

Putting employers at the heart of
inspiring, informing
and communication with
the next generation in
Cheshire and Warrington



Introduction to
Labour Market
Information

Introduction to Labour Market Information (LMI)

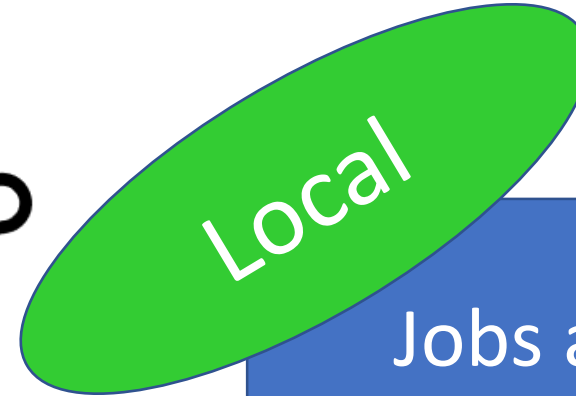
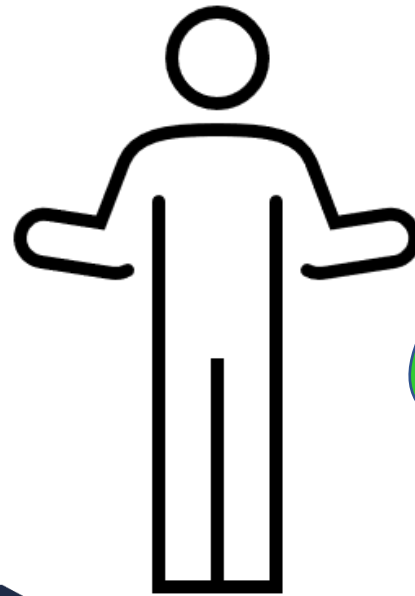


Objectives of this presentation

- To know what Labour Market Information (LMI) is
- To know how to find LMI
- To understand how to use LMI



What is LMI?



Jobs and careers available



Study routes



And in the future

Cheshire and Warrington LMI






Source: National Careers Service and Office for National Statistics August 2020

Where do people work right now?

Most jobs

-  Wholesale & Retail - 85,000 (17.3%)
-  Science & Technology - 65,000 (13.3%)
-  Health & Social Care - 52,000 (10.6%)
-  Administration - 46,000 (9.4%)
-  Manufacturing - 41,000 (8.4%)

Fewest jobs

-  Arts & Entertainment - 12,000 (2.4%)
-  Real Estate - 7,000 (1.4%)
-  Water, Sewerage & Waste - 4,000 (0.8%)
-  Electricity, Gas & Air - 1,750 (0.4%)
-  Mining & Quarrying - 600 (0.1%)

Growth Sectors

-  Transport
-  Energy
-  Health and Social Care
-  Science and Innovation
-  I.T and Cyber Security

There are many other sectors that will grow in your region

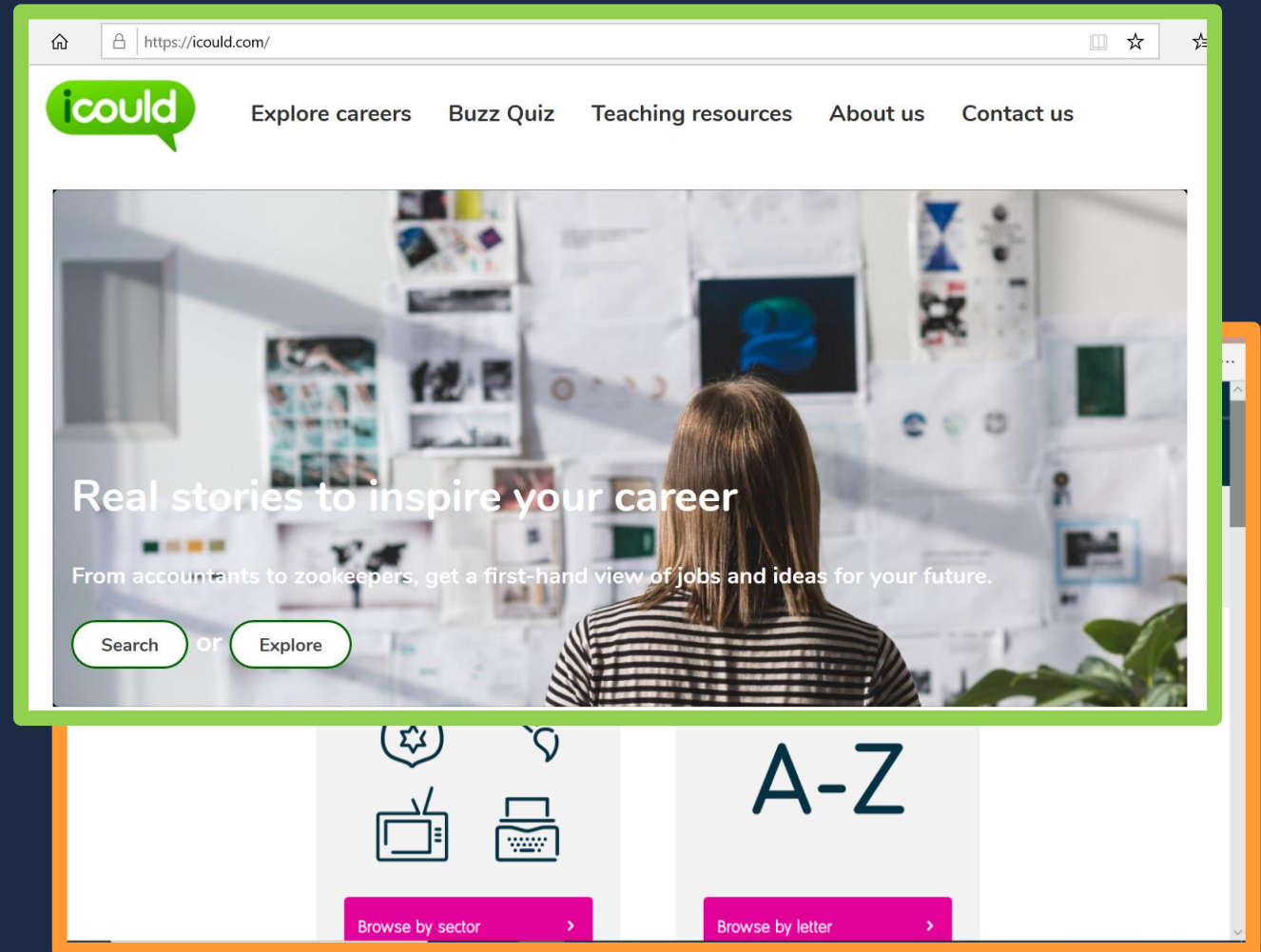
What are some of the region's big name employers?



What types of LMI are there?

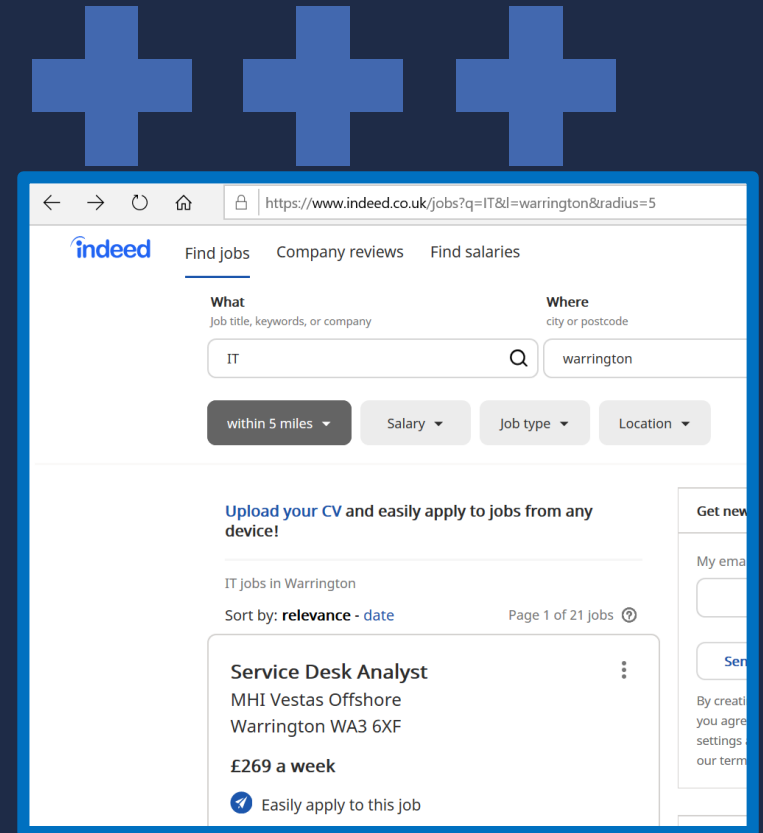


- College and university guides
- Facts and figures in leaflets and on the internet
- Video job profiles
- Job adverts
- People



How can I find out about local LMI?

- Attend events, such as careers fairs
- Visit college and university 'Open Days'
- Employer visits in school/college
- Use job search websites to find out what vacancies there are in your area



Example: photography



The image shows two overlapping browser screenshots. The background screenshot is from 'Graduate Prospects Ltd [GB]' at the URL 'https://www.prospects.ac.uk/job-profiles/photographer'. It displays a 'Job profile' for 'Photography' with a pink button that says 'View all vacancies'. The foreground screenshot is from 'indeed' at the URL 'https://www.indeed.co.uk/jobs?q=Photography&l=Crewe%2C+Cheshire'. It shows a search interface with 'Photography' in the 'What' field and 'Crewe, Cheshire' in the 'Where' field. A 'Find jobs' button is visible. Below the search bar, there are filters for 'within 25 miles', 'Salary', and 'Job type'. The search results show a job listing for 'Property Photographer- creative role with innovative start-u...' at 'Reevo 360 Warrington' with a salary of '£20 - £25 an hour'. The listing includes icons for 'Easily apply to this job' and 'Urgently needed', and a requirement for 'Property photography: 1 year (Required)'. On the right side of the Indeed page, there is a section for 'Get new jobs for this search by email' with an email input field and a 'Send me new jobs' button. Below that is a 'My recent searches' section with 'Photography' listed.

10 essential terms



1. Curriculum Vitae (CV)
2. Employment (including self-employed and unemployed)
3. Labour market
4. Occupation
5. Recruitment
6. Salary (gross and net)
7. Sector
8. STEM
9. Trends
10. Work



Gross salary

What you earn before tax , National Insurance and pension contributions have been removed.

Net salary

What you actually 'take home' after deductions

Jobs of the future?



- Unpredictable
- Will involve increased use of automation and AI

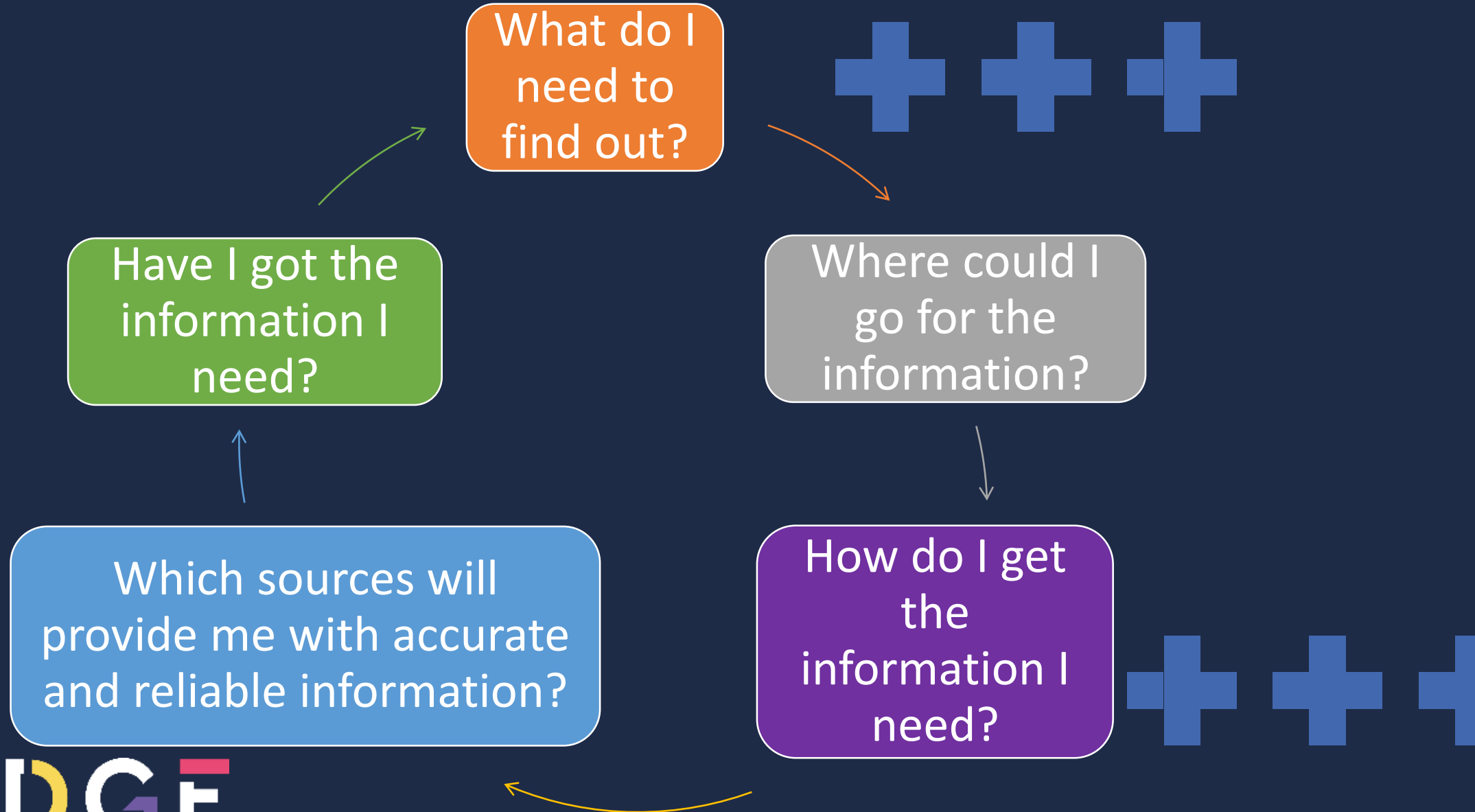
So, be

- Curious
- Resilient
- Flexible
- Optimistic

Automation can lead to employment growth in some industries, however, employees will need good digital skills.



What should I do next?



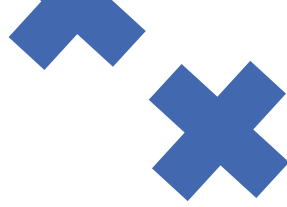
What should I do next?



- Use the internet to research different jobs and careers in areas that interest you
- Talk to friends and family about their work
- Look for the businesses on your doorstep and research them
- Ask to speak to a careers adviser
- Start to create your CV



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