



# FUTUREGOALS



Leeds City Region  
Enterprise  
Partnership

Working in  
partnership  
with the

West  
Yorkshire  
Combined  
Authority



European Union  
European  
Social Fund

To find out more about jobs  
visit [futuregoals.co.uk](http://futuregoals.co.uk)



## What does your future look like?

We're here to provide inspiration to help you make that important next step in finding your dream career.

This booklet focuses on the key industry areas in Leeds City Region that are currently offering the most opportunities, the average pay for each industry and where employers are experiencing shortages of skills.

Read this booklet to find out how to get into each industry, the types of jobs there are, and the different skills you can learn; if you don't have them already.

Why not get your parent or carer involved when reading this booklet, and learn about the career opportunities available together.

If you're not currently in education but would like practical advice and inspiration on jobs, training and apprenticeships, please email us at: [itstartshere@westyorks-ca.gov.uk](mailto:itstartshere@westyorks-ca.gov.uk)

### Key words and terms

**Average pay** - the average amount of money earned by workers in a particular industry or area during a period of time

**Economy** - the state of a country or region in terms of the production and consumption of goods and services and the supply of money

**Career** - a job or series of jobs you do during your working life

**CV (Curriculum Vitae)** - a written description of your education, qualifications, work experience and personal interests

**Entrepreneur** - someone who starts their own business

**Industry sector** - a group of businesses who provide a particular product or service

**Transferable skills** - these are skills that you can use in any job, education or training

**Job vacancies** - when an employer is looking to hire someone to fill a job role

# Contents

---

- 4** Reasons to be proud of where you live, study and work
- 5** Your skills and personal development
- 6** Checklist to success
- 7** Not sure where to start?
- 8** Apprenticeships
- 9** Self-employment and entrepreneurial skills
- 10** Digital
- 11** Manufacturing and Engineering
- 12** Construction
- 13** Creative Industries
- 14** Health and Social Care
- 15** Financial and Professional Services
- 16** Hospitality, Travel and Tourism
- 17** Transport and Logistics
- 18** Agriculture
- 19** Take the next step

# Reasons to be proud of where you live, study and work

Leeds City Region is at the heart of the United Kingdom and is the largest economy outside of London, so it's a great place to start your career with lots of opportunities for work, education and training.

- There are 126,000 businesses in Leeds City Region, employing 1.4 million people
- Bradford has been named the best city in the UK to start a business (Barclays SME Growth Factors Index 2017)
- The Hepworth Wakefield and Yorkshire Sculpture Park are both internationally award winning museums
- The University of Huddersfield is undertaking £160 million of expansion and improvements
- Leeds Beckett University is investing £80 million in a cutting edge creative arts building
- York Minster took 252 years to build, and is the largest gothic cathedral in Northern Europe
- Zayn Malik, once member of One Direction and now solo artist grew up and went to school in Bradford
- The Piece Hall in Halifax was first built in 1779 for the trading of cloth. It has been recently reburbished and is one of Britain's most outstanding Georgian buildings
- Harrogate Spring Water is a brand known worldwide and uses smart packaging technology for easy recycling

This is a map of Leeds City Region



# Your skills and personal development

Whichever job you choose, it's important to have transferable skills, as they are needed in all types of jobs.

The word cloud below shows which skills are most in demand by employers in Leeds City Region. The bigger the word, the more in demand they are. How many of the following transferable skills and positive attitudes do you have already?



Employers look for someone with a good attitude, who are enthusiastic and keen to learn. If they can see potential in you, they are more likely to give you a job, train you up and give you opportunity to progress.



## Interview Tips

- Remember to make eye contact
- Have good body language, don't slouch
- Research appropriate clothing for an interview
- Do your homework about the job role or course that you've applied for
- Think about why you want the job, apprenticeship or college course
- Set your social media to private
- Can you talk about yourself and your skills?



## Check list to success

- Take part in school/college clubs and activities
- Take part in your local community activities
- Volunteer at events within your community, school or college. Check out [do-it.org](http://do-it.org) for ideas
- Get work experience - it all helps
- Ask people you know or meet about their job
- Research different job roles
- Get a part time job - check your local council for age and hour limits
- Book a careers appointment
- Visit an apprenticeship or careers fair, open day for university, college or a local employer
- Write your CV
- Prepare and practise for interviews
- Help out at school events such as open days or parents evenings
- Complete activities such as Duke of Edinburgh or National Citizenship Service

# Not sure where to start?

There are lots of options available to you, but which one do you choose? It's all about you, so let's start thinking about yourself and then link it to possible careers.

## What interests me and how can I use it in a job?

What hobbies or subjects at school do you enjoy?

---

---

## What am I good at?

Think about your strengths, skills and abilities and what qualifications do you or will you have?

---

---

## Who will I be working with?

Think about the work environment you'll be in, and what sort of people you would be working alongside

---

---

## What available jobs are there now and in the future?

Search online for recent job vacancies or employers in your local area

---

---

## Where will I be working?

Think about how far you're willing to travel to work. Would you walk, cycle, catch the bus or train or drive?

---

---

## Will you need to continue studying?

What qualifications will you need, do you need to do an apprenticeship or go to college or university?

---

---

## When will I be working?

Think about the work patterns you'd do, e.g. shifts, evenings, weekends or weekdays

---

---

## Why is the job right for you?

Look at job descriptions online, would you enjoy the tasks and responsibilities involved?

---

---

# Apprenticeships

Apprenticeships are available in over 170 industry sectors, covering over 1,500 job roles. Many large national and local employers in Leeds City Region recruit apprentices including Nestle, Network Rail, PwC, NHS, Covea, Reliance Engineering and Sulzer Pumps.

Apprenticeships last for at least 12 months and are available from intermediate level GCSE equivalent qualifications, right up to degree level.

Apprentices are employed and earn a wage throughout their training and the employer funds the cost of the qualifications including a university degree.

The current minimum wage rate for apprentices is £3.90 per hour, this rate applies to apprentices under 19 and those aged 19 or over who are in their first year. If you have completed your first year and are over the age of 19, you must be paid at least the minimum wage rate for your age.

You will be paid for your normal working hours and any training you do as part of your apprenticeship (usually one day per week).

**For more information visit [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk)**

## College and University

There are 9 universities and 14 further education colleges here in Leeds City Region, so if an apprenticeship isn't for you, there are plenty of courses to choose from, right on your door step.





# Self-employment and entrepreneurial skills

**177,000** people are self-employed in Leeds City Region meaning they are their own boss. They may work alone or employ a small team.

The number of people in self-employment has **grown by 16 per cent** over the last 10 years which is more than twice as fast as employment itself.

Not sure if starting your own business is for you? Do you have any of the following positive attitudes or transferable skills:

- Self-motivation
- Independence
- Determination to succeed
- Persistence and ability to stick with the job
- Decision making
- Leadership (demonstrating initiative)
- Creativity
- Communication
- Networking
- Competitiveness

These are the skills you need to develop to be successful in self employment:

- Business skills including financial, HR management and market research
- Relevant business knowledge including legislative, taxation and sources of finance
- Being realistic about the risks and benefits of self employment

# Digital

How many digital devices or systems can you think of? Most of us use them every day without even thinking about it, but imagine if you could say you actually designed, developed or created them, such as a website, video game or the latest smartphone.

There are currently **47,000** people employed in digital roles in Leeds City Region. Last year a staggering **31,000** digital job vacancies were advertised here, but many of them were difficult to fill because people didn't have the right skills to do the job. So we need people like you, to learn these skills and help develop our digital world.

## Key job roles:

Software Developer/Engineer, Social Media Strategist, Computer Support Specialist, Web Developer, IT Project Manager, Software Quality Assurance, Engineer/Tester, Computer Systems Engineer, Database Administrator

The average pay for digital jobs is

# £40,000 a year

## Did you know?

Games label, Team 17 are based in Wakefield and are responsible for creating the video game, Worms as well as many others. And there's more; Ocean Spark in Huddersfield, Laser Dog in Leeds and Rockstar Games in Leeds are all employing people to create the latest games.

## Key skills and knowledge:

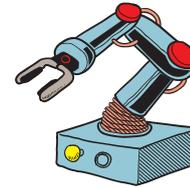
Programming Languages: SQL, C#, .NET, JavaScript, Java, Software Development, Teamwork/Collaboration, Technical Support, Customer Service, Scrum, Project Management, Communication Skills, Organisational Skills, Writing, Planning

## Local employers:

NHS Digital, Opus Design, Crisp Thinking, Barker Brooks, North Forge, 6B Digital, Marvellous, Team 17, Ocean Spark, Rockstar Games, Sky



# Manufacturing and Engineering



## Did you know?

Harrison Spinks, a luxury bed maker based in Leeds have their very own flock of sheep. They use the wool and other materials to fill the mattresses they make, giving their customers a lovely soft bed. Doesn't get more Yorkshire than that, does it?

Leeds City Region is home to **7,500** manufacturing and engineering businesses, who all need people to help design, create and build high quality goods that are used all over the world.

Even though we're using technology more than ever to make things, there are still a growing number of jobs and training available for people.

Don't forget the manufacturing and engineering industry offers jobs in all areas, such as human resources, finance, design as well as roles in quality assurance, mechanical engineering, or production management.

The average pay for professional and technical jobs in manufacturing and engineering is

## £31,000 a year

For useful website links with further information about careers in these industries, please see the last page of this booklet.

## Key skills and knowledge:

Quality Assurance and Control, Mechanical Engineering, Teamwork/Collaboration, Quality Management, Budgeting, Communication Skills, Planning, Problem Solving, Organisational Skills, Attention to Detail, Microsoft Excel, Research, Planning Skills, Writing

## Key job roles:

Mechanical Engineer, Maintenance Technician, Production Worker, Electrical Engineer, Validation Engineer, Quality Inspector/Technician, Product Development Engineer

## Local employers:

Cummins Turbo Technologies, Airedale Air Conditioning, Harrison Spinks, Unilever, Lambert Engineering Ltd, Marshall Aerospace, Group Rhodes, Siemens, Mansfield Pollard, Sound Leisure



# Construction

It's expected that in your local area, construction projects will be worth over £13 billion, leading to strong demand for construction workers in the future.

Just last year there were **14,000** construction job roles advertised in Leeds City Region, that's a lot of job opportunities for someone like you.

## Job roles:

Quantity Surveyor, Civil Engineer, Project Manager, Construction Manager, Land Surveyor, Architect, Process Manager, Electrical Installation Manager and even an Occupational Nurse

## Key skills and knowledge:

Autocad, Civil Engineering, Budgeting, Project Management, Revit, Teamwork/Collaboration, Procurement, Communication Skills, Planning, Organisational Skills, Microsoft Office, Problem Solving, Attention to Detail, Building Effective Relationships



The average pay for professional and technical jobs in construction is

**£37,000  
a year**

## Local employers:

Kier Group, BAM Construction, NG Bailey, Simpson (York) Ltd, Thompson Homes, Persimmons Homes, Shepherd Building Group, Severfield PLC, Termim Construction

## Did you know?

HS2, the new high speed rail project is expected to be worth £5 billion and generate 28,000 construction related jobs.



# Health and Social Care



## Did you know?

In the future, new technology will be increasingly used in patient monitoring, diagnostics, robotics and bio sciences, creating new job areas.

Health and social care is one of the UK's fastest growing industries, offering many job opportunities to those who want to make a difference to people's lives and families. In fact, last year there were **29,000** health and social care jobs advertised in Leeds City Region alone.

**114,000** people are currently employed in this industry. You might work in a hospital, providing emergency medical care or mental health support, or offer home help to those who have difficulty doing everyday tasks such as cooking or washing.

The average pay for professional and technical jobs in health and social care is **£33,000 a year**

## Key job roles:

Registered General Nurse, Personal Carer, Doctor, Care Assistant, Nursing Assistant, Health Care Assistant, Operating Department Practitioner (ODP), Mental Health Nurse, Learning Disability Nurse

## Key skills and knowledge:

Mental Health Knowledge, Teaching, Care Planning, Nursing Home Work, Dementia Knowledge, Surgery, Patient Care, Communication Skills, Organisational Skills, Planning, Leadership, Research, Creativity, Patience

## Local employers:

AAA Pharmaceuticals, Brandon Medical, NHS, Kirkwood Hospice, St Gemma's Hospice, Four Seasons Health Care, The Avalon Group, Christchurch Group, Galpharm, Locala

# Creative Industries

In Leeds City Region, there are an increasing number of creative businesses. In fact, the number of jobs in advertising and media is 40 per cent higher than the England average. In Leeds City Region, there are **30,000** people employed in creative jobs with a showstopping **13,000** job vacancies advertised last year.



## You could work in:

Architecture, Crafts, Design, Film, TV, Radio, Photography, IT and Software, Publishing, Museums and Galleries, Music, Performance and Visual Arts, Animation and VFX and Heritage

## Key skills and knowledge:

Creativity, Photography, Art, Design, Social Media, Teamwork/Collaboration, Marketing, Adobe Photoshop, Adobe Indesign, Adobe After Effects, Graphic Design, Communication Skills, Organisational Skills, Writing, Detail Orientated

## Local employers:

Camira Fabrics, Burberry, Ocean Spark, North Light Film Studios, Paragon Creative, News substance, Brass Agency, Screen Yorkshire, BBC, ITV, Rockstar Games, Yeme Architects, East Street Arts, West Yorkshire Playhouse, Yorkshire Sculpture Park, Hepworth Wakefield, Team 17

## Did you know?

Channel 4 has confirmed that Leeds City Region will be the home of its new national headquarters which could create many exciting creative, screen and digital roles in the future.



The average pay for creative jobs is

**£29,000  
a year**



# Financial and Professional Services

The financial and professional services industry includes banks, insurance, accountancy, architects, investment managers and lawyers. If you're interested in any of these roles, then Leeds City Region is the place to be. It is home to England's largest financial sector outside of London and is also a major and growing hub for professional services.

Leeds City Region has **30 national and international banks** as well as having the headquarters of 3 out of 5 of the largest building societies in England.

**78,000** people are employed in financial and professional services jobs with **28,000** job vacancies advertised last year.

The average pay for financial and professional services jobs is

**£35,000  
a year**

Insurance company, Covea are located in Dean Clough in Calderdale and have been operating as a company for over 50 years. They also run an apprenticeship scheme for recruiting new talent.

## Key jobs:

Lawyer, Accountant, Financial Manager, Data Mining Analyst, Project Manager, Business Analyst, Legal Assistant, Auditor, Procurement Officer

## Key skills and knowledge:

Accounting, Budgeting, Project Management, Finance, Teamwork/Collaboration, Customer Service, Communication Skills, Microsoft Excel, Planning, Detail-Orientated, Organisational Skills, Research.

## Local employers:

Quest PR, PwC, Bowman Riley, first direct, Leeds Building Society, Lloyds Banking Group, Yorkshire Building Society, Deloitte, Approach, Skipton Building Society



For useful website links with further information about careers in these industries, please see the last page of this booklet.



### Did you know?

In Harrogate, Bettys and Taylors are an independent family business who provide tea rooms, create handmade cakes, traditional bread, tea and coffee. They are the business behind Yorkshire Tea and Taylors of Harrogate coffee.

# Hospitality, Travel and Tourism

Hospitality is all about providing customer service in places such as, hotels, restaurants, bars, holiday parks, tourist services and visitor attractions. If you enjoy working with people, then this could be the industry for you.

Think about the last time you went on holiday, to the school canteen or to a visitor attraction such as Xscape in Wakefield. There will have been lots of people working to make sure you have a great experience.

There are **96,000** people employed in this industry in the Leeds City Region alone with **10,000 job vacancies** advertised last year.

### Key job roles:

Chef, Kitchen Staff, Restaurant/Food Service Supervisor, Waiter/Waitress, Events Manager, Entertainer, Air Cabin Crew, Travel Consultant

### Key skills and knowledge:

Cooking, Teamwork/Collaboration, Customer Service, Food Safety, Cleaning, Food Preparation, Budgeting, Communication Skills, Organisational Skills, Languages, Listening, Leadership, Detail Orientated

### Local employers:

Bettys and Taylors of Harrogate, Jet2, Hilton Worldwide, Flamingoland, Easyjet, Temple Newsam House and Farm, Principal, The Met Hotel, Lightwater Valley, Leeds Bradford Airport, National Science and Media Museum

The average pay for professional and technical jobs in Hospitality, Travel and Tourism is

**£24,000  
a year**

# Transport and Logistics

Transport is about moving people by rail, road, air or sea whereas logistics is all about moving, handling, storing and the wholesale of goods, including the postal and delivery services.

There were **11,000** jobs advertised in this industry just last year, offering many opportunities. **99,000** people are employed in this industry in Leeds City Region.

## Key job roles:

Delivery Driver, HGV/LGV Driver, Labourer/Material Handler, Warehouse Worker, Logistics Manager, Storage/Distribution Manager, Van/Taxi Shuttle Driver, Transport Planner, Airport Baggage Handler

## Key skills and knowledge:

Customer Service, Forklift Operations, Logistics, Teamwork/Collaboration, Product Sales, Heavy Lifting, Communication Skills, Organisational Skills, Planning, Detail-Orientated, Languages, Microsoft Excel

## Local employers:

Arriva, Clipper Logistics, TEF Transport, Network Rail, Morrisons, Northern Rail, Jet2, DHL Express, Stobart Group, Royal Mail, Wincanton, London North Eastern Railway

For useful website links with further information about careers in these industries, please see the last page of this booklet.



The average pay for professional and technical jobs in Transport and Logistics is

**£32,000  
a year**

## Did you know?

Morrisons are a large employer in Leeds City Region, with their head office in Bradford and a large distribution centre in Wakefield. They distribute everything from avocados to Yorkshire puddings and when they're busy they can send out up to 5 million cases of products.

# Agriculture

When you think of the agriculture industry you may just think of farming, but there are many roles within this industry. The industry relies on a combination of seasonal and permanent workers with skills ranging from very practical and hands-on to management roles, agricultural science, engineering, finance and administration.

In your local area, York and North Yorkshire are seen as a global leader for 'agri-tech' as science and technology continues to improve production and drive the industry.

## Key jobs:

Landscape Gardener, Groundkeeper, Pet Care Manager, Farm/Nursery/Greenhouse/Logging Worker, Arborist/Tree Surgeon, Forester, Farm Manager

## Key skills and knowledge:

Cleaning, Detail-Orientated, Languages, Teamwork/Collaboration, Customer Service, Communication Skills, Physical Demand, Research, Organisational Skills, Grass Cutting, Mechanical Engineering

## Did you know?

Longley Farm, who are based in Holmfirth in Huddersfield have been farming for 70 years, they produce lots of products such as yoghurt, cottage cheese and milk. Their products are sold all over the world, you may have seen some of their products in a shop near you.

## Local employers:

Syngenta, Russell Group, Ibbotson's Potatoes, ADAS, Hobson Farming Ltd, Fera Science Ltd, Cargill, Longley Farm, KW Alternative Feeds, Yummy Yorkshire



The average pay for professional and technical jobs in Agriculture is

**£20,000  
a year**



For useful website links with further information about careers in this industry, please see the last page of this booklet.

# Take the next step

Here's our top careers websites to help you find out more, and decide which route is right for you.

- [futuregoals.co.uk](https://futuregoals.co.uk)
- [gohigherwestyorks.ac.uk](https://gohigherwestyorks.ac.uk)
- [aspire-igen.com](https://aspire-igen.com)
- [ckcareersonline.org.uk](https://ckcareersonline.org.uk)
- [prospects.ac.uk](https://prospects.ac.uk)
- [icould.com](https://icould.com)
- [do-it.org](https://do-it.org)
- [nationalcareersservice.direct.gov.uk](https://nationalcareersservice.direct.gov.uk)
- [ucas.com/further-education/find-career-ideas](https://ucas.com/further-education/find-career-ideas)
- [careersbox.co.uk](https://careersbox.co.uk)
- [getmyfirstjob.co.uk](https://getmyfirstjob.co.uk)
- [barclayslifeskills.com](https://barclayslifeskills.com)
- [apprenticeships.gov.uk](https://apprenticeships.gov.uk)
- [apprenticeshipguide.co.uk](https://apprenticeshipguide.co.uk)
- [notgoingtouni.co.uk](https://notgoingtouni.co.uk)
- [thecompleteuniversityguide.co.uk](https://thecompleteuniversityguide.co.uk)

## Agriculture

- [lantra.co.uk](https://lantra.co.uk)
- [brightcrop.org.uk/explore-your-career](https://brightcrop.org.uk/explore-your-career)
- [fera.co.uk](https://fera.co.uk)

## Manufacturing and Engineering

- [tomorrowsengineers.org.uk](https://tomorrowsengineers.org.uk)
- [futuremorph.org](https://futuremorph.org)
- [semta.org.uk](https://semta.org.uk)
- [theengineer.co.uk](https://theengineer.co.uk)

## Digital

- [ccskills.org.uk](https://ccskills.org.uk)
- [tpdegrees.com/careers](https://tpdegrees.com/careers)
- [gamesindustry.biz](https://gamesindustry.biz)
- [bcs.org](https://bcs.org)

## Professional services

- [cipr.co.uk](https://cipr.co.uk)
- [icaew.com](https://icaew.com)
- [lawsociety.org.uk](https://lawsociety.org.uk)
- [nsafs.co.uk](https://nsafs.co.uk)

## Health

- [healthcareers.nhs.uk](https://healthcareers.nhs.uk)
- [skillsforcare.org.uk](https://skillsforcare.org.uk)
- [hcpc-uk.org](https://hcpc-uk.org)
- [communitycare.co.uk](https://communitycare.co.uk)

## Hospitality, travel and tourism

- [yorkshire.com/places/west-yorkshire](https://yorkshire.com/places/west-yorkshire)
- [hospitalityguild.co.uk](https://hospitalityguild.co.uk)

## Transport and logistics

- [ciltuk.org.uk](https://ciltuk.org.uk)
- [skillsforlogistics.co.uk](https://skillsforlogistics.co.uk)

## Construction

- [citb.co.uk](https://citb.co.uk)
- [goconstruct.org](https://goconstruct.org)

## Creative

- [ccskills.org.uk](https://ccskills.org.uk)
- [screenyorkshire.co.uk](https://screenyorkshire.co.uk)
- [creativeindustriesfederation.com](https://creativeindustriesfederation.com)
- [screenskills.com](https://screenskills.com)

### Disclaimer

Published in March 2019

All information in this booklet is based on local labour market information conducted in 2018.

Download and print a copy of this booklet at [futuregoals.co.uk/educators](http://futuregoals.co.uk/educators)

#futuregoals is delivered by Leeds City Region Enterprise Partnership (LEP)

To find out more about the LEP visit [the-lep.com](http://the-lep.com) or follow @LeedsCityRegion on Twitter and Facebook



Working in  
partnership  
with the



European Union  
European  
Social Fund

To find out more about jobs  
visit [futuregoals.co.uk](http://futuregoals.co.uk)