

EXTENDING PROSPERITY TO ALL

Rotherham **Employment and Skills**
Strategy 2019–2025

YOUNG PEOPLE WITH ASPIRATIONS
AND OPPORTUNITIES

DECENT PAY AND PROGRESSION

SKILLS FOR A MODERN ECONOMY

TARGETED SUPPORT FOR THOSE
THAT NEED IT

ROTHERHAM
TOGETHER
PARTNERSHIP



Rotherham
Metropolitan
Borough Council



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FOREWORD

It is essential that Rotherham has a skilled and enterprising workforce if it is to attract, support and grow new and existing businesses, delivering long-term sustainable growth of the local economy. This starts with a healthy resilient population and in the education system, where strong links with local businesses are crucial in ensuring that young people are equipped with the tools and knowledge required to forge a career in a dynamic and constantly evolving economy.

Improving skills is a critical factor in combating poverty. Adults with poor literacy and numeracy skills are less attractive to employers, tend to be less productive at work, earn lower wages and are more likely to suffer from ill health and experience social exclusion. 2011 Census data shows a clear correlation between qualification levels and employment. Fewer than half (44 %) of Rotherham residents (aged 16 – 64) with no qualifications were in employment, compared with 74.2 % with an NVQ Level 1 qualification and rising to 85.9 % with a Level 4 qualification or above.

With in-work poverty increasing significantly over recent years, quality of work is also important. The aspiration is for all local people to have access to employment that is stable and decently paid, enabling them to plan confidently for the future, as well as providing opportunities for them to progress and gain skills.

Good quality employment will not only benefit employees, but also boost the local economy. Research by the Leeds City Region suggests that for every out of work benefit claimant who moves into a job paying the living wage, the local economy will benefit by an average £14,643 per annum.

The implementation of this strategy alongside the Economic Growth Plan (2015-25) will see a transformation of Rotherham into a modern, high skill/high value economy. Businesses will invest in Rotherham, knowing that they will have links to facilities such as the Advanced Manufacturing Park and a supply of skilled, motivated and enterprising labour. Rotherham residents will know that with the right skills they can remain in the borough and secure long-term sustainable employment, with good progression opportunities.

“Work is good – unemployment bad – for physical and mental health, but the quality of work matters.

Getting people off benefits and into low paid, insecure and health damaging work is not a desirable option.”

(Marmot M. Fair Society, Healthy Lives: A Strategic Review of Inequalities in England. London: University College London, 2010)

ROTHERHAM'S ASPIRATION

The aspiration is for Rotherham people to be able to access good and well paid jobs that provide everyone with a decent standard of living.

The strategy brings together the actions of inward investment and job creation in Rotherham and the economic drivers of the Sheffield City Region strategic economic plan and emerging local industrial strategy; removing barriers to access the benefits of economic growth through skills development and targeted initiatives (e.g. the Working Win health-led employment support trial).

Critically, the strategy understands the changing nature of the local and sub-regional economy and the changing dynamics of working practices. The focus is on providing the skills needed today and in the future, as well as breaking down barriers to employment through agile working and physical access to jobs. It also recognises that skills development is ongoing rather than one-off.

This strategy will help partners in Rotherham to drive the key priorities and actions of the evolving strategies and plans of Sheffield City Region. The devolution deal and full alignment of economic policy with the wider skills agenda, offer new opportunities to benefit the people of Rotherham and can provide the resources needed to deliver lasting prosperity for the whole community.

THE AIM OF THE STRATEGY

The vision is for the Rotherham economy to continue to grow and to work with businesses, residents and wider partners to ensure that everyone in Rotherham has a good standard of education and equality of access to skills development leading to high levels of employment and decent levels of pay.

This strategy sets out how the private, public and voluntary sectors will work together to achieve a skilled and adaptable workforce, able to respond to the needs of the existing and future economy and enable the people of Rotherham to have a good quality of life.

The aim is to extend prosperity to all by:

- Actively and productively working with the Sheffield City Region to secure investment and resources to implement our strategic skills and employment outcomes
- Supporting and promoting the importance of investing in the existing and future workforce
- Building strong alliances between business, schools, educational institutions, apprenticeship and training providers
- Aligning partners' combined resources to address the strategic outcomes
- Addressing inequality in the economy and within communities.

NATIONAL AND REGIONAL CONTEXT

For the UK economy, the last ten years have been characterised by a long period of recovery following the major recession of 2008/09, where the economy shrank by 6%. By 2013, the private sector began to recover strongly whilst the public sector continued to decline as public spending reduced.

Recent years have seen sustained economic growth resulting in record levels of employment, but this has not been matched by improved productivity or wage growth. The value of wages fell by 10% in real terms in the eight years to 2016. Unemployment fell to a 42-year low of 4.4% in June 2017, but there has been rising concern about in-work poverty and insecure employment.

The recovery of the national economy has had an uneven effect across the country, with the Yorkshire and Humber region experiencing a longer period of economic stagnation and an above average increase in unemployment. The national recovery spread gradually to Yorkshire & Humber and came late to Rotherham, where the economy had contracted sharply after the recession.

However, since 2015, employment growth in Rotherham has outperformed national and regional averages, with the 2018 UK Powerhouse report (Irwin Mitchell) showing Rotherham with the fastest growing economy in the region. Despite recent strong performance, the outlook for the national, regional and local economies looks uncertain, influenced by the UK's withdrawal from the European Union and wider global economic conditions.

Sheffield and Rotherham form a single travel to work area at the heart of the Sheffield City Region. 21.6% of workers resident in Rotherham are employed in Sheffield, with a net outflow of 11,500 workers to the city. Rotherham provides a large number of lower skilled workers for Sheffield, whilst Sheffield provides a smaller number of higher skilled workers for Rotherham. 43% of Rotherham resident workers are employed outside the borough, which means that the prosperity of the borough is strongly linked to that of the wider city region and in particular Sheffield.



KEY CHALLENGES

Insecure employment and affordability

Since the last recession, there has been a growing tendency for jobs to be temporary, to rely more on self-employment, to have variable hours and low pay. Self-employment in Rotherham has increased from 9.2% in 2007/08 to 11.9% in 2017/18, reflecting the growth of the “gig” economy. The proportion of men working part-time has increased from 8% to 10.5%. Estimates vary on the extent of zero-hours contracts, but ONS (Office for National Statistics) research showed a peak level of 2.1 million nationally in 2015 and an estimated 1.8 million in 2017. People on zero-hours contracts are more likely to be young, women, students or those in part-time employment. The combination of low or variable pay with insecure employment, added to rising house prices, has prevented many people from buying a house. Nationally, 49% of children were born to families who were renting in 2016/17, the highest level in nearly 60 years.

Employment deprivation

Despite a large reduction in unemployment, there are still 16,200 people in Rotherham who are either unemployed or long term sick; almost 1 in 10 of the working age population. A wider group of 26,800 people, around one in six of the working age population, are claiming benefits such as Employment and Support Allowance (ESA), Income Support, Universal Credit and Carers Allowance.

Long term sickness remains a particular concern, with almost 12,000 people claiming ESA, 76% of whom have been claiming for over two years. Sickness due to mental health conditions is a growing trend amongst younger workers,

affecting 71% of ESA claimants aged under 35. People who are long term sick tend to have low qualification levels and lose familiarity with the workplace. Rotherham also has a significantly higher proportion of disabled people than the national average and a higher unemployment rate with 13% of disabled people unemployed, compared with 8.5% in the UK. Currently only 3.7% of people with learning difficulties are in paid employment.

The number of working age people claiming Carers Allowance has increased by 87% over the last decade to almost 6,000, with 72% being women. Long term health problems and poor qualifications are the main barriers to finding work. Caring responsibilities for children or disabled relatives can also be a significant barrier to employment and/or lead to reduced hours.

Low skills and opportunities

Secondary school attainment in Rotherham is slightly below the national average. However, A-level performance is notably lower than average with only 8.2% achieving grades AAB or above, compared with 16.2% across England. Adult skills are also much lower, especially higher level qualifications, with only 25% of working age people educated to degree level or above, compared with 38.4% nationally and 41.7% in Sheffield. Participation in higher education is also below average at 36% (41% nationally). Graduates from Rotherham often leave the area to take up employment elsewhere and fewer graduates from elsewhere move into Rotherham, a trend which has perpetuated low adult skills.

The proportion of 16-17 year olds not in education, employment or training in

Rotherham is now slightly below average, while the proportion in vocational education is almost double the national average at 15%. Apprenticeships have declined from 3,290 in 2015/16 to 2,010 in 2017/18, partially due to the introduction of the Apprenticeship Levy. The 39% fall in Rotherham is larger than the 26% fall in England, larger still for those aged over 25, with a 43% reduction in numbers.

Structural vulnerability

Rotherham has a relatively high reliance on production industries, mainly manufacturing and construction, which have performed well recently but have proved vulnerable to recession in the past, both having declined by over 10% nationally since 2008. Manufacturing jobs have increased in areas around Manvers, Waverley and in the south of the borough, balanced by job losses elsewhere in Rotherham, especially the urban centre. High growth in construction employment creates vulnerability should the national economy start to contract and employment in the sector remains 13% below 2008 levels.

The private service sector offers the prospect for long term growth but is relatively weak in Rotherham; there are only 51 professional, scientific and technical businesses per 10,000 working age, less than half the national average. Growth in the number of businesses does not necessarily translate into employment prospects, as although business units have grown by 23% since 2010-12, the number of people employed has increased by only 6%.

Low Economic Participation

Although economic activity has risen in Rotherham, the economy is not always an inclusive one. Low levels of economic activity are particularly evident for some black and minority ethnic residents, especially in the

Pakistani community where 62% of women and 31% of men are economically inactive, about double the rates for white women and men. The local employment rate for white women is also notably lower than nationally. People aged 50-64 have lower than average activity rates which could indicate early retirement, long term sickness or greater caring demands.

Gender Pay Gap

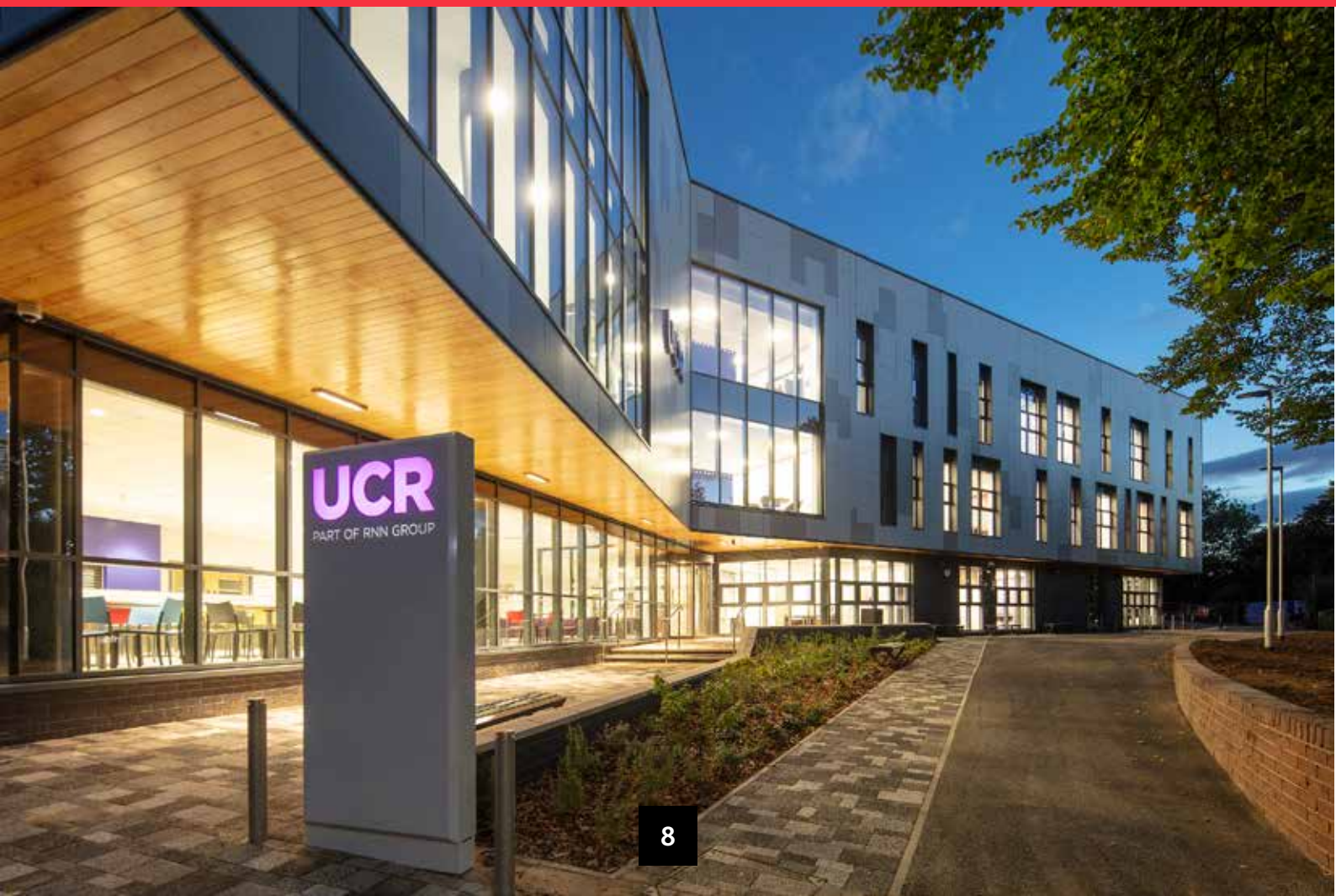
One of the reasons for lower economic activity can be low pay and in Rotherham, women's pay is notably low. Rotherham women earn on average just 61% of male pay, compared with 67% nationally. For low paid full-time workers (25th percentile), women earn 77% of male earnings compared with 85% nationally. 32% of women working full-time earn less than £350 per week compared with 10% of men. This imbalance and low activity rates may reflect the limited opportunities for women in Rotherham. Women working in Sheffield earn 15% more than women working in Rotherham, whereas men in Sheffield earn only 2.5% more than men in Rotherham, partly a reflection of a higher proportion of women working full-time in Sheffield.



OPPORTUNITIES

Rotherham has a number of unique selling points as an area for firms to locate and invest. These include:

- Located in the middle of the country, close to the motorway network and within an hour's drive of Doncaster, Manchester and East Midlands airports. The recently launched tram-train has also improved linkages to Sheffield, which may host an HS2 station
- As well as the University Centre Rotherham and a number of colleges located in the borough, the two Sheffield universities provide a source of degree level employees for local firms
- Large areas of development land allocated for both employment and housing in the recently approved Local Plan
- Large scale investment has commenced in the town centre, delivering the "town centre masterplan," including a major leisure/ culture development on Forge Island and a refurbished transport interchange
- The Advanced Manufacturing Research Centre (AMRC) provides a world class research facility for the advanced manufacturing and engineering sector
- House prices and the cost of living are very competitive compared to other parts of the country.



SWOT ANALYSIS FOR ROTHERHAM

Strengths

- Good record in attracting inward investment
- “Fastest growing economy” in Yorkshire & Humberside
- Strong partnership arrangements
- University Centre Rotherham (UCR)
- Advanced Manufacturing Park and AMRC (Advanced Manufacturing Research Centre), including state of the art training centre

Weaknesses

- Underperformance in skills for levels 4+ (13.2 percentage points below national average)
- High levels of health-related worklessness
- Aging workforce in certain sectors
- School leavers are slightly below average in GCSE attainment and also in terms of entry into employment, education or training

Opportunities

- Growing economy
- Number of major, high profile investors
- Implementation of the Town Centre Masterplan
- Enterprise Adviser Network linking businesses with schools/colleges
- A joint economy with Sheffield – the Advanced Manufacturing Innovation District (AMID)

Threats

- High levels of worklessness in specific groups/areas
- The impact on jobseekers of implementing Universal Credit
- Brexit - potential impact on the economy and the workforce
- Reduced levels of external funding to support economic growth



STRATEGIC OUTCOMES

The four outcomes set out below provide the framework around which activities and resources will be directed to respond to the challenges and take advantage of the opportunities outlined above. This will require partners to work together to build on existing good practice, develop new activity, and influence policy and resource allocation at a local, sub regional and national level.

1. Motivated young people have opportunities to access the guidance, learning and development they need to further their chosen career path

Young people are a vital part of Rotherham's economic future. Ensuring they get the best start in life and are able to fulfil their potential and realise their ambitions is a major priority.

School performance in Rotherham overall is good (only slightly below national average), but there are some groups that are falling behind e.g. white working class boys from poorer neighbourhoods and some BME groups.

At A-level and particularly graduate level, Rotherham falls behind the national average (13 percentage points), with lower average grades and lower participation in higher education.

Research shows that having meaningful encounters with employers makes a huge difference to young people's prospects and Rotherham has, over recent years, had a strong emphasis on vocational training, apprenticeships and work-based learning for 16-year olds. Whilst this is a strength, employees will need ongoing personal and professional development to maximise their potential and continue to progress throughout their careers.

Key activity: ensure all young people have access to good quality work experience and are made aware of the full range of career paths and progression routes available to them

2. Employment provides opportunities for in-work health, wellbeing, skills progression and a decent level of pay

The strategy aims to ensure people have a secure job with a decent level of pay, enabling them to plan confidently for the future and have a good quality of life. As well as helping people to develop the skills that employers need, it is important to recognise that employers have a key role in creating the right conditions for employees and places to thrive.

Travel to work patterns also show the importance of upskilling workers to take advantage of the wider choice of jobs across Sheffield City Region, not just within the borough.

Average full time pay is 89 % of the national average and below the city region average. Rotherham is a low pay area with a significant gender pay gap. Pay for women in Rotherham is 61 % of male pay. Low paid employment is often insecure and provides an unreliable income and workers are increasingly likely to have different jobs with different employers during their careers. Adaptability and resilience are therefore essential skills.

Key activity: work across the partnership to promote the importance of good quality employment and support organisations to play their part in creating an inclusive, progressive economy

3. Those excluded from the labour market are able to overcome barriers to training and employment

Whilst the aim is to provide opportunities for everyone in Rotherham to gain skills, get a decent job and progress in their careers, partners recognise that some people need additional, targeted help to ensure they are not left behind.

There is a correlation between ill health (physical and mental) and unemployment, with many Jobseeker's Allowance claimants having long-term (over a year) ill health and/or special educational needs and disabilities. The current health-led employment support trial, Working Win, is helping people with low level mental health or musculoskeletal problems to access or stay in work.

Similarly, having low level or no qualifications has a demonstrable impact on employment and career progression opportunities.

Gaining an ESOL (English for speakers of other languages) qualification demonstrates the good speaking, writing, listening and reading skills in English that many employers will require. However, it can currently be expensive to for those who do not qualify for support.

Key activity: create a co-ordinated employment support system that responds effectively to people's needs and helps them to progress

4. Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce

There are approximately 100,500 jobs based in Rotherham, with the economic growth plan targeting an increase of 1,000 per year. Of these jobs, 65,600 are held by Rotherham residents.

The targeted level of job growth requires both inward investment and growth within the indigenous business base, both of which need a suitably skilled and enterprising workforce for local business to recruit from. In order to ensure the number of jobs to Rotherham residents is maximised, local people must be equipped with the skills that businesses need.

The training provider for RNN Group has established "sector groups," linked to the UCR, to align the skills and qualifications offer with what local businesses require to grow. Schools, colleges and training providers must meet the requirements of Rotherham businesses to provide a steady supply of aspirational and work ready young people.

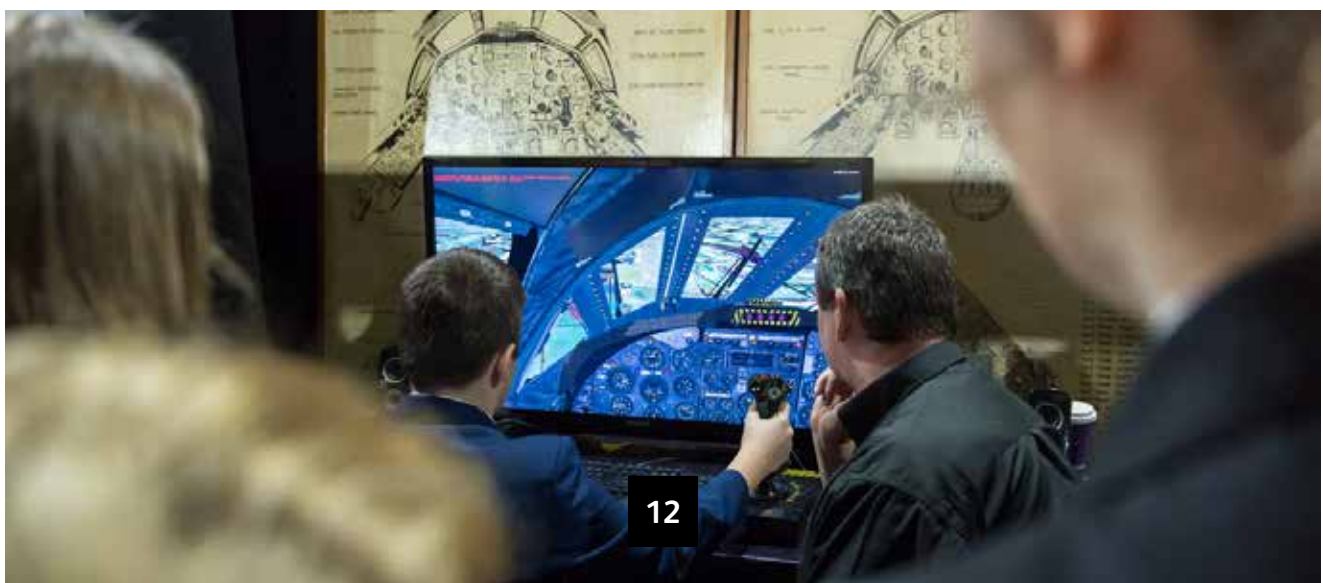
Key activity: strengthen the links between businesses and education and training providers, and support businesses to access the funding they need to invest in their staff



HEADLINE TARGETS

The success of the strategy will be reliant on monitoring and reacting to the changing employment and skills landscape in Rotherham. As well as the headline targets below, there will be a wider suite of indicators monitored and reported on regularly. These will help to update the strategy's Action Plan.

Indicator	Baseline	Target	Timescale
Number of jobs located in Rotherham	100,500	103,500	Mar 2022
Percentage of working age population qualified to Level 4 or higher	25.1 % <i>(13.2 percentage points below the national average)</i>	Increase year on year reduce gap to national figure over the lifetime of the Plan	Dec 2019 Mar 2022
Number of secondary schools, special schools, pupil referral units and college campuses with an enterprise adviser	19	25	Mar 2020
Number of apprentices within Rotherham businesses (2017/18)	2,010	Year on year increase	Dec 2019
Number of these which are higher level (2017/18)	260	520	Mar 2022
Number of Rotherham businesses employing an apprentice	TBC	TBC	
Rotherham claimant count (Nov 2018)	4,615	Year on year reduction	Dec 2019
Number of 16 year old NEETs in Rotherham (Dec 18)	65	Year on year reduction	Dec 2019
Number of 17 year old NEETS in Rotherham (Dec 18)	134		
Total	199		



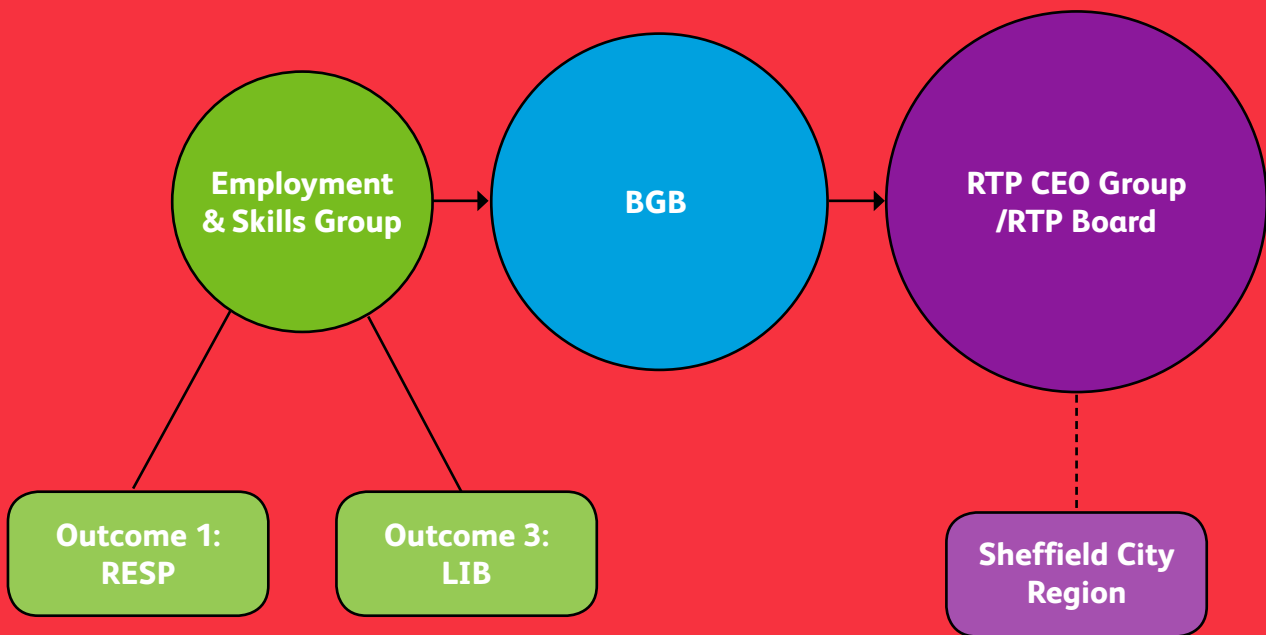
GOVERNANCE ARRANGEMENTS

Delivery will be overseen by the Business Growth Board's (BGB) employment and skills sub-group, reporting to the board, and then to Rotherham Together Partnership's (RTP) Chief Executive Officer (CEO) group. Updates will also be provided to quarterly RTP board meetings, as required.

Rotherham's Local Integration Board (LIB) will have a key role to play, particularly in relation to outcome 3. The board will be involved in developing a more detailed action plan and mutual reporting arrangements will be established.

For outcome 1, there will be an important role for Rotherham Educational Strategic Partnership (RESP). Again, input will be sought in determining detailed actions and reporting arrangements will be established.

Finally, it will be critical to build on existing links with Sheffield City Region, as this will enable partners to effectively influence city region strategy and delivery to maximise the benefits for Rotherham and its people.



Appendix 1

ACTION PLAN

Action	Timescale	Responsible person/ organisation
Outcome 1: Motivated young people have opportunities to access the guidance, learning and development they need to further their chosen career path		
Increase young people's awareness of local job opportunities and the routes to accessing them by: <ul style="list-style-type: none"> - Developing a careers, education, information, advice and guidance (CEIAG) strategy for Rotherham - Producing a video for schools setting out local labour market information, including educational routes learning and career progression opportunities and showcasing local businesses - Delivering the annual LEAF and GUTS events 	Dec 2019 Sept 2019 Annual	Schools
Engage with, and deliver careers advice and guidance to, NEETS aged 16-18, looked after children and young people with special educational needs or disabilities	Annual review	RMBC
Increase the number of meaningful encounters that young people have with employers, including a quality work experience offer for Rotherham young people (agree a minimum work experience offer, which young people will receive during their school years)	July 2020	E&S sub-group
Promote apprenticeships as a route into training/employment for all young people	Annual monitoring of impact	E&S sub-group Schools
Ensure school representation on the Rotherham Business Growth Board, representing both mainstream and special schools/pupil referral units	Sept 2019	E&S sub-group Schools
Each school to have a named enterprise adviser, working closely with the school's careers lead and senior leadership team	Dec 2019	RiDO & Schools/ Colleges
Outcome 2: Employment provides opportunities for in-work health, wellbeing, skills progression and a decent level of pay		
Work with major Rotherham organisations, through Rotherham Together Partnership, to develop and implement a social value policy, including maximising the benefit of procurement activity	Apr 2020	RTP
Promote the real Living Wage and its benefits to local employers	Ongoing	BGB

Action	Timescale	Responsible person/ organisation
Outcome 3: Those excluded from the labour market are able to overcome barriers to training and employment		
Ensure the effective coordination and delivery of programmes providing targeted support to excluded or disadvantaged groups. This includes initiatives such as Working Win, Pathways Skills Support for the Unemployed, Work and Health, Building Better Opportunities and Jobcentre Plus work coaches	Ongoing	E&S sub-group/ Rotherham LIB
Ensure learning and evaluation from targeted programmes informs the design of future programmes in Rotherham and the city region	Ongoing	E&S sub-group/ Rotherham LIB
Increase take up of community based adult learning courses, providing information and guidance on progression routes into higher level courses and employment	July 2020	E&S sub-group RNN
Outcome 4: Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce		
Ensure skills and training provision meets the needs of employers by establishing a forum for employers, training providers and schools/ colleges	Commence by Sept 2019	E&S sub-group
Support businesses to access funding for growth and skills development, through referrals to: <ul style="list-style-type: none"> - Growth Hub skills advisers - Skills Bank 2 - Skills Support for the Workforce - Apprenticeship funding 	Commence early 2019	RiDO
Work with companies delivering investment and local developments, to assist them to focus their recruitment in Rotherham, including developing sector-based work academies.	Annual review	DWP

Appendix 2

STATISTICS

Rotherham's employment rate is currently 78.5% and now matches the national rate. This compares to a gap to the national rate of 3.2 percentage points in 2015
The number of Rotherham benefit claimants in November 2018 is 4,615 (a 36 % drop since 2010), of whom 950 are aged 18-24 (a 59 % reduction since 2010)
Around 15,850 people in Rotherham are unemployed or long-term sick, approximately one in ten of the working age population
Rotherham has a growing business stock, rising from 6,390 businesses in 2015 to 7,230 in 2017
Employment in Rotherham continues to increase, with 100,500 Rotherham based jobs in 2016-18 and 114,100 residents in employment (demonstrating relatively high levels of travel to work within the surrounding area, particularly with Sheffield)
Higher skill levels are increasing, with 25.1% of Rotherham's working age population qualified to level 4 or higher, although there remains a sizeable gap to the national average (13.2 percentage points), which needs reducing
Rotherham's female economic inactivity rate (ages 16-64) is 32.6% , against an average for England of 27.4%. For Pakistani and Bangladeshi women the inactivity rate more than doubles to 66%
Research shows that a young person who has four or more meaningful encounters with an employer is 86 % less likely to be Not in Employment, Education or Training (NEET) and can earn up to 22 % more during their career
Child poverty figures reflect deep inequalities within the borough, averaging 41 % in the most deprived 10 % of neighbourhoods, compared to only 3 % in the least deprived 10 %
35.2 % of residents aged 16-64 have no qualifications or are qualified to below NVQ level 2
75 % of Rotherham secondary schools are judged to be "Good" or better, in line with national figures
Percentage of Rotherham adults with learning difficulties who are in employment is 4.1 %, compared wto a national figure of 7.4 %
Life expectancy at birth in Rotherham is 77.8 years for men and 81.7 years for women. This is around 1½ to 2 years lower than the England average
Healthy life expectancy at birth in Rotherham is 59.3 years for men and 57.4 years for women. This is 4 years less than England average for men and 6½ years for women
This means men in Rotherham are expected to live 18.5 years in poor health (England average (16.2 years) and women 24.3 years (England average 19.3 years)
Within Rotherham men living in the most deprived areas can expect to live nearly 11 years less than those in the least deprived areas; women can expect to live around 8½ years less

Level of qualifications as a percentage of working age population

	None	NVQ 1+	NVQ 2+	NVQ 3+	NVQ 4+
Rotherham	8.7 %	84.0 %	64.8 %	45.5 %	25.1 %
SCR	8.6 %	84.0 %	70.2 %	50.7 %	32.5 %
England	7.6 %	85.5 %	74.6 %	57.1 %	38.3 %

APS 2017

The gap with both SCR and England widens at the higher levels, with a 13.2 percentage point gap with England for people qualified to Level 4 or higher.

Sectoral growth projections

The table below, taken from the Sheffield City Region's Strategic Economic Plan, sets out expected sectoral job growth in Rotherham for the period 2013 -2024.

Sector	2013 jobs	2024 jobs	Increase	% increase
Financial & Professional Services	3,600	4,300	700	+19.4 %
Business Services	8,500	11,000	2,500	+29.4%
Health	12,000	12,700	700	+5.8 %
Education	9,700	9,875	175	+1.8 %
Retail	9,300	10,300	1,000	+10.8 %
Construction	5,600	6,250	650	+11.6 %
Sports, Leisure & Culture	6,600	7,400	800	+12.1 %
CDI	3,100	3,800	700	+22.6%
Logistics	3,600	5,250	1,650	+45.8%
Advanced Manufacturing	3,600	5,900	2,300	+63.9%
Med-Low Tech Manufacturing	9,000	7,500	-1,500	-16.7 %
Public Admin	5,800	4,500	-1,300	-22.4 %
Low Carbon	2,100	2,500	400	+19.0 %
Other Sectors	10,500	10,850	350	+3.3 %
TOTALS	92,300	101,425	9,125	+9.9%

The main sectors with regard to the growth in actual numbers of jobs are:-

- 1) Business Services (2,500)
- 2) Advanced Manufacturing (2,300)
- 3) Logistics (1,650)

Despite the current issues surrounding retail and the “High Street” it remains one of the borough’s biggest sectors and will continue to be an important source of employment.

Medium-Low Tech Manufacturing and Public Administration are both expected to shed over 1,000 jobs and planning is needed for how to help any employees affected by this to stay in employment, possibly through retraining for different work.

Female Economic Inactivity 2015-17 (average of 8 rolling quarters)

Females	Barnsley	Doncaster	Rotherham	Sheffield	England
Total aged 16-64	77,190	94,290	79,440	184,210	17,318,690
Economically Inactive	28.7%	29.3%	32.6% (25,910)	30.0%	27.4%
Student	3.0%	3.8%	4.2% (3,310)	7.9%	5.7%
Looking after home/ family	10.0%	12.6%	13.5% (10,710)	11.1%	10.0%
Long term sick	7.7%	7.5%	6.3% (5,030)	5.2%	4.7%
Retired	4.0%	3.3%	3.6% (2,850)	2.9%	3.6%
Other	3.2%	1.6%	4.3% (3,400)	2.7%	2.8%
Inactive but want a job	28%	26%	21% (5,500)	27%	23%
Inactive and don't want a job	72%	74%	79% (20,410)	73%	73%

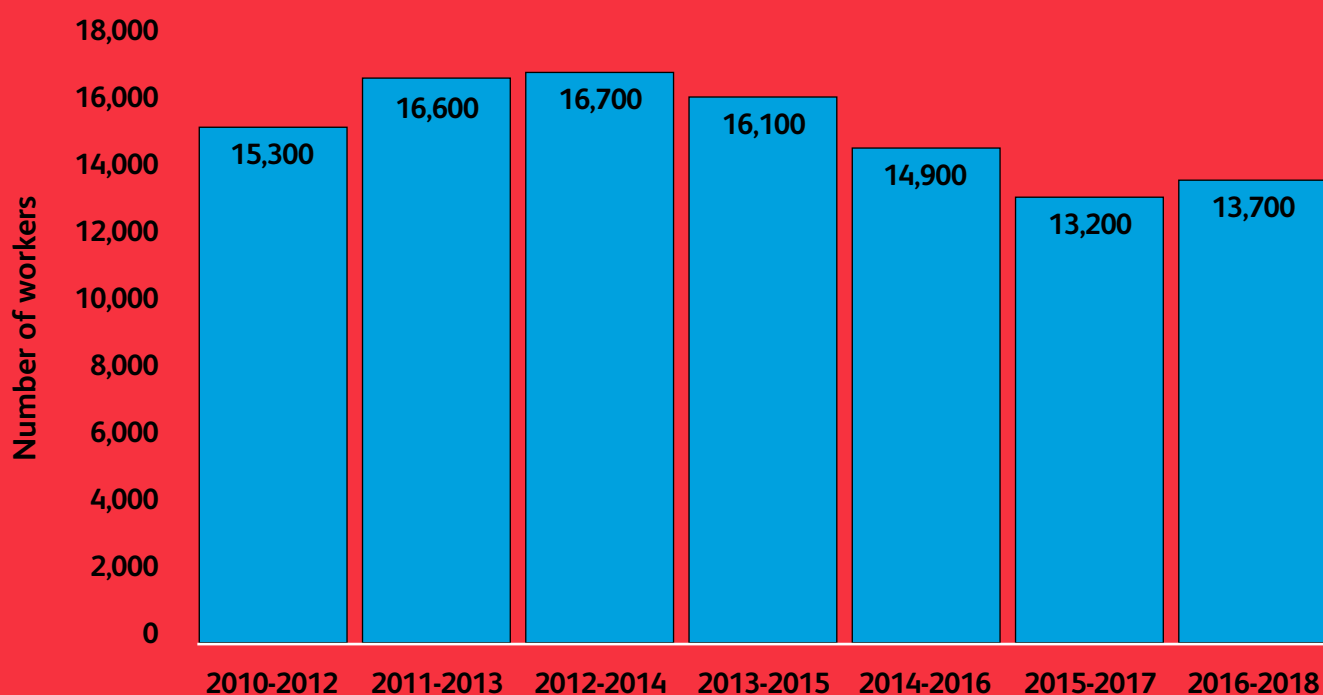
Female Economic Inactivity by Ethnicity

Females Aged 16-64	Rotherham	Sheffield	Region	England
Employment Rate - White	65 %	70 %	70 %	72 %
Employment Rate – Non-White	37 %	47 %	48 %	55 %
Econ. Inactivity Rate - White	31 %	27 %	26 %	25 %
Econ. Inactivity – Non-White	60 %	43 %	46 %	39 %
Econ Inactivity Rate – Pakistani and Bangladeshi	66 %	46 %	60 %	58 %

Source: Annual Population Survey (ONS) 2015-2017
(allows for small sample size of non-white females in Rotherham)

The overall employment rate for women is below the average for both England and the region. However, for non-white women the statistics are much worse, with the inactivity rate for Rotherham being 17 and 21 percentage points worse than the Sheffield and England figures.

Net out commuting from Rotherham



Source: Annual Population Survey

Employment rate in Rotherham, 2010-2012 to 2016-2018

	Employment rate, all 16-64 year olds		
	2010-2012	2016-2018	Difference
Doncaster	65.6	71.9	6.4
Rotherham	66.7	71.8	5.1
Barnsley	65.9	70.8	4.9
Sheffield	65.1	69.7	4.6
Combined Authority	65.6	70.7	5.1
Sheffield City Region	67.0	71.9	4.9
Yorkshire and Humber	68.2	72.9	4.7
Great Britain	70.2	74.4	4.2

Source: Annual Population Survey

Apprenticeships in Rotherham 2014/15 to 2017/18

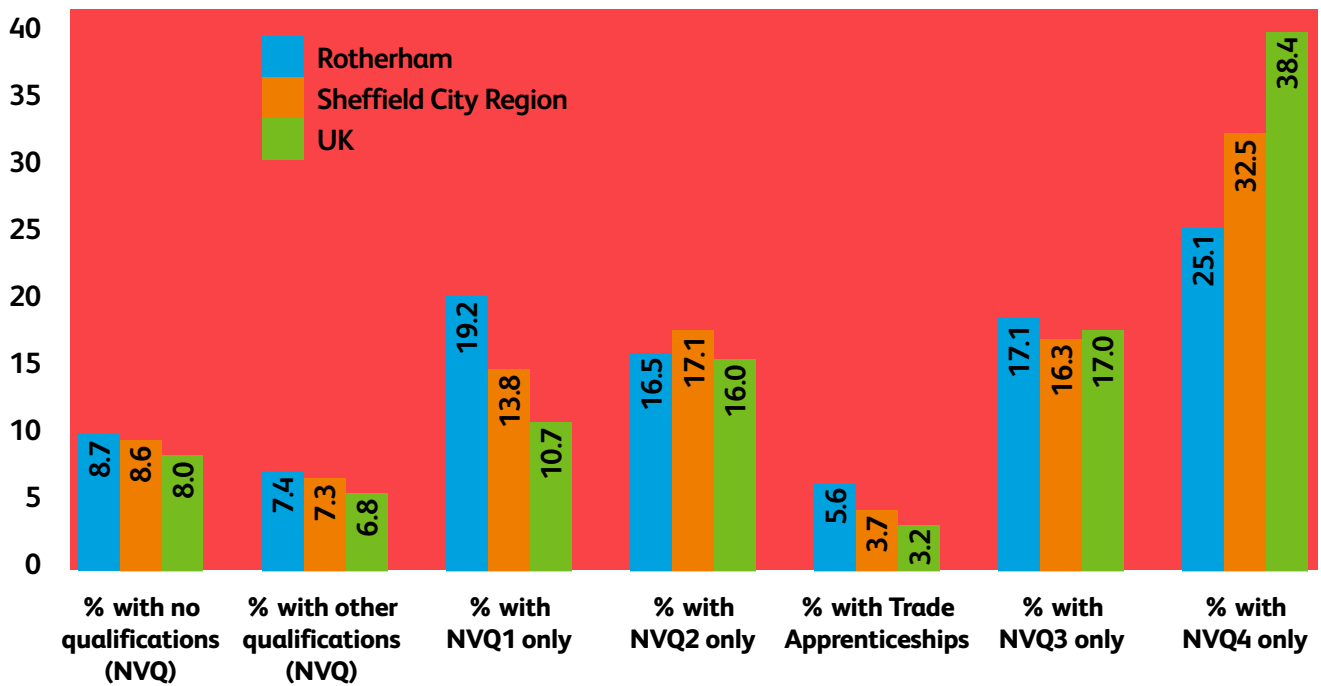
	2014/2015	2015/2016	2016/2017	2017/2018
Rotherham				
Intermediate Apprenticeship	1,990	2,040	1,700	850
Advanced Apprenticeship	1,100	1,090	1,180	900
Higher Apprenticeship	110	160	240	260
Totals	3,200	3,290	3,120	2,010
Intermediate Apprenticeship	62%	62%	54%	42%
Advanced Apprenticeship	34%	33%	38%	45%
Higher Apprenticeship	3%	5%	8%	13%
Totals	100%	100%	100%	100%

Source: Annual Population Survey

Reasons for economic inactivity in Rotherham, 16-64 year olds, 2015-2017

		Rotherham	SCR	Y&H	England
Economically Active	Employee	63	62	64	64
	Self-employed	10	9	9	11
	ILO Unemployed	4	5	4	4
	Economically active: Total	76	76	77	78
Economically Inactive	Seeking employment	1	1	1	1
	Not seeking employment	23	23	22	21
	Not seeking - student	3	7	6	6
	Not seeking - looking after home or family	6	6	6	5
	Not seeking - temporary sick/ injured	1	0	0	0
	Not seeking - long-term sick or disabled	6	6	5	5
	Not seeking - does need a job	1	1	1	1
	Not seeking - retired	3	3	3	3
	Not seeking - other reason	3	2	1	2
	Economically Inactive: total	24	24	23	22
Total	100%	100%	100%	100%	
Total N	159,000	719,400	3,374,100	34,518,100	

Highest level of Qualifications (% population aged 16-64)



Source: ONS APS December 2017

