



THE CAREERS &  
ENTERPRISE  
COMPANY

enterprise **m3**

**Careers and Enterprise**

*Working with education and employers to build a better future*

*#business2education*

# CAREERS IN HAMPSHIRE AND SURREY : LABOUR MARKET INFORMATION SEPTEMBER 2021

Reference: EM3 Dashboard September 2021 and Annual Report 2021

# ENTERPRISE M3 - MAP

**2,000**

businesses



**2**



County Councils

**13**

District Authorities



# HAMPSHIRE AND SURREY ECONOMY



**£65bn Gross Domestic Product (GDP)**  
**3% of the UK**  
*Total value of goods produced and services produce in a country during on year*



**91,780 businesses in 2020**

**908,000 jobs, 2.5% of the UK total**



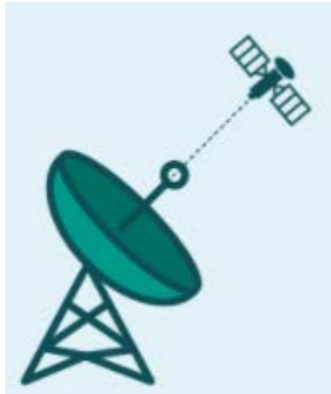
**Higher Business Density than London**



**0.8% Growth in 2019**  
**Second only to London in the South**

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## GROWTH SECTORS



**Space**



**Animal  
MedTech**

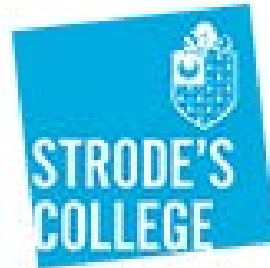


**Gaming  
and  
Immersive  
Technology**

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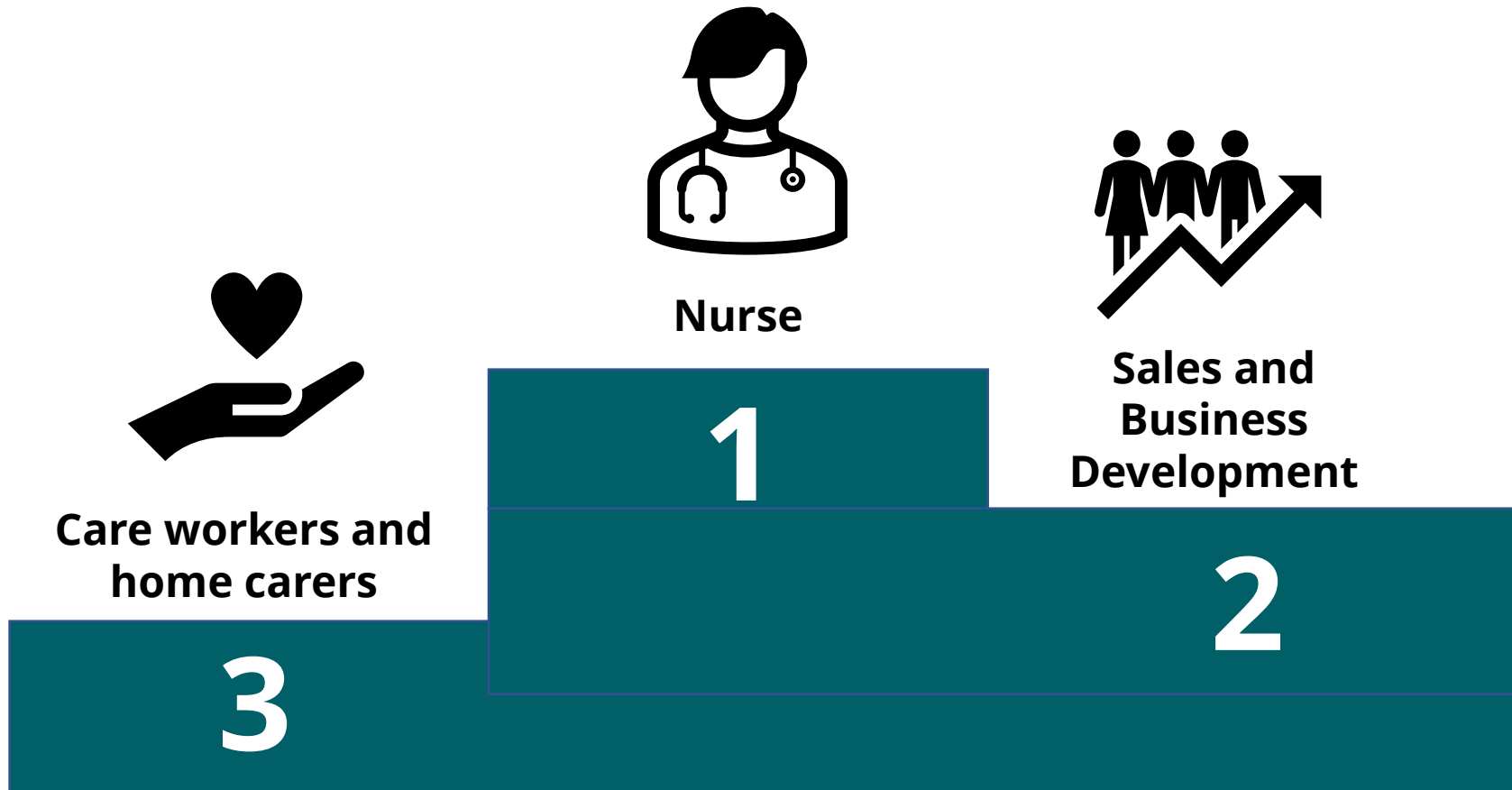


# COLLEGES



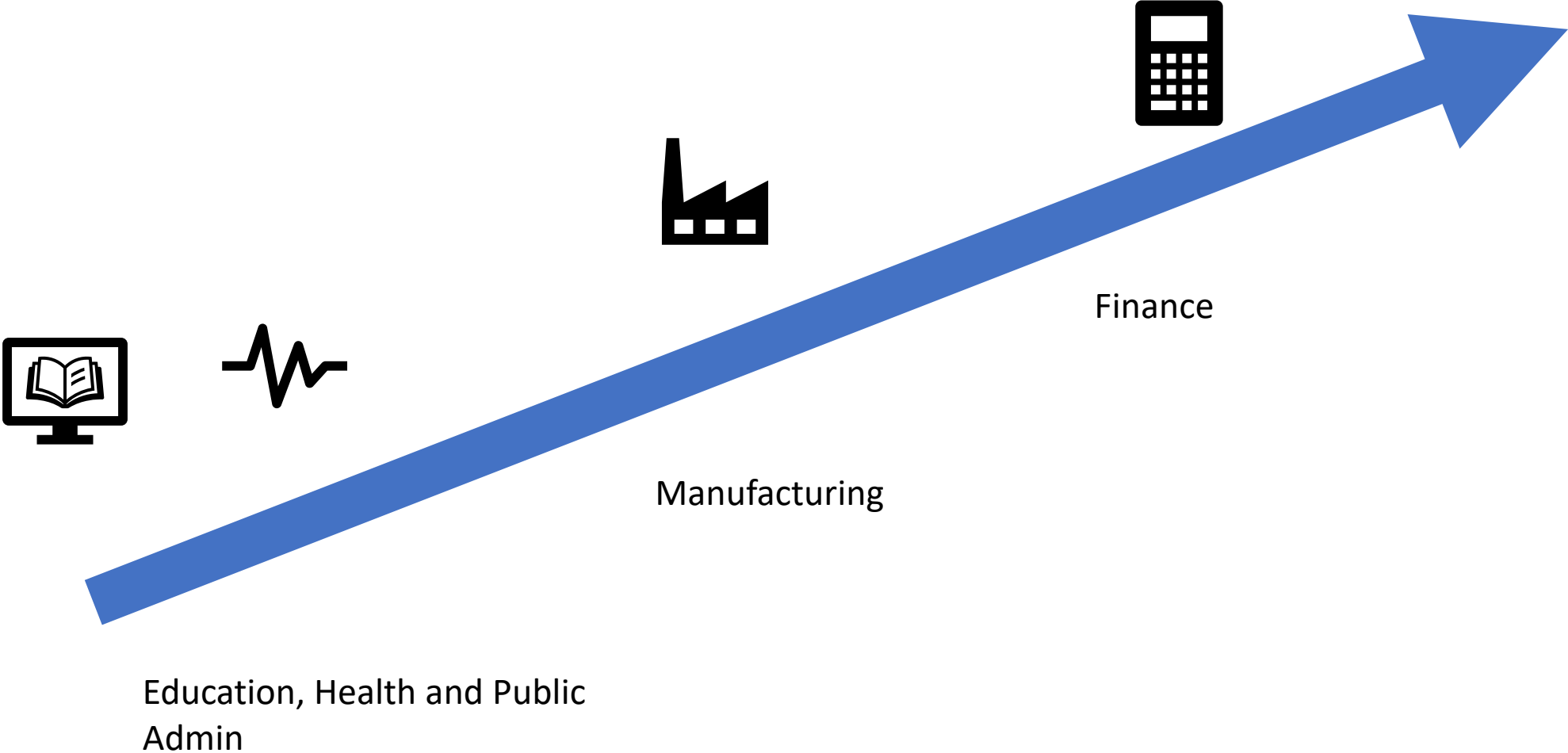
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## HIGH DEMAND SKILLS



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# SECTORAL WINNERS – IN THE PANDEMIC YEAR



## SKILLS IN HIGH DEMAND IN EM3

Occupation (SOC) – August 2021	Unique Postings	%
Nurses	1,950	5.6
Sales accounts and business development managers	1,904	5.5
Care workers and home carers	1,591	4.6
Chefs	1,444	4.1
Kitchen and catering assistants	1,285	3.7
Programmers and software development professionals	1,241	3.6
Van drivers	1,212	3.5
Book-keepers, payroll managers and wages clerks	988	2.8
Business sales executives	952	2.7
Finance and investment analysts and advisers	940	2.7

\*green denotes increased demand since June 2021



## SKILLS IN HIGH DEMAND IN EM3

Top Hard Skills – April 2021	Top Hard Skills – June 2021	Top Hard Skills – August 2021
Auditing	Auditing	Finance
Accounting	Agile Methodology	Auditing
Agile Methodology	Accounting	Accounting
Business Development	Business Development	Business Development
Key Performance Indicators (KPIs)	Key Performance Indicators (KPIs)	Key Performance Indicators (KPIs)
Nursing	Selling Techniques	Agile Methodology
Selling Techniques	Nursing	Selling Techniques
SQL (Programming Language)	Customer Relationship Management	Business Development
Customer Relationship Management	Forecasting	Warehousing
Forecasting	SQL (Programming Language)	Nursing
Warehousing	Warehousing	Restaurant Operation
Procurement	Procurement	Customer Relationship Management

Red denotes change in standings.

Green denotes new entry.

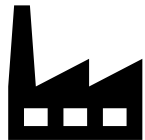
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## NET ZERO AND GREEN SKILLS FOCUS

# 75,400

existing jobs in EM3 are expected to be in high demand due to their important role in the net-zero economy

High demand sectors for net zero skills



Manufacturing



Construction



Professional,  
Scientific,  
technical



Business Admin  
and Support  
Services



Business Admin  
and Support  
Services

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Delivering prosperity through innovation

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