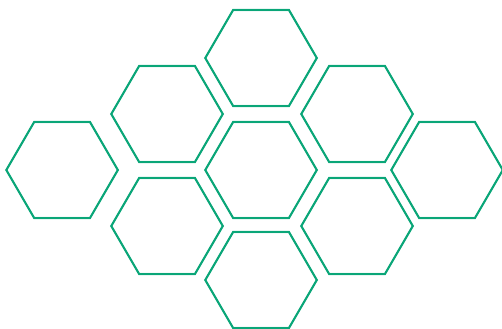
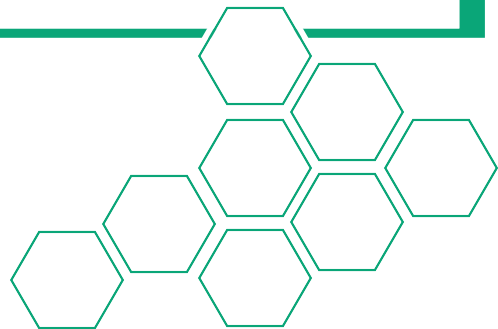
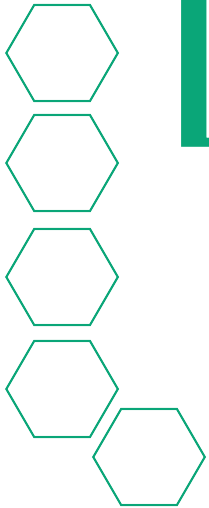


Bury

Data from the Greater Manchester
Local Skills Improvement Plan



**Funded by
UK Government**



Greater Manchester
Chamber of Commerce

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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 Bury 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 Bury. These major initiatives, such as Bury Market and Flexi-Hall and the Radcliffe Civic Hub, represent substantial investments in Bury. 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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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 11) 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.

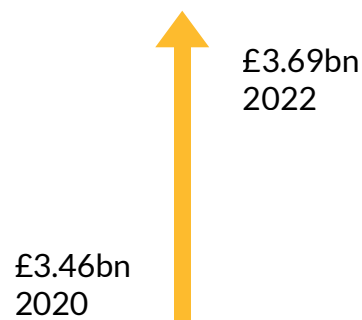
This report is a vital output from the research conducted for developing and implementing the GM LSIP and positioned as a resource for local stakeholders to inform their strategic planning. It provides an evidence-based overview of expected labour market shifts, highlighting where job demand is likely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

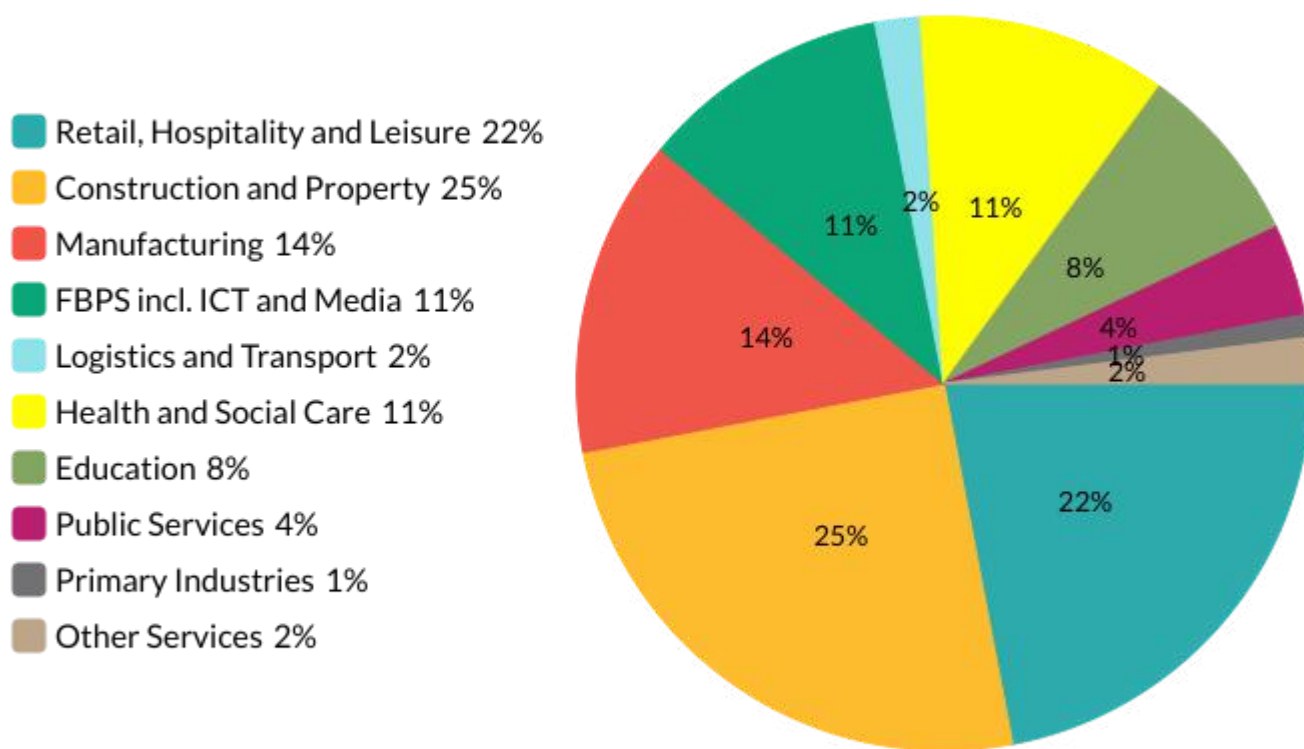
For local councils and business organisations, this report offers insights for workforce development. Using the insights contained in this report about job creation and skills demand, they can encourage stronger partnerships between employers, educators and business representative organisations to ensure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

- Construction and property; retail, hospitality and leisure; and manufacturing were the sectors with the highest GVA in 2022, accounting for over 60% of Bury's GVA.
- The GVA of the construction and property sector increased by 12.7% between 2021 and 2022.
- The GVA of the manufacturing and retail, hospitality and leisure sectors decreased by 2.5% and 1.6%, respectively, between 2021 and 2022.



GVA by sector in 2022



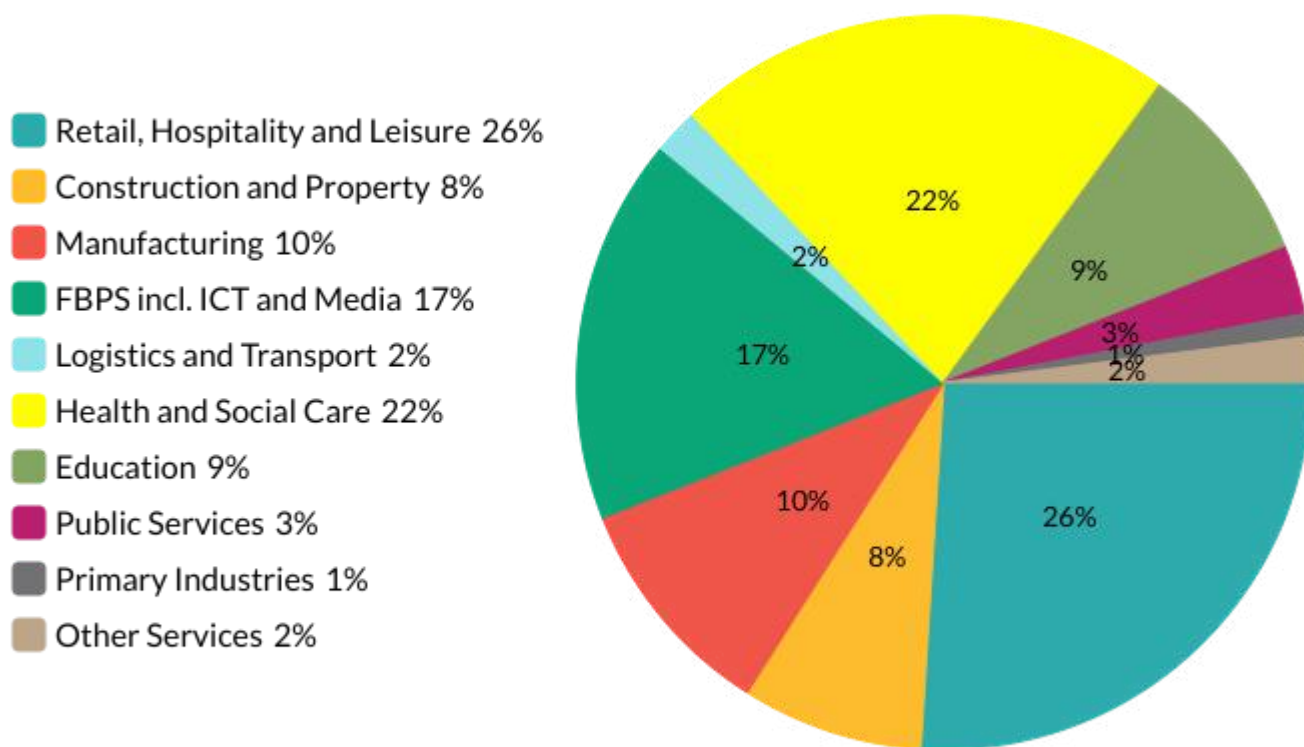
Source: ONS

Employment in Bury

Total employment in 2023 - 74,820

- Retail, hospitality and leisure; health and social care; and Financial, Business and Professional Services (FBPS), including ICT and media, were the sectors with the highest number of employees in 2023.
- Primary industries, other services and logistics and transport were the smallest sectors in terms of the number of employees in 2023.
- Health and social care and FBPS, including ICT and media, saw the greatest increase in employees between 2022 and 2023. The former grew by 23.1% and the latter by 12.6%.

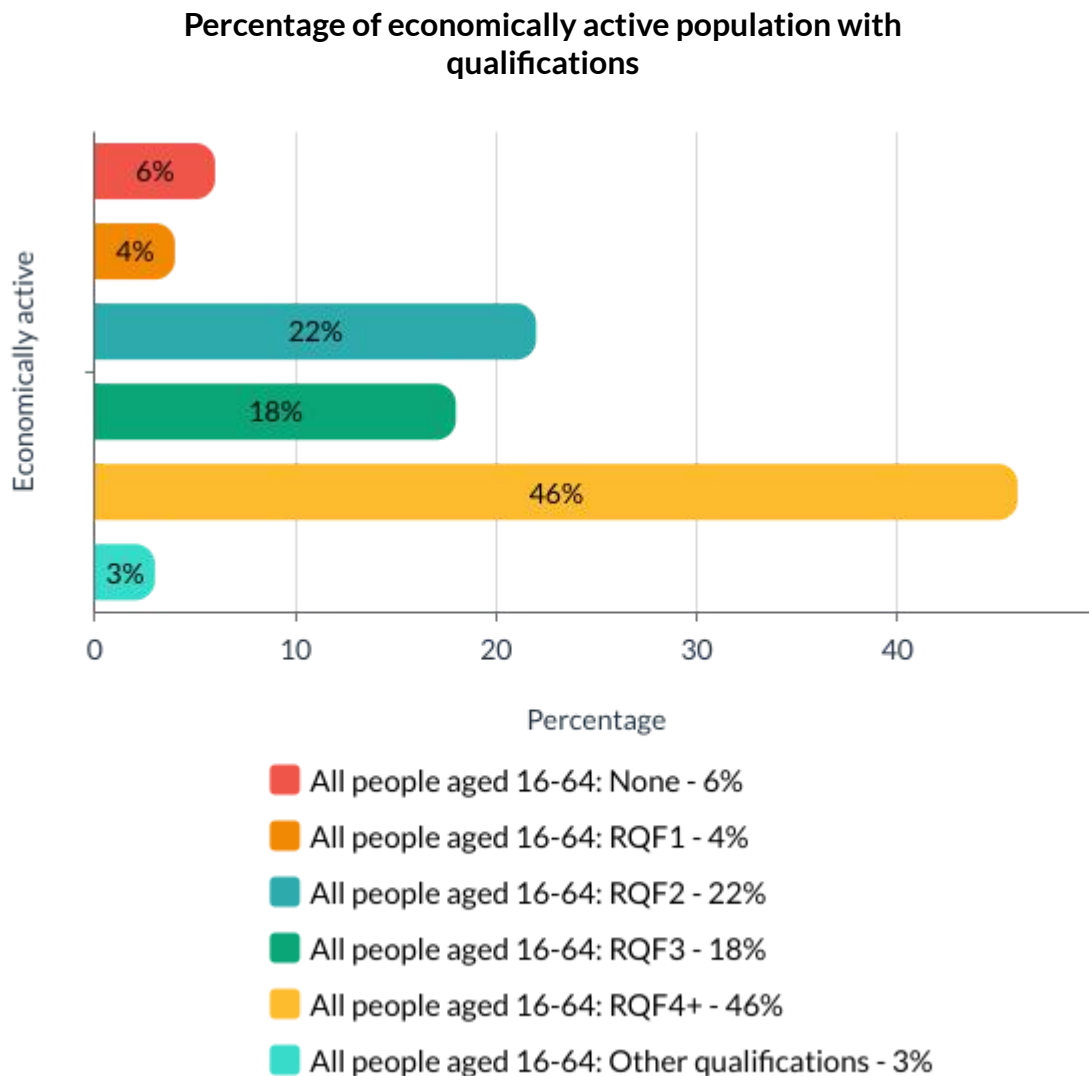
Employment by sector in 2023



Source: ONS

Economic activity levels in Bury

- 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 Bury, the majority of the economically active population had RQF (Regulated Qualifications Framework) Level 4 or above qualifications.
- A minor proportion of the economically active population had either no qualifications, other qualifications or RQF Level 1.
- The proportion of people with either RQF2 or RQF3 was 22% and 18%, respectively.



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 occupations with the highest demand according to Adzuna data are listed in the following table. These job titles had the highest number of vacancies between May and October 2024.

Sector	Job titles
Construction and Property	Project manager
	Surveyor
	Plumber
	Planner
Education	Driving instructor
	Teaching assistant
FBPS including IT	Customer service consultant
	Recruitment consultant
	Commercial manager
	Credit manager
	Customer service adviser
	Aftersales manager
	Finance clerk
	Recruitment account manager
	Service manager
	Database developer
	Inbound sales agent
	Business manager
	Sales coordinator

Occupations in high demand - continued

Sector	Job titles
Health and Social Care	Healthcare support worker
	Mental health nurse
	Relief support worker
	Residential care home worker
	Bank support worker
	Consultant psychiatrist
	Social care worker
	Occupational therapist
	Speech and language therapist
	Psychologist
	Nurse
Manufacturing	Lorry driver
	Inventory coordinator
Retail, Hospitality and Leisure	Shop manager
	Delivery driver
	Team leader
	Sales assistant
	Retail sales adviser
	Store assistant
	Shop manager
	Chef
	Retail sales adviser
	Barperson
	Kitchen assistant
	Kitchen porter

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 June 2023 to December 2024.

High-demand occupations	Hard-to-fill occupations
Sales representative	Sales manager
Engineer	IT engineer
Cleaning operative	Radio engineer
Project manager	
Sales manager	
Administrative assistant	
Production operative	
IT engineer	

Ongoing/future investment projects

The main investment projects that are taking place, or due to take place, in Bury are presented in this section. This list is not exhaustive, but includes the projects that have the potential to impact the labour market.

Project	Project description	Project priorities
Longfield Centre	Redevelopment: Bury Council and Muse developers will redevelop the Longfield Centre located in Prestwich.	<ul style="list-style-type: none"> • Residential development • Hospitality and retail • Leisure
	Status: The project was approved in July 2024 but there is no information on the start/completion dates.	
	Residential space: It will include 200 homes.	
	Commercial space: The development will include space for food operators, retailers and a gym.	
	Community space: It will include a library, a community hub for arts and culture, and green spaces.	
Bury Market and Flexi-Hall	Bury Council is refurbishing the existing Bury Market and will build a new multi-purpose hall adjacent to it.	<ul style="list-style-type: none"> • Hospitality and retail • Leisure
	Status: Site preparation works started in August 2024 and the project is expected to be completed by June/July 2026.	
	Commercial space: the new hall will be used for conferences, trade exhibitions, concerts, private parties and similar events.	
	Sustainability: The market will have green features like solar panels.	

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Radcliffe Civic Hub	Bury Council and the UK Government are funding the construction of the Radcliffe Civic Hub in the town centre.	<ul style="list-style-type: none"> • Leisure • Public services
	Status: The demolition of previous buildings started in November 2023. The project will be completed by 2025/2026.	
	Community space: The centre will host a new library, a community hub and Council services. It will also include a leisure centre with a gym, a pool and fitness studios.	
Residential development at former East Lancashire Paper Mill	Homes England and Morris Homes have plans to build a residential development at the former East Lancashire Paper Mill in Radcliffe.	<ul style="list-style-type: none"> • Residential development
	Status: There is no information on the construction start/completion dates.	
	Residential space: 400 homes which will be a mix of apartments and houses.	
Enterprise Centre in Radcliffe	The Radcliffe Library building will be converted into an enterprise centre.	<ul style="list-style-type: none"> • Office space • FBPS sector, including ICT
	Status: The construction began in December 2024 and it is expected to be completed by mid-2025.	
	Commercial space: The centre will provide offices, flexible working space, meeting rooms and business support services.	
Atom Valley Mayoral Development Zone (AVMDZ)	The Atom Valley Mayoral Development Zone is being developed across three sites in Bury, Rochdale and Oldham. It is a public-private partnership, with an approximate investment of £1bn. Once fully developed, it will form a cluster of companies specialised in advanced manufacturing and materials. The site in Bury is the Northern Gateway which also falls within Rochdale.	<ul style="list-style-type: none"> • Advanced manufacturing • Sustainability • Innovation • Business growth and expansion • Economic expansion • Inward investment • Residential development • Transport infrastructure

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Atom Valley Mayoral Development Zone - continued	Status: The next major step is the construction of the Sustainable Materials and Manufacturing Centre (SMMC) at the Kingsway Business Park in Rochdale.	
	Commercial space: The project will cover 17 million sq ft of employment space across the three sites. It will mainly host advanced manufacturing, machinery, and advanced materials businesses. It will also include research facilities and business support services.	
	Residential development: The target is to build 7,000 homes across the locations.	
	Transport infrastructure: Highway infrastructure will be upgraded to better connect the Northern Gateway with the M60 and M62 motorways. The project includes increased bus services between the employment sites and Rochdale, Bury and Oldham.	
	Economic impact: The creation of 20,000 jobs is expected across the three Atom Valley sites.	
Low Carbon Heat Network	The Council is exploring the possibility of installing an underground heating network in Bury town centre.	<ul style="list-style-type: none"> • Low-carbon energy system • Sustainability
	Status: The project is in the proposal stage. The feasibility report will be ready this year.	
	Sustainability: The network would heat council buildings and schools, and, it might supply additional buildings in the longer term. The network would use low carbon energy sources like air source heat pumps, water source heat pumps or sewer source heat pumps.	
Star Radcliffe Academy	The Star Radcliffe Academy high school recently opened in Radcliffe and welcomed its first intake of students in September 2024.	<ul style="list-style-type: none"> • Educational facilities

Ongoing/future investment projects - continued

Project	Project description	Project priorities
Star Radcliffe Academy - continued	Status: Some buildings are still under construction and the work will reach completion by September 2025.	
	Education facilities: Currently the school has 150 pupils, but the intake will increase each year until reaching 750 pupils in 2028.	

Sector priorities

This section introduces the Council's priorities and targets for each of Bury's principal sectors. The jobs and skills that are needed to achieve these ambitions are included in the analysis.

Sector: Construction

Initiatives/Priorities:

There are several upcoming construction projects in Bury. The demand for skilled tradespeople and technicians will remain high.

Places for Everyone construction plans:

- In the PfE plan, it was stipulated that 7,678 new homes, 608,584 sqm of industrial space and 1,177 sqm of office space would be delivered in Bury by 2039.

Housing:

- In the 2030 Strategy, the Council committed to invest in the regeneration of the six town centres, with a focus on Bury, Radcliffe and Prestwich. A key component of this plan was to build new homes in the town centres.
- There are plans to build 7,000 homes across the three AVMDZ locations, 1,550 of which will be in Bury.

Transport infrastructure:

- The plan for the AVMDZ includes building new roads, bus stations and improving existing highway infrastructure around the employment sites, with a special focus on the Northern Gateway.

Industrial parks:

- There are plans to expand the Northern Gateway site and build more industrial units.

Commercial space:

- The strategy to regenerate Bury's town centres includes renovating and constructing spaces for hospitality and retail businesses. The most significant projects are the refurbishment of Bury Market (Bury) and the Longfield Centre (Prestwich), as well as the construction of the Flexi-Hall (Bury).

Sector priorities - continued

Sector: Construction - continued

Initiatives/Priorities:

Community space:

- The construction of a civic hub has recently started in Radcliffe.

Job Creation	Anticipated Skills Requirements
<p>Electrician, Plumber, Welder, Roofer, Tile fitter, Plasterer, Painter, Bricklayer, Carpenter, Ceiling fixer, HVAC technician, Heavy equipment operator, Water resource operative, Smart meter installer, Site engineer, Mechanical engineer, Civil engineer, Electrical engineer, Architect, Landscape architect, Quantity surveyor, Urban planner, Environmental consultant, Retrofit coordinator, Sustainability officer, Real estate agent, Facilities manager, Construction manager, Structural steel fabricator, Steel erector, Steel fixer, Scaffolder, Highway operative.</p>	<p>Planning Project management Quantity surveying Construction and site planning Procurement Civil engineering and structural design Knowledge of building regulations and safety codes Operation of heavy machinery Ability to use CAD software (for engineers, architects and high-skilled technicians) Ability to use BIM software (for engineers, architects and high-skilled technicians) Green skills Retrofitting SMART buildings Carbon literacy Social Value</p>

Sector priorities - continued

Sector: Retail, Hospitality and Leisure

Initiatives/Priorities:

- The plan to regenerate the town centres includes new hospitality, retail and leisure spaces. This will create jobs in Bury, Radcliffe and Prestwich, as most of the projects are taking place in these towns.
- In the 2030 Strategy, the Council stated that they would focus on developing the leisure industry and less so on retail, due to a shift in consumer preferences. An example is the creation of the Radcliffe Civic Hub.

Job Creation	Anticipated Skills Requirements
Cleaner Food and beverage assistant Kitchen assistant Chef Waiter/Waitress Barperson Barista Cashier Delivery driver Shop assistant Sales associate Shift manager Shop manager Leisure centre assistant Leisure centre manager Receptionist Event coordinator Fitness instructor Personal trainer	Nutrition Food preparation Leadership and team management Sales Customer service Inventory management Store operations Strong communication and conflict resolution Ability to use POS systems

Sector priorities - continued

Sector: Manufacturing

Initiatives/Priorities:

- In its Economic Strategy, Bury Council highlighted a lack of good quality employment land in the borough. The Council committed to increasing the employment land supply.
- Bury was the local authority area with the second greatest allocation of industrial space in the PfE plan. The new employment space will create more opportunities for businesses to set up in the borough, especially manufacturing firms.
- More businesses and employment land means the demand for highly skilled technicians will remain high.

Job Creation	Anticipated Skills Requirements
Food production operative Production operative Spray painter CNC machinist Industrial electrician Metal fabricator/welder Fitter CAD technician Engineering manufacturing technician Electrical engineering technician Mechanical engineering technician Electrical engineer Mechanical engineer Manufacturing engineer Operations manager Production manager	Manual dexterity Ability to read blueprints Ability to use CAD software Knowledge of electrical systems specific to a manufacturing setup Welding skills Numeric and mathematical skills Understanding of engineering concepts and principles Knowledge of health and safety regulations Knowledge of their specific field of engineering

Sector priorities - continued

Sector: Advanced Manufacturing

Initiatives/Priorities:

- In Bury Council's Economic Strategy, advanced manufacturing was identified as a key sector. The Council committed to boost it through supporting high value businesses.
- The Council expects to attract more investment to the Northern Gateway site, which is part of the Atom Valley Mayoral Development Zone. This site will mainly be for advanced manufacturing companies.
- With the increase in inward investment, the demand for highly skilled workers in the fields of advanced manufacturing, advanced machinery and industrial digitalisation will increase.

Job Creation	Anticipated Skills Requirements
3D printing technician Mechatronics technician Robotics technician Mechatronics engineer Robotics engineer R&D engineer Design engineer Materials engineer Computer hardware engineer Software engineer	Ability to use CAD and CAM software Advanced mathematical skills Strong understanding of engineering concepts and principles Understanding of electrical control systems Performing computational modelling of systems Data analysis Research skills (R&D engineer, design engineer and materials engineer)

Sector priorities - continued

Sector: Financial, Business and Professional Services, including ICT

Initiatives/Priorities:

- In its Economic Strategy, Bury Council stated that it would promote the digital and creative sector as it is a key sector for economic growth.
- The Enterprise Centre in Radcliffe will open in 2025 and will support the creation of local businesses.
- The demand for workers in professional and administrative services will remain at a similar level.

Job Creation	Anticipated Skills Requirements
Bookkeeper Payroll clerk Accounting assistant Purchase ledger administrator Credit manager Accountant Management accountant Finance manager Paralegal Solicitor Administrator Receptionist IT technician Infrastructure engineer Software developer	Accounting Bookkeeping Database management Proficiency with Microsoft Office Suite Ability to use accounting software Ability to use CRM (Customer Relationship Management) software Knowledge of law Programming skills Scripting Cyber security

Sector priorities - continued

Sector: Low carbon

Initiatives/Priorities:

- In the 2030 Strategy, Bury Council set the goal to make the borough carbon neutral by 2038. It stipulated that it would decarbonise the public estate and advocate for the decarbonisation of all homes.
- In its Economic Strategy, Bury Council committed to help businesses transition to carbon neutrality, and to boost the green commercial sector.
- It is possible that a low carbon heat network will be installed in Bury town centre in the coming years.
- These projects will increase the demand for green skills, especially in the construction and energy sectors.

Job Creation	Anticipated Skills Requirements
Heat pump technician EV charge point technician Solar PV technician Solar thermal technician Retrofit coordinator Carbon accountant	Electrical skills Plumbing skills Ability to use CAD software Retrofitting Understanding of energy-efficiency measures Knowledge of health and safety regulations Knowledge of building regulations Data analysis (carbon accountant)

Sector priorities - continued

Sector: Education

Initiatives/Priorities:

- The new housing developments will increase the need for education services in those communities.
- The recently-opened Star Radcliffe Academy will considerably expand its capacity in the coming years.
- Bury's population increased at an annual rate of .41% between 2014 and 2023 (ONS, 2024). If the population continues to increase, education services may need to expand as well to support population growth.
- The expansion of education services will increase the demand for teachers and related occupations.

Job Creation	Anticipated Skills Requirements
Nursery nurse / Early years practitioner Primary school teacher Secondary school teacher Teaching assistant SEND teacher Tutor	Tutoring Teaching Motivating students Working with children Understanding learning difficulties Digital literacy Diversity and inclusion

Sector priorities - continued

Sector: Health and Social Care

Initiatives/Priorities:

- The new residential developments will increase the demand for health and social care services in those areas.
- Bury's population in the 65+ age group has increased steadily over the last 10 years (ONS, 2024). It is expected that the population in this age group will continue to grow, increasing the need for adult health and care services.
- This will drive up the demand for adult care and health workers.

Job Creation	Anticipated Skills Requirements
Care worker Support worker Healthcare support worker/ Healthcare assistant Nursing associate Nurse General Practitioner Recreational therapist Occupational therapist Dental nurse Dental hygienist Dental practitioner Medical and dental specialities	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 Sensitivity

Conclusions

This local authority level report offers an in-depth analysis of the current and projected employment landscape within Bury. 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 the Longfield Centre and Atom Valley Mayoral Development Zone, will enable stakeholders to develop long-term workforce development strategies. The projects included in the table starting on page 11 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 Bury-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 Bury. 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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