

Salford

Data from the Greater Manchester
Local Skills Improvement Plan



**Funded by
UK Government**



Greater Manchester
Chamber of Commerce

TABLE OF CONTENTS

3

Introduction

5

GVA in Salford

6

Employment in
Salford

7

Economic activity
levels in Salford

8

Occupations in
high demand

12

Ongoing/future
investment
projects

17

Sector Priorities

31

Conclusions

Introduction

Understanding the ever-evolving employment landscape is critical for nurturing a workforce that is well-prepared for future opportunities and enabling local economies to thrive.

This report, produced as part of the Greater Manchester Local Skills Improvement Plan (GM LSIP), is one of a series of ten reports, each focusing on a different local authority area in Greater Manchester. The aim of this report is to provide a comprehensive breakdown of how employment patterns in Salford may change over time. By providing this detailed breakdown, this report will help stakeholders including colleges, independent training providers, councils and businesses to foresee trends in the local labour market and align skills provision with future demand.

Central to this report is an assessment of the local economy, beginning with an overview of Gross Value Added (GVA) sourced from the Office for National Statistics (ONS). Employment statistics, drawn from the ONS' Business Register and Employment Survey, have been included to present a baseline for understanding workforce distribution across different industries. Understanding the qualifications held by residents offers valuable insight into the workforce's readiness for both current and emerging job opportunities. For this, the report includes information on qualification levels of the local population.

The above demographic information is followed by an in-depth analysis of job demand, using two distinct data sources: vacancy information from Adzuna and responses from the surveys conducted to gather labour market intelligence for the GM LSIP. The survey specifically asked business respondents to list job titles that they had attempted to recruit for, as well as "hard to fill" roles, which are jobs the respondents found difficult to recruit for.

It is important to note that there may be differences between these two data sets. While certain jobs may be in high demand, businesses may not always struggle to recruit for them if the supply of qualified candidates is sufficient. Conversely, some roles may be particularly hard to fill, reflecting a mismatch between employer needs and the available talent pool. This variation highlights key recruitment challenges in specific sectors and underscores the importance of targeted skills development.

Going beyond current job demand, this report includes an analysis of significant projects that are set to reshape the employment landscape in Salford. These major initiatives, such as Western Gateway: Port Salford, represent substantial investments in Salford. Such projects are often in addition to plans for new residential and commercial developments and, collectively, they are expected to generate considerable employment demand, both during the building phase and as businesses establish themselves in these new developments.



Subrah Krishnan-Harihara
Deputy Director of
Research, Greater
Manchester Chamber
of Commerce

Introduction

During the initial construction phase, there will be increased demand for construction workers such as those skilled in trades such as electrical work, plumbing, bricklaying and site management. Because of the volume of construction projects planned, this phase alone will create numerous opportunities for local employment in construction. Consequently, there is the need to maintain and expand provision for vocational training and apprenticeships in construction trades.

Notably, the impact of these projects extends well beyond construction. As developments are completed, they will give rise to new job opportunities across a diverse range of sectors. For example, the completion of a large-scale logistics hub will drive demand for warehouse operatives, supply chain managers, and transport coordinators. Similarly, investments in health or education facilities will necessitate a skilled workforce of nurses, medical technicians, teachers and tutors.

To provide clarity on these developments, this report includes a key table (on page 12) outlining major projects within the local authority, detailing their objectives and sectoral priorities. This is followed by a sector-specific evaluation, mapping out how these projects will translate into job creation. It categorises anticipated roles across industries such as construction, manufacturing, health and social care, etc. An extensive amount of research has gone into identifying job roles and the key skills that these job roles will require. Although the report does not claim to have an exhaustive list of job roles and skills, the structured approach enables all stakeholders to gain a clear picture of where employment opportunities are likely to arise and what skills will be in demand.

By highlighting the interplay between development initiatives, potential growth in sectoral employment and skills requirements, this report will help inform strategic workforce planning at the local authority level. The report thus underscores the importance of aligning training programmes with the needs of growth sectors and emerging requirements.

This report is a vital output from the research conducted for developing and implementing the GM LSIP and positioned as a resource for local stakeholders to inform their strategic planning. It provides an evidence-based overview of expected labour market shifts, highlighting where job demand is likely to grow and where potential skills gaps may arise.

For colleges and independent training providers, the report serves as a valuable reference point for curriculum planning. Nonetheless, the findings in this report should not be interpreted as a directive for immediate changes to course provision. Instead, the insights should be used to inform long-term curriculum planning and ensure that training programmes evolve in line with broader economic trends and emerging labour requirements.

For local councils and business organisations, this report offers insights for workforce development. Using the insights contained in this report about job creation and skills demand, they can encourage stronger partnerships between employers, educators and business representative organisations to ensure that Greater Manchester's workforce remains competitive and resilient and, ultimately, contributes to a more dynamic and responsive local economy.

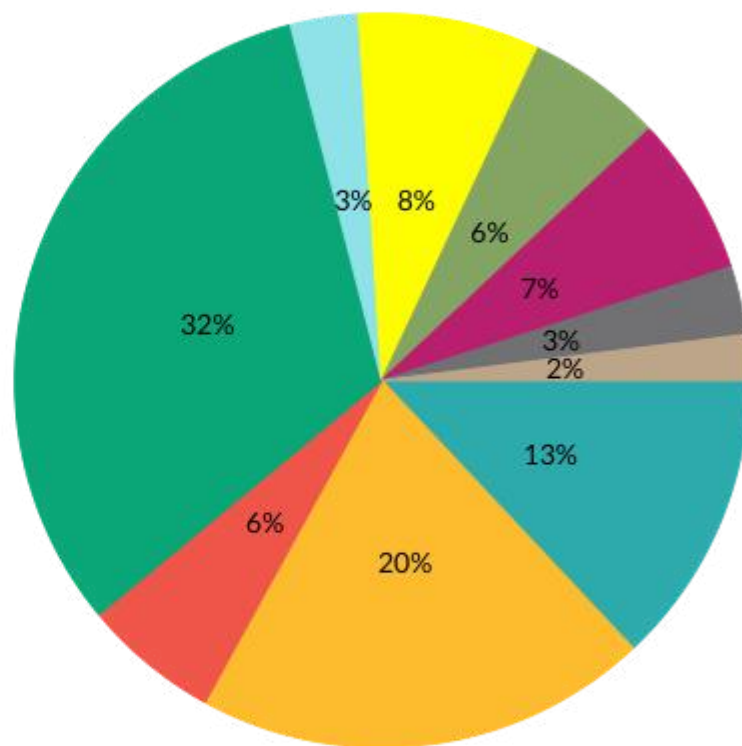
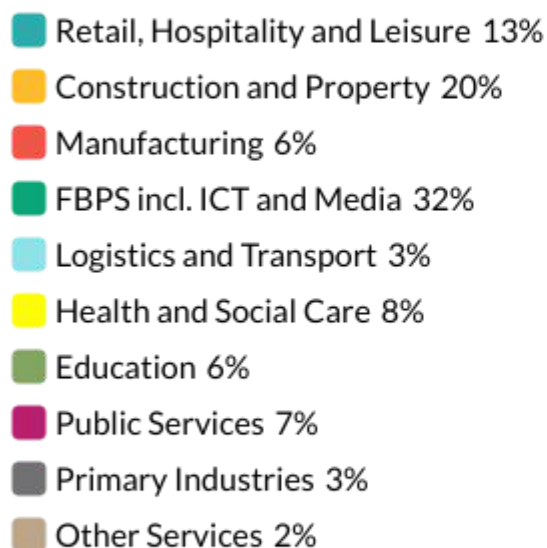
Gross Value Added (GVA) in Salford

- The sectors with the highest GVA in 2022 were: Financial, Business and Professional Services (FBPS), including ICT and media; construction and property; and retail, hospitality and leisure.
- From 2021 to 2022, the GVA of FBPS, including ICT and media, grew by 9.1%, while that of construction and property rose by 15.2%.
- The GVA of all sectors increased between 2021 and 2022.

£8.44bn
2020

£10.08bn
2022

GVA by sector in 2022



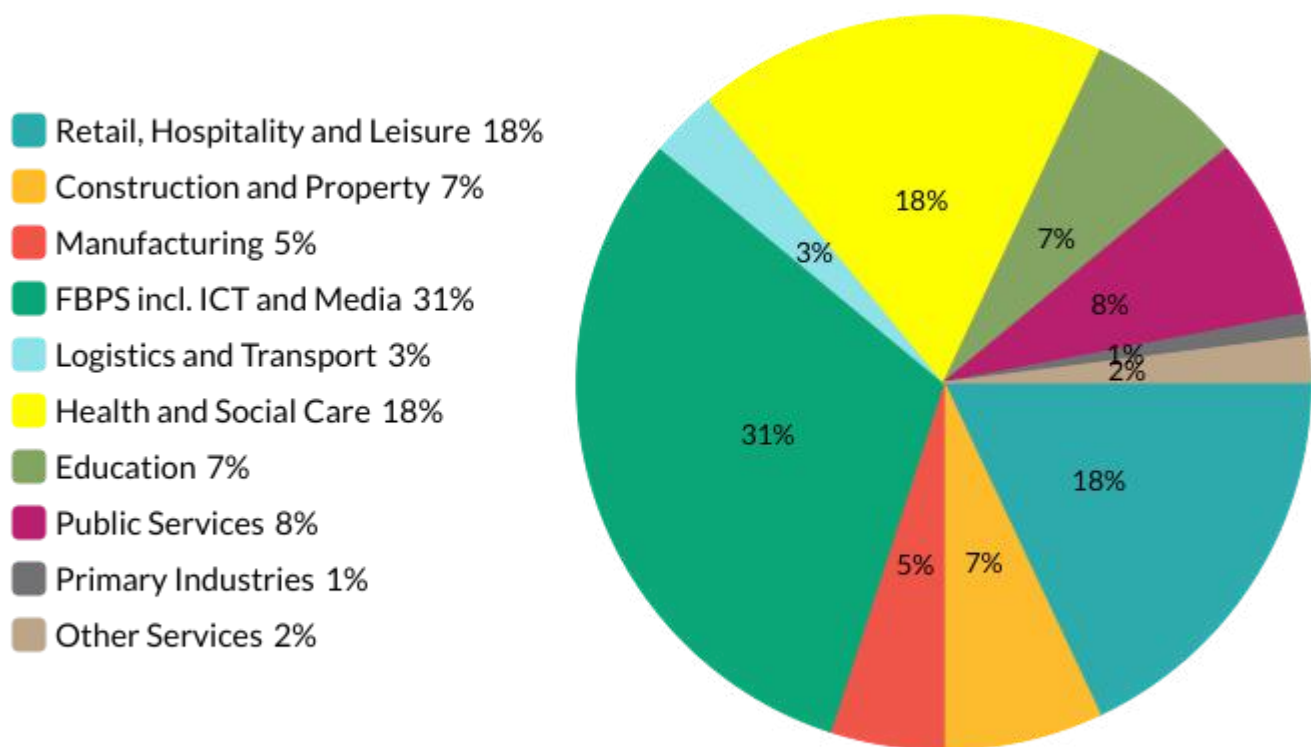
Source: ONS

Employment in Salford

Total employment in 2023 - 164,525

- The largest sectors by number of employees in 2023 were FBPS, including ICT and media; retail, hospitality and leisure; and health and social care.
- Primary industries, other services and logistics and transport were the smallest sectors by number of employees in 2023.
- FBPS, including ICT and media, and health and social care grew steadily between 2020 and 2023.

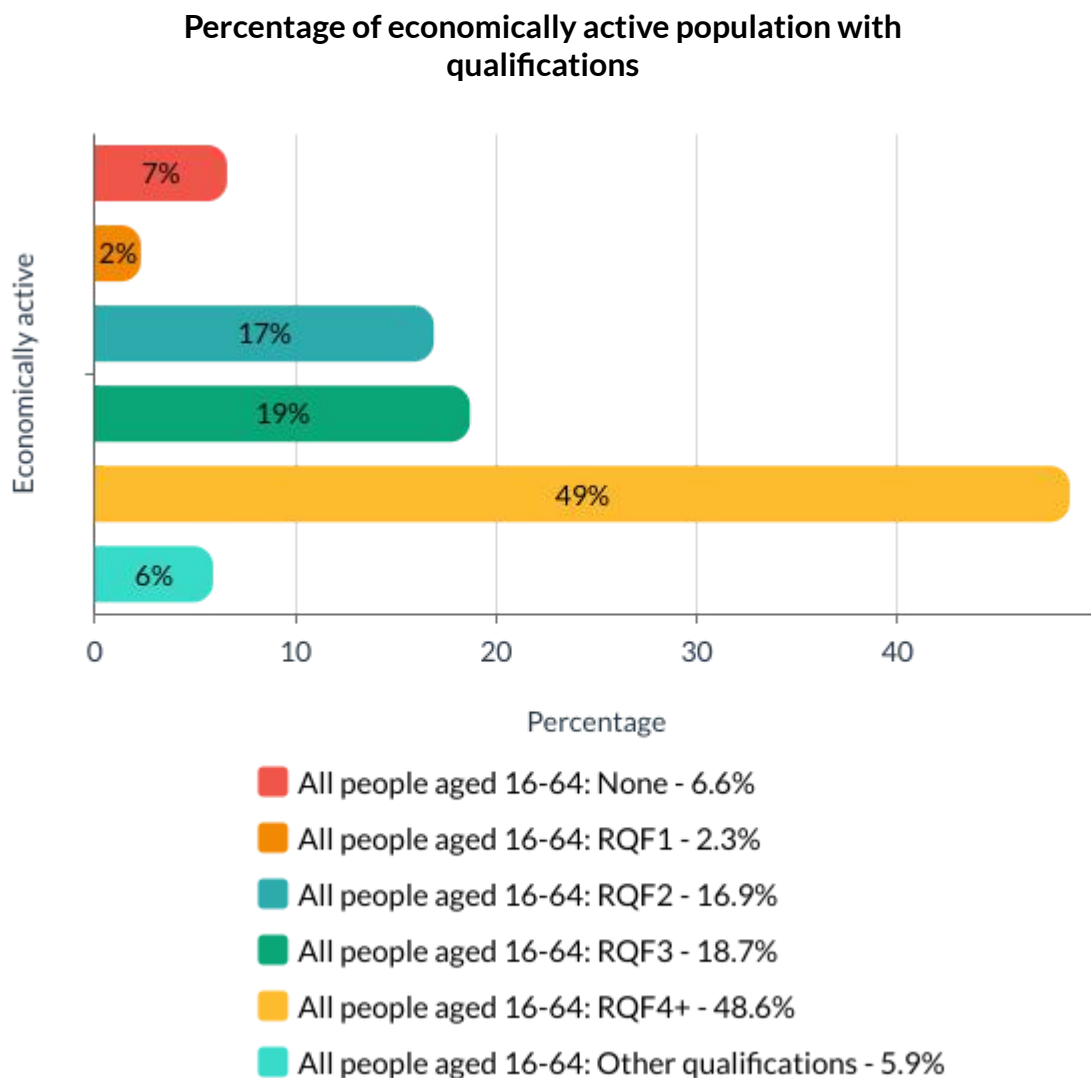
Employment by sector in 2023



Source: ONS

Economic activity levels in Salford

- The information for the total number of economically active people in the local authority and those with different levels of qualifications has been taken from the ONS Annual Population Survey. In light of recent concerns about some ONS statistics, there could be revisions to some data points.
- In Salford, a large proportion of the economically active population hold RQF (Regulated Qualifications Framework) Level 4 or above qualifications.
- The smallest proportion of the economically active population held RGF1 qualifications.



Source: ONS

Occupations in high demand (Adzuna - between May and October 2024)

In general, Adzuna's data categorises job postings based on the sector of the employer advertising the position, rather than the sector typically associated with the job title itself. For example, if a college advertises a vacancy for a caterer, the job would be classified under the education sector rather than the hospitality sector, even though catering roles are traditionally linked to hospitality. This classification occurs because the job posting originates from an educational institution. However, for the purposes of this report, the data has been reclassified to align job postings with the sectors most commonly associated with their respective job titles. This adjustment ensures a more accurate representation of industry trends by reflecting the nature of the job rather than the employer's sector.

Sector	Job titles
Construction and property	Quantity surveyor
	Design engineer
	Electrician
	Planner
	Project manager
	Design manager
	Operator
	Lorry driver
	Joiner
Education	Assistant
	Lecturer
	Coordinator
	Admissions coordinator
	Early years teacher
	Professor
	Project manager

Occupations in high demand - continued

Sector	Job titles
FBPS incl. IT	Litigation executive
	Manager
	Team leader
	Assistant
	Administrator
	Sales executive
	Planner
	Business development manager
	Commercial sales representative
	Personal assistant
	Data officer
	IT support analyst
Health and Social Care	Healthcare support worker
	Residential care home worker
	Residential home young people care worker
	Social care worker
	Mental health nurse
	Home care aide
	Team manager
Manufacturing	Lift/escalator engineer
	QA/QC supervisor
	Maintenance and repair engineer
	Engineer
	Electrical engineer
	Design engineer
	Mechanical design engineer
	Project contract manager

Occupations in high demand - continued

Sector	Job titles
Retail, Hospitality and Leisure	Shift manager
	Delivery driver
	Sales assistant
	Manager
	Store assistant
	Merchandise
	Chef
	Kitchen assistant
	Retail sales adviser
	Team leader

The high-demand occupations and the hard-to-fill occupations, according to Greater Manchester Chamber of Commerce's survey, are shown in the following table. High-demand occupations refer to roles that many employers attempted to recruit for, while hard-to-fill occupations refer to roles that employers struggled to recruit. This data covers the period from June 2023 to December 2024.

The discrepancy between the two data sources arises because, although certain jobs are in high demand, there is also an adequate supply of qualified individuals available to fill these positions. As a result, the overall labour market appears balanced in these cases. However, when it comes to hard-to-fill occupations, the situation is different. These roles remain unfilled primarily due to either a shortage of skilled professionals in the labour pool or a complete lack of available candidates with the necessary expertise. This imbalance suggests that while demand exists, the supply of suitable workers is insufficient, leading to ongoing hiring challenges in specific industries or job categories.

Occupations in high demand - continued

High-demand occupations	Hard-to-fill occupations
Sales representative	Operations manager
Administrative assistant	Electrician
Site manager	Sales representative
Estimator	Engineer
Operations manager	Teaching assistants
Inside sales representative	Headteachers
Construction labourer	Site officers
Electrician	Electro-chemical technicians
Teacher	Welfare officers
Electromechanical engineering technician	

Ongoing/future investment projects

This section outlines the key investment projects currently underway or planned in Salford over the next few years. While this is not an exhaustive list, it highlights initiatives with the potential to significantly influence the local labour market. These projects span various sectors, aiming to drive economic growth, create employment opportunities, and enhance the overall quality of life in the borough.

Project	Project description	Project priorities
Western Gateway: Port Salford	The Western Gateway is one of the six growth locations in Greater Manchester identified to generate significant inclusive growth and economic benefits. It falls across parts of Salford and Trafford and includes key development sites: Port Salford, Trafford Waters and New Carrington.	<ul style="list-style-type: none"> • Multimodal Transport Hub • Economic growth • Sustainability • Infrastructure development • Transport • Economic resilience • Handling water freight • Building transportation resilience
	Investment: Over £138 million has been invested in the project so far.	
	Sustainability Focus: The project aims to reduce over 3 million HGV miles from the UK's road networks by shifting freight to rail and water transport.	
	Capacity: It aims to handle 40 trains and 16 barges per day, along with the ability to manage millions of tonnes of freight annually.	
	Job Creation: The project is expected to generate thousands of jobs in logistics, transport and construction.	
	Strategic Importance - The Greater Manchester Gateway locations aim to: Support a growing workforce to underpin a continued economic success; Add to the diversity of the economic base, providing resilience while responding to growth opportunities; Accommodate diverse uses and occupiers	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Greengate Regeneration	Large-scale Residential Development: The area covered by the Greengate Regeneration Strategy has the potential to deliver circa 5,000 high-quality residential units.	<ul style="list-style-type: none"> • Residential and commercial development • Public realm and connectivity • Cultural and historical regeneration • Sustainability • Urban renewal • Inward investment
	Public Realm Enhancements: The vision for the area includes the creation of new public spaces and connectivity enhancements, such as Greengate Park Phase 2 (Phase 1 has already been delivered), Greengate Boulevard and the Market Cross public realm scheme.	
	Cultural and Historical Preservation: While introducing modern development, the plan also focuses on preserving cultural landmarks like Collier Street Baths and supporting local businesses such as Blueprint Recording Studios and the Eagle Inn.	
	Inward Investment: The project has attracted significant investment, with £950 million injected from 2016 to 2020.	
	Job Creation and Economic Growth: The regeneration efforts are bringing job opportunities in construction, urban planning, and various service industries. The focus of the commercial development has been at Embankment, with two key commercial developments (100 and 101 Embankment) both now complete and occupied.	
Crescent and Innovation District area - including Crescent Innovation North	Housing and Community: The wider Crescent area has the potential to deliver over 3,000 new homes across a mix of tenures, to accommodate a diverse range of families and professionals.	<ul style="list-style-type: none"> • Innovation and research • Sustainable development • Infrastructure improvement • Commercial developments
	Economic Growth: Outline planning consent for Crescent Innovation North was secured in 2024 (128,435sqm commercial innovation space, 8sqm academic and research space, 933 homes and a new movement hub) providing opportunities to foster local job creation and stimulate economic activity in the region.	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Crescent and Innovation District area - including Crescent Innovation North - continued	Improved Connectivity: Proposals include a new Transport hub focused around Salford Crescent Station and a new Metrolink connection from Salford Quays to Crescent. Salford Rise, a levelling up-funded new garden bridge and public realm project to improve connectivity within the Innovation Zone, is now on-site.	
	Sustainability: Commitment to environmental sustainability through new development – the first phase of residential development (Willohaus) is now on-site and will provide 100 affordable apartments to Passivhaus standard.	
Salford Central	The Salford Central Masterplan is a 20-year regeneration initiative being delivered through a partnership between Salford City Council and English Cities Fund.	<ul style="list-style-type: none"> • Attractive public spaces • Commercial space • Sustainability • Residential development
	The masterplan is made up of two inter-dependent but distinct areas: Chapel Street and New Bailey.	
	The masterplan is now nearing completion with just three residential plots remaining.	
	Housing and community: Construction of a mixed-use development with residential units, including affordable housing, aimed at providing homes for a diverse community of families and professionals.	
	Economic Growth: Development of commercial spaces, fostering job creation and supporting the local economy through a blend of office, retail, and leisure facilities.	
	Improved Connectivity: Enhancement of transport infrastructure with improved road links and the integration of public transport options to improve accessibility for residents and workers.	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Salford Central - continued	Sustainability and Green Spaces: Commitment to sustainable development practices, including energy-efficient buildings, green spaces, and flood management measures to create a balanced, eco-friendly urban environment.	
Pendleton Regeneration	Housing and Community: The project includes the construction of over 2,000 new homes by 2031, with 30% of these dedicated to affordable housing.	<ul style="list-style-type: none"> • Housing development • Sustainability and green initiatives • Community engagement and jobs • Cultural and social enrichment
	Economic Growth: The regeneration efforts are expected to create job opportunities, with local employment and apprenticeship initiatives playing a significant role.	
	Improved Connectivity: Enhancements to local infrastructure are key to the plan, including new pedestrian and cycle routes that integrate with the wider Greater Manchester network.	
	Sustainability and Green Spaces: A renewed Clarendon Park includes a skatepark, a play area for both older and younger children as well as a multi-use games area. First phase developments delivered two new pocket parks and children's play facilities and new allotments.	
Chapel Wharf Development Framework	Residential: Development of over 4,000 new homes, with a mix of affordable housing options aimed at supporting a diverse community, including families, professionals and key workers.	<ul style="list-style-type: none"> • Housing and urban development • Sustainable transport • Green spaces and environment • Economic growth • Community and social infrastructure
	Economic Improvement: Creation of over 500,000 square feet of commercial and retail space, stimulating local employment opportunities and boosting the regional economy.	
	Enhanced Connectivity: Construction of new transport infrastructure, including enhanced road networks and improved public transit options, such as expanded bus and tram services, to improve connectivity and accessibility.	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Chapel Wharf Development Framework - continued	Sustainability and Green Spaces: Commitment to sustainability through eco-friendly designs, green infrastructure, and the creation of parks and public spaces, with a focus on reducing environmental impact and increasing community wellbeing.	
Salford Quays and MediaCity	Continuation of large-scale regeneration and residential delivery. Further 10,000 new homes to be delivered in the short to medium term doubling the number of homes locally.	<ul style="list-style-type: none"> • Media+, media, digital, creative and innovation cluster • Residential and commercial development • Public realm and connectivity • Sustainability • Urban renewal • Economic growth • Inward investment
	Job Creation and Growth: Salford Quays continues to be one of the most important employment centres with over 15,000 jobs throughout the neighbourhood.	
	Creative cluster/ Media+: At its heart is MediaCity, the region's premier media, creative, digital and innovation cluster. It not only supports a vibrant creative community, but also more traditional office and education facilities.	
	Town Centre growth and development: A reimagined town centre making the most of the waterside environment, promoting leisure opportunities and the potential for new health facilities.	
	New connections: Includes improvements to bus and Metrolink services including proposals for a new line connecting to Salford Crescent. A new footbridge at Clipper's Quay will also connect directly to Trafford Wharfside and the future Old Trafford stadium projects.	

Sector priorities

This section provides a comprehensive overview of the Council's key priorities and strategic targets across Salford's major sectors. It outlines the specific goals set for each sector and highlights the necessary steps to drive economic growth, sustainability and social development. Additionally, the analysis explores the essential jobs and skills required to achieve these ambitions, ensuring that the workforce is well-equipped to support Salford's long-term vision.

Sector: Construction and Property

Initiatives/Priorities:

- As set out in the Salford sector profile, the Council is set to deliver 67,000 new homes and 1million sqm of commercial floorspace over the next 20 years.
- The private sector, along with Salford's public-private partnerships, will drive growth in the construction and property sectors, resulting in an increased demand for jobs in the industry.
- In the Council's 'This is Salford' corporate plan (2024-2028), the vision is to offer everyone in Salford a decent and affordable place to call home.
- Initiatives like Greengate Regeneration, Crescent and Innovation District, Irwell River Park, Chapel Wharf Development, Pendleton Regeneration and Salford Central, plan to create 20,000 homes over 20 years.
- In the Places for Everyone report (2024) , about 28,186 new housing units, 309,102 sq metres of commercial space and 548,316 sq metres of industrial units will be created in Salford over the next 15 years.
- As Salford Council is expecting the number of people living in the borough to exceed 300,000, from 278,064 by 2040, the demand for homes and construction related jobs will increase.

Sector priorities - continued

Job Creation	Anticipated Skills Requirements
<p> Site engineer Design engineer Electrician Plumber Retrofit coordinator Planner Quantity surveyor Architect Heavy equipment operator Urban planner Landscape architect Environmental consultant Sustainability officer Real estate agent Facilities manager Mechanical engineer Civil engineer Electrical engineer Construction manager Smart meter installer Water resource operative Steel fixing technician Welder Roofer Tile fitter Scaffolder Plasterer Painter Bricklayer Ceiling fixer </p>	<p> Planning Project management Quantity surveying Diversity and inclusion Construction and site planning Procurement Civil engineering and structural design Knowledge of building regulations and safety codes Operation of heavy machinery Technical drafting (for architects) Budgeting and cost control (for surveyors) Health and safety compliance Urban planning and zoning regulations Geographic Information Systems (GIS) Environmental impact assessment Negotiation and sales skills Knowledge of housing regulations and tenancy laws </p>

Sector priorities - continued

Sector: Retail, Hospitality and Leisure

Initiatives/Priorities:

- Greengate Regeneration plans aim to preserve cultural landmarks like Collier Street Baths and support local businesses such as Blueprint Recording Studios.
- The Middlewood Locks project has developed 900,000 square feet of commercial space, along with significant retail, leisure, and green space infrastructure to enhance the area's quality of life.
- The Council is dedicated to improving the health and wellbeing of communities by offering world-class sporting and leisure opportunities. This includes developing new sport, leisure and rugby strategies for the city to fully harness the health, cultural and economic benefits that sport provides.

Sector priorities - continued

Job Creation	Anticipated Skills Requirements
<p> Sous chef Shift manager Waiter/Waitress Retail store manager Sales associate Delivery driver Barperson Barista Visual merchandiser E-commerce specialist (retail) Chef Supermarket assistant Night porter Commis chef Cleaner Cook Door-to-door seller Leisure assistant Chef de partie Shop supervisor Kitchen manager Front of house staff (Receptionist/Concierge) Event coordinator Fitness instructor / Personal trainer Spa therapist Entertainment coordinator Facilities manager (leisure) Shop assistant Kitchen assistant Food and beverage assistant </p>	<p> Retailing Merchandising Health and safety Quality standards Housekeeping Cooking Store operations Nutrition Marketing Food preparation Leadership and team management Cash handling Sales and customer service expertise Inventory management Strong communication and conflict resolution Basic IT literacy for using POS systems Planning and organising events Budgeting and financial management Creative vision and marketing acumen Motivational and coaching abilities Client assessment and goal setting Leadership and team coordination Strong organisational skills Problem-solving and quick decision-making Multitasking and organisational skills Knowledge of local attractions and events Digital marketing and SEO expertise Data analysis and reporting skills Understanding exercise science, anatomy, and physiology Proficiency in various types of massage and spa treatments </p>

Sector priorities - continued

Sector: Energy (Low Carbon)

Initiatives/Priorities:

- Salford is committed to becoming carbon neutral by 2038, as outlined in its corporate plan.
- The Council is collaborating with TfGM to invest in cleaner, more sustainable public transport, including enhanced cycling and walking infrastructure.
- The Council is supporting Salford residents through initiatives and projects like Greengate Regeneration, Crescent and Innovation District, Irwell River Park, Chapel Wharf Development Framework, Pendleton Regeneration, New Bailey, and Middlewood Locks to reduce their carbon footprint and promoting energy efficiency in homes over the next 15 years.

Job Creation	Anticipated Skills Requirements
Electrician HVAC technician Solar PV technician Heat pump technician EV charge point technician Retrofit coordinator Carbon accountant Energy storage engineer Project manager (energy infrastructure) Hydrogen technology specialist Grid integration specialist Sustainability consultant Software developer (energy management systems) Financial analyst (renewable energy) Recycling operative Gas engineer Gas network operative	Installation of solar panels Expertise in battery systems Proficiency in simulation tools and grid integration Strong project management Knowledge of renewable energy projects Budget management Stakeholder communication Knowledge of electrolysis technologies Hydrogen storage and transport Power systems engineering Proficiency in carbon accounting Environmental impact assessments Maintenance technician (energy systems) Electrical and mechanical engineering expertise Software developer Programming Strong analytical abilities Carbon footprint reduction strategies Carbon footprint assessment

Sector priorities - continued

Sector: Education

Initiatives/Priorities:

- Salford Council is committed to collaborating closely with local schools to guarantee that every child in Salford has access to high-quality education. There has been additional investment of £1.3 million into developing a Literacy Hub in partnership with the National Literacy Trust and additional investment for school improvement, aimed at boosting student achievement and ensuring that children graduate ready for employment, training or further education.
- Population rise has increased demand for nurseries and schools.

Job Creation	Anticipated Skills Requirements
Maths tutor English tutor Nursery manager Early years teacher Teaching assistant Learning and development specialist Curriculum designer Systems administrator STEM teacher/lecturer SEND teacher FE tutors	Mathematics Language Tutoring Diversity and inclusion Curriculum Communication Teaching Working with children Understanding learning difficulties Coaching Digital proficiency Robotics and automation knowledge Immersive technology expertise/lecturers

Sector priorities - continued

Sector: Transportation and Logistics

Initiatives/Priorities:

- The Council's transport vision includes advocating for the extension of Metrolink to Salford Community Stadium, and prolonging the eScooter trial beyond 2024.
- Salford is collaborating with TfGM to invest in cleaner, more sustainable public transport options.
- The Port Salford project includes approximately 5 million square feet of logistics floor space, to help streamline supply chains and reduce transportation costs for businesses. This will enhance the demand for logistics jobs in Salford.

Sector priorities - continued

Job Creation	Anticipated Skills Requirements
<p> Bus/Coach driver Highway maintenance operative Driving instructor/trainer Vehicle technician Transport administrator Transport planner Transport coordinator Shift manager Civil engineer Traffic engineer Urban designer Cycle infrastructure specialist Public transport accessibility coordinator Pedestrian safety officer Construction manager Environmental consultant Project manager – infrastructure Road safety auditor Surveyor – highways and transport Community liaison officer Sustainability officer – transport GIS specialist Structural engineer (bridges and roads) Maintenance engineer (public infrastructure) EV repair and maintenance officer Truck drivers Delivery drivers Shift manager Logistics manager Supply chain analyst Warehouse manager Inventory control specialist Fleet manager HGV technician </p>	<p> Onboarding Route planning Attention to detail Automotive technician Risk management Time management Loading and unloading EV Control systems Safety standards Transport planning and analysis Civil and structural engineering skills Project management Public engagement and communication Regulatory and compliance knowledge Health, safety, and environmental (HSE) skills Design and technical drafting Data analysis and reporting Sustainability and environmental design Technical operation and maintenance </p>

Sector priorities - continued

Sector: Digital and Technology

Initiatives/Priorities:

- Salford Council's Corporate Plan outlines its commitment to enhancing the city's key technology infrastructure by continuing to invest in a rolling programme of improvements aimed at expanding access to high-speed broadband and boosting digital connectivity.
- The Council also aims to reduce the number of digitally excluded residents.
- Through the Council's 'Innovate' transformation programme, it is leveraging better use of technology and data, enhancing the integration of local services, and maximising the value of every pound spent with their third-party suppliers. This programme aims to help the Council make £21.6 million of savings by 2026 to 2027.

Job Creation	Anticipated Skills Requirements
Network engineer Devops engineer Java developer Data analyst Cybersecurity specialist Software developer IT support specialist IoT (Internet of Things) specialist Operations manager – advanced manufacturing Systems engineer UX/UI designer Cloud engineer Business analyst	Customer relationship management Business intelligence SAAS model Digital transformation Scripting Cyber security Microsoft Office AI Networking Amazon AWS SQL User interface Proficiency in AI/ML algorithms and tools Knowledge of automation systems and robotics Experience with cloud computing and IoT platforms Programming skills Agile and lean manufacturing principles UX/UI design principles Knowledge of digital transformation Proficiency in database management

Sector priorities - continued

Sector: Media, Creative and Culture

Initiatives/Priorities:

- Salford's creative and media sector has seen substantial growth since the arrival of the BBC, leading to a steady year-on-year increase in jobs within the industry.
- The Invest Salford initiative has played a key role in fostering the growth of Salford's creative and media sector by attracting investment, supporting local businesses, and creating opportunities for innovation. Through strategic partnerships, funding support and business development programmes, the initiative has helped drive the expansion of creative enterprises, strengthen the city's media ecosystem, and enhance Salford's reputation as a thriving hub for the industry.
- Projects and initiatives like Salford Quays and Media City, Central Makers District and Crescent Cultural District have significantly increased the demand for jobs in this sector.

Sector priorities - continued

Job Creation	Anticipated Skills Requirements
<p>Social media manager, Media content creator, Editor and publisher, Digital content creator</p> <p>Motion graphics designer</p> <p>Sounding engineer, Media producer, Copywriter, Director, Producer, Screenwriter</p> <p>Cinematographer, Editor</p> <p>Production designer, Sound designer, Costume designer</p> <p>Makeup artist, Casting director, Videographer, Video editor, Motion graphics designer, VFX artist, Drone operator, Radio presenter, Audio engineer, Producer, Scriptwriter</p> <p>Voice-over artist, Photographer, Photojournalist, Photo editor, Studio manager, Stylist</p> <p>Actor/Performer, Composer, Lyricist, Choreographer, Set designer, Costume designer, Lighting designer, Sound designer, Producer, Stage manager, Technical director, Makeup artist, Wardrobe supervisor, Theatre manager, Box office manager, Marketing manager, Development officer, Education coordinator, Curator, Exhibition designer, Registrar, Conservator, Gallery manager, Marketing coordinator, Development officer, Education officer, Visitor services manager, Art handler, Audio-visual technician, Professional player, Coach, Analyst, Team manager, Team owner,</p> <p>Shoutcaster/commentator, Host, Streamer, Game developer, Software engineer, Network engineer, Marketing manager, PR executive, Social media manager, Event coordinator, Partnerships manager</p>	<p>SEO knowledge</p> <p>Social media</p> <p>Digital marketing</p> <p>Branding</p> <p>Mixing and mastering</p> <p>Audio recording</p> <p>Creativity and artistic vision</p> <p>Communication</p> <p>Adaptability</p> <p>Collaboration</p> <p>Time management</p> <p>Technical proficiency</p> <p>Self-motivation</p> <p>Networking</p> <p>Problem-solving</p> <p>Digital proficiency</p>

Sector priorities - continued

Sector: Manufacturing

Initiatives/Priorities:

- The continued presence of prominent international companies such as Unilever, Heineken and Salford Engineering Solutions Ltd will significantly contribute to job creation within the sector.

Job Creation	Anticipated Skills Requirements
Production operative Merchandiser Manufacturing engineer Procurement manager Technician Packaging production manager Health and safety officer Production operative	Metal fabricating/welding Electrical/electronic assembling Fitting CAD techniques Electrical engineering technician Mechanical engineering Manufacturing engineer Operations management Production management

Sector priorities - continued

Sector: Financial, Business and Professional Services

Initiatives/Priorities:

- In its effort to establish Salford as a prime destination for Grade A office space in Greater Manchester, the Council remains committed to partnering with the private sector to expand office availability, driving job growth in the sector.
- The Council aims to continue to attract business into the borough.
- Across initiatives and projects like Middlewood Locks, Crescent and Innovation District, New Bailey and Chapel Wharf Development Framework, the aim is to deliver approximately 2.6 million square feet of commercial space. This space is designed to support a variety of businesses, from start-ups to established companies, fostering a vibrant business ecosystem.
- Greengate Boulevard, within the Greengate regeneration project, delivers a mix of uses at ground floor levels in key areas to ensure active frontages are secured to create a dynamic street scene.

Job Creation	Anticipated Skills Requirements
Account executive Administrator Credit officer Financial analyst Reporting officer Accountant (management accountant, chartered accountant) Auditor (internal and external) Investment analyst Tax advisor Legal counsel Business consultant Human resources manager Project manager (business projects) Marketing and communications manager Office manager Operations manager Facilities manager	Management Financial services Analysis Time management Contract law and negotiation Regulatory compliance Talent management Collaboration Business strategy Risk management Business development and client relationship management Strategic planning and organisational management Process optimisation and project execution Branding and corporate communications Market research and competitive analysis

Sector priorities - continued

Sector: Health and Social Care

Initiatives/Priorities:

- Salford Council wants everyone in Salford to live longer, healthier and happier lives by providing a choice of high-quality care and support options, including more alternative care environments that support people to live as independently as possible, and stay safe and healthy.
- The Crescent and Innovation District project focuses on research and innovation, particularly in health-related fields.
- The Salford Rise project, which is within the Crescent Innovation District, includes new walking and cycling paths, green spaces and community areas, which promote physical activity and mental wellbeing.
- A rise in Salford's population will increase demand for health and social care services.

Job Creation	Anticipated Skills Requirements
Social care worker Relief support worker General nurse Health care assistant Care home support worker Night care manager Administrative assistant Mental health nurse Dementia care assistant Community nurse Social care worker supported living Public health coordinator Support worker Nursing associate Nurse General practitioner Recreational therapist Occupational therapist Dental nurse Dental hygienist Dental practitioner Medical and dental specialities Pharmacist	Personal care Mental health Counselling Communication Person centred care Empathy Hygiene Dementia Infection control Learning disabilities Reporting Primary care Health and safety Knowledge on patient safety Check and monitor vital signs Ability to use digital devices and applications to record patients' data Physical strength (for care workers, nurses and roles in between) Knowledge on the specific field of medicine/dentistry Customer service Respond to emergency situations Empathy Pharmacology

Conclusions

This local authority level report offers an in-depth analysis of the current and projected employment landscape within Salford. By incorporating information on the local economy and the anticipated impact of significant development projects, the report provides a comprehensive overview of the local labour market's dynamics.

A noteworthy aspect of this analysis is the examination of discrepancies between high-demand roles and those identified as hard-to-fill by employers. Recognising the distinction between the two is necessary to address immediate recruitment needs. The exploration of major development initiatives, such as Salford Central and the Pendleton Regeneration, will enable stakeholders to develop long-term workforce development strategies. The projects included in the table starting on page 12 are poised to shape local labour requirements, initially driving demand for construction-related roles and subsequently generating opportunities across a range of sectors.

This report is a critical component of the Greater Manchester Local Skills Improvement Plan (GM LSIP), which aims to align technical and vocational education with the actual needs of the local economy. Integrating this report into the broader context of the GM LSIP offers updated insights that complement the existing analyses and reports. This positioning also ensures that training and skills development interventions are tailored to address both Salford-specific and Greater Manchester-wide skills priorities.

To maintain its relevance and accuracy, this report will undergo a comprehensive refresh every 18 to 24 months. The updates will incorporate the latest data and developments, ensuring that all stakeholders have continued access to current information. It is anticipated that this report will serve as an invaluable resource for strategic skills planning in Salford. For policy makers, it offers evidence-based insights into current and emerging labour market trends while aiding colleges and independent training providers in making informed decisions about curriculum development and training provision. While the report is not intended to prompt immediate curriculum changes, it should inform medium- to long-term planning to ensure that available training meets employers' needs and also evolves in tandem with the shifting economic landscape.

GM Local Skills Improvement Plan team
Greater Manchester Chamber of Commerce
T. 0161 393 4321
E. gmlsip@gmchamber.co.uk