

Regional Skills Assessments

Ayrshire

December 2020



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Regional Skills Assessments (RSAs) are a single, agreed evidence base created to inform investment in skills. This infographic is for Ayrshire, and provides the latest Labour Market Intelligence as of December 2020. It uses a range of trusted sources to show current and future economic contribution as well as current and future skills demand. The updated [RSA Data Matrix](#) is now available, further disaggregation of Oxford Economics data will be available by the end of the year.

The Economy and Labour Market pre-COVID-19

The economy & productivity



Scotland has had long term challenges in terms of increasing economic growth and productivity. Both have been experiencing slow growth, behind that of the UK.

Demographic Change



Scotland's birth rate is lower than the rest of the UK, it has an ageing population and there are potential changes to the pattern of inward migration due to Brexit, which create a significant strategic driver.

Inclusive Growth



It is recognised that in Scotland 'deep inequalities still exist in our society'¹. Inclusive growth seeks to deliver 'growth that combines increases in prosperity with greater equity, creates opportunities for all and distributes the dividends of increased prosperity fairly'².

Automation



Advances in technological developments, such as automation, artificial intelligence and digitisation, will impact the world of work in the future. To give a sense of scale in Scotland around 46 per cent of jobs have a high potential for automation³.

Climate Change



Scotland aims to achieve a net-zero target by reducing carbon emissions across all sectors of the economy by 2045. The labour market is expected to be affected as the economy moves towards greater sustainability⁴.



Skills Shortages and Skills Gaps

In 2017, one third (33%) of all vacancies in Ayrshire were skills shortage vacancies and 15% of establishments reported at least one staff member not fully proficient in their role. Further, over one third (34%) of establishments in the region had at least one member of staff who was under-utilised⁵.



Brexit is a further factor that is expected to exacerbate economic and labour market challenges



Ayrshire Population 2018-2043



Total population 2018:
369,700

Forecast change 2018 to 2043:

Ayrshire: -28,400, (-7.7%)

Scotland: 136,700, (2.5%)

United Kingdom: 5,982,400 (9.0%)

Working age population 2018:
224,600

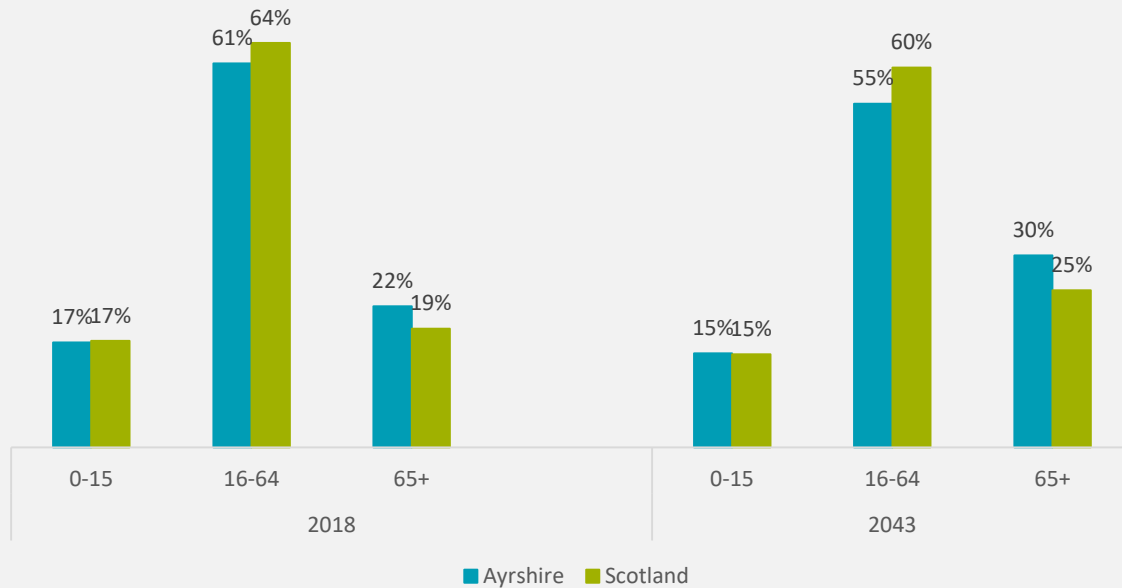
Forecast change 2018 to 2043:

Ayrshire: -30,600, (-13.6%)

Scotland: -7,300, (-0.2%)

United Kingdom: 2,644,500 (6.4%)

Population by age (2018 and 2043) Scotland and Ayrshire



Dependency Ratio 2018 and 2043



Dependency ratio for **Ayrshire**:

2018: **65%** 2043: **76%**

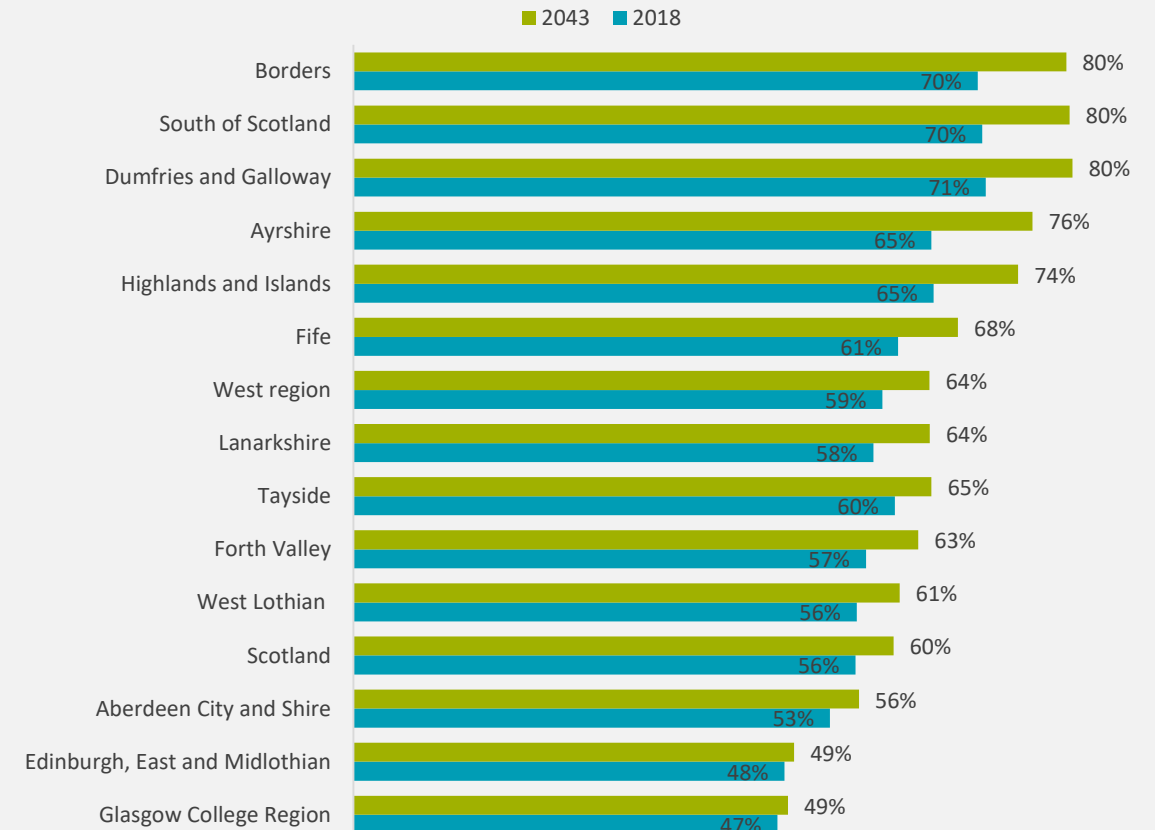


Dependency ratio for **Scotland**:

2018: **56%** 2043: **60%**

The dependency ratio considers the non-working age (0-15 years and 65+) population compared to those of working age. A ratio of 65% would mean that for every 1,000 people of working age there were 650 of non-working age. The dependency ratio is important when considering the demand for public services and the funds available to provide these services - the income from taxes and National Insurance.

Dependency Ratio (2018 and 2043), by Region



Scotland

Scottish Government scenarios prepared in June 2020 suggested that **GDP in Scotland could fall by 14 per cent in 2020. Updated scenario analysis prepared in September shows that the fall in economic output has been smaller than initially expected**, in part because some sectors proved to be more resilient than initially anticipated. The medium-term outlook expects economic activity to return to pre-crisis levels by the end of 2023.⁷

In Quarter 3 (Q3) 2020, Scotland's economy grew by 16.0 per cent as lockdown restrictions were eased.⁸ Compared to the same quarter last year, Scotland's GDP contracted by 9.5 per cent. However, there was some growth across all industries, with the largest in Distribution, Hotels and Catering (within Services).



The Regional Economy



Gross Value Added (GVA)⁹

Total **Ayrshire** GVA 2020:
£4,922m and **4%** of total Scottish output



From 2010-2020, GVA in **Ayrshire**:
decreased by 9.6% or £521m



Forecast average annual growth (2020-2030):
Ayrshire: 1.8%
Scotland: 2.2%
United Kingdom: 2.4%



Productivity¹⁰

Ayrshire productivity 2020:
£34,600, in **Scotland** it was **£45,500**



From 2010-2020, Productivity in **Ayrshire**:
decreased by 8.9% or £3,400



Forecast average annual growth (2020-2030):
Ayrshire: 1.9%
Scotland: 1.9%
United Kingdom: 2.0%

The greatest contributing factor to each region's economic recovery will be their sectoral footprint. This will have also been a key determinant of how hard the economy was impacted by COVID-19.



Resilience of Ayrshire to COVID-19 Impacts

The Oxford Economics Vulnerability Index¹¹ considers a local authority's economic diversity, business environment and digital connectivity to consider how able, or not, an area is to withstand and respond to the economic shock resulting from COVID-19.

A score above 100 on the index means an area is more vulnerable than the Great Britain average.

North Ayrshire

126.6

10th most vulnerable local authority

Digital connectivity contributed most to the locality's vulnerability (a score of 164.6) suggesting poor broadband speeds and low rates of working from home. Economic diversity was also a factor in North Ayrshire's vulnerability with a score of 138.0, suggesting greater reliance on GVA in sectors more exposed to COVID-19. However, business environment (score of 90.1) contributed to the locality's resilience, suggesting a lower share of small firms and self-employment.

South Ayrshire

132.1

6th most vulnerable local authority

Digital connectivity contributed most to the locality's vulnerability (a score of 158.3) suggesting poor broadband speeds and low rates of working from home. Economic diversity was also a factor in South Ayrshire's vulnerability with a score of 152.8, suggesting greater reliance on GVA in sectors more exposed to COVID-19. However, business environment (score of 94.1) contributed to the locality's resilience, suggesting a lower share of small firms and self-employment.

East Ayrshire

112

15th most vulnerable local authority

Digital connectivity contributed most to the locality's vulnerability (a score of 169.6) suggesting poor broadband speeds and low rates of working from home. Economic diversity was also a factor in East Ayrshire's vulnerability with a score of 100.8, suggesting greater reliance on GVA in sectors more exposed to COVID-19. However, business environment (score of 85.4) contributed to the locality's resilience, suggesting a lower share of small firms and self-employment.

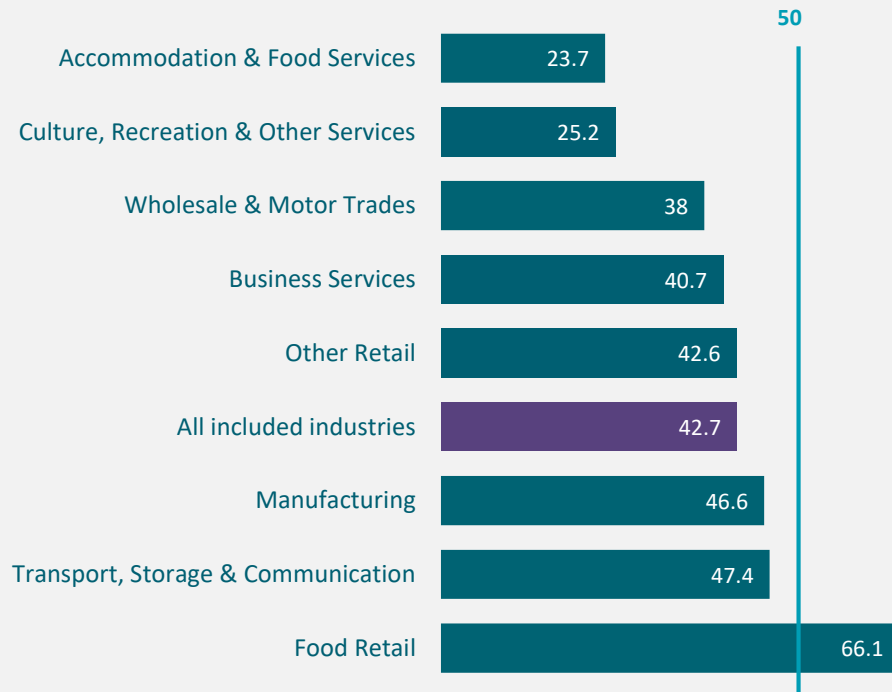


“The majority of the Scottish districts are more vulnerable to the coronavirus pandemic compared with the GB average, with urban districts being more resilient.”



Business Turnover Index October 2020¹²

The Monthly Business Turnover Index provides an early indication of business activity in Scotland, covering around half of the economy. It reports the net balance of firms reporting increased or decreased turnover, in real terms, compared to 12 months ago. Values below 50 indicate that more companies are showing decreased turnover.



- Scotland's Business Turnover Index continued to grow for the sixth month in a row to 42.7 in October. While this indicates a further increase in business activity, the index remained significantly below pre-pandemic levels with most businesses reporting lower sales than the previous year.
- Turnover fell in all industry sectors compared to 12 months ago, except for Food Retail.

Job Postings in Ayrshire¹³

In Ayrshire there were 34% fewer job postings in Week 48 2020 (November) compared to 2019

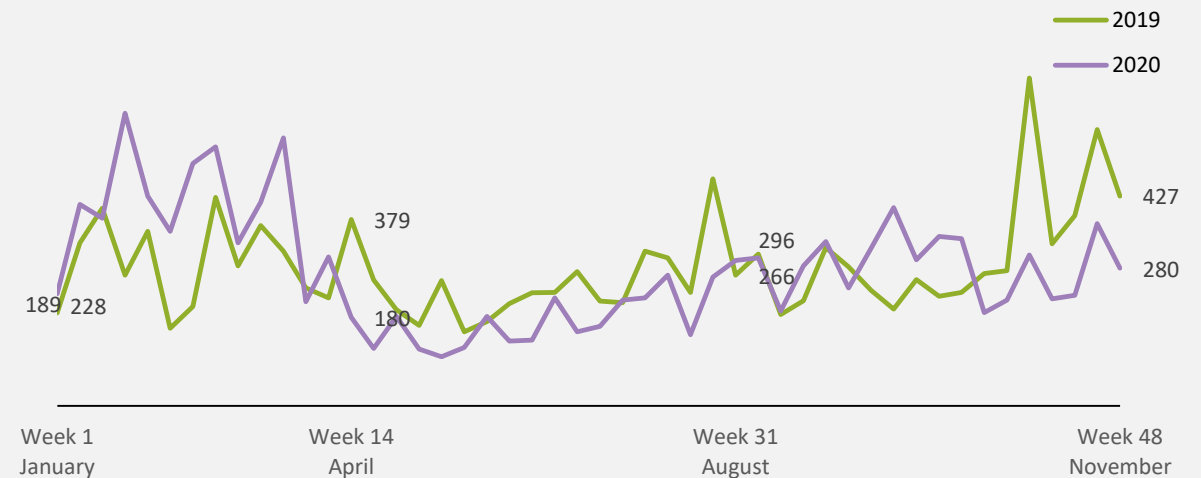
In Ayrshire new postings increased by 56% between Week 14 (beginning of April) and Week 48 2020



In Scotland there were 27% fewer job postings in Week 48 2020 (November) compared to 2019

In Scotland new postings increased by 70% between Week 14 (beginning of April) and Week 48 2020

Weekly job postings in Ayrshire for 2019 and 2020



Week 1 refers to the first Saturday in January (e.g. 4th January 2020)

Furloughed Jobs by Region

The UK Government have announced that the Coronavirus Job Retention Scheme will be extended to March 2021. The rules allow individuals made redundant before 23rd September to be re-hired and placed on furlough leave. There are concerns that continued weak economic performance could mean furlough is a precursor to redundancy¹⁴.

Number of jobs furloughed in **Ayrshire** at 31st October:

12,200

accounted for **6.3%** of Scotland's furloughed workforce

Females: **6,200**
Males: **6,100**

Number of jobs furloughed by local authority:

East Ayrshire: **4,000**
Females: **2,000** Males: **2,000**

North Ayrshire: **4,100**
Females: **2,200** Males: **2,000**

South Ayrshire: **4,100**
Females: **2,000** Males: **2,100**



Number of jobs furloughed at 31st October in Scotland:

195,200

Females: **100,500**
Males: **94,700**

Fully furloughed: **110,100**
Partially furloughed : **85,100**

Partnership Action for Continuing Employment (PACE) aims to help minimise the impact for people and businesses facing redundancy. Data is for April – July 2020 and April – November 2020.

PACE engagement (Individuals):

Ayrshire:

Apr-Jul: 265 Apr-Nov: 745

Scotland:

Apr-Jul: 13,935 Apr-Nov: 27,570

PACE engagement (Employers):

Ayrshire:

Apr-Jul: 10 Apr-Nov: 30

Scotland:

Apr-Jul: 355 Apr-Nov: 740

PACE engagement with individuals in Ayrshire April-November 2020

Sectors with the greatest number of redundancies for individuals:



Manufacturing:

225



Accommodation and Food Services:

215



Arts, Entertainment and Recreation:

120



Mining and Quarrying:

60

- Data is rounded to the nearest 5
- Note there has been a correction to the dates cited since the RSA was published in December. The data relates to April-end November (rather than April-end Dec). End December data will be published at the end of the month

Modern Apprenticeship Redundancies

MA **in training** (25 September 2020):

Ayrshire: 2,500

Scotland: 33,815

MA **redundancies** (25 September 2020):

Ayrshire: 40

Scotland: 540

* Data is rounded to the nearest 5

The Coronavirus Job Retention Scheme is likely to be masking the full economic impact of the pandemic. We may see an increase in the number of MA redundancies when furlough is no longer an option for businesses.





Regional and national unemployment

COVID-19 has led to increased unemployment in **Scotland**. There were **118,000** people unemployed in Scotland aged 16+ over the period August to October 2020. Whilst this was **15,000** less than the previous three-month period (May – July 2020) there was an additional **18,000 people** unemployed compared to the same point last year (August – October 2019)¹⁶.

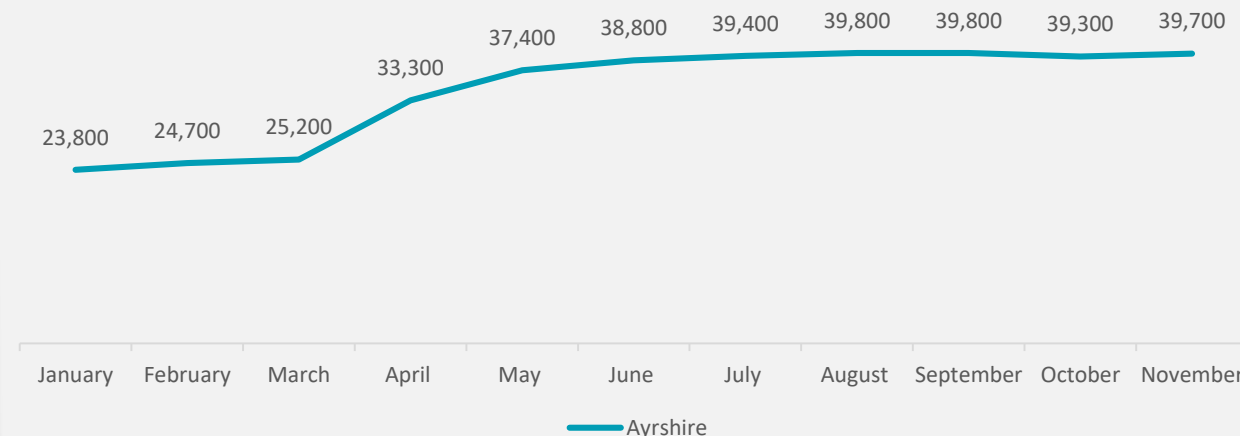
Comparable regional data is not available for August to October 2020. However, we can report unemployment data for those aged 16 and over and those aged 16-24 between July 2019 and June 2020. Data showed the unemployment rate for the 16+ population in **Ayrshire** was higher than Scotland but youth unemployment was lower¹⁷.

Unemployment 16+ population:
Ayrshire: 7,700 (4.5%)
Scotland: 90,200 (3.3%)

Unemployment 16-24 population:
Ayrshire: 2,000 (9.5%)
Scotland: 31,900 (9.6%)

Ayrshire Universal Credit

Data on Universal Credit claimants¹⁸ is a useful and timely barometer and from it we can see a sharp rise in claimants, suggesting an immediate number of job losses since the outbreak COVID-19.



Since March 2020, across Scotland the number of Universal Credit claimants has increased by 210,800, from 264,100 to 474,900 in November 2020 (provisional).

Regional Unemployment Scenarios

The trajectory of Scotland's recovery from COVID-19 is uncertain. Forecasts suggest unemployment may begin to reach pre-pandemic levels towards the end of Q1 2025.

We have modelled some possible unemployment scenarios based on data from the Annual Population Survey (2020 denominators)¹⁹. They provide an indicative sense of scale to the possible unemployment challenges ahead (rate and number of people).

Scale of potential unemployment levels in **Ayrshire**

- 8% = 13,700
- 10% = 17,100
- 12% = 20,500
- 15% = 25,700
- 20% = 34,200



Scale of potential unemployment levels in **Scotland**

- 8% = 220,000
- 10% = 275,000
- 12% = 329,900
- 15% = 412,400
- 20% = 549,900



Annual Participation Measure²⁰

Percentage of young adults (16-19 year olds) participating in education, training or employment.

Percentage of 16-19 year olds Participating in 2020

91% of 16-19 year olds were participating in education, training or employment in **Ayrshire**, compared to **92%** in **Scotland**:


Education:
 **Ayrshire: 74%**
Scotland: 72%

Employment:
 **Ayrshire: 15%**
Scotland: 8%

Training and Development:
 **Ayrshire: 2%**
Scotland: 2%

Percentage of 16-19 year olds Not- Participating in 2020

2% were not participating in **Ayrshire** compared to **3%** in **Scotland**:

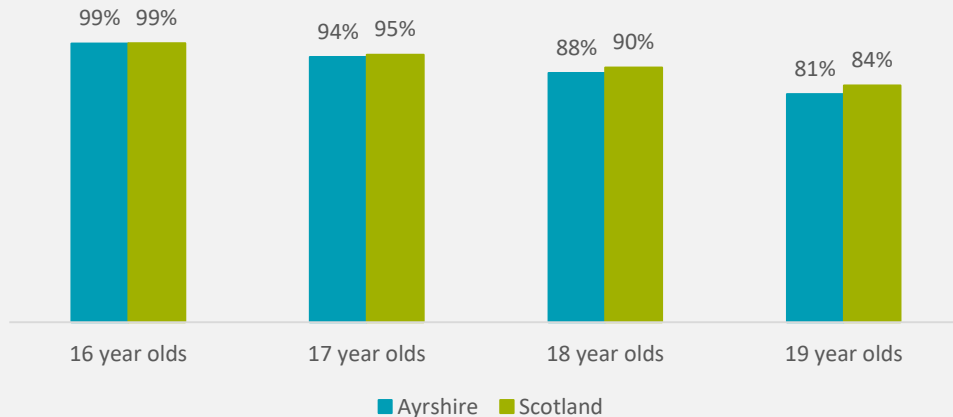
Unemployed Seeking:
 **Ayrshire: 1%**
Scotland: 1%

Unemployed Not-Seeking:
 **Ayrshire: 1%**
Scotland: 2%

Percentage of 16-19 year olds Unconfirmed in 2020

7% with an unconfirmed status in **Ayrshire** compared to **5%** in **Scotland**

Percentage of participation in education, training or employment by Age Group



Of the total of those participating in **Ayrshire**:



Females: **49%**



Males: **51%**

College and University Qualifiers in Ayrshire

Successful full-time College qualifiers, 2018/19²¹

Ayrshire: 4,300
Scotland: 48,600

Of the successful college qualifiers in the region, **84%** went on to positive destinations and **28%** left the college sector.

Successful University qualifiers, 2018/19²²

Scotland: 82,200

University provision is available through dedicated campuses in Ayrshire, however data is not available at this campus level.

Ayrshire Employment



Workforce size 2020:

144,500 people



The workforce is expected to shrink between 2019 and 2020, as a result of COVID-19:

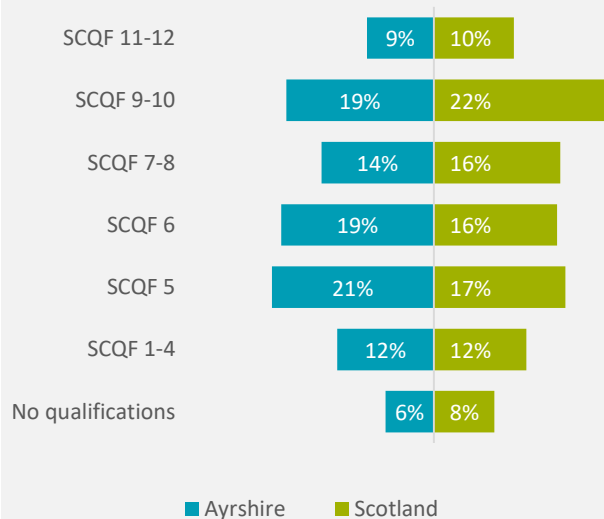
down by 1.4% or 2,100 people



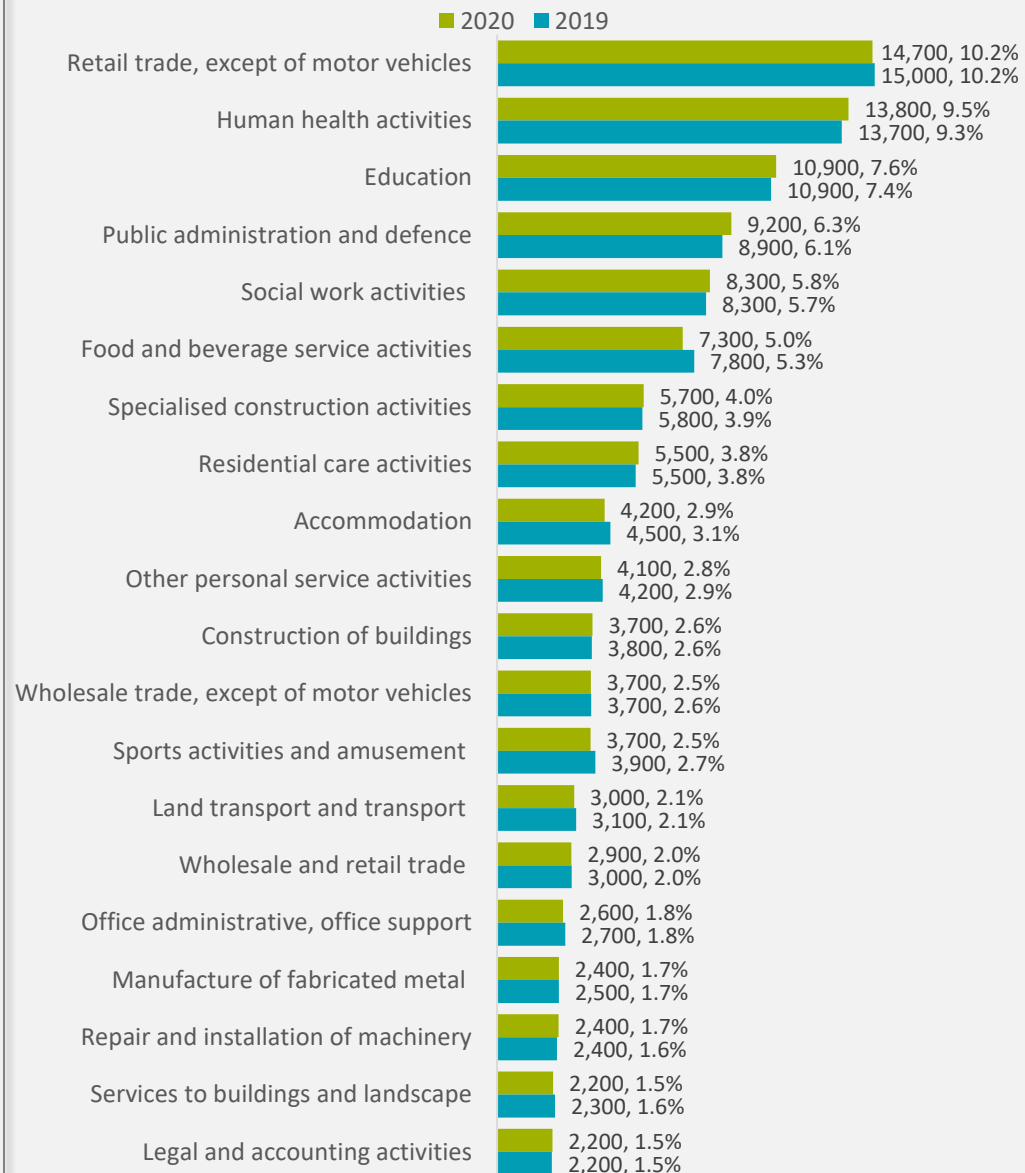
Compared to a **Scottish** decrease of **0.8% or 22,200 people**

The forecast anticipates that a greater decrease in employment will occur in the first half of the year as a result of COVID-19, with some employment growth in the second half of the year as Scotland is phased out of lockdown.

Qualification profile, 2020



Top Employing Industries, Ayrshire, 2020



Top Employing Occupations, Ayrshire, 2020



Job Postings 2020

Online job postings data provides a useful barometer for the health of the jobs market alongside the insight on the previous page. It can help us to understand a wide range of factors including in-demand roles and skills sought by employers in real-time.

It is however important to note that the data does not capture all activity, so it should be considered as an estimate of activity only.



Job Postings in Scotland

Following a 68% decrease between March and April, job postings more than doubled between April and November 2020. While this indicates the return of some recruitment activity, there were around 26% fewer job postings in November compared to March 2020. This suggests employers may be taking a cautious approach to recruitment.

The composition of job postings was similar in November 2020 compared to November 2019, with the highest demand for Information and Technology professionals, Caring personal services, Nursing and Midwifery and Business Research professional roles. In November 2020, occupations with the highest number of job postings also included Road Transport Drivers and Health Professionals.



Job Postings in Ayrshire



Number of job postings up to 30th November 2020:

11,700

Within **Ayrshire**, the locations with the most jobs advertised were:

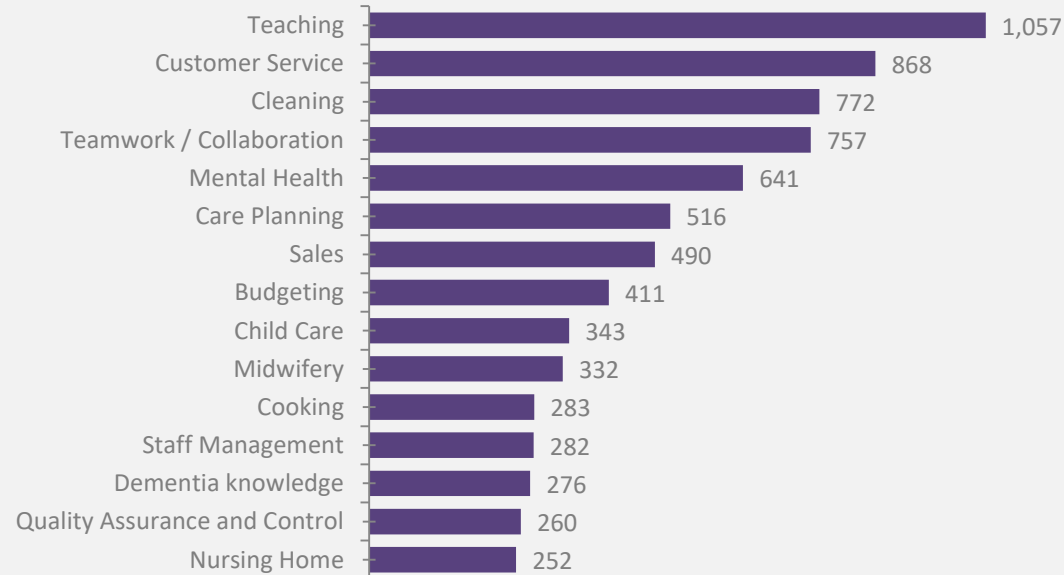
Ayr
3,100 postings

Kilmarnock
2,700 postings

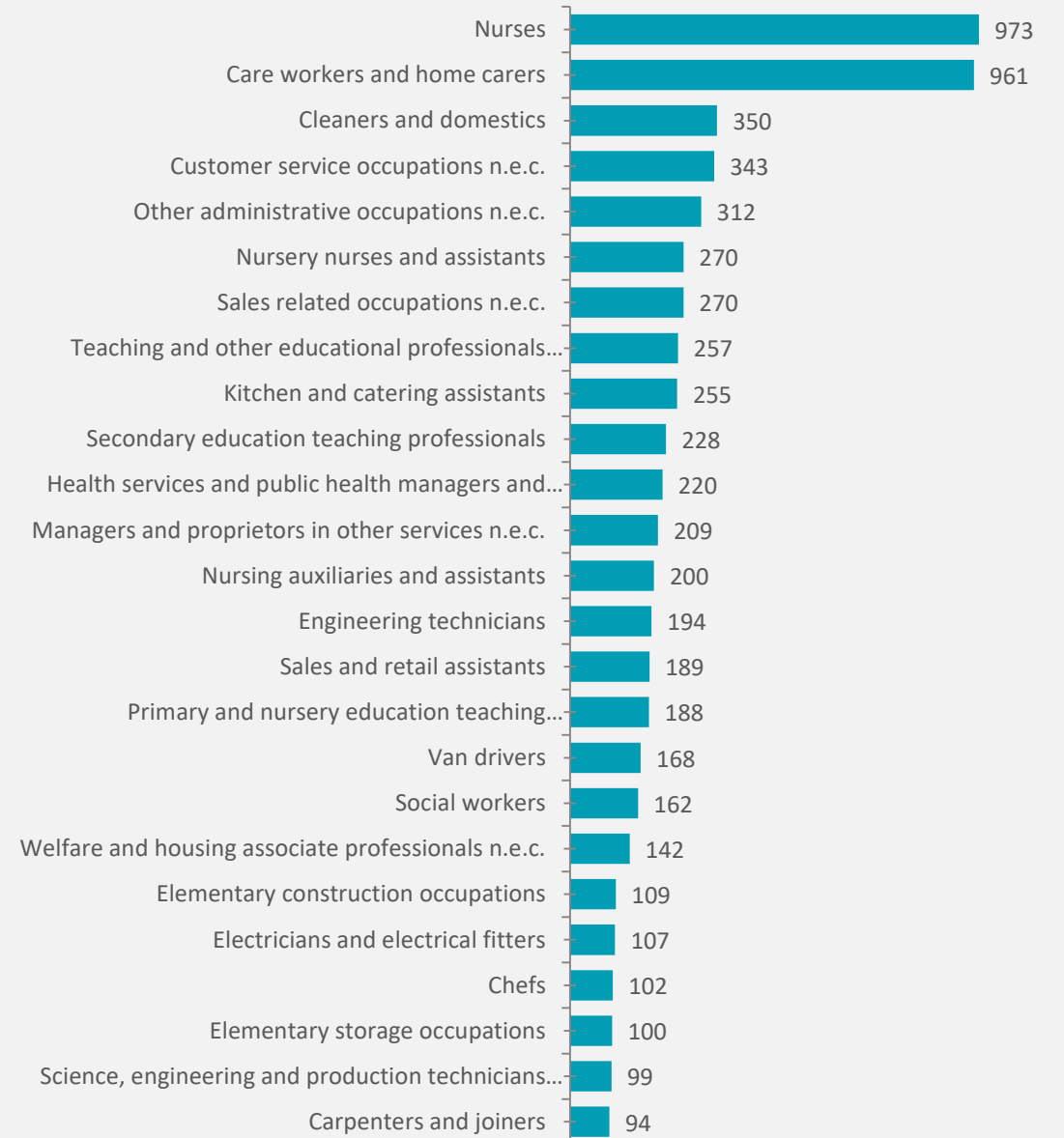
Irvine
1,600 postings

* Job postings data rounded to the nearest 100

Not all job postings specify the skills required for the role, likewise the detail varies between adverts. Based on information from approximately 49% of job postings in **Ayrshire**, the most requested specialised skills were:



The jobs with the greatest number of postings in **Ayrshire** were:



Future Demand for Skills – Job Openings in the mid-term (2020 - 2023)²⁶

In **Ayrshire**, the labour market is forecast to face some challenges in the immediate term. The forecasts for the mid-term (2020-2023) however suggest there could be some jobs growth and opportunities created as a result of the need to replace workers leaving the labour market due to retirement and other reasons.

Whilst positive, caution is needed as there are still a wide range of unknowns concerning Scotland's route out of lockdown. The jobs market could also be competitive, with the number of people seeking jobs outnumbering the opportunities available. Skills mismatches and job quality will also be important factors to consider.

Ayrshire

▼ **500** people Expansion Demand

17,300 people
Replacement Demand

17,800 people to fill Job Openings,

with the greatest requirement for people with higher education level qualifications:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No quals.
1,000 (5%)	8,000 (45%)	2,600 (15%)	4,100 (23%)	700 (4%)	1,500 (8%)

Scotland

▼ **40,400** people Expansion Demand

297,400 people
Replacement Demand

337,800 people to fill Job Openings,

with the greatest requirement for people with higher education level qualifications:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No quals.
23,400 (7%)	158,800 (47%)	44,200 (13%)	70,400 (21%)	15,000 (4%)	26,000 (8%)

Ayrshire is forecast to account for 5% of Scotland's total number of job openings in the mid-term (2020 – 2023)



Ayrshire Total Employment 2020-2023



Workforce size 2023:
145,000 people

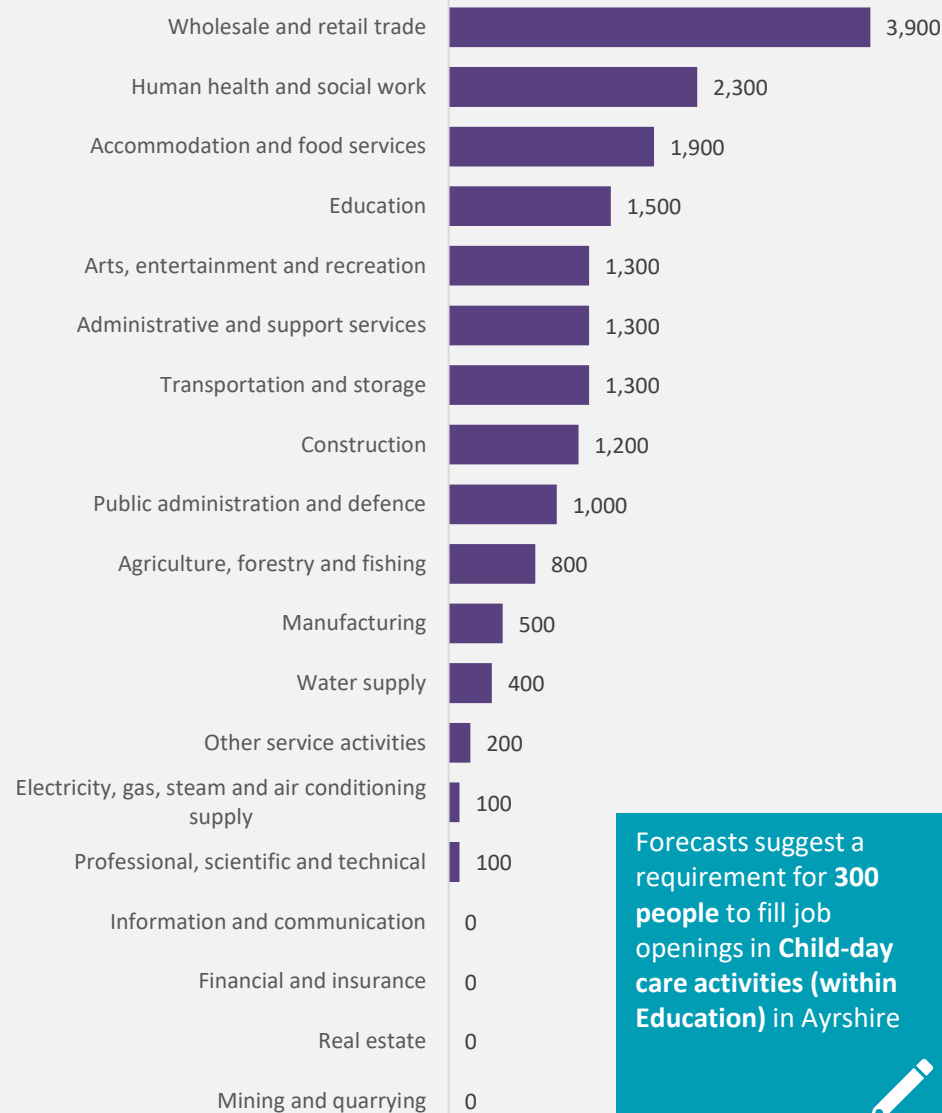
The workforce is forecast to grow between 2020 and 2023, as the labour market bounces back and growth returns:
up by 0.4% or 500 people

Compared to a **Scottish** increase of **1.5%** or **40,400 people**

Underpinning this growth is the anticipated bounce back that in Ayrshire is forecast to occur between 2021 and 2022, it is not expected to be a long term growth rate.



Total Requirement by Industry, Ayrshire, 2020-2023



Forecasts suggest a requirement for **300 people** to fill job openings in **Child-day care activities (within Education)** in Ayrshire

Employment Growth by Occupation, Ayrshire, 2020-2023

- 
Caring, Personal Service Occupations
 Expansion Demand: **200**
 Greatest requirement for qualifications: SCQF 5
- 
Skilled Agricultural Trades
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 5
- 
Business and Public Service Professionals
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 7-10
- 
Culture, Media and Sports Occupations
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 7-10
- 
Managers, Proprietors in Agriculture & Services
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 7-10
- 
Corporate Managers
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 11-12
- 
Skilled Construction and Building Trades
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 1-4
- 
Leisure and Other Personal Service Occupations
 Expansion Demand: **100**
 Greatest requirement for qualifications: SCQF 5

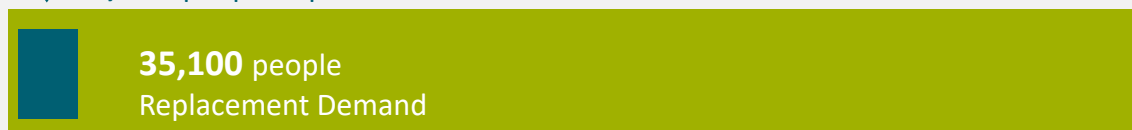
Future Demand for Skills – Job Openings in the long-term (2023 - 2030)²⁸

The forecasts for the long-term (2023-2030) highlight that strong jobs growth is not forecast to continue in **Ayrshire**. However it is expected that there could be an ongoing requirement for skilled people to fill opportunities created by people leaving the labour market. This feature of the labour market, known as the replacement requirement, is a symptom of the demographic change strategic driver.

The long-term forecast is changeable and could be influenced by a range of factors both related and not to Scotland's post COVID-19 recovery. National and local policy, investment and initiatives could all influence the long-term outlook presented.

Ayrshire

▼ **-1,900** people Expansion Demand



33,200 people to fill Job Openings,

with the greatest requirement for people with higher education level qualifications:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No quals.
1,600 (5%)	15,400 (46%)	4,600 (14%)	8,400 (25%)	700 (2%)	2,600 (8%)

Scotland

▼ **30,300** people Expansion Demand



683,900 people to fill Job Openings,

with the greatest requirement for people with higher education level qualifications:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No quals.
45,600 (7%)	331,900 (49%)	84,600 (12%)	153,400 (22%)	19,600 (3%)	48,800 (7%)

Ayrshire is forecast to account for 5% of Scotland's total number of job openings in the long-term (2023 – 2030)



Ayrshire Total Employment 2023-2030



Workforce size 2030:
143,100 people



The workforce is forecast to shrink between 2023 and 2030, with the contraction occurring from 2024:
down by 1.3% or 1,900 people

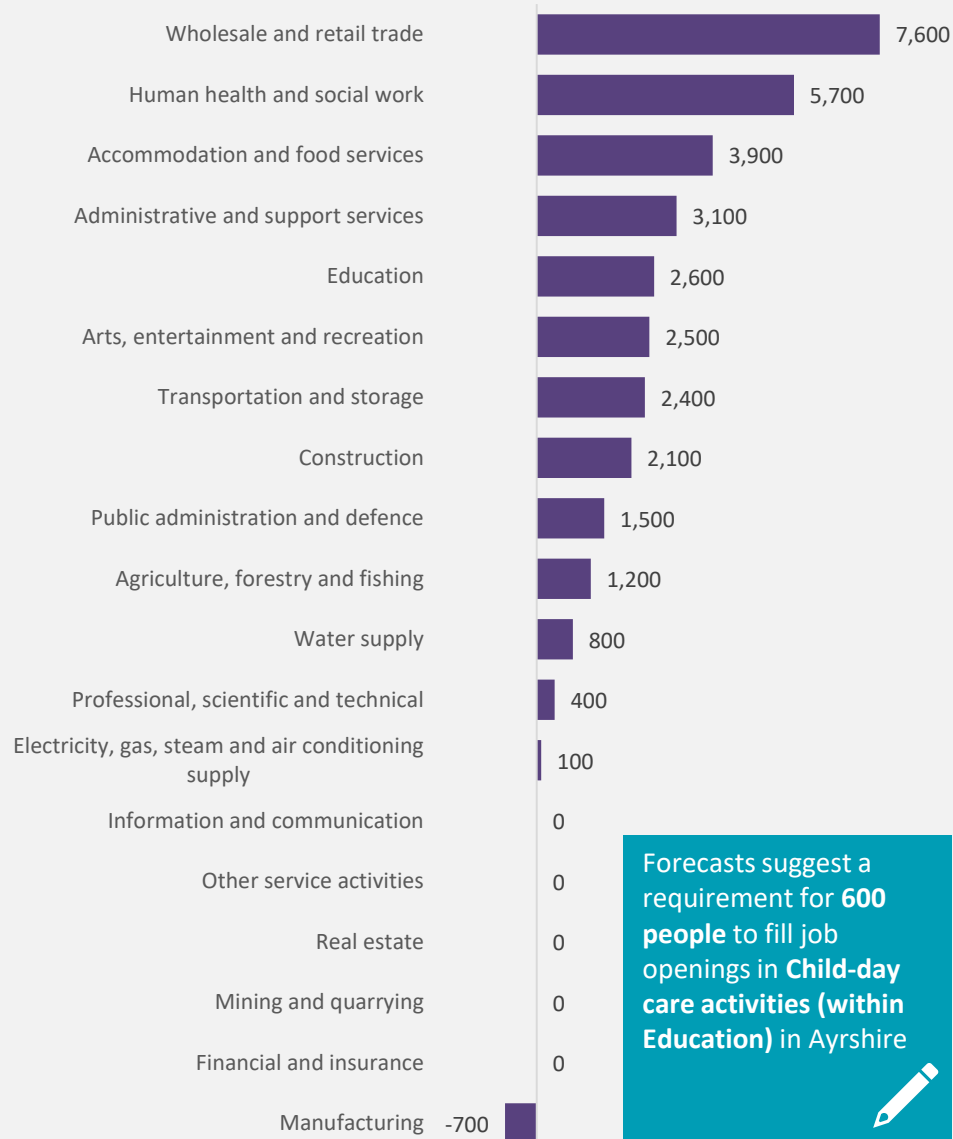


Compared to a **Scottish** increase of **1.1%** or **30,300 people**

The economic impacts of COVID-19 are not being felt equally by all groups in society.³⁰ People living on low incomes, women, disabled people, people from ethnic minority groups, lone parents, children, young people and older people are more likely to be disproportionately affected.



Total Requirement by Industry, Ayrshire, 2023-2030



Forecasts suggest a requirement for **600 people** to fill job openings in **Child-day care activities (within Education)** in Ayrshire

Employment Growth by Occupation, Ayrshire, 2023-2030



Caring, Personal Service Occupations
Expansion Demand: **700**
Greatest requirement for qualifications: SCQF 5



Health Professionals
Expansion Demand: **300**
Greatest requirement for qualifications: SCQF 7-10



Business and Public Service Professionals
Expansion Demand: **100**
Greatest requirement for qualifications: SCQF 7-10



Culture, Media and Sports Occupations
Expansion Demand: **100**
Greatest requirement for qualifications: SCQF 1-4



Managers, Proprietors in Agriculture & Services
Expansion Demand: **200**
Greatest requirement for qualifications: SCQF 7-10



Health and Social Welfare Associate Professionals
Expansion Demand: **100**
Greatest requirement for qualifications: SCQF 7-10

In **Ayrshire**, Public Sector employment accounts for around a third of total employment in the region. The forecasts for the mid-term (2020-2023) and long-term (2023-2030) are forecast to continue as it is expected that there could be an ongoing requirement for skilled people to fill opportunities created by people leaving the labour market.

The long-term forecast is changeable and could be influenced by a range of factors both related and not to Scotland's post COVID-19 recovery. National and local policy, investment and initiatives could all influence the long-term outlook presented.

Public Sector Employment (people), Ayrshire, 2020



Human health and social work activities: 27,600



Education: 10,900



Public administration and defence: 9,200

The Public Sector accounted for 33% of total employment in Ayrshire in 2020.

In Scotland the Public Sector accounted for 33% of total employment in 2020



Public Sector Job Postings

Ayrshire

Number of Public Sector job postings up to 30th November 2020:

5,000



Scotland

Number of Public Sector job postings up to 30th November 2020:

89,400



Public Sector Job Openings in Ayrshire in the mid-term (2020 – 2023)

▼ - 100 people Expansion Demand

4,900 people
Replacement Demand

4,800 people to fill Job Openings

Public Sector Job Openings in Ayrshire in the long-term (2023 – 2030)

▼ 100 people Expansion Demand

9,700 people
Replacement Demand

9,800 people to fill Job Openings

The Public Sector in **Ayrshire** is forecast to account for 5% of Scotland's total number of Public Sector job openings in the long-term (2023 -2030)

* Job postings data rounded to the nearest 100

Summary



It will take some time to fully understand the economic impact of COVID-19 due to time lags in the data and initiatives like the Coronavirus Job Retention Scheme that has provided some temporary shelter for the workforce in affected sectors. However, we expect there to be challenges ahead as fiscal support is gradually withdrawn and we move into the restart and recovery phases. As a result SDS is committed to updating the RSA evidence base over the coming months to support all partners and stakeholders with skills planning as we learn more about the new normal. In this release of the RSAs, Oxford Economics data has been updated to reflect the current COVID-19 impact as of November 2020. This data includes GVA, Productivity, Total Employment and Job Openings. The next update of Oxford Economics data will be in Spring 2021.



Ayrshire appears to be a more vulnerable region, and employment growth is forecast over the mid term and expected to shrink in the long term. **The workforce is expected to shrink by 1.4 per cent (or 2,100 people) between 2019 and 2020**, as a result of the economic COVID-19. The data suggests that within the region **job losses are likely to have occurred in retail, accommodation and food and beverage** industries associated with the Tourism sector.



Up to 30th November 2020, there were **11,700 job postings** with **Nurses, Care Home Workers and Home Carers, and Cleaners and Domestic occupations** being the most numerous. This provides an indication of the occupations most in demand – and shows that for some roles recruitment activity is ongoing despite COVID-19 or boosted as a result of increased demand arising from the pandemic.



Job postings data highlights that **employers within the region are seeking softer skills as well as technical skills**. Skills such as customer service, cleaning and teamwork/ collaboration feature, as do job specific skills such as teaching, mental health and care planning.



COVID-19 has highlighted the importance of digital skills and this could potentially benefit Ayrshire region. The increase in the uptake of homeworking could enable more opportunities for those who live in rural areas if connectivity was strengthened. As this is an area of opportunity that could extend beyond COVID-19, **this could bring a number of societal and economic benefits to the region and reduce the carbon footprint** as commuting activity decreases. ‘Green jobs’ to support Scotland’s aspirations on carbon reduction are another area of opportunity.



The forecasts for the mid-term (2020-2023) suggest there will be some jobs growth and opportunities created as a result of the need to replace workers. The greatest requirement for workers is expected to be in **Wholesale and Retail Trade and Human Health and Social Work**. Over the longer term (2023-2030) Ayrshire labour market is forecast to contract. Despite this, the replacement demand is expected to create opportunities. The occupations forecast to have the greatest growth due to new job creation are **Caring Personal Service, Health Professionals** and **Business and Public Service Professionals**.



Over the mid and long term **the greatest requirement is forecast to be for skilled workers with higher education level (SCQF 7+) qualifications**. However provision at lower SCQF levels will be needed for some occupations so aligning provision not just to areas of demand, but also at appropriate qualification levels will be important.

Rebuild/ Recover

The report by the Enterprise and Skills Strategic Board sub-group on Measures to Mitigate the Labour Market Impacts from COVID-19³² highlights the challenges facing Scotland's labour market, existing measures, and identifies and assesses potential labour market options. The group identified four top priorities for action: assistance to support employee retention; assistance for those facing redundancy; training to enable unemployed people to transition into employment; and helping vulnerable people into employment.

In its Programme for Government 2020-2021³³, the Scottish Government outlined its plans to ensure Scotland's economic, health and social recovery from COVID-19. Specific commitments around employability and skills support included: support for apprenticeships, a new Youth Guarantee, a National Transition Training Fund, support for those affected by redundancy through the PACE initiative and a Jobs guarantee and Fair Start Scotland fund to help those facing the greatest barriers find work.

By committing to update our RSA insight over the coming months, our aim is to support partners and stakeholders with skills planning, whatever the horizon, and support the acceleration of *'reform in the enterprise and skills system to drive greater collaboration and alignment.'*³⁴

Regional action

Partners in the Regional Economic Partnership have worked closely together to develop a Regional Economic Strategy. Skills are a critical strand to supporting recovery and renewal in the region and to facilitate delivery of the region's inclusive growth ambitions with a focus on advanced manufacturing, aerospace/space, clean growth, food and drink, life sciences and the visitor economy. This is underpinned by the need for strong digital and innovation capabilities, a diverse and resilient businesses base and good connectivity all underpinned by a Community Wealth Building approach.

SDS supported by Ayrshire College and the University of the West of Scotland are leading the Regional Economic Partnership's skills workstream, which building on SDS COVID-19 labour market insights has developed and shared an understanding the impact of COVID-19 on the labour market and skills in the region. The workstream will now engage other partners critical to addressing the skills demands arising from identified opportunities for recovery and renewal. Ayrshire College and SDS are also working intensively together to look at their collaborative approach to responding to the current employment crisis.

The My World of Work Jobs hub highlighting immediate employment opportunities, and the SDS online learning portal are available to help individuals further develop their skills. PACE has been enhanced to provide greater support for those affected by redundancies. More detail on further labour market interventions will be available in the coming weeks.

SDS continues to work closely with Ayrshire Growth Deal partners to help realise the maximum benefits from the Deal.



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Appendix 1

Occupational group	Job description	Occupations within this group include:
Corporate Managers and Directors	Job holders in this sub-major group formulate government policy; direct the operations of major organisations, local government, government departments and special interest organisations; organise and direct production, processing, maintenance and construction operations in industry; formulate, implement and advise on specialist functional activities within organisations; direct the operations of branches of financial institutions; organise and co-ordinate the transportation of passengers, the storage and distribution of freight, and the sale of goods; direct the operations of the emergency services, revenue and customs, the prison service and the armed forces; and co-ordinate the provision of health and social services.	<ul style="list-style-type: none"> • Chief Executives and Senior Officials • Production Managers and Directors • Functional Managers and Directors • Financial Institution Managers and Directors • Managers and Directors in Transport and Logistics • Senior Officers in Protective Services • Health and Social Services Managers and Directors • Managers and Directors in Retail and Wholesale
Other Managers and Proprietors	Job holders in this sub-major group, either as employees or proprietors, manage agriculture related services; manage and co-ordinate the operations of health service general practices, residential and day care establishments and domiciliary care services; co-ordinate and direct the activities of businesses such as restaurants, hotels, entertainment establishments, sports and leisure facilities, travel and property agencies, independent shops, garages, waste disposal and environmental services, hairdressing establishments, and agencies providing services outsourced by other organisations.	<ul style="list-style-type: none"> • Managers and Proprietors in Agriculture Related Services • Managers and Proprietors in Hospitality and Leisure Services • Managers and Proprietors in Health and Care Services • Managers and Proprietors in Other Services
Science, Research, Engineering and Technology Professionals	Professionals in this sub-major group undertake research and consultancy activities within the physical and social sciences and in the humanities; technically supervise the development, installation and maintenance of mechanical, chemical, structural and electrical systems; advise upon and direct the technical aspects of production programmes; provide consultancy and development services in the provision and utilisation of information technology and telecommunications; direct and advise upon the conservation and protection of the environment; and direct and advise upon the research and development operations of an organisation.	<ul style="list-style-type: none"> • Natural and Social Science Professionals • Engineering Professionals • Information Technology and Telecommunications Professionals • Conservation and Environment Professionals • Research and Development Managers
Health Professionals	Health professionals provide medical treatments and diagnosis for people and animals, conduct research into treatment and drugs, dispense pharmaceutical compounds, provide therapeutical treatments for medical conditions, and administer nursing and midwifery care.	<ul style="list-style-type: none"> • Health Professionals • Therapy Professionals • Nursing and Midwifery Professionals
Teaching and Educational Professionals	Teaching and educational professionals plan, organise and undertake teaching and research activities within educational establishments; plan, organise, direct and co-ordinate the administrative work and financial resources of these establishments; and inspect and advise schools and training establishments.	<ul style="list-style-type: none"> • Teaching and Educational Professionals
Business, Media and Public Service Professionals	Jobholders in this sub-major group advise and act on behalf of clients in legal matters, preside over judicial proceedings, collect and analyse financial information, perform accounting duties, advise on business and management matters, and perform a variety of other professional occupations within the public, welfare, regulatory and voluntary sectors, and within the media.	<ul style="list-style-type: none"> • Legal Professionals • Business, Research and Administrative Professionals • Business and Financial Project Management Professionals • Architects, Town Planners and Surveyors • Welfare Professionals • Librarians and Related Professionals • Quality and Regulatory Professionals • Media Professionals

Appendix 1

Occupational group	Job description	Occupations within this group include:
Science, Engineering and Technology Associate Professionals	Science, engineering and technology associate professionals perform a variety of technical support functions to scientists, technologists, engineers and architects, prepare technical drawings, undertake building inspections, provide technical support for IT operations and users.	<ul style="list-style-type: none"> • Science, Engineering and Production Technicians • Draughtspersons and Related Architectural Technicians • Information Technology Technicians
Health and Social Care Associate Professionals	Health and social care associate professionals provide a variety of technical support functions and services for health professionals in the treatment of patients to assist physical and psychological recovery, and provide social care and related community services.	<ul style="list-style-type: none"> • Health Associate Professionals • Welfare and Housing Associate Professionals
Protective Service Occupations	Workers in protective service occupations serve in the armed forces, the police force, fire service, prison service and perform other protective service roles.	<ul style="list-style-type: none"> • Protective Service Occupations
Culture, Media and Sports Occupations	Workers in this sub-major group create and restore artistic works; write, edit and evaluate literary material; perform in acts of entertainment; arrange and perform musical compositions; produce television, film and stage presentations; present television and radio broadcasts; operate camera, sound and lighting equipment; design commercial and industrial products; compete in sporting events for financial reward; and provide training and instruction for sporting and recreational activities.	<ul style="list-style-type: none"> • Artistic, Literary and Media Occupations • Design Occupations • Sports and Fitness Occupations
Business and Public Service Associate Professionals	Business and public service associate professionals command and control the movement of air and sea traffic; organise the administrative work of legal practices; perform specialist financial tasks; purchase goods and materials; provide technical sales advice to clients; undertake market research; arrange for the trading and leasing of property on behalf of clients; organise conferences and related events; undertake recruitment, training and industrial relations activities; promote and maintain areas of the environment; perform administrative functions in government; and undertake statutory inspections of health and safety.	<ul style="list-style-type: none"> • Transport Associate Professionals • Legal Associate Professionals • Business, Finance and Related Associate Professionals • Sales, Marketing and Related Associate Professionals • Public Services and Other Associate Professionals
Administrative Occupations	Workers in this sub-major group undertake administrative and clerical work in national and local government departments and non-governmental organisations; perform specialist clerical tasks in relation to financial records and transactions, the administration of pension and insurance policies, the storage and transportation of freight, the activities of libraries and of human resources operations; and perform other general administrative tasks. They also coordinate and oversee the day-to-day running of offices and supervise office staff.	<ul style="list-style-type: none"> • Administrative Occupations: Government and Related Occupations • Administrative Occupations: Finance • Administrative Occupations: Records • Other Administrative Occupations • Administrative Occupations: Office Managers and Supervisors
Secretarial and Related Occupations	Secretarial occupations perform general secretarial, clerical and organisational duties in support of management and other workers, and provide specialist secretarial support for medical and legal activities.	<ul style="list-style-type: none"> • Secretarial and Related Occupations

Appendix 1

Occupational group	Job description	Occupations within this group include:
Skilled Agricultural and Related Trades	Skilled agricultural and related trades cultivate crops, raise animals and catch fish for consumption, grow plants and trees for sale, tend gardens, parks, sports pitches and other recreational areas, and maintain areas of forestry.	<ul style="list-style-type: none"> • Agricultural and Related Trades
Skilled Metal, Electrical and Electronic Trades	Workers in this sub-major group shape and join metal, erect and maintain metal structures and fixtures; set up and operate metal working machinery and install and repair industrial plant and machinery; assemble parts in the manufacture of metal goods; make and calibrate precision instruments; install, test and repair air conditioning systems; maintain and repair motor vehicles; and install, test and repair industrial, domestic and commercial electrical and electronic equipment.	<ul style="list-style-type: none"> • Metal Forming, Welding and Related Trades • Metal Machining, Fitting and Instrument Making Trades • Vehicle Trades • Electrical and Electronic Trades • Skilled Metal, Electrical and Electronic Trades Supervisors
Skilled Construction and Building Trades	Skilled construction and building trades erect steel frames, lay stone, brick and similar materials, construct and repair roofs, install heating, plumbing and ventilating systems, fit windows, doors and other fixtures, and apply coverings and decorative material to walls, floors and ceilings.	<ul style="list-style-type: none"> • Construction and Building Trades • Building Finishing Trades • Construction and Building Trades Supervisors
Textiles, Printing and Other Skilled Trades	Workers in this sub-major group weave fabrics, make articles of clothing, soft furnishings and leather goods, upholster vehicle interiors, set and operate printing machines, prepare meat, poultry and fish, bake bread and flour-based confectionery products, prepare food and manage catering and bar operations within hotels, restaurants and other establishments, and perform a variety of other skilled trades.	<ul style="list-style-type: none"> • Textiles and Garments Trades • Printing Trades • Food Preparation and Hospitality Trades • Other Skilled Trades
Caring Personal Service Occupations	Workers in this sub-major group assist health professionals in the care of patients; undertake caring personal services within the community; supervise the activities of pre-school age children and assist teachers with non-teaching duties; provide technical assistance to veterinarians and provide other services in the care of animals; provide funeral services; and control pests hazardous to public health.	<ul style="list-style-type: none"> • Childcare and Related Personal Services • Animal Care and Control Services • Caring Personal Services
Leisure, Travel and Related Personal Service Occupations	Workers within Leisure, Travel and Related Personal Service Occupations provide services and facilities for sporting and recreational activities; make travel arrangements for clients and provide ancillary services for travellers; provide hairdressing and beauty services; undertake domestic and care-taking duties in private households, public buildings and other establishments.	<ul style="list-style-type: none"> • Leisure and Travel Services • Hairdressers and Related Services • Housekeeping and Related Services • Cleaning and Housekeeping Managers and Supervisors
Sales Occupations	Workers in this sub-major group sell goods and services in retail and wholesale establishments, accept payment in respect of sales, obtain orders and collect payments for goods and services from private households, replenish stocks of goods in stores, create displays of merchandise and perform other sales related occupations.	<ul style="list-style-type: none"> • Sales Assistants and Retail Cashiers • Sales Related Occupations • Sales Supervisors

Appendix 1

Occupational group	Job description	Occupations within this group include:
Customer Service Occupations	Customer service occupations receive and respond to enquiries regarding products or services, deal with customer complaints and perform a variety of tasks in the provision of additional services to customers after the point of sale; operate switchboards and receive and direct calls in a variety of establishments; operate telecommunications equipment to transmit and receive messages; conduct market research interviews; and perform other customer service tasks.	<ul style="list-style-type: none"> • Customer Service Occupations • Customers Service Managers and Supervisors
Process, Plant and Machine Operatives	Process, plant and machine operatives operate and attend machinery to manufacture, process or otherwise treat foodstuffs, beverages, textiles, chemicals, glass, ceramics, rubber, plastic, metal, synthetic and other products, operate plant and machinery to produce paper, wood and related products, extract coal and other minerals from the earth, attend and operate power generation and water treatment systems, perform routine operations in the manufacture of motor vehicles, metal goods, electrical and electronic products, clothing and other goods, and perform a variety of tasks in relation to the construction and repair of buildings, public highways, underground piping systems, railway tracks and other structures.	<ul style="list-style-type: none"> • Process Operatives • Plant and Machine Operatives • Assemblers and Routine Operatives • Construction Operatives
Transport and Mobile Machine Drivers and Operatives	Transport and mobile machine drivers and operatives drive motor vehicles to transport goods and people; drive trains and guide and monitor the movement of rail traffic; operate mechanical equipment on board boats, ships and other marine vessels; assist in the boarding, fuelling and movement of aircraft at airports; operate lifting, earth moving and earth surfacing equipment, agricultural equipment and other mobile machinery.	<ul style="list-style-type: none"> • Road Transport Drivers • Mobile Machine Drivers and Operatives • Other Drivers and Transport Operatives
Elementary Trades and Related Occupations	Occupations in this sub-major group perform agricultural, fishing and forestry related tasks, undertake general labouring duties, assist building and construction trades workers, and perform a variety of duties in foundry, engineering and other process plant related trades.	<ul style="list-style-type: none"> • Elementary Agricultural Occupations • Elementary Construction Occupations • Elementary Process Plant Occupations
Elementary Administration and Service Occupations	Workers in this sub-major group collect, sort and deliver written correspondence, undertake elementary clerical tasks within offices, undertake elementary cleaning tasks, protect and supervise people and property, perform elementary sales related tasks, assist in the storage and transportation of goods, and perform a variety of carrying, preparation and serving tasks within hospitals, catering, domestic and other establishments.	<ul style="list-style-type: none"> • Elementary Administration Occupations • Elementary Cleaning Occupations • Elementary Security Occupations • Elementary Sales Occupations • Elementary Storage Occupations • Other Elementary Services Occupations