

Cornwall and Isles of Scilly Labour Market Information

A Guide for Busy Teachers



What Is Labour Market Information?



- The number of people in certain types of jobs
- Which industries are recruiting and where they are located
- Which jobs and skills employers are looking for
- The salaries different jobs and industries offer
- Growing or declining job areas and general employment trends



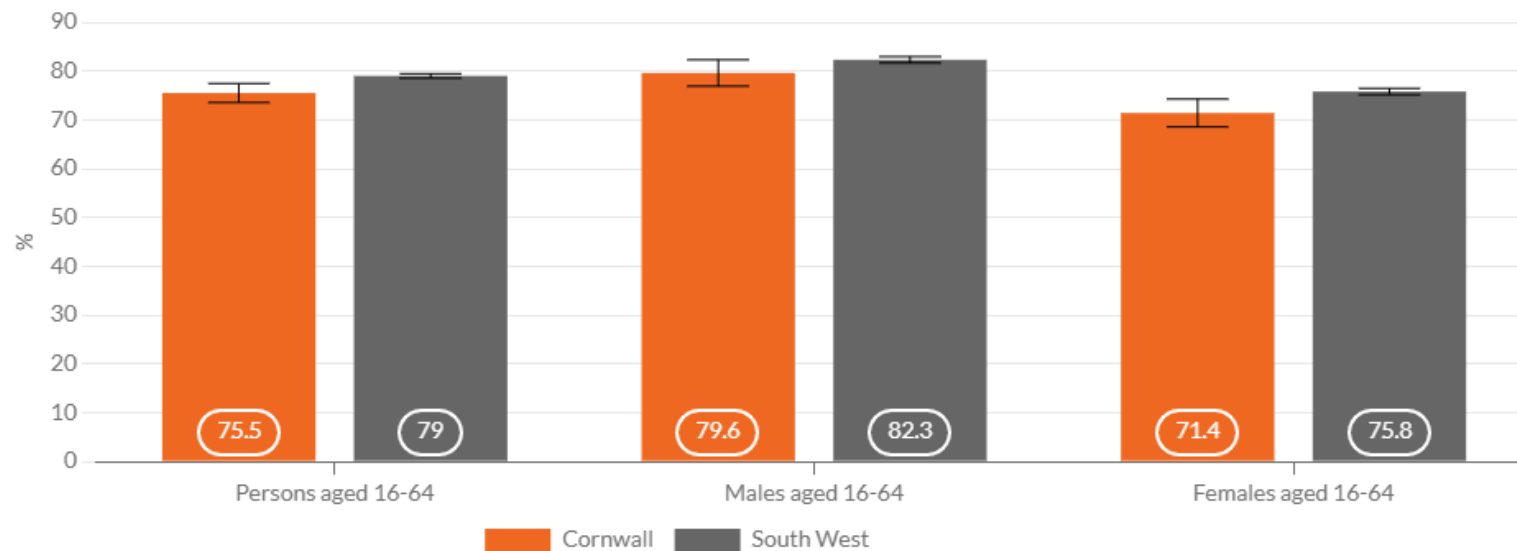
Access to LMI is **important for positive futures**;

It allows young people and their families to **understand** what is on offer in their area and **how to get there** by making good decisions about their **future career choices**.

How many of us are working?

76% of Cornish people, 16-64, are economically active*

Employment rate by gender (2024 Jun)

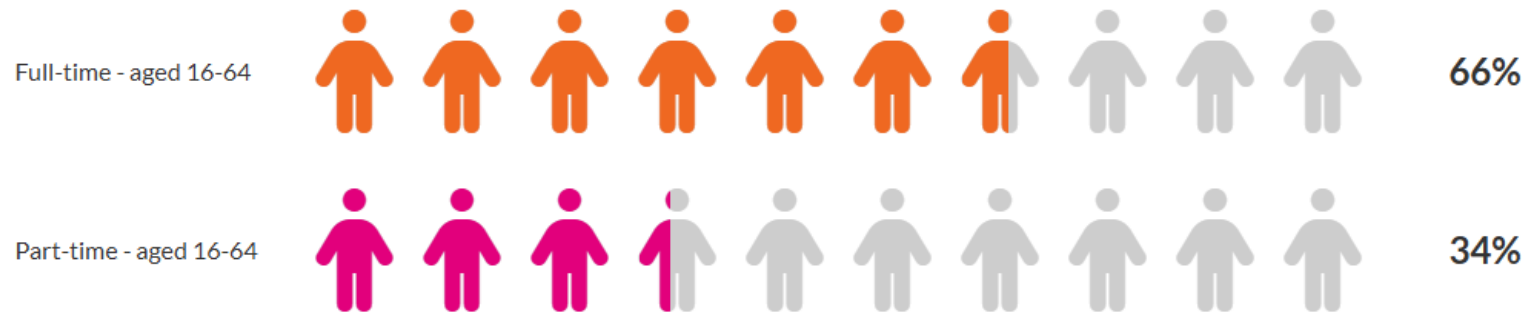


- A higher percentage of men are economically active than women
- Male employment rate in Cornwall is lower than in the South West as a whole
- Female employment rate in Cornwall is lower than in the South West as a whole

What hours are we working?

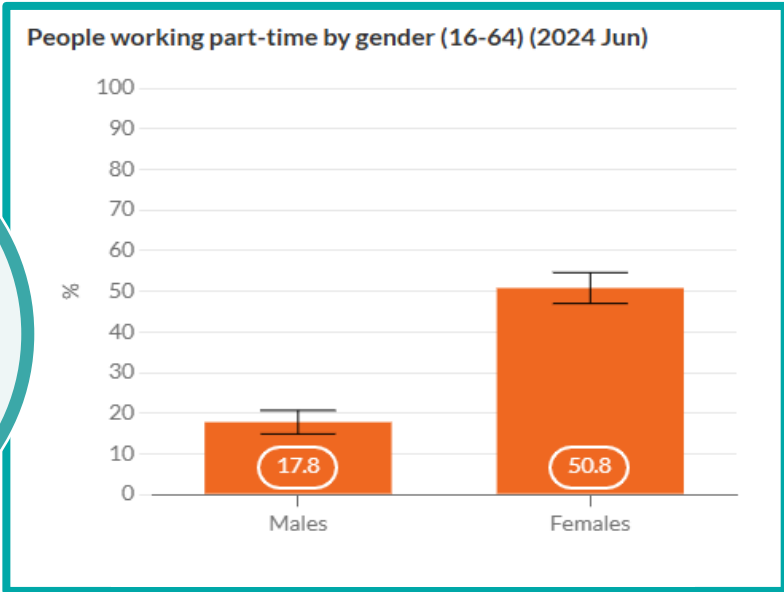
34% of employed people in Cornwall work part-time

Full and part-time employment for Cornwall (2024 Jun)



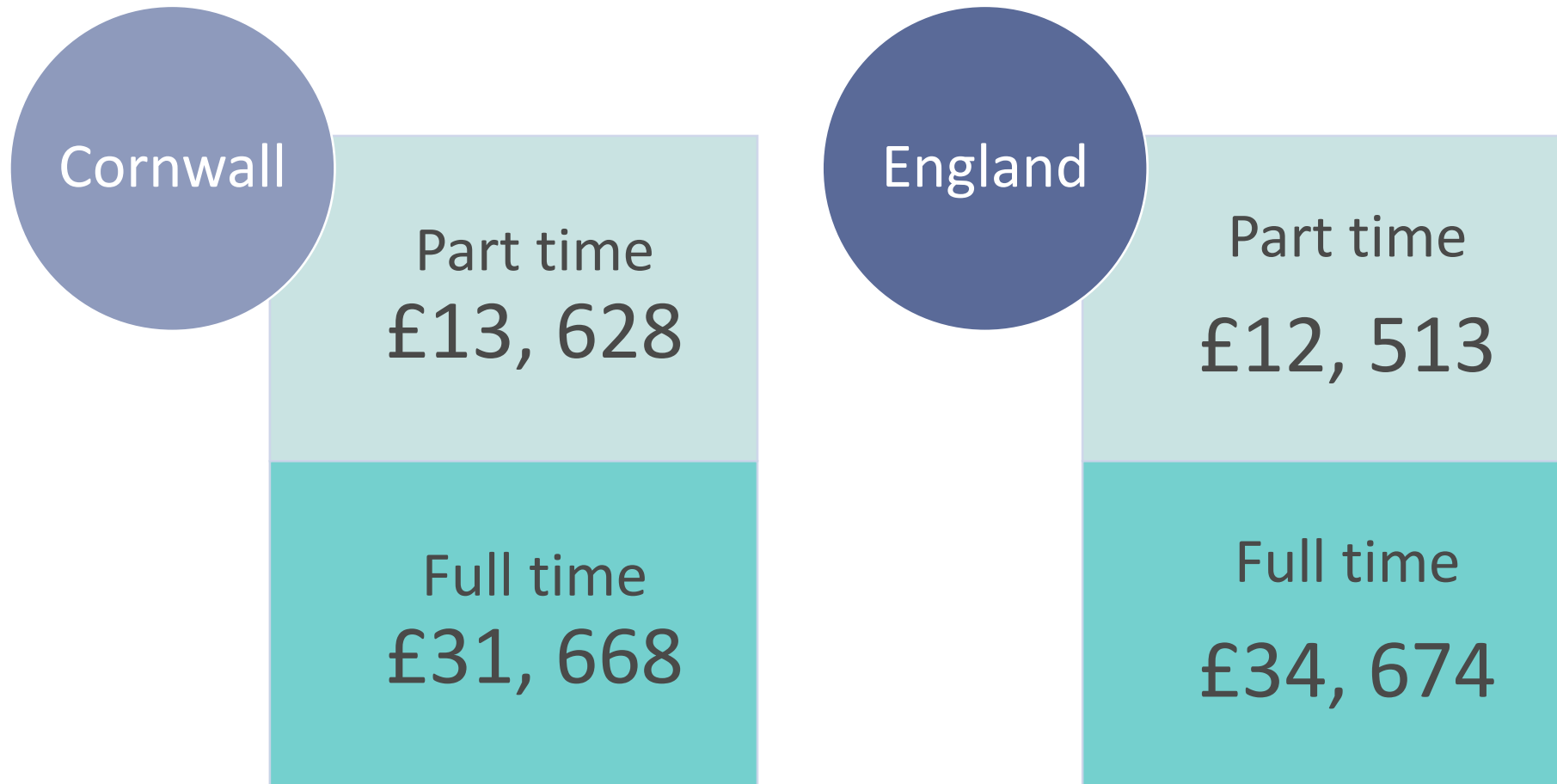
Over 50% of all working females in Cornwall are part time compared to 15% of working men.

Females are much more likely to be in part time, low paid work; a picture reflected across England



What are we getting paid?

Median average salary:



Median salaries for 2023 (source ASHE)

Full time £34, 416
Part time £13, 645



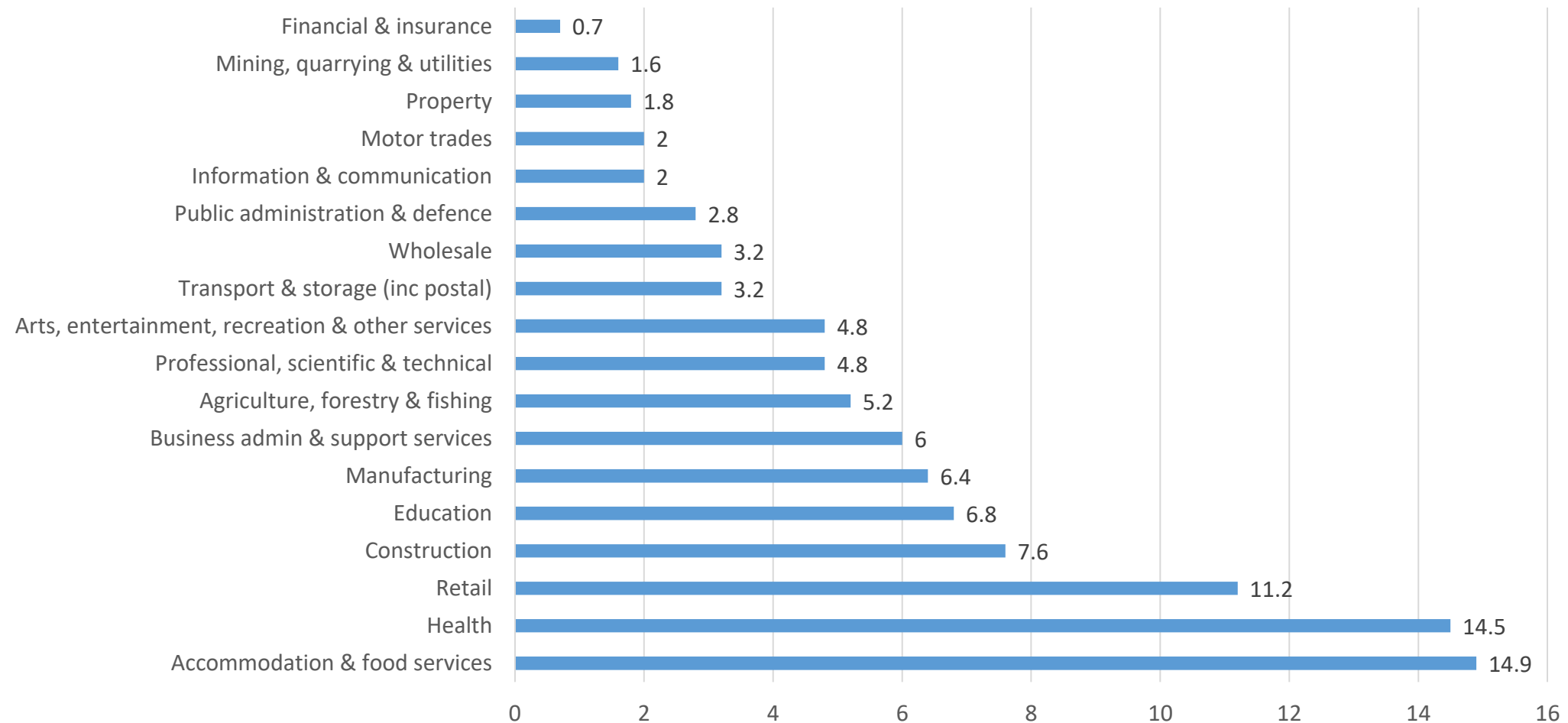
Gender and Pay

Full time £28, 920
Part time £13, 611



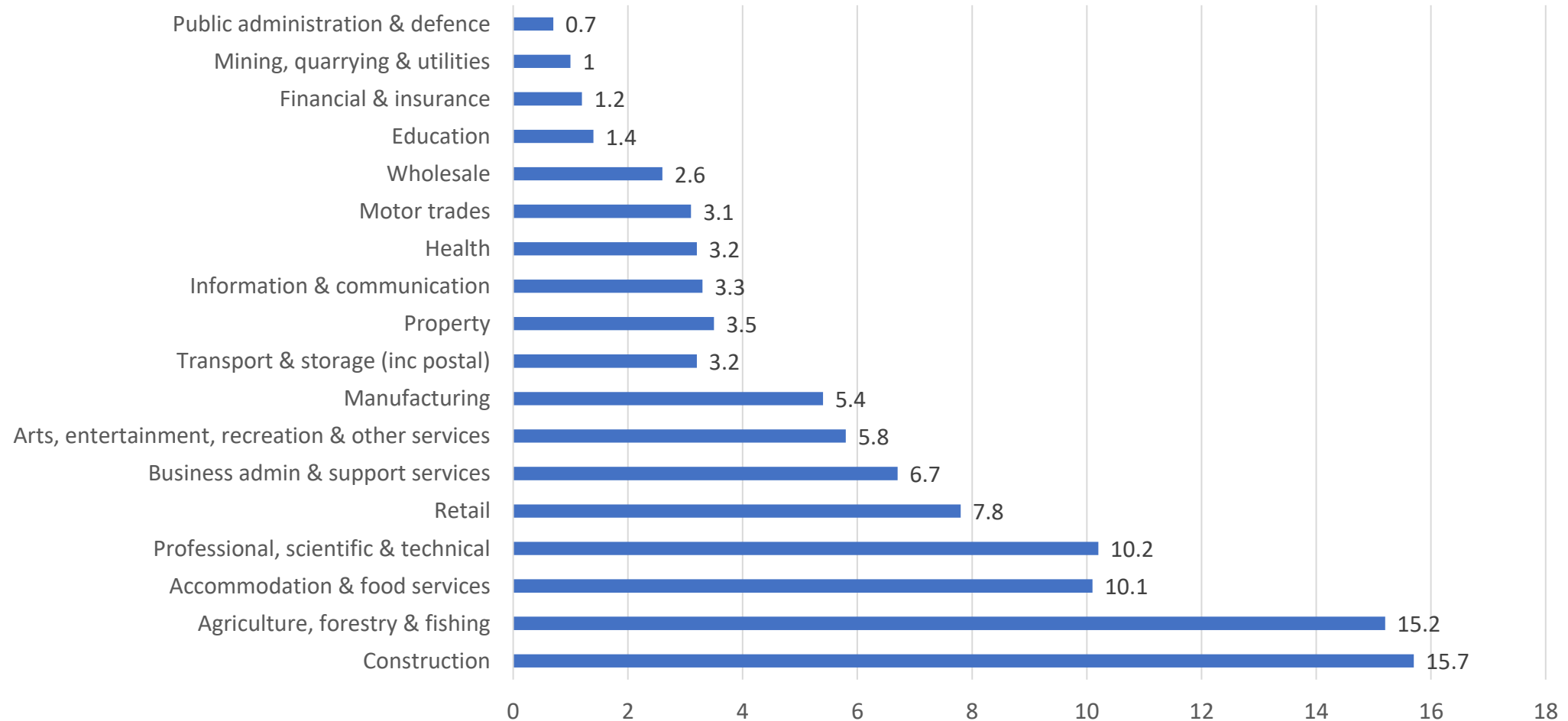
Where are we working right now?

Percentage of people working in Cornwall's core sectors



Where are the most businesses?

Percentage of businesses across Cornwall's core sectors

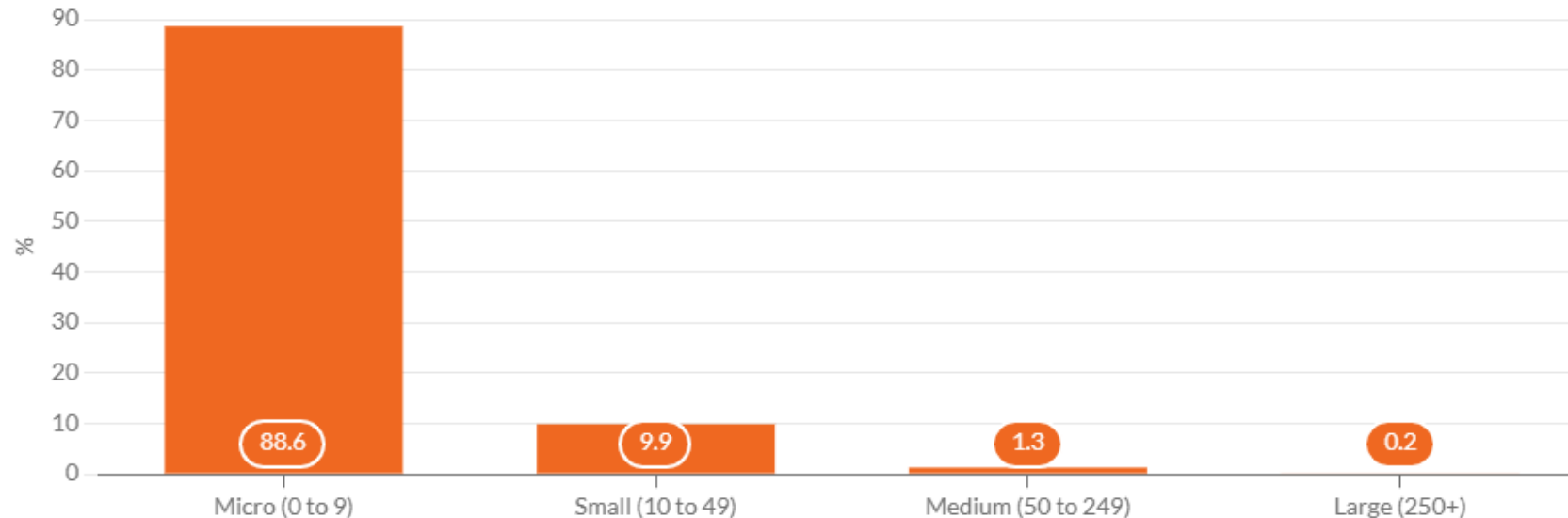


The size of our businesses

... predominantly small scale!

When you are engaging employers to work with your young people or parent carers, keep in mind the business sizes in Cornwall. Only 0.2% of our businesses are large (and therefore have the capacity to spare staff time to visit lots of schools). An important part of your careers programme will be building local networks and relationships, to make the most of employers near you who can visit infrequently but connect with you and plan to work with the children in an impactful way.

Enterprises by employment size band (2024)



Lead by context

Avoid organising traditional Careers Fairs where young people/parents/carers self-manage across stalls to spend a few minutes with multiple employers.

Small and Micro employers will struggle to find the resources and time to attend; it then becomes challenging to represent Cornwall's enterprise and sector realities.

Evidence also shows the impact of Careers Fairs is low compared to running activities with a single/small group of employers where they can invest more time with less pupils or parents/carers in an impactful project or talk*.

Where is the current demand?

49, 274 Jobs were advertised in CloS over this period

The 10 employers advertising the most roles in CloS
Jan 2024 - Jan 2025



Where is the current demand?

The 10 most advertised roles and average hourly wage* in CloS
Jan 2024 - Jan 2025

Carers	£11.75 p/hr	Nursing Professionals	£18.39 p/hr
Cleaners	£10.90 p/hr	Delivery Drivers	£11.35 p/hr
Sales Occupations	£12.16 p/hr	Customer Service	12.26 p/hr
Catering Assistants	£10.56 p/hr	Chefs	£12.00 p/hr
Retail Assistants	£11.00 p/hr	Teaching Assistants	£12.10 p/hr

*Median average for CloS - Source: Lightcast



But that's not the whole picture, there are great opportunities on the horizon from our growth sectors....

“Cornwall is on the cusp of a golden age. The perception of what Cornwall is, does and is capable of is changing. We need to start early to make sure young people have the awareness and capability to access these opportunities.”

Nick Tillyer – Institute of Technology Truro and Penwith College

Our Growth Sectors



Find Labour Market Information headlines, posters and booklets on each growth sector [here](#)

The CloS labour market and economy is set to shift over the coming decade.

We have the potential to reset the economy; building on our unique assets and natural resources in these key growth sectors...

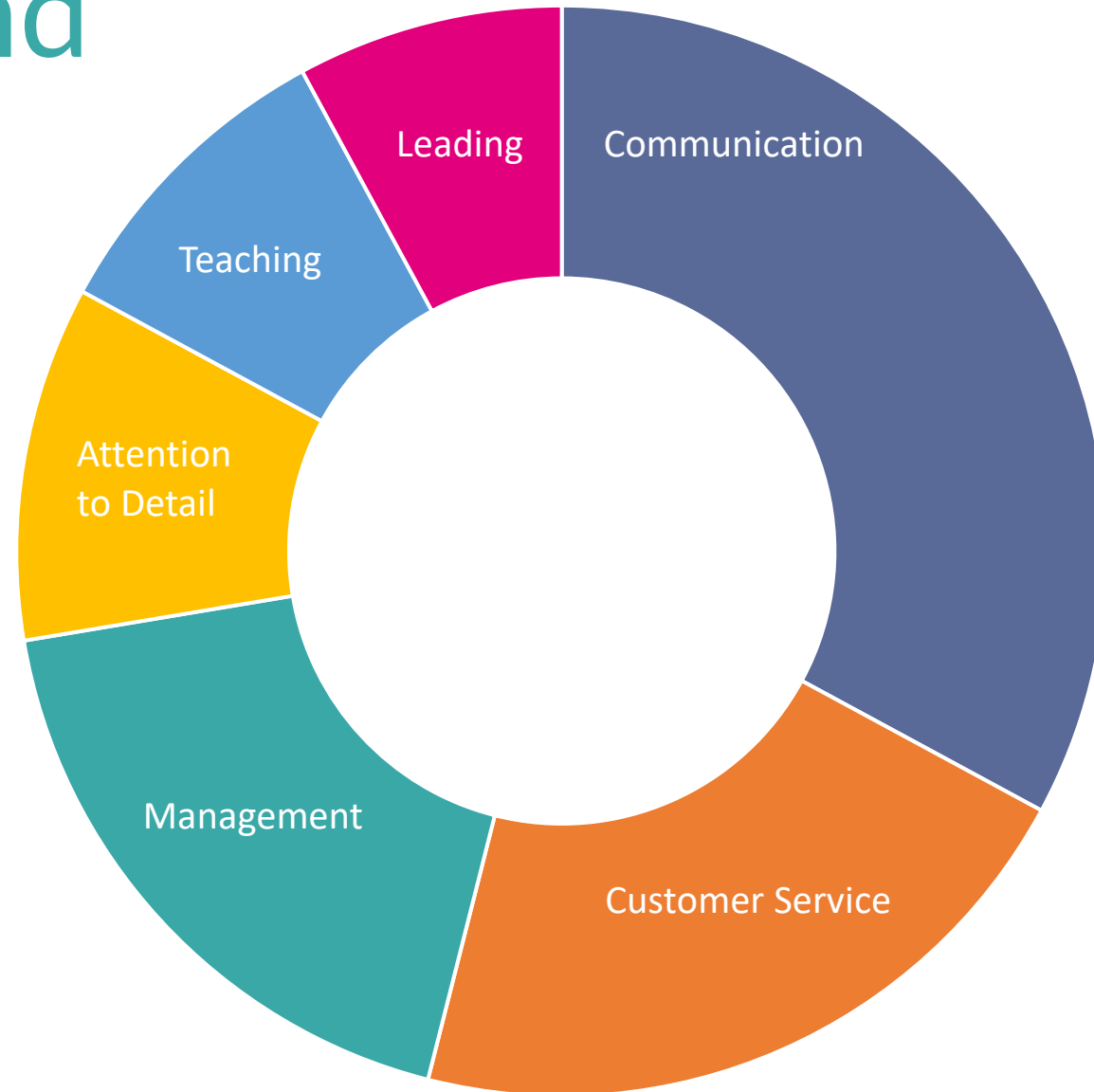


Data &Space	Visitor Economy
Agri-food	Creative
Health & Social Care	Digital
Engineering & Manufacturing	Marine
Clean Energy	Construction

Skills in Demand

Essential Skills (under the umbrella of **communication, self – management, creative problem solving and collaboration**) feature highly in Employer’s job recruitment postings.

Here is a snapshot of the core skills in demand across all job postings in Cornwall and The Isles of Scilly between June 2023- June 2024.



Source: Lightcast (July 2024)

Supporting Essential Skills

Skills Builder Partnership's Homezone is a free online resource. It supports parent carers to help children and young people to develop eight essential skills through activities, challenges, reading and reflections. A very achievable way to develop awareness and confidence around the core skills employers across all sectors are looking for.

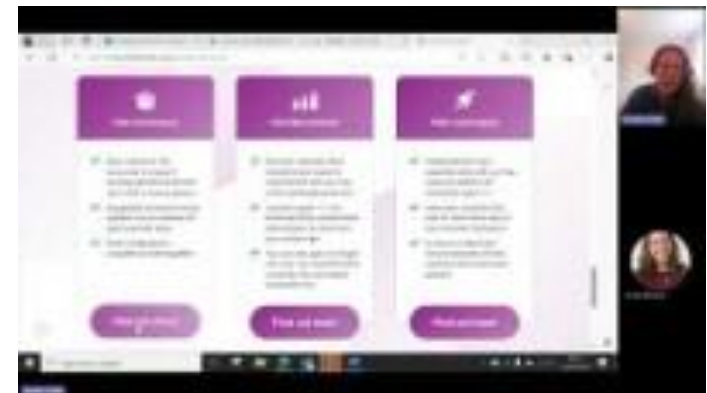


Find out more

If you have 5 minutes:



If you only have 2 minutes:



Digital Skills and the Tech Sector

What do we mean by digital skills?

Basic

Digital skills everyone needs to participate in the (digital) world

General

Digital skills required for all jobs across the economy

Advanced and specialist:

Digital skills needed for specialist digital roles

CloS has the fastest growing tech sector within the South West; likely to double its workforce by 2027!

Top Tech Jobs in Demand in CloS

		Mean average salary
1	Software developer	£39, 244
2	Computer Support Specialist	£24, 600
3	Web Developer	£34, 600
4	Network Engineer	£50, 800
5	IT Project Manager	£37, 500



There are **1,460 digital organisations** within CloS



The vast majority are **micros with fewer than 10 employees**

Pathways

- 581 pupils in CloS are doing GCSE computing – 75 are female
- Only 28 pupils in CloS are doing A level computing - 5 are female
- Only 3% of apprenticeships taken up in CloS have a 'digital route'

9% of adults in CloS have never used a computer compared to 6% nationally

An Entrepreneurial Mindset

14% of workers in CloS are self-employed  **5%** higher than national average

A higher proportion of people also run their own business in CloS than nationally

CloS needs to support the development of strong entrepreneurial skills so people can:

- Spot opportunities
- Take advantage of available resources
- Overcome challenges
- Accept responsibility
- Gain financial literacy
- Continue learning and improving

Adult
entrepreneurs



Young
entrepreneurs



Pathways to Positive Career: Studying and Training

Further Education

Courses that are studied after GCSEs (usually at level 3 and often between the ages of 16-18) including:

- A levels
- T levels
- Vocational Diplomas and Certificates
- International Baccalaureate
- Intermediate and Advanced Apprenticeships



WADEBRIDGE SCHOOL

Pathways to Positive Career: Studying and Training

Higher Education

University courses (level 4 upwards) taught in universities, colleges and specialist institutions like art schools or agricultural colleges

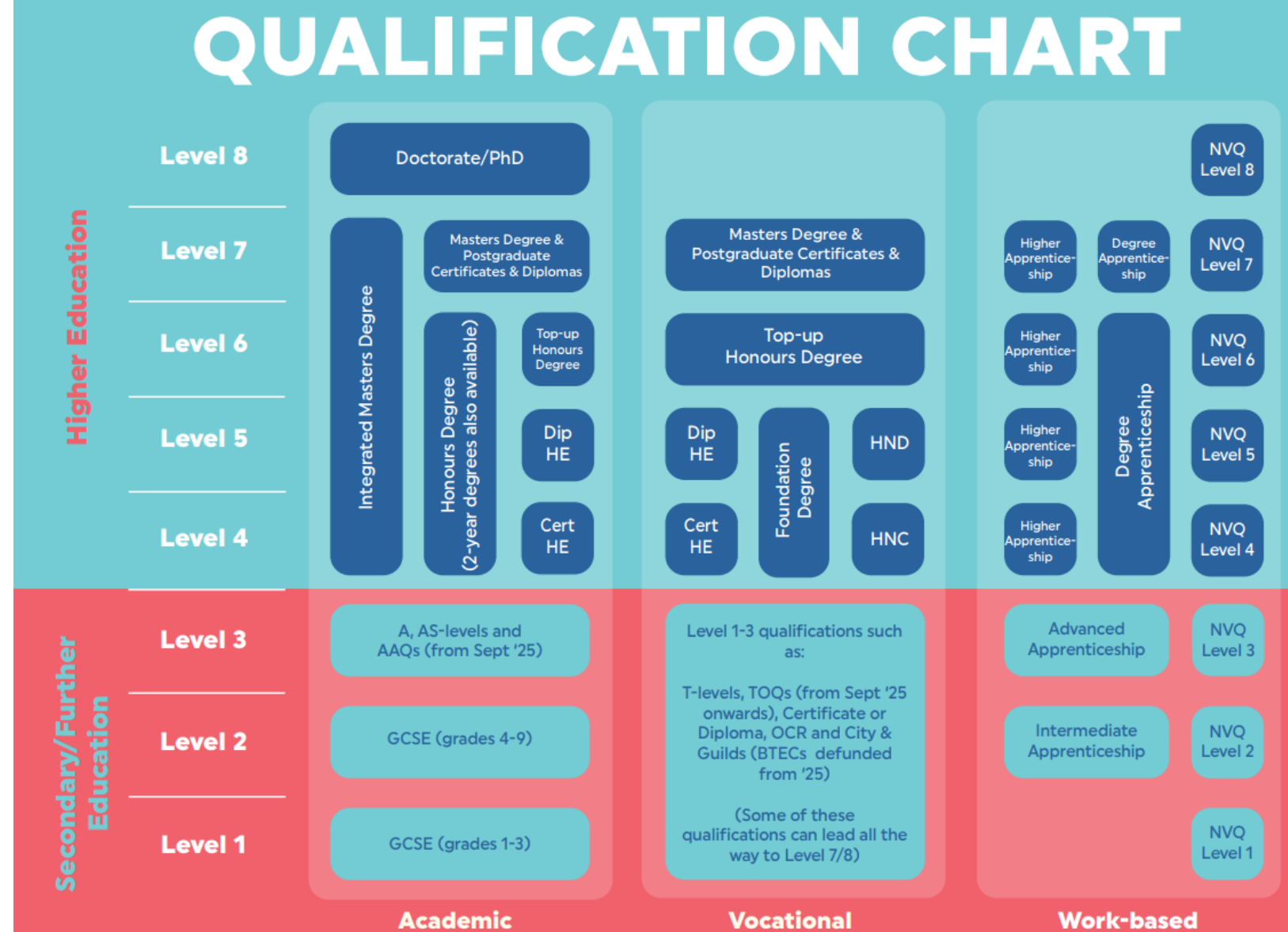


Pathways: Understanding Options and Levels

It can be a challenge to help parents and pupils understand the wide range of qualification and study options available at Further and Higher Education.

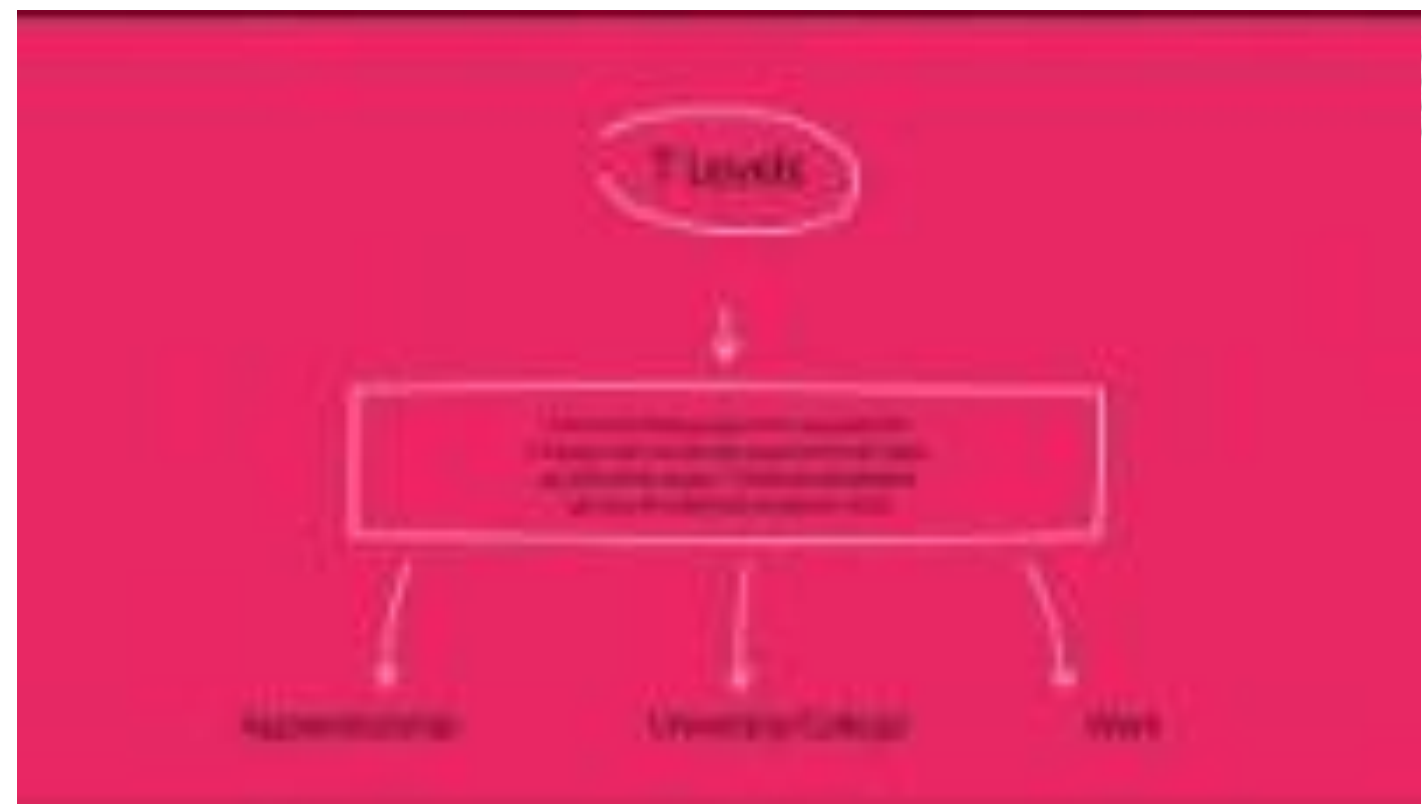
You might wish to share the Qualification chart produced by [Next Steps South West](#).

There is an interactive version of the chart [here](#) which has pop-ups explaining each option in more detail for parents and pupils.



Pathways to Positive Career: Studying and Training

A handy guide to post-16 options



Apprenticeships

WHAT IS AN APPRENTICESHIP?

Apprenticeships combine part-time study with training in a paid job. At least 20% of time is 'off-the-job' studying, usually at a college or with a training provider. From age 16, a young person will usually begin a level 2 or level 3 apprenticeship.

APPRENTICESHIPS ARE FOR PEOPLE WHO...

- Want to learn practically, in the workplace.
- Are keen to start working towards a career and gaining qualifications, sometimes to degree level.
- Are keen to earn while they learn.

APPRENTICESHIP LEVELS:

- Level 2 Intermediate Apprenticeship
- Level 3 Advanced Apprenticeship
- Level 4- 6 Higher Apprenticeship
(Foundation Degree, Degree)
- Level 6-7 Degree Apprenticeships
(Degree, Masters Degree)

Myth Buster: 'They're not for academics'

Fact: Apprenticeships offer rigorous theoretical education alongside on-the-job experience.

Fact: You can start an apprenticeship at any age

[Careerpilot: What is an apprenticeship?](#)

1500+ employers offer apprenticeships in Cornwall. Visit [Apprenticeships \(cornwall-opportunities.co.uk\)](http://Apprenticeships(cornwall-opportunities.co.uk)) for live vacancies.

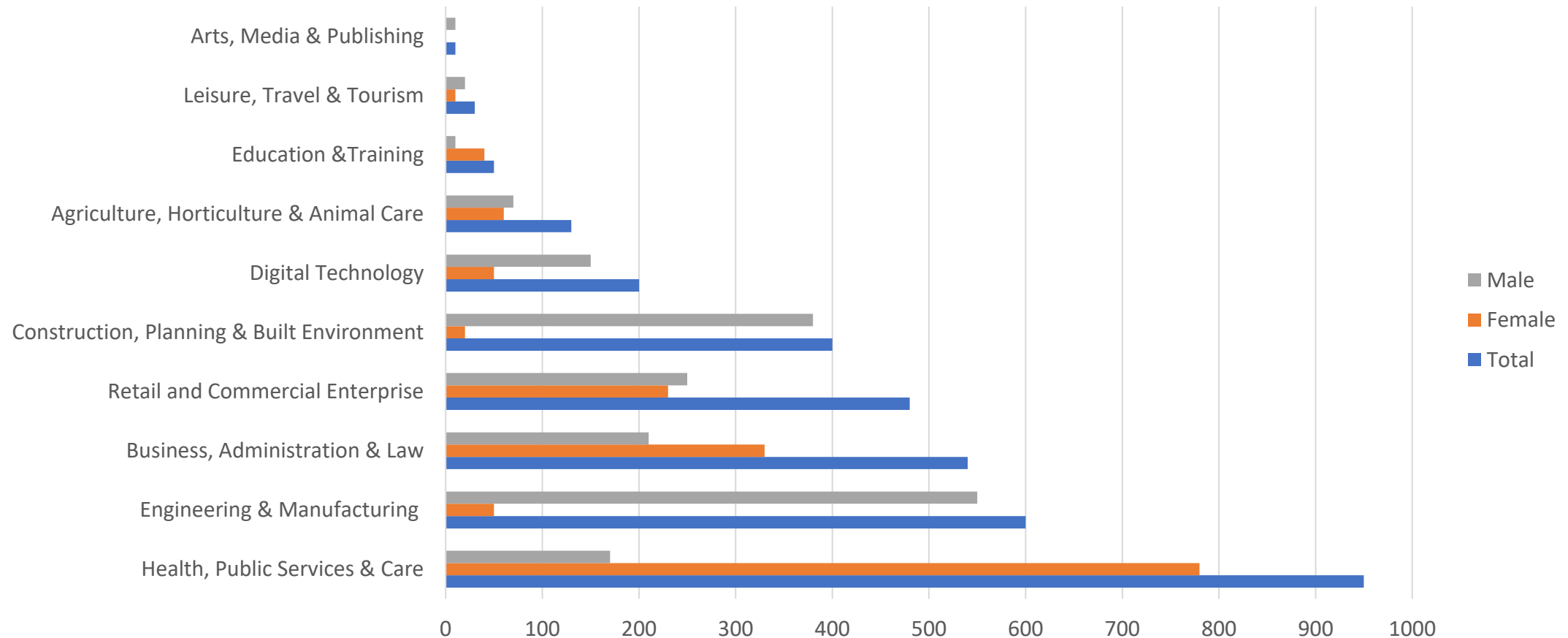


Apprenticeships

Total of Apprenticeship starts by sector in CloS 2023-24*

3,370

Apprenticeships were started in CloS in this period





For support or signposting to further resource:

www.cornwallcareershub.co.uk and www.cornwall-opportunities.co.uk
hello@careershubcornwall.co.uk



APPROACHING EMPLOYERS



Bringing employers or local business people into your primary school is a great way to contextualise children's learning. Positive role models bring authentic experience of the workplace and help children develop their sense of self, challenge their assumptions about job roles and understand who they can become.

Top Tips for Employer Engagement



Reach Out

- Start with staff, parent and governor networks
- Utilise connections with former students who might revisit and inspire
- Register with the Primary Futures and STEM Ambassadors platforms to connect with employers who are committed to primary engagement
- Approach any charities you have supported or fundraised for
- Consider opportunities for exploring job roles during school trips
- Still stuck? Contact the Careers Hub CloS for further support



Timings

- Give plenty of notice - at least two months
- Don't expect SMEs (small and medium enterprises) to visit for more than 90 mins at a time - they'll be losing money from their business
- Give a clear time slot within your requested day



Planning

- Give the visitor clear instructions for the engagement and what you are trying to achieve including:
 - year group/key stage/additional needs/any parents invited
 - aims and objectives for the engagement
 - pupils' prior knowledge
- Be prepared to facilitate and develop ideas/activities with your visitor
- Make sure to drop them a line prior to the booked visit confirming timings, location, parking and main contact number



On The Day

- Make them feel welcome before, during and after the event
- Aim to make them feel part of your school community – they are more likely to return that way
- Offer refreshments - the nice coffee!
- Be aware that some people may have had negative experiences of school and could be anxious about the visit
- Make sure a member of staff is nominated to be present throughout the engagement



Follow Up

- Promote your visitor(s) in communications to parents
- Thank them for their time - a letter from the children is a nice touch!
- Stay in touch moving forwards - particularly if you have updates about what the children have learned or achieved with their help

What motivates employer involvement?

- An opportunity to contribute to the local community
- An impactful way to broaden young people's horizons and interests through their sector expertise
- A chance to raise awareness of their industry and the skills required
- An opportunity to reach young, curious minds and dispel stereotypes that might prevent children (and their families) from exploring a sector
- Personal satisfaction and professional development opportunities in public speaking and outreach engagement
- An opportunity to meet teachers and understand the links between school curriculum learning and the world of work (and where they could add support)
- A means to meet new people and grow their networks

Employer Engagement Platform Links

STEM Ambassadors www.stem.org.uk/primary/stem-ambassadors

Primary Futures www.primaryfutures.org

Careers Related Learning: Teacher-Visitor Planner

A collaborative planning template to support delivery of an employer linked activity¹

Date of Employer visit:

Proposed time period:

Teacher name and contact:

Employer name and contact:

The curriculum area/subject focus I want to link to the world of work is;

The pupil's prior knowledge/learning in this area is;

My ideal outcome would be; (success will be pupils knowing, understanding, creating...)

I anticipate the following schedule; (start/end of project, lesson time(s), milestone dates)

I would like pupils to develop awareness and confidence in the following skill(s)²;



There are pupils in the class with additional needs and you should be aware that;

My visit and lesson/project outline based on your request is as follows;

I anticipate this would allow children to develop the following essential skill(s);



Could you provide more background information for me about;

Pupils might like to do the following preparation task/research;

The following resources, equipment or space would need to be provided by the school;

Teacher responses to/notes for employer;

¹ Inspired by the wider 'Six Step Process' document from Forum Talent Potential [getting-started.pdf \(forum-talent-potential.org\)](https://www.forumtalentpotential.org/getting-started.pdf)

² For more information around Essential Skills visit www.skillsbuilder.org

‘Stay away from those people who try to disparage your ambitions. Small minds will always do that, but great minds will give you a feeling that you can become great too.’

