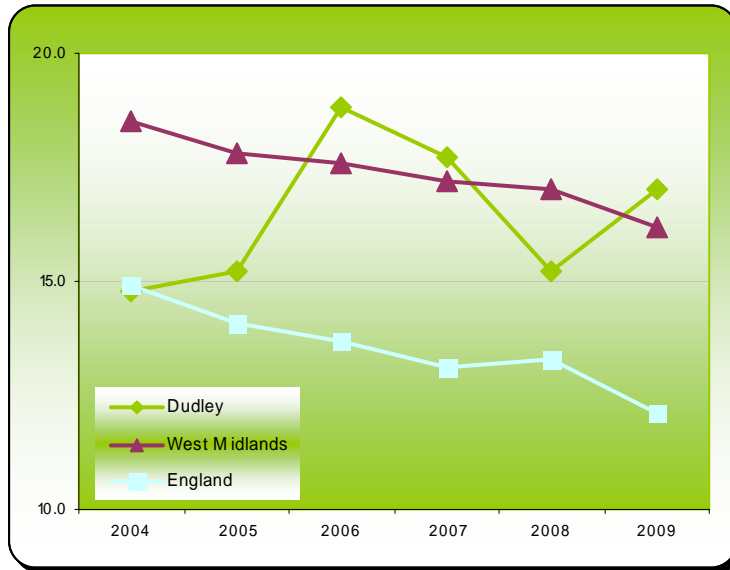


Skills

Qualification Attainment

- The APS (January to December 2009) shows that 32,900 people aged 16 to 64 in Dudley Borough have no formal qualifications. This equates to 17% of the Borough's working age population and compares with 16.2% across the WM region and 12.1% in England. The proportion of people in Dudley Borough with no qualifications increased from 14.8% in 2004.

**Proportion of working age people with no qualifications
2004-2009**

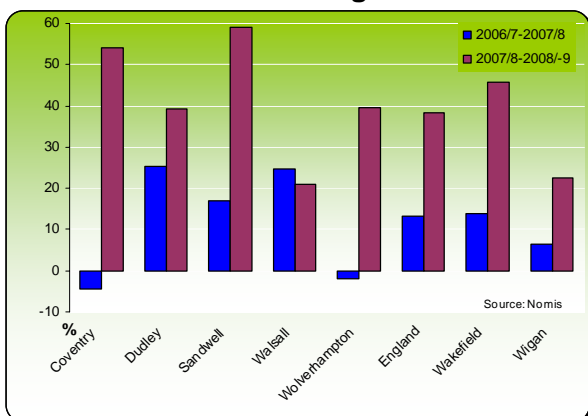


Source: APS, through Nomis

Literacy and Numeracy

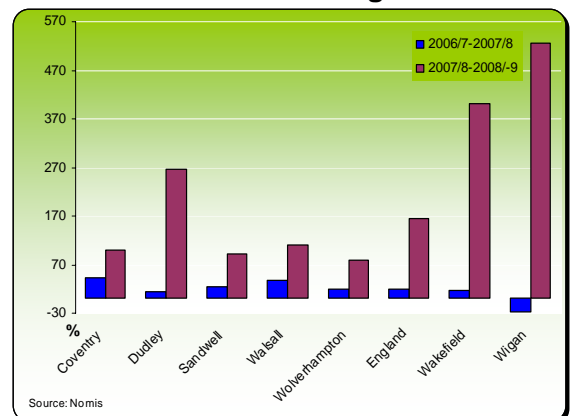
- The number of Level 1 qualifications in literacy achieved in the Borough rose by 74.3% from 990 in 2006/7 to 1,726 in 2008/09. The annual change in the number of Level 1 qualifications in literacy achieved in Dudley Borough for the period 2007/08-2008/09 was 39.1% compared with 38.2% nationally.
- The number of Entry Level qualifications in numeracy achieved in Dudley Borough rose from 200 in 2006/07 to 826 in 2008/09. The annual change in Entry Level qualifications in numeracy achieved in the Borough in 2007/08-2008/09 was 265.5% compared with 166.1% nationally.

**Level 1 qualifications in literacy
Annual Change**



Source: APS, through Nomis

**Entry Level qualifications in numeracy
Annual Change**

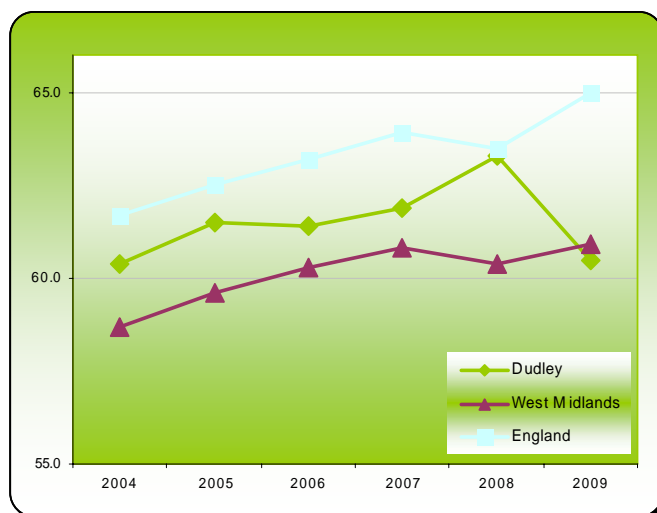


Source: APS, through Nomis

Level 2 Qualifications

- 60.5% of working age people in the Borough are qualified to at least Level 2 (112,100 people), consistent with the regional rate of 60.9% and lower than the national rate of 65%. The APS data shows that over the past 6 years, the proportion of working age people qualified to at least Level 2 has remained almost the same overall although it peaked at 63.3% in 2008, almost matching the national average.

**Proportion of working age people qualified to at least Level 2
2004-2009**

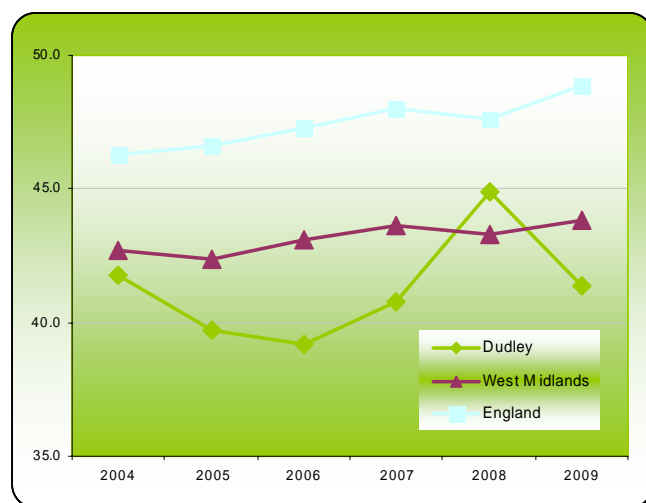


Source: APS, through Nomis

Level 3 Qualifications

- In 2009, 41.4% of working age people in Dudley Borough were qualified to at least Level 3 (80,200 people). The rate in Dudley Borough is considerably lower than the England rate (48.9%). The gap has increased between the Borough and England average from 4.5 percentage points in 2004 to 7.5 percentage points in 2009.

**Proportion of working age people qualified to at least Level 3
2004-2009**

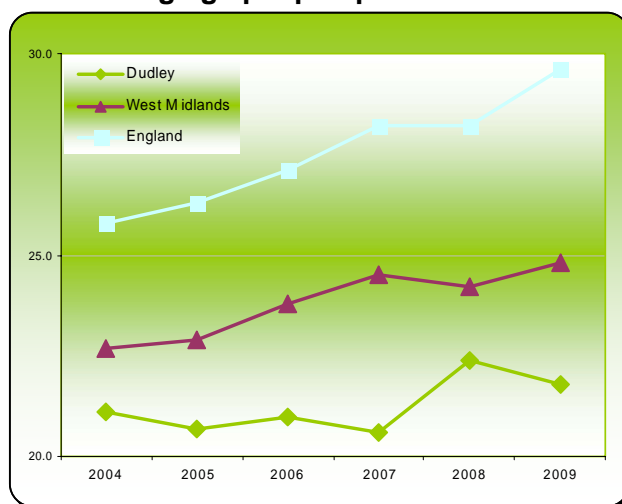


Source: APS, through Nomis

Level 4 Qualifications

- 42,300 people aged 16 to 64 are qualified to at least Level 4 in Dudley Borough, which equates to 21.8% of the Borough's working age population. Between 2004 and 2009, the gap between the Borough and England grew from 4.7 percentage points to 7.6 percentage points whilst the gap with the West Midlands grew from 1.6 percentage points in 2004 to 3 percentage points in 2009.

Proportion of working age people qualified to Level 4 - 2004-2009



Source: APS, through Nomis

- Whilst the Borough lags slightly behind the WM region with regards to qualifications, it has the lowest proportion of working age people with no formal qualifications of the four Black Country areas and the highest proportion of people qualified to levels 2, 3 and 4. In comparison, Coventry out-performs the WM region average with regards to all skills levels.

Qualifications by Age

- Dudley Borough has a lower proportion of people aged 16-24 with no formal qualifications (10.3%) than both the West Midlands (13.3%) and England (10.6%). The proportion of those aged 25-49 with no qualifications (12.4%) is above the national rate (8.8%) but still lower than the regional rate (13.1%). However, of those aged 50-64 in the Borough, 28.8% have no formal qualifications; considerably higher than both regional (23.8%) and national (19.5%) averages.
- The Borough compares relatively well in all age groups compared with regional and national levels regarding the proportion qualified to at least Level 2 or Level 3. However, in all age groups, the Borough lags behind the West Midlands and England with regards to higher level qualifications with the largest gap being in the 25-49 age group. 26.7% of 25-49 year olds in the Borough are qualified to at least level 4 compared with 30.0% in the WM region and 36% in England.

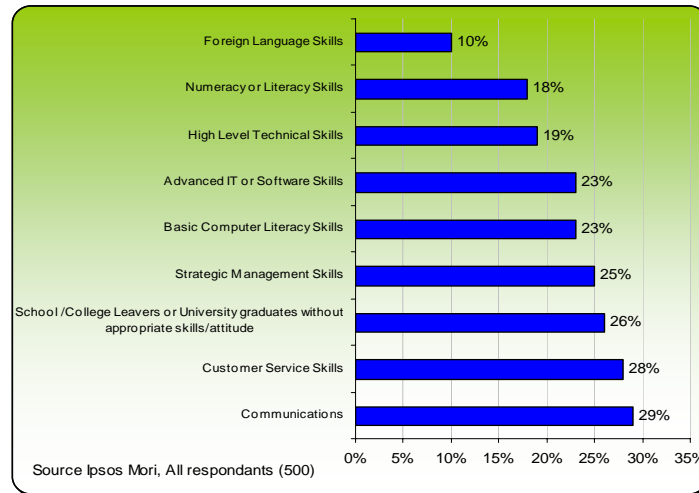
Qualification Level by Age - January to December 2009			
	Dudley	West Midlands	England
NVQ4+ - 16-24	8.8%	11.4%	13.9%
NVQ4+ - 25-49	26.7%	30.0%	36.0%
NVQ4+ - 50-64	20.8%	24.0%	27.6%
NVQ3 only - 16-24	23.3%	25.1%	25.9%
NVQ3 only - 25-49	16.6%	14.4%	14.1%
NVQ3 only - 50-64	10.7%	10.5%	11.1%
NVQ2 only - 16-24	32.2%	26.8%	25.8%
NVQ2 only - 25-49	19.0%	16.5%	15.1%
NVQ2 only - 50-64	11.6%	12.1%	11.8%
No qualifications - 16-24	10.3%	13.3%	10.6%
No qualifications - 25-49	12.4%	13.1%	8.8%
No qualifications - 50-64	28.8%	23.8%	19.5%

Source: APS through Nomis

Skills Gaps

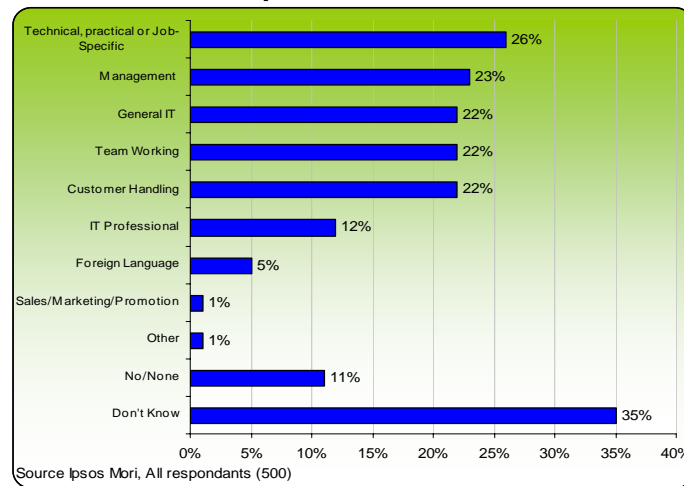
- As part of the Dudley Borough Business Survey 2010, businesses were asked whether their organisation had identified skills gaps in its workforce. Communication skills were felt to be in greatest deficit (29%). Customer service skills (28%), school/college leavers without appropriate skills (26%) and strategic/management skills (25%) were also identified as important.

Skills Gaps in Current Workforce



- Businesses were also asked whether their organisation had any skills requirements to support them to move into other sectors. Over two-fifths (46%) of businesses state that there are no gaps, or that they are not sure. However, of those who felt that there are gaps; technical, practical or job-specific skills are the most commonly cited (by 26%).

Skills Requirements to Support Businesses to Develop into Other Sectors



- The survey identified that larger businesses in the Borough are those most likely to state their need for more technical, practical or job related-skills (38% of businesses with 10+ employees compared to 26% overall). Whereas, companies with five to nine members of staff felt they required management skills (34% compared to 23% overall).
- Those businesses that plan to expand in the next three years are also more likely to report that they have a need for all skills, with the exception of general IT user skills and sales and marketing.
- The survey also found that businesses based in manufacturing require more technical and job-specific skills (41% compared to 26% overall), and those in finance will require more customer handling and IT professional skills (33% and 25% respectively compared to 22% and 12%).