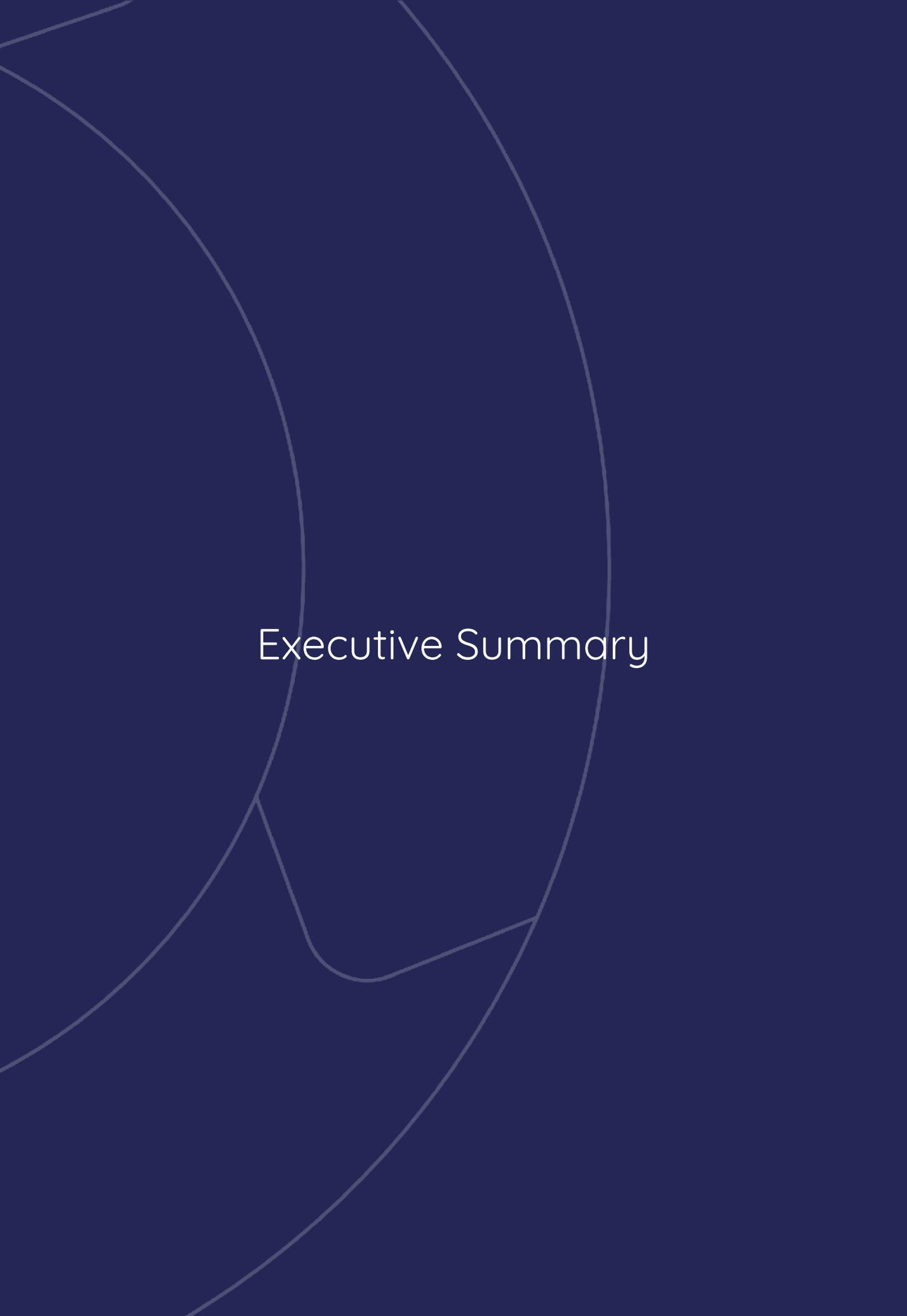


OurCity2030 Socio-economic November 2022 analysis



The background is a solid dark blue color. Overlaid on this are several thin, light blue lines that form overlapping circles and arcs. One large circle is partially visible on the left side, and another larger one is on the right. A smaller circle is positioned in the lower-left quadrant. The lines are thin and create a sense of depth and movement.

Executive Summary

Executive summary



Education, media, art and some sciences are some of the subject areas where Black, Asian and Minority Ethnic students are **underrepresented** despite high interest among young people's dream jobs. There is an **overrepresentation** in some areas such as **medicine, law, business, engineering and computing**. (Education and Employers, 2019 and Advance HE, 2021)

48.1% of young people surveyed by Babbasa **are unaware of the skills** they need to improve or develop for their career ambitions (Babbasa 2022)

A strong link exists between wages and qualifications. Qualification **levels vary** between different ethnic minority groups in Bristol, Black/African/-Caribbean/Black British people have the lowest levels of qualifications of any group (ONS, 2011)

32% of young people want an **apprenticeship** (Babbasa, 2022) and ethnic minorities have **higher rates of apprenticeship starts** in Bristol than their peers in England (DfE, 2019).

Black, Asian and Minority Ethnic students are **overrepresented in higher education** (AdvanceHE, 2021).

Ethnic minority workers in the UK are underrepresented in **manager, director and senior official** positions, and **only 5% of Black workers** are in these occupations compared to the UK average of 11% (ONS, 2018)

23.1% of young people see **lack of confidence** largely due to extrinsic factors as a barrier to achieving professional ambitions (Babbasa, 2022)

47% of young people surveyed by Babbasa (2022) need immediate **support whilst in education** to progress towards their dream job.

Career

Black, Asian and Minority Ethnic-led businesses in Bristol are concentrated in **lower-wage sectors** such as retail and food service

Ethnic minority **young people earn equal to or more than their White peers**, but a **pay gap** emerges for those of **working age** (16-64), indicating issues with progression in later life (ONS, 2019)

High proportion of ethnic minority employment in **Health and STEM professionals** which are fast growing industries and occupations in the UK (McKinsey & Company, 2019)

Unconscious bias, lack of social or professional networks, discrimination and lack of role models were cited as main barriers to BME career progression by both individuals and employers (BEIS, 2017)

Opportunities for high-wage jobs in Bristol are **Professional, Scientific and Technical Activities, Information and Communication, and Financial and Insurance Activities** (ONS, 2020). Employment of British, Asian and Ethnic Minority workers is projected to grow in high-wage occupations such as teaching and education, business managers, STEM, health and business professionals in the UK (Arup, 2022)

Lack of inclusivity and diverse role models are seen as the major barriers to **attainment** according to both students and practitioners and HE staff at educational institutions in UK (Universities UK, 2021)

Target wards are in **close proximity to educational institutions and high-wage industry clusters** compared to other areas in Bristol (Arup, 2022)

Employment by young people is at high **risk of automation** (PIAAC & Frey and Osborne, 2017) and decline is predicted in some low pay jobs with high youth and ethnic minority participation (Arup, 2022).

Entering

Progressing



Industry & Jobs



Executive summary

This report considers the labour supply of ethnic minorities in target wards (Lawrence Hill, Easton and Ashley) relative to labour demand across Bristol. The research considers the following questions:

- What is the current context of wages in general and in Bristol?
- What are the demographic characteristics, skills and education levels for ethnic minorities in the target wards of Bristol? How do they compare with overall skill levels in the market? Are these skills responding and aligning to market demand?
- What industries are expected to grow and/or witness a gap in labour supply? Which of these industries are high-paying industries? What is the representation of ethnic minorities in these industries and how is that expected to change in the future?

By exploring these questions, we are able to identify the barriers that ethnic minorities face in the labour market, so that Babbasa is able to directly target efforts on these barriers and support young people from ethnic minority backgrounds achieve their career aspirations and improve their potential to earn, as a minimum, the Bristol median wage.

Target wards context

The target wards of Lawrence Hill, Ashley and Easton have a high percentage of residents identifying as from an ethnic minority as well as a higher percentage of young people and working age people compared with Bristol and England. The target wards perform relatively poorly on the Indices of Multiple Deprivation (IMD), which is a measure of the relative deprivation of Lower Super Output Areas (LSOAs) in England across income, education, employment, health, crime, barriers to housing and living environment. There are also higher rates of overcrowding, less access to private transportation, and low household income rates which can have negative impacts on education and employment outcomes. House prices are rising rapidly in the target wards, therefore the current population in the private rental sector are at risk of displacement to more affordable areas of Bristol.

People - Education, training and aspirations

Overall, the picture around education and skills is mixed, with some significant areas of opportunity. Qualification levels vary between different ethnic minority groups in Bristol, with some having high rates of qualifications. However, Black/African/Caribbean/Black British people have the lowest levels of qualifications of any group and the target wards have lower academic performance at secondary school (Attainment 8 scores).

Between 2011 and 2019, there has been significant improvement in Level 4 qualifications at a Bristol level, outpacing improvements at England level, but qualification levels are lower in the target wards in comparison with England and Bristolians born in the UK are less qualified than those who were born outside of the UK. However, ethnic minorities have higher rates of apprenticeship starts in Bristol than their peers in England. At a UK level, they are also overrepresented in higher education, but their representation varies by subject, with overrepresentation in Business, Administration and Law, Engineering, Medicine and social sciences, but underrepresented in education, arts, physics and biological sciences. There is also a degree rewarding gap.

The aspirations of ethnic minority young people, as with all young people will change as they grow older. However, the careers that they have aspirations for do not always align to their representation in further education or to future employment. Arts and science are two of the most popular career aspirations for Black and Asian children, but data shows that they are actually underrepresented in both subject areas. Data also shows that ethnic minorities are underrepresented in the education study area, which is also one of the top career aspirations

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People – Economic activity and employment

All three target wards have equal or higher rates of economic inactivity for Black, Asian and Minority Ethnic young people than the Bristol average. Young people are most likely to be economically inactive because they are studying, however home and family responsibilities and long-term sickness are also factors for ethnic minority young people in Lawrence Hill and Easton.

There is an employment gap for both young and working-age ethnic minorities compared to their white peers. The employment rate for all young people is lower than the working-age average. Gaps vary by ethnicity, with Pakistani/ Bangladeshi and Asian (other) having the lower employment rate for young people. Occupation ethnicity gaps (both over and underrepresentation) exist and vary between different ethnic minority groups. Overall, there is underrepresentation of ethnic minority workers in the UK in manager, director and senior official positions, but this is particularly pronounced for Black workers. A similar picture emerges when looking at employment by industry, with some ethnic minority groups significantly under or overrepresented in different industries.

Industries and Jobs – High-wage industries

Industries with a significant presence in Bristol and the South West which offer high wages include Professional, Scientific and Technical Activities, Information and Communication, and Financial and Insurance Activities. These high-wage industries are concentrated near Bristol's City Centre and other industrial clusters in the region which can be accessed by city centre transport connections. The target wards are relatively near Bristol's City Centre, making high-wage jobs accessible to those without private vehicle transportation. Black, Asian and Minority Ethnic-led businesses in Bristol are concentrated in lower-wage sectors such as retail and food service industries.

Industries and Jobs – Skills demand

The jobs with the highest number of job postings in the West of England are mostly for lower wage occupations such as nurses, sales, and administration, with the exception of programmers and software developers. The top industries advertising are a mix of high and low-wage industries: human health services, education, legal and accounting services, and food and beverage services.

In general, higher wage industries and occupations require higher level qualifications, with the exception of construction. Workers are predicted to become more qualified over time, increasing the need for qualifications in employment. There is a perception gap between ethnic minority graduates and recruiters about what skills are valued, particularly for commercial awareness.

Industries and Jobs – Employment demand

Information and Communications Technology (ICT), health and teaching professionals are expected to grow in demand and face talent shortage in the future in the UK. Depending on the role, these can be high paying occupations. Additionally ethnic minority employment is also projected to grow in health, teaching, business and Science, Technology, Engineering and Mathematics (STEM).

However, there is a risk to jobs typically done by young people as a result of automation and other factors, as well as a risk of decline in some low-wage occupations with high ethnic minority participation and high numbers of jobs. There is also a gap between the preferences of young people for certain industries and the net employment demand for some industries.

Executive summary

Barriers - Education

Barriers to educational attainment for ethnic minorities includes the lack of role models and senior staff representing all ethnic groups. Curriculum delivery and design have been also noted in studies as factors contributing to the ethnicity attainment gap. Importantly, the persistence of these gaps have contributed to the lack of inclusive practices across the institutions and lack on internal ownership of the issue.

Barriers - Skills

The largest gap of under-skilled workers in the UK by 2030 will be in basic digital skills, followed by leadership and managing skills and critical thinking and decision making. In terms of knowledge areas, the largest gap is in customer and personal service areas. Employers in West of England cite that causes of skills gaps include partially completed training, staff being new to the role or the inability to recruit staff with the required skills. Financial barriers and low confidence or self-esteem are common barriers to adult learning.

Barriers - Employment

Employment barriers are the most significant type of barrier identified by young people surveyed by Babbasa. There are many barriers which are experienced by ethnic minorities, including working practices, culture at work, skills and talent being overlooked, office politics, lack of effective training and the lack of connection to the right people which make it difficult to progress and meet career expectations. There is alignment between what employers and ethnic minority employees view as barriers, the top three for both being around similar themes of social and professional networks and role models, discrimination and bias. The support that young people say they need to progress towards their dream job changes as they get older, shifting from a focus of education to finding a job or work experience or business start-up support. Female and non-binary respondents were more likely to cite a need for education support.

In terms of recruitment and raising awareness of careers, recruiters rely mostly on web recruitment and referrals, while young people are likely to have learned about the job of their choice in a class in school/college or through social media. This is a particularly important point as young people indicate that lack of information is one of the main barriers to achieving their career aspirations.

Transport can also be a barrier to employment. For the target wards of Lawrence Hill, Ashley and Easton there are lower levels of car availability, and ethnic minority people are more likely to walk or take public transportation. However, the target wards are also relatively close to Bristol City Centre, which is an employment hub for a number of high-wage industries, and are accessible to

“There’s a huge disconnect in the language that’s used by schools, workplaces and young people”

“You always need a guide – whether that’s a mentor, a buddy, a support or friendship group or an online resource”

“People providing career guidance at school need a huge network of knowledge and experience”

“We’re all individuals, but we’re being fitted into silos”

“It’s not just about learning things, but learning how to explain things you know to somebody else”

- Quotes from young people at Babbasa roundtables

Executive summary

Summary of Research Observations

- Ethnic minorities all face some barriers when it comes to education and progressing their careers. Consideration should be given to a coordinated intervention plan that examines the identified systemic issues and works with cross-sector stakeholders at a city level, to boost mobility from poverty and reduce inequality for ethnic minorities
- Lack of confidence is the most significant barrier to career aspirations for young ethnic minorities alongside lack of connections, commitment and motivation. Consideration should be given to a targeted campaign to signpost ethnic minorities receiving eligible benefits or earning below the Real Living Wage in the target areas toward the dedicated career progression coaching within intervention plans.
- Recognition that there are nuances and that barriers for ethnic minorities are not homogenous. The research presents a complex picture with different outcomes in terms of education, qualifications, industries, occupations and wages. Consideration should be given to targeted and culturally nuanced wraparound support within intervention plans.
- The target wards are a good place to concentrate effort if the goal is to increase opportunities for ethnic minorities in Bristol. Considerations should be given to monitoring to check the impact of intervention plans and also whether there is displacement over time to ensure the continued reach to all ethnic minority young people in Bristol.
- Some industries offer particular opportunities where there is a confluence of positive factors such as good representation of ethnic minorities studying subjects in higher education, the aspirations of young people, sectors with propensity for higher wages and strong sector presence in Bristol and the South West. Consideration should be given to support businesses looking to meaningfully engage, recruit and onboard ethnic minorities. Further consideration should also be given to businesses to create inclusive work environments that helps with retention and enables ethnic minorities to thrive.
- There are also areas of the local economy at risk, with higher proportions of employment of young people and ethnic minorities, higher propensity for low wages, risk of automation and declining, but high numbers of jobs. Consideration should be given to meaningful education and awareness activities about the future of work within targeted intervention plan.
- While some industries offer higher wages, young people should have the opportunity to work in any industry that they aspire to. There are systemic issues in terms of wages and job security in some industries which require systemic changes that are likely to be beyond the scope of what can be achieved at the City Region level without the intervention of public policy makers or changes in institutional practices.

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Summary of industry opportunity areas

	Above median wage	Number of jobs	Bristol and South West Cluster	Growth area	Talent shortage	Ethnic minority representation in HE	Lower qualification requirements	Aspirational alignment	Ethnic minority-led Businesses sector
ICT	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Varies	Area of alignment	Area of alignment	Area of alignment
Health	Mixed	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Education	At median	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Professional Scientific and Technical	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Science	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Finance and Insurance	Area of alignment	Area of alignment	Area of alignment	Mixed or partial alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Business Administration and Law	Area of alignment	Area of alignment	Area of alignment	Mixed or partial alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Engineering and Manufacturing	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Only for manufacturing	Area of alignment	Area of alignment
Construction	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Arts and Creative	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Hospitality/accommodation/food services	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Transportation and storage	At median	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Retail	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment
Admin and support activities	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment	Area of alignment

Area of alignment
 Mixed or partial alignment