

# Heart of the South West Somerset Explained

## Guidance Notes

The purpose of this resource is to ensure that students have understood the main areas of Labour Market Information for the Somerset region.



To begin with, students should watch the 'Somerset Explained' (we recommend watching this more than once).

Next, and to make sure students understood the animation, they should answer the following questions:

**? How many people live in Somerset?**

571,600

**? Name some of the Food Production organisations in the region.**

*Branston, Marston Foods, Thatchers, Muller, Yeo Valley, Somerset Larder.*

**? How many Digital Technology jobs are there in Somerset?**

5, 500

**? What exciting key industries are there in the region?**

*Manufacturing and Engineering, Environmental Industries, Health and Social Care, Food Production and Agricultural Technology, Tourism, Aerospace & Aviation, Digital Technologies.*

**? What career opportunities is the Health and Social Care sector responsible for?**

*Bio-medical Scientists, Sports Coaches.*





**How much money does the Food and Drink sector contribute to the region?**

*£435 million*



**What are the top apprenticeship opportunities?**

*Agricultural, Horticultural and Animal Care, Business, Administration and Law, Construction, Health, Public Services and Care.*



**What are the key skills you need to succeed in the region?**

*Communication, Teamwork, Problem-Solving, Flexibility, Determination.*

## Optional next step

As an optional extension task, students are asked to carry out their own research. They will need access to the internet for this. We have provided a list of key companies in the region for students to research (they only need to focus on one employer).

Students should visit the website of their chosen company and spend time finding out a bit more about them. They are then asked to answer the following three questions:

- What is the purpose of the company (e.g. what they produce)?
- How long has the company been based in our region?
- What current vacancies are available?

