

How the MET are using LMI in their drive to become the “engine room” of their local economy

The beginning of April saw the launch of Sussex’s new “super college”, Greater Brighton Metropolitan College (the MET). Created out of a merger between City College Brighton and Hove, and Northbrook College in Worthing, the MET will teach around 13,000 students each year over its five campuses.

At the heart of the College is a huge vision to serve the needs of the local economy and employers with the right skills. This has been spelled out by the MET’s Chief Executive Office, Nick Juba, who commented:

“*The MET is well placed to provide outstanding and accessible education and training to everyone in our communities and to support the economic development of the Greater Brighton region. Together, our five campuses ...form the ‘engine room’ of the local economy, helping employers to thrive with access to a pipeline of bright, skilled, work-ready young people.*”

Have you MET your future?

To coincide with the launch and to spell out that vision, the College embarked on a campaign – Have you MET your future? – aimed at encouraging young people to envisage their future selves through a variety of vocational education paths and training options. Amongst other things, the campaign included a report aimed at raising awareness of the College and what it can offer, and incorporating research carried out by OnePoll into attitudes amongst the public towards vocational education and particularly apprenticeships.

Another part of the report was heavily focused on looking at the local labour market, including identifying areas of growth, skills shortages and opportunities for young people. For this insight the MET turned to Emsi.



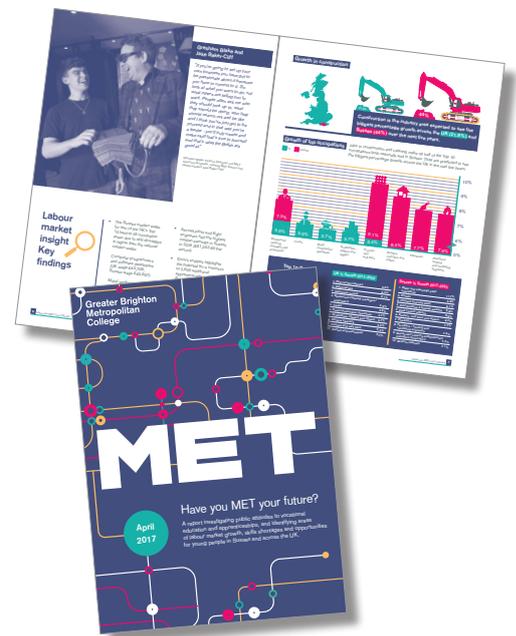
The MET's new £9m Construction and Trades training facility

Using Data to Achieve Their Vision

Why include a focus on the labour market? The purpose was two-fold: firstly, by showing that they understand where employer demand is, the MET was able to demonstrate to local industry leaders and employers how seriously the College is taking its vision of becoming “the engine room” of their local economy. Secondly, they also demonstrated to the region’s young people that the College is a place where they can be confident of training for skills that are really in demand.

The data used in the report contained a number of different aspects of the labour market, including:

- The Top 10 growth professions in the UK and Sussex over the next five years
- The Top 10 growth industries in the UK and Sussex
- The Top 50 highest earning occupations in Sussex.



In addition, the report also highlights data from some of Emsi’s latest research into apprenticeships, which first identified a list of all occupations which might be termed apprenticeship-relevant, and then mapped them to the Sussex labour market to identify demand. As the report states:

“ *Emsi’s analysis highlights the potential for a minimum of 2,600 additional apprentice-relevant jobs in Sussex in industries including construction, scientific research, telecommunications and manufacturing during 2017-2022.* ”

The use of labour market insight will be crucial for the College as they set about achieving their vision of being “the engine room” of their regional economy. As Julie Nerney, Chair of the MET’s Board of Governors points out in the introduction to the report:

“ *Our economy is changing and so is our labour market. ...In this time of change we need to think carefully about the knowledge, skills and understanding that the people of our region need to succeed and to thrive.* ”