

# Exploring graduate options

What and Why LMI – January 2019

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PLACE

- **Tom Ratcliffe**  
*neaco Project Coordinator – University of Cambridge*
- **Charlotte Steggall**  
*Higher Education Champion – University of Suffolk*
- **Brian Ennis**  
*Higher Education Champion – Anglia Ruskin University*
- **Robert Prosser**  
*Higher Education Champion – University of East Anglia*



## Session Objectives

- To provide some headline LMI to support initial conversations about graduate pathways
- To explore ways of accessing and utilising relevant LMI
- To introduce three LMI resources and activities you could use with students



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## Session Plan

10 min	Graduate LMI for the region and each county
10 min	How can LMI support graduate pathways?
10 min	Making LMI accessible
10 min	Exploring LMI resources
10 min	Summary and Q & A

*Slides and resources will be shared after the event!*

# Graduate LMI for East Anglia

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- The East of England is the 8<sup>th</sup> most popular region for graduates to work
- 39% of graduates working in the East of England studied here at University
- 70% of the graduate workforce originally lived in the region
- 72% of graduates are employed in professional-level roles
- The average graduate starting salary is £22,100 (5<sup>th</sup> highest by region). Average single cost of living is £16,620
- 58% of graduates join organisations of 1000+ employees

## TOP 10 PROFESSIONAL-LEVEL JOBS

- Nurses
- Primary and nursery education teaching professionals
- Medical practitioners
- Marketing associate professionals
- Programmers and software development professionals
- Business and related associate professionals
- Midwives
- Social workers
- Teaching and other educational professionals
- Welfare and housing associate professionals




## TOP 10 INDUSTRIES ENTERED

- Human health activities
  - Education
  - Retail trade
- Public administration and defence
- Food and beverage service activities
- Computer programming, consultancy and related activities
  - Architecture and engineering
  - Social work activities
- Legal and accounting activities
  - Creative, arts and entertainment

# Where can graduates work in East Anglia?

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Top 100 High revenue companies by number of employees

 1000+	 100-999	 10-99
ASTRAZENECA PLC	HUGHES ELECTRICAL LIMITED	COMTEC CABLE ACCESSORIES LIMITED
GREENE KING BREWING AND RETAILING LIMITED	SEACHILL UK LIMITED	ALBANWISE LIMITED
ATALIAN SERVEST LIMITED	ELLIOTT GROUP LIMITED	R G CARTER SOUTHERN LIMITED
NORSE GROUP LIMITED	VINDIS GROUP LIMITED	FIRST HOME IMPROVEMENTS LIMITED
MARSHALL OF CAMBRIDGE (HOLDINGS) LIMITED	RIDGEONS LIMITED	DRON & DICKSON LIMITED
ANGLIAN WATER SERVICES LIMITED	R.G. CARTER CONSTRUCTION LIMITED	EXECUJET (UK) LIMITED
G'S GROUP HOLDINGS LIMITED	GREENVALE AP LIMITED	R G CARTER LINCOLN LIMITED
CVS (UK) LIMITED	IDEAL SHOPPING DIRECT LIMITED	GRIMME (U.K.) LIMITED
DILIGENTA LIMITED	BOSCH REXROTH LIMITED	LIGNACITE LIMITED
HILTON FOOD GROUP PLC	MEDITERRANEAN SHIPPING COMPANY (UK) LIMITED	R.H.CLAYDON LIMITED



• <https://www.edp24.co.uk/business/top100/table>



# Where can graduates work in East Anglia?

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## Key occupational shortages

- Medical practitioners
- Nurses
- Design and development engineers
- Veterinarians
- Business sales executives
- Solicitors
- Quality assurance technicians
- Programmers and software development professionals
- Welfare and housing associate professionals n.e.c.
- Sales accounts and business development managers
- Social and humanities scientists
- Quantity surveyors
- Human resources and industrial relations officers
- Finance and investment analysts and advisers
- Primary and nursery education teaching professionals
- Estimators, valuers and assessors
- Mechanical engineers
- Graphic designers
- Estate agents and auctioneers
- Marketing associate professionals
- Pharmacists
- Secondary education teaching professionals
- Vocational and industrial trainers and instructors
- Production managers and directors in construction
- Town planning officers



# What does LMI tell us about graduate prospects at a regional level?

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1. Good graduate opportunities are available in East Anglia across an array of industries
2. Key opportunity sectors are in Healthcare, Education and Professional and Managerial services
3. Proximity to London and Cambridge can impact whole region figures (such as average salaries). Exploring data local to where young people *want* to be is essential
4. Whether wanting to stay local, or within East Anglia, young people have to factor place of opportunities, commuting or relocation in to their decision making.



# Brian Ennis – Anglia Ruskin University



- Higher Education Champion. Cambridgeshire and Peterborough Team.
- I work exclusively with schools in Peterborough. Team works more widely.
- Ex-FE English Teacher (Peterborough Regional College).
- Local Graduate (University Centre Peterborough).

# Cambridgeshire LMI - A Tale of Two Cities

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- **Cambridgeshire AND Peterborough?**

Type of Work	Pboro %	Cambr %	East %	Nat. %
1. Managers, Directors, Senior Officials	9.1	7.9	12.2	11.1
2. Professional Occupations	19.3	39.4	20.0	21.0
3. Associate Professionals and Technicians	12.1	16.6	14.4	14.8
4. Administrative and Secretarial	9.2	5.6	10.5	9.8
5. Skilled Trades	9.1	#	10.3	10.0
6. Caring, Leisure, and Other Services	8.3	#	9.1	9.0
7. Sales and Customer Services	6.7	8.9	6.8	7.3
8. Process Plant and Machine Operatives	10.4	#	6.3	6.3
9. Elementary Occupations	15.7	10.9	10.3	10.3

# = reported number too small to verify



# Cambridgeshire LMI - A Tale of Two Cities

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Item	Pboro	Cambr	East	Nat.
Average Salary	£28,475	£33,144	£30,212	£30,498
Unemployment %	5.4	2.5	3.2	4.1
Workless Households %	15	#	12.2	14.3
Level 4 qualified and above	25.1	61.5	35.2	39.3

# = reported number too small to verify

- “In Peterborough and Fenland [...] HE entry is considerably lower than other local authorities and the CPCA average. By contrast, South Cambridgeshire’s number of HE entrants is circa four times greater than Peterborough and Fenland, with Cambridge’s performance similarly exaggerated.”
- “Hard-to-fill vacancy challenges are most pronounced in Peterborough, although Cambridgeshire has reported difficulties at both ends of the skills continuum.”

# Robert Prosser – UEA Graduate LMI



## Activity

- In 2013, 67.2% of new graduates were employed; this rose to 70.4% in 2017
- The percentage continuing to study as their primary activity rose over this period from 21.7% to 23.9%
- The percentage unemployed or in other activities fell from 11.1% to 5.7%

# Average Salary

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- From 2013 to 2017, the institutional average dropped from £19K to £18K
- Highest earning school in 2017 was Medicine (£30K), followed by Health Sciences, Computing Sciences and Economics (all £22K)
- Lowest earners at this early stage were Literature, Drama and Creative Writing (£12K), just trailing History, Environmental Sciences and Chemistry (all £13K)

# Most Popular Locations to Work

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- From 2013 to 2017, the East of England increased its share from 52.5% to 57.5%
  - 32.8% of the overall total in 2013 worked in Norfolk; this rose to 36.1% in 2017
- London's share shrank from 22.1% to 19.6%
- The percentage working in the South East fell from 10.3% to 9.4%

# Top 3 Most Popular Occupations

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- 1. Health Professionals**
- 2. Nursing and Midwifery Professionals**
- 3. Sales, Marketing and Related Associate Professionals**



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**Suffolk graduate LMI**

**Charlotte Steggall**

# Discussion

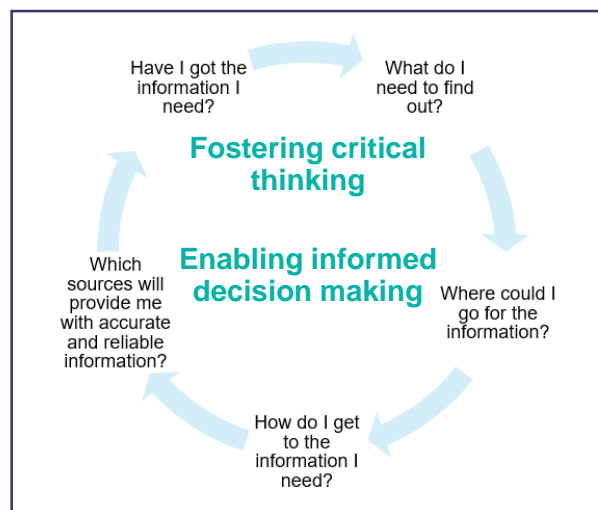
**TAKE  
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- 1. Why is LMI important to graduate options?**
- 2. Where do you, or could you, get graduate LMI data from?**
- 3. How do or could you use LMI with students?**



# Some responses...

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Why is LMI important to graduate options?

**Factual reports – e.g.**  
Prospects

**Online portals – e.g.**  
[www.LMIforAll.org.uk](http://www.LMIforAll.org.uk)

**Maps – e.g.**  
Datashine / CDRC

Where do you, or could you, get graduate LMI data from?

- Signpost
- Dispenser
- Interpreter
- Tour guide
- Teacher

How do or could you use LMI with students?

## **Making LMI accessible - Activity example:**

***“Stand up / Sit down”***

**Charlotte**

# Exploring resources

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Robert, Charlotte and Brian have prepared an example of an activity to explore,  
or please share your own ideas!

## LMI 'Top Trumps'

Utilising LMI from  
[Imiforall.org.uk](http://Imiforall.org.uk)

## The LMI 'Game of Life'

Utilising LMI from  
[glasdoor.co.uk](http://glasdoor.co.uk)

## Course Comparisons

Utilising LMI from  
[discoveruni.gov.uk](http://discoveruni.gov.uk)



Robert

Year 9



Charlotte

Year 10 /  
Level 1



Brian

Year 13 /  
Level 2/3



# Topics for discussion and feedback

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**1. How might you use this resource – presenting?**

**In a small group? 1 to 1?**

**2. Would you use the resource with pupils, with colleagues, or just for your own reference?**

**3. What role would you take with students to make use of the resource?**

*Please be ready to share some of your thoughts!*



# Conclusion

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- Labour market information is about how we find out about careers, but also about how we can find out about the world more broadly... it is essential to supporting informed decision making.
- Engaging with LMI should be viewed as a critical enquiry to empower decision making, rather than a passive process of transmission.
- We cannot be experts on every resource or pathway, but by knowing *good* sources of information to draw on, we can help students navigate and interpret LMI themselves to think about their futures.



# LMI Resources

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- Discover Uni (formerly unistats) - <https://discoveruni.gov.uk/>
- Icanbea - <https://www.icanbea.org.uk/>
- The Higher Education Statistics Agency (HESA) - <https://www.hesa.ac.uk>
- Institute of Student Employers - <https://ise.org.uk/page/Research>
- iCould - <https://icould.com/>
- LMIforAll - <https://www.lmiforall.org.uk/>
- Office for National Statistics - <https://www.ons.gov.uk/>
- Nomis - <https://www.nomisweb.co.uk/>
- The Organisation for Economic Co-operation and Development (OECD) - <https://www.oecd.org/>
- Indeed - <https://www.indeed.co.uk/>
- Glassdoor - <https://www.glassdoor.co.uk/index.htm>
- Prospects - <https://www.prospects.ac.uk/>
- National Careers Service - <https://nationalcareersservice.direct.gov.uk/>
- Datashine Maps - <https://datashine.org.uk/>
- Consumer Data Research Centre (CDRC) Maps - <https://maps.cdrc.ac.uk/>
- Education and Employers - <https://www.educationandemployers.org/>

# Thank you – Questions welcome!

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