

# EMPLOYMENT AND SKILLS PLAN UPDATE

## 2024



Partneriaeth Sgiliau Rhanbarthol  
Canolbarth Cymru  
Mid Wales  
Regional Skills Partnership



# Foreword

Since the launch of the Mid Wales Regional Skills Partnership Employment and Skills Plan 2022-2025 in 2023, the Regional Skills Partnership (RSP) has had a constructive year, building on its foundations, focusing on the priorities and delivering across Powys and Ceredigion.

We are now at a stage of reflection. Our work with the newly established business-led cluster groups has significantly influenced the skills agenda, giving us a clearer picture of what is happening in our region. Our labour market intelligence and this qualitative data have informed significant changes in the Mid Wales economy, indicating higher growth predictions than initially forecasted. The Employment and Skills Plan Update 2024 reflects these predictions.

The Mid Wales RSP plays a crucial role in identifying and analysing the needs of the local economy, businesses, and the wider needs of society to address the skills gaps.

It is more important than ever that the right skills provision is available in the right place at the right time to meet the needs of our Mid Wales employers. By aligning with our network of schools, colleges, universities, apprenticeships, and work-based learning, we will achieve this.

It is vital that the RSP continues to engage with the Welsh and UK Governments to support the skills agenda in Mid Wales.



**Emma Thomas**  
Chair, Mid Wales Regional Skills Partnership

## Leaders' statement

We are delighted to see, under Emma's leadership, that the work of the RSP is gaining traction across Mid Wales. Skills have been elevated within the region's economic agenda and are at the forefront of discussions in Welsh and UK Governments. It is our vision to ensure that any new economic initiative and growth in the region are supported by the skills provision demanded to allow the businesses and the population of Mid Wales to thrive.



Councillor  
**Bryan Davies**  
Leader,  
Ceredigion County Council



Councillor  
**James Gibson-Watt**  
Leader,  
Powys County Council

## For more information:

E: [Midwalesrsp@powys.gov.uk](mailto:Midwalesrsp@powys.gov.uk)  
[www.midwalesrsp.wales](http://www.midwalesrsp.wales)



## What is the Mid Wales Regional Skills Partnership?

The Mid Wales RSP is one of four regional skills partnerships in Wales working to drive investment in skills by developing responses based upon local and regional needs.

As part of the Growing Mid Wales team, the RSP supports the development of Growth Deal projects to ensure businesses capitalise on employment and skills opportunities and to identify where potential skills gaps will hold back progress. The RSP plays an integral role in the planning to ensure suitably skilled staff are available in the region once projects are ready for implementation.

The RSP Board oversees all activity and ensures that the work is focused on achieving our objectives.

### Objectives:

- Function as a partnership that works with business leaders and stakeholders to identify current and future skills needs across the region.
- Bridge the gap between education, skills, and regeneration to create a strong and vibrant economy underpinned by innovation, growth, and a capable workforce.

### To achieve this, the RSP will aim to deliver four key areas:

- Produce and analyse labour market intelligence (LMI) to inform current and future priorities.
- Review regional skills provision.
- Influence decisions on skills, training, and education.
- Act as a strategic body that represents regional interests.

## Engagement

We have ensured stakeholders and partners have been consulted in the development of the plan. Reports and surveys have been published that capture the current position of the sectors in relation to recruitment and skills needs and modeled future growth predictions.



Data



Groups



Information



Intelligence



New courses



New qualifications



Legislation



Career guidance



New ways of working

## Business Sector Cluster Groups

The Cluster Groups are our sector experts. They provide us with the industry intelligence specific to skills workforce recruitment, and retention and sense check our analysis of LMI in each priority sector:

- Advanced Manufacturing and Engineering
- Agriculture
- Construction and Energy
- Digital
- Food and Drink
- Health and Social Care
- Public Sector
- Tourism and Leisure
- Transport and Logistics

These clusters are further supported by two groups:

**Provider Cluster Group** – includes representatives from Further Education, Higher Education, training providers, and employability programmes. Their focus is to ensure that the skills requirements of employers and employees are being met.

**Young Persons Guarantee Cluster Group** – including representatives across the public sector, schools, Further Education, youth organisations, and the Third Sector. This group supports opportunities for young people, especially those furthest from the workplace, which are woven into the workforce decision-making process of businesses.

## Sector Employment and Skills Analysis

Lightcast were commissioned to support the RSP in its development of this updated plan. A Sector Employment and Skills Analysis has been carried out, pulling together official datasets and Lightcast's proprietary data on job postings to profile the business sectors.

Each sector is defined by grouping together relevant Standard Industry Classification codes as defined by the Office for National Statistics (ONS). For each of the sectors, the report looks at changes in jobs over time using the Lightcast model. This provides projections to 2028, giving an indication of the possible direction of growth for each sector based on past trends.

The information presented reflects current recruitment activity in each sector by looking at the number of job postings over time, key employers currently recruiting, and skills required. All the analyses have been carried out at the Mid Wales geography – which covers the local authorities of Powys and Ceredigion – and findings have been benchmarked against Wales and the UK averages.



Number of jobs  
**8,120**  
(2022)



Share of economy  
**9%**  
(2022)



Wales **12%**  
UK **10%**

### Top 10 Skills



- Communication
- Problem Solving
- Operations
- Management
- Continuous Improvement Process
- Process Improvement
- SolidWorks (CAD)
- Detail Orientated
- Material Requirements Planning
- Key Performance Indicators (KPIs)



Average wage  
**£35,428**  
(2023)



### Fastest growing skills

- Tooling
- Technical Engineering
- Material Requirements Planning
- Leadership
- Process Improvement



Growth rate  
**+5%**  
(2022-2028)



Wales **+3%**  
UK **+4%**

### Top Priorities

- 1 Careers guidance
- 2 Apprenticeships and degree apprenticeships
- 3 Training provision = growth aspirations

Number of jobs  
**14,330**  
(2022)



Share of economy  
**16%**  
(2022)



Wales **4%**  
UK **2%**

Average wage  
**£23,177**  
(2023)



### Fastest growing skills

- Operations
- Teaching
- Research
- Machinery
- Planning



Growth rate  
**-4%**  
(2022-2028)



Wales **-2%**  
UK **+2%**

### Top 10 Skills



- Communication
- Management
- Operations
- Agriculture
- English Language
- Teaching
- Willingness to learn
- Research
- Warehousing
- Interpersonal Communications



2020 Industry Sector Breakdown  
**27.8%** **72.2%**



### Top Priorities

- 1 Map technical skills, animal health & welfare planning
- 2 Sustainable Land Management skills
- 3 Supporting young people and career changers to access careers information

Number of jobs  
**4,350**  
(2022)



Share of economy  
**5%**  
(2022)

Wales **4%**  
UK **5%**



### Top 10 Skills

- CSCS Card
- Painting
- Carpentry
- Construction
- Communication
- English Language
- Customer Service
- Electrical Wiring
- Valid Driver's License
- Teaching

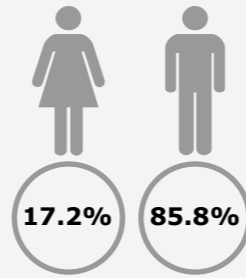


Average wage  
**£33,337**  
(2023)



### Fastest growing skills

- Willingness to learn
- Electrical Wiring
- Management
- Electrical Systems
- English Language



2020 Industry Sector Breakdown

### Top Priorities

- 1 Apprenticeships and shared apprenticeship
- 2 Responsive educational landscape
- 3 Technological advancements
- 4 Women in construction

Number of jobs  
**1,040**  
(2022)



Share of economy  
**1%**  
(2022)

Wales **2%**  
UK **4%**



### Top 10 Skills

- Communication
- Market Research
- Management
- C# (Programme Language)
- Online Surveys (Evaluation Methods)
- Surveys
- Software Engineering
- Marketing
- C++ (Programming Language)
- Software Development

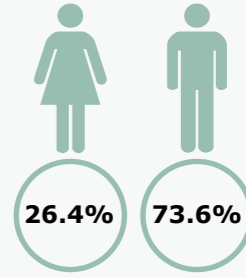


Average wage  
**£36,205**  
(2023)



### Fastest growing skills

- Market Research
- Generative Adversarial Networks
- Operating Systems
- Firmware
- Research



2020 Industry Sector Breakdown

### Top Priorities

- 1 Talent in rural areas
- 2 Market-driven, up-to-date training

Number of jobs  
**1,411**  
(2022)



Share of economy  
**1%**  
(2022)



Wales **1%**  
UK **2%**

## Top 10 Skills



- Management
- English Language
- Communication
- Maintenance Engineering
- Mathematics
- Electrical Engineering
- Customer Service
- Project Management
- Operations
- Electrical Wiring

Average wage  
**£31,962**  
(2023)



## Fastest growing skills



- Electrical Systems
- English Language
- Sales
- Electrical Wiring
- Core Domestic Gas Safety (CCN1)

Growth rate  
**+1.7%**  
(2022-2028)



Wales **+0.3%**  
UK **+1.8%**

## Top Priorities

- 1 Increase training provision = future demand
- 2 Transition to Net Zero funding opportunities
- 3 10-year growth in specific Net Zero occupations

Number of jobs  
**12,400**  
(2022)



Share of economy  
**14%**  
(2022)



Wales **13%**  
UK **12%**

## Top 10 Skills



- Customer Service
- Communication
- Food Safety and Sanitation
- Warehousing
- Cooking
- Management
- Restaurant Operation
- Food Preparation
- Willingness to Learn
- Cleanliness

Average wage  
**£17,567**  
(2023)



## Fastest growing skills



- Food Safety and Sanitation
- Cleanliness
- Willingness to Learn
- Food Preparation
- Loading and Unloading

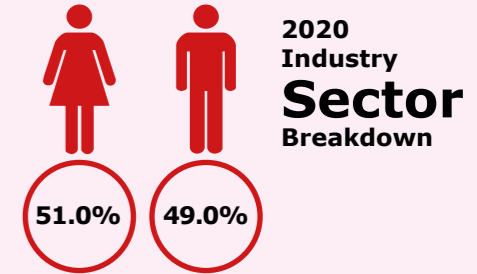
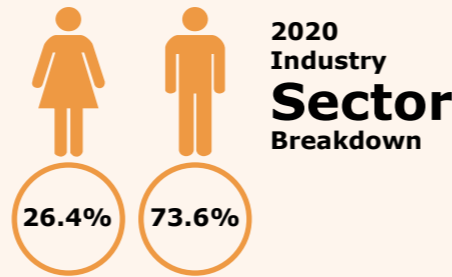
Growth rate  
**+9%**  
(2022-2028)



Wales **+5%**  
UK **+6%**

## Top Priorities

- 1 Alternative pathways for sharing key staff
- 2 Promotion in schools
- 3 Regional engineering skills provision





Number of jobs  
**10,200**  
(2022)



Share of economy  
**11%**  
(2022)



Wales **15%**  
UK **14%**

## Top 10 Skills



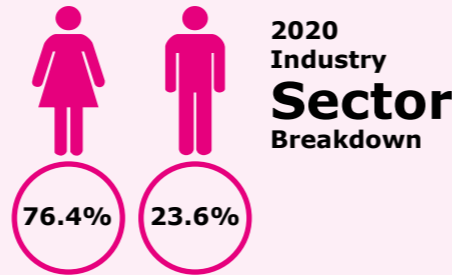
- Communication
- Nursing
- Registered nurse (RN)
- Personal care
- Teaching
- Welsh language
- Management
- English language
- Midwifery
- Nursing care

Average wage  
**£26,353**  
(2023)



## Fastest growing skills

- Auditing
- Nursing care
- Professionalism
- Teamwork
- Self-Motivation



## Top Priorities

- 1 Cross-sector skills group
- 2 Promotion of opportunities = pipeline of staff
- 3 Non-traditional routes to upskill the workforce



Growth rate  
**-2%**  
(2022-2028)

Wales **0%**  
UK **+4%**

Number of jobs  
**22,600**  
(2022)



Share of economy  
**25%**  
(2022)



Wales **31%**  
UK **26%**

## Top 10 Skills



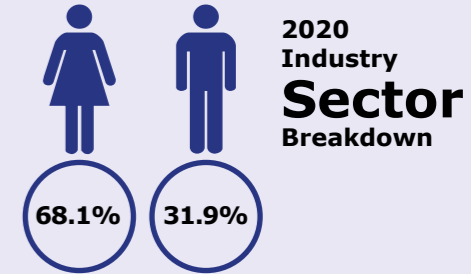
- Communication
- Teaching
- Nursing
- English language
- Personal care
- Registered Nurse (RN)
- Management
- Welsh language
- Midwifery
- Teamwork

Average wage  
**£29,685**  
(2023)



## Fastest growing skills

- Nursing care
- Self-motivation
- Professionalism
- Interpersonal Communications
- Administrative functions



## Top Priorities

- 1 Interactive careers information tool = career pathways
- 2 One combined Mid Wales platform for career and employment opportunities



Growth rate  
**-4%**  
(2022-2028)

Wales **+1%**  
UK **+4%**



Number of jobs  
**1,590**  
(2022)



Share of economy  
**2%**  
(2022)



Wales **3%**  
UK **4%**

Average wage  
**£31,882**  
(2023)

### Fastest growing skills

- Vehicle maintenance
- Self-motivation
- Operations
- Cleanliness
- Manual Handling

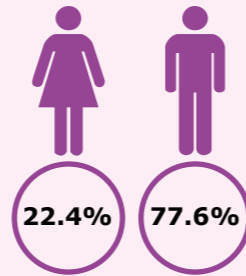


### Top 10 Skills

- Communication
- Customer Service
- Warehousing
- Detail oriented
- Loading and unloading
- Vehicle maintenance
- Management
- Organisational skills
- Forklift truck
- Operations



### 2020 Industry Sector Breakdown



### Top Priorities

- 1 Promote sector opportunities
- 2 Priority roles of drivers and warehouse operatives
- 3 Access to training opportunities



Growth rate  
**-2%**  
(2022-2028)

Wales **+5%**  
UK **+8%**

Number of jobs  
**10,670**  
(2022)



Share of economy  
**12%**  
(2022)



Wales **10%**  
UK **10%**

Average wage  
**£15,668**  
(2023)

### Fastest growing skills

- Willingness to learn
- Food safety and sanitation
- Enthusiasm
- Communication
- Hygiene

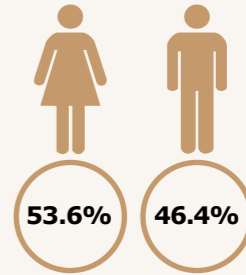


### Top 10 Skills

- Communication
- Customer service
- Food safety and sanitation
- Cooking
- Enthusiasm
- Restaurant operation
- Cleanliness
- Hygiene
- Management
- Housekeeping



### 2020 Industry Sector Breakdown



### Top Priorities

- 1 Promote leadership and management skills
- 2 Prioritise core areas of communication skills, attitudes and behaviours, and use of technology



Growth rate  
**0%**  
(2022-2028)

Wales **+2%**  
UK **+6%**

## Key Findings

- Since 2022 there has been a 2% increase in predicted growth across all priority sectors.
- Recruiting employees with good attitudes and behaviours is challenging.
- Businesses would like stronger engagement with schools and training providers to showcase career opportunities.
- Finding the right skills courses in the region is difficult.
- Businesses find engagement with apprenticeship schemes resource intensive.
- Retrofit, specialist plumbing, and electrical engineering positions are predicted to grow.
- Some sectors highlight a disproportionate gender balance.
- Skills linked to Net Zero and Energy are an emerging requirement.
- The region's available working population trails the national average by approximately 2%.
- Net migration of workers is a challenge to employers.

### Sectors with the largest predicted growth

- |   |    |   |
|---|----|---|
| • <b>Food &amp; Drink</b>                       | 9% |  |
| • <b>Construction</b>                           | 6% |   |
| • <b>Advanced Manufacturing and Engineering</b> | 6% |   |
| • <b>Digital</b>                                | 4% |   |

### Most requested skills

- **Digital**
- **Communications**
- **Operations**
- **Management**
- **Net Zero/Energy**

### RSP 12-MONTH PRIORITIES from the key findings

- **Careers information, advice and guidance**
- **Work experience**
- **Leadership and Management**
- **Addressing the gender gap in specific sectors**
- **Net Zero**
- **Fit for purpose training provision that also addresses attitudes and behaviours in the workplace**
- **Improve access to apprenticeships and degree apprenticeships.**

## Cluster Groups' 12-month priorities

### Advanced Manufacturing and Engineering

- Engage with education providers to **improve sector awareness** and support **careers guidance**.
- Raise the profile of **apprenticeships** and **degree apprenticeships**.
- Ensure training **provision meets** the **growth** aspirations.

### Agriculture

- Map the provision of **technical skills, animal health and welfare planning** and delivered within the region.
- Understand and access delivery of **Sustainable Land Management** skills.
- Supporting **young people** and **career changers** to access **careers information** across the land-based and environmental sectors.
- Focus on **IT skills, business management** and **change/behaviour management**.

### Construction

- Promote the construction sector - build a pipeline for skilled workers and showcase **apprenticeship** and **shared apprenticeship** opportunities.
- Contribute to a **responsive educational landscape** to the sector needs.
- Identify **technological advancements** and use this as a tool to attract new talent with a focus on **women in construction**.

### Digital

- Explore new pathways to attract **talent into rural areas**.
- Ensure access to the **market-driven, up-to-date training** courses.

### Energy

- **Increase training provision** within the region to meet **future demand**.
- Raise the importance of the **transition to Net Zero** and supporting funding opportunities.
- Map current and predicted **10-year growth** in specific Net Zero occupations.



## Food and Drink

- Explore **alternative pathways** for sharing key staff.
- Identify ways to positively **promote** the Food and Drink sector **to schools**.
- Highlight the need for **regional engineering skills** training with local providers.



## Health and Social Care

- Create a **cross-sector skills group** to map training opportunities.
- Develop a **pipeline of staff** through the promotion of opportunities in the sector.
- Explore **non-traditional routes** for employment and skills programmes to **upskill** the workforce.



## Public Sector

- Develop an interactive careers information tool highlighting **sector career pathways**.
- Explore the implementation of one combined Mid Wales platform with a simple and coherent marketing message to promote **career** and **employment opportunities**.



## Transport and Logistics

- Promote the sector and the **opportunities** within it.
- Develop a workforce that can fulfil the required priority roles of **drivers and warehouse operatives**.
- Ensure businesses and employees have **access to training opportunities**.



## Tourism and Leisure

- Promote opportunities with particular emphasis on **leadership and management skills** training.
- Work with education and training providers to focus on priority core areas that fall short in new entrants to the sector - **communication skills, attitudes and behaviours**, and **use of technology**.

