Skills Needs Assessment

2004

Learning+Skills Council
Cheshire and Warrington

1. Introduction The Skills Needs Assessment provides a detailed analysis of Cheshire and Warrington both in terms of the supply of skills available from local residents and the demand for those skills as expressed by local employers.

Coverage includes trends in demography and levels of skills, the impact of economic disadvantage and real and perceived barriers to learning, key employment sectors and their related skills issues and employment forecasts.

The Assessment is presented in six sections:

- a brief overview of economic trends
- a review of the local skills base – the "supply" of skills
- a review of the skills needs of local employers – the "demand" for skills
- a matrix summarising the main skills issues in local sectors
- an annex containing a detailed analysis of sectoral skills issues
- an annex containing area profiles – summary of the main indicators for each of the seven local Districts.

The key issues arising are summarised in Table 1.1:

Table 1.1: Key Issues - Supply and Demand

Supply of Skills	Demand for Skills
The area has an ageing population. Forty three per cent of the Cheshire and Warrington population are aged 40-64, two percentage points higher than the UK average.	Developing the skills of the workforce is critical. Currently, our workforce lags behind the rest of the world – our productivity is 9 per cent behind that of Germany, 18 per cent behind France and 38 per cent behind the US. Reducing the proportion of the workforce with low skills will contribute to closing this productivity gap.[2]
Ninety eight per cent of the population are from white ethnic groups with the remaining 2 per cent in ethnic groups other than white - an increase of 78 per cent (+6614 individuals) since last census.	The demand for flexible learning opportunities in the workplace will ensure further opportunities for groups such as lone parents and those with caring responsibilities.
The overall level of unemployment in Cheshire and Warrington is low at 1.5 per cent and below the national average of 2.5 per cent[1] however unemployment rates in some wards exceeds 4 per cent.	There are changes in demand for the type of skills needed at all occupational levels with the need for generic skills growing in importance, particularly for computer skills.
A key priority for the LSC is to bring more people into learning from groups that are currently under represented as well as engaging more learners as a whole. Particular emphasis will be placed on the 16-18 cohort.	Employers indicate that managing the process of upgrading skills is becoming complex as the skills requirement increases.[3]
The impact of near full employment has meant that Cheshire and Warrington has a 'tight labour market' the implications of which will need to be addressed through tailored learning opportunities.	Only 34 percent of 1-4 employee organisations have funded off-the-job training in the previous 12 months compared to 93 per cent of those with 250+ employees.

[1] NOMIS, Claimant Count September 2003, based on Resident Working Age Population estimates.
[2] LSC Workforce Development Strategy, Summary of the National Policy Framework to 2005, Learning and Skills Council, November 2002.
[3] The Growth and Valuation of Generic Skills, Andy Dickerson and Francis Green, 2002.

Supply of Skills	Demand for Skills
Perceived barriers to learning partly depend on personal circumstances. The Cheshire and Warrington Disadvantage Study 2002 identified links between the lack of confidence and self esteem in potential learners from within the deprived areas and those individuals from minority ethnic communities. "Emerging from the Chrysalis" report indicated that the D/deaf community are especially affected by the lack of access to information and lack of suitable training provision to meet their needs.	Future employment growth in Cheshire and Warrington will be driven from the Business and Financial services sector. Other key growth sectors include Distribution & Hotels and Public Administration, Education & Health.
Analysis of learning provision by gender reveals a stereo typical pattern, programmes such as engineering and construction are male dominated while the number of females on programmes such as health & community care and hotel & catering greatly outnumber males.	The Omega Business Park development in Warrington will create around 4,500 new jobs by 2007 and 12,000 new jobs by 2011, with many of these jobs planned in sectors where demand is strong for highly skilled individuals.
Although dropout rates for young people are generally low with only 15 per cent of Year 11 in 2002 (end of the compulsory year) not continuing into some form of learning. 1,720 young people left learning at age 16 in 2002.	A major decline is forecast in unskilled and low skilled jobs in the Cheshire and Warrington area in the period up to 2015.
There is a statutory requirement for tailored provision and support to encourage participation from groups previously excluded from post compulsory education and training (NEET learners).[4]	
Young Peoples achievement rates in Cheshire and Warrington are relatively high however, there are variations across Cheshire and Warrington. In 2002 for example, in Ellesmere Port and Neston, only 45 per cent of students achieved 5+ A*-C grades at GCSE.[5]	
One in five of the local adult population have no qualifications equivalent to NVQ level 1. This rises to one in four of those living in the deprived wards.	
Over 100,000 working age people in Cheshire and Warrington have some problems with literacy and/or numeracy.	
Almost half of the resident population in Cheshire and Warrington have not undertaken any form of taught learning in the last three years.[6]	
Residents less likely to participate in HE originate from some of the top 20 per cent most deprived wards in Cheshire and Warrington.[7]	
Close to 60 per cent of all HE students originating in the North West also study within the region, however on graduation retention rates are below national average.[8]	

[4]NEET- Not in Education Employment or Training.
[5]Review of Education and Training in Ellesmere Port and Neston, Cheshire and Warrington Learning and Skills Council, 2003.
[6]Cheshire and Warrington Household Survey 2003.
[7]Cheshire Learning Partnership, HESA data 2000-01.
[8]Source: www.lmi4he.ac.uk

2. Supply of Skills

2.1. Economic Context This section briefly examines the national, regional and local economy of Cheshire and Warrington and is intended to give a useful overview of the current economic climate and to demonstrate the significant part Cheshire and Warrington plays in regional economic activity.

Internationally, world economies face mixed fortunes as the economic outlook has been impaired by a sharp slowdown across most of the developed world, particularly the USA and mainland Europe (especially Germany). In mainland Europe, domestic demand is weak and the recent appreciation of the euro (against sterling and the US dollar) is likely to restrain export levels. Further afield, Japan shows no sign of emerging from a decade of stagnation and several of South America's main economies (notably Argentina) are on the brink of collapse.

The international outlook is discouraging. A sustained, US-led recovery still seems unlikely. The war against Iraq has pushed up oil prices, further damaging confidence, trade and growth.

In the UK, low interest rates, the housing boom and 'equity withdrawal' have spurred consumer spending. However, manufacturers have struggled to cope with weak export demand and a high exchange rate, leading to many manufacturing jobs being lost. Despite its many strengths, UK manufacturing also suffers from long-standing weaknesses (lower levels of skills, limited investment, R & D and innovation) that contribute to the lower levels of productivity in comparison to France, Germany and the US. Until now the labour market has seemed largely unaffected by manufacturers' problems and events overseas but the domestic outlook is increasingly fragile.

The CBI Quarterly Industrial Trends survey[9] reported tentative signs of a manufacturing recovery, although the organisation cautioned that it was too early to say if this was sustainable. Although the balance of firms that were more optimistic was still negative, it was the least negative since July 2002 and a significant improvement in the sharp deterioration seen in the Spring survey.

The British Chambers of Commerce Quarterly Economic Survey for Q3 2003 reported a two speed economy, with manufacturing suffering a sharp decline but the service sector experiencing a marginal recovery.

For manufacturing firms sales and orders in both domestic and export markets worsened. Despite this, the sector's confidence in future turnover and profitability rose to levels not seen since the end of 1999, although the BBC warned that the positive outlook would not be sustainable without an upturn in sales and output.

The service sector recuperated ground during the quarter with home sales and orders recovering and export indicators improving but remaining relatively weak. Confidence among service firms improved with indicators for turnover and profitability both stronger than any time since Q2 2002.

In contrast to the national picture the results of the North West Chambers of Commerce quarterly economic survey reported a significant recovery in a number of key indicators.

The findings indicate that demand for goods and services had improved throughout the region. Although indicators for the manufacturing sector remained negative the number of firms reporting domestic sales and orders was small. In the service sector strong growth was reported for the domestic and export markets.

On a positive note, the regional survey also highlighted growth in firms' investment plans, with both manufacturing and service sector companies maintaining plans to invest in plant and machinery and the service sector sharply increasing investment in training. Overall, confidence in both sectors improved, with a rise in the numbers of firms expecting turnover and profitability to increase in the next 12 months.

The regional economy supports a population of some 6.9 million persons, broadly gender balanced. The region is the most densely populated area in the UK (with the exception of London), primarily due to the size and density of both the two conurbations and surrounding hinterlands.

The size of the North West economy is relatively large at around £80bn. However, earnings in the North West are

[9] Third quarter of 2003.

moderate with the region ranked fifth of the twelve UK regions in terms of the level of average earnings.

Overall, the North West[10] :
- has the fourth largest regional GDP
- lies 9th out of the 12 regions in terms of GDP per head
- has seen its share of UK GDP fall from 11 per cent to 10 per cent in the last decade[11].

The Cheshire and Warrington area has played a significant part in the sustained development of the regions' economic activity. The North West economy has undergone a significant period of adjustment and restructuring from an industrial heritage that has been in decline for decades. All of the information available indicates that employers in the region are making more extensive demands of their workforce. Despite the weaknesses described above, manufacturing continues to support well-paid jobs in the region and can make a very substantial contribution to improvements in the economy's productivity.

Cheshire and Warrington has a fast-growing economy which lies at the centre of the second largest concentration of economic and commercial activity in the UK. It's good transport links and diverse economic base account for a relatively large proportion of economic activity within the North West.

The area comprises of six Local Authority Districts (Chester, Congleton, Crewe & Nantwich, Ellesmere Port & Neston, Macclesfield, and Vale Royal) plus one Unitary Authority (Warrington) and has made a significant contribution to the regional economy. It has an eighth of the region's population and accounts for output of £12bn, around a sixth of North West GVA (Gross Value Added)[12].

This above-average contribution to the regional economy partly reflects a concentration of large manufacturing businesses (e.g. engineering, motor manufacturing, aerospace, chemicals and pharmaceuticals), as well as strong growth in finance and business services. Geographically, the area is also well placed for growth in distribution and logistics, reflected in large development sites around the motorway network.

Its potential to bring in further high technology industries and high added value investment makes the sub-region an attractive environment for future growth. For the 2000-2015 period, Cheshire & Warrington Econometric Model (CWEM) forecasts a relatively strong growth in output (GVA) of 2.6 per cent p.a. for the Cheshire & Warrington sub-region. This is significantly above the 1.9 per cent p.a. growth rate forecast for the North West and exceeds the U.K growth rate of 2.3 per cent p.a.

New employment opportunities have been strengthened greatly by the Warrington economy, which is forecast to have growth in output of 2.8 per cent p.a. over the same period. This is higher than that for the North West as a whole. The predicted growth rate of 2.5 per cent for Cheshire, whilst marginally higher than the national figure, is still significantly above that for other parts of the region. The high growth rates forecast for the sub-region are supported by its confidence in future investment. Cheshire and Warrington future investment is forecast to grow by 2.1 per cent p.a., in comparison to the North West at 1.6 per cent p.a. and the UK at 1.8 per cent p.a.

Employment growth overall is predicted to be marginally higher than the regional and national average. However, Cheshire's growth of 0.6 per cent p.a. is half the growth projected for Warrington (1.2%), emphasising its significance for the sub-region (Chart 2.1).

Many districts are already close to full employment and thousands of new jobs are forecast to be created. Local authority data suggests that recent Sub-Regional job gains (2,528) exceeded recent job losses (1,675) by around 50 per cent. It is reported that recently-announced expansions and relocations are expected to create at least another 5,000[13].

Recent job gains have been across finance, retail, telecommunications, engineering, customer services and the distribution sector. Key increases in employer size include; Bentley (564), Fred Done (440), M&S (390), Fujitsu (400), The Funding Corporation (150) and MBNA (150).

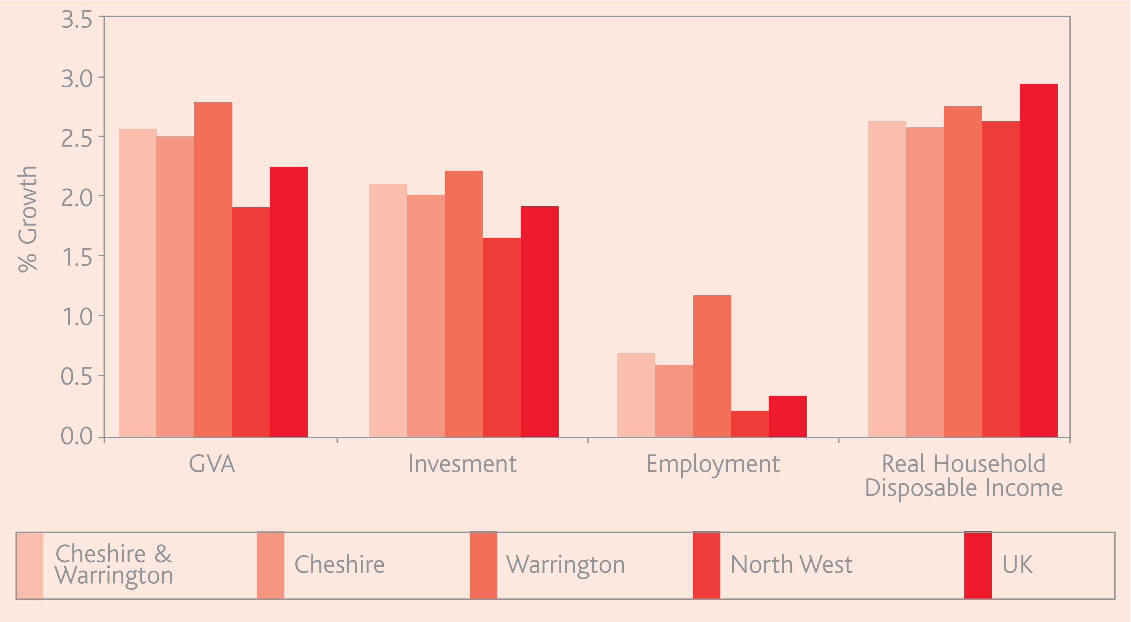
Recent job losses in Cheshire and Warrington, (between early March- mid September 2003) have included; Donacster Precision (Engineering) (248), Associated Octel (Chemicals) (155), EXI Ltd (Telecoms) (143), Alstom (Energy) (100) and Joseph Finney Plc (Construction) (100).

The Cheshire and Warrington Econometric model, which forecasts future employment growth indicates that the area's key drivers will be business, financial and professional services as well as the high tech sectors such as ICT and telecommunications. The importance of manufacturing to the area will remain prominent, most notably in pharmaceuticals and also in the motor vehicle sector.

Given the prospect of further inward investment, it is imperative that local residents and those migrating in from surrounding areas are provided with the skills to meet this growing demand. The highest growth between 2000- 2015 for Cheshire and Warrington will be Computing Services, Pharmaceuticals and Communications (Table 2.1).

[10] NWDA, Productivity Through Employability (2002).
[11] Regional Gross Domestic Product, ONS Publications Feb 2001.
[12] Gross Value Added (GVA) is defined as the sum of all incomes earned from productive activity; that is income from employment, income from self-employment, gross trading profits and rent.
[13] Economic Development Services, Cheshire County Council (EDEPS), Warrington Borough Council & Cheshire District Councils.

Chart 2.1: Key Economic Forecasts, 2000- 2015



Source: Baseline projections from CE/ IER LEFM software, consistent with Regional Economic Prospects, February 2003.

Table 2.1: Highest Growth Sectors in the Cheshire and Warrington, 2000- 2015

Industry	% Growth p.a. (GVA)			
	2000- 2005	2005-2010	2010- 2015	2000- 2015
Computing Services	11.5	9.0	7.9	9.4
Pharmaceuticals	11.9	4.9	4.0	6.9
Communications	2.6	6.1	5.7	4.8
Other Business Services	6.4	3.3	3.8	4.5
Banking & Finance	7.9	1.9	1.9	3.9
Other transport equip	5.4	2.2	2.5	3.3
Professional Services	3.8	2.8	2.9	3.2
Electricity	5.9	1.2	2.3	3.1
Retailing	4.9	1.9	2.4	3.1
Motor Vehicles	2.1	4.4	2.5	3.0
Sub-Region Average	**3.1**	**2.3**	**2.3**	**2.6**
North West Average	**2.1**	**1.7**	**1.8**	**1.9**
UK Average	**2.3**	**2.2**	**2.3**	**2.3**

Source: Baseline projections from CE/ IER LEFM software, consistent with Regional Economic Prospects, February 2003.

Cheshire and Warrington has a population of 864,861, across an area of 2,257 sq km (12.5% of the North West population) and contains a mixture of rural and urban communities. While the area as a whole has enjoyed above average levels of prosperity, there is plenty of scope for improvement in terms of both participation and achievement, particularly among specific groups of learners or in concentrated localities.

Chart 2.2: Cheshire and Warrington Geographical Location

At the national level, the Learning and Skills Council set a series of interim targets to 2004 in order to measure progress against the key objectives (Table 2.2).

Challenging but realistic targets will next be set for 2006, drawing on the baseline position in 2001-02 and progress reported against these measures. The Government announced new Public Service Agreement (PSA) targets for 2006 and beyond as a result of the Comprehensive Spending Review in July 2002. The Council will be expected to reflect these targets, and its contribution towards them, in its own Corporate Targets framework, which is therefore under review. The target will be confirmed in the supplement to the 2002-05 Corporate Plan containing further detail and is currently in development.

Table 2.2: Key Council Objectives and Targets for 2004

Key objectives	Targets for 2004
1. Extend participation in education, learning and training	80% of 16-18 year olds in structured learning (2000:75%)
2. Increase engagement of employers in workforce development	Under development
3. Raise achievement of young people	85% at level 2 by age 19 (2000: 75%) 55% at level 3 by age 19 (2000: 51%)
4. Raise achievement of adults	Raise literacy and numeracy skills of 750,000 adults 52% of adults at level 3 (2000:47%)
5. Raise quality of education and training and user satisfaction	Baselines and targets in development

In addition, Cheshire & Warrington Learning and Skills Council has adopted two further strategic objectives for the area:

• **Create local Learning Zones.** These will encompass schools, Sixth Form Centres, FE Colleges and incorporate Specialist and Lifelong Learning Centres. They will be designed to develop further provision in support of learner needs to provide coherence to 14 plus provision in a local context.

• **Create integrated Centres of Vocational Excellence.** These will involve Higher Education, schools, Colleges of Further Education, private training providers, employers, and the community working together to provide solutions within the local context.

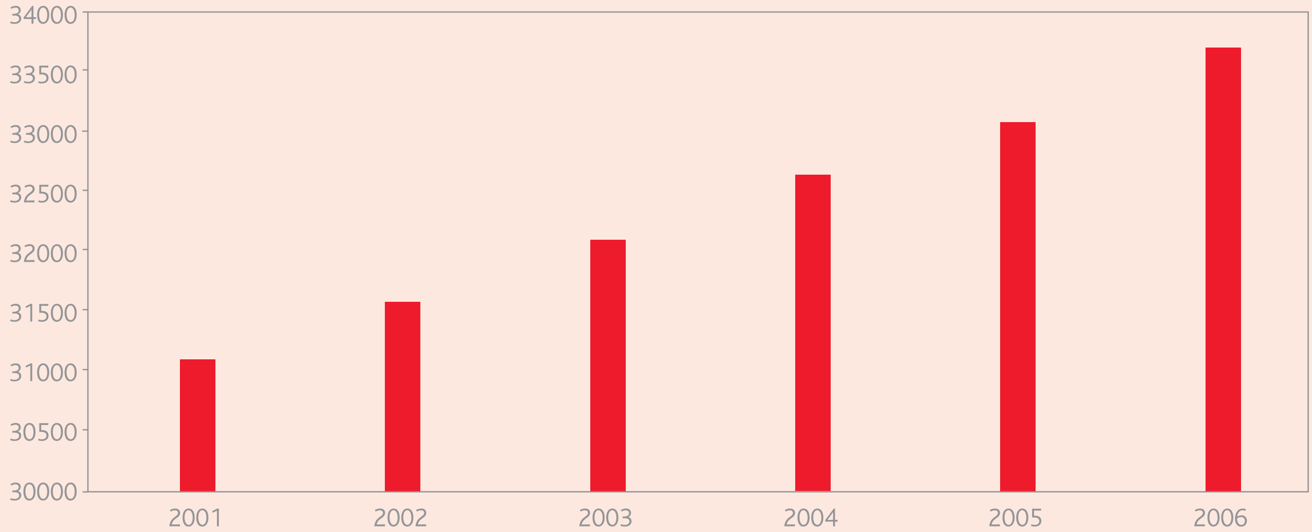
For further details of progress against the local targets for Cheshire and Warrington, please see the Cheshire and Warrington Learning and Skills Council Local Plan 2003-04.

2.2. Young People: *16-18 Cohort*

2.2.1 Population

The latest population projections for young people in Cheshire and Warrington indicate a modest rise in the period up to 2006 (Chart 2.3). The population change for 16-18 year olds for the period 2001-2006 indicate an increase of 8.6 per cent, this compares to the regional average rate of 6.8 per cent and a GB average of 8.8 per cent.

Chart 2.3: Cheshire and Warrington Population Estimates of Young People, 2001-2006.



	Jan-01	Jan-02	Jan-03	Jan-04	Jan-05	Jan-06
16-18yrs	31270	31749	32218	32855	33305	33790

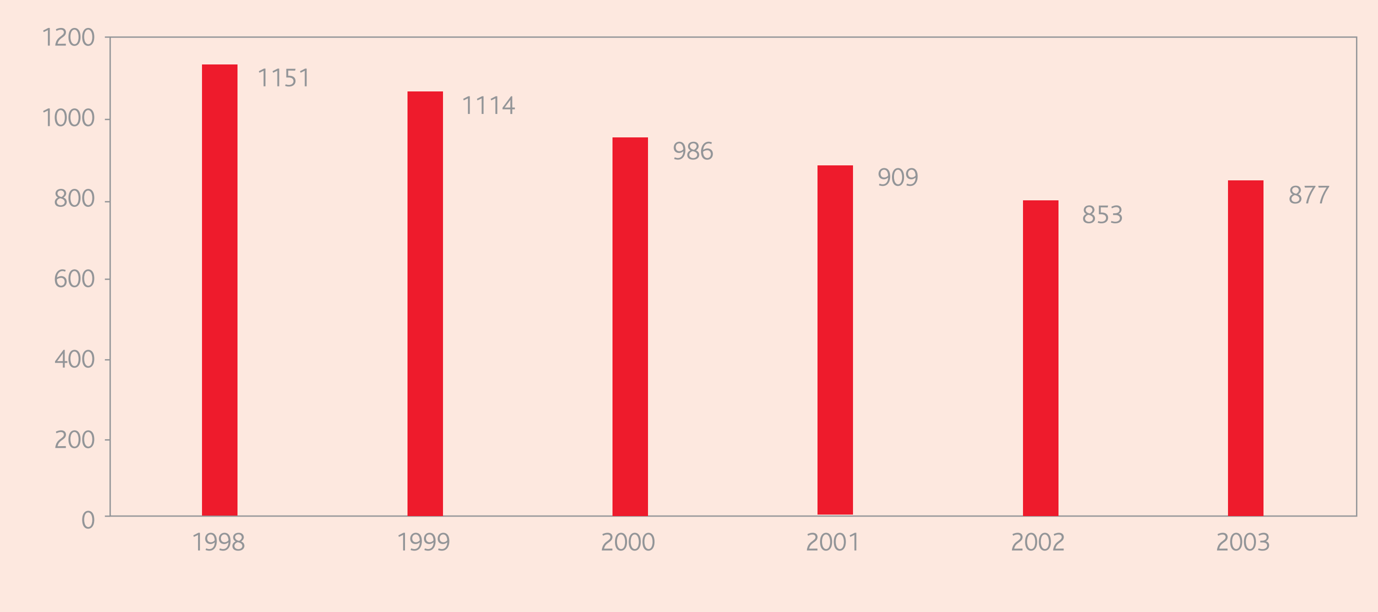
Source: LSC National Office, based on mid- year 2000 population projections.

Overall unemployment[14] in Cheshire and Warrington has gradually fallen in the last six years in all age groups. The number of young people who are unemployed has remained fairly static in the last three years, with an average of 981 young people in Cheshire and Warrington claiming unemployment benefit since 1998. Analysis of the claimant count indicates that unemployment affects less than 11 per cent of young people under the age of 20.

The unemployment figure for September 2003, is recorded at 877 a marginal increase of 24 from the same period last year (Chart 2.4).

[14] Using data taken from the claimant count measure.

Chart 2.4: Cheshire and Warrington Unemployment Claimant Aged 19 and Under



Source: Office of National Statistics, September 2003.

2.2.2 Participation in Learning, Education and Training

Cheshire and Warrington participation rates are higher than the national average. Using resident based participation, 78 per cent of learners aged 16-18 are participating in some form of education or training in comparison to the national average of 75 per cent.

We must widen participation, not simply increase it. Widening participation means increasing access to learning and providing opportunities for success and progression to a much wider cross-section of the population than now[15].

Although participation and educational attainment among young people have increased considerably over the last decade, there is increased momentum to work with partners to drive up participation and achievement.

***Key issue:** A key priority for the LSC is to bring more people into learning from groups that are currently under represented as well as engaging more learners as a whole. Particular emphasis will be placed on the 16- 18 cohort.*

Employment status, age, qualifications and age at leaving school, social class and disability are key determinants of whether people continue to learn or return to learning. Research[16] has demonstrated a clear connection between educational success and economic success.

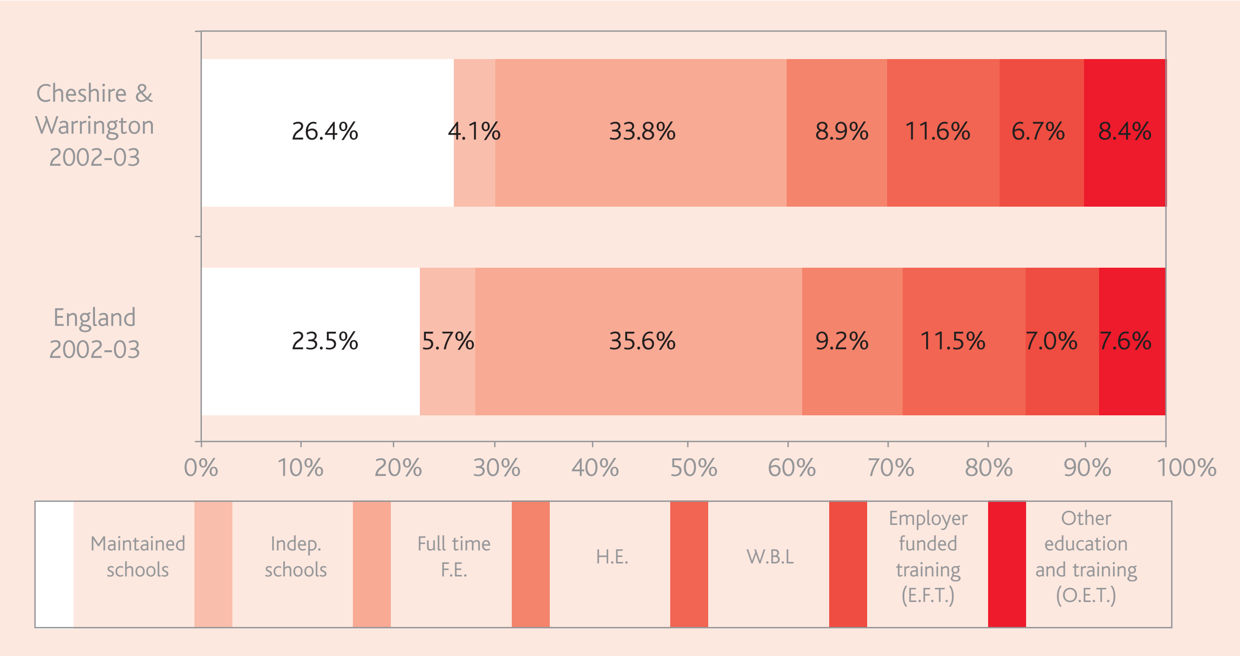
There is a strong link between people's qualification levels and their likelihood of becoming, and remaining unemployed. Unemployment rates are strongly linked to low qualification levels and the relationship is especially pronounced for young people.

There are over 32,000[17] 16-18 year olds in Cheshire and Warrington, of which over 25,000 are reported to be in some form of employment, education and training.

Resident based data for the period 2002- 2003, indicates that there are 25,558 young people who live in Cheshire and Warrington participating in some form of education and training, which is a participation rate of 79.3 per cent. This is significantly above (3.3%) the national average of 76 per cent. The pattern of participation mirrors the national picture (Chart 2.5).

[15] Learning Works – Widening Participation in Further Education, Helena Kennedy QC, FEFC, 1997.
[16] Learning Pays, Learning Works, NACETT, 1999.
[17] LSC estimates of resident based data (2002- 2003 Cheshire & Warrington LSC).

Chart 2.5: Patterns of Participation of Young People from the period 2002 to 2003



Source: LSC Resident level data, estimates of 16- 18 participation 2002- 2003.

Data from Cheshire and Warrington Connexions Service suggests that participation may be even higher in this area with their database recording 25,776 16-18 year olds in learning (Table 2.3)[18]. Further analysis taken from the September Pupil count indicates a 3 per cent increase between 2001 and 2002 in the number of students attending school sixth forms in Cheshire and Warrington, rising to a total of 7,542 learners.

Table 2.3: Participation of Young People.

Young people sector split	December 2002 actual
In employment, education & training	25,776
NEET	2,261
Not Known	875
Total cohort	31,275
Percentage NEET	7.44%

Source: Connexions 2002.

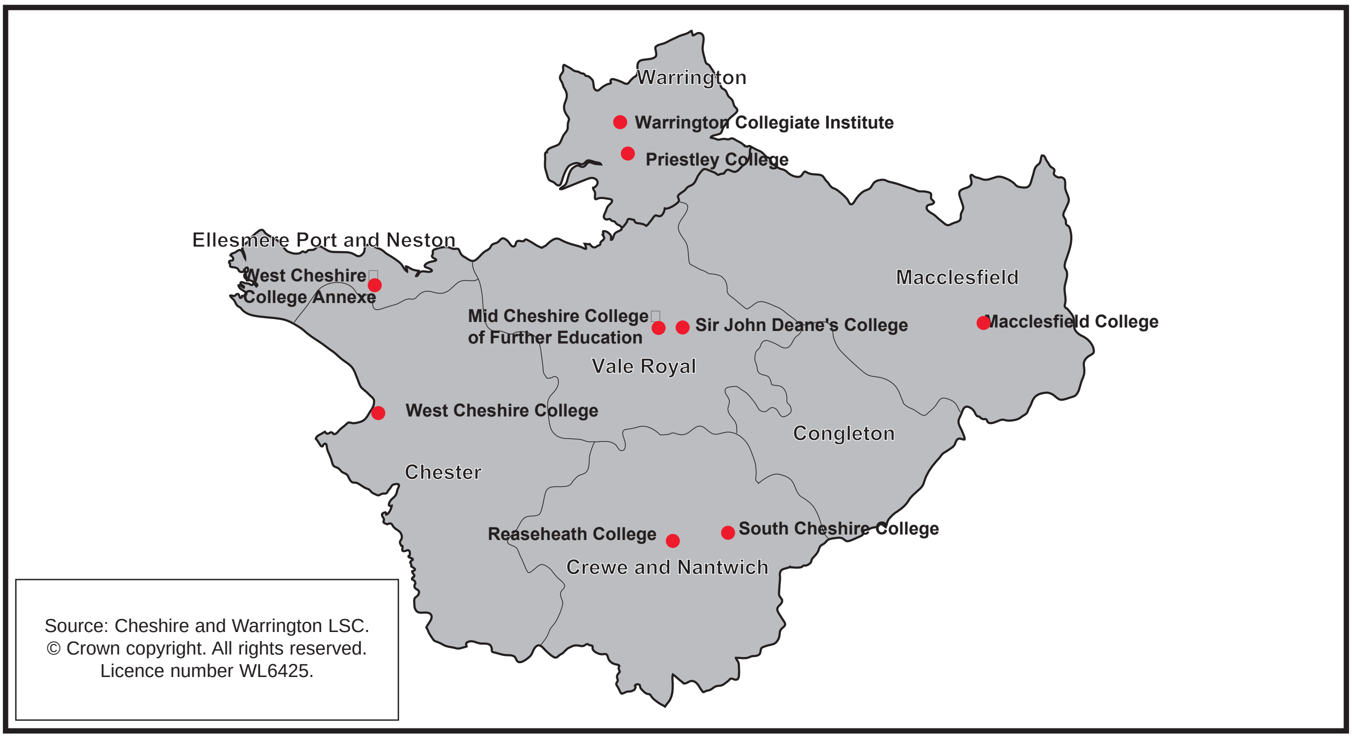
[18] Connexions as at December 2002.

There are five general Further Education colleges in the Cheshire and Warrington area, one land-based college and two VI Form Colleges, providing learning opportunities at all levels from Pre-entry and Basic Skills to Higher Education:

- Macclesfield College, Macclesfield
- Mid-Cheshire College, Hartford
- Priestley VI Form College, Warrington (Accredited[19])
- Reaseheath College, Nantwich (Land-based)
- Sir John Deane's Sixth Form College, Northwich (Beacon status[20])
- South Cheshire College, Crewe (Beacon and accredited)
- Warrington Collegiate Institute, Warrington
- West Cheshire College, Chester.

The sub-region has two Higher Education Institutes:
- Chester College of Higher Education, Chester and Warrington Campus
- Manchester Metropolitan University, Crewe.

Chart 2.6: Cheshire and Warrington Further Education Provision



Source: Cheshire and Warrington LSC. © Crown copyright. All rights reserved. Licence number WL6425.

Analysis of 16-18 year olds participating at institutions across Cheshire and Warrington indicates that South Cheshire College has the largest proportion of learners (2,629) followed by West Cheshire College with 2,435 learners. Table 2.5 indicates the 16-18 Learning Activity for Cheshire and Warrington.

[19] Accredited.
[20] Beacon status.

Table 2.5: 16-18 yrs old Learning Activity for Cheshire and Warrington 2001/02

16-18 Students by FE and Sixth Form college	Institutional*
Macclesfield College	771
Mid-Cheshire College	1,901
Priestley Sixth Form College	1,102
Reaseheath College	966
Sir John Deane's Sixth Form College	1,172
South Cheshire College	2,629
Warrington Collegiate Institute	1,474
West Cheshire College	2,435
Total College based	10,176
Total Sixth Form colleges	2,274
Work based learning (LSC Cheshire and Warrington contracts with 24 providers)	5,391
School Sixth Forms	7,542

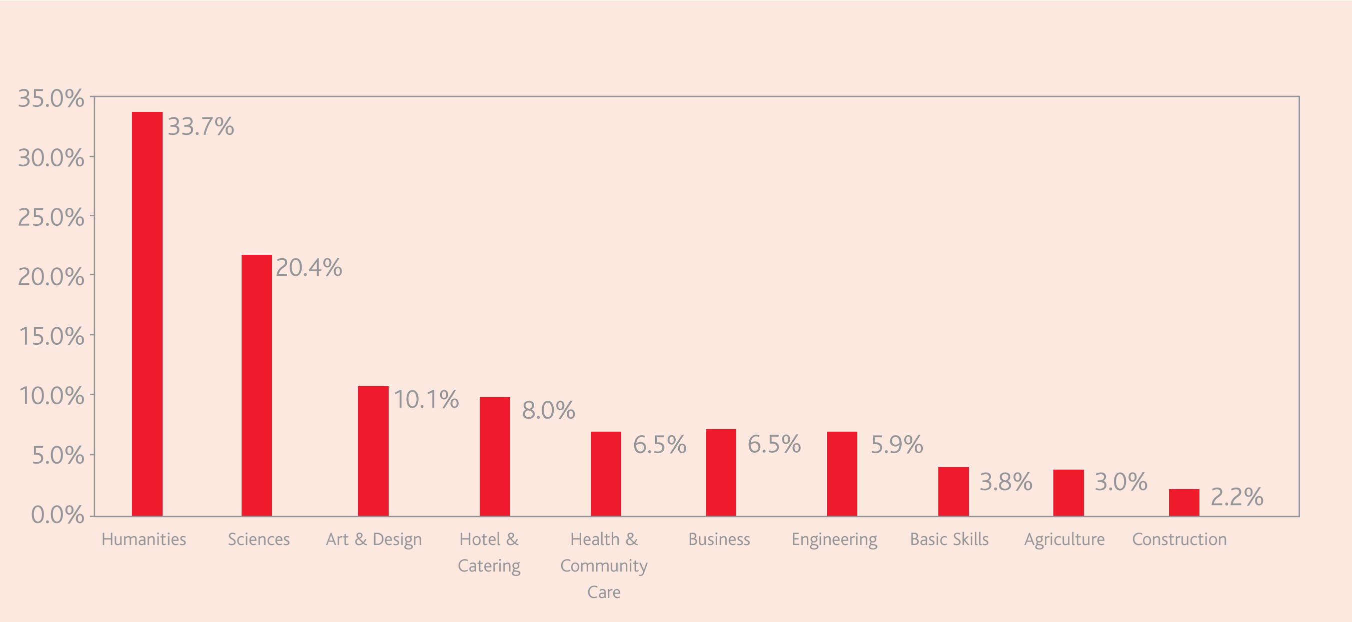
Source: ISR 25 complete (* institutional level data does not include learners outside the area), Cheshire LEA.

In terms of College provision the top three FE programme areas include:

- Humanities
- Sciences
- Art & Design.

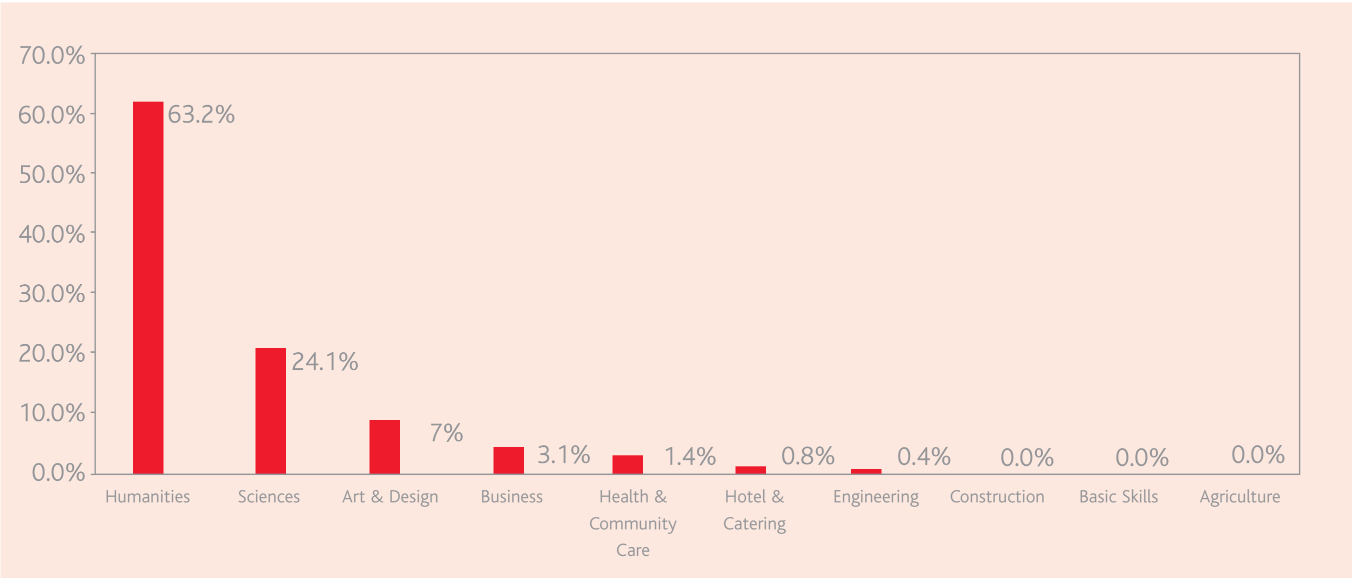
Further education provision has been analysed by General FE and Sixth Form College provision. In the General FE sector a third of learners chose to study humanities, this rises to two thirds in Sixth Form Colleges. Science provision in both types of colleges is a popular course option. A larger proportion of learners in General FE Provision tend to opt for hotel & catering, health & community care and engineering. (Charts 2.7 & 2.8).

Chart 2.7: General FE Provision in Cheshire & Warrington



Source: ISR 25 00/01.

Chart 2.8: Sixth Form College Provision in Cheshire & Warrington



Source: ISR 25 00/01.

Learning - Over half of the 16-18 population have undertaken some form of learning activity (46.5%), this represents 14,878[21] Of the 14,878 learners from Cheshire and Warrington area who participate in the FE college based sector 2,430 study outside Cheshire and Warrington.

Vale Royal has the largest proportion of the 16-18 population engaged in the FE activity (64.3%), with Crewe and Nantwich representing the second highest at 56.2 per cent.

Macclesfield has the largest share with who travel out of the area representing 813 learners and Warrington has the second largest proportion of learners (590) travelling outside the area to study (Table 2.6).

Table 2.6: Live and Learn Comparision of Cheshire and Warrington Residents Aged 16-18

Live in / Learn at	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Outside LSC area	Total number of Learners
Macclesfield College	0	73	1	0	584	6	9	98	771
Mid Cheshire College	118	95	99	32	163	1,071	85	238	1,901
Priestley College	0	0	0	0	0	8	1,028	66	1,102
Reaseheath College	87	64	207	41	64	104	35	364	966
Sir John Deanes	66	83	15	1	87	737	93	90	1,172
South Cheshire College	35	508	1,478	3	61	428	3	112	2,628
Warrington Collegiate	4	2	1	0	3	23	1,164	277	1,474
West Cheshire College	1,119	4	9	773	0	52	29	448	2,434
Outside LSC area	167	328	232	129	1,224	166	648	-	2,894
Total Learners	**1,596**	**1,157**	**2,042**	**979**	**2,186**	**2,595**	**3,094**	**1,693**	**15,342**
Population 16-18	**4,300**	**3,300**	**4,200**	**3,100**	**5,200**	**4,600**	**7,300**	**-**	**32,000**
% in Learning	**137.1**	**35.0**	**48.6**	**31.6**	**42.0**	**56.4**	**42.4**	**-**	**47.9**

Source: ISR 25. Population data -Cheshire County Council Research & Intelligence – 2003 population estimates.

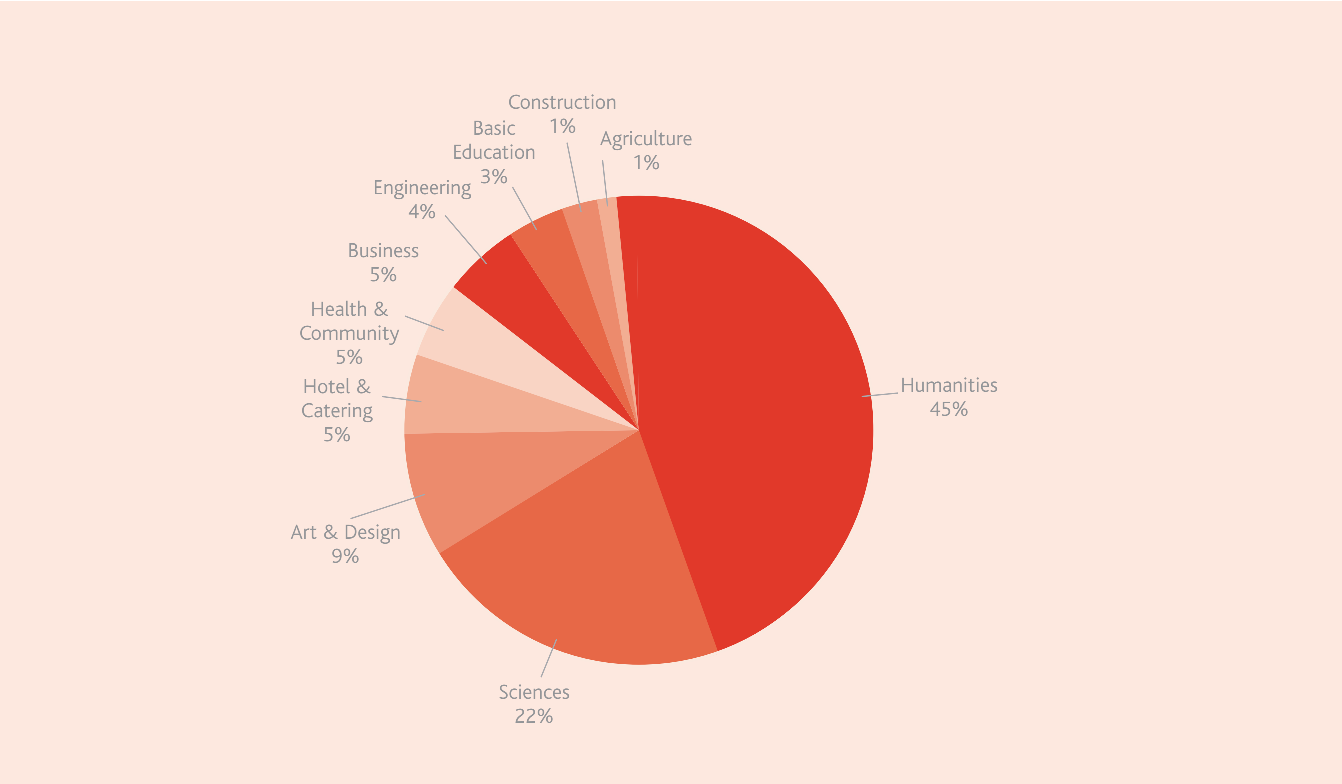
[21] ISR 25, 2001/02.

The top four Further Education programme areas in terms of college courses undertaken by individuals who live and learn in the Cheshire and Warrington area include:

- humanities (45%)
- sciences (22%)
- art & design (9%)
- hotel & catering (5%).

At less than 2 per cent agriculture and construction are the least undertaken programme areas, Chart 2.9 provides a full breakdown.

Chart 2.9: 16–18 Further Education Programme Area Analysis



Source: ISR 25 – Based on Cheshire and Warrington Residents.

Science and humanities are consistently amongst the top programme areas undertaken by learners who live and learn in Cheshire and Warrington. District levels analysis indicates that over half of qualifications undertaken in the Warrington area have been in humanities (52.3%)(Table 2.7).

The distribution of qualifications for Ellesmere Port and Neston indicates that there is a significantly higher proportion of respondents undertaking basic skill training (6.1%) in comparison to other districts in Cheshire and Warrington.

Table 2.7: 16-18 Programme Analysis Cheshire and Warrington District Level (%)

Programme Area	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire and Warrington
Agriculture	1.8	2.0	2.7	1.9	1.4	1.0	0.6	1.3
Art & Design	10.3	8.9	9.0	10.8	9.2	9.0	6.7	8.7
Basic Education	4.1	3.0	2.4	6.1	1.7	2.5	1.5	2.6
Business	8.4	4.3	6.0	9.1	5.9	4.0	3.9	5.3
Construction	0.7	2.0	2.3	0.7	1.1	1.4	1.5	1.4
Engineering	4.0	4.8	4.3	6.8	6.1	3.3	1.8	3.8
Health & Community Care	6.2	5.7	5.8	10.0	4.7	3.3	5.3	5.3
Hotel & Catering	7.9	5.6	5.7	6.7	5.8	4.1	5.0	5.5
Humanities	37.1	41.4	38.7	31.0	42.6	48.2	52.3	44.6
Sciences	19.4	22.1	23.1	16.9	21.6	23.2	21.4	21.6

Source: ISR 25 (count on the number of qualifications).

Gender comparisons in Further Education indicate that the stereotypical occupations remain with over 90 per cent of males opting for construction or engineering, whereas 88 per cent of females tend to study health and community care. Programmes area such as Business Studies and Hotel & Catering are more balanced in terms of gender split.

Humanities and Sciences are the courses with the largest volume of learners and indicate a relatively even gender split (Table 2.8).

Table 2.8: Programme Area Split by Gender (%)

Programme area	**% Male**	**% Female**
Agriculture	51.5	48.5
Art & Design	39.5	60.5
Basic Education	43.1	56.9
Business Studies	42.8	57.2
Construction	98.1	1.9
Engineering	94.1	5.9
Health & Community Care	11.9	88.1
Hotel & Catering	42.1	57.9
Humanities	44.5	55.5
Sciences	54.5	45.5
Total	**47.0**	**53.0**

Source: ISR 25 (count on the number of qualifications).

Work Based Learning - Analysis for 2001/2002 indicates that in the sixteen month period (which began in March 2001), 4,114 young people in the 16- 18 age group commenced work based learning. The largest proportion of which are from Warrington, representing 21.8 per cent (Table 2.9).

Table 2.9: Work Based Learning Starts by Area

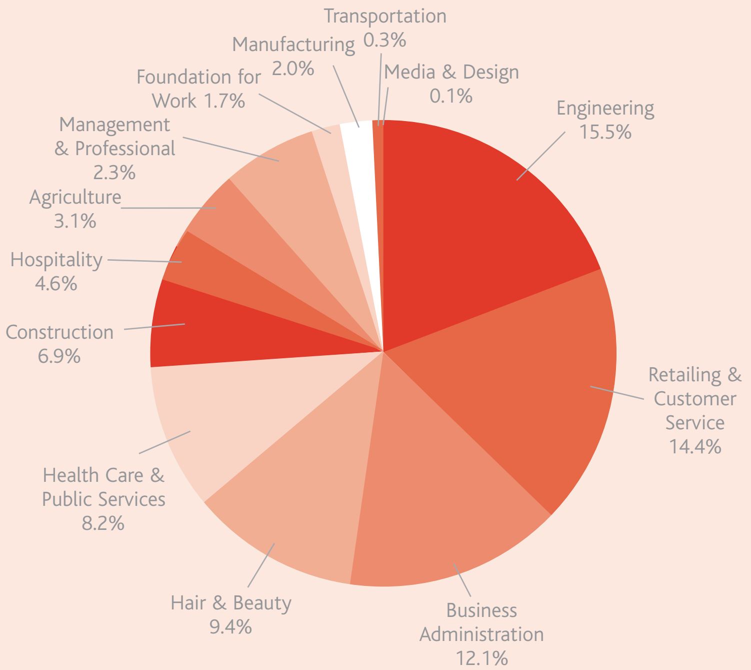
Live in	Number of starts	%
Warrington	896	21.8
Crewe & Nantwich	752	18.3
Vale Royal	568	13.8
Macclesfield	565	13.7
Chester	520	12.6
Ellesmere Port & Neston	518	12.6
Congleton	295	7.2
Cheshire & Warrington	**4114**	**100.0**

Source: ISR 25 (count on the number of qualifications).

The top three most popular subject choices in Work Based Learning include (Chart 2.10):

- Engineering (15.5%)
- Retailing and Customer Services (14.4%)
- Business Administration (12.1%).

Chart 2.10: Cheshire and Warrington 16-18 Work Based Learning by Sector



Source: Work based Learning Cumulative starts period 1 to period 16 2001/2002.

In terms of gender comparisons on Work Based Learning there is an even split in the proportion of young people undertaking some form of learning. Males are more likely to study the traditional occupations including; construction, engineering, and manufacturing. Females choose to study hairdressing & beauty therapy, health care and public services or business administration as their preferred option. Table 2.10 indicates the most popular programme choices.

Table 2.10: Programme Area Split by Gender (%)

Programme area	% Male	% Female
Agriculture	53.1	46.9
Business Administration	32.4	**67.6**
Construction	**98.9**	1.1
Engineering	**98.7**	1.3
Foundation for Work	53.5	46.5
Hair & Beauty	3.9	**96.1**
Health Care & Public Services	9.8	**90.2**
Hospitality	39.9	60.1
Leisure, Sport & Travel	49.6	50.4
Management & Professional	**71.0**	29.0
Manufacturing	**90.2**	9.8
Media & Design*	25.0	75.0*
Retailing & Customer Services	48.2	51.8
Transportation	57.1	42.9
Total	**54.3**	**45.7**

Source: Work based Learning Cumulative starts period 1 to period 16 2001/2002.

2.2.3 Destination of Year 11 School Leavers

Cheshire and Warrington has a higher proportion of students staying on in full time education and entering employment with training, the proportion, who are not settled or who have not responded/moved away is similar to regional and national levels.

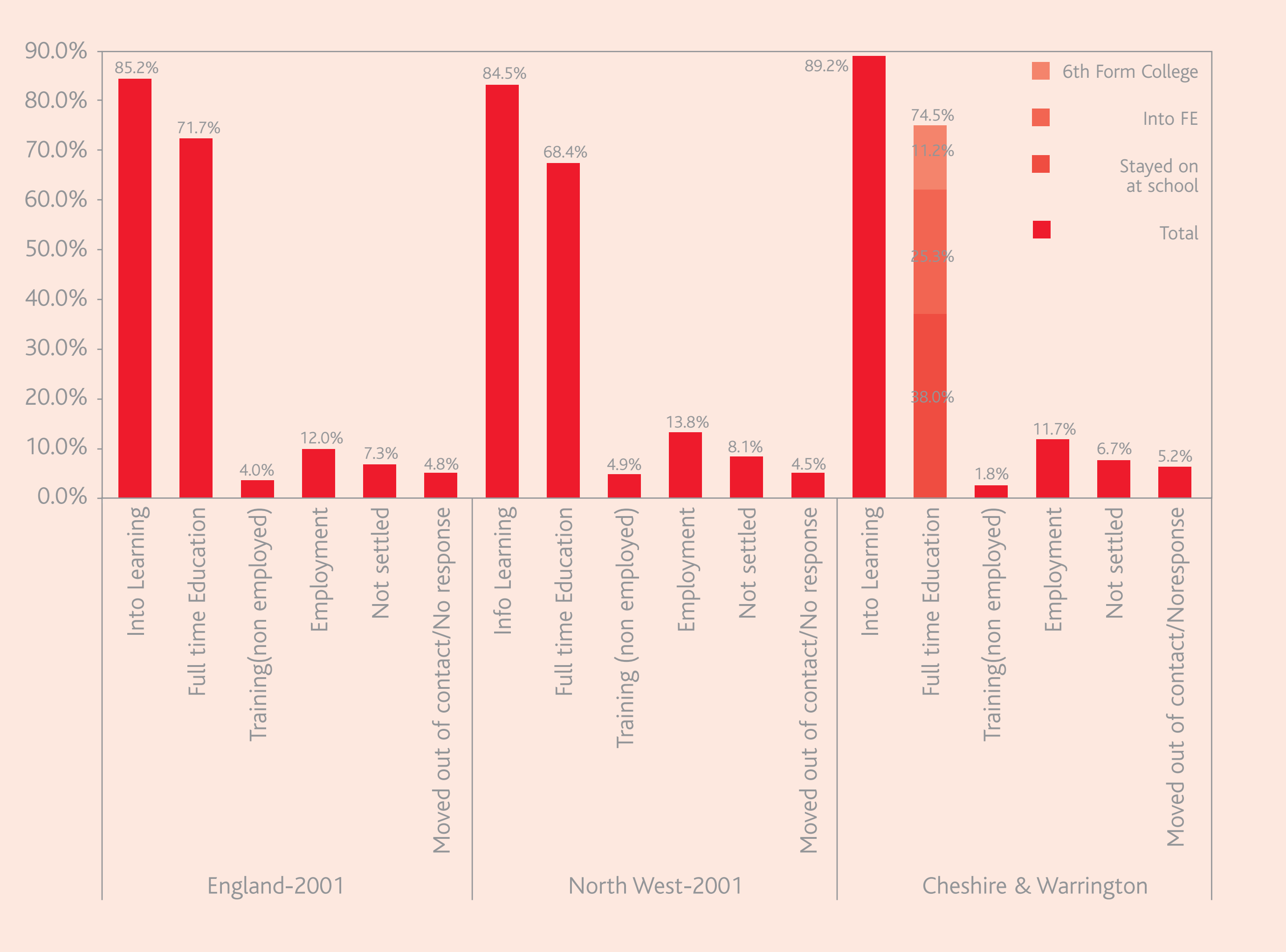
Of the 11,555 leavers in Cheshire and Warrington in 2002, 74.5 per cent continued in full time education, compared with 71.7 per cent in England as a whole. A further 13.5 per cent were either in employment or receiving some form of training, but 11.9 per cent were either, not settled, moved out of contact or not responded.

Key Issue: Although dropout rates for young people are generally low with only 15 per cent of Year 11 in 2002 (end of the compulsory year) not continuing into some form of learning. 1,720 young people left learning at age 16 in 2002.

Chart 2.11 presents a detailed picture of the overall pattern of post-16 School Leaver Destinations (please read in association with footnote)[22].

[22] The "into learning" figures in this chart include the in-learning total divided by the Connexions survey total excluding those moved out of contact and those not active – as required by DfES.

Chart 2.11: Year 11 School Leaver Destinations 2002



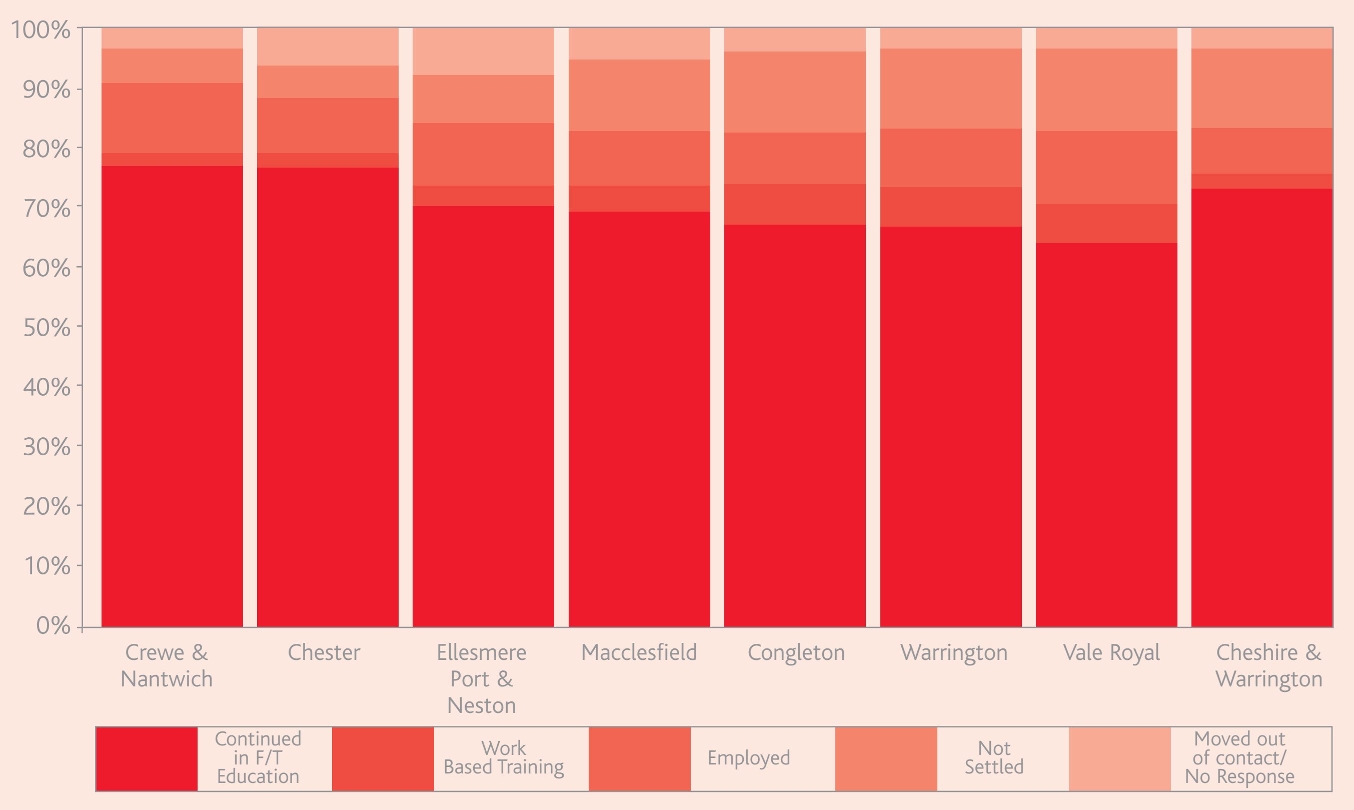
Source: Connexions data 2001/2002.

The proportion of young people who go 'into learning' ranges from 94 per cent in Congleton to 87 per cent in the areas of Crewe & Nantwich and Ellesmere Port & Neston, all districts remain above the national average of 85.2 per cent.

The number of students entering further education continues to increase across all the districts in the Cheshire and Warrington area. In 2002 Congleton and Macclesfield have the largest share of students who continue into full-time education at 79.1 per cent and 78.8 per cent respectively.

The percentage of those in employment ranges from 9.8 per cent in Macclesfield to 14.5 per cent in Ellesmere Port and Neston, this compares to a Cheshire and Warrington average of 12.4 per cent (Chart 2.12).

Chart 2.12: Year 11 School Leaver Destinations 2002 by District



Source: Connexions Destination Data 2002.

Those young people who are classified as 'not settled' vary significantly between various districts ranging from 8.9 per cent in Warrington to 4.2 per cent in Macclesfield.

2.2.4 Young People who are not in Education, Employment or Training

Key Issue: There is a statutory requirement for tailored provision and support to encourage participation from groups previously excluded from post compulsory education and training. (NEET learners)[23].

In Connexions MI guidance 2002-03 NEET is defined as, "A young person who is Not in full time Employment, Education or Training". A key priority for the Connexions service is to reduce the proportion of young people who are NEET. The target is to "reduce the proportion of 16- 18 year olds that are NEET by 10 per cent by November 2004, from that achieved in November 2002".

Connexions indicated in November 2002 that 2,261 (7.44%) were NEET across Cheshire and Warrington, a further snapshot in January 2003 indicated a marginal increase to 2,302 young people reported to be NEET. In comparison national data from CSNU[24] based on August 01- August 02 period puts the percentage of cohort that are NEET at any point between 11 per cent and 9.7 per cent.

The trend for the cohort in Cheshire and Warrington mirrors national data with the main area for concern being those young people leaving non-employed work based learning to become NEET. The CSNU[25] recently circulated the national data available to demonstrate the percentage of young people leaving employment, education and training to become NEET (Chart 2.13).

[23] NEET- Not in Education Employment or Training.
[24] CSNU- Connexions Service National Unit.
[25] Harrogate conference for CE's.

Chart 2.13: Percentage of Young People Leaving EET[26] to become NEET

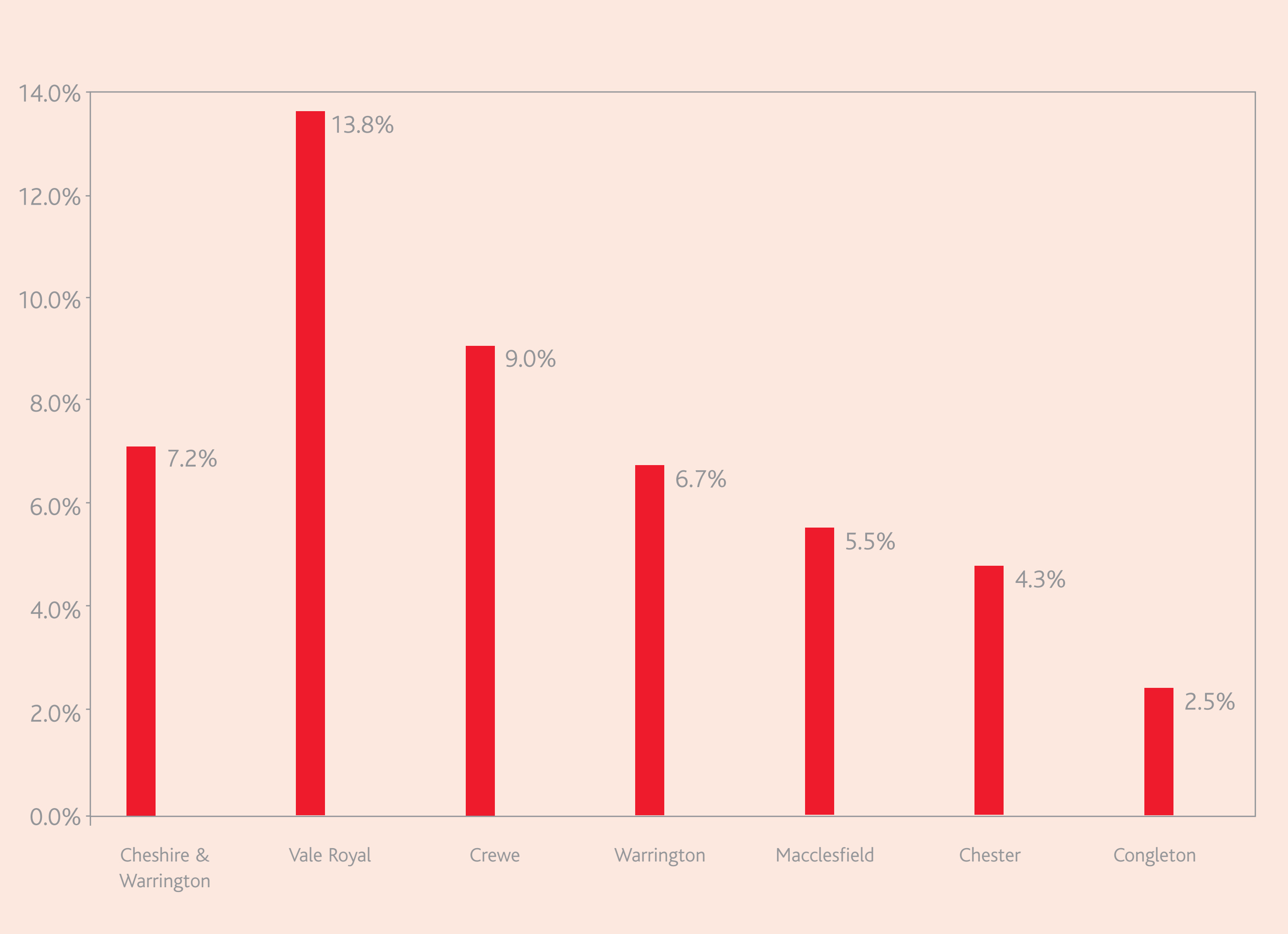
Source: Connexions MI Data Nov 2002, England data based on average of MI collected April –Oct 2002.

When the 'NEET' group is compared to the 16-18 resident population it represents approximately 7.2 per cent of the 16- 18 cohort.

Vale Royal has the highest proportion of 16-18 years olds who are 'NEET' at 13.8 per cent (equivalent to 634 young people), the district with the lowest proportion in the 'NEET' group is the district of Congleton with 2.5 per cent (equivalent to 81 people) (Chart 2.14).

[26] EET- Employment, Education and Training.

Chart 2.14: Cheshire and Warrington 'NEET' Group as a Proportion of 16-18 Population



Source: Connexions 2003, Cheshire County Council Population projections 2002.

2.2.5 Achievement

Qualification levels are generally high. In 2002, GCSE achievement was above the national average in both Cheshire and Warrington (Table 2.11).

Table 2.11: Performance of Student by Exam Result, 2002

	Achievement of 5+ A*-C grade GCSE/GNVQs	Average GCSE/GNVQ Point Score	Combined A/AS/AGNVQ results - Average point score per pupil
Cheshire	58.2%	37.4	264.5
Warrington	51.9%	35.4	250.6
England	51.5%	34.7	254.5

Source: DFES 2002.

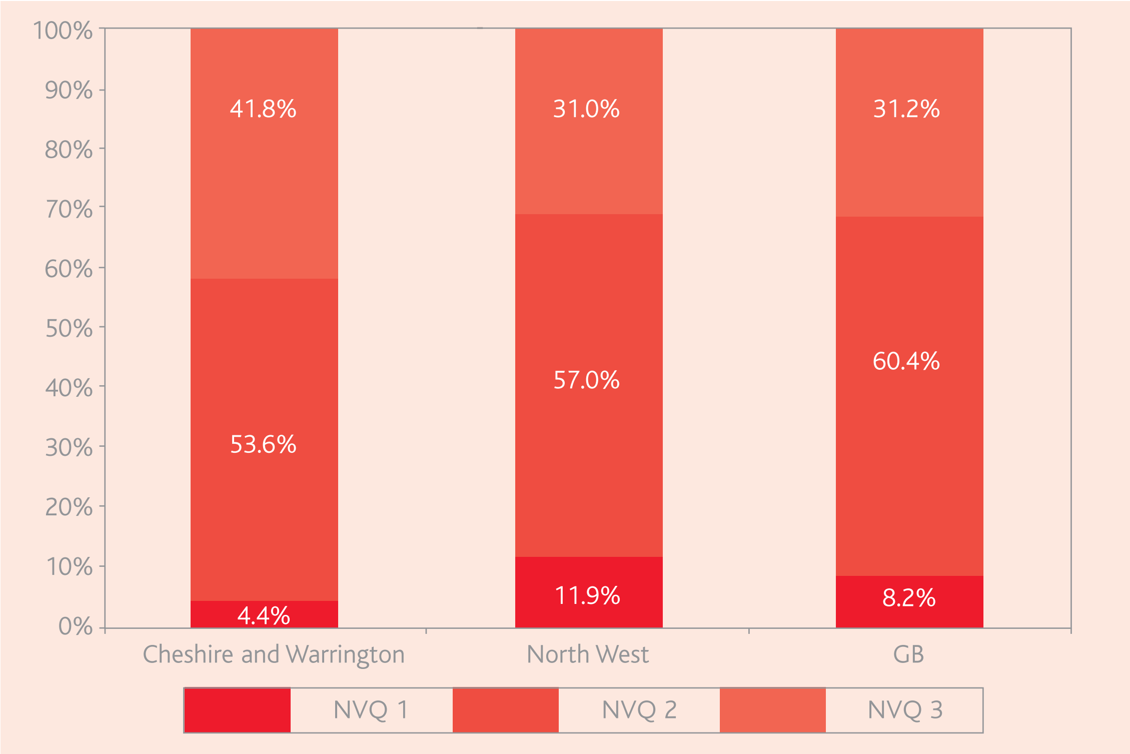
Provisional data for 2003 indicates that performance remains above the national average in Cheshire and Warrington as a whole with 58% achieving five GCSEs at A*-C grade compared to 50% in England but in some schools less than 15 per cent achieve this standard[27].

Key Issue: Young Peoples achievement rates in Cheshire and Warrington are relatively high however, there are variations across Cheshire and Warrington. In 2002 for example, in Ellesmere Port and Neston, only 45 per cent of students achieved 5+ A*-C grades at GCSE[28].

In terms of NVQ achievements in Cheshire and Warrington, 42 per cent of 16-18 year olds undertaking NVQs achieved at least NVQ level 3, which is above regional and national averages (Chart 2.15).

[27] 2003 provisional data (Cheshire and Warrington LEA).
[28] Review of Education and Training in Ellesmere Port and Neston, Cheshire and Warrington Learning and Skills Council, 2003.

Chart 2.15: NVQ Achievements, 16-18 year olds 2001/02



Source: Cheshire and Warrington MIS, 2002.

2.3. Adults: Increasing the Demand for Learning

Over 20 per cent of adults in the UK have poor literacy and numeracy skills and compared with France and Germany, lower proportions of the workforce have qualifications at level 2 and level 3. To some extent this is a historical problem and will lessen as improvement in the school systems feed through. But it will not disappear. There will continue to be a stock of under-skilled workers, as over three-quarters of the 2010 workforce has already left full-time education. Demographic and technological change will emphasise the importance of re-skilling for older workers[28].

The Government has made a commitment to reduce by at least 40 per cent the number of adults in the workforce lacking level 2 qualifications by 2010. Cheshire and Warrington Learning + Skills Council's challenge is therefore to:

"Increase demand for learning by adults and equalise opportunities through better access to learning".

This section outlines the size, characteristics and economic status of the working age population of Cheshire and Warrington. It provides an insight to current skill level and participation in learning of residents and identifies the key issues that face our local area.

2.3.1 Population

Cheshire and Warrington has a total population of 864,861. Table 2.12 compares population by district. Nearly 49 per cent of the Cheshire and Warrington population is male, 51 per cent female. Warrington has the largest population locally – 22.1 per cent in comparison to Ellesmere Port & Neston, which is the smallest district within Cheshire and Warrington, although the most densely populated.

Table 2.12: Population Comparison by District

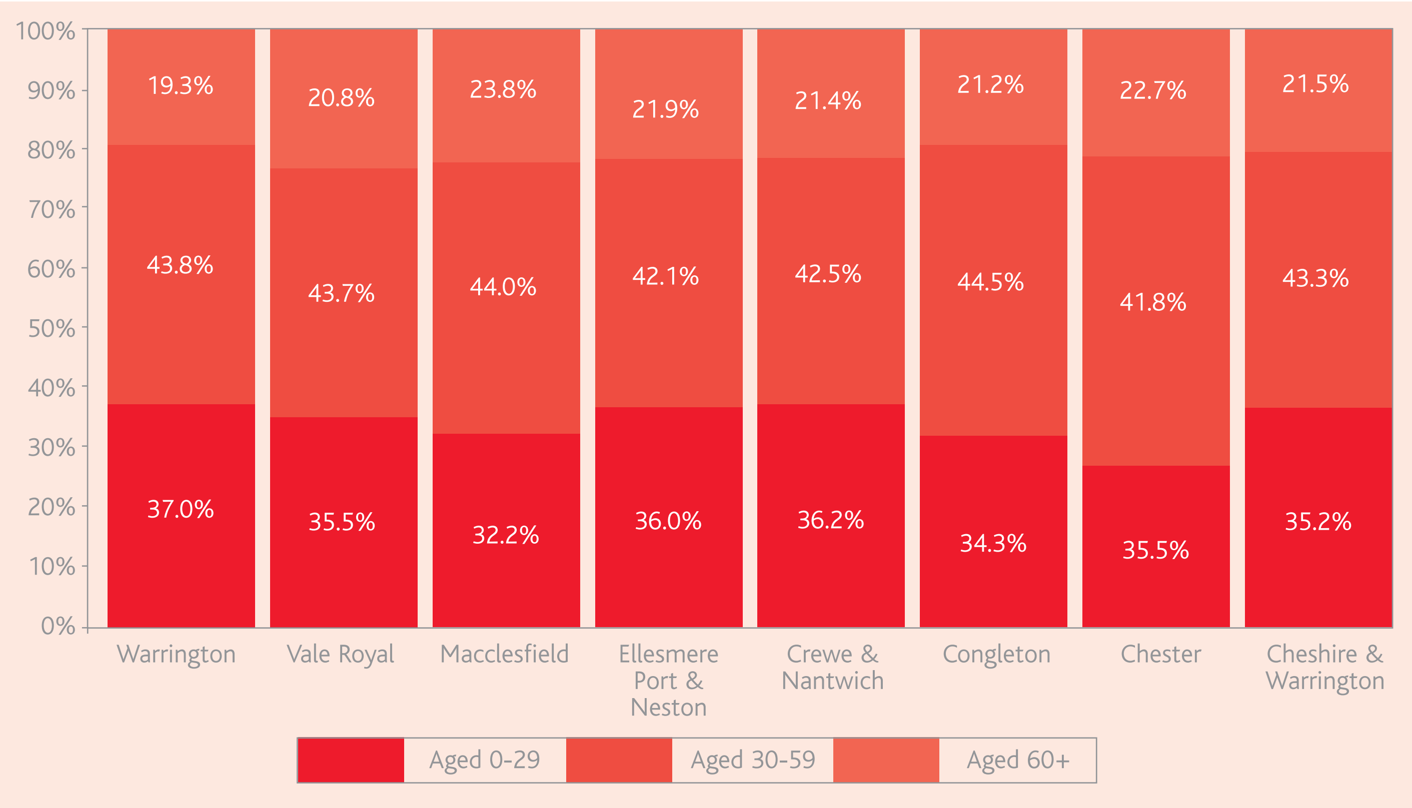
	Total	Male	Female
Great Britain	52,041,916	25,325,926 (48.7%)	26,715,990 (51.3%)
North West	6,729,800	3,259,061 (48.4%)	3,470,739 (51.6%)
Cheshire & Warrington	**864,861**	**421,910 (48.8%)**	**442,951 (51.2%)**
Warrington	191,084	93,884 (49.1%)	97,200 (50.9%)
Macclesfield	150,144	72,508 (48.3%)	77,636 (51.7%)
Vale Royal	122,081	59,855 (49.0%)	62,226 (51.0%)
Chester	118,207	56,966 (48.2%)	61,241 (51.8%)
Crewe & Nantwich	111,006	54,372 (49.0%)	56,634 (51.0%)
Congleton	90,668	44,497 (49.1%)	46,171 (50.9%)
Ellesmere Port & Neston	81,671	39,828 (48.8%)	41,843 (51.2%)

Source: National Office of Statistics – Census 2001.

Analysis of the Cheshire and Warrington population by age shows an ageing population. Forty three per cent of the population is aged between 30 and 59 with only 35 per cent between 0 and 29. This trend is consistent across all districts but is more acute in the Macclesfield area where 44 per cent of the population are aged between 30 and 59 and only 32 per cent between the ages of 0 to 29 (Chart 2.16).

[28] In Demand – Adult skills in the 21st century – part 2, A Strategy Unit Report, November 2002.

Chart 2.16: Population Age Comparison by District



Source: National Office of Statistics – Census 2001.

Key issue: The area has an ageing population. Forty three per cent of the Cheshire and Warrington population are aged 40-64, two percentage points higher than the UK average.

Cheshire and Warrington has a small but growing ethnic population. Over the last 10 years the number of non-white ethnic minorities individuals has almost doubled, increasing from 8,464 1991 to 15,078 in 2001.

In terms of percentages 1.7 per cent of the Cheshire and Warrington population is currently from a non-white ethnic minority background (Table 2.13).

Table 2.13: Ethnicity comparison by district

District	Number of Individuals	White (%)	Mixed (%)	Asian or Asian British (%)	Black or Black British (%)	Chinese or other ethnic group (%)
Chester	118,210	98.04	0.63	0.67	0.17	0.48
Congleton	90,655	98.84	0.40	0.32	0.09	0.34
Crewe & Nantwich	111,007	97.98	0.72	0.53	0.35	0.40
Ellesmere Port & Neston	81,672	98.78	0.43	0.31	0.06	0.41
Macclesfield	150,155	98.08	0.60	0.70	0.16	0.48
Vale Royal	122,089	98.78	0.45	0.29	0.09	0.39
Warrington	191,080	97.87	0.60	0.83	0.19	0.51
Cheshire & Warrington	**864,868**	**98.27**	**0.57**	**0.57**	**0.17**	**0.45**

Source: Census 2001.

Key issue: Ninety eight per cent of the population are from white ethnic groups with the remaining 2 per cent in ethnic groups other than white – an increase of 78 per cent (+6614 individuals since last census.)

2.3.2 Economic Activity

There are 519,000 individuals in Cheshire and Warrington who are of working age, of these 431,000 (83.1%) are economically active (Table 2.14). Ninety six per cent (415,496) of those who are economically active are in employment. Activity rates between districts range considerably from 73.2 per cent in Chester to 92.4 per cent in Congleton.

Table 2.14: Economic Activity Rates

	Working age population	Economically active: all of working age	Economically inactive: all of working age
Great Britain	36,203,000 (78.1%)	28,775000 (79.5%)	7,428,000 (20.5%)
North West	4,229,000 (78.0%)	3,293,000 (77.9%)	936,000 (22.1%)
Cheshire & Warrington	**519,000 (74.0%)**	**431,000 (83.1%)**	**88,000 (16.9%)**
Chester	66,000 (67.5%)	48,000 (73.2%)	18,000 (26.8%)
Congleton	57,000 (77.5%)	53,000 (92.4%)	4,000 (7.6%)
Crewe & Nantwich	70,000 (75.6%)	55,000 (78.1%)	15,000 (21.9%)
Ellesmere Port & Neston	50,000 (82.7%)	43,000 (86.3%)	7,000 (13.7%)
Macclesfield	92,000 (71.7%)	80,000 (87.0%)	12,000 (13.0%)
Vale Royal	72,000 (74.7%)	61,000 (84.5%)	11,000 (15.5%)
Warrington	112,000 (73.4%)	92,000 (81.9%)	20,000 (18.1%

Source: Labour Force Survey August 2003.

Overall Cheshire and Warrington's activity rates are higher than the North West and Great Britain averages. Activity rates differ slightly between males and females, with 85.8 per cent of males and 80.1 per cent of females of working age classified as being economically active.

Much attention is usually paid to the number of employed and unemployed individuals in the labour market and very little to those individuals who are classified as economically inactive. There are a large number of potential workers amongst this group, who can provide a valuable source of labour for Cheshire and Warrington.

Individuals can be classified as being inactive for a variety of reasons. For example, someone who is looking for a job but has not yet arranged childcare and so is unavailable for work or someone who is looking after an elderly relative on a full time basis, these individuals will both be classified as inactive.

Nearly forty five per cent of the economically inactive group are aged between 50 and retirement age, with a further 31.0 per cent aged between 25 and 49. Females are just slightly more likely to be economically inactive that males, 19.9 per cent and 14.2 per cent respectively.

The Cheshire and Warrington Household Survey 2002 provides detailed analysis of the economic activity of local residents (Table 2.15).

Table 2.15: Economic Activity

	Cheshire and Warrington (%)		
	Total	**Male**	**Female**
Employed			
Self-employed	6.4%	9.7%	3.1%
Full-time work (30 hours +)	48.9%	61.1%	36.8%
Part-time work (less than 30 hours)	13.3%	2.6%	23.9%
Government Training Programme	0.1%	0.1%	0.0%
Total Employed	**68.7%**	**73.5%**	**63.8%**
Unemployed			
Claiming unemployment benefit	3.0%	3.1%	2.9%
Not working, not claiming benefit but have looked for work in the last 4 weeks	1.1%	1.0%	1.2%
Total Unemployed	**4.1%**	**4.1%**	**4.1%**
Economically inactive			
Looking after the home/children or other dependents	7.8%	0.3%	15.1%
Not able to work due to illness/disability	2.8%	3.2%	2.3%
In full-time education - college/university	4.6%	4.1%	5.0%
Wholly retired from work	12.1%	14.5%	9.7%
Other	0.1%	0.1%	0.0%
Total Economically inactive	**27.4%**	**22.2%**	**32.1%**

Source: Cheshire and Warrington Household Survey 2002.

2.3.3 Unemployment

The unemployed form the most likely groups of individuals who can potentially be attracted back into the labour market. The unemployment rate in Cheshire and Warrington currently stands at 1.5 per cent[29], lower than national and regional averages, which stand at 2.5 per cent and 2.7 per cent respectively (Table 2.16). Looking back over the last twelve months the unemployment rate in Cheshire and Warrington has remained fairly stable averaging 1.6 per cent. Although in terms of actual numbers since September 2002 the total number of individuals unemployed in Cheshire and Warrington has fallen by 560 (-6.4%).

[29] September 2003.

Table 2.16: Unemployment Comparison

	Rate	Number	Unemployment Male (%)	Female (%)
Great Britain	2.5%	886144	652418 (73.6%)	233726 (26.4%)
North West	2.7%	108927	82418 (75.7%)	26509 (24.3%)
Cheshire & Warrington	**1.5%**	**8192**	**5966 (72.8%)**	**2226 (27.2%)**
Ellesmere Port & Neston	1.8%	857	632 (73.7%)	225 (26.3%)
Warrington	1.8%	2207	1626 (73.7%)	581(26.3%)
Chester	1.6%	1177	857 (72.8%)	320 (27.2%)
Vale Royal	1.6%	1182	848 (71.7%)	334 (28.3%)
Crewe & Nantwich	1.5%	1034	744 (72.0%)	290 (28.0%)
Congleton	1.2%	667	465 (69.7%)	202 (30.3%)
Macclesfield	1.2%	1068	794 (74.3%)	274 (25.7%)

Source: NOMIS, Claimant Count September 2003, based on Resident Working Age Population estimates.

However this overall low level of unemployment can hide significant variances at ward level. For example, unemployment in the ward of Bewsey in Warrington stood at 4.3 per cent in September 2003, compared to 0.2 per cent in the ward Combermere in Crewe and Nantwich. Table 2.17 compares the latest available figures by ward level and shows the highest and lowest rates within each of Cheshire and Warrington's districts.

Table 2.17: Unemployment Rates by Ward – September 2003

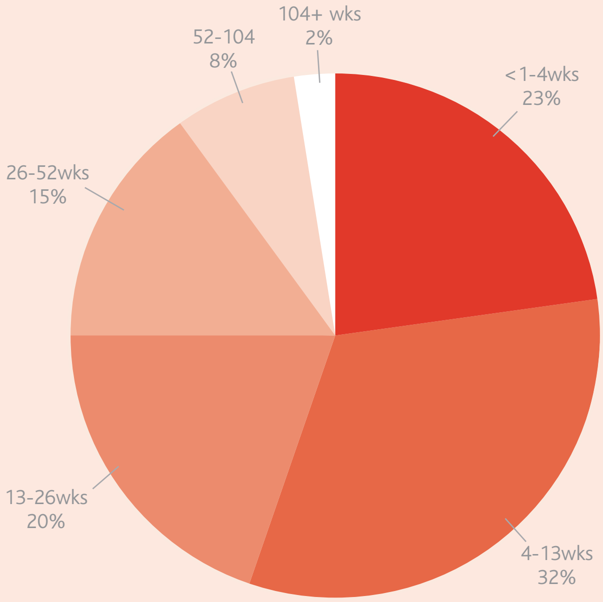
	Highest	Lowest
Chester	Dee Point (3.2%)	Farndon (0.5%)
Congleton	Alsager East (1.9%)	Alsager West, Congleton South, Dane (0.7%)
Crewe & Nantwich	Grosvenor (4.2%)	Combermere (0.2%)
Ellesmere Port & Neston	Westminster (4.4%)	Riverside (0.5%)
Macclesfield	Macclesfield South (2.2%)	Bollington East (0.3%)
Vale Royal	Northwich (3.4%)	Kingsley (0.4%)
Warrington	Bewsey (4.3%)	Heatley (0.7%)

Source: Cheshire County Council Research and Intelligence Unit, Based on Resident Working Age Population estimates: Cheshire Population Model.

Key issue: The overall level of unemployment in Cheshire and Warrington is low at 1.5 per cent and below the national average of 2.5 per cent however unemployment rates in some wards exceeds 4 per cent.

Fifty five per cent of unemployed people in Cheshire and Warrington have been out of work for less than 3 months (Chart 2.17), compared to 47.2 per cent regionally and 46.3 per cent nationally (GB). The rates between each district range from just over 48 per cent in Chester to 63.5 per cent in Congleton. Evidence shows that this group find it easier to move back into employment than those who have been unemployed for longer periods. This can affect potentially, the 3,649 individuals in Cheshire and Warrington who have been out of work for over 3 months and especially the 10 per cent (818 individuals) who have been unemployed for over a year.

Chart 2.17: Duration of Claimant Count Unemployment in Weeks



Source: NOMIS, Claimant Count September 2003, based on Resident Working Age Population estimates.

Forty one per cent of the unemployed in Cheshire and Warrington are aged under 30, with a further 22.2 per cent aged between 30 – 39 years of age. Of particular concern is the group of young people i.e. those under 20, who account for nearly 11 per cent of the total unemployed. The proportion varies between individual districts as shown in Table 2.18.

Table 2.18: Proportion of Unemployed Aged 20 or Less

	Number	Percentage
Great Britain	96,715	11.0%
North West	13,616	12.6%
Cheshire & Warrington	**877**	**10.8%**
Crewe & Nantwich	141	13.8%
Warrington	274	12.5%
Ellesmere Port & Neston	92	11.0%
Chester	114	9.8%
Vale Royal	108	9.2%
Macclesfield	96	9.0%
Congleton	52	7.9%

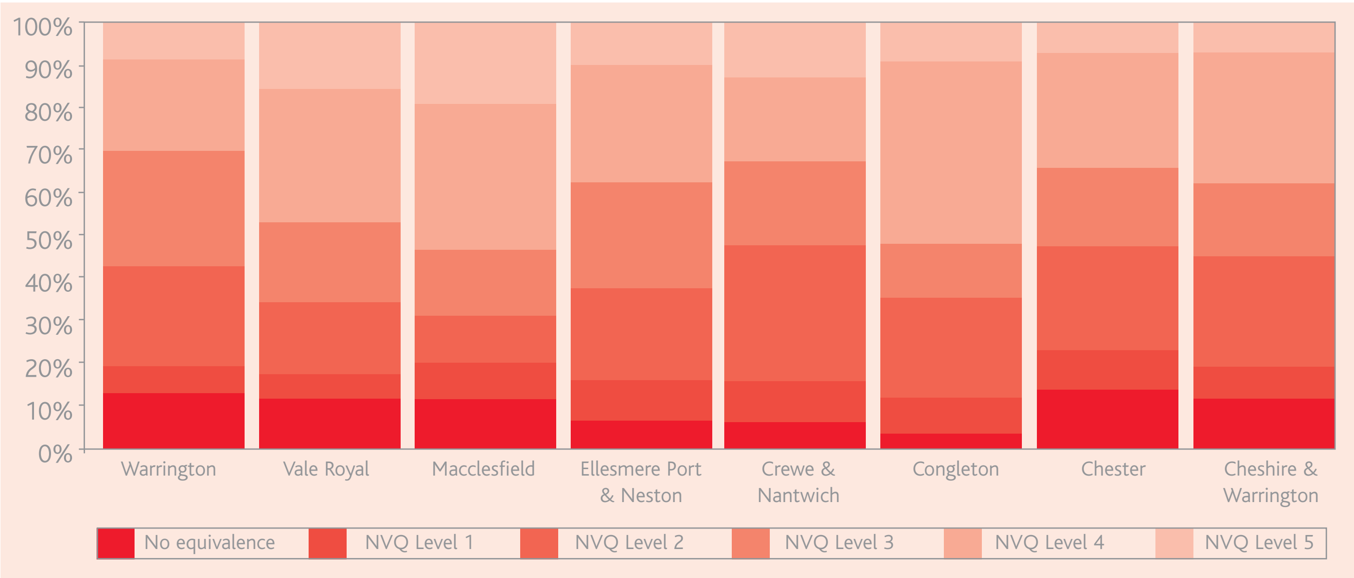
Source: NOMIS, Claimant Count September 2003, based on Resident Working Age Population estimates.

Overall the low unemployment rates in Cheshire and Warrington indicate that there is potentially a limited supply of labour, which could suggest that new recruitment into the labour market will need to come from other non-traditional sources e.g. women returners. It may also reflect the need to recruit from outside the immediate area.

2.3.4 Supply of Skills

Fifty eight per cent of economically active adults in Cheshire and Warrington are qualified to NVQ Level 3 or above and 38 per cent at Level 4 or above (Chart 2.18). However, 11 per cent hold no NVQ equivalent. Analysis at district level shows that Crewe and Nantwich has the highest proportion of economically active adults who do not hold an NVQ equivalent, nearly 17 per cent, in comparison Congleton has the lowest at just over 5 per cent.

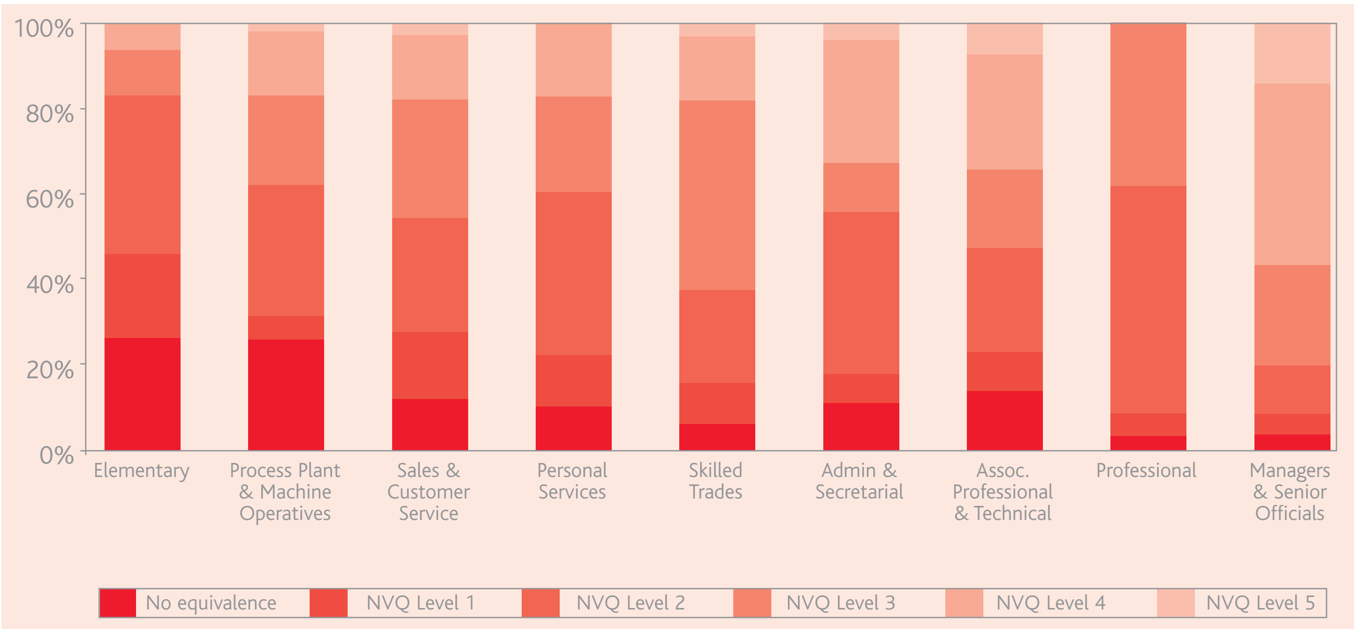
Chart 2.18: Highest Qualification Held



Source: Cheshire and Warrington Household Survey 2002, based on economically active respondents.

There is a clear relationship between the level of qualification held and level and type of job held (Chart 2.19). Nearly 79 per cent of Managers and Senior Officials hold qualifications at level 3 or above compared to only 16.7 per cent of those individuals in Elementary occupations.

Chart 2.19: Highest Qualification Held by Occupation



Source: Cheshire and Warrington Household Survey 2002, based on economically active respondents, SOC 2000.

However opportunities for those with low/no qualifications are in decline and those groups that are more likely to be affected will be those individuals from within the deprived wards and female workers who form a significant proportion of the lower skilled workforce (Table 2.19).

Table 2.19: Comparison of Individuals who are either Unqualified or Only at Level 1

	Percentage of individuals at level 1 or below
Male	23.5%
Female	31.4%
In Work	18.1%
Unemployed and claiming	44.4%
Looking after the home/children or other dependents	42.8%
Not able to work due to illness/disability	60.0%
In full-time education - college/university	17.1%
Wholly retired from work	63.7%
Aged 16-24	17.4%
Aged 24-44	19.7%
Aged 45+	41.4%
Living in a deprived area	38.9%
Living in a non deprived area	25.9%
Lower order occupation	39.8%
Intermediate order occupation	21.4%
Higher order occupation	5.8%

Source: Cheshire and Warrington Household Survey 2002, based on economically active respondents, SOC 2000.

Key issue: One in five of the local adult population have no qualifications equivalent to NVQ level 1. This rises to one in four of those living in the deprived wards.

Employers are increasingly demanding that applicants have a high level of basic skills[30]. Many of the expected replacement jobs in the manufacturing sector will require applicants to have a level of basic Maths and English to enable them to complete an apprenticeship. It is also likely that new jobs in business services will require high levels of numeracy and communication skills.

In Cheshire and Warrington over 100,000 working age individuals have some problems with their literacy and / or numeracy skills. Although overall the rates are lower than the national averages, the rates vary significantly within individual districts and wards. Currently 22.3 per cent of the Cheshire and Warrington 16-60 population have literacy problems and 22.0 per cent numeracy (Table 2.20).

[30] Prospect for West Cheshire and the Wirral – Skills Scenarios for 2002-2006, Hoshin, Cheshire and Warrington Skills Council, 2002.

Table 2.20: Estimates of Population with Poor Skills as Percentage/Count

	Population 16-60	Total with Poor Literacy	Total with Poor Numeracy
National Average 2001		**24%**	**24%**
Cheshire & Warrington	**517,223**	**115,164 (22.3%)**	**113,787 (22.0%)**
Ellesmere Port & Neston	47,461	11,664 (24.6%)	11,783 (24.8%)
Crewe & Nantwich	69,284	16,939 (24.4%)	17,100 (24.7%)
Vale Royal	69,952	15,991 (22.9%)	16,023 (22.9%)
Warrington	116,294	26,462 (22.8%)	26,347 (22.7%)
Chester	69,913	14,974 (21.4%)	14,584 (20.9%)
Congleton	53,132	10,824 (20.4%)	10,551 (19.9%)
Macclesfield	91,188	18,310 (20.1%)	17,400 (19.1%)

Source: Cheshire and Warrington Household Survey 2002, based on economically active respondents, SOC 2000.

Table 2.21 provides a breakdown by literacy/numeracy of the top three most affected wards within each of Cheshire and Warrington's districts. The ward of Stanlow in Ellesmere Port and Neston is the most affected ward overall in terms of low literacy and numeracy levels.

Table 2.21: Estimates of Population with Poor Literacy/Numeracy Skills Ward Comparison

	Literacy	Numeracy
Chester	Blacon Hall (35.2%) Tilston (31.6%) Dee Point (30.7%)	Blacon Hall (40.1%) Dee Point (34.4%) Sealand (26.6%)
Congleton	Congleton North (28.6%) Congleton Central (25.7%) & Middlewich Cledford (25.7%) Sandbach East (23.5%)	Congleton North (31.7%) Congleton Central (25.7%) Middlewich Cledford (25.4%)
Crewe & Nantwich	Wrenbury (35.1%) Maw Green (34.4%) Combermere (35.0%)	Maw Green (38.5%) St. Barnabus (35.3%) Coppenhall (33.6%)
Ellesmere Port & Neston	Stanlow (38.0%) Westminster (34.1%) Grange (34%)	Stanlow (44.4%) Grange (39.4%) Rivacre (35.7%)
Macclesfield	Knutsford Over (29.9%) Macclesfield South (26.9%) Macclesfield West (26.3%)	Knutsford Over (33.0%) Macclesfield West (26.9%) Macclesfield South (26.6%)
Vale Royal	Wharton (36.5%) Over Two (33.8%) Witton North (27.8%)	Wharton (42.1%) Over Two (36.9%) Witton South (31.2%)
Warrington	Longford (35.6%) Bewsey (34.7%) Hulme (33.1%) & Westy (33.1%)	Longford (40.2%) Bewsey (38.2%) Westy (36.8%)

Source: The Basic Skills Agency, Estimates of level of need in English Unitary and Local Authorities, Revised 2001.

Key issue: Over 100,000 working age people in Cheshire and Warrington have some problems with literacy and/or numeracy.

The skills required by employers evolve with changes in technology, working practices and occupational structures. The ability to multi-task, show initiative and flexibility, organise workloads and take responsibility for personal development are central skills for today's employee. With the exception of physical skills, most generic skills[31] are becoming more important in Britain's workplaces. Demand for computing skills in particular continues to expand rapidly[32]. In Cheshire and Warrington individuals are most confident in their skills in speaking, reading or writing, working with other people and numeracy but they are less confident of their abilities in foreign languages (for use in their job), advanced ICT and basic ICT (Table 2.22).

Table 2.22: Residents Perceived Ability in Specified Skills

	1 Do not have skill	2 Basic level	3 Intermediate	4 Advanced level	Don't know, not relevant	Refused
Foreign languages (in job)	47%	27%	15%	6%	4%	<1%
Advanced IT or computer skills	39%	29%	19%	8%	5%	<1%
Basic IT or computer skills	17%	26%	35%	17%	5%	<1%
Management of own learning	7%	21%	47%	19%	6%	<1%
Management or leadership	7%	21%	44%	21%	7%	<1%
Technical or practical skills	7%	22%	45%	17%	7%	2%
Customer Care	6%	19%	43%	24%	7%	1%
Job specific skills	3%	14%	45%	28%	8%	1%
Problem solving	3%	17%	50%	25%	5%	<1%
Numeracy	2%	17%	47%	30%	4%	<1%
Working with other people	2%	13%	50%	30%	5%	<1%
Reading or written communications	1%	12%	45%	38%	4%	<1%
Spoken communication	1%	11%	45%	39%	4%	<1%

Source: Cheshire and Warrington Household Survey 2002, all respondents.

Key issue: ***Almost half of the resident population in Cheshire and Warrington have not undertaken any form of taught learning in the last three years.***

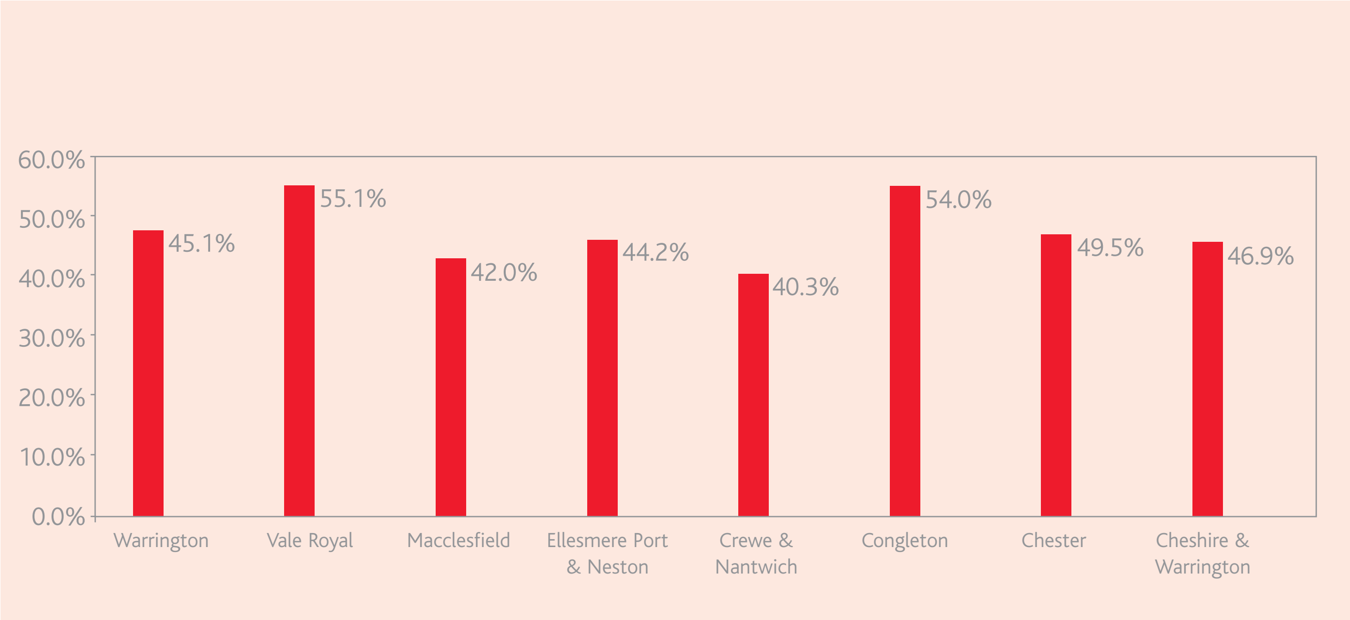
2.3.5 Participation in Learning, Education and Training

Learning - Forty seven per cent of Cheshire and Warrington's 16 – 69 year old population has participated in learning in the last twelve months, rising slightly to just over 50 per cent in the last three years[33]. Learning is defined as anything to develop new or existing skills and knowledge and is not necessarily linked to a job or a qualification. It can also be both taught and untaught learning.

Participation in learning is lowest in the Crewe and Nantwich district (40.3%), Chart 2.20 provides a comparison of the rates within the individual districts of Cheshire and Warrington.

[31] Generic Skills – communication, problem solving, team working, IT Skills, application of number, improving learning and performance.
[32] The Growth and Valuation of Generic Skills, Andy Dickerson and Francis Green, 2002.
[33] Cheshire and Warrington Household Survey 2002.

Chart 2.20: Participation in Learning in Last 12 months by District



Source: Cheshire and Warrington Household Survey 2002, based on all respondents.

Key issue: Almost half of the resident population in Cheshire and Warrington have not undertaken any form of taught learning in the last three years.

Of the respondents who had not received training in the past twelve months nearly 20 per cent had not received any training since leaving school (Table 2.23).

Table 2.23: Length of Time since Respondents last undertook any Training or Learning

	Less than 3 yrs ago	3-5 yrs ago	6+ yrs ago	Never since leaving school
Chester	3.7%	36.4%	31.8%	28.0%
Congleton	1.1%	**40.2%**	37.0%	21.7%
Crewe & Nantwich	4.3%	20.6%	41.8%	**33.3%**
Ellesmere Port & Neston	2.2%	39.6%	44.0%	14.3%
Macclesfield	7.3%	35.6%	**46.3%**	10.7%
Vale Royal	**15.6%**	39.1%	33.6%	11.7%
Warrington	7.8%	33.8%	38.4%	20.1%
Cheshire & Warrington	**6.6%**	**34.3%**	**39.4%**	**19.7%**

Source: Cheshire and Warrington Household Survey 2002, based on respondents who have not undertaken any type of training in the last 12 month.

Further analysis of those individuals who have not undertaken training in the last 12 months - fifty three per cent of Cheshire and Warrington residents, enables the identification of some of the key characteristics of this group (Table 2.24).

Table 2.24: Characteristics of Non-Learners

Most likely to be...	Least likely to be...
Economically inactive (72.9%) Not in work (73.4%) Self Employed (62.6%)	In Employment (43.5%)
Aged 45+ (65.6%)	Aged between 16-24 (35.7%)
Below NVQ Level 2 (77.4%)	At NVQ Level 2 or above (43.8)
Living in Crewe & Nantwich (59.7%) or Macclesfield (58.0%)	Living in Vale Royal (44.9%) or Congleton (46.0%)
From a deprived ward (60.3%)	From a non deprived ward (52.0%)
Employed as Process plant & machine operatives (62.6%) or Elementary occupations (55.7%)	Employed as Professional (27.7%) or Associate professional & technical (31.9%)
Employed in Construction (62.9%) or Transport storage & communications (54.3%) sectors	Employed in Public administration & defence (26.0%) sector
Employed by a company with between 1-49 employees (46.4%), 1-24 employees (48.2%)	Employed by a company with 250+ employees (37.0%) Earning less than £20k (53.9%)
Earning less than £20k (53.9%)	Earning £20k or above (31.0%)

Source: Cheshire and Warrington Household Survey 2002, based on all respondents.

Amongst those who did train or take part in learning within the last twelve months, the vast majority (73%) undertook training related to their currrent or previous job. A further 12 per cent undertook training, which was connected to jobs that respondents felt they might do in the future. Looking at the types of training received by individuals, the top three were practical skills – the ability to carry out the job (25%), computer literacy or use of IT (24%) and professional development (23%). Other popular areas included first aid or health and safety (19%) and personal skills e.g. team working, problem solving, motivation and communication (17%).

The majority of job related training is or has been fully funded by the employer, nearly 78 per cent, although this still leaves a significant proportion (17%), which remains unsupported either in terms of funding or time off to study. It is not surprising that employers were identified as the biggest influence on individuals wishing to take up training or learning.

By far the most frequent job related benefits cited by respondents who had undertook any form of training or learning in the last 12 months were being able to learn new skills for their current job (53%) and being able to undertake the job better (49%). Of these only 11 per cent of respondents saw it as a way of getting a pay increase and a further 11 per cent saw no benefit at all.

Fourteen per cent of all respondents took part in learning or training - in the last 12 months, for personal interest or development. Amongst personal interest learners, the three most frequent subjects to be undertaken were computer literacy or use of IT (33%), sports, fitness or dance (25%) and music or drama (16%). Not surprisingly over 80 per cent of these learners received no support from their employer.

Further Education- There are 70,127 Cheshire and Warrington residents currently participating in further education aged 19+. Seventy per cent live and learn in the area (49,352 Learners). Macclesfield has the highest proportion of learners who travel outside the area to learn, 49.1 per cent.

Table 2.25 provides a full breakdown by district and the colleges attended.

Table 2.25: Live and Learn Comparision of Cheshire and Warrington Residents Aged 19+

Live in / Learn at	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Total number of C&W Learners	Outside LSC area	Total number of Learners
Macclesfield College	4	539	16	3	5,279	50	8	5,899	550	6,449
Mid Cheshire College	519	945	1,550	242	985	5,637	575	10,453	1,864	12,317
Priestley College	17	3	6	3	15	51	1,856	1,951	255	2,206
Reaseheath College	119	255	732	29	115	216	62	1,528	1,177	2,705
Sir John Deanes	21	71	14	1	55	845	13	1,020	66	1,086
South Cheshire College	46	2,875	4,312	16	102	469	18	7,838	625	8,463
Warrington Collegiate	33	15	23	12	59	158	8,374	8,674	1,718	10,392
West Cheshire College	7,207	54	156	3,914	44	474	140	11,989	4,342	16,331
Outside LSC Area	1,875	2,962	2,033	1,295	6,423	2,246	3,941	20,775	3,369,677	3,390,452
Total Learners	**9,841**	**7,719**	**8,842**	**5,515**	**13,077**	**10,146**	**14,987**	**70,127**	**3,380,274**	**3,450,401**
Population 19+	**92,200**	**71,400**	**85,500**	**61,600**	**116,600**	**94,500**	**145,700**	**667,500**	**-**	**-**
% in Learning	**10.7%**	**10.8%**	**10.3%**	**9.0%**	**11.2%**	**10.7%**	**10.3%**	**10.5%**	**-**	**-**

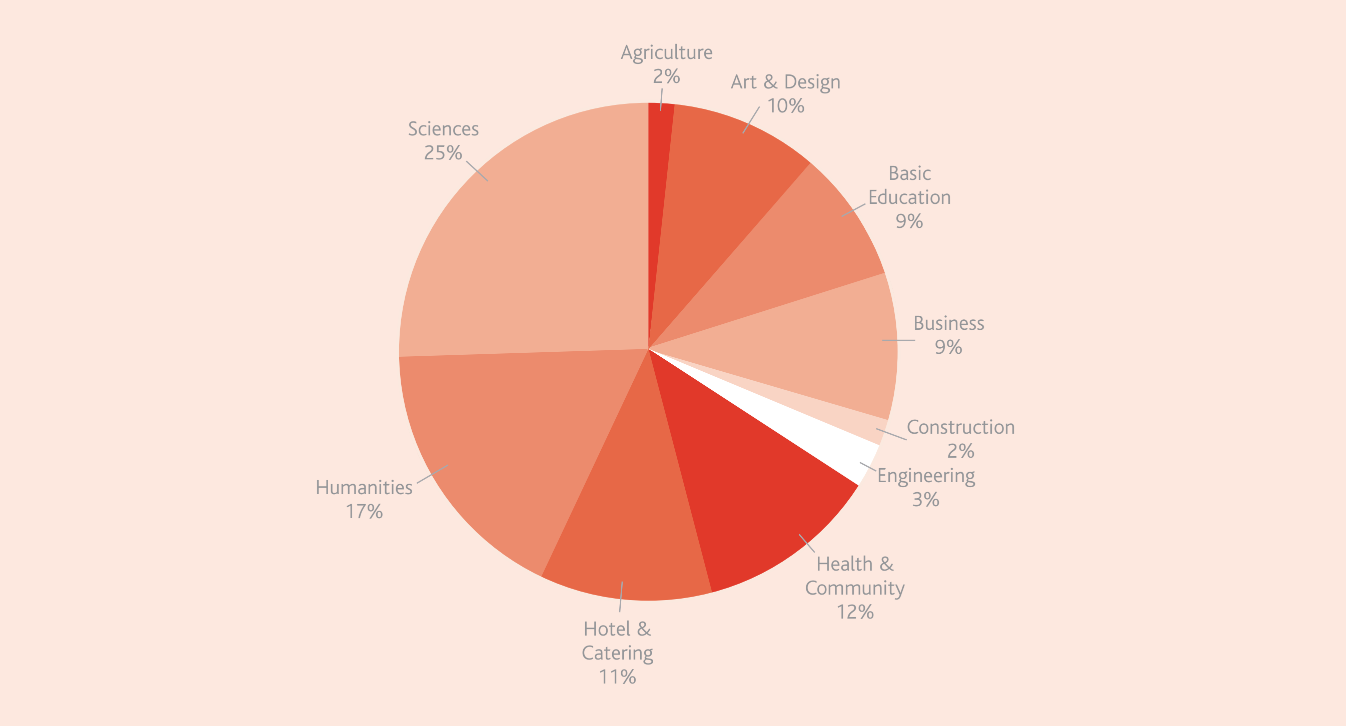
Source: ISR 25. Population data -Cheshire County Council Research & Intelligence – 2003 population estimates.

The top four Further Education programme areas in terms of college courses undertaken by individuals who live and learn in the Cheshire and Warrington area include:

- sciences (25.7%)
- humanities (17.3%)
- health & community care (11.8%)
- hotel & catering (11.2%).

At less than 2 per cent agriculture and construction are the least undertaken programme areas, Chart 2.21 provides a full breakdown.

Chart 2.21: Further Education Programme Area Analysis



Source: ISR 25 – Based on Cheshire and Warrington Residents.

Table 2.26 provides analysis by individual district, sciences and humanities are consistently amongst the top programme areas undertaken by individuals who live and learn in Cheshire and Warrington. The Warrington and Crewe & Nantwich areas have a significant proportion of residents undertaking basic educational learning, 9.8 per cent and 9.5 per cent respectively.

Table 2.26: Programme Area Analysis at Cheshire and Warrington District Level (%)

	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington
Agriculture	1.0	1.7	3.0	0.7	2.0	1.8	1.2
Art & Design	5.0	10.7	7.0	4.3	**12.3**	**10.7**	**13.6**
Basic Skills	6.8	9.2	9.5	7.4	8.7	7.4	9.8
Business	7.6	**11.5**	**11.5**	**12.7**	7.1	8.3	9.0
Construction	1.2	1.8	2.1	1.4	1.6	1.5	2.0
Engineering	2.4	3.5	2.8	3.6	2.4	3.2	2.7
Health & Community Care	**10.3**	**10.2**	9.5	**14.7**	9.5	11.3	**16.0**
Hotel & Catering	**14.6**	4.7	4.9	7.9	**15.9**	**16.1**	10.8
Humanities	**28.6**	**18.9**	**15.0**	**18.8**	**14.1**	**16.4**	**14.1**
Sciences	**22.6**	**27.9**	**34.7**	**28.6**	**26.5**	**23.4**	**20.7**

***Source:** ISR 25. Based on Cheshire and Warrington Residents.*

***Key issue:** Analysis of learning provision by gender reveals a stereo-typical pattern, programmes such as engineering and construction are male dominated while the number of females on programmes such as health & community care and hotel & catering greatly outnumber males. Table 2.27 provides a full breakdown.*

Table 2.27: FE Programme Area Split by Gender (%)

Programme area	Male	Female
Agriculture	45.1	54.9
Art & Design	27.4	72.6
Basic Education	38.2	61.8
Business	33.2	66.8
Construction	**89.9**	10.1
Engineering	**89.1**	10.9
Health & Community Care	25.8	**74.2**
Hotel & Catering	25.5	**74.5**
Humanities	34.3	65.7
Science	39.9	60.1
Total	**36.0**	**64.0**

***Source:** ISR 25 – Based on Cheshire and Warrington Residents.*

Higher Education- Cheshire Learning Partnership has analysed the top ten higher education destinations for Cheshire residents, the most popular choice being Manchester Metropolitan University. The trend indicates that many residents tend to study close to or within the Region, with only a minority choosing to travel outside of the area. This may be due to the impact of tuition fees (Table 2.28).

Table 2.28: Top 10 Institutions – All Cheshire Resident Students

Institution	Number of Cheshire Resident Students
Manchester Metropolitan University	2,280
Chester College of Higher Education	1,819
The Open University	1,608
Staffordshire University	916
University of Manchester	902
University of Keele	886
University of Liverpool	880
Liverpool John Moores University	804
University of Salford	633
University of Sheffield	481
Total	**11,209**

Source: Cheshire Learning Partnership 2003.

Participation rates in HE at ward level reflect patterns of disadvantage across the area (Table 2.29).

Table 2.29: Low Participation of Adult Population in Higher Education in 2000-01 in Cheshire and Warrington – Ranked by Ward

Ward name	HE students	Pop'n 15-59	Participation (%)
Westminster	15	2,220	0.68%
Grange	30	3,020	0.99%
Bewsey and Whitecross	74	6,090	1.22%
Rivacre	31	2,310	1.34%
Stanlow and Wolverham	48	3,480	1.38%
Central	36	2,410	1.49%
Westy	58	3,630	1.60%
Hulme	60	3,680	1.63%
Pooltown	40	2,390	1.67%
Maw Green	56	3,290	1.70%
Grosvenor	42	2,290	1.83%
Fairfield and Howey	118	6,330	1.86%
Blacon Lodge	68	3,620	1.88%
Orford	106	5,380	1.97%
Poplars	86	4,090	2.10%
Blacon Hall	109	5,050	2.16%
Winsford Wharton	64	2,950	2.17%
Rossmore	74	3,400	2.18%
Delamere	54	2,450	2.20%
Macclesfield Hurdsfield	60	2,700	2.22%
Winsford Dene	58	2,520	2.30%
Neston	48	2,010	2.39%
Northwich Wilton	97	4,040	2.40%
Winsford Over	95	3,850	2.47%
Macclesfield South	81	3,260	2.48%

Source: Cheshire Learning Partnership 2003. HESA data 2000-01 (1 worst, through to 25th ranking).

Key issue: Residents less likely to participate in HE originate from some of the top 20 per cent most deprived wards in Cheshire and Warrington.

North West participation levels (relative to overall population) lie at the lower end of the regional spectrum. Close to 60 per cent of all HE students originating in the North West also study within the region. Further analysis indicates that the proportion of North West origin students studying in the region generally increases with age and females have a higher tendency to remain within the region:

- the bulk of those responding to the HESA First Destination Survey from the region were employed in a full-time capacity (59%), with 69 per cent employed in some capacity.

The first destinations survey[34] indicates that:

- the public sector (public administration, health and education) attracts 41 per cent of all respondents
- finance and business services (banking & finance, insurance, professional services, computing, other business services) attract a further 25 per cent
- retailing, distribution and hotels and catering account for 11 per cent
- professional services attracts substantial numbers of leavers from science and engineering based programmes as well as more directly related subject areas
- only 9 per cent of leavers move to employment in the manufacturing sector
- while care in interpretation is required, a higher share of engineering programme area respondents flow into services than manufacturing sectors.

Overall graduate retention rate from 2000/01 is placed at approximately 62 per cent though rates for broad industry sectors tend to lie between 50 per cent and 75 per cent; very high proportions of those finding work in education and health/social services and moderately high proportions of those finding work in computing services and distribution tend to study within the region.

Key issue:* *Close to 60 per cent of all HE students originating in the North West also study within the region, however on graduation retention rates are below national average.

Work Based Learning- In the sixteen month period starting in March 2001, 2,925 young people aged between 19 and 24 commenced work based learning in Cheshire and Warrington (Table 2.30). The highest proportion of learners, nearly 21 per cent live in the Warrington area.

Table 2.30: Work Based Learning Entrants by Area

Live in	Number of starts	%
Chester	423	14.4
Congleton	356	12.2
Crewe & Nantwich	360	12.3
Ellesmere Port & Neston	353	12.1
Macclesfield	447	15.3
Vale Royal	377	12.9
Warrington	609	20.8
Cheshire & Warrington	**2925**	

Source: Cheshire and Warrington LSC, Cumulative Starts 2001/02, 19-24 residents.

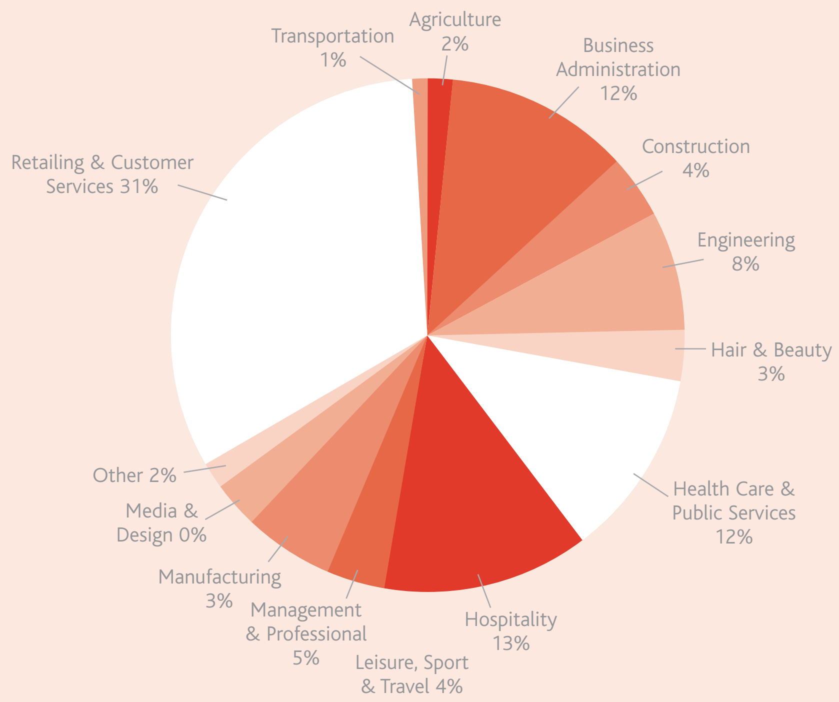
[34] Pion, (2002).

Just over thirty two per cent of learners received training in the retail and customer services sector. Other popular programmes included:

- hospitality (12.6%)
- health care and public services (12.1%).
- business administration (11.7%)

Chart 2.22 provides a full breakdown of the programmes undertaken.

Chart 2.22: Work Based Learning Programme Area Analysis



Source: Cheshire and Warrington LSC, Cumulative Starts 2001/02, 19-24 residents.

The proportion of male entrants to Work Based Learners falls from 54.3 per cent at age 16 to 18 to 44 per cent at aged 19. Further analysis by individual programme area reveals that males are more likely to undertaken training in the traditionally male dominated occupations i.e. construction, engineering and manufacturing, while females are more likely to enter health & beauty, health care & public services and business services (Table 2.31).

Table 2.31: Work Based Learning Programme Area Split by Gender (%)

Programme area	Male	Female
Agriculture	56.9	43.1
Business Administration	25.3	**74.7**
Construction	**99.1**	0.9
Engineering	**95.0**	5.0
Hair & Beauty	8.0	**92.0**
Health Care & Public Services	13.6	**86.4**
Hospitality	43.6	56.4
Leisure, Sport & Travel	47.7	52.3
Management & Professional	51.3	48.7
Manufacturing	75.0	25.0
Media & Design*	100.0	0.0
Retailing & Customer Services	41.4	58.6
Transportation	46.4	53.6
Total	**44.0**	**56.0**

***Source:** Cheshire and Warrington LSC, Cumulative Starts 2001/02, 19-24 residents. * Less than 10 Learners.*

2.3.6 Barriers to Learning

Cheshire and Warrington's continual low unemployment rates have resulted in a tightening of the labour market, forcing employers to look at different sources of recruitment. This has resulted in communities and individuals who have barriers to learning becoming more attractive to employers who have not previously sought them as recruits.

***Key issue:** The impact of near full employment has meant that Cheshire and Warrington has a 'tight labour market' the implications of which will need to be addressed through tailored learning opportunities.*

Individuals can face many barriers, they range from lack of affordable childcare and sufficient fee remission, to a lack of information on what is available. The top four barriers to learning as indicated by the "Cheshire and Warrington Household Survey –2002" were cited as being:

- lack of time (31%)
- family commitments (20%)
- the cost of courses or learning opportunities (12%)
- and lack of interest in taking part in training or learning (9%).

However not all respondents felt that they faced any barriers – more than one quarter (28%) believed that there were "no barriers" standing in their way.

Further analysis (Table 2.32) shows that perceived barriers to learning partly depend on personal circumstances. For example women are more likely to cite family commitments than men and individuals from non-deprived areas are more likely to feel constricted by time than those individuals from deprived areas.

Table 2.32: Barriers to Learning Comparison

	All	Male	Female	In work	Not in work	Deprived area	Non deprived area
Lack of time	31%	33%	29%	**39%**	13.7%	24%	32%
Family commitments	20%	11%	**29%**	19%	20.9%	21%	20%
Cost of courses or learning opportunities	12%	12%	12%	**13%**	8.7%	11%	12%
Lack of interest in taking part in training or learning	9%	10%	8%	6%	**16.1%**	8%	10%

Source: Cheshire and Warrington Household Survey 2002, based on all respondents.

Exclusion impacts in different ways on different groups. The Cheshire and Warrington Disadvantage Study 2002 identified links between the lack of confidence and self esteem in potential learners from within the deprived areas of Cheshire and Warrington and those individuals from minority ethnic communities. Women of the Bangladeshi and Chinese communities are particularly affected. The lack of understanding of cultural and religious issues, which affects these communities, results in further barriers.

In another report - "Emerging from the Chrysalis" the employment and further education experiences of Cheshire and Warrington's Deaf, deaf (D/deaf[35]) and hard of hearing population were specifically examined. The D/deaf community are especially affected by the lack of access to information and lack of suitable training provision to meet their needs. The study underlined the need for increased awareness of deaf disability issues amongst local employers and training organisations. This study was funded following a success bid for LSC Development Funding.

***Key issue:** Perceived barriers to learning partly depend on personal circumstances. The Cheshire and Warrington Disadvantage Study 2002 identified links between the lack of confidence and self esteem in potential learners from within the deprived areas and those individuals from minority ethnic communities. "Emerging from the Chrysalis" report indicated that the D/deaf community are especially affected by the lack of access to information and lack of suitable training provision to meet their needs.*

[35] The term D/deaf is used to describe the range of deafness: **Deaf** – refers to those Deaf people who describe themselves as British Sign Language users, and share a cultural identity as part of a linguistic minority within the Deaf community. **deaf** – refers those deaf people with a hearing loss who consider themselves to have a hearing loss and feel more at ease within the Hearing world.

3. Demand for Skills This section aims to provide an overview of employers and employees in the local area and the skill issues and problems which are faced.

3.1. Employers: Encouraging Engagement in Skills and Workforce Development

***Key issue:** Developing the skills of the workforce is critical. Currently, our workforce lags behind the rest of the world – our productivity is 9 per cent behind that of Germany, 18 per cent behind France and 38 per cent behind the US. Reducing the proportion of the workforce with low skills will contribute to closing this productivity gap*[36].

Evidence suggests that:

- skilled workers can increase the ability of an organisation to update its practices and products at the rate demanded by rapidly changing markets
- having highly skilled workers enable organisations to gain the full rewards of new capital investment and thus increase the likelihood that further investment will occur
- differing levels of skills play an important role in international productivity performance
- differences in physical and human capital can explain around 60 per cent of the productivity gap between domestically-owned organisations and US-owned organisations in the UK, and nearly all of the gap with other foreign-owned organisations
- training is associated with greater productivity gains than wage gains, implying a significant return for employers as well as individuals[37].

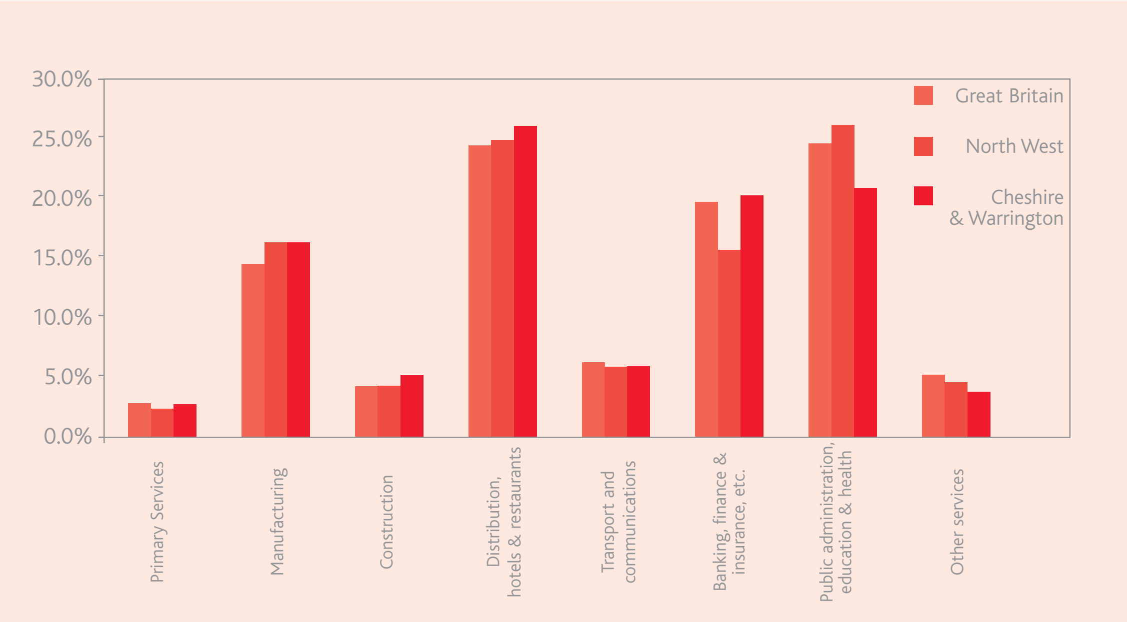
3.1.1 Employer and Employees Profiles

There are approximately 30,000 employers in Cheshire and Warrington employing nearly 415,500 individuals. Chart 3.1 illustrates the distribution of employment by broad industrial sector. Employment is concentrated within three main sectors; Distribution, hotels and restaurants, Public administration, education & health, Banking, finance and insurance. Together these three sectors make up 67 per cent of the workforce.

Employment in the Distribution, hotels and restaurants sector is particularly high. The sector employs in the region of 108,200 employees and accounts for over one quarter of all employment in Cheshire and Warrington.

[36] LSC Workforce Development Strategy, Summary of the National Policy Framework to 2005, Learning and Skills Council, November 2002.
[37] Developing Workforce Skills: Piloting a new approach, HM Treasury and DfES, April 2002.

Chart 3.1: Cheshire and Warrington Sector Analysis



Source: NOMIS, Annual Business Inquiry 2001.

A number of sectors are more significant in some districts than others. Table 3.1 shows the top three employment sectors in each of the districts and the percentage contribution in terms of the numbers employed.

Distribution, hotel and restaurant sector is key contributor in three of out seven districts - Chester, Vale Royal, Warrington and manufacturing in two – Congleton, Ellesmere Port.

Table 3.1: Top Three Employment Sectors – District Level

	Top Three Employment Sectors
Chester	Distribution, hotels and restaurants (28.7%) Public administration, education & health (25.4%) Banking, finance and insurance, etc (25.0%)
Congleton	Manufacturing (30.2%) Distribution, hotels and restaurants (24.7%) Public administration, education & health (18.7%)
Crewe & Nantwich	Public administration, education & health (27.8%) Distribution, hotels and restaurants (29.4%) Manufacturing (20.3%)
Ellesmere Port & Neston	Manufacturing (29.6%) Distribution, hotels and restaurants (25.7%) Public administration, education & health (16.8%)
Macclesfield	Banking, finance and insurance, etc (24.4%) Distribution, hotels and restaurants (24.3%) Manufacturing (19.2%)
Vale Royal	Distribution, hotels and restaurants (26.7%) Public administration, education & health (22.4%) Manufacturing (17.7%)
Warrington	Distribution, hotels and restaurants (25.6%) Banking, finance and insurance, etc (24.4%) Public administration, education & health (17.7%)

Source: NOMIS, Annual Business Survey 2001.

3.1.2 Employment Sites

When comparing the Cheshire and Warrington area against the North West and Great Britain analysis by size of employer displays a similar profile. Small employers dominate all three economies. In Cheshire and Warrington eighty two per cent of all sites employ between 1-10 employees. In some sectors this proportion is notably higher – Banking, finance and insurance 91 per cent and Other services 91.3 per cent. Sites with more than 200 employees only accounts for 0.8 per cent of the total number of employment sites, but in terms of actual numbers employ nearly 30 per cent of the total employment in Cheshire and Warrington. Table 3.2 provides a comparison of employment by size and sector.

Table 3.2: Comparison of Employment Sites by Size-Band

Sector	1-10 employees	11-49 employees	50-199 employees	200+ employees
Great Britain	83.2%	13.0%	3.1%	0.7%
North West	81.5%	14.3%	3.4%	0.8%
Cheshire and Warrington	**82.3%**	**13.6%**	**3.4%**	**0.8%**
Primary Services	79.0%	11.2%	6.9%	3.0%
Manufacturing	69.5%	20.1%	8.2%	2.2%
Construction	88.1%	8.9%	2.6%	0.4%
Distribution, hotels and restaurants	81.4%	15.7%	2.3%	0.6%
Transport and communications	80.2%	13.3%	5.3%	1.3%
Banking, finance and insurance, etc	91.0%	6.9%	1.6%	0.5%
Public administration, education and health	45.2%	40.2%	12.7%	2.0%
Other Services	91.3%	7.4%	1.2%	0.1%

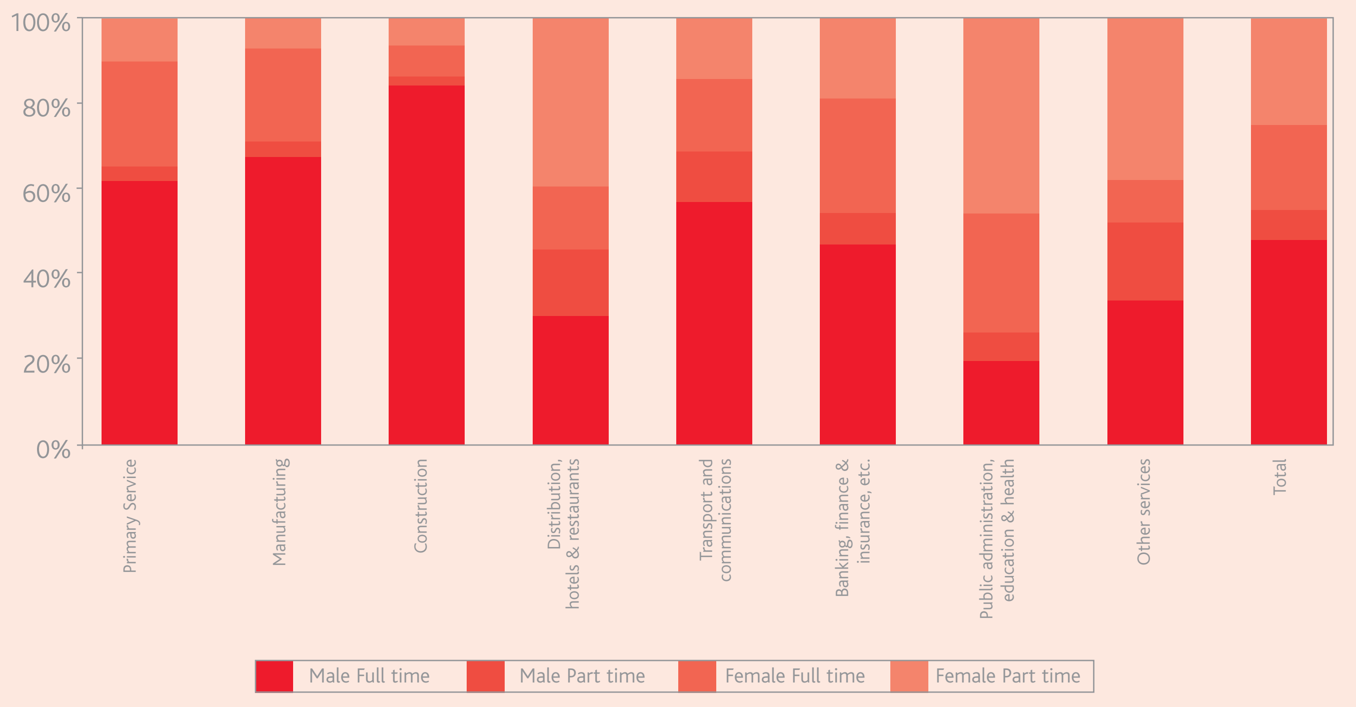
Source: NOMIS, Annual Business Survey 2001.

3.1.3 Employment Structure

Fifty two per cent of the Cheshire and Warrington workforce is male and 48 per cent female. Men and women tend to work in different sectors, three quarters of the public administration, education and health sector is female, but males outnumber females in the construction (89%), manufacturing (73%) and transport and communications (72%) sectors.

Overall 30 per cent of the workforce is employed part time, with females 4 times more likely to be part time than males. Part time working is also more significant in certain sectors i.e. distribution, hotels and restaurants (48.6%), public administration, education and health (44.5%) and other services (43.1%). Chart 3.2 provides a more detailed breakdown of employment structure by sector.

Chart 3.2: Employment Structure Analysis by Sector



Source: NOMIS, Annual Business Inquiry 2001.

Chester is the only district where the number of females in employment is higher than the number of males - just under 56 per cent of the workforce is female. By comparison, the figure for Ellesmere Port and Neston, is 41 per cent. It is therefore also not a surprise that Chester has the highest proportion of part time employment, over one third (34.2%). Table 3.3 provides further analysis.

Table 3.3: Employment Structure by District

	Total in employment	Male	% Male full time	% Male part time	Female	% Female full time	% Female part time
Chester	68,025	30,205	83.4%	16.6%	37,820	51.8%	48.2%
Congleton	32,349	17,883	88.7%	11.3%	14,467	48.8%	51.2%
Crewe & Nantwich	47,962	25,145	86.3%	13.7%	22,817	47.0%	53.0%
Ellesmere Port & Neston	32,162	19,141	89.2%	10.8%	13,021	48.3%	51.7%
Macclesfield	81,865	41,367	87.8%	12.2%	40,498	54.8%	45.2%
Vale Royal	47,062	24,510	86.8%	13.2%	22,552	48.0%	52.0%
Warrington	109,288	60,589	88.2%	11.8%	48,699	52.2%	47.8%
Cheshire and Warrington	**418,714**	**218,840**	**87.2%**	**12.8%**	**199,873**	**51.1%**	**48.9%**

Source: NOMIS, Annual Business Inquiry 2001.

Key issue: The demand for flexible learning opportunities in the workplace will ensure further opportunities for groups such as lone parents and those with caring responsibilities.

3.1.4 Employment Change

Employment in Cheshire and Warrington has increased by over 8 per cent since 1998, an increase significantly higher than both the North West and Great Britain averages of 3.5 per cent and 4.5 per cent respectively (Chart 3.3).

The largest sectoral increases have been seen in the Public administration, education and health sector (+38.0%), Transport and communications (+19.9%) and Construction (+19.5%) sectors. Over the same period the manufacturing industry has shown the greatest decline in the numbers employed by almost 3,000 individuals (-4.2%), although the decrease is still below regional and Great Britain averages.

However it is the Banking, finance and insurance sector, which requires highlighting. Both in Great Britain and the North West significant increases can be seen, with increases of 10.5 per cent and 7.7 per cent respectively, the picture in Cheshire and Warrington shows a loss of just over 3,500 jobs, -4.1 per cent.

Chart 3.3: Employment Change 1998 – 2001

Source: NOMIS, Annual Business Inquiry 1998-2001.

As the numbers of individuals in employment increases, the structure of the workforce in terms of gender and working patterns is changing too. Nearly 23,000 more females now work in the Cheshire and Warrington area compared to in 1998. This equates to over 75 per cent of the total employment growth in the area and significantly over half of this group are employed part time. Part time working has increased by nearly 16 per cent over the same period, an additional 16,900 individuals. Table 3.4 provides a comparison at district level.

Table 3.4: Employment Structure % Change 1998 – 2001

	Total in employment	Male	% Male full time	% Male part time	Female	% Female full time	% Female part time
Cheshire and Warrington	7.8%	3.3%	1.6%	17.5%	13.0%	16.1%	10.6%
Chester	7.3%	0.5%	-1.5%	11.9%	13.4%	-4.8%	**16.4%**
Congleton	1.5%	-1.1%	-3.7%	25.4%	5.0%	28.7%	**40.0%**
Crewe & Nantwich	22.9%	14.0%	10.5%	**42.3%**	34.4%	9.1%	18.1%
Ellesmere Port & Neston	-0.7%	-8.5%	-11.6%	**29.3%**	13.6%	9.3%	9.3%
Macclesfield	4.8%	0.7%	0.9%	-0.7%	9.3%	**22.2%**	19.2%
Vale Royal	8.1%	-1.3%	-2.8%	9.6%	**20.6%**	11.0%	19.9%
Warrington	18.5%	20.8%	17.7%	**43.7%**	15.7%	11.1%	15.1%

Source: NOMIS, Annual Business Inquiry 1998 - 2001.

3.1.5 Workforce Development

The Cheshire and Warrington Employer's Survey 2001-02, showed that an estimated 22 per cent of employees do not have any qualifications. This finding was consistent with the Labour Force Survey and previous TEC surveys. There are also particularly high concentrations of unqualified staff in the Wholesale/Retail and Transport and Communications sectors. Indeed, among all sales staff, over two thirds have no qualifications that help them with their current job.

However, despite the lack of qualifications in some areas, generally employers are happy that staff at all levels are proficient in their current job. The biggest area of concern was personal service employees where nine per cent of employers did not believe these staff were proficient (Table 3.5). The main issue in terms of lack of proficiency for occupations with lower skill requirements is related to staff turnover and therefore having new people in post. Some employers did cite inability to keep up with change and reluctance to take up training opportunities as causing some deficiencies among senior occupations. Lack of customer handling skills was the most widely shared deficiency and affected Sales in particular.

Table 3.5: Proportion of Employers with Staff who are Not Proficient at their Current Job, by Occupation

Occupation	Per cent
Personal Service	9.1%
Sales	8.4%
Associate Professional	8.1%
Process	7.8%
Elementary	7.3%
Skilled	4.8%
Administrative	3.6%
Professional	2.5%
Managers	0.8%

Source: Cheshire and Warrington Employer Survey 2001-2002.

The survey also suggested that the majority of employers do not believe that there are barriers to maintaining a fully proficient workforce. For those employers who did perceive barriers against developing or maintaining a fully proficient team the reasons were cited as follows:

- the cost of training
- difficulties in providing time off and covering for staff
- shortage of suitable courses.

***Key issue:** Local employers believe that there are no barriers to maintaining a fully proficient workforce to meet the needs of the local economy.*

Employers are one of the major influencers on individuals undertaking learning or training and 40 per cent of employers had supported training for their staff in the previous 12 months[38], compared to only a third of employers nationally. There are strong links between the size of an employer and the amount of training an individual can expect to receive. The larger the employer the more likely the individual is to receive training. Only 34 per cent of employers employing between 1-4 employees had provided training in comparison to 93 per cent in companies with 250+ employees.

Table 3.6 provides the results from the national 2001 Employer Skills Survey, it clearly shows that amount of training provided by employers increases with employer size. Sixty six per cent of businesses with between 1 and 9 employers provide either on or off the job training rising to 97 per cent in companies employing between 50 and 249.

Table 3.6: Provision of Training by Size of Employer (% of Employers)

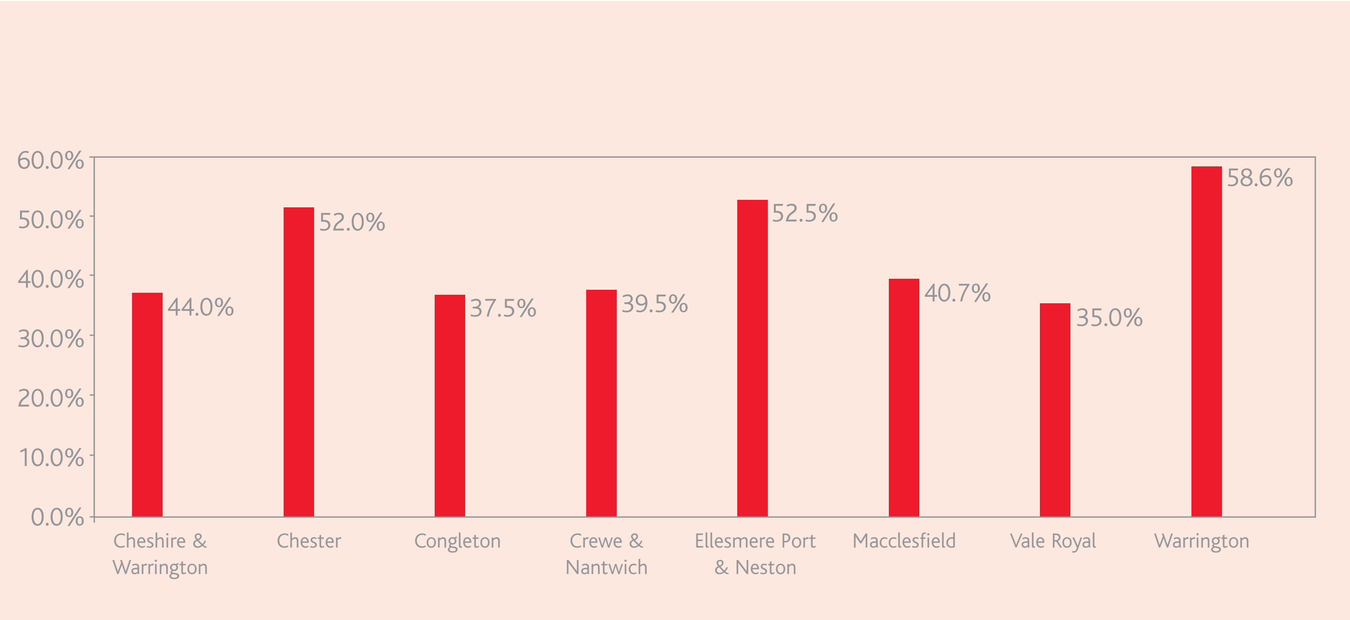
Size	Off the job	On the job	Both	Either
Micro (1-9)	29%	57%	20%	66%
Small (10-49)	63%	82%	54%	91%
Medium (50-249)	77%	89%	70%	97%

***Source:** Employer Skills Survey, DFES, 2001.*

Chart 3.4 shows the difference in the proportion of employers supporting off the job training in each of the Cheshire and Warrington districts. Only just over a third of organisations had funded off the job training in Congleton and Vale Royal compared to 59 per cent in Warrington.

[38] Cheshire and Warrington Learning and Skills Council, Employers Survey 2001-2002.

Chart 3.4: Organisations Funding Off the Job Training in the Previous 12 Months



Source: Cheshire and Warrington Learning and Skills Council Employer Survey 2001-2002.England

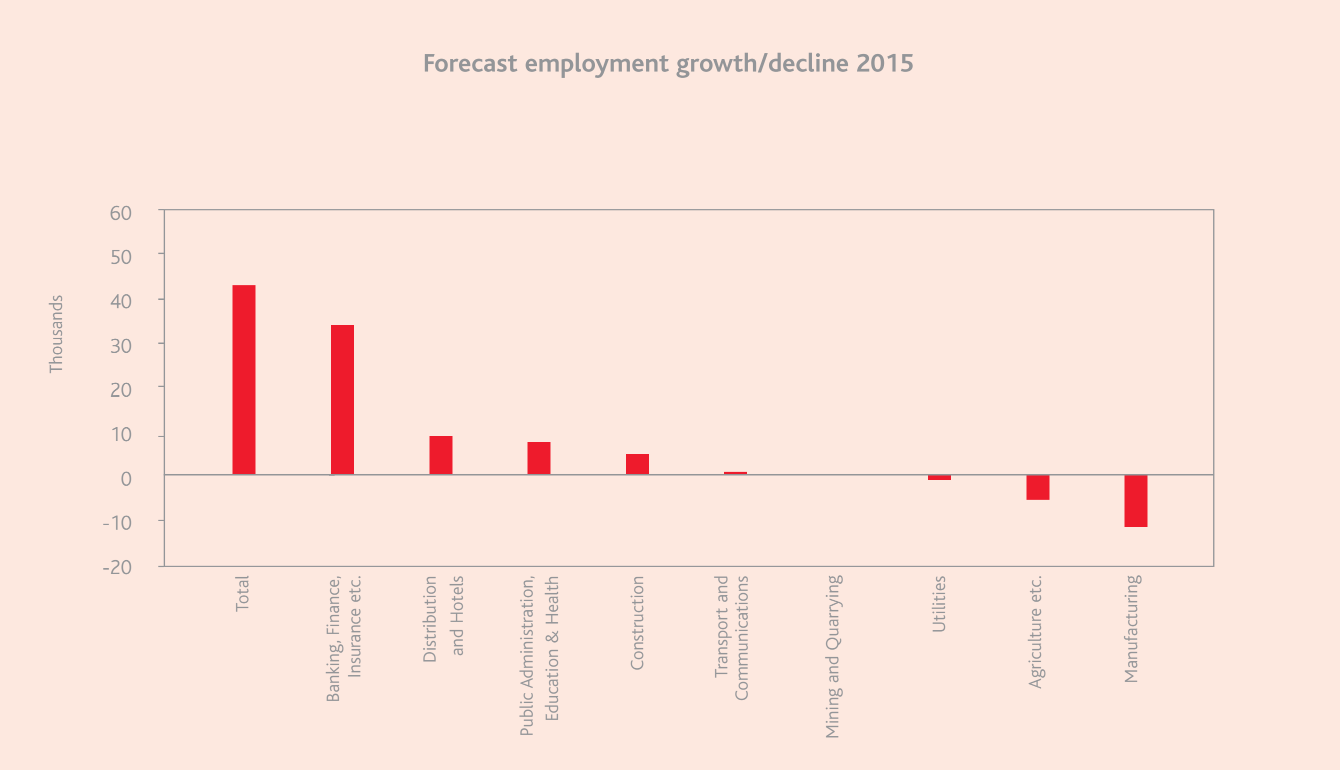
Analysis by individual sector showed that Education had the highest proportion of employers paying for off the job training for staff at 83 per cent. Around two thirds of employers in the Public administration, Health and Financial services sectors also paid for off the job training. Those sectors which had the smallest proportion of employers paying for off the job training were Manufacturing, Primary and Construction.

Key issue: Only 34 percent of 1-4 employee organisations have funded off-the-job training in the previous 12 months compared to 93 per cent of those with 250+ employees.

3.1.6 Employment Forecasts

Recent forecasts have indicated that employment in Cheshire and Warrington is set to increase by nearly 12 per cent in the period up until 2015. The main growth is expected to come from the Business and Financial services sector with an estimated additional 42,000 jobs. Other key growth sector include Distribution & Hotels and Public Administration, Education & Health, with 9.7 per cent and 8.6 per cent growth forecasted respectively. Although the manufacturing sector is set to continue to decline there is an expectation that demand for replacement labour in this sector will increase due to an already older than average workforce. Chart 3.5 shows the forecast sector growth and decline in Cheshire and Warrington in the period up until 2015.

Chart 3.5: Forecast Employment Growth/Decline by Sector, Cheshire & Warrington, 2000-2015



Source: Baseline projections from CE/IER software, consistent with Regional Economic Prospects, February 2003.

***Key issue:** Future employment growth in Cheshire and Warrington will be driven from the Business and Financial services sector. Other key growth sectors include Distribution & Hotels and Public Administration, Education & Health.*

This drift in employment increasingly towards the service sector has significant implications for the occupational structure of the area. The State of Skills in the North West provides further evidence to support this trend. The report indicates strong growth in teaching and research, caring and personal services, corporate managers, scientific and technical professionals, business and public service associate occupations and decline in elementary plant and machine operatives and skilled trades.

The Skills for Growth Employer report 2002 focused upon the impact on skills supply and demand in Cheshire and Warrington in the future, specifically the requirements of the proposed Omega Business Park Development in Warrington.

OMEGA is located to the north west of Warrington in the site of the old Burtonwood airfield, mid way between the two major conurbations of Liverpool and Manchester. With the potential to accommodate 7 million sq ft of floor space and present forecasts indicating the creation of up to 12,000 new jobs, this development will play a key role in the future economic success of the region. The site will be the largest Business Park in Europe. Omega will target specific high technology and high productivity sectors which at national level are distinguished by some very difficult challenges, particularly in providing the quantity or quality of recruits to their industries.

***Key issue:** The Omega Business Park development in Warrington will create around 4,500 new jobs by 2007 and 12,000 new jobs by 2011, with many of these jobs planned in sectors where demand is strong for highly skilled individuals.*

3.1.7 Skills Shortages & Skill Gaps

In general, areas of low unemployment tend to have a higher average incidence of hard to fill and skill shortage vacancies than areas with high unemployment rates and vice versa[39]. However recent evidence indicates that Cheshire and Warrington currently experiences lower than average hard to fill and skill shortage vacancies, despite its low levels of unemployment. Table 3.7 provides an area comparison of the total vacancies, hard to fill and skill shortage vacancies expressed as a percentage of the total employment[40] by local regional and national level. In Cheshire and Warrington, total vacancies account for 3.15 per cent of employment. Hard to fill vacancies account for 1.49 per cent and skill shortage vacancies for 0.19 per cent (second lowest in England).

Table 3.7: Vacancies as a Percentage of Employment

Area	Vacancy Density		
	Total	Hard to Fill	Skill Shortage
England	3.74	1.73	0.77
North West	2.86	1.28	0.63
Cumbria	3.03	2.16	1.56
Lancashire	2.54	1.35	0.90
Greater Manchester	2.63	1.16	0.67
Merseyside	3.14	0.81	0.34
Cheshire and Warrington	**3.15**	**1.49**	**0.19**

Source: National Employers Survey, DfES 2001.

A strong correlation can be found between size of establishment and the reporting of hard to fill and skill shortage vacancies. There is a greater proportion of larger organisations (with 200 or more employees) reporting hard to fill or skill shortage vacancies than in medium or small organisations (Table 3.8).

Table 3.8: Percentage of Establishments Reporting Hard to Fill and Skill Shortage Vacancies by Size Band

Area	Hard to Fill				Skill Shortage			
	0-24	25-199	200+	All	0-24	25-199	200+	All
England	6.4	20.4	29.0	7.5	3.3	8.9	14.2	3.7
North West	5.8	15.9	20.1	6.6	3.2	7.7	11.7	3.6
Cumbria	9.0	14.8	21.6	9.3	7.9	7.0	14.4	7.9
Lancashire	6.8	18.5	11.9	9.2	5.0	8.5	9.6	5.8
Merseyside	4.4	12.8	16.7	5.6	3.6	4.5	8.8	3.8
Greater Manchester	5.1	18.0	25.0	6.2	2.9	12.0	12.5	3.7
Cheshire and Warrington	**5.1**	**13.8**	**23.4**	**5.4**	**0.3**	**4.1**	**11.5**	**0.4**

Source: National Employers Survey, DfES 2001.

39 Exploring Local Areas, Skills and Unemployment, DfES, 2002.
40 The density of vacancies.

In Cheshire and Warrington, with the exception of hard to fill vacancies in organisations employing 200+ individuals, the percentage of organisations reporting vacancies is lower than the North West and England averages.

Nationally the number of hard to fill and skill shortage vacancies increased between 2001 and 2002, although they did remain lower than in 1999[41]. Around one quarter of all vacancies and hard to fill vacancies identified, were in the wholesale, retail and hospitality sectors. Skill shortage vacancies are most likely to occur in the health and social care, wholesale, retail and hospitality and finance and business services sectors. Skill shortages were also associated with growing businesses and those operating above full capacity.

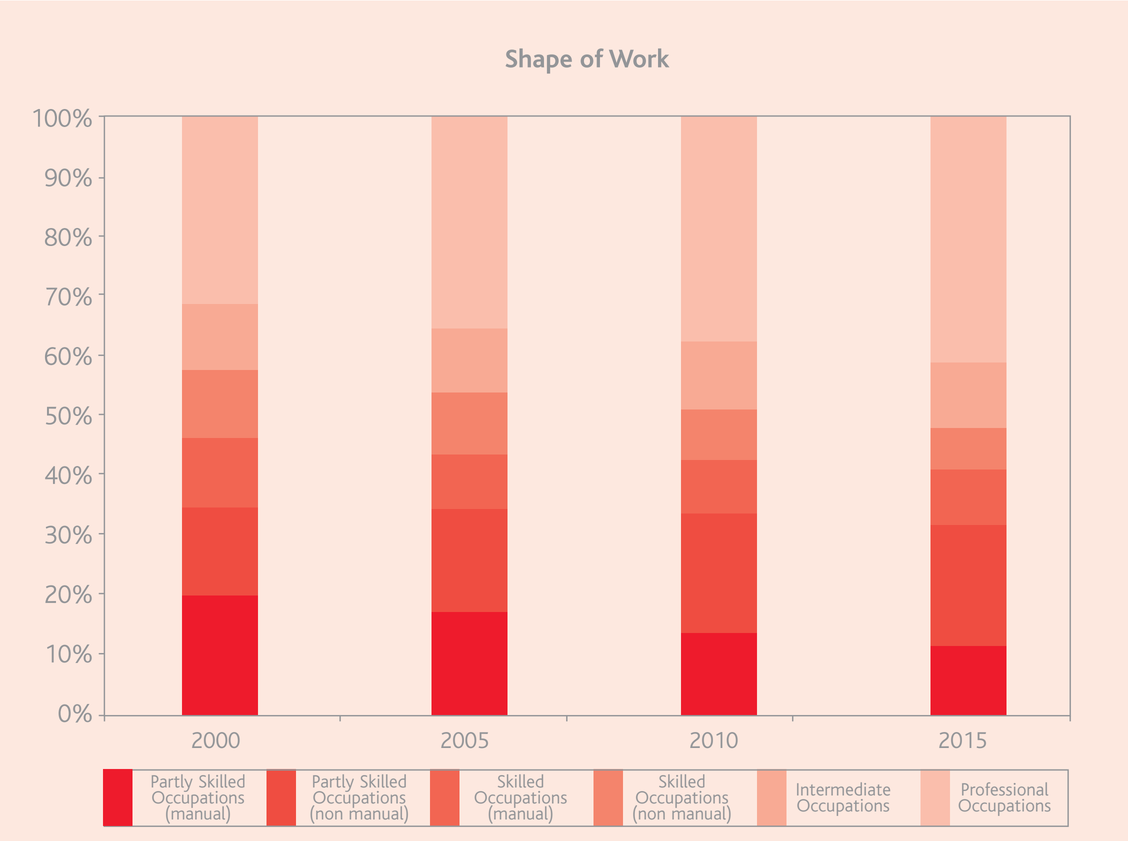
Key points to highlight by sector are as follows:

- in manufacturing the key areas of difficulty are amongst the skilled trades and operatives occupations – over half of all reported hard to fill and skill shortage vacancies
- recruitment difficulties among skilled trade occupations are even greater in construction – almost two thirds of this occupational group suffers from skill shortage vacancies and 60 per cent of hard to fill vacancies, 17 per cent of skill shortages vacancies in this sector involves professionals
- sales and customer service occupations have the highest proportion of hard to fill vacancies (42%) in the wholesale, retail and hospitality sectors, although they have only 28 percent of skill shortages
- in transport and communications, three out of four skill shortage vacancies are for operatives
- recruitment difficulties centre on the professional and associate professional occupations in the finance and business services sector, with 31 per cent of skill shortage vacancies for associate professional occupations and 24 percent for professionals
- skill shortage vacancies in public administration are spread among professional, associate professional and administrative personnel occupations
- in education the main focus of recruitment difficulties is among professionals with 70 per cent of all skill shortage vacancies affecting this group, with another 18 per cent concerning jobs in personal service occupations
- over half of skill shortage vacancies in the health and care sector are for associate professional occupations, with the remainder divided between personal service and professional occupations.

Employment in Cheshire and Warrington forecast to increase in the period up until 2015. This will have a significant impact on the local economy with an expected major decline in the number of unskilled and low skilled jobs, a massive increase in technical and professional staff and with considerable growth in management and technical employment (Chart 3.6).

[41] Employer Skills Survey, DFES, 2002.

Chart 3.6: Shape of Work in Cheshire and Warrington



Source: Baseline projections from CE/IER LEFM software, consistent with Regional Economic Prospects, February 2003.

***Key issue:** A major decline is forecast in unskilled and low skilled jobs in the Cheshire and Warrington area in the period up to 2015.*

Appendix 1 - Key Employers by District

	Employer	No of Employees
Chester	HBOS	4,500
	Cheshire County Council – Social Services	4,327 HQ
	Cheshire County Council – Education	2,708
	MBNA	2,400
	Marks and Spencers Financial Services	1,500
	Countess of Chester NHS Trust	900
Congleton	Aventis Pharma	1,000
	WBB Minerals	1,000
	Tywford Bathrooms	900
	Airbags International Ltd	800
	Tesco (distribution)	500
Crewe & Nantwich	Mid Cheshire Hospital NHS Trust	3,000
	Bentley Motors	2,600
	Bombardier Transportation UK Ltd	985
	Royal Mail, Crewe Mail Centre	900
	Crewe and Nantwich Borough Council	820
Ellesmere Port & Neston	Vauxhall Motors	4,353
	Protocal Skills Ltd	1,077
	Ellesmere Port & Neston Borough Council	568
	Shell UK Stanlow Refinery	540
	Ellesmere Port & Neston Primary Care Trust	412
	Shell Chemical Stanlow	330
Macclesfield	Astra Zeneca	5,000
	Astra Zeneca UK manufacturing	3,600
	Barclays Bank – UK IT Centre	2,500
	East Cheshire NHS Trust	2,400
	Macclesfield Borough Council	1,000
	Royal London	1,000
Vale Royal	Cheshire Fire Brigade	933 HQ
	Vale Royal Borough Council	615
	Mid Cheshire College	550
	Morrisons (distribution)	500+
	Brunner Mond (chemicals)	480
Warrington	United Utilities Service Delivery	4,499
	Warrington Borough Council	4,252
	United Utilities Contract Solutions	2,500
	Five Borough Partnerships NHS Trust	2,400
	BT Call Centre	1,700

Appendix 2 - Main Skill Trends Summary

Sector	Employment Growth/Decline	Examples of Key Employers	Location	Skill Issues
Agriculture & Assoc. Industries	Decline overall- employment in sub-sectors is expected to increase notably in environmental conservation, equine, horticulture and landscaping.	The countryside is a significant element of Cheshire and Warrington. It supports the economy, landscape, environment, heritage and distinctive quality of life.	Across rural Cheshire	The main drivers for change in skill demand in agriculture are: • technological developments • increased knowledge – driven methods of working • increases in productivity • commercial pressures • demand for higher quality products • legislation (environmental and health & safety) • diversification into non-farming activities e.g. farm-based tourism, retail outlets and other leisure activities.
Biosciences-Biotechnology	Buoyant- significant growth in production and number employed.	Protherics Plc - Macclesfield Advanced Medical Solutions - Vale Royal Cyprotex - Macclesfield Transgenomic Ltd - Crewe Tessella Support Services Plc - Warrington Eden Biopharm Ltd - Ellesmere Port	Concentrated around Macclesfield	The fusion of sciences has important implications for skills: • demand for people who can work within the new technology and apply established production technologies and disciplines in fabrication and assembly • entrepreneurial inclination to commercialise basic science • ability to project-manage complex product development • skills relating to analytical competence, statistical methods, and laboratory techniques.
Chemicals, pharmaceuticals and plastics	Skills needs in the industry are increasing at a faster rate than the skills base of the workforce. Pharmaceuticals industry is forecast to have one of the highest sector growth rates (between 2000- 2015 at 5.3 per cent growth p.a (GVA)).	Astra Zeneca - Macclesfield, Brunner Mond (UK) - Vale Royal Ineos Silicate - Warrington Kemira Agro UK Ltd - Ellesmere Port & Neston Lever Faberge Ltd - Warrington Solvay Interox Ltd - Warrington Henkel Consumer Adhesives - Winsford Aventis Pharma - Holmes Chapel H W Plastics Ltd - Macclesfield Jiffy Packaging Co Ltd – Winsford.	Macclesfield, Congleton, Warrington, Vale Royal, Ellesmere Port	Chemicals: • most companies cited shortages of Key Skills and other generic skills. Pharmaceuticals: • recruitment difficulties related to personal qualities of potential applicants. Plastics: • managing the process of upgrading skills is becoming more complex as the skills requirement increases. Cross-cutting themes for the sectors include: • problem-solving • process knowledge • ability to communicate • IT skills • team working and problem solving are essential • changing working patterns are raising the levels of skills needed • competencies in areas such as business awareness, commercial skills and project management are also important.

Clothing, Textiles and Footwear	Stable – decline.	Airbags Ltd - Congleton Cosmopolitan Textiles Company Ltd - Winsford Eagle Ottawa Leather Ltd- Warrington	Macclesfield, Congleton.	Employers[42] indicate that some 64 per cent of managers and technical specialists need to improve their skills base, as they do not have sufficient relevant skills to perform their job effectively. The main areas of skill deficiency include: • technical skills • lack of managerial, operative and supervisory skills across clothing manufacturers • problem solving skills • lack of transferable skills.
Construction	Strong growth projections[43] suggest construction is in the top 10 GVA contributors in 2000 and is forecast to be one of the main contributors to economic growth up to 2015.	Galliford Northern - Warrington The Emerson Group Ltd - Macclesfield Sunley Turriff Construction Ltd - Vale Royal Boulting Group PLC - Warrington Dimension Data Advanced Infrastructure Ltd - Warrington Pochin (Design & Build) Ltd – based in Middlewich	Vale Royal, Warrington, Macclesfield.	If construction output continues to grow in accordance to recent forecasts, this will present a significant challenge to the industry in terms of recruiting sufficient skilled craft operations and professionals. Technical skills gaps include: • 80 per cent of the current workforce do not possess an NVQ or equivalent qualificationand hence are not eligible to receive a CSCS[44] card to operate in the industry • over the next 8 years some 500,000 existing workers will need to be qualified through OSAT (On-site Assessment andTraining) • lack of IT skills among older staff.
Retail and wholesale	Considerable growth forecast.	Retail Cheshire Oakes retail outlet - Ellesmere Port Gemini Retail Park – Warrington Logistics Tesco - Middlewich Safeway - Warrington Brit European Transport Ltd – Crewe James Irlam & Sons Ltd – Knutsford Sutton & Sons (St Helens) Ltd – Knutsford Target Express Parcels – Warrington	Warrington, Macclesfield & Chester.	Most cited skill gap in both retail and distribution is communication skills, 43 per cent and 40 per cent respectively. Other skill gaps which have been identified as lacking include: • new technology is having an impact on the sector. • customer handling – retail • technical and practical skills – wholesale distribution. • growing demand for team working and flexibility. Over half of vacancies are described as 'hard to fill'.

42 FLNTO Skills Foresight 2001.
43 Economic Bulletin (2003). Baseline projections from CE/IER software, consistent with Regional Economic Prospects, July 2002.
44 Construction Service Certification Scheme.

Education	Steady growth.	265 primary and 69 secondary schools Cheshire LEA Warrington LEA 5 general Further Education Colleges, 1 land based and 2 VI Form Colleges Chester College of Higher Education Manchester Metropolitan University (Crewe Site)	Chester, Warrington & Vale Royal.	Nearly four out of ten vacancies are described as 'hard to fill'. Internal skill gaps are reported amongst: • professional occupations • clerical and secretarial staff • managers and administrators • associate professional staff The skills which are most commonly described as lacking include: • communication • advanced IT/software • management skills • problem solving.
Electricity, Gas & Water	Stable.	United Utilities, - Warrington Bechtel Water Technology - Warrington TXU Energi now PowerGen, Alstom Power UK- Knutsford, Macclesfield	Concentrated mainly across Warrington and Macclesfield	Electricity: • the sector needs increased recruitment of craft and apprenticeships and graduate trainees. Gas: • restructuring and cost rationalisation has widened job boundaries and work roles across all occupations which now involve greater autonomy. Water: • IT skills anticipated in the utilities industry include basic computer literacy, advanced IT and software skills. Cross-cutting themes for the sectors include: • multi-skilling and up-skilling • increased demand for technical skills • demand for soft skills • customer service skills and business awareness, driven by customer expectation and competition.
Engineering Transport Equipment; Automotive, aerospace	The engineering sector has experienced significant growth over the last few years +6.5 per cent since 1998 compared to a regional and national decline. Automotive and aerospace will experience moderate growth.	CHK Engineering - Crewe RO Defence - Crewe *Transport equipment:* Bentley Motors - Crewe Vauxhall Motors - Ellesmere Port Bombardier Transportation UK Ltd - Crewe	Crewe, Ellesmere Port and Warrington	The main areas of skill deficiency include: • lack of critical skills in the newer high-technology areas • new and specific technical skills, e.g. CNC and CAD (EMTA 2000) • task flexibility is being given more emphasis, as is the need for better 'soft' skills in all occupations • managers and supervisors need to develop their skills, in particular more generic skills as emphasis is placed on efficiency and competitiveness.

Financial Services	Strong growth - MBNA expected to recruit a further 2,700 people.	HBOS – Chester Barclays Bank – Knutsford MBNA – Chester Marks & Spencer Financial Services – Chester Cheshire Building Society - Macclesfield	Chester, Macclesfield.	Staff turnover remains a major concern with the industry. Key skill shortages include: • ICT • technical skills • supervisory / managerial skills • customer service • project / contract management skills.
Food and Drink	Moderate Growth.	Frank Roberts & Son Ltd - Northwich Hazelwood Chilled Meals - Warrington Nestle - Vale Royal Burtonwood Brewery plc - Warrington Primebake Ltd, Nantwich, Cheshire Centura Foods Ltd - Middlewich Harrison (Poultry) Ltd. - Warrington	Vale Royal, Warrington, Crewe & Nantwich	Skill requirements for this sector include: • strong demand for multi-skilled workers for example, skilled production workers have been required to possess sales and customer service skills • basic and key skills e.g. communication and team-working • IT skills among skilled workers • generic management skills • motivation and attitude • basic skills and generic skills.
Health Care	Steady long term growth.	Cheshire Community Healthcare Trust – Nantwich Warrington Community Healthcare Trust – Warrington Mid Cheshire Hospital NHS Trust – Crewe North Cheshire NHS Trust – Warrington East Cheshire NHS Trust – Macclesfield Countess of Chester NHS Trust – Chester	Present across all areas of Cheshire and Warrington.	The sector urgently needs to needs to recruit and retain staff. Non clinical gaps and shortages include: • ICT • communication • management and leadership • assessment / verification / supervision and mentoring • counselling.
Hospitality, Leisure & Tourism	Steady long term growth.	Hanover International Hotel – Warrington Pinnickity Inns – Congleton Brunning & Price – Chester Holidaybreak plc Camping Division UK – Hartford Shaw Catering Company Ltd – Warrington	Present across all areas of Cheshire and Warrington, with the main concentration in and around Chester.	Missing across all sub sectors: the ability to follow instructions, communication skills, customer care skills, flexibility and initiative amongst staff. Most critically cited managerial skills e.g. financial and technical skills.

Information and Communications Technology (ICT)	Strong growth.	Siemens ICL/Fujitsu Surfcontrol Geoworks Schlumberger Sema Entek Ird International	Warrington, Macclesfield.	Technical skills gaps include: • IT operating systems • networking • database skills. Missing generic skills gaps include: • problem solving • general IT user skills • awareness of IT industry issues.
Manufactured fuels	Fluctuating due to external factors that have caused a threat to the industry.	Associated Octel Company Ltd - Ellesmere Port Shell - Stanlow BNFL - Warrington Corporate centre for BNFL - Daresbury Park (Halton)	Main location Ellesmere Port	Key skill shortages include: • labour turnover is expected to rise sharply over the next few years as a high proportion of the workforce that is nearing retirement age • IT skills, specifically among older workers is in demand • communication • generic management and leadership skills.
Media and Creative Industries	Continued growth.	Chester Chronicle & Associated Newspapers Ltd – Chester Newquest (Cheshire & Merseyside) – Warrington North West Auto Trader – Warrington Quattroleisure Ltd – Warrington Cosmopolitan Textiles - Winsford	Warrington, Macclesfield & Chester.	The main areas of skill deficiency include: • broadcast engineers - television • production accountants – film • new entrant level craft and technical grades • basic drawing skills, shortage of trainers – animation • technical skills, readiness to work & management skills – interactive media, facilities and corporate production.
Other Business Services	Growth.	Real Estate, Renting: Bridgefords, Owen Knox, Robert Jordon & Associates, Macmillans, Frank Marshall, A-Plant Ltd. Other Business Services: IT-AEON Ltd (Software Consultants), 481 IT Consultancy, Cybermetrix Ltd, Renorth Ltd.	Present across all areas of Cheshire and Warrington.	Across all sub sectors: • ICT • management • legislation • customer care • financial / technical • business planning.

Passenger Transport	Slight growth.	Warrington Borough Transport Ltd – Warrington Chester City Transport – Chester Warrington Community Transport Dial a Ride – Warrington Arriva Buses – Crewe	Present across all areas of Cheshire and Warrington.	One in six individuals in the workforce hold no qualification. Perceived low levels of literacy & numeracy. High staff turnover. Skill shortages in automotive fitters, engineers and managers.
Public Administration	Short term growth, followed by slight decline.	6 Borough Councils 1 Unitary Authority Cheshire Fire Service – Vale Royal Cheshire Constabulary – relocating to Vale Royal Cheshire Social Services – Chester North West Development Agency – Warrington Department for Environment Food and Rural Affairs – Crewe Department for Work and Pensions – Chester	Present across all areas of Cheshire and Warrington.	ICT skills levels are a priority issue for the sector, along with a growing need for generic skills across all staff i.e. customer service, prioritisation, numeracy, problem solving and team working.
Social Care	Steady long term growth.	Cheshire County Council Social Services & Health – Chester CLS Care Services – Nantwich The David Lewis Centre – Alderley Edge NCH North West Region – Warrington East Cheshire Hospice – Macclesfield	Warrington, Macclesfield.	With formal entry requirements into this sector low, particularly for care assistants and cleaners has resulted in the following internal skill gaps: • low level of basic skills • the need for broader and higher level skills • monitoring skills linked to effective performance • communication, counselling and negotiating skills.

Voluntary Sector	Limited growth.		Present across all areas of Cheshire and Warrington.	Existing skill gaps within the sector are varied, covering both management and wider organisational skills. ICT continues to create a persistent skill gap and other softer skills such as customer handling have become more widespread. Needs for the future include management skills, team working, partnership working, leadership and fundraising.
Wood, paper printing & publishing	Stable.	Ilford Imaging Ltd - Macclesfield, Bridgewater Paper - Ellesmere Port The Chester Chronicle and associated news Newsquest Ltd, (Cheshire/ Merseyside) based in Warrington.	Macclesfield, Warrington	Skill requirements for this sector include: • new media and web skills are increasingly becoming important • high levels of IT skills operating within high-profile sectors such as media, e-commerce, advertising and marketing • increased flexibility and innovation is what the industry demands.

Local Area Profile

Cheshire and Warrington Key Facts

Location
Cheshire and Warrington covers an area of 2,257sq km and contains a mixture of rural and urban communities. Employment growth has helped Cheshire and Warrington to continue to be the most prosperous area of the North West with a GDP/head, which is 114 per cent of the UK average. Cheshire and Warrington has a fast- growing economy, which lies at the centre of the second largest concentration of economic and commercial activity in the UK. The area makes a significant contribution to the regional economy.

Business
The local economy contains around 28,810[45] businesses and accounts for output of £12bn, around a sixth of North West GVA (Gross Value Added).

418,713 people of working age are employed in Cheshire and Warrington, with growing sectors including business, financial and professional services as well as the high tech sectors such as ICT and telecommunications. The importance of manufacturing to the area will remain prominent, most notably in pharmaceuticals and also in the motor vehicle sector.

Population
Cheshire and Warrington has a population of 864,868, with its working age population over 529,000[47] (76.3%), of these 432,000 (81.7%) are economically active. Ninety six per cent (415,496) of those who are economically active are in employment, of which 47,000 are self-employed. Overall Cheshire and Warrington's activity rates are higher than the North West and Great Britain averages. At 1.6 per cent, the unemployment rate is below the national average of 2.6 per cent[46]

The Learning and Skills Council for Cheshire and Warrington
The local Council funds around 59,000[47] people through learning in any one year: 46,683 through further education institutions, 7,669 through school sixth forms, 4,976 through Work Based Learning and around 30,000 through Adult and Community Learning.

89.2 per cent of year 11 school students continued in education and training in 2002 - an increase of 4 per cent on the previous year.

Employers in Cheshire and Warrington have identified a number of specific future skills needs, including ICT, customer service and the ability to update current skills levels.

Chester- Population 118,210
Chester is the county town of Cheshire and covers an area of 448 square kilometres (173 square miles). Its excellent concentration of motorways, roads and railways has made it an ideal location for inward investment, 19,000 jobs have

[45] IDBR 2003 for Cheshire and Warrington from ONS (aggregated data) by the Economic Research Team, CWEA.
[46] ONS resident working age population estimates, July 2003.
[47] MIS Cheshire and Warrington LSC.

been created since the early 90s and in excess of £920 million worth of private sector investment[48] has been gained.

The Chester economy is heavily weighted towards the service sector with the distribution, hotel and restaurant sector well established as a key strength in the Chester economy, accounting for 29 per cent of employment. The Tourism industry alone is estimated to attract c6 million visitors, which generates £350 million per year in income. Chester was recently ranked best city in England to visit and tenth most profitable in a survey of English towns and cities.

Congleton- Population 90,655
The Borough of Congleton is located in the southernmost part of the North West Region of the UK and covers an area of 207 square kilometres (80 square miles). It lies 12 miles (19 kilometres) north of Stoke-on-Trent and 28 miles (45 kilometres) south of Manchester and has excellent access to roads and motorways with the M6 passing through at junctions 16, 17 and 18. Congleton provides the ideal mix of attractive countryside dotted with small villages and the vibrant towns of Alsager, Congleton, Holmes Chapel and Sandbach.

A strong manufacturing base has contributed to its buoyant economy and sustained economic growth over the years. Future employment growth will be concentrated around the traditional employment sectors of textiles, automotive and chemicals, with further growth anticipated in distribution and hotels.[49]

Crewe and Nantwich- Population 111,007
Crewe and Nantwich covers an area of 430 square kilometres (160 square miles) and is situated south of the county. The two main towns offer a contrast with Crewe being a thriving modern industrial and commercial centre, which is complemented by the historic town of Nantwich.

Crewe has a long history as a manufacturing and railway engineering centre, Nantwich is best known for its agricultural strengths, especially in the dairy industry. In recent years a wide range of new companies has been attracted to the area, with a growing high technology, distribution and service sector element.

Ellesmere Port & Neston- Population 81,672
The Borough covers an area of 87 square kilometres (32 miles) spanning the southern part of the Wirral peninsula, stretching from the River Dee on one side to the Mersey on the other. Although the district is the smallest in Cheshire and Warrington, it is relatively densely populated. Deprivation exists in small localised areas of the borough; with eight wards in the top twenty per cent most deprived wards in Cheshire and Warrington.

The proportion of people employed in the manufacturing sector in Ellesmere Port & Neston is twice the average of Cheshire and Warrington; the manufacturing base is particularly strong in the Automotive and Chemical sectors. This historical link has been further secured by the recent major inward investment of Ryder Logistics and Quinn Glass creating an additional 700 jobs.

Macclesfield- Population 150,155
Macclesfield has the second highest population in Cheshire and Warrington (behind Warrington), which is set in 525 square kilometres (200 square miles) of predominantly rural countryside. The Borough has several sizeable towns including: Macclesfield, Knutsford, Alderley Edge, Poynton and Wilmslow.

A thriving commercial and industrial centre Macclesfield is home to Astra Zeneca the largest pharmaceutical manufacturing R&D facility in the world. Macclesfield's entrepreneurial culture has helped maintain its strong manufacturing base and encouraged diversification. The area now boasts a strong SME community and continues to have the strong presence of key growth sectors pharmaceuticals, finance and business services and ICT.

Vale Royal- Population 122,089
The Borough of Vale Royal lies at the heart of the County and covers some 380 square kilometres (147 miles) with the main industrial and commercial centres located in towns of Northwich and Winsford.

Historically, the area is famous for salt mining, but today approximately 60 per cent of the local working population are in service industries such as retailing, business, education, health & social work and the hotel & leisure. The service sector is predicted to experience steady growth up to 2015.[50]

Recent inward investment has been encouraged by its central location with the relocation of key public sectors headquarters including Cheshire Constabulary and Cheshire Fire Service at Winsford and British Waterway's regional offices at Northwich.

Warrington- Population 191,080
Warrington is the most densely populated town in Cheshire and Warrington with 1081 persons per square kilometre in total covering an area of 176 square kilometres (68 square miles).

Nearly twenty six per cent (101,590) of individuals employed in the Cheshire and Warrington area work in Warrington. The economy is balanced and has successfully diversified from a traditional manufacturing town with over a quarter employed in the distribution, hotel and restaurant sector and a further 24 per cent employed within banking, finance and insurance.

Future employment opportunities in Warrington will be created through the commercial development of Omega and is estimated to create over 12,000 jobs.

[48] Chester City Council 2003- 2008.
[49] Source: Baseline Forecasts, Cheshire & Warrington Econometric Model, based on Cambridge Econometrics' / IER LEFM (Feb 2002).
[50] Source: Baseline Forecasts, Cheshire & Warrington Econometric Model, based on Cambridge Econometrics' / IER LEFM (Feb 2002).

Population 2001

	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	GB
Area (sq km)	448	211	430	87	525	380	176	2,257	242,910*
All persons	118,210	90,655	111,007	81,672	150,155	122,089	191,080	864,868	49,138,831
Males	56,951	44,484	54,375	39,827	72,517	59,858	93,877	421,889	23,922,144
Females	61,259	46,171	56,632	41,845	77,638	62,231	97,203	442,979	25,216,687
% of population aged 0-14	17.2	17.9	19.3	19.6	17.7	19.4	19.5	18.7	18.9
% of population aged 15-19	6.0	5.8	6.0	6.0	5.4	5.9	6.1	5.9	6.2
% of population aged 20-24	5.8	5.0	5.0	4.8	3.9	4.5	5.1	4.8	6.0
% of population aged 25-64	53.7	55.5	53.5	53.4	54.9	54.6	55.1	54.5	53.1
% of population 65+	17.3	15.8	16.2	16.3	18.1	15.6	14.2	16.1	15.9
% population of working age #	72.8	83.1	75.7	77.2	77.5	80.1	72.0	76.3	61.5
Ethnic minority population - non white group (% of total population)	2.0	2.2	2.0	1.2	1.9	1.2	2.1	3.7	9.1
Population density (number of persons per sq km)	265	419	266	919	292	310	1081	322*	377

Source: Census of Population 2001, * UK * Cheshire County only # Labour Force Survey (2002).

Business Competitiveness

Business survival rates	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	GB
Business Survival rates 12 months after registration in 1998	-	-	-	-	-	-	-	90.0	90.1
Business Survival rates 48 months after registration in 1995	-	-	-	-	-	-	-	57.1	53.7
Total Number of Firms	5,130	3,537	3,603	2,094	8,195	4,406	7,175	34,140	2,168,711
% of Firms with 1- 10 employees	80%	86%	81%	77%	86%	83%	80%	82%	83%
% of Firms with 11- 49 employees	16%	11%	15%	18%	11%	13%	15%	14%	13%
% of Firms with 50- 199 employees	4%	2%	3%	4%	3%	3%	4%	3%	3%
% of Firms with 200 employees	1%	0%	<1%	1%	<1%	1%	1%	1%	1%

Source: National Statistics Region in Figures North West - Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the UK.

Education, Training and Skills

% of Cheshire & Warrington Population Highest Level of Qualification (NVQ or equivalent - All Aged 16 and Over)	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire	Cheshire & Warrington
Level 1	13.2%	8.0%	9.3%	6.7%	7.2%	6.3%	6.5%	8.3%	7.9%
Level 2	23.6%	21.0%	22.9%	24.5%	16.1%	23.2%	26.1%	21.5%	22.5%
Level 3	15.1%	15.5%	15.7%	21.5%	15.1%	18.9%	24.6%	16.5%	18.5%
Level 4	25.9%	36.0%	15.7%	22.7%	28.2%	29.5%	15.8%	26.5%	24.1%
Level 5	6.1%	8.5%	6.8%	5.5%	11.8%	8.4%	4.3%	8.2%	7.3%
No NVQ Equivalent	16.0%	11.0%	29.7%	19.0%	21.6%	13.7%	22.8%	18.7%	19.6%

Source: Household Survey, Cheshire and Warrington LSC 2002.

School Leaver Destinations

	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire	Cheshire & Warrington	GB
Into Learning	89.2	93.5	87	87.3	90.9	89.4	88	85.2	89.2	85.2
Continued in F/T Education	74.4	79.1	72.4	70.3	78.8	74.3	72.7	75	74.5	71.7
Workbased Learning (non employed)	1.1	1.2	2.6	2.8	1.2	1.4	2.3	1.6	1.8	4
Employment (with Training)	7.7	10	9.1	10.2	6.5	9.3	9.6	8.6	8.8	*
Employment (without Training)	2.3	2	3.5	4.3	3.3	2.5	2.8	2.9	2.9	12'*
Not settled	5	4.2	7.8	7.7	4.2	7.6	8.9	6	6.7	7.3
Moved out of area	6	2.9	2.5	3.6	4.5	4.7	3.2	4.1	4.0	2.9
No response	3.4	0.5	2.1	1.1	1.6	0.4	0.5	1.5	1.3	1.9

Source: Year 11 Destinations figures, Connexions 2002 and GB/ NW data is 2001. ('* GB/ NW combined figures).

Basic Skills

	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire	Cheshire & Warrington
Levels of Poor Numeracy	20.9	19.9	24.7	24.8	19.1	22.9	22.7	21.8	22.0
Levels of Poor Literacy	21.4	20.4	24.4	24.6	20.1	22.9	22.8	22.1	22.3

Source: Basic Skills Agency, 2001.

Labour Market

Labour Force Survey	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	England
Economic activity rate: all working age	79.4	80.0	78.1	81.6	81.4	73.4	79.1	78.9	78.9
Economic activity rate: males of working age	85.1	84.2	80.8	93.8	88.3	76	82.9	84	84.5
Economic activity rate: females of working age	72.8	75.3	75	68.5	73.7	70.6	74.7	73.2	72.7
% in employment who are employees – working age	87.3	88.4	85.3	92.7	84.7	91.7	91.5	88.7	88.1
% of males in employment who are employees – working age	83.6	85.4	80.1	89.9	80.3	89.2	89.6	85.3	84.4
% of females in employment who are employees – working age	92	92.2	91.8	96.9	90.5	94.7	93.9	92.9	92.8
% of all in employment who are self employed -16+	12.2	#	14	#	15.3	#	8	11	11.2

Source: Local Area Labour Force Survey - annual (ONS) 2001 (#-figures suppresses as statistically unreliable).

Unemployment

Claimant count unemployment rate	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	England
Male	2.3	1.6	2.1	2.5	1.7	2.2	2.6	2.2	3.5
Female	0.9	0.7	0.9	1.0	0.6	0.9	1.0	0.9	1.4
All persons	1.6	1.2	1.5	1.8	1.2	1.6	1.8	1.5	2.5
% of long term unemployed over 6 months	31.5	18.8	24.6	20.5	17.3	25.8	28.7	25.0	33.9

Source: ONS Total Claimants (Proportion of resident working age population estimates) September 2003.

Earnings

Average gross weekly earnings 2001(£)	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	England
Average gross full time weekly earnings 2001 in £s	£461.24	£387.85	£439.06	£496.03	£529.60	£426.60	£443.37	£462.29	£471.70
Average male full time weekly earnings	518.78	420.74	487.40#	543.41	597.11#	466.78#	474.86	£507.75	£456.30
Average female full time weekly earnings	3.87.66#	328.12#	346.98#	364.53#	424.18	328.2#	379.81#	£379.33	£388.00

Source: New Earnings Survey 2002 (# These figures are either based on a sample of less than 30 or their coefficient of variation exceeds 5%.

Business Structure

Business structure by industry as a % of total workplaces	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	England
Primary industries	0.5	0.6	0.6	0.3	0.7	0.9	0.3	0.6	0.5
Manufacturing	5.1	8.7	8.2	8.7	6.4	7.2	7.3	7.1	8.4
Construction	7.5	8.0	8.3	8.2	6.5	8.1	7.5	7.5	8.8
Wholesale/retail trade, repair, etc	25.2	24.4	27.6	29.4	23.3	23.7	24.2	24.8	23.1
Hotels and restaurants	7.5	6.6	7.2	7.0	6.1	6.7	5.7	6.5	6.9
Transport, storage and communication	3.7	5.5	4.9	5.9	4.1	5.1	5.8	4.9	4.7
Financial internediation	2.8	1.1	1.8	1.2	2.2	1.4	1.5	1.8	2.1
Real estate, renting	29.8	30.3	24.6	22.5	35.2	29.6	32.8	30.7	27.8
Public admin/defence, social security	1.3	0.7	1.4	1.0	0.5	1.0	1.1	0.9	1.1
Education	2.7	2.3	2.7	3.2	1.8	2.7	2.0	2.3	2.5
Health and social work	4.9	3.7	4.2	4.0	3.4	4.4	4.1	4.1	4.6
Other community, social/personal service	9.0	8.2	8.6	8.5	9.7	9.2	7.3	8.7	9.3

Source: ABI 2001

Employment by Industry

% of employment by industry	Chester	Congleton	Crewe & Nantwich	Ellesmere Port & Neston	Macclesfield	Vale Royal	Warrington	Cheshire & Warrington	England
Primary industries	1.7	1.9	1.6	0.4	2.0	1.7	0.3	1.3	1.1
Manufacturing	6.2	30.2	20.3	29.6	19.2	17.7	10.1	16.3	14.3
Construction	4.1	5.6	4.0	8.0	3.7	5.8	6.9	5.3	4.5
Wholesale/retail trade, repair, etc	19.5	17.8	19.0	18.4	16.6	20.0	19.7	18.8	17.9
Hotels and restaurants	9.1	6.8	5.9	7.2	7.7	6.7	5.9	7.1	6.6
Transport, storage and communication	4.7	4.0	6.1	6.1	3.5	5.5	9.5	6.0	6.2
Financial internediation	10.3	1.0	1.6	0.9	8.1	2.4	1.6	4.3	4.2
Real estate, renting	14.7	11.2	10.2	8.7	16.3	13.8	22.8	15.8	15.6
Public admin/defence, social security	6.0	2.7	5.0	3.9	3.1	3.9	4.0	4.1	5.2
Education	9.6	8.7	8.2	7.5	5.4	10.9	6.5	7.7	8.4
Health and social work	9.8	7.3	14.6	5.3	9.8	7.7	7.1	8.9	10.8
Other community, social/personal service	4.0	2.7	3.3	3.8	4.5	3.8	2.5	3.5	5.3

Source: ABI 2001.

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