

Case study

Prospects, for the National Careers Service

prospects

Inspiring People: Developing Potential

“Labour Insight is easy and quick to use and the greatest benefit is having up to date information on employer skills and employment needs as well as being able to drill down to specific vacancies. It also saves time for our own Careers Advisers in their guidance sessions with customers when they can directly have up to date information on recruiting employers and the skills they are seeking.”

Cathie Kessell, Senior Partnership Manager, Prospects



Prospects Group offers a wide range of education, employment and skills services in the UK and internationally. They are also the prime contractor for the National Careers Service in London, the South West and the West Midlands. The National Careers Service provides information, advice and guidance for jobseekers and those in work aged 18 and older to help them manage their career and progress into learning, training and employment.

The challenge

Prospects were using a wide range of LMI data from the usual free sources, including reports from local Enterprise Partnerships and Councils. The challenge this brought was often the information was already several years out of date, and often was not directly relevant to their specific geographical areas or sectors of interest.

The solution

The team at Prospects were introduced to Labour Insight by a local partner and were particularly interested, on the basis that many LEPs, Councils and Colleges etc, already use it as their preferred tool.

After a discussion with the team at Active, an online demonstration took place whereby the team were able to see the unique granularity of the data available for their needs; and the decision was made to proceed.

The results

Prospects have been able to produce localised LMI sector information (in part) by using Labour Insight offering schools a source of LMI information for use with their students.

They have been able to provide update LMI information for their Careers Advisers which in turns means they are able to provide a better service to their National Careers Service customers.

They have undertaken a commercial piece of work for a Local Enterprise Partnership producing for them a number of Sector Guides.

And they have been able to use Apprenticeship vacancy reports to contact employers who are currently offering or who regularly recruit Apprentices to invite them to specific events and help support promotion of their vacancies with their customers.