

# Welcome to our guide to the labour market in the West Midlands

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January 2018





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## Welcome to this Guide to the UK and West Midlands labour market. It's packed full of facts and figures about your region and its key sectors including predicted trends to help you see what the future of work might look like.

Whether you're looking for a job or apprenticeship or thinking about further qualifications, it's a good idea to be as informed as possible when making career decisions. We've highlighted the sectors which are important in the area in which you live and the jobs that will help to keep these industries thriving. You'll also be able to find out the types of skills employers are looking for and which ones they are particularly looking for when recruiting.

We're lucky to live in a region where there is a huge range of career paths and sectors to choose from. Birmingham, the second largest city in the UK and one of the UK's designated Science Cities, is at the heart of our region offering a wide variety of jobs including those in innovative sectors such as Fintech (financial technologies), creative and digital media, science and technology. It's also a great place to start a business.

The UK High Speed Rail Network HS2 will cut through the region providing thousands of jobs and apprenticeships that will last well into the

future and across lots of different roles too, not just construction and engineering. Other 'jobs hotspots' in the region include a cyber security cluster in Malvern, gaming companies in Leamington Spa, materials technologies in Telford & Wrekin, motor vehicle and driverless technologies in Coventry and a strong advanced manufacturing sector in many areas proving that the West Midlands is at the cutting edge of innovation and technology.

We're also very proud of our food and drink heritage and of course, some wonderful attractions which bring tourists back year upon year.

At the back of this guide is an explanation of terms that we've used – they appear as bold type in the guide - so look for the glossary if you're not sure what something means.

With so many places to study the qualifications and skills needed to succeed in so many exciting careers it's time to get researching and move a step closer to your dream job!

### West Midlands region key sectors

| Priority sectors                          | Black Country | Coventry & Warwickshire | Greater Birmingham | The Marches | Worcestershire |
|---|---------------|-------------------------|--------------------|-------------|----------------|
| Advanced manufacturing and engineering    | ●             | ●                       | ●                  | ●           | ●              |
| Agri-tech                                 |               |                         |                    | ●           | ●              |
| Automotive / transport technologies       | ●             | ●                       |                    |             |                |
| Business, finance & professional services | ●             | ●                       | ●                  | ●           |                |
| Construction                              | ●             |                         |                    | ●           |                |
| Cultural & creative                       |               | ●                       | ●                  |             |                |
| Creative digital                          |               | ●                       | ●                  | ●           |                |
| Food and drink production                 |               |                         | ●                  | ●           | ●              |
| ICT (inc. cyber security and defence)     |               |                         |                    | ●           | ●              |
| Life sciences                             |               |                         | ●                  |             |                |
| Low carbon and environmental technologies | ●             | ●                       | ●                  | ●           |                |
| Visitor economy                           |               | ●                       | ●                  |             | ●              |

# West Midlands region key sectors

Sector | **Advanced manufacturing and engineering including automotive, transport technologies and aerospace**

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Engineer: mechanical; electrical; electronics; design & development; production and process; quality control & planning**  
**Engineering project managers**  
**Engineering technician**  
**Production manager**  
**Welder and other metal workers**  
**Vehicle technician**  
**Machine operative**

**HS2** will create thousands of local jobs in this **sector** – directly and in the **supply chain**.

But it's predicted that employers will struggle to fill 20,000 engineering **graduate** roles every year.

Almost half of the roles on the national Shortage Occupation List are engineering-related professions.

A growing trend towards more highly skilled jobs means the **STEM**-related and knowledge-based skills that come with jobs in this sector will be in high demand.

More young people will have access to roles in this **sector** if they continue to study STEM qualifications; women are particularly wanted to create more balance.

The number of people starting an **apprenticeship** is growing.

Every extra person employed in engineering supports another 1.74 other jobs.

**Brexit** is likely to affect both supply and demand for products and services.

Driverless vehicles and digital transport technologies innovation is a key **sector** for Coventry & Warwickshire and the Black Country.

aerospace engineer, robotics engineer, automotive technician, **cyber security** expert, energy engineer, biomedical technician. Roles in: precision engineering, machinery and equipment manufacturing, advanced materials (such as metals, ceramics and polymers), defence and security, satellites, driverless vehicles, smart energy, building technologies, agri-tech, **hi-tech** gaming/ICT

## The current labour market

## The current labour market



## The current labour market

# The current labour market in numbers

## Employment

# 75.3%

of people aged **16-64**



Up on previous month

in the UK are employed...  
...the highest figure since 1971.

Source: ONS September 2017

in numbers  
in numbers



ur market in numbers

## Sector | Agri-tech

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Engineer: mechanical; design & development; production and process; quality control & planning**  
**Science research roles**  
**Technician roles**  
**Managers**

**Hi-tech** agriculture industries are set to grow over the next 15 years; one of the fastest growing agri-tech **subsectors** is expected to be precision farming and engineering as more businesses invest in cutting-edge technologies.

The demand for people to work in agr-tech will continue as the UK looks for new solutions to food growing and protecting the environment.

Higher education courses in agriculture have one of the highest rates of **graduate** employment in the UK.

The majority of businesses are **SMEs** (small to medium enterprises).

equipment and machinery design engineer, microbial scientist, technical manager, agricultural technician, electrical engineer, agroecologist, site manager, genomic researcher, sales executive, carbon solutions manager, biochemist, robotics engineer

## Sector | Business, finance & professional services

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Architectural technician**  
**Digital project manager**  
**Pricing analyst**  
**Financial analyst**  
**Linguist**  
**Cyber security specialist**  
**Informatician**  
**Data scientist**  
**Audit compliance manager**  
**Software developer (Fintech)**  
**Recruitment and HR professional**  
**Legal secretary**  
**Sales adviser**  
**Solicitor**  
**Accountant**

These **sectors** are constantly changing; we can expect new technologies such as **automation** and **artificial intelligence** (AI) to take over some mid-level jobs in the future, especially in law and finance.

Some areas are now seeing growth after the recession but the number of full-time employees in finance is lower than the previous five years.

**Fintech**, one of the UK's fastest growing **sectors**, is facing skills shortages.

**SMEs** are looking for people with a combination of skills such as **HR** (human resources), legal and IT.

ecommerce manager, sales and customer service adviser, accountant, actuary, business analyst, HR manager, logistics administrator, legal adviser, environmental accountant, big data engineer, data security manager, ethical hacker, compliance manager, risk consultant, social media manager

## Sector | Construction

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Project manager**  
**Civil engineer**  
**Architect**  
**Quantity surveyor**  
**Wood trades & interior fit out**  
**Electrical trades**  
**Technical and IT roles**  
**Landscape architect**

179,000 jobs to be created over next five years.

The West Midlands has an Average Recruitment Requirement of 2,800 in the five years to 2021.

Large infrastructure projects are providing many UK jobs – examples include crossrail, **HS2**, road improvements and the energy sector. The Transport Infrastructure Skills Strategy wants to see 30,000 **apprenticeships** in roads and rail by 2020.

There are many new and emerging roles: robotics engineer, 3D visualiser, virtual reality design, drone technology, materials innovation, energy efficiency R&D, offsite construction.

Regional variations exist – see

**[www.citb.co.uk/research/construction-skills-network/west-midlands](http://www.citb.co.uk/research/construction-skills-network/west-midlands)**

The sector aims to create gender parity by 2030.

project manager, electrician, architect, quantity surveyor, carpenter/joiner, plant operative, bricklayer, labourer, drone operator, CAD technician, IT manager, materials engineer, design engineer, scaffolder, administrative assistant

# The current labour market in numbers

# 72.7%

The current labour market in numbers

## Employment

# 72.7%



Up on previous month

of people aged **16-64**  
in the West Midlands  
are employed

**There has been a slowdown in the employment rate (share of people in employment) in the West Midlands over the last year.**

Source: ONS September 2017

## Sector | Creative digital

Some of the jobs that will be required

About this sector

Hard to fill jobs

**These roles in 2D/3D computer animation: engineer, animator, designer, software developer, supervisor, technical director, producer, modeller, artist, games developer**

More employers are looking for STEAM skills (science, technology, engineering, arts, maths) – combining creative talent with engineering and technology.

Digital skills across all **sectors** are increasing in demand.

The number of **apprenticeships** in digital media is growing.

**HS2** may attract more creative digital jobs to the region as it becomes quicker to travel to London and the South East which is where over 50% of creative jobs are.

90% of creative companies employ fewer than five people.

digital marketer, publisher, SFX/VFX specialist, games developer/tester, consumer insight expert, vlogger, advertising executive, software developer, app developer, photo imaging expert, 3D animator, web designer, audio engineer, photographer, virtual reality designer, haptic programmer

## Sector | Cultural & creative

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Highly skilled dancers and musicians  
2D/3D computer animation  
Artist/illustrator**

Around 2.9m people work in the UK creative **sector** or one in 11 of all UK jobs.

This **sector** is hugely important to the UK economy and is closely linked with the **visitor economy**.

Approximately half of all creative jobs are found outside the 'creative industries' in sectors such as retail, manufacturing, ICT, education and engineering.

56% of creatives find work through **informal recruitment**.

textiles technologist, actor, illustrator, musician, museum curator, festival organiser, theatre attendant, art director

## Sector | Food and drink production

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Machinery and equipment engineer and technician  
LGV driver  
Manager**

Over one third of the 400,000 strong workforce is due to retire by 2020 meaning new workers, especially young people are in demand.

This **sector** is becoming increasingly **hi-tech**.

There are lots of opportunities for those with **STEM** qualifications.

**Brexit** may mean that some employers have difficulty recruiting for roles.

An increase in demand for higher-skilled roles means there may be better pathways into jobs for new entrants.

food technologist, chocolatier, marketing professional, quality technician, design engineer, cheese maker, microbial scientist, production planner, environmental technologist, butcher, farmer, site manager, logistics administrator, forklift truck driver, supply manager, grain trader, buyer, agronomist



# The current labour market in numbers

## Unemployed

Percentage of people aged 16-64 who are unemployed and looking for work:

West Midlands **5.7%**

UK **4.3%**

Down on  
previous  
month

Source: ONS September 2017

The unemployed and employed figures have returned to similar levels pre-recession but there are notable differences:

- There is a larger proportion of people in part-time employment because they can't find a full-time job.
- There is a larger proportion of people in a temporary job because they can't find a permanent one.

However, the number of people in these positions is falling.

Source: ONS September 2017

## Sector | Health and social care

Some of the jobs that will be required

About this sector

Hard to fill jobs

**GP, allied health professional, art therapist, geneticist, podiatrist, social worker, healthcare assistant, lab technician, receptionist, patient transport driver, dentist, health informatics professional, training administrator, facilities manager, theatre nurse, public health practitioner, school nurse, pharmacist, anaesthesia assistant, health records administrator, pathologist, surgeon**

Factors affecting this **sector** include a need for more social care, an ageing population, public/social issues, a move towards more care in the community, and advances in technology. This means changes to the way in which some people work and a growing demand for some roles.

The number of nurse applicants from the European Union has dropped by 96% since the **Brexit** referendum. With one in three nurses is due to retire in the next 10 years this situation is at a critical point and there are an estimated 40,000 unfilled nurse jobs.

Growth areas include: telehealth, mental health, big data, private healthcare, research in bioscience and pharmaceuticals, genetics, robotics.

Technology is starting to have a bigger impact on the sector. It's beginning to squeeze out roles such as receptionist and is allowing more health checks to be done at home by the patient; in the future it's likely to take over some **diagnostic** roles.

Nurse  
Doctor  
Care worker  
Paramedic  
Healthcare assistant  
Home support worker  
Social worker  
Support worker  
Radiographer  
Psychiatrist  
Emergency medicine doctor  
Orhotist/prosthetist  
Neurosp physiology practitioner  
Dental nurse  
Residential care managers

## Sector | HS2

Some of the jobs that will be required

About this sector

Hard to fill jobs

**project manager, civil engineer, labourer, procurement manager, structural engineer, electrical design engineers, welder, architect, site supervisor, scaffolder, construction manager, electrician, carpenter, steel fixer, tunneller, plant operative, passenger and freight operating staff, marketing & communication officer, health and safety manager, estimator, IT professional, HR officer**

HS2 is expected to create 25,000 additional jobs during construction; 2,000 **apprenticeships**; and 10,000 additional jobs from growth in wider economy

New technologies are being developed and used meaning new skills are in demand.

Digital skills are sought after such as data handling and analysis, and problem solving.

There are a number of different pathways into a job with HS2 – apprenticeships, graduate schemes and work experience placements for example - but although local people are being helped to access these jobs, there is also stiff competition for some roles and courses.

There is a strong aim to recruit a **diverse workforce**.

Engineer: civil, structural, electrical, design & development; production and process; quality control & planning  
Safety manager  
Signalling and telecommunications specialists  
Skilled trades: welder, carpenter/joiner, electrician  
Labourer

**42%**  
Agriculture and fishing

## Changes in the number of people working in sectors in Central England\* over last ten years and over last 12 months:

| Industry                                  | Change since 2007 | Change in last year |
|---|-------------------|---------------------|
| Agriculture and fishing                   | <b>42%</b>        | <b>8%</b>           |
| Energy and water                          | <b>4%</b>         | <b>14%</b>          |
| Manufacturing                             | <b>-16%</b>       | <b>-5%</b>          |
| Construction                              | <b>-14%</b>       | <b>5%</b>           |
| Distribution, hotels & restaurants        | <b>9%</b>         | <b>4%</b>           |
| Transport & communications                | <b>4%</b>         | <b>3%</b>           |
| Banking, finance & insurance              | <b>23%</b>        | <b>2%</b>           |
| Public administration, education & health | <b>13%</b>        | <b>-1%</b>          |

**23%**  
Banking, finance & insurance

\*Central England is Birmingham and Solihull, Black Country, East Anglia, Leicestershire and Northamptonshire Lincolnshire, Nottinghamshire & Rutland, Mercia and Midland Shires

Source: State of the Group report for Central England September 2017

## Sector | ICT inc. cyber security and defence

Some of the jobs that will be required

About this sector

Hard to fill jobs

**telecommunications engineer, cyber security expert, artificial intelligence (AI) administrator, data architect, digital project manager, satellite engineer, GPS expert**

There are many opportunities to do a higher or degree **apprenticeship** in this sector.

The number of digital business increased by 30% between 2010 and 2015 - almost twice that of UK business enterprises as a whole (17%).

There's a huge demand for roles in big data management and **cyber security** - by 2020 there could be a shortfall of 1.5million **cyber security** experts.

Digital health and **Fintech** are growing **subsectors**.

Architectural technician  
Digital project manager  
Software engineer  
Developer  
Data scientist  
CAD designer

## Sector | Life sciences

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Science research roles  
Sales roles**

This **sector** plays an important part in the UK economy with thousands of new jobs to be created over the next few years.

Of the three main **subsectors** - pharmacology (drugs and chemistry), med tech (**hi-tech** equipment) and bio tech (microbiology) - pharma is the largest **subsector**.

Bioinformatics - connecting computing, biology and medicine - is one of the fastest growing areas of research and development.

This **sector** is also concerned with food and energy security, healthy ageing and living with environmental change – research is a large part of this.

lab technician, intellectual property expert, microbiologist, antimicrobial resistance researcher, geneticist, design & development engineer, pharmacologist, precision engineering technician, sales executive

## Sector | Low carbon and environmental technologies

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Engineer:  
mechanical,  
design &  
development,  
electronics  
Technician roles  
Project manager**

There are many roles for craft and technical occupations.

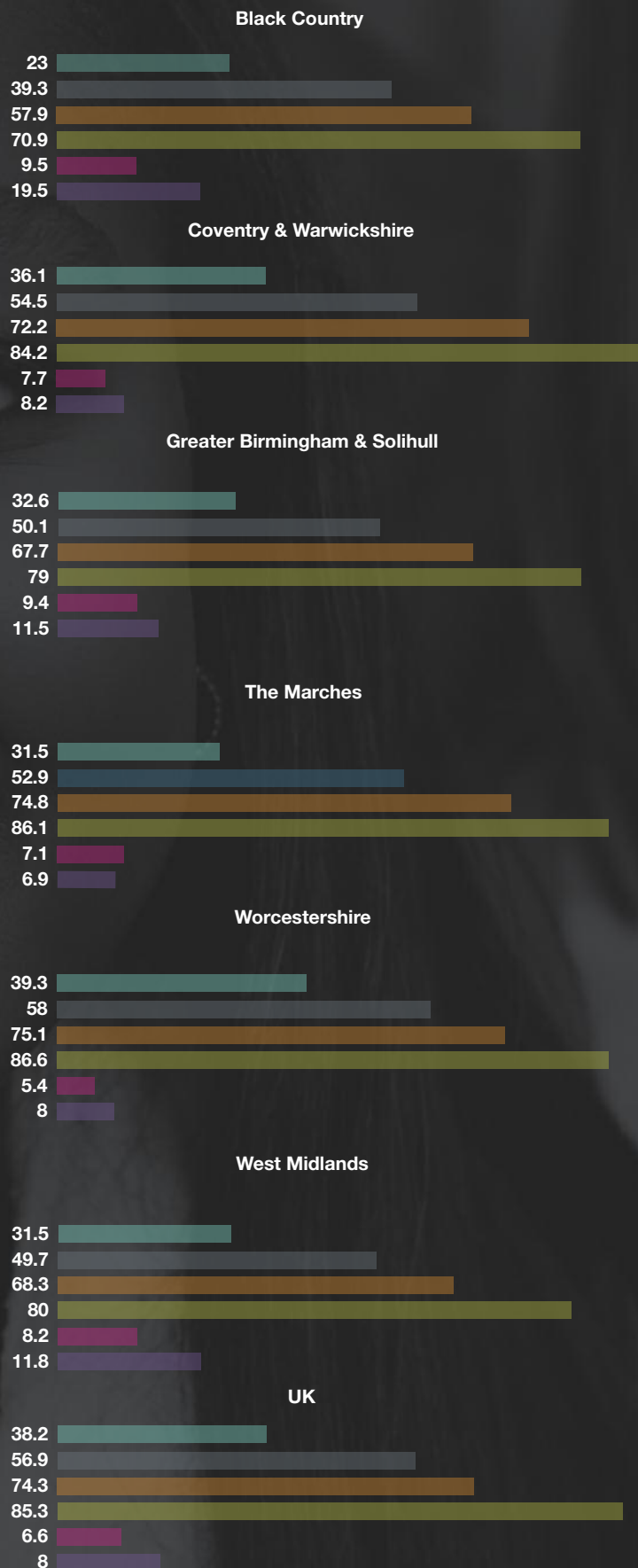
These subsectors are just a few expected to create new opportunities: microgeneration technologies, cleantech, solar power, hydroelectric power, electric vehicles, recycling and waste management, clean and waste water management.

Opportunities for business services and consultancy around sustainability and carbon reduction.

Transport technologies innovation is a key **sector** for Coventry & Warwickshire and the Black Country.

mechanical engineer, design engineer, wind turbine technician, energy assessor, scientific specialist, operational waste plant specialist, smart meter fitter, electrician, solar PV installer, process engineer, CAD technician, electronics engineer, software engineer, driverless vehicle technician

# Qualifications held in the West Midlands by percentage



■ NVQ4 and above   
 ■ NVQ3 and above   
 ■ NVQ2 and above  
■ NVQ1 and above   
 ■ Other qualifications   
 ■ No qualifications

Source: Nomis Jan-Dec 2016

## Sector | Transport & logistics

Some of the jobs that will be required

About this sector

Hard to fill jobs

**LGV driver**  
**Pilot**  
**Data handling expert**  
**Warehouse manager**

Around 1.2 million people will be needed to work in ports, transport and logistics by 2022.

Technology is having a huge impact on roles such as GPS tracking, electronic signature scanners, robotic warehouse pickers, drone delivery and advanced online operations.

More roles are becoming multi-skilled making it harder to recruit.

There is a strong aim to create a **diverse workforce**.

LGV driver, customer service roles, warehouse manager, export manager, logistics specialist, pilot, ICT manager

## Sector | Visitor economy (includes catering & hospitality)

Some of the jobs that will be required

About this sector

Hard to fill jobs

**Leadership and management roles**  
**Chef**  
**Kitchen staff**  
**Front of house staff**  
**Cleaning staff**  
**Housekeeper**  
**Travel consultant**

Overseas tourism from the UK remains strong despite the weaker pound and higher paid opportunities in the sector could continue to grow.

The organisation People 1st estimates that 1.3 million employees will have to be recruited by 2025, of whom 975,000 will be to replace staff that have left.

Challenges for the hospitality and catering sector include holding on to staff, paying the living wage and the impact of **Brexit**.

travel consultant, chef, waiting staff, hotel receptionist, manager, customer service roles, cleaner

The **private sector** employs **26.70 million**  
The private sector

## Average UK salary

The average weekly earnings for someone living in the West Midlands and working full time is £507.80; the average UK weekly wage is £538.70.

Annual Survey of Hours and Earnings 2016

# £507.80

Average weekly wage in the West Midlands

## Public and private sector employment

The number of people employed in the public sector is 5.44 million with the NHS the largest employer. This accounts for 16.9% of people in work and is at its lowest since records began in 1999.

The **private sector** employs 26.70 million people which accounts for 83.1% of people in work.

Source: ONS June 2017

# 5.44 million

employed in the public sector in the UK

# 26.70 million

employed in the private sector in the UK

## Number of migrant workers - one in nine

About one in nine UK workers (11%) were estimated to be from another country in 2016, including nationals from outside the EU (European Union). This proportion has been increasing, which the ONS has said is mostly down to EU immigration.

Source: ONS

# 11%

of workers in the UK were born in another country

## Zero-hours contracts – one in 35

It's estimated that 905,000 people (2.8% of people in employment) are on a zero-hours contract for their main employment and that 6% of work contracts (1.7 million) do not guarantee any hours.

Around 32% of people on **zero-hours contracts** say they want more hours.

Source: ONS November 2016

# 905,000

of people in the UK are on a zero hours contract

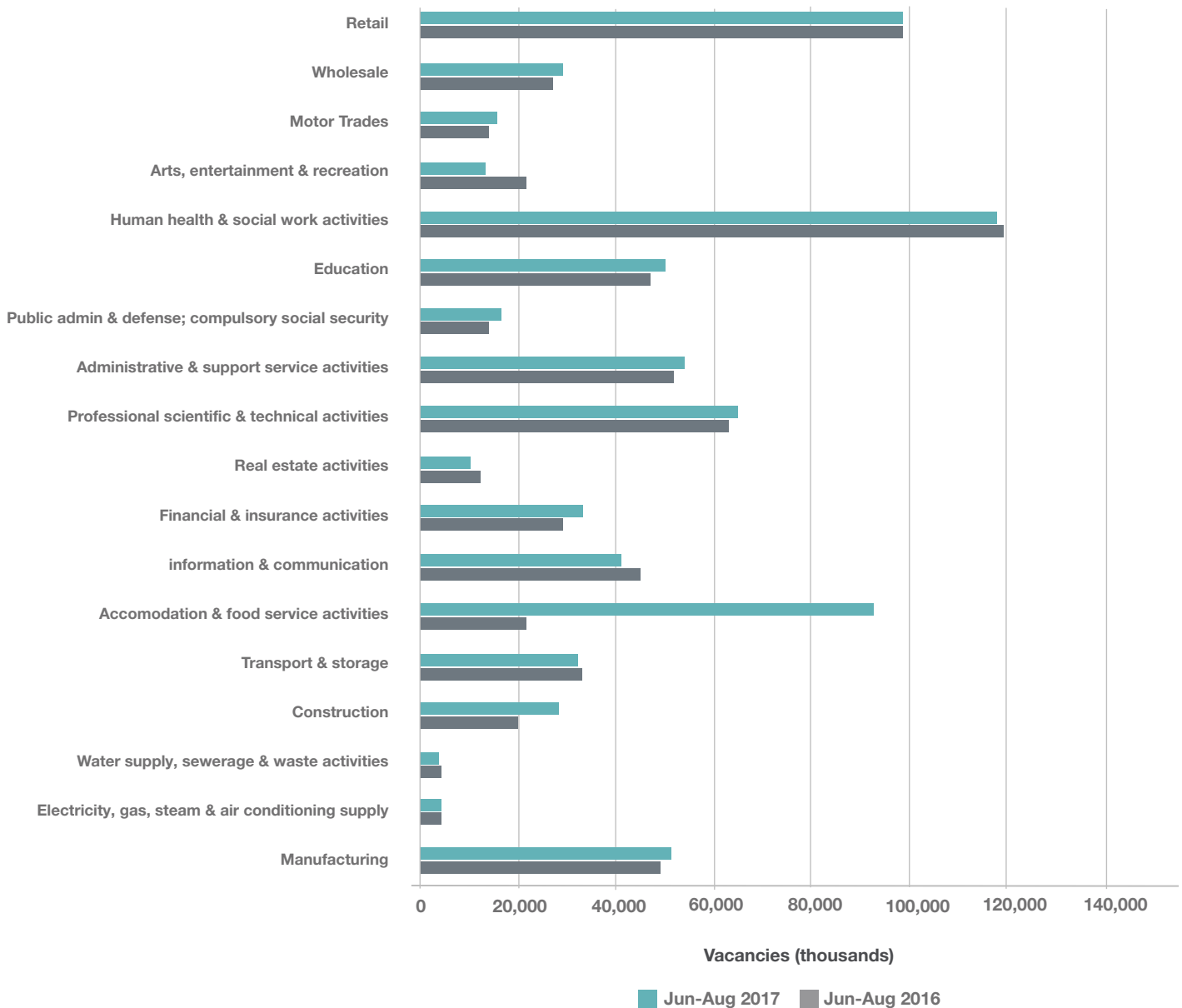
people which accounts for 83.1% of people in work.  
employs 26.70 million people which accounts for 83.1% of people in work.

# Vacancies and the UK job market

This chart, showing the latest data available for UK vacancies, gives a rough idea of the number of vacancies advertised in each sector over a three-month period. These go up and down over the months but help to show the demand for workers across a variety of industries. Here we have a comparison with the same three months the year before, it's taken from a monthly survey of businesses conducted by the government.

## UK Vacancies

(ONS employer survey) Vacancies (thousands)



Source: ONS September 2017



# Information about vacancies

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Vacancy data and trends including information about wages can be found on some UK online job boards, and some, such as Indeed, Totaljobs and Adzuna, produce regular job market reports and other trend information. These data are gathered differently to official sources and are only based on 'live' (as they come out) vacancy adverts. This means they only give information for online job vacancy adverts and not for vacancies which might appear elsewhere but they can still be useful.

**1.2 million+**  
vacancies across the UK

**1/3rd**

UK vacancies impacted by increase in the National Living Wage from **£7.20 to £7.50**

## Number of vacancies is at a high level

According to Adzuna ([www.adzuna.co.uk](http://www.adzuna.co.uk)), there were 1,231,552 vacancies across the UK in August 2017, at its highest level since November 2015 and growing. This is considerably higher than official data from the Office for National Statistics (ONS) seen in the chart above which is produced monthly by asking a sample of UK businesses if they are actively recruiting, but both show a large rise. In some areas, the number of jobseekers is below the number of advertised vacancies meaning on average, competition for jobs is low giving more advantage to candidates.

One third of UK vacancies were impacted by the recent increase in the National Living Wage from £7.20 to £7.50

## Live vacancy trends

Indeed ([www.indeed.co.uk](http://www.indeed.co.uk)) shows trends for online advertised vacancies in different sectors:

**[www.indeed.co.uk/jobtrends/category-trends](http://www.indeed.co.uk/jobtrends/category-trends)**

Some of the trends posted on Indeed's website show increases in vacancy postings for chemical engineering, therapy and hospitality & tourism although the number of vacancies actually posted may not be as large as other areas of work.

Sectors with the largest number of vacancies at any one time include management, sales, food preparation, education and software development. We could say that some of these roles are 'hard to fill' vacancies.

Live vacancy data can be useful but remember that they do not represent ALL job openings.

# UK skills shortages

Approximately 40 -50% of all vacancies are 'hard to fill'. Some of these will be considered to be skills shortage vacancies (see below) and some remain hard to fill for other reasons such as the applicant's attitude, job location, working hours or not enough people applying.

## What is a skills shortage vacancy?

A vacancy that an employer finds hard-to-fill due to a lack of skills, qualifications or experience among applicants.

These might be:

People and personal skills (such as time management and customer handling skills)

or

Technical and practical job-related skills

The number of skills shortage vacancies is increasing.

Skilled trades have the highest number of skills shortage vacancies (more than two in five).

## Which skills?

### People and personal

In addition to 'soft' skills such as written communication, problem solving and numeracy, employers say that applicants often don't have the following skills:

management and leadership

customer handling

sales

time management

### Technical and practical job-related

Employers in some sectors are also struggling to recruit people because they don't have the required job-specific skills.

### There are particular shortages of people with the right job-specific skills in:

Engineering & technical

Health & social care

Construction

### These sectors are also struggling to recruit people with the right skills.

Teaching

Food and drink production

Hospitality

Tech and digital including cyber security, gaming and big data

Logistics – LGV drivers

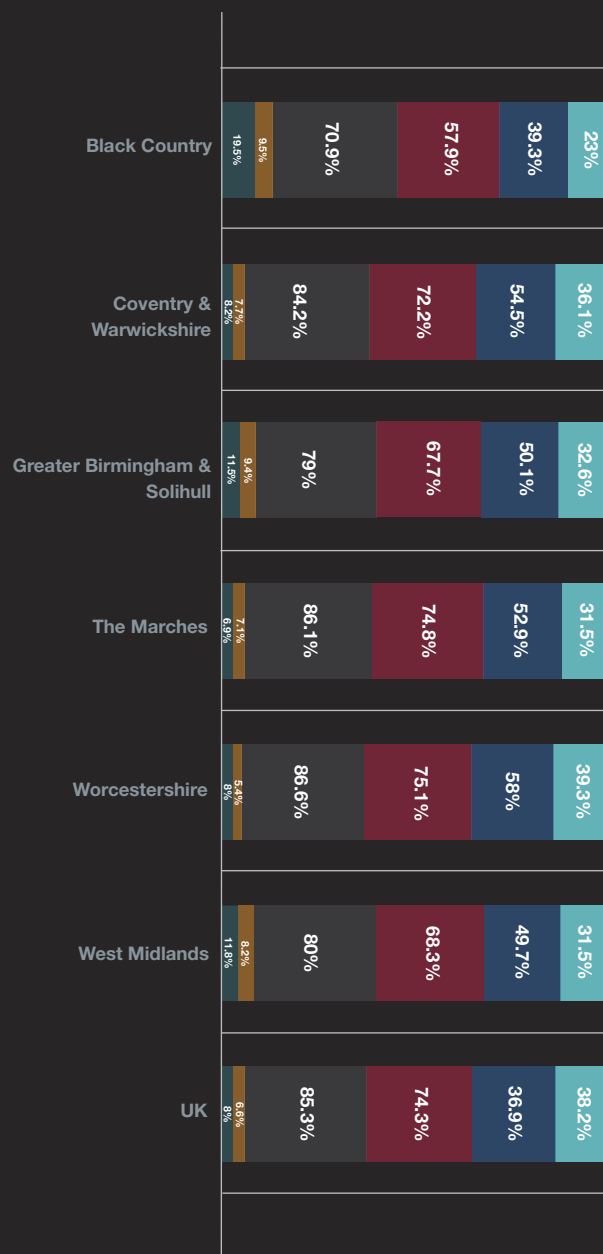
Business and professional services

Science & quality assurance (Over one fifth (21.2%) of these jobs currently on the market remain unfilled after 90 days according to Adzuna)

## Qualifications

\*latest whole year figures as of September 2017

■ No qualifications
 ■ Other qualifications
 ■ NVQ1 and above
 ■ NVQ2 and above
 ■ NVQ3 and above
 ■ NVQ4 and above



Source: Nomis

See 'West Midlands region key sectors' section for specific roles in demand

# Rapidly growing demand for people with digital skills

According to research from the Science and Technology Committee, around 12.6 million adults in the UK lack basic digital skills but a predicted 90% of all jobs in the next two decades will require them.

**Transport industry** needs people who are digitally competent – data handling and analysis, problem solving – as it becomes more technologically advanced. This includes HS2!

**Creative sector** is looking for people who have a combination of creative and digital skills – gaming, 2D/3D, digital marketing, app and web development.

**Civil service** – government’s Digital by Default strategy could mean that the civil service will need an additional 2,000 people in digital roles by 2022.

**Security and defence** – the UK must train experts in cyber security, big data, latest satellite technology.

**Construction** – 3D and virtual reality

**Health and care** – telehealth, data handling and storage, AI and robotics

# How might Brexit affect jobs?

In the short-term, it looks like sectors that typically employ a large number of non-UK nationals from the EU (European Union) are facing particular recruitment challenges when recruiting for lower and technical level skilled roles, such as in retail and wholesale, manufacturing, health and accommodation & food services which make up almost half (45%) of all vacancies.

Some sectors - such as education, healthcare, engineering and science – are concerned that high-skilled workers from the EU may leave in the near future.

## Tackling skills shortages

Local Economic Partnerships (LEPs) and other local stakeholders aim to maintain the number of existing jobs and attract new ones where growth is possible. This can be done by:

- Investing money and increasing the number of people participating in higher education
- Aligning FE and HE courses with the needs of the local area
- Supporting apprenticeships, traineeships and work experience
- Supporting and ringfencing local jobs for local residents including improving skills
- Providing high quality careers advice
- Raising aspirations amongst the local workforce
- Inspiring young people by creating strong links between education and local employers
- Creating a desirable place to live
- Improving local infrastructure
- Retaining talent in the local area

**12.6 million adults in the UK lack basic digital skills**

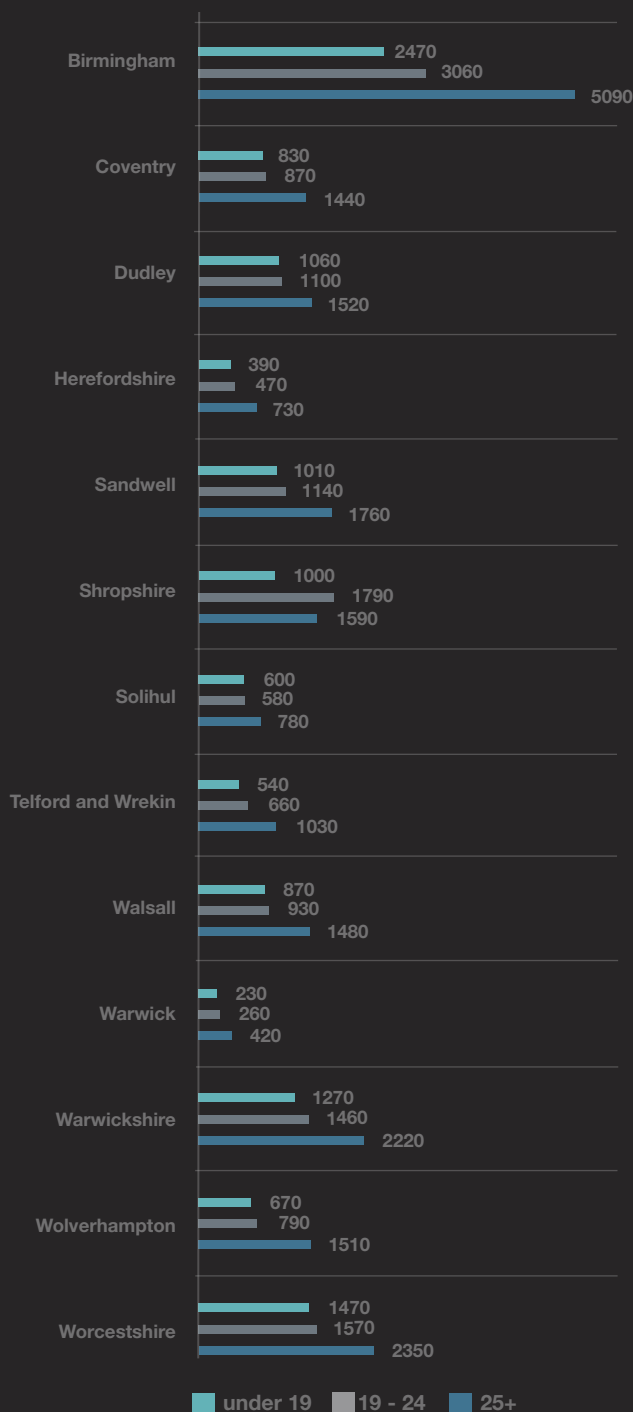
90% of all jobs in the next two decades will require basic digital skills

# Apprenticeships in the West Midlands

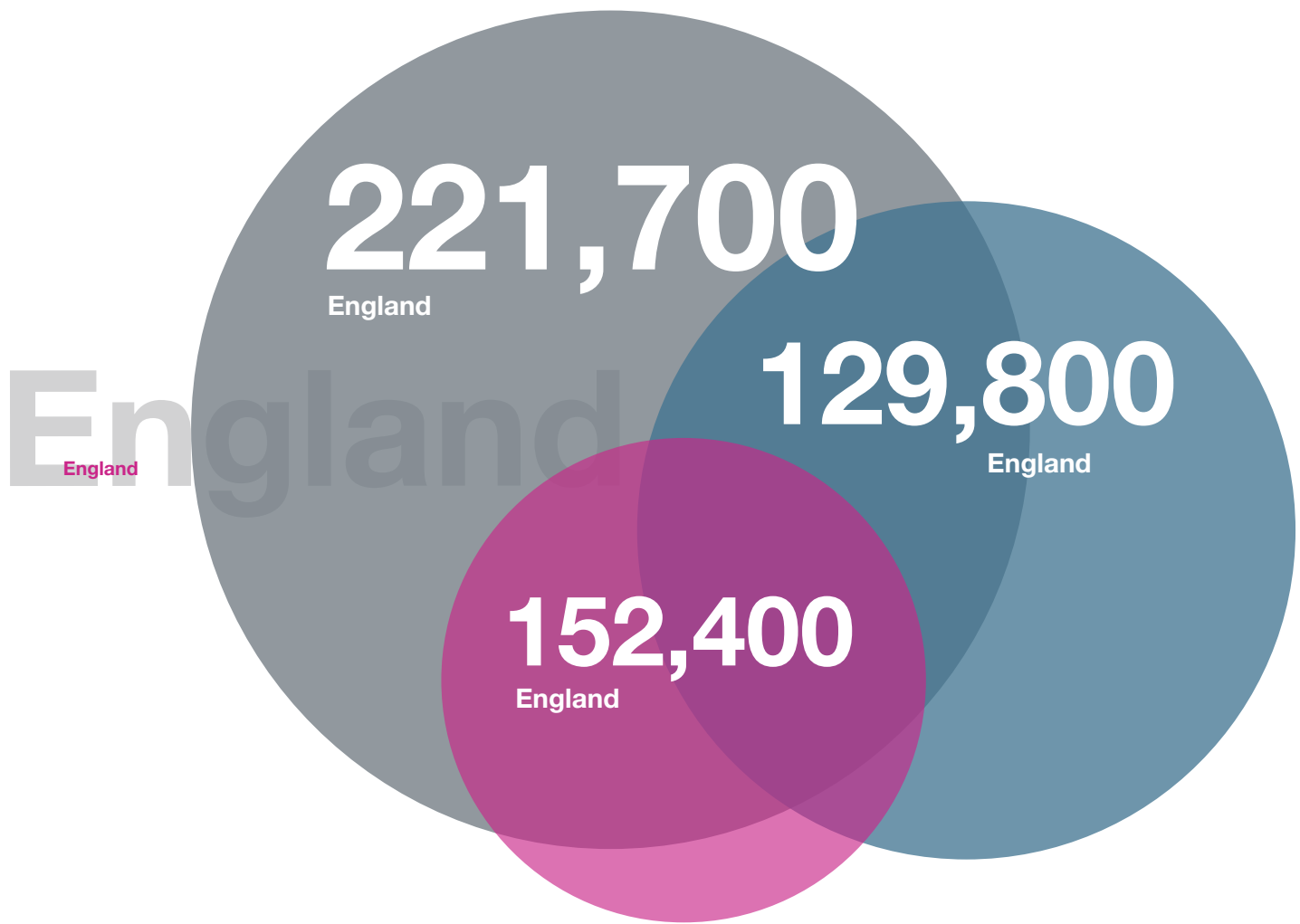
Around 23,000 apprenticeship opportunities are listed on the Find an Apprenticeship website ([www.gov.uk/apply-apprenticeship](http://www.gov.uk/apply-apprenticeship)) every month covering a wide range of roles; over 90% of apprentices who complete their training go into work or further training.

## Number of people in the West Midlands who started an apprenticeship in 2015/16\*

\*latest whole year figures as of September 2017



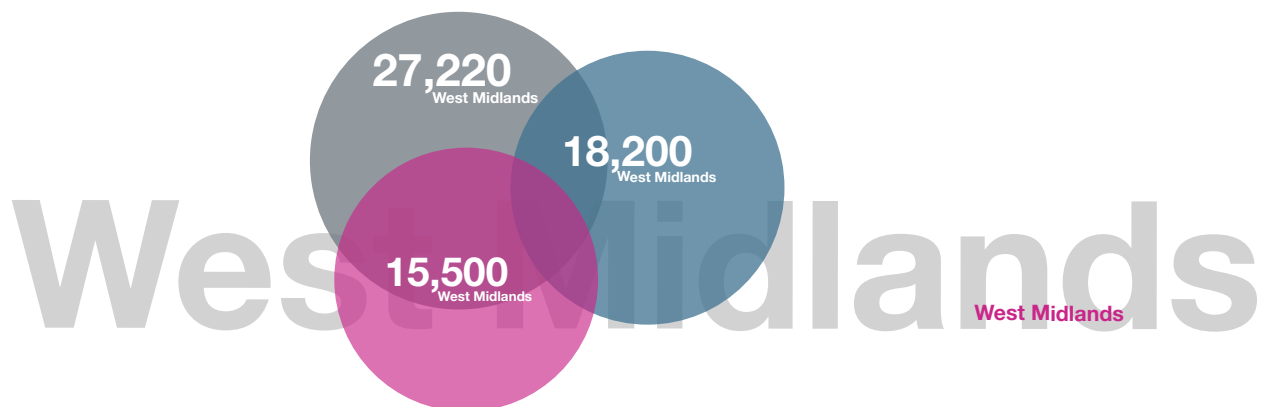
90% of apprentices who complete their training go into work or further training.



## Number of people who started an apprenticeship in 2015/16\* West Midlands and UK

\*latest whole year figures as of September 2017

■ under 19    
 ■ 19-24    
 ■ 25+



## Glossary of words and terms

| Name                         | Organisation  |
|------------------------------|---|
| Apprenticeship               | On-the-job training that leads to a qualification in a specific area of work. Apprentices get paid an 'apprenticeship wage'.  |
| Artificial intelligence (AI) | Computers which can perform tasks normally needing human intelligence such as speech recognition and decision making.   |
| Automation                   | Means automatic control and refers to machinery and equipment that requires very little input from a human. Examples include buying a ticket online, self-service tills and robotic machinery on vehicle production lines.  |
| Brexit                       | A term referred to Britain's withdrawal from the European Union which is scheduled to happen in March 2019. Many European workers from EU (European Union) countries are free to move to the UK to work at the moment and can often be found in jobs which employers have had difficulty recruiting for. Once Britain leaves the EU, some employers may struggle to find the right workers. |
| Cyber security               | The technologies and methods for preventing crime from taking place via computers, computer systems and mobile devices.   |
| Diagnostic                   | Diagnostic equipment or methods are used for discovering what is wrong with people who aren't well or with things that aren't working as they should.   |
| Digital skills               | Being able to find, use, share, evaluate and create content using digital technologies and the internet, such as data handling.   |
| Diverse workforce            | A workforce is diverse if it has a balance of people across a range of characteristics such as ethnicity, gender, age, religion, ability and sexual orientation. The workforce is more likely to have a broader range of skills and talents than one that is less diverse.  |
| Fintech                      | Technologies such as computer programmes which can support banking and financial services such as moving money around.  |
| GPS                          | A Global Positioning System uses satellite technology to provide a geolocation for a GPS receiver such as a mobile phone or a tracker.  |
| Graduate                     | Someone who has been awarded a degree   |
| Hi-tech                      | Technology that is at the cutting edge  |
| HR                           | Stands for 'human resources' and refers to roles which recruit, train and manage the employee benefits of the staff in an organisation.   |
| HS2                          | High-speed rail network in the UK linking London, Birmingham, the East Midlands, Leeds and Manchester.  |
| Informal recruitment         | Examples of informal recruitment include successfully finding work through word of mouth networking, speculative enquiries or being approached by an employer.  |
| Labour market                | Sometimes referred to as the job market. A term used to describe the supply and demand of employment and labour (employers and those available to work).  |
| Private sector               | Companies that are not run or owned by the government and which can make a profit.  |
| Public sector                | Organisations that are run by the government  |
| Sector                       | A part or subdivision of the economy  |
| SME                          | Small to medium enterprise. A small enterprise is a business that employs fewer than 50 people, a medium enterprise has fewer than 250 employees.   |
| Stakeholder                  | An organisation, group or individual who has an interest or investment in a particular geographical area or economy (in this case).   |
| STEM                         | Stands for science, technology, engineering and maths   |
| Subsector                    | A part or subdivision of a sector   |
| Supply chain                 | A network of manufacturers, distributors, transporters, storage facilities, suppliers and retailers that help to bring a product or service to the customer.  |
| Visitor economy              | This refers to activities that are directly connected to tourism such as visitor attractions, accommodation and restaurants.  |
| Zero-hours contract          | A type of contract between a worker and employer where the employer does not have to offer the worker a fixed number of hours a week and therefore there is no guarantee of work. A worker can have more than one zero-hours contract.  |



## National Careers Service – West Midlands

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