

West London Alliance (WLA)

London LSIP refresh – priority and sub-regional sector infographics

December 2025 *(v2 draft – updated)*

Description of data sources

1. **ONS Business Register and Employment Survey** – estimates of employee jobs by detailed geography and industry. Latest data: 2024, SRP level.
2. **UK Business Counts** – counts of local units (individual sites within enterprises). Latest data: 2025, SRP level.
3. **Lightcast** – online job postings data, showing current demand for skills and occupations. Latest data: October 2025, London level. Note: see workbook for definitions. Use Lightcast trends rather than levels, as not all jobs are advertised online and London local authority data is very limited. *N.e.c* means *not elsewhere classified*.
4. **ONS job quality indicators by industry** – measures of job quality, including hours, progression and training. Latest data: January–December 2024, London level, by place of work. Note: Hospitality, Health and Social care, Construction, Digital and Creative industries use 2024 data; all other industries use 2023 resident-based data.
5. **ONS Annual Survey of Hours and Earnings** – gross median annual pay for employee jobs by region and sector. Latest data: 2025, London level
6. **Trust for London, London Living Wage** – published estimates of employee jobs paying below the London Living Wage (LLW). Latest data: 2024, London level.
7. **ONS Annual Population Survey** – household survey covering employment, unemployment, inactivity and qualifications, with breakdowns by gender, age, ethnicity, industry and occupation. Latest data: pooled for period 2022 to 2024, SRP level. Note: interpret breakdowns with care, as margins of error may be large; ethnic minority data is shown in a combined category due to sample size limitations; [c] means data missing due to very small sample sizes.



Number of employee jobs (1)

99,000

(10.3% of WLA total)

Business profile (2)

5,800 local units

(88% less than 10 employees)



Top 10 occupations in demand (3)

(London level)

Of **4,100** online postings for transport and storage-related jobs in London (Oct 2025), the main roles were:

- | | |
|--|------------------------------------|
| 1. Transport/distribution clerk assistants | 6. Taxi & cab drivers & chauffeurs |
| 2. Large goods vehicle drivers | 7. Road transport drivers n.e.c |
| 3. Vehicle technicians, mechanics & electricians | 8. Fork-lift truck drivers |
| 4. Managers in transport & distribution | 9. Managers in logistics |
| 5. Warehouse operatives | 10. Bus & coach drivers |

Online job postings (3) (London level)

London, Jan 2019 - Sep 2025 (three-month moving average)



Sector skills in demand (3)

(London level)

Technical

1. Warehousing
2. Supply chain
3. Key performance indicators (KPIs)
4. Forklift truck
5. Project management

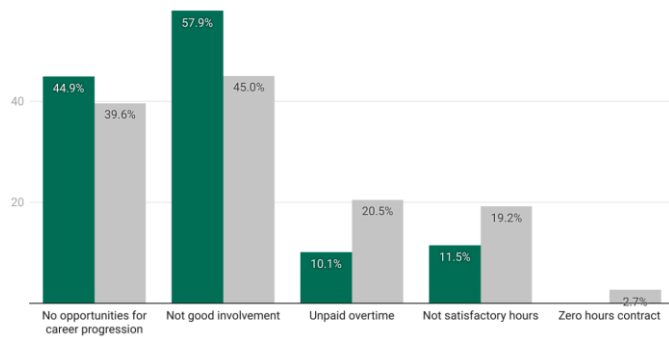
Transferable

1. Communication
2. Operation
3. Customer service
4. Detail oriented
5. Management

Job quality indicators (4) (London level)*

Resident based analysis, 2023

■ Transportation and storage ■ London wide total



Pay profile

(employee jobs, London level)

Typical annual pay (gross, median) (5)

£43,800

(vs. £43,200 all industries in London)

Share of jobs paying **below the LLW** (6)

9.2%

(vs. 13.8% all industries in London)



Workforce profile (7)

(sector in WLA vs. all sectors in London)

- **31%** female and **69%** male
- **42%** from ethnic minority backgrounds (**38%** across all sectors in London)
- **43%** aged over 50 years (**27%** across all sectors)
- **11%** reported a disability (**14%** across all sectors)

Notes: *Data for zero-hour contracts not available due to small sample sizes



Number of employee jobs (1)

38,000

(4% of WLA total)

Online job postings (3) (London level)

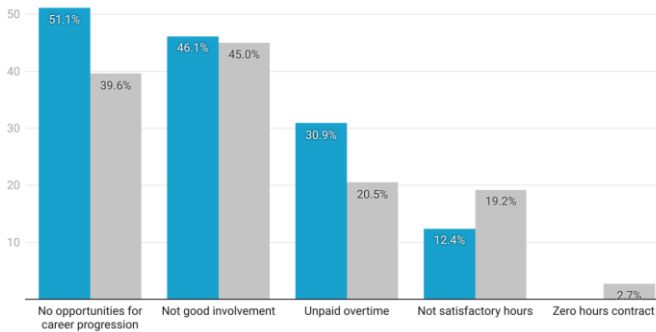
London, Jan 2019 - Oct 2025 (three-month moving average)



Job quality indicators (4) (London level)*

Resident based analysis, 2023

■ Manufacturing ■ London wide total



Business profile (2)

3,300 local units

(85% less than 10 employees)



Sector skills in demand (3)

(London level)

Technical

1. Warehousing
2. Project management
3. Continuous improvement process
4. Plumbing
5. Auditing

Transferable

1. Communication
2. Management
3. Detail oriented
4. Operations
5. Problem solving



Pay profile

(employee jobs, London level)

Typical annual pay (gross, median) (5)

£40,200

(vs. £43,200 all industries in London)

Share of jobs paying below the LLW (6)

16.2%

(vs. 13.8% all industries in London)



Top 10 occupations in demand (3)

(London level)

Of **3,800** online postings for manufacturing-related jobs in London (Oct 2025), the main roles were:

- | | |
|---|---|
| 1. Engineering technicians | 6. Plant/machine ops n.e.c |
| 2. Production & process engineers | 7. Quality assurance technician |
| 3. Skilled metal, electrical trades supervisors | 8. Quality control/planning engineers |
| 4. Production managers & directors in manufacturing | 9. Fork-lift truck drivers |
| 5. Warehouse operatives | 10. Metal plate workers, moulders & related |



Workforce profile (7)

(sector in WLA vs. all sectors in London)

- **48%** female and **52%** male
- **31%** from ethnic minority backgrounds (**38%** across all sectors in London)
- **30%** aged over 50 years (**27%** across all sectors)
- **7%** reported a disability (**14%** across all sectors)

Notes: *Data for zero-hour contracts not available due to small sample sizes



Number of employee jobs (1)

87,000

(9.1% of WLA total)

Online job postings (3) (London level)

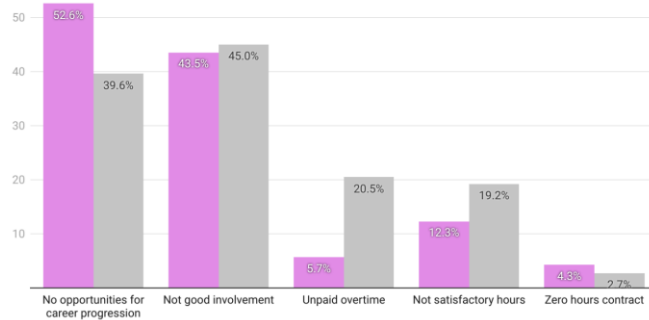
London, Jan 2019 - Oct 2025 (three-month moving average)



Job quality indicators (4) (London level)

Resident based analysis, 2023

■ Retail ■ London wide total



Business profile (2)

12,700 local units

(86% less than 10 employees)



Sector skills in demand (3)

(London level)

Technical

1. Marketing
2. Key performance indicators (KPIs)
3. Customer relationship management
4. Business development
5. Project management

Transferable

1. Communication
2. Sales
3. Customer service
4. Management
5. Detail oriented



Pay profile

(employee jobs, London level)

Typical annual pay (gross, median) (5)

£30,000

(vs. £43,200 all industries in London)

Share of jobs paying below the LLW (6)

31%

(vs. 13.8% all industries in London)



Top 10 occupations in demand (3)

(London level)

Of **9,600** online postings for retail-related jobs in London (Oct 2025), the main roles were:

- | | |
|--|---|
| 1. Managers & directors in retail and wholesale | 6. Marketing & commercial managers |
| 2. Advertising & marketing associate professionals | 7. Sales supervisors – retail & wholesale |
| 3. Customer service occupations n.e.c | 8. Roundspersons & van salespersons |
| 4. Buyers & procurement officers | 9. Customer service managers |
| 5. Sales & retail assistants | 10. Warehouse operatives |



Workforce profile (7)

(sector in WLA vs. all sectors in London)

- **48%** female and **52%** male
- **62%** from ethnic minority backgrounds (**38%** across all sectors in London)
- **26%** aged over 50 years (**27%** across all sectors)
- **13%** reported a disability (**14%** across all sectors)



Number of employee jobs (1)

75,000

(7.8% of WLA total)

Online job postings (3) (London level)

London, Jan 2019 - Oct 2025 (three-month moving average)



Business profile (2)

7,200 local units

(74% less than 10 employees)



Sector skills in demand (3)

(London level)

Technical

1. Restaurant operation
2. Food safety & sanitation
3. Cooking
4. Food preparation
5. Housekeeping

Transferable

1. Communication
2. Customer service
3. Detail oriented
4. Management
5. Operations



Top 10 occupations in demand (3)

(London level)

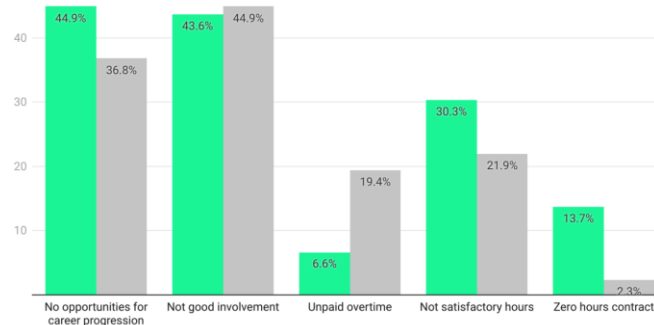
Of **9,200** online postings for hospitality-related jobs in London (Oct 2025), the main roles were:

- | | |
|--------------------------------|---|
| 1. Chefs | 6. Coffee shop workers |
| 2. Kitchen/catering assistants | 7. Housekeepers & related occupations |
| 3. Waiters/waitresses | 8. Bar & catering supervisors |
| 4. Bar staff | 9. Restaurants & catering establishments managers |
| 5. Receptionists | 10. Events managers |

Job quality indicators (4) (London level)

Region of work-based analysis, 2024

■ Hospitality ■ All other industries London



Pay profile

(employee jobs, London level)

Typical annual pay (gross, median) (5)

£26,300

(vs. £43,200 all industries in London)

Share of jobs paying below the LLW (6)

48.4%

(vs. 13.8% all industries in London)



Workforce profile (7)

(sector in WLA vs. all sectors in London)

- **45%** female and **55%** male
- **50%** from ethnic minority backgrounds (**38%** across all sectors in London)
- **15%** aged over 50 years (**27%** across all sectors)
- **[c]** reported a disability (**14%** across all sectors)



Number of employee jobs (1)

3,000

(0.3% of WLA total)

Business profile (2)

200 local units

(76% less than 10 employees)



Top 10 occupations in demand (3)

(London level)

Of **800** online postings for life sciences-related jobs in London (Oct 2025), the main roles were:

- | | |
|-----------------------------------|------------------------------------|
| 1. Medical scientist | 6. Environmental planner scientist |
| 2. Research development manager | 7. Researcher/Researcher associate |
| 3. Biologist | 8. Clinical research manager |
| 4. Clinical research co-ordinator | 9. Biostatistician |
| 5. Laboratory technician | 10. Quality inspector |

Online job postings (3) (London level)

London, Jan 2019 - Oct 2025 (three-month moving average)



Sector skills in demand (3)

(London level)

Technical

1. Project management
2. Clinical trials
3. Biology
4. Auditing
5. Clinical research

Transferable

1. Research
2. Communication
3. Management
4. Leadership
5. Innovation

Job quality indicators (4) (London level)



Pay profile

(employee jobs, London level)



Workforce profile

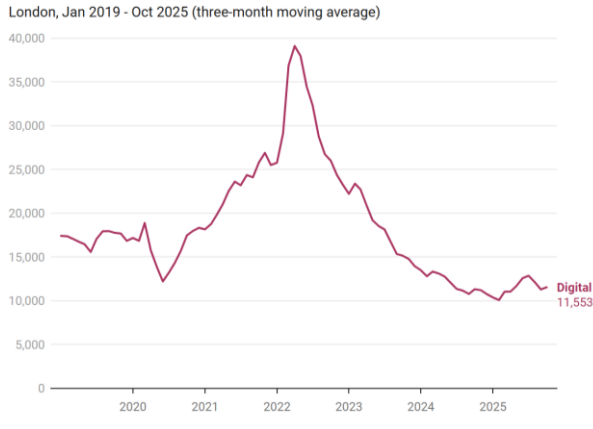


Number of employee jobs (1)

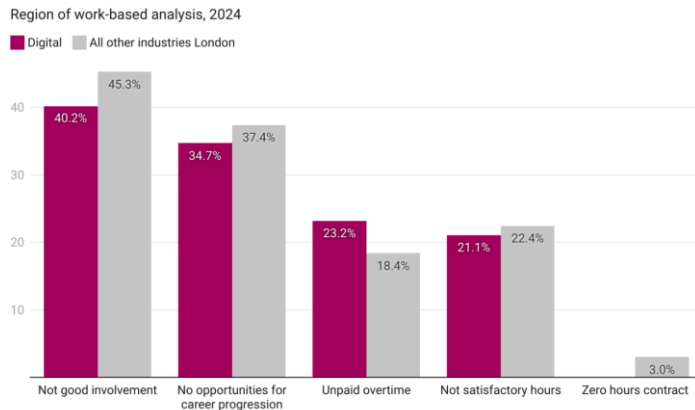
78,000

(8.1% of Local London total)

Online job postings (3) (London level)



Job quality indicators (4) (London level)***



Business profile (2)

12,300 local units

(94% less than 10 employees)



Sector skills in demand (3)

(London level)

Technical

1. Python
2. Scalability
3. SQL
4. Amazon web services
5. Agile methodology

Transferable

1. Communication
2. Problem solving
3. Management
4. Leadership
5. Innovation



Pay profile

(employee jobs, London level)

Typical annual pay (gross, median) (5)

£59,800*

(vs. £43,200 all industries in London)

Share of jobs paying below the LLW (6)

7.9%*

(vs. 13.8% all industries in London)



Top 10 occupations in demand (3)

(London level)

Of **11,600** online postings for digital-related jobs in London (Oct 2025), the main roles were:

- | | |
|---|---|
| 1. Programmers, software developers | 6. IT Managers |
| 2. IT business analysts, architects, system designers | 7. IT network professionals |
| 3. Data analysts | 8. Actuaries, economists, statisticians |
| 4. Database administrators | 9. Web design professionals |
| 5. Cyber professionals | 10. IT operations technicians |



Workforce profile (7)

(sector in WLA vs. all sectors in London)

- **30%** female and **70%** male
- **42%** from ethnic minority backgrounds (**38%** across all sectors in London)
- **26%** aged over 50 years (**27%** across all sectors)
- **10%** reported a disability (**14%** across all sectors)

Notes: *Data for pay and LLW is for Information and communication; **data for workforce profile is for digital at London level for 2024; ***data for zero-hour contracts not available due to small sample sizes