

## How to use the video - Hertfordshire Labour Market Information

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This video is designed for use in Form/Tutorial time. At the end of the video, the series of Posters 'Living and Working In.....' are shown. Swipe forward to the following timings for Your individual districts focused LMI.

**Broxbourne** – 3.03  
**Dacorum** – 3.23  
**East Herts** – 3.41  
**Hertsmere** – 4.01  
**North Herts** – 4.20

**St Albans** – 5.00  
**Stevenage** – 5.20  
**Three Rivers** - 5.40  
**Watford** – 6.00  
**Welwyn Hatfield** – 6.15

The following questions can be used as conversation points and to check understanding or to guide discussion:

**What does LMI stand for?** *Labour Market Information*

**What use do you think LMI is?** *LMI effectively describes the world of work. Local Labour Market information concentrates on what current and future demand there is in a specific area to support young people in knowing the emerging and available roles that may exist and what skills and qualifications they may need.*

**What is the population of Hertfordshire?** *1,195,700*

**How many businesses exist in Herts?** *62,870*

**What Industry Sector has the largest amount of businesses?** *Professional, Scientific and Technical 19.9%, Construction 15%, Information and Communication 11.1%*

**Why do you think that Agriculture, Forestry and Fishing feature less in Hertfordshire?** *Hertfordshire doesn't have any coastal towns where fishing can often be one of the main industries and has less rural landscape for cattle and sheep to graze.*

**173,392 Jobs were advertised between May 2021 and May 2022. Why do you think there were so many?** *People retiring, new jobs emerging as technology changes, expanding industry sectors – Science (Stevenage GSK, Cell and Gene Therapy), Creative (SKY, Elstree Studios) create new jobs. This means more demand on business, legal and financial services. More people living – NHS jobs required. Demand for goods increases - jobs in logistics and transport.*

**Looking at the LMI for your District – What are the top Employment Sectors? What jobs will fall into these sectors?**

**What companies do you know of nearby that could fall into these sectors?**

**How many of the companies listed do you know of?**

**What are the benefits of working in Hertfordshire?**

*Higher average pay than the rest of the country. Less travel, more likely to have better qualifications.*