



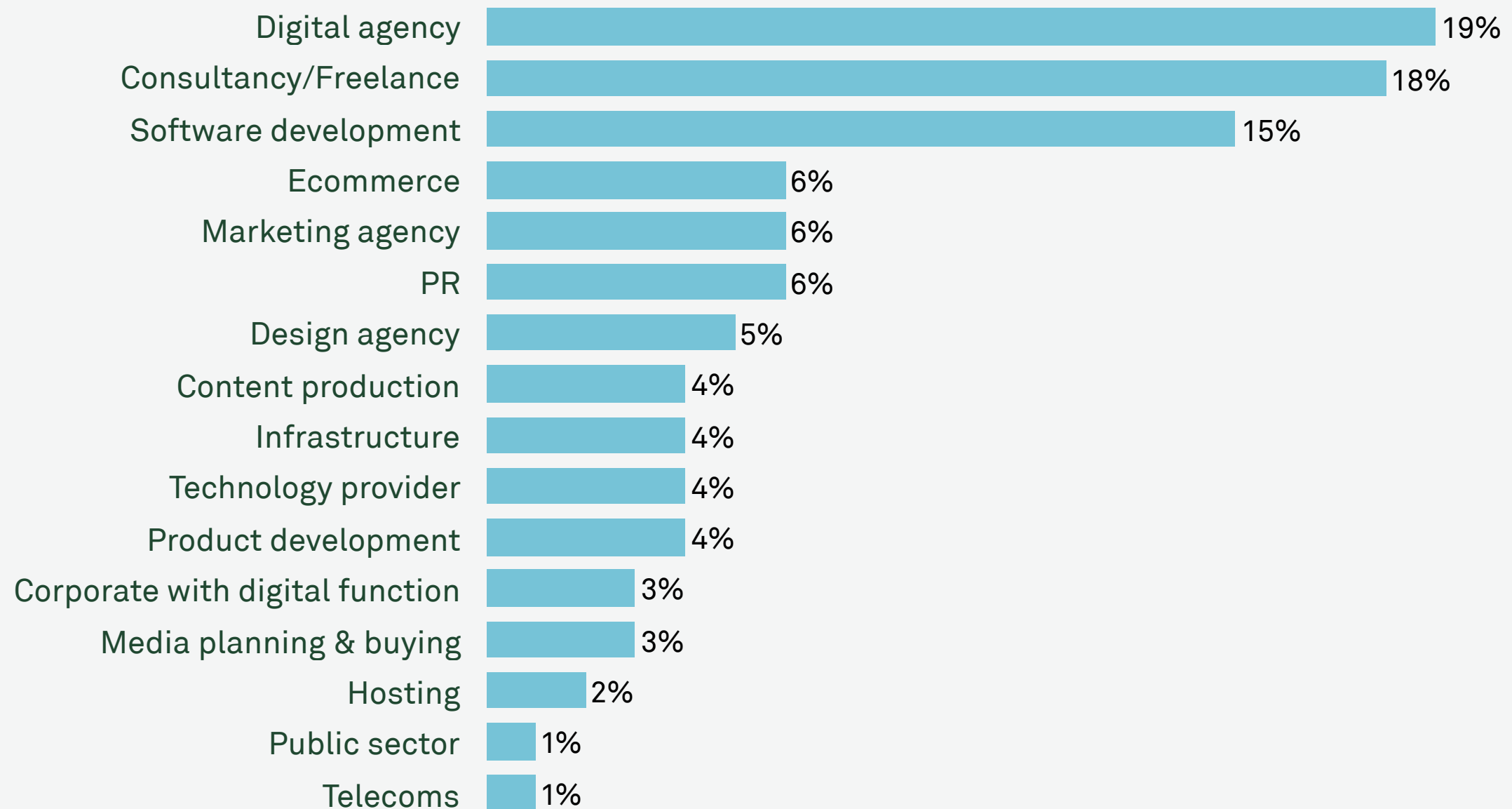
# Digital Skills Festival 2016 conference



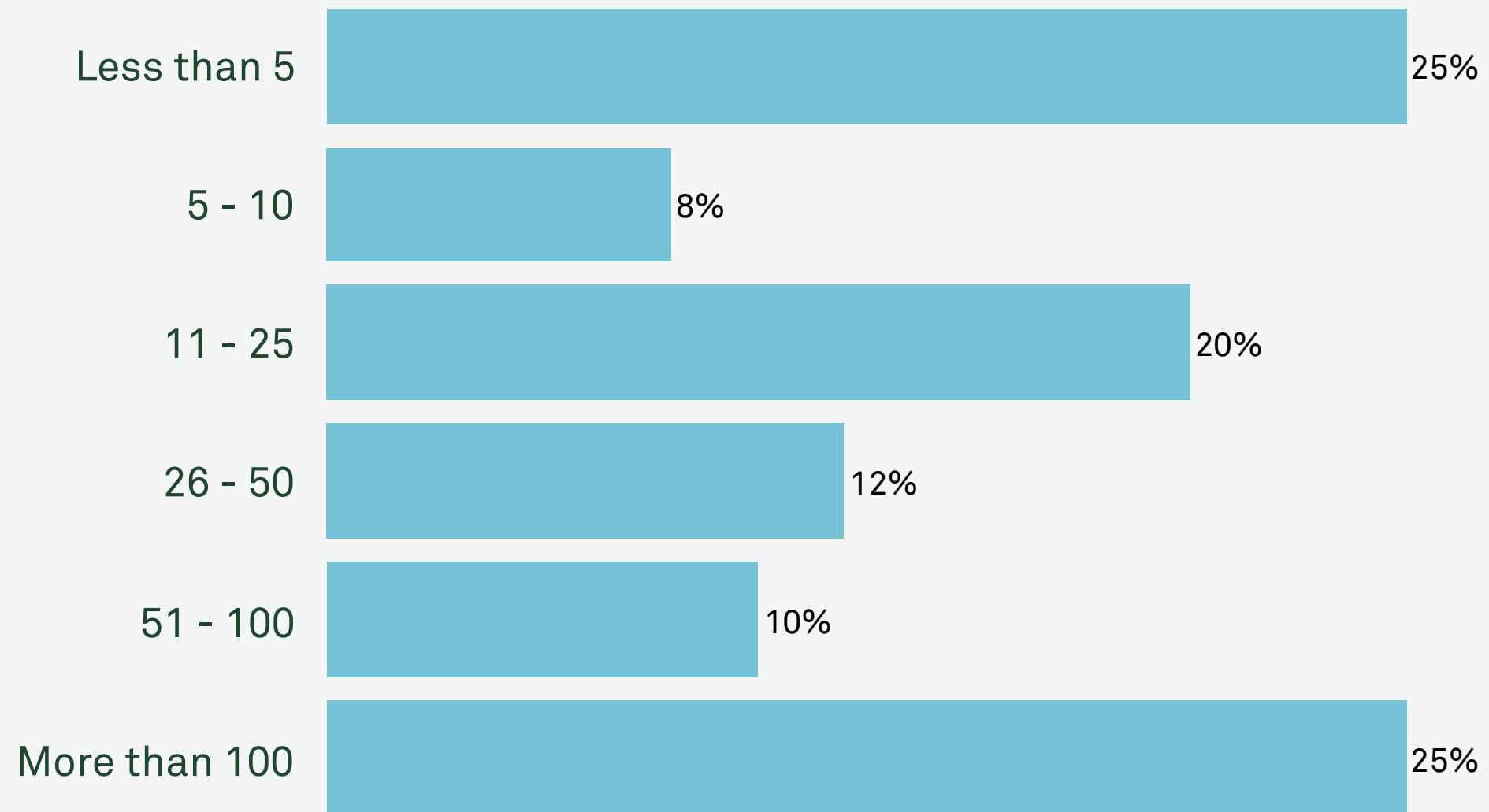
(“Digital Skills”)+ (“Audit”)>

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

# What type of business are you?



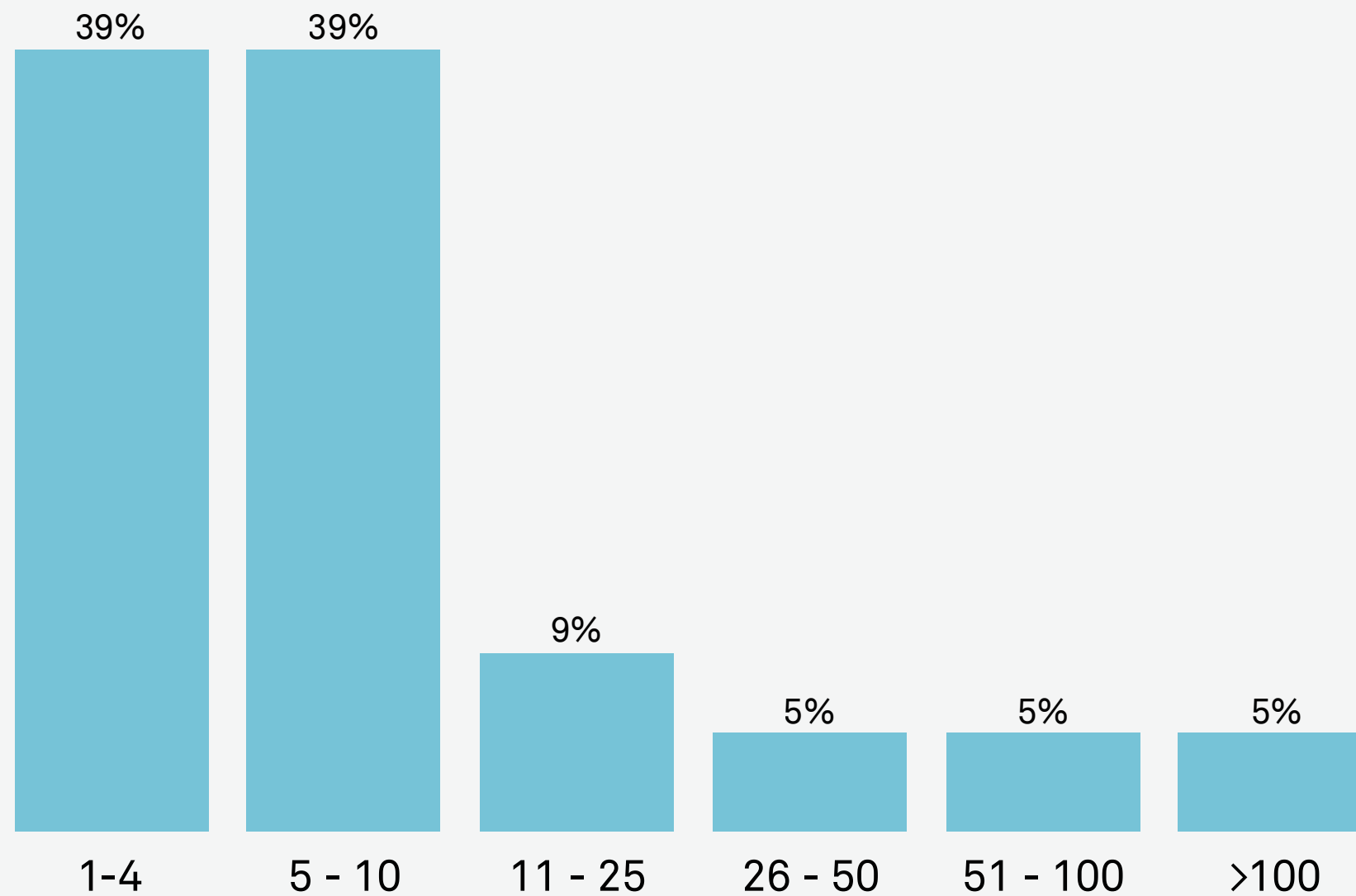
# How many people do you currently employ?



# 84%

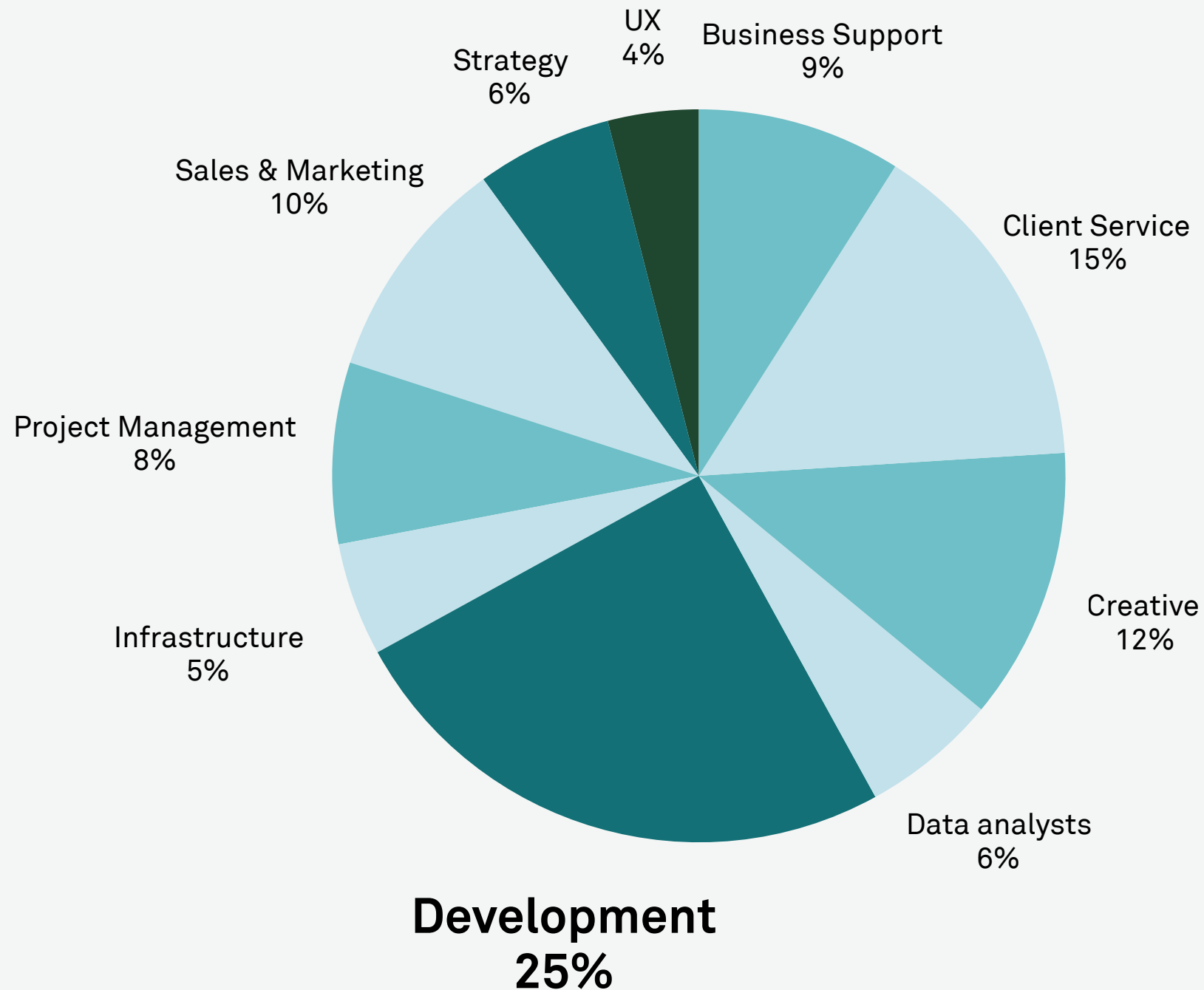
Reported growth in  
the last 12 months

## How many additional roles have people recruit in the last 12 months





# The most significant functions in an average digital business



## Gender split



60%



40%



## Technical roles split by gender



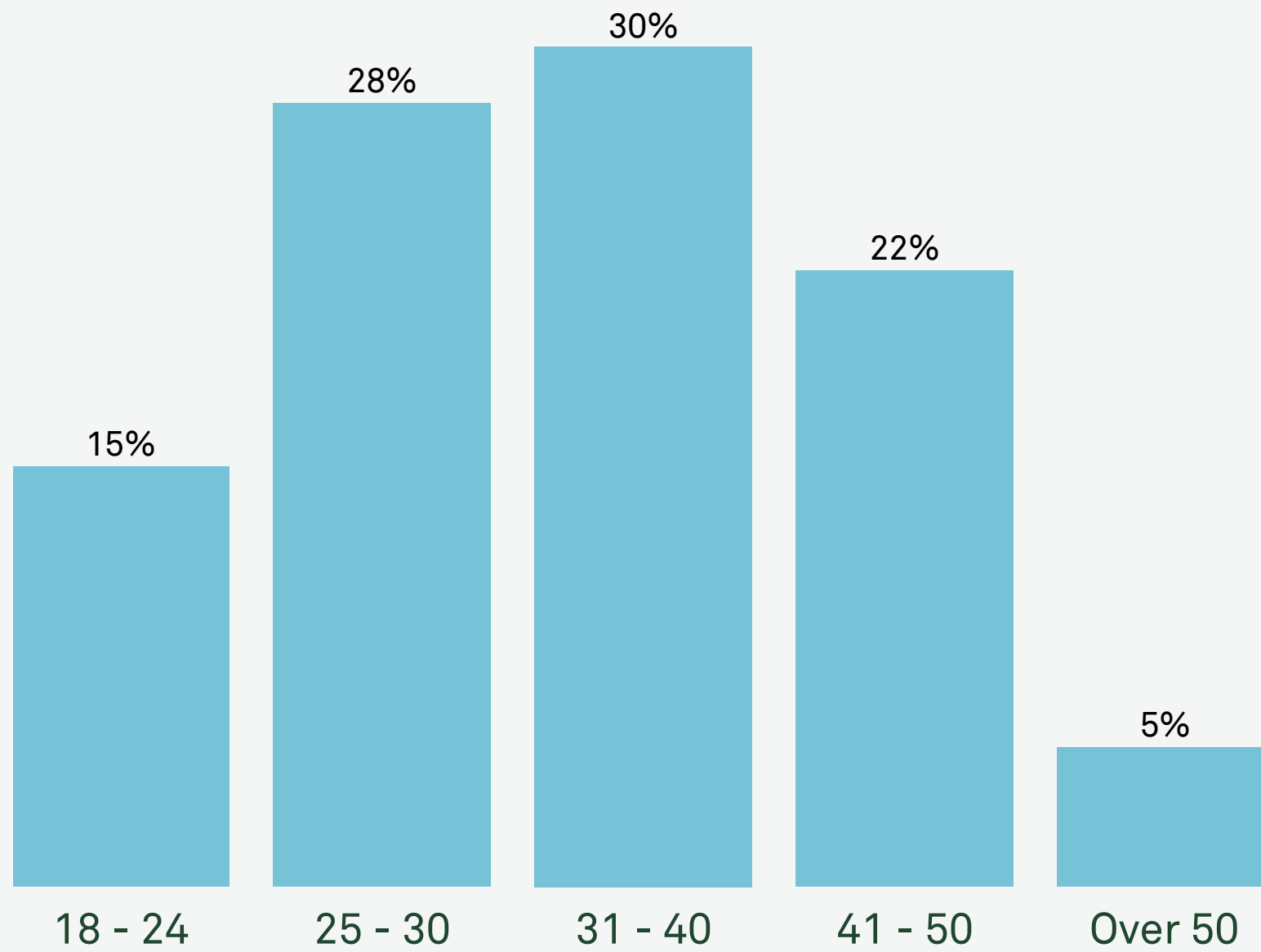
70%



30%



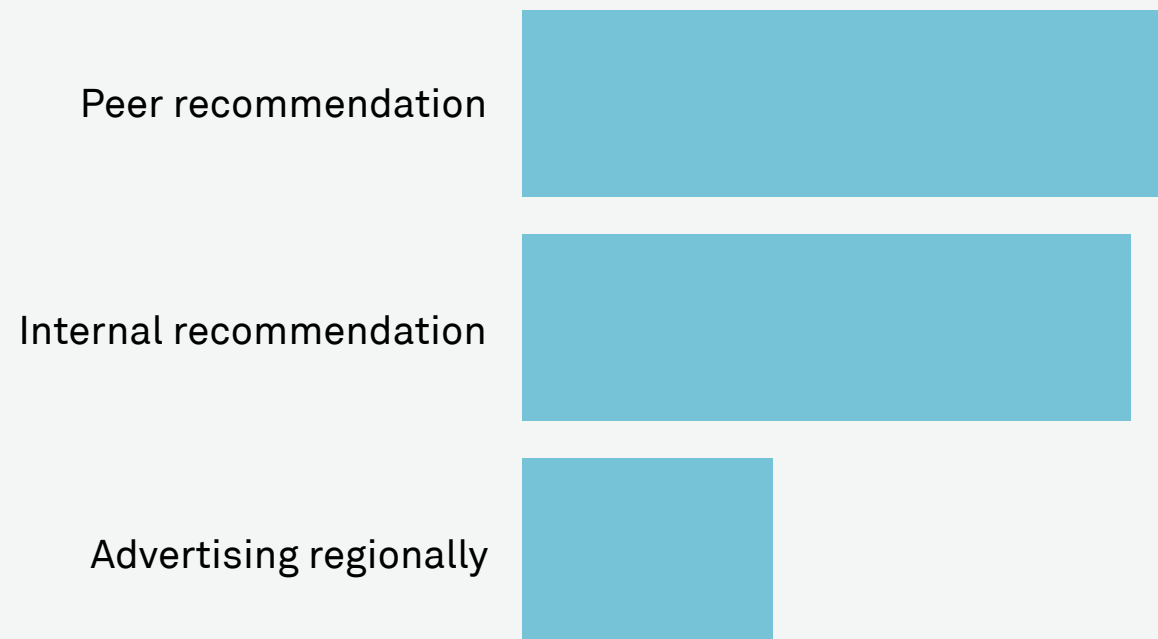
# Workforce split by age



(“Talent”)&  
(“Skills”)>

# How do you source new talent?

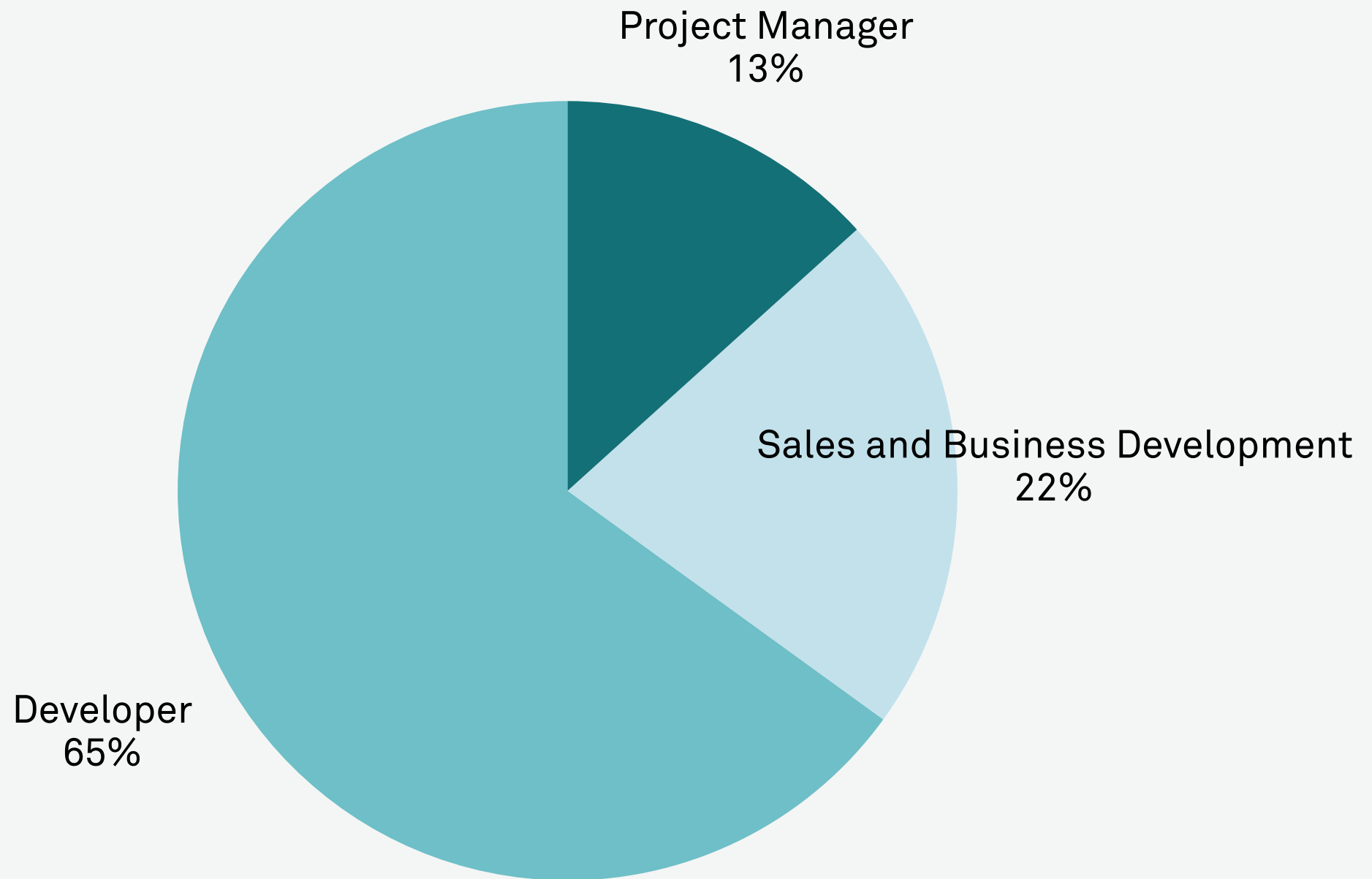
## Most effective



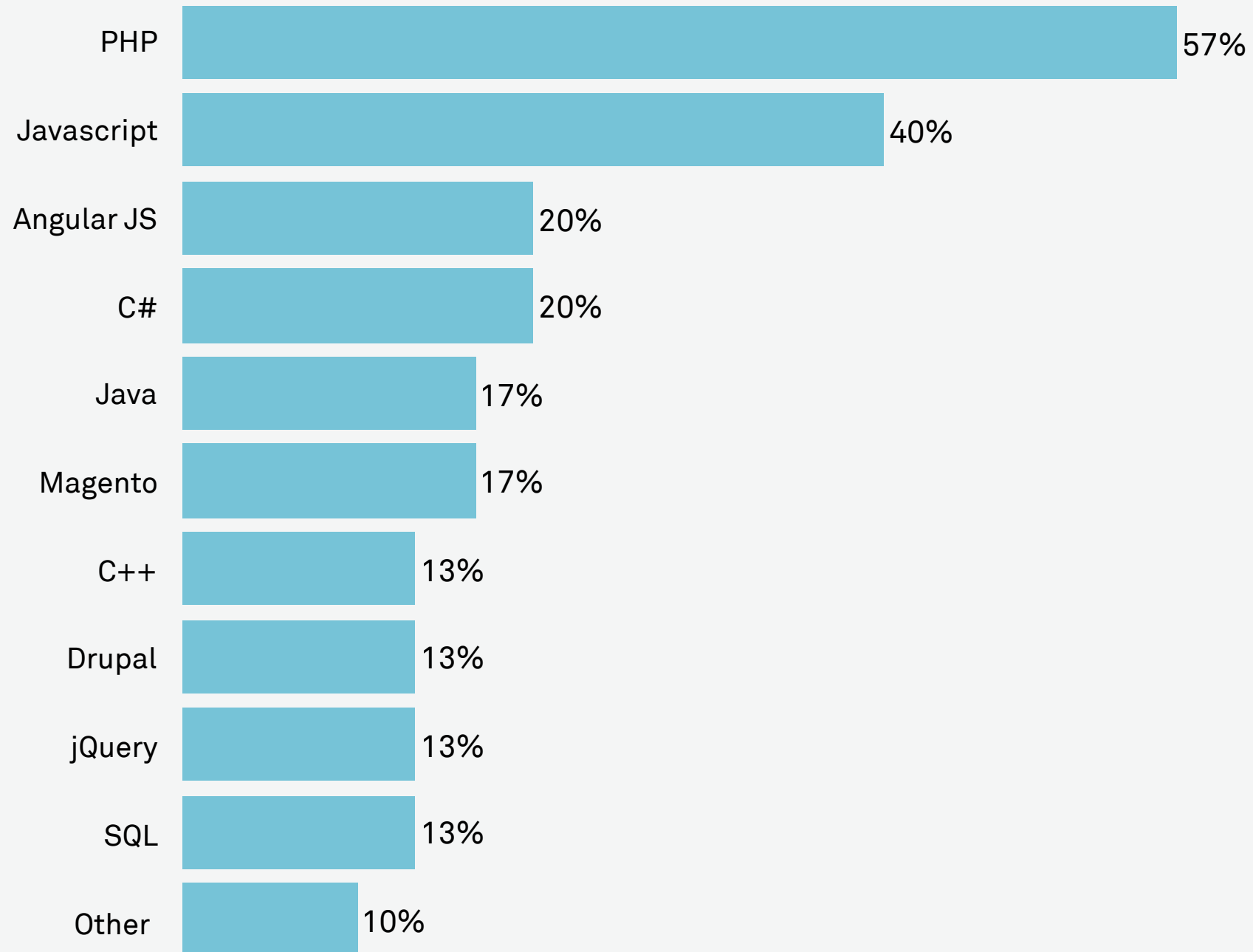
## Least effective



# The Three most difficult roles to fill

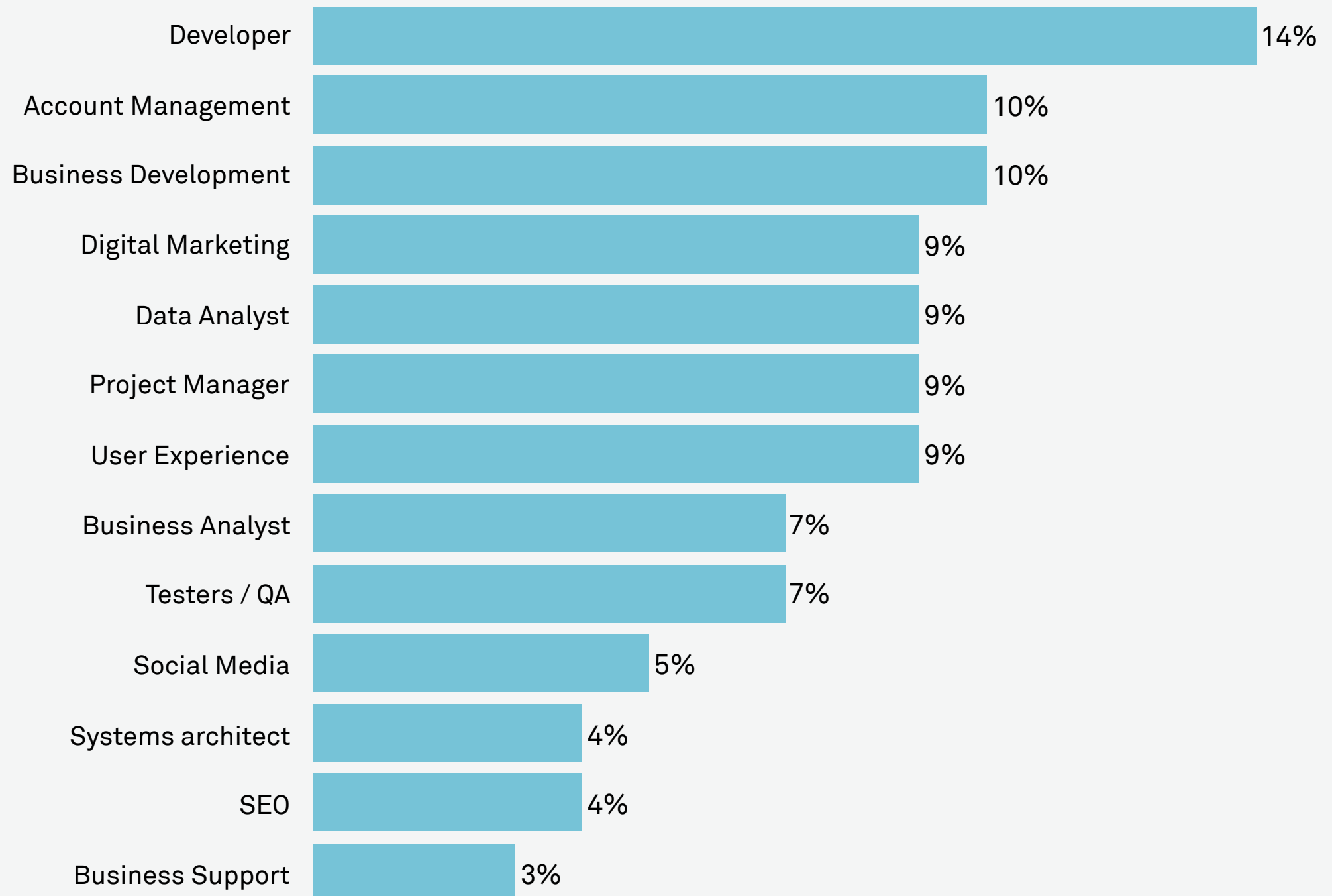


# The tech we're using





# Which skill sets will grow in importance?



(“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



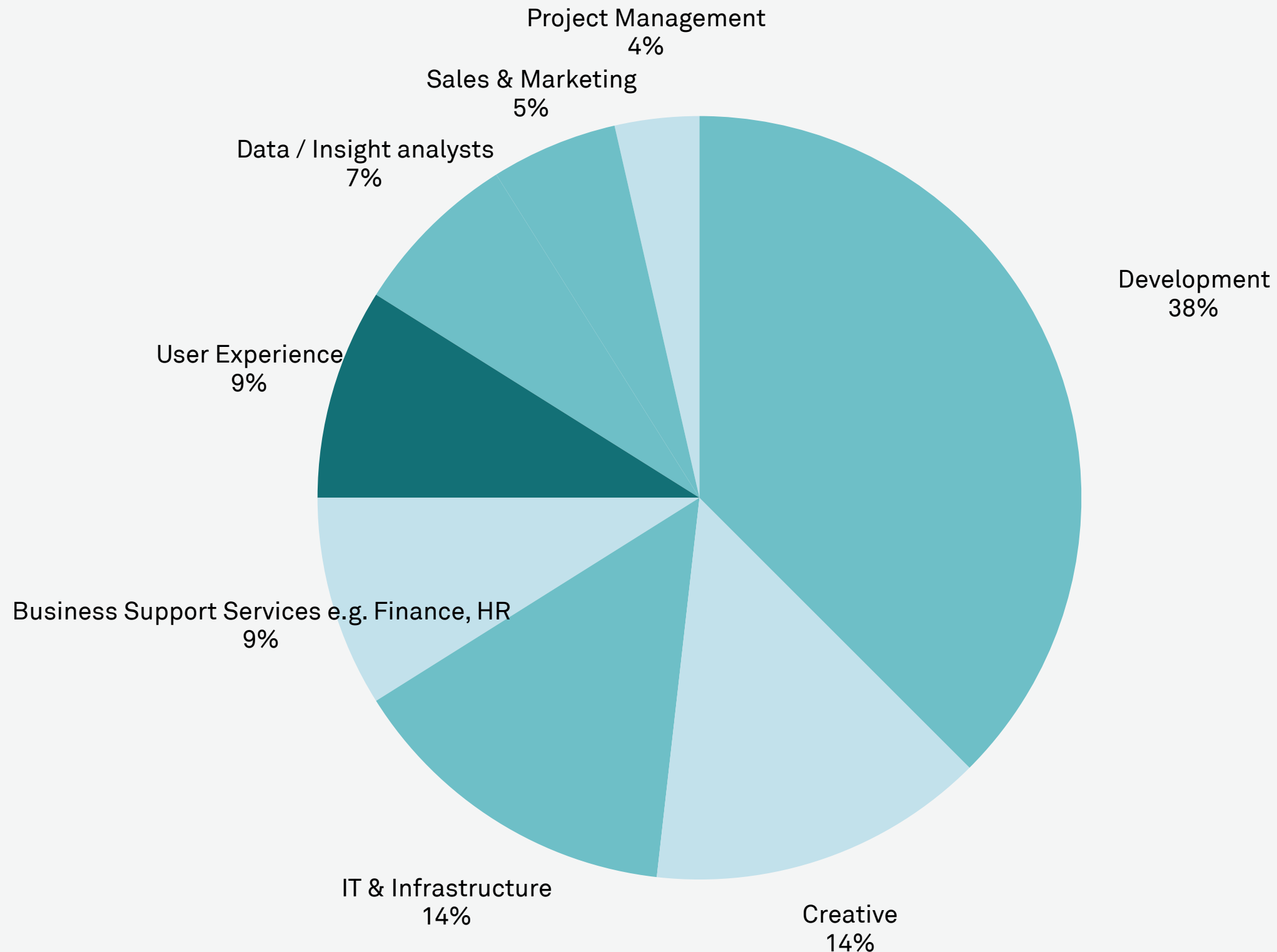
(“Outsourcing”)&  
(“ Contracting”)>

# 38%

Use contract workers  
and outsource some  
development locally



# Which roles have you had to use contract workers for?



# 26%

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

# 37%



Turned away away work as  
a result of being unable to  
find the right talent.

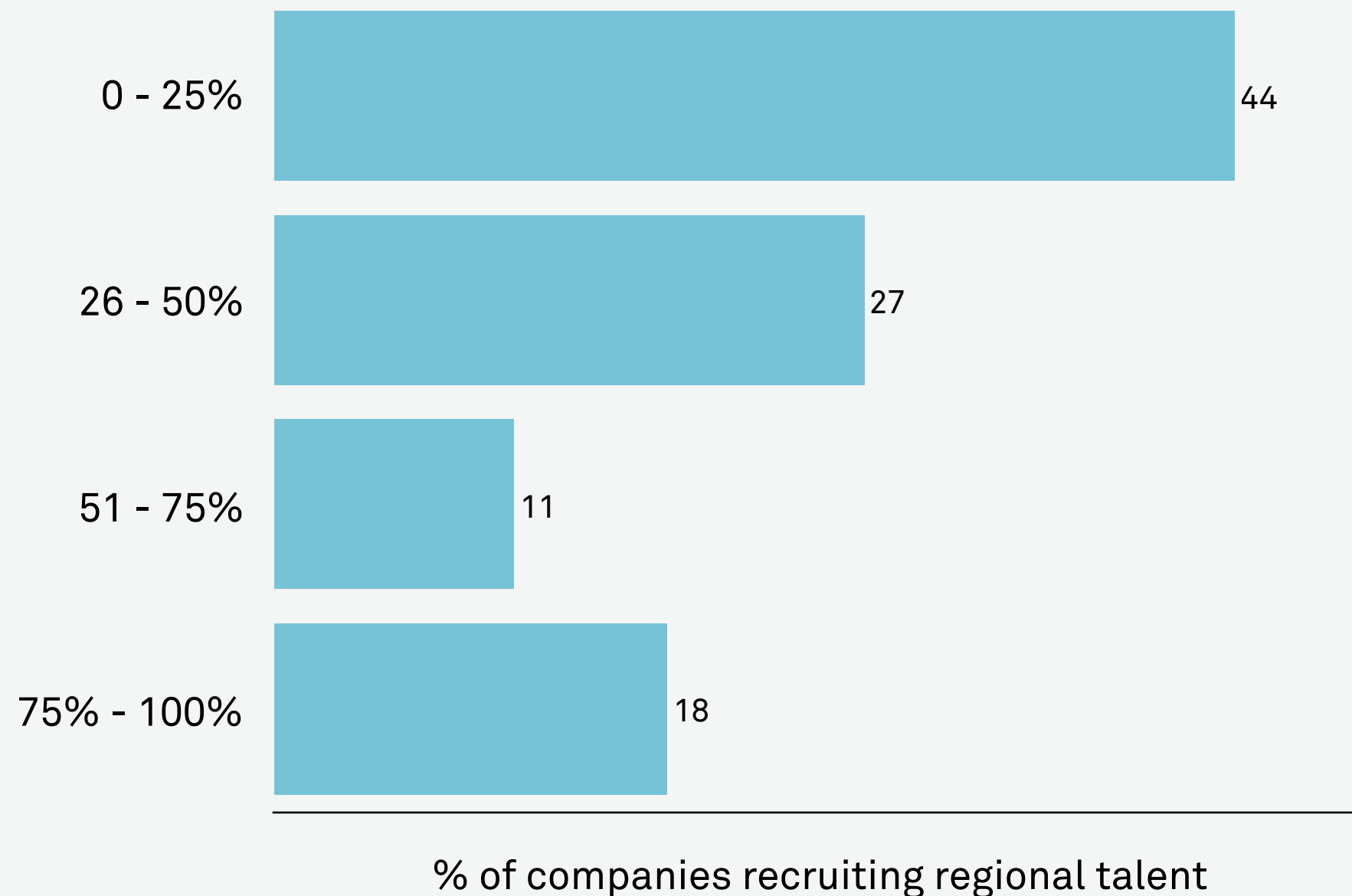
(“Graduates”)+  
(“Apprentices”)>





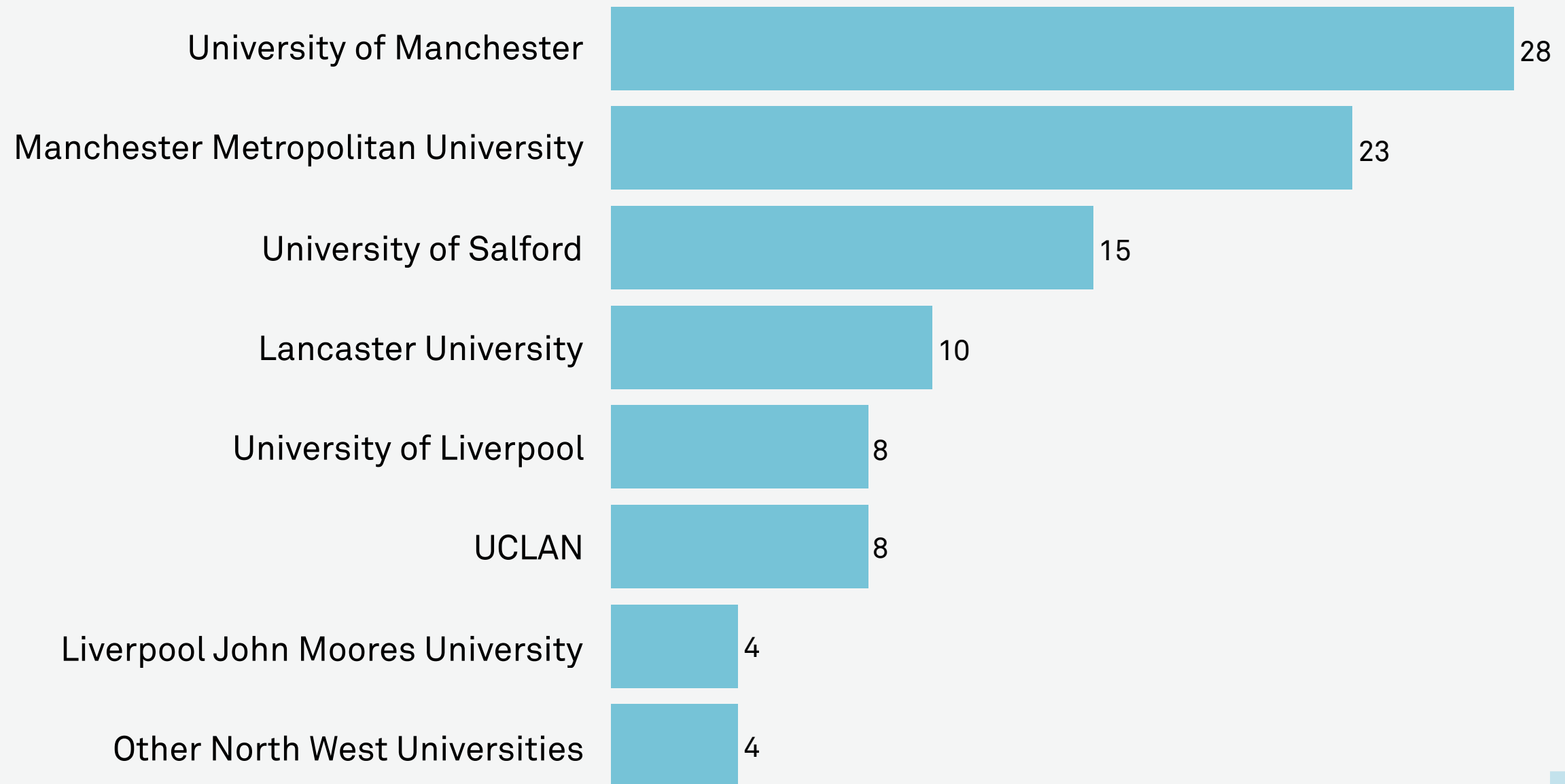
**80% recruit graduates**  
69% have a graduate scheme

## Entry level talent recruited from local educational institutions

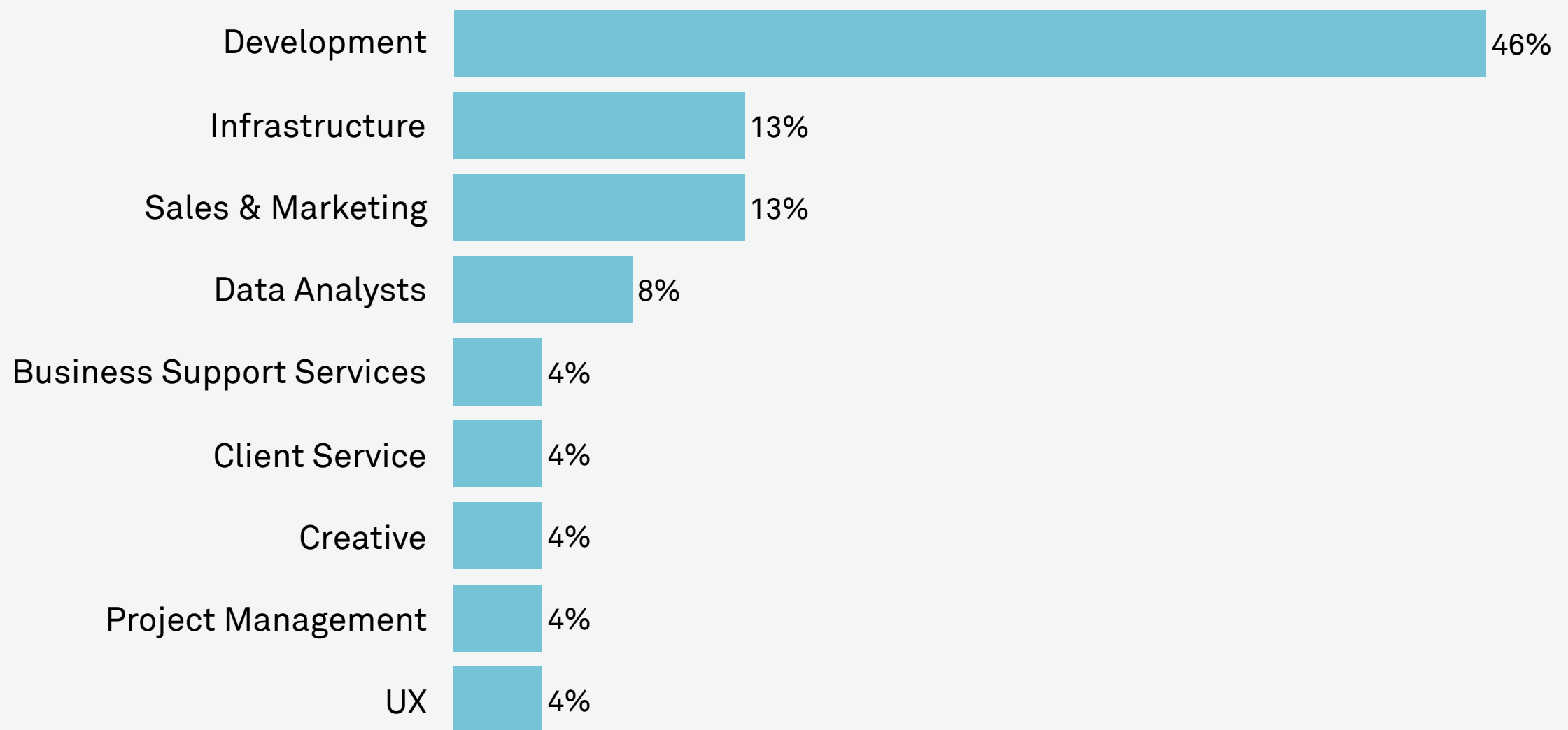




# Which local university are you most likely to recruit talent from?

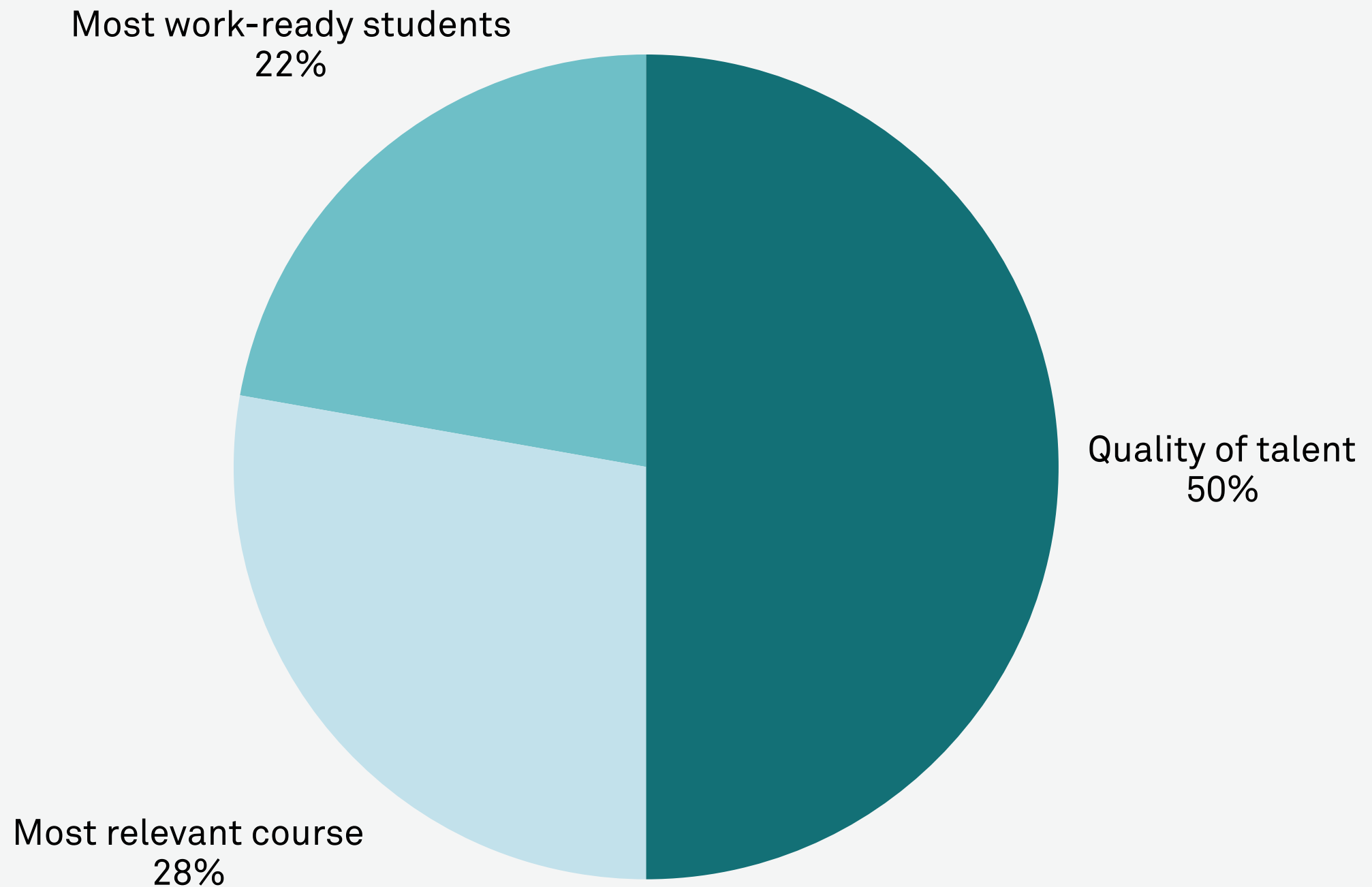


# Which roles do you find hardest to fill from local universities or colleges?





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





**47%**

Have taken on  
an apprentice

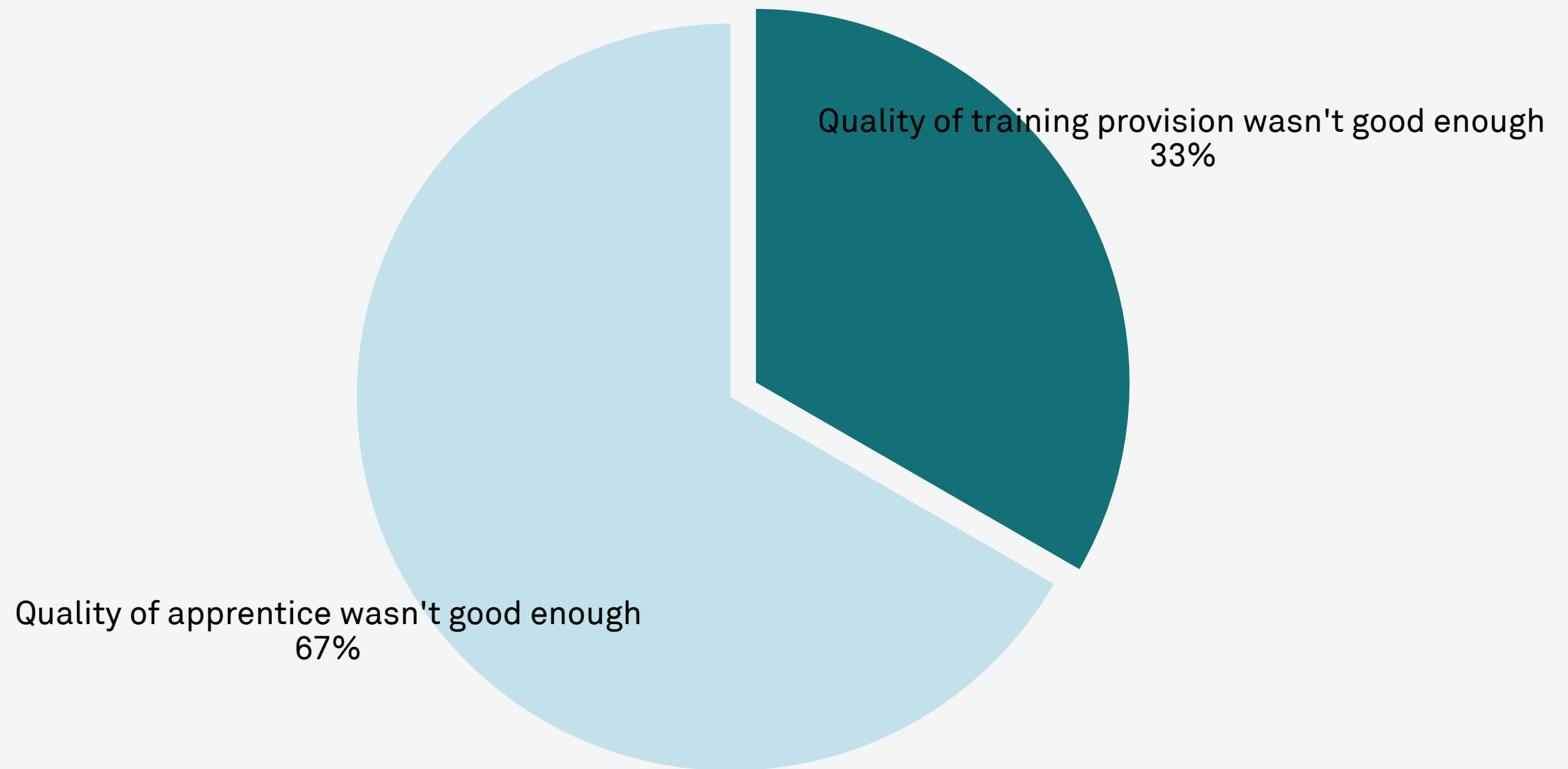




81%

Met the employers  
expectations

# Reasons for apprentice not meeting expectations



(“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 of the 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.

