

# Talent Challenge: The Business Transformation BA shortage in East Anglia

## Background

The last few years have seen the emergence of an Insurance hub in East Anglia with the likes of AXA, Willis and Hiscox all setting up offices in the area. Similar hubs have also developed in other areas of the country such as the Surrey/Hampshire region. These hubs are the result of Insurance companies realising that it is expensive to have all their back office functions in prime space in the City of London so they have been gradually moved out in a series of cost efficiency drives.

The advantages of moving to locations near similar companies are many and one of the benefits should be a growing pool of local talent. But as these hubs grow, in the short term they are placing too much demand on the highly skilled local talent and a skills shortage is arising in certain niches. One such niche is Business Analysts (BAs) in East Anglia. There has been a growing demand in this region for Business Analysts with either Insurance or technology backgrounds and the shortage is impacting companies' success at hiring.

## Our study

To help our clients understand the nature of the problem, we researched the Business Analyst market in the East Anglia hub. We established the size of the BA talent pool within a 35 mile radius from Ipswich, which included Norwich, Colchester, Chelmsford and their surrounding areas.

## The findings

The results showed that the business analyst pool was much smaller than clients had previously appreciated and we further established the scarcity of talent with specific business analyst skillsets that were sought after. Many BAs that have been working locally for smaller companies have no formal training and frequently have undertaken a BA/PM hybrid role. Many also lack large corporate experience, a requirement for many of the companies that have relocated to the region.

We also explored which companies were seeking to hire BAs in the region and it became clear that there was considerable demand for the already limited talent pool. High demand and scarce resource has had the following effects:

- Talent shortage
- Creation of a candidate driven market, meaning candidates can control negotiations
- Remuneration packages pushed upwards
- In such a small community people's experiences are quickly shared, making brand reputation key

Certain locations had greater numbers of BAs but unsurprisingly these were often areas with the highest concentration of companies looking to hire BAs. Although it demonstrates that BAs are prepared to move where the jobs are, in the current state of heightened demand this is little comfort to companies needing to hire right now.

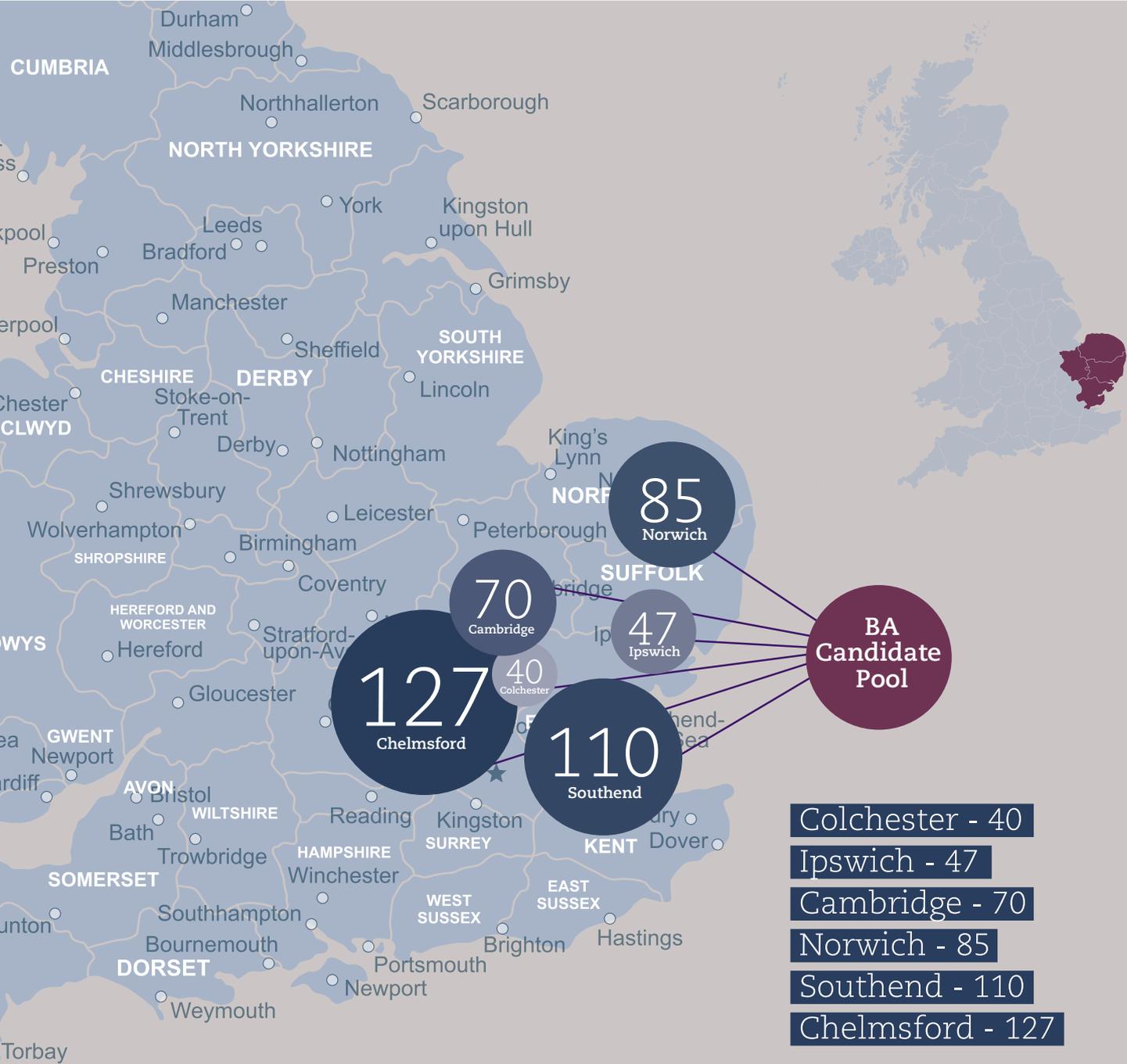
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# BA Candidate Pool



# The Market

**448**  
people with past  
BA experience

**201**  
people are  
currently titled BA

**25** BAs  
with IT outlined  
on profile

**46**  
have insurance  
experience

### Where does the talent come from?

- Aviva
- AXA
- BT
- Hiscox
- Suffolk Life
- Capita
- Haven Power
- CoFunds
- Towergate
- Willis



### Who is hiring?

- Hiscox
- AON
- AXA
- QBE
- Capita
- Hood Group
- BT
- Towergate Insurance
- Willis

