MANCHESTER
CITY COUNCIL

Manchester City Council
Quarterly Economy Dashboard
Quarter One 2017/18

Produced by PRI

Analysis topic: Comparing the structure of employment and job vacancies in Manchester and the Core Cities

- **Manchester is the location of the highest number of vacancies for twenty one of the thirty most in demand occupational categories when compared against the Core Cities.**
- **Manchester shares a national trend for vacancies for professionals whose skills are within science, research, engineering, technology, business, media and public service sectors. The compartive size of these sectors in the current workforce contrasted with this demand suggests a combination of sector expansion and demand for specialist skills.**
- **Manchester has a substantial share of the national total of vacancies in a number of professions, most notably solicitors, human resources professionals and web designers.**

Colleagues in the Greater Manchester Combined Authority have provided additional data[1] relating to the types of job vacancies advertised in Manchester and Greater Manchester. Each vacancy is attributed to the relevant four digit standard occupational classification (SOC[2]) which provides a richer and more nuanced representation of the jobs market. This expands on the regular data within the Economy Dashboard which presents vacancy data to two digit level detailing the general composition of the jobs market over time and in comparison to Greater Manchester.

For this analysis we have also obtained detail of vacancies in the Core Cities and Greater London area. In the United Kingdom for the period April to June 2017 1,569,240 vacancies were logged. **Figure 1** shows the number of vacancies in the city of Manchester, Greater Manchester, the Core Cities and Greater London. The figure is included to highlight the high concentration of vacancies in the capital. This report will not consider London as a comparator for this reason instead it will focus on the major cities outside the capital and their contribution.

Figure 1: Vacancies April to June 2017, Core Cities, Greater Manchester and London

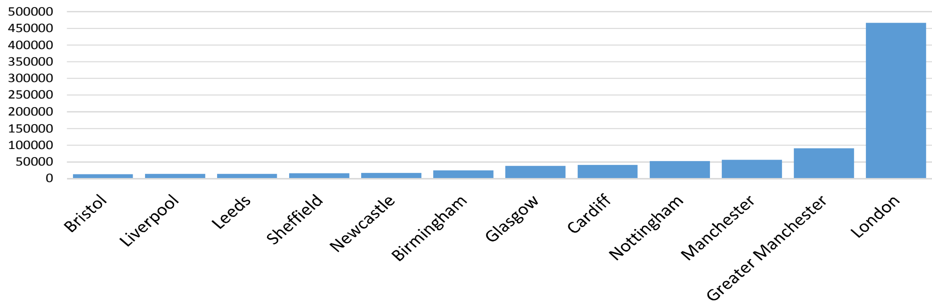


Figure 2: Contribution of each Core Cities / Greater Manchester / London to the overall total of vacancies in the United Kingdom

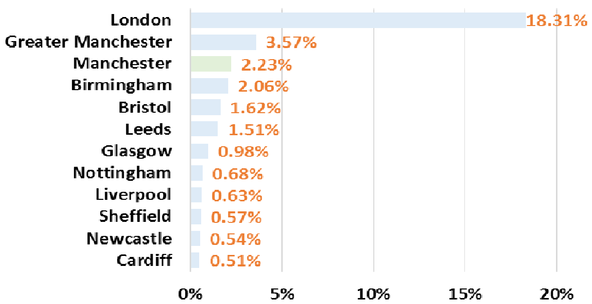


Figure 2 (left) shows the respective contribution of each of the cities / areas to the overall total in the United Kingdom. Manchester reports the highest number of vacancies of all the Core Cities and furthermore contributes 62.4% of the total vacancies in Greater Manchester over the three month period.

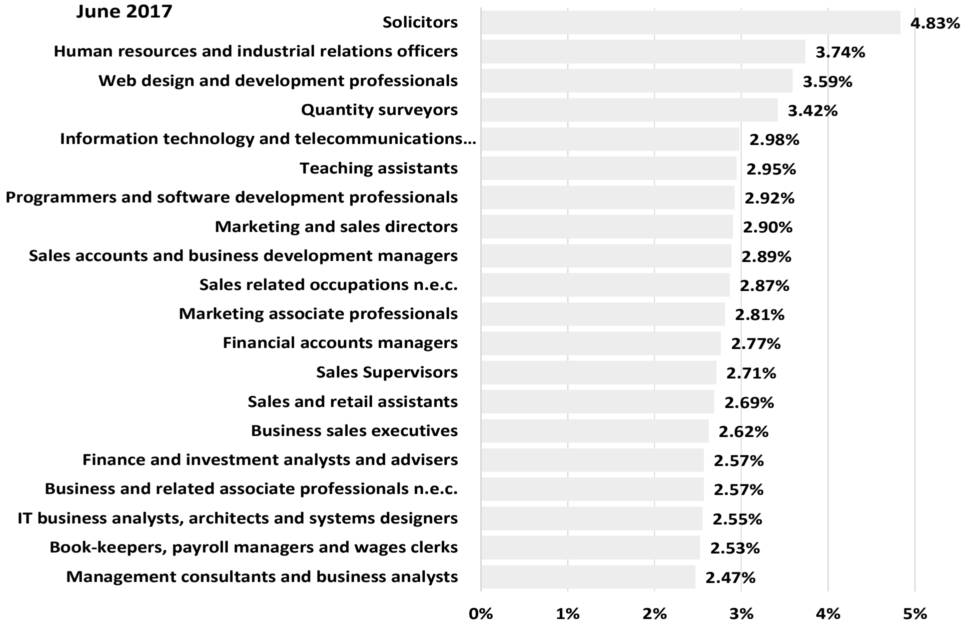
The four-digit standard occupantional classification yields further detail of the employment sectors found in the cities considered. Appendix one details the top fifty four-digit occupational sectors nationwide.

Figure 3 (overleaf) details vacancies located in Manchester as a percentage of the corresponding national total. The vacancy types shown are the highest twenty in terms of contribution to the national figure.

(1) The vacancy data is compiled by Labour Insight who collate vacancy data from a variety of sources (advertisements, the internet, newspapers, public agencies and employers). Labour Insight state that they are the largest source of real-time market information in the United Kingdom. More detail can be found here: http://www.labourinsight.com/about.php

(2) Standard occupational classification is a index of occupational types utilised by the Office for National Statistics. More detail can be found here:

Figure 3: Vacancies in Manchester as a % of all national vacancies for the period April to June 2017



To illustrate: In the United Kingdom there were 17376 vacancies for solicitors advertised over the period April to June 2017. 840 (4.83%) of these were located in Manchester.

Another way to look at the vacancies in Manchester is to consider the volume of vacancies. Nationally the highest volume of vacancies are for programmers and software development professionals - 132540 vacancies were advertised over the period. Of these 2.92% were located in Manchester - 3875 vacancies in total.

Figure 4 (below) shows the volume of the top twenty vacancy categories in the UK for Manchester over the period.

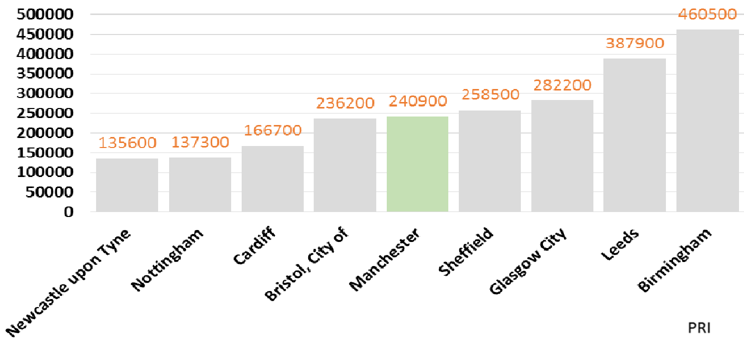
SOC vacancy type	Ranked 1st	Ranked 2nd	Ranked 3rd
Programmers and software development professionals	Manchester	Bristol	Leeds
Business sales executives	Manchester	Birmingham	Bristol
Human resources and industrial relations officers	Manchester	Birmingham	Bristol
IT business analysts, architects and systems designers	Manchester	Bristol	Leeds
Web design and development professionals	Manchester	Bristol	Leeds
Management consultants and business analysts	Manchester	Leeds	Birmingham
Marketing associate professionals	Manchester	Leeds	Birmingham
Other administrative occupations n.e.c.	Manchester	Birmingham	Leeds
Chartered and certified accountants	Manchester	Birmingham	Leeds
Information technology and telecommunications professionals n.e.c.	Manchester	Birmingham	Bristol
Sales related occupations n.e.c.	Manchester	Birmingham	Bristol
Book-keepers, payroll managers and wages clerks	Manchester	Leeds	Birmingham
Finance and investment analysts and advisers	Manchester	Leeds	Birmingham
IT user support technicians	Manchester	Bristol	Leeds
Financial managers and directors	Manchester	Birmingham	Leeds
Marketing and sales directors	Manchester	Birmingham	Leeds
IT operations technicians	Manchester	Birmingham	Leeds
Business and related associate professionals n.e.c.	Manchester	Birmingham	Leeds
Managers and directors in retail and wholesale	Manchester	Birmingham	Bristol
Sales Supervisors	Manchester	Birmingham	Bristol
Solicitors	Manchester	Birmingham	Leeds
Sales accounts and business development managers	Birmingham	Manchester	Bristol
Managers and proprietors in other services n.e.c.	Birmingham	Manchester	Bristol
Nurses	Birmingham	Manchester	Leeds
Secondary education teaching professionals	Birmingham	Manchester	Leeds
Primary and nursery education teaching professionals	Birmingham	Manchester	Glasgow
Chefs	Birmingham	Manchester	Glasgow
Financial accounts managers	Birmingham	Manchester	Bristol
Personal assistants and other secretaries	Birmingham	Manchester	Bristol
IT project and programme managers	Birmingham	Manchester	Bristol

Manchester has the highest proportion of the total national vacancies within the Core Cities group for 21 of the top thirty vacancy types (ranked by volume at national level). In the remaining 9 Birmingham reports a higher proportion, in each of these instances Manchester is ranked second within the Core Cities group. **Table 1** (left) shows the top three ranked Core Cities for each of the vacancy types.

The cities of Manchester, Birmingham, Bristol and Leeds dominate the contribution to the most common national vacancies. Glasgow appears twice displacing Bristol in relation to primary and nursery education teaching professionals and chefs.

Manchester's ranking is particularly notable when contrasted against the overall size of the working population (aged 16-64) in the cities considered as shown in **figure 5** overleaf.

Figure 5: working age population

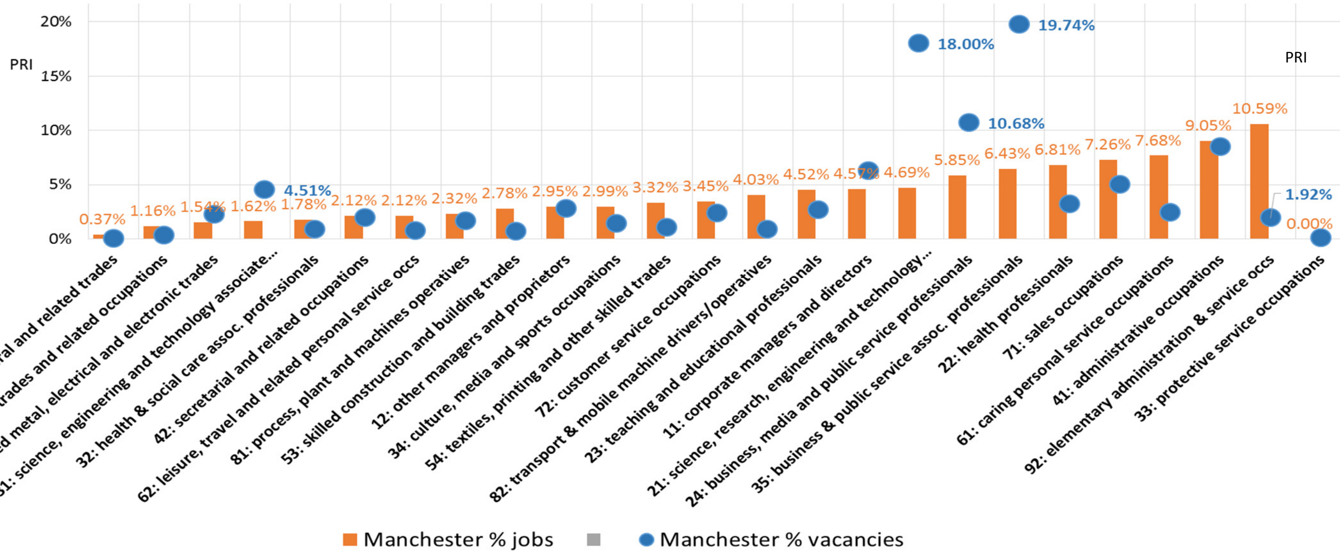


Annual Population Survey[3] data on the workforce is available to two-digit SOC level. The working population at 2-digit SOC level is divided into 25 categories**. Figure 6** (below) compares two data sets

(i) the total number of jobs in Manchester for each (2-digit) vacancy category (taken from the Annual Population Survey)
(ii) the total number of vacancies for each vacancy category (taken from the Labour Insight data)

The data is considered as a percentage of the overall city wide total for each dataset. This provides a model of the workforce and the jobs market which is aligned along the same classification basis. This model can also be used to compare against other cities as the respective size of their workforce and volume of vacancies

Figure 6: Manchester - workforce composition by 2-digit SOC code vs job vacancies by 2-digit SOC code



To illustrate: For Manchester jobs in the science, research, engineering and technology professions make up 4.69% of the total workforce, whilst vacancies in this category make up 18.00% of the total vacancies advertised. Similarly jobs in elementary adminstrative and service occupations make up 10.59% of the total workforce (this is the largest sector) but only account for 1.92%

Care should be taken in the interpretation of this comparison - in particular it is not clear whether the vacancy data will capture all vacancies in certain sectors. Scientific jobs wll be widely advertised to attract the best candidates from, on occasion, an international field. Elementary jobs are likely to receive less advertising and may suffer from some under reporting of vacancy levels. However it is likely that the level of vacancies is evidence of demand from expanding sectors. The comparison highlights the prevalance of job vacancies in the following areas:

31: science, engineering and technology associate profs
21: science, research, engineering and technology profs
24: business, media and public service professionals
35: business & public service assoc. professionals
11: corporate managers and directors

Further detail on job roles found at 4-digit level can be obtained by crossreferencing the 2-digit code above against the list in Appendix One.

No significant difference from this pattern exist between the other Core Cities with the exception of Cardiff, where the percentage rate of vacancies is lower than the rate for the workforce in four out of five of the above categories. The rate of vacancies is comparable with the other Core Cities which suggests this variation relates to the shape of the workforce. Cardiff's status as a capital city and adminstrative centre likely explains why there is a notably high percentage of the workforce in categories 24 & 35: *business media and public service professionals / business and public service associated professionals.*

One of the limitations of this analysis is that the vacancy data available to us covers a three month period. We intend to continue to monitor vacancy data both for Manchester and the comparator areas and will return to this topic in due course. We hope then to be able to provide detail of any trend in job vacancies and better understand whether the job areas highlighted above continue to show a high level of demand. This analysis will be useful in terms of understanding the skills needs of the economy both within the City of Manchester and across the U.K.

As well as a further analysis section in a future dashboard the skills and jobs section that provides regular updates on vacancies will be expanded to include additional data placing Manchester within the national and regional context.

(3) Taken from the Annual Population Survey, covering the period January to December 2016, more detail: https://www.nomisweb.co.uk/articles/932.aspx

Appendix one: Standard Occupational Classification - top 50 vacancy types by listed by volume in the United Kingdom April to June 2017

Note: in the list below *n.e.c.* refers to occupations 'not elsewhere classified' - these grouping aggregate occupations that are not sufficiently numerous to have their own category

Occupational category	Number of vacancies	SOC code
Sales related occupations n.e.c.	12589	7129
Management consultants and business analysts	11400	2423
IT user support technicians	11311	3132
Care workers and home carers	10847	6145
Secondary education teaching professionals	10632	2314
Information technology and telecommunications professionals n.e.c.	9966	2139
Chefs	9826	5434
Managers and directors in retail and wholesale	9784	1190
Primary and nursery education teaching professionals	9677	2315
Financial managers and directors	9593	1131
Finance and investment analysts and advisers	9073	3534
IT operations technicians	8497	3131
Business and related associate professionals n.e.c.	8440	3539
Customer service occupations n.e.c.	8187	7219
Financial accounts managers	8041	3538
Marketing and sales directors	7927	1132
Sales Supervisors	7638	7130
Medical practitioners	7087	2211
Engineering technicians	6623	3113
Call and contact centre occupations	6613	7211
Large goods vehicle drivers	6601	8211
Design and development engineers	6370	2126
Sales and retail assistants	5947	7111
Production managers and directors in manufacturing	5930	1121
Vehicle technicians, mechanics and electricians	5919	5231
Solicitors	5723	2413
Personal assistants and other secretaries	5626	4215
Quantity surveyors	5599	2433
Teaching assistants	5498	6125
Receptionists	5166	4216
IT project and programme managers	5134	2134
Buyers and procurement officers	4999	3541
Quality assurance and regulatory professionals	4803	2462
Kitchen and catering assistants	4771	9272
Van drivers	4747	8212
Electrical and electronic trades n.e.c.	4634	5249
Civil engineers	4341	2121
Production managers and directors in construction	4231	1122

QUARTERLY ECONOMY DASHBOARD **Produced by PRI**

Economic development : *as a thriving and sustainable city, we will support the growth of established and emerging business sectors*

☑ New data

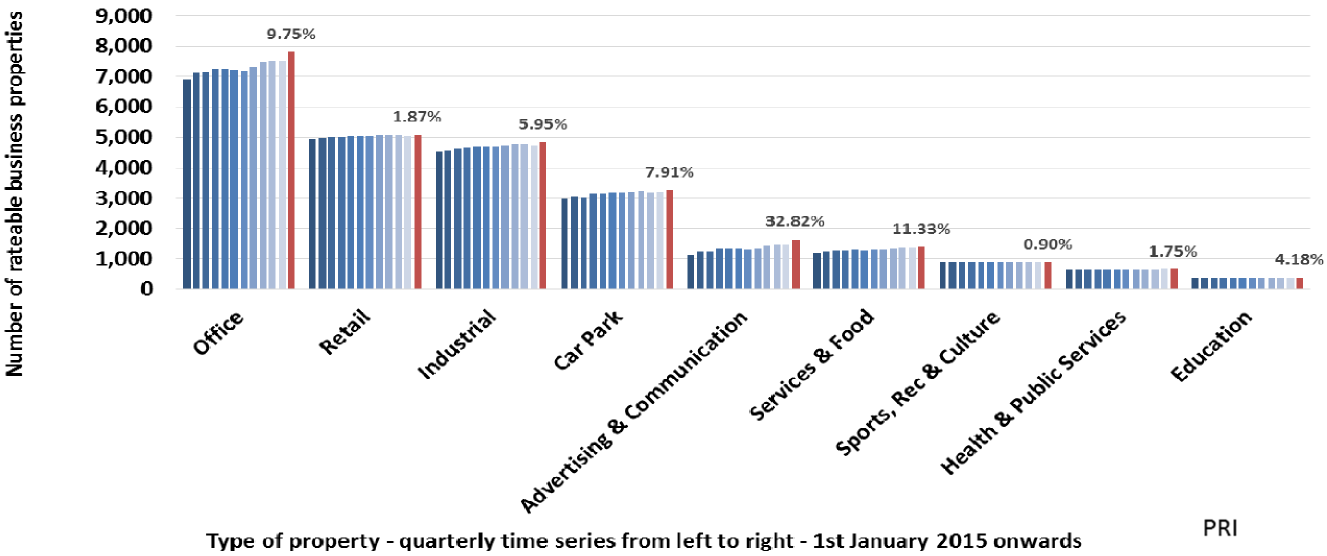
Business Rates

Snapshot of net annual charges payable for non-domestic rates live properties	**1st July 2017**	**Quarterly Change**		**Annual Change**	
		Value	**%**	**Value**	**%**
Office	£115.00m	▲ £3.64m	3.3%	▲ £3.95m	3.6%
Retail	£85.76m	▲ £0.86m	1.0%	▲ £1.35m	1.6%
Health & Public Services	£43.58m	▼ -£0.36m	-0.8%	▲ £0.35m	0.8%
Industrial	£35.49m	▲ £0.74m	2.1%	▼ -£1.29m	-3.5%
Services & Food	£20.62m	*No longer includes hotels*			
Sports, Recreation & Culture	£28.39m	▼ -£0.77m	-2.6%	▲ £5.36m	23.3%
Car Park	£13.71m	▲ £0.13m	0.9%	▲ £0.84m	6.5%
Education	£8.99m	▼ -£0.12m	-1.3%	▲ £1.76m	24.4%
Advertising & Communication	£4.40m	▲ £0.22m	5.3%	▲ £0.71m	19.2%
Hotels	£16.53m	*Hotels are now included as a new category*			
Grand Total	£355.93m	▼ -£11.78m	-3.2%	▲ £1.80m	0.5%

We have added hotels as a new category given their contribution to the business rates received. Hotels were previously reported within the services and food category and are included in that category in the chart below.

Business rates: volume of properties by usage, time series quarterly 2015 to 2017

Note: the percentage figures quoted in the chart below represent the % change from 01/01/2015 to 01/07/2017



The most recent business rates revaluation occurred on 1st April 2017. At revaluation all properties are given a new rateable value and the muiltipliers are revised.

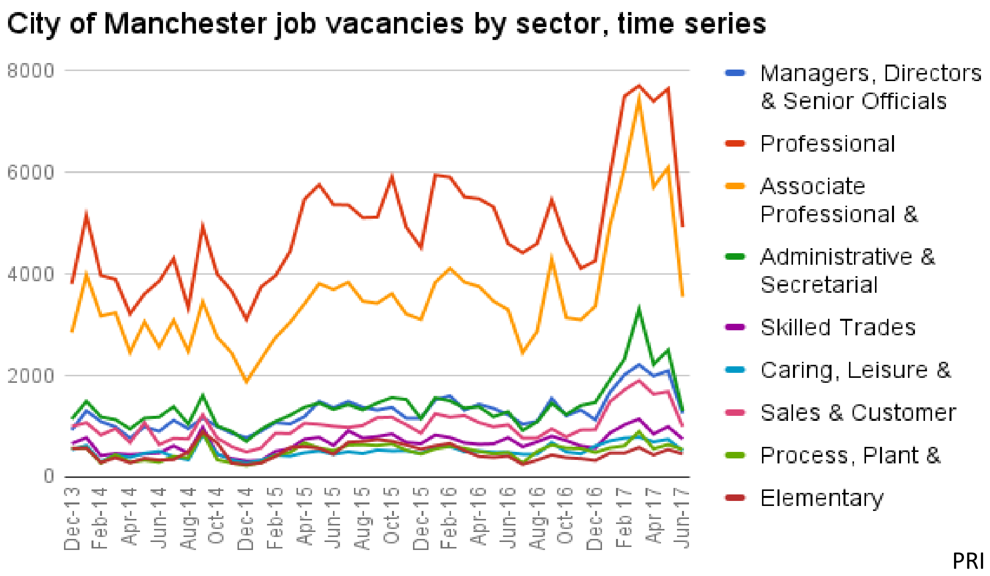
The data shown in the table above shows **the total net annual charges** payable for all business rate accounts live as at a snapshot date. Net charge is the amount due after reliefs and discounts (for example, small business rate relief, charitable relief, empty property relief). Charities only pay 80% of business rates and empty properties have 100% business rate exemption for 3 months (6 months for industrial properties) after which full rates are due (unless entitled to one of the exemptions to the empty property rate, for example listed buildings). These figures represent the financial amount billed by Manchester City Council, not the financial amount of business rates collected.

QUARTERLY ECONOMY DASHBOARD **Produced by PRI**

Skills and jobs : *as a highly skilled city we will use our devolved powers to align the skills system with the needs of our economy now and in the future*

☑ New data

Labour Insight Job Vacancies data



June 2017 has seen an end to the spike in vacancies experienced between December and March 2017. Vacancies in the mangerial, professional and associate sections showed a particular increase. Enquiries were made with the data provider and the increase was attributed to improved market intelligence. We will continue to monitor the data over the coming months to better understand whether the increase was a data quality related issue or whether it represented a real terms increase in the level of vacancies for the first calendar quarter of the year.

Number of job vacancies by sector	Jun-17	Quarterly Change (Mar to Jun-17)		Annual Change (Jul-16 to Jul-17)	
		Value	%	Value	%
Managers, Directors & Senior Officials - Manchester	1,257	-960	-43.3%	69	9.3%
Managers, Directors & Senior Officials - GM	1,883	-1,158	-38.1%	144	18.9%
Professional - Manchester	4,926	-2,788	-36.1%	656	3.3%
Professional - GM	7,854	-3,710	-32.1%	890	0.0%
Associate Professional & Technical - Manchester	3,556	-3,881	-52.2%	215	4.2%
Associate Professional & Technical - GM	5,537	-4,492	-44.8%	531	0.7%
Administrative & Secretarial - Manchester	1,305	-2,001	-60.5%	142	0.0%
Administrative & Secretarial - GM	2,409	-2,666	-52.5%	310	-1.5%
Skilled Trades - Manchester	753	-395	-34.4%	42	0.4%
Skilled Trades - GM	1,445	-601	-29.4%	75	3.1%
Caring, Leisure & Other Service - Manchester	519	-271	-34.3%	26	-0.5%
Caring, Leisure & Other Service - GM	1,615	-148	-8.4%	90	7.6%
Sales & Customer Service - Manchester	996	-907	-47.7%	59	-0.4%
Sales & Customer Service - GM	1,928	-1,074	-35.8%	308	3.6%
Process, Plant & Machine Operatives - Manchester	548	-351	-39.0%	120	3.1%
Process, Plant & Machine Operatives - GM	1,185	-387	-24.6%	285	2.7%
Elementary - Manchester	458	-130	-22.1%	143	n/a
Elementary - GM	914	-189	-17.1%	192	3.2%
TOTAL - Manchester	14,318	-11,684	-44.9%	-128	0.0%
TOTAL - Manchester	24,770	-14,425	-36.8%	2,825	0.0%
TOTAL - UK	825,572	-245,042	-22.9%	102,782	14.2%

QUARTERLY ECONOMY DASHBOARD   Produced by PRI

Housing: *as a liveable and low Carbon City: we will provide a diverse supply of good quality housing in clean, safe, more attractive and cohesive neighbourhoods across the city*

☑ New data

Residential Sales

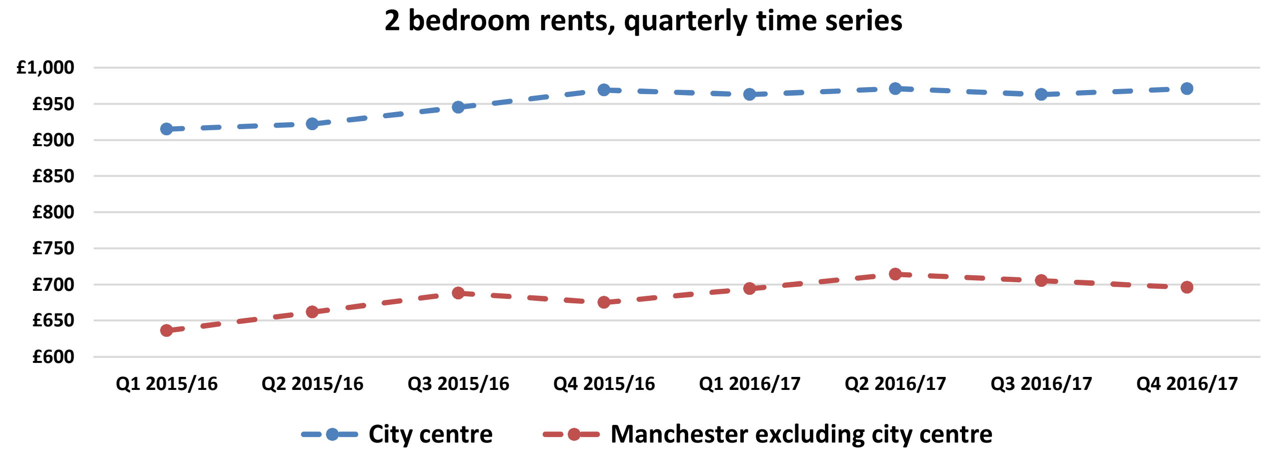
Property prices and sales during the quarter (derived from Land Registry data)		**January to March 2017**	**Quarterly Change**		**Annual Change**	
			Number	**%**	**Number**	**%**
Mean price	Manchester City Centre	£193,039	£8,865	4.8%	£12,709	7.0%
	Mcr excluding City Centre	£171,655	-£6,878	-3.9%	£16,055	10.3%
Number of properties registered as sold	Manchester City Centre	360	-68	-15.9%	-387	-51.8%
	Mcr excluding City Centre	1,220	87	7.7%	94	8.3%

☑ New data

Rental Market

Quarter 4 (January to March 2017)	**1 bedroom properties**			**2 bedroom properties**		
	Q4 2015-16	**Q4 2016-17**	**Annual change**	**Q4 2015-16**	**Q4 2016-17**	**Annual change**
City Centre	£755	**£782**	3.6%	£969	**£971**	0.2%
Manchester (excluding city centre)	£573	**£592**	3.3%	£675	**£696**	3.1%

The rate of growth in city centre 2 bed rents has begun to slow over the last 12 months, whilst growth outside the city centre remains stable.



QUARTERLY ECONOMY DASHBOARD Produced by PRI

Visitor economy: *As a liveable and low carbon city: we will invest in cultural and sports facilities for the benefit of the city's residents and to improve the city's international attractiveness*

☑ New data

Hotel stock and occupancy

Newly constructed hotels continue to drive up the number of rooms in Manchester City Council, with changes this quarter reflected in the 3* and below and self-catering / serviced apartments. The annual change noted in the 4 and 5 star category is being investigated.

Accommodation Stock (number of rooms) in Manchester City Centre (snapshot at end of month)	**Jun-17**	**Quarterly Change (Mar-17 to Jun-17)**		**Annual Change (Jun-16 to Jun-17)**	
		Number	**%**	**Number**	**%**
4* and 5* hotels	4,134	0	0.0%	-339	-7.58%
3* hotels and below	4,339	416	10.6%	778	21.85%
Self-catering and serviced apartments	903	66	7.9%	57	6.74%
Total Rooms	9,376	482	5.4%	496	5.59%

Rooms identified as yet to be completed in the 2017/18 pipeline:	2,346

Air travel

International Perspective: *as a connected city we will: Develop an integrated, smart and clean transport network that reflects the changing shape of the city and the way people need to move around. Our vision is for Manchester to be in the top flight of world-class cities by 2025*

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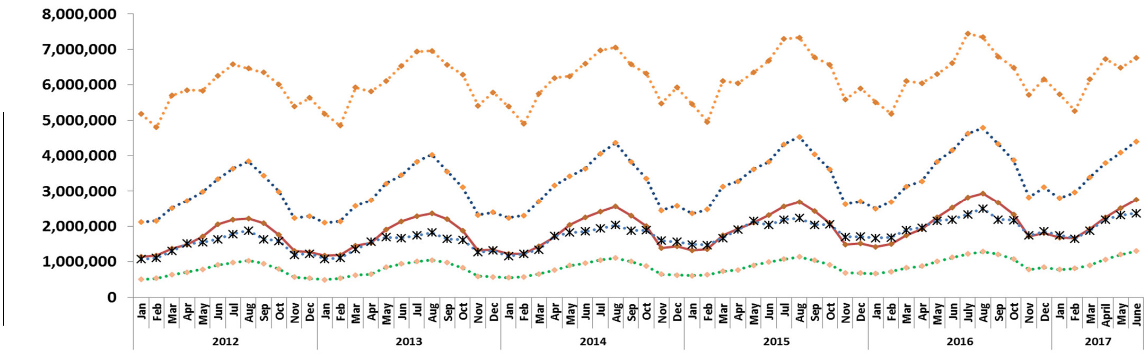
As a thriving and sustainable city *we will support the growth of established and emerging business sectors*

Visitor economy: *As a Connected City we will capitalise on the increased capacity at the airport and the connectivity and logistics benefits of Airport City to boost the economy*

Manchester Airport - passenger numbers, 2012 - 2017, monthly comparison with other major UK airports

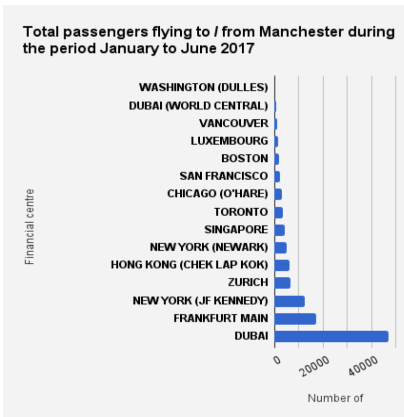


☑ New data

Manchester — Heathrow — Gatwick — Birmingham — Stansted

Manchester continues to add major global financial centres to the destinations available - during quarter 4 flights were made to 16 financial centre, second only to Heathrow within the airports in England. The ranking of financial centres has been refreshed (details in footnote to this section).

Volume of passengers - flights to/from Manchester and financial centres January to June 2017

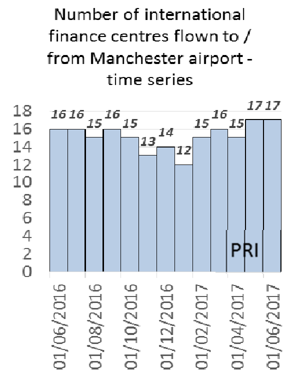


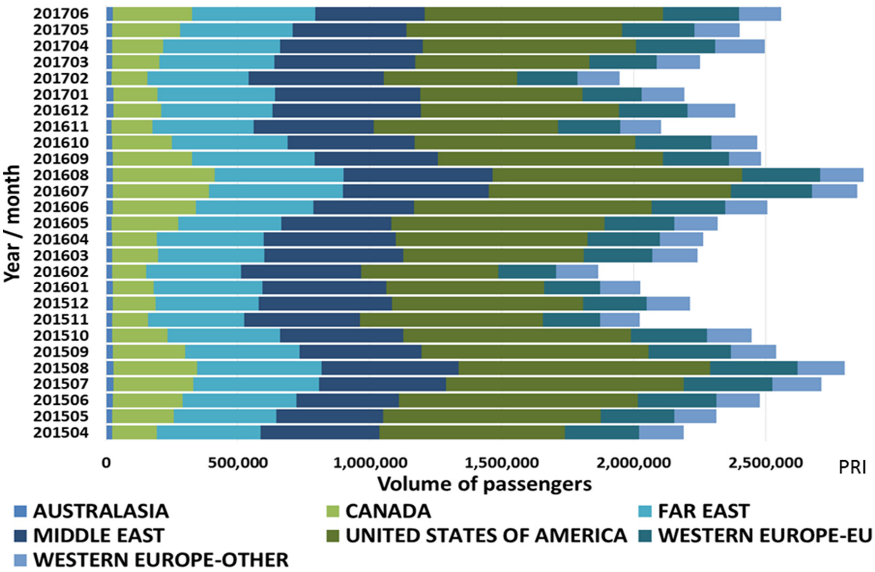
QUARTERLY ECONOMY DASHBOARD   Produced by PRI

This section of the dashboard tracks the expansion of flights to world financial centres from Manchester and the other major UK airports.

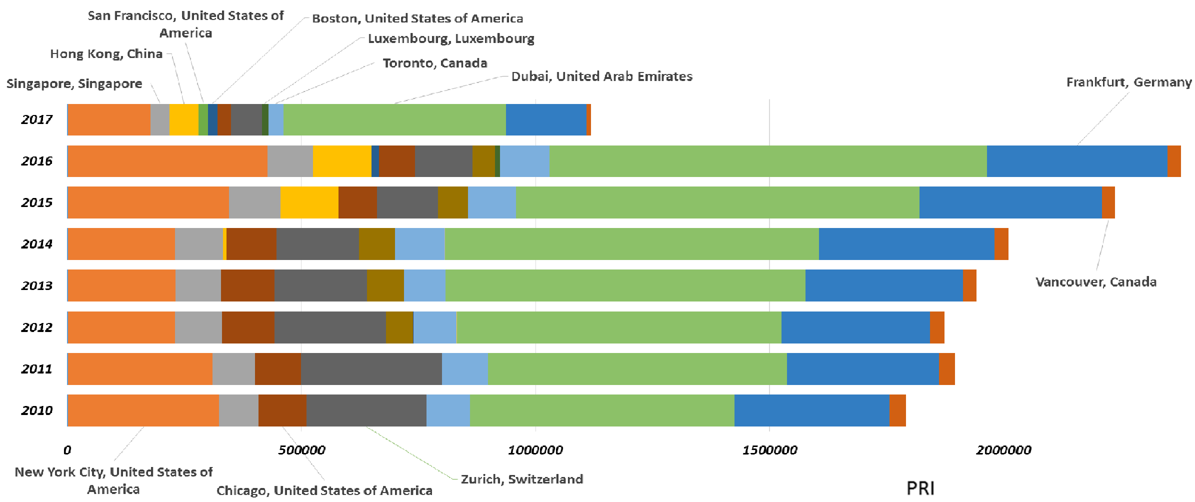
The number of financial centres flown to from Manchester has increased to 17 in the last two months. The two further charts below provides detail of the volume of passengers travelling to financial centres from Manchester by region and month and by financial centre and year.

Volume of passengers - flights to financial centres from Manchester, by region, monthly time series





Volume of passengers - flights to financial centres from Manchester, by financial centre, annual time series



The financial centres referenced in this section of the dashboard are taken from the most recent global financial centre index (1) which ranks cities on an 'aggregate of indices from five key areas: "business environment", "financial sector development", "infrastructure factors", "human capital", "reputation and general factors". London is currently #1 in the global financial centre index but is not directly comparable given the wider choice of transport from Manchester. Airlines do not fly to certain destinations throughout the year so no passenger transit may be recorded at points during the year, similarly Manchester does not connect with every airport in the index.

Rank Financial Centre 2 New York City [1] **3** Singapore **4** Hong Kong **5** Tokyo **6** San Francisco **7** Chicago **8** Sydney **9** Boston **10** Toronto **11** Zurich **12** Washington DC **13** Shanghai **14** Montreal **15** Osaka **16** Beijing **17** Vancouver **18** Luxembourg **19** Los Angeles **20** Geneva ***23*** *Frankfurt* ***24*** *Seoul* ***25*** *Dubai*

(1) http://www.longfinance.net/publications.html (2) Data from Newark, La Guardia and JFK airports

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