

# CAREERS, NOT COURSES

## SUBJECT SECTOR INSIGHTS 2025/2026



Find out more  
[newbury-college.ac.uk/career/search](https://newbury-college.ac.uk/career/search)



# OUR MISSION

## CREATING OPPORTUNITIES TO TRANSFORM LIVES



At Newbury College and University Centre Newbury (UCN), our mission is clear. As a leading educational provider for our community, our core intent is to deliver “Careers, Not Courses”.

We recognise that a qualification is not an end in itself, but a powerful stepping stone to a sustainable future. We support learners to identify, plan, and achieve their career goals through the acquisition of the technical skills, behaviours, and knowledge they need to succeed in the modern economy.



# WHO WE SERVE



## OUR STUDENTS

We are proud to support a diverse community of students, ranging from school leavers and adults to apprentices and those undertaking higher education.

- **Young People (16-19):** We provide vocational and technical pathways, including T Levels and T Level Foundation years, preparing young people for the world of work or higher study.
- **Adult Learners:** We offer development opportunities for adults seeking to retrain, upskill, or return to education, particularly in high-growth sectors.
- **Apprentices:** With high quality provision, we support apprentices to gain skills directly in the workplace.
- **Higher Education Students:** Through University Centre Newbury (UCN), we provide accessible routes to degree-level and higher professional qualifications. We support learners to gain advanced technical skills in priority sectors such as Engineering, Business, and Sport, offering a local pathway to university-level study that fits around careers and life commitments.
- **Foundation Learning:** We are dedicated to developing skills for independence and employability for students with special educational needs and disabilities (SEND), working closely with local councils to support those with high needs.

# WHO WE SERVE



## OUR EMPLOYERS

We place employers at the heart of our skills system, working in partnership to co-create a curriculum that meets the evolving demands of the regional economy.

- **Strategic Partners:** We collaborate closely with key regional bodies to ensure our curriculum offer aligns with the Local Skills Improvement Plans (LSIPs).
- **Curriculum Co-Design:** Through our employer engagement strategies, businesses directly influence the design of our programmes, ensuring that the skills taught in the classroom are the skills needed in the workplace – this is “Careers, Not Courses” in action!
- **Workforce Development:** We support businesses of all sizes, from SMEs to large corporations, by providing apprenticeship training, upskilling opportunities, and industry placements that help build a robust and adaptable local workforce.

## OUR COMMUNITY

Located in West Berkshire, we serve a travel-to-learn area defined as ‘urban with significant rural’, covering Newbury, Thatcham, Reading, North Hampshire, and South Oxfordshire.

We actively contribute to the economic health of the Thames Valley region and our Skills Directory in Section Three is closely aligned with the specific skills needs of our local community, where sectors such as Health and Social Care, Engineering and Manufacturing, Business, Construction, Digital, Screen Industries, Hospitality and Sport are prominent.

By offering provision from Entry Level to Level 7, we ensure that social mobility is at the heart of our work, providing accessible routes to high-value careers for residents across the region.

# OUR STRATEGY

## YOUR FUTURE



Our approach to curriculum and skills leverages our close working relationship with key partners to deliver “excellence in learning” and “excellence in our support” to create a robust talent pipeline for Thames Valley’s workforce, supporting both individuals and regional economic growth.

Our curriculum is shaped by both external and internal drivers. We align with the Local Skills Improvement Plan, targeting shortages in sectors like Care, Construction, Engineering, and high-growth industries outlined in the national ‘Invest 2035’ Industrial Strategy, including Digital Technologies and Clean Energy.

Robust Labour Market Intelligence (LMI) guides our planning, especially as the local working-age population declines, prompting a dual focus on upskilling current employees and preparing adaptable young entrants for the market.

We anticipate the evolving employment landscape by embedding digital skills and launching T Levels in Digital Support and courses in Artificial Intelligence. Additionally, we develop green skills programmes aligned to Net Zero ambitions, such as Building Energy Management Systems and Low Carbon Heating, ensuring all learners gain the resilience and versatility needed for future job growth.



# SSA 1.3 HEALTH AND SOCIAL CARE

## Knowledge

- Safeguarding, consent and duty of care
- Common conditions and basic anatomy
- Equality, diversity and confidentiality
- Local health and care services

## Skills

- Follow care plans and keep records
- Deliver personal and basic clinical care
- Communicate clearly with patients and families
- Assess risk and escalate concerns

## Behaviours

- Compassionate and person-centred
- Emotionally resilient and professional
- Reliable and accountable
- Ethical and committed to learning



## Local market intelligence



Expected growth (2025-2030)  
5.7%



Average salary  
£33,193/year (FTE)

## College pathways

- Health and Social Care
- Access to HE



Find out more

[newbury-college.ac.uk/health](https://newbury-college.ac.uk/health)

# CARE WORKERS AND HOME CARERS


## SSA 1.3 HEALTH AND SOCIAL CARE



### ★ HIGH DEMAND

 Expected growth (2025-2030)  
9.77%

 Average salary  
£24,700/year (FTE)

 College pathways

- Health and Social Care
- Access to HE

### Knowledge

- Safeguarding and duty of care
- Basic health, nutrition and hydration
- Infection prevention and personal hygiene
- Equality, diversity and confidentiality

### Skills

- Support with washing, dressing and meals
- Clear, reassuring communication
- Follow care plans; record accurately
- Work safely; basic infection control

### Behaviours

- Compassion, patience and dignity
- Reliability and punctuality
- Respect for people's choices
- Calm under pressure; professional



# REGISTERED COMMUNITY NURSES

## SSA 1.3 HEALTH AND SOCIAL CARE



**UCN** UNIVERSITY  
CENTRE  
NEWBURY



### ★ HIGH DEMAND



**Expected growth (2025-2030)**  
3.34%



**Average salary**  
£41,420/year (FTE)



**College pathways**

- Health and Social Care
- Access to HE

## Knowledge

- Adult nursing practice and long-term conditions
- Pharmacology basics; safe storage/handling
- Infection control and community pathways
- Safeguarding, consent and confidentiality

## Skills

- Patient assessment; wound care; medicines administration
- Clinical record-keeping and care planning
- Communicate with patients, carers and MDTs
- Prioritise caseload; triage and escalate

## Behaviours

- Empathy and person-centred focus
- Accountability and integrity
- Calm, decisive response in crises
- Commitment to continuous learning



High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# SOCIAL WORKERS


## SSA 1.3 HEALTH AND SOCIAL CARE



### ★ HIGH DEMAND

 **Expected growth (2025-2030)**  
8.82%

 **Average salary**  
£41,211/year (FTE)

 **College pathways**

- Health and Social Care
- Access to HE

## Knowledge

- Safeguarding law and social policy
- Child and adult development; risk factors
- Local services and referral routes
- Equality, diversity and inclusion

## Skills

- Active listening and rapport-building
- Assessment, planning and review
- Report writing; evidence gathering
- Advocacy, mediation and partnership working

## Behaviours

- Empathy and professional curiosity
- Emotional resilience and boundaries
- Anti-oppressive practice
- Honesty, confidentiality and ethics



# SSA 1.4B UNIFORMED PUBLIC SERVICES

## Knowledge

- Principles of public service and professional conduct
- Health, safety and risk awareness
- Teamwork and communication in high-pressure situations
- Community and diversity awareness

## Skills

- Problem-solving and decision-making
- Teamwork and leadership
- Communication and interpersonal skills
- Self-reflection and improvement

## Behaviours

- Integrity and responsibility
- Respect and inclusion
- Resilience and self-discipline
- Commitment to public service values

## Local market intelligence



Expected growth (2025-2030)

1.9%



Average salary

£42,085/year (FTE)



## College pathways

- Health and Social Care
- Uniformed Public Services
- Access to HE



**Find out more**

[newbury-college.ac.uk/ups](https://newbury-college.ac.uk/ups)

# POLICE OFFICERS (SERGEANT AND BELOW)

## SSA 1.4B UNIFORMED PUBLIC SERVICES



### ★ HIGH DEMAND

 **Expected growth (2025-2030)**  
3.4%

 **Average salary**  
£45,410/year (FTE)

 **College pathways**

- Uniformed Public Services

### Knowledge

- Legal powers, evidence and operational procedure
- Team leadership, resource allocation and performance management
- Community, context and crime threat environment
- Communication, information and technology systems

### Skills

- Supervision, mentoring and team development
- Decision-making under pressure and risk management
- Effective communication and stakeholder engagement
- Performance monitoring, planning and resource management

### Behaviours

- Courage, respect and public service orientation
- Emotional awareness, resilience and accountability
- Collaboration, open-mindedness and innovation
- Taking ownership and leading by example

# FIRE SERVICE OFFICERS (WATCH MANAGER AND BELOW)

## SSA 1.4B UNIFORMED PUBLIC SERVICES



**Expected growth (2025-2030)**

-3.67%



**Average salary**

£31,977/year (FTE)



**College pathways**

▪ Uniformed Public Services

### Knowledge

- Fire behaviour, building construction and incident dynamics
- Legislation, governance, risk management and inter-agency working
- Community risk, fire prevention and protection strategies
- Operational equipment, protective systems and resources

### Skills

- Situational analysis and decision-making under pressure
- Effective communication and team leadership
- Technical rescue, firefighting and safe operational practice
- Reflective practice, personal development and training others

### Behaviours

- Integrity, respect and ethical conduct
- Resilience, accountability and adaptability
- Situational awareness and proactive safety culture
- Collaborative mindset and community focus

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# PARAMEDICS

## SSA 1.4B UNIFORMED PUBLIC SERVICES



**Expected growth (2025-2030)**  
5.37%



**Average salary**  
£42,826/year (FTE)



### College pathways

- Uniformed Public Services
- Health and Social Care
- Access to HE

## Knowledge

- Human anatomy, physiology and pathophysiology
- Pharmacology and pain management
- Legal, ethical and professional frameworks
- Sociological and psychological determinants of health

## Skills

- Clinical assessment and decision-making
- Effective communication
- Risk and safety management
- Reflective and evidence-based practice

## Behaviours

- Professional integrity and accountability
- Empathy and respect
- Resilience and self-awareness
- Collaboration and leadership

# SSA 1.5 CHILD DEVELOPMENT AND WELLBEING

## Knowledge

- Child/adolescent development
- Safeguarding and risk
- Inclusion, SEN and EDI
- Local family and youth services

## Skills

- Support routines, care and play
- Lead activities and group work
- Observe and share concerns
- Build trust and signpost support

## Behaviours

- Warm, patient and approachable
- Vigilant and responsible
- Resilient in challenging situations
- Respectful and collaborative



## Local market intelligence



Expected growth (2025-2030)

5.1%



Average salary

£26,068/year (FTE)

## College pathways

- Early Years Education
- Apprenticeships



**Find out more**

[newbury-college.ac.uk/childcare](https://newbury-college.ac.uk/childcare)

# EARLY EDUCATION AND CHILDCARE ASSISTANTS

## SSA 1.5 CHILD DEVELOPMENT AND WELLBEING



### ★ HIGH DEMAND

 **Expected growth (2025-2030)**  
5.05%

 **Average salary**  
£23,883/year (FTE)

 **College pathways**

- Early Years Education
- Apprenticeships

### Knowledge

- Early child development basics
- The importance of routines and safeguarding
- Health, hygiene and allergy awareness
- Inclusion and SEN awareness

### Skills

- Support routines: meals, toileting, nap time
- Engage children in safe play and learning
- Observe and note concerns; share appropriately
- Keep areas clean, tidy and safe

### Behaviours

- Warmth, patience and positivity
- Vigilance and responsibility
- Willingness to help with any task
- Respectful teamwork

# EARLY EDUCATION AND CHILDCARE PRACTITIONERS

## SSA 1.5 CHILD DEVELOPMENT AND WELLBEING



### ★ HIGH DEMAND

 Expected growth (2025-2030)  
3.87%

 Average salary  
£23,465/year (FTE)

 College pathways

- Early Years Education
- Apprenticeships

### Knowledge

- Early child development basics
- The importance of routines and safeguarding
- Health, hygiene and allergy awareness
- Inclusion and SEN awareness

### Skills

- EYFS Statutory Framework
- Safeguarding and child protection
- Inclusion and SEND
- The developing child 0-7 years

### Behaviours

- Enthusiastic and nurturing
- Patient and adaptable
- Professional and dependable
- Collaborative and reflective

# SSA 4.1-2 ENGINEERING AND MANUFACTURING

## Knowledge

- Mechanical/electrical principles
- Manufacturing processes and standards
- Drawings, specs and tolerances
- Health, safety and quality systems

## Skills

- Use tools and machinery precisely
- Read drawings and use CAD
- Diagnose faults and improve systems
- Produce clear technical documentation

## Behaviours

- Accurate and detail-focused
- Safety-first and methodical
- Persistent problem-solver
- Reliable and ethical team worker



## Local market intelligence



**Expected growth (2025-2030)**  
3.0%



**Average salary**  
£37,126/year (FTE)

## College pathways

- Engineering
- Apprenticeships



**Find out more**

[newbury-college.ac.uk/engineering](https://newbury-college.ac.uk/engineering)

# METAL WORKING, MACHINING AND MAINTENANCE FITTERS

## SSA 4.1-2 ENGINEERING AND MANUFACTURING



### ★ HIGH DEMAND



**Expected growth (2025-2030)**  
4.26%



**Average salary**  
£34,162/year (FTE)



### College pathways

- Engineering
- Apprenticeships

## Knowledge

- Mechanical systems and assemblies
- Materials, fasteners and lubricants
- Metallurgy (the study of metal)
- Health and safety; lock-off procedures

## Skills

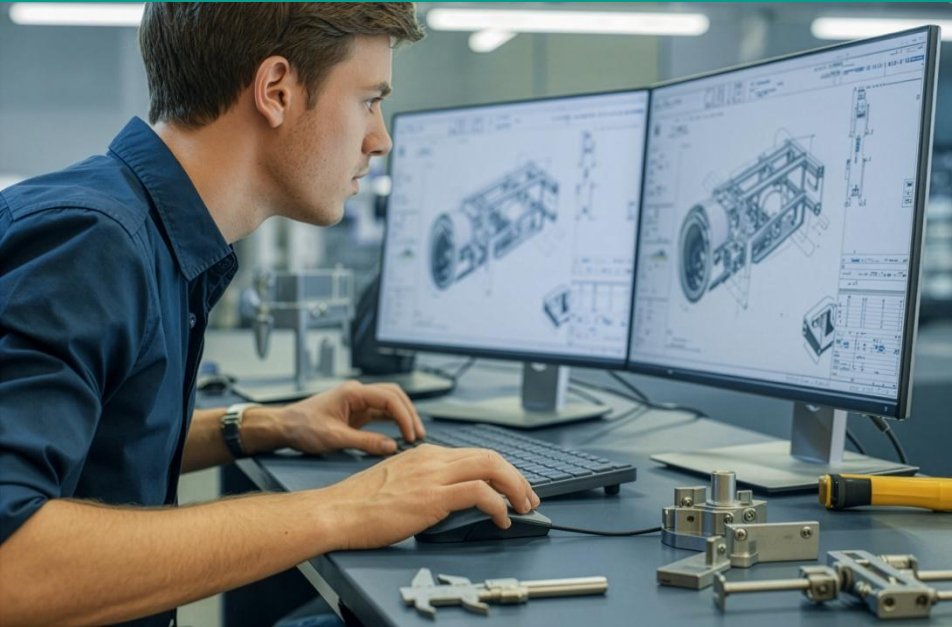
- Use hand/power tools; precision fitting precision measurement
- Read drawings; measure and check tolerances
- Technical Drawings by hand
- Use workshop machines and test equipment

## Behaviours

- Careful, neat and precise
- Safety-first and tidy working
- Patient, systematic problem-solving
- Reliable team player

# MECHANICAL ENGINEERS

## SSA 4.1-2 ENGINEERING AND MANUFACTURING



**Expected growth (2025-2030)**  
3.27%



**Average salary**  
£42,142/year (FTE)



**College pathways**

- Engineering
- Apprenticeships

### Knowledge

- Mechanics, materials and thermodynamics
- Manufacturing processes and tolerances
- Standards, specifications and compliance
- Data analysis and basic FEA/CAM awareness

### Skills

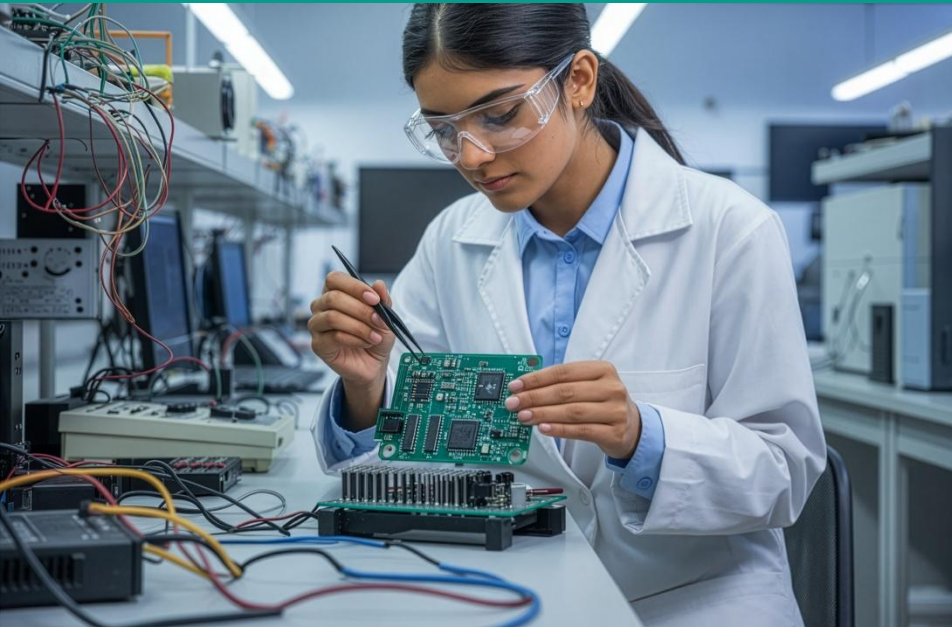
- CAD modelling and technical calculations
- Test, analyse and improve designs
- Write reports; communicate clearly
- Plan tasks and manage projects

### Behaviours

- Analytical with attention to detail
- Innovative and improvement-focused
- Persistent and evidence-led
- Ethical and collaborative

# ELECTRICAL ENGINEERS

## SSA 4.1-2 ENGINEERING AND MANUFACTURING



**Expected growth (2025-2030)**  
3.1%



**Average salary**  
£54,530/year (FTE)



**College pathways**

- Engineering
- Apprenticeships

### Knowledge

- Circuit theory, control and EM principles
- Components, PLCs/microcontrollers and wiring
- Electrical standards and safety compliance
- Measurement, testing and quality assurance

### Skills

- Circuit design and simulation
- Build/test prototypes; fault-find methodically
- Produce drawings, schematics and docs
- Plan work and manage suppliers

### Behaviours

- Precise and patient
- Curious and up-to-date with tech
- Responsible and risk-aware
- Works well across disciplines

# SSA 15 BUSINESS, ADMIN AND LAW

## Knowledge

- Markets, customers and competitors
- Basic finance, contracts and commerce
- Marketing and digital tools
- Data protection and regulation

## Skills

- Build relationships and negotiate
- Maintain accurate records
- Plan workloads, pipelines and projects
- Write clear reports and proposals

## Behaviours

- Target-driven and proactive
- Meticulous and discreet
- Customer-focused
- Flexible and collaborative



## Local market intelligence



**Expected growth (2025-2030)**  
2.6%



**Average salary**  
£39,729/year (FTE)

## College pathways

- AAT Accountancy
- T Level Management and Administration
- T Level Marketing
- Apprenticeships



**Find out more**

[newbury-college.ac.uk/business](https://newbury-college.ac.uk/business)

# SALES ACCOUNTS AND BUSINESS DEVELOPMENT MANAGERS

## SSA 15 BUSINESS, ADMIN AND LAW



### ★ HIGH DEMAND



Expected growth (2025-2030)  
1.42%



Average salary  
£55,879/year (FTE)



### College pathways

- T Level Management and Administration
- T Level Marketing
- Apprenticeships

## Knowledge

- Market, customer and competitor insight
- Product and pricing strategies
- Contracts, terms and basic finance
- CRM and sales analytics tools

## Skills

- Prospecting, pitching and closing
- Negotiation and objection handling
- Account planning and pipeline management
- Presentation and proposal writing

## Behaviours

- Target-driven and resilient
- Customer-focused and trustworthy
- Proactive and adaptable
- Collaborative with cross-functional teams

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# BOOKKEEPERS, PAYROLL MANAGERS AND WAGES CLERKS

## SSA 15 BUSINESS, ADMIN AND LAW



### ★ HIGH DEMAND



Expected growth (2025-2030)  
3.7%



Average salary  
£29,222/year (FTE)



### College pathways

- AAT Accountancy
- T Level Management and Administration
- Apprenticeships

## Knowledge

- Double-entry and basic accounting
- PAYE, NI, pensions and statutory pay
- VAT basics and record-keeping rules
- Data protection and confidentiality

## Skills

- Accurate data entry and reconciliation
- Prepare payrolls, invoices and journals
- Use spreadsheets and accounting software
- Resolve queries and meet deadlines

## Behaviours

- Meticulous and reliable
- Discreet and ethical
- Patient, methodical problem-solver
- Service-oriented

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# ADVERTISING AND MARKETING ASSOCIATE PROFESSIONALS

SSA 15 BUSINESS, ADMIN AND LAW



## ★ HIGH DEMAND

 **Expected growth (2025-2030)**  
2.5%

 **Average salary**  
£31,141/year (FTE)

 **College pathways**

- T Level Marketing
- T Level in Media, Broadcast and Production
- Apprenticeships

## Knowledge

- Marketing mix and brand principles
- Digital channels (social, email, SEO)
- Audience research and consumer behaviour
- Basic analytics and CRM tools

## Skills

- Create content and campaigns
- Write clear copy; present ideas
- Plan projects, budgets and timelines
- Analyse performance and optimise

## Behaviours

- Creative and curious
- Agile and open to feedback
- Detail-conscious on brand consistency
- Team-minded and client-focused

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# SSA 4.3 MOTOR VEHICLE

## Knowledge

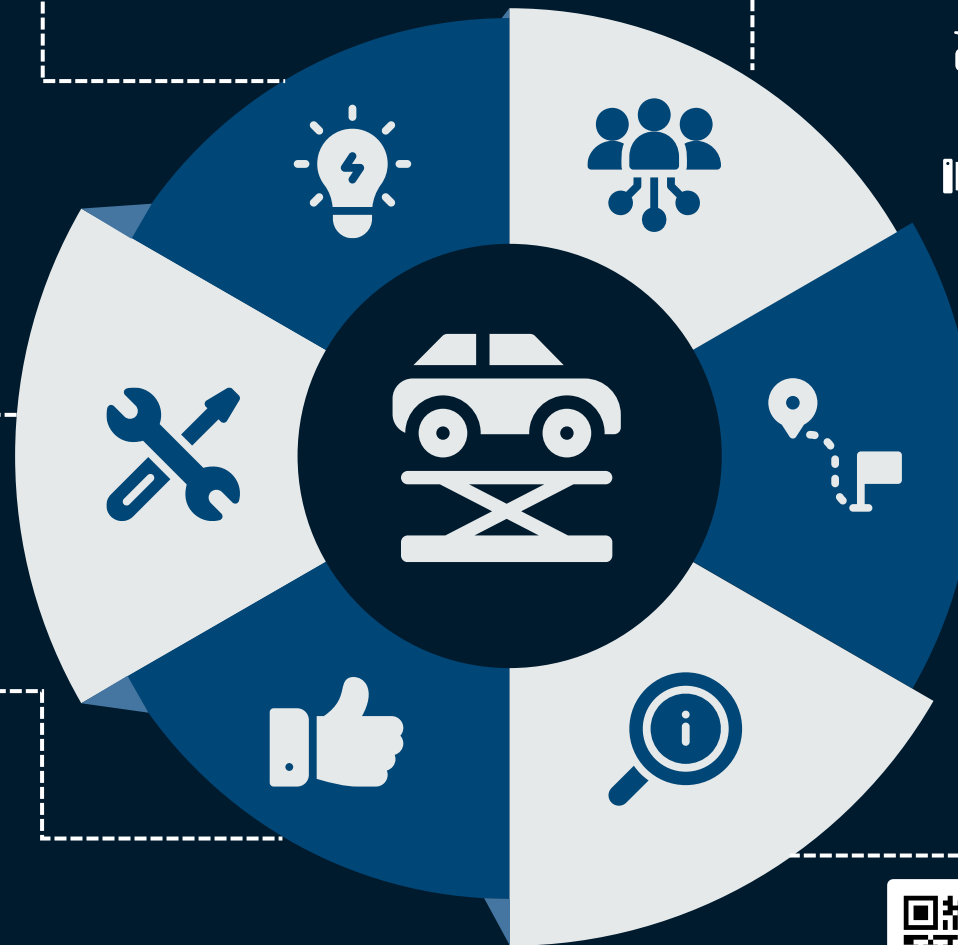
- Core vehicle systems and components
- Diagnostics and workshop safety
- MOT and roadworthiness standards
- Parts systems and stock processes

## Skills

- Diagnose faults with tools/software
- Service and repair vehicles
- Follow manufacturer procedures
- Handle parts enquiries and stock

## Behaviours

- Quality- and safety-focused
- Honest and customer-centred
- Open to new technologies
- Calm and organised



## Local market intelligence



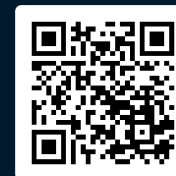
**Expected growth (2025-2030)**  
3.0%



**Average salary**  
£30,970/year (FTE)

## College pathways

- Motor Vehicle
- Apprenticeships



**Find out more**  
[newbury-college.ac.uk/motor](https://newbury-college.ac.uk/motor)

# VEHICLE TECHNICIANS, MECHANICS

## SSA 4.3 MOTOR VEHICLE



### ★ HIGH DEMAND



**Expected growth (2025-2030)**  
2.11%



**Average salary**  
£30,343/year (FTE)



### College pathways

- Motor Vehicle
- Apprenticeships

## Knowledge

- Engines, transmission, brakes, steering and electrics
- Diagnostic software and wiring diagrams
- MOT/roadworthiness and workshop safety
- Hybrid/EV basics and high-voltage precautions

## Skills

- Diagnose faults with tools and OBD systems
- Service and repair mechanical/electrical systems
- Follow manufacturer procedures
- Explain work to customers clearly

## Behaviours

- Thorough and quality-driven
- Honest and customer-focused
- Adaptable; willing to learn
- Conscientious about safety



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# PARTS ADVISOR

## SSA 4.3 MOTOR VEHICLE



**Expected growth (2025-2030)**  
-2.13%



**Average salary**  
£33,540 /year (FTE)



**College pathways**

- Motor Vehicle
- Apprenticeships

## Knowledge

- General knowledge of subject area
- Stock control process
- Inventory and warehousing basics
- General knowledge of the industry

## Skills

- Good communication
- Good technical understanding
- Able to communicate with clients and suppliers
- Problem solving

## Behaviours

- Calm, decisive and organised
- Attention to detail and compliance
- Customer-oriented and fair
- Honest and customer focused



# TYRE TECHNICIAN (FAST FIT)

## SSA 4.3 MOTOR VEHICLE



**UCN** UNIVERSITY  
CENTRE  
NEWBURY



**Expected growth (2025-2030)**  
4.51%



**Average salary**  
£24,700 /year (FTE)



**College pathways**

- Motor Vehicle
- Apprenticeships

## Knowledge

- Tyres, steering, suspension and brakes
- MOT/roadworthiness and workshop safety
- Legal requirements for tyres and repairs
- Good knowledge of subject area

## Skills

- Use of alignment equipment
- Service and repair tyres
- Follow manufacturers procedures
- Explain work to customers clearly

## Behaviours

- Thorough and quality-driven
- Honest and customer-focused
- Adaptable; willing to learn
- Conscientious about safety



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# SSA 5.2 CONSTRUCTION

## Knowledge

- Building systems and methods
- Key regulations and standards
- Materials and fixings
- Site safety and safe isolation

## Skills

- Read drawings and measure accurately
- Install, test and commission systems
- Use tools safely and effectively
- Diagnose and repair faults

## Behaviours

- Precise with strong workmanship
- Safety-conscious and tidy
- Practical problem-solver
- Dependable and cooperative



## Local market intelligence



Expected growth (2025-2030)

1.8%



Average salary

£34,371/year (FTE)

## College pathways

- Multitrades
- Carpentry (Site Carpentry)
- T Level Building Services Engineering for Construction (Electrical)
- T Level Building Services Engineering for Construction (Plumbing)
- Apprenticeships



**Find out more**

[newbury-college.ac.uk/construction](https://newbury-college.ac.uk/construction)

# ELECTRICIANS AND ELECTRICAL FITTERS

## SSA 5.2 CONSTRUCTION



### ★ HIGH DEMAND



Expected growth (2025-2030)  
1.59%



Average salary  
£35,853/year (FTE)



### College pathways

- Multitrades
- T Level Building Services Engineering for Construction (Electrical)
- Apprenticeships

## Knowledge

- BS 7671 wiring regulations
- Building services and construction basics
- Safe isolation, earthing and protection
- Maths for loads and volt-drop calculations

## Skills

- Install and terminate cables and accessories
- Test, inspect and certify installations
- Read drawings; fault-find safely
- Use hand/power tools correctly

## Behaviours

- Detail-minded and compliant
- Safety-conscious and methodical
- Self-reliant with good judgement
- Courteous with clients/other trades



# PLUMBERS AND HEATING AND VENTILATING INSTALLERS AND REPAIRERS

## SSA 5.2 CONSTRUCTION



### ★ HIGH DEMAND



Expected growth (2025-2030)  
-0.94%



Average salary  
£34,276/year (FTE)



### College pathways

- Multitrades
- T Level Building Services Engineering for Construction (Plumbing)
- Apprenticeships

## Knowledge

- Water, heating and ventilation systems
- Regulations (Water, Building, Gas Safety)
- Materials, sealants and fittings choices
- Legionella and flue/vent safety

## Skills

- Cut, join and route pipes neatly
- Install and commission fixtures and boilers
- Trace leaks; clear blockages; repair faults
- Test systems and complete documentation

## Behaviours

- Thorough testing before sign-off
- Polite, tidy and trustworthy
- Persistent problem-solver
- Flexible on-site constraints



# CARPENTERS AND JOINERS

## SSA 5.2 CONSTRUCTION



### ★ HIGH DEMAND



Expected growth (2025-2030)  
-3.38%



Average salary  
£34,238/year (FTE)



### College pathways

- Multitrades
- Carpentry (Site Carpentry)
- Apprenticeships

## Knowledge

- Timber types and fixings
- Building regs relevant to timber work
- Reading drawings and setting out
- Safe working at height and on site

## Skills

- Measure, mark out and cut accurately
- Construct frames; fit doors, stairs and units
- Use hand and power tools safely
- Finish surfaces to a high standard

## Behaviours

- Precision and pride in workmanship
- Physically resilient and dependable
- Practical, can-do attitude
- Cooperative with other trades



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# SSA 6.1 ICT FOR PRACTITIONERS

## Knowledge

- Programming and algorithms
- Systems, networks and databases
- Cyber security and data law
- IT service management basics

## Skills

- Write, test and debug code
- Configure and troubleshoot systems
- Implement and monitor security controls
- Document work and explain it simply

## Behaviours

- Curious and self-improving
- Security-minded and diligent
- Collaborative and user-focused
- Analytical and reliable



## Local market intelligence



Expected growth (2025-2030)

0.4%



Average salary

£51,452/year (FTE)

## College pathways

- T Level Digital Support and Security



Find out more

[newbury-college.ac.uk/digital](https://newbury-college.ac.uk/digital)

# PROGRAMMERS AND SOFTWARE DEVELOPERS

## SSA 6.1 ICT FOR PRACTITIONERS



### ★ HIGH DEMAND



Expected growth (2025-2030)  
2.8%



Average salary  
£53,580/year (FTE)



#### College pathways

- T Level Digital Support and Security

### Knowledge

- Data structures, algorithms and patterns
- One or more languages/frameworks
- Secure coding and testing practices
- Cloud, APIs and databases basics

### Skills

- Write clean, tested code; debug efficiently
- Use version control and CI/CD
- Gather requirements; estimate and plan
- Communicate technical ideas simply

### Behaviours

- Curious, continuously learning
- Collaborative and helpful in reviews
- Detail-oriented and reliable
- User-centred thinking



# INFORMATION TECHNOLOGY PROFESSIONALS

## SSA 6.1 ICT FOR PRACTITIONERS



### ★ HIGH DEMAND



Expected growth (2025-2030)  
0.56%



Average salary  
£55,993/year (FTE)



College pathways

- T Level Digital Support and Security

### Knowledge

- Operating systems, networks and security
- Cloud services and virtualisation
- Backup, DR and asset management
- Service management fundamentals

### Skills

- Configure, monitor and support systems
- Troubleshoot hardware, networks and apps
- Document changes; follow ITIL processes
- Manage stakeholders and vendors

### Behaviours

- Customer-focused and calm
- Security-minded and diligent
- Ownership and accountability
- Team-first attitude



# CYBER SECURITY PROFESSIONALS

## SSA 6.1 ICT FOR PRACTITIONERS



**Expected growth (2025-2030)**  
0.50%



**Average salary**  
£61,871/year (FTE)



**College pathways**

- T Level Digital Support and Security

### Knowledge

- Threats, attack paths and tooling
- Standards (e.g. ISO 27001, NCSC guidance)
- Identity, network and cloud security
- Legal/ethical and data protection duties

### Skills

- Assess risk; implement controls and monitoring
- Investigate incidents; respond and recover
- Vulnerability management and hardening
- Write clear policies and guidance

### Behaviours

- Vigilant and analytical
- Discreet and trustworthy
- Pragmatic risk-based decisions
- Continuous improvement mindset



# SSA 7.3 HAIR AND BEAUTY

## Knowledge

- Hair, skin and nail basics
- Products, risks and contraindications
- Hygiene and infection control
- Professional standards and consent

## Skills

- Consult and plan treatments
- Deliver services safely and skilfully
- Maintain hygiene and equipment
- Record treatments and give aftercare

## Behaviours

- Friendly and discreet
- Careful and precise
- Clean and well-presented
- Patient and empathetic



## Local market intelligence



**Expected growth (2025-2030)**  
1.4%



**Average salary**  
£29,849/year (FTE)

## College pathways

- Beauty Therapy
- Hairdressing



**Find out more**  
[newbury-college.ac.uk/beauty](https://newbury-college.ac.uk/beauty)

# HAIRDRESSERS

## SSA 7.3 HAIR AND BEAUTY



**Expected growth (2025-2030)**

-1.62%



**Average salary**

£22,439/year (FTE)



**College pathways**

▪ Hairdressing

## Knowledge

- Hair/scalp conditions and products
- Colour theory and chemical processes
- Health, hygiene and safety rules
- Trends and aftercare advice

## Skills

- Consult, cut and finish to brief
- Colouring and styling techniques
- Maintain tools and hygiene standards
- Retail and client care

## Behaviours

- Friendly, attentive and patient
- Clean, tidy and time-efficient
- Honest about results and maintenance
- Professional appearance

# BEAUTICIANS AND RELATED OCCUPATIONS

## SSA 7.3 HAIR AND BEAUTY



**Expected growth (2025-2030)**  
-1.33%



**Average salary**  
£22,895/year (FTE)



**College pathways**  
▪ Beauty Therapy

### Knowledge

- Skin, nails and contraindications
- Product ingredients and safety
- Infection control and waste disposal
- Relevant standards and insurance needs

### Skills

- Deliver safe beauty treatments
- Consultations and treatment planning
- Maintain hygiene and prepare work areas
- Upsell products appropriately

### Behaviours

- Discreet and respectful
- Careful, steady and precise
- Warm customer service
- Commitment to hygiene

# THERAPY PROFESSIONALS

## SSA 7.3 HAIR AND BEAUTY



**Expected growth (2025-2030)**  
6.08%



**Average salary**  
£22,895/year (FTE)



**College pathways**  
▪ Beauty Therapy

### Knowledge

- Anatomy/physiology relevant to therapy
- Contraindications and risk management
- Professional standards and consent
- Referral routes and scope of practice

### Skills

- Assess client needs; plan sessions
- Deliver appropriate therapies safely
- Keep accurate records and progress notes
- Explain aftercare and self-management

### Behaviours

- Empathetic and reassuring
- Ethical with clear boundaries
- Observant and patient
- Reflective practice

# SSA 7.4 HOSPITALITY AND CATERING

## Knowledge

- Food safety and allergens
- Core cooking methods
- Licensing, H&S and HR basics
- Costing, stock and service principles

## Skills

- Prepare and cook to spec and pace
- Maintain hygienic kitchens and records
- Lead shifts and handle customers
- Manage stock and costs

## Behaviours

- Team-oriented and tidy
- Calm under service pressure
- Guest-focused and courteous
- Organised and standards-driven



## Local market intelligence



Expected growth (2025-2030)  
4.8%



Average salary  
£26,106/year (FTE)

## College pathways

- Professional Cookery



Find out more

[newbury-college.ac.uk/catering](https://newbury-college.ac.uk/catering)

# KITCHEN AND CATERING ASSISTANTS

## SSA 7.4 HOSPITALITY AND CATERING



### ★ HIGH DEMAND



Expected growth (2025-2030)  
3.51%



Average salary  
£22,097/year (FTE)



College pathways  
▪ Professional Cookery

### Knowledge

- Food safety and allergen awareness
- Basic knife and equipment use
- Portioning and waste reduction
- COSHH basics for cleaning agents

### Skills

- Basic food prep and plating
- Clean kitchen areas and equipment
- Follow instructions and timings
- Work safely and hygienically

### Behaviours

- Team-minded and dependable
- Tidy and efficient
- Calm in busy periods
- Polite and helpful

# CHEFS

## SSA 7.4 HOSPITALITY AND CATERING



### ★ HIGH DEMAND



Expected growth (2025-2030)  
4.39%



Average salary  
£25,061/year (FTE)



College pathways  
▪ Professional Cookery

### Knowledge

- Culinary methods and flavour pairing
- Food safety, allergens and labelling
- Costing, GP% and menu planning
- Equipment care and maintenance

### Skills

- Prepare dishes to spec and pace
- Menu prep, stock rotation and ordering
- Train juniors; pass and service control
- Maintain HACCP records

### Behaviours

- Standards-driven and organised
- Resilient under pressure
- Clean, disciplined workstation
- Constructive with feedback

# RESTAURANT AND ESTABLISHMENT MANAGERS



## SSA 7.4 HOSPITALITY AND CATERING



### ★ HIGH DEMAND



Expected growth (2025-2030)  
9.19%



Average salary  
£27,474/year (FTE)



College pathways  
▪ Professional Cookery

### Knowledge

- Food safety and licensing rules
- Customer service and upselling
- Budgeting and HR basics
- Health and safety in hospitality

### Skills

- Lead shifts; roster and brief teams
- Handle bookings, service and complaints
- Manage costs, stock and suppliers
- Maintain compliance and records

### Behaviours

- Visible, calm leadership
- Guest-first attitude
- Fair, consistent and ethical
- Results-focused with standards

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# SSA 8.1 SPORT

## Knowledge

- Health, safety and safeguarding
- Fitness, training and performance principles
- Session and programme planning
- Professional roles and pathways

## Skills

- Planning and delivering activities
- Communication and motivation
- Teamwork and leadership
- Evaluation and goal setting

## Behaviours

- Professionalism and reliability
- Respect and inclusivity
- Positive attitude and resilience
- Commitment to continuous learning



## Local market intelligence



**Expected growth (2025-2030)**  
2.2%



**Average salary**  
£30,020/year (FTE)

## College pathways

- Sports Pathway
- Football Academy



**Find out more**  
[newbury-college.ac.uk/sport](https://newbury-college.ac.uk/sport)

# SPORTS COACHES, INSTRUCTORS AND OFFICIALS

## SSA 8.1 SPORT



### ★ HIGH DEMAND



**Expected growth (2025-2030)**  
2.87%



**Average salary**  
£26,733/year (FTE)



### College pathways

- Sports Pathway
- Football Academy

## Knowledge

- Legislation, guidelines, safeguarding and professional standards
- Session and programme design; anatomy of sport participation
- Operational, technical and safety aspects of the sport environment
- Communication, behaviour management and inclusion

## Skills

- Planning and delivering sessions / programmes
- Monitoring, assessment and feedback
- Safe practice and environment management
- Communicating and engaging participants and stakeholders

## Behaviours

- Professionalism, integrity and ethical conduct
- Inclusivity, respect and positive participant-focus
- Reflective practice and continuous development
- Responsibility, safety awareness and accountability

# LEISURE AND SPORTS MANAGERS

## SSA 8.1 SPORT



**Expected growth (2025-2030)**  
1.39%



**Average salary**  
£32,718/year (FTE)



**College pathways**

- Sports Pathway
- Football Academy

## Knowledge

- Business, finance and operations management in the leisure sector
- Strategic planning, marketing and customer-experience
- Leadership, people management and performance systems
- Regulatory, health and safety, risk and inclusion frameworks

## Skills

- Operational leadership and facility management
- Financial planning, analysis and business development
- Team leadership, staff development and stakeholder engagement
- Strategic thinking, change management and inclusive customer service

## Behaviours

- Professionalism, integrity and customer-focus
- Leadership, adaptability and resilience
- Inclusivity, respect and community engagement
- Continuous improvement, accountability and results-orientation

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# SPORTS PLAYERS

## SSA 8.1 SPORT



**Expected growth (2025-2030)**  
7.37%



**Average salary**  
£37,145/year (FTE)



### College pathways

- Sports Pathway
- Football Academy

## Knowledge

- Physical / athletic development and injury prevention
- Technical, tactical and perceptual-cognitive foundations
- Lifestyle management, psychology and performance support
- Professionalism, ethics, competition context and transitions

## Skills

- Technical/tactical execution and adaptability under pressure
- Training load management, recovery and self-monitoring
- Decision-making, situational awareness and communication within team/competition
- Self-reflection, goal-setting and continuous improvement

## Behaviours

- Professionalism, integrity and respect
- Resilience, self-discipline and accountability
- Inclusivity, teamwork and positive sport culture
- Growth mindset, curiosity and sustained effort

# SSA 9.1 PERFORMING ARTS

## Knowledge

- Performance techniques and styles
- Contracts, rights and etiquette
- Health, safety and warm-up
- Audience and funding basics

## Skills

- Plan and manage productions
- Perform with strong technique
- Take direction and collaborate
- Network and promote work

## Behaviours

- Disciplined and prepared
- Professional and punctual
- Open to critique and resilient
- Inclusive and cooperative



## Local market intelligence



Expected growth (2025-2030)

1.3%



Average salary

£33,269/year (FTE)

## College pathways

- Performing Arts



Find out more

[newbury-college.ac.uk/performance](https://newbury-college.ac.uk/performance)

# ARTS OFFICERS, PRODUCERS AND DIRECTORS

## SSA 9.1 PERFORMING ARTS



**Expected growth (2025-2030)**

-0.69%



**Average salary**

£39,786/year (FTE)



**College pathways**

▪ Performing Arts

## Knowledge

- Arts funding and legal basics
- Audience development and marketing
- Health and safety for performances
- Rights, licensing and contracts

## Skills

- Plan productions; schedule and budget
- Commission, contract and brief creatives
- Fundraising and stakeholder management
- Clear communication and negotiation

## Behaviours

- Organised and solutions-focused
- Inclusive and collaborative
- Calm under pressure
- Transparent and ethical

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# ACTORS, ENTERTAINERS AND PRESENTERS

## SSA 9.1 PERFORMING ARTS



**Expected growth (2025-2030)**

-0.02%



**Average salary**

£22,059/year (FTE)



**College pathways**

▪ Performing Arts

## Knowledge

- Performance techniques and genres
- Audition and rehearsal processes
- Contracts, rights and etiquette
- Wellbeing, warm-up and injury avoidance

## Skills

- Performance, voice and movement
- Memorise scripts; take direction
- Engage audiences and present clearly
- Self-promotion and networking

## Behaviours

- Resilient and professional
- Punctual and prepared
- Receptive to feedback
- Respectful to colleagues and crew

# DANCERS AND CHOREOGRAPHERS

## SSA 9.1 PERFORMING ARTS



**Expected growth (2025-2030)**  
4.03%



**Average salary**  
£20,380/year (FTE)



**College pathways**  
▪ Performing Arts

### Knowledge

- Dance styles and training methods
- Anatomy and injury prevention
- Production processes and cues
- Health, nutrition and recovery

### Skills

- Technique and musicality
- Learn, teach and set choreography
- Rehearse with precision and stamina
- Safe lifting and partnering

### Behaviours

- Discipline and perseverance
- Teamwork and respect
- Openness to critique
- Professional conduct

# SSA 9.2-3 VISUAL ARTS, MEDIA AND COMMUNICATIONS

## Knowledge

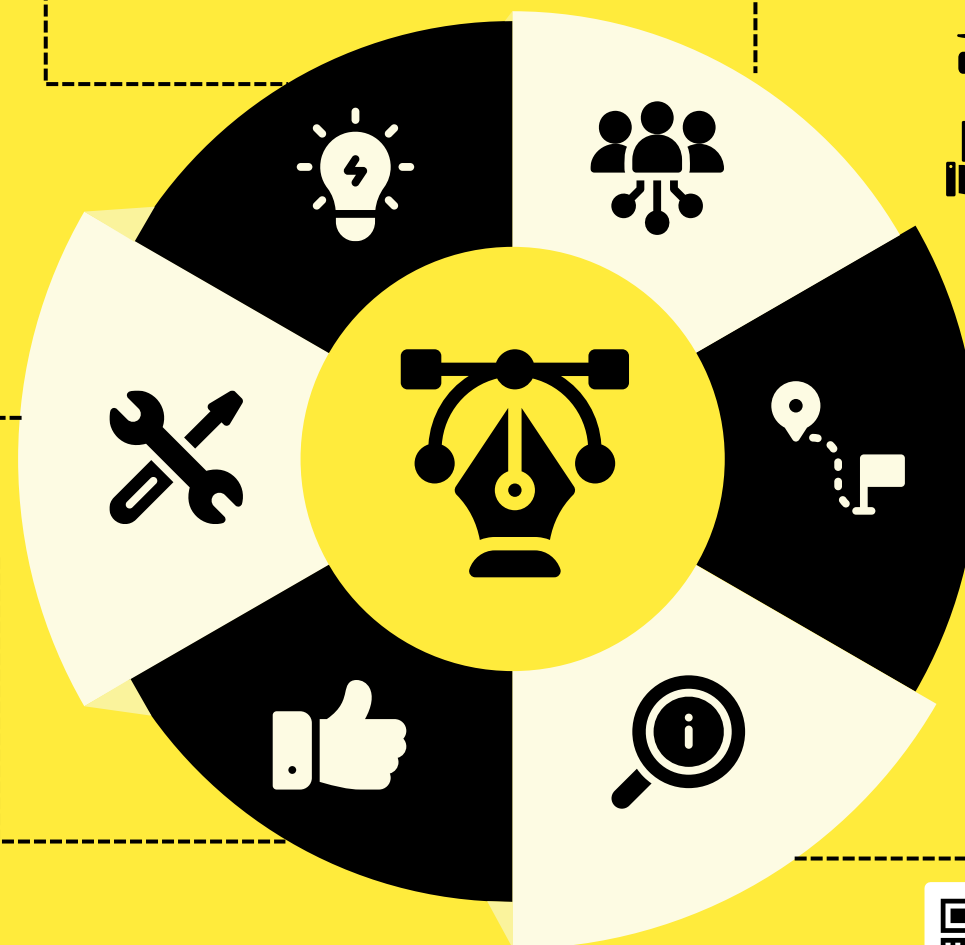
- Core design principles
- Inclusivity and accessibility
- Media production fundamentals
- Rights, licences and storage basics

## Skills

- Create and manage projects
- Use industry software and kit
- Test and improve work
- Present ideas and deliver assets

## Behaviours

- Creative and user-centred
- Calm and practical
- Receptive and collaborative
- Organised and deadline-focused



## Local market intelligence



**Expected growth (2025-2030)**

1.1%



**Average salary**

£32,452/year (FTE)

## College pathways

- Art, Design and Communication
- Art, Design and Media Practice
- Music Technology
- T Level in Media, Broadcast and Production



**Find out more**

[newbury-college.ac.uk/art](https://newbury-college.ac.uk/art)

# GRAPHIC AND MULTIMEDIA DESIGNERS

## SSA 9.2-3 VISUAL ARTS, MEDIA AND COMMUNICATIONS



### ★ HIGH DEMAND



**Expected growth (2025-2030)**  
1.14%



**Average salary**  
£30,324/year (FTE)



### College pathways

- Art, Design and Communication / Media Practice

### Knowledge

- Typography, colour and composition
- Brand guidelines and accessibility
- File formats, resolution and export
- Basic UX and user testing principles

### Skills

- Create layouts, assets and motion/UX elements
- Use industry software and asset libraries
- Present concepts; iterate from feedback
- Prepare files for print/web

### Behaviours

- Creative with attention to detail
- Receptive and collaborative
- Organised with version control
- Deadline-reliable



# PHOTOGRAPHERS, AUDIO-VISUAL EQUIPMENT OPERATORS

## SSA 9.2-3 VISUAL ARTS, MEDIA AND COMMUNICATIONS



**Expected growth (2025-2030)**  
2.50%



**Average salary**  
£26,562/year (FTE)



### College pathways

- Art, Design and Communication
- Art, Design and Media Practice
- Music Technology
- T Level in Media, Broadcast and Production

### Knowledge

- Exposure, audio and lighting principles
- File formats, codecs and workflows
- H&S on location and in studios
- Rights, releases and data storage

### Skills

- Set up cameras, lights and sound
- Capture, edit and deliver assets
- Maintain and transport equipment safely
- Follow briefs and shoot schedules

### Behaviours

- Calm, solution-focused on shoots
- Respectful and discreet
- Careful with kit and data
- Reliable timekeeper



High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.

# SOUND ENGINEER (LIVE SOUND)

## SSA 9.2-3 VISUAL ARTS, MEDIA AND COMMUNICATIONS



**Expected growth (2025-2030)**  
2.50%



**Average salary**  
£26,562/year (FTE)



**College pathways**

- Music Technology

## Knowledge

- Mixing desk use, including a variety of digital and analogue desks
- Tablet-controlled PA systems
- Production processes and cues
- Set-up and venue health and safety

## Skills

- PA setup skills – mixing desks, mics, effects, and speakers
- Live sound front of house (FOH) mixing
- Stage monitor mixing
- Setting up and running live sound across varied environments

## Behaviours

- Discipline and perseverance
- Teamwork and respect
- Openness to critique
- Professional conduct

High demand reflects over 1,000 vacancies in the past year. Data on vacancies, growth, and average salary sourced from Lightcast Q1 2025. Salary based on a 37-hour week over 52 weeks.