

BRIEFING NOTE: Director - Business Development Education and Skills

Report Title: Curriculum Development Opportunities in **Retail & Wholesale**.

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Purpose of report

To review the 2021 '*Retail & Wholesale Trade*' curriculum offer and existing campus facilities, to realise curriculum opportunities going forward in support of regional growth priorities and to enhance the likelihood of success of those interested in a career in Retail & Wholesale Trade industry which is the second greatest employer and 4th greatest source of regional GVA.

Background

Northumberland is home to a significant and growing Retail & Wholesale infrastructure however currently there is little opportunity to train toward this career pathway. This report looks to establish curriculum opportunities going forward in support of regional growth priorities and enhance the likelihood of success of those interested in a career in the Retail industry which is one of Northumberland's greatest source of GVA and employment.

Emsi labour market analytics study completed August 2020 indicates that '*Retail & Wholesale Trade*' is the second largest industry in terms of employment number in Northumberland (Fig 1.1) accounting for in the region of 16,000 employed positions (against 133,000 total regional employment of 190,000 working age population), Office for National Statistics census data suggests that this figure is greater however ONS data is less current and the sector has seen a period of negative growth (2008~2015) however Emsi predict a period of resurgence to 2024 which further supports the sector as a skills priority area. Also indicated by Emsi is that '*Retail & Wholesale Trade*' is a significant factor in regional GVA generating in the region of £430m (Fig 1.2). '*Retail & Wholesale Trade*' is also indicated as a growth sector, exhibiting growth of 1500 jobs in the period 2015~24 following a period of decline to 2008 (Fig 1.4).

Post 16 education in Northumberland does not yet offer an accessible, joined-up progression pathway through Further Education, into apprenticeships & employment in the Retail & Wholesale Trade sector. Post 16 education must be aligned with the '*Good Work Pledge*' to provide young people and adults with access to '*Good Work*' that provides security, skills, progression opportunities, a decent standard of living, promotes health and well-being and helps to underpin regional growth in Northumberland County.

Figure 1.1: Industry share of jobs (Northumberland), Emsi 2020.

Largest Industries

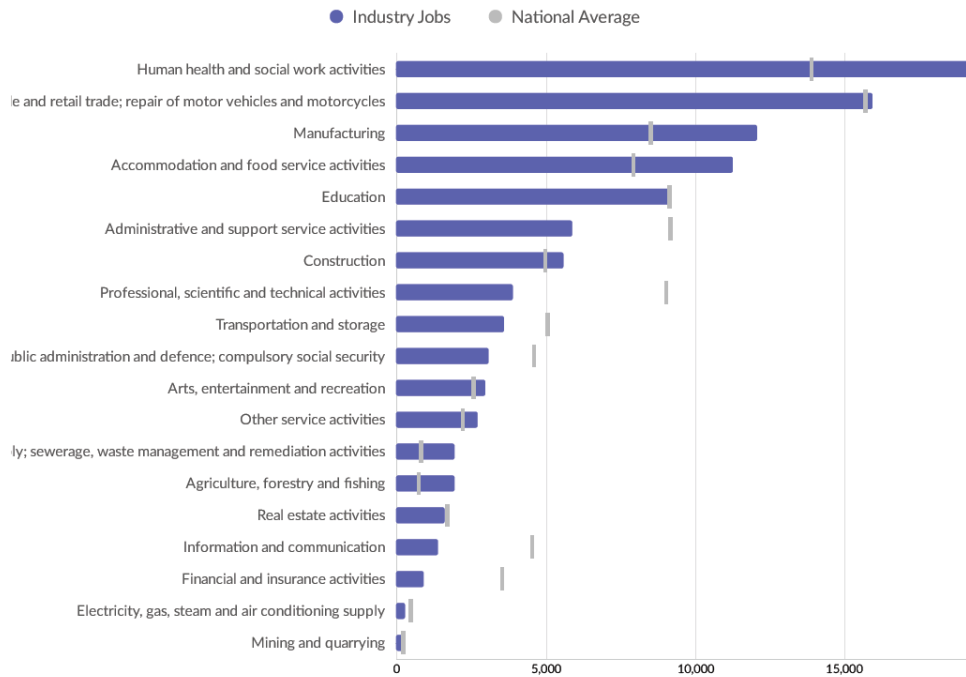


Figure 1.2: Industry share of GVA (Northumberland), Emsi 2020.

Top Industry GVA

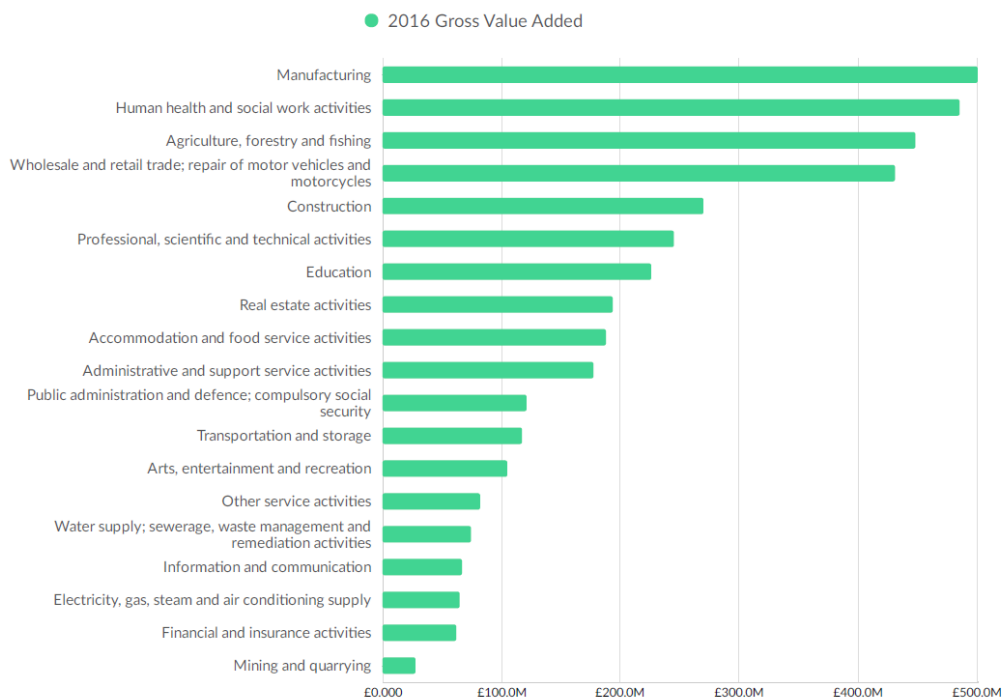
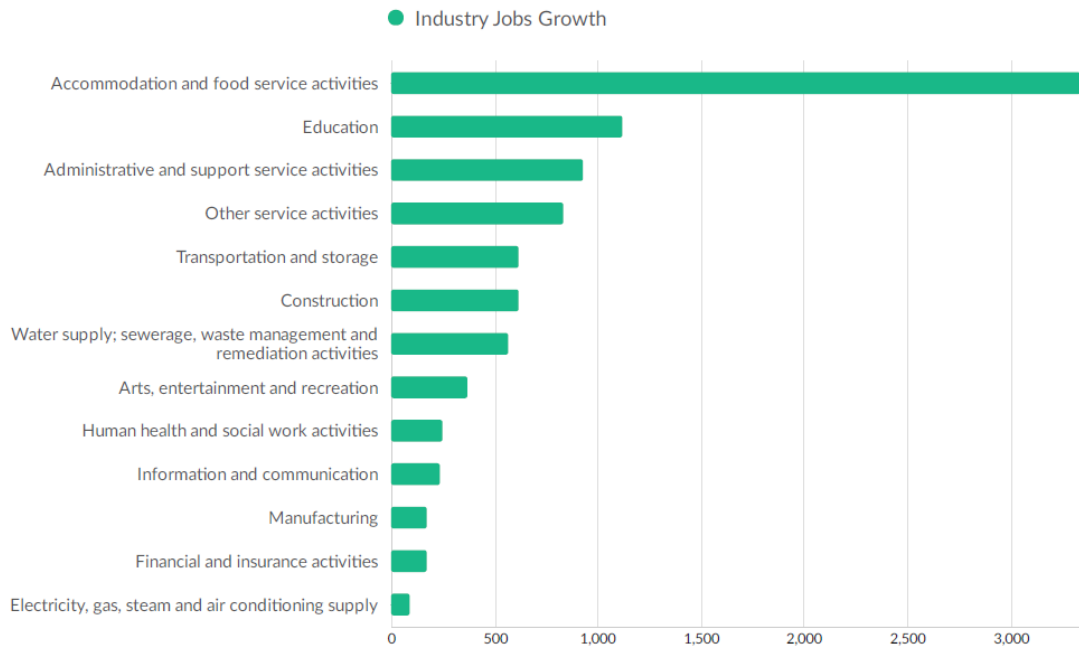


Figure 1.3: Industry share of top growing industries (Northumberland), Emsi 2020.

Top Growing Industries



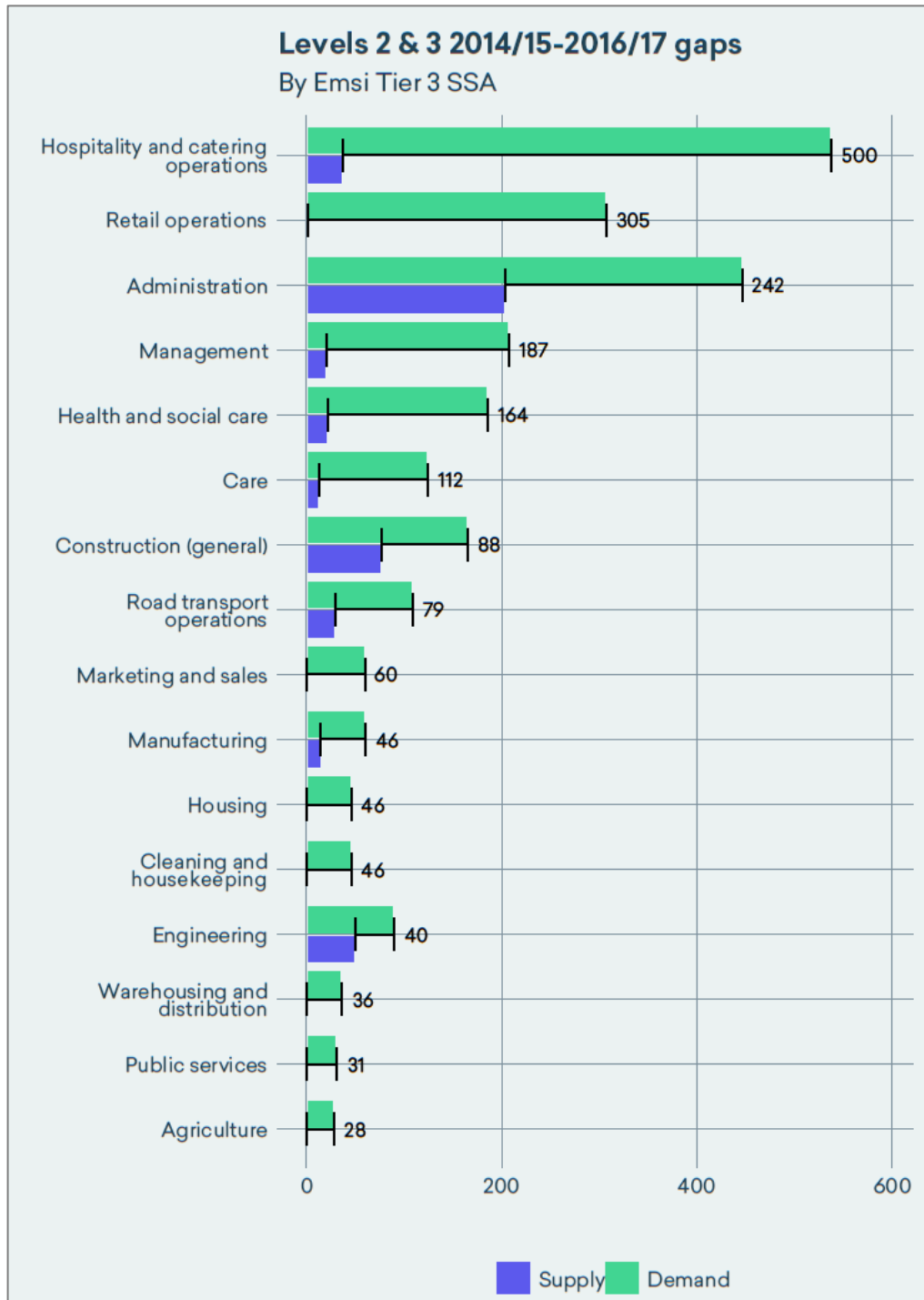
Emsi Economic overview published 2018 indicates that within Northumberland County 'Retail & Wholesale Trade' was in a period of decline losing 1,400 positions 2008~2015, however between 2015-2024 employment in the sector is projected to increase by a further 1,500 jobs (Fig 1.4).

Figure 1.4: Change in jobs by industry (Northumberland), 2008-2024, Emsi 2018.



Emsi Economic overview published 2018 indicates that within Northumberland County 'Retail operations' has remained in a period of inability to satisfy employee demand 2014-2017 for roles pitched at L2 and L3 qualification with 305 unfilled roles over the period (Fig 1.5).

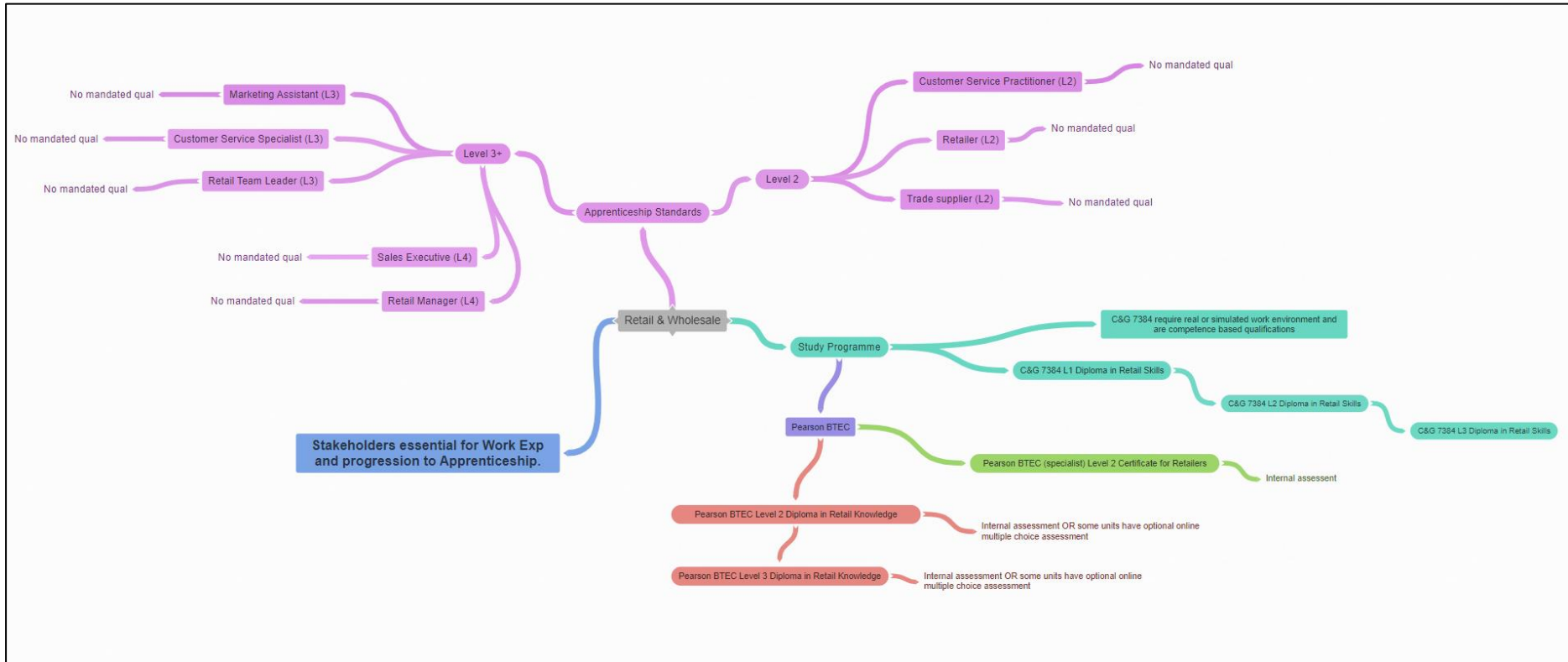
Figure 1.5: Employment gaps at L2 and L3 by sector (Northumberland), 2008-2024, Emsi 2018.





Northumberland
County Council

Figure 1.6: Retail & Wholesale curriculum intent mapping, L.S.S. Senior Manager – Educational Development & Collaborative Projects, 2020.



Next steps

- Review of report with Director - Business Development Education and Skills
 - Informal feasibility review with potential stakeholders.
 - Curriculum proposal review with potential stakeholders.
 - Staffing review with Learning & Skills Service.
 - Resources review with Learning & Skills Service.
 - Campus review with Learning & Skills Service.
 - Review of county geography and learner access obstacles.
 - Campus concept review with Property Services.
 - Business planning.
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Key Issues

- Assessment of campus facilities and space utilisation to be able to determine capital investment.
 - Presentation of a capital investment plan and an initial business operating plan.
 - Recruitment of staff with specialist skills against market competitiveness.
 - Securing of partnerships essential to success.
 - Securing of a work placement pool of stakeholders.
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