# Building bridges towards future jobs
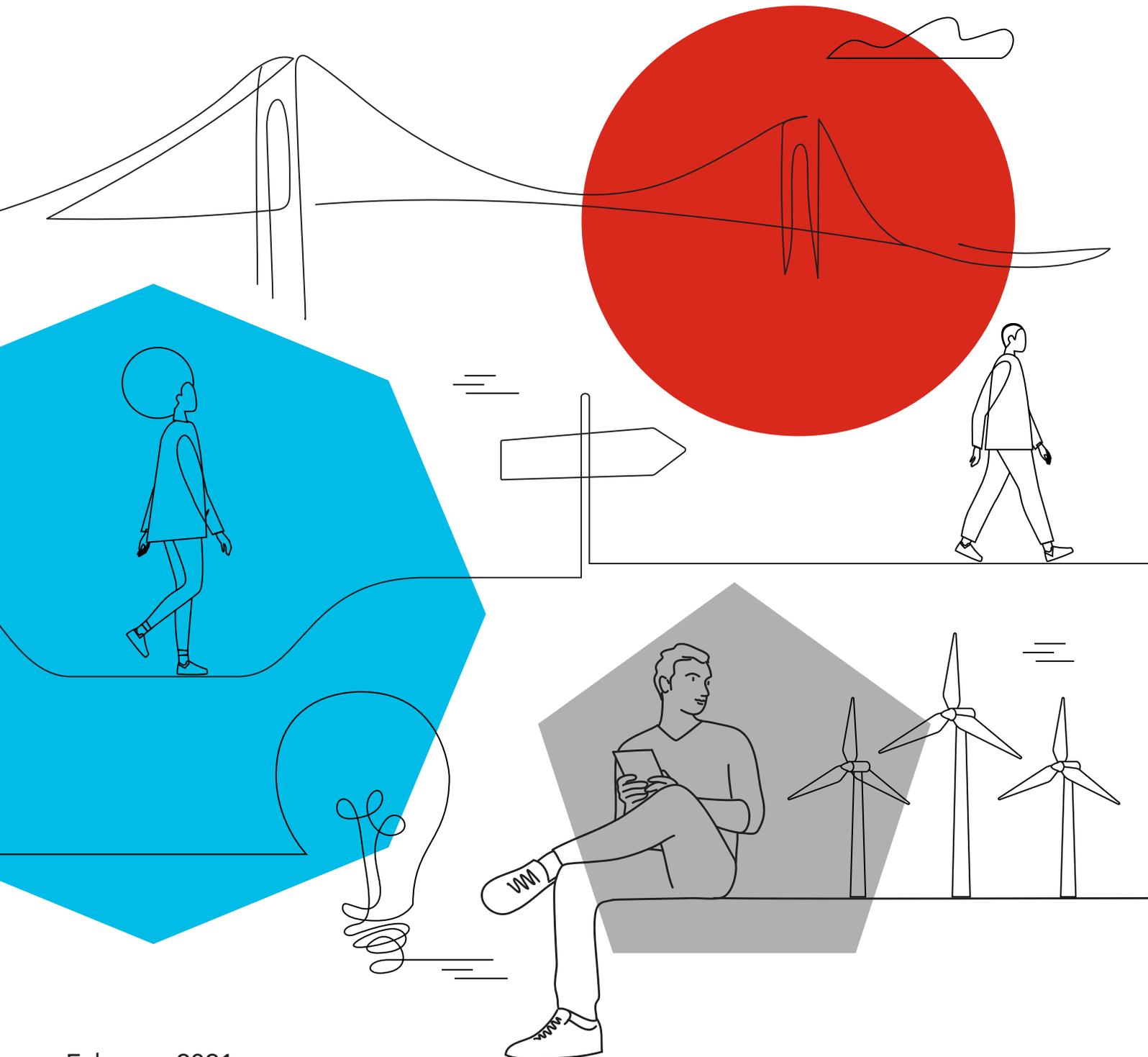
Between August and October 2020, redundancies in the UK reached a record high of 370,000.

Information Security Engineer / Analyst 61% increase YOY

Online jobs posts for about 200 occupations have either increased or remained relatively stable YOY

Phlebotomist 277% increase YOY

Courier 527% increase YOY

Heating Engineer / General Engineer 66% increase YOY

Contents

Kirstie Donnelly MBE
Foreword

It's almost a year since the UK first went into lockdown as a result of the Covid-19 pandemic and the feeling of uncertainty about the long-term impact of the virus on the country's economy is stronger than ever. However, as we begin 2021, the roll-out of a vaccine brings hope and a chance to be optimistic about the future.

It is clear that this will not be an easy economic recovery for any business or sector and many people are facing an uncertain future to get back into work. Overcoming these challenges without leaving anyone behind will take a large scale, collective effort led by Government. However, it is also worth noting that out of the pandemic has come innovation and forward thinking from individuals and businesses. What may have started as a way to overcome the initial challenges of lockdown has now become a way of imagining a different future for many.

As we noted in our recent Act Now research, the impact of the pandemic has not been felt equally across the country and the areas suffering the most are often places that were already blighted by inequality of opportunity. The possibility of further devolution across England is on hold for the moment with the delay to the devolution white paper, and although there are strong mayoral combined authorities who have fought tooth and nail for their regions throughout the pandemic, this is an unequal fight for those regions who do lack the same powers. This report illustrates the variations across different regions, for example, Londoners are the most likely to lack the confidence to switch career whilst the East Midlands has the highest number of job switchers with 40% having changed careers before. As the country begins to emerge from the pandemic it will be vital that all areas receive tailored guidance and support which is informed through local labour market information and demand.
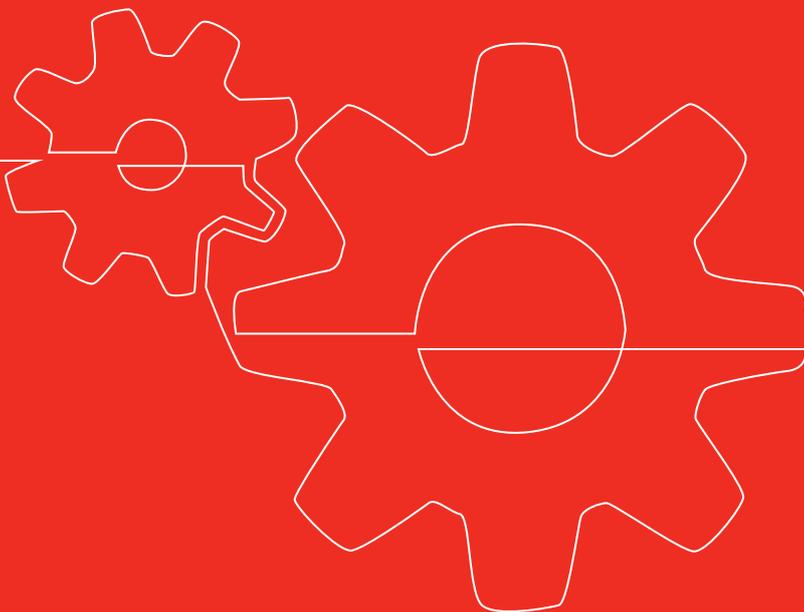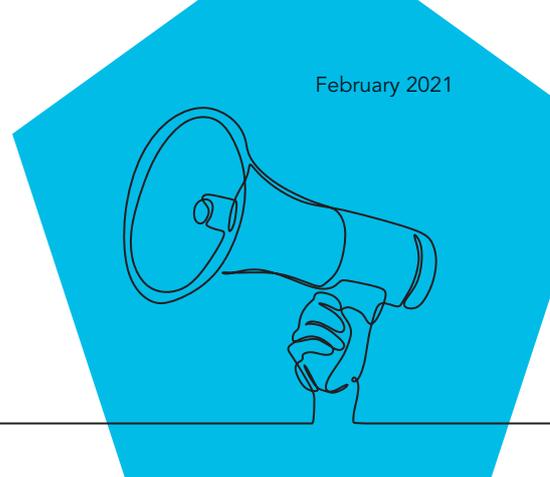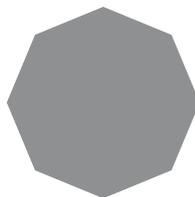
There is also inequality in terms of the industries and jobs that are hardest hit by the pandemic with whole industries such as hospitality and entertainment put on hold, whilst demand for others such as logistics and care have hugely increased. What's clear among all of this turmoil is that the skills people have relied upon their whole working lives are not always the ones they will need to stay employed in the future

To illustrate this point we note in this report that bartender is an at risk occupation. However, someone working in this role could step into the role of housing officer and could potentially be £7,860 better off. This is because there are overlapping skills characteristics between the two roles such as customer service, cleaning, and customer contact.

We have long championed the need for people to skill and reskill throughout their working lives to remain employable, yet we know there is still a reluctance among people to retrain in later life. This is made more difficult with the removal of structures and funding to support lifelong learning by successive Government interventions.

This report looks at the barriers that are preventing people from switching careers as well as how confident people are at recognising their own transferable skills. Working with Burning Glass Technologies, we have also identified the skills needed for some of the most in demand jobs in the UK and matched these skills with those of jobs that are declining as a result of the pandemic, Brexit, or other workplace changes.

Our research and campaigning since the pandemic began has focused on the urgent need for Government to act now and refocus funding and support towards adults who need to reskill into new careers. To do that effectively, there needs to be a reimagining of how we can take learning 'to the people' with more digital, flexible delivery that takes place outside of and alongside traditional college structures. In light of the Government's recent Skills for Jobs White Paper, we believe our work in this area is in harmony with the concept of a more employer-led FE system and based on true alignment of skills development and labour market need. This won't be an easy task, and will require a different way of thinking, policymaking, and skills delivery. However, we hope the data and insights laid out in this research alongside some practical recommendations to support reskilling and lifelong learning, will enable the sort of thinking needed to weather the storm of Covid-19 and emerge from the crisis with a stronger, more effective lifelong learning system

Kirstie Donnelly MBE,
Chief Executive Officer
at City & Guilds Group
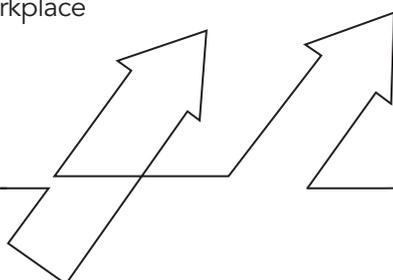
Executive summary

To set the scene for this research requires looking at the current economic backdrop and therefore the reason why future-focused, practical solutions such as these need to be taken into consideration.

Between August and October 2020, redundancies in the UK reached a record high of 370,000.

Unemployment today is over a full percentage point higher than the previous year with 1.7 million people now unemployed, a figure which is predicted to keep rising throughout 2021.
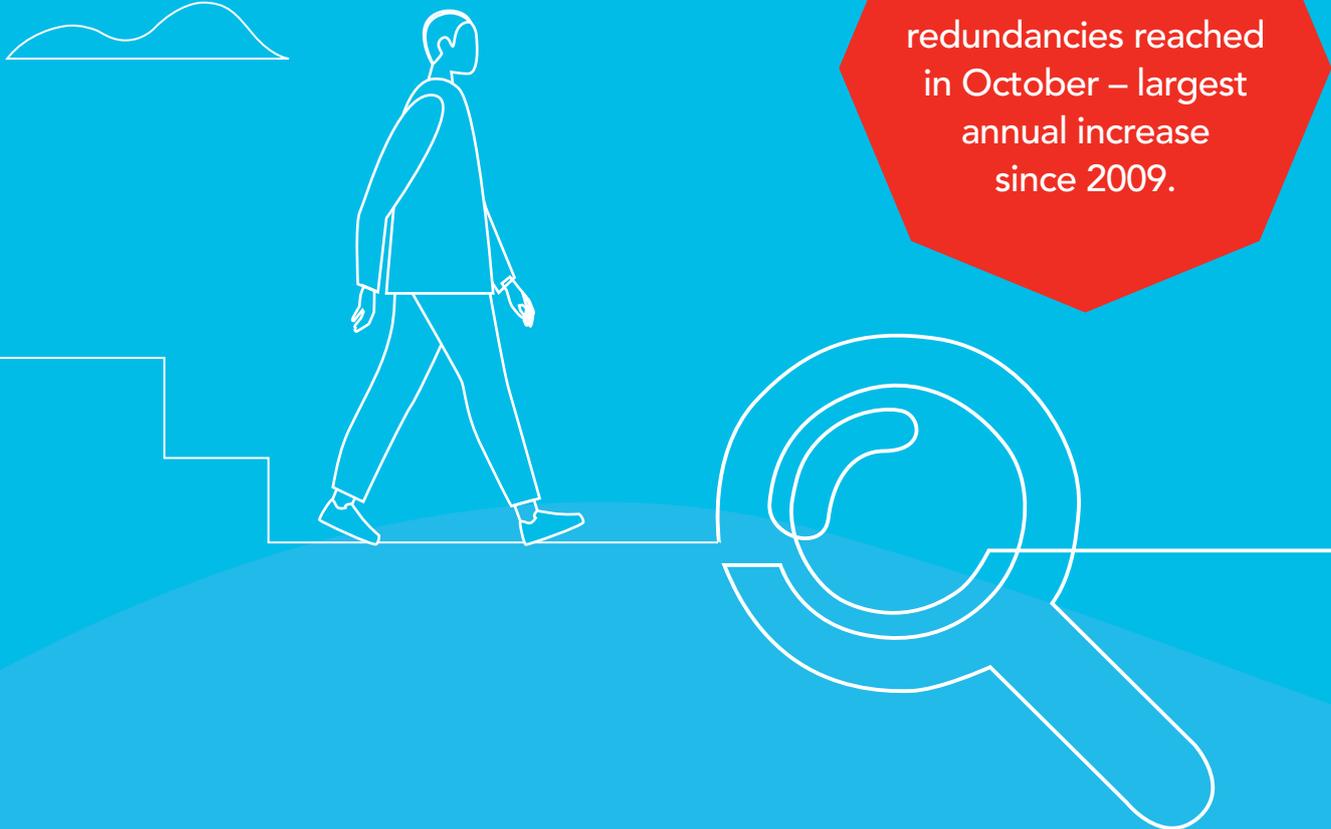
370,000
redundancies reached in October – largest annual increase since 2009.

Unemployment rate (aged 16 and over, seasonally adjusted)

1971 Sep-Nov	1983 Sep-Nov	1996 May-Jul	2009 Jan-March	2020 Sep-Nov
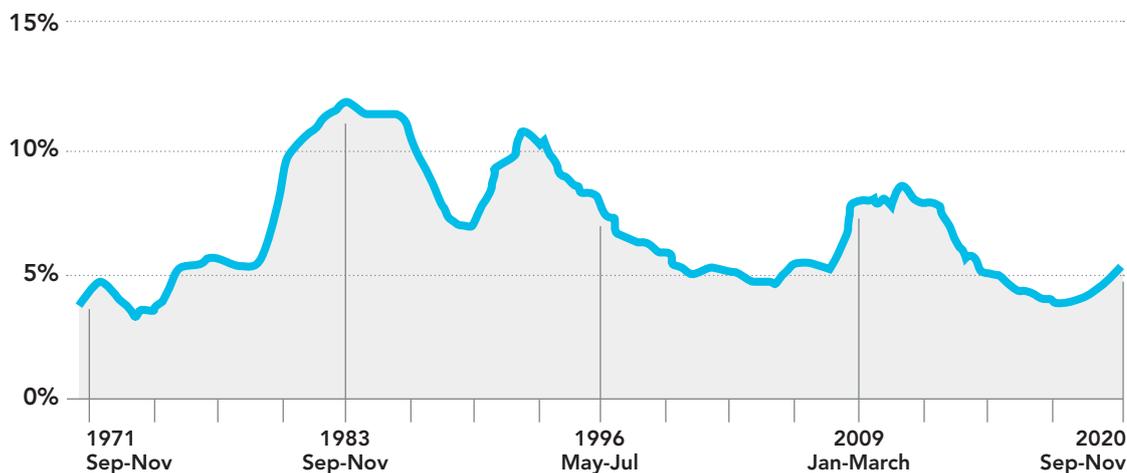
Hiring has also slowed. On 1st March 2020, job postings were up +57% YOY, by the 5th April 2020 job postings had plummeted to -54% YOY. While numbers seemed to be increasing in September, the postings dropped again below 2019 levels from mid-October 2020.

YOY change in weekly job postings
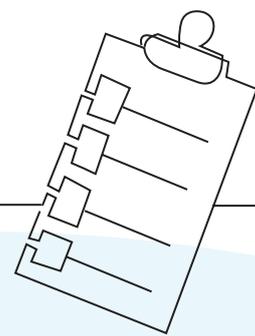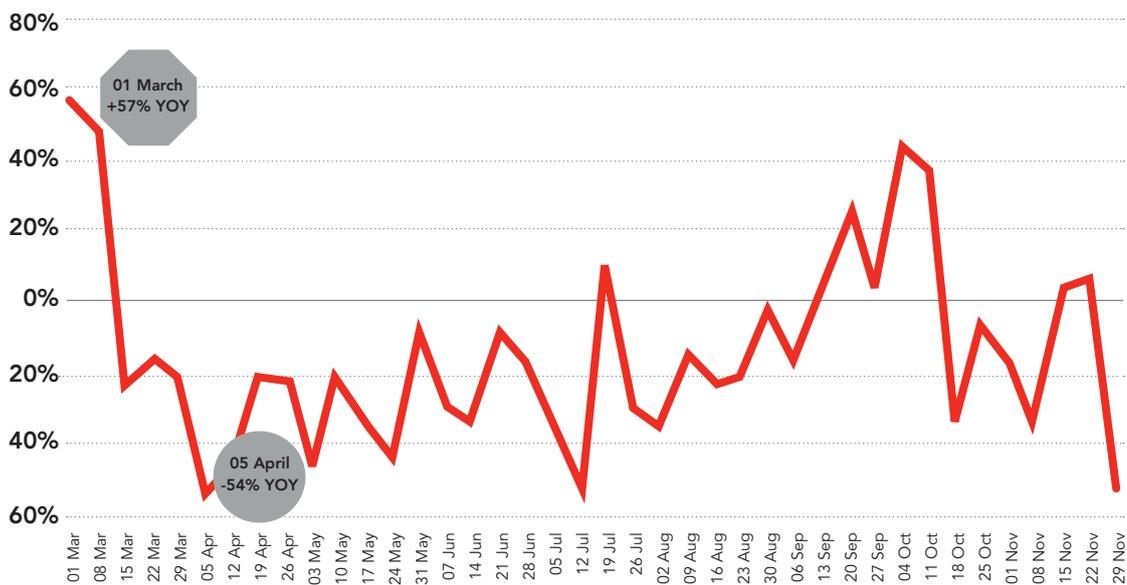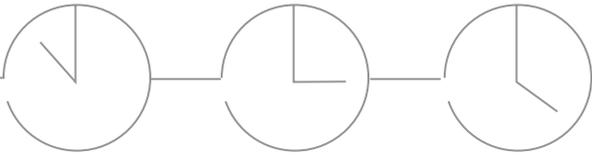
This weakened economy and jobs market means that many people are beginning their year with pessimism about the UK jobs market in 2021.

This is particularly true amongst women, 70% of whom believe the jobs market is going to be worse this year, compared to 60% of men.

Although this is a negative start to the year, we want to illustrate where there is hope and where practical solutions can be implemented to help with the recovery. Working with Burning Glass Technologies, an analytics software company that in their words 'has cracked the genetic code of an ever-changing labor market' to take a closer look at the jobs market, they have analysed the millions of job listings posted every day by employers and provided a detailed portrait of the demand for jobs, using almost 7,500 job advertisement sources in the UK (including direct employer sites as well as job boards, aggregators, Government, and free sites). In total, Burning Glass has collected and analysed over 65 million unique job postings in the UK.

Burning Glass analysis showed that despite the large number of employers reducing their workforces currently, there are still jobs that can serve as "steps into" for some of the workers who are no longer in employment and show how people can easily move into these 'step into' roles.

Using their knowledge of how different occupations overlap in terms of education, experience, and skills required, they were able to suggest pathways for those in occupations currently experiencing large declines in demand (at risk occupations) to what we call, Step into roles.

Throughout this report we refer to 'Step into' roles. These are jobs that can serve as a progression route into a new career for those who have lost work and that allow them to build upon existing skills. Step into roles have been chosen as they share similar skills with those needed in declining jobs (what we refer to as skills adjacency) and all of them provide the opportunity to develop new skills and progress in a stable growth industry.

By understanding the potential future growth rates of occupations and their regional prevalence, it starts to pave the way for workers to move from declining industries and jobs into the jobs of the future.

To gain further insight, working with You Gov we examined the attitudes of the UK workforce, establishing primarily what the attitude and appetite is of the workforce

70%
of women believe the jobs market is going to be worse this year, compared to 60% of men
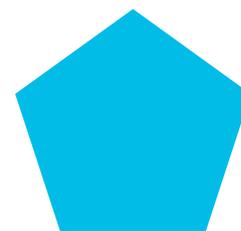
in response to potential changes in the economic landscape and switching careers. Building upon this we expand our insights to look at attitudes to changing careers across the UK.

Unsurprisingly, the age of those people we polled had an impact on the appetite for changing careers, but also what they most value in their jobs. Within this, job security, financial reward and work/life balance were all factors they noted they value more now than pre–pandemic.

This report is therefore shaped with the insights gained from both Burning Glass and You Gov whose data demonstrated that there are jobs available in growth sectors in the economy. Once more, their

insights demonstrated that these jobs can be accessed via training or through transferring existing skill sets into new occupations.

We know that it isn't quite as simple or straightforward as that, something which our polling demonstrated – only 16% of those surveyed understand exactly where their current skill set could be employed. When asked to consider changing careers to move into growth sectors, a third of those we spoke to noted concern about starting their careers again. This figure is also perhaps an indication of a more general lack of awareness of transferable skills and characteristics as opposed to academic or technical skills.

Other concerns regarding changing careers include – salary of other careers (26%) lack of knowledge of other sectors (21%), lack of confidence (19%), not knowing where to start (19%) and too old to learn new skills (12%).

Lack of knowledge about other jobs/ sectors	21%
Lack of transferable skills	8%
Cost of retraining	18%
I'm too old to learn new skills	12%
I'd be worried about starting all over again	34%
Desirability of other careers	11%
Salary of other careers	26%
I don't have the confidence to switch into a new industry	19%
I'm not sure which other industries my experience and skills would be valued	18%
I wouldn't know where to start	19%

Given this, we understand that any initiatives to try and increase the take up and transition to Step into roles will need to be met with significant awareness raising, support and outreach as part of a focused effort to tackle these concerns. We do however believe that this work would complement current initiatives already in progress in DWP and Jobcentre Plus.

Despite some having reservations, our polling did reveal that there is an appetite for moving jobs as well as undertaking some sort of retraining in order to do so. Our analysis also demonstrated that whilst some believe they have skills that could be useful, they're unsure how best they could be transferred to another role.

34%

of respondents want to change their career

26%

Just over a quarter (26%) say it's 'fairly likely' that they would pay for retraining

36%
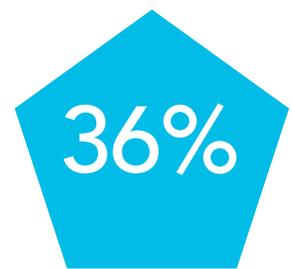
A fair number of respondents have some understanding where their skills would be useful (36%) but nearly the same number of individuals (32%) think their skills could be useful, but they aren't sure about the industry/job roles where these could be transferred

However, in a fast-changing labour market, and as skill requirements and tasks change, it is necessary to give consideration as to how we identify job transition opportunities. By working closely with Burning Glass who focus on skill adjacency, they are able to match occupations based on similarity of crucial job tasks, rather than previously realised transitions. This allows them to look for transitions that might make sense in the future, even if they are not yet common.
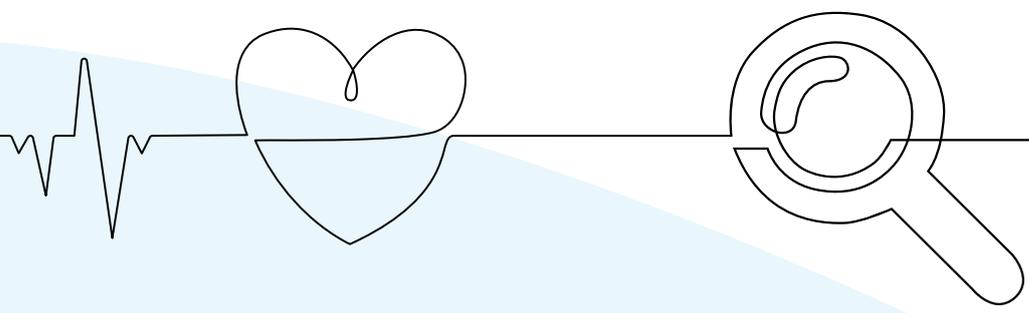
Key factors of the Skill Adjacency Model

Possibility:	Skill overlap between occupations
Feasibility:	Similar educational requirements, stable or growing demand and geographic overlap
Desirability:	Positive salary differentials
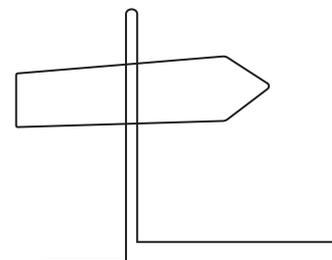
Using the expertise of Burning Glass and connecting this with our own work and experience, we have been able to provide the next step to transition from insightful and informative expertise into practical solutions. This then has informed our Skills Bridges.

Skills Bridges are a practical solution for helping to mitigate a potential looming UK jobs crisis. They support people in identifying their transferable skills and bridge from one occupation to another.

Transferable skills offer a golden opportunity to help people unlock new careers in sectors where there is growth and there are jobs.

At the heart of our purpose is a commitment to doing everything possible to help people who have found themselves unemployed due to the pandemic, to get back on track and into good work.

Finally, our research takes a look at the fastest growing target occupations, which as one might expect is different in each region, all the more reason for skills and employment policies to be devolved to reflect this much more going forward. Interestingly, there is a strong health focus amongst these occupations.

- Pharmacist is the fastest growing occupation in three quarters of the regions.

- Health sector occupations are among the fastest growing across all regions.

- For Greater London and Northern Ireland, Data Engineer and Data Scientist are the fastest growing.

- The North West is an outlier, with Chemist as its top growing target occupation.

We conclude our research with future-focused practical solutions and suggestions as to how our analysis of the labour market both now, and crucially moving forward can be strengthened to deal with the challenges it will face.
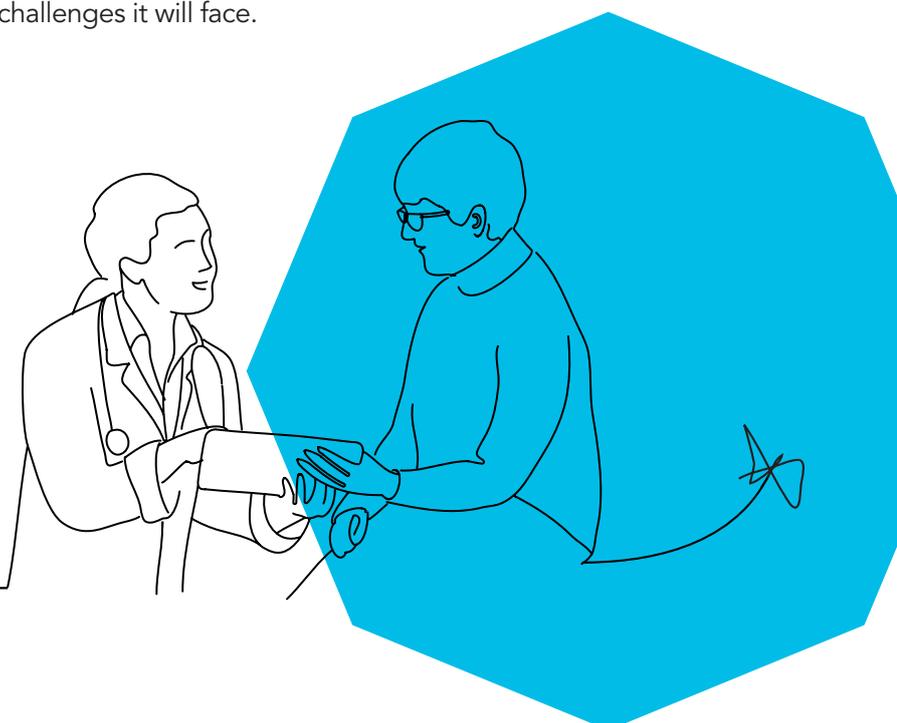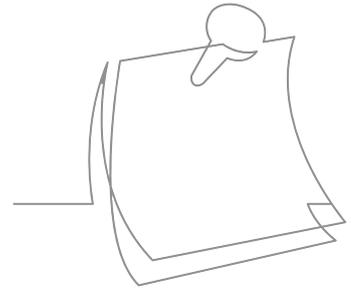
Our recommendations

Creating a flexible funding system that allows for funding for modular short courses that are linked to Step into outputs

Employers should consider a more flexible approach to workforce development and recruitment

Clearer and more effective ways to help identify and understand transferable skills

Embed lifelong learning at the heart of all skills policy

Take a region-led approach to skills policy

Embrace digital solutions
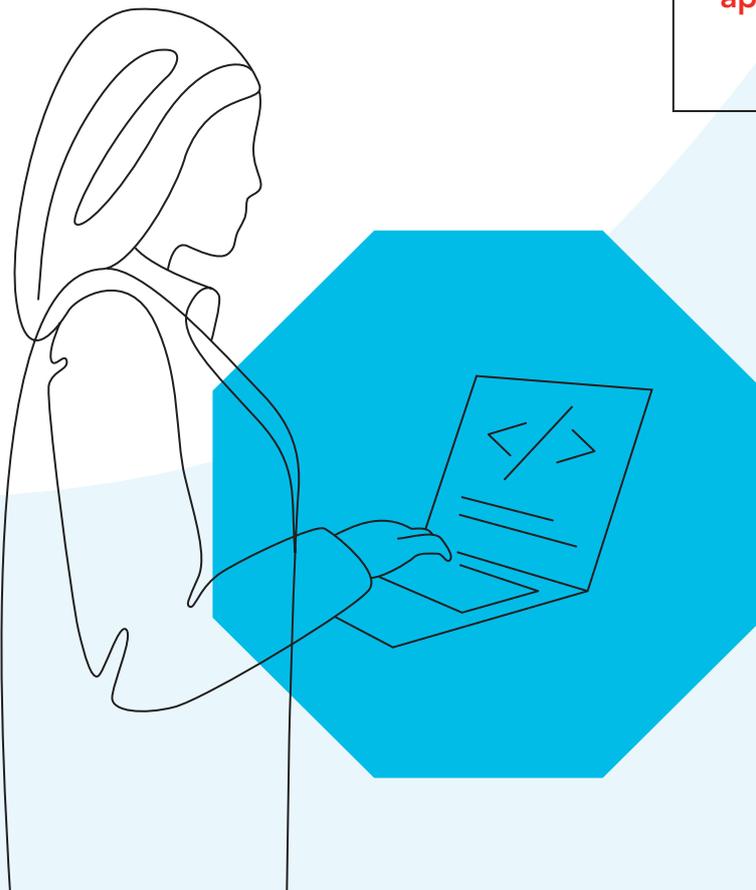
Greensleeves Care is the leading charitable care provider in England, delivering award-winning care for older people.

Greensleeves Care is the first employer in England to welcome applications from individuals who have completed our first Skills Bridge, Step into Social Care.

'We believe that amazing care starts with amazing people. And amazing people come from all backgrounds. We have interviewed applicants from a range of industries including haulage and logistics, warehousing, hospitality and retail, and have great success stories of how well they have fitted into our organisation. When we recruit, we look for values. If someone has the right attitude and a commitment to caring for our residents, we can teach them the skills they need for the job.'

They added 'It's also important to highlight that working in social care does not mean you have to be a carer, there are plenty of other jobs available. You can work as a chef, maintenance personnel, bookkeeper, receptionist or management. We pride ourselves on our training which is fully paid for by us and often delivered during working hours. This means that our staff get paid to train while at work and they also get a qualification.'

Paul Newman, Chief Executive at Greensleeves Care

greensleeves
care
You're among friends

Perceptions of career change in the UK workforce

As part of our research, we surveyed those in the workforce across the UK to understand their attitudes towards changes in the economic landscape, and the possibility of having to retrain or change careers.

More than one in ten (11%) want to change their career because their job has fundamentally evolved due to Covid-19.

Career transition concerns

34% of those we surveyed said that they were worried about having to "start all over again" in a new career, and many expressed a pessimistic view of the future, with 65% stating that they believe the jobs market would be worse in 2021 than it was in 2020.

1/3 of people are worried about having to start over again in a new career

1 in 5 would not consider changing career due to a lack of knowledge about other jobs and sectors

Over a quarter of respondents considered the salary of other careers a potential issue
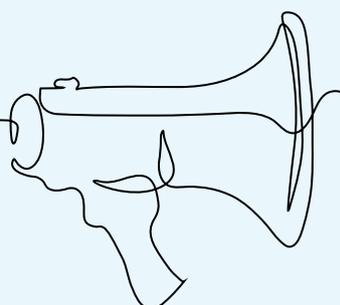
When asked about other concerns regarding changing careers 19% highlighted a lack of confidence and a further 19% mentioned not knowing where to start. 12% felt that they were too old to learn new skills.

18% of respondents said the cost of retraining would prevent them from switching careers and 26% of respondents said that they were "fairly likely" to pay for their own retraining.

|	
Lack of knowledge about other jobs/ sectors	21%
Lack of transferable skills	8%
Cost of retraining	18%
I'm too old to learn new skills	12%
I'd be worried about starting all over again	34%
Desirability of other careers	11%
Salary of other careers	26%
I don't have the confidence to switch into a new industry	19%
I'm not sure which other industries my experience and skills would be valued	18%
I wouldn't know where to start	19%

Confidence in transferable skills

While 36% expressed that they had some understanding of where their skills would be useful, just under a third (32%) believed that they might possess transferable skills but were unsure of the role or industry where these could be applied.

Career transition after long term employment

We also asked our survey respondents about their current tenure in their careers. This revealed that just over a fifth (21%) have stayed in their current career for over 20 years. 14% had been in their current career for 15-20 years and a further 14% for 10-15 years.

Just under a third (32%) of those we surveyed had previously changed careers. 34% had often or sometimes thought about changing careers but didn't know where to start and 17% had never thought about changing careers before.
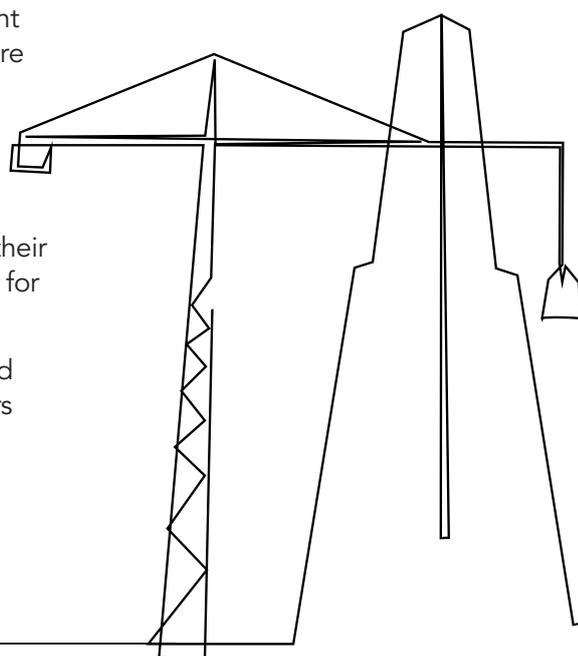
Generational breakdown

We wanted to understand how transitioning between careers was perceived among people from different age groups, and whether there were indeed different challenges or barriers for those at different stages in their career.

Outlook on career transitioning

Over a third (35%) of those aged 55 and over said that they wanted to completely change their career yet 36% of respondents in this age bracket felt that they were too old to learn new skills and more than half (53%) had a negative outlook on the jobs market. Only those aged 45-54 had a more negative outlook, with 56% feeling this way.

35-44 year olds were the most likely to want to completely change what they're doing (47%) while just 23% of 18-24 year olds said that they wanted to.

Among those we surveyed, younger respondents were less confident about switching careers with 24% of 18-24 year olds and 23% of 25-35 year olds highlighting this as a concern. Those aged between 25-34 were also the most unsure about where to start and 28% didn't know where their skills would be useful.

Priorities for job satisfaction

Since the Covid-19 pandemic struck, priorities for job satisfaction have significantly changed for many of us. All age groups now view work/life balance (54%) and job security (46%) as their top priorities above salary (37%), and promotion (17%).

This is particularly true for 25-34 year olds, over half of whom believe job security to be more important than career progression.

Finding an employer whose values match their own was most important to 18-34 year old respondents with 32% saying this was a high priority. In contrast, just 23% of those aged 55+ felt that this was highly important.

A higher salary is a key motivator for job satisfaction among younger respondents, with 44% of 18-24 years olds and 25-34 years olds saying this was a high priority compared to 30% of those 55+. 25-34 year olds are also the most likely to want to progress into more senior roles (26%) or to want to move into a more stable industry (17%).

Proactivity in transitioning careers

Among those we surveyed 18-24 year olds were the most likely to be in the process of changing careers (22%) while none of those aged 55+ said they had begun the process even though 35% stated they wanted to completely change the job they were doing.

46% of 25-34 year olds have often or sometimes thought about changing their career but don't know where to start.

**18-24 year olds want an employer that matches their values 32%**

25-34 year olds want job security 50%

**45-55 year olds want work life balance 57%**

Spotlight on the regions

Unsurprisingly no two regions are the same in their attitudes towards employment or switching careers, given the varying levels of employment across regions and the accessibility of jobs themselves.

North West – most likely to be worried about starting all over again (42%)

The East Midlands – most likely to have changed careers before (40%)

West Midlands – most likely to already be in the process of moving jobs (13%)

Wales – most likely nation to have changed careers before (36%)

South West – least likely to have changed careers (29%)

Scotland – just over a fifth of those living in Scotland have never considered changing career (21%)

North East – most likely to not know where to start when it comes to changing jobs (18%)

Yorkshire and Humber – least likely to have changed careers (29%)

East of England – most likely to want to change their career because the pandemic has changed their job role (20%)

London – most likely to not have the confidence to switch career (23%)

South East – over a quarter of those living in the South East have been in their career for over 20 years (26%)
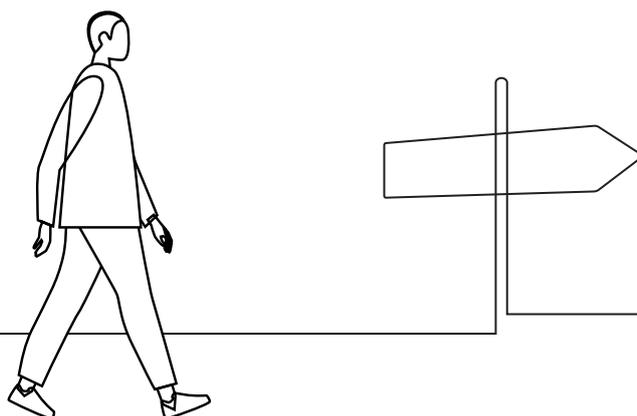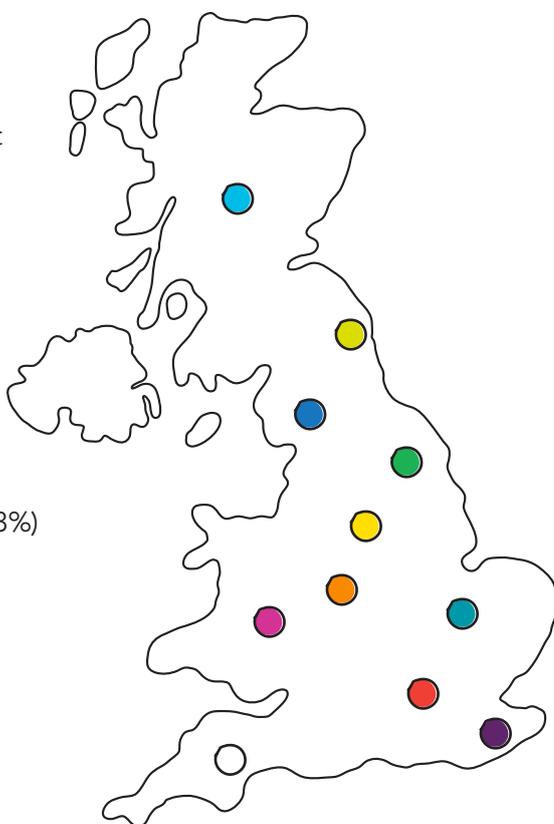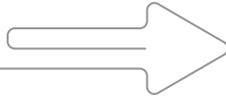
As the UK undergoes significant economic shifts, alongside the longer-term impact of the Fourth Industrial Revolution and AI, different industries are experiencing growth and decline across the country, with the types of new jobs becoming available differing significantly by location.

Our research examined growth areas for job roles broken down by region. With dramatically different industries experiencing growth across different parts of the UK, some people may benefit from considering new jobs outside of their local area, however in future this may not necessarily mean a physical relocation to do so. In some cases, this may offer not only sustainable employment but a significant increase in salary and future opportunities for progression.

Out of the target occupations we studied, Pharmacist is the fastest growing target occupation in ¾ of regions. Health sector related target occupations are among the fastest growing across all regions. For Greater London and Northern Ireland, Data Engineer and Data Scientist are the fastest growing. North West is an outlier, with Chemist as its top growing target occupation.

Health sector related occupations are among the fastest growing across all regions

February 2021
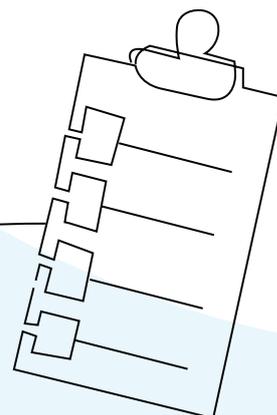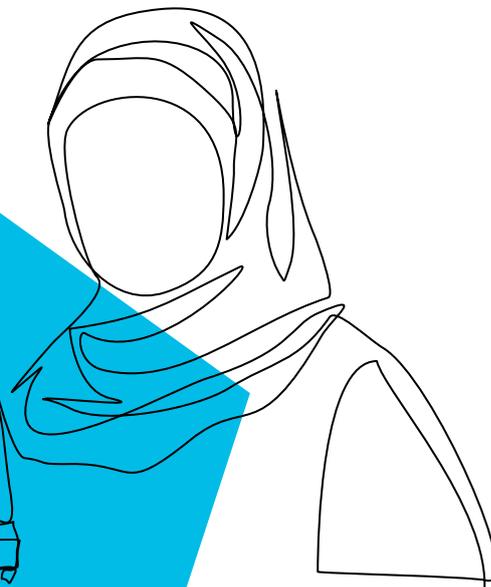
Top 5 growing target occupations by region

Scotland
Pharmacist, Registered Mental Nurse (RMN), Nurse Practitioner, Data Engineer, Mental Health Counsellor

Northern Ireland
Data Engineer, Data Scientist, Pharmacist, UI / UX Designer, Information Security Engineer / Analyst Counsellor

North East
Pharmacist, Information Security Engineer / Analyst, Quality Control Analyst, Chemist, Land Surveyors

Yorkshire and Humber
Pharmacist, Electrician, Welder / Solderer, Nurse Practitioner, Land Surveyors

East of England
Pharmacist, Medical Director / Clinical Manager, Quality Control Analyst, Chemist, Quality Inspector / Technician

North West
Chemist, Pharmacist, Nurse Practitioner, Electrician, Property / Real Estate / Community Managers

The East Midlands Pharmacist, Plumber, Nurse Practitioner, Electrician, Information Security Engineer / Analyst

West Midlands
Pharmacist, Plumber, Information Security Engineer / Analyst, Radiology Technician, Nurse Practitioner

South East
Pharmacist, Tax Manager, Chemist, Electrician, Registered Mental Nurse (RMN)
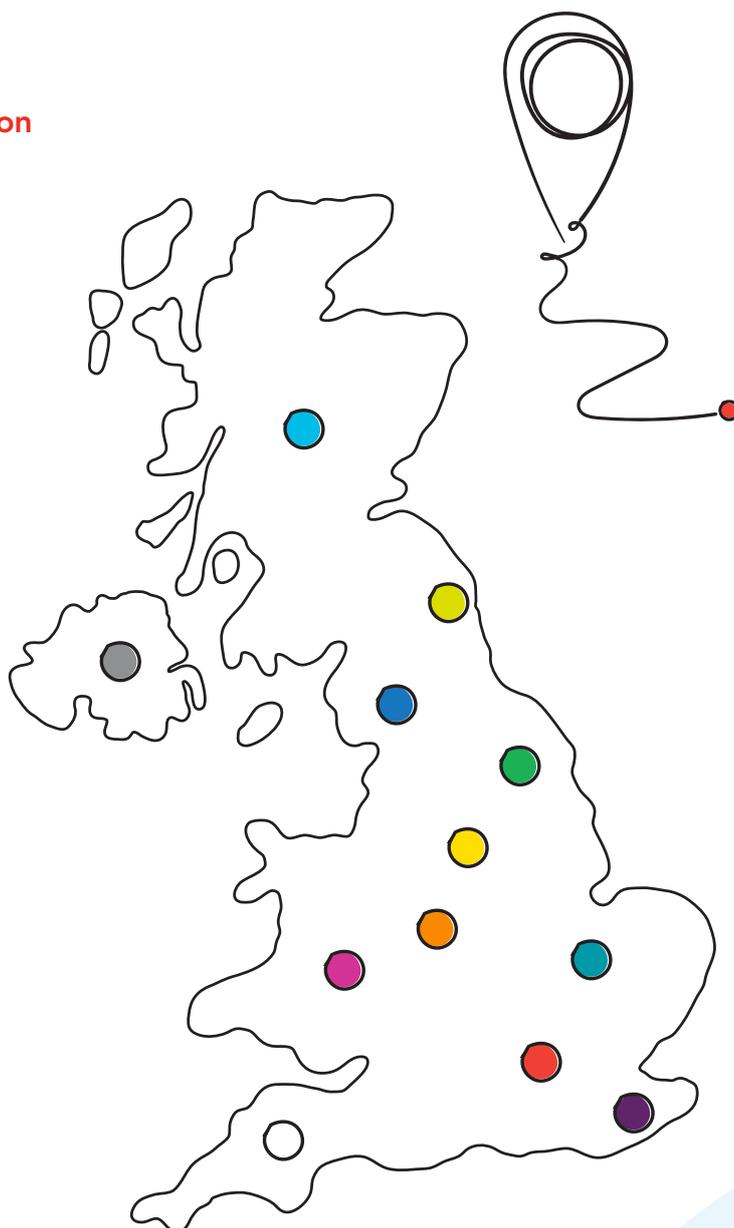
London
Data Engineer, Data Scientist, Pharmacist, Special Education Needs (SEN) Teacher, Engineering Manager

Wales
Pharmacist, Assistant Practitioner, Intensive / Critical Care Nurse, Manufacturing Machine Operator, Nurse Practitioner)

South West
Pharmacist, Nurse Practitioner, Registered Mental Nurse (RMN), Information Security Engineer / Analyst, Property / Real Estate / Community Managers

18
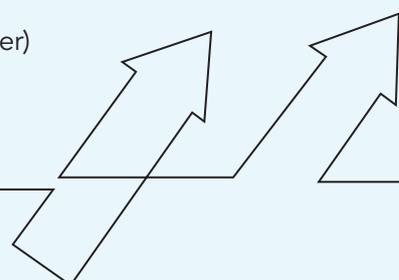
Building bridges:
Mapping the career pathways

To gain a greater insight into recent movement of people between careers and professions we worked with Burning Glass to monitor the number of job postings between October 2019 and September 2020.

To compensate for the impact of Covid-19 they created a growth metric while also accounting for regular seasonal changes. Growth was then measured as the change in job postings from September 2019 to September 2020, indexed by January.

The percentage of job postings for each occupation that required an educational level below degree from October 2019 to September 2020 was then calculated. We were then able to compare growth metrics and selected occupations with the largest declines and with large demand.

We identified occupations which could offer people the opportunity to find employment quickly by leveraging a wide range of transferable skills from previous careers across six sample sectors. These occupations also had accessible educational requirements for entry, attractive salaries, and the largest increases in postings between October 2019 and September 2020.

To focus on occupations that fell into these six sectors we matched each sector to a corresponding Standard Industrial Classification (SIC) and set specific terms for growth in the number of each role advertised within a given sector.

Top 10 declining at risk occupations

At risk Occupation	Growth from Sep19/Jan19 to Sep20/Jan20
Pet Care Manager	-93%
Bus Driver	-83%
Nanny / Babysitter	-72%
Veterinary Nurses and Assistants	-72%
Busser / Banquet Worker / Cafeteria Attendant	-71%
Fundraising / Development Specialist	-61%
Bartender	-60%
Survey Researcher	-58%
Executive Assistant	-55%
Telemarketer	-53%

Online job posts for about 200 occupations have either increased or remained relatively stable from September 2019 to September 2020

While the impact of the pandemic has been widespread, it certainly has not been absolute and examining the data from Burning Glass provides hope for what can be achieved if people are able to access Step into roles.

Online job posts for around 200 occupations have either increased or remained relatively stable from September 2019 to September 2020, when adjusted for seasonality. This creates opportunities for those in hard hit occupations to transition to Step into roles.

Even within sectors which are only experiencing modest growth, or no overall growth at all, demand for certain roles is increasing significantly. We have highlighted some key sectors where vacancies for particular jobs have seen large scale increases since September 2019.

Top Step into role by sector

Sector	Step into role	Growth from Sep19/Jan19 to Sep20/Jan20
Construction	Heating Engineer / General Engineer	66%
Digital	Information Security Engineer / Analyst	61%
Engineering	Press / Press Brake Operator	35%
Health	Phlebotomist	277%
Land	Farm Manager	44%
Public Administration	Courier / Messenger	527%
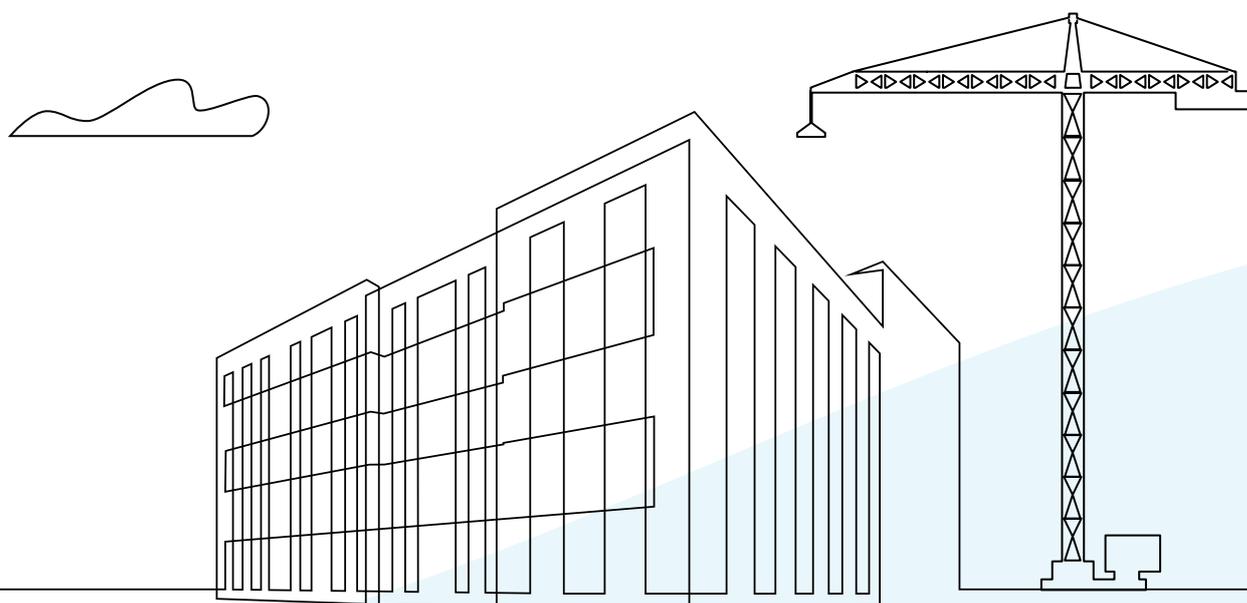
At risk to Step into job transitions

On the next page we map out a number of roles that are currently categorised 'at risk' and illustrate corresponding 'Step into' transitions which use transferable skills. Positively, in many cases these 'Step into' roles offer higher salaries than at risk jobs and would be accessible with minimal re-training.

Work sector	At risk occupation	Step into occupation	Salary differential	Overlapping skills
Public Administration	Bartender	Housing officers	+£7,860	• Customer service • Cleaning • Staff management • Customer contact
Engineering	Bus Driver	Operations and Maintenance Specialist	+£3,020	• Customer service • Cleaning • Forklift operation
Construction	CNC Operator	Pipe Fitter	+£6,792	• Engineering drawings • Technical recruiting • Cleaning
Health	Optician	Phlebotomist	+£3,414	• Customer service • Patient care • Surgery • Teaching
Digital	Customer Service Representative	Satellite / Broadband Technician	+£7,291	• Customer service • Customer contact • Key performance Indicators (KPIs) • Service Level Agreement
Land	Pet Care Manager	Farm Manager	+£7,058	• Cleaning • Animal husbandry • Record keeping • Staff management
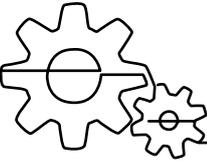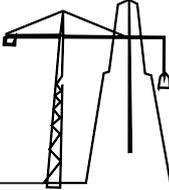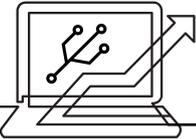
Given that many Step into roles will represent a permanent change in career direction, we have identified not only jobs which can offer secure and sustainable employment, but which can also offer the potential for progression. The sectors highlighted below will potentially provide career development and increased salary over time, without the need for additional education or training other than that available on-the-job.

Step into to target transitions

Sector	Step into role	Target Occupation	Salary Differential
Construction	Pipe Fitter	Construction Supervisor	+£5,094
Digital	Satellite / Broadband Technician	Mechatronics Engineer	+£16,622
Engineering	Operations and Maintenance Specialist	Operations Manager	+£20,526
Health	Phlebotomist	Theatre Practitioner / Scrub Nurse	+£9,000
Land	Farm Manager	Soil / Plant Scientist	-£291
Public Administration	Housing officers	Property / Real Estate / Community Managers	+£1201*

*Salary is from ONS data

Given the high importance placed on long-term career sustainability by many respondents, we have also identified jobs which have demonstrated high levels of growth during the Covid-19 pandemic as well as being predicted to grow over the next 5 years.

Top 3 target occupations by Covid growth & Top 3 occupations by 5-year growth

Occupation	Demand in Last 12 Months	5-Year Growth	Covid-19 Growth	% of Postings Requiring Sub-BA Education	Avg. Advertised Salary
Laboratory Manager	1,100	47%	176%	9%	£42,167
Cargo / Freight Coordinator	2,920	85%	101%	49%	£27,215
Community Education Provider	3,445	75%	92%	68%	£35,072
Data Scientist	6,775	410%	-17%	3%	£63,800
Data Engineer	7,538	270%	25%	2%	£65,977
Mechatronics Engineer	2,375	86%	1%	50%	£45,606

Barista to Pharmacy Technician

Typically, career pathways for Baristas have led to other jobs in the hospitality sector. With the impact of Covid-19, the entire sector has faced decreased demand. How can workers in that sector, like Baristas, find stable employment and new career pathways?

A surprising example but possible with fresh thinking is the career transition to Pharmacy Technician

- Overlapping the skills of customer service, staff management and stock control

- Pharmacy Technicians have experienced growing demand in 11 regions and 98% of postings require a sub-BA education

- Pharmacy Technicians make £8,173 more on average then Baristas.

CNC Operator to Pipe Fitter

- Overlapping the skills of engineering drawings, technical recruiting and cleaning

- Pipe Fitters have experienced growing demand in 7 regions and 90% of postings require a sub-BA education

- Pipe Fitters make £6,792 more on average then CNC Operators.

Conclusion

This report provides a new and innovative way of re-examining the challenges facing our labour market.

As noted, these challenges aren't new, but equally the impact of Covid-19 has exacerbated issues that pre-existed. Throughout this crisis we have seen examples of individuals, businesses and whole sectors re-thinking their traditional methods of working, revisiting and transforming them to better cope with the additional challenges that the pandemic has posed. We understand that some career switching has increased as a consequence of the pandemic, however this is a trend which is likely to continue post-Covid as a result of factors such as the fourth industrial revolution, AI and longer working lives. To ensure we have the skills and ecosystem to accommodate these changing trends, we believe Step into jobs and Skills Bridges need to be a central plank of this innovation and the skills and employment ecosystem looking forward.

As we have highlighted, there needs to be a change in the lifelong learning system with greater connection between industry skills needs and the training on offer, alongside a much broader understanding of how skills development can be delivered and accessed to benefit all.

On the next few pages we include recommendations for how to create a lifelong learning eco-system that will help us to recover from the pandemic and enable people to reskill throughout their working lives to remain employable:

1. Creating a flexible funding system that allows for funding for modular short courses that are linked to Step into outputs

Skills funding policy over the years has worked alongside a system that delivered linear education solutions with a ceiling age of 18 or 22 years old for those progressing to HE, where learning was more often than not been based in a classroom between the hours of 9-5 five days a week.

If we are to achieve more flexible solutions to learning with stronger links to employment destination, then funding needs to provide for a lifelong learning system which delivers this. Take for example the Government's Lifetime Skills Guarantee – announced in September 2020 but will not start delivering learning until April 2021. At a time when the UK is facing some of its worst rates of joblessness, we needed a system which can act now, rather than in six months' time. The Lifetime Skills Guarantee is also far too narrow in its scope and unnecessarily closes doors to those that most need it, as it is only available to those without a full Level 3 qualification and only in a limited number of sectors. What those who are out of work or at risk of losing their jobs need now is a hybrid model of flexible, digitally enabled training that can be accessed easily. This should also cover a range of sectors and levels in addition to what has been announced already.

Another example can be seen in the recent Skills for Jobs White Paper with the announcement of details for the Lifelong Loan Entitlement. The Government notes on this that 'Flexibility is going to be the cornerstone for supporting adults who need to retrain and upskill at any point in their working lives'. A consultation will be held on the detail and scope of the loan entitlement this year, yet it will not come into force until 2025.

In order to better support people, we need to think about the future direction of education and learning now, and the fact that more of this will be delivered in non-classroom-based settings. We therefore reiterate our proposal from our submission to the Government's Comprehensive Spending Review for a more effective reallocation of the £1 billion investment from planned Government funding, augmented by devolved Adult Education Budget allocations to ensure all post-compulsory education adults have access to Adult Training Allowance Loans to meet employer and labour market demand.

Propose a more effective reallocation of the £1 billion investment from planned Government funding

2. Clearer and more effective ways to help identify and understand transferable skills

Our report has discussed how passionately we believe individuals should be helped to make the most of the transferable skills they have gained through their working lives. Those seeking out this advice however need to be aware and able to access services which will help them in realising their skill set.

We believe that the creation of Employment and Training Hubs, which will act as a one-stop skills and jobs matching service for those who might need to or want to upskill or retrain and those seeking employment. Our view is that these would allow access to much needed advice, guidance and provide a diagnostic of their current transferable skill sets. This service would also identify skills that could be easily transferred to other industries / jobs as well as any skill gaps people had. It should be used to augment and transform existing solutions from Jobcentre Plus and the National Careers Service.

3. Take a region-led approach to skills policy

This is a point we consistently campaign on and discuss in our policy work, and it has been shown yet again in the regional variation of jobs/industries presented in this report.

In order to better assist each individual region to recover from and have more opportunities, Government must devolve more policy and funding powers to Mayoral Combined Authorities (MCAs) and Local Enterprise Partnerships (LEPs) and ensure they are using the expertise of the British Chamber of Commerce networks. This will allow them to champion and lead locally based skills and job-related solutions, which are tailored to a regional ecosystem and should be linked to workforce profile intelligence.

4. Embrace digital solutions

As we have demonstrated through the Skills Bridge solution, learning is now far broader than classroom based. Equally, no one should be expected to completely retrain if they're looking to change careers or seek a job in a new area. As the Skills Bridge demonstrates, Step into roles provide the opportunity to develop new skills and progress in a growth industry. Taking the Step into Social Care course as an example, this is a 4-hour introduction to the skills needed in social care to help people understand if it's a suitable sector for them. This also signposts to next stage training (if needed), or relevant jobs destinations.
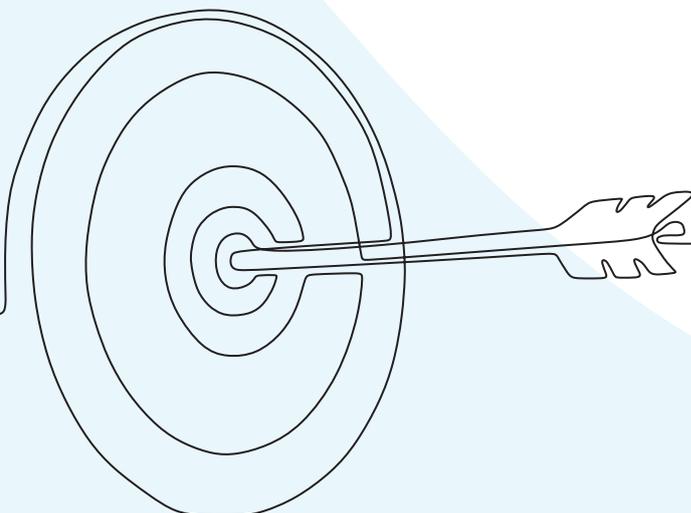
We recommend that looking to the future there are far more digital solutions available as a means of widening the reach and flexibility of learning and which help get people into or back into the workplace in a shorter space of time.

5. Employers should consider a more flexible approach to workforce development and recruitment

We understand that the impact of the pandemic has been felt by all employers, no matter their size or sector. Throughout this report we demonstrate the receptiveness towards innovation and different ways of thinking that many employers have shown, something which we believe can continue moving forward.

Our report demonstrates that there is untapped potential across the UK from individuals working in industries with related or transferable skills. Because of this we're recommending that employers take a more flexible approach in their recruitment and skills requirements moving forward.

6. Embed lifelong learning at the heart of all skills policy

The subject of lifelong learning is something successive Governments over the years have always championed, but with this has come policy measures which are not given the thought or time to embed. With the launch of the recent Skills for Jobs White Paper, and with policy consultations underway for technical and vocational qualifications at various levels, now is the time to create and embed an FE education system which is equipped to fulfil its role helping get people back into work, regardless of previous attainment and create a culture of lifelong learning.
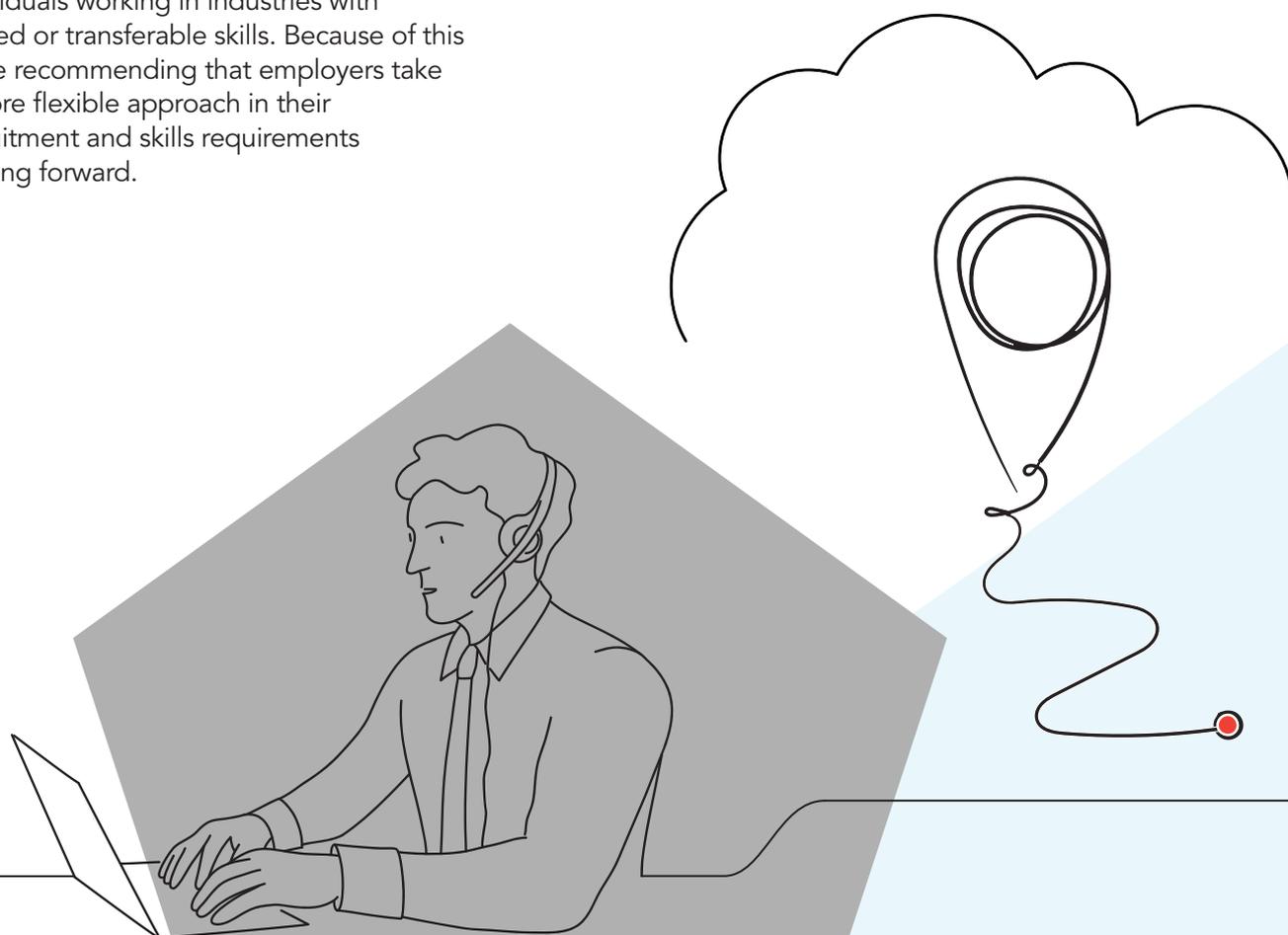
Skills Bridges

Through a partnership with FutureLearn, City & Guilds is working to turn the tide on unemployment in the UK and help individuals who work in industries impacted by Covid-19 to reskill and switch careers into growing industries or those facing labour shortages.

Through this partnership we have developed Skills Bridges. Created using employer insights, Skills Bridges identify the overall potential of an individual and determine how their skills and motivation can be transferred seamlessly into other industries and occupations. Skills Bridges offer individuals the tools and knowledge of the sector they need to gain direct entry into a new occupation and give them an advantage in the recruitment process.

Individuals receive a City & Guilds digital credential upon completion, enabling them to access jobs boards and showcase their skills across social media platforms.

The first phase of Skills Bridges launched in mid-September and focuses on the social care sector. The Step into Social Care course, available on the FutureLearn platform, promotes the social care sector and the jobs and progression opportunities it can offer.
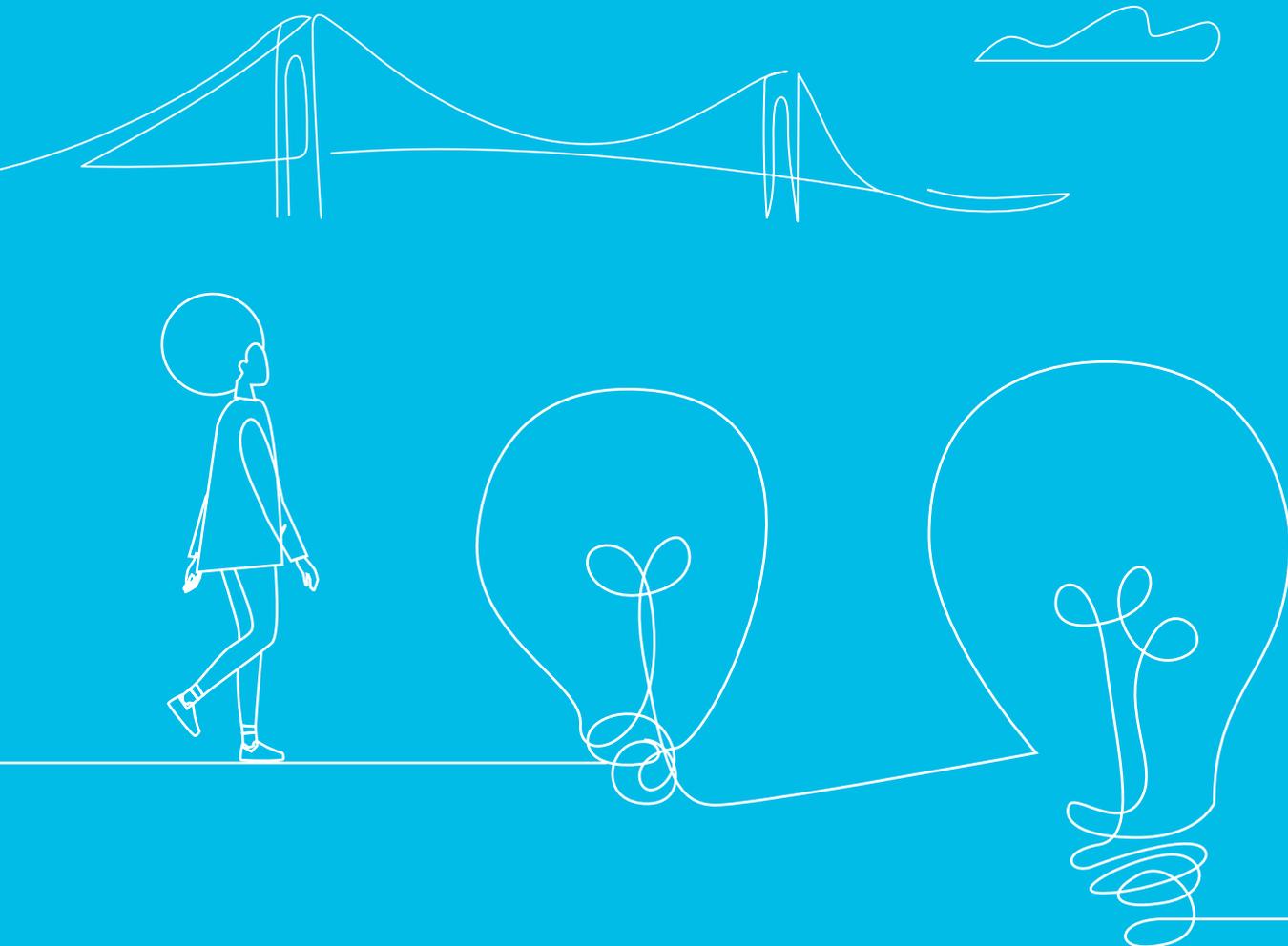
Methodology

YouGov

This survey was conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. All survey figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2041 employed / furloughed adults. Fieldwork was undertaken between 8th - 11th January 2021. The survey was carried out online. The figures have been weighted and are representative of all GB employed / furloughed adults (aged 18+).

Burning Glass Technologies

a. Real time jobs data

i. The data in this report, provided by Burning Glass Technologies, provides real-time information on the labour market through millions of job postings that are being posted daily by prospective employers. Utilizing this information allows for a detailed and updated perspective on the demand for occupations as well as changing skill requirements.

ii. Further, the nature of the real-time data allows for a more granular level of detail for analysis by making it possible to dive into deeper specifics, such as how an occupation's requirements, whether that be education, experience, certifications, or skills, vary across geographies, between industries and within an industry.

b. Data collection approach

i. The methodology utilized by Burning Glass Technologies to get the job postings from online postings is based on 'spider' technology. When an online site is determined to be valid, a spider is programmed and activated for that site, regularly visiting it, and pulled job information for any jobs posted. Burning Glass spiders more than 40,000 sites in the entire world, with over 6,000 devoted to the UK.

ii. When the postings are collected, Burning Glass then parses, extracts, and codes dozens of data elements, like job title, specific skills, education requirements, salary information, job type, number of openings, experience requirements, etc. From there, Burning Glass codes occupations and skills using a combination of machine learning techniques and expert-generated rules to assign a job posting into an occupation and tag the specific skills required by the posting.

iii. Burning Glass uses almost 7,500 different job advertisement sources in the UK, which is compromised of direct employer sites, job boards, aggregators, government, and free sites. Burning Glass also has mechanisms in place to ensure de-duplication for job advertisement; about 80% of all postings are discarded as duplications to make sure that the data used for analysis reflects unique job postings.

c. Skills data

i. Burning Glass identifies the skills requested by each job posting. By doing so, it creates the opportunity to look at a particular skills demand in an occupation, geographical area, industry, etc… at a point in time or how it changes across time. Burning Glass has a propriety dictionary of over 17,000 skills, with metadata features for each skill.
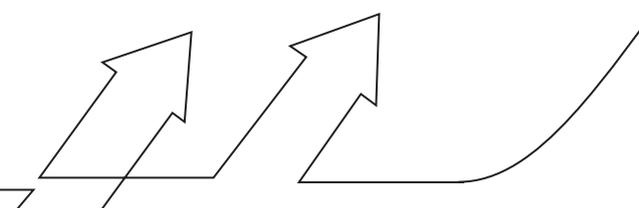
About information

City & Guilds Group

Our vision is for a world in which everyone has the skills and opportunities to succeed.

We support over four million people each year to develop skills that help them into a job, develop on that job and to prepare for their next job.

As a charity, we're proud that everything we do is focussed on achieving this purpose.

Through our assessment and credentialing, corporate learning and technical training offers, we partner with our customers to deliver workbased learning programmes that build competency to support better prospects for people, organisations and wider society.

We create flexible learning pathways that support lifelong employability, because we believe that people deserve the opportunity to train and learn again and again – gaining new skills at every stage of life, regardless of where they start.

Our foundation activities amplify our purpose by helping to remove barriers to getting into a job, celebrating best practice on the job, and advocating for jobs of the future.

Burning Glass Technologies

Burning Glass Technologies is an analytics software company that has cracked the genetic code of an ever-changing labor market. Powered by the world's largest and most sophisticated database of labor market data and talent, we deliver real-time data and breakthrough planning tools that inform careers, define academic programs, and shape workforces.

Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. Burning Glass is reshaping how the labor market works, with data that identify the skill gaps that keep job seekers and employers apart and tools that enable both sides to bridge that gap and connect more easily. The company's artificial intelligence technology analyses hundreds of millions of job postings and real-life career transitions to provide insight into labor market patterns. This real-time strategic intelligence offers crucial insights, such as which jobs are most in demand, the specific skills employers need, and the career directions that offer the highest potential for workers.

Burning Glass' applications drive practical solutions and are used across the job market: by educators in aligning programs with the market, by employers and recruiters in filling positions more effectively, and by policy makers in shaping strategic workforce decisions. At the same time, Burning Glass' data-driven applications for workers and students help them choose career goals and build the skills they need to get ahead.

Based in Boston, Burning Glass is playing a growing role in informing the global conversation on education and the workforce, and in creating a labor market that works for everyone.

Contributors: Anna Colanduoni, Nyerere Hodge, Bledi Taska, Rucha Vankudre

Thanks for reading

City**&**Guilds Group