



National Careers Service LMI and Apprenticeship Bulletin February 2020



In this edition...

Unstoppable Disruption

Defining Digital

**Preston, Stockport and Macclesfield are places to
watch in 2020**

NW Business numbers rise

Emerging Jobs

Disconnected Careers Ambitions in the UK

2020 to be a Big Year for LCR's digital sector

No slow down in Cheshire and Warrington economy

GCHQ Accelerator backs 11 GM start ups

**Sorry we are a few days late this month but don't
forget-**

If you enjoy the LMI and Apprenticeship Newsletter, then why not follow our
Twitter feed for even more up-to-date Labour Market Information. It can be
found at <https://twitter.com/GCCareersIntel>

Unstoppable Disruption – notes from a Professional Liverpool Event on January 16th, 2020



The first speaker was **Mike Batters**, Group Technical Director [@netprotocol](#) (*Netprotocol provide technical services for legal companies. They have been in business for 20 years. (#LegalIt)*)

Technology now encourages mobility in the workforce. The '*talent*' now expects flexible working structures. Technology also can reduce costs, especially enabling companies to give up expensive office space. Consequently, the new office is anywhere you want it to be.

This new way of working offers challenges to all businesses but is particularly difficult for legal companies because of the amount of regulation they need to adhere to. Security is a vital concern, especially when working in public spaces (e.g. Starbuck's) and over public Wi-Fi networks. So, they need solutions that allows them to manage the estate anywhere and anytime.

Solutions have evolved rapidly to meet these new challenges. No one size fits all. Cloud Managed Security Solutions are commonplace and there is now an expectation of IT support anywhere. Companies will still want to control access as before, but IT might now have to manage things on a global scale. Office 365 and Gmail do not offer all the facilities expected of a heavily regulated legal business

Next up was **Jonathan Ford** of Jonathan Ford and Co Chartered Accountants (<https://www.jonathanford.co.uk/>)

Jonathan established the company in 1999. He described himself as an unashamed '*gadget geek*'. He mentioned that in 2006 Jonathan Ford and Co won an award for the best use of the Internet, but this was before Google Chrome or the iPhone had launched and What's App, Spotify and Instagram were years in the future.

Traditionally accountancy has been all about paper - receipts, invoices, accounts etc- but now there are technical solutions like Xero, Quick Books, Receipt Bank and Go Cardless. This is a whole new ecosystem in accountancy. Tech also allows companies to provide the

illusion of being available 24/7

For the future Jonathan believed that Machine Learning (ML), Artificial Intelligence (AI), Big Data and increased connectivity would all have a big impact. With machine learning programmes could, for example, soon recognise simple rules like whether VAT was payable on a particular transaction and Xero already amasses massive amounts of data on what users spend which must be valuable to someone.

Jonathan can foresee a time when a large tech company like Amazon or Apple may look to offer services in the Accountancy sphere e.g. Apple Tax! Another threat is that competitors may appear who can do tech better than you.

He considered that the skills that you needed to succeed as an accountant are different now than they were when he was starting out. Now accountants need to be very technically savvy.

The third and final speaker was **Roland Emmans**, Head of Tech at HSBC. He entitled his talk, '*Gales of Change*.'

Society is changing

The big tech trends that are coming or are already here are 5G, Social Media, Internet of Things (IoT) - where the next big growth will be, according to Roland, Cloud Computing, Data ('*the new oil*'), AI

77% of tech transformation processes don't meet all their stated objectives. Tech is relatively easy to change, but the processes associated with that change are more difficult. Need to train people and explain the processes clearly.

It is now said we are now undergoing the 4th Industrial Revolution. The first was mechanization and the use of steam power; the second saw mass production; the third the introduction of computers and automation. Now we are seeing the 4th where technologies like artificial intelligence, autonomous vehicles and the internet of things are merging with humans' physical lives.

Today we live in a VUCA world that is one that is Volatile, Uncertain, Complex and Ambiguous. Roland quoted ex Conservative Party Leader, William Hague as saying that in future historians would look back at this period and see the 3 most important trends to be the end of the cold war; the rise of the east and, in particular, China; and the increased importance of data - the new force.

Most people accept the terms and conditions on a website in under a second. We also get impatience if a web page hasn't properly loaded in 7 seconds!

Defining Digital -Tom Staples, Creative Director, 3 Man Factory and Chair, Digital Lancashire



Tom stated there is not an accepted international definition of the digital economy. The UK Government defines it as *'all jobs in the digital sector, as well as all those working in Digital Occupations in non-digital sectors.'*

In Lancashire there are approximately 2,840 digital enterprises. 95% of these are micro-businesses employing less than 10 people. There are 32,400 employees in the digital sector in Lancashire. 18,400 employees in the digital sector are in non-digital roles. In addition, there are 14,000 digital employees working in other sectors. Proof, if it was needed that digital cuts through everything.

Lancashire has 97% access to superfast broadband which is above the NW average.

The expansion and ubiquity of digital can be seen by these statistics:

- Instagram has 1bn active monthly users
- 500+ hours of video are uploaded every hour to YouTube
- TikTok (a video sharing app) has 800m monthly users and is only 2 years old
- There are 330m active Twitter users of which 80% access it via a mobile device.

Over 500m tweets are sent daily

- Facebook has 2.4bn active monthly users and this doesn't include What's App or Messenger users (Facebook own these too)
- LinkedIn has 660m users – 28m in the UK

An apprentice the 3 Man Factory took on was petrified of using the telephone as a traditional phone!

It is estimated that 1.5m jobs in the UK are at threat because of automation. In Preston 47% of jobs are potentially under threat. According to the Office of National Statistics the following jobs are the 5 most at risk of automation

- Waiters 73%
- Shelf fillers 72%
- Elementary sales occupations 71%
- Bar staff 71%
- Kitchen and catering assistants 69%

[Read more here](#)

Preston, Stockport and Macclesfield among places to watch in 2020



Preston, Stockport and Macclesfield among 'places to watch' in 2020, says Cushman & Wakefield

A global property services firm has said Preston, Stockport and Macclesfield are among 'places to watch' in 2020.

Caroline Baker, head of Cushman & Wakefield's Manchester office, said: "Great connectivity, clear vision and strategy, public sector support and increasing interest from developers and investors will come together to demonstrate how smaller cities and town centres can support a new wave of investment in urban centres, creating great sustainable and healthier places to work, live and enjoy shopping, leisure and cultural opportunities."

[Read more here](#)

NW business numbers rose by 11,000 in 2019



Paul Barber, north west chair of R3 and a partner at Begbies Traynor, said the figures are a "celebration" of the north west's enterprise culture.

"In recent years, we have seen an unprecedented number of new businesses created and, while 2019 didn't match the peak of a few years ago, it was another strong year for business creation."

The region's business community saw greater expansion in 2019 than in 2018, when fewer than 8,000 additional businesses were created.

There were 380,000 active businesses in the north west in December, up 3 per cent from 369,000 in 2018. Numbers have risen 21 per cent since December 2015.

[Read more here](#)

Emerging Jobs



According to LinkedIn the UK's 3 top Emerging Jobs are

1. Artificial Intelligence Specialist
2. Data Protection Officer
3. Robotics Engineer

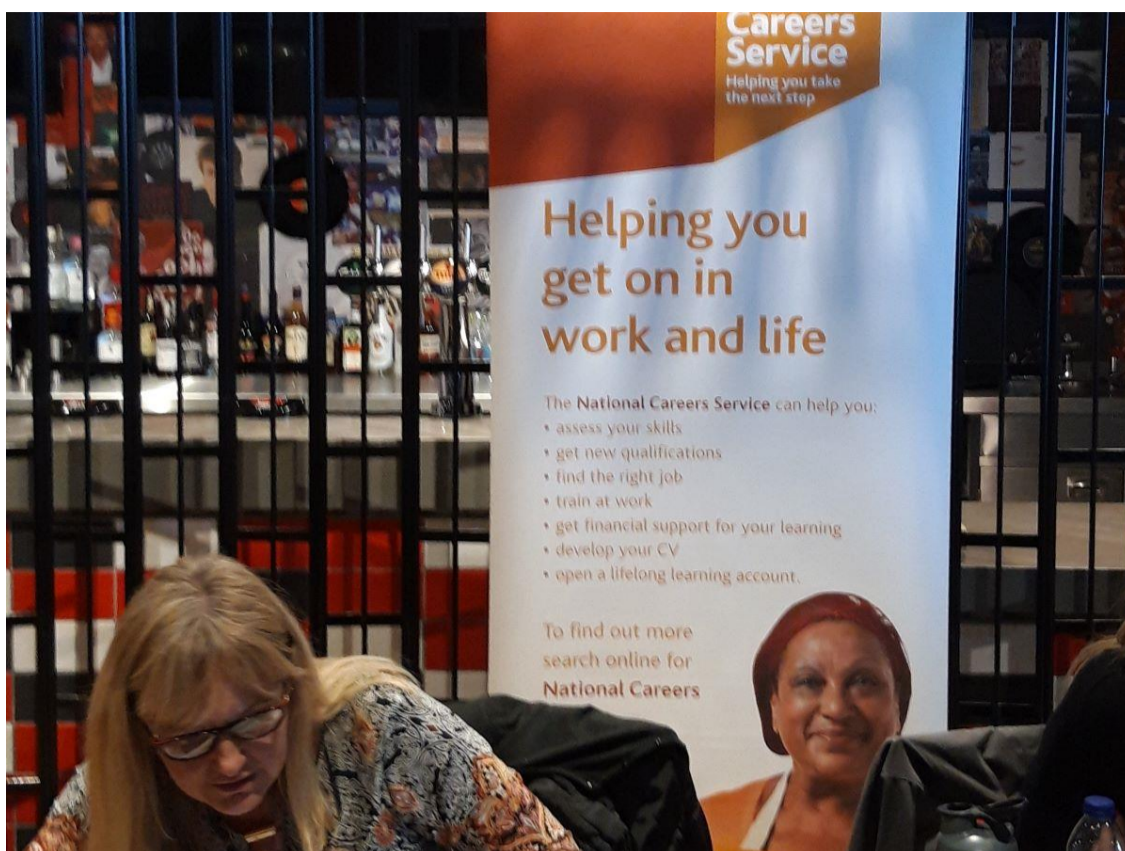
And the 3 sectors with the most emerging jobs are

1. Information, Technology and Services
2. Computer Software
3. Financial Services

The 3 cities with the most emerging jobs are London, **Manchester** and Edinburgh

[Read more here](#)

Disconnected: Career Ambitions in the UK



A new report reveals a disconnect between young people's career aspirations and jobs in the UK, whether current vacancies or projected demand. This report is based on an international survey of over 8,500 people aged 14-18. There were over 7,000 responses from young people in the UK

Key findings:

- The sectors that young people aspire to work in differ greatly from the jobs available. There is a disconnect between aspiration and opportunity;
- Most young people are certain about their job choices – but there is a three-fold disconnect or worse between aspirations and demand in almost half of the UK economy;
- For instance, five times as many young people want to work in art, culture, entertainment and sport as there are jobs available. Over half of those respondents do not report an interest in any other sector;
- Young people are confident in their choices and the disconnect is strikingly similar at age 17/18 as at age 14/15, with similar patterns to the jobs to which children aspire at age 7/8. Such certainty and consistency of young peoples' career choices throughout their teenage years suggests that this disconnect from available jobs, and the frustrations and wasted energy it produces, will require significant effort to resolve;
- Many young people report only limited careers support from their schools and colleges, but those who are benefitting from careers activities and multiple career influences in secondary education have aspirations that are – in aggregate – better connected to the labour market;
- Effective careers support reduces the disconnection between aspirations and jobs. Extending best practice could change the lives of 100,000 school leavers per year.

Thanks to Maura O'Brien at Manchester City Council's Work and Skills team for highlighting this report

[Read more here](#)

2020 to bring huge expansion, hundreds of jobs and big investment to Liverpool City Region's tech sector, leading figure predicts.



2020 is set to be a year of huge expansion, investment and hundreds of new jobs for the [Liverpool City Region's](#) tech sector, a leading industry figure has predicted.

Business and technology manager at LCR Activate Jonathon Clarke has given his forecasts over what may happen in the region's tech scene based on insight from the programme's [Tech Climbers report](#) - and his experience providing support to businesses here. With the rate of expansion having a significant focus on skills, Mr Clarke said Liverpool City Region's tech scene will become a lucrative market for employment opportunities in 2020.

He said: "According to our LCR Tech Climbers Report 2019, just 53 top tech businesses are predicting the creation of a huge 700 jobs between them in the next 12 months. On average, that's over 13 employees in each business. "What's more, it appears that the region is generally bucking the trend of the tech skills shortage, with talent being cited in the report as a key benefit for businesses being based in LCR. A strong pipeline of talent coming out of our colleges and universities, coupled with a thriving and exciting city lifestyle, has been a boon for our community."

[Read more here](#)

No slow down in growth for Cheshire and Warrington economy



Cementing its position as an economic powerhouse, Cheshire and Warrington's economy continues to be the second highest performing economy in England (outside of London) with average income per head rising by an impressive 3.3% and the overall size of the economy now worth £32.48bn.

Released recently, the latest 2018 Office for National Statistics (ONS) data shows that for every resident goods and services are produced worth £34,896, the second highest in England outside of London, and growing at a faster rate than the rest of the North West of England.

The Cheshire and Warrington economy continues to outpace that being achieved across the majority of England and is now bigger than those of Sheffield, Leeds and Birmingham.

[Read more here](#)

GCHQ accelerator programme backs 11 Greater Manchester tech start-ups



Intelligence, security and cyber agency GCHQ has announced it has selected 11 companies, creating products to improve citizen safety in a digitally connected world, to receive support and mentoring from its tech experts. Over the next 16 weeks the GCHQ Accelerator will offer the businesses from Greater Manchester and the North West advice to help them progress their ideas – from insights into connected devices, to the creative and responsible use of data to improve people's lives.

The products are designed to improve citizen safety in an increasingly digitally connected world. Business ideas incorporate software to identify illegal online pharmacies and tech to help the elderly live in their homes for longer. These include a fitness watch which can call for help and technology which heats homes based on weather forecasts are among business ideas to win backing from GCHQ.

The programme is a joint venture with The Landing, a tech mentorship company, and global tech accelerator UP Ventures. The focus of the programme is to support the start-ups to progress their business ideas which are better, faster and cheaper than existing products.

The companies selected to benefit from the scheme are:

- Shield Digital – Software to identify illegal online pharmacies
- Dadshed – Property Management Technology
- Enee.io - Asset monitoring and tracking platform for energy generation and storage
- Evergreen Smart Power – Delivery of a smarter energy system
- Homely Energy Ltd – Making heat pumps smarter
- Inevitable Ltd – Machine learning tool to enable data smart strategic forecasting and prediction.
- Howz/Intelesant – Smart home monitoring for assisted living
- Otaskies – AI baked street light dimming energy solution
- Sparta Digital - Augmented reality app for mental health/suicide intervention
- Tended – AI and wearable tech for Health and Safety
- Wattl - Collaborative video discovery platform

[Read more here](#)