

PREPARING STUDENTS FOR THE WORLD OF WORK

LABOUR MARKET INFORMATION (LMI) GUIDE FOR PARENTS

AS A PARENT, OR CARER, YOU WILL HAVE THE GREATEST INFLUENCE ON YOUR CHILD'S FUTURE CAREER PLANS.

Encouraging them to explore a broad range of jobs will enable them to make informed decisions about their future. However, young people today face a much more complex and competitive job market than ever before and one full of jobs they've possibly never heard of too.

There's more than one pathway into most jobs. The path that someone might take into a job is a lot more flexible than a decade or two ago. Apprenticeships make a very good alternative route to higher level qualifications and there are other work-related training options into some careers for those preferring a vocational route over an academic one.

It's also a lot easier to switch between different types of qualifications. Meaningful, relevant work experience is very important in helping young people get a feel of the world of work and what career they may want to pursue.

Using Labour Market Information is just one way in which you can help your child make these important decisions.

WHAT IS LABOUR MARKET INFORMATION?

Labour market information tells you what the workplace looks like. LMI is data taken from publicly available sources, which gives information on jobs and industries. This helps us understand the structural trends and demands of an economy. Labour market information describes the condition of the labour market currently and makes future predictions. It informs us where work opportunities are increasing or decreasing, what occupations exist, what you need to study to get into that occupation, what is required to take up an occupation, how you can find a job, change job or progress in a career. Labour markets operate at local, regional, national and now at international levels.

Labour market information can be overwhelming and confusing. Learning what it is and how to use it can assist you in helping your child research careers and find out where those careers exist.

Labour market information tells you:

- > What jobs and skills employers are looking for
- > Skills gaps
- > Which job areas are growing in the future (Details on page 2)
- > Which industries are hiring and where they are located
- > Wage rates
- > What education and training you need for specific jobs

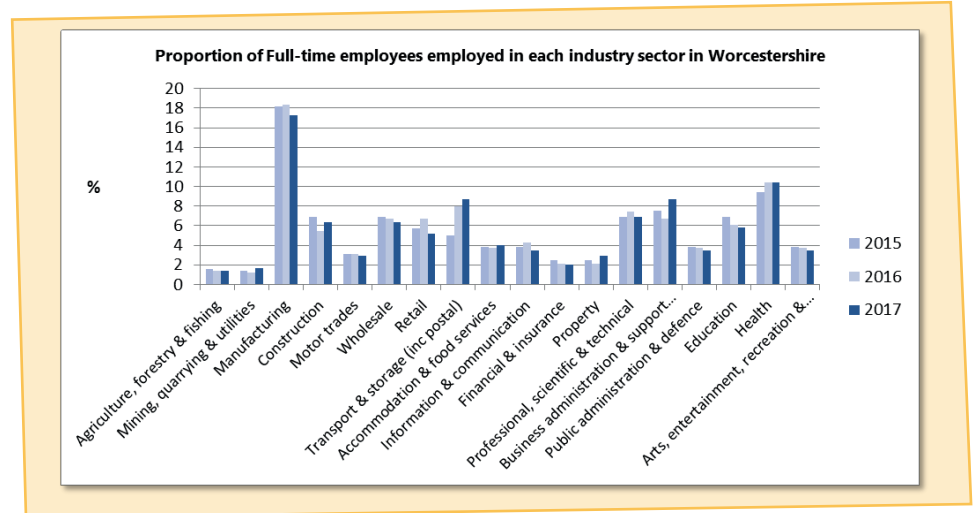
Creative and digital, information and communication technology, hi-tech engineering and cyber-security are all examples of sectors which contribute greatly to the UK economy and a lot of the new jobs available to young people will be in these industries. A relatively new sector often called the 'green economy', offers a variety of roles which will help the government meet its environmental targets.

There will also be a demand for people to join the hospitality, construction, agri-tech and logistics sectors – some will be into new jobs such as in hotels and leisure activities. With life expectancy growing there'll be a huge demand for care and health workers across a range of jobs.

THE LOCAL LABOUR MARKET

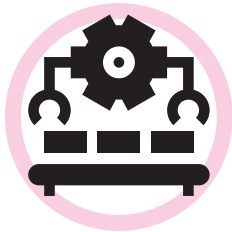
Encourage young people to think beyond what they consider to be a 'typical' job in a sector - manufacturing, for example, has some very exciting jobs for creative young people and the construction industry urgently needs people in non-manual roles such as project management. Large firms have lots of back-up roles in accountancy, HR and legal services.

The top sectors for employment of full-time workers in Worcestershire in 2017 were Manufacturing, Health, Business Administration and Support Services and Transport and Storage with 17.3%, 10.4%, 8.7% and 8.7% of full-time employees employed in these sectors



GROWTH SECTORS

The following sectors have been identified as having particularly strong potential for growth in Worcestershire:



**ADVANCED
MANUFACTURING**



**CYBER SECURITY
AND DEFENCE**



**AGRI-FOOD/
AGRI-TECH
SECTOR**



**VISITOR AND
DESTINATION
ECONOMY**

USEFUL WEBSITES AND SOURCES OF LABOUR MARKET INFORMATION

LOCAL LABOUR MARKET INFORMATION

www.skills4worcestershire.co.uk
www.lmiforall.org.uk/widget/

worcsapprenticeships.org.uk/
www.nomisweb.co.uk/reports/lmp/la/1941962825/report.aspx?town=worcestershire

NATIONAL LABOUR MARKET INFORMATION

www.careerpilot.org.uk/
www.myworldofwork.co.uk/subjectchoices
www.lmiforall.org.uk/
www.nomisweb.co.uk/reports/lmp/la/contents.aspx
www.bbc.com/bitesize/career
icould.com
nationalcareersservice.direct.gov.uk

wherestemcantakeyou.co.uk/index.html
www.informedchoices.ac.uk
www.myworldofwork.co.uk
www.getmyfirstjob.co.uk/
barclayslifeskills.com/parents/careersinspiration.co.uk/
www.ons.gov.uk/employmentandlabourmarket