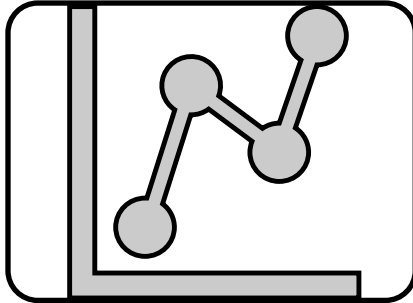


Careers Conference 2026 – Labour Market Intelligence Workshop

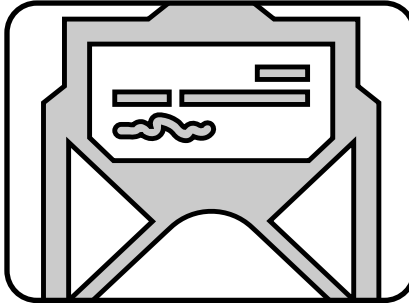
Mehmood Mulla – Skills and Economic Intelligence Manager

Labour Market Context



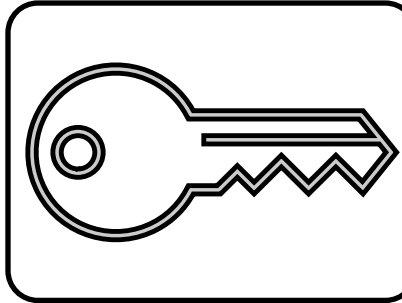
Employment rates in Lancashire remain below the national averages, with high economic inactivity driven by long-term health issues.

This limits labour supply and reinforces the need for skills development and participation growth.



Average earnings in Lancashire (~43.5k) sit well below the UK average (~£48.6k).

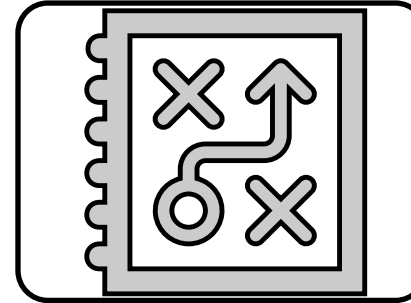
This reflects a concentration in lower-value sectors and roles, with productivity gaps compared to national benchmarks.



Growth is led by health, manufacturing and construction.

Business, sales and logistics continue to provide volume.

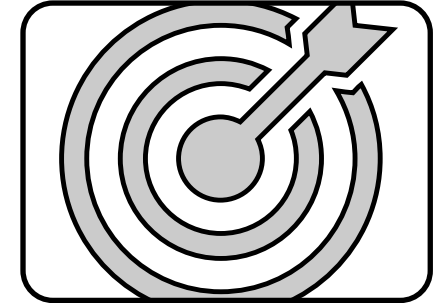
This creates demand at both entry and higher skill levels.



Growth in manufacturing, digital and construction increases demand for higher-level skills.

Large sectors still require broad, accessible pipelines.

Clear progression routes will be essential.



Job growth is not matched evenly by access.

Some areas face barriers to connecting people to growing sectors.

Targeted, place-based provision will be key.

Key findings

- Growth is positive across all pathways, signalling a stable labour market.
- However, value is concentrated in a small number of priority sectors—health and science, engineering and manufacturing, and construction —where the strongest opportunities for scale, productivity and higher-value jobs exist.
- These sectors are anchored by key employers across Lancashire, driving sustained demand for specific occupational pathways.
- The implication is a shift from broad provision to targeted, employer-led pathways focused on higher-value growth.

Demand in priority sectors is driven by a significant number of employers across health, manufacturing and construction. These employers shape demand in the occupational pathways with the strongest growth and skills needs.



IMI Heatmiser



The **Senator** Group



We provide the intelligence needed to prioritise curriculum, align to employer demand, and support financially sustainable provision.



What we provide

- **Employer demand insight**

Identify who is hiring, for which roles, and where demand is strongest—linked directly to occupational pathways

- **High-growth employers**

Highlight key local employers and sectors driving demand, supporting targeted engagement and curriculum alignment

- **Earnings and value insight**

Provide salary benchmarks and progression potential to inform course viability and learner outcomes

- **System-wide intelligence**

Compare performance within Lancashire, regional and national trends to support strategic positioning

What this enables

- **Curriculum alignment to demand**

Focus provision on sectors and roles with the strongest growth and employer need

- **Improved recruitment and retention**

Better match provision to learner demand and employment outcomes

- **More sustainable provision**

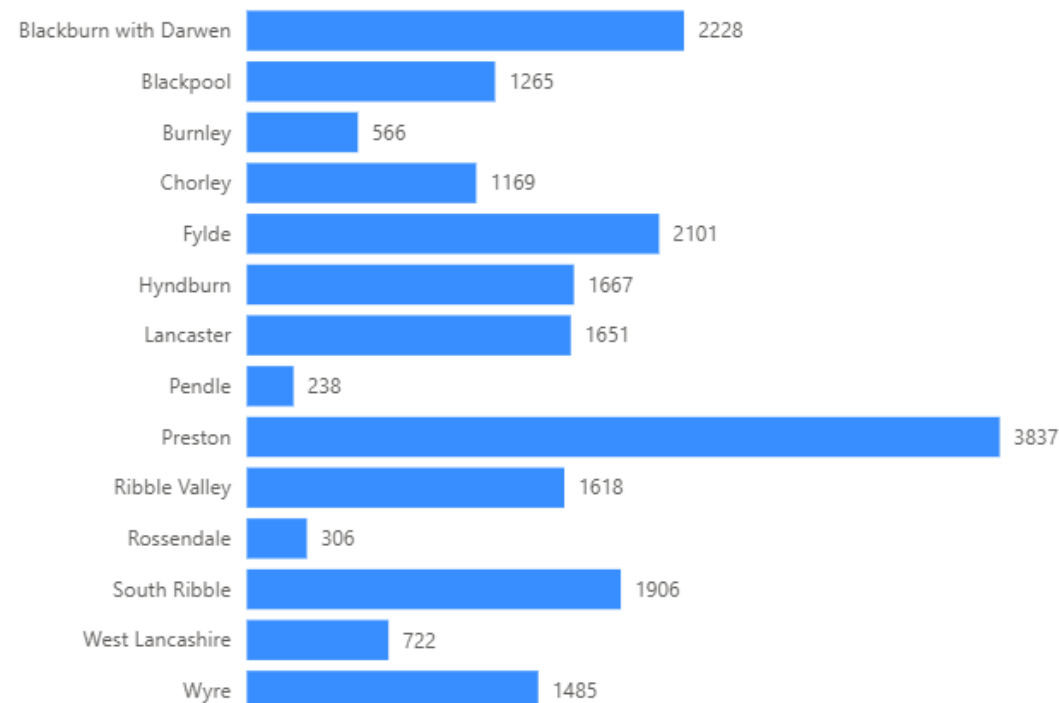
Support decisions that balance demand, value and financial viability in a constrained funding environment

- **Delivered in partnership with key programmes**

Aligned to Get Lancashire Working, the Growth Plan, LSIP priorities, and the Skills & Employment Hub Strategic Framework

Job growth to 2030 is broadly positive across all areas, with strongest gains in Preston, Blackburn with Darwen and Fylde, and concentrated in engineering and manufacturing, health and science, and construction, alongside steady growth in business, sales and logistics

Change in jobs by local authority district over time



Change in jobs by pathway over time

Route	2025 Jobs	2030 Jobs	Change in jobs by 2030
⊕ Engineering and manufacturing	105062	108576	3514
⊕ Health and science	81621	85042	3421
⊕ Construction and the built environment	73524	76211	2687
⊕ Business and administration	72646	75289	2643
⊕ Sales, marketing and procurement	91159	93394	2235
⊕ Legal, finance and accounting	45189	46333	1144
⊕ Protective services	20751	21820	1069
⊕ Care services	29206	30190	984
⊕ Catering and hospitality	30167	31138	971
⊕ Transport and logistics	42337	43199	862
⊕ Digital	25873	26699	826
⊕ Agriculture, environmental and animal care	19319	20082	763
⊕ Education and early years	30802	31333	531
⊕ Creative and design	18758	19226	468
⊕ Hair and beauty	3196	3334	138
Total	681469	702228	20759

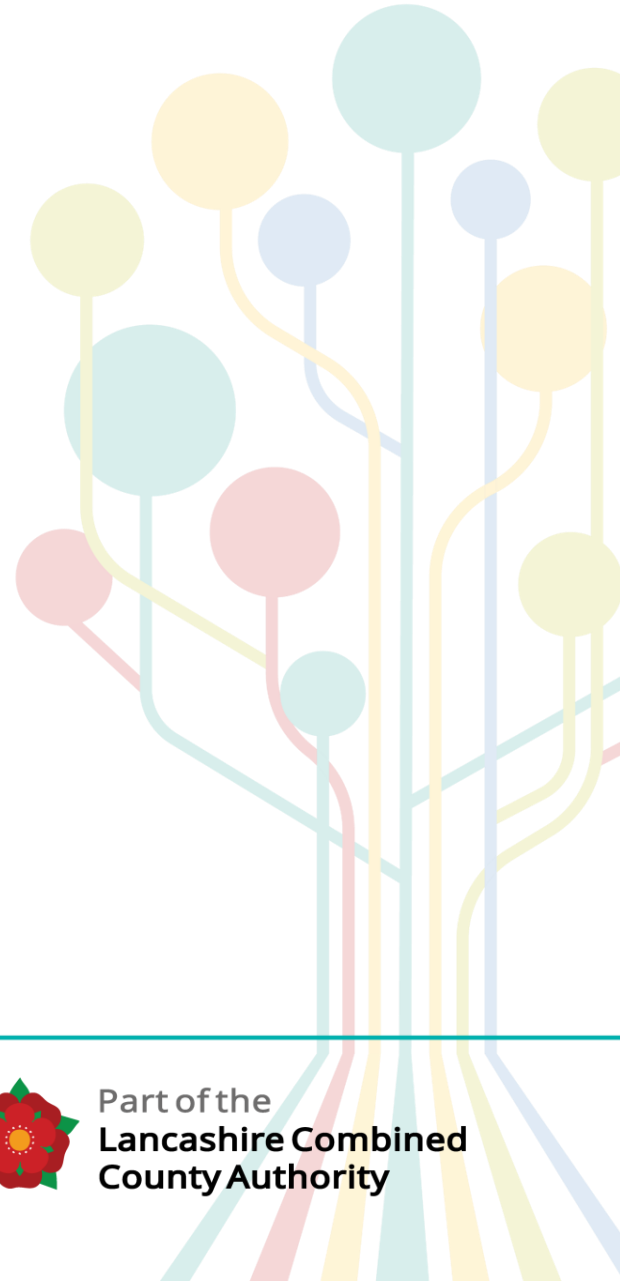
Source: Skills England occupational maps

Source: Lightcast job postings - future projections by occupation



Future Skills Questionnaire

July 2026



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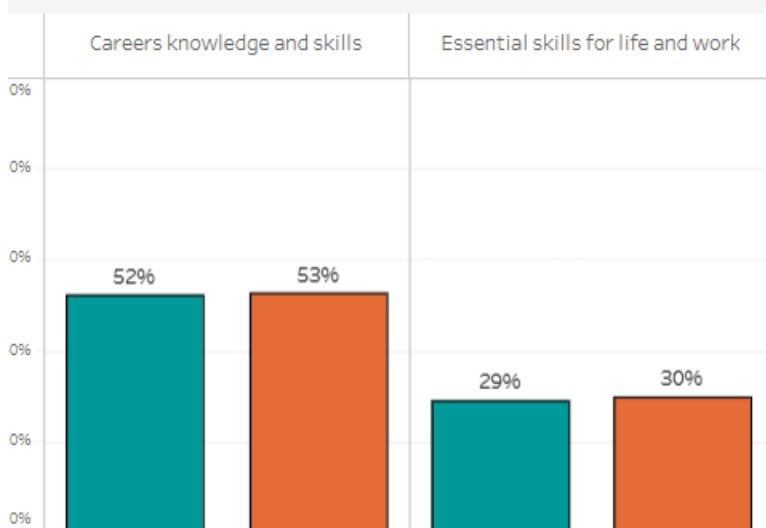


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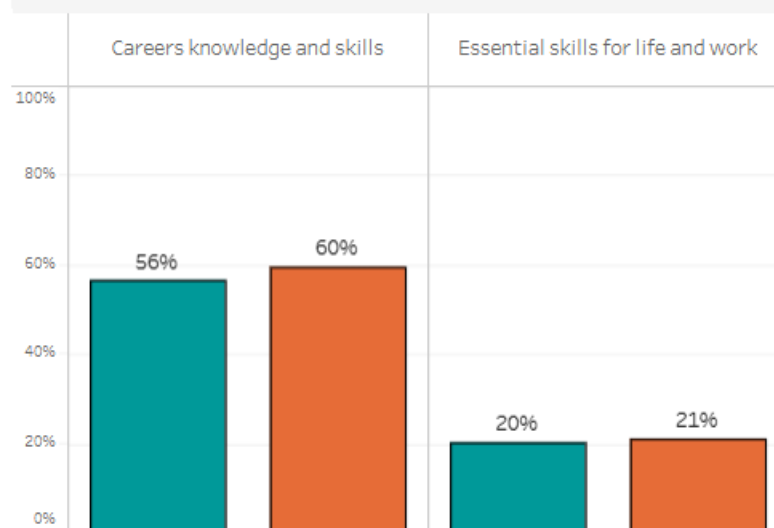


Headlines

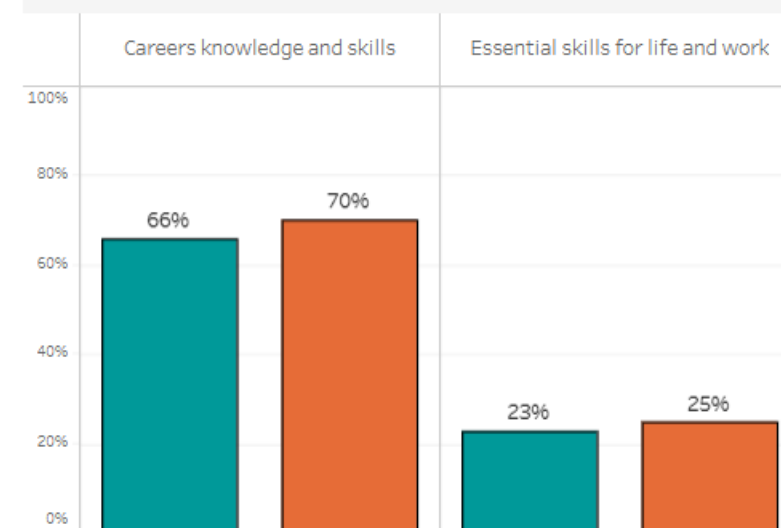
Starting Secondary

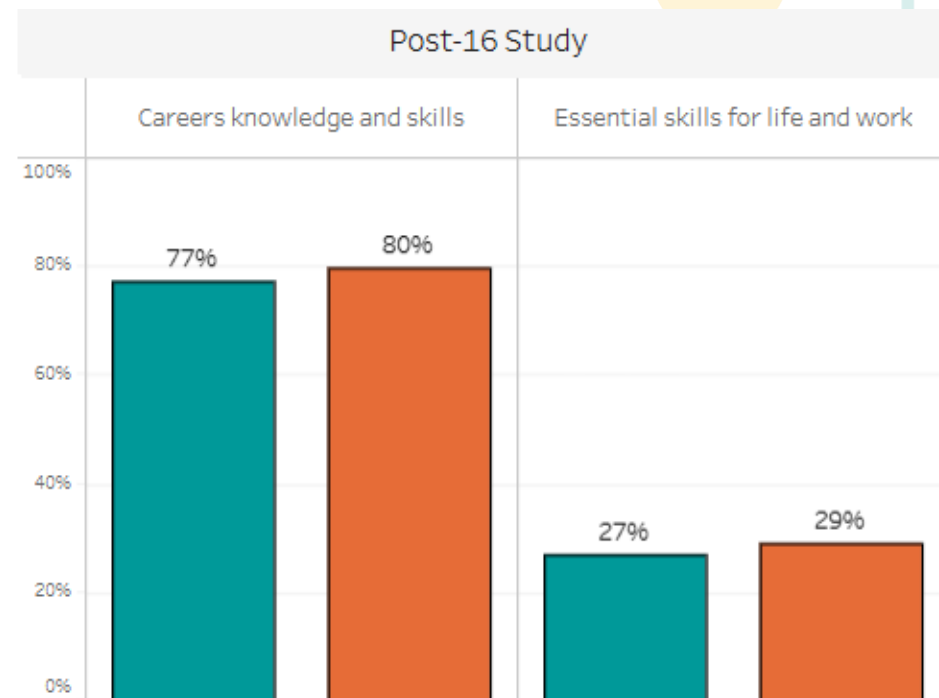
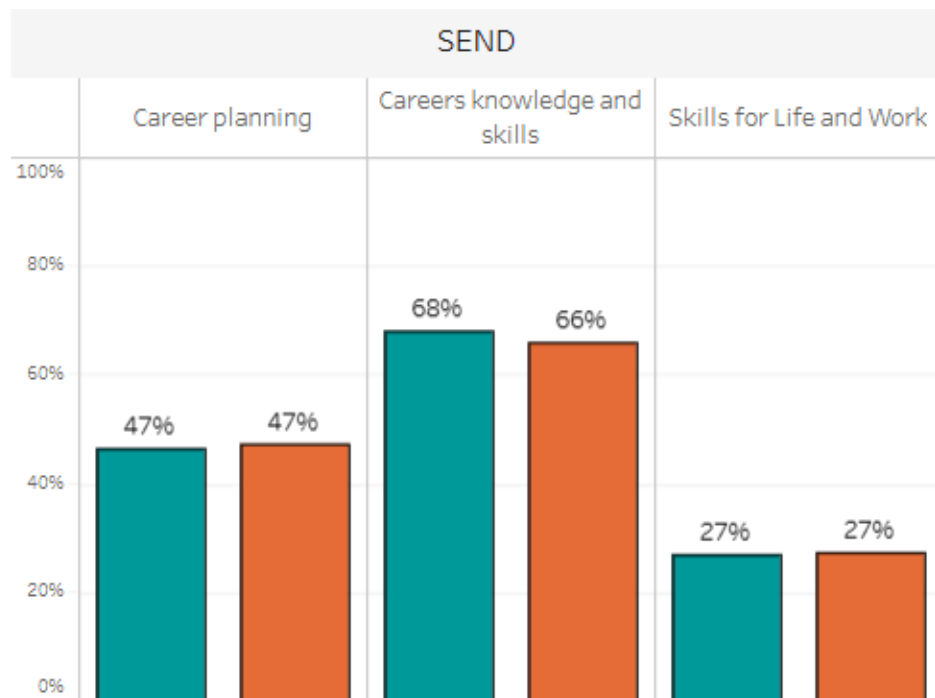


Transition from KS3



GCSE Years







Questions – GCSE Years

Careers Knowledge and Skills:

	Negative			
	Maybe, I'm not sure	No, not yet	Yes, a little	Yes, a lot
Are you aware of some of the types of businesses or employers in your area of the country?	22.4%	7.7%	51.9%	18.0%
Do you feel confident about your next step after year 11?	21.9%	14.5%	37.8%	25.8%
Do you feel confident talking about your skills in an interview?	22.3%	13.1%	40.6%	24.0%
Do you feel optimistic when you think about your future career?	21.6%	9.5%	40.3%	28.6%
Do you have a plan for your next step after Year 11?	13.2%	10.0%	41.5%	35.3%
Do you have ideas about which jobs or careers fit your interests and skills?	12.2%	7.1%	42.4%	38.3%
Do you have support to help you make education and career choices?	14.2%	4.6%	38.7%	42.5%
Do you know about different types of recruitment and selection processes, including interviews and assessments?	27.4%	15.7%	43.5%	13.4%
Do you know any trustworthy websites that can help you decide what to do in the future?	28.1%	24.1%	32.3%	15.5%
Do you know how to find out how much you could earn in different types of jobs?	19.4%	10.8%	45.2%	24.6%
Do you know how to make a good impression when applying for a course or job?	15.6%	7.2%	46.8%	30.4%
Do you know what skills employers need?	14.9%	4.0%	52.3%	28.8%
Do you understand the short and long term impacts of your education and career choices?	16.5%	6.1%	46.3%	31.1%
Do you understand this option after Year 11? - A-levels	14.6%	7.8%	34.5%	43.1%
Do you understand this option after Year 11? - Apprenticeships	13.2%	6.2%	45.2%	35.4%
Do you understand this option after Year 11? - Other	24.7%	19.8%	34.4%	21.1%
Do you understand this option after Year 11? - T-levels	25.9%	18.2%	35.3%	20.6%
Have you heard different people talk about their jobs other than those of your family or carers?	11.9%	4.2%	55.3%	28.7%
Have you made contact with people who work in jobs that interest you?	13.4%	43.2%	30.2%	13.2%
Have you thought about how jobs and careers may change in the future?	14.1%	9.1%	46.3%	30.6%
Have you thought about which of these options might be right for you?	12.9%	9.3%	37.1%	40.8%

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Questions



Essential Skills for Life and Work:

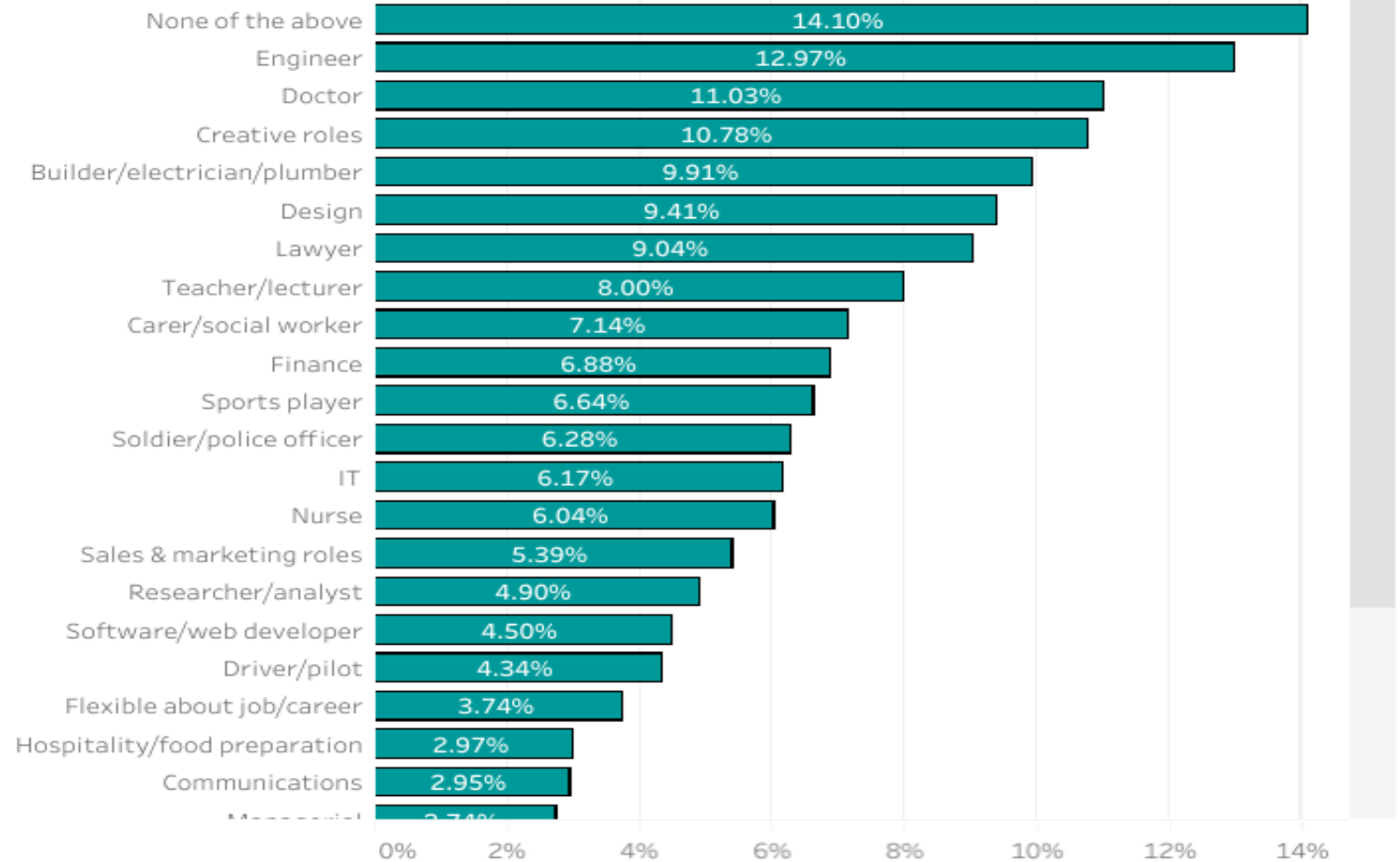
	Negative				Positive
	I can do this, but could do it better	I can't do this yet	I don't know what this means	I'm not sure if I can do this	
Adapting what you say depending on the response of listeners	45.2%	4.2%	3.2%	20.6%	26.8%
Being aware of how a speaker is influencing by the way they speak	42.1%	4.7%	4.5%	24.4%	24.3%
Being creative by coming up with new or different ways of doing things	58.3%	3.2%	3.1%	17.0%	18.4%
Creating plans with clear targets	48.6%	4.5%	1.7%	19.6%	25.6%
Helping to resolve disagreements in a team	49.0%	5.2%	1.4%	19.9%	24.4%
Identifying the positives and negatives in an opportunity	48.7%	2.6%	1.8%	12.5%	34.5%
Supporting others through mentoring or coaching	42.1%	7.5%	2.3%	22.3%	25.8%
Testing different ideas to solve complex tasks	55.7%	3.4%	2.5%	20.5%	17.9%





Question 2

What types of jobs/careers are you interested in at the moment?



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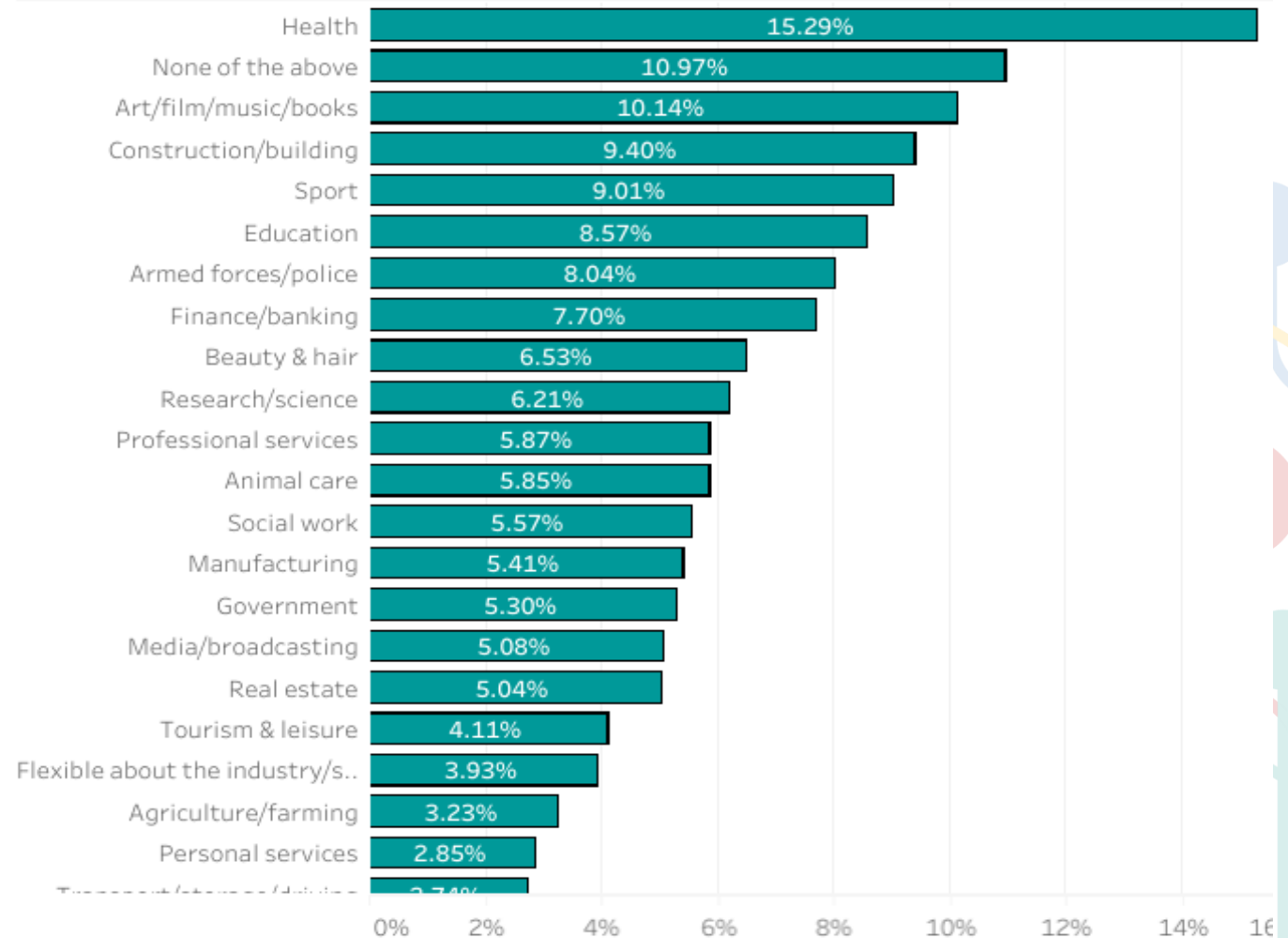


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Question 2 Sectors

What types of industry/sector fit closest to those you would like to work in?





“Learners can recall a range of different sectors and jobs, and describe the characteristics of the workplaces these jobs might take place in.”



- 1. What jobs exist near me?***
- 2. Which ones are growing or changing?***
- 3. What skills do they need?***



JP Morgan Work Ready Project

- 3 Year programme across Lancashire
- Working with 25 schools and the same 15 pupils from Year 8 through to Year 10
- Focus on employability, skills, and career pathways

Student Journey (3 Years)

- **Year 8: Introduction to careers & industries**
- Year 9: Skills development & employer engagement
- Year 10: Work experience placements & workshops



May 2026 Events- LMI Sessions

- Interactive Labour Market Information sessions
 - Students attend off-site venues
 - Introduction to the programme
 - Focus on local labour market insights



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CAROUSEL EXPERIENCE

Explore. Connect. Discover your future.



90
STUDENTS

Ninety students
ready to explore
opportunities.



12+
EMPLOYERS

Twelve or more
employers from a
variety of sectors.



**IN GROUPS
OF 8**

Students are
divided into groups
of 8 and rotate
together.

THE CAROUSELS

1 SECTOR CAROUSEL

8
MINUTES

Students spend 8 minutes
at each employer.

EMPLOYER 1
(Sector A)



EMPLOYER 2
(Sector B)



EMPLOYER 3
(Sector C)



EMPLOYER 4
(Sector D)



EMPLOYER 5
(Sector E)



Students see 4/5 different employers.

It's important to vary the sectors as they go around the room!

2 SKILLS CAROUSEL

12
MINUTES

Students spend 12 minutes
at each employer.

EMPLOYER 1
(Skill: Communication)



EMPLOYER 2
(Skill: Problem Solving)



EMPLOYER 3
(Skill: Leadership)



EMPLOYER 4
(Skill: Digital Literacy)



EMPLOYER 5
(Skill: Teamwork)



Students see 4/5 different employers.

It's important to vary the skills as they go around the room!

HOW THE DAY FLOWS



Students arrive
and are placed in
groups of 8.



Groups rotate
through 4/5 employers
in the Sector
Carousel
(8 minutes each).



Groups rotate
through 4/5 employers
in the Skills
Carousel
(12 minutes each).



Students leave
having met
8 to 10 employers
in total.



MORE EXPOSURE. MORE CONNECTIONS. MORE OPPORTUNITIES.

Students explore a wide range of sectors and skills, make meaningful connections,
and discover possibilities for their future.



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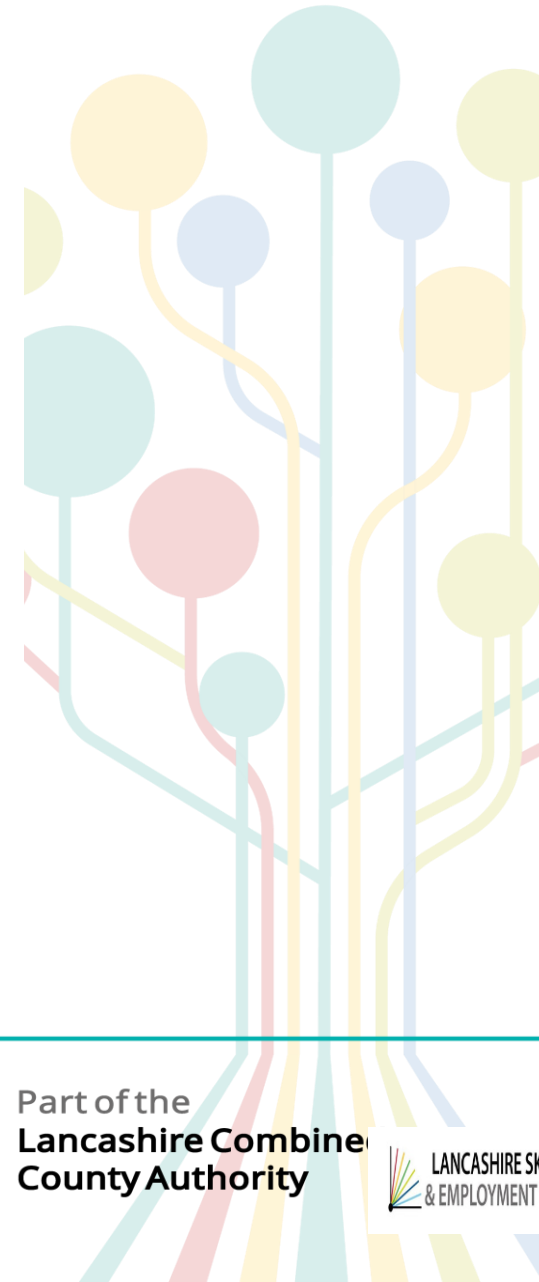
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-  **Key Highlights**
- **1. Meet 9-10 Different Employers**
Students gain insights from multiple organisations and explore a range of career pathways.
- **2. Explore Different Sectors**
Groups rotate through varied industries, helping students discover opportunities they may not have previously considered.
- **3. Small Groups of 8**
The smaller group size encourages meaningful conversations and gives everyone a chance to ask questions.
- **4. Real Employer Connections**
Students hear directly from professionals, while employers engage with future talent and raise awareness of their industry.
- **5. Fast-Paced and Interactive**
- **Sector Carousel:** 8 minutes at each employer
- **Skills Carousel:** 12 minutes at each employer
The timed rotations keep energy high and conversations focused.
- **6. Build Career Awareness and Employability Skills**



Activity ideas – Skills Arcade

- Quiz
 - Robots – Coding a dance routine
- Acting a scene – recording, sound and presenting
- Windfarm making – building working wind turbine
 - Design a communal playground space
 - Build a bridge to hold the most cars
 - Legal 'battle'
 - Building blocks and tasks
 - Coding and solving a problem



Preparing the Students



You're about to explore the world of work



Discover jobs and careers you may not know exist



Try hands-on challenges and skills activities



This is about your future – starting now

OUR EXPECTATIONS



✓ Be respectful to employers, staff and each other



✓ Take part – even if something feels new or tricky



✓ Listen carefully and work well as a team



✓ Show the same behaviour you would on a school visit

WHAT THE DAY WILL BE LIKE



You'll move around different activity zones



You'll meet real employers from Lancashire



You'll try activities linked to real jobs



Talking, asking and trying things out is encouraged

BRING YOUR BEST SELF



Be curious – ask questions



Be open-minded – every job matters



Be proud of trying something new



Think later: What did I enjoy? What skills did I use?

Employer Ask

Your Role on the Day:

You will support students during the Sector Carousel and Skills Arcade, helping them understand real jobs, workplace characteristics, and skills used in your sector.

What We Ask of You:

For the Sector Carousel small groups of students will spend 10 minutes at each area, we ask that you:

- Share 2–3 real job roles from your organisation.
- Describe what your workplace is like.
- Bring props, tools, photos or PPE to spark curiosity.
- Answer simple questions and engage with the group.
- Share which skills are important in different roles.

What to Bring:

- Optional props or equipment.
- Device with photos/videos.
- Company signage or uniform (optional).

For the **Skills Carousel** students will spend 10 minutes across 4 stations completing a related task or challenge related to the sector. If you can, **bring to support this or we will work with you to design one**

Please do not bring:

Chemical substances, sharp tools, confidential materials, or anything requiring specialist setup.

Pupil Passport

Name: _____

School: _____



"Learners can recall a range of different sectors and jobs, and describe the characteristics of the workplaces these jobs might take place in."

Sector Carousel

A Sector I explored: _____

A job I learned about: _____

Skills used in this job: _____

What the Workplace would look like/feel like: _____

Something that surprised me: _____

A Sector I explored: _____

A job I learned about: _____

Skills used in this job: _____

What the Workplace would look like/feel like: _____

Something that surprised me: _____

Lancashire Growth Sectors



What is a Growth Sector?

A **growth sector** is a part of the world of work that is **getting bigger** and **needs more people** in the future.

It's a job area where:

- new businesses are opening
- there are lots of opportunities
- employers are looking for skilled people
- technology and ideas are developing quickly

Think of it like this:

If a sector is "growing," it means there will be plenty of jobs

Future Drivers Challenge



Let's think about how trends might change jobs in the future.

Our Trend Card was: _____

A new job that might appear

A job that might change

Skills that will become more important

Skills Arcade



Record some of the activities you completed and the skills you used.

Sector / Employer:

What We Did:

Skills Used:

Reflection – LMI in 3 Sentences



One job I didn't know existed:

Skills I used today :

One skill I want to improve:

One sector growing in Lancashire is:



A Sector I explored:

A job I learned about:

Skills used in this job:

What the Workplace would look like/feel like:

Something that surprised me:

A Sector I explored:

A job I learned about:

Skills used in this job:

What the Workplace would look like/feel like:

Something that surprised me:

Skills Builder Stickers



Employer Feedback

- Employer fatigue from careers fairs, they enjoyed a different model
- They found they had real interaction, a chance of it being more meaningful
- Young people engaged with activities and tasks and it was a great way to bring their workplace/sector to life, with context.
- Employers loved the skills builder stickers – after completing an activity the young people identified the skills related to certain aspects of that sector and collected the corresponding sticker.





Resource Pack

- Parent/Carer Information
 - Student Briefing
 - Employer Briefing
 - Slide Decks
- School Staff Briefing
 - Pupil Passport
 - Session Plan



How could you adapt or scale this model to work in your setting?

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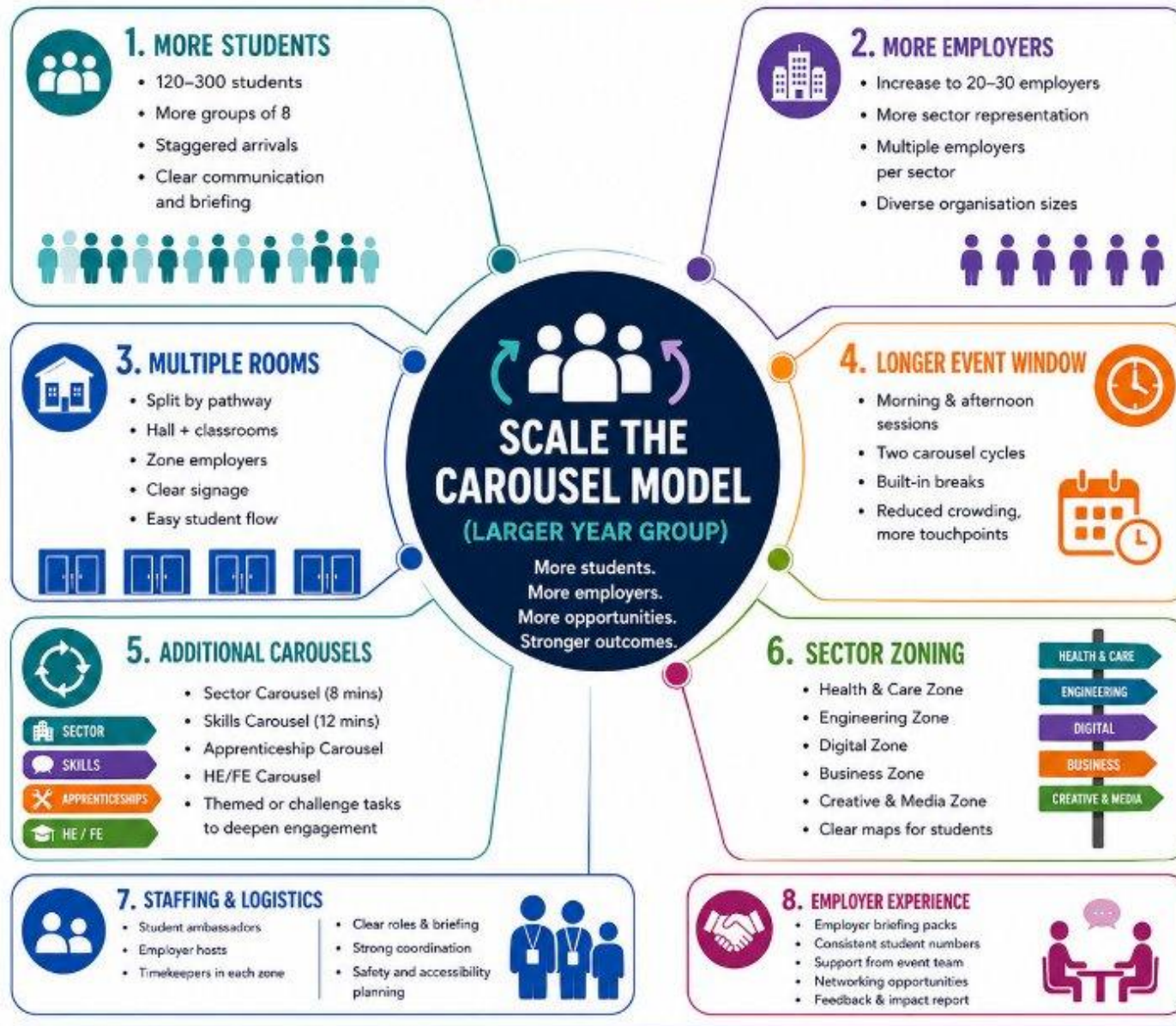


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SCALING THE CAROUSEL MODEL

How we adapt and scale for a larger year group



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