

Shape Your Future...

in York & North Yorkshire 2021/22



Shape Your Future

Explore your career routes, options and pathways

This guide will help you research and plan your next steps.

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

- To find out more about qualifications, routes and education and training pathways, go to pages 6, 7 and 8.
- Go to pages 10-23 to find out more about work “sectors” – the name for a collection of jobs that may need similar subjects for entry. Page 9 contains information about self-employment if you’re interested in working for yourself.
- Everyone needs to make the most of their skills and experiences - on pages

Disclaimer

The information has been researched and all the web links have been checked within this publication. The inclusion of an organisation does not signify an endorsement. Remember website and other information can change rapidly. Salary information has been sourced from the National Careers Service website (job profiles page) to provide consistent starting salaries. <https://nationalcareers.service.gov.uk>

The information presented shows the most recent Labour Market Information by region, showing general data analysis, despite some sectors recently being impacted by Coronavirus 2020.

24 and 25 you’ll find some ideas on how to develop yours.

- No-one likes the thought of job interviews, but pages 26 and 27 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.
- Links and further information can be found on page 31.

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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Welcome to Shape Your Future in York & North Yorkshire

We want our young people to be equipped to take full advantage of opportunities in education, training and careers.

York and North Yorkshire is a great place to grow up and complete your education. It offers varied and interesting jobs and careers. We want to give you the information, experiences and confidence to make the best possible choices about work or further study so that you are in control of shaping your future.

We are thrilled to support this Shape your Future booklet, a fantastic resource to give you an overview of the job market in York and North Yorkshire and the growing opportunities and skills in demand.

Our diverse region supports a wealth of key sectors.

In our beautiful rural areas, key sectors like agriculture, food and the visitor economy are important, while our vibrant towns deliver jobs in high value sectors like rail, digital, finance and insurance. Our Coast is a home to a growing offshore renewables sector while the City of York boasts two world class universities, a high profile as a hub of bio-tech and life sciences alongside a rich history and future as UK's first UNESCO City of Media Arts.

Ensuring current and future generations are equipped with the skills they need for the workplace is key to increasing employment.

Apprenticeships and T Levels are available for those of you who want to develop technical expertise 'on the job' and gain the skills required by employers. Technical skills, particularly in STEM subjects (science, technology, engineering and maths) will be crucial to the future of our local economy.

York & North Yorkshire has set out an ambitious vision to become England's first carbon negative region by 2040. New types of training will support exciting

"green" jobs in construction, plumbing and electrical services to deliver low carbon ways of building and heating, and new innovations to electric vehicles. There will also be demand for skilled workers to take on important jobs in sectors such as engineering, construction, tourism and manufacturing to replace many of the current workforce who will retire.

Wherever you live in our region there will be a wide range of high quality training available. We will continue to fund state-of-the-art training at all levels, working with local colleges to deliver pioneering use of augmented reality learning, mechatronics engineering, electronic and computing engineering and cutting-edge skills in food, drink and agri-tech automation.

Our work with the Careers and Enterprise Company ensures that every school is delivering high quality advice and guidance that reflects the local labour market. Career Leaders in schools have access to local business networks meaning students can benefit from high quality workplace experiences.

We want our local careers information, advice and guidance to encourage you to see the art of the possible. Nothing should hold back your ambitions and we hope this information supports you to aim high, be unique and be driven to achieve your potential.

Sam Alexander - Chair of YNY Skills and Employability Board





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?	
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>	<p>Aerospace</p> <p>Creative and media</p> <p>Cyber security</p> <p>Design engineering</p>	<p>Electronics</p> <p>ICT and big data</p>
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 to look after an ageing population - especially workers on a mobile basis to deliver services to people.</p>	<p>Bioscience</p> <p>Health care</p> <p>Leisure</p>	<p>Pharmacology</p> <p>Social care</p>
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>	<p>Creative and media (including gaming)</p> <p>Education</p> <p>Engineering</p>	<p>ICT</p> <p>Manufacturing</p> <p>Science</p>
'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>	<p>Agriculture</p> <p>Engineering including motor vehicle</p> <p>Chemical processing</p> <p>Recycling</p>	<p>Design</p> <p>Energy and utilities</p> <p>Innovation</p> <p>Research (including into alternative food sources)</p>
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>	<p>Health and beauty</p> <p>Sport and leisure</p> <p>Hospitality and tourism</p>	<p>Creative and media</p> <p>Financial advice</p> <p>Sales and marketing</p>

Which skills will be most important?

- Technological
- Communication
- Creativity including Design

Reasoning and Problem Solving

These skills are important for nearly all the jobs!

*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!

LEVEL 1 14 to 16

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'.

LEVEL 2 14 to 16

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.

LEVEL 3 16 to 18

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.





LEVEL 4 18+

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.

LEVEL 5 18+

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 usually delivered by 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.

LEVEL 6 18+

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.

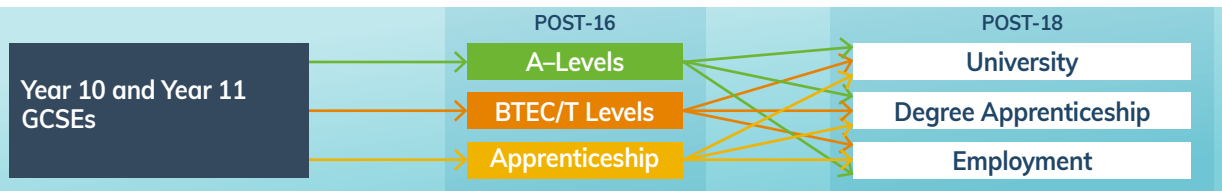
For more information... <https://nationalcareers.service.gov.uk/careers-advice/career-choices-at-16>

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

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 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) 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, 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 page 28 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.

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.

Find out about options for further study at:

<https://www.ucas.com/further-education>

<https://www.informedchoices.ac.uk/>

<https://www.york.gov.uk/downloads/download/946/planning-your-future-post-16-guide>.



Small Business and Self Employment

17% OF THE YORK AND NORTH YORKSHIRE WORKFORCE ARE SELF EMPLOYED

(COMPARED TO 14% IN ENGLAND).

Source: Annual population survey, York North Yorkshire East Riding labour market analysis (YNYER) Dec 2019



Interested? For more 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/>

The usual definition of small and medium sized enterprises (SMEs) is any business with fewer than 250 employees. There were 5.7 million SMEs in the UK in 2018, which was over 99% of all businesses.

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

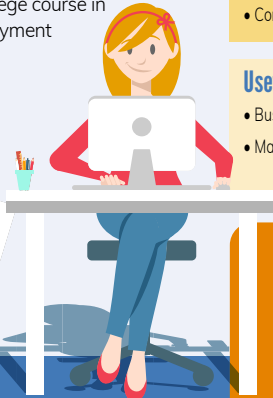
You will need to think about:

- What are you passionate about?
- Could it make money or solve a problem?
- 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
- Persistent
- Flexible
- Competitive
- Imaginative
- Willing to take risks
- Communication skills

Useful subjects include;

- Business
- English
- Maths
- Administration
- ICT

Top tip!



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

Peter Jones Enterprise Academy (Dragon's Den)

<https://www.peterjonesfoundation.org/>

Shell <https://www.shell.co.uk/sustainability/society/encouraging-enterprise/shell-livewire.html>

Young Enterprise <https://young-enterprise.org.uk/>

National Citizen Service <https://www.ncsy.es.co.uk/>



Advanced Manufacturing and Engineering

THERE ARE 54,000 PEOPLE EMPLOYED IN MANUFACTURING, THIS IS 11% OF TOTAL PEOPLE IN YORK AND NORTH YORKSHIRE.

Investments in robotics, new technologies and changing processes to protect the environment have resulted in more demand for highly technical roles in this sector. There are skill shortages for jobs in manufacturing and engineering due to an ageing workforce. The sector urgently needs young people.

■ Job postings in greatest demand in the area 2020/21 include Maintenance Technician, Mechanical Engineer, Production Worker, Electrical Engineer and, Quality Inspector / Technician.

■ York and North Yorkshire has businesses manufacturing automotive, satellite and diagnostics components for the life sciences sector and also producing metal castings for aircraft.

■ There are opportunities in advanced manufacturing across York and North Yorkshire - in Ryedale, Scarborough, Skipton, Tadcaster, York and Selby. For example Greencore Selby is part of a

leading international manufacturer. They have 22 convenience foods manufacturing sites in the UK and the US; and employ in the region of 12,000 people.

■ Sylatech, based in York, recently received financial support for a new KeepSafe product development. A simple personal handheld device, which enables users to avoid touching handles, buttons or grabbing items unnecessarily.

Types of Job	Average Starting Salary
Wind Turbine Technician	£23,000
Manufacturing Systems Engineer	£22,000
Maintenance Fitters	£16,000
CNC Machinist	£15,000
CAD Technician	£15,000
Welder	£18,000

Sources: Annual Survey of Hours and Earnings, ONS 2015
Business Register Employment Survey, NOMIS 2016 (2014 figures).

Skills/qualities

- Mechanical aptitude
- Problem solving – practical and theoretical
- Communication
- Decision making
- Ability to meet deadlines
- Organisational and planning skills
- Teamwork
- Health and safety aware

Useful subjects include

- Maths
- English
- ICT
- Sciences
- Design and Technology
- Business

Some local employers

Econ Engineering Ltd
 Lambert Engineering Ltd
 Dechra Pharmaceutical
 Marshall Aerospace
 Sylatech Limited
 Rosti Automotive
 Unison
 Samuel Smiths Brewery
 John Smiths
 Molson Coors
 Portakabin

In the future... Growth in this sector will be in highly skilled jobs rather than the more traditional engineering roles – such as design engineering. This is due to the impact of globalisation, developments in science and technology and the environment.

Interested? For more information...

www.euskills.co.uk <https://www.energyinst.org/home> <http://www.futuremorph.org/>
<http://www.tomorrowsengineers.org.uk/> <https://www.theengineer.co.uk/>



Agriculture and Agritech

THERE ARE 450,000 JOBS IN THE UK IN AGRI-TECH, MAINLY IN AGRICULTURE.

THE RESEARCH AND DEVELOPMENT SUB-SECTOR IS EXPECTED TO GROW BY 8.9% AND FORESTRY BY 102% WITHIN YORK AND NORTH YORKSHIRE.

York and North Yorkshire is a global leader for agri-tech - bringing together farmers and food producers with scientists and technologists to improve food production (from field to fork). The agricultural sector is a key strength in our rural areas. Sophisticated technology is increasingly being used in farming, such as drones to identify crop diseases and pest control, and satellite systems to control agricultural vehicles and equipment, such as combine harvesters.

■ The Research and Development (R&D) base in York competes internationally in Agri-tech and bio renewables research. Other companies involved in the York area include Nestlé and McCain, University of York with their Centre for Novel Agricultural Products and the Green Chemistry Centre of Excellence. Fera Science Ltd., has over 350 scientists researching, investigating and solving problems which impact on food production and the environment.

■ Agriculture and Agritech Flood alleviation has seen an investment of £6.6 m in Whitby, Skipton, Tadcaster, Pocklington and Malton.

■ The New Tree Health Centre at Yorkshire Arboretum is a pioneering initiative for specialist training in tree health, pests and disease. This centre will be used to upskill professionals and students in outdoor learning settings.

In the future... Business and IT skills are also in demand (in addition to scientific and technological understanding of the industry). There will also be an increase in vertical farming in urban areas and a focus on developing greener technologies within environment.



Types of job	Average Starting Salary
Game Keeper	£14,000
Argonomist	£20,000
Agricultural Engineer	£25,000
Rural Surveyor	£20,000
Agricultural Inspector	£23,000
Bio Medical Scientist	£24,907

Sources: Source – York and North Yorkshire LEP partnership Annual Report 2020.

Skills/qualities

- Problem solving
- Attention to detail
- Team working
- Health and safety aware
- An interest in the natural world and the outdoors

Useful subjects include

- Science
- Maths
- English
- ICT
- Business

Some local employers

- Russell Group
- Ibbotson's Potatoes
- ADAS
- Hobson Farming Ltd
- Fera Science Ltd
- Cargill
- Green-tech
- Fera Science Ltd
- Nestlé
- McCain
- Plowman Brothers



Interested? For more information...

www.lantra.co.uk www.fera.co.uk www.agindustries.org.uk



Business, Finance and Professional Services

£56.3 m has been invested in the Business Sector in York and North Yorkshire in the last 5 years.

There are 39,000 Business and Professional jobs - 8% of total in York and North Yorkshire.

There are 36,000 Administration and support services jobs - 7% of total in York and North Yorkshire.

Finance, information and communication jobs make up 2% of total in York and North Yorkshire.

Business services include roles in the following areas - administrative services, contact centres, human resource provision, management consultancy, sales, recruitment and training.

- Financial services include roles in banks, building societies, insurance, pensions, credit finance, accountancy and financial advice.

- Professional services include architects, auditors, accountants, investment managers, lawyers, marketing consultants and public relation professionals.

- Skills in demand in our region are design and database management, network architecture, customer relations and cyber security with requirements for degree level qualifications and training.

- There is support for local initiatives as a priority in tax and legislation, finance, sales and marketing, import and exports. This includes business development for strategic management, operations, process, innovation, people and skills.

- The financial sector is a key employer in the York and the Craven areas.

- Skipton Building Society is the UK's 4th largest Building Society and has 1,800 employees based at their Head Office in Skipton.

- In Harrogate the Harrogate International Centre and local business community is strongly focused on the conference and exhibition industry, with the centre being one of the largest in Europe!

Types of Job	Average Starting Salary
Actuary	£30,000
Human Resources Manager	£35,000
Chartered Accountant	£25,000
Sales Manager	£22,000
Recruitment Consultant	£16,000
Financial Adviser	£25,000

In the future... There will be an increasing emphasis on digital skills in many administrative and customer facing roles.

Skills/qualities

- Communication
- Presentation skills
- ICT
- Problem solving
- Customer service
- Numeracy and literacy
- Accuracy and attention to detail
- Sales

Useful subjects include;

- English
- ICT
- Maths
- Business administration

Some local employers

Quest PR
Bowman Riley
Aviva
Financial Force
Hiscox
Skipton Building Society
Charterhouse Recruitment
Capita
Premium Collections
Tyro Training
Stephensons Estate Agents
Northern Recruitment Group
Harrogate Convention Centre
Garbutt + Elliott

Interested? For more information...

www.nsafs.co.uk www.icaew.com www.lawsociety.org.uk www.architecture.com www.cipr.co.uk



Construction

Construction is one of the fastest growing sectors in York and North Yorkshire. By 2024, employment in the skilled construction and building trades is expected to grow by 5%.

There has been a large investment in infrastructure projects – such as housing, transport and flood alleviation in the last 5 years.



Employment in construction is driven by investment in housing, transport infrastructure and new commercial developments. The construction of low carbon buildings, the need for social housing and energy efficiency modifications to property will all be a necessity in the years ahead.

■ The construction industry has over 150 professions including planning, design, project management and the technical trades. There are also new roles working in green technology and environmental specialisms. There is an ageing construction workforce in this area – so there is a high demand for apprentices. Self employment within this industry is also a popular pathway.

■ There is a demand for energy efficient properties and low carbon buildings for sustainable construction. There is currently a skills shortage for modular housing and bio-based construction.

■ Ilke Homes has a base in Knaresborough. Homes are built off site, in a factory controlled setting and transported to their final location. It is a quicker process

with a lower carbon footprint and cost effective. In 2020, the company secured a £30m investment from Homes England to increase the capacity of the factory and boost modern methods of construction.

■ In Ripon, there's the Clothesholme Urban Village project on former MOD land. This will create a new local centre for retail, community and commercial facilities, whilst creating employment opportunities within the area. There will be up to 1,300 new homes, improved pedestrian and cycling links, highways improvements, parkland, a new primary school and sports facilities.

■ The top job postings in the region were Civil Engineer, Quantity surveyors, Construction Manager, Chartered architectural technologists, Land Surveyors and town planners.

In the future... There is increasing demand for 'sustainable' construction skills and use of new technologies and materials, so new roles will emerge in the sector.

Types of Job	Average Starting Salary
Architect	£27,000
Carpenter/ Joiner	£10,000
Electrician	£18,000
Professional Civil Engineer	£18,000
Quantity Surveyor	£18,000
Plumber	£15,000
Labourer	£15,000

Sources: Annual Survey of Hours and Earnings, ONS 2015
Business Register Employment Survey, NOMIS 2016
UK Business Counts 2015



Skills/qualities

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

Useful subjects include

- Maths
- Design
- Physics
- Science
- Design technology

Some local employers

Persimmon Homes
Shepherd Building Group
Severfield PLC
Thompson Homes
Scothern Construction
Simpson (York) Ltd
Ilke Homes

Interested? For more information...

www.citb.co.uk/bconstructive/ www.citb.co.uk/careers-in-construction/ www.goconstruct.org



Creative and Digital

York has a thriving digital and media arts economy and was the UK's first UNESCO city of Media Arts.

Roles in the creative and digital sector use the latest technologies and include work in film and TV, social media, advertising, fashion, computer games and animation. Interactive media services, applications and content bring together the world of computing, the web, mobile phones and console games.

■ There is an increase in roles relating to the use of social media platforms such as Bloggers and Vloggers using conversation and recordings to engage online readers. Digital marketing is used to promote a digital presence using a wide range of social media platforms. There is a shortage of digital professionals within York and North Yorkshire.

■ Church Fenton Yorkshire Studios, Screen Yorkshire is a production facility which includes 9300 square metres of internal production space, plus additional workshops and offices. Channel 4's Head office move to Leeds provides hope for further skills training, jobs and investment opportunities for Yorkshire's media industry.

■ New jobs emerging include social media or web content strategist and manager, chief listening officer, user

experience design analyst, search engine optimisation specialist, data scientist, market research data miner, digital marketing specialist, cloud services specialist, big data architect, android developer, app designer and developer to name but a few!

■ Developments in E-learning have created the need for increase in e-learning development and service businesses, incorporating new methods of delivery such as webinars, applications, virtual learning environments, shared cloud storage etc.

■ 3D printing technology is developing rapidly to support a very broad range of new product developments such as advances in medical science, and prototypes for design industries. Mo Farrar wears trainers that were printed using 3D printing technology.



Types of job	Average Starting Salary
Web Content Manager	£25,000
App Developer	£21,000
Digital Marketer	£20,000
Public Relations Officer	£18,000
Copy Editor	£22,000
Web Designer	£18,000

In the future...

New innovative practices with increases in science and technology are developing creative ways of working, interactive media and driving the sector forward.

Skills/qualities

- Creative thinking
- Presentation skills
- Problem solving
- Communication
- IT
- Design
- Attention to detail
- Customer service

Useful subjects include

- Maths, English and ICT
- Design
- Art
- Media

Some local employers

Barker Brooks Media
Church Fenton Studios
Electric Angel Design
Revolution Software
Fever Digital

Additional source:
Creative Skillset Workforce Survey
Report 2014

Interested? For more information...

<http://creativeskillset.org/> <http://www.futuremorph.org/> <https://www.screenskills.com/careers>
<http://www.gamesindustry.biz/> <https://www.thetechpartnership.com/tech-future-careers/> <https://www.screenyorkshire.co.uk/>

Education

The education sector has 45,000 jobs in the York and North Yorkshire area, representing 9% of total employment.

40% of these workers are employed at level 4 and above.

Helping people to learn and develop involves teaching and training in a variety of settings from nursery and early years, to primary, secondary, further and higher education. Learning can be in the work place or via online learning. There are also support roles within education, i.e. mentor, education welfare worker, teaching assistant, school business manager, college business development, administration and maintenance.

■ There is a shortage of maths, physics, design technology and computer science teachers. Males are under-represented in child care and early years education roles, including head teachers.

■ The Education sector in the area is considered a strength. North Yorkshire has some of the best performing schools in the country.

■ York attracts 30,000 Higher Education students annually with access to high quality academic study and

research. There are approximately 450 schools and 6 colleges.

■ There is increasing demand for support roles such as Educational Psychologists and other Wellbeing and Mental Health roles, i.e. counsellors.

■ In further education and work based study, Apprenticeship assessors are in short supply in York and North Yorkshire.

■ In York and North Yorkshire £75k has been invested in analysis of local skills needed in the labour market.

In the future...

The future of e-learning platforms and developments with Moodles, MOOCs, virtual learning environments, apps, webinars and online meetings will see increasing demand for online and remote learning therefore increase in digital skills in education.

Types of job	Average Starting Salary
School Teacher	£24,373
Teaching Assistant	£11,500
Higher Education Lecturer	£33,000
Research Scientist	£15,000
Further Education Lecturer	£24,000
Learning Mentor	£14,500

Skills & qualities

- Communication
- Teamwork
- Patience
- An enquiring mind
- Problem solving
- An interest in working with people

Useful subjects include

- Science
- Maths
- English

Some local employers

- University of York
- Coventry University, Scarborough Campus
- Ebor Academy
- Hull York Medical School
- The Skills Network
- Selby College
- Local nurseries, schools and academies
- Language centres
- Children's centres
- Training providers



Interested? For more information...

<https://getintoteaching.education.gov.uk> www.feadvice.org.uk
www.advance-he.ac.uk <https://www.cipd.co.uk/>



Energy, bio renewables and the circular economy

The University of York is working with innovative bio-technologies and aims to be carbon neutral by 2034.

Yorkshire coast at Dogger Bank is the world's biggest offshore windfarm.

With a move away from coal and oil and a focus on environmental concerns, the government is targeting renewable sources of energy for the future, such as biomass, wind, solar, and tidal energy sources. Waste recovery is important, converting animal, plant or crops into energy to power machinery, vehicles or homes or to create new products such as oils, fats, cosmetics and detergents.

■ In York & North Yorkshire, £100k of funding has been allocated to the bio-economy project, to develop rural green communities towards a carbon neutral circular economy.

■ Future developments in green technology and renewable sources of energy have created new roles within construction, engineering, sciences, transport, production, management and manufacturing.

■ York & North Yorkshire is a rural area and the focus is to create green jobs within rural economies as providers of feed, energy, water and products, as well as improving on ways for low carbon energy transition, reduce waste through

supply chains, and switch to sustainable materials.

■ Examples of local initiatives are:

– Sea Grown a sustainable company specialising in offshore seaweed farming in Scarborough, with aquaculture sites.

– One Planet York Sustainability Food City York, Edible York, Grassroots projects which all contribute to foundations for a circular economy.

– The Leeming Biogas facility feeds gas into the national grid, by breaking down food waste and capturing the natural bio methane it releases.

In the future... Circular economy will drive improvements in economic growth, increase resource efficiency with developments in the renewable energy sector, be a leader in Bio-economy and improve the environment.

Interested? For more information...

www.greenenergyjobs.com/career-guide www.renewableuk.com/
www.energyinst.org/home www.thinkpower.co.uk www.greenporthull.co.uk

Types of Job	Average Starting Salary
Hydrologist	£22,500
Biomass and Renewable Maintenance Engineer	£18,000
Professional Energy Engineer	£20,000
Commercial Energy Assessor	£16,000
Biotechnologist	£19,000
Waste Treatment Technician	£14,500

Skills/qualities

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

Useful subjects include

- Science
- Maths
- Engineering
- Technology

Some Local Employers

Yorkshire Water
University of York
FERA
Bio Vale renewables development Centre
Allerton Waste Recovery Park
Drax Power Station
Duncan Renewables
Croda
Wilson Biochemical
North Selby Anaerobic Digestion and Horticultural Glasshouse Facility
Nestlé

Sources: Annual Survey of Hours and Earnings, ONS 2015
Forewind Annual Report 2015 Amey UK



Food Manufacturing

Food manufacturing involves preparation, production and packaging of food and includes roles in development, engineering, quality control, safety, technical skills and process management. Range of work includes processing fresh produce, convenience foods, drinks or confectionery and specialist artisan foods. Companies can range from small, self-employed to multi-nationals like Nestlé.

■ Some initiatives include Food Enterprise Zone, agri-food park in Malton. Whilst City of York has a range of initiatives such as One Planet York, Sustainability Food City York and Edible York to help promote and review the ethical operation of the food manufacturing industry.

■ Karro Food Group in Malton operates UK wide as a leading supplier of pork products into the retail and the food service market. The company employs 3,000 people with a turnover £600m. There are a broad range of job roles include operational food technology, engineering, manufacturing, food

operations and supporting roles in planning, supply chain management, accounting, finance, HR and Marketing.

■ Harrogate Spring Water achieved £21.6m sales last year and recently been acquired by the French food company Danone who produce Evian and Volvic. Awards achieved for environmentally safe fully recyclable bottles.

■ John Smiths Brewery in Tadcaster, North Yorkshire has a production output of 3.8million hectolitres of beer. There are 300 employees with John Smiths being the highest selling bitter in the UK since mid 1990's. There are a range of engineering, production and business related roles including quality control which involves testing the beer, finding defects and reporting any problems with the manufacturing process.



Types of Job	Average Starting Salary
Baker	£13,750
Food, Drink and Tobacco Process Operative	£12,000
Technical Brewer	£18,000
Nutritionist	£24,907
Food Scientist	£20,000

Sources: Business Register Employment Service, NOMIS, Annual Survey of Hours and Earnings, ONS.

In the future...

In Yorkshire and the Humber 14,000 new recruits will be needed by 2024.

Skills/qualities

- Willing to work shifts
- Numerate and literate
- Able to follow instructions
- Good attention to detail
- High standards of hygiene and safety

Useful subjects include

- Science
- Maths
- Food technology

Some local employers

- Karro Food Group
- Nestlé
- Danone
- GreenCore
- McCain Foods (GB) Ltd
- Quorn Foods
- York Cocoa House
- T&R Theakston Ltd
- Wensleydale Creamery
- Heck Food



Interested? For more information...

<http://www.tastesuccess.co.uk/> <http://www.fdf.org.uk/>

<http://www.ifst.org/> <http://nsafd.co.uk/nations>





Health & Social Care

In York and North Yorkshire, Health and Social Work employs 13% of all employees – more than 1 in 10 people.

1 in 10 people working in England are employed in Health and Social Care jobs, totally approximately 2.3 million people. The National Health Service is the biggest employer in the UK.

The Health and Social Care sector, which includes the NHS, offers over 350 unique jobs all in high demand. Jobs cover a broad range of roles from clinical positions, scientific research, health informatics, operational, business and human resources, to catering staff and hospital porters.

- There are a number of career pathways within the NHS, including apprenticeships. As an apprentice you will do a nationally recognised qualification and earn a wage. It's a great way to develop your skills and knowledge to become a qualified healthcare worker in your chosen career.

- There is an ageing workforce across the health sector, with a shortage of nurses and roles in the care sector such as care assistants, support workers, administrative and management

roles. There are a number of career pathways to enter the profession including apprenticeships and graduate roles with specialist training.

- During the 2020 Covid-19 pandemic, Harrogate was host to a Nightingale Hospital for the Northern region.

- Health technology skills are in demand as new developments emerge with the introduction of advanced 3D printing, robotics, and scientific developments in neurosciences, orthopaedics and prosthetics, designing new surgical instruments as well as advances in the diagnosis for diseases.

In the future...

Nationally the Health & Social Care sector will need up to 650,000 more workers by 2035 to meet a growing demand for care and support, in the independent sector and NHS. New technology will be increasingly used in patient monitoring, diagnostics, robotics and bioscience and will create new job areas.

Interested? For more information...

<https://www.healthcareers.nhs.uk> www.skillsforcare.org.uk/Home.aspx
www.hpc-uk.org www.ukhca.co.uk www.communitycare.co.uk

Types of Job	Average Starting Salary
Social Worker	£24,000
Critical Care Technologist	£31,365
Care Home Manager	£20,000
Therapeutic Radiographer	£24,907
Clinical Scientist	£31,365
Occupational Therapist	£24,907
Doctor	£58,808
Phlebotomist	£18,005

Skills/qualities

- Communication
- Sense of responsibility
- Good timekeeping and organisational skills
- Team work
- A positive attitude towards working with people who need care and support.

Useful subjects include

- Science and Maths
- English and Social care
- Other specific subjects may be required depending on the role chosen. Degree level qualifications, training and experience may be needed.

Some local employers

National Health Service
 North Yorkshire County Council
 The Avalon Group
 Barchester Healthcare
 Four Seasons Healthcare
 Christchurch Group

Sources: Business Register Employment Service, NOMIS, Annual Survey of Hours and Earnings, ONS.



Hospitality and Tourism

The are **56,000 jobs in Accommodation and Food Services, 11% of total jobs in York and North Yorkshire.**



York and North Yorkshire has a considerable number of national parks and areas of outstanding countryside and coast.

■ The sector covers events, food and service management, gambling, hospitality services, hotels, pubs, bars and nightclubs, restaurants, self-catering accommodation, holiday parks and hostels, tourist services and visitor attractions.

■ Long term accommodation and food services is one of the biggest sectors with demand for skills and identified as a growth sector, in addition Tourism expansion is expected by 3.3%. Short term the Covid pandemic has had a considerable impact on these industries.

■ There are opportunities to build business links with Hospitality, Heritage and Estate landscapes in partnership with The National Trust.

■ **Northallerton Treadmills** is a retail development, aiming to create a new

business and leisure site with £17m investment.

■ **Sowerby Environment Space Project** aims to create a multi-functional sports village providing sporting and recreation activities for the local community.

■ Accommodation and food services in Scarborough & Richmondshire is a big employer, with more than double the national average jobs.

■ There are a number of large events organised in the region, often requiring over night stays - such as the Tour de Yorkshire, variety of race meetings, the annual agricultural Yorkshire Show, UCI Cycling World Championships alongside other sporting, musical and theatrical events and the annual Youth festival.

■ York City Centre has a number of tourist attractions including York Minster, the National Railway Museum and the Yorvik Centre.

In the future... Space tourism will require space pilots and tour guides.

Types of Job	Average Starting Salary
Hotel Manager	£20,000
Tourist Information Centre Assistant	£14,000
Travel Consultant	£14,000
Chef	£13,000
Events Manager	£17,000
Airline Pilot	£35,000
Waiting Staff	£12,000
Catering Manager	£19,000
Kitchen Assistant	£11,500

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

Skills/qualities

- Team working
- Communication skills
- Problem solving
- Negotiation
- Patience
- Customer care

Useful subjects include

- English
- Maths
- Sciences
- Business admin
- Languages
- ICT

Some local employers

- Hilton Worldwide
- Betty's
- Superbreak
- Lightwater Valley
- Blue Dolphin Holiday Park
- Hotel du Vin and Malmaison
- National Railway Museum

Interested? For more information...

www.hospitalityguild.co.uk

<http://www.yorkshire.com/places/north-yorkshire>

IT and Telecoms

Two Key objectives for York & North Yorkshire are to expand digital capabilities and increase supply of technical and STEM skills.

The IT industry involves working with computers and information systems including computer applications, software and hardware. There are jobs in design, development, manufacture, customer service, sales and installation. Telecoms involves installing, testing, repairing technology that transmits information. More recent developments in technology have increased the use of cloud storage, information sharing, social and mobile applications, data analytics, smart computing and the management of information security.

■ British Telecom is the largest employer in this sector in this area.

■ There are trends in shaping demand include digitalisation, changing work patterns, emergence of new technologies and changing consumer demand.

■ The Jobs advertised in greatest demand 2018/19 were Software Developer / Engineer, Computer Support Specialist, Web Developer,

IT Project Manager, Computer Systems Engineer / Architect, Data analysis and coding and programming. Also, there has been an increase in cyber security roles, with sector developments in this area based in Scarborough.

■ There are skills shortages identified in using coding and analytical tools such

as QL ,JavaScript, Microsoft C#, Software Development, .NET

■ Companies such as Techbuyer have identified the need for the specialisation and development of sustainable IT solutions. In 2020 the company was awarded the 'Circular Economy Business of the Year' award at the IEMA Awards. As a sustainable IT provider Techbuyer buy, refurbish and sell IT equipment. Averaging a 20% turnover increase year on year, Techbuyer has proved that investing in the circular IT economy makes both environmental and business sense.

■ In Scarborough, GCHQ have degree apprenticeships in cyber security available.

In the future...

New jobs will include virtual clutter managers to organise emails, data, passwords and profiles and social networkers to support those traumatised by social networking.

Types of Job	Average Starting Salary
IT User Support Technician	£16,000
Software Developer	£20,000
IT Project Manager	£25,000
E-Learning Developer	£19,000
Web Developer	£20,000
Network Manager	£22,000
Network Engineers	£18,000
Telecoms Engineer	£16,000

Skills/qualities

- Good communication
- Logical and analytical
- Attention to detail
- Organised, able to prioritise and work to deadlines
- Problem solving
- Team work

Useful subjects include

- ICT
- Maths
- Science
- English

Some local employers

MooD International
Andisa IT
Clara Communications
Integral IT Fever Digital
Skipton IT Services
Whitethorn Telecom
GCHQ
Techbuyer

Sources: Business Register Employment Survey, NOMIS 2016
Annual Survey of Hours and Earnings, ONS www.btptc.com

Interested? For more information...

www.bcs.org www.e-skills.com/careers www.tpdegrees.com



Retail

10% of total employees in York and North Yorkshire region are employed in Retail.

Wholesale and retail combined totals 80,000 jobs which is 16% of the total.

Retail is the largest private sector employer in the UK – that's big business! The industry relies heavily on young people who often work in shops on a part time basis before moving on to other options. Retail as a career offers fast promotion opportunities, good financial rewards and diverse roles such as buying, merchandising and managerial positions. There has been an increase in logistics and distribution roles driven by the increase of online shopping.

■ A growth in online retail has resulted in a decline in then number of people on the high street. Towns and villages are being creative with their spaces – there has been an increase in pop up shops, farmers markets and cottage industries resulting in additional support for other small businesses.

■ Retail is an important sector in York and Harrogate and also in market and coastal towns within York and North Yorkshire.

■ The Northallerton Treadmills development is creating new business and a new retail and leisure site. This is due to a £17m investment intended to attract new business to market towns.

■ DigitalShopApp.com is a community led shopping platform. This application has been developed by Women Mean Business group using online platforms for live streaming, with the aim to benefit the wider business community.



Types of Job	Average Starting Salary
Retail Buyer	£18,000
Sales Assistant	£12,500
Supply Chain Manager	£20,000
Retail Manager	£20,000
Stock Control Assistant	£13,500
Marketing Manager	£25,000

Sources:
Business Register Employment Survey.
Annual Survey of Hours and Earnings.
www.yorkshireretailnetwork.co.uk/

Skills/qualities

- Teamworking
- Communication
- Problem solving
- Flexible
- Customer focus

Useful subjects include

- English
- Maths
- Design
- Business administration
- ICT

Some local employers

John Lewis
Marks and Spencer
Fenwick
Barkers Northallerton
Aldi
Next
B&Q
Gear4music
Morrisons

In the future...

Skills in future will be needed within the retail sector for complex analytical, problem solving, digital and management skills.

Interested? For more information...

www.people1st.co.uk www.fashionretailacademy.ac.uk

<https://hireanapprentice.campaign.gov.uk>



Scientific Research and Development

International recognition for the developments of Agri-tech and bio renewables within the local region has resulted in the Bio-tech industry set to increase by 136% in York and North Yorkshire.

Scientific research and development involves the experiments, testing, research and investigation for the application of science to issues or innovation. Jobs include research and development in private companies, universities, government agencies working in teams of scientists, technicians and support staff.

■ STEM science, technology, engineering and maths (STEM) provide provide skills for a range of job roles and sectors that employers highly value. Whilst other key skills such as creativity and problem solving are equally as important.

■ Advances in science and technology and 3D printing have resulted in the creation of living body parts, changing the face of medicine and surgical procedures.

■ Covance is a company based in Harrogate with 1400 employees, which is a global contract research organisation and the world's most comprehensive drug development company, with the Harrogate site specialising in pharmaceutical development, crop production and chemical development.

■ Fera Science Ltd., is situated in the York Biotech campus centre of excellence for investigation, research and problem solving across plant, crop protection, bee health, sustainable agriculture, food and feed quality and chemical safety in the environment.

■ £100k funding in York and North Yorkshire has secured the development of two Bio-Economy projects for three anaerobic digestion facilities, with one intended to create biomass pellets from land management waste streams.

In the future...

There is an increase in developments for the circular economy, creating sustainable environment, globalisation, artificial intelligence, digital and health technology which will create more demand for scientific knowledge, research, and technologically skilled professionals.

Types of Job	Average Starting Salary
Research Scientist	£40,973
Technical Project Manager	£53,478
Laboratory Technician	£34,343
Microbiologist	£42,715
Climate Scientist	£38,656

Sources: Business Register Employment Service, NOMIS. Annual Survey of Hours and Earnings, ONS

Skills/qualities

- Communication
- Teamwork
- Patience
- An enquiring mind
- Problem solving
- Attention to detail

Useful subjects include

- Science
- English
- Maths
- Business

Some local employers

- University of York
- Unilabs
- FERA Science Ltd
- Abingdon Health
- Nestlé Development Centre
- Covance
- Scianteq Analytical
- Forensic Science Services Laboratory

Interested? For more information...

<http://www.sciencebuddies.org/science-engineering-careers#lifesciences>

<http://www.cogentskills.com/> <http://www.futuremorph.org/> <https://www.biovale.org/>





Transport and Distribution (Logistics)



Between 2014-2020 there was an investment of £70 million in transport, with £9 million to develop train links between Harrogate and York.

The transport, logistics and distribution sector is becoming more complex as our needs for goods and services become more competitive. The sector is about the movement, handling and storage of goods including passenger transport. The growth of online retail has resulted in different logistic challenges for the transport and distribution industry as home delivery has grown exponentially.

■ Information technology skills are essential for planning and management purposes along with problem solving, teamwork, communication and commercial awareness. Job areas include freight transport, warehousing and storage, wholesaling, couriers and postal services. Users of the services includes manufacturers, food producers, wholesalers, retailers and consumers.

■ The Selby area has good facilities for the transport and storage sector.

■ Increased opportunities in

the rail industry are resulting from the HS2, mainline developments alongside modernisation of York Railway station. York is the hub for operations, signalling, and head office functions for the rail industry. York is also host to the National Rail Museum.

■ £220k of funding has been provided in York and North Yorkshire for a cycleway linking Rufforth and Knapton. £1.35m has also been invested in 155 electrical vehicle charging points and HyperHub to York, alongside an increase for electric charging points in rural areas.

■ The aim is to create a carbon neutral circular economy by 2034 through the introduction of industry developments and introduction of innovative and new sustainable processes.

Types of Job	Average Starting Salary
Large Goods Vehicle Driver	£18,500
Transport Planner	£22,000
Rail Engineering Technician	£18,000
Health and Safety Manager	£22,000
Fork Lift Truck Driver	£17,000
Logistics Analyst	£23,000
Warehouse Supervisor	£18,000
Signalling Technician	£14,000

Sources: Business Register Employment Survey 2016. Labour Insight 2016

Skills/qualities

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

Useful subjects include;

- English
- Business studies
- ICT
- Languages
- Maths

Some local employers

Nestlé	LNER
Bowker Group	Wincanton
Virgin East Coast	YDL
Funjwerk	TEF Transport
Clipper logistics	Network Rail
Balfour Beatty Rail	





Interested? For more information...

www.ciltuk.org.uk/
 www.skillsforlogistics.co.uk/
 www.nsar.co.uk
www.networkrail.co.uk
www.routesintorail.co.uk
www.deliveringyourfuture.co.uk
www.youngrailpro.com

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?
Creativity 	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.	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.	Keep up to date with the news, keep your brain active, write a blog or create videos about something you are interested in.
Teamwork 	Working well with others, knowing each other's skills and talents, and supporting everyone in the team.	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!	Get involved with team sports or activities, contribute to group projects, volunteer for a local organisation.
Resilience 	Being able to pick yourself up after being knocked back. Taking a moment to evaluate and then trying again from a different angle.	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.	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.
Self-awareness 	Understanding your own strengths and areas for improvement and how you can improve on these.	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.	Push yourself out of your comfort zone, do some adventurous activity, take up a sport, challenge yourself with your studies.

These pages are based on Skills Builder Partnership information. Find out more about skills at www.skillsbuilder.org

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?

More employers are requesting young people to attend an online interview, prepare in advance. Key points to consider see:

<https://career-advice.jobs.ac.uk/jobseeking-and-interview-tips/host-to-ace-an-online-job-interview/>

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/career-planning/improving-your-chances/gaining-experience>.

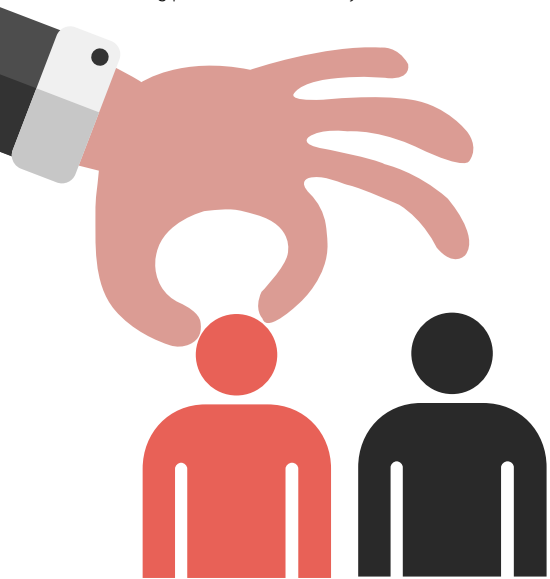
Remember that as well as the work experience itself, what you learn and the skills you develop are equally important to record and talk about.

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 or online interview? There 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 employer's attention.

A CV is usually a maximum of two A4 pages.

Keep the design simple and use either 12-point arial or calibri 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 CV 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 handwritten, 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. Dress appropriately. Ask questions, be interesting, enthusiastic 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://nationalcareers.service.gov.uk/careers-advice/interview-advice>

<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>

Higher Education information

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 lots 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.	Look at the UCAS website to find out more about different Higher Education Courses, Degree Apprenticeships and other alternatives. Information available on the subject guides about what to study, how to research the range of courses available and the application process. Ask for help in school or college to talk through your ideas and decisions. For more information: https://www.UCAS.com https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree https://www.instituteforapprenticeships.org/apprenticeship-standards/

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 usually 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 Higher Education 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 and loans - These are set by higher education providers. You will apply for a tuition fee loan to cover the full cost of your course which is paid directly to the course provider.

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

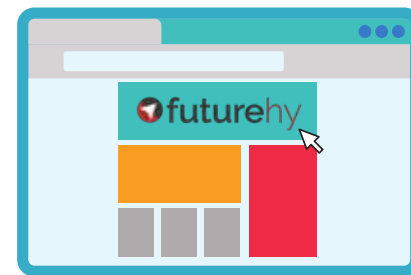
Universities and Colleges Admissions Service - UCAS - runs the university and colleges higher education application process, plus holds information on degrees, degree apprenticeships and how to make your choices.

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

Unique Selling Points - Your USPs 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.

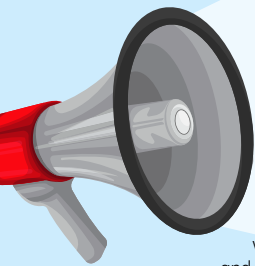


FUTUREHY SUPPORTS YOUNG PEOPLE TO MAKE INFORMED CHOICES ABOUT THEIR EDUCATION AND CAREER.



VISIT THE FUTUREHY WEBSITE AND DOWNLOAD OUR FREE RESOURCES.

WWW.FUTUREHY.CO.UK



Parents and Carers!

This publication provides information on some of the large employment sectors within the local region and shows how your son or daughter can 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 specific 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 sixth form or college 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 wwwucas.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.

Year 12

If considering a gap year start to prepare your plans.

If next steps are Employment start to research different sectors, advertised vacancies, prepare your CV and LinkedIn profile.

Year 13

Employment an option - research websites to explore opportunities available and start to register for alerts as new jobs advertised.

For more information

<http://www.parentadviser.co.uk> <https://amazingapprenticeships.com/parents/>

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

<https://wwwucas.com/undergraduate/applying-university/ucas-undergraduate-advice-parents-and-guardians>

<https://www.york.gov.uk/downloads/download/946/planning-your-futurepost-16-guide>

Further Information and Links

There are lots of websites you can use to do further research. Always check the information is up to date as things can change rapidly! Also remember this is only a small selection of websites available.

National careers service

www.nationalcareersservice.direct.gov.uk

Higher education and options:

www.ucas.com/

www.discoveruni.org.uk

www.gov.uk/student-finance

www.informedchoices.ac.uk/

www.notgoingtouni.co.uk

www.thestudentroom.co.uk/

www.futurehy.co.uk/

[www.york.gov.uk/downloads/download/946/
planning-your-future-post-16-guide](http://www.york.gov.uk/downloads/download/946/planning-your-future-post-16-guide)

Information about careers:

www.nationalcareersservice.gov.uk

[www.prospects.ac.uk/jobs-and-work-
experience/job-sectors](http://www.prospects.ac.uk/jobs-and-work-experience/job-sectors)

www.careersbox.co.uk/

www.icould.com

Volunteering:

www.ncsyes.co.uk

www.do-it.org

Apprenticeships:

www.findapprenticeship.service.gov.uk

Advice when starting work:

[www.citizensadvice.org.uk/work/check-your-
rights-at-work-if-youre-under-18/](http://www.citizensadvice.org.uk/work/check-your-rights-at-work-if-youre-under-18/)

General:

www.aspire-igen.com



For teachers and tutors

Business and education organisation are working together to promote careers in the workplace and sectors aiming to increase the knowledge of local young people.

www.businessinspiredgrowth.com/

www.careersandenterprise.co.uk/

[www.officeforstudents.org.uk/advice-and-
guidance/promoting-equal-opportunities/
uni-connect/](http://www.officeforstudents.org.uk/advice-and-guidance/promoting-equal-opportunities/uni-connect/)

Federation for industry sector skills
and councils:

www.fisss.org/sector-skills-council-body

Links to all Sector Skills Councils and National Skills Academies.

National STEM centre

www.stem.org.uk

Inspiring the Future

www.inspiringthefuture.org/

Gatsby Benchmarks

www.goodcareerguidance.org.uk/



Top tip! Use the links on the other pages to help you find other information such as for specific job sectors.



Shape Your Future



THE CAREERS & ENTERPRISE COMPANY

www.careersandenterprise.co.uk

futurehy

www.futurehy.co.uk

York & North Yorkshire LOCAL ENTERPRISE PARTNERSHIP

www.businessinspiredgrowth.com

aspireigen

www.aspire-igen.com

OfS Uni Connect Programme

www.ofsuniconnect.org

CITY OF YORK COUNCIL

www.york.gov.uk