

Labour Market Information (LMI)

By the end of this session, you should:

- **Understand** what Labour Market Information is, why it is important and how it can influence career planning
- Be able to **access** LMI online and find reliable sources to find up to date LMI
- Be able to **apply** LMI to make informed decisions about your future careers and education choices

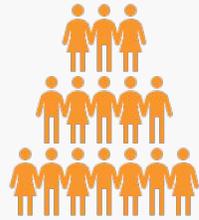
What is LMI?

- Labour Market Information is just facts and figures about jobs and employment, that tell us about the world of work.

Fact and figures such as....



What do people do in this job/industry?



How many people work in this job/industry?



What qualifications do I need for this job/industry?



How much do people get paid to do this job?



What skills and qualities do I need for this job?



What are the typical working hours for this job/industry?



What percentage of men and women work in this job/industry?



Where can this job/industry take me in the future?



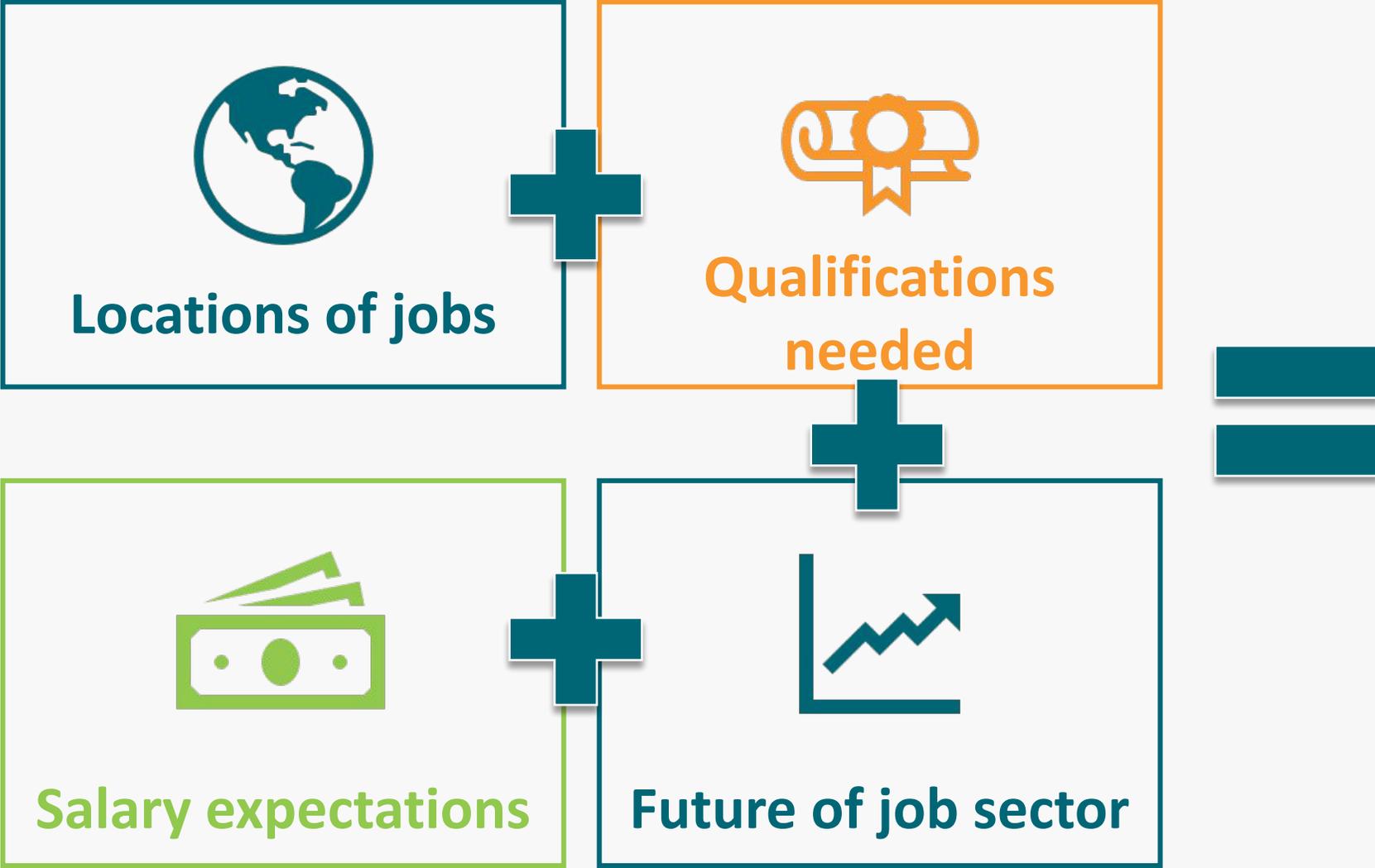
Where are these jobs located around the country?



How many of these jobs will there be in the future?



What might you want to know from LMI?



Informed decision!

Salary



A salary is the total amount you will be paid across a **year of work**, which will be **split over 12 months**.

It's not what you will receive monthly.

How much do you think the average salary in the UK is?

£37,430

Self Employment



Being self-employed means working for yourself, instead of being a salaried or hourly worker you're your own boss.

How many people in the UK are self-employed?

4.4 Million

Growth Sectors



Can you think of any other growth sectors?

- A growth sector is an area that sees higher than average growth because there is a demand for their products and services.
- **Advanced Manufacturing** is a big growth sector, lots of people invest to create new technology, which means more jobs!



Are the answers what you
expected?

- Will this information influence **your** career choice?
- What if you're really **passionate** about a career path that's **not** in a growth sector (*or even in a declining sector...?*)

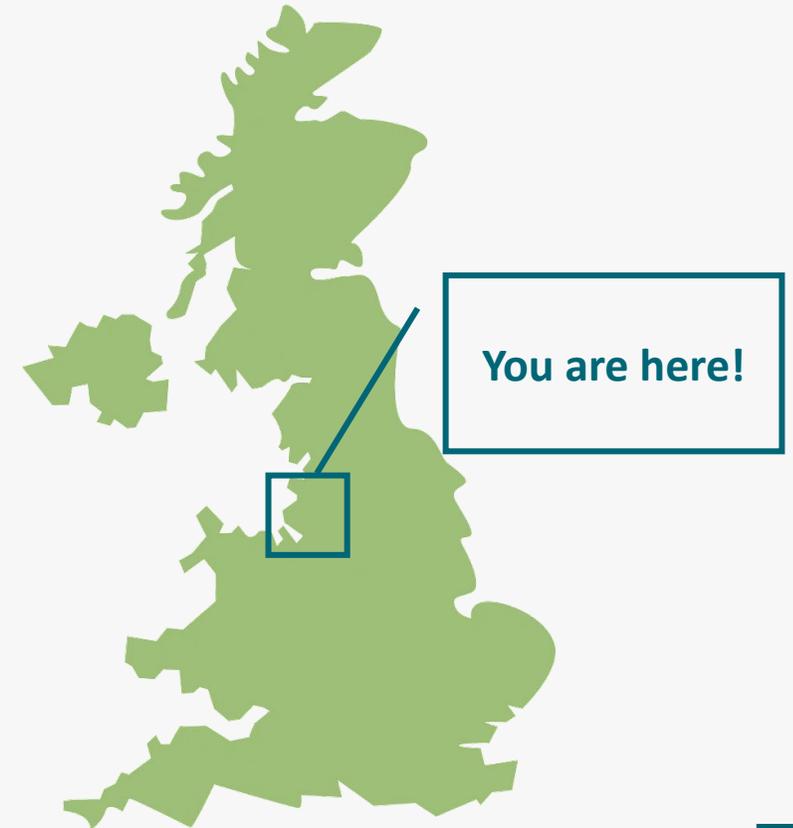
Liverpool City Region LMI

Labour Market Information that focuses on our region.

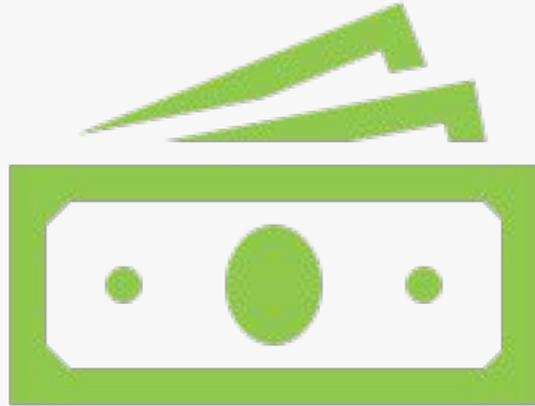


Liverpool City Region LMI

- Labour Market Information can be **specific to the area you live in.**
- Salaries can be different depending on where you live and work.
- Growth sectors can also change depending on where in the UK you live, as each city has different things going on, and different goals!



National vs Local LMI



The average UK salary is
£37,430

The average LCR salary is
£34,515



4.4 Million people across the
UK are self-employed.

77,900 people across
Merseyside are
self-employed.

Growth Sectors: Liverpool City Region

As part of **LCR's** strategy, some sectors are receiving **lots of investment** - if not already growth sectors then **they will be soon!**

...looking for **skilled employees** over the **next 5 – 10 years....**

Wind Turbines
Car Batteries
Solar Panels

Manufacturing

Construction and Built Environment

Digital, Creative & Technology

Green Energy & Low Carbon/Environment

Professional Services

Tourism
Business Tourism
Hospitality
Transport

Logistics

Health and Life Sciences

Visitor Economy

Innovation & Knowledge Hubs

Online Marketing
Social Media
Web Design
Game Design
A.I

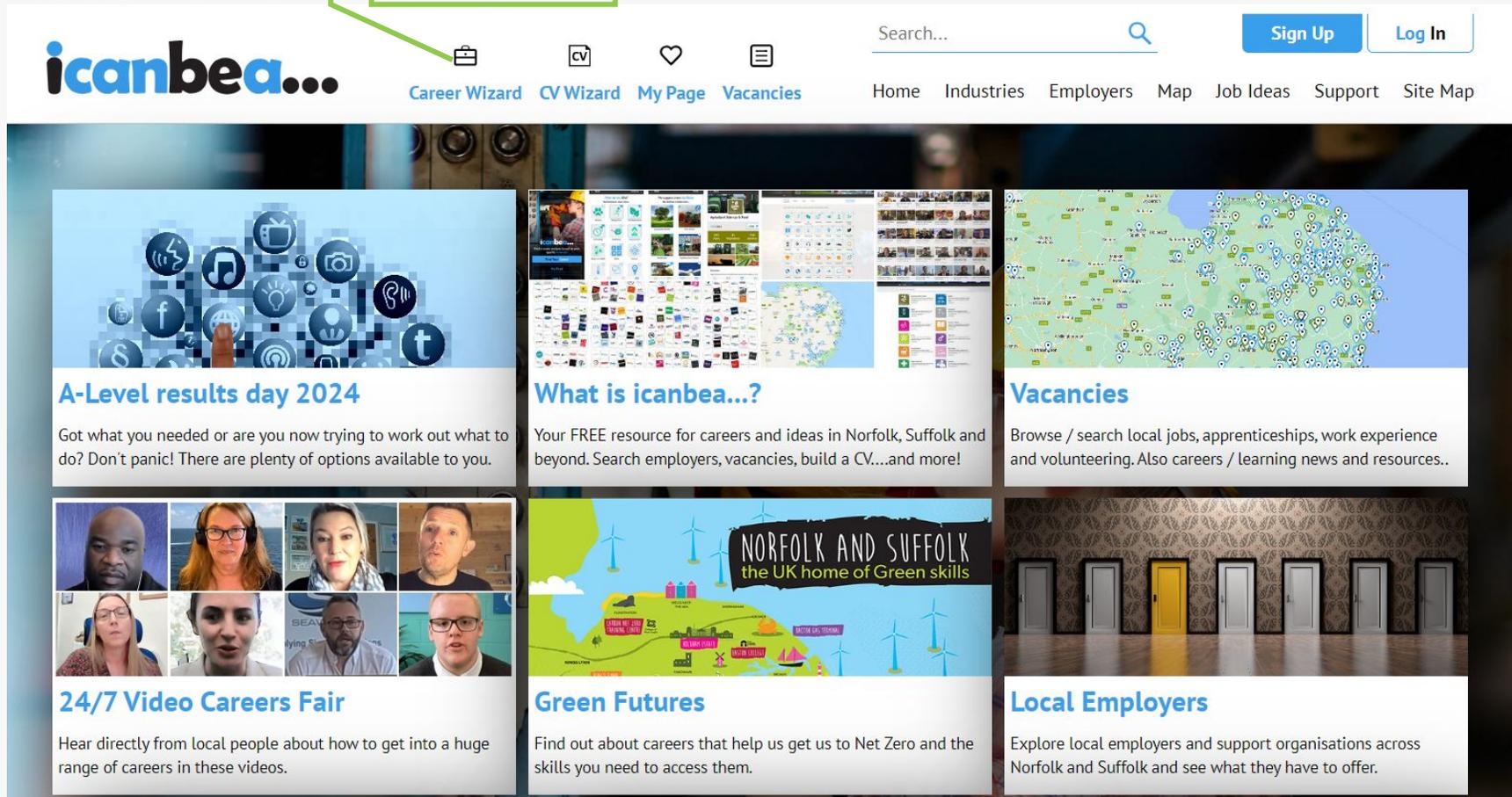
Links and support:

shaping-futures.org.uk/lmi

The screenshot shows the 'LMI Resources' section of the Shaping Futures website. At the top, there is a navigation menu with links for 'Students', 'Teachers & Advisors', 'Parents & Carers', 'Resources', 'Impact', and 'Who We Are'. The main heading is 'LMI Resources'. Below this, there are two featured resource cards: 'Careers Action Plan Workbook' and 'Liverpool City Region LMI'. The 'Careers Action Plan Workbook' card includes a description: 'Our Careers Action Plan Workbook gives you the tools to begin planning your future career and the steps to get there.' and a 'See more' button. The 'Liverpool City Region LMI' card includes a description: 'Nomis uses information from the Office for National Statistics to provide official labour market information at a national, regional and city level.' and a 'See more' button. Below these are five logos for external resources: 'prospects', 'icanbea...', 'icould', 'UCAS Careers Advice', and 'careerpilot'. Each logo has a corresponding 'See more' button. At the bottom of the page, the heading 'Careers Resources' is visible. A small accessibility icon is located on the right side of the page.

Deciding your next steps? Try: icanbea...

Click here!



The screenshot shows the icanbea... website homepage. At the top left is the icanbea... logo. To its right are navigation icons for Career Wizard, CV Wizard, My Page, and Vacancies. Further right is a search bar, and buttons for Sign Up and Log In. Below the navigation is a main content area with six featured sections:

- A-Level results day 2024**: Got what you needed or are you now trying to work out what to do? Don't panic! There are plenty of options available to you.
- What is icanbea...?**: Your FREE resource for careers and ideas in Norfolk, Suffolk and beyond. Search employers, vacancies, build a CV...and more!
- Vacancies**: Browse / search local jobs, apprenticeships, work experience and volunteering. Also careers / learning news and resources..
- 24/7 Video Careers Fair**: Hear directly from local people about how to get into a huge range of careers in these videos.
- Green Futures**: Find out about careers that help us get us to Net Zero and the skills you need to access them.
- Local Employers**: Explore local employers and support organisations across Norfolk and Suffolk and see what they have to offer.

Another great site to explore career ideas using LMI is:
www.ucas.com/careers/careers-quiz



Click onto the **Take Quiz** section or **Browse Careers** to see which job areas might suit you, then start exploring the LMI



Take our new career quiz

Find your ideal job matched to your personality and a list of courses previous students studied in order to get there.

Sign in or register to take the full quiz and get more personalised results.

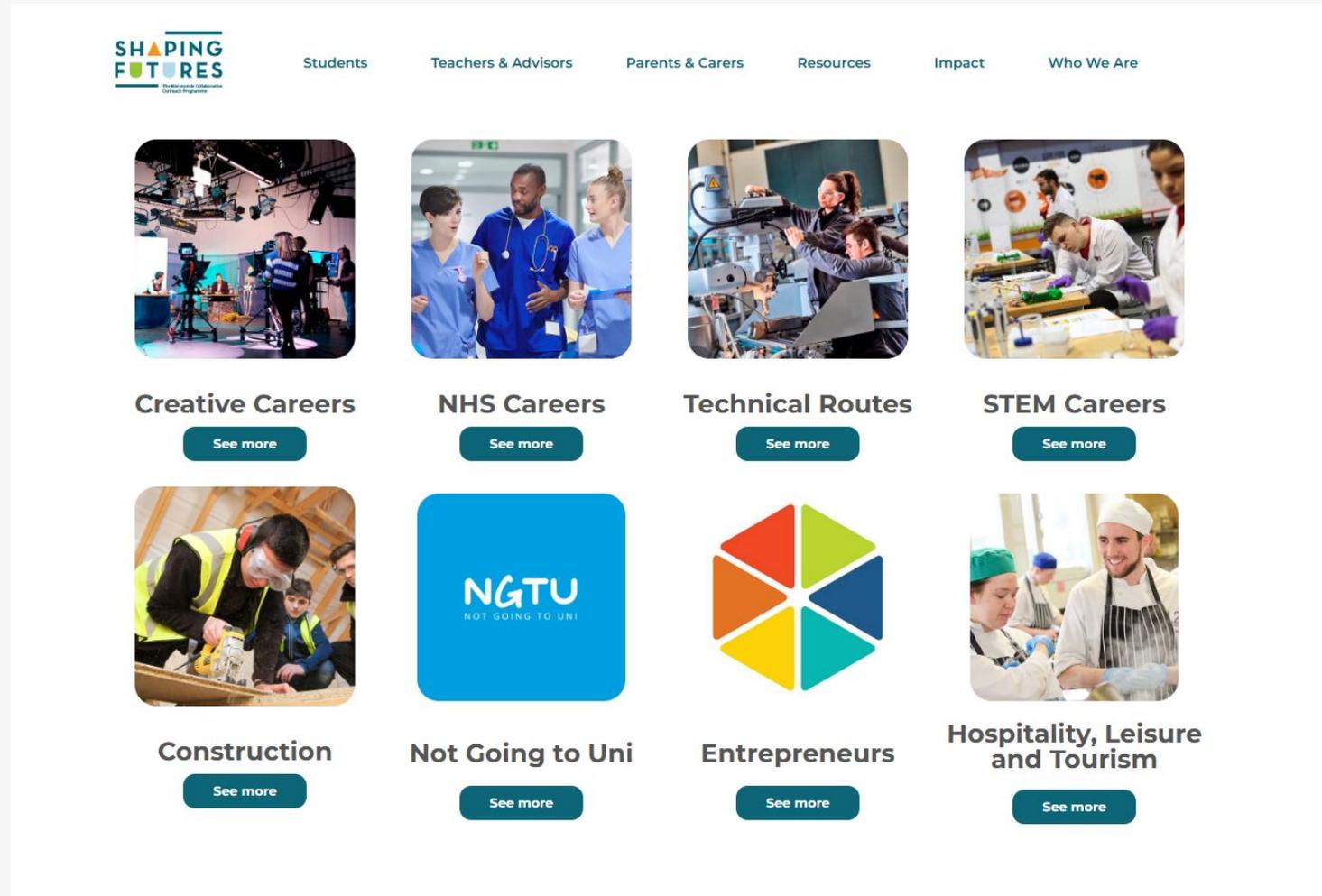
Take quiz

or if you are just looking...

Browse careers



Where can I find LMI: shaping-futures.org.uk/lmi



The screenshot displays the Shaping Futures website's LMI (Work-based Learning) section. At the top left is the Shaping Futures logo, which includes the text 'The Merseyside Collaborative Outreach Programme'. A navigation menu at the top lists: Students, Teachers & Advisors, Parents & Carers, Resources, Impact, and Who We Are. The main content area features eight categories, each with a representative image, a title, and a 'See more' button:

- Creative Careers**: Image of a film set with cameras and crew.
- NHS Careers**: Image of three healthcare professionals in blue scrubs.
- Technical Routes**: Image of students working with technical equipment in a workshop.
- STEM Careers**: Image of students in a laboratory setting.
- Construction**: Image of a construction worker in a high-visibility vest working on a wooden structure.
- Not Going to Uni**: A blue square logo with the text 'NGTU NOT GOING TO UNI'.
- Entrepreneurs**: A colorful hexagonal logo composed of six triangles.
- Hospitality, Leisure and Tourism**: Image of a chef and a server in a kitchen.

Your next steps

Now you know what LMI is and where to find it, how can you use it to plan your future?



Action planning!

1

Use LMI



Do career quizzes, use LMI websites and explore the world of work.
Gather all info!

2

Research



Discover what you're interested in, and where the opportunities are.
Can you find any **work experience**?

3

Explore pathways



What courses and qualifications do you need? Level 3, Level 4? Where do they offer these courses?

4

Careers Advisor



Book in a meeting with your school's careers advisor for a one to one – they're the experts!

What specific LMI would you want to find out relating to a career you are interested in?

What is the average salary?

What qualifications are required?

Are there a lot of vacancies in my local area?

Will there be lots of jobs in the future?

Visit our website:
shaping-futures.org.uk

@ShapingFutures_



By the end of this session, you should:

- **Understand** what Labour Market Information is
- Be able to **access** LMI online
- Be able to **use** LMI to help you in your own career path

Where can I find LMI:

Government Websites

- www.lmiforall.org.uk
- National Careers Service
- lcrbemore.co.uk

Organisations and Employers

- UCAS
- www.skillsforhealth.org.uk
- www.citb.co.uk

Online Platforms & Job Vacancy Sites

- www.uk.indeed.com
- www.totaljobs.com



A great site to explore career ideas using LMI is: icanbea.org.uk

The screenshot shows the icanbea.org.uk website. At the top left is the logo 'icanbea...'. To its right are navigation icons for 'Career Wizard', 'CV Wizard', 'My Page', and 'Vacancies'. Further right is a search bar with a magnifying glass icon and buttons for 'Sign Up' and 'Log In'. Below these are links for 'Home', 'Industries', 'Employers', 'Map', 'Job Ideas', 'Support', and 'Site Map'. The main content area features several tiles: 'GCSE results day' with a hallway of doors, 'A-Level results day' with social media icons, 'Vacancies' with a map of the UK, and '24/7 Video Careers Fair' with a grid of video thumbnails. A 'Paramedic' tile is also visible, featuring an ambulance image and a 'Learn More >' link.

A great site to explore career ideas using LMI is: icanbea.org.uk



The screenshot shows the homepage of icanbea.org.uk. The header includes the site logo, navigation links for 'Career Wizard', 'CV Wizard', 'My Page', and 'Vacancies', a search bar, and buttons for 'Sign Up' and 'Log In'. A main banner image features a yellow ambulance with 'Emergency Ambulance' written on its side. Below the banner, the job title 'Paramedic' is displayed. To the right of the title, it shows '3194 Likes' and a 'Like' button with a heart icon. Below the job title, it indicates '2 Organisations' and a 'View Organisations' link. A breadcrumb trail at the bottom of the job listing area reads 'Home > Explore > Job Ideas > Paramedic'. At the bottom of the page, there are two smaller images: one showing a person in a blue uniform and another showing a yellow helicopter.

Another great site to explore career ideas using LMI is:
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