

LCR Enterprise Advisers' Conference 11.7.19: *LMI* *Update*

Iain.Logan@growthco.uk

07701 398 384

<https://twitter.com/GCCareersIntel>

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the next step

PWC: Megatrends

- Rapid Urbanisation
- Climate Change & Resource Scarcity
- Shifts in Global Economic Power
- Demographic & Social Change
- Technological Breakthroughs

Rapid Urbanisation



- LCR now has a population of 1.6m
- In 2017 88,594 vacancies were posted on electronic job boards in Merseyside (45,405 jobs were in Liverpool)

Climate Change & Resource Scarcity



- Low Carbon employs 37,000 people in 4,500 different businesses in the LCR
- LCR aiming to be net zero carbon by 2040

Shift in Global Economic Power



- India should be world's third largest economy by 2030
- 'No deal Brexit could hit Christmas supply of toys, says Sainsbury's (The Guardian 3.7.19)

Advanced Manufacturing & Life Sciences



- Advanced Manufacturing employs 47,000 includes: Chemicals and pharmaceuticals; Automotive; Metal products; Electronics; & Manufactured fuels
- Life Sciences employs 10,000 in the LCR

Transport & Logistics



- 46,000 jobs in the LCR
- 2.6m jobs in the UK
- There is a need to increase rail capacity for passengers and goods

The Visitor Economy

- Is worth £4.2bn to the LCR Economy (14% of the total LCR economy)
- Provides 52,000 jobs – a growth of 28% since 2010 and 8% of all the jobs in the LCR

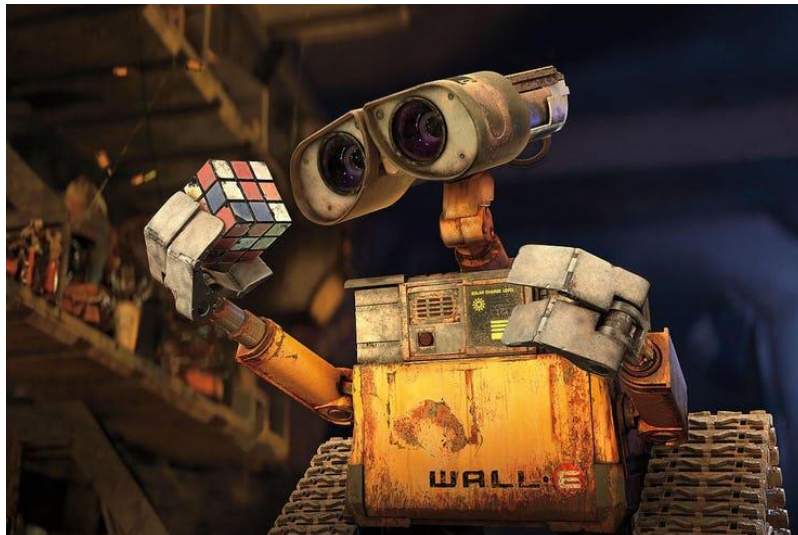


Demographic & Social Change



- Nurse has been the most advertised vacancy in the LCR and second most advertised vacancy in the NW for the last 5 years

Technological Breakthroughs



- Santander and Lloyds branches on same street to close within a week as businesses begin to change way they bank (*Liverpool Echo 27.6.19*)
- UK has only 7% fibreoptic cable laid – last in EU. (Portugal = 89%!)

Changes in the Labour Market

- **Gig economy**
- **Self Employment**
- **Zero Hours contracts**
- **Portfolio Working**
- **Part-time working**



What employers want



- Customer Service
- Building Relationships
- Microsoft Excel
- Teaching
- Sales
- Business Management
- Project Management
- SQL
- Microsoft Excel