

Dear Parents and Carers,

We are writing to you today to highlight the vital role you play in supporting your child as they navigate their future career choices. The world of work is constantly evolving, and understanding the opportunities available is crucial for helping your child make informed decisions about their education and career path.

The Importance of Labour Market Information (LMI)

Labour Market Information (LMI) refers to data and insights about jobs, employment trends, and the skills employers are looking for, both now and in the future. It helps us understand the "world of work" – from descriptions of different careers, entry routes, and potential earnings, to what skills are in demand and which industries are growing.

In today's dynamic job market, LMI is more important than ever. New industries are emerging, and many significant jobs of the future don't even exist yet. By staying informed about the labour market, you can help your child:

- **Make informed decisions:** Understand which pathways lead to various careers and what qualifications and skills are needed.
- **Identify growth areas:** Discover sectors that are expanding and likely to offer more opportunities in the future.
- **Develop in-demand skills:** Recognise the transferable and higher-level skills that employers value across different roles.
- **Explore diverse pathways:** Learn about various routes into careers, including university, apprenticeships, and vocational training.

For example, sectors like creative and digital, information and communication technology, hi-tech engineering, and cyber-security are experiencing significant growth. There is also a sustained demand for workers in areas such as hospitality, construction, agri-tech, logistics, and critically, health and social care. Understanding these trends can help your child explore options that align with their interests and future opportunities.

Where to Find Labour Market Information and Support

To help you support your child, we have compiled a list of reputable resources where you can find comprehensive and up-to-date labour market information:

- **National Careers Service:** This is an excellent starting point for careers information, advice, and guidance for anyone aged 13 and over in England. It offers job profiles, skills assessments, and advice on learning and training.
 - Website: <https://nationalcareers.service.gov.uk/>

- Parents' advice and resources:
<https://www.skillsforcareers.education.gov.uk/pages/parent-advice-and-resources>
- **LMI For All:** This is a government-funded data portal that provides high-quality labour market information (unfortunately this won't be available from October 2025 but is still accessible currently). They offer interactive tools like:
 - **Careerometer:** Allows you to compare different jobs, including typical salaries and working hours.
 - Access via: <http://www.lmiforall.org.uk/widget/> (click the dotted square)
 - **Skillsometer:** Helps you discover jobs that might suit you based on your interests.
 - Access via the LMI For All website: <https://www.lmiforall.org.uk/>
- **UCAS (Universities and Colleges Admissions Service):** While primarily known for university applications, UCAS also provides valuable advice and resources for parents and guardians on all post-16 and post-18 options, including apprenticeships.
 - Parent, Guardian and Carer Guide:
<https://www.ucas.com/discover/advice-for-parents-guardians-and-carers/parent-guardian-and-carer-guide>
- **Prospects:** This website offers detailed job profiles, including LMI, entry requirements, and career prospects for a wide range of roles.
 - Website: <https://www.prospects.ac.uk/>
- **Youth Employment UK:** Provides resources, advice, and guidance for young people aged 11-30, including information on apprenticeships, work experience, and career development.
 - Website: <https://www.youthemployment.org.uk/>

We encourage you to explore these resources with your child, discussing their interests and strengths, and thinking broadly about the many exciting opportunities available. By working together, we can empower our students to make confident and successful transitions into their chosen futures.

Sincerely,

Miss H Hall-Howitt

Head of PSHCE & Careers Lead