



Cumbria's Labour Market

A guide to the local labour market



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COMPANY

OUR FUTURE

Introduction

Welcome to this guide to some of the key industries and opportunities in Cumbria which will help you deliver impartial careers education, advice and guidance.

Why Cumbria?

Cumbria is a great place to live, work and invest. The world-famous landscape, the warmth of the people and the strong sense of place, mean this unique place at the heart of the UK inspires a lasting affection amongst visitors and residents alike. But it's the unbeatable quality of life that brings people here, keeps them coming back and invites them – and you – to live and work here.

The Lake District is the UK's most visited National Park and is now a World Heritage Site. Its status, together with large parts of the Yorkshire Dales National Park, Hadrian's Wall World Heritage Site and three Areas of Outstanding Natural Beauty, means Cumbria has the most extensive coverage of protected landscapes in England.

But Cumbria is not just rural. Cumbria is a modern, exciting and connected place. It is only a short journey from the major cities – within a couple of hours to most by rail – and is linked to the rest of the country by the M6, to Scotland via the M74/75 and to Newcastle upon Tyne by the A69. So you're never far away from the other places and people that matter to you.

Cumbria also boasts many reasons why it's an amazing place to work. The area offers a wide variety of industries including include Nuclear & Clean Energy, Advanced Manufacturing, Food Production, Rural & Visitor, Health & Social Care, Construction, Logistics, Creative, Cultural & Digital and Professional Services. It is also home to the University of Cumbria, 4 Further Education Colleges and a host of other education and training providers meaning opportunities for skills development are plentiful.

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Contents

04

The world of work

09

Local Employers

10

Job Sectors

11

Growth Sectors

13

Technical and vocational options

14

Further Education

15

Higher Education

16

Skills

17

Looking for work

18

Useful websites

19

References

The world of work

The world of work is continually changing, particularly as a result of the Covid-19 pandemic, and you may wonder what future employment opportunities will look like; whether you're a young person entering the world of work, changing your career path, running a business, getting back into work or advising someone. Looking at future trends, the area around you and the different ways in which we work can help many people with planning their future career.

What is the "labour market"?

Labour market information can tell you:

- The number of people in certain types of jobs.
- Which industries are recruiting and where they are located.
- What jobs and skills employers are looking for.
- Growing or declining job areas and general employment trends.

When thinking about career ideas it is useful to consider what is happening in the labour market and always to have 'back up' ideas.

Lots of new and different jobs will be created over the next 15 years. Here are just a few new and emerging jobs which didn't even exist 10 years ago:

Uber Driver

Drone Operator

Big Data Scientist

Cloud Architect

App Developer

Artificial Intelligence Engineer

Social Media Influencer

Zumba Instructor

Contact Tracer

Driverless Car Engineer

Podcast Producer

Digital Marketing Specialist

The majority of jobs available now and in the future require at least level 2 and level 3 qualifications but over 40% of UK jobs will be for graduates. Why? Because the UK needs to compete with the rest of the world!

What does this mean to students?

The more qualifications they have, the more jobs they can apply for. Most employers want someone who has at least five good GCSEs including English and Maths, and often Science too. If students have these and some work experience, this provides the best foundations to move into their chosen career.



The changing world of work

What is changing?	How can it affect jobs?	Think about it!	Which job areas will be important?
New technology is being developed all the time.	New technology is the main reason for old jobs disappearing.	Self-service machines. Robots on production lines. Greater demand for people with IT, electrical and engineering skills to fix them and develop new ones.	Electronics, Robotics and AI, Engineering, Creative and media, ICT and data, Aerospace and Cyber security.
People are living longer.	People will need more health care and social care.	More care. Health and social workers to look after them. Demand for more drugs research.	Health care, Social care, Bioscience, Pharmacology and Leisure.
The skills of people around the world are improving.	There is more competition from the rest of the world.	China and India both have more than twice as many graduates as the UK. Apprenticeship programmes in countries like Germany are highly regarded and well established.	Education, Science, Engineering, Creative and media (including gaming), Manufacturing, ICT and Finance.
We must take more care of the environment.	More research into saving energy and developing greener energies.	If we all start driving electric cars we'll need skilled mechanics to maintain them. Less pollution Making processes and products more efficient and sustainable.	Engineering (including motor vehicle), Chemical processing, Recycling, Agriculture, Energy and Innovation
People are thinking carefully how they spend their money, especially to support their wellbeing.	Demand for services such as catering, fitness, health spas and gaming.	Some farms are turning to tourism as well as farming. More overseas visitors. More hotels offering spa facilities.	Health and beauty, Sport and leisure, Hospitality and tourism, Creative and media, Sales and marketing.

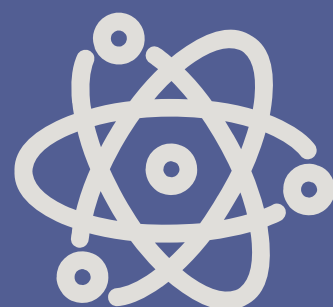
What is STEM?

STEM stands for science, technology, engineering and maths. The term is used when these four subjects are studied or used together, supporting one another. Employers value the skills you develop in STEM subjects and careers. Why? Because there are going to be more skilled jobs available in these areas in the future and people will be needed to do those jobs. Being creative is also important, to be innovative in solving workplace challenges.

What kind of jobs exactly?

Some really exciting ones! These jobs could have responsibility for:

- Inventing a new low carbon transport system
- Curing an illness or disease
- Creating the biggest videogame of all time
- Building the tallest tower in the world.



Ways of working

There are different ways of working which vary depending on the organisation and the job; the standard 9am to 5pm working pattern that was typical in the past is changing. Workplaces are becoming more flexible and the pace of workplace change is speeding up. The Covid-19 pandemic has accelerated this with huge numbers of people working successfully from home and making increased use of modern technology to communicate.

Different work patterns today include

Temporary or fixed-term contracts

Employers recruit more people at busier times, such as in hospitality or agriculture.

Freelance and consultancy work

Specialists are brought into a business only when they're needed.

Flexi-time working

Employees do not work set hours every day, such as 8.30am to 4.30pm.

Part-time work

Some people choose only to work part of a week, for example if they're also studying, but some jobs also aren't available as full-time posts.

Shift work

People who work in factories, hospitals or hotels often work shifts as they're needed through the night or early in the morning.

Zero or low hours contracts

Sometimes employers need flexibility. A zero hours contract might mean you don't know how many hours you will work from week to week.

Remote working or working from home

New technologies mean that you can work from practically anywhere these days, as we've seen during the pandemic.

Running your own business (Self Employed)

Many people like the idea of running their own business. You can work for yourself in lots of careers. For example, construction, hair and beauty, finance, hotels and catering. Or you might just have a great idea for an online business or a new app.

The 'gig economy'

There is a growing area of work linked to app-based platforms that deliver work in bits and pieces – such as food delivery, courier or cleaning homes. Not all 'gig economy' roles are based around apps; some workers can also work for more traditional companies which have changed how their staffing system operates.

Cumbria 16+ population

417,900
(2020)



Top Tip!

Starting your own business? Get FREE advice and help from the Business Hub.

www.thecumbrialep.co.uk/business-support/

There are around

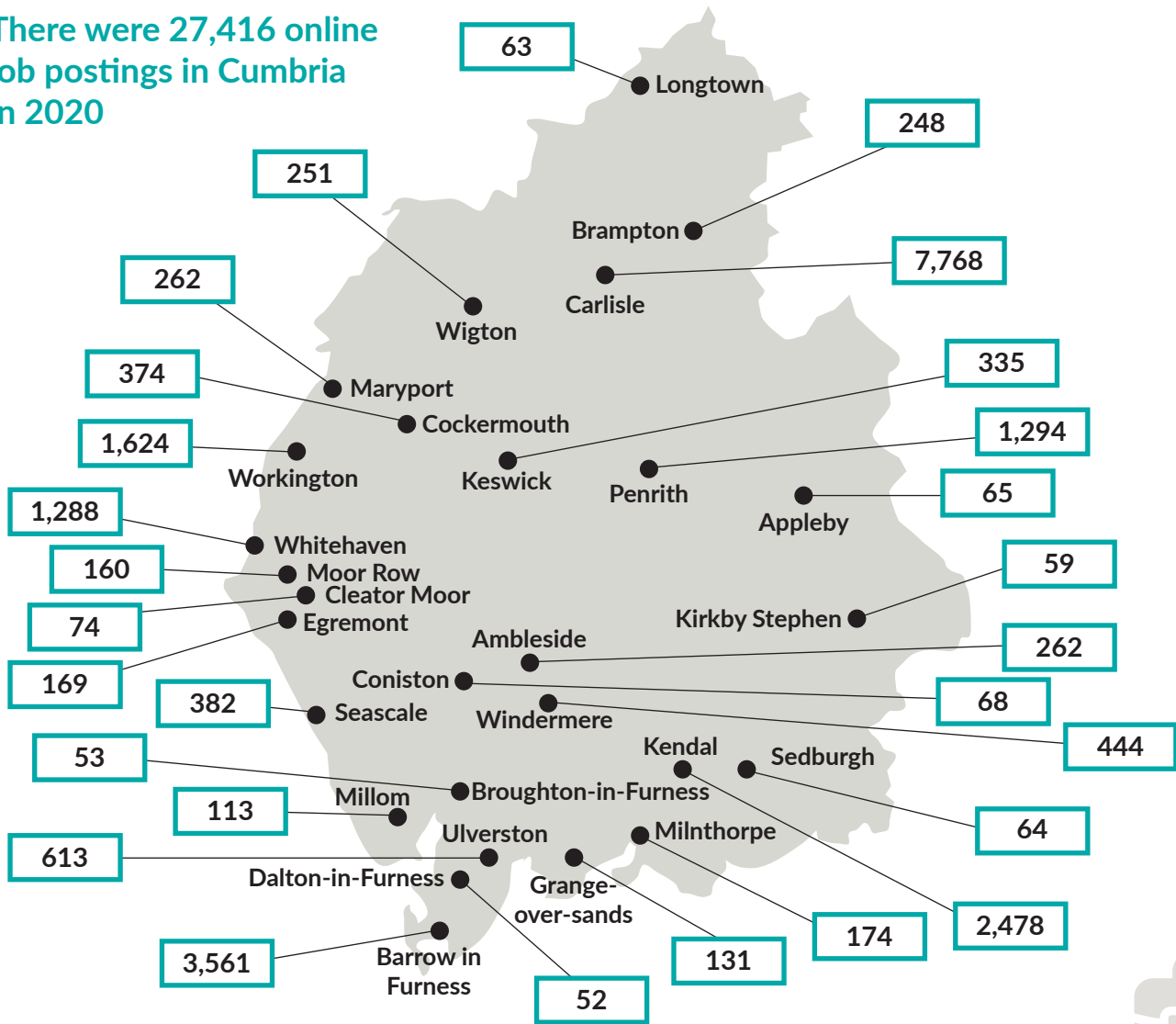
40,000

self-employed people in
Cumbria (Mar 2020)



Job postings - which areas are recruiting?

There were 27,416 online job postings in Cumbria in 2020



There were

6,376,898

online job postings in the UK in 2020

And remember, not all jobs are advertised on internet job boards so there are many more opportunities out there if you look for them.

CARLISLE
7,768
Job postings in 2020

BARROW
4,561
Job postings in 2020

KENDAL
2,478
Job postings in 2020

Did you know?
It is estimated that 11,500 people retire from work each year in Cumbria creating opportunities for others to fill those roles.

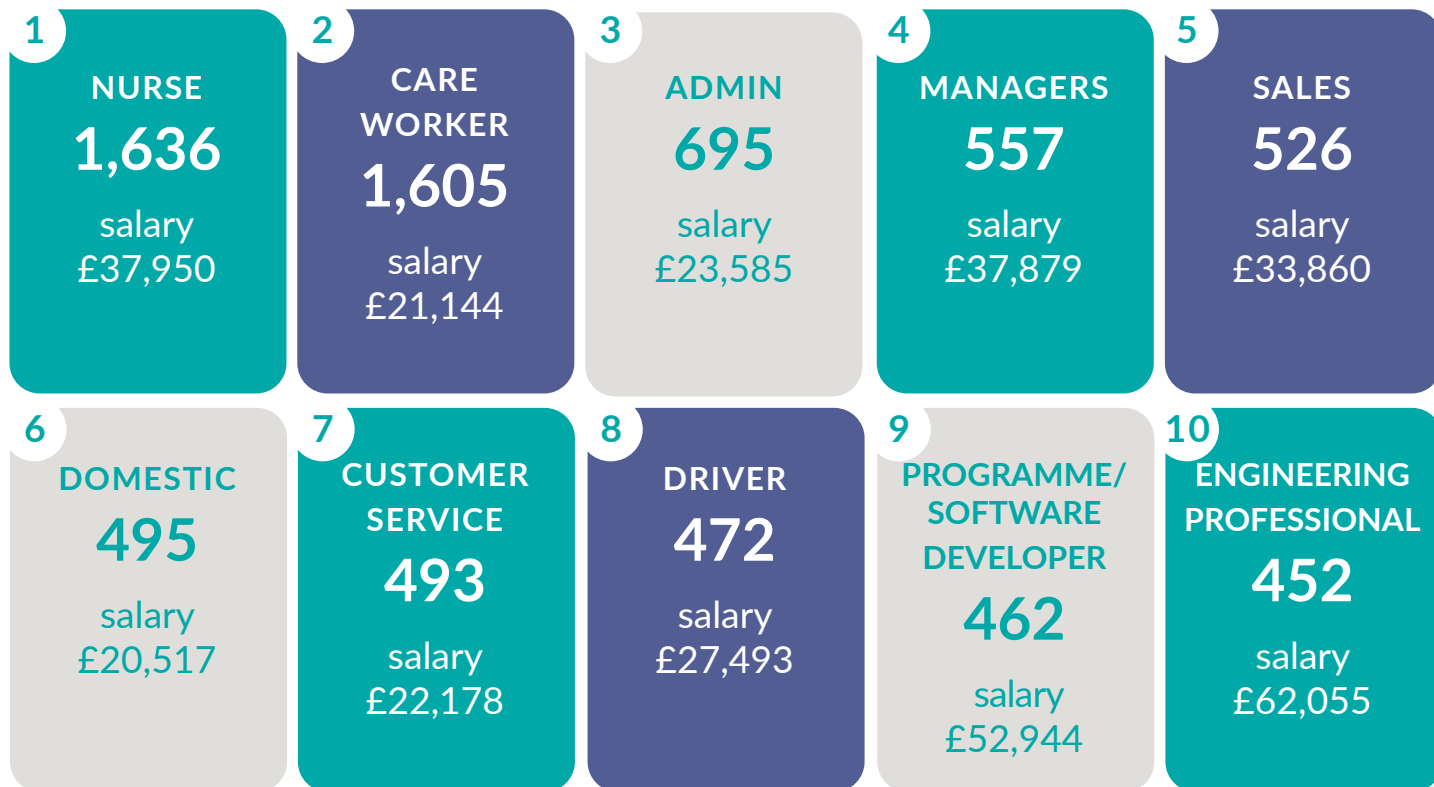
WORKINGTON
2,478
Job postings in 2020

PENRITH
1,294
Job postings in 2020

WHITEHAVEN
1,288
Job postings in 2020

Job postings – what occupations are needed?

The top 10 most advertised jobs in 2020 are listed below, including the average advertised salary



Note: Not all postings include a salary

Average Salaries

The average UK salary for full time jobs in 2020 was £38,600

The average Cumbrian salary for full time jobs in 2020 was £35,750

The best paid occupation in the UK was Chief Executive with an average salary of £126,600

Other jobs listed in the UK's best paid occupations in 2020 were Aircraft Pilots & Flight Engineers, Marketing & Sales Directors, Legal Professionals and Financial Managers.

Useful websites for job searching:

www.gov.uk/apply-apprenticeship

www.indeed.com

www.gov.uk/jobsearch

www.linkedin.com

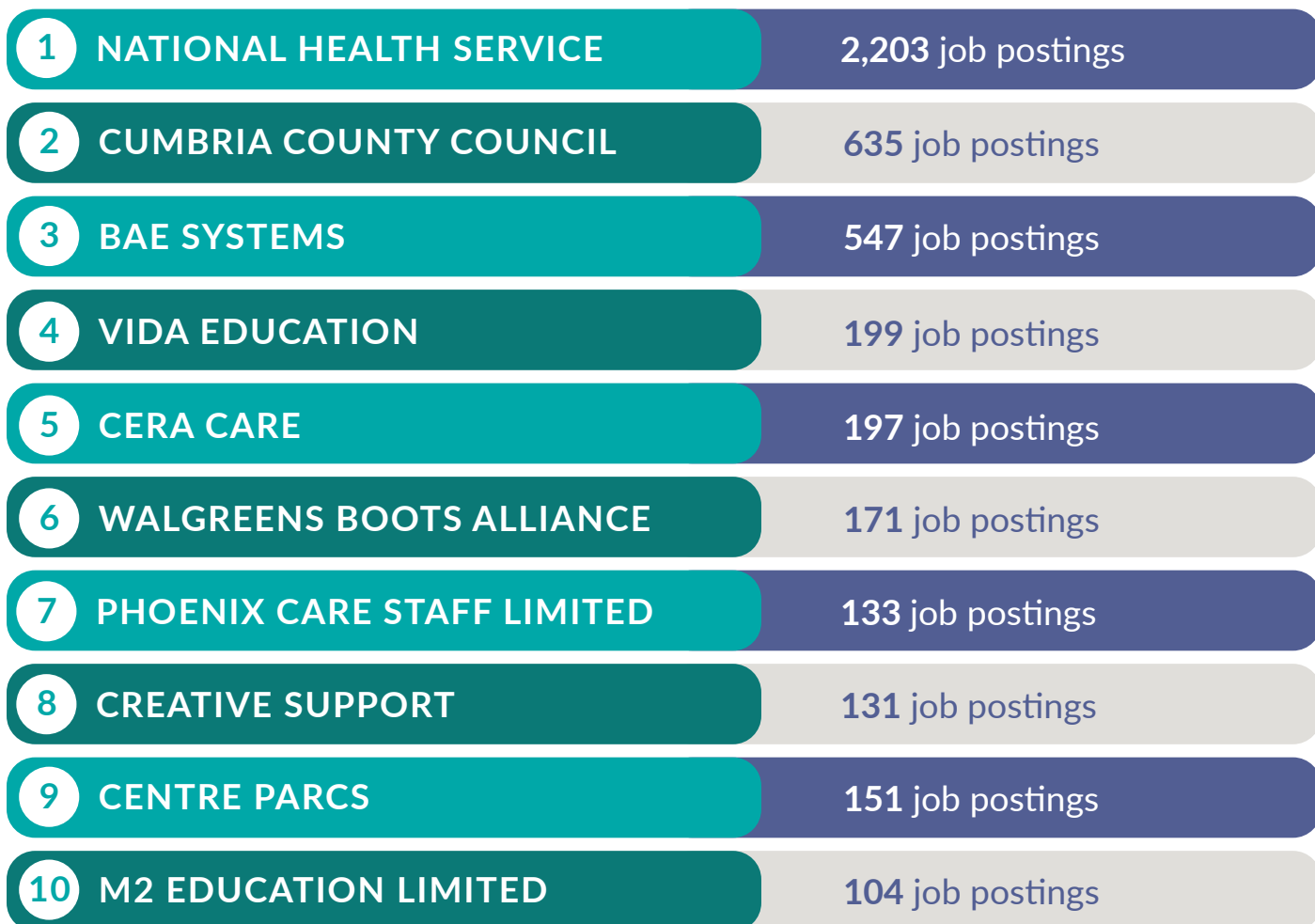
www.jobsite.co.uk

www.reed.co.uk

www.nw1jobs.com/cnjobs

Local employers

The 10 employers below advertised the most jobs in Cumbria in 2020



Note: Some job postings don't name an employer

There are over 23,500 registered enterprises in Cumbria (and thousands more smaller, unregistered businesses *) – here's a selection of some of the biggest ones



Job sectors

Jobs can be grouped together according to the main activity of the business and these are called sectors. Examples include:

Agriculture

Logistics

Health & Social Care

Accommodation & Food Services

Engineering

Education

Construction

Most people are likely to have 10 to 15 different jobs in their working lives. This might involve working in a number of different jobs in one sector and will almost certainly involve moving between sectors using skills that are “transferrable” between businesses and different sectors.



Live, Work & Invest in Cumbria,
it's the place to be

Growth sectors

These sectors are predicted to play a critical role in growing the economy of Cumbria now and in the future:

HEALTH & SOCIAL CARE



Are you looking for a career that will make a real difference to the lives of others? The Health and Social Care sector is one with lots of exciting and varied opportunities. It involves a wide range of careers from treating people who are ill, helping people to improve their physical or mental health, through to providing support for vulnerable people typically in the community so they have an improved way of life.

Careers include well known ones like doctor or nurse, but what about community support and outreach workers, social worker or activities coordinator? A career in this sector provides lots of opportunities to specialise, step up the career ladder and work in different settings.

ADVANCED MANUFACTURING



Advanced manufacturing is the process of mass-producing products on demand from raw materials or component parts using the latest technologies to maintain efficiency. In Cumbria, many of our manufacturing businesses use cutting edge technology including artificial intelligence and robotics, where innovation is at the heart of what they do. There are so many options, such as product and development engineers through to roles in maintenance, research and software development.

With manufacturing being the second largest and growing employment sector in Cumbria's economy, there are lots of opportunities available

CONSTRUCTION



Cumbria has a large number of employers designing and creating buildings that are smart, sustainable and energy efficient as well as those developing large scale infrastructure projects. There is a wealth of opportunities open now and they'll continually evolve in the future.

There are so many different and diverse jobs, trades and careers in this sector, such as bricklayers, plumbers and electricians, project managers, civil engineers, quantity surveyors, and many more.

NUCLEAR & CLEAN ENERGY



Passionate about climate change and the need to reduce our carbon footprint? A career in this field can include areas such as conserving energy, developing new ways of generating energy, reducing pollution or recycling. As we become more aware of the need to become carbon neutral and reduce the impact on the environment, jobs in this sector will be on the increase.

Jobs are wide ranging from geologists, site and project managers, nuclear and wind engineers through to pipe fitters and marine environmentalists. Cumbria plays an important role in Clean Energy, with world class facilities and jobs right here on our doorstep.

TOURISM & VISITOR ECONOMY



Tourism is at the heart of Cumbria's economy, attracting over 47 million visitors each year, who visit to experience the many fantastic places of interest it's famous for. Career opportunities are wide ranging, from hospitality to retail, culture to transportation. There's a great opportunities in management, and professional roles such as a chef, venue or events manager, through to roles in improving the economy of local areas. Cumbria really is the place to be!

TRANSPORT & LOGISTICS



Transport and Logistics is all about moving things, storing things and supplying things; from people and animals to goods and services, across all four corners of the world. Opportunities in Cumbria span road, sea, rail and air.

Careers in this sector often require people with skills in management and planning. Jobs in this sector include HGV, van and train drivers, warehouse and forklift operatives, supply chain, transport and logistics managers and port operatives.

PROFESSIONAL SERVICES



Does the idea of becoming an expert and helping clients manage, support and grow their businesses appeal to you? Careers in professional services cover a wide array of areas including finance, law, IT and teaching. Jobs include accountancy, human resources, IT technician, teaching, network architects, as well as solicitor, barrister, legal secretary and court reporter.

At the core of professional services is the expertise of their people, so a lot of emphasis is put on personal and professional development. A career in this sector offers lots of flexibility and opportunities to work in many contexts and across sectors.

CREATIVE & CULTURAL



Our future economy will be built on creativity and technology. From animation to architecture, carpenters to caterers, publishers to producers, marketing managers to education managers, the possibilities are endless. Cumbria is unique and has a rich heritage and this tremendous background has helped drive a thriving creative sector.

RURAL



The rural economy provides essential benefits for us all, including food production, flood protection, clean air and water and a rich and varied ecosystem supporting wildlife. Jobs in this sector are broad, from working directly on the land in farming and forestry through to those involved in strategy and land use management, agricultural economic modelling and jobs in the agri-tec industry.

Technical and vocational options

An apprenticeship is a real job with training which allows people to earn while they learn and whilst gaining a nationally recognised qualification. Many successful careers start with an apprenticeship and did you know that Cumbria has the highest percentage of young people in apprenticeships anywhere in England (Feb 2021), that's over 900 16 & 17 year olds getting real job experience with quality training and being paid for it!

Apprenticeships are for people:

- Who want to learn practically, in the workplace
- Who are keen to start working towards a career, yet want to continue gaining qualifications, sometimes to degree level
- Who are keen to be earning whilst learning

Over

300

different providers offer apprenticeships in Cumbria.



3,650
people started an apprenticeship in Cumbria in 2019/20 and

5,950
were continuing one started in a previous year – that's nearly

10,000
apprentices!

Levels of apprenticeships:

- Level 2 apprenticeship
- Level 3 advanced apprenticeship
- Higher apprenticeship (Foundation degree, HND, Degree)
- Degree apprenticeship (Degree, Master's Degree)

How many people in your part of Cumbria were doing an apprenticeships in 2019/20?

ALLERDALE

1,955

BARROW

1,965

CARLISLE

1,930

COPELAND

1,570

EDEN

740

SOUTH LAKELAND

1,435

Did you know?

Apprenticeships aren't just for young people, they are available to all ages, including existing employees and graduates who want to upskill and develop in their careers.

T LEVEL

T-LEVELS

THE NEXT LEVEL QUALIFICATION

WHAT IS A T LEVEL?

A T Level is a nationally-recognised qualification that is worth the same number of UCAS points as 3 A levels.

ABOUT T LEVELS

- T Levels are a brand-new, 2-year qualification that you can do as an alternative to A levels, other post-16 courses or an apprenticeship. They bring classroom learning and an extended industry placement together on a course designed with businesses and employers.
- T Levels are ideal if you have finished your GCSEs and want the knowledge and experience to get straight into employment, an apprenticeship or higher education. You'll spend 80% of your time in the classroom and 20% on a 45-day placement with an employer to give you the skills and knowledge companies look for.



EQUIVALENT TO 3 A LEVELS

T Levels are an alternative to A levels, apprenticeships and other 16 to 19 courses. Equivalent to 3 A levels, a T Level focuses on vocational skills and can help students into skilled employment, higher study or apprenticeships.

80% CLASSROOM, 20% WORK

T Level students spend 80% of the course in the classroom, learning the skills that employers need. The other 20% is a meaningful industry placement, where they put these skills into action.

A 45-DAY INDUSTRY PLACEMENT

Each T Level includes an in-depth industry placement that lasts at least 45 days. Students get valuable experience in the workplace; employers get early sight of the new talent in their industry.

WHEN CAN I APPLY?

Students can already apply for 10 T Level courses. Over the next few years a total of more than 20 T Level subjects will become available.

Eventually there will be something for everyone - from agriculture to catering and engineering to finance.

AVAILABLE NOW

- Building Services Engineering for Construction
- Design, Surveying and Planning for Construction
- Digital Business Services
- Digital Production, Design and Development
- Digital Support Services
- Education and Childcare
- Health
- Healthcare Science
- Onsite Construction
- Science

SEPTEMBER 2022 ONWARDS

- Accounting
- Design and Development for Engineering and Manufacturing
- Engineering, Manufacturing, Processing and Control
- Finance
- Maintenance, Installation and Repair for Engineering and Manufacturing
- Management and Administration

SEPTEMBER 2023 ONWARDS

- Agriculture, Land Management and Production
- Animal Care and Management
- Catering
- Craft and Design
- Hair, Beauty and Aesthetics
- Media, Broadcast and Production
- Legal Services

Further Education

There are many different Level 3 qualifications that can be studied in Cumbria including A Level, Level 3 Diploma, Level 3 Certificate, Level 3 NVQ, Advanced Apprenticeship and Access to Higher Education Diploma. Level 3 qualifications are often studied between the ages of 16-18 in colleges and sixth forms. [Here is a small sample of the different Level 3 subjects that can be studied in Cumbria:](#)

- | | | |
|--------------------------------------|-----------------------------------|---------------------------------|
| Animal Management | Dance Games Design | Philosophy |
| Hospitality Management | Public Services | English Plastering |
| Engineering | Outdoor Adventure | Art & Design |
| Accounting Biomedical Science | Law | Geography |
| Forensic Science | Health & Social Care | Languages |
| Early Years | Policing & Criminology | Media Make Up |
| Plumbing Hairdressing | Business | Nurse Cadets |
| Media Production | Politics Motor Vehicle | Psychology |
| Cyber Security | Economics | Maths |
| IT Construction | Geology | Agriculture |
| Professional Cookery | Electronics Welding | Arboriculture, Forestry, |
| Performing Arts | Beauty Therapy | Woodland Management |

AND MORE...

Local colleges and sixth forms:



Higher Education

You usually have to be 18 or older to take a higher education course and they are taught in universities, colleges and specialist institutions like art schools or agricultural colleges.

Why higher education?

- Essential for some career pathways
- Develop new transferable skills and subject knowledge
- Increase confidence and independence
- Broaden wider experiences
- Increase earning potential for the future
- Specialise in a particular area

Higher education qualifications include:

- ★ Diplomas
- ★ Bachelor's degrees
- ★ Foundation degrees
- ★ Degree Level Apprenticeships
- ★ Post-graduate degrees
- ★ Higher national Certificate (HNC) and Higher National Diploma (HND)

What are degree apprenticeships?

Degree apprenticeships are a new type of programme offered by some universities. Students can achieve a full bachelor's or master's degree as part of their apprenticeship.

These programmes are being developed by employers, universities, and professional bodies working in partnership.

Degree apprenticeships combine working with studying part-time at a university. Apprentices are employed throughout the programme and spend part of their time at university and the rest with their employer. This can be on a day-to-day basis or in blocks of time, depending on the programme and requirements of the employer.

They can take between three to six years to complete, depending on the course level. Currently, the scheme is only available in England and Wales, although applications may be made from all parts of the UK.

Degree apprenticeships are still quite new, so there are a limited number of vacancies. It's anticipated that the number of vacancies will grow over the next year or two.

Degrees you can study in Cumbria:

- ✓ Forest Management
- ✓ Outdoor Leadership
- ✓ Illustration
- ✓ Business Management
- ✓ Animal Conservation
- ✓ Project Management
- ✓ Mental Health Nursing
- ✓ Civil Engineering
- ✓ Zoology
- ✓ Paramedic Science
- ✓ Occupational Therapy
- ✓ Criminology & Psychology
- ✓ Film & Television
- ✓ Social Work
- ✓ Cyber Security

Local Higher Education providers:



Skills

Skills and abilities can be applied to a wide range of different jobs and industries. They're usually picked up over time and can be gained from jobs, voluntary work, hobbies or even just at home. In 2020 the most desirable skills mentioned most by employers in job postings in Cumbria were:



As well as these job-related skills, employers also mentioned personal skills / behaviours such as communication, planning, organisation, leadership and creativity.

Gaining work experience and volunteering are great ways to develop skills and behaviours!

Opportunities such as The National Citizen Service, Duke of Edinburgh Award and Young Leaders Award will boost and enhance these skills, employers value these transferable skills .

According to Indeed.com, the most sought-after skills that employers search for in candidates are:

- Communication and interpersonal skills
- Leadership
- Teamwork
- Self-management and Organisational skills
- IT skills
- Problem-solving and creativity
- Open-mindedness and a Strong work ethic

Looking for Work

Careers and job centres

Jobcentre Plus offices have local job opportunities. The National Careers Service has local offices and Inspira is the local careers and personal development organisation in Cumbria.

Newspapers and magazines

Local and national newspapers can be a good source of job vacancies and also have online job search facilities. Some magazines offer vacancies, or look online at their careers page.

Social media and the internet

Many companies have their own website with a careers or jobs section. Some companies advertise positions through social media such as Facebook, LinkedIn or Twitter. Or try a job search site which allows you to search within a particular work area or location, such as Indeed or Reed. You can upload your CV to jobsites so employers can contact you.

A bit of local knowledge

Shops, cafes and other businesses sometimes advertise positions in their window showing how you can apply. There may be business or industrial parks near you that could have vacancies.

Recruitment agencies

A recruitment agency will look at your skills and experience and then match you to a suitable job which may be a temporary or permanent position. Search online via www.yell.com or www.agencycentral.co.uk.

Ask around

Family and friends might have a vacancy going at their workplace that would suit you. Let them know you're looking!

Speculate!

Many jobs are not actually advertised, so try targeting companies that you're interested in working for; send in a CV and speculative letter.

Looking for work if you're disabled

If a job advert or application form displays the "disability confident" symbol or the "positive about disabled people" symbol, It means the employer is committed to employing disabled people.

If someone needs support applying for jobs, a work coach at the local Jobcentre can help give support and advice on any funding that might be available. Students You may be able to access a supported internship or work experience which can help gain employment in the future.

It is not a legal requirement to tell an employer that you have a disability and an employer isn't normally allowed to ask questions about health or disability before they offer a job. Reasonable adjustments can be requested during the interview process.

Useful websites:

www.disabilityrightsuk.org
www.gov.uk/access-to-work

Useful websites

Job or apprenticeship vacancies

National Apprenticeship Service - www.gov.uk/apply-apprenticeship

Find a job - www.gov.uk/jobsearch

Not Going to Uni - www.notgoingtouni.co.uk

Indeed - www.indeed.co.uk

LinkedIn - www.linkedin.com

Skills and careers information

National Careers Service - www.nationalcareers.service.gov.uk

World Skills Live - www.worldskillsuk.org

iCould - www.icould.com

Start - www.startprofile.com

Barclays Life Skills - www.barclayslifeskills.com

Life Pilot - www.life-pilot.co.uk

How2become - www.how2become.com

Higher Education and graduates

UCAS - www.ucas.com

Discover Uni - www.discoveruni.gov.uk

Guide to university - www.thecompleteuniversityguide.co.uk

Prospects - www.prospects.ac.uk

Russell Group Universities - www.russellgroup.ac.uk

Sector specific

Construction - www.goconstruct.org

Health - www.healthcareers.nhs.uk

Tourism & Hospitality - www.springboard.uk.net



References / Data Sources

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Annual Population Survey Mar 2021 (Office for National Statistics)

Mid-Year Population Estimates 2020 (Office for National Statistics)

Annual Survey of Hours & Earnings 2020 (Office for National Statistics)

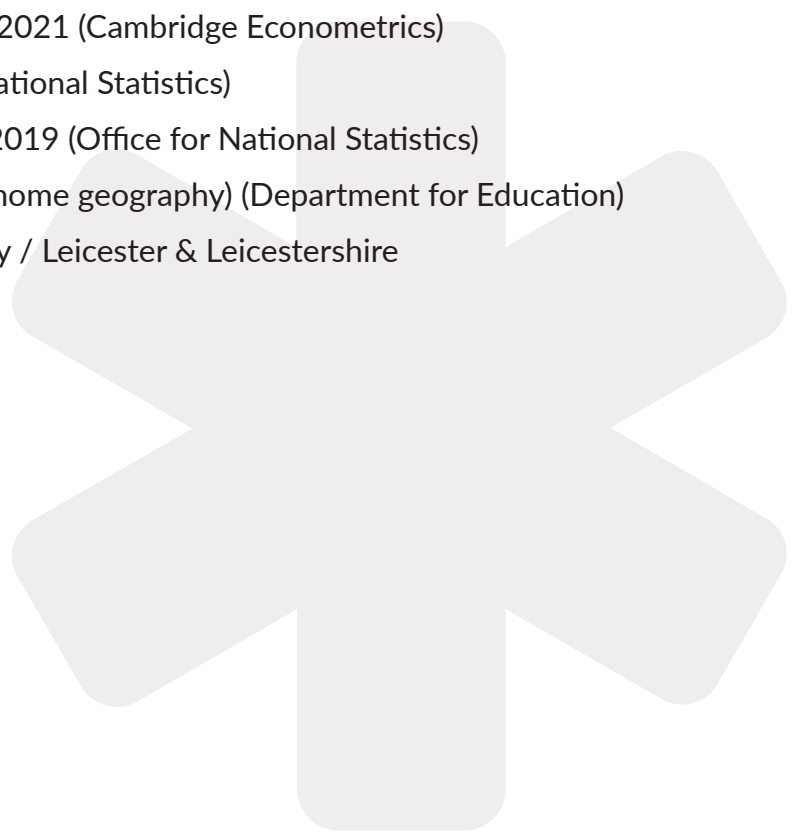
Local Economy Forecasting Model Mar 2021 (Cambridge Econometrics)

UK Business Counts 2020 (Office for National Statistics)

Business Register Employment Survey 2019 (Office for National Statistics)

Localities Data Cube 2019/20 (learner home geography) (Department for Education)

World of Work: Cornwall & Isles of Scilly / Leicester & Leicestershire





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