

# LMI Overview

## What is LMI?

*“The labour market involves the dynamic interaction of ‘supply’(individuals looking for work) and ‘demand’ (employers seeking to recruit individuals as employees to help them deliver goods and/or services they produce)”*

Using and Sharing Career Related Labour Market Information, UKCES

In other words:

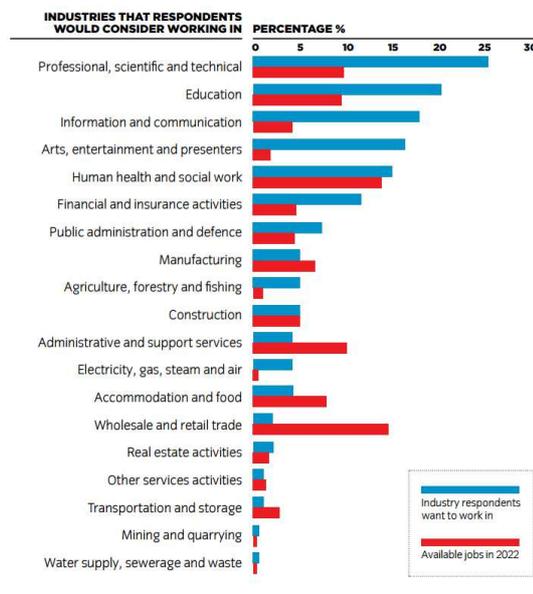
*Information about the world of work and how it is changing*

## Why is LMI important?

- 5 year study (carried out by Warwick Institute for Employment Research) highlighted the value placed on LMI by clients
- Hard to imagine CEIAG being effective if it does not lead to an increased understanding of the world of work
- In a complex and changing labour market, young people (and often those advising them) increasingly struggle to gain a realistic picture of the world of work

## Great Expectations

- City & Guilds report into teenagers’ career aspirations v reality of the jobs market
- Young people opting for jobs with limited employment options
- Have unrealistic salary expectations and misunderstand entry routes
- Report calls for better job market and destinations information



## Information and intelligence

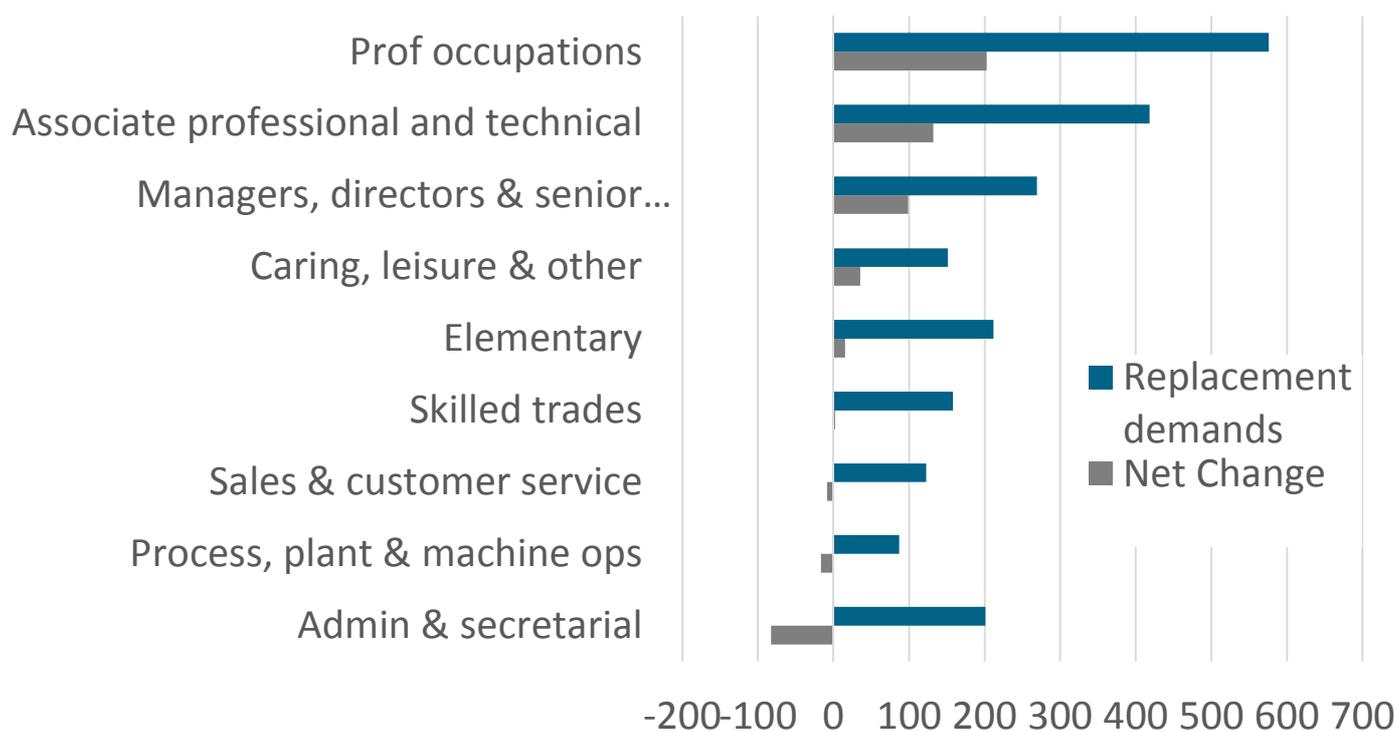
*“to be useful in guidance, it has to be turned into labour market intelligence through interpretation and analysis ... career-related LMI helps individuals consider routes into, and ways around and through, the world of work both now and in the future.”*

Using and Sharing Career Related Labour Market Information, UKCES

If you are struggling to turn information into intelligence you are not alone:

*“It is easy for advisers to feel overwhelmed by the sheer volume of information particularly when it is often presented in forms that they are unfamiliar with and find difficult to interpret and understand”*

### Example 1 Change in employment demand



## Example 2 – Apprenticeship supply & demand (from CLC Building Futures Apprenticeship Toolkit)

Framework	Average Vacancies (London)	Applicants per Vacancy (London)	National Under 25 Starters
Hairdressing	200	3	93%
Hospitality & Catering	110	7	54%
Children's Workforce	318	11	73%
Customer Service	99	12	51%
Health & Social Care	52	9	33%
Business & Administration	407	15	81%
IT, Software, Web & Telecoms	149	23	87%
Vehicle Maintenance	29	31	95%
Creative & Digital Media	8	29	98%
Building	7	50	90%

## Example 3 – quick search on [www.findapprenticeship.service.gov.uk](http://www.findapprenticeship.service.gov.uk) on 14-11-2016

- 96 adverts for hairdressing apprenticeships within 5 miles of Oval tube station, most:
  - are intermediate (Level 2)
  - ask for an interest in hairdressing and good customer service skills
  - do not ask for any formal qualifications
  - pay near the minimum rate (£3.40 per hour)
- 59 adverts for ICT, most:
  - are advanced (Level 3) or higher
  - ask for at least 5 GCSE grades C+ including maths & English and good communication skills
  - pay £150 to £300 per week

## Asking the right questions

- What are the big questions that students need answers to?
  - Is it worth doing a degree in ... at ... ?
  - Is an apprenticeship a realistic alternative to HE?
  - What skills and qualifications do you need to get a job in ...?

What information do you and students need to answer questions and help make good career decisions