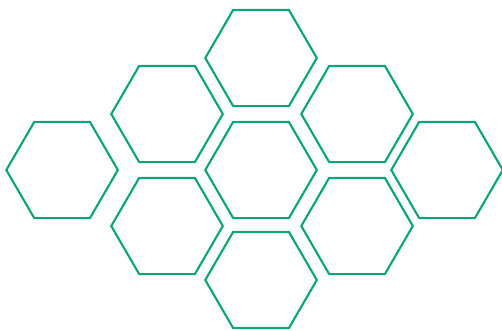
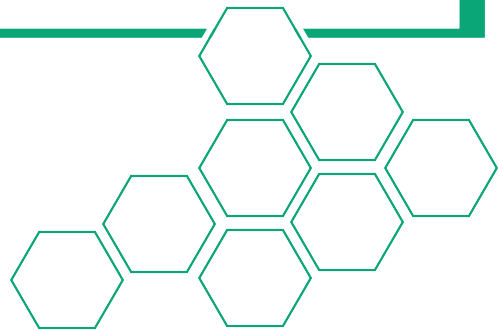
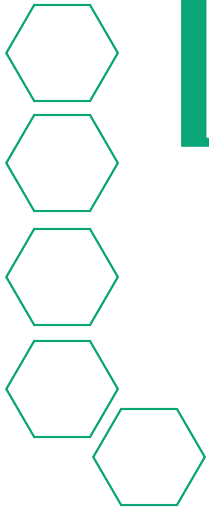


# Trafford

Data from the Greater Manchester  
**Local Skills Improvement Plan**



**Funded by  
UK Government**



Greater Manchester  
Chamber of Commerce

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# TABLE OF CONTENTS

3

Introduction

5

GVA in Trafford

6

Employment in  
Trafford

7

Economic activity  
levels in Trafford

8

Occupations in  
high demand

12

Ongoing/future  
investment  
projects

21

Sector Priorities

33

Conclusions

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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 Trafford 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 Trafford. These major initiatives, such as the Old Trafford Regeneration, represent substantial investments in Trafford. 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  
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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.

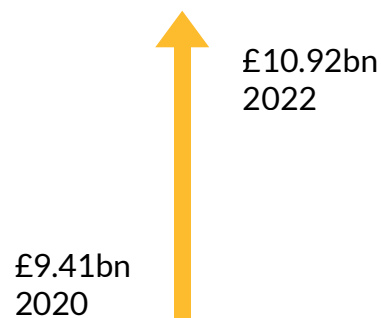
This report is a vital output from the research conducted for developing and implementing the GM LSIP and positioned as a resource for local stakeholders to inform their strategic planning. It provides an evidence-based overview of expected labour market shifts, highlighting where job demand is likely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

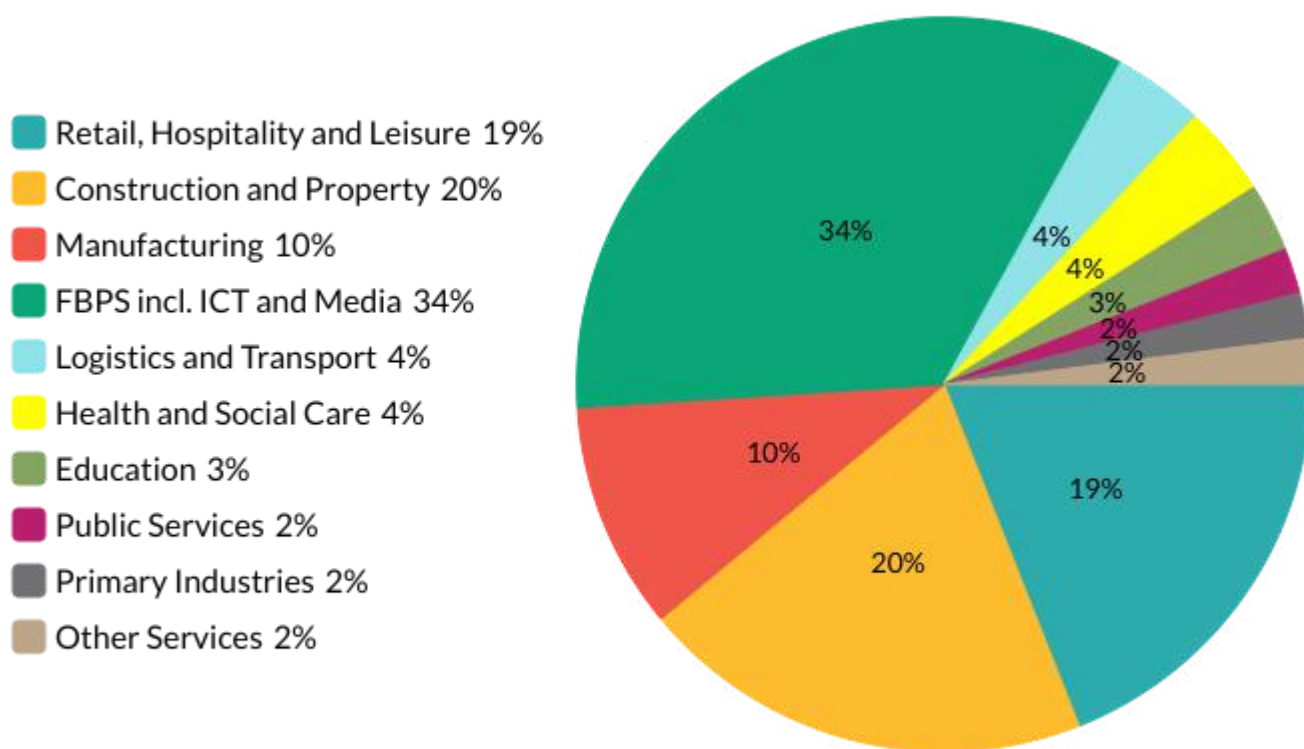
For local councils and business organisations, this report offers insights for workforce development. Using the insights contained in this report about job creation and skills demand, they can encourage stronger partnerships between employers, educators and business representative organisations to ensure 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 Trafford

- The top three 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. These three sectors together accounted for over 70% of Trafford's GVA.
- The GVA of the retail, hospitality and leisure sector and the GVA of the education sector grew the most between 2021 and 2022. The former grew by 17%, and the latter by 13.7%.
- Primary industries was the only sector that experienced a decrease in GVA between 2021 and 2022, as it fell by 21.5%.



GVA by sector in 2022



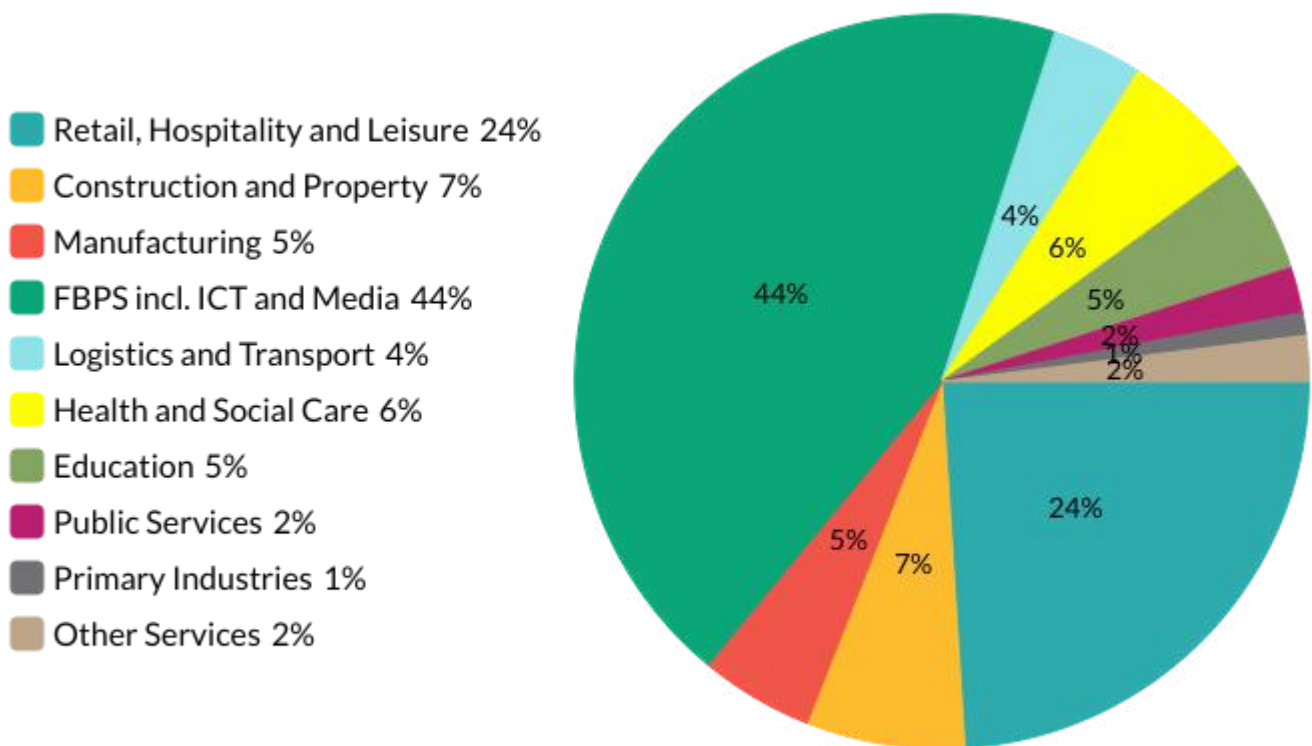
Source: ONS

## Employment in Trafford

### Total employment in 2023 - 169,985

- FBPS including ICT and media was the sector with the highest number of employees in 2023, accounting for 44% of Trafford's employment.
- The second and third sectors with the greatest number of employees in 2023 were retail, hospitality and leisure, and construction and property.
- Primary industries, other services and public services were the smallest sectors by number of employees in 2023.
- Between 2022 and 2023, FBPS including ICT and media decreased by 5.7%, and retail, hospitality and leisure decreased by 4.7%.

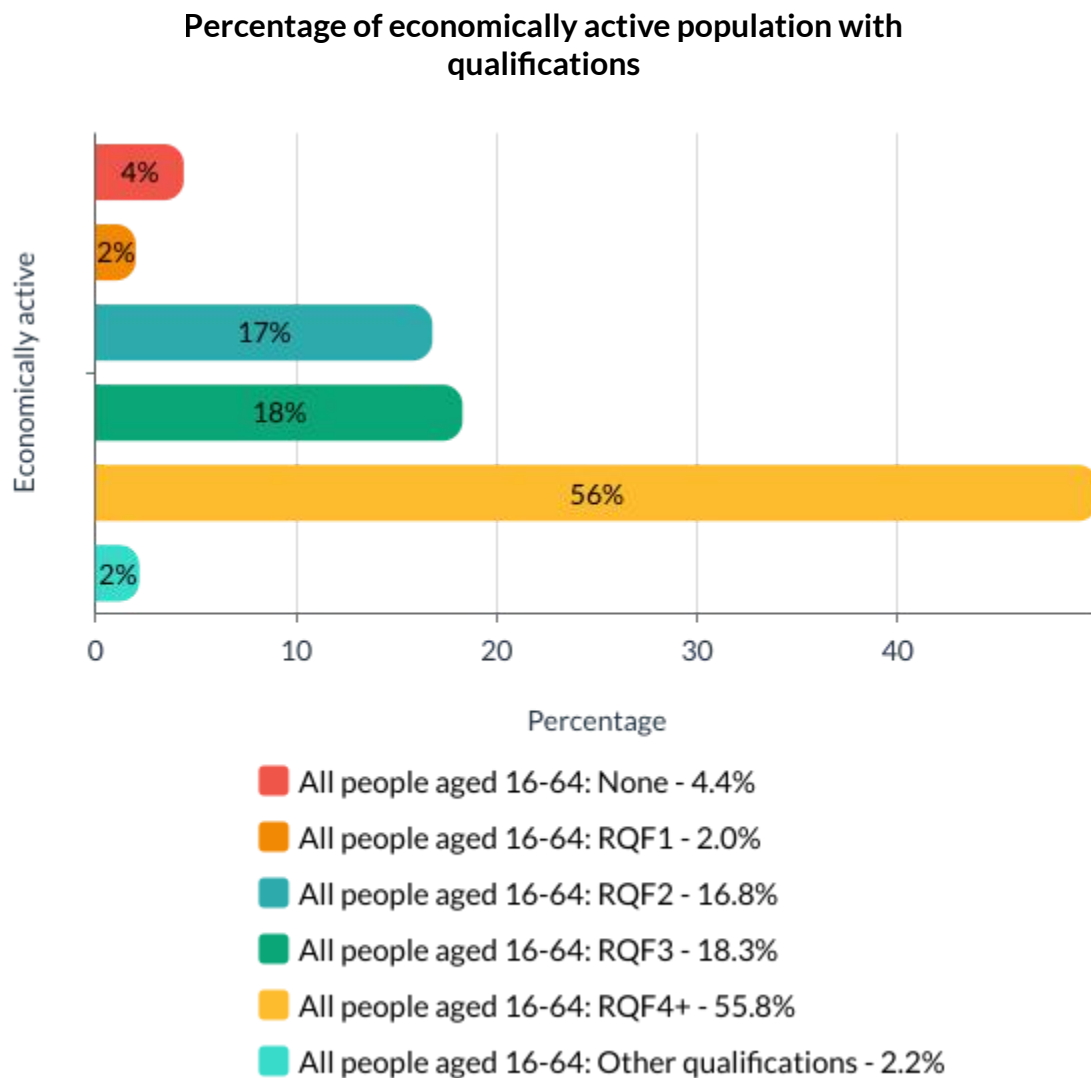
### Employment by sector in 2023



Source: ONS

## Economic activity levels in Trafford

- 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 Trafford, over half (55.8%) of the economically active population aged 16-64 hold RQF (Regulated Qualifications Framework) Level 4 or above qualifications.
- The economically active population with no qualifications in Trafford was slightly more than the economically active population with RQF1.



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 Trafford 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	Quantity surveyor
	Design engineer
	Team leader
	Bridge design engineer
	Electrical engineer
	Mechanical engineer
	Electrician
	Design manager
	BIM manager
	Planner
	Property manager
	Maintenance and repair engineer



## Occupations in high demand - continued

Sector	Job titles
Education	Maths/English tutor
	Room leader
	Nursery manager
	Driving instructor
	Sports coach
FBPS including IT	Customer centre sales adviser
	Sales executive
	Account executive
Health and Social Care	Support care worker
	Healthcare support worker
	General nurse
	Laundry attendant
	Healthcare support worker
	Care home support worker
	Activities assistant
Manufacturing	Engineer
	Sale designer
	Production operative
	HGV technician
	Design engineer
	Electrical engineer
	Coordinator
	Engineering technician

## Occupations in high demand - continued

Sector	Job titles
Retail, hospitality and leisure	Shop manager
	Manager
	Shift manager
	Store assistant
	Retail sales adviser
	Merchandiser
	Delivery driver
	Management assistant
	Barista
	Chef de partie
	Team leader
	Leisure assistant
Logistics	Warehouse operative
	Driver
	Systems analyst
	Warehouse manager
	Delivery driver
	Transport supervisor
	Transport manager
	Risk assessment and compliance officer
	Logistics coordinator
	Health and safety officer
	Logistics manager

## Occupations in high demand - continued

The high-demand occupations and the hard-to-fill occupations according to Greater Manchester Chamber of Commerce's survey are shown in the table below. 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.

High-demand occupations	Hard-to-fill occupations
Warehouse worker	Warehouse worker
Engineer	Quantity surveyor
Production operative	Engineer
Sales representative	
Quantity surveyor	
Project manager	
Driver	
IT professional	
Account manager	

## Ongoing/future investment projects

This section outlines the key investment projects currently underway or planned in Trafford over the next fifteen 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
Trafford Wharfside	New Homes: The project aims to create up to 5,000 high-quality new homes.	<ul style="list-style-type: none"> <li>• Residential Development</li> <li>• Sustainability</li> <li>• Commercial and Retail</li> <li>• Community Facilities</li> <li>• Leisure and Hospitality</li> <li>• Low Carbon Heat</li> </ul>
	Distinct Zones: The area will be divided into distinct zones such as Trafford Wharf, Heritage Quarter, Stadium District, Innovation Quarter, and Wharfside Heart.	
	Green Spaces: Nature and landscape are central to the masterplan, with a focus on creating greener, more natural spaces.	
	Connectivity: Improved transport connections will link Trafford Wharfside to Manchester city centre and Salford.	
	Community Facilities: The plan includes creating amenities like schools, health centres and retail areas to support a vibrant community.	
	Heat Networks Zone: Developing a low-carbon heat network across North Trafford, requiring specialised skills and expertise, including niche areas such as sewer heat utilisation.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Old Trafford Regeneration	World-Class Stadium: Plans include either redeveloping the existing Old Trafford stadium to increase its capacity to 87,000 or constructing a new 100,000-seat stadium. This development is intended to serve as a catalyst for broader regeneration efforts in the area.	<ul style="list-style-type: none"> <li>• Leisure and Hospitality</li> <li>• Community Engagement</li> <li>• Economic Growth</li> <li>• Construction</li> </ul>
	Economic Growth: The project is projected to contribute an additional £7.3 billion to the UK economy and create over 90,000 employment opportunities.	
	Community Engagement: Extensive consultations have been conducted, revealing that over 90% of surveyed supporters are positive about the ambition to deliver a world-class stadium at the heart of a regenerated district.	
	Mayoral Development Corporation (MDC): Discussions are underway to establish an MDC to drive the delivery of large-scale development, including mixed-use regeneration and new infrastructure.	
Trafford Civic Quarter Area Action Plan (AAP)	New Homes: The plan aims to deliver 4,000 new homes over 15 years, fostering a sustainable and vibrant mixed-use neighbourhood.	<ul style="list-style-type: none"> <li>• Residential Development</li> <li>• Commercial and Retail Space</li> <li>• Public Realm</li> <li>• Leisure and Hospitality</li> <li>• Community Facility</li> </ul>
	Commercial Space: Approximately 50,000 square metres of commercial space will be developed, enhancing local business opportunities.	
	Processional Route: A key feature is the creation of a 'processional route' linking Lancashire Cricket Club and Manchester United's Old Trafford Stadium, improving connectivity and pedestrian access.	
	Community Facilities: The plan includes the development of amenities such as schools, health centres, and retail areas to support a vibrant community.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Far East Consortium/Lumina Village	New Homes: The development offers a mix of 639 private and affordable homes, including one-, two-, and three-bedroom apartments, as well as three- and four-bedroom houses.	<ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Residential Development</li> <li>• Leisure and Hospitality</li> <li>• Community Facilities</li> </ul>
	Public Spaces: Spanning 5.4 acres, the project incorporates a central village green, civic square, boulevards, and play streets, fostering community interaction and leisure.	
	Sustainable Design: Emphasising sustainability, the layout includes 200 secure parking spaces located on the periphery to promote a pedestrian-friendly environment.	
	Community Integration: As the inaugural scheme in Trafford's new Civic Quarter, Lumina Village aims to enhance the quality of life for both its residents and the broader Trafford community.	
Trafford Waters	Residential and Commercial Space: Up to 3,000 homes, a school, and over 100,000 sq. ft. of commercial space will be developed, catering to families, professionals, and key workers.	<ul style="list-style-type: none"> <li>• Residential Development</li> <li>• Sustainability</li> <li>• Commercial and Retail</li> <li>• Community Facilities</li> <li>• Leisure and hospitality</li> </ul>
	Infrastructure and Green Spaces: Significant investments will create a pedestrian-friendly environment with green corridors, wetlands, and recreational areas, improving public health and wellbeing.	
	Sustainability: The project includes eco-friendly features like tree planting and biodiversity measures to combat climate change.	
	Economic Impact: It is expected to generate hundreds of jobs and boost the local economy particularly in the hospitality, retail and leisure sectors.	
	Therme concept, in connection with the Trafford Waters project, will play a significant role in various key aspects such as construction, energy use mitigation, and hospitality/visitor experience.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Therme	Wellbeing Resort: Therme Manchester is a £250 million indoor water resort under construction in TraffordCity.	<ul style="list-style-type: none"> <li>• Health and Wellbeing</li> <li>• Sustainability</li> <li>• Hospitality</li> <li>• Visitor Experience</li> <li>• Construction</li> <li>• Energy Use</li> </ul>
	Extensive Facilities: The resort will feature over 25 pools, 35 water slides, more than 30 saunas and steam rooms, a 'snow room', and an urban wellbeing garden inspired by an English meadow.	
	Year-Round Tropical Environment: Designed to maintain a consistent indoor temperature of 33°C, the resort will offer a tropical environment throughout the year.	
	Sustainability Focus: The project incorporates sustainable design elements, including the use of heat pumps and materials selected to reduce the carbon footprint.	
	Connectivity: Located adjacent to the Trafford Centre, the resort is accessible via the Barton Dock Road tram stop on the Trafford Park Metrolink line, enhancing connectivity to Manchester city centre.	
	Community Engagement: Therme Manchester aims to contribute to the local economy by creating jobs and offering a unique leisure destination for residents and visitors alike.	
	Construction Timeline: Enabling works are currently underway, with construction expected to take between 24 and 30 months.	
Altrincham Town Centre Regeneration	The recently awarded Purple flag to Altrincham Hospitality has the potential to improve nightlife in the area.	<ul style="list-style-type: none"> <li>• Health and Wellbeing</li> <li>• Upgrading public spaces</li> <li>• Economic Growth</li> <li>• Sustainability</li> <li>• Proactive Decarbonisation</li> <li>• Transportation</li> <li>• Hospitality and Retail</li> <li>• Leisure</li> </ul>
	Altrincham Market & Market House: This has been a centrepiece of the regeneration, transforming it into a vibrant food and drink hub.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Altrincham Town Centre Regeneration - continued	Public Realm Improvements: Significant investment has been made in pedestrianising streets, upgrading pavements, and enhancing lighting and green spaces.	
	Transport Hub Renovation: The Interchange area, which connects bus, train, and tram services, has been modernised to improve access.	
	New Commercial and Residential Developments: The plan includes creating new spaces for shops, offices, and apartments, adding to the town's liveability and economic potential.	
	Collaborating with Altrincham Business Improvement District (BID) to support and guide local businesses through the process of decarbonisation.	
Sale and Urmston Plan	<p>Sale Plan:</p> <p>New Homes: The project plans to deliver 84 new homes on the former Sale Magistrates Court site, including 21 affordable town centre homes, with construction expected to begin in 2025.</p>	<ul style="list-style-type: none"> <li>• Residential Development</li> <li>• Sustainability</li> </ul>
	Town Centre Revitalisation: The redevelopment of Stanley Square has transformed the town centre, creating an enhanced environment for retailers and shoppers, and boosting the night-time economy.	
	Community-Led Initiatives: 'Our Sale West' is a community-led project focusing on training and employment, environment and community facilities, health and wellbeing, and youth empowerment.	
	<p>Urmston Plan:</p> <p>Framework Development: The plan aims to set a framework to improve the vitality and sustainability of Urmston town centre, strengthen its performance as one of the borough's four town centres, and enhance its visual and environmental appearance.</p>	



## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Sale and Urmston Plan - continued	Site Regeneration: Key sites identified for potential development and regeneration include the former Urmston Market, Victoria Parade, the former bank on the corner of Crofts Bank Road, and the former Co-op Funeralcare on Station Road.	
	Community Engagement: Public consultations have been conducted to gather feedback from residents and businesses, ensuring the plan reflects the community's needs and aspirations.	
	Accessibility and Active Travel: The plan focuses on improving accessibility and promoting active travel within the town centre.	
Carrington Low Carbon Energy Park	Energy Storage Systems: The park will feature advanced energy storage solutions, including a 680 MW Battery Energy Storage System (BESS) and a Liquid Air Energy Storage (LAES) facility. The BESS aims to be one of the largest in Europe, enhancing grid stability and supporting renewable energy integration.	<ul style="list-style-type: none"> <li>• Renewable Energy Generation</li> <li>• Integration with the grid</li> <li>• Energy Security</li> <li>• Decarbonisation</li> <li>• Economic Development</li> <li>• Grid Reliability</li> <li>• Scalability and Innovation</li> <li>• Sustainability</li> </ul>
	Green Hydrogen Production: A green hydrogen production facility is planned to supply low-carbon hydrogen to industrial sectors in Greater Manchester, facilitating the decarbonisation of hard-to-electrify industries. The first phase, a 15 MW scheme, is expected to commence operations by the end of 2025.	
	Renewable Energy Integration: The park's infrastructure is designed to support the integration of renewable energy sources, such as solar and wind, by providing storage solutions that ensure a reliable and consistent energy supply.	
	Economic and Environmental Impact: The development is anticipated to create local employment opportunities and contribute to the region's net-zero targets by reducing carbon emissions and promoting sustainable energy practices.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Trafford Park	Eco-Friendly Design: Incorporation of sustainable energy solutions like solar panels, energy-efficient buildings, and green transportation.	<ul style="list-style-type: none"> <li>• Decarbonisation Initiatives</li> <li>• Green Infrastructure</li> <li>• Sustainable Mobility</li> <li>• Energy Efficiency</li> <li>• Economic and Social Development</li> <li>• Collaboration and Investment</li> </ul>
	Job Creation: Expected to create thousands of direct and indirect jobs during and after construction.	
	Technology Hub: Focus on attracting high-tech companies and manufacturing units that specialise in advanced automation, AI, and green technologies.	
	Transportation Links: Improved road access and connectivity to Manchester's public transport, including trams and buses.	
	Bee Net Zero initiative and decarbonisation are key sustainability goals for the Trafford Park project, focusing on reducing carbon emissions and achieving carbon neutrality.	
	The nearshoring project as part of the Trafford Park project aims to bring supply chain operations closer to local markets to reduce costs, improve efficiency, and respond faster to demand.	
	Community Benefits: Creation of new public parks and green spaces for the local community, as well as support for local businesses.	
New Carrington	Residential Development: The project envisions up to 320 homes across the Carrington Village, with 144 homes planned for an area known as 'The Meadow'. These include a mix of two-, three-, and four-bedroom houses, with affordable housing units integrated into the plan.	<ul style="list-style-type: none"> <li>• Residential Development</li> <li>• Commercial and Retail Spaces</li> <li>• Infrastructure and Transportation</li> <li>• Community and Recreational Facilities</li> <li>• Sustainability and Green Initiatives</li> <li>• Economic Development</li> </ul>
	Commercial and Employment Spaces: Alongside residential areas, the development includes 668,000 square feet of employment space and additional provisions for local amenities.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
New Carrington - continued	Sustainability and Design: The development emphasises green features such as landscaped public spaces, tree-lined streets, and energy-efficient buildings. Contributions to local infrastructure, such as education and community facilities, are also part of the plans.	
Davenport Green	New Homes: The project aims to deliver up to 2,500 high-quality new homes, including a mix of affordable housing options.	<ul style="list-style-type: none"> <li>• Sustainability and Green Initiatives</li> <li>• Residential Development</li> <li>• Community and Recreational Facilities</li> </ul>
	Employment Space: Approximately 60,000 square metres of new business space are planned, providing opportunities for industry and warehousing.	
	Green Spaces: A central feature of the development is a new rural park, intended to be the largest in Greater Manchester in a generation, promoting biodiversity and offering recreational areas for residents.	
	Connectivity: The development includes an extension to the existing Metrolink line, with a new station within the local centre, enhancing transport links to Manchester city centre and Manchester Airport.	
Stretford Town Centre Regeneration	Community Facilities: Plans include a local centre providing shopping and leisure facilities, a new primary school, sports pitches, and community play areas.	<ul style="list-style-type: none"> <li>• Town Centre Transformation</li> <li>• Retail and Hospitality Enhancement</li> <li>• Residential Development</li> <li>• Public Realm Improvements</li> </ul>
	Development of up to 800 new homes, including affordable housing, near Stretford Mall and key landmarks.	
	Enhanced public spaces with a central park, green corridors, and improved connectivity around the Bridgewater Canal.	

## Ongoing/future investment projects - continued

Project	Project description	Project priorities
Stretford Town Centre Regeneration - continued	Restoration of the historic King Street as a vibrant high street, complemented by a new Market Hall for local businesses and community events.	<ul style="list-style-type: none"> <li>• Sustainability and Climate Resilience</li> <li>• Heritage and Culture</li> <li>• Transport and Accessibility</li> <li>• Employment and Economic Growth</li> </ul>
	Infrastructure upgrades, including safer roads, pedestrian pathways, and cycling lanes.	
Low Carbon Heat Networks	Connectivity: The proposed Trafford Park Heat Network located in Old Trafford will connect sites such as the cricket ground, the police station, the town hall and the university academy.	<ul style="list-style-type: none"> <li>• Renewable Energy Generation</li> <li>• Energy Security</li> <li>• Decarbonisation</li> <li>• Economic Development</li> <li>• Scalability and Innovation</li> <li>• Sustainability</li> <li>• High level technical skills</li> </ul>
	The hybrid heat pump (utilising sewage as a heat source) and CHP system will provide carbon reduction of 1800 tonnes over 40 years.	
	A second much larger heat network has also been proposed for consideration which covers the north of Trafford, starting from Flixton & Bucklow St Martin at the Carrington Power Plant and moving east to include the Trafford centre, the Hope Hospital, Salford Quays and ending in the city centre where it could be connected to civic buildings.	
	With the development of the Low Carbon Energy Park, waste heat from there could potentially be utilised for district heating purposes.	

## Sector priorities

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

### **Sector:** Construction and Property

#### **Initiatives/Priorities:**

- In the Council's 'Our Trafford' corporate plan (2024-2027), the vision is to offer Trafford residents greater access to employment and to live in good quality housing.
- Across initiatives and projects like Trafford Wharfside, Stretford Town Centre Regeneration, Carrington Village Development and Trafford Waters, there are confirmed plans to create about 10,000 homes over 20 years.
- According to PfE (2024), 19,077 new housing units, 223,661 sq metres of commercial space and 543,919 sq metres of industrial units will be created in Trafford over the next 15 years.
- Altrincham Town Centre regeneration will create demand for construction sector jobs.

## Sector priorities - continued

Job creation over the next 15 years	Anticipated skills requirements for the next five years
<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:**

- The Council prioritises enhancing the visitor economy through the implementation of a new Cultural Strategy, which is part of its Corporate Priorities, aimed at promoting culture, sport and heritage.
- Trafford Wharfside envisages further development of the area around the Imperial War Museum and Manchester United stadium. Being close to another major entertainment venue, The Lowry, this development could significantly increase footfall in that area.
- Altrincham town centre regeneration plans to create a food and drink hub.
- Therme project, as part of the Trafford Park project, aims to enhance the hospitality/visitor experience.
- The Stretford regeneration project will also increase tourism and the number of visitors in the area.

## Sector priorities - continued

Job creation over the next 15 years	Anticipated skills requirements for the next five years
<p> 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 </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 for events  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:

- The Council has reiterated its commitment to reducing its carbon footprint and addressing the impact of climate change, leading to the development of a decarbonisation strategy in collaboration with Siemens.
- Highview Power's Liquid Air Energy Storage (LAES) to help integrate renewable energy into the national grid, will accelerate the shift to a low-carbon energy system essential for achieving the 2038 net-zero target.
- Trafford Park project plans will provide sustainable energy solutions like solar panels, energy-efficient buildings, and green transportation.

Job creation over the next 15 years	Anticipated skills requirements for the next five years
<p>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</p>	<p>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</p>

## Sector priorities - continued

### Sector: Education

#### Initiatives/Priorities:

- A key part of the Council's corporate priorities is to offer the best start for children and young people. The Council also aims to give all residents access to quality learning, training and jobs as stated in the Our Trafford Corporate Plan (2024-2027).
- UA92 has created a state-of-the-art Digital Academy, featuring facilities like robotics labs and immersive learning spaces.
- The CAVE (Centre for Advanced Visualisation and Education) at Trafford and Stockport College Group aims to make a significant contribution to education in Trafford by offering innovative learning tools and resources.
- The Trafford Waters project promises a new primary school which will create demand for education sector jobs.
- The population increase will create a surge in demand for nurseries and schools.
- The Green Technologies Hub, which offers accredited and non-accredited courses to address regional and national green skills gaps, will also increase the demand for education sector jobs.

Job creation over the next 15 years	Anticipated skills requirements for the next five years
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 (GM Western Gateway)

**Initiatives/Priorities:**

- As part of the Active Travel & GM Strategy, Trafford Council has prioritised supporting people out of poverty by making public transport truly accessible for everyone.
- The Altrincham Town Centre Regeneration project includes improved traffic flow and road resurfacing, one-way systems and cycle infrastructure, widened footpaths and segregated cycle lanes, and a sustainable Transport Hub which aims to enhance connectivity and accessibility.
- The Stretford Town Centre Regeneration project includes several key initiatives designed to improve transport and connectivity. The plan prioritises the transformation of traffic flows to create safer, pedestrian-friendly streets.
- Bridgewater Point Development: This joint venture between Chancerygate and Northwood Investors has delivered a 130,483 sq ft logistics facility comprising 16 high-specification Grade A units.

## Sector priorities - continued

Job creation over the next 15 years	Anticipated skills requirements for the next five years
<p> Bus/coach driver  Highway maintenance operative  Driving instructor/trainer  Vehicle technician  Supply chain analyst  Blockchain developer  Internet of Things (IoT) engineer  Warehouse automation specialist  Logistics data analyst  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 skills  Design and technical drafting  Data analysis and reporting  Sustainability and environmental design  Technical operation and maintenance </p>

## Sector priorities - continued

### Sector: Digital Media and Technology

#### Initiatives/Priorities:

- Trafford Council seeks to leverage its strategic location near Salford and Manchester to capitalise on the advantages of digital innovation. The focus is on attracting high-tech businesses and manufacturing firms specialising in advanced automation, artificial intelligence and sustainable technologies.
- The Digital Academy, part of UA92, offers cutting-edge, industry-driven education. Its curriculum, developed in collaboration with employers, is designed to equip individuals from diverse backgrounds with the skills and knowledge needed for successful digital careers.

Job creation over the next 15 years	Anticipated skills requirements for the next five years
<p> 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  Social media manager  Media content creator  Editor and publisher </p>	<p> Customer relationship management  Business intelligence  SAAS model  Digital transformation  Scripting  Cyber security  Microsoft Office  AI  Networking  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  Proficiency in database management </p>

## Sector priorities - continued

**Sector:** Manufacturing

**Initiatives/Priorities:**

- Siemens, in collaboration with Trafford Council, has put together a decarbonisation strategy, which aims to maintain Trafford Park's competitiveness as a manufacturing and logistics hub, while supporting sustainability goals.

Job creation over the next 15 years	Anticipated skills requirements for the next five years
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	Engineering Maintenance Recycling Data analysis Manufacturing Reporting Logistics EV Innovation Fabrication Supply chain Risk management Packaging Trunking Customer relationship management Quality control systems Waste management HGV Planning Unpacking Time management Operational efficiency Welding Warehouse management systems (WMS) Inventory control Industrial automation Forecasting and demand planning Workplace safety standards Health and safety protocols Innovation Product development

## Sector priorities - continued

**Sector:** Financial, Professional and Business Services

### Initiatives/Priorities:

- The Altrincham Town Centre Regeneration project aims to revitalise the area into a bustling centre for financial, professional, and business services. A key element of this initiative is the redevelopment of the Stamford Quarter, with a special focus on converting the former Rackhams building into 'The Foundation'. This new space will blend modern workspaces, retail outlets and leisure facilities.
- The New Carrington project aims to attract commercial enterprises by providing modern office and industrial facilities. This includes the Carrington Gateway, a previously completed industrial scheme offering 212,000 sq ft of space. The initiative supports the local economy by enhancing business opportunities and creating jobs within the professional services sector.
- The Trafford Civic Quarter Area Action Plan aims to attract commercial businesses by offering modern, flexible office spaces with advanced technology and sustainable features. The plan focuses on creating a vibrant business district with amenities like green spaces, retail options, and improved transport links, promoting a work-life balance.

Job creation over the next 15 years	Anticipated skills requirements for the next five years
Data input officer Customer service executive Contact centre operatives 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:

- In the Council's 'Our Trafford' corporate plan (2024-2027), one of the priorities is to offer improved health and wellbeing to reduce the impact of poverty, concentrating on communities with the greatest need.
- A key aim of the corporate priorities is to achieve healthy and independent lives for all.
- A rise in population and changing demography will increase demand for health and social care services.

Job creation over the next 15 years	Anticipated skills requirements for the next five years
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 Trafford. 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 Trafford Wharfside and the Carrington Low Carbon Energy Park 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 Trafford-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 Trafford. 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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