

PROSPECTS

What do graduates do?

REGIONAL
EDITION
2019/20

A REGION-BY-REGION
GUIDE TO GRADUATE
DESTINATIONS IN THE UK

Introduction by AGCAS / Insight and analysis by Charlie Ball /
Commentary and data for every region of the UK



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Introduction

by Gabi Binnie, policy and research manager, AGCAS

There are a few myths about higher education and what it means to attend university, and one of these is that students move to university and then leave en masse for London after they graduate.¹ This is not a true reflection of student and graduate migration.

For the first time, this edition of *What do graduates do?* will delve into the graduate employment data for each region to provide vital information to better support those graduates who remain in their university region after they study, or return to their home regions post-graduation.

Rising to the challenge

The higher education sector is increasingly aware of the crucial role that universities play in their local region. The recent Augar review highlighted the importance of universities and colleges working together to improve employment in their regions.² In May more than 50 British universities signed a Civic University pledge to put the economy and quality of life of their region at the top of their priority list.³

Supporting place-based graduate labour markets has been a key strategic theme for AGCAS since 2017 - it was the focus for both the October 2018 edition of *Phoenix*, the AGCAS journal, and one full day of our 2019 annual conference, 'Aspiring and achieving: Impacting social mobility through innovation'.⁴

Graduate migration is not only a priority for universities. Graduates are at the heart of both the national industrial strategy and local industrial strategies.⁵ In May, the Office for Students (OfS) announced that a number of projects would be awarded part of a £5.6million fund to boost opportunities for graduates who seek work close to home.⁶ While each of these 15 projects addresses challenges unique to their region, they all involve working collaboratively with other universities and partners including colleges, local enterprise partnerships and regional employers.

Using their knowledge and expertise, AGCAS members have been instrumental in leading and developing many of these initiatives.

The OfS Challenge Competition has shone a national spotlight on graduate migration, but the importance of supporting our graduates into work in their local regions has been long recognised by AGCAS members. An example is RISE, a city-wide graduate recruitment scheme in the Sheffield City Region, and ScotGrad.⁷

There's no place like home

It has commonly been assumed that graduates who remain in their home region after university, or return to it after moving elsewhere to study, do so because they are unable to 'move where the jobs are'. However, in research with graduates who studied in the North West, the 73.8% of graduates who wanted to continue to live in the region did so for a variety of reasons.⁸ Many of these were positive, including their connection to friends and family, their sense of belonging and positive features of the region, such as proximity to the countryside and vibrant urban culture.

Graduate mobility pathways are complex and the choice to leave or stay in a region is revisited often.⁹ Graduates themselves are not homogenous - each individual has their own values, beliefs and experiences that inform their post-graduation

choices. This is reflected in the new Graduate Outcomes survey, which now asks questions about how meaningful they believe their employment to be and how they are progressing towards their future goals.

Looking to the future

Discussions about graduate migration are very much centred on the context of the current world of work, where people are typically employed by a specific organisation and tied to that location. New technologies and an increase in short-term, self-employed contracts will change how we all work. In a 'virtual workplace' where a physical presence is unnecessary, will we see the rise of 'glonacal' graduates - graduates who are simultaneously global, national and local, who are rooted in a region but mobile in the short-term or virtually?¹⁰

The future of work is often considered with trepidation, with fears about automation and precarity dominating discussions, but perhaps we should be optimistic about the opportunities that new ways of working could provide to those graduates who need or want to remain in a particular region.

Implications for the sector

Graduate mobility is far more complex and nuanced than a simple conveyor belt to London. Many of our graduates consciously choose to remain in a region and innovative partnerships between universities, local authorities and other organisations are supporting graduates to find professional-level employment in their regions.

There is a real divide between graduate outcomes in areas of high earning potential and those in areas with weaker economic circumstances. We were pleased to see that the Department for Education has proposed to provide additional regional information with future publications of Graduate Outcomes (LEO) data.¹¹ This will offer useful contextual information about graduate migration patterns, regional retention and the difference between average graduate and non-graduate salaries within a region.

But the value of employment and the contribution of a graduate cannot be measured by salary alone. As a sector, we should continue to try to better understand why graduates make the migration decisions they make, and use our collective voice to further influence regional and national initiatives.

Find out more

Search the database of AGCAS member careers services.

References

1. 'Graduate labour market myths' by Charlie Ball in *Graduate careers in context*, ed. Ciaran Burke and Fiona Christie, 2019.
2. Post-18 review of education and funding: independent panel report, GOV.UK, accessed September 2019.
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What do graduates do in the regions?

by Charlie Ball, head of higher education intelligence, Prospects

A good deal of discussion of graduate employment looks at data for the whole UK and talks of the 'UK graduate labour market'. But detailed examination of the available figures shows us that there is no 'UK graduate labour market' as such. Instead, the UK is made up of a complex set of interlocking, sometimes overlapping local and regional labour markets.

These labour markets tend to be centred on a large city or, in the south of England, on populated areas of the London commuter belt. They have their own character, issues of occupational supply and demand, and their own guidance and employability support challenges. What may work in Newcastle upon Tyne may not work in Newcastle-under-Lyme.

Although some of the rhetoric about graduate employment implies that graduate-level opportunities are concentrated in London, in fact the majority of graduates do not work there upon graduation and - in all likelihood - most graduates never work in the capital.

Nevertheless, the size and strength of the London jobs market means that UK-level data is disproportionately affected by the unique character of this highly finance-industry focused labour market. Outside London, the South East and North West are the largest English regions in terms of graduate employment, and the North East the smallest.

Although Westminster is the most important of the graduate labour markets in the UK, and London boroughs do feature strongly, there are thousands of jobs for graduates in each of the major cities of the UK. The picture is of an urbanised jobs market based around London and its environs, and the larger regional centres of the country. There are few opportunities in London that are not available (albeit not always in the same volumes) for new graduates in larger regional centres such as Birmingham, Manchester, Leeds, Edinburgh and Glasgow.

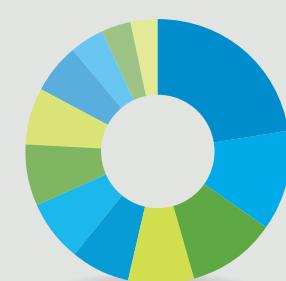
But each of these jobs markets has its own makeup and qualities. Understanding the characteristics of these labour markets and the challenges they represent is crucial in the modern graduate jobs market. Graduates tend not to be as mobile as many people realise and consequently tend to stay close to areas they know - either where they lived before they went to university, or where they studied.

- 58% of graduates from 2016/17 remained in the region they'd studied in to work.
- 69% went to work in their home domiciled region.
- 45% of all graduates never moved - they attended the local university and went to work locally to home and institution.

This poses a particular question for the UK university model, which is based on the core assumption that a student will move away to study having chosen - using league tables and associated metrics - from all of the appropriate universities in the UK. The graduate is then expected to move to another location for work, generally motivated by the best available salaries. Much of the infrastructure of the sector, from halls of residence to league tables, has these assumptions as a basis. Unfortunately, this is not what most graduates do. Only 18% of 2016/17 graduates moved away from home for university and then moved somewhere else on graduation - and nearly half of them moved to London.

From this flows a series of challenges. Since most graduates at most institutions hail from relatively close to that institution, and most graduates will also work relatively close to their institution, it therefore follows that a focus on local labour markets should be at the forefront of guidance and support activity. But much of the literature treats the UK as a single labour market and follows on from there.

This is not as effective as taking a more local view on labour markets to draw out



**LOCATION OF EMPLOYMENT OF
UK-DOMICILED GRADUATES FROM
2016/17 OF KNOWN DOMICILE**

London.....	22.7%
South East	12.2%
North West.....	10.9%
West Midlands.....	7.9%
South West.....	7.4%
Scotland.....	7.4%
Yorkshire and the Humber.....	7.4%
East of England.....	7.1%
East Midlands.....	5.9%
Wales.....	4.4%
North East	3.6%
Northern Ireland.....	3.1%

the individual characteristics of each area. That is why this publication has been produced.

If we break graduates into groups based on domicile, location of study and location of employment, we find four separate groups:

- **Loyals** who were domiciled and who studied in the same region and now work there as well - in other words, they have not left their home region. 45% of 2016/17 graduates were Loyals.
- **Stayers** who moved away from home to another region to study and stayed there to work. 13% of 2016/17 graduates were Stayers. They tend to have slightly better outcomes than the average.
- **Returners** who moved to another region to study and then returned home on graduation to work. 24% of 2016/17 graduates were Returners. They are more likely than the other groups to be in employment below professional level.
- **Incomers** who work in a region they were neither domiciled nor studied in. 18% of 2016/17 graduates were Incomers, and 43% of 2016/17 Incomers worked in London.

In particular, the Returners represent a guidance challenge. Many have studied at institutions some way from their homes, and then return home, sometimes to difficult jobs markets in rural or small town locations with weak graduate labour markets. It is not always clear whose responsibility it is to support them into employment and this publication may be of value to this often-overlooked group.

WHERE DID GRADUATES FROM 2016/17 GO TO WORK?

Westminster.....	6,080	Liverpool.....	2,445
Birmingham.....	4,670	Bristol.....	2,390
Manchester.....	4,420	Belfast.....	2,385
City of London.....	4,065	Southwark.....	2,295
Leeds.....	3,625	Oxfordshire.....	2,145
Camden.....	3,490	Sheffield.....	2,145
Glasgow.....	3,370	Cardiff.....	2,115
Surrey.....	3,180	Cambridgeshire.....	2,045
Hertfordshire.....	3,090	Islington.....	1,985
Kent.....	3,035	Newcastle.....	1,945
Hampshire.....	2,725	Nottingham.....	1,790
Edinburgh.....	2,530	West Sussex.....	1,675
Tower Hamlets.....	2,470	Gloucestershire.....	1,610
Essex.....	2,465	Leicester	1,545
Lancashire.....	2,455		

Data explained

The data in this publication comes from HESA's Destinations of Leavers from Higher Education (DLHE) 2016/17 survey, which provides a comprehensive picture of graduate activity six months after graduation.

Respondents to the DLHE survey are asked to give their main job title and a brief description of their role. This information is used to derive their Standard Occupational Classification

(SOC 2010 (DLHE)). These SOC 2010 (DLHE) codes are used to calculate the types of occupation categories used in *What do graduates do?* The change to SOC 2010 (DLHE) was only introduced for the 2011/12 survey onwards and comparisons cannot be made with data prior to 2011/12.

Due to rounding of percentages to one decimal place on all data pages, the percentages may not equal 100.0% when added together. All numbers

used on these pages, where they refer to people, are rounded to the nearest five in accordance with HESA's data reporting requirements.

The skills shortage data is taken from the Employer Skills Survey 2017, provided by the Department for Education and analysed by HECSU.

The Standard Occupational Classifications 2010 (DLHE) that are under each type of work category are described below.

Managers

Chief executive officers and senior officials / Senior officers in protective services / Financial institution managers / Advertising and marketing directors / Managers and directors in transport and logistics, retail and wholesale / Managers and proprietors in agriculture, hospitality and leisure, health and care services and other services / Property, housing and estate managers / Research and development managers / Production and functional managers

Health professionals

Medical practitioners / Nurses / Midwives / Paramedics / Pharmacists / Dental practitioners / Ophthalmic opticians / Medical radiographers / Physiotherapists / Occupational or speech and language therapists / Podiatrists / Other health associate professionals

Education professionals

Teaching professionals in higher education, further, secondary, primary and nursery education and special needs education / Senior professionals in educational establishments / Education advisers and school inspectors / Other educational professionals

Legal, social and welfare professionals

Barristers and judges / Solicitors / Legal associate professionals / Other legal professionals / Clinical, education and occupational psychologists / Counsellors / Probation officers / Social workers / Youth and community workers / Child and early years officers / Housing officers / Welfare and housing associate professionals / Clergy

Science professionals

Chemists / Biologists / Physicists / Physiologists / Geophysicists / Geologists and meteorologists / Social and humanities scientists / Bacteriologists, microbiologists / Biochemists, medical scientists / Other natural and social science professionals

Engineering and building professionals

Civil, mechanical, electrical, electronics engineers / Design and development engineers / Production and process engineers / Architects, town planners and surveyors / Construction project managers and related professions

Information Technology professionals

IT specialist managers / IT project and programme managers / IT business analysts, architects and systems designers / Programmers and software

development professionals / Web design and development professionals / IT technicians / Other IT and telecommunications professionals

Business, HR and finance professionals

Actuaries, economists and statisticians / Management consultants and business analysts / Chartered and certified accountants / Estimators, valuers and assessors / Brokers / Insurance underwriters / Finance and investment analysts and advisers / Taxation experts / Financial and accounting managers and technicians / Human resources and industrial relations officers / Vocational and industrial trainers and instructors

Marketing, PR and sales professionals

Public relations (PR) professionals / Buyers and procurement officers / Business sales executives / Marketing associate professionals / Estate agents and auctioneers / Sales accounts and business development managers / Conference and exhibition managers and organisers

Arts, design and media professionals

Journalists / Artists / Authors, writers and translators / Actors, entertainers and presenters / Dancers and choreographers / Musicians / Arts officers, producers and directors / Photographers, audio-visual and broadcasting equipment operators / Graphic designers / Commercial artists / Interior designers / Industrial designers / Textile, clothing, furniture and jewellery designers / Other design occupations / Clothing advisers, consultants

Other professionals, associate professionals and technicians

Conservation and environment professionals / Media and other researchers / Librarians, archivists and curators / Quality control and regulatory professionals / Laboratory technicians / Science, engineering and production technicians / Draughtspersons and related architectural technicians / Protective service occupations / Sports and fitness occupations / Air craft controllers and aircraft pilot and flight engineers / Careers advisers and vocational guidance specialists / Public services professionals

Childcare, health and education occupations

Nursery nurses and assistants / Childminders / Playworkers / Teaching assistants / Educational support assistants / Animal care and control occupations / Nursing auxiliaries and assistants / Dental nurses / Care workers and home carers / Other caring personal services

Clerical, secretarial and numerical clerk occupations

National and local government administrators / Book-keepers, payroll managers and wages clerks / Bank and post-office clerks / Other financial administrators / Records clerks and assistants / Pensions and insurance clerks and assistants / Stock control and transport and distribution clerks and assistants / Library clerks and assistants / Human resources administrators / Sales administrators / Office managers / Medical, legal and other secretaries / Personal assistants / Receptionists

Retail, catering, waiting and bar staff

Sales supervisors / Sales and retail assistants / Retail cashiers and check-out operators / Customer service managers and supervisors / Kitchen and catering assistants / Waiters and waitresses / Bar staff / Leisure and theme park attendants

Other occupations

Farmers / Gardeners and landscapers / Groundsmen and greenkeepers / Metal machining, fitting and instrument making trades / Vehicle trades / Electrical and electronic trades / Plumbers, carpenters and joiners / Bricklayers / Painters and decorators / Textile and garment trades / Printers / Food preparation occupations / Catering and bar managers / Florists / Glass, ceramics and furniture makers / Sports and leisure assistants / Travel agents / Air and rail travel assistants / Hairdressers and beauticians / Housekeepers / Pharmacy and other dispensing assistants / Sales related occupations / Merchandisers and window dressers / Call and contact centre occupations / Market research interviewers / Process, plant and machine operatives / Assemblers and routine operatives / Construction operatives / Road transport drivers / Other drivers and transport operatives / Farm and forestry workers / Postal workers and mail sorters / Cleaners and domestics / Security guards / Other elementary occupations

Unknown occupations

Graduates who indicated that they were in employment in the UK but the occupational information provided was inadequate for coding purposes



25%

increase in graduates
entering business, HR
and finance professions

North East

North East

The North East of England is one of the smallest regions in the UK by geography and population but, despite its smaller jobs market, as many as 6,570 graduates managed to secure employment here within six months of graduation. This amounts to 3.6% of new graduates working in the UK in 2016/17.

Three quarters of graduates who worked in the North East were originally from the area, and a large proportion had studied there (76.4%), meaning the area retains a significant share of its graduates. Those who migrate to the region from elsewhere typically come from Yorkshire and the Humber (7.3%), the North West (4.4%) and the East Midlands (2.5%).

Data from the Office for National Statistics (ONS) shows the North East has a lower employment rate and higher unemployment rate compared with other UK regions, but regardless of this the DLHE data suggests outcomes for graduates are improving.¹ The full-time employment rate in the region increased by 4.5% year-on-year, and combining work and study was a popular option (10.2%), with a 12.8% rise in the number of individuals pursuing this type of activity.

There has also been an increase of 6.6% in the number of university leavers entering professional-level employment since 2015/16. While the regional figure (71.2%) is still slightly below the UK average of 73.9%, it is hoped that it will continue to rise as the North East is on target to achieve its goal of adding an additional 100,000 jobs to the labour market by 2024, 70% of which will be ‘better jobs’ (defined as managers, directors and senior officials, professional occupations, and associate professional and technical occupations).²

Graduates in the region are drawn to jobs in health, with a 6.8% increase in the number of health professionals year-on-year. The majority of these (57%) were nurses, but medical practitioner (14.6%) and pharmacist (5.5%) were other popular career choices.

The business, HR and finance profession continues to attract jobseekers, with a significant rise in graduate starts by 25% since 2015/16. This occupational group is now the third most popular among graduates, up from sixth place in the previous year.

Not all occupations benefited from a growth in graduate entrants though, with fewer people opting to start their careers in marketing, PR, sales and IT.

The region does suffer from skills shortages, and there is a strong demand for graduates in nursing, HR and software development. However, the small size of the North East’s economy means the region has a lower density of skills shortages compared with other UK regions.

Graduates looking for jobs in the region tend to cluster in urban areas, most notably Newcastle upon Tyne (28.1%), County Durham (12%), Sunderland (9.7%) and Middlesbrough (8.3%). The region has a rich cultural heritage and natural environment, and people generally report good quality of life with high satisfaction and low anxiety, so the region is desirable for graduates looking to reside here.³

Graduates in the North East have an average starting salary of £21,170, which is below the UK average of £22,399. The averages for both males (£21,652) and females (£20,904) were below the national figure.

References

1. Regional labour market statistics in the UK: August 2019, ONS, accessed September 2019.

2. Our progress, North East LEP, accessed September 2019

3. Our Economy, North East LEP, accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Retail trade, except of motor vehicles and motorcycles
- Education
- Food and beverage service activities
- Public administration and defence; compulsory social security
- Financial service activities, except insurance and pension funding
- Social work activities without accommodation
- Computer programming, consultancy and related activities
- Legal and accounting activities
- Architectural and engineering activities; technical testing and analysis

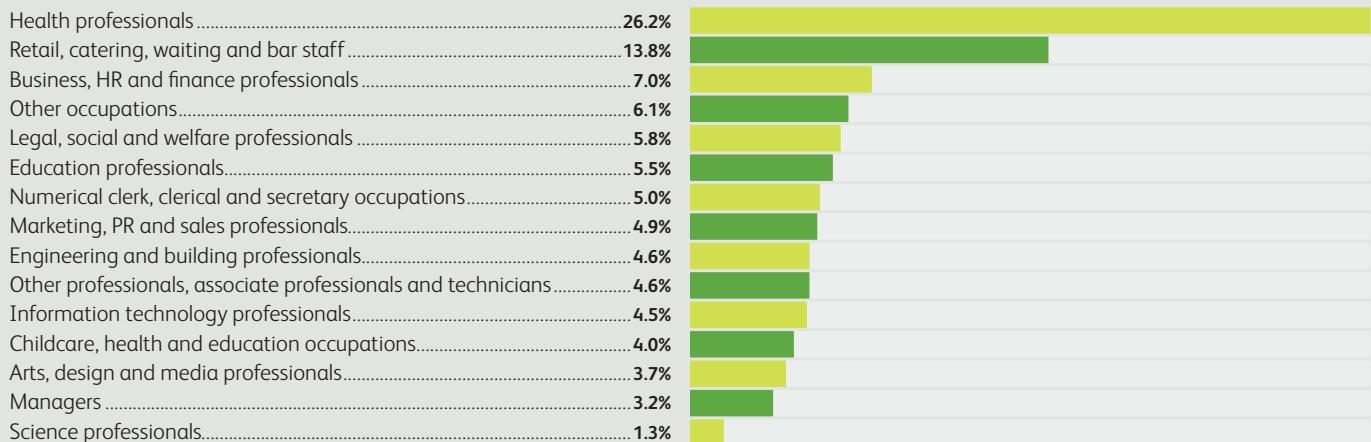
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Medical practitioners
- Primary and nursery education teaching professionals
- Marketing associate professionals
- Programmers and software development professionals
- Welfare and housing associate professionals
- Business and related associate professionals
- Social workers
- Pharmacists
- Human resources and industrial relations officers

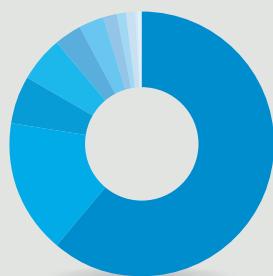
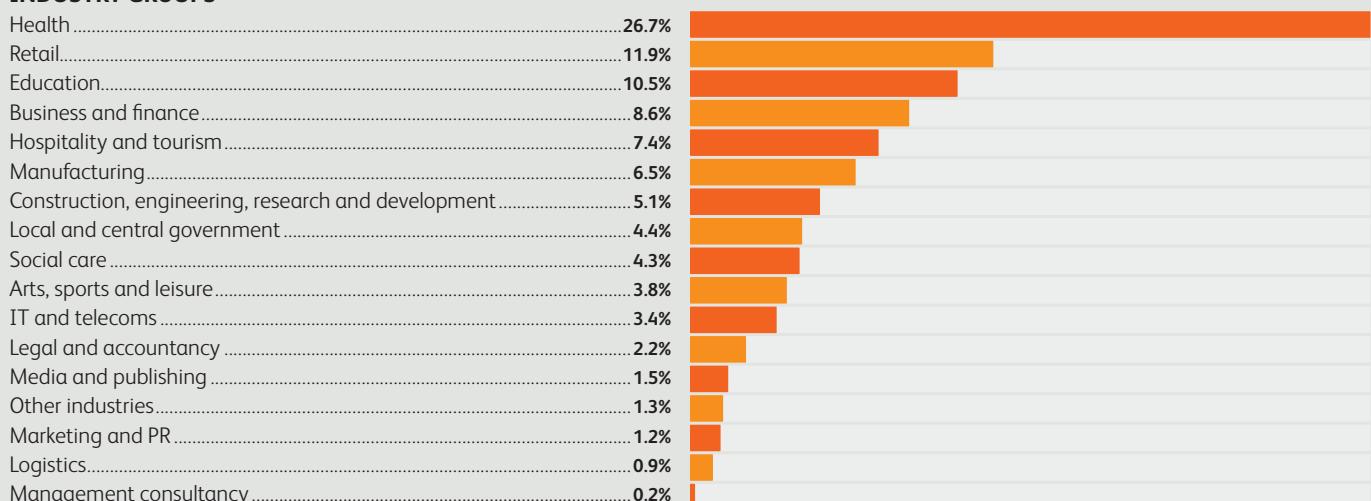


North East

OCCUPATIONS

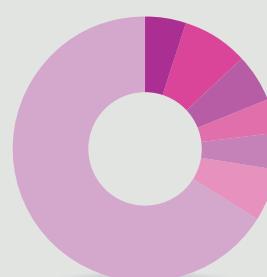


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract.....	61.3%
On a fixed-term contract lasting 12 months or longer.....	16.2%
On a fixed-term contract lasting less than 12 months.....	6.0%
On a zero hours contract.....	5.4%
On an internship/placement.....	3.3%
Self-employed/freelance.....	3.1%
Temping (including supply teaching).....	1.7%
Other	1.2%
Voluntary work.....	1.0%
Starting up own business.....	0.4%
Developing a professional portfolio/creative practice.....	0.3%



EMPLOYER SIZE

1 to 9	5.1%
10 to 49	8.2%
50 to 99	5.7%
100 to 249	4.3%
250 to 499	4.3%
500 to 999	6.5%
1,000 and over	65.9%

OCCUPATIONAL SHORTAGES

- Nurses
- Medical practitioners
- Human resources and industrial relations officers
- Programmers and software development professionals
- Graphic designers
- Design and development engineers
- Probation officers
- Solicitors



69.4%
of graduates working in the
North West had studied here

North West

North West

In 2016/17, 19,910 first-degree graduates began their career in the North West within six months of graduation, which amounts to 10.9% of graduates working in the UK. Three quarters of graduates employed in the North West were originally domiciled here, demonstrating their loyalty to their home region.

Those migrating here for work tend to come from neighbouring regions such as Yorkshire and the Humber (4.4%) and the West Midlands (3.8%). The North West also sourced talent from Wales (2.9%), although they were typically from northern areas such as Flintshire, Wrexham, Conwy and Denbighshire.

The North West retains a large portion of its graduates, with 69.4% having studied at a HE provider in the region. A fifth of university leavers continued working in the North West after graduating here, despite being from another region initially.

The majority of graduates worked full time (75.6%), while a small proportion secured part-time employment (17%). The proportion of graduates working in professional-level employment in the North West rose from 70% in 2015/16 to 72.2% in 2016/17. The most popular professional-

level jobs are spread across a range of sectors, demonstrating the diverse range of opportunities available for graduates in the region.

The North West is home to Manchester and Liverpool - two of the core cities that make up the 'Northern Powerhouse' - and with many strong sectors such as manufacturing, engineering, business and finance, and digital and technology, it is an ideal place for graduates to start their career.¹ The most common occupations generally align with the most popular industries entered by graduates in the region.

Although the region has a strong set of diverse sectors, most graduates in the North West are still attracted to the leading graduate roles in health, retail and business. Health occupations are particularly popular, with growth in graduate numbers year-on-year of 6.6%.

In 2017, 5.6% of graduates employed in the region were working in arts, design and media occupations. The North West possesses the largest media hotspot outside of the capital (MediaCityUK), so those employed in these professions tend to work in the Salford and Manchester area, where key organisations such as the BBC and ITV are located.

Cities tend to draw in the majority of graduates, with almost a fifth (17%) working in Manchester. Lancashire (12.3%) and Liverpool (11.6%) are also major urban areas in the North West that are desirable employment locations for graduates. A few worked in Cheshire East/West and Chester (10%) but over half of these individuals were from the area or nearby localities such as the Wirral or Flintshire, reinforcing the idea that graduates tend to seek out opportunities close to their home.

Graduates working in the North West shouldn't expect to earn a generous income straight after leaving university as they have the third lowest average starting salary in the UK (£20,841). This is below the national average salary for UK-domiciled first-degree graduates of £22,399. As with all regions, a gender pay gap is evident in the North West, with men earning a higher average salary (£21,543) than women (£20,405).

Reference

1. Manchester's Industries, Invest in Manchester; and Growth Sectors, Liverpool City Region LEP, both accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Retail trade, except of motor vehicles and motorcycles
- Education
- Food and beverage service activities
- Legal and accounting activities
- Public administration and defence; compulsory social security
- Social work activities without accommodation
- Employment activities
- Computer programming, consultancy and related activities
- Financial service activities, except insurance and pension funding

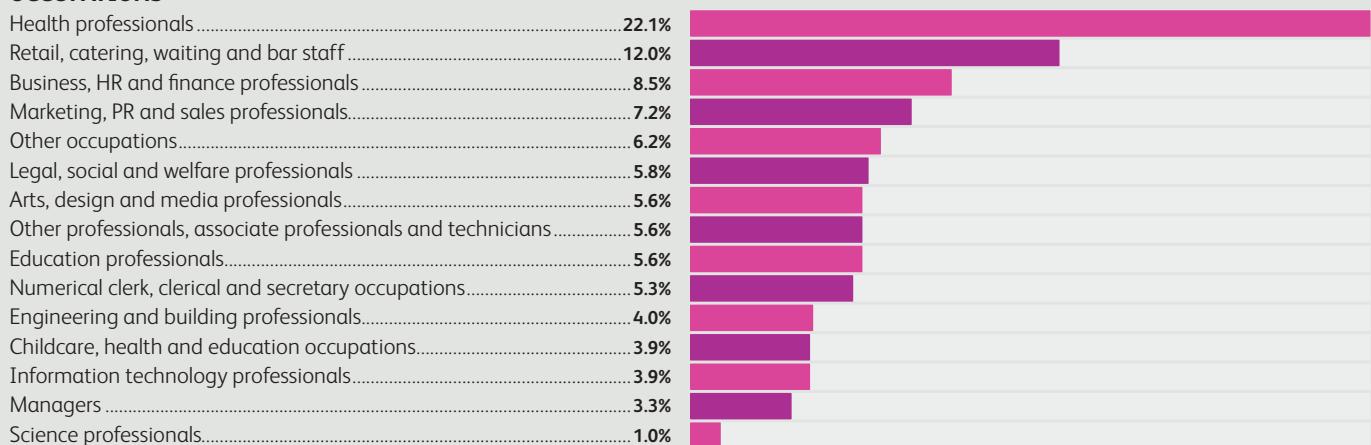
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- Programmers and software development professionals
- Legal associate professionals
- Pharmacists
- Human resources and industrial relations officers
- Welfare and housing associate professionals

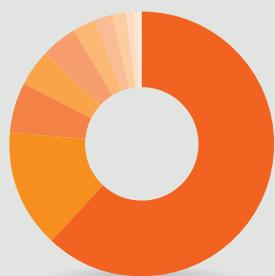
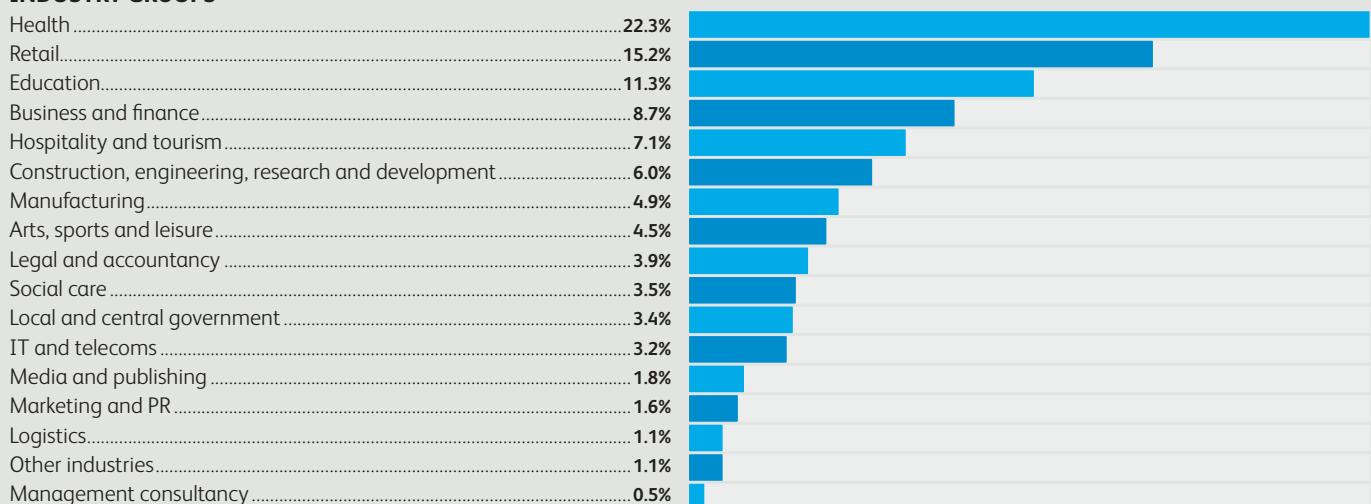


North West

OCCUPATIONS

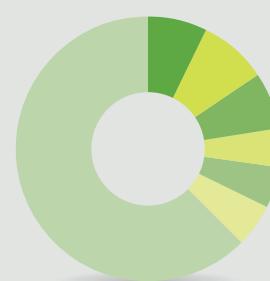


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract	62.1%
On a fixed-term contract lasting 12 months or longer	14.4%
On a fixed-term contract lasting less than 12 months	6.2%
On a zero hours contract	4.6%
Self-employed/freelance	4.3%
On an internship/placement	2.9%
Temping (including supply teaching)	2.2%
Other	1.5%
Voluntary work	0.8%
Developing a professional portfolio/creative practice	0.6%
Starting up own business	0.5%



EMPLOYER SIZE

1 to 9	7.3%
10 to 49	8.5%
50 to 99	6.8%
100 to 249	4.7%
250 to 499	5.1%
500 to 999	5.3%
1,000 and over	62.4%

OCCUPATIONAL SHORTAGES

- Nurses
- Medical practitioners
- Human resources and industrial relations officers
- Sales accounts and business development managers
- Programmers and software development professionals
- Construction project managers and related professionals
- Welfare and housing associate professionals
- Youth and community workers



36.7%
of new graduates employed
in the region's business and
finance sector work in Leeds

**Yorkshire and
the Humber**

Yorkshire and the Humber

In 2016/17, 13,455 UK graduates secured employment in Yorkshire and the Humber within six months of graduation, equivalent to 7.4% of all first-degree graduates from that year. Most of these were originally domiciled in Yorkshire (69%), though some came from further afield: 7.3% from the North West and 6.6% from the East Midlands.

Graduates also tended to have studied in Yorkshire (66.5%), with institutions from elsewhere making up significantly smaller proportions of those working here. For example, 7.9% studied in the North West and 6.5% in the North East.

Despite being home to large metropolitan areas such as Leeds, Bradford and Sheffield, Yorkshire and the Humber is the third least populated region in the UK with many rural areas such as the Yorkshire Moors and the Yorkshire Dales.¹ Traditionally, the region's economy relied on heavy industry, manufacturing, textiles, and agriculture. Now it hosts a more diverse range of industries including:

- environmental technology
- construction
- retail
- real estate
- public services - primarily primary and secondary education
- transport and storage
- tourism.²

The region plays an important role in the UK's financial sector. Leeds is specifically important in this respect, generating over £10 billion for the national economy and continuing to grow.³ Nevertheless, the diversification of industries within Yorkshire and the Humber isn't to the complete detriment of traditional industries - manufacturing still accounts for one fifth of the region's economy, and forecasts predict that this sector will continue to grow and retain its position of significance more-so than in other regions.⁴

Continued growth in traditional and more recently acquired industries cement Yorkshire and the Humber's position as part of the so-called 'Northern Powerhouse'. However, the region does face some serious challenges including skills shortages and barriers to inclusion and social mobility.⁵

The health industry attracted the highest proportion of graduates in Yorkshire and the Humber in 2016/17, followed by education and retail. Three quarters of all 2016/17 graduates working in Yorkshire and the Humber secured full-time work - a decrease of 1.3 percentage points compared with the previous year - and most were located in urban centres such as Leeds (23.7%) and Sheffield (14.9%). 71.3% managed to secure professional-level employment.

The strength of Leeds' financial sector is reflected in the fact that it attracted 36.7% of all

new graduates employed as business, finance and related associate professionals in the region - the highest concentration of all cities in Yorkshire and the Humber. Sheffield comes in second place in this respect, with 15.4% of all of the region's business, finance and related associate professionals being employed here.

The average starting salary for graduates working in Yorkshire and the Humber is £20,855. That's £1,544 less than the UK average of £22,399. This is the fourth lowest average starting salary for graduates out of all UK regions.

On a more positive note, the gender pay gap between graduates working in Yorkshire and the Humber is £1,014 smaller than that of UK average starting salaries. Female graduates working in this region start on an average salary of £20,425, which is £1,119 less than their male counterparts on £21,544. In comparison, the UK average gender pay gap among new graduates is £2,133.

References

1. Yorkshire and the Humber, European Commission, accessed September 2019.
2. Ibid.
3. Yorkshire's contribution to the UK's financial services industry hailed by Economic Secretary, GOV.UK; and Yorkshire and the Humber, Swinton Business, both accessed September 2019.
4. Yorkshire and the Humber, Swinton Business, accessed September 2019.
5. Yorkshire and Humber's potential £5.4bn growth boost, Grant Thornton, accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Food and beverage service activities
- Public administration and defence; compulsory and social security
- Legal and accounting services
- Social work activities without accommodation
- Computer programming, consultancy and related activities
- Financial service activities, except insurance and pension funding
- Architectural and engineering activities; technical testing and analysis

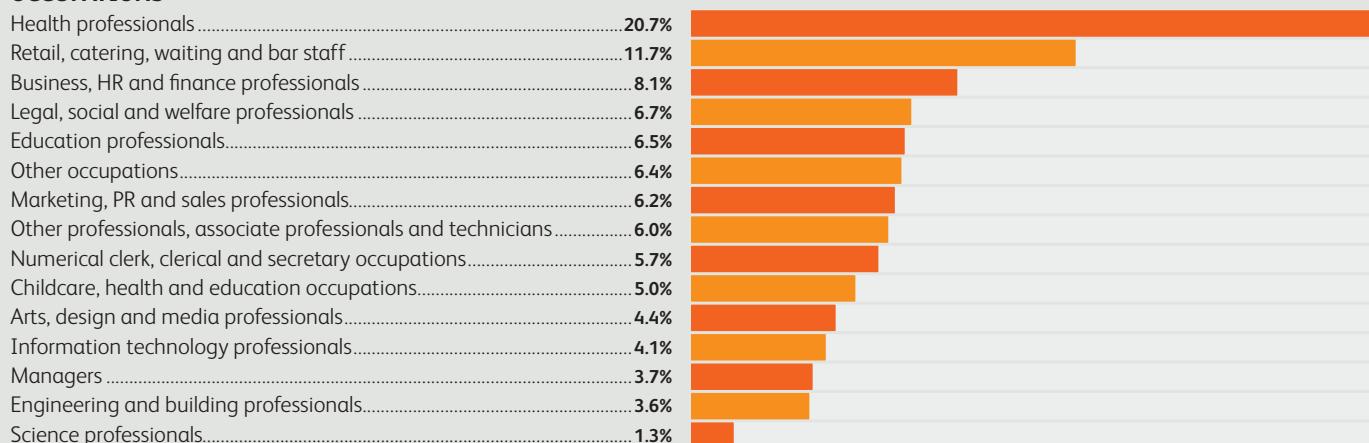
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Medical practitioners
- Primary and nursery education teaching professionals
- Marketing associate professionals
- Programmers and software development professionals
- Business and related associate professionals
- Welfare and housing associate professionals
- Pharmacists
- Legal associate professionals
- Social workers

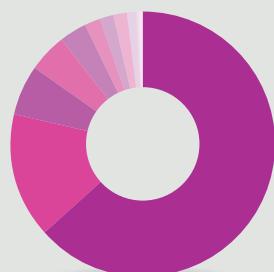
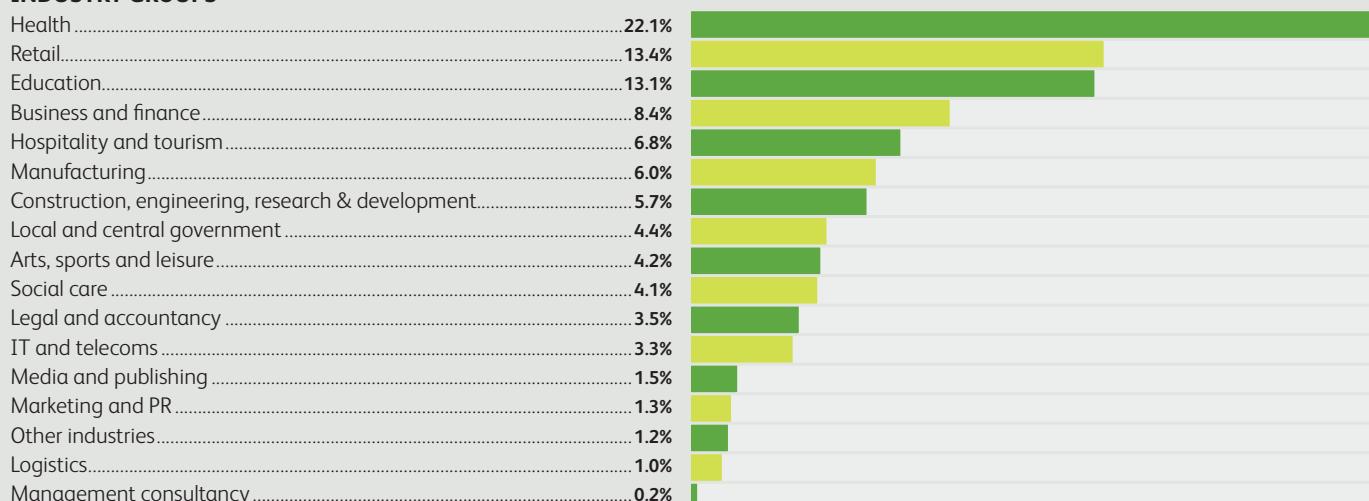


Yorkshire and the Humber

OCCUPATIONS

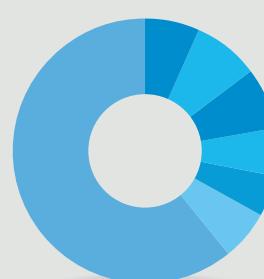


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract	63.5%
On a fixed-term contract lasting 12 months or longer	15.3%
On a fixed-term contract lasting less than 12 months	6.1%
On a zero hours contract	4.7%
Self-employed/freelance	3.5%
Other	1.8%
On an internship/placement	1.8%
Tempting (including supply teaching)	1.6%
Voluntary work	1.0%
Developing a professional portfolio/creative practice	0.4%
Starting up own business	0.4%



EMPLOYER SIZE

1 to 9	6.7%
10 to 49	8.2%
50 to 99	7.6%
100 to 249	5.7%
250 to 499	4.9%
500 to 999	6.3%
1,000 and over	60.7%

OCCUPATIONAL SHORTAGES

- Nurses
- Electrical engineers
- Marketing associate professionals
- Engineering professionals
- Business sales executives
- Business sales executives
- Business and financial project management professionals
- Social workers



29.7%

of new graduates are
employed in small and
medium-sized enterprises

East Midlands

East Midlands

Of the UK's 2016/17 first-degree graduates, 5.9% worked in the East Midlands six months after completing their degree, according to data from the DLHE survey. This region has the ninth largest graduate population in the UK, above only Wales, the North East and Northern Ireland.

The vast majority of these graduates were originally domiciled in the East Midlands (65.1%). Much smaller proportions were domiciled in the West Midlands (8.0%), East of England (6.0%), Yorkshire and the Humber (5.4%), and the South East (4.6%). Graduates employed in this region tended to be located in urban areas. The city of Nottingham led with 16.8% of graduates employed here, followed by Leicester (14.5%). This being said, other areas weren't far behind, suggesting that graduate employment is spread throughout the region.

The region possesses one of the fastest growing economies in the UK behind those of London and the South East.¹ This impressive performance is due in part to its thriving manufacturing industry.²

However, despite being home to 16% of the UK's manufacturing industry - the largest proportion in any one region - this isn't a particularly popular destination for graduates employed here.³ Only 9.9% are employed in this industry. As in many other UK regions, the health industry is a popular destination for graduates.

29.7% of graduates working in the East Midlands are employed in small and medium-sized enterprises (SMEs), but over half (57%) are employed in larger businesses of 1,000 or more employees.

Around three quarters of East Midlands graduate workers were employed in professional-level roles. The most popular professions were nursing and midwifery professionals (8.6%). Professional jobs tended to be found via recruitment agencies or websites (16.4%) or employer's websites (15.1%). University/college careers services were a slightly more popular choice for those seeking professional jobs (12.3%) than graduates seeking non-professional jobs (9.7%).

The most commonly given reason for taking their current job was that it fitted career plans or fitted the type of work they want to do (42%). Only 6.1% chose the role because of its location.

Graduate starting salaries were slightly lower than the UK average of £22,399, at £21,421, a difference of £978 per year. A gender gap is in evidence in the East Midlands, with female graduates earning an average starting salary of £20,599 and males £22,609. This is a difference of £2,010 which, although substantial, is in fact slightly smaller than the difference between male and female average graduate salaries from the UK as a whole (£2,133). However, these figures should be approached with caution as inputting salary data is not mandatory for those completing the DLHE survey.

References

1. East Midlands is fastest growing economy outside London and South East, PWC, accessed September 2019.

2. Ibid.

3. Ibid.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Public administration and defence; compulsory social security
- Food and beverage service activities
- Computer programming, consultancy and related activities
- Social work activities without accommodation
- Legal and accounting activities
- Manufacture of other transport equipment
- Sports activities and amusement and recreation activities

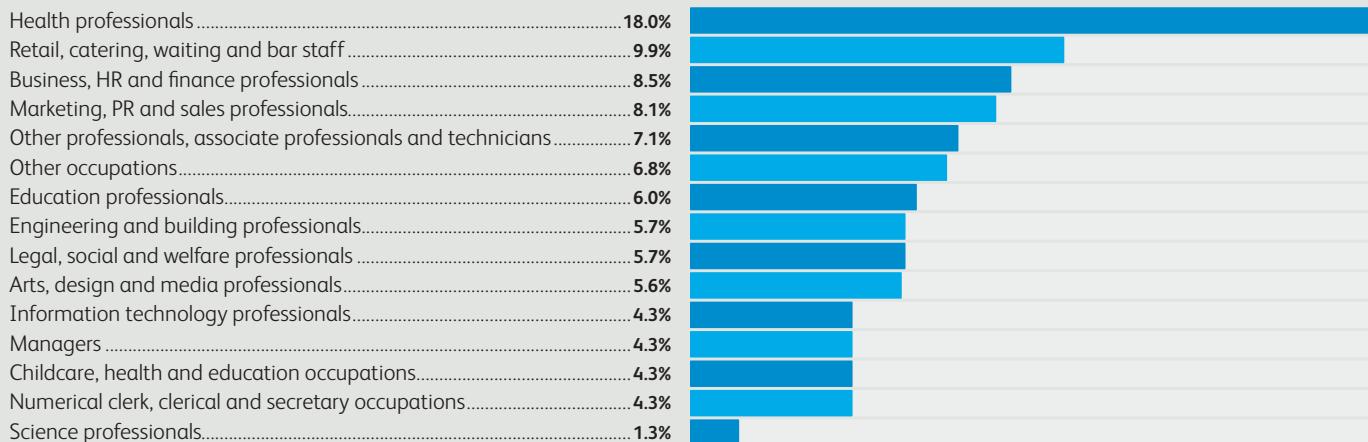
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Marketing associate professionals
- Primary and nursery education teaching professionals
- Medical practitioners
- Business and related associate professionals
- Programmers and software development professionals
- Welfare and housing associate professionals
- Pharmacists
- Engineering professionals
- Human resources and industrial relations officers

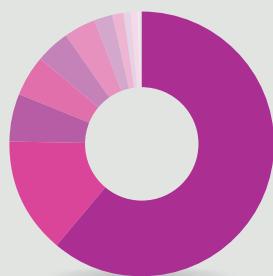
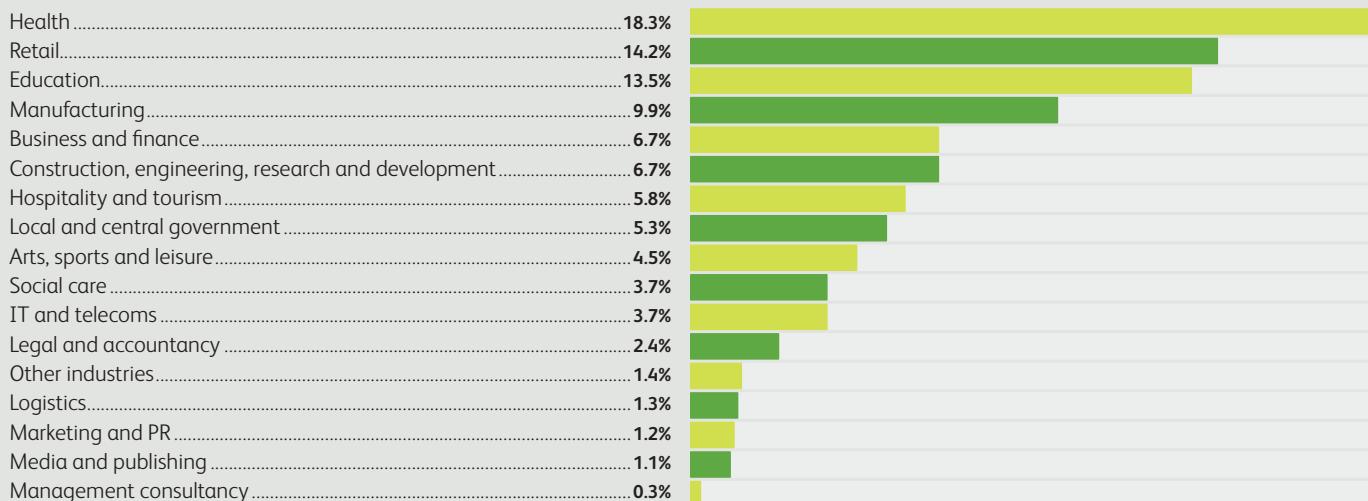


East Midlands

OCCUPATIONS

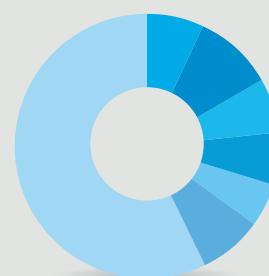


INDUSTRY GROUPS



CONTRACT TYPE

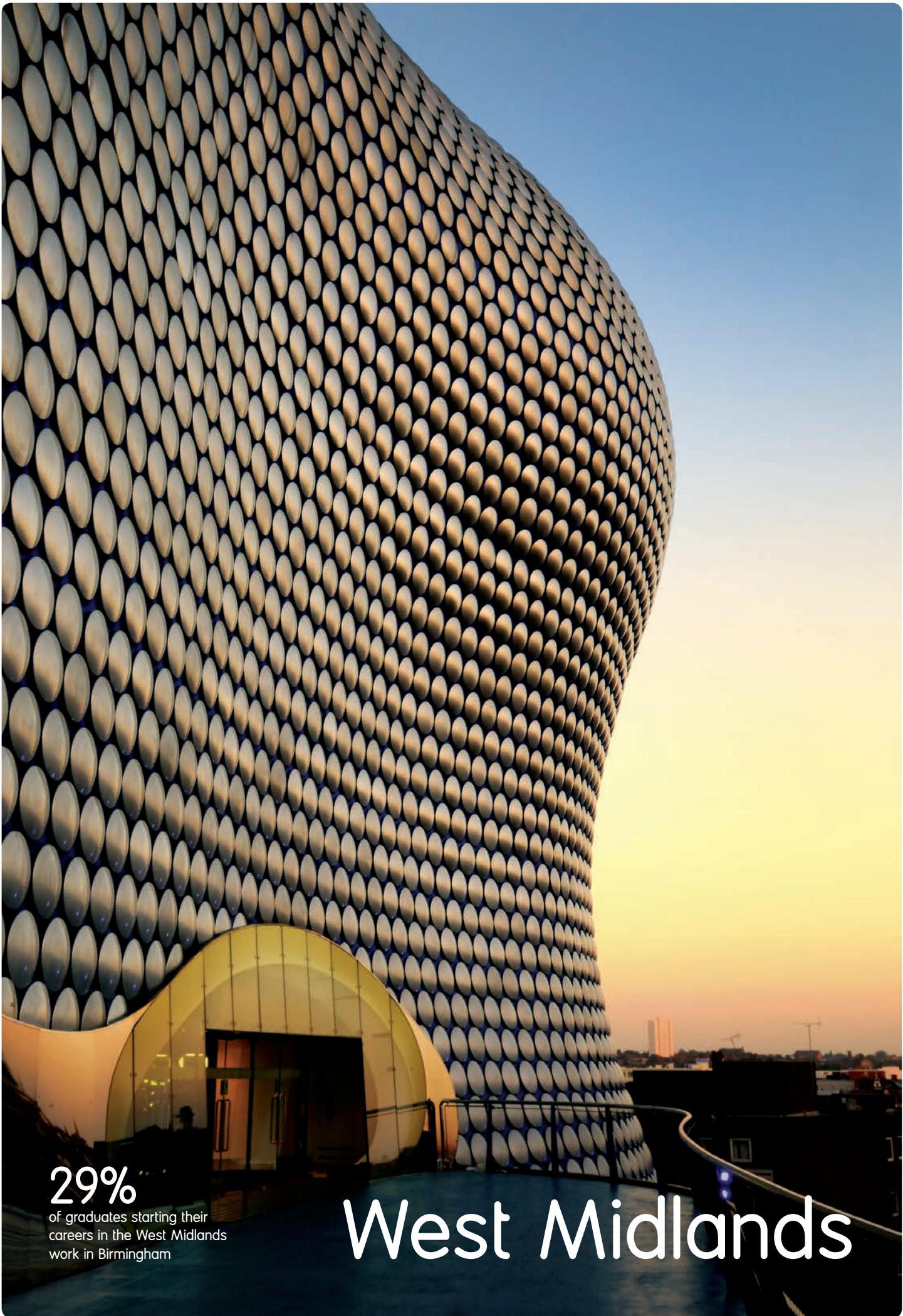
On a permanent or open-ended contract	61.2%
On a fixed-term contract lasting 12 months or longer	14.2%
On a fixed-term contract lasting less than 12 months	5.8%
On an internship/placement	5.1%
On a zero hours contract	4.2%
Self-employed/freelance	4.0%
Temping (including supply teaching)	2.1%
Other	1.4%
Voluntary work	0.9%
Starting up own business	0.7%
Developing a professional portfolio/creative practice	0.5%



EMPLOYER SIZE

OCCUPATIONAL SHORTAGES

- Nurses
- NCOs and other ranks
- Draughtspersons
- Human resources and industrial relations officers
- Product, clothing and related designers
- Business sales executives
- Veterinarians
- Finance and investment analysts and advisers



29%
of graduates starting their
careers in the West Midlands
work in Birmingham

West Midlands

West Midlands

In 2016/17, 14,445 graduates worked in the West Midlands region within six months of graduation, which equates to 7.9% of all new graduates working in the UK. Outside of London, Birmingham is the most popular city for graduate employment in the UK.

Three quarters of graduates working in the West Midlands were originally domiciled in the area. Those migrating from other locations often came from the East Midlands (5%), the South East (3.5%) or the North West (3.2%).

The West Midlands retains a lot of its talent, with almost three-fifths (58.7%) of graduates working here having received a degree from a HE provider in the region. Just over a fifth of graduates who travelled to the region to study stayed there after finishing university to find work.

The majority of those in employment worked full time (74%), and 73.5% were in professional-level employment. This is a three percentage-point increase on the previous year.

A fifth of graduates in the West Midlands worked as health professionals. The second largest segment of graduates were retail, catering, waiting and bar staff (10.6%), although fewer graduates were attracted to these roles compared with the previous year (11.6%). Graduates in this region were less inclined to take up managerial and IT

positions, and non-professional roles in health, education and childcare, with the latter group experiencing a decline in graduate starts by 22.9%.

Occupations with the highest year-on-year growth in entrants include business, HR and finance professionals (18.9%) and engineering and building professionals (10.4%). Despite attracting more engineers, the region is still suffering from shortages, with employers struggling to fill vacancies in this sector.

Economic forecasts for the region are positive. It is predicted that total employment in the West Midlands will increase by 0.3% per year between 2017 and 2020.¹ Growth is expected in the professional, scientific and technical services and construction sector, so there could be a resulting rise in the number of graduates progressing into this type of employment.²

Developments such as HS2, pending its review, could boost the economy of cities like Birmingham, helping to bring in more talent from London, Manchester and Leeds.³ Further opportunities for employment could become available as businesses are encouraged to set up in or transfer to the region. Also, expanding the Midlands Metro to link the Black Country to Birmingham is estimated to add an additional 1,500 jobs to the labour market and the airport extension runway could

support 19,000 jobs by 2030.⁴ It is possible that a number of advancements such as the £80million government support for a new engineering facility and the establishment of HSBC's banking HQ could also open up opportunities for university leavers.⁵

Graduates in this region often cluster around the large economic centres. The top locations include Birmingham (29%), Warwickshire (10.1%), Staffordshire (9.5%), Worcestershire (7.8%) and Coventry (7.2%).

The West Midlands ranked sixth highest on the list of UK average salaries by region. Graduates employed here can expect to earn an average of £21,585 six months after graduation. The gender pay gap in this region is high, with female graduates expected to earn around £2,477 less than their male counterparts upon graduation. Males tend to earn a higher salary (£23,024) than the UK average (£22,399). Females on the other hand often start their career on a lower salary of £20,547.

References

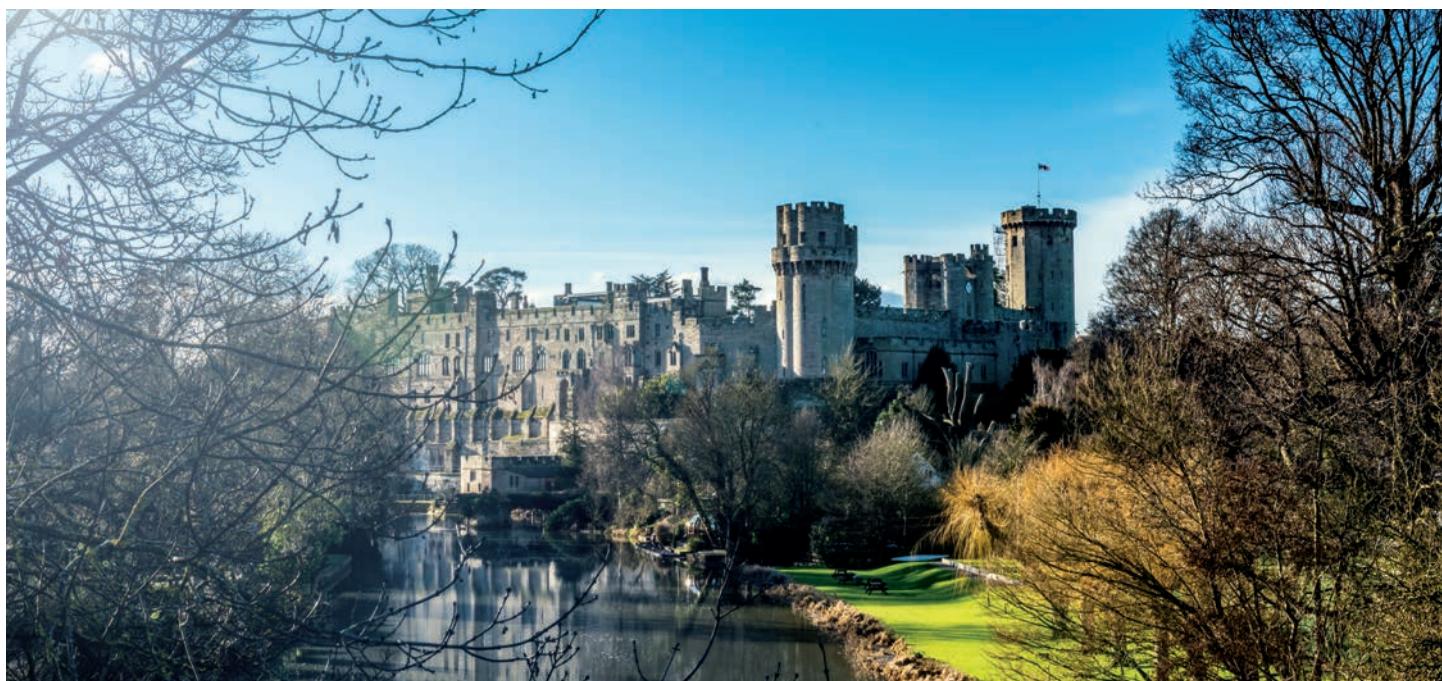
1. EY UK Regional Economic Forecast: West Midlands, EY, 2018.
2. Ibid.
3. Birmingham Economic Review 2018, Greater Birmingham Chambers of Commerce, 2018.
4. Industry in the Midlands 2018, part 1: regional investment trends, Growth Street, accessed September 2019.
5. Ibid.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Food and beverage service activities
- Public administration and defence; compulsory social security
- Legal and accounting activities
- Computer programming, consultancy and related activities
- Social work activities without accommodation
- Manufacture of motor vehicles, trailers and semi-trailers
- Architectural and engineering activities; technical testing and analysis

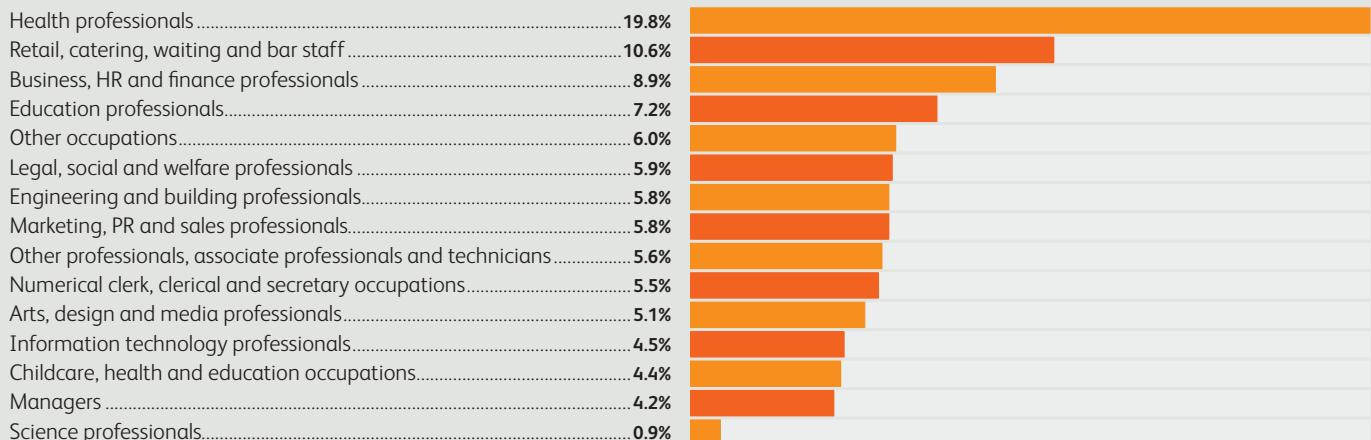
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Primary and nursery education teaching professionals
- Medical practitioners
- Marketing associate professionals
- Programmers and software development professionals
- Business and related associate professionals
- Pharmacists
- Welfare and housing associate professionals
- Teaching and other educational professionals
- Human resources and industrial relations officers

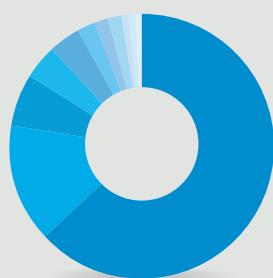
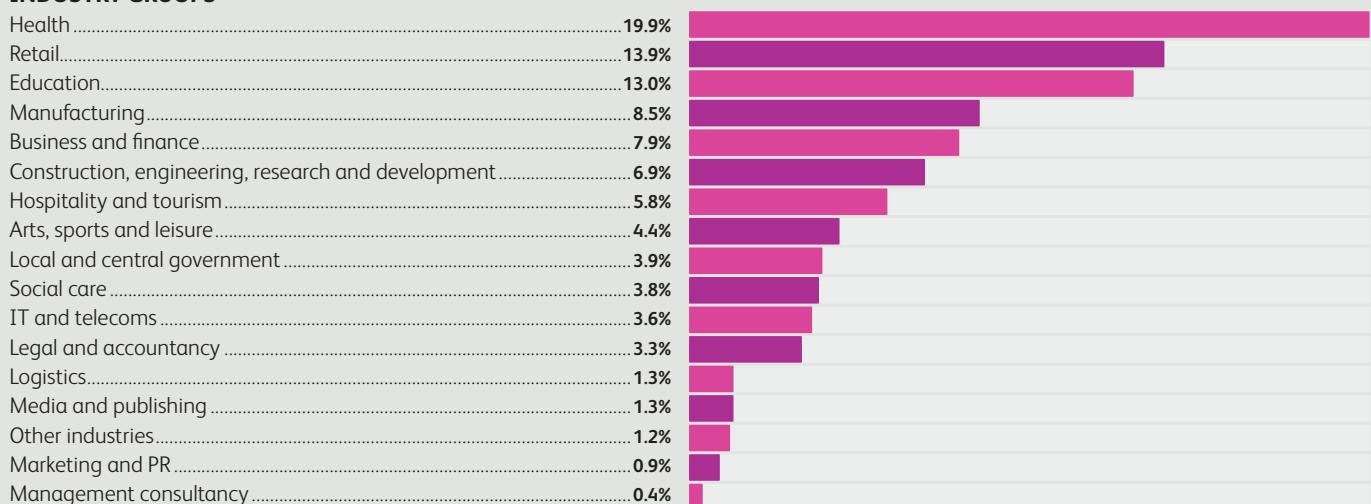


West Midlands

OCCUPATIONS

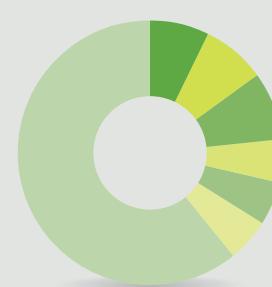


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract.....	63.1%
On a fixed-term contract lasting 12 months or longer.....	14.6%
On a fixed-term contract lasting less than 12 months.....	6.2%
On a zero hours contract.....	4.3%
Self-employed/freelance.....	3.9%
Temping (including supply teaching).....	2.2%
On an internship/placement.....	1.8%
Other	1.4%
Voluntary work.....	1.1%
Starting up own business.....	0.7%
Developing a professional portfolio/creative practice.....	0.7%

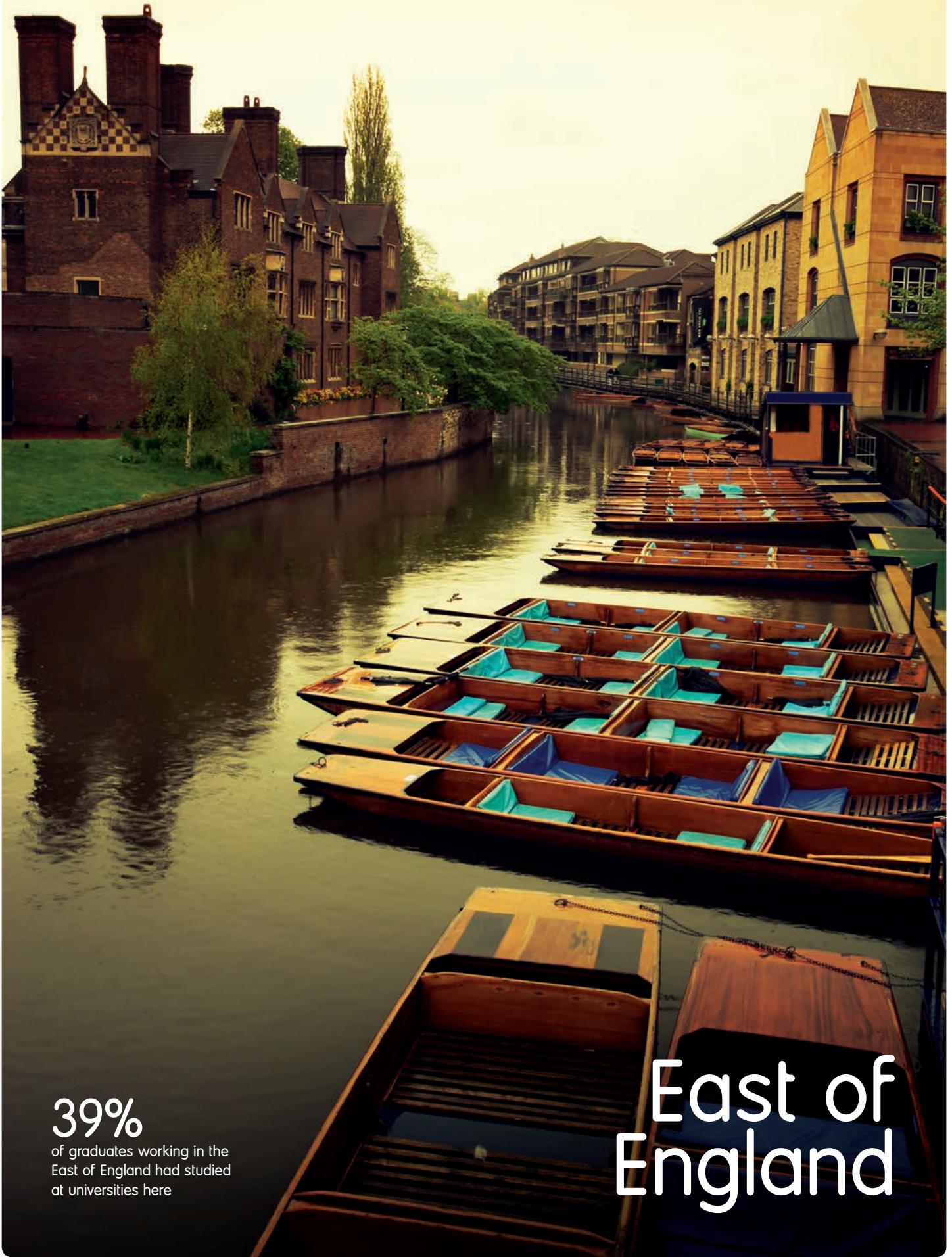


EMPLOYER SIZE

1 to 9	7.4%
10 to 49	7.8%
50 to 99	8.2%
100 to 249	5.2%
250 to 499	5.5%
500 to 999	5.1%
1,000 and over	60.7%

OCCUPATIONAL SHORTAGES

- Nurses
- Engineering professionals
- Human resources and industrial relations officers
- Programmers and software development professionals
- Business sales executives
- Further education teaching professionals
- Primary and nursery education teaching professionals
- Welfare and housing associate professionals



39%

of graduates working in the
East of England had studied
at universities here

**East of
England**

East of England

The East of England was the eighth most popular region for UK graduates to work, with 7.1% of all 2016/17 first-degree graduates securing employment here within six months of graduation, according to the DLHE survey.

Most of this region's graduate workers were originally domiciled here (69.9%). London was the second most popular, with 10.2% of the East of England's graduate workers being originally domiciled in the capital.

The picture is slightly more diverse when considering where graduates earned their degrees. Unlike other UK regions, which predominantly sourced graduate workers from institutions within their own region, many graduates working in the East of England studied elsewhere. While 39% studied at institutions in the East of England, 15.9% studied in the South East, 11.4% in London and 10.5% in the East Midlands.

The most popular employment locations for graduates in this region to work were:

- Hertfordshire (23.8%)
- Essex (19%)
- Cambridgeshire (15.8%)
- Norfolk (11.4%)
- Suffolk (10.1%).

The most popular areas were close to London, but there was not a clear correlation between popularity among graduate workers and proximity to the capital. Luton and Thurrock had only 5.2% and 1.4% of the East of England's graduate workers respectively. This was less than Cambridgeshire, Norfolk and Suffolk, all of which are situated further away from London. Nevertheless, it is likely that many graduates who live here commute into London for work.

Full-time work was the majority mode of employment (76.2%), with only 17.3% of graduates employed in this region working part-time and 6.5% combining work and study. These figures are unchanged from the previous year.

The East of England is comprised of a largely rural landscape with some medium-sized cities. It has a rapidly growing population and economy which benefits from its close proximity to London and the presence of world-class universities which attract multinational corporations and start-ups.¹

The region's rich historical heritage results in a thriving tourism industry, contributing significantly to the economy.² The most popular industries for graduate workers were human health and education. Retail came in third place, perhaps due to the prominence of tourism in the region.

A large majority of graduates working in this region were employed in professional-level jobs (72.2%). These tended to be nursing and midwifery (13.2%), teaching and educational professionals (9.1%), health professionals (8.7%) and sales, marketing and related associate professionals (8.4%). Popular methods of job-searching include recruitment agencies and employers' websites.

The East of England offers the fifth highest graduate starting salary of all UK regions at £22,100. This is £299 less than the average UK graduate starting salary. This region's average female graduate starting salary is £21,034, which is £2,607 less than the average male graduate starting salary of £23,641. Although gender differences are also evidenced in the UK average starting salaries, the gap in the East of England is £474 larger than the UK average.

References

1. East of England, European Commission, accessed September 2019.
2. Heritage Counts 2018: Heritage and the Economy East of England, Historic England, 2018.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Public administration and defence; compulsory and social security
- Food and beverage service activities
- Computer programming, consultancy and related activities
- Architectural and engineering activities; technical testing and analysis
- Social work activities without accommodation
- Legal and accounting activities
- Creative, arts and entertainment activities

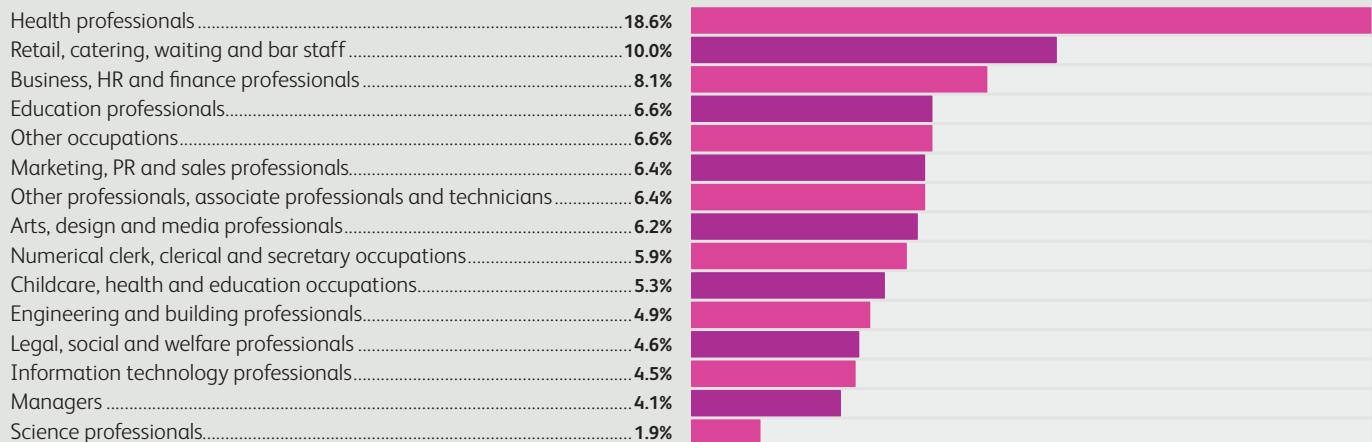
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Primary and nursery education teaching professionals
- Medical practitioners
- Marketing associate professionals
- Programmers and software development professionals
- Business and related associate professionals
- Midwives
- Social workers
- Teaching and other educational professionals
- Welfare and housing associate professionals

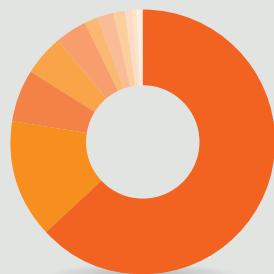
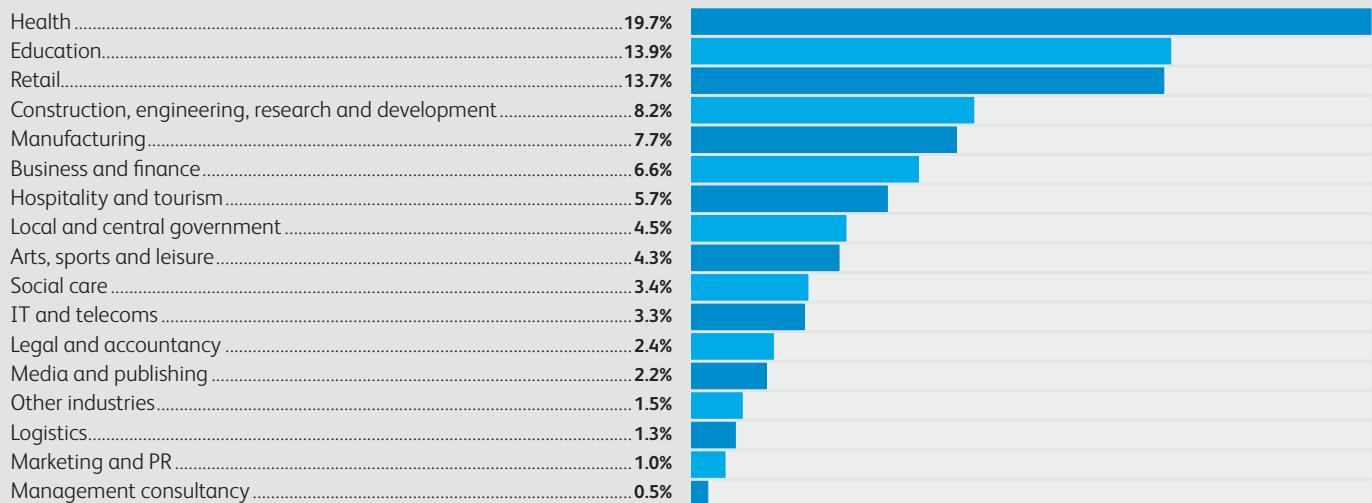


East of England

OCCUPATIONS

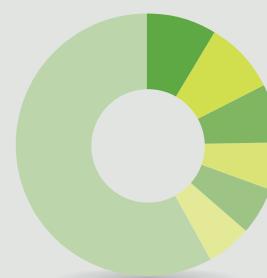


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract	63.1%
On a fixed-term contract lasting 12 months or longer	14.4%
On a fixed-term contract lasting less than 12 months	6.5%
Self-employed/freelance	4.8%
On a zero hours contract	3.9%
On an internship/placement	1.9%
Temping (including supply teaching)	1.9%
Other	1.2%
Voluntary work	1.0%
Starting up own business	0.6%
Developing a professional portfolio/creative practice	0.6%



EMPLOYER SIZE

1 to 9	8.7%
10 to 49	8.9%
50 to 99	7.2%
100 to 249	6.0%
250 to 499	5.6%
500 to 999	5.7%
1,000 and over	57.8%

OCCUPATIONAL SHORTAGES

- Medical practitioners
- Nurses
- Design and development engineers
- Veterinarians
- Business sales executives
- Solicitors
- Quality assurance technicians
- Programmers and software development professionals



12.2%
of all new graduates
started their careers here

South East

South East

The South East of England has the second largest regional economy after London, making it a prime destination for graduates to find employment. It also boasts an employment rate of 79.6% for working age individuals, which is higher than the average for London (74.7%) and the UK overall (76.1%).¹

In 2016/17, 22,270 university leavers chose to begin their careers in this region, which amounts to 12.2% of all graduates working in the UK. Individuals from London (9.1%), the South West (5.8%) and the East of England (5.4%) were most likely to migrate to the region to find work. Of those who had studied in the region, 40.8% remained here to find work.

In 2016/17, 76.1% were in full-time work and 16.8% were working part-time. The number of individuals employed on a part-time basis has increased year-on-year by 5.3%. More people are also opting to combine their work and studies (up 7.9% since 2015/16).

The employment outlook is positive, as the number of people entering professional-level work has risen year-on-year from 71.2% in 2015/16 to 73.8% in 2016/17. There are ample opportunities for higher-level jobs as almost half of the service sector is ‘knowledge intensive’ and 45% of the regions workforce have high-level skills (NVQ4+).²

Geography can influence an individual’s likelihood to find professional-level work, as professional occupations made up 17% of all occupations in the Isle of Wight, 26% in Surrey and 28% in Oxfordshire according to the ONS Annual Population Survey.³

The South East is a prosperous region, and it boasts a varied jobs market due to its complex composition of urban, rural and coastal areas. It is likely that the region will continue to be a desirable employment destination for recent graduates, as a report by PWC estimates that the South East will be the top growth region in the UK in 2019.⁴

Healthcare roles are becoming increasingly popular, with a 13.5% rise in entrants since 2015/16. Graduates in this profession gravitate towards nursing, medical practitioner and midwifery roles. The data shows that 78.6% of these were female, which highlights a significant gender gap that is worth monitoring.

Data from the previous year shows a 6.5% decline in the number of graduates working in retail, catering, waiting and bar staff roles.

The region is suffering from a declining number of education professionals, and fewer graduates entered this field compared to the previous year (-7.2%), but this is a national issue with many regions struggling to attract a sufficient number of teachers.

The most popular employment locations among graduates were those with stronger labour markets such as Surrey (14.3%), Kent (13.6%), Hampshire (12.2%) and Oxfordshire (9.6%).

Graduates working here were most likely to use recruitment agencies/websites to find jobs (23.2%). Employers’ websites and personal contacts were also some of the most common methods (16.8% and 16.4% respectively).

Graduates in the South East earn an average starting salary of £22,400, which is very close to the overall average for UK graduates (£22,399). Interestingly, the average salary for females in the region (£21,630) exceeds the national average for females by £95, but the average salary for males in the South East (£23,459) was lower than the UK average for males (£23,668).

References

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2. Evidencing the South East’s skills gaps and challenges, South East England Councils.

3. Ibid.

4. South East forecast as UK’s top-growth region for 2019 - PwC Economic Outlook, PwC, accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Public administration and defence; compulsory social security
- Food and beverage service activities
- Computer programming, consultancy and related activities
- Legal and accounting activities
- Architectural and engineering activities; technical testing and analysis
- Social work activities without accommodation
- Sports activities and amusement and recreation activities

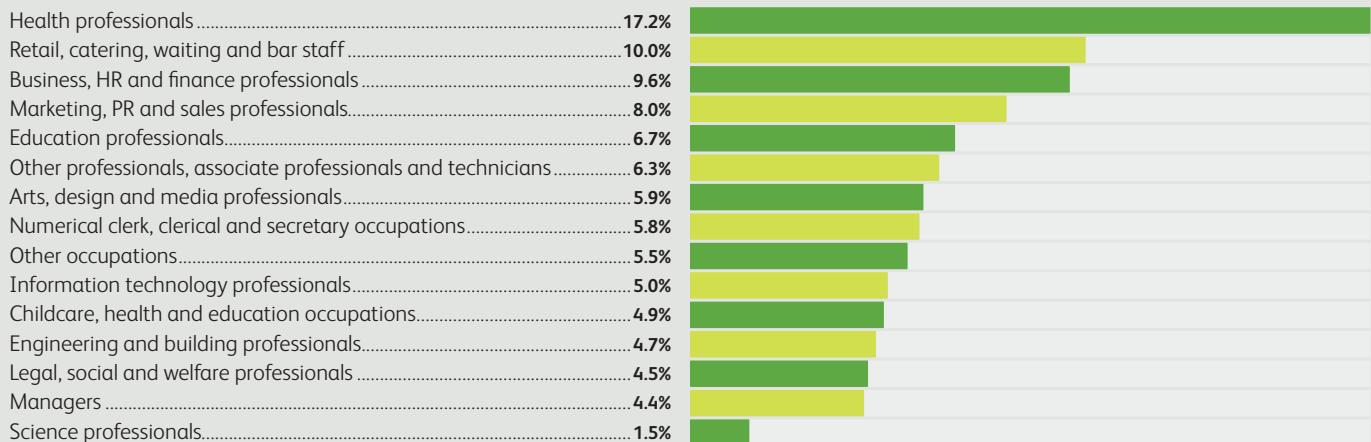
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Primary and nursery education teaching professionals
- Marketing associate professionals
- Medical practitioners
- Programmers and software development professionals
- Business and related associate professionals
- Business sales executives
- Human resources and industrial relations officers
- Sales accounts and business development managers
- Chartered and certified accountants

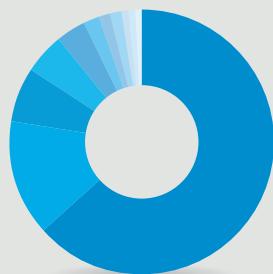
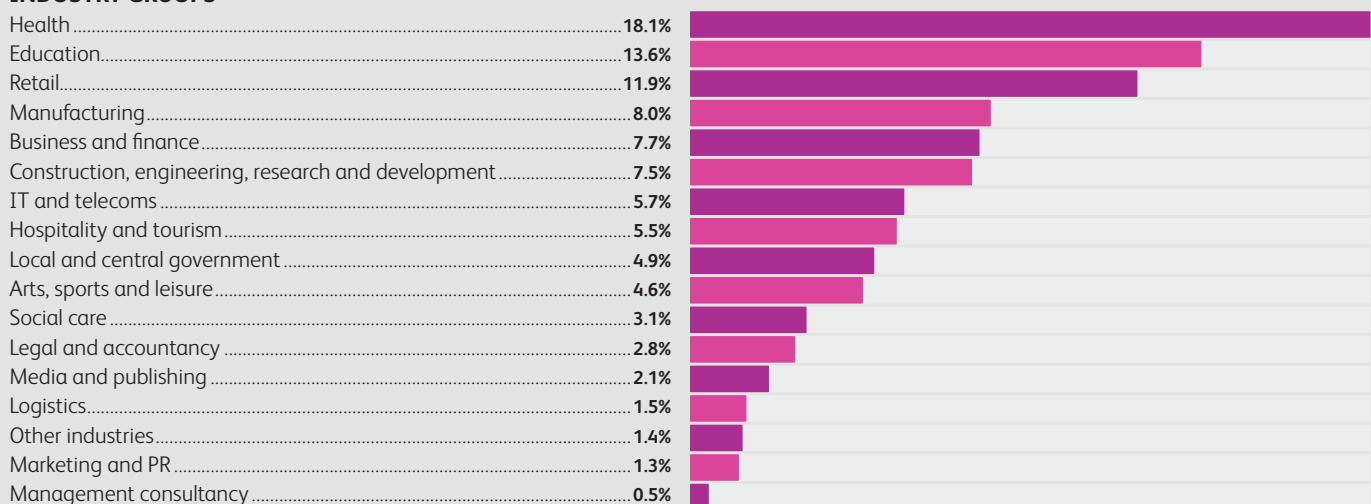


South East

OCCUPATIONS

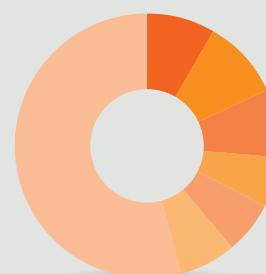


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract.....	63.5%
On a fixed-term contract lasting 12 months or longer.....	14.2%
On a fixed-term contract lasting less than 12 months.....	6.8%
Self-employed/freelance.....	4.8%
On a zero hours contract.....	3.8%
Temping (including supply teaching).....	1.8%
On an internship/placement.....	1.5%
Other	1.3%
Voluntary work.....	0.9%
Developing a professional portfolio/creative practice.....	0.9%
Starting up own business.....	0.6%



EMPLOYER SIZE

1 to 9	8.4%
10 to 49	9.8%
50 to 99	8.2%
100 to 249	6.1%
250 to 499	6.4%
500 to 999	7.0%
1,000 and over	54.1%

OCCUPATIONAL SHORTAGES

- Nurses
- IT user support technicians
- Insurance underwriters
- Welfare and housing associate professionals
- Programmers and software development professionals
- Human resources and industrial relations officers
- Chartered and certified accountants
- Teaching and other educational professionals



19.9%
of graduates started
their careers in the
health industry

South West

South West

According to the DLHE survey, 7.4% of the UK's 2016/17 first-degree graduates secured employment in South West England. This was the same proportion as did the previous year, and it made this the fifth most popular destination for working graduates in 2017.

For the most-part, graduates working here were not drawn in from other areas of the UK. 67.4% were originally domiciled in the South West - the second most common location being the South East at 10.7%. Meanwhile, 54.9% attended an institution in the South West - again, the South East came in second place (15.3%).

Rates of full-time employment were high (75.1%), maintained from previous years. 17.4% of graduates working in this region did so part-time, and 7.5% combined work and study.

The South West boasts a thriving tourism industry. Agriculture, fishing and the armed forces also play important roles in the region's economy.¹ It is predicted that in the coming years the construction, trade, accommodation and transport, and business industries will grow while manufacturing and primary sector and utilities industries will experience some decline.

For graduates in the region, health was the most popular industry (19.9%) followed by retail (11.6%) and education (11.1%). The previous data for 2015/16 graduates paints much the same picture, though education then made up 13% of first-degree graduates' destinations - meaning it apparently dropped in popularity with the most recent graduate cohort.

The latest data shows that 31.4% worked for small and medium-sized enterprises (SMEs) with 250 or fewer employees, but the majority (55.1%) worked for large businesses with 1,000 or more workers. Most were also in professional roles (71.8% up from 70.2% in 2015/16).

Graduates working in the South West tended to be located in the city of Bristol (17.7%), Gloucestershire (11.9%), and Devon (10.8%). With much of the region's armed forces contingent based outside of urban centres, and the economy relying somewhat on agriculture and tourism - the latter being focused on the region's beautiful natural landscape - more graduates are located outside of cities than is the case in many other UK regions.

Most graduates working here found their jobs through recruitment agencies or websites (21.7%). Employers' websites and personal contacts were also some of the most popular methods (17.5% and 16.2% respectively).

Graduate starting salaries in the South West are slightly below that of the UK average at £21,454 compared to £22,399 - a difference of £945 per year. Compared with all 12 regions of the UK, the South West offers the seventh highest average starting salary. The gender pay gap evident throughout the UK is also replicated in the South West, though it is slightly smaller. Here the average female graduate starts on £20,663. Male graduates earn £1,919 more per year with an average starting salary of £22,582. In comparison, the UK average starting salaries have a pay gap of £2,133.

Reference

1. Long term economic plan for the south-west, The Rt Hon George Osborne [speech], accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Public administration and defence; compulsory social security
- Food and beverage service activities
- Architectural and engineering activities; technical testing and analysis
- Computer programming, consultancy and related activities
- Legal and accounting activities
- Creative, arts and entertainment activities
- Social work activities without accommodation

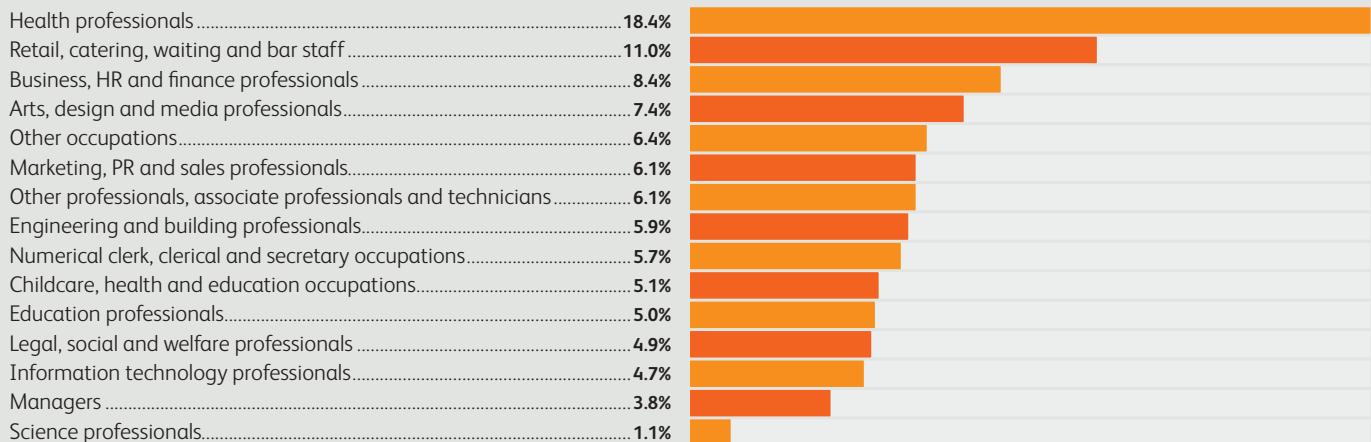
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Medical practitioners
- Primary and nursery education teaching professionals
- Marketing associate professionals
- Programmers and software development professionals
- Business and related associate professionals
- Artists
- Finance and investment analysts and advisers
- Human resources and industrial relations officers
- Engineering professionals

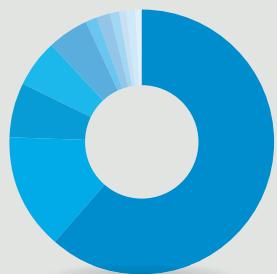
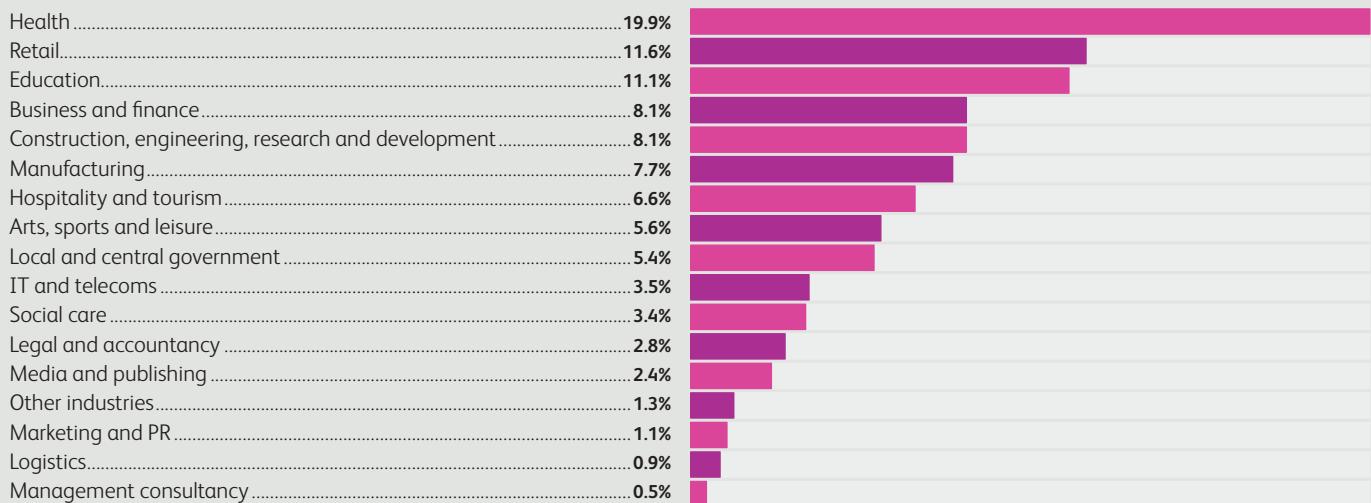


South West

OCCUPATIONS

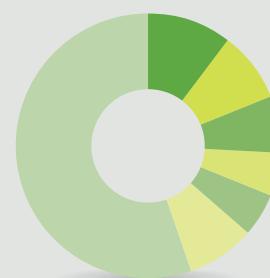


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract	61.5%
On a fixed-term contract lasting 12 months or longer	14.2%
On a fixed-term contract lasting less than 12 months	6.6%
Self-employed/freelance	6.0%
On a zero hours contract	4.8%
Temping (including supply teaching)	1.6%
On an internship/placement	1.5%
Other	1.1%
Voluntary work	1.0%
Developing a professional portfolio/creative practice	0.9%
Starting up own business	0.8%



EMPLOYER SIZE

1 to 9	10.5%
10 to 49	8.5%
50 to 99	7.0%
100 to 249	5.3%
250 to 499	5.3%
500 to 999	8.2%
1,000 and over	55.1%

OCCUPATIONAL SHORTAGES

- Nurses
- Solicitors
- Medical practitioners
- Programmes and software development professionals
- Business and financial project management professionals
- Marketing associate professionals
- Veterinarians
- Sales accounts and business development managers



51.5%
of graduates starting their
careers in London were
originally domiciled here

London

London

London is a hotspot for graduate employment, with one in five UK-domiciled first-degree graduates working in the capital six months after graduation in 2016/17.

Some employers are concerned that graduates are slowly turning their back on London - discouraged by high costs of living.¹ This was reflected in DLHE data from 2013/14 to 2015/16, where the number of graduates beginning their career in London fell from 43,685 to 38,855, but the most recent figure (41,290) suggests this decline has ceased.

On the other hand, there is the belief that each graduation period is followed by a huge 'brain drain' to London. Although some graduates migrate to the capital, the DLHE data shows that around half of graduates working in London were originally domiciled here (51.5%). The region does possess the largest labour market in the UK, and as a consequence it has the greatest number of incomers, but other regions are not losing the majority of their talent to London.

University leavers from all over the country find work in the capital, but those in southern regions such as the South East (16%) and the East of England (11.2%) are most likely to take advantage of their close proximity to London. Graduates

situated outside of England, and in the north of the country, were less likely to relocate to London.

Employment prospects are positive, with a 7.2% year-on-year rise in graduates securing full-time employment. London boasts a higher than average professional employment rate for graduates (78.5% compared to 73.9% of all university leavers in employment), and this figure has increased from 75.7% in 2015/16.

The business, HR and finance profession continues to be popular, with a 10.7% year-on-year growth in entrants. London's strong business and finance orientated labour market will appeal to business-minded graduates, with many notable financial institutions such as the Bank of England and the London Stock Exchange based in the capital.

More graduates pursued arts, design and media careers (up 16.5% since 2015/16), and this rise could continue as the creative sector is one of London's fastest growing industries, providing one in six jobs in London.²

IT roles are also desirable, with a 9.7% increase in entrants since 2015/16. London is an ideal location for IT graduates as it houses one of the largest tech clusters in the UK. Companies such as Facebook, Google and Microsoft are invested

in the region, alongside many tech start-ups. There are also plans for a world-leading cyber centre to be established on the former Olympic Games site to coincide with the already successful East London Tech Centre, so we could expect to see more entering these occupations in the future.³ Graduates in London frequently cluster in areas such as Westminster, City of London, Camden and Tower Hamlets, resulting in some boroughs missing out on highly skilled workers.

London offers graduates the highest starting salary out of every other UK region (£24,991). Although it is above the national average (£22,399), it is worth considering this in context, as the higher costs of living will limit the amount of disposable income. As with all regions, a gender pay gap exists (equal to £3,069), although it is one of the few regions where the salary for females (£23,691) is actually higher than the national average salary. The figure for their male counterparts was £26,760.

References

1. London no longer attracting graduates, warns PwC chairman, People Management, accessed September 2019.
2. Supporting Culture and Creative Industries, Mayor of London/London Assembly, accessed September 2019.
3. World-leading cyber centre to be developed in London's Olympic Park, GOV.UK, accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Retail trade, except of motor vehicles and motorcycles
- Education
- Financial service activities, except insurance and pension funding
- Legal and accounting activities
- Computer programming, consultancy and related activities
- Advertising and market research
- Public administration and defence; compulsory social security
- Employment activities
- Food and beverage service activities

TOP 10 PROFESSIONAL-LEVEL JOBS

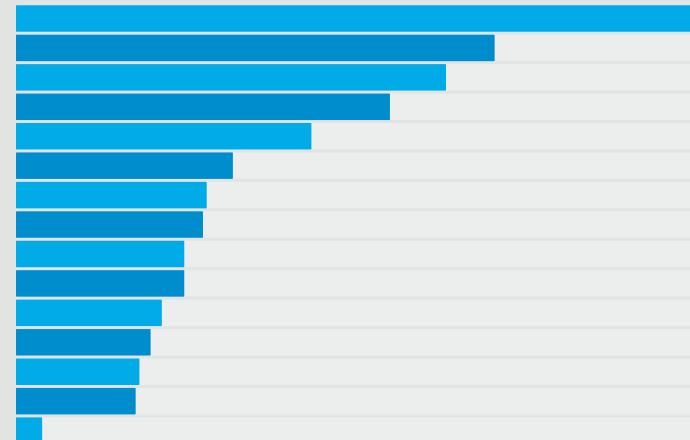
- Nurses
- Marketing associate professionals
- Finance and investment analysts and advisers
- Business and related associate professionals
- Human resources and industrial relations officers
- Management consultants and business analysts
- Programmers and software development professionals
- Business sales executives
- Chartered and certified accountants
- Medical practitioners



London

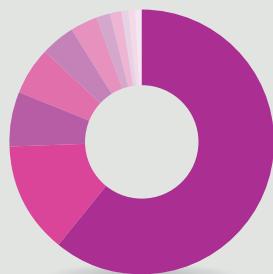
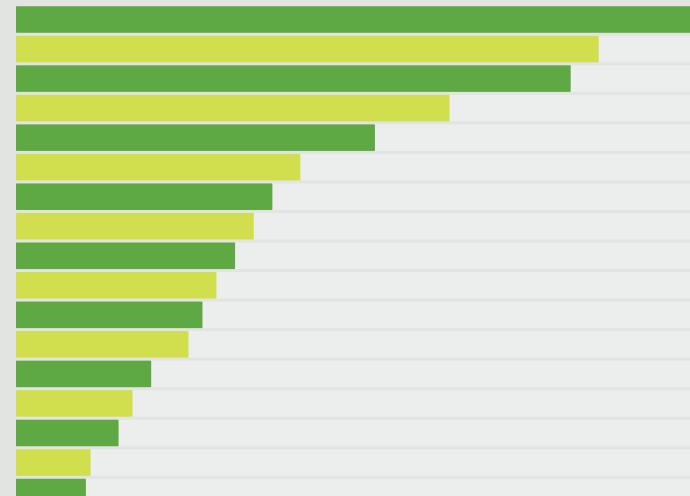
OCCUPATIONS

Business, HR and finance professionals.....	18.2%
Marketing, PR and sales professionals.....	12.8%
Health professionals	11.5%
Arts, design and media professionals.....	10.0%
Retail, catering, waiting and bar staff	7.9%
Numerical clerk, clerical and secretary occupations.....	5.8%
Information technology professionals.....	5.1%
Other professionals, associate professionals and technicians.....	5.0%
Other occupations.....	4.5%
Education professionals.....	4.5%
Managers	3.9%
Legal, social and welfare professionals	3.6%
Childcare, health and education occupations.....	3.3%
Engineering and building professionals.....	3.2%
Science professionals.....	0.7%



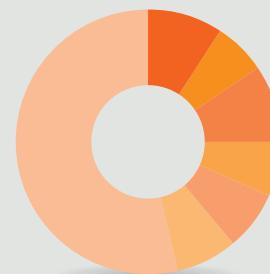
INDUSTRY GROUPS

Business and finance.....	14.6%
Health	12.5%
Retail.....	11.9%
Education.....	9.3%
Construction, engineering, research and development.....	7.7%
IT and telecoms	6.1%
Media and publishing	5.5%
Arts, sports and leisure	5.1%
Legal and accountancy	4.7%
Hospitality and tourism	4.3%
Marketing and PR	4.0%
Local and central government	3.7%
Social care	2.9%
Manufacturing	2.5%
Management consultancy	2.2%
Logistics.....	1.6%
Other industries.....	1.5%



CONTRACT TYPE

On a permanent or open-ended contract.....	61.0%
On a fixed-term contract lasting 12 months or longer.....	13.6%
On a fixed-term contract lasting less than 12 months.....	6.6%
Self-employed/freelance.....	6.1%
On an internship/placement.....	4.1%
On a zero hours contract	3.3%
Temping (including supply teaching)	1.7%
Other	1.3%
Voluntary work	1.0%
Developing a professional portfolio/creative practice	0.8%
Starting up own business	0.6%



EMPLOYER SIZE

1 to 9	9.2%
10 to 49	6.5%
50 to 99	9.5%
100 to 249	6.6%
250 to 499	7.3%
500 to 999	7.5%
1,000 and over	53.3%

OCCUPATIONAL SHORTAGES

- Programmers and software development professionals
- Human resources and industrial relations officers
- Management consultants and business analysts
- Legal professionals
- Sales accounts and business development managers
- Marketing associate professionals
- Nurses
- IT user support technicians



90.6%
of graduates starting
their careers in Scotland
had studied at university here

Scotland

Scotland

Scotland was the seventh most popular location for employment in 2016/17, with 13,445 graduates opting to start their careers here six months after leaving university. This was equivalent to 7.4% of the total 2016/17 graduate cohort in work.

Most graduates working in Scotland were originally domiciled here (88.8%). Scotland also retained a high proportion of its graduates, with 90.6% of those working in the country having attended a Scottish higher education provider.

Of those graduates working in Scotland, only a small proportion moved here from elsewhere. Incomers arrived from Northern Ireland (2.5%), the North West of England (1.6%) and the South East of England (1.4%).

A large proportion of graduates secured full-time positions (76.3%), a slight increase on last year's figure of 74.8%. Fewer people entered part-time employment (15.5%), down from 17.9% last year.

The majority of graduates working in Scotland in 2017 were in professional-level employment (73.3%) - an increase on last year's figure of 71.1%. Considering the predicted rise in higher-level occupations (SOC 1-3) of 7% between 2017 and 2027, we could see a greater number of graduates entering professional-level occupations over the next few years.¹

The most common occupations among graduates in Scotland remained relatively unchanged compared with the previous year. The largest segment of graduates, 23.5%, became health professionals - an increase on the 2015/16 figure of 21.6%. Scotland also saw a 6.5% rise in the number of graduates taking on jobs as education professionals.

Fewer graduates entered retail, catering and waiting roles compared with the previous year (down 6%). Business, HR and finance careers were third most popular, accounting for 8.9% of employed graduates in work. Many became accountants, finance and investment analysts and advisors, business professionals, and human resources and industrial relations officers. Despite its appeal to graduates, the sector is facing key challenges, including attracting top talent, the development of key skills and the work readiness of new entrants.²

Sectors with expected employment growth in Scotland are primarily those requiring higher-level qualifications. It is forecast that by 2020:

- There will be a growth of more than 10% in managerial and professional roles.³
- Half of jobs in Scotland will be filled by recruits with higher education level qualifications, as predicted by the UK Commission for Employment and Skills.⁴

The top employment locations for graduates working in Scotland were Glasgow (25.1%), Edinburgh (18.8%), Aberdeen (6.8%), Dundee (4.9%) and North Lanarkshire (4.2%). With dominant cities like Glasgow and Edinburgh predicted to drive future employment growth and account for 85% of net additional jobs in Scotland by 2027, it is likely that these locations will continue to be favoured in the future.⁵

The average starting salary for graduates in Scotland was £22,400, almost identical to the overall UK average of £22,399. The average starting salary for male graduates in Scotland was £23,642. Meanwhile, the average starting salary for women in Scotland was £21,694, lower than the figures for the UK and Scotland as a whole. Yet this was actually the second highest starting salary for female graduates, behind London alone.

Find out more

For a more in-depth analysis, see *The Graduate Labour Market in Scotland* (AGCAS Scotland 2019)

References

1. Jobs and Skills in Scotland: the evidence, Skills Development Scotland, 2017.
2. Ibid.
3. Higher education in Scotland: Our values & our value added, Universities Scotland, 2017.
4. Ibid.
5. Ibid.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Public administration and defence; compulsory social security
- Food and beverage service activities
- Financial service activities, except insurance and pension funding
- Legal and accounting activities
- Social work activities without accommodation
- Computer programming, consultancy and related activities
- Architectural and engineering activities; technical testing and analysis

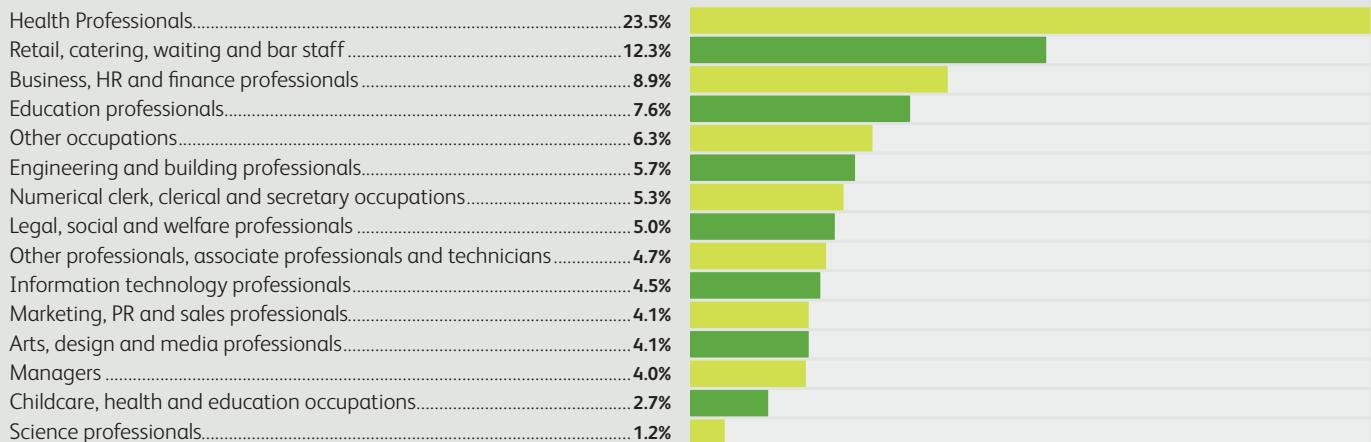
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Primary and nursery education teaching professionals
- Medical practitioners
- Chartered and certified accountants
- Programmers and software development professionals
- Marketing associate professionals
- Secondary education teaching professionals
- Finance and investment analysts and advisers
- Welfare and housing associate professionals
- Social workers

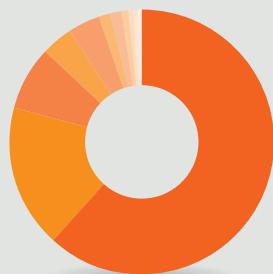
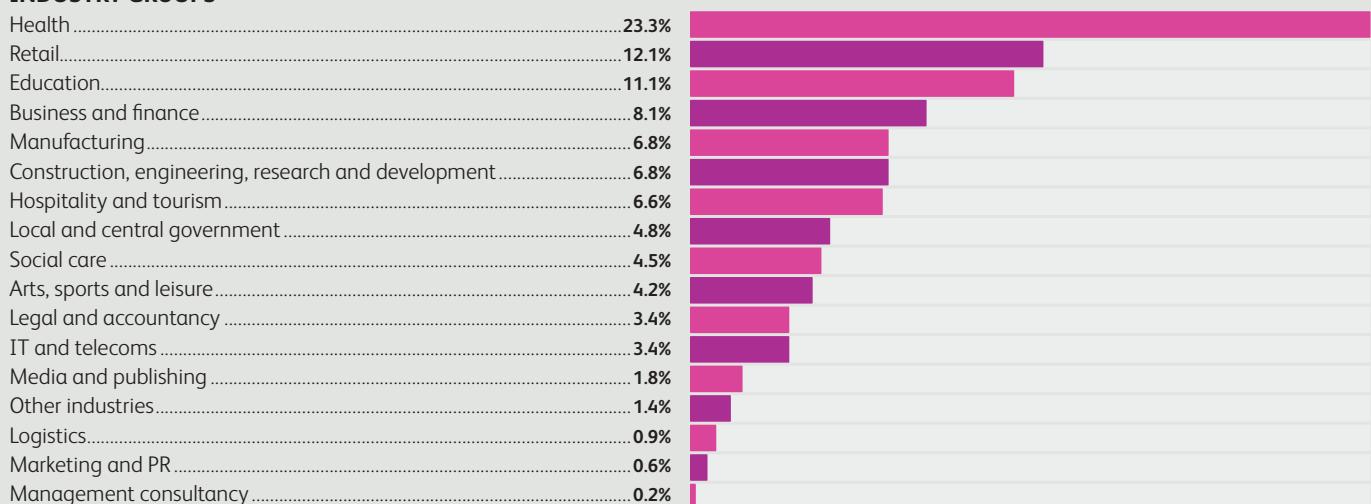


Scotland

OCCUPATIONS

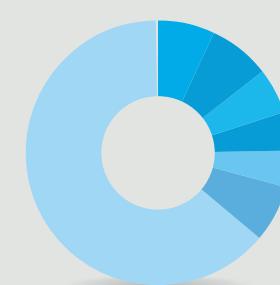


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract.....	61.9%
On a fixed-term contract lasting 12 months or longer.....	17.3%
On a fixed-term contract lasting less than 12 months.....	7.8%
On a zero hours contract.....	3.9%
Self-employed/freelance.....	3.9%
Other	1.5%
On an internship/placement.....	1.2%
Temping (including supply teaching).....	0.9%
Voluntary work.....	0.7%
Starting up own business.....	0.6%
Developing a professional portfolio/creative practice.....	0.3%



EMPLOYER SIZE

1 to 9	7.2%
10 to 49	7.5%
50 to 99	5.5%
100 to 249	4.6%
250 to 499	4.6%
500 to 999	7.0%
1,000 and over	63.8%

OCCUPATIONAL SHORTAGES

- Nurses
- Welfare and housing associate professionals
- Graphic designers
- Secondary education teaching professionals
- Web design and development professionals
- Engineering professionals
- Production managers and directors in construction
- Managers and directors in retail and wholesale



3.3%

increase in professional-level employment among new graduates who work here

Wales

Wales

In 2016/17, 7,960 UK-domiciled graduates were employed in Wales within six months of graduation, which amounts to 4.4% of graduates working in the UK.

The majority of graduates working here had studied at a Welsh higher education provider (72.4%), and those from other regions often studied in the North West (7%), South West (6.7%), South East (5.1%) and West Midlands (2.7%).

Graduates migrating to the region tended to come from regions close to the Welsh border such as the South West (5.3%) and the North West (3.3%). Four-fifths of those working in Wales were originally from the country.

A fifth of graduates were working part time and 71.8% were employed on a full-time basis. Opportunities for professional-level employment don't appear to be as widespread in Wales, as 67.1% entered roles at this level. This figure is lower than the UK average for graduates (73.9%).

Despite this, job prospects in Wales appear to be improving slightly, with a 3.8% increase in the number of graduates in professional-level jobs since 2015/16. Those domiciled in south Wales were slightly more likely to obtain professional-level employment than elsewhere.

A number of skills-shortage vacancies in Wales in 2017 resulted from a lack of written Welsh language skills (17%) and oral Welsh skills

(16%).¹ With 71% of employers in Wales stating that bilingual skills are desirable for jobs in their companies, it could be beneficial for those seeking work in Wales to develop a basic understanding of the language to strengthen their applications.²

The health industry was the dominant employer of graduates in Wales, education followed second, and close behind this was retail. Figures for the latter two occupations show a year-on-year decline but this was marginal (down 1.9% and 2.8% respectively).

One fifth of graduates starting their career in Wales worked as health professionals (20.5%). Occupations in retail, catering, waiting and bar staff were also common (12.7%), although fewer graduates entered these jobs compared to the previous year (13.1%).

Those pursuing a career as a legal, social or welfare professional often found work as social workers, welfare and housing professionals, and legal associate professionals. Wales is one of the top three regions in the UK in 2018 producing the highest demand for social workers, so it could be a desirable location for graduates looking for this kind of work.³

A large variation in the economic structure of Wales can be seen at regional level. In the north, south west and mid-Wales, predicted growth industries include energy and environment,

manufacturing, construction and the creative industries.⁴ Tourism in the north is also predicted to be an expanding industry.⁵ Regions situated in the south east are expected to experience growth in construction, health and social work, finance and IT.⁶

Graduates in Wales tend to gravitate towards larger cities, predominantly in the south. The most popular locations include Cardiff (26.8%), Swansea (8%) and Newport (9.8%).

Graduates in Wales receive the lowest average starting salary compared with all other regions in the UK. The average salary for all graduates working in Wales was £20,600, which is £1,799 below the national average. Although male graduates in Wales earn more than their female counterparts (£21,395 and £20,144 respectively), both earn a salary below the UK average (£22,399).

References

1. Employer Skills Survey 2017, Department for Education, 2018.
2. Welsh in the workplace, Cardiff University, accessed September 2019.
3. 2019 UK Skills Shortage & Demand By Region, Small Business Prices, accessed September 2019.
4. Spotlight on North Wales and Spotlight on South West and Mid Wales, Careers Wales, accessed September 2019.
5. Spotlight on South East Wales, Careers Wales, accessed September 2019.
6. Ibid.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Public administration and defence; compulsory social security
- Food and beverage service activities
- Social work activities without accommodation
- Legal and accounting activities
- Sports activities and amusement and recreation activities
- Creative, arts and entertainment activities
- Employment activities

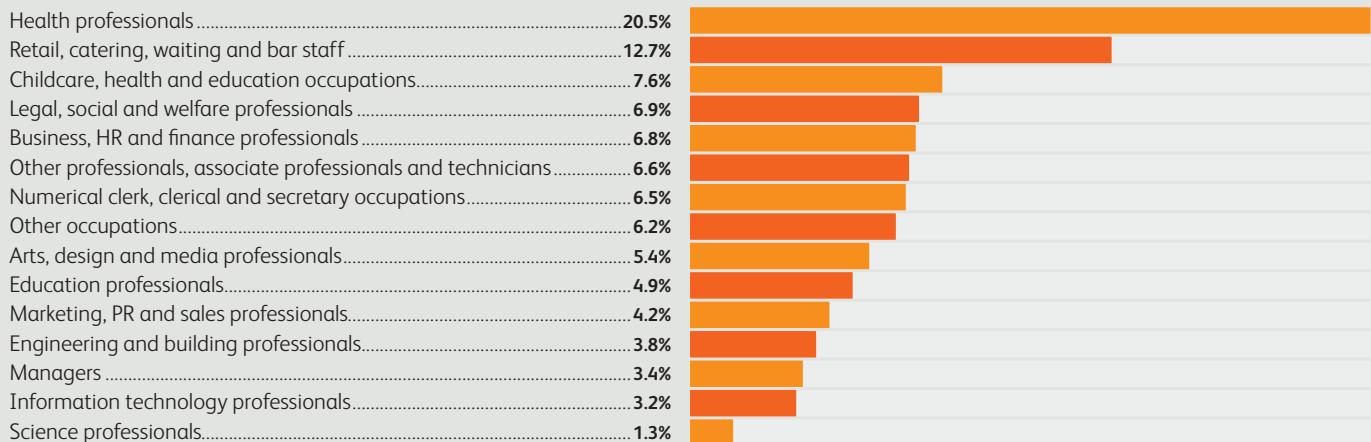
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Medical practitioners
- Primary and nursery education teaching professionals
- Business and related associate professionals
- Marketing associate professionals
- Programmers and software development professionals
- Social workers
- Welfare and housing associate professionals
- Sports coaches, instructors and officials
- Legal associate professionals

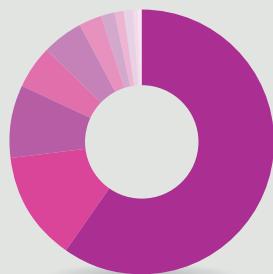
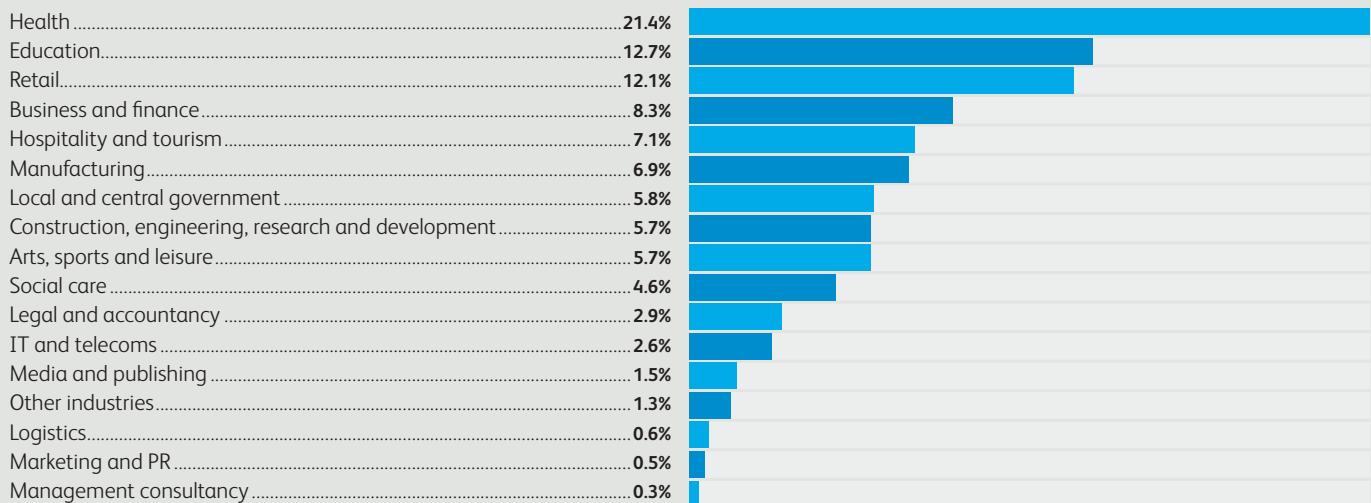


Wales

OCCUPATIONS

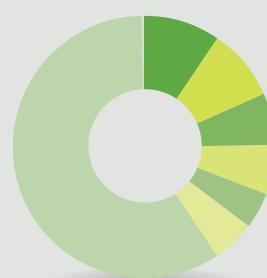


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract	59.7%
On a fixed-term contract lasting 12 months or longer	13.5%
On a fixed-term contract lasting less than 12 months	8.9%
Self-employed/freelance	5.3%
On a zero hours contract	4.8%
Temping (including supply teaching)	2.8%
Other	1.6%
Voluntary work	1.2%
On an internship/placement	1.0%
Developing a professional portfolio/creative practice	0.6%
Starting up own business	0.5%



EMPLOYER SIZE

1 to 9	9.6%
10 to 49	9.0%
50 to 99	6.4%
100 to 249	6.0%
250 to 499	4.4%
500 to 999	5.5%
1,000 and over	59.3%

OCCUPATIONAL SHORTAGES

- Nurses
- Managers and directors in retail and wholesale
- Engineering professionals
- Business sales executives
- Sales accounts and business development managers
- Production managers and directors in manufacturing
- Information technology and telecommunications professionals
- Sports coaches, instructors and officials



42.1%
of new graduates
employed here
work in Belfast

Northern
Ireland

Northern Ireland

Of the 329,325 graduates who completed their first degrees in 2016/17, 5,660 secured employment in Northern Ireland - fewer than all other UK regions - according to the DLHE data. 77% of these were in full-time positions, 15.8% part time and 7.1% working and studying. The data shows no change in this respect from the previous year.

Northern Ireland is a fantastic example of the immobility that is characteristic of the UK graduate cohort as a whole. 87.7% of graduates living and graduating in Northern Ireland also worked here. Graduates are generally located in highly urban areas with most securing employment in Belfast (42.1%).

Northern Ireland has seen growth - in terms of the number of jobs - across all sectors over recent years. In total, around 15,550 new jobs entered the market in 2016/17, with the services sector producing the most.¹ The retail industry has the highest number of employees in Northern Ireland and is crucial to the region's economy.² It is also popular among graduates, with 14.7% of those working in Northern Ireland having jobs in retail.

However, the industry with the largest number of graduates was health (18.1%). Manufacturing (8.7%), business and finance (8.7%), and education (8.4%) were also popular destinations. The most common occupations secured by graduates in Northern Ireland closely reflect these industries. They, too, remained relatively unchanged since the previous year.

The majority of graduates working in Northern Ireland were employed in large businesses with 1,000+ employees (54%), and almost three quarters (71.9%) were employed in professional roles, up from 69.5% in the year 2015/16. The most common professional occupations entered by these graduates has remained the same over the last two years with nursing and midwifery professionals at the top. However, the numbers of graduates in the popular occupations decreased slightly. It would appear graduates are entering a slightly more diverse range of occupations in Northern Ireland than in previous years.

Recruitment agencies or websites were the most popular route through which graduates

working in Northern Ireland found their job. Other common methods included already having worked for the employer, utilising personal contacts, and browsing the employer's website. Those in professional roles, however, used slightly different methods to secure these. They were more likely use their university/college careers service and were less likely to use personal contacts than graduates looking for non-professional roles.

In the UK, the average starting salary is £22,399 per year. A clear gender difference is evidenced with female graduates on average earning £21,535 and male graduates earning £23,668. Northern Ireland graduates can expect slightly lower starting salaries compared with this average, with female graduates averaging £20,368 and males £21,133. Overall, Northern Ireland's average graduate starting salary is £20,709.

References

1. Quarterly Employment Survey, Northern Ireland Statistics and Research Agency, accessed September 2019.
2. Retail in Northern Ireland, British Retail Consortium, accessed September 2019.

TOP 10 INDUSTRIES ENTERED

- Human health activities
- Retail trade, except of motor vehicles and motorcycles
- Education
- Computer programming, consultancy and related activities
- Legal and accounting activities
- Social work activities without accommodation
- Food and beverage service activities
- Financial service activities, except insurance and pension funding
- Public administration and defence; compulsory social security
- Architectural and engineering activities; technical testing and analysis

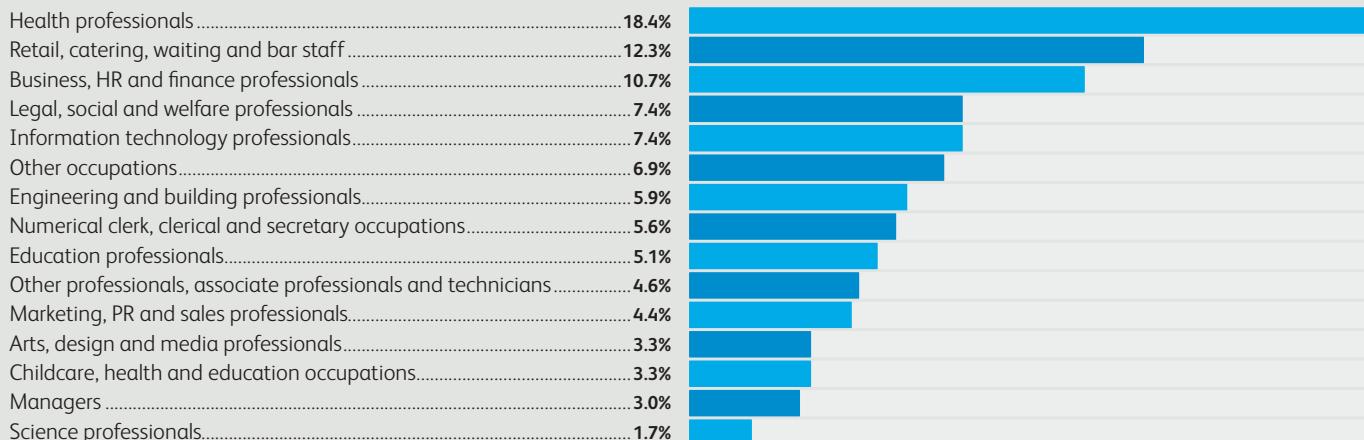
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Programmers and software development professionals
- Medical practitioners
- Social workers
- Finance and investment analysts and advisers
- Primary and nursery education teaching professionals
- Chartered and certified accountants
- Marketing associate professionals
- Youth and community workers
- Pharmacists

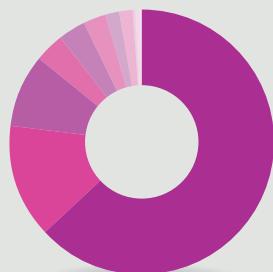
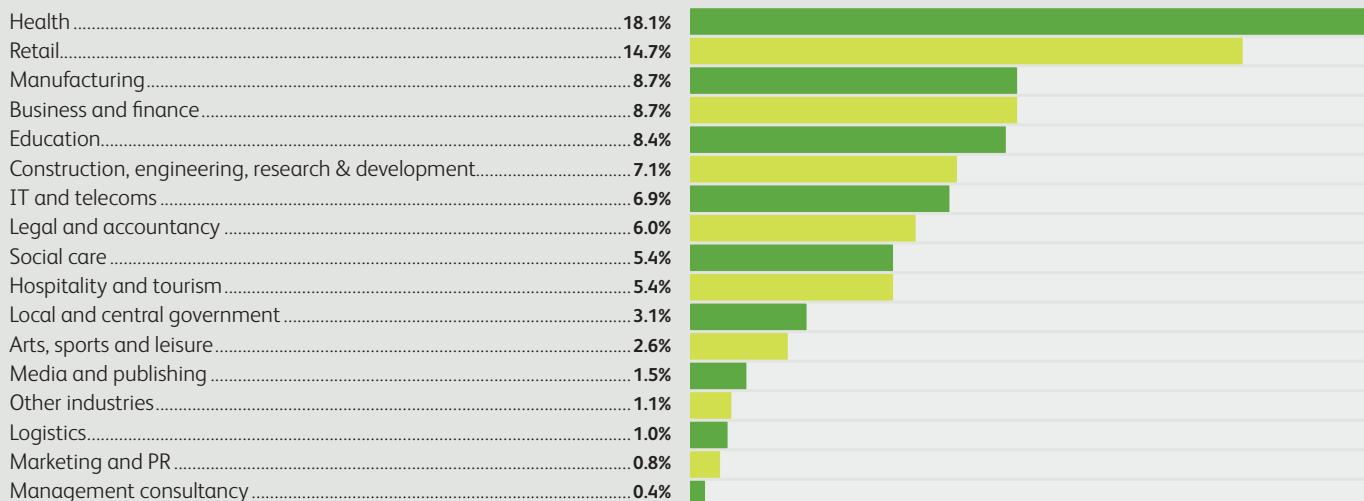


Northern Ireland

OCCUPATIONS

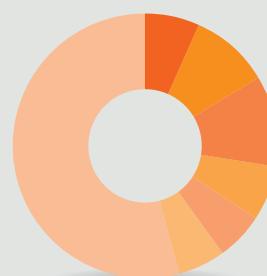


INDUSTRY GROUPS



CONTRACT TYPE

On a permanent or open-ended contract	63.0%
On a fixed-term contract lasting 12 months or longer	14.0%
On a fixed-term contract lasting less than 12 months	9.0%
Tempting (including supply teaching)	3.5%
On a zero hours contract	3.3%
Self-employed/freelance	2.7%
Other	1.7%
On an internship/placement	1.6%
Voluntary work	0.5%
Starting up own business	0.4%
Developing a professional portfolio/creative practice	0.2%



EMPLOYER SIZE

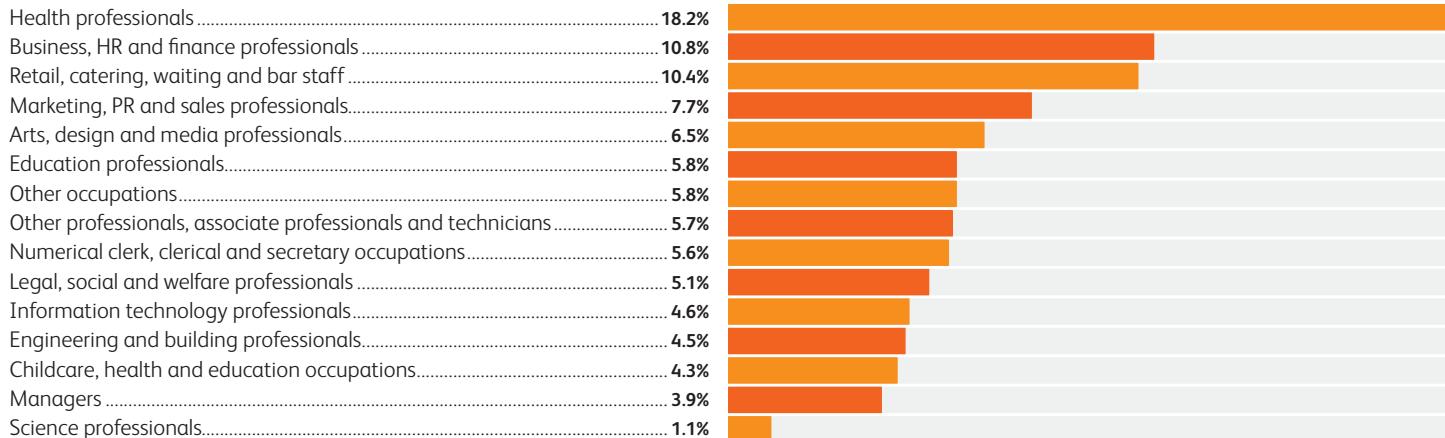
OCCUPATIONAL SHORTAGES

- Nurses
- Higher education teaching professionals
- Social workers
- Welfare and housing associate professionals
- IT business analysts, architects and systems designers
- Civil engineers
- Programmers and software development professionals

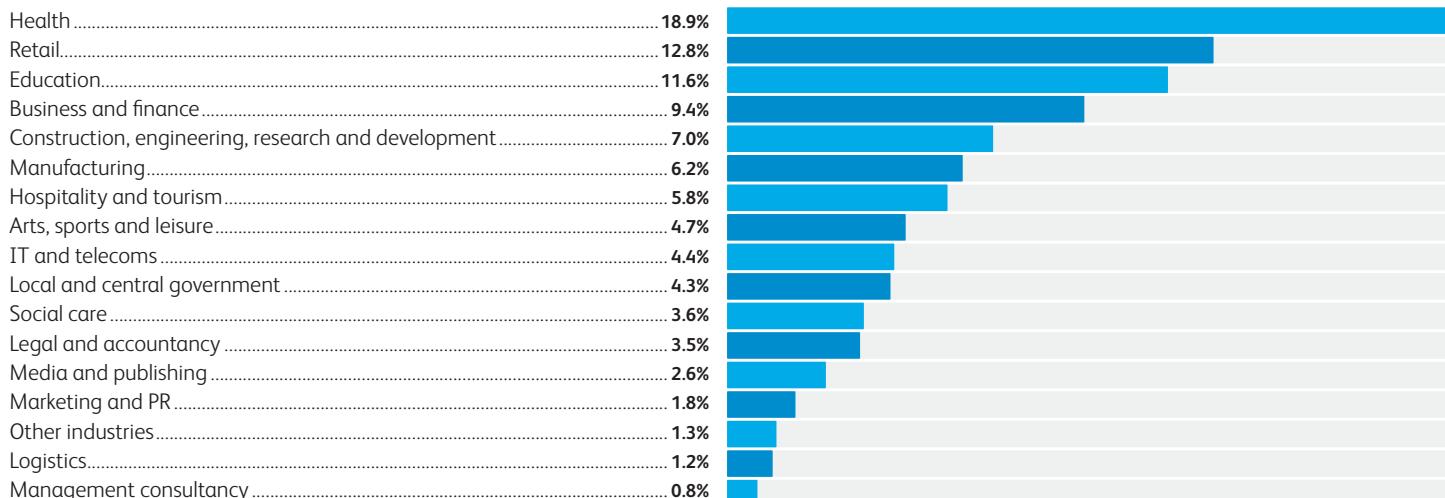
National averages

You can use the data on this page to compare each individual region with the averages for the UK as a whole.

OCCUPATIONS



INDUSTRIES

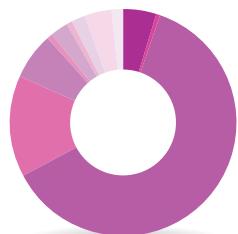


TOP 10 INDUSTRIES ENTERED

- Human health activities
- Education
- Retail trade, except of motor vehicles and motorcycles
- Food and beverage service activities
- Public administration and defence; compulsory social security
- Legal and accounting activities
- Computer programming, consultancy and related activities
- Financial service activities, except insurance and pension funding
- Social work activities without accommodation
- Architectural and engineering activities; technical testing and analysis

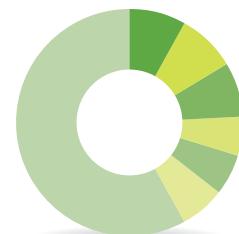
TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Marketing associate professionals
- Medical practitioners
- Primary and nursery education teaching professionals
- Business and related associate professionals
- Programmers and software development professionals
- Finance and investment analysts and advisers
- Human resources and industrial relations officers
- Chartered and certified accountants
- Welfare and housing associate professionals



CONTRACT TYPE

Self-employed/freelance	4.9%
Starting up own business	0.6%
On a permanent or open-ended contract	61.8%
On a fixed-term contract lasting 12 months or longer	14.5%
On a fixed-term contract lasting less than 12 months	6.7%
Voluntary work	0.9%
On an internship/placement	2.5%
Developing a professional portfolio/creative practice	0.7%
Temping (including supply teaching)	1.9%
On a zero hours contract	4.1%
Other	1.4%



EMPLOYER SIZE



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Knowledge

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Quality

Community



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