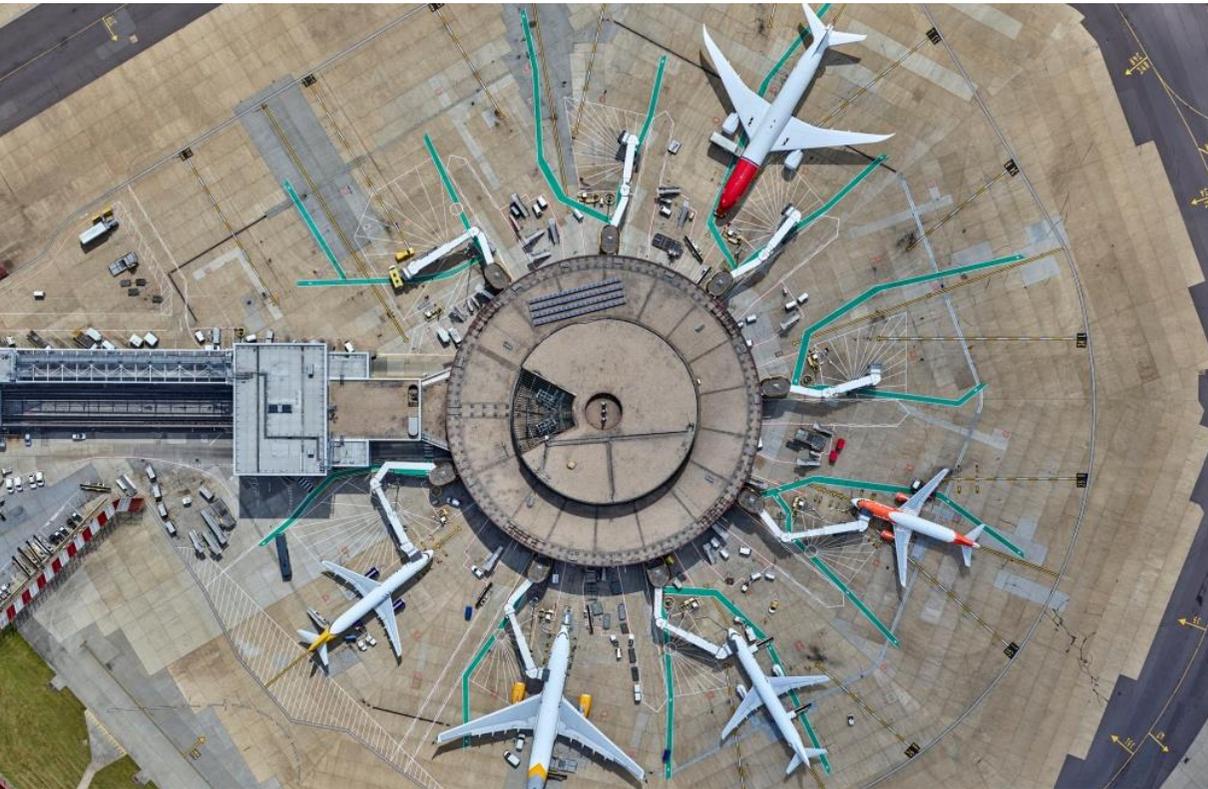




# Labour Market Information

Using Labour Market Information to make informed decisions about skills and jobs.



# Who is this resource for?

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It has been written primarily for educators to support Careers and Enterprise Education in local schools and colleges.

Sections 2 and 4 directly address job seekers, and could be used as teaching resources or accessed by young people individually. Section 5 addresses parents/educators. There are some teaching ideas on page 53, and links to the resource online so that it can be used as a PowerPoint.

The information on skill sectors and the characteristics of Coast to Capital in sections 1 and 3 should be accessible to a general audience, and includes links to more detailed skill sector information on Coast to Capital website and LoveLocalJobs.com.

Labour Market Information can never be fixed as it is constantly changing. We will periodically update the resource on-line, and welcome any comments/contributions from users.

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# How to use this resource

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## **Section 1 – Inspiring our future - Coast to Capital LEP (page 4)**

This gives an overview of economic activity and projected growth in the region, and the strategic aims of Coast to Capital in supporting the growth of the local business economy.

## **Section 2 – Career inspiration – thinking ahead (page 6)**

General information on the future labour market, key skills and changing patterns of work. This is aimed mainly at young people, but should also be of interest to career changers and people looking to progress and up-skill.

## **Section 3 - Skill Sector Information (page 16)**

Facts and figures about local businesses and key employment opportunities in the region, present and future. This is key information to support informed decision making.

## **Section 4 - Employment, training and education opportunities (page 45)**

Further information for young people and other job seekers on where to find out about courses, apprenticeships and jobs.

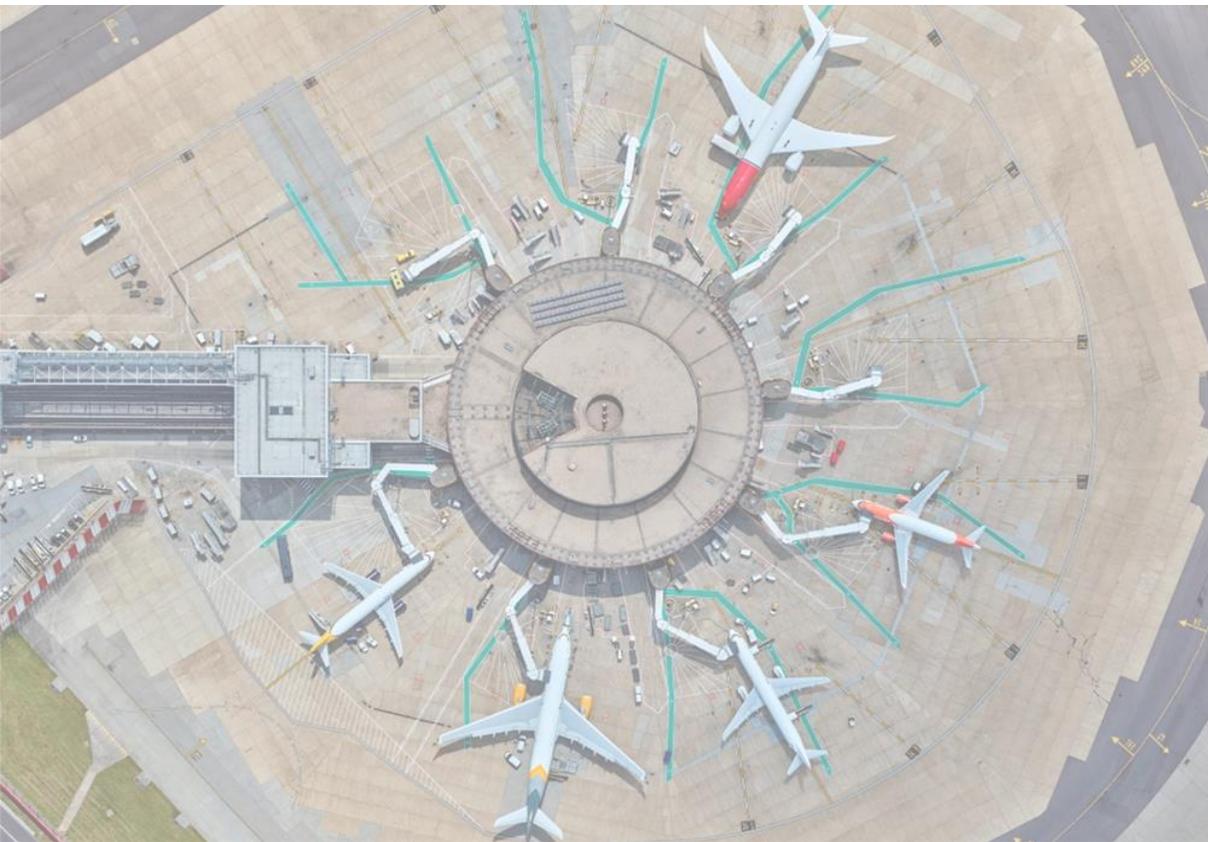
## **Section 5 - Mainly for parents and educators (page 50)**

Further information on how to support young people's decision making and understanding of LMI. How the Careers and Enterprise Company project is supporting schools and colleges in the Coast to Capital area.

Classroom ideas for how to use the booklet

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# Section 1 – Inspiring our Future Coast to Capital LEP



# Introduction

The Coast to Capital area comprises Brighton and Hove, Lewes District, Coastal and Rural West Sussex, the London Borough of Croydon and the hub around the airport known as Gatwick Diamond which includes East Surrey and West Sussex.

The region links two of the UK's top performing areas – Greater London and the South East. It has global accessibility from an international airport and two coastal ports – Newhaven and Shoreham- and connects two international cities, London and Brighton. It is home to a population of 1.9 million people, more than 87,000 businesses supporting 818,000 jobs and 156,000 self-employed individuals.

There is much opportunity in Coast to Capital. There are economic 'hotspots' such as Brighton and Hove, Croydon and Crawley within the Gatwick Diamond, which create a diverse economic base inter-connecting the region. Many multinational businesses such as Virgin Atlantic, American Express and The Body Shop are located in the area, taking advantage of its international connectivity and proximity to London. Coastal West Sussex supports a number of specialist engineering companies such as Ricardo, GlaxoSmithKline and Rolls Royce. Innovation leads to high levels of entrepreneurship and business start-ups throughout the region, particularly in Creative, Digital and IT sectors.

Important sectors for future economic growth of the region are: Creative Digital and IT; Advanced Engineering and Manufacturing; Environmental Technology, Business and Financial Services; Healthcare and Life Sciences.

The Food and Horticulture industry in the region is strong with a range of jobs on offer from farming and agri-tech roles to food scientist and specialist producers. Two global food manufacturers, Nestle and Unilever have their headquarters in Gatwick Diamond. The region produces and distributes food – for example, West Sussex Growers Association supports local market garden producers clustered around Chichester, and there are specialist producers such as Denbies Vineyard.

Other sectors which employ a lot of people in the area and are projected to expand in the near future are Construction, in response to house-building and infrastructure programmes, Health and Social Care to support an aging population, and the Visitor Economy. Coast to Capital is a tourist destination, encompassing large parts of South Downs National Park and Surrey Hills which are areas designated as especially attractive for tourism and leisure. There are cultural hubs around Brighton, Chichester and Lewes and major arts and sporting venues throughout the region such as Glyndebourne and Goodwood.

# The Coast to Capital area

The Coast to Capital Local Enterprise Partnership (LEP) is making connections between different areas, diverse sectors and vibrant communities so that all may benefit from growth and new opportunities. This strategy involves:

**Connecting developments:** increasing the flow of financial investment and attracting development and new businesses to the region.

**Connecting opportunities:** identifying the sectors where the region has *competitive advantage* and planning how to maximise these advantages.

**Connecting futures:** securing the skills and infrastructure for future growth: consistently fast broadband and digital skills.

**Connecting the region:** creating a transport network that can accommodate growth.

**Connecting the countryside:** creating more rural entrepreneurs, more local networks in rural areas and improving transport links and digital infrastructure.

**Connecting to the world:** opening up international opportunities to regional businesses so more companies can grow by exporting goods and services internationally.

**Connecting Business and Education:** Through our expanding [Enterprise Adviser Network \(EAN\)](#) we are linking business and education, to raise awareness of the world of work and to improve the employability skills of our school and college students. A greater awareness of the jobs and careers on offer in the Coast to Capital area will enable learners to follow the most appropriate vocational and/or academic pathway and to become a part of the 'talent pipelines' into business.

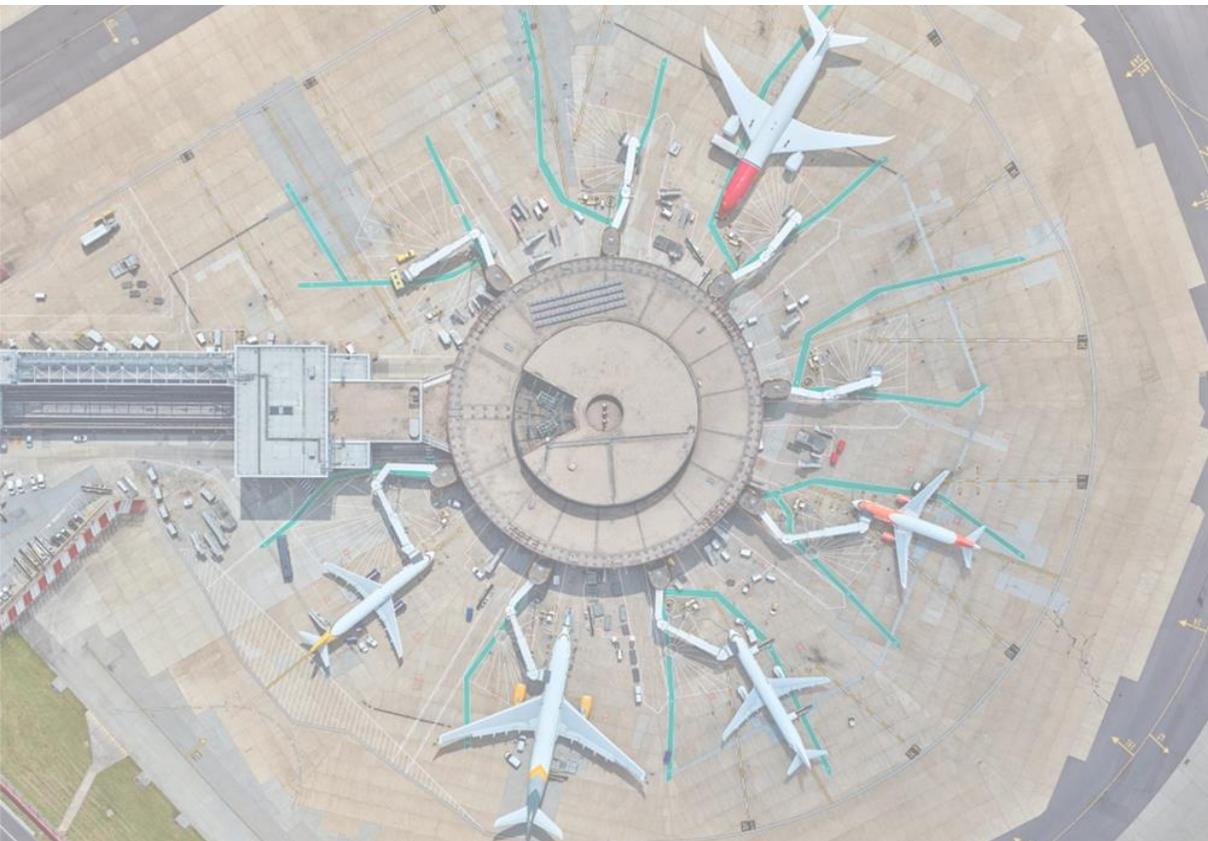
Read more about plans for, and activity in the Coast to Capital region at [coast2capital.org.uk](http://coast2capital.org.uk)



This booklet will help students to make informed decisions about their future career plans based on labour market information (LMI). It provides facts and figures about where jobs are now and where there will be opportunities and growth in the future. Coast to Capital LEP is investing in the potential of people in the region in order to grow the local economy and train and up-skill workforces in readiness for the opportunities for new and existing jobs that are available in our region. We want to inspire young people to make their own educational, training and career choices based on accurate information about current and future employment opportunities.

# Section 2 – Career Inspiration

## Thinking Ahead



# Thinking Ahead

## Be prepared to embrace opportunities!

Research tells us that some groups of young people are making early choices which limit their access to work and progression.

- If school or college based learning has been challenging, look for opportunities for work-based learning like Traineeships or Apprenticeships.
- If a student is not sure what they want to do in the future, look for opportunities to build their skills and knowledge whilst keeping an open mind about future careers.
- Don't limit career thinking to traditional gender based choices.
- Find out about jobs of the future, and don't restrict plans to jobs that they already know about from family, friends or TV programmes! Encourage them to make the time to research and find out what opportunities are really out there.

### Be STEM savvy:

Most jobs in the future will require people to work with STEM – Science, Technology, Engineering and Maths. Developing these skills are not an alternative to using your creativity, imagination or people skills as some people still assume. STEM subjects underpin the ability to make ideas work and to open opportunities in business and services. They give people key employability skills for the future.

✓ Develop your skills

**ACTION!**

✓ Understand the labour market

✓ Keep an open mind about where you might use your skills and creativity to prepare yourself for future opportunities which might not even exist yet.

## What's really out there?

Research shows that there is a significant mismatch between what young people aspire to do and the jobs and opportunities that are available. With the help of this booklet, we want you to understand the range of jobs available in the industries and sectors that are growing. You will find out about businesses and employers as well as different routes into training and work.

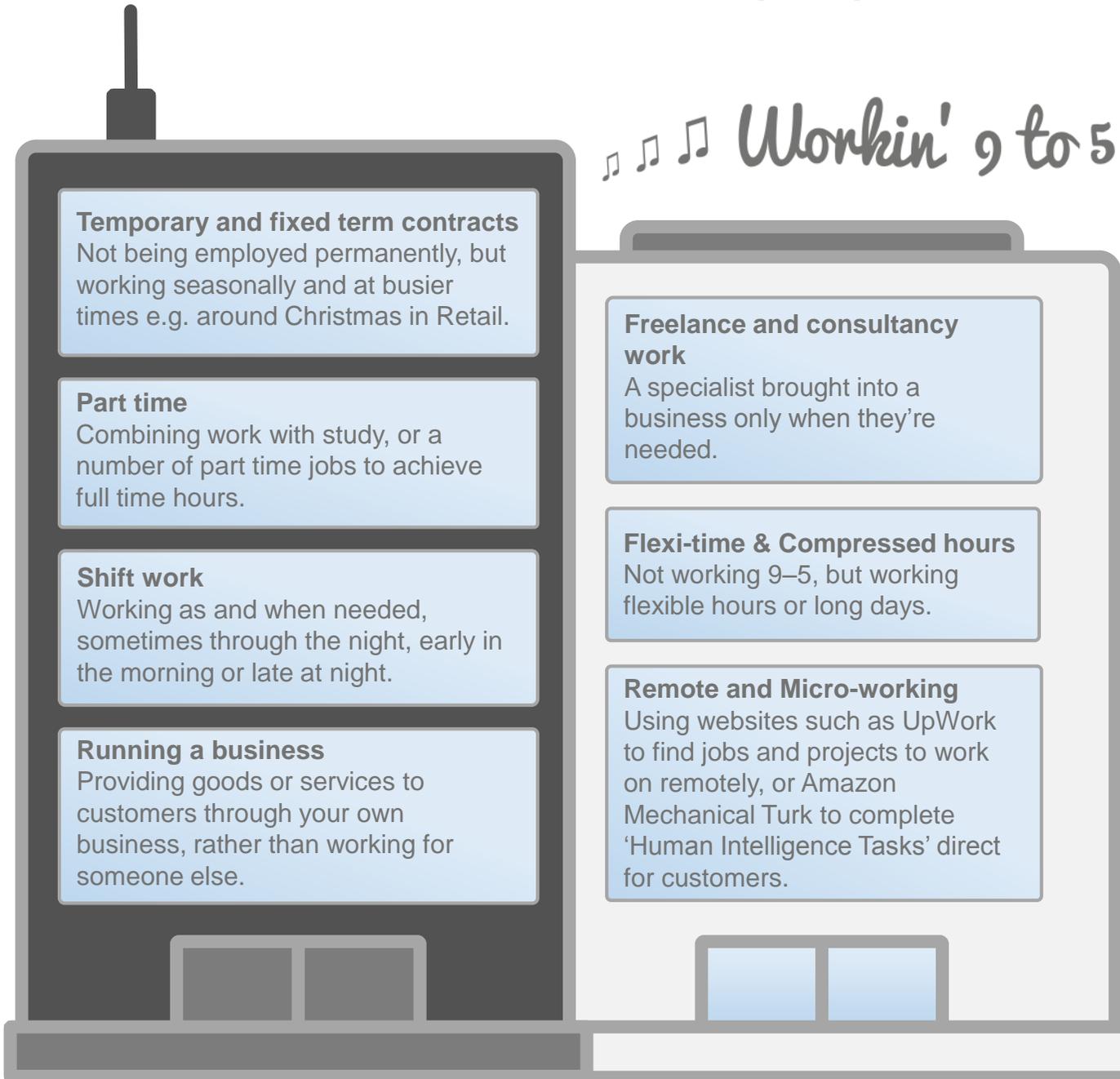
## Future-proof yourself:

The labour market is changing all the time. New jobs are available – App Designers, Reputation Managers, Social Media Consultants and Bloggers, User Experience Architects – that didn't exist a few years ago.

Equally, many jobs are disappearing as advances in technology change the way that businesses work – think about airport check-ins, self-service supermarket check-outs, on-line shopping for goods and services, complicated manufacturing production lines operated by computers – many of these processes used to provide jobs for people and are now automated.

Some occupations are more future-proof than others. Many jobs will require higher level skills and a lifelong commitment to learning.

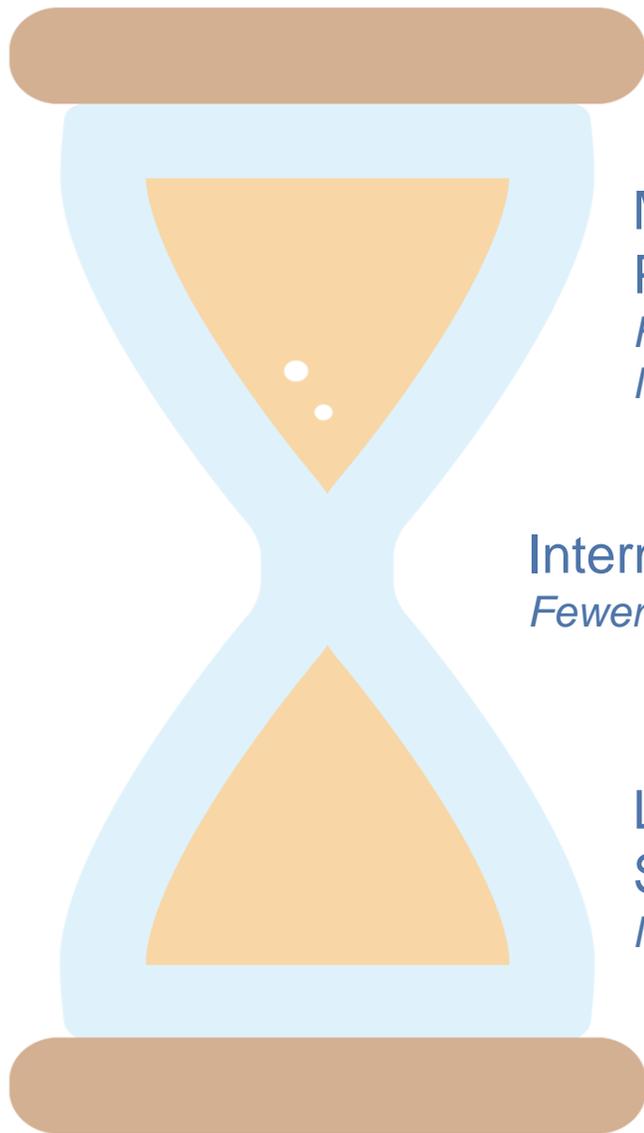
# The workplace is changing...



As well as changes in available jobs, industries and sectors, there is also a shift in *how* people work.

## A 'Career Web' ?

The idea of a single education, a single employer and a single pension appears to be a thing of the past. People often refer to career progression as a 'career ladder'. A more useful modern image is a 'career web' which represents an interconnected cluster of skills, experiences and knowledge which an individual continually builds on, enriches and develops throughout a career in a range of different job roles.



Managerial /  
Professional  
*Highly Skilled*  
*More available*

Intermediate  
*Fewer available*

Low pay / Lower  
Skilled  
*More available*

## **ACTION!**

- ✓ Continually update your skills
- ✓ Be willing to jump across knowledge boundaries as technology and disciplines converge
- ✓ Develop core business and entrepreneurial skills for project based jobs and self-employment.

The nature of work is changing:

Some people suggest that an hourglass-shaped occupational structure is emerging in the UK, with the polarization of jobs at top and bottom of the occupational hierarchy.

- **Managerial Professional roles:** less location specific, more project based and increasingly technology intensive.
- **Intermediate Jobs:** the number of these jobs is decreasing.
- **Lower skilled roles:** Lower skilled doesn't necessarily mean lower importance. Everyone has to start somewhere! There are great opportunities to start your career with a local company and work your way up or secure and apprenticeship.

# Everything changes

What is changing?	How can it affect jobs?	Think about it!	Which jobs will be important?
New technology is being developed all the time.	New technology is the main reason for more traditional jobs disappearing.	Self-service machines in supermarkets. Robots on production lines. Apps like Uber and Airbnb which facilitate the sharing economy.	Design Engineering Creative and Digital ICT and Big Data Electronics Aerospace Cyber Security
People are living longer.	People will need more health and social care.	More care, health and social workers are needed. Demand for more drugs, research and treatment.	Health care Social care Bioscience Pharmacology Leisure
The skills of people around the world are improving.	There is more competition from the rest of the world.	China and Japan both have twice as many graduates as the UK. High quality industry apprenticeships in Germany.	Education Science Technology Engineering Creative and cultural Media and gaming Advanced Manufacturing Finance
We must take care of the environment.	More research into saving energy and developing greener technologies and consumption.	If we all start driving electric cars, we'll need more skilled mechanics to maintain them.	Mechanical, chemical, civil and electrical engineering Recycling Agriculture Energy and utilities Innovation
People are thinking carefully about how they spend their money, especially on well-being.	Demand for services such as catering, leisure, fitness, health spas and gaming.	Some farms are turning to tourism on top of farming, providing Glamping or Paintball. More overseas visitors. More spa facilities being offered.	Health and beauty Sport and leisure Hospitality and tourism Creative and media Sales and marketing

# Employability Skills

*Quite simply, skills which employers need, and value, in the workplace*

Aside from the technical or job specific skills required for different jobs, there are a range of skills and qualities which employers have identified and agreed that are needed in order to be successful in all jobs. These skills and qualities are acquired through **life experiences, education, learning, interests and hobbies, work and volunteering**, and help you demonstrate who you are to a prospective employer.

**ACTION!**

- ✓ Think about how you can use what you've *already* done as evidence of these skills to an employer
- ✓ Write down what skills you already have and then think about what you can do to develop in other areas

Skill	Description
<b>Communication skills</b>	Can you speak and write well to communicate your thoughts? Do you listen to others and consider their point of view? Can you present information clearly so that others can understand?
<b>Team working skills</b>	Can you plan and work with others to reach goals?
<b>Problem solving skills</b>	Do you find it easy to find solutions to problems? Do you use your imagination to come up with new ways of doing things?
<b>Decision making skills</b>	Do you have the ability to make good decisions without hesitation? Do you have good judgement? Do you find it easy to make choices? Are you good at weighing up evidence and facts?
<b>Leadership skills</b>	Do you have the ability to take personal responsibility and motivate others to achieve a goal? Can you take control of a situation and give guidance and direction?
<b>Enterprise capability</b>	Are you innovative? Do you have an idea for a business? Do you have independence, energy and self-motivation? Do you have the ability to take risks and cope with change?
<b>IT skills</b>	Are you good at working on computers? Do you feel comfortable using a range of software packages?
<b>Creativity</b>	Do you have a strong imagination? Can you think up new ideas and new ways of doing things? Are you artistic?

<b>Research and analysis skills</b>	Are you good at looking up and finding out information? Can you get to the important facts quickly and summarise information?
<b>Confidence</b>	Are you outgoing? Can you speak, act or present in front of an audience? Are you quick to volunteer?
<b>Organisational ability</b>	Are you organised? Can you cope with several tasks at once? Do you plan or arrange things sensibly and do things in a logical order?
<b>Practical skills</b>	Are you good with your hands? Are you interested in how things work and can you fix things when they're broken?
<b>Physical strength</b>	Are you above average in physical strength, stamina and fitness?
<b>Patience / Persistence</b>	Are you able to concentrate on a task for as long as it takes to get it done?
<b>Interpersonal skills</b>	Do you have the qualities that show an ability to relate well to others, to accept and value others, particularly colleagues and customers?
<b>Initiative</b>	Do you have the ability to act without constant supervision, to assess a situation and to recognise what needs to be done?
<b>Adaptability / Flexibility</b>	Are you able to recognise when alternative action is needed? Are you able to adapt to change, without detracting from the overall aims of a project or situation?
<b>Punctuality / Reliability</b>	Are you always on-time for meetings or appointments? Is it important to you that you stick to agreements or plans that you make? Can others depend on you to carry out a task that you have been set?
<b>Grit &amp; Resilience</b>	Are you able to keep trying, and stay confident about yourself, even when things are difficult or you might experience knock backs?

# Jobs for the Future

Some examples of 'new jobs' that didn't exist twenty years ago....

## **App Designer**

Designs the look and feel of an App.

## **App Developer**

Plans all aspects of how a user will navigate their way through an App.

## **Big Data Architect**

Provides advanced technical support in the research, experimentation, business analysis and use of systems technology including architecture, integration capabilities and database management.

## **Bloggers**

Research and write blog posts to engage on-line readers and advertisers

## **Chief Privacy Officer**

A senior level executive responsible for managing the risks and business impacts of privacy laws and policies.

## **Cloud Services Specialist**

Expert knowledge and skills relating to the mechanisms, devices, technologies practices and development pertaining to cloud storage technologies and services.

## **Data Scientist**

Collects and reports on data, determines what data means and how it can be applied.

## **Data Visualiser**

Designs appealing ways for data to be represented visually, such as infographics, maps and graphics.

## **Digital Marketing Specialist**

Develops, implements and manages the execution of all digital and online marketing.

## **Elderly Care**

Provides care or health and wellbeing products or services to elderly people.

## **Green Deal Assessor**

Enables consumers to make energy saving improvement to their home or business without having to pay all the upfront costs.

## **Green Funeral Directors**

Incorporate environmentally friendly options to meet the needs of families who want a green service.

## **Interior Re-designers**

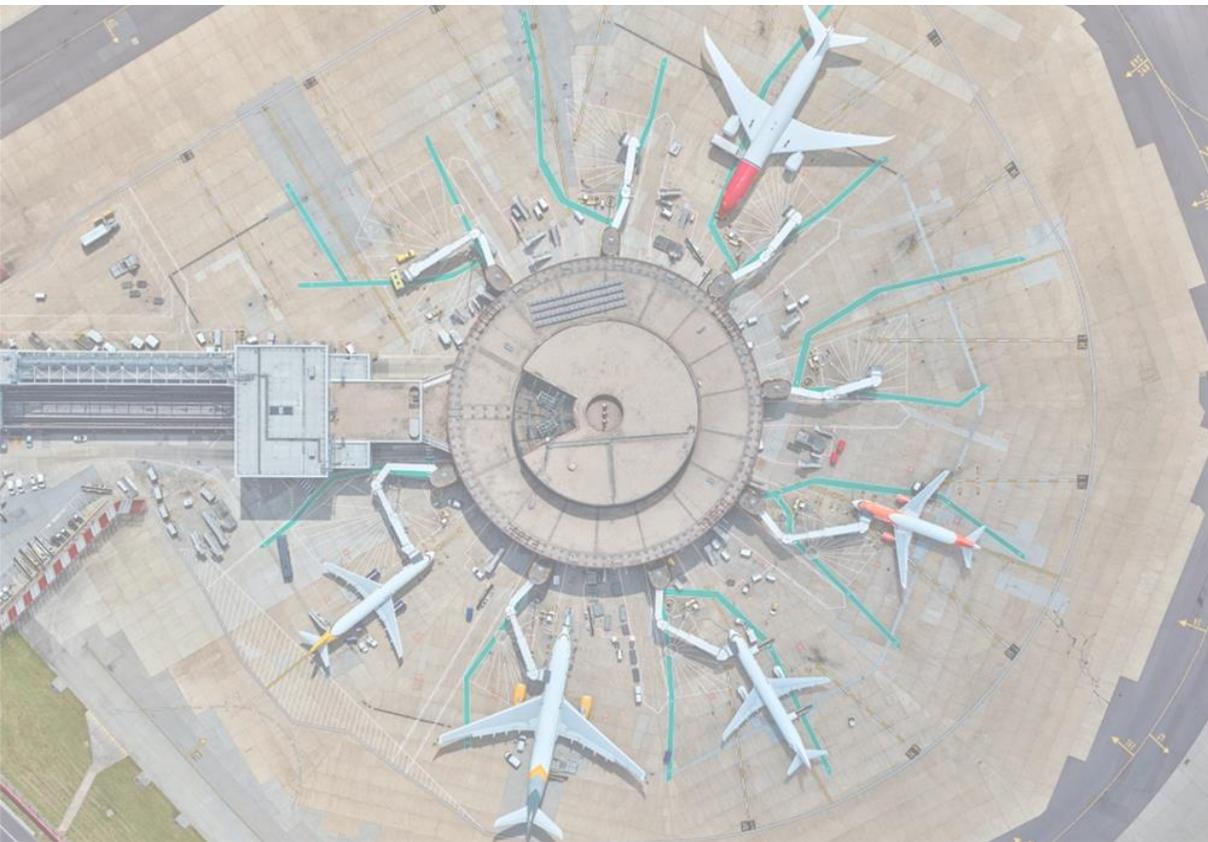
Re-model your home using the things you already have, or re-purposing and upcycling existing furniture and items.

<b>Market Research Data Miner</b>	<b>Collating and ‘mining’ customer data for market intelligence and insights.</b>
<b>Patient Advocates</b>	Support patients and family members to be informed and access health and social care provision.
<b>Printed Clothing Designer</b>	A designer who uses 3d printing to manufacture and distribute their clothes.
<b>Search Engine Optimisation Specialist</b>	Improves clients’ rankings on search engines.
<b>Social Media Manager</b>	Responsible for all social media activity carried out by a company.
<b>Social Media Strategist</b>	Develops the strategy for companies to utilise social media tools to interact with customers and increase brand awareness.
<b>Sustainability Expert</b>	Help companies implement sustainable and green practices.
<b>User Experience Analyst</b>	Analyses the experiences users have with technology, identifying areas for improvement and innovation.
<b>User Experience Designer</b>	Imagines, shapes and designs the experiences created through technology.
<b>Video Journalists</b>	Self-employed small market reporters who sell stories to large market news groups.
<b>Virtual Lawyer</b>	Specialist lawyers who provide services on-line.

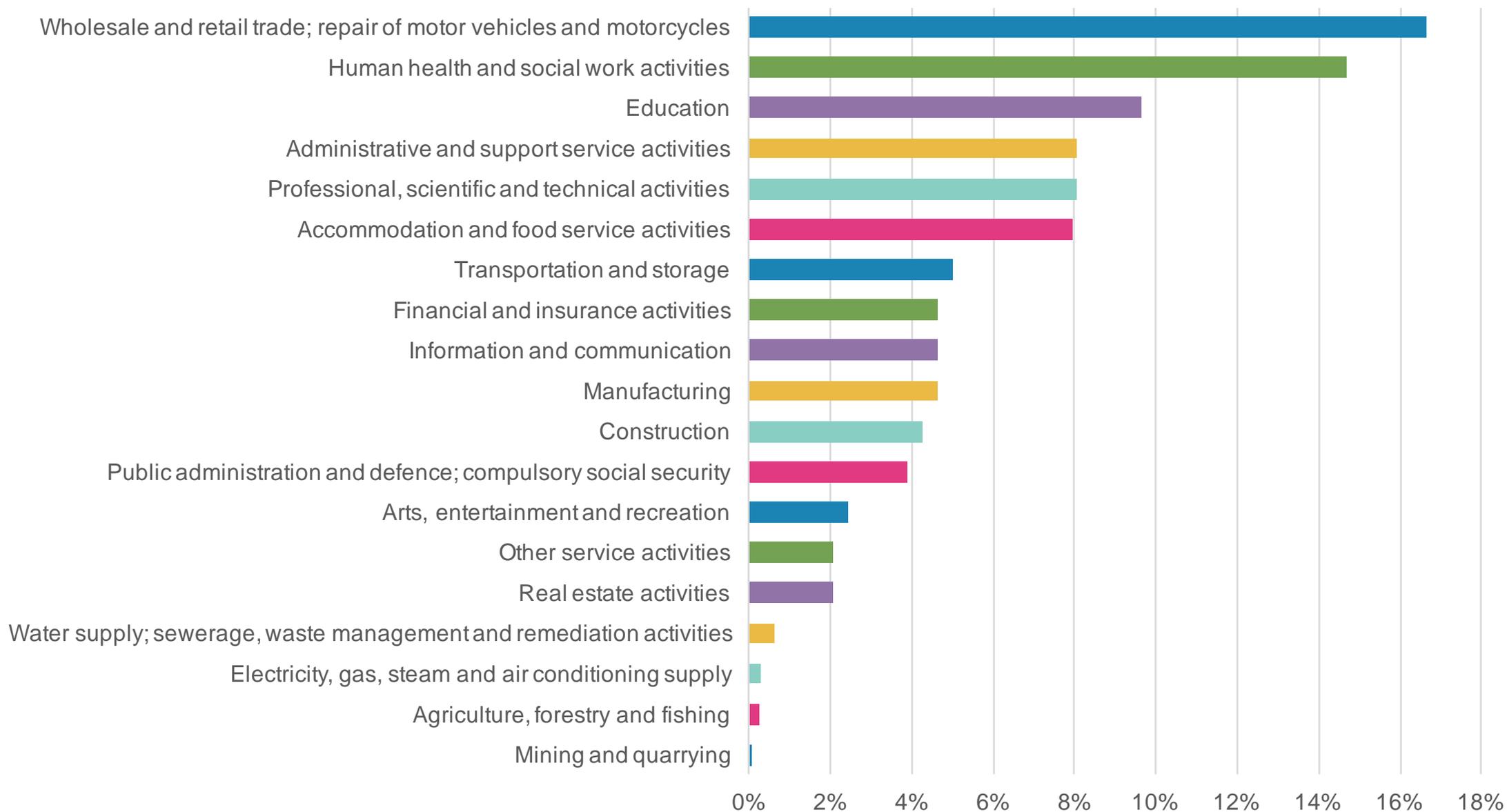
Read more at:  
<https://www.weforum.org/agenda/2016/06/10-jobs-that-didn-t-exist-10-years-ago/>



# Section 3 - Skill Sector Information



# Employment by Industry in the Coast to Capital area



# Priority Growth Sectors in the C2C region

The **'Priority Growth Sectors'** which are described in the following pages are where the Coast to Capital region has a comparative economic advantage.

This means that these are the areas that are likely to grow and develop in our region. You need to be aware of them and to consider engaging in them if you want to future – proof your career opportunities in the local area and beyond.

Obviously, they are not the only sectors which will offer employment in the future, but are 'priority sectors' which have been identified by Coast to Capital as important for the region, and for the future employment and prosperity of the region's residents and communities.

## Priority Growth Sectors:

Creative, Digital and Information Technology

Advanced Manufacturing and Engineering

Health and Life Sciences

Financial and Business Services

Green Jobs: Environmental Technology, Low Carbon and Environmental Goods and Services

<http://www.coast2capital.org.uk/key-sectors/>



## These sectors all have:

- ✓ A clear local concentration. There are already clusters of them in the region
- ✓ Potential future growth opportunities
- ✓ Strong presence of internationally recognised companies
- ✓ Research base to support sector development within the Coast to Capital area.

# Creative, Digital and Information Technology

Many roles in the creative, digital and IT sector involve working with emerging and innovative technologies. Job areas include: computer programming and consultancy, data processing, hosting and web services, software design and publishing, broadcasting activities, photography and design, advertising and public relations, translation and interpretation activities and creative, arts and entertainment activities.

## *Now*

- Creative, Digital IT makes up 7.6% of Coast to Capital region's economy
- There are 40,600 people employed in the sector, accounting for 5.2% of the Coast to Capital workforce (many people are employed on a self-employed and freelance basis).
- Some of the skills required in IT and Digital: security and data protection, analytics and research, technology specific skills, interpersonal and customer service skills and business management.
- Some of the skills required in the Creative sector: business management, fundraising, foreign languages, multi-platform technical abilities, and monetisation of intellectual property (making new developments work as businesses).
- Emerging Creative and Digital hubs are Brighton and Hove, Mole Valley, Croydon, Bognor, Horsham and Lewes.



## *In the future...*

- Growing area of employment – there has been a 6.2% increase in the number of employees.
- The development of 'the internet of things' is set to transform many areas of work in the future, and Coast to Capital region is well placed to benefit economically from innovation and development.
- There is a supportive local network for start-ups and freelance work as well as work in SMEs and larger businesses
- Well supported future development in the region with good research, development and networking organisations: Wired Sussex; Develop in Brighton; The Centre for Material Digital Culture at The University of Sussex and the Fusebox Knowledge Exchange project at the University of Brighton.
- Digital Catapult supports businesses and research in creative and digital innovation across the Coast to Capital region.
- Croydon Tech City is working to grow, manage and sustain Croydon's emerging tech cluster and community.

## Example Jobs

Type of Role	Advertised starting salary
Digital Marketing officer	£20,000
Marketing Communications Manager	£28,000
Junior Web developer	£19,000
Software Analyst	£25,000
Java Developer	£28,000
Creative Designer	£20,000

Sources: [lovelocaljobs.com](http://lovelocaljobs.com) / [indeed.co.uk](http://indeed.co.uk) / National Careers website / Classic Consulting

### Some Local Employers

- Jellyfish Online Marketing *Brighton and Reigate*
- Facemedia Group *Portslade*
- Cogapp *Brighton*
- Croydon Tech City *digital hub*
- Red River Software *Horsham*
- iCrossing *Brighton*
- UK Fresh Egg Limited *Worthing*
- Aircom International Ltd *Leatherhead*
- Spirent Communications *Crawley*

### Related Subjects

Maths  
Physics  
ICT / Computing  
Design  
Art  
English & Media  
Science

## Find out more:

### [Coast to Capital Sector Analysis](#)

### [Meet Some Local Employers](#)

[www.lovelocaljobs.com](http://www.lovelocaljobs.com) (regional job board)

[Employability Microsites](#) (hosted in LoveLocalJobs.com)

[www.skillset.org/careers](http://www.skillset.org/careers) (search through the vast range of roles).

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

[Digital Catapult - Brighton](#)

[Wired Sussex](#)

[Creative Choices](#)

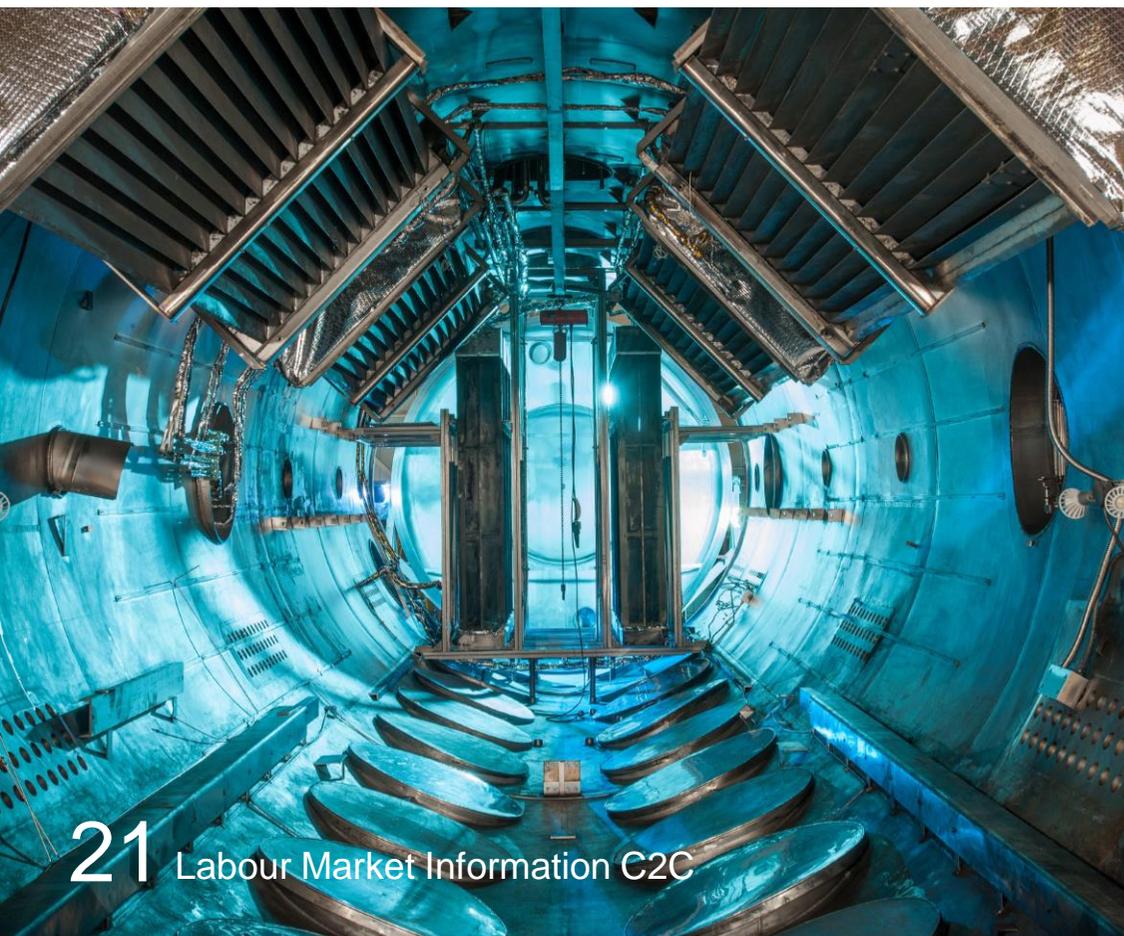
[www.futuremorph.org](http://www.futuremorph.org)

<http://www.dv8sussex.com/>

<https://labs.uk.barclays/locations/brighton> Barclay's Eagle lab - supportive setting for start-ups.

# Advanced Manufacturing and Engineering

Technological advances are resulting in increasing complexity of products and increased demand across the manufacturing sector. The internet of things (DSP) is projected to have a big impact on product development and production in the near future. The sector employs people with high level technical skills as well as broader managerial skillsets. There are Manufacturing and Engineering hubs in Coastal West Sussex and Crawley



## Now

- There are 3,400 Advanced Manufacturing and Engineering businesses in the Coast to Capital Region, employing 33,000 people, 3.8% of the total employment in this area.
- There has recently been 12% growth across the region.
- Main manufacturing areas are: motor vehicles; instruments and appliances for measuring and testing; manufacture of irradiation; electro medical and electrotherapeutic equipment.
- Specialist skills needed: strategic management, supply chain management, production and process control and quality assurance, as well as advanced digital and software package skills.
- The sector is well qualified, with 44% of workers holding a Level 4+ qualification. Employees in research and development, consulting, testing and analysis are very well qualified, with over 60% holding a Level 4+ qualification.
- There are still skills gaps and skills shortages: this demand is reflected in higher than average pay levels, and the sector being geared towards full time workers.

## In the future...

- Emerging areas include: manufacture of communication and electrical equipment; installation of industrial machinery; engineering activities and technical consultancy.
- There will be strong apprenticeship opportunities at all levels, and less 'over skilling' (STEM graduates are more likely to be in graduate level employment than those with non-STEM subjects.)
- There are likely to be significant shifts in employment patterns as DSP (Digital Signal Processing) technologies enable increasing applications of Artificial Intelligence: this will create new jobs in research and development, but make some operational roles obsolete.



## Example Jobs

Role	Advertised starting salary
Research and Development manager	£25,000
Mechanical Engineer	£22,000
Structural Engineer	£22,000
Supply Forecasting Analyst	£20,000
Aerospace Engineer	£20,000
Strategic Sourcing Manager	£35,000

Sources: [lovelocaljobs.com](http://lovelocaljobs.com) / [indeed.co.uk](http://indeed.co.uk) / National Careers website / Classic Consulting

### Some Local Employers

- Ricardo PLC *Shoreham on Sea*
- URT Group *Bognor Regis*
- Parafix Holdings *Lancing*
- Mott MacDonald *Brighton, Croydon*
- Bowers and Wilkins *Worthing*
- Amplicon *Brighton*
- Rolls Royce Motor Cars *Chichester*
- Kellogg Brown and Root *Leatherhead*
- Doosan Babcock *Crawley*
- Edwards Vacuums *Crawley*
- Atkins *Epsom & Ewell*

### Related Subjects

Maths and Further  
Maths  
Physics  
Chemistry  
ICT  
Biology  
Design Technology  
Product Design  
Engineering

## Find out more:

[Coast to Capital Sector Analysis](#)

[Meet some Local Employers](#)

[LMI about Advanced Manufacturing & Engineering](#)

[www.futuremorph.org](http://www.futuremorph.org)

[Tomorrows Engineers](#)

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

[The Big Bang Near Me](#)

[DSP Explained...](#)

[World Skills UK](#)

[STEM Sussex](#)

**QUIZ -** [Whose Crew Are You?](#)

# Health and Life Sciences

*Now*

This sector includes Medical Technologies, Pharmaceuticals and Biotechnologies. Businesses manufacture: pharmaceutical products (drugs and preparations) and other chemicals; irradiation; electro-medical and electrotherapeutic equipment; optical instruments and photographic equipment; medical and dental instruments and supplies. Research and experimental development on natural sciences and engineering supports production.

The sector also covers specialist retail - wholesale of pharmaceutical goods and chemical products and retail sale of medical and orthopaedic goods in specialised stores.

- The UK has one of the strongest and most productive Life Sciences industries in the world, with Pharmaceuticals, Medical Biotechnology and Medical Technology accounting for 4,500 firms and employing more than 165,000 staff across the UK.
- There are 112,700 people employed in the sector in the Coast to Capital area, accounting for 14% of total employment.
- As well as having strengths in Pharmaceuticals, Coast to Capital is also a market leader in the niche area of medical instruments and devices.
- West Sussex County Council has committed itself to investing in the growth of the Health and Life Sciences Cluster
- West Sussex is currently home to over 65 medical technologies and pharmaceutical companies, with a great mix of multinationals, SMEs and start-up, and is in a strong position to benefit from global trends.

*In the future...*

- Well established regional research and development to support future growth of the sector: Sussex and Brighton University Hospital medical school; the University of Sussex is a centre of excellence for Life Sciences; the University of Brighton has strengths in Pharmacy and Pharmacology; and the £420m redevelopment of the Royal Sussex County Hospital as a nationally important trauma centre.
- Ageing populations globally will increase demand. (e.g. China - the number of people aged over 65 is set to triple by 2030.)
- Healthcare coverage is expanding in developed countries, and the demand for healthcare products will provide new opportunities.
- Together, the pharma/biotech/life science/healthcare equipment and supplies markets will have grown by 36.4% globally between 2011 and 2016.





## Example Jobs

Role	Advertised starting salary
Biomedical scientist	£22,000
Research scientist	£15,000
Physicist	£15,000
Pathologist	£26,300
Pharmacy technician	£19,000
Scientific Research Technician	£32,000
Clinical Engineer	£22,000

### Related Subjects

Chemistry  
Biology  
Physics  
Maths  
ICT  
English  
Psychology

Sources: [lovelocaljobs.com](http://lovelocaljobs.com) / [indeedjobs.co.uk](http://indeedjobs.co.uk)

### Some Local Employers

- GlaxoSmithKline *Worthing*
- Varian Medical Systems *Crawley*
- Elekta *Crawley*
- Rayner Intraocular *Hove & Worthing*
- Fisher Clinical *Horsham*
- Novo Nordisk *Gatwick*
- Toshiba Medical Systems *Crawley*
- Allergy Therapeutics *Worthing*
- Bard Medical *Rochester*
- Medical *Crawley*
- Roche Diagnostics *Burgess Hill*
- Day Lewis - medical retail/pharmacy *Croydon*
- CSL Behring manufacture of pharmaceuticals *Haywards Heath*
- Cradle crest (wholesale pharmaceuticals) *Croydon*
- Systagenix Wound Management (various medical technologies and solutions) *Crawley*
- KCI Medical (medical technologies) *Crawley*
- Hydrochem (water purifying chemicals) *Billingshurst*

## Find out more

[Coast to Capital Sector Analysis](#)

[Meet some Local Employers](#)

[Science Career Pathways](#)

[NCS - Science & Research](#)

[Careers in Pharmacy](#)

[NHS Careers](#)

[World Skills UK](#)

# Financial and Business Services

The Financial and Business services sector includes a wide range of businesses such as Banking, Insurance, Legal Services, Accountancy and Management Consultancies. It has been a key driver of UK economic performance in recent years and accounts for almost a third of national GVA (Gross Value Added – the measure of the value of goods and services produced in by a region or sector). London is a global centre for financial services, and Coast to Capital has towns and cities that are in excellent locations for businesses to locate regional headquarters and intermediate functions.

## Now

There are 39,000 people employed in the financial and insurance sector in the region, and 147,000 people employed in other business services activity. Overall the sector provides 23.2% of employment in the Coast to Capital region.

- Coast to Capital has important centres for the insurance industry, with large employers in Croydon, Brighton and Hove, Redhill and Horsham.
- Crawley is a favoured location for many professional services companies to locate regional offices due to its excellent international links. Major accountancy companies operating in the region are KPMG, PwC, Grant Thornton and Deloitte.

- In rural West Sussex there are also significant concentrations of employment in other business services, including a particularly large number of employees working in labour market recruitment (1,900), and business and management consultancy (4,500).
- A strength of the region is the range of high quality, affordable business accommodation suitable for different types and sizes of financial and business services companies. This ranges from serviced offices and start-up units, large city centre office spaces, business parks and distinctive accommodation located in rural settings.
- Access to London, and to international markets through Gatwick Airport, is a benefit.
- The sector relies heavily on highly skilled people, with over half the jobs in professional business services being in managerial, professional and associate professional and technical occupations.
- Internationally recognised management centre (Roffey Park) provides high level business-focused training and development.
- Increasing emphasis on digital and soft skills used in many customer service and professional roles.



## In the future...

### Example Jobs

Role	Advertised starting salary
Customer Services Officer Apprenticeship	£167 per week
Finance Assistant	£16,000
Credit Officer Apprentice	£401 per week.
Telesales representative	£15,500
Account Manager	£23,000
Compliance Supervisor	£25,000
Project Manager	£26,000
Business administrator apprentice	£136 a week
Facilities management	£23,000

Source: [lovelocaljobs.com](http://lovelocaljobs.com)

#### Related Subjects:

Maths  
English  
ICT  
Business

General subjects:  
humanities, arts, sciences all  
teach transferrable skills

#### Some Local Employers

- Just Retirement Limited *Reigate*
- Atkins PLC *Epsom*
- Esure Group *Reigate*
- Equinity Limited *Worthing*
- RiiG Ltd *Brighton*
- Zurich Insurance *Brighton and Croydon*
- Liverpool Victoria *Croydon*
- Royal Sun Alliance Insurance *Horsham*
- Mondial/Allianz *Croydon*
- American Express *Brighton & Burgess Hill*
- RBS *Crawley*
- Legal and General *Croydon and Hove*
- London Victoria Insurance *Croydon*
- KPMG *Crawley*
- PwC *Crawley*
- Carpenter Box *Sussex*
- Mayo Wynne Baxter *Lewes, Brighton*

- It is projected that the region will continue to be a hub for financial and business services with some anticipated responses to market shifts:
- Increased demand for risk management, auditing, and compliance skills.
- Product development skills to meet changing consumer demands (e.g. older population)
- Increased continual professional development (in work training and up skilling) as workforce ages and works for longer
- IT and digital security skills will be needed to develop new systems and products.
- Customer service skills will need to help consumers use new technology systems.
- Managerial skills including business planning, partnership working and change management will be needed as well as specialist legal knowledge and expertise in working with specific categories of people, for example, victims, survivors and witnesses.
- Regeneration of Croydon centre will create more high quality office space with easy access to central London.

#### Find out more:

- [Coast to Capital Sector Analysis](#)
- [Meet some Local Employers](#)
- [Coast2Capital](#)
- [www.cipd.co.uk](http://www.cipd.co.uk)
- [www.financialskillspartnership.org.uk](http://www.financialskillspartnership.org.uk)
- [The Tech Partnership - future careers](#)
- [www.directions.org.uk](http://www.directions.org.uk)
- [CII – Careers](#)
- [Get in, Go Far – Apprenticeships](#)



# Green Jobs

## Environmental Technology, Low Carbon and Environmental Goods and Services

The natural resources within the Coast to Capital region combined with a concentration of technical expertise give a competitive advantage to developing green or new technologies. Natural resources include: sunshine to make use of photovoltaics; coastal opportunities for wind and tidal energy; woodland areas for local fuel and buildings materials and the strong agricultural sector, which can all contribute to the circular economy (renewables and recycling).

There are a number of high quality and innovative businesses in the region exploiting these advantages and bringing new technologies to market. The energy efficiency market is growing and is not restricted to any one sector – there is growing demand for retrofit (improving energy efficiency in existing buildings) and built- in energy efficiency for commercial and domestic buildings.

### *Now*

There are 1,300 businesses, employing 23,900 people and generating £3 billion in turnover in the Coast to Capital region in Low Carbon and Environmental Goods and Services.

- Sales have experienced 4.7% growth from 2010/2011.
- Skills needed: environmental engineering; leadership and management; IT and data analysis; efficiency and change management.

- Electricity is essential to our economy. There is a global race to innovate and to produce renewable energy in order to safeguard economic output, have a secure source of energy, and create high value jobs.
- Business Management skills will be key for future growth, such as creating high quality business proposals, finding alternative markets for products and services, effective collaboration between businesses, creating new business models and new ways of working, and implementing robust and ambitious sustainability plans.
- Local energy production will increase, especially in renewables, such as solar farms. Demand for energy efficiency products will increase leading to development of more smart thermometers and metering.
- Newhaven has been identified as a future hub for Green Technology – the Newhaven Enterprise Zone has been established with the aim to capitalise on its coastal position and development of technologies associate with wind power – its slogan is ‘Clean, Green and Marine’.
- The region’s universities offer additional expertise in areas such as automotive and fuel efficiency, alternative fuels, water efficiency and management and environmental regulation.
- Political support for The Green Party, particularly in Brighton and Lewes, encourages and supports the low carbon agenda.



## Environmental Technologies Sector Definitions

The sector has been defined using 24 sub sectors  
These are sub-divided into three broad categories  
- Environmental, Renewable Energy and Low  
Carbon.



### Environmental

Air Pollution  
Contaminated Land  
Environmental Consultancy  
Environmental Monitoring  
Marine Pollution Control  
Noise & Vibration Control  
Recovery and Recycling  
Waste Management  
Water Supply and Waste Water  
Treatment

### Renewable Energy

Biomass  
Geothermal Hydro  
Photovoltaic  
Wave & Tidal  
Wind  
Renewable Consulting

### Low Carbon

Additional Energy Sources  
Alternative Fuel / Vehicles  
Alternative Fuels  
Building Technologies  
Energy Management  
Carbon Capture & Storage  
Carbon Finance  
Nuclear Power

### Example Jobs

Role	Advertised starting salary
Dual Fuel Meter Fitter	£21,000
Domestic Energy Assessor	£18,000
Sustainability Consultant	£24,000
Sustainability Consultant	£25,000
Assistant Ecologist	£18,000
Marine Engineers	£25,000

Sources: [lovelocaljobs.com](http://lovelocaljobs.com)

### Related Subjects

Physics  
Maths  
Chemistry  
ICT  
Biology  
Design  
Geography  
Engineering

### Some Local Employers

*SeaRoc Chichester*  
*Veolia Brighton, Shoreham*  
*Firefly Lewes*  
*OST Energy Brighton*  
*EDF Energy Hove*  
*Mott MacDonald Brighton and Croydon*  
*Assurity Consulting Horsham*  
*Southern Water Brighton and Worthing*

### Notable Organisations, Projects and Companies

Green Growth Platform – University of Brighton  
Sustainable Business Partnership  
Your Energy Sussex  
Community Energy South Brighton & Hove  
Energy Services Co-operative  
University Research Centres

Rampion Wind Farm  
Newhaven Energy Recovery Facility  
West Sussex County Council Solar Farm  
Wood Fuel Initiative

*Saunders Energy Littlehampton*  
*Lightfoot LED Hove*  
*C-TEC Newhaven*  
*Ricardo Shoreham*  
*Ceres Power Crawley*  
*Circuitree Brighton*  
*BlackBox Energy Worthing*  
*Arun Construction Arundel*

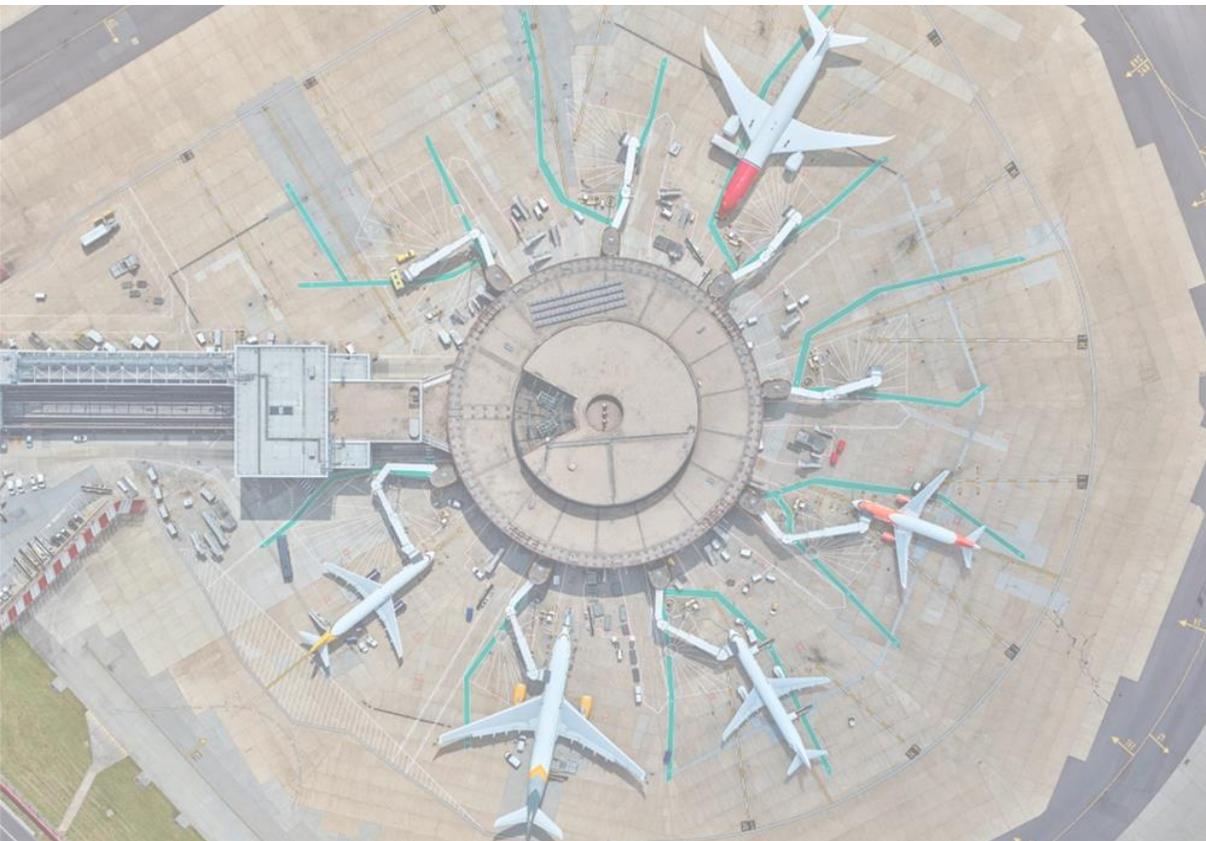
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- Newhaven has been identified as a future hub for Green Technology – the Newhaven Enterprise Zone has been established with the aim to capitalise on its coastal position and development of technologies associate with wind power – its slogan is ‘Clean, Green and Marine’.

### Find out more:

- [Coast to Capital Sector Analysis](#)
- [Meet some Local Employers](#)
- [www.cjpd.co.uk](http://www.cjpd.co.uk)
- [www.thetechpartnerships.com/tech-future-careers](http://www.thetechpartnerships.com/tech-future-careers)
- [www.directions.org.uk](http://www.directions.org.uk)
- <https://www.greenjobs.co.uk/>
- [Plotr](#)

# Other Sectors

The first pages showed opportunities in businesses which have been identified as 'Priority Sectors for growth' in the Coast to Capital area. There are other important sectors which employ large numbers of people in the region, which are explored in the next pages.



# The Visitor Economy

This is a very significant sector to the Coast to Capital region, both in terms of direct and indirect employment. The region contains the country's second largest airport, significant coastal resorts and a major part of the South Downs National Park. It contains tourist destination hotspots such as Brighton and Bognor Regis (Butlin's) as well as internationally renowned cultural destinations such as Goodwood Car Racing and Glyndebourne Opera House.

## Subsectors

- Accommodation e.g. hotels, camping grounds, holiday centres
- Food and drink e.g. restaurants, pubs, cafes, food and drink production
- Passenger transport e.g. rail, road, water, air, rental
- Culture, sport and recreation e.g. performing arts, museums, zoos, sports

*Now*

- 6,700 businesses in the Coast to Capital visitor economy, representing 9% of total businesses. 93,300 jobs in the sector, 12.1% of total jobs in the Coast to Capital region, This is a growing sector - 10% growth in jobs in the region (compared to 6% nationally)
- Much of the growth came in the Food and Drink sub sector which is predicted to keep growing, and a high level of replacement demand expected.
- There is a higher than average part time workforce: 30% of employees are under 25, suggesting a workforce looking for short term work, rather than a long term career.
- Although leisure and recreational tourism dominates the southern area of Coast to Capital, the sector switches to Business Tourism further north into the Gatwick Diamond and Croydon, where there is a concentration of conference centers, meeting venues and business hotels.
- There are high concentrations of businesses in Croydon, Brighton and Hove, Chichester, Crawley. Crawley benefits from its location next to Gatwick and Arun from its seaside location.
- The Visitor Economy represents a number of opportunities: the low skills work can provide an accessible route to employment, offering work experience and career development skills that follow. It also provides a fertile testing ground for start-up businesses and micro/SME 'Lifestyle' businesses, which can become sources of full time income.
- The Visitor Economy has been one of the fastest adopters of new technology, so the roll-out of super-fast broadband and adopting new technologies (for example on-line booking systems) is important.
- The area contains a number of nationally and internationally venues which generate visitor footprint.



## *In the future...*

- There is potential for further growth in the international business market.
- Further development of South Downs National Park area as a tourist destination.
- Increase of 'staycation' – British people wanting to holiday in UK rather than abroad, especially if costs of travel abroad increase in the future.
- [Coast to Capital Sector Analysis](#)
- [Meet some Local Employers](#)

### Example Jobs

Role	Advertised starting salary
Hotel Manager	£32,486
Travel Agent	£18,829
Conference Manager	£25,412
Bar Staff	£12,507
Event Manager	£18,000
Customer Relations Manager	£12,500
Online Booking Management	£14,500



# Arts and Creative Industries

Venues and festivals in the region draw business from local communities as well as contributing to the visitor economy. Proximity to London means that audiences are drawn to the region for major production and events, and provides a wide market for artists, makers and production businesses.

Educational centres of excellence such as Brit School, Croydon, Northbrook & Chichester College and BIMM Brighton provide training and foster creativity in the region.

<https://ccskills.org.uk/about>



## Some local employers

- Glyndebourne productions *Lewes*
- Eclipse Presentations *Croydon*
- The Goodwood Estate *Chichester*
- Millennium Hotels *Brighton and Gatwick*
- Brighton and Hove Albion Football Club *Brighton*
- Sussex County Cricket Club *Hove*
- Chichester Festival Theatre
- Brighton Dome and Festival
- Butlin's Bognor Regis
- The Sealife Centre *Brighton*
- The South Downs National Park
- Brighton Palace Pier
- Brighton City Airport *Shoreham*
- Wakehurst Place
- Bluebell Railway
- British Airways i360 *Brighton*
- London Mozart Players *Croydon*
- Fairfield Hall *Croydon* (being refurbished)

Role	Advertised starting salary
TV or Film Production Manager	Variable dependant of project and budget
Music/Sound Technician	£16,000
Broadcast Journalist	£13,000
Animator	£14,000
Screenwriter	Variable
Radio Broadcast assistant	£18,000
Set designer	£200 - £500 a day
Actor	Variable dependent on budget & project

# Foods and Horticulture

This a diverse and valuable industry, contributing to food production and the visitor economy. Local food production constitutes to securing sustainable development by mitigating the consequences of environmental change and flash flooding, enhancing food security and supporting health and wellbeing.

Many of the UK's leading fresh produce businesses are based in the Coast to Capital region, with more and more high tech and diverse jobs being created every year.



## Now

- An estimated 460 horticulture businesses in the area employing up to 4,000 full time workers and 7,000 seasonal workers.
- The sector provides a variety of roles; plant and crop producers, horticultural scientists, and gardeners and landscape architects. All these roles call for a diverse set of professional and practical skills.
- The skills demand in the sector is higher than the supply, with insufficient young people entering the sector with necessary skills. A survey of 200 horticulture business, conducted by the Royal Horticultural Society found that more than 70% of businesses could not fill skilled vacancies and more than 20% had been forced to recruit overseas.
- Specialist and niche production e.g. vineyards, micro-brewing, cheese production.

## In the future...

- There is projected to be a skills shortage in the sector as an ageing workforce with necessary skills retire and there are not enough suitably qualified younger people to replace them.
- Brexit could affect the availability of workers in the future resulting in further skills shortages.
- Food security – we will need to increase the productivity of land in the future in order to produce the food necessary to support a growing population.
- Changing climate means that the Coast to Capital region is becoming warmer and therefore able to produce new crops e.g. grapes.
- Continued interest in specialist, luxury food, concerns to avoid 'food miles', interest in organic products and local supply chains will make high end food production increasingly viable – especially with proximity to London markets.



Role	Advertised starting salary
Wine Merchant	£16,000
Restaurant Manager	£24,000
Waiter	£16,000
Landscape Gardener	£16,000
Head Chef	£30,000
Kitchen Porter	£15,000
Gardener	£12,000
Groundsperson	£17,000

### Some local employers

- Harveys and Son *Lewes*
- Nature's Way Foods *Chichester*
- Bartholomew Agri Food *Chichester*
- Barfoots of Botley *Bognor Regis*
- Tangmere Airfield Nurseries *Chichester*
- Cherryfield *Croydon*
- Unilever *Leatherhead and Crawley*
- Nestle UK *Crawley*
- Freisland Campina *Horsham*
- Higgidy Pies *Steyning & Shoreham*
- Consort Frozen Foods *Burgess Hill*
- Joubere *Horsham*
- Plumpton College (for specialist training courses) *Lewes and Brighton*
- Chichester College *Brinsbury*

[Meet some Local Employers](#)

<https://www.lantra.co.uk/careers>  
<http://wsga.co.uk/>

# Sport and Active Leisure

Sport is a very popular sector which can include a wide range of different job roles.

The sector ranges from the professional sport industry, which is supported by a variety of coaches, sports scientist, analysts, nutrition and physiotherapy roles, to general community access sport and leisure organisations that run the many gyms, golf courses, swimming pools, fitness and health facilities across the region.

## Now

- Jobs available in the sports and leisure sector can range from managing memberships, to personal trainers, to machine engineers, lifeguards, customer services reps, staff to run holiday clubs, fitness instructors and many more roles that cross over with the business and health and beauty sector.
- Professional sports clubs in the area include Crystal Palace and Brighton and Hove Albion Football Club, Sussex Cricket, Mannings Heath, Crawley Town Football Club.
- There are race courses at Plumpton, Brighton, Epsom and Lingfield Park and Goodwood.
- Recreational sports such as golf courses, gyms and leisure centres serve local populations and contribute to the visitor economy.
- Outdoor pursuits centres such as Go Ape and specialist outdoor education
- Sports businesses have diversified and also offer conferencing, events and often wedding facilities and in some

cases spa facilities, which also means roles including event management, catering, hospitality and beauty now also form part of the 'sport sector' offer.

## In the future...

Sport as a business is another key aspect of the visitor economy which overlaps with the sport and active leisure and business/finance sectors, and are set to expand in the future as the regional economy grows.

Role	Advertised starting salary
Sports coach	£14,000
Lifeguard	£15,000
Fitness instructor	£14,000
Sports Scientist	£18,000
Nutritionist	£20,000
Physiotherapist	£22,000
Sports coach	£14,000
Lifeguard	£15,000

### Some local employers

#### Football:

- Brighton & Hove Albion FC
- Crystal Palace FC
- Crawley Town FC

- **Cricket** Sussex County Cricket
- **Tennis** Eastbourne
- **Cars** Goodwood
- **Golf** Mannings Heath, East Sussex National,

- **Horse Racing** Brighton, Fontwell, Lingfield, Epsom
- Go Ape Crawley, Chessington World of Adventures
- Surrey Hills Adventure Company
- Lodge Hill Centre Pulborough
- Marinas
- Indoor Play
- Leisure centres and spas

[Meet some Local Employers](#)

# Transport and Logistics

Coast to Capital is well placed for the distribution sector thanks to Gatwick Airport and the M23 motorway connecting the region to Central London, national and global markets. There are also 2 ports in the region which support passenger and freight movement, and a small local airport at Shoreham, Brighton City Airport.

## *Now*

- Many large and multinational employers are based around Gatwick airport.
- Shoreham Port supports import and export of bulk raw materials with warehousing on site
- Newhaven port is a ferry terminal and carries passengers and freight
- Road haulage and warehousing are growth areas, especially around the ports.
- Shortage of drivers – 150,000 needed by 2020 and a severe shortage of LGV drivers in the UK.
- Growth for air transport, including freight services across the UK, and a shortage of pilots globally.
- Job roles associated with ports – ferry operations and freight handling.
- It has been identified that rail infrastructure needs upgrading to meet increased commuter and visitor demands



## In the future...

Technological advances will increasingly impact on logistics and supply chain management.

- Air traffic control systems
- Real-time information for public transport users means fewer information advisers
- Global tracking of goods and vehicles – better customer service
- On-line shopping creating greater demand for deliveries
- Reducing traffic congestion and accidents – more IT specialists needed
- Computerised logistics for hauliers and transportation planners

Role	Advertised starting salary
Haulage Drivers	£18,000
Bus Drivers	£400 a week
Road Transport Manager	£23,000
Logistics Support	£490 a week
Merchandiser	£22,000
Port Operative	£15,000
Air Cabin Crew	£12,000

### Some local employers

- Palmer and Harvey Hove (warehouse and distribution)
- Amethyst Group *Worthing*
- E.C.M Croydon (Vehicle Delivery Service)
- Croydon Logistics Ltd
- Sussex Transport *Lancing*
- Virgin Atlantic Airways *Crawley*
- Thomson Airways *Crawley*
- Brighton & Hove Buses / Metro Bus
- Gatwick Airport
- International Logistics Group (ILG) *Burgess Hill*
- Southern Rail
- Croydon Tramlink

[http://www.thebigchoice.com/downloads/careers\\_resource\\_pack\\_logistics.pdf](http://www.thebigchoice.com/downloads/careers_resource_pack_logistics.pdf)

[Plotr](#)

# Construction, Property and the Built Environment

Development of building projects, construction of residential and non-residential buildings, infrastructure projects which include roads and railways, utility and other civil engineering projects all contribute to the creation of what is known as the built environment.

The construction sector includes the whole cycle of construction from demolition and site preparation, through design and engineering to electrical, plumbing and other construction installation activities, building completion and finishing. Coast to Capital region is densely populated with continual and increasing new-build, refurbishment and infrastructure demands in the public and private realms.

## Now

- Construction contributes 4.3% of total economy in the Coast to Capital. The sector grew 25% in the South East from 2010 to 2014 as the economy grew.
- There is increasing demand for 'sustainable' construction which conserves energy and reduces resource consumption.
- The sector is very susceptible to economic peaks and troughs, with high demand for workers in economically buoyant periods and less employment/lower profits during economic downturns
- 40% of vacancies are hard to fill - there are significant skills gaps and shortages in the workforce.
- There is a need for workers to develop higher level skills in response to the challenges posed by increased regulation, technological development and global competition.

- Mainly male workforce (87% vs 13%)
- Employment is more concentrated in SMEs compared to other industries (85% vs 59%) and the sector is characterised by subcontracting
- The age profile of the workforce is slightly older compared to other industries – regulations mean fewer people aged under 18 are working in the sector
- There are high levels of self-employment – 38% of the workforce compared to 14% in the rest of the economy.

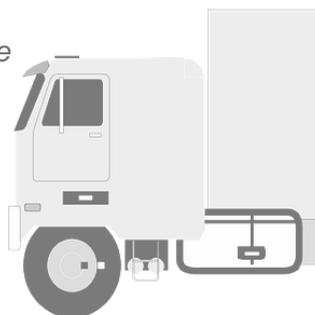
## In the future...

- The need to achieve environmental sustainability is leading to development of different materials for new builds, retrofitting (making old buildings more energy efficient by enhancing insulation etc.) will require enhanced skills and new skills.
- Low energy requirements will create increasing need for specialist, technical and professional skills.
- Technological change will affect traditional methods, so workers will need up skilling, reskilling and multi-skilling. Use of more off-site construction is leading to a shift in the mix of skills required.
- Automated tools requires new skills and makes some redundant.
- There is an ageing workforce and a need to attract more young people to replace them
- Globalisation will lead to increased international competition and in turn demand for higher skills.
- Globalisation has driven up supply of labour and skills, but also provides increased export market for goods and services.

Role	Advertised starting salary
Architect	£27,500
Painter/Decorator	£15,000
Electrician	£18,000
Civil Engineer	£24,000
Chartered Surveyor	£23,000
Plumber	£18,000
Site Manager (Foreman)	£10.50 an hour

### Some local employers

- Wates Group Limited *Leatherhead*
- Geoffrey Osborne Limited Colas Limited *Reigate*
- Black and Veatch Limited *Redhill*
- Kellogg Brown and Root Limited *Leatherhead*
- Croudace Homes Group Limited *Caterham*
- Collins Construction PLC *Croydon*
- Elliot Thomas Limited *Oxted*
- Martin Grant Homes Limited *Croydon*
- BSW Heating Kenley *Croydon*
- AA Homes and Housing Ltd (property development) *Croydon*
- Mears *Brighton*
- Berkeley Homes *Gatwick Diamond*
- Kenward Groundworks *Horsham*
- Kingsley Group, *Worthing and Croydon*
- Martek Contracts Ltd *New Addington*



[Meet some Local Employers](#)  
[CITB - Careers in Construction](#)  
[Graduate Careers in Property](#)  
[Careers in the Built Environment](#)

# Health and Social Care

The health sector represents one of the largest sectors of employment throughout the UK. It employs an estimated 2 million workers distributed across the UK. Almost 73% of workers are employed in the NHS, 26% are employed in the independent sector and 2% are employed in the voluntary sector

3 subsectors:

**Human health activities:** This comprises the delivery of healthcare in primary, secondary and tertiary settings, by a range of healthcare professionals and support staff treating a wide variety of medical conditions.

**Residential care activities:** This comprises the provision of residential care, which is combined with nursing, supervisory or other types of care as required by residents. The provision of residential facilities is a significant aspect of this sub-sector; and any healthcare provided is largely nursing (as opposed to medical).

**Social work activities without accommodation:** This includes the provision of a range of social assistance services directly to clients (excluding any permanent residential services).



## Now

- The sector is larger than average in the Greater Brighton and Coastal West Sussex areas, in particular in Human Health.
- Rural and Coastal West Sussex have larger Residential Care activity.
- Croydon has a larger than average Social Work activities.
- There are increasing numbers of intermediate and higher level apprenticeships available in health and social care.

## In the future...

- From 2012 to 2022 the sector is expected to grow by 4.3% (an additional 5,400 people). There will also need to be replacement staff of 51,000 (41% of the current workforce)
- There are likely to be new career paths and more flexible job roles.
- Increased integration across the sector will require the workforce to have multidisciplinary skills across health (medical) and care occupations, particularly as demand for care and health services close to customer's communities increases.
- Pressure on resources and increasing demand for health and care services will drive the need for efficiency whilst maintaining proper standards of care; this will require re-designing of roles and team structures and increased focus on outcomes, leading to more collection of data to measure impact of work.

- Increased multi-disciplinary teams will require increased soft skills, e.g. communication, management, effective team working.
- A general shift to preventative care and guidance in the population will require staff to be able to support the population in living healthier lives.
- Increasing use of technologies to remove barriers of communication between customers and health and care professionals will require technological skills in staff, as well as assistive technologies changing how and where care services are delivered.

Role	Advertised starting salary
Healthcare Assistant	£15,200
Health care apprentice	£150-£180 pw
Dental nurse	£18,000
Nurse	£21,900
Lead practitioner nurse	£26,000
Clinical Supply Manager	£35,000
Graduate Paramedic	£21,900
Home care support officer	£17,800

### Some local employers

- NHS
- Nuffield Health *Epsom*
- Care homes/sheltered housing – carehome.co.uk
- Social services – local authorities
- Domiciliary care workers – via agencies who organise care in clients' homes
- Guildcare *Worthing*
- Saga Healthcare *Redhill*
- [Coast to Capital Sector Analysis](#)

[Meet some Local Employers](#)  
[Step into the NHS](#)

# Retail



Retail is the largest private sector employer in the UK. As well as sales roles, there are many behind-the-scenes jobs such as buying, merchandising, stock control, logistics and store operations – all important links in the supply chain. Some of these jobs require creativity, others need IT skills. It's easy for motivated candidates to move quickly up to management.

Many of the businesses in Coast to Capital involve production and sale/distribution of products, so there is crossover between sectors.

## Now

- Coast to Capital has a wide range of retailers, from wholesalers and high street stores to small independent retailers and market stalls.
- Almost one third of retail employees are under 25 years old and more people work part time than full time.
- Management trainee programmes, school leaver programmes and graduate entrant roles are available in most major retail chains to accelerate progression and specialism within retail.

## In the future...

- Online retail is increasing with some high street stores and independents struggling as a result – associated IT roles, delivery services and collection points increasing.

- New jobs are opening up such as e-commerce merchandiser, customer relation manager and social media strategist.
- Increased e-commerce leads to employment of couriers and admin staff, Demand for customer service roles, managers, transport, IT, finance and administration.
- Online 'café culture'. Local produce and 'niche' shops are popular ideas with those wanting to set up their own retail businesses.

Role	Advertised starting salary
Checkout Operator	£11,500
Sales Assistant	£5.89 ph
Assistant Retail Manager	£15,000
Buyer	£23,000
Window Dresser	£19,200
Franchise Manager	Variable as this relates to your profits

## Centres

- Churchill Square - Brighton
- Whitgift Croydon (to be redeveloped)
- A Westfield Shopping Centre is planned as part of Croydon's regeneration programme.
- Horsham shopping centre
- Other town centres and out of town retail parks
- Independent retailers
- Chains – e.g. Marks & Spencer, Sainsbury's, Tesco, Waitrose, Co-op, Aldi, Lidl, IKEA, Next etc.

# Public Sector

20% of jobs are still in what is known as the 'public sector' – which means that the institutions and salaries are paid for out of taxation rather than private investment. Education is a big employer in the region, as are council offices – district and county. There is a Home Office branch in Croydon which specialises in visa services and immigration legislation compliance, and a new HMRC in central Croydon.

In the Coast to Capital region the education sector makes up 6% of total employment in the region., with a range of local schools, colleges and HE institutions as well as private education attracting students from out of the area and overseas.

## Now

- There are four universities in the Coast to Capital region – Brighton, Sussex, Chichester and University of Creative Arts, Epsom, which employ around 5,700 people.
- The further education colleges and sixth forms in the region employ a further 4,950 people.
- Independent schools in the region are estimated to contribute £483 million to the local economy and support 11,390 jobs both directly and indirectly.
- There are an estimated 640 training providers (organisations who train apprentices and provide in-work up skilling) in the region which employ 6,000 people.
- [Meet some Local Employers](#)

There are other public sector jobs associated with local, regional and national government – job roles and areas of specialism include - admin, strategy and policy delivery and front-line services such as social work, adult social care, highways, facilities, tax and immigration management.

## *In the future...*

- Growth of higher and degree apprenticeships will strengthen links between HE, training providers and local businesses.
- On-line learning is likely to grow and will broaden the scope of local educational providers.
- Specialist research and development centres support local businesses with economic advantage in the region.
- Local government offices are increasingly employing school leavers on apprenticeship schemes.



# Third Sector (charities and not-for profit organisations)

Role	Advertised starting salary
Local Government Officer	£18,000
Teacher	£22,000
Apprenticeship Administrator	£6,500 to travel expenses
Teaching Assistant	£14,500
Principle Planning Officer	£16,000
Police Officer	£23,000
Fire Officer	£22,000

## Centres

- Public schools and colleges
- Universities
- Private schools and colleges (fee paying)
- Local government offices – county and district councils
- DWP – job centres and job centre plus
- HMRC in Croydon
- UK Visa and Immigration Centre, Croydon

Third sector organisations' is a term used to describe the range of organisations that are neither public sector nor private sector. It includes voluntary and community organisations (both registered charities and other organisations such as associations, self-help groups and community groups), social enterprises, mutuals and co-operatives.

Third sector organisations are independent of government, which is an important part of their history and culture, are value-driven and reinvest any surplus generated in pursuit of their goals. This is why they are called 'not-for-profit organisations. A better term is 'not-for-personal-profit as many of them need to make surpluses to be financially sustainable.

## Now

- There are many volunteering opportunities in local charities, including offering service, management skills or fund-raising, within the region. This can be a good starting point for getting employability skills before applying for paid employment.
- Paid roles tend to be in organisational, strategic or operational areas of charities and not-for-profit businesses and are often advertised nationally.
- Third sector organisations range from very local to having a global reach. They can address a social need or can be campaigning and awareness raising.
- Many large private sector organisations employ people specifically to take responsibility for their 'corporate social responsibility' and social responsibility roles.

## *In the future...*

- Current governmental trends to reduce public spending and encourage Localism are likely to incentivise the continued growth and important role of third sector organisations.
- Third sector organisations are set to continue to be very important in addressing social need, especially for an aging population
- Ever increasing connectivity raises awareness of global issues which are addressed by international charities.
- There are regional hubs for climate change awareness around Brighton which is likely to strengthen campaigning groups on environmental issues in the region.

<b>Role</b>	<b>Advertised starting salary</b>
Volunteering – in pretty much any role in a business	Unpaid
Community Fundraiser	£18,500
Corporate Fundraiser	£26,000
PR	£24,500
Events Organiser	£27,000
Palliative Nurses	£19,750

### Some local organisations / employers

- Kent, Surrey and Sussex Air Ambulance
- Surrey and Sussex Wildlife Trusts
- Climate Parliament
- Harris Hill
- Independent Lives
- Sussex Oakleaf
- RSPCA
- Croydon Nightwatch
- Carers of Croydon
- Chestnut Tree House Children's Hospice
- Crawley Community & Voluntary Service
- Gatwick TravelCare
- Golden Lion Children's Trust
- Homestart Crawley, Horsham & Mid Sussex
- NSPCC
- Rockinghorse
- St Catherine's Hospice Ltd
- Sussex Community Foundation
- The Olive Tree Cancer Support Centre
- Young Epilepsy
- Young Enterprise
- West Sussex Mediation Service
- Action for Children
- Affinity Sutton Housing Association

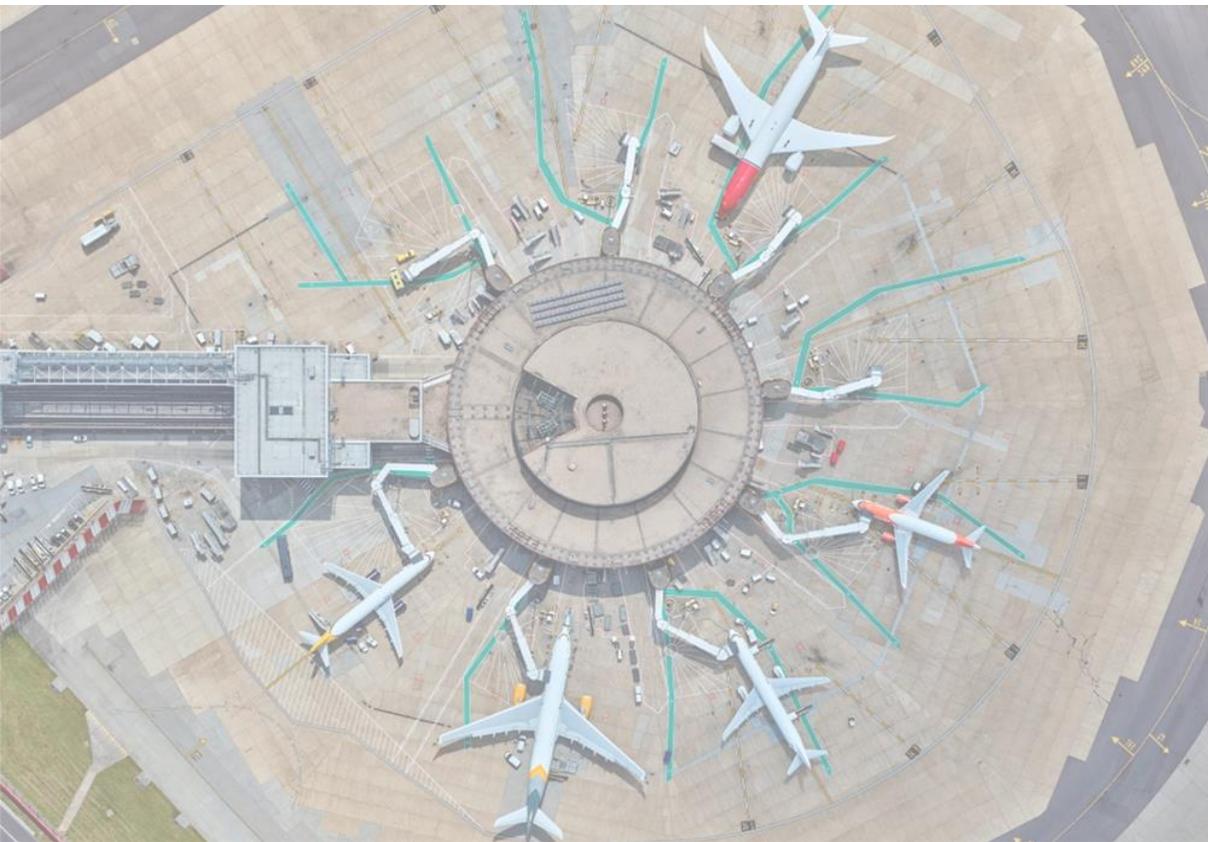
<http://jobs.thirdsector.co.uk/careers/job-descriptions/>

<http://www.charitychoice.co.uk/>

<https://jobs.theguardian.com/jobs/charities/>

<https://www.westsussex.gov.uk/leisure-recreation-and-community/volunteering/>

# Section 4 - Employment, Training and Education Opportunities



# How to Use Labour Market Information

Labour Market information tells you what jobs are available and what sectors are likely to experience skills shortages in the future. We know that there are shortages of qualified applicants for STEM jobs, and that young people often make decisions about what to study without finding out how their studies might lead to employment. Having access to information about job vacancies and training routes will help you to make informed decisions.

It is a good idea to explore the kinds of jobs and opportunities that would suit you before making a decision about what college or university course to study. Work out what qualifications and training are needed to access the labour market, and where college or university studies might lead.

## **Combining work and learning**

### **Apprenticeships**

You can do an intermediate apprenticeship from the age of 16 which combines paid work with training.

### **Work Experience**

You might want to find out how to get paid or unpaid work experience to enhance your employability before you start a university course, or in your holidays.

### **Sandwich Course at University**

You can choose to do a university sandwich course which allows you to have a paid work placement for a year during your degree, or a degree apprenticeship which combines paid work with university study over a longer period.

### **School Leaver Programme**

You could consider a school leaver programme, advanced or higher level or apprenticeship as an alternative to going to university. You can plan to study at university then apply for a graduate scheme.

### **Degree Apprenticeships**

These are opportunities to combine university study with a paid job.

## **Find out what's out there**

This section of the booklet explains how and where to find jobs, training opportunities and apprenticeships.

You can use job search websites to look for a job or apprenticeship to start now, get work experience or to plan your next steps at college/university to get the right qualifications for the jobs you want to apply for when you leave full time education.

# Where to find work

Job search databases tell you where there are current vacancies. You need to decide whether to just look for local jobs or whether you are prepared to commute or move away from home to find the job that is right for you.

## Job boards and recruitment agencies

Job boards provide online listings of jobs available in the market. You can filter the search to find jobs and apprenticeships and apply via the website, or use this site to explore the kind of jobs that are available which you might be ready to apply for when you are more experienced and qualified. Egs <https://www.monster.co.uk/> <http://www.lovelocaljobs.com/> <https://www.indeed.co.uk/>

## **Croydon Works** - partnership between Croydon Council, Croydon College and JobCentrePlus to provide employability support and Recruitment service

Recruitment agencies will work with you to physically match you to a job using your skills, knowledge and experience shown on your CV.

## Apprenticeships and school leaver opportunities explained

Apprenticeships are paid jobs with training.

There are different levels and entry points:

- Traineeships (unpaid work experience/expenses only to get you work ready)
- Intermediate level 2
- Advanced level 3
- Higher Apprenticeships/Degree Apprenticeships levels 4-6 (advertised nationally)

Further information - <https://www.getingofar.gov.uk/>

Find an apprenticeship –Traineeships, Intermediate and Advanced:

<https://www.findapprenticeship.service.gov.uk/apprenticeshipsearch>

Ring - 0800 015 0400 for information.

## Other databases advertising local apprenticeships:

### [Apprenticeships in Sussex](#)

(Open in Firefox if Chrome version doesn't work) – Vacancies in East and West Sussex, including Brighton and Hove

### **Croydon**

<https://www.croydon.gov.uk/jobsatcroydon/apprenticeship>

## National job search sites for young people

Although these sites list jobs across the whole country, you can filter your search to find local opportunities. This is where you will find higher apprenticeships and degree apprenticeships.

You might be able to stay at home but travel within the region to find the job that is right for you.

### **Milkround**

- school leavers <http://schoolleavers.milkround.com/>
- graduate jobs and internships <http://www.milkround.com/jobs/>

<http://www.allaboutschoolleavers.co.uk/>

<http://www.notgoingtouni.co.uk/>

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

<https://www.thebigchoice.com/>

**Year in Industry** – this helps you to find gap year work experience or sandwich course placements, mainly in STEM sectors

<http://www.etrust.org.uk/the-year-in-industry/about-yini>

## Getting work experience by volunteering

Volunteering can be a great way to strengthen your CV whilst contributing to your community. This might be a more accessible option and does not necessarily have to be directly relevant to your target industry.

National Citizenship Service – <http://www.ncsyas.co.uk/>  
A British voluntary personal and social development programme for 15 - 17 year olds in England and Northern Ireland.

Do-it - <https://do-it.org/>  
A site dedicated to matching volunteers with good causes and volunteer opportunities.

Croydon students can also access London wide programmes:  
[London Youth Volunteering Programme](#)  
[HeadStart London](#)

## How to get more help

### Career guidance at school or college

Find out where you can get help and advice from your careers department, local careers service or tutor.

### Job Centre Plus

If you are unemployed and need extra help in your job search you can get individual help to find an apprenticeship or job in these job centres.

### Graduate Recruitment agencies

You can get help with your job search after university, and access information about top graduate employers in the region from specialist recruitment agencies

<http://www.thecompleteuniversityguide.co.uk/careers/top-graduate-employers?r=South+East>

## Thinking about starting your own business?

These organisations offer support and advice about how to get started:

Business Navigator Service – [www.c2cbusiness.org.uk](http://www.c2cbusiness.org.uk)

Young Start-up Talent – support and advice for young people wanting to set up their own business and a start-up competition - <http://www.youngstartuptalent.co.uk/>

Princes Trust – support with starting a business - <https://www.princes-trust.org.uk/help-for-young-people/support-starting-business>

Shell Live Wire - support for young entrepreneurs - <http://www.shell-livewire.org/>

[Barclays Eagle Lab Brighton](#)

[Enterprise for London](#)

**TOP TIP**



### Big employers in Coast to Capital

We are fortunate to have some very big local employers in Coast to Capital region.

- National and multinational companies give you the opportunity to move around within their organisation once you have started to work for them.
- There are many different job roles within big companies, so keep an open mind about what opportunities they could offer you.
- Public sector jobs increasingly offer apprenticeships and on the job training
- Monitor their websites to find jobs and school leaver/graduate schemes as they come up

# Explore career options - get ideas about what would suit you

**The National Careers Service** website is suitable for all ages and includes general information on routes into careers, industries and job roles, skills and qualities required, starting salaries and pay ranges. You can find information on the website, or contact them for telephone advice and guidance.

[www.nationalcareersservice.direct.gov.uk](http://www.nationalcareersservice.direct.gov.uk)

## Pure Potential

Compare university and school leaver opportunities after A-levels. Meet employers and attend career insight events.

<http://purepotential.org/>

**All about school leavers** combines a job-search database with information about different school leaver opportunities including new kinds of higher level apprenticeships, and an online career test to help you to explore careers that might interest you.

The site also has information about skill sectors and different job roles within them.

<http://www.allaboutschoolleavers.co.uk/>

<http://www.mycareerspringboard.org/>

There are also a series of **employability sites** that were created by *young people for young people* across the Coast to Capital region but also include activities and resources for teachers to use in lessons.

There are videos of local employers talking about the skills and qualifications they expect young people to have when applying for jobs in their industry sectors.

<http://www.lovelocaljobs.com/staticpages/12283/employability-zone/>

## Informed Choices

Detailed information about what A-levels you need to take for specific degree courses and careers

<https://www.russellgroup.ac.uk/media/5321/informedchoices-print.pdf>

## University Careers Services

These open access parts of local university sites can be very useful sources of information about possible future careers before you start a degree course.

Sussex University <http://www.sussex.ac.uk/careers/careerchoices>

Brighton University <https://about.brighton.ac.uk/careers/>

Chichester University <http://www.chi.ac.uk/study-us/student-services/careers-and-employability>

University of Creative Arts Epsom <http://www.uca.ac.uk/creative-careers/>

## What careers do different University courses lead to?

<https://www.kent.ac.uk/careers/careemap.htm>

## Career Exploration

<http://www.careersbox.co.uk/>

<http://www.careerplayer.com/>

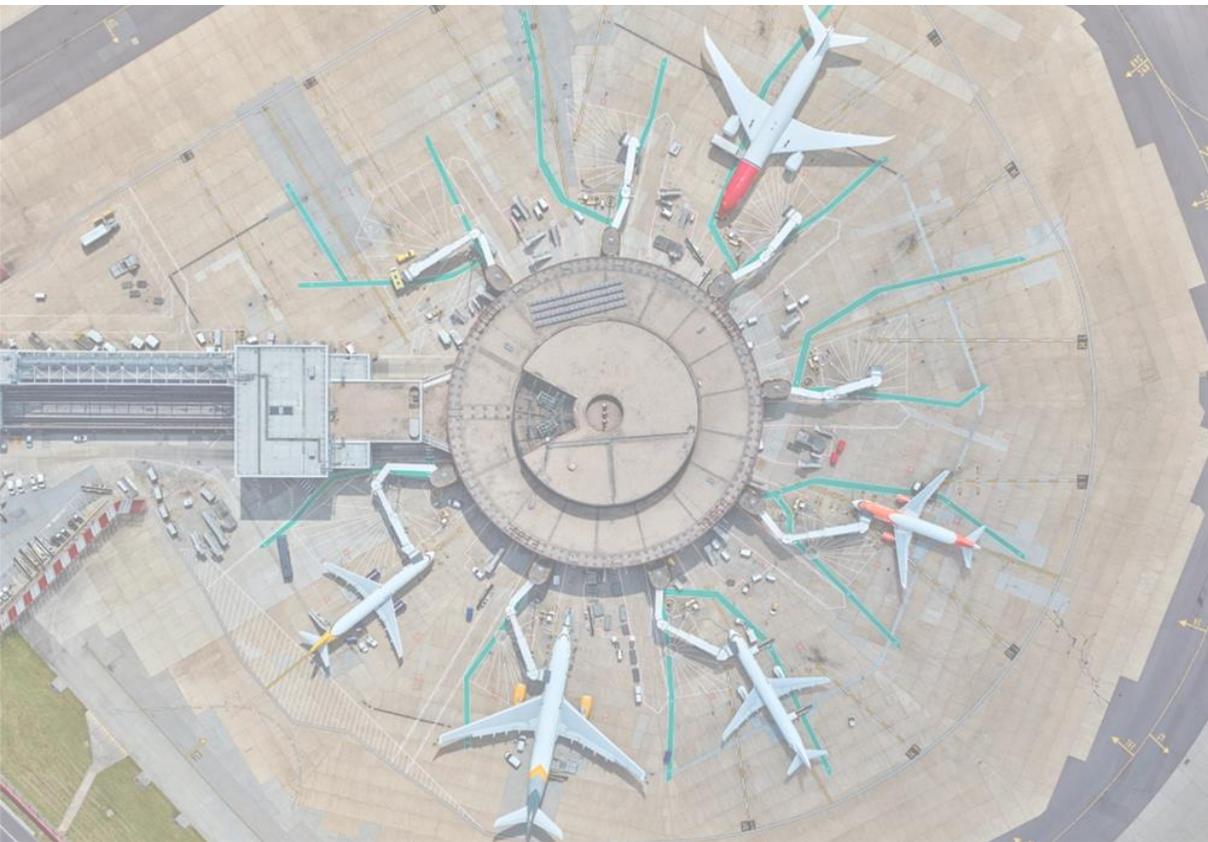
<https://www.plotr.co.uk/>

<http://icould.com/> (take the buzz test – find out about people's career stories)

<https://www.thebigchoice.com/>

NHSCareers resources – <https://www.stepintothenhhs.nhs.uk/>

# Section 5 - Information for parents / educators

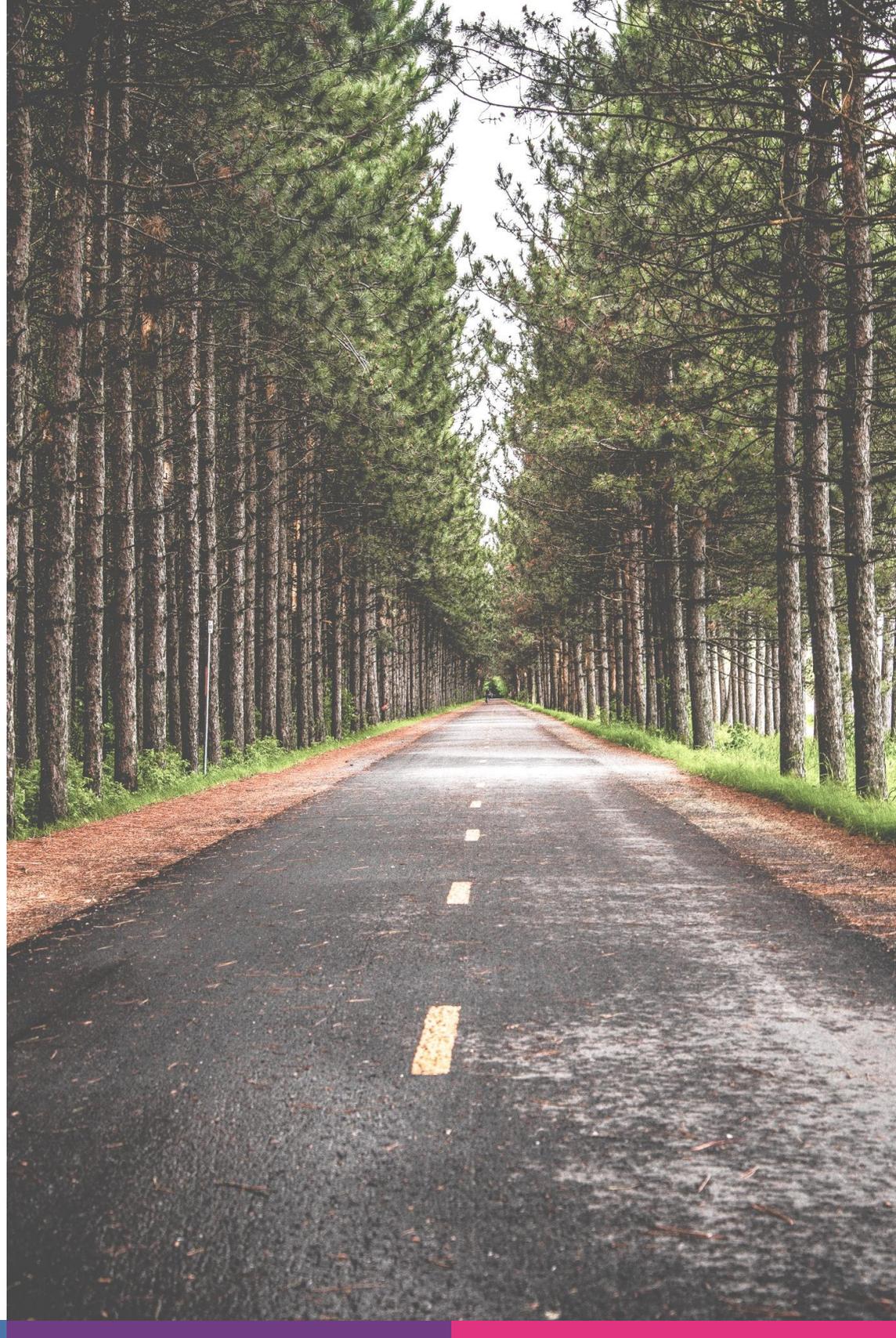


# Supporting young people's understanding of the world of work

The world of work is changing. Industries are transforming and many companies that will become household names in the next 10 years do not yet exist. It is a time of great opportunity, yet many young people are not in a position to take advantage. Youth unemployment remains high at the same time that many good jobs go unfilled. It is therefore crucial that young people and their advisers to have access to Labour Market Information to inform decision making if this skills gap is to be addressed.

Increasingly people will need to develop a skillset that will enable them to be flexible and move job roles more frequently than in the past – it will be more useful to think of a 'career web' of skills, networks and interlinked job roles than the traditional progressive 'career ladder' within one profession or company.

Employers value 'soft skills' – communication and interpersonal skills, enthusiasm and resilience, which are essential across a range of different job roles. Development of these through work experience or volunteering will enhance young people's employability skills as they prepare for their future working lives.



# Resource Bank

## Useful Resources to support young people:

Apprenticeships – resources for parents –  
<https://www.gov.uk/government/publications/a-parents-guide-to-apprenticeships>

STEM careers advice for parents <http://www.futuremorph.org/parents/>

**Sussex Learning Network** have a variety of resources to support teaching & learning, as well as research papers

<http://www.sussexlearningnetwork.org.uk/resource/>

Sign up for their newsletter [here](#) for an overview of all the opportunities available for your students and the latest debates and news around education policy and how it's affecting Sussex

## Labour Market Information

### Nomis

UKCES UK Commission for Employment and Skills - [Career Brochure](#)

[Federation for Industry Sector Skills Councils](#) sector skills councils

### LMI for all

## Finding business to support Careers and Enterprise Education

### The Inspiration Agenda

Designed to strengthen the links between young people, education, employers and key local partners, the *Inspiration Agenda* is a government initiative to provide more real-life contact with the world of work so that, when young people, come to make the big decisions about “their future”, they understand where different choices could take them.

Through inspiring events organised by the schools and colleges, employers are able to engage with young people through activities.

[Croydon](#) [Coast to Capital area \(except Croydon\)](#)

## Enterprise Adviser Network (EAN) in the Coast to Capital Region

C2C Enterprise Adviser Network is part of a national programme launched by the government backed ‘Careers and Enterprise Company’ (CEC). It aims to benefit students and employers by bridging the gap between education and work.

Find out more about local and regional activities by contacting the Enterprise Coordinator team at Coast to Capital LEP:

T: 01403 333840, Arun House, Hurst Road, Horsham, RH12 2DN

## Resources to use with students

This local Employability Zone hosts 4 local careers websites and was created by young people for young people. It also includes activities and resources for teachers to use in subject lessons. There are videos of local employers talking about the skills and qualifications they expect young people to have when applying for jobs in their industry sectors.

<http://www.lovelocaljobs.com/staticpages/12283/employability-zone/>

STEM careers materials

Tomorrow’s Engineers – PowerPoint, website and resources to order  
<https://www.tomorrowsengineers.org.uk/>

Real Cool Futures – free resources about careers in the future  
<https://www.youtube.com/watch?v=BP4-0MMFRYE>

Future Morph

<http://www.futuremorph.org/teachers/>

[Founders4schools](#) database of business leaders who can be contacted to contribute to school and college careers events.

# Resources for Teachers

## General Careers Education Materials:

icould teacher resources <http://icould.com/teachersresources/>

Order free toolkit of careers education lesson plans and resources. years 8-10, or download from Dec 2016 onwards:

<https://www.worldskillsuk.org/the-skills-show/careers-advice-resources/careers-planning-toolkit>

## Resources to buy

<http://www.prospectseducationresources.co.uk/products/9786000024529.html>

## Apprenticeships – resources for schools

<https://www.gov.uk/government/collections/apprenticeships-resources-for-teachers-and-advisers>

## CEGNET

An online community for teachers, careers professionals and supporters of career development <http://www.cegnet.co.uk/>

## Sussex Learning Network (SLN)

A partnership of universities, colleges, training providers and local councils across East and West Sussex.

[The SLN Careers Explorer](#) – Local & National careers, course and apprenticeships

[The SLN Careers Toolkit](#) - A directory of free online resources that you can use to inspire and inform young people in Sussex about their career options.

LoveLocalJobs.com's **employability-zone** was created *by young people for young people* but also includes activities and resources for teachers to use in lessons. There are videos of local employers talking about the skills and qualifications they expect young people to have when applying for jobs in their industry sectors.

<http://www.lovelocaljobs.com/staticpages/12283/employability-zone/>

53 Labour Market Information C2C



Young Chamber is a member offer for schools and colleges from the Accredited Chambers of Commerce in the UK. Its purpose is to help bridge the gap between businesses and the education sector.

Young Chamber provides a range of different ways in which Chambers of Commerce can help schools and colleges tap into the knowledge, skills and experience that local businesses can provide students for them to succeed in the world of work.

To find out which Chambers offer Young Chamber please visit: [www.bccbusinesseducation.com/young-chamber](http://www.bccbusinesseducation.com/young-chamber)



## London Ambitions (Croydon) [seven elements of Careers Offer](#)

This report sets out the rationale for the 'London Ambitions Careers Offer'. A distinctive London offer has to tackle the challenges of diversity and fragmentation. It needs to be applicable to London's huge variety of schools, colleges and other education providers. It also has to be relevant to – and readily understood by – a range of audiences.

The report proposes seven key elements that are needed to allow the London Ambitions Careers Offer to transform the landscape of careers and employment support for young people across London. The seven elements are evidence-based and designed to establish a coherent framework to apply to all young people, regardless of the particular school or college they attend:

[Resources](#) – useful for all

# Resources for Teachers

## SEND focus

### [Talentino \(comprehensive service to buy in\)](#)

The SEN Whole school programme can be implemented in KS4 and post 16 for MLD and SLD students. Some schools include those with the most complex needs too. The programme includes all the resources and training to deliver career coaching lessons based in the classroom, all aspects of work experience including finding placements, creation of collaboration projects with mainstream schools, development of in school micro enterprise businesses and creation of personal career development portfolios.

### [The Same and Different report](#)

### [Preparing for Adulthood \(free resource\)](#)

**The Preparing for Adulthood programme provides expertise and support to local authorities and their partners to embed preparing for adulthood from the earliest years.**

We will be continuing to work with the Department for Education and its partners to ensure that young people with SEND achieve paid employment, independent living and housing options, good health, friendships, relationships and community inclusion as they move into adulthood.

### [Supported Internship guide](#)

**SCOPE (free services to support access to work)**

Information, support and training for employment

<https://www.scope.org.uk/support/disabled-people/work/employment-support-training>

[Team Domenica](#) (Brighton area) provide unique support to the young learning disabled to develop skills, access employment and play an active role in local communities. They run a training centre, training café and employment agency.

## SEND and mainstream schools



### What is Jobcentre Support for Schools?

Jobcentre Plus (JCP) Support for Schools offers

schools and pupils the chance to receive practical advice on vocational routeways and direct entry into employment. It is demand-led and focused on those young people at risk of becoming NEET or otherwise disadvantaged in the labour market, e.g. young people with a health or disability issue.

### What can the support deliver?

JCP Work Advisers will highlight the virtues of the vocational routeway available to young people (school years 8 to 13) by providing support on:

1. *Routes into Apprenticeships and traineeships:* advice on the opportunities available and how applications should be made.
2. *Work Experience:* Jobcentre Plus has a large and well-established work experience programme. WAs can support schools by helping to source work experience opportunities, using their extensive network of local and national employers, and provide advice and support for schools wishing to hold careers events, jobs fairs, employer days, etc.
3. *Local labour market knowledge:* WAs can provide information on which employers are recruiting and on growth sectors, plus the behaviours and softer skills employers' value.

### How will this support be delivered?

JCP support will be demand-led, responsive and flexible. Ultimately, the type of intervention will be discussed and tailored with the school and, for example, could take the form of sessions direct to students or to school staff for use in careers discussions.

When developing activity plans with schools and colleges, the Enterprise Coordinator will signpost to JCP support and the local WA where relevant.

# Teaching ideas using this booklet



- Before reading the descriptions of businesses in the region, display the outline map on page 5 and ask students to explain what they already know/ make some predictions about where the jobs are and what type of work based on area characteristics (e.g. proximity to London/transport routes, natural resources, local skills and expertise)
- Look at logos (p 56) Sort into businesses you recognise and those you haven't heard of. Guess from the logo what kind of businesses they are. Research them on line.
- What job roles do students already know about from family and friends? (this could be a research/interview project, and could incorporate input from your EA network)
- Jobs for the future - use [Tomorrow's Engineers](#) excellent presentation and resources packs for a whole day careers challenge or series of lessons. This would be enhanced by support from your EA network and practical challenges within curriculum.
- Area investigation – who are the key employers in your area? Search job adverts/microsite, conduct business investigation – maybe arrange a visit to an employer and find out about different job roles and entry points
- Research a major local company/ business or priority growth sector for your region – prepare presentation to group about business activities, where businesses are located and what job roles the business generates (this could be linked to a programme of visits or talks from EA network volunteers).
- Skills sector quiz – Use the skill sector headings to explore understanding - think of how many job roles you already know about in this skill sector or industry – then use careers exploration site such as [plotr](#) to expand ideas Research jobs of the future, then invent your own (could be a competition or challenge – use Tomorrow's Engineers resources to support the activity)
- Discussion point – ask 3 groups to research jobs in private, public sector and third sectors. Ask them to do a presentation before debating advantages/disadvantages of working in each sector. What do they think might be transferrable skills across sectors?
- Online job search – local/regional/national. Sort into different categories – temporary/permanent, different entry levels, salary, skills sets and qualifications required, jobs they have never heard of/might like to do in the future etc
- Work out how to get [employability skills](#) from activities inside and outside classroom (use suggestions on link for inspiration).
- Use [icould buzz test](#) as starting point for exploration of job roles that would interest them. Listen to clips of people their career story then devise a flow chart – 'how did they get there?' (many of the paths taken by individuals are surprisingly indirect. You could vary this activity by pre-selecting the clips)
- Teaching PowerPoint available at <http://www.coast2capital.org.uk/enterprise-adviser-network/>

# Logos from a selection of businesses and organisations located in the Coast2Capital area



This Careers Inspiration booklet has been created as part of the [Enterprise Adviser Network](#) activity being driven nationally by [The Careers & Enterprise Company](#) in partnership with Local Enterprise Partnerships. It is a resource asset that is a result of a pilot programme of teacher CPD 'Embedding Enterprise in Education'; made possible by a collaboration between Coast to Capital LEP, [Coastal West Sussex Partnership](#), [West Sussex County Council](#), [Sussex Learning Network](#), [University of Chichester](#) and [Ready Unlimited](#).

Data has been derived from research by Coast to Capital LEP, and starting salaries have been identified wherever possible from local sources (LoveLocalJobs.com), otherwise from [The National Careers Service website](#).

Labour Market Information changes continually – the online resource which can be found through the National Careers Service will be updated in the future to reflect changes. For free access to the portal, please contact the Enterprise Coordinators at Coast to Capital on 01403 333840 or email the C2C EAN Team [ean@coast2capital.org.uk](mailto:ean@coast2capital.org.uk)

There is a separate PowerPoint of suggested teaching materials to accompany the LMI booklet – please contact Coast to Capital LEP.

**With special thanks to Alex Waugh, final year Computer Science student at Lancaster University for graphics and layout.**