

Bricklayer?

Doctor?

Customer Services Assistant?

Work Matters

2008/09

Electrician?

Police Officer?

Engineer?

Film Editor?

Vet?

Hair Stylist?



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If you need this booklet in other formats (for example, large print or braille) please contact your nearest Connexions West of England Centre (see the back page) or email enquiries@connexionswest.org.uk



Introduction

Welcome to Work Matters.

Work Matters has been written to help you take your first steps towards making those important decisions about your future.

This booklet will help you explore some of the many career possibilities open to you. Even if you don't know what you want to do - this will help you get started. We hope you find it useful and interesting. Even though we no longer talk about 'a job for life' we hope you will find opportunities to work, progress and develop throughout your life.

Good luck with your future careers!

Spot the icon! Careers/Connexions libraries at schools, colleges and Connexions Centres use the Connexions index system to organise all their information about education, training and careers and lifestyle choices. We have used the same system in Work Matters to make it easier for you to find what you need to know.

MyPlan4Life - Connecting you with your future

Are you aged 14 to 19 and want to know where you can learn, train or earn while you work? Whatever you want to do MyPlan4Life is the place to go to search for a course, a place to learn or train, or to get more help with what to do next.



- You will find information and advice about qualifications and what they mean, apprenticeships, money matters and much more. You can find this information by accessing Futures4me at www.myplan4life.org
- You can help with thinking about your skills and qualities, find a library of careers information, write a C.V and much more in the Plan-it system. Go to MyPlan4Life and choose Plan-it. You will need your password to get into Plan-it. Get this from your teacher or by emailing myplan4life@connexionswest.org.uk

Work Matters was originally produced by Connexions West of England and LSC West of England.
This edition has been researched and updated by Red Bridge Solutions Ltd. www.redbridgesolutions.co.uk.
Email: enquiries@redbridgesolutions.co.uk

Work Matters 2008/09

Work Matters aims to give you basic information about the job scene in the West of England - the number of people in work, what they do, how much they earn, what skills/qualifications they have and what changes we think will happen in the future.

Thirteen types of work are covered. If the type you are interested in isn't included - don't worry. There's lots of information you can easily get hold of which will tell you more. Suggestions on how to get this are given on the next page.

We hope these pages will really help you to make the most of this booklet. When looking at the information for each of the job areas (pages 4 - 29) - ask yourself the following questions:

Information	Ask yourself
What's happening?	What can I do to improve my chances of getting a job?
Numbers employed locally	How can I make sure I get one of these jobs?
Who does what?	Why are there so many different sorts of jobs in one industry? How can people move from unskilled into professional jobs?
How much will I get paid?	Why do some people earn more than others? Apart from the money - why else do I want to do this sort of work?
What we think will happen	What skills can I learn to improve my chances of getting a job in this type of work?
Is this you?	How can I prove I already have some of these skills? How can I learn the skills needed?
Next steps...	What should I do next if I want to do this type of work?
What 16 year olds did in 2007	What are the advantages and disadvantages of starting work or training at 16? I don't want to start work or training at 16 - what other things can I do?
Some job suggestions	What other jobs do people do?
Really useful websites	Where can I find useful information on the internet?

It's never too early to start planning for your future.



Thinking about career choice? You need to:

- Think about the jobs that are available.
- Find out what qualifications are required.
- Plan how best to get the job you want.

How do I get the career I want?

- Get the best possible qualifications and training - this means continuing in learning or getting quality training in a job so that by the age of 19 you are qualified to **at least level 2, and ideally level 3**.
- Do relevant work experience.
- Have a good school attendance and punctuality record.
- As well as good qualifications employers are looking for people with what are called **employability skills**.

Employers want people who can:

- Read, write and use numbers. Nearly every job involves English and maths.
- Work in a team - as well as by themselves.
- Solve problems.
- Use IT.
- Explain what they mean and ask for help when they need it.

What sort of learning or training do I want to do in the future?

At 16 you could apply for:	✓	At 18 you could apply for:	✓
An Apprenticeship A course at college A course in a sixth form A job with training Something else?		An Apprenticeship A course at college A job with training A course at university/college of higher education Something else?	

Where will the jobs be in the future?

More jobs:	Fewer jobs:
Catering and hospitality Education, health and other public sector jobs Leisure and travel Retail sales and customer service For people with degrees or similar qualifications For people willing to work part-time, shifts and weekends.	Low cost manufacturing Some skilled manual trades Opportunities in unskilled and semi-skilled work For people with no qualifications Working 9 – 5, Monday to Friday.

I have no idea what to do? Help!

See the back page.



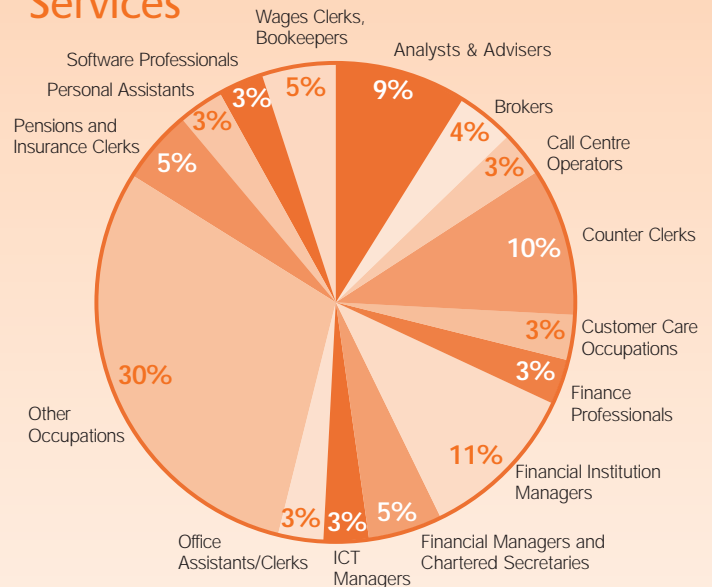
Business, Administration and Finance

What's happening?

- Business services is one of the largest employment sectors in the West of England. People working in administration and finance also work in many other sectors.
- Although the last three years have seen steady growth in financial services, confidence in this sector is particularly susceptible to war, terror attacks and high oil prices.
- There are approximately 4.9 million people working in business administration in the UK. 75% of these are female.
- There are slightly more females than males working in financial services (56% female, 44% male). However, this differs across occupations, with 72% of males working in managerial or professional jobs, compared to 35% of females.
- The workforce is well-qualified with over a half holding a level 3 qualification or above. Two-fifths of counter clerks were educated to level 2 and a third to level 3, whilst half of insurance underwriters were educated to level 3 and a fifth held a level 2 qualification.
- Tightening of regulations has placed extra administrative and financial pressure on employers. This has increased the need for technically correct and competent selling and delivery of financial services and products. Along with the growing focus on client-driven services, communication skills are seen as of great importance both now and in the future.



Who does what in Financial Services



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	6,900
Bristol	31,000
North Somerset	3,700
South Gloucestershire	14,000

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)

How much could I earn?

	Average annual salary (£s)*
Accounts and wages clerk	£16,156
Chartered and certified accountant	£37,320
Counter clerk	£16,156
Insurance underwriter	£34,577
Investment analyst/adviser	£46,718
Management accountant	£37,868

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- Between 2002 and 2012, 154,000 business and public service associate professionals and those working in administrative occupations (which includes jobs in this sector) will have retired. 148,000 people will be required to replace them due to an expected decrease in demand for such jobs.
- While there have been some job losses over the last few years due to work being transferred to other countries employment in this sector is predicted to grow.
- Financial services has been identified by 'West at Work' as a local area of growth where specific skills are, or will be, in demand.
- Some of the demand in this sector will come from new local development sites including SouthGate in Bath and Cabot Circus in Bristol.
- Call centres play an integral part of the financial services sector. Recently some call centres have been moved to other countries such as India, where there are many people who can speak English and where labour costs are lower than in the UK. However, a number of financial institutions have committed themselves to operating from the UK as a result of customer feedback. Whether the trend of out-sourcing call centres continues remains to be seen.
- The forecast rise in the population, combined with the increased ratio of pensioners to working people, is resulting in the Government encouraging people to make adequate provision for their retirement. This will increase the demand for pensions, saving and investment products. It is predicted that this will affect the skills required in the sector, particularly in terms of new technology and also call centre skills.
- There is a growing demand within administration for people with broader and higher level skills. Organisations are delegating more authority and responsibility to administrators as the number of managers is reduced. Technical skills and decision-making skills are also growing in importance.
- Some large financial institutions are now starting to roll out IT projects that were on hold until the economy improved. This is increasing the demand for IT specialists, especially as companies try to retain IT skills in-house rather than relying on temporary contractors.
- The UK has recently seen signs of a 'credit crunch' (a reduction in the availability of finance from banks and other financial institutions). This can affect job seekers as companies in this sector may be less willing to take on permanent employees in case they need to make job cuts.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in Business Administration and Finance. Look out to see what's on offer locally from 2009.

Is this you?

- Good at following systems
- Good communication skills
- Enjoy researching and interpreting information
- Enjoy working with figures
- Pay attention to detail

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 85 went into business, administration and finance related WORK. Source: Connexions West of England 2007.

Some job suggestions

- Accountant/Accounting Technician
- Administrator
- Bank/Building Society Manager
- Customer Services Assistant
- Financial Adviser/Consultant
- Insurance Broker/Technician
- Insurance Surveyor
- Investment Analyst/Fund Manager
- Stockbroker/Equity Salesperson

Next steps...

If you're serious about a career in business, administration or finance - **FIND OUT MORE!**

Use Careerscape, JED, Kudos, MyPlan4Life and the Administration, Business & Office Work and Financial Services sections of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

The Association of Chartered Certified Accountants - www.acca.org.uk
Building Societies Association - www.bsa.org.uk
Chartered Insurance Institute - www.cii.co.uk
Financial Services Sector Skills Council - www.fssc.org.uk
The Institute of Chartered Accountants in England and Wales - www.icaew.co.uk
Institute of Financial Services - www.ifslearning.co.uk
Sector Skills Council for central government - www.government-skills.gov.uk
West at Work - www.westatwork.co.uk

The Diploma - www.direct.gov.uk/diplomas
Information on Apprenticeships - www.apprenticeships.org.uk
or call the **helpline on 08000 150 600**

Want to know more about making choices about your future? See pages 2 and 3.

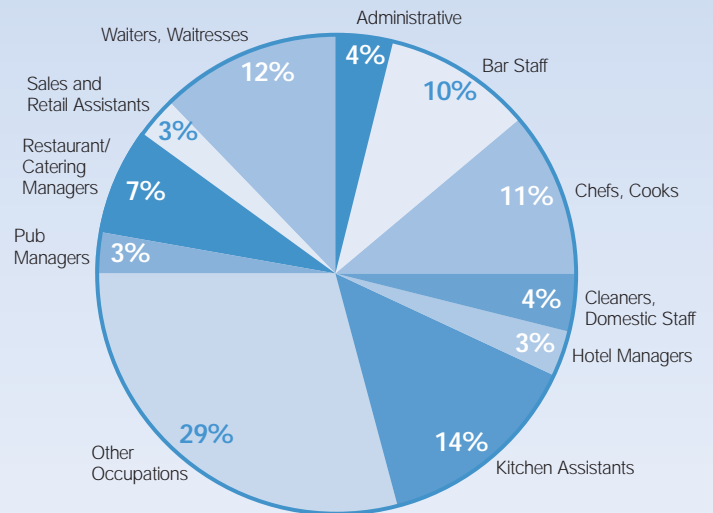


Catering and Hospitality

What's happening?

- The catering and hospitality industry includes a wide range of establishments such as hotels, hostels, restaurants, cafes, pubs, and contract catering. The profession currently employs 2.5 million people in the UK.
- There are a large number of small companies, with 75% of employees working for a company employing less than 50 people. Working for a small company offers experience in a wide range of areas.
- Recent research indicates that the traditionally high rates of staff turnover in this sector may be due to individuals seeking greater career progression. However, there is enormous scope for movement between the industry's many and varied sectors.
- The catering and hospitality sector has a large proportion of people aged 25 and under (38%) compared to the average across all sectors (13%), and a high turnover of staff, which creates good opportunities for those wanting to start work in this industry.
- The Sector Skills Council for the catering and hospitality sector has highlighted the need to increase managerial and supervisory skills and qualifications.
- A large number of students work in this sector on a part-time or temporary basis.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	7,300
Bristol	14,400
North Somerset	5,700
South Gloucestershire	6,600

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much could I earn?

	Average annual salary (£s)
Bar staff	£7,263
Hotel manager	£27,468
Hotel porter	£13,560
Kitchen assistant	£7,895
Restaurant and catering manager	£21,228
Waiting staff	£6,895

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

Some job suggestions

- Baker
- Banquet/Events Manager
- Bar Worker/Manager
- Chef/Cook
- Food/Counter Service Assistant
- Hotel Porter
- Hotel Manager
- Hotel Receptionist
- Housekeeper/Housekeeping Manager
- Restaurant/Catering Manager
- Waiter

What we think will happen

- Growth in the catering and hospitality sector is closely linked with the economy as a whole, and with consumer confidence.
- Hospitality and tourism has been identified by 'West at Work' as a local area of growth where specific skills are, or will be, in demand.
- Some of the demand in this sector will come from new local development sites including: Bath - SouthGate, Bath Western Riverside; Bristol - Cabot Circus, Harbourside Phase 2, Temple Quarter, South Bristol; North Somerset - Locking Parklands, Weston Park; South Gloucestershire - Science Park (sPark). Contact your local Connexions or Jobcentre Plus office for more information about working in this sector, or at one of the new development sites.
- Particular skills shortages exist for chefs/cooks and for managers with a range of skills including people management, problem solving, commercial and business skills. There is also a need to develop knowledge of industry trends to secure repeat business.
- ICT skills are important in the industry, particularly in hotels where many of which are now developing e-marketing strategies both to develop new business and to retain repeat customers.
- Changes to licensing laws are demanding increased flexibility regarding the opening and closing times for licensed premises.
- New qualifications, called Diplomas, are being introduced in the next three years. There will be a Diploma in Catering and Hospitality. Look out to see what's on offer locally from 2009.

Is this you?

- Good communication skills
- Well organised
- Good team worker
- Prepared to work different shifts
- Enthusiastic
- Calm under pressure

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 78 went into catering and hospitality work.

Source: Connexions West of England 2007.

Next steps...

If you're serious about a career in catering and hospitality - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Catering and Hospitality section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

People 1st, the Sector Skills Council for the Hospitality, Leisure, Travel and Tourism Industry - www.htf.org.uk

Springboard UK (hospitality, leisure, travel and tourism)

- www.springboarduk.org.uk

British Hospitality Association - www.bha.org.uk

Tourism Skills Network - www.tourismskillsnetwork.org.uk

West at Work - www.westatwork.co.uk

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk or call the helpline on 08000 150600

Want to know more about making choices about your future? See pages 2 and 3.

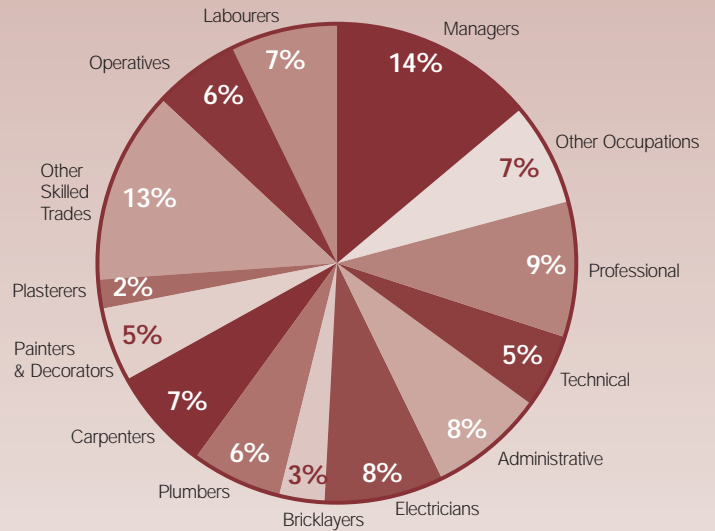


Construction and the Built Environment

What's happening?

- The Construction and built environment sector is vital in contributing to the national economy. It is one of the most important economic sectors in the UK. 5.7% of the UK's total workforce is employed in this sector.
- The industry has grown continuously over the last 10 years. Between 1998 and 2005, an additional 131,100 jobs were created.
- A large number of people work for small businesses or are self-employed. In the West of England, 80% of construction firms have fewer than five employees.
- The UK has recently seen signs of a 'credit crunch' (a reduction in the availability of finance from banks and other financial institutions). This has already had an affect on employment in the construction sector - some UK-wide companies have already reduced their work force, and many others are less willing to take on permanent employees in case they need to make job cuts.
- Predictions show that before the credit crunch, the construction industry in England was 300,000 workers short of what it needed, and that it aimed to recruit and train around 86,000 new people each year for the next five years. This situation may now have changed.
- Because of local skills shortages, employers are searching for employees from a wide area. An estimated 40% of the workforce in the South West comes from outside the region.
- Women currently account for only 18% of the total employment in the industry.
- Apprenticeships are a useful way of learning an occupation in this sector. You can train while working and earning a living. However, recent increased interest in Apprenticeships has led to strong competition for places. Carpentry and joinery and plumbing are particularly popular.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	4,800
Bristol	12,800
North Somerset	4,300
South Gloucestershire	10,300

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright.
(There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much will could I earn?

	Average annual salary (£s)*
Architect, Quantity Surveyor, Chartered Surveyor, Town Planner	£39,108
Bricklayer, Roofer, Plumber, Plasterer, Painter & Decorator, FLOORER & Wall Tiler	£22,940
Draughtsperson, Building Inspector, Town Planning Technician	£26,774

*Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- Construction has been identified by 'West at Work' as a local area of growth where specific skills are, or will be, in demand.
- Some of the demand in this sector will come from new local development sites including: Bath - SouthGate, Bath Western Riverside; Bristol - Cabot Circus, Harbourside Phase 2, Temple Quarter, South Bristol; North Somerset - Locking Parklands, Weston Park; South Gloucestershire - Science Park (sPark). Contact your local Connexions or Jobcentre Plus office for more information about working in this sector, or at one of the new development sites.
- 5,000 more employees will be needed in the South West every year up to 2010 says a recent report by the Construction Skills Network.
- Between 2002 and 2012, 35,000 of those working in skilled construction trades will have retired and 40,000 will be required to replace them and to cope with the expected increase in demand for such jobs. 5,000 extra jobs are likely to be created to support the Olympic games 2012 building programme.
- The UK has recently seen signs of a 'credit crunch' (a reduction in the availability of finance from banks and other financial institutions). This can affect job seekers as companies in this sector may be less willing to take on permanent employees in case they need to make job cuts.
- Managers, electrical staff, architects and technical staff are expected to be in high demand over the next five years.
- It is part of the Construction Task Force strategy that people in a trade should have several skills. As well as addressing the recruitment crisis, this will also aid job security and career progression within the industry.
- One of the new ways being considered to address the labour and skills shortage is to encourage more women into the industry. Females are under-represented locally, making up only 5% of the construction workforce.
- There is a push to have the whole workforce qualified by 2010. This has led to the Construction Skills Certification Scheme, proving job competence and health and safety on site.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in Construction and the Built Environment. Look out to see what's on offer locally from 2009.

Is this you?

- Always paying attention to detail
- Like practical work and being outdoors
- Interested in craft, design and technology
- Could you develop these skills?

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 337 went into building and construction.

Source: Connexions West of England 2007.

Some job suggestions

- Architect
- Bricklayer
- Building Services
- Carpenter/Joiner
- Civil/Structural Engineer
- Construction Manager
- Electrician
- Engineer/Technician
- Painter/Decorator
- Plumber
- Professional/Chartered
- Surveyor

Next steps...

If you're serious about a career in construction and the built environment - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Building and Construction section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

The Construction Industry Training Board - www.citb.org.uk
 The Construction Skills - www.bconstructive.co.uk
 The Construction Skills Certification Scheme - www.cscs.uk.com
 Engineering Construction Industry Training Board - www.ecitb.org.uk
 National Federation of Builders - www.builders.org.uk
 The Sector Skills Council for Building Services Engineering - www.summitskills.org.uk
 The Sector Skills Council for the Construction Industry and Built Environment - www.constructionskills.net
 West at Work - www.westatwork.co.uk
 The Diploma - www.direct.gov.uk/diplomas
 Information on Apprenticeships - www.apprenticeships.org.uk
 or call the **helpline on 08000 150600**

Want to know more about making choices about your future? See pages 2 and 3.

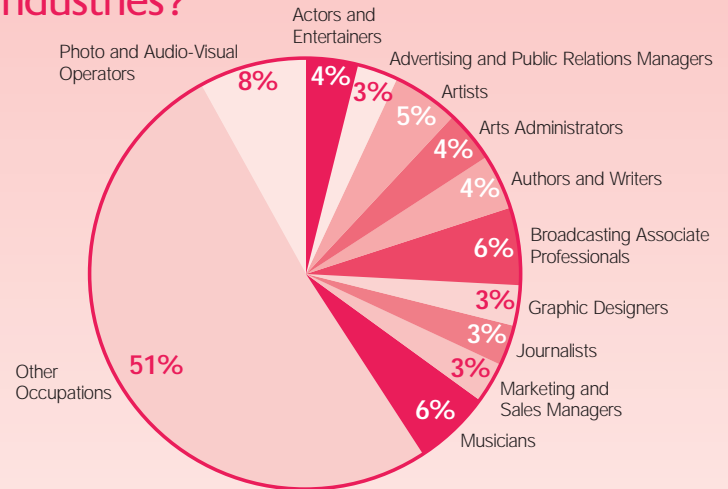


Creative and Media

What's happening?

- In the UK over 500,000 people work in design, arts and crafts. 31% of designers are based in London.
- The government has announced that there will be 5000 apprenticeships in the creative industries by 2013.
- Bristol is the hub of the region's media activity and is now widely recognised as a major international centre for the production of animation, natural history and documentary films.
- Bristol and Bath have an international reputation for their arts activities.
- There were 26,600 people employed in the creative industries in the West of England in 2005, in 4,900 business units (ABI). Creative industries account for 12% of all businesses and 5% of all employment in the West of England.
- Creative industries employment grew by 3% while the number of businesses expanded by 6% between 2002 and 2006. The largest sector in employment terms is Audio-visual. This constitutes half of all creative industry jobs, followed by Books & Press with 29%, Visual Arts and Design with 18%, and Performance, with 3%.
- There are ten creative businesses in the West of England which employ 200 or more people - including telemarketers BT Business Connections and Broadsystem; the BBC and Aardman Features; publishing companies Future Publishing, Standbrook Guides, The Bath Chronicle, and IOP Publishing; printers and bookbinding suppliers Alcan; and a computer consultancy, Cramer Systems. There are a further 72 companies which employ 50-199 workers.
- Local flagship Creative and Media businesses include: Aardman Animation; Arnolfini, BBC Natural History Unit, Colston Hall, Endemol West; Feilden Clegg Design; Future Publishing, Proctor and Stevenson Ltd, Theatre Royal Bath and Watershed Media Centre.
- The West of England is host to a number of internationally important festivals including: Bath Festival, Brief Encounters Short Film Festival, St Pauls Carnival and the Wildscreen Film Festival.
- It is estimated that 4000 people are employed locally in the film, video and multimedia industry.
- The UK audiovisual industries include film, video, interactive media and photo-imaging (including areas such as TV broadcasting, film production, cinema exhibition, animation, music, video games and photography).
- Applicants need to be highly skilled. Most enter after taking higher education courses. There are virtually no apprenticeships in this sector.
- Entry often consists of graduates entering the sector on low pay and developing skills on the job.
- It's a tough business. More people want to work in it than there are jobs. You might have to do menial jobs on your way up the ladder.
- Design has been significant in driving UK business competitiveness over the last ten years. Manufacturers have seen the most benefit with many reporting that design has sharpened their competitive edge.

Who does what in the creative industries?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath and North East Somerset	1,600
Bristol	5,400
North Somerset	900
South Gloucestershire	1,300

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much will could I earn?

	Average annual salary (£s)
Advertising Director	£48,258
Graphic Designer, Product Designer Clothes Designer	£24,723
Make-up Artist (films)	£16,272

Salary rates have been calculated using the average gross pay for full-time workers. Figures are for UK. Averages can hide higher earnings. With training and career development, higher salaries can be achieved.
Source: Annual Survey of Hours & Earnings 2007, ONS, © Crown Copyright.

What we think will happen

- Some of the fastest occupational increases in the UK are expected to occur in design, media, artistic and literary related work.
- Technological changes (including the shift to digital) will continue. The demand for multi-skilled workers will increase. Continuous skill development is important.
- The computer games industry is expected to continue its rapid expansion.
- Many of the people employed in the media industries are self-employed. These opportunities are set to increase in the future.
- The growth of broadband and other digital communication means it is possible to establish small businesses in rural locations.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in Creative and Media. Look out to see what's on offer locally from 2008.

Is this you?

- An eye for shape and colour
- Enjoy creative and practical work
- A good eye for detail
- Aware of trends in design
- Technical and artistic ability and culture
- Inquisitive, persuasive
- Good communication and persistent networking skills

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. No one went directly into creative and media related work. Getting a first step on the ladder in the media industry is tough. Most people interested in these sorts of jobs continued developing their skills and knowledge at school or college. Source: Connexions West of England 2007.

Some job suggestions

- Arts Administrator
- Art Editor
- Art Therapist
- Brand Manager
- Computer Game Designer
- Exhibition Designer
- Medical Illustrator
- Newspaper/Broadcast Journalist
- Photographic Stylist
- Radio Producer
- Sound Technician
- TV/Film Camera Operator

Next steps...

If you're serious about a career in creative and media related sectors - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Design, Arts and Crafts, Marketing and Advertising and Media, Print and Publishing sections of your Connexions library for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites and resources!

Creative and Cultural Skills Sector Skills Council

- www.ccskills.org.uk

The Crafts Council - www.craftscouncil.org.uk

Design Council - www.designcouncil.org.uk

Skillset is the Sector Skills Council for Creative Media

- www.skillset.org

Skillfast-UK is the Sector Skills Council for fashion and textiles

- www.skillfast-uk.org

South West Screen - www.swscreen.co.uk

Your Creative Future - www.yourcreativefuture.org.uk

Essential kit for your career - www.creative-choices.co.uk

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk

or call the **helpline on 08000 150600**

Want to know more about making choices about your future? See pages 2 and 3.

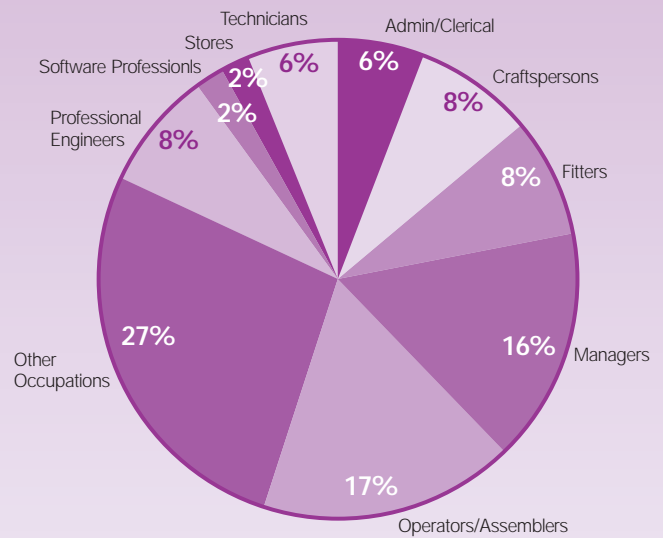


Engineering and Manufacturing

What's happening?

- Locally 13% of the working population is employed in engineering and manufacturing.
- The engineering and manufacturing sectors are varied and diverse, ranging from the production of hi-tech electronic equipment and printing to food production and clothing. Employment and development opportunities are therefore also diverse.
- There is a concentration of aerospace engineering and printing within the West of England area, which account for 30% of engineering and manufacturing employment locally.
- Rolls Royce Filton has just invested £75m in two new factories built on the old site. One of the new factories will be used for assembly operations, and one for manufacturing.
- Employees in all science, engineering and technology occupations require a high level of numeracy due to the technical and mathematical basis of the jobs in the sector.
- Employment in lower skilled manufacturing has declined in recent years because of the comparatively low cost of labour in other countries, particularly those in South East Asia and Eastern Europe.
- Apprenticeships can be a good route into a skilled trade. They can offer a more vocational route into work and gaining qualifications. There are more apprenticeships in engineering than any other sector.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.



Numbers employed locally

Bath & North East Somerset	6,100
Bristol	14,000
North Somerset	7,500
South Gloucestershire	19,800

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright.
(There are significant discontinuities which affect comparisons of these figures with earlier years.)

How much could I earn?

	Average annual salary (£s)*
Fitter, Telecomm Engineer, Electrical Engineer	£26,609
Plant & Machine Operator, Assembler	£20,710
Production & Process Engineer	£33,243
Production Manager	£43,569

Salary rates have been calculated using the average gross pay for full-time workers. Figures are for UK. Averages can hide higher earnings. With training and career development, higher salaries can be achieved.
Source: Annual Survey of Hours & Earnings 2007, ONS, © Crown Copyright.

What we think will happen

- The impact of technological change will increase the demand for professional and technical skills. Skill shortages remain across most engineering occupations though.
- There will be an increased demand for more flexible, 'multi-skilled' workers, who have both electrical and mechanical engineering skills.
- Skills shortages within the industry are likely to become more severe in the next five to ten years if more young people do not enter the industry, as the current workforce is an ageing one.
- Environmental concerns have necessitated a reduction in emissions and waste. Environmental audits of businesses are becoming more commonplace and businesses will increasingly need to reduce effluent and toxic waste.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in engineering. Look out to see what's on offer locally from 2009.

Is this you?

- Good at communicating ideas and theories
- Always pay attention to detail
- Interested in craft, design and technology

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 121 went into engineering and manufacturing related work. Source: Connexions West of England 2007.

Some job suggestions

Engineering

- Chartered/Incorporated Engineer
- Chemical Engineer
- Engineering Craftsperson/Technician/Operator
- Sheet Metal Worker/Plater/Fabricator

Manufacturing

- Plastics Process Operative
- Printer
- Production Manager/Worker
- Quality controller/tester

Next steps...

If you're serious about a career in engineering and/or manufacturing - **FIND OUT MORE!**

Use Careerscape, JED, Kudos, MyPlan4Life and the Engineering, Manufacturing and Production sections of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

Cogent is the Sector Skills Council for chemicals and pharmaceuticals, nuclear, oil and gas, petroleum and polymers - www.cogent-ssc.com

Energy & Utility Skills is the Sector Skills Council for electricity, gas, waste management and water industries - www.euskills.co.uk

Engineering Construction Industry Training Board - www.ecitb.org.uk

Enginuity - www.enginuity.org.uk

Improve Ltd is the Sector Skills Council for Food and Drink manufacturing and processing - www.improveltd.co.uk

Proskills UK is the Sector Skills Council for process and manufacturing industries - www.proskills.co.uk

SCENTA - Science, Engineering and Technology - www.scenta.co.uk

SEMTA - Sector Skills Council for Science, Engineering and Manufacturing Technologies - www.semta.org.uk

Society of Women Engineers - www.swe.org.uk

Why not Chemical Engineering? - www.whynotchemeng.com

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk or call the helpline on 08000 150600

Want to know more about making choices about your future? See pages 2 and 3.

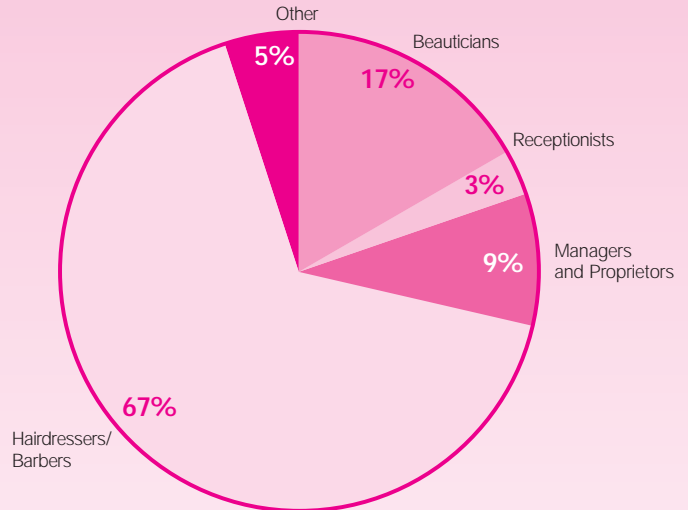


Hair and Beauty

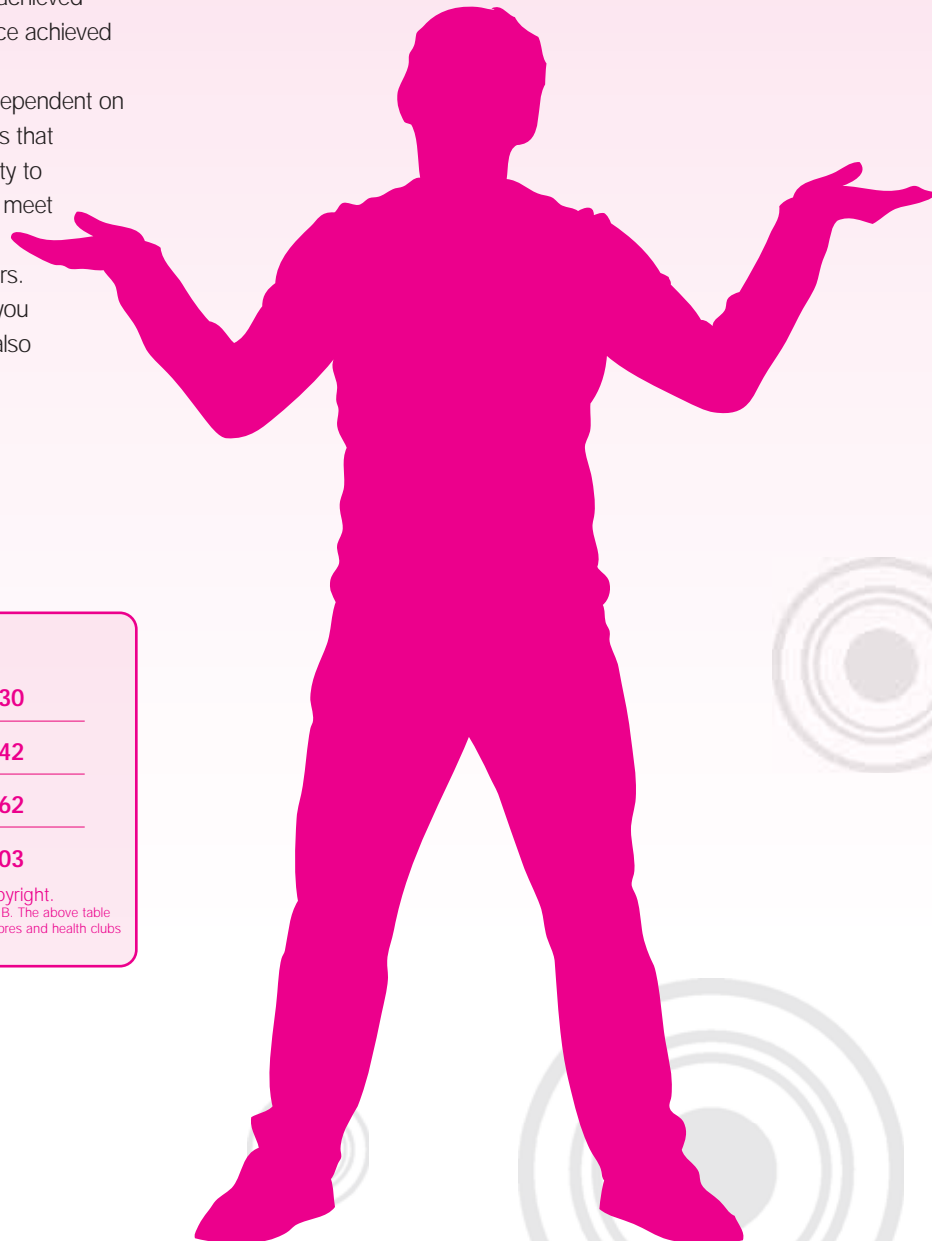
What's happening?

- There are an estimated 45,000 salons in the UK, 7,000 of which are beauty salons.
- Hairdressing salons are employing more people.
- Nationally about three quarters of the workforce are estimated to be employed by salons whilst the remaining quarter is self-employed.
- 42% of people working in the hairdressing and beauty sector do so on a part-time basis. The majority of part-time workers do so through choice, and not because they can't find full-time work.
- Hairdressing and beauty has a relatively large proportion of young workers, with over half of the workforce between the ages of 16 and 34.
- People working in beauty salons have to be multi-skilled, as they often have to provide a wide range of treatments to clients. This means that training is important in keeping up to date with techniques.
- 81% per cent of all hairdressers in the UK currently working in the industry have some sort of qualification, and 61% have achieved NVQ level 2 in hairdressing (the usual level of competence achieved by trainees in the industry).
- The hairdressing and beauty industries are both highly dependent on regular repeat business from satisfied clients. This means that interpersonal skills are very important, especially the ability to communicate verbally so as to customise the service to meet individual needs.
- An apprenticeship can be a good route into these careers. Taking an apprenticeship means you are learning while you are employed. As well as taking a qualification, you will also cover key skills that are essential for a successful career.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.



Numbers employed locally

Bath & North East Somerset	430
Bristol	842
North Somerset	462
South Gloucestershire	503

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.) NB. The above table relates to salon employment only. There are more people employed in salons within department stores and health clubs that are not included.

How much could I earn?

	Average annual salary (£s)*
Beautician	£12,172
Hairdresser / barber	£10,251

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- Training and qualifications are important to the success of the industry. New industry-related standards have been brought in and the sector standards setting body (HABIA) reports very high levels of training in all areas. However there is a shortage of suitably qualified trainers.
- The training authority reports positive growth trends in the industry, though predicts that growth will be dependent on an adequate supply of suitably qualified personnel. Particular difficulty is reported in the recruitment of beauty therapists, nail technicians, tattooists, body piercers, stylists and barbers.
- Between 2002 and 2012, 18,000 of those working in leisure and other personal service occupations (which includes jobs in this sector) will have retired and 23,000 will be required to replace them and to cope with the expected increase in demand for such jobs.
- Many hair and beauty businesses are small and employ fewer than five staff. Because of this, skills gaps in business management are often a problem. In a recent sector survey, businesses reported skills gaps in marketing, increasing retail sales and improving client care.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in Hair and Beauty. Look out to see what's on offer locally from 2009.

Is this you?

- Like meeting and working with people
- Good communication skills
- Have stamina, patience and concentration
- High level of personal grooming
- Interested in science, anatomy and physiology

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 143 went into hairdressing and beauty therapy related WORK. Source: Connexions West of England 2007.

Some job suggestions

- Barber
- Beauty Therapist/Consultant
- Hairdresser
- Image/Colour Consultant
- Make-up Artist
- Nail Technician

Next steps...

If you're serious about a career in the hairdressing and/or beauty therapy - **FIND OUT MORE!**

Use Careerscape, JED, Kudos, MyPlan4Life and the Personal and Other Services section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

Government approved standards setting body for hairdressing and beauty - www.habia.org

The Guild of Professional Beauty Therapists - www.beautyguild.com

National Association of Screen Make-Up Artists & Hairdressers - www.nasmah.co.uk

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk
or call the **helpline on 08000 150600**

Want to know more about making choices about your future? See pages 2 and 3.

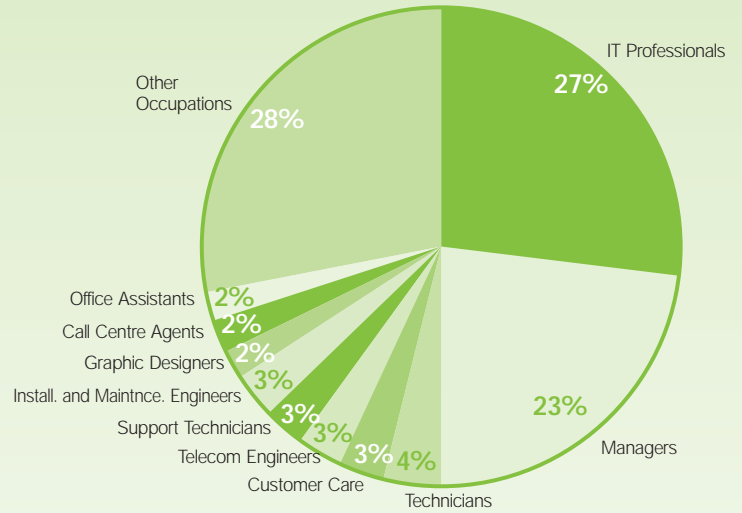


ICT

What's happening?

- The ICT sector is thriving. According to e-skills 140,000 new staff are likely to be needed annually across the UK.
- The use of computers and ICT is widespread both in the workplace and in people's homes - 70% of the UK Workforce - 20 million people - use IT in their work.
- Employment opportunities, where computers are the main part of the job include: selling computers; computer support; computer development; software and hardware design.
- The number of vacancies in ICT is growing, with skills shortages making it difficult for employers to find the right people - particularly software engineers, operational and database staff.
- A survey found that a quarter of people working in ICT had qualifications up to level 2. A fifth of telecommunications engineers were educated to level 2 and two in five to level 3.
- The ICT sector requires highly-skilled professionals. Employers are particularly interested in people with good teamworking and problem solving skills, who can communicate well.
- The relatively high wages ensure that the sector is a popular career choice for young people. Entry can be competitive.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	2,000
Bristol	7,900
North Somerset	1,600
South Gloucestershire	6,700

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much could I earn?

	Average annual salary (£s)*
Computer Engineer, Installation and Maintenance	£27,544
Database Assistant/Clerk	£14,912
ICT Manager	£48,231
IT Operatives Technician	£29,954
IT User Support Technician	£25,917
Software Professional	£36,651

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- The advent of network technologies, such as broadband internet, digital interactive television and mobile communications, are creating new markets for ICT.
- Industry analysts predict that the sector will continue to grow, though this is likely to be more limited when compared with previous years.
- While word processing and spreadsheet skills still top the list of IT use it is expected that large numbers of IT users will need to increase their skills to more advanced levels.
- Whole industries are emerging. Britain's creative sector is now at the forefront of the global multi-media industry.
- Future skills will focus on systems architecture. Solutions analysts and project managers, who have IT and business understanding, will also be in demand.
- The Government will continue to invest in ICT for the public sector (see Society, Health and Development), and its use will become increasingly important.
- Employers will increasingly look for employees with a blend of technical, business and personal skills.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in IT. Look out to see what's on offer locally from 2009.

Is this you?

- Very good information technology skills
- Good communication skills
- Team worker
- Enjoy solving problems and putting together solutions
- Enjoy training and updating knowledge

Opportunities

Opportunities for 16 year olds in ICT are limited. You generally need to be trained and skilled. 46% of workers enter after taking a course at NVQ Level 4 at university or college. Continuous training to upgrade skills is essential.

Some job suggestions

- Helpdesk Administrator
- IT Trainer
- Network/Database Administrator
- Systems Analyst/Designer/Architect
- Software Engineer/Analyst Programmer
- Support Technician
- Web Manager

Next steps...

If you're serious about a career in ICT - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Computers and IT section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

British Computer Society - www.bcs.org.uk
The Sector Skills Council for IT and Telecommunications
- www.e-skills.com

The Diploma - www.direct.gov.uk/diplomas
Information on Apprenticeships - www.apprenticeships.org.uk
or call the **helpline on 08000 150600**

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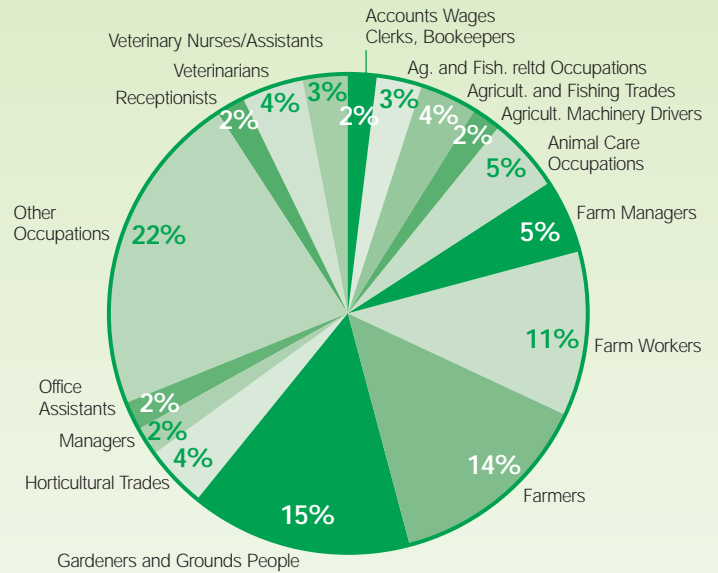


Land-based and Environment

What's happening?

- Only around 7% of the population in the West of England live within rural areas. Consequently traditional land based activities are not as noticeable in the local economy as in areas with a larger rural population.
- Although the sector has suffered from an image of low pay and long hours, a highly skilled and motivated workforce is required if it is to compete in the global market.
- The rural economy is vulnerable, facing change and uncertainty. Low productivity, concentration of economic activity in declining sectors (low value added manufacturing, agriculture and extractive industries) and a limited range of employers are key issues.
- The decline in agriculture has a knock-on effect on other rural industries such as animal care, agricultural engineering, land management and so on.
- Farm businesses increasingly need to develop multiple income streams to survive. Diversification of the rural economy is needed to offset the changes in agriculture.
- Sustainability is very important to this sector. This means looking after the environment to help the production of crops and attract people to spend their leisure time and money in associated businesses.
- Learning new skills is important. The focus of land use and management is moving away from food production towards maintaining the environment, enabling access, diversifying into leisure and tourism.
- Voluntary workers are a significant source of labour. Up to 500,000 regular and casual volunteers work within the sector across the UK.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.



Numbers employed locally

Bath & North East Somerset	200
Bristol	600
North Somerset	300
South Gloucestershire	300

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)

How much could I earn?

	Average annual salary (£s)*
Conservation and Environmental Protection Officer	£26,029
Countryside and Park Ranger	£20,445
Farm Manager	£26,667
Farm Worker	£15,602
Forestry Worker	£18,442
Nature Environmental and Conversation Manager	£35,152
Vet	£30,724
Veterinary Nurses and Assistants	£13,734

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- This sector will continue to diversify. The demand for skills in the provision of products and services linked to leisure, tourism, recreation, wildlife tourism or organic foods will be necessary.
- There will be an increasing demand for people with skills in ICT, marketing, financial management and fundraising.
- There is also expected to be an increased need for skills, knowledge and understanding of environmental management techniques to reduce the effect of CO₂ emissions.
- The number of volunteers in this sector is expected to continue to increase. This will result in some of those employed requiring good volunteer management skills.
- The South West Food and Drink Partnership is promoting local grown Fine Foods. It is working to ensure that the region is at the forefront of encouraging and promoting the use of local produce.
- It is expected that employment in agriculture will continue to decline, particularly the number of men and self-employed people working in the sector.
- However, a report by the Sector Skills Council Lantra forecasts that 25,000 recruits in skilled agricultural trades will be needed by 2012.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in Land-based and Environmental Studies. Look out to see whether it's on offer in your area from September 2009.

Is this you?

- Good communication skills
- Confident with animals, but not over-sentimental
- Self-motivated
- Enjoy working outdoors

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 19 went into land-based related work.

Source: Connexions West of England 2007.

Some job suggestions

- Countryside/Conservation Officer
- Farm Worker/Manager
- Forest Worker/Ranger
- Garden Designer
- Greenkeeper
- Groundsman/woman
- Horticulture Worker/Manager
- Kennel Worker
- RSPCA Inspector
- Veterinary Nurse/Surgeon

Next steps...

If you're serious about a career in the environment and/or with animals and plants - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Environment, Animals and Plants section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

A Future in Environmental and Land-based Careers - www.afuturein.com

A Job in the Environmental and Land-based Sector (Careers advice for 14-19 year olds) - www.ajobin.com

British Trust for Conservation Volunteers (good experience and skills building opportunities) - www.btcv.org.uk

Institute of Horticulture - www.horticulture.org.uk

Royal College of Veterinary Surgeons - www.rcvs.org.uk

The Sector Skills Council for the Environment, Animals and Plants sections - www.lantra.co.uk

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk or call the helpline on 08000 150600

Want to know more about making choices about your future? See pages 2 and 3.

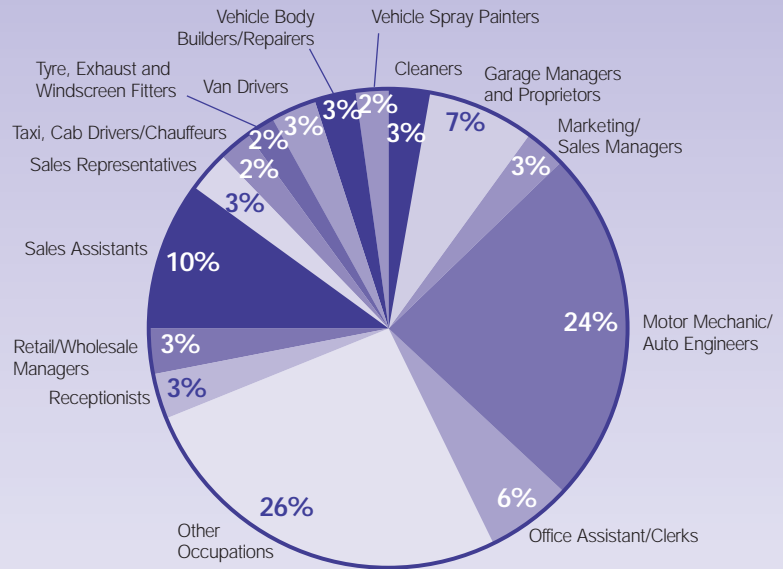


Retail Motor Industry

What's happening?

- Total employment in the retail motor industry sector is estimated to be around 580,000 or just over 2% of employment in the UK.
- Over 10,000 people work in this industry in the West of England, the majority for small or micro-businesses (employing less than 50 and five people respectively) - four out of every five businesses employ four or less people.
- There is one car for every two people in the UK. 2.4 million new cars were registered in 2007. The Ford Focus was by far the most popular model. The Vauxhall Astra was in second place.
- The Retail Motor Industry includes the selling, renting and repairing of cars and other vehicles.
- Over the last ten years, there has been a shift towards use of software and electronics in modern vehicles. The need for people with these skills is increasing, with less demand for mechanical skills.
- There is a shortage of staff with managerial and technical skills (particularly on new and specialist technology), as well as more generic skills such as in ICT, customer services, sales, stock management and communication skills.
- 16 to 18 year olds are a key target group for recruitment.
- Apprenticeship schemes are expected to grow in importance as a route into the industry.

Who does what?

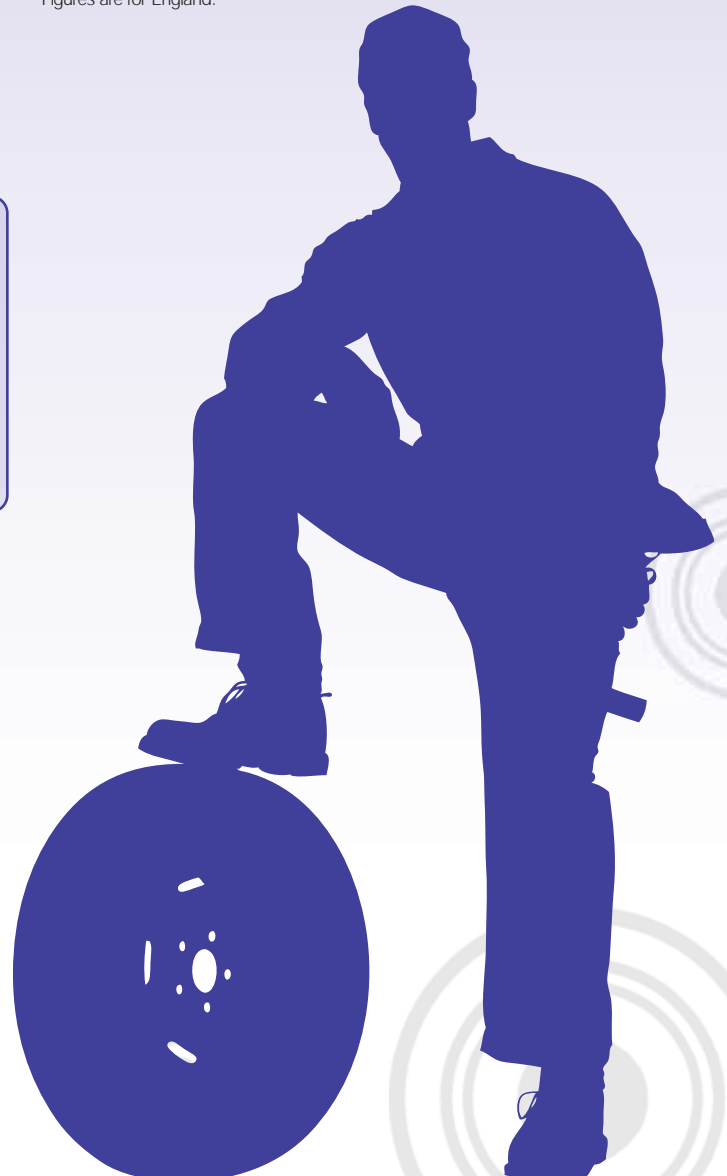


Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	1,800
Bristol	5,400
North Somerset	1,900
South Gloucestershire	2,300

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much could I earn?

	Average annual salary (£s)
Auto Electrician	£24,886
Motor Mechanic/Auto Engineer	£22,543
Tyre, Exhaust and Windscreen Fitter	£17,270
Vehicle Body Builder/Repairer	£22,236
Vehicle Spray Painter	£22,103

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- Motor vehicle technology will continue to advance and requires employees to update and improve their skills and knowledge. Training and education will become increasingly important in this industry.
- Demand for general IT user skills will increase. This reflects the increasing need for employees to be able to use computerised systems including diagnostic equipment, estimating and other software.
- The demand for electronic engineers will grow. 40% of a car's value is embedded in electrical and electronic systems. Vehicle mechanics are increasingly likely to replace entire systems than repair individual parts.
- Industry insiders believe that vehicle body-shops will be an increasingly tough market to compete in.
- Servicing and repair activity in the sector is reportedly showing some signs of a small decline.
- There are increasing numbers of lorries and buses on our roads. They all need maintenance and repair. There is a shortage of people interested in training to work on these types of vehicles.

Is this you?

- Always pay attention to detail
- Like practical work and using tools
- Good listening and communication skills

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 120 went into motor vehicle related work.

Source: Connexions West of England 2007.

Some job suggestions

- Fast Fit Operators
- Motorcycle Mechanic
- Motor Mechanic/Vehicle Technician
- Roadside Assistance Patrol Person
- Tyre/Exhaust Fitter
- Valeting Services
- Vehicle Body Repairer
- Vehicle Restorer

Next steps...

If you're serious about a career in motor vehicle related work - **FIND OUT MORE!**

Use Careerscape, JED, Kudos, MyPlan4Life and the Engineering section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

Automotive Skills is the Sector Skills Council for automotive retail industry - www.automotiveskills.org.uk

British Vehicle Rental and Leasing Association - www.bvrla.co.uk

Institute of the Motor Industry - www.motor.org.uk

Society of Motor Manufacturers and Traders - www.smmmt.co.uk

Society of Operations Engineers - www.soe.org.uk

Training for the Motor Industry - www.carterandcartergroup.com

Information on Apprenticeships - www.apprenticeships.org.uk
or call the **helpline on 08000 150600**

Want to know more about making choices about your future? See pages 2 and 3.

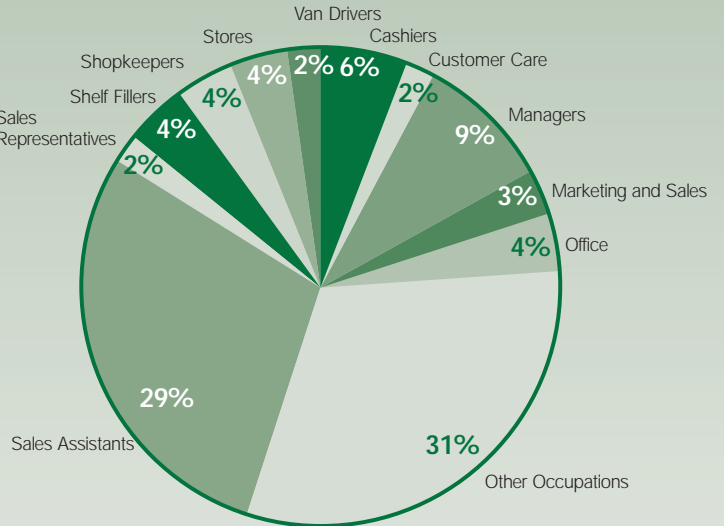


Retail Sales and Customer Services

What's happening?

- The retail industry employs 2.7 million people across the UK in over 291,000 retail businesses.
- The retail sector accounts for more than 10% of jobs in England. Tesco is the UK's second-largest employer after the National Health Service.
- There are 4,800 retail business units in the West of England and 83% of these businesses employ 1-10 employees. The retail industry employs 58,000 people in the West of England, (12.7% of the local population), of whom 61% work part time. Females account for 63% of the workforce.
- There is an increasing trend for jobs in retail to be part-time.
- More females work part-time than males, with 69% of women working less than 30 hours a week compared with 42% of men.
- A shortage of employees with relevant skills, particularly in ICT, has been reported by a third of employers, leading to unfilled vacancies.
- There are fast track opportunities for those with drive and ambition.
- Formal qualifications are not always necessary - candidates can learn on the job. Retailers tend to be more interested in experience and skills.
- Despite the growth of internet based shopping, shops and stores remain the dominant retail format throughout the UK. It is likely that they will remain the favourite way of shopping for some time to come.
- The importance of distribution is growing with the building of major new warehouses – and other businesses - alongside the M5.
- Bristol and Bath are two of the prominent retail centres in the South West. The regional shopping centre 'The Mall at Cribbs Causeway' attracts 13 million visitors per year. Bath is rising on the national rank of retail venues.
- For some consumers there is a degree of disenchantment with global brands and mass consumption. This has led them to seek out ways of buying goods which are produced ethically, locally or regionally. This has led to a growth of outlets such as farmers' markets (now numbering more than 550 in the UK).

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.



Numbers employed locally

Bath & North East Somerset	10,400
Bristol	24,700
North Somerset	12,400
South Gloucestershire	22,300

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)

How much could I earn?

	Average annual salary (£s)*
Call Centre Agent/Operator	£13,989
Quality and Customer Care Manager	£36,805
Retail and Wholesale Manager	£26,378
Retail Cashier/Check Out Operator	£7,993
Sales and Retail Assistant	£9,277
Storage and Wholesale Manager	£39,346
Transport and Distribution Manager	£37,533

Salary rates have been calculated using the average gross pay for full-time workers. Figures are for UK. Averages can hide higher earnings. With training and career development, higher salaries can be achieved.
Source: Annual Survey of Hours & Earnings 2007, ONS, © Crown Copyright.

What we think will happen

- The main influences on this sector will be: consumer confidence; the growth of e commerce; ICT; price competition and globalisation; regulations and the ever increasing importance of customer service. All these things will have an effect on the way people work and the skills needed.
- Even though the sector has seen growth over the last few years current forecasts for its future are uncertain. A growth in retail spending will rely on a growth of the UK economy as a whole. If there is an expansion, sales and customer service are expected to be the main areas of employment growth.
- Managers will need to be more skilled and better qualified.
- Ethical retailing – the purchases of ‘fair trade’ and organic products will increase.
- On-line trading is likely to increase as confidence continues to grow in the format, and new technologies continue to be introduced.
- Retail has been identified by ‘West at Work’ as a local area of growth where specific skills are, or will be, in demand.
- Some of the demand in this sector will come from new local development sites including SouthGate in Bath and Cabot Circus in Bristol. Contact your local Connexions or Jobcentre Plus office for more information about working in this sector, or at one of the new development sites.
- The £500 million Cabot Circus development in Bristol is due for completion in Autumn 2008. It will house 120 stores, including House of Fraser, Primark and Harvey Nichols.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Retail Sales and Customer Service Diploma which will be available from September 2010. Look out to see what's on offer locally from 2010.

Is this you?

- Well organised
- Good communication skills
- Enjoy working with people
- Customer service focussed

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 151 went into retail related work.

Source: Connexions West of England 2007.

Some job suggestions

- Buyer/Purchasing Officer
- Customer Service Manager/Assistant
- Personal Shopper
- Store Manager
- Training Officer
- Visual Merchandiser

Next steps...

If you're serious about a career in retail sales and customer services - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Retail Sales and Customer Services section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

The British Retail Consortium - www.brc.org.uk

Skillsmart Retail is the Sector Skills Council for retail

- www.skillsmartretail.com

Skills for Logistics is the Sector Skills Council for freight logistics and wholesaling industry - www.skillsforlogistics.org

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk

or call the **helpline on 08000 150600**

Many stores/retail outlets have their own websites advertising vacancies and training opportunities.

Want to know more about making choices about your future? See pages 2 and 3.

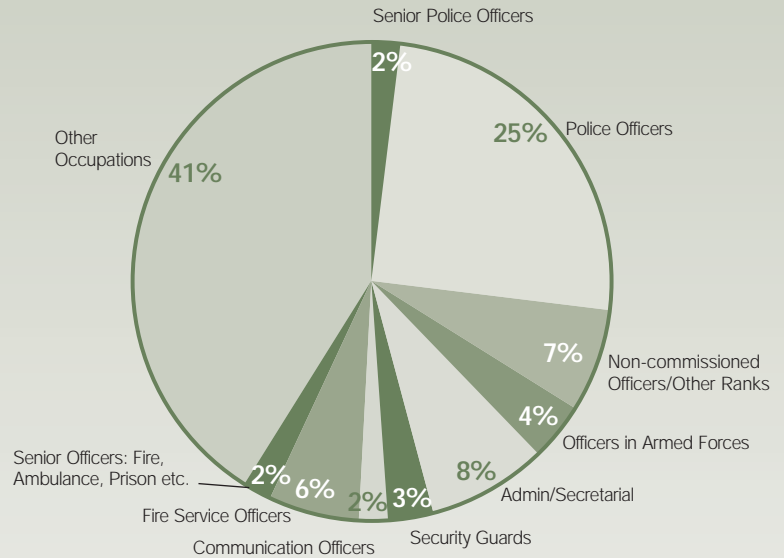


Security and the Armed Services

What's happening?

- The security and armed service sector covers the armed forces, the police and fire services and the private security industry.
- Close to half a million people work in the UK security business sector, from security guards and door supervisors, through to close protection officers and alarm installation engineers.
- Most prison officers are employed by the Prison Service, run by the Government. In the UK there are approximately 29,600 prison officers. There are also some private prisons.
- Although women can now hold almost the same roles as men within the armed forces, some restrictions still apply. In the army, for example, women are excluded from ground combat.
- There are national skills shortages for: defence medical service; aircrew; submariners and Royal Signals.
- Employees within the armed services serve across the UK and overseas.
- While no formal educational qualifications are necessary for many jobs in this sector, applicants are required to pass various entrance tests.
- Training is a fundamental aspect of employment in the armed services.
- Most people entering one of the armed forces as an officer have a level 3 qualification or a degree.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.



Numbers employed locally

Bath & North East Somerset	400
Bristol	2,600
North Somerset	2,000
South Gloucestershire	1,200

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright.
(There are significant discontinuities which affect comparisons of these figures with earlier years.)

How much could I earn?

	Average annual salary (£s)*
* Army Soldier (new entrant)	£13,012
* Army private	£16,226
* Army Sergeant	£28,622
* Army Captain	£36,160
**Trainee firefighter	£20,396
**Fire service station manager	£35,057
#Police constable	£21,009
##Royal Navy entrant	£12,570
###RAF recruit	£10,570

* Salary rates have been calculated using the average gross pay rates for full time workers. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Figures are for England. Direct comparisons between armed forces and civilian salaries may not be accurate as living costs are often paid within the armed forces. Source: * Starting salary from www.armyjobs.mod.uk **www.fireservice.co.uk # www.policecouldyou.co.uk ## www.royal-navy.mod.uk ### www.raf.mod.uk

What we think will happen

- The Royal Navy, Marines and Army will continue to face recruitment shortages.
- Training and education will continue to play a major role in the services.
- There will be an increase in demand for people to work in the security services. Protecting businesses against theft, data loss and terrorism are growth areas both in terms of employment and technological innovation.
- The Government wants to increase the role of civilian police staff (people who work for the police but are not police officers) to give police officers more time to carry out front-line duties. This will increase the opportunities available to civilian police staff.
- Police forces across England and Wales are aiming to have 16,000 community police officers in place by 2008. This will enable regular police officers to concentrate on front-line duties.
- The justice sector in the UK (custodial care, community justice and police) employs approximately 560,000. Employment levels are predicted to increase to about 573,000 by 2014.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Public Services Diploma which will be available from September 2010. Look out to see whether it's on offer in your area.

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 19 went into the Security and Armed Services. Due to the nature of some of the jobs within this sector you cannot start professional training at the age of 18. Use your Connexions resource centre to check entry requirements and qualifications.

Source: Connexions West of England 2007.

Is this you?

- Desire to serve your community or country
- Physical fitness, stamina and courage
- Good team member
- Able to deal with difficult situations

Some job suggestions

The are nearly 200 different jobs in the Armed Forces.

Armed Forces

- Army/Navy/Queen Alexandra's Royal Naval Nursing Service/Royal Air Force/Royal Marines Officer
- Army Non-Commissioned Officer/Private
- Royal Air Force Airman/Airwoman
- Royal Marines – Other ranks
- Royal Navy Rating

Emergency Services

- Coastguard Officer
- Firefighter/Fire Officer
- Police Constable
- Prison Governor/Operational Manager/Officer

Next steps...

If you're serious about a career in the armed forces and/or emergency services - **FIND OUT MORE!**

Use Careerscape, JED, Kudos, MyPlan4Life and the Security and Armed Services section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

Army - www.army.mod.uk

Fire Service - www.fireservice.co.uk

HM Prison Service - www.hmprisonservice.gov.uk

Maritime & Coastguard Agency - www.mcga.gov.uk

Ministry of Defence - www.mod.uk

Police - www.policecouldyou.co.uk

Royal Air Force - www.rafcareers.com

Royal Navy - www.rnjobs.co.uk

Skills for Justice is the Sector Skills Council for Policing & Law enforcement - www.skillsforjustice.com

The Diploma - www.direct.gov.uk/diplomas

Want to know more about making choices about your future? See pages 2 and 3.

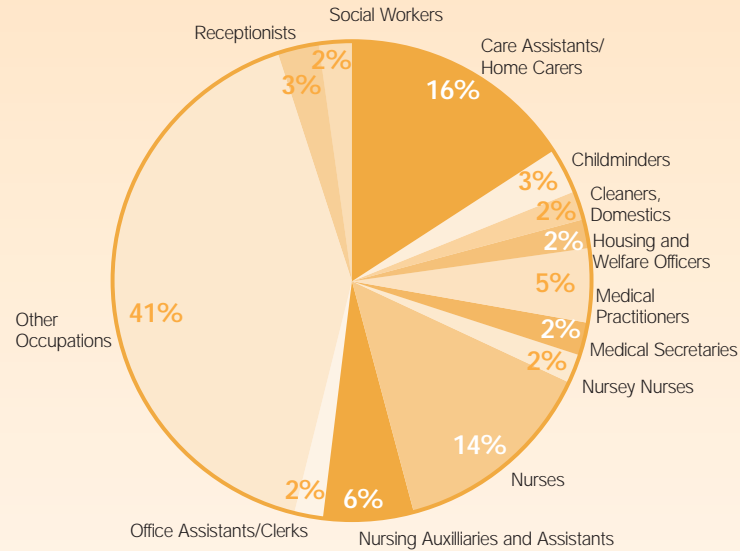


Society, Health and Development

What's happening?

- The health sector employs approximately 2 million people across the UK. With 10.7% of the total UK workforce it's the country's largest employer. It includes the National Health Services, independent healthcare providers and voluntary organisations.
- The majority of occupations are linked to hospital activities and community health services. The sector also includes general medical and dental practitioners and healthcare professionals working in nursing homes, private surgeries and retail outlets e.g. pharmacists, opticians and self-employed practitioners.
- The Government is continuing to implement the NHS Plan, a series of reforms that began in 2002, many of which aim to improve the way various services and employees work together.
- Social care includes caring for old people. Old people may be cared for in hospital, in a residential care home or in their own home.
- Most care establishments are small – 60% employ 10 or fewer people and there are only a handful of workplaces employing 200 or more people.
- There is a shortage of people with adequate skills for the jobs. 28% of organisations report skills gaps and 7% have said that they have been unable to fill vacancies due to a lack of skills in applicants for the jobs.
- This sector employs a largely female workforce (83%), 52% of whom work on a part-time basis.
- Wages in the sector are low for most grades of staff. This has meant that turnover of staff has frequently been high.
- Apprenticeships can be a good route into a job. These enable you to learn new skills and gain nationally recognised qualifications.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	12,900
Bristol	31,000
North Somerset	9,600
South Gloucestershire	11,400

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright.
(There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much could I earn?

	Average annual salary (£s)
Care Assistant, Home Carer	£12,116
Doctor	£57,353
Hospital and Health Service Manager	£32,622
Hospital Porter	£16,497
Nurse, Paramedic, Midwife, & Dental Technician	£23,273
Social Worker	£26,306

Salary rates have been calculated using the average gross pay for full-time workers. Figures are for UK. Averages can hide higher earnings. With training and career development, higher salaries can be achieved.
Source: Annual Survey of Hours & Earnings 2007, ONS, © Crown Copyright.

What we think will happen

- It is predicted that the care sector will increase its staffing by around 7% in the period 2005-2014.
- Managers, senior officials and professional occupations are among the fastest growing major occupational groups within the health sector.
- The reforms linked to the NHS plan are likely to see an increased use of IT in the NHS. It is also expected that the demand for skills in leadership, communications, team working, customer service and partnership working skills will increase.
- Rising standards and increasing regulation will see more people studying for qualifications.
- There is expected to be an increase in the demand for residential care workers as more people reach the age of 80 or above.
- New qualifications, called Diplomas, are being introduced in the next three years. These will help people prepare for university, college or work. There will be a Diploma in Society, Health and Development. Look out to see what's on offer locally from 2009.

Is this you?

- Caring, friendly and reliable
- Good at listening
- Compassionate and discreet
- Can relate well to people
- Good communication skills

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 11 went into health and social care related work.

Source: Connexions West of England 2007.

Some job suggestions

- Dietician
- Doctor
- Health Care Assistant
- Health Visitor
- Nurse
- Nursery Nurse
- Osteopath
- Paramedic
- Pharmacy Technician
- Social Worker
- Youth and Community Worker

Next steps...

If you're serious about a career in health and/or social care - **FIND OUT MORE!**

Use Careerscape, JED, Kudos, MyPlan4Life and the Health and Social Care section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

General Social Care Council - www.gsc.org.uk

National Health Service Careers - www.nhscareers.nhs.uk

Skills for Care (part of the Sector Skills Council 'Skills for Care and Development') - www.skillsforcare.org.uk

Skills for Health is the Sector Skills Council for the health sector - www.skillsforhealth.org.uk

Social Care Careers - www.socialcarecareers.co.uk

The Council for Awards in Childrens Care and Education - www.cache.org.uk

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk

Want to know more about making choices about your future? See pages 2 and 3.

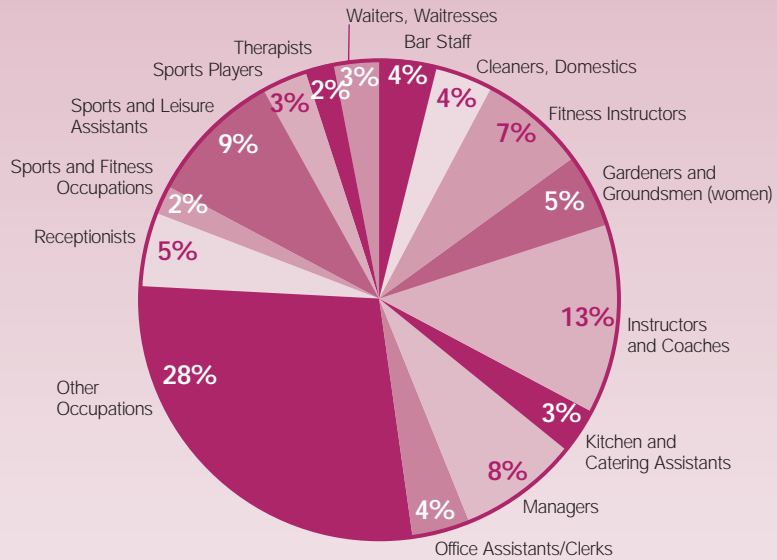


Sport, Leisure and Tourism

What's happening?

- Tourism is a fast growing industry. Locally 1 in 5 of all new jobs are in travel and tourism. Over 300,000 people are employed in travel and tourism in the South West.
- 76% of employers in the South West are micro-businesses, employing between one and ten staff.
- Jobs in leisure, sport and tourism involve helping others to enjoy their time outside of work, but can also involve helping people to get from one place to another on business.
- Spending can be influenced by world events. For example, the recent oil price increases may lead to fewer tourists travelling to the UK for their holidays.
- However, employment in the industry is growing due to other types of work, such as farming and other land-based industries, diversifying into the leisure and tourist industries.
- It is a sector with traditionally high labour turnover rates (one in five employees has been with their current employer for less than one year) and a young workforce (34% under 25) which creates good opportunities for those wanting to start working in this sector.
- Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector. Tour operators also require good ICT skills, as Internet use is becoming more common in the industry.
- Hospitality and tourism has been identified by 'West at Work' as a local area of growth where specific skills are, or will be, in demand.
- Apprenticeships, such as the 'Travel Training Programme', are increasingly being used as a route into working in this sector. These enable people to earn while they learn the skills they will need within their chosen career.

Who does what?



Source: Labour Force Survey 2007, © Crown Copyright. Figures are for England.

Numbers employed locally

Bath & North East Somerset	600
Bristol	1,900
North Somerset	1,000
South Gloucestershire	800

Source: Annual Business Inquiry, 2006, Nomis® O.N.S., © Crown Copyright. (There are significant discontinuities which affect comparisons of these figures with earlier years.)



How much could I earn?

	Average annual salary (£s)
Air travel assistant	£17,000
Leisure / sports assistant	£10,400
Leisure / sports manager	£24,000
Rail travel assistant	£20,000
Travel agency manager	£21,000
Travel agent	£12,000

* Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for England. Averages can hide higher earnings, but with training and career development, high salaries can be achieved. Source: Annual Survey of Hours and Earnings 2007, O.N.S., © Crown Copyright

What we think will happen

- One area of growth in this sector is the health and fitness industry. Currently there are over 3,500 private fitness clubs and 1,500 leisure centres that employ around 50,000 people in the UK. A further 1,000 clubs are expected to open in the next few years.
- It is estimated that 12,000 jobs in many types of employment are also likely to be created as a result of London being awarded the 2012 Olympic games.
- While most jobs for the Olympics will be concentrated in London, areas such as the South West of England are likely to benefit from visitors to the games extending their holidays and from athletes making use of training facilities, such as the University of Bath's Sports Village.
- The industry needs good calibre management entrants. Employers have signified their intention to develop a professional management scheme in order to do this. This means that in future, there will be more opportunities for career progression.
- From September 2010 Diplomas will be available in both Sport & Leisure and Travel & Tourism. Each Diploma will give you the knowledge, experience and skills to prepare you for the next stage in your life – whether that's university, college or work. Look out to see what's on offer locally.

Is this you?

- Good communication skills
- Enjoy working with people
- Enthusiasm and stamina
- Well organised

What 16 year olds did in 2007

In 2007 a total of 1,157 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 38 went into leisure and tourism related work.

Source: Connexions West of England 2007.

Some job suggestions

- Resort Representative
- Sports Coach/Instructor
- Sports and Leisure Centre Manager/Assistant
- Travel Consultant/Travel Agency Clerk
- Travel Courier
- Tourist Information Centre Assistant

Next steps...

If you're serious about a career in sport and leisure or travel and tourism - FIND OUT MORE!

Use Careerscape, JED, Kudos, MyPlan4Life and the Leisure, Sport and Tourism section of your Connexions resource area for more information including:

- Qualifications
- Local training, further and higher education opportunities
- Skills and personal characteristics
- Rates of pay and working conditions
- Local, national and international employers.

Really useful websites!

Creative and Cultural Skills, the Sector Skills Council for the arts, museums, galleries, heritage, craft and design - www.ccskills.org.uk

People 1st. the Sector Skills Council for the hospitality, leisure, travel and tourism industries - www.people1st.co.uk

The Sector Skills Council for Active Leisure and Learning - www.skillsactive.org.uk

The Tourism Skills Network - www.tourismskillsnetwork.org.uk

Tourism Task Force (local information on jobs, careers, education and training) - www.tourismtaskforce.org.uk

Visit Britain (information on the UK tourism industry) - www.visitbritain.com/ukindustry

The Diploma - www.direct.gov.uk/diplomas

Information on Apprenticeships - www.apprenticeships.org.uk or call the **helpline on 08000 150600**

Want to know more about making choices about your future? See pages 2 and 3.

Contact Details

Want to speak to somebody?

Connexions West of England is a youth support service providing advice, guidance, support and personal development services for all 13-19 year olds. It offers support to young people on important issues such as relationships, health, money, housing, careers, learning, training and lifestyle decisions.

Designed for young people by young people, Connexions West of England works by bringing together the expertise of local, regional and national agencies.

Connexions Centres are a 'one stop shop' for all your needs. Drop in to use the library of information, use the computers or see a Personal Adviser.

Where to find us:

Bath & North East Somerset

28 Southgate, Bath BA1 1TP
Tel: 01225 461 501 Fax: 01225 465 619

Bristol

4 Colston Avenue, Bristol BS1 4ST
Tel: 0117 987 3700 Fax: 0117 987 3701
Minicom: 0117 907 4514

North Somerset

45 Boulevard, Weston-super-Mare BS23 1PG
Tel: 01934 644 443 Fax: 01934 644 409

South Gloucestershire

21-23 High Street, Kingswood, Bristol BS15 4AA
Tel: 0117 961 2760 Fax: 0117 960 7838

and

28 Gloucester Road North, Filton
South Gloucestershire BS7 0SJ
Tel: 0117 969 8101 Fax: 0117 931 2978

Please contact for opening times.

We are listening to you

All young people are likely to need help of one sort or another. It is part of growing up and moving on. If you have a problem that is stopping you from making decisions about your life, education and career choices - don't think you are on your own.

Here are some of the people who will listen to you and offer help and advice:

- Your Connexions Personal Adviser - contact yours at school or at your local Connexions Centre or see www.connexionswest.org.uk
- Connexions Direct 080 800 13 2 19; Text: 07766 4 13 2 19; Webchat/email: www.connexions-direct.com

Confidentiality

To make sure that you get accurate and up to date information on education, training and employment opportunities, and other services you may need, we keep basic information on you, so that we can get in touch when you need us to. Connexions West of England has a code of practice that covers how this information is gathered, recorded and shared. This is always discussed with you, and is not shared with other organisations without your consent (unless you are in danger). If you would like more information on this, please let us know.