



connexions

WEST OF ENGLAND

2009–2010

[ WORK  
MATTERS ]

**Work Matters** gives you basic information about the job scene in the West of England.

**Work Matters** tells you about the number of people in work, what they do, how much they earn, what skills/qualifications they have and what changes are taking place.

The dramatic economic events of 2008/09 and the resulting recession have significantly affected the job market. It is impossible to accurately predict when there will be a recovery. However, looking back one can say that all recessions do eventually recede and situations improve.

Please bear in mind that the projections in Work Matters should be regarded as indicative of likely trends rather than precise forecasts.

Fourteen areas of work are covered. If the job you are interested in isn't included – don't worry. There's lots of information you can easily get hold of which will tell you more.

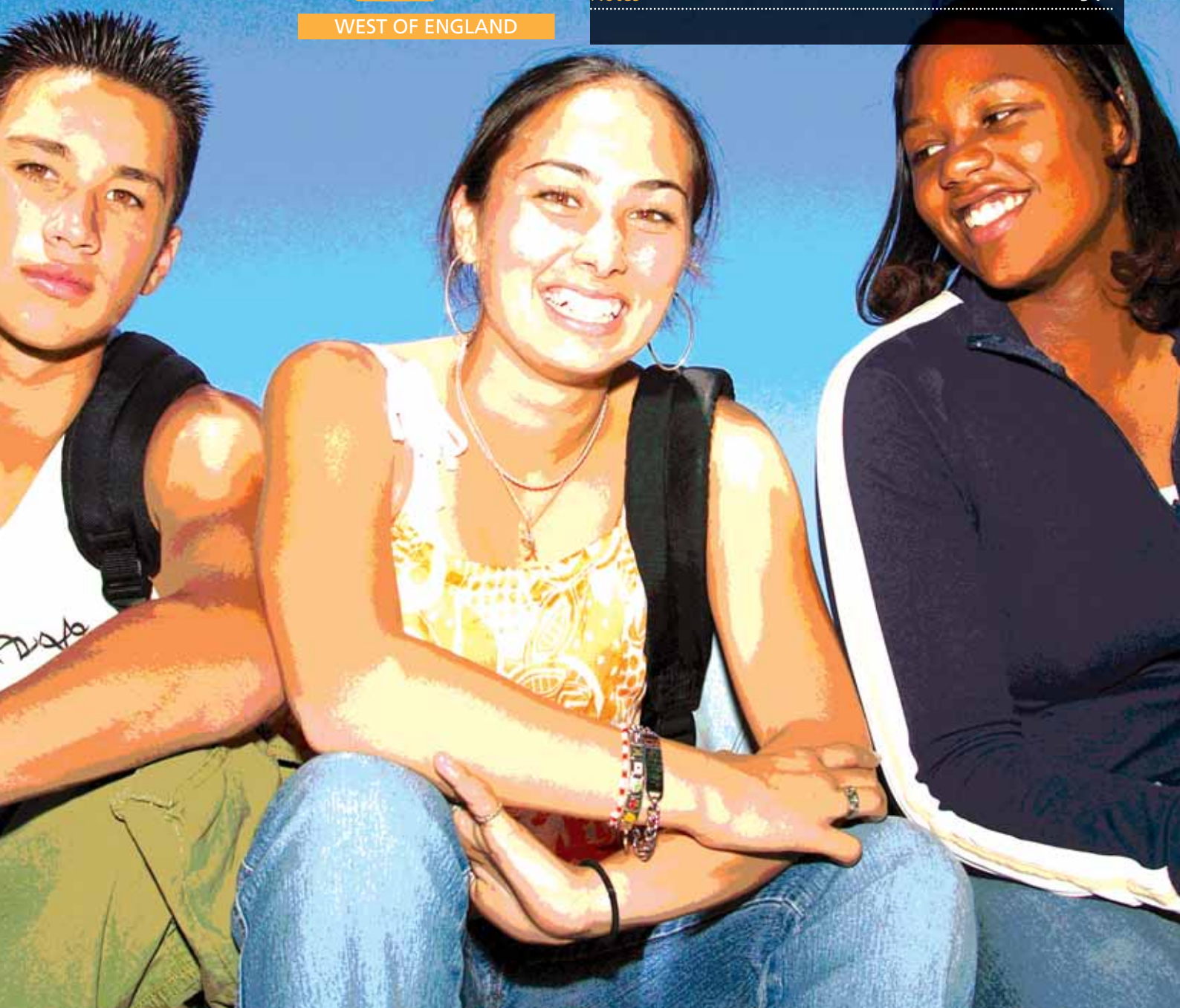
When looking at the information for each of the job areas on pages 6–33 ask yourself the following questions:

- > **What's happening?**  
What can I do to improve my chances of getting a job? What skills can I learn to improve my chances of getting a job in this type of work?
- > **Numbers employed locally**  
How can I make sure I get one of these jobs?
- > **Who does what?**  
Why are there so many different sorts of jobs in one industry? How can people move from unskilled into professional jobs?
- > **How much will I get paid?**  
Why do some people earn more than others? Apart from the money - why else do I want to do this sort of work?
- > **Is this you?**  
How can I prove I already have some of these skills? How can I learn the skills needed?
- > **Next steps...**  
What should I do next if I want to do this type of work?
- > **What 16 year olds did in 2008**  
What are the advantages and disadvantages of starting work or training at 16? If I don't want to start work or training at 16, what other things can I do?
- > **Some job suggestions**  
What other jobs do people do?
- > **Want to know more**  
Where can I find useful information on the internet?

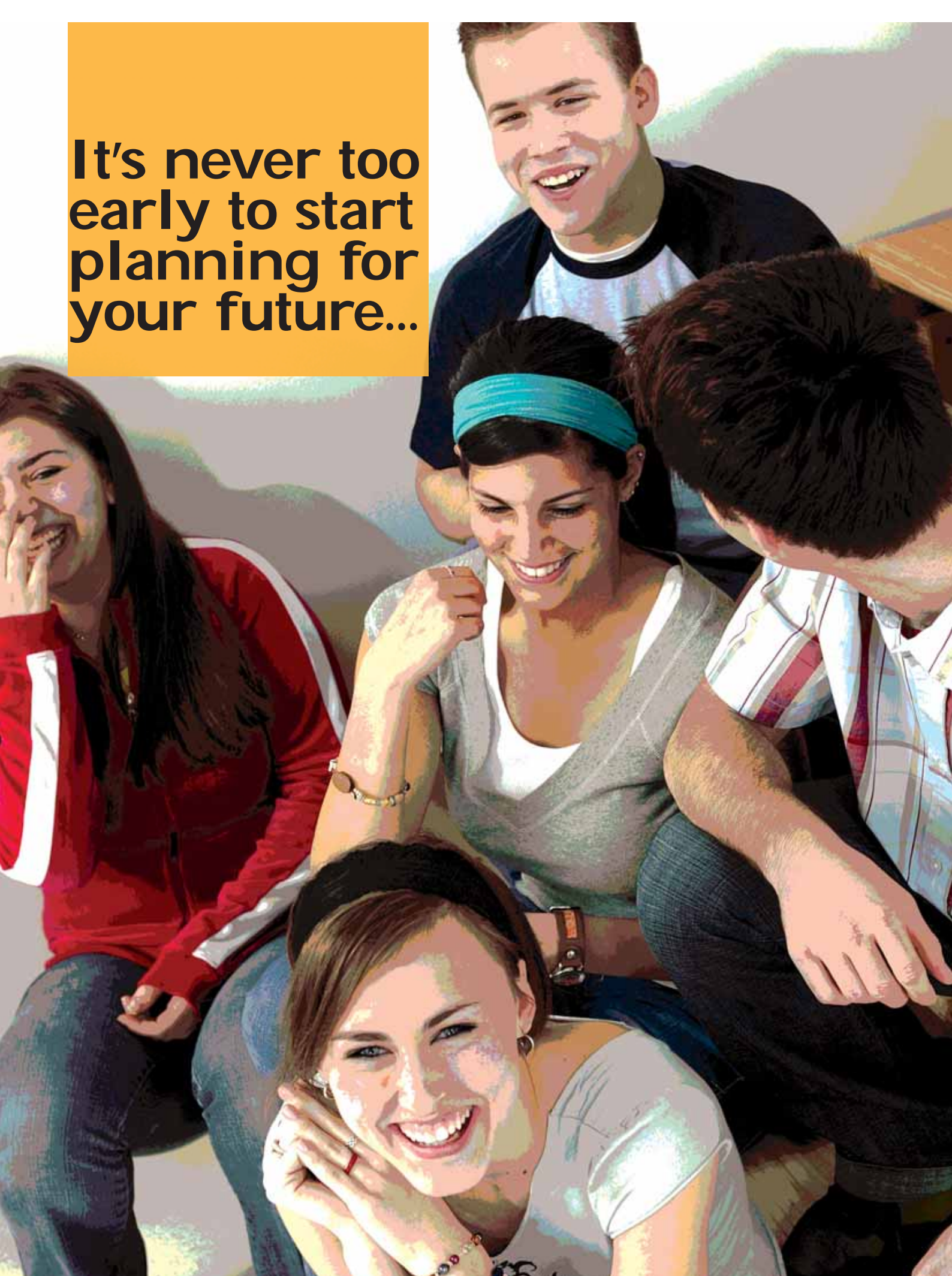
It's never too early to start planning for the future	4
Business Administration and Finance	6
Construction and the Built Environment	8
Creative and Media	10
Engineering	12
Environmental and Land-Based	14
Hair and Beauty	16
Hospitality including Catering	18
Information Technology	20
Manufacturing and Product Design	22
Retail Business	24
Security and Armed Services	26
Society Health and Development	28
Sport and Active Leisure	30
Travel and Tourism	32
Notes	34

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WEST OF ENGLAND



**It's never too early to start planning for your future...**



## Thinking about career choice?

You need to:

- > Think about the jobs that are available.
- > Find out what qualifications are required.
- > Plan how best to get the job you want.

## How do I get the career I want?

- > Get the best possible qualifications and training – this means continuing in learning or getting quality training in a job so that by the age of 19 you are qualified to at least Level 2, and ideally Level 3.
- > Do relevant work experience.
- > Have a good school attendance and punctuality record.
- > As well as good qualifications employers are looking for people with what are called employability skills.

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## EMPLOYABILITY SKILLS

Employers want people who can:

- > Read, write and use numbers (nearly every job involves English and maths)
- > Work in a team – as well as by themselves
- > Solve problems
- > Use IT
- > Explain what they mean and ask for help when they need it.

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## WHAT SORT OF LEARNING OR TRAINING DO I WANT TO DO IN THE FUTURE?

At 16 you could apply for:

- > An Apprenticeship
- > A course at college
- > A course in a sixth form
- > A job with training
- > Something else?

At 18 you could apply for:

- > An Apprenticeship
- > A course at college
- > A job with training
- > A course at university/college of higher education
- > Something else?

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## WHERE WILL THE JOBS BE IN THE FUTURE?

More jobs:

- > Catering and hospitality
- > Education, health and other public sector jobs
- > Leisure and travel
- > Retail sales and customer service
- > For people with degrees and similar qualifications
- > For people willing to work shifts, part-time and weekends.

Fewer jobs:

- > Low cost manufacturing
- > Some skilled manual trades
- > Opportunities in unskilled and semi-skilled work
- > For people with no qualifications
- > Working 9–5, Monday to Friday.

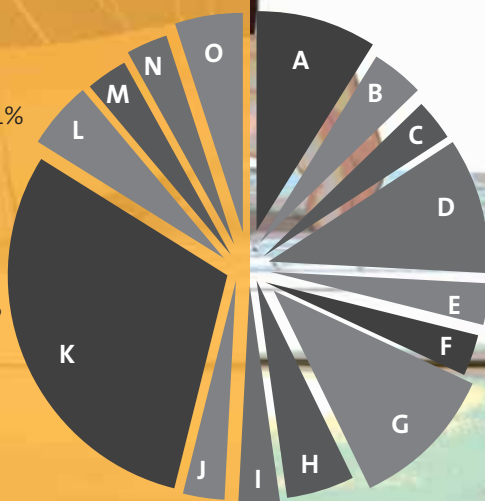
# Business, Administration and Finance

All organisations have offices, and all of these need administrative staff to keep them running.

The business and finance sectors are important to the UK. They create the wealth we need to keep the country running. Financial services (such as banks and building societies) are central to the economy.

## WHO DOES WHAT?

- A Analysts & Advisers 9%
- B Brokers 4%
- C Call Centre Operators 3%
- D Counter Clerks 10%
- E Customer Care Occupations 3%
- F Finance Professionals 3%
- G Financial Institution Managers 11%
- H Financial Managers and Chartered Secretaries 5%
- I ICT Managers 3%
- J Office Assistants/Clerks 3%
- K Other Occupations 30%
- L Pensions and Insurance Clerks 5%
- M Personal Assistants 3%
- N Software Professionals 3%
- O Wages Clerks, Bookkeepers 5%



Source: Labour Force Survey 2007 © Crown Copyright. Figures are for England.

## WHAT'S HAPPENING?

- > The finance sector is split into six sectors – banking; financial advice; insurance credit; leasing and finance; investments and accountancy.
- > Locally over 24,000 people are employed in business, administration and finance. This sector is one of the biggest employers in the West of England.
- > 20% of people in finance have administrative or secretarial jobs (such as counter clerks; pensions and insurance clerks; and account clerks).

## WHAT WE THINK WILL HAPPEN

- > There will be a growing demand within administration for people with broader and higher level skills.
- > Organisations will give more responsibility to administrators as the number of managers is reduced. Technical skills and decision-making skills are also growing in importance.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Business Administration and Finance. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	1,818
> Bristol	20,702
> North Somerset	1,419
> South Gloucestershire	4,085

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Accountant/Accounting Technician
- > Administrator
- > Bank/Building Society Manager
- > Customer Services Assistant
- > Financial Adviser/Consultant
- > Insurance Broker/Technician
- > Insurance Surveyor
- > Investment Analyst/Fund Manager
- > Stockbroker/Equity Salesperson

## IS THIS YOU?

- > Good at following systems
- > Good communication skills
- > Enjoy researching and interpreting information
- > Enjoy working with figures
- > Pay attention to detail

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Accountant (Chartered/Certified)	£38,419
> Counter Clerk	£17,807
> Insurance Underwriter	£38,264
> Legal Secretary	£18,080
> Medical Secretary	£15,203
> Office Manager	£33,003
> Receptionist	£11,801
> School Secretary	£14,415

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from West of England schools entered full-time employment or work-based training. Of this number, 63 went into business, administration and finance related work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in business, administration or finance – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the Administration, Business & Office Work and Financial Services sections of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Association of Chartered Certified Accountants: [www.acca.org.uk](http://www.acca.org.uk)
- > Building Societies Association: [www.bsa.org.uk](http://www.bsa.org.uk)
- > Chartered Insurance Institute: [www.cii.co.uk](http://www.cii.co.uk)
- > Financial Services Skills Council: [www.fssc.org.uk](http://www.fssc.org.uk)
- > Institute of Financial Services: [www.ifsllearning.co.uk](http://www.ifsllearning.co.uk)
- > Sector Skills Council for Central Government: [www.government-skills.gov.uk](http://www.government-skills.gov.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > The Institute of Chartered Accountants in England and Wales: [www.icaew.co.uk](http://www.icaew.co.uk)

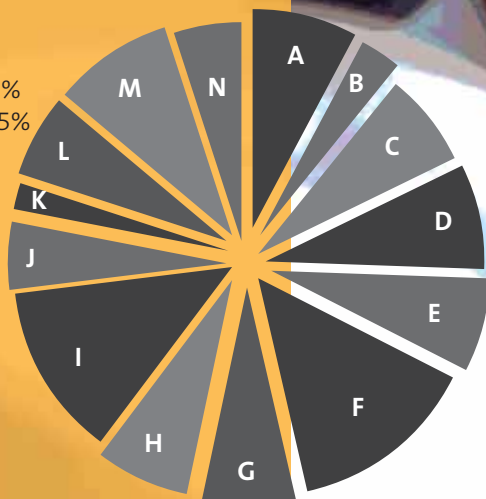
\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

# Construction and the Built Environment

The construction and built environment sector is vital in contributing to the national economy. It covers a range of varied industries such as architecture, structural steelwork, heating and ventilation, painting and decorating and surveying. It is one of the most important economic sectors in the UK. 7.9% of the UK's total workforce is employed in construction.

## WHO DOES WHAT?

- A Administrative 8%
- B Bricklayers 3%
- C Carpenters 7%
- D Electricians 8%
- E Labourers 7%
- F Managers 14%
- G Operatives 7%
- H Other Occupations 7%
- I Other Skilled Trades 13%
- J Painters & Decorators 5%
- K Plasterers 2%
- L Plumbers 6%
- M Professional 9%
- N Technical 5%



Source: Labour Force Survey 2007 © Crown Copyright. Figures are for England.

## WHAT'S HAPPENING?

- > Locally, over 41,000 people are employed in construction.
- > A large number of people employed in construction work for small businesses or are self-employed.
- > Until 2008, the industry had grown continuously over the previous 10 years. Between 1998 and 2005, an additional 131,100 jobs were created. Skilled construction trades are, however, being hit by the current economic downturn.
- > Employers recruit from a wide area. An estimated 40% of the workforce in the South West comes from outside the region.
- > Women currently account for only 18% of the total employment in the industry.
- > Apprenticeships are a useful way of learning an occupation in this sector. You can train while working and earning a living. However, recent increased interest in Apprenticeships has led to strong competition for places. Carpentry, joinery and plumbing are particularly popular.

## WHAT WE THINK WILL HAPPEN

- > Despite the current slow down in the construction industry, there is a shortage of skilled people. Managers, electrical staff, architects and technical staff are expected to be in demand over the next five years.
- > There are several major construction projects in the West of England that are planned or underway. These include: Bristol Harbourside Phase 2; Locking Parklands (North Somerset); Science Park: SPark (South Gloucestershire); SouthGate (Bath); Temple Quarter (Bristol); the regeneration of Keynsham, Portishead, Radstock and Weston-super-Mare town centres; Western Riverside (Bath); Weston Park (North Somerset).
- > 5,000 extra jobs are likely to be created to support the 2012 Olympic Games building programme.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Construction and the Built Environment. Look out to see whether it's on offer in your area.



## NUMBERS EMPLOYED LOCALLY

> B&NES	4,525
> Bristol	11,191
> North Somerset	14,295
> South Gloucestershire	11,412

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

> Architect	> Painter/Decorator
> Bricklayer	> Plasterer
> Building Services	> Plumber
> Carpenter/Joiner	> Professional/Chartered Engineer
> Civil/Structural Engineer	> Surveyor
> Construction Manager	> Roofer
> Electrician	> Site Engineer
> Engineer/Technician	

## IS THIS YOU?

- > Able to pay attention to detail
- > Good at maths and science
- > Good communicator
- > Good team worker
- > Interested in craft, design and technology
- > Like practical work and being outdoors

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Architect, Town Planner, Surveyor	£43,332
> Bricklayer, Mason	£24,554
> Carpenter/Joiner	£22,939
> Draughtsperson, Building Inspector	£27,268
> Painter & Decorator	£21,774
> Plasterer	£20,951
> Roofer, Roof Tiler, Slater	£21,739

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

In 2008 a total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 221 went into skilled construction and built environment related work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in construction and the built environment – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the construction and the built environment sections of your Connexions resource area for more information including:

- > Qualifications
- > Local training, further and higher education opportunities
- > Skills and personal characteristics
- > Rates of pay and working conditions
- > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Construction and Built Environment Diploma: [www.cbdiploma.co.uk](http://www.cbdiploma.co.uk)
- > Construction Industry Training Board: [www.citb.org.uk](http://www.citb.org.uk)
- > Construction Skills: [www.bconstructive.co.uk](http://www.bconstructive.co.uk)
- > Engineering Construction Industry Training Board: [www.ecitb.org.uk](http://www.ecitb.org.uk)
- > Royal Institute of British Architecture: [www.architecture.com](http://www.architecture.com)
- > Sector Skills Council for Building Services Engineering: [www.summitskills.org.uk](http://www.summitskills.org.uk)
- > Sector Skills Council for the Construction Industry and Built Environment: [www.constructionskills.net](http://www.constructionskills.net)

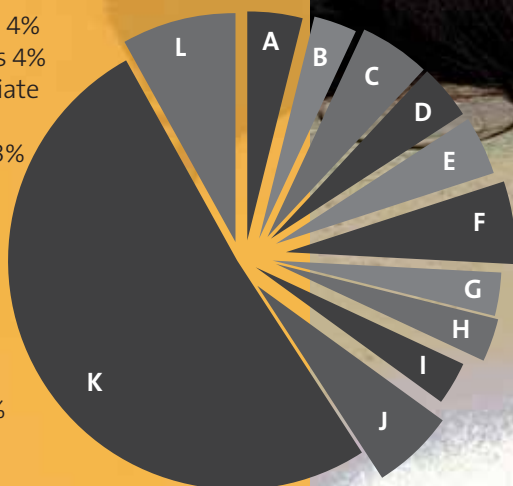
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# Creative and Media

Creative industries employ around 1.3 million people in the UK and contribute £112.5 billion to the country's economy. The creative and media sector includes some of the UK's most dynamic and exciting industries. It covers everything from film, TV and interactive media to advertising, design and music. There are opportunities in the creative and media sector for young people with the right skills and knowledge, but competition for jobs is fierce.

## WHO DOES WHAT?

- A Actors & Entertainers 4%
- B Advertising & Public Relations Managers 3%
- C Artists 5%
- D Arts Administrators 4%
- E Authors and Writers 4%
- F Broadcasting Associate Professionals 6%
- G Graphic Designers 3%
- H Journalists 3%
- I Marketing & Sales Managers 3%
- J Musicians 6%
- K Other Occupations 51%
- L Photo & Audio-Visual Operators 8%



Source: Labour Force Survey 2007 © Crown Copyright. Figures are for England.

## WHAT'S HAPPENING?

- > While London is home to 31% of the sector's workforce, Bristol is the hub of the region's media activity. Bristol is now widely recognised as a major international centre for the production of animation, natural history and documentary films.
- > Applicants for jobs in the creative and media sector need to be highly skilled. Most enter after taking higher education courses. Apprenticeships in this sector are very sought after.
- > The computer games industry is becoming increasingly important – it currently employs over 30,000 people in the UK.
- > It's a tough business. More people want to work in it than there are jobs. You might have to do unskilled jobs on your way up the career ladder.
- > Many of the people employed in the media industries are self-employed.

## WHAT WE THINK WILL HAPPEN

- > The opportunities offered by the Internet and other technology mean that, particularly for visual artists and musicians, being based outside London is no longer a major barrier to career development.
- > Despite the current economic slowdown total employment in the sector is expected to grow in the long term. This growth will be in the more highly skilled and highly qualified occupations including managerial/senior, professional, and associate professional roles.
- > The greatest rise in demand is likely to be for marketing and PR roles, followed by creative roles, then service/sales roles. The need will be greatest to recruit managers and marketing/PR staff with higher qualifications.
- > The Government announced plans in May 2009 to create up to 10,000 new jobs for young people in the culture and creative industries sectors. Plans will include working with orchestras, arts organisations, heritage bodies and the music industry who will provide relevant skills-based training.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Creative and Media. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	992
> Bristol	2,277
> North Somerset	425
> South Gloucestershire	389

A significant number of people working in this sector are self employed – so they don't feature in these statistics.

*Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)*

## SOME JOB SUGGESTIONS

> Arts Administrator	> Newspaper/Broadcast Journalist
> Art Editor	> Photographic Stylist
> Art Therapist	> Radio Producer
> Brand Manager	> Sound Technician
> Computer Game Designer	> TV/Film Camera Operator
> Exhibition Designer	
> Medical Illustrator	

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. No one went directly into creative and media related work. Most people interested in this area of work continued developing their skills and knowledge at school or college.

*Source: Connexions West of England 2009.*

## WANT TO KNOW MORE?

If you're serious about a career in creative and media – FIND OUT MORE!

> Use Careerscape, JED, Kudos and the creative and media sections of your Connexions resource area for more information including:

- > Qualifications
- > Local training, further and higher education opportunities
- > Skills and personal characteristics
- > Rates of pay and working conditions
- > Local, national and international employers.

## IS THIS YOU?

- > An eye for shape and colour
- > Enjoy creative/practical work
- > A good eye for detail
- > Aware of trends in design
- > Technical and artistic ability
- > Inquisitive, persuasive
- > Good communication and persistent networking skills

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Advertising Manager	£52,504
> Artist	£27,924
> Author/Writer	£26,007
> Graphic Designer	£23,930
> Journalist/Editor	£33,240
> Musician	£17,114
> Photographer	£26,347

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Creative and Cultural Skills: [www.ccskills.org.uk](http://www.ccskills.org.uk)
- > Design Council: [www.designcouncil.org.uk](http://www.designcouncil.org.uk)
- > Skills Council for Audio Visual Industries: [www.skillset.org](http://www.skillset.org)
- > South West Screen: [www.swscreen.co.uk](http://www.swscreen.co.uk)
- > The Crafts Council: [www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > Your Creative Future: [www.yourcreativefuture.org.uk](http://www.yourcreativefuture.org.uk)

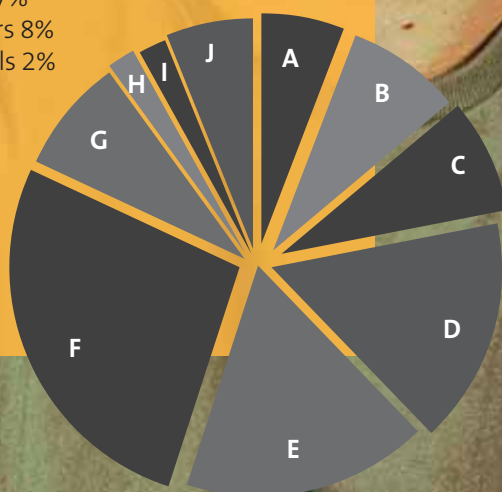
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# Engineering

Engineers and scientists are crucial to the performance and competitiveness of our country. Engineers can contribute to positive changes in our environment and society by finding solutions to problems such as pollution and transportation. Or they can influence the economy and industry by improving existing products as well as developing new ones.

## WHO DOES WHAT?

- A Admin/Clerical 6%
- B Craftspersons 8%
- C Fitters 8%
- D Managers 16%
- E Operators/Assemblers 17%
- F Other Occupations 27%
- G Professional Engineers 8%
- H Software Professionals 2%
- I Stores 2%
- J Technicians 6%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- > Engineers work in health, entertainment, transport, construction, robotics, conservation, design, communications, disaster relief, in fact pretty much everywhere. The engineering industry employs over 1.6 million people.
- > Locally, 32,800 are employed in engineering and manufacturing.
- > Employees in all science, engineering and technology occupations require a high level of numeracy due to the technical and mathematical basis of the jobs in the sector.
- > Apprenticeships can be a good route into a skilled trade. They can offer a more vocational route into work and gaining qualifications.

## WHAT WE THINK WILL HAPPEN

- > The impact of technological change will increase the demand for professional and technical skills. The demand for graduates with science, technology, engineering and maths (STEM) skills is likely to increase faster even than the overall increase in demand for graduates.
- > There will be a greater need for more flexible, 'multi-skilled' workers, who have both electrical and mechanical engineering skills.
- > While the immediate future is uncertain due to the current economic downturn it is likely that skill shortages will remain across most engineering occupations.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be Diploma in Engineering. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	3,578
> Bristol	8,086
> North Somerset	5,090
> South Gloucestershire	16,047

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Chartered/Incorporated Engineer
- > Chemical Engineer
- > Engineering Craftsperson
- > Engineering Operator
- > Fabricator
- > Fitter
- > Sheet Metal Worker
- > Technician

## IS THIS YOU?

- > Always pay attention to detail
- > Good at communicating ideas and theories
- > Interested in craft, design and technology

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Assembler/Routine Operator	£19,822
> Mechanical Engineer	£38,426
> Plant and Machine Operator	£23,900
> Production Manager	£46,561
> Quality Assurance Technicians	£24,668
> Telecom Engineer	£27,134

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 103 went into engineering and manufacturing related work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in engineering – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the engineering sections of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Engineering Construction Industry Training Board: [www.ecitb.org.uk](http://www.ecitb.org.uk)
- > Engineering Diploma: [www.engineeringdiploma.com](http://www.engineeringdiploma.com)
- > Enginuity: [www.enginuity.org.uk](http://www.enginuity.org.uk)
- > SCENTA: Science, Engineering and Technology: [www.scenta.co.uk](http://www.scenta.co.uk)
- > SEMTA: Sector Skills Council for Science, Engineering and Manufacturing Technologies: [www.semta.org.uk](http://www.semta.org.uk)
- > Society of Women Engineers: [www.swe.org.uk](http://www.swe.org.uk)

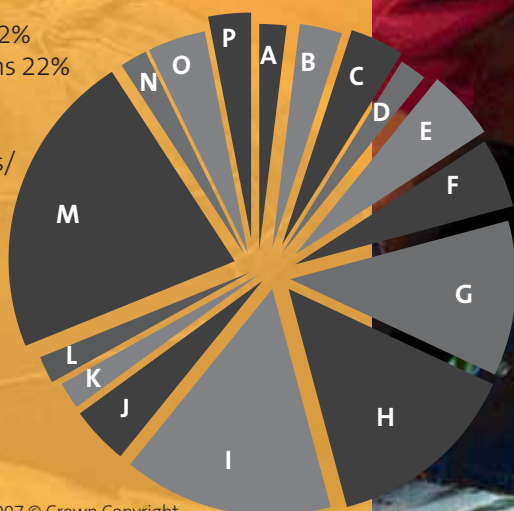
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# Environmental and Land-Based

The environmental and land-based sector employs about 720,000 people in England, and is an important part of our lives (it's worth about £8.9 billion a year). A wide variety of career opportunities are available in land management and production, animal health and environmental industries.

## WHO DOES WHAT?

- A Accounts Wages Clerks, Book-keepers 2%
- B Agriculture & Fishing related Occupations 3%
- C Agriculture & Fishing Trades 4%
- D Agriculture Machinery Drivers 2%
- E Animal Care Occupations 5%
- F Farm Managers 5%
- G Farm Workers 11%
- H Farmers 14%
- I Gardeners and Grounds People 15%
- J Horticultural Trades 4%
- K Managers 2%
- L Office Assistants 2%
- M Other Occupations 22%
- N Receptionists 2%
- O Veterinarians 4%
- P Veterinary Nurses/ Assistants 3%



Source: Labour Force Survey 2007 © Crown Copyright. Figures are for England.

## WHAT'S HAPPENING?

- > Land management and production includes: agricultural crops; agricultural livestock; aquaculture; fencing; floristry; land-based engineering; production horticulture and trees and timber.
- > Animal health and welfare includes: animal care; animal technology; equine; farriery and veterinary nursing.
- > Environmental industries include: environmental conservation; fisheries management; game and wildlife management and landscape.
- > 80% of the workforce are self-employed.
- > Although the sector has suffered from an image of low pay and long hours, a highly skilled and motivated workforce is required if it is to compete in the global market.
- > The rural economy is vulnerable, facing change and uncertainty.
- > The recent decline in agriculture has a knock-on effect on other rural industries such as animal care, agricultural engineering and land management.

## WHAT WE THINK WILL HAPPEN

- > There are signs that numbers employed in this sector are increasing thanks to the diversification of farming and an increased interest in organic farming. The South West Food and Drink Partnership promotes locally grown food.
- > Learning new skills is important. The focus of land use and management is moving away from food production towards maintaining the environment, enabling access, diversifying into leisure and tourism.
- > Urban regeneration is expected to drive up demand for more rangers and parks staff.
- > Voluntary workers are a significant source of labour. Up to 500,000 regular and casual volunteers work within the sector across the UK.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be an Environmental and Land-Based Diploma. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	530
> Bristol	629
> North Somerset	680
> South Gloucestershire	775

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Countryside/Conservation Officer
- > Farm Worker/Manager
- > Forest Worker/Ranger
- > Garden Designer
- > Greenkeeper
- > Groundsman/woman
- > Horticulture Worker/Manager
- > Kennel Worker
- > RSPCA Inspector
- > Veterinary Nurse/Surgeon

## IS THIS YOU?

- > *Confident with animals, but not over-sentimental*
- > *Enjoy working outdoors*
- > *Good communication skills*
- > *Physically fit and active*
- > *Self-motivated*

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Conservation and Environmental Protection Officer	£28,199
> Countryside and Park Ranger	£20,911
> Farm Manager	£26,525
> Farm Worker	£16,637
> Forestry Worker	£19,535
> Natural Environmental and Conservation Manager	£40,856
> Veterinary Nurses and Assistants	£14,416
> Veterinary Surgeon	£38,762

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 16 went into environmental and land-based work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in environment and land-based work – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the environmental and land-based sections of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > A Future in Environmental and Land-based Careers: [www.afuturein.com](http://www.afuturein.com)
- > A Job in the Environmental and Land-based Sector (Careers advice for 14-19 year olds): [www.ajobin.com](http://www.ajobin.com)
- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > British Trust for Conservation Volunteers (good experience and skills building opportunities): [www.btcv.org.uk](http://www.btcv.org.uk)
- > Diploma in Land-based and Environmental Studies: [www.diplomaelbs.co.uk](http://www.diplomaelbs.co.uk)
- > Institute of Horticulture: [www.horticulture.org.uk](http://www.horticulture.org.uk)
- > Royal College of Veterinary Surgeons: [www.rcvs.org.uk](http://www.rcvs.org.uk)
- > Sector Skills Council for the Environment, Animals and Plants sector: [www.lantra.co.uk](http://www.lantra.co.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)

\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

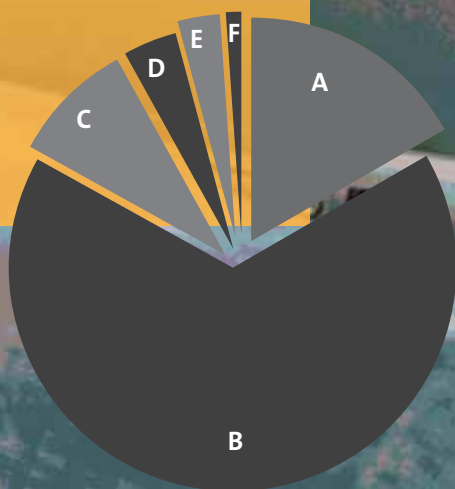
# Hair and Beauty

If you are interested in appearance, fashion and working closely with people, you're looking at the right section. The UK hair and beauty sector is considered one of the best in the world, with 500 million client visits per year. Working in hairdressing, beauty and body art all have one thing in common - they are highly dependent on regular repeat business from satisfied clients. So remember – the client is always right!

## WHO DOES WHAT?

- A Beauticians 17%
- B Hairdressers and Barbers 67%
- C Managers and Proprietors 9%
- D Other 4%
- E Receptionists 3%
- F Therapists 1%

Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.



## WHAT'S HAPPENING?

- > The hairdressing, beauty and body art industry has an annual turnover of £5.25 billion a year and employs over 240,000 people.
- > A large proportion of workers are female.
- > The UK has over 35,000 hair salons; 300 African Caribbean hair salons; nearly 3,000 barbers; 1,500 nailbars/technicians; 13,000 beauty salons/consultants; nearly 1,000 mobile beauty therapists and 400 spas.
- > 42% of people choose to work part-time in the hairdressing and beauty sector.
- > Half of the hairdressing and beauty workforce are between the ages of 16 and 34.
- > 93.5% of workplaces have less than 10 employees.
- > An Apprenticeship can be a good route into these careers. Taking an Apprenticeship means you are learning while you are employed. As well as taking a qualification, you will also cover key skills that are essential for a successful career.

## WHAT WE THINK WILL HAPPEN

- > Training is important to keep up to date with techniques. People working in beauty salons have to be 'multi-skilled', as they often have to provide a wide range of treatments to clients.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Hair and Beauty Studies. Look out to see whether it's on offer in your area.



## NUMBERS EMPLOYED LOCALLY

> B&NES	364
> Bristol	724
> North Somerset	424
> South Gloucestershire	433

A significant number of people working in this sector are self employed – so they don't feature in these statistics.

*Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)*

## SOME JOB SUGGESTIONS

- > Barber
- > Beauty Therapist/Consultant
- > Hairdresser
- > Image/Colour Consultant
- > Make-up Artist
- > Nail Technician
- > Salon Manager
- > Spa Therapist
- > Tattoo Artist
- > Theatrical and Media Make-up Artist

## IS THIS YOU?

- > Like meeting and working with people
- > Good communication skills
- > Have stamina, patience and concentration
- > High level of personal grooming
- > Interested in science, anatomy and physiology

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Beauty Therapist	£13,263
> Hairdresser/Barber	£10,652
> Salon Manager	£16,272

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 130 went into hairdressing and other related work.

*Source: Connexions West of England 2009.*

## WANT TO KNOW MORE?

If you're serious about a career in hair and beauty – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the hair and beauty sections of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Government approved standards setting body for hairdressing and beauty: [www.habia.org](http://www.habia.org)
- > National Association of Screen Make-Up Artists and Hairdressers: [www.nasmah.co.uk](http://www.nasmah.co.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > The Guild of Professional Beauty Therapists: [www.beautyguild.com](http://www.beautyguild.com)

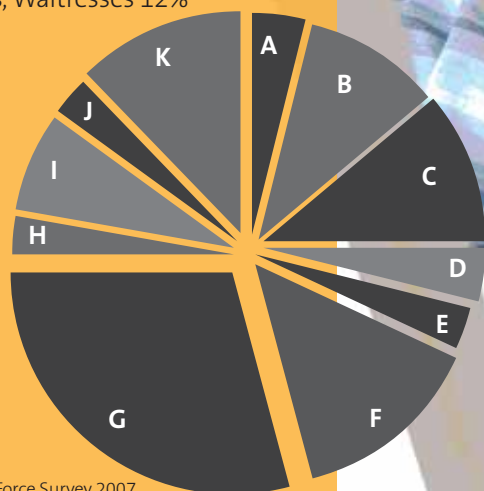
*\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.*

# Hospitality including Catering

The hospitality and catering industry includes a wide range of establishments such as hotels, hostels, restaurants, cafes, pubs, and contract catering. The profession currently employs 2.5 million people in the UK.

## WHO DOES WHAT?

- A Administrative 4%
- B Bar Staff 10%
- C Chefs, Cooks 11%
- D Cleaners, Domestic Staff 4%
- E Hotel Managers 3%
- F Kitchen Assistants 14%
- G Other Occupations 29%
- H Pub Managers 3%
- I Restaurant/Catering Managers 7%
- J Sales and Retail Assistants 3%
- K Waiters, Waitresses 12%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- There are a large number of small companies, with 75% of employees working for a company employing less than 50 people. Working for a small company offers experience in a wide range of areas.
- Locally, 33,000 people are employed in hotels and catering.
- Particular skills shortages exist for chefs/cooks and for managers with a range of skills including people management, problem solving, commercial and business skills.
- Recent research indicates that the traditionally high rates of staff turnover in this sector may be due to individuals seeking greater career progression. However, there is enormous scope for movement between the industry's many and varied sectors.
- The catering and hospitality sector has a large proportion of people aged 25 and under (38%) compared to the average across all sectors (13%), and a high turnover of staff, which creates good opportunities for those wanting to start work in this industry.
- Many hospitality companies are international and offer opportunities to work abroad.
- The Sector Skills Council for the catering and hospitality sector has highlighted the need to increase managerial and supervisory skills and qualifications.
- A large number of students work in this sector on a part-time or temporary basis.

## WHAT WE THINK WILL HAPPEN

- With an increasing awareness of the environmental impact of foreign travel, more people are likely to holiday in the UK in the future, increasing demand for high quality hospitality services.
- Hospitality and Tourism has been identified by 'West at Work' as a local area of growth where specific skills are, or will be, in demand.
- Some of the demand in this sector will come from new local development sites including: Bath: SouthGate, Bath Western Riverside; Bristol: Harbourside Phase 2, Temple Quarter, South Bristol; North Somerset: Locking Parklands, Weston Park; South Gloucestershire: Science Park (SPark). Contact your local Connexions or Jobcentre Plus office.
- New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Hospitality. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	7,133
> Bristol	13,194
> North Somerset	6,549
> South Gloucestershire	6,604

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Baker
- > Banquet/Events Manager
- > Bar Worker/Manager
- > Chef/Cook
- > Food/Counter Service Assistant
- > Hotel Porter
- > Hotel Manager
- > Hotel Receptionist
- > Housekeeper/Housekeeping Manager
- > Restaurant/Catering Manager  
Waiter

## IS THIS YOU?

- > *Calm under pressure*
- > *Enthusiastic*
- > *Good communication skills*
- > *Good team worker*
- > *Prepared to work different shifts*
- > *Well organised*

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Baker	£16,359
> Bar Staff	£7,143
> Chef	£14,674
> Hotel Porter	£12,528
> Hotel/Accommodation Manager	£28,028
> House Keeper	£11,689
> Restaurant/Catering Manager	£18,889
> Waiter/Waitress	£7,834

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 87 went into catering occupations.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in hospitality including catering – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the hospitality and catering sections of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > British Hospitality Association: [www.bha.org.uk](http://www.bha.org.uk)
- > Hospitality Diploma: [www.hospitalitydiploma.co.uk](http://www.hospitalitydiploma.co.uk)
- > People 1st, the Sector Skills Council for the Hospitality, Leisure, Travel and Tourism Industry: [www.htf.org.uk](http://www.htf.org.uk)
- > Springboard UK (hospitality, leisure, travel and tourism): [www.springboarduk.org.uk](http://www.springboarduk.org.uk)
- > South West Tourism: [www.swtourism.co.uk](http://www.swtourism.co.uk)
- > Tourism Skills Network: [www.tourismskillsnetwork.org.uk](http://www.tourismskillsnetwork.org.uk)
- > Tourism Skills Network South West: [www.tourismskillsnetwork.org.uk](http://www.tourismskillsnetwork.org.uk)

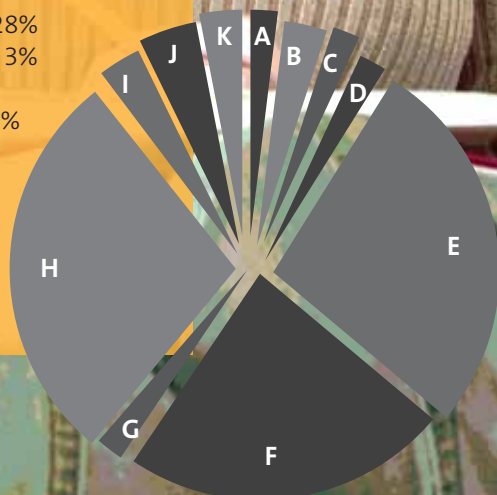
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# Information Technology

IT is everywhere. We all use it at home and at work. Over one million people work in IT and Telecoms in the UK. They work for companies doing important specialist IT jobs, but also work in jobs in other industries such as finance and banking, health, transport, and the creative sector.

## WHO DOES WHAT?

- A Call Centre Agents 2%
- B Customer Care 3%
- C Graphic Designers 2%
- D Installation and Maintenance Engineers 2%
- E IT Professionals 27%
- F Managers 23%
- G Office Assistants 2%
- H Other Occupations 28%
- I Support Technicians 3%
- J Technicians 4%
- K Telecom Engineers 3%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- > Employment opportunities in IT include: selling computers; computer support; computer development; software and hardware design.
- > The use of computers and IT is widespread both in the workplace and in people's homes. 20 million people (70% of the UK Workforce) use IT in their work.
- > About 890,000 people are employed by IT and Telecoms businesses in the UK.
- > The sector contains the highest proportion of small businesses in the UK.
- > The IT sector requires highly-skilled professionals. Employers are particularly interested in people with good team-working and problem solving skills, who can communicate well.

## WHAT WE THINK WILL HAPPEN

- > The relatively high wages ensure that the sector is a popular career choice for young people. Entry can be competitive.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Information and Communication Technology. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	1,894
> Bristol	7,746
> North Somerset	1,700
> South Gloucestershire	6,438

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Computer Games Designer
- > Helpdesk Administrator
- > IT Trainer
- > Network/Database Administrator
- > Software Engineer/Analyst Programmer
- > Support Technician
- > Systems Analyst/Designer/Architect
- > Web Manager

## IS THIS YOU?

- > *Enjoy solving problems and putting together solutions*
- > *Enjoy training and updating knowledge*
- > *Good communication skills*
- > *Team worker*
- > *Very good information technology skills*

## HOW MUCH COULD I EARN? *Average annual salary (£s)\**

> Computer Engineer, Installation and Maintenance	£27,421
> Database Assistant/Clerk	£16,427
> ICT Manager	£51,277
> IT Operatives Technician	£31,380
> IT User Support Technician	£26,949
> Software Professional	£37,630

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Opportunities for 16 year olds in ICT are limited. You generally need to be trained and skilled. 46% of workers in IT enter after taking a course at NVQ Level 4 at university or college. Continuous training to upgrade skills is essential.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in IT – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the IT section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > British Computer Society: [www.bcs.org.uk](http://www.bcs.org.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > The Sector Skills Council for IT and Telecommunications: [www.e-skills.com/careers](http://www.e-skills.com/careers)

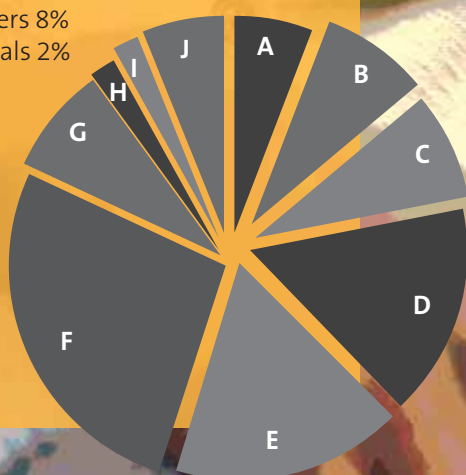
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# Manufacturing and Product Design

Manufacturing is one of the largest employment sectors in the UK. It employs around 3.4 million people. Manufacturing includes food and drink, textiles and clothing, processing industries, printing, chemical engineering and pharmaceutical engineering. In fact, the manufacturing sector produces everything we use!

## WHO DOES WHAT?

- A Admin/Clerical 6%
- B Craftspersons 8%
- C Fitters 8%
- D Managers 16%
- E Operators/Assemblers 17%
- F Other Occupations 27%
- G Professional Engineers 8%
- H Software Professionals 2%
- I Stores 2%
- J Technicians 6%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- > Locally, 32,800 are employed in manufacturing.
- > Employees in all science, engineering and technology occupations require a high level of numeracy due to the technical and mathematical basis of the jobs in the sector.
- > Employment in lower skilled manufacturing has declined in recent years because of the low cost of labour in other countries, particularly those in South East Asia and Eastern Europe.
- > Apprenticeships can be a good route into a skilled trade. They can offer a more vocational route into work and gaining qualifications. There are more Apprenticeships in engineering and manufacturing than any other sector.
- > Female employees are under represented in this sector.

## WHAT WE THINK WILL HAPPEN

- > There will be an increasing need for higher level skills. Computer aided design (CAD) and other technical and IT skills are particularly in demand.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Manufacturing and Product Design. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	3,578
> Bristol	8,086
> North Somerset	5,090
> South Gloucestershire	16,047

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Chartered/Incorporated Engineer
- > Chemical Engineer
- > Engineering Craftsperson
- > Engineering Operator
- > Fabricator
- > Fitter
- > Packaging Operative
- > Quality Control Inspector
- > Sheet Metal Worker
- > Technician

## IS THIS YOU?

- > *Good at communicating ideas and theories*
- > *Always pay attention to detail*
- > *Interested in craft, design and technology*
- > *Interested in maths*

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Assembler/Routine Operator	£19,822
> Biochemist	£35,551
> Food Preparation Trades	£15,671
> Furniture Maker	£18,625
> Mechanical Engineer	£38,426
> Plant and Machine Operator	£23,900
> Production Manager	£46,561

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 103 went into engineering and manufacturing related work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in manufacturing and product design – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the manufacturing section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Engineering Construction Industry Training Board: [www.ecitb.org.uk](http://www.ecitb.org.uk)
- > Enginuity: [www.enginuity.org.uk](http://www.enginuity.org.uk)
- > Manufacturing and Product Design Diploma: [www.manufacturingdiploma.co.uk](http://www.manufacturingdiploma.co.uk)
- > SCENTA - Science, Engineering and Technology: [www.scenta.co.uk](http://www.scenta.co.uk)
- > SEMTA - Sector Skills Council for Science, Engineering and Manufacturing Technologies: [www.semta.org.uk](http://www.semta.org.uk)
- > Society of Women Engineers: [www.swe.org.uk](http://www.swe.org.uk)

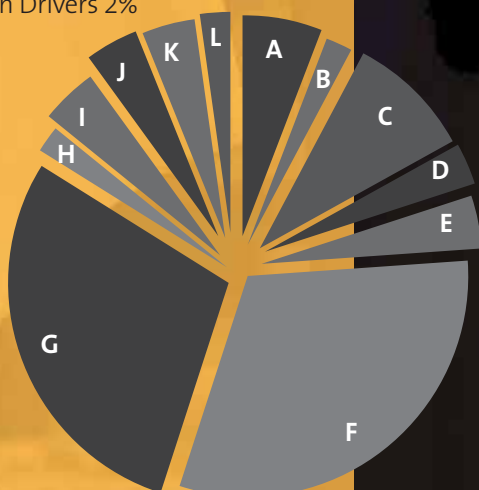
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# Retail Business

The retail industry employs 2.7 million people across the UK in over 291,000 retail businesses. The retail sector accounts for more than 10% of jobs in England.

## WHO DOES WHAT?

- A Cashiers 6%
- B Customer Care 2%
- C Managers 9%
- D Marketing and Sales 3%
- E Office 4%
- F Other Occupations 31%
- G Sales Assistants 29%
- H Sales Representatives 2%
- I Shelf Fillers 4%
- J Shopkeepers 4%
- K Stores 4%
- L Van Drivers 2%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- > As in many other places retail & distribution is the largest single employment sector in the West of England.
- > Tesco is the UK's second-largest employer after the National Health Service.
- > There is an increasing trend for jobs in retail to be part-time.
- > Bristol's Cabot Circus shopping centre has created 3,780 jobs in the city, according to recent figures.
- > More females work part-time than males, with 69% of women working less than 30 hours a week compared with 42% of men.
- > A shortage of employees with relevant skills, particularly in ICT, has been reported by a third of employers, leading to unfilled vacancies.
- > There are fast track opportunities for those with drive and ambition.
- > Formal qualifications are not always necessary – candidates can learn on the job. Retailers tend to be more interested in experience and skills.

## WHAT WE THINK WILL HAPPEN

- > The importance of distribution is growing with the building of major new warehouses – and other businesses – alongside the M4 and M5.
- > Despite the growth of internet based shopping, shops and stores remain the dominant retail format throughout the UK. It is likely that they will remain the favourite way of shopping for some time to come.
- > There will continue to be an increase in demand for goods which are produced ethically, locally or regionally. This has led to a growth of outlets such as farmers' markets (now numbering more than 550 in the UK).
- > Several major retail projects in the West of England are planned or underway. These include: SouthGate (Bath) and the regeneration of Keynsham, Portishead, Radstock and Weston-super-Mare town centres.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Retail Business. Look out to see whether it's on offer in your area.



## NUMBERS EMPLOYED LOCALLY

> B&NES	9,024
> Bristol	19,399
> North Somerset	9,545
> South Gloucestershire	15,455

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Buyer/Purchasing Officer
- > Customer Service Manager/Assistant
- > Personal Shopper
- > Store Manager
- > Training Officer
- > Visual Merchandiser

## IS THIS YOU?

- > Well organised
- > Good communication skills
- > Enjoy working with people
- > Customer service focused

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Call Centre Agent/Operator	£14,237
> Quality and Customer Care Manager	£37,021
> Retail Cashier/Check Out Operator	£8,313
> Retail and Wholesale Manager	£27,134
> Sales and Retail Assistant	£9,660
> Storage and Warehouse Manager	£30,899
> Transport and Distribution Manager	£42,264

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 121 went into retail related work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a retailing career – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the retail business section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > British Retail Consortium: [www.brc.org.uk](http://www.brc.org.uk)
- > Diploma in Retail Business: [www.diplomainretailbusiness.com](http://www.diplomainretailbusiness.com)
- > Information on Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Retail Sector Skills Council: [www.skillsmartretail.com](http://www.skillsmartretail.com)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > Many stores/retail outlets have their own websites advertising vacancies and training opportunities.

\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

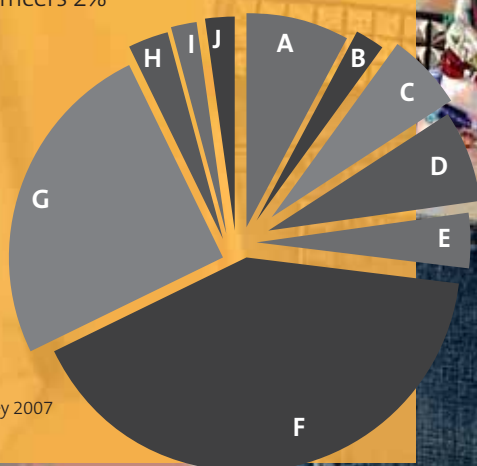
# Security and Armed Services

The security and armed service sector covers the armed forces, the police and fire services and the private security industry.

The Army employs 100,000, the Royal Navy 33,500 and 45,200 work within the RAF. There are around 140,000 police officers employed in regional and non-geographic forces such as the British Transport Police. The UK private security industry employs more than 500,000.

## WHO DOES WHAT?

- A Admin/Secretarial 8%
- B Communication Officers 2%
- C Fire Service Officers 6%
- D Non-commissioned Officers/Other Ranks 7%
- E Officers in armed forces 4%
- F Other Occupations 41%
- G Police Officers 25%
- H Security Guards 3%
- I Senior Officers: Fire, Ambulance, Prison etc. 2%
- J Senior Police Officers 2%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- > Entry and training requirements in the armed forces depend on the occupation and the level of entry. For instance, it is possible to join a junior rank with no educational qualifications, whereas a candidate for officer selection needs at least a level 3 qualification or a degree.
- > Training is a fundamental aspect of employment in the armed services. Each service offers structured and continuous training, including Apprenticeships in technical trades.
- > Although women can now hold almost the same roles as men within the armed forces, some restrictions still apply. In the army, for example, women are excluded from ground combat.
- > There are national skills shortages for: defence medical service; aircrew; submariners and Royal Signals.
- > Employees within the armed services serve all over the UK and overseas.
- > Most prison officers are employed by the Prison Service, run by the Government. In the UK there are approximately 29,600 prison officers. There are also some private prisons.
- > Close to half a million people work in the UK security business sector, from security guards and door supervisors, through to close protection officers and alarm installation engineers.
- > Skills gained in the armed forces and police are highly valued by commercial and public sector employers.

## WHAT WE THINK WILL HAPPEN

- > Protecting businesses against theft, data loss and terrorism activities will continue to be big growth areas, with UK-wide opportunities.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Public Services. Look out to see whether the Diploma in Public Services is on offer in your area.
- > As well as the armed forces, the police and fire services and the private security industry the public services sector also includes: education: museums and libraries; health service, and local and national government including the Ministry of Defence.

## NUMBERS EMPLOYED LOCALLY

> B&NES	3,675
> Bristol	2,764
> North Somerset	1,420
> South Gloucestershire	6,171

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

There are nearly 200 different jobs in the armed forces:

- > **Armed Forces:** Army/Navy/Queen Alexandra's Royal Naval Nursing Service/Royal Air Force/Royal Marines Officer
- > **Army Non-Commissioned:** Officer/Private; Royal Air Force; Airman/Airwoman; Royal Marines – Other ranks; Royal Navy Rating
- > **Emergency Services:** Coastguard Officer; Dog Handler; Firefighter/Fire Officer; Police Constable; Prison Governor/Operational Manager/Officer

## IS THIS YOU?

- > *Able to deal with difficult situations*
- > *Desire to serve your community or country*
- > *Good team member*
- > *Physical fitness, stamina and courage*

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Army Captain	£36,160
> Army Private	£16,226
> Army Sergeant	£28,622
> Army Soldier (entrant)	£13,012
> Fire Service Station Manager	£35,057
> Navy Entrant	£12,570
> Police Constable	£21,009
> RAF Recruit	£10,570
> Trainee Firefighter	£20,396

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

In 2008 a total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 12 went into protective service occupations.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in security or the armed services – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the security or the armed services section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Army: [www.army.mod.uk](http://www.army.mod.uk)
- > Fire Service: [www.fireservice.co.uk](http://www.fireservice.co.uk)
- > HM Prison Service: [www.hmprisonservice.gov.uk](http://www.hmprisonservice.gov.uk)
- > Maritime & Coastguard Agency: [www.mcga.gov.uk](http://www.mcga.gov.uk)
- > Ministry of Defence: [www.mod.uk/careers](http://www.mod.uk/careers)
- > Police: [www.policecouldyou.co.uk](http://www.policecouldyou.co.uk)
- > Public Services Diploma: [www.publicservicesdiploma.co.uk](http://www.publicservicesdiploma.co.uk)
- > Royal Air Force: [www.rafcareers.com](http://www.rafcareers.com)
- > Royal Navy: [www.rnjobs.co.uk](http://www.rnjobs.co.uk)
- > Skills for Justice: [www.skillsforjustice.com](http://www.skillsforjustice.com)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)

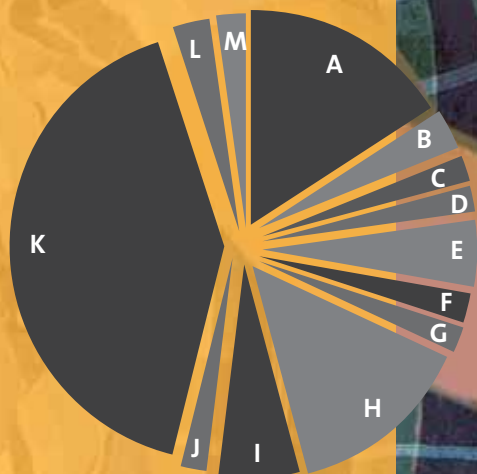
\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

# Society, Health and Development

The society, health and development sector accounts for 15% of the entire UK workforce. It includes the NHS, one of the world's largest employers, and offers a wide range of jobs and careers.

## WHO DOES WHAT?

- A Care Assistants/Home Carers 16%
- B Childminders 3%
- C Cleaners/Domestics 2%
- D Housing and Welfare Officers 2%
- E Medical Practitioners 5%
- F Medical Secretaries 2%
- G Nursery Nurses 2%
- H Nurses 14%
- I Nursing Auxiliaries and Assistants 6%
- J Office Assistants/Clerks 2%
- K Other Occupations 41%
- L Receptionists 3%
- M Social Workers 2%



Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.

## WHAT'S HAPPENING?

- > The health sector includes the National Health Service, independent healthcare providers and voluntary organisations.
- > Locally, 28,700 people are employed in health and social work.
- > The majority of occupations are linked to hospital activities and community health services – including people working in nursing homes, private surgeries and places like pharmacists and opticians.
- > Social care includes caring for old people. Old people may be cared for in hospital, in a residential care home or in their own home.
- > There is a shortage of people with adequate skills for the jobs. 28% of organisations report skills gaps and 7% have said that they have been unable to fill vacancies due to a lack of skills in applicants for the jobs.
- > This sector employs a largely female workforce (83%), 52% of whom work on a part-time basis.
- > Wages in the sector are low for most grades of staff. This has meant that turnover of staff has frequently been high.
- > Apprenticeships can be a good route into a job. Learn valuable skills and gain nationally recognised qualifications.

## WHAT WE THINK WILL HAPPEN

- > There is expected to be an increase in the demand for residential care workers as more people reach the age of 80 or above.
- > NHS reforms are likely to mean there will be an increased use of IT in the NHS. It is also expected that the demand for skills in leadership, communications, team working, customer service and partnership working will increase.
- > Rising standards and increasing regulation will see more people studying for qualifications.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Society, Health and Development. Look out to see whether it's on offer in your area.
- > Teaching is an increasingly popular choice. Nine out of ten teachers are employed within six months of completing their training.

## NUMBERS EMPLOYED LOCALLY

> B&NES	11,846
> Bristol	30,812
> North Somerset	9,939
> South Gloucestershire	11,413

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Dietician
- > Doctor
- > Health Care Assistant
- > Health Visitor
- > Nurse
- > Nursery Nurse
- > Osteopath
- > Paramedic
- > Pharmacy Technician
- > Social Worker
- > Teacher
- > Youth and Community Worker

## IS THIS YOU?

- > *Caring, friendly and reliable*
- > *Good at listening*
- > *Compassionate and discreet*
- > *Can relate well to people*
- > *Good communication skills*

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Care Assistants and Home Carers	£12,184
> Dental Nurse	£12,901
> Dental Practitioner	£31,444
> Doctor	£74,220
> Hospital Porter	£16,570
> Midwife	£26,618
> Nurse	£23,898
> Nursery Nurse	£12,616
> Ophthalmic Optician	£33,133
> Paramedic	£35,570
> Pharmacist	£32,204
> Social Worker	£26,876
> Teacher	£32,983

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. Of this number, 34 went into childcare and other related work.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in health, society and development – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and health and social care section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Council for Awards in Children's Care and Education: [www.cache.org.uk](http://www.cache.org.uk)
- > Diploma for Health, Society and Development: <http://shd.skillsforhealth.org.uk/page>
- > General Social Care Council: [www.gsccl.org.uk](http://www.gsccl.org.uk)
- > National Health Service Careers: [www.nhscareers.nhs.uk](http://www.nhscareers.nhs.uk)
- > Skills for Care: [www.skillsforcare.org.uk](http://www.skillsforcare.org.uk)
- > Skills for Health: [www.skillsforhealth.org.uk](http://www.skillsforhealth.org.uk)
- > Social Care Careers: [www.socialworkandcare.co.uk](http://www.socialworkandcare.co.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > Get into teaching: [www.teach.gov.uk](http://www.teach.gov.uk)

\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

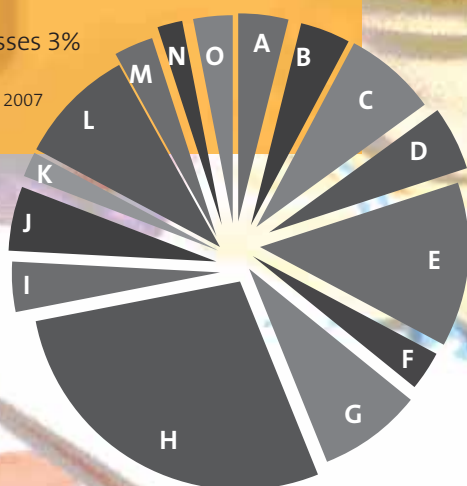
# Sport and Active Leisure

The sport and recreation sector employs 621,000 people working in 231,000 businesses and organisations throughout the UK. This industry is spread across the public, private and voluntary sectors.

## WHO DOES WHAT?

- A Bar Staff 4%
- B Cleaners, Domestic 4%
- C Fitness Instructors 7%
- D Gardeners and Groundspersons 5%
- E Instructors and Coaches 13%
- F Kitchen and Catering Assistants 3%
- G Managers 8%
- H Other Occupations 28%
- I Office Assistants/Clerks 4%
- J Receptionists 5%
- K Sports and Fitness Occupations 2%
- L Sports and Leisure Assistants 9%
- M Sports Players 3%
- N Therapists 2%
- O Waiters, Waitresses 3%

Source: Labour Force Survey 2007  
© Crown Copyright.  
Figures are for England.



## WHAT'S HAPPENING?

- > One area of growth in this sector is the health and fitness industry. Currently there are over 3,500 private fitness clubs and 1,500 leisure centres that employ around 50,000 people in the UK.
- > The industry benefits from government funding due to its provision of public health programmes.
- > The industry needs good calibre management entrants. Employers have signified their intention to develop a professional management scheme in order to do this. This means that in future, there will be more opportunities for career progression.
- > It is a sector with traditionally high labour turnover rates and a young workforce (34% under 25). The turnover creates good opportunities for those wanting to start working in this sector.
- > Apprenticeships are increasingly being used as a route into working in this sector. These enable people to earn while they learn the skills they will need within their chosen career.

## WHAT WE THINK WILL HAPPEN

- > The sports and active leisure sector is proving to be resistant to the current economic recession. Fitness and exercise are no longer perceived to be luxuries.
- > It is estimated that 12,000 jobs in many types of employment are also likely to be created as a result of London being awarded the 2012 Olympic Games.
- > While most jobs for the Olympics will be concentrated in London, areas such as the South West of England are likely to benefit from visitors to the games extending their holidays and from athletes making use of training facilities, such as the University of Bath's Sports Village.
- > Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector.
- > New qualifications, called Diplomas, are being introduced. These will help people prepare for university, college or work. There will be a Diploma in Sport and Active Leisure. Look out to see whether it's on offer in your area.

## NUMBERS EMPLOYED LOCALLY

> B&NES	608
> Bristol	968
> North Somerset	1,338
> South Gloucestershire	784

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Assistant Activity Leader
- > Assistant Sports Coach
- > Coaching Assistant
- > Fitness Instructor
- > Football Steward
- > Grounds-Keeper
- > Leisure Centre Assistant
- > Play Worker
- > Playwork Centre Assistant
- > Pool Lifeguard
- > Recreation Assistant
- > Youth Support Worker

## IS THIS YOU?

- > Enthusiastic about sport
- > Know how to motivate and encourage people
- > Good communication skills
- > Enjoy working closely with people
- > Patient and able to give useful feedback on performance

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Fitness Instructor	£10,286
> Leisure and Sport Manager	£27,241
> Leisure Theme Park Attendant	£6,270
> Physiotherapist	£23,837
> Sport and Leisure Assistant	£11,425
> Sport Coach, Instructor and Official	£11,619

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. There are limited opportunities to enter the sports and active leisure industry at 16. It can be easier to find work in this sector after further training.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in sports or active leisure – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the sports and leisure section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Diploma in Sport and Leisure: <http://saldiploma.skillsactive.com>
- > Sector Skills Council for Active Leisure and Learning: [www.skillsactive.org.uk](http://www.skillsactive.org.uk)
- > People 1st: The Sector Skills Council for the Hospitality, Leisure, Travel and Tourism Industries: [www.people1st.co.uk](http://www.people1st.co.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)

\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

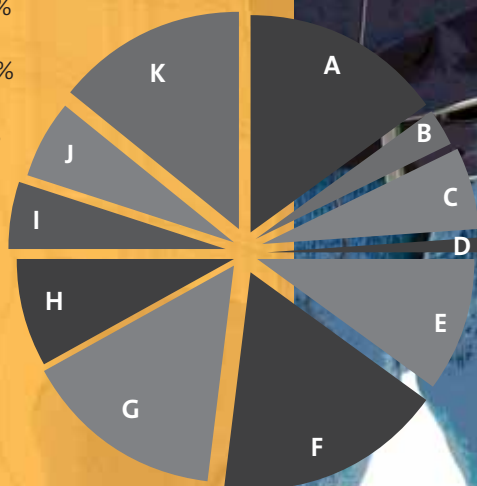
# Travel and Tourism

Jobs in leisure, sport and tourism involve helping others to enjoy their time outside of work, but can also involve helping people to get from one place to another on business.

Tourism is a fast growing industry. Until recently, locally one in five of all new jobs have been in travel and tourism.

## WHO DOES WHAT?

- A Administration 15%
- B Advertising and Marketing 3%
- C Assistants 6%
- D Driver/ Operator 1%
- E Instructors and Coaches 10%
- F Managers 17%
- G Personal Services 15%
- H Professionals 8%
- I Sales 5%
- J Skilled Trades 6%
- K Travel Agent/ Tour Guide 14%



## WHAT'S HAPPENING?

- > Over 300,000 people are employed in travel and tourism in the South West.
- > 76% of employers in the South West are micro-businesses, employing between one and ten staff.
- > Employment in the industry is growing due to other types of work, such as farming and other land-based industries, diversifying into the leisure and tourist industries.
- > It is a sector with traditionally high labour turnover rates (one in five employees has been with their current employer for less than one year) and a young workforce (34% under 25) which creates good opportunities for those wanting to start working in this sector.
- > Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector.
- > Apprenticeships are increasingly being used as a route into working in this sector. These enable people to earn while they learn the skills they will need within their chosen career.

## WHAT WE THINK WILL HAPPEN

- > Spending can be influenced by world events. The current economic downturn is likely to mean that more people holiday in this country than travel abroad.
- > The strongest growth is expected in education, visitor services, archaeologists, volunteer co-ordinators as well as marketing and fund raising roles.
- > A small growth in jobs in cultural heritage attractions is expected.
- > Diplomas at Foundation, Higher and Advanced level, are being introduced for learners aged 14-19. These will help people prepare for university, college and work. There will be a Diploma in Travel and Tourism from September 2010. Look out to see whether it's on offer in your area.

Source: Labour Force Survey 2007 © Crown Copyright. Figures are for England.



## NUMBERS EMPLOYED LOCALLY

> B&NES	608
> Bristol	968
> North Somerset	1,338
> South Gloucestershire	784

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Cabin Crew Member
- > Event Manager
- > Information Centre Assistant
- > Resort Representative
- > Tour Guide
- > Tourism Marketing Manager
- > Travel Agent

## IS THIS YOU?

- > Enjoy working with people
- > Enthusiasm and stamina
- > Flexible
- > Good communication skills
- > Well organised

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Air Travel Assistant	£22,062
> Leisure and Sport Manager	£27,241
> Leisure Theme Park Attendant	£6,270
> Rail Travel Assistant	£26,651
> Receptionist	£11,801
> Travel Agent	£17,134
> Travel Agency Manager	£24,652
> Travel Tour Guide	£7,900

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. There are limited opportunities to enter this occupational area at 16. It can be easier to find work in this sector after further training.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in travel and tourism – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the travel and tourism section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Creative and Cultural Skills, the Sector Skills Council for the arts, museums, galleries, heritage, craft and design: [www.ccskilss.org.uk](http://www.ccskilss.org.uk)
- > People 1st. the Sector Skills Council for the hospitality, leisure, travel and tourism industries: [www.people1st.co.uk](http://www.people1st.co.uk)
- > Sector Skills Council for Active Leisure and Learning: [www.skillsactive.org.uk](http://www.skillsactive.org.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > Tourism Skills Network: [www.tourismskillsnetwork.org.uk](http://www.tourismskillsnetwork.org.uk)
- > Tourism Task Force (local information on jobs, careers, education and training): [www.tourismtaskforce.org.uk](http://www.tourismtaskforce.org.uk)
- > Visit Britain (information on UK tourism): [www.visitbritain.com/ukindustry](http://www.visitbritain.com/ukindustry)

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# Notes

A large, semi-transparent orange rectangular area covers the majority of the page, serving as a writing space. It contains numerous horizontal dotted lines for text entry. The background of the page is a photograph of a young man and woman smiling together. The man is in the foreground, wearing a dark zip-up hoodie and a patterned tie, with his arms around the woman. The woman is behind him, wearing a colorful patterned scarf and a dark top. The overall scene is bright and positive.

A young man with dark hair is smiling and looking down. A woman with blonde hair is embracing him from the side. The background is a soft, warm light. A large, semi-transparent orange box with horizontal dotted lines covers most of the page, serving as a notes area. The word "Notes" is written in the top left corner of this box.

# Notes

Connexions centres in the West of England:

**Bath and North East Somerset:** 28 Southgate, Bath BA1 1TP. T: 01225 461 501

**Bristol:** 4 Colston Avenue, Bristol BS1 4ST. T: 0117 987 3700. Minicom: 0117 907 4514

**North Somerset:** 45 Boulevard, Weston-super-Mare BS23 1PG. T: 01934 644 443

**South Gloucestershire:** 21-23 High Street, Kingswood, South Gloucestershire BS15 4AA. T: 0117 961 2760  
or 28 Gloucester Road North, Filton, South Gloucestershire BS7 0SJ. T: 0117 969 8101

**Head Office:** 4 Colston Avenue, Bristol BS1 4ST. T: 0117 987 2031 F: 0117 987 2661

[enquiries@connexionswest.org.uk](mailto:enquiries@connexionswest.org.uk)

[www.connexionswest.org.uk](http://www.connexionswest.org.uk)