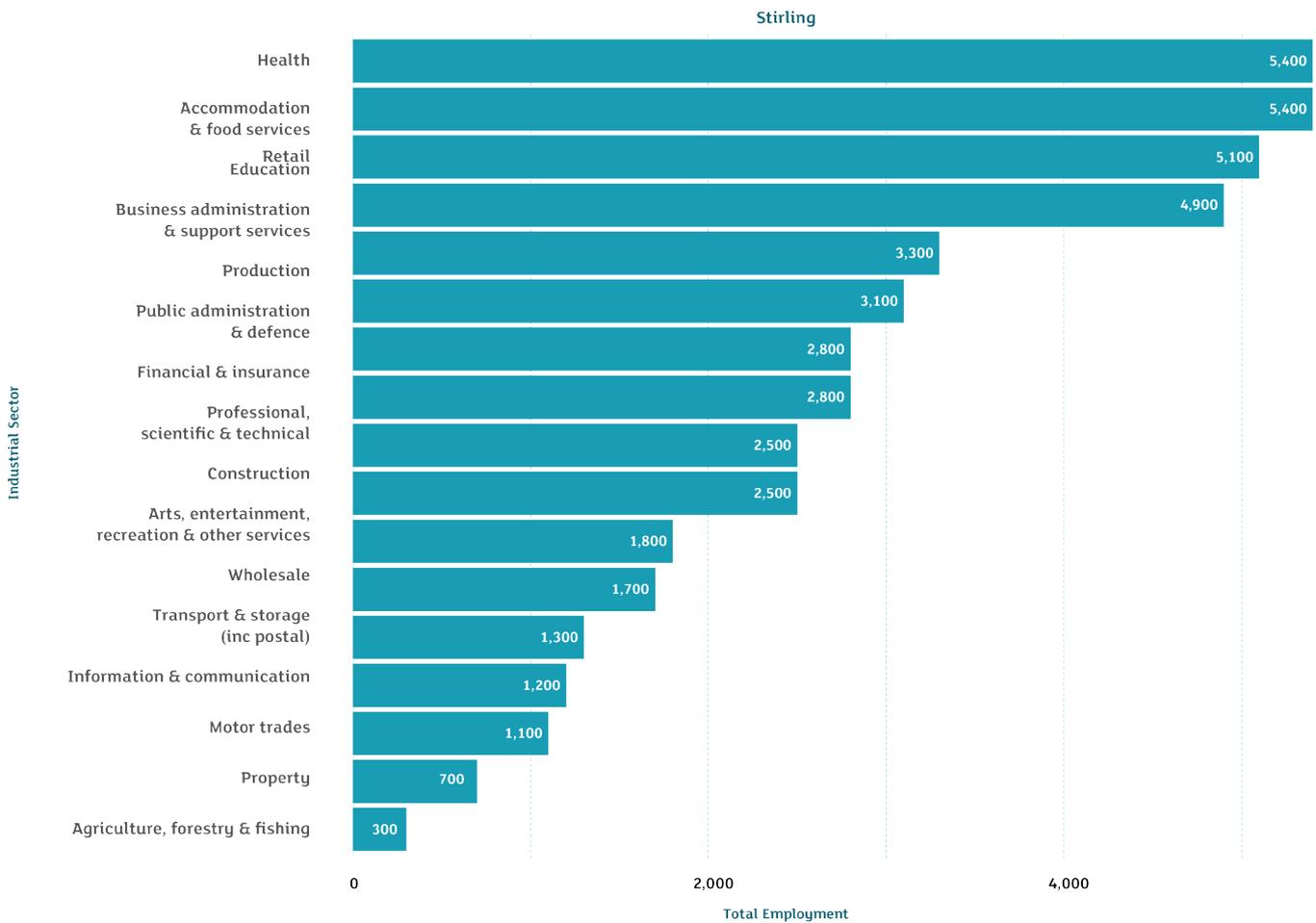


Where were the jobs in Stirling in 2015?

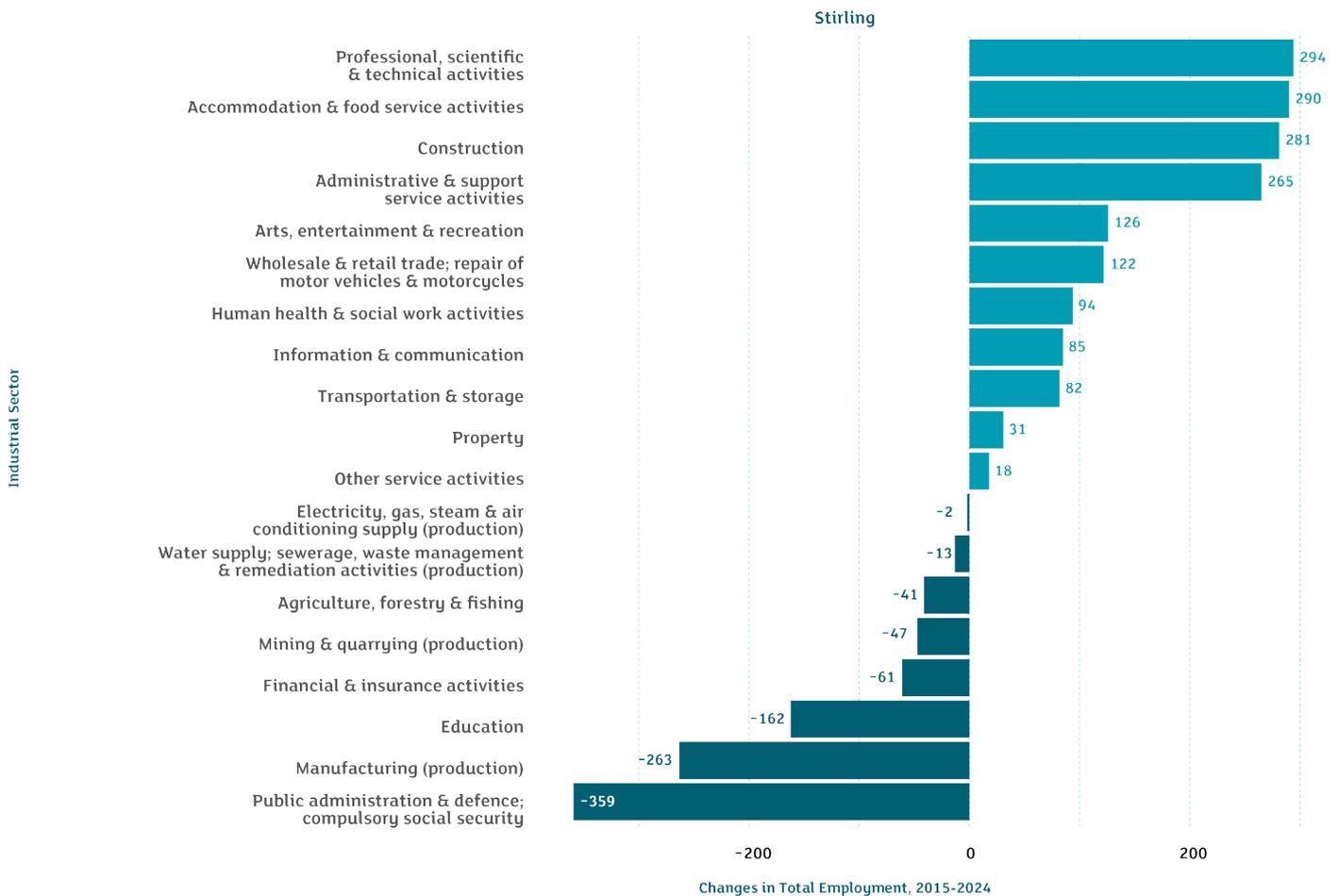


Key Changes up to 2015

- Jobs growth has returned to Stirling in 2015, an increase of 1,100 jobs (2.5%) after it had stalled in 2014.
- Job gains in 2015 were greatest in the accommodation & food services sector (+600), education (+500), health (+200), and the higher value added services of information & communications (+200) and finance & insurance (+200). At the same time employment fell in business administration & support services (-400). The accommodation & food services sector is now the largest employment sector in Stirling, alongside health, 1.5 times more concentrated than for Scotland, although many will be lower paid and lower value added jobs.
- Business numbers have continued to grow strongly, although below the Scotland rate. Stirling had been making good progress in making the transition to a more knowledge-based economy, and recent evidence is that these trends are re-emerging.

What does the future look like?

Sectors projected to grow in Scotland between 2015-2024



Future Priorities: 2016 - 2024

Total employment is forecast to increase by 0.2% on average each year from 2016 to 2024, the same as the equivalent rate expected for Scotland as a whole. Replacement demand will result in 12,800 openings while Expansion demand is expected to result in 200 more openings. Together this will result in 13,000 openings between 2016-2024.

Future Priorities for Stirling will include:

- Increasing the number of local jobs. Although 2015 job increases were good, there are still fewer jobs in Stirling than in 2009.
- Continuing to increase the quality of jobs. Stirling has started the transition to a knowledge-based economy, and momentum needs to be sustained.
- Creating a culture of employer investment. Employers continue to need to be encouraged to invest and innovate, which includes investment in skills. There will continue to be strong competition for professional skills from Glasgow and Edinburgh.
- Meeting the skills needs of employers. There are important local sectors, including health and tourism. The growing ageing population will have care needs. Local skills activity should continue to be focused on employer demand.
- Ensure more flexible provision and pathways: more non traditional employment and less conventional career paths mean skills provision must be equally flexible, including work-based learning progression routes.

Further Information

For full local authority summaries, extended summaries and data matrix see Skills Development Scotland Regional www.skillsdevelopmentscotland.co.uk/what-we-do/partnerships/regional-skills-assessments/

Skills Investment Plans can also be viewed on the Corporate site www.sds.co.uk/what-we-do/partnerships/skills-investment-plans/