

Tameside

Data from the Greater Manchester
Local Skills Improvement Plan



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Greater Manchester
Chamber of Commerce

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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 Tameside 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 Tameside. These major initiatives, such as the Ashton Moss Development, represent substantial investments in Tameside. 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.



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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.

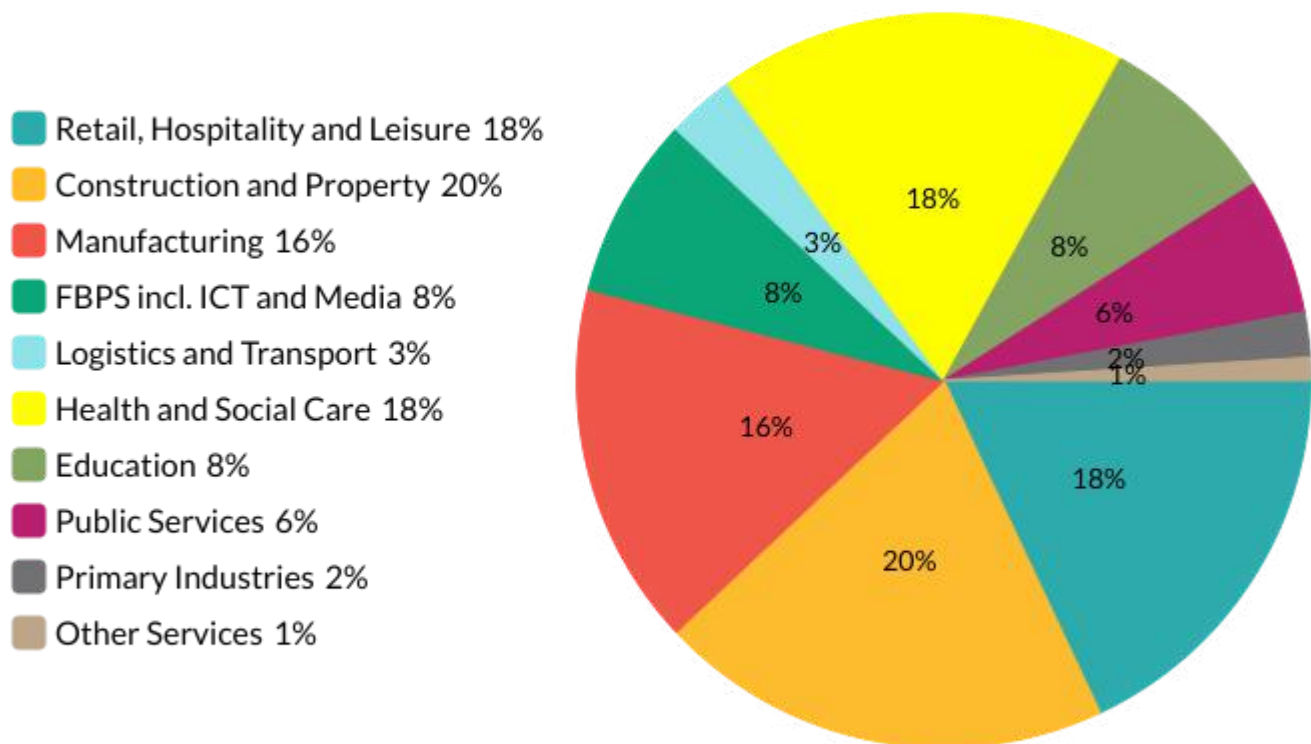
Gross Value Added (GVA) in Tameside

- In 2022, the sectors with the highest GVA were: construction and property; retail, hospitality and leisure; and health and social care.
- From 2021 to 2022, the GVA of the construction and property sector increased by 9%, and the GVA of the retail, hospitality and leisure sector increased by 2.6%.
- The sectors that grew the most between 2021 and 2022 were 'other services' and logistics and transport.
- The GVA of primary industries decreased by 12.9% between 2021 and 2022 - the only sector that experienced a GVA reduction in that period.

£3.41bn
2020

£3.67bn
2022

GVA by sector in 2022



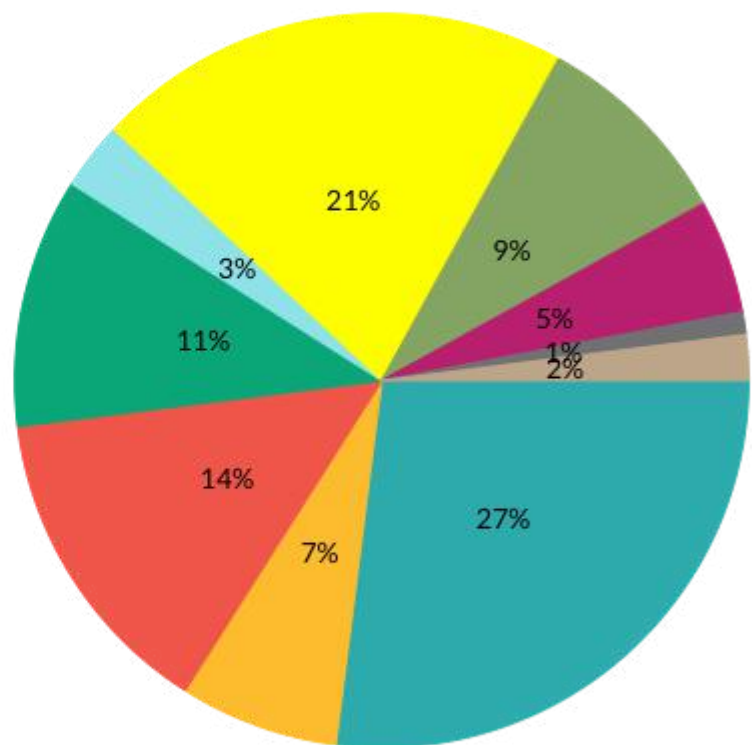
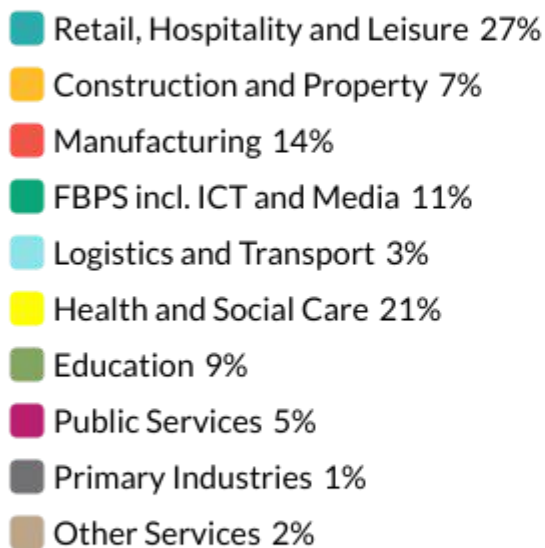
Source: ONS

Employment in Tameside

Total employment in 2023 - 70,665

- The sectors with the highest number of employees in 2023 were: retail, hospitality and leisure; health and social care; and manufacturing .
- Primary industries, other services and logistics and transport were the sectors with the lowest number of employees in 2023.
- The sectors that saw the greatest increase in employees between 2022 and 2023 were public services, construction and property, and health and social care.

Employment by sector in 2023

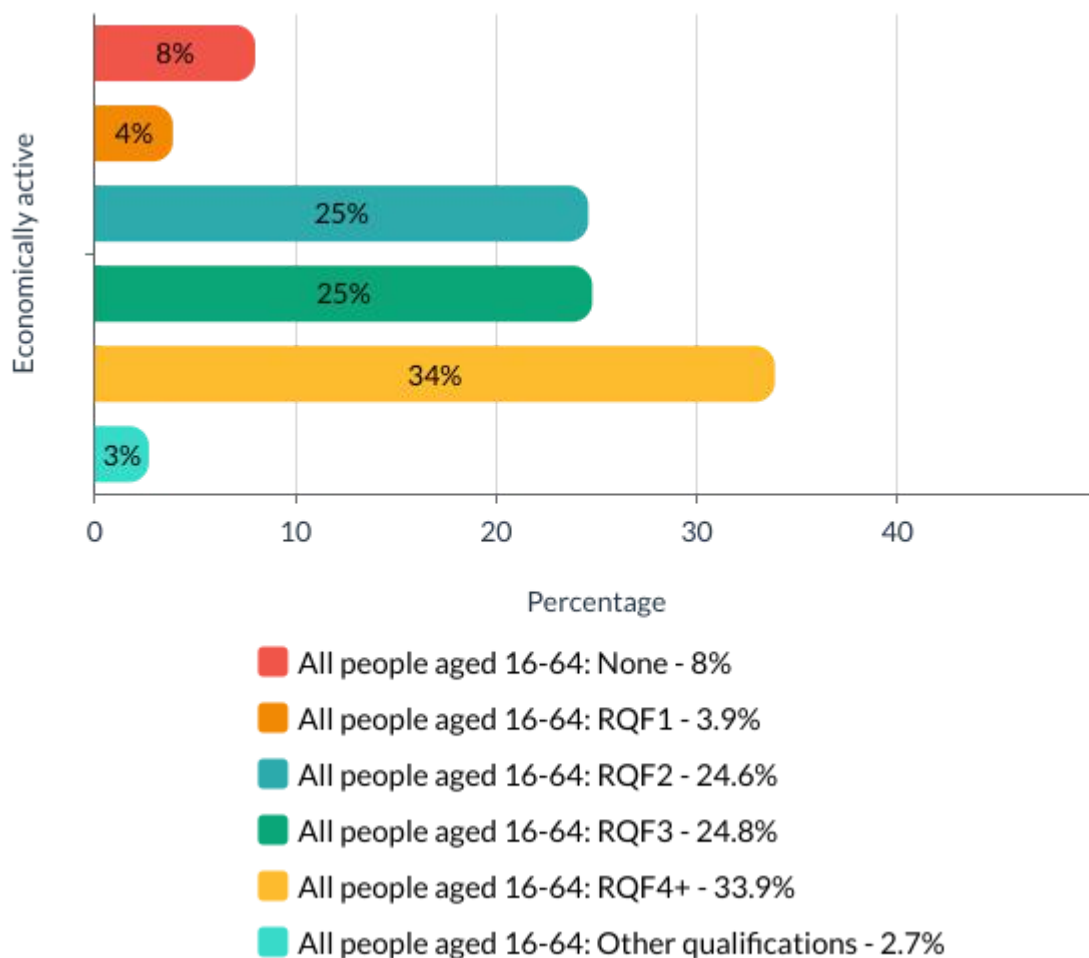


Source: ONS

Economic activity levels in Tameside

- 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 Tameside, the majority of the economically active population had RQF (Regulated Qualifications Framework) Level 4+
- The proportion of economically active people with RQF2 or RQF3 are similar - around 25%.
- The number of economically active people with no qualifications was higher than the number of people with RQF1 and other qualifications.

Percentage of economically active population with qualifications



Source: ONS

Occupations in high demand

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.

The table below presents the most in-demand job titles across key industry sectors based on vacancy postings in Tameside from May 2024 to October 2024. This data has been sourced from Adzuna, and provides insights into employment trends and the most sought-after roles within the borough during this period.

Sector	Job titles
Construction and property	Civil design engineer
	Process engineer
	Mechanical estimator
	Engineer
	Technical team leader
	Assistant
	Mechanical engineer
	Design engineer
	Internal account manager
	Civil estimator
	Building caretaker
Education	Maths/English tutor
	Room leader
	Manager
	Health and social care teacher
	Tutor

Occupations in high demand - continued

Sector	Job titles
FBPS incl. IT	Contact centre sales adviser
	Service adviser
	Sales adviser
	Support manager
	Assistant
	IT system architect
Health and Social Care	Support care worker
	Healthcare support worker
	General nurse
	Recreational therapist
	Home manager
	Relief support worker
	Nurse unit manager
	Team leader
	Support coordinator
	Community support worker
	Practice nurse
	General veterinarian
Manufacturing	Production operative
	Engineer
	Electrical maintenance engineer
	Manufacturing team leader
	CNC turner
	Engineering apprentice

Occupations in high demand - continued

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

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 April 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
Administrative assistant	Production operative
Production operative	Teacher
Teacher	Engineer
Mechanical fitter	
Tutor	
Chemical operator	
Heavy equipment operator	

Ongoing/future investment projects

This section outlines the key investment projects currently underway or planned in Tameside 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
Ashton Moss Development	Focus on innovation and industry: The park will support advanced manufacturing, engineering, and digital sectors, aligning with the Greater Manchester region's broader economic strategy.	• Knowledge economy • Infrastructure and connectivity • Environmental considerations • Local impact • Economic growth
	Job creation and economic growth: The development is expected to create high-quality jobs, attract skilled workers, and foster innovation-driven businesses.	
	Regional collaboration: A multi-disciplinary team, including Tameside Council and several planning and design firms, is collaborating on the project's design and stakeholder engagement.	
Godley Green Garden Village	Residential units: A total of 2,150 homes over 15 years, including a variety of housing types such as apartments and houses (single-bedroom, two-bedroom, three-bedroom, and four-bedroom).	• Sustainable housing development • Infrastructure and connectivity • Environmental sustainability • Economic growth and local jobs • Community and social value
	Affordable housing: 15% of the homes will be designated as affordable, with a split between affordable rent (60%) and affordable ownership (40%)	
	Green spaces: Over 50% of the site is dedicated to open and communal spaces, including 148 acres of natural space and 11.5 acres of landscaped parks.	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Godley Green Garden Village - continued	Community facilities: The development will include shops, a medical centre, a nursery and various commercial spaces. Additionally, there will be sports facilities and areas for cultural activities.	
	Sustainability: The project adheres to a garden village ethos, focusing on environmental sustainability, smart design, and ensuring long-term stewardship of the site.	
	Infrastructure and economic benefits: Homes England has supported the project with £10 million in funding to improve critical infrastructure, facilitating the site's development.	
St Petersfield Development Project	Housing: Construction of 100 new homes.	• Digital, creative, and tech industries • Mixed-use development • Employment growth • Public realm improvements • Sustainability and connectivity
	Commercial space: Provision of 193,000 sq ft of office space.	
	Hotel: Development of a 50,000 sq ft hotel.	
	Mixed-use spaces: Inclusion of food and beverage establishments. Creative studios and communal spaces.	
	Public realm enhancements: Improved connectivity and vibrant public spaces.	
	Job creation: Potential to generate 1,900 new jobs particularly in the digital, creative and tech sectors.	
	Sustainability: High sustainability standards in design and construction.	
	Digital infrastructure: Advanced connectivity, including the dark fibre network to support digital and tech industries.	
	Economic impact: Estimated £100 million gross value added (GVA) annually and increased business rates.	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Ashton Town Centre	Mixed-use developments: Repurposing sites like the former bus station and shopping centres. Approximately 500 new homes, retail spaces, and leisure facilities.	• Public realm improvements • Economic development • Mixed-use development • Connectivity and infrastructure • Support for local businesses and employment • Urban renewal
	Market Square revitalisation: Enhancing public spaces with a focus on creating a more vibrant and functional town centre.	
	Ashton Town Hall Restoration: Essential repairs and refurbishments to preserve its historic value and repurpose it for modern use.	
	Walking, cycling, and public realm improvements: Development of better cycling routes, pedestrian pathways, and traffic systems. Sustainable travel integration with the Bee Network.	
	Investment in connectivity: Improving links between the town centre and surrounding neighbourhoods, fostering accessibility and economic activity.	
	Funding and partnerships: Securing £19.87 million from the Levelling Up Fund. Additional support from Homes England to refine plans and attract private investment.	

Sector priorities

This section provides a comprehensive overview of the Council's key priorities and strategic targets across Tameside'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 Tameside's long-term vision.

Sector: Construction and property

Initiatives/Priorities:

- One of the Council's aims in its Corporate Plan is to increase the supply of high-quality, affordable homes and improve the housing circumstances of those most in need.
- The Places for Everyone (PfE) report (2024) states that 8,245 new housing units, 20,680 sq metres of commercial space and 274,072 sq metres of industrial units will be created in Tameside over the next 15 years.
- Across projects such as Godley Green Garden Village, St Petersfield Development and Ashton Town Centre about 3,000 new homes are planned to be constructed over the next 15 years.

Sector priorities - continued

Job Creation	Anticipated Skills Requirements
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	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

Sector priorities - continued

Sector: Retail, Hospitality and Leisure

Initiatives/Priorities:

- The Godley Green Garden Village development includes 14,000 sq ft of retail space. These spaces will house shops and services that cater to the needs of residents and visitors. Plans include the development of local centres with amenities such as pubs, cafes, and restaurants. These facilities will enhance the community's social life and attract visitors.
- The St Petersfield development project includes 4,500 sqm of hotel space and various food and drink establishments. This facility will enhance the area's hospitality offerings, attracting visitors and supporting local businesses.
- The Ashton Town Centre project includes spaces for new cafes, restaurants, and bars enhancing the hospitality offerings in the town centre.

Job Creation	Anticipated Skills Requirements
Sous chef Shift manager Waiter/Waitress Retail store manager Sales associate Delivery driver Bar staff Barista Visual merchandiser E-commerce specialist (Retail) Chef 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	Retailing and merchandising Health and safety Quality standards Housekeeping, food preparation, cooking and nutrition Store operations Marketing 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

Sector priorities - continued

Sector: Energy/Low carbon

Initiatives/Priorities:

- The Council is dedicated to fostering safe, green, and supportive communities by promoting and implementing environmental sustainability. This includes initiatives for waste reduction, recycling and reuse, as well as designing sustainable town centres and public spaces that prioritise the needs of residents.
- Projects such as St Petersfield Development and Godley Green Garden Village will incorporate renewable energy sources like heat pumps and vehicle charging points.

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

Sector priorities - continued

Sector: Education

Initiatives/Priorities:

- According to Tameside's Corporate Plan, the Council is committed to providing a high-quality, inclusive education for children enabling them to reach their full potential, while fostering lifelong learning, and skills development for adults.

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: Digital Media and Technology

Initiatives/Priorities:

- The Council has positioned St Petersfield as one of the most digitally connected areas in Greater Manchester, benefiting from advanced digital infrastructure with the aim of attracting tech-savvy residents and businesses, fostering growth in the digital sector.

Job Creation	Anticipated Skills Requirements
UX/UI designer Cloud 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 Business analyst Social media manager Media content creator Editor and publisher	Business intelligence SAAS model Digital transformation Scripting Cyber security Microsoft Office Networking AI Social media 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

Sector priorities - continued

Sector: Manufacturing

Initiatives/Priorities:

- Ashton Moss is being developed into an Innovation Park to attract advanced manufacturers, including those in sectors like electric vehicles, green energy infrastructure and advanced materials.
- The Ashton Moss project includes a focus on health-related manufacturing, aiming to develop facilities that support the production of medical devices and health technologies.

Job Creation	Anticipated Skills Requirements
Production operative Merchandiser Manufacturing engineer Procurement manager Technician Packaging production manager Health and safety officer Production operative CNC machinist Industrial electrician Metal fabricator/welder Electrical/electronics assembler Fitter CAD technician Engineering manufacturing technician Electrical engineering technician Mechanical engineering technician Electrical engineer Mechanical engineer Manufacturing engineer Operations manager Production manager	Metal fabricating/welding Electrical/electronic assembling Fitting CAD technician Electrical engineering technician Mechanical engineering Manufacturing engineer Operations management Production management

Sector priorities - continued

Sector: Financial, Business and Professional Services

Initiatives/Priorities:

- The St Petersfield development includes spaces for retail businesses, enhancing the area's commercial offerings.

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:

- The St Petersfield development project includes a Primary Care Centre operated by Tameside and Glossop PCT. This facility will ensure residents have access to essential health 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 specialties 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 Tameside. 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 Godley Green Garden Village and St Petersfield Development Project, 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 Tameside-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 Tameside. 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.

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