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Health & Social Care

Dorset Local Skills Improvement Plan

LMI Sector Insights | December 2023



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www.dorsetchamber.co.uk/lsip

Data notes

- This sector dashboard uses a combination of data published via the Office of National Statistics (ONS) and also utilises vacancy data via [Lightcast](#)
- Lightcast is a global leader in labour market analytics. This dashboard primarily uses Lightcast job posting analytics and focuses on the Dorset LSIP area and trends over time
- It is important to note that the analysis here only reflects jobs that are posted online. It effectively ‘scrapes’ a range of job websites, alongside candidate profiles
- Lightcast uses sophisticated software to try remove duplicates i.e. jobs posted repeatedly, but recognises that this may remain an issue for some postings
- Because it captures online job postings only, it cannot capture informal job vacancies and recruitment. It is important to recognise that in some sectors such as construction recruitment tends to be more ‘informal’ and will not be reflected in the data here. This may also be more prevalent in small and micro businesses
- It is also important to note that the analysis attempts to differentiate between sectors and ‘occupational pathways’. That is, some of the requirements for certain skills do not necessarily occur in tightly defined sectors. For example, digital skills are important across a whole range of sectors, whilst many people working in construction do not necessarily work in the construction sector per. This utilises the [Lightcast Occupation Taxonomy](#) – see later slide around definition
- Given there will be some short-term volatility in job posting data, the analysis here covers the period Jan 2022 to Sept 2023. This will serve to ‘smooth’ some of the data and for the use Dorset LSIP analysis – longer-term trends are important
- Christchurch is defined within Lightcast as being in the Dorset Council area – this classification does not reflect the post-April 2019 Local Government restructure

Definitions (1)

Standard Industrial Classification (SIC) based approach – slides 4 and 5

2110 : Manufacture of basic pharmaceutical products
2120 : Manufacture of pharmaceutical preparations
2660 : Manufacture of irradiation, electromedical and electrotherapeutic equipment
2670 : Manufacture of optical instruments and photographic equipment
2680 : Manufacture of magnetic and optical media
3250 : Manufacture of medical and dental instruments and supplies
7211 : Research and experimental development on biotechnology
7219 : Other research and experimental development on natural sciences and engineering
8610 : Hospital activities
8621 : General medical practice activities
8622 : Specialist medical practice activities
8623 : Dental practice activities
8690 : Other human health activities
8710 : Residential nursing care activities
8720 : Residential care activities for learning disabilities, mental health and substance abuse
8730 : Residential care activities for the elderly and disabled
8790 : Other residential care activities

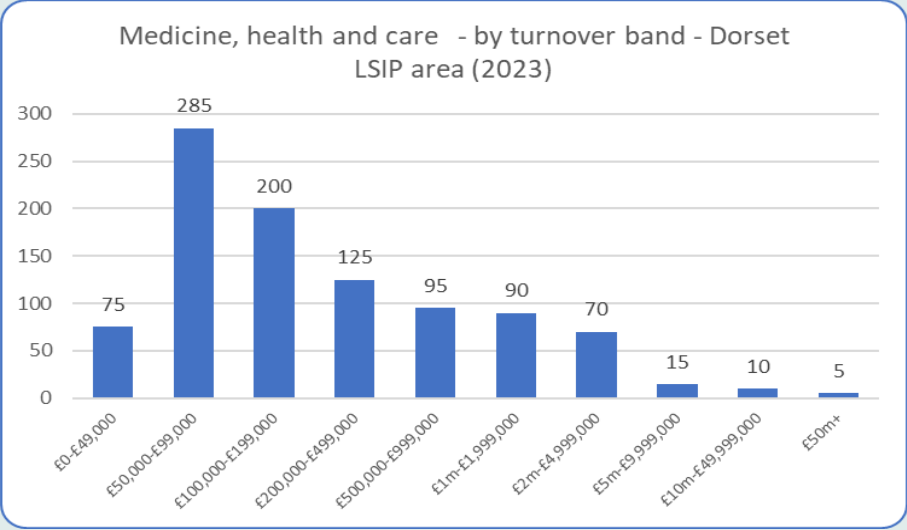
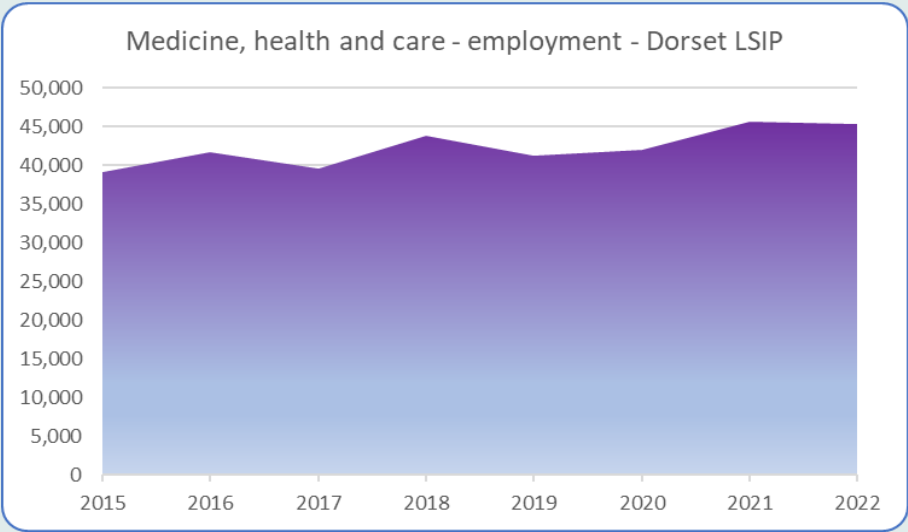
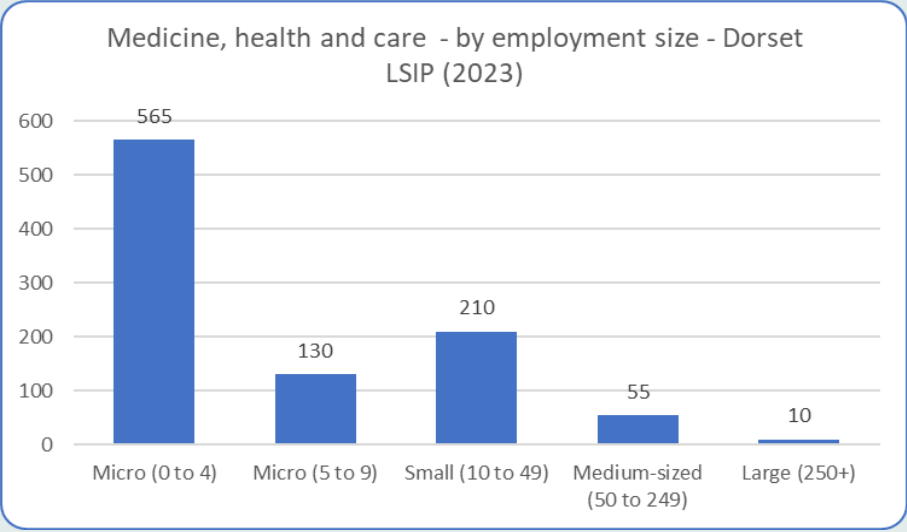
Working Futures analysis – slide 6

86: Human Health Activities
87: Residential Care Activities
88: Social Work Activities

Lightcast occupational taxonomy – slides 10 to 14

Care Workers and Home Carers
Nursing Auxiliaries and Assistants
Other Registered Nursing Professionals
Human Resources and Industrial Relations Officers
Generalist Medical Practitioners
Early Education and Childcare Assistants
Specialist Medical Practitioners
Welfare and Housing Associate Professionals n.e.c.
Registered Community Nurses
Senior Care Workers
Registered Specialist Nurses
Other health professionals n.e.c.
Social Workers
Registered Nurse Practitioners
Early Education and Childcare Practitioners
Pharmacy and Optical Dispensing Assistants
Youth and Community Workers
Estate Agents and Auctioneers
Registered Mental Health Nurses
Physiotherapists
Housing Officers
Laboratory Technicians
Occupational Therapists
Protective Service Associate Professionals n.e.c.
Midwifery Nurses
Pharmacists
Dental Nurses
Paramedics
Health and Safety Managers and Officers
Biological Scientists
Ambulance Staff (Excluding Paramedics)
Child and Early Years Officers
Biochemists and Biomedical Scientists
Medical Radiographers
Houseparents and Residential Wardens
Inspectors of Standards and Regulations
Registered Children's Nurses
Medical and Dental Technicians
Precision Instrument Makers and Repairers
Optometrists
Pharmaceutical Technicians
Health Associate Professionals n.e.c.
Other Psychologists
Therapy Professionals n.e.c.
Speech and Language Therapists
Clinical Psychologists
Nannies and Au Pairs
Counsellors
Care Escorts
Dispensing Opticians
Dental Practitioners
Psychotherapists and Cognitive Behaviour Therapists
Childminders
Podiatrists
Complementary Health Associate Professionals
Environmental Health Professionals

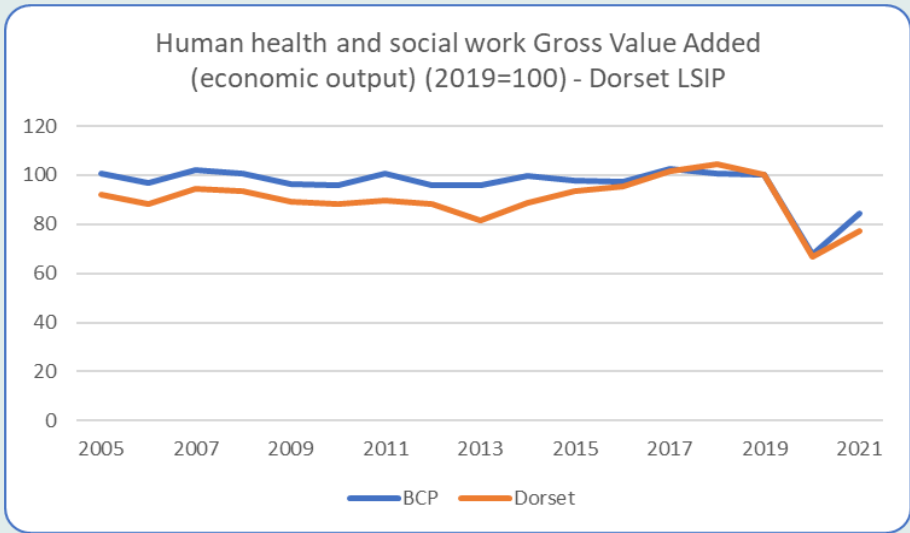
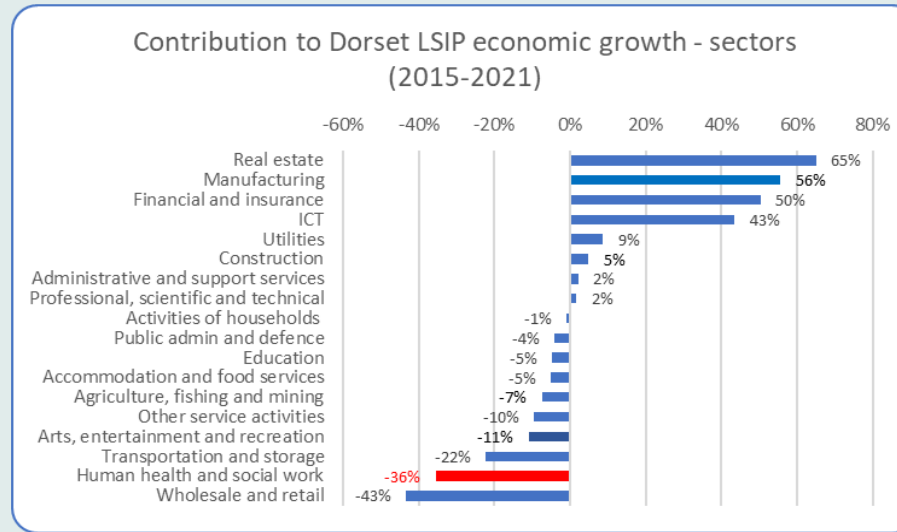
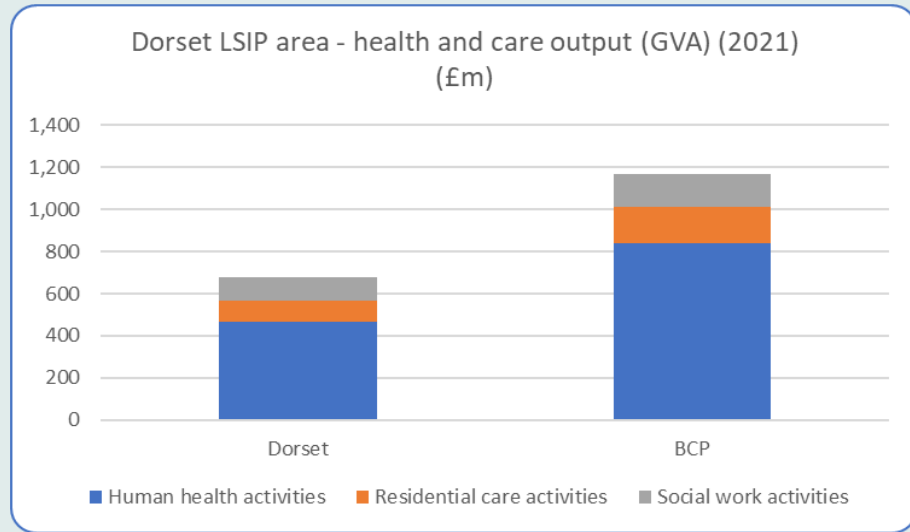
Health and social care – overview (1)



Given that the health and care sector includes several public sector organisations (NHS etc.) then the business profile does differ from the other sectors – with more medium-sized and large organisations. Employment levels have grown over time and illustrate that the sector (here defined in quite wide terms and including medical technologies) is a significant employer across the Dorset LSIP area.

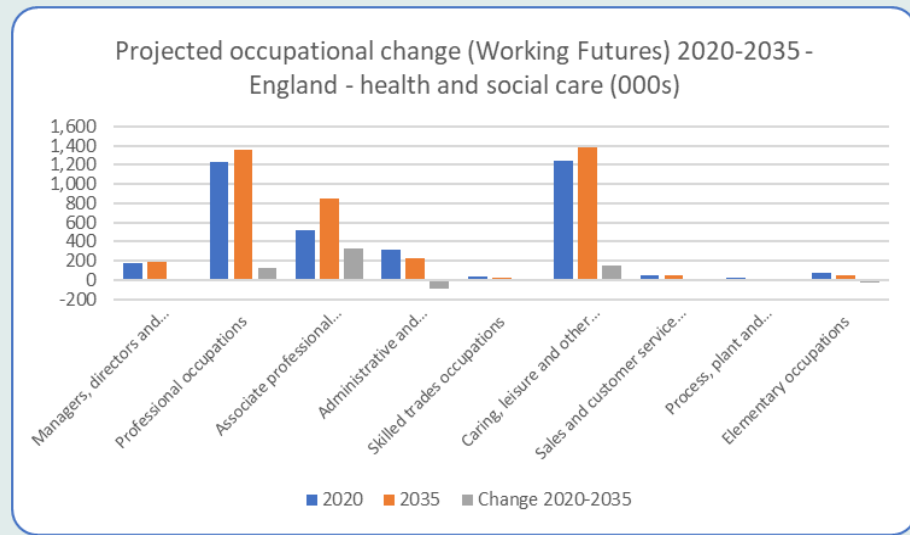
Source: ONS (Business Register and Employment Survey and UK Business Counts)

Health and social care – overview (2)



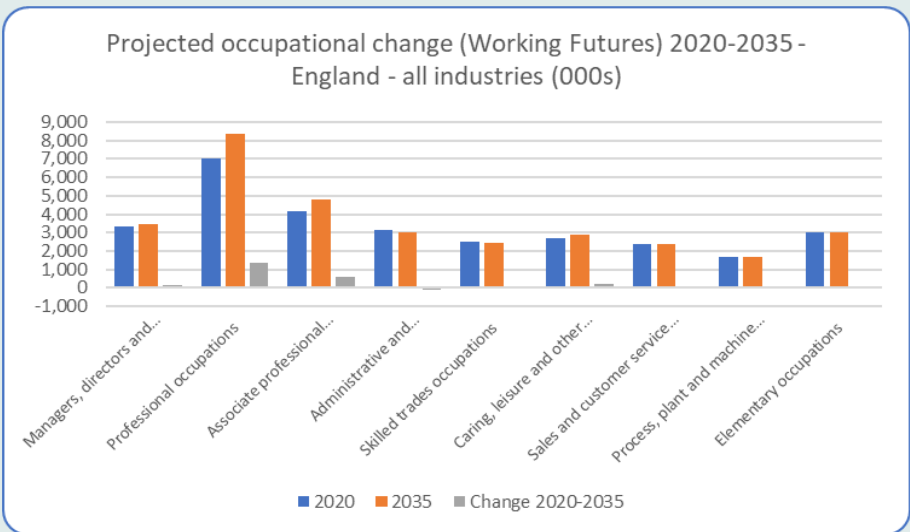
It is important to recognise that measuring the scale and importance of the health and care sector by its 'output' is fraught with difficulties. Output is a difficult concept within the sector, which obviously plays a wider societal role. With this caveat in mind, the (broad) health and care sector as measured is slightly larger in BCP than in Dorset County (reflecting the presence of larger hospitals etc.) The sector has not grown significantly over the past 10-15 years, and suffered a large contraction during the pandemic as non-routine activity largely stopped. As such, over the medium-term it provided a negative contribution (in output terms – noting the above comment) to the wider Dorset economy. However, this data (top right-hand chart) will largely reflect the considerable impact of the pandemic on output/activity (particularly through the 2020 and 2021 data).

Health and Care – future projections



The latest Labour Market and Skills projections produced through the Working Futures programme - covering the period 2020-2035 and the first produced in a post-Covid environment – projects that overall employment in construction will increase over the 10-15 years. The data presented here is at a national (England) level.

The projections expect employment to increase significantly in health and social care over the next 10-15 years, with particular strong increases in associate professional occupations and (as expected) caring etc. These projections are obviously driven by demographic trends.



The projections are intended to provide a statistical foundation for reflection and debate among all those with an interest in the demand for and supply of skills. They are produced because historical evidence shows that changing patterns of employment by sector and occupation tend to largely dominated by longer-term trends rather than the cyclical position of the economy or short-term impacts. However, it is obvious that these projections are subject to high degrees of uncertainty and therefore we would urge careful interpretation of these projections. They are intended as a starting point for further analysis rather than a projection of what is most likely to happen. They represent one possible future.

Health and care – key research findings

- Healthcare sector in the UK facing a significant challenge with both employee recruitment and retention. According to the NHS, the turnover rate for nurses is c12% and roughly 1-in-5 doctors considering leaving the profession, with nearly half experiencing burnout. In addition, 4-in-5 nurses experience high levels of stress at work
- The sector is characterised by a mismatch between supply-demand of skills. Most supply is determined by education/formal training pathways. Increased focus on workforce skills i.e. evolution of health professional's skills mix which may help with retention/motivation etc.
- There is a need to prepare health professionals for meeting the dual challenges of technically and emotionally complex workplace. Evidence suggests that education and training is not keeping pace with the pace of change in the workplace, particularly post-Covid
- Digital skills also becoming important with growth in eHealth and mHealth and increased use of AI. However, this needs to be complemented by core soft skills such as patient-centred communication skills. Covid has pushed towards digitalisation to provide services remotely
- To meet the current demand for digital upskilling more systematic support needs to be created through channels such as more flexible learning opportunities. The prevailing problems of CPD, such as a lack of dedicated time, need to be addressed

Health and care – key research findings

- Trends that will influence future skills needs within healthcare include:
 - the shift from care in hospitals to provision of care closer to home
 - the growth of new technologies, new medical appliances and diagnostic techniques which require technical skills in addition to clinical knowledge
 - the expansion of e-health, which is also resulting in different ways of working
- Skills requirements seem to be broken down into three broad categories:
 - 1) skills for managing people-centred care
 - 2) skills for managing complex tasks – such as collaborative problem solving in multi-disciplinary settings
 - 3) skills for creating a positive work culture
- Most health professionals perform dual roles as care providers as well as mentors/teachers – given much of healthcare needs to be learned through face-to-face patient interaction and hands-on experience. Therefore, there is a focus on how those that work in the sector can most effectively transfer their knowledge and skills

Health and Social Care (SSA2)

Autumn 23 update

Data covering 2022 – 2023 (to date)

Health and social care job postings – associated occupations

Associated Occupations

We have associated the following occupations with the chosen course areas.

Occupation	2022 Jobs	Annual Openings	Median Wages	Growth (2022 - 2023)	Employment Concentration (2022)
Care Workers and Home Carers	11,198	713	£11.30/hr	+1.04%	1.31
Nursing Auxiliaries and Assistants	5,346	386	£11.21/hr	+1.95%	1.15
Other Registered Nursing Professionals	4,233	302	£18.17/hr	+2.34%	1.10
Human Resources and Industrial Relations Officers	1,739	91	£13.93/hr	+1.78%	0.70
Generalist Medical Practitioners	1,738	96	£23.13/hr	+1.61%	0.93
Early Education and Childcare Assistants	1,673	136	£10.59/hr	+3.23%	1.15
Specialist Medical Practitioners	1,614	94	£34.30/hr	+1.67%	0.93
Welfare and Housing Associate Professionals n.e.c.	1,438	112	£13.05/hr	+1.39%	0.95
Registered Community Nurses	1,365	102	£18.48/hr	+2.93%	1.12
Senior Care Workers	1,178	74	£11.98/hr	+0.68%	1.40
Registered Specialist Nurses	1,157	83	£21.82/hr	+2.42%	1.08
Other health professionals n.e.c.	937	71	£16.30/hr	+3.20%	1.20
Social Workers	913	56	£18.31/hr	+1.42%	1.02
Registered Nurse Practitioners	892	63	£21.20/hr	+2.47%	1.15
Early Education and Childcare Practitioners	870	73	£10.00/hr	+2.18%	1.14
Pharmacy and Optical Dispensing Assistants	868	30	£10.14/hr	+1.27%	1.04
Youth and Community Workers	825	59	£14.51/hr	+0.73%	1.06
Estate Agents and Auctioneers	810	24	£12.99/hr	-3.95%	1.02
Registered Mental Health Nurses	801	61	£19.70/hr	+2.87%	1.26
Physiotherapists	774	68	£20.15/hr	+4.39%	1.15

An alternative method of estimating the scale of manufacturing and engineering jobs across the Dorset LSIP area is to understand what types of jobs/occupations tend to be filled by those individuals who undertook health and/or care related training (at SSA 2 level). In effect this represents the ‘occupational pathways’ (as described in the data notes slide). This analysis is available via [Lightcast](#) (utilised for this analysis) which have developed the [Lightcast Occupation Taxonomy](#) which aims to link skills acquisition to occupations.

Based on this methodological approach, it is estimated that there were c54,500 jobs in 2022 across the Dorset LSIP area in occupations health and/or care courses (SSA2) –medicine, dentistry, nursing, care provision etc. The number of jobs in associated occupations has increased by 1.8% between 2022 and 2023 across the Dorset LSIP area.

Source: Lightcast, 2023

Health and social care job postings - volume

Job Postings Overview



There were 130,474 total job postings for your selection from January 2022 to October 2023, of which 32,334 were unique. These numbers give us a Posting Intensity of 4-to-1, meaning that for every 4 postings there is 1 unique job posting.

This is higher than the Posting Intensity for all other occupations and companies in the region (3-to-1), indicating that they may be trying harder to hire for this position.

There c33,000 job postings across 2022 and 2023 (to date) relating to the associated health and care occupations. The health and care sector remains the sector with the most significant labour demand as illustrated by advertised vacancies.

Typically, jobs are posted 4x before being filled (posting intensity of 4:1), although (as shown on the following slides) this does vary across roles.

Top Five Industries by Total Jobs that Employ the Target Occupations at 2-Digit SIC

Industry	Occupation Group Jobs in Industry (2022)	% of Occupation Group in Industry (2022)	% of Total Jobs in Industry (2022)
Human Health Activities	24,187	45.1%	71.5%
Social Work Activities Without Accommodation	8,440	15.7%	66.4%
Residential Care Activities	7,833	14.6%	66.1%
Education	2,521	4.7%	8.5%
Employment Activities	2,119	3.9%	32.3%

Source: Lightcast, 2023

Health and social care job postings – location and recruiters

Top Cities Posting

City	Total/Unique (Jan 2022 - Oct 2023)	Posting Intensity	Median Posting Duration
Bournemouth, Bournemouth and Poole	37,605 / 10,514	4 : 1	34 days
Poole, Bournemouth and Poole	30,176 / 6,994	4 : 1	34 days
Dorchester, Dorset CC	21,219 / 3,748	6 : 1	34 days
Weymouth, Dorset CC	7,392 / 2,039	4 : 1	34 days
Christchurch, Dorset CC	5,677 / 1,599	4 : 1	32 days
Ferndown, Dorset CC	6,285 / 1,158	5 : 1	34 days
Blandford Forum, Dorset CC	3,213 / 884	4 : 1	33 days
Wimborne, Dorset CC	3,032 / 849	4 : 1	33 days
Sherborne, Dorset CC	2,530 / 656	4 : 1	32 days
Bridport, Dorset CC	2,265 / 581	4 : 1	32 days

* Christchurch is defined within Lightcast as being in the Dorset Council area – this classification does not reflect the post-April 2019 Local Government restructure

As would be expected, the NHS is by far the largest recruiter, and the largest recruiter across the Dorset LSIP as a whole. However, some of the care providers (public and private) are also significant recruiters.

Top Companies Posting

Company	Total/Unique (Jan 2022 - Oct 2023)	Posting Intensity	Median Posting Duration
NHS	63,740 / 8,269	8 : 1	35 days
Newcross Healthcare Solutions	2,905 / 1,273	2 : 1	34 days
Colten Care	2,651 / 457	6 : 1	31 days
Agincare Group	1,929 / 413	5 : 1	34 days
Care South	1,261 / 411	3 : 1	37 days
First Care Agency	834 / 389	2 : 1	35 days
Bcp Council	756 / 356	2 : 1	29 days
Nurseplus	887 / 305	3 : 1	30 days
Dorset Council	458 / 294	2 : 1	28 days
Bournemouth Borough Council	424 / 257	2 : 1	60 days
Care Uk	958 / 253	4 : 1	34 days
Hays	628 / 234	3 : 1	32 days
Tops Day Nurseries	611 / 226	3 : 1	36 days
Barchester Plc	2,441 / 191	13 : 1	33 days
Aspire Training Team	629 / 176	4 : 1	39 days
Specsavers	469 / 174	3 : 1	40 days
Home Instead	396 / 173	2 : 1	28 days
Bailey Care	420 / 163	3 : 1	38 days
Bupa	675 / 158	4 : 1	36 days
Nuffield Health	461 / 157	3 : 1	36 days

Source: Lightcast, 2023

Health and social care job postings – role demand

Top Posted Job Titles

Job Title	Total/Unique (Jan 2022 - Oct 2023)	Posting Intensity	Median Posting Duration
Support Workers	8,821 / 2,800	3 : 1	33 days
Care Assistants	9,603 / 2,216	4 : 1	35 days
Health Care Assistants	6,440 / 1,430	5 : 1	33 days
Staff Nurses	10,659 / 800	13 : 1	35 days
Registered Nurses	2,172 / 556	4 : 1	33 days
Night Assistants	1,788 / 500	4 : 1	34 days
Home Care Assistants	2,583 / 404	6 : 1	30 days
Nursery Practitioners	854 / 374	2 : 1	33 days
Recruitment Consultants	632 / 331	2 : 1	33 days
Occupational Therapists	909 / 320	3 : 1	35 days
Registered General Nurses	960 / 309	3 : 1	35 days
Physiotherapists	908 / 302	3 : 1	36 days
Apprentices	549 / 233	2 : 1	36 days
General Practitioners	652 / 233	3 : 1	35 days
Speech Language Therapists	797 / 225	4 : 1	32 days
Mental Health Practitioners	2,602 / 222	12 : 1	34 days
Disability Assessors	595 / 211	3 : 1	35 days
Optometrists	816 / 197	4 : 1	44 days
Advanced Practitioners	1,446 / 194	7 : 1	37 days
Practitioners	1,179 / 193	6 : 1	34 days

The most common job postings within the associated occupations are support workers, care assistants, health care assistants and staff nurses. Again, this data is using a taxonomy that charts the roles/jobs that tend to be filled by individuals that undertook health and/or care courses (SSA2 level).

The data indicated that those roles that are most in demand (as measured by online job postings) tend to be low-to-medium skill levels – particularly in the care sector. The data also illustrates that there are particular roles which are obviously difficult to recruit into – most notably staff nurses and mental health practitioners (with a relative posting intensity of 13:1 and 12:1). This, markedly highlights the recruitment difficulties and skills shortages in those positions.

It is important to note that this slide details the job vacancy postings i.e. dynamic demand. This compares to some earlier slides (e.g. slide 9) which illustrated the level of job roles across the Dorset LSIP area.

Health and social care job postings – skills (1)

Top Common Skills

Skill	Postings with Skill
Communications	7,753
Management	4,184
Customer Service	2,544
English Language	2,388
Leadership	1,992
Planning	1,959
Teamwork	1,942
Enthusiasm	1,708
Teaching	1,650
Detail Oriented	1,650
Interpersonal Communications	1,497
Compassion	1,315
Self-Motivation	1,273
Organizational Skills	1,128
Time Management	1,073
Mentorship	1,013
Professionalism	977
Sales	961
Empathy	939
Resilience	926

Top Specialized Skills

Skill	Postings with Skill
Personal Care	5,034
Nursing	4,363
Mental Health	2,561
Midwifery	1,882
Clinical Governance	1,561
Medication Administration	1,505
Companionship	1,474
Home Health Care	1,170
Auditing	1,160
Psychology	1,130
Risk Analysis	1,075
Surgery	1,066
Social Work	1,056
Employee Onboarding	1,011
Talent Recruitment	1,006
Meal Planning And Preparation	1,003
Physical Therapy	945
Occupational Therapy	847
Primary Care	784
Learning Disabilities	781

Source: Lightcast, 2023

Health and social care job postings – skills (2)

Skill Rank	Top 10 List of Skills Needed for the Job(s)	Top 10 List of Skills Added by Members in Local Area occupied with the Job(s)
1	Healthcare	Healthcare
2	Nursing	Physical Therapy
3	Physical Therapy	Elder Care
4	Dental Care	Rehabilitation
5	Dentistry	Exercise Prescription
6	Personal Care	Dementia Care
7	Rehabilitation	Personal Care
8	Elder Care	Injury Prevention
9	Dental Assisting	Home Care
10	Manual Therapy	Manual Therapy

Source: LinkedIn – LSIP Programme Team