

What is LMI?

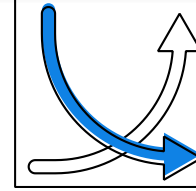


LMI stands for **Labour Market Information** which tells you all about employment, skills and sectors in your local area.

It can tell us:



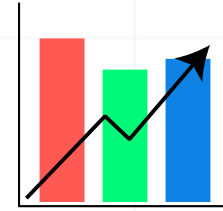
Where occupations are currently located



Which occupations are increasing and which are declining



Which skills will be needed in the future



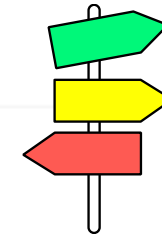
The current size of sectors and changes which might be expected in the coming years



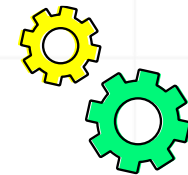
The hours and wages that can be realistically expected



The key skills that employers are seeking



Specific entry routes into jobs, careers and sectors



Where there are shortages or oversupply of potential employees and skills

This information can help in making decisions about your future learning choices and in choosing a career.

Where does LMI come from and why is it collected?

LMI comes from a range of **official surveys and sources**. It is used by the government, education providers and businesses to help make **future plans**.

LMI can help people:

- Look at careers in different ways.
- Consider different elements of a job.
- Ask the right questions.

LMI can help people understand:

- What a job involves on a day-to-day basis.
- Which jobs are growing or declining.
- What qualifications or skills might they need to do a job.
- How much they might earn.
- How their interests and skills are relevant to particular jobs.
- What jobs are there in their region.

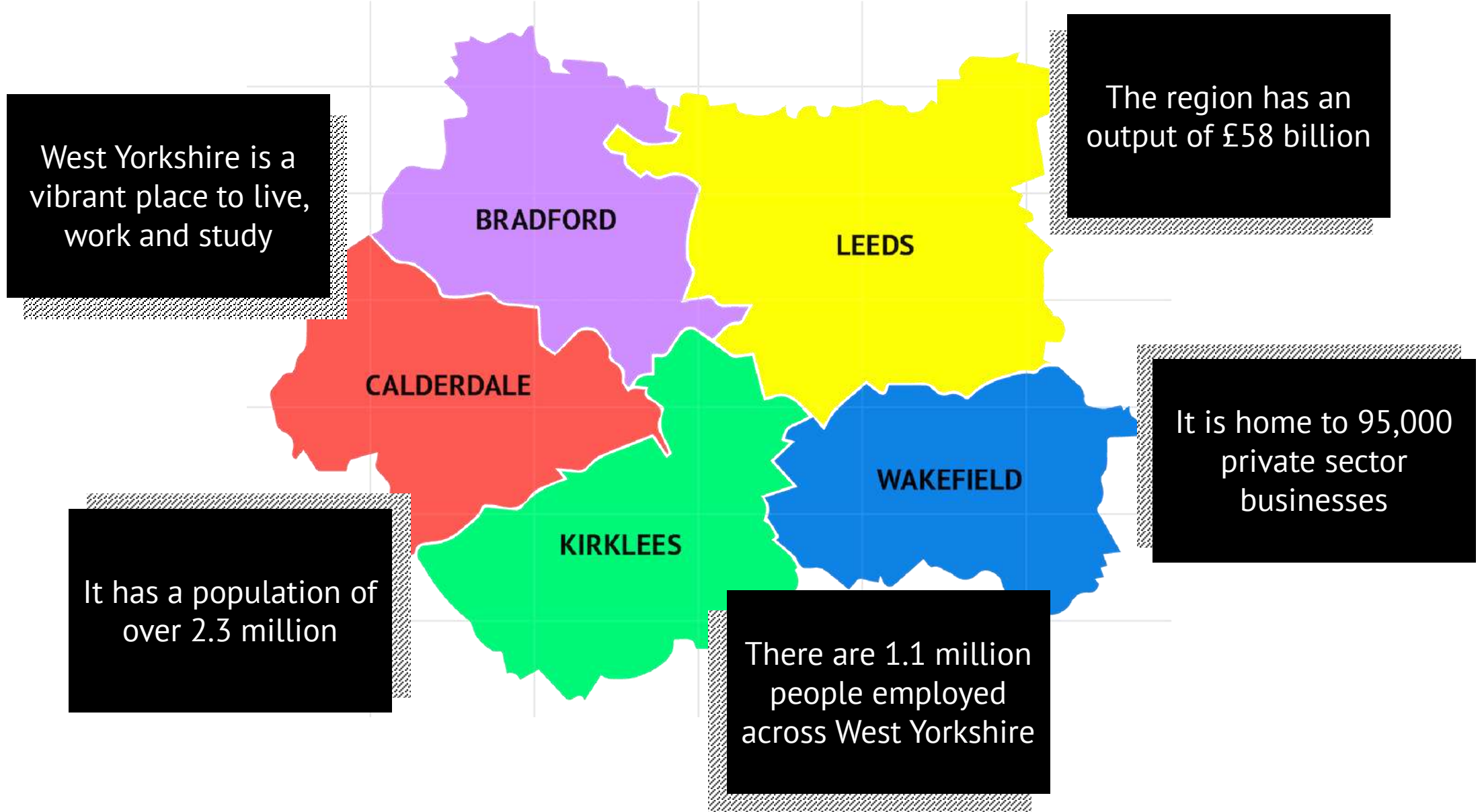
About our region



An introduction to West Yorkshire



West Yorkshire: Key facts and figures



West Yorkshire: Useful information

Which sectors are growing?

Health and social care (141,000 jobs)

Business administration and support services (110,000 jobs)

Manufacturing (105,000 jobs)

Which occupations are in the greatest demand?

Administrative Assistant – 14,000+ vacancies

Software Developer – 10,000+ vacancies

Customer Service Representative – 9,000+ vacancies

Account Manager – 7,000+ vacancies

Leeds



Did you know?



Channel 4 has just moved one of its main headquarters to Leeds.



Over **500** job postings required 'Green Skills'.

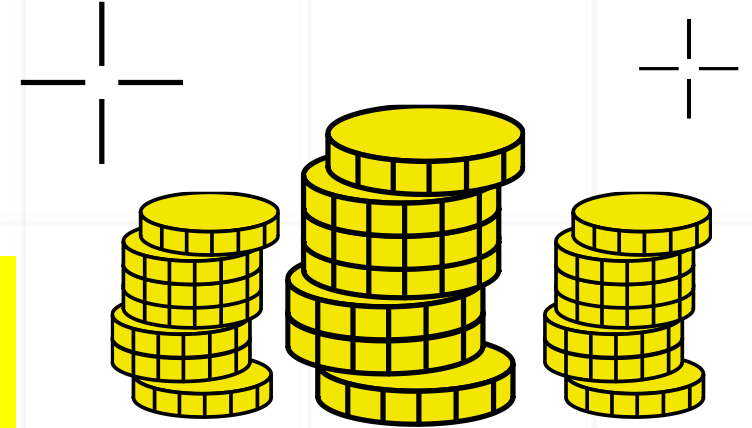


The population of West Yorkshire is **growing**.

In Leeds:

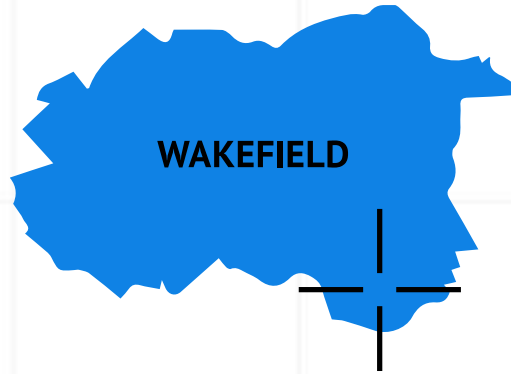
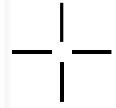
The average salary is

£35,596



- + We have **393,200** people in employment
- + There are **504,000** jobs
- + There are over **20,000** skills gaps

Wakefield



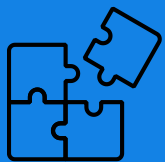
Did you know?



Over **500** job postings required 'Green Skills'.



Wakefield has seen **strong population growth** in the last decade.

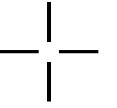
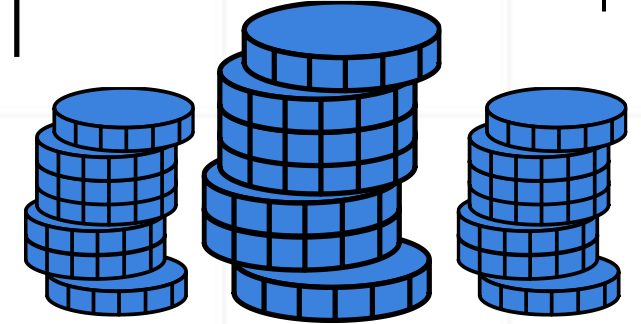
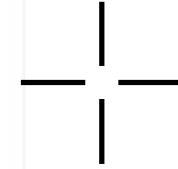


Employers who report having a skills gap is highest in Wakefield at **19%**.

In Wakefield:

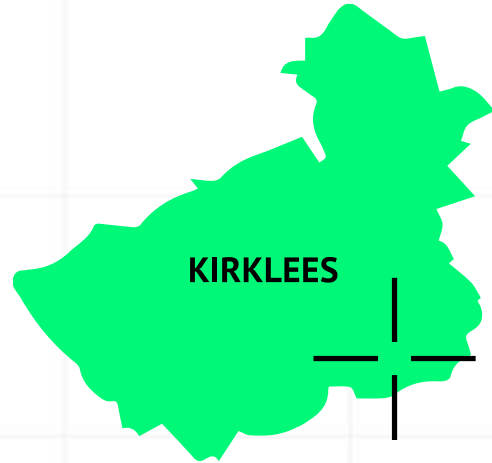
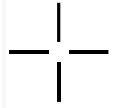
The average salary is

£31,488



- + We have **157,200** people in employment
- + There are **171,000** jobs
- + There are over **5,000** skills gaps

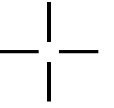
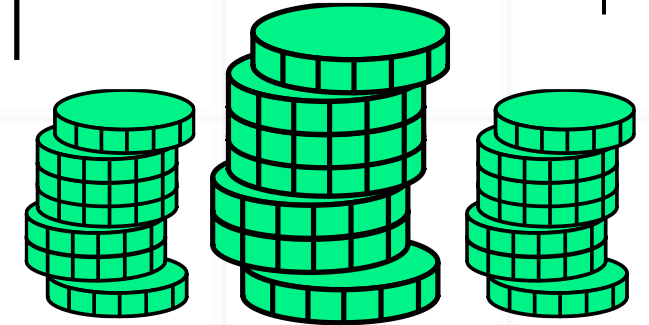
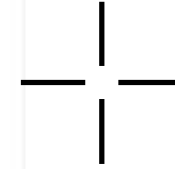
Kirklees



In Kirklees:

The average salary is

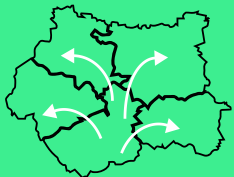
£30,657



Did you know?



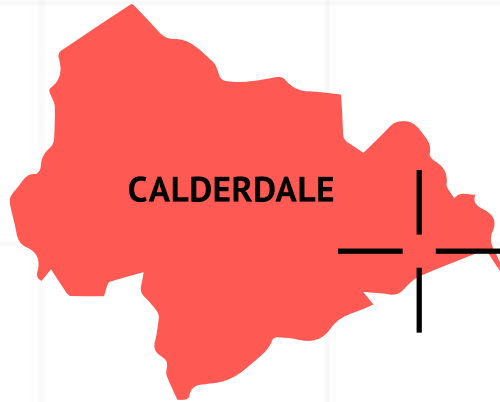
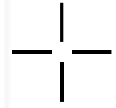
Over **500** job postings required 'Green Skills'.



25,000 people from Kirklees travel to areas within West Yorkshire for work.

- + We have **208,100** people in employment
- + There are **175,000** jobs
- + There are over **5,000** skills gaps

Calderdale



Did you know?



Calderdale has a high proportion of people **entering higher education**.



As of 2020 there was a total of **1,179,000 jobs** in West Yorkshire.

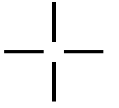
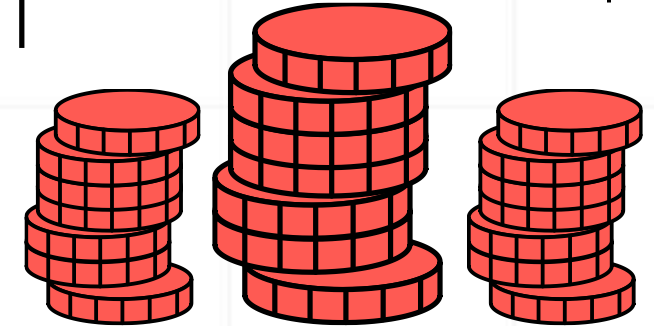
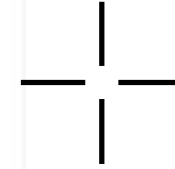


The population of West Yorkshire is **growing**.

In Calderdale:

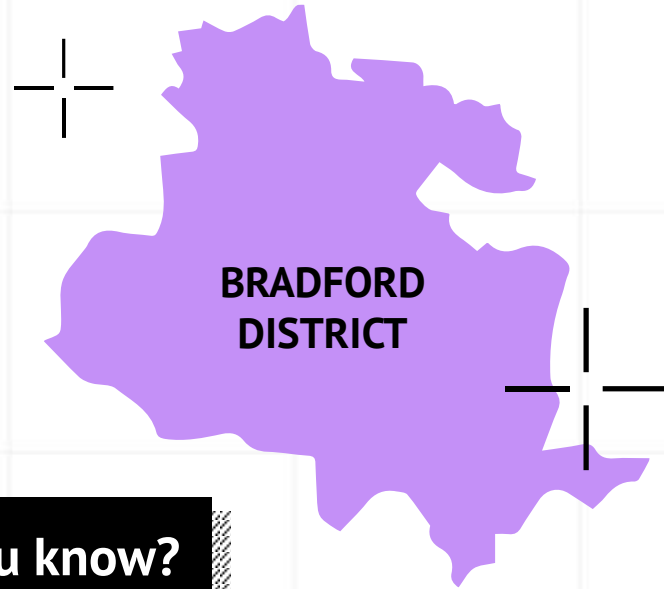
The average salary is

£30,491



- + We have **97,600** people in employment
- + There are **103,000** jobs
- + There are over **5,000** skills gaps

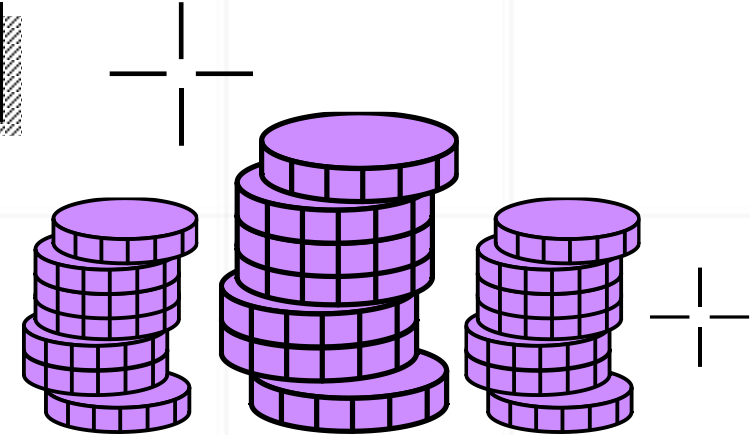
Bradford District



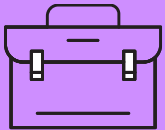
In the Bradford District:

The average salary is

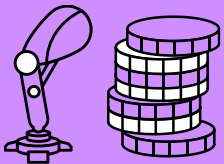
£31,213



Did you know?

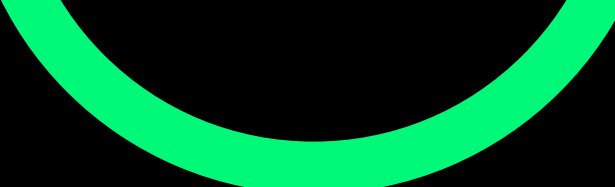


Bradford has a big economy worth over **£12bn**, and **200,000 jobs!**




West Yorkshire **specialises** in manufacturing and financial services.

- ✚ We have **243,800** people in employment
- ✚ There are **226,000** jobs
- ✚ **5,000** Employers report that failed job applicants are missing basic skills
- ✚ There are over **10,000** skills gaps



Devolution – what does it mean, and why do we need to know?

Devolution means....
the transfer of power to a lower level, especially by the central government to local government.

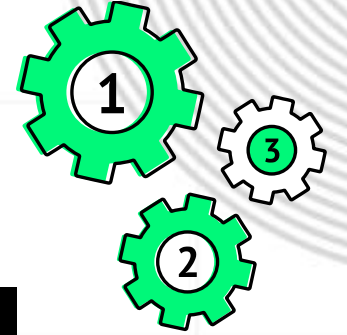


The Election of the West Yorkshire Mayor, Tracy Brabin, provided an opportunity to make progress on employment and skills issues as part of a devolved approach to transforming the regional economy.

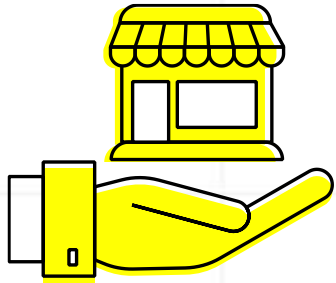


It gives **our region** local control of at **least £1.8 billion of funding** to be spent on the things that make a difference to the people of West Yorkshire, including substantial funding for adult education.

1000



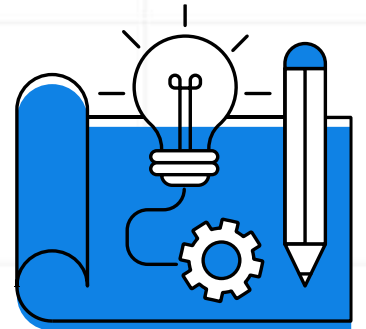
Mayoral Pledges



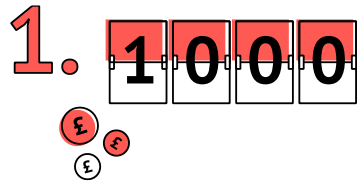
What does this mean?

Tracy Brabin, the Mayor of West Yorkshire, has set out her 'pledges' for the region. These pledges aim to tackle key issues and focus on priorities to make our communities the best to grow up in, and the best to grow old in.

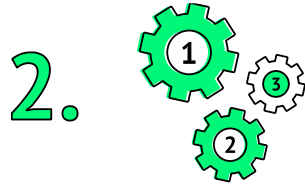
Let's take a look at the pledges...



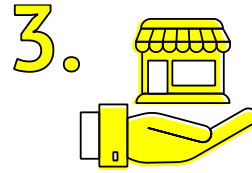
Our Mayoral pledges



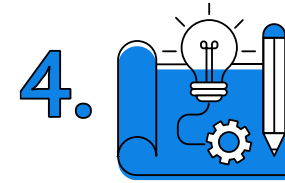
Create 1,000 well paid, skilled jobs for young people.



Prioritise skills and training to ensure everyone in West Yorkshire has the skills they need to secure work.



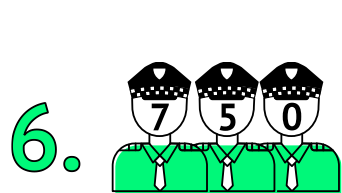
Support local businesses and be champion for our regional economy.



Lead a Creative New Deal to ensure our creative industries are part of the broader recovery strategy.



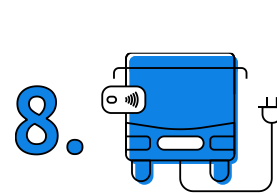
Appoint an Inclusivity Champion to work to ensure that the region's recovery benefits us all.



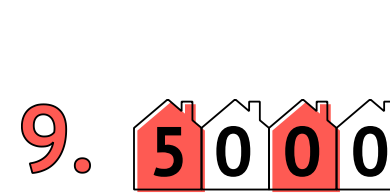
Recruit 750 more frontline police officers and staff to fight crime.



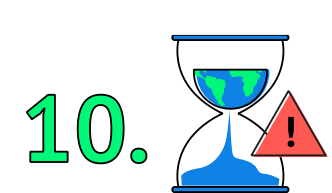
Put women and girls' safety at the heart of my policing plan.



Bring buses back under public control, introduce simpler fares, contactless ticketing and greener buses.



Build 5,000 sustainable homes including council houses and affordable homes.



Tackle the climate emergency and protect our environment.

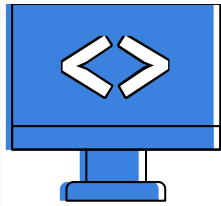
Higher education across West Yorkshire

- There are **7 universities** across our region
- During the 2019/20 academic year there were around **95,000 students enrolled**
- We have one of the **largest higher education sectors outside London**
- Just **over a third (37%)** of students enrolled at our institutions are from West Yorkshire

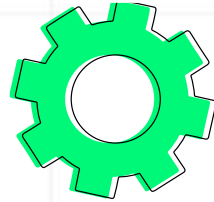


Higher education across West Yorkshire

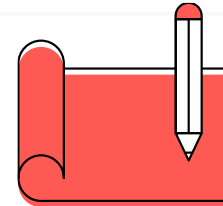
Popular courses and subject areas available in the region



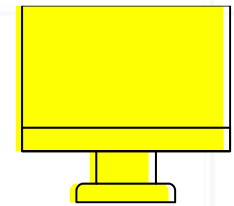
Computer Science



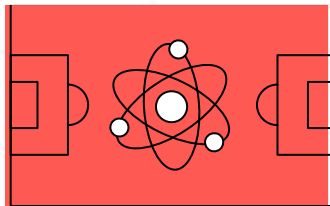
Engineering and Technology



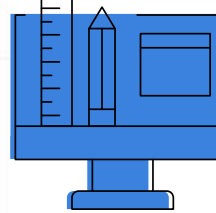
Architecture, building and planning



Computing



Biological and Sports Sciences



Design



Creative and performing arts

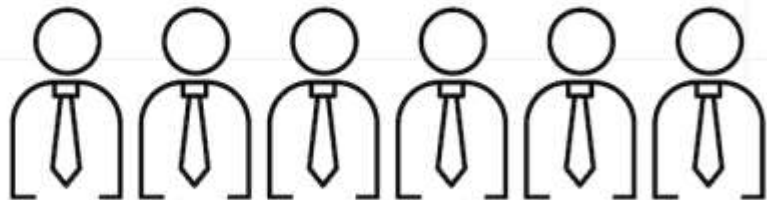
Apprenticeships across our region



There were

14,528

apprenticeships started in
West Yorkshire during 2020/21



Apprenticeships across our region

Health, Public Services and Care (+940, +25%)



Information and Communication Technology (+182, +28%)



Business, Administration and Law (+52, +28%)



Arts, Media and Publishing (+44, +142%)



Quick fire questions!

How many people live in West Yorkshire?

How many universities are there in our region?

How many apprenticeships were started in 2020/2021?

Answers!

How many people live in West Yorkshire?



£31,213

How many universities are there in our region?



7

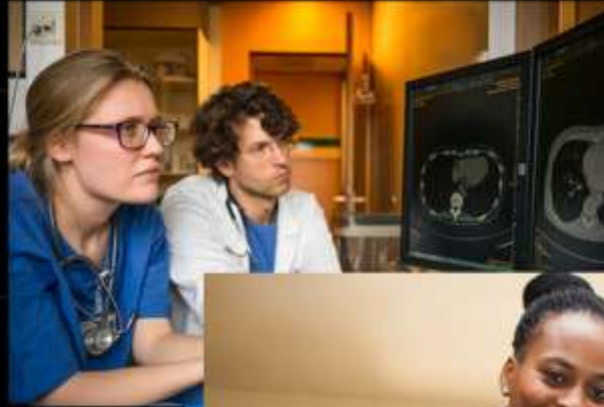
How many apprenticeships were started in 2020/2021?



14,528

Sectors, skills and roles

How many people are
employed in our region?



How many people are employed in our region?

Between 2021 to 2022 there were **1,072,000** people in employment in West Yorkshire.

The percentage of people aged 16-64 employed in our region is **74%** (versus 76% nationally).

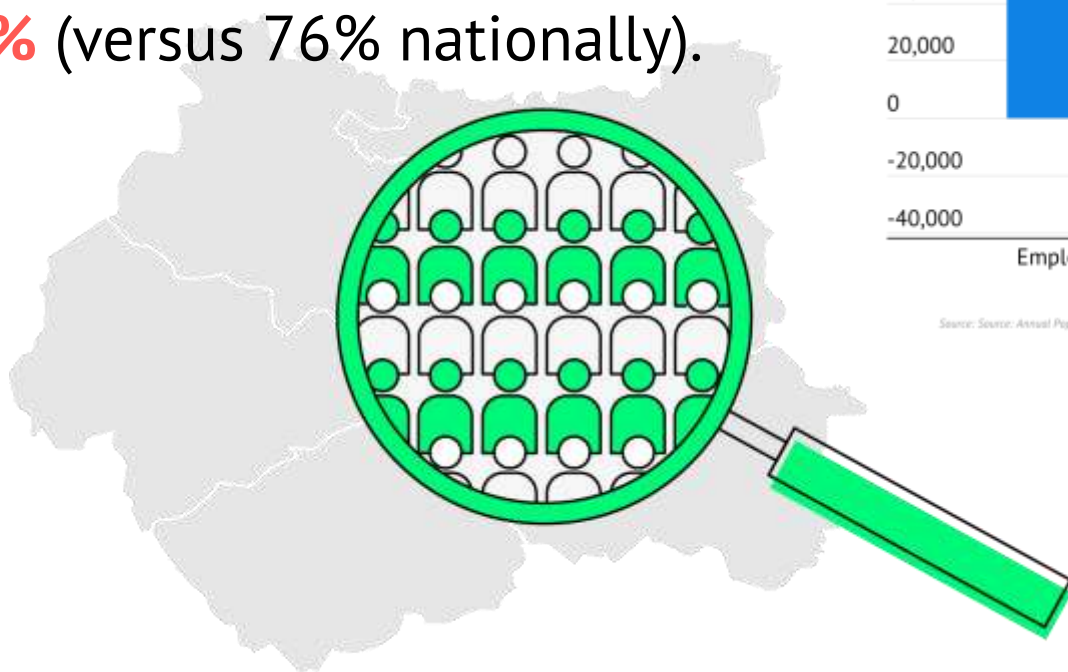
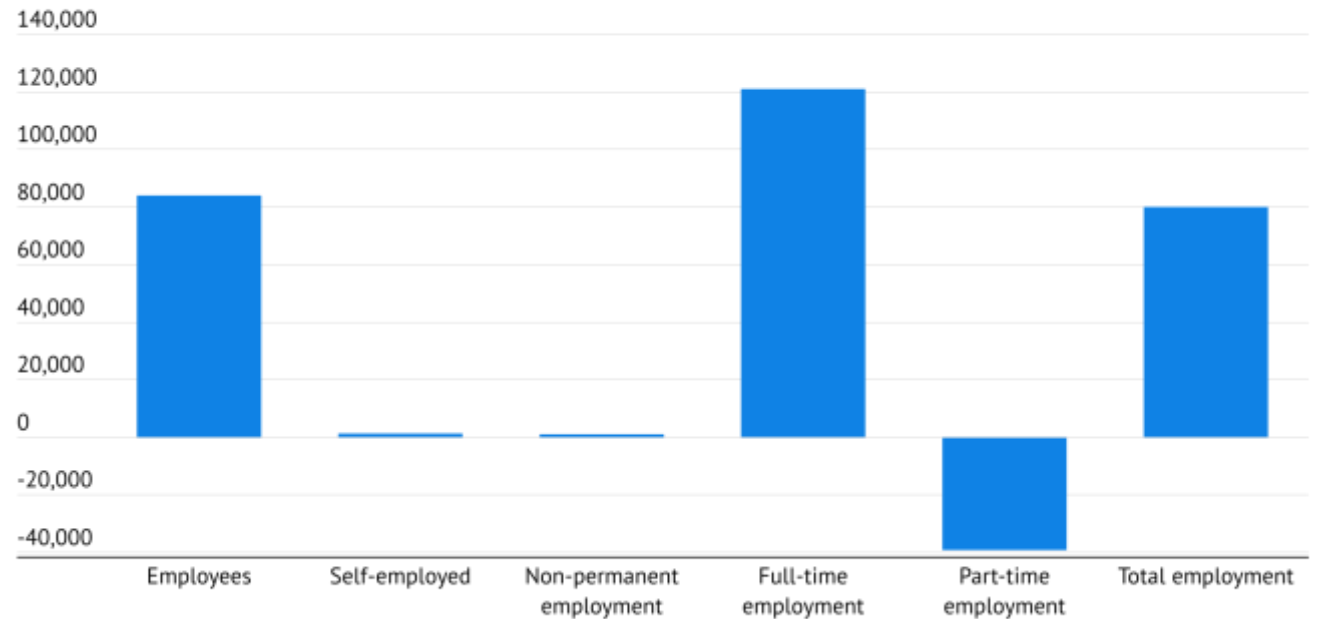


Figure 18: Change in employment by status, West Yorkshire, 2013/14 to 2020/21



Source: Annual Population Survey, September to October periods

What are the largest sectors across West Yorkshire?



Health and social care

(141,000 jobs)



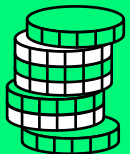
**Business administration
and support services**

(110,000 jobs)



Manufacturing

(105,000 jobs)



Finance

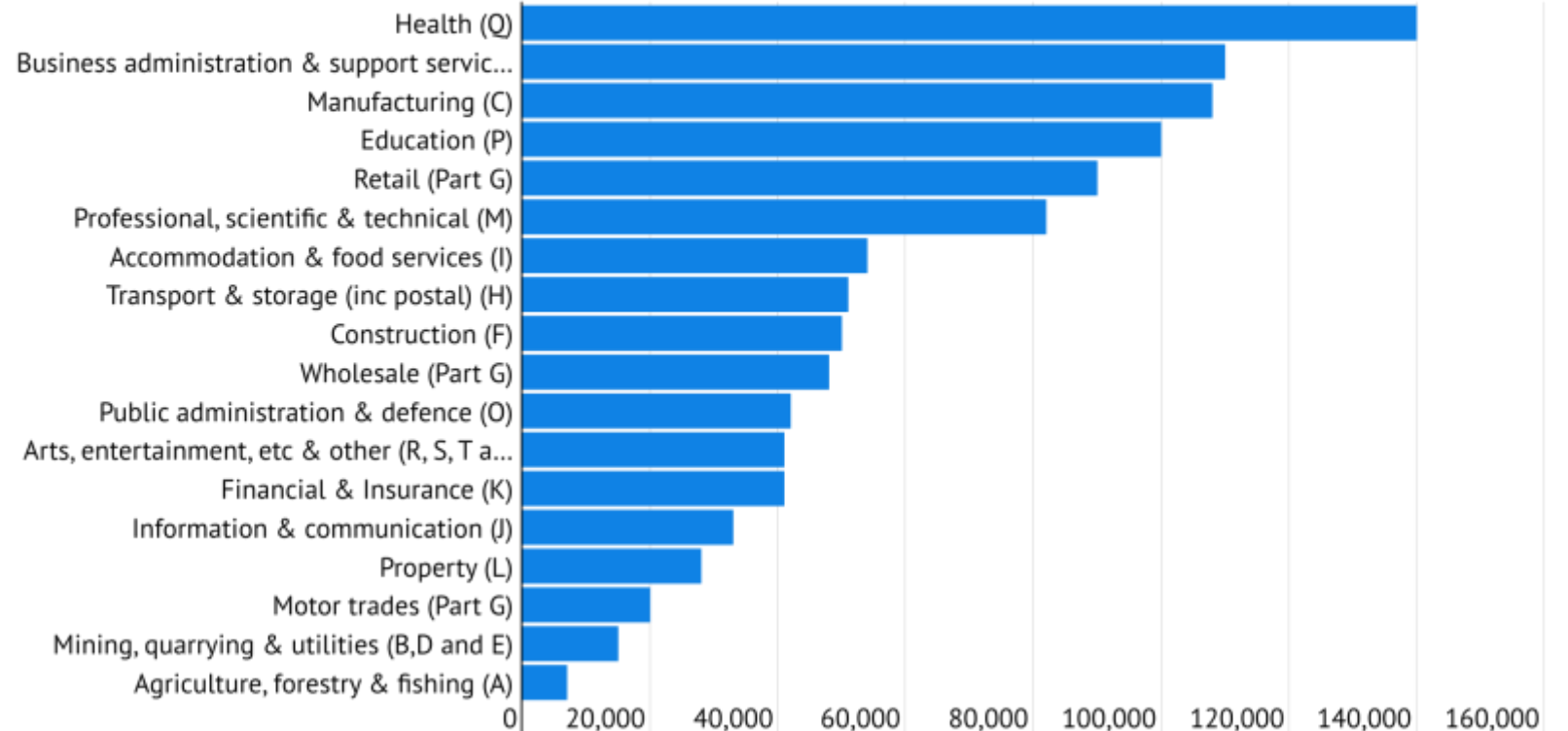
(44,000 jobs)



**Information and
communication**

(33,000 jobs)

Employee jobs by industry (SIC section), West Yorkshire, 2019



Source: Business Register and Employment Survey, 2020

Emerging sectors in our region

What are the top vacancies within the sectors?

What do they involve?

What does the future hold?

Construction

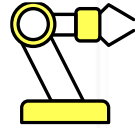
Did you know?

At least 54,000 people work in Construction in West Yorkshire (many more if you include those who are self-employed!).

Experts predict an additional 3,000 jobs in Construction in West Yorkshire over the next 10 years.

Though women make up only around 15% of all engineers, this represents a huge 25% increase since 2016. We need to keep this momentum going!

What does the future hold?



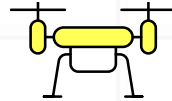
Robot resource manager

Job roles will be created to help source and manage robots used in Construction.



Artificial intelligence architect

AI architects will possibly be designing in real-time or even visualising their work through a VR headset.



Building drone operators

Drones are becoming more common on construction sites to give an overview of aspects of the building and take high-quality images.

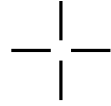
Top Vacancies

Project Manager → Average salary: £45,000

Plumber → Average salary: £27,000

Labourer → Average salary: £23,000

Construction



You could be suited to a career in Construction if you:

- + Like to solve problems
- + Like speaking to people
- + Like working as part of a team
- + Like thinking outside the box

Explore your skills: [Search 'FutureGoals Next Steps Toolkit'](#)

How can you get a Construction job?

- Finish your education (this needs to be at least your GCSEs)
- Attend a trade school
- Search for employment opportunities

OR

- Finish your education (this needs to be at least your GCSEs)
- Apply for an apprenticeship, BTEC, A Levels or T levels
- Get your qualification
- Search for employment opportunities

Culture, Media & Leisure

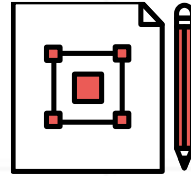
Did you know?

Jobs in Culture, Media & Leisure have grown by 39% in West Yorkshire in recent years, with 7,000 extra jobs.

West Yorkshire is home to cultural hotspots such as The Hepworth, Leeds Playhouse and Eureka!

Channel 4's northern HQ in Leeds could directly contribute to 1,200 new jobs.

What does the future hold?



Workplace Environment Architect

The importance of employee well-being, and how human-centred design of a company's real estate holdings can impact it, are now crucial to the future of work.



Inclusion Culture Lead

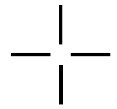
An Inclusive Culture Lead helps employees feel comfortable expressing their ideas and opinions in the workplace among co-workers and managers. When people feel appreciated for who they are, they may produce more ideas.

Top Vacancies

Sports Coach → Average salary: £23,000

Graphic Designer → Average salary: £26,000

Translator → Average salary: £27,000



Culture, Media & Leisure

You could be suited to a career in Culture, Media & Leisure if you:

- + Enjoy being creative
- + Like solving problems
- + Work well with others

Explore your skills: [Search 'FutureGoals Next Steps Toolkit'](#)

How can you get a Culture, Media and Leisure job?



- Finish your education (this needs to be at least your GCSEs)

OR

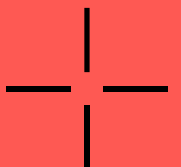


- Apply for an apprenticeship

YOU COULD ALSO



- Attend university to study a relevant subject
- Get your qualification
- Search for employment opportunities



Green Economy

Did you know?

+ Tracy Brabin, the Mayor of West Yorkshire has pledged to create 1,000 green jobs and a net-zero carbon economy by 2038.

+ In 2021, over 4,500 online job postings in West Yorkshire required 'green skills'.

+ Specialist green skills can be linked to energy, the environment or specific areas like electric vehicles and heat pumps.

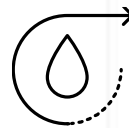
+ Green skills are becoming more and more important in existing jobs.

What does the future hold?



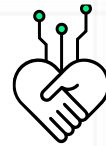
Green engineers

To tell you how much energy your appliances are using and how to use them more effectively, domestic engineers will not only repair your broken appliances but also give your house a "wattage test".



Water footprint managers

To calculate how much water a business is using and suggest more water efficient ways to produce goods and services.



Virtual health support workers

To help patients monitor their health at home using digital technology, reducing the burden on the health service, cut the amount of time patients spend travelling into hospitals and speed up the recovery process.

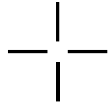
Top Vacancies

Project Manager → Average salary: £45,000

Ecologist → Average salary: £40,000

Electrician → Average salary: £30,000

Green Economy



You could be suited to a career in the Green Economy if you:

- + Enjoy making decisions
- + Like being creative
- + Enjoy looking for new solutions
- + Work well within a team

Explore your skills: [Search 'FutureGoals Next Steps Toolkit'](#)

How can you get a Green Economy job?



- Further education (such as A Levels, a T Level or a BTEC Diploma)

OR

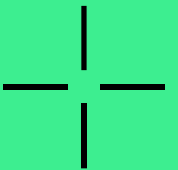


- Apply for an apprenticeship

YOU COULD ALSO



- Attend university to study a relevant subject
- Get your qualification
- Search for employment opportunities



Health & Social Care

Did you know?

Health & Social Care is West Yorkshire's biggest sector, accounting for 141,000 jobs (that's 13% of all jobs in the region!).

There are currently 1,000 skills shortages in health professional occupations in our region. These skills shortages include Nursing and Midwifery roles.

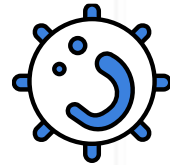
Experts predict an additional 20,000 jobs in Health & Social Care in West Yorkshire over the next 10 years.

What does the future hold?



Bioengineer

Bioengineers have a wide variety of career choices. Some work alongside medical practitioners, developing new medical techniques, medical devices, and instrumentation for manufacturing companies.



Reconstructive Surgery 3D Printing Specialist

In the future, we will see burn or accident victims being given new skin (and probably more) that was grown using their cells and 3D printed for use in reconstructive surgery.



Epigenetic Counsellors

Epigenetic counsellors will educate adults and the younger generation to make the right choices to ensure healthier lives.

Top Vacancies

Nurse → Average salary: **£28,000**

Hospital doctor → Average salary: **£53,000**

Pharmacist → Average salary: **£38,000**

Health & Social Care

You could be suited to a career in Health & Social Care if you:

- + Enjoy solving problems
- + Like working as part of a team
- + Enjoy speaking to people
- + Have strong emotional intelligence

Explore your skills: [Search 'FutureGoals Next Steps Toolkit'](#)

How can you get a Health & Social Care job?

For graduate healthcare careers:

- Finish your education (this includes GCSEs and A Levels)
- Carry out a relevant/approved degree
- Register with a professional body.

For other Health & Social Care careers:

- Finish your education (this needs to be at least your GCSEs) Further education (such as A Levels or a BTEC Diploma)

OR

- Apply for an apprenticeship
- Get your qualification
- Search for employment opportunities

Manufacturing

Did you know?

- + West Yorkshire is known for its specialism in Manufacturing – the sector is around a third larger here than it is nationally.
- + Manufacturing covers 10% of all jobs in our region – that's 105,000 jobs!
- + Vacancies in the Manufacturing sector have increased by 81% since the start of the pandemic.

What does the future hold?



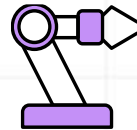
Manufacturing cybersecurity strategist

Responsible for helping prevent threats from hackers and other cyber troublemakers.



Virtual reality/augmented reality system specialist

Responsible for helping demonstrate a product or process in a virtual setting.



Collaborative robotics specialist

Responsible for implementing robotics platforms that “collaborate” with humans and for training robotics operators.

Top Vacancies

Assembler	—————>	Average salary: £19,000
Manufacturing operator	—————>	Average salary: £20,000
Production manager	—————>	Average salary: £44,000

Manufacturing

You could be suited to a career in Manufacturing if you:

- + Enjoy solving problems
- + Enjoy being creative
- + Like making tough decisions
- + Work well as part of a team

Explore your skills: [Search 'FutureGoals Next Steps Toolkit'](#)

How can you get a Manufacturing job?

- Finish your education (this needs to be at least your GCSEs)
- Further education (such as A Levels, a T Level or a BTEC diploma)

OR

- Apply for an apprenticeship

YOU COULD ALSO

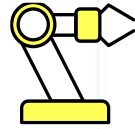
- Attend university to study a relevant subject
- Get your qualification
- Search for employment opportunities

STEM

Did you know?

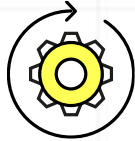
- + A shortage in STEM skills is costing UK businesses £1.5 million per year.
- + STEM jobs have grown by 50% across West Yorkshire in recent years, with 23,000 extra jobs.
- + Jobs in STEM make up 10% of jobs postings in our region.
- + Female STEM graduates (mainly engineers) are more likely to enter full-time work (61% vs 59%) and less likely to enter part-time work (8% vs 12%) than all female graduates.

What does the future hold?



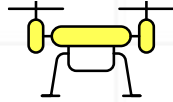
Automated & Robot System Repair

A human automated system technician or robot repair person can replace parts, fix lines of code, and test machines before it goes back online.



Green Power Creator

The future will need people to find new green resources—and engineers to develop, test, deploy, and repair these systems.



Drone Technician

The maintenance of drones (and possibly some flight control) will still be done by humans, while engineers will continue to modify and update the flying bots.

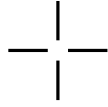
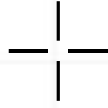
Top Vacancies

Software developer → Average salary: £50,000

IT business analyst → Average salary: £38,000

Civil Engineer → Average salary: £35,000

STEM



You could be suited to a career in STEM if you:

- + Like to think of solutions
- + Enjoy solving problems
- + Work well as part of a team
- + Like thinking outside the box

Explore your skills: [Search 'FutureGoals Next Steps Toolkit'](#)

How can you get a STEM job?

- Finish your education (this needs to be at least your GCSEs)
- Further education (such as A Levels, a T Level or a BTEC Diploma)

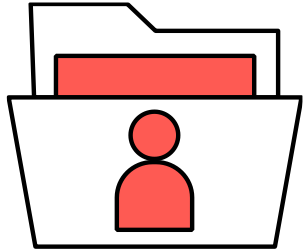
OR

- Apply for an apprenticeship

YOU COULD ALSO

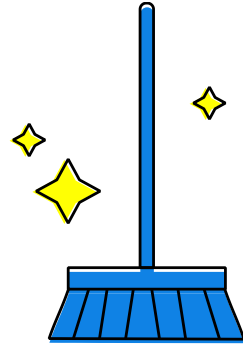
- Attend university to study a relevant subject
- Get your qualification
- Search for employment opportunities

Which occupations employ the most people?



Administrative occupations: 103,000 people

E.g. book-keepers, payroll managers and admin roles in finance and local government



Elementary administration and service roles: 93,000 people

E.g. hospitality staff such as waiters/waitresses, bar staff, kitchen and catering assistants and cleaners



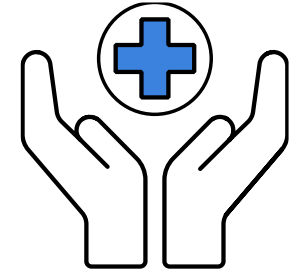
Business and public service associate professionals: 90,000 people

E.g. sales and marketing, human resources, financial and public service roles



Corporate managers: 85,000 people

E.g. retail, production managers in manufacturing and construction, financial managers and marketing and sales managers



Caring personal services: 84,000 people

E.g. care workers and home carers, teaching assistants, nurses and nursery nurses

Skills in demand: Baseline

'Baseline' skills in greatest demand in West Yorkshire (between 2021 – 2022).

'Baseline' skills are the basic ones required for any job.

LEADERSHIP 
PLANNING 
MICROSOFT EXCEL

COMMUNICATION

RESEARCH  **ORGANISATIONAL SKILLS**

ATTENTION TO DETAIL **MENTORING**

MEETING DEADLINES **CREATIVITY** 
PROBLEM SOLVING

BUILDING EFFECTIVE RELATIONSHIPS
MICROSOFT OFFICE

Skills in demand: Specialised

'Specialised' skills in greatest demand in West Yorkshire (between 2021 – 2022).

'Specialised skills' are those that make you particularly qualified for a specific position/role.

KEY PERFORMANCE INDICATORS

SCHEDULING  **TEACHING**

STAFF MANAGEMENT **PROJECT MANAGEMENT**

ADMIN SUPPORT

TEAMWORK/SALES

 **COLLABORATION**

CUSTOMER SERVICE

BUSINESS DEVELOPMENT **CLEANING** 

 **BUDGETING** **ACCOUNTING** **SOCIAL MEDIA**

WORKING WITH PATIENTS

Skills in demand: Digital

Digital skills, particularly relating to Microsoft packages, are in strong demand amongst those companies looking to recruit.

A central collage of digital skills and software icons. The text is arranged in a roughly circular pattern around the center. The most prominent text is 'MICROSOFT OFFICE' in large red letters, with a computer monitor icon to its left. Below it is 'MICROSOFT EXCEL' in large black letters. To the right of 'EXCEL' is 'SOFTWARE DEVELOPMENT' in green letters, with a code editor icon to its right. Below 'SOFTWARE DEVELOPMENT' is 'MICROSOFT WORD' in blue letters, with a Word icon to its left. To the right of 'WORD' is 'MICROSOFT C#' in black letters, with a gear icon below it. Below 'C#' is 'JAVASCRIPT' in red letters. To the right of 'JAVASCRIPT' is 'SQL' in red letters. Above 'SOFTWARE DEVELOPMENT' is 'PYTHON' in blue letters. To the left of 'PYTHON' is 'CUSTOMER RELATIONSHIP MANAGEMENT' in black letters. Above 'CUSTOMER RELATIONSHIP MANAGEMENT' is 'SAP' in blue letters with a gear icon. To the right of 'CUSTOMER RELATIONSHIP MANAGEMENT' is '.NET' in red letters. Above 'SOFTWARE DEVELOPMENT' is 'MICROSOFT POWERPOINT' in green letters. Below 'SOFTWARE DEVELOPMENT' is 'JAVA' in black letters. The background features a light gray grid and decorative elements like a green circular pattern in the bottom left and a gray arc in the top right.

PYTHON
CUSTOMER RELATIONSHIP MANAGEMENT
SAP  MICROSOFT POWERPOINT
MICROSOFT OFFICE
MICROSOFT EXCEL
SOFTWARE DEVELOPMENT 
JAVA
MICROSOFT WORD
MICROSOFT C#
 JAVASCRIPT
SQL
.NET

Quick fire questions!

What is the largest sector in our region and how many people are employed?

Is teamwork a baseline or specialised skill?

Is time management a baseline or specialised skill?

Answers!

What is the largest sector in our region and how many people are employed?



**Health and Social Care
(141,000 jobs)**

Is teamwork a baseline or specialised skill?



Specialised

Is time management a baseline or specialised skill?



Baseline

The Future

How will our occupations change in the future?



How will our occupations and sectors change in the future?

Health and social work



+20,000 jobs

+10,000 jobs



Professional services

Support services



+10,000 jobs

+3,000 jobs



Arts and entertainment

Transport and storage



+3,000 jobs

+3,000 jobs



Construction

Information technology



+2,000 jobs

+1,000 jobs

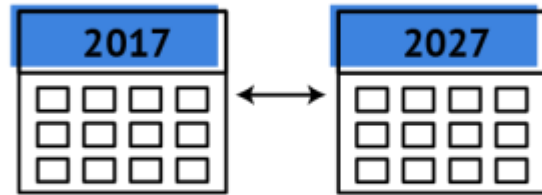


Engineering



How will our jobs change in the future?

Between 2017 and 2027,

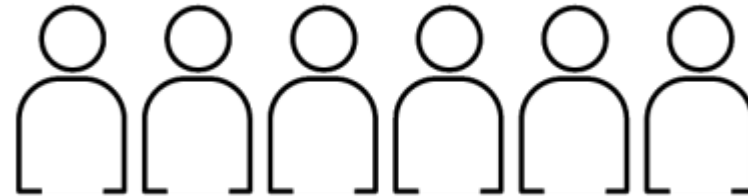


employment in professional jobs is expected to increase by



31,000 (11%)

associate professional roles by



7,000 (9%)



and managers by

17,000 (11%).



Due to the increase in automation, some sectors will see dramatic changes in their job roles.

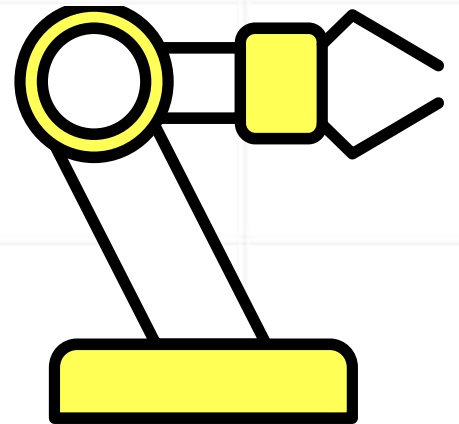
How are things changing around you?

When we talk about automation and the impact it will have on various sectors, we're referring to roles that will no longer require a human element or input.

Think about the places you visit and things around you. Where have you noticed automation in action?

For example...

- Supermarkets
- Food delivery services
- NHS services
- Banking



Green Careers and the changing environment

The **green career sector** is expanding rapidly and it's something open to all of us, if we choose to step in. The opportunities are vast, exciting and incredibly useful for the developing climate crisis.



Looking at recent LMI data, it becomes clear that **Green Skills** and **Green Careers** are already really important aspects for our region.

In 2020 and 2021, the region saw a strong increase in vacancies requiring **green skills**.

When we say 'green skills' we mean skills linked to **energy**, the **environment** and specific areas like **electric vehicles, heat pumps and green marketing**.

The definition of **'green skills'** includes skills linked to energy, and the environment, plus areas like heating and green marketing.

Did you know that there was a strong increase in vacancies requiring green skills in 2020 and 2021?

These are some of the green skills in greatest demand:

A knowledge of...



















- + Climate change
- + Renewable energy
- + Energy efficiency
- + Energy management



Occupations like **Project Manager** and **Civil Engineer** are among those with the biggest demand for green skills. In addition, STEM jobs are also popular when it comes to green skills – like engineers, scientists and technicians of various kinds.

Green skills for the future!

These skills and knowledge are needed to successfully work within the **Green sector.**

ELECTRIC VEHICLE  **SWITCH GEAR** 
WASTEWATER TREATMENT  **ENVIRONMENTAL POLICY** 
ENERGY MANAGEMENT  **CARBON REDUCTION**  **ENVIRONMENTAL CONSULTING** 
ISO 14001 STANDARDS  **SITE INVESTIGATIONS** 
WATER TREATMENT 
CLIMATE CHANGE 
INVERTERS  **RENEWABLE ENERGY** 
ENVIRONMENTAL MANAGEMENT 
ENVIRONMENTAL SCIENCE  **POWER GENERATION**  **ENVIRONMENTAL COMPLIANCE** 
ENVIRONMENTAL IMPACT ASSESSMENT 



**West
Yorkshire**
Combined
Authority



Tracy Brabin
Mayor
of West Yorkshire