

**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 defined² 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 two³, 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 analysis⁴.

A further distinction is made between LMI for guidance that is non-interactive and interactive⁵. 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 Review⁶ and the development of information, advice and guidance (IAG) standards⁷ 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 website⁸ 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).

² Offer, M. (2003) Labour Market Information on Careers Service Web Sites in Higher Education, Cambridge: NICEC.

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.

⁴ LSC & DfES (2004) LMI Matters! Understanding Labour Market Information, Nottingham: DfES

⁵ Sampson, J.P. Jr., Reardon, R.C., Peterson, G.W. & Lenz, J.G. (2004) Career Counseling & Services: a cognitive information processing approach, Belmont, CA: Thompson Brooks/Cole.

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

⁷ DfES (2006) Quality Standards for Young People's Information, Advice & Guidance. Obtainable at: <http://www.dfes.gov.uk/consultations/conDetails.cfm?consultationId=1435>

⁸ <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 study⁹. 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.

⁹ Bimrose, J., Barnes, S-A., Green, A., Orton, M. and Davies, R. (2005) *Ufi learndirect: Enhancement of the National Resource Service. Local Labour Market Information Feasibility Study*. Coventry: Warwick Institute for Employment Research.

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

Publication/ website:	Data included	Source of data	Provenance of data	Timeliness and update frequency	Relevancy	Presentational style	Links
<p>Audit Commission – area profiles (specific to South East region: http://www.areaprofiles.audit-commission.gov.uk/(faq24q55vyaoiibd5jr2exyn)/SearchResults.aspx?region=South%20East)</p> <p>Area profiles available for Kent and Medway include: Ashford; Canterbury; Dartford; Dover; Gravesham; Kent; Maidstone; Medway; Sevenoaks; Shepway; Swale; Thanet; Tonbridge; and Tunbridge Wells.</p>	<p>Good</p> <p>based on Local Quality of Life Indicators, including: economic well-being, culture & leisure, environment, community, education & life long learning, housing, transport, health & social welfare, people</p>	<p>Good</p> <p>Audit Commission, DEFRA & ODPM</p>	<p>Fair</p> <p>provide a summary of data & information on the quality of life and local services, aims to aid government & regulators to concentrate strategically on areas needing most support</p>	<p>Fair</p> <p>2000-2006</p> <p>update frequency unknown</p>	<p>Fair</p> <p>could be used as a quick reference point</p>	<p>Poor</p> <p>only uses tables to display data, no explanatory text</p> <p>(online only)</p>	<p>Fair</p>
<p>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/</p> <p>Direct links to local area fact sheets including: Ashford; Canterbury; Dartford; Dover;</p>	<p>Very Good</p> <p>population, employment, sector, business, unemployment, political make-up, planning, education, indices of deprivation, crime,</p>	<p>Good</p> <p>ONS</p>	<p>Fair</p> <p>part of a series of publications providing an overview of local labour markets</p>	<p>Good</p> <p>2007 data used</p> <p>Published 2007</p> <p>update frequency</p>	<p>Fair</p>	<p>Poor</p> <p>Brief document only using tables & charts to present data, no explanatory text</p>	<p>Fair</p>

Gravesham; Maidstone; Sevenoaks; Shepway; Swale; Thanet; Tonbridge and Malling; and Tunbridge Wells.	health indicators, households			unknown			
Halcrow Group Limited (2002) <i>Ashford's Future Ashford's Capacity: A Handbook for Change Very Long Term Employment Forecasts.</i> London: Halcrow Group Limited /Ashford Borough Council and partners. Produced in association with Cluttons, John Thompson & Partners, Levett-Therivel and Roger Tym & Partners. http://www.southeast-ra.gov.uk/our_work/planning/area_studies/ashford/very_long_term_emp_forecasts_(separate_ed).pdf	Poor employment forecasts to 2031	Poor forecasting system explained, based on certain assumptions about the area	Fair report written specifically for a Borough Council	Poor limited currency as unlikely to be updated	Poor not written for IAG audience	Fair uses tables, some explanatory text & case study, comparisons with Europe (hard copy downloadable)	Poor
Kent and Medway Labour Market Focus e-bulletin (i.e. January 2008 http://www.geresearch.co.uk/enewsletter_jan_08/pages/kent/kent_home.html)	Good JCP vacancies & claimants, earnings, qualification level, population, employment, industry, list of vacancy websites	Good ONS, NOMIS, Annual Survey of Hours & Earnings, Annual Population Survey, JSA Claimant Counts-Rates &	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	Good

		Proportions, ABI		monthly		e-bulletin)	
Kent and Medway Economic Board http://www.keb.org.uk	No LMI available – under-development	n/a	n/a	n/a	n/a	n/a	n/a
Learning and Skills Council South East (2007) <i>Learning and labour market area profile: Kent and Medway</i> . Brighton: Learning and Skills Council South East. http://readingroom.lsc.gov.uk/lsc/SouthEast/KentMedway_-_profile.pdf	Excellent population, demographics, minority ethnic groups, GVA, business, skills, qualification level, trends & projections, migration, sector growth, earnings, supply & demand, economic, WBL, education	Very Good NOMIS area profiles; HESA; Working Futures II; National Employer Satisfaction Survey; Connexions Destinations survey; ABI	Good report written to provide local intelligence to support annual business planning	Good 2005 data used Published 2007 unknown whether it will be updated	Good	Good mixture of data, charts and explanatory text (hard copy & online)	Very Good
Learning and Skills Council South East (2007) <i>Learning and labour market area profile: Thames Valley</i> . Brighton: Learning and Skills Council South East. http://www.lsc.gov.uk/LSCGOV/UK/Scripts/PublicationDownload.aspx?id=f4fef231-b129-4a9c-b965-87ae42e11b73	Excellent population, demographics, minority ethnic groups, GVA, business, skills, qualification level, trends & projections, migration, sector growth, earnings,	Very Good NOMIS area profiles; HESA; Working Futures II; National Employer Satisfaction Survey; connexions Destinations survey; ABI	Good report written to provide local intelligence to support annual business planning	Good 2005 data used Published 2007 unknown whether it will be updated	Good	Good mixture of data, charts and explanatory text (hard copy & online)	Very Good

	supply & demand, economic, WBL, education						
<p>Neighbourhood Statistics http://neighbourhood.statistics.gov.uk/</p> <p>Neighbourhood Statistics provides access to detailed statistics for a particular area or a neighbourhood summary using a postcode. Covers a wider range of topics and is not just focused on the labour market.</p>	<p>Excellent</p> <p>population, health, employment, unemployment, qualification level of population, crime, environment and religion, TWA, households, earnings, religion, qualifications, socio-economic indicators</p>	<p>Excellent</p> <p>Census, ONS, Communities & Local Government, Office for National Statistics, Valuation Office Agency, Department for Work and Pensions, Department for Children, Schools and Families, Home Office, Department for Transport</p>	<p>Very Good</p> <p>local area profile provided for general use</p>	<p>Good</p> <p>2001-2006 data used</p> <p>updated (frequency unknown)</p>	<p>Very Good</p>	<p>Good</p> <p>Uses tables & charts, no explanatory text</p> <p>(online only)</p>	<p>Very Good</p>
<p>NOMIS – Office labour market statistics https://www.nomisweb.co.uk</p> <p>Covers a wider range of topics on the labour market. Profiles can be accessed by local authority, ward and parliamentary constituency. For</p>	<p>Excellent</p> <p>population, employment & unemployment, qualifications, earnings, benefit claimants, labour supply, businesses,</p>	<p>Excellent</p> <p>ONS, Annual Population Survey (including mid-year population estimates), claimant counts, ABI, Annual Survey</p>	<p>Very Good</p> <p>area profile provided for general use</p>	<p>Very Good</p> <p>2007 data used</p> <p>Published 2008</p> <p>updated</p>	<p>Very Good</p>	<p>Good</p> <p>Uses tables & charts, definitions included, no explanatory text, data well presented</p>	<p>Very Good</p>

the Kent and Medway region labour market profiles are available for: Ashford; Canterbury; Dartford; Dover; Gravesham; Kent; Maidstone; Medway; Sevenoaks; Shepway; Swale; Thanet; Tonbridge and Malling; and Tunbridge Wells.	occupational structure,	of Hours & Earnings, Labour Force Survey		(frequency unknown)		(hard copy & online)	
Thames Gateway Regional Planning Bodies (2004) <i>Growth and regeneration in the Thames Gateway Interregional Planning Statement</i> . London: Office of the Deputy Prime Minister on behalf of East of England Regional Assembly, Mayor of London and South East England Regional Assembly. http://www.southeast-ra.gov.uk/our_work/planning/area_studies/thames_gateway/thames_gateway.pdf	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:

Atkins (2005) *South East spatial requirements of key sectors (final report)*. Guildford: South East England Regional Assembly.

http://www.southeast-ra.gov.uk/our_work/planning/tourism/docs/spatial_requirements_of_key_sectors.pdf

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.

Experian (2006) *Drivers influencing the spatial decisions of where people choose to live and work: Final report*. Guildford: South East England Regional Assembly.

http://www.southeast-ra.gov.uk/southeastplan/publications/research/spatial_decisions/final%20report-nov06.pdf

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.

Experian (2004) *The Impact of Offshoring on the South East Economy. A report for the South East England Regional Assembly and the South East England Development Agency*. Guildford: South East England Regional Assembly.

http://www.southeast-ra.gov.uk/our_work/planning/tourism/docs/impact_of_offshoring_report.pdf

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.

Phillpotts, G. and Causer, P. (eds.) (2006) *Office for National Statistics – Regional Trends* (No. 39). Basingstoke: Palgrave Macmillan.

<http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=14356>

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)

SEEDA (2007) *South East England Facts and Figures*. Guildford: South East England Development Agency.

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.

SEEDA (2006) *The Profile of the South East of England*. Guildford: South East England Development Agency.

http://www.seeda.co.uk/Publications/Policy_&Economics/Docs/ProfileSouthEastEngland2006.pdf

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

South East England Development Agency (2006) *The regional economic strategy 2006-2016. The evidence base*. Guildford: SEEDA.

<http://www.see-in.co.uk/downloads/Region%20in%20context/RES2006-16-EvidenceBase.pdf>

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

Swadkin, C. and Virdee, D. (2007) *Changing Regional Economies: South East*. London: National Statistics.

http://www.statistics.gov.uk/articles/nojournal/SE_WEB.pdf

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)
http://www.prospects.ac.uk/cms/ShowPage/Home_page/Main_menu_Research/Labour_market_information/Graduate_Market_Trends/Who_stays_and_who_goes_Graduate_retention_under_the_microscope_Summer_05_/p!ejFkdie#top_of_page

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)
http://www.prospects.ac.uk/cms/ShowPage/Home_page/How_much_could_I_earn_/Salary_and_vacancy_FAQs_2_/How_do_graduate_salaries_vary_by_region_/p!eeXmfpk;jsessionid=a630dfa6710a45a33384

Salary breakdown by region for graduates.

- Barriers to work placement in the retail sector in the South East (2007)
http://www.prospects.ac.uk/cms/ShowPage/Home_page/Main_menu_Research/Labour_market_information/Graduate_Market_Trends_2007/Barriers_to_work_placement_in_the_retail_sector_in_the_South_East_Spring_07_/p!elkbbbb

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 <http://www.gos.gov.uk/gose/>

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.

National Statistics Online: South East regional profile

<http://www.statistics.gov.uk/cci/nugget.asp?id=1079>

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 – Regional Action and Involvement South East <http://www.raise-networks.org.uk>

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/>

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.

South East England Regional Assembly <http://www.southeast-ra.gov.uk/>

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>

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>
- Construction Skills
(The SSC for construction, representing every part of the construction industry, from architects to bricklayers,.)
<http://www.constructionskills.net/research/constructionskillsnetwork/forecastmodel/constructionskillsnetworkoutputs/southeast/>
- Financial Services Skills Council
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>
- 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?allId=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.)
http://www.skillsforjustice.com/websitefiles/LMI_SE_Regional_Factsheet_2005.pdf
- Skills for Logistics
(The SSC working alongside companies involved in moving, handling or storing goods.)
<http://www.skillsforlogistics.org/EasysiteWeb/getresource.axd?AssetID=1827&type=Full&servicetype=Attachment>
- SkillsActive
(The SSC for Active Leisure and Learning, including: sport and recreation; health and fitness; outdoors; playwork; and caravan industries.)
http://www.skillsactive.com/resources/research/EXECUTIVE%20SUMMARY%20SE_Final.pdf
- Skillset
(The SSC for the audio visual industries)
<http://www.skillset.org/uk/southeast/>
- Skillsmart Retail
http://www.skillsmartretail.com/pdfs/south_east.pdf

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:

- e-skills UK <http://www.e-skills.com/Research-and-policy/itinsights/1055>
- 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
<http://www.guidance-research.org/future-trends/sport/regional/regional-info/southeast>
- Agriculture: land management and production; animal health and welfare; the environmental industries
<http://www.guidance-research.org/future-trends/agriculture/regional/regdata/southeast/>
- Audio visual industries
<http://www.guidance-research.org/future-trends/media/regional/info/southeast/>
- Automotive
<http://www.guidance-research.org/future-trends/automotive/regional/southeast/>
- Banking and insurance (for London and the South East)
<http://www.guidance-research.org/future-trends/banking/regional/regdiff/>

- Chemical, nuclear, oil and gas, petroleum and polymer industries
<http://www.guidance-research.org/future-trends/cogent/regional/region/southeast/>
- Construction
<http://www.guidance-research.org/future-trends/construction/regional/regnation/southeast/>
- Early years education and childcare
<http://www.guidance-research.org/future-trends/earlyyears/regional/southeast>
- Energy and utilities
<http://www.guidance-research.org/future-trends/energy/regional/southeast>
- Engineering
<http://www.guidance-research.org/future-trends/engineering/regional/regdata/southeast/>
- Food and drink manufacturing and processing
<http://www.guidance-research.org/future-trends/food/regional/reg-data/south-east/>
- Health
<http://www.guidance-research.org/future-trends/health/regional/regional-data/s-east> (For health sector data for South Central see <http://www.guidance-research.org/future-trends/health/regional/regional-data/scentral/>)
- IT and telecoms
<http://www.guidance-research.org/future-trends/it/regional/regions/southeast/>
- Justice: custodial care, community justice and police
<http://www.guidance-research.org/future-trends/justice/regional/reg-data/south-east/>
- Logistics
<http://www.guidance-research.org/future-trends/logistics/regional/england/southeast/>
- Passenger transport
<http://www.guidance-research.org/future-trends/transport/regional/reg-data/s-east/>
- Professions allied to construction
<http://www.guidance-research.org/future-trends/profconstruction/regional/southeast/>
- Social care
<http://www.guidance-research.org/future-trends/socialcare/regional/southeast>
- Voluntary
<http://www.guidance-research.org/future-trends/voluntary/regional/southeast>

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:

Learning and Skills Council South East (2007) *Learning and labour market area profile: Kent and Medway*. Brighton: Learning and Skills Council South East.

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 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.

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).

Government Office of the South East (2006) *Kent Key Facts*. Available online: <http://www.gos.gov.uk/497648/docs/170192/179006/273354/Kent.pdf>

Government Office of the South East (2006) *Medway Key Facts*. Available online: <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/\(faq24q55vyaoiibd5jr2exyn\)/SearchResults.aspx?region=South%20East](http://www.areaprofiles.audit-commission.gov.uk/(faq24q55vyaoiibd5jr2exyn)/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-and-the-labour-market-in-Hampshire-and-the-Isle-of-Wight.htm>

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.

Learning and Skills Council South East (2007) *Learning and labour market area profile: Surrey*. Brighton: Learning and Skills Council South East.

<http://www.lsc.gov.uk/regions/SouthEast/Providers/market-int/local/surrey/Learning-and-the-labour-market-in-Surrey.htm>

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.buckscc.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>
- Canterbury <http://www.gos.gov.uk/497648/docs/170192/179006/179018/Canterbury.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>
Gravesham <http://www.gos.gov.uk/497648/docs/170192/179006/179018/Gravesham.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:

Halcrow Group Limited (2002) Ashford's Future Ashford's Capacity: A Handbook for Change Very Long Term Employment Forecasts. London: Halcrow Group Limited

/Ashford Borough Council and partners. Produced in association with Cluttons, John Thompson & Partners, Levett-Therivel and Roger Tym & Partners.

[http://www.southeast-ra.gov.uk/our_work/planning/area_studies/ashford/very_long_term_emp_forecasts_\(separate_ed\).pdf](http://www.southeast-ra.gov.uk/our_work/planning/area_studies/ashford/very_long_term_emp_forecasts_(separate_ed).pdf)

An indicative employment forecast for Ashford, looking forward to 2031.

Learning and Skills Council South East (2007) *Learning and labour market area profile: Thames Valley*. Brighton: Learning and Skills Council South East.

<http://www.lsc.gov.uk/LSCGOVUK/Scripts/PublicationDownload.aspx?id=f4fef231-b129-4a9c-b965-87ae42e11b73>

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.

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.

http://www.southeast-ra.gov.uk/our_work/planning/area_studies/thames_gateway/thames_gateway.pdf

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 LLMI:

Clerk, D. (2007) *Gatwick Diamond – Key data sheet*. Chichester: WSEP.

http://www.wsep.org.uk/resources/documents/Data_Sheets.xalter/Gatwick_Diamond_Datasheet.pdf

Clerk, D. (2007) *West Sussex coastal wards – Key data sheet*. Chichester: WSEP.

http://www.wsep.org.uk/resources/documents/Data_Sheets.xalter/Coastal_Wards_Datasheet.pdf

DPA (2000) *Brighton and Hove creative industries report*. Hove: Brighton and Hove City Council.

http://www.brighton-hove.gov.uk/downloads/bhcc/economicdevelopment/CI_Main_Report.pdf

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

Pratt, J., Dundon-Smith, D., Norrington, H., Friday, N. and Underwood, K. (2007) *Employment and skills profile: Gatwick diamond*. Sittingbourne: Central Sussex College.

<http://www.wsep.org.uk/resources/documents/GDFullReportvsent190807.pdf>

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

West Sussex Economic Partnership (2005) *West Sussex – Factsheet: Datafile*. Chichester: WSEP.

http://www.wsep.org.uk/resources/documents/Fact_Sheet_Datafile.pdf

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/hantsloW/>
- 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).