

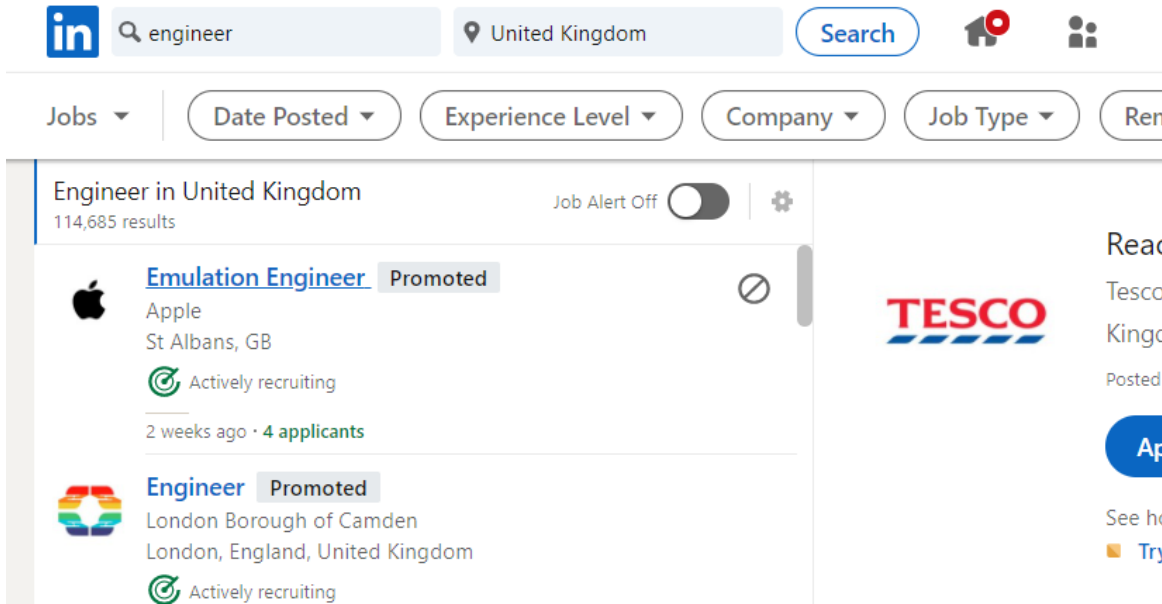
Understanding the local job market

PART 1: Exploring career options in Buckinghamshire

PART 2: Understanding the effect of COVID on the economy

Before we begin: advice for parents and carers

- Helping your child to understand the job market and find out how different pathways can lead to certain careers is really important.
- Please go through this information with them and help them understand the opportunities and alternatives – especially when choosing GCSE and post-16 options.
- If you'd prefer to listen to Buckinghamshire Local Enterprise Partnership's economic adviser guide you through and hear direct from employers, [watch the recording from the Bucks Skills Show Online here](#).
- Take the opportunity to talk to your child about your own career path, your current job and the skills you use. What advice would you offer to your 16 year old self? What would you do differently or the same?



But first ... what do school students already know?



EXERCISE 1 - Which five sectors of the Buckinghamshire economy employ the most people?

Wholesale & retail	Hospitality	Education	Finance & insurance
Manufacturing	Construction	Admin & support services	IT / digital
Public administration	Transport & storage	Professional, scientific & technical	Agriculture
Health & social work	Property	Energy & water	Creative

To help you: what each sector covers

Sector	Examples
Wholesale and retail	Sale of goods to retailers and to customers
Hospitality	Pubs, restaurants, hotels
Education	Schools, colleges, universities
Health and social work	Hospitals, medical centres, residential care homes, social work
Manufacturing	Manufacturing of goods (from cars to medicines)
Construction	Construction and fitting out of buildings, roads, railways etc
Transport and storage	Passenger transport, goods (freight) transport, storage of goods
Creative	TV and film, theatres, music, design
IT / digital	Computer programming, telecommunications (e.g. mobile phone), website design
Finance and insurance	Banks, insurance, pensions
Property	Buying and selling of houses, offices, factories and shops
Professional, scientific & technical	Research, engineering, accountancy, architecture
Admin & support services	Security, cleaning of buildings, call centres
Public administration	National government, local government, prisons, fire service, justice system

ANSWERS - the five sectors of the Buckinghamshire economy that employ the most people are...

Wholesale & retail	Hospitality	Education	Finance & insurance
Manufacturing	Construction	Admin & support services	IT / digital
Public administration	Transport & storage	Professional, scientific & technical	Agriculture
Health & social work	Property	Energy & water	Creative

EXERCISE 2 - Which jobs do you think are in highest demand in Bucks?



JOBS IN HIGHEST DEMAND - 2020

?

Source: Burning Glass Technologies

ANSWERS - Jobs in the highest demand in Bucks are...




JOBS IN HIGHEST DEMAND - 2020

OCCUPATION	NUMBER OF ONLINE JOB POSTINGS
Registered General Nurse (RGN)	1,377
Office / admin assistant	1,325
Customer service representative	1,164
Software developer / engineer	1,106
Caregiver	1,031
Project manager	996
Account manager	929
Care assistant	779
Accounting assistant	698
Teaching assistant	676
Accountant	621
Sales manager	619
Lawyer / solicitor	613
Primary school teacher	601
Computer support specialists	579
Chef	520
Financial manager	517
Marketing manager	493
Labourer	479

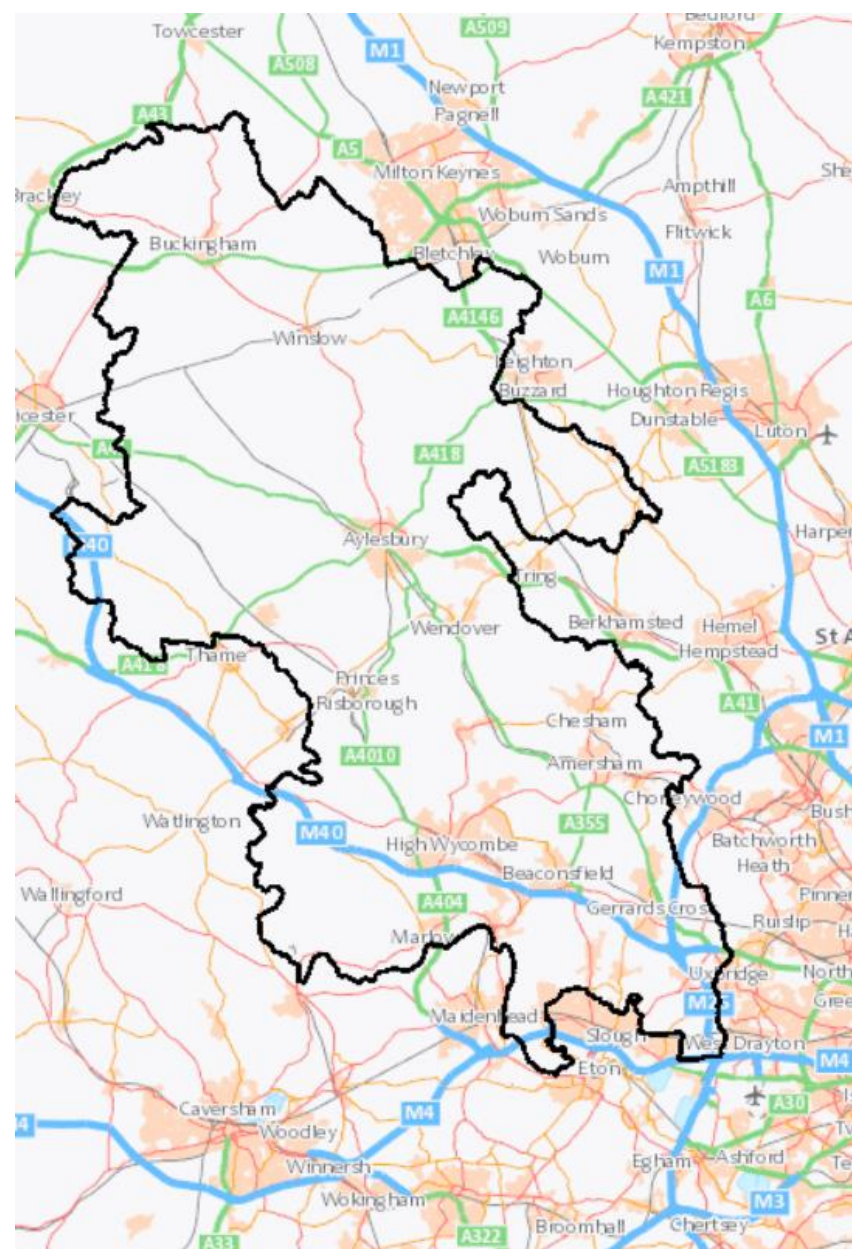
Source: Burning Glass Technologies

EXERCISE 3 – What do these terms used to describe the job market mean?

Term	What it means
'Sector' or 'industry'	
Public sector	
Private sector	
Voluntary, third or 'not for profit' sector	
Employee	
Self-employed worker	
Job postings	
Skills shortages	
Transferable skills	

ANSWERS – These terms mean...

Term	What it means
'Sector' or 'industry'	An area of the economy in which businesses or organisations operate in a similar way
Public sector	Organisations that provide public services (healthcare, education, emergency services) that do not seek to generate a profit
Private sector	The part of the economy run by individuals and companies to generate a profit
Voluntary, third or 'not for profit' sector	Organisations whose primary purpose is to create social impact and enrich society rather than generate a profit. For example charities, environmental groups, community groups.
Employee	Someone who paid a salary by a company or organisation to do a specific job
Self-employed worker	Someone works for themselves, either undertaking pieces of work for different companies / organisations, or as the owner of a business
Job postings	Job vacancies advertised online (either on job websites or on employers own websites)
Skills shortages	When employers struggle to recruit people with the required skills, qualifications or experience
Transferable skills	Skills that are required in many different types of jobs



PART 1

Exploring career options in Buckinghamshire: what's on your doorstep?

Key facts about the Buckinghamshire economy



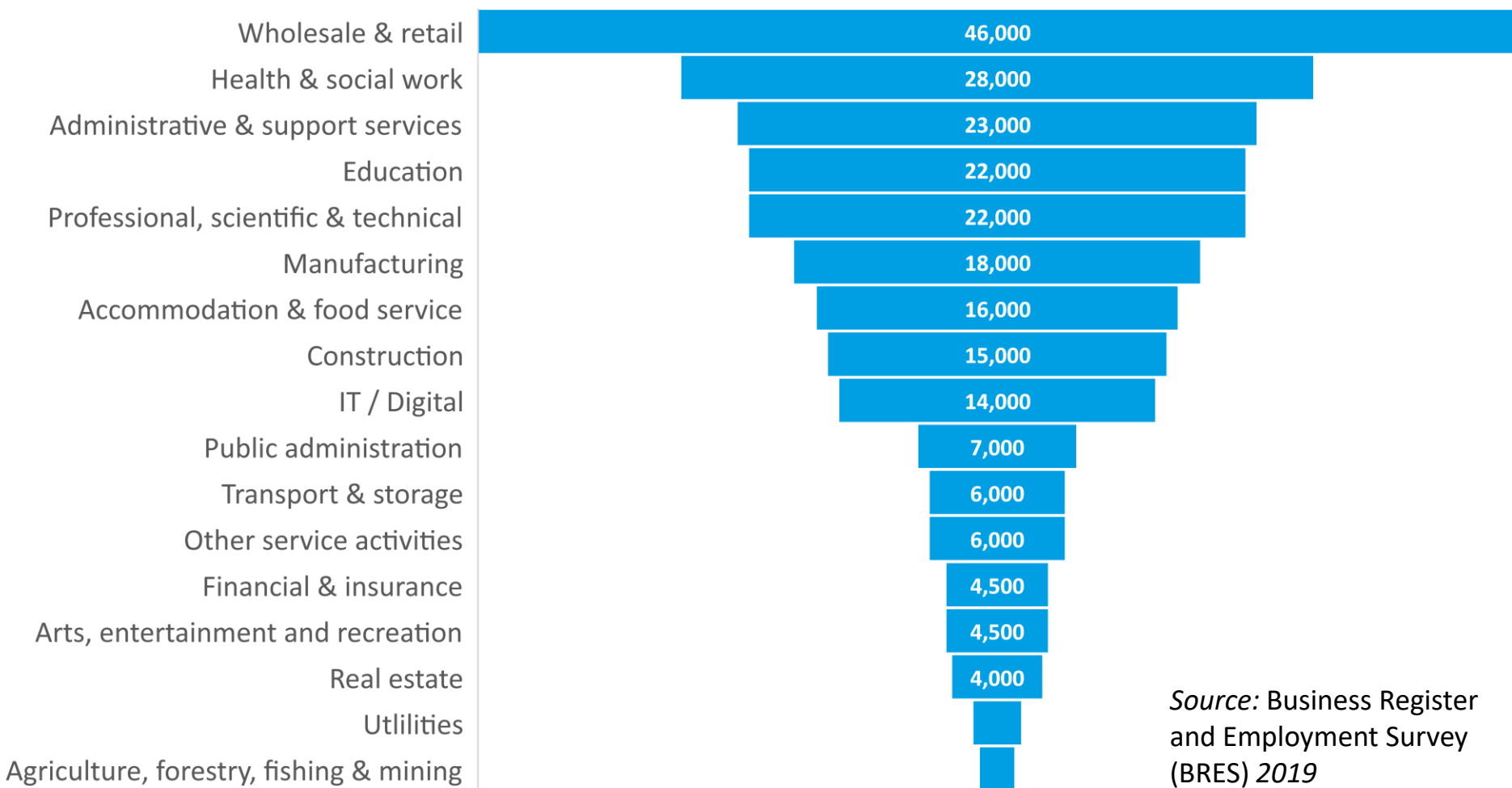
Some large local employers...



And some smaller ones (with big ambitions!)



The biggest employment sectors in Bucks



Source: Business Register
and Employment Survey
(BRES) 2019

The largest self-employment occupations in Buckinghamshire



Taxi drivers & chauffeurs



Construction labourers



Cleaners



Hairdressers & Barbers



Carpenters & Joiners



Gardeners & landscapers



Photographers, audio-visual & broadcasting equipment operators



Animal care



Painters & decorators



Shopkeepers



Actors



Authors, writers & translators, entertainers & presenters

Areas of the economy our county specialises in...



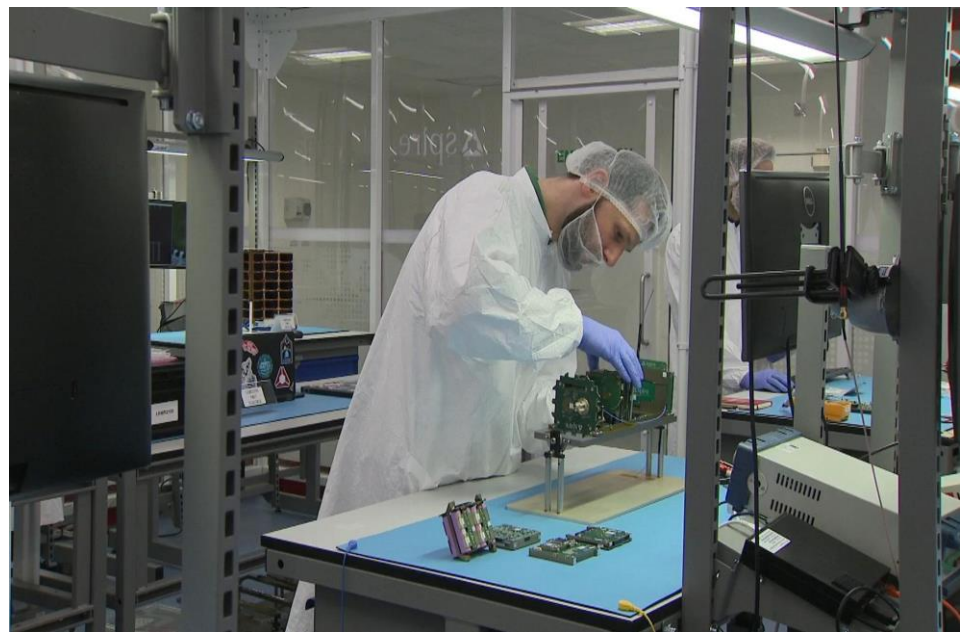
From space propulsion, outside broadcasting, high-end TV and film and spinal injuries...



... to precision engineering, manufacture of measuring instruments, digital technology and pharmaceutical and computing products.

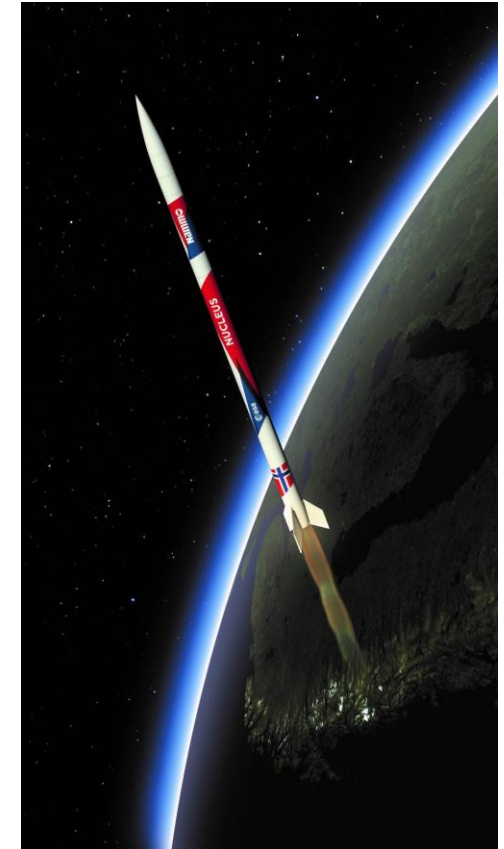


Growing industry areas in Buckinghamshire: future job opportunities?



WESTCOTT SPACE CLUSTER

- Space is one of the UK's fastest growing sectors.
- Westcott Space Cluster is located near Aylesbury. It is home to a small but growing number of space related-companies which are developing new technologies in rocket propulsion, 5G communications and autonomous ('smart') systems.
- Big developments are planned on the Westcott site over next 10 years. These developments are likely to create 2,300 highly skilled jobs in manufacturing and over 1,000 on-site technical apprenticeships.
- There are currently skills shortages for technicians and propulsion test specialists within the space sector.
- Studying STEM subjects at school is the best starting point for a career in the space sector.



Take a look around... Nammo Westcott

Nammo

Visit www.nammo.com/location/westcott/

- Nammo Westcott supplies chemical propulsion to spacecraft manufacturers.
- Rocket engines and thrusters are bought by commercial, defence and science markets.
- In 2016 it was a Nammo Westcott engine that provided the insertion burn to allow NASA's JUNO spacecraft to successfully enter into orbit around Jupiter.
- Nammo Westcott employees work on development, production and testing.



FILM AND TV

- In recent years, the creative sector has been growing five times faster than the national economy.
- There are twice as many creative industry jobs within the Buckinghamshire economy than the national average.
- Pinewood Studios, the home of the British film industry and the James Bond and Star Wars franchises, is located within Buckinghamshire.
- The National Film and Television School in Beaconsfield is one of the top film schools in the world.
- Other local companies include CTV Outside Broadcasts and Boundless West: think Strictly Blackpool and royal weddings; Escape to the County and Grand Designs.

There is a wide range of jobs within Bucks' film and TV sector, including:

- Studio manager
- Marketing officer
- 3D modelling artist
- Set designer
- Photographer
- Production manager
- Script writer
- Digital effects
- Camera operator

NFTS

**NATIONAL
FILM AND
TELEVISION
SCHOOL**



BOUNDLESS

Take a look around... Pinewood Studios

Visit www.pinewoodgroup.com/

- For over 80 years, Pinewood Studios have made dreams a reality, enabling storytellers to bring their creations to life on the big and small screen.
- Home to classics including James Bond, Star Wars and the Marvel Cinematic Universe.
- Pinewood Studios based in south Bucks is home to the legendary 007 Stage, 23 stages, 3 dedicated state of the art TV studios, the unique permanently-filled Underwater Stage, acres of backlot production space plus post-production and lighting services.
- It has ambitions for further growth over the next few years, and hopes to create thousands of new jobs.



HIGH PERFORMANCE ENGINEERING

From electric cars, 3D printing and sports engineering companies based at Silverstone Technology Park near Buckingham (opposite the Silverstone Formula 1 racing circuit) to world-famous aircraft ejection seat manufacturer Martin-Baker in the south of the county, Buckinghamshire is home to ground-breaking high-tech engineering companies.

Jobs within the sector include:

- product developer
- human factors engineer
- programme manager
- software engineer
- geotechnical engineer

New property developments at Silverstone Park are attracting new high-tech businesses and are creating new jobs.



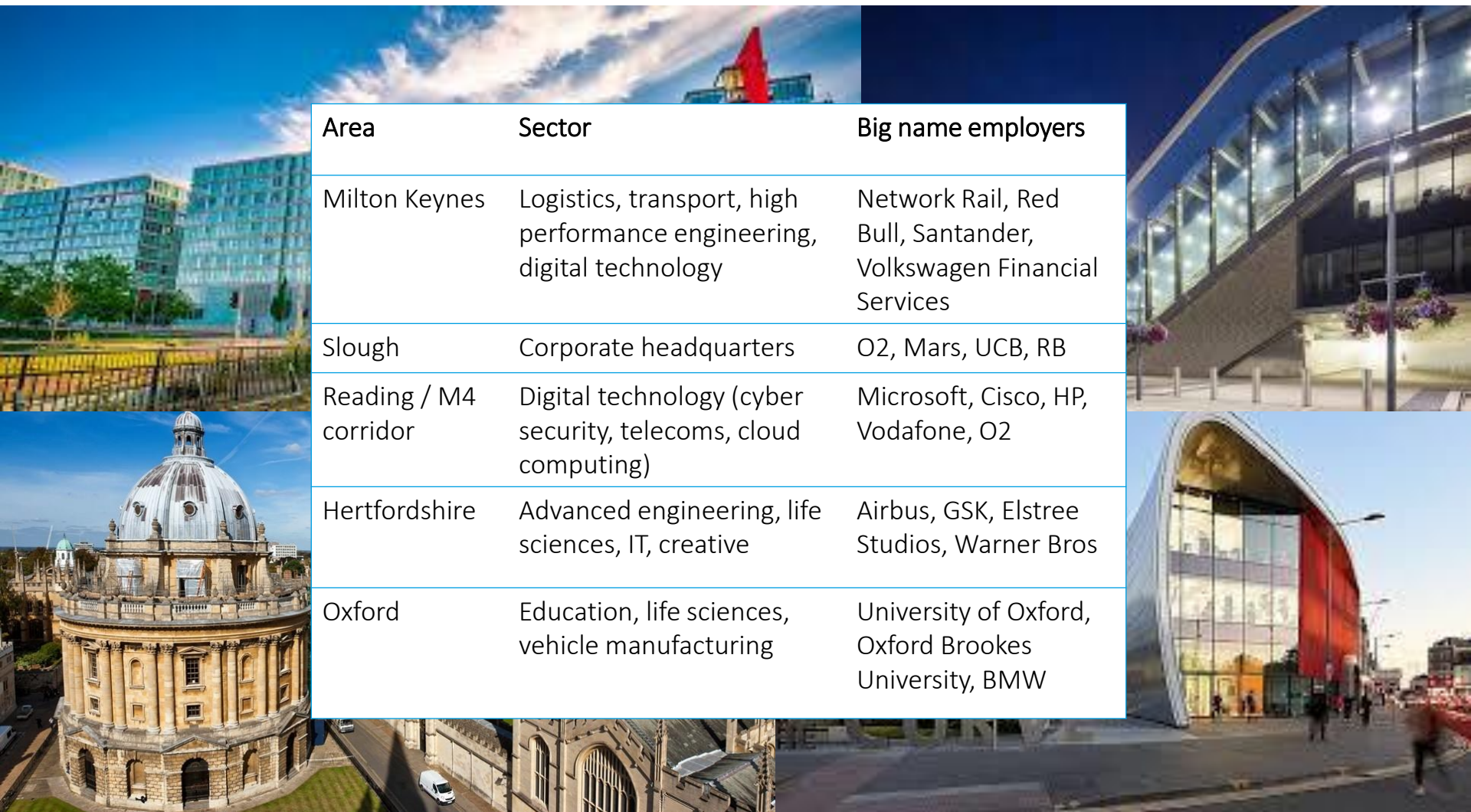
Take a look around... Martin-Baker

Visit <https://martin-baker.com>

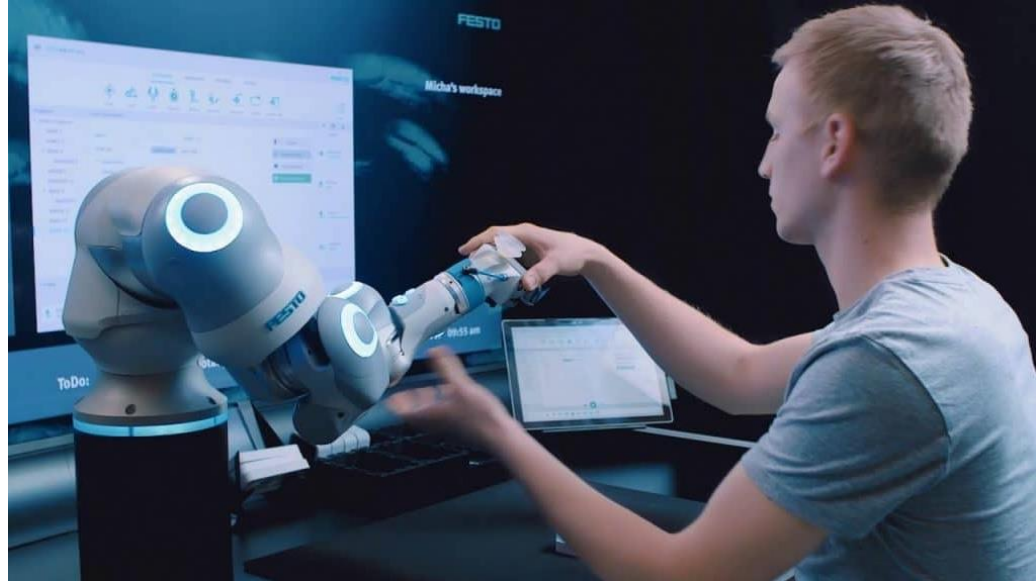
- Martin-Baker is the world leader in the design and manufacture of ejection and crashworthy seats. A family-run business, it has saved over 7,600 lives.
- Martin-Baker says: “We believe in helping individuals grow... We are looking for talented and dedicated people that are interested in making a real difference.”
- Jobs range from admin support to IT network engineer, calibration inspector to equipment maintenance technician.
- Find out about its apprenticeship programme at <https://martin-baker.com/careers/apprenticeships/>



BIG NAME EMPLOYERS NEARBY



Area	Sector	Big name employers
Milton Keynes	Logistics, transport, high performance engineering, digital technology	Network Rail, Red Bull, Santander, Volkswagen Financial Services
Slough	Corporate headquarters	O2, Mars, UCB, RB
Reading / M4 corridor	Digital technology (cyber security, telecoms, cloud computing)	Microsoft, Cisco, HP, Vodafone, O2
Hertfordshire	Advanced engineering, life sciences, IT, creative	Airbus, GSK, Elstree Studios, Warner Bros
Oxford	Education, life sciences, vehicle manufacturing	University of Oxford, Oxford Brookes University, BMW



Who and what are employers looking for when recruiting new talent?



Which are the top 20 jobs going UP in demand globally?

(Source: World Economic Forum 2020)

↗ Increasing demand

1	Data Analysts and Scientists
2	AI and Machine Learning Specialists
3	Big Data Specialists
4	Digital Marketing and Strategy Specialists
5	Process Automation Specialists
6	Business Development Professionals
7	Digital Transformation Specialists
8	Information Security Analysts
9	Software and Applications Developers
10	Internet of Things Specialists
11	Project Managers
12	Business Services and Administration Managers
13	Database and Network Professionals
14	Robotics Engineers
15	Strategic Advisors
16	Management and Organization Analysts
17	FinTech Engineers
18	Mechanics and Machinery Repairers
19	Organizational Development Specialists
20	Risk Management Specialists

Which are the top 20 jobs going DOWN in demand globally?

(Source: World Economic Forum 2020)

Decreasing demand

1	Data Entry Clerks
2	Administrative and Executive Secretaries
3	Accounting, Bookkeeping and Payroll Clerks
4	Accountants and Auditors
5	Assembly and Factory Workers
6	Business Services and Administration Managers
7	Client Information and Customer Service Workers
8	General and Operations Managers
9	Mechanics and Machinery Repairers
10	Material-Recording and Stock-Keeping Clerks
11	Financial Analysts
12	Postal Service Clerks
13	Sales Rep., Wholesale and Manuf., Tech. and Sci.Products
14	Relationship Managers
15	Bank Tellers and Related Clerks
16	Door-To-Door Sales, News and Street Vendors
17	Electronics and Telecoms Installers and Repairers
18	Human Resources Specialists
19	Training and Development Specialists
20	Construction Laborers

EXAMPLES OF JOBS WITH A SKILLS SHORTAGE

HGV drivers

Paramedics

Chefs

Bio-informatician

Occupational therapists

Medical radiographers

IT business analysts, architects and systems designers

Programmers and software development professionals

Cyber security specialist

Engineers

Biological scientists and biochemists

Data scientists

What are the two key attributes employers are looking for in young people?

01

A positive attitude to work

Punctuality, flexibility and verbal communication skills

02

Resilience

The ability to cope with setbacks and criticism, be motivated to overcome obstacles and stay calm under pressure

'Transferable skills' are in high demand

These are skills that employees take with them from one job and apply them to the next, no matter what they are doing. Sometimes called 'employability' skills, they include:

- Basic literacy and numeracy
- Problem solving
- Communication (verbal, listening, understanding)
- Self-management (time management, planning, organisation)
- Teamwork
- Basic IT (Microsoft Excel, PowerPoint, Word)
- Creativity



The top 15 skills for 2025 according to the World Economic Forum (2020) 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 control monitoring and use

Technology design and programming

Resilience, stress tolerance, flexibility

Reasoning and problem solving

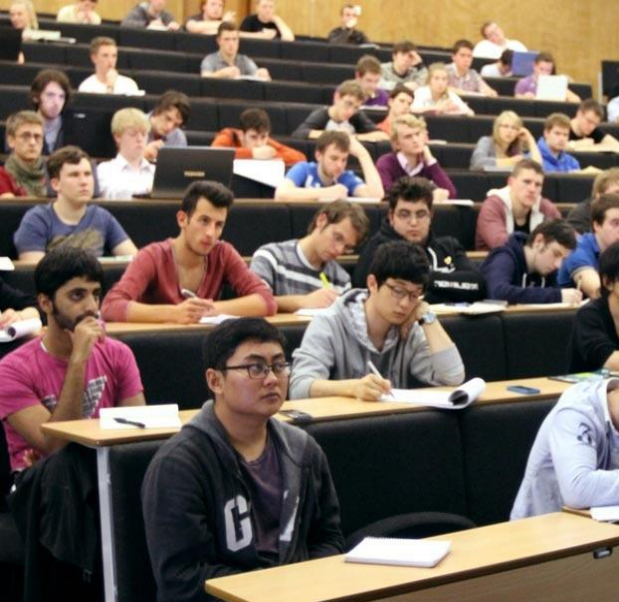
Emotional intelligence

Trouble shooting and user experience

Service orientation

Systems analysis and evaluation

Persuasion and negotiation



Next steps: how do
you get where you
want to go?



Consider local higher and further education colleges and universities
(click on the logos for more information)...



... and also find out more about apprenticeships

- **Amazing Apprenticeships**

<https://amazingapprenticeships.com/apprenticeships/>

Information and resources on apprenticeships for students, parents, teachers and employers

- **Understanding Apprenticeships**

www.ucas.com/understanding-apprenticeships

UCAS guide to exploring apprenticeships

- **Find an Apprenticeship**

www.gov.uk/apply-apprenticeship

The Government's apprenticeship portal

- **Not Going to Uni**

www.notgoingtouni.co.uk/

Ideas for alternatives to university



Apprenticeship opportunities in Buckinghamshire (examples)

Over 1,000
Buckinghamshire
employers offer
Apprenticeships

*Summer 2020

Selection of current* Apprenticeship Vacancies	Employer	Location
Level 2 Arborist	Dickinson Tree Company Ltd	High Wycombe
Level 3 Software Development Technician	Citytalk Communications	Aylesbury
Level 3 Installation electrician / maintenance electrician	William Stranders	Aylesbury
Level 3 Dental Nurse	Amersham Hill Dental Clinic	Amersham
Level 3 Digital Marketer	IL Gusto Spirits Ltd	High Wycombe
Level 6 Chartered manager degree	Zenopa	High Wycombe
Level 3 Junior Content Producer	One Media Ip Ltd	Pinewood Studios

More first jobs which employers have been looking to fill recently

Digital marketing assistant

Junior developer

Medical analyst

Trainee teacher

Assistant property manager

Digital design intern

Teaching assistant

Laboratory technician

Graduate sales development
representative

Supply chain assistant

Junior account manager

Pharmaceutical marketing
assistant intern

Media assistant intern



PART 2

Understanding the post-COVID economy: what does it mean for the future and how can job seekers adapt?

Impact of COVID-19

Challenges

- More competition for jobs over the next few years – fewer job vacancies and more people looking for work
- Job opportunities in some sectors likely to be scarce for some time (aviation, travel, events, marketing, the arts)
- Harder to get full and part-time work in retail / hospitality
- Fewer apprenticeships, placements and internship opportunities
- Harder to get work experience – particularly in offices (many employees working from home)
- Recruitment via video

Largest fall in UK employment since financial crisis

Percentage change on previous quarter of number of people in employment in the UK



Includes employees, self-employed, unpaid family workers and those on government-supported training & employment programmes.

Source: Office for National Statistics

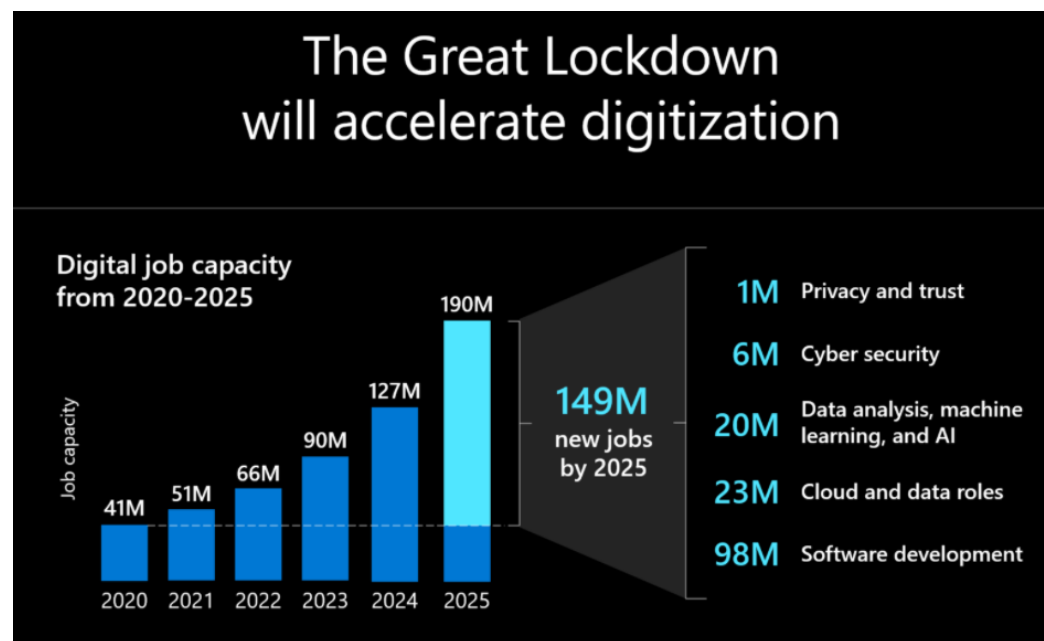


statista

Impact of COVID-19

Reasons to be cheerful

- Some sectors predicted to bounce-back quickly, including graduate employment sectors eg health, social care, IT, finance
- Many employers are still recruiting
- New government initiatives exist to help young people into work (eg Kickstart)
- Opportunities for further study
- Opportunities to gain skills through volunteering
- Opportunities to start own business
- More flexible working in the future (opportunities to work from home)



Source: Microsoft Data Science using LinkedIn data 2020 – 149M new jobs refers to the global economy

Skills which will potentially increase in importance as a result of COVID-19



- **Resilience, adaptability** and **agility** – to quickly change strategies and perform tasks outside of usual role.
- **Creative thinking** – to use creativity and innovation to respond to government measures and regulations.
- **Collaboration** and **teamwork** (external) – to collaborate with people working in similar businesses
- **Digital literacy** – familiarity with collaboration platforms, cloud file sharing and teleconferencing.
- **Data analytics** and **data insight** – to make informed business decisions and adapt to meet changing customer expectations.

Source: Buckinghamshire LEP literature review

What can young people do to boost their job prospects?



Work experience
(including part-time work)



Placements/
internships



Apprenticeships



Build a CV



Interview practice
(including virtual)



Do your research
(graduate schemes,
career talks,
job adverts)



Learn from experiences,
take on responsibilities
(eg volunteering, extra-curricular activities)



Get a LinkedIn
profile (16+)
and start
networking

So what should young people take away from this?

- **Start exploring:** there is a wide range of careers opportunities within Buckinghamshire (and beyond).
- **Develop your skills:** Employers recruiting young people want positive attitudes plus transferable skills such as literacy and numeracy, problem solving, communication, teamwork and IT.
- **Take action:** COVID has had a dramatic effect on the economy, but you can do practical things to boost your prospects.
- **Aim high:** Work out what you love doing, develop your future goals and motivate yourself to achieve!