

Skills Development and Deficiencies in Rural England

A research report prepared for:

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Report prepared for the Commission for Rural Communities by Jan Shury, Katie Carter, Chloe Smith and Stefan Schäfer

IFF Research
Chart House
16 Chart Street
London
N1 6DD

Tel: 020 7250 3035

Email: Jans@iffresearch.com

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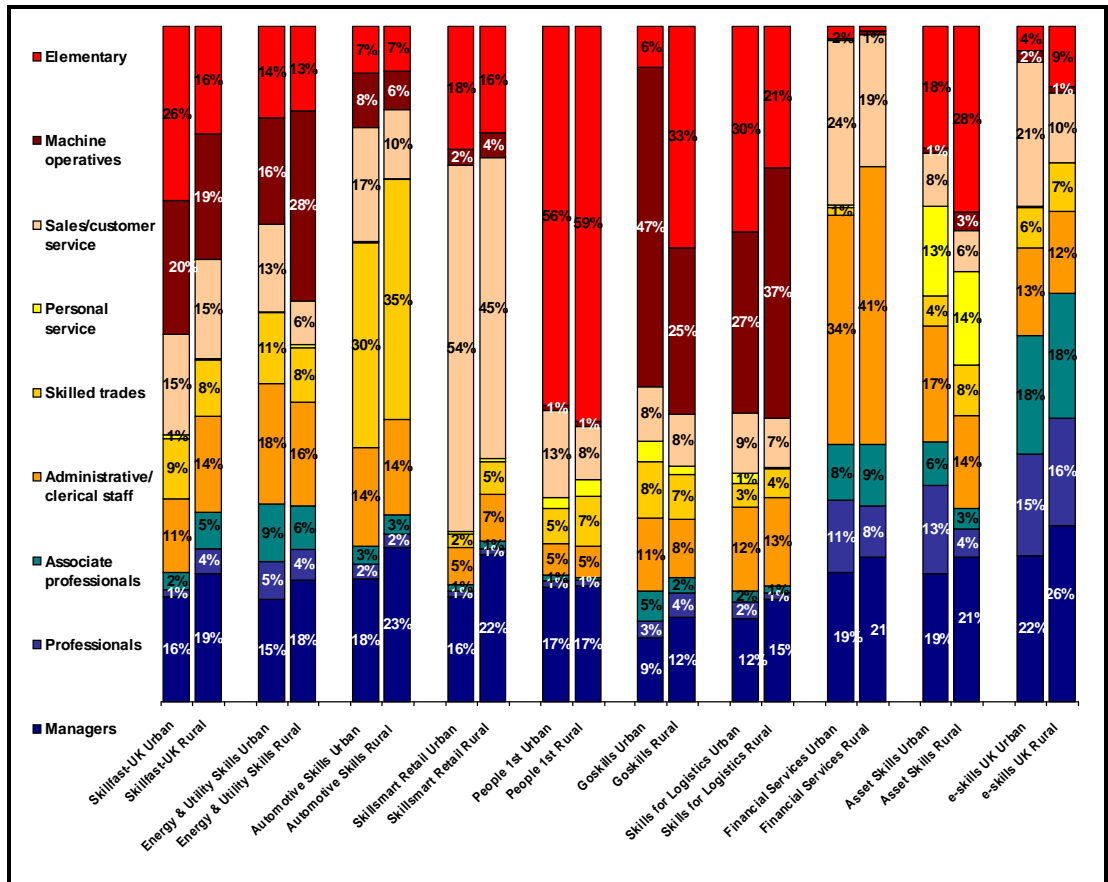
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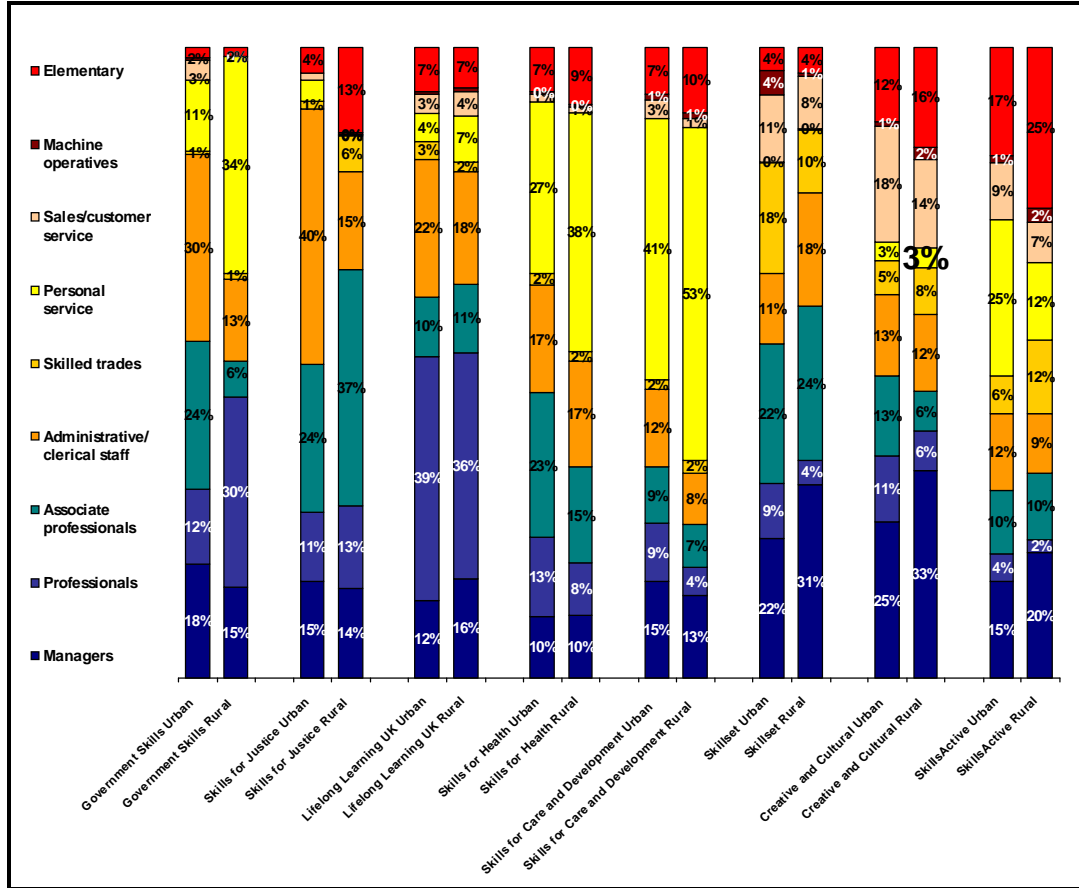


Figure 2.7b: Occupational profile of employment by sector (Services SSCs)



Base: All employment

Figure 2.7c: Occupational profile of employment by sector (Public sector SSCs)



Base: All employment

The skills lacking among applicants vary by occupation. The findings highlighted in red in Table 3.9 pick out skills which are at a particular premium among applicants for particular positions in rural areas.

Table 3.9: Main skills lacking by occupation where skill-shortage vacancies exist

Urban / Rural	Managers		Professionals		Associate profs.		Administrative		Skilled trades		Personal services		Sales		Machine operatives		Elementary	
	U	R	U	R	U	R	U	R	U	R	U	R	U	R	U	R	U	R
<i>Unweighted: SSVs in occupation</i>	438	78	1302	126	1509	261	740	98	1328	394	1269	177	991	92	995	247	999	216
<i>Weighted: SSVs in occupation</i>	5205	1162	13054	1988	22564	3173	8550	1632	20408	5357	14059	1962	13405	1418	11692	2711	12021	2815
<i>Unweighted: establishments with SSVs in occupation</i>	303	57	510	79	674	117	409	79	698	242	496	98	475	72	360	133	370	117
<i>Column percentages</i>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Technical, practical of job-specific skills	37	38	51	39	58	43	44	38	73	59	44	45	45	38	70	63	41	50
Customer handling skills	35	49	24	19	30	46	42	55	23	21	52	30	64	59	27	32	54	33
Oral communication skills	26	40	22	15	25	44	40	44	19	21	55	47	55	44	39	36	53	43
Problem solving skills	31	45	24	20	40	15	35	39	52	29	35	30	32	34	26	39	40	34
Team working skills	27	47	16	30	38	43	28	23	22	32	43	45	38	50	30	25	50	43
Written communication skills	25	38	21	17	27	18	38	47	20	23	46	38	37	33	23	27	39	27
Literacy skills	14	26	14	17	18	15	34	35	19	23	41	36	41	43	24	28	40	28
Management skills	49	45	33	32	24	26	24	39	16	13	25	15	28	19	9	12	29	21
Numeracy skills	13	31	12	17	13	9	33	21	14	23	27	23	33	39	22	32	34	33
Office / admin skills	16	44	12	19	12	10	36	40	7	4	13	11	26	15	5	8	13	6
Foreign language skills	14	10	11	14	9	14	13	9	34	7	19	10	7	8	16	6	16	9
General IT user skills	13	43	12	15	12	15	31	28	12	8	14	8	16	10	6	12	12	10
IT professional skills	13	45	16	18	10	16	22	28	6	5	11	7	14	10	3	6	7	5

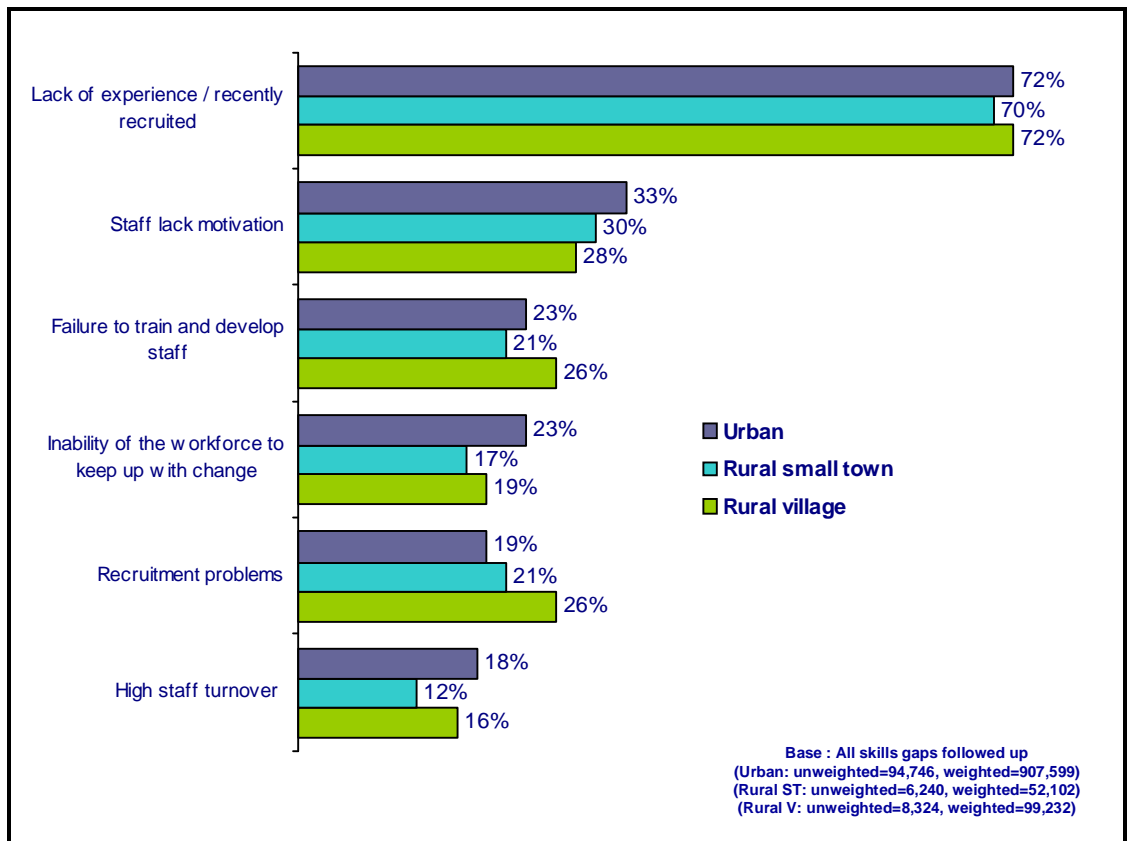
Base: All skills gaps followed up

Note: column percentages do not sum to 100 per cent because of multiple responses.

4.5 The causes of skills gaps

The main causes of staff not being fully proficient are presented in Figure 4.5 for urban, rural small-town and rural-village employers. Results are based on skills gaps rather than establishments with gaps, and show the proportion of skills gaps caused by various factors (not the proportion of establishments reporting skills gaps with these causes). Respondents could give more than one cause for skills gaps within each occupation.

Figure 4.5: Main causes of skills gaps



Base: All skills gaps followed up

Lack of experience or staff having been recently recruited is reported as the cause of at least 70 per cent of skills gaps across all three groups of employers, making it by far the most common cause.

Amongst the other causes mentioned, a lack of staff motivation, the inability of the workforce to keep up with change and high staff turnover are more likely to be mentioned as a cause of urban employers' skills gaps than others'.

Table 4.6 includes analysis of the skills characteristics of skills gaps by occupation. Some of the key areas where there are rural/urban variations in particular occupational skills issues are highlighted (these are areas where particular skills gaps within an occupation are significantly higher amongst either rural or urban employers, though this is not to say those skills areas are the primary deficiency within that occupation).

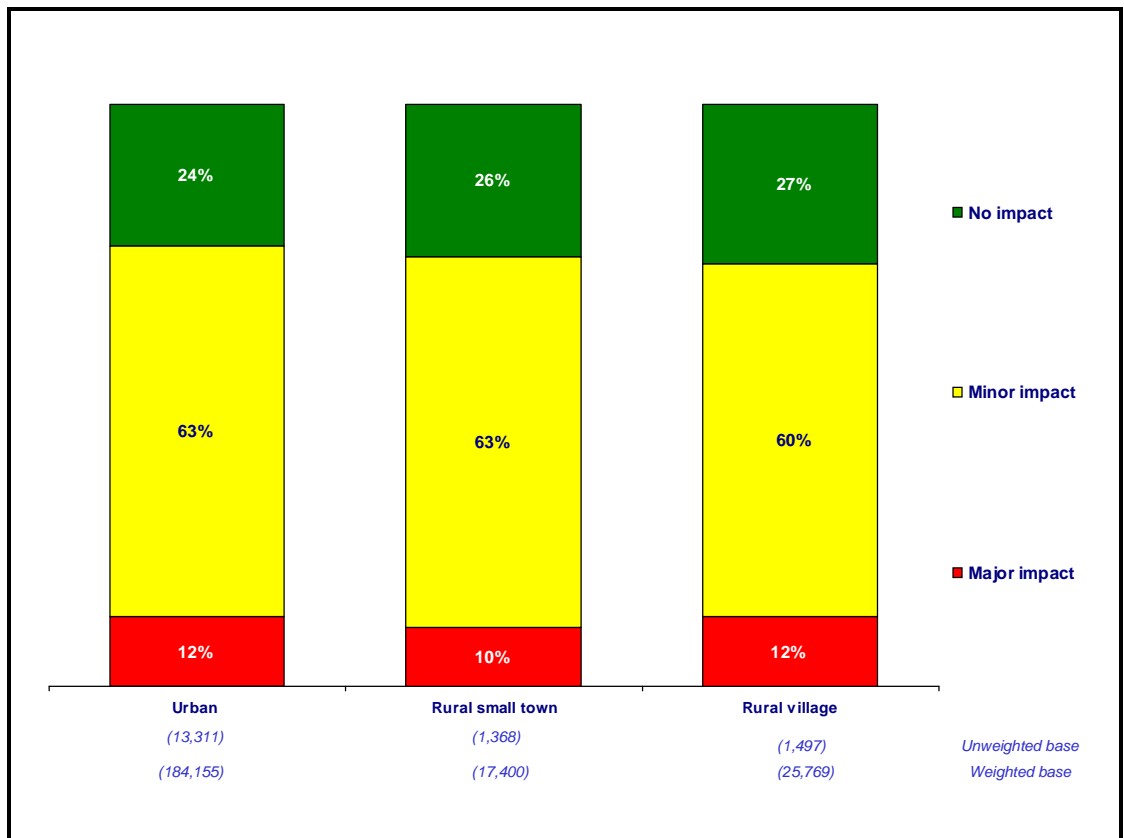
Table 4.6: Skill lacking by occupation

Urban / Rural	Managers		Professionals		Associate profs.		Administrative		Skilled trades		Personal services		Sales		Operatives		Elementary occupations	
	U	R	U	R	U	R	U	R	U	R	U	R	U	R	U	R	U	R
<i>Unweighted base</i>	9,405	1,256	7,731	682	4,681	603	9,778	1,105	6,432	1,701	7,644	1,376	19,998	1,629	8,147	1,622	20,930	4,590
<i>Weighted base</i>	94,711	15,449	69,636	5,587	54,889	5,415	102,108	12,390	63,424	20,211	71,269	12,684	197,837	17,043	68,630	12,770	185,096	49,787
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>Skills lacking</i>																		
Team working	46	49	39	52	43	35	45	38	43	28	56	52	46	49	49	49	55	60
Customer handling	34	26	35	19	41	37	54	45	34	34	51	46	63	68	32	20	54	41
Technical and practical skills	30	29	51	63	51	63	38	34	65	52	46	47	37	34	54	57	43	49
Oral communication	41	40	33	41	33	28	38	32	38	26	47	41	45	47	51	45	50	38
Problem solving skills	44	42	40	43	41	44	43	38	46	32	44	38	37	39	39	51	39	35
Written communication	28	30	34	32	34	27	43	37	31	36	40	37	20	23	36	35	27	24
Management skills	78	66	32	37	23	29	23	19	19	12	19	16	22	18	12	16	18	10
General IT user skills	27	38	38	35	33	29	51	56	16	13	19	14	19	22	16	27	10	10
Literacy skills	10	11	26	12	26	18	27	23	24	16	32	33	16	16	24	35	27	35
Numeracy skills	14	9	23	12	18	15	20	14	21	16	21	16	19	17	25	33	27	32
Office admin skills	29	31	27	19	26	22	59	53	14	8	14	5	15	16	8	9	10	6
IT professional skills	18	22	32	18	24	15	31	33	9	8	10	8	7	7	6	7	5	5
Foreign languages	12	8	4	13	6	3	7	4	6	3	13	9	8	4	13	15	11	12

Base: All skills gaps followed up

Note: column percentages do not sum to 100 per cent because of multiple responses.

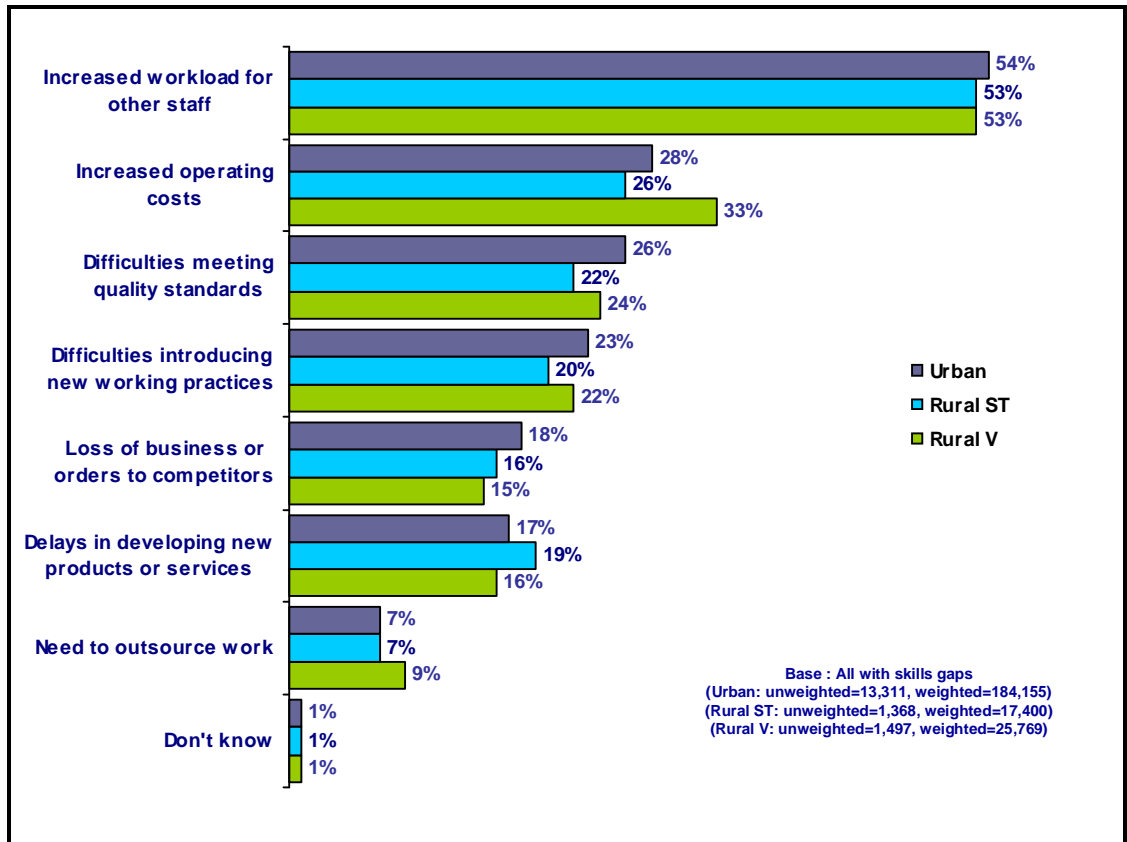
Figure 4.6: Extent of impact of skills gaps



Base: All establishments with skills gaps

Figure 4.8 presents the **nature** of the impacts experienced by employers reporting skills gaps.

Figure 4.8: Impact of skills gaps



Base: All establishments with skills gaps

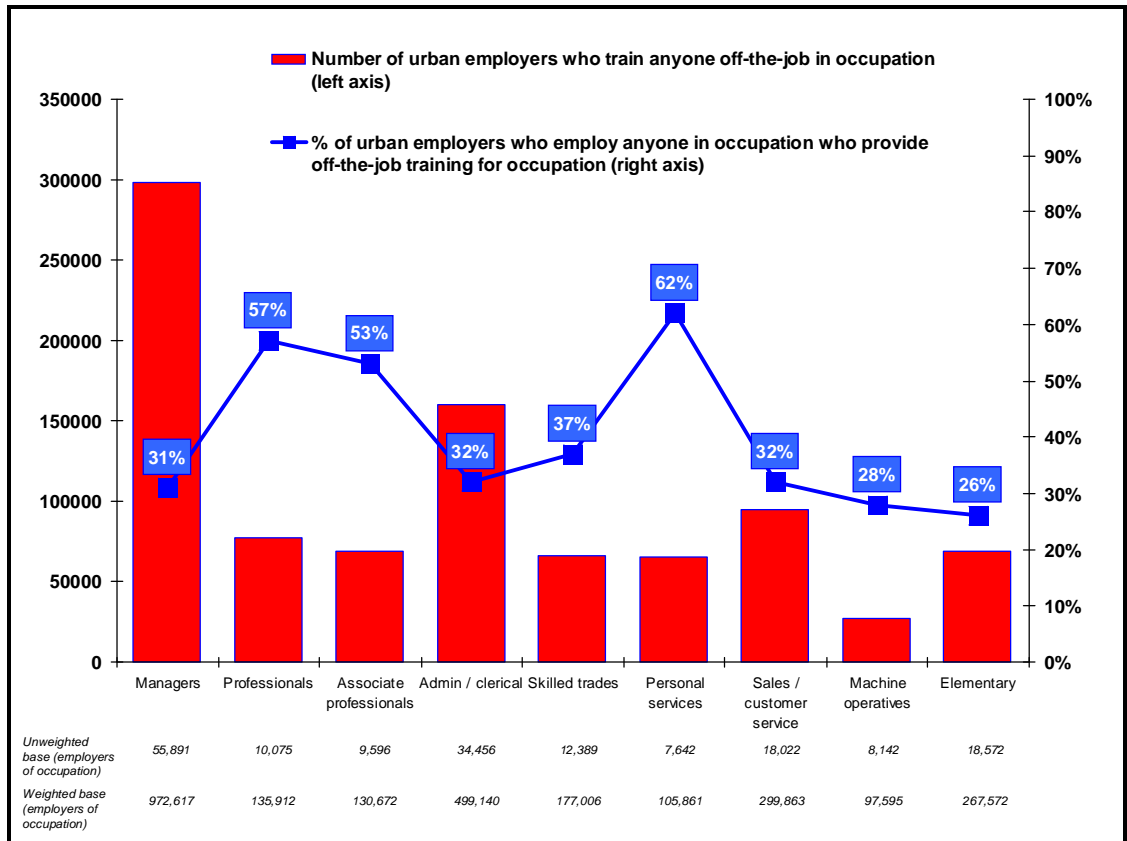
In all three groups, an increase in workload for other staff is the single greatest impact of having staff with skills deficiencies. Over half of employers with skills gaps (54 per cent of urban employers, and 53 per cent of rural small town and rural village employers) report this as a problem although it is interesting to note that across urban, rural small town and rural village areas, this is significantly lower than the proportion of employers with external recruitment problems who report this as an impact (around three quarters of such employers and slightly higher among those with skill-shortage vacancies).

The hierarchy of other reported impacts is similar across the three groups, with the exception of delays in developing new products or services which amongst rural small town and rural village establishments is a little more common than loss of business or orders to competitors. This impact is most commonly reported by rural small town establishments (19 per cent).

6.4 Off-the-job training

Figures 6.4 and 6.5 show the number of employers providing off-the-job training to each occupation as a column (measured against the left-hand axis), and the proportion of employers who employ anyone in each occupation who provide off-the-job training for at least some of them as a line (measured against the right-hand axis) for urban (Figure 6.4) and rural (Figure 6.5) establishments.

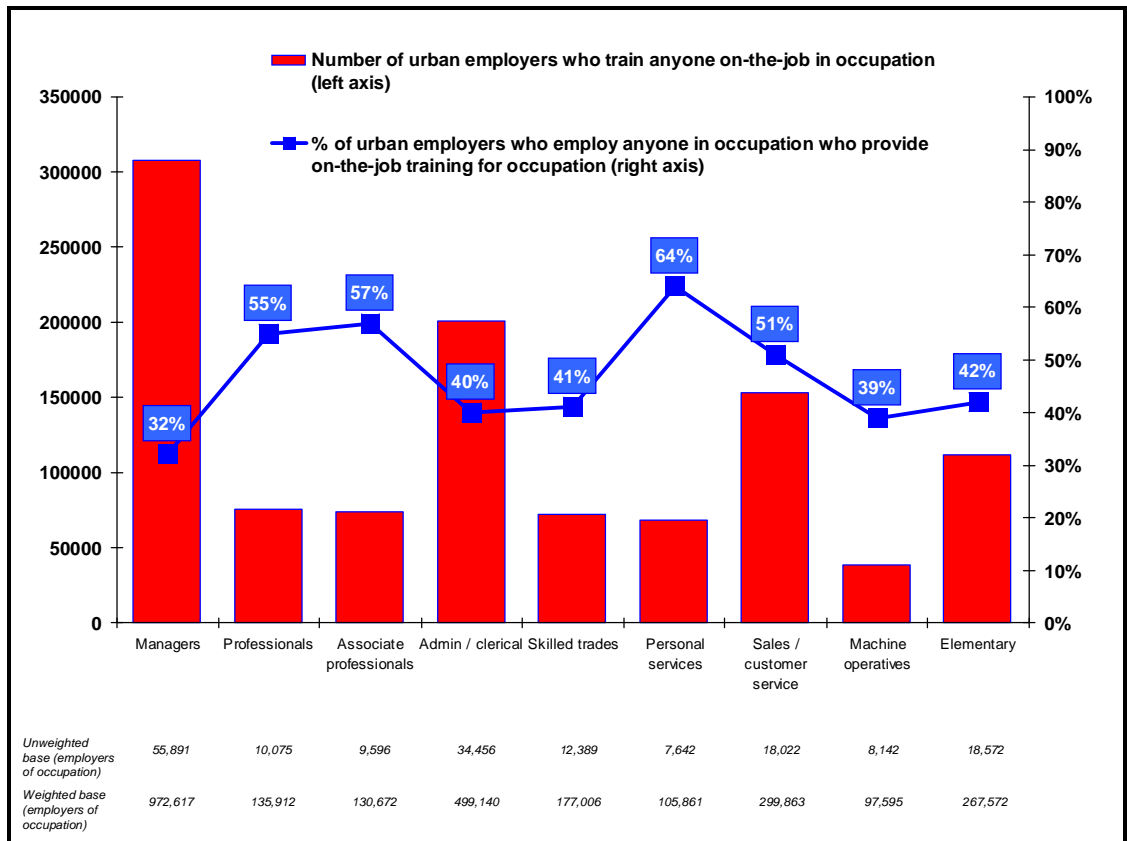
Figure 6.4: Employer provision of off-the-job training by occupation – urban



Base: All urban employers employing occupations

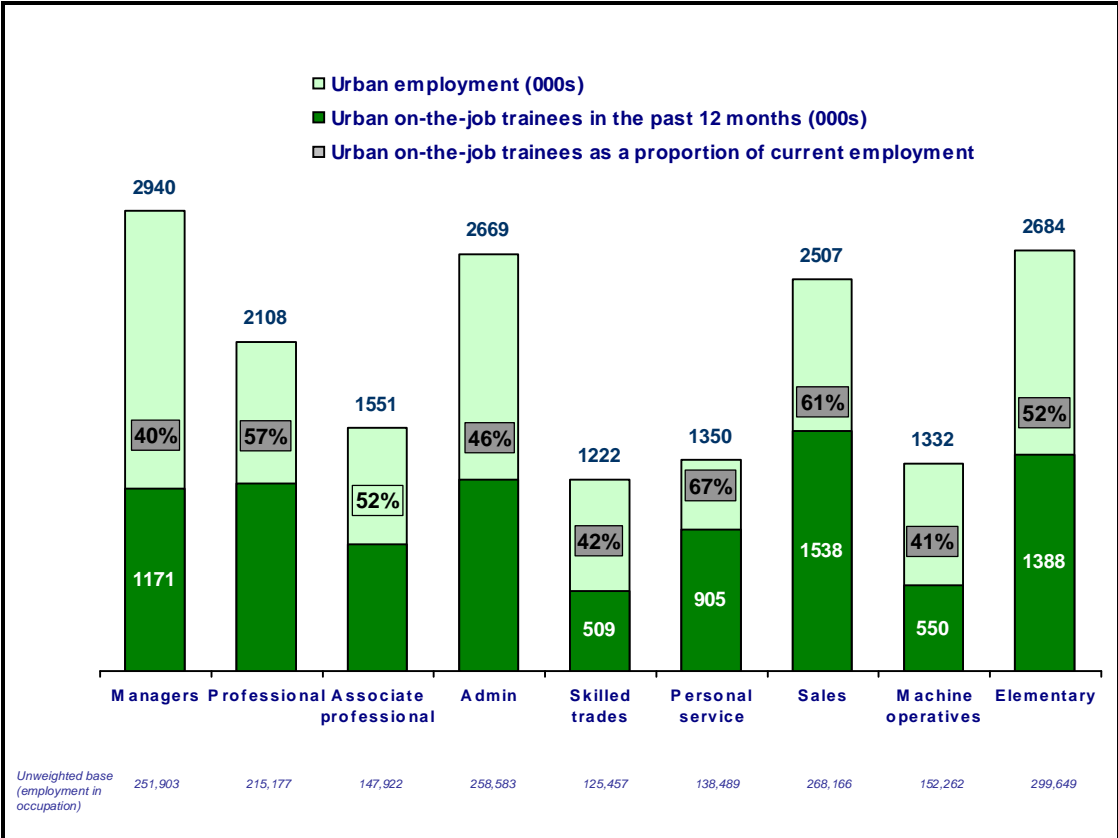
Elsewhere, however, urban employers were more likely to provide on-the-job training, the difference being largest for managerial and administrative occupations.

Figure 6.8: Employer provision of on-the-job training by occupation - urban



Base: All employers employing occupations

Figure 6.10: Distribution of on-the-job training by occupation - urban



Base: All urban employment employed in occupations

