

## **Labour Market Information**

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### **Introduction**

#### **Objectives of the Project**

The objectives of the LMI project were to:

- Co-ordinate business and administration LMI from SfBN
- Carry out additional research (where appropriate)
- Disseminate this information to SfBN

This project is part of an overarching plan of liaison with SSCs under the SfBN, using Automotive Skills and a Project Manager to guide the process of initial contact and building relationships for the future.

LMI data collection is an important part of liaison with SSCs in order to show the needs of administrators in each sector and how the CfA can work with the SSC in order to meet these needs in the form of qualifications, standards and training development.

## Methodology

### Contacting Sector Skills Councils under SfBN

#### Stage One

The first stage was to email the Head of Research at each Sector Skills Council, introducing the project and its objectives. This was completed in April 2006.

#### Stage Two

Those that responded to the initial email were sent a profile of their sector detailing some of the LMI data that was already available, such as expansion and replacement demand. Those that did not respond to the initial email were telephoned and given a verbal description of the project and its objectives. This was completed in April 2006.

#### Stage Three

Many sector skills councils responded with data from their sectors such as Sector Skills Agreements (or research towards these) LMI research and functional skills maps. A few sector skills councils could still not be reached by telephone and so messages were left to respond or to pass onto a relevant member of staff within the research team. A few sector skills councils arranged one to one meetings to discuss the project and its objectives in greater depth and to provide an insight into their own sector activity with regard to LMI. This was completed in May 2006.

#### Stage Four

Once gaps in the LMI data had been identified, a questionnaire was designed to be used to consult with employers. The data from these questionnaires would help towards closing the gaps. Sector skills councils were invited to give details of 10 employers represented by their sector to the CfA who would be sent the questionnaire. Only 3 SSCs gave employer details to the CfA and 1 SSC publicised our questionnaire within their newsletter and website. For those sectors that did not submit employer details, these employers were sourced using business directories across the UK. This was completed in May and June 2006.

#### Stage Five

As questionnaires were returned, an LMI profile was completed on each sector. This was completed in July 2006.

#### Stage Six

Dissemination of LMI profiles to each SSC with a cover letter tailored to the key messages for the SSC. A copy of the template is attached as appendix 30. This will be undertaken in August 2006.

**The table on the next page shows an overview of the communications between the CfA and SSCs.**

SSC	Intro Email Sent to SSC	Email Replied To CfA	CfA Data Shown to SSC	SSC Data Sent To CfA	Meeting Arranged With SSC	Employer Details Given to CfA	No of Employers Sent	No of Employers Replied	Full LMI Profile
Asset Skills	✓	✓	✓	✓	✗	✓	10	1	✓
Automotive Skills	✓	✓	✓	✗	✗	✓	9	1	✓
CC Skills	✓	✓	✓	✗	✓	✗	10	1	✓
Cogent	✓	✓	✓	✗	✗	✗	10	1	✓
CITB	✓	✓	✓	✓	✗	✗	10	0	✗
E-Skills	✓	✓	✓	✓	✗	✗	10	1	✓
Energy & Utility Skills	✓	✓	✓	✗	✗	✗	10	0	✗
Financial Services	✓	✓	✓	✗	✓	✓	19	1	✓
Go Skills	✓	✗	✓	✗	✗	✗	10	2	✓
Government Skills	✓	✓	✓	✗	✗	✗	11	4	✓
Improve	✓	✓	✓	✓	✗	✗	10	0	✗
Lantra	✓	✗	✓	✗	✗	✗	10	3	✓
Lifelong Learning UK	✓	✓	✓	✗	✓	✗	25	3	✓
People 1 <sup>st</sup>	✓	✗	✓	✗	✗	✗	10	1	✓
Proskills	✓	✓	✓	✓	✗	✗	10	1	✓
SEMTA	✓	✓	✓	✓	✗	✗	10	3	✓
Skillset	✓	✓	✓	✗	✓	✗	10	1	✓
Skillfast	✓	✓	✓	✓	✗	✗	10	3	✓
Skills Active	✓	✓	✓	✗	✗	✗	10	3	✓
Care & Development	✓	✗	✓	✗	✗	✗	10	1	✓
Skills for Health	✓	✓	✓	✓	✗	✗	10	1	✓
Skills for Justice	✓	✓	✓	✗	✗	✗	10	2	✓
Skills for Logistics	✓	✗	✓	✗	✗	✗	10	0	✗
Skillsmart Retail	✓	✓	✓	✗	✗	✗	10	0	✗
Summit Skills	✓	✓	✓	✗	✗	✓	9	2	✓

## Conclusions

### Asset Skills

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work is currently being completed under the Specialist Standards project funded by SSDA.

Communication with Asset Skills was informative, prompt and helpful. The relationship with Asset Skills is now strong and is set to continue for the foreseeable future.

Data sharing and consultation partnership working is to be encouraged and more employer consultation will give the current data more validity.

### Automotive Skills

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Automotive Skills was helpful and prompt. They were one of the only sectors willing to distribute details of employers to consult with. The relationship with Automotive Skills, and in particular, the Business Skills Alliance Project will ensure that SSCs and the CfA work closer in the future.

Data sharing and consultation partnership working has worked well and should continue in the future.

### Creative and Cultural Skills

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Creative and Cultural Skills was helpful and informative. Employer details were not kept by the organisation and so could not be passed on for consultation purposes. The next stage will be to further the relationship by looking at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

### Cogent

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Cogent was inconsistent and unproductive. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Construction Skills/CITB**

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Construction Skills was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **E-Skills**

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with E-skills was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Energy and Utility Skills**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Energy and Utility Skills was inconsistent and unproductive. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Financial Services Skills Council**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Financial Services was informative, prompt and helpful. They were one of the only few sectors who gave details of employers to contact. The relationship with Financial Services is now strong and is set to continue for the foreseeable future.

Data sharing and consultation partnership working should be the aim in future.

### **Go Skills**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Go Skills was non-existent. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Government Skills**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Government Skills was helpful and informative. Employer details are not appropriate for use by other bodies and so could not be passed on for consultation purposes. The next stage will be to further the relationship by looking at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

### **Improve**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Improve was informative, prompt and helpful. The next stage will be to further the relationship by looking at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

### **Lantra**

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Lantra was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Lifelong Learning UK**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Lifelong Learning UK was informative, prompt and helpful. The next stage will be to further the relationship by looking at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

### **People 1<sup>st</sup>**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with People 1st was non-existent. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

## **Proskills**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Proskills was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

## **SEMTA**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with SEMTA was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

## **Skillset**

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Skillset was informative, prompt and helpful. The next stage will be to further the relationship by looking at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

## **Skillfast**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Skillfast was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

## **SkillsActive**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with SkillsActive was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Skills for Care and Development**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Skills for Care & Development was non-existent. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Skills for Health**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work is currently being completed under the Specialist Standards project funded by SSDA.

Communication with Skills for Health was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

### **Skills for Justice**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work is currently being completed under the Specialist Standards project funded by SSDA.

Communication with Skills for Justice was inconsistent but initially helpful. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

### **Skills for Logistics**

The priority recommendation for this sector is for the CfA to develop specialist standards for specialist administrators in specific job roles. This work is currently being completed under the Specialist Standards project funded by SSDA.

Communication with Skills for Logistics was non-existent. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Relationship building should be the aim in future.

### **Skillsmart Retail**

The priority recommendation for this sector is for the CfA to publicise the use of standards for appraisals, recruitment and training for administrators within this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Skillsmart Retail was unproductive. The next stage will be to look at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

## Summit Skills

The priority recommendation for this sector is for the CfA to develop administration training programme for those that are self employed in this sector. This work may be tendered for in the 2006/07 bids to SSDA.

Communication with Summit Skills was informative, prompt and helpful. They were one of the only sectors to give details of employers to be consulted. The next stage will be to further the relationship by looking at the LMI findings in more detail and discuss further implications.

Data sharing and consultation partnership working should be the aim in future.

## General Conclusions and Recommendations

According to the Manpower Survey of 2006, administration occupations are the second hardest jobs to recruit for. Only Financial Services Skills Council actively recognises its administration workforce, probably because it constitutes a 45% share of its footprint. The Manpower survey shows that there is a discrepancy between reality and data as not all of these 'hard to recruit for' roles will be within the financial services footprint.

The National Employer Survey of 2005 identifies that office administration skills are lacking in the sectors covered by Financial Services Skills Council, Skills for Health, Skills for Logistics and Skillset. Again, the data supplied by the SSCs does not support this.

Data collected as part of this LMI project, on sectoral differences in the administration workforce do not seem to accurately reflect the administration workforce and its skills issues. Sector Skills Councils do not specifically collect data on their administrative workforce simply because they concentrate on technical occupations needed by the sector and they do not receive core funding for cross sector activities and development.

Cross sector activities and occupations do not appear as criteria in the SSA process. If as part of the Sector Skills Agreement process, administration occupations have been ignored in terms of data collection, it is difficult to see how these occupations will ever have their skills needs addressed effectively.

The Manpower survey also identified that in Germany, administration occupations are ranked at sixth hardest to recruit for and in France, at number seven. The UK is far behind our European counterparts and this will only worsen if not addressed sooner rather than later.

If future funding decisions will be based on the aggregate support of research gathered by SSCs as part of the SSA process, administration will not become a skills priority even though evidence from almost all non-SSC sources indicates that administration is an important skills priority.

## Bibliography

### Reports and Websites

Organisation	Name of Report/Site	Date
SSDA	<a href="http://www.ssdamatrix.org">www.ssdamatrix.org</a>	N/A
SSDA	Working Futures 2004 - 2014	Jan 2006
CfA	Vision Research (250 employers covering a wide variety of sectors)	Jan 2006
LSC	National Employer Skills Survey: Key Findings	2005

### SSC Reports

Organisation	Title of Report	Date
Asset Skills	Skills Needs Assessment	Mar 2006
Automotive Skills	National Employer Skills Survey	2003
CITB	Market Assessment	2004
CITB	Employer Skill Needs Survey	Oct 2004
CITB	Workforce Mobility and Skills in the UK	Feb 2005
Cogent	Market Assessment	2003
Creative & Cultural Skills	Skills for Creativity: Strategic Plan 2005-2010	2005
Energy & Utility Skills	Occupational & Functional Maps	2006
E-Skills	Bulletin Q4	2005
E-Skills	IT User Digest	May 2006
Financial Services Skills Council	National Employer Skills Survey	2005
Go Skills	LMI Study	Apr 2003
Improve	Occupational and Functional Maps	Oct 2005
Lantra	Sector Skills Agreement	2006
Lifelong Learning UK	Market Assessment	Sep 2004
People 1 <sup>st</sup>	Skills Needs Assessment	Mar 2006
SEMTA	Labour Market Survey of Engineering Industry in Britain	2002
Skills Active	National Employer Skills Survey	2003
Skillfast	Skills Needs Assessment	Oct 2005
Skillset	Employment Census	2005
Skillsmart Retail	Market Assessment	Feb 2004
Skills for Logistics	Sector Profile	Mar 2006
Skills for Justice	Functional and Occupational Maps	Sep 2005
Skills for Care and Development	Annual Report	2004
Skills for Health	Sector Skills Agreement - Interim Findings	Sep 2005
Skills for Health	Skills Needs Appraisal	Nov 2005
Summit Skills	Annual Review	2004

### Employer Consultation Responses

<b>Employer</b>	<b>Sector Skills Council</b>
Beadnall Copley Estate Agents	Asset Skills
Marshall Motor Group	Automotive Skills
Ely Chemicals Company Ltd	Cogent
Museum of London	Creative and Cultural Skills
Entegraty	E-Skills
CPP Group Plc	Financial Services
First Glasgow	Go Skills
Stagecoach	Go Skills
East Sussex County Council	Government Skills
Perth & Kinross Council	Government Skills
Stockport Council	Government Skills
Vale Royal Borough Council	Government Skills
BTCV	Lantra
Downland Veterinary Group	Lantra
English Nature	Lantra
Burnley College	Lifelong Learning
East Durham & Houghall Community College	Lifelong Learning
RCAT	Lifelong Learning
Butlins	People 1 <sup>st</sup>
Cantate Print Ltd	Proskills
British Marine Federation	SEMTA
Fleet Support Ltd	SEMTA
VT Shipbuilding	SEMTA
Johnstones of Elgin	Skillfast
JP Boden & Co Ltd	Skillfast
Rowlinson Knitwear	Skillfast
Aspire National Training Centre	Skills Active
Brightlingsea Sports Centre	Skills Active
Stokesley Leisure Centre	Skills Active
Maidstone Housing Trust	Skills for Care and Development
Gloucester Royal Hospital NHS Trust	Skills for Health
CGM Solicitors	Skills for Justice
Vizard Swyeth	Skills for Justice
Westway Film Production	Skillset
MITIE Engineering	Summit Skills
T Clarke Plc	Summit Skills

## Appendices

1	A copy of the introductory email to SSCs
2	A copy of the employer consultation cover letter
3	A copy of the employer consultation questionnaire
4	Asset Skills LMI Profile
5	Automotive Skills LMI Profile
6	Creative & Cultural Skills LMI Profile
7	Cogent LMI Profile
8	Construction Skills LMI Profile
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