

# LABOUR MARKET INFORMATION



WHAT IS LMI?



**BIRMINGHAM**  
**CAREERS SERVICE**  
guiding young people

# WHAT IS LMI?

Labour Market Information (LMI) describes the world of work. It tells us about: different careers; their entry routes; the availability of jobs; future demand; promotional prospects; salaries paid; skills and qualifications needed.



# WHY IS LMI IMPORTANT TO YOUNG PEOPLE?

LMI can inform you about the types of jobs that are going to be in demand in the future, and those which are in decline. By knowing the job areas which will be recruiting, you can prepare by choosing the right subjects at GCSE, at College and University, and know what skills you need to develop.

# LOCAL LMI

The demand for employers and employees exists locally, regionally, nationally and internationally - this is known as the Labour Market. Not everyone can or wants to leave their local area to work, so a good starting point is to research your Local Labour Market to help with your career planning. You won't find many jobs in Oceanography in Birmingham!



# WHAT TYPES OF EMPLOYERS AND INDUSTRIES ARE IN BIRMINGHAM AND SOLIHULL?

## LARGEST EMPLOYERS IN THE AREA:

NHS, Asda, Sainsburys , Jaguar Landrover, Mondelez International, Whitbread and the University of Birmingham.

These companies need Engineers, Designers, Doctors, Nurses and Academics.

In fact there are over 350 different NHS Careers to choose from, whatever your qualifications, skills and interests.

Don't forget too, that all large companies, whatever their industry, need qualified staff to work in Sales, Finance, Marketing, Buying, IT, Customer Service, Administration and Management



**AVERAGE SALARY: £29,603**

## CURRENT AND FUTURE JOBS

### 2020 - These jobs need lots of applicants!

Care Workers  
Biomedical Engineers  
Carpenters  
Diagnostic Medical Sonographers  
Occupational Therapists  
Mental Health Workers

### 2040 - Some jobs don't exist yet!

Self-driving Car Mechanic  
Digital Currency Adviser  
Commercial Space Pilot  
3D Food Printer Engineer  
Memory Surgeon  
Trash Architect



## WHERE CAN I FIND LMI?

[www.icould.com](http://www.icould.com) - watch videos linked to job roles, with LMI under each clip

[www.startprofile.com](http://www.startprofile.com) - explore different job roles with LMI included

[www.lmiforall.org.uk](http://www.lmiforall.org.uk) - download a free widget to compare LMI across different jobs and sectors

**Eclips** - ask your Birmingham Careers Service Adviser to show you LMI for your chosen careers