



Labour Market Information



PARENT INFORMATION

This leaflet contains information on labour market information (LMI) in our local area. Students are also given this information to help them make informed choices about their future career path. By sharing this with parents, we hope it will help you support your child to make informed decisions about their future.

WHAT IS LMI?

Labour Market Information helps to provide knowledge and understanding of how the labour market functions and changes over time. It helps when thinking about what the future of the job market might look like, so is crucial to consider when talking about career pathways and options.

MORE INFORMATION ON LMI

You can find more information through the following organisations:

- Our website:

<https://newroad.lct.education/support-and-pastoral/employability-and-careers/labour-market-information/>

- Unifrog - students can log into their Unifrog accounts to access LMI
- **careerswestmids_** on Instagram and other social media
- www.lmiforall.org.uk has a wealth of information for all
- Our local careers hub: <https://themarches.startprofile.com/page/home-page>

Labour Market Information can go out of date quite quickly, but these links will give you a good starting point to have those important conversations, especially around the increased use of AI.

If you would like to discuss how LMI may affect your child and their career, please book an appointment with our qualified school staff through the normal channels.

WEST MIDLANDS LMI?

Over the Christmas period, our local hub produced some fantastic graphics for helping us to understand the labour market in the West Midlands.

DID YOU KNOW?
National Careers Service

There were over **18,000** job adverts for **sales related occupations** across the **West Midlands** since **January 2025**

This includes:

- 1 Sales & retail assistants
- 2 Sales executives
- 3 Sales advisers
- 4 Sales representatives and consultants

DID YOU KNOW?
National Careers Service

Retail and wholesale is the second largest employment sector in the **West Midlands** region, accounting for **437,000** workforce jobs or **14%** of employment.

This sector includes:

- 1 Supermarkets
- 2 high-street shops
- 3 online retailers
- 4 Wholesaler & distributors
- 5 Automotive dealerships & garages

DID YOU KNOW?
National Careers Service

The West Midlands' **digital economy** has strong clusters of digital sector employment:

- 1 gaming in Leamington Spa and Nuneaton
- 2 health-tech and fintech in Birmingham
- 3 agri-tech in Shropshire and Herefordshire
- 4 cyber security in Herefordshire and Worcestershire.

DID YOU KNOW?
National Careers Service

The West Midlands region has a strong **manufacturing** heritage with the sector still accounting for over **9% of employment** (287,000 jobs).

Employment is heavily concentrated in:

- 1 Production of fabricated metal products
- 2 Motor vehicles
- 3 Automotive parts

DID YOU KNOW?
National Careers Service

The region also includes smaller defence and aerospace clusters within **Wolverhampton, South Staffordshire, Wychavon, Rugby and Telford.**

DID YOU KNOW?
National Careers Service

The West Midlands' visitor economy includes **hospitality services, arts, culture and entertainment**, and employs **over 306,000 people.**

Employment is mostly concentrated in **Birmingham, Shropshire, Solihull, Coventry and Stratford-on-Avon.**

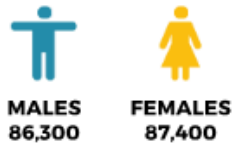
Food and drink outlets account for **over half of employment** (52%) in the sector.

LMI FOR ALL

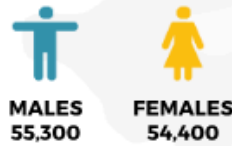
THE RESIDENT POPULATION OF TELFORD AND WREKIN

Telford and Wrekin is home to over 6,000 businesses employing over 82,000 people.

Resident Population 2016



Working age Population 2016



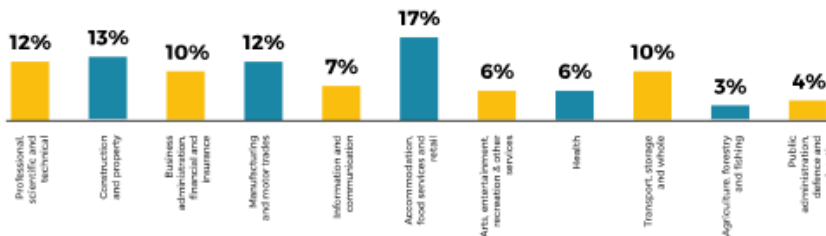
Actively Employed 2018



Unemployment Figures 2018



What types of businesses do we have in Telford?



Telford isn't just a one industry town; It's home to over 6000 businesses employing over 82,000 people. We're a mix of scientists, engineers, gamers, designers, health professionals and bold leaders who are making an impact on the world.

Our growing **sectors** all of which can offer a range of careers and progression routes include:



How do employers recruit?

Employers can already advertise their employment opportunities worldwide and this will become even more common in the future. Many will shortlist via online assessments and interview via Skype.

Methods of recruitment

