### The Economy

**Gross Value Added (GVA)** in 2019

- **Total regional GVA is:** £5,714m
- **Forecast annual growth (2019-2029):**
  - **Ayrshire:** 1.3%
  - **Scotland:** 1.7%
  - **United Kingdom:** 2.0%

**Productivity (GVA per job)** in 2019

- **Regional productivity is:** £40,300
- **Forecast annual growth (2019-2029):**
  - **Ayrshire:** 1.3%
  - **Scotland:** 1.4%
  - **United Kingdom:** 1.5%

### Current Demand for Skills

**Total Employment in 2019**

- **141,900 jobs**

**From 2009-2019, Total Employment:**

- **down by 3% or 4,300 jobs**
- **Compared to a Scottish increase of 1%**

### Sectoral Employment

**Top 3 employing sectors in 2019:**

- **Wholesale & retail (22,700 jobs)**
- **Human health & social work (26,700 jobs)**
- **Manufacturing (12,900 jobs)**

### Employment by Occupation (people)

**Occupational structure 2019:**

- **36%** Higher level occupations
- **37%** Mid-level occupations
- **27%** Lower level occupations

### Skills Shortages and Gaps

**Skills Shortage Vacancies**

- **Ayrshire:** 33%
  - **16 ppt increase from 2015**
- **Compared to Scotland:** 24%

**Skills Gaps**

- **Ayrshire:** 5.6%
  - **-0.8 ppt decrease from 2015**
- **Compared to Scotland:** 5.0%

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* RSA Infographic 2019

Regional Skills Assessments (RSAs) are a single, agreed evidence base created to inform future investment in skills. This infographic is for Ayrshire, and supplements the region’s RSA Summary report. It uses Oxford Economics forecasts* for the 2019-2029 period to show current and future economic contribution, as well as current and future demand for skills.

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1. GVA is the measure of the value of goods and services produced within the economy.
2. Forecasts by Oxford Economics (unless otherwise stated).
3. Measured by total number of jobs.
4. ‘Higher level occupations’ defined as: Managers, directors & senior officials; Professional occupations; and Associate professional & technical occupations.
5. ‘Mid-level occupations’ defined as: Administrative & secretarial occupations; Skilled trade occupations; Caring, leisure and other service occupations; and Lower level occupations: defined as: Sales & customer service occupations; Process, plant & machine operatives; Elementary occupations. Data shown is workplace based.
6. Base: All establishments with vacancies (only 2017 shown).
7. Base: All establishments (only 2017 shown). Skill-shortage vacancies as a proportion of all vacancies. This may be due to a lack of skills, qualifications or experience amongst applicants.

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* As with all forecasts, certain caveats need to be applied. They are based on what we know now and include past and present trends projected into the future. Their value lies in identifying likely directions of travel rather than predicting exact figures. It is recommended therefore that users examine trends over time rather than focusing on changes in individual years. Finally, the more disaggregated they become, especially at smaller geographical units, the less reliable they are likely to be.
# Ayrshire
## Current and Future Skills Demand

Regional Skills Assessments (RSAs) are a single, agreed evidence base created to inform future investment in skills. This infographic is for Ayrshire, and supplements the region's RSA Summary report. It uses Oxford Economics forecasts for the 2019-2029 period to show current and future economic contribution, as well as current and future demand for skills.

### Future Supply

**Population 2016-2041**

- **Total population:** down by 5% or 18,800 people
- **Working age population (16-64):** down by 18% or 41,000 people

**Forecast change:**
- **Ayrshire:** -5%
- **Scotland:** 5%
- **United Kingdom:** 11%

### Future Job Openings

From 2019 to 2029 there will be a requirement for:

- **Expansion Demand:** 52,800 people
- **Replacement Demand:** 52,100 people

52,100 people to fill Job Openings

### Occupational structure 2029:

- **32%** Higher level occupations
- **30%** Mid-level occupations
- **39%** Lower level occupations

### Future Demand for Skills

**From 2019-2029, Total Employment:**

- **down by 0% or 400 jobs**

**Forecast average annual change:**
- **Ayrshire:** -0.0%
- **Scotland:** 0.3%
- **United Kingdom:** 0.5%

Top 3 employing sectors in 2029 are forecast to be:

- Human health & social work (27,100 jobs)
- Wholesale & retail (22,600 jobs)
- Accommodation & food services (12,400 jobs)

From 2019 to 2029

The largest employment growth is forecast in:

- Admin & support services (11%)
- Arts, entertainment & recreation (10%)
- Professional, scientific & technical (9%)

The largest employment decreases are forecast in:

- Mining & quarrying (-28%)
- Manufacturing (-17%)
- Public admin. & defence (-11%)

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Source: National Records of Scotland.

6 Expansion demand is the measure of an increase in jobs, as a result of economic growth or contraction; replacement demand is the number of job openings generated through labour market churn (i.e. those who retire, move away, or change jobs). N.B. Figures are rounded to the nearest 100 and as a result totals may not equal the sum of the constituent parts.