

**Michael Spayne**

**Focus LMI**

*Why is LMI Important?*

*“Careers advice without  
good LMI is just advice...”*

Source: Using and Sharing LMI to Inform Future Choices - UKCES

80,000

# Making the Right Choice(s)

# Labour Market is Constantly Changing

## Pace of Change has Accelerated

Complex and (sometimes seems) Contradictory

**“Today's labour market stats paint a seemingly contradictory and confusing picture”**

**Robert Peston**

# Mismatch

Aspirations and Job Market Reality

# Job Market is a Battleground





# Drivers of Change

# Globalisation - UK Economy is:

- 5<sup>th</sup> largest economy
- 8<sup>th</sup> largest manufacturer
- 9<sup>th</sup> largest exporter



# Global Labour Market

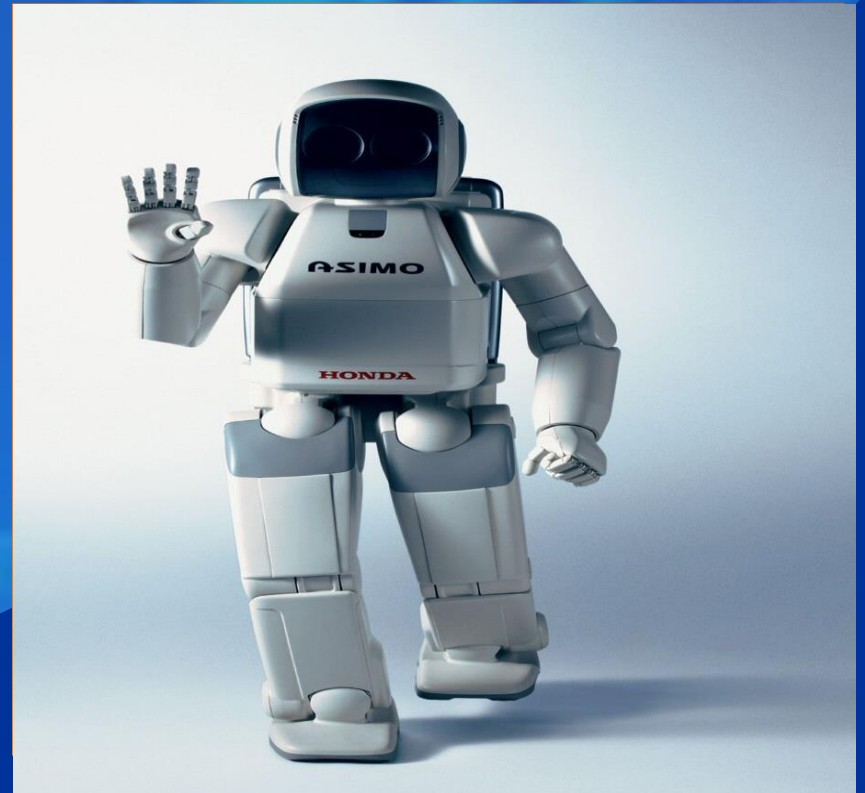
- 1 in 7
- 1,000 (5.5 million)
- 250+ Million



500 - 1,000 people a day  
leave the UK



# Technology (STEM)



# Green-Collar Revolution?



# Demographic Change - Ageing



# Trends

Knowledge Based

Low Carbon

Digital Economy



# Flexibility

**Self-employed**

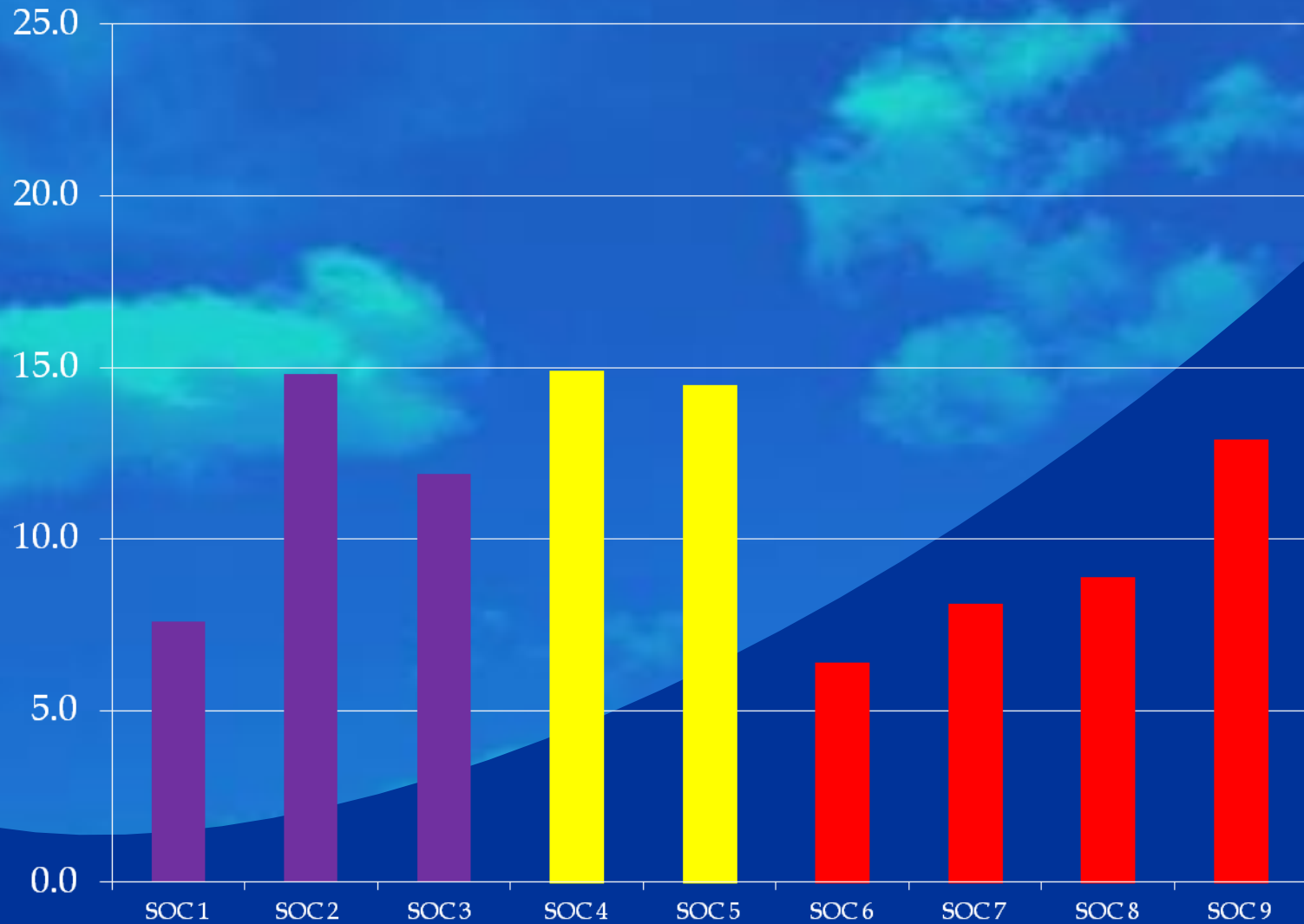
Zero Hours Contracts **Part-time**

**Portfolio Workers**

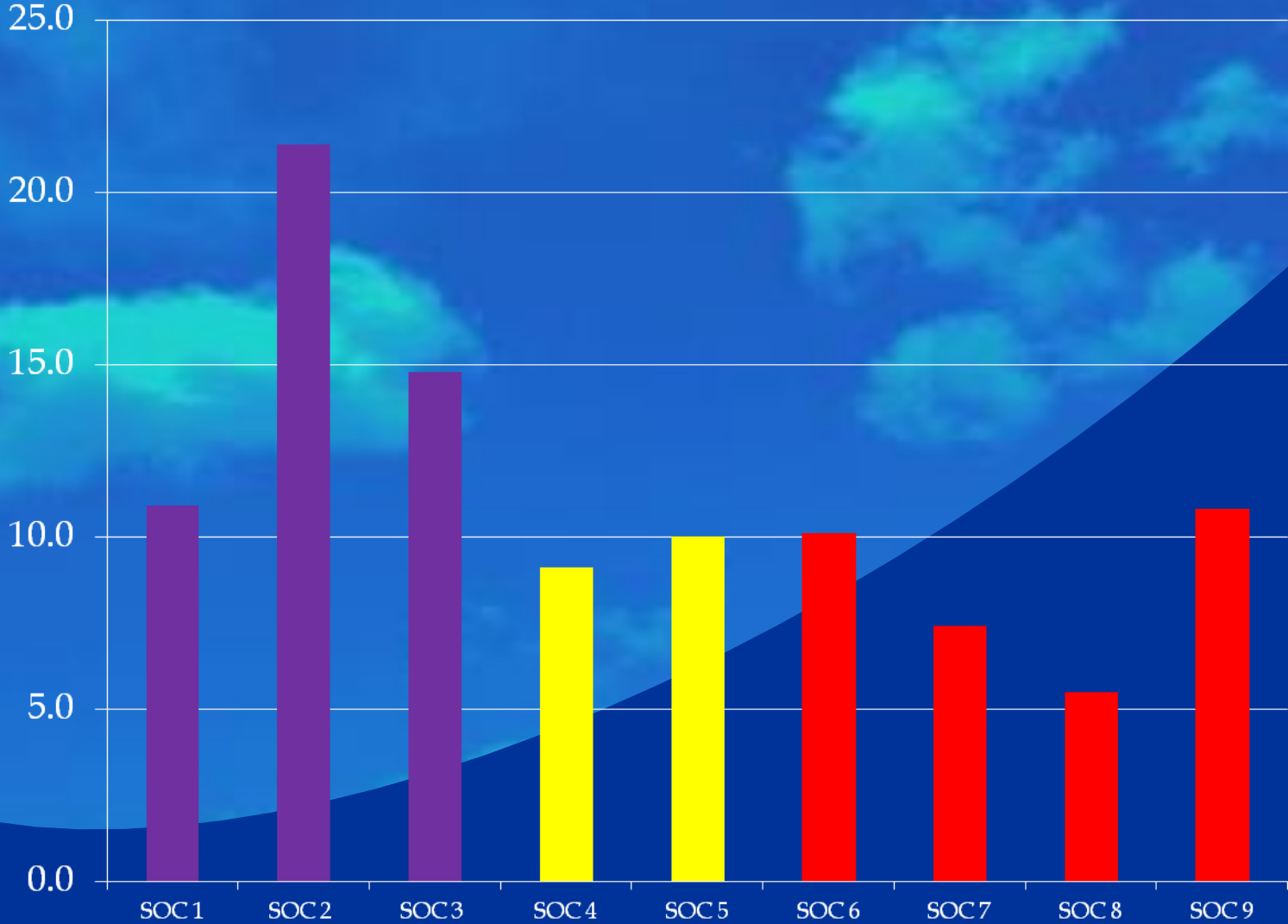
**Agency Work**

**Freelance**

# Employment by Occupation - UK - 1994



# Employment by Occupation - UK - 2024



# *Hour Glass Occupational Structure?*

- *More Professional Jobs*
- *Fewer Intermediate*
- *More Lower Skilled*



# Expansion of Higher Education

9% (elite)

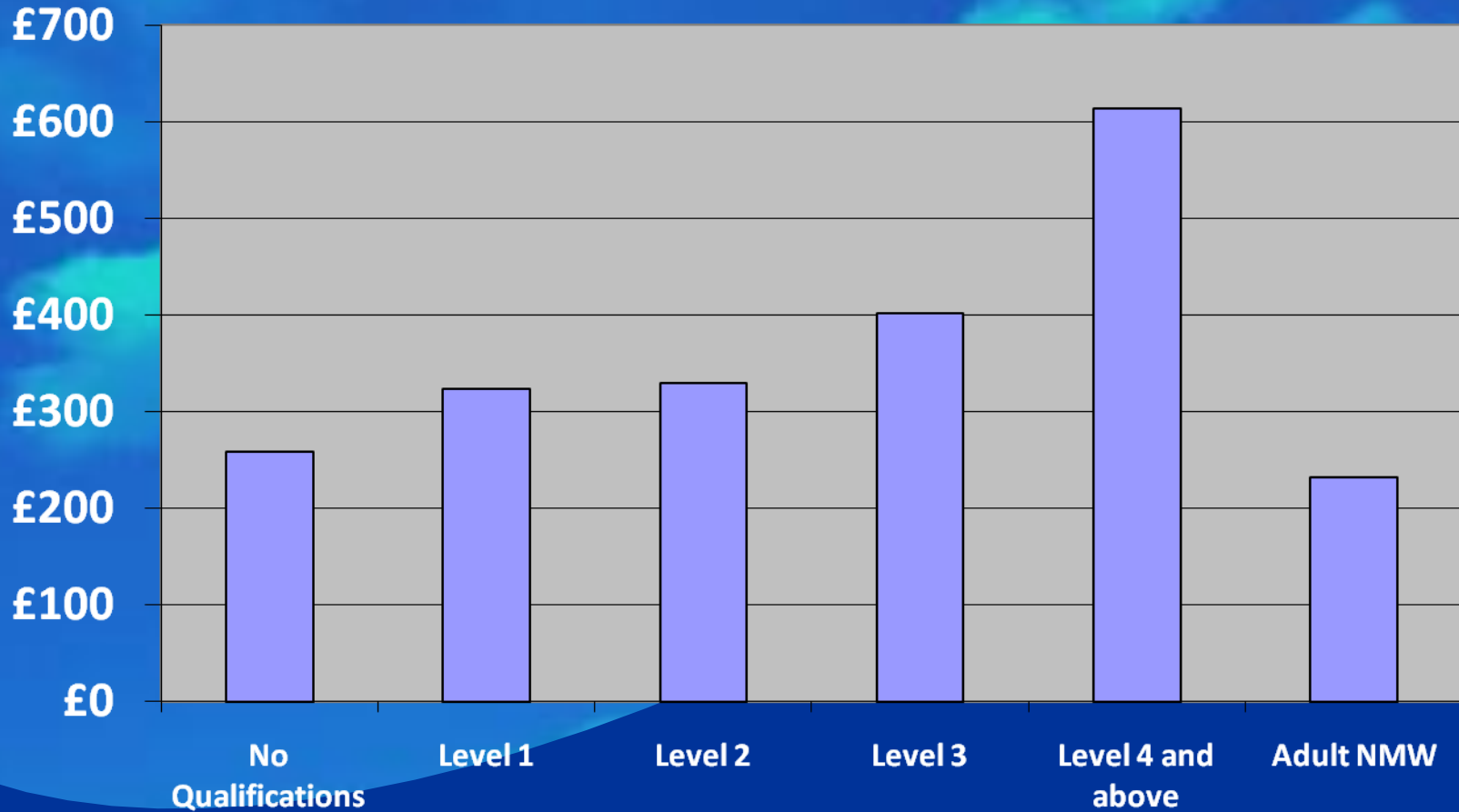
15% (expanding)

>50% (mass)

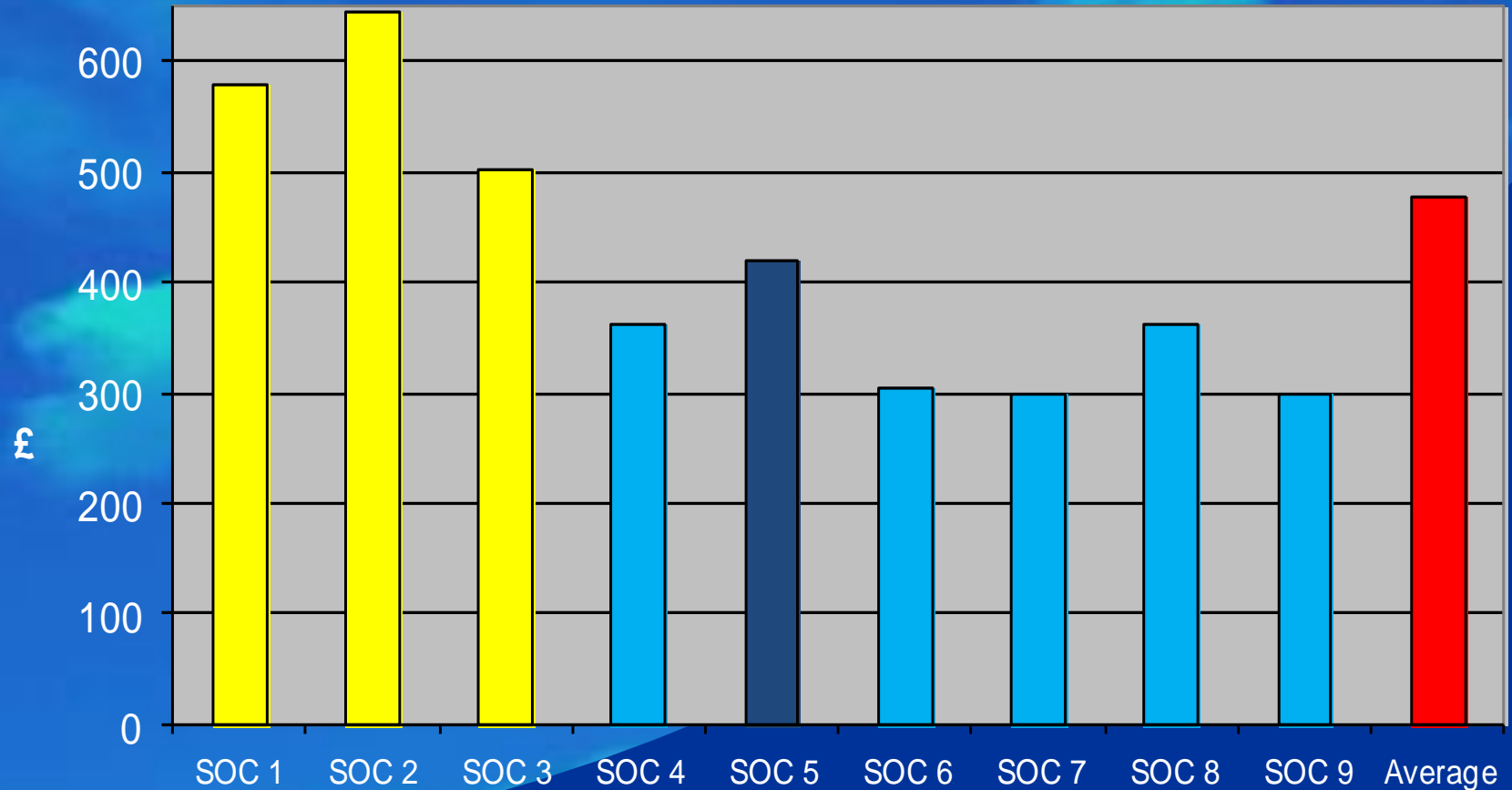
**More getting degree now than A Levels a generation ago**

**We have moved from an Elite based model to a Mass or Universal Based System**

# Average Weekly Wage by Highest Qualification



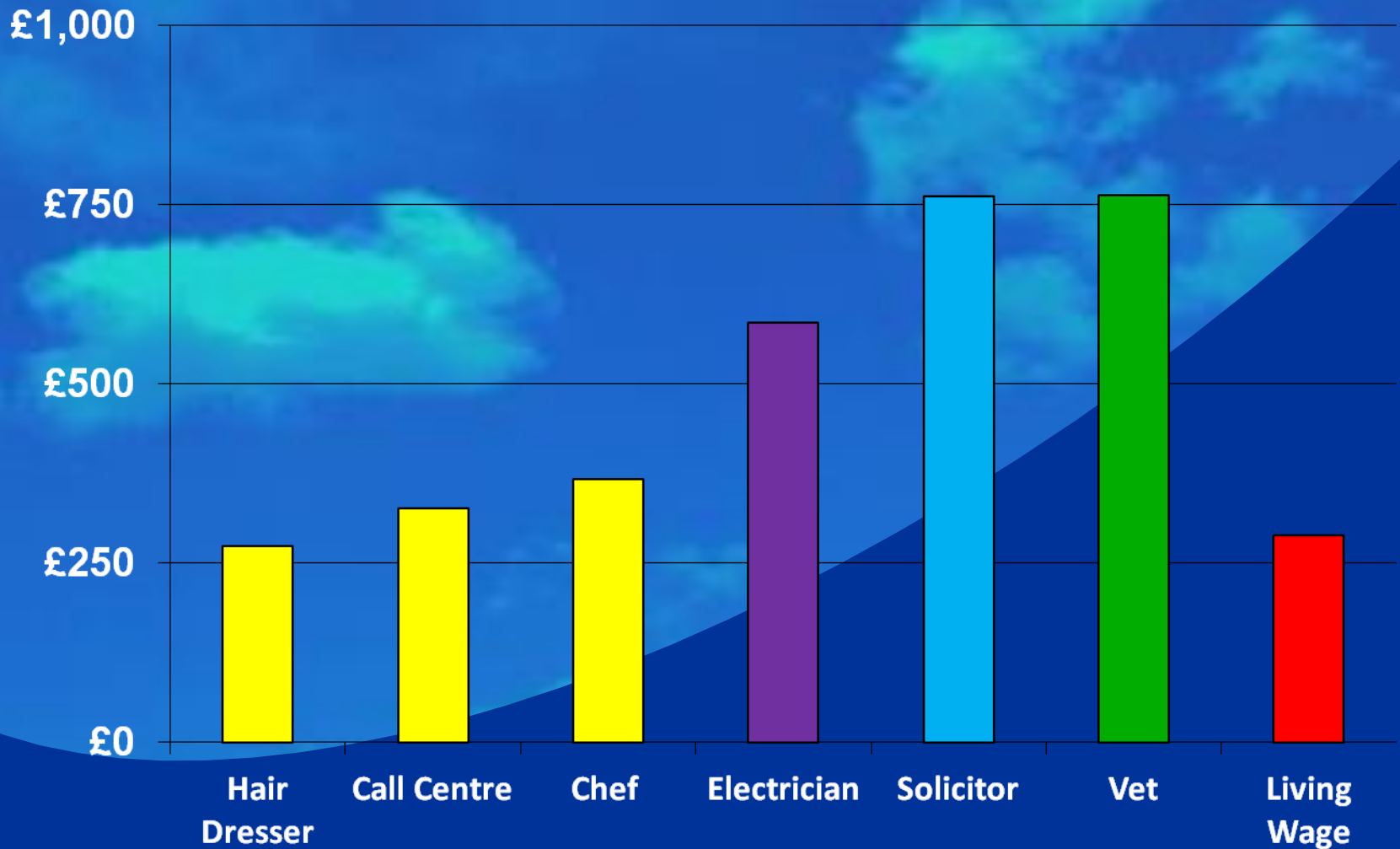
# Average Weekly Wage By Occupation





# **Job Choice Affects Wages**

# Weekly Wage By Occupation



# Other routes to good jobs

## Apprenticeships

*Only 7 per cent of 18-24-year-olds considered apprenticeships right for them, compared with 68 per cent who rated higher education the best option*

*Source: Reed in Partnership*

# What do Employers Want?

1. Verbal communication
2. Teamwork
3. Commercial awareness
4. Analysing and investigating
5. Initiative / self-motivation
6. Drive
7. Written communication
8. Planning and organising
9. Flexibility
10. Time management

# Work Experience Counts

Part-time Work

*Internships*

Sandwich Degrees

Saturday Job

Work Placements

Volunteer Roles

# Recruitment Channels

## Recruitment Channels used by Employers (UK)

<i>Job Centre+</i>	32%
<i>Word of mouth</i>	30%
<i>Local newspapers</i>	19%
<i>Recruitment agencies</i>	19%
<i>Internal labour market</i>	12%
<i>Social media</i>	7%
<i>Speculative enquiries</i>	7%
<i>National newspapers</i>	3%

# Useful Sites

Nomis [www.nomisweb.co.uk](http://www.nomisweb.co.uk)

Graduate Prospects [www.prospects.ac.uk](http://www.prospects.ac.uk)

Careers Wales [www.careerswales.com](http://www.careerswales.com)

Adzuna [www.adzuna.co.uk](http://www.adzuna.co.uk)

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

# PROSPECTS

Jobs and work experience   Postgraduate study   Careers advice   Applying for university

Log in Register 



## What job would suit me?

Join thousands of students and graduates who have matched their skills and personality to more than 400 job profiles.

Take the quiz and see your results in three minutes.






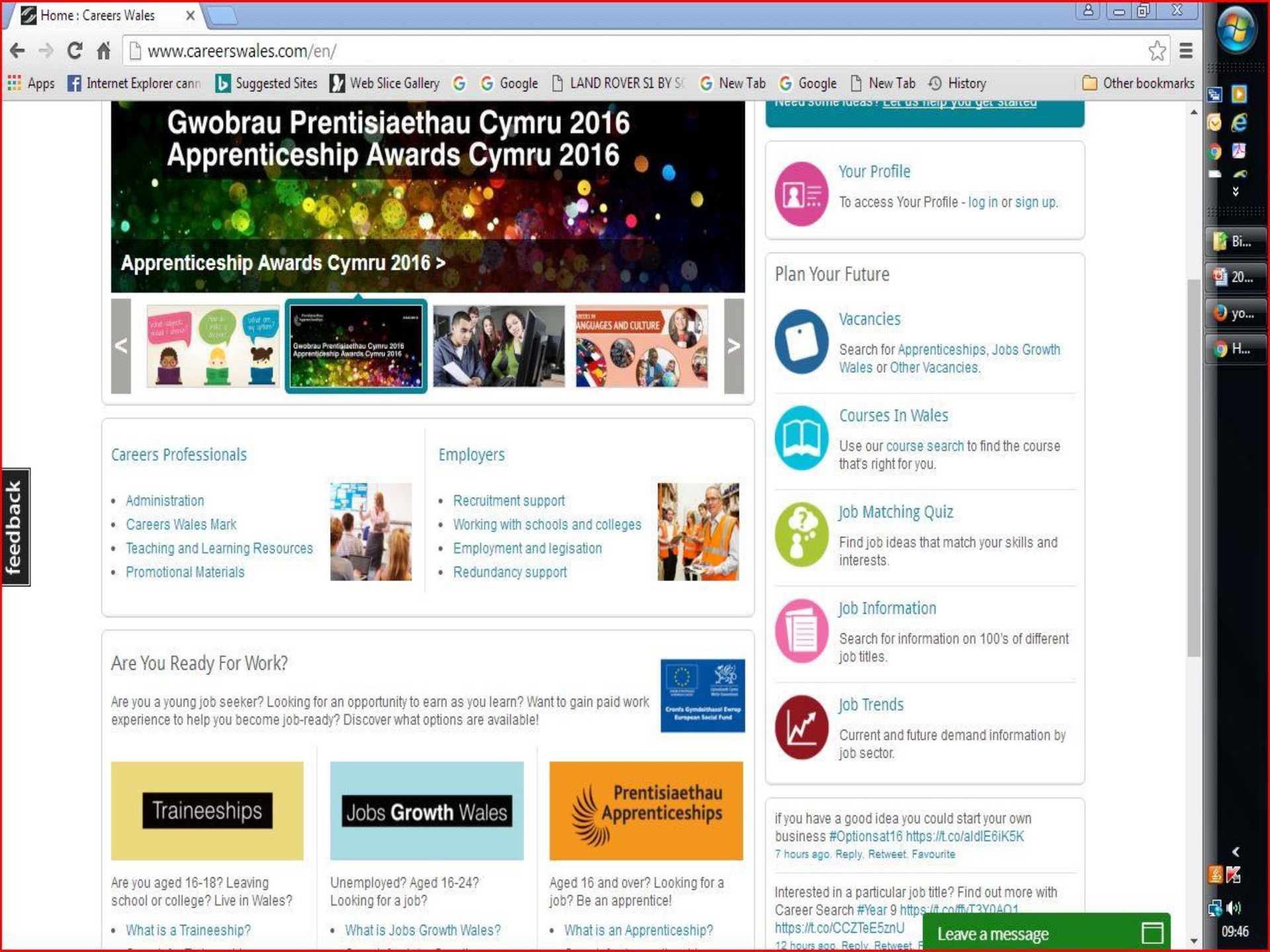
# Browse job profiles



A button for browsing job profiles by sector. It features four icons: a police badge, a paintbrush, a television, and a printer. Below the icons is a pink button with the text "Browse by sector" and a right-pointing chevron.



A button for browsing job profiles by letter. It features the text "A-Z" in a large, dark blue font. Below the text is a pink button with the text "Browse by letter" and a right-pointing chevron.



# Gwobrau Prentisiaethau Cymru 2016 Apprenticeship Awards Cymru 2016

Apprenticeship Awards Cymru 2016 >



## Careers Professionals

- Administration
- Careers Wales Mark
- Teaching and Learning Resources
- Promotional Materials



## Employers

- Recruitment support
- Working with schools and colleges
- Employment and legislation
- Redundancy support



## Are You Ready For Work?

Are you a young job seeker? Looking for an opportunity to earn as you learn? Want to gain paid work experience to help you become job-ready? Discover what options are available!



### Traineeships

Are you aged 16-18? Leaving school or college? Live in Wales?

- What is a Traineeship?

### Jobs Growth Wales

Unemployed? Aged 16-24? Looking for a job?

- What is Jobs Growth Wales?



Aged 16 and over? Looking for a job? Be an apprentice!

- What is an Apprenticeship?

Need some ideas? [Let us help you get started](#)



### Your Profile

To access Your Profile - log in or sign up.

## Plan Your Future



### Vacancies

Search for Apprenticeships, Jobs Growth Wales or Other Vacancies.



### Courses In Wales

Use our course search to find the course that's right for you.



### Job Matching Quiz

Find job ideas that match your skills and interests.



### Job Information

Search for information on 100's of different job titles.



### Job Trends

Current and future demand information by job sector.

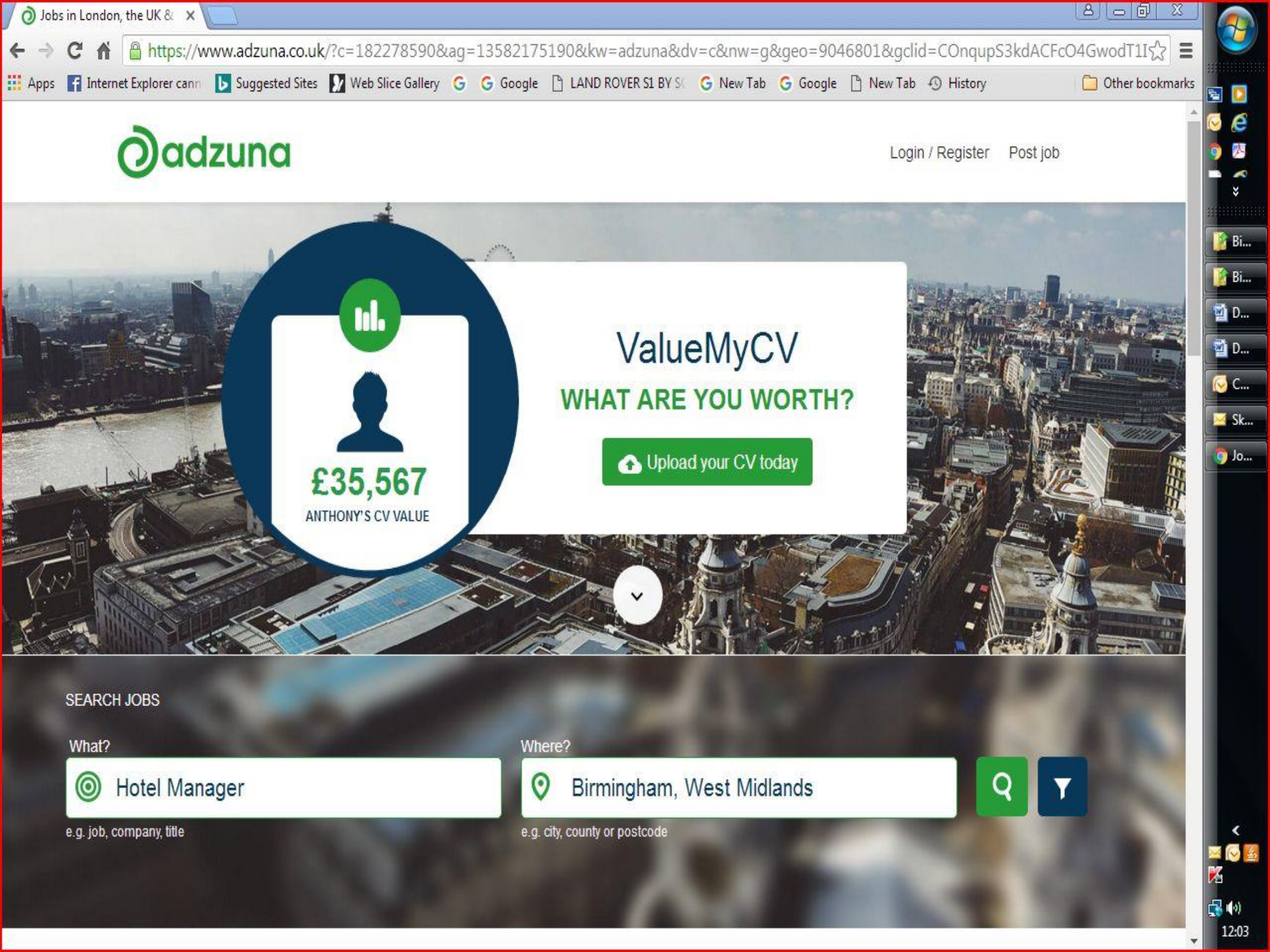
if you have a good idea you could start your own business #Optionsat16 <https://t.co/aldE6iK5K>  
7 hours ago · Reply · Retweet · Favourite

Interested in a particular job title? Find out more with Career Search #Year 9 <https://t.co/CCZTeE5znU>  
12 hours ago · Reply · Retweet

Leave a message

feedback

09:46



ValueMyCV  
WHAT ARE YOU WORTH?  
Upload your CV today

ValueMyCV  
WHAT ARE YOU WORTH?

Upload your CV today

£35,567  
ANTHONY'S CV VALUE

SEARCH JOBS

What?

Hotel Manager

e.g. job, company, title

Where?

Birmingham, West Midlands

e.g. city, county or postcode



## Hotel Manager Jobs in Birmingham Statistics

Which chart would you like to see?

[Average Salary](#)

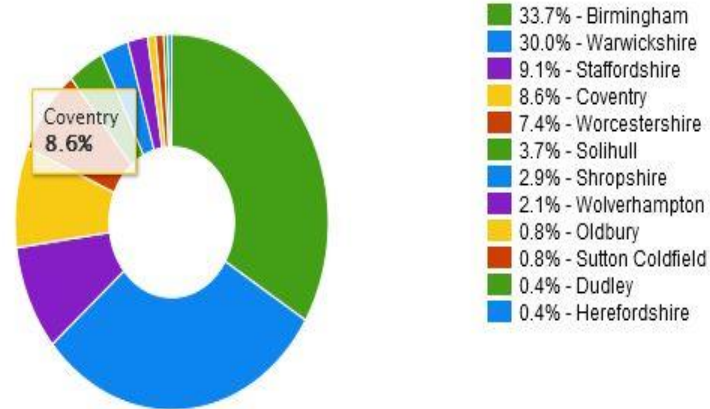
[Salary vs Average](#)

[Map View](#)

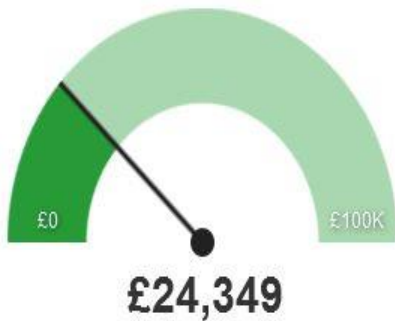
**Regional Overview**

[Pay Distribution](#)

### Regional overview (job ads by area)



### Average Current Salary



### Top 5 Companies Hiring

Hilton	
I.B.I.S	£15,406 avg
Macdonald Hotels & Resorts	£26,716 avg

### ValueMyCV

Fair pay shouldn't be a benefit!

Get a free estimate of your CV's worth and see if you're due a pay rise



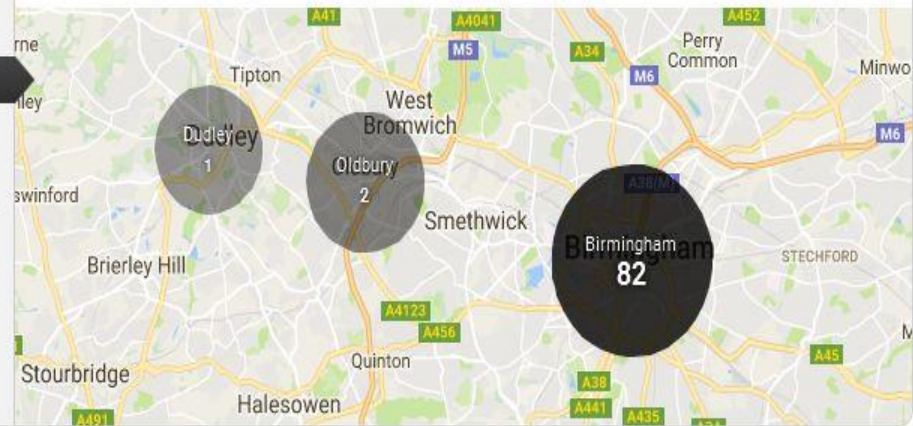
These job market statistics for Hotel Manager Jobs in Birmingham are compiled from Adzuna's index of over 1,000,000 live job listings - nearly every UK job ad

## Hotel Manager Jobs in Birmingham Statistics

Which chart would you like to see?

- Average Salary
- Salary vs Average
- Map View**
- Regional Overview
- Pay Distribution

Number of live ads per location



### Average Current Salary



### Top 5 Companies Hiring

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### ValueMyCV

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Get a free estimate of your CV's worth and see if you're due a pay rise

Value my CV now

The screenshot shows a website interface with a CV worth estimate of £37,813. It includes a 'Value my CV now' button and a word cloud with terms like 'Online Learning', 'Flash', 'Clients', and 'Training'.

These job market statistics for Hotel Manager Jobs in Birmingham are compiled from Adzuna's index of over 1,000,000 live job listings - nearly every UK job ad



**Hotel Receptionist**  
 Legacy Rose & Crown Hotel  
 On Application  
 Harnham  
[More details »](#)

---

**Hotel Receptionist**  
 Guildford  
 Unspecified  
 Guildford  
[More details »](#)

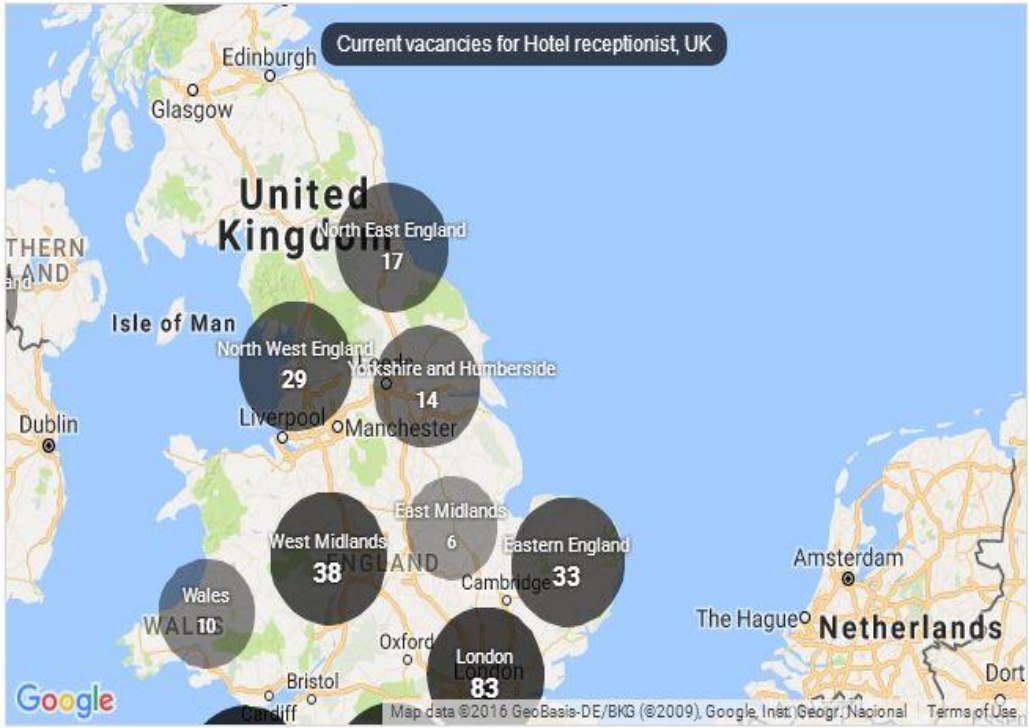
[View all Hotel receptionist jobs »](#)

### Top Hotel receptionist skills

Skill	Importance
Receptionist	Very High
Customer services	High
Telephone	Medium-High
Microsoft office	Medium
Communication	Medium
Training	Medium
Systems	Medium
Phone	Medium
Answering	Medium-Low
Cash	Low

Find out what you're worth  
 It takes 2 minutes and it's free. [Try ValueMyCV now »](#)

◆ Average annual salary in £
■ Number of vacancies



- competitive**  
 Exeter  
[More details »](#)
- Hotel Receptionist/ Concierge**  
 £16000 per annum  
 Colchester  
[More details »](#)
- Hotel Receptionist**  
 Cordant Group PLC  
 15000.00 - 16000.00 GBP  
 Annual  
 County Antrim Newtownabbey BT364  
[More details »](#)
- Hotel Receptionist**  
 Premier People NI  
 £15000 - £16000 per annum  
 Northern Ireland, County Antrim, Newtownabbey  
[More details »](#)
- Hotel Receptionist**  
 Nationwide Placements  
 JOBSWORTH: £15,250 P.A. ?  
 Suffolk  
[More details »](#)
- Hotel Receptionist**  
 Nationwide Placements  
 JOBSWORTH: £14,818 P.A. ?  
 Cleveland  
[More details »](#)
- Hotel Receptionist**

# local authority profile

## Search

You can search for a profile by postcode or place name.

Postcode or place name...  
Search

## Select from list

Choose a local authority  
Birmingham  
View profile

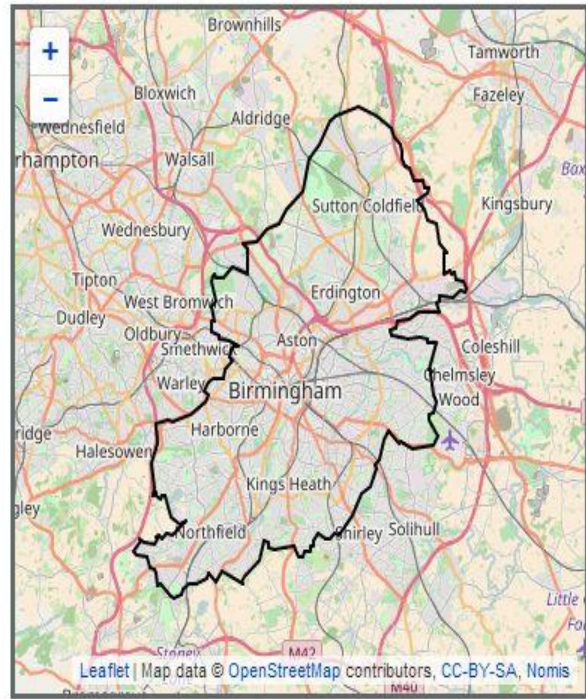
# Labour Market Profile - Birmingham

Compare other areas | Print | PDF | Email report

The profile brings together data from several sources. Details about these and related terminology are given in the definitions section.

All figures are the most recent available.

- ▶ Resident population
- ▶ Employment and unemployment
- ▶ Economic inactivity
- ▶ Employment by occupation
- ▶ Qualifications
- ▶ Earnings by residence
- ▶ Out-of-work benefits
- ▶ Jobs (total jobs / employee jobs)
- ▶ Civil Service jobs
- ▶ Businesses



## Resident Population

Total population (2015)

Windows taskbar and system tray area containing icons for Internet Explorer, Mail, and system clock showing 19:06.



Home Insert Page Layout Formulas Data Review View Developer

Clipboard Font Alignment Number Styles Cells Editing

Calibri 11 A A

Wrap Text

General

Conditional Formatting as Table Cell Styles

Insert Delete Format

Σ AutoSum Fill Clear Sort & Filter Find & Select

D20 fx

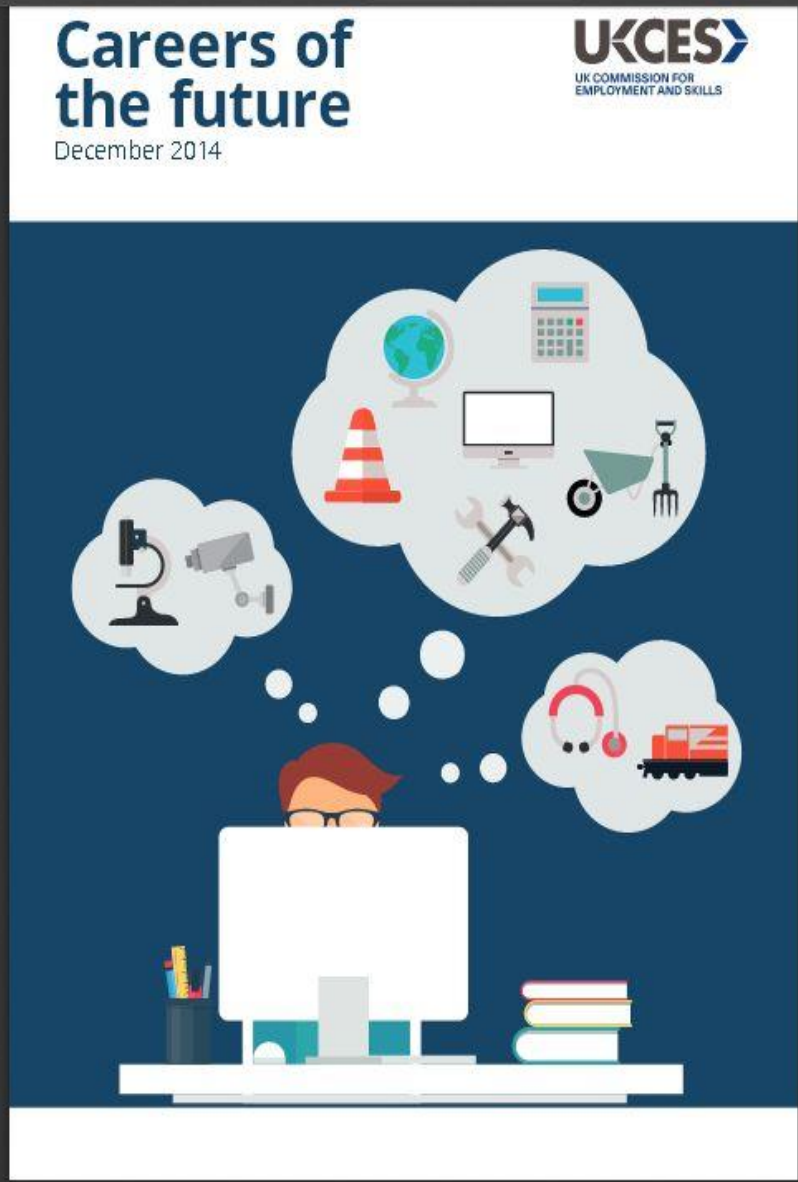
	A	B	C	D	E	F	G	H
1	<b>annual population survey</b>							
2	ONS Crown Copyright Reserved [from Nomis on 14 November 2016]							
3								
4	confidence	95% confidence interval of percent figure (+/-)						
5	date	Jul 2015-Jun 2016						
6								
7	<b>Variable</b>	<b>Birmingham</b>						
8		<b>numerator</b>	<b>denominator</b>	<b>percent</b>	<b>conf</b>			
9	% all in employment who are - 52: skilled metal, electrical and electronic trades (SOC2010)	18,600	437,000	4.3	1.3			
10	% all in employment who are - 53: skilled construction and building trades (SOC2010)	12,800	437,000	2.9	1.1			
11	% males in employment who are - 52: skilled metal, electrical and electronic trades (SOC2010)	17,200	245,100	7.0	2.3			
12	% males in employment who are - 53: skilled construction and building trades (SOC2010)	12,800	245,100	5.2	2.0			
13	% females in employment who are - 52: skilled metal, electrical and electronic trades (SOC2010)	1,400	191,900	0.7	*			
14	% females in employment who are - 53: skilled construction and building trades (SOC2010)	!	191,900	!	!			
15								
16	! Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2).							
17	* Estimate and confidence interval unreliable since the group sample size is small (3-9).							
18	20/07/2016 Data has been reweighted in line with the latest ONS estimates.							
19								
20								
21								
22								
23								
24								
25								
26								
27								

Windows taskbar with icons for Bi..., PhD, N..., M..., and system tray showing 19:05.

View

# Careers of the future

December 2014



The taskbar shows the Start button, Internet Explorer, and several other icons. The desktop background is dark grey with various icons on the right side, including a folder named 'n...', a file named '20.', a file named 'jo...', a folder named 'In...', a folder named 'U...', and a file named '15.'. The system tray at the bottom right shows the time as 12:41.

# Chef

Location: Cardiff / Wales

[MAP VIEW](#)

Job Ref: REF-1CZ-QQLZMQ6

Posted: 10th September, 2016



**Chef vacancy:** If you love cooking great food and are looking for your next Chef job then this could be just the right move for you! As a Chef with us you'll be a valued part of a tight-knit team that loves the buzz of working under pressure in a well-known and much-loved business!

#### What we look for in our chefs:

- Passionate about working in hospitality
- Great eye for detail
- Enjoys and wants to be an active member of a team
- Excellent verbal communication
- An understanding of what amazing guest service looks like

#### Chef role:

- Prepare, cook and present amazing food in accordance with brand standards
- Taking PRIDE in maintaining highest standards of cleanliness and safety
- Adhere to safety and hygiene regulations at all times
- Being a valuable part of the wider team to ensure the best guest experience

#### What we can offer you:

We can offer you a personalised induction based on your current skills and knowledge, then set you some tailored goals within our S.T.A.R. development programme. This will help you progress to the next level, and beyond. Besides this you will have the opportunity to develop your career to some of our other excellent brands in Mitchells & Butlers.

- 20% off in ALL our businesses for you and up to 5 friends
- Tailored industry training

EXISTING CANDIDATE

### Candidate Login

**LOG IN**

NEW CANDIDATE

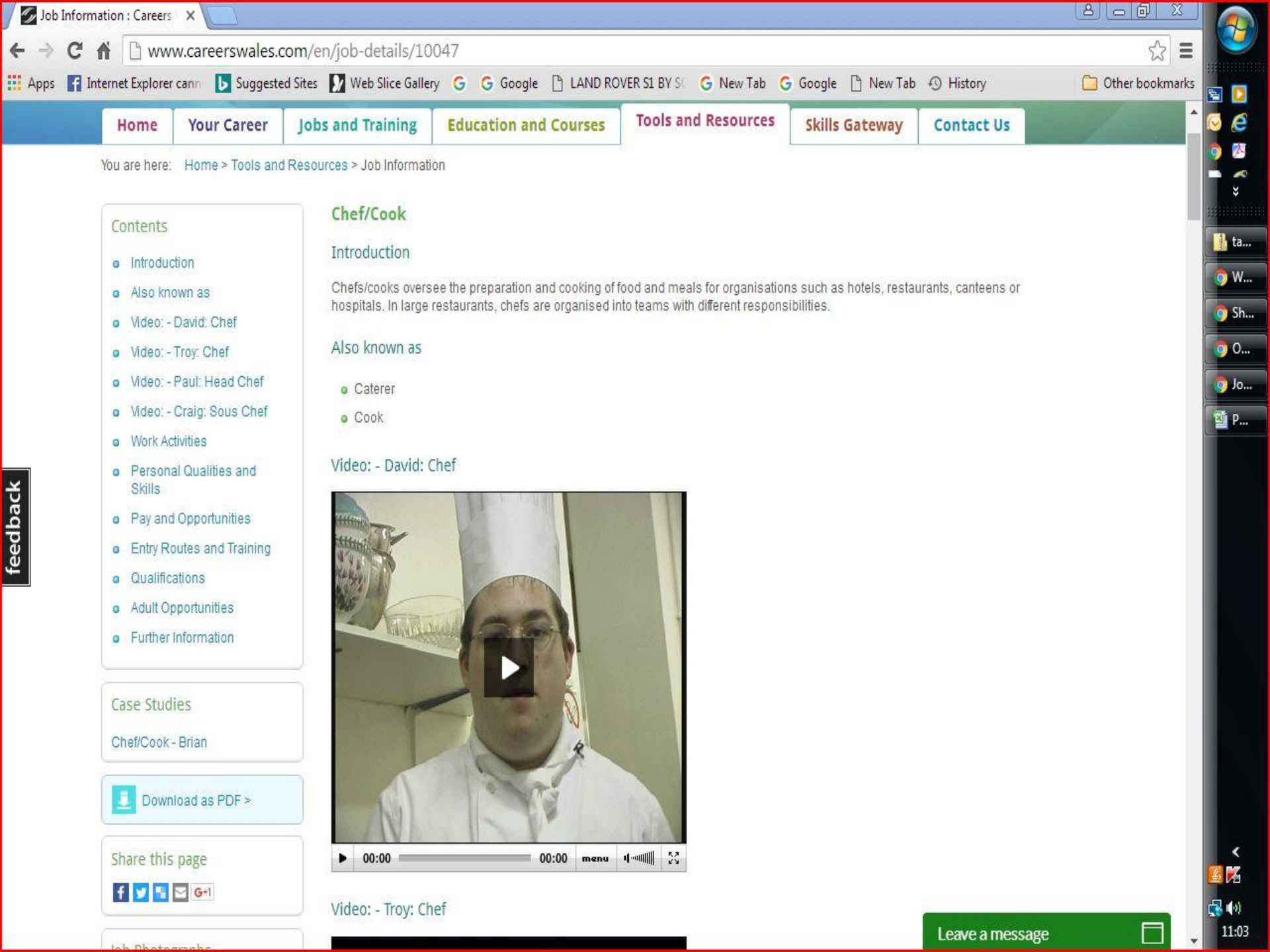


### Create your CV here

Click here to upload your CV and get noticed by 1000's of potential employers. It's simple to do and best of all it's FREE.

### Recently viewed

CHEF  
Wales / Cardiff



feedback

You are here: Home > Tools and Resources > Job Information

Contents

- Introduction
- Also known as
- Video: - David: Chef
- Video: - Troy: Chef
- Video: - Paul: Head Chef
- Video: - Craig: Sous Chef
- Work Activities
- Personal Qualities and Skills
- Pay and Opportunities
- Entry Routes and Training
- Qualifications
- Adult Opportunities
- Further Information

Case Studies

Chef/Cook - Brian

Download as PDF >

Share this page



Chef/Cook

Introduction

Chefs/cooks oversee the preparation and cooking of food and meals for organisations such as hotels, restaurants, canteens or hospitals. In large restaurants, chefs are organised into teams with different responsibilities.

Also known as

- Caterer
- Cook

Video: - David: Chef



Video: - Troy: Chef

Leave a message

# Explore career videos

- Search by **Featured** Job type Subject Employers Life events What next?

## Featured videos



**Nuclear Chemistry Technician**  
**National Nuclear Laboritories**

Luke joined the army straight after school but left after a short time. He then spent...



**Fashion Buyer**  
**Arcadia Group**

Sahar K buys knitware for the Evans brand. As a girl she would pretend to sit on...



**Conductor**  
**ScotRail**

Michael F is a Conductor for First ScotRail. He takes great pride in doing a good...

Inspire me

[Back to Job Trends](#)

- ### Contents
- It's time to start your adventure!
  - Wales needs more
  - What jobs can I do?
  - Employment Hotspots
  - Meet the employers
  - What can I earn?
  - Getting in
  - Skills in demand
  - What about the future?

 [Download as PDF](#)  
Spotlight on Tourism, Hospitality & Leisure (PDF, 1.1 MB, link opens in a new window)

### Career Search

Use Career Search to find out more about a job. Includes wages, where the jobs are, vacancies and much more.

For example.. Bricklaye...

Need some ideas? [Let us help you get started](#)

# Spotlight on Tourism, Hospitality & Leisure



## It's time to start your adventure!

Who knows where a career in Tourism, Hospitality and Leisure could take you!

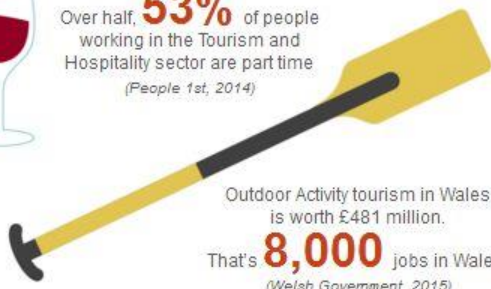
You could be travelling the world as a Flight or Cruise Attendant or becoming an entrepreneur and running your own B&B in Wales. You could be managing a big hotel chain, working as a Sommelier, planning a large scale festival or teaching people how to surf.

There are more than 2 million jobs in the UK Tourism, Hospitality and Leisure sector.

There are jobs on all levels from managerial posts like Human Resources Manager to skilled jobs like Chefs and more practical roles like working in a top restaurant, as an Outdoor Pursuits Instructor or looking after animals in a zoo.



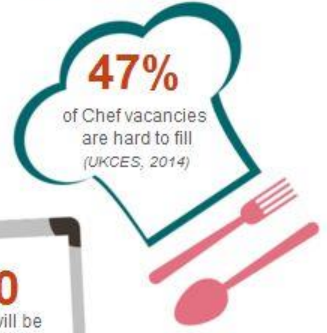
Over half, **53%** of people working in the Tourism and Hospitality sector are part time  
*(People 1st, 2014)*



Outdoor Activity tourism in Wales is worth £481 million.  
That's **8,000** jobs in Wales  
*(Welsh Government, 2015)*



**66,000**  
Managerial jobs will be needed in the UK by 2022  
*(People 1st, 2015)*



**47%**  
of Chef vacancies are hard to fill  
*(UKCES, 2014)*

 **9%** of the workforce in Wales is employed in Tourism, Hospitality and Leisure

[Leave a message](#)

feedback



### More information on Tourism, Hospitality & Leisure areas of work

- Advertising
- Air Transport
- Betting Shops and Casinos
- Driving
- Food and Drink Careers
- Hospitality Management
- Hotel Careers
- Languages
- Leisure
- Marketing and Market Research
- Museum and Art Gallery Work
- Sport
- Tourism
- Trains and Trams
- Working Outdoors

### Useful Links

## Employment Hotspots



As the capital, Cardiff has a population of **346,000** and employ many in Tourism, Hospitality and Leisure for events like the Rugby Six Nations games or concerts in the Millennium Centre. (Census, 2011)

Tourism is hugely important in many other parts of Wales. It generates **£ 1.8bn for the North Wales economy** each year. (North Wales Economic Ambition Board, 2015)



In **Pembrokeshire, West Wales**, jobs in accommodation and food services are expected to grow the fastest by 2030, and account for **1 in every 9 jobs** in the county. (Cambridge Econometrics, 2015)



Leave a message

feedback

### Modern Foreign Languages

Tourism, Hospitality and Leisure are global sectors which mean you could be working in a foreign country. Having language skills is a way to increase job prospects around the world.

A modern foreign language can be useful for jobs like; hotel staff, marketing executives, business managers and airline crew.



### What about the future?

The Welsh Government's aim is to grow tourism and will be focusing on supporting:

- more luxury and branded hotels
- more well-being facilities, such as spas
- more heritage hotels that utilise historic and distinctive buildings
- more all year round attractions, activities and cultural experiences
- more innovative, unusual and distinctive products

Tourism is big business in Wales. Tourists spend around £14 million a day, amounting to around £5.1 billion a year.  
(Welsh Government, 2015)

Nearly 40,000 people will be needed in the sector in Wales over the next 5 years.  
(Welsh Government, 2015)

Fastest growing tourism, hospitality and leisure jobs in Wales, shown in percentage of growth.



Leave a message





**The UK is a  
Medium Sized Economy**

**Still in World's Top Ten**



**We live in an increasingly  
Global Labour Market**



# **Mobility can Improve Employment Prospects**

**Employers Pay more for  
Qualifications and Skills**

**SMEs and the Private Sector  
are becoming more important**

**A number of emerging sectors  
have the potential for  
employment creation**

**Young people leaving school will  
have to work for longer than any  
other generation in history**

**Having a Degree is no longer a  
guarantee of a good job**



**Worklessness is widespread  
and will Remain so**



**The Future is Uncertain**

# Implications

Competing for  
Limited jobs

University or Not?

Employee v Freelance

Job Search  
Strategy

Employability

Work Experience

Volunteer  
Work

Digital Literacy

Hidden Job  
Market

Precarious Work

Flexibility

SMEs v Large  
Employers

Growth  
Occupations

Mobility

Private or Public  
Sector

Replacement  
Demand

Training

?

?

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?

# *Contact Details*

*Michael Spayne*

**Focus LMI**

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