Living in the wider world

## Why is LMI Important to Young People?

Anne Milton MP, said: "It is vital, in an environment where new industries are emerging and many of the most important jobs of the future don't yet exist, that individuals have access to high-quality labour market information and earnings data to underpin their choices."

### Labour Market Information
National Careers Service.

*"LMI obtained from the Office for National Statistics and Gov.uk. Poster last updated August 2020
** Data used in this poster covers the period April – June 2020 and includes furloughed workers*

### Sheffield City Region LEP
*Barnsley, Doncaster, Rotherham & Sheffield*

**Employment**
UK - 76.4%
LEP - 73.2%

**Unemployment**
UK - 3.9%
LEP - 4.8%

*16-64 year old population = 1,175,600
Total population = 1,877,000*

**Full-Time Salary**
UK Average – £30,414
LEP Average – £27,071

**Self-Employment**
8.6%
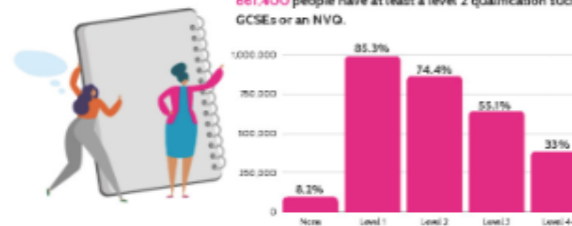109,400 people in the region are self-employed

**Apprenticeships**
There are approximately 1,208 live vacancies within a 40 mile radius of Sheffield, including...
- Fashion E-Commerce Digital Marketer
- Teaching Assistant
- Real Estate
- Legal Administration
- Sales & Retail
- Science Technician
- Finance and Insurance
- Childcare & Education
- Healthcare
- Animal Care

Plus many more! Find local opportunities on www.apprenticeships.gov.uk/

**Qualification levels**
861,400 people have at least a level 2 qualification such as GCSEs or an NVQ.
85.3%  74.4%  55.1%  33%  8.2%
None  Level 1  Level 2  Level 3  Level 4+

### Where do people work right now?

**Most jobs**
- Wholesale & Retail - 119,000 (15.8%)
- Health & Social Care - 117,000 (15.6%)
- Manufacturing - 92,000 (12.2%)
- Education - 76,000 (10.1%)
- Administration - 57,000 (7.6%)

**Fewest jobs**
- Finance & Insurance - 17,000 (2.3%)
- Real Estate - 8,000 (1.1%)
- Water, Sewerage & Waste - 5,000 (0.7%)
- Electricity, Gas & Air - 2,250 (0.3%)
- Mining, Quarrying & Utilities - 500 (0.1%)

**Growth Sectors**
- Advanced Manufacturing
- Health and Social Care
- Wholesale and Retail
- Leisure and Tourism
- Transport

*There are many other sectors that will grow in your region*

### What are some of the region's big name employers?

plusnet  NHS  HSBC  arm  Mondelēz International  AVIVA  Sheffield City Council

Need careers advice? Call us on 0800 100 900, contact us online, or find us on Facebook, Twitter and The Student Room.

Poverty in Sheffield and Rotherham:
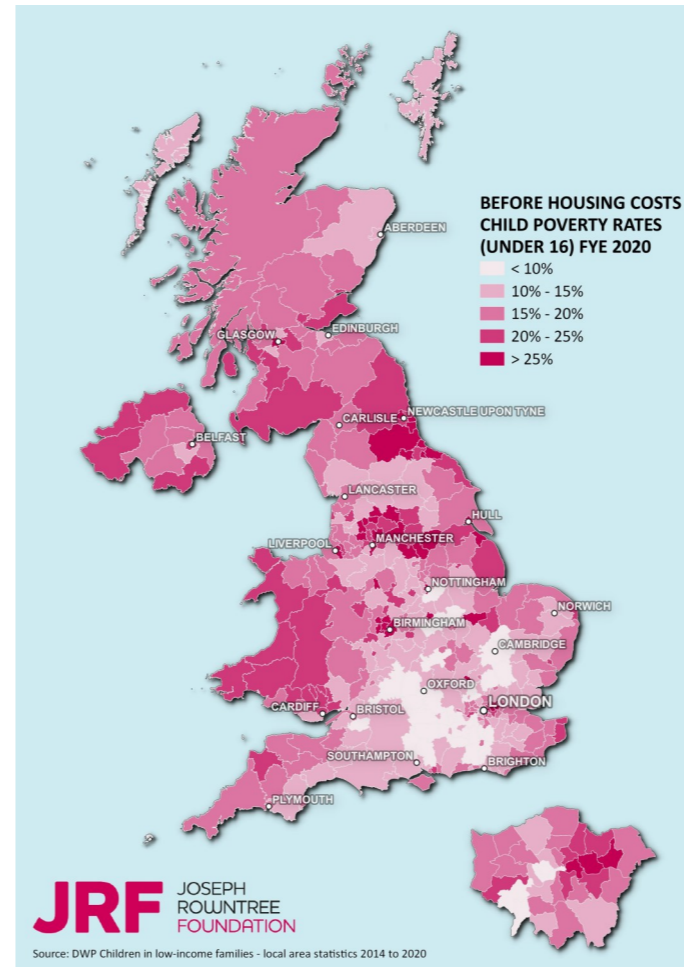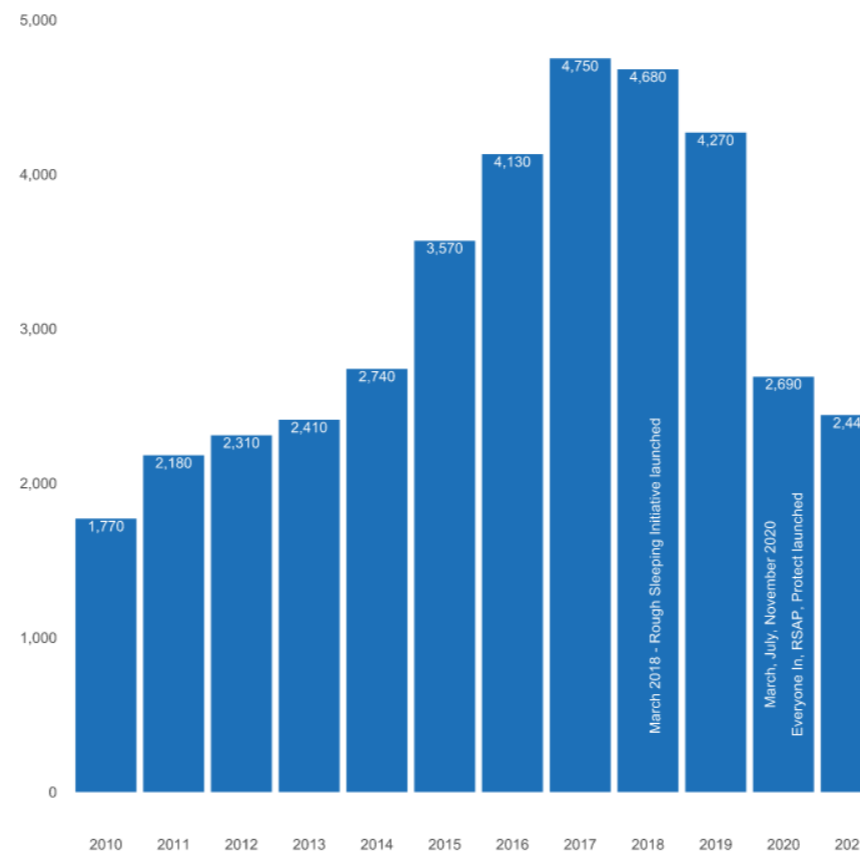
Child Poverty in Rotherham: 7,704   41.1% of Children in Rotherham

Child Poverty in Sheffield: 32,810

Homelessness in South Yorkshire: 31,320*

**BEFORE HOUSING COSTS CHILD POVERTY RATES (UNDER 16) FYE 2020**
- < 10%
- 10% - 15%
- 15% - 20%
- 20% - 25%
- > 25%

ABERDEEN, GLASGOW, EDINBURGH, BELFAST, CARLISLE, NEWCASTLE UPON TYNE, LANCASTER, HULL, LIVERPOOL, MANCHESTER, NOTTINGHAM, NORWICH, BIRMINGHAM, CAMBRIDGE, OXFORD, CARDIFF, BRISTOL, LONDON, SOUTHAMPTON, BRIGHTON, PLYMOUTH

JRF JOSEPH ROWNTREE FOUNDATION
Source: DWP Children in low-income families - local area statistics 2014 to 2020

**Figure 1: Estimated number of people sleeping rough on a single night in autumn in England since 2010.**

| Year | Value |
|---|---|
| 2010 | 1,770 |
| 2011 | 2,180 |
| 2012 | 2,310 |
| 2013 | 2,410 |
| 2014 | 2,740 |
| 2015 | 3,570 |
| 2016 | 4,130 |
| 2017 | 4,750 |
| 2018 | 4,680 |
| 2019 | 4,270 |
| 2020 | 2,690 |
| 2021 | 2,440 |

March 2018 - Rough Sleeping Initiative launched
March, July, November 2020 Everyone In, RSAP, Protect launched

| Keyword | Definition |
|---|---|
| Labour Market Information (LMI) | The labour *market*, also known as the job *market*, refers to the supply of and demand for labour, |
| Community | a group of people living in the same place or having a particular characteristic in common. |
| Poverty | the state of being extremely poor. |
| Child Poverty | **when a child is raised with limited access to or, in some cases, no access to, the essential resources they need to survive and live well.** |
| Homelessness | **An individual or family who lacks a fixed, regular, and adequate nighttime residence,** such as those living in emergency shelters, transitional housing, or places not meant for habitation, |
| Social Media | Websites amd applications that enable users to create and share content  or |
| Fake News | *false* stories that appear to be *news*, spread on the internet or using other media, usually created to influence political views or as a joke |
| Grooming | the action by a paedophile of preparing a child for a meeting, especially via an internet chat room, with the intention of committing a sexual offence. |
| E-Safety | *E-Safety* at a simple level means being safe on the internet. |
| Digital footprint | he information about a particular person that exists on the internet as a result of their online activity. |

## Define: *E-Safety*

Strategies and systems to help people stay safe online.

## Define: *Digital Citizenship*

Accepted ways on behaving whilst engaging in online activity.

## Define: *Cyber Bullying*

The use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature

## Define: *Hacking*

Gaining access to systems and computers which you do not have permission to access. Can be for malicious purposes.

## Define: *Grooming*

When someone uses the internet to trick, force or pressure a young person into doing something they wouldn't normally do, this could be sexual behavior or radical beliefs.

## Define: *Digital Footprint*

The information about a particular person that exists on the internet as a result of their online activity. It can not be deleted.

## 10 strategies for staying safe online

1. Don't post any personal information online – like your address, email address or mobile number.

2. Think carefully before posting pictures or videos of yourself. Once you've put a picture of yourself online most people can see it and may be able to download it, it's not just yours anymore.

3. Keep your privacy settings as high as possible.

4. Never give out your passwords.

5. Don't befriend people you don't know.

6. Don't meet up with people you've met online. Speak to your parent or carer about people suggesting you do.

7. Remember that not everyone online is who they say they are

8. Think carefully about what you say before you post something online.

9. Respect other people's views, even if you don't agree with someone else's views doesn't mean you need to be rude.

10. If you see something online that makes you feel uncomfortable, unsafe or worried: leave the website, turn off your computer if you want to and tell a trusted adult immediately.

## Digital Footprints and Online Behaviour

A person's digital footprint cannot be deleted and can be accessed at any time through a simple social media or search engine search.

To promote a positive digital footprint there are 5 simple rules:

1. *Would you want your grandmother to see it?*
   Is that photo/video/comment appropriate for the wider public audience? Would you want a future partner or employer to see it? Once something is online it stays forever.

2. *Do you really think that is private?*
   Just because your privacy settings are high doesn't mean that someone else can't repost or screenshot what you have posted.

3. *Would you say it to someone's face?*
   If you wouldn't say it to someone face, don't say it online. Portray yourself in a positive way as this may be seen by future friends, partners or employers.

4. *Is this your work to publish/use?*
   Reposting or using someone else's work if fine if you credit the original owner creator. If you don't it is plagiarism.

5. *Would you want someone to do it to you?*
   How would you feel if someone posted a picture of you or made a comments about you that you didn't like or want online?

## Online Behaviour and the Law

- **The Computer Misuse Act 1990** says you can't impersonate or steal someone else's identity online. This means that writing a status on social media pretending to be your friend is technically against the law as it creating fake profiles or websites.

- It is a criminal offence under the **Communications Act 2003** to send messages using any public electronic communications network, such as Twitter or Facebook, which are grossly offensive or of an indecent, obscene or menacing character.

- It is a criminal offence under the **Criminal Justice and Courts Act 2015** for someone to disclose private sexual images of you online or offline without your consent with the effect of causing you distress. This is more commonly known as 'revenge porn'.

- There are a range of other offences which the police can investigate including harassment, harassment when someone fears violence, and stalking under the **Protection from Harassment Act 1997**.

*Each case will be taken on an individual basis looking at context and evidence to determine if a crime has been committed. If you believe you have been the victim of a crime screen shot the evidence and speak to the police.*

## Where to get more help and support

- Parents and trusted family.

- School Staff and Wellbeing Team

- Directly to the police.

- Report any inappropriate behaviour to the website.

- NSPCC - https://www.nspcc.org.uk

- Childline - Helpline: 0800 1111 (24 hours, every day) / https://www.childline.org.uk

- CEOPS - https://www.ceop.police.uk/safety-centre/