

Fuelling economic growth in the UK rests on getting more out of what we already have available...

Paths to growth:



Capital investment



Government is resource constrained with key public services requiring significant investment to 'keep up'



Increase size of available labour market



Current birth rates will not facilitate medium term growth, and increased immigration is not preferred



Improve efficiency of labour market



Spotting opportunities to improve output from existing available workforce is favourable.

...But traditional methods of collecting the data to help us find opportunities are becoming less reliable.

Improving UK productivity

Nesta has built up a large collection of online job advertisements in their Open Jobs Observatory.

How could we use job adverts to find ways to improve productivity, without increasing investment or the population?

- ...to provide advice to individuals on career transitions, to reduce periods of unemployment and inactivity?
- ...to provide guidance to employers on what a 'good advert' looks like, to minimise the risk of mismatches?
- ...to predict the next skills shortage?
- ...to track automation risk across regions or occupations?