

8. Demographic shifts, the labour market and the small firm economy

Summary: With a growing population of young families and over 65s, Lancing’s future could reside in the opportunities that exist for local training and education, and flexible, well paid work.

Lancing’s story	Quotations
<p>Projections suggest the post-working age population in Lancing is set to increase between now and 2030. Recently released Census 2021 data tells us that the population of under 16s in Adur has increased by 13% since 2011.</p>	<p><i>“Deprivation figures at our school are going down because parents are working more but then children aren’t able to have free school meals.” -</i> Health and Community Professionals Lunch and Learn.</p>
<p>The long-term capacity for Lancing as a place to provide leisure, health and social opportunities and a thriving local economy for its residents could depend on the children and young people currently being educated in primary and secondary schools and the health and income of the older population.</p>	<p><i>“Better job opportunities for working parents - jobs that are flexible, part-time and that can be done remotely so that parents can be at home for their children, but can also continue to work there at the same time. There is NOTHING in place to support this right now, so parents cannot earn to their full potential because too many jobs are FULL TIME, OFFICE-BASED positions. Too many parents - particularly those with older children of secondary school age and above - are missing out on earning as a result of this and it is adding to their poverty, because they are fully able to work but can’t be in an office as they must still be around in the home when their children are there after school. THIS MUST CHANGE.”</i> Resident, parent / carer, born and bred, 40-49 Survey response.</p>
<p>Flexible and inclusive work for those currently caring for younger generations is important to people in Lancing. As the cost of living crisis bites, more people are looking to work and retrain than ever before. In many households both parents are working; some have two jobs.</p>	<p><i>“We could work together to find local solutions to national situations i.e. labour market / skills gaps etc...?”</i> Business Breakfast</p>
<p>In the ‘Eat, Meet and Learn’ event for parents and carers, participants described how as qualified professionals with caring responsibilities they were finding it difficult to find flexible work and had been unable to return to work following parenthood and/or relocation. Likewise, the voluntary sector coffee morning suggested that older people are returning to work due to the cost of living and/or are looking for flexible hours. Volunteers and carers both discussed the role of intergenerational skill sharing.</p>	<p><i>“Opportunity for varied employment is massive.”</i> Business breakfast</p>
<p>In our focus group with young people, eight out of 10 expressed a desire to go to university, but also described the cost. Some young people had aspirations to run their own businesses in construction and beauty. We also heard from parents that young people with disabilities are looking for opportunities to apply their skills.</p>	<p><i>“Local jobs don’t cover housing costs.”</i> ‘Eat Meet and Learn’ for Parents and Carers</p>
<p>A key challenge is to keep young talent in the local economy. This speaks directly to the concerns of the Business and Trading community to grow a local economy that works for local people and avoids gentrification and the loss of workers to jobs in London. We also learned that the planned youth facility on Monks Rec (a joint project by Lancing Parish Council and WBCares) is planning to offer apprenticeships out to businesses in Brighton.</p>	<p><i>“Education is key for any society to be civilised and decent. Don’t skimp on education....Jobs for the young that have meaning, higher education and improved access to this....”</i> Resident, parent and carer, professional, 60-69, survey response</p>
<p>As a small business economy Lancing is in a strong position to offer flexibility and inclusivity, with many working age adults running businesses from home. And, as highlighted at the business breakfast, there are opportunities for employment at local centres of excellence including Lancing College, Shoreham Airport, Lancing Business Park and Brighton and Hove Albion’s Elite Football Performance Centre .</p> <p>Overall, it was felt the local economy could be strengthened by affordable after school clubs, affordable workspaces, including on Lancing Business Park, affordable high street rentals, training opportunities and local jobs which pay sufficient wages to meet rising housing costs.</p>	

Unanswered questions

- Average local salary range thought to be £25-27K - can we check this?
- What are the vacancy rates for specific types of roles? / What are the skills gaps?
- How many people stay in Lancing to work and how many commute?
- What data do we have on employment for the Port, Airport, College, Football club, business park?
- What would local people's ideal job role be? We need to understand demand.
- How do we engage to get people living and working locally?
- Is there a platform to advertise jobs in Lancing?