

Shape Your Future...

in the Humber



The Opportunity Centre

LMi
HUMBER

Shape your own future

There are lots of things you can do to give you experience which will help you when applying for your next step in your future career.

Here are some tips for getting the most out of this publication;

- If you want to find out more about qualifications, routes and education and training pathways, go to pages 6, 7 and 8.
- Explore work 'sectors'; a sector is name for a collection of jobs that may need similar subjects for entry - such as Construction. Within each sector there are a wide range of careers available. To find out about work 'sectors' visit pages 10-21. There's also a page on self-employment if you're interested in working for yourself.
- Pages 24 and 25 provide some examples of some new and possible jobs in the future.
- We all need to make the most of our skills and experiences - on pages 26

and 27 you'll find some ideas on how to develop your skills.

- No-one likes the thought of job interviews - but pages 28 and 29 are full of useful information about making successful applications.
- There's a page for parents and carers to look at - so encourage yours to read page 30.
- We've provided a page of links and further information - whatever stage you're at in your career always do as much research as possible into the options available - you could find yourself doing a career you would never have imagined!

Top tip!

Whatever stage you are at in your career, always do as much research as possible into the options available - you could find yourself doing a career you would never have imagined!



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About the Area

The region is covered by four local authority areas on both sides of the Humber Estuary. These four councils are:

- Kingston upon Hull
- East Riding of Yorkshire
- North Lincolnshire
- North East Lincolnshire



The Humber Sub Region has a population of over 932,800, people of working age account for 79.4% of the total population and the employment rate for the Humber is 75%. (Source: Nomis)

The Humber has powered the UK economy for decades, bringing everything from food to freight, coal to cars, passengers to petroleum. As one of Europe's busiest port, the Humber is one of the UK's most important assets.

Today, businesses continue to invest and thrive in the Humber because of our strategic UK coastal location and global connectivity, it is also home to the Humber Freeport Zone.

The Humber has significant added value strengths in:

- Metals and engineering
- Manufacturing including food and beverages – the Humber has the largest concentration of food industries in the UK employing around 66,000 people
- Construction and construction products
- Manufacture of chemicals
- Ports and logistics – The Humber is home to one of the UK's Freeports. It will bring major investment to the area and could create an additional 7,000 new jobs for the Humber
- Energy
- Creative & Digital

Over 1,000,000 passengers travel through the Humber ports every year and 240,000 through Humberside Airport.

30,000 businesses

There are approximately 30,000 businesses in the Region providing over 447,000 jobs.

- 76% of people are employed, and 9% self employed.
- 30% of the Humber working age population are educated to degree level or higher
- 40% of the Humber workforce is classified as managerial, professional or skilled
- The Humber is globally known as the UK's Energy Estuary
- The Humber is home to the world's largest offshore wind farm
- Tech Nation has named Hull as one of the UK's hottest digital clusters.

(Source: Nomis)

For further information visit:

- <https://nationalcareers.service.gov.uk/>
- www.skillseastriding.co.uk
- www.logonmoveon.co.uk
- www.lincs2.co.uk
- www.lincs4u.co.uk
- Look in your local newspapers.
- Pop in to your local Jobcentre.
- Check out Social Media.
- And talk to family and friends.



Changes in the Labour Market*



FIND OUT MORE ABOUT SKILLS ON PAGES 24 & 25

Change	How will it affect careers of the future?	Which job areas will be important?		Which skills will be most important? <hr/> Technological <hr/> Communication <hr/> Creativity including Design <hr/> Reasoning and Problem Solving <hr/> These skills are important for nearly all the jobs!
New technology is being developed constantly	<p>New technology is one of the reasons for some jobs disappearing. Think about the self-service machines in supermarkets and robots on production lines; these work a lot of machines that used to be operated by people. We could soon be seeing driverless cars and drones being used for deliveries.</p> <p>New technology creates new jobs especially those using higher level skills, such as 3-D designers and software engineers.</p>	Electronics Design engineering Creative and media	ICT and big data Aerospace Cyber security	
People are living longer than before	<p>People will need more health and social care. There will be demand for research into drugs and ways for people to keep their independence.</p> <p>More care, health and social workers will be needed look after an ageing population - especially workers on a mobile basis to deliver services to people.</p>	Health care Social care Bioscience	Pharmacology Leisure	
The skills of people around the world are increasing	<p>There is more competition from the rest of the world. China and Japan both have more than twice as many graduates as the UK. There are competitive apprenticeship programmes in countries such as Germany. Workers need to keep their skills and qualifications current to give them the best chance of productive careers.</p>	Education Science Engineering Manufacturing	Creative and media (including gaming) Manufacturing ICT Finance	
'Green' issues; We need to take more care of the environment.	<p>More research into saving energy and developing greener technology. If we all start driving electric cars we'll need skilled mechanics to maintain them.</p> <p>New building materials and ways to use less energy. More efficient design and use of materials.</p> <p>Less pollution of the environment. Reduction in the use of plastics and other non-biodegradable materials. We need to eat less meat to make world food supplies go further.</p>	Engineering including motor vehicle Chemical processing Recycling Agriculture	Energy and utilities Innovation Design Research (including into alternative food sources)	
People are thinking carefully how they spend their money, especially in their leisure time.	<p>Increased demand for services such as catering, fitness, health spas and gaming.</p> <p>Some farms are turning to tourism on top of farming (diversifying their businesses).</p> <p>There are more overseas visitors coming to the UK. More Hotels are offering spa facilities.</p> <p>People are having longer retirements so need to plan their finances effectively.</p>	Health and beauty Sport and leisure Hospitality and tourism	Creative and media Sales and marketing Financial advice	

*The labour market refers to all the people who are able to work and want jobs in a country or area, in relation to the number of jobs there are available in that country or area.

Want to find out more about automation and the impact on jobs?
 Visit: <https://www.bankofengland.co.uk/knowledgebank/will-a-robot-takeover-my-job>

Qualifications and Pathways

On the next two pages we've listed some of the qualifications and their 'levels'.

It's important for you to research qualifications for your future career – remember not all qualifications are offered everywhere!

AGE RANGE 14 to 16

Level 1

GCSEs (grades D-G or 3-1)

You will study a variety of subjects and the grades you get can affect your future career choices.

Vocational/applied courses

include BTEC Introduction Diplomas.

Traineeship

A traineeship is an education and training programme which incorporates work experience, preparing young people for their future careers by helping them to become 'work ready'.

AGE RANGE 14 to 16

Level 2

GCSEs (grades A-C or 9-4)

Maths and English at Grade 4 or higher is essential for more advanced study and most employment.

Vocational/applied courses

include BTEC Level 2 (First) Diplomas, CACHE and Cambridge Technicals.

Intermediate Apprenticeships

These are the first level of apprenticeship. Apprentices work towards work-based learning qualifications such as an NVQ Level 2.

AGE RANGE 16 to 18

Level 3

A Levels

Students study A-Levels at a further education college or sixth form.

Vocational/applied courses

include BTEC Level 3 Diploma Extended Diplomas, T Levels*, Cambridge Technicals and CACHE.

Advanced Apprenticeships

These are a step above Intermediate Apprenticeships. It's a chance to access training, develop skills and gain qualifications whilst working for an employer.

Top tip! Remember qualifications are changing all the time and we've not been able to list every one that is available. Talk to your teachers and tutors for the latest information.





AGE RANGE 18+

Level 4

Degree

A course of study usually undertaken after Level 3 qualification(s) studied at university or college. Normally involves three or four years of study and spans qualification Levels 4-6.

Vocational/applied courses include Higher National Certificates: A full-time Higher National Certificate (HNC) takes one year to complete, or two years part-time. The HNC is equivalent to the first year of a university degree programme.

Higher Apprenticeships

An opportunity to gain Level 4 qualifications including NVQ Level 4, HND or a foundation degree. A higher apprenticeship can take from one to five years to complete and involves part-time study.



AGE RANGE 18+

Level 5

Studying for your Degree

You'll undertake varied study depending on your course: time in lectures, seminars and self-study are all common on most courses.

Vocational/applied courses include Higher National Diploma and some Foundation Degrees: work-related vocational qualifications, 'equivalent' to the first two years of a three year honours degree.

Degree Apprenticeships

Degree Apprenticeships are universities and colleges working with business to offer degree courses that combine academic study and workplace experience.

Further study: If you complete a degree course, there are a number of more advanced qualifications you can take including a Masters degree or a PhD. These (with some degree apprenticeships) would be classed as Level 7 qualifications and beyond.



AGE RANGE 18+

Level 6

Completing your Degree

You'll be able to access support throughout your course on a variety of issues such as study and well-being and help to progress to your next step.

Top tip! Universities often offer opportunities for studying abroad or work experience. This may help you pick your higher education course.

Degree Apprenticeships

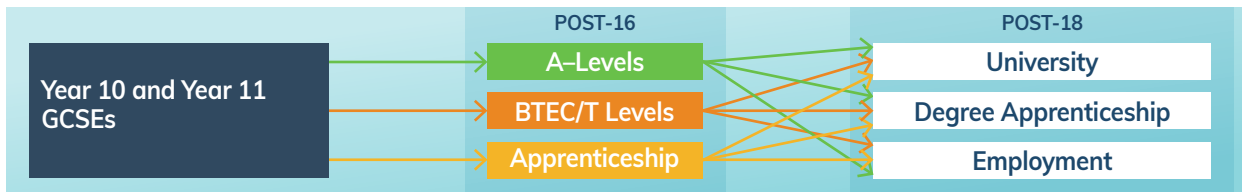
Degree Apprenticeship are a way of gaining a high-level qualification, giving you a salary and valuable experience. They can last up to five years.

For more information... <https://www.gov.uk/what-different-qualification-levels-mean> <https://nationalcareers.service.gov.uk/careers-advice/career-choices-at-16> <https://nationalcareers.service.gov.uk/careers-advice/career-choices-at-18>

Your Choices



REMEMBER;
IT'S ALWAYS
IMPORTANT
TO DO YOUR
RESEARCH INTO
QUALIFICATIONS
AND CAREERS TO
KEEP AS MANY
OPTIONS OPEN FOR
YOURSELF.



In Year 8 or 9 you will need to choose which subjects you would like to study in Years 10 and 11.

You will need to check with your School/Academy which GCSE subjects are on offer and when you need to make your choices.

You will have to study English, Maths and Science as part of your GCSE programme (these are called “compulsory” subjects, some schools include other subjects such as a Religious Education and a Modern Foreign Language “compulsory” subjects) but you will be able to choose others.

REMEMBER: Not all GCSE subjects will be offered by your school but most will.

In Years 10 & 11 it's time to think about your next steps (post-16 - sometimes called further education and training or FE).

Your Post-16 Options are;

- 6th Form/College - You can carry on with full-time learning in a school sixth form, college, sixth form college, FE (further education) college or UTC (university technical college). This could be where you are currently learning, but it could mean moving somewhere new, depending on your choices. Find out more about different qualifications on pages 6 and 7. Check entry requirements to courses post-16.
- Work based learning/employment – apprenticeships, traineeships, study programmes.
- Part-time education or training whilst running your own business or volunteering.

Find out more about apprenticeships at: www.apprenticeships.gov.uk

REMEMBER: you now have to stay in some form of learning until you are 18 years old (this is called Raising the Participation Age (RPA)). RPA **doesn't** mean you have to stay on at school after Year 11.

- You can carry on learning while you are on an apprenticeship with an employer.

REMEMBER: Visit colleges and sixth forms and look into apprenticeship opportunities - it's always good to apply for more than one thing! Look out for any application closing dates.

At the age of 18 you have some really significant choices and decisions to make - potentially entering your higher education (HE) phase.

You may choose to go to university (or a higher education college) to study a degree. There are a huge range of courses and options, so start researching as soon as you can. Visit UCAS <https://www.ucas.com/> to get started.

Look at pages 28 and 29 for some things to consider about university.

At 18, you could also choose to undertake a (Higher) Degree Apprenticeship, which you can access with A Levels/other Level 3 qualifications or you may be able to progress with an Advanced Apprenticeship.

Opportunities for degree apprenticeships are expanding and as with all information, things change. Keep checking relevant websites.

You might decide to get a job at 18, but remember you can always go back into education; part-time study and the Open University are two more options for carrying on learning if you're working.





Self Employment

**IN 2020,
THERE WERE
APPROXIMATELY
56,400
SELF-EMPLOYED
PEOPLE IN THE
HUMBER.
ABOUT 9% OF
THE WORKING
POPULATION).
(FROM NOMIS)**

The usual definition of small and medium sized enterprises (SMEs) is any business with fewer than 250 employees. There were 5.94 million SMEs in the UK in 2020, which was over 99% of all businesses. (Source: <https://www.fsb.org.uk/uk-small-business-statistics.html>)

If you fancy being your own boss, then self-employment may be an option for you.

You will need to think about:

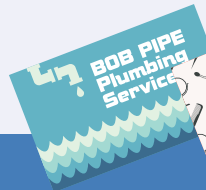
- What is your business offering?
- Who will be your customers?
- Is there a market for your products or services?
- Where and how will you run your business?
- What is the competition?
- How are you different from or better than others?

- How will you let people know about your products or service?
- What will it cost to start your business?
- How much money will you need to survive until your business makes a profit?
- How will you raise this money?

You'll need to find out about any laws that apply to your business and about things like tax and National Insurance, so it's important to get advice early. See the www.gov.uk pages for guidance.

If you need to borrow money to set up the business, you will need a well-written business plan.

Seek advice about what you will need to include in the plan from either the bank you are applying to, or through a local college course in self-employment start-up.



Skills/qualities

- Determination
- Self-discipline
- Good organisation skills
- Persistency
- Flexibility
- Competitive
- Imaginative
- Willing to take risks
- Communication skills

Useful subjects include;

- Business and finance
- Maths
- English
- Administration
- ICT

Top tip!

Check out local colleges for short business courses such as Marketing, Website Design, Online Selling and Accountancy for small businesses.



For information...

- Federation of Small Businesses <https://www.fsb.org.uk/>
- Confederation of British Industry <https://www.cbi.org.uk/>
- Youth Employment UK <https://www.youthemployment.org.uk/employment-help-young-people/choices/starting-your-own-business/>
- Gov.UK Setting up as a sole trader <https://www.gov.uk/set-up-self-employed>
- Princes Trust <https://www.princes-trust.org.uk/>
- Peter Jones Enterprise Academy (Dragon's Den) <https://www.peterjonesfoundation.org/>

- Shell <http://shell-livewire.org>
- Young enterprise <https://young-enterprise.org.uk/>
- National Citizen Service <https://www.ncsy.es.co.uk/>
- Humber Growth Hub <https://www.humbergrowthhub.org/>
- For Entrepreneurs Only <https://forentrepreneursonly.co.uk/>
- Hull & East Yorkshire LEP – Growth Hub - <https://heylep.com/business/growth-hub/>
- Business Lincolnshire - <https://www.businesslincolnshire.com/>



Business and Retail

20% of employment in the Humber is in Business & Retail.

Business services are about the administration and other activities for making the exchange of products and services possible. Retail is the sale of goods in shops and online.

Will there be opportunities available?

■ The increased focus on Northern cities, and the government's creation of a Northern Powerhouse, will create opportunity for business growth and expansion

■ It is predicted there will be 15% more jobs in this sector in coming years to add to the 80,000 jobs already in the Humber – working futures - 2024

■ Finance and business services have an ageing workforce and employers are keen to encourage young people into the industry - UKCES

■ There is an increasing demand for higher level skills (level 4 and 5) to fill management and professional roles -UKCES.

Did You Know?

■ There are approx. 87,000 jobs in this sector in the Humber region - BRES

■ In the Humber Sub Region, over 80% of retailers employ fewer than 10 people - ONS

■ Female's worker out number male's in the retail workforce - ONS

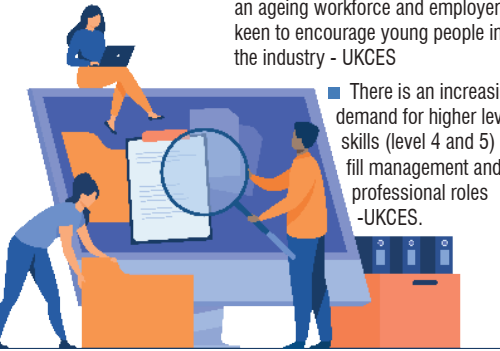
■ A third of retail staff are aged under 25 years- ONS

■ Automation is increasing in this sector due to technological advances; therefore there will be fewer lower and unskilled jobs in the future

■ There are a variety of jobs in this sector covering over 600 occupations

■ Employers are looking for people with good communication and IT skills

■ Employers are looking for employability skills such as communication, team working as well as formal qualifications.



Types of Job	National Average Salary
Claims Adviser	£15,000 to £50,000
Project Manager	£22,000 to £70,000
Private Practice Accountant	£18,000 to £100,000
Loss Adjuster	£15,000 to £80,000
Store/Retail Manager	£20,000 to £70,000
Customer Service Adviser	£12,500 to £30,000
Solicitor	£12,500 to £30,000

Skills/qualities

- Team working
- Communication
- Problem solving
- Flexibility
- Customer focus

Useful subjects include

- English
- Maths
- IT
- Customer Service

Some local employers

Amazon
Next
Boots
Arco
Barclays
KCOM
Andrew Jackson Solicitors
IT@Spectrum

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

For information... <https://nationalcareers.service.gov.uk/> www.skillseastriding.co.uk
www.logonmoveon.co.uk www.lincs2.co.uk www.lincs4u.co.uk www.apprenticeships.gov.uk
www.allaboutcareers.com www.skillsmartretail.com British Retail Consortium (brc.org.uk)

Search for jobs by... Look in your local newspapers • Pop in to your local Jobcentre • Attend events and seminars • Check out YouTube • Check out Social Media • And talk to family and friends



Chemicals

1% of employment in the Humber is in Chemicals.

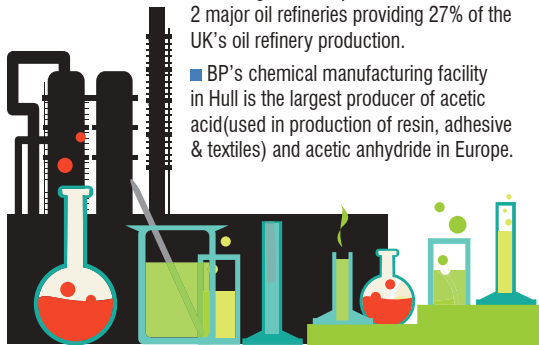
The chemical industry comprises the companies that produce industrial chemicals. Central to the modern world economy, it converts raw materials (oil, natural gas, air, water, metal, fibres, paints, pharmaceutical ingredients and minerals) into more than 70,000 different products.

Did You Know?

- The chemical industry employs approximately 5,500 in the Humber area.
- The Humber has the UK's 2nd largest chemical cluster.
- Total Lindsey Oil refinery at Killingholme is the UK's third largest oil refinery.
- Phillips66 Refinery supplies 20% of all UK's petroleum products, enough to keep 500,000 cars on the road each day.
- The region has 5 power stations and 2 major oil refineries providing 27% of the UK's oil refinery production.
- BP's chemical manufacturing facility in Hull is the largest producer of acetic acid (used in production of resin, adhesive & textiles) and acetic anhydride in Europe.

Will there be opportunities available?

- By 2030, the UK Chemical Industry will have further reinforced its position as the country's leading manufacturing export and enabled the chemistry-using industries to increase their GVA contribution to the UK Economy by 50%, from £195 billion to £300 billion.
- The pharmaceutical industry is seeing competition from emerging economies for bulk manufacture. However, development and innovation still remain strong, so is likely to remain an important sector of the economy over the coming decades. Manufacturing will be dependent on the quality of research and development activity.
- Rolling out CCS and Hydrogen Technologies in the Humber & Teesside industrial clusters will support 19,000 direct jobs per year between 2024-203, peaking at 30,200 in 2027.



For information... <https://nationalcareers.service.gov.uk/> www.skillseastriding.co.uk
www.logonmoveon.co.uk www.lincs2.co.uk www.lincs4u.co.uk www.cogentskills.com

Types of Job	National Average Salary
Chemical Engineer	£29,000 to £60,000
Research Chemist	£18,000 to £50,000
Chemical Engineering Technician	£18,000 to £35,000
Oil and Gas Operations Manager	£35,000 to £65,000
Laboratory Technician	£15,000 to £30,000
Process/Production Worker	£14,000 to £20,000

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

Skills/qualities

- Communication and literacy
- Application of IT
- Attention to detail
- Health & Safety awareness
- Able to carry out instructions

Useful subjects include

- English
- Maths
- IT
- Science

Some local employers

BP Chemicals Ltd
 Croda Europe Ltd
 Phillips 66
 Centrica Storage
 Tonox
 Total Lindsey Oil Refinery
 Tricoya

Good to Know: A lot of newer and really exciting jobs in the chemical sector that offer a good salary package need a science, technology or maths base.

Search for jobs by... Look in your local newspapers • Pop in to your local Jobcentre • Check out Social Media • Attend events and seminars • Check out YouTube • And talk to family and friends



Construction

Construction is the process of creating and building infrastructure such as roads, bridges and railways or a facility such as a business premises, home, hospital or school. Construction starts with planning, design, and financing and continues until the project is built and ready for use. Normally, the job is managed by a project manager, and supervised by a construction manager, design engineer, construction engineer or project architect. Craft trades people such as bricklayers and joiners are essential to the construction sector.

Will there be opportunities available?

■ The low level of output growth in the region means that construction employment is forecast to remain steady at around 200,000 workers per year between 2019 and 2023.

■ Yorkshire and Humber is expected to see slightly more pressure for demand in managerial, professional and technical occupations.

■ Infrastructure and housing sectors are expected to be the main drivers of growth in the region, with the latter being likely to account for 23% of all new work in the region.

■ Plans have been revealed for 38 affordable homes to be built on a former North Lincolnshire Council depot site on Station Road in Scunthorpe.

■ The homes will be a mixture of two, three and four bedrooms. This development would be part of a wider £25m project to build 240 new affordable homes.

■ This will be supported by a range of improvement works being carried out by Yorkshire Water, as well as land flood alleviation projects in Leeds.

■ 120,000 new apprentices will be needed nationally in the next 2 years.

■ 190,000 of the workforce nationally is set to retire in the next 5 years.

■ Electricians, Plumber and Heating & Ventilation engineers are in demand.

■ The fastest growing occupations are forecast to be in Project Management, Technical Staff, Labourers, Plant Operatives, Bricklayers, Floorers and Specialist Building Operatives.



Types of Job	National Average Salary
Architect	£27,500 to £90,000
Carpenter/Joiner	£16,000 to £40,000
Electrician	£18,000 to £42,000
Civil Engineer	£24,000 to £80,000
Quantity Surveyor	£18,000 to £80,000
Plumber	£15,000 to £40,000

- 2,100 new recruits in Yorkshire and Humber will be needed annually to 2023.
- Over 80% of Construction companies in the Humber employ less than 10 people.

Skills/qualities

- Practical and technical
- Problem solving
- Attention to detail
- Team working
- Communication
- Safety aware
- Able to work at heights
- Able to read drawings
- Accurate measurement

Useful subjects include

- English
- Maths
- IT
- Science

Some local employers

- Sewell Group
- MKM Building Supplies
- Beal Homes
- Keepmoat
- Hobson & Porter
- Howdens Joinery
- Soper group

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

For information... <https://nationalcareers.service.gov.uk/> www.skillseastriding.co.uk www.logonmoveon.co.uk www.citb.co.uk
www.lincs2.co.uk www.lincs4u.co.uk www.apprenticeships.gov.uk www.allaboutcareers.com www.goconstruct.org

22,000 people work in construction in the Humber.





Creative and Digital

2% of employment in the Humber is in the Creative & Digital Sector.

Creative and digital industries and about the creation and development of products and ideas. They include industries such as computer games design, animation, social media, film and TV, graphic design and advertising, music performing arts, libraries and visual arts. Machine Learning, Mobile Development, SEO/SEM Marketing, Data Visualization, Data Engineering, UI/UX Design, Cyber-security & Cloud Computing/AWS, Blockchain, IoT are all new skills required in 2019. These will play a huge part in the future of many businesses.

Will there be opportunities available?

■ The Humber is the fastest growing region for film and TV, generating an annual turnover of £424m across 590 creative businesses (an increase of 247% against the UK average of 118%).

■ Employment in this sector is predicated to grow both locally and nationally with Software and Applications Developers, Devops Engineers & Analysts in high demand.

■ Jobs in the digital sector have risen by 50% over the past 15 years and a growing part of the labour market.

■ .Net Developers, Devops Engineers, IT Project Manager and Full Stack Developers are in short supply. Media such as LinkedIn or Facebook. Recruitment Agencies work exclusively with many employers across the region to support them in their search for talent.

Did You Know?

■ Hull is the centre of East Yorkshire and North Lincolnshire's digital tech community, with 6,914 digital jobs based within the city.

■ Jobs requiring digital tech skills command higher salaries, on average, £42,578 compared to £32,477 per year, while digitally enabled jobs — those requiring only some engagement with digital tech – bring in £35,227.

■ Voluntary work and building up a portfolio is important to give yourself the edge over others. Participating in STEM related events in the area will also help. There are a number of free online tools to help anyone looking to get into tech.

■ There are 11,120 digital tech firms in Yorkshire & The Humber creating 54,240 jobs.



Types of Job	National Average Salary
Web Content Manager	£25,000 to £55,000
Games Developer	£19,000 to £70,000
Copy Editor	£15,600 to £81,640
Web Designer	£18,000 to £40,000
App Developer	£21,000 to £55,000
Social Media Manager	£23,000 to £75,000
Product Designer	£19,000 to £50,000
Software Developer	£20,000 to £70,000

Skills/qualities

- Communication
- Creativity
- Strong ICT knowledge (and experience)
- Attention to detail
- Good problem solving skills

Useful subjects include

- Design
- English
- Maths
- ICT
- Art
- Media

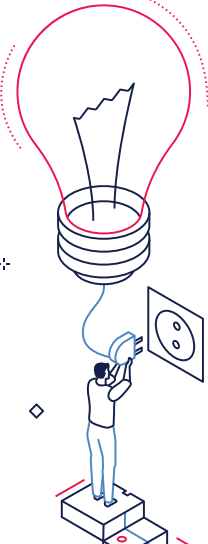
Some local employers

- BBC
- Mindmap Productions
- University of Hull
- Garth West
- Hull Truck
- APDCComms
- Sauce
- C4Di
- GBIT Recruitment Ltd



Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics, Invest Humber and Technation.

For information... <https://nationalcareers.service.gov.uk/> www.skillseastriding.co.uk www.logonmoveon.co.uk www.lincs2.co.uk www.lincs4u.co.uk www.apprenticeships.gov.uk www.allaboutcareers.com www.creativeskillset.org <https://discovercreative.careers/#/> <https://www.thecreativeindustries.co.uk/> <https://www.ccskills.org.uk/>





Energy

5% of employment in the Humber is in the Energy Sector.

The Energy Sector relates to the production and supply of energy. Renewable energy is generally defined as energy that comes from resources which are naturally replenished on a human timescale such as sunlight, wind, rain, tides, and waves. Renewable energy replaces conventional fuels in four distinct areas, electricity generation, air and water heating/cooling, motor fuels, and rural (off-grid) energy services.

The Energy Sector is very closely linked with engineering, manufacturing and ports & logistic sectors.

Will there be opportunities available?

■ Labour demand across the energy and infrastructure sectors will be significant, totalling around 760,000 by 2024. This includes 160,000 new jobs and replacing 600,000 people due to retirements.

■ There will be a total labour demand of 8.7 million jobs in the UK by 2024.

■ The offshore wind sector will need to compete against other desirable infrastructure sectors to acquire the 36,000 people that will need to be employed by 2032.

■ Over the coming years, additional projects will enter the project pipeline, meaning there is likely to be a continued need for services, people and skills during both the construction and operation phases of an offshore wind farm's lifespan.

■ The scale of our energy industry means demand is high for engineering support and top talent.

Did You Know?

■ 3 of the world's largest wind farms are on our doorstep and form some of the largest engineering projects in the world attracting between £75 - £100 billion.

■ The region has over 20+ onshore windfarms.

■ Orsted is the world's leading offshore wind developer, investing £6bn in offshore wind in the Humber.

■ The Grimsby, Sheffield & Hull triangle is the largest energy sector in the UK.

Types of Job	National Average Salary
Renewable Energy Technician	£23,000 to £42,000
Engineering Maintenance Technician	£18,000 to £40,000
Renewable Energy Engineer	£20,000 to £80,000
Project Manager	£22,000 to £70,000
LGV Driver	£18,500 to £35,000
Engineering Operative	£14,000 to £25,000

■ Once completed the Humber Gas Tunnel will carry 1/5 of the UK's gas supply to millions of homes.

Skills/qualities

- Problem-solving
- Attention to detail
- Computer skills
- Communication
- Team working

Useful subjects include

- Science
- Maths
- Engineering
- Technology
- Business

Some local employers

Siemens
 C Spencer Ltd
 Able UK
 Ecotricity
 SmartWind
 Orsted
 GEV Wind
 Boston Energy

Good to Know: Emerging roles within this sector offer exciting jobs with good salary packages. Many require a science, technology, engineering or maths base.

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office of National Statistics, EUSkills.

For information... <https://nationalcareers.service.gov.uk/> www.skillseastriding.co.uk
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Search for jobs by... popping in to your local Job Centre
• checking your local newspapers • attending events and seminars
• checking out YouTube and Social Media • talking to family and friends



Engineering

2% of employment in the Humber is in Engineering.

Engineering is the application of scientific, social, and practical knowledge in order to invent, design, build, maintain, research, and improve structures, machines, devices, systems, materials, and processes.

The discipline of engineering is extremely broad, and encompasses a range of more specialised fields of engineering, each with a more specific emphasis on particular areas of applied science, technology and types of application.

Will there be opportunities available?

- New industries and technologies are emerging, adding to already significant demand for engineering skills. 203,000 people with Level 3+ engineering skills are needed every year to meet demand.
- There is an annual shortfall of up to 59,000 engineering graduates and technicians to fill core engineering roles nationally.
- It is forecast that between 2014 and 2024, 13 million job openings will arise across the economy as a result of those who leave the labour market (replacement demand) and a further 1.8 million openings will arise as newly created jobs (expansion demand).
- There is predicted to be an annual demand for 124,000 engineers and technicians with core engineering skills across the economy.

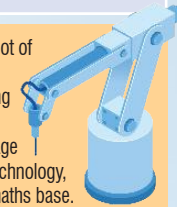
Did You Know?

- The Engineering Sector accounts for 2% of the region's workforce, employing over 7,500 people.
- 11% of the UK engineering workforce is female.
- Engineering is not just about getting dirty it is very creative work and involves problem solving.
- Engineers can work in many different industries including chemicals, food manufacturing, technology, the motor and aerospace industries.
- Engineers use computers and new technologies to design new products.
- The Humber is home to a number of specialist engineering institutions including Grimsby Institute, Engineering UTC Northern Lincolnshire, Ron Dearing UTC, HETA and HOTA.

For information... www.nationalcareers.service.gov.uk/ www.engineeringuk.com
www.semta.org.uk www.lincs2.co.uk www.lincs4u.co.uk www.apprenticeships.gov.uk
www.allaboutcareers.com www.skillseastriding.co.uk www.logonmoveon.co.uk

Types of Job	National Average Salary
Robotics Engineer	£27,500 to £55,500
Maintenance Fitter	£16,000 to £35,000
Mechanical Engineer	£22,000 to £55,000
Design Engineer	£20,000 to £55,000
CAD Technician	£15,000 to £35,000
Electronics Engineering Technician	£18,000 to £35,000
CNC Machinist	£18,000 to £35,000

Good to Know: A lot of newer and really exciting engineering jobs that offer a good salary package need a science, technology, engineering and maths base.



Skills/qualities

- Problem solving
- Attention to detail
- Communication
- Accuracy
- Creative thinking
- Interest in how things work

Useful subjects include

- Design and Technology
- Maths
- IT
- Science
- Engineering

Some local employers

- BAE Systems
- Spencer Group
- Donaldson Filtration Solutions
- British Steel
- GWF Engineering
- APT Marine Engineering
- Britcon
- Allied Protek

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics, Engineering UK.

Search for jobs by... popping in to your local Job Centre

- checking your local newspapers
- attending events and seminars
- checking out YouTube and Social Media
- talking to family and friends



Food and Agriculture

5% of employment in the Humber is in Food & Agriculture.

The food & agriculture sector involves the cultivation of animals, plants, and other life forms to enable us to manufacture food and drink. Think livestock - dairy cows, cattle for beef, sheep for wool and lamb, pigs and poultry. Think crops – wheat, oats, peas, oilseed rape and grass for your livestock.

Will there be opportunities available?

■ To meet future challenges of food security and climate change, the sector will be using more innovative and automated technologies, which will drive demand for engineers, scientists and mathematicians – the sector will need highly skilled individuals to overcome these challenges.

■ Around 133,000 new jobs will be needed in Food Manufacturing between 2014 and 2024 across the UK, more than any other manufacturing sector.

Did You Know?

■ British farmers and growers produce 64% of all the food we eat in the UK and in the future this amount will need to increase to feed a growing population.

■ Young's are the UK's number 1 fish & seafood business, with the popular brand

products eaten a massive 225 millions times a year.

■ The Humber processes 70% of the UK's chilled and frozen seafood.

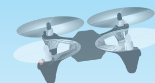
■ Around £1million of business is conducted weekly at Grimsby Fish market. The market sells 15,000 tonnes of seafood a year.

■ For the Humber, the manufacturing and production of food and beverage products plays a large part in this sector; Yorkshire and the Humber is the country's largest food producing region.

■ Over 95% of land-based businesses in the Humber employ fewer than 10 people.

■ In all, the region has more than 2,500 businesses in the food and drink sector, employing 35,000 people.

Good to Know: A lot of newer and really exciting jobs that offer a good salary package need a science, technology, engineering or maths base.



Types of Job	National Average Salary
Farm Manager	£20,000 to £50,000
Agricultural Engineer	£25,000 to £40,000
Rural Surveyor	£20,000 to £45,000
Tractor Driver	£16,000 to £30,000
Food Manufacturing Inspector	£15,500 to £30,000
Food Technologist	£20,000 to £45,000
Baker	£13,750 to £40,000

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics, Tasty Careers.

Skills/qualities

- Problem solving
- Attention to detail
- Team working
- High standards of hygiene and safety
- Able to follow instructions

Useful subjects include

- Technology
- Science
- Maths
- English
- IT

Some local employers

William Jackson Food Group
 JZ Flowers int Ltd
 Coletta & Tyson
 Young's Ltd
 Cranswick plc
 JSR Farms
 Premier Plant Producers
 TSC Foods
 Morrisons



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www.logonmoveon.co.uk www.lincs2.co.uk www.lincs4u.co.uk

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Health and Social Care

14% of employment in the Humber is in Health & Social Care.

Health care is about the treatment and support of medical conditions in hospital, health centres and in the community. It includes Dentists and Opticians. Social care is about the care and support of people within the community.

Will there be opportunities available?

■ The number of Health & Social Care jobs is predicted to grow to around 2.6million by 2025 nationally.

■ The NHS remains the biggest employer in the UK and the 5th largest employer in the world employing over 1.7 million people.

■ An additional 174,000 social care workers will be need across Yorkshire & Humber by 2035 to meet predicated demands.

■ Hull York Medical School will train an extra 90 doctors per year from 2019 to meet the demands of the NHS.

Did You Know?

■ Nearly all Health & Social Care organisations offer apprenticeships.

■ Around 20% of the workforce in the Humber is aged 55 or over.

■ 16% of Adult Health & Social Care workers in the Humber are male and 84% female, more males are needed in the sector.

■ Due to an aging population Health & Social Care is one of the fastest growing sectors in the UK with 7,200 vacancies at any given time across Yorkshire & Humber.

■ 25% of adult social care workers are employed on zero hour contracts.

■ Over 1335,000 people are employed in the sector in the Humber.



Types of Job	National Average Salary
Social Worker	£24,000 to £40,500
Care Home Assistant	£12,500 to £25,000
Residential Home Manager	£20,000 to £54,000
Pharmacist	£30,500 to £45,000
Midwife	£24,214 to £43,772
Dental Nurse	£18,813 to £30,112
Doctor (GP)	£37,191 to £87,003
Medical Secretary	£16,500 to £27,000
Occupational Therapist	£24,214 to £43,772
Physiotherapist	£24,214 to £43,772
Podiatrist	£24,214 to £37,267

Skills/qualities

- Communication
- Sense of responsibility
- Good timekeeping and organisational skills
- Team work
- Empathy and compassion

Useful subjects include

- English
- Maths
- IT
- Science

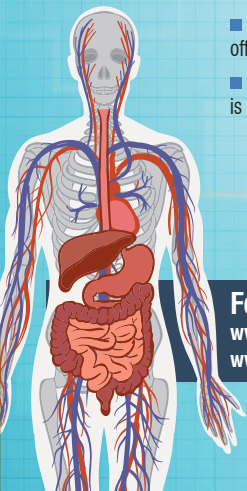
Some local employers

- NHS
- HICA Group
- Relate
- Busy Bees Childcare
- Dove House Hospice
- Spire Healthcare
- Sue Ryder Care
- City Health Care Partnership

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics, Skills for Care.

Good to Know: A lot of newer and really exciting jobs that offer a good salary package need a science, technology, engineering or maths base.

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Manufacturing

22% of employment in the Humber is in Manufacturing.

Manufacturing is the production of goods from the beginnings as raw materials to after sales services. Manufacturing today is usually high-tech production on a large scale. Most manufacturing processes are automated to ensure products meet quality standards and can be produced in large volumes to meet demand. Advanced manufacturing involves the use of technology to improve products and processes.

Will there be opportunities available?

- Currently 40% of manufacturers say 40% of their workforce is above the age of 50, and while they are keen to keep hold of these workers – who often possess specialist skills – there is a growing need to attract the next generation.
- 76% of manufacturers currently have at least one EU national working in their business, and on average EU nationals make up 11% of a manufacturer's workforce. Any reduction in the availability of EU nationals will only make the skills shortage worse.
- The manufacturing sector has adopted new technologies and provided new jobs for workers. The industry is now experiencing exciting and exponential change, as technologies such as artificial intelligence (AI), robotics, and Internet of Things (IoT) are rapidly changing the workplace.

While some predicted that these new technologies would eliminate jobs, the reverse has happened - more jobs are being created.

Did You Know?

- The Manufacturing Sector accounts for 14% of the region's workforce, employing over 63,000 people.
- Manufacturing workers often work shifts 24 hrs a day 365 days a year.
- CAN-PACK UK has produced its 10 billionth can, enough cans to stretch to the moon and back. The plant produces 6 million cans a day.
- 12,000 people are employed within the British Steel supply chain alone, with 10% of England's manufacturing jobs based within Yorkshire and the Humber region.

Types of Job	National Average Salary
Manufacturing Operative	£14,000 to £20,000
Textiles Production Manager	£22,000 to £65,000
Purchasing Manager	£20,000 to £60,000
Quality Assurance Manager	£23,000 to £55,000
Materials Engineer	£20,000 to £45,000
Maintenance Fitter	£16,000 to £35,000
Bench Joiner	£16,000 to £40,000
Manufacturing Systems Engineer	£22,000 to £40,000

Skills/qualities

- Mechanical aptitude
- Problem solving practical and theoretical
- Decision making
- Communication
- Teamwork
- Health and safety aware
- Budget management

Useful subjects include

- Maths
- Engineering
- Science

Some local employers

Swift Group Ltd
 Cranswick plc
 William Jackson Food Group
 Reckitt
 Humdingar
 BAE Systems
 Siemens Gamesa
 Siemens Mobility

Sources: Business Register
 Employment Survey, Annual Survey of
 Hours and Earnings, Office for National
 Statistics, Invest Humber.

Good to Know: A lot of newer and really exciting jobs that offer a good salary package need a science, technology, engineering and maths base.

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www.lincs2.co.uk www.lincs4u.co.uk www.apprenticeships.gov.uk www.allaboutcareers.com www.semta.org.uk





Ports and Logistics

7% of employment in the Humber is in Ports & Logistics.

Ports have, throughout history, been a place where goods and people arrive or leave the country by sea. Logistics is the management, movement & storage of products. It is about getting the right product to the right place, at the right time. It is also about the movement of people by road, rail, sea and air. It includes postal and courier services. Large companies such as supermarkets run their own logistics while other companies outsource all their logistics to specialist companies.

Will there be opportunities available?

■ The sector is set to continue to grow in the Humber as a result of the investment in the Energy Sector and the announcement of a Humber Freeport.

■ The supply of both deck and engine officers is projected to fall by more than 30 per cent nationally meaning we need to recruit more people into these roles.

■ The skills profile of the maritime sector will change significantly over the next 30 years. The importance of STEM subjects will increase as jobs become more skilled and data driven in response to new technology.

■ The importance of STEM subjects will increase as jobs become more skilled and data driven in response to new technology. Industry roles will be multidisciplinary,

potentially requiring the ability to create, operate and maintain autonomous and technological systems.

Did You Know?

■ The Humber is the UK's busiest trading estuary - £75bn of trade passes through our ports each year.

■ Humberside Airport provides connections to more than 800 destinations worldwide via daily flights to Amsterdam Schiphol.

■ The Humber area has a target of net-zero carbon by 2040, ten years ahead of the wider ambition set out by the UK Government.

■ The average maritime pay is £38,000, compared to the national average of £29,000.

■ The industry is set to double in size by 2030, meaning thousands of new jobs are needed. In the UK maritime is bigger than rail and aviation combined.



Types of Job	National Average Salary
Airport Baggage Handler	£15,000 to £20,000
Storage and Warehouse Manager	£16,000 to £35,000
Mechanical Engineer	£22,000 to £55,000
Large Goods Vehicle Driver	£18,500 to £35,000
Crane Operator	£20,000 to £30,000
Import-export Clerk	£18,000 to £30,000
Merchant Navy Deck Officer	£20,500 to £80,000

■ Over half of vacancies are for entry-level positions.

■ The occupation with the highest demand by volume is HGV Drivers.

Skills/qualities

- Team working
- Problem solving
- Good organisation
- Attention to detail
- Confidence
- Communication
- Ability to work under pressure

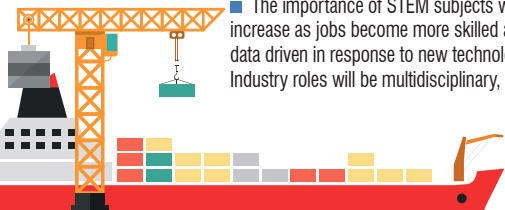
Useful subjects include

- Maths
- Science
- IT
- English

Some local employers

Associated British Ports
 P&O Ferry Masters
 DFDS
 PD Ports
 Rix Shipping Company Ltd
 Royal Mail
 Nigel Rice
 First Hull Trains

Sources: Business Register
 Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics, Maritime UK.



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www.apprenticeships.gov.uk/ www.allaboutcareers.com www.maritimeuk.org/careers/

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Public Sector

5% of employment in the Humber is in the Public Sector.

Public sector organisations provide a service for everyone: for example education (schools) and security and safety (police and armed forces). These services are paid for via taxation.

(Please note NHS and other health care services are covered with the Health & Social Care sector factsheet)

Will there be opportunities available?

■ East Riding of Yorkshire Council is the largest employer in the East Riding employing Over 6,000 staff within the local authority and over 5,000 in schools. The organisation has an aging workforce with 57% of the workforce aged 45 and over and 27% of the workforce over 55. They need to start recruiting young talent into the organisation in order to fill the gaps to replace those leaving the organisation and to deliver services.

■ Local authorities report they are struggling to recruit to a variety of roles including: Social Workers, Care Workers, Engineers, Construction Professionals at all levels, Drivers & Refuse Collectors, Environmental Officers, Licensing Officers, Lifeguards, Swim & Gym Teachers and Instructors.

Did You Know?

■ The Public Sector accounts for 5 % of the region's workforce, employing around 21,000 people

■ There are a variety of different career opportunities within Local Authorities ranging from solicitors, accountants, marketing/media, Engineering, IT and conservation.

■ Part of the recruitment process for the armed forces, police and fire services involves assessing physical fitness, literacy, numeracy and communication skills.

■ In Hull & East Riding the largest employers are East Riding of Yorkshire Council and Hull City Council.

■ Nearly all public service organisations offer apprenticeships.

Types of Job	National Average Salary
Economic Development Officer	£22,000 to £50,000
Civil Engineer	£24,000 to £80,000
Police Community Support Officer PCSO	£17,500 to £23,250
Facilities Manager	£17,500 to £23,250
Payroll Administrator	£15,000 to £28,000
Highways Maintenance	£16,000 to £40,000
Trading Standards Officer	£19,000 to £90,000
IT Support	£16,000 to £35,000

Skills/qualities

- Communication and literacy
- Team working
- Attention to detail
- Customer awareness
- Good with numbers

Useful subjects include

- Maths
- Science
- IT
- English

Some local employers

- East Riding of Yorkshire Council
- Hull City Council
- North Lincolnshire Council
- North East Lincolnshire Council
- Fire Service
- HMP Prison Service
- Humberside Police
- HM Courts

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.



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www.allaboutcareers.com www.sfjuk.com

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Visitor Economy

8% of employment in the Humber is in The Visitor Economy.

This sector covers events food and service management, gambling, hospitality services, hotels, pubs, bars, nightclubs, restaurants, self-catering accommodation, holiday parks and hostels, tourist services and visitor attractions. Good people skills are essential for most jobs as most roles involve dealing with customers on a daily basis.

Will there be opportunities available?

- Britain will have a tourism industry worth over £257 billion by 2025 – just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number.
- The sector is predicted to grow at an annual rate of 3.8% over the next 6 years.
- The Covid 19 Pandemic has hit this sector hard, with jobs losses and staff on long term furlough. It is anticipated that the sector will grow again once the economy is back open.

Did You Know?

- The majority of the tourism workforce are aged 20-29 years old.
- It is possible to build a career with very few qualifications and there are growing opportunities for graduates too. There are roles in housekeeping, entertainment and management as well as finance, IT, HR Customer Service & Marketing.

- Hull continues to boom with £110m of investment into its hotels and venues. Hulls newest venue the £36m state-of-the-art music, arts and conference venue Bonus Arena, has already secured a full calendar of events.
- Over the next ten years, Grimsby will see a resurgence of activity across the town with investments worth over £60m as part of the Greater Grimsby Town Deal. This includes the redevelopment of its Riverhead which will see a nine-screen cinema and seven new restaurants and bars coming to the town. Invest Humber.
- An additional £7.2m is being spent Cleethorpes developing the town centres public realm, a new kiosk and entertainment venue along with a new programme of events.

Types of Job	National Average Salary
Hotel Manager	£20,000 to £60,000
Tourist Information Centre Assistant	£14,000 to £35,000
Travel Consultant	£14,000 to £40,000
Chef	£13,000 to £50,000
Restaurant Manager	£18,000 to £45,000
Events Manager	£17,000 to £80,000
Waiting Staff	£12,000 to £27,000
Catering Manager	£19,000 to £40,000
Kitchen Assistant	£11,500 to £16,500

Sources: Labour Force Survey, NOMIS, Annual Survey of Hours and Earnings, Invest Humber, ONS.

Skills/qualities

The Visitor Economy sector offers a wide range of opportunities at entry level. From Barista to Theme Park Worker and Cinema Projectionist, interesting entry level jobs are available offering the opportunity to use great people skills. With A Levels or an apprenticeship, roles in Air Traffic Control and Events open up, and higher education gains entry to work as an Art Gallery Curator or Hotel Manager.

Useful subjects include;

- Maths
- English
- Languages
- Customer Service

Some local employers

Hull Truck Theatre
Humberside Airport
KC Stadium
P&O ferries
Bridlington Spa
Grimsby Auditorium
The Deep

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www.allaboutcareers.com www.skillsactive.com www.hospitalityguild.co.uk

Search for jobs by... popping in to your local Job Centre
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What about going onto Higher Education (HE*)?

Here are a few common issues and facts to reassure you.

I'm worried about the money side of things.	Higher education is a big step but there is loads of help and support available. The repayments of the loan are manageable and you won't need to spend any of your own money to pay for anything upfront. Most universities offer bursaries (extra money that you don't have to pay back) depending on family circumstances and other reasons.
What if I don't get a job afterwards?	Many degrees involve placements and time in industry to help you get started on your career. Every university and higher education college has a careers and employability team who are there to help you get a job when you graduate and beyond.
I'm not clever enough to go to university.	Different courses have various methods of assessment, so don't be put off. There is lots of study support available in higher education. Entry requirements for courses vary widely at different universities, so undertake research to find the best ones for you. You may surprise yourself so aim as high as you can!
I think I've had enough of studying, I just want to get a job.	Higher education is different to previous study. Many courses have practical and applied elements, plus you manage your own learning. You could look at part-time study or there's the Open University. There is an increase in the number of jobs needing a degree, so you need to check you're not closing doors on potential careers.
I don't want to move away from home.	If you want to stay locally for your higher education, that is an option, but you might like the idea of living somewhere new!
What if I'm homesick? I'm worried I won't make friends.	When you start at university, it is new to everyone. In your first few weeks there will be activities designed to help you settle in and find out about things like student societies you can join. It's a great chance to make new friends. Visit universities and colleges (such as on open days) to get a feel for the environment.
I don't know anyone who's been to university.	Ask in school about your 'alumni'; these are ex-students who sometimes come back to school to explain about their career path and experiences. They can help to act as role models for younger students. Higher education will help you increase in self-confidence so don't let being nervous put you off applying.
My family are not that keen on me going to university.	It's important to talk to your family to see what they are worried about. If it's money have a look at the information together. You can help to reassure them about your future. They can look at the family page near the end of this publication to find out more.
I'm not sure what courses are available.	The best place to start is the UCAS website to get an overview of all the higher education courses (including degree apprenticeships). You need to think about where you want to study and what; you'll get help from school/college with your decisions, remember to do your research and ask as many people as possible!

* This is studying at university or a college where they run higher education courses.

Glossary

The world of education and training is full of confusing terms (jargon). Here are a few commonly used words and phrases; part of your research into your future career can be investigating others you will come across!

Apprenticeship - 'Learning on the job' whilst working towards a qualification. See pages 6-8 for more information about the different types of apprenticeship that are available.

Bachelor of Arts (BA) - A bachelor's degree with a focus on the arts, social sciences or humanities.

Bachelor of Science (BSc) - A bachelor's degree with a focus on the sciences.

Campus - The grounds and buildings of a university or college.

Clearing - A process for HE applicants who did not receive offers, declined their offers, did not meet entry requirements or some cases did better than they were expecting.

CV/Resume - Curriculum Vitae (story of your life) - usually no longer than two pages.

Foundation Degree - Combines academic and vocational skills in a higher education course. Equivalent to two years of a bachelor's degree.

Graduate - A person who has successfully completed an undergraduate course.

HE - Higher Education.

Maintenance loan - A loan for students to help them pay for their living costs while studying.

Personal statement - either a section on a job application form or a part of a UCAS application; a chance to sell yourself.

Referees/references - These are people who can provide your potential future employer or university with some information about you - not someone from your family they would usually be your teacher or previous employer.

STAR technique - This stands for Situation, Task, Action, Result - it's a good way of describing your skills and competencies.

Tuition fees - Tuition fees are set by higher education providers. Currently, the maximum they can charge per year is £9,250.

Tariff (points) - A scoring systems used by UCAS to measure students' academic achievements. They show if a person qualifies for specific higher education courses.

UCAS - University Centralised Admissions Service - runs the university and colleges higher education application process, plus holds information on degrees, degree apprenticeships and how to make your choices.

Undergraduate - A student who is studying for a bachelor's degree.

Unique Selling Points - Your USP's are what makes you stand out - you may have a particular skill or talent which can help you succeed. Sometimes you will be asked at interviews about your strengths and weaknesses/areas of development.



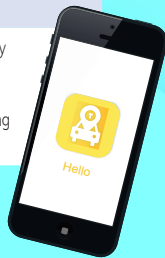


Jobs in the Future

Some examples of 'new jobs' that didn't exist 20 years ago. Many more new roles will be created in the future!

Job	What is it?
Social Media Strategists	Social Media Strategists take the traditional skills of the marketer online and into the 'social' world to reach a global audience. They increase website traffic and work with multidisciplinary creative and technical teams, to promote and sell products, services and ideas. The role uses a wide range of skills, including the strategist's knowledge of how the internet works (such as SEO and algorithms), the psychology of selling and brand awareness.
Social Media Manager	The Social Media Manager uses social media activity to promote the products and services of a company. Using platforms such as Facebook, Twitter, Flickr, YouTube, Pinterest and Instagram, the Social Media Manager's skills set includes copywriting specifically for new media and video creation. With a keen eye for what's on trend, this fast-paced role is becoming increasingly more important in promoting the image of forward-thinking companies.
Chief Listening Officer	Closely related to the role of Social Media Manager, the Chief Listening Officer monitors social channels to gain feedback on customer opinions. The information and data they collect is used by the company to improve products and services and to find innovative new ways of selling to the public. A lucrative and rapidly developing role in the commercial world.
User Experience Design	The role of User Experience Designer (or UXD, UED, or XD) enhances user satisfaction with a product by improving the usability, accessibility, and desirability provided in the interaction with a product.
User Experience Analyst	User Experience analysts look for ways to make using a web site easier, more pleasant and more engaging for consumers.
Web Content Strategist	A Web Content Strategist is responsible for the creation, delivery and management of content in written, visual and audio formats.
Robotics and Artificial Intelligence	Developments in the field of robotics and artificial intelligence will create a range of opportunities in the science and technology sectors of the future.

Search Engine Optimisation Specialist	SEO Specialists manage search campaigns for their clients by researching keywords and increasing the ranking of websites on search engines such as Google. Logical thinking and an analytical mind are essential in this role.
Data Scientist	The data scientist does not simply collect and report on data, but analyses it from all angles, draws conclusions and recommends ways to apply their findings.
Market Research Data Miner	Customer information is valuable to businesses, and the role of the Market Research Data Miner is to compile and effectively use information gained through market research in future marketing campaigns.
The Digital Marketing Specialist	The digital Marketing Specialist manages the execution of all digital and online marketing.
The Cloud Services Specialist	The Cloud Services Specialist uses their in-depth level of proficiency with mechanisms, devices, technologies, practices and overall assessment criteria relating to cloud storage technologies and services.
The Big Data Architect	The 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.
Android Developer	The Android Developer works on new and existing applications and frameworks for Android devices. A growing and lucrative area of the tech industries.
App Designer	App Designers design the look and feel of apps for an increasingly more sophisticated technology sector.
App Developer	Plans all aspects of how a user will navigate their way around an app.
Virtual Business Service Providers	The way we work is changing. With developments in technology, many traditional 9 to 5 commuter jobs are being replaced by telecommuting roles. Customer Service, PA's, Public Relations and Administrative jobs are increasingly worked at a distance from the employee's home, saving companies money and changing the working day.



DIGITAL MARKETING

Bloggers	Using a conversational style to engage online readers, Bloggers both market products and promote a wide range of ideas. Working either for companies or promoting their own businesses and interests online, Blogging and Vlogging (using Video) can quickly reach a global audience through viral campaigns, generating celebrity status for the Blogger!
Video Journalists	In the 1980's, due to a lack of resources and manpower, reporters had to shoot and edit their own stories. Again, in a drive to save money this role is back, with large-market news groups hiring small-market reporters as video journalists at a fraction of the cost.
3D Printed Clothing Designer	3D Designs are now appearing on catwalks, presenting affordable manufacturing possibilities and innovative new trends.
Chief Privacy Officer	The Chief Privacy Officer is a senior level executive within a business or organisation who is responsible for managing the risks and business impacts of privacy laws and policies.
Virtual Lawyer	As more of our daily lives go online, we will need an increasing number of specialist lawyers to resolve legal disputes.
Interior Re-designers	Upcycling is environmentally friendly, on-trend and big business! Working as freelance consultants or as in-house interior design staff, re-designers will redesign a client's home using objects they already own or upcycle their possessions for other uses.
Green Deal Assessor	The Green Deal allows consumers to make energy-saving improvements to their home or business without having to pay all the costs upfront.
Sustainability Expert	Sustainability Experts are hired by companies to share their expertise in the 'green or alternative energy space', so companies can help their businesses move forward with more sustainable practices in place.
Patient Advocates	In the healthcare sector there are several types of patient advocate, and although their services vary, all of them aim to ensure that patients and families are well informed and reassured in what can be a stressful situation.

Senior Move Management	Senior Move Management companies help older adults and families with the physical and emotional demands of downsizing, relocating and modifying their homes.
Elderly Care	With high levels of healthcare increasing life expectancy and an aging population, attention is being given to care of the elderly and future provision in this growth sector.
Genetic Scientist	Genetic scientists working in a clinical setting use their knowledge to guide and treat patients with hereditary diseases or disorders. Genetic counsellors test patients for inherited conditions and advise them on possible treatments. Counsellors often specialize in one field, such as oncology.
Retail	Opportunities are growing for entrepreneurs to sell their goods and services online in the global marketplace. While large high-street stores are suffering because of the popularity of online shopping, smaller, more specialist shops are appearing on the high street, and supermarket staff roles are changing with the introduction of self-service checkouts. The way we shop will undoubtedly have an impact on the retail jobs of the future.
Meditation and Yoga Teacher	As life moves at an ever-faster pace, trends in health and wellbeing have opened up more opportunities for meditation and yoga teachers to work in the community, workplace, schools and colleges.

STEM

science, technology, engineering and maths

Many of the jobs listed in this brochure rely on high level STEM skills and qualifications that employers will continue to value in the future.

For more ideas, see <http://www.futuremorph.org.uk>





Top tip! 

Other skills are really important such as creativity and problem solving.

It's all about skills!

These are skills which are sometimes called 'transferable skills'. They are needed in many different types of jobs by employers. Think about how you can show and develop your skills.



Skill	What is it?	Why is it important?	What can I do to develop it?
 <p>Communication</p>	Getting along well with others, listening and understanding instructions, joining in with discussions.	Effective communication is essential for all aspects of life. It helps to keep organisations running smoothly. Being a good communicator allows you to share information or ideas to different audiences.	Get involved in class discussions, take opportunities to present your work, write a blog, join a debating club.
 <p>Problem Solving</p>	Being logical and finding solutions to difficult situations or tasks.	Problem solving is a really valuable skill to have. Employers want someone who can help them find solutions to problems and this will often involve team work, creativity and resilience.	Have a go at solving puzzles in magazines or online, challenge yourself with your work in school by working on the harder concepts, read the news and get to know more about the world.
 <p>Organisation</p>	Good time keeping, efficiency and being well prepared.	Being organised is vital as an employer will want to know that you will be able to stick to deadlines and be prepared for the work that you do.	Stick to deadlines you're set, set yourself targets or goals, get a part-time job alongside your studies, keep a diary or calendar.
 <p>Leadership</p>	Being able to manage situations, using all resources effectively and, understanding and applying the skills of those around you appropriately.	Having leadership qualities shows a potential employer that you can be strategic, have potential to progress further and maybe even manage a team of staff one day.	Take part in programmes like the Duke of Edinburgh Award or National Citizen Service (NCS), join a cadet programme, take opportunities to lead on projects in school or college.



Skill	What is it?	Why is it important?	What can I do to develop it?
	<p>Creativity doesn't just mean being artistic. To a lot of people creativity is thinking bigger and coming up with ideas or solutions that work well and might not have been thought of before.</p>	<p>Being creative is a great skill to have, it helps with problem solving. Being able to think creatively and think about new ways of doing things will help.</p>	<p>Keep up to date with the news, keep your brain active, write a blog or create videos about something you are interested in.</p>
	<p>Working well with others, knowing each other's skills and talents, and supporting everyone in the team.</p>	<p>All job roles include some form of team working whether it is direct or not. Being able to work effectively and efficiently with your colleagues is a must!</p>	<p>Get involved with team sports or activities, contribute to group projects, volunteer for a local organisation.</p>
	<p>Being able to pick yourself up after being knocked back. Taking a moment to evaluate and then trying again from a different angle.</p>	<p>Being resilient is a great skill, it shows you can take constructive feedback and build it into the way you work. It shows an employer or tutor that you are flexible and willing to grow.</p>	<p>Reflect on feedback you are given whether that's in your studies or after an interview, evaluate your work, understand what works well for you and what you might need to do differently and try it that way.</p>
	<p>Understanding your own strengths and areas for improvement and how you can improve on these.</p>	<p>Being self-aware allows you to understand your own skills and abilities and how you can apply them but also how you can improve on them.</p>	<p>Push yourself out of your comfort zone, do some adventurous activity, take up a sport, challenge yourself with your studies.</p>

Making Successful Applications

Whatever age you are, gaining experience can help you succeed in your future, by building your skills and knowledge.

This can be work experience organised by your school or college, experience you organise yourself, but it also includes a range of other things you might not think are important. Things like:

- Volunteering in your community
- Playing sport and helping to coach younger students

- Doing dance or drama
- Being part of a club or society at school
- Mentoring younger students at your school
- Looking after your younger siblings
- Helping older members of your family
- Hobbies and interests, such as music, photography or computers

Look at pages 24 and 25 to find out more about skills and ideas to help you develop your strengths.

While you're at school you'll get chance to visit employers, colleges and universities, plus representatives will come to school to talk about their jobs and industries.

Make the most of these opportunities to think about what sort of career you are interested in.

Do your research into what sort of qualifications are needed. What sort of person do you need to be to make a success of your ideas?

So, where's the best place to start to gain work experience?

Volunteering with an organisation in the field in which you would like to work is a great place to start.

You might be able to get experience through your family and friends (always check with school that this is appropriate).

All relevant experience looks good on your CV, and good references from voluntary work can make the difference to you being successful.

For some future career areas, you need to have relevant work experience. This includes many health careers such as nursing, medicine and dentistry. Start your research here;

<https://www.healthcareers.nhs.uk/workinghealth>

Remember that as well as the work experience itself, what you learn and the skills you develop are equally important to record and talk about.

Don't be afraid to explore the unusual. Famous writers, artists, musicians and actors all started somewhere. Make the most of all your experiences.

Recruitment

There are several ways that employers recruit, so make sure you read the instructions carefully. Is a CV acceptable or do you need to complete a separate application?

Will there be an assessment centre? This could be a group task or an aptitude test. Read all the information carefully so you know what to take with you and what to expect.



CV

CV stands for 'Curriculum Vitae' which means 'story of my life'. This is a short document completed by you, about you.

Along with your CV you should send a short cover letter to your potential employer to introduce yourself and say why you would be suitable for the job. This is your opportunity to sell your skills and to grab the employers' attention.

A CV is usually a maximum of two pages A4.

Keep the design simple and use either 12-point Times New Roman or Arial font. Black text on white paper is standard. CV templates are available online.

Photographs are not usually added to a CV in the UK but if this is asked for include a professional looking passport style head shot.

Use plain and positive language and clear, concise content. Be factual, honest and grammatically correct. Check for spelling mistakes and ask a friend or family member to check your CV for mistakes and to give feedback.

Your CV is the first and only chance you have to sell yourself to an employer. Start with a personal profile, which is a few concise lines to sum up your skills and experience. Then list your paid work or voluntary work experience. Usually you put your most recent work experience and qualifications first and work backwards.

After your work experience, list your qualifications. Include both academic qualifications and any professional development achievements.

Save your CVs on your computer so you are ready to apply when you see an interesting job opportunity.

Application forms

Sometimes you need to complete an application form too. It's vital to complete the Supporting/Personal Statement section of the form as fully as possible; this is your opportunity to outline all the skills you hold that are relevant to the job/apprenticeship or course.

If the application form is hand written, be neat and remember to check your spelling and grammar (whatever the format). The document, like your CV represents you and must give a good impression!

If you are applying to Higher Education, your school or college will help you through the process.
<https://www.ucas.com/undergraduate/applying-to-university>

Interviews – Your chance to shine.

There are several types of interview, and you may go through two or three interviews for each job before being made an offer.

Sometimes an initial interview might be done through Skype or by telephone before proceeding to a face-to-face meeting.

When attending a face-to-face interview:

- Dress appropriately and be on time.

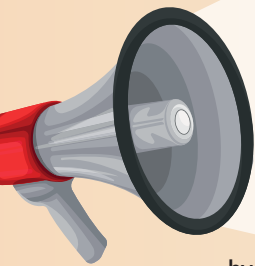
- Smile, be professional. Ask questions, be interesting and interested and learn from each interview experience.
- Be prepared. Read about the company/organisation online and think about what you would like to ask them. Think of the interview as a two-way process. You are learning about the people and organisation you will be spending a lot of your time with, just as much as they are finding out about you. Thinking about the experience in this way helps to calm any interview nerves.
- Here are a few things an employer might talk about ...
 - Your skills and strengths.
 - What you know about the company or role.
 - Your ambitions and motivation.
 - Your work history and education/qualifications.
 - Points covered in the 'person specification' of the job description and how your background might fit with this.
 - Your experience of working in a team or of being able to work on your own initiative. People will often ask for examples so it's wise to think these things through in advance.
- **Enjoy the experience and good luck!**

Find out more:

<https://nationalcareersservice.direct.gov.uk/get-a-job/top-10-interview-questions>

<https://nationalcareersservice.direct.gov.uk/get-a-job> <https://www.cv-library.co.uk/cvtemplates>

<https://www.prospects.ac.uk/careers-advice/interview-tips/assessment-centres>



Calling all Parents and Carers!

Parents and families are a huge influence when it comes to young people and their career decision making. This is backed up by a survey by the National Citizen Service.

This booklet provides information on some of the large employment sectors within the local region and shows how your son or daughter can help them apply for their next step.

Many of the new and emerging jobs are focused on high level skills in all sectors, so encourage your son or daughter to make the most of experiences they have both within school and their free time.

It's important for you to encourage your son/daughter to get advice from advisers/teachers and speak to training providers, employers and colleges and universities.

Your son/daughter's school/academy has the responsibility to provide access to independent and impartial careers guidance. Contact the school they attend to find out more.

The more they talk to people and the more information you can gather, the easier it will be to make the right decision.

There are some key things to think about at key ages/stages for your son or daughter.

Year 8 and 9

This is when GCSE options are selected. The core subjects such as English, Maths and Science will be compulsory, but there will be choices. Speak to your son or daughter and their school.

If they are thinking about a particular career, check if they need particular qualifications.

Year 10 and 11

During Year 10 and 11 students may get a chance to do work experience or volunteering which can help them develop skills and/or their career planning.

In Year 11, students should be focusing on their exams, but also researching subjects and qualifications needed for their next step.

If they are thinking about a particular career, check if they need particular qualifications.

After Year 11, all students need to stay in some form of education or training; this could be full-time at college or sixth form or through an apprenticeship.

Year 12 and 13

In Year 12, students will be in their first year of sixth form or college and they will be preparing to apply to higher education if this is their preferred next step.

They will be supported to research courses, visit open days and undertake the application process (visit www.ucas.com)

In Year 13 they will make their applications. Encourage them to check when their school or college deadline is (usually it is earlier than the official UCAS deadline).

Whatever route your son or daughter takes you can help and support them.

See below for some useful links

<http://www.parentadviser.co.uk> www.ucas.com - for information about higher education (including student finance)

<https://amazingapprenticeships.com/parents/> <https://www.youthemployment.org.uk/category/careers-advice-for-parents/>

Further information and contacts

The aim of this brochure is to provide key messages about the labour market in the Humber. On the next two pages you will find some key local contacts and some further relevant websites. Please note this is not an exhaustive list.

Log on Move on – Hull and East Riding online Careers Gateway

Visit www.logonmoveon.co.uk to find out everything you need to know about local education, training and apprenticeship opportunities.

Lincs2 North East Lincolnshire online Careers Gateway

Visit www.lincs2.co.uk to find out everything you need to know about local education, training and apprenticeship opportunities.

Lincs4u – North Lincolnshire online Careers Gateway

Visit www.lincs4u.co.uk to find out everything you need to know about local education, training and apprenticeship opportunities.

Skills East Riding

Visit www.skillsastriding.co.uk for a wide range of useful information and resources on growth sectors, the local job market and employment skills needed in the region.

Hull and East Yorkshire LEP

www.heylep.com

The Local Enterprise Partnership (LEP) brings together business leaders and local politicians to make decisions that drive economic growth and create new jobs.

Greater Lincolnshire LEP

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

The Local Enterprise Partnership (LEP) brings together business leaders and local politicians to make decisions that drive economic growth and create new jobs.

University of Hull

Visit www.hull.ac.uk or email scls@hull.ac.uk to find out all you need to know about going to university and the wide range of courses on offer at the University of Hull.

HOP

www.hop-humber.co.uk Humber Outreach Programme is a regional network whose aim is to help schools and education professionals support their pupils to achieve their potential through raising aspirations and increasing participation in FE and HE.

Enterprise Adviser Network in The Humber

The Humber Enterprise Advisor Network is part of a national campaign 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 and promote the skills needed by the workforce of the future.

Find out more about the CEC here
<https://www.careersandenterprise.co.uk/>

National Citizen Service

<http://ncsyes.co.uk/> Provides opportunities for 15-17 year olds to develop by taking part in team projects to help their community.

The Opportunity Centre

www.theopportunitycentre.com

The Opportunity Centre brings together careers resources and information on programmes to support young people and adults on their journey in learning and work.

Jobs, Careers, Routes

The National Careers Service website is suitable for all ages and includes general information on routes into careers, skills and qualities required, and pay.

Find out more on:

www.nationalcareersservice.direct.gov.uk
(or search online for National Careers Service)

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

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

iCould <http://icould.com>

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

Ring 0800 015 0400 for information.

Shape Your Future



Disclaimer

Aspire-igen staff have researched the web links referenced in this publication. However, website information can change rapidly. Aspire-igen does not endorse organisations or accept any responsibility for the content of external sites.

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