

# Careers in Berkshire Local Labour Market Information

2023

THE **CAREERS &  
ENTERPRISE**  
COMPANY

**Berkshire**  
CAREERS HUB



# Introduction

The purpose of this presentation is for schools and young people to understand the local Berkshire Labour Market. Highlighting:

- Top employers
- Different types of job postings
- Diversity and inclusion in the workplace
- The current landscape of the job market
- STEM jobs and education
- Common skills shortages and surplus
- Specialised skills shortages and surplus
- Apprenticeship postings
- Niche labour market information
- Jobs and skills that will be required in Berkshire in the future

The data range is from Jan 1st 2022 to Dec 31st 2022.



# The Berkshire area

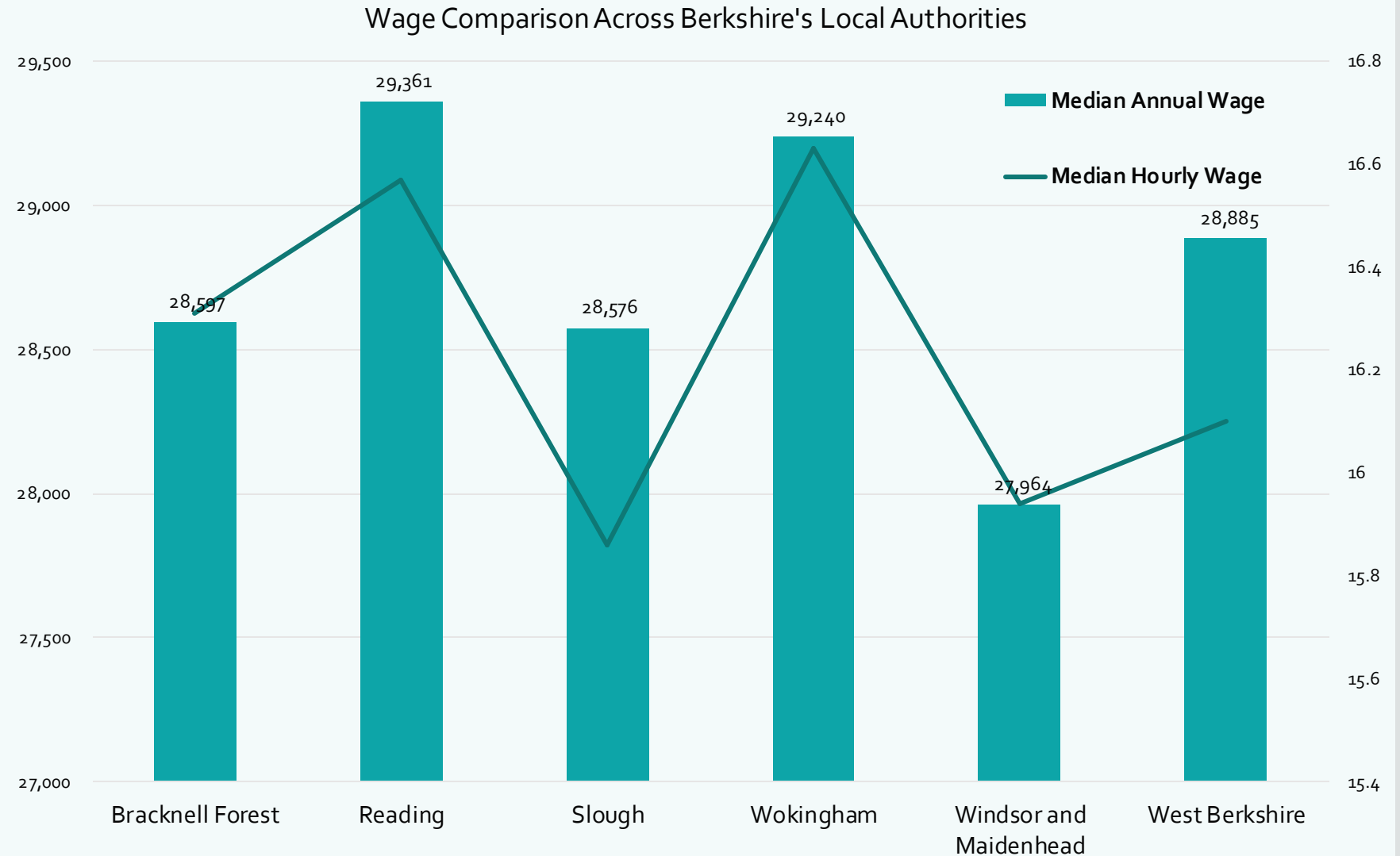
- This pack provides information on careers in the Berkshire area.
- Berkshire stretches from Hungerford in the West to Slough in the East.



# Wokingham and Reading emerge as wage leaders in Berkshire

## Key facts

- Wokingham and Reading have the highest median hourly wage at £16.63 and £16.57. The annual median wages are £29,240 and £29,361.
- Slough has the lowest median hourly wage at £15.86.
- Windsor and Maidenhead present the lowest annual median wage at £27,964.

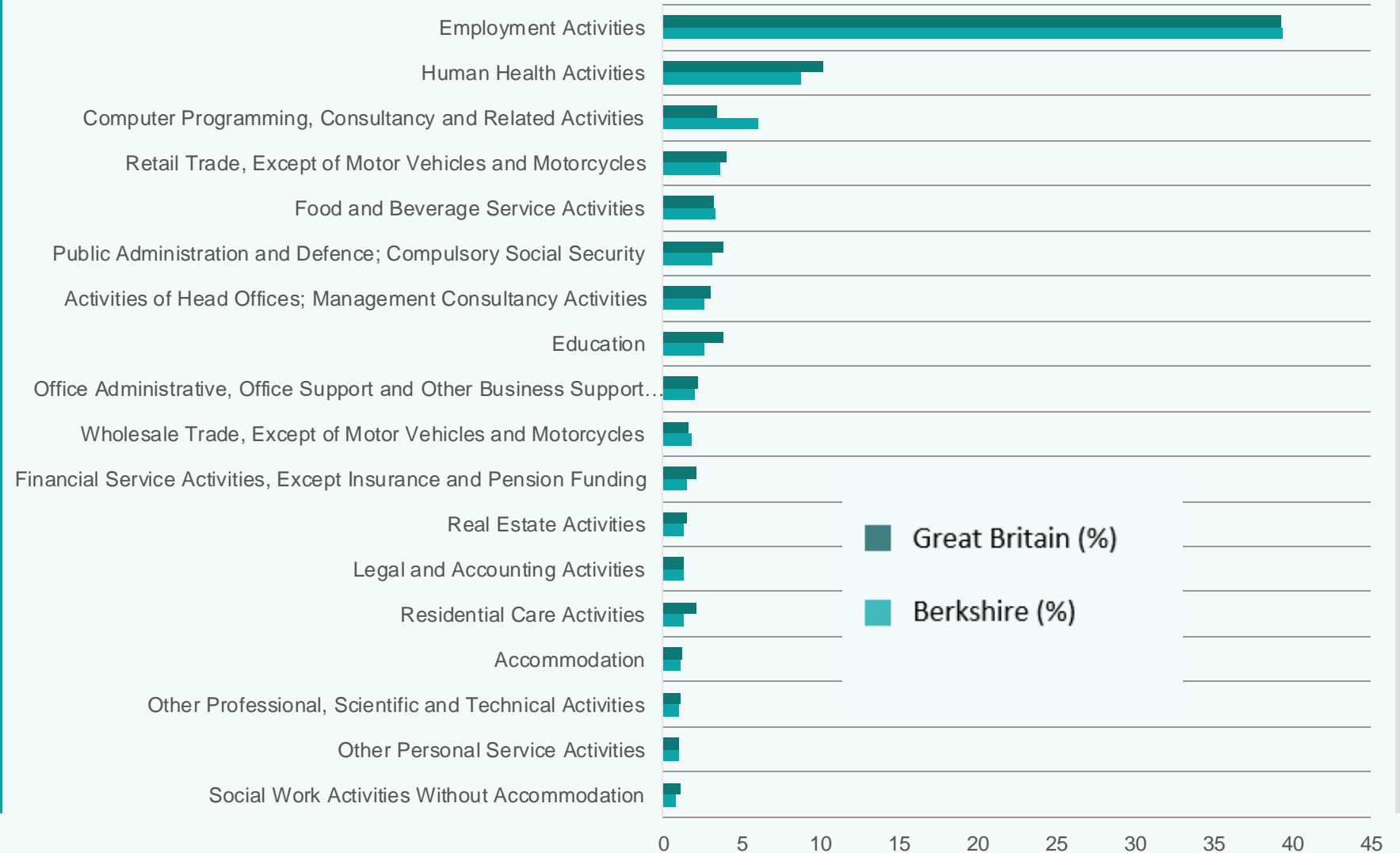


# The Tech Sector is thriving in Berkshire

## Key facts

- Computer Programming, Consultancy and Related Activities sector is thriving in Berkshire.
- This sector accounts for 6% of employees (compared to 3% nationally)

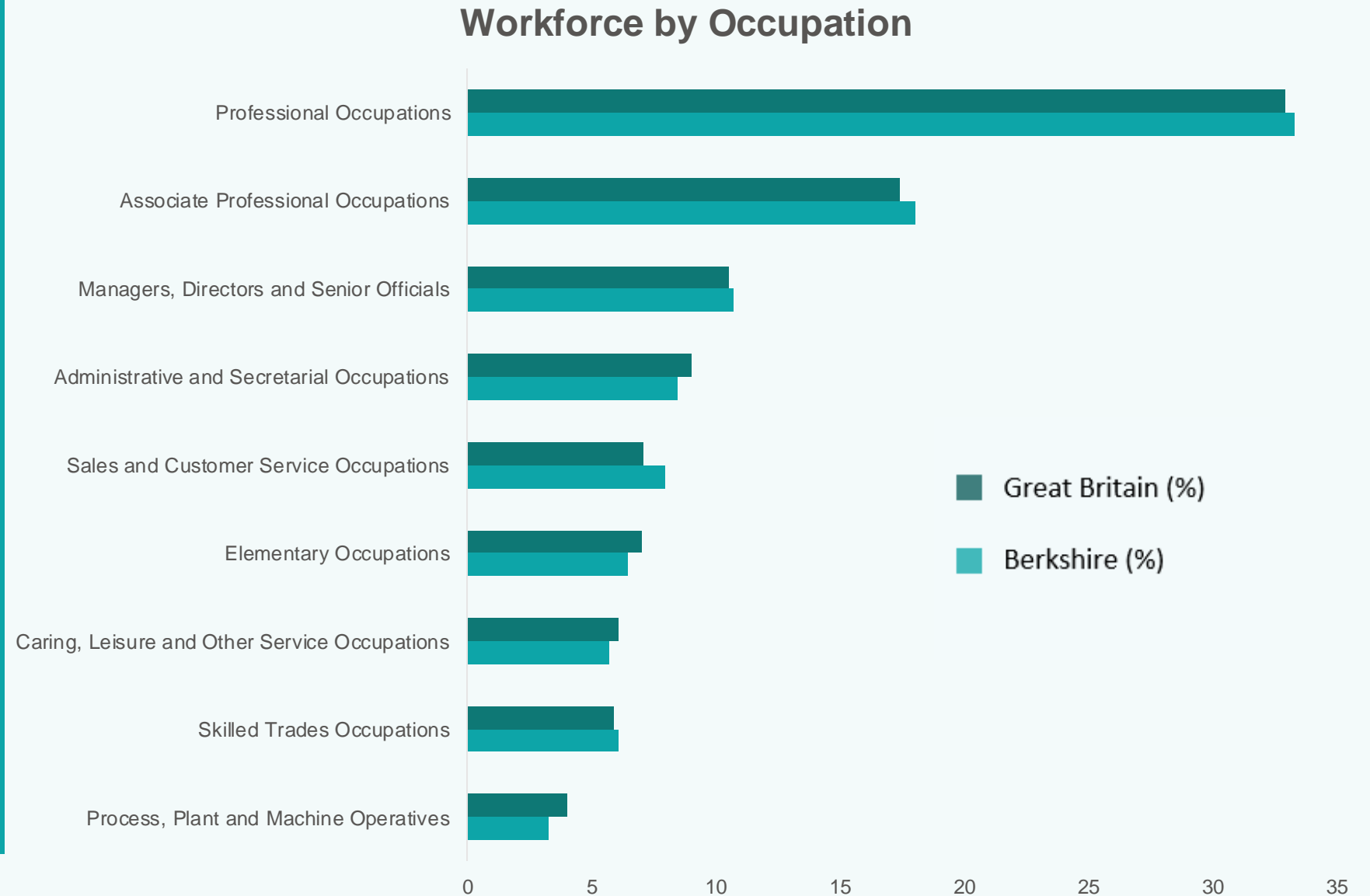
## Unique Posting Jobs by Sector



# Professional Occupations dominate the Job Market in Berkshire and GB

## Key facts

- The most common occupation in Berkshire is 'Professional' (33%)
- Followed by 'Associate Professional' (18%)
- Then 'Managers, Directors and Senior Officials' (11%)



# Top 10 Unique Job Postings and Occupations in Berkshire

## Key facts

- There is a high demand for tech professionals, with 9,635 unique postings for Programmers and Software Development Professionals.
- Nurses are also in high demand, with 6,181 postings.

Top 10 Unique Post Jobs (EMSI)	Top 10 Occupations in Berkshire (by SOC* 2020)
Programmers and Software Development Professionals	Other managers and proprietors
Sales Related Occupations n.e.c.	Science, research, engineering and technology profs
Nurses	Health professionals
Other Administrative Occupations n.e.c.	Teaching and educational professionals
Care Workers and Home Carers	Business, media and public service professionals
Customer Service Occupations n.e.c.	Science, engineering and technology associate profs
IT Business Analysts, Architects and Systems Designers	Health & social care assoc. professionals
Marketing and Sales Directors	Protective service occupations
Human Resources and Industrial Relations Officers	Culture, media and sports occupations
Managers and Proprietors in Other Services n.e.c.	Business & public service assoc. professionals

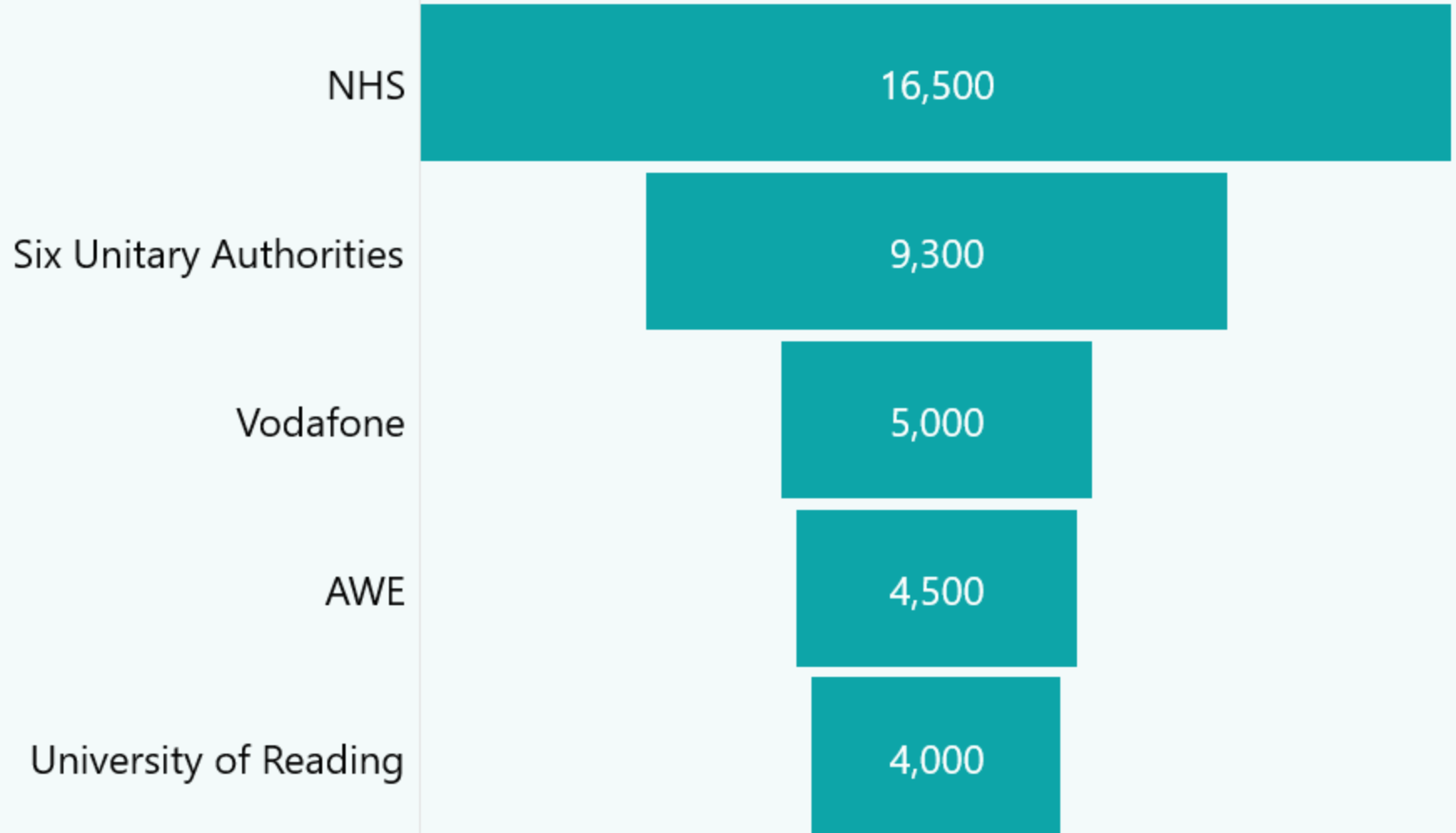
\* Standard Occupational Classification

# NHS leads as Top Employer in Berkshire

## Key facts

- The NHS is the largest employer in Berkshire, providing 16,500 jobs.
- Vodafone, a major player in the telecommunications sector, sustains a workforce of 5,000.
- The University of Reading is a major educational and research institution, employing 4,000 staff.

Berkshire Top 5 Employers By Employee Numbers (local estimate)





# NHS is Berkshire's Top Job Posting

## Key facts

- The NHS has the highest number, with 11,008 unique job postings.
- The data shows a broad range of sectors, including technology, recruitment, and public sector
- Tech companies are high in job postings, reflecting the industry's growth.



# There are several different types of work in Berkshire: Self-employment, SME's, Part-time Working & Portfolio Careers

## Self-employment 9.0%

Of people working in Berkshire are self-employed. Self-employment is highest amongst those in skilled trades including construction roles and process, plant, and machine operatives.

## SME's 99.4%

of registered businesses in Berkshire are small or medium-sized enterprises.

## Part-time Working 26.5%

of those in employment aged 16-64 work part-time.

## Private Sector 89.4%

of Berkshire residents work in the private sector.

## Public Sector 10.6%

in the public sector including the NHS, schools, local government, and emergency services

## Portfolio Careers

More and more young people in Berkshire have a second job and enjoy flexible working, thereby suggesting portfolio careers are becoming popular.

# Diversity and Inclusion in the Workplace in Berkshire

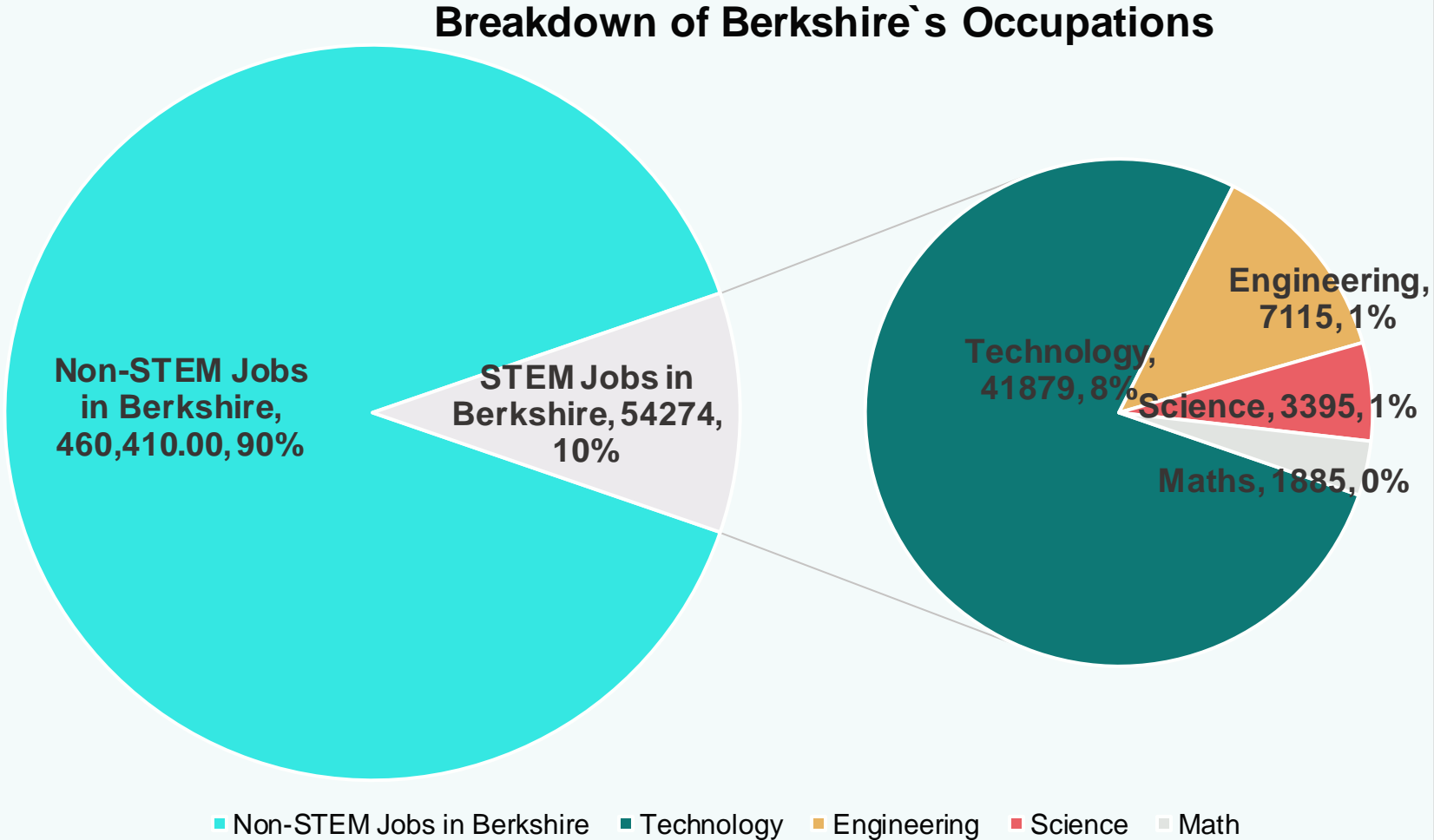
## Key facts

- Berkshire is more inclusive than the UK average.
- When compared to the national average, Berkshire exhibits a higher employment rate for white UK nationals.
- In Berkshire, **72.2% of women** aged 16-64 were employed in the workforce compared to **78.8% of men**.
- **11.7%** of Berkshire's workforce were aged **16-24** in 2022. The employment rate for younger age groups (**20-24**) is substantially lower, at **67.0%**, respectively.
- **13.8%** of the workforce in Berkshire were **non-UK nationals** in 2022, up from **12.4%** in 2009 (compared to 12.4% nationally in 2022 and 7.7% nationally in 2009).
- The employment rate for white non-UK nationals in Berkshire is similar to the national average, both standing above 80%. However, **ethnic minorities** in Berkshire has a **higher employment rate** compared to the national average for ethnic minorities, whether UK nationals (76% vs. 70.4%) or not (73% vs. 67.2%).

# Science, Technology, Engineering, and Maths (STEM) are Key in Berkshire

## Key facts

- In Berkshire, STEM occupations represent only 10 % of Berkshire, yet they generated 27% GVA and 29% capital income of Berkshire in 2019.
- Technology is the leading STEM industry, employing 41,879 individuals.

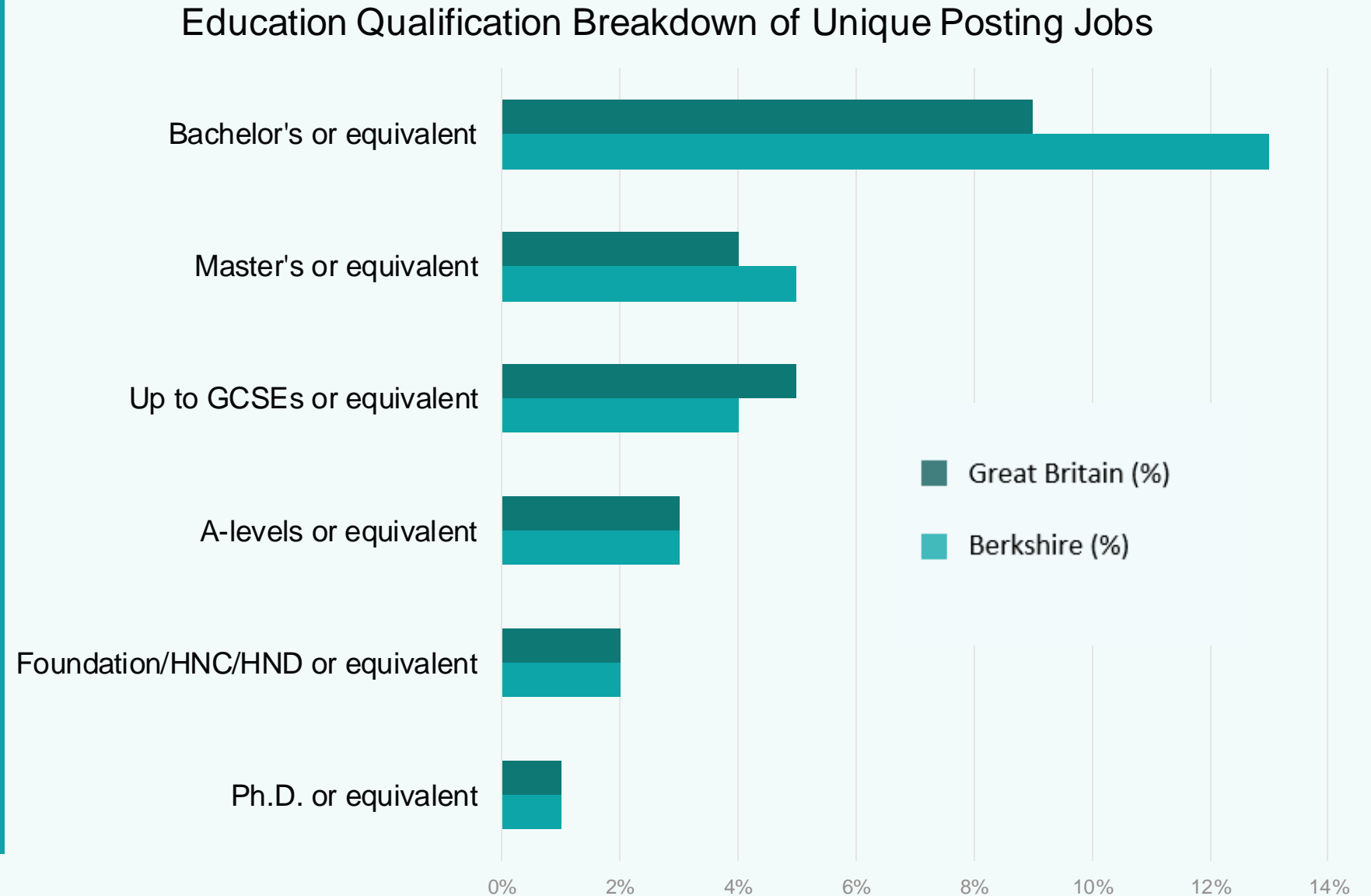


Science: Chemical Scientists, Biological Scientists and Biochemists, Physical Scientists, Natural and Social Science, Laboratory Technicians, and Protective Service Associate.  
Technology: Natural and Social Science Professionals, Programmers and Software Development Professionals, Environment Professionals, IT Specialist Managers, IT Project and Programme Managers, IT Business Analysts, Architects and System Designers, Web Design and Development Professionals, Information Technology and Telecommunication Professionals, Conservation Professionals, Research and Development Managers, Conservation and Environmental Associate Professionals.  
Engineering: Civil Engineers, Mechanical Engineers, Electrical Engineers, Electronics Engineers, Design and Development Engineers, Production and Process Engineers, Engineering Professionals.  
Math: Actuaries, Economists and Statisticians, and Chartered Surveyors.

# Higher demand for Bachelor's Degrees in Berkshire

## Key facts

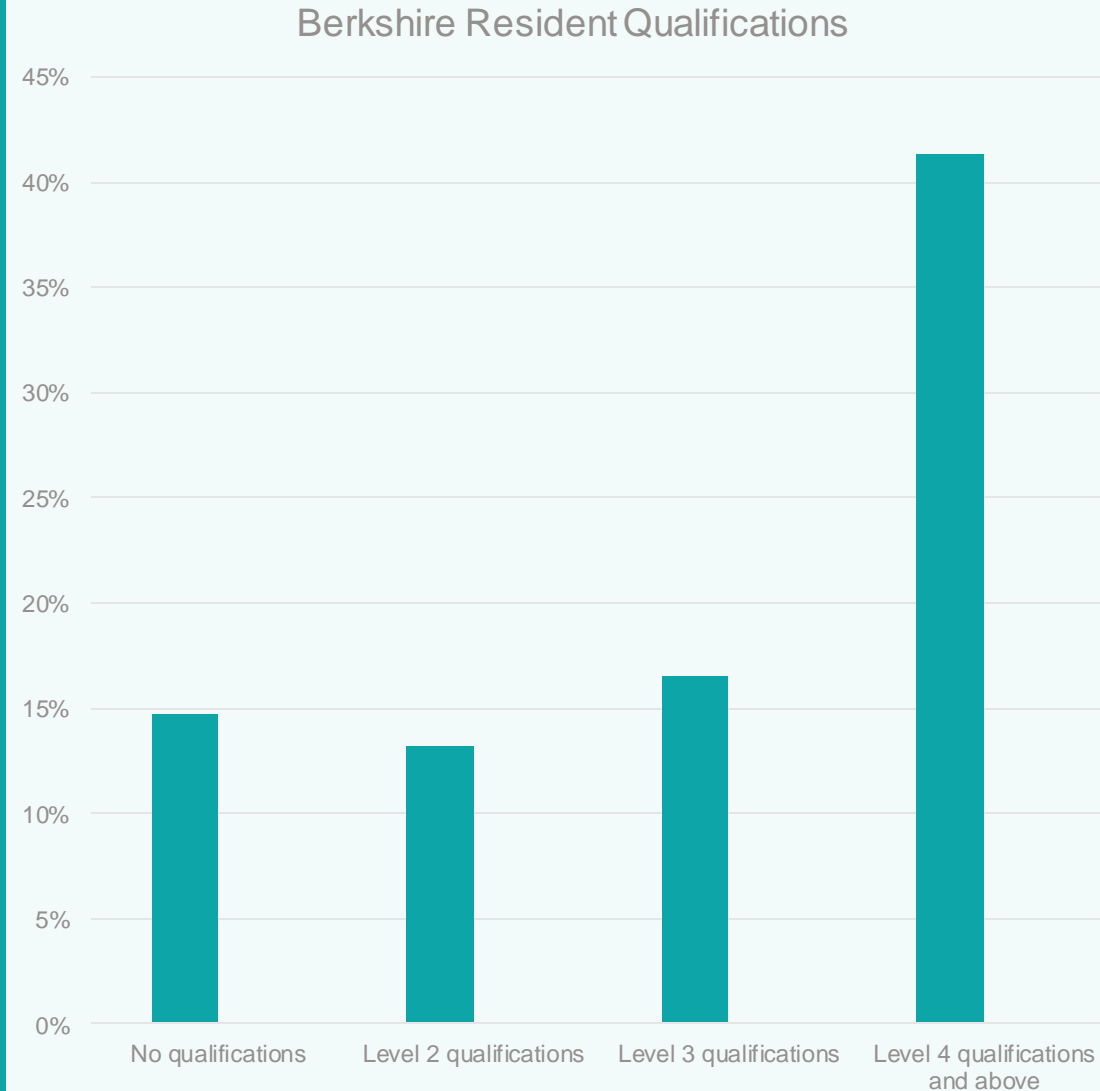
- Berkshire's job market uniquely **stands out** with a 13% demand for **Bachelor's degree** holders, surpassing the GB average of 9%.
- If you have a Bachelor's degree, you can meet **94%** of job education requirements.



# A Highly Educated Berkshire: 41% Attain Level 4 qualifications or above

## Key facts

- A significant portion of Berkshire's population, 41.31%, possesses Level 4 qualifications or higher.
- Residents with Level 2 and Level 3 qualifications (13.21% and 16.51%, respectively) form a considerable part of the population.



Jobs that require level 4 qualifications include:

- Junior Business Analyst
- Engineering Technician
- Computer Network Support
- Assistant Manager
- Graphic Designer
- Laboratory Technician
- Healthcare Practitioner
- Marketing Associate
- Teaching Assistant
- Human Resources Coordinator

No qualifications: no formal qualifications

Level 1: one to four GCSE passes (grade A\* to C or grade 4 and above) and any other GCSEs at other grades, or equivalent qualifications

Level 2: five or more GCSE passes (grade A\* to C or grade 4 and above) or equivalent qualifications apprenticeships

Level 3: two or more A Levels or equivalent qualifications

Level 4 or above: Higher National Certificate, Higher National Diploma, Bachelor's degree, or postgraduate qualifications

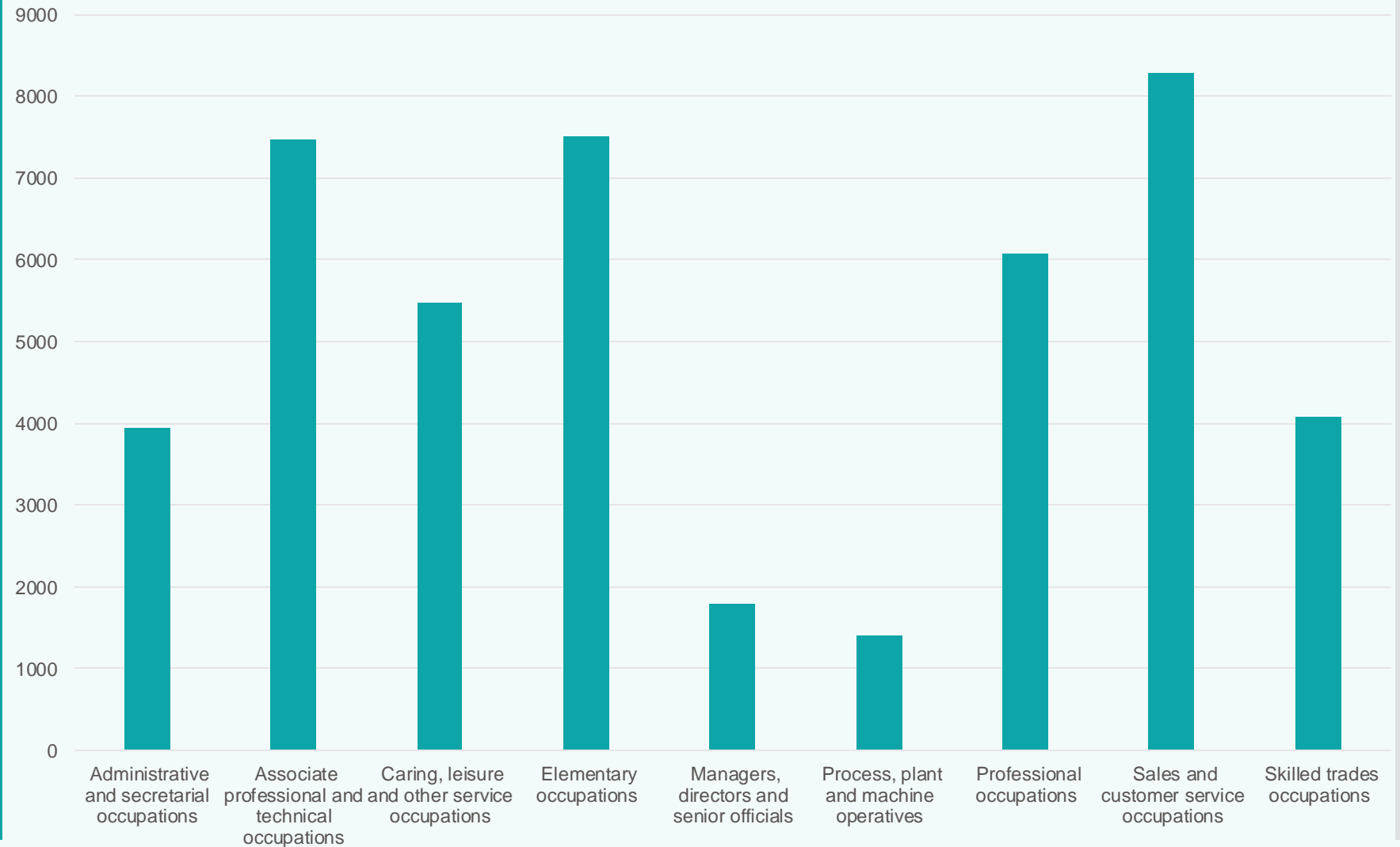
Sources: EMSI, [ONS](#)

# Young workforce gravitates towards Technical Roles

## Key facts

- Associate professional and technical occupations are the leading fields for young adults
- Elementary occupations are another primary employment area for those aged 16-24, with 7,509 individuals employed.

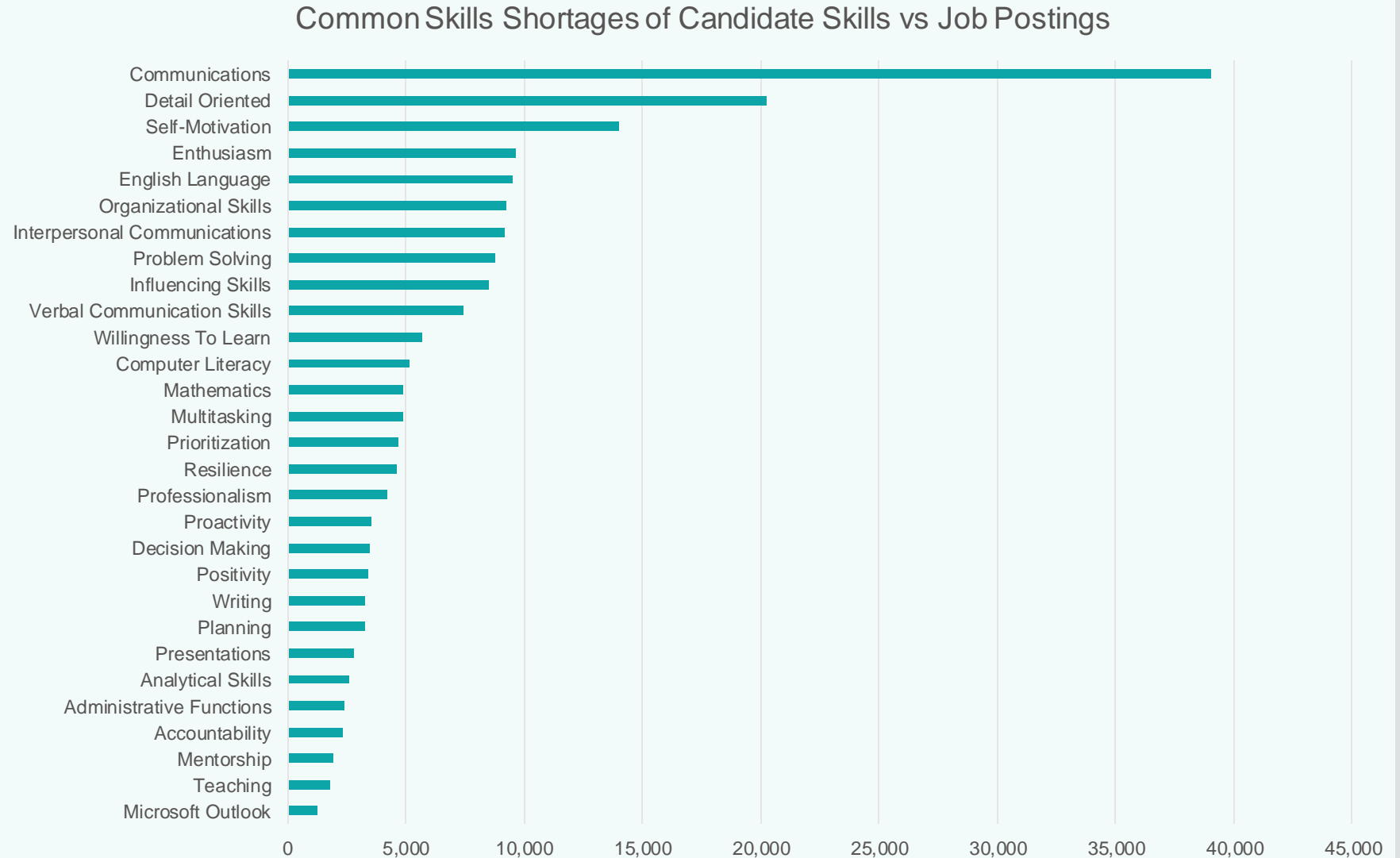
Ranking of Industries with Workers Aged 16-24 in Berkshire, Census 2021



# High demand for Communication and Detail-Oriented Skills

## Key facts

- The most significant **tech skills** shortages are observed in **Computer Literacy** and **Mathematics**, with a gap of 8,790 and 4,926 between job postings and profile skills.
- Top demanded **soft skills** are **Communications** and **Detail Oriented**, with a gap of 39,018 and 20,240.

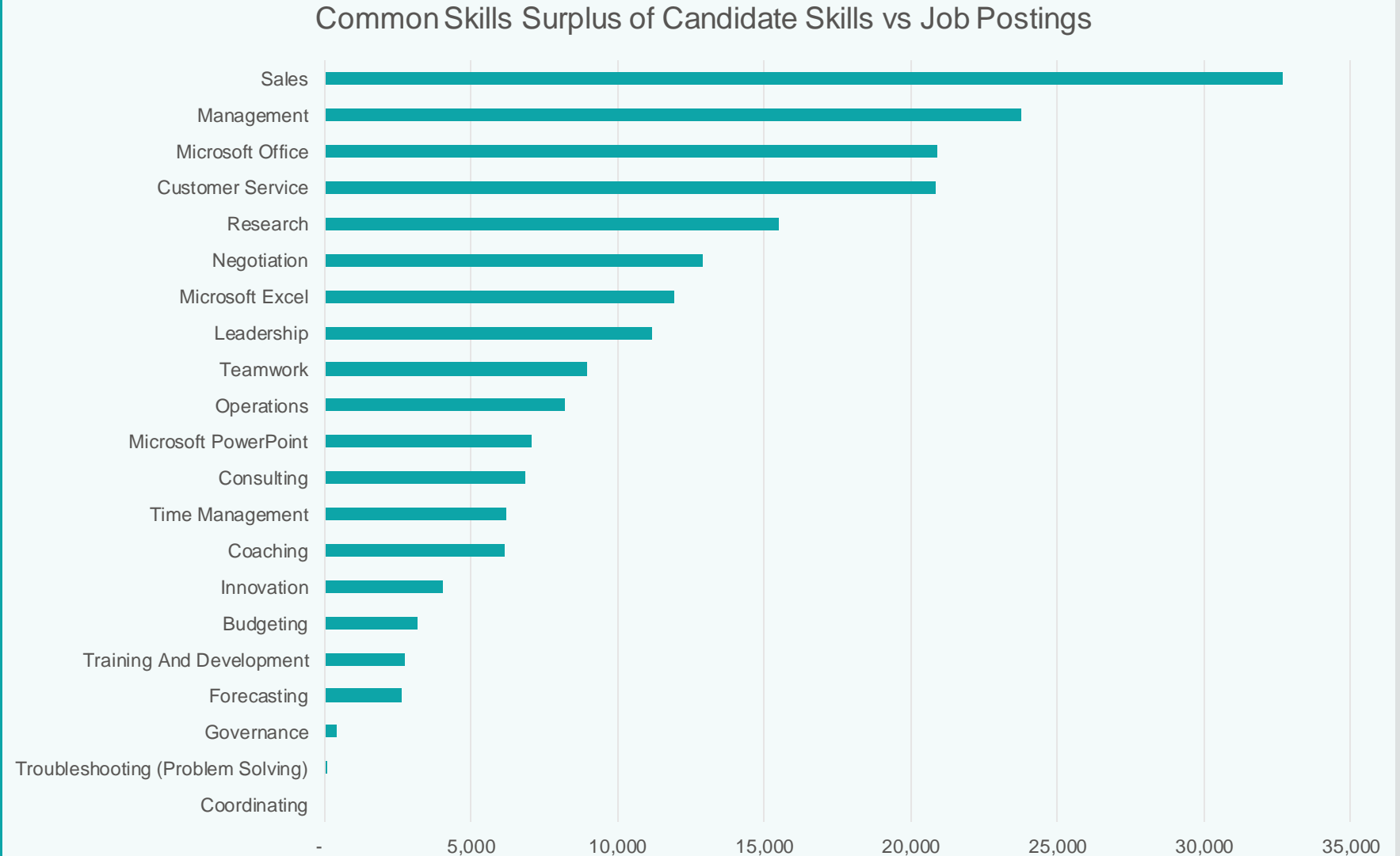




# Excess talent in Management, Sales and Customer Service Skills

## Key facts

- An oversupply in **Management** skills is evident with 23,763 more profiles than job postings.
- **Sales and Customer Service** profiles exceed job postings by 32,716 and 20,871.
- **Microsoft Office and Excel** show significant surpluses of 20,899 and 11,914.



# The main common skills Berkshire employers are looking for

## Key facts

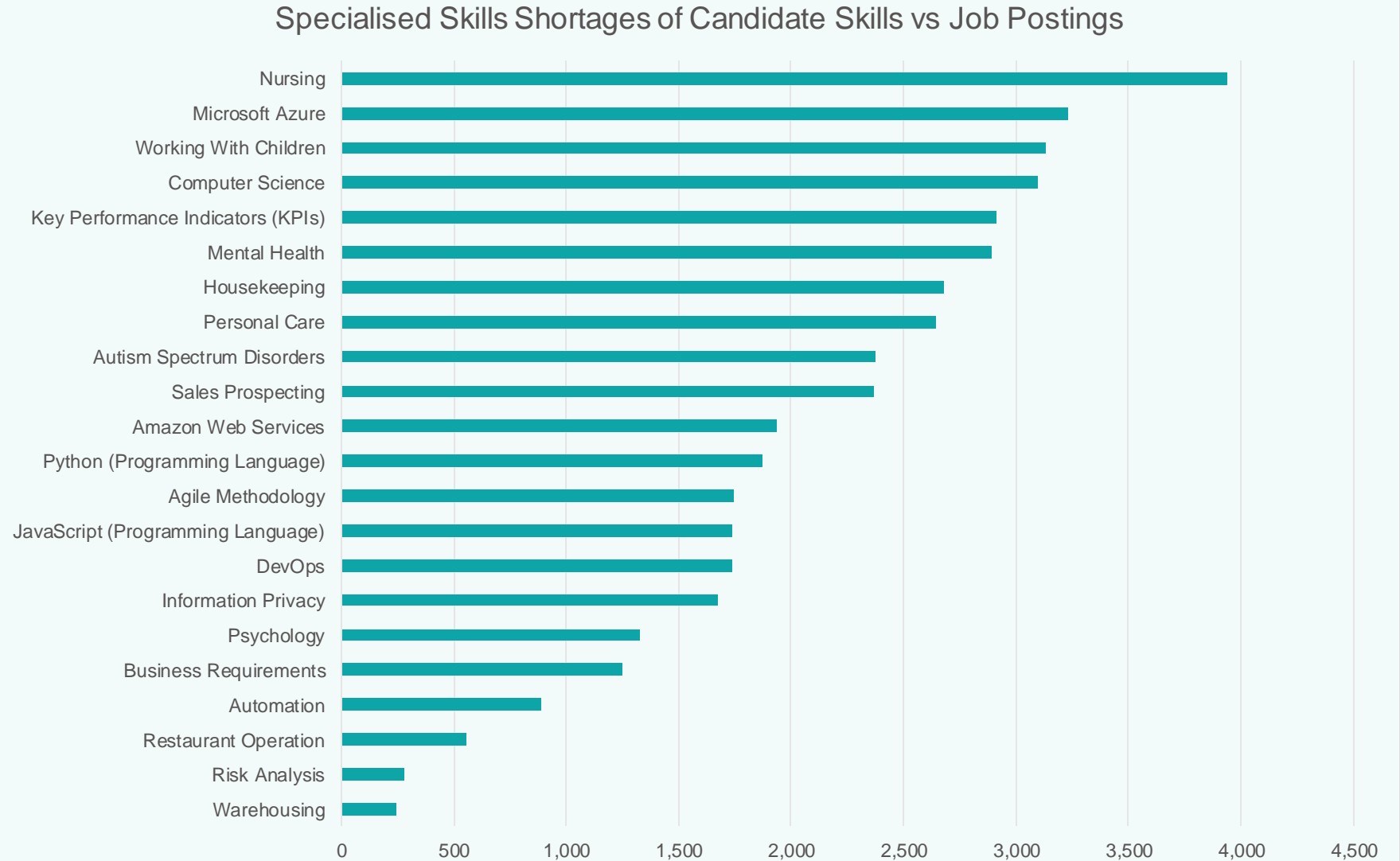
- The skill with the **highest number** of job postings is **Communications**, with 68,096 postings.
- Management skills are the second most sought after with 49,954 postings, followed by Customer Service at 39,292 postings.



# High demand for Nursing and Microsoft Azure skills

## Key facts

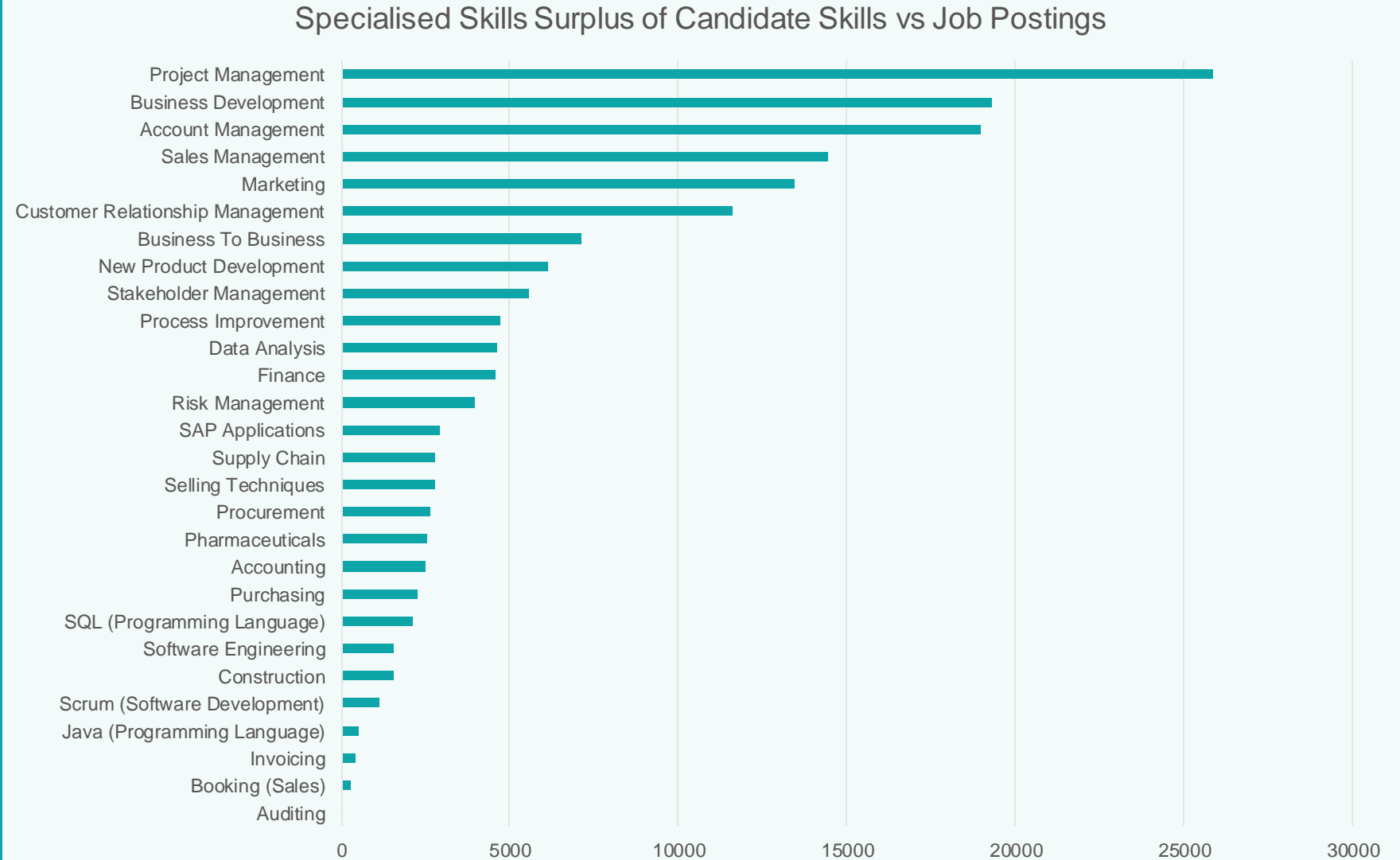
- The **largest** shortage is observed in Nursing (3,937).
- There is a **significant shortage** of specialised IT skills, particularly in Python Programming (1,870), JavaScript (1,740), Amazon Web Services (1,937), and Microsoft Azure (3,234).



# Excess talent in Management, Business and Marketing skills

## Key facts

- Skills with the highest surplus, are in the areas of Project Management (25,874), Business Development (19,294), and Account Management (18,970).
- Marketing (13,476), Sales Management (14,457), and Selling Techniques (2,782) have a high surplus.





# The main specialised skills Berkshire employers are looking for

## Key facts

- Agile Methodology (9,828 postings) and JavaScript (5,328 postings) lead in demand within the technology sector.
- Business and Financial Expertise: Finance (15,313 postings) and Accounting (10,494 postings) are skills with the highest number of job postings.

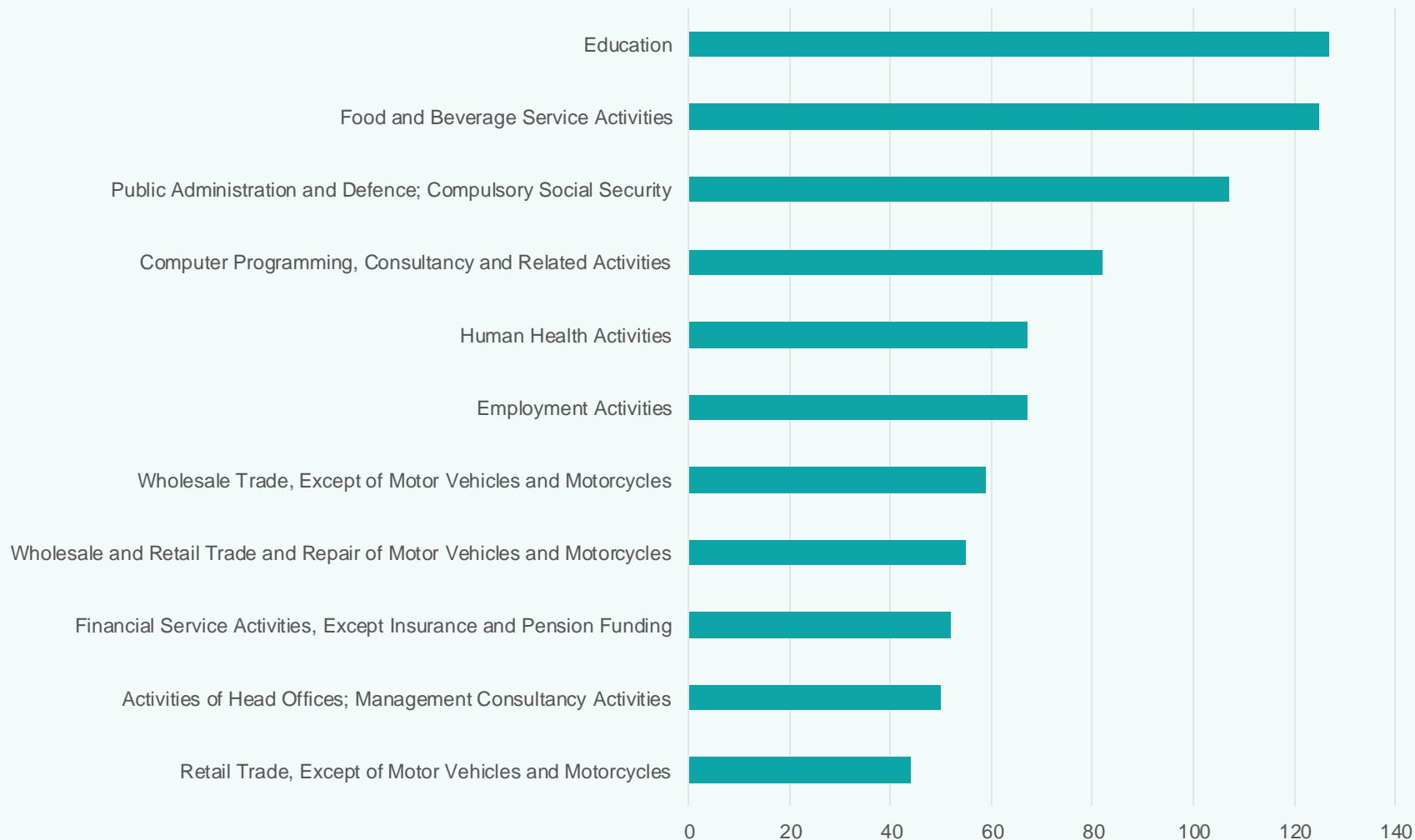


# Education leads Apprenticeship Postings in Berkshire

## Key facts

- The Education industry surfaced as the leading sector with the highest number of unique apprenticeship postings (127).
- There was significant interest in apprentices within Computer Programming and Related Activities (82 postings).

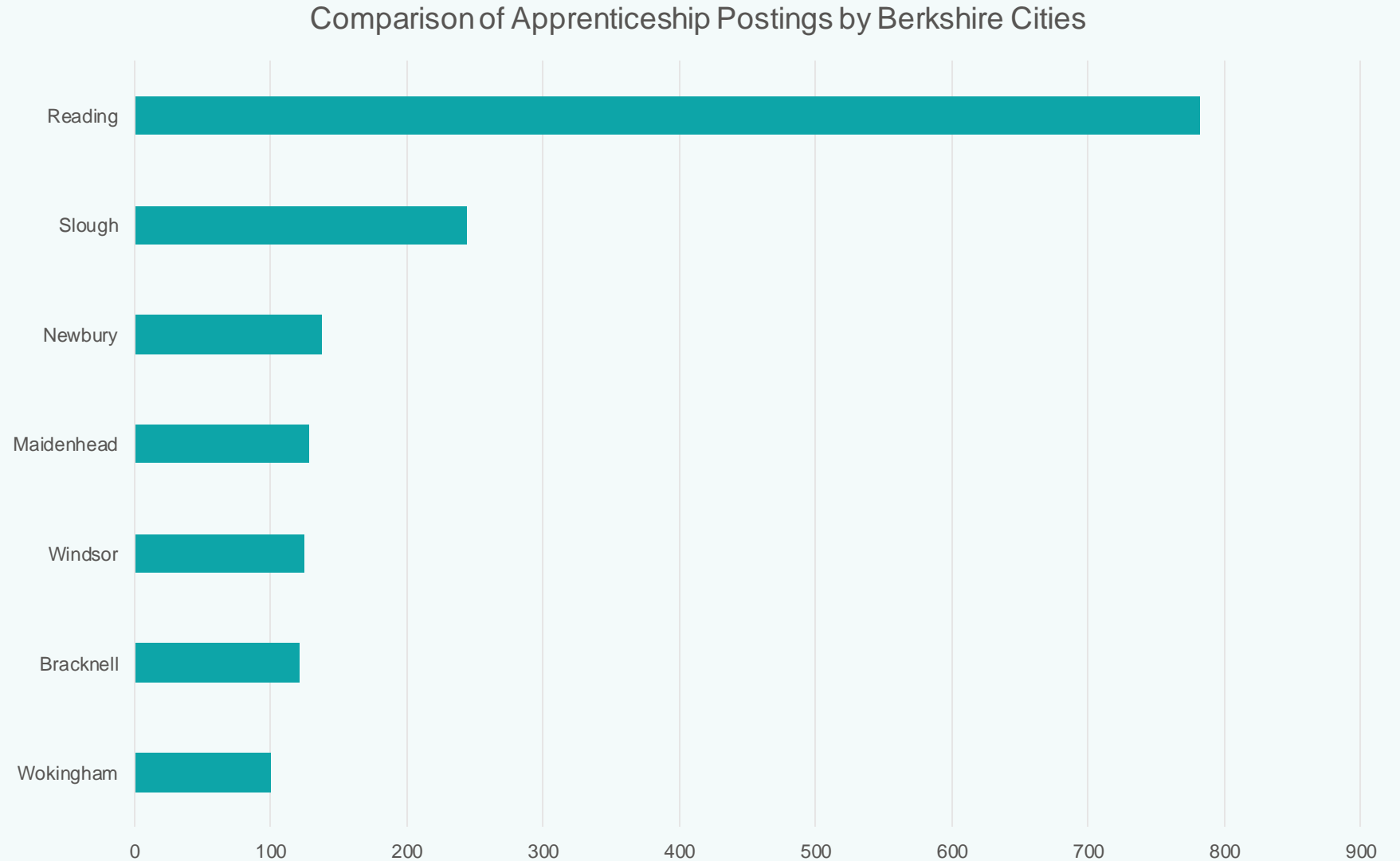
Distribution of Unique Apprenticeship Postings Across Industries



# Reading dominates Apprenticeship postings in Berkshire

## Key facts

- Reading leads with 1,668 postings. The second-highest area is Slough, with 493 postings.
- Other areas such as Wokingham, Bracknell, and Windsor show relatively similar numbers of postings, ranging from 184 to 207.



# High-paying and niche jobs in Berkshire you may not be aware of...

## Key facts

- High-tech roles in computer facilities management and satellite telecommunications are not only niche but also highly remunerated, with average wages exceeding £55,000.

Industry	Total Jobs	Avg. Wages Per Job (2021)
Research and Experimental Development on Biotechnology	1,235	£55,361
Wired Telecommunications Activities	771	£52,049
Distribution of Gaseous Fuels Through Mains	496	£58,847
Production of Electricity	934	£56,627
Treatment and Disposal of Hazardous Waste	189	£50,284
Wholesale of Chemical Products	364	£50,470
Development of Building Projects	1,964	£51,704
Computer Facilities Management Activities	56	£55,418
Freight Rail Transport	53	£51,449
Repair of Electrical Equipment	54	£59,203
Manufacture of Pharmaceutical Preparations	264	£51,019
Transport Via Pipeline	18	£57,064
Manufacture of Optical Instruments and Photographic Equipment	43	£50,755
News Agency Activities	65	£57,348
Wholesale of Machine Tools	58	£51,301
Installation of Industrial Machinery and Equipment	125	£53,347
Manufacture of Other Chemical Products n.e.c.	84	£50,051
Repair of Machinery	246	£56,421
Satellite Telecommunications Activities	46	£58,704
Sea and Coastal Passenger Water Transport	18	£54,889
Manufacture of Refined Petroleum Products	22	£56,254
Repair and Maintenance of Aircraft and Spacecraft	16	£57,015



# Jobs local employers find difficult to fill

## Key facts

- Job positions that employers in Berkshire find most difficult to fill include engineers; social workers; chefs; waiting and bar staff; software developers; lorry drivers; health workers; teachers and Apprentices.
- *“We are short of website coders; RPA project managers/coders; sales order processors; customer service agents; international shipping advisers; and warehouse operatives”*  
- Logistics and Warehousing Company
- *“Nursing vacancies increased over 41% from Dec 19 to Dec 20 and care and home worker vacancies increased 33% in the same period”*  
- Health Care Organisation
- *“Demand for IT and telecoms professionals in Berkshire has risen 12% in the last year, with employers keen to attract those with transferable skills to support the thriving industry”*  
- IT Industry
- *“There are so many routes into a career in technology. We look for people with strong essential skills, character and potential and then upskill them and support them to flourish”*  
- Technology Company

# The main employability skills Berkshire employers are looking For

## Key facts

- 27% of Berkshire employers who recruit school leavers believe they are **poorly prepared** for work.
- Of these, 12% say they believe young people have a **poor attitude / lack motivation**. So whilst most don't think this, a fair chunk do.



# 10 skills you need to have a successful career in 2025

## Key facts

- The world of work is changing. As we enter the Fourth Industrial Revolution, developments in fields such as robotics, AI, nanotechnology and autonomous vehicles, look set to change the way we live and work.
- Across all sectors of the economy, different skills will be needed. Some roles will disappear and many more will evolve.
- Technology use, monitoring and control
- Technology design and programming
- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem solving
- Critical thinking and analysis
- Creativity, originality and initiative
- Leadership and social influence
- Reasoning, problem solving and ideation
- Resilience, stress tolerance and flexibility

# Next Steps for Careers Leaders

## Next Steps

- Increase collaboration with businesses
  - Understand local skills shortages
  - Promote priority job families, apprenticeships and trainee opportunities
- Increase collaboration with local businesses of all sizes to highlight skills and promote the benefits of work experience (including virtual schemes)
  - Promote opportunities in the top priority sectors: Screen Industries, Construction and the Built Environment, Health and Life Sciences, Care, Haulage & Logistics, ICT
  - Promote apprenticeships, technical education and pathways.
  - Share the most common specialist skills gaps in Digital Technology, Engineering, Marketing, Customer Service and Analytics
  - Share the most wanted common skills of Communication, Good Work Ethic, Time keeping and problem solving skills.



## More Information

- Gateway to explore jobs, apprenticeships, and courses in Berkshire
- Spotlight on sectors urgently recruiting
- Key information available for a wide range of jobs



COMMUNICATIONS TOOLKIT  
FOR SCHOOLS & COLLEGES

[berkshireopportunities.co.uk](http://berkshireopportunities.co.uk)

### LATEST RESOURCES

Provider Access Legislation -  
Live in January 2023

Apprenticeship Support &  
Knowledge (ASK) Support  
Guide

Apprenticeship Support &  
Knowledge (ASK) - Book free  
support

Career Leaders Training

The University Live Channel -  
Partner Registration

Speaker for Schools - Educators  
Prospectus



## Berkshire Careers Guide

### Digital Tech opportunities in Berkshire?

Digital technology now impacts almost every aspect of our daily lives, from smartphones and music downloads to online gaming and booking systems.

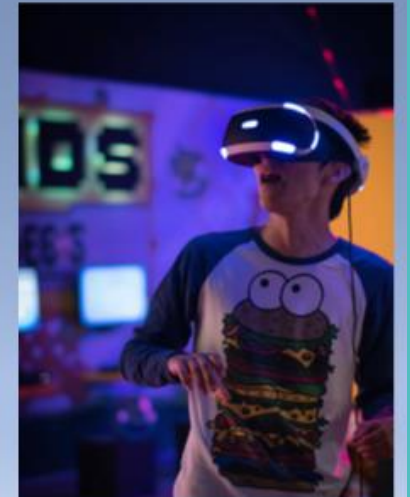
In Berkshire, digital tech is one of our strongest sectors and is only set to get bigger: it's home to nearly 8,000 tech companies and over 56,000 tech specialists.



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In fact, local employers can't fill some jobs fast enough and find it a challenge to find qualified people for some tech roles.



## Further Resources

- Apprenticeship Service and Knowledge for Schools (ASK) - [www.amazingapprenticeships.com/request-support](http://www.amazingapprenticeships.com/request-support)
- Amazing Apprenticeships - [www.amazingapprenticeships.com/apprenticeship-pack/](http://www.amazingapprenticeships.com/apprenticeship-pack/)
- Apprenticeship vacancies and information online - [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)  
[www.ucas.com/apprenticeships](http://www.ucas.com/apprenticeships)
- Berkshire Local Enterprise Partnership - [www.thamesvalleyberkshire.co.uk](http://www.thamesvalleyberkshire.co.uk)
- The Careers and Enterprise Company - [www.careersandenterprise.co.uk](http://www.careersandenterprise.co.uk)
- Berkshire Opportunities - [www.berkshireopportunities.co.uk](http://www.berkshireopportunities.co.uk)
- Berkshire Careers Guide - [www.tvbintelligence.co.uk](http://www.tvbintelligence.co.uk)
- LMI for All - [www.lmiforall.org.uk/careerometer](http://www.lmiforall.org.uk/careerometer)
- National Careers Service - [nationalcareersservice.direct.gov.uk](http://nationalcareersservice.direct.gov.uk)