

Careers in Berkshire: Local labour market information

2018



The Thames Valley Berkshire area



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

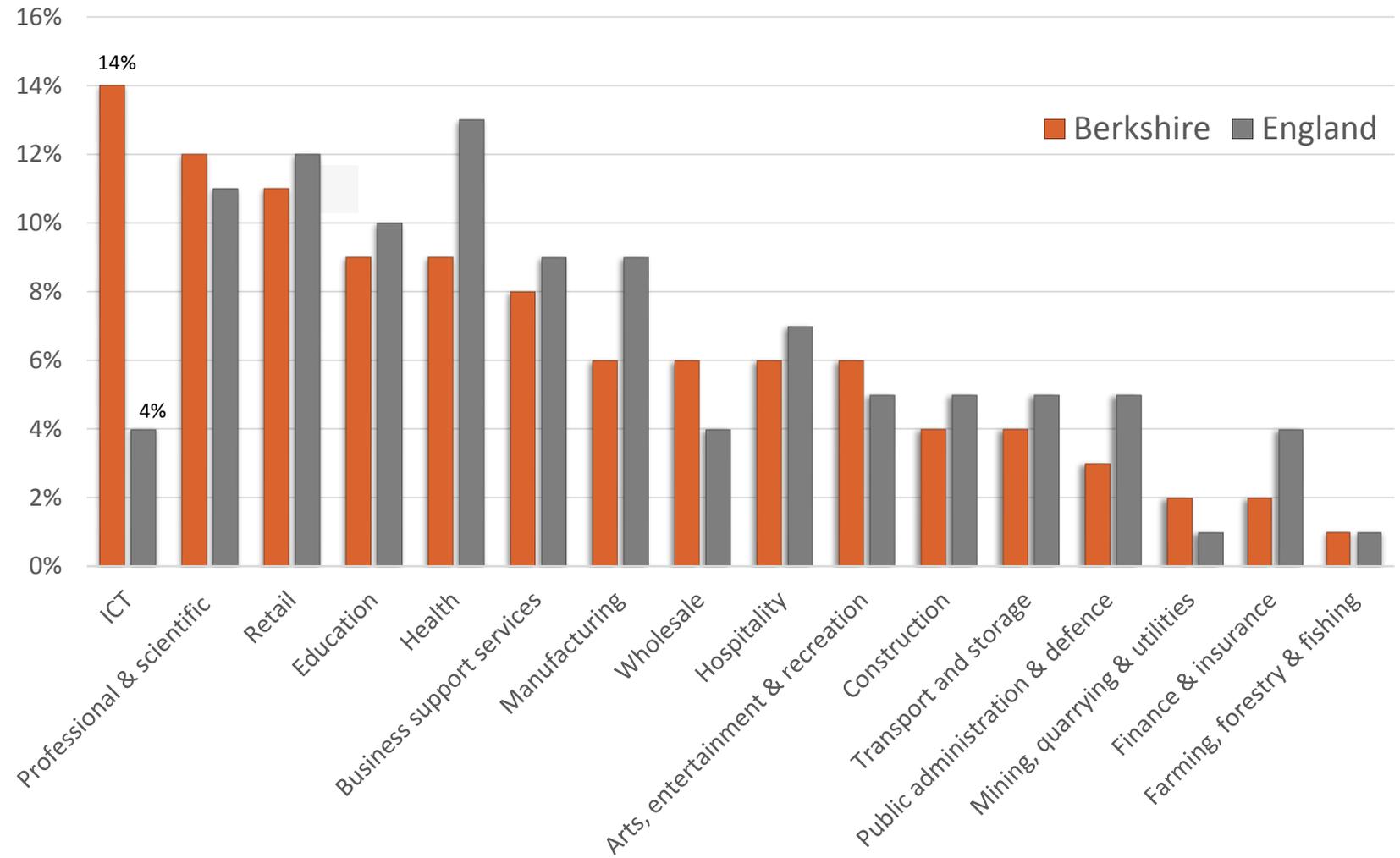
Thames Valley Berkshire stretches from Hungerford in the West, to Slough in the East.

Key facts

There are many more jobs in the ICT / digital technology sector in Berkshire than elsewhere in England (14% of all jobs in Berkshire are in this sector).

Those working in this sector mainly work in IT, sales, marketing and project management roles.

The local labour market - % jobs by sector



Leading Berkshire employers

Key facts

There are a large number of 'big name' employers in Berkshire.

There are more international companies in Berkshire than elsewhere in the UK (outside of London).

Many jobs with these companies provide the opportunity for overseas travel.



Berkshire's largest employers and those featured on the Sunday Times' Best Companies to Work For 2018 list

Key fact

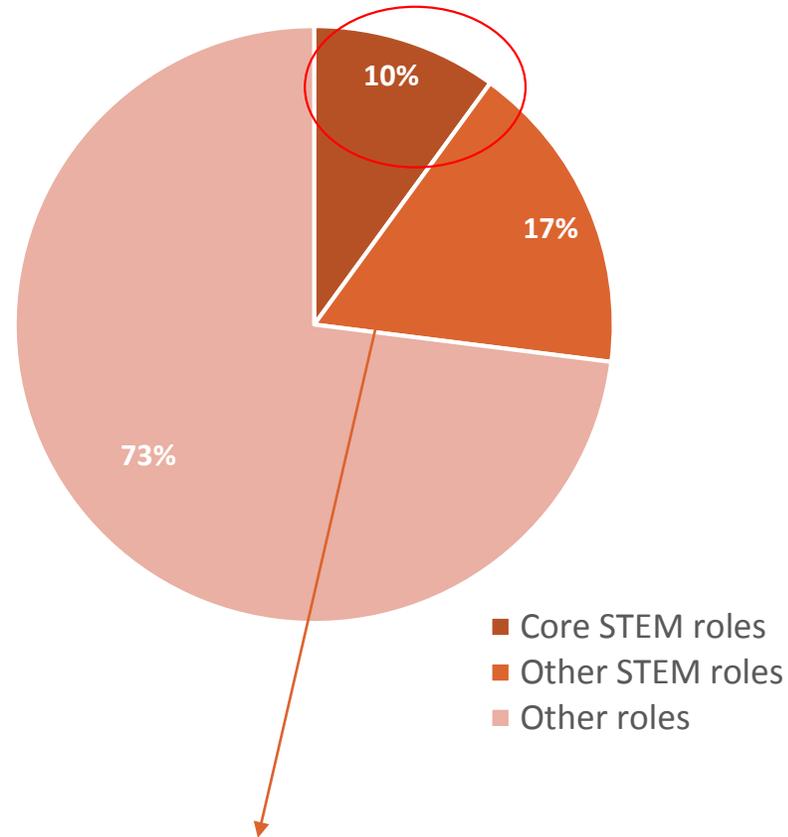
27% of all jobs in Berkshire are classified as STEM jobs, compared to 22% across England as a whole.

10% are classified as 'core' STEM jobs. STEM skills are at the core of these roles.

17% of jobs in Berkshire contain a relatively high STEM element.

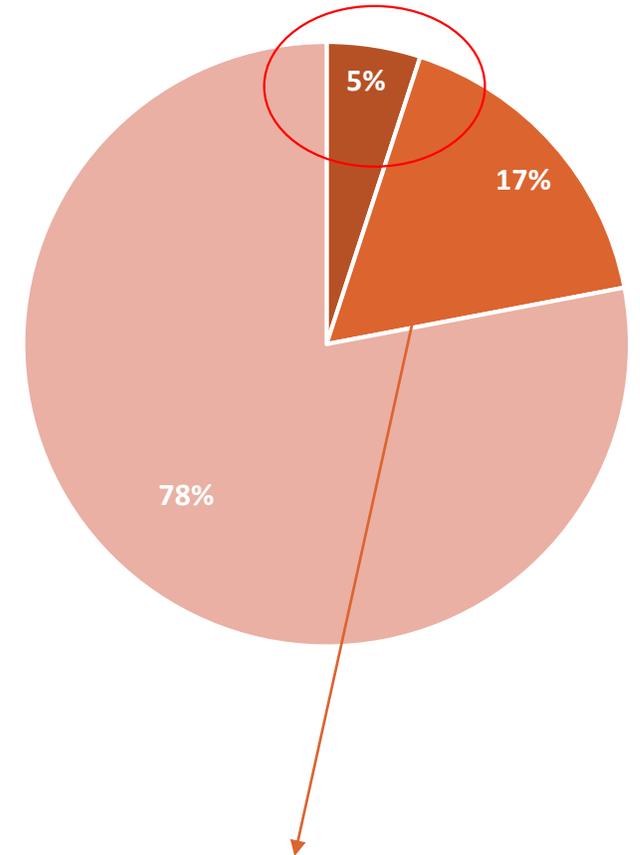
The importance of Science, Engineering, Maths and Technology (STEM)

STEM jobs in Berkshire



27% of jobs are STEM jobs

STEM jobs in England



22% of jobs are STEM jobs

Interested in working for a large global company or a small start-up business? The private, public or voluntary sector? Or working for yourself?

Key facts

68% of jobs in Berkshire are in small or medium-sized companies.



13% of people working in Berkshire are self-employed.

Most young people who are self-employed work in construction, hairdressing and arts / literary occupations.

81% of Berkshire residents work in the private sector and 19% in the public sector (including the NHS, schools, local government and emergency services).

Jobs in highest demand in Berkshire – 2017*

Key fact

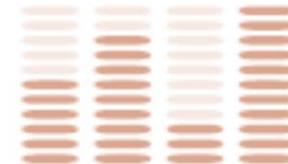
IT and sales roles are in high demand by employers in Berkshire.

1 in 9 jobs in Berkshire are IT specialist roles.

This is 2.5 times the national average.

1. Software developer/engineer
2. Account manager
3. Project manager
4. Office/administrative assistant
5. Sales manager
6. Customer service representative
7. Registered General Nurse (RGN)
8. Computer support specialist
9. Recruiter
10. Systems analyst

*Measured by the number of vacancies being advertised



Key fact

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.

Are there many jobs locally in...?

Sector / occupation	Number of jobs in Berkshire	Level of competition for jobs?	Examples of employers
IT / Software development	51,000	Low – lots of jobs	CA Technologies, Fujitsu, Microsoft, Vodafone, Symantec, Cisco, Cloud Distribution, Datasift
Warehousing / distribution	14,500	Low – lots of jobs	Tesco, Waitrose, Kuehne & Nagel , Brakes Group
Accountancy	11,500	Low – lots of jobs	Grant Thornton, Deloitte, Ernst & Young , PWC
Social care	8,200	Low – lots of jobs	Local authorities, West Berkshire Mencap, Excel Support Services
Construction	7,600	Medium	AMEX Foster Wheeler , Anesco
Engineering	7,100	Low – lack of applicants	Peter Brett, Xtrac, Magal Engineering Ltd
Catering (chefs)	4,000	Low – lack of applicants	Westbury Street Holdings, Stoke Park Country Club & Resort
Sports and leisure	3,900	Medium	Reading Football Club, Nirvana Spa and Leisure, John Nike Leisuresports Ltd
Law	3,200	Medium	Pitmans, Blandy & Blandy , Osborne Clarke
Beauty	1,300	Medium	Sally Beauty, Aura Spa, Indigo Rye
Veterinary	450	High	Falkland Veterinary Clinic, Moor Cottage Veterinary Hospital
Psychology	300	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 fact

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 experiencing shortages of Application Developers (Software Engineers) and Project Managers. STEM skills in general are lacking

Small Berkshire tech company

“We continually suffer from a shortage of individuals with a STEM background”

**Bion Engineering
(Reading)**

“Currently there is a major skills shortage across all organisations tasked with delivering development and infrastructure”

Peter Brett Associates LLP

There are particular difficulties recruiting children’s social workers, teachers and engineers with the required professional qualifications

Local Authority in Berkshire

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.

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

Purchasing Managers
Human Resource Managers
Quantity Surveyors
Financial And Accounting Technicians
IT Architects And Systems Designers
Garage Managers And Owners *Programmers And Software Developers*
Business Analysts *Mechanical Engineers*
Civil Engineers *Advertising Account Managers*
Taxation Experts *Health Service Managers*
Transport And Distribution Managers

Many of these require STEM skills...

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 fact

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

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, artificial intelligence, nanotechnology, the Internet of Things 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 2020 are:

- Complex problem solving
- Critical thinking
- Creativity
- People management
- Coordinating with others
- Emotional intelligence
- Judgement and decision making
- Service orientation
- Negotiation
- Cognitive flexibility

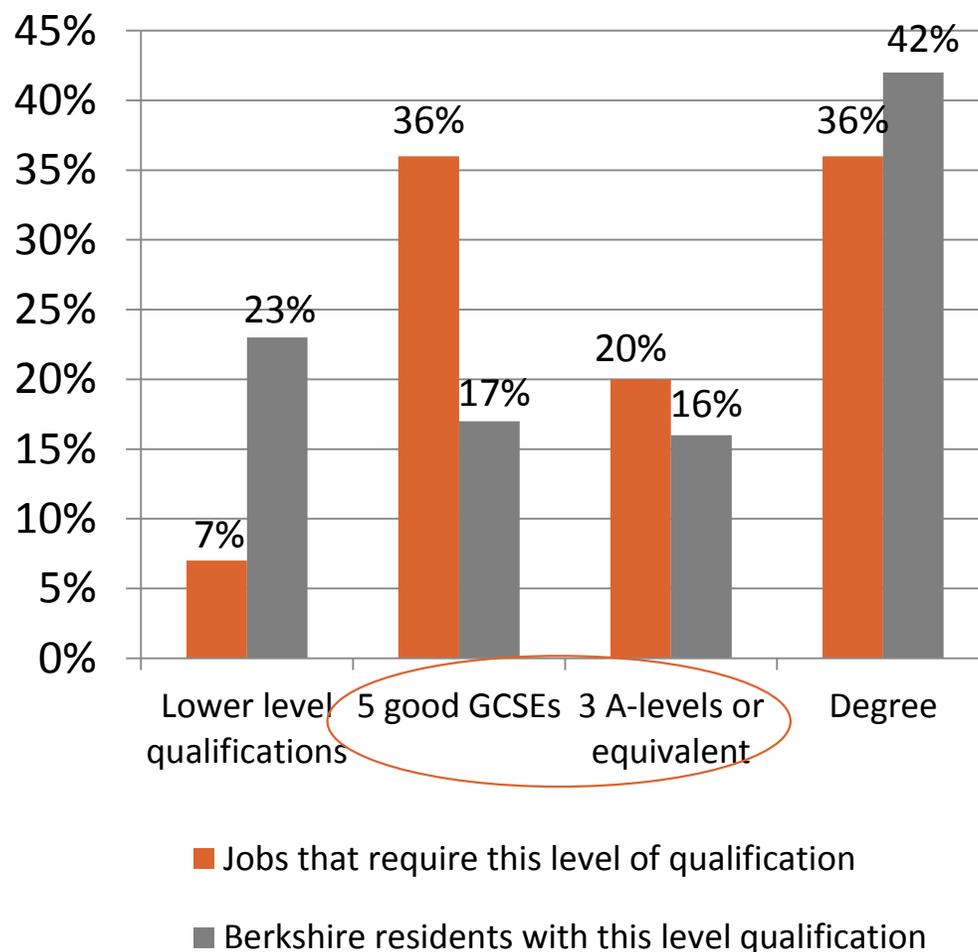


Key facts

Over a half (56%) of all jobs in Berkshire require mid-level qualifications but only a third (33%) of residents have their highest level of qualification at this level.

36% of jobs in Berkshire require a degree.

Level of qualification needed for jobs in Berkshire



Jobs that require mid-level qualifications include:

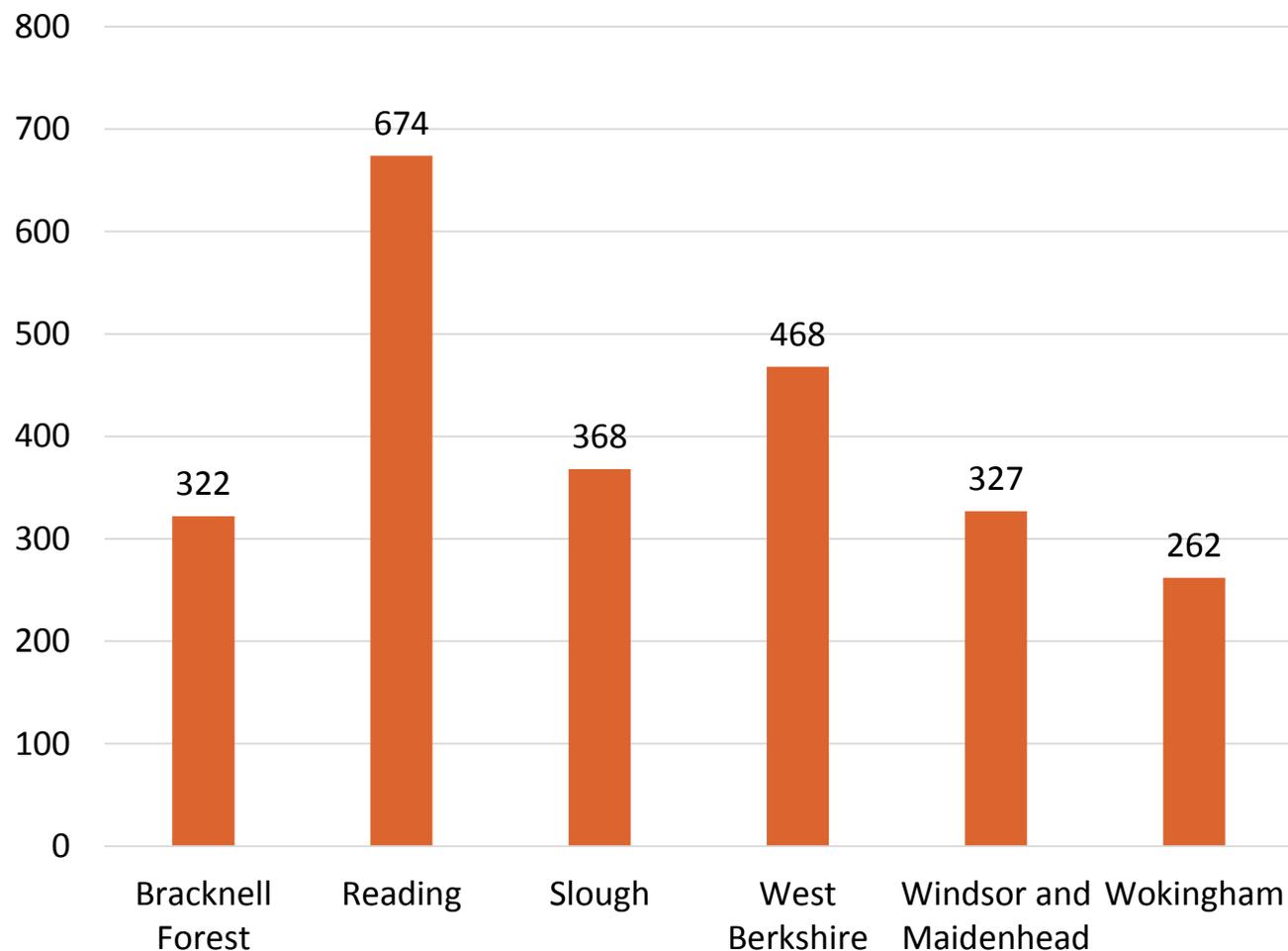
- Hotel & catering managers
- Chefs
- Teaching assistants
- Office managers
- Electricians
- IT support technicians
- Social care roles
- Health care roles
- Lorry drivers
- Estate agents
- Business sales executives
- Retail workers

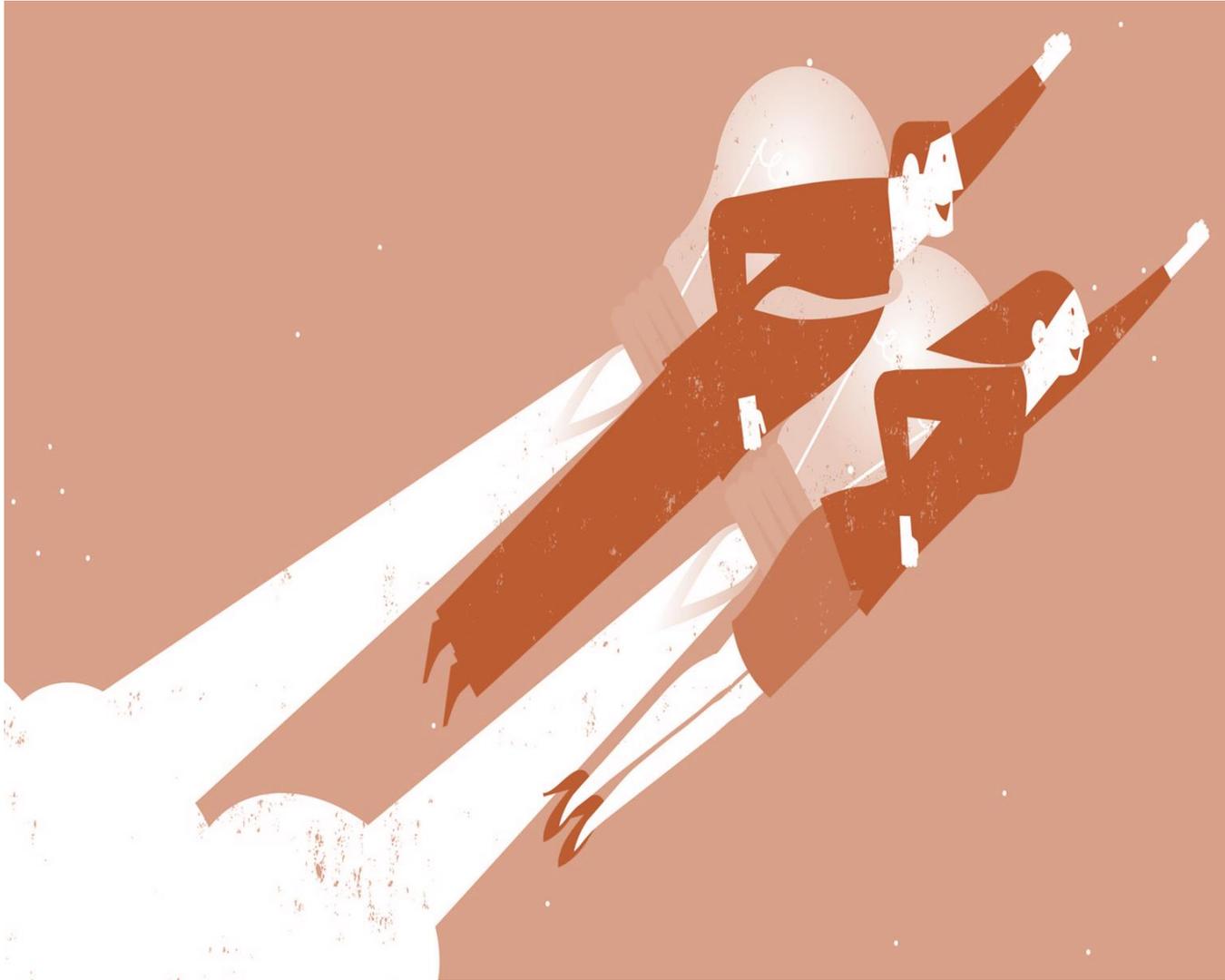
Key facts

Nearly 2,500 Berkshire employers offer Apprenticeships.

Advanced Apprenticeships are more popular in Berkshire than nationally.

Number of Berkshire employers offering Apprenticeships by area





Useful resources:

- Elevate Berkshire - <http://berkshire.elevateme.org.uk/index.htm>
- 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>

For queries about this slide pack please contact Caroline Perkins at Thames Valley Berkshire Local Enterprise Partnership:

caroline@thamesvalleyberkshire.co.uk

0118 945 0201