

1. The labour market is changing quickly

Technology, sustainability goals and demographic change are reshaping jobs.

- The UK expects **around 900,000 additional roles in priority sectors by 2030.**
- Growth will be strongest in sectors such as:
 - Digital technology
 - Engineering and advanced manufacturing
 - Construction and housebuilding
 - Adult social care
 - Clean energy industries

These sectors are growing **faster than the rest of the economy** and will require a mix of technical and professional skills.

2. University is not the only pathway

Parents sometimes think success = university. Today, **multiple pathways lead to good careers.**

Key routes after school

- **University degrees**
- **Apprenticeships**
- **Higher and degree apprenticeships**
- **T Levels / vocational qualifications**
- **College and technical training**
- **Employment with training**

Many well-paid careers can be accessed through **apprenticeships or vocational routes**, particularly in construction, engineering and technical roles.

Examples of strong non-degree careers:

- Electrician
- Quantity surveyor
- Engineering technician
- Construction project manager
- HGV driver

These can offer **salaries of £40k-£70k+ with experience.**

3. Skills are becoming more important than degrees

Employers increasingly recruit based on **skills rather than qualifications alone.**

Evidence shows:

- Demand for **AI-related roles** increased by about 21% between 2018-2024.
- Job adverts increasingly emphasise **specific skills rather than degree requirements**.

Parents can support young people to develop:

- Digital skills
- Problem solving
- Communication
- Teamwork
- Adaptability

These **transferable skills** are valued across many sectors.

4. Fast-growing career areas

Parents should encourage children to explore sectors with strong future demand.

Digital and technology

Examples:

- Cybersecurity
- Software development
- Data analysis
- Artificial intelligence

Digital apprenticeships and training programmes are expanding to address shortages.

Green and sustainability jobs

As the UK moves toward **net-zero emissions**, demand is rising for:

- Renewable energy technicians
- Environmental engineers
- Electric vehicle specialists
- Sustainable construction workers

Engineering and advanced manufacturing

Technologies such as robotics and automation are increasing demand for:

- Engineering technicians
- Robotics specialists
- Maintenance engineers
- Manufacturing technologists

Health and care

The UK has long-term demand for:

- Care workers
- Healthcare technicians
- Nurses and allied health professionals.

5. Technology and AI will change jobs

Artificial intelligence will reshape work.

Research suggests:

- **Up to 3 million lower-skilled jobs could be affected by automation by 2035, while new roles will also be created.**

The key message for parents:

- Jobs will **change rather than disappear completely**
- Continuous learning will be essential.

6. What young people want from work is changing

Younger generations prioritise:

- Purpose and meaning
- Work-life balance
- Opportunities for development
- Flexible working

Surveys show around **89%** of **Gen Z** say purpose is important to job satisfaction.

7. How parents can support their child's career development

Encourage exploration

Help young people:

- attend career fairs
- explore different sectors
- try work experience or volunteering

Focus on skills

Support development of:

- digital literacy
- communication

- resilience
- teamwork

Keep options open

The modern career path is **not linear**. Many people will:

- change careers several times
- retrain during their working life.

Promote vocational routes

Apprenticeships and technical education offer:

- paid learning
- real work experience
- professional qualifications.

Key message for parents

There are many successful routes into careers today.

The most important things are:

- building relevant skills
- staying adaptable
- exploring opportunities across different pathways.