

# careermag

## FOR PARENTS

### Back to school 2020

Bloodhound - breaking land speed records

COVID resilient careers

Post 16 and 18 Options

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Helping  
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**Careermag for Parents**

Issue 5 | September 2020



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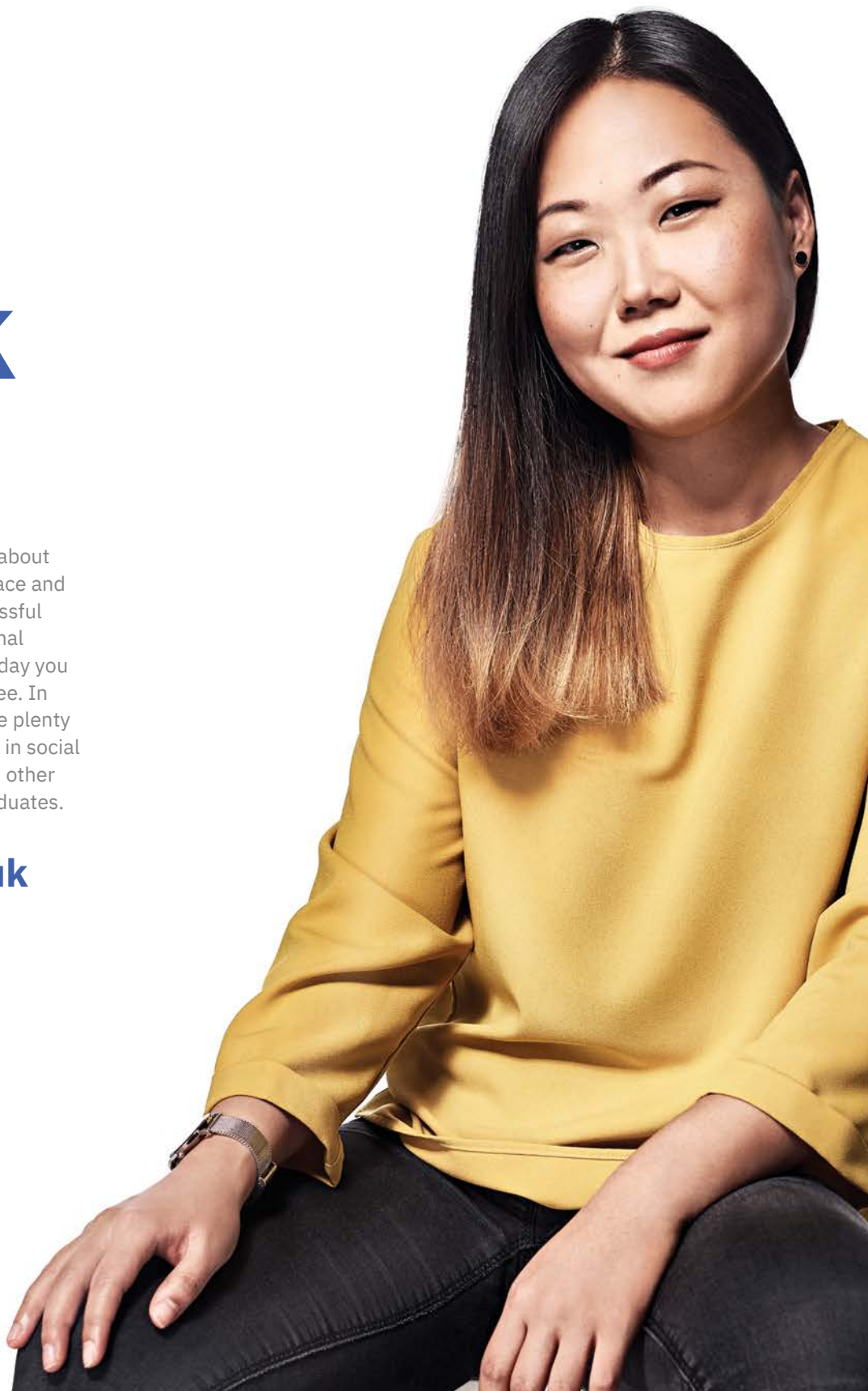
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## FOREWORD

# Careers in Sport

This issue of Careermag for Parents includes a special focus on careers in sport. We are extremely pleased to be working with Pearson BTEC on their 'Careers in Sport' campaign to help raise awareness of the wide array of opportunities for learners that exist in the sport sector.

**M**ax Whitlock is passionate about sport. Having become aware that students might not be considering all the careers they can access when they make their choices at school or college, he is keen to show young people and their parents that there are so many essential sport roles that make my achievements possible.

## A personal message from Max Whitlock

My BTEC helped me as an athlete and a businessman, and many of the roles within my team now, such as conditioning coach, gym instructor and nutritionist can be reached directly from a sport qualification such as BTEC.

This campaign aims to tackle the stereotypical assumptions made around what opportunities are open to those who choose to study sport. It can be difficult for young students to know what they would like to do when they're older, especially when they don't know what pathways are possible. Our aim is to profile as many careers within the sports sector to help give an understanding of the potential roles out there to as many young people as we can - and give them a flavour of what those roles entail.

We want to move away from the perception that only elite level sportspeople have a career in sport. The sport sector is a major employer in the UK with 445,365 people employed or self-employed in the industry (CIMSPA workforce report Nov 19). I believe we need to move away from the perception, especially at school or college, that a career in sport can only mean a role as a PE teacher or a Personal Trainer. These roles are essential, but I want to highlight that there are so many more roles for young people to aspire towards.

We've worked with individuals, brands and governing bodies ranging from sports journalist Mike Bushell, to sporting public bodies such as UK Sport, who have all given us a greater understanding into what they do, how they got there and what their roles entail.

Together with Pearson BTEC, I'd like to present some of those options to you in this month's Careermag, with a special spotlight on sport as a qualification subject. Explore the roles available for your children and discover why sport is a choice worth considering.

**Max Whitlock**  
Double Olympic Gold Champion  
& Pearson BTEC Ambassador



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# Welcome to Careermag for Parents - Back to School 2020



## Dear Parents

I am writing this during the first weeks of the return to school. Keeping an eye on the press and news from my contacts in the education space, it is a worrying and stressful time for everyone. The COVID19 infection rates are rising and some schools have reported infections.

It is a challenge for schools to make decisions on how to respond, along with making sure the school environment is safe for everyone. Do know that everyone is doing their very best to ensure the safety of your children, along with their teachers and other staff.

Despite this, I am also hearing lovely stories of the joy felt by children being back together with their mates (social distancing, of course)! Children are amazingly resilient and we hope you are able to be so as well.

Rachel Johnson, thought leader and Director of the school community PiXL, has this to say:

*It has been an unusual time for all of us in the recent months but what is clear is that there is hope. Hope for our young people because there is an army of teachers and school leaders who are not only delighted to welcome them back, but who are invested in doing all they can to help them succeed. Although the media are talking about lost learning and gaps, the profession is not fazed because our job has always been to help young people get from where they are to where they need to be. With your support at home and the school's help at school, your child will get the best possible start to the term. This generation of young people are creative, innovative, determined and resilient - it is our pleasure to be able to nurture that in them.*

Now is a good time to help your child think about their futures. This issue of Careermag for Parents is packed with lots of information to help you help them.

Wishing all the very best

**Sharon Walpole and the Careermag Team**



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## DEGREES

The cost of university can seem daunting and unaffordable for many young people, but did you know that the Army offers many ways to fund degree level qualifications?





There are two main ways the Army funds degrees: financial awards for students at university before they join the Army, and funding university for serving personnel. There are bursaries available for any UK university undergraduate course, with higher awards available for STEM, nursing and medical degrees.

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## About Careermag

Careermag publications are designed to provide quality, up-to-date information about careers and qualifications. Careers are not a linear path and you cannot know what you don't know. We aim to inspire and inform about all sorts of careers and opportunities, now and in the future. We look at all the pathways you can take, be that vocational, academic and/or professional.

We welcome your input! Please get in touch if you have any questions or something to contribute.

Contact the Editor at  
[info@careermag.co.uk](mailto:info@careermag.co.uk)

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Careermag is an excellent resource for schools, colleges and sixth forms. If you would like to receive bulk print copies, email Jodie at [info@careermag.co.uk](mailto:info@careermag.co.uk)



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# Back to School 2020

There is no question that the events around this year's results have led to a great deal of stress and uncertainty. However, the centre assessed grades produced by schools and colleges were subjected to a rigorous internal moderation process and certainly will have produced fairer results than the abandoned statistical method. Nevertheless as in any year some students will have received lower results than they had hoped for.

**H**opefully by the time you read this your son or daughter will have been able to access a suitable university/college or sixth form course. In some cases, however, they may wish or need to resit one or more subjects. If you think that might be the case, teachers will be able to advise whether that is necessary. All young people have the right to access professional careers advice which can be accessed through the school college or via the National Careers Service telephone line or webchat.



**Brian Lightman** has broad experience in education spanning 41 years, including two headships and president General Secretary of the Association of School and College Leaders.

Now a self-employed education consultant, his wide ranging portfolio includes working with schools, and leading on careers education for the PiXL network of over 3,000 schools. Brian is a non-executive director of the Careers and Enterprise Company.

# Here are some tips to help you support them...

If your child was in year 11 and now has their GCSE results they will hopefully be able to progress to their chosen post 16 destination. This may be in the school sixth form, a sixth form college or an apprenticeship.

If that is the case students will need to ensure that they are fully prepared and equipped for these more advanced courses. They may well have gaps in their knowledge and understanding of aspects which would, at another time, have been dealt with in more depth in years 11 and 13.

Course leaders are fully aware of this and will have adapted their programmes of study to compensate for this. Whether or not their school or college is fully open it will be vitally important for students to plan their learning carefully and use the vast range of available resources to consolidate their knowledge and understanding.

At home they need a quiet place to work with a laptop and internet access. If that is not available please talk to the school or college. They can help and may be able to access government initiatives to do so.

Your child must not be reluctant to ask their teachers for help. It is completely understandable if they struggle with topics they feel they should know about so please do encourage them to be proactive.

## What to do if results were lower than expected

The systems for calculating final results this year were unique and complex. It is likely that some results will differ from what might have been expected. There is little point in dwelling on this as the appeals process will only address errors in calculations rather than reassessing student's work as there are no papers to re-mark. In most cases schools, colleges and universities will look sympathetically as each student and allow them to enrol for courses. If that is the case there may be little point in resitting GCSE exams in November apart perhaps from English and Maths. Teachers will be able to advise about this.

## What if there is another lockdown?

At the time of writing we have no idea what might happen but we have all learnt a great deal over recent months. Schools are in a much stronger position to organise remote learning and students now have experience of what this might look like. As parents the best advice is to help young people to have a daily routine which enables them to balance study and leisure.

## What should my son or daughter be doing to prepare for their future careers?

**Year 13:** Now is the time to be researching future destinations in detail, draft CVs and personal statements. There are many resources to support this including those we have produced for schools in the PiXL network. This magazine and the Careermap website provide extensive insights into different sectors and useful links to explore. In all cases I would strongly advise all students to consider employment-based routes as well as traditional degrees. Remember that there are now degree apprenticeships through which students are employed and incur no debt while training. Universities are providing virtual tours if it is not possible to go on a visit.

**Year 12:** As well as adapting to the new advanced courses it is important to be finding out about possible destinations. The two years of post 16 study will pass very quickly. Using resources like Careermap it is really important to find out about the different sectors, use the online tool to explore the labour market and find out which jobs have the best employment prospects. It is certainly not too early to start writing to companies and exploring their and university websites.

In addition to this practical research students need to be able to articulate to a future employer which employability skills they have. Employers want to hear about skills like communication, problem solving, organisational skills, initiative and resilience.

Many young people do not realise that they already possess these. Have they for example given a talk to their class? Have they organised a fundraising event in school, coached a team or have they had a personal experience which has tested their resilience? A great example of that might well be how they coped with the lockdown. They should be encouraged to note these experiences in preparation for future applications and interviews.

**Year 11** will need to be planning actively for post 16 destinations. If that is to be the school sixth form their school will no doubt provide plenty of guidance but this is also the time to investigate what local sixth form and further education colleges have to offer. It is important not to be lured into courses for their 'novelty' factor but really to understand where they might lead to. If, for example someone wants to become a lawyer an A Level in Law is not essential. Subjects like English and History which develop strong skills in presenting and communicating an argument are ideal preparation for a Law degree. Again it is important to understand the labour market. There is a significant mismatch between career aspirations in some sectors and the jobs available. Hair and beauty and sports are examples.

**For year 10** and below much of the same applies. The more they can do to understand the vast range of exciting opportunities available the better. Increasingly there are opportunities for virtual work experience which schools can facilitate.

Remember that all schools and colleges provide careers education and guidance. Details of their offer is required to be published on all school websites. Good advice and guidance can be a powerful motivator and doesn't cost anything so please do ask the school or college for help if you need it.

**My final tip is that this is not a time for gloom or despondency. The current crisis will pass and the opportunities for all of them are waiting to be seized.**

# CAREERS IN SPORT



**ALWAYS DREAMT OF WORKING  
IN THE SPORTS INDUSTRY BUT  
NOT SURE WHERE TO START?**

**You don't have to be a professional sportsperson to work in one of the biggest industries in the UK. With sports employers needing roles in marketing, journalism and business management, the industry provides a diverse range of careers to get stuck in to.**

**FIND OUT MORE ABOUT BTEC SPORT**

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## SECTOR SPOTLIGHT

# Sport

*The number of active people per week is 28.6 million* Sport England, Oct 2019



A career in sport isn't just about trying to reach the elite level. There's plenty more on offer, like coaching, sports management, personal training, running leisure facilities or working in a retail sport store. In addition to getting outside in the fresh air, there are careers assisting people taking part in active pursuits like mountain biking or hiking.

**T**he sport industry is all about having fun, keeping fit and maintaining or improving health and fitness.

Careers in this growing sector are widely varied: they can be in professional sport, such as playing or being part of the wider support team; working in health promotion through sport and the study of sports science; or perhaps take a fitness role in a gym delivering group or one-to-one training sessions and exercise classes.

There are countless opportunities for fulfilling, fast-paced and interesting careers in sport.

# About the sport sector

## What career pathways are there for BTEC Sport students?

There are many careers out there for BTEC Sport students, a few examples are:

- Sports Coach
- Personal Trainer or Gym Instructor
- Sports Manager
- Sports Facilities Manager
- Outdoor Activity Instructor
- Nutritionist
- Sports Scientist
- Sports Agent
- Sports Analyst
- Sports Journalist
- Sports Psychologist
- Physiotherapist
- Sports Marketer

## Skills

BTEC Sport can help learners to gain both technical skills and 'soft' skills that are essential to any future career. These include:

- Communication
- Leadership
- Research
- Problem solving
- Team working
- Coaching
- Reflection and development
- Delivering feedback
- Organisation and time-keeping
- Analysis and data interpretation
- Decision making

**People in the UK spend on average £7.50 on sports subscriptions a week**

Source: Statista, Nov 2019



### Fitness

- ▶ Fitness Facilities Manager
- ▶ Gym Instructor
- ▶ Group Exercise Instructor
- ▶ Personal Trainer
- ▶ Membership Consultant



### Outdoor

- ▶ Outdoor Activities Instructor
- ▶ Assistant Activity Leader
- ▶ Outdoor Centre Manager
- ▶ Mountain Leader
- ▶ Outdoor Event Organiser



### Elite Sport

- |                    |   |
|--------------------|---|
| ▶ Athlete          | ▶ Strengthening and Conditioning Professional |
| ▶ Sponsorship      | ▶ Sports Scientist                            |
| ▶ Influencer       | ▶ Sports Nutritionist                         |
| ▶ Performer        | ▶ Driver                                      |
| ▶ Sports Analyst   | ▶ Sports Kit Manager                          |
| ▶ Sports Scientist |   |
| ▶ Physiotherapist  |   |



### Coaching

- ▶ Community
- ▶ Elite performance
  - ▷ Assistant Coach
  - ▷ Coach
  - ▷ Advanced/Senior Coach

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## There are 189 000 employees in the sports and fitness industry

Source: Statista, Nov 2019



### Teaching

- ▶ Primary teaching
- ▶ PE teaching



### Development

- ▶ Sports Development Manager
- ▶ Sports Development Officer

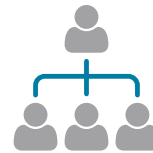


### Business roles

- ▶ Sports Agent
- ▶ Sports Marketing
- ▶ Sports Journalist
- ▶ Sport Media Commentator
- ▶ Social Media Influencer
- ▶ Sports Lawyer
- ▶ Sports Agent

# Want to work in sport sector?

Together communities, improves health and well-being and essential skills, such as teamwork, coaching others, leadership experience. Roles available in the sport sector are incredibly diverse; you could become a Coach, a Sports Journalist, a Sports Scientist, or many other careers. If you study a BTEC you'll get the necessary understanding and skills, to help further a career in this fast-paced and expanding industry.



### Management Roles

- ▶ Fitness/Gym Manager
- ▶ Leisure Manager
- ▶ Director/Head of Centre
- ▶ Education Manager



### Leisure

- ▶ Swimming teacher
- ▶ Leisure Centre Manager
- ▶ Receptionist
- ▶ Recreation Assistant
- ▶ Lifeguard
- ▶ Team Leader



### Wellbeing

- ▶ Community Health Officer
- ▶ Pilates, Yoga or Tai Chi instructor

## Where a BTEC in Sport can take you...

**Meet former BTEC Sport student Ben Crickmay. He told us about his experience studying a BTEC and how he then went on to teaching BTEC Sport.**

### **What was it like studying a BTEC in sport?**

A BTEC in sport was the perfect opportunity for me to be able to balance elite sport with gaining a recognised qualification. It allowed me to focus on my academic study and produce work to a high standard, whilst also being able to concentrate on my training.

My BTEC helped me to develop independently as a learner because a lot of it was done through online learning and independent research. When I went on to study at the University of Bath, I felt as if I already had a good foundation of knowledge across the modules being taught because I had covered much of the foundational content in my BTEC. This meant that I could then use a lot of my time researching and focusing on more advanced concepts.

Overall, I had a really positive experience with my BTEC, it was the perfect stepping stone into my next phase at university. It helped prepare and develop me as an individual and academically as it translated really well into my studies. I received great feedback from teachers and achieved good results.

### **Did you have any misconceptions about a BTEC in sport?**

My first perception of a BTEC in sport was that it was for more practically inclined individuals, those who aren't as academic but excel at sport-related activities. This was one of the reasons I chose BTEC sport. However, as I went on to study the subject, I quickly realised that I was wrong. I was learning towards roles in sport that require a higher level of academic knowledge, such as sport scientists.

### **What opportunities did you think you could get from completing your BTEC?**

When I was younger my idea of what career path you could follow having studied a BTEC was very narrow. I believed that there were only 3 clear routes I could go down: a professional athlete, a PE teacher or a physiotherapist. However, after studying sport at college and then at university it showed me that there are more opportunities than what meets the eye. You can study lots of different degrees that go into more depth in areas such as sport analysis, psychology and nutrition. There are a lot of valued career paths in sport that could go on to making a real difference in the industry.

### **How did you get into teaching BTEC?**

After I completed my GCSEs, I was offered a football scholarship where I competed and trained as a professional athlete for 2 years. Part of this programme was to complete an extended diploma in BTEC sport where I went on to achieve a Distinction\*. I then went on to study BSc in Sport Performance at University of Bath. I started to further develop my knowledge in sport and was awarded first-class honors for my dissertation. After completing university, feeling very



**Ben Crickmay** – Former BTEC student and Teacher of PE and Games at Brentwood Independent School

proud of what I had achieved, I went out looking for some work experience in PE teaching. This led me to complete my PGCE at my local school and finally my NQT at Brentwood School where I now teach.

### **As a BTEC teacher yourself, what do you think are the benefits of BTEC?**

I think a key benefit of a BTEC, and something we do here at Brentwood on our programme, is to make sure all our pupils are positively reinforced around the skills they have and the interests in the different areas of the course they are learning, and to express their passion so that they can see where that can take them. As a teacher especially we aim to make sure we are preparing our learners to be industry ready.

### **What advice would you give to students considering their options and parents supporting them?**

The key piece of advice I would give anyone is to start early. Start to identify the subjects that they are enjoying and doing well in and to always be ambitious and work hard. Reach out and get those opportunities that others aren't, for example gaining work experience.

My final piece of advice is to just make people aware that BTECs are widely recognised and that universities accept and recognise that BTECs are an equivalent qualification (also attracting UCAS points). There is a very big misconception around BTECs in that it is a lesser qualification when in my experience I have found it to be a very well-rounded programme that promotes growth academically and, in my case, a sporting growth as well. This is something I will continue to promote during my time at Brentwood School.



## Pathways and qualifications

There are many different routes into roles in the sports sector, with students initially choosing to study a Level 2 BTEC or GCSE qualification at school and then progressing onto a Level 3 BTEC or A level. After this, students will progress onto university, an apprenticeship or directly into their career.

BTECs, which are vocational qualifications, provide students with an opportunity to develop their skills and understanding of the subject but also gives them the opportunity to participate in

project-based assessments. BTEC qualifications concentrate on the holistic development of the practical, interpersonal and thinking skills required to be able to succeed in employment and higher education.

Apprenticeships are also an increasingly popular route for students wanting to gain hands-on, practical experience alongside their studies, giving them the opportunity to 'work while you learn'. These normally start at Level 3 and offer progression through to degree level.



## If you want to find out more...

Head online to [go.pearson.com/BTECSport](https://go.pearson.com/BTECSport) to find out more about working in sport.



Pearson | BTEC

# BTEC WORKS

**We spoke to Flex, BTEC Ambassador, presenter for The United Stand and host of the Flex YouTube channel about his experience as a BTEC learner.**

Leaving school and knowing what you'd like to do for the rest of your life at the age of 16 is a daunting challenge that we face in our teenage years. At the time, I found the process just as confusing as many other young people around the country. I left secondary school with 7 GCSE A-Cs and enrolled at college to study A Level Psychology, Business and PE.

Unfortunately, I found the courses difficult and my confidence was badly affected by the experience. In my second year of college I was introduced to the BTEC Sport qualification and was instantly drawn to the layout, modules and flexibility of the course. I went on to achieve a distinction and this was key to me going on to further education - especially as I hadn't achieved the appropriate grades in psychology and PE.

After my BTEC, I went to university to study Exercise and Fitness Practice, with aspirations of becoming a physiotherapist. I found university tough and whilst I enjoyed the social aspect, I didn't enjoy the learning experience. I didn't feel like I was able to fulfil my potential and ended up leaving the course after one year. I was then at another crossroad, questioning myself and wondering if I was smart enough or dedicated enough to truly be successful. It was then that, because of my positive BTEC experience, I decided to take up another vocational course in electrical installation. I worked as an electrician for 3 years, before changing direction and

becoming a youth worker after completing a youth work diploma. I progressed to becoming a Behavior Manager in a special needs school, which was incredibly rewarding, and I worked there for nearly 10 years; but finally, my love of sport and especially Manchester United, carried me towards what I do now. I am now a key part of the YouTube fan channel 'The United Stand' (which has nearly 700k subscribers) and I get to travel the world interacting and interviewing both football fans and players. After a few bumps in the road I finally feel like I've found my purpose and am living my passion.

**"TAKING A BTEC SHOWED ME THAT THERE WERE DIFFERENT WAYS OF LEARNING AND MANY PATHS TO SUCCESS."**

When I look back on my crazy journey, it would be so easy to see my path as inconsistent. However, I prefer to see it as a journey of courage that has developed into something I could never have imagined. Taking a BTEC showed me that there were different ways of learning and many paths to success. I'm proud that I was brave enough to keep trying different things until I found the right career for me. I'm proud of my BTEC, because of the skills and confidence it gave me while I worked out what my dream career looked like.



**FIND OUT MORE ABOUT  
BTEC SPORT**

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# SHAPE THE FUTURE OF SPORT

**Competition in sport does not just take place on the field, court or track. Behind every sport and sporting event is an entire support industry comprising players as diverse as coaches, journalists, photographers, physiotherapists, match officials, nutritionists, therapists, marketers and administrators. All are extremely specialist roles in their own right and all key to the fabric of sporting activity, whether on an amateur, professional, local or global level.**

Competition to secure a place in the wider sports and related industries is no less intense than for those athletes striving for a place on their country's Olympic team. The gold medalists might well be front and centre in the public eye, but a whole array of people help them into that position, and yet more help to keep them there, both directly and indirectly.

The first step in any career journey is deciding on what to do after your child leaves school/college. This decision can be exciting but also challenging because there are so many options available. To have a successful career in sport, it is important to understand the qualifications, skills and experience required for each profession.

## CAREERS IN SPORT

And that's where Careers in Sport comes in. The Careers in Sport website helps students find a non-competitive career path in sports, and not necessarily one that is limited coaching or teaching.

Our goal is to educate people on the kinds of careers that are available across all sporting disciplines and, ultimately, help find them their dream job.

To achieve this, we've interviewed professionals working for the likes of the Premier League, The FA, UK Sport, the RFU, the ECB, the Youth Sport Trust and Radio 5 Live to highlight the breadth and depth of careers available, alongside a wealth of practical information.

That means expert insight on specific roles, including detailed descriptions of a typical working day, what the job entails, the benefits and disadvantages of the profession, the qualifications and experience required and, of course, salary expectations.

To give you a flavour of the possibilities we have dedicated sections focusing on careers in sports business, sports coaching, sports media, sports science and health and fitness.

For students who aspire to pursue a career playing professional sport, we have detailed advice from professional players in football, hockey, cricket, gymnastics and many more.

With competition for places on specialist sports degree courses as intense as ever and apprenticeships in the industry limited it pays students of school age to start considering their options early.

And while we've all no doubt shared similar hopes and dreams of taking gold or scoring that last-minute, being a sports journalist, a PE teacher or sports scientist, for example, really is the next best thing.



Harvey Grout is the founder of [www.Careers-In-Sport.co.uk](http://www.Careers-In-Sport.co.uk).

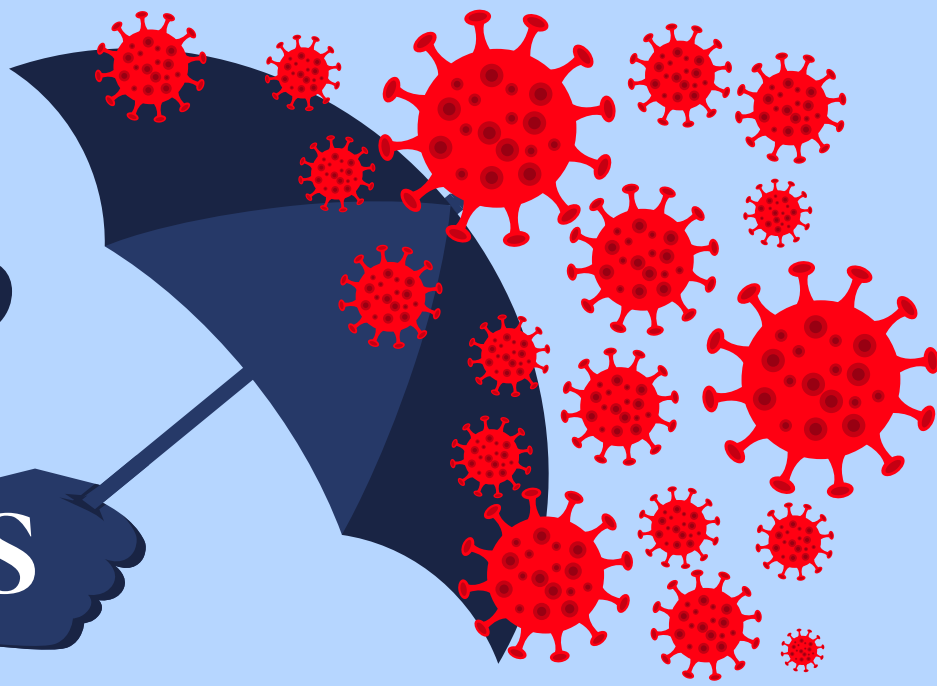


# LAUNCH A FUN AND EXCITING CAREER WITH AN APPRENTICESHIP

DON'T MISS OUT ON WORKING  
FOR ONE OF THE BEST EMPLOYERS

**APPLY TODAY!**

# 6 COVID-19 Resilient CAREERS



How is COVID-19 impacting the world of work? Which careers are considered COVID-19 resilient? How can my child become employable for the future?

**U**nderstanding the rapidly changing job market can be difficult. We've put together a guide to help you and your child understand how some careers are likely to change in the future based on current data and trends.

**The current pandemic is undoubtedly changing the world we live in, and it's no exception for the world of work. Below are some sectors which have gone from strength to strength, despite the impact of COVID-19:**

## Healthcare

If the current UK pandemic has shown us anything, it's how heavily we rely on healthcare professionals. They have been at the forefront of battling the COVID-19 outbreak. Human interaction and emotions like caring are vital attributes to healthcare professionals. Due to the ageing population healthcare careers are extremely in demand!

## Ecommerce (Online Retail)

Despite the COVID-19 pandemic, online retailing has boomed, with many people turning to online shopping as opposed to visiting the high street. It actually came to a point where certain suppliers were struggling to keep up with the demand for products.

It's not just online retailers who are needed for the increase in demand, look at the bigger picture and you'll soon realise someone needs to deliver these items, which also paves way for the transport and logistics sector.

## Education

Education and training staff are in high demand. Despite the COVID-19 outbreak, one thing remains the same and that's the need for teachers and educationalists to continue supporting students. Even in the midst of a pandemic, student learning continued (albeit much delivered online), it still remains a necessity for teachers to be there - more so now than ever.

## Construction

It's no surprise that the construction industry was the first to return to work during the COVID-19 lockdown as advised by the Government. It views the construction sector as a major force to drive economic recovery.

We live in a world which is constantly changing. Many rural areas are shifting to urban areas as the UK builds millions of new homes in years to come to solve the housing crisis. A career in construction can lead to an increasingly lucrative route resulting in better opportunities for school leavers and graduates.

## Cyber Security

You might have heard recently in the news how cyber threats are increasing and attackers are taking advantage of the pandemic.

We're a connected world which continues to expand, meaning cyber risks are becoming more threatening. We live in a world where individuals, companies and the government are increasingly dependent on technology. With high-speed technology and innovations, hackers and criminals will always look at exploiting new technological capabilities to find opportunities and vulnerabilities. Increasingly, we need people to tackle this.

## Vets

Do you consider your pet as part of the family? You're not alone! It's not just ourselves that need looking after when we are ill, but also our pets. According to the Pet Food Manufacturing Association, an estimated 40% of households have pets in 2019 and those people need vets to care for their pets when they become ill or need their boosters. A vet's work won't come to a stop during a pandemic.

# Apprenticeships vs University

## Which is right for your child – university or apprenticeship?

They are very different routes, so here are some essential things to think about.

### Cost

#### University

Fees at UK institutions are £9,250 for full-time study and £4,625 for part-time study, and on top of that, there's food, accommodation, equipment and having a nice time to pay for. You can get loans to cover a lot of this, but they contribute to an average debt for graduates of over £35,000.

#### Apprenticeships

Apprentices are paid a minimum of £4.15 per hour. Some earn more than this – it varies according to the employer. An Apprenticeship doesn't have any tuition fees as the Government and the employer covers this. However, you may have some costs: transport to work, for example, or rent and bills if you relocate for your job (or if you contribute at home).

### Qualifications

#### University

A university degree is valued by many employers all over the world, and for some careers – like doctors – it's pretty much essential. The value of uni isn't just in the high-level subject knowledge you gain either: you learn how to think critically, how to communicate well, how to research and how to present arguments. They're all pretty handy skills to have in life, and at work.

#### Apprenticeships

Apprenticeships are very employer-focused which helps in preparing you for a specific career, so they offer relevant, practical training and lots of workplace experience. At higher levels you get the same in-depth subject knowledge as university students, particularly on Degree Apprenticeships; the clue's in the name.

### Work

#### University

A good degree programme will equip you with subject knowhow, but should also give you what employers call transferable skills: writing well, analysing problems and working independently. They make you an appealing employee, whatever your degree was in.

#### Apprenticeships

Apprentices train to be able to do the job and also gain a qualification. They start working on the specific skills they need for their role right away, alongside learning about work. It's a much more practical, hands-on approach to developing skills for the workplace.

## THE POWER IS IN YOUR HANDS

University study is a chance to dig deep into a subject you love and immerse yourself in student life for a few years. It's an opportunity to explore, experiment, challenge yourself and perhaps discover a direction or passion that you never expected in an environment where that sort of thing is actively encouraged. That might just mean doing weird stuff with your hair for a while, or it might mean totally altering the course of your professional and personal life.

An Apprenticeship gives you the chance to take your first steps out of school/college and into the working world with a solid foundation beneath you. It's an opportunity to learn about a particular job, sure – whether that's plastering, accountancy, healthcare, teaching or hairdressing – and earn some money, but you never know what you might learn about yourself.

You might discover skills and abilities you never expected, meet new people and expand your horizons, and set out on a path that surprises you.

Whatever you decide, remember that there is no right or wrong path, it's all about doing what is best for you. Search [careermap.co.uk](https://www.careermap.co.uk) for opportunities.

### Learning and assessment

#### University

Students have lectures, seminars, workshops, lab sessions and so on (depending on their course), but they're also expected to do a lot of independent studying. An assessment could be by coursework, dissertation or exam – or some combination of the three – and there will often be other assignments throughout the course. Plus, many universities will help you study abroad for a year if you fancy it.

#### Apprenticeships

Apprentices are assessed on their skills, knowledge and behaviours, which are evaluated at the end of their apprenticeship by taking an end-point assessment (EPA).

### Getting a place

#### University

Students apply through UCAS and submit an application form and personal statement. They may be interviewed, asked to sit additional tests or (for performance courses) audition. Usually, universities look for qualifications including A-Levels, BTECs, IB or Scottish Highers, so they look at students' predicted grades for their exams as part of the application process.

#### Apprenticeships

Similar to university, candidates submit an application form or a CV listing their work experience and relevant skills. There's more likely to be an interview. Depending on the level of Apprenticeship they're applying for, they may need a Traineeship, GCSEs, A-Levels or other relevant qualifications/experience.

### Life: University vs Apprenticeships Differences

#### University

Students may live on campus, in halls of residence, or in private accommodation near their university. Time in lectures etc. varies between courses – anything from a few hours a week to more than 40. Outside of studying, institutions offer a range of social and sporting clubs and the 'student life' really is a big part of the experience, in whatever form it takes.

#### Apprenticeships

Apprentices are working, which means regular work hours and taking responsibility for their schedule. They also study alongside their day job, often at night. Everything else – socialising with colleagues, hobbies, travel – is up to them, just as it is for anyone else at work. The experience varies with the employer – a company might have a single apprentice or a team of 50.

# BTEC WORKS

## MEET STEFANIE MCCLUSKY

**Winner of the 2020 BTEC Sports Learner of the Year award**

*We spoke to Lindsey Sloan, lecturer to Stefanie McClusky at Belfast Metropolitan College.*

### A HIGH LEVEL OF DRIVE, AMBITION AND COMMITMENT TO ACHIEVING HER GOAL

Described by her lecturer, as 'focused' and 'ambitious', Stefanie has been running a successful Personal Training business for many years. Stefanie is now looking to move into a career in teaching – and embarked on a BTEC National in Sport and Exercise Science as a first step in this journey.

Returning to study as a mature student, Stefanie brings with her a wealth of work experience, and a high level of drive, ambition, and commitment to achieving her goal of becoming a teacher.

**"She has grasped every opportunity with both hands - including Camp America, coaching paid work, and teaching work experience,"**

Lindsey Sloan

### TAKING AN INNOVATIVE APPROACH TO BOTH BUSINESS AND STUDY

Stefanie has recently gained her own radio show at a local station and uses this opportunity to promote fitness and well-being which is something that she is very passionate about. Stefanie balances all this whilst maintaining excellent standards in her work, achieving straight distinctions so far. Stefanie's passion and drive are an inspiration to those all around her, from her peers, to her teachers, her work experience employers and even her assessor.

**"Being in class with Stefanie makes me want to do better."**

Classmates at Belfast Metropolitan College.

Stefanie has the knowledge, expertise and confidence that comes with having worked in the sports industry. As stated by one of her employer's "She will make a fantastic teacher. She was engaging, enthusiastic, well organised and motivating. Her experiences add to what she can offer in the classroom."

## FIND OUT MORE ABOUT BTEC SPORT

[go.pearson.com/BTECSport](https://go.pearson.com/BTECSport)



## **Stefanie McClusky**

*BTEC in Sports and Exercise Science  
student at Belfast Metropolitan College  
and BTEC Sport Learner of the Year 2020  
award winner*

**“I TAKE GREAT JOY IN  
HELPING PEOPLE BECOME  
BETTER VERSIONS OF  
THEMSELVES.”**

## **GOING THE EXTRA MILE**

Described by her tutor as pro-active and organised, Stefanie is a model student to other learners. She always pushes herself to learn as much as she can and reads ahead of class to be prepared to ask questions and discuss debate topics.

For Stefanie, fitness and wellness are not just a topic to study, but her life work. Stefanie coaches at the local schools in Belfast and the community running club, she also runs her own fitness company, and health and wellness events around Belfast. Stefanie has also written health and wellness articles for local newspapers and magazines.

## **CHOOSING A BTEC**

**“I am passionate about sport and exercise science as it can not only bring physical health benefits but also improve mental well-being.”**

On her decision to study a BTEC in Sports and Exercise Science, Stefanie wanted to learn even more about a range of topics that were not covered in her Personal Training Diploma and wanted to push herself further in this area. “I would like to progress from sports coach to sports educator; I have a passion to teach and would like to pass that passion onto the next generation of fitness professionals.” Stefanie was given the opportunity to do her work placement at Belfast Metropolitan College in 2019, where she was able to work alongside the sports lectures and take some of her own classes.

“As her teacher I’m also inspired by her. Students like Stefanie fuel my love for teaching. She absorbs everything, both knowledge and opportunities and someday I would be honored to teach alongside her.” Lindsey said.



# HELP THEM GET FUTURE READY...

with a digital apprenticeship from QA

The demand for digital skills is growing rapidly. Our range of forward-thinking tech apprenticeships will give your child the head-start they need to launch their career in the world of digital.

## We have apprenticeships in:

- Software and Web Development
- IT Systems and Networking
- Cyber Security
- Data Analysis
- Digital Marketing
- Digital and Technology Solutions (degree)



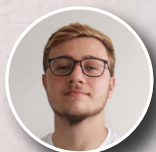
### Steph - First female cyber apprentice achiever

*"I was the first woman to complete a cyber-security apprenticeship and I achieved the highest possible grade."* Steph at HORIBA MIRA



### Roberta - Level 3 to digital degree apprentice

*"The conventional route isn't the only way into higher education."* Roberta at The Financial Times



### Jonathan - Marketing apprentice to marketing manager

*"As an apprentice I built my skills on the job, which allowed me to support myself at the age of 19. By 21, I was promoted to digital marketing manager."* Jonathan at Wallet.Services

They can gain in-demand skills on the job and receive world class training from QA.

90% of our apprentices enter full time employment after their programme.

They could work for companies like Royal Mail, Visa, Vodafone or O2.

We have roles available now with top employers. Visit [bit.do/qa-apprenticeships](https://bit.do/qa-apprenticeships) to find out more and check out who's recruiting.



QALtd



QA-Ltd



QALtd



QALimited

# Research and compare the options available to your child when they finish school/college

If your child is school leaver age and you or they need some guidance and information about what their next step is, then the National Careers Service can help.

**D**epending on their age, they might want to get a job straight away. Alternatively, they might want to continue studying or choose something that allows them to combine work with study. What's right for your child will depend on their age, their experience and qualifications so far and what they want for their future.

It can be challenging to navigate all the different routes, so the National Careers Service and the Department for Education have produced some information which will help you compare the main options for 15-16 and 17-18+, including key pieces of information about each option, such as: entry requirements; level of study; how long it takes and where it can lead to.

You or your child can also get one-on-one, free, personalised advice from a dedicated careers adviser, via online chat or over the phone. Visit the links below to find out how.

If your child has an Education Health Care (EHC) Plan, there are specific options that may be more suited to them. You can compare these [here](#).

Volunteering is another option. It can be a useful way to grow your child's confidence, compliment any experience they already have or help them get experience in a new sector.

To compare the options and for free personalised support from a careers adviser, visit the [National Careers Service webpage](#).

**National Careers Service**  
Helping you take the next step

## CTA- Visit the National Careers Service to compare the options and get free one-on-one support

	If your child is aged 15-16, <a href="#">click here</a> .	If your child is aged 17-18+, <a href="#">click here</a> .
WORK	They must stay in some type of education or training until age 18, so full-time work is not an option yet. See 'Combine both' section for the options that include a work placement.	If they are 18+ and want to get straight into the world of work, they might want to consider an internship or getting a full-time job.
STUDY	If they want to stay in school, the main options are A levels, T Levels, Applied Qualifications or Technical/Vocational Qualifications.	If continuing education is right for your child, then the main options are exam retakes, a Higher Technical Skills course, or an undergraduate degree.  If your child can't access work or work-based training in September 2020, they could take a free course to gain work related or technical skills.
COMBINE BOTH	Combining both can be a good way to get work experience while they continue in compulsory education. Some options even enable them to earn money. The main options are apprenticeships, traineeships or a School Leaver Scheme.	If your child wants to combine work with study, then a traineeship, apprenticeship or School Leaver Scheme are options. And some, like an apprenticeship enable them to earn while they learn.

# University challenge

Applying for university can seem complex, but break down the process and it's a task that is much more straightforward than many imagine.



**Deciding to go to university is a big enough decision in itself and the UCAS application process can seem daunting, especially for those who are the first generation in the family to go. There is lots to consider and processes to complete. However, you can simplify it greatly by splitting it out into key areas:**

## Research

First off, identify the desired subject and which university offers it. You and your child can start by searching UCAS by subject area so all related courses appear. This is particularly useful to see all the different types and options available. You may be surprised by the number available! One of the many differences between courses is the duration. For instance, some go over four years with one year working in the industry. Some combine a bachelor's degree with a Masters over four consecutive years.

The UCAS course finder tool can help with finding the ideal course and may even throw up some surprises! There may be courses and options you haven't even considered or heard of. Choose up to five courses and research the entry requirements and deadlines for applications.

Universities and colleges will have Open Days and it's important to attend, given the current pandemic, this is likely to be virtual but it will still provide invaluable insight into the campus, facilities available and will give you the chance to talk to students and tutors. You can find out more about [Virtual Open Days](#) here.

## Applying

You can start searching for courses for 2021 entry using the [UCAS search tool](#).

From the 8th September 2020, you will be able to submit your UCAS undergraduate application on [UCAS Apply 2021](#). Applications can be submitted later (check with the college or university), but those received after the end of June go into [Clearing](#), which matches students to courses that haven't been taken.

Many schools will start the application process for Year 13 students (or Upper Sixth) as soon as they start in September with many having started the process at the end of Year 12.

For students wanting to study any course at the universities of Oxford and Cambridge, or for most courses in medicine, veterinary medicine/science, and dentistry the deadline for submitting your UCAS application is the **15 October 2020** for 2021 entry at 18:00. For all other courses, the deadline is the **15th January 2021**.

It is most important to make sure your application form is filled out correctly and you have a strong personal statement. Students normally complete their application with a reference from a teacher, adviser or professional who knows them academically. There is an application fee (as an example, for 2021 entry the application fee is £20 for one course, or £26 for multiple courses).

There's plenty of help should you need it, UCAS has a dedicated support team who can be reached weekdays during working hours on 0371 468 2568 or by email at [ucaprogresssupport@ucas.ack.uk](mailto:ucaprogresssupport@ucas.ack.uk). They can also be messaged on Facebook or via Twitter @ucas\_online

## Responses

Next is to wait to hear back from chosen universities/ colleges, which can take some time. They may make an unconditional offer which means acceptance straightway, or a conditional offer, where they will offer a place based on exam results. If the five colleges/ universities do not make an offer, or the applicant decides to decline the offers, there is the option to use UCAS's free 'Extra' facility to apply for other courses, one at a time.

Once the offers are in, students then need to identify a firm favourite and decline the others. This will need to be done by a specific date. If the chosen course offer is conditional, the applicant can have a back-up course in case they do not gain the entry grades required for the first choice.

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***It is most important to make sure your application form is filled out correctly and you have a strong personal statement.***

## Acceptance

The UCAS process is managed on Track, where the applicant has a profile and an account for notification whether a place has been confirmed. If an offer is unconditional, then the applicant has been accepted. If it is conditional, the college or university will update once exam results (or other requirements) are in.

If an applicant does not meet the entry requirements, then they can search for other courses through [Clearing](#). If an applicant is fortunate enough to exceed the entry requirements of their preferred course having achieved better than expected grades, then there is the option to look for an alternative course via UCAS's [Adjustment service](#).

Looked at on a step-by-step basis then, the university application progress is actually quite straightforward. There's plenty to consume and consider, but the key is to be thorough in the application and take time in compiling such essentials as the Personal Statement.

Best of all, the process does offer a good level of flexibility, allowing students the chance to adjust their application as their preferences and circumstances evolve.

# My Apprenticeship Journey

Samiul Choudhury -  
Former apprentice

## Life after the scheme

Sam started the level 3 engineering apprenticeship scheme in 2015 and is now a Senior Technical Officer based in London. We found out more about his experience as an apprentice with Network Rail

Why did you choose an apprenticeship with Network Rail?

"After completing my A-levels I was in two minds about whether or not to go to university or straight in to working but decided to explore apprenticeship opportunities. I wanted an apprenticeship with a well-established engineering employer".

What made you apply?

"I explored the career paths you can pursue on the scheme along with profiles of previous apprentices - it was a no brainer".

What was a particularly positive experience during your apprenticeship training?

"A positive experience would be that of meeting new people and making friends that you know you'll be in contact with for a long time. I also really enjoyed learning new skills and gaining confidence".

Did you have any negative experiences?

"I wouldn't say that there were any negative experiences. It does take time to adjust to not being around your family whilst training at Westwood though".

## No looking back

Can you tell us more about your journey since completing the scheme?

"3 years sounds like a long time but when I look back, it's clear that the time has flown by. During the apprenticeship programme there is always something new to learn and you're surrounded by teams and individuals who are willing to support you.

I completed the scheme in June 2018 and secured a permanent position only 2 months later. I'm now a Senior Technical Officer as part of the track team at the London Bridge Depot and I'm really enjoying it!

I feel that the Engineering Apprenticeship scheme with Network Rail is one of the best apprenticeship programmes available. It gives you a great foundation and there is continuous support along the way to make sure you get the most from yourself and secure that role you've been working so hard for".

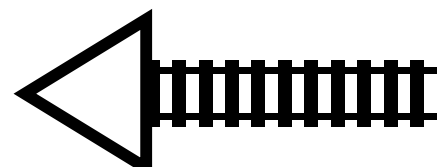
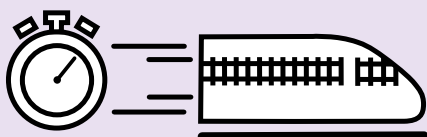
## Working on track

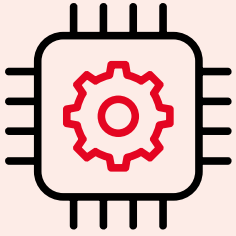
Working as part of a track team means ensuring that the track system is operating to its optimum so that trains can run and Britain can keep on moving.

Track assets include all rails, sleepers and ballast that support the trains together with their associated drainage structures.

Working on track often involves making judgements based on experience and know-how but new problems and challenges arise making it essential to work as a team to decide on the best and safest solutions.

Track work is an all-weather, around the clock job where engineers could be out at any time. It's the kind of challenge that our apprentices enjoy the most.





## SECTOR SPOTLIGHT

# The Engineering Industry

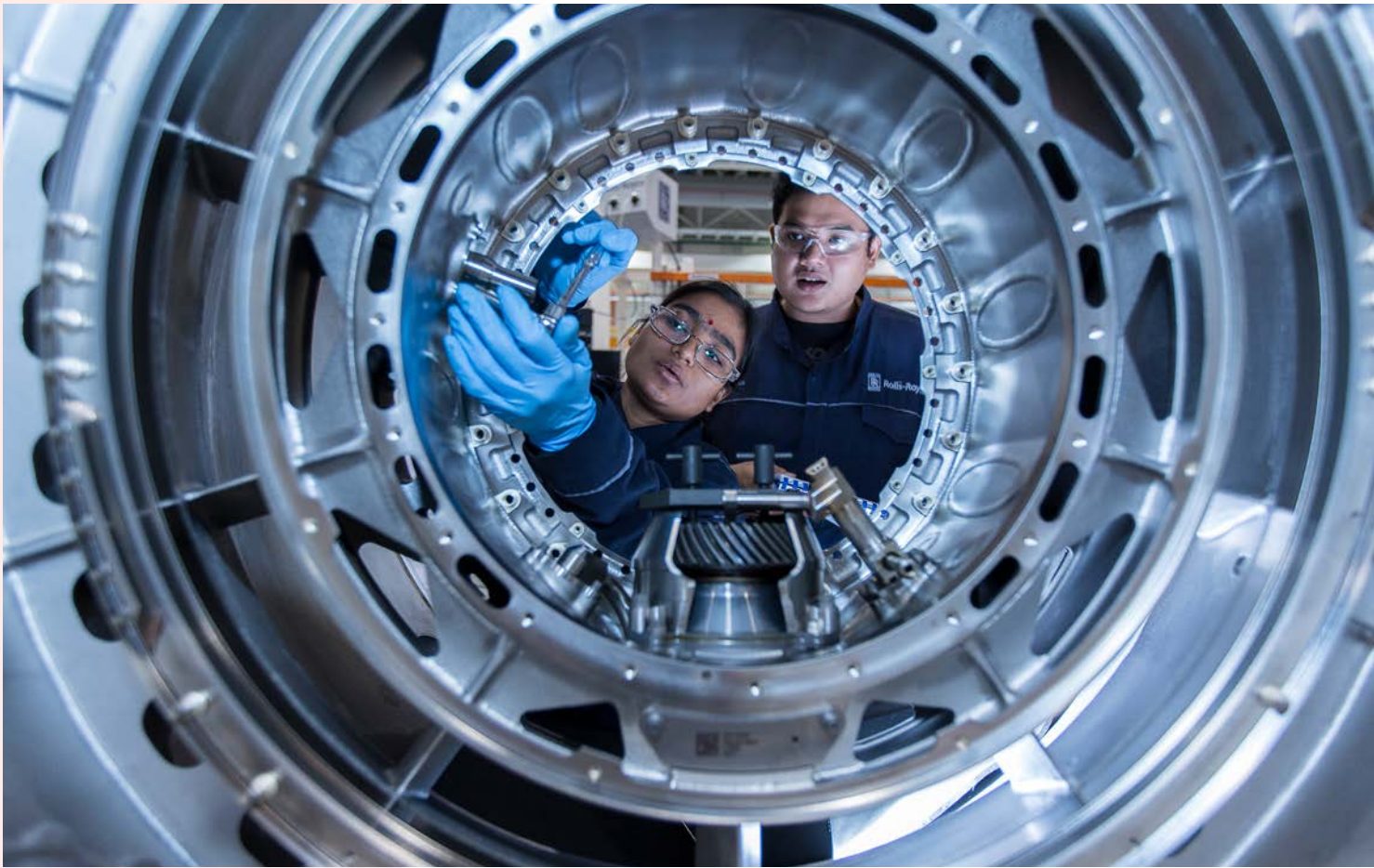


Photo courtesy of Royal Academy of Engineering

## Engineering is at the heart of how we live and essential to our future

From renewable energy to communication and managing climate change to sustainable mobility, it's all in the hands of engineers. Why not join them in finding the solutions to tomorrow's problems?

**F**rom their morning coffee to the bed they sleep in at night, they have an engineer to thank for the experience.

Pretty much everything they use or consume will have been generated with the help of an engineer, whether it's at the design stage, processing or actual production.

As technology evolves, the need for engineers grows ever stronger. Engineers will never be short of a challenge.

# About the Engineering Industry



## What Can I Do?

The beauty of choosing engineering as a career are the many strands to choose from. It also crosses many sectors, which allows them to specialise in an area that fits with their own interests.

Does their child like cars and have a thing for aircraft or boats? Then step this way and look at a career in engineering manufacturing, which could see them working in the aerospace, automotive, marine maintenance or mechanical engineering industries. This could mean becoming the mastermind behind a revolutionary turbocharger on a supercar, the driving force behind a plane's autopilot technology or the person who ensures that a submarine and its occupants can take the pressures of diving thousands of feet underwater.

How about building a career in more ways than one? Consider a role in construction engineering. Imagine managing the construction of a cutting edge manufacturing facility, drawing up the plans for a complex air conditioning system or using specialised welding techniques to

**203,000 people with Level 3+ engineering skills are needed every year to meet demand. Engineering generates 23% of the UK's total turnover** Source: The state of engineering, key facts 2018, EngineeringUK

make a structure, pipe or machine practically unbreakable.

Many people associate engineering with heavy industry and the use of large machinery, but there is also the domestic sector. This is everything to do with the home, such as the installation and maintenance of central heating to fitting cookers and ensuring the all-important Wi-Fi network is up and running.

No matter whatever area they choose to pursue or specialise in, they'll learn invaluable, transferable skills that will give the grounding for a lifetime career in an industry that never stays still.

## Engineering Skills

The skills gained will vary depending on the type of engineering, but there are those that are shared amongst

them all. Every engineer is creative and methodical in their approach, thinking through any problems or tasks and identifying the solution.

IT skills have become increasingly commonplace in engineering, while the ability to understand complex calculations is another trait of many working in the field. Many engineers will have a science and maths background.

To begin though, they won't need to be a technical whizz. They'll learn as they pursue an engineering career, whether it's initially through an apprenticeship or further education. And, as with the size of the engineering sector, the amount of opportunities to enter it are huge. If they've got an eye for detail, a head for figures and a passion for how things work or are formed, then engineering could well be for them.

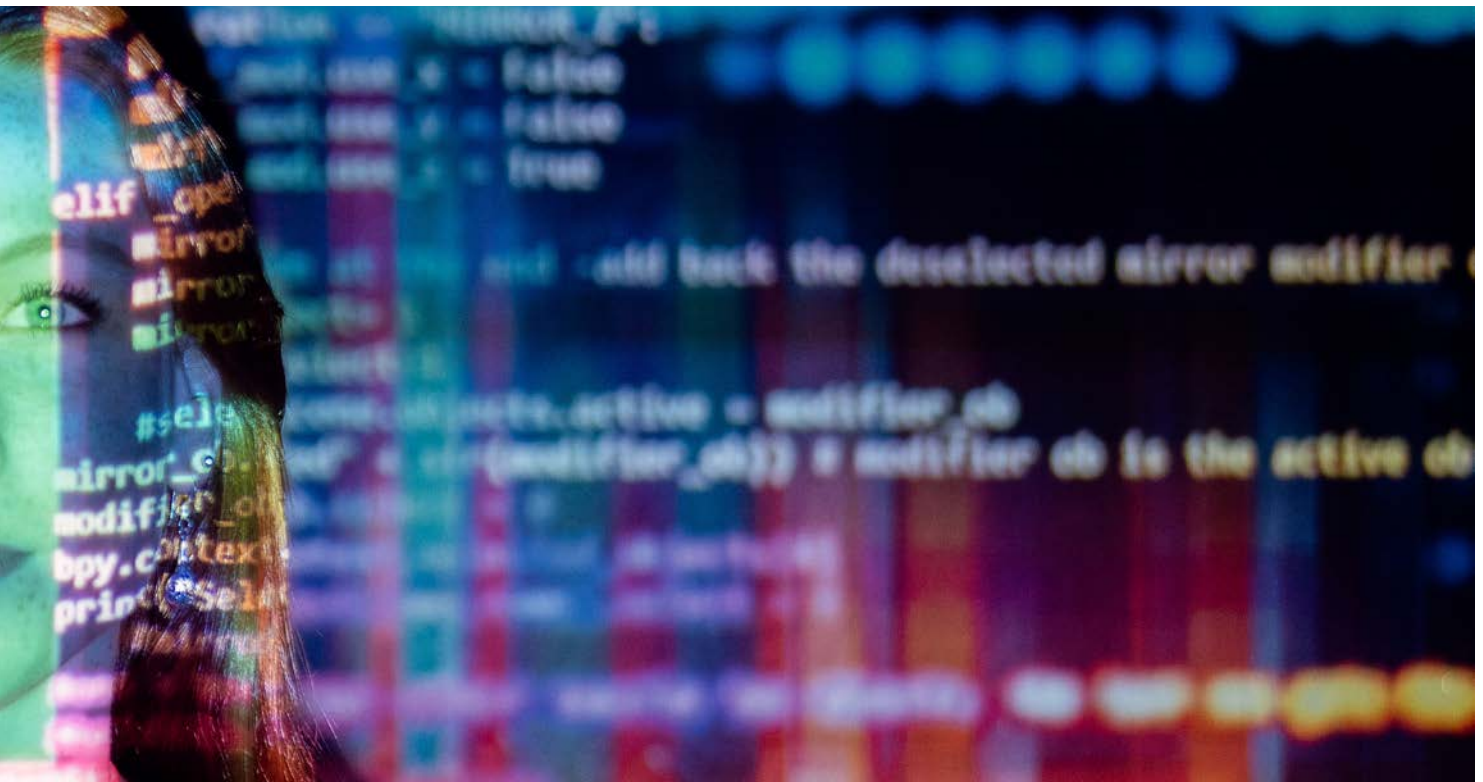


Photo courtesy of Royal Academy of Engineering

## Engineering Careers

Here are some of the different sectors in the engineering industry where they could find a job:

**Mechanical** – production manager, CAD technician, automotive engineer, aerospace engineer, maintenance engineer

**Civil** – Building control surveyor, site engineer, structural engineer, water engineer

**Electrical** – naval engineer, electrical and electronics engineering technicians, medical engineer, electrical installers and repairers, network and computer systems administrators

**Chemical** – Analytical chemist, energy manager, materials engineer, mining engineer, chemical engineer, product process development scientist

There are many more engineering opportunities available, including those in project management, and there's scope to use their skills to guide a whole team of engineers in a senior role.



Photo courtesy of Royal Academy of Engineering

**Engineering employs 5.6 million people in the UK.**

Source: The state of engineering, key facts 2018, EngineeringUK

## Life in the Engineering Industry

**To say life as an engineer can be varied is an understatement! they could be onsite at the building of a power station, fixing someone's central heating or be behind a desk using their computer skills designing life-saving medical equipment. Alternatively, they might be servicing heavy manufacturing machinery, developing a water irrigation system or playing a part in the safety of autonomous vehicles.**

Wherever they are and whatever they're doing, they'll be attentive, a sharp thinker and a good team worker. As an engineer they'll be dealing with things that make a difference – whether to the whole world or on an individual level – and they'll have a lot of responsibility.

Evolving technology means that many engineers carry out their work from a computer screen, but also be prepared to get their hands dirty on a site where there's plenty of noise and, depending on the weather and location, difficult working conditions.

As with any job, there are parts that can be repetitive and seemingly unexciting, but as an engineer, they'll be looking to link a host of individual elements together to create a whole that will have a major impact on people's lives. That's the beauty of being an engineer and it can be incredibly rewarding to see their efforts have a positive effect, whether their work enables people to do something never possible before or simplifies everyday tasks.

With fast-evolving technology, such as sustainable energy, self-driving cars and the rise of artificial intelligence, engineers will always be in demand to drive the development. If your child wants to help shape the future, then engineering is certainly worth considering.

Apply for engineering opportunities on [careermap.co.uk](https://www.careermap.co.uk)

## Training

Another great thing about the engineering sector is that there are plenty of ways to break into it. Degree courses provide the best prospects for a fast track to senior roles, but each path is designed to give them the skills for an engineering career.

### Work-based & Work-related Qualifications

Relevant NVQ and BTEC programmes include:

- Electrical and electronic engineering
- Marine engineering
- Mechanical engineering and engineering maintenance
- Performing engineering operations
- Construction and engineering

To work in the industry at a senior level, relevant programmes in management and business technology could also prove useful.

## Apprenticeships

There are plenty of engineering apprenticeship opportunities, although those with high-profile businesses – many of which are household names – are exceedingly sought after and attract a great deal of competition. Many small businesses will have apprenticeships and it's a good way to join the industry.

Engineering Apprenticeships are offered at three levels:

**Level Two (Intermediate)** – Equivalent to GCSEs / Standard Grades

**Level Three (Advanced)** – Equivalent to A Levels / Highers

**Level Four / Five (Higher)** – Equivalent to Foundation Degree / Advanced Highers

**Level Six / Seven (Degree)** – Equivalent to Bachelors Degree / Masters

Apprenticeships include:

- Design engineer
- Maintenance technician
- Engineering
- Electrical field service engineer
- Traffic planner
- Fabricator/welder
- Network engineer



## They could work in...

- Construction
- Energy
- Automotive manufacturing
- Marine
- Aerospace

Photo courtesy of Royal Academy of Engineering



Photo courtesy of Royal Academy of Engineering

***Every time a new job in engineering is created 1.74 jobs are created elsewhere.***

Source: The state of engineering, key facts 2018, EngineeringUK

## **A Levels, Highers and Bachelors Degrees**

Useful A Levels / Scottish Highers might include:

- Science, technology, engineering and maths (STEM) subjects
- ICT (information, communication, technology)
- Chemistry
- Design technology

A degree will give them a sound understanding of the industry and a recognised qualification to help get their career up and running, especially if they're looking to quickly move into a senior role. A vast amount of courses are available throughout the country and to see what best suits them and what qualifications (A Levels / Scottish Highers / Scottish Advanced Highers / IB modules) are required to secure a place.

**Examples of the industry-specific degrees available include:**

- General engineering,
- Medical engineering,
- Integrated mechanical and engineering,
- Manufacturing and production engineering,
- Fabrication, welding and inspection,
- Industrial design.

## **More info**

The Institution of Engineering and Technology  
**[www.theiet.org](http://www.theiet.org)**

Engineering Council  
**[www.engc.org.uk](http://www.engc.org.uk)**

British Engineering Manufacturers Association  
**[www.bema.co.uk](http://www.bema.co.uk)**



Photo courtesy of Royal Academy of Engineering



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# This is Rob - he'll stop you going to prison

**I**t was, admits Rob Bennett, an “interesting” introduction to project director and previous land speed record holder Richard Noble, but an accurate one. Part of sponsor liaison from another company, Rob was taken on to work on the project’s health and safety eight years ago.

Within a year, however, he says he was drawn into the education side of the programme and has since enjoyed “the most exciting thing he has ever done”. With previous work in a band doing youth engagement in schools, prisons and youth custody centres, Rob quickly realised he wanted to spread Bloodhound’s fascinating story in the same way.

“The Bloodhound story for me was not the car itself but the idea of the car,” he says. “The idea that you could take an amazing piece of cutting-edge technology, state-of-the-art design, and tell that story to 10-year-olds and engage and inspire them to make an emotional connection to say ‘Yeah, I could do that. I could do more than that’.”

Inspiring a generation to take up the engineering and scientific challenges of the future has never been as important as it is right now.

Through the life of this project Bloodhound has partnered with industry and education to highlight the routes into STEM careers. A degree is not the only option and apprenticeships are being offered more and more as a route which highlights the many options in a sector which is in constant change.

## Here’s just one young engineers story

At school in 2008, Jess Herbert was not interested in engineering. “If you had told me in a few years’ time you’ll be a proper engineer with all your qualifications, I’d likely laugh at you,” she says – although that is exactly what happened.

Now a manufacturing engineer at Rolls-Royce, Jess can trace her passion for the sector all the way back to the start. The Bloodhound team visited her school, giving presentations and speaking about the aims of the project.

“Something just clicked,” she says. “I just went ‘Wow, this is really cool’. There were so many questions that I wanted to investigate and get answered and so many

## When asked, what is an engineer?

Rob replied, “A curious problem solver.”

Bloodhound Education has a wealth of learning resources, videos and a range of activities for families to engage the young and the curious in the skills needed for the future.

Visit [www.bloodhoundeducation.com](http://www.bloodhoundeducation.com) for more information on this fascinating STEM education charity

things I wanted to do, like what happens if you stick it up on end? What happens if you point it straight down? Why can’t they do it in this way? All of these things that I wanted to go and answer, I did.”

Following the visit, Jess contacted the team, who supported her application for an apprenticeship with her current employer. She became fully qualified last year and is also an ambassador for the project, spreading inspiration to more young pupils.

“The main message that we want to get across is that engineering isn’t the stereotype you always think of,” she says. “It’s not all oil and overalls. If that’s what you like, then great... but there are still so many things you can do and so many different things you can get involved with. It’s this incredible space where you can push boundaries and constantly try to do the next thing.”

After all, she says, if a 1,000mph car does not get you excited, then what will?



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SECTOR SPOTLIGHT

# The Retail Industry



## BUY INTO A GREAT CAREER

Retail presents a great opportunity for a career that can last a lifetime. There are many roles, including those that are far from obvious, spanning literally from the shop floor up to senior management.

**A** job in the retail sector and your child could be selling anything, anywhere. Everyone shops! So a role in retail could see them working in a department store, selling bespoke items at a boutique or even in an invaluable role that is behind the scenes, such as a buyer or the developer of an online selling platform. Whatever they do, they'll be contributing to a big business – much may currently be online, but there are nearly 295,000 retail outlets in the UK.

# About the Retail Industry

## What can I do?

Think of retail and the obvious job that springs to mind is shop assistant. No retail outlet can function without a sales assistant or executive, whether they're behind the counter or out on the shop floor replenishing stock or helping customers.

Less visible but no less important are the background roles, which might see them working in the stockroom, or perhaps in the office of the shop. This can involve receiving deliveries, keeping track of stock levels or taking care of admin tasks like cashing up or paperwork for the bank.

For an online retailer, there are lots of other roles, some demanding ICT knowledge and customer service skills, and others demanding fitness and focus to work in vast warehouses picking and packing orders.

Retail is often a good way to get management experience too, as the workforce tends to be young and they can be given a lot of responsibility early on.

## Retail Skills

If they're in a customer facing role, then it's essential to be a 'people person' who is happy talking to anyone and everyone. They'll need to be calm, friendly and helpful – even when dealing with difficult customers and situations. They also need to balance this with professionalism and knowing their product inside out.

Product knowledge is especially important if they're expected to actively sell to people, although they'll need to up their charm and persuading skills too! Don't be too afraid if they're not the most outgoing person though, as they will receive plenty of training to help them on their way.

It's worth remembering that while it's not physically demanding in



*There's great potential to progress quickly in retail. For example, practical experience can see someone promoted from a cashier position to a team leader or supervisor and then to assistant manager and, ultimately, to a store manager role.*





Occupation	2020 Jobs	2027 Jobs	2020 - 2027 Change	2020 - 2027 % Change	2020 - 2027 Openings	Annual Openings	Median Wages	Education Level
<b>Sales and retail assistants</b>	<b>1,291,365</b>	<b>1,299,914</b>	<b>8549</b>	<b>0.7%</b>	<b>356,299</b>	<b>50,900</b>	<b>£18,275.34</b>	<b>Level 2 NVQ; GCSE at grades A*-C</b>

Source:



the same way as working on a construction site, a retail job can involve moving stock and being on their feet for hours at a time, so it does help if they're fit and healthy. They'll need to be cool under pressure and flexible too, which will allow them to comfortably handle any rushes of customers and deal with the sometimes long and unsociable hours – weekends and holidays are usually the busiest if they work in-store.

Solid maths skills are also required as they can be working with stock levels and handling monetary

transactions, while an eye for detail is a great bonus if they're considering a role as a buyer or window dresser.

In return, they'll be able to top up their skillset, with much of what they learn transferable across a variety of roles in the sector and even to other industries.

***In a customer facing role, it's essential to be a 'people person' who is happy talking to anyone & everyone***

## Retail and COVID-19

The current pandemic has focused everyone's minds on the health and safety of workers on the front line in retail. You can see the Government's current guidelines about working safely in shops and stores here.



## Where your child could work:

- Independent boutique
- Franchise
- High street department store
- Car showroom
- Supermarkets

## Life in the Retail Industry

**Join the retail industry and enter a very varied sector. Your child might be in the same place every day, but every shop and retail business is different. Each has its own themes and values based on its image and products, whether it's a fast-moving environment aimed at young consumers or a quiet, refined store that is designed to appeal to an older clientele.**

It can be demanding, though. Depending on the season or the time of the week, retail businesses will have an idea of how busy a shop can be, although they'll never be 100 percent sure how many customers they will need to serve. If they're commission-based or expected to actively sell products, then there will also be the pressure of meeting targets. While they're meeting people day in, day out, retail can have an impact on their social life – many retail businesses enjoy their busiest periods, such as at weekends or public holidays.

Some of the tasks can be repetitive, but they'll be working in an exciting industry that constantly shapes trends and, now more than ever, is changing the way in which people shop. Your child could have a big influence on what people buy in the role of a visual merchandiser, designing a display that draws people into the product. Alternatively, they might be a buyer who's predicting what will be the biggest selling products at Christmas, or reading people's preferences to decide what will be the most popular summer clothing of next year.

Whatever they're doing in retail, they will be making a rewarding contribution to people's lives, whether it's simply providing them with the goods that are everyday necessities or helping them access products that can bring them huge enjoyment.

Find careers in retail on [careermap.co.uk](https://www.careermap.co.uk)

Learn how to write a retail CV: [careermap.co.uk/retail-cv-examples/](https://www.careermap.co.uk/retail-cv-examples/)

## Retail Careers

'Customer-facing' roles are at the heart of the retail industry, but there's also plenty of other ways to be employed in the sector. Here are a few options:

**In store** – sales assistant, beauty consultant, checkout operator, fresh food counter assistant, personal shopper, supervisor, store manager

**Display and POS** – window dresser, graphic designer, visual merchandiser, shop fitter, package designer

**Retail technology and e-commerce** – software developer, online sales support, website developer, marketing and social media executive

**'Behind the scenes'** – buyer, HR manager, loss prevention officer, retail warehouse operative, cleaner, maintenance technician

There's great potential to progress quickly in retail. For example, practical experience can see someone promoted from a cashier position to a team leader or supervisor and then to assistant manager and, ultimately, to a store manager role.

## Training

There are many ways to begin a career in retail and your child might already be working in the industry. Do they have a Saturday job working in a shop or a garden centre? If so, then they're already a part of the retail sector.

On-the-job training really works for retail, but for more senior roles or more involved positions your child wishes to pursue, then further education courses and apprenticeships can provide a recognised industry qualification. Whichever way they choose to enter retail though, all of the training paths will give them essential skills that will benefit them, even if they change careers in the future.

## Work-based & work-related qualifications

Relevant NVQ and BTEC programmes include:

- Retail skills
- Multi-channel retail
- Retail management
- Retail operations



For senior roles, also consider business management courses, while there may also be relevant courses if they wish to specialise in a certain area, such as automotive sales. For example, there is a BTEC for Vehicle Sales Competence.

## Apprenticeships

Retail apprenticeships are designed to provide specific skills in a particular sector of retail, such as beauty, or to define a clear pathway to retail management. Many of the apprenticeships have been created in conjunction with some of the biggest brands in retail to create an industry standard, but much smaller, independent retailers may also offer the option to follow an apprenticeship.

Retail Apprenticeships are offered at the below levels:

**Level Two (Intermediate)** –  
Equivalent to GCSEs /  
Standard Grades

**Level Three (Advanced)** –  
Equivalent to A Levels / Highers

**Level Four / Five (Higher)** –  
Equivalent to Foundation  
Degree / Advanced Highers

**Level Six / Seven (Degree)** -  
Equivalent to Bachelors  
Degree / Masters

Apprenticeships include:

- Retail team leader
- Buyer
- Visual merchandiser
- Style advisor
- Travel consultant
- Sales advisor

## A Levels, Highers and Bachelors Degrees

Useful A Levels / Scottish Highers might include:

- Maths
- English
- Business Studies
- Law

A degree will provide an excellent understanding of the industry and a qualification that will be a significant plus in securing a senior role sooner rather than later. A good amount of courses are available throughout the country. To see what best suits your child and which qualifications (A Levels / Scottish Highers / Scottish Advanced Highers / IB modules) are required to earn a place, visit the UCAS website.

Examples of the industry-specific degrees available include retail management, retail marketing, business studies, finance, economics, fashion buying and merchandising.

## More info

British Retail Consortium –  
[brc.org.uk/about-brc](http://brc.org.uk/about-brc)

IMRG (The UK's Online Retail Association) –  
[www.imrg.org](http://www.imrg.org)

BIRA (British Independent Retailers Association) –  
[bira.co.uk](http://bira.co.uk)





# Why should you subscribe to Careermap?

Supporting your child in making important decisions about their future can be daunting. Careermap is packed full of useful information to help and has thousands of live vacancies for young talent.

## That's where we step in to help!

Here at Careermap, we recognise that this is an important stage in your child's life. School is secure and offers rules to follow, so decisions almost feel like they are being made for them, from where to sit to what to wear. But as they are about to enter adult life, which means it's over to you to help them make BIG decisions!

Careermap connects you with 1000's of live opportunities. From apprenticeships to university opportunities, graduate options and gap years - we have so many post-16 options to choose from! Not only is Careermap the go-to place for your child to take a step closer to your dream career, we also provide high-quality career information and guidance.

## "I don't know what I want to do!"

If you're looking for career inspiration then head over to [CareermapLive](#) or [Careermag](#).

Careermag aims to connect students and their parents to quality advice and guidance. Careermag offers an exciting read focusing on opportunities from top employers, diversity, linking careers and curriculum, how technology can impact your future, inspiring case studies and future proof careers.

[CareermapLive](#) is a fun and visual learning resource which focuses on opening up a world of opportunities through innovative video clips. Top employers and apprentices share their experiences of entering the world of work, find motivating homework tips and learn about how creativity powers the world plus much more.

Head over to our **blog** section to learn about all the qualifications available, how to get the edge in a competitive job market, education and skills news, plus we also delve deep into the different industries you can work in.

Your child can start receiving job alerts from top employers looking to recruit an apprentice in your area? Simply get them to [subscribe](#) to Careermap to take a step closer to your dream career! You can even register your CV to be found by top employer and apprenticeship providers!

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Get help with next steps after school or college and explore the amazing opportunities available on [careermap.co.uk](http://careermap.co.uk)