



GLA Digital Talent Programme

Labour Market Intelligence Presentation



Purpose



The purpose of this presentation is to provide easy-to-use labour market information for training providers in London to help them determine what courses to develop to help young people find a digital apprenticeship or paid traineeship, and to be able to guide them in their search





Labour market intelligence for London:

- Available apprenticeship and traineeship routes into in-demand digital job roles
- Skills employers recruiting apprentices and trainees look for

How to support your students to find apprenticeships or traineeships:

- Recruitment cycle
- Best places to search





Apprenticeship routes into in-demand digital job roles



Context: digital is growing fast



- Average 163,000 vacancies per Quarter (2015)
- 61% of the jobs are in London and the South East
- Developers are in most demand (27% of all the above vacancies)
- Average salary is nearly £50k
- Jobs are across many sectors:
 - Tech companies
 - Film / TV / Games / Animation / Visual Effects
 - Healthcare
 - Retail
 - Construction
 - And many more

In the region 40,000 digital apprenticeship opportunities per year in London



| Occupational area | Apprenticeship Standard available | Estimated annual number of apprenticeship vacancies (London) | Average number of vacancies per year (for trained workers in London) |
|----------------------|---|--|--|
| Helpdesk support | Infrastructure Technician (Level 3) | 900 | 8,000 |
| Technical sales | IT Technical Salesperson (Level 3) | 400 | 4,200 |
| Software development | Software Development Technician (Level 3) | 250 | 5,400 |
| | Software Developer (Level 4) | 250 | |
| | Software Tester (Level 4) | 60 | |
| Cyber security | Cyber Security Technologist (Level 4) | 250 | 2,900 |
| | Cyber Intrusion Analyst (Level 4) | 60 | |
| Digital marketing | Digital Marketer (Level 3) | 250 | 5,000 |
| Business analytics | IS Business Analyst (Level 4) | 250 | 4,120 |
| Data analytics | Data Analyst (Level 4) | 150 | 1,850 |

NOTE 1: number of apprenticeship vacancies derived from estimates in Apprenticeship Assessment Plans

NOTE 2: vacancy stats derived from Tech Partnership [factsheets](#) and [Creative Skillset data](#)





| Occupational area | Apprenticeship Standard available | Estimated annual number of apprenticeship vacancies (London) | Average number of vacancies per year (for trained workers in London) |
|---------------------|---|--|--|
| Network engineering | Network Engineer (Level 4) | 100 | 1,200 |
| VFX | Assistant Technical Director (Visual Effects) Level 4 | 50 – 100 | 500 |
| | Junior 2D Artist (Visual Effects) Level 3 | 50 – 100 | |
| Film and TV | Broadcast Production Assistant (Level 3) | 250 | 2,000 |

NOTE 1: number of apprenticeship vacancies derived from estimates in Apprenticeship Assessment Plans

NOTE 2: vacancy stats derived from Tech Partnership [factsheets](#) and [Creative Skillset data](#)



Traineeships



The position with traineeships is less structured than apprenticeships. A search in March 2018 showed only nine vacancies in London across creative and digital media, and IT roles

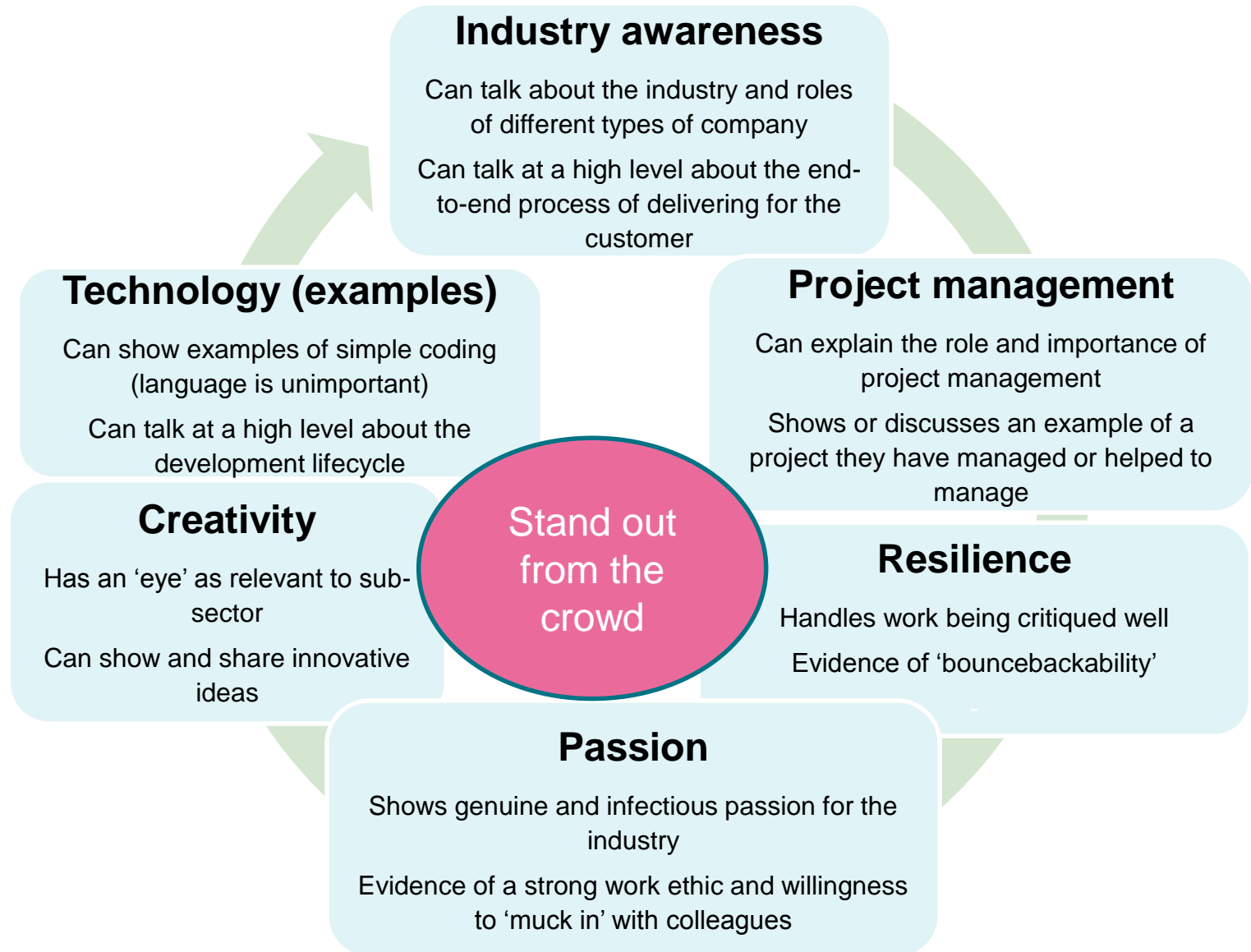




Skills employers look for in apprentice or other trainee recruits



Skills and attributes to help apprenticeship and traineeship applicants stand out: summary



Top technical skills employers look for



The top five in order are:

1. SQL
2. Windows
3. SQL Server
4. JavaScript
5. .NET





Finding apprenticeship or other traineeship opportunities





For apprenticeships

<https://www.indeed.co.uk/Apprenticeships-jobs>

<https://www.gov.uk/apply-apprenticeship>

<https://www.notgoingtouni.co.uk/apprenticeships-223>

For traineeships

<https://www.gov.uk/find-traineeship>

<https://www.notgoingtouni.co.uk/traineeships-230>



Where and when to look 1 (employers)



| Employer | When vacancies advertised | Typical numbers a year |
|-----------------------------------|---|------------------------|
| BBC | Opens March for September starts | Not known |
| BT | All year round | 300 |
| Capgemini | All year round | 70 - 100 |
| Cisco | January – March for August starts | 15 - 20 |
| Ernst & Young | February and March for September starts | 60 |
| Google | October – January for Level 4 February – April for Level 3 | Not known |
| IBM | All year round | 100 |
| Microsoft | January - March | 50 - 60 |
| ITV | May / June for September starts | Not known |
| Channel 4 | February and March for September starts | Not known |



Where to look 2 (training providers)



| Provider | Offerings | Why included in the list |
|--|--|---|
| Arch | All the Digital Industries Standards except Cyber Security, IS Business Analyst, Software Development Technician and Unified Comms | Has been Tech Partnership accredited |
| Baltic | All the Digital Industries Standards except Cyber Security, Data Analyst, IS Business Analyst, and Unified Comms | Has been Tech Partnership accredited |
| Firebrand | All the Digital Industries Standards except IS Business Analyst | Has been Tech Partnership accredited |
| Just IT | All the Digital Industries Standards except Cyber Security, Unified Comms and IS Business Analyst | Has been Tech Partnership accredited |
| QA | All the Digital Industries Standards | Has been Tech Partnership accredited |
| ADA | Software Developer (Level 4) | The National College of Digital Skills |
| New City College | Various across digital | GLA provider for Digital Talent programme |
| Newham College | Various across digital | GLA provider for Digital Talent programme |
| Westminster Kingsway College | Various across digital | GLA provider for Digital Talent programme |



Where to look 3 (more training providers)



| Provider | Offerings | Why included in the list |
|---------------------------------|--|---|
| Collage Arts | Creative and Digital Media | Accredited course by Creative Skillset |
| DiVA | Creative and Digital Media | Accredited course by Creative Skillset |
| Livity | Various creative and technical | GLA provider for Digital Talent programme |
| NextGen Academy | Assistant Technical Director (VFX) Junior 2D Artist (VFX) | GLA provider for Digital Talent programme |

NOTE: the providers listed on these slides are not the only ones delivering apprenticeships. You can see the full list [HERE](#)



Other sources of data and information



[Economic Graph for London](#) (real-time data on technology skills in London's labour market)

[Reports](#) produced by the Tech Partnership for the GLA

[Factsheets](#) from the Tech Partnership

[Various LMI reports](#) from Creative Skillset

