Careers in Berkshire Local Labour Market Information

2025

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 2024-2025

The Skills and Business Hub

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.

Berkshire

Wokingham is a salary leader in Berkshire

Key facts

- The UK average salary was £45.8k in 2024.

- The average salary ranges between £47.6k in Windsor and Maidenhead and £59.4k in Wokingham.

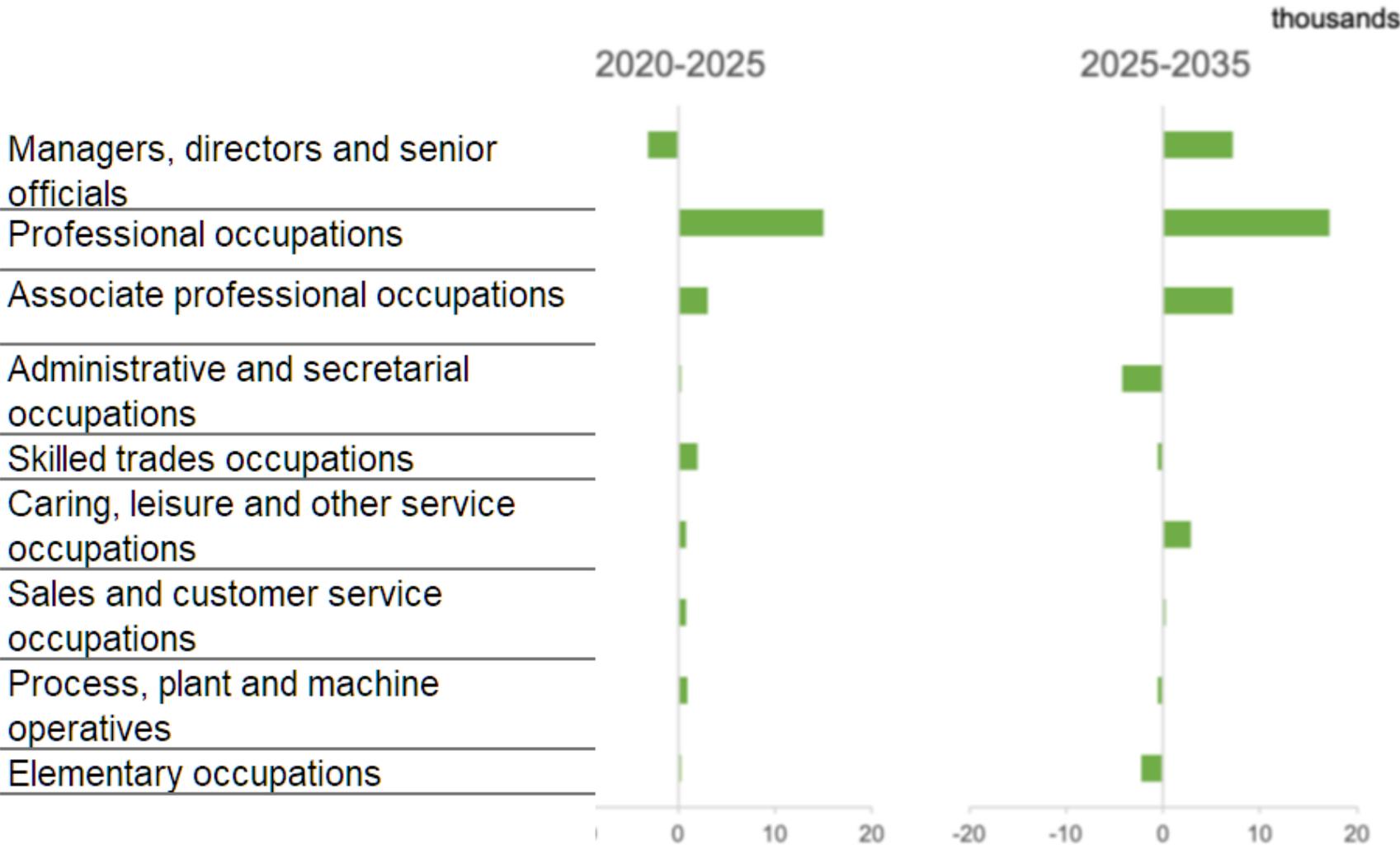- Wokingham has the highest average salary and Windsor and Maidenhead the lowest .

Average Salary by Local Authority in 2024

Legend:
- Average Salary in 2024
- United Kingdom

Bar values: £53.500 (Bracknell Forest), £54.200 (Reading), £55.200 (Slough), £58.400 (West Berkshire), £47.600 (Windsor and Maidenhead), £59.400 (Wokingham)
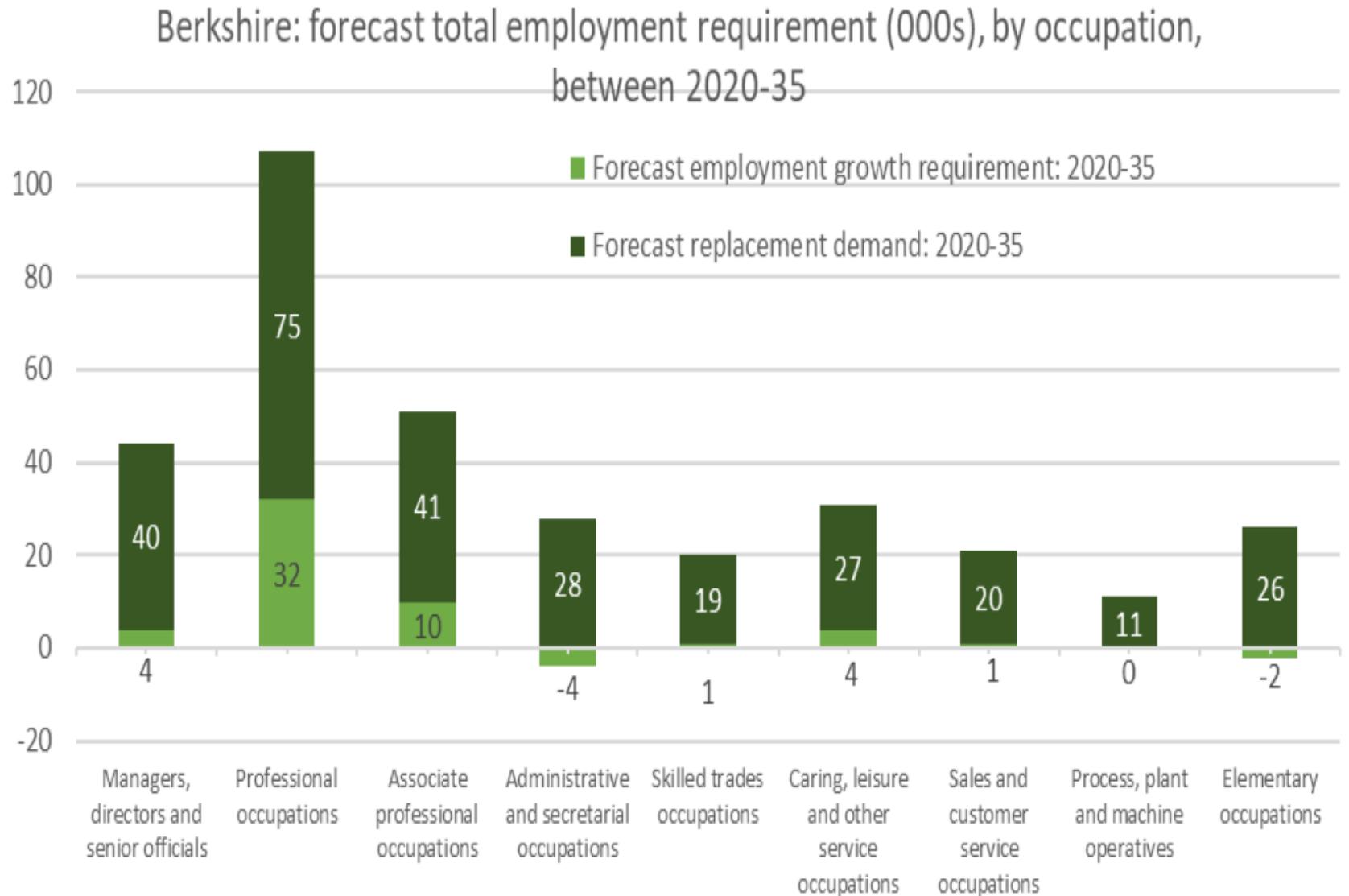
Source: ONS

Professional occupations dominate the Job Market in Berkshire

Key facts

- The most common occupation in Berkshire is 'Professional' (33%)

- Followed by 'Associate Professional' (18%)

- Then 'Managers, Directors and Senior Officials' (11%)

Employment forecast 2020-2035

Berkshire: forecast total employment requirement (000s), by occupation, between 2020-35

- Forecast employment growth requirement: 2020-35
- Forecast replacement demand: 2020-35

Occupation	Growth	Replacement
Managers, directors and senior officials	4	40
Professional occupations	32	75
Associate professional occupations	10	41
Administrative and secretarial occupations	-4	28
Skilled trades occupations	1	19
Caring, leisure and other service occupations	4	27
Sales and customer service occupations	1	20
Process, plant and machine operatives	0	11
Elementary occupations	-2	26

Opportunities in ...

Number of Unique Job Postings	Total Unique job postings 2022	% Change from 2019 ⇧
Chartered and Certified Accountants	4380	20.8%
Bookkeepers, Payroll Managers and Wages Clerks	10181	14.1%
Personal Assistance and other secretaries	4144	10.2%
Finance Account Manager	3097	7.8%
Plumber & Heating & Ventilation Engineer	1653	7.5%
Quality Assurance and Regulatory professionals	1556	6.9%
Call and Contact Centre Occupations	1498	4.3%
Web Design and Development	1603	3.8%
Hairdressing and Barbers	1340	3.6%
Purchasing Managers and Directors	1262	3.5%
Care Workers and Home Carers	9026	3.1%
Management Consultants and Business Analysts	3895	3.0%
Programmers and Software Development	13373	3.0%
Telecommunications Engineers	2128	2.3%
Restaurant & Catering Managers & Proprietors	1619	2.3%

Key Fact

For employment by occupation, in 2023, 60.1% of Berkshire's workforce was at Manager, Director or Professional or Associate professional level

Number of jobs by occupation type in Berkshire compared with England

Description	2022 Jobs	Berks %	England %
Elementary Administration and Service Occupations	53,371	10.5%	11.7%
Science, Research, Engineering and Technology Professionals	52,691	10.4%	5.5%
Business and Public Service Associate Professionals	49,500	9.7%	8.5%
Administrative Occupations	47,447	9.3%	9.6%
Corporate Managers and Directors	44,910	8.8%	7.6%
Sales Occupations	29,768	5.9%	6.4%
Caring Personal Service Occupations	29,562	5.8%	7.0%
Business, Media and Public Service Professionals	25,287	5.0%	5.2%
Teaching and Educational Professionals	22,671	4.5%	4.3%
Skills Metal, Electrical and Electronic Trades	18,034	3.5%	3.4%
Health Professionals	15,475	3.0%	4.5%
Transport and Mobile Machine Drivers and Operatives	13,690	2.7%	3.5%
Secretarial and Related Occupations	12,935	2.5%	2.6%
Customer Service Occupations	12,801	2.5%	2.3%
Science, Engineering and Technology Associate	12,559	2.5%	1.8%
Other Managers and Proprietors	11,903	2.3%	2.5%
Textiles, Printing and Other Skilled Trades	9,652	1.9%	2.2%
Process, Plant and Machine Operatives	9,185	1.8%	2.5%
Culture, Media and Sports Occupations	7,851	1.5%	1.4%
Leisure, Travel and Related Personal Service Occupations	7,576	1.5%	1.7%
Skilled Construction and Building Trades	5,850	1.1%	1.5%
Elementary Trades and Related Occupations	5,804	1.1%	1.7%
Health and Social Care Associate Professionals	5,573	1.1%	1.4%
Protective Service Occupations	2,451	0.5%	0.9%
Skilled Agricultural and Related Trades	2,179	0.4%	0.5%

Different types of work in Berkshire: Self-employment, SME's, Part-time Working, Working from home & Portfolio Careers

Self-employment

13.2%

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

22.4%

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

41% of people were working primarily from home, compared to 32% across England

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

Number of registered enterprises 2022	Mirco (0-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	Large (250-499 employees)	Large (500-999 employees)	Large (1000+ employees)
Bracknell Forest	4,105	340	85	15	10	15
Reading	5,935	620	140	25	10	20
Slough	5,915	465	135	20	15	15
West Berkshire	7,430	725	150	15	10	5
Windsor and Maiden	8,490	695	150	25	10	10
Wokingham	7,800	630	125	15	20	20
Berkshire	39,675	3,475	785	110	70	80

(Numbers are rounded to the nearest 5)

Priority Sectors in Berkshire

Construction and Built Environment

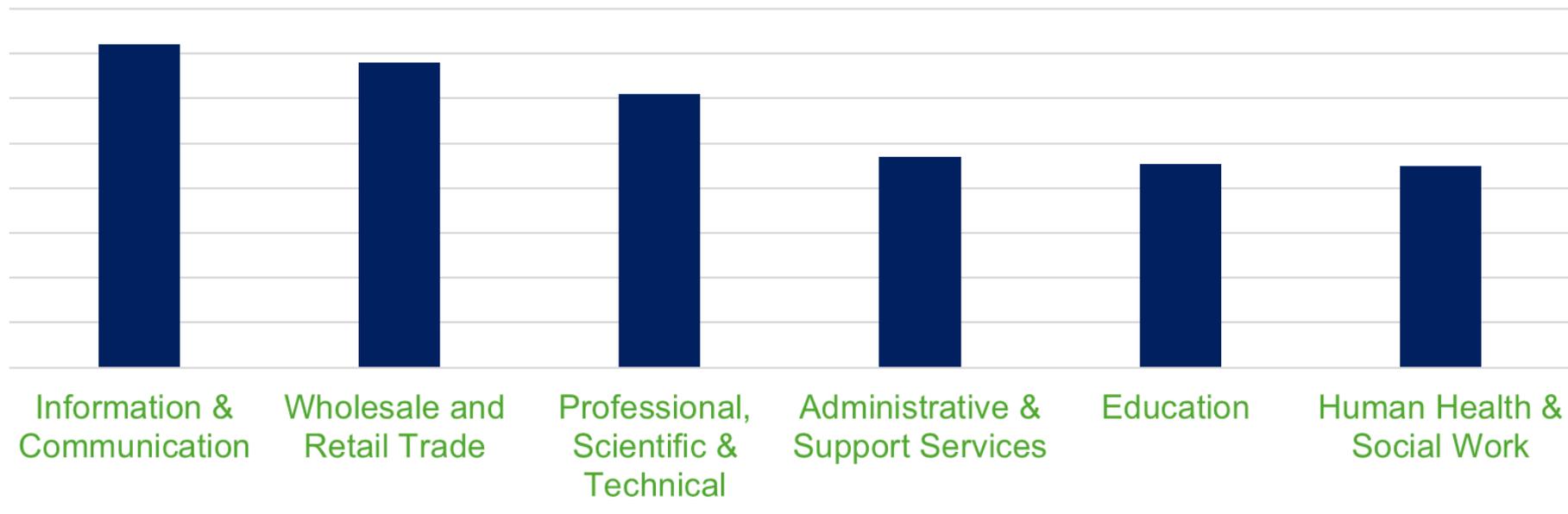Health and Life Sciences

Care

Screen Industries

Haulage and Logistics

ICT

Priority Sectors

Six core sectors provide the majority (67.6%) of jobs in Berkshire.

Information & Communication | Wholesale and Retail Trade | Professional, Scientific & Technical | Administrative & Support Services | Education | Human Health & Social Work

Key Fact

Top job postings in Berkshire are:

Professional, Scientific & Technical, Information & Communication and Care

Berkshire employment is highly dependent on the Information and Communication sector with 14.4% of the total jobs forecast in 2022 versus 4.7% in England

The Construction Sector

Recruitment Difficulties Reported by Employers
Bricklayers
Cladding
Plasterers and Dry Liners
Scaffolders
Plumbers
Air Conditioning/ Refrigeration
Smart Home Technician
Electricians
Business Administration

Key Fact
The biggest enterprise growth since 2017 has been in the number of companies involved in the construction of residential and non-residential buildings.

Construction and Built Environment

Life Sciences

Recruitment Difficulties Reported by Employers	
Biologists	Biologists
Chemists	Chemists
Laboratory Technicians	Laboratory Technicians
Production Scientists	Science Laboratory Technicians
Nurses	Other nursing professionals
Radiographers	Medical Radiographers
Occupational Therapists	Occupational Therapists
Data Analysts	Acturaries, economists and statisticians

Health and Life Sciences

Key Fact

Employers report chronic and acute difficulties in recruiting laboratory technicians and scientists

Care Sector

Care

Recruitment Difficulties Reported by Employers	
Adult Care Worker	Care workers and home carers
Manager	Managers in care homes
Chefs	Chefs

The Screen Industries

Recruitment Difficulties Reported by Employers
Camera Operatives
AV Technicians
Cinematographers
Editors
Animators
Production Co-Ordinators and Runners
Production Managers
Grip
Costumes
Make-Up
Props
Carpenter
Electrician
Accountants- Production and Payroll

Screen
Industries

Key Fact
There has been a substantial increase in the number of jobs in 'Motion Picture, Video and TV Programme Production Activities in Berkshire

Images Vestees.

Haulage & Logistics

Haulage and Logistics

Recruitment Difficulties Reported by Employers	
Drivers	Large Good Vehicle Drivers
Maintenance	Vehicle technicians mechanics, and electricians
Custom Clearing Agents	Managers in logistics Managers in transport and logistics

Key Fact
Skills requirements are heavily influenced by changing technology and automation. Freight Drivers, Vehicle Mechanics, and Warehouse Workers- remain in high need

ICT

ICT

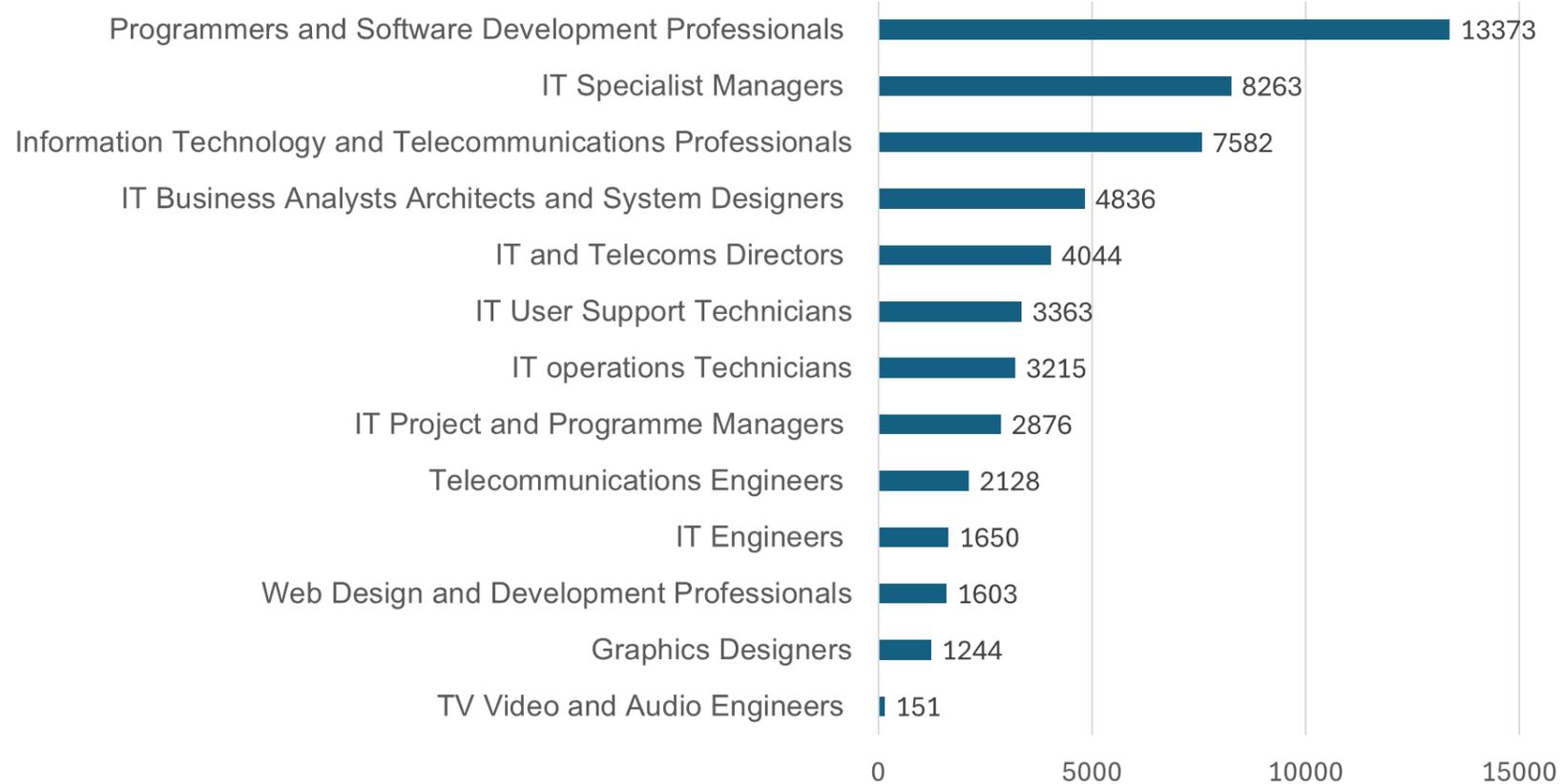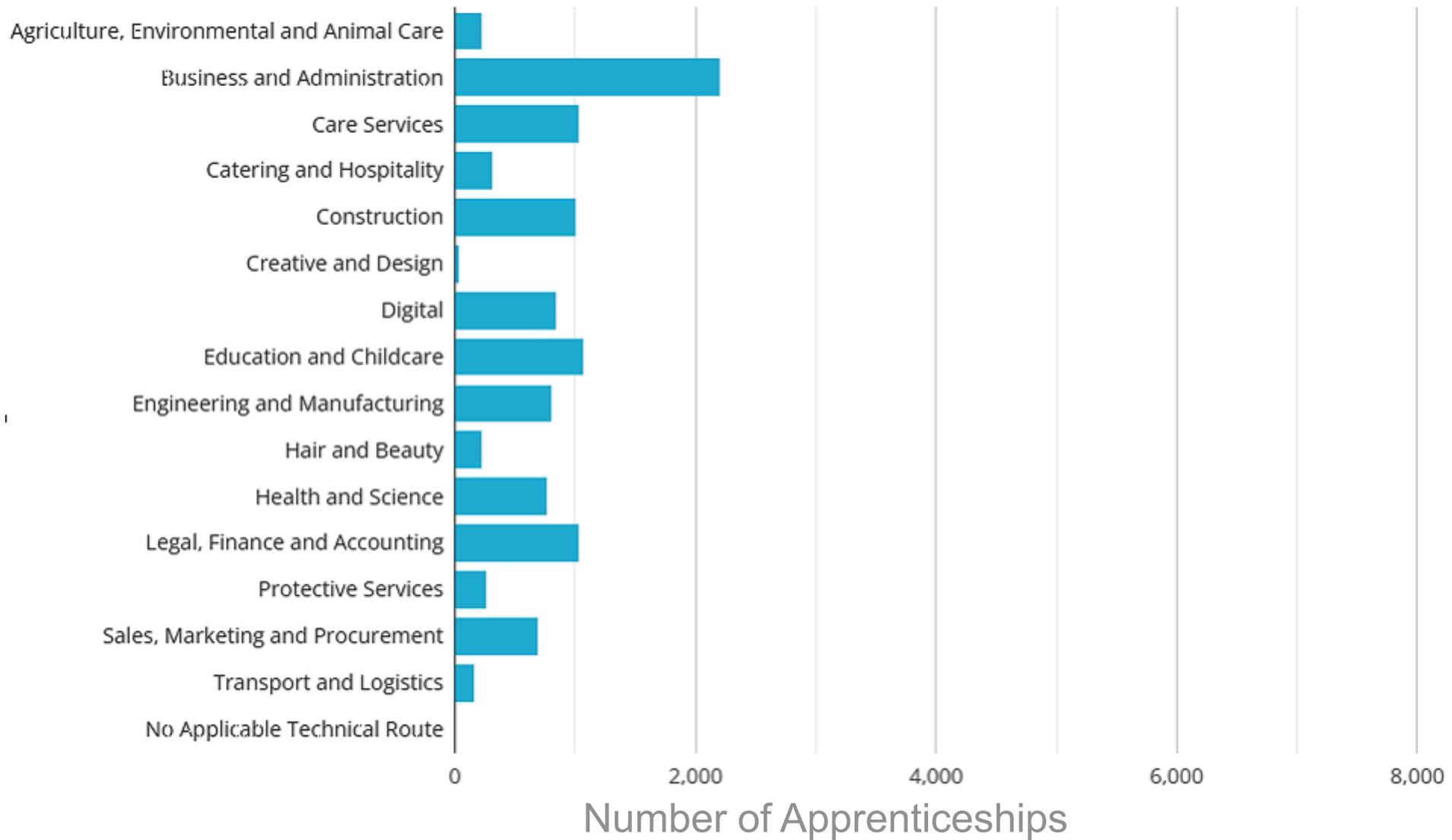| Recruitment Difficulties Reported by Employers	
Cyber Security	Cyber Security professionals
Software Developer	Programme and software development professionals
Data Technician	IT business analysts, architects and system designers

Key Fact
Berkshire is significantly dependent on the Information and Communication sector with 14.4% of jobs in this sector in 2022 compared to 4.7% across England.

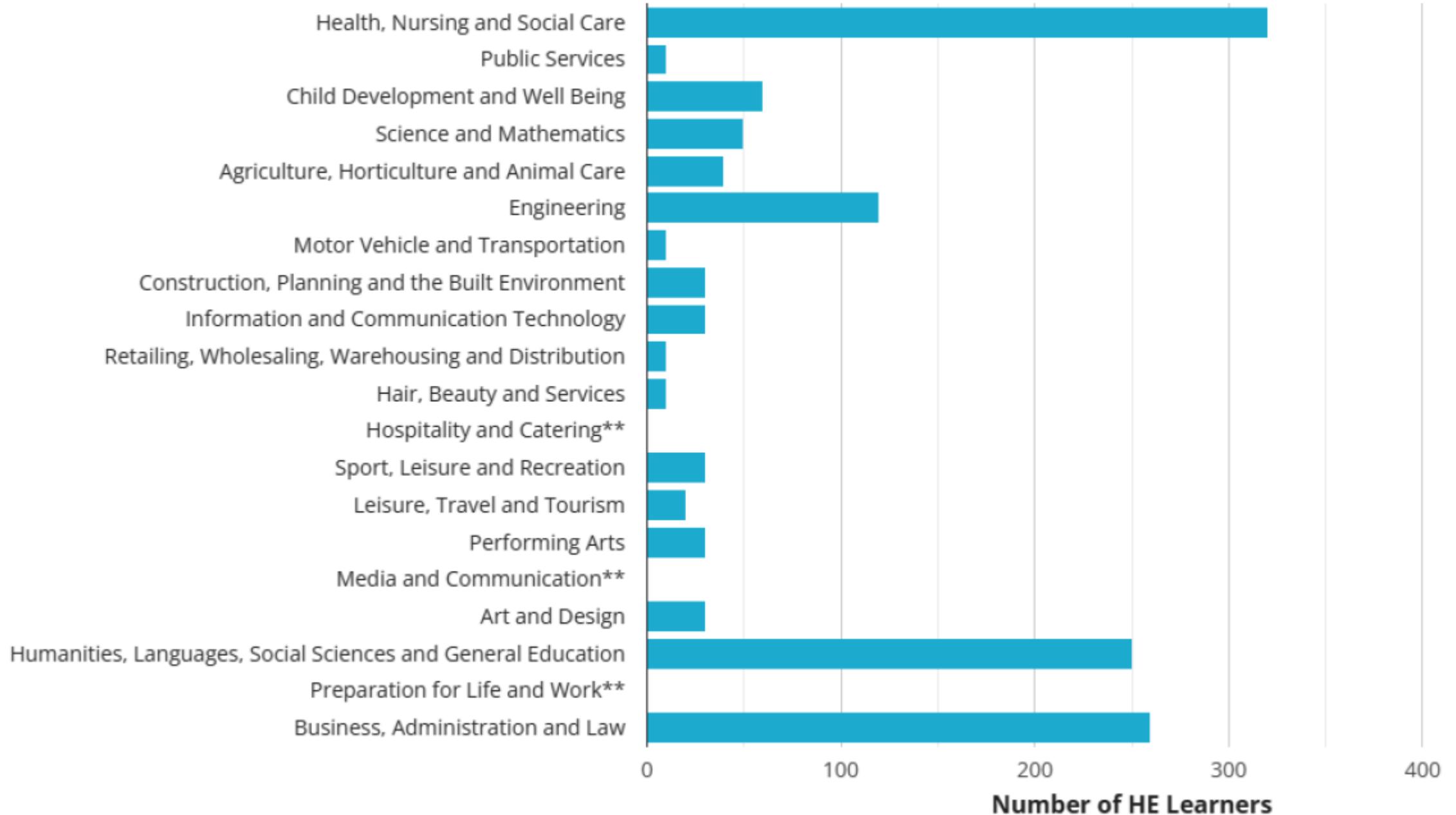# Workforce jobs in Berkshire in the Information and Communication sectors 2022

Job Title	Number
Programmers and Software Development Professionals	13373
IT Specialist Managers	8263
Information Technology and Telecommunications Professionals	7582
IT Business Analysts Architects and System Designers	4836
IT and Telecoms Directors	4044
IT User Support Technicians	3363
IT operations Technicians	3215
IT Project and Programme Managers	2876
Telecommunications Engineers	2128
IT Engineers	1650
Web Design and Development Professionals	1603
Graphics Designers	1244
TV Video and Audio Engineers	151

Study Levels and Apprenticeships

Higher levels of Study at Levels 4 and 5

Number of HE Learners

Jobs that require level 4 qualifications include:

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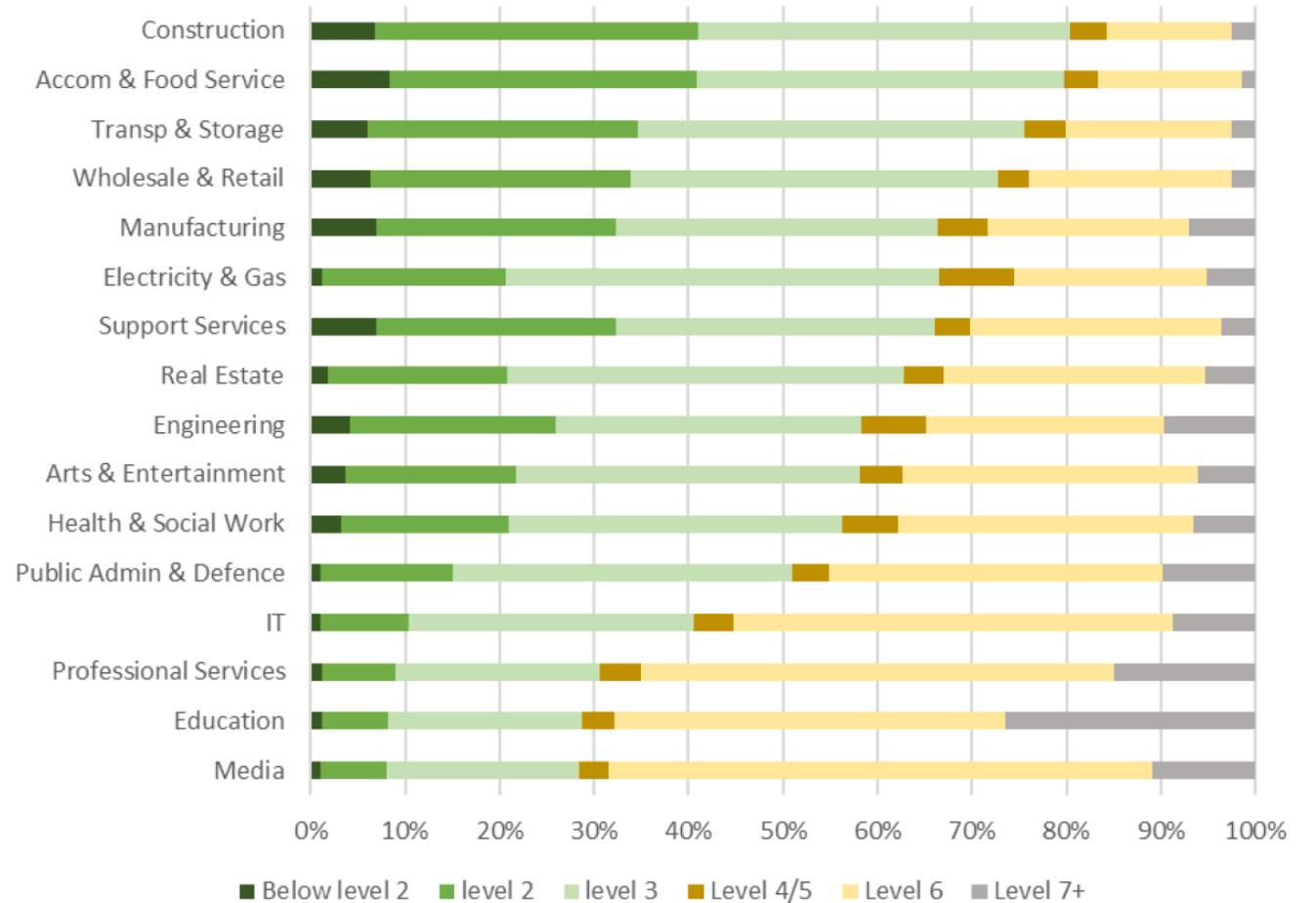Graphic Designer
Laboratory Technician
Healthcare Practitioner
Marketing Associate
Teaching Assistant
Human Resources Coordinator

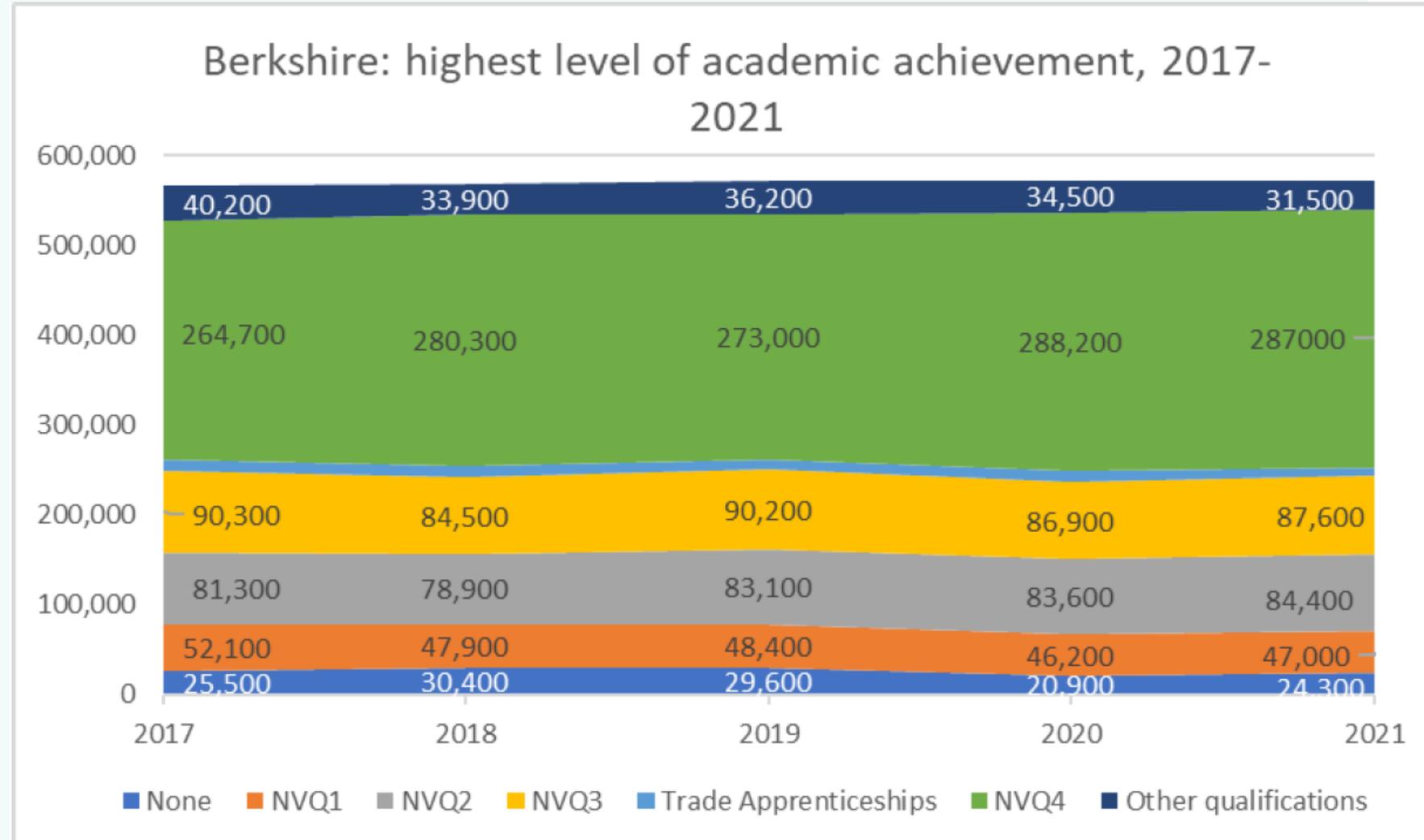Southeast Highest Attainment Level by Industry (employees aged 25-30)

Apprenticeship Subject Starts in Berkshire

Subject Area	2021/22: number of starts:
Health, Public Services & Care	210
Retail & commercial Enterprise	170
Engineering & Manufacturing Technologies	160
Business, Administration & Law	140
Construction, Planning & the Built Environment	110
Information & Communication Technologies	80
Leisure, Travel & Tourism	40
Agriculture, Horticulture & Animal Care	40
Education & Training	20
Arts, Media & Publishing	10
History, Philosophy & Theology	Low
Social Sciences	Low
Science & Mathematics	Low

A Highly Educated Berkshire: 50% Attain Level 4 qualifications or above

Key facts

- A significant portion of Berkshire's population 50%, possesses Level 4 qualifications or higher.

- This is higher than the national average of 44%

Berkshire: highest level of academic achievement, 2017-2021

	2017	2018	2019	2020	2021
Other qualifications	40,200	33,900	36,200	34,500	31,500
NVQ4	264,700	280,300	273,000	288,200	287000
NVQ3	90,300	84,500	90,200	86,900	87,600
NVQ2	81,300	78,900	83,100	83,600	84,400
NVQ1	52,100	47,900	48,400	46,200	47,000
None	25,500	30,400	29,600	20,900	24,300

Legend: None, NVQ1, NVQ2, NVQ3, Trade Apprenticeships, NVQ4, Other qualifications

KEY SKILLS

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.

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.

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.

Ten ideal skills for a successful career

- 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

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 some roles will disappear and more will evolve.

Source: World Economic Forum

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

  "We use about 100 different standards across the NHS. 97 specific occupations are in the H&S route. There are 350 careers in the NHS and there is an apprenticeship pathways for nearly everyone"

  -   - Learning & Development Manager, Frimley Health NHS Foundation Trust

- *Reading and Thames Valley has a requirement for sales and marketing professionals in the Tech Sector, to enhance engineering and software development hubs, which can be located overseas. Tech sales professionals are welcomed at all levels, from SDR entry level, Account Management, advanced Solutions Engineering roles and Customer Success positions supporting clients post sale.*

  - EMEA sales and marketing Egnyte Reading

- *"Currently the UK has 67,300 Information Security professionals, which grew by almost 10% in last year. This trend is expected to continue and require many more professionals to keep pace with the technology trend."*

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

- Key information available for a wide range of jobs

Berkshire Opportunities

COMMUNICATIONS TOOLKIT FOR SCHOOLS & COLLEGES

berkshireopportunities.co.uk

Resources

LMI Careers in Berkshire

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

START YOUR CAREER IN BERKSHIRE RIGHT HERE!

INSPIRATION FOR GETTING THE JOB YOU WANT

Berkshire Careers Guide

Resources

LMI Lesson Plans

LMI Lesson Plans offers a comprehensive array of educational resources designed to empower both educators and learners alike.

Further Resources

- Amazing Apprenticeships - www.amazingapprenticeships.com/apprenticeship-pack/
- Apprenticeship vacancies and information online
    - www.apprenticeships.gov.uk
    - www.ucas.com/apprenticeships
- Berkshire Opportunities - www.berkshireopportunities.co.uk
- Berkshire Local Skills Improvement Plan Berkshire LSIP Report - Annex A
- National Careers Service - nationalcareersservice.direct.gov.uk
- Organisation for Economic Co-operation and Development (OECD) www.oecd.org/en/publications/
- Plumplot area insights and income www.plumplot.co.uk/
- The Careers and Enterprise Company - www.careersandenterprise.co.uk
- The Cyber Security Sectoral Analysis 2025
- The Skills and Business Hub -www.thamesvalleyberkshire.co.uk