

Herefordshire's economy: key facts

In employment	93,400
Self-employed	20,600
Student	4,500
Looking after family/home	3,200
Long-term sick	5,900
Retired	4,600

Claimant count **3,015**

Workless households **7,000**

Total enterprises	10,385
Micro (0-9)	9,345
Small (10-49)	870
Medium (50-249)	135
Large (250+)	30



These numbers relate to the working age population (aged 16-64)

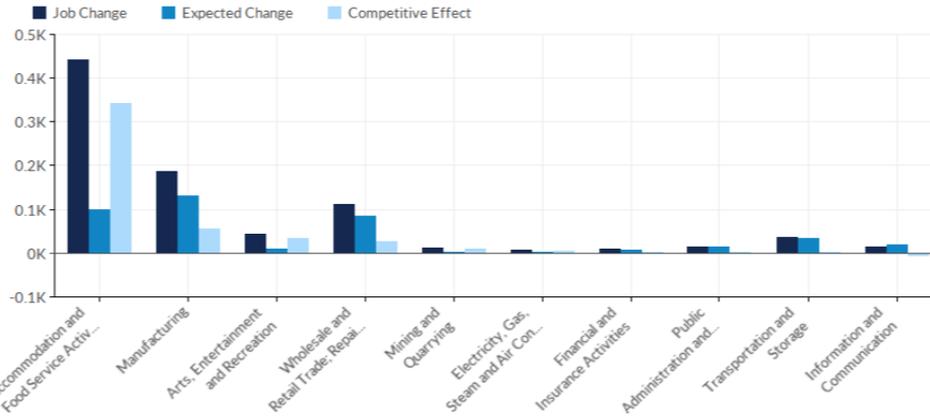
Data Source: [ONS/NOMIS Herefordshire Labour Market Profile](#)

Date last updated: 18 January 2022

Frequency of update: monthly

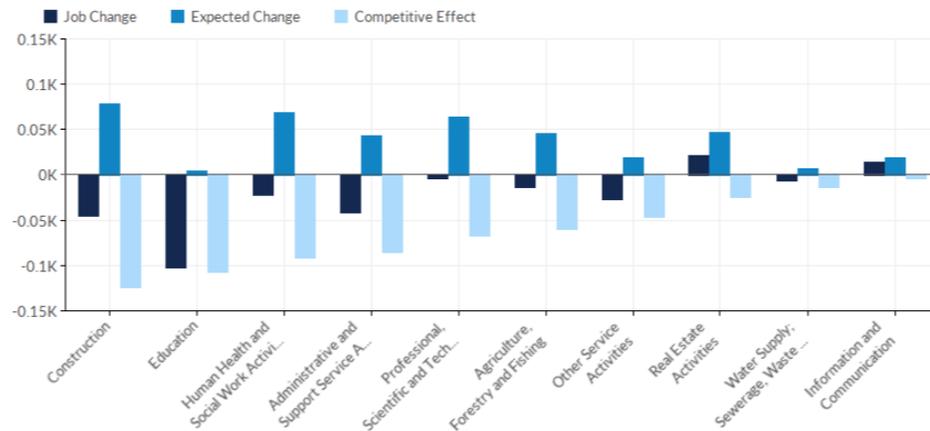
Herefordshire's most and least competitive industries (2020-2021)

Most Competitive Industries



Industry	Jobs Change	Ind Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect	2020 Wages Per Worker
Accommodation and Food Service Activities	442	15	85	100	343	£17,272
Manufacturing	186	13	117	130	55	£32,451
Arts, Entertainment and Recreation	44	-10	20	10	35	£17,910
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	112	-53	139	86	27	£21,915
Mining and Quarrying	12	0	1	1	10	£39,521
Electricity, Gas, Steam and Air Conditioning Supply	8	1	1	2	5	£43,901
Financial and Insurance Activities	9	-1	9	8	1	£31,293
Public Administration and Defence; Compulsory Social Security	14	-1	14	13	1	£35,589
Transportation and Storage	36	14	20	34	1	£29,024
Information and Communication	14	6	12	18	-4	£39,768

Least Competitive Industries



Industry	Jobs Change	Ind Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect	2020 Wages Per Worker
Construction	-46	39	40	79	-125	£34,254
Education	-102	-53	58	5	-107	£24,772
Human Health and Social Work Activities	-23	-49	118	69	-92	£22,878
Administrative and Support Service Activities	-42	-2	45	43	-85	£25,406
Professional, Scientific and Technical Activities	-4	23	41	64	-68	£36,179
Agriculture, Forestry and Fishing	-14	-27	73	46	-60	£25,013
Other Service Activities	-28	3	16	19	-47	£23,689
Real Estate Activities	21	28	19	47	-25	£25,714
Water Supply; Sewerage, Waste Management and Remediation Activities	-7	1	5	6	-14	£33,105
Information and Communication	14	6	12	18	-4	£39,768

Source: Emsi-economicmodelling.co.uk
 Date last updated: 11 January 2022
 Frequency of update: annual
 HC data lead: Intelligence Unit

Need to know: Competitive effect explains how much of the change in a given industry is due to some unique competitive advantage that the region possesses. This effect is calculated by taking the total regional growth and subtracting the national growth for the same industry. The regional growth that remains cannot be explained by national trends in that industry or the economy as a whole.



Earnings

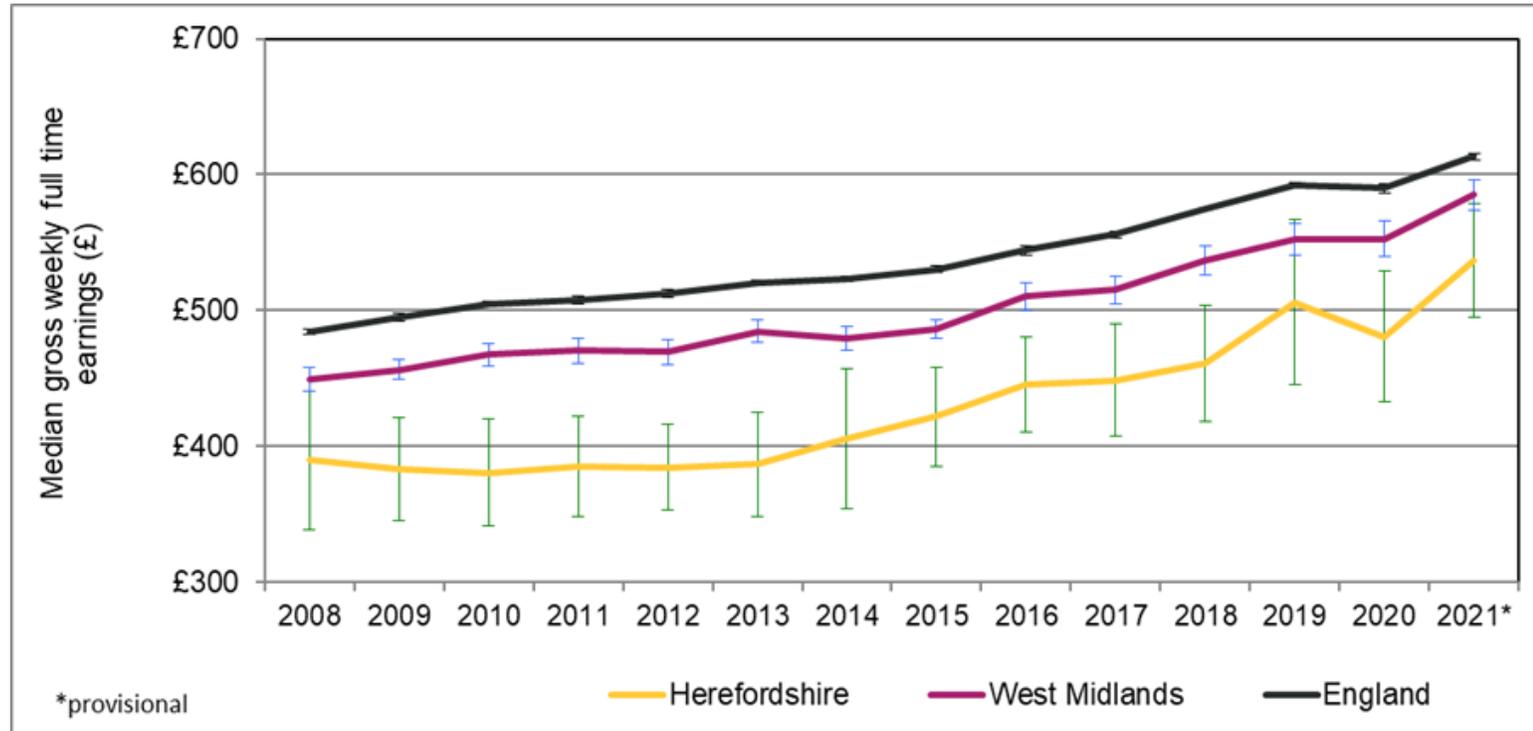
The latest Annual Survey of Hours and Earnings (ASHE) reveals that the workplace-based median weekly earnings for people who work in Herefordshire is now £536.60 (\pm £42.07).

Herefordshire's weekly earnings are significantly lower than that in England £613.30 (\pm £2.40). Herefordshire's weekly earnings are not recorded as significantly different to the West Midland region's in 2021, although the amount is lower £585.0 (\pm £11.47).

The county has the lowest median earnings of all 14 West Midlands authorities, also, consistently ranked as amongst the lowest in England and Wales (14th out of 111 top-tier authorities in 2021 provisional figures).

Annualised earnings are £27,980 (\pm £2,194), also significantly lower England £30,979 (\pm £125) but similar to the West Midlands region, £30,504 (\pm £598).

If we look at residents based weekly earnings as opposed to work place based weekly earnings, these are £535.50 (\pm 67.17) and although lower compared to England and the West Midlands region although the differences are not significant.



Source: Annual Survey of Hours and Earnings (ASHE) available from [NOMIS](#)
Frequency: annual
Last updated: November 2021.

Need to know: workplace-based earnings includes all people who work in Herefordshire regardless of which county they live in. Residents-based weekly earnings includes all people who live in Herefordshire i.e. includes those who work outside the county

Gender pay gap

The gender pay gap (GPG) is the difference between average hourly earnings (excluding overtime) of men and women as a proportion of average hourly earnings (excluding overtime) of men.

- Although the gap is now 25% lower than it was a quarter of a century ago, it is still around 13 percentage points and in 2019 the average working-age woman in the UK earned 40% less than her male counterpart.
- Recent research by the IFS as part of the Deaton Review found that the vast majority of the modest convergence in earnings of the past 25 years can be explained by the closing of the gender gap in education levels.
- The divergence occurs with parenthood, when the gendered roles that mothers and fathers take on appear to be largely unrelated to their relative earnings potential.
- The IFS found that persistent social norms around parenting are reinforced by a policy environment that sustains and incentivises a traditionally gendered division of labour, even when policies are ostensibly gender-neutral.

In 2021, women's earnings in Herefordshire are 4% lower than men's; a smaller gap compared the West Midlands region (10%) and England (9%).



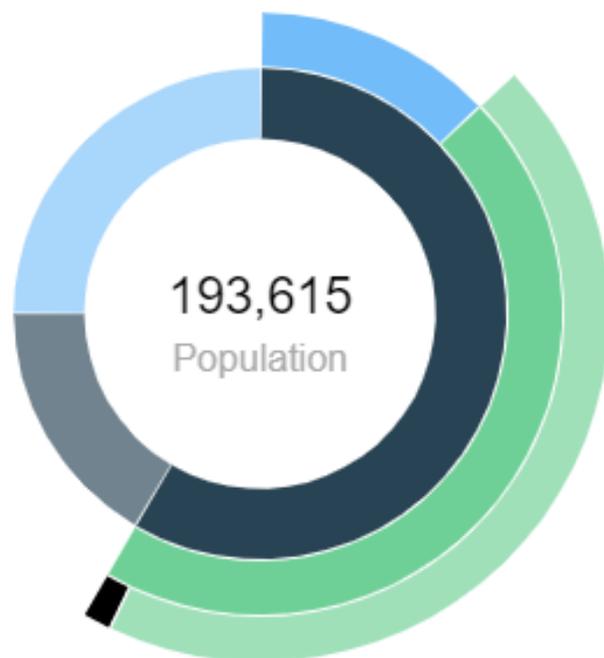
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Frequency: annual

Last updated: November 2021

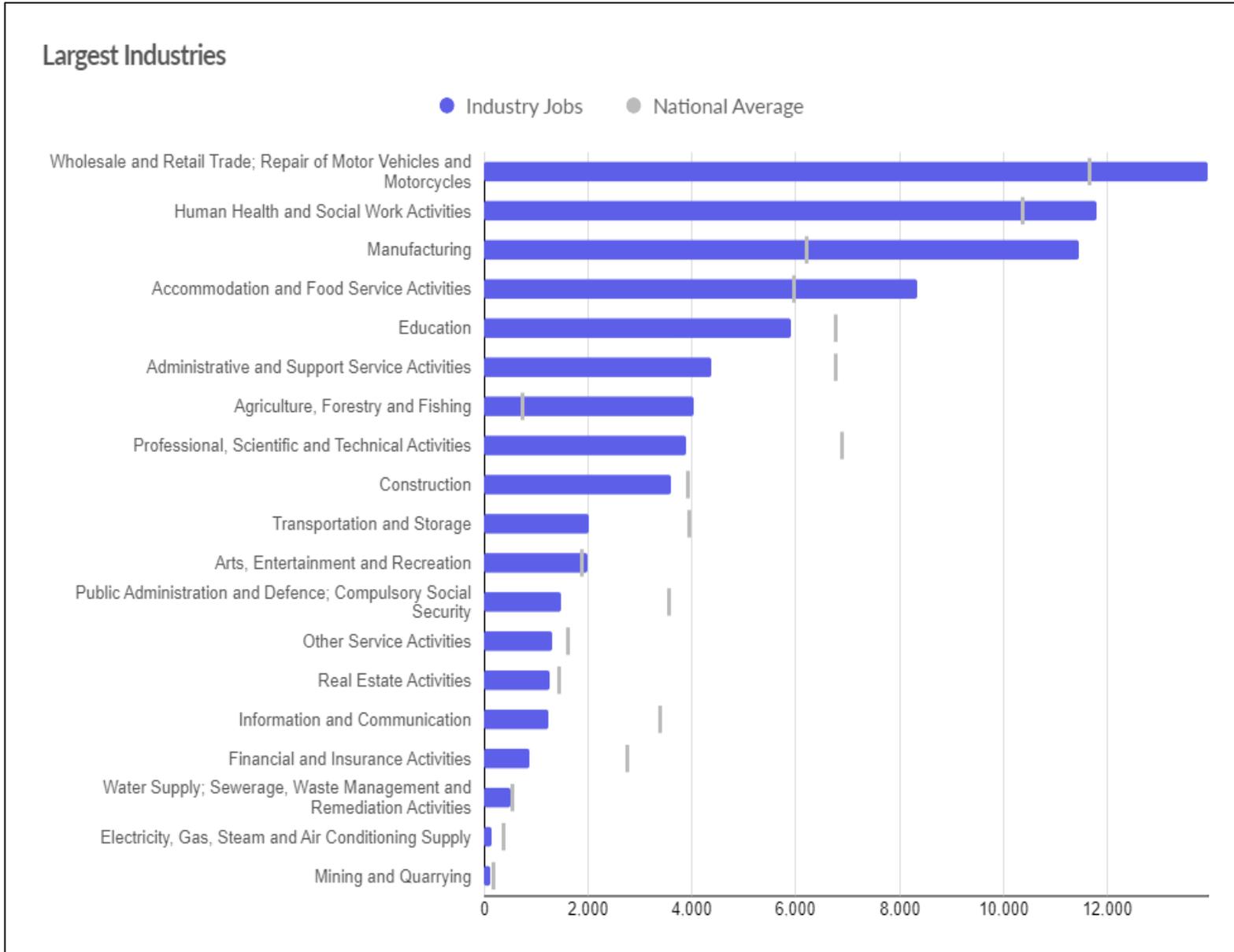
2020 Labour Force Breakdown

2020 Labour Force Breakdown



	Population
● Total Working Age Population (16-64)	113,009
● Not in Labour Force (16+)	24,898
● Labour Force	88,111
● Employed	85,450
● Unemployed	2,661
● Under 16	32,148
● Over 64	48,458

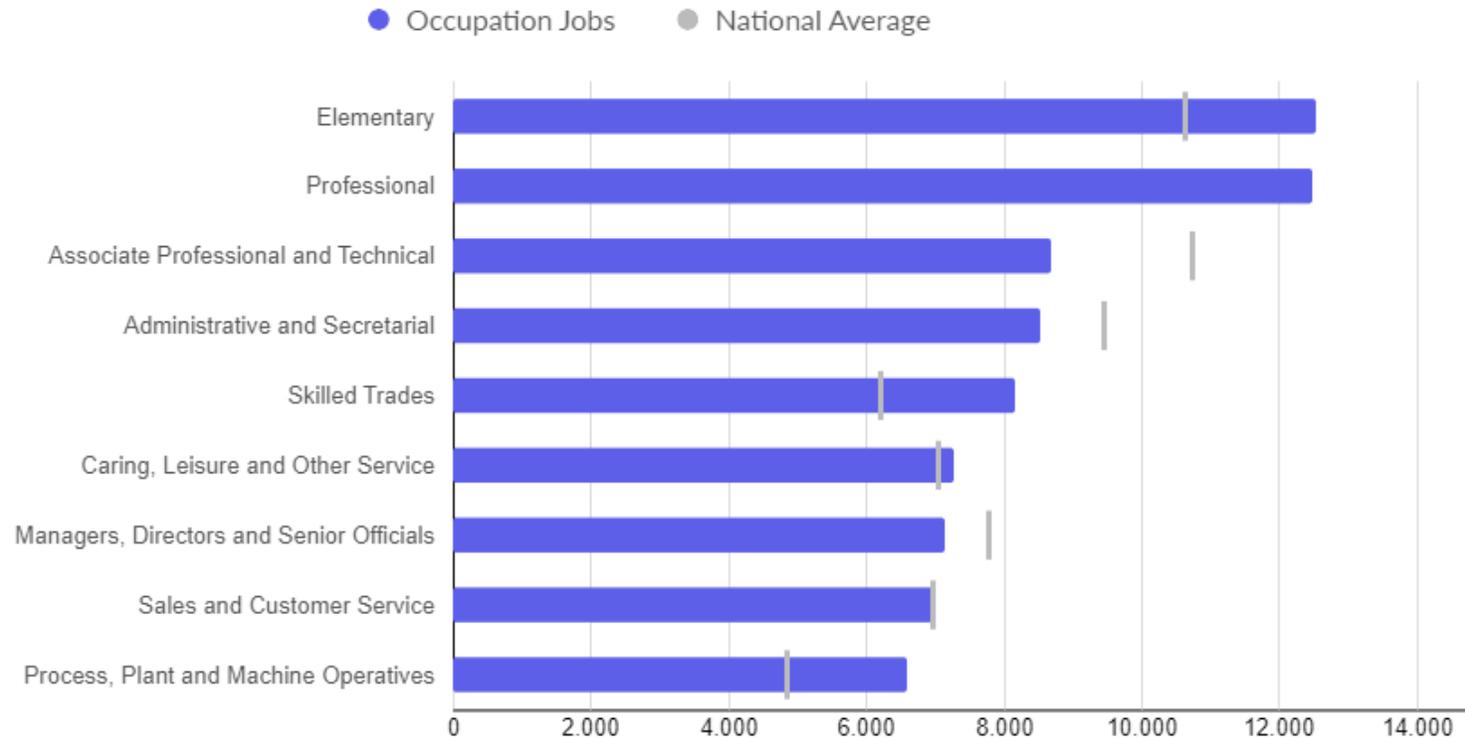
Herefordshire's largest industries (by jobs)



Source: Emsi- economicmodelling.co.uk
Date last updated: 16 December 2021
Frequency of update: daily
HC data lead: Intelligence Unit

Herefordshire's largest occupations

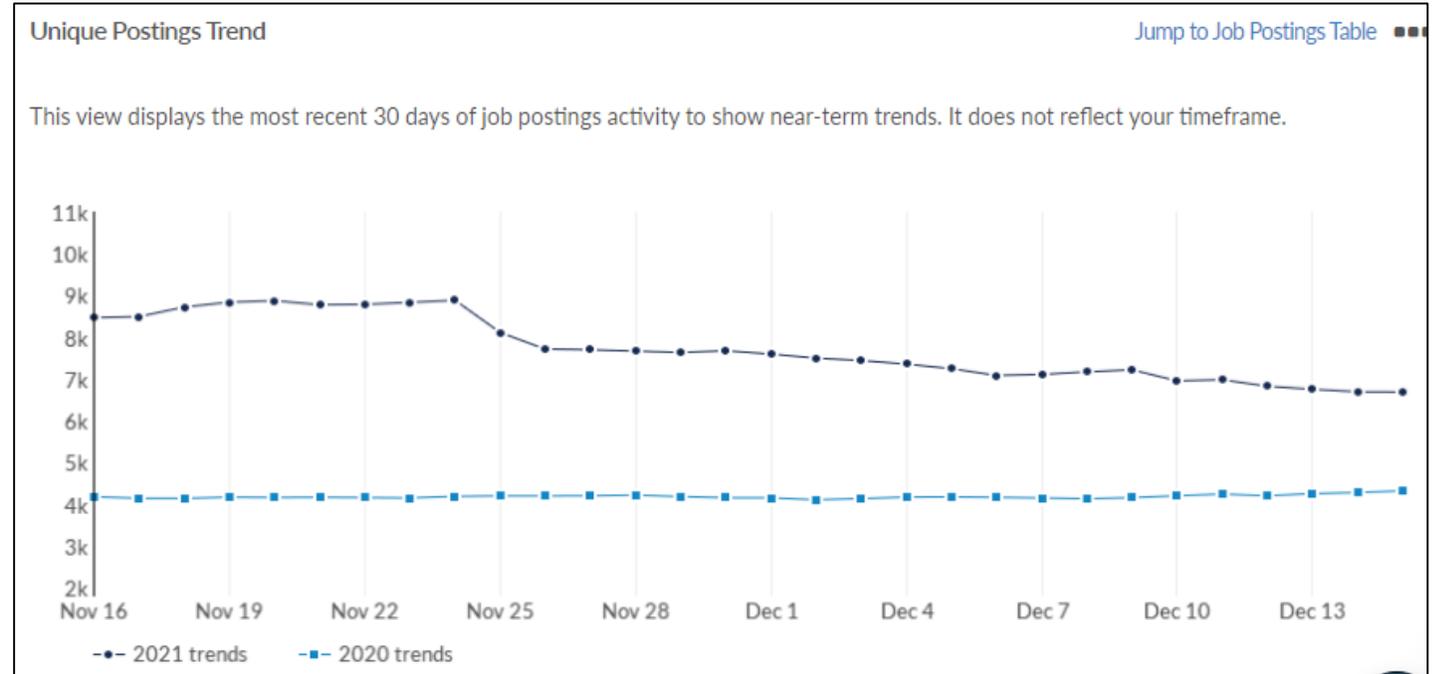
Largest Occupations



Source: Emsi-
economicmodelling.co.uk
Date last updated: 16
December 2021
Frequency of update: daily
HC data lead: Intelligence
Unit

Job postings in Herefordshire

- According to EMSI, in Herefordshire there were a total of 10,375 unique job postings in November 2021. This compares to 9,176 in the previous month.
- Locally, job postings are now significantly higher than in the same period a year ago. This, in combination with the claimant count data appears to suggest that Herefordshire's economy was pre-Omicron recovering well from the economic turbulence of the past twelve months.
- As at 15 December 2021 there were 6,693 unique job postings; 54.9% higher than on the same day last year.
- Top posted occupations in November 2021 were nurses, care workers and home carers, book-keepers, payroll managers and wages clerks, van drivers, sales and retail assistants, and sales accounts and business development managers.



Source: Emsi-economicmodelling.co.uk
Date last updated: 16 December 2021
Frequency of update: daily
HC data lead: Intelligence Unit

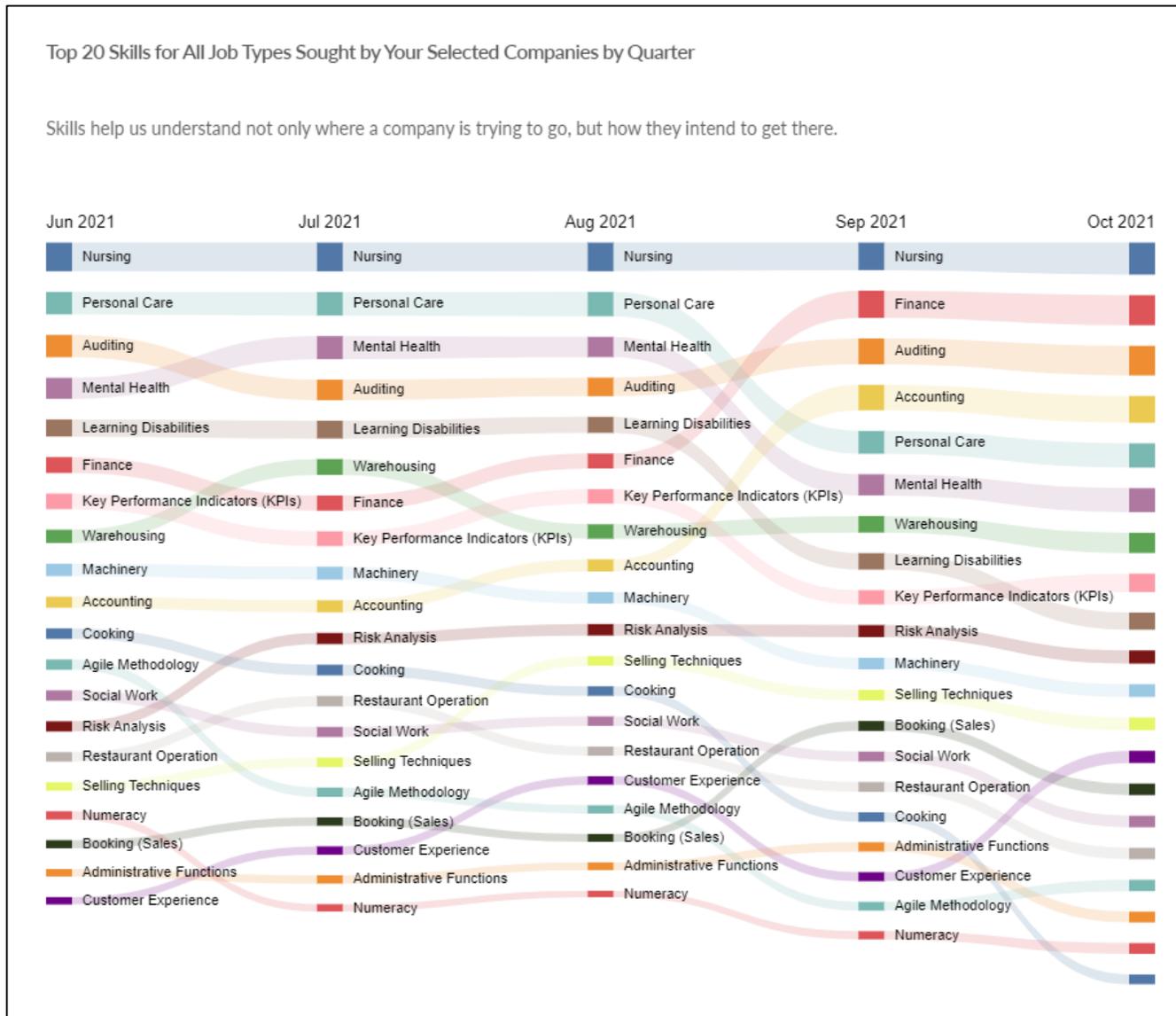
Need to know: A unique job posting is one that has been de-duplicated as postings can appear on multiple websites, multiple times. Data include voluntary, internships, side jobs and freelance.

Top 10 in-demand skills in Herefordshire

In 2021 as a whole the top ten in-demand skills in Herefordshire (with number of citations) were:

- Nursing 1,109
- Auditing 1,103
- Finance 958
- Personal Care 902
- Mental Health 869
- Warehousing 846
- Accounting 769
- Key Performance Indicators (KPIs) 656
- Learning disabilities 644
- Machinery 553

Need to know: Hard skills are abilities that have been taught to or learnt by a person.



Source: [Emsi- economicmodelling.co.uk](https://www.emsi-economicmodelling.co.uk)

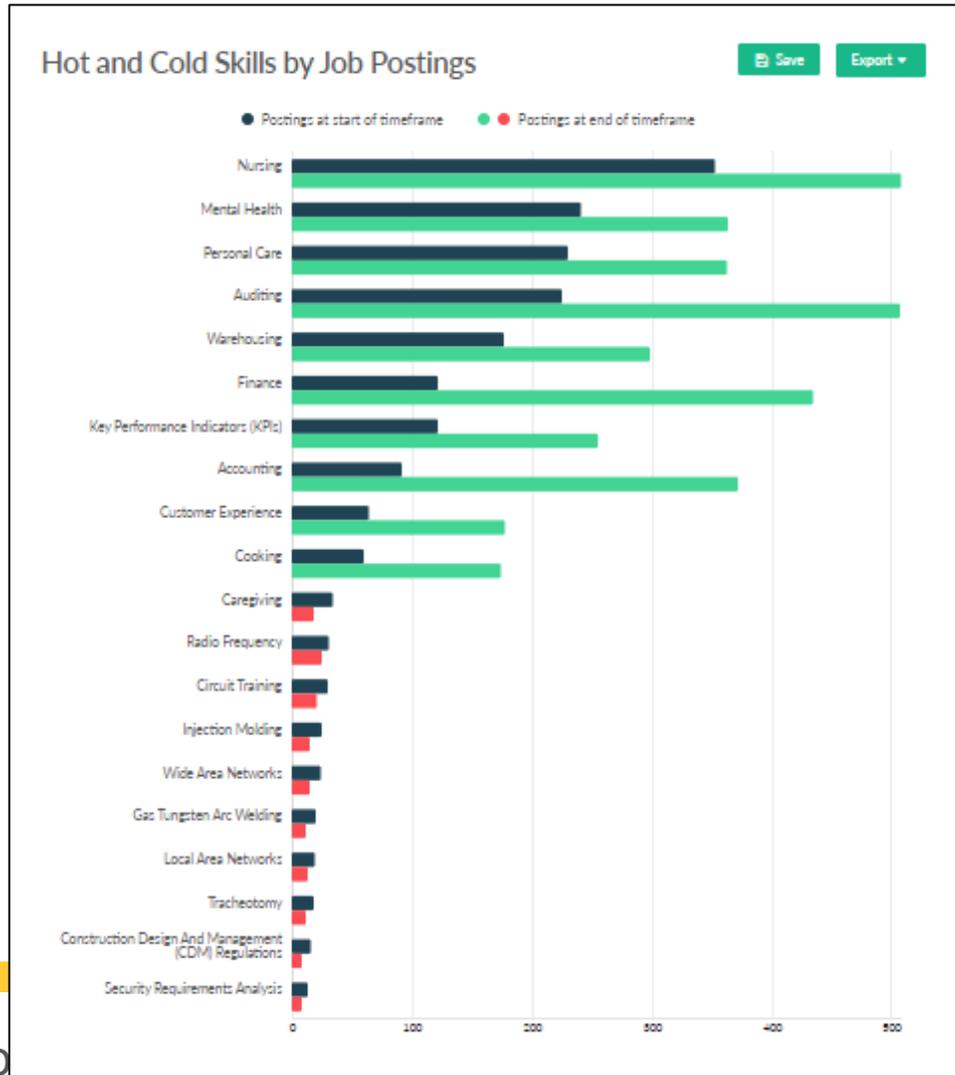
Date last updated: 16 December 2021

Frequency of update: monthly

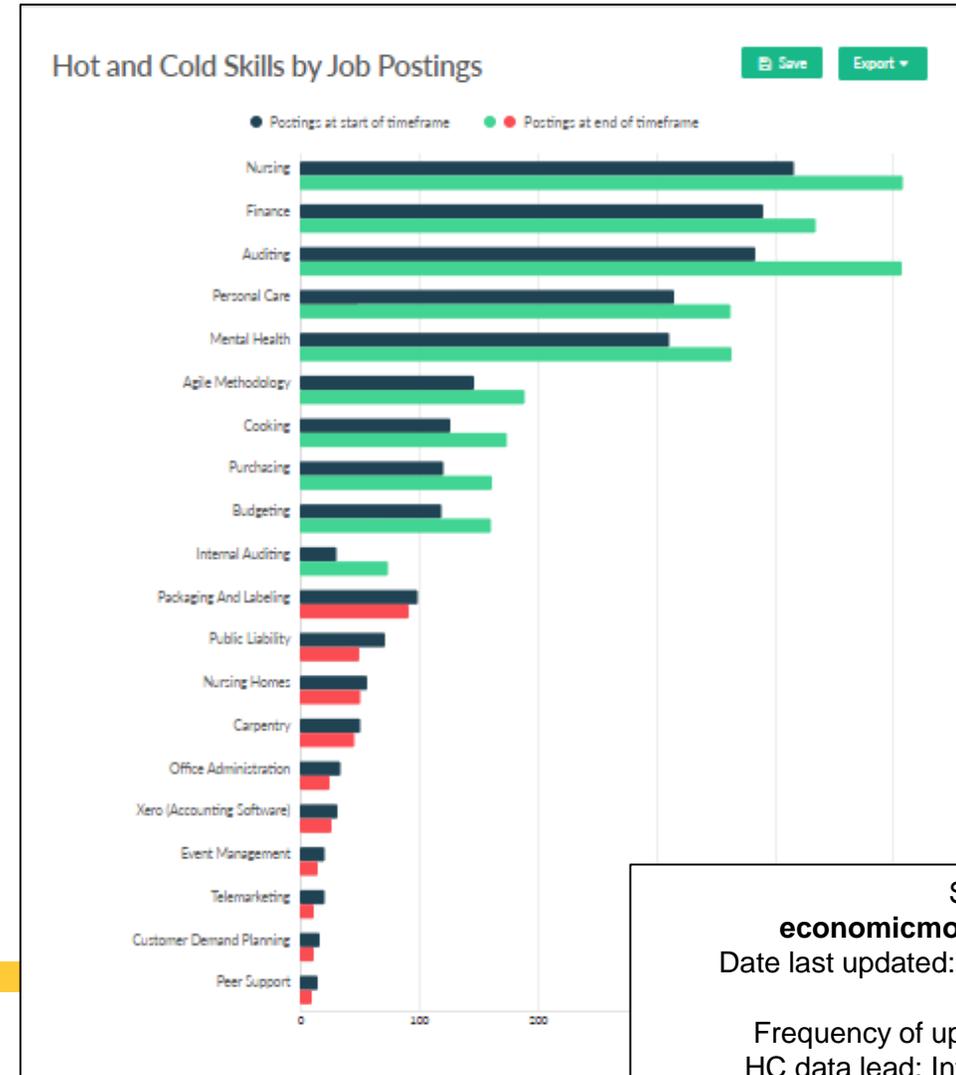
HC data lead: Intelligence Unit

Hot and cold hard skills in Herefordshire

Hot and cold hard skills compared to 1 year ago (November 2020)



Hot and cold hard skills compared to 1 month ago (October 2021)



Source: **Emsi-economicmodelling.co.uk**
 Date last updated: 16 December 2021
 Frequency of update: monthly
 HC data lead: Intelligence Unit

Need to know:
 Hard skills are abilities that have been taught to or learnt by a person.

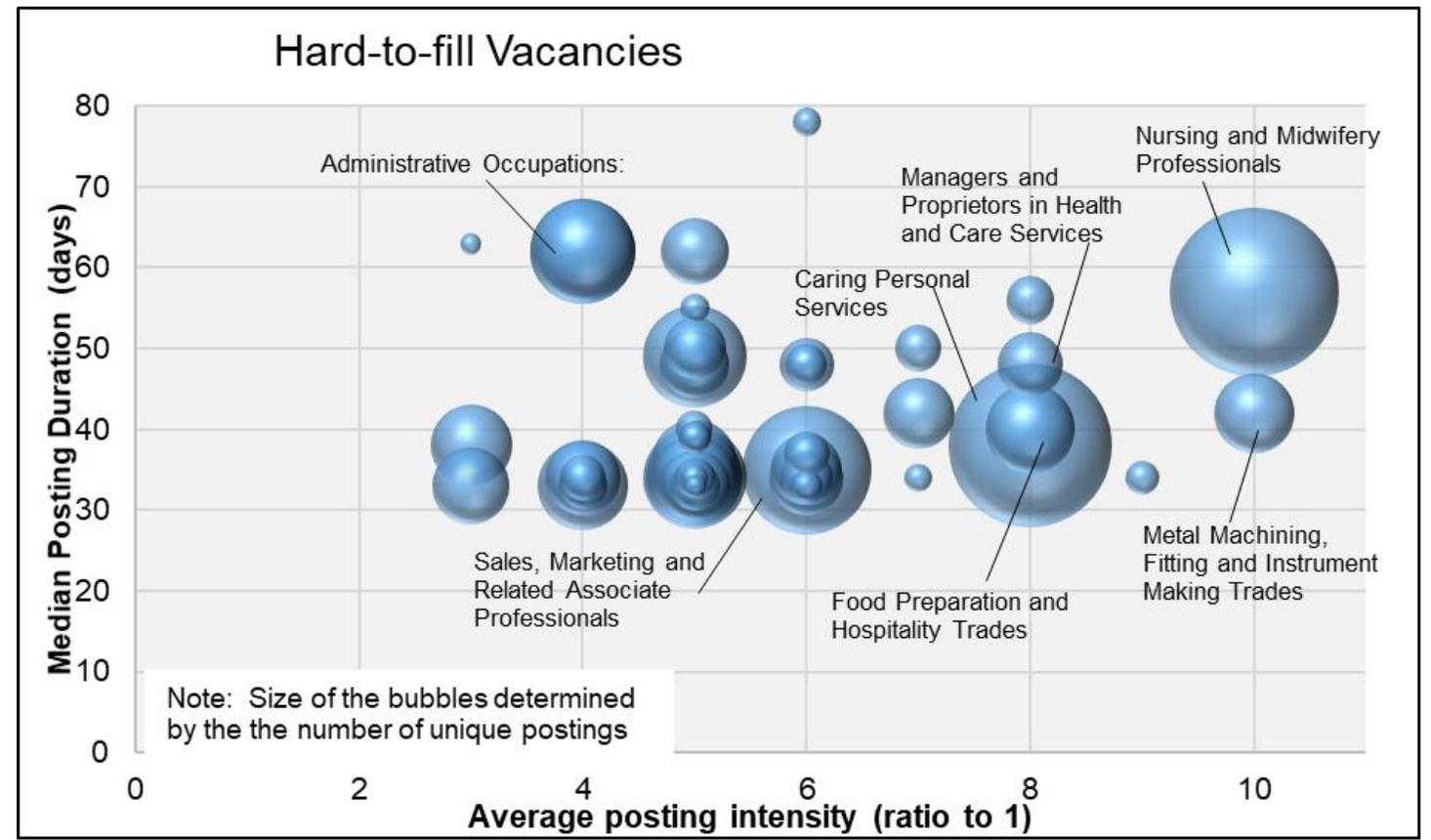
Hard-to-fill vacancies

There is no standard definition of a “hard-to-fill” vacancy but the chart shows occupations where there have been 10 or more unique Herefordshire job postings in October/November 2021 by median posting duration and job posting intensity.

This is the most timely proxy for “hard-to-fill” vacancies and although there are some issues associated with this methodology has been shown to be a robust approximation.

Those roles that appear highest on the chart for both measures can be regarded as most “hard-to-fill”.

Nationally, [ONS reports](#) that the number of job vacancies in October to December 2021 rose to a new record of 1,247,000, an increase of 462,000 from its pre-coronavirus January to March 2020 level, with most industries displaying record numbers of vacancies. However, the rate of growth in vacancies continued to slow down. The ratio of vacancies to every 100 employee jobs reached a record high 4.1 in October to December 2021.



Need to know: Posting Intensity is a ratio of total job postings to unique, or de-duplicated, job postings. A higher than average posting intensity can mean that employers are putting more effort than normal into hiring that position. Posting intensity is available by occupation, by job title, by company, and by region. The **median posting duration** (how long a posting was live before it was taken down) can be compared to the regional average for all postings in the region, giving an indication of whether these positions are harder or easier to fill than the typical job posting.

Source: [Emsi-economicmodelling.co.uk](#)
Date last updated: 16 December 2021
Frequency of update: quarterly
HC data lead: Intelligence Unit

Workforce educational attainment

Educational Attainment

Concerning educational attainment, 30.3% of Herefordshire, County of residents possess a Degree or Equivalent and Above - SCQF L9 (1.9% below the national average), and 7.9% hold a Higher Education Below Degree Level - SCQF L7-8 (0.4% below the national average).



	% of Population	Population
No Qualifications (NVQ)	6.8%	7,629
Other Qualifications (NVQ)	7.1%	8,004
NVQ 1 - SCQF L4	9.8%	11,069
NVQ 2 - SCQF L5	16.7%	18,893
Trade Apprenticeships	3.9%	4,367
NVQ 3 - SCQF L6	17.6%	19,837
Higher Education Below Degree Level - SCQF L7-8	7.9%	8,931
Degree or Equivalent and Above - SCQF L9	30.3%	34,278

Source: **Emsi-economicmodelling.co.uk**
Frequency: Annual
Last updated: December 2021