Emsi

Sector profiles

EXETER CITY COUNCIL

Duncan Brown and Natasha Charlton

30 January 2020

Summary and Data

This report provides a snapshot of intelligence on four major sectors within the Exeter economy. They have been selected based on their competitiveness, productivity, and regional significance. In particular:

- **Health and care** (p.3) is a large and labour-intensive sector within the local economy, with a comparatively higher number of jobs and workplaces than the rest of the country — notable jobs growth was recorded between 2007 and 2016.
- **Professional services** (p.8) is a strong driver of regional productivity with certain activities emerging as highly specific to the Exeter area (e.g. legal activities and trust fund activities); given Exeter's place as a regional urban centre with a significant knowledge-intensive sector, professional services is important.
- **Knowledge industries** (p.13) provide a high number of jobs in the region, and the sector has also experienced very strong jobs growth over the last decade, far outperforming the national average — as well as hosting a Russell Group university, the presence of the Met Office, a major knowledge-intensive employer, makes Exeter an important centre for these industries.
- **Digital** (p.18) is a fast-growing sector, with jobs doubling since 2012. The region has consistently been outperforming the rest of Great Britain in terms of jobs growth, and this trend is expected to continue, offering promising opportunities to improve productivity and regional competitiveness.

Each report provides an overview, which looks at the sector's economic impact and productivity, analyses job trends, shows where the job hotspots are, illustrates which industries are key growth drivers, and examines recruitment patterns and skills demand. These are detailed in terms of a standard set of visuals and tables, as explained below.

DATA SOURCES

All data here are sourced from Emsi, the leading provider of labour market intelligence, with sources including:

- **Core labour market intelligence** modelled from official ONS sources with substantial additional analysis to identify consistent estimates across industries and occupations, down to local authority level.
- **Input-output economic model** modelled from industry activity patterns and sales and purchases between industries, allowing for analysis of productivity and supply chains down to local level.
- **Job posting analytics** gathered from online job postings, with around 800,000 unique job postings across Great Britain added each month and classified in terms of job role, location, skills and posting duration.

DATA EXPLANATION

After the Overview, providing a narrative summary across the data exhibits, each sector is profiled in a sequence of pages:

Jobs and output

On the left hand side is a map of Exeter made up of the ONS Middle Layer Super Output Area (MSOA) geographic areas; each MSOA is drawn to have a residential population of around 5,000 people at the time of the 2011 Census. The colour of the Middle Layer Super Output Areas is defined by the 'Location Quotient' for the sector.

A Location Quotient (LQ) is a measure of local specialisation, taking the ratio of the local share of an industry or occupation in an economic statistic and its national share; where that ratio is over 1, that industry or occupation is concentrated locally.

On the right hand side at the top is a chart of job trend, back to 2003 and then projected forward from 2019 to 2027 on the basis of past trends. Exeter's sector job numbers are shown, and also a Great Britain 'equivalent' number, which is scaled for a labour market the size of Exeter's, to show how Exeter's job numbers have evolved against national trends.

On the right hand side at the bottom is a chart of productivity comparisons, drawn from Emsi's Input-Output Economic Model. The gross value added per filled job for the sector in Exeter is shown at the top; the level for the sector in Great Britain in the middle; and the level for the whole Exeter economy at the bottom, with indications of how the sector in Exeter compares labelled.

Industry structure

On the left hand side is a chart showing the leading industries within the sector by Location Quotient, a measure of concentration in the Exeter economy (see above). Labels then show the number of jobs in that industry; both measures are in 2019.

On the right hand side at the top is a 'Sales and Demand Analysis', which has estimates of the value of sales the sector's businesses in Exeter in 2015 (left-hand) and the value of goods and services customers from within Exeter purchased in 2015; the balancing items between are how much businesses 'exported' outside Exeter; how much they sold to customers in Exeter; and how much customers 'imported' from outside.

On the right hand side at the bottom is a chart of four workplace size bands for the sector, to see where the sector concentrates. This again uses a Location Quotient measure to identify local concentrations, as well as estimates of the numbers of workplaces.

Recruitment outlook

On the left hand side is a table of the top 15 occupations for the sector workforce, by their job numbers in 2019 and (projected) 2024, the percentage growth between those years, and the job openings projected over that time. Openings reflect not only the net growth in jobs, but the need to replace workers leaving the labour market.

On the right hand side at the top is a time series chart of unique job postings and companies making postings for the largest 5 of those occupations, showing the pattern since January 2016. On the right hand side at the bottom are the top 10 skills sought and mentioned in those job postings.

Industry data

The final table sets out the significant industry's within the sector in Exeter, including jobs in 2014 and 2019, the change and percentage growth in between, the Location Quotient and estimated 2015 gross value added.

Overview: Health and care

This report provides a comprehensive overview of Exeter's health and care sector. It looks at the sector's economic impact and productivity, analyses job trends, shows where the job hotspots are, illustrates which industries are key growth drivers, and examines recruitment patterns and skills demand.

Exeter has a large health and care sector compared with the rest of Great Britain, currently accounting for more than 13,000 jobs, although strong jobs growth has levelled off more recently. Productivity levels are also slightly lower than for the rest of Great Britain.

One of the sector's biggest challenges will be to recruit enough nurses going forward. This issue is not unique to the region: there is a national shortage. However, the region's sector output will still be impacted if recruitment demands remain unmet.

Despite its lower than average gross value added, there is potential in Exeter's health and care sector, primarily due to strong sector sales. However, a continuous decline in jobs across the sector's key industries poses a risk to regional productivity and output.

JOBS & OUTPUT

Exeter has a comparatively large health and care sector, with a higher number of jobs than Great Britain on average. The region experienced a particularly notable increase between 2007 and 2016 — going from just over 9,000 to nearly 15,000 jobs, with a fall back and then stability since.

Health and care jobs are concentrated in three main areas of Exeter. The largest concentration is in the Wonford & St Loyes area, home to the Royal Devon and Exeter Hospital — the sector's biggest employer supporting more than 7,000 jobs. St Thomas Medical Group and Franklyn Hospital creates a further hotspot supporting around 500 jobs. Also worth noting is the Mincinglake & Beacon Heath area, where there is a surgery and a community hospital. The majority of jobs in the latter two areas are related to residential care.

Exeter's health and care sector is slightly less productive than that of Great Britain. It also generates 7.3 per cent less gross value added (GVA) than the rest of the Exeter economy on average. Health and care includes labour-intensive activities such as care characterised by large numbers of relatively lower paid workers, making this typical.

INDUSTRY STRUCTURE

The sector's industry profile is naturally dominated by hospital activities. They support close to 9,000 jobs and are the biggest contributor to Exeter's regional competitiveness. Other human health activities are also a big player — with twice as much activity as the rest of the country. That said, all health and care industries in Exeter (excluding residential nursing care activities) have been experiencing a decline in jobs in recent years, returning somewhat back toward national trends after surging ahead during the period after 2010.

Sector sales amounted to £714m in 2015, with the vast majority of goods and services being sold as 'exports' (meaning outside the region i.e. to the rest of the UK and internationally). Purchases were low by contrast, totalling £188m, with around half imported from outside the Exeter area. This paints a promising picture of the region's health and care sector, suggesting the sector is both profitable and relatively self-dependent.

The region also has a comparatively higher number of workplaces than the rest of the country. In total, there are around 300 health and care workplaces in the region, of which around 75 per cent are micro workplaces (0-19 employees). Large workplaces (250+ employees) are four times as common in Exeter than elsewhere in Great Britain.

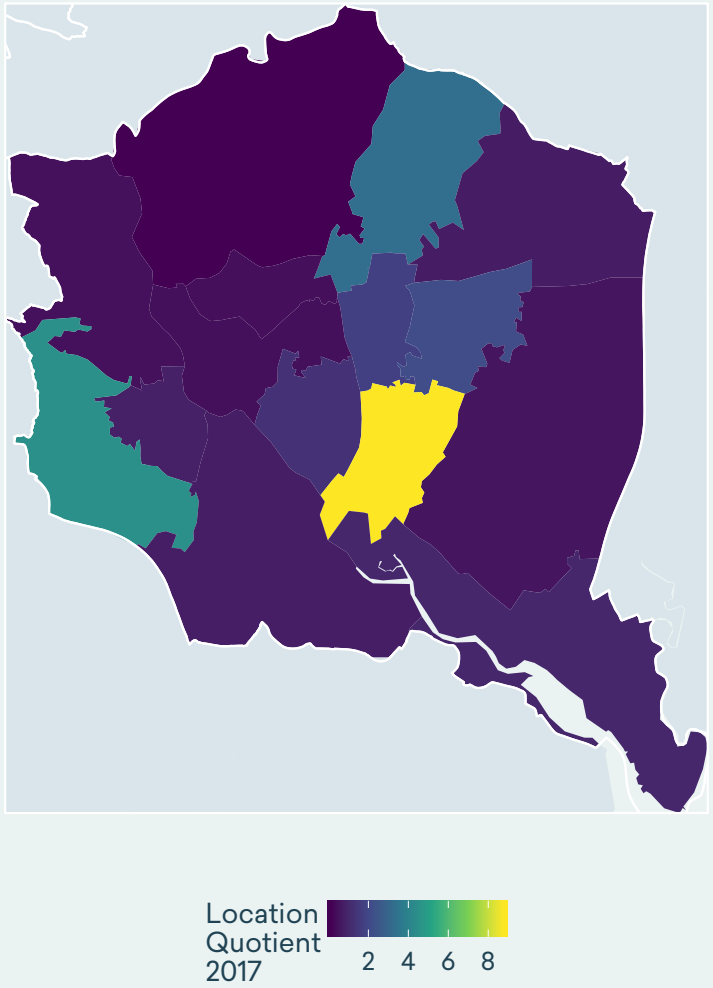
RECRUITMENT OUTLOOK

An analysis of the top 15 sector occupations based on projected job openings between 2019 and 2024 highlights which roles will be most in demand. The biggest demand, by far, will be for nurses, with a projected 810 new job openings between now and 2024. This is much in line with broader national trends, given the current shortage of nursing staff.

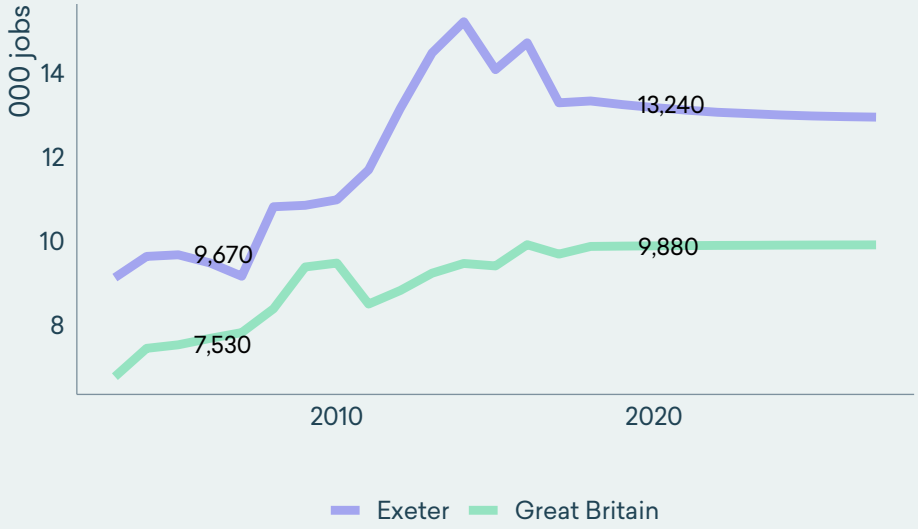
Job posting analytics for the top 5 occupations show that demand, although subject to fluctuation, has been rising steadily over the last four years. In total there were more than 12,000 job postings from around 1,500 individual companies between 2016 and 2019.

Jobs and output

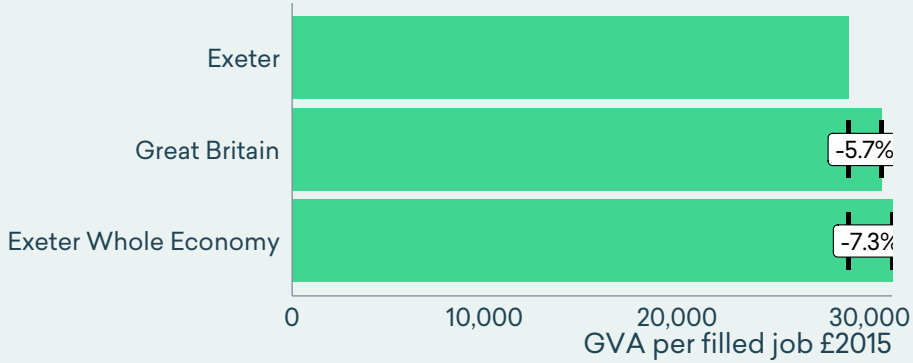
Job concentrations in Exeter



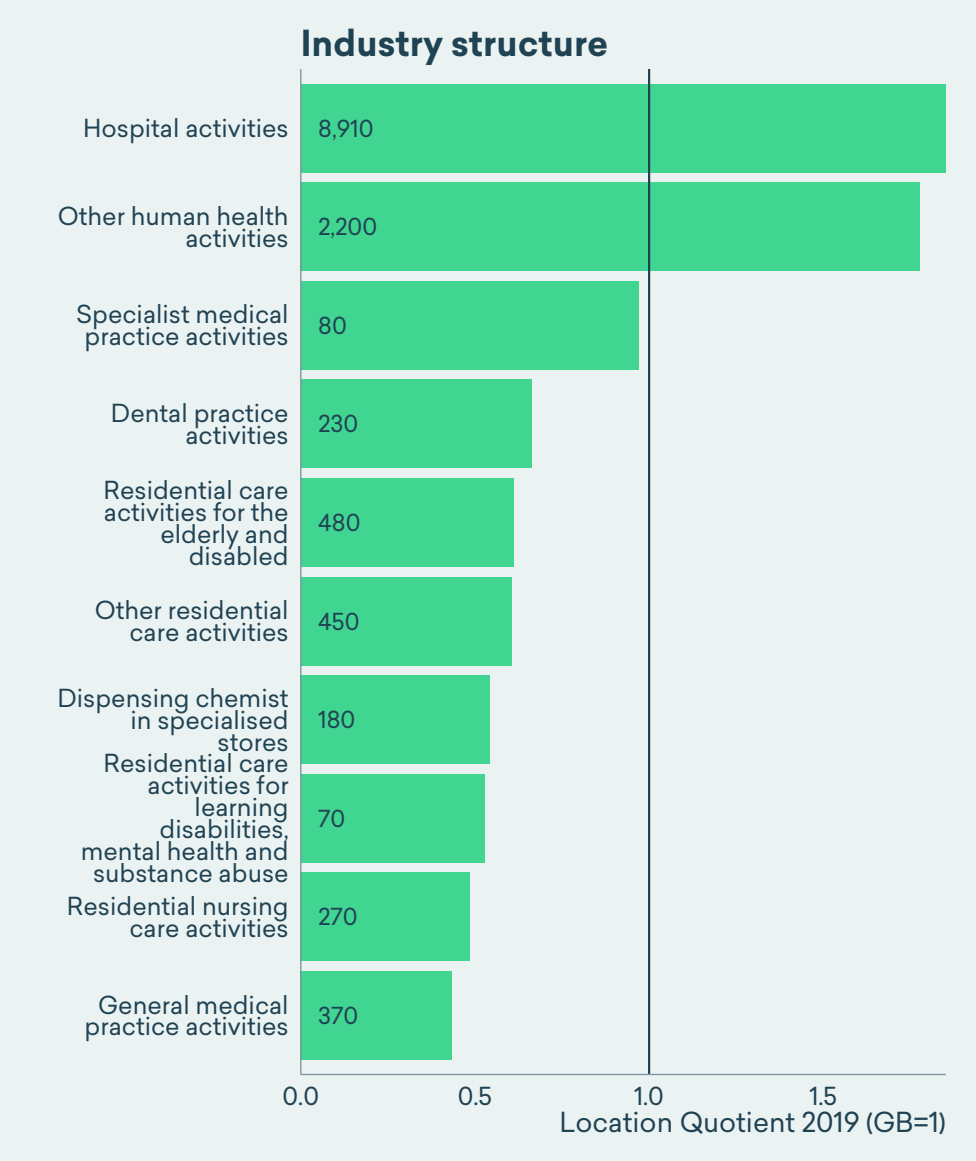
Jobs 2003-2027: Exeter vs Great Britain

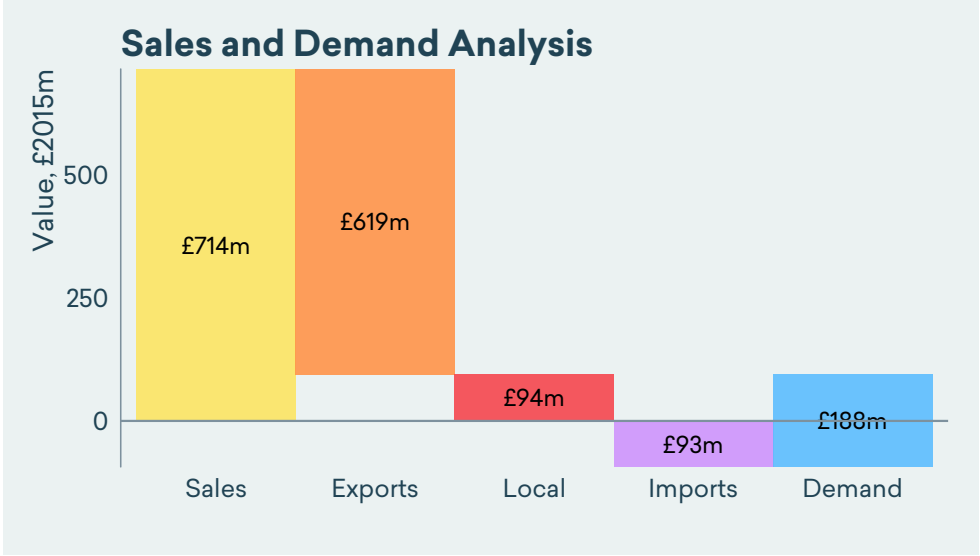


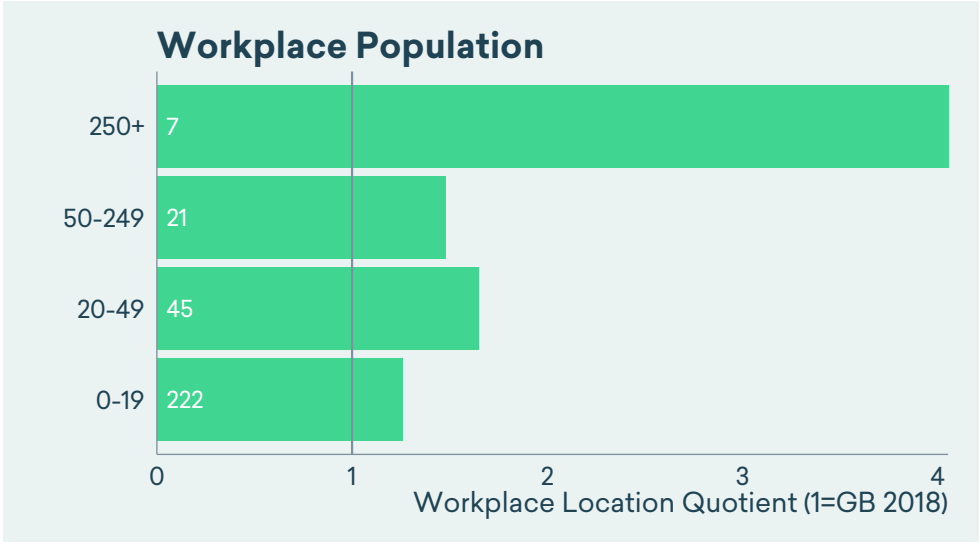
Productivity comparison



Industry structure



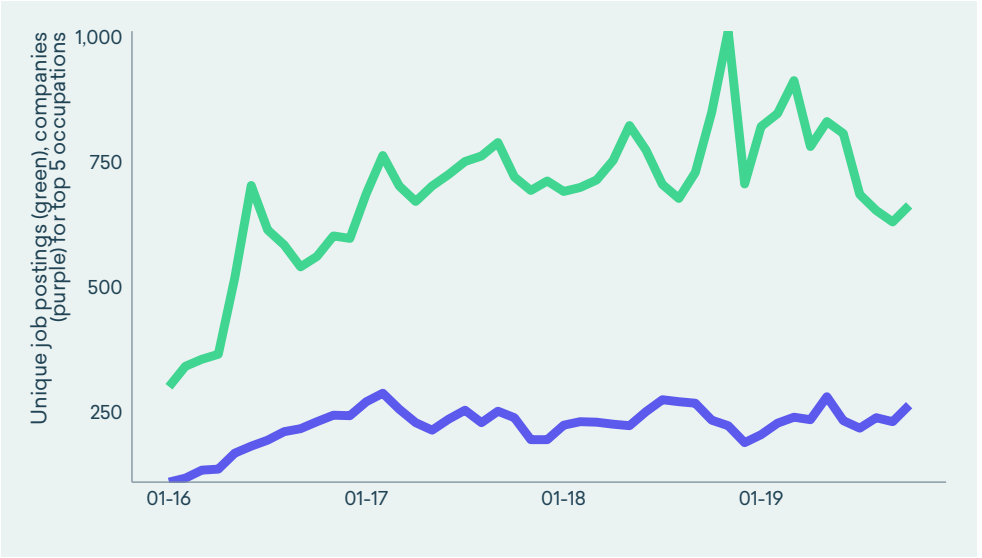


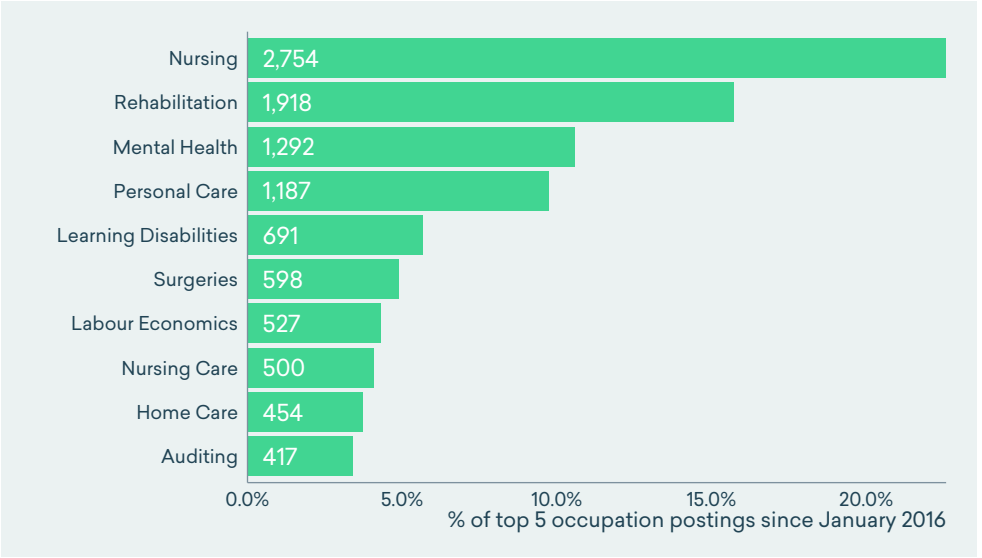


Recruitment outlook

Occupation	Jobs 2019	Jobs 2024	% 19-24	openings 19-24
Nurses	3,360	3,340	-0.6	810
Nursing auxiliaries and assistants	1,480	1,460	-0.8	380
Medical practitioners	1,090	1,090	-0.6	260
Care workers and home carers	1,060	1,040	-1.5	260
Medical secretaries	370	370	-0.7	90
Physiotherapists	250	250	-0.5	60
Dental nurses	190	190	-1.1	50
Midwives	210	200	-0.9	50
Cleaners and domestics	270	250	-6.4	50
Records clerks and assistants	200	200	-2.7	50
Other administrative occupations n.e.c.	220	210	-5.0	50
Receptionists	280	250	-9.8	40
Medical radiographers	170	160	-0.8	40
Medical and dental technicians	160	160	0.6	40
Health professionals n.e.c.	150	150	-0.9	40

N.B.: job openings can still be positive in the context of declining overall job numbers, as the volume of jobs needing to be replaced as workers leave is typically a larger part of labour demand than growth and decline.





Industry data

SIC	Industry	Jobs 2014	Jobs 2019	change 2014-19	% growth 2014-19	LQ 2019	GVA £m 2015
8610	Hospital activities	9,750	8,910	-850	-8.7	1.85	318
8690	Other human health activities	2,540	2,200	-340	-13.3	1.78	48
8622	Specialist medical practice activities	170	80	-80	-50.3	0.97	1
8623	Dental practice activities	450	230	-220	-48.3	0.66	4
8790	Other residential care activities	670	450	-220	-32.4	0.61	12
8730	Residential care activities for the elderly and disabled	550	480	-70	-12.2	0.61	6
4773	Dispensing chemist in specialised stores	120	180	60	54.3	0.54	3
8720	Residential care activities for learning disabilities, mental health and substance abuse	90	70	-20	-23.3	0.53	1
8710	Residential nursing care activities	190	270	80	40.2	0.49	4
8621	General medical practice activities	690	370	-320	-46.9	0.43	8

Overview: Professional services

This report provides a comprehensive overview of Exeter's professional services sector. It looks at the sector's economic impact and productivity, analyses job trends, shows where the job hotspots are, illustrates which industries are key growth drivers, and examines recruitment patterns and skills demand.

Exeter has a less concentrated professional services sector compared with the rest of Great Britain, with national job trends surpassing figures for the region except briefly during the 2008-2009 recession. Productivity, as measured by gross value added (GVA) per filled job, is also substantially lower for Exeter's sector than for the national professional services sector.

According to Emsi's job postings analytics, book-keepers, payroll managers and wage clerks are projected to be the most in-demand occupations over the next five years and the most sought-after skills are accountancy-based.

JOBS & OUTPUT

Job trends in Exeter's professional services sector have experienced strong fluctuation over the years. There was an increase of nearly 70 per cent between 2006 and 2010, followed almost immediately by a sharp drop. There was considerable consolidation in the sector during this period ending in the recession, resulting in a decrease in the number of professional services establishments. Since then, jobs have gradually been increasing again, although projections suggest growth will flatline between now and 2027.

Compared with the rest of the country, Exeter has a less pronounced professional services sector. National job trends have been surpassing Exeter's figures since 2011 and this is projected to continue. The GVA per filled job is almost twice as high for the national professional services sector than for Exeter's sector (£40,000). That said, Exeter's professional services sector is around 27 per cent more productive than the rest of its local economy, remaining an important contributor to overall performance.

INDUSTRY STRUCTURE

There are four industries driving the sector's regional strength. Trusts, funds and similar financial entities are the most significant. The industry supports over 300 jobs and is highly specific to the Exeter area. Legal activities are also a key industry (supporting around 1,800 jobs) with more than twice as much job activity in Exeter than the rest of Great Britain. Administration of financial markets and life insurance are also relatively concentrated; all three of these represent relatively few jobs compared e.g. to the numbers in legal activities (1,790 jobs), accounting (910 jobs) or business and management consultancy (920 jobs).

In 2015, the sector generated sales totalling £470m, with a relatively even split between 'exports' (sales made outside the region, both UK and international) and local sales. Purchases, however, were almost double that, reflecting a high local demand not currently met by local businesses.

There are an estimated 663 professional services workplaces in Exeter, most of which – in line with national trends – are micro workplaces (0-19 employees). Compared with the rest of Great Britain, Exeter has three times as many small workplaces (20-49 employees) and more than twice as many mid-sized workplaces (50-249 employees).

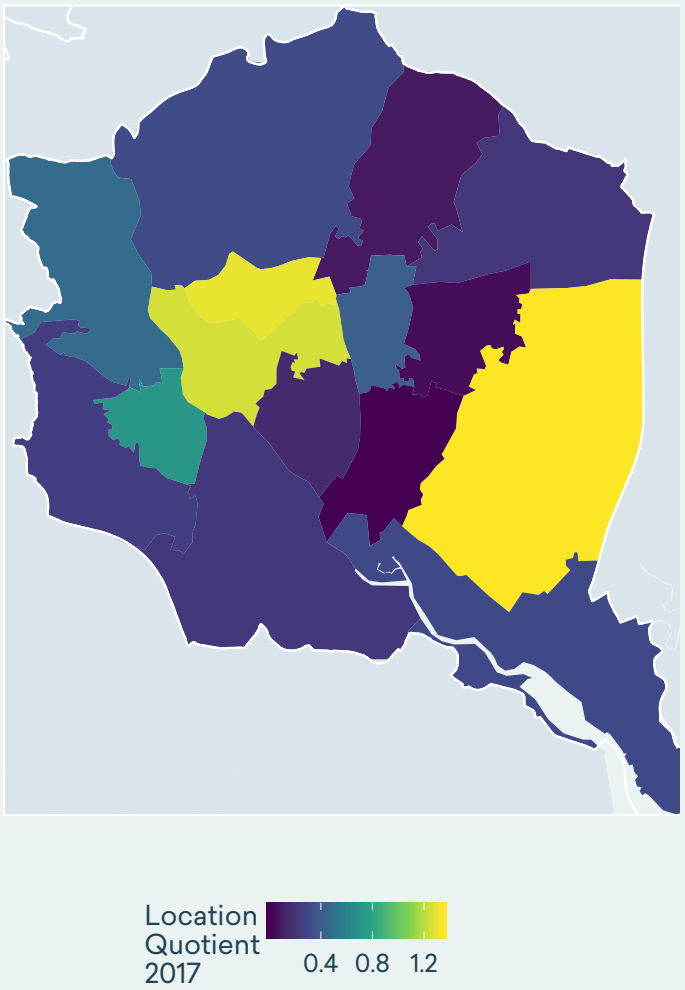
RECRUITMENT OUTLOOK

An analysis of the top 15 sector occupations based on projected job openings between 2019 and 2024 highlights which roles will be most in demand. The largest demand over the next five years will be for book-keepers, payroll managers and wage clerks, with a projected 120 new job openings between now and 2024. However, this occupation is projected to experience some marginal jobs decline over the next five years; as such, all new openings will be due to a need to replace workers.

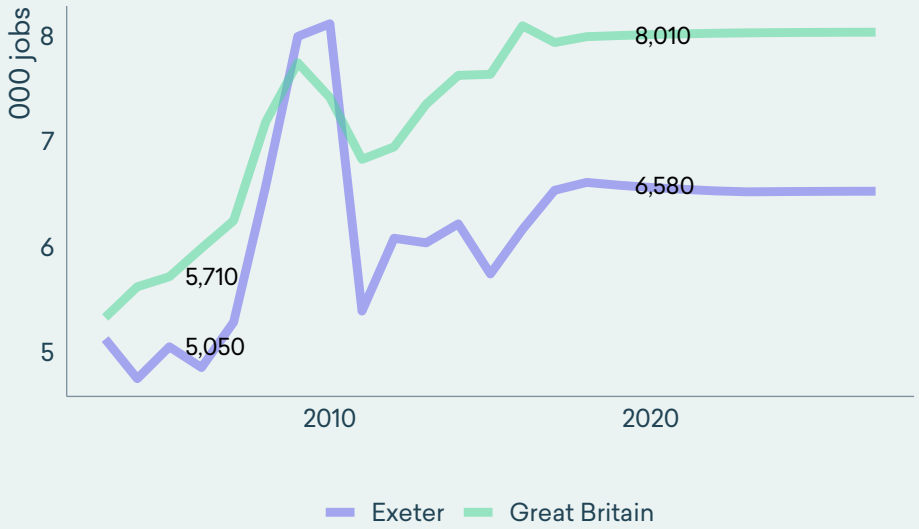
Job posting analytics show that demand for the top five occupations has been increasing, albeit with strong fluctuations. The biggest drop in job postings activity was towards the end of 2017, but this was followed immediately by a renewed surge in demand. In total, there were more than 10,000 job postings for leading professional services roles between 2016 and 2019. The most sought-after skills are in the fields of accountancy and business development.

Jobs and output

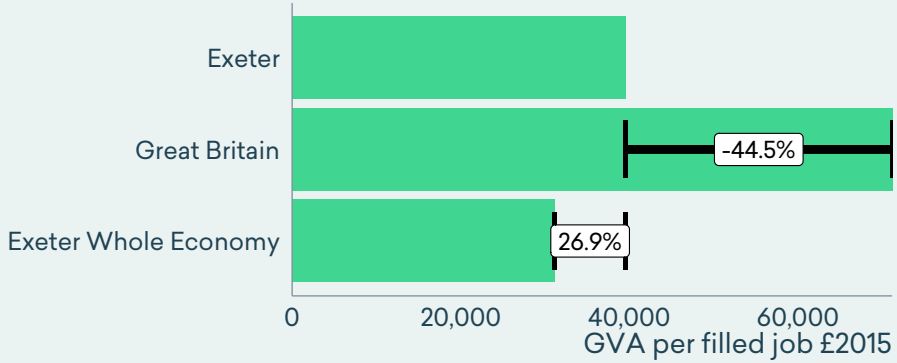
Job concentrations in Exeter



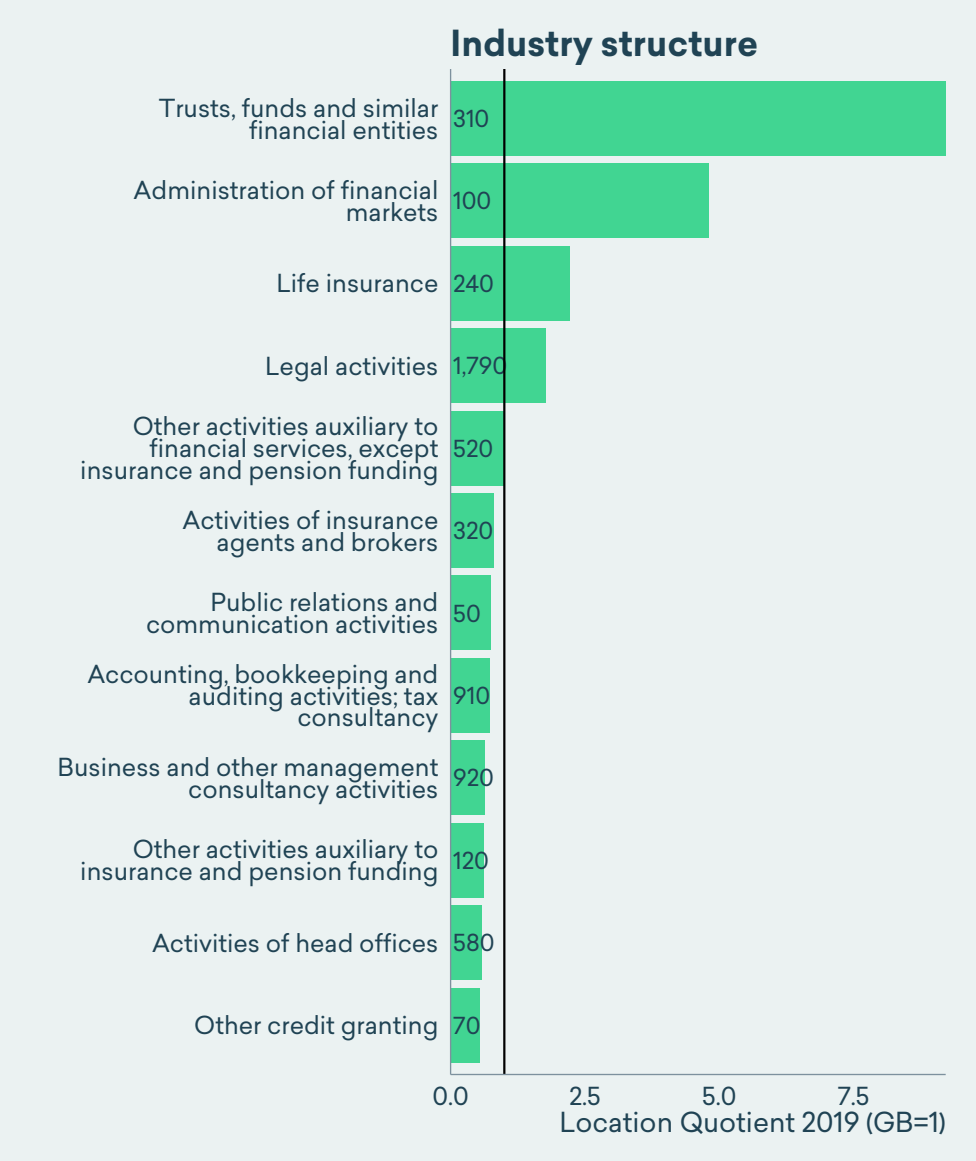
Jobs 2003-2027: Exeter vs Great Britain

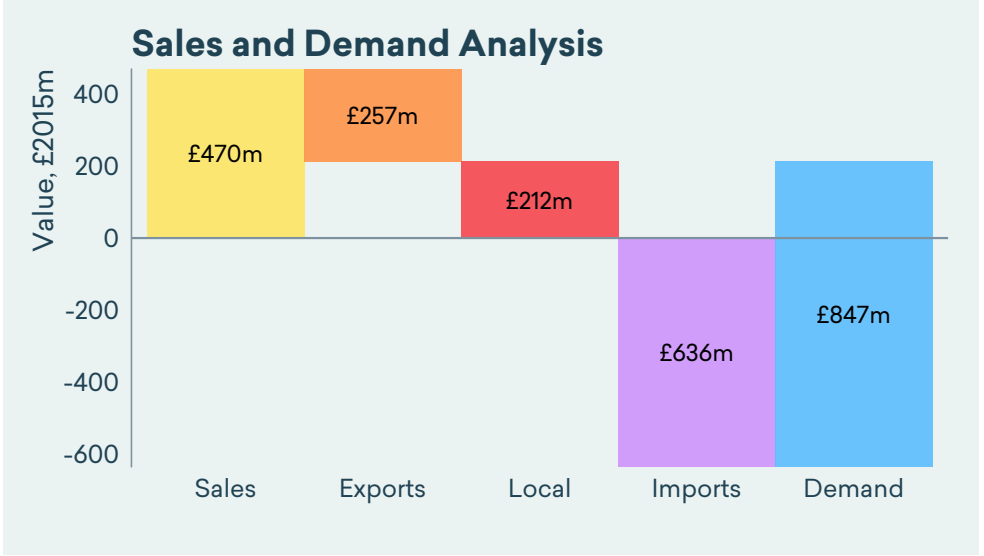


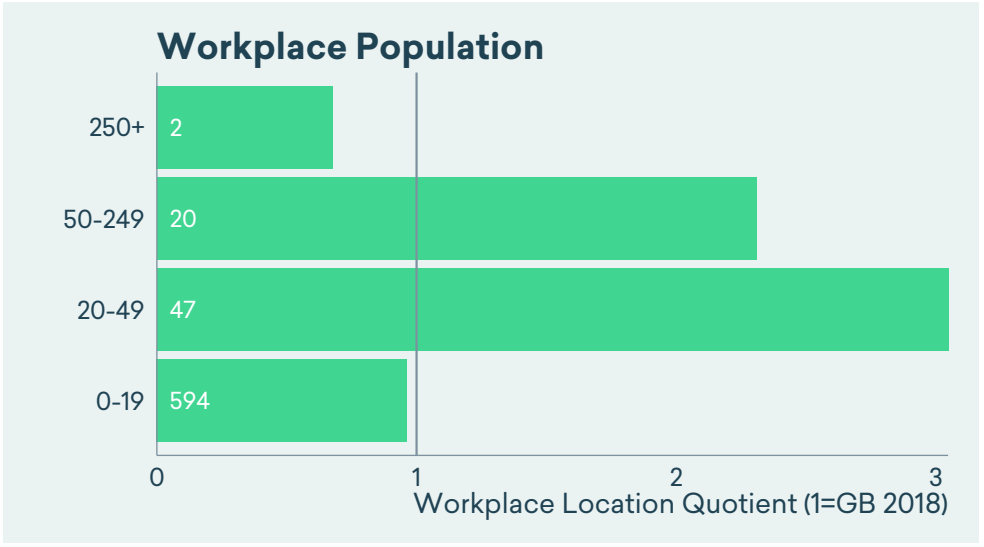
Productivity comparison



Industry structure

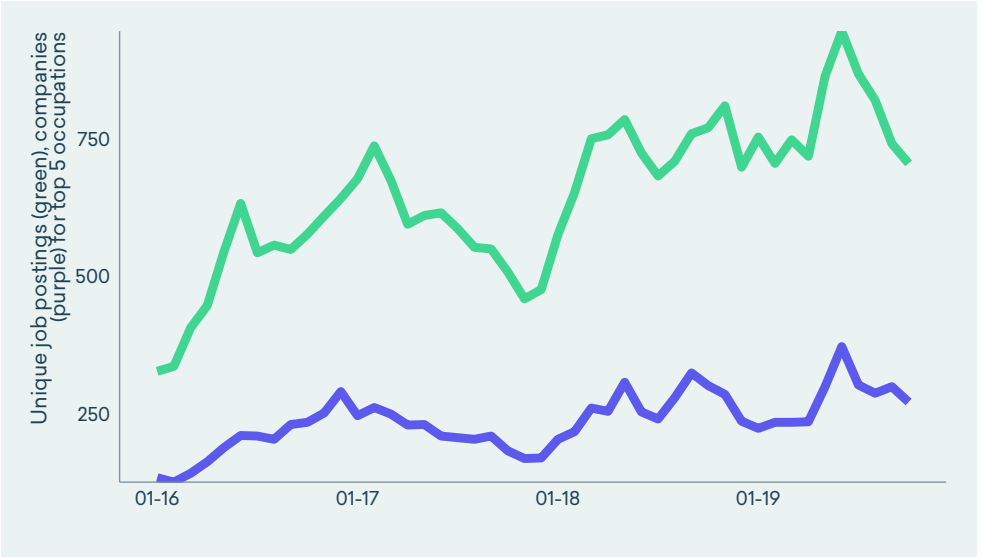


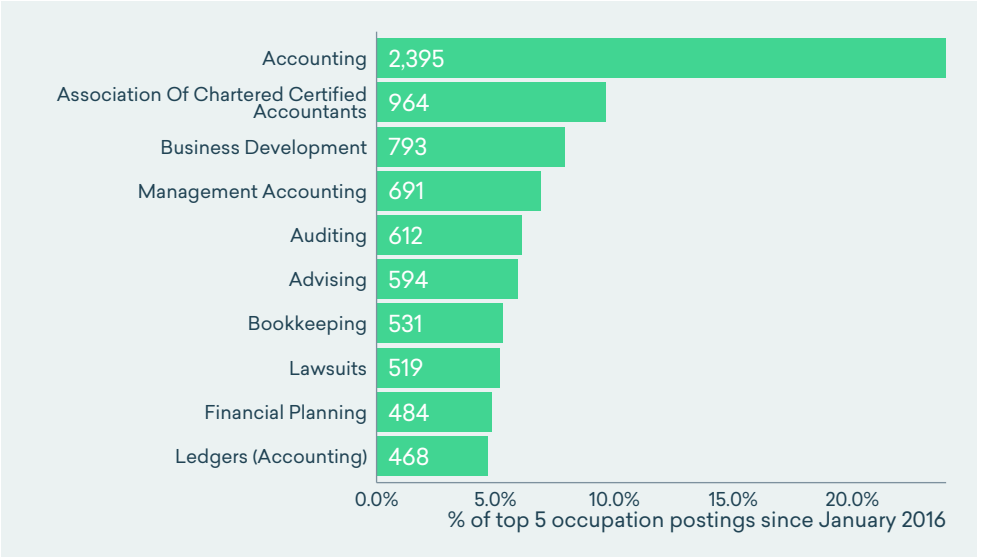




Recruitment outlook

Occupation	Jobs 2019	Jobs 2024	% 19-24	openings 19-24
Book-keepers, payroll managers and wages clerks	500	490	-2.1	110
Solicitors	510	480	-6.6	90
Finance and investment analysts and advisers	340	350	3.0	90
Chartered and certified accountants	280	270	-2.2	70
Legal secretaries	330	310	-6.0	60
Management consultants and business analysts	220	220	1.6	60
Other administrative occupations n.e.c.	210	210	0.0	50
Legal associate professionals	290	280	-4.9	50
Financial managers and directors	190	200	3.6	50
Sales accounts and business development managers	170	170	3.9	40
Personal assistants and other secretaries	160	160	0.8	40
Financial accounts managers	180	170	-0.4	40
Financial administrative occupations n.e.c.	160	160	-1.4	40
Business and financial project management professionals	140	140	-0.3	40
Marketing and sales directors	90	90	1.6	20





Industry data

SIC	Industry	Jobs 2014	Jobs 2019	change 2014-19	% growth 2014-19	LQ 2019	GVA £m 2015
6430	Trusts, funds and similar financial entities	270	310	50	17.0	9.21	2
6511	Life insurance	320	240	-80	-24.9	2.23	24
6910	Legal activities	1,930	1,790	-140	-7.4	1.77	68
6619	Other activities auxiliary to financial services, except insurance and pension funding	470	520	60	11.8	1.02	21
6622	Activities of insurance agents and brokers	110	320	210	193.1	0.80	4
7021	Public relations and communication activities	30	50	20	61.3	0.76	1
6920	Accounting, bookkeeping and auditing activities; tax consultancy	730	910	180	24.5	0.74	18
7022	Business and other management consultancy activities	660	920	250	38.4	0.64	40
6629	Other activities auxiliary to insurance and pension funding	120	120	0	-1.6	0.61	5
7010	Activities of head offices	310	580	270	86.0	0.59	3
6492	Other credit granting	20	70	50	226.8	0.55	0
6512	Non-life insurance	180	80	-100	-54.6	0.49	8
6612	Security and commodity contracts brokerage	50	50	0	8.5	0.45	1
6419	Other monetary intermediation	920	380	-540	-58.5	0.34	29

Overview: Knowledge industries

This report provides a comprehensive overview of Exeter's knowledge industries sector. It looks at the sector's economic impact and productivity, analyses job trends, shows where the job hotspots are, illustrates which industries are key growth drivers, and examines recruitment patterns and skills demand.

The knowledge industries sector has a particularly high concentration of jobs in the region, particularly in the north of the city, where the University of Exeter is located. The Exeter Innovation Centre, which was completed in 2008, has additionally driven recruitment to the area, and job numbers are far in excess of the national average for an area of this size. However, knowledge industry activities previously conducted at the Innovation Centre have since moved to Exeter Science Park, and this is likely to impact future figures..

Despite this high concentration of jobs, the sector in Exeter has lower productivity levels than Great Britain in relative terms, in other words the sector generates nearly 19 per cent less gross value added (GVA) per filled job in Exeter than in the rest of the country on average.

JOBS & OUTPUT

Jobs in Exeter's knowledge industries sector more than tripled between 2003 and 2019. The most notable growth spike was in 2007, when jobs went from around 1,800 to nearly 3,500 in the space of one year. This was in part due to a recruitment drive by the University of Exeter in 2007, as well the opening of the Exeter Innovation Centre in 2008, which saw a 37,000 sq ft building constructed. Jobs are particularly concentrated in the north of the city, which is where both the university and the innovation centre are located, with nearly 30 times the number of jobs as is nationally typical. A further concentration is in the Middlemoor & Sowton area, where the Met Office's presence brings 1,800 jobs in professional, scientific and technical industries.

Despite being home to a high number of jobs, the sector generates nearly 19 per cent less gross value added (GVA) than it does in Great Britain on average. The sector is, however, 27 per cent more productive than the rest of Exeter's local economy.

INDUSTRY STRUCTURE

The sector has two core industries. The largest in terms of job numbers is the tertiary education industry, driven by the university. Other professional scientific and technical activities is six times as large in Exeter than elsewhere in the country, led by the Met Office. All of the sector's key industries have experienced jobs growth in recent years, suggesting potential opportunities for increasing economic impact and productivity.

Sector sales amounted to £398m in 2015, with the vast majority of goods and services being sold as 'exports' (meaning outside the region i.e. to the rest of the UK and internationally), reflecting the presence especially of the university and the Met Office. Small workplaces (20-49 employees) are not as common in Exeter as they are in the rest of the country, whilst micro workplaces (0-19 employees) are slightly more prevalent. Large workplaces include the Met Office, the University of Exeter and Exeter College.

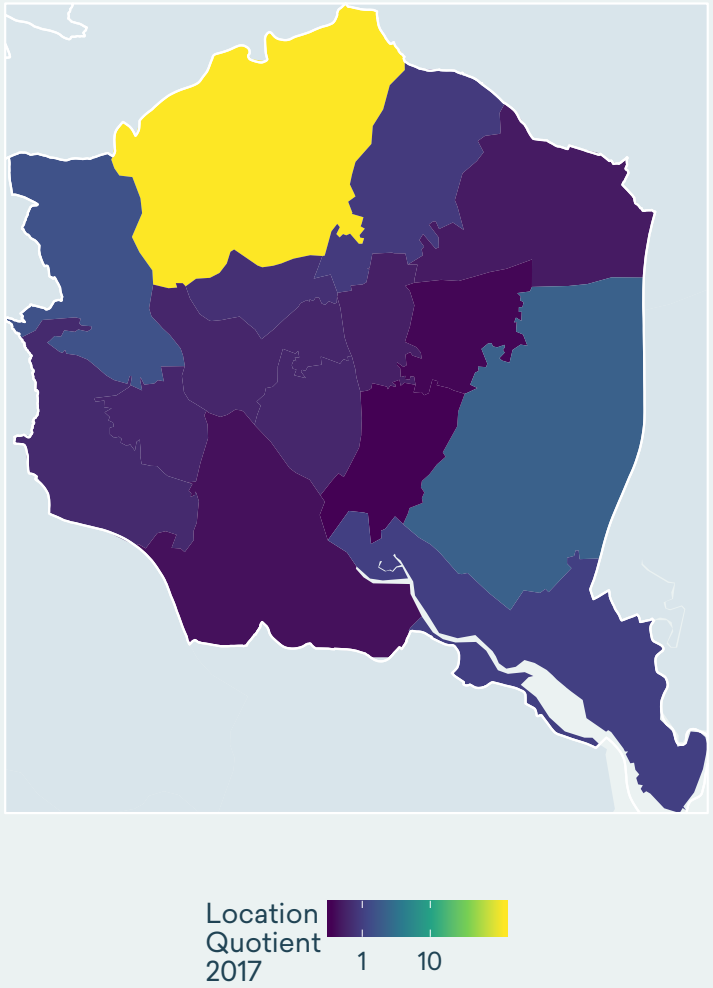
RECRUITMENT OUTLOOK

An analysis of the top 15 sector occupations based on projected job openings between 2019 and 2024 highlights which roles will be most in demand. The largest demand over the next five years will be for higher education teaching professionals, with a projected 310 new job openings between now and 2024; various scientific roles also feature.

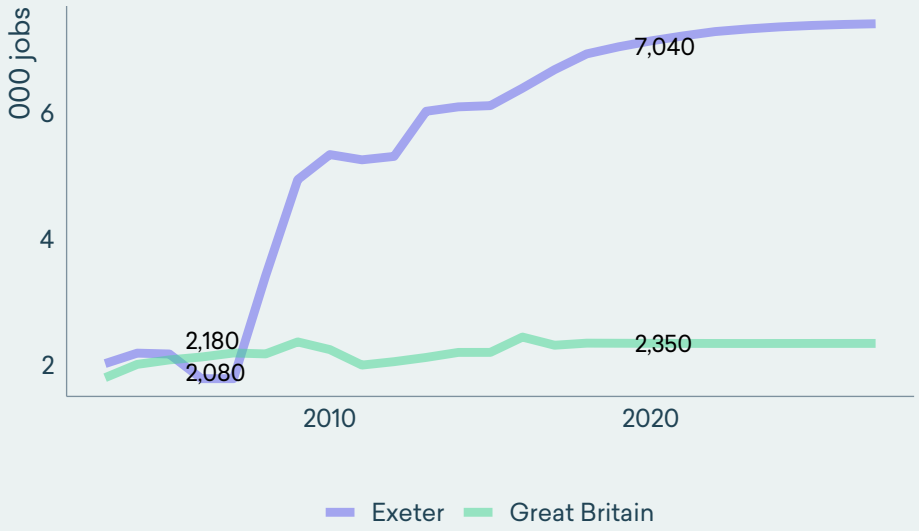
Job posting analytics for the top 5 occupations show that demand rose sharply in 2016, with around 200 job postings at the start of the year and nearly 600 postings in early 2017. Demand then dropped again throughout 2017 and has since levelled out. In total, there were nearly 6,000 job postings from over 1,500 individual companies between 2016 and 2019. Even though teaching professionals were most sought after, the most in-demand skills were in actual fact those relating to quantity surveyor job roles (included here because of their presence in other professional and scientific services).

Jobs and output

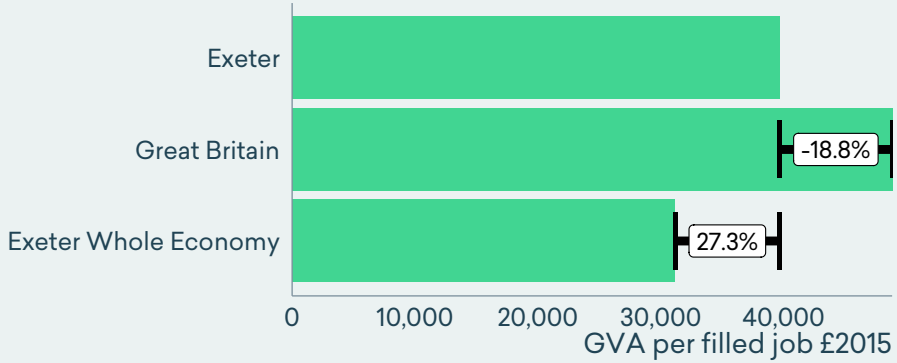
Job concentrations in Exeter



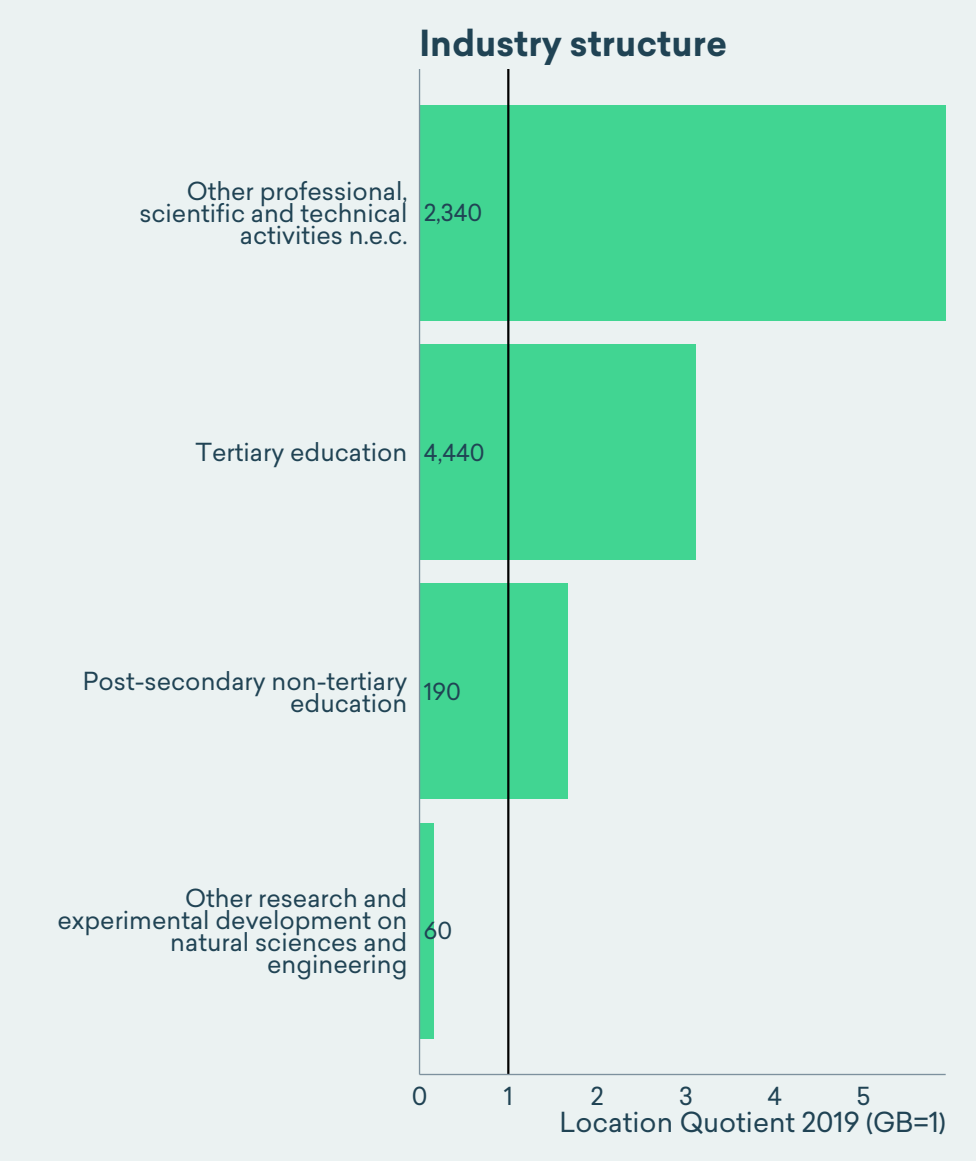
Jobs 2003-2027: Exeter vs Great Britain

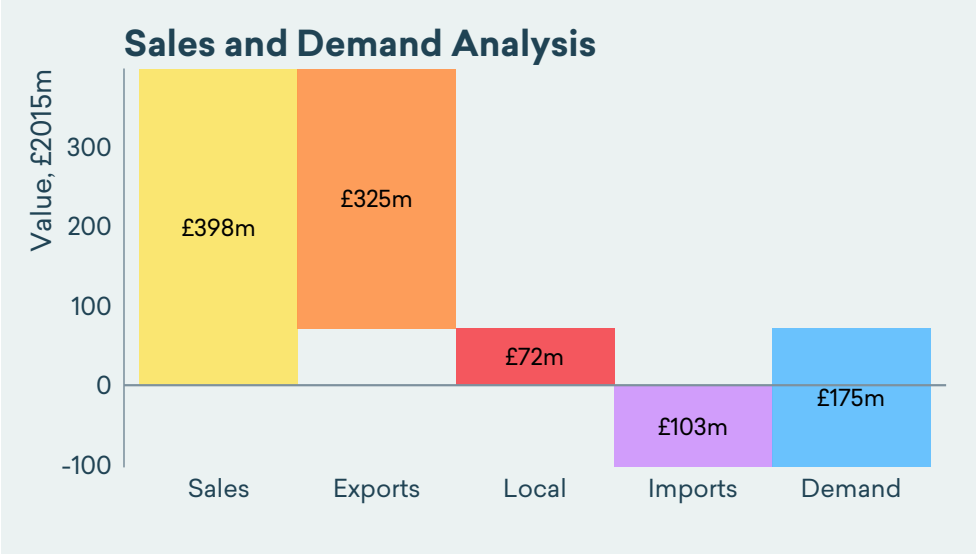


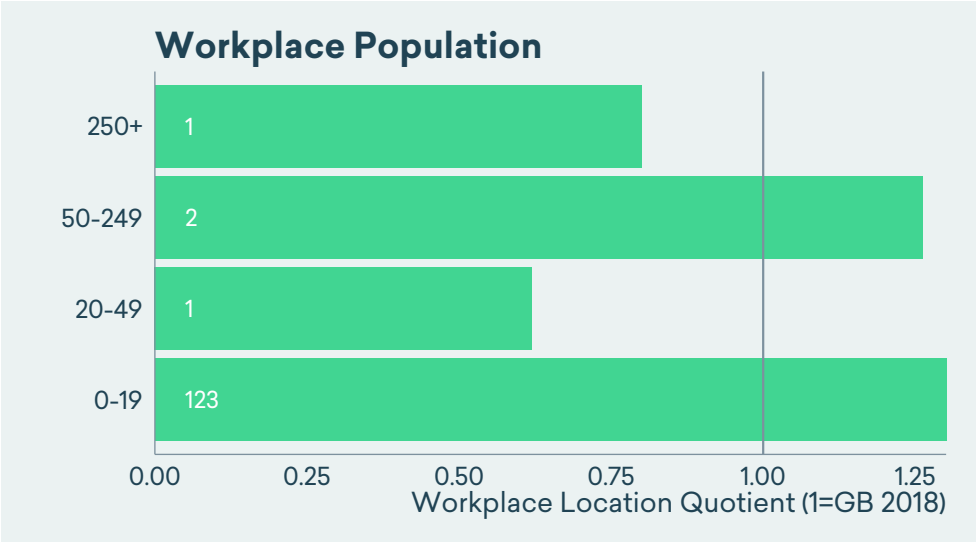
Productivity comparison



Industry structure



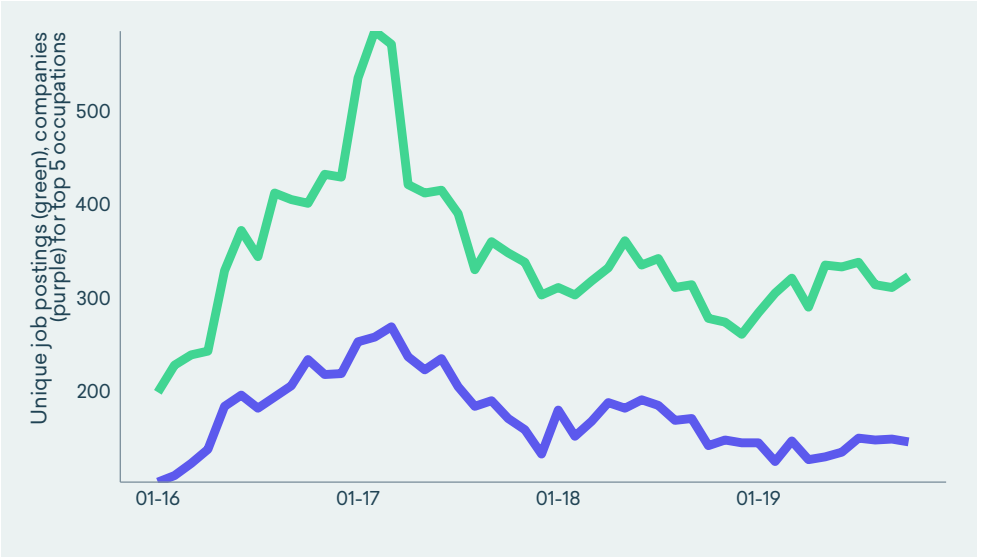


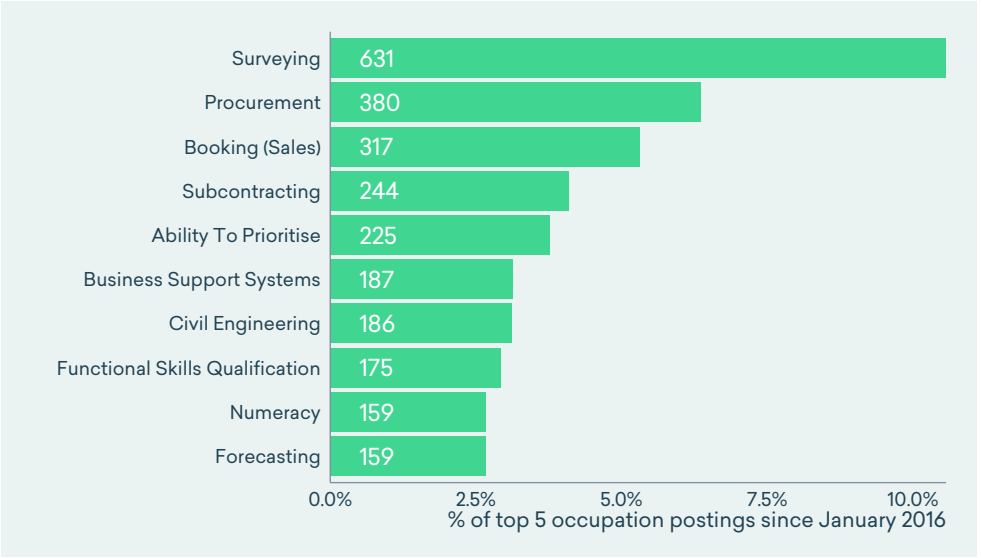


Recruitment outlook

Occupation	Jobs 2019	Jobs 2024	% 19-24	openings 19-24
Higher education teaching professionals	1,090	1,130	3.5	330
Further education teaching professionals	430	460	6.0	140
Other administrative occupations n.e.c.	260	280	5.1	80
Senior professionals of educational establishments	260	260	3.1	80
Quantity surveyors	210	220	5.1	70
Natural and social science professionals n.e.c.	260	270	4.3	60
Environment professionals	190	200	2.8	40
Biological scientists and biochemists	140	160	7.1	40
Personal assistants and other secretaries	110	110	4.1	30
Book-keepers, payroll managers and wages clerks	100	110	5.1	30
Cleaners and domestics	100	110	5.1	30
Managers and proprietors in other services n.e.c.	90	90	3.9	30
Business and related associate professionals n.e.c.	100	110	3.8	30
Sales accounts and business development managers	110	110	2.4	30
Physical scientists	110	120	4.7	30

N.B.: Quantity surveyors feature here because of their place in the SIC industry class 'Other professional, scientific and technical activities n.e.c.' (n.e.c. is 'not elsewhere classified'), which also includes e.g. the Met Office.





Industry data

SIC	Industry	Jobs 2014	Jobs 2019	change 2014-19	% growth 2014-19	LQ 2019	GVA £m 2015
7490	Other professional, scientific and technical activities n.e.c.	1,840	2,340	500	27.3	5.93	97
8542	Tertiary education	4,140	4,440	300	7.3	3.12	143
8541	Post-secondary non-tertiary education	80	190	120	145.3	1.67	2
7219	Other research and experimental development on natural sciences and engineering	30	60	20	75.2	0.16	0

Overview: Digital

This report provides a comprehensive overview of Exeter's digital sector. It looks at the sector's economic impact and productivity, analyses job trends, shows where the job hotspots are, illustrates which industries are key growth drivers, and examines recruitment patterns and skills demand.

The digital sector in Exeter is growing fast, with the number of jobs doubling since 2012. The region has consistently been outperforming the rest of Great Britain in terms of jobs growth, and this trend is expected to continue. However, productivity is around 42 per cent lower, with an average GVA per job of £40,000.

Exeter's digital sector strengths primarily stem from telecommunications activities, web portals, and data processing, hosting and related activities. Telecommunications is a strong driver of jobs as well as regional competitiveness, with a sector that is five times the size of the GB average. Opportunities lie in maintaining and enhancing existing industry strengths, as well as turning potential growth industries, e.g. computer consultancy activities, into regional strengths that could improve productivity.

Recruitment demand will revolve around managerial and business development roles as well as more conventional requirements for programmers and software development professionals. Programming languages and agile software development skills will be key to meet regional job demands.

In summary, Exeter's digital sector offers a wealth of opportunities to improve productivity and regional competitiveness; the challenge will be to harness them effectively by enhancing potential growth industries, nurturing existing strength areas, ensuring the region attracts the right talent, and considering suitable consolidations to improve regional self-dependence.

JOBS & OUTPUT

Exeter has experienced much stronger digital jobs growth than Great Britain, and this trend is expected to continue. On the other hand, digital productivity in Exeter is lower than Great Britain, when measured by lower GVA per filled job.

Digital job hotspots are predominantly in Central Exeter and in Middlemoor & Sowton, where the Sowton Industrial Estate is located. Both areas are strong in the telecommunications industry, whilst Central Exeter also has a large data processing workforce.

INDUSTRY STRUCTURE

Exeter's digital sector is dominated by telecommunications and computer consultancy activities. Regional strengths are in telecommunications, web portals, and data processing, hosting and related activities. Exeter has around five times as many jobs in the telecommunications industry than the rest of the country on average – central to the local sector, as well as being the largest industry by jobs.

Digital sector sales totalled £270m in 2015, with £159m in 'exports' (sales made outside the Exeter region or internationally). Around half of digital sector purchases were satisfied within the region. Exeter's digital workplace profile is typical for a city of its size. It has a higher number of large workplaces (250+ employees) compared with the rest of the country, but comparatively fewer micro workplaces (0-19 employees).

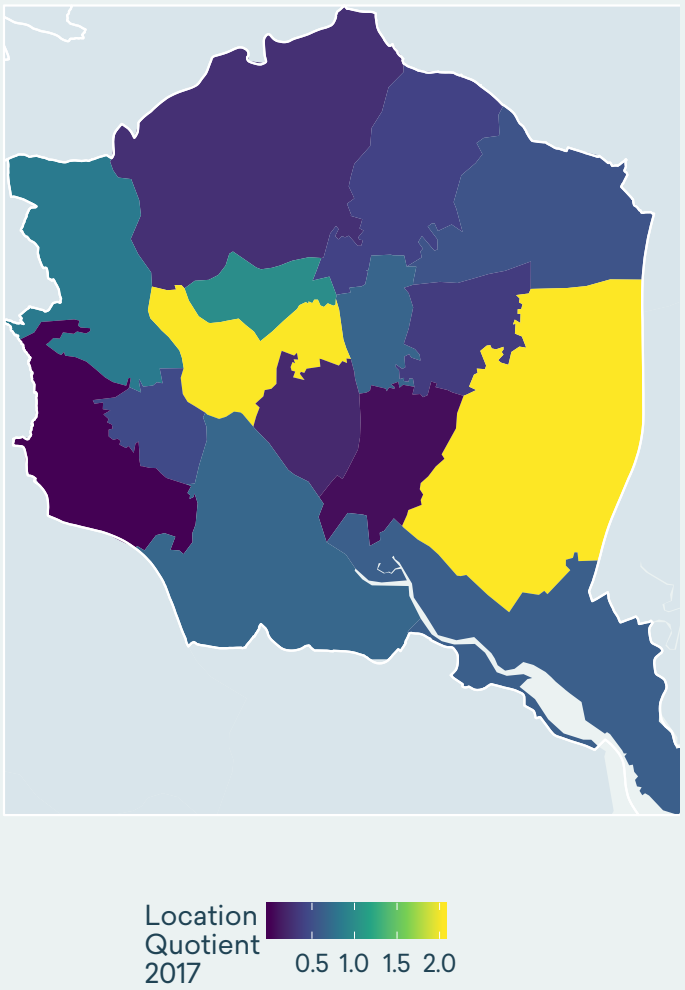
RECRUITMENT OUTLOOK

An analysis of the top 15 sector occupations based on projected job openings between 2019 and 2024 highlights which roles will be most in demand. The largest demand will be for programmers and software development professionals as well as managerial roles in IT and business development.

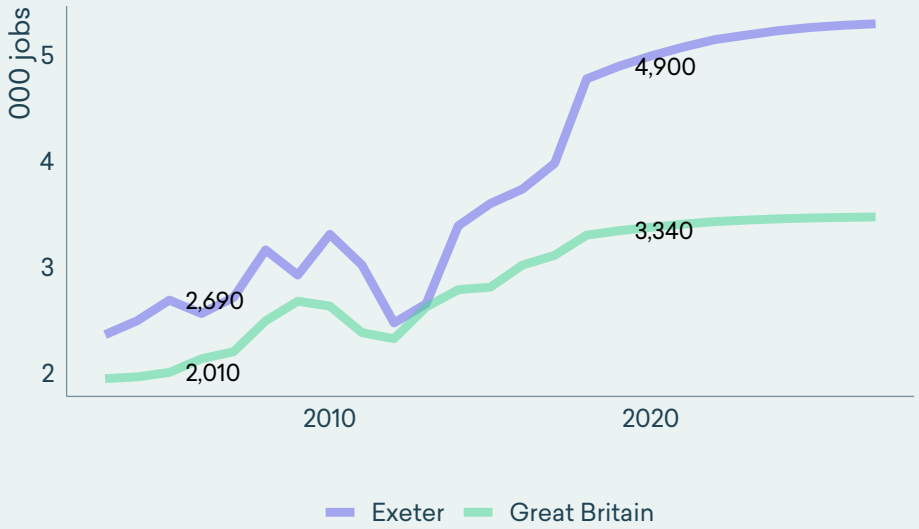
Job posting analytics for the top 5 occupations reveal demand spikes in the first half of 2016 and early 2017, followed by a gradual increase until the middle of 2019. In total there were 11,225 job postings from 3,258 individual companies between 2016 and 2019. The main skills requirements were for various different programming languages, the most in-demand being SQL, as well as agile software development.

Jobs and output

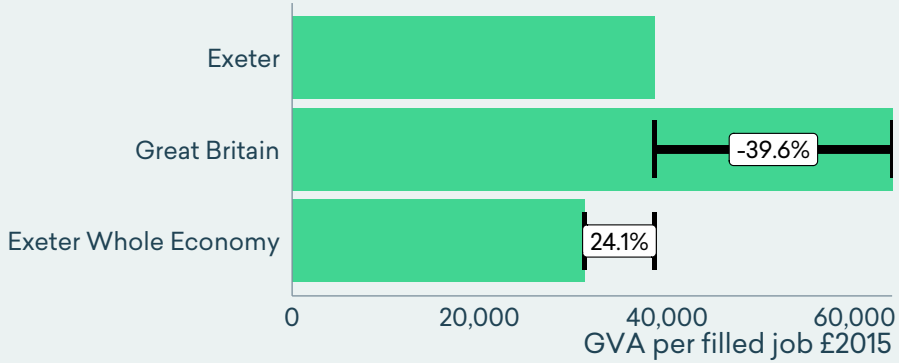
Job concentrations in Exeter



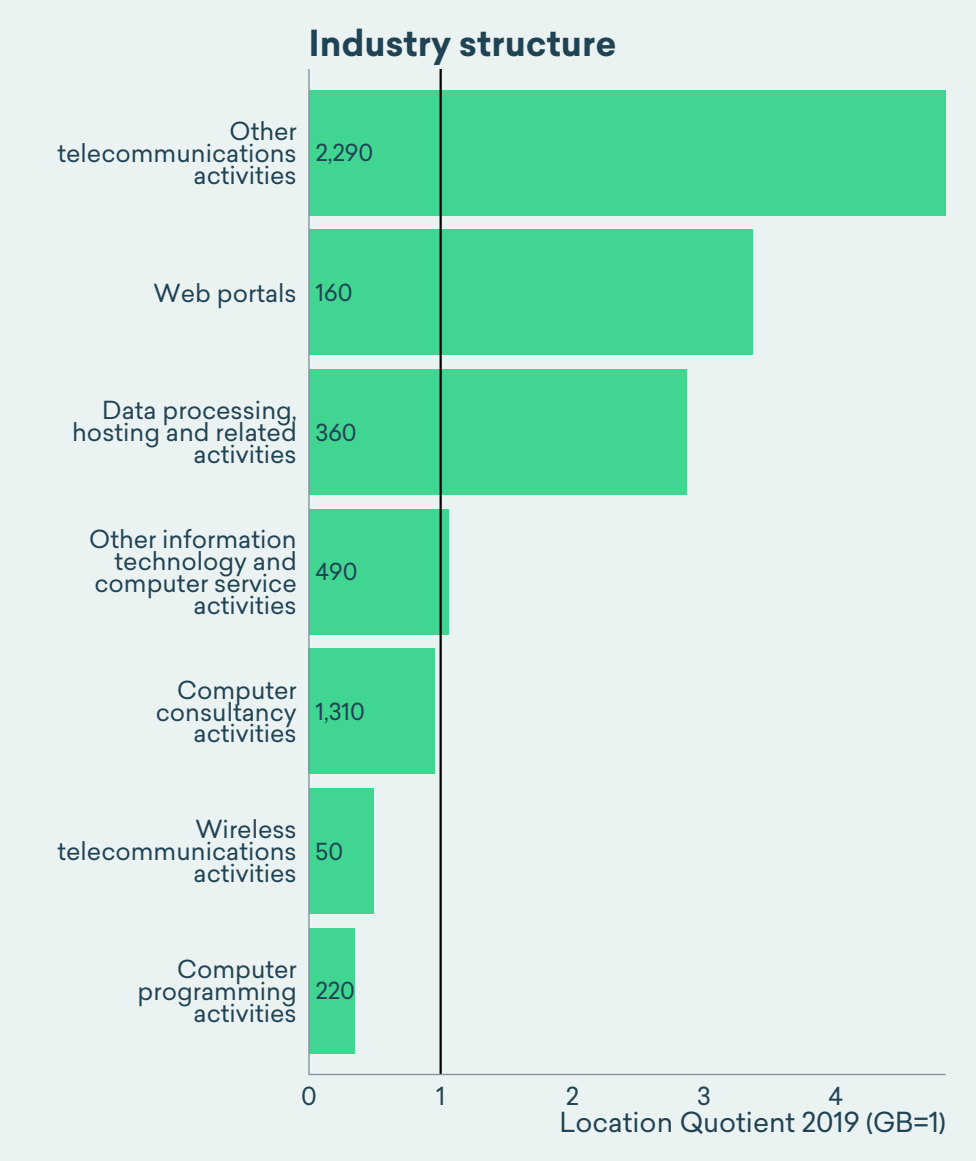
Jobs 2003-2027: Exeter vs Great Britain

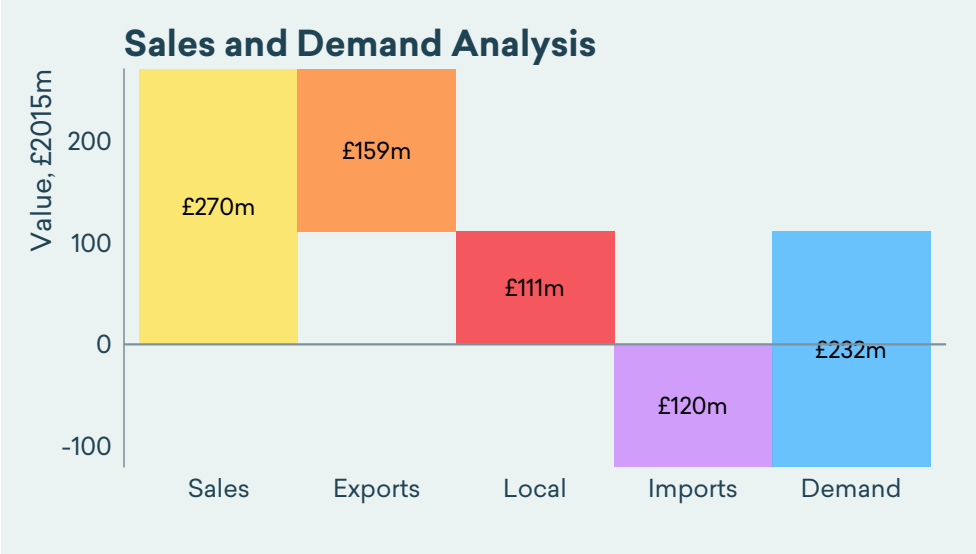


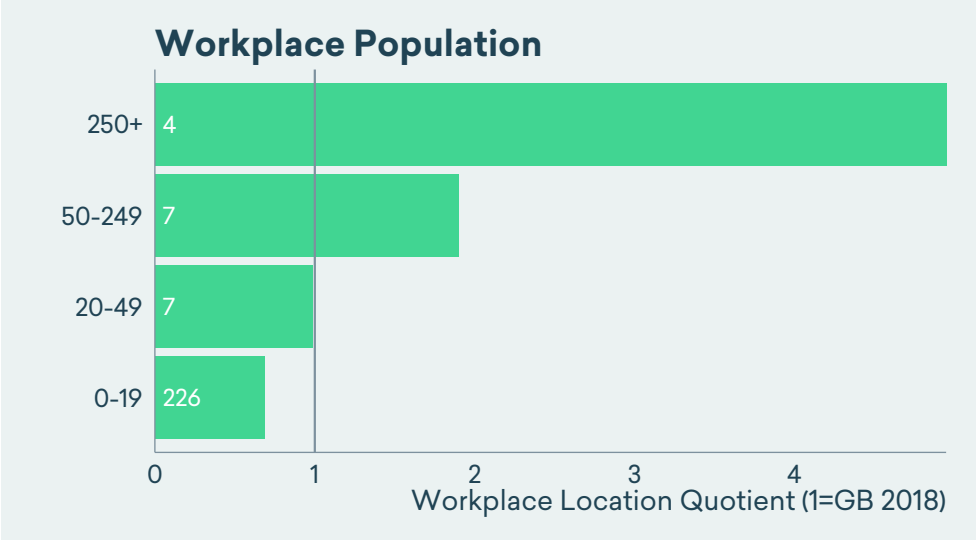
Productivity comparison



Industry structure

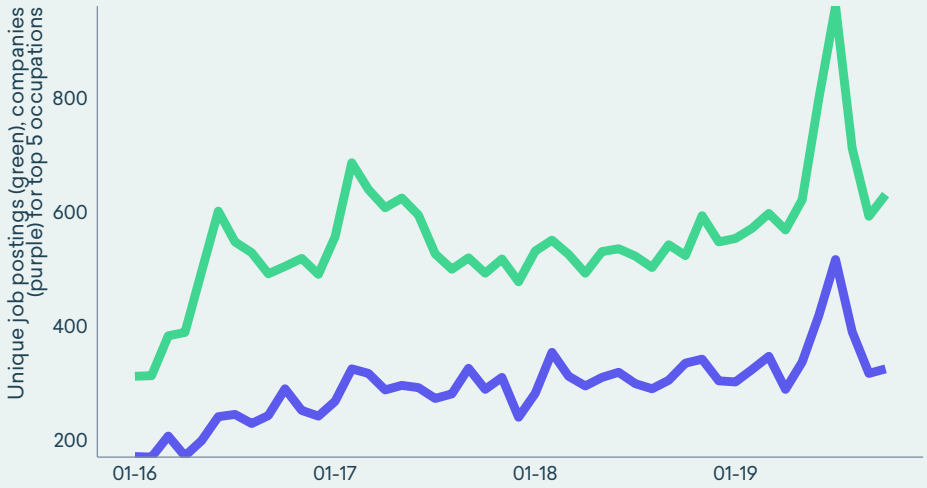


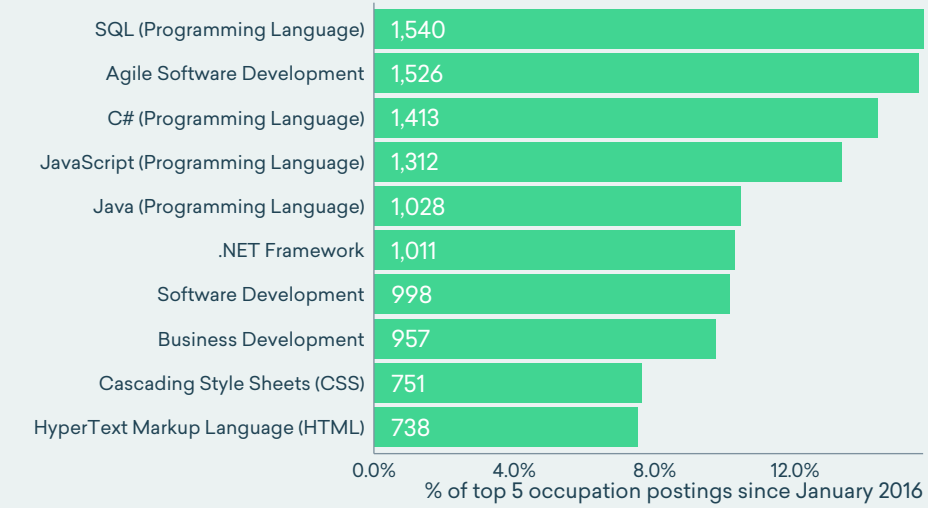




Recruitment outlook

Occupation	Jobs 2019	Jobs 2024	% 19-24	openings 19-24
Sales accounts and business development managers	330	350	8.3	100
Programmers and software development professionals	370	400	7.6	100
Information technology and telecommunications professionals n.e.c.	370	390	5.7	90
IT specialist managers	370	390	5.4	90
Marketing and sales directors	150	160	10.6	50
Customer service occupations n.e.c.	160	170	4.4	40
Other administrative occupations n.e.c.	120	130	8.0	40
IT project and programme managers	160	170	5.4	40
IT operations technicians	130	140	11.5	40
Customer service managers and supervisors	130	140	5.7	30
IT user support technicians	140	140	6.4	30
Call and contact centre occupations	120	130	6.0	30
IT business analysts, architects and systems designers	130	140	6.6	30
Telecommunications engineers	160	160	1.8	30
Information technology and telecommunications directors	110	110	5.7	30





Industry data

SIC	Industry	Jobs 2014	Jobs 2019	change 2014-19	% growth 2014-19	LQ 2019	GVA £m 2015
6190	Other telecommunications activities	2,110	2,290	180	8.8	4.84	82
6311	Data processing, hosting and related activities	140	360	220	151.1	2.87	5
6209	Other information technology and computer service activities	230	490	250	107.7	1.06	14
6202	Computer consultancy activities	750	1,310	570	76.2	0.96	30
6201	Computer programming activities	130	220	90	69.7	0.34	6