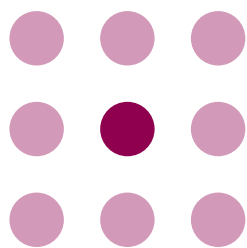


Talented people and bright ideas

- opportunities in the Berkshire economy

/// Berkshire's knowledge-based economy, with its mix of global corporates and innovative SMEs, provides a wealth of career opportunities, particularly for graduates. ///



1 in 9 jobs

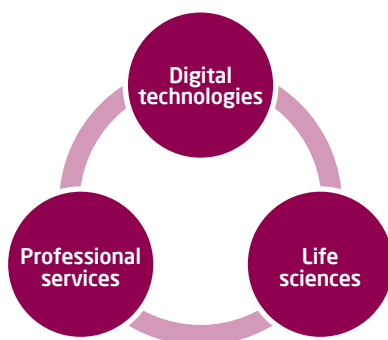
are digital tech jobs, 2 ½ times the national average



22% of Berkshire employers report skills shortages, compared to 18% nationally



Berkshire has the **highest concentration** of Foreign-Owned Companies in the UK

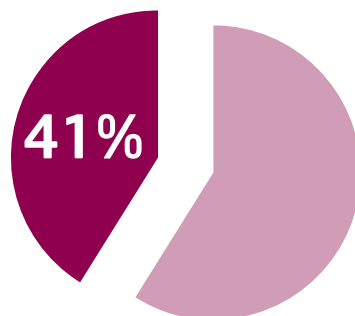


3 key sectors

for graduate opportunities

Skills in **higher demand** in Berkshire than nationally:

- **Sales** – General sales
- **IT** – Operating systems
- **IT** – General networking
- **IT** – Technical support
- **Business** – Project management
- **IT** – Enterprise Resource Planning



41% of graduates who leave Berkshire to study, return for employment, the highest proportion in the country

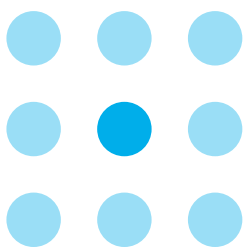
High demand for talent in the following job roles:

- **Software developer / engineer**
- **Account manager**
- **Project manager**
- **Sales manager**
- **Nursing**



Skill needs of the Berkshire economy

// Berkshire's strong economy, with its mix of global corporates, SMEs and public service employers provides a wealth of career opportunities. //



1 in 9 jobs

are digital tech jobs, 2 ½ times the national average

26%

Between 2012 and 2017 there was a **26% increase** in Berkshire in the number of computer support specialist jobs in Berkshire

High demand for non-graduate talent

in the following job roles:

- Administration
- Customer service specialist
- Computer support specialist
- Recruitment consultants
- Chefs



Local employers find it hard to fill vacancies for:

- Computer support specialist
- Electricians and electrical fitters
- Elementary construction roles
- Quantity surveyors
- Telephone sales

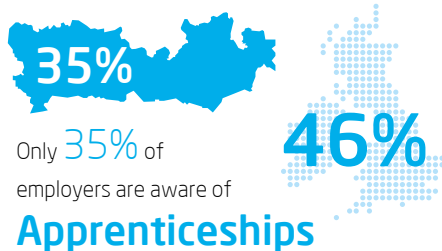
Technician-level jobs

that are more prevalent in Berkshire than nationally include:

- IT engineers
- Field service engineers
- Telecommunications engineers
- Administrative positions
- Recruitment consultants

Around **500** Berkshire employers are subject to the Apprenticeship Levy, some of whom are offering, or planning to offer, Degree Apprenticeships

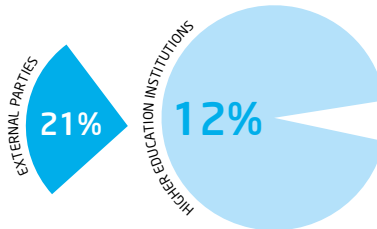
Local employers are looking for staff with a **strong work ethic, communication and interpersonal skills**



Only **35%** of employers are aware of **Apprenticeships**

compared with **46%** nationally.

But, **18%** of Berkshire employers who haven't had apprentices in the past, plan to employ them in the future (higher than the national average)

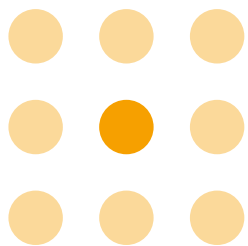


21% of Berkshire employers who use external parties to develop staff use Further Education Colleges whilst **12%** use Higher Education Institutions

There is **local employer demand** for colleges to provide **practical courses** to help people become job ready (**telephone skills, Microsoft Office, customer service**)

Job opportunities in the Berkshire economy

// With a mix of strong global brands and innovative small businesses Berkshire provides a wealth of job opportunities //



1 in 9 jobs

are digital tech jobs, 2 ½ times the national average



41% of young people who leave Berkshire for university return to work, the highest proportion of all local areas in the country, reflecting the wealth of job opportunities

Essential skills in highest demand across Berkshire are:

- Communication skills
- Planning skills
- Organisational skills
- Microsoft Excel
- Detail oriented

Essential skills

that employers believe are lacking across Berkshire are:

- Communication
- Leadership
- Work ethic

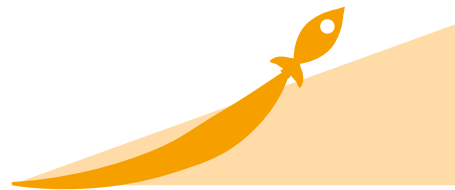
Job specific skills

that employers are currently finding it difficult to find amongst job applicants are:

- Digital technology skills
- Engineering
- Customer service
- Analytics

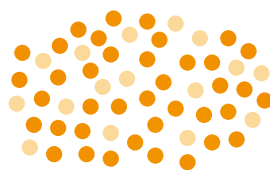


Berkshire employers are more likely to offer **higher level Apprenticeships** than employers in the rest of the country



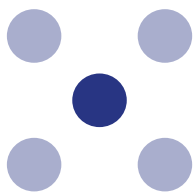
Over the last 12 months, there has been an **increase in demand** for:

Software Programmers / Engineers; Registered General Nurses; Computer Support Specialists; Recruiters; Web Developers; Marketing Managers; Accountants; Accounting Clerks; Financial Managers; Retail Managers and Associates



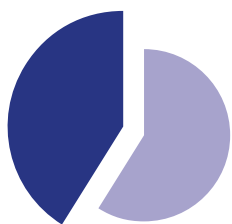
There are around **120,000** Science, Technology, Engineering, Arts and Maths (STEAM) jobs in Berkshire, nearly twice the national average

Growing the pipeline of future talent



1 in 5 jobs

to be affected by automation by 2030



41% of graduates who leave Berkshire to study come back here to work



22% of Berkshire employers report skills deficiencies, compared to **18%** nationally



Berkshire



UK Average

48% of the Berkshire workforce have a degree or higher qualification (national average 38%)

39% of Berkshire employers offer work experience

9% of Berkshire employers offer other types of work inspiration

The two subject areas with the largest intake at the **University of Reading** are:

Business and Administrative Studies and **Biological Sciences**



Three quarters of young people entering the Berkshire labour market each year **went to school in Berkshire**

10,600 more people travel into Berkshire to work than travel out



107,100 in **VS** 117,700 out

Berkshire firms provide less training to staff than employers in the rest of the country



The top new and emerging jobs roles

identified by the World Economic Forum are:

- **Data analysts**
- **Specialist sales representations**
- **HR and organisational development specialists**
- **Material, bio-chemical, nanotech and robotics engineers**

6% of Berkshire employers offer Apprenticeships, compared to the national average of 12%

Many large employers plan to use their Apprenticeship Levy on **management and leadership development**