

# my way

into the world of work

**Labour Market Information guide for teachers, young people and parents/carers**

**Region:** West Midlands

**City:** Birmingham



# Introduction

Labour Market Information (LMI) is a useful tool to support young people with making informed career choices. LMI can be used to provide an overall view of the past, present and future of the world of work. Young people can use LMI to research the current state of the jobs market, including future jobs in the local area, understand the skills required for certain job roles and the demand for future employment.

The world of work is changing rapidly and LMI supports young people with gaining a greater knowledge and understanding about employment sectors, employers, jobs, typical rates of pay and general employment trends. New technology and industry changes can often create a growth or decline in some sectors. Therefore, it is important that young people are given the tools and information to aid their decisions about future careers.



**3,277,100**  
Population aged 16-65  
in West Midlands  
2020



**151,630**  
Enterprises in West  
Midlands  
2020



**£28,998**  
Gross annual pay in  
Birmingham  
2021



**515,000**  
Jobs in Birmingham  
2019

To make well informed career decisions, young people could consider the key factors below:

- What qualifications and career pathways will be the best option for certain careers?
- What job opportunities are available locally? (Relocation may be required for certain jobs)
- Which industries or job roles are increasing or declining?
- How much you would expect to earn in certain job roles?
- Who the main employers are in the employment sectors, what jobs they have on offer and what qualifications and skills they are looking for?
- What the working environment is like?

## Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP)

In the past decade, Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) has delivered inclusive economic growth through its unique partnership structure of local authorities, businesses and higher and further education partners.

During the Covid-19 pandemic, GBSLEP worked at pace to support businesses and local people. A key part to this was delivering our skills programme. Young people in particular needed help through this very challenging time.

This guide is one of the projects we have supported to identify the opportunities and routes into the key GBSLEP priority sectors (see below) but also wider sectors like transport / logistics and construction:

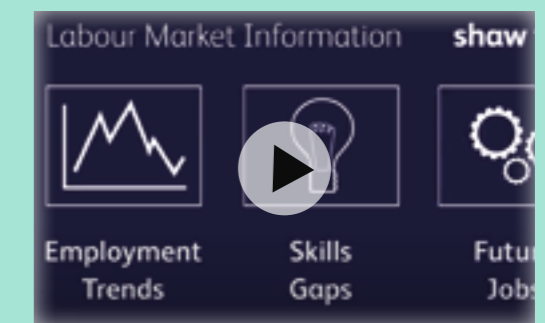
- Data-Driven Health and Life Sciences,
- Creative Industries,
- Low Carbon and Energy Technology,
- Advanced Manufacturing – Food and Drink
- Business, Professional and Financial Services.

It's a handy guide that provides insight into these sectors and the job roles / opportunities that are available for our young people. There's case studies and stories that bring to life how rewarding a career is in these sectors could be.

## Videos



Career Values by Luminate Careers



Understanding Labour Market Information by Shaw Trust



Useful links

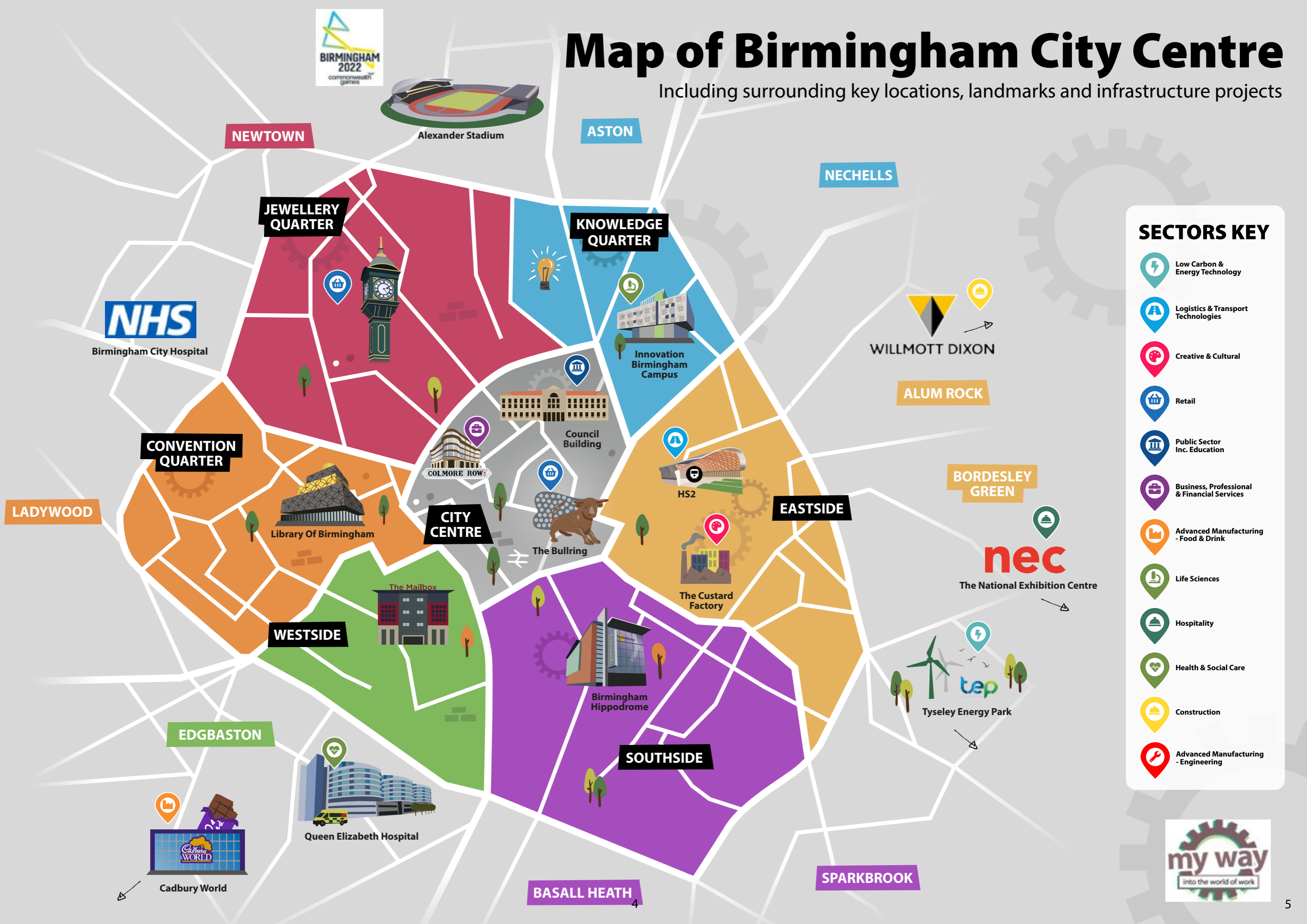
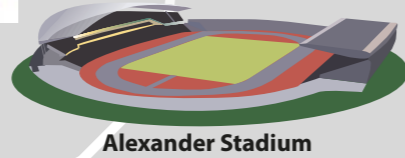
- Explore LMI data – LMI For All
- Prospects.ac.uk
- National Careers Service
- icould - icould
- Greater Birmingham And Solihull LEP | GBSLEP
- Start (startprofile.com)
- Where the work is





# Map of Birmingham City Centre

Including surrounding key locations, landmarks and infrastructure projects



## SECTORS KEY

- Low Carbon & Energy Technology
- Logistics & Transport Technologies
- Creative & Cultural
- Retail
- Public Sector Inc. Education
- Business, Professional & Financial Services
- Advanced Manufacturing - Food & Drink
- Life Sciences
- Hospitality
- Health & Social Care
- Construction
- Advanced Manufacturing - Engineering



# Qualifications and Pathways

There are eight qualification levels, and most qualifications have a difficulty level. Therefore, the higher the level, the more difficult the qualification is. The table below illustrates the qualifications and pathways for young people to consider.

	Academic	Vocational	Work-based Learning
<b>Entry levels 1-3</b>			
<b>1</b>	GCSE	BTEC	Traineeship / NVQ Level 1
<b>2</b>	GCSE	BTEC	Intermediate Apprenticeship / NVQ Level 2
<b>3</b>	A Level	BTEC / T Levels	Advanced Apprenticeship / NVQ Level 3
<b>4</b>	Honours Degree (Year 1)	Higher National Certificate (HNC) /BTEC Higher	Higher Apprenticeship / NVQ Level 4
<b>5</b>	Honours Degree (Year 2)	Higher National Diploma (HND) / BTEC Higher	Degree Apprenticeship / NVQ Level 5
<b>6</b>	Honours Degree (Year 3)	BTEC Professional	Degree Apprenticeship / NVQ Level 6
<b>7</b>	Master's degree	BTEC Professional	Degree Apprenticeship / NVQ Level 7
<b>8</b>	Doctorate (PHD)	BTEC Professional	NVQ Level 8

## University Facts - West Midlands



**160,000**  
educated students  
each year



**55,000**  
New graduates  
annually

## GCSE Grades Comparison Table

Current GCSE Grades	GCSE Fine Grades	GCSE 9-1 Grades	BTEC Grades
<b>A*</b>	<b>A*+</b>	<b>9</b>	<b>D*</b>
	<b>A*</b> <b>A*-</b>	<b>8</b>	
<b>A</b>	<b>A+</b>	<b>7</b>	<b>D</b>
	<b>A</b> <b>A-</b>		
<b>B</b>	<b>B+</b>	<b>6</b>	<b>M</b>
	<b>B</b> <b>B-</b>		
<b>C</b>	<b>C+</b>	<b>5</b>	<b>P</b>
	<b>C</b> <b>C-</b>		
<b>D</b>	<b>D+</b>	<b>4</b>	<b>3</b>
	<b>D</b> <b>D-</b>		
<b>E</b>	<b>E+</b>	<b>3</b>	<b>2</b>
	<b>E</b> <b>E-</b>		
<b>F</b>	<b>F+</b>	<b>2</b>	<b>1</b>
	<b>F</b> <b>F-</b>		
<b>G</b>	<b>G+</b>	<b>1</b>	<b>L1</b>
	<b>G</b> <b>G-</b>		
<b>U</b>	<b>U</b>	<b>0</b>	<b>U</b>



# Qualifications and Pathways: Special Educational Needs and Disabilities (SEND)



For young people with SEND, there are two potential pathways for those typically **unlikely** to take GCSE (Career Group 1) and those typically **likely** to take GCSE (Career Group 2).

## Career SEND Group 1 - 16+



Pathway	Description	Length of Time	Assessment	Level of Study	Entry Requirements	Work Experience	What does it lead to
Supported/Inclusive Apprenticeships	A real job with training & a salary	12-24 months		Entry 3 to Level 2	EHCP	Yes	Paid employment
Pre-Apprenticeships	A programme of study aimed at exploring different industries and job roles	Approx 6-12 weeks. Dependant on the provider		Entry Level training	Up to the training provider/employer	Yes, invaluable experience	Traineeship
Technical/Vocational (BTECS)	Qualifications that teach you how to do tasks specifically related to the industry and role you want to be in	Dependent on vocational qualification	Course dependent. (Coursework, practical assessments and exams)	1+ (Entry Level to Level 8). Eg. Level 1 BTEC Certificate/Diploma or OCR City and Guilds	Course dependent. (Coursework and exams)	Course dependent	Apprenticeship, University or College, Employment
Supported Internships	A structured study programme/ partnership based predominantly with an employer	1 year	Varies between employer and/ or college	Entry Level and upwards	EHCP	Yes	Apprenticeship, Supportive Employment
Traineeships	A structured study programme/ partnership based predominantly with an employer	6 weeks - 6 months	A formal job or exit interview with written feedback. Coursework and exams are course dependent	N/A	Have little to no work experience and qualifies below Level 3	Yes	Apprenticeship, Supportive Employment
Supported Enterprise	Setting up your own business as either a freelance service, a sole trader or a registered company	N/A	N/A	N/A	N/A	Recommended before setting up your own business	Self employment
Supported Employment	Personalised model with employer	Indefinite	On the job training and coaching	Dependent on employer	Dependent on employer	Yes	Paid employment
Volunteering	Working in the community or with a charity as a regular volunteer	Indefinite	N/A	N/A	Interview to assess interests, availability, adjustments to be made	Helps to do this in school so you can learn what is expected and what sort of role you would like to do	Could lead to paid work but not guaranteed. Could open up other opportunities.
Pre-supported Internships/Supported Work Experience	Regular placement with an employer over an extended period of time	Determined by employer and young person	N/A	N/A	EHCP/Vocational Profiling	N/A	Supported internship, college course, traineeship/supported apprenticeship

# Qualifications and Pathways: Special Educational Needs and Disabilities (SEND)



## Career SEND Group 2 - 16+



Pathway	Description	Length of Time	Assessment	Level of Study	Award UCAS Points	Entry Requirements	Work Experience	What does it lead to
Apprenticeships	A real job with training & a salary	1 year minimum	Apprenticeship dependent (includes demonstrations, presentations, course work and exams)	2/3 with possibility to progress to higher and degree apprenticeships	No	Employer dependent. Age 16+ Evidence of interest and ability to complete	Yes (paid job with at least 20% off the job training)	Higher or degree apprenticeship, University or college, Employment
A Levels	An academic qualification similar in style to GCSEs that prepares you for further study	2 years	Mostly exams at the end of the course	3	Yes	For individual schools and colleges to decide (commonly 5 GCSEs at grade 4 and above)	No	Apprenticeship, University or College, Employment
T Levels	A technical study programme similar to 3 A levels, with an industry placement which takes up 20% of the course. Designed to give you the skills that employers need	2 years	Exams, projects and practical assignments	3	Yes	Set by each school/college	Yes (80% classroom, 20% work)	Apprenticeship, University or College, Employment
Technical/Vocational	Qualifications that teach you how to do tasks specifically related to the industry and role you want to be in	Course dependent	Course dependent (course work and exams)	1+	Yes	Course dependent (coursework and exams)	Course dependent	Apprenticeship, University or College, Work
Applied	Qualifications that prepare you for further study by combining academic learning with practical skills to give you a broad overview of working in a sector	Course dependent	Course dependent (course work and exams)	3	Some. (Course and award organisation dependent)	Set by each school/college	Course dependent	Apprenticeship, University or College, Employment
Traineeships	A work focussed study programme that prepares you for an apprenticeship or work	6 weeks - 6 months	A formal job or exit interview with written feedback. Coursework and exams are course dependent	N/A	Yes	Have little to no work experience and qualifies below level 3	Yes	Apprenticeship, Employment
Entrepreneurship	Setting up your own business as either a freelance service, a sole trader or a registered company	N/A	N/A	N/A	No	Industry dependent	Recommended before setting up your own business	Self employment
Paid Employment	Working 16 hours or more weekly with a contract in place	N/A	N/A	N/A	No	Industry dependent	Recommended before working	Employment



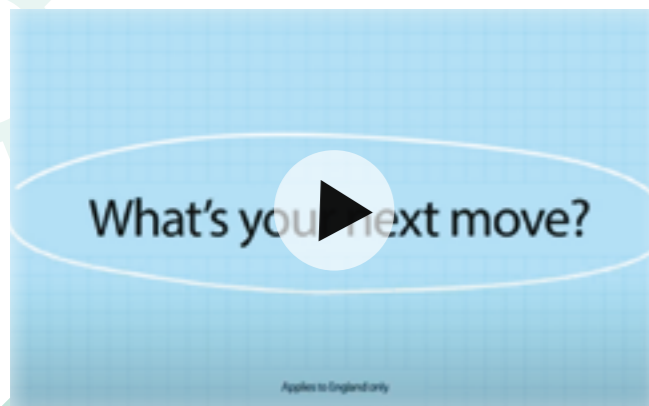
# Qualification and Pathways: Videos



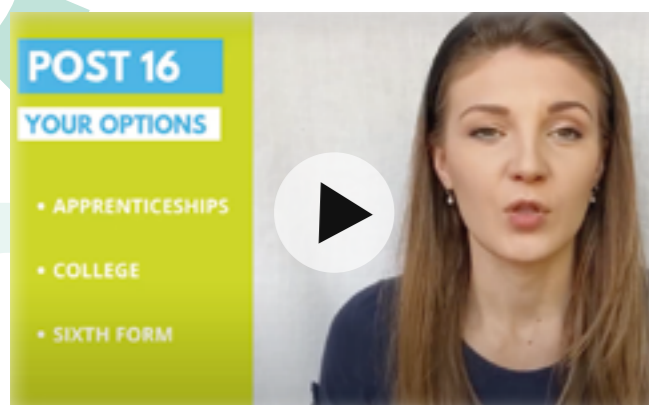
## Qualifications and Pathways: Useful Websites



**GCSE 9-1 grades explained by Pearson UK Educators**



**Department for Education Post-16 Choices Animation**



**Should I go to college or sixth form? by Aimhigher**

- **What qualification levels mean: England, Wales and Northern Ireland - GOV.UK ([www.gov.uk](http://www.gov.uk))**
- **Careerpilot : Qualifications Explained**
- **What Is Level 3 Equivalent To? | What Level Is A Degree? ([successatschool.org](http://successatschool.org))**
- **Success at School: Career paths**
- **Careers advice - job profiles, information and resources | National Careers Service**
- **Students | Aimhigher West Midlands ([aimhigherwm.ac.uk](http://aimhigherwm.ac.uk))**
- **Skills Hub | GBSLEP Growth Hub**
- **UCAS | At the heart of connecting people to higher education**
- **Podcasts / Institute for Apprenticeships and Technical Education**
- **Not Going To Uni: Apprenticeships & Work Experience in the UK**
- **School Leaver Jobs | AllAboutSchoolLeavers**
- **What Is Supported Employment? | British Association for Supported Employment ([base-uk.org](http://base-uk.org))**
- **GetMyFirstJob | Apprenticeships, Degree Apprenticeships, Work Experience & Graduate Jobs**
- **Kickstart Your Career #WMKickstartJobs - Youth Employment UK**
- **Birmingham Careers Service | Birmingham Careers Service**
- **T Levels | The Next Level Qualification**

Visit the FE  
Colleges Page

Visit the HE  
Providers/  
Universities  
Page



# Creative and Cultural Sector

The creative and cultural sector currently includes: • Advertising & Marketing • Architecture • Crafts • Design & Designer Fashion • Film • TV • Video • Radio & Photography • IT software & computer services • Publishing • Museums • Galleries and libraries • Music • Performing and visual arts.

## National Creative and Cultural Sector

Worth  
**£117bn**



**2 million**  
Workers



**1 in 8**  
UK businesses



**£46bn**  
exports



Worth  
**£4billion**

**50,000+**  
Workers

**13,000**  
businesses

**50,000**  
Creative workers in other industries

## West Midlands Creative and Cultural Sector

### West Midlands Creative Strengths

- Advertising
- Marketing
- Design
- Nationally significant games cluster
- ICT
- Web services
- Screen/VR
- Next Generation Content Creation



### Gaming West Midlands

The West Midlands has the largest concentration of gaming companies in the UK including:

- Serious Gaming
- Artificial Intelligence (AI)
- Augmented Reality (AR)
- Virtual Reality (VR)
- eSports



## Example Sector Roles

Creators & Performers of Creative Content

Actors  
Jewellery Makers  
Fashion Designers  
Musicians

Organising Production of Creative Content

Architects  
Choreographers  
Directors  
Producers

Supporting Production of Creative Content

Designers  
Broadcast Engineers  
Events Assistants  
Front of House  
Marketers

### Top Jobs - West Midlands

1. Marketing Executives
2. Design Engineers
3. Digital Marketing Executives
4. Fundraisers
5. Business Development Executives
6. Account Handlers
7. Architectural Technicians
8. Interpreters
9. Electrical Design Engineers
10. Graphic Designers

## Major Investments

Across the West Midlands there are significant developments such as; music venues and theatres, alongside [UK City of Culture](#), [Commonwealth Games](#) and [British Art Show No 9](#), these will drive visitors, global profile and future investments.

Major investments in Birmingham include the [Creative Content Hub](#), Virtual Studios UK and new Games Studio space that will drive regional growth and global profile.



Find out more about qualifications and pathways here





# Example Sector Roles: Including, subjects to consider, skills and salaries.

## Discover more to start your journey

### Communications & Marketing

relevant subjects:  
English, Maths, ICT,  
Media studies

#### Roles

**Communications Assistant**  
£14,000 - £25,000

**Marketing Management**  
£35,000 - £58,000

#### Skills

Communication  
Literacy & Numeracy  
Organisation  
Digital

Communication  
Literacy & Numeracy  
Organisation, Digital  
Customer service  
Leadership

### Cultural Venues & Activities

relevant subjects:  
Humanities, Social sciences  
History or Media Studies  
Art and Textiles

**Costume Designer**  
£13,000 to £35,000

**Live Sound Engineer**  
£25,000 to £40,000

Communication  
Organisation  
Teamwork

Communication  
Teamwork  
Digital  
Customer service

### Screen

relevant subjects:  
Drama and Theatre, English,  
Film and Media Studies,  
Physics and Computer  
sciences

**Creative Content Producer**  
Salary variable

**Game Level Design**  
£19,500 to £59,000

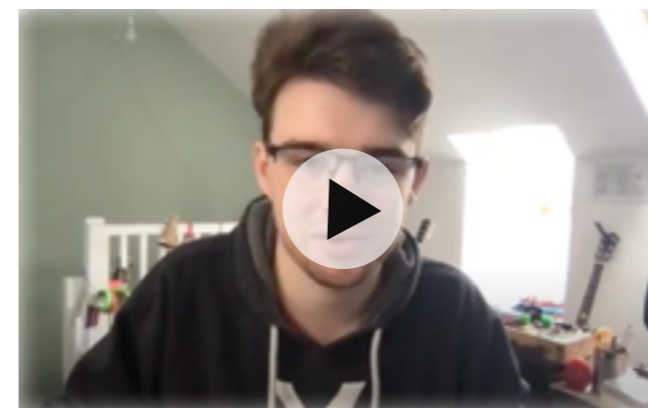
**Broadcast Engineer**  
£20,000 to £50,000

Communication  
Literacy & Numeracy  
Organisation, Creative  
Leadership

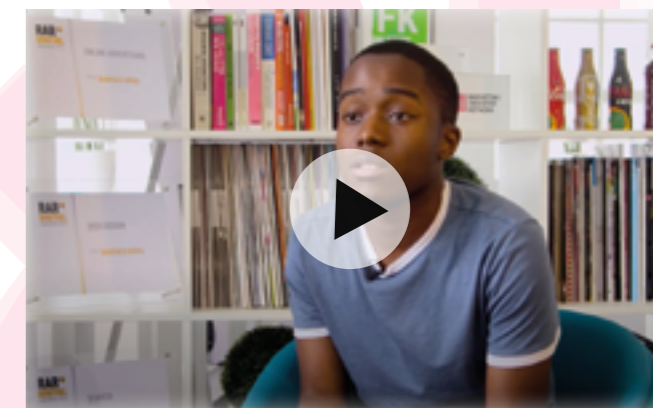
Communication, Digital  
Numeracy for Games Level  
Design, Teamwork

Communication  
Digital  
Teamwork

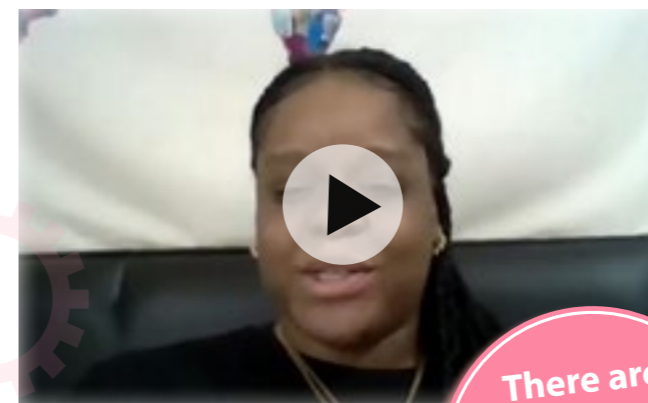
There are many ways to start your creative career



Interview with Luke Furmage - Freelance Video Editor



Jordan Walker - Apprentice Junior Developer



Interview with Shekinah Yuhanna - Digital Marketing Coordinator



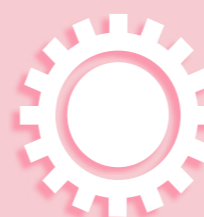
Creative Alliance workplace tour: Creative, Digital and Marketing apprenticeships

## Download the activities for the creative and cultural sector

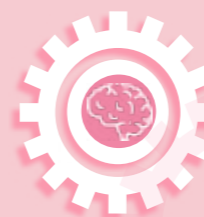
Click on the relevant cog to download the activities



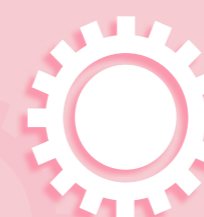
Inclusive resource



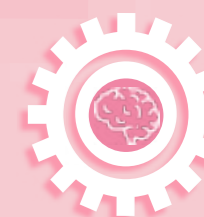
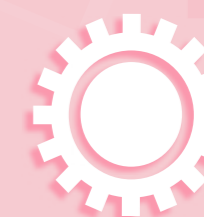
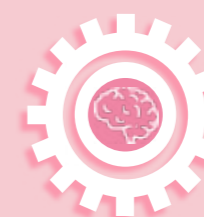
Interview



Workplace Tour



Sector Word Search



Useful links

- BBC - Radio 1 Big Weekend Connects
- Teachers & career leaders - Creative Careers
- www.creativealliance.org.uk
- www.screenskills.com
- www.creativeengland.co.uk
- www.ccskills.org.uk
- Students and parents - Creative Careers
- boa-stageandscreen.co.uk

Find out more about the job roles on the National Careers Service website!



# Advanced Manufacturing – Food and Drink Sector

The Advanced Manufacturing Food and Drink industry processes and manufactures food and drink products to support the UK supply chain.

## National and Regional Figures

**£28.2bn**  
to the economy

**400,000**  
Employed

**£1.04bn**  
GVA

**£2.05bn**  
GVA by 2030



**500**

food and drink manufacturers across the West Midlands

**16,000+**

employed in food and drink

**9th largest**

manufacturing nation

**50,000**

workers in other industries

## National and Regional Figures

### Manufacturing Regional Strengths

- The manufacture of beverages; reflecting the strong brewery tradition in the West Midlands.
- The manufacture of bakery and farinaceous products (e.g. pasta).
- 11 million bags of walkers per day
- 1.5 million cadbury cream eggs per day
- Manufacturer of the queen's handbags
- Producers of the world's most popular cider



## Major Investments

The West Midlands is the birthplace of great British food and drink icons Cadbury, Typhoo Tea, Bird's Custard and Marston's, and expertise in local colleges and Universities continue to spur on innovation in food and drink manufacturing both within the West Midlands, nationally and across the world.



## Example Sector Roles

### Production



Quality control assistant  
Manufacturing systems engineer  
Production manager

### Processor



Meat process worker  
Food factory worker  
Bottler

### Food Specialist



Food scientist  
Food Technologist  
Technical Brewer

### Top Employers - West Midlands

- Marston's PLC
- Pilgrim's Pride LTD.
- Molson Coors Brewing Company (UK) Limited
- Noon Products Limited
- Bernard Matthews Foods Limited
- Agrial Fresh Produce Ltd
- Cadbury UK Limited
- CPC Foods Limited
- Salisbury Poultry (Midlands) Limited
- Mondelez UK Confectionery Production Limited



Find out more about qualifications and pathways here







# Example Sector Roles: Including, subjects to consider, skills and salaries.

**Production**  
 relevant subjects:  
 Maths, English, Science

Roles	Skills
<b>Quality Control Assistant</b> £12,500 - £25,000	Attention to detail Team work Communication Software packages
<b>Manufacturing Systems Engineer</b> £22,000 - £40,000	Numeracy Communication Software packages
<b>Production Manager</b> £20,000 to £40,000	Communication Science Analytical thinking

**Processor**  
 relevant subjects:  
 English, Maths

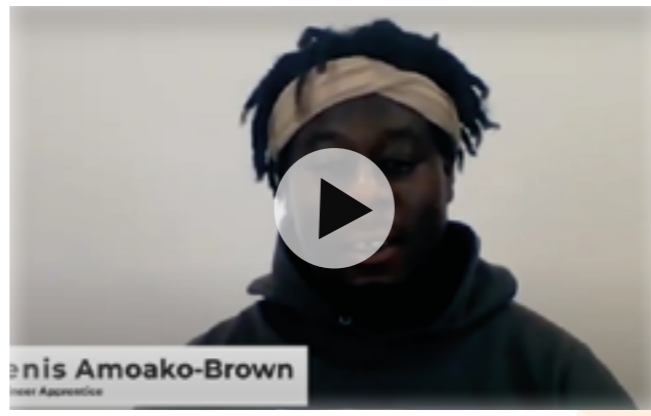
<b>Meat Process Worker</b> £17,000 to £25,000	Team work Attention to detail IT
<b>Food Factory Worker</b> £12,000 to £20,000	Communication Literacy and numeracy Attention to detail
<b>Bottler</b> £18,000 to £40,000	Attention to detail Teamwork Operate equipment Communication skills

**Food Specialist**  
 relevant subjects:  
 English, Maths




<b>Food Scientist - Food Technologist</b> £20,000 to £45,000	Communication Literacy & Numeracy Science Analytical Thinking Software packages
<b>Technical Brewer</b> £18,000 to £40,000	Communication Literacy & Numeracy Science Software packages

## Discover more to start your journey



Interview with Denis Amoako - Brown from Ishida



Inside MDLZ UK - by Mondelez International





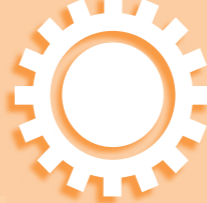

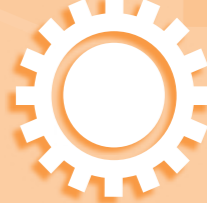
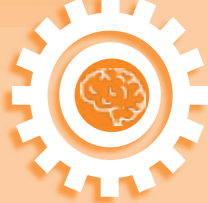
A Day In The Life Of - a vegetable packing factory - by Seasonal Jobs

There are many ways to start your career

### Download the activities for Advanced Manufacturing - Food and Drink Sector

Click on the relevant cog to download the activities

Inclusive resource

Interview                      Research                      Sector Word Search

**Useful links**

- <https://tastycareers.org.uk>
- <https://www.milkround.com>
- [mondelezinternational.com](https://mondelezinternational.com)
- <https://www.midlandsengine.org/>



Find out more about the job roles on the National Careers Service website!



# Business, Professional and Financial Services Sector

Business, Professional, and Financial Services careers are available in a wide range of industries including: • Banks • Insurance and actuarial companies • Wealth advisors • Law and Legal • Accountancy and Management Consultancy • Architects • Project Management • Property Development • Recruitment Agencies • Human Resources Advisors • Marketing, PR and Advertising Agencies

## National and Regional Figures

**2.3m+**  
employed in the UK

**£200.5bn**  
contributed to UK gross value added

**£27.7bn**  
generated GVA

**£50bn**  
Value to be doubled to £50bn over the next 10 years



**48,000**  
businesses

**358,000**  
people employed

**120 firms**  
already operating within growing FinTech ecosystem

**6.2%**  
of total UK FinTech GVA

The city has become the largest premium hub of scale for Financial and Professional Services outside of London.

## BPFS Regional Strengths

- Banking
- Consultancy
- Legal Firms
- Tax Specialist
- Insurance Companies
- Finance
- Head Office Functions
- Magistrates Court
- City Centre Professional Service Hub

## Regional Skills Growth

Growth is expected in areas such as:

- Data analytics
- Digital
- Artificial Intelligence (AI) / Virtual Reality (VR)
- Client Service Facing
- Technologies
- FinTech

### Key Qualities identified by the 'Big 4' (Deloitte, EY, KMPG and PwC)

- Top academics
- An analytical mind
- Emotional intelligence
- Commercial awareness
- Resilience



## Example Sector Roles

**Legal & Finance**

Legal Executive  
Solicitor  
Judge  
Court Administrative  
Financial Advisor  
Accountant

**Management Consultancy**

Management consultant  
IT Project manager  
Quality Assurance Manager  
Business project Manager  
Business analyst

**Other professional services**

Real Estates  
Business administration  
Office Management  
Head office functions  
Human Resources  
Marketing/ PR

## Top Employers - West Midlands

- PWC
- Barclays
- Lloyds Banking Group
- HSBC
- Gowling WLG
- DLA Piper
- PM Connect
- Goldman Sachs
- Deutsche Bank
- Deloitte

Find out more about qualifications and pathways here





# Example Sector Roles: Including, subjects to consider, skills and salaries.

## Discover more to start your journey

**Management Consultancy**  
 relevant subjects:  
 English, Maths, Business studies, Economics, ICT

Roles	Skills
<b>Management consultant</b> £25,000 - £90,000	Communication Problem Solving Literacy and Numeracy Digital Customer Services
<b>Business analyst</b> £30,000 - £70,000	Communication Problem Solving Literacy and Numeracy Digital

**Legal & Finance**  
 relevant subjects:  
 English, Maths, Science

<b>Solicitor</b> £25,000 to £100,000	Communication Problem Solving Literacy and Numeracy Digital
<b>Legal Executive</b> £15,000 to £100,000	Communication Problem Solving Literacy and Numeracy Customer Service
<b>Finance Office</b> £19,500 to £34,000	Communication Problem Solving Literacy and Numeracy Digital
<b>Tax Advisor</b> £22,000 to £60,000	Communication Problem Solving Literacy and Numeracy Digital

**Other Professional Services**  
 relevant subjects:  
 Maths, English, Business studies, Economics, ICT

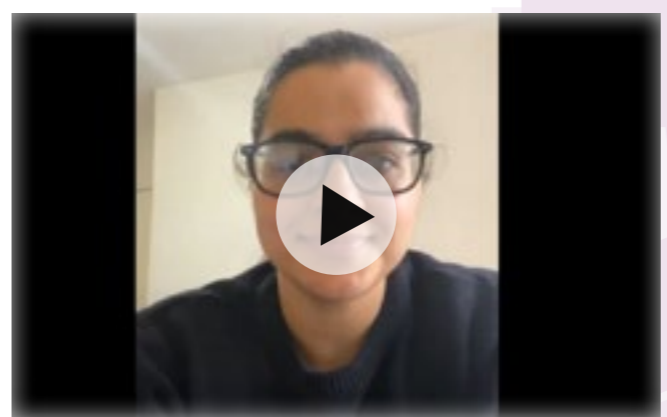
<b>Estates Agent</b> £15,000 to £40,000	Communication Digital Literacy and Numeracy Customer Services
<b>Business administration</b> £15,000 to £30,000	Communication Problem Solving Literacy and Numeracy



Interview with Shannen Gallagher from Wesleyan



Interview with Darren Clarke from Arcadis



Interview with Gurjit Tiwana from Gowling WLG

There are many ways to start your career

## Download the activities for the BPFs Sector

Click on the relevant cog to download the activities

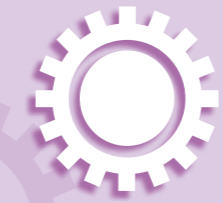
Inclusive resource



Interview



Research



Sector Word Search



### Useful links

- UK Work Experience Programme | HSBC Holdings plc.
- www.hsbc.com/careers/students-and-graduates
- Student Careers | PwC UK Careers
- www.capgemini.com
- www2.deloitte.com
- www.ey.com
- www.gowlingwlgcareers.co.uk
- www.paradisebirmingham.co.uk

Find out more about the job roles on the National Careers Service website!



# Data-Driven Health and Life Sciences Sector

Health technologies are used in a range of organisations to support;

- Research and intelligence
- Biomedical Sciences
- Clinical pharmacy and laboratory technicians

## Regional Figures

**13,600**  
companies

**9,937**  
new jobs by 2030

**44%**  
growth of Pharmaceutical jobs in the past 5 years

**600+**  
companies with growing numbers of SMEs

**£6.49bn**  
regional turnover

**17,320**  
employees

**£1.6bn**  
generated by MedTech companies

**11,000+**  
STEM apprenticeship starts in 2019-20

## Regional Figures

### Life Science Regional Strengths

- Devices
- Digital
- Diagnostics
- Data
- Academia
- Hospitals



### Regional Skills Growth

Growth is expected in areas such as:

- Analytics
- Coding
- Artificial Intelligence (AI)
- Virtual Reality (VR)

## Major Investments

£210 million invested to build 10 acres of world class life sciences facilities at **Birmingham Health Innovation Campus (BHIC)**. Generating up to 700,000 sq ft state-of-the-art lab, office and incubation space providing co-location opportunities for all stages of health and life science businesses in partnership with University of Birmingham and the **Bruntwood SciTech**.

Precision Health Technologies Accelerator (PHTA), is the first phase of BHIC and is set to provide up to 11,100sqm of innovation, co-creation and incubation space.

In 2021 the **Rosalind Franklin Lab** was the UK's first megalab based in Royal Leamington Spa – it is one of the centrepieces of UK's future test and trace infrastructure.



## Example Sector Roles

Research and Development

Regulatory affairs  
Data Analyst-statistician  
Research Scientist  
Clinical Research

Pharmaceuticals

Pharmacologist  
Industrial Pharmacist  
Research Scientist

Bio Medical Technology

Biomedical Engineer  
Biotechnologist  
Biological sciences  
Biochemist

### Top Employers - West Midlands

- The Binding Site Group Limited
- Dignio
- Four Plus Immersive
- Gifford Bioscience
- Hugo Technology
- Kimal PLC
- Linear Diagnostics
- Remedy Health (Get Nourish)
- Salts Healthcare Limited
- Selentyx

Find out more about qualifications and pathways here





# Example Sector Roles: Including, subjects to consider, skills and salaries.

## Discover more to start your journey

**Research and Development**  
 relevant subjects:  
 Maths, Chemistry  
 ICT

Roles	Skills
<b>Regulatory Affairs</b> £30,000 - £70,000	Problem Solving communication Attention to detail
<b>Data analyst - statistician</b> £23,000 - £70,000	Maths Attention to detail Analytical thinking Verbal communication
<b>Research Scientist</b> £25,000 to £40,000	Communication Problem Solving Literacy and Numeracy

**Bio Medical Technology**  
 relevant subjects:  
 Maths, Chemistry, Physics,  
 Biology

Roles	Skills
<b>Biomedical Engineer</b> £24,907 to £44,503	Organisation Leadership Problem solving
<b>Biotechnologist</b> £24,000 to £50,000	Communication Problem solving Digital Literacy Numeracy
<b>Biological Sciences</b> £24,000 to £50,819	Analytical Skills Attention to detail organisation Working under pressure

**Pharmaceuticals**  
 relevant subjects:  
 Chemistry, Maths, Physics  
 Biology

Roles	Skills
<b>Pharmacologists</b> £24,000 to £55,000	IT Communication Laboratory skills Collaborative working



Interview with Andrew Shortt from the GBSLEP Growth Hub



Microbiology and Infectious Disease degree course - University of Birmingham.



Healthcare Science Week by BWC NHS Trust

There are many ways to start your career

## Download the activities for the Data Driven Health and Life Sciences Sector

Click on the relevant cog to download the activities



Inclusive resource



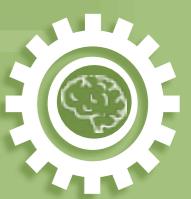
Interview



Research



Sector Word Search



Find out more about the job roles on the National Careers Service website!



Useful links

- [www.imagingscientist.com/career-path.html](http://www.imagingscientist.com/career-path.html)
- [Midlands-Engine-Health-Brochure.pdf \(midlandengine.org\)](http://www.midlandengine.org)
- [www.stem.org.uk/stem-careers](http://www.stem.org.uk/stem-careers)
- [BioHub Birmingham | Birmingham Research Park](#)
- [Health & Science Careers - Youth Employment UK](#)

# Low Carbon and Energy Technology (LCET) Sector

The Low Carbon sector has many associated roles including:

- Climate Scientists
- Heat pump installers
- Energy technicians
- Auto-Cad engineers
- System designers

## National and Regional Figures

**5,096**

low carbon businesses in the region



**93,784**

jobs and contribution



**£9.58bn**

to the local economy



**57%**

are based in Greater Birmingham and Solihull

**£102,000**

Gross Value Added per employee

**By 2030**

a number of big organisations have committed to net - zero

### Regional Strengths

- Wind
- Building
- Photovoltaic
- Water & Wastewater Treatment
- Biomass



### Regional Skills Growth

- Hydrogen Buses
- Gigafactory in Coventry
- Research and Innovation Projects:
- Zero Carbon Rugeley
- Black Country Cluster Decarbonisation
- West Midlands Regional Energy System Operator

## Major Investments

£180m has been invested into an Energy Research Accelerator which will tackle some of the biggest energy challenges facing the UK. Aston University the European Bioenergy Research Institute (EBRI) is home to the Energy Systems Catapult, offering unique capabilities that provides a clear innovation pathway which will lead to more innovations accelerating to market.

Tyseley Energy Park (TEP) invested £47 million into a waste wood biomass power plant diverting 72,000 tonnes of waste wood from going to landfill and generating sustainable energy to power 17,000 local homes. Birmingham Energy Innovation Centre (BEIC) is part of a £20 million invested to deliver energy innovation activities at TEP leading on research and development.

Birmingham is also, the home to the UK's first multi-fuel, low and zero carbon fuel refuelling station which is, now open and ready to receive commercial fleet, public transport fleet and private vehicles.

## Example Sector Roles

Clean Energy

Solar PV technician  
Ecologist  
Solar Technician

Environmentalist

Environmental consultant  
Climate scientist  
Research Associate

Retrofit

Heat Pump Installer  
Building services engineer

### Top Employers - West Midlands

- Shell Energy Retail Limited
- E.On UK PLC
- Uniper UK Limited
- Shell Energy UK Limited
- UK Power Reserve Limited
- Flow Energy Limited
- Severn Trent Green Power Limited
- E.On Next Energy Limited
- E.On UK Infrastructure Services Limited
- Green Frog Power Limited

Find out more about qualifications and pathways here





# Example Sector Roles: Including, subjects to consider, skills and salaries.

## Discover more to start your journey

**Clean Energy**  
relevant subjects:  
English, Maths, Science

Roles	Skills
<b>Solar PV Technician</b> £23,000 - £42,000	Problem Solving Literacy Numeracy
<b>Ecologist</b> £22,000 - £45,000	Communication Customer Service Problem Solving
<b>Solar Technician</b> £23,000 to £42,000	Communication Customer Service Problem Solving Digital

**Enviromentalist**  
relevant subjects:  
English, Maths, Science

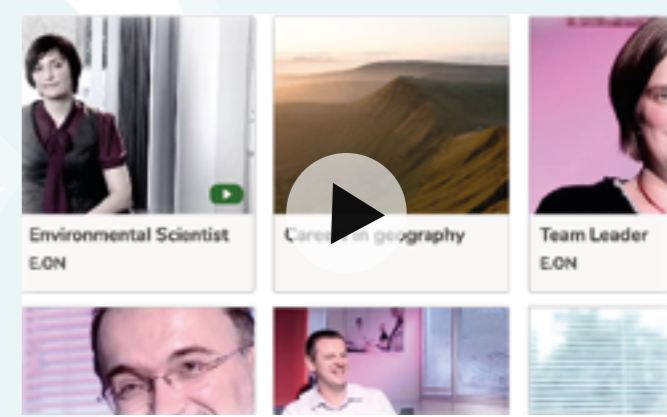
Roles	Skills
<b>Enviromental Consultant</b> £23,500 to £43,000	Communication Problem Solving Digital Literacy Numeracy
<b>Climate Scientist</b> £20,000 to £55,000	Communication Problem Solving Digital Literacy Numeracy

**Retrofit**  
relevant subjects:  
Maths, English, Maths

Roles	Skills
<b>Heat Pump Installer</b> £20,000 to £35,000	Communication Customer service Problem Solving
<b>Building service engineer</b> £24,000 to £50,000	Communication Customer service Problem Solving Literacy Numeracy



Interview with David Horsfall from Tyseley Energy Park



icould - explore job roles in the sector



My Energy Future

There are many ways to start your career

### Download the activities for the LCET sector

Click on the relevant cog to download the activities



Inclusive resource



Interview



Research



Sector Word Search



Useful links

- <https://www.renewableuk.com>
- <https://www.environmentjob.co.uk/jobs>
- Green Growth Storymap (arccgis.com)
- <https://www.tyseleyenergy.co.uk/masterplan/>
- Energy Careers | Explore Careers in the Energy Sector | My Energy Future



Find out more about the job roles on the National Careers Service website!



# Construction (Building Technologies) Sector

## Key trends and changes happening in the industry globally include:

- Offsite Construction
- Low/Zero carbon Buildings
- Digitisation e.g., Virtual Reality, drones and BIM (Building Information Modelling)

## Useful Subjects:

- ICT
- Design & Technology
- Creative Subjects
- Physics

## Top Employers - West Midlands

- One Stop Stores Limited
- Regent Office Care Limited
- Willmott Dixon
- Cemex UK Operations Limited
- Tarmac Trading Limited
- Idverde Limited
- Enka UK Construction Limited
- Premier Support Services Limited
- Tilbury Douglas Construction Limited
- Colas Limited

26,500 jobs within the sector in Birmingham

3,620 enterprises in Birmingham

By 2030 234,000 jobs should be available across the West Midlands

Example Sector Roles: Including, subjects to consider, skills and salaries.

## Architectural Technologist

### Skills

- Creativity
- Digital
- Teamwork

### Salary

£20,000 - £60,000

Future job growth nationally: +7.2% (Leading to 223 new jobs by 2027)

[Architectural technologist | Explore careers | National Careers Service](#)

## Commercial Energy Assessor

- Communication
- Literacy and Numeracy
- Digital

£20,000 - £30,000

Future job growth nationally: +7.5% (Leading to 5,963 new jobs by 2027)

[Commercial energy assessor | Explore careers | National Careers Service](#)

## Structural Engineer

- Communication
- Literacy and Numeracy
- Digital

£22,000 - £70,000

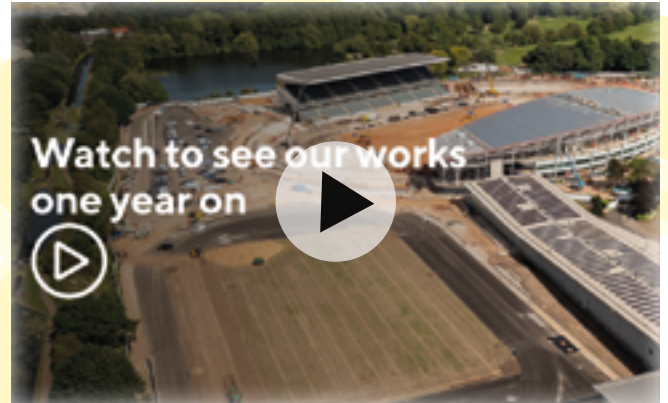
Future job growth nationally: +7.9% (Leading to 5,115 new jobs by 2027)

[Structural engineer | Explore careers | National Careers Service](#)

# Discover more to start your journey



**Interview with Rita Patel Miller from Lendlease**



**Alexander Stadium Redevelopment by McLaughlin & Harvey**



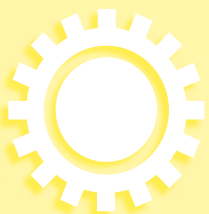
**"Construction" on Oscott Manor School with GF Tomlinson**



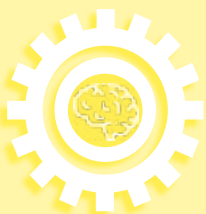
**Job roles in construction by Willmott Dixon.**

## Download the activities for the Construction (Building Technologies) Sector

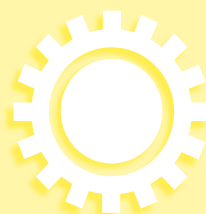
Click on the relevant cog to download the activities



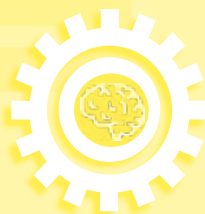
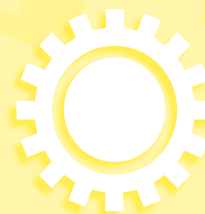
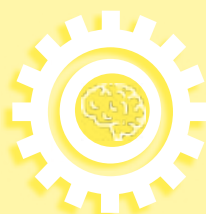
**Interview**



**Research**



**Workplace Tour**



### Useful links

- **Careers In Construction (Construction Jobs List) | Go Construct**
- **Careers in engineering construction - ECITB**
- **Articles Archive - icould**
- **What types of jobs and employers are there in construction? | TARGETcareers**



# Logistics and Transport Technologies Sector

## Key trends and changes happening in the industry globally include:

- Low-carbon transport such as, electric vehicles
- Connected and Autonomous vehicles (CAV)

## Useful Subjects:

- ICT
- Design & Technology
- Sciences
- Maths
- Physics
- Chemistry

## Top Employers - West Midlands

- National Express Group PLC
- Fedex Express UK Transportation
- Dpdgroup UK Ltd
- West Midlands Travel Limited
- Fedex UK Limited
- Fedex Express UK Limited
- Rotala PLC
- Ryder Limited
- Freightliner Limited
- Davies Turner Holdings PLC

24,100 jobs within the sector in Birmingham

1,860 enterprises in Birmingham

By 2030 125,000 jobs should be available across the West Midlands

## Example Sector Roles: Including, subjects to consider, skills and salaries.

### Robotics Engineer

#### Skills

- Problem solving
- Digital
- Communication

#### Salary

£27,000 - £55,000

Future job growth nationally: +5.9% (Leading to 4,750 new jobs by 2027)

[Robotics engineer | Explore careers | National Careers Service](#)

### Transport Planner

- Problem solving
- Literacy and Numeracy
- Teamwork

£22,000 - £44,000

Future job growth nationally: +7.2% (Leading to 4,424 new jobs by 2027)

[Transport planner | Explore careers | National Careers Service](#)

### Airline Pilot

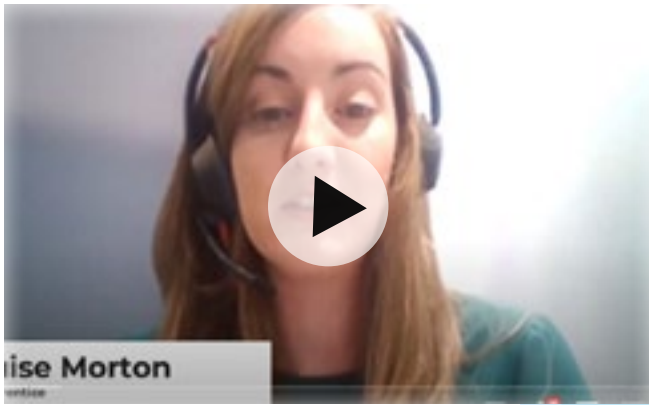
- Leadership
- Literacy and Numeracy
- Communication

£35,000 - £110,000

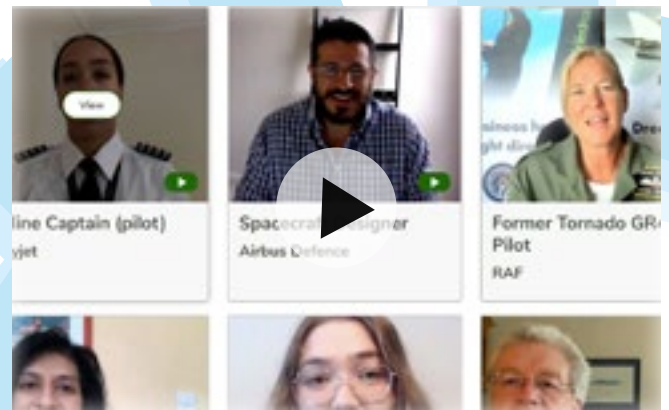
Future job growth nationally: +7.5% (Leading to 1,741 new jobs by 2027)

[Airline pilot | Explore careers | National Careers Service](#)

# Discover more to start your journey



Interview with Louise McCormack from HS2



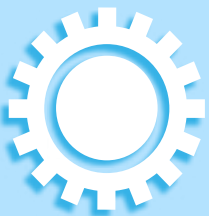
icould - explore job roles in the sector



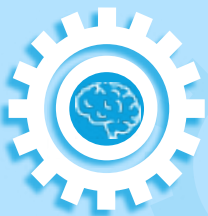
HS2 Upgrading Britain's railways

## Download the activities for the Logistics and Transport Technologies Sector

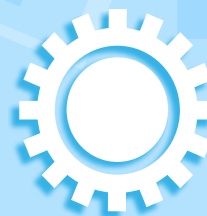
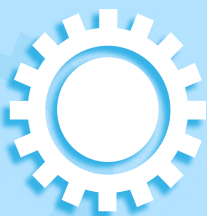
Click on the relevant cog to download the activities



Interview



Research



Day in the Life - Mobile Driver



### Useful links

- [Homepage | High Speed 2 \(hs2.org.uk\)](https://www.hs2.org.uk)
- [CILT - Careers Information \(ciltuk.org.uk\)](https://www.ciltuk.org.uk)
- [Career Hub | Home \(aviationjobsearch.com\)](https://www.aviationjobsearch.com)
- [Home - Department for Transport Careers \(dft.gov.uk\)](https://www.dft.gov.uk)
- [Centre for Connected and Autonomous Vehicles - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- [Transport & Logistics Careers - #ThinkLogistics - Youth Employment UK](#)



# Public Sector inc. Education

## Key trends and changes happening in the industry globally include:

- An increased use of digital technology in education/teaching
- The use of new technology in professional roles, such as Artificial Intelligence & Machine Learning
- A range of different and evolving career opportunities

## Useful Subjects:

- ICT
- Sciences
- Maths
- Subjects related to a career in Public sector

## Top Employers - West Midlands

- Birmingham City Council
- Solihull Metropolitan Borough Council
- Busy Bees Nurseries Limited
- Ormiston Academies Trust
- The Woodard Corporation
- Nsl Limited
- Reach2 Academy Trust
- Academy Transformation Trust
- Birmingham Children's Trust Community Interest Company
- Man Commercial Protection Limited

28,000 jobs within the sector in Birmingham

730 enterprises in Birmingham

By 2030 243,000 jobs will be available across the West Midlands



## Example Sector Roles: Including, subjects to consider, skills and salaries.

### E-Learning Developer

#### Skills

- Digital
- Customer service
- Teamwork

#### Salary

£19,000 - £50,000

Future job growth nationally: +5.9% (Leading to 4,424 new jobs by 2027)

[E-learning developer | Explore careers | National Careers Service](#)

### Security Service Personnel

- Problem solving
- Teamwork
- Digital

£22,000 - £40,000

Future job growth nationally: +7.2% (Leading to 3,199 new jobs by 2027)

[Security Service personnel | Explore careers | National Careers Service](#)

### Economist

- Digital
- Literacy and Numeracy
- Communication

£25,000 - £75,000

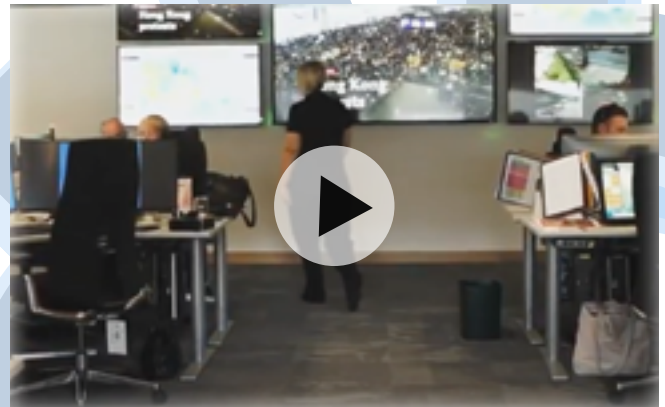
Future job growth nationally: +7.2% (Leading to 2,915 new jobs by 2027)

[Economist | Explore careers | National Careers Service](#)

# Discover more to start your journey



**Interview with Mel Bromley from West Midlands Police**



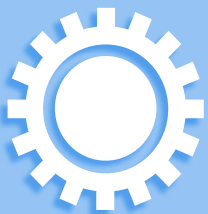
**An insight into Staffordshire and West Midlands Fire Control**



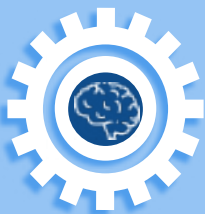
**icould - explore job roles in the sector.**

## Download the activities for the Public Sector

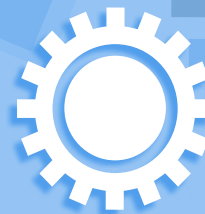
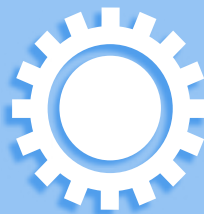
Click on the relevant cog to download the activities



**Interview**



**Research**



**Job roles in the public sector**



**Useful links**

- **Home | Civil Service Careers ([civil-service-careers.gov.uk](http://civil-service-careers.gov.uk))**
- **Get Into Teaching: Inspire the next generation ([education.gov.uk](http://education.gov.uk))**
- **Overview of the UK's public services sector | [Prospects.ac.uk](http://Prospects.ac.uk)**
- **How to become a social worker | [Success at School](http://Success at School)**
- **Podcast | West Midlands Police ([west-midlands.police.uk](http://west-midlands.police.uk))**



# Advanced Manufacturing & Engineering Sector

## Key trends and changes happening in the industry globally include:

- Electrification of rail, cars and aircraft
- 3D Printing (Additive Manufacturing)
- Automation and Digitisation

## Useful Subjects:

- Chemistry
- Design & Technology
- Maths
- Creative Subjects
- Physics
- ICT

## Top Employers - West Midlands

- Jaguar Land Rover Limited
- J.C.B. Service
- J.C. Bamford Excavators Limited
- GKN Aerospace Services Limited
- ZF Automotive UK Limited
- Aston Martin Lagonda Limited
- Telent Technology Services Limited
- Antolin Interiors UK Limited
- Meggitt Aerospace Limited
- Sertec Corporation Limited

36,800 jobs within the sector in Birmingham

2,165 enterprises in Birmingham

Example of key job titles:

Engineering Mechanic  
Quality Inspectors  
Production Operators

Example Sector Roles: Including, subjects to consider, skills and salaries.

## CAD Technician

### Skills

- Creativity
- Teamwork
- Communication

### Salary

£15,000 - £35,000

Future job growth nationally: +1.0% (Leading to 493 new jobs by 2027)

[CAD technician | Explore careers | National Careers Service](#)

## Automotive Engineer

- Problem solving
- Numeracy
- Digital

£20,000 - £45,000

Future job growth nationally: +5.9% (Leading to 5,296 new jobs by 2027)

[Automotive engineer | Explore careers | National Careers Service](#)

## Aerospace Engineer

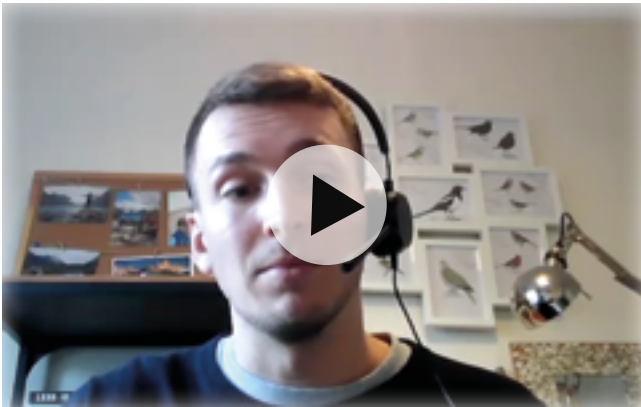
- Digital
- Literacy and Numeracy
- Communication

£20,000 - £60,000

Future job growth nationally: +5.9% (Leading to 5,296 new jobs by 2027)

[Aerospace engineer | Explore careers | National Careers Service](#)

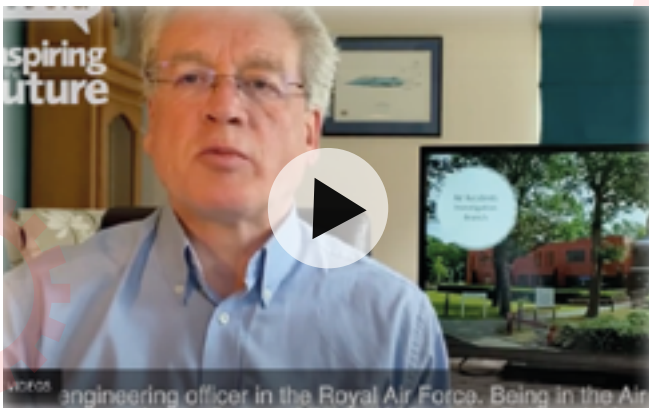
# Discover more to start your journey



**Interview with Oliver Bragg from Jacobs**



**Engineering Success Podcast by Jaemie Hutton**



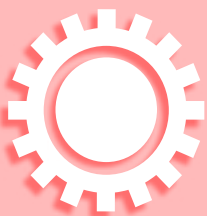
**iCould - explore job roles in the sector**



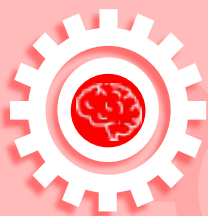
**Early Careers by Jaguar Land Rover**

## Download the activities for the Advanced Manufacturing & Engineering Sector

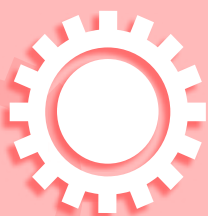
Click on the relevant cog to download the activities



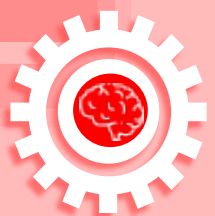
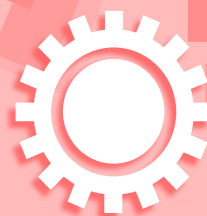
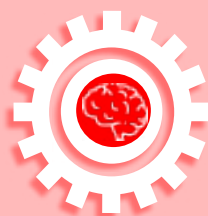
**Interview**



**Research**



**Workplace Tour - UKBIC**



### Useful links

- **Greater Birmingham & Solihull Institute of Technology ([gbsiot.ac.uk](http://gbsiot.ac.uk))**
- **Real engineers | Neon - Brilliant Inspiration ([neonfutures.org.uk](http://neonfutures.org.uk))**
- **Work Experience ([ba.com](http://ba.com))**
- **Engineering Careers Prospectus - Next Gen Makers**
- **Getting into automotive | Institute of The Motor Industry ([theimi.org.uk](http://theimi.org.uk))**



# Health and Social Care Sector

## Key trends and changes happening in the industry globally include:

- Maintaining good mental health, including the treatment of mental health disorders
- Advances in technology that are transforming life sciences and health/social care delivery
- Focusing on the ageing Society in the UK and across the world

## Useful Subjects:

- ICT
- Sciences
- Maths
- Psychology
- Healthcare related courses
- Design & Technology

## Top Employers - West Midlands

- NHS
- Midshires Care Limited
- Voyage 1 Limited
- Grosvenor Health and Social Care
- Thera Trust
- Linnaeus Veterinary Limited
- Sevacare (UK) Limited
- Larchwood Holdco Limited
- Alliance Medical Group Limited
- Select Health Care Limited

80,000 jobs within the sector in Birmingham

2,140 enterprises in Birmingham

By 2030 314,742 jobs should be available across the West Midlands

Example Sector Roles: Including, subjects to consider, skills and salaries.

Nurse

Skills

- Customer service
- Communication
- Teamwork

Salary

£25,654 - £31,533

Future job growth nationally: +8.7% (Leading to 65,863 new jobs by 2027)

[Nurse | Explore careers | National Careers Service](#)

Care home manager

- Customer service
- Communication
- Teamwork

£25,000 - £55,000

Future job growth nationally: +5.7% (Leading to 3,527 new jobs by 2027)

[Care home manager | Explore careers | National Careers Service](#)

Occupational therapist

- Digital
- Teamwork
- Communication

£25,654 - £46,838

Future job growth nationally: +10.4% (Leading to 4,857 new jobs by 2027)

[Occupational therapist | Explore careers | National Careers Service](#)

# Discover more to start your journey



**Interview with Shirley Hall from The ExtraCare Charitable Trust**



**icould -explore job roles in the sector.**



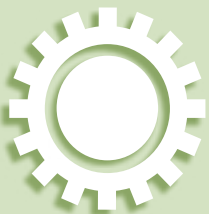
**Working at Birmingham women's and Children's hospital.**



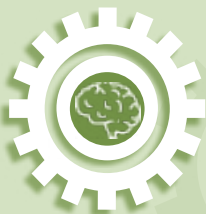
**Virtual tour of the Queen Elizabeth Hospital Birmingham.**

## Download the activities for the Health and Social Care Sector

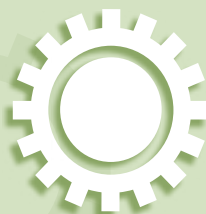
Click on the relevant cog to download the activities



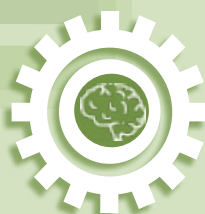
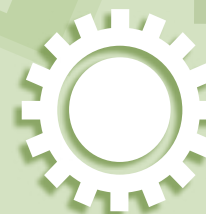
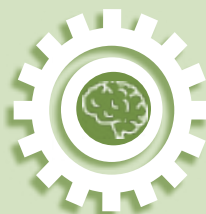
**Interview**



**Research**



**Virtual Tour Lyndon**



- **Step into the NHS | help young people discover NHS careers**
- **Health Careers |**
- **Medic Mentors | Motivating Medical Minds**

- **Becoming a counsellor (bacp.co.uk)**
- **Skills for Care - Home**
- **Great Ormand Street Hospital Tour**



# Retail Sector

## Key trends and changes happening in the industry globally include:

- Increased demand for online shopping
- Advances in technology that will provide retailers with more opportunities to enhance their products, services and operations for consumers.

## Useful Subjects:

- ICT
- Sciences
- English
- Humanities

## Top Employers - West Midlands

- Aldi Stores Limited
- Poundland Limited
- Lloyds Pharmacy Limited
- Halfords Limited
- Holland & Barrett Retail Limited
- Theworks.Co.Uk PLC
- The Works Stores Limited
- Grafton Merchanting GB Limited
- Inchcape Retail Limited
- Selco Trade Centres Limited

74,000 jobs within the sector in Birmingham

7,195 enterprises in Birmingham

Key Skills:  
Selling techniques  
Merchandising  
Warehousing

## Example Sector Roles: Including, subjects to consider, skills and salaries.

### Market Research Executive

- Analytical
- Customer service
- Digital

£20,000-£36,000

Future job growth nationally: +7.5% (Leading to 14,182 new jobs by 2027)

[Market research executive | Explore careers | National Careers Service](#)

### Web Content Editor

- English
- Digital
- Communication

£22,000 - £40,000

Future job growth nationally: +7.2% (Leading to 6,284 new jobs by 2027)

[Web content editor | Explore careers | National Careers Service](#)

### Retail Manager

- Teamwork
- Digital
- Communication

£20,000 - £60,000

Future job growth nationally: +9.1% (Leading to 39,982 new jobs by 2027)

[Retail manager | Explore careers | National Careers Service](#)

# Discover more to start your journey



icould -explore job roles in the sector.



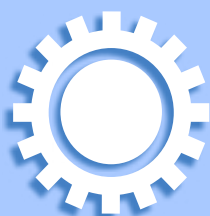
Careerpilot : Video stories : Careers in Retail



Careerpilot : Video stories : Industry Insight:  
Careers in Retail (Waitrose)

## Download the activities for the Retail Sector

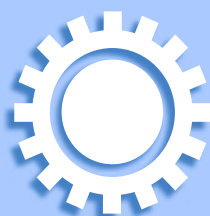
Click on the relevant cog to download the activities



Research



Job roles in retail



Sector Word Search

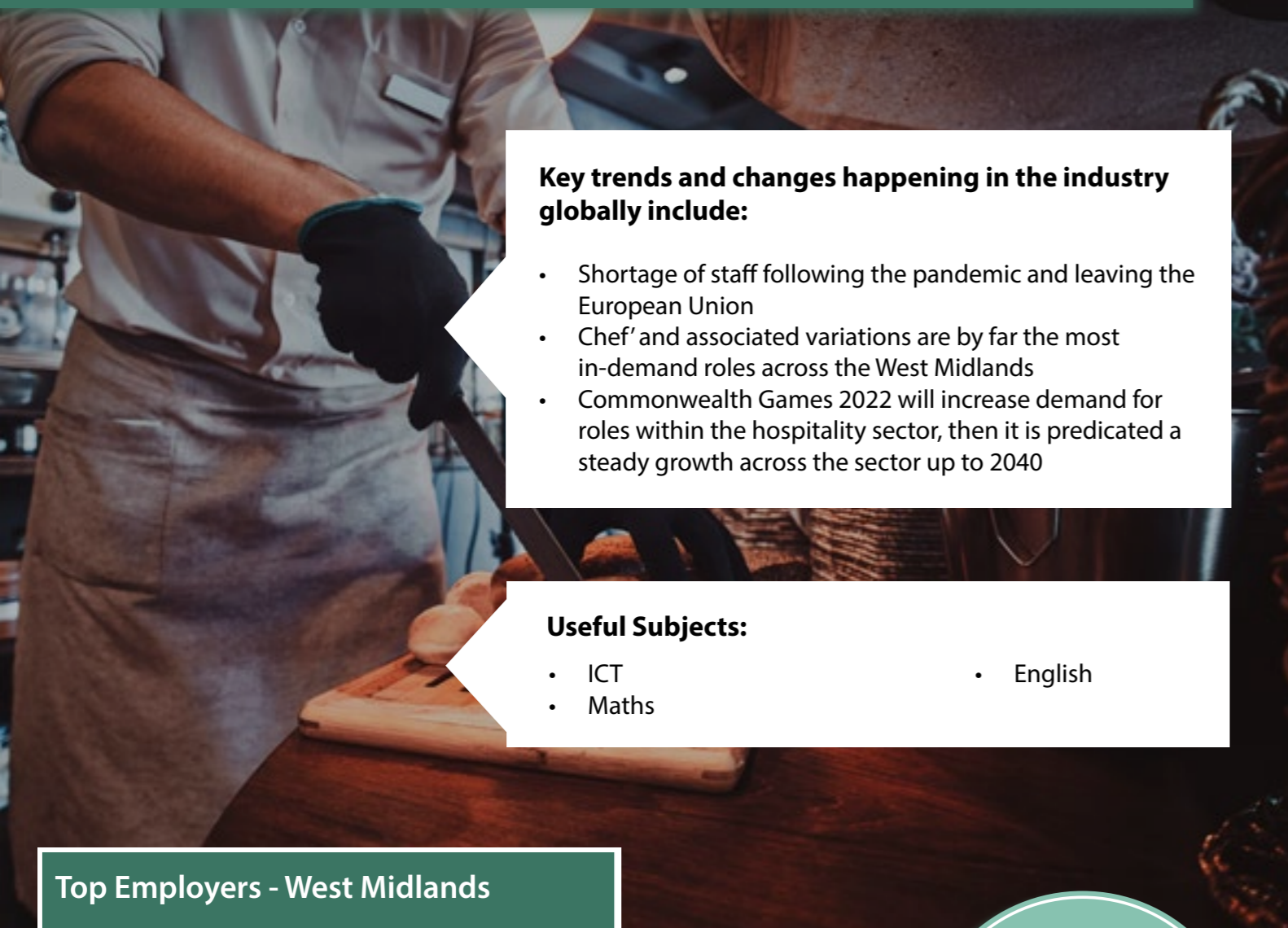


### Useful links

- What types of jobs and employers are there in retail, buying and fashion? | TARGETcareers
- Overview of the retail sector in the UK | Prospects.ac.uk
- Retail Careers - Youth Employment UK



# Hospitality Sector



## Key trends and changes happening in the industry globally include:

- Shortage of staff following the pandemic and leaving the European Union
- Chef' and associated variations are by far the most in-demand roles across the West Midlands
- Commonwealth Games 2022 will increase demand for roles within the hospitality sector, then it is predicated a steady growth across the sector up to 2040

## Useful Subjects:

- ICT
- Maths
- English

## Top Employers - West Midlands

- The Belfry
- Mitchells and Butlers
- Stonegate Pub Company
- The New World Trading Company
- NEC
- Las Iguanas
- Hilton
- Compass Group
- KFC
- Pizza hut

24,268 jobs within the sector in Birmingham

2,175 enterprises in Birmingham

**Key Skills:**  
 Restaurant Operation  
 Cooking  
 Food safety  
 Food Preparation  
 Customer Experience

## Example Sector Roles: Including, subjects to consider, skills and salaries.

**Waiting Staff (Waiter/Waitress)**

**Skills**

- Numeracy
- Literacy
- Customer service

**Salary**

£15,000 - £30,000

**Future job growth nationally: +0.2% (Leading to 591 new jobs by 2027)**

[Waiter | Explore careers | National Careers Service](#)

**Bar Person**

**Skills**

- Numeracy
- Literacy
- Customer service

**Salary**

£14,000 - £22,000

**Future job growth nationally: +0.2% (Leading to 466 new jobs by 2027)**

[Bar Person | Explore careers | National Careers Service](#)

**Catering Manager**

**Skills**

- Leadership
- Customer service
- Communication

**Salary**

£18,000 - £30,000

**Future job growth nationally: +4.7% (Leading to 6,151 new jobs by 2027)**

[Catering Manager | Explore careers | National Careers Service](#)



# Discover more to start your journey



**Interview with Laura Hipkiss from Mitchells & Butlers.**



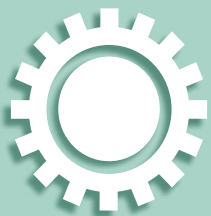
**Hospitality Management by University College Birmingham**



**What's it like to be a Chef? | Hospitality and Catering Jobs**

## Download the activities for the Hospitality Sector

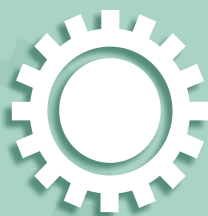
Click on the relevant cog to download the activities



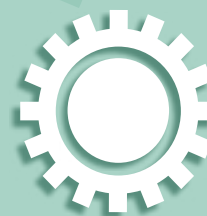
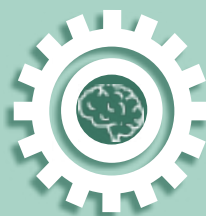
**Interview**



**Research**



**Job Roles in Hospitality**



**Useful links**

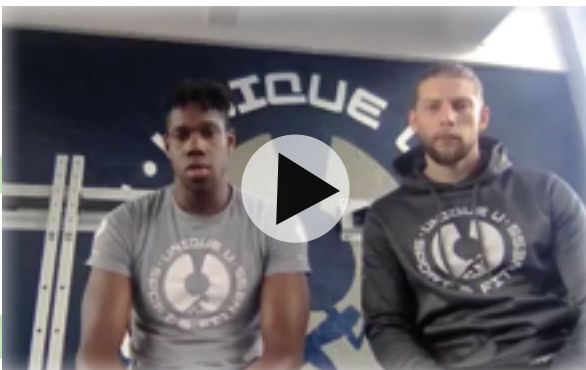
- **Pub, Bar and Restaurant Jobs | Mitchells & Butlers ([mbcareersandjobs.com](http://mbcareersandjobs.com))**
- **<https://careerscope.uk.net/careers/about-the-industry/>**
- **Hospitality jobs | [Prospects.ac.uk](http://Prospects.ac.uk)**
- **Hospitality Jobs UK - Serving the hottest & latest hotel, restaurant, pub and bar jobs.**
- **Hospitality & Catering Careers - Youth Employment UK**



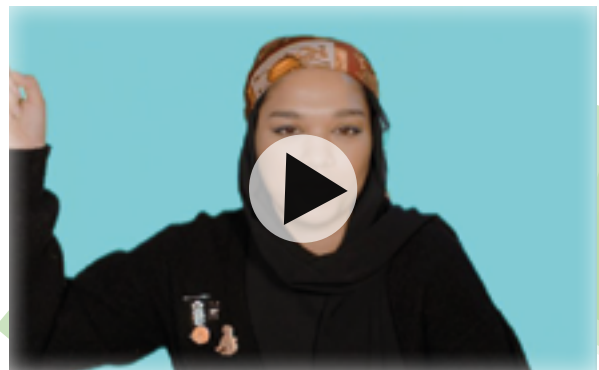
# Entrepreneurs

Entrepreneurs are individuals who establish and run a new business. Setting up a business is known as entrepreneurship and many entrepreneurs source and provide the finance for their own businesses.

## Videos

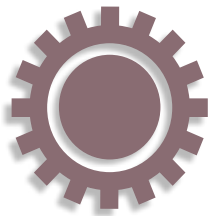


**Interview with Daniel Burke and Courtney Smith from Unique U fitness**



**What is an entrepreneur? - BBC Bitesize**

## Activity - Interview



< **Click to download** >



**Useful links**

- **What is an entrepreneur? | Prospects.ac.uk**
- **How to start a business | Prospects.ac.uk**
- **RED - Home (rapid-enterprise.co.uk)**
- **Support for starting a business | The Prince's Trust (princes-trust.org.uk)**
- **F2D ITC**
- **BOOK: How to raise entrepreneurial kids - Clever Tykes**
- **How To Raise Entrepreneurial Kids: Playbook - Clever Tykes**



# Apprenticeships

Apprenticeships provide the opportunity for young people to do a real job and work towards a qualification at the same time. Apprenticeships range from level 2-7 and enable young people aged 16+ to earn while they learn. Young people will work with an employer and study at an FE college or with a training provider.

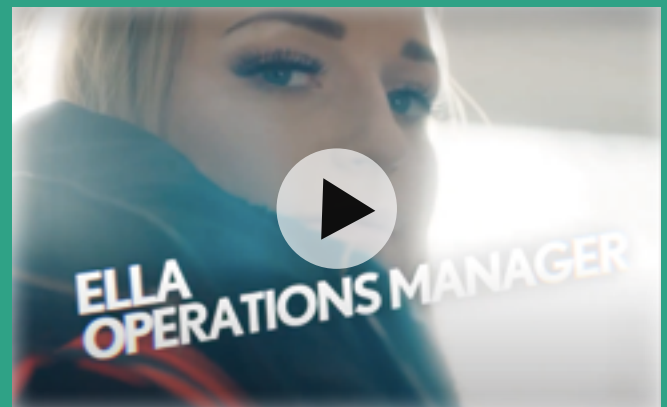
Click on a provider below to learn more about the opportunities available:



## Videos



The National Apprenticeships Service:  
Channel 4 Apprentice – Alim



The National Apprenticeships Service: Robert Welch Apprentice – Ella



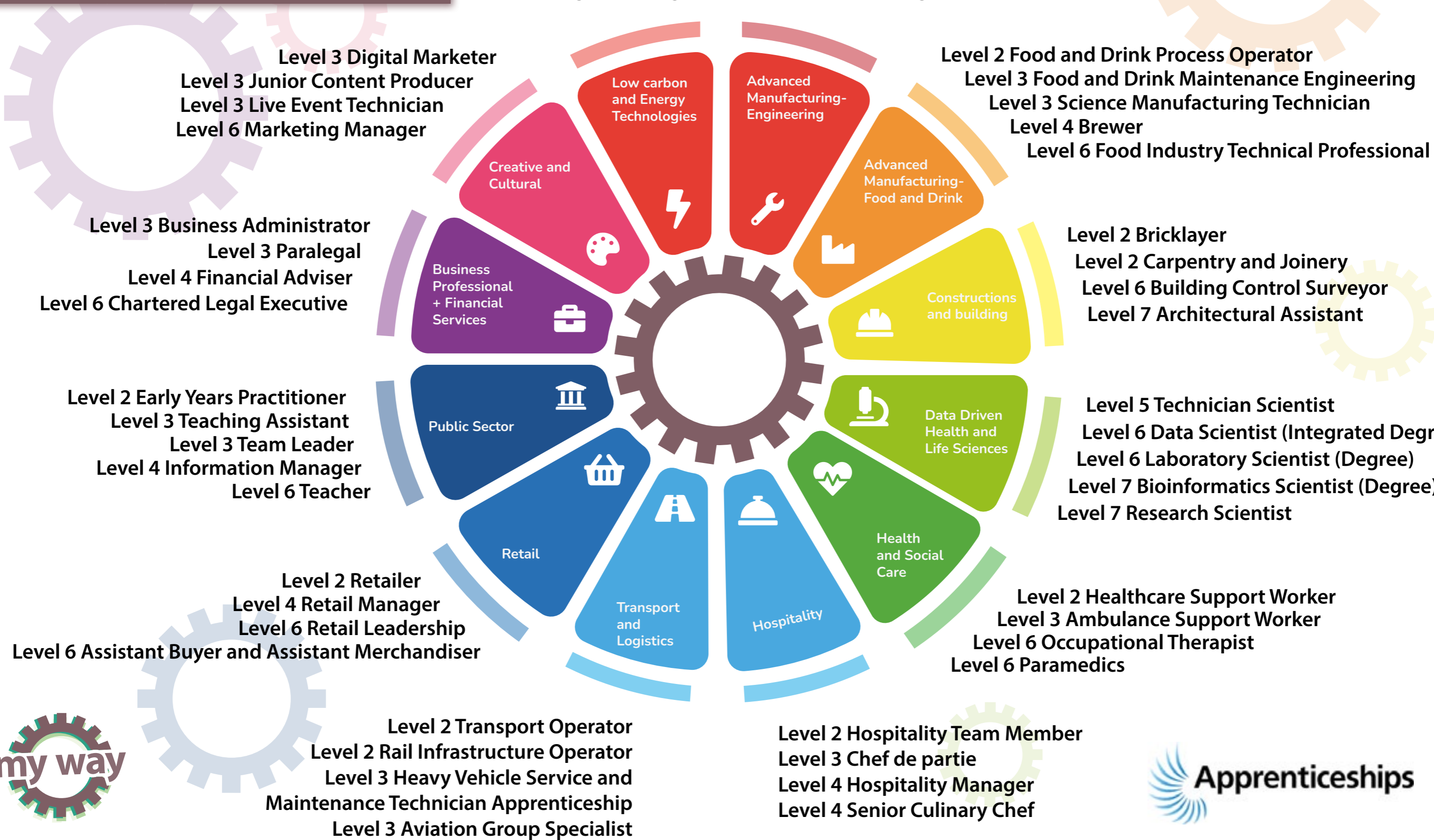
### Useful links

- [Become an apprentice \(apprenticeships.gov.uk\)](https://www.apprenticeships.gov.uk)
- [Find an apprenticeship \(findapprenticeship.service.gov.uk\)](https://findapprenticeship.service.gov.uk)
- [The Apprenticeship Guide](#)
- [Amazing Apprenticeships](#)
- [Home | Apprentice Nation](#)
- [Apprenticeships explained | TARGETcareers](#)
- [Midlands Opportunities](#)





# Apprenticeships: Example of job roles in each Sector



# Traineeships

A traineeship is a course that supports 16–24-year-olds (25 if they hold an Education, Health and Care Plan) with gaining experience of the workplace to prepare them for an apprenticeship or work. Traineeships are delivered by a range of providers, including, Colleges, Independent Training Providers, local authority providers and many more. A traineeship aims to provide young people with the skills that employers are looking for and can last between 6 weeks – 1 year.

Click on the following links to find out more:





# Volunteering opportunities

A volunteer freely chooses to offer their time, unpaid to support a greater cause, individual or groups of people. Volunteering is a great way to gain experience of the workplace and to 'give something back' and make a positive contribution to society. Young people can gain a range of employability skills and experiences that could be included on university or job application forms.

Click on the following links to find out more:



# Frequently Asked Questions (FAQ)

## How can I support my child?

All schools and Colleges are required to have a full careers program in place to support young people from year 7 -13. You should be able to access information about the careers program on the school's website, including the name of the Careers Leader and Careers Adviser. If you have any questions regarding careers support for your child you should contact the named Careers Leader within the school.

You could support your child further by using the information on the links below to help them with making informed career decisions.

- **The Parents' Guide to - National Careers Week 2021**
- **Careermag - Parents - Careermap**
- **Parents & Carers (skillsbuilder.org)**
- **The Parent Perspective Podcast**
- **Careerpilot : Parent zone**
- **Birmingham Careers Hub (SEND)**
- **Parents & Carers | Aimhigher West Midlands (aimhigherwm.ac.uk)**
- **What Is Level 3 Equivalent To? | What Level Is A Degree? (successatschool.org)**
- **Parent & Guardian Advice - Careermap**
- **Birmingham Careers Hub website**
- **Parents' Guide (flowpaper.com)**



## Where else can I find information about careers?

You can find out further information about careers on the links below:

- **Tasty Careers**
- **How2Become**
- **Careerpilot : Plan your future work & study**
- **Careers Guidance Platform | MyCareerSpringboard**
- **Bright Knowledge**
- **Young people - RNIB - See differently**
- **Students » Launchyourcareer.com**
- **Youth Employment UK**
- **Together, We are STEAMhouse! - STEAMhouse**
- **ibuilt it | Building the Midlands**
- **Careerpilot : Jobs by job sector**
- **Diverse Business Sectors Driving Growth**
- **Digital Careers - Youth Employment UK**

## Video

- **Careerpilot : Video stories**
- **CareersBox - YouTube**
- **Spotlight Talks: Inspiring careers excellence | WorldSkills UK**





# Interview Tips

This page contains useful information to support with preparing for an interview.

## Videos

- [How to Give a Good Interview | Skills Summit | Wired Sussex - YouTube](#)



Tips on presenting yourself on video interviews - YouTube

## Video Interviews

- [How to do well in video interviews | Careers advice | National Careers Service](#)

## Portfolios

- [Create a professional portfolio for when you're applying for jobs | Help Centre | The Open University](#)
- [Putting together a creative portfolio | Prospects.ac.uk](#)
- [What's a digital portfolio and how could it help me? - BBC Bitesize](#)



Useful links

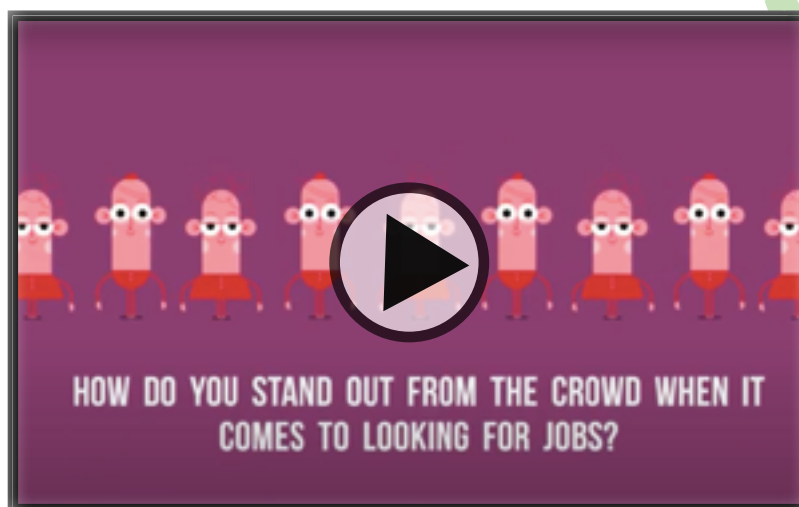
- Interviews - BBC Bitesize
- Interview tips | Prospects.ac.uk
- Top 10 interview questions | Careers advice | National Careers Service
- Common Interview Questions - (careercamel.com)



# Employability Skills

This page contains information to support with developing and learning more about essential employability skills.

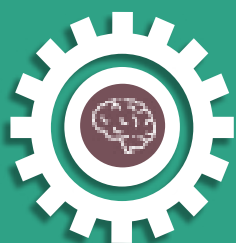
## What are Key Skills? - YouTube



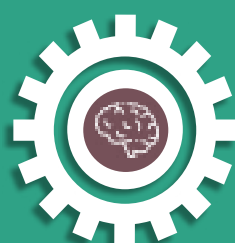
## Activity



Inclusive resource



Activity 1



Activity 2



Useful links

- **Start** ([startprofile.com](http://startprofile.com))
- **Skills Builder** - Click on each skill to learn more
- **The top ten skills that'll get you a job when you leave school** | [TARGETcareers](http://TARGETcareers)
- **How to develop your soft skills** | [Careers advice](http://Careers advice) | [National Careers Service](http://National Careers Service)
- **Employability Skills | Young People Job Skills| Life Skills** ([barclayslifeskills.com](http://barclayslifeskills.com))
- **The My Skills My Life Quiz** - [WISE \(wisecampaign.org.uk\)](http://WISE (wisecampaign.org.uk)



# Appendix

## In this section you will find :

- Activity worksheets
- List of FE Colleges
- List of HE Providers / Universities

## Activities - Downloadable PDF

### Main

- [Interview](#)
- [Research](#)
- [Workplace Tour – Creative Alliance](#)
- [Sector Word Search](#)
- [Workplace Tour – Lendlease Perry Barr job](#)
- [Day in the life of a Mobile driver](#)
- [Job Roles in the Public Sector](#)
- [Workplace Tour – UK Battery Industrialisation Centre](#)
- [Workplace Tour – Lyndon 1 ward at Sandwell Hospital](#)
- [Job Roles in the Retail Sector](#)
- [Job Roles in the Hospitality Sector](#)
- [Employability 1 \(Main and SEND\)](#)
- [Employability](#)
- [Feedback](#)

### SEND

- [Interview](#)
- [Research](#)
- [Workplace Tour – Creative Alliance](#)
- [Sector Word Search](#)
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- [Day in the life of a Mobile driver](#)
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- [Job Roles in the Retail Sector](#)
- [Job Roles in the Hospitality Sector](#)
- [Employability 1 \(Main and SEND\)](#)
- [Employability](#)
- [Feedback](#)

### Link to Activity

The key elements of a first payslip: [Free online financial education sessions - My Personal Finance Skills](#)





## List of FE Colleges

- [BMET College -Matthew Boulton](#)
- [BMET College - James Watt Campus](#)
- [BMET College - Sutton Coldfield Campus](#)
- [South & City College Birmingham - List of Campuses](#)
- [Solihull College](#)
- [Halesowen College](#)
- [Sandwell College](#)
- [Walsall College](#)
- [NCATI - National College for Advanced Transport & Infrastructure](#)
- [University College Birmingham \(UCB\)](#)
- [Access Creative College Birmingham](#)



## List of Universities/HE Providers

- [University of Birmingham](#)
- [Aston University](#)
- [University of Warwick](#)
- [Birmingham City University](#)
- [University College Birmingham \(UCB\)](#)
- [Newman University, Birmingham](#)
- [Coventry University](#)
- [University of Wolverhampton](#)
- [University Of Worcester](#)
- [BIMM Institute Birmingham](#)



BMET College - Sutton Coldfield Campus

South and City College Birmingham



University of Birmingham

Aston University



South and City College Bourneville



Birmingham City University



The Birmingham Careers Hub would like to thank everyone who supported and contributed to the development of the LMI guide, including the GBSLEP, Creative Alliance, Birmingham Education Partnership and Calthorpe Academy.

### **Contact details:**

Birmingham Careers Hub  
Adderley Nursery School  
1 St.Saviours Road,  
Birmingham, B8 1HN  
Tel: 0121 285 0924

**Birmingham Careers Hub**



Within this guide we have made recommendations of what we believe to be reliable sources to help you to find further information about careers, however all these organisations have not endorsed this guide.