



FREE



World of Work

Leicester and Leicestershire



An overview of the key employment sectors across
Leicester and Leicestershire for adults, 2021

www.llep.org.uk
@llepnews

This guide has been collated to help adults with local job sector information. Whether you are looking for work, or in work, looking to gain new skills or change career, there are a wide range of roles and opportunities across this area. Read on and find out more.

STRONG DIVERSE ECONOMY



THREE WORLD CLASS UNIVERSITIES

GOOD



ROAD AND TRANSPORT LINKS

Leicester is at the centre of the Leicester and Leicestershire Enterprise Partnership area and is a key shopping and employment centre.

Across Leicestershire, there are important towns which provide local jobs, shopping and services. There are also many attractive villages and a pleasant rural environment.

The Covid-19 lockdowns have affected the local and global jobs market, and we still do not know the long term impact; in this guide we have focused on a broad range of sectors that are stable or growing. The area has a strong and diverse economy with a central location, good road transport links and East Midlands Airport (the second largest freight-handling airport in the UK). This has led to a thriving transport and logistics sector.

Many large, well known employers are based here, including:

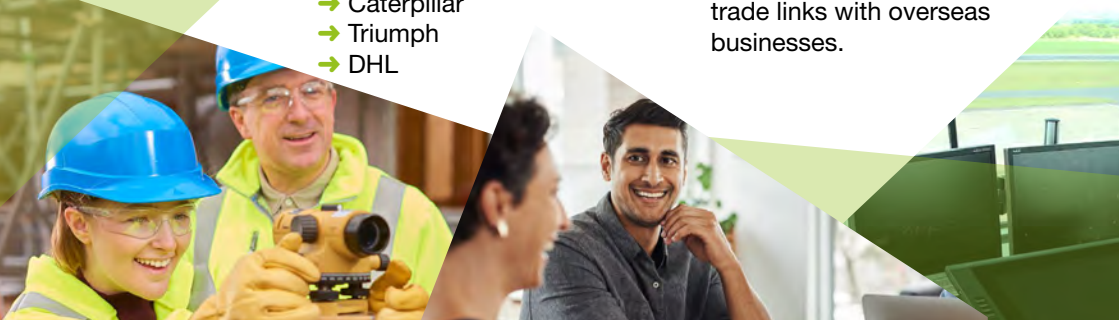
- Next
- 3M
- Samworth Brothers
- Caterpillar
- Triumph
- DHL

- Dunelm
- Marks and Spencer
- Santander
- Aggregate Industries
- PepsiCo (Walkers Crisps)
- British Gypsum

However, most businesses are small in size, with 98% employing fewer than 50 people.

There are three world-class universities based across Leicester and Leicestershire, a strong further education college network, and a good choice of schools and private training providers.

The area is well known for having a very diverse population, giving opportunities through strong trade links with overseas businesses.



This booklet has been designed to give an overview of the key employment sectors around Leicester and Leicestershire (pages 4-15), numbers employed in those sectors, and where to research careers.

Whatever your circumstances, there are options for adults to find work, and gain new skills or qualifications, including apprenticeships (page 21). The guide also summarises the free support available to adults through the European Social Fund, like the Leicester Employment Hub (page 21), which has a job fair events page.

Finally, there is some advice about the skills that employers value, and hints and tips about job hunting (pages 26-27).

Important skills and sectors in this area

See pages 4 - 15



Contents

Business, Finance and Professional Services	4
Construction	5
Creative Design/Digital	6
Education	7
Food and Drink Manufacturing	8
Health and Social Care	9
Low Carbon	10
Manufacturing and Engineering	11
Public Administration	12
Transport and Logistics	13
Space	14
Sport	14
Retail	15
Tourism and Hospitality	15
Summary of area	16-17
About Enterprise Zones	18
Working for a small company	19
Jobs and skills in demand	20
Adults and apprenticeships	21
Local support to help you into work	21-25
Help with careers	24
Useful websites	25
What skills do employers value?	26





Business, Finance and Professional Services

23.1% OF
AREA BUSINESSES

**BUSINESS
FINANCE &
PROFESSIONAL
SERVICES
EMPLOYS**

64,000
ACROSS 10,000
WORKPLACES

GOOD



communication
SKILLS



**STRONG
IT SKILLS**

This broad area covers the financial and insurance, property and professional, scientific and technical sectors, so services include: financial services, accountancy, business consultancy activities, legal activities, architectural, engineering and specialised design, computer services, advertising agencies and market research.

Many roles were able to adapt to online services during lockdowns.

Employment law is currently booming, as businesses seek advice on furlough, job support schemes and the legalities of any employment decisions.

Finance and accounting specialists are increasingly sought after to support companies to review finances or underpin business growth plans.

Business sales and **business development roles** are also in demand.

Other strong areas include **IT professionals, cyber security, risk management, data protection, software services, tech-led innovation, environmental consultancy, property services and FinTech** (tech led financial services).

Many roles require a high degree of training, but it is possible to start relevant courses at all ages. There are some entry level opportunities for people with strong interpersonal skills, plus graduate entry roles and the chance for on-the-job learning through apprenticeships.

The sector also highly values the life skills that older entrants offer. Employers will look for:

- good communication skills
- strong IT skills
- attention to detail and accuracy
- the ability to focus on and meet customers' needs
- digital skills.

LOCAL EMPLOYERS INCLUDE:

AXA PPP Healthcare, Global Payments UK, KPMG, Berkeley Insurance Group, Mattioli Woods, Hastings Direct, IBM, Hornbuckle Mitchell, Cambridge & Counties Bank, Freeths, PPL PRS.

Find out more:

www.cipd.co.uk | www.apprenticeships.org.uk | www.accaglobal.com/uk/ | www.icaew.com
www.leicesterbusinessfestival.com | www.topfinancialjobs.co.uk | www.lawsociety.org.uk

Construction



The construction industry is set to grow significantly over the next few years. Demand will come from more new housing, repair and maintenance of existing homes, commercial growth and infrastructure, and the need for energy efficiency. Most area construction work continued during lockdown, within health and safety guidelines. The area has 4,725 construction employers, many of which are 'micro' size, plus some of the larger names, such as:

- **Barratt Developments** in Bardon Hill, Coalville
- **Broadthorpe** in Loughborough
- **Davidsons** in Ibstock
- **Jelson Holdings** in Leicester
- **Countryside Properties**
- **Bloor Homes** in Measham
- **Pick Everard** in Leicester

**AVERAGE AREA
CONSTRUCTION
WAGE IS
£32,400**

**WORKFORCE
OF AROUND
21,660**

**4.4%
of area
workforce**

Construction employers make up 10.9% of all area companies. Construction is a career like no other, with opportunities for individuals of any age and ability, but many more opportunities within skilled trades and at higher level occupations. There are some huge local developments like Mercia Park, and the new Glen Parva prison which will bring many local jobs.

For on-site work, employers will look for:

- reliability and flexibility
- specific technical skills
- the ability to follow plans
- teamwork skills
- the ability to stay calm under pressure
- adherence to follow health and safety guidelines.

A new Construction Skills Hub will open in 2021, as a one-stop shop to help local people into the construction sector, managed by Leicester City Council and CITB.



IN DEMAND

- Painters And Decorators
- Labourers
- Plumbing & Hvac Trades
- Bricklayers
- Surveyors
- Wood Trades & Interior Fit-Out
- Electrical Trades And Installation
- Building Envelope Specialists

DID YOU KNOW?

There are over 180 different roles in construction, in both on and off-site careers. Innovation is growing in modular and off-site construction, and digital skills are needed in 3D design and predictive software. Roles like architect, bid manager and civil engineer are also growing.

OTHER LOCAL EMPLOYERS INCLUDE:

Galliford Try, William Davis, EE Smith, RTS Contracts, CR Civil Engineering, Wates, East Midlands Housing Group, C3 Construction, Winvic

The quarrying and mining sector which supplies materials to construction also has lots of opportunities; employers include Aggregate Industries, Tarmac, and British Gypsum.

Find out more: www.goconstruct.org/ has case studies of mature workers retraining for roles in construction
www.citb.co.uk | www.apprenticeships.org.uk | www.architecture.com | www.the-nhtg.org.uk | www.ice.org.uk/



Creative Design/Digital

5.5%
of area
workforce

WORKFORCE
26,565

GOOD



problem solving
SKILLS



CREATIVE
ENQUIRING
MIND

5,850
COMPANIES
13.3% OF
AREA BUSINESSES

This covers the area of creative design and digital industries with many different job roles and fast moving technology, and 26,565 jobs across 5,850 work places.

The area is home to a cluster of creative and digital businesses, and provides several highly successful facilities for new businesses to start and grow. These include:

- **Leicester Creative Business Depot**
- **Phoenix Square**
- **The Ferrers Centre** near Ashby de la Zouch
- **Charnwood Arts**
- **The Atkins Building**, Hinckley

The creative sector is split into three parts: arts, culture, and creative media. Lockdowns have been a challenge for many parts of the creative sector, like film and theatre.

Competition for jobs is high and many people in this industry have a degree. You need to be **tenacious and talent** also counts greatly, of course!

Growing numbers of people work **freelance**, meaning less job security, but more flexibility.

Digital skills are needed in over 90% of all job roles today, with growing demands at higher levels; there is also a hugely increasing use of digital technology across all sectors.

Covid lockdowns meant that many business services and products had to quickly adapt to go online, and hence

there has been a **boom in demand for website support skills and digital marketing, plus cyber security expertise.**

Software company the Access Group has a new headquarters in Charnwood, creating 500 new jobs.

Programmers and software developers feature in the top ten of most advertised jobs locally. IT and digital has the highest median area pay p.a. across sectors (from job adverts), at £36,300.

Also in demand are: **3D designers, broadcast engineers, production engineers, digital marketing specialists, coders, data analysts, cloud engineers, user experience (UX) roles, game developers.**

Employers will look for:

- strong IT experience
- the ability to adapt to change
- good problem solving skills
- a creative and enquiring mind
- the ability to keep IT and technology skills up to date

LOCAL EMPLOYERS INCLUDE:

Standout Design, Rare Ltd, Checkland Kindleysides, Juice, Flexpress, Go Inspire, CloudCall, Rock Kitchen Harris, Soar Valley Press, Champions, Anicca Digital, BT, theatres* and cinemas*, local media such as TV/radio, web and app design companies.

Find out more:

www.creativeleics.co.uk | www.screenskills.com | www.lcbdepot.co.uk
www.technojobs.co.uk | www.ccskills.org.uk | www.bubble-jobs.co.uk

This large and rewarding sector welcomes adults of all ages, and provides 49,675 jobs, many of which link to the local schools, colleges and three universities. There are also opportunities to support adult learners, whether they want to brush up on digital skills, retrain, or learn in the workplace.

Covid has impacted with wide amounts of home learning for school and college pupils, and limited contact hours for university students and those doing apprenticeships; there has been a significant increase in the demand for online learning. Education and skills providers have needed to rapidly adopt e-learning resources and virtual classroom tools to teach remotely.

There is a shortage of teachers for **specific subjects such as maths, physics, chemistry and modern languages**, and a shortage of men in **early years, primary and secondary** education.

The development of **online courses, e-learning and virtual reality training** offers mean that there will be an increasing demand for skills in these areas as well.

More adults looking for new qualifications or skills to progress in their career are utilising online learning.

For many roles a degree is needed but there are also support roles that do not; numbers of apprenticeships to access the sector are also increasing.

Career changers are welcome as many roles benefit from adults with experience in industry.

There is a growing need to help adults to increase their skills levels or retrain for new areas of work post lockdowns. Hence there are also roles in **adult education or training** across the area.

Another option is to support **businesses with their staff skills** needs; as technology changes many businesses may need flexible learning support for their employees.

In demand:

- primary and secondary teachers
- early years tutors
- college tutors
- student welfare
- online tutors
- SEND support.

SECTOR PROVIDES

**49,675
JOBS**

**9.9%
of the area
workforce**

**755
ORGANISATIONS
1.7% OF
AREA COMPANIES**



LOCAL EMPLOYERS INCLUDE:

Local FE colleges, University of Leicester, De Montfort University, Loughborough University, language schools, Leicester City Council and Leicestershire County Council, childrens centres, schools and academies, skills providers, private tuition and adult education centres.



Find out more:

www.getintoteaching.education.gov.uk | www.tefl.org.uk | www.feadvice.org.uk | www.tes.com



Food and Drink Manufacturing

SECTOR EMPLOYS

12,475

ACROSS 160 WORKPLACES

2.4%

of the area workforce

0.4% OF

ALL BUSINESSES

GOOD



teamwork
flexibility and
communication

SKILLS

AVERAGE AREA WAGE IS

£27,486

Food and drink manufacturing is a well-established area of strength locally, with a higher presence of employers here than the national average. Large employers include **Samworth Bros, PepsiCo (Walkers)** and **Mars**. Equally, there are many smaller 'artisan' companies to cater for the growth in hand-made and home grown goodies. The sector was vital in keeping the nation fed during lockdowns, and there are options for adults to enter the sector at a range of levels.

The area has several food markets and speciality local foods (Melton Mowbray Pork Pies, Stilton and Red Leicester cheeses) plus multi-ethnic foods in Leicester. The **Leicester Food Park** provides food manufacturing space to support new and established food businesses.

The sector has a **huge range of roles, including food science, product development, marketing, research, packaging and new technology**. There is a trend for more healthy products, more plant-based foods and reduced waste in packaging.

Melton has a Food Enterprise Centre offering local help to food and drink manufacturing businesses.

Science, technology, engineering and maths (STEM) qualifications are valued at senior levels, plus teamwork, flexibility, and communication skills at all levels.

In demand: bakers, food technologists, quality assurance, nutritionists, sales, production engineers, cheese makers, sustainability experts, production operatives and production managers.

OTHER LOCAL EMPLOYERS INCLUDE:

Pladis, Pukka Pies, Refresco Drinks, Long Clawson Dairy, Tulip Foods, Burleighs Gin, Blackfriars Bakery, Delifrance (UK), Belvoir Fruit Farms, Shelton's Coffee, Just Egg, Everards, Leicester Bakery plus farms, orchards, butchers and bakeries.

DO YOU KNOW?

As well as the huge Walkers crisps factory, PepsiCo have a Technical Centre of Excellence in Leicester, housing technical staff across research, engineering and technical services.

Find out more:

www.tastycareers.org.uk | jobs.foodmanufacture.co.uk

www.emc-dnl.co.uk/contact/leicestershire/leicester-food-park

Health and Social Care



This is a hugely growing sector with many rewarding roles. People are living longer with more complex needs and also value their independence, and the increase in the use of assistive technology in this area will help them to do this. Health and social care services are working more closely to enhance local support.

There are over 350 different job roles across health and social care, with routes in across all levels of work, and all ages welcome. Record numbers of people have applied to study nursing and other health and care careers, after seeing how vital this area has been during the pandemic.

This sector welcomes people with **transferable skills who can bring life experience and insights** from working in other sectors. Don't rule yourself out just because you have a non-traditional background, or because you don't have clinical or degree-level qualifications.

The **University Hospitals of Leicester NHS Trust** is working to promote more apprenticeships within the healthcare sector, both in clinical and non-clinical settings. Other employers include **Leicestershire Partnership NHS Trust (community health)**, the many **local care homes, city, county and**

district councils, private health organisations, domiciliary care agencies and community service agencies.

The adult social care workforce must grow by 36% by 2025, with all areas expanding, especially domiciliary care (care provided in the home). Formal qualifications are not always needed, it is more about having the right values and behaviours.

Employers will look for:

- the ability to manage ongoing change
- commitment and compassion
- reliability and flexibility
- the ability to stay calm under pressure
- the ability to relate to people from a wide range of backgrounds.

In demand: healthcare assistants, nurses, radiographers, mental health workers, midwives, social workers, pharmacists, care workers, therapy staff, GPs, bio-medical and scientific health care support.

**EMPLOYS
AT LEAST
49,225**

9.8%
of the area
workforce



**SECTOR
EXPANDING**
especially
**CARE FOR
ELDERLY**

1,770
employers

4% OF
AREA COMPANIES

DID YOU KNOW?

Charnwood Campus in Loughborough hosts world-class flexible laboratories, specialist manufacturing facilities and small and large office space for the bio-medical and pharmaceutical sectors. The site is the first UK Life Science Opportunity Zone.

Find out more:

www.nhscareers.nhs.uk | www.inspiredtocare.co.uk | www.lscdg.org
www.skillsforcare.org.uk | www.jobsatleicestershospitals.nhs.uk



Low Carbon



GREEN INITIATIVES

are growing across all sectors

3,255
EMPLOYED
IN ENERGY

Skills in demand:

- Mechanical and electrical engineers
- Wind and solar energy technicians
- Environmental scientists
- Electric vehicle technicians
- Solar panel installers
- Heating engineers
- Project managers
- Data analysts

The green economy and specifically green jobs have traditionally been thought of as those that involve renewable energy, electric transport, energy efficiency or nature conservation, but you could work in any industry as all employers try to adopt greener practices. The UK Government has set a legally binding deadline to bring greenhouse gas emissions to net zero by 2050. This exciting, growing sector has a broad variety of opportunities.

Leicestershire is home to several energy and low carbon related businesses, and all three area universities have a focus on low carbon research and development.

In 2020 Leicester and Leicestershire's low carbon/environmental goods and services sector was: renewable energy 41%, low carbon 37% and environmental 22%.

There are engineering and research jobs linked to solar, wind and alternative fuel, as well as waste management.

Many organisations have sustainability officers to embed green practice across workplaces.

Adults with physics, chemistry and geology degrees, or

engineering experience are welcome in the sector, and there are options to get in through apprenticeships or via generic roles like sales, marketing and IT.

Key areas of work opportunities will be linked to **green building technologies**, like making homes more energy efficient. There are also roles linked to **low carbon transport**; as electric vehicle sales grow there will be roles in sales, servicing and repairs. Plus the **research and development roles** linked to green technology across manufacturing, for example, recyclable packaging or reducing waste in production.

LOCAL EMPLOYERS INCLUDE:

Smart Power Systems, Intelligent Energy, GenGame, Rockhaus Developments, Forest Rock, National Grid, DNV GL, E.On Next, Octopus Energy, MIRA Technology Park, Fischer Future Heat, Environmental Energies Ltd.

DID YOU KNOW?

The area has an Energy Infrastructure Strategy, setting out actions towards a zero carbon Leicester and Leicestershire.

Find out more:

nerc.ukri.org/skills | www.greenjobs.co.uk
www.greenjobsonline.co.uk

Manufacturing and Engineering



All sorts of things are made in Leicestershire, from bricks, pharmaceuticals, and furniture to motorbikes! It is our largest sector for employment, and includes technical consultancy, scientific research and development, manufacturing and engineering.

Some key employers are:

- Caterpillar
- Druck
- Preci-Spark
- Triumph

High technology manufacturing provides **22,655** jobs and an additional **42,345** people are employed across manufacturing in general, so it's a huge sector here! It's also one of the **higher paying sectors** with an area median advertised wage of £28,500 p.a.

Engineering is a **broad discipline** and roles include electrical and mechanical engineering, aerospace experts, production managers, IT, production engineers, 3D printing technician, design and development engineers, technical consultants and machine programmers.

The number of well qualified people employed in higher level occupations has been growing as products and processes are getting more complex.

The area has particular strengths in production technology, and the manufacture of furniture, textiles, wood products, paper and packaging.

DID YOU KNOW?

There is a new textiles manufacturing skills centre in the city, the Leicester Fashion Technology Academy (LFTA).

Growth is expected in next generation transport, medical technology and pharmaceuticals, and building low carbon aspects into manufactured products.

MIRA Technology Park at Hinckley is a global centre for automotive research and development. It has an on-site training centre, and a new engineering centre of excellence will be located at the site.

Employers value applicants with science, technology, engineering or maths skills, and will also look for:

- adaptability
- digital skills
- creative ability to find solutions to engineering challenges
- teamwork skills
- communication skills

In demand: electrical engineers, MIG welders, green technologists, mechanical engineers, production operatives, technicians, data analysts, mining engineers, robotics engineers, research and design engineers.

OTHER LOCAL EMPLOYERS INCLUDE:

Fisher Scientific, Oadby Plastics, Taylor Hobson, Morningside Pharmaceuticals, Plastribution, SPS Technologies, Emerson, KJN Automation, JJ Churchill, Honeywell Gent, Crown, Cook Optics, Ridgway Machines.

13.1%
of the area
workforce

3,445
COMPANIES

7.9% OF
AREA BUSINESSES

SECTOR
PROVIDES OVER
65,000
JOBS

Find out more:

enginuity.org | www.makeuk.org | www.apprenticeships.org.uk | www.ice.org.uk
www.miratechnologypark.com | www.lusep.co.uk | miratechnologyinstitute.co.uk
www.themanufacturer.com



Public Administration

PUBLIC
administration
and defence
PROVIDES

OVER
20,480
JOBS

roles include
CIVIL SERVICE



police & fire
services
local government

4.2%
of the area
workforce

ACROSS 160
COMPANIES
0.4% OF
AREA EMPLOYERS

Public administration and defence covers a broad range of roles across the city and county, such as the civil service, police, local government, fire service, tax, libraries, immigration and prison service.

Such areas have been important in supporting areas in lockdown, from helping to distribute business support grants, cascading PPE, and Jobcentre Plus services to help local people to find work.

This can be a very rewarding area to work in, as many roles help to support local people and services. In each area of the sector, such as local or district councils, **there is a wide range of careers**, like customer services, housing, regeneration, health, leisure services and recycling.

In organisations like the police, a **mature attitude and life experience** are welcome, and there are a broad range of roles on offer.

Many roles involve dealing with the public, so **good communication skills** are key. Additional languages are also useful.

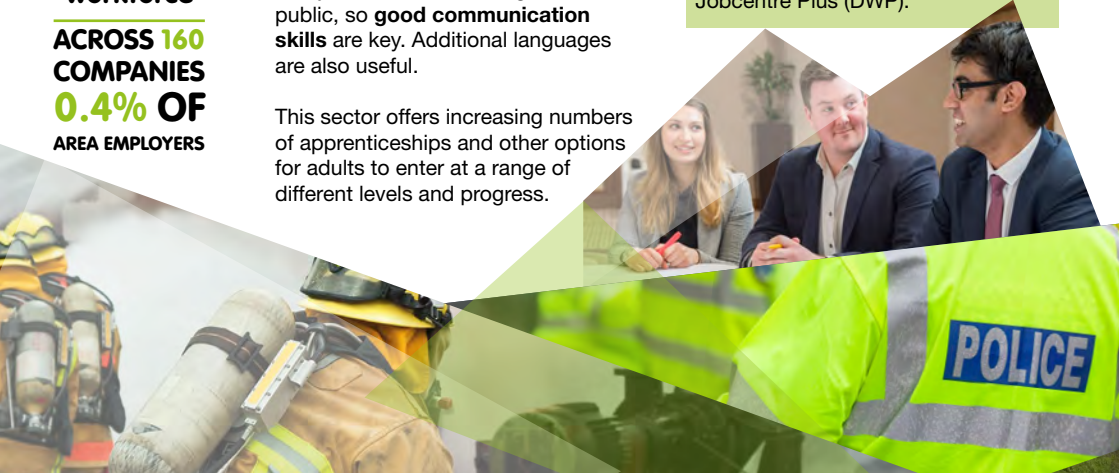
This sector offers increasing numbers of apprenticeships and other options for adults to enter at a range of different levels and progress.

Organisations value people who have a background in industry or life experience and hence can help to influence better services. Some roles, like prison and probation jobs are tough, but very fulfilling as you help to turn lives around, and welcome adults of all ages.

Digital skills are key as new technology can help to improve engagement with citizens and enhance provision.

LOCAL EMPLOYERS INCLUDE:

Leicestershire Police, Leicester City Council, Leicestershire County Council, Leicestershire Fire & Rescue Service, Army, Navy and Airforce, tax offices and prisons, Jobcentre Plus (DWP).



Find out more: www.civilservice.gov.uk/recruitment
www.leics.gov.uk/jobs.htm | www.leics.police.uk | leics-fire.gov.uk
www.gov.uk/government/organisations/ministry-of-defence/about/recruitment
www.leicester.gov.uk/jobs-careers.aspx | www.prisonandprobationjobs.gov.uk



Transport and Logistics

**SECTOR
EMPLOYS
OVER
54,235**

**11.2%
of the area
workforce**

95%
of population
accessible
BY ROAD
within 4hrs



HOME TO
**EAST
MIDLANDS
AIRPORT**

**4,540
COMPANIES**

**10.5% OF
AREA BUSINESSES**

This global, 24-7 sector supports all industry, and Leicestershire is a real hot spot! The array of opportunities in logistics is much wider than 'picking and packing'; many activities are highly automated with a range of high-tech roles. This sector is key all year round, keeping people and industries supplied with the goods and services that they need. The area's central location on the national road network means that 95% of the English population is accessible by road within four hours.

There are many major employers based here, especially near to **East Midlands Airport** (including **Marks and Spencer, XPO** and **DHL**) and at Magna Park (for example, **Asda, George, Unipart** and **Britvic**). Local developments include **Mercia Park** in the north west of the county, and **Hinckley Park**.

The growing e-commerce sector has led to the digitisation of the logistics industry, cutting costs, time and giving tracking solutions.

A huge rail freight and warehouse development (SEGRO Roxhill) sits alongside the East Midlands Airport, bringing hundreds of jobs to the area in customer service, IT, driving, engineering, warehouse support and management. The site is rail, road and air-connected.

In the south, **Magna Park** is expanding, meaning more jobs, and also has a new **training centre** opening in 2021.

This is a fast growing sector offering **much scope to get in and move up the career ladder, welcoming all ages**. Some roles are seasonal and include shift work, so flexibility is key.

Roles in demand: import/export roles, warehouse roles, customer services, supply chain planning and management, logistics engineers, transport managers, HR, accounts, IT, drivers, freight linked roles, forklift, logistics coordinator.

With transport, public travel has been hit hard by lockdowns, but sustainable travel opportunities should grow.

Key skills valued include:

- team work skills
- customer service skills
- flexibility
- driving skills
- digital skills
- reliability

OTHER LOCAL EMPLOYERS INCLUDE:

Ceva Logistics, Pall Ex Group, HAE Group, Royal Mail, HW Coates, Crouch Logistics, Oakland International, Scania, 3T Logistics, Fred Sherwood & Sons, Neovia, DPD, Amazon, Kinchbus, East Midlands Trains, plus a huge range of smaller companies who support the 'supply chain' of this sector.

www.lutterworth.magnapark.co.uk | www.apprenticeships.org.uk | www.slp-emg.com
www.talentinlogistics.co.uk | www.eastmidlandsairport.com | www.cituk.org.uk
www.ioc.uk.com | www.novus.uk.com | www.dataacademy.co.uk

Space

Locally, the Space Research Centre at the University of Leicester offers specialist skills linked to space, and the area has the National Space Centre and a good space-linked business base.

The space sector includes:

Science and research: planetary and earth observation.

Space engineering: space related instruments.

Business: using satellite technology to create/support business products.

The new Space Park in Leicester will be a world leading hub for space-enabled industry, with space scientists, satellite manufacturing and business opportunities on-site, bringing 2,500 jobs.

There are a number of local companies here linked to space and aerospace industries, including **Winbro Technologies, JJ Churchill, Cavendish Nuclear, Ametek, Magnaparva, Earthsense and Point4**. Engineering, science and computing skills (especially in programming and data management) are key in this fast growing sector.

Adults with advanced digital, scientific, or technical skills are welcomed by the sector, and those with a strong entrepreneurial streak could support the business side of space technology.

A space engineering technician apprentice was co-designed in Leicester and launched in early 2021.

Jobs in demand: systems engineer, communications engineer, data scientist, software engineer, electrical engineer, business analyst, robotics, AI and machine learning engineers.

160 BUSINESSES:

5,200 EMPLOYED | **1.2% OF** AREA WORKFORCE | **0.4% OF** AREA EMPLOYERS

Sport

This area is well-known for many sporting achievements with 13 major sporting venues, including Leicester City Football Club, Leicester Tigers, Leicester Riders and Leicester Hockey Club; and is host to major motor racing events at Donington Park and Mallory Park, and horse racing at Leicester Racecourse. Leicester is also a hub for esports, a growing area of sport.

Loughborough University is ranked number one in the world for sports-related subjects. The UK's highest concentration of sports governing bodies and national sports organisations are based at SportPark Loughborough, which is expanding.

Career opportunities include coaching, sports development (including community sport), health navigator roles; exercise, fitness and personal training; plus nutritionist, health and sports therapy. Clients will come from all communities, with needs from complete beginner to performance level. With lockdown, some activities needed to close, or move online, but others grew; for example, a boom in cycling and home gym equipment.

The sector also relies upon innovation, sport technology, data analytics, project management, people managers, team leaders, design and manufacturing, social media and marketing, retail sales, hospitality and event management and everything behind the scenes.

All ages are interested in sport and fitness, and the sector welcomes the life experience of adults, with opportunities to get in, or study for roles at different levels. **The growing interest in health, weight management and cycling are all likely to increase some demand within the sector and the requirement for digital skills is growing to service the online exercise trend.**

Job competition is high; more people study sports courses related to available jobs.

620 BUSINESSES:

9,855 EMPLOYED | **1.9% OF** AREA WORKFORCE | **1.4% OF** AREA EMPLOYERS

www.spacecareers.uk | le.ac.uk/spacepark
www.ukspace.org/careers

www.lrsport.org | www.sportpark.org.uk
www.careers-in-sport.co.uk

Employment opportunities in several sectors have been limited by lockdowns, including hospitality and leisure, passenger aviation, events, and non-essential in-store retail sectors. The two sectors below employ a lot of people and will be evolving post lockdown.

Retail

How we shop is changing, with online shopping accelerated by lockdowns, bringing online related roles like web design, user experience and delivery. Some people still prefer to shop in physical stores. The sector employs 44,000 people.

Leicester city centre has large shopping centres like the Highcross, boutique areas, and the Golden Mile, while the county has attractive market towns with strong retail offers.

Fosse Park shopping centre has an extension, bringing more jobs. Several key retailers have their headquarters in the county – such as Next, Joules and Dunelm, with a range of career options.

This sector offers a range of roles, from buying, analysing customer data and visual merchandising. There is a trend to shop more locally and supermarkets have also had a lot of jobs.

This is a very competitive, dynamic and fast-paced industry, aiming to maximise sales, appeal to customers and adapting to compete with rival physical and online stores.

Online selling of 'niche' products or local produce are popular with adults who want to set up their own business.

Employers will look for:

- customer service skills
- problem solving skills
- digital skills
- social media and marketing
- online retail roles

Lockdowns have had a huge impact on non-essential in-store retail, with some high street names sadly closing. As we enter the 'new normal', the High Street will need to find creative solutions to address changing consumer behaviour.

OTHER LOCAL EMPLOYERS INCLUDE:

John Lewis, Wilkinsons, Shoe Zone, Topps Tiles, Tylers, Goldsmiths Jewellers, Thurmaston Retail Park. Supermarkets like Tesco, Morrisons, Lidl and Asda, other retail outlets like DIY stores and garden centres.

Tourism and Hospitality

This sector includes bars, eateries, attractions, festivals, events and accommodation. Employing 34,870, roles suit people of all ages.

Well-known venues include the National Space Centre, Bosworth Battlefield, Curve, King Richard III Visitor Centre, Twycross Zoo and the National Forest.

Lots of work has gone into making attractions, accommodation, pubs and restaurants safe, and creativity and marketing are needed to encourage people back post lockdown.

There are opportunities to get in at all levels and progress. There may be casual work through local festivals and events. Skills gaps tend to be in customer services and languages.

Everards is opening a new brewery on a new site. Everards Meadows will bring a new attraction to the Leicestershire region with it's own beer hall and tours, retail shop and food outlet, and country walks.

Employers look for:

- customer service skills
- enthusiasm
- the ability to use your initiative
- flexibility in working hours.

Pre-Covid, visitor numbers to the area had been increasing. Although now very hard hit by lockdowns, there should be pent-up demand for days out, holidays, events and eating out. Challenges create opportunities for new thinking and ideas in the sector.

OTHER LOCAL EMPLOYERS INCLUDE:

Ragdale Hall, Conkers, the Great Central Railway, Leicester Tigers, Leicester City Football Club, local museums, East Midlands Airport, tourist centres, hotels, cafes, restaurants, Twin Lakes.

www.highcrossleicester.com/jobs
www.fosshoppingpark.co.uk
www.inretail.co.uk | www.leicestermarket.co.uk

www.springboarduk.net | www.apprenticeships.org.uk
www.hospitalityguild.co.uk | www.visitleicester.info
www.goleicestershire.com



WORTH £25 BILLION
The largest economy in the East Midlands



19,000 SKILLED GRADUATES
Entering the workforce each year

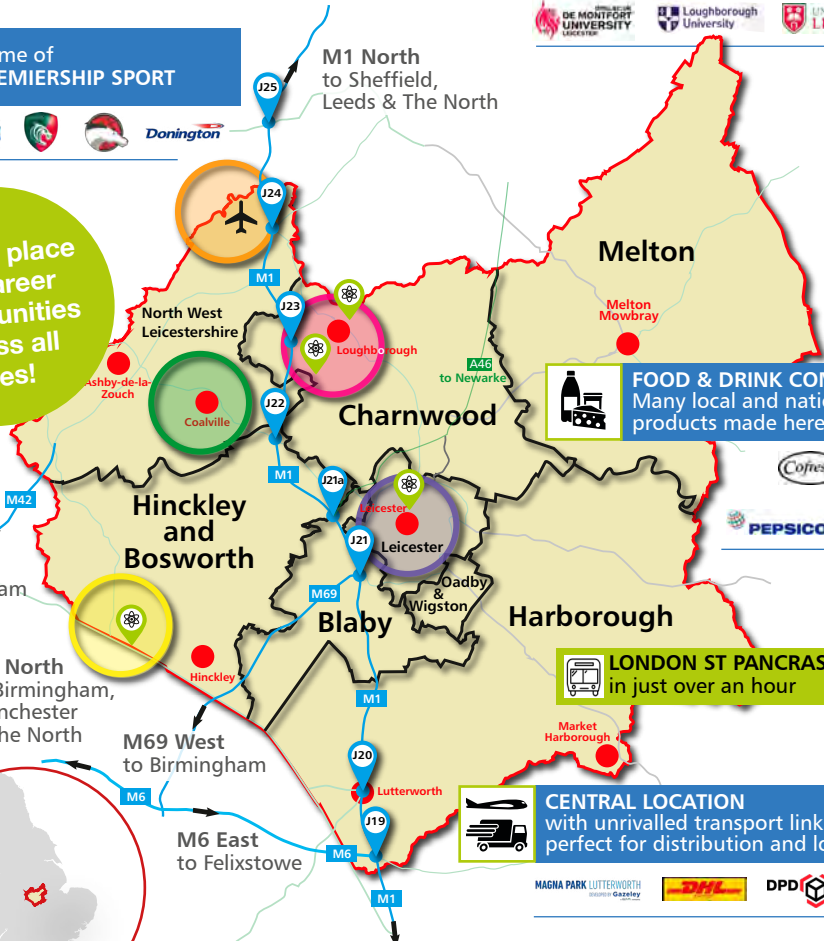


Home of
PREMIERSHIP SPORT



M1 North
to Sheffield,
Leeds & The North

A great place
for career
opportunities
across all
ages!



FOOD & DRINK COMPANIES
Many local and national
products made here



M42 West
to Birmingham

LONDON ST PANCRAS
in just over an hour

CENTRAL LOCATION
with unrivalled transport links,
perfect for distribution and logistics

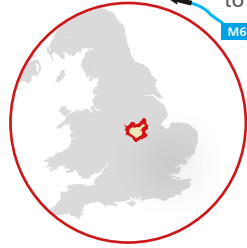


M6 North
to Birmingham,
Manchester
& The North

M69 West
to Birmingham

M6 East
to Felixstowe

M1 South
to London



SEVERAL RETAIL HEAD OFFICES
are based here









PROFESSIONAL & FINANCIAL SERVICES
Companies choose Leicester



**STRONG ADVANCED MANUFACTURING
& ENGINEERING SECTOR**



The colours show key locations
where jobs and opportunities are
expected, due to investment and
regeneration projects.

-  Leicester urban area (Waterside project, city regeneration areas)
-  East Midlands Enterprise Gateway and part of the East Midlands Freeport area
-  Coalville Growth Corridor
-  Loughborough (Loughborough University Science & Enterprise Park)
-  South West Leicestershire (MIRA Technology Park Enterprise Zone)
-  Enterprise Zones

Some locations around the city and county attract specific industries

- The **Melton** area has a large presence of food and drink manufacturing, speciality foods and tourism and hospitality.
- **Oadby** and **Wigston** also has a high concentration of jobs in food and drink manufacturing (Pladis and Blackfriars Bakery), plus education, engineering, manufacturing and health.
- Business and financial services is a key sector in the **Blaby** area, plus government (public administration), logistics, and precision technology.
- **North West Leicestershire** is a key location for logistics, transport and business/finance, and construction products, with the Bardon Industrial Estate and East Midlands Airport/Segro Roxhill sites here.
- The **Charnwood** area has good concentrations of employment within high-tech manufacturing, education, creative, digital and sport.
- **Market Harborough** is a strong location for logistics (Magna Park), agriculture, engineering, tourism, digital and construction.
- Manufacturing and research and development are very strong in **Hinckley**, thanks to the MIRA technology park and other businesses including Triumph and Caterpillar; logistics is also huge, with a large DPD depot.
- **The city of Leicester** has strong pockets of creative design, along with business and finance, textiles, health, education, space and knowledge-based businesses.

Although some locations are stronger in some sectors than others, **all areas** will have **thousands of businesses** which are **small to medium** in size, covering an enormous range of work sectors and opportunities.

Have a good look at what is around you!

DID YOU KNOW?

Charnwood has a new Careers and Enterprise Hub to help local people into work or training, or to support those in work to increase their skills.

DID YOU KNOW?

HS2 will have an East Midlands Hub, bringing lots of job opportunities to the area.



About Enterprise Zones

Enterprise Zones are designated areas across England that provide tax breaks and government support to businesses basing themselves within the zone. They are great places to do business especially for both new and growing firms.

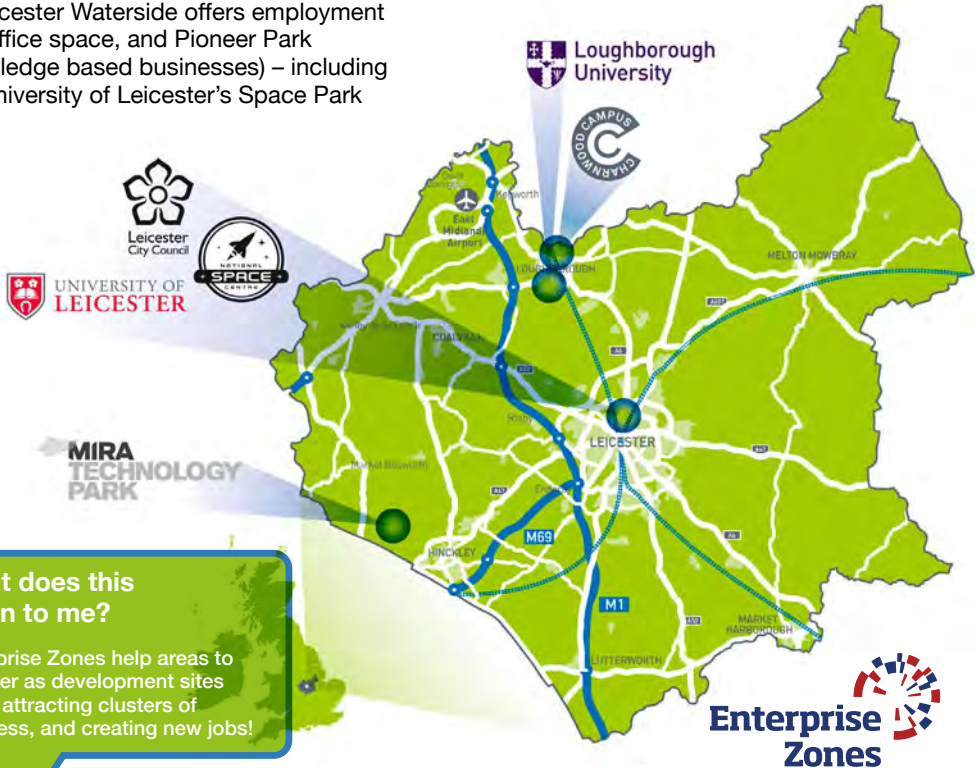
Leicestershire has two Enterprise Zones which are:

Loughborough and Leicester Science and Innovation Enterprise Zone (three sites)

- Loughborough University Science and Enterprise Park (advanced manufacturing, energy, sport science and low carbon)
- Charnwood Campus, (life sciences/ biomedical)
- Leicester Waterside offers employment and office space, and Pioneer Park (knowledge based businesses) – including the University of Leicester's Space Park site.

The MIRA Technology Park – (automotive research and development in Hinckley)

- The largest automotive technology park in Europe, with cutting-edge £300m test facilities available
- Over 40 businesses onsite and over 500 jobs created since 2011
- An on-site training centre for the automotive industry with a range of courses, miratechnologyinstitute.co.uk



What does this mean to me?

Enterprise Zones help areas to prosper as development sites grow, attracting clusters of business, and creating new jobs!

See more at:

www.lusep.co.uk | www.charnwoodcampus.com

www.leicester.gov.uk/waterside | www.miratechnologypark.com

Find a big opportunity in a small company!

99.6%
OF LOCAL
BUSINESSES



are MICRO
SMALL or
MEDIUM



VALUED
INPUT

Many people like to approach well-known, large companies for career opportunities, but there can be strengths in working for a smaller sized company. Over 99% of local businesses are micro (0-9 staff), small (10-49 staff) or medium enterprises (50 - 249 staff).

Why work for a smaller business?

- Your input will be valued - as part of a smaller team your contribution is more noticed.
- Lots of variety - you will learn about the day-to-day aspects of how a business works. This is great training if you ever want to run a business yourself!
- Quick progression - for those who show potential.

- Contact with senior managers - you can build a good relationship and raise awareness of your work ethic.
- You can move quickly on your ideas. If you have a proposal, you can try it out without a lot of red tape.
- You can be creative! As smaller businesses have smaller budgets you'll find creative new ways to accomplish your goals.

New and upcoming businesses tend to be micro, small or medium, so it is worth having a good look around you, or search online via Google or YELL.

DID YOU KNOW?

There are 43,365 registered businesses in this area!



JOBS and SKILLS in demand across the area



A quick look at advertised job vacancy data across the Leicester and Leicestershire area.

However, do note that not all jobs are advertised, see more on this on page 26 and 27.

From March 2020 to March 2021 there were **114,203** unique job postings across the city and county **44%** of which were in Leicester. The average area pay is **£26,300** per annum

With hundreds of different advertised roles, the most **ADVERTISED** jobs were:

- Nurses
- Storage and warehouse staff
- Care workers and home carers
- Primary and nursery teaching professionals
- Sales accounts and business development managers
- Metal work production and maintenance fitters
- Payroll managers, book-keepers and wages clerks
- Programmers and software development professionals
- Business sales executives
- Large goods vehicle drivers
- Cleaners and domestics

Top twelve **SOFT SKILLS** mentioned:

- Communications skills
- Management
- Customer service
- Sales
- Enthusiasm
- Detail-orientated
- Self-motivated
- Teaching
- Planning
- Leadership
- Innovation
- Problem solving
- Flexibility

Other vacancies most advertised were: HR and finance roles, electricians, web design, scientific and engineering technicians, and production and warehouse managers.

This is just a sample of some advertised jobs, there are many more different roles locally. You can see there there is a blend of roles at different levels; and many of the soft skills can be evidenced through life experience, or previous jobs roles. Whatever your situation, you can call or speak with professionals about getting into a sector, or changing career, or increasing your skill levels and qualifications through some of the organisations over the following pages.

Source for vacancy information, EMSI, 2021

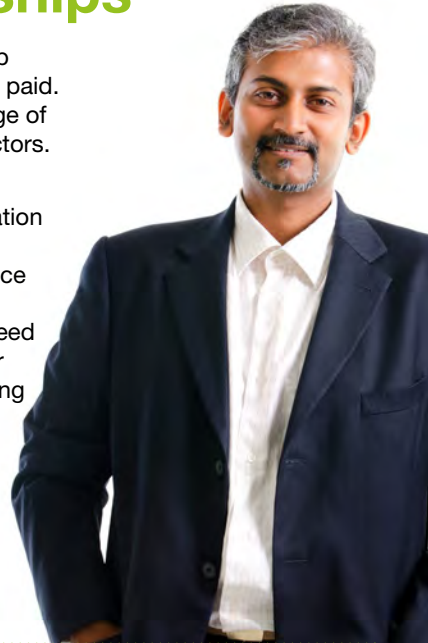
Adults and apprenticeships

What is an apprenticeship? An apprenticeship is a real job where you learn job specific skills, gain experience and get paid. Apprentices can be new or current employees. A huge range of apprenticeships are available across different roles and sectors.

Adults can do apprenticeships too! They are available to **anyone over the age of 16** and there are different qualification levels. A 'late starter' can provide maturity, reliability, life experience and knowledge to the workplace. This experience can benefit a new employer and other staff. Your interest could stem from simply wishing to **change careers**, or a need to **re-enter the workforce**. There are also opportunities for employers to grow their business by formally training existing workers; if you are in work, it's worth asking your employer about this **option to upskill**.

Locally, more people aged 25 and over do apprenticeships than those aged 16 to 24!

It's a great career option to explore at whatever stage in life you are.



How do I find out more about apprenticeships?

DID YOU KNOW?

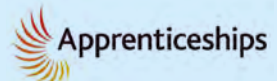
Whatever your age, adults can do apprenticeships too! It's a great option to gain higher skills or change career!



The **Leicester Employment Hub** offers help and advice to support adults to move into apprenticeships, and also supports employers who are considering offering an apprenticeship. It also has a **local events page** to help you find out what career, job fairs and skills support programmes are coming up locally. Find out more on:

www.leicesteremploymenthub.co.uk or follow [@leicester_hub](https://twitter.com/leicester_hub) (Twitter)

The **National Apprenticeship Service** website has information and resources about apprenticeships.



On this website you can find out more about: becoming an apprentice, different levels of apprenticeships, local and national vacancies, and higher and degree apprenticeships. Find out more at www.apprenticeships.org.uk

GoLearn!

Leicestershire Adult Learning Service



Looking to find work or discover a new career? GoLearn has the courses to help you.

We offer courses in a wide range of subjects; from CV Writing, digital skills and GCSE English and maths to languages, online job applications and more. Many of our employability courses are completely FREE* and we offer fee-reduction for learners who receive certain benefits (JSA, Universal Credit, etc.).

If you are unsure of your next steps in learning or work, our FREE Information, Advice and Guidance service is on hand to give you the support you need to achieve your goals.



For more information, or to view our full range of courses, visit us online or call us today!

Call **0116 305 5629** or **FREEphone 0800 988 0308**
leicestershire.gov.uk/GoLearn [/LeicsGoLearn](https://www.facebook.com/LeicsGoLearn)

All our venues are Covid-19 compliant in line with government guidelines to ensure the continued safety of our learners and staff. If you have any issues or concerns please call our FREEphone number for more information.

*Terms and conditions apply

Leicester Adult Skills and Learning Service

Skills for Work

LASALS offers packages of courses (including qualifications up to level 3) designed to enable learners to improve their employability; supporting them to reskill and be ready for the post COVID-19 labour market.

English, ESOL and Maths qualifications are available up to level 2.

LASALS offers free, in-house, impartial careers advice to all learners; helping them to look at career change and planning.



- Employment Skills
- Career Boosters
- Teaching Assistants
- First Aid and Food Safety
- Computing and Digital Skills
- Business Admin and Accounts
- Access to Higher Education
- Working with Adults

Many FREE Courses!

For more information please call

0116 454 1900



Course Guide and full course info at
www.leicester.gov.uk/adulteducation





**NATIONAL
LOTTERY FUNDED**

Funded projects to help you with confidence and skills.

The following four projects are funded by the European Social Fund and the National Lottery, through the Big Lottery Fund. All of the services are FREE, contact the programme of your choice to see if you meet the eligibility criteria.



Need help with digital or financial skills to help you towards employment, learning or training?

Our friendly Moneywise plus advisers provide **tailored, 1-2-1 practical support** to help you to negotiate the daily challenges we all face, whether its accessing and managing Universal credit; personal budgeting; setting up and using an email account; using electronic devices, job searching online, CV writing etc. We will **build both your digital and financial skills** and move you towards your employment goals. Call **0300 003 7004** email **info@moneywiseplus.co.uk** web **www.moneywiseplus.co.uk**



Are you unemployed and living in rural Leicestershire?

Work.Live.Leicestershire. (WiLL) provides tailored support for people living in **rural Leicestershire who want to move into employment, self-employment, education and training**. Everyone who joins the project is allocated a named keyworker to help with CV writing, interview skills, job searching and much more. Email: **contactus@workliveleicestershire.org.uk** or See: **workliveleicestershire.org.uk**



The GREAT Project is designed to help members of families move towards employment or training

GREAT offers a holistic, **person-centred service**, which is **tailored to each family's unique needs**. You can access a range of sessions focused on helping them to **achieve career goals**. Sessions are interactive and include **one-to-one support** and **workshops, building skills and confidence**.

There is access to **health and wellbeing support, confidence building courses, industry tours and work placements**.

Services are online during lockdown, but as restrictions are lifted, in person support will resume. Call **0116 2575020** or visit **www.greatproject.org.uk**



Are you currently unemployed and living in Leicester or Leicestershire?

If so, we can help you to take your next step towards a Brighter Future.

Our Service includes:

- Benefits and debt advice
- Homelessness and housing advice
- Training courses including ESOL, Numeracy and Literacy, Digital Employability, Health and Safety, First Aid, CSCS etc
- Business start-up advice
- Support with managing your health and well being
- Employability skills including CV advice, interview skills, completing job applications and access to employers

Contact Business 2 Business on: **0116 2512998** or visit us at: **www.business2businesslimited.com**



25 or over and need help to get back into work?

Links to Work is a local programme with a team of experienced employability professionals who can help you maximise your full potential. An expert adviser will support you to overcome barriers and secure work. Once you are in employment, support will continue through in-work support. The programme is managed by Fedcap, who have 80 years of experience in helping people to find employment. Contact Fedcap on **0800 917 9262** or see www.fedcapemployment.org/linkstowork

Links to Work is funded by the European Social Fund, in partnership with the Department of Work and Pensions (DWP).

Sector-based initiatives for those aged 16 plus



Twin Training work with unemployed 16+ year olds, delivering education and training that helps unemployed and inactive people to enter sustained employment across local key growth sectors. The service delivers support and training, complemented by work experience or work "tasters". Activities will help you to overcome challenges to move into work, apprenticeships or self-employment. Web: www.twinuk.com Email: leicestershire@twinuk.com or call **020 8269 5770**. This programme is funded by the European Social Fund.

Jobcentre Plus help

Your local Jobcentre Plus can help you into employment with a broad range of initiatives, from work tasters to guaranteed interview schemes. Pop into your nearest office, or see www.gov.uk/findingajob

Help with careers

Where can I find out more about different careers?

The **National Careers Service** website is suitable for all ages and includes information on **routes into careers, skills and qualities required, and pay**. There is also advice about **CVs, job applications and interviews**. You can do a 'skills check' and develop an action plan to help you towards the career of your choice. Visit: www.nationalcareersservice.direct.gov.uk or call **0800 100 900**

Want one-to-one careers guidance?

Adults can access a **free careers guidance** interview via the **National Careers Service (Futures)**. Pop into **Futures, 82 Charles Street, Leicester LE1 1FB** or call **0116 261 5907**. They also offer **bespoke** support for employability skills, including people facing redundancy, those out of work for some time, those with health problems, and professionals/graduates. **Futures** also offer this support through the **National Careers Service** in Leicestershire at Loughborough, Hinckley, Coalville, Melton, and Market Harborough – please contact your Futures Careers Adviser through the county Job Centres, to book up an appointment.



Useful websites

Careers information

National Careers Service

www.nationalcareers.service.gov.uk

or call 0800 100 900

Looking for work or an apprenticeship

National Apprenticeship Service

www.gov.uk/apply-apprenticeship

Find a Job

jobhelp.campaign.gov.uk

Leicester Employment Hub

www.leicesteremploymenthub.co.uk

Leicester Mercury Jobs

www.leicestermercury.co.uk

Indeed

www.indeed.co.uk

Linked In

www.linkedin.com

Find my nearest JCP office

www.gov.uk/contact-jobcentre-plus

Changing career

Careershifters

www.careershifters.org

Your rights in work and training

Gov.UK

www.gov.uk

DID YOU KNOW?

Increasing numbers of people are starting their own business! Find local support to help you on: bizgateway.org.uk

Adult learning

Leicestershire County Council

www.leicestershire.gov.uk/GoLearn

Leicester City Council

www.leicester.gov.uk/adultlearning

Explore Adult Learning

www.exploreadultlearning.co.uk

The Open University

www.open.ac.uk

National Skills Fund

www.gov.uk/guidance/national-skills-fund

Volunteering

Voluntary Action Leicestershire

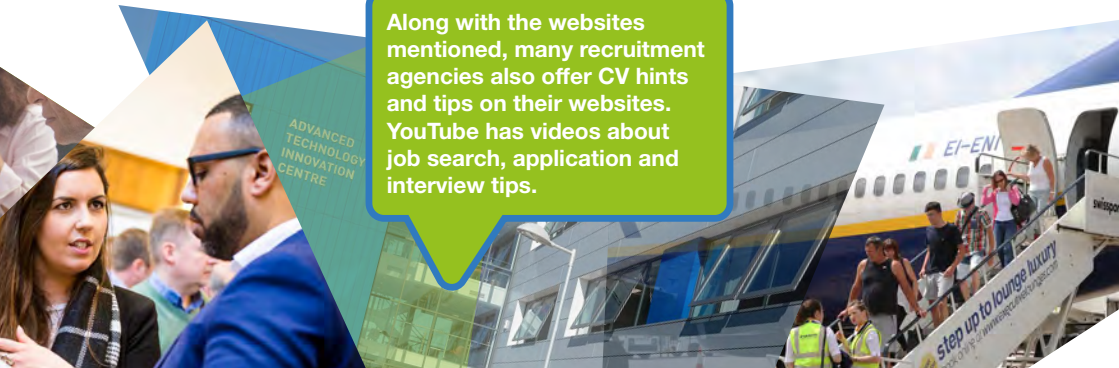
www.volunteerleicestershire.org.uk

Help with transport

Planning a journey

www.choosehowyoumove.co.uk

Along with the websites mentioned, many recruitment agencies also offer CV hints and tips on their websites. YouTube has videos about job search, application and interview tips.



What skills do employers value?

Local businesses* looking to recruit say that the following skills are valued in **any** role:

- a can-do attitude and motivation
- good attendance and time keeping
- organisational skills
- IT skills
- team working skills
- customer service skills
- literacy and numeracy skills.

Employers are also keen to see any **previous work experience, or voluntary work** from applicants. You can check out local volunteering opportunities on www.volunteerleicestershire.org.uk or pop into Voluntary Action LeicesterShire (VAL) at 9 Newarke Street, Leicester LE1 5SN. VAL has many partners and may have employability projects that can help you.

Employers can receive many applications for vacancies, hence candidates need to make sure that their application or CV stands out, by **checking spelling, answering questions fully and taking time to research the company.** It is important for applicants to show evidence of how they meet the **needs of the person specification** that the company is looking for. With CVs, it can be far more **effective to send out two or three CVs that are individually personalised** to a company rather than sending out 10 or 15 'standard' CVs.



Large, well-known local companies tend to receive the most applications. However, as there are far more **micro, small or medium** sized companies across the area, it is well worth researching smaller, lesser known companies and sending in a CV and letter showing what roles you are interested in, and why you want to work for them.

A speculative approach can really be helpful. It costs time and money to advertise a vacancy, so employers may choose not to do so, if they know it can be filled otherwise – for example, through word of mouth, internal advertising, head hunting, or by already having potential candidates on file. Some employers might have work available, but are just too busy to advertise the post.

Local companies often have their own website, with a careers or job section. Numerous companies advertise positions through social media, such as LinkedIn, Twitter or Facebook, and some use online job boards like Adzuna or Indeed.

Recruitment agencies are also another good source of job opportunities, and temporary roles can often lead to permanent employment.

It helps to be **open to different sectors** and areas of work. Many organisations have a large variety of roles, and once employed, employees can look at internal opportunities for promotion, or options to move into different departments. Useful transferable skills can be learnt in all job roles.

Whatever your situation, you can get free help with finding work, changing career or returning to work after a break through some of the services highlighted throughout this guide.

*LLEP business survey 2020




For more information about routes into careers, qualifications, CVs, interview technique and job hunting or career change advice, visit www.nationalcareers.service.direct.gov.uk



If you are a parent or carer with a **young person aged 16-19** who needs support to move into education, employment or training, there are local services that can help! Connexions support young people who live in Leicester: www.leicester.gov.uk/connexions Tel: **0116 454 1770**.

For county area careers advice for young people call 0116 305 2071.

This guide was created by Anna Cyhan,
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