



# Careers

## Understanding LMI data in The Black Country



# LMI – PARENT AND STUDENT GUIDE

Black Country Skills Factory

Black Country Skills Factory

## Labour Market Information Black Country

Parent & student guide

### What is LMI?

Labour Market Information (LMI) is a useful tool to help research future jobs in the local area, understand the skills needed for certain roles and the demand for future employment. LMI helps to break down the complex world of work – ranging from descriptions of different careers, their entry routes, promotional prospects, salaries paid, skills and qualifications needed, etc. Crucially for young people, LMI also covers future demand – what kinds of jobs will be in demand after leaving school and what kinds of skills will be needed.



### Why is LMI important to Young People?

The world of working is changing rapidly. New technology and industry changes create some new jobs and also make others obsolete. Alongside the ongoing Covid-19 pandemic changing the way jobs are carried out and having a huge impact on the job market. It can be hard to keep up. It is important that young people are given the tools and information to aid their decisions about future careers and LMI is a key part of this.



### How can LMI help young people decide what to do next?

- Having up to date, high quality information can help students decide things about their future such as:
- Are there opportunities close to where I live in the sector I am interested in or will I need to relocate?
  - How competitive is the industry I am interested in?
  - Are there enough jobs and do I need to have a back-up plan?
  - Does the pay for the job I want align to what I would like to earn?
  - What is the best route for me to take to get to the job I would like?
  - Is the industry I would like to work in growing or shrinking?

We hope you find the information in this guide useful. For further information and detailed LMI please follow the below links:

[www.prospect.ac.uk](http://www.prospect.ac.uk)

A career website aimed at recent graduates.

[www.lmiforall.org.uk](http://www.lmiforall.org.uk)

A comprehensive portal which collates LMI.

[www.ikouldit.com](http://www.ikouldit.com)

A website aimed at young people, using personal stories to inform career choices and each video is linked to relevant LMI.

[www.nationalcareers.service.gov.uk/explore-careers](http://www.nationalcareers.service.gov.uk/explore-careers)

Shows a variety of career profiles, under each there is information about salaries, working hours and typical duties.

[www.gov.uk/government/publications/uk-labour-market-projections-2014-to-2024](http://www.gov.uk/government/publications/uk-labour-market-projections-2014-to-2024)

UK Labour market predictions.

[www.blackcountryskillsfactory.co.uk/school-resources/local-labour-market-intelligence](http://www.blackcountryskillsfactory.co.uk/school-resources/local-labour-market-intelligence)

The Very Local Labour Market Information comprises of 30 'Town Maps' covering the Black Country and 5 'Key Sector' Dashboards for each Local Authority Area (Dudley, Sandwell, Walsall and Wolverhampton).

## What is LMI?

## Why it is important?

## How can LMI help young people?

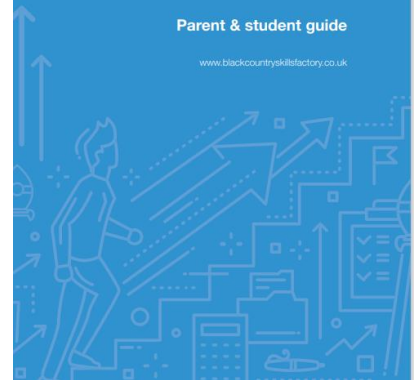
## LMI Links

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## Labour Market Information Black Country

Parent & student guide

[www.blackcountryskillsfactory.co.uk](http://www.blackcountryskillsfactory.co.uk)



## **The 5 key Sectors in The Black Country ( Construction, Retail, Business, Advanced Manufacturing and Public Health)** **Each page Includes**

- Top 10 companies within that sector
- Types of jobs available in that sector
- National and Global trends
- School subjects
- Average wages
- Hard skills

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## Construction

### The Top 10 Companies in The Black Country by Turnover

- One Stop Stores Limited

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- Briggs Amasco Limited

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- Homeserve PLC

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- Carver (Wolverhampton) Limited

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- Barhale Holdings PLC

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- Harper Group Management Limited

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- A&H Construction & Developments (Holdings) Limited

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- William Kendrick & Sons Holdings Limited

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- J. C. (Holdings) Limited

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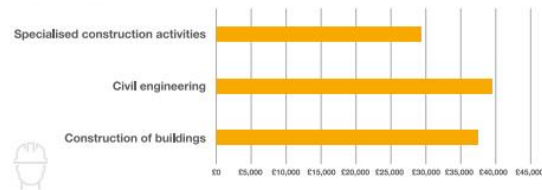
- Stanford Industrial Concrete Flooring Limited

## Construction



Types of jobs available in this sector	Trends Globally and nationally	What to consider at school
Project Manager, Civil Engineer, Architect, Quantity Surveyor, Wood trades, Electrical trades, Technical and IT roles, Landscape Architect	Design and build processes geared towards environmental impact, working with robots, virtual reality and drones.	ICT, DT, Physics

## Avg. Wages Per Job in Construction



## Top Hard Skills



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## Retail Sector

### Retail Sector



Types of jobs available in this sector	Trends Globally and nationally	What to consider at school
Visual Merchandiser, Store Manager, Sales Assistant, Customer Technical Manager	Advances in technology will allow retailers to enhance products and services. Increased and higher demand for online shopping and a shift from in shop jobs to online services such as customer service and operation support	ICT, Sciences, Soft Skills, Leadership & Communication

#### The Top 10 Companies in The Black Country by Turnover

- Poundland Limited
- W.Brindley(Garages)Limited
- A.F.Blakemore And Son Limited
- Keltruck Limited
- Thyssenkrupp Materials (UK) Limited
- CST Holdings (UK) Limited
- Arcelormittal Distribution Solutions UK
- Press Metal UK Limited
- East End Foods Holdings Limited
- Guest Motors Limited

#### Avg. Wages Per Job in Retail

Wholesale and retail trade of motor vehicles and motorcycles	£25,742	
Wholesale trade	£29,655	
Retail Trade	£17,246	



#### Top Hard Skills



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## Business Services

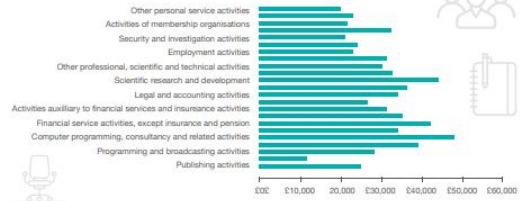
### The Top 10 Companies in The Black Country by Turnover

RAC Group (Holdings) Limited  
 LSP Holding (UK) Ltd  
 Amari Metals Limited  
 Hayley Group Holding Limited  
 The Staffing Group Limited  
 IBP Global Trading Limited  
 South Staffordshire PLC  
 London & Cambridge Properties Limited  
 Charter Court Financial Services Group PLC  
 Mehta Holdings Limited

## Business Services

Types of jobs available in this sector	Trends Globally and nationally	What to consider at school
Project Manager, Accountant, Mortgage Advisor, Cyber Security Specialist	Use of new technology such as Artificial Intelligence & Machine Learning. Skills in coding, cyber and security and programming. Shift from in shop; to online operation support.	ICT Maths Sciences

## Avg. Wages Per Job in Business Services



## Top Hard Skills





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## Public Health

- The Top 10 Companies in The Black Country by Turnover**
- Grosvenor Health And Social Care Limited
  - Select Lifestyles Limited
  - Select Health Care Limited
  - Embankment Holdings Limited
  - Wellesley House Nursing Home Limited
  - Dudley Clinical Services Limited
  - Allied International Trading Limited
  - Ocker Holdings Limited
  - R82 UK Limited
  - Caram Limited

## Public Health



Types of jobs available in this sector	Trends Globally and nationally	What to consider at school
NHS Scientist, Lab Technician, Nurse, Psychologist	Aging society, increased technology & widespread focus on mental health. Higher level jobs that involve developing and working alongside technology in health and care roles	Sciences Health/care courses Psychology ICT and DT

### Avg. Wages Per Job in Public Health



### Top Hard Skills



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## Advanced Manufacturing

### The Top 10 Companies in The Black Country by Turnover

- Jaguar Land Rover Automotive PLC
- Assa Abloy Limited
- Sandvik Limited
- William King Limited
- K.T.C. (Edibles) Limited
- Muehler Europe Limited
- ZF Lemforder UK Limited
- B.E. Wedge Holdings Limited
- Tarmac Building Products Limited
- Castings Public Limited Company

### Types of jobs available in this sector

Production Manager, Games Designer, Civil Engineer, Battery Technology Specialist

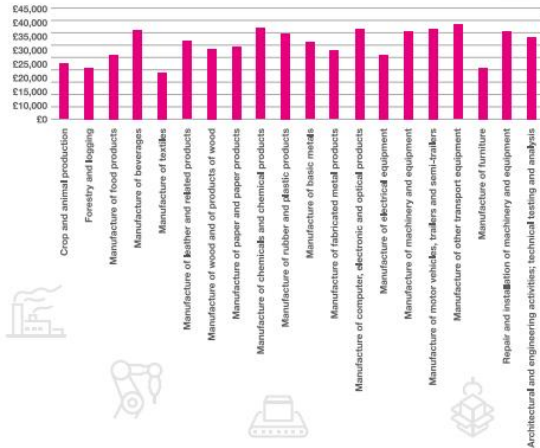
### Trends Globally and nationally

Jobs that require different skills such as design and creative skills. Jobs requiring higher skills such as technology, robots, artificial intelligence, data and electrics

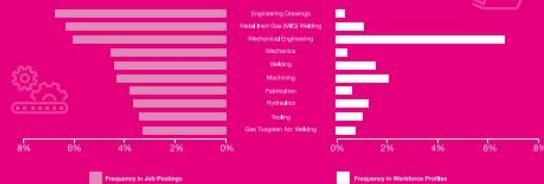
### What to consider at school

D&T, Physics Maths ICT Chemistry

## Avg. Wages Per Job in Advanced Manufacturing

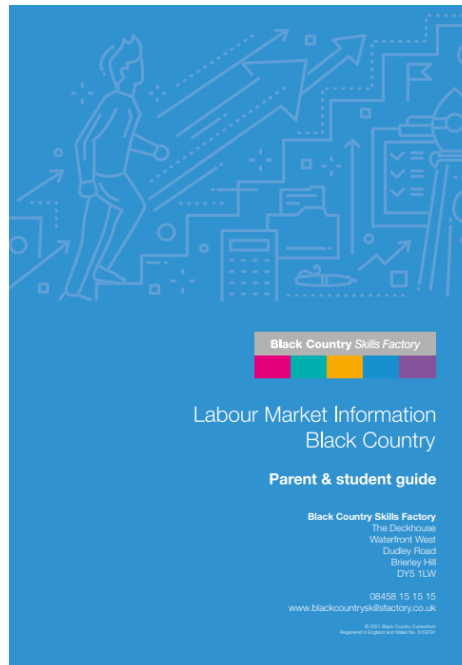


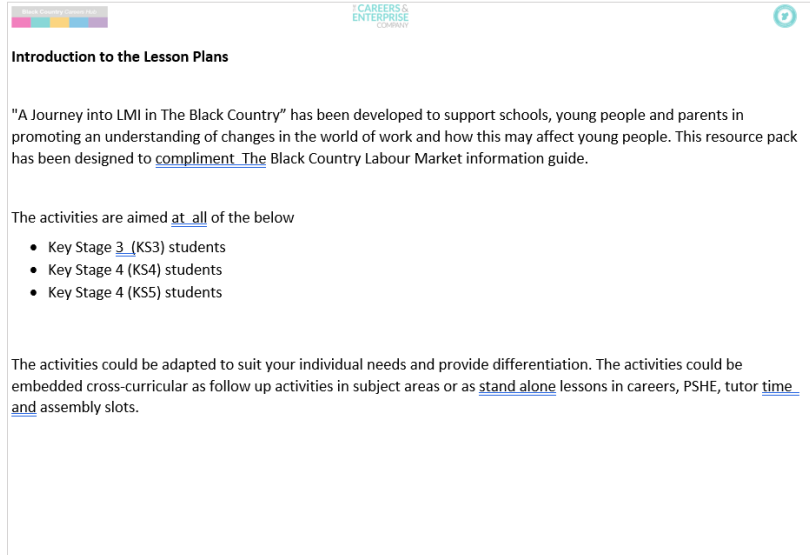
## Top Hard Skills





Guide can be found on fileprotect and [LMI Parent and Student Guide - BCLEP \(blackcountrylep.co.uk\)](https://www.blackcountrylep.co.uk)







## Stand alone activity Sheets explained

1. **LMI – WORDSEARCH** – A great starter activity to introduce the key terms of LMI
2. **LMI – FILL IN THE BLANKS ACTIVITY** – A useful activity to help pupils understand what LMI is, key terms and why it is useful
3. **LMI – HARD SKILLS MATCHING ACTIVITY** – Many pupils will not know what hard skills are. Hard skills are part of the skill set that is required to do a job. They include the expertise needed to do a job successfully. Hard skills are posted in job listing and adverts. In the LMI booklet in each sector area there are the top hard skills included in job listings in each sector. Ask student to match the description of the hard skill to the hard skill title. This activity will allow pupils to explore the hard skills employers all looking for in each sector area.
4. **LMI – BLACK COUNTRY COMPANIES LOGO ACTIVITY** – Ask pupils to use the LMI booklet to research the top 10 companies in each sector – Can they match the correct logo to the correct company and sector?

# LMI – Activity Sheets



## Word Search - LABOUR MARKET

O K R T U R L D T M H H D I L  
 W H C G E W S S T R U N N M S  
 I K U B U S I N E S S A A A S  
 R L M N S C I O O E B N M N D  
 N X N A T O H I L I U E E M I  
 O T O N C N E T R F S N D H T  
 L G Y E E S A A A T S I C W R  
 T T R O P T L C H H E L C S E  
 S O T S S R T I H H S C V E N  
 H H S L O U H F A T R E T C D  
 I L U L R C R I B A E D L T S  
 K N D I P T S L O K T O R O I  
 T O N K C I S A A H A N P R R  
 X G I S L O P U B L I C O S H  
 T O E S D N R Q S A L A R Y L

- |               |                |
|---------------|----------------|
| BUSINESS      | PROSPECTS      |
| CONSTRUCTION  | PUBLIC         |
| DECISIONS     | QUALIFICATIONS |
| DECLINE       | RETAIL         |
| DEMAND        | SALARY         |
| HEALTH        | SECTORS        |
| INDUSTRY      | SKILLS         |
| MANUFACTURING | TRENDS         |



## Fill in the Blank Worksheet

Name: \_\_\_\_\_  
 Date: \_\_\_\_\_

Labour Market Information (LMI)

- Labour Market Information (LMI) is a useful tool to help research future jobs in the local area, understand the skills needed for certain roles and the \_\_\_\_\_ for future employment. LMI helps to break down the complex 'world of work'.
- Crucially for young people, LMI also covers future demand - what kinds of jobs will be in demand after leaving school and what kinds of \_\_\_\_\_ will be needed.
- The world of working is changing rapidly. New \_\_\_\_\_ and industry changes create some new jobs and also make others \_\_\_\_\_ . Alongside the ongoing Covid-19 pandemic, changing the way jobs are carried out and having a huge impact on the job market, it can be hard to keep up. It is important that young people are given the tools and information to aid their decisions about future careers and \_\_\_\_\_ is a key part of this.
- Having up to date, high quality information can help students decide things about their future such as:
  - Are there opportunities close to where I live in the sector I am interested in or will I need to \_\_\_\_\_ ?
  - How \_\_\_\_\_ is the industry I am interested in? • Are there enough jobs and do I need to have a back-up plan? • Does the pay for the job I want align to what I would like to \_\_\_\_\_ ? • What is the best \_\_\_\_\_ for me to take to get to the job I would like? • Is the industry I would like to work in growing or \_\_\_\_\_ ?

COMPETITIVE	LMI	ROUTE	SKILLS
DEMAND	OBSELETE	SHRINKING	TECHNOLOGY
EARN	RELOCATE		



Match the logos to the key businesses in The Black Country – Use the internet to search the top 10 companies in each sector

Logo	The name of the company and sector it belongs to?	Logo	The name of the company and sector it belongs to?



## Business Services Sector - Hard Skills - Matching Worksheet

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Hard skills are part of the skill set that is required for a job. They include the expertise necessary for an individual to successfully do the job. They are job-specific and are typically listed in job postings and job descriptions. The Business Services Sector in The Black Country requires many hard skills and these are some of the most frequent ones in job listings. Today we will explore those hard skills. Match the word on the left side to its definition on the right side

- |                                       |      |  |
|---------------------------------------|------|--|
| 1. Accounting ●                       | ● A. | Building trusting relationships with clients and maintaining a positive image.   |
| 2. Business Development ●             | ● B. | The process of one business selling to another.  |
| 3. Customer Relationship Management ● | ● C. | Sourcing, negotiating and buying of goods, materials and services  |
| 4. Business to Business ●             | ● D. | Fostering the growth of a business by modifying the business plan and business model and putting new projects in the pipeline. |
| 5. Purchasing ●                       | ● E. | keeping financial accounts   |



## Retail Sector - Hard Skills - Matching Worksheet

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Hard skills are part of the skill set that is required for a job. They include the expertise necessary for an individual to successfully do the job. They are job-specific and are typically listed in job postings and job descriptions. The Retail Sector in The Black Country requires many hard skills and these are some of the most frequent ones in job listings. Today we will explore those hard skills. Match the word on the left side to its definition on the right side

- |                          |      |   |
|--------------------------|------|---|
| 1. Merchandising ●       | ● A. | Contacting customers and potential customers by telephone or internet.      |
| 2. Selling Techniques ●  | ● B. | Making customers feel happy with the service they receive.                  |
| 3. Telemarketing ●       | ● C. | Ensuring that you have enough products or services to meet customer demand. |
| 4. Customer Experience ● | ● D. | A range of methods used in the sales process to close a sale.               |
| 5. Stock Control ●       | ● E. | This is the promotion of goods and/or services that are available.          |



## Retail Sector - Hard Skills - Matching Worksheet

ANSWER KEY

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Hard skills are part of the skill set that is required for a job. They include the expertise necessary for an individual to successfully do the job. They are job-specific and are typically listed in job postings and job descriptions. The Retail Sector in The Black Country requires many hard skills and these are some of the most frequent ones in job listings. Today we will explore those hard skills. Match the word on the left side to its definition on the right side

- |                          |      |   |
|--------------------------|------|---|
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# Lesson Plan 1 – Researching different roles within an organisation

		CAREERS & ENTERPRISE CHAMBER		
<b>Lesson plan 1 – researching different roles within an organisation</b> This lesson could be delivered to KS3 or KS4		<b>Aim:</b> To understand LMI and how it can support future choices To understand that different companies within a sector have different job roles to offer	<b>Outcomes:</b> Students will be able to: <ul style="list-style-type: none"> <li>• Describe what LMI is</li> <li>• Explain why it is important to future choices</li> <li>• Explore different roles within a sector using LMI information</li> </ul>	
	Time	resources	method	Teacher notes
Starter Activity	10 minutes	PowerPoint LMI 1 slides ( <a href="#">slides 2- 7</a> )	go over slides with pupils explain what LMI is and why it is useful – show video to pupils	If pupils already know what LMI is you can skip this section or do a quick Q&A recap
Main body	25 Minutes- 45 minutes lesson dependant	What are sectors slides ( <a href="#">slides 8-12</a> )  Employers are more than just a sector slides ( <a href="#">13-15</a> )	Ask pupils to brainstorm key sectors in The Black Country <u>and</u> if they recognise the logos from Black Country companies and see if they know what sector they belong to?  Ask students to use The LMI booklet, choose 1 company within a sector and research the different jobs within that sector to reflect that Black Country Employers are more than just a sector and have different roles within an organisation	Use slides to aid <u>lesson</u> , you could ask pupils to choose themselves, or put pupils into groups to ensure all sectors and companies are represented and give them an organisation to research to feedback
Summary	5 mins	Students research	Ask students to feedback their findings	

# Lesson Plan 1 – Researching different roles within an organisation

Do you know any of these companies that are in The Black Country and what sectors do you think these companies are in?

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Poundland®

Select  
Healthcare Group

Barhale

HomeServe

JAGUAR LAND ROVER

RAC

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Employers are more than just a sector – think outside the box

CAREERS IN ENTERPRISE LEADERSHIP

- Jaguar LandRover are an advanced manufacturing company.
- But, they also have a large number of staff working in design and marketing, business and administration, and finance teams.
- This means you could combine your interests in business and in building things with a finance career in the manufacturing and engineering sector.

JAGUAR LAND ROVER

# Lesson Plan 1 – Researching different roles within an organisation

## Your Task

Using the Labour Market information booklet , choose 1 sector to explore further.

Once you have chosen a sector , choose one of the companies within that sector .

Use the internet to research that company and try and find a list of jobs that you could do within that company .



For example **Poundland** – you may think cashiers and retail staff , but you may just be surprised to how many varied roles each organisation can offer



# Lesson Plan 2 – KS3/4

Black Country Careers Hub		CAREERS & ENTERPRISE COMPASS		
<b>Lesson plan 2– LMI KS3 research Activity</b> This lesson could also be delivered KS4		<b>Aim:</b> To understand LMI is and how it can support future choices To understand how to use LMI to make an informed decision	<b>Outcomes:</b> Students will be able to: <ul style="list-style-type: none"> <li>• Describe what LMI is</li> <li>• Explain why it is important to future choices</li> <li>• Explore different sectors using LMI information</li> </ul>	
	Time	resources	method	Teacher notes
Starter Activity	10 minutes	PowerPoint LMI 1 slides ( <a href="#">slides 2- 7</a> )	go over slides with pupils explain what LMI is and why it is useful – show video to pupils	If pupils already know what LMI is you can skip this section or do a quick Q&A recap
Main body	25 Minutes- 45 minutes lesson dependant	Exploring Careers using LMI ( <a href="#">slides 8-12</a> )	Ask pupils to use career pilot and the LMI booklet. Pupils choose 1 sector to explore in more detail and 3 job roles with that sector. Pupils complete a table comparing LMI information for those 3 roles with that sector	Use slides to aid <a href="#">lesson</a> , you could ask pupils to choose themselves, or put pupils into groups to ensure all sectors are represented and give them an organisation to research to feedback
Summary	5 mins	Students research	Ask students to feedback their findings	

# Lesson Plan 2 – KS3/4

## Exploring Careers

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Log onto [Recommended careers website – Career Pilot](https://careerpilot.org.uk/job-sectors) <https://careerpilot.org.uk/job-sectors>

**Search for a job**

Enter job title eg. accountant

**Explore jobs and careers**

**Jobs by job sector**

**Start with a subject**

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## Exploring Careers

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You can start searching careers by different job sector. Click on one of the key sectors in The Black Country ( retail, Business, public health, manufacturing or construction).

### Jobs by job sector



# Lesson Plan 2 – KS3/4

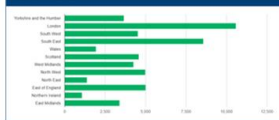
## Your Task

Choose one of the key sectors from the booklet  
 Research jobs within that sector using [careerpilot](#)  
 Choose 3 jobs of interest  
 Explore the LMI for those 3 jobs , make sure you check is that job set to grow or decline and what region employs the most , would you maybe need to relocate to gain this job? What salary would you earn?, what are the route in?

Jobs by job sector



Employment by region



## Your Task

Create a table to display your findings

Job title	Where are the most jobs? Would I maybe need to relocate?	Is the industry-job I have choose growing or shrinking?	Does the pay for the job I want align to what I would like to earn?	What is the best route for me to take to get to the job	Other notes
Job 1					
Job 2					
Job 3					

# Lesson Plan 3 – KS4 – Post 16 Options

Black Country Careers Hub		CAREERS & ENTERPRISE		
<b>Lesson plan 3– LMI KS4 post 16 options</b>		<b>Aim:</b> To understand LMI is and how it can support future choices <b>To understand</b> how to use LMI to make an informed decision	<b>Outcomes:</b> Students will be able to: <ul style="list-style-type: none"> <li>• Describe what LMI is</li> <li>• Explain why it is important to future choices</li> <li>• Explore different sectors using LMI information</li> </ul>	
	<b>Time</b>	<b>resources</b>	<b>method</b>	<b>Teacher notes</b>
Starter Activity	10 minutes	PowerPoint LMI 1 slides ( <a href="#">slides 2- 6</a> )	go over slides with pupils explain what LMI is and why it is useful – show video to pupils	If pupils already know what LMI is you can skip this section or do a quick Q&A recap
Main body	25 Minutes- 45 minutes lesson dependant	Exploring different post 16 <a href="#">options using</a> LMI ( slides 7- 12)	Ask pupils to LMI booklet and choose 1 sector of interest. Pupils choose 1 sector to explore in more detail and explore the routes into that <a href="#">sector</a> . Pupils complete a table comparing different post 16 study routes	Use slides to aid <a href="#">lesson</a> , you could ask pupils to choose themselves, or put pupils into groups to ensure all sectors are represented
Summary	5 mins	Students research	Ask students to feedback their findings	

# Lesson Plan 3 – KS4 – Post 16 Options

## To explore different post 16 options using LMI

- Choose one of the sectors in the LMI booklet that is of interest to you

### Your Task

1. Research subjects you could take at sixth form that relates to the sector, this could be A levels or vocational routes
2. Research college courses that relate to the sector
3. Search for an apprenticeship within the sector.

## Create a table to compare your findings

Post 16 choices	Details of subject, course or apprenticeship	Likes and dislikes, positives and negatives
Sixth form		
College		
Apprenticeship		

# Lesson Plan 3 – KS4 – Post 16 Options

## 1. Research subjects you could take at sixth form that relates to the sector

Choose your sector then check to see if you will need specific A Level subjects or vocational qualifications. Look at the job profiles within [job sectors](#) to find out more on career pilot.



## Research college courses that relate to the sector

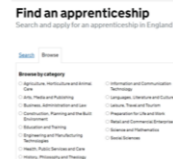
Choose your sector then check out all the local college websites to see what courses you could study at college that leads into this sector

- [Sandwell College - A Careers College - Apply Now](#)
- [Dudley College of Technology](#)
- [Homepage | Walsall College](#)
- [Halesowen College](#)
- [City of Wolverhampton College \(wolvcoll.ac.uk\)](#)
- [BMet College - Home - Birmingham Metropolitan College](#)

## 1. Search for an apprenticeship within the sectors.

Choose your sector then check out the Find an Apprenticeship Website to see what apprenticeship you could undertake in this sector

[Find an apprenticeship - GOV.UK \(www.gov.uk\)](#)



# Lesson Plan 4 – KS5– Post 18 Options

## To explore different post 18 options using LMI

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- Choose one of the sectors in the LMI booklet that is of interest to you

### Your Task

1. Research different degrees that could support you to gain entry to this sector
2. Search for an apprenticeship within the sector.
3. Look at jobs within that sector

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## Create a table to compare your findings

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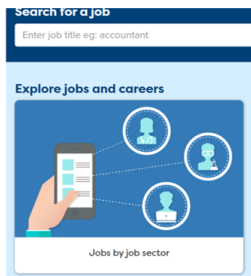
Post 18 choices	Details of university course or apprenticeship	Likes and dislikes, positives and negatives
University		
Degree / Higher Apprenticeship		
Go straight into work		

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# Lesson Plan 4 – KS5– Post 18 Options

## 1. Research degree subjects you could take after sixth form that relates to the sector

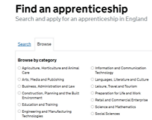
Choose your sector then check to see if you will need specific Degree . Look at the job profiles within [job sectors](#) to find out more on career pilot and also use [What University Course Should You Study? \(ucas.com\)](#)



## 1. Search for an apprenticeship within the sector.

Choose your sector then check out the Find an Apprenticeship Website to see what apprenticeship you could undertake in this sector

[Find an apprenticeship - GOV.UK \(www.gov.uk\)](#)  
[Degree apprenticeships – Everything you need to know \(ucas.com\) Amazing Apprenticeships](#)



## Search for a job within the sector

Choose your sector then check out what jobs you could apply for straight after sixth form

[Jobs and Recruitment on reed.co.uk, the UK's #1 job site](#)  
[Jobs | UK Job Search | Find your perfect job – totaljobs](#)  
[Find 1000s of UK Jobs. Start your job search with Jobsite UK](#)



# Any Questions?

