

Profile of the IFATE Digital route occupations in Cheshire and Warrington - May 2023

FINAL

The Cheshire and Warrington Data and Labour Market Steering Group have commissioned this work from Brennan Wilson Ltd on behalf of the Cheshire and Warrington Local Enterprise Partnership. The work takes the qualification pathways that have been developed by the Institute for Apprenticeships and Technical Education, mapping different occupations against them and contextualises them for the Cheshire and Warrington economy.

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Introduction

The Digital route is one of 15 routes that span the range of technical education in England which have been developed by the Institute for Apprenticeships and Technical Education ([IFATE](#)). This profile¹ draws on work commissioned by IFATE from the Institute of Employment Research (IER) at Warwick University. This IER project maps the 15 routes, and their linked occupational maps, to the Standard Occupational Classification (SOC) at the 4-digit level. Because the focus of the report is on digital occupations, the scope of it is broader than just the Information and Communication industrial sector, with digital occupations spanning a range of industrial sectors.

Further work has been undertaken to disaggregate the IER SOC mapping to the IFATE pathways that sit below each route, to provide a 4-digit SOC mapping for each pathway. The group of SOC codes generated for each pathway has been used, in this instance, to generate the profiles of the Digital Business Services; Digital Production, Design and Development; and Digital Support and Services pathways below. Data is from the Lightcast Analyst tool.

Profiles for other occupations can be found [here](#).

Occupational mapping

The table below sets out the (4-digit SOC) occupations that are supported in some way by the Digital Route, and the volume of employment in Cheshire and Warrington that is associated with each of these occupations.

Some occupational areas are supported by more than one standard (eg IT business analysts, architects and systems designers is a single SOC area supported by nine standards across two IFATE pathways); some occupational areas in the table below will encompass jobs for which there are currently no standards or will be no standards (eg various types of management consultants), and some of the roles within the occupational areas identified will fall out of scope of the Pathway (eg a number of roles classified as being Business and related associate professionals n.e.c. will not sit within the Digital route).

This means that the 2023 employment numbers given in the jobs column below is the maximum possible ceiling of jobs in Cheshire and Warrington that will relate to currently developed IFATE standards in the Digital route.

On this basis, there are a maximum of c21k jobs in Cheshire and Warrington to which standards in the Digital route relate. The occupations with more than 1,000 employed in 2023 in Cheshire and Warrington are:

- IT business analysts, architects and systems designers
- Programmers and software development professionals
- Information technology and telecommunications professionals n.e.c.
- Management consultants and business analysts
- IT operations technicians
- IT user support technicians
- Graphic designers

¹ Commissioned by the Cheshire and Warrington Data and Labour Market Steering Group.

Designed by the Cheshire and Warrington Data and Labour Market Steering Group on behalf of the Employers' Skills and Education Board with support from the Department for Education - May 2023



Jobs in Cheshire and Warrington in 2023 supported by standards in the IFATE Digital Route

SOC 2010 code	SOC2010 description	Jobs	IFATE Pathway	Standard name(s)
2135	IT business analysts, architects and systems designers	2065	Digital Business Services	Artificial Intelligence (AI) Data Specialist
				Data Analyst
				Data Scientist
				Digital and Technology Solutions Professional
				Digital and Technology Solutions Specialist
				IS Business Analyst
			Location Information Specialist	
			Digital Production, Design and Development	Digital Accessibility Specialist
				Digital User Experience (UX) Professional
2136	Programmers and software development professionals	4323	Digital Production, Design and Development	DevOps Engineer
				Software Developer
				Software Developer
				Software Development Technician
2139	Information technology and telecommunications professionals n.e.c.	2445	Digital Production, Design and Development	Software Tester
			Digital Support and Services	Cyber Intrusion Analyst
				Cyber Security Technical Professional
				Cyber Security Technologist
				Network Engineer
				Unified Communications Trouble Shooter
2423	Management consultants and business analysts	2946	Digital Business Services	Business Analyst
2472	Public relations professionals	547	Digital Business Services	Digital Community Manager
3131	IT operations technicians	1888	Digital Business Services	Cyber Security Technician
				IT solutions technician
				Infrastructure technician
				Radio Network Technician
				Unified Communications Technician
3132	IT user support technicians	1634	Digital Support and Services	Applications support lead
				Digital Support Technician



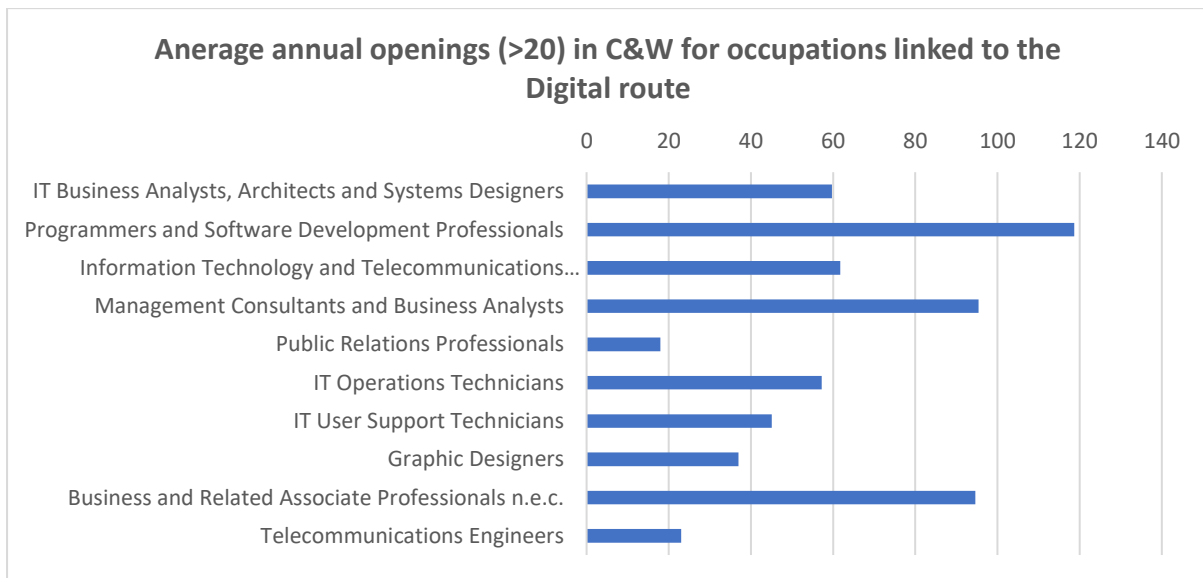
				Information Communications Technician
3421	Graphic designers	1258	Digital Production, Design and Development	Creative digital design professional
3539	Business and related associate professionals n.e.c.	2884	Digital Business Services	Data Analyst Data Technician
5242	Telecommunications engineers	950	Digital Support and Services	Network Cable Installer
5244	TV, video and audio engineers	108	Digital Support and Services	Digital Device Repair Technician
Source: Brennan Wilson Ltd analysis of IER and Lightcast data				

Occupational demand

In total, there are just over 600 openings in these occupations each year, with the highest levels of demand each year being for:

- Programmers and Software Development Professionals
- Management Consultants and Business Analysts
- Business and Related Associate Professionals n.e.c.

The occupations where average annual openings are >20 in Cheshire and Warrington are shown below.



Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Analysis of Location Quotients (LQs) for occupations linked to the Digital route indicate that employment volumes in Cheshire and Warrington in these occupations are generally at or below the levels that national averages would suggest. Whilst Programmers and Software Development Professionals, and Information Technology and Telecommunications Professionals n.e.c. and IT User

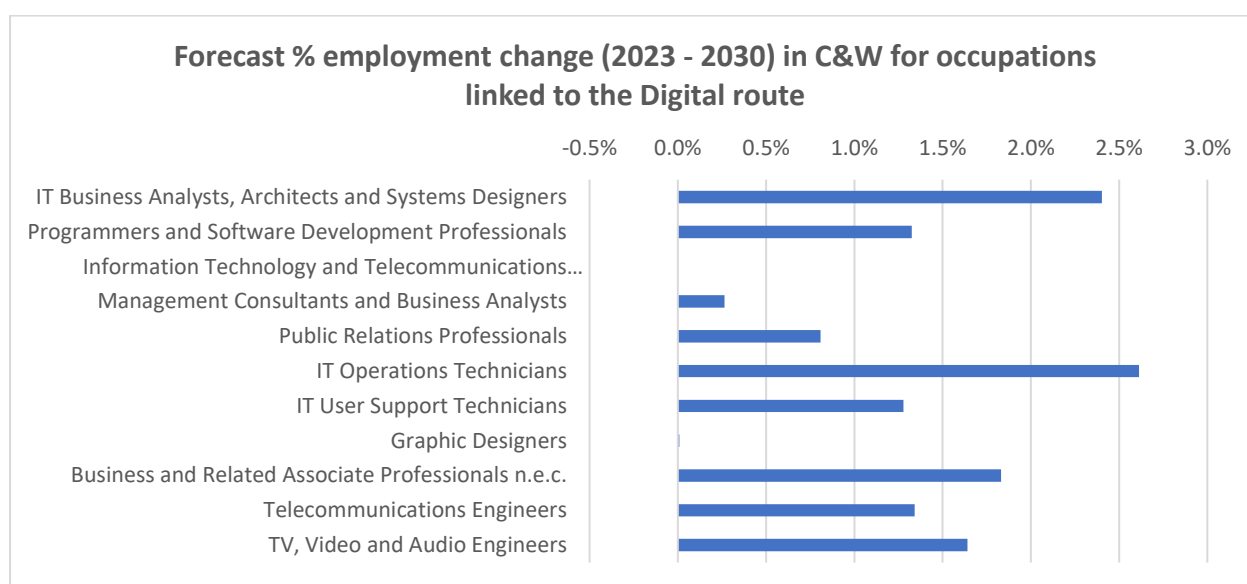


Support Technicians have relatively high employment volumes, their LQs are below 1 (0.85, 0.82 and 0.87 respectively).

LQ of occupations in Cheshire and Warrington linked to the Digital Route		
Description	2023 Jobs	2023 LQ
IT Business Analysts, Architects and Systems Designers	2065	1.01
Programmers and Software Development Professionals	4323	0.85
Information Technology and Telecommunications Professionals n.e.c.	2445	0.82
Management Consultants and Business Analysts	2946	1.04
Public Relations Professionals	547	0.64
IT Operations Technicians	1888	1.02
IT User Support Technicians	1634	0.87
Graphic Designers	1258	1.06
Business and Related Associate Professionals n.e.c.	2884	1.00
Telecommunications Engineers	950	1.03
TV, Video and Audio Engineers	108	0.74

Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Employment in Cheshire and Warrington in occupations linked to the Digital route is forecast to grow by 1% overall in 2030 compared to 2023 levels.



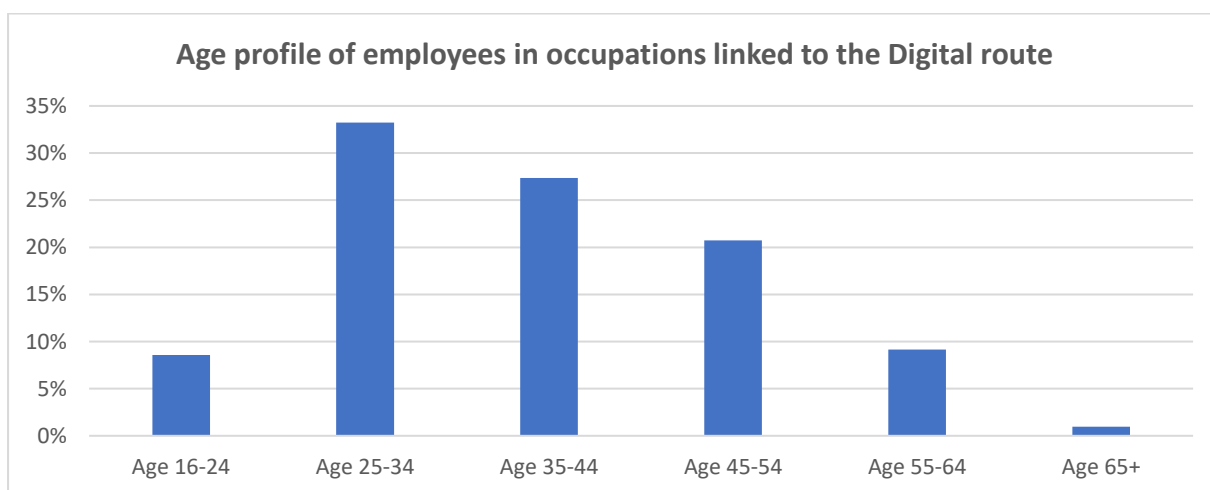
Wages

Most of the occupations linked to the Digital route pay median wages in excess of the median wages for all occupations in Cheshire and Warrington, which is £25.8k.

2023 Median wages in Cheshire and Warrington for occupations linked to the Digital route	
	Median Wages
IT Business Analysts, Architects and Systems Designers	£44,513
Programmers and Software Development Professionals	£42,865
Information Technology and Telecommunications Professionals n.e.c.	£33,349
Management Consultants and Business Analysts	£36,349
Public Relations Professionals	£37,596
IT Operations Technicians	£29,426
IT User Support Technicians	£27,032
Graphic Designers	£24,390
Business and Related Associate Professionals n.e.c.	£25,561
Telecommunications Engineers	£31,665
TV, Video and Audio Engineers	£27,608
<i>Source: Brennan Wilson Ltd analysis of IER and Lightcast data</i>	

Age and gender

Nationally, the age profile of employees in occupations linked to the Digital route is young. Over 40% of those employed in occupations linked to the Digital route are aged 34 or below, only 10% are aged 55 or above.

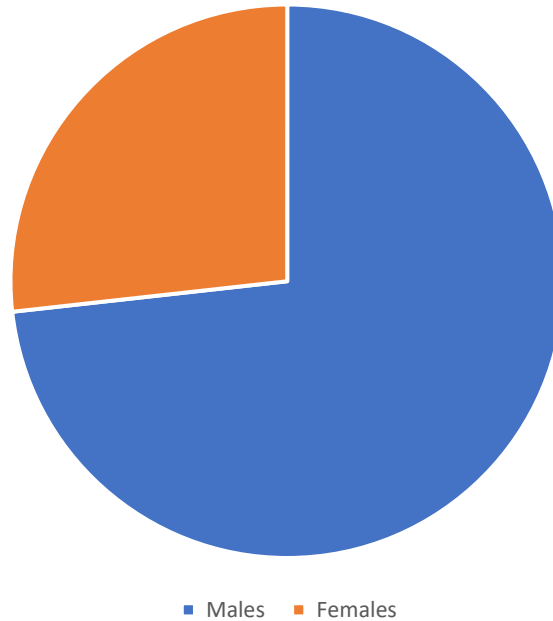


Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Employment is significantly skewed to males. Nationally, almost three quarters (73%) of all employment in occupations linked to the Digital route is by males.



Gender of employees in occupations linked to the Digital route



Source: Brennan Wilson Ltd analysis of IER and Lightcast data

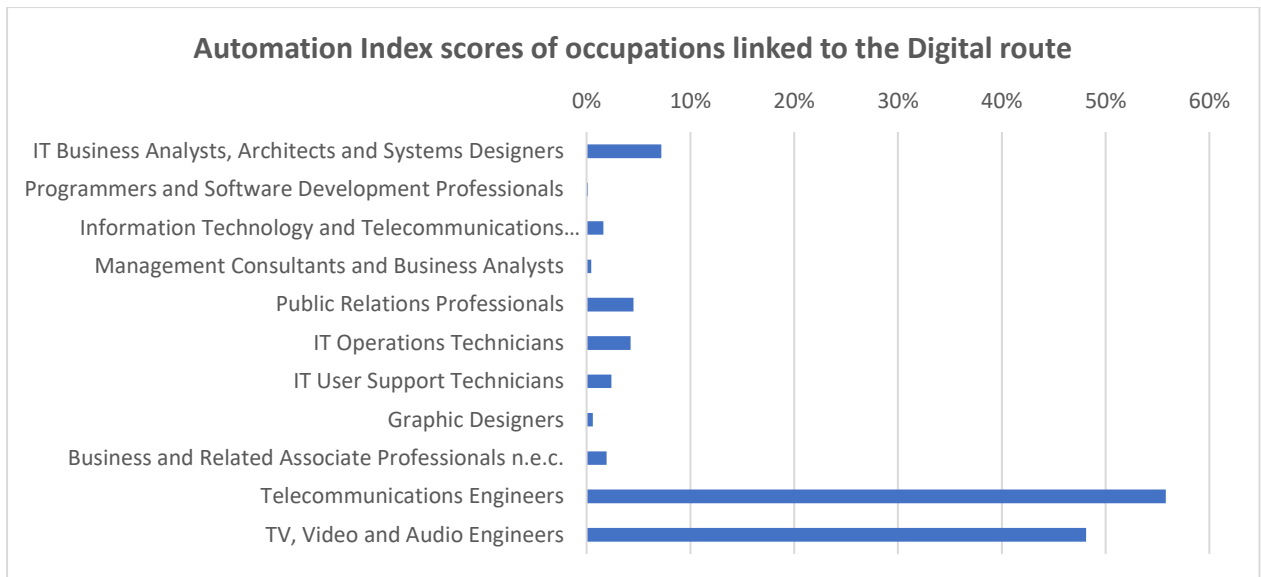
Automation Risk

The Lightcast UK Automation Index uses data from different sources to assess the proportion of working time spent in each occupation performing tasks which are at “high risk” of disruption through automation and other technological change anticipated over the next 20 to 30 years. Estimates of how much time is spent performing those tasks are constructed using the frequencies for different Work Activities in the US ONET database, and mapped across to UK SOC. The relationship between different 38 task categories and Frey and Osborne’s estimates of the “probability of computerisation” is used to classify each task category as high, middle, or low risk, depending on the significance and direction of that relationship.

The index is directly applicable as the amount of working time which could be disrupted by technological change; it ranges between 0% (no working time spent performing tasks at high risk) to 100% (all working time spent performing tasks at high risk).

The Automation Index scores for occupations linked to the Digital route are set out in the chart below. Generally these occupations have a low risk of automation, other than Telecommunications Engineers; and TV, Video and Audio Engineers (together employing c1k in total in C&W) that have Automation index scores of c50%.



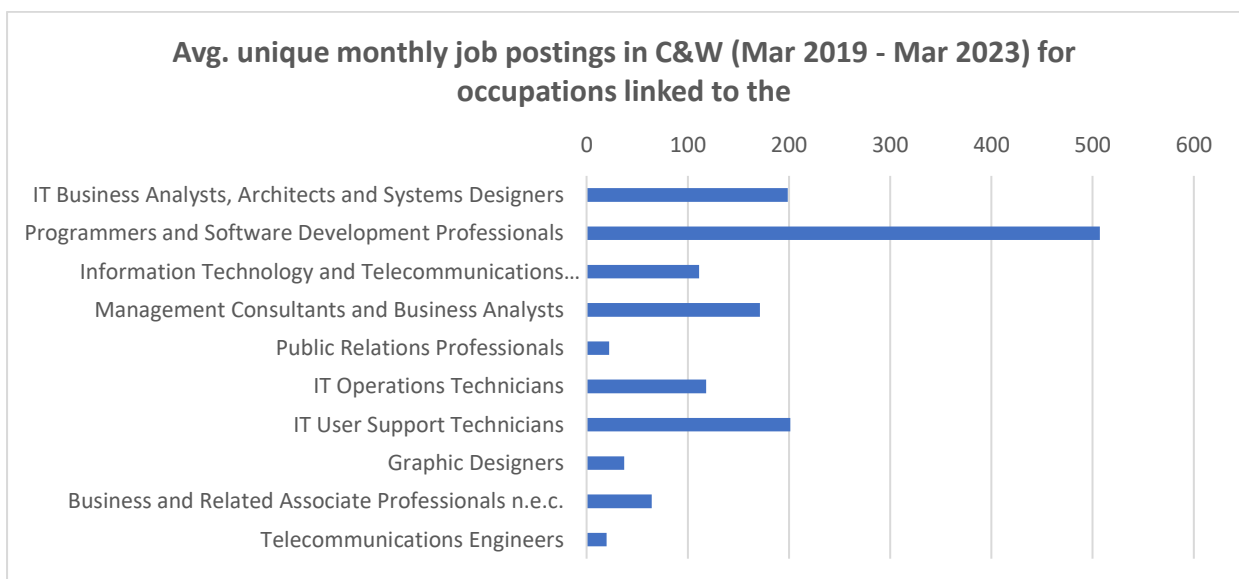


Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Job postings

There were six occupations linked to the Digital Route that averaged more than 100 unique job postings per month in Cheshire and Warrington in the four years to March 2023. These were:

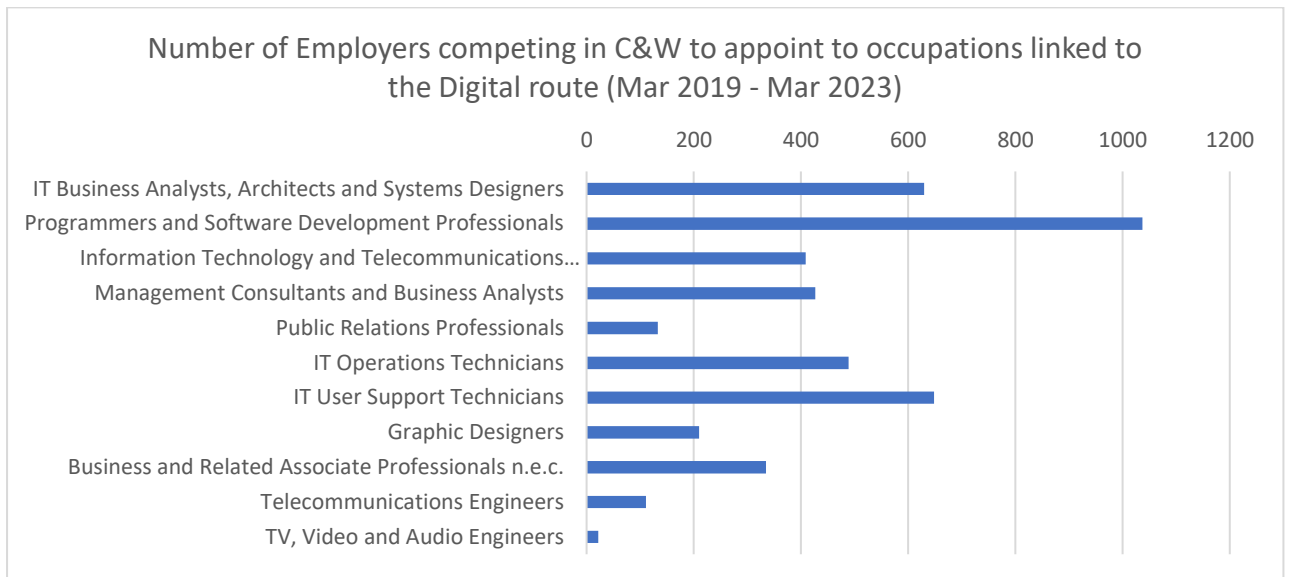
- IT Business Analysts, Architects and Systems Designers
- Programmers and Software Development Professionals
- Information Technology and Telecommunications Professionals n.e.c.
- Management Consultants and Business Analysts
- IT Operations Technicians
- IT User Support Technicians



Source: Brennan Wilson Ltd analysis of IER and Lightcast data



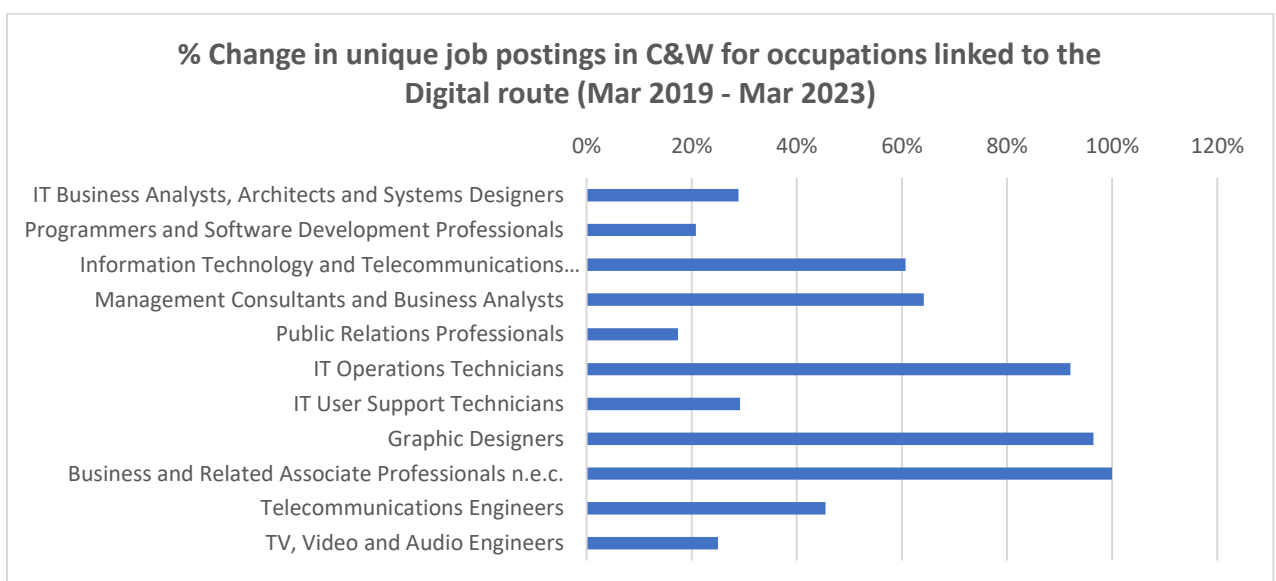
The number of employers in Cheshire and Warrington competing to appoint to occupations linked to the Digital route over this time ranged from 1109 for Programmers and software development professionals to 24 for TV, video and audio engineers.



Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Overall there was an increase of 42% in the unique monthly postings for occupations linked to the Digital route over 4 years. Every occupational area saw an increase in unique monthly job postings in this time with the following occupations seeing increases over 60%:

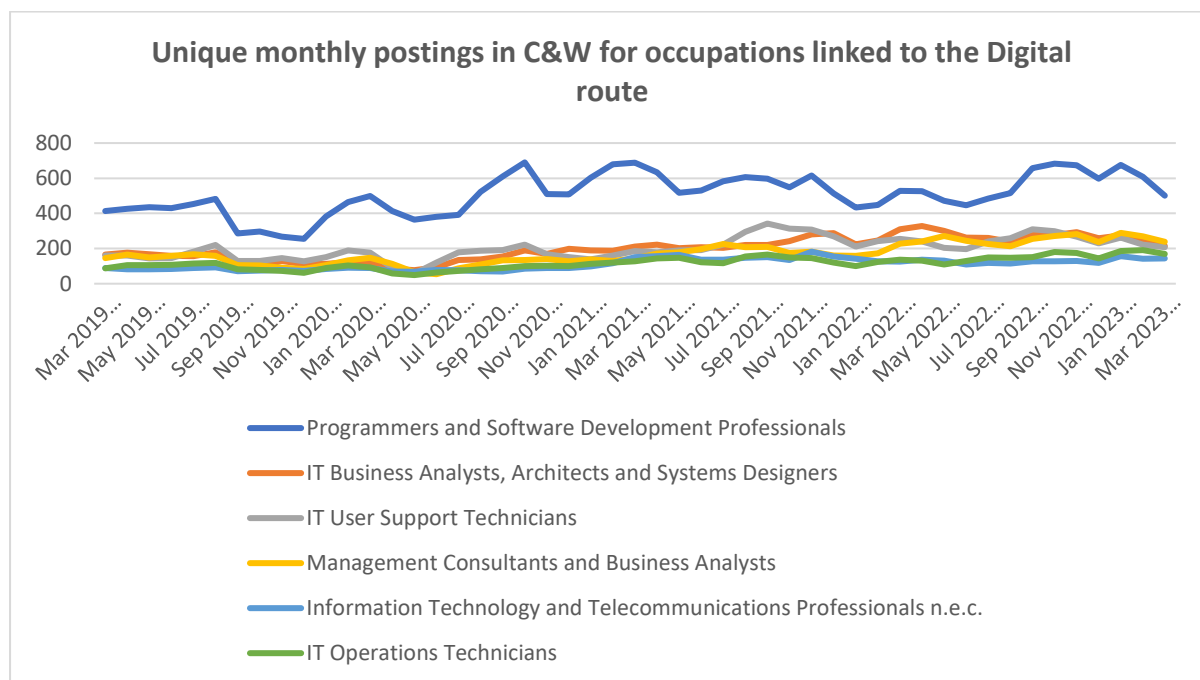
- Business and Related Associate Professionals n.e.c.
- Graphic Designers
- IT Operations Technicians
- Management Consultants and Business Analysts
- Information Technology and Telecommunications Professionals n.e.c.



Source: Brennan Wilson Ltd analysis of IER and Lightcast data



The trend chart below shows a sustained increase in demand following the cessation of lockdowns.



Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Focus on Digital Route Pathways

The remainder of this profile disaggregates the data for the Digital route across its three pathways:

- Digital Production, Design and Development
- Digital Business Services
- Digital Support and Services

This exercise has been completed for: the skills that employers are looking for; the places where recruitment happens; and the industrial sectors where jobs of this type are located.

Focus on the Digital Business Services Pathway

Specialised skills

The table below shows the top specialised skills sought by employers in job postings for occupations linked to the Digital Business Services pathway. The three most sought after specialised skills were:

- SQL (Programming Language)
- Data Analysis
- Agile Methodology

There was generally a lower demand in Cheshire and Warrington than nationally for particular specialised skills.



Top Specialised Skills sought in job postings for occupations linked to the Digital Business Services Pathway			
	C&W Postings	National Average	LQ
SQL (Programming Language)	1559	2088	75%
Data Analysis	1394	1794	78%
Agile Methodology	1010	1568	64%
Finance	837	1191	70%
Microsoft Azure	731	1334	55%
Business Requirements	704	930	76%
Marketing	698	1063	66%
Business Process	693	816	85%
Automation	689	791	87%
Accounting	687	694	99%
Amazon Web Services	668	934	71%
Business Intelligence	657	857	77%
Power BI	653	874	75%
Auditing	613	677	91%
Python (Programming Language)	584	1160	50%
Key Performance Indicators (KPIs)	560	618	91%
Stakeholder Management	554	741	75%
Business Analysis	507	670	76%
Data Warehousing	491	624	79%
Technical Support	480	403	119%
<i>Source: Brennan Wilson Ltd analysis of IER and Lightcast data</i>			

Common skills

The table below shows the top common skills sought by employers in job postings for occupations linked to the Digital Business Services pathway. The three most sought after common skills were:

- Communications
- Management
- Problem Solving

There was generally a lower demand in Cheshire and Warrington than nationally for particular common skills.



Top Common Skills sought in job postings for occupations linked to the Digital Business Services Pathway			
	Unique Postings	National Average	LQ
Communications	3763	4925	0.76
Management	2681	3470	0.77
Problem Solving	1362	1680	0.81
Customer Service	1264	1539	0.82
Detail Oriented	1257	1404	0.90
Operations	1223	1462	0.84
Planning	1162	1572	0.74
Microsoft Excel	1022	1025	1.00
Sales	942	1328	0.71
Self-Motivation	868	995	0.87
Leadership	828	1288	0.64
Influencing Skills	827	894	0.93
Troubleshooting (Problem Solving)	728	870	0.84
Innovation	698	992	0.70
Governance	684	820	0.83
Writing	618	878	0.70
Analytical Skills	610	667	0.91
Interpersonal Communications	566	773	0.73
Microsoft Office	557	653	0.85
Organizational Skills	546	654	0.84
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

Industry sectors that employ occupations linked to the Digital Business Services Pathway

Over two thirds (69%) of jobs in the occupations linked to the Digital Business Services pathway can be found in four industrial sectors:

- Professional, Scientific and Technical Activities
- Financial and Insurance Activities
- Information and Communication
- Administrative and Support Service Activities

Over 1 in 10 of all jobs in the Information and Communication sector are in occupations linked to the Digital Business Services pathway.



Distribution of occupations in C&W linked to the Digital Business Services Pathway across industry sectors			
	Linked occupations in sector (2021)	% of linked occupations in sector (2021)	% of total Jobs in sector (2021)
Professional, Scientific and Technical Activities	1917	26%	5%
Financial and Insurance Activities	1464	20%	5%
Information and Communication	1161	15%	11%
Administrative and Support Service Activities	564	8%	2%
Manufacturing	474	6%	1%
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	324	4%	1%
Human Health and Social Work Activities	278	4%	1%
Construction	277	4%	1%
Public Administration and Defence; Compulsory Social Security	266	4%	3%
Other Service Activities	172	2%	3%
Education	169	2%	1%
Transportation and Storage	132	2%	1%
Real Estate Activities	119	2%	2%
Arts, Entertainment and Recreation	72	1%	1%
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

Spatial demand

The table below sets out the volume of job postings in Cheshire and Warrington between March 2019 and March 2023, by place, for occupations linked to the Digital Business Services pathway. Chester, Crewe, Knutsford and Macclesfield all saw in excess of 1,000 unique postings for these types of occupations.



Places with the highest volume of job postings for occupations linked to the Digital Business Services pathway, 2019-2023

	Total Postings	Unique Postings	Median Posting Duration
Chester, Cheshire West and Chester	8627	3763	29 days
Crewe, Cheshire East	3783	1769	28 days
Knutsford, Cheshire East	3802	1623	28 days
Macclesfield, Cheshire East	2554	1158	30 days
Wilmslow, Cheshire East	1234	677	32 days
Ellesmere Port, Cheshire West and Chester	1020	523	32 days
Northwich, Cheshire West and Chester	905	469	29 days
Nantwich, Cheshire East	407	216	27 days
Alderley Edge, Cheshire East	375	211	30 days
Winsford, Cheshire West and Chester	216	136	28 days
Congleton, Cheshire East	243	115	33 days
Middlewich, Cheshire East	141	86	28 days
Sandbach, Cheshire East	118	79	28 days
Poynton, Cheshire East	51	31	31 days
Frodsham, Cheshire West and Chester	42	26	29 days
Neston, Cheshire West and Chester	38	26	33 days
Malpas, Cheshire West and Chester	30	14	16 days
Disley, Cheshire East	10	8	29 days
Tarporley, Cheshire West and Chester	9	8	29 days

Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Focus on the Digital Production, Design and Development Pathway

Specialised skills

The table below shows the top specialised skills sought by employers in job postings for occupations linked to the Digital Production, Design and Development pathway. The four most sought after specialised skills were:

- SQL (Programming Language)
- Agile Methodology
- C# (Programming Language)
- JavaScript (Programming Language)

Demand in Cheshire & Warrington was slightly higher than might be expected from national data for .NET Framework and HyperText Markup Language (HTML).



Top Specialised Skills sought in job postings for occupations linked to the Digital Production, Design and Development pathway			
	C&W unique Postings	National Average	LQ
SQL (Programming Language)	3440	3372	1.02
Agile Methodology	3266	4056	0.81
C# (Programming Language)	3216	2922	1.10
JavaScript (Programming Language)	3142	3367	0.93
Amazon Web Services	2139	2945	0.73
Java (Programming Language)	2003	2860	0.70
Microsoft Azure	1954	2801	0.70
Application Programming Interface (API)	1809	2090	0.87
Software Development	1705	2382	0.72
.NET Framework	1679	1280	1.31
Automation	1507	2023	0.74
Software Engineering	1499	2792	0.54
Cascading Style Sheets (CSS)	1485	1404	1.06
HyperText Markup Language (HTML)	1422	1208	1.18
Git (Version Control System)	1383	1360	1.02
Python (Programming Language)	1303	2905	0.45
DevOps	1289	2143	0.60
Angular (Web Framework)	1225	1188	1.03
Test-Driven Development (TDD)	1083	1140	0.95
React.js	1019	1618	0.63
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

Common skills

The table below shows the top common skills sought by employers in job postings for occupations linked to the Digital Production, Design and Development pathway. The three most sought after common skills were:

- Communications
- Management
- Problem Solving

There was generally a lower demand in Cheshire and Warrington than nationally for particular common skills.



Top Common Skills sought in job postings for occupations linked to the Digital Production, Design and Development pathway			
	C&W unique Postings	National Average	LQ
Communications	4430	5280	0.84
Management	2529	3239	0.78
Problem Solving	1692	2085	0.81
Leadership	1111	1649	0.67
Innovation	1054	1490	0.71
Planning	1054	1463	0.72
Operations	1006	1294	0.78
Detail Oriented	994	1158	0.86
Customer Service	915	1272	0.72
Self-Motivation	876	1095	0.80
Mentorship	774	1154	0.67
Troubleshooting (Problem Solving)	754	1109	0.68
Sales	753	1284	0.59
Influencing Skills	669	848	0.79
Governance	666	745	0.89
Interpersonal Communications	593	695	0.85
Mathematics	568	850	0.67
Safety Assurance	554	697	0.79
Coaching	526	599	0.88
Research	521	1073	0.49
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

Industry sectors that employ occupations linked to the Digital Production, Design and Development pathway

Over three quarters (76%) of jobs in the occupations linked to the Digital Production, Design and Development pathway can be found in three industrial sectors:

- Information and Communication
- Professional, Scientific and Technical Activities
- Financial and Insurance Activities

30% of all jobs in the Information and Communication sector are in occupations linked to the Digital Production, Design and Development pathway.



Distribution of occupations in C&W linked to the Digital Production, Design and Development pathway across industry sectors

Sector	Linked occupations in sector (2021)	% of linked occupations in sector (2021)	% of total Jobs in sector (2021)
Information and Communication	3336	45%	30%
Professional, Scientific and Technical Activities	1308	18%	4%
Financial and Insurance Activities	955	13%	4%
Manufacturing	513	7%	2%
Administrative and Support Service Activities	327	4%	1%
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	310	4%	1%
Public Administration and Defence; Compulsory Social Security	124	2%	1%
Construction	107	1%	1%
Education	106	1%	0%
Human Health and Social Work Activities	64	1%	0%
Transportation and Storage	62	1%	0%
Other Service Activities	48	1%	1%
Accommodation and Food Service Activities	45	1%	0%
Arts, Entertainment and Recreation	44	1%	1%

Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Spatial demand

The table below sets out the volume of job postings in Cheshire and Warrington between March 2019 and March 2023, by place, for occupations linked to the Digital Production, Design and Development pathway. Chester, Crewe, Knutsford, Macclesfield and Wilmslow all saw in excess of 1,000 unique postings for these types of occupations.



Places with the highest volume of job postings for occupations linked to the Digital Production, Design and Development pathway, 2019-2023

	Total Postings	Unique Postings	Median Posting Duration
Chester, Cheshire West and Chester	12201	5476	28 days
Knutsford, Cheshire East	7096	2937	28 days
Crewe, Cheshire East	6202	2709	28 days
Macclesfield, Cheshire East	2727	1269	29 days
Wilmslow, Cheshire East	2592	1243	30 days
Northwich, Cheshire West and Chester	1236	583	27 days
Ellesmere Port, Cheshire West and Chester	1104	479	34 days
Nantwich, Cheshire East	790	401	27 days
Alderley Edge, Cheshire East	767	395	23 days
Congleton, Cheshire East	584	244	32 days
Winsford, Cheshire West and Chester	285	145	30 days
Sandbach, Cheshire East	121	66	20 days
Middlewich, Cheshire East	183	58	28 days
Frodsham, Cheshire West and Chester	70	43	19 days
Poynton, Cheshire East	69	30	28 days
Tarporley, Cheshire West and Chester	47	27	28 days
Neston, Cheshire West and Chester	48	21	32 days
Malpas, Cheshire West and Chester	14	9	14 days
Disley, Cheshire East	15	6	37 days

Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Focus on the Digital Support and Services Pathway

Specialised skills

The table below shows the top specialised skills sought by employers in job postings for occupations linked to the Digital Support and Services pathway. The three most sought after specialised skills were:

- Technical Support
- Help Desk Support
- SQL (Programming Language)

Demand in Cheshire & Warrington was slightly higher than might be expected from national data for Technical Support; Help Desk Support; Microsoft Office 365; Information Technology Infrastructure Library; Firewall; and Desktop Support.



Top Specialised Skills sought in job postings for occupations linked to the Digital Support and Services Pathway			
	C&W unique Postings	National Average	LQ
Technical Support	1476	1229	1.20
Help Desk Support	1055	892	1.18
SQL (Programming Language)	1041	1247	0.83
Active Directory	997	881	1.13
Microsoft Office 365	966	723	1.34
Windows Servers	678	599	1.13
Automation	666	723	0.92
Microsoft Azure	645	897	0.72
Information Technology Infrastructure Library	609	491	1.24
Firewall	564	463	1.22
Operating Systems	528	585	0.90
Agile Methodology	478	694	0.69
Auditing	478	481	0.99
Linux	432	496	0.87
Amazon Web Services	416	584	0.71
Microsoft Windows 10	416	376	1.10
Python (Programming Language)	393	894	0.44
Desktop Support	380	306	1.24
Test Automation	376	349	1.08
Scripting	356	443	0.80
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

Common skills

The table below shows the top common skills sought by employers in job postings for occupations linked to the Digital Support and Services pathway. The five most sought after common skills were:

- Communications
- Customer Service
- Management
- Troubleshooting (Problem Solving)
- Problem Solving

There was generally a similar demand in Cheshire and Warrington as nationally for particular common skills, with slightly higher levels of demand than might be expected for Customer Service; Troubleshooting (Problem Solving); and Organisational Skills.



Top Common Skills sought in job postings for occupations linked to the Digital Support and Services pathway			
	Unique Postings	National Average	LQ
Communications	2869	3040	0.94
Customer Service	2098	1854	1.13
Management	1814	1920	0.95
Troubleshooting (Problem Solving)	1450	1246	1.16
Problem Solving	1268	1210	1.05
Detail Oriented	877	821	1.07
Operations	794	790	1.00
Microsoft Office	667	601	1.11
Self-Motivation	650	613	1.06
Planning	545	665	0.82
Sales	496	582	0.85
Leadership	481	594	0.81
Organisational Skills	475	413	1.15
Interpersonal Communications	450	455	0.99
Microsoft Excel	410	406	1.01
Mathematics	400	451	0.89
Time Management	391	356	1.10
Writing	389	429	0.91
Safety Assurance	379	379	1.00
Verbal Communication Skills	373	365	1.02
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

Industry sectors that employ occupations linked to the Digital Support and Services pathway
Half (50%) of jobs in the occupations linked to the Digital Support and Services pathway can be found in two industrial sectors:

- Information and Communication
- Financial and Insurance Activities

16% of all the jobs in the Information and Communication sector are in these type of occupations.



Distribution of occupations in C&W linked to the Digital Support and Services pathway across industry sectors

Sector	Linked occupations in sector (2021)	% of linked occupations in sector (2021)	% of total Jobs in sector (2021)
Information and Communication	1791	37%	16%
Financial and Insurance Activities	625	13%	2%
Professional, Scientific and Technical Activities	527	11%	1%
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	290	6%	1%
Construction	283	6%	1%
Other Service Activities	250	5%	5%
Manufacturing	241	5%	1%
Administrative and Support Service Activities	231	5%	1%
Education	149	3%	1%
Human Health and Social Work Activities	118	2%	0%
Public Administration and Defence; Compulsory Social Security	109	2%	1%

Source: Brennan Wilson Ltd analysis of IER and Lightcast data

Spatial demand

The table below sets out the volume of job postings in Cheshire and Warrington between March 2019 and March 2023, by place, for occupations linked to the Digital Support and Services pathway. Chester, Crewe, Knutsford, and Macclesfield all saw in excess of 900 unique postings for these types of occupations.

Places with the highest volume of job postings for occupations linked to the Digital Support and Services pathway, 2019-2023

	Total Postings	Unique Postings	Median Posting Duration
Chester, Cheshire West and Chester	6705	2946	28 days
Crewe, Cheshire East	3075	1465	29 days
Macclesfield, Cheshire East	2196	980	29 days
Knutsford, Cheshire East	2236	944	25 days
Wilmslow, Cheshire East	953	483	31 days
Ellesmere Port, Cheshire West and Chester	799	416	33 days
Northwich, Cheshire West and Chester	777	372	29 days
Nantwich, Cheshire East	508	266	26 days
Alderley Edge, Cheshire East	422	218	27 days
Winsford, Cheshire West and Chester	332	180	28 days
Middlewich, Cheshire East	238	115	27 days
Congleton, Cheshire East	292	108	32 days
Sandbach, Cheshire East	130	74	30 days



Frodsham, Cheshire West and Chester	88	40	14 days
Poynton, Cheshire East	43	24	37 days
Tarporley, Cheshire West and Chester	30	23	28 days
Neston, Cheshire West and Chester	51	18	37 days
Malpas, Cheshire West and Chester	18	8	16 days
Disley, Cheshire East	9	4	14 days
Source: Brennan Wilson Ltd analysis of IER and Lightcast data			

