North East Ambition

Labour Market Information

The What, the Why and the How

Working Together.

Session Overview

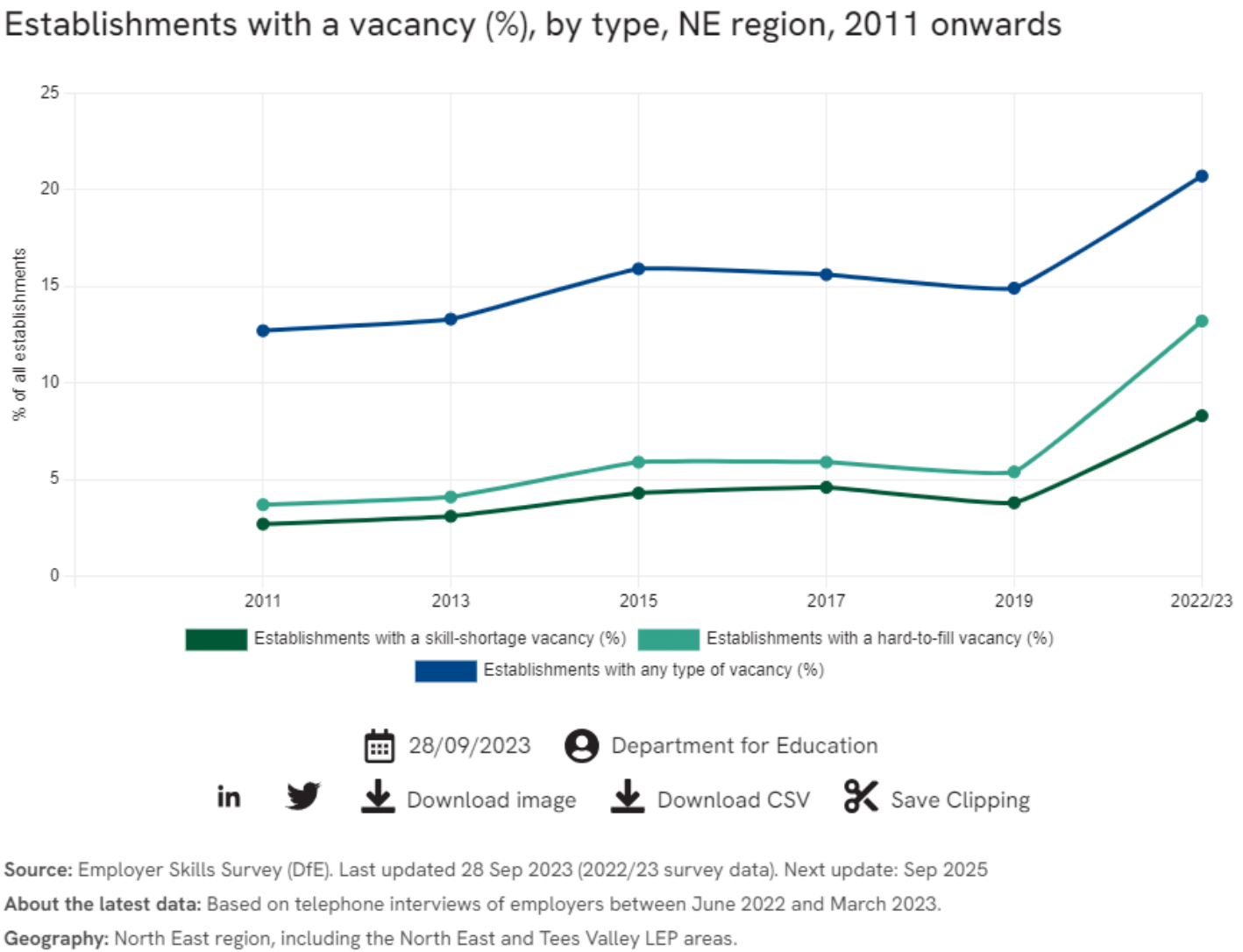
- Background
- The Future of Work
- Job Awareness
- Labour Market Information (LMI) in school
- Putting it into Practice

Background

Our Ambition:

Every young person in the North East should be able to identify routes into a successful working life

The number of jobs is in the North East is increasing



Source: Employer Skills Survey (DfE). Last updated 28 Sep 2023 (2022/23 survey data). Next update: Sep 2025

About the latest data: Based on telephone interviews of employers between June 2022 and March 2023.

Geography: North East region, including the North East and Tees Valley LEP areas.

Please note – check Education, inclusion and skills - North East Evidence Hub (northeast-ca.gov.uk) for up to date information.

What is LMI?

- Data about the workplace
- Statistics about the workplace
- Research into the workplace
- Also about pathways and progression

Why does it matter?

- Access to up-to-date career and labour market information is **important for social mobility**
- Information about pay, how many available jobs and previous pupils in the school who have had ‘successful transitions’ **helps to connect pupils to a different future**
- Giving information, different routes and employers allows pupils to make more informed choices and transitions:

“If you can see it, you can be it.”

What do the Benchmarks say about LMI?

Throughout their time in school every pupil has had multiple opportunities to explore a range of different careers and job roles including the routes into them. This may include the use of careers websites and other online resources.

Throughout their time in school (by the end of Y6 or by the end of Y4 in a first school) all pupils have explored basic labour market information to expand their awareness of future opportunities and possibilities.

Labour Market Information is used to tackle stereotypical thinking, raise aspirations and broaden horizons, ensuring each pupil understands the full range of options open to them.

Parents/carers are encouraged to explore accurate and up to date labour market information related to different careers and job roles, and the routes into them, with their children.

The Future of Work

A minute to discuss...

What are the key sectors in the North East?

A sector is an area of the economy where businesses share the same or related activities, products or services, for example the Digital sector

North East Combined Authority



Tourism

Conservator, events manager, museum attendant, resort representative





Advanced Manufacturing

Production worker/manager, engineer, toolmaker, welder, fabricator



Digital

Software engineer, data scientist, robotics engineer, cybersecurity officer



Energy

Heat pump engineer, drone pilot, wind turbine technician, pipe fitter



Health and Life Sciences

Clinical psychologist, dietitian, art therapist, medical physicist, geneticist



Construction

Architect, bricklayer, civil engineer, quantity surveyor, roofer, town planner



Creative and Cultural

Animator, choreographer, journalist, musician, photographer, TV producer,



Transport and Logistics

Air traffic controller, HGV driver, railway signaller, transport planner



Professional Services

Accountant, advertising executive, human resources manager, consultant

Key sectors in action



Careers in electrification 4.24



NHS Apprenticeships 2.17



Careers in health and life sciences - Sterling Pharma Solutions 3.07



Opportunities in North East offshore wind 2.56

Why not pick a job and find out about it using the National Careers Service website

[Explore careers]

Key Trends

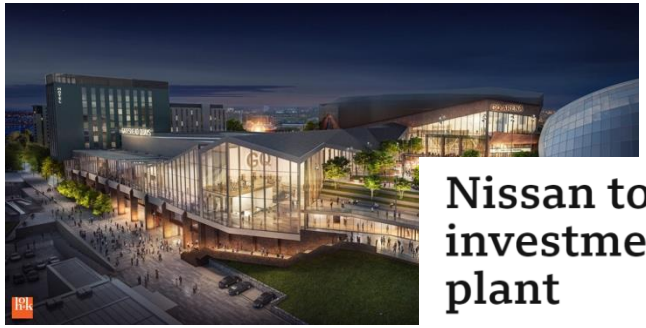
- Changing demographics
- Greater emphasis on work-life balance
- Changing work environments and business ecosystems
- Increasing insecurity of employment and income
- Technological change
- Impact of globalisation
- Environmental considerations

North East: where we're heading (medium-term)

- A number of significant investments across the region that are expected to create strong pipeline of jobs over the next 5-10 years, including:
  - Investment zones - Blyth, NETPark, IAMP
  - Space and defence - development and supply of software and materials
  - Film and TV – Crownworks and BBC
  - Gateshead Quays Conference Centre
  - Offshore wind along the coasts and through the ports
  - Northumberland data centre
  - Visitor economy anticipated to double in value



Multi-million pound data centre could transform Tyneside into a global digital hub



Nissan to lead £2bn investment in UK electric car plant

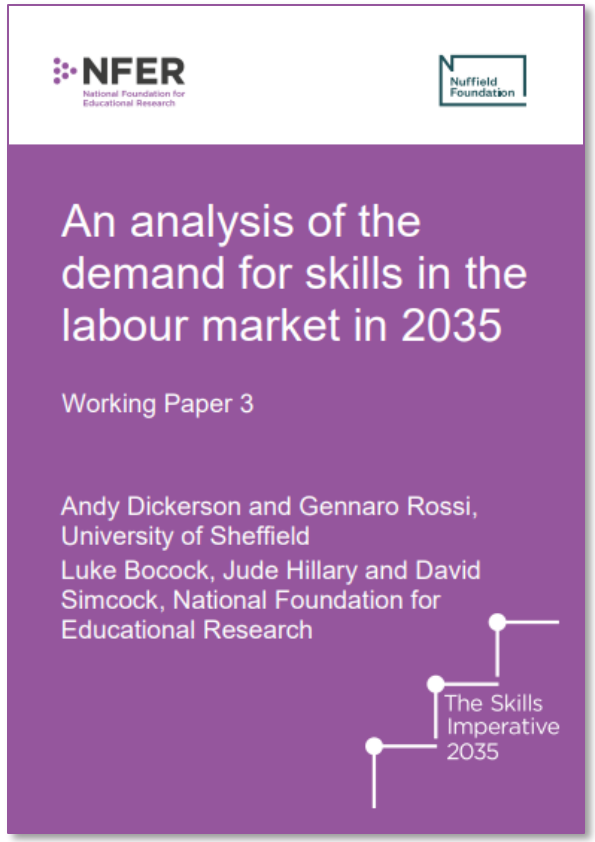
North East: where we're heading (longer-term)

- A future trends analysis identified 17 markets where the North East is well positioned to capture significant growth over the next 10-15 years. This included E.V. manufacture, offshore wind, biopharmaceuticals and immersive technologies
- The North East region has a projected net employment requirement of about half a million jobs in the 15 years to 2035 – mainly reflecting replacement demand
- **Replacement jobs not like-for-like: over half of the employment requirement will be in roles requiring a qualification at degree level or higher**
- Around a third of the requirement will be in health, education and public administration
- Significant requirements around high skilled private services, while an ageing manufacturing workforce faces short-medium term challenges

Are these the top 6 skills needed in 2035?

Using our projections of the top skills that will be used in employment in 2035, together with the findings of the earlier literature review for *The Skills Imperative 2035*, we identify six **Essential Employment Skills** – the most important skills for employment in 2035. These are:

- Collaboration
- Communication
- Creative thinking
- Information literacy
- Organising, planning and prioritising
- Problem solving and decision making





A minute to discuss...

How can we highlight those six skills through our careers programme?

Job Awareness

What jobs are pupils aware of?

Aware

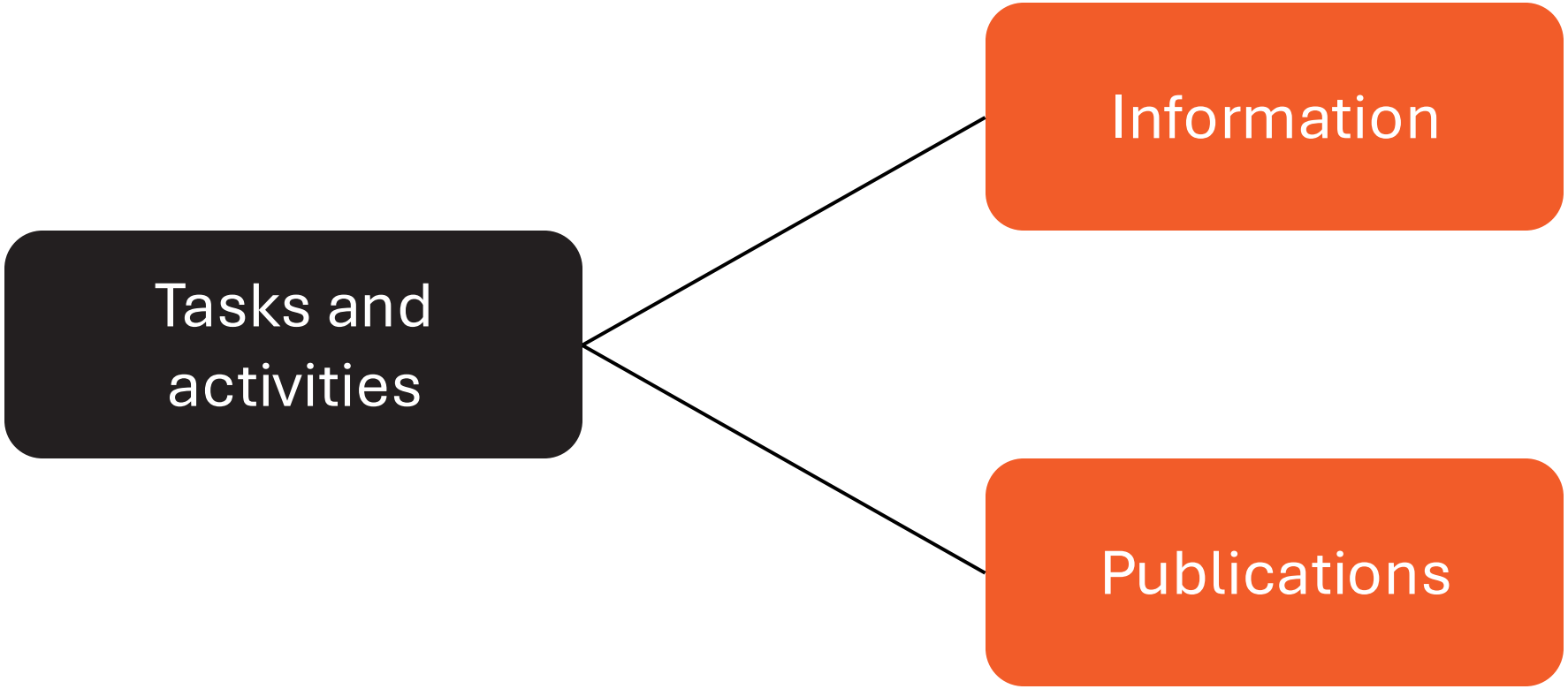
- Jobs of family and friends
- Jobs that are visible in their daily lives: shop assistant, bus driver
- People who help us: police officer, firefighter, paramedic
- Doctors and dentists
- Jobs in the media: sports, gamer, youtuber
- Jobs in school
- Jobs they have seen on trips

Less Aware

- Breadth of hidden jobs within certain sectors e.g. healthcare
- Jobs that surround their ‘fantasy’ job e.g. football
- More professional roles e.g. lawyers, accountants, civil servants
- Support roles e.g. customer service assistant
- Office based jobs e.g. comms, marketing, data analysis

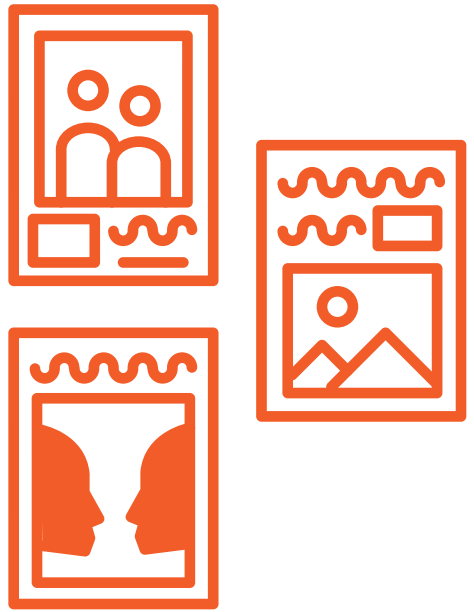
LMI in School

How can you build LMI into lessons or extra-curricular activities?



Information

- Posters
- Displays
- School website
- Social media
- Slideshows around school/TV screens
- Banner stands
- Careers area (in class or whole school)



Publications

- School planner
- Careers books for the library e.g. ‘Bonkers Book of Jobs’ / ‘Careers using maths’
- School options booklets around transition
- Marketing leaflets
- Secondary school/college prospectus and other destinations
- Employer database
- Local press



Tasks and Activities

- Careers fairs
- Assemblies/registration time tasks
- Teacher CPD
- PSHE Lessons
- Suspended timetable days
- Employer and employee encounters (including preparation and debrief)



Putting it into Practice

Intent

- Scope out where you need LMI in your long-term career programme
- Ensure staff understand LMI, how to access current information and the school's career programme
- Check that you are making good use of resources and the networks you're involved in
- Review your website and resources to ensure you cover different pathways into work and engage the interests of pupils and parents



Implementation

- Start early so that children (and their parents) have lots of opportunities to explore today's workplaces
- Ensure school events and parents' evenings explain and promote pathways in an impartial way
- Train older pupils to support younger children to make use of key careers information resources in your school
- Make use of a wide range of media to encourage pupils in their career exploration including social media, posters, websites and physical resources
- Develop a careers assembly plan that identifies careers information topics appropriately for each Key Stage.



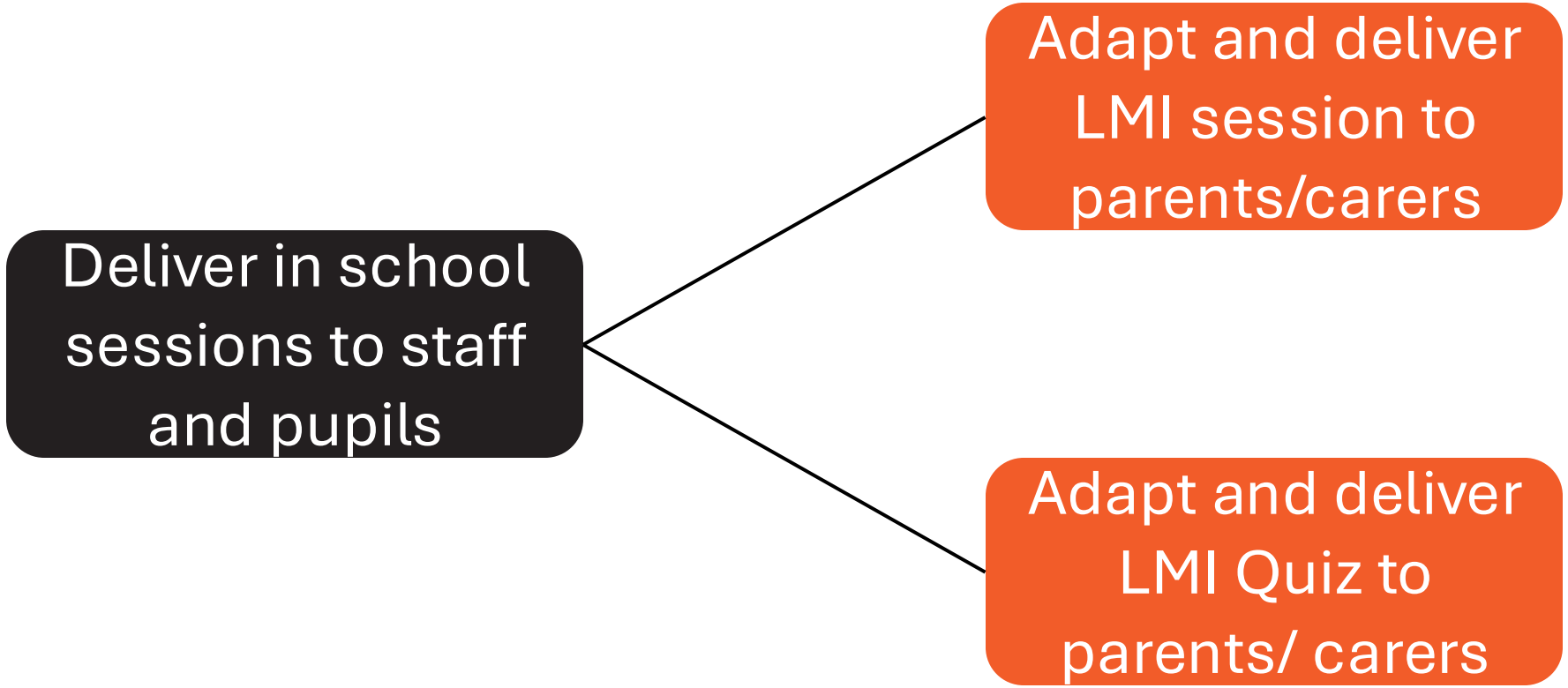
Impact

- Plan regular monitoring of the programme to evaluate coverage of key sectors and LMI
- Evaluate the programme alongside pupil voice/aspiration data to ensure that it meets the needs of your pupils and opens their eyes to the jobs they aren't aware of
- Include all stakeholders in that evaluation – parents, governors, teachers as well as pupils



LMI at Home

Encouraging the conversation to continue



North East Ambition

Any Questions?

Working Together.