

LABOUR MARKET INFORMATION

WHAT IS LMI?

Labour Market Information (LMI) can provide us with insights into different jobs and opportunities, telling us what is available now or predicted to be in the future. It can be gathered from a wide array of sources from websites run by Government funded organisations, through to adverts for job vacancies in local papers and online. Even anecdotal sources such as conversations with friends and family can give us information on who may be recruiting. Each source can provide us with information on the labour market.

Turning it into intelligence, however, is key. To do that it is important to ask yourself, "How was the information gathered, when, by whom and for what purpose?" This will affect what the data is attempting to prove (if biased) or what it may mean for you and your career decisions. For example: If the data was collected five years ago? How reliable is it? (not very) However, if the data was collected last week it is likely to be more reliable.

Tools such as <http://www.lmiforall.org.uk/cm2/index.html> can help us access basic data on different jobs which is helpful for a broad picture but very generalised. The pros and cons of this are outlined here: <https://lightcast.io/uk>

BE INFORMED

To create a clearer picture, it is important to try and use more than one source of information to get as big a view as possible (much like when you check more than one "customer satisfaction" surveys and "review" sites when buying a car, laptop or new mobile phone). Using more than one source of data increases the odds of accuracy.

TOP TIP: LMI is often seen as a reliable prediction of the future; this isn't always the case as any forecast is open to fluctuations and change. A good rule of thumb to remember is that the further away the prediction is, the more open to change the forecast will be.

RESEARCH

Research helps you to find out what is possible and is key to understanding what is going on. It can sometimes be a little tricky though so, remember there are plenty of sources of support to help you with this... parents, carers, teachers, friends and your careers adviser! Below we have added some useful LMI web links as well as some downloadable posters which cover the labour market in Kent; we hope you find them helpful.

Once you have looked at the data and information, it is then YOUR CHOICE what you would like to do in the future.

KENT

<https://www.kentprospectus.co.uk/information/young-people-and-parents/kent-labour-market-information>

<https://www.cxk.org/resources/labour-market-information/>

ECONOMIC FORECAST:

<https://www.kent.gov.uk/about-the-council/information-and-data/facts-and-figures-about-kent/economy-and-employment-data>

UNITED KINGDOM:

UK: www.wheretheworkis.org , <https://www.nomisweb.co.uk/>

Sector forecasts: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors>

E.U. & GLOBE:

Trends: <https://www.ilo.org/>

Reports: <http://www.oecd.org/employment/>

UK Labour Market Overview (Recent Trends)

General trends for the UK labour market (as of recent data):

- **Employment and Unemployment:** The UK employment rate for 16-64 year olds has been around **75.1%**, with the unemployment rate for 16+ years estimated at approximately **4.8%** (as of mid-2025 data).
- **Vacancies:** The number of job vacancies has been falling but remains significant, with businesses in numerous sectors still seeking talent.
- **Wages:** Annual growth in employees' average earnings (regular pay, excluding bonuses) has been rising, showing real-terms growth when adjusted for inflation.
- **Economic Inactivity:** The economic inactivity rate (people not in employment or seeking work) has been largely unchanged or slightly down.

Note: Official statistics, particularly those from the Labour Force Survey (LFS), have recently experienced some volatility, and the Office for National Statistics (ONS) advises caution and comparison with other data sources like Pay As You Earn (PAYE) data.

Kent-Specific Labour Market Information (LMI)

Kent's labour market, which has a mix of proximity to London, a significant coastline, and a large rural area, shows distinct characteristics:

Key Statistics for Kent (compared to Great Britain - GB)

Statistic	Kent	Great Britain (GB)
Employment Rate (16-64)	Approx. 73.8% (or similar)	Approx. 75.5%

Unemployment Rate (16+)	Approx. 4.0% (or similar)	Approx. 4.8%
Gross Weekly Pay (Full-time)	Approx. £751.8	Approx. £729.8

Source: Nomis/ONS Data, figures may vary based on reporting period and geographical definition (Kent County Council area or wider).

Websites and Resources for Parents and Students

Finding reliable LMI and career guidance is crucial for making informed decisions. Here are some highly recommended websites:

Website	Focus / Value	Target Audience
National Careers Service https://nationalcareers.service.gov.uk/	Comprehensive careers advice, skills assessment tools, job profiles, and education route guidance.	Students & Parents
iCould https://icould.com/	Short career videos and information on different job sectors, often incorporating LMI from the LMI for All service.	Students & Parents
Nomis - Official Labour Market Statistics https://www.nomisweb.co.uk/	Detailed, official labour market statistics for the UK and local areas (including Kent).	Parents (more technical data) & Students
LMI for All / Careerometer	An interactive tool (often embedded on other sites) that	Students & Parents

https://www.lmiforall.org.uk/careerometer/	compares different job roles, pay, and projected demand.	
Talking Futures https://www.talkingfutures.org.uk/	Specifically designed to help parents and carers have better conversations with their children about education and career options.	Students & Parents
Skills for Careers (Gov.uk) https://www.skillsforcareers.education.gov.uk/	Resources to explore skills and training options, including post-16 and post-18 pathways like T-Levels and apprenticeships.	Students & Parents