

Careers in Berkshire: Local labour market information

2020

THE **CAREERS &
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COMPANY



**Thames
Valley
Berkshire**
LOCAL ENTERPRISE PARTNERSHIP

Introduction

The purpose of this presentation is for schools and young people to understand:

- The current landscape of the job market in Berkshire
- Jobs that will be required in Berkshire now and in the future
- Technical skills that will be required now and in the future
- Soft skills that will be required now and in the future
- The impact of COVID-19 on the job market in Berkshire



The Thames Valley Berkshire area



This pack provides information on careers in the Thames Valley Berkshire area.

Thames Valley Berkshire stretches from Hungerford in the West, to Slough in the East.

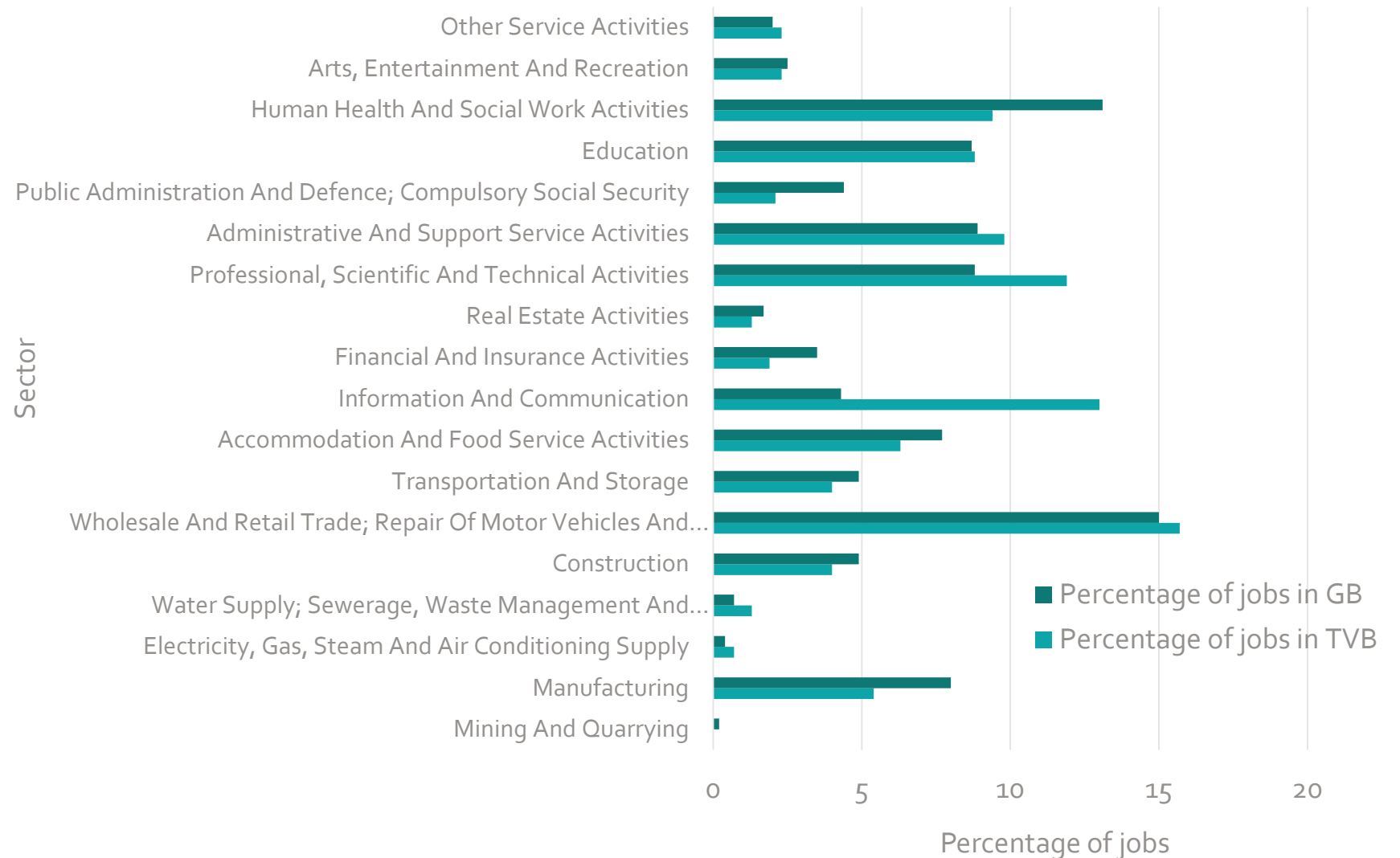
The Berkshire labour market is dominated by 'Digital Tech'

Key facts

The 'digital tech' information and communication sector dominates the economy in Berkshire.

The Digital Tech sector accounts for 13% of employees (compared to 4% nationally) and 18% of businesses in Berkshire and is responsible for almost a quarter of Berkshire's economic output.

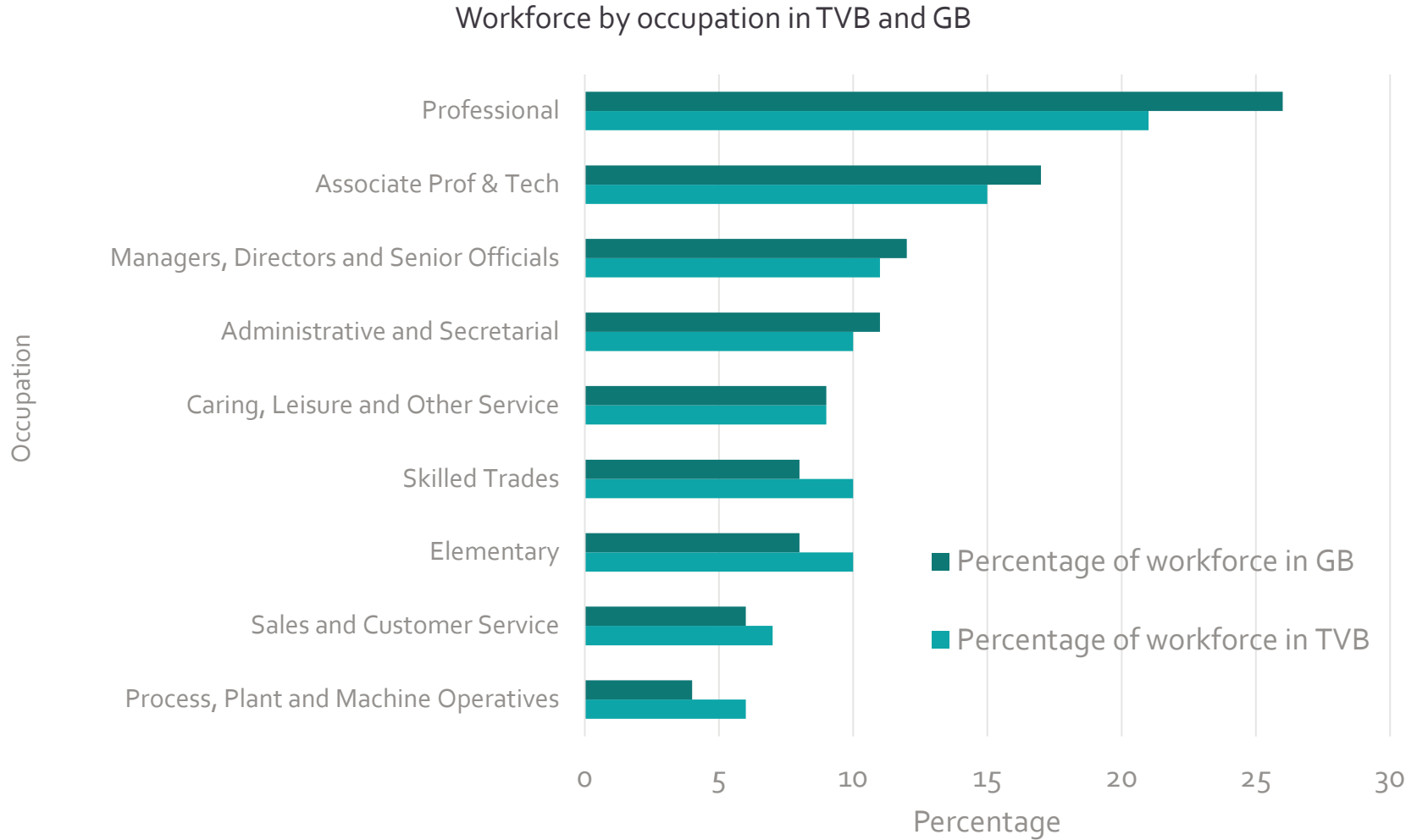
Employee jobs by sector in TVB and GB



Breakdown of Occupations in Berkshire

Key facts

The most common occupation is 'Professional' (26%), followed by 'Associate Professional and Tech' then 'Managers, Directors and Senior Officials'



Leading Berkshire Employers

Key facts

Berkshire has the highest proportion of Foreign Owned Companies in the UK and these companies employ nearly a third of the private sector workforce here.

However, the majority of workplaces in Berkshire are micro-size (1-9 employees).

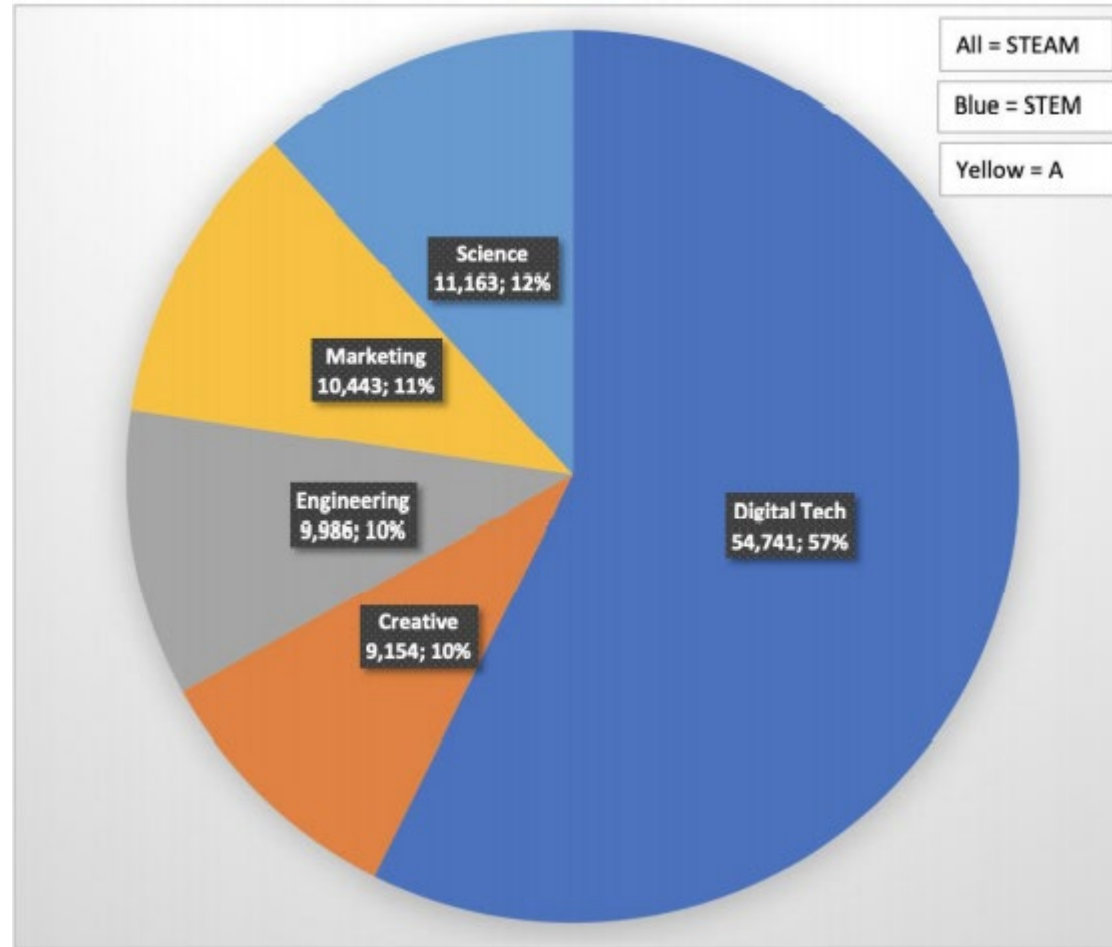


Science, Technology, Engineering, Arts & Maths (STEAM) are important to employers in Berkshire

Key facts

18% of all jobs in Berkshire are classified as STEAM jobs, nearly twice the proportional national average.

The largest proportion by far are in Digital Tech which account for 57% or all STEAM related jobs.



Breakdown of Berkshire's STEAM employment, 2019

There are several different types of work in Berkshire: Self employment, SME's, Part-time Working & Portfolio Careers

Key facts

39% of jobs in Berkshire are in small or medium-sized enterprises (SME's).



13.5% of people working in Berkshire are self-employed. Self employment is highest amongst those in skilled trades including construction roles and process, plant and machine operatives.

21.8% of those in employment aged 16-64 work part time.

83.1% of Berkshire residents work in the private sector.

16.9% in the public sector (including the NHS, schools, local government and emergency services).

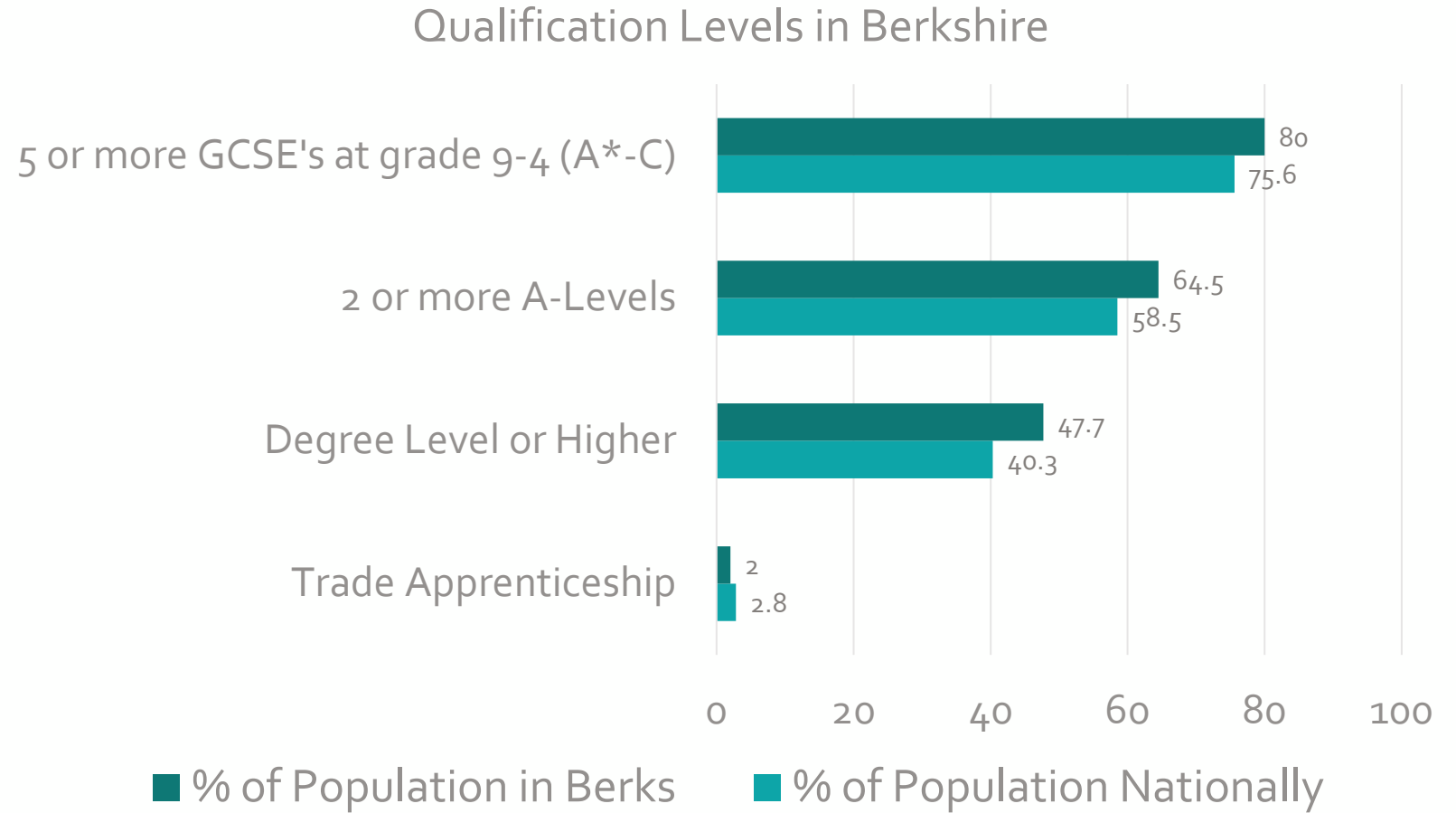
3.4% of those employed in Berkshire have a second job, thereby suggesting portfolio careers aren't especially popular.

Key facts

A higher percentage of the Berkshire population have degrees, 2 or more A-Levels and 5 or more GCSE's at grade 9-4 (A*-C) than nationally.

However less of the Berkshire population have trade apprenticeship compared to the national figure

Qualifications levels in Berkshire

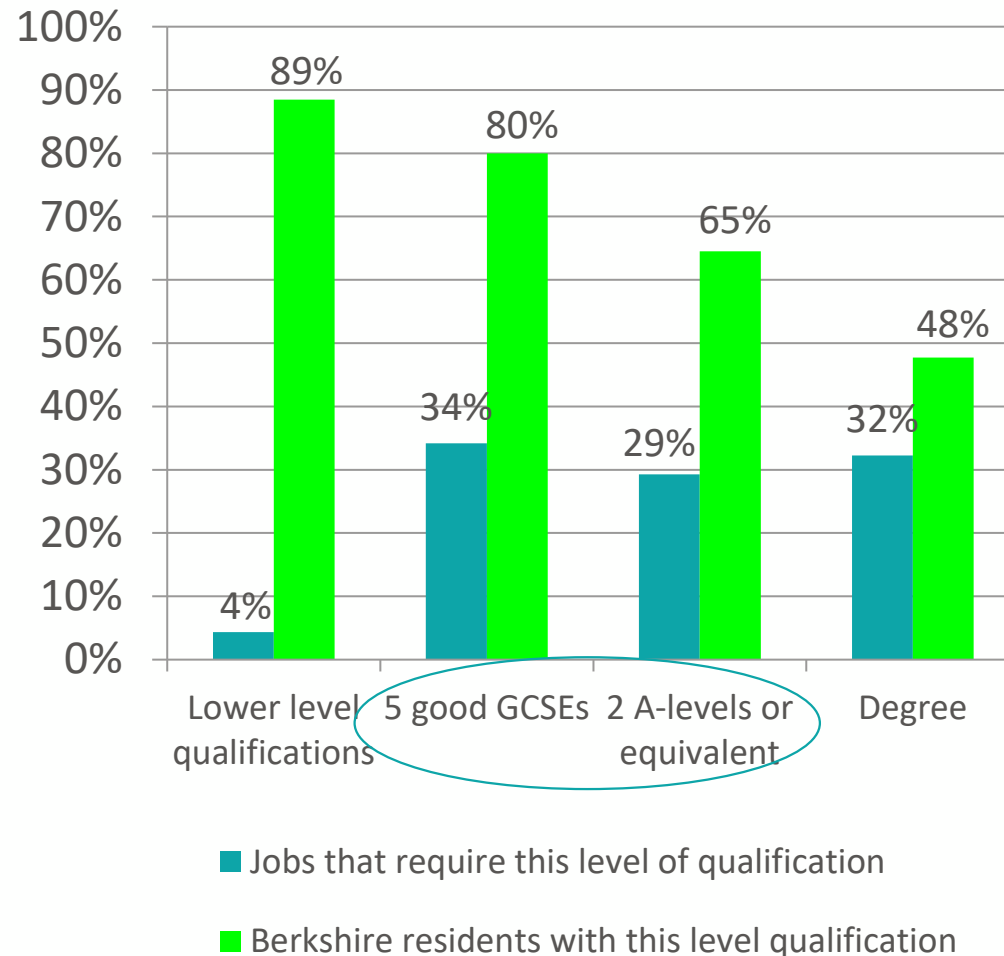


Key facts

Approaching two thirds (63%) of all jobs in Berkshire require mid-level qualifications while 32% of jobs within the area require a degree.

From the graph, we can see that for Berkshire, at every level of qualification, there is a higher percentage of those who hold said qualification than there is a percentage of jobs which require it.

Level of qualification needed for jobs in Berkshire



Jobs that require mid-level qualifications include:

- Hotel & catering managers
- Chefs
- Teaching assistants
- Office managers
- Electricians
- IT support technicians
- Social care roles
- Health care roles
- Lorry drivers
- Estate agents
- Business sales executives
- Retail workers

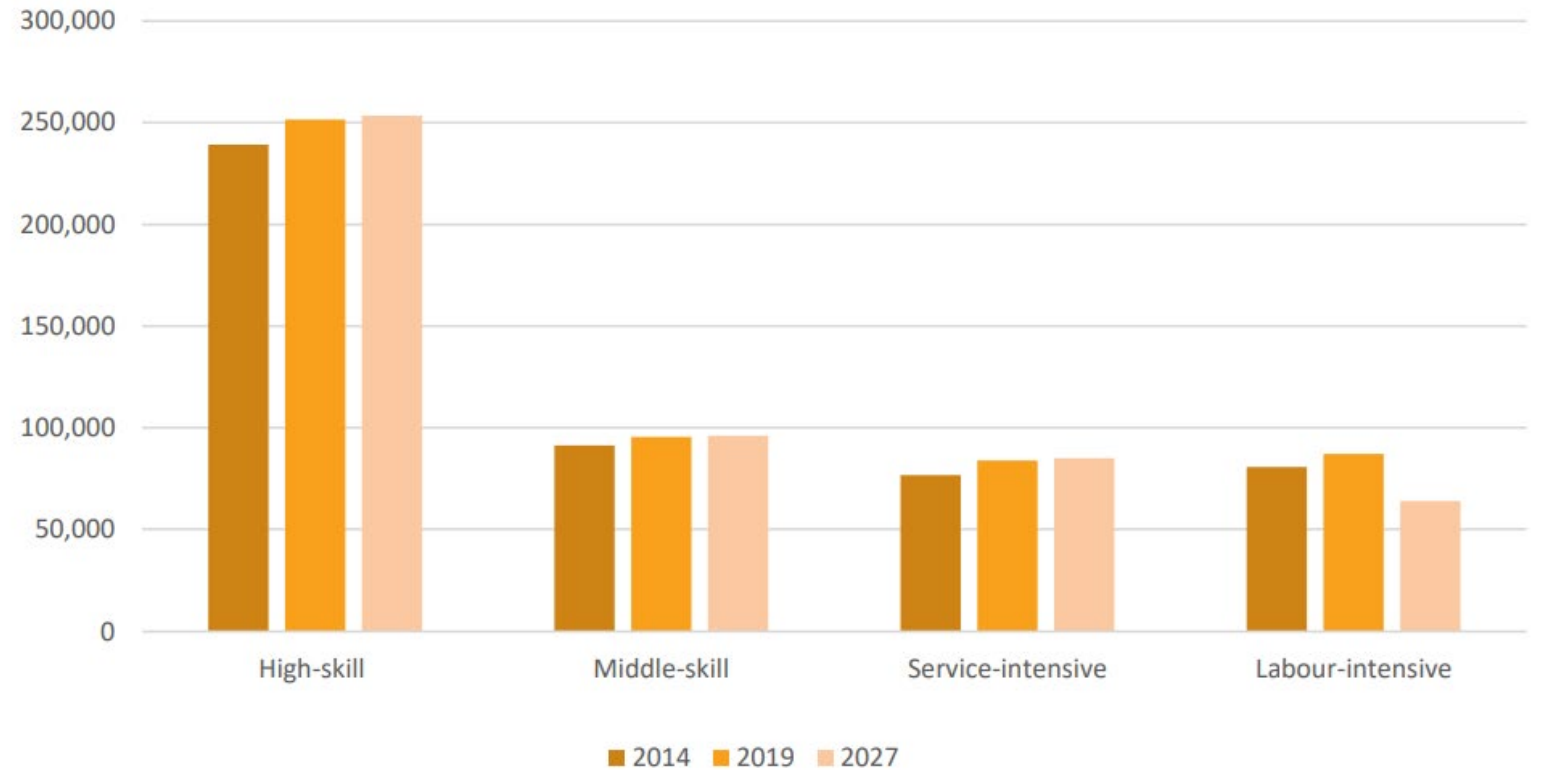
Sources: ONS, 2020- and EMSI, 2020

Key Facts

The projected occupational change in Berkshire depicts a decline in the labour-intensive occupations between 2019 and 2027 which will be further absorbed by the high-skill, middle-skill and service intensive occupations.

Change in skill level required in Berkshire from 2014-2027

Historic and projected occupational change in Berkshire, 2007 to 2024 (EMSI)



Diversity and Inclusion in the Workplace in Berkshire

Key facts

Fifteen percent of the workforce in Berkshire are aged 16-24%

The gender pay gap is one of the largest in the country suggesting a gap in the nature of work for males and females in Berkshire

- 16% of the workforce in Berkshire were non-UK nationals in 2019, up from 12.4% in 2009 (compared to 11.4% nationally in 2019 and 7.7% nationally in 2009)
- 15% of Berkshire's workforce were aged 16-24 in 2020
- The gender pay gap between male and female employees working in or resident in Berkshire is one of the largest in the country suggesting a gap in the nature of work for males and females
- In Berkshire, 75.6% of women aged 16-64 are employed in the workforce compared to 84.9% of men.

Most Common Occupations in Berkshire (2020)

Key facts

Fifty-five percent of Berkshire's workforce are in managerial, professional or associate professional occupations (compared to 47% nationally)

Almost double the national average work as Science, Research, Engineering and Technology Professionals

Most Common Job Posts Dec 19- Dec 20 (EMSI)

1. Sales accounts and Business Development Managers
2. Nurses
3. Programmers and software development professionals
4. Care workers and home carers
5. Business sales executives
6. Primary and nursery education teaching professionals
7. Book-keepers, payroll managers and wages clerks
8. Information technology and telecommunications professionals
9. Finance and investment analysts and advisers
10. Business and financial project management professionals



Most common Occupations in Berkshire (ONS Annual Population Survey Jul 19 – Jun 20)

1. Professional occupations
2. Associate Prof and tech occupations
3. Managers, Directors and Senior Officials
4. Administrative and Secretarial occupations
5. Skilled trades occupations
6. Caring, leisure and other service occupations
7. Elementary occupations
8. Sales and customer service occupations
9. Process, plant and machine operatives

Key facts

The COVID-19 pandemic have resulted in the most common industry for young workers in Berkshire (Distribution, hotels and restaurants) being severely negatively impacted by forced closures due to lockdown measures.

Lower levels of trade have resulted in furloughing / layoffs for many young workers.

Most Common Industries for Young Workers in Berkshire (2019)

1. Distribution, hotels and restaurants
2. Banking, finance and insurance
3. Public admin, education and health
4. Other services
5. Transport and communications
6. Manufacturing
7. Construction

Ranking of industries with workers aged 16-24 in Berkshire, 2019



Current Challenges in the Job Market

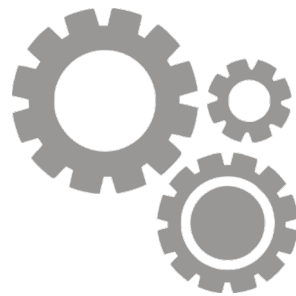
Key facts

Approaching 1 in 5 organisations are recording skill deficiencies.

1 in 3 job vacancies are hard to fill.

There are concerns regarding supply and demand for skills at Level 3 and gaps in Apprenticeship provision in certain job families/industries.

- 17% of organisations record skills deficiencies
- 33% of 5600 job vacancies are hard to fill (EMSI)
- Potential mismatch between the supply of and demand for skills at Level 3 within the engineering, construction and digital technologies job families
- Potential gaps in Apprenticeship provision in business administration subjects; engineering; health; education, construction and creative industries



Skills, Sectors and Companies of the Future

Key facts

Management skills of various descriptions are highly sought after in the current labour market. This is also the case for STEAM skills.

Companies of various different types working with STEAM sectors are greatly in need of workers in the future.

Skills in short supply

Management & Leadership	Entrepreneurialism
Digital skills	Scientific skills
Engineering	Project management
Sales	Marketing
Health care	Public service management

Sectors and Companies needing workers in the future

Company Type	Sector
Mid-market firms	Digital Tech
Scale Up's	Engineering
Start Up's	Life Sciences
Public Services	Construction
Knowledge Intensive Companies	Social Care
	Hospitality
	Transport and distribution

Wage Levels in Berkshire

Key facts

Wage levels in Berkshire are high with a 2019 median of £35,249 (compared to national median of £30,353)

However 16.1% of the population in Berkshire were earning below the living wage in April 2018

Area	Berkshire resident earnings (employees)		Berkshire workplace earnings (employees)		Variance between resident & workplace earnings
	Median (£)	Rank	Median (£)	Rank	Difference (£)
Bracknell Forest	35,102	28	37,506	9	-2,404
Reading	32,852	43	34,205	21	-1,353
Slough	32,034	52	36,353	14	-4,319
West Berkshire	36,472	17	36,704	12	-2,970
Windsor & Maidenhead (2018)	N/A	N/A	33,079	27	N/A
Wokingham	37,468	14	37,191	10	277

Gross median annual pay for all employee jobs, 2019 (£)

Are there many jobs locally in...?

Key facts

The number of local job opportunities in different sectors / occupations varies considerably.

In IT, whilst there are lots of jobs, the skills required are very specific and therefore employers can struggle to fill roles.

Occupation	Number of jobs in Berkshire	Level of competition for jobs?	Examples of employers
IT / Software development	55,990	Low – lots of jobs	Vodafone, Microsoft, NHS, O2, SSE, Oracle, Westcoast, Avanti, Verizon, Open Text Corporation, HP, Thales
Warehousing / distribution	26,861	Low – lots of jobs	Tesco, Waitrose, Kuehne & Nagel, Brakes Group
Construction	18,345	Low – lots of jobs	Costain, Wood Plc, Balfour Beatty
Social care	14,280	Low – lots of jobs	Local authorities, Voyage Care, Sunrise Senior Living
Accountancy	9,754	Medium	Deloitte, EY, PWC, KPMG, Grant Thornton
Engineering	7,136	Low – lack of applicants	Wood Plc, Jacobs, Xtrac, Honeywell
Sports and leisure	5,432	Medium	Reading Football Club, Nirvana Spa and Leisure, John Nike Leisuresports Ltd
Catering (chefs)	4,519	Low – lack of applicants	Fullers, Compass Group, Hilton, Whitbread
Law	2,526	Medium	Pitmans, Blandy & Blandy , Osborne Clarke
Beauty	1,401	Medium	Sally Beauty, Aura Spa, Indigo Rye
Veterinary	544	High	Falkland Veterinary Clinic, Moor Cottage Veterinary Hospital
Psychologists	336	High	NHS, schools and colleges, police service
Computer game developer	Very few	High	Try Surrey or London

Jobs local employers find difficult to fill

Key facts

Job positions that employers in Berkshire find most difficult to fill include: engineers; social workers; chefs; waiting and bar staff; software developers; lorry drivers; health workers; teachers and Apprentices.

“We are short of website coders; RPA project managers/coders; sales order processors; customer service agents; international shipping advisers; warehouse operatives”

Logistics and Warehousing Company

“Nursing vacancies increased over 41% from Dec 19 to Dec 20 and care and home worker vacancies increased 33% in the same period”

Health Care Organisation

“Demand for IT and telecoms professionals in Berkshire has risen 12% in the last year, with employers keen to attract those with transferable skills to support the thriving industry”

IT Industry

“The industry is short of web and software coders; IT sales and pre-sales technical staff; project managers; cyber security sales and technical experts; cloud-based telephony transformation experts”

IT Industry

“There are so many routes into a career in technology. We look for people with strong essential skills, character and potential and then upskill them and support them to flourish”

Technology Company

Some high paying jobs in Berkshire that you may not be aware of...

Key facts

Salaries in Berkshire are the highest in the country (outside of London).

Whilst starting salaries can be low in sectors such as hospitality, retail and warehousing, it is possible to rise up the ranks quickly.

Occupation	No of Jobs in 2021	Hourly Rate
Air Traffic Controllers	28	£41.33
Advertising & Public Relations Professionals	584	£41.30
Marketing & Sales Directors	5885	£40.12
Legal Professionals	709	£37.97
Chief Executives and Senior Officials	1386	£36.88
Medical Practitioners	2750	£33.78
Information Technology & Telecommunications Directors	3092	£33.66
Train and Tram Drivers	280	£30.16
Aircraft Pilots and Flight Engineers	69	£29.90
Senior Professionals of Educational Establishments	1445	£28.96

The main employability skills Berkshire employers are looking for

Key facts

27% of Berkshire employers who recruit school leavers believe they are poorly prepared for work.

Of these, 12% say they believe young people have a poor attitude / lack motivation. So whilst most don't think this, a fair chunk do.



The main general skills Berkshire employers are looking for

Key facts

By far the main essential skill that employers in Berkshire (and in the rest of the country) are looking for is **good communication**.

What activities could you undertake to improve yours?



Key facts

The world of work is changing. As we enter the Fourth Industrial Revolution, developments in fields such as robotics, AI, nanotechnology and autonomous vehicles, look set to change the way we live and work.

Across all sectors of the economy, different skills will be needed. Some roles will disappear and many more will evolve.

Looking to the future, according to the World Economic Forum, the 10 skills you need to have a successful career in 2025 are:

- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem solving
- Critical thinking and analysis
- Creativity, originality and initiative
- Leadership and social influence
- Technology use, monitoring and control
- Technology design and programming
- Resilience, stress tolerance and flexibility
- Reasoning, problem solving and ideation



The Effects of COVID-19 on Employment in Berkshire

Key Facts

Young people are impacted more by COVID-19 and there is a higher percentage of young people in Berkshire

Demand has fallen in several sectors related to retail, tourism, hospitality, aviation and creative sectors

Economic recovery is dependent upon London and Heathrow

- A lower than average percentage of employees were affected by the COVID-19 lockdown in Berkshire than nationally 15.5% vs 16.9%
- The employment impacts of COVID-19 have been greater for young people and job entry for them could be significantly affected by future recruitment freezes. A higher than average proportion of young people in Berkshire (7.5%) will enter the labour market in the next 5 years.
- Economic recovery in Berkshire will be influenced by our neighbours including London & Heathrow airport due to the number of commuters to these areas.
- Demand has fallen considerably in some sectors such as retail, aviation, hospitality, tourism, admin & support services, arts and entertainment and recreation



The Effects of COVID-19 on Employment in Berkshire

Key Facts

Berkshire is well placed for recovery

Young people will be disproportionately affected by the impacts of COVID-19

Berkshire includes many businesses in traditionally more resilient sectors such as science based industries and business and professional services

- The full extent of the impact of COVID-19 on the economy in Berkshire is not yet known but there will be longer-term implications on the availability of entry level and lower skilled jobs
- Young people, women and lower skilled workers will be disproportionately affected by the impacts of COVID-19
- Our local economy is highly dependent upon international markets, supply chains and multi-national companies making us vulnerable to company restructuring but should also give us the capability to adapt to market changes in the future
- Berkshire has a track record of employment in more resilient sectors such as science-based industries and business & professional services.



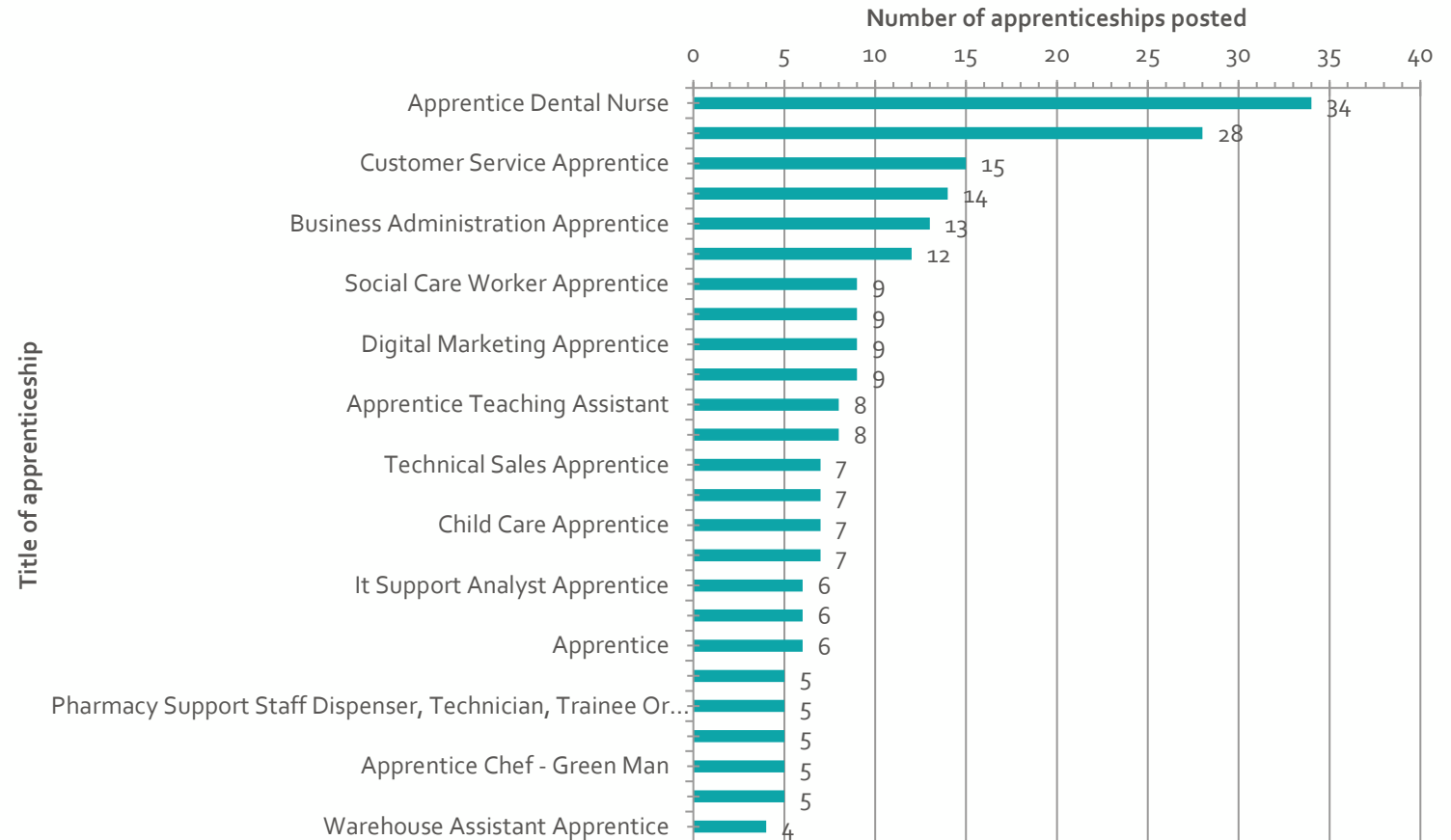
Key facts

From the graph it is clear that Apprentice Dental Nurses and Customer Service Apprentices are the most in demand with 34 and 28 job postings respectively across 2020.

These top ten apprenticeship titles span a number of sectors including social care, IT and retail.

Top advertised Apprenticeships

Top 10 Frequently Posted Apprenticeship Job Titles (Jan. 1, 2020 - Dec. 31, 2020)



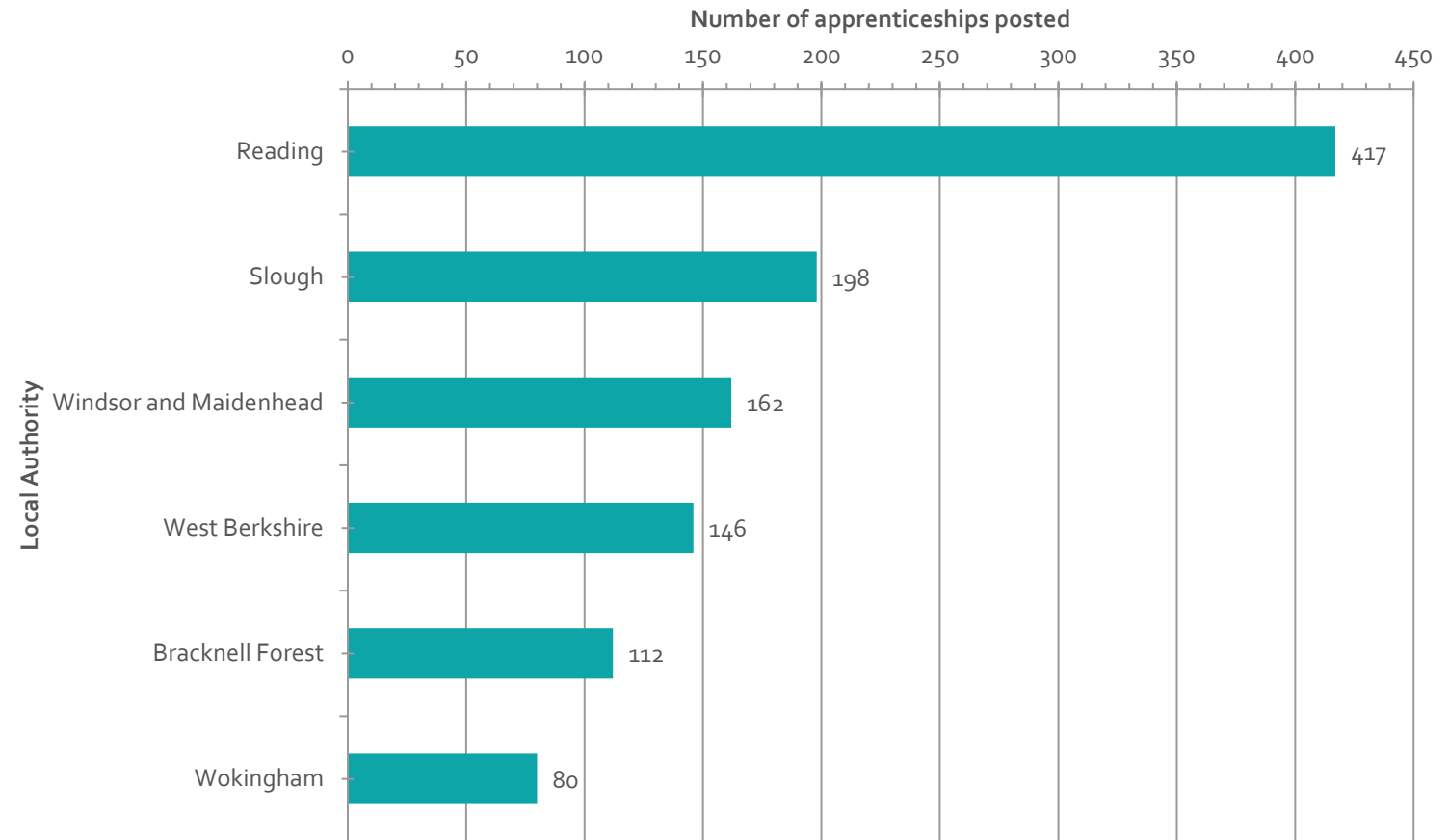
Sources: Labour Insight (Burning Glass Technologies), 2021

Key facts

As is somewhat to be expected, the local authority in Berkshire with the greatest number of apprenticeships based within it was Reading; more than doubling that of the second place LA – Slough.

Number of Berkshire employers offering Apprenticeships by area

Number of Apprenticeship Job Postings by Local Authority
(Jan. 1, 2020 - Dec. 31, 2020)



Sources: Labour Insight (Burning Glass Technologies), 2021

Next Steps for Careers Leaders

Increase collaboration
with businesses

Understand local skills
shortages

Promote priority job
families,
apprenticeships and
trainee opportunities

Next Steps for Careers Leaders

- Increase collaboration with local businesses of all sizes to promote the benefits of work experience schemes (including virtual schemes)
- Promote opportunities in the 10 priority job families of Digital Tech, Engineering & Science, Construction, Health Care & Welfare, Education, Transport & Distribution, Hospitality, Business (inc HR) & Finance, Sales & Customer Service and Creative
- Promote apprenticeships and traineeships
- Share the most common specialist skills gaps of Digital Tech, Engineering, Customer Service and Analytics
- Share the most wanted generic skills of Communication, Leadership and Work Ethic

www.berkshireopportunities.co.uk

Key Facts

Gateway to explore jobs, apprenticeships and courses in Berkshire

Spotlight on sectors urgently recruiting

Key information available for a wide range of jobs



Berkshire Opportunities is live on:

- [Twitter](#)
- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)

Your future is waiting

#StartToday





Useful resources:

National Careers Service -

<https://nationalcareersservice.direct.gov.uk/Pages/Home.aspx>

Amazing Apprenticeships -

<http://www.amazingapprenticeships.com/apprenticeship-pack/>

The Careers and Enterprise Company -

<https://www.careersandenterprise.co.uk/>

Thames Valley Berkshire Local Enterprise Partnership Skills Priority Statement – <http://www.thamesvalleyberkshire.co.uk/skills-and-employment>

Berkshire Opportunities -

<https://www.berkshireopportunities.co.uk/>

LMI for All –

<https://www.lmiforall.org.uk/careerometer/>

Apprenticeships -

Amazing Apprenticeship – Apprenticeship Service and Knowledge for Schools - <https://amazingapprenticeships.com/request-support/>