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NATIONAL NEWS

[Misguided career aspirations](#)

A report from Education and Employers which describes a disconnection between ambition/intention/aspiration and the reality of the labour market. The key findings are:

- Five times as many young people want to work in art, culture, entertainment and sport as there are jobs available;
- Aspirations are set early, as young as 7, and do not change enough over time to meet demand;
- Young people who benefit from careers activities have aspirations that are better connected to the labour market;
- Extending best practice could change the lives of 100,000 school leavers per year.

[2020 Emerging Jobs Report - LinkedIn](#)

Using LinkedIn data, this report looks at emerging patterns in the labour market, ranking Artificial Intelligence Specialist, Data Protection Officer and Robotics Engineer as the UK's top three emerging jobs. Although it is useful to keep in mind that this is only representative of LinkedIn data, it is useful to look at the trends indicated and the reasons behind this.

[Nursing bursary reinstated](#)

All nursing students on courses from September 2020 will receive a payment of at least £5,000 a year which they will not need to pay back.

[Higher Education](#)

The first release of the data for the 2018/19 academic year has been published and provides the numbers on what courses and subjects were studied, the characteristics of the students and the qualifications achieved. Headlines are:

- the total number of HE students stood at 2,383,970 in 2018/19, an increase of 2% from 2017/18.
- the increase has not been uniform, more postgraduates - particularly from overseas and fewer other undergraduates which includes fewer foundation degrees, HNC/HND, PGCE
- business & administrative studies, social studies and biological sciences rose in popularity for first year undergraduate students from 2017/18 to 2018/19 with business & administrative studies seeing the highest increase in students enrolled.

[Not just new jobs: digital innovation supports careers](#)

Briefing paper by CEDEFOP which examines how developments in technology are influencing the way people can manage their careers, train and change jobs.

[National Survey of School Leaders and Careers Professionals](#)

Research undertaken by DMH Associates which surveyed those in schools to find out to what extent schools were able to meet their requirements in terms of careers. The main findings show that schools across England are struggling financially to ensure that all young people receive good quality, impartial CEIAG.

LONDON NEWS

[Facebook create new jobs](#)

It has been rumoured that Facebook will create around 1,000 new jobs in London in 2020. Roles will include software engineering, product design and data science and many will support the team which tackles harmful online content.

[Fintech company expansion in London](#)

Checkout.com, a fintech specialist is expanding as it relocates to Old Street in London, taking on 300 new staff.

[September Guarantee: education and training for young people](#)

Details of the September Guarantee, which requires local authorities to find education and training places for 16- and 17-year-olds have been released for September 2019. Data for London is detailed below:

Local Authority	16 and 17 year olds	Offer made (%)	Is the proportion of 16/17-year-olds receiving an offer higher than in 2018?	Offer not appropriate (%)	No offer (%)	Not recorded (%)
LONDON	170,340	95.5%	Yes	0.3%	0.9%	3.2%
Barking and Dagenham	5,500	97.9%	Yes	0.3%	0.5%	1.3%
Barnet	7,830	96.0%	Yes	0.1%	3.6%	0.3%
Bexley	6,070	98.9%	Yes	0.2%	0.0%	0.9%
Brent	6,810	97.9%	No	0.1%	1.9%	0.1%
Bromley	6,770	98.4%	Yes	0.3%	0.3%	0.9%
Camden	3,220	98.6%	No	0.3%	0.4%	0.7%
City of London	270	99.6%	No	0.0%	0.0%	0.4%
Croydon	8,240	94.0%	Yes	0.5%	1.0%	4.5%
Ealing	6,910	89.0%	No	0.7%	0.6%	9.7%
Enfield	7,760	87.8%	No	0.2%	0.4%	11.6%
Greenwich	5,440	97.3%	Yes	0.1%	0.2%	2.4%
Hackney	4,850	97.8%	Yes	0.1%	0.2%	1.9%
Hammersmith and Fulham	2,720	99.2%	Yes	0.0%	0.3%	0.5%
Haringey	5,220	83.8%	No	0.3%	0.0%	15.9%
Harrow	4,900	98.7%	Yes	0.1%	1.0%	0.2%
Havering	5,730	98.7%	Yes	0.1%	0.1%	1.1%
Hillingdon	6,800	92.5%	Yes	0.8%	4.8%	2.0%
Hounslow	5,850	95.2%	No	0.5%	1.9%	2.5%
Islington	3,100	96.6%	No	1.3%	0.2%	1.9%
Kensington and Chelsea	1,640	96.1%	Yes	0.4%	0.5%	3.1%
Kingston upon Thames	3,150	96.3%	No	0.4%	0.4%	2.9%
Lambeth	4,960	93.2%	Yes	0.2%	1.2%	5.4%
Lewisham	5,430	98.3%	Yes	0.3%	0.1%	1.3%
Merton	3,480	96.8%	Yes	0.7%	1.2%	1.3%
Newham	8,340	94.3%	Yes	0.3%	0.6%	4.8%
Redbridge	7,570	97.2%	No	0.2%	0.1%	2.5%
Richmond upon Thames	3,030	95.5%	No	0.3%	0.3%	3.9%
Southwark	5,230	98.5%	Yes	0.3%	0.7%	0.6%
Sutton	5,040	97.4%	Yes	0.1%	0.0%	2.5%
Tower Hamlets	5,970	95.2%	Yes	0.5%	0.8%	3.5%
Waltham Forest	5,700	97.4%	Yes	0.8%	1.1%	0.8%
Wandsworth	3,890	94.5%	No	0.3%	1.2%	4.1%
Westminster	2,950	98.5%	No	0.3%	0.3%	0.9%

Offer made: Young people who received an offer of a suitable place in education or training, including 17 year olds continuing 2 year courses

Offer not appropriate: Young people who did not apply for education or training because they were in employment without training, or who have other barriers to address before education or training could be considered

Offer not made: Young people who did not receive an offer because they were undecided about what to do next, were awaiting the result of an application or were not able to find a suitable place

Not recorded: Young people for whom the authority does not have information about offers made. This includes those who were not contacted to discuss options or who had moved away from their last known address.

USEFUL WEBSITES AND RESOURCES

[Screen Skills Careers Resources](#)

ScreenSkills have some valuable resources on their website including an animation lesson for years 5,6 and 7 and 'careers maps' which show how different careers fit together within the screen industry.

[Discover Creative Careers](#)

Creative Careers is an initiative by the UK creative industries to make it easier for young people to find careers in the creative industries.

[How to deliver career support in your school](#)

Series of short films produced by BBC Teach exploring different approaches to incorporating careers into school.

[National Apprenticeship Week 2020 Resources](#)

Amazing Apprenticeships have produced lots of resources to support this year's National Apprenticeship Week, which of course is this month. Have a look at the links below:

- [Apprenticeship Activity Pack for Schools](#)
- [Subject Snapshot Guides for Teachers](#)
- [Apprenticeship Subject Posters](#)

[Parents' Pack, Apprenticeship Information 2020](#)

As always, this month's parents pack is filled with lots of great apprenticeship information. The tips from 10 of the top apprenticeship employers in the UK particularly caught our eye.

[The Careers Strategy: CareermapLive CPD Webinars](#)

Series of webinars which are aimed at schools and colleges, teachers and Career Leaders. The webinars are free to book onto and run from 4pm until 5pm.



What are employers really looking for?



Advice from 10 of the top apprentice employers in the UK to see what they really want to see from your child's application

For more tips, go to: <https://amazingapprenticeships.com/vacancies>

AIRBUS	Team work is an important part of life here, so we look for people who love collaboration and want to learn, grow and share their achievements with others. So try and get your child to demonstrate examples of this in their application.
BBC	Refer back to the job description to help you and consider listing your experiences and skills on a piece of paper next to you so you don't forget the essentials.
Bentley	Be prepared. Be passionate. Be proactive. Take time to understand the industry before applying.
Coca-Cola European Partners	Ensure your CV is up to date and make sure you include: Key Skills, languages, work experience and hobbies and interests.
NHS	Check in advance where the interview will be held and arrive with plenty of time to spare. Remember that hospitals and universities can be large and busy places!
IBM	The key to giving yourself the best shot in assessment centres is preparation. Prepare so that you're not going in blind, attain some key facts that might prove useful, but don't overload yourself with information – you still want your personality to come through.
Nestle	There is no way to revise for the online application. Make sure you submit your application as soon as possible, and do not miss the deadline if there is one!
Royal Mail	The video interview/assessment centre is the stage of the process that will help us get to know your skills and personal qualities a whole lot better. But it's also your chance to get to know us – so remember to have your questions at the ready.
EDF Energy	Draw on your work and educational experience where relevant in your application and throughout the process.

FUTURE EVENTS

[National Apprenticeship Week 2020](#)

3-7 February 2020

<https://register.gotowebinar.com/register/4430120768848285453>

[ISE The role of apprenticeships in Early Talent Strategy](#)

Monday 4th February 2020, 9.30 – 16.30

[Understanding T-Levels](#)

3 March 2020, 9.00 am-12.30pm.

[National Careers Week 2020](#)

2-7th March 2020

[Open Doors 2020](#)

Between Monday 16th and Sat 21st March 2020 construction sites nationwide will open up to allow young people ages 11 and up to visit a working site. Sign up via the link above.