

Local Government Open Data Breakthrough Projects 2014/15 Evaluation Report

Project title: Intelligent London: Skills Match

Lead organisation:	London Councils , working in partnership with MIME Consulting
Date report is submitted:	24th April 2015
Type of project:	Platform/tool development
Total grant:	£55,750

Summary of the project

Skills Match is an interactive tool which allows the visual exploration of the relationship between skills supply and employer demand (at Level 3 and below) in London up to 2020. It brings together skills data and labour market data enabling policy-makers, practitioners and employers to take an intelligence-led, geographically-specific approach to addressing youth unemployment in London.



Challenge/opportunity:

Connect London's young people to London's jobs

Employers, policy makers and careers practitioners have, for a long time, complained about a lack of connectedness between skills supply - the skills and qualifications that young people leave education with – and the skills and qualifications that employers demand. To address this issue we set out to:

- deliver an online resource to explore the dynamic between skills supply and employer demand in London;
- bring skills data and labour market data together to enable users to take an intelligence-led, geographically specific approach to addressing youth unemployment in London; and
- provide a mechanism for the London Enterprise Panel to deliver regional labour market information.

Data published and uses:

25 organisations were consulted during the development phase of the project. In depth user interviews were conducted with senior policy makers from local and national government, business and education. A project user Steering Group was also established, comprising of London local authority officers and invited specialists.

Five overarching datasets with consolidated, aggregated and processed information were used:

- Department for Education National Pupil Database
- Skills Funding Agency Individualised Learner Record
- Greater London Authority Economics job projections
- UKCES Working Futures
- ONS 2011 Census

As well as through direct data download, the data is also intended to be viewed through the visualisation interface specifically developed for this project. These include the following four interactive visualisations:

- **Skills gaps** – Projected jobs demand vs skills supply by subject and qualification level
- **Vacancy trends** – Jobs demand by linked subject over time
- **Supply and demand map** – Jobs demand vs skills supply by subject area and local authority
- **Provision map** – Level 3 provision by subject area and individual provider

Since 1 January there have been 262 unique users, predominantly policy makers and careers advisors. The skills gaps visualisation has been the most popular aspect to-date (179 views).

Approach to publishing data

Skills Match is freely available on via the internet and all data within Skills Match is provided in downloadable format.

Because the majority of the source data is highly sensitive pupil level data, we aggregate the data and project it into the future so the data is never individually

identifiable. This aggregated and modelled data is then published in machine readable spreadsheet format with metadata information. The same information can also be viewed through the visualisation interface we have built.

How have users found out about the service?

The product has been promoted to a community of approximately 350 data users across London via email, websites and twitter. A series of communication sessions have been arranged and will continue throughout the remainder of the calendar year.

To date, the main feedback we have received has been about using the visualisation interface rather than the downloaded data. Generally users have been impressed and understand the scale of the job we have had to go through to analyse demand and supply data in the way we have.

There is a comprehensive FAQ embedded within the product to contextualise the learning and skills landscape, and to explain the (complex) methodology that sits behind the analysis.

Additionally, because of the unique data approach taken to develop Skills Match, we are keen that it is used as a foundation for further exploration by other data analysts and are encouraging people interested in working with us to get in contact.

Benefits and impact

Providing a unique London-focused tool that compares skills supply (through the proxy of qualifications) with employer demand responds to a long-standing business, education and career sector need.

The data has already been used by local authorities to identify potential over- and under-supply of skills provision in particular sectors, in order to plan future developments with local skills providers. Skills Match provided a robust, quantifiable evidence base for decisions that have significant financial resource implications.

Further information

<http://skillsmatch.intelligentlondon.org.uk/>

<http://www.londoncouncils.gov.uk/>

<http://www.mimeconsulting.co.uk/>

- ***For strategic and policy information contact:***

Yolande Burgess, London Councils, Strategy Director Young People's Education and Skills (yolande.burgess@londoncouncils.gov.uk)

- ***For technical and data analysis information contact:***

Steve Preston, MIME Consulting, Director (steve.preston@mimeconsulting.co.uk)