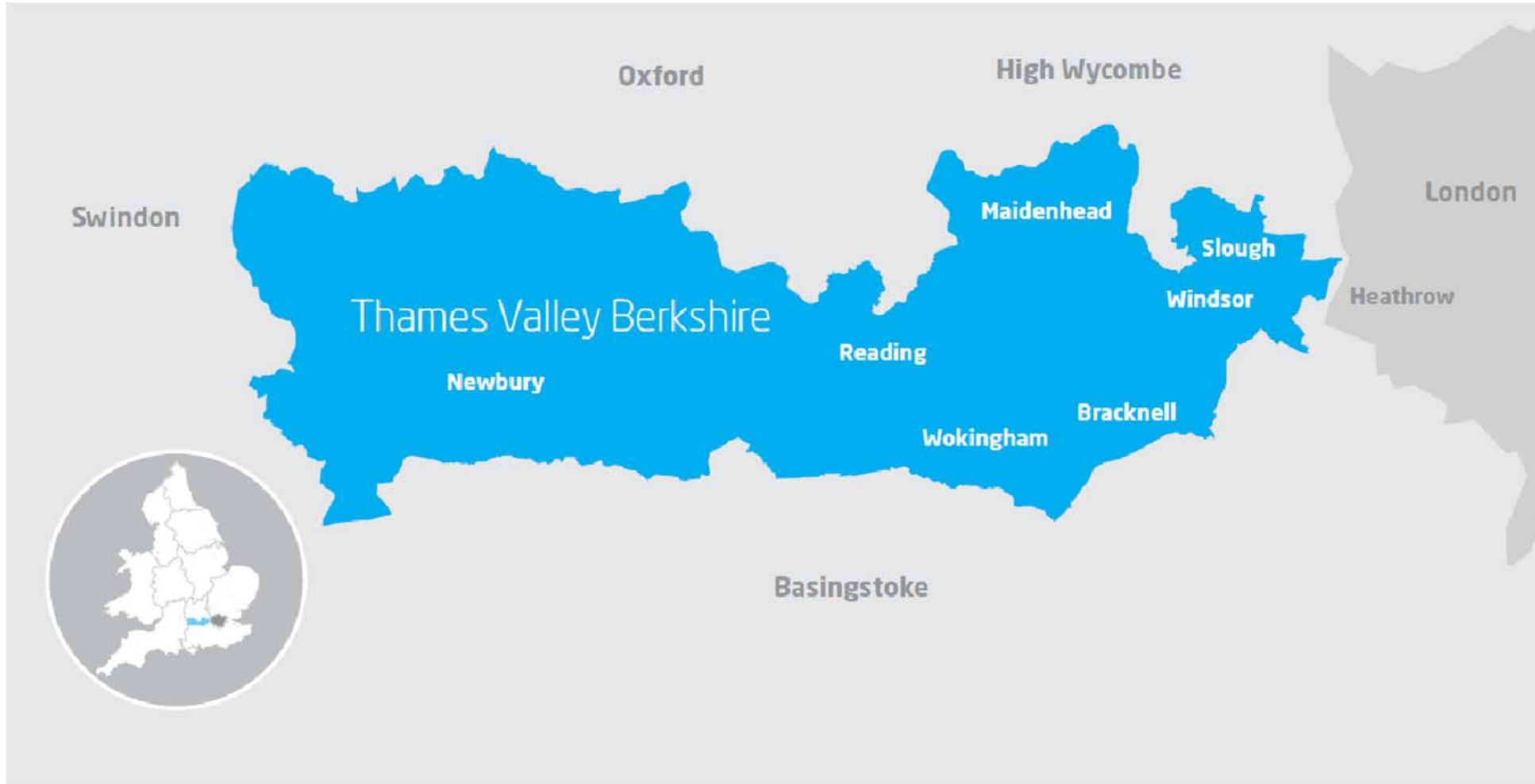


# Careers in Berkshire: Local labour market information

2018/19



# The Thames Valley Berkshire area



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

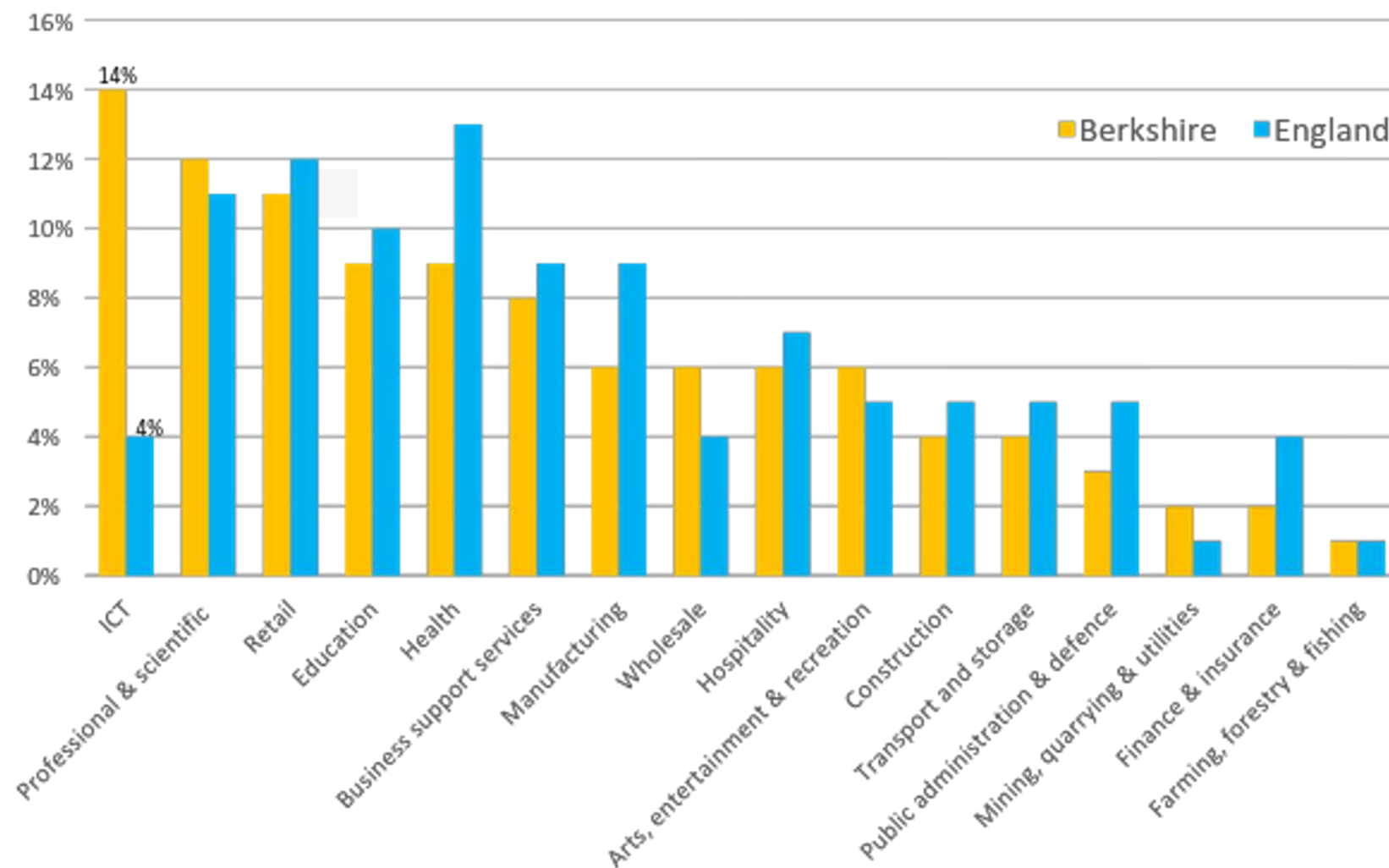
Thames Valley Berkshire stretches from Hungerford in the West, to Slough in the East.

## 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



## The local labour market – large 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.



## Key fact

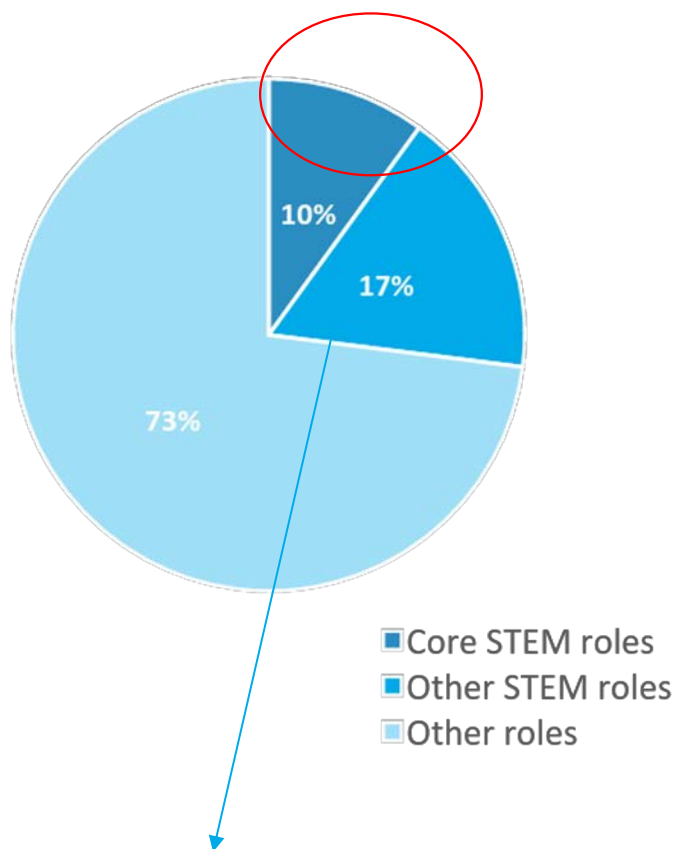
27% of all jobs in Berkshire are classified as STEM jobs, compared to 22% across England as a whole.

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.

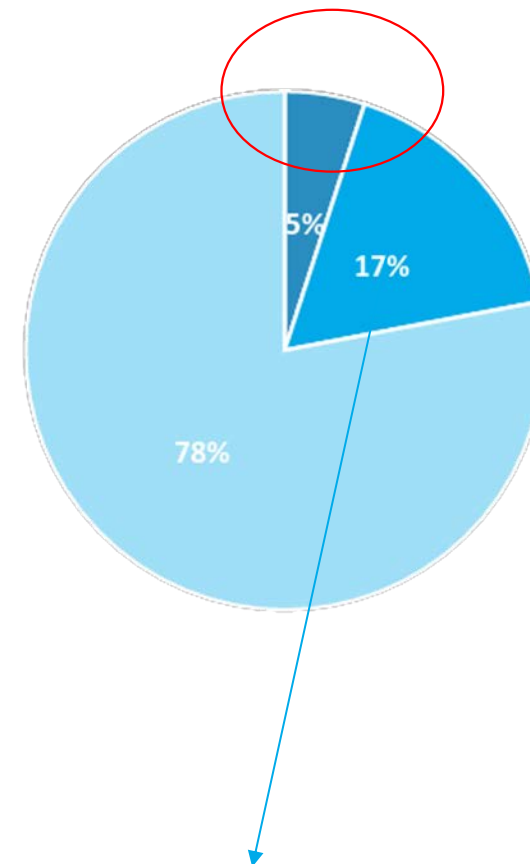
# The importance of Science, Engineering, Maths and Technology (STEM)

STEM jobs in Berkshire



**27%** of jobs are STEM jobs

STEM jobs in England



**22%** of jobs are STEM jobs

# Core STEM roles

Physical scientists

Civil engineers

Mechanical engineers

Electrical engineers

Electronics engineers

Design and development engineers

Production and process engineers

Engineering professionals

IT specialist managers

IT project and programme managers

IT business analysts, architects and systems designers

Programmers and software development professionals

Web design and development professionals

Information technology and telecommunications professionals

Conservation professionals

Environment professionals

Research and development managers

Science

Engineering

IT

**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.



**14%** 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).

## Key fact

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

1 in 10 jobs in Berkshire are IT specialist roles.

This is 3 times the national average.

## Jobs in highest demand in Berkshire – 2018\*

1. Software developer/engineer
2. Sales representative
3. Computer support specialist
4. Network engineer/architect
5. Registered General Nurse

\*Measured by the number of vacancies being advertised

1. Project manager
2. Retail supervisor
3. Customer service representative
4. Office/administrative assistant





## 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 design	Very few	High	Try Surrey or London

## 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.

## Jobs local employers find difficult to fill

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

**Small Berkshire tech company**

*The main call-out across Berkshire is for tech workers – software programmers*

**Major retail bank with base in Berkshire**

*Hoteliers cannot find chefs, receptionists and have constant churn of food and beverage staff*

**Reading Economic Development Agency**

*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...*

## Key facts

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.





## 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?

The main general skills  
Berkshire employers are looking for



## Key fact

Computer programming skills, sales, and business management skills, are the main specialist skills being sought by Berkshire employers.

Computer programming skills include the use of programming languages such as Javascript, SQL and Microsoft C#.

## The main specialist skills Berkshire employers are looking for



# Looking to the future, according to the World Economic Forum, the 10 skills you need to have a successful career in 2020 are:

## Challenge

What do you think these could mean?  
And how might you develop them?

Complex problem solving

Critical thinking

Creativity

People management

Coordinating with others

Emotional intelligence

Judgement and decision making

Service orientation

Negotiation

Cognitive flexibility



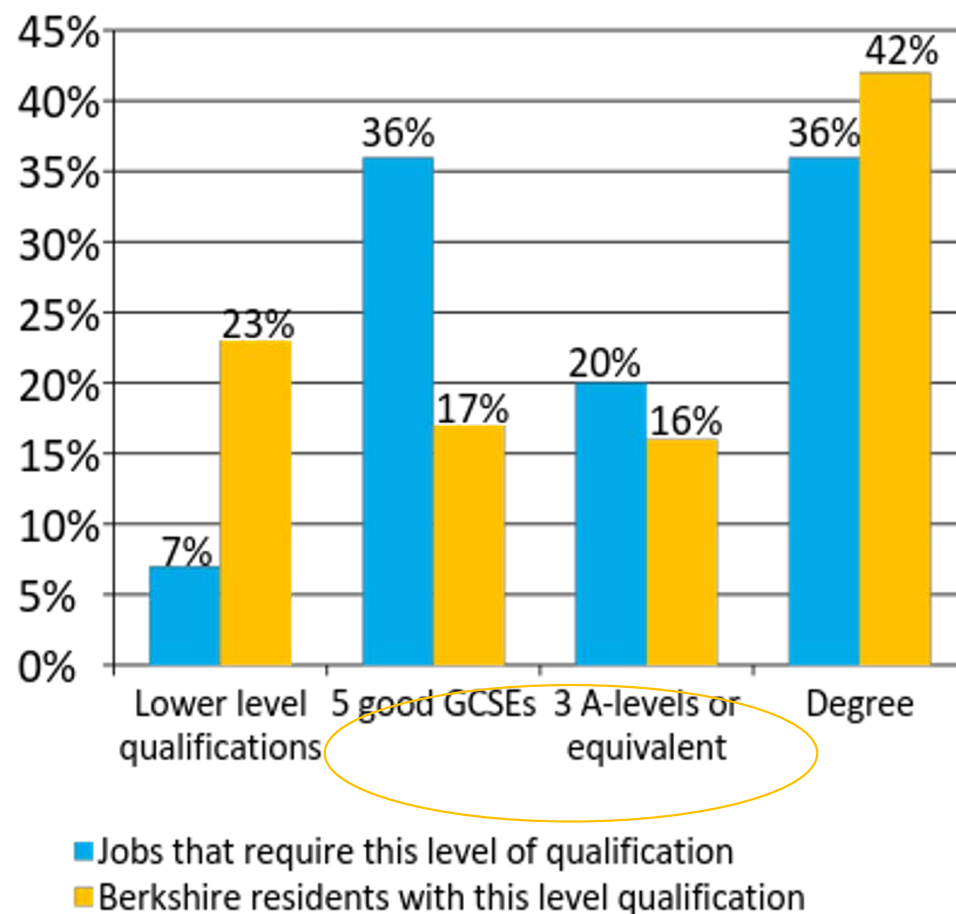


## Key facts

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

