



Retail in Brighton & Hove

This leaflet looks at employment in Retail in Brighton & Hove. Jobs include shop assistants, buyers, shelf stackers, window dressers and managers of large national and international chains. Retail workplaces include supermarkets and newsagents, specialist shops such as clothes shops, butchers and chemists, second hand shops and companies that sell through mail order or the internet. There are also some jobs which are not specific to Retail like office assistants, cleaners, stock control clerks, and accounts assistants. The sector provides good opportunities for people who want to work part-time and for those who would like to set up their own business.

A Who works in Retail?

In Brighton & Hove there are approximately 1,600 Retail business units with around 12,500 employees. There are also another 1,000 people in the sector who are self-employed. Across Sussex as a whole there are more than 70,000 Retail jobs.

Figure 1: Employment in Retail

	Brighton & Hove	Sussex
Number of business units	1,600	8,300
Number of employees	12,500	70,600
Number of self-employed	1,000	5,800

Source: ABI 2007 and APS April-June 2006.

Ways of working in the sector

Over half of employees in the sector work on a part-time basis, although there are also many full-time jobs. Some people who are employed in the sector work 'shifts' which means that they may have to work in the evenings or at weekends.

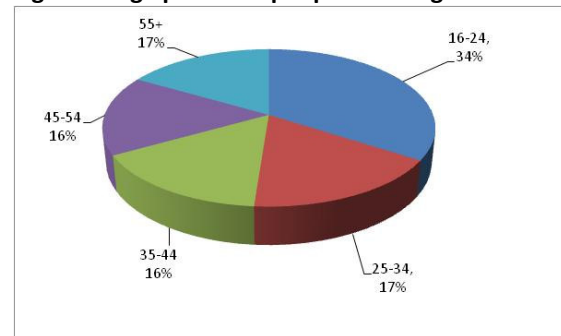
Figure 2: Working patterns in Retail

	% of employees
Full-time	44
Part-time	56
Overtime	35
Shifts	13
Flexi-time	4

Source: APS April-June 2006.

Age Profile

Figure 3: Age profile of people working in Retail



Source: APS April-June 2006.

B Qualifications, skills and occupations

Qualifications explained

Qualification levels used in this leaflet are based on both academic and vocational qualifications. The levels used are:

Figure 4: Qualification types

Qualification type	Equivalent to
No qualifications	No qualifications
Level 1	1 or more GCSEs at any grade
Level 2	5 or more GCSEs (grade A – C)
Level 3	2 or more A Levels
Level 4 or above	First degree level or above

What qualifications are needed?

Although many jobs in Retail do not require formal entry qualifications, employers often expect candidates to have them (see Figure 5). Jobs where fewer people have qualifications tend to be those like shelf stackers, checkout operators and shop assistants.

Figure 5: Typical entry requirements

Occupation	Entry requirements
Shelf Stackers	No minimum academic qualifications are required.
Shop Managers	Entry requirements vary from company to company.
Shopkeepers	There are no formal academic entry requirements.
General Office Assistants or Clerks, Stock Control Clerks	There are no minimum academic requirements, although entrants usually possess GCSEs.
Customer Care Occupations	There are no formal academic entry requirements, although many employers expect candidates to possess GCSEs.

Although there are no minimum entry requirements for many jobs, qualifications often help people who want to progress to higher level occupations in the future.



What else are employers interested in?

Within Retail, potential employers may be particularly interested in new employees who have or can show that they have team working, communication or problem solving skills as well as people who can demonstrate that they are good at working with customers.

Occupations in Retail

Figure 6 shows the levels of qualifications people working in the most common occupations within Retail have. Although there may not be any formal entry requirements to some jobs within Retail, most people who work in the sector have qualifications at Level 2 or 3. Higher level qualifications may be expected for some occupations such as managers and shopkeepers.

Figure 6: Key retail Occupations and qualifications of people in these occupations

	No. Of employees in Retail sector	% with type of qualification		
		Level 4+	Level 2 & 3	Below Level 2
Shop assistants	5,450	9	72	19
Shop managers	1,230	21	65	14
Checkout operators	1,130	6	80	15
Shelf stackers	710	6	51	43
Shopkeepers	610	37	52	11
Trolley & basket collectors and dispensers	170	0	67	33
Van sales people (e.g. Ice cream van or milkmen/women)	110	0	61	39
Florists	100	16	84	0
Dispensing opticians	70	54	46	0
Bakers	60	0	86	14
Opticians	50	100	0	0

Source: APS April-June 2006.

What other jobs are there in the Retail sector?

You don't have to be a sales assistant or a shopkeeper to work in Retail, as there are plenty of opportunities to work in other jobs which are not specific to this area of work. For example, there are just over 3,900 people working in other occupations such as office assistants, cleaners, stock control clerks, marketing managers, chemists and accounts assistants.

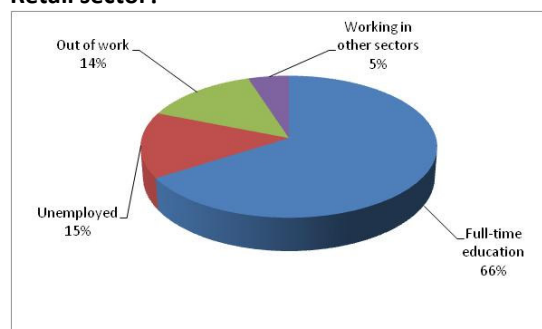
For more information on the different careers available, visit the following websites:
<http://www.connexions-direct.com/Jobs4u> or

<http://jobseekers.direct.gov.uk/subjectmenu.aspx?sessionid=514621e5-f90c-4b94-998d-3e01122cea52&pid=1&o=3>

Where do Retail employees come from?

Two thirds (66%) of people who enter the Retail sector in Brighton & Hove do so from full-time education. As a lot of work within the sector is on a part-time basis, many people can get some experience of working in Retail whilst they are still studying.

Figure 7: What did people do before they joined the Retail sector?



Source: APS April – June 2006. Note: Out of work = neither in employment nor unemployed i.e. caring for children, long term sick, retired etc.

C How much do people earn in the sector?

The average gross weekly pay for all employees in the Retail sector in Brighton & Hove is around £240 (before tax etc), equivalent to a salary of £12,480 per year. Full-time Retail workers in Brighton & Hove earn on average £390 (before tax etc) per week or £20,280 per year. The average gross weekly pay for part-time workers is £130, equivalent to £6,760 per year¹.

Figure 8: Average earnings in the sector



Source: Local level sector estimates based on regional and local data from ASHE 2008.

What people earn when they enter full-time work in the Retail sector in Brighton & Hove depends on the job that they do. However, some people could expect a weekly pay of around £250 rising to around £500 per week for more skilled and experienced employees.

¹ Note: these figures are based on local average earnings and South East earnings for Retail from the Annual Survey of Hours and Earnings.



D How many job vacancies are there?

On average Jobcentre Plus are notified of around 70 job vacancies in the Retail sector in Brighton & Hove each month. However, the number of vacancies available may vary on a month by month basis depending on the time of year. For example, the number of vacancies may be higher during the summer months.

Figure 9: Notified Jobcentre Plus vacancies

	Brighton & Hove	Sussex	South East
Average number of vacancies each month (Oct 08 - Sept 09)	70	360	2,460

Source: Jobcentre Plus Vacancies.

However, not all vacancies in Retail are listed with Jobcentre Plus. Many of the larger retailers may advertise vacancies on their website or in shop windows. There are also other employment websites including 'Retail Careers' (<http://www.retailcareers.co.uk/pages/content.asp>) and 'In Retail' (<http://www.inretail.co.uk/pages/content.asp>) and 'Retail Choice' (<http://www.retailchoice.com/>)².

How competitive is the sector?

Around 4% of Retail employers have vacancies that they are finding difficult to fill. This is below the average for all types of employer (7%) and suggests that most Retail employers face little difficulty in recruiting new members of staff.

E What might happen in the future?

In the past

Over the last 10 years employment in the Retail sector has decreased in Brighton & Hove by 2% or 300 jobs.

In the future

It's difficult to predict but forecasts suggest that employment in Retail may decrease over the next couple of years. However, the Retail sector is expected to continue to be an important source of employment in most cities and towns over the longer term.

Increasing use of the internet means that more people are shopping on-line. This may impact on how some elements of the sector in the future, although the 'shopping experience' is likely to mean that there will still be many jobs in shops in the future.

² A wide range of recruitment sites are available. These are just some examples.

There is quite a large amount of staff turnover in the Retail sector, which means that there is often demand for new staff who have good communication skills. Many of the skills that people learn when working in the sector can be transferred to other customer-facing jobs later on.

F What are the major employers in Retail in this area?

The table below gives examples of large employers in the sector in Brighton & Hove.

Figure 10: Ten large Retail employers in Brighton & Hove

Employer	Type of Retail	No. of employees
Asda	Supermarket	1,150
J Sainsbury PLC	Supermarket	950
Sussex Stationers	Bookshops & stationers	300
Waitrose Ltd	Supermarket	200
Tesco Plc	Supermarket	100-249
BHS	Department store	100-249
B & Q	DIY and Gardening	100-249
Debenhams Plc	Department store	100-249
Marks & Spencer Plc	Department Store	100-249
Matalan Plc	Fashion shop	50-100

Source: Sussex Enterprise Database.

