

LANCASHIRE
ENTERPRISE
ADVISER NETWORK

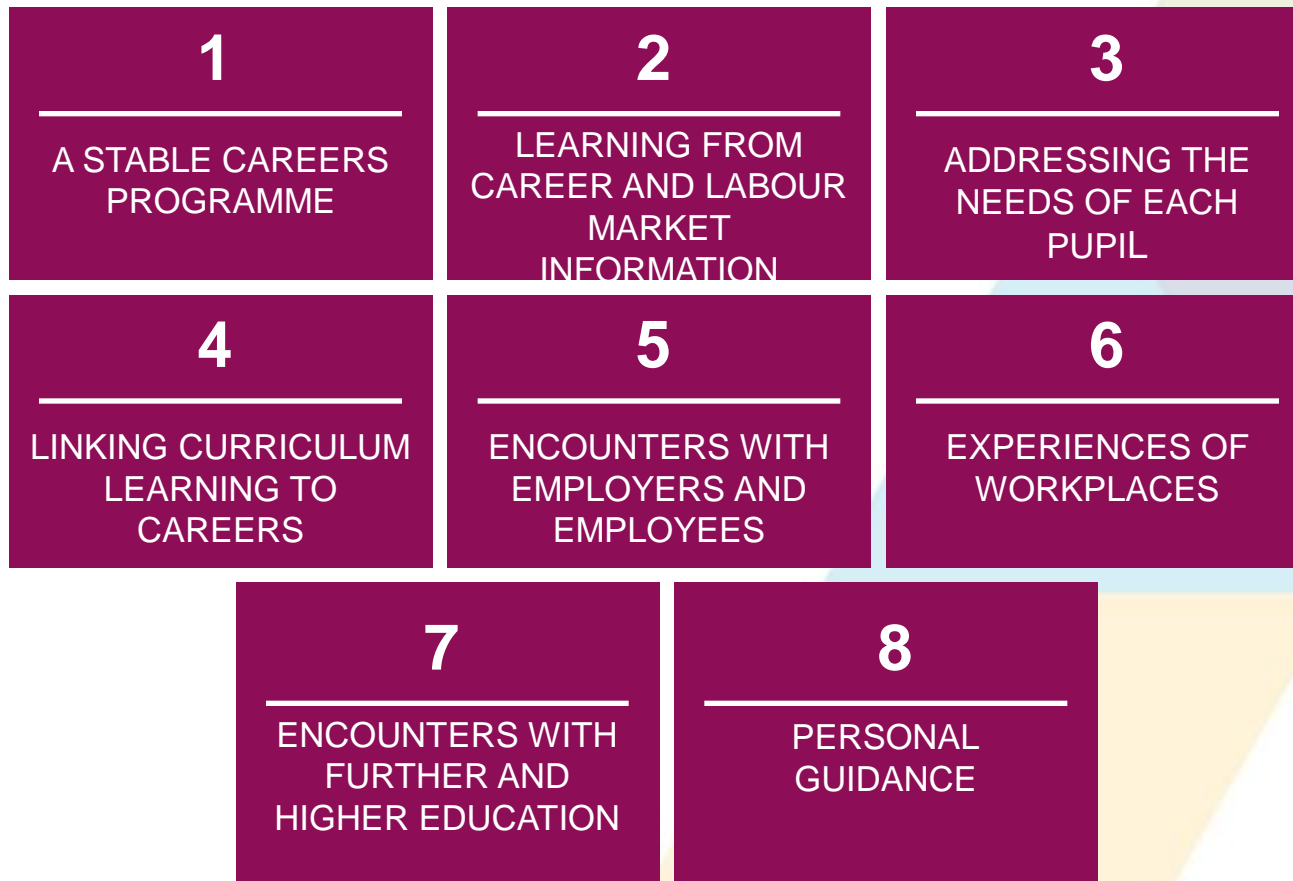
Introduction to Labour Market Information.

- Initial pilot in February 2016 - co-funded by LEP/LCC and CEC
- Followed by a phased roll out across Lancashire, including the Blackpool Opportunity Area
- Now involves 134 secondary schools, including PRUs and special schools, and colleges and 134 awesome Enterprise Advisers!



The 8 Benchmarks

Meaningful encounters



Each and every student

What is LMI?

- LMI means the following:
- Labour Market Information
&
- Labour Market Intelligence

What is LMI?

- Labour market information tells you about the workplace or labour market. Labour market information describes the condition of the labour market, past and present, as well as future projections.
- It makes clear where work opportunities are increasing or decreasing, what occupations exist, what you need to study to become a professional in that occupation, what is required to take up an occupation, how one can find a job, change job or progress in a career.
- Labour market intelligence refers to labour market information that has been analysed and interpreted before presenting it to the public. Essentially most careers information is labour market intelligence.

Why is LMI Important?

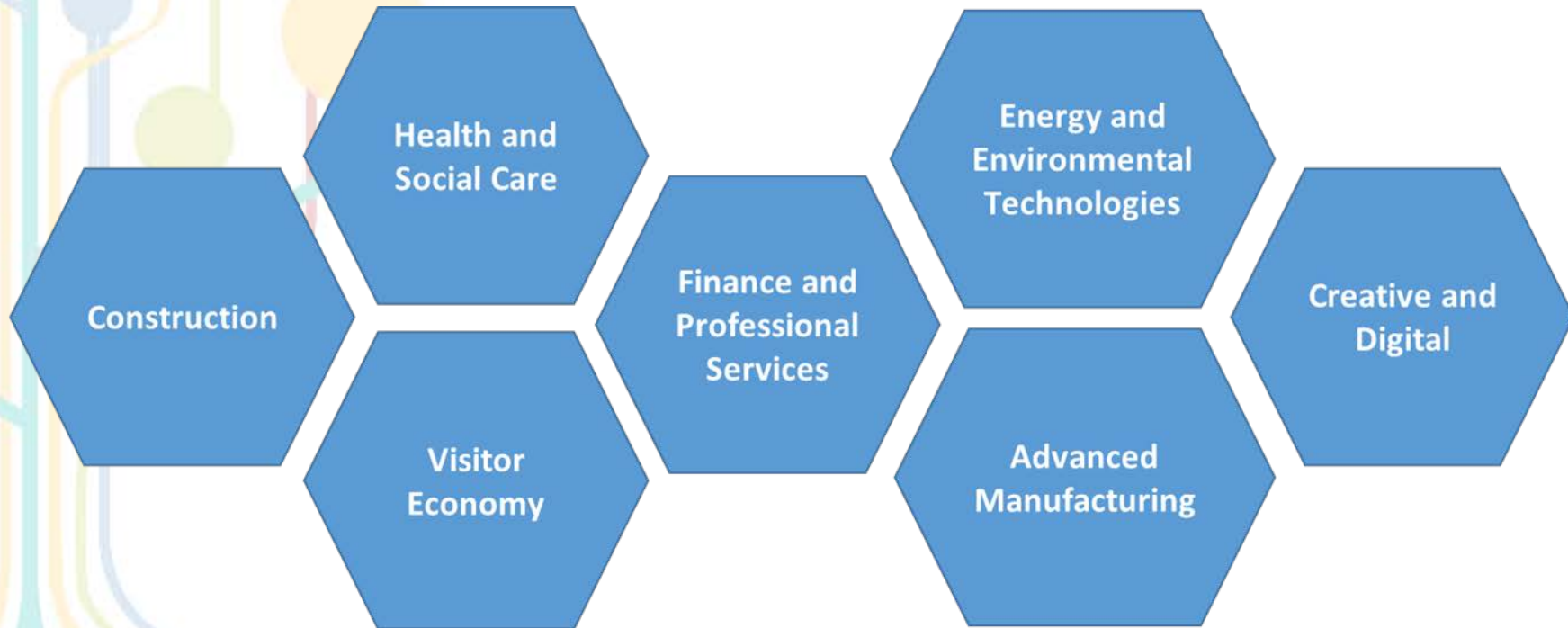
For LMI to be of value to young people it needs to focus on:

- The demand for labour
- Progression routes
- Geographical availability
- Trends
- Transferability of skills & qualifications
- Recruitment & selection methods

The Business Base in Lancashire

- There are 52,100 different businesses in Lancashire,
- providing a range of employers:
 - Private Businesses
 - The Public Sector
 - Charities and Voluntary Organisations
- Of which 12,800 are businesses in in Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley.

Priority Sectors with growth potential and/or high replacement demand



Businesses in Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley

- 88% are micro businesses, employing fewer than 10 people.
- 10% are small businesses, employing between 10 and 49 people.
- 2% are medium-sized businesses, employing between 50 and 249 people.
- Fewer than 1% of employers in Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley are large and employ more than 250 people – around 40 employers.

Useful LMI Resources

<https://www.lancashireskillshub.co.uk/about-us/evidence-base/>

LMI We are Lancashire – The Place for Growth Video

<https://youtu.be/dhVsX2Kq7CO>

Marketing Lancashire Freddie Flintoff Lancashire Battle
Cry

<https://vimeo.com/292926694>

<https://nationalcareers.service.gov.uk/>

<https://www.nomisweb.co.uk/reports/lmp/gor/2013265922/report.aspx>