
Dorset Labour Market Insights

Q3 2024

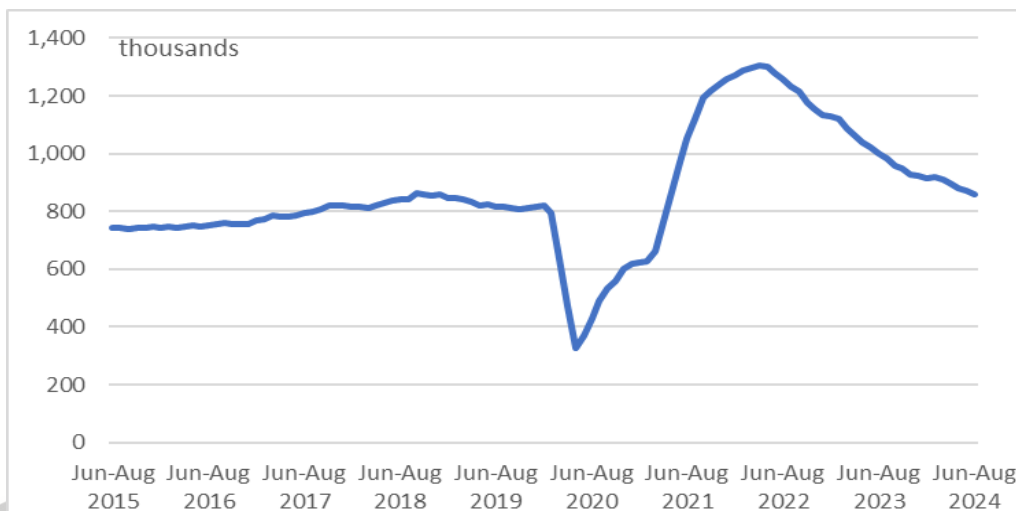
- At a national level, whilst the labour market continues to show signs of softening demand – as illustrated by continuing fall in the number of vacancies – it is important to note that this is set against the post-pandemic context, when demand was significantly high. However, the wider evidence indicates that the labour market remains broadly robust. For example, employment rates remain high and unemployment low in a historical context – even if the latter is slowly creeping up. Economic inactivity remains stubbornly high, and other facets of the labour market such as the number of people in temporary work tend to suggest a ‘split’ labour market in terms of opportunities.
- The increasing proportion of young people who are classified as NEETs is a worrying trend – suggesting constrained opportunities and a marginalisation for many. Evidence shows that the longer-term impact of this dislocation from the labour market can be damaging for many.
- Wage growth has remained robust through the period – in part supported by positive influence of the National Living Wage – and with falling inflation this has led to a return of positive real wage growth for many. Recent public sector pay deals may support this further, having not yet worked through to the data.
- Locally, the Dorset labour market is showing similar characteristics – of a broadly ‘flatlining’ labour market and a softening demand – as illustrated by falling posted vacancies. However, despite these softening conditions, wage growth remains robust (if not markedly strong) – suggesting that recruitment and retention remains an issue for some employers.

- Latest ONS Quarterly Economic figures illustrate that the UK economy has returned to broadly 'flatlining', suggesting that the slight bounce back in the Spring has petered out.
Economic growth as measured by GDP did not grow at all (0%) in three months to July 24:
 - **Services output increased** by 0.1% in July, following a decrease of 0.1% in June.
 - **Production output decreased** by 0.8% in July following growth of 0.8% in June.
 - **Construction output fell** by 0.4% in July after growing by 0.5% in June.Inflation continues to ease, the Consumer Price Index (CPI) standing at 2.2% in 12 months to July 24, very slightly up from 2.2% in June – but much lower than experienced in 22/23. Housing and household services was the largest contributor to price inflation. Food inflation has continued to ease from the significant highs experienced in late 2021.
- In its recent World Economic Outlook, the International Monetary Fund (IMF) felt that the global economy was in a 'sticky spot'. Upside risks to inflation have increased again, raising the prospect of interest rates remaining higher. There are also heightened trade tensions around the world. It remains slightly pessimistic about the growth prospects of the UK, although it is forecast to outperform some other nations such as France, Germany and Italy. The IMF now forecasts that the UK could see growth of +0.7% in 2024 and 1.5% in 2025. Again, it is useful to highlight that some commentators highlight that the IMF has consistently taken a pessimistic position on the UK economy, and it has not necessarily performed as badly as forecast.
- The latest NatWest Regional Purchasing Managers Index for the South-West indicates that confidence amongst businesses remains robust and increasingly positive. Output growth across the region accelerated and was the second strongest of the 12 UK regions. Strong customer demand prompted firms to scale up business activity volumes. The GfK Consumer Confidence Index indicated that consumer confidence is broadly (marginally) positive as we head into Autumn. The survey indicates this is mostly driven by confidence in people's personal finance circumstances, rather than their views on the general economic situation.

- In their latest [Report on Jobs](#), the Recruitment and Employment Confederation (REC) highlighted that permanent staff appointments continued to fall in July, albeit at slower rate than previously. A reduced number of vacancies and subdued demand for staff was reported to have led to the decline in placements. There was evidence of firms choosing not to replace workers whose contracts had expired. Vacancy numbers in the UK labour market continued to decline during July extending the current period of contraction to nine months. The pace of reduction was however marginal and slower than in June. Moreover, there was some divergence between permanent and temp staff demand. Whereas the latter recorded slight growth, a modest contraction was seen for permanent workers. The availability of candidates for both permanent and temporary positions continued to rise in July. Despite making fewer appointments in July, companies continued to raise permanent staff salaries. Panellists noted that firms were willing to raise pay to attract workers amid a dearth of suitable candidates.
- The [Bank of England \(BoE\)](#) reported that there was a pick-up in consumer demand in 2024 Q2 following a wet April, though they consider that consumer caution is still a drag on growth. Employment intentions have edged up slightly since the last round but are consistent with very low employment growth over the next 12 months. Recruitment difficulties continue to ease, although they remain tighter than normal for highly skilled roles in particular. Businesses continue to cite National Living Wage pressures as an influence on settlements, particularly in the consumer facing sector where settlements average about 7.5% compared to about 4.5% for non-consumer facing. Cost and prices intelligence suggests CPI inflation will continue to moderate gradually. Materials cost deflation is still helping goods price inflation slow more quickly than that of services, where firms are having to balance pass through of wages or reducing costs and quality of service to maintain margin, with concerns about reducing customer demand.

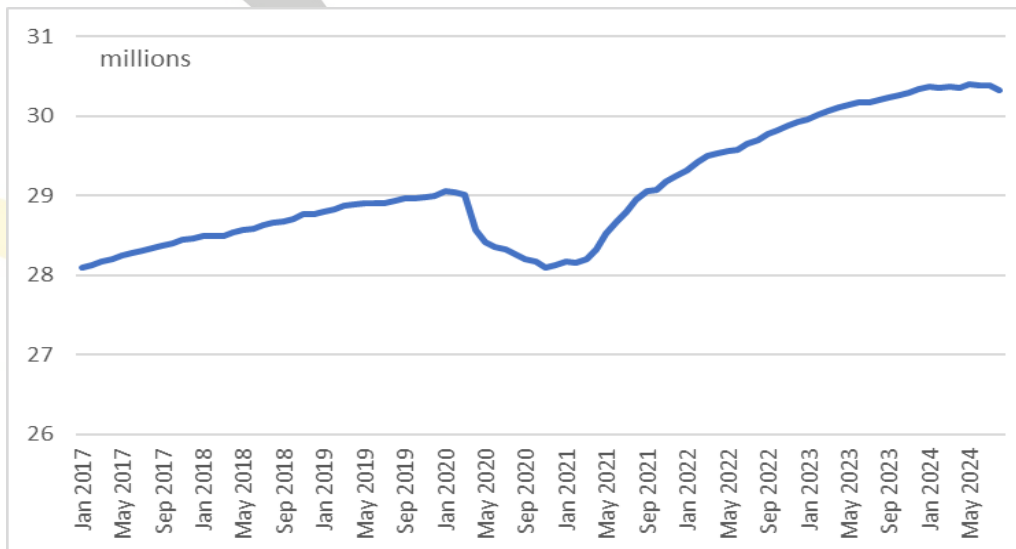
The labour market – UK vacancies and jobs

Vacancies



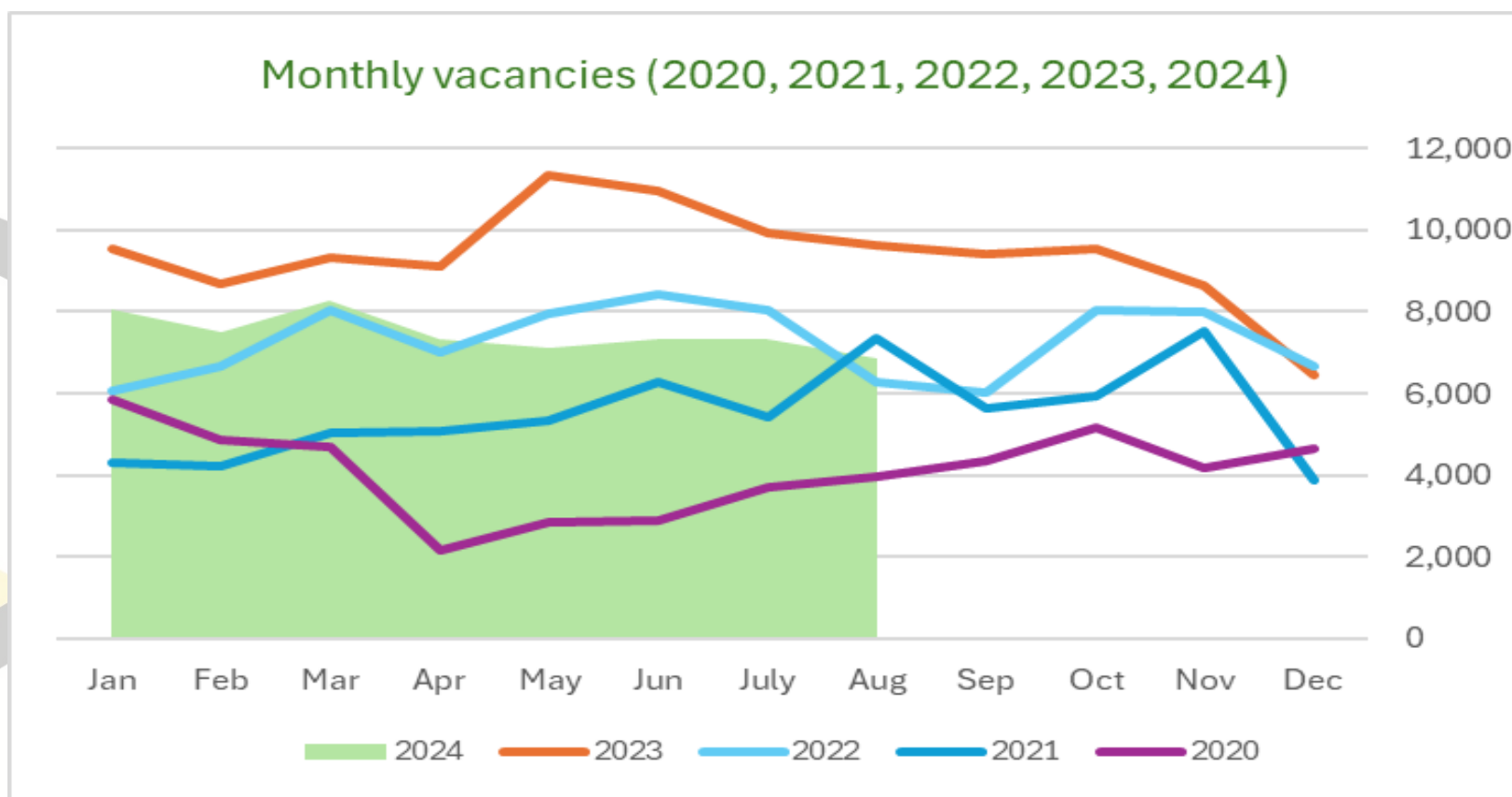
- Nationally, ONS reports total vacancies were down by 42,000 from the previous quarter. UK vacancies were around 857,000 in June to August and have now decreased for 26 consecutive quarters since the peak of 1.1mn post-pandemic vacancies.
- In June to August 2024, the number of unemployed people per vacancy was 1.6, slightly down from 1.7 the previous quarter.
- In June 2023, UK workforce jobs were 37.1m – an increase of 503,000 since the same period a year ago, but a fall of 28,000 since March 2024. There was a decrease of 92,000 self-employment jobs in the latest quarter (although this had increased by 134,000 over the year). Employee jobs offset this slightly, increasing by 62,000 on the quarter.
- The largest proportional decline in workforce jobs on a sector basis was in construction – with c5% fewer jobs in the sector across the UK than in June 23.

Jobs*



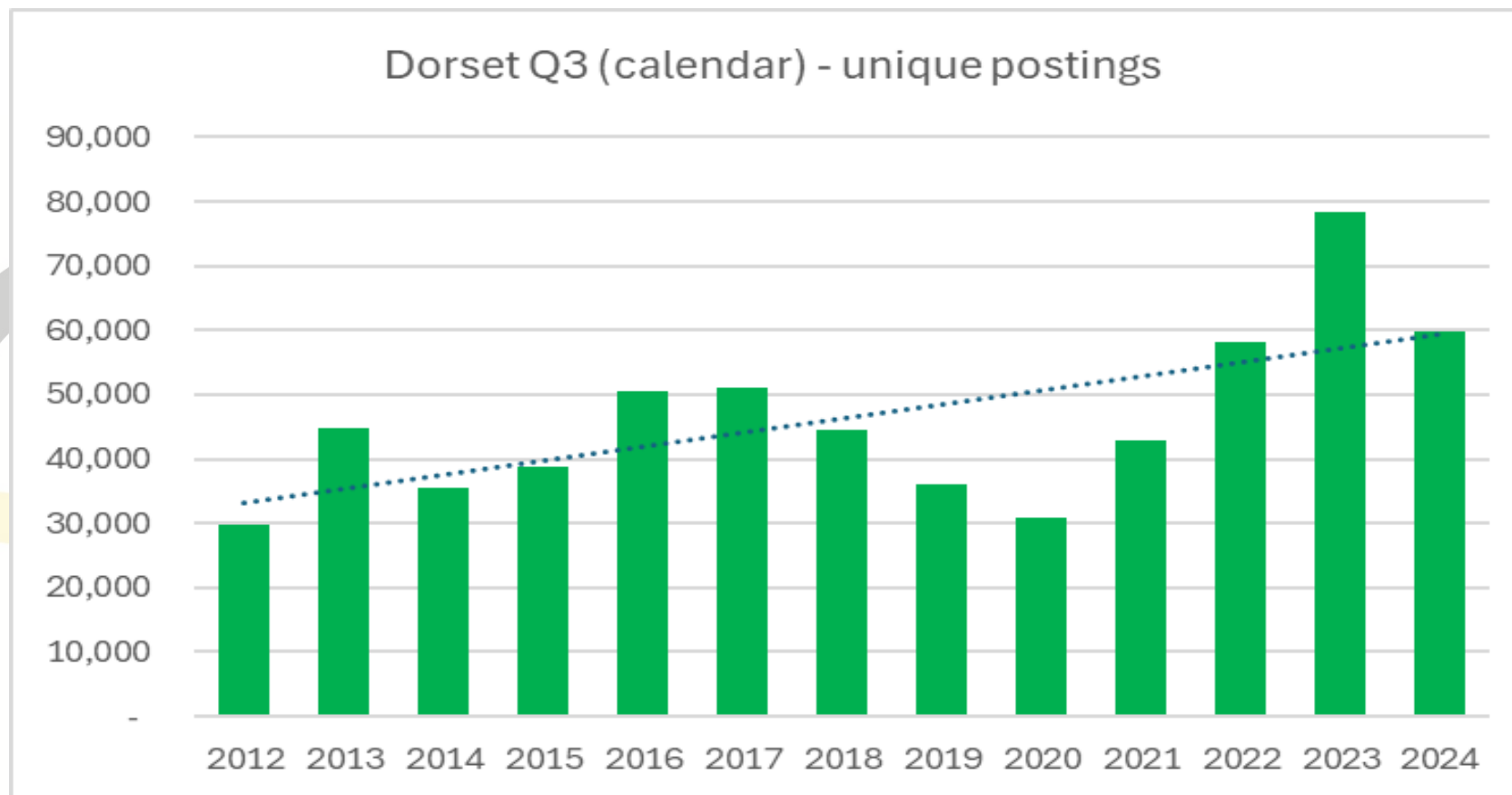
Continued signs of some softening – Dorset

- The scale of advertised vacancies has continued to fall steadily across Dorset – albeit from the historical highs experienced in 22/23. Over the first 8 months of 2024 (to end August) there has been average of 7,475 advertised vacancies – significantly lower than in 2023 (which averaged c9,800 on a monthly basis over the same period) but still comparable to 2022. The scale of advertised vacancies did fall marginally during the summer months, although it some softness in August could easily be attached to holidays of recruiters, focus on the tourism season etc. The hope is that these levels are broadly sustained during the latter part of 2024, and to avoid any further declines in volume (and quality).



A fall in quarterly demand

- The aggregate vacancies advertised through the first 8 months of 2024 (Jan-Aug) in Dorset was high by historical standards (comparable to the levels experienced in 2022) but lower than the peak seen in 2023. When comparing the two local council areas, the fall in vacancies in absolute and proportional terms was more pronounced in BCP – falling by c26.5% from the same period the in 2023 – when compared to Dorset (fall of c19%). BCP still represents the location of highest vacancies – just below two-thirds of vacancies across the Dorset LEP area.



Job postings Jan – August 2024

Dorset County
22,719

BCP
37,056

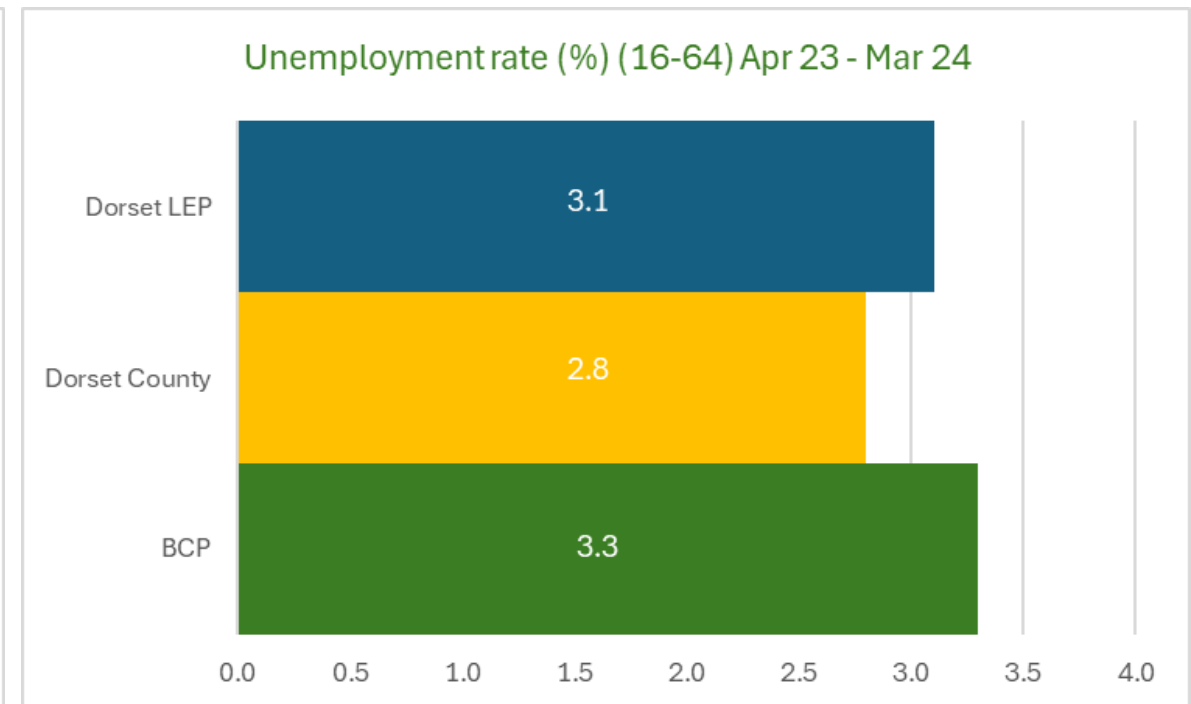
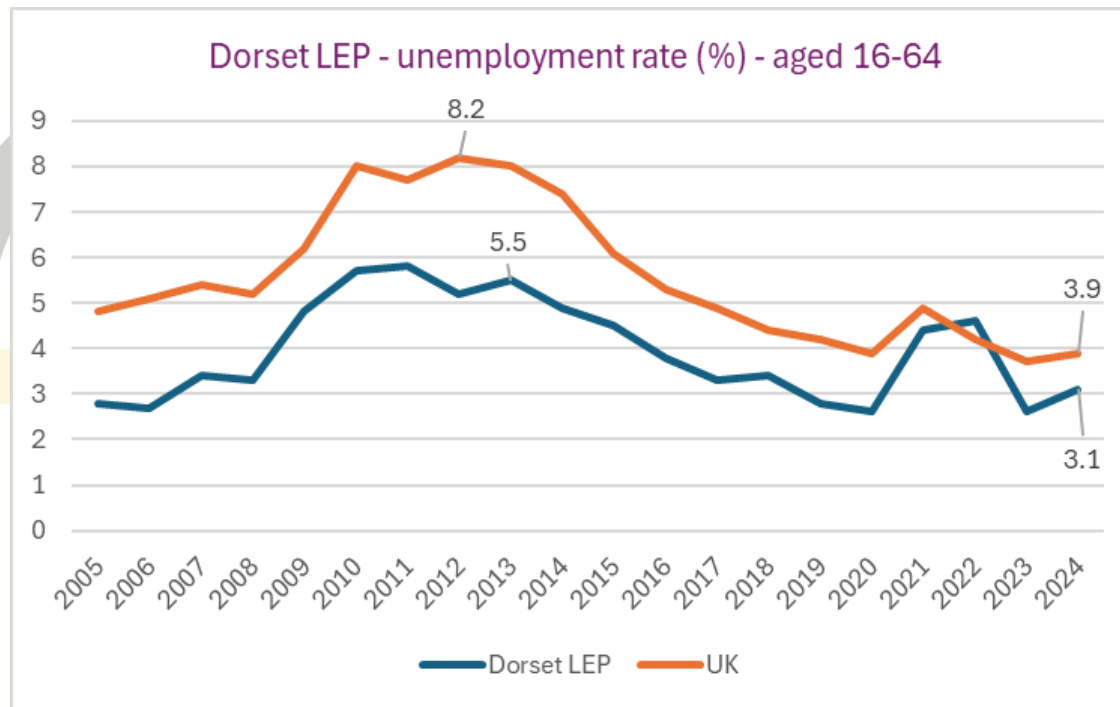
Q3 2024 vs Q3 2023

Dorset LEP
-23.7%

England
-25.0%

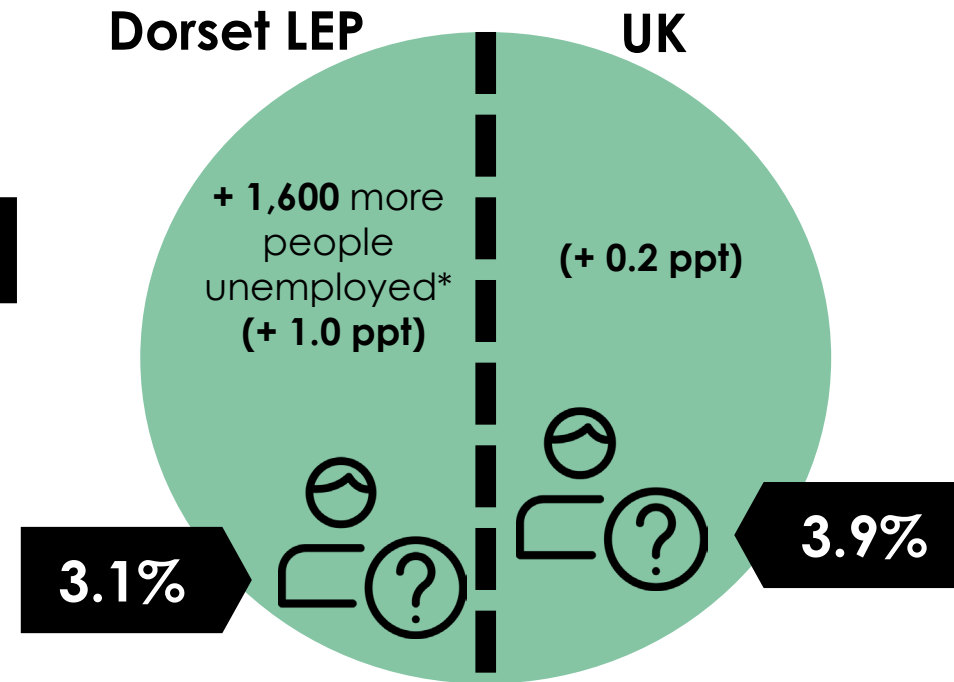
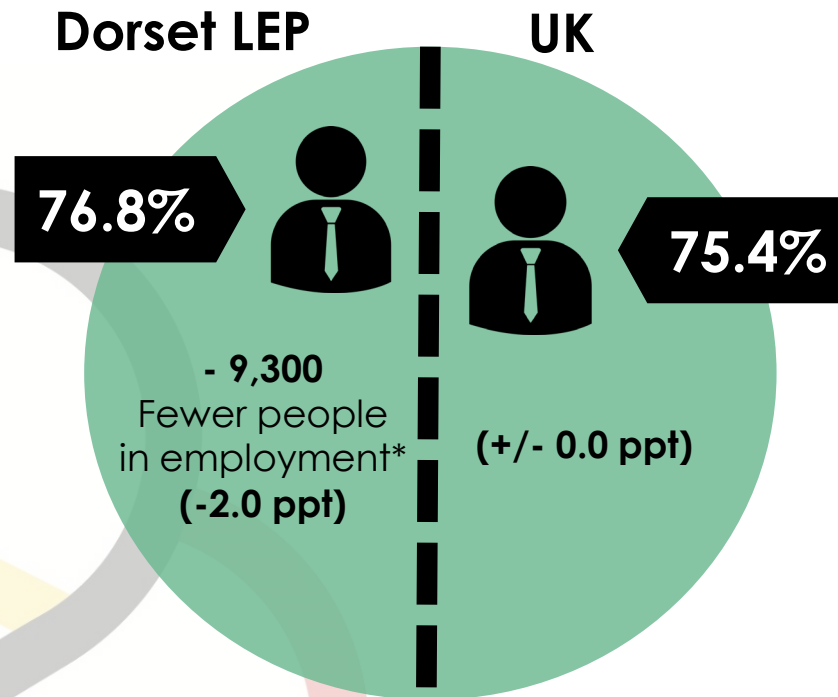
Unemployment remains low – for now

- Unemployment rates in Dorset (LEP) had declined continuously since the last quarter of 2021 when they reached 4.6% and briefly overtook national rates for the first time on record (although this may have been within the confidence intervals for the data). The latest quarterly data (to Mar 24) indicates that only 3.1% of working age people in Dorset (LEP) were unemployed and looking for a job.
- Moreover, this figure remains low in Dorset Council – at 2.8%. The number of people out of work remains extremely low within a wider historical context, but there are signs from latest data (mid 24) that it may now marginally be increasing.
- It is also important to note that the proportion of working-age people classified as unemployed is far lower than the proportion who are classified as economically inactive. To get a sense of those who are not working, the two figures need to be combined.



(Un)employment

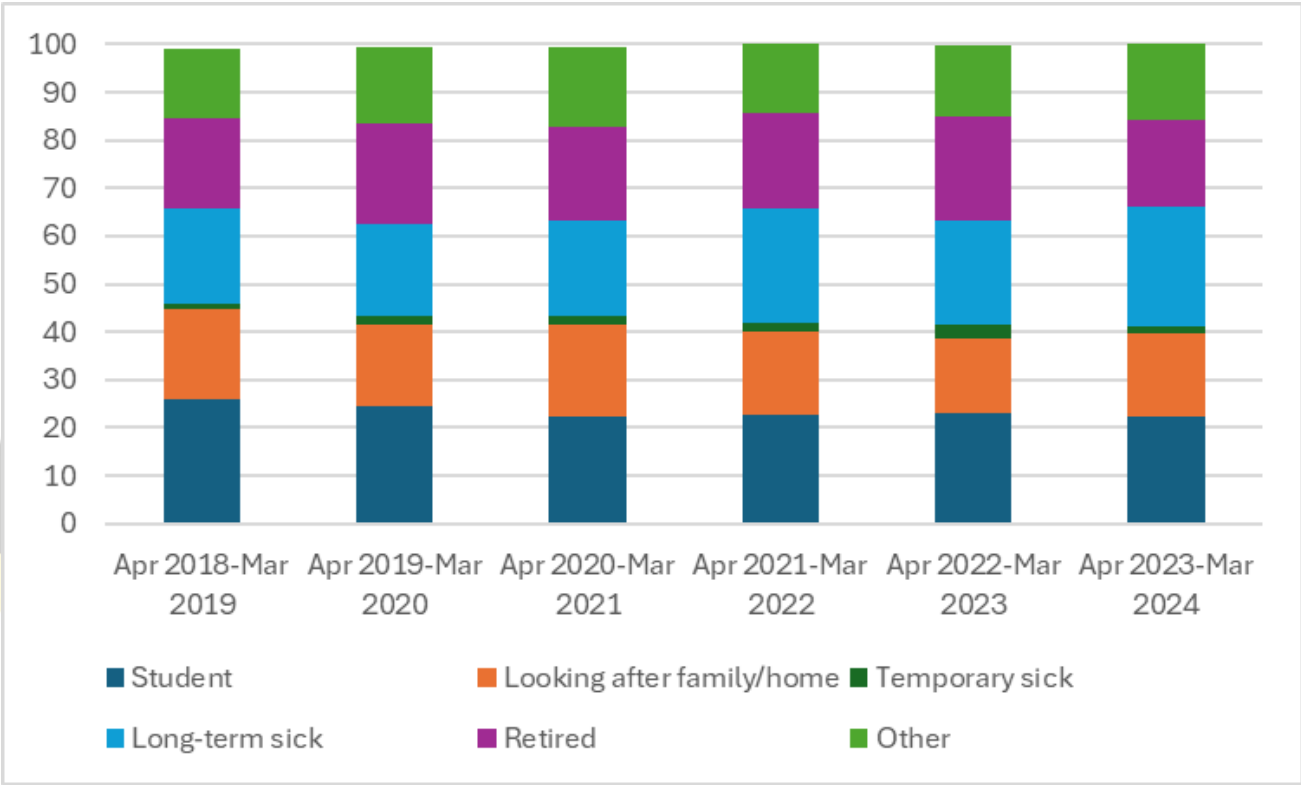
- Both employment and unemployment rates in Dorset remain more favourable than the national averages (although the confidence intervals associated with the local data are wider).
- However, evidence suggests there were fewer people in employment in Dorset (LEP) than in the same period in 2023. Unemployment still remains low – although there are tentative signs that it is beginning to increase very slightly. The movement in the number of unemployed appears to be not yet significant (again noting the need for care around local data).



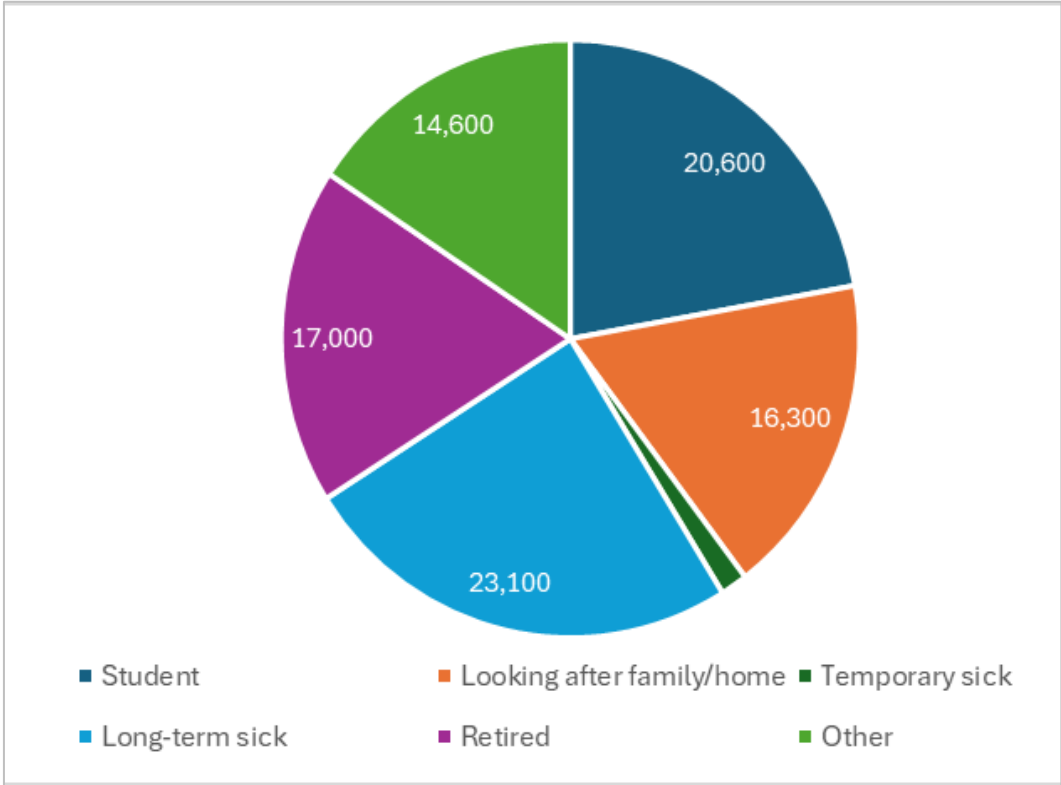
Local economic inactivity

- As with other areas, a good proportion of those aged 16-64 who are economically inactive are long-term sick (the largest contributory factor), with temporary sickness also a factor. There are c23,100 people of working age across Dorset LEP who are classified as long-term sick. Overall, an estimated 93,000 people of working age are economically inactive
- The scale and proportion of those who have chosen early retirement appears to have fallen since late 2022.

Dorset (LEP) inactivity by reason (% of total) – Apr 18 - Mar 24 (16-64)



Dorset (LEP) inactivity by reason – Apr 23 – Mar 24 (16-64)

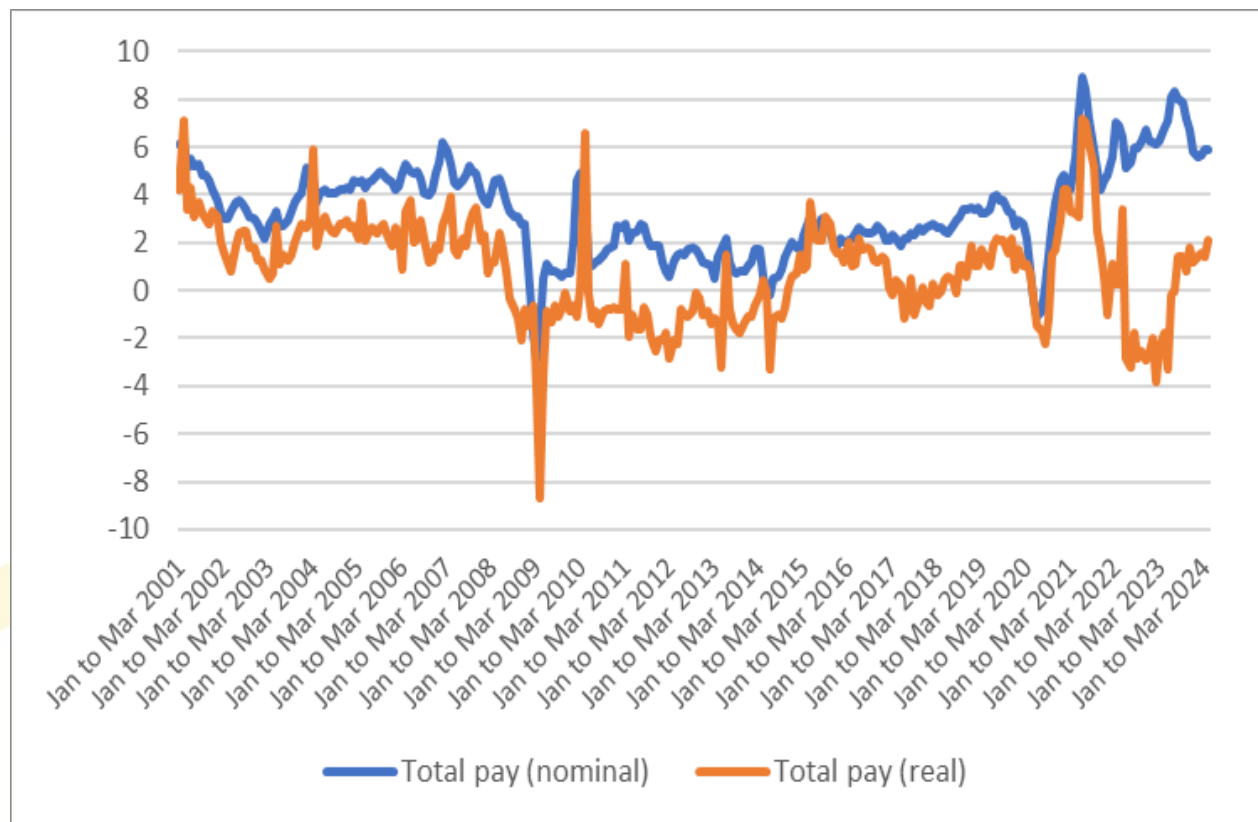


Economic inactivity Dorset (LEP) 93,000 /20.7%
UK 8.97m / 21.5%

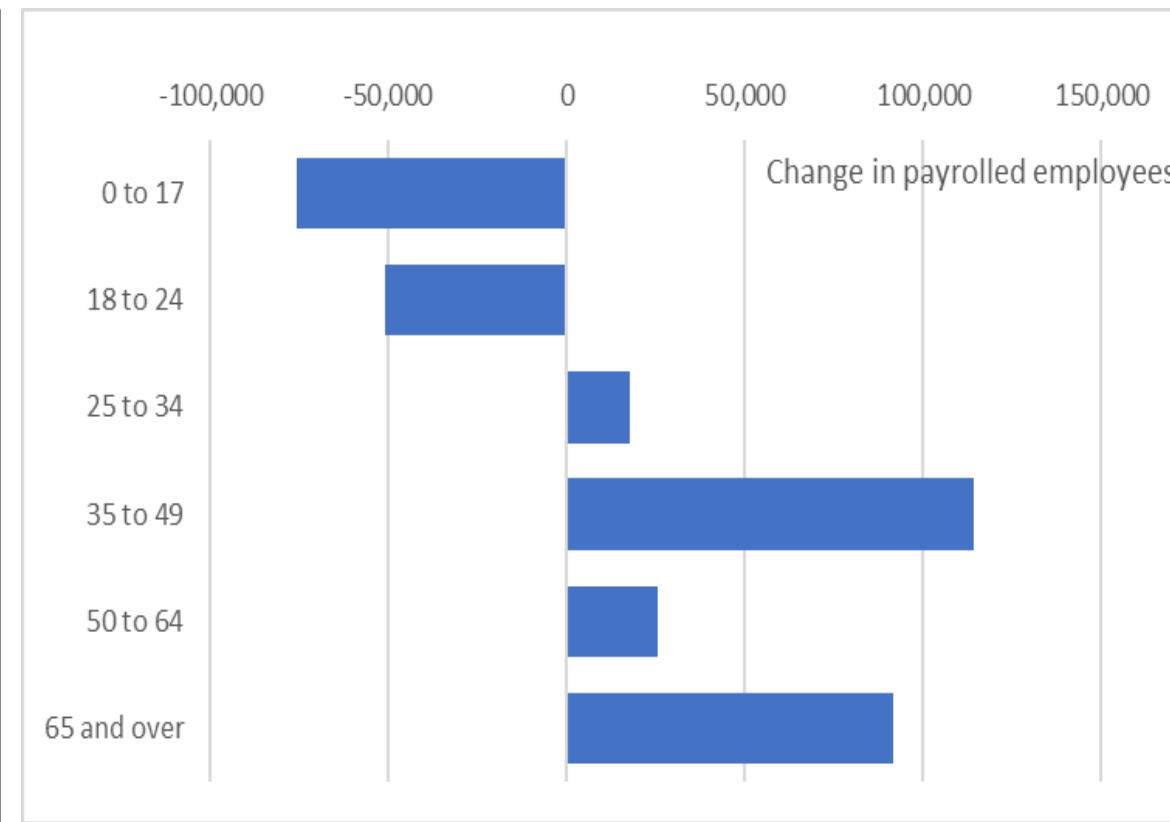
UK pay growth & job growth by age

- Average (nominal) pay has remained robust, although off the peaks seen through the latter part of 2023. Combined with inflation having fallen in recent months, this has resulted in real pay growth remaining robust – and importantly positive.
- The increase in payrolled employees over the last 12 months has largely been driven by those aged 35+, with falls experienced in the younger age group. This extends trends previously seen.

UK pay growth (nominal and real) (% annual growth): July 21 – Apr 24



UK payrolled employees by age (Aug 24), absolute change from Aug 23



Claimants

- With some lag in employment figures, claimant counts over the first three quarter of 2024 have slightly ticked up in terms of the number of people on out-of-work benefits. This does not show the true extent of unemployment. Unemployment for younger people remains higher than the whole workforce in proportional terms – and has also shown a marginal (but not significant) uptick.

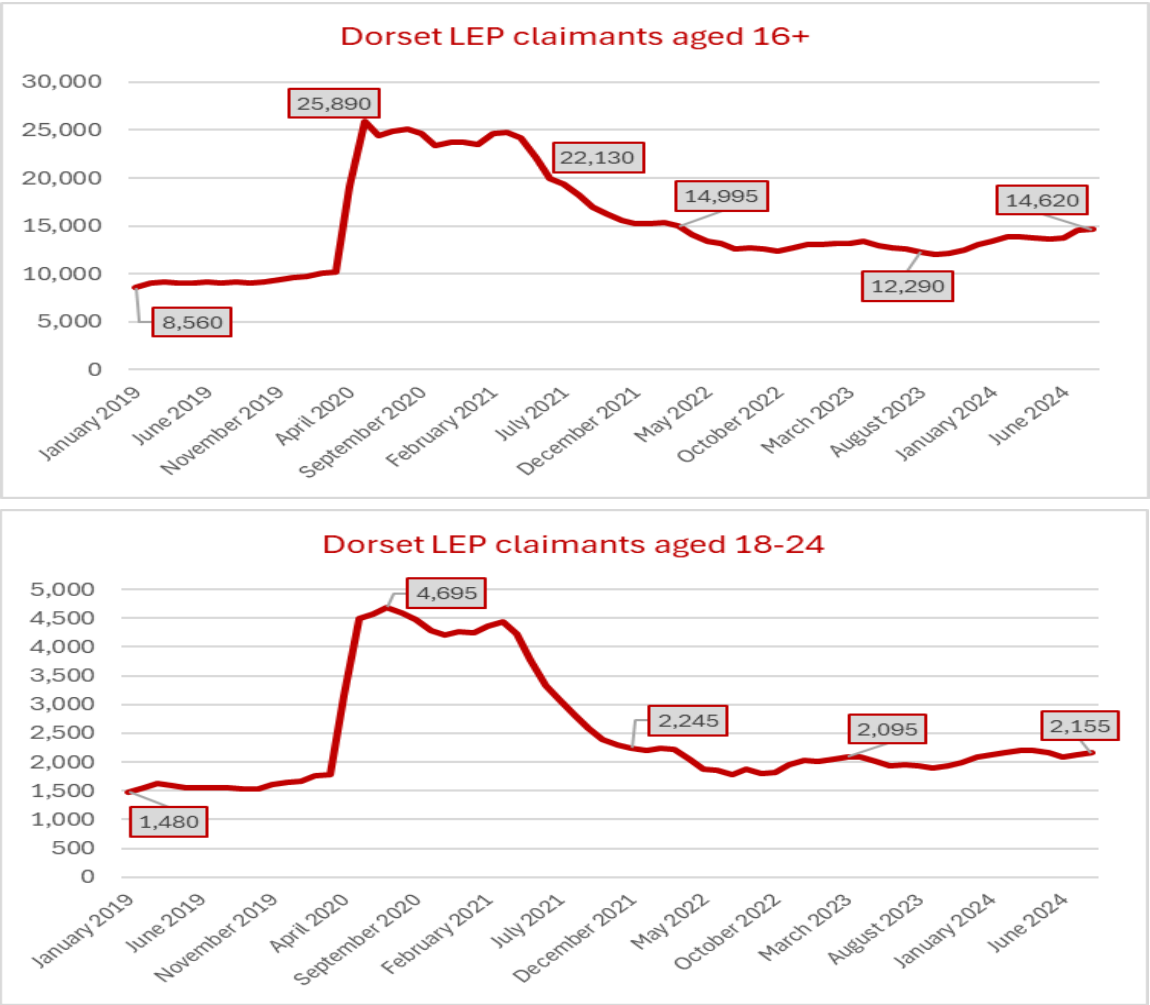
Out of work benefits

Claimants as a proportion of residents aged 16+

3.8%

Number of 18-24 year olds claiming out-of-work benefits (Dorset LEP)

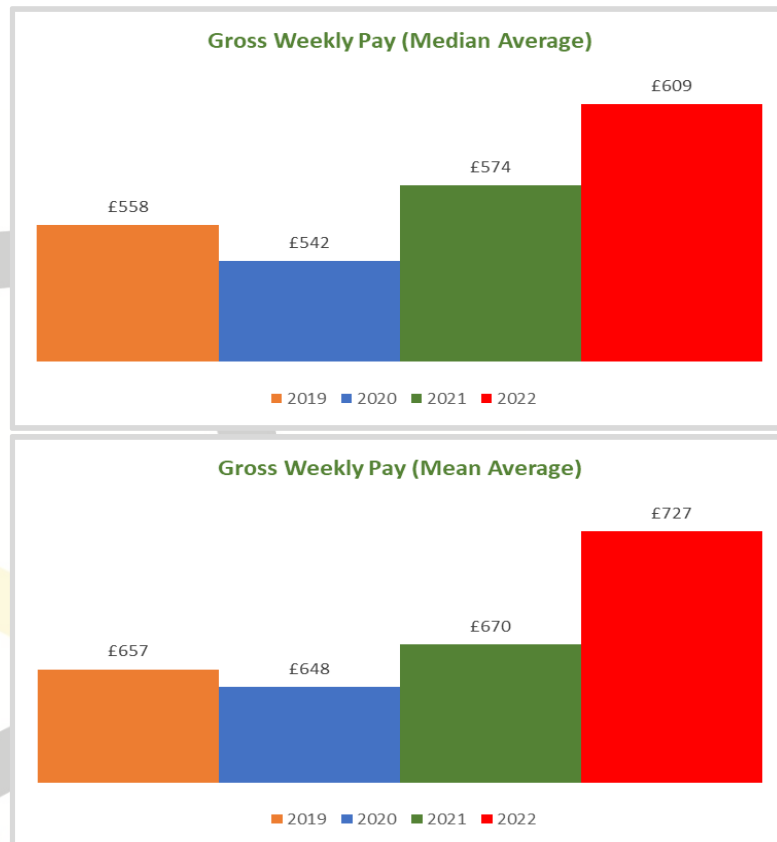
2,155



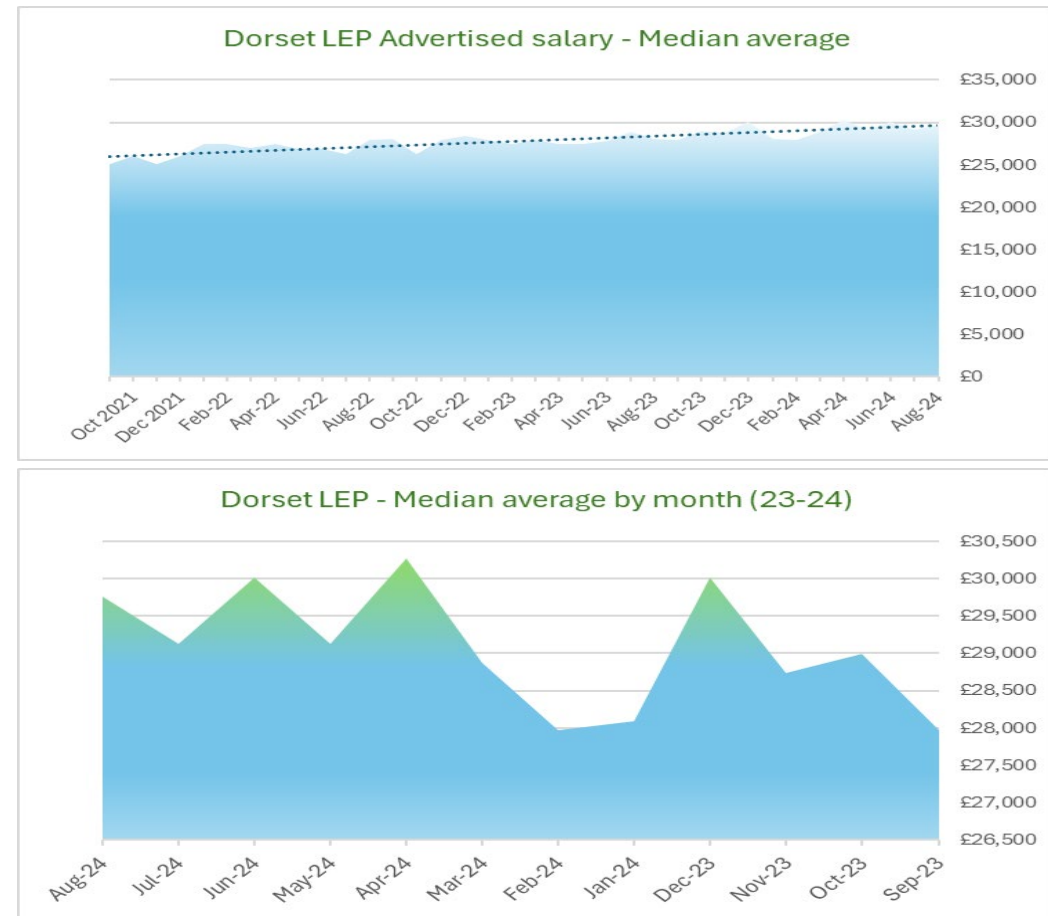
Salaries

- Whilst inflation is now at much lower levels, there remains a focus on trends in wages/salaries given that household budgets remain under pressure. 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 average advertised wages (right-hand charts) have not necessarily shown significant growth locally – certainly over the past 12 months. It is important to understand this may – in part – reflect the types of job roles being posted. Nevertheless, wage growth in posted vacancies appears somewhat weaker than national data on wages suggest.

Full time workers pay



ASHE data has not yet been updated to 2023 figures



Salaries

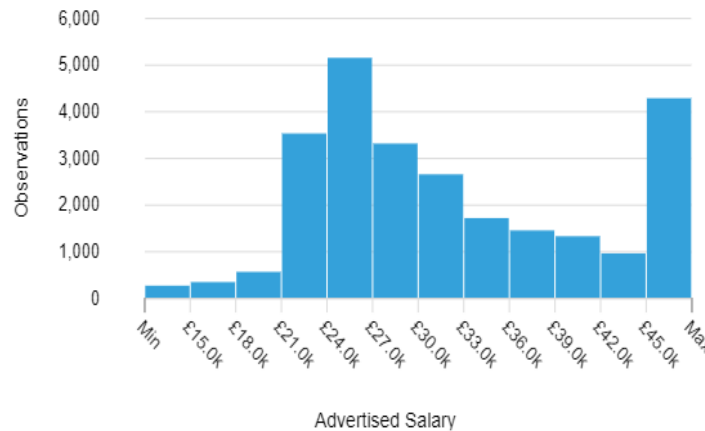
- Many of the largest recruiting broad industries across Dorset are looking for roles that pay above the average advertised salary for Dorset (c£29.1k) (23-24), with others – such as food & drink and arts and entertainment – below this average. Of those industries that pay the very highest average wages, manufacturing and professional, scientific roles had the most significant scale of recruitment over the past 12 months.

Advertised Salary

There are 25,447 advertised salary observations (43% of the 59,775 matching postings).

£29.1k

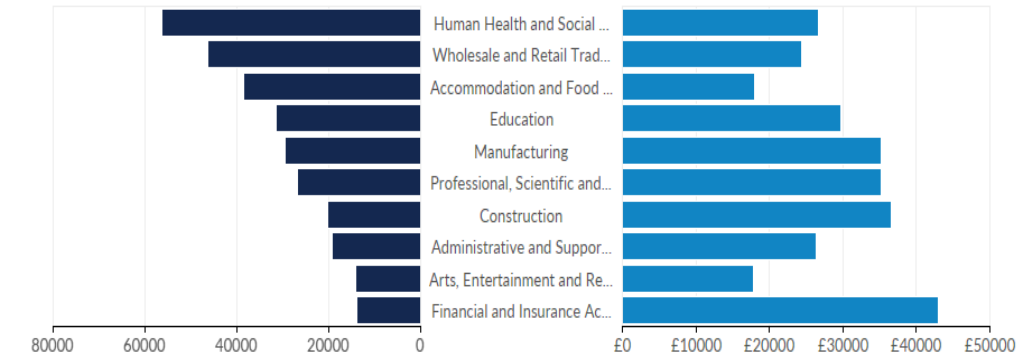
Median Advertised Salary



Largest Industries

2023 Jobs

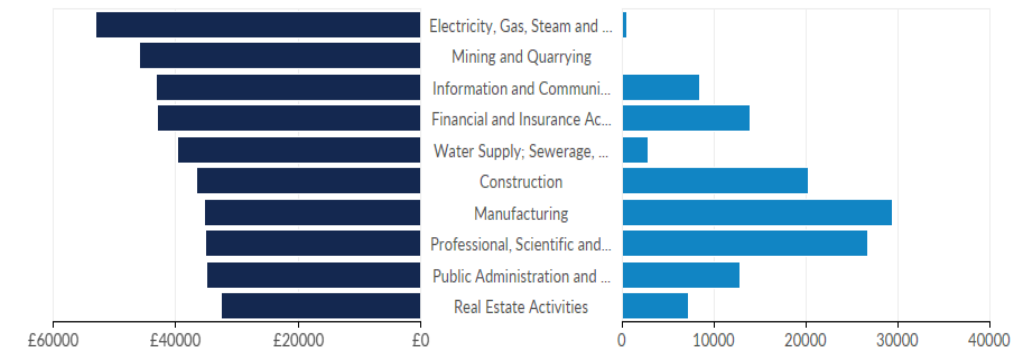
2023 Wages Per Worker



Highest Paying Industries

2023 Wages Per Worker

2023 Jobs



Dorset recruitment trends

- As is consistently the case, the NHS is by far the largest source of labour demand in Dorset – around 8 times as many as the second largest employer – Dorset Council (excluding recruitment agencies, which are not included in this analysis but for some sectors play an important role) over the past 12 months. The NHS as a collective has advertised for c19,000 unique roles over the past year, and is clearly a major driver of overall labour demand across Dorset. The NHS and the care sector continues to face significant skills shortages and recruitment difficulties (as shown by average posting duration). Demand has also been high at local Councils, Haven Holidays, JP Morgan Chase, Tesco, Maid2Clean and Bournemouth University.
- The Ministry of Justice was a significant recruiter over the past 12 months.
- Several care providers are also amongst the larger recruiters across the Dorset LEP area – again their difficulties in recruiting are illustrated by the high number of times they need to post a job role before it is filled

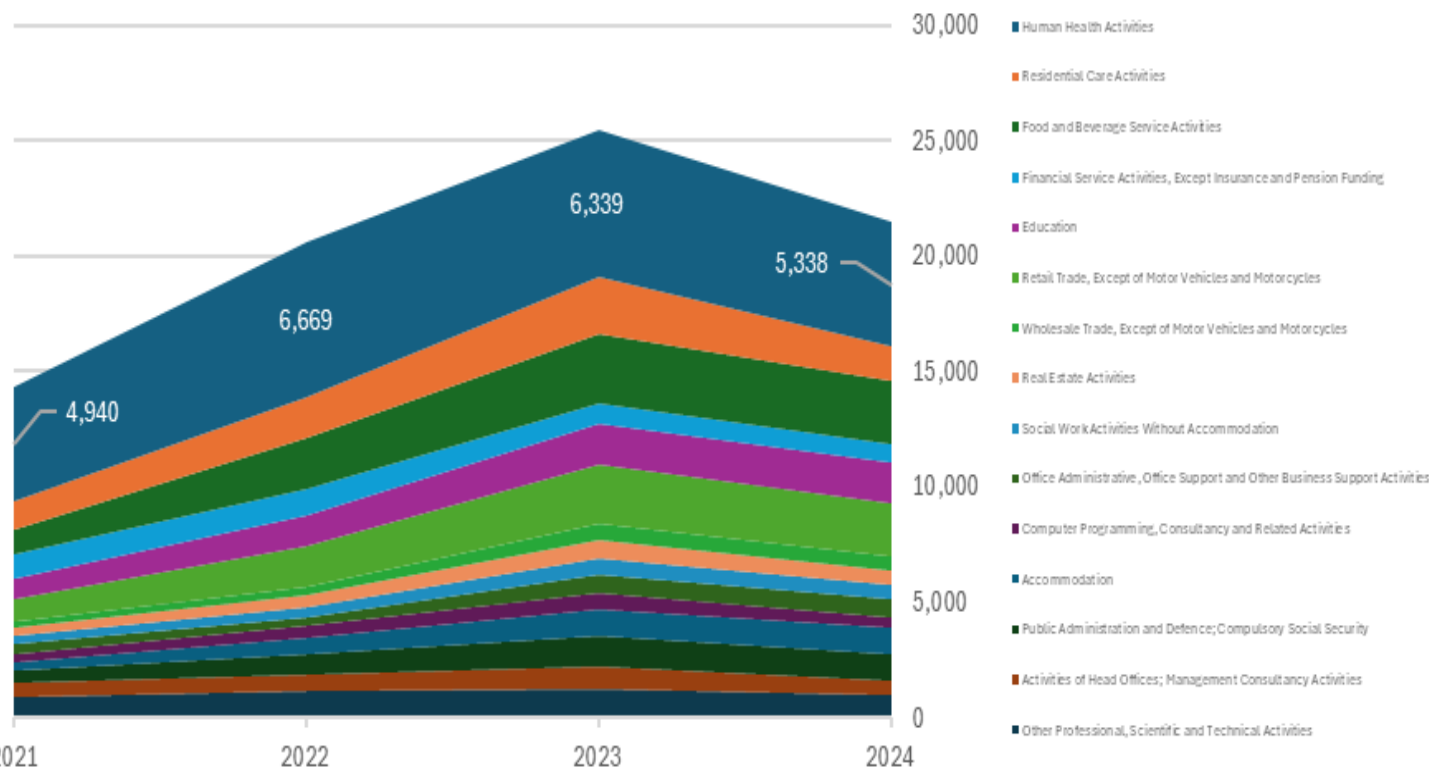
Top Companies Posting

Company	Total/Unique (Sep 2023 - Aug 2024)	Posting Intensity	Median Posting Duration
NHS	18,762 / 5,828	3 : 1 	29 days
Dorset Council	2,338 / 1,338	2 : 1 	23 days
Bcp Council	1,909 / 1,158	2 : 1 	22 days
JPMorgan Chase	1,104 / 657	2 : 1 	18 days
Tesco	2,925 / 421	7 : 1 	23 days
Haven Holidays	1,702 / 402	4 : 1 	26 days
Maid2Clean	681 / 367	2 : 1 	14 days
Bournemouth University	500 / 352	1 : 1 	30 days
Colten Care	1,855 / 337	6 : 1 	24 days
Ministry of Justice	1,140 / 303	4 : 1 	35 days
Agincare Group	1,008 / 285	4 : 1 	29 days
Ultra Agency	489 / 271	2 : 1 	n/a
Bournemouth And Poole College	603 / 256	2 : 1 	28 days
First Bus	810 / 239	3 : 1 	10 days
JD Wetherspoon	833 / 226	4 : 1 	24 days
The Supply Room	664 / 223	3 : 1 	21 days
Compass Group	1,280 / 223	6 : 1 	36 days
Care South	548 / 217	3 : 1 	28 days
Barchester Plc	1,607 / 199	8 : 1 	22 days
Lidl	880 / 199	4 : 1 	10 days

Industry demand trends in Dorset

- Looking at the industries with highest number of vacancies in the 8 months to Aug 24 the health care continued to dominate with the most significant unique postings – although lower than in the same period in 2023 and 2022. This appears to have also occurred in residential care – suggesting that 2022-2023 may have been a temporary (post-pandemic) peak in recruitment into the large health and care sector across Dorset.

Dorset LEP - top recruiting industries 2019-2024 - 8 months Jan-Aug



	2021	2022	2023	2024
Human Health Activities	4,940	6,669	6,339	5,338
Residential Care Activities	1,183	1,765	2,466	1,542
Food and Beverage Service Activities	1,085	2,176	3,006	2,727
Financial Service Activities	1,032	1,140	860	807
Education	938	1,361	1,757	1,764
Retail Trade	924	1,764	2,574	2,268
Other Professional, Scientific, Technical	897	1,148	1,256	990
Activities of Head Offices	642	767	973	672
Public Admin and Defence	519	855	1,361	1,106
Accommodation	380	718	1,108	1,158
Computer Programming, Consultancy &	380	507	742	438
Office Admin, Office Support and Other B	375	407	802	779
Social Work Activities	361	416	661	605
Real Estate Activities	340	479	811	663
Wholesale Trade	302	391	723	594

Industry demand trends in Dorset

- We are now able to exclude 'recruitment agencies' from the Lightcast data. Therefore, this allows a better picture of where the demand across the Dorset LEP area resides in terms of industries. As would be expected, healthcare, hospitality, retail and residential care are those industries with the greatest demand in terms of job postings over the past year.

Dorset LEP - top 15 recruiting industries (Jan - Aug 24)



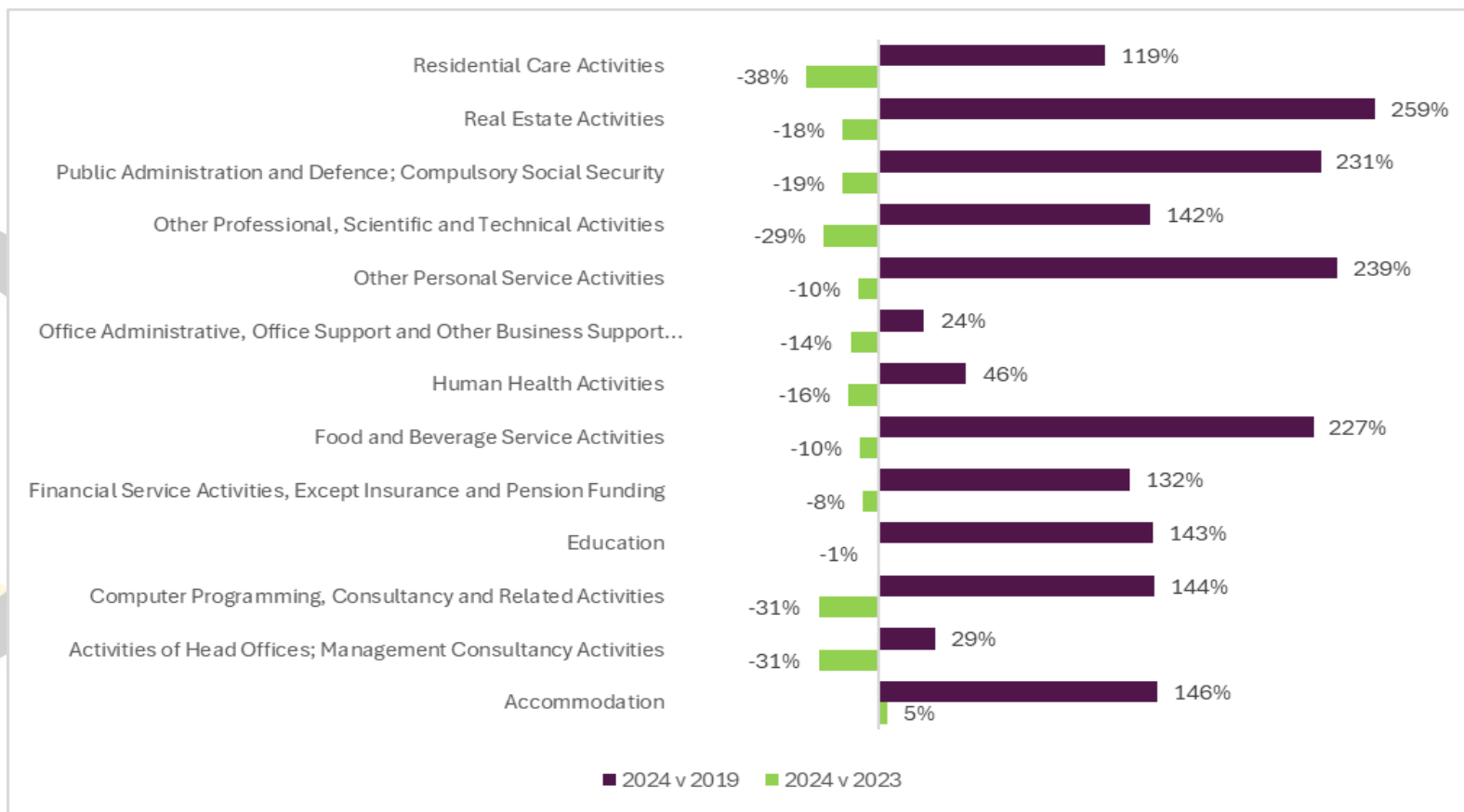
Top posting industries – Sep 23-Aug 24

Top Industries				
Industry	Total/Unique (Sep 2023 - Aug 2024)	Posting Intensity	Median Posting Duration	
Human Health Activities	23,570 / 7,713	3 : 1	28 days	
Food and Beverage Service Activities	11,615 / 3,787	3 : 1	26 days	
Retail Trade, Except of Motor Vehicles and Motorcycles	11,230 / 3,671	3 : 1	23 days	
Residential Care Activities	9,141 / 2,687	3 : 1	28 days	
Education	4,748 / 2,627	2 : 1	25 days	
Public Administration and Defence; Compulsory Social Security	4,005 / 1,951	2 : 1	24 days	
Accommodation	3,731 / 1,653	2 : 1	25 days	
Other Professional, Scientific and Technical Activities	2,883 / 1,557	2 : 1	23 days	
Activities of Head Offices; Management Consultancy Activities	3,118 / 1,275	2 : 1	23 days	
Financial Service Activities, Except Insurance and Pension Funding	2,015 / 1,160	2 : 1	21 days	
Office Administrative, Office Support and Other Business Support Activities	2,286 / 1,124	2 : 1	23 days	
Services to Buildings and Landscape Activities	2,042 / 1,028	2 : 1	19 days	
Real Estate Activities	2,153 / 1,006	2 : 1	27 days	
Social Work Activities Without Accommodation	2,488 / 926	3 : 1	26 days	
Wholesale Trade, Except of Motor Vehicles and Motorcycles	2,070 / 905	2 : 1	25 days	
Other Personal Service Activities	1,697 / 894	2 : 1	24 days	
Specialised Construction Activities	1,409 / 789	2 : 1	28 days	
Wholesale and Retail Trade and Repair of Motor Vehicles and Motorcycles	1,492 / 769	2 : 1	24 days	
Computer Programming, Consultancy and Related Activities	1,414 / 726	2 : 1	26 days	
Employment Activities	1,000 / 703	1 : 1	25 days	

Top 12 recruiting industries (2024)

Vacancy growth in 2024 to date (Jan - Aug)

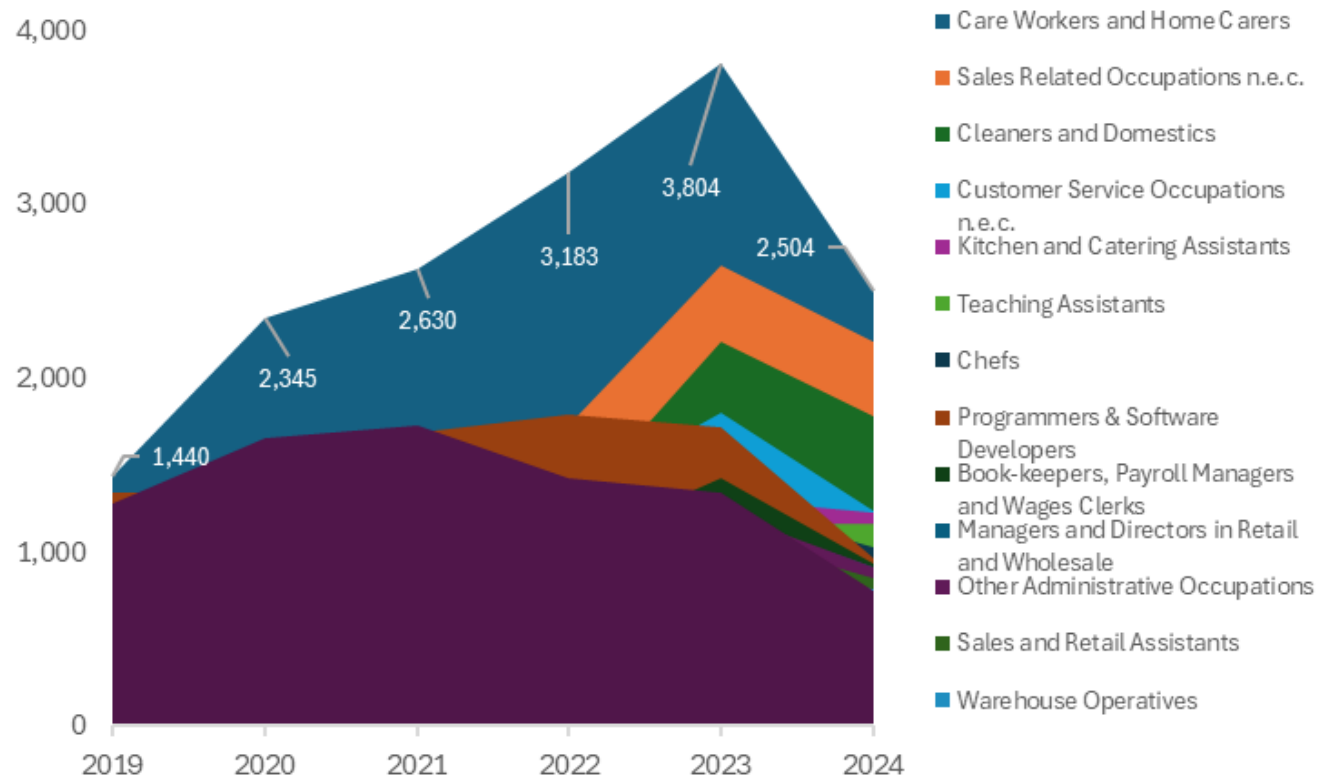
- Labour demand across all broad industries (using online advertised posts as a proxy) in Dorset has also grown considerably when compared to pre-pandemic levels (2019). This may be an indicator of changing recruitment practices, as well as stronger demand.
- As would be expected, growth is smaller when comparing (Jan-Aug) 2024 to the same period in 2023. What this latest data shows is that across all top 12 recruiting industries, vacancies across Dorset LEP have been lower in 2024 than in 2023.



Vacancies by occupation – medium-term

- The occupations with the highest demand across Dorset are consistently care workers and care home carers. However – as with the wider trend noted in previous slides around a fall demand in the health and care sector – this also appears to be occurring for specific roles. In the period Jan-Aug 24 the number of advertised roles for care workers and home carers has fallen from the highs seen in 2023. A similar fall has been seen across nursing related roles. Conversely, the number of advertised roles for sales and customer services related roles has increased quite markedly.

Occupations – top occupations - long-term developments 8 months Jan - Aug

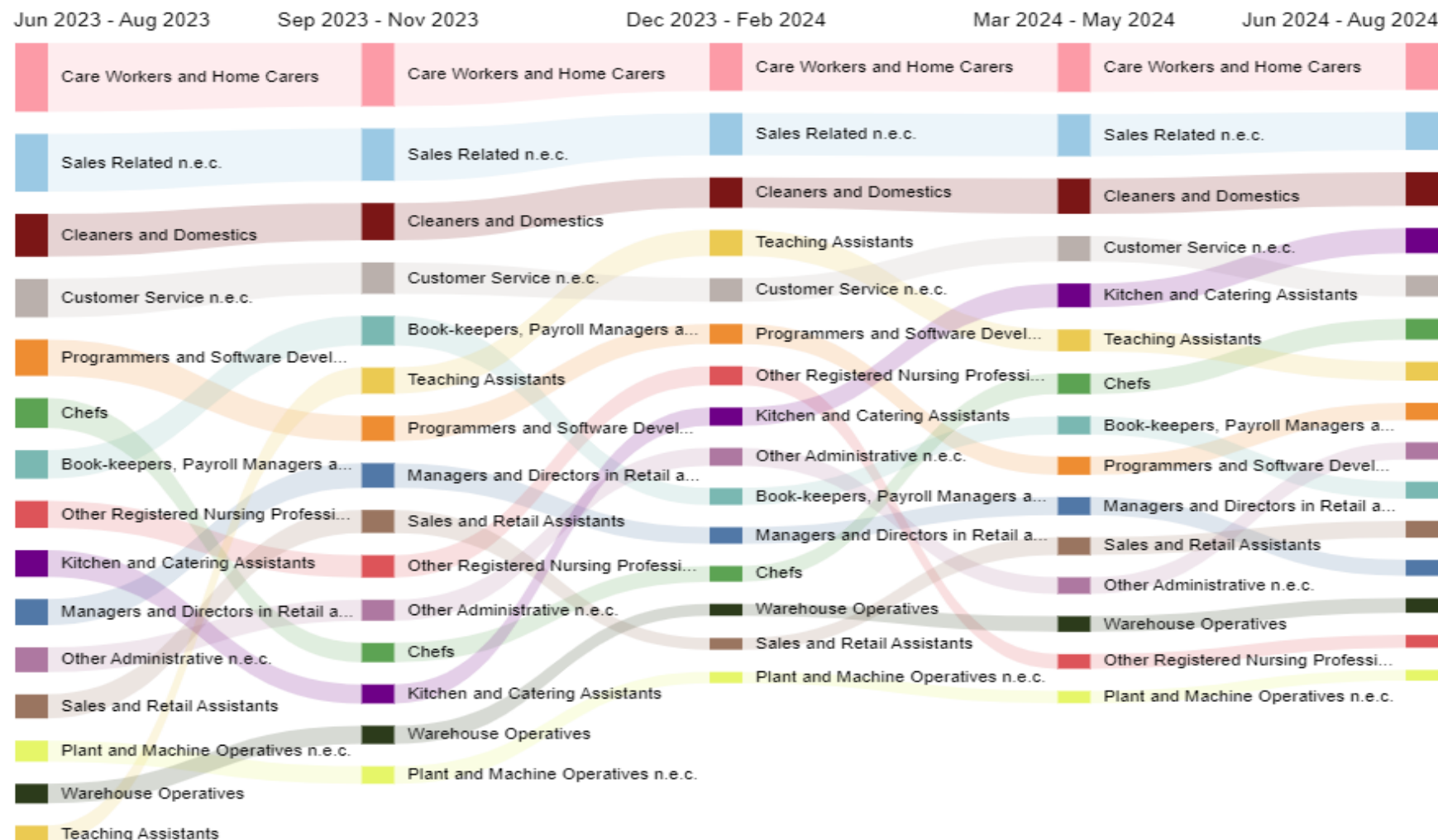


Top Occupations – top 15 occupations – Dorset LEP advertised vacancies Jan - Aug 2024



Vacancies by occupation – short-term

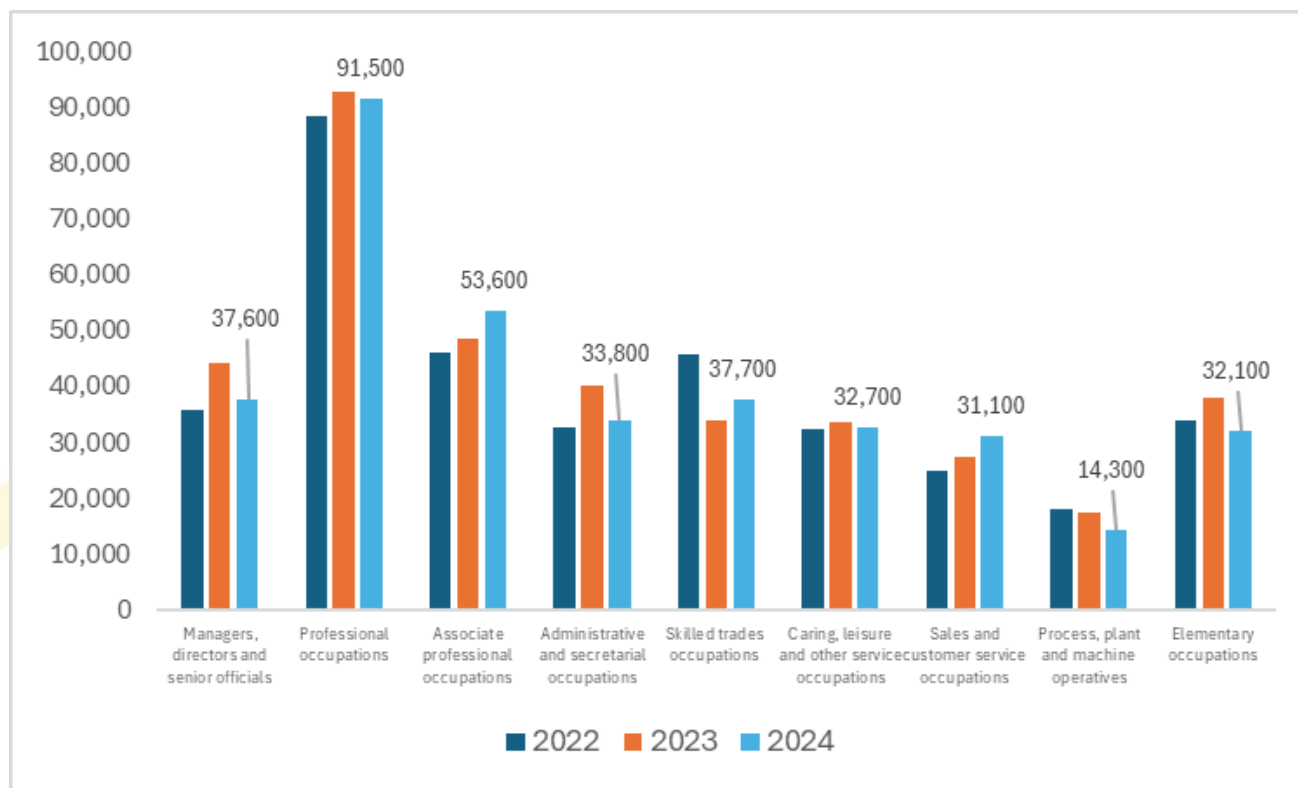
Occupations – top occupations - long-term developments 8 months Jan - Aug 2024



Posted jobs and employment by occupation

- Focusing on job titles rather occupational definitions, specific jobs that are most in demand include those associated with health and care, as well as other roles such as labourers, delivery drivers etc. In terms of broad occupation demand – the most prevalent occupation across Dorset are professional and associate occupations.

Dorset – employment by broad occupation (SOC 2020)



Top posted job titles – 12 months to Aug 24

Top Posted Job Titles

Job Title	Total/Unique (Sep 2023 - Aug 2024)	Posting Intensity	Median Posting Duration
Support Workers	2,942 / 1,169	3 : 1	27 days
Care Assistants	3,608 / 877	4 : 1	27 days
Cleaners	1,726 / 803	2 : 1	25 days
Teaching Assistants	1,291 / 542	2 : 1	26 days
Health Care Assistants	1,287 / 510	3 : 1	29 days
Kitchen Assistants	1,212 / 501	2 : 1	26 days
Housekeepers	947 / 411	2 : 1	25 days
Wait Staff	829 / 363	2 : 1	23 days
Kitchen Porters	720 / 362	2 : 1	24 days
Delivery Drivers	904 / 347	3 : 1	22 days
Team Members	954 / 329	3 : 1	26 days
Sales Assistants	852 / 327	3 : 1	27 days
Apprentices	634 / 296	2 : 1	28 days
Customer Service Assistants	1,293 / 271	5 : 1	22 days
Team Leads	728 / 270	3 : 1	29 days
Receptionists	512 / 266	2 : 1	23 days
Administrators	440 / 231	2 : 1	26 days
Nursery Practitioners	875 / 220	4 : 1	29 days
Catering Assistants	628 / 220	3 : 1	27 days
Labourers	362 / 211	2 : 1	23 days

High skilled occupations in Dorset – 12 months to Aug 2



PROFESSIONALS c21.7k unique job postings

Median advertised salary: c£39.6k

Top roles: Nurses, Engineers, Programmers & software developers, Engineers, Teachers & Accountants

Top Sectors: Administrative, Health, Financial Services & Education

Top employers: NHS, Teaching Personnel, Prospero Teaching, Teaching Personnel, JP Morgan Chase, Councils, Dorset Council, Ultra Group, Vitality

Top skills: Communications, Management, Teaching, Leadership, Planning

ASSOCIATE PROFESSIONALS c12.7k unique job postings

Median advertised salary: c£30.0k

Top roles: Project Managers, Account Managers, Finance, Advertising & Marketing, Engineering

Top Sectors: Health, Education, Admin, Health, Retail, Real Estate

Top employers: NHS, Ministry of Justice, JP Morgan Chase, Councils, BU, Holt Engineering, Tops Day Nurseries

Top skills: Communications, Customer service, Sales, Detail Orientation

MANAGERS & DIRECTORS c7.3k jobs unique job postings

Median advertised salary: c£35k

Top roles: Business Development Managers, Store Managers, Public Health Managers

Top Sectors: Admin, Health, Retail, Trade & Finance, Residential Care

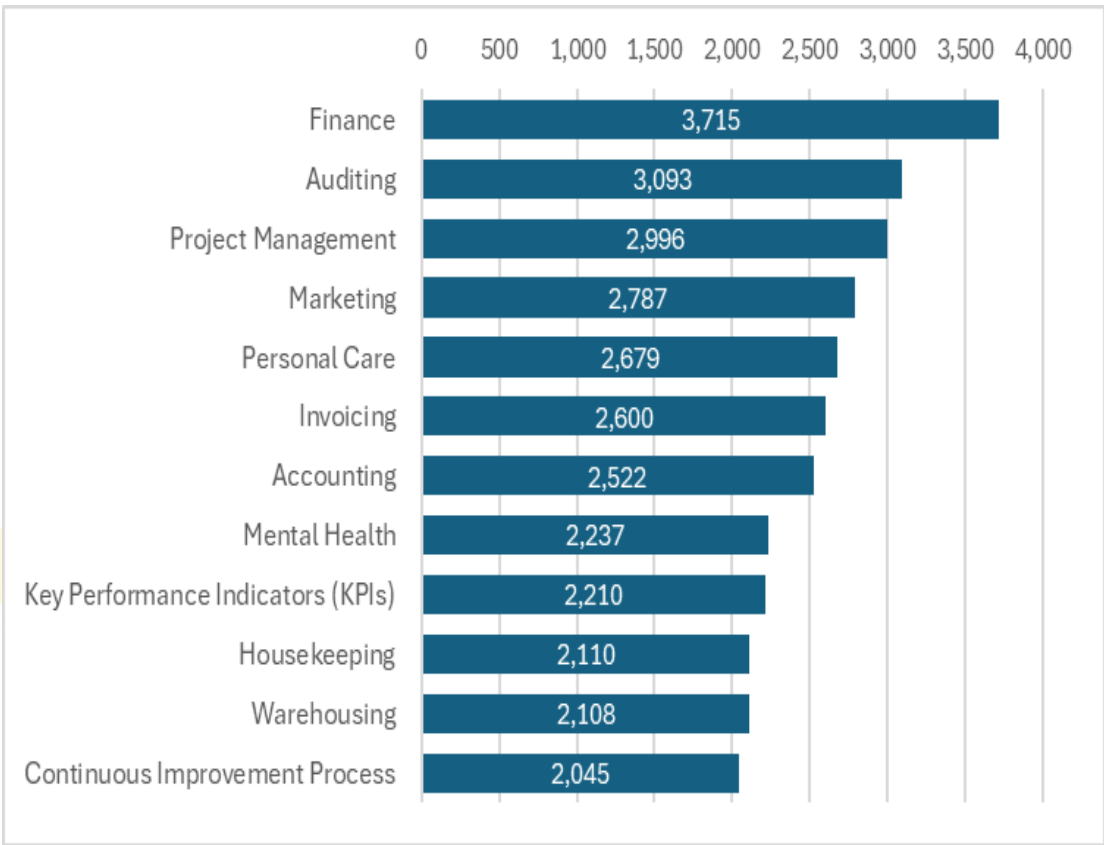
Top employers: NHS, Tesco, Lidl, JP Morgan Chase, Lidl, Councils, Haven Holidays, Agincare, Holt

Top skills: Management, Communications, Customer Services

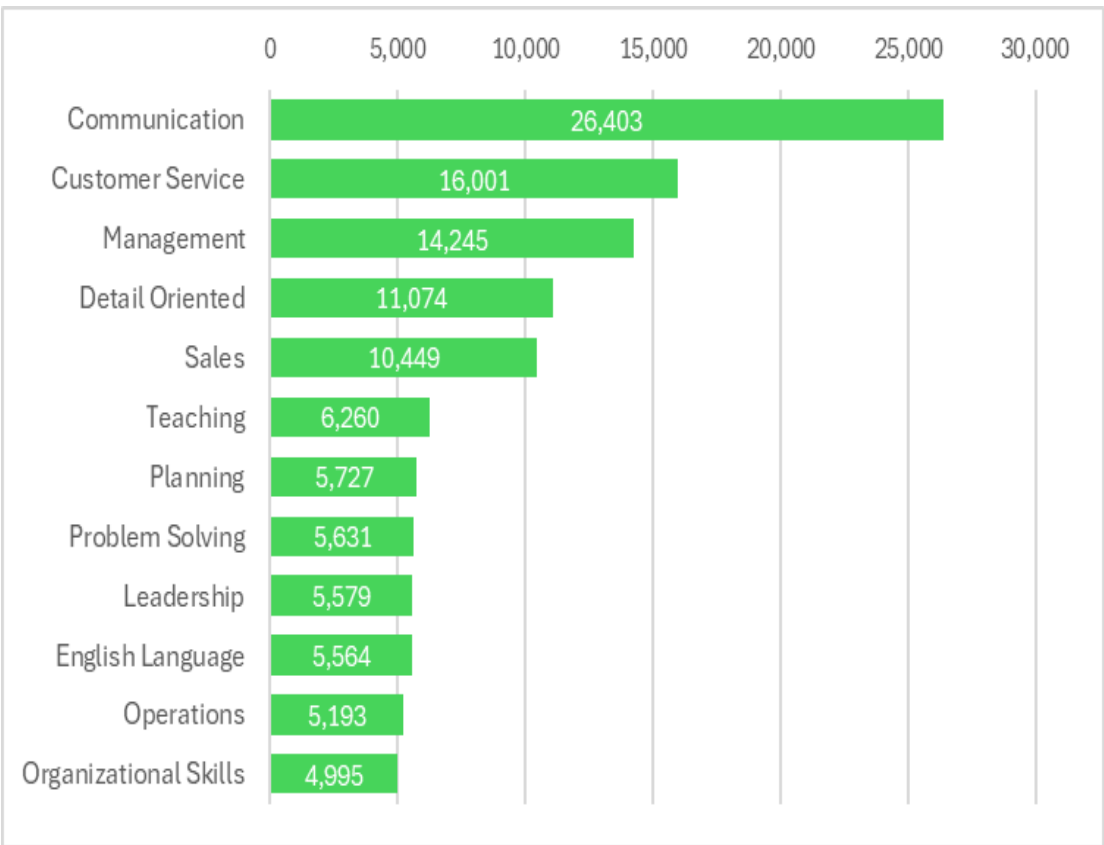
- Employers most frequently requested soft skills were in communication, customer service, management, sales, and detail-orientation, alongside personal attributes such as enthusiasm and self-motivation. Specialised skills often cited in job postings include finance, auditing, and project management. This continues longer-term trends.
- Many of these were less prevalent in candidate profiles (i.e. CVs) when compared to the volume of references in job postings (recognising that skill sets may not be accurately described in candidate profiles).

Top sought after skills (job postings) – Dorset LEP area Sep 23 – Aug 24

Specialised skills



Common skills



Hard to fill roles

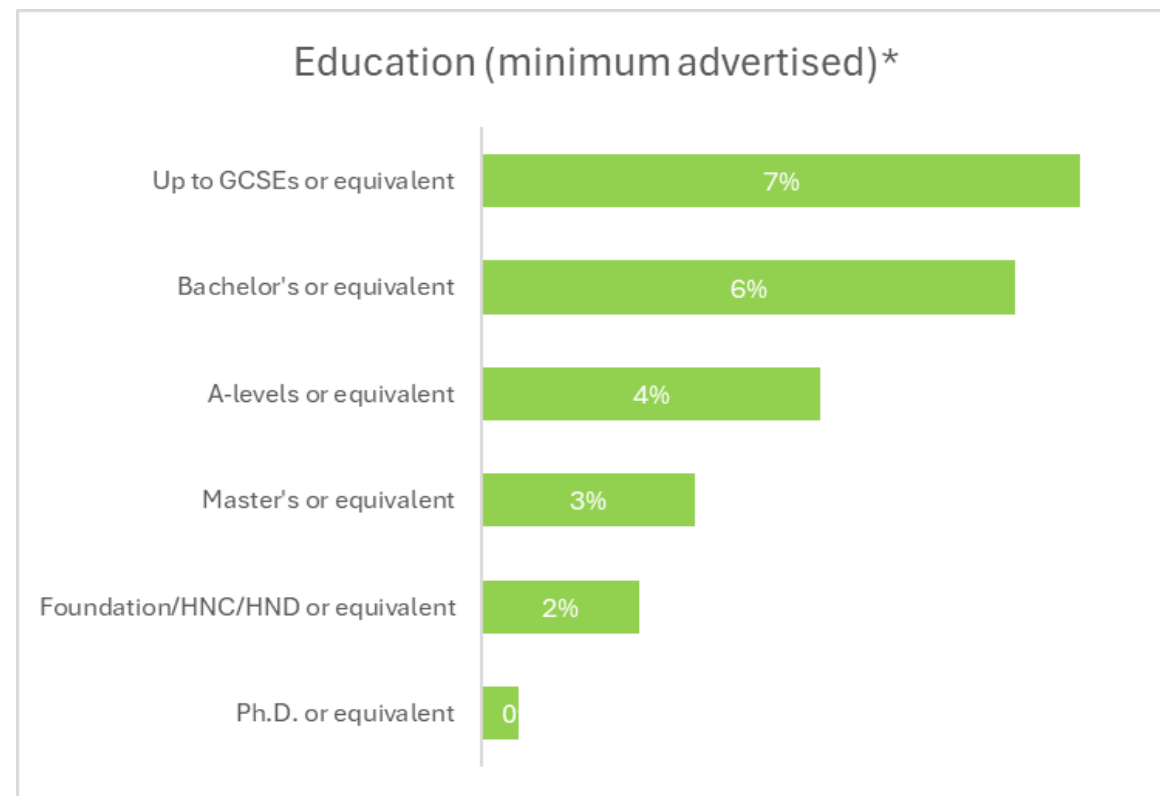
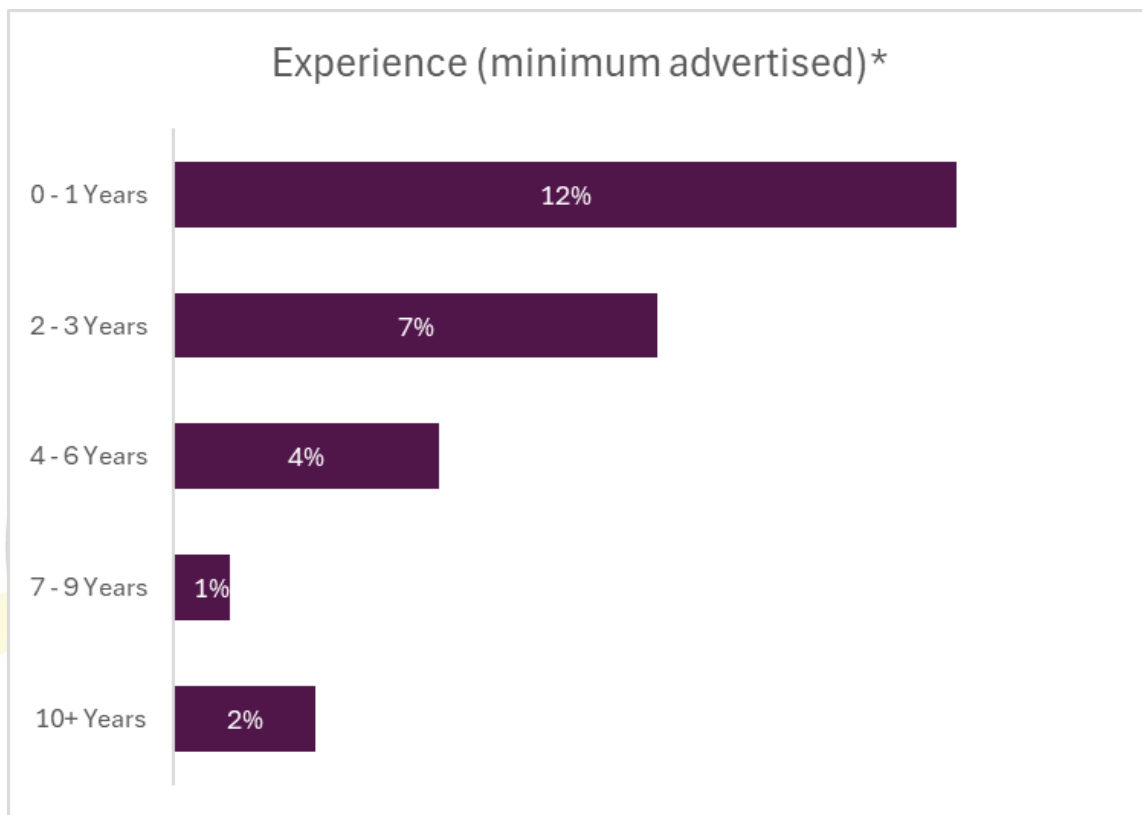
- The most difficult-to-fill roles in the last 12 months (as defined as the longest average posting duration) covers a range of different jobs, with no particular pattern or specific to any industry. The average posting duration for all job postings across Dorset was 26 days over this period, with the average (median) advertised salary of c£29,500.
- Some of the hard-to-fill roles are offering higher than average salaries, whilst others are below this, whilst others are lower paid. This indicates that there are a range of reasons why posts may be difficult to fill – including pay, working conditions, skills requirements etc.

Most hard-to-fill roles by average posting duration – Sep 23-Aug 24 – Dorset LEP area

	Median Posting Duration	Unique Postings	Median Annual Advertised Salary
Assembly Mechanics	43	24	£34,304
Kitchen Staff	39	74	£24,448
Estate Agents	38	88	£44,928
Qualified Accountants	38	15	£40,064
Branch Administrators	37	20	£22,912
Custody Officers	37	65	£32,851
Restaurant Assistants	37	21	£22,784
Meter Installers	37	22	£42,112
Agency Assistants	37	25	£28,032
Delivery People	37	48	£32,851
Electronic Assemblers	36	33	£24,960
MIG Welders	36	15	£29,440
Contract Managers	35	17	£47,360
Liaison Officers	35	74	£32,896
Personal Care Assistants	35	123	£26,560
Pharmacy District Managers	35	60	£25,984
Facilities Officers	35	16	£24,960
Key Holders	35	16	£22,656
Stock Assistants	35	23	£23,504
TIG Welders	35	29	£34,432
General Assistants	34	50	£21,760
CNC Machinists	34	34	£34,176
Domestic Engineers	34	44	£38,016
Finishers	34	66	£33,920
Test Technicians	34	43	£34,176
Removal Technicians	34	23	£25,472
Barbers	34	45	£29,952
Nurse Apprentices	34	22	£16,064
Support Assistants	34	89	£24,640
Service Volunteers	34	18	Insf. Data
Lead Engineers	34	26	£41,000

Education & Experience - Sep 2023 to Aug 24

- Only 26% 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 23% of advertised jobs specified educational requirements. Where specified, around 40% specified a minimum requirement of a degree or above. Around a third specified education levels up to GCSE or equivalent.

Visit [our website](#) to explore latest insights

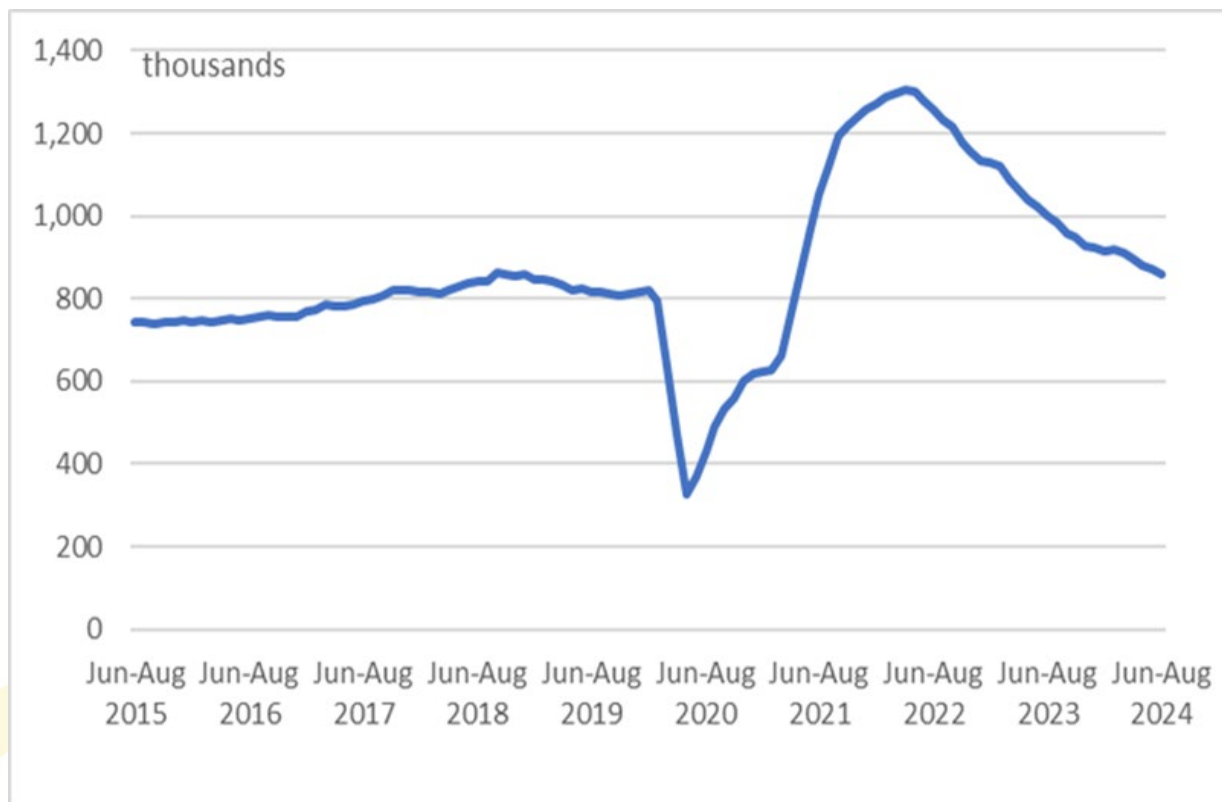


Graphs only slides

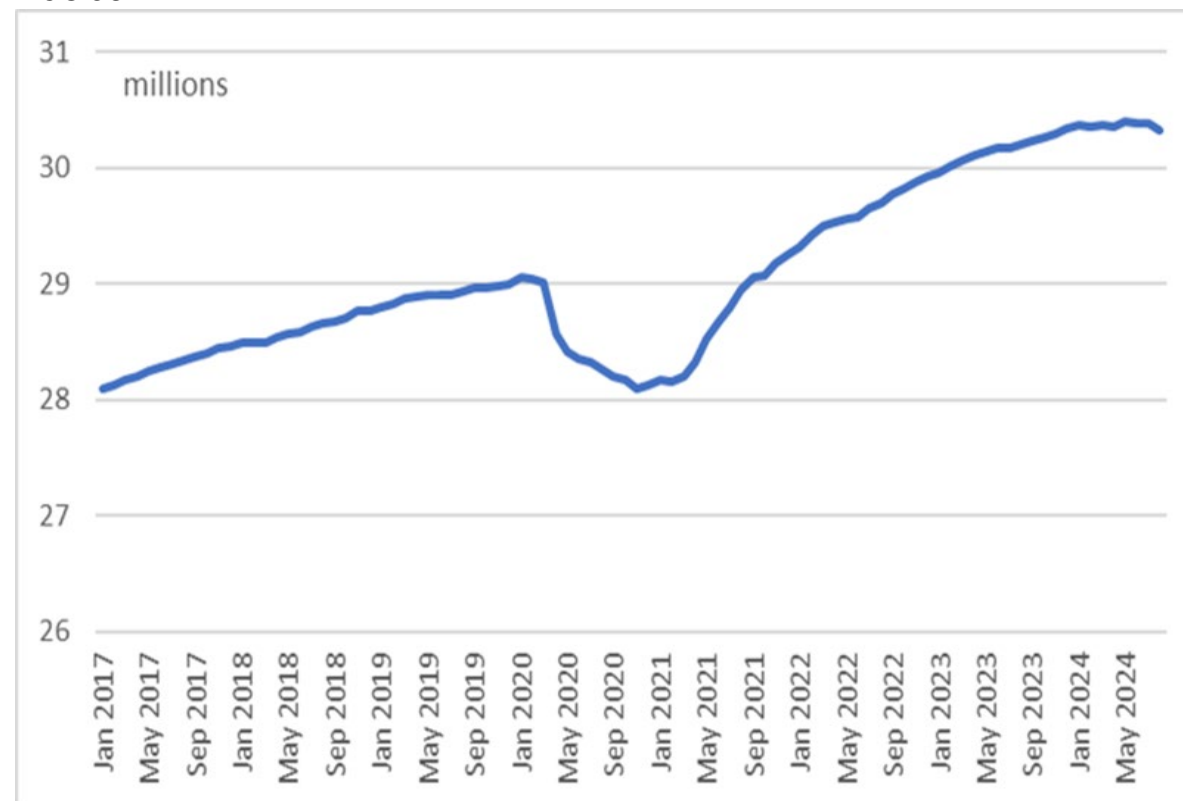


The labour market – UK vacancies and jobs

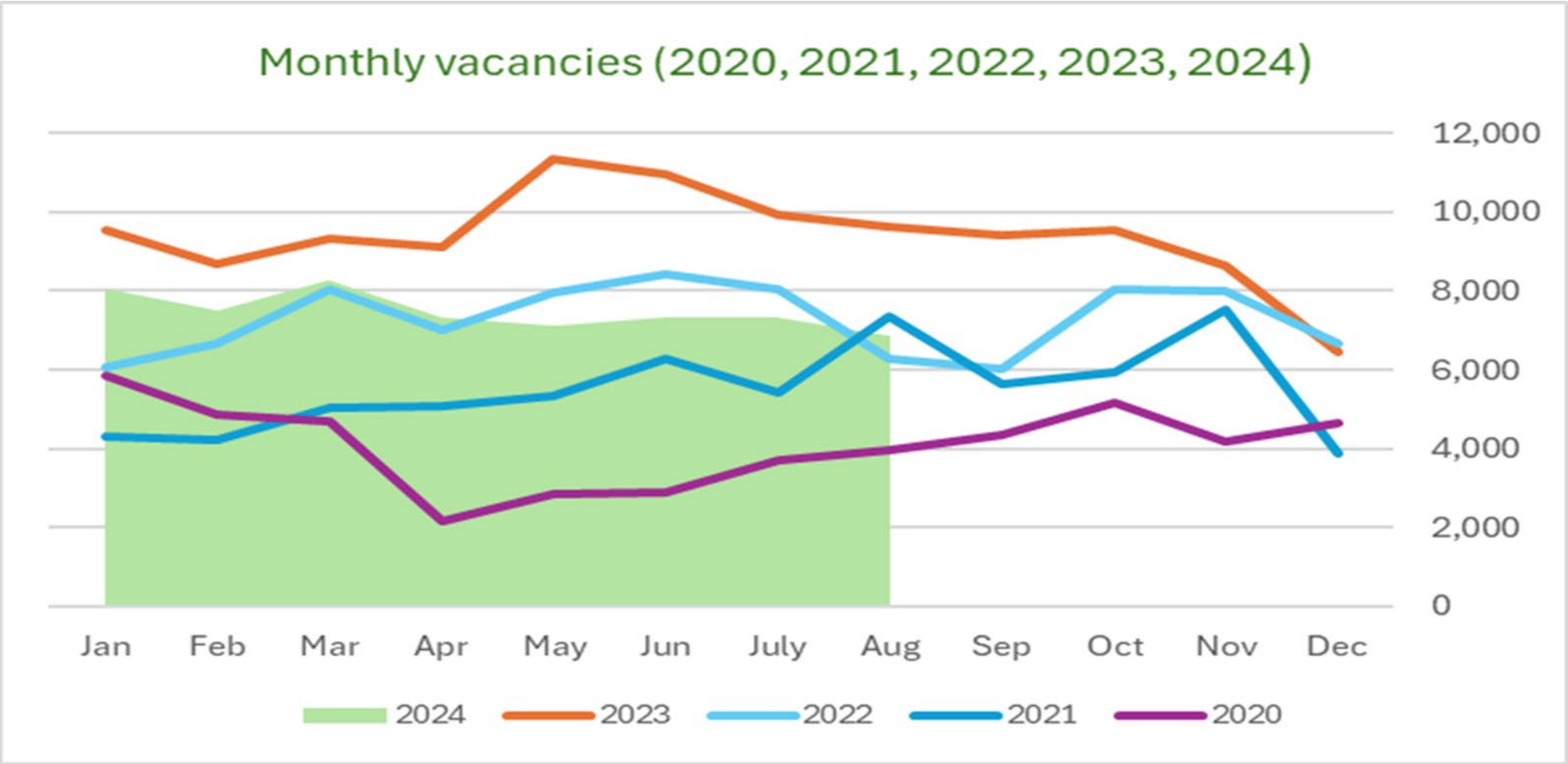
Vacancies



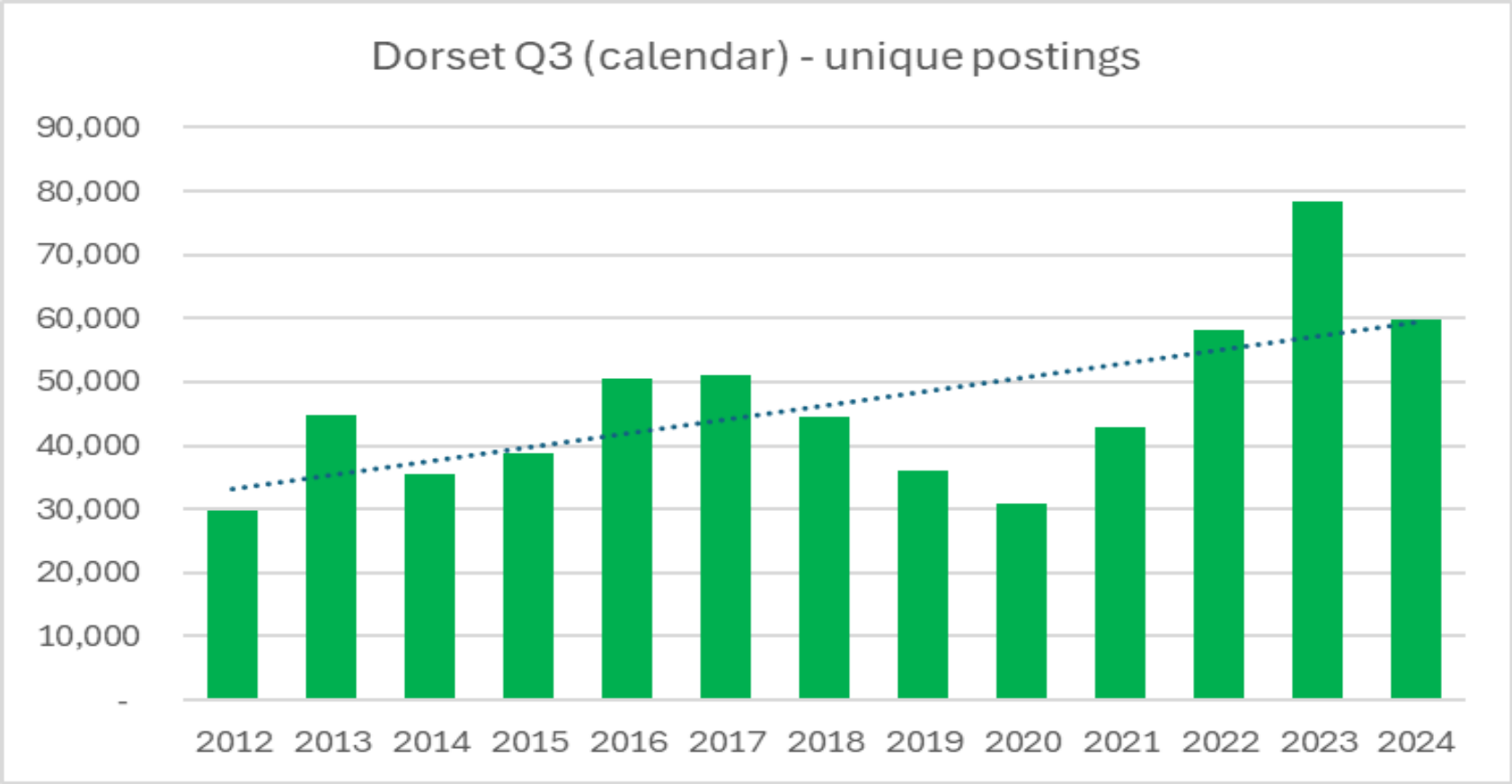
Jobs*



Signs of softening – Dorset



A fall in quarterly demand



Job postings Jan – August 2024

Dorset County
22,719

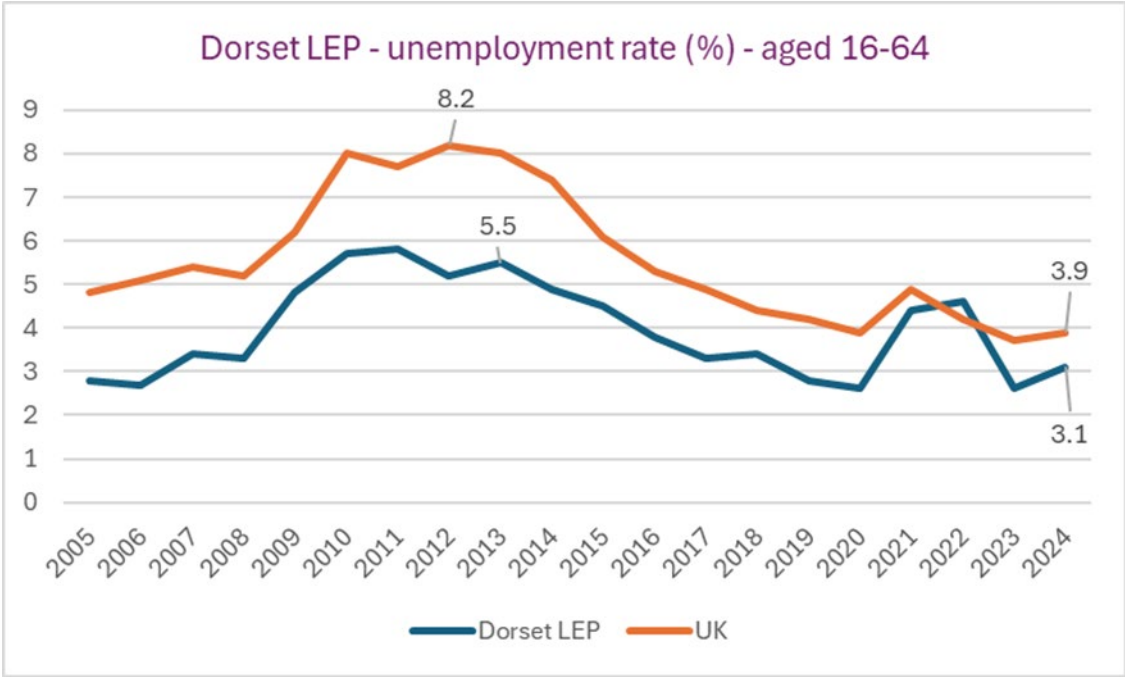
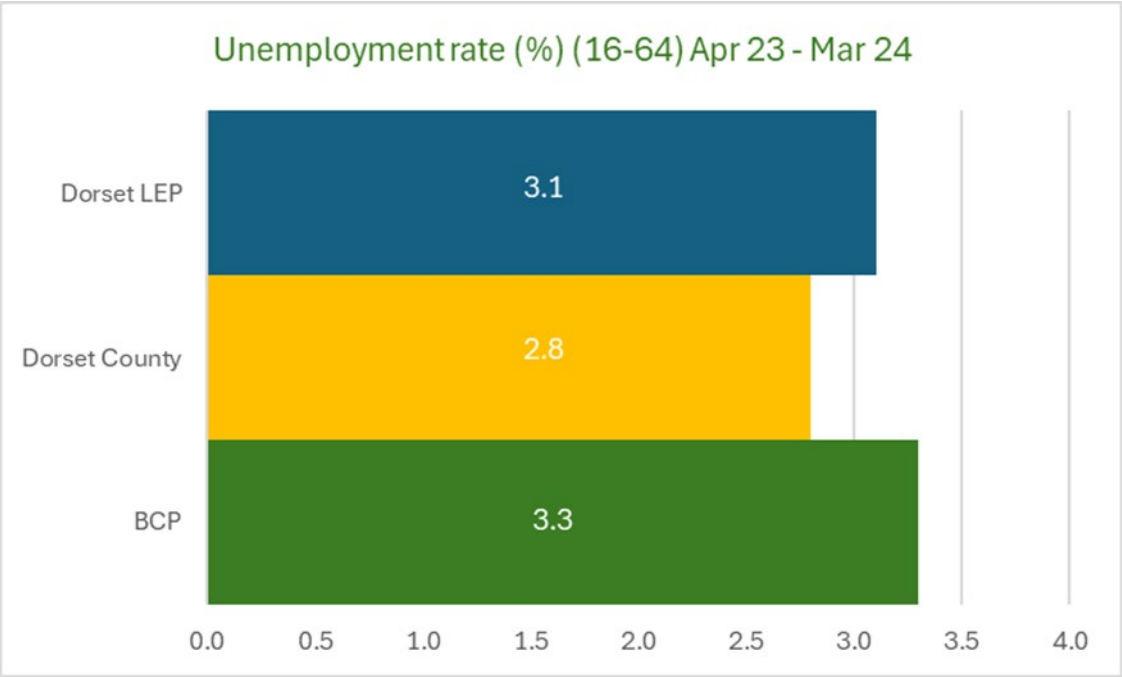
BCP
37,056

Q3 2024 vs Q3 2023

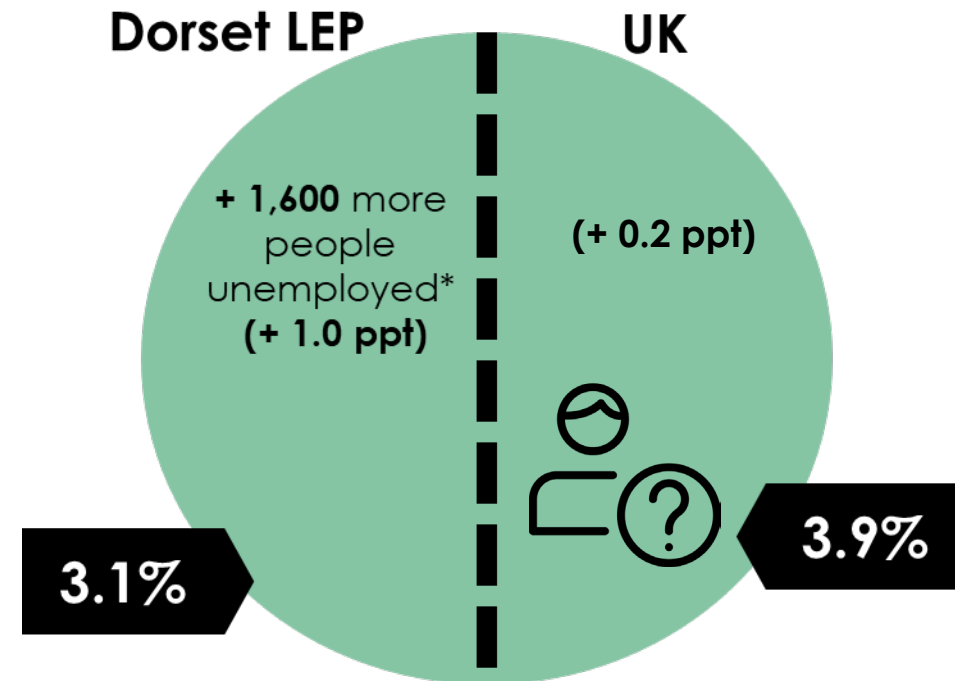
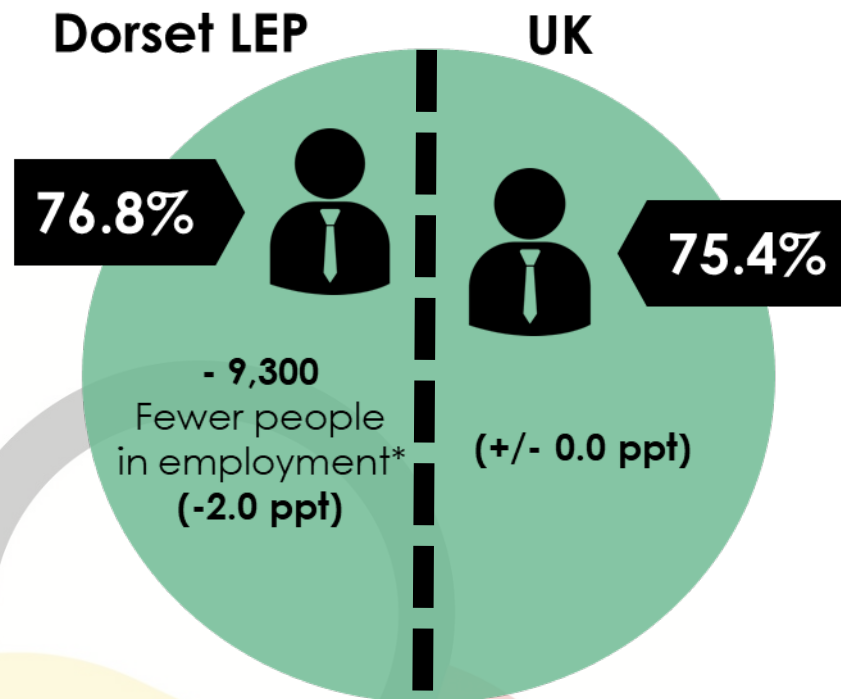
Dorset LEP
-23.7%

England
-25.0%

Unemployment remains low – for now

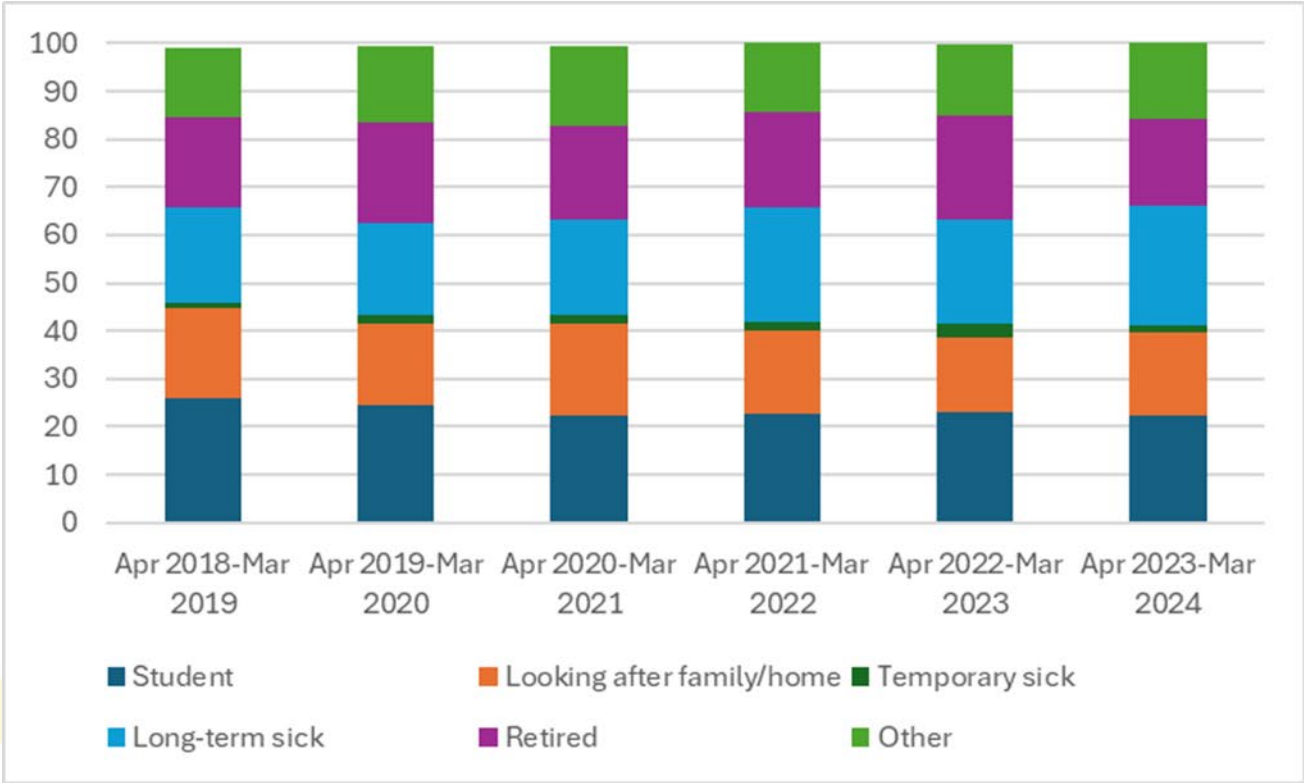


(Un)employment

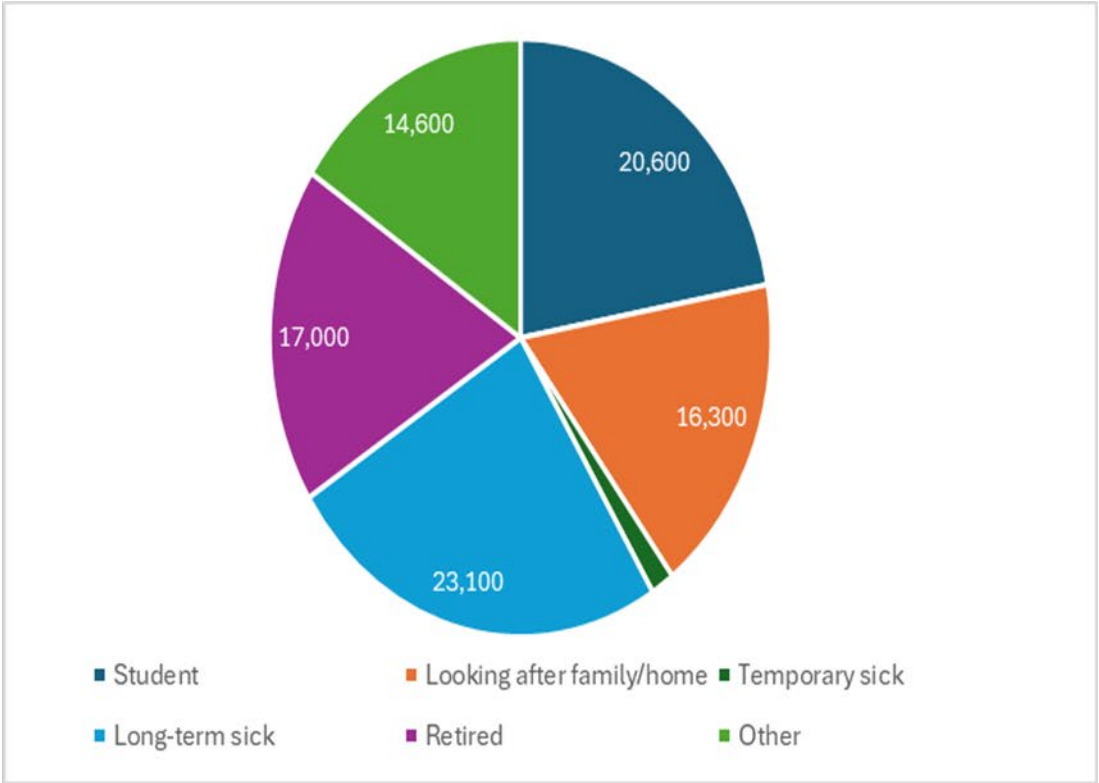


Charts of the quarter 3 - Local economic inactivity

Dorset (LEP) inactivity by reason (% of total) – Apr 18- Mar 24 (16-64)



Dorset (LEP) inactivity by reason – Apr 23 – Mar 24 (16-64)



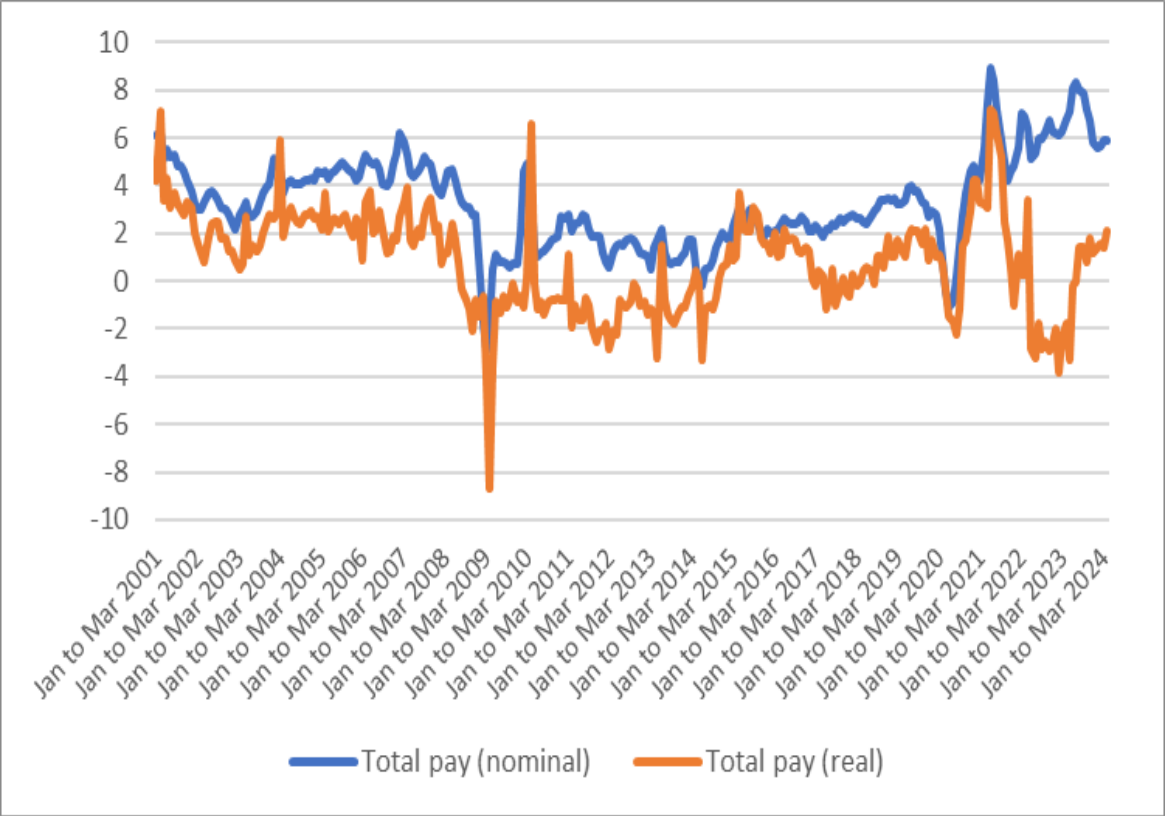
Economic inactivity

Dorset (LEP) 93,000 /20.7%
UK 8.97m / 21.5%

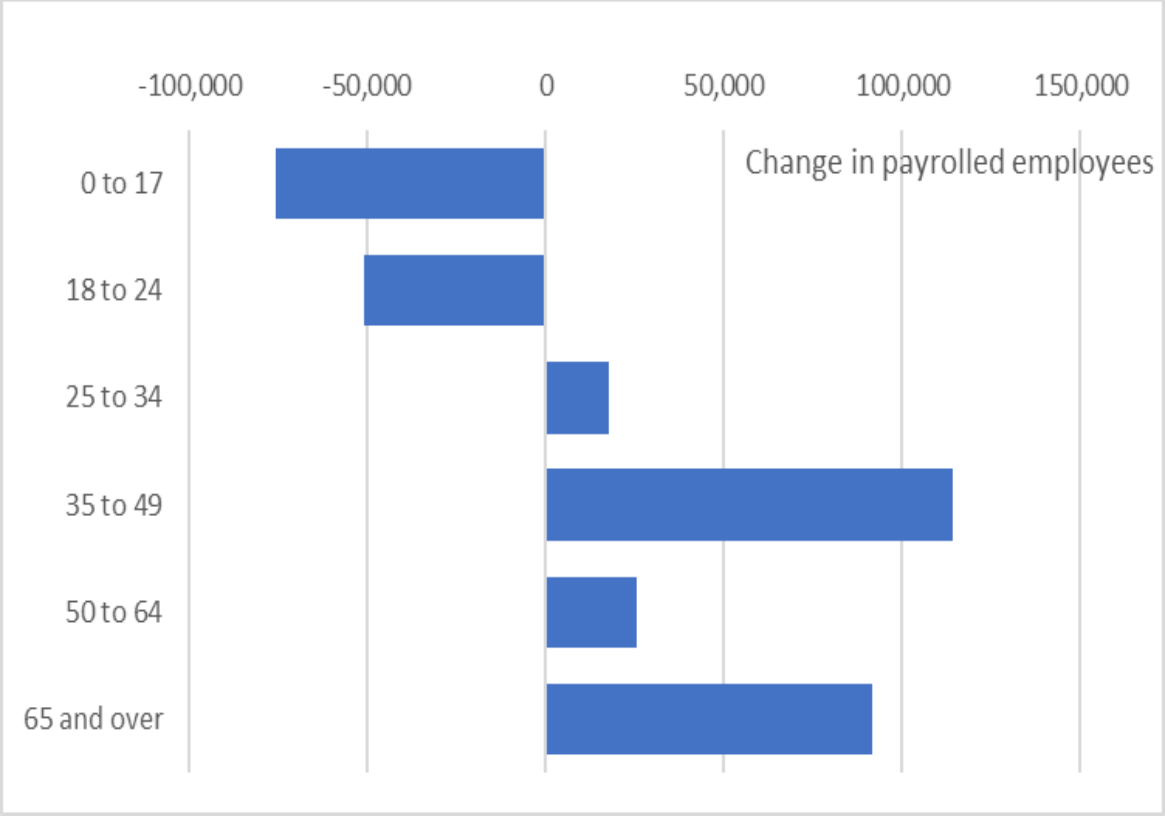
Charts of the quarter 3 - pay growth & job growth by age

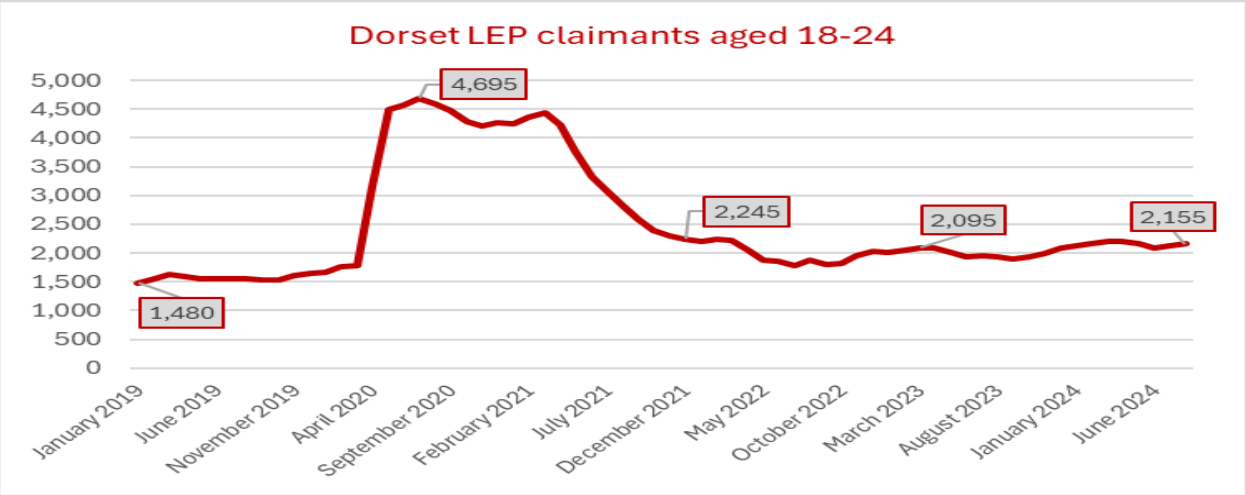
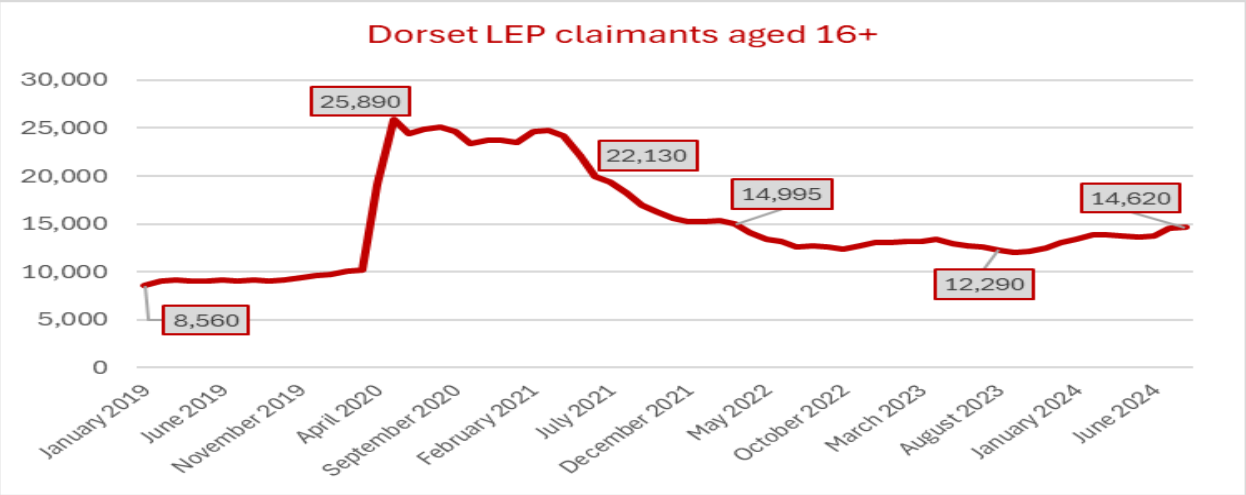


UK pay growth (nominal and real) (% annual growth): July 21 – Apr 24



UK payrolled employees by age (Aug 24), absolute change from Aug 23





Out of work benefits

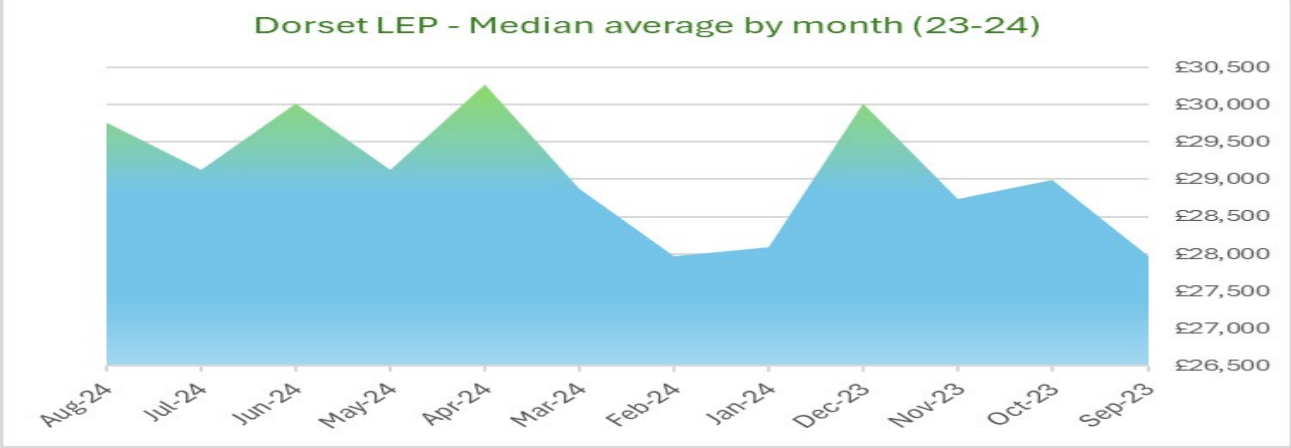
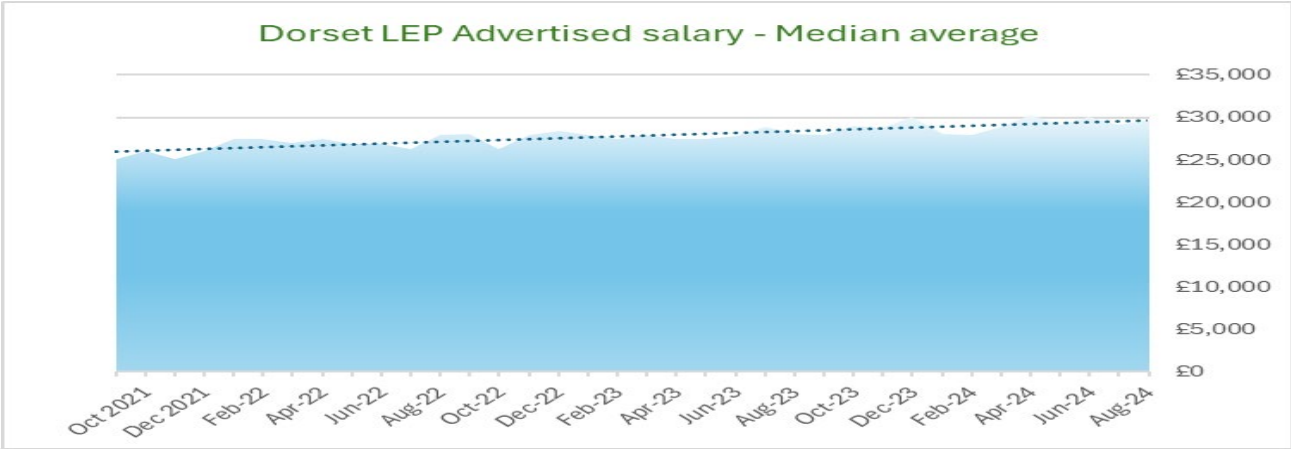
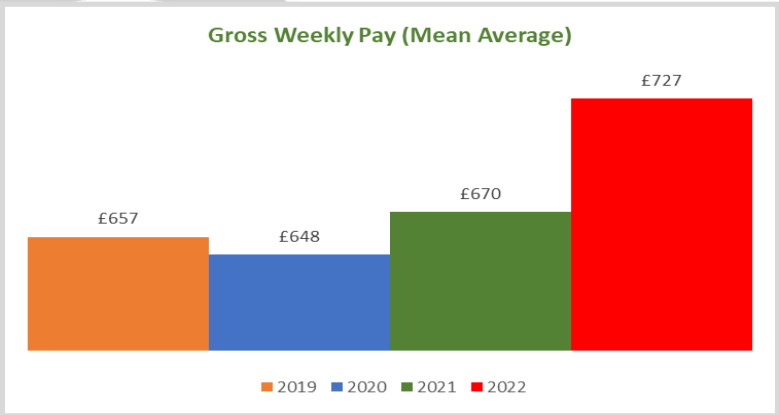
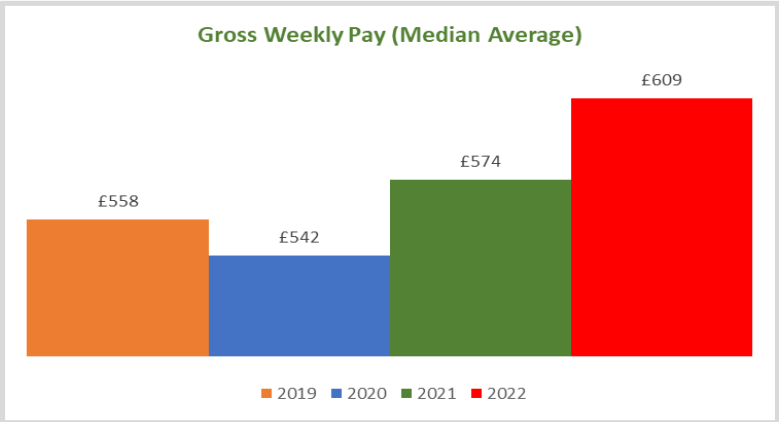
Claimants as a proportion of residents aged 16+

3.8%

Number of 18-24 year olds claiming out-of-work benefits (Dorset LEP)

2,155

Full time workers pay



Source: * ONS Annual Survey of Hours and Earnings ** Lightcast ™ 2024

Salaries

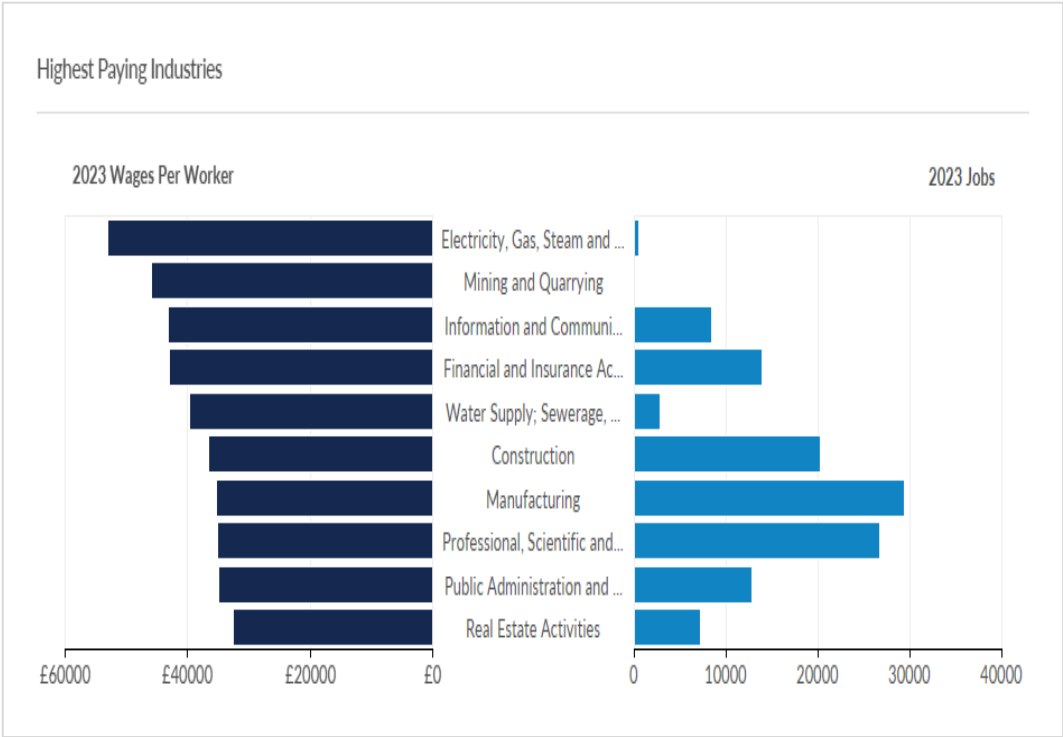
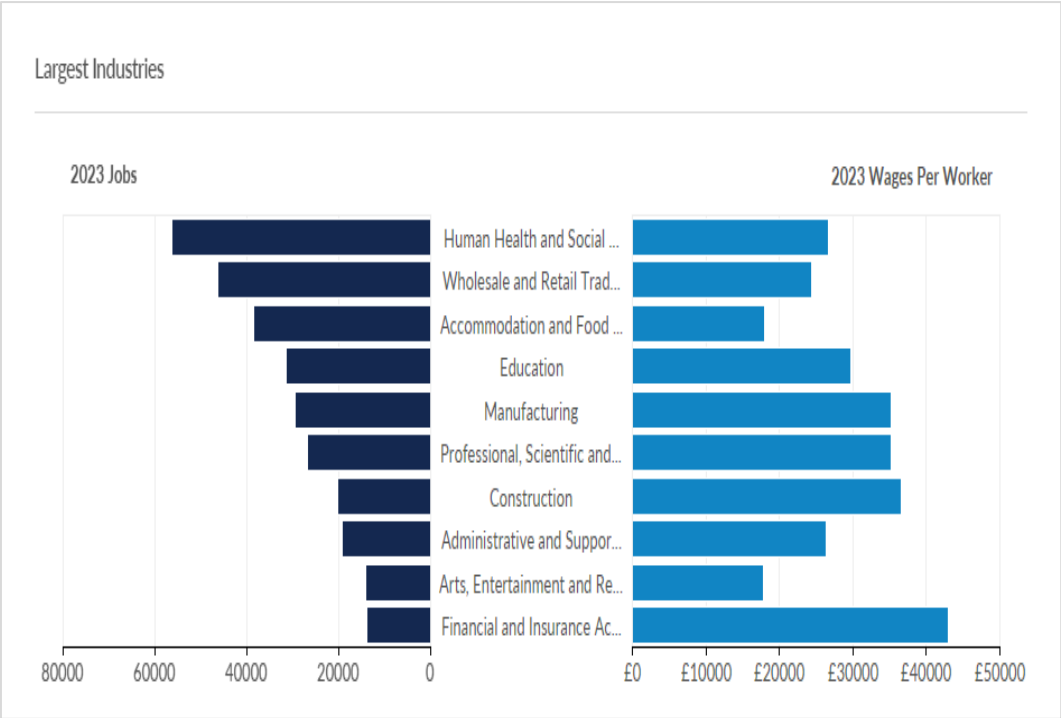
Advertised Salary

There are 25,447 advertised salary observations (43% of the 59,775 matching postings).

£29.1k

Median Advertised Salary





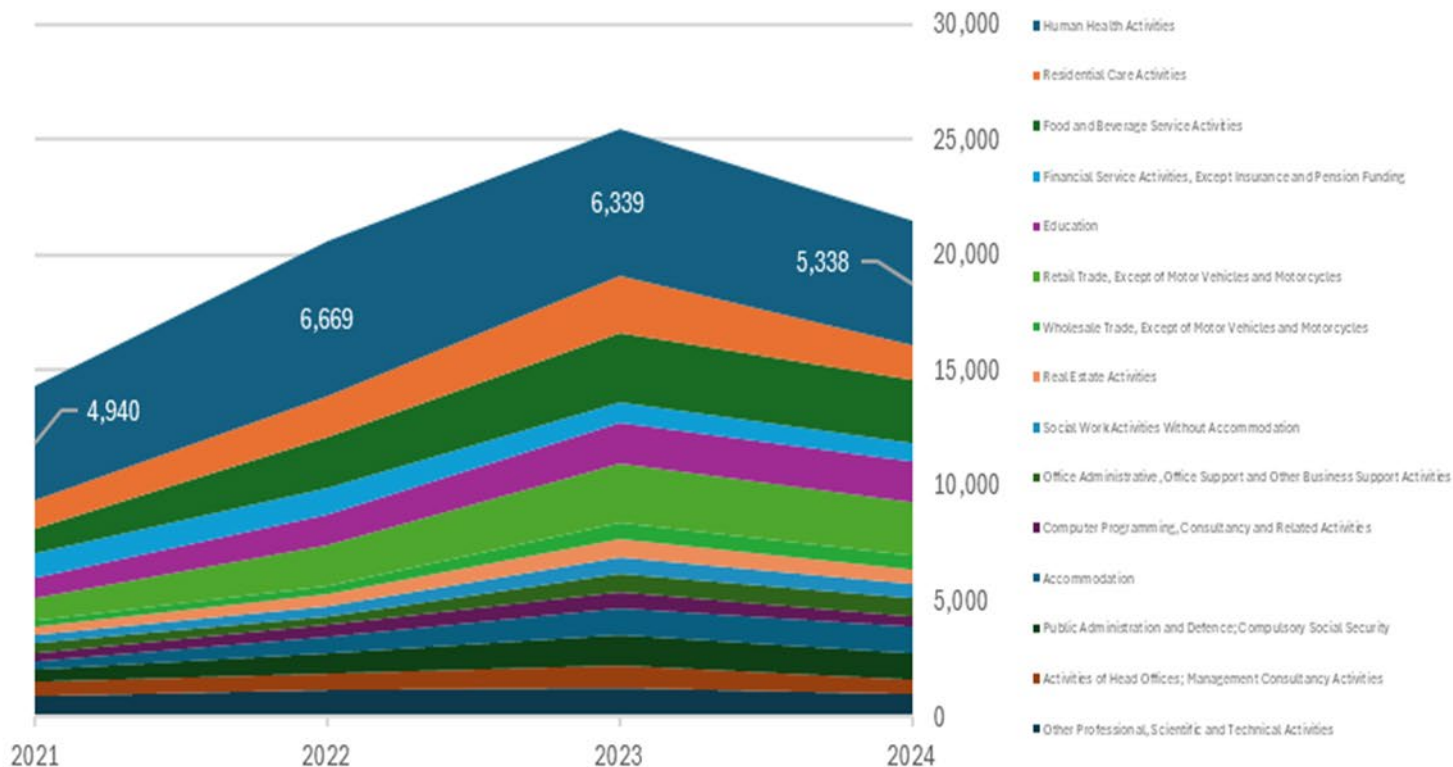
Dorset recruitment trends

Top Companies Posting

Company	Total/Unique (Sep 2023 - Aug 2024)	Posting Intensity	Median Posting Duration
NHS	18,762 / 5,828	3 : 1	29 days
Dorset Council	2,338 / 1,338	2 : 1	23 days
Bcp Council	1,909 / 1,158	2 : 1	22 days
JPMorgan Chase	1,104 / 657	2 : 1	18 days
Tesco	2,925 / 421	7 : 1	23 days
Haven Holidays	1,702 / 402	4 : 1	26 days
Maid2Clean	681 / 367	2 : 1	14 days
Bournemouth University	500 / 352	1 : 1	30 days
Colten Care	1,855 / 337	6 : 1	24 days
Ministry of Justice	1,140 / 303	4 : 1	35 days
Agincare Group	1,008 / 285	4 : 1	29 days
Ultra Agency	489 / 271	2 : 1	n/a
Bournemouth And Poole College	603 / 256	2 : 1	28 days
First Bus	810 / 239	3 : 1	10 days
JD Wetherspoon	833 / 226	4 : 1	24 days
The Supply Room	664 / 223	3 : 1	21 days
Compass Group	1,280 / 223	6 : 1	36 days
Care South	548 / 217	3 : 1	28 days
Barchester Plc	1,607 / 199	8 : 1	22 days
Lidl	880 / 199	4 : 1	10 days

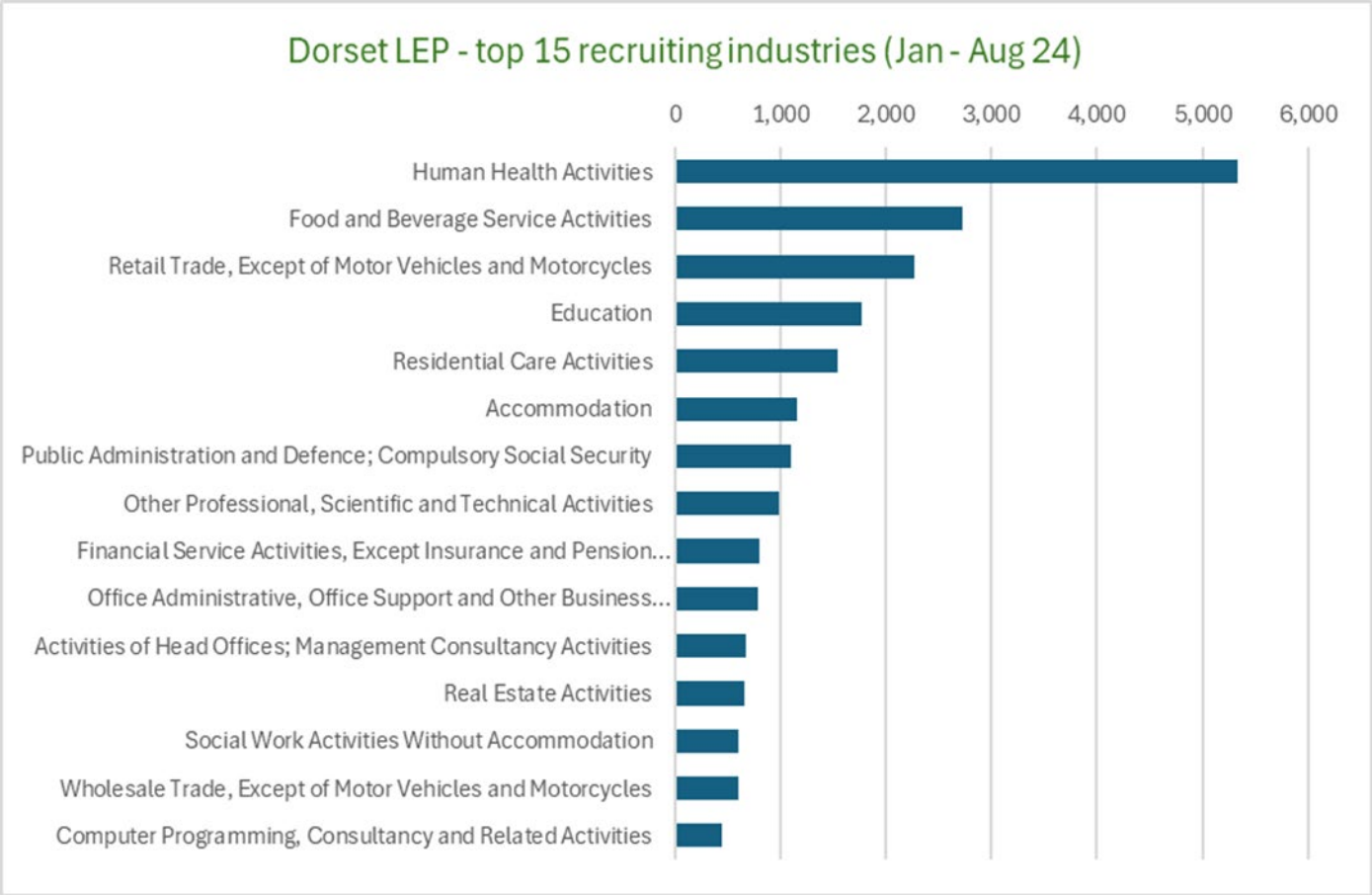
Industry demand trends in Dorset

Dorset LEP - top recruiting industries 2019-2024 - 8 months Jan-Aug



	2021	2022	2023	2024
Human Health Activities	4,940	6,669	6,339	5,338
Residential Care Activities	1,183	1,765	2,466	1,542
Food and Beverage Service Activities	1,085	2,176	3,006	2,727
Financial Service Activities	1,032	1,140	860	807
Education	938	1,361	1,757	1,764
Retail Trade	924	1,764	2,574	2,268
Other Professional, Scientific, Technical	897	1,148	1,256	990
Activities of Head Offices	642	767	973	672
Public Admin and Defence	519	855	1,361	1,106
Accommodation	380	718	1,108	1,158
Computer Programming, Consultancy &	380	507	742	438
Office Admin, Office Support and Other E	375	407	802	779
Social Work Activities	361	416	661	605
Real Estate Activities	340	479	811	663
Wholesale Trade	302	391	723	594

Industry demand trends in Dorset

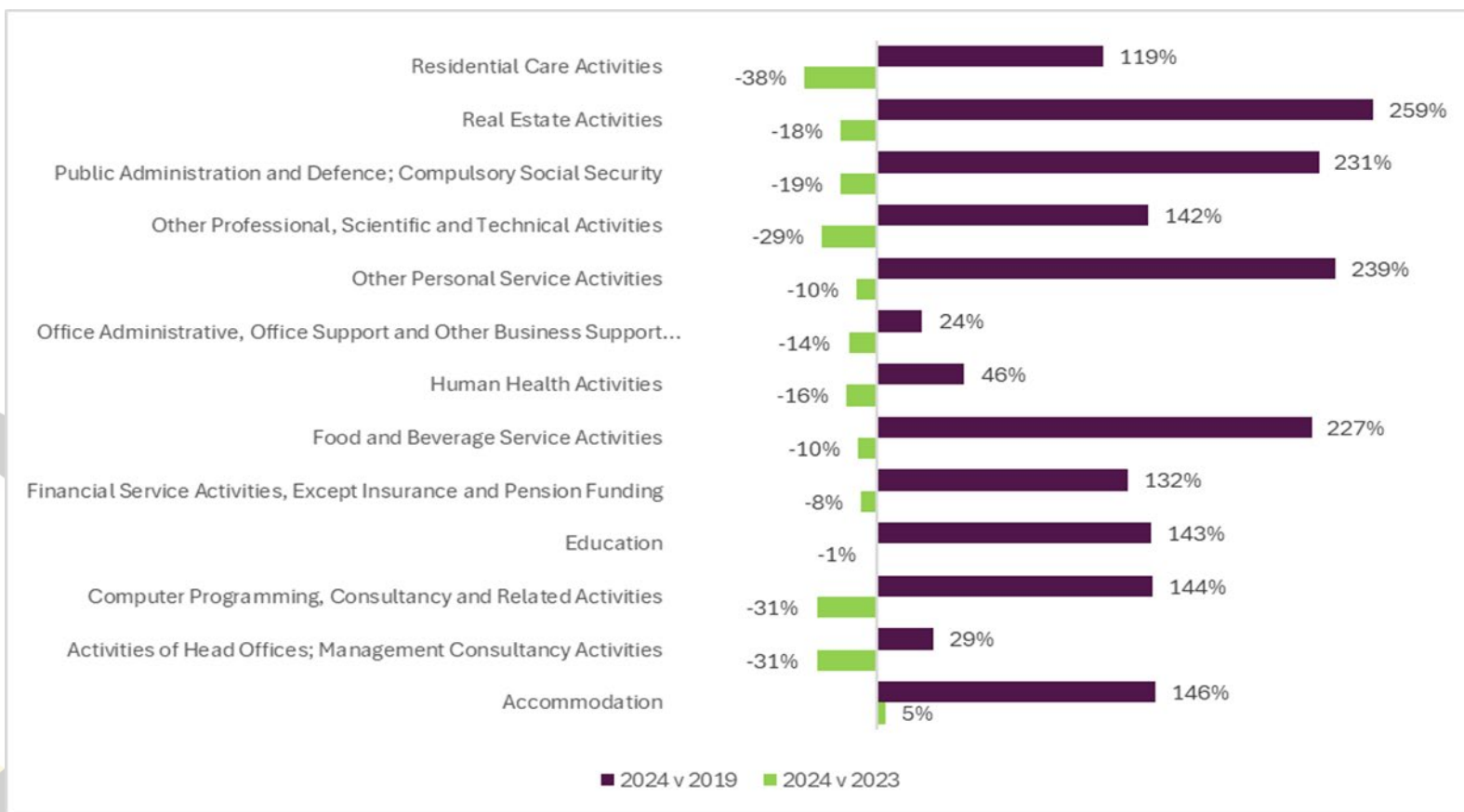


Industry demand trends in Dorset

Top posting industries – Sep 23 - Aug 24

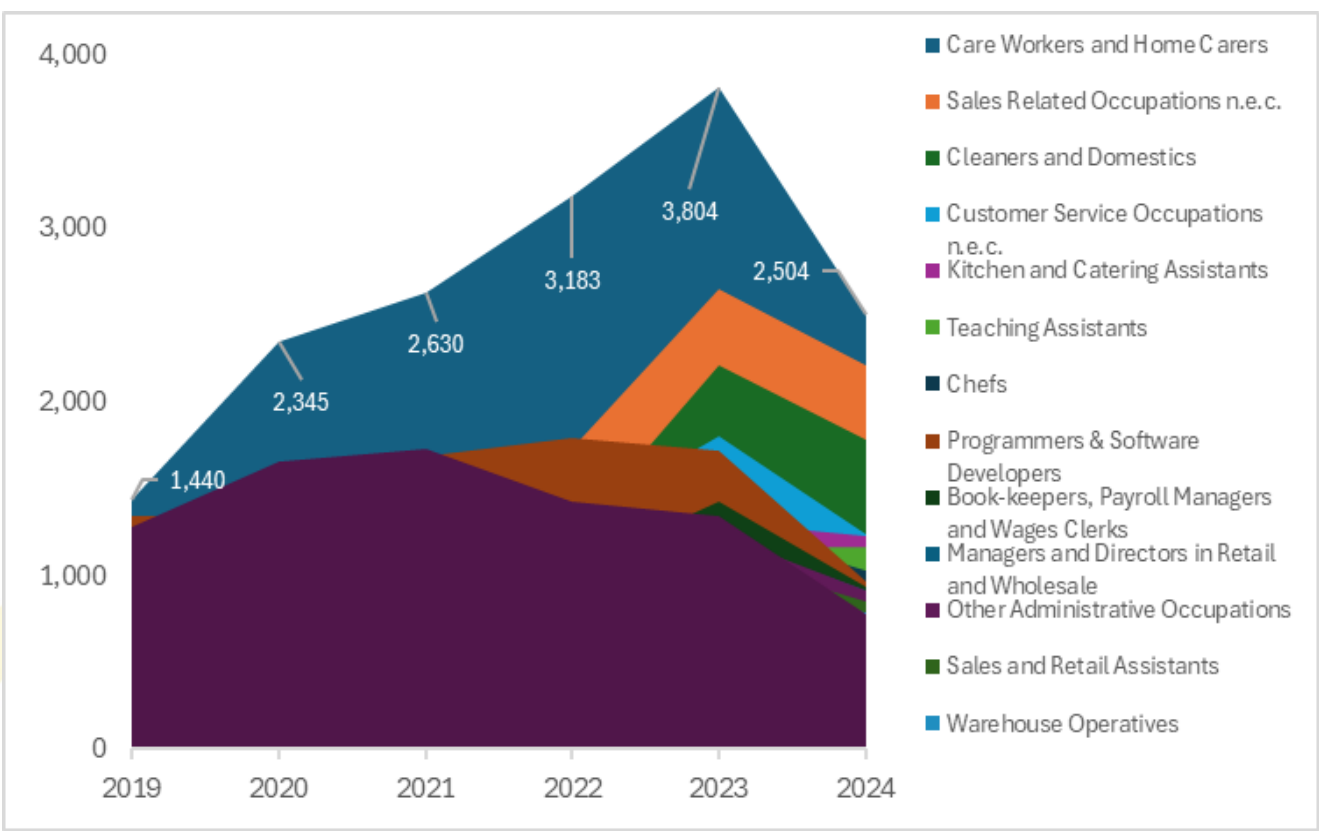
Industry	Total/Unique (Sep 2023 - Aug 2024)	Posting Intensity	Median Posting Duration
Human Health Activities	23,570 / 7,713	3 : 1	28 days
Food and Beverage Service Activities	11,615 / 3,787	3 : 1	26 days
Retail Trade, Except of Motor Vehicles and Motorcycles	11,230 / 3,671	3 : 1	23 days
Residential Care Activities	9,141 / 2,687	3 : 1	28 days
Education	4,748 / 2,627	2 : 1	25 days
Public Administration and Defence; Compulsory Social Security	4,005 / 1,951	2 : 1	24 days
Accommodation	3,731 / 1,653	2 : 1	25 days
Other Professional, Scientific and Technical Activities	2,883 / 1,557	2 : 1	23 days
Activities of Head Offices; Management Consultancy Activities	3,118 / 1,275	2 : 1	23 days
Financial Service Activities, Except Insurance and Pension Funding	2,015 / 1,160	2 : 1	21 days
Office Administrative, Office Support and Other Business Support Activities	2,286 / 1,124	2 : 1	23 days
Services to Buildings and Landscape Activities	2,042 / 1,028	2 : 1	19 days
Real Estate Activities	2,153 / 1,006	2 : 1	27 days
Social Work Activities Without Accommodation	2,488 / 926	3 : 1	26 days
Wholesale Trade, Except of Motor Vehicles and Motorcycles	2,070 / 905	2 : 1	25 days
Other Personal Service Activities	1,697 / 894	2 : 1	24 days
Specialised Construction Activities	1,409 / 789	2 : 1	28 days
Wholesale and Retail Trade and Repair of Motor Vehicles and Motorcycles	1,492 / 769	2 : 1	24 days
Computer Programming, Consultancy and Related Activities	1,414 / 726	2 : 1	26 days
Employment Activities	1,000 / 703	1 : 1	25 days

Top 12 industries (2024)



Vacancies by occupation

Occupations – top 15 occupations - long-term developments 4 months
Jan - Apr 2024

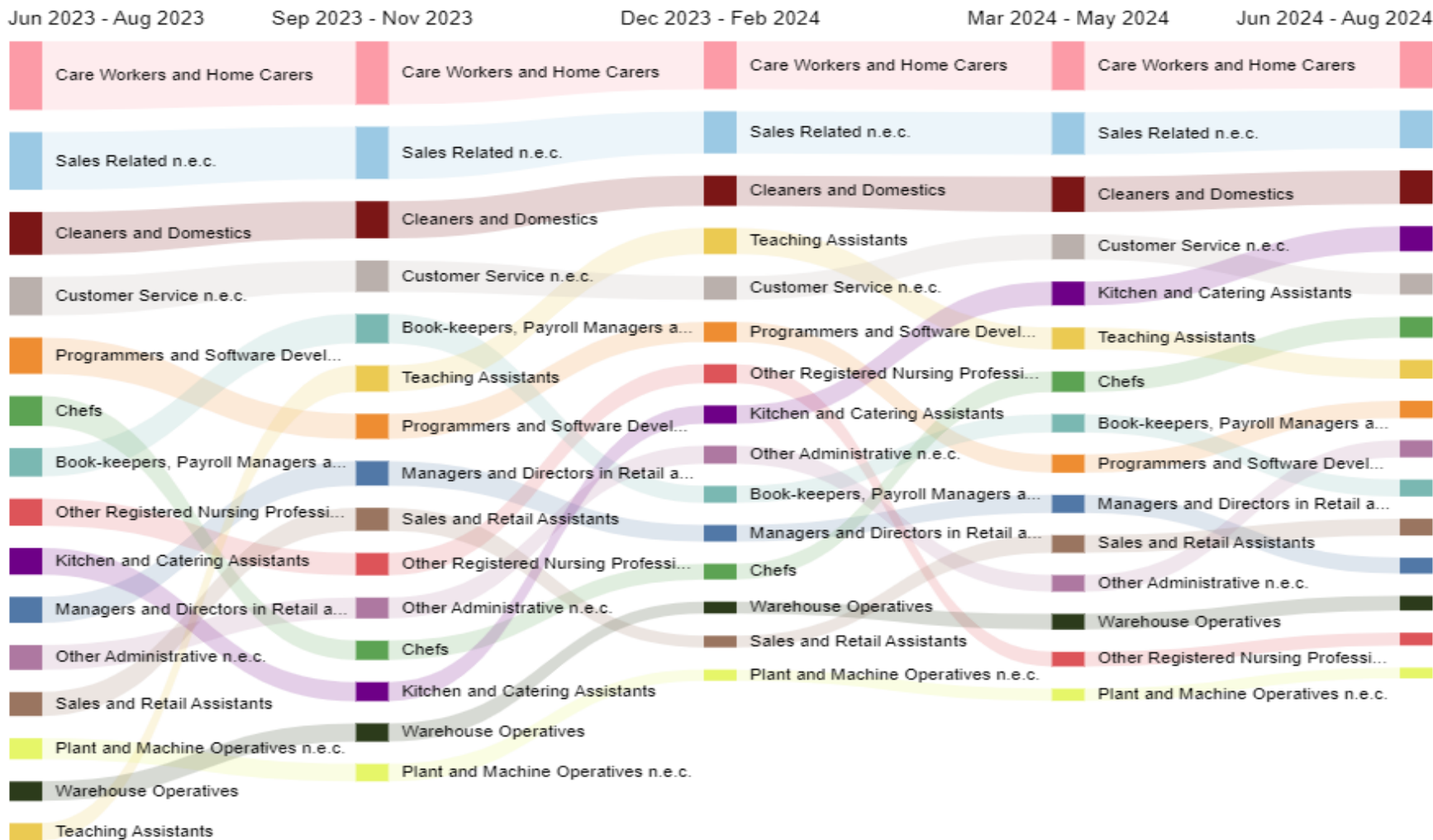


Top Occupations – top 15 occupations - long-term developments
Jan - Apr 2024



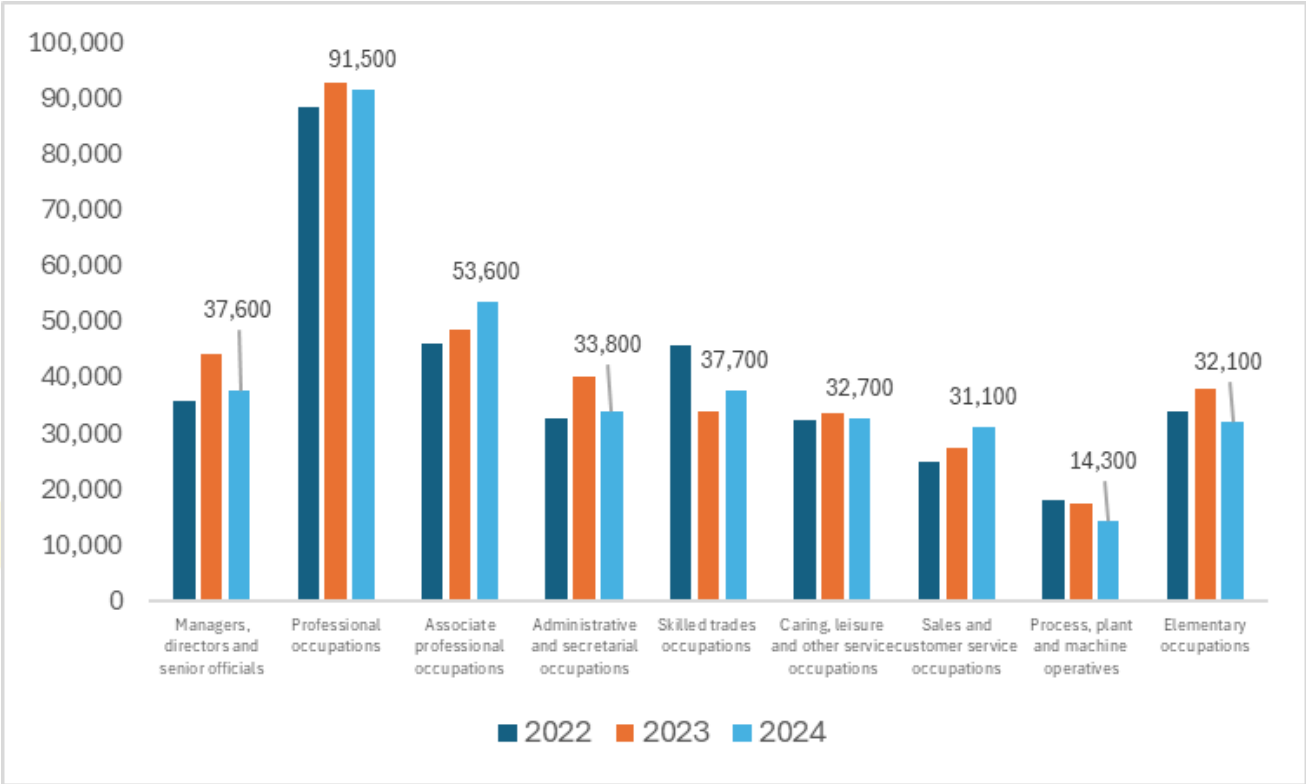
Vacancies by occupation – short-term

Occupations – top occupations - long-term developments 8 months Jan - Aug 2024



Posted jobs and employment by occupation

Dorset – employment by broad occupation (SOC 2020)



Top Posted Job Titles

Job Title	Total/Unique (Sep 2023 - Aug 2024)	Posting Intensity	Median Posting Duration
Support Workers	2,942 / 1,169	3 : 1	27 days
Care Assistants	3,608 / 877	4 : 1	27 days
Cleaners	1,726 / 803	2 : 1	25 days
Teaching Assistants	1,291 / 542	2 : 1	26 days
Health Care Assistants	1,287 / 510	3 : 1	29 days
Kitchen Assistants	1,212 / 501	2 : 1	26 days
Housekeepers	947 / 411	2 : 1	25 days
Wait Staff	829 / 363	2 : 1	23 days
Kitchen Porters	720 / 362	2 : 1	24 days
Delivery Drivers	904 / 347	3 : 1	22 days
Team Members	954 / 329	3 : 1	26 days
Sales Assistants	852 / 327	3 : 1	27 days
Apprentices	634 / 296	2 : 1	28 days
Customer Service Assistants	1,293 / 271	5 : 1	22 days
Team Leads	728 / 270	3 : 1	29 days
Receptionists	512 / 266	2 : 1	23 days
Administrators	440 / 231	2 : 1	26 days
Nursery Practitioners	875 / 220	4 : 1	29 days
Catering Assistants	628 / 220	3 : 1	27 days
Labourers	362 / 211	2 : 1	23 days

Top posted job titles – 12 months to Mar 24

High skilled occupations in Dorset – 12 months to Aug 24

PROFESSIONALS

c21.7k unique job postings

Median advertised salary: c£39.6k

Top roles: Nurses, Engineers, Programmers & software developers, Engineers, Teachers & Accountants

Top Sectors: Administrative, Health, Financial Services & Education

Top employers: NHS, Teaching Personnel, Prospero Teaching, Teaching Personnel, JP Morgan Chase, Councils, Dorset Council, Ultra Group, Vitality

Top skills: Communications, Management, Teaching, Leadership, Planning

ASSOCIATE PROFESSIONALS

c12.7k unique job postings

Median advertised salary: c£30.0k

Top roles: Project Managers, Account Managers, Finance, Advertising & Marketing, Engineering

Top Sectors: Health, Education, Admin, Health, Retail, Real Estate

Top employers: NHS, Ministry of Justice, JP Morgan Chase, Councils, BU, Holt Engineering, Tops Day Nurseries

Top skills: Communications, Customer service, Sales, Detail Orientation

MANAGERS & DIRECTORS

c7.3k jobs unique job postings

Median advertised salary: c£35k

Top roles: Business Development Managers, Store Managers, Public Health Managers

Top Sectors: Admin, Health, Retail, Trade & Finance, Residential Care

Top employers: NHS, Tesco, Lidl, JP Morgan Chase, Lidl, Councils, Haven Holidays, Agincare, Holt

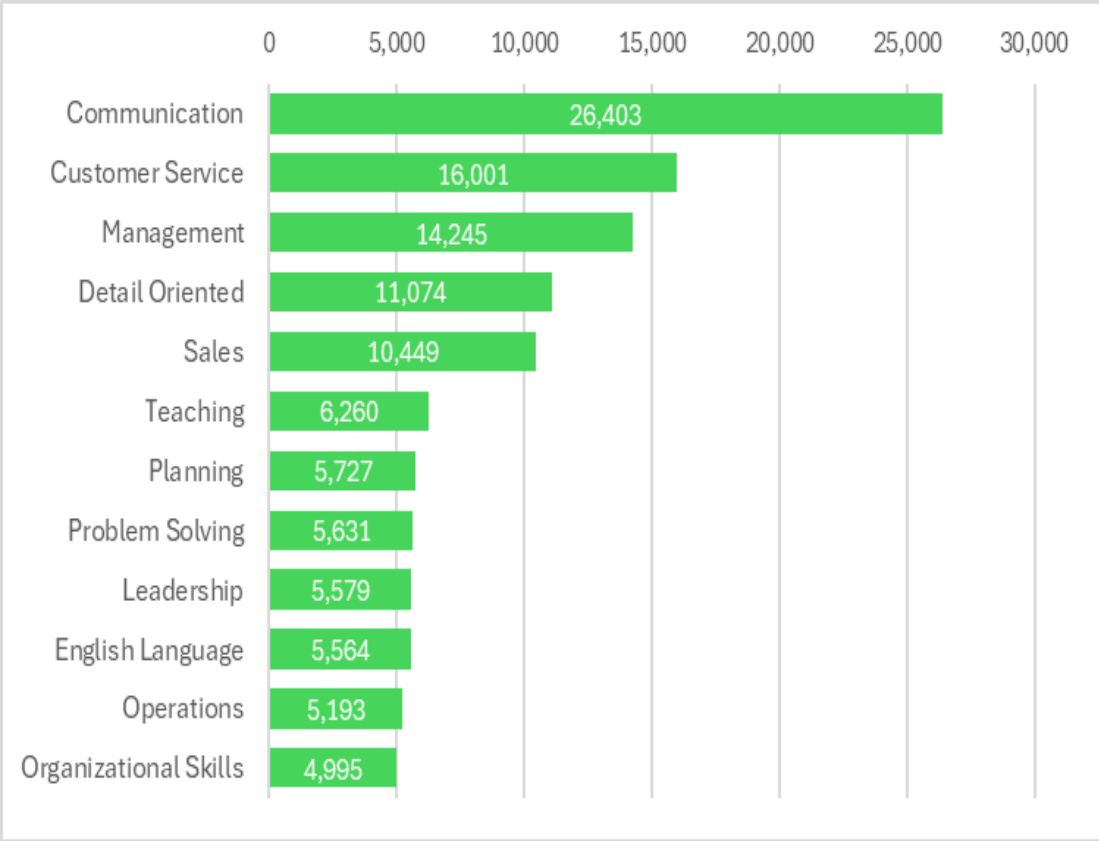
Top skills: Management, Communications, Customer Services

Top sought after skills (job postings) – Dorset LEP area Sep 23 – Aug 24

Specialised skills



Common skills



Hard to fill roles

Most hard-to-fill roles by average posting duration*

	Median Posting Duration	Unique Postings	Median Annual Advertised Salary
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Kitchen Staff	39	74	£24,448
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Education & Experience - Sep 2023 to Aug24

