



Herefordshire &  
Ludlow College

# CAREERS TUTORIAL: EMPLOYMENT PROSPECTS IN THE MARCHES AREA

1. The local job market
2. The impact of Covid-19 on training and jobs
3. Career sector areas with future job growth

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# GOOD TO KNOW



Understanding the local and national job market will help you plan your career:

- To make informed choices about study and training routes
- To understand which career sectors will experience future growth and investment in your area
- To prepare for job roles that will be in demand
- To understand that wider issues affect the future jobs market

We call this information **Labour Market Information**

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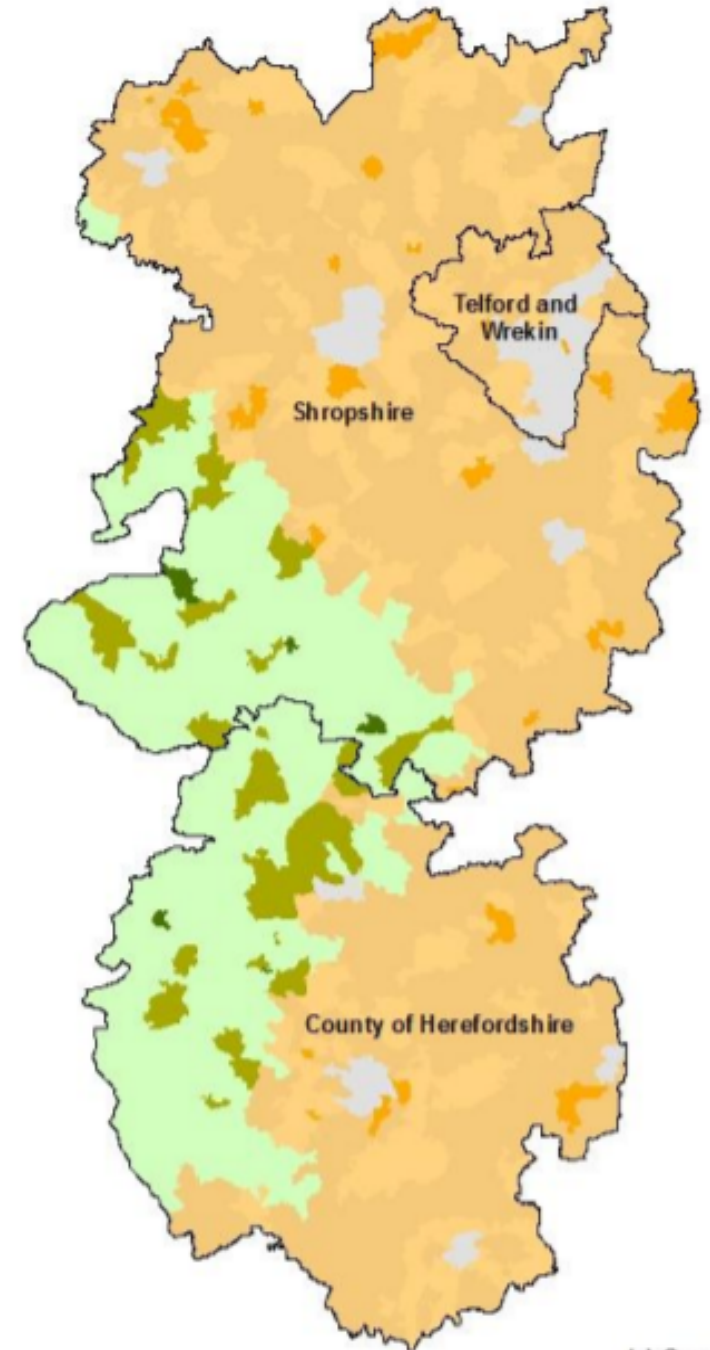
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# YOUR LOCAL AREA

The local economic area covers Shropshire and Herefordshire.

It is known as the Marches

The population is 695,800 people, 59.6% are aged 16-64 years.





# Main towns in the Marches area



Telford



Hereford



Shrewsbury



## Hereford 4 Business

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Hereford is home to major food and drink brands and has several specialist advanced manufacturing and engineering businesses. Its strong MOD defence heritage and investment has evolved into an emerging cluster of cyber security and resilience firms.



## Shrewsbury 4 Business

Shrewsbury is an important commercial centre, serving a wide area, with a range of cultural and heritage assets, as well as agri-food and agri-tech and manufacturing companies.



## Telford 4 Business

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Telford and the local area is a fast growing, diverse modern business location at the forefront of opportunities in advanced manufacturing, engineering and agri-tech.





# YOUR LOCAL LABOUR

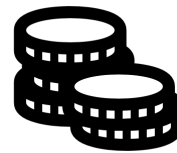
## MARKET (1)

### Employment



Great Britain: 75.7%  
Your local area: 78.5%

### Annual Salary



Great Britain average: £30,529  
Your local area average: £28,428

### Unemployment



Great Britain: 3.9%%  
Your local area: 3.9%

### Self employment



Great Britain: 10.7%  
Your local area: 13.5%

# YOUR LOCAL LABOUR MARKET

(2)

## Sectors with jobs

- Wholesale and retail: 49,000 17.3%
- Manufacturing: 39,000 13.8%
- Health and Social care: 39,000 13.8%
- Accommodation & Food Services: 25,000 8.8%
- Education: 24,000 8.5%
- Administration: 19,000 6.7%
- Professional, Scientific, Technical: 17,000 6%
- Construction: 14,000 4.9%
- Public admin, defence, social security: 19,000 6.7%

## Sectors with Fewer jobs

- Transportation & storage: 11,000 3.9%
- Arts & Entertainment: 6,000 2.1%
- Finance & insurance: 4,500 1.6%
- Water supply & sewage: 2,500 0.9%

# Key Growth sectors

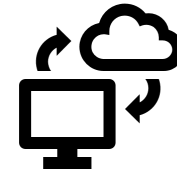
## YOUR LOCAL LABOUR MARKET (4)



Health and social care



Energy



IT and Cyber security



Transport



Advanced manufacturing



# ECONOMIC GROWTH AREAS

Advanced manufacturing and engineering: the Marches will continue to be a successful cluster at the forefront of making and servicing 'next shape' components using high-tech, energy efficient techniques

Agri-food and agri-tech businesses in the Marches are in prime position to engage in high-tech, environmentally sustainable food production, processing, packaging and distribution

Building on the local specialism, there are plans to secure the Cyber Valley's position as a global Centre of Excellence in cyber security and resilience

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# FACING THE JOB CRISIS

The impact of Covid-19



## Meeting the Challenge of the Future World of Work

- The world is changing, but there are many ways you can prepare for the future of work.
- You have many opportunities to develop the skills and knowledge that will help you thrive in the future.
- For example: at **school or college**, at **home**, during your **part-time job**, or through **extra-curricular activities**.





## Skills and Knowledge for 2030

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### Interpersonal Skills:

Skills used to interact and communicate with other people.

- Ability to collaborate
- Understanding of others
- Teaching others

### Learning Skills:

Skills used to learn new knowledge and behaviours.

- Setting goals
- Getting feedback
- Asking relevant questions

### Specialised Knowledge:

- Science
- Technology
- Engineering
- Maths
- Foreign Languages

### Higher Order Thinking Skills:

Advanced thinking skills which go beyond just remembering facts.

- Originality
- Active learning
- Range of ideas
- Complex problem solving
- Judgement and decision making

### Broad-based knowledge:

- English language
- History
- Management studies
- Philosophy

Reflect on the following

**Q. Which do you think are the most important skills for you to develop for your future? Why?**

**Q. Which skills are you currently most confident in? Why?**

**Q. Are there any skill areas you are less confident in? Why?**

**Q. What opportunities are there outside of school or college to develop these skills further?**

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# FOR MORE INFORMATION

Careers advice pages on college website:

<https://www.hlcollege.ac.uk/student-services/580f54da3aff3/Careers-Advice>

Marches Local Industry Strategy:

[https://www.marcheslep.org.uk/download/marches\\_local\\_industrial\\_strategy/Marches-Local-Industrial-Strategy-Final-draft-20.12.19.pdf](https://www.marcheslep.org.uk/download/marches_local_industrial_strategy/Marches-Local-Industrial-Strategy-Final-draft-20.12.19.pdf)

Office for National Statistics:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/December2020>

The Future of Skills Employment 2030, Pearson/ Nesta

<https://futureskills.pearson.com/research/assets/pdfs/technical-report.pdf>

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