

# Careers in Berkshire: Local labour market information

2021

THE **CAREERS &  
ENTERPRISE**  
COMPANY



**Thames  
Valley  
Berkshire**

LOCAL ENTERPRISE PARTNERSHIP

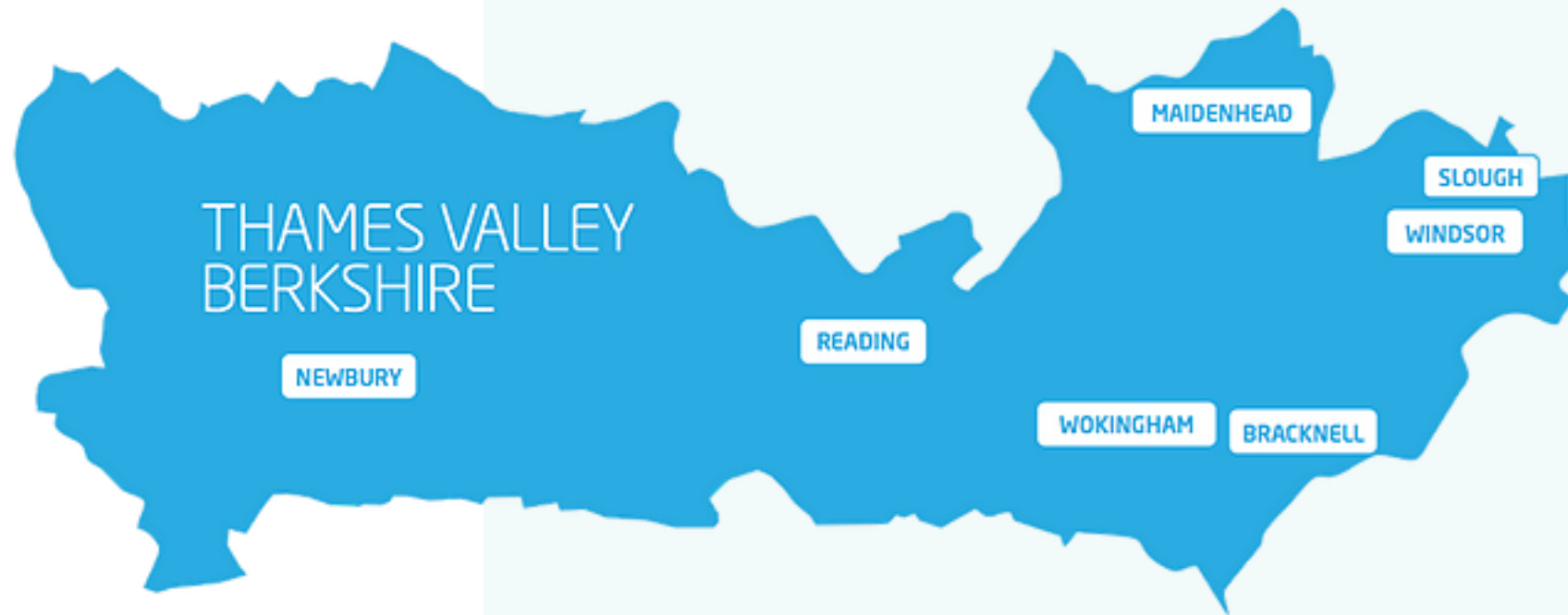
# Introduction

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.

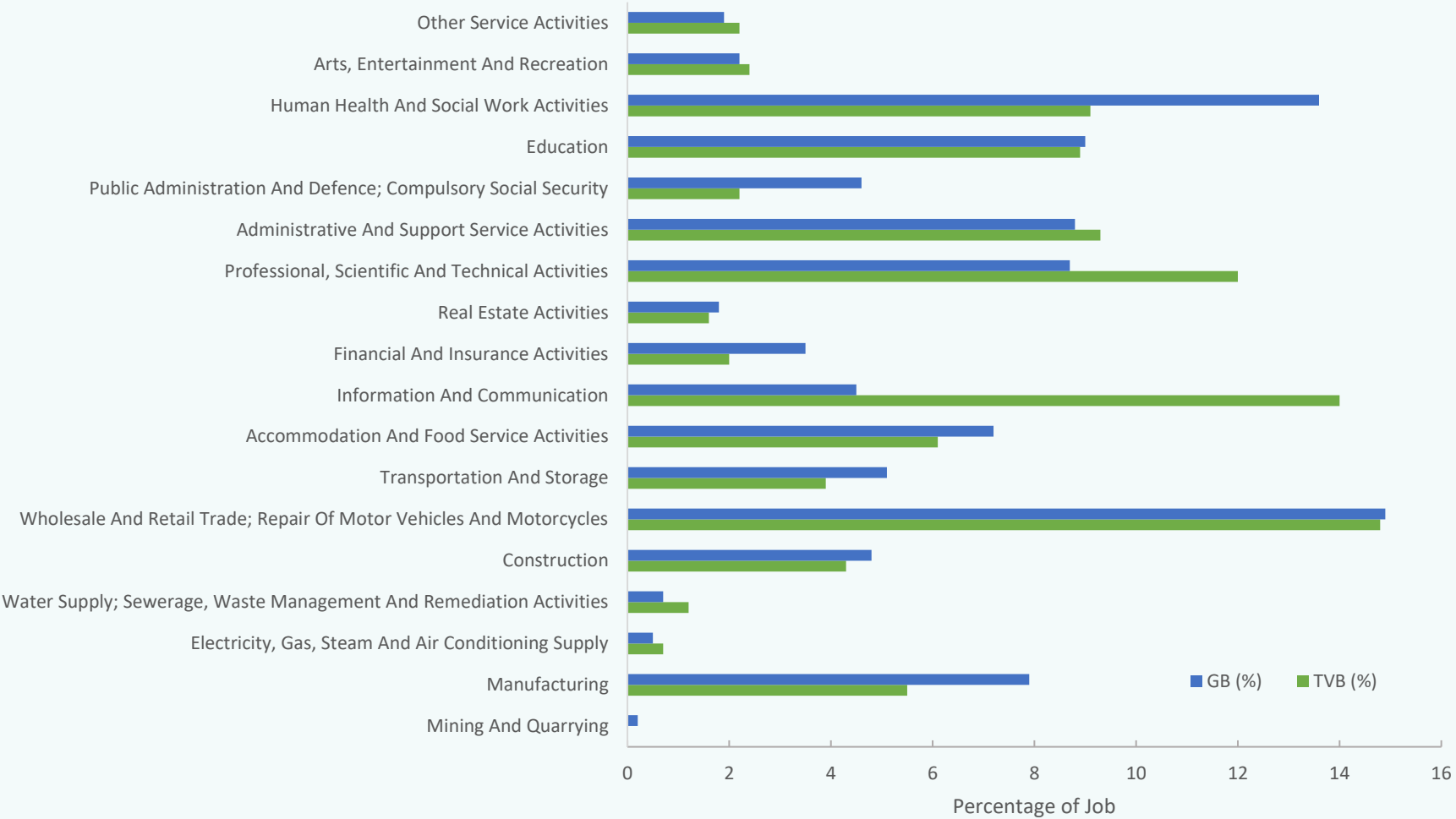
# The Berkshire labour market is dominated by 'Digital Tech'

## Key facts

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

The Digital Tech sector accounts for 14% of employees (compared to 5% nationally) and 18% of businesses in Berkshire. It is responsible for almost a quarter of Berkshire's economic output.

Employee jobs by sector in TVB and GB

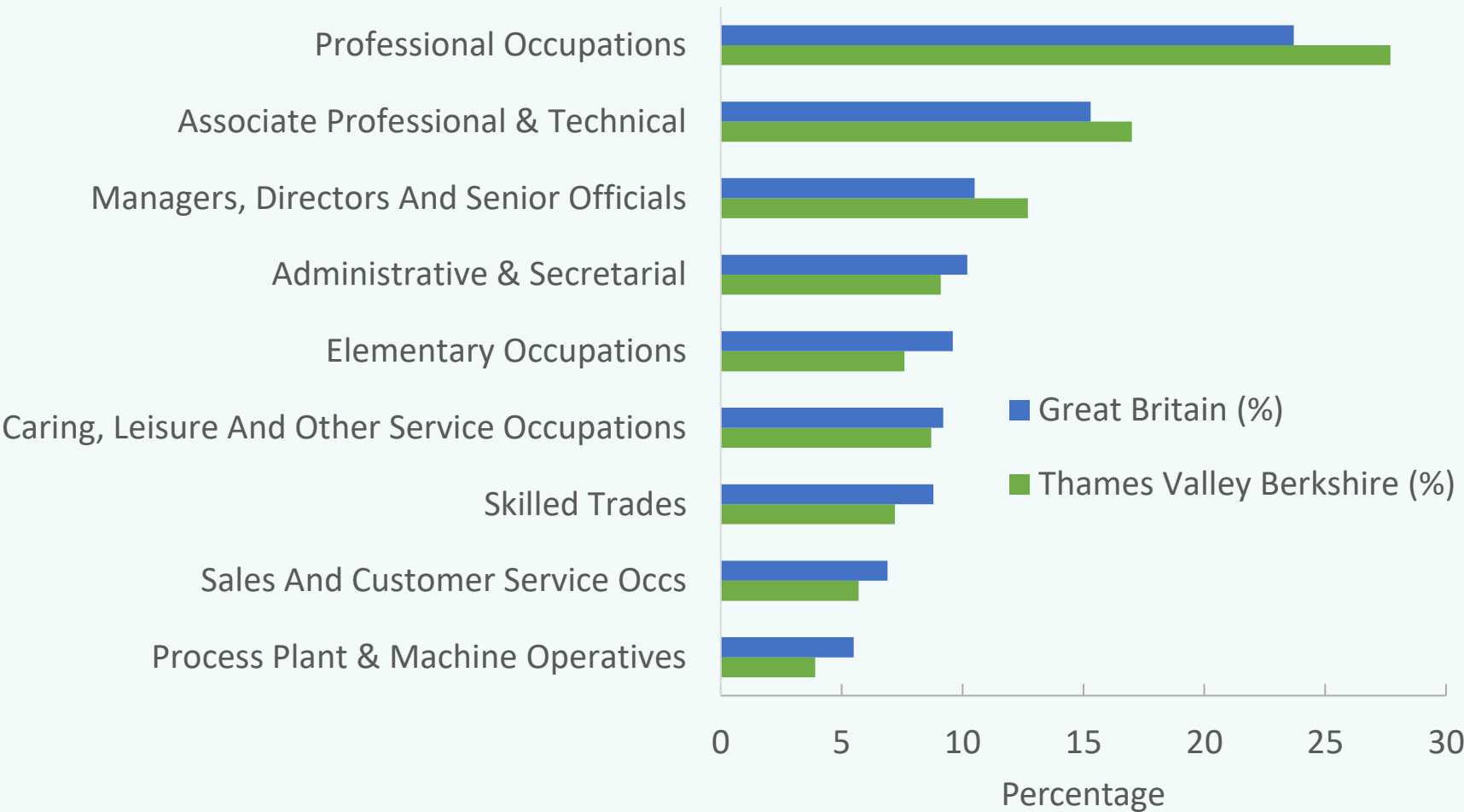


## Key facts

The most common occupation is 'Professional' (28%), followed by 'Associate Professional and Tech' then 'Managers, Directors and Senior Officials'

# Breakdown of Occupations in Berkshire

Workforce by occupation in TVB and GB



# 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).

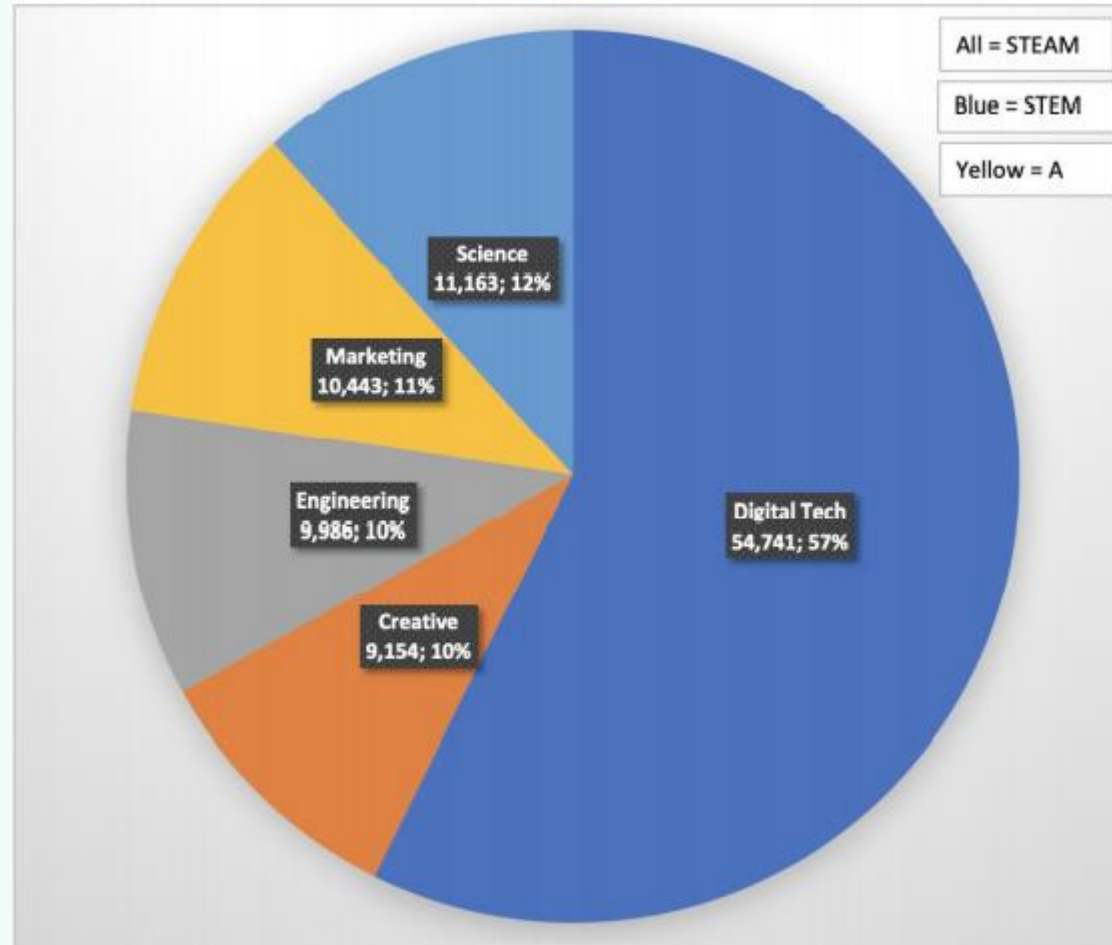


## Key facts

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.

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



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

## Self employment

**10.3%**

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.

## SME's

**39%**

of jobs in Berkshire are in small or medium-sized enterprises

## Part-time Working

**20.1%**

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

## Portfolio Careers

**3.6%**

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

## Sector

**82.4%**

of Berkshire residents work in the private sector.

**16.9%**

in the public sector including the NHS, schools, local government and emergency services

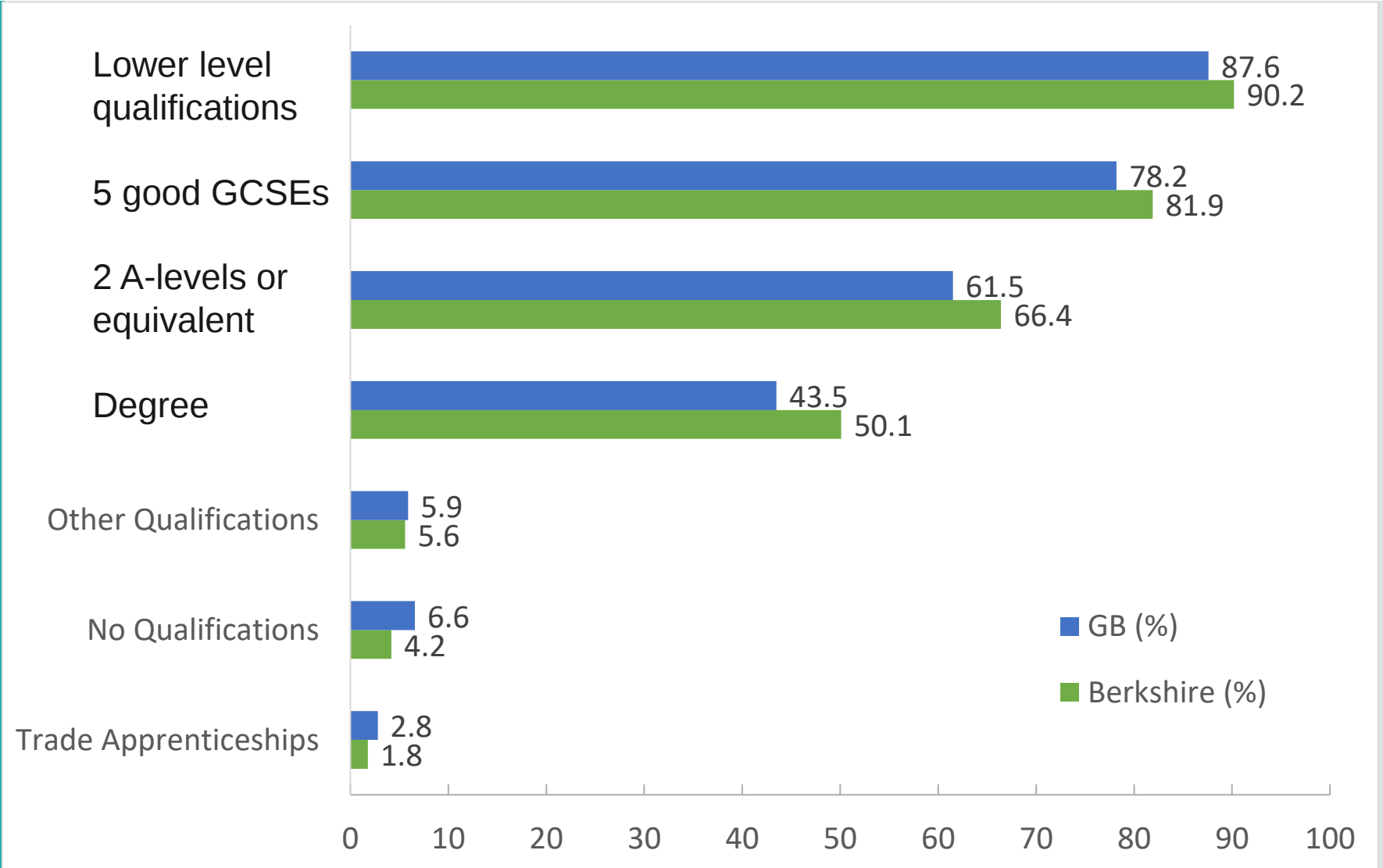
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## Key facts

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

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

## Qualifications levels in Berkshire

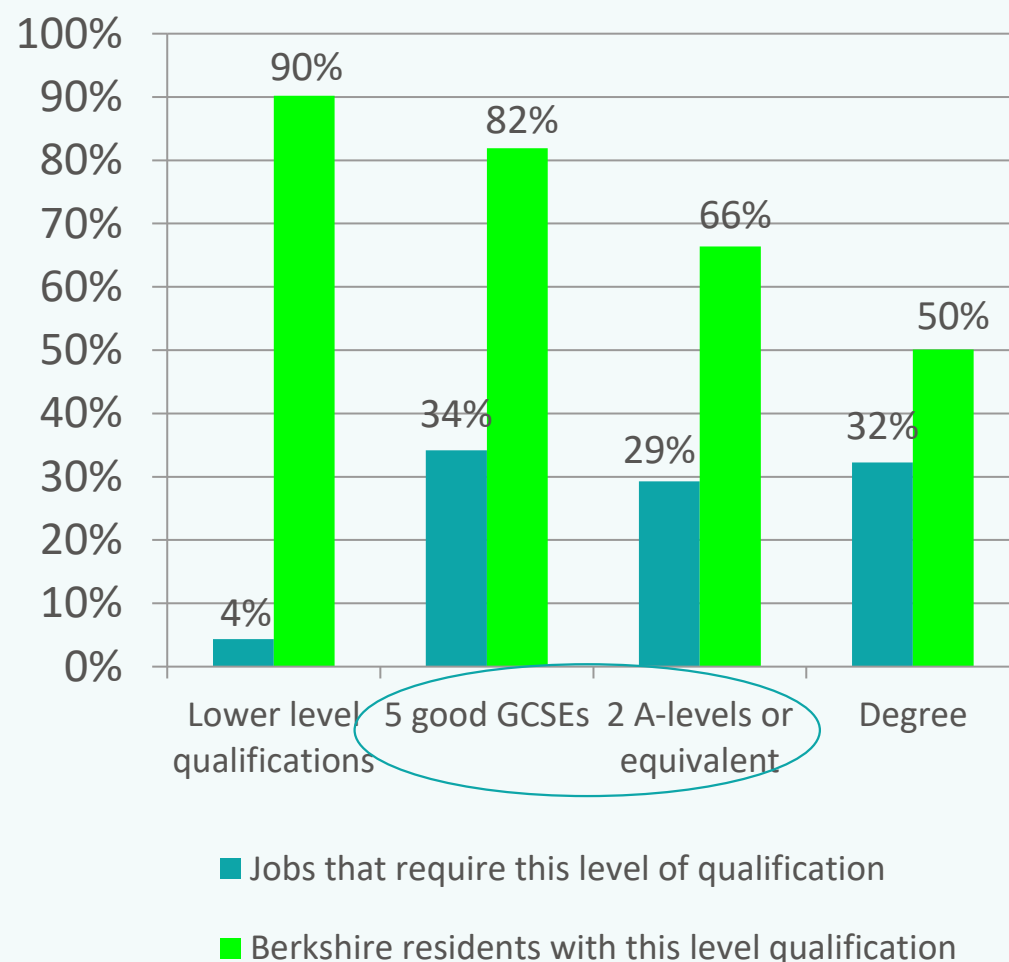


## Key facts

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 the 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

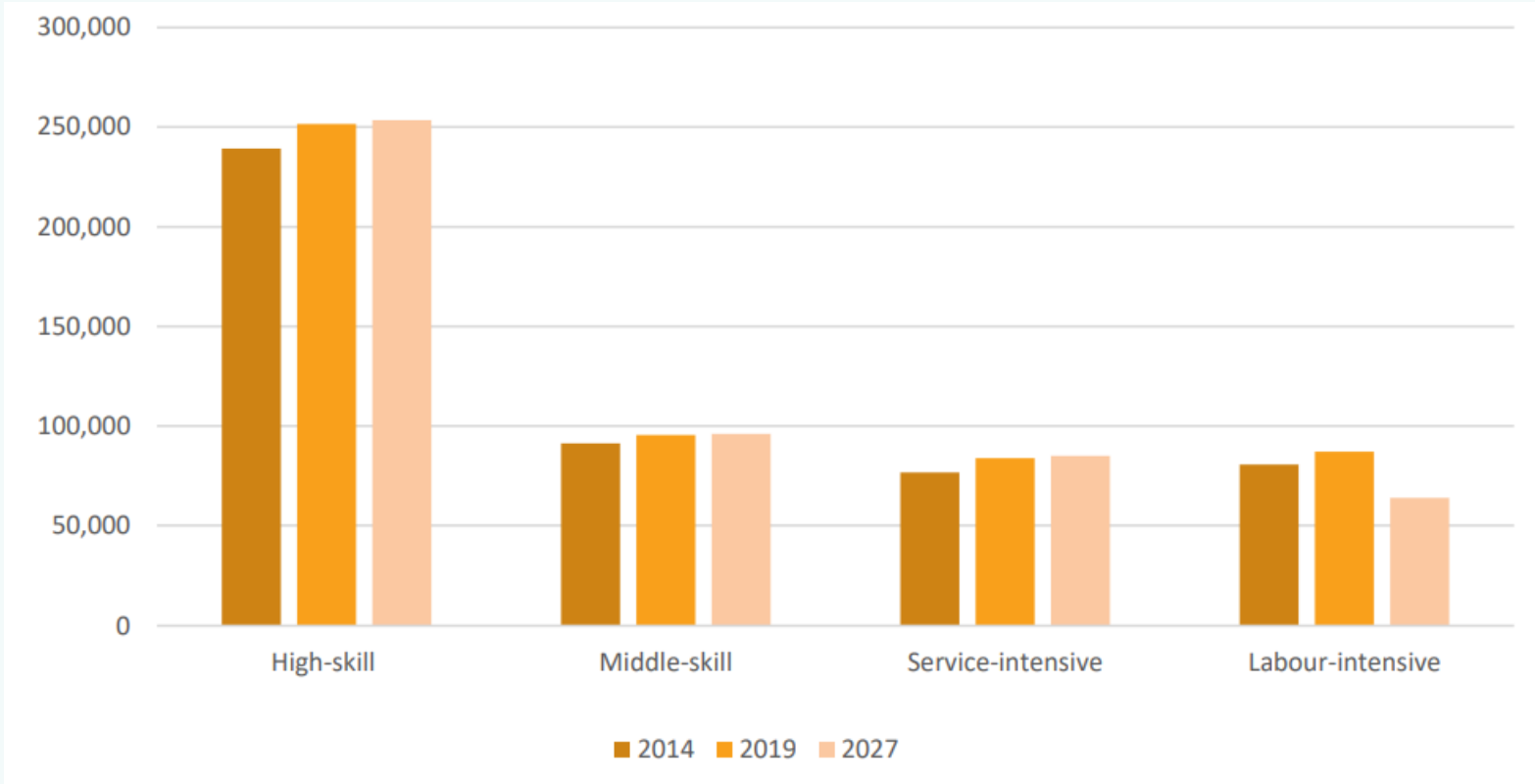
Sources: ONS, 2021- and EMSI, 2021

## 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

Thirteen 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)
- 13% of Berkshire's workforce were aged 16-24 in 2021
- 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, 75.9% of women aged 16-64 are employed in the workforce compared to 81.4% of men.

# Most Common Occupations in Berkshire (2020)

## Key facts

55% 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 20- Dec 21 (EMSI)

1. Programmers and software development professionals
2. Sales related occupations
3. Nurses
4. Care workers and home carers
5. Marketing and sales directors
6. Primary and nursery education teaching professionals
7. IT Business Analysts, Architects and Systems Designers
8. Managers and proprietors in other services
9. Customer service occupations
10. Chartered and certified accountants



### 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

Vacancies for the working population in Berkshire:

**Leisure/hospitality:**

9,076 unique job postings across Berkshire

**Finance:** 13,479 unique job postings across Berkshire

(May 2021 - May 2022)

## 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

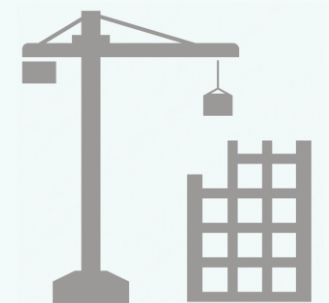
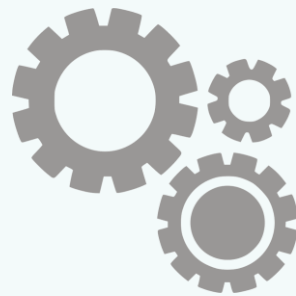
## Key facts

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

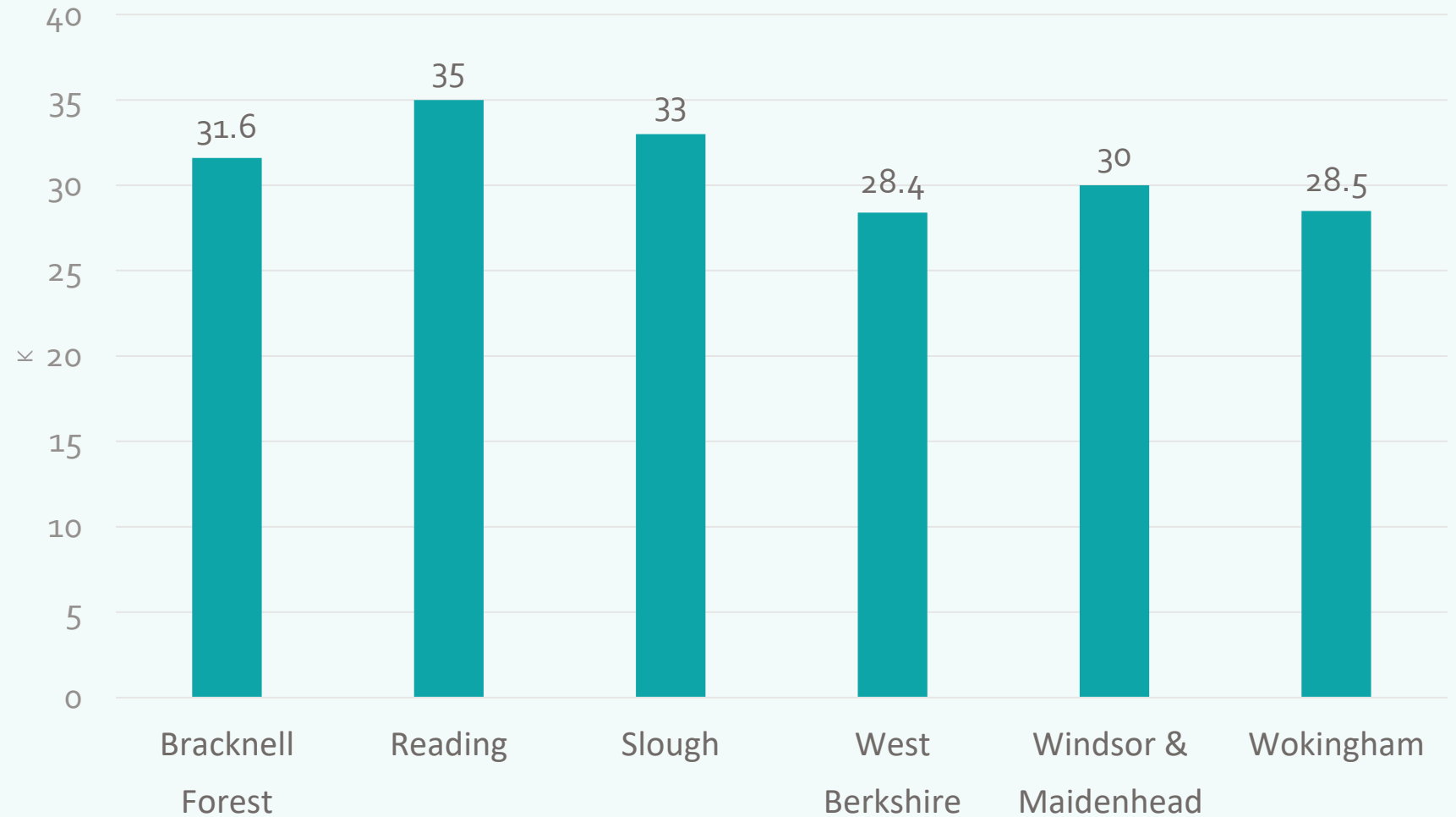
| Company Type                  | Sector                     |
|-------------------------------|----------------------------|
| Mid-market firms              | Digital Tech               |
| Scale Ups                     | Engineering                |
| Start Ups                     | Life Sciences 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

## Key facts

Wage levels in Berkshire are high with a 2021 mean of circa £31,000 per Annum.

## Wage Levels in Berkshire

Berkshire earnings (employees)



Gross average annual pay, 2021 (£)

# 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  | 49,834                      | Low – lots of jobs             | Vodafone, Microsoft, NHS, O2, SSE, Oracle, Westcoast, Avanti, Verizon, Open Text Corporation, HP, Thales |
| Warehousing / distribution | 24,884                      | Low – lots of jobs             | Tesco, Waitrose, Kuehne & Nagel, Brakes Group                                                            |
| Construction               | 17,664                      | Low – lots of jobs             | Costain, Wood Plc, Balfour Beatty                                                                        |
| Social care                | 18,230                      | Low – lots of jobs             | Local authorities, Voyage Care, Sunrise Senior Living                                                    |
| Accountancy                | 10,096                      | Medium                         | Deloitte, EY, PWC, KPMG, Grant Thornton                                                                  |
| Engineering                | 12,437                      | Low – lack of applicants       | Wood Plc, Jacobs, Xtrac, Honeywell                                                                       |
| Sports and leisure         | 4,641                       | Medium                         | Reading Football Club, Nirvana Spa and Leisure, John Nike Leisuresports Ltd                              |
| Catering (chefs)           | 3,804                       | Low – lack of applicants       | Fullers, Compass Group, Hilton, Whitbread                                                                |
| Law                        | 2,351                       | Medium                         | Pitmans, Blandy & Blandy , Osborne Clarke                                                                |
| Beauty                     | 1,395                       | Medium                         | Sally Beauty, Aura Spa, Indigo Rye                                                                       |
| Veterinary                 | 399                         | High                           | Falkland Veterinary Clinic, Moor Cottage Veterinary Hospital                                             |
| Psychologists              | 276                         | 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**

## 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...

| Occupation                                            | No of Jobs in 2021 | Hourly Rate |
|-------------------------------------------------------|--------------------|-------------|
| Air Traffic Controllers                               | 15                 | £41.33      |
| Advertising & Public Relations Professionals          | 335                | £41.30      |
| Marketing & Sales Directors                           | 4,402              | £40.12      |
| Legal Professionals                                   | 573                | £37.97      |
| Chief Executives and Senior Officials                 | 161                | £36.88      |
| Medical Practitioners                                 | 840                | £33.78      |
| Information Technology & Telecommunications Directors | 2,810              | £33.66      |
| Train and Tram Drivers                                | 8                  | £30.16      |
| Aircraft Pilots and Flight Engineers                  | 3                  | £29.90      |
| Senior Professionals of Educational Establishments    | 452                | £28.96      |

## 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 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?

The main general skills  
Berkshire employers are looking for



## Key facts

Computer programming skills including the use of programming languages such as Javascript, SQL, Python, GIT and Microsoft Azure.



## 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

The employment impacts of COVID-19 have been greater for young people and 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 the region is dependent upon a number of factors, including the recovering of neighbouring areas such as London and Heathrow Airport. However, initial signs have been more positive than in many other areas of the country.

- 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.
- Training and upskilling activities which the LEP is involved in will help ensure that Berkshire is resilient in the face of challenges such as an ageing population or the increasing automation of job roles.
- Economic recovery in Berkshire will be influenced by our neighbours including London & Heathrow airport due to the number of commuters to these areas.



# 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
- Berkshire has a track record of employment in more resilient sectors such as science-based industries and business & professional services.
- We are already seeing the positive impact of our immediate recovery and renewal activity through, for example, the Berkshire Opportunities skills and employment portal.

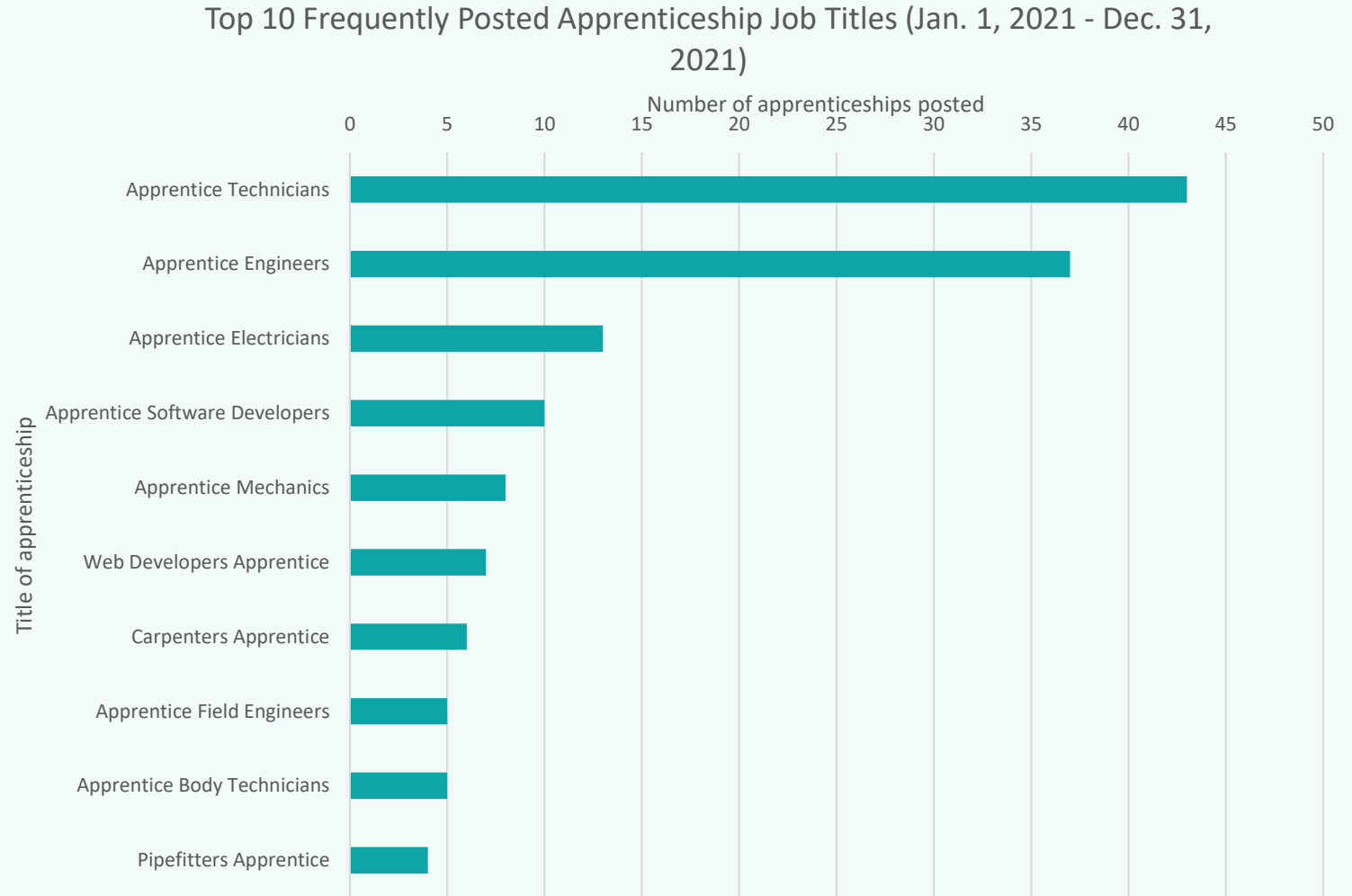


## Key facts

From the graph it is clear that Apprentice Technician and Engineers are the most in demand with 43 and 37 job postings respectively across 2021.

These top ten apprenticeship titles are all within the engineering and IT sectors.

# Top advertised Apprenticeships



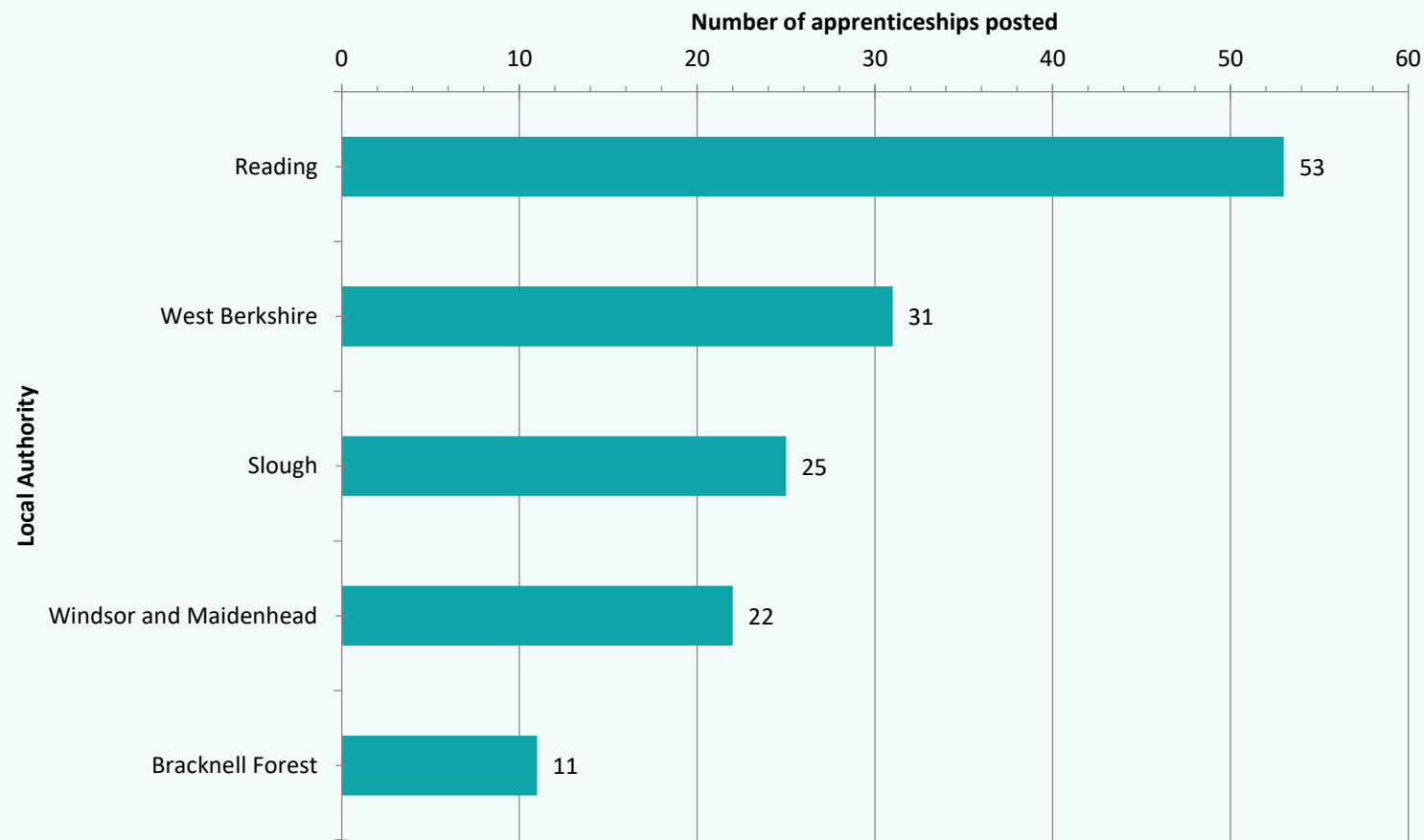
Sources: Emsi, 2022

## Key facts

As is to be expected, the local authority in Berkshire with the greatest number of apprenticeships based within it was Reading; approaching double that of the second place local authority – West Berkshire.

## Number of Berkshire employers offering Apprenticeships by area

Number of Apprenticeship Job Postings by Local Authority  
(Jan. 1, 2021 - Dec. 31, 2021)



Sources: Emsi, 2022

## 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

## More information

Gateway to explore jobs, apprenticeships and courses in Berkshire

Spotlight on sectors urgently recruiting

Key information available for a wide range of jobs

[www.berkshireopportunities.co.uk](http://www.berkshireopportunities.co.uk)



Berkshire Opportunities is live on:

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



**Berkshire Careers Guide**

### Digital Tech opportunities in Berkshire?



Digital technology now impacts almost every aspect of our daily lives, from smartphones and music downloads to online gaming and booking systems.

In Berkshire, digital tech is one of our strongest sectors and is only set to get bigger: it's home to nearly 8,000 tech companies and over 56,000 tech specialists.



In fact, local employers can't fill some jobs fast enough and find it a challenge to find qualified people for some tech roles.





## 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/>

Berkshire Careers Guide

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

LMI for All –

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

Apprenticeships -

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