



## A PARENT/CARERS GUIDE

Dear Parent/Carer,

Over the next 1-2 years, your child will be working on applying for post-16 education and there are many options for students when applying for post-16 education, including Sixth Forms, Colleges, Apprenticeships, and Training.

### Careers Interviews

Gayle Fox the in-school Careers Guidance Advisor will meet with your child to discuss career paths and subjects that interest them. Following this, she will provide them with a range of information to support them to look at a range of options and support to make applications to Sixth Form, College, and Apprenticeships.

### Parents Role in Post-16 Education

Whilst applying for post-16 education is your child's responsibility and their choice, as a parent, it is your role to:

1. Have discussions with your child about their interests and careers that they would like to try
2. Ensure your child has applied for more than one post-16 provider to ensure they have a range of options available to them
3. Ensure your child attends any interviews on time
4. Engage with the Careers advice that is sent out and handed to students in school
5. Use the Labour Market Information links can be found below

**Should you have any queries, please do not hesitate to contact me.**



### WHAT IS LMI?

Labour Market Information (LMI) is a useful tool to help research future jobs in the local area and 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.

The unemployment rate for people aged 18 to 24 was 11.5%, up from 8.8% a year before. In April to June 2023, 66,000 people aged 16 to 24 had been unemployed for over 12 months, which was 13% of unemployed 16 to 24-year-olds. Though this is a substantial reduction from a high of 22.3% in late 2011, it is still much higher than the overall adult unemployment rate of 4.3%.

Many people of all ages, but especially young people, do not have access to all the information they need to make informed career choices. Vital information like entry routes into a chosen career, opportunities in a certain city or region, and level of competition can be difficult to find.

That's where LMI comes in.

## **What Is LMI And What Types Of LMI Are There?**

LMI stands for Labour Market Information. In short, it refers to any relevant information about the current state of the jobs market.

LMI can include information such as:

- The industries and businesses that operate in a certain location.
- The types of jobs that exist and what they involve.
- How many of those jobs there are.
- The skills that are currently or will be in high demand.
- Commute and travel to work patterns.
- Typical rates of pay.
- Career progression opportunities.

## **Why Is LMI Useful?**

The world of work is complex, even for adults who have had long professional careers. Many people feel that they fell into their career “by accident” or had to take the available opportunities rather than follow their passions.

LMI helps to demystify the jobs market. It helps to take the confusion out of career planning, job hunting, career progression, and changing career. When people have accurate and up-to-date information, they are better equipped to make informed choice and to plan appropriately. In other words, robust LMI makes navigating the world of work easier for everyone.

## **Why Is LMI Particularly Important To Young People?**

Unemployment statistics suggest that it can be particularly challenging for young people to find work. This can be down to a variety of factors, from misconceptions about young people to the “you need to have the experience to get experience” paradox. However, the challenges facing young people early in their careers can also be down to a lack of readily available and useful information.

The world is moving very fast, and things are changing all the time. As new technologies and industry changes create some jobs and make others obsolete, it can be hard to keep up. In addition, the ongoing COVID-19 pandemic threw another significant spanner in the works. With record levels of job losses and new school leavers and university graduates trying to launch their careers in the strange current reality, it can be hard to know where to start.

LMI does not fix all these issues by itself, of course, but it does help. Since LMI also attempts to project into the future to determine what types of skills will be most in demand, it can also be useful for young people who are not yet looking for a job but will be in the next year or two. LMI is there to arm you with all the data you need to make informed choices about your career.

## What Are Some Ways For Young People To Use LMI?

If you're job hunting or will be soon, learning about LMI will help you to understand what opportunities are available to you and how you can best take advantage of them. If you're already in a job, LMI can give you some insight into how you might be able to grow in your career, what opportunities to advance are available to you, and how

### Based on LMI, you can decide things such as:

- Are there job opportunities for me where I live, or do I need to consider relocating for the career I want?
- Does the pay for my dream career align with how much I'd like to earn? If not, am I okay with that?
- How long will it take me to rise through the ranks in my career to my desired position, and am I willing to do the work to get there?
- How competitive is my industry? Do I have a backup plan if it doesn't work out in the way I want it to?
- Is college, university, an apprenticeship, or working my way up from an entry level job the right path for me?

## How To Research LMI

If you're struggling to know where to start, don't panic! We've compiled some resources to help you.

**Prospects.ac.uk** is a career website aimed at recent graduates and current undergraduate students. If you've ever wondered, "what on earth can I do with my degree?" Prospects is the site for you. Take the quiz or use the Career Planner to start working out where you want to go.

**LMI For All** is a comprehensive portal that collates various sources of LMI to provide high-quality data.

**ICould** uses data from LMI For All as well as real-life personal stories from young people. It has thousands of resources including videos and a calendar of careers events across the UK.

**The National Careers Service** offers over 800 job profiles on its website. Under each profile, you'll learn about the average salary, working hours, typical duties, and routes into the profession.

**(Hover over the links)**

<https://oxlepskills.co.uk/employers/labour-market-information/#local-skills-dashboard>

<https://www.lmiforall.org.uk/>

<https://www.nomisweb.co.uk/reports/lmp/lep/1925185588/report.aspx?town=oxford>

The link below from National Careers Service will give an insight into LMI

<https://www.youtube.com/watch?v=olIP0EhOLz8>



## Where to Research Different Careers

Below are a few websites where you are able to research different careers

**The National Career Service** provides information, advice, and guidance to help you make decisions on learning, training, and work. The National Careers website as

information on exploring careers; skills assessment; finding a course and getting a job. There is a web chat facility for you to ask questions and you can also telephone them on 0800 100 900. Follow the link below.

[nationalcareers.service.gov.uk](https://nationalcareers.service.gov.uk)

**iCould** Website that gives you free access to more than a thousand videos related to different curriculum subjects of people telling their personal careers stories in their own words including information on **Labour Market Information (LMI)** e.g. average salary, skills & qualification.

[www.icould.com](https://www.icould.com)

**Success at School** - is the place for young people to explore careers, get the lowdown on top employers, and search for the latest jobs, courses and advice. Lots of helpful advice in the advice section on employability skills, work experience, apprenticeships, university and different career paths. Information for parents can be found in the advice section. There are some excellent subject handouts that give details of where the subject can lead you which you can download now. You will need to sign up to access these resources.

<https://successatschool.org/>

**Careerpilot** – Offer expert career information and tools for 11-19-year-olds, all in one place. Do you love a subject and wonder where it might lead you - you will find this link helpful –

[Careerpilot : Plan your future work & study](#)

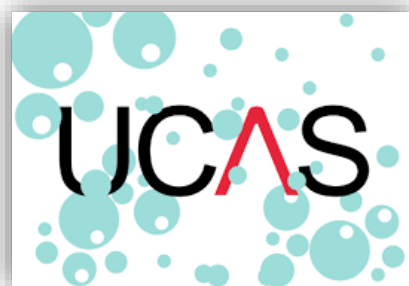
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UCAS- not only has information for undergraduate (university applications) but did you know they also have information on further education choices (post 16); apprenticeships and a whole area dedicated to careers – search by career area or subject preferences.

[www.ucas.com/further-education](http://www.ucas.com/further-education)

[www.ucas.com/understanding-apprenticeships](http://www.ucas.com/understanding-apprenticeships)

[www.ucas.com/careers-advice](http://www.ucas.com/careers-advice) - not sure what career you want then take the career quiz -[www.ucas.com/careers/careers-quiz](http://www.ucas.com/careers/careers-quiz)



## **A Parent's Guide to Careers Guidance**

The decisions young people make from an early stage at school can have a big impact on their future career choices and happiness. There are also parent sections in some of the resources above and below.

<https://www.gov.uk/what-different-qualification-levels-mean/list-of-qualification-levels>

<https://www.notgoingtouni.co.uk/>

<https://www.allaboutschooleavers.co.uk/>

<https://www.getmyfirstjob.co.uk/>

<https://www.youthemployment.org.uk/>

<https://www.tlevels.gov.uk/>

<https://www.aboutapprenticeships.com/blog/a-parents-guide-to-apprenticeships/>

<https://www.theparentsguideto.co.uk/post/t-levels>

## Quick Guide to Qualifications (hover over the links)

[What are my GCSE options?](#)

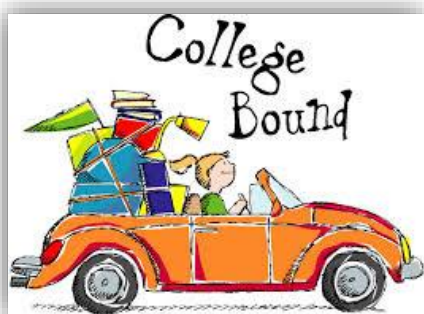
[What are T levels?](#)

[What are Traineeships?](#)

[What is an apprenticeship?](#)

[What are A levels?](#)

[What are BTECs?](#)



## Links to Colleges & Apprenticeship Providers

<https://banbury.activatelearning.ac.uk/>

<https://oxford.activatelearning.ac.uk/>

<https://reading.activatelearning.ac.uk/>

<https://abingdon-witney.ac.uk/campuses>

<https://www.bca.ac.uk/>

<https://www.buckscollegigroup.ac.uk/>

**This years prospectus for City of Oxford/Banbury & Bicester/Reading Colleges**

<https://oxford.activatelearning.ac.uk/ft-prospectus-ox/>



<https://nationalcareers.service.gov.uk/explore-your-education-and-training-choices/apprenticeship>

<https://www.apprenticeships.gov.uk/apprentices/browse-apprenticeships#>

<https://amazingapprenticeships.com/apprenticeships/>

<https://oxford.activatelearning.ac.uk/courses/apprenticeships/>

<https://careerfinder.ucas.com/jobs/apprenticeship/oxfordshire/>

<https://www.oxfordshireapprenticeships.co.uk/node/1525>

<https://www.theengineeringtrust.org/apprenticeships/>

<https://uk.talent.com/view?id=b9d99b8a8a>

Kind regards

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