

<b>Session Leader Guide</b>	
<b>Labour Market Information SEND Setting</b>	
<b>Time: 25 minutes</b>	
<b>Slide 1 – Opening Slide</b>	<b>0.5 minutes</b>
<ol style="list-style-type: none"> <li><b>Say:</b> Today we are going to explore the World of Work around us in the West Of England. To do that we will use something called Labour Market Information provided to us by West Of England Combined Authority.</li> <li><b>Explain:</b> Labour Market Information is facts and figures that tell us all about the jobs, businesses and opportunities for you to take advantage of all around us.</li> <li><b>Explain:</b> We'll talk about jobs you already know about, some you don't, the types of jobs that employ most people in our area now and in the future.</li> </ol>	
<b>Slide 2 – Aims for today</b>	<b>0.5 minutes</b>
<ol style="list-style-type: none"> <li><b>Go through</b> the aims on the slide with learners.</li> </ol>	
<b>Slide 3 –Key Words</b>	<b>1 minute</b>
<ol style="list-style-type: none"> <li><b>Say:</b> There are key words which you will hear today <ul style="list-style-type: none"> <li>➤ World of Work</li> <li>➤ Sector</li> <li>➤ Employment</li> </ul> </li> <li><b>Explain:</b> World of Work means all the jobs and businesses around us in the West of England, which is the area where we all live.</li> <li><b>Explain:</b> Sector means all the businesses, employers and other organisations who do similar things grouped together. For example, everyone who sells things are in the Wholesale &amp; Retail Trade Sector</li> <li><b>Explain:</b> Employment means being in work. We often say the largest employment sector is Wholesale &amp; Retail, that means that sector has the most people employed, so working for them.</li> </ol>	
<b>Slide 4- West of England World of Work</b>	<b>2 minutes</b>
<ol style="list-style-type: none"> <li><b>Ask:</b> Who can guess how many businesses there are in the West of England?</li> <li><b>Action:</b> Take/prompt answers from the learners before clicking next for the answers.</li> <li><b>Explain:</b> there are 46, 000 businesses in our West of England region and many will have opportunities for you after education</li> <li><b>Say:</b> Those business employ around 627, 000 people! That includes us teachers!</li> <li><b>Explain:</b> All those businesses and all those people in those jobs are shared across 16 main sectors.</li> <li><b>Say:</b> We'll look at a few of those sectors in more detail next</li> </ol>	
<b>Slide 5 - Do you know someone who sells things and works with customers?</b>	<b>2 minutes</b>
<ol style="list-style-type: none"> <li><b>Ask:</b> Do you know someone who sells things and works with customers?</li> <li><b>Action:</b> Take/prompt answers from the learners before clicking next for the answers.</li> <li><b>Action:</b> If needed lead discussion with students, start by modelling an example if students need some encouragement e.g my friend works in a clothes shop....</li> <li><b>Explain:</b> That Wholesale &amp; Retail Trade Sector is the selling of goods to customers. Retail is the largest employment sector in the West of England, this means it employs the most people, 14.2% of all the people who work in our region.</li> </ol>	

**Slide 6 - Do you know someone who works in a hospital or cares for someone? 2 minutes**

1. **Ask:** Do you know someone who works in a hospital or cares for someone?
2. **Action:** Take/prompt answers from the learners before clicking next for the answers.
3. **Action:** If needed lead discussion with students, start by modelling an example if students need some encouragement e.g my friend works in a care home....
4. **Explain:** The Human Health & Social Work Sector includes any job that involves looking after someone. This is the second largest employment sector in the West of England, employing 14% of all the people who work in our region.

**Slide 7 – Do you know someone who went to university to do their job? 2 minutes**

1. **Ask:** Do you know someone who went to university to do their job?
2. **Action:** Take/prompt answers from the learners before clicking next for the answers.
3. **Action:** If needed lead discussion with students, start by modelling an example if students need some encouragement
4. **Explain:** The Professional, scientific & technical sector includes any job that needs a lot of learnt knowledge or skills, like being an engineer. This is the third largest employment sector in the West of England, employing 9% of all the people who work in our region.

**Slide 8 – Do you know someone who teaches others as their job? 2 minutes**

1. **Ask:** Do you know someone who teaches others as their job?
2. **Action:** Take/prompt answers from the learners before clicking next for the answers.
3. **Action:** If needed lead discussion with students, start by modelling an example if students need some encouragement
4. **Explain:** The Education, sector includes lots of jobs that can be found in schools, colleges and universities. It also includes jobs like classroom assistants, IT and maintenance staff, This is the joint third largest employment sector in the West of England, employing 9% of all the people who work in our region.

**Slide 9 – The West of England World of Work 2 minutes**

1. **Say:** We've just looked at four sectors, combined they employ almost half of all people in our west of England Region.
2. **Explain:** Remember, you don't have to look for jobs in the sectors we've looked at, there are around twelve other sectors we can look at.
3. **Say:** These include those on this slide, read through as examples.
4. **Ask:** Can you tell me what the Construction sector does?
5. **Action:** Take/prompt answers from learners
6. **Note:** If time permits continue to ask what the learners think each sector does.

**Slide 10 – Employers in our region on the Disability Confident Employers Scheme 2 minutes**

1. **Say:** This slide shows us some businesses you might recognise
2. **Ask:** Do you recognise any of the logos on this slide?
3. **Action:** Take/prompt answers from the learners
4. **Explain:** All these businesses are around us in the West of England region. All of these employers are part of the Disability Confident Scheme. The scheme supports employers to make the most of the talents that disabled people can bring to their workplace.

**Slide 11 – Recruiting now in the West of England 1 minute**

1. **Explain:** We've looked at the sectors and local employers who employ the most people in the West of England, lets now look at who are recruiting for entry level jobs right now.
2. **Say:** All major supermarkets such as: Sainsburys, Tescos, Lidl, Aldi, Asda and Iceland are advertising for sales assistants, store clerks, warehouse operatives, drivers, cleaners.

- 3. Say:** Distribution Companies like Amazon, Kingfisher, Screwfix, Yodel are advertising for warehouse operatives, multi-drop drivers, HGV drivers, drivers, cleaners.

**Slide 12 – Recruiting now in the West of England**

**1 minute**

- 1. Say:** Health Care employers like the NHS, Brunell Care, Barchester Healthcare, Shaw Healthcare are advertising for care Assistants, Cleaners, Cooks, Catering Assistants and porters
- 2. Say:** Hospitality employers like Travel Lodge or Marriot are advertising for catering Assistants, cleaners and administration staff
- 3. Explain:** It's important for us to know which sectors and employers are offering jobs and the types of jobs, so we can work with our Careers Advisors, teachers and other supporters to get the subjects and skills needed for those jobs.

**Slide 13 – Top five jobs currently being offered**

**1 minute**

- 1. Explain:** This slide shows entry level jobs advertised Jan –Dec 2020
- 2. Action:** Read down the examples on the slide
- 3. Explain:** Sales staff are still being recruited, including a rise in the number of staff required to work in supermarkets. The pandemic has also seen a rise in the number of delivery drivers required as retail has moved online. Health & Social care jobs are always in high demand; related to this there has been an increase in the number of cleaners and kitchen and catering staff required to support these institutions

**Slide 14 – the jobs in growth areas**

**1 minute**

- 1. Explain:** Many of the jobs we just looked are found in the growth areas shown on this slide. These are the areas growing in the West of England.
- 2. Action:** Read down the examples of areas of growth on the slide
- 3. Explain:** Knowing which areas are growing is important as they are more likely to offer a higher number of opportunities for us to take advantage of!

**Slide 15 – Growth area focus: Digital**

**1 minute**

- 1. Say:** let's focus on one job area that's experiencing growth - Digital
- 2. Explain:** Over the last 20 years there has been a significant increase in the number of digital jobs. Not all jobs in the digital sector are digital jobs (e.g. HR, sales, finance), and not all digital jobs are in the digital sector, many sectors are increasingly adopting digital technologies e.g. retail is increasingly moving online.
- 3. Say:** Digital skills are increasingly demanded across sectors we saw earlier, with some studies finding over 50% of digital jobs to be outside of the formal digital sector.
- 4. Explain:** If you do have technical digital skills there are five areas of jobs growth in the digital sector. They are:
  - Analytics
  - Cyber Security
  - Games and Animation
  - Networking and Cloud Infrastructure
  - Programming and Software Development

**Slide 16 – West of England skills in demand**

**2 minutes**

- 1. Explain:** We've covered a lot of information today, we call this Labour Market Information. One of the most important things Labour Market Information can tell us is the skills that employers in our West of England region are looking for.
- 2. Say:** We use the words 'Hard' and 'Soft' to describe skills. Hard skills are related to specific knowledge you have to learn or have training for. Soft skills are personality traits such as communication or creativity. Skills are tasks or actions that we are good at and usually enjoy

3. **Ask:** Why is it important to know what skills employers are looking for?
4. **Action:** Take/prompt answers from learners.
5. **Explain:** No matter what job we want to do, no matter what sector we want to get a job in, there are certain skills employers will want you to have. If we know what these skills are we can develop them making you more employable.
6. **Action:** Read down the examples of skills of growth on the slide using the descriptions below:
  - Teamwork/ Collaboration and communication are often the most frequently required soft skill.
  - Digital skills are also now being viewed by many employers as general employability skills, with a large proportion of jobs requiring computer literacy and familiarity with Microsoft Office tools.

#### Slide 17 – Recap Activities

1. **Say:** We'll now do three short activities to recap what we've learnt today!

#### Slide 18 – Activity Which sectors do you remember?

0.5 minutes

1. **Note:** You can complete these exercises as whole group, smaller groups or as individuals deepening on setting.
2. **Ask:** Which sectors do you remember?
3. **Action:** Get learners to complete the sectors
4. **Note:** the next slide has the answers

#### Slide 19 – Answers to activity which sectors do you remember?

#### Slide 20 - Activity Can you name three skills we need?

0.5 minutes

1. **Note:** You can complete these exercises as whole group, smaller groups or as individuals deepening on setting.
2. **Ask:** Can you name three skills we need?
3. **Action:** Get learners to complete the sectors
4. **Note:** the next slide has the answers

#### Slide 21 – Answers to activity can you name three skills we need?

#### Slide 22 – Activity who is recruiting now in our West of England region?

0.5 minutes

1. **Note:** You can complete these exercises as whole group, smaller groups or as individuals deepening on setting.
2. **Ask:** Who is recruiting now in our West of England Region?
3. **Action:** Get learners to complete the sectors
4. **Note:** the next slide has the answers

#### Slide 23 – Answers to Activity who is recruiting now in our West of England region?

#### Slide 24 – Next Steps

0.5 minutes

1. **Go through** and read out the slide
2. **Explain:** You are at the beginning of a journey and Labour Market Information for the West Of England is an important tool we can use to help us make decisions and choices on that journey.

#### Slide 25 – session close