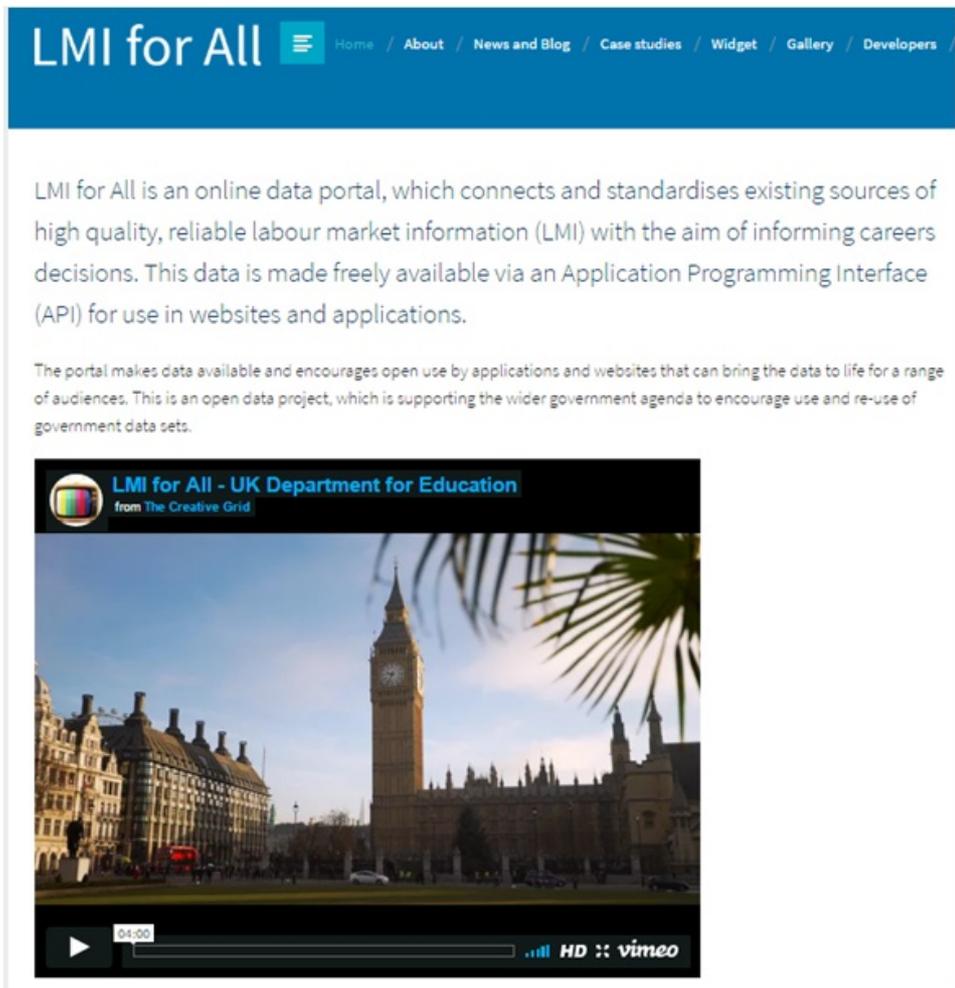


## LMI for All



The screenshot shows the LMI for All website. The header is blue with the text "LMI for All" and a menu icon. Below the header, there is a navigation menu with links: Home / About / News and Blog / Case studies / Widget / Gallery / Developers. The main content area has a white background and contains the following text:

LMI for All is an online data portal, which connects and standardises existing sources of high quality, reliable labour market information (LMI) with the aim of informing careers decisions. This data is made freely available via an Application Programming Interface (API) for use in websites and applications.

The portal makes data available and encourages open use by applications and websites that can bring the data to life for a range of audiences. This is an open data project, which is supporting the wider government agenda to encourage use and re-use of government data sets.

Below the text is a video player. The video title is "LMI for All - UK Department for Education from The Creative Grid". The video shows a view of the Big Ben clock tower in London, with a red double-decker bus in the foreground. The video player has a play button, a progress bar, and a "vimeo" logo.

### United Kingdom

**Founding year:**

2012

**Geographic level:**

National

**Stakeholders involved:**

Application developers are involved as users/Career organisations, developers, schools, further education colleges, higher education institutions, recruitment

agencies and jobsites represent the wider national stakeholder community.

**Target groups:**

Employed looking for a career change  
Guidance Counsellors  
Higher education students  
School Students/Parents  
Teachers/ Professors  
Unemployed  
Young people

**Is the initiative a Single Access Point? :**

Yes

**Providing organisation:**

Institute for Employment Research at the University of Warwick; Pontydysgu and Raycom

**URL:**

[View PDF version](#)

**Stakeholders roles:**

Application developers  
Other

**Challenges Addressed:**

Facilitation of transition from school education to career selection  
Improve matching between skills and jobs  
Improvement of guidance/ employment services

**Challenges Addressed description:**

LMI for All is a research and development project that has been underway since 2012; the primary rationale was to gather **high quality, reliable and robust publicly funded data into one place** that can be used to support individual career transitions using labour market information.

The database is an open access data service, which makes its LMI freely available to any web developers who are able to **make use of the data's potential to build applications** which work for the specific needs of certain target groups in the context of career guidance. The database is used to improve the effectiveness of careers support services and tools, relating to the way they embed online LMI into their wider guidance on learning and work.

Using LMI for All data has **allowed career services to bring context to job profiles** with current trend data, informed forecasts and localised live vacancies to support decision making processes. Drawing these data from an independent, impartial, and reliable data source adds the stamp of **credibility and reassurance** expected from professional guidance practitioners, who assess information with a great deal of scrutiny.

**LMI for All** [Home](#) / [About](#) / [News and Blog](#) / [Case studies](#) / [Widget](#) / [Gallery](#) / [Developers](#)

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**LMI for All - UK Department for Education**  
From The Creative Grid



0:00 HD vimeo

### **Policy objectives:**

Access to Lifelong Guidance Services  
Assuring the quality of Lifelong Guidance Provision  
Career Management Skills  
ICT in Lifelong Guidance  
Improving careers information

### **INNOVATIVE ASPECTS OF LMI description:**

LMI for All looks to collate information from various different sources which can answer the most common careers questions. It brings together existing and distinct sources of national LMI data and cross references them to make one single searchable and usable API.

### **LMI data involve:**

- 369 occupations
- 75 industries
- employment status,
- highest qualification held
- details on employment differences across UK regions
- gender differences
- details on pay
- details on skills required

The API infrastructure of 'real time data' also means that any updates to the unique data sources can be streamed through the API, and therefore also into any apps/websites that use the LMI for All data.



## INNOVATIVE ASPECTS OF LMI:

Occupational information  
Real time LMI

## INNOVATIVE USE OF ICT description:

The role of ICT is associated with the **technical infrastructure and software** of the API, ensuring that data is reliable, up-to-date and flexible so as to allow external users to search the database. It is the developer's responsibility to identify how end products, namely **mobile apps and career websites**, can use the data in delivery of career guidance.

### INNOVATIVE USE OF ICT:

Connection with third parties (LMI, PES, etc.)  
Interactive online tools  
Mobile app  
Open source

## Results and impacts obtained:

In terms of numbers, the API tracked **11 411 hits** between 1st May 2015 and 30th March 2016; however, as LMI for All does not interact with people making career choices directly and so the impact on the ultimate end-user is difficult to assess.

The overall long-term qualitative impacts of the practice are associated with the advantages of making **robust, useful data accessible to those making career choices**. This includes **raising awareness** of issues like pay, opportunities, supply and demand of labour. The potential benefits for end users are varied, as the data can be used to develop apps and websites that support workers of a specific sector in finding employment in a specific geographical area, or by school students to support their education around the labour market realities. The LMI for All case studies (pictured) demonstrate several examples of how the data can be used in specific cases of career related tools, see:

[http://www.lmiforall.org.uk/case-study\\_intro/](http://www.lmiforall.org.uk/case-study_intro/)

**Evaluation process:** informal feedback is gathered at dissemination days and through users' case studies.

## Using LMI for All: Case studies

The following case studies have been developed in consultation with the represented organisations to detail the decisions and processes they have gone through in order to use LMI for All. Each tell different stories of the design, development and implementation of their LMI for All interface.



### Building LMI for All into an existing website: icould

Find out how icould developed an interface visualising LMI for All data. Users can access labour market information alongside the icould careers stories.



### Developing an app: Prospects

Find out how Prospects has started to develop an app for the construction sector in London. It is being designed to be used on smart phones as part of a career guidance meeting.



### Building a website using the LMI for All API: Skills Match

Find out how Skills Match was developed in partnership by the London Councils as a website to support those interesting connecting young Londoners to London's jobs.



### Building an online LMI dashboard using LMI for All: KareerHub

Find out how Kere Education Systems are developing a real time LMI dashboard using LMI for All and other data sources to support CEIAG delivery in Northern Ireland.

### Success Factors:

- **Consistent and innovative** in response to addressing evolving political agendas and common needs across a wide range of stakeholders;
- **Comprehensive data offer;**
- Implementation of robust, secure, fit-for-purpose **technical infrastructure;**
- **Increased awareness and understanding throughout the stakeholder community of its existence as a high quality, free resource.**

### Points of Attention:

- **Technical barriers** associated with expanding the infrastructure of the API.
- **Stakeholder engagement** – increasing the number of apps developed using the API.
- Potential **problems** associated with **reliability of data.**

### Socio-economic-political context:

In terms of government agenda, the practice has been mostly influenced by:

- the Open Data White Paper, setting out clearly how the UK will continue to unlock and seize the benefits of data sharing in the future in an effective, creative and responsible way;
- the “Competitiveness Agenda”, a plan aiming to put the UK on a sustainable path of economic growth.

### Financial requirements:

Over the lifetime of the practice the government has invested an approximate figure of GBP

1 000 000; the creation of an app would take developers approximately 5-10 working days at a cost of between GBP 7 000 and GBP 13 000.

### **HR requirements:**

Around 21 experts have contributed during different phases of the project, representing three different strands of expertise: data researchers (10 IER researchers), technical infrastructure (8 technical staff) and stakeholders group (3 subject experts from IER).

### **ICT elements:**

- A stable and reliable technical system;
- The availability of reliable, robust, comparable sources of national and regional LMI, and a willingness of all owners to combine different data sources into one API;
- Engagement and involvement of app developers.

### **Non-ICT elements:**

The practice requires a national response and a demand from central government. With regards to implementation it also requires:

- strong stakeholder networks and dissemination opportunities to encourage development apps;
- willingness of the career guidance industry/professionals to embrace ICT tools in their practice and develop the end-user apps.

### **Future developments & Trends:**

- Expanding the LMI for All database with a range of other sources;
- Potential to be used for other services beyond helping people looking for careers guidance and advice;
- Technical experts will have to ensure that the infrastructure of the database can cope with these developments;
- Take a more differentiated approach to stakeholder engagement to support increased uptake from schools etc.;
- Replace estimates with 'real' data collected through surveys.

### **Type of initiative:**

Public

### **Politico-administrative domain clusters:**

Special-purpose initiatives