AutoTrader

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business growth hub

THE SKILLS COMPANY
Est. 1989

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University of Salford
MANCHESTER

Manchester Metropolitan University

NORTH CODERS

The co-operative

Tech North Talent Partnership

("Digital Skills")+("Audit")>

("What kind of businesses")+
(" are we talking about?")>

What type of business are you?

Business type	Percentage
Digital agency	19%
Consultancy/Freelance	18%
Software development	15%
Ecommerce	6%
Marketing agency	6%
PR	6%
Design agency	5%
Content production	4%
Infrastructure	4%
Technology provider	4%
Product development	4%
Corporate with digital function	3%
Media planning & buying	3%
Hosting	2%
Public sector	1%
Telecoms	1%
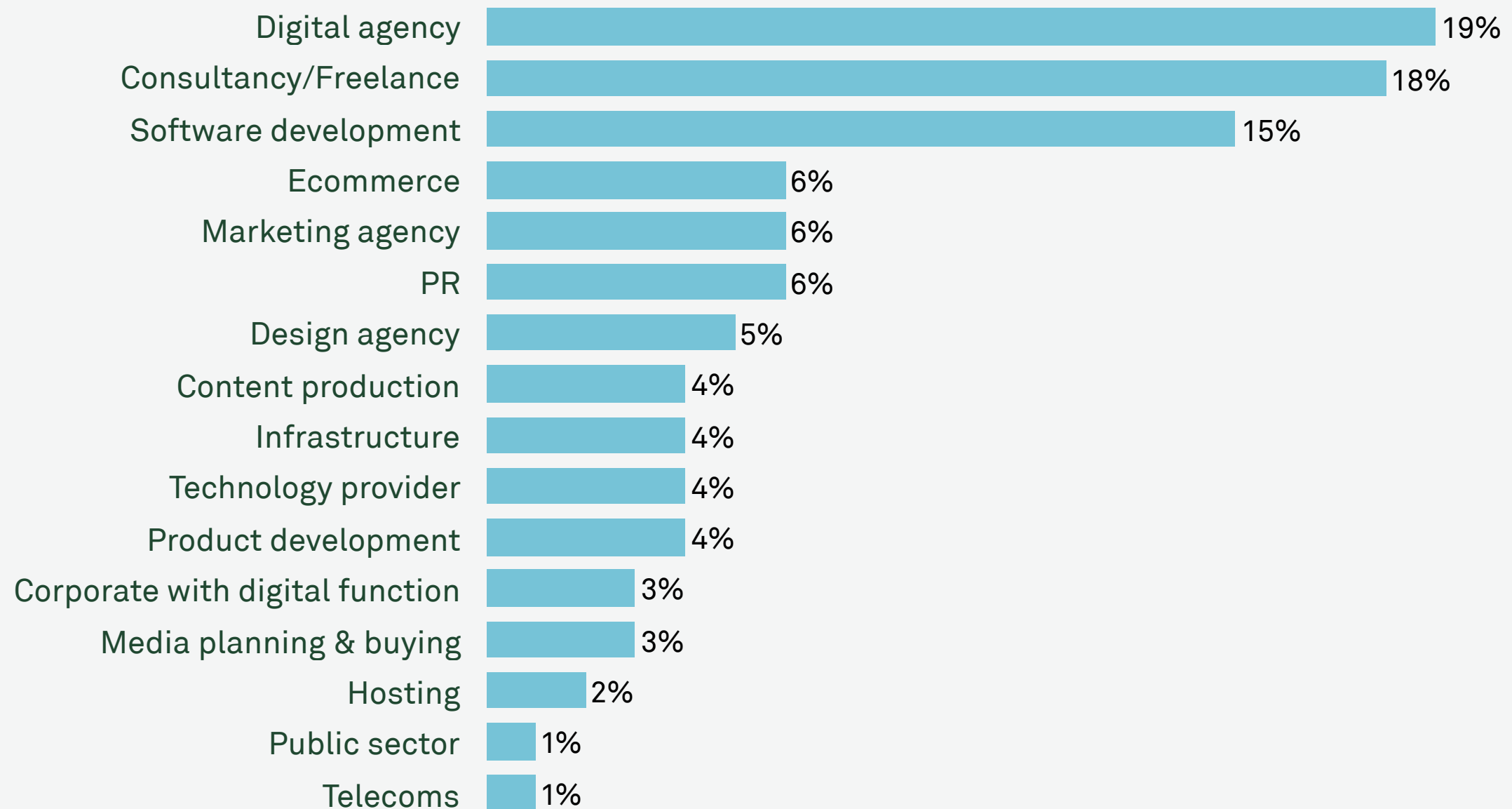
How many people do you currently employ?

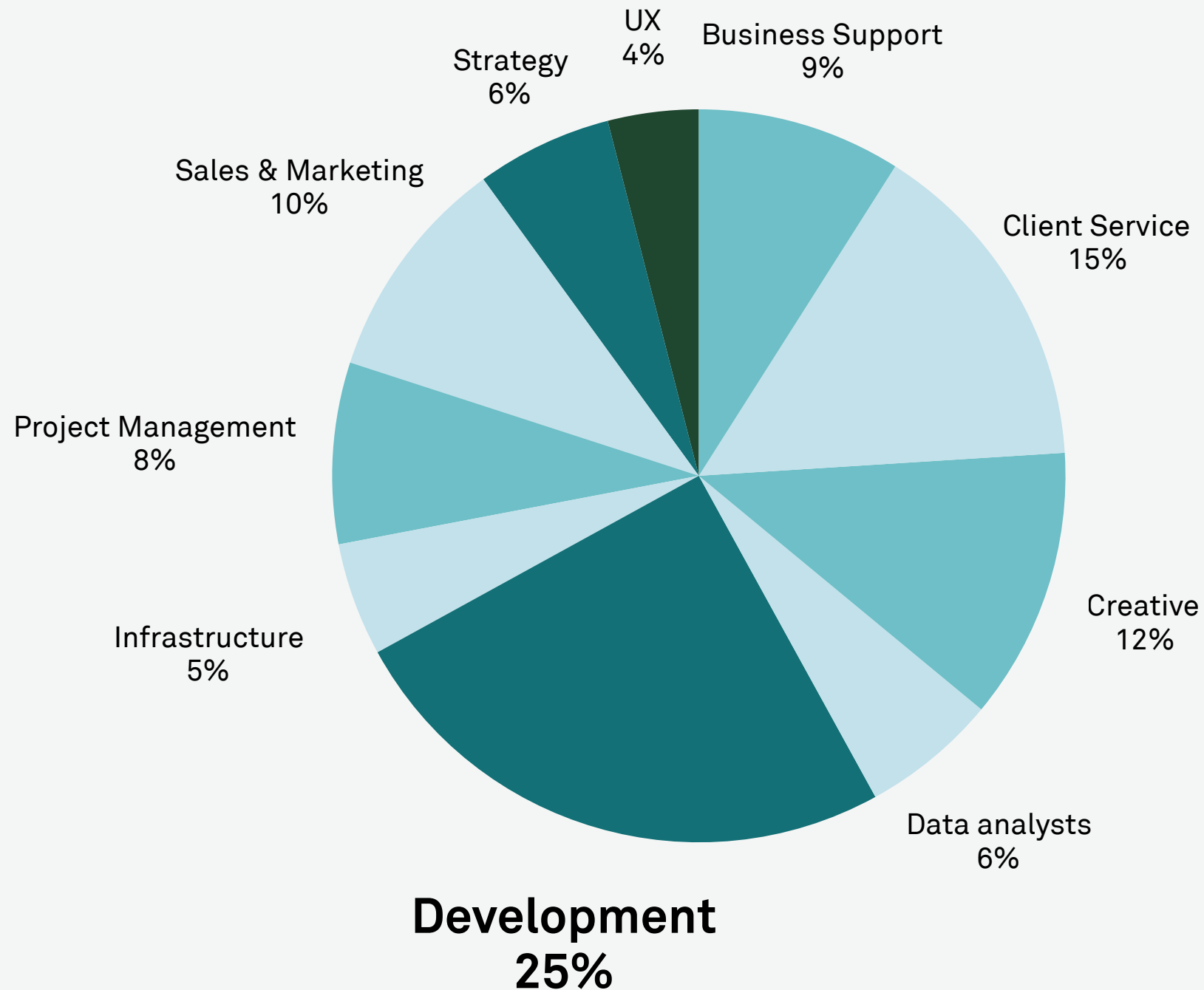| Category	Percentage
Less than 5	25%
5 - 10	8%
11 - 25	20%
26 - 50	12%
51 - 100	10%
More than 100	25%
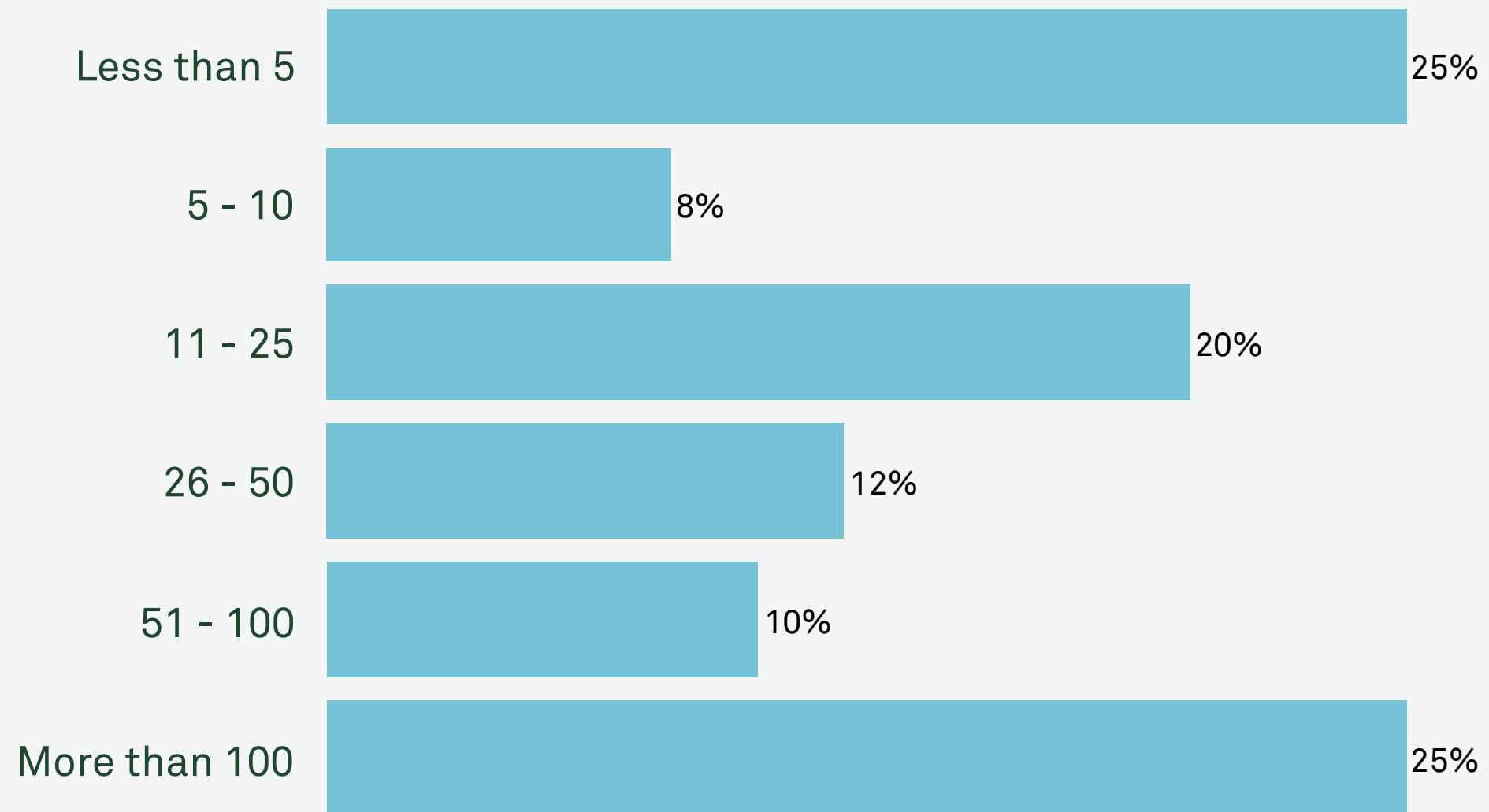
84%

Reported growth in the last 12 months

How many additional roles have people recruit in the last 12 months
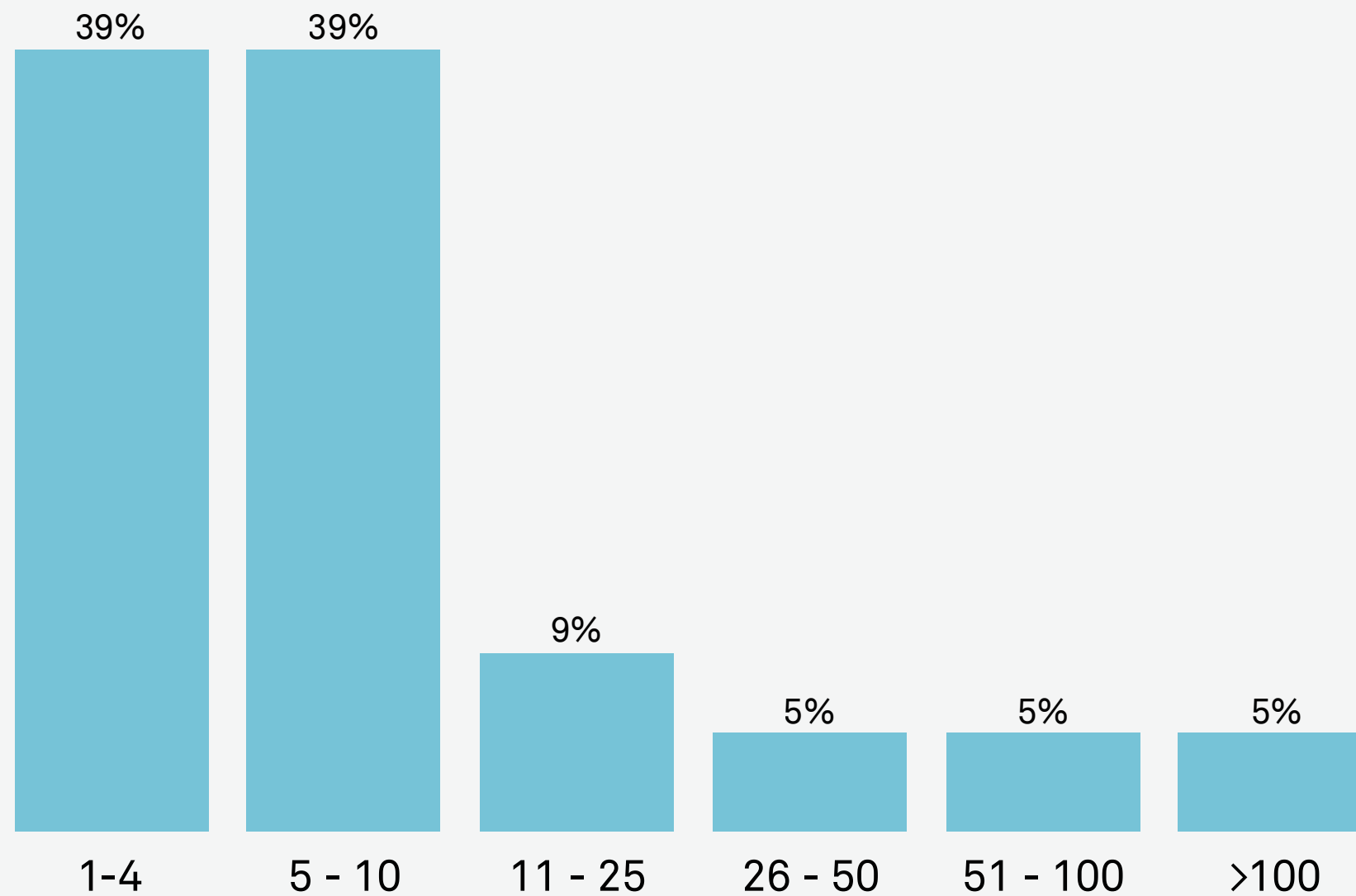
The most significant functions in an average digital business

UX
4%

Business Support
9%

Strategy
6%

Client Service
15%

Sales & Marketing
10%

Project Management
8%

Creative
12%

Infrastructure
5%

Data analysts
6%

**Development
25%**

Gender split

60%

40%
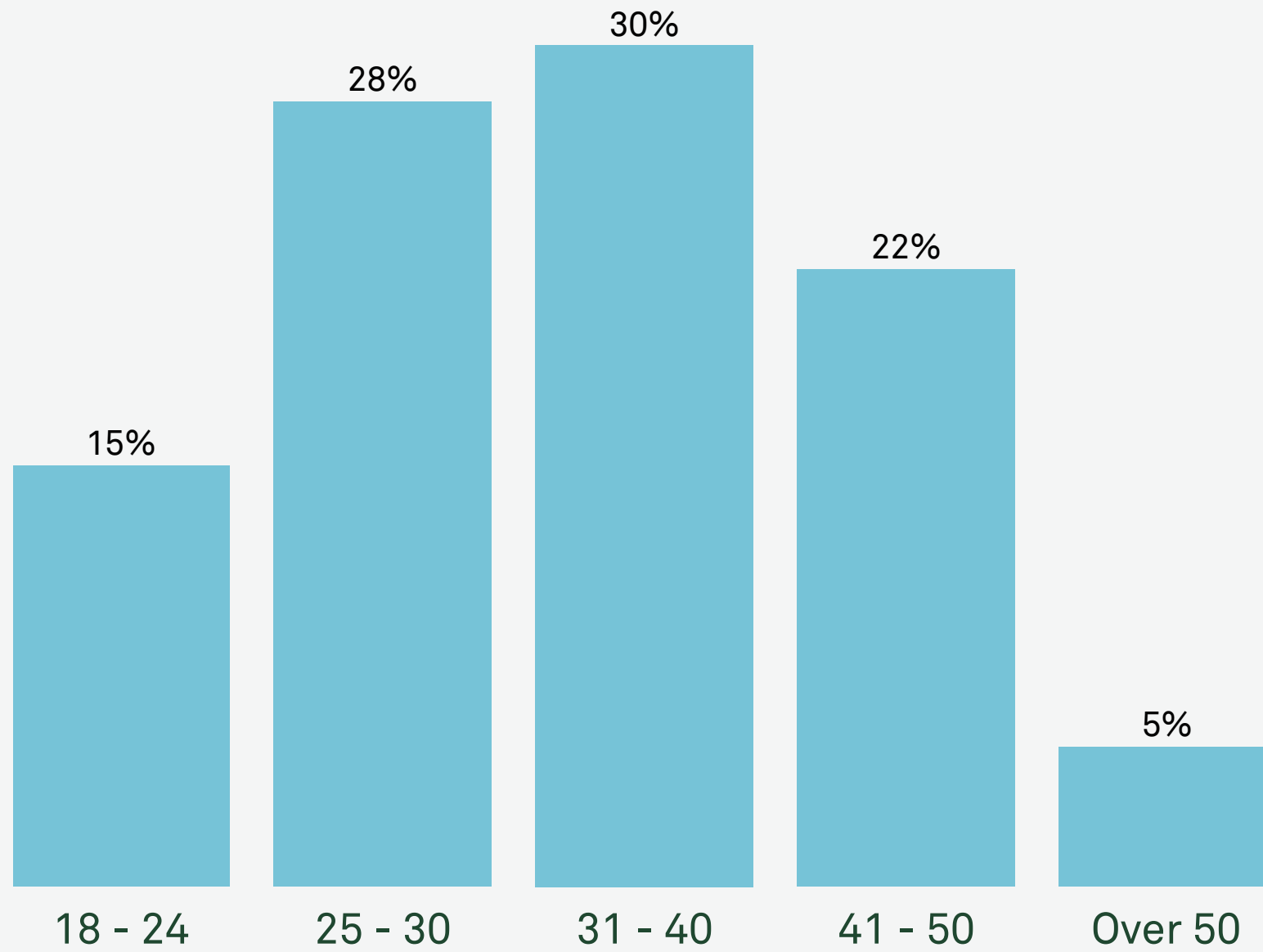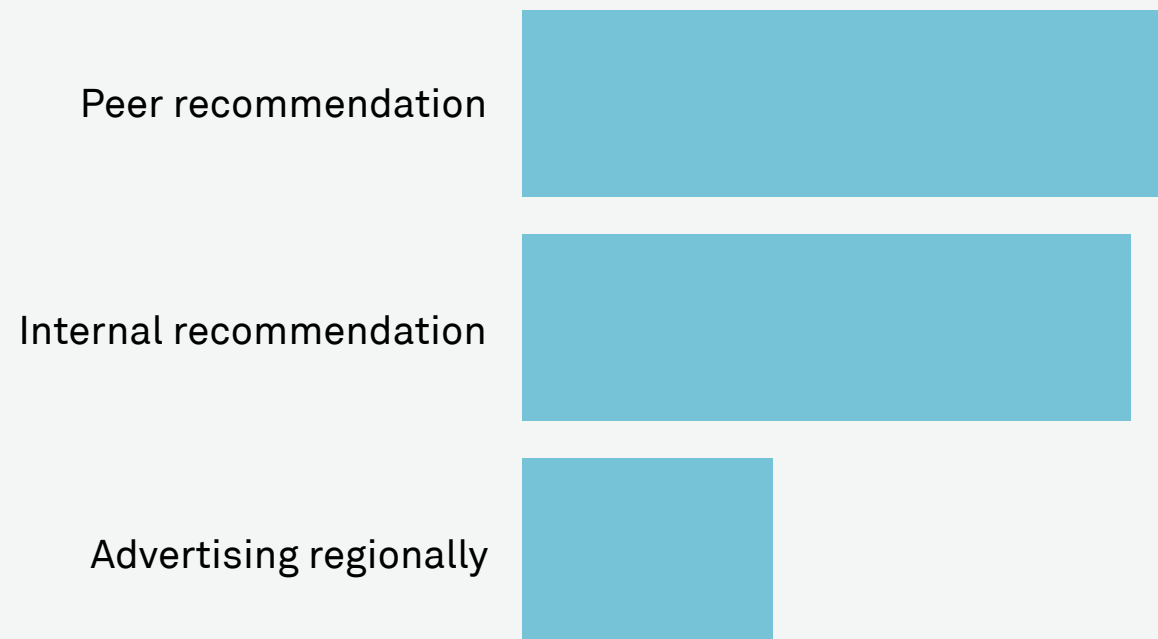
Technical roles split by gender

70%

30%

Workforce split by age

("Talent")&
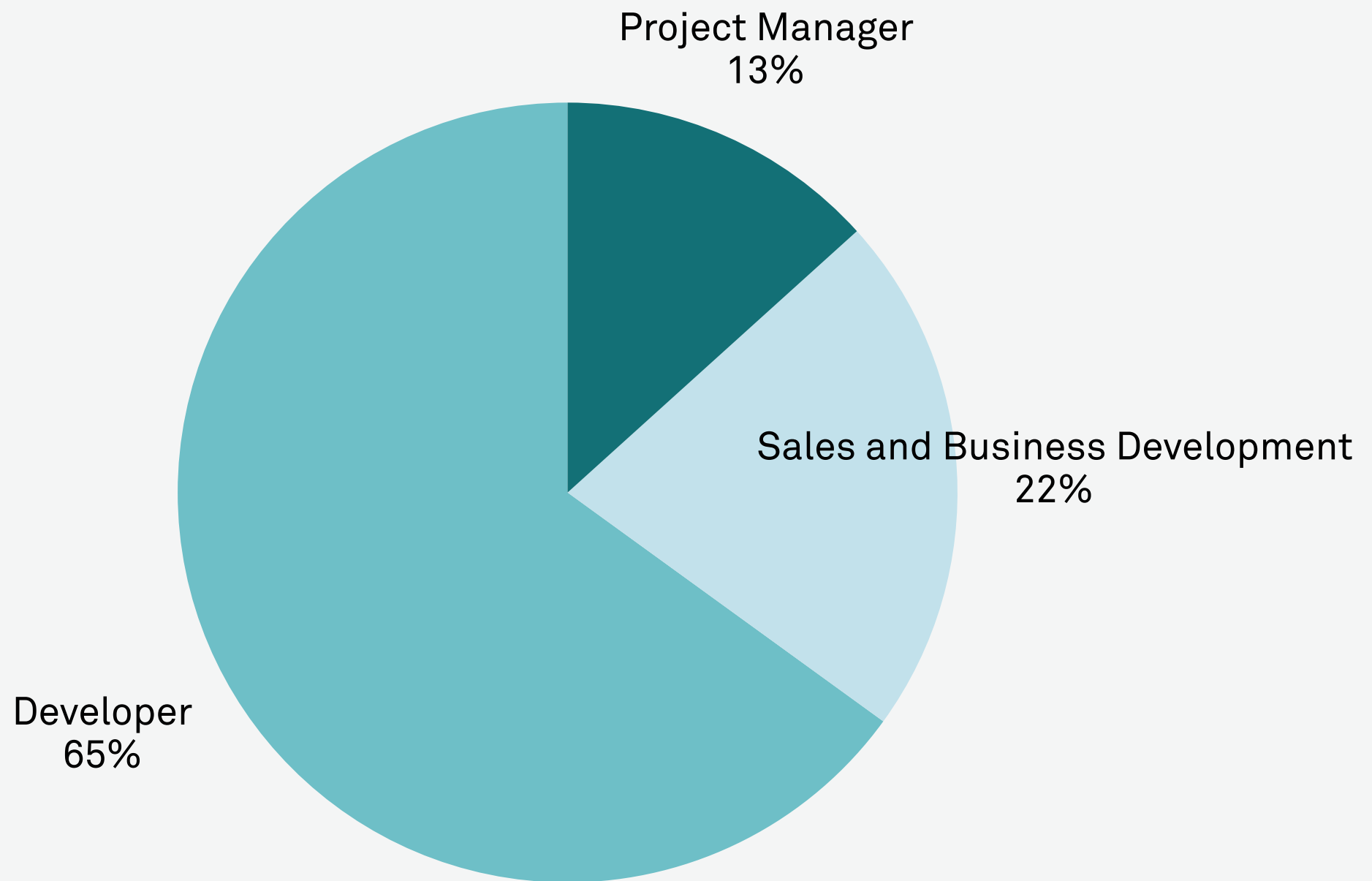(" Skills")>

How do you source new talent?

Most effective

Peer recommendation

Internal recommendation

Advertising regionally

Least effective

CV database searching

Recruitment agencies

Advertising nationally

The Three most difficult roles to fill

Project Manager
13%

Sales and Business Development
22%

Developer
65%

The tech we're using

PHP	57%
Javascript	40%
Angular JS	20%
C#	20%
Java	17%
Magento	17%
C++	13%
Drupal	13%
jQuery	13%
SQL	13%
Other	10%
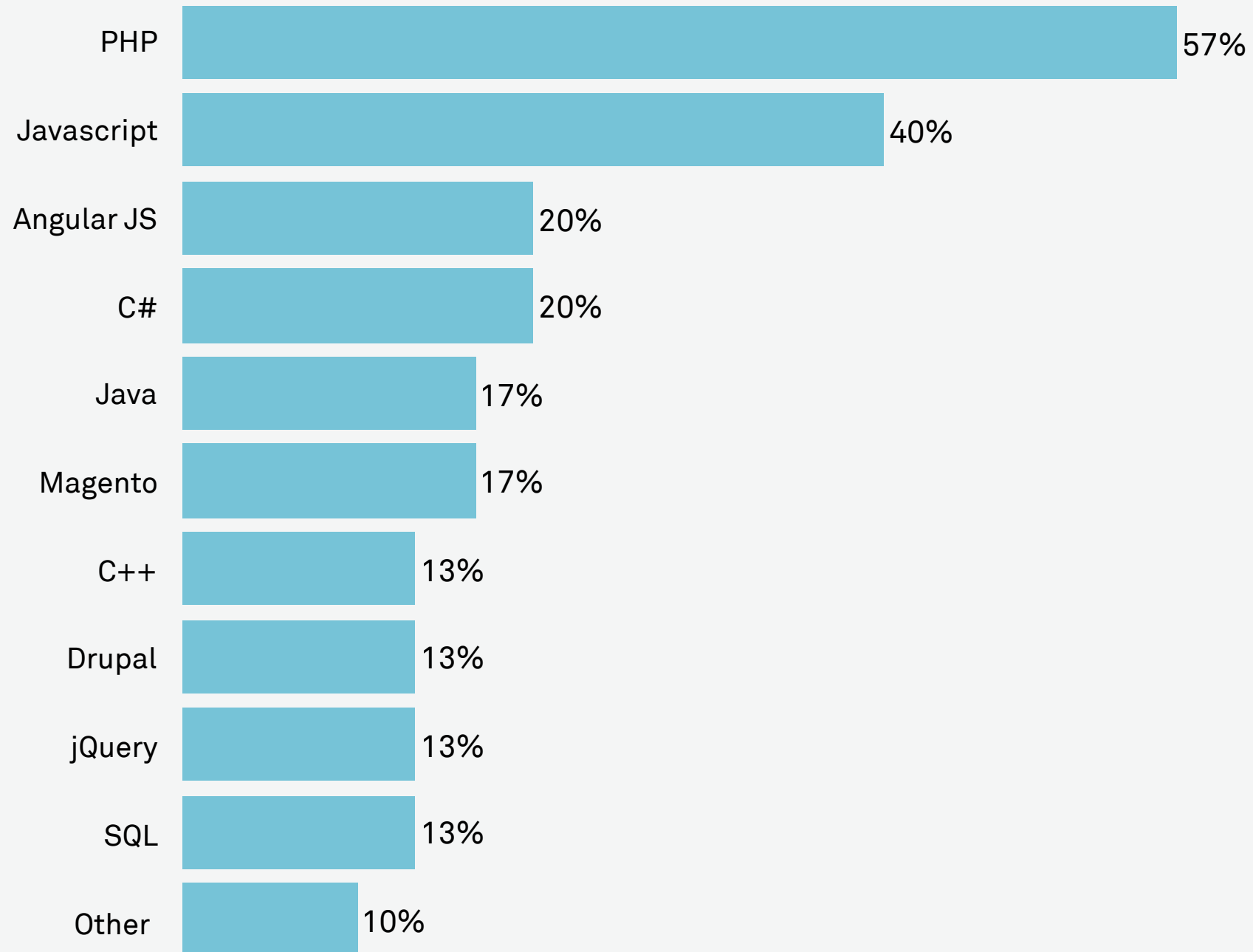
Which skill sets will grow in importance?

Skill Set	Percentage
Developer	14%
Account Management	10%
Business Development	10%
Digital Marketing	9%
Data Analyst	9%
Project Manager	9%
User Experience	9%
Business Analyst	7%
Testers / QA	7%
Social Media	5%
Systems architect	4%
SEO	4%
Business Support	3%
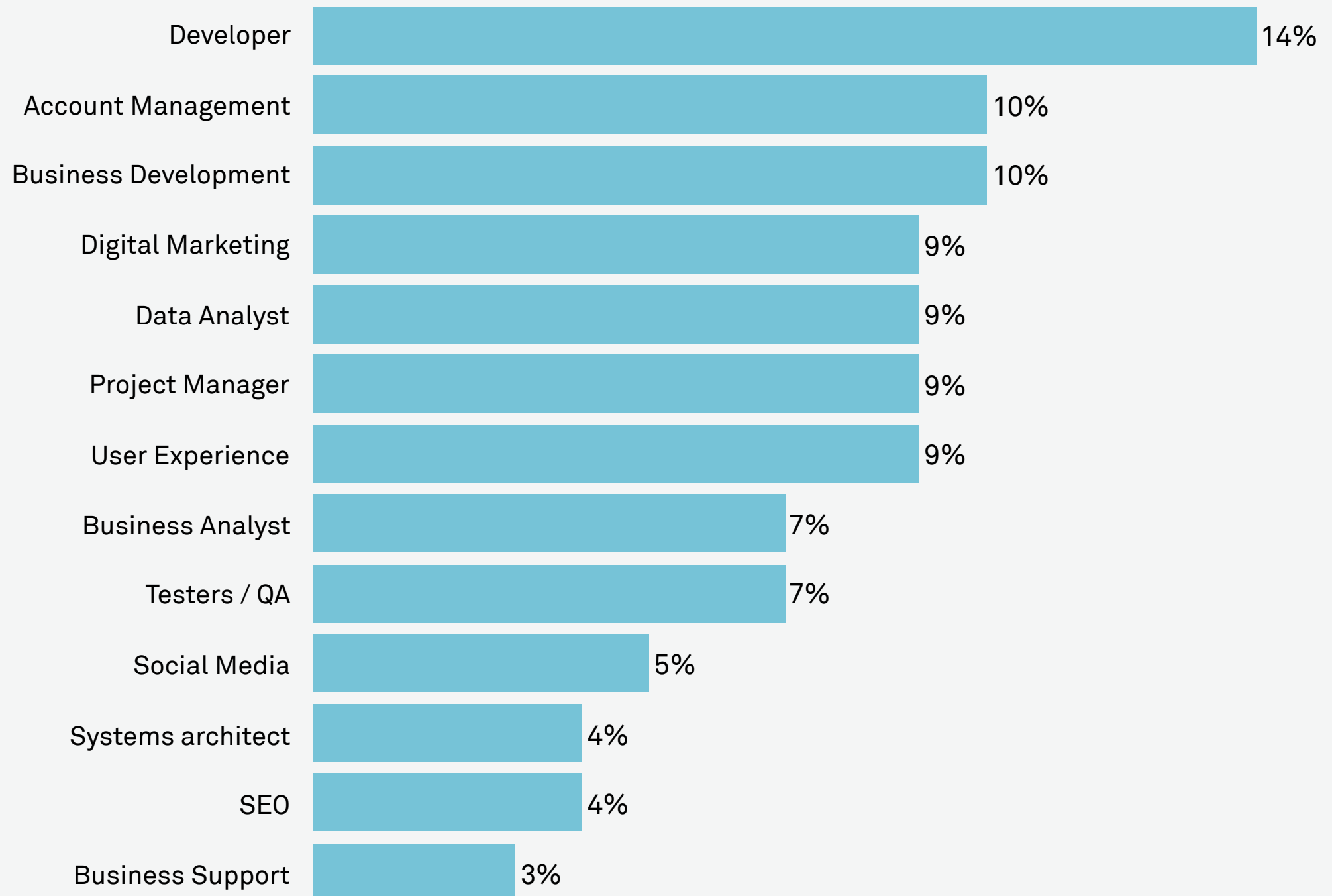
("Retaining")+
(" Employees")>

44%

Have inflated salaries to remain competitive

The roles with the biggest pay rises

Developers
+20%

Infrastructure
+20%

UX
+40%

Average Developer Salary

Junior Developer
£20,960
(£14k - £35k)

Mid Developer
£27,220
(£20k - £45k)

Senior Developer
£39,160
(£25k - £80k)

What additional benefits are offered to attract and retain your staff

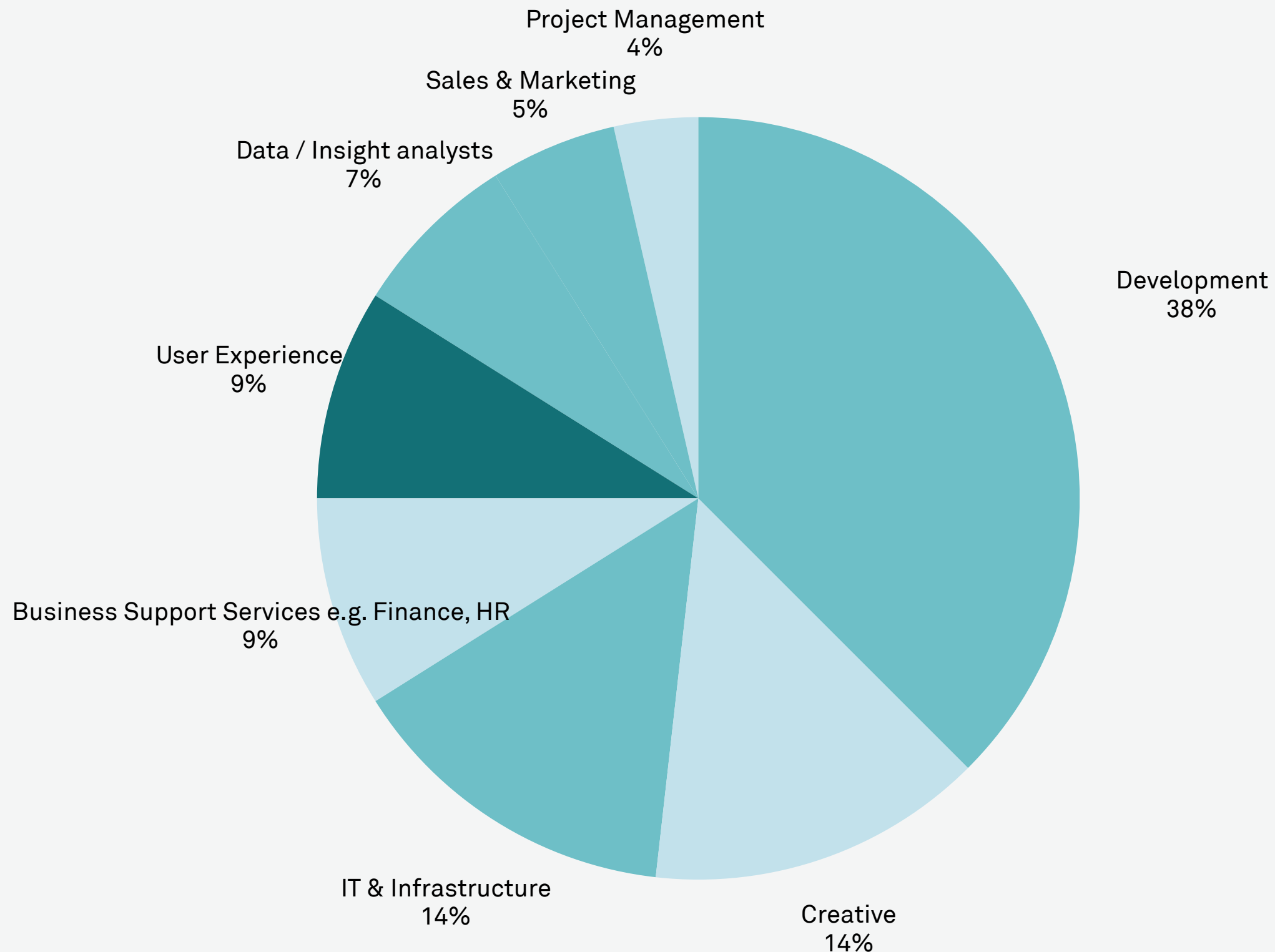| Benefit	Value
Career development / training	34
Flexible Hours / flexitime	28
Flexible location e.g. remote working	25
Social benefits (birthdays off, Friday drinks etc)	23
Pensions	20
Cycle to work scheme	19
Free breakfasts / snacks / drinks	16
Bonus structure	14
Games (pool table, Xbox etc)	12
Nursery Schemes / Childcare vouchers	12
Tech (phones, laptops, iPads)	12
Commission	9
Health care	9
Gym membership	5
Travel allowance	5
More money	4
Relocation Support	4

("Outsourcing")&
(" Contracting")>

38%

Use contract workers and outsource some development locally

Which roles have you had to use contract workers for?

Project Management
4%

Sales & Marketing
5%

Data / Insight analysts
7%

User Experience
9%

Business Support Services e.g. Finance, HR
9%

IT & Infrastructure
14%

Creative
14%

Development
38%

26%

Either outsourced work outside of the EU or hired non EU workers

37% ▼ 20% YOY

Turned away away work as a result of being unable to find the right talent.
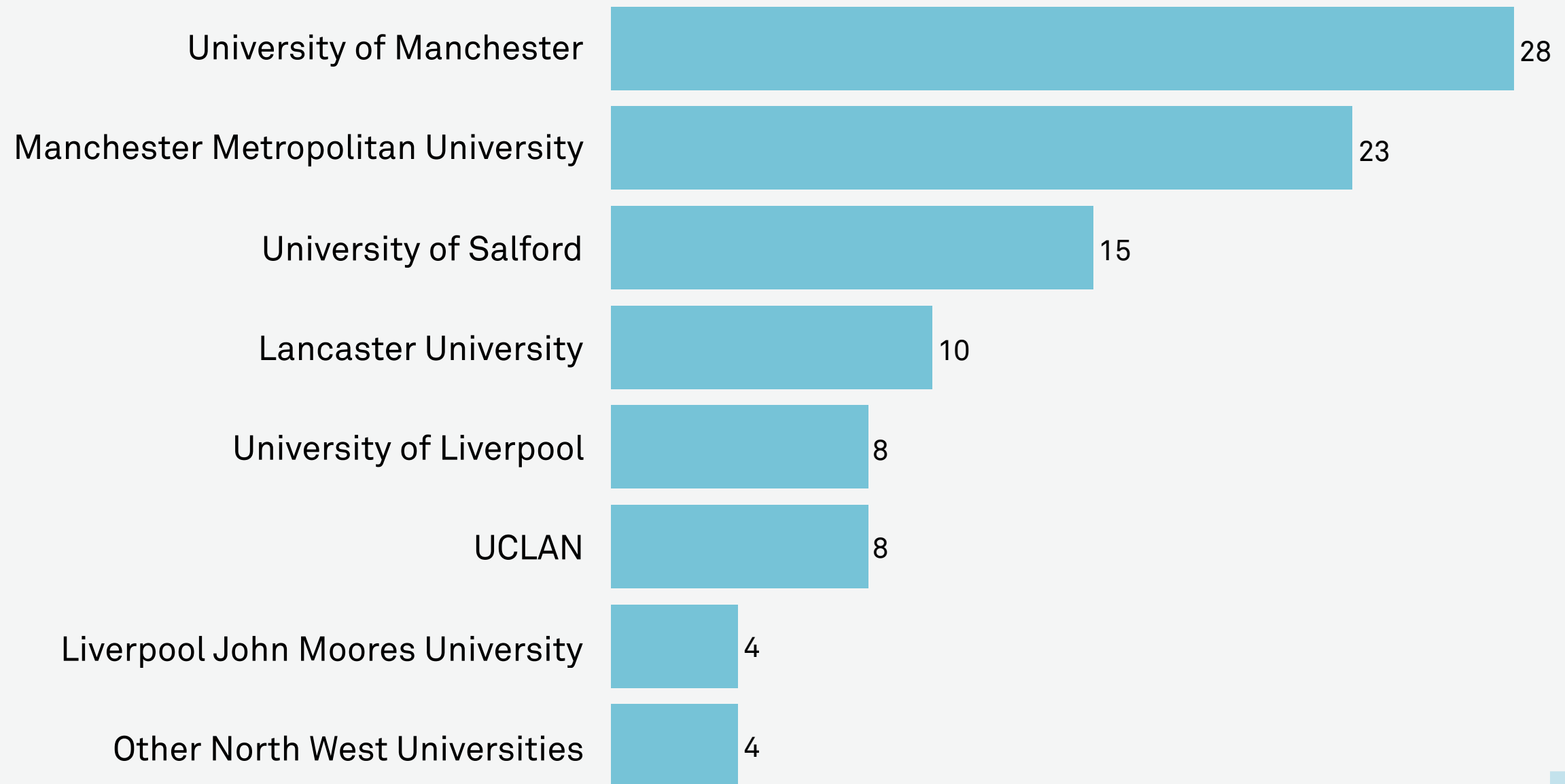
("Graduates")+
("Apprentices")>

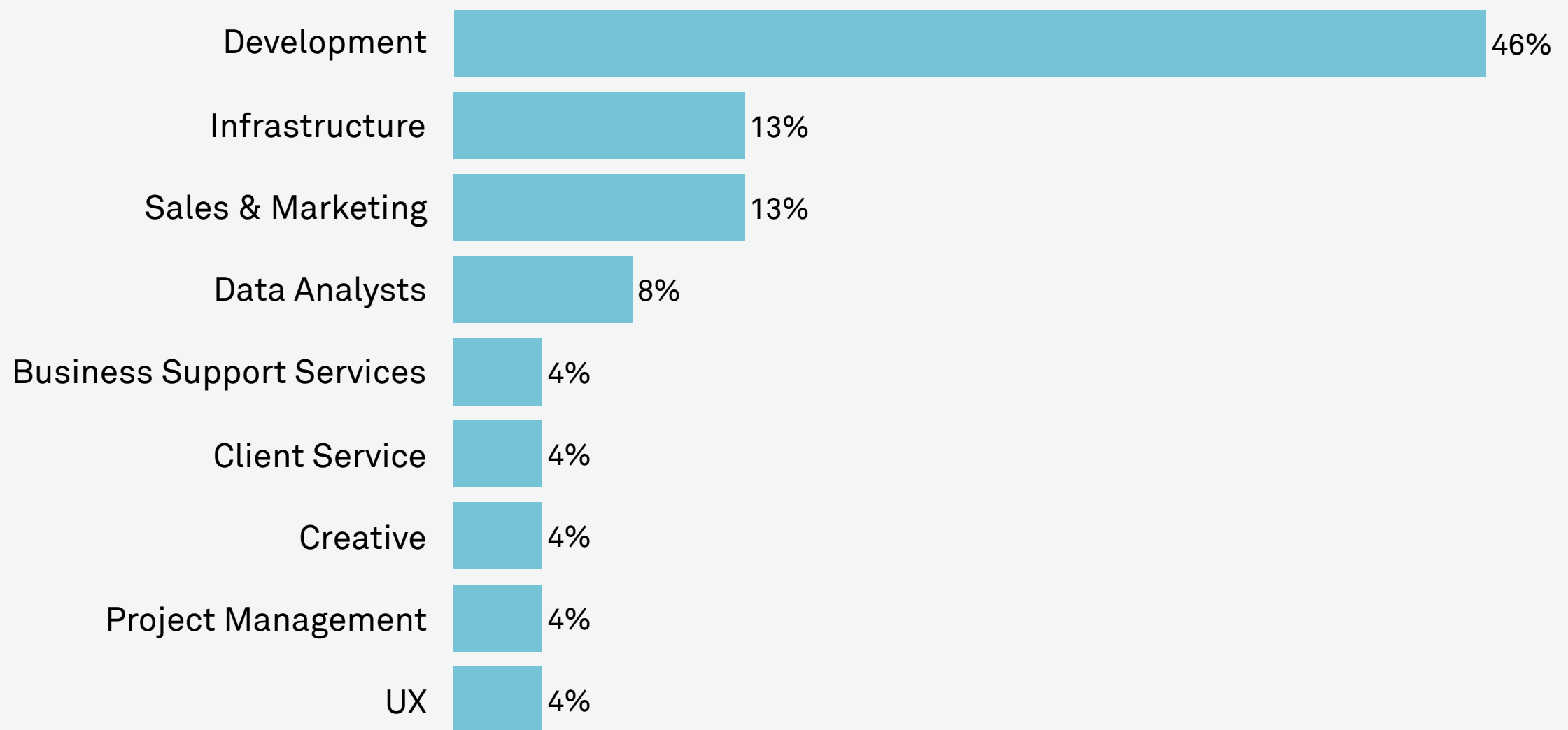80% recruit graduates

69% have a graduate scheme

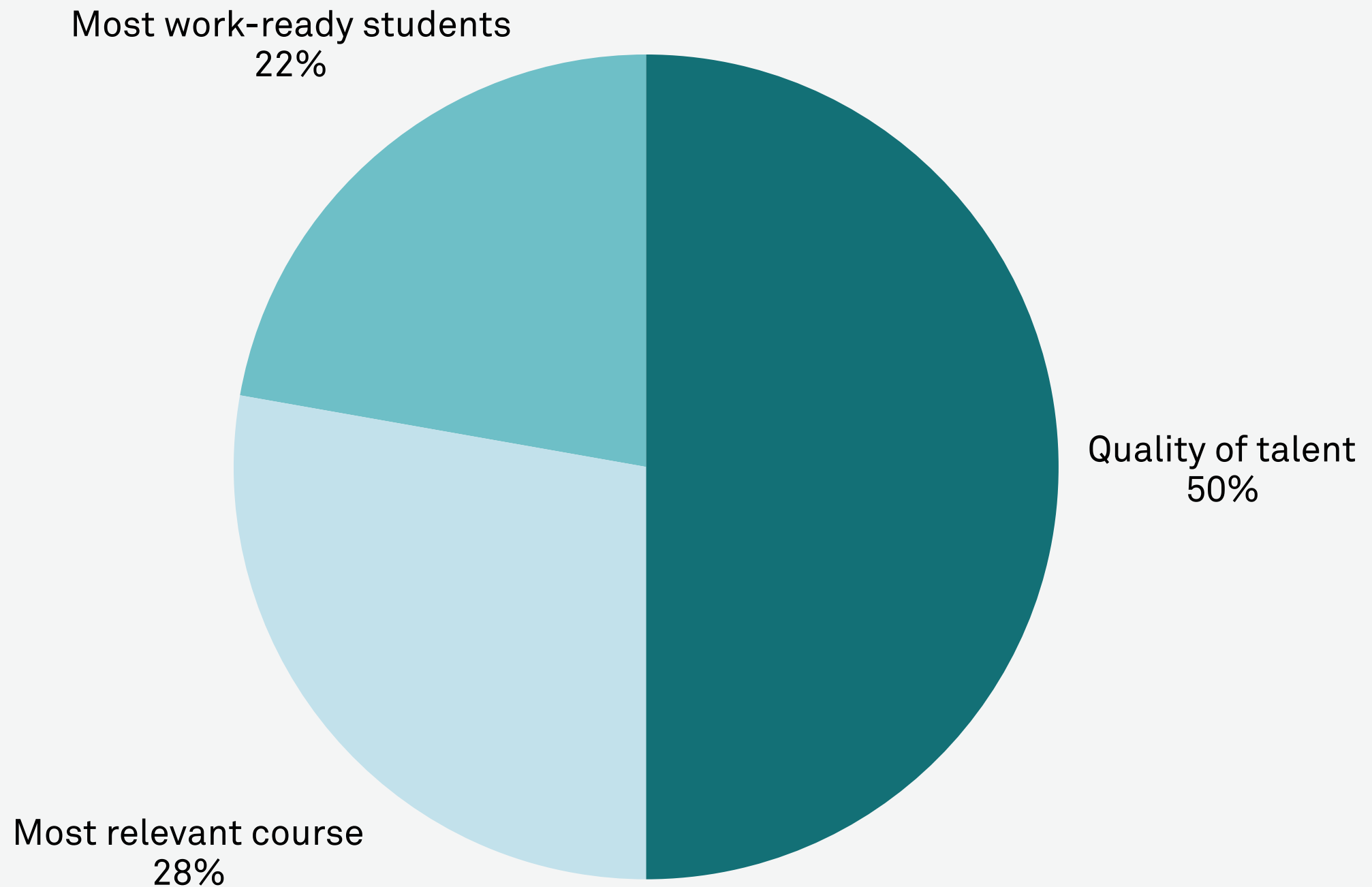# Entry level talent recruited from local educational institutions

0 - 25%	44
26 - 50%	27
51 - 75%	11
75% - 100%	18

% of companies recruiting regional talent
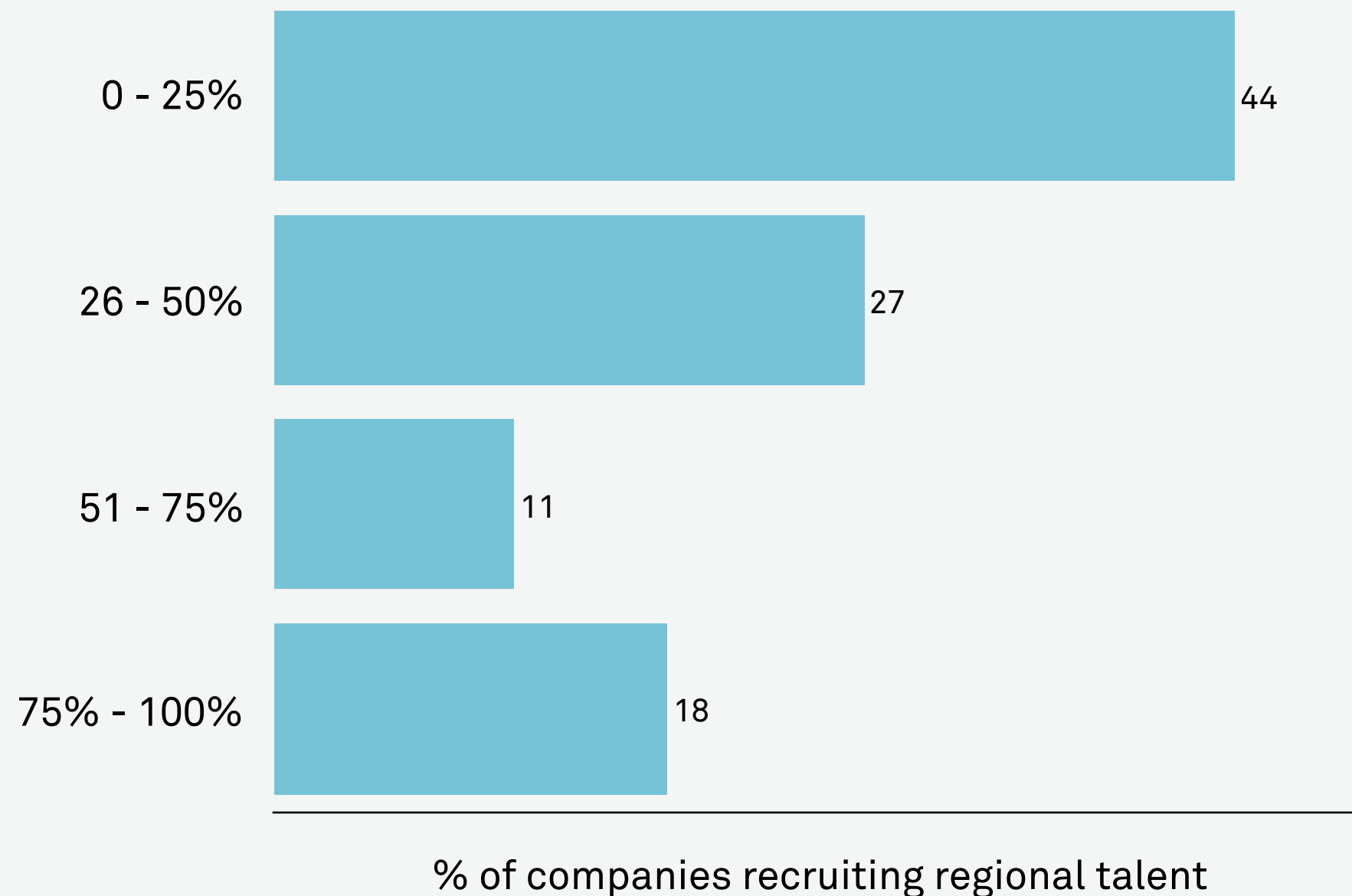
Which local university are you most likely to recruit talent from?

University	Count
University of Manchester	28
Manchester Metropolitan University	23
University of Salford	15
Lancaster University	10
University of Liverpool	8
UCLAN	8
Liverpool John Moores University	4
Other North West Universities	4

Which roles do you find hardest to fill from local universities or colleges?

Role	Percentage
Development	46%
Infrastructure	13%
Sales & Marketing	13%
Data Analysts	8%
Business Support Services	4%
Client Service	4%
Creative	4%
Project Management	4%
UX	4%

17.8% of respondents use universities outside of the North West, why?

Most work-ready students
22%

Quality of talent
50%

Most relevant course
28%

47%
Have taken on an apprentice

81%
Met the employers expectations

Reasons for apprentice not meeting expectations

Quality of training provision wasn't good enough
33%

Quality of apprentice wasn't good enough
67%
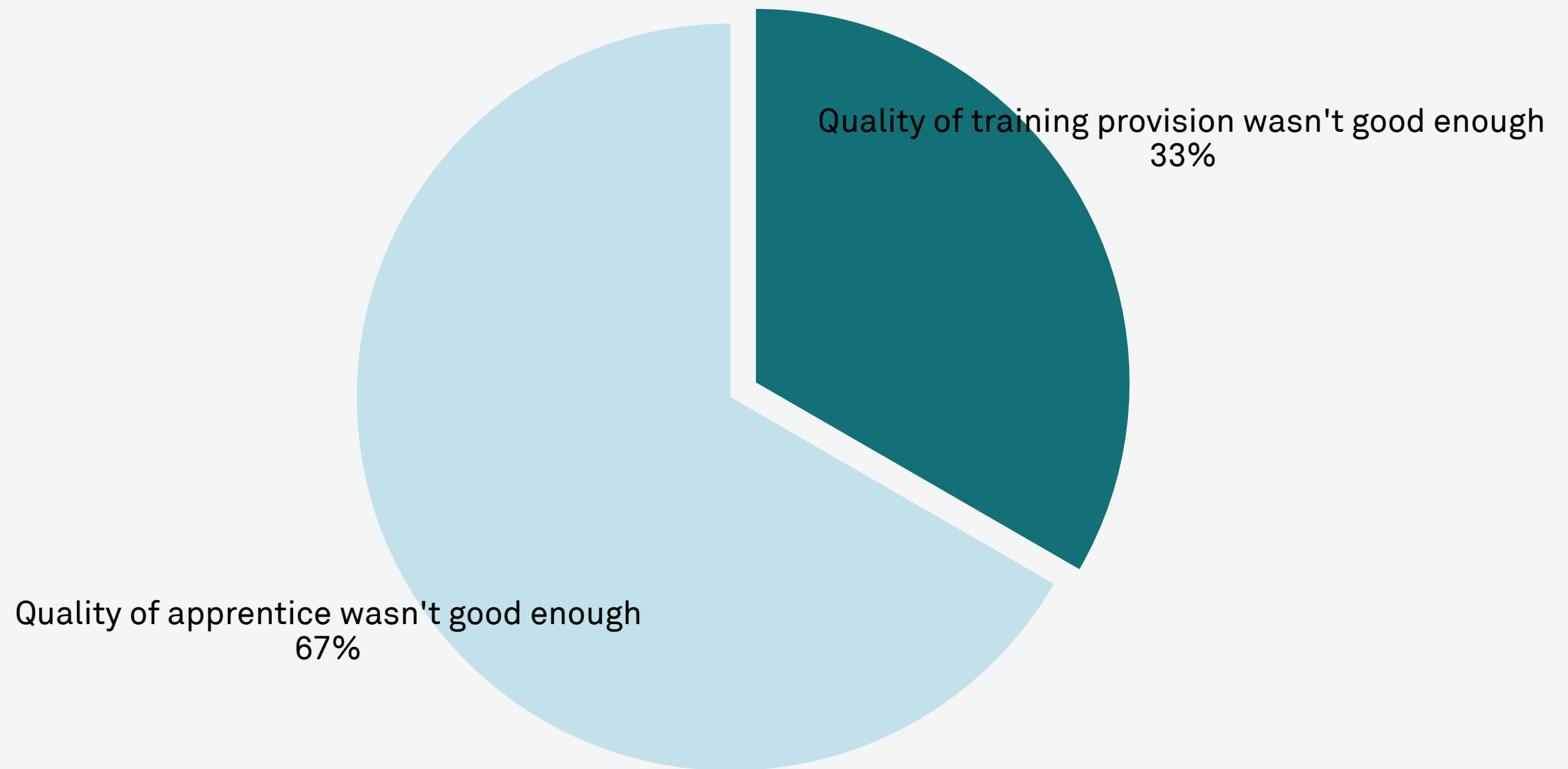
("in short")+("

- The good news is that our businesses are still growing. The bad news is that unless we can solve the skills gap more work will be outsourced to other countries where the problem is not yet as acute.

- Wage inflation continues to be an issue and freelance and contract day rates continue to rise. This has the danger of making us less competitive than other cities longer term.

- Getting more women into tech holds the key to solving part of the shortage, there have been lots of schemes put in place to try and address this but there needs to be a cohesive step change across all of industry and education.

- We are lucky to have so many great universities so nearby but we as an industry need to work more closely with them to make sure that they are putting on the right courses AND that their students are work ready.

("Here's what")+
(" we think")>

‣ It is all about developing the pipeline and getting it right with education from the start. We need to inspire students, (both male and female) to take up careers in digital and tech by providing them with industry standard advice, guidance and experience.

‣ We need to build strong networks with education, help with course design and provision and help to ensure students in the North West are work ready (placements, challenges etc.)

‣ We need to shout about our region and make sure people from outside the North West know what great job opportunities are here and what a great lifestyle they can have. We particularly need to focus on attracting mid & senior level talent.

‣ We need employers to work together to come up with solutions for keeping talent in the region.

‣ Whilst competition in the labour market can be healthy we need to make sure that our smaller companies can also attract the skills and talent they need to grow their businesses.

(“What MD”)
+(“ are
doing”)>

- MD is uniquely placed to join up the dots and be the bridge between education and industry. One four main areas of focus for the last 3 years has been skills and will continue to be for the foreseeable future.

- Our employer's forum has been restructured and will tackle the issues flagged in this skills audit, market and salary benchmarking and will continue to build our links with education.

- Working with the Manchester Growth Company to look at how we can deliver industry standard careers advice to school and college students and begin to broaden the pipeline of talent into the industry.

- Mentoring scheme to help staff at all levels develop their skills and progress their careers. We hope this will aid the retention of mid-senior level staff in the region.

- More events to engage students throughout the year and make them feel connect to the region and our industry.