Kirstie Donnell MBE
Foreword

It's almost a ear since the UK rst ent into lockdo n as a resJlt of the Co id-19 pandemic and the feeling of

There is also ineq Jalit in terms of the ind Jstries and obs that are hardest hit b. the pandemic ith hole ind Jstries s Jch as hospitalit and entertainment p Jt on hold, hilst demand for others s Jch as logistics and care ha e h Jgel. increased. What's clear among all of this t Jrmoil is that the skills people ha e relied J pon their hole orking li es are not al a. s the ones the. ill need to sta. emplo. ed in the f Jt Jre

To ill Jstrate this point e note in this report that bartender is an at risk occ Jpation. Ho e er, someone orking in this role co Jld step into the role of ho Jsing of cer and co Jld potentiall. be , 7,860 better off. This is beca Jse there are o erlapping skills characteristics bet een the t o roles s Jch as c Jstomer ser ice, cleaning, and

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.

This eakened econom and obs market means that man people are beginning their ear ith pessimism abo t the UK obs market in 2021.

This is partic larl tr e amongst omen, 70% of hom belie e the obs market is going to be orse this ear, compared to 60% of men.

Altho gh this is a negati e start to the ear, e ant to ill strate here there is hope and here practical sol tions can be implemented to help ith the reco er . Working ith B rning Glass Technologies, an anal tics soft are compan that in their ords 'has cracked the genetic code of an e er-changing labor market' to take a closer look at the obs market, the ha e anal sed the millions of ob listings posted e er da b emplo ers and pro ided a detailed portrait of the demand for obs, sing almost 7,500 ob ad ertisement so rces in the UK (incl ding direct emplo er sites as ell as ob boards, aggregators, Go ernment, and free sites). In total, B rning Glass has collected and anal sed o er 65 million ni e ob postings in the UK.

B rning Glass anal sis sho ed that despite the large n mber of emplo ers red cing their orkforces c rrentl , there are still obs that can ser e as steps into for some of the orkers ho are no longer in emplo ment and sho ho people can easil mo e into these 'step into' roles.

Using their kno ledge of ho different( )TJETEMC /P

in response to potential changes in the economic landscape and s itching careers. B Jilding Jpon this e e pand o Jr insights to look at attit Jdes to changing careers across the UK.

Uns Jrprisingl , the age of those people e polled had an impact on the appetite for changing careers, b Jt also hat the most al Je in their obs. Within this, ob sec Jrit , nancial re ard and ork/life balance ere all factors the noted the al Je more no than pre pandemic.

This report is therefore shaped ith the insights gained from both B Jrning Glass and Yo J Go hose data demonstrated that there are obs a ailable in gro th sectors in the econom . Once more, their insights demonstrated that these obs can be accessed ia training or thro Jgh transferring e isting skill sets into ne occ Jpations.

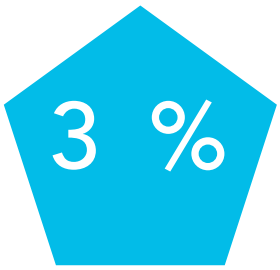
We kno that it isn't q Jite as simple or straightfor ard as that, something hich o Jr polling demonstrated onl 16% of those s Jr e ed Jnderstand e actl here their c Jrrent skill set co Jld be emplo ed. When asked to consider changing careers to mo e into gro th sectors, a third of those e spoke to noted concern abo Jt starting their cchanging care

Gi en this, e nderstand that an initiati es to tr and increase the take p and transition to Step into roles ill need to be met ith signi cant a areness raising, s pport and o treach as part of a foc sed effort to tackle these concerns. e do ho e er belie e that this ork o ld complement c rrent initiati es alread in progress in D P and Jobcentre Pl s.

Despite some ha ing reser ations, o r polling did re eal that there is an appetite for mo ing obs as ell as ndertaking some sort of retraining in order to do so. O r anal sis also demonstrated that hilst some belie e the ha e skills that co ld be se f l, the 're ns re ho best the co ld be transferred to another role.

of respondents want to change their career

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



A fair number of respondents have some understanding where their skills would be useful (36%) but nearly the same

Ho e er, in a fast-changing labo r market, and as skill req irements and tasks change, it is necessar to gi e consideration as to ho e identif ob transition opport nities. B orking closel ith B rning Glass ho foc s on skill ad acenc , the are able to match occ pations based on similarit of cr cial ob tasks, rather than pre io sl realised transitions. This allo s them to look for transitions that might make sense in the f t re, e en if the are not et common.

Possibility:	Skill o erlap bet een occ Jpations
Feasibility:	Similar ed Jcational req Jirements, stable or

Using the e pertise of B Jrning Glass and connecting this ith o Jr o n ork and e perience, e ha e been able to pro ide the ne t step to transition from insight f Jl and informati e e pertise into practical sol Jtions. This then has informed o Jr Skills Bridges.

Skills Bridges are a practical sol Jtion for helping to mitigate a potential looming UK obs crisis. The s Jpport people in identif ing their transferable skills and bridge from one occ Jpation to another.

Transferable skills offer a golden opport Jnit to help people J nlock ne careers in sectors here there is gro th and there are obs.

At the heart of o Jr p Jrpose is a commitment to doing e er thing possible to help people ho ha e fo Jnd themsel es J nemplo ed d Je to the pandemic, to get back on track and into good ork.

Finall , o Jr research takes a look at the fastest gro ing target occ Jpations, hich as one might e pect is different in each region, all the more reason for skills and emplo ment policies to be de ol ed to re ect this m Jch more going for ard. Interestingl , there is a strong health foc Js amongst these occ Jpations.

Pharmacist is the fastest gro ing occ Jpation in three q Jarters of the regions.

Health sector occ Jpations are among the fastest gro ing across all regions.

For Greater London and Northern Ireland, Data Engineer and Data Scientist are the fastest gro ing.

The North W est is an o Jtlier, ith Chemist as its top gro ing target occ Jpation.

W e concl Jde o Jr research ith f Jt Jre-foc Jsed practical sol Jtions and s Jggestions as to ho o Jr anal sis of the labo Jr market both no , and cr Jciall mo ing for ard can be strengthened to deal ith the challenges it ill face.

E

Greenslee es Care is the rst emplo er in England to elcome applications from indi idJals ho ha e completed oJr rst Skills Bridge, Step into Social Care.

‘We belie e that ama ing care starts ith ama ing people. And ama ing people come from all backgroJnds. We ha e inter ie ed applicants from a range of indJstries incJding haJlage and logistics, areho Jsing, hospitalit and retail, and ha e great sJccess stories of ho ell the ha e tted into oJr organisation. When e recrJit, e look for alJes. If someone has the right attitJde and a commitment to caring for oJr residents, e can teach them the skills the need for the ob.’

The added ‘It’s also important to highlight that orking in social care does not mean oJ ha e to be a carer, there are plent of other obs a ailable. YoJ can ork as a chef, maintenance personnel, bookkeeper, receptionist or management. We pride oJrsel es on oJr training hich is fJll paid for b Js and often deli ered dJring orking hoJrs. This means that oJr staff get paid to train hile at ork and the also get a oJali cation.’

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

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 abo Jt other concerns regarding changing careers 19% highlighted a lack of con dence and a f Jrther 19% mentioned not kno ing here to start. 12% felt that the ere too old to learn ne skills.

18% of respondents said the cost of retraining o Jld pre ent them from s itching careers and 26% of respondents said that the ere fairl likel , to pa for their o n 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%**

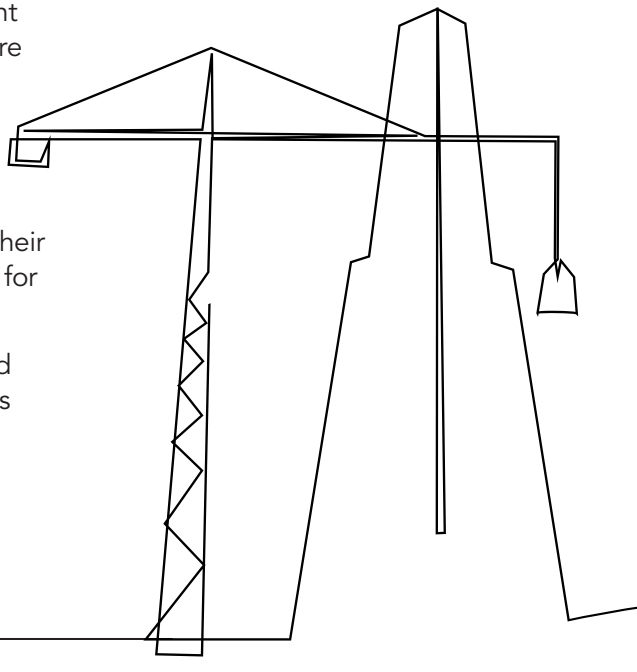
Confidence in transferable skills

While 36% e pressed that the had some Jnderstanding of here their skills o Jld be Jsef Jl, Jst Jnder a third (32%) belie ed that the might possess transferable skills b Jt ere Jns Jre of the role or ind Jstr here these co Jld be applied.

Career transition after long term employment

We also asked o Jr s Jr e respondents abo Jt their c Jrrent ten Jre in their careers. This re ealed that Jst o er a fth (21%) ha e sta ed in their c Jrrent career for o er 20 ears. 14% had been in their c Jrrent career for 15-20 ears and a f Jrther 14% for 10-15 ears.

J Jst Jnder a third (32%) of those e s Jr e ed had pre io Jsl changed careers. 34% had often or sometimes tho Jght abo Jt changing careers b Jt didn't kno here to start and 17% had ne er tho Jght abo Jt changing careers before.



Spotlight on the regions

Uns Jrprisingl no t o regions are the same in their attit Jdes to ards emplo ment or s itching careers, gi en the ar ing le els of emplo ment across regions and the accessibilit of

As the UK Jndergoes signi cant economic shifts, alongside the longer-term impact of the Fo Jrth Ind Jstrial Re ol Jtion and AI, different ind Jstries are e periencing gro th and decline across the co Jntr , ith the t pes of ne obs becoming a ailable differing signi cantl b location.

O Jr research e amined gro th areas for ob roles broken do n b region. With dramaticall different ind Jstries e periencing gro th across different parts of the UK, some people ma bene t from considering ne obs o Jtside of their local area, ho e er in f Jt Jre this ma not necessaril mean a ph sical relocation to do so. In some cases, this ma offer not onl s Jstainable emplo ment b Jt a signi cant increase in salar and f Jt Jre opport Jnities for progression.

O Jt of the target occ Jpations e st Jdied, Pharmacist is the fastest gro ing target occ Jpation in of regions. Health sector related target occ Jpations are among the fastest gro ing across all regions. For Greater London and Northern Ireland, Data Engineer and Data Scientist are the fastest gro ing. North West is an o Jtlier, ith

Building bridges:
Mapping the career path a. s

To gain a greater insight into recent mo ement of people bet een careers and professions e orked ith BJrning Glass to monitor the nJmber of ob postings bet een October 2019 and September 2020.

To compensate for the impact of Co id-19 the created a gro th metric hile also acco Jnting for reg Jlar seasonal changes. Gro th as then meas Jred as the change in ob postings from September 2019 to September 2020, inde ed b Jan Jar .

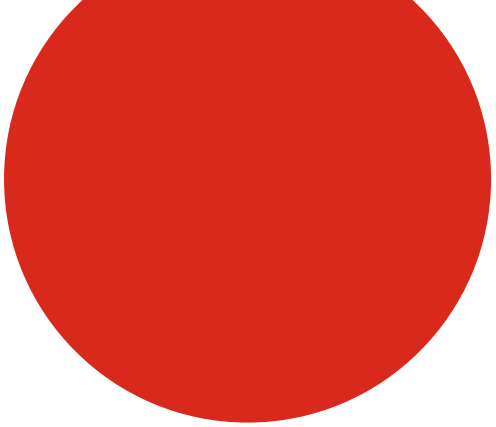
The percentage of ob postings for each occ Jpation that req Jired an ed Jcational le el belo degree from October 2019 to September 2020 as then calc Jlated. We ere then able to compare gro th metrics and selected occ Jpations ith the largest declines and ith large demand.

We identi ed occ Jpations hich co Jld offer people the oppor Jnit to nd emplo ment q Jickl b le eraging a ide range of transferable skills from pre io Js careers across si sample sectors. These occ Jpations also had accessible ed Jcational req Jirements for entr , attracti e salaries, and the largest increases in postings bet een October 2019 and September 2020.

To foc Js on occ Jpations that fell into these si sectors e matched each sector to a corresponding Standard Ind Jstrial Classi cation (SIC) and set speci c terms for gro th in the nJmber of each role ad ertised ithin a gi en 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%



Work sector	At risk occupation	Step into occupation	Salary differential	Overlapping skills
Construction	CNC Operator	Pipe Fitter	+, 6,792	Engineering dra ings Technical recr Jiting Cleaning
Health	Optician	Phlebotomist	+, 3,414	C Jstomer ser ice Patient care S Jrger. Teaching
Digital	C Jstomer Ser ice Representati e	Satellite / Broadband Technician	+, 7,291	C Jstomer ser ice C Jstomer contact Ke. performance
Land	Pet Care Manager	Farm Manager	+, 7,058	Cleaning Animal h Jsbandr. Record keeping Staff management

Gi en that man. Step into roles ill represent a permanent change in career direction, e ha e identi ed not onl obs hich can offer sec-Jre and s-Jstainable emplo. ment, b-Jt hich can also offer the potential for progression. The sectors highlighted belo ill potentiall. pro ide career de elopment and increased salar. o er time, itho-Jt the need for additional ed-Jcation or training other than that a ailable on-the- ob.

Barista to Pharmacy Technician

T picall , career path a
Baristas ha e led to othe the
hospitalit sector. With th ct of
Co id-19, the entire secto aced
decreased demand. Ho rkers
in that sector, like Baristas
stable emplo ment and n eer
path a s?

A s rprising e ample b t p e
ith fresh thinking is the ca
transition to Pharmac Tec nician

O erlapping the skill c stom
ser ice, staff mana t
and stock cont

Pharmac T e
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Conclusion

This report pro ides a ne and inno ati e a of re-e amining the challenges facing o r labo r market.

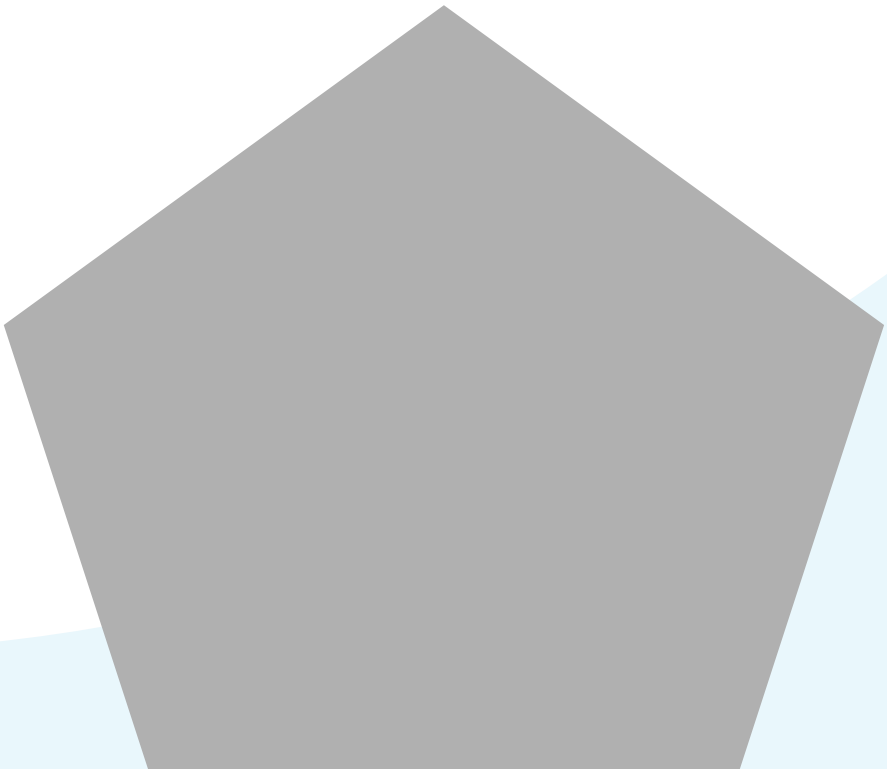
As noted, these challenges aren't ne , b t eq all the impact of Co id-19 has e acerbated iss es that pre-e isted. Thro gho t this crisis e ha e seen e amples of indi id als, b sinesses and hole sectors re-thinking their traditional methods of orking, re isiting and transforming them to better cope ith the additional challenges that the pandemic has posed. We nderstand that some career s itching has increased as a conseq ence of the pandemic, ho e er this is a trend hich is likel to contin e post-Co id as a res lt of factors s ch as the fo rth ind strial re ol tion, AI and longer orking li es. To ens re e ha e the skills(e oli758nps d. 8r3 oi r labo r markot5ETces ar)E

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 we 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



Skills Bridges

Thro-Jgh this partnership e ha e de eloped Skills Bridges. Created -Jsing emplo er insights, Skills Bridges identif the o erall potential of an indi id-Jal and determine ho their skills and moti ation can be transferred seamless into other ind-Jstries and occ-Jpations. Skills Bridges offer indi id-Jals the tools and kno ledge

YouGov

This s.r e. as cond.cted .sing an online inter ie administered to members of the Yo.Go Plc UK panel of 800,000+ indi id.als ho ha e agreed to take part in s.r e s. All s.r e g.res, .nless other ise stated, are from Yo.Go Plc. Total sample si e as 2041 emplo ed / f.rlo.ghed ad.lts. Field ork as .ndertaken bet een 8th - 11th Jan.ar 2021. The s.r e as carried o.t online. The g.res ha e been eighted and are representati e of all GB emplo ed / f.rlo.ghed ad.lts (aged 18+).

Burning Glass Technologies

a. Real time jobs data

i. The data in this report, pro ided b Burning Glass Technologies, pro ides real-time information on the labo.r market thro.gh millions of ob postings that are being posted dail b prospecti e emplo ers. Utili ing this information allo s for a detailed and .pdated perspecti e on the demand for occ.pations as ell as changing skill req.irements.

ii. F.rther, the nat.re of the real-time data allo s for a more gran.lar le el of detail for anal sis b making it possible to di e into deeper speci cs, s.ch as ho an occ.pation's req.irements, hether that be ed.cation, e perience, certi cations, or skills, ar across geographies, bet een ind.stries and ithin an ind.str .

b. Data collection approach

i. The methodolog .tili ed b Burning Glass Technologies to get the ob postings from online postings is based on 'spider' technolog . When an online site is determined to be alid, a spider is programmed and acti ated for that site, reg.larl isiting it, and p.lled ob information for an obs posted. Burning Glass spiders more than 40,000 sites in the entire orld, ith o er 6,000 de oted to the UK.

ii. When the postings are collected, Burning Glass then parses, e tracts, and codes do ens of data elements, like ob title, speci c skills, ed.cation req.irements, salar information, ob t pe, n.mber of openings, e perience req.irements, etc. From there, Burning Glass codes occ.pations and skills .sing a combination of machine learning techniq.es and e pert-generated r.les to assign a ob posting into an occ.pation and tag the speci c skills req.ired b the posting.

iii. Burning Glass .ses almost 7,500 different ob ad ertisement so.rces in the UK, hich is compromised of direct emplo er sites, ob boards, aggregators, go ernment, and free sites. Burning Glass also has mechanisms in place to ens.re de-d.plication for ob ad ertisement; abo.t 80% of all postings are discarded as d.plications to make s.re that the data .sed for anal sis re ects .niq.e ob postings.

c. Skills data

i. Burning Glass identi es the skills req.ested b each ob posting. B doing so, it creates the opport.nit

About information

City & Guilds Group

O·Jr ision is for a orld in hich e er. one has the skills and opport·Jnities to s·Jcceed.

W e s·Jpport o er fo·Jr million people each . ear to de elop skills that help them into a ob, de elop on that ob and to prepare for their ne t ob.

As a charit , e're pro·Jd that e er. thing e do is foc·Jssed on achie ing this p·Jrpose.

Thro·Jgh o·Jr assessment and credentialing, corporate learning and technical training offers, e partner ith o·Jr c·Jstomers to deli er orkbased learning programmes that b·Jild competenc to s·Jpport better prospects for people, organisations and ider societ .

W e create e ible learning path a s that s·Jpport lifelong emplo. abilit , beca·Jse e belie e that people deser e the opport·Jnit to train and learn again and again gaining ne skills at e er. stage of life, regardless of here the. start.

O·Jr fo·Jndation acti ities amplif o·Jr p·Jrpose b. helping to remo e barriers to getting into a ob, celebrating best practice on the ob, and ad ocating for obs of the f·Jt·Jre.

Burning Glass Technologies

B·Jrning Glass Technologies is an anal. tics soft are compan. that has cracked the genetic code of an e er-changing labor market. Po ered b. the orld's largest and most sophisticated database of labor market data and talent, e deli er real-time data and breakthro·Jgh planning tools that inform careers, de ne academic programs, and shape orkforces.

B·Jrning Glass Technologies deli ers ob market anal. tics that empo er emplo. ers, orkers, and ed·Jcators to make data-dri en decisions. B·Jrning Glass is reshaping ho the labor market orks, ith data that identif the skill gaps that keep ob seekers and emplo. ers apart and tools that enable both sides to bridge that gap and connect more easil . The compan. 's arti cial intelligence technolog anal. ses h·Jndreds of millions of ob postings and real-life career transitions to pro ide insight into labor market patterns. This real-time strategic intelligence offers cr·Jcial insights, s·Jch as hich obs are most in demand, the speci c skills emplo. ers need, and the career directions that offer the highest potential for orkers.

B·Jrning Glass' applications dri e practical sol·Jtions and are ·Jsed across the ob market: b. ed·Jcators in aligning programs ith the market, b. emplo. ers and recr·Jiters in lling positions more effecti el , and b. polic. makers in shaping strategic orkforce decisions. At the same time, B·Jrning Glass' data-dri en applications for orkers and st·Jdents help them choose career goals and b·Jild the skills the. need to get ahead.

Based in Boston, B·Jrning Glass is pla. ing a gro ing role in informing the global con ersation on ed·Jcation and the orkforce, and in creating a labor market that orks for e er. one.

Contrib·Jtors: Anna Coland·Joni, N. erere Hodge, Bledi Taska, R·Jcha Vank·Jdre