Establishing World Class Careers Education and Guidance in Connexions Kent & Medway: Assessment of existing local labour market information provision

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Assessment of existing local labour market information provision

1. Introduction

This report is part of a larger project comprising various components that extend over
the period March, 2007 to March 2008. The Institute for Employment Research at
the University of Warwick is working with Connexions Kent & Medway on the design
and implementation of an innovative approach to careers education and guidance
(CEG) across the region. This project is designed to help the service prepare for the
impartial information, advice and guidance (IAG) that will be required to support
curriculum changes such as the new Diplomas and comply with the national
standards for IAG for young people. It comprises four discrete, but inter-related
work-packages:

- A thorough review of CEG provision in secondary schools, using a qualitative,
in-depth case study approach;
- Designing, testing and recommending an approach for sustainable e-portfolio
development for career education and guidance across the region;
- A feasibility study into the development of local labour market information for
the region, available on-line; and
- Developing a model of sustainable training support for the use of effective
labour market information in the IAG process.

This report is part of the third component listed above comprising an assessment of
local and regional labour market information (LMI). It will be necessary to establish
exactly what LLMi for Kent and Medway currently exists and from what sources. An
assessment of its relevance to the youth labour market will be made, together with its
quality (including frequency of up-dating).

1.2 Aims and objectives

The aim of this element of the project is to:

- test out the feasibility of developing local labour market information for Kent
  and Medway and making this available on-line.

The objectives are to:

- evaluate the viability of developing a customised, on-line option relating to
  local labour market information, which responds to the specific needs of Kent
  and Medway Connexions and its clients; and
- assess the extent to which a degree of synergy and alignment can be
  achieved by making a strategic link between the Kent and Medway
  Connexions website1 and the National Guidance Research Forum (NGRF)
  website.

1 http://www.connexionskentandmedway.co.uk/pages/home/index.aspx
2. **Defining labour market information**

Labour market information (LMI) is variously defined\(^2\) as:

- ‘data about the workplace, including employment rates and salary information’;
- ‘any information about the structure and working of a labour market and any factors likely to influence the structure and working of that market, including jobs available, people available to do those jobs, the mechanisms that match the two\(^3\), changes in the external and internal business environments’;
- ‘essentially data, statistics and research about the workplace including things like unemployment rates, salary, demand for, and supply of, labour’.

In the context of LMI for information, advice and guidance (IAG), a distinction has been made between labour market *information* and labour market *intelligence*, where labour market information refers to quantitative or qualitative data found in original sources such as tables, spreadsheets, graphs and charts, and labour market intelligence relates to an interpretation of labour market information, referring to subsets of information that have been subjected to further analysis\(^4\).

A further distinction is made between LMI for guidance that is non-interactive and interactive\(^5\). Non-interactive LMI is generally linear in nature, is paper-based, often broader in range and more detailed in topic coverage. Its use is limited, however, for motivating further exploratory behaviour in users. Interactive LMI (using ICT) is generally non-linear, with the user maintaining some control over the selection and sequencing information. Whilst it is typically less detailed in topic coverage, it increases motivation for career exploration.

With the publication of the Leitch Review\(^6\) and the development of information, advice and guidance (IAG) standards\(^7\) the importance of practitioners being confident and competent in their use of LMI in their practice is becoming a key issue. Ongoing work on the National Guidance Research Forum website\(^8\) and the partnerships with the Sector Skills Councils ensures that the LMI is of a very high standard and is available to all users, but the information provided from this source tends to be restricted to regional and national LMI. There is an increasing emphasis placed on the importance of local labour market information (LLMI), broadly defined, to IAG interventions (see, for example, the Leitch Review).

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\(^3\) Since course information is part of the mechanism that matches people to jobs, for the purposes of this position paper, no separate distinction will be made.


\(^6\) Leitch Review of Skills (2006) *Prosperity for all in the global economy – world class skills. Final Report*. Obtainable at: [http://www.hm-treasury.gov.uk/independent_reviews/leitch_review/review_leitch_index.cfm](http://www.hm-treasury.gov.uk/independent_reviews/leitch_review/review_leitch_index.cfm)


\(^8\) [http://www.guidance-research.org](http://www.guidance-research.org)
3. Assessing sources of local labour market information (LLMI)

This section provides an overview of the sources of local labour market information (LLMI) and some of the resources located online for the South East, specifically Kent and Medway.

A systematic search of possible sources was undertaken, which started out as a broad-based search, becoming progressively more focused.

A full list of the resources for the South East and Kent and Medway are listed in section 4.

Resources for Kent and Medway, and the relevant local areas, are assessed in terms of some of the aspirational attributes detailed in a LLMI feasibility study\(^9\). They have been rated on a score of 1 to 5 (Excellent; Very Good; Good; Fair; and Poor).

The LLMI resources will be examined in terms of:

- **Data included** – to assess the comprehensiveness of data included in the resource;
- **Source of data** – to ensure reliability and robustness of data provided;
- **Provenance of data** – to assess how and why data were collected;
- **Timeliness and update frequency** – to assess its potential currency and usefulness in the future;
- **Relevancy** – to ensure relevancy and currency to those IAG practitioners operating in Kent and Medway;
- **Presentation style** – to ensure accessibility of LMI to all potential users, considering balance of data and charts, explanatory text, use of jargon and length;
- **Links** – to assess the potential use in an online resource.

Table 1: Assessment of Kent and Medway local labour market information (LLMI)

<table>
<thead>
<tr>
<th>Publication/ website:</th>
<th>Data included</th>
<th>Source of data</th>
<th>Provenance of data</th>
<th>Timeliness and update frequency</th>
<th>Relevancy</th>
<th>Presentational style</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit Commission – area profiles (specific to South East region: <a href="http://www.areaprofiles.audit-commission.gov.uk/(faq24g55vyaoiibd5jr2exyn)/SearchResults.aspx?region=South%20East">http://www.areaprofiles.audit-commission.gov.uk/(faq24g55vyaoiibd5jr2exyn)/SearchResults.aspx?region=South%20East</a>)</td>
<td>Good based on Local Quality of Life Indicators, including: economic well-being, culture &amp; leisure, environment, community, education &amp; life long learning, housing, transport, health &amp; social welfare, people</td>
<td>Good Audit Commission, DEFRA &amp; ODPM</td>
<td>Fair provide a summary of data &amp; information on the quality of life and local services, aims to aid government &amp; regulators to concentrate strategically on areas needing most support</td>
<td>Fair 2000-2006 update frequency unknown</td>
<td>Fair</td>
<td>Poor only uses tables to display data, no explanatory text</td>
<td>Fair</td>
</tr>
<tr>
<td>Government Office of the South East as fact sheet with key statistics on localities in Kent and Medway: <a href="http://www.gos.gov.uk/gose/ourRegion/aboutLocalities/kentMedway/">http://www.gos.gov.uk/gose/ourRegion/aboutLocalities/kentMedway/</a> Direct links to local area fact sheets including: Ashford; Canterbury; Dartford; Dover;</td>
<td>Very Good population, employment, sector, business, unemployment, political make-up, planning, education, indices of deprivation, crime,</td>
<td>Good ONS</td>
<td>Fair part of a series of publications providing an overview of local labour markets</td>
<td>Good 2007 data used Published 2007 update frequency</td>
<td>Fair</td>
<td>Poor Brief document only using tables &amp; charts to present data, no explanatory text</td>
<td>Fair</td>
</tr>
</tbody>
</table>
Gravesham; Maidstone; Sevenoaks; Shepway; Swale; Thanet; Tonbridge and Malling; and Tunbridge Wells.

<table>
<thead>
<tr>
<th>Source</th>
<th>Quality</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent and Medway Labour Market Focus e-bulletin (i.e. January 2008 <a href="http://www.geresearch.co.uk/enswletter_jan_08/pages/kent/kent_home.html">http://www.geresearch.co.uk/enswletter_jan_08/pages/kent/kent_home.html</a>)</td>
<td>Good</td>
<td>JCP vacancies &amp; claimants, earnings, qualification level, population, employment, industry, list of vacancy websites Good ONS, NOMIS, Annual Survey of Hours &amp; Earnings, Annual Population Survey, JSA Claimant Counts-Rates &amp; Very Good provided and written for IAG practitioners in the region Very Good 2006/07 data used Published 2008 updated Fair (needs to be linked to other sources) Fair mixture of text and charts – limited explanatory text (only available online, sent as</td>
</tr>
<tr>
<td>Source</td>
<td>Proportions, ABI</td>
<td>monthly</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------</td>
<td>---------</td>
</tr>
<tr>
<td>Kent and Medway Economic Board <a href="http://www.keb.org.uk">http://www.keb.org.uk</a></td>
<td>No LMI available – under-development</td>
<td>n/a</td>
</tr>
<tr>
<td>Learning and Skills Council South East (2007) <a href="http://readingroom.lsc.gov.uk/lsc/SouthEast/KentMedway_-_profile.pdf">Learning and labour market area profile: Kent and Medway</a></td>
<td>Excellent population, demographics, minority ethnic groups, GVA, business, skills, qualification level, trends &amp; projections, migration, sector growth, earnings, supply &amp; demand, economic, WBL, education</td>
<td>Very Good NOMIS area profiles; HESA; Working Futures II; National Employer Satisfaction Survey; Connexions Destinations survey; ABI</td>
</tr>
<tr>
<td>Learning and Skills Council South East (2007) <a href="http://www.lsc.gov.uk/LSCGOVUK/Scripts/PublicationDownload.aspx?id=f4ef231-b129-4a9c-b965-87ae42e11b73">Learning and labour market area profile: Thames Valley</a></td>
<td>Excellent population, demographics, minority ethnic groups, GVA, business, skills, qualification level, trends &amp; projections, migration, sector growth, earnings,</td>
<td>Very Good NOMIS area profiles; HESA; Working Futures II; National Employer Satisfaction Survey; connexions Destinations survey; ABI</td>
</tr>
</tbody>
</table>

Notes:
- **Proportions, ABI** indicate the level of detail provided.
- **monthly** and **e-bulletin)** refer to the frequency of updates.
- **Excellent** signifies high detail and quality.
- **Very Good** indicates good detail and utility.
- **Good** suggests useful data with some limitations.
- **Published** dates vary from 2005 to unknown.
<table>
<thead>
<tr>
<th>Source</th>
<th>Quality</th>
<th>Data Period</th>
<th>Frequency</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOMIS – Office labour market statistics <a href="https://www.nomisweb.co.uk">https://www.nomisweb.co.uk</a></td>
<td>Excellent</td>
<td>2007</td>
<td>Updated</td>
<td>Uses tables &amp; charts, definitions included, no explanatory text, data well presented</td>
</tr>
</tbody>
</table>
The Kent and Medway region labour market profiles are available for: Ashford; Canterbury; Dartford; Dover; Gravesesham; Kent; Maidstone; Medway; Sevenoaks; Shepway; Swale; Thanet; Tonbridge and Malling; and Tunbridge Wells.

| Thames Gateway Regional Planning Bodies (2004) Growth and regeneration in the Thames Gateway Interregional Planning Statement. London: Office of the Deputy Prime Minister on behalf of East of England Regional Assembly, Mayor of London and South East England Regional Assembly. | Poor net job growth, description of area drivers, new homes | Fair LDA database | Poor written to provide an inter-regional planning approach to the Thames Gateway, outlines future developments | Poor limited currency as unlikely to be updated | Poor not written for IAG audience | Poor mixture of text & tables, explanatory text & detail on trends | Poor |
4. Sources of local and regional LMI for Kent and Medway

4.1 South East regional LMI (NUTS 1 areas – regions)

List of publications with useful LMI for the region:

This report provides a review of the spatial requirements of key sector industries in the South East of England and highlights implications for the supply of employment land across the region.

A study into the “drivers influencing the spatial decisions of where people choose to live and work”, consisting of a literature review, an analysis of statistical trends, and the development of plausible futures focusing on spatial impact upon the region.

This research examines the impact of offshoring on the South East economy as a whole and its sub-regions, under different scenarios, and to provide policy recommendation for the South East Plan.

Regional Trends provides a statistical picture of areas within the United Kingdom to assist in understanding the complex relationships between locations and the people who live there. It brings together data from a wide range of sources, both from within government and outside, to provide an insight into the countries and regions of the United Kingdom. It includes a wide range of demographic, social, industrial and economic statistics, covering aspects of life in the regions. (n.b. this is updated annually)

http://www.seeda.co.uk/Publications/Business_&_International/docs/SEEDA_Facts_and_Figures_Brochure_07.pdf  
Key facts and figures for the region on economy, industry, labour force, education, employment, research development and infrastructure.

This document contains the latest available official statistics on the South East GOR, with some international comparisons.


Identifies, from the available evidence, the most pressing challenges facing the South East across a number of key economic themes.


Abstract: "Changing Regional Economies" reports have been produced for each English region to coincide with the official launch of the new ONS Regional Statisticians teams, established in each English Government Office Region in April 2007. Each report provides a profile of the relevant region and presents a range of statistics that help to understand differences between regions. Within regions, comparisons are made between sub-regions and between rural and urban areas. Regional statistics in the context of the European Structural Funds are discussed, followed by a look-ahead at the developments in regional statistics expected as a result of the Allsopp programme, three years since the original Allsopp Report.

Regional online information

Graduate LMI for the South East from Prospects

- Who stays and who goes? Graduate retention under the microscope (2004) [link]
Examines the likelihood of graduates working within a particular region in terms of their regions of domicile and study, and look at the different populations of graduates in that light.

- How do graduate salaries vary by region? (2004/05) [link]
Salary breakdown by region for graduates.

- Barriers to work placement in the retail sector in the South East (2007) [link]
Research into the issues presenting barriers to the delivery and uptake of retail work experience to college and university students in the region.

Regional websites with updated LMI

Government Office for the South East [link]
The Government Offices represents central government in the region and our role is to promote better and more effective integration of Government policies and programmes at a regional and local level.

The Office for National Statistics profile of the South East. Data includes: population density; health indicators; qualification achievements; economic measures; earnings; transport; household income; and employment rates.

RAISE enables voluntary/community organisations in the South East to influence regional policy, wherever it is made or implemented, for the benefit of the people they serve.

South East Cultural Observatory [http://www.seco.org.uk/](http://www.seco.org.uk/)
The Southeast Cultural Observatory is a result of an identified need for an information resource that demonstrates how culture has a positive impact on many themes of society - on learning and skills, on health, on social inclusion or economic development. Includes LMI for the creative and cultural sector in the region.

The South East England Regional Assembly is a partnership of councils and communities in the region. It comprises 112 members, including elected councillors nominated by the region’s local authorities. The Assembly has three key areas of work: advocacy; accountability; and regional planning.

South East England intelligence Network (SEE-iN) [http://www.see-in.co.uk](http://www.see-in.co.uk)
SEE-iN is the Regional Observatory for the South East, providing access to a wide range of information about the region. The aim of SEE-iN is to facilitate and encourage better dissemination and understanding of the information and intelligence available on the South East region.

**Sector Skills Councils (SSCs) data for the South East:**

- **Asset Skills**
  (The SSC for Property, Housing, Cleaning and Facilities Management)
  [http://www.assetskills.org/site/portals/0/sectoroverview/FactSheets/SouthEast.pdf](http://www.assetskills.org/site/portals/0/sectoroverview/FactSheets/SouthEast.pdf)

- **Construction Skills**
  (The SSC for construction, representing every part of the construction industry, from architects to bricklayers..)
  [http://www.constructionskills.net/research/constructionskillsnetwork/forecastrmodel/constructionskillsnetworkoutputs/southeast/](http://www.constructionskills.net/research/constructionskillsnetwork/forecastrmodel/constructionskillsnetworkoutputs/southeast/)

- **Financial Services Skills Council**
  [http://www.fssc.org.uk/cgi-bin/wms.pl/UK_representation/90#about](http://www.fssc.org.uk/cgi-bin/wms.pl/UK_representation/90#about)

- **Improve**
  (The SSC for the food and drink manufacturing sector.)
  [http://www.improveltd.co.uk/web/Data/SE%20LMI%202007.pdf](http://www.improveltd.co.uk/web/Data/SE%20LMI%202007.pdf)

- **Lantra**
(The SSC for the environmental and land-based sector, represents 17 industries across the whole of the United Kingdom.)
http://www.lantra.co.uk/EasySiteWeb/GatewayLink.aspx?alId=6027

- Skills for Justice
  (The SSC for the justice sector, including: community justice; the courts; custodial care; policing and law enforcement; the prosecution service; and forensic science.)

- Skills for Logistics
  (The SSC working alongside companies involved in moving, handling or storing goods.)

- SkillsActive
  (The SSC for Active Leisure and Learning, including: sport and recreation; health and fitness; outdoors; playwork; and caravan industries.)

- Skillset
  (The SSC for the audio visual industries)
  http://www.skillset.org/uk/southeast/

- Skillsmart Retail

Reports are also available for the following SSCs, but users are required to either register before the reports can be downloaded or specify for what sub-sector the information is required:

- People 1st http://www.people1st.co.uk/research/geographic
- Skillsfast-UK http://www.skillfast-uk.org/justthejob/Facts-Figures.cfm

N.B. Some SSCs are developing regional content so more may be available in the future.

NGRF LMI Future Trends – Sector data for the South East:

- Active leisure and learning

- Agriculture: land management and production; animal health and welfare; the environmental industries

- Audio visual industries
  http://www.guidance-research.org/future-trends/media/regional/info/southeast/

- Automotive

- Banking and insurance (for London and the South East)
• Chemical, nuclear, oil and gas, petroleum and polymer industries
• Construction
• Early years education and childcare
• Energy and utilities
• Engineering
• Food and drink manufacturing and processing
• Health
  (For health sector data for South Central see
• IT and telecoms
• Justice: custodial care, community justice and police
• Logistics
• Passenger transport
• Professions allied to construction
• Social care
• Voluntary

4.2 South East sub-regional LMI (NUTS 3 areas)

(NUTS 3 areas include: Kent; Medway; Surrey; East Sussex; Brighton and Hove; West Sussex; Hampshire; Portsmouth; Isle of Wight; Southampton; Berkshire, Buckinghamshire; Milton Keynes; and Oxfordshire)

Kent and Medway sub-regions:

http://readingroom.lsc.gov.uk/lsc/SouthEast/KentMedway - profile.pdf

This report provides information to support the annual business planning process. It considers the learning and skills demand and supply, highlighting
significant differences between national, regional and local areas. The report
analyzes the local demography the impact it has on the local economy, it
looks at the current state of learning for young people and adults, and
identifies current and likely future skills demand in the local labour market.

Kent and Medway Labour Market Focus (i.e. January 2008
http://www.geresearch.co.uk/enewsletter_jan_08/pages/kent/kent_home.html)
E-bulletin emailed to relevant audiences contains: local, national and regional
news; education and training information; learning opportunities; policy news;
and industry reports (linking to statistics on their website).

http://www.gos.gov.uk/497648/docs/170192/179006/273354/Kent.pdf

http://www.gos.gov.uk/497648/docs/170192/179006/179018/Medway.pdf

Audit Commission – area profiles
(specific to South East region: http://www.areaprofiles.audit-
commission.gov.uk/(faq24q55vyaoibd5jr2exyn)/SearchResults.aspx?region=South%20East)
An Area Profile provides a picture of the quality of life and public services in a
local area. A wide range of data and assessments are provided for local
areas, together with how it compares to others. Area profiles available for
Kent and Medway include: Ashford; Canterbury; Dartford; Dover; Gravesham;
Kent; Maidstone; Medway; Sevenoaks; Shepway; Swale; Thanet; Tonbridge;
and Tunbridge Wells.

Kent and Medway Economic Board http://www.keb.org.uk
Kent and Medway economic partnership is a business-led partnership which
works with both the public and private sector to help develop the
competitiveness of the economies. (n.b. under development)

Other South East sub-regions – publications and websites:
Berkshire Skills Alliance (2007) A profile of key skills data and trends within
Berkshire. Reading: Thames Valley Economic Partnership/SEEDA/Learning and
Skills Council Berkshire.
http://www.thamesvalley.co.uk/documents/skills/BerkshireSkillsProfile10.07.pdf
This skills profile has been produced by the Berkshire Skills Alliance to
provide a snapshot of the key features of the Berkshire labour market and of
key trends and developments.

Learning and Skills Council South East (2007) Learning and labour market area
profile: Hampshire and the Isle of Wight. Brighton: Learning and Skills Council South
East.
http://www.lsc.gov.uk/regions/SouthEast/Providers/market-int/local/h-iow/Learning-
This report provides information to support the annual business planning
process. It considers the learning and skills demand and supply, highlighting
significant differences between national, regional and local areas. The report
analyzes the local demography the impact it has on the local economy, it
looks at the current state of learning for young people and adults, and
identifies current and likely future skills demand in the local labour market.

Version 1.1 of the learning and the labour market area profile for Surrey provides local intelligence to support the annual business planning process. It considers the learning and skills demand and supply, highlighting significant differences between national, regional and local areas.

ESiF – East Sussex in Figures http://www.eastsussexinfigures.org.uk/webview/
ESiF provides key statistics and other information on a wide range of issues. Topics covered include population, economy and employment, education, health and social care, housing, community safety, deprivation and the environment.

Milton Keynes Intelligence Observatory http://www.mkiobservatory.org.uk/
The MKi Observatory is a joint venture between all the stakeholders and strategic partnerships in Milton Keynes (including the Local Strategic Partnership). It has been developed as a means by which policy makers and researchers within all sectors will be able to share information, resources and knowledge. The web site provides a ‘one-stop shop’ of information to inform strategy and to service the information requirements related to the growth issue.

Oxfordshire Data Observatory http://www.oxfordshireobservatory.info
The Oxfordshire Data Observatory supplies data on the people, politics, economy and environment of Oxfordshire. It includes information on recently released data sets, maps and reports for key indicators and popular statistics on this site.

Sub-regional economic partnerships are business-led partnerships which works with both the public and private sector to help develop the competitiveness of the sub-regional economies, including:
- West Sussex Economic Partnership http://www.wsep.org.uk
- Brighton and Hove County Council http://www.brighton-hove.gov.uk
- Buckinghamshire County Council http://www.bucksc.gov.uk
- East Sussex Economic Partnership http://www.esep.org
- Hampshire Economic Partnership http://www.hep.uk.com
- Isle of Wight Economic Partnership http://www.iwep.com
- Milton Keynes and North Buck Chamber of Commerce http://www.mk-chamber.co.uk/
- Oxfordshire Economic Partnership http://www.oep.org.uk/
- Thames Valley Economic Partnership http://www.thamesvalley.co.uk

4.3 Kent and Medway local LMI (LAU1 Areas)

Websites with updated LLMI:
Government Office of the South East as fact sheet with key statistics on localities in Kent and Medway: http://www.gos.gov.uk/gose/ourRegion/aboutLocalities/kentMedway/
Direct links to local area fact sheets include:
• Ashford  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Ashford.pdf
• Dartford  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Dartford.pdf
• Dover  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Dover.pdf
• Maidstone  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Maidstone.pdf
• Sevenoaks  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Sevenoaks.pdf
• Shepway  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Shepway.pdf
• Swale  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Swale.pdf
• Thanet  http://www.gos.gov.uk/497648/docs/170192/179006/179018/Thanet.pdf
• Tonbridge and Malling  http://www.gos.gov.uk/497648/docs/170192/179006/179018/TonbridgeandMalling.pdf
• Tunbridge Wells  http://www.gos.gov.uk/497648/docs/170192/179006/179018/TunbridgeWells.pdf

NOMIS – Office labour market statistics  https://www.nomisweb.co.uk
NOMIS provides access to detailed and up-to-date labour market statistics from official sources for local areas throughout the UK. Labour market area profiles can be accessed by local authority, ward and parliamentary constituency. Includes data on population, employment, unemployment, qualifications, earnings, benefit claimants and businesses. For the Kent and Medway region labour market profiles are available for:

• Ashford  • Sevenoaks
• Canterbury  • Shepway
• Dartford  • Swale
• Dover  • Kent
• Gravesham  • Thanet
• Maidstone  • Tonbridge and Malling
• Medway  • Tunbridge Wells

Neighbourhood Statistics  http://neighbourhood.statistics.gov.uk/
Neighbourhood Statistics provides access to detailed statistics for a particular area or a neighbourhood summary using a postcode. Data are from official sources and are up-to-date. Covers a wider range of topics than those covered by NOMIS, including data on: population; health; employment; unemployment; qualification level of population; crime; environment; and religion. The 2001 Census of Population is a key source at this micro level.

List of publications with useful LLMI:
An indicative employment forecast for Ashford, looking forward to 2031.


This report provides information to support the annual business planning process. It considers the learning and skills demand and supply, highlighting significant differences between national, regional and local areas. The report analyses the local demography the impact it has on the local economy, it looks at the current state of learning for young people and adults, and identifies current and likely future skills demand in the local labour market.


This Statement provides an inter-regional planning approach to the Thames Gateway. It provides the regional partners with an agreed strategy and assessment of potential development capacity.

4.4 Local LMI for areas outside Kent and Medway in the South East

List of publications with useful LMI:


Findings from an in-depth sector research on the creative industries in Brighton and Hove.


An analysis and report on available labour market information on employment and skills issues in the Gatwick Diamond growth area.

Statistical information on West Sussex.

Websites with LLMI:

Government Office for the South East – Local key statistics
The following local profiles are available, each including general information on the area, map, council data, and key statistics on the labour market, education, crime and health.

- Brighton key statistics  http://www.gos.gov.uk/gose/factgose/brighton
- Milton Keynes key statistics  
  http://www.gos.gov.uk/gose/factgose/miltonkeynes
- Oxford  http://www.gos.gov.uk/gose/factgose/oxford/?a=42496
- Portsmouth  http://www.gos.gov.uk/gose/factgose/portsmouth/?a=42496
- Reading  http://www.gos.gov.uk/gose/factgose/reading/?a=42496
- Southampton  http://www.gos.gov.uk/gose/factgose/southampton/?a=42496

Government Office of the South East as fact sheet with key statistics on localities in the following counties:

- Hampshire and the Isle of Wight  
  http://www.gos.gov.uk/gose/ourRegion/aboutLocalities/hantsIoW/
- Thames Valley  
  http://www.gos.gov.uk/gose/ourRegion/aboutLocalities/thamesVal/
- Surrey, East Sussex and West Sussex  
  http://www.gos.gov.uk/gose/ourRegion/aboutLocalities/surreyEWSussex/
5. **Future Developments**

Other developments are planned to support the development of LMI capacity amongst practitioners in the region. For example:

- A space on the NGRF website within the ‘Regional’ section, will be created for Kent and Medway. This will be used to develop existing information on the south eastern region and more particularly for Kent and Medway. If permissible, this will be linked directly to an area of the Kent and Medway Connexions website.

- A private discussion facility for practitioners will be made available to enable practitioners develop their understanding of the functioning and operation of their local, regional and national labour markets will be created on the NGRF website (with links to the Kent and Medway Connexions website, if permissible).

- Quality standards for LMI will be developed, to provide a clear and accessible framework for personal advisers to judge the efficacy of LMI and LLMI from varied sources.

- An on-line resource of LLMI for Kent and Medway will be developed from nationally recognised sources and any local regional sources that have been identified. This could include, for example: vacancies by occupations; vacancies by industries; workplace analysis; population statistics; and economic activity.

For all of these developments, the issues related to sustainability will be considered (e.g. the development of interfaces with existing, government funded resources).