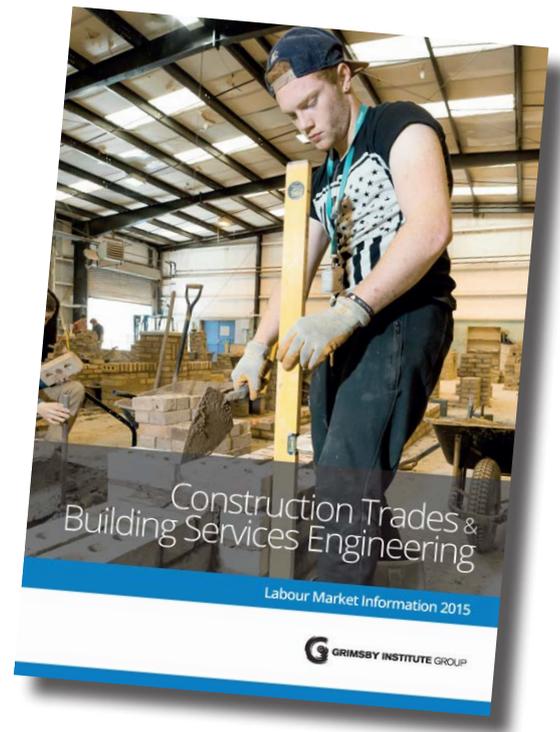


# Grimsby Institute:

## Using LMI to achieve strategic aims

One of the strategic objectives at Grimsby Institute is to “Grow our business through an innovative curriculum and market development which meets the needs of employers and the communities in which we work.” To rise to this challenge, the College’s Marketing Department have produced a set of more than 30 detailed Labour Market Information (LMI) reports, each one of which is designed to support curriculum planning by helping curriculum managers understand the current and future skills needs of the local economy for their subject area.

The reports use Emsi’s local industry and occupational demand data, along with other data sources, to present a robust analysis of market opportunities in the area. Together with news from employer groups, companies, and sectors, the detailed insight provided by the reports gives curriculum managers the ability to both review their own capabilities in the light of current and future opportunities, and to identify new opportunities that fall outside of the current offer.



### In-Depth analysis is proving popular

The reports are proving popular with curriculum staff, with a survey finding an **overall satisfaction rate of 95%** and comments such as “They’re the best we’ve seen” and “They are helpful in terms of consideration of new apprenticeship programmes.” According to Hugh Callaway, the College’s Executive Director of Marketing, it is the depth of analysis presented in the reports that is really making them resonate:

“ One area of the reports that has really proved really useful is the analysis of future skills where, drawing upon many different sources, we identify what skills employers are looking for. Going ‘beyond the numbers’ has really struck a chord with our colleagues. ”



## More great uses of LMI

The Marketing Department have now turned the reports into student-friendly versions for use by curriculum staff in lessons or tutorials, and the information is also being used by school liaison staff in talks and meetings in schools. However, their use of LMI doesn't end there, and data is being used in a number of other innovative ways. For example:

- LMI features heavily in the College prospectus, and in student recruitment advertising
- The College's fleet of coaches have been wrapped with career-related images and key LMI stats
- The College is now giving LMI presentations to local head teachers, and this also includes a number of posters that can be put up around their schools
- The creation of a number of infographics for the College website. These use data from Emsi and other sources, and give key information for various occupations linked to the student market (the one below is for Building Studies).



Though the College is already making great use of LMI, more innovation is likely to come. As Hugh says,

“ We will continue to develop new and creative ways of using the data to help us achieve our aim of meeting the needs of employers and the communities in which we work. ”

To discuss how our data can help your college achieve its strategic aims and promote itself to young people, email us at [info@economicmodelling.co.uk](mailto:info@economicmodelling.co.uk) or phone us on **01256 614 885**