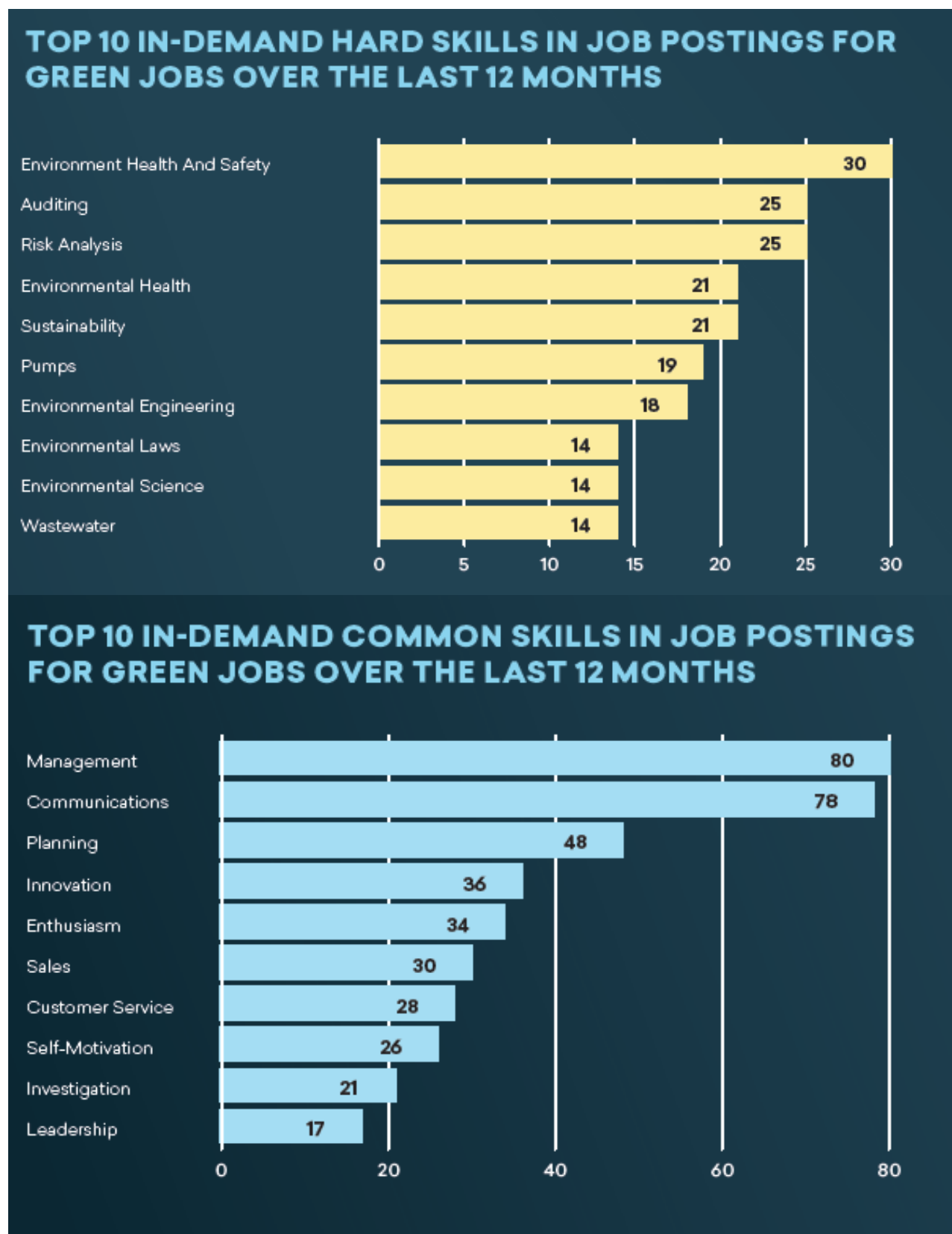


Figure 22. Source: Emsi



# How to grow your green career in Dorset?

## Featured opportunity: Free Course

**Free Course for:** Anyone who is unemployed and aged 19 +

This **5-day virtual live course** will equip you with the skills you need to find a job in the green sector – whether it be within green manufacturing, renewable energy, waste management, the possibilities are endless!

- 5-day virtual course delivered via Zoom starting July 26
- The course runs from Monday to Friday, 9:30am – 4:30pm
- Earn a Level 1 Certificate in Employability Skills
- 100% funded

**You'll master key concepts that could set you up for a successful green career:** [Enrol Now](#)

### Kingston Maurward College

A leading specialist college in land-based courses and apprenticeships [explore a variety of courses](#) from ecology and conservation, to welding, construction and agriculture.

### Bournemouth University

Offers a range of degrees in [Life and Environmental sciences](#), and an IEMA accredited distance learning [Master's Degree in Green Economy](#).

[The Bournemouth & Poole College](#) and [Weymouth College](#) also offer a wide range of Engineering and Construction courses and apprenticeship opportunities, which provide fantastic career prospects and offer an entry into the green sector.



# Government Initiatives

## Find a Skills Bootcamp

Skills Bootcamps offer free, flexible courses of up to 16 weeks. The Government has [announced further measures](#) to **boost national skills provision**, alongside the PM's speech on levelling up, where he underlined the need to escalate the value of practical and vocational education through the Lifetime Skills Guarantee.

Skills Bootcamp training programmes [will be expanded](#) to every region of the country, offering an extra 16,000 fully funded places for adults to upskill or retrain. The expansion covers a range of digital and technical training including in green skills, such as solar energy installation, sustainable agriculture, nuclear energy, and green transport, along with coding and software development, so more adults have the opportunity to access the skills and training they need that leads to a job.

## National Skills Fund Consultation

A consultation has been launched on [the future of the National Skills Fund](#), which has already supported thousands of adults to upskill and retrain through Skills Bootcamps, and access to almost 400 free courses through the [Free Courses for Jobs programme](#).

The consultation will ask for views on how the fund should be adapted for the future, so it continues to meet the future skills needs of individuals and employers, levelling up opportunities across the country. The consultation closes at **23:59 on 16 September 2021**.

## Skills Accelerator, trailblazers and pilots

Eighteen areas across the country will also be the first to lead work to build stronger partnerships between local employer groups, colleges and other providers [through the Skills Accelerator programme](#), so the training on offer meets the need of local communities and fills skills gaps in key sectors of the economy including construction, digital, clean energy and manufacturing. This will mean more people can get the training needed to secure great jobs close to home.

## Careers guidance

New careers guidance [has been published for all schools and colleges](#), to make sure that every young person is aware of all the options available to them, including apprenticeships and technical education opportunities instead of concentrating on the traditional university route.

