

Apprenticeships in Greater Manchester

**Key Contact: Nic Hutchins – Principal Skills Manager
(Apprenticeships & Technical Education)**

Nic.Hutchins@greatermanchester-ca.gov.uk

#SEEDIFFERENT

Apprenticeships are seen differently because of the contribution they make and the opportunities they bring

Do Different

Organisations will be working together to ensure all Apprenticeship opportunities are of the highest quality

Be Greater

We will be an exemplar of Apprenticeship employment with a range of opportunities to develop skills and improve business productivity

Our Vision

Greater Manchester will **lead the way** in Apprenticeship employment, providing quality opportunities for learning and development

More of our employers than ever before will see the contribution that **high quality, sustainable** Apprenticeships can make to their business and their workforce

Our residents will be **inspired** and **supported** to make decisions about how an Apprenticeship can support their personal and professional development

In Greater Manchester Apprenticeships, create more and better **opportunities for anyone** looking to develop their career at any time

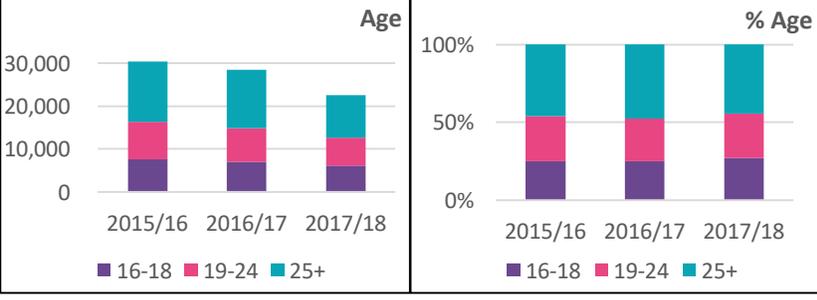
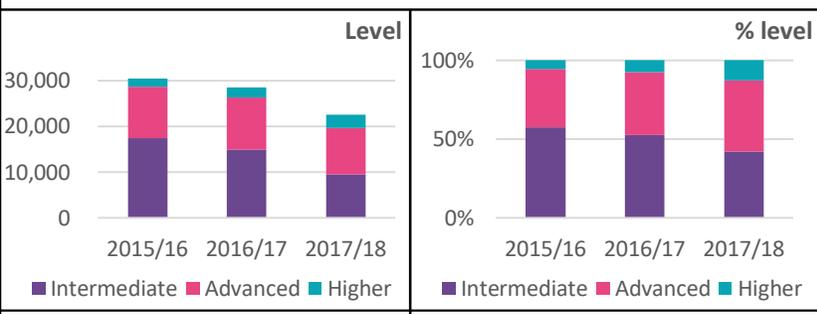
7 key areas of work

- SME Apprentice Support
- Maximise the impact from Levy Payers
- Deliver the Public Sector Apprenticeship Approach
- Improve the quality of Apprenticeships
- Remove barriers to Apprenticeships
- Provide information and advice about Apprenticeships
- Prioritise sectors and occupations with the highest skills needs

Key Facts and Figures 2017/18 academic year

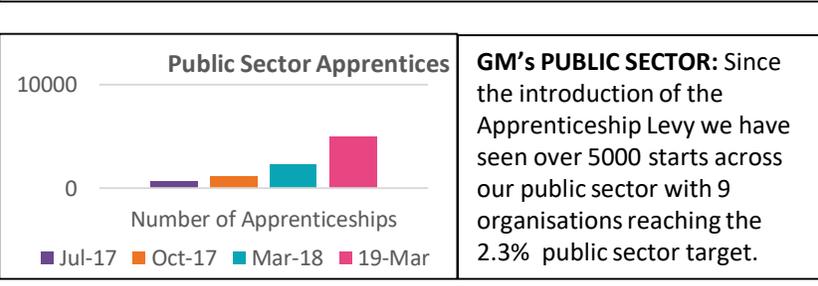
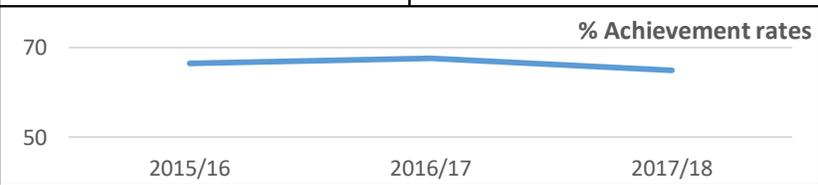
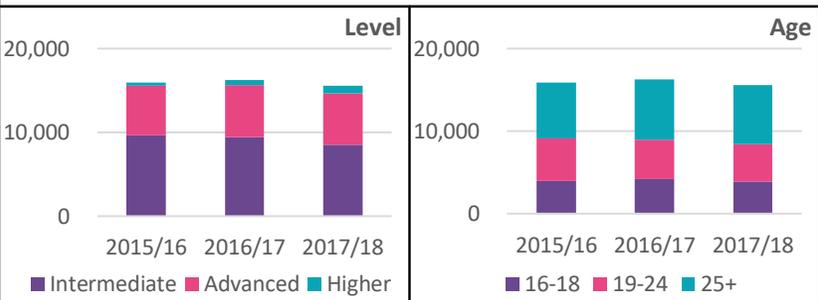
STARTS: As with the national picture, apprenticeship starts have declined in GM following the raft of apprenticeship reforms implemented since 2016. Within this overall picture however we are seeing:

- An increase in the actual number of Higher and Degree Apprenticeship Starts allowing more people to progress in to higher technically skilled occupations
- An increase in the proportion of starts by young people busting the myth that employers are less inclined to recruit young people
- A significant decrease in the number of intermediate level starts meaning there are less opportunities available for people to enter and progress through apprenticeship levels as a route to development, however a proportion of previous apprenticeships at this level were low paid / low skilled existing members of staff and therefore this decrease could indicate an overall increase in quality of opportunity.



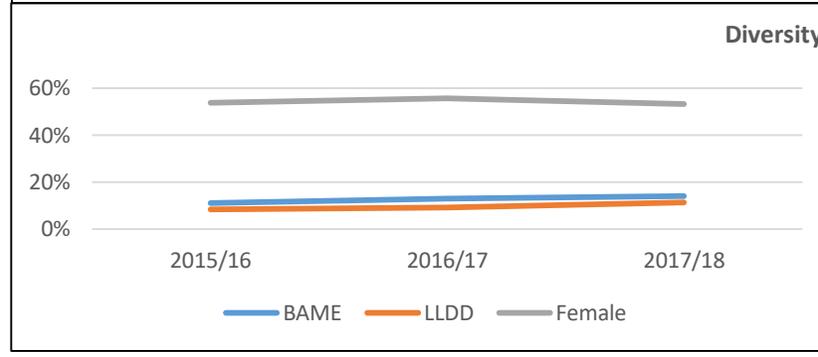
ACHIEVEMENTS: Whilst start numbers have declined in recent years, the number of achievements has remained fairly constant for both age and levels. This is a positive reflection of the quality of provision and opportunity being offered and the success rates being achieved by our providers.

Whilst numbers of achievements don't directly correlate to the number of starts each year, Apprenticeship Achievement Rates provide a indication of overall performance – the % of apprentices due to achieve that actually did. This has also remained relatively constant over the last 3 years, although still highlights approx. 1/3 of apprentices do not complete their programme.



GM's PUBLIC SECTOR: Since the introduction of the Apprenticeship Levy we have seen over 5000 starts across our public sector with 9 organisations reaching the 2.3% public sector target.

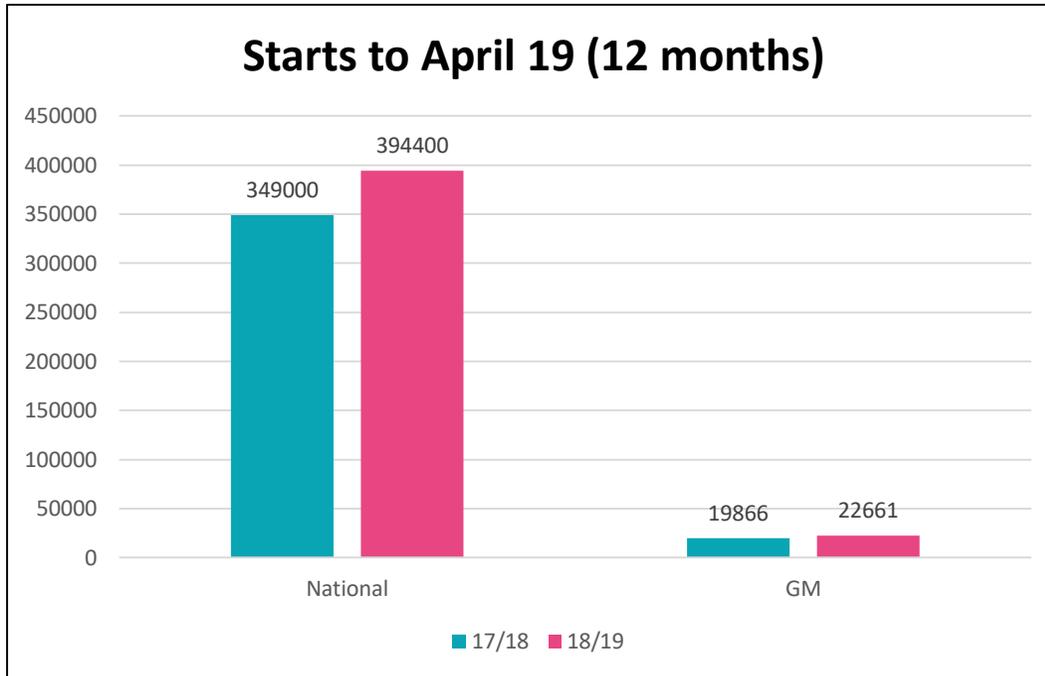
DIVERSITY: GM has an ambition that it's apprenticeship workforce is representative of the wider workforce. There is currently a target for BAME (16%) but not specifically for LLDD or gender. We are making progress however, and figures demonstrate a growing diversity of apprentices overall however significant variations exist between specific sectors and occupations.



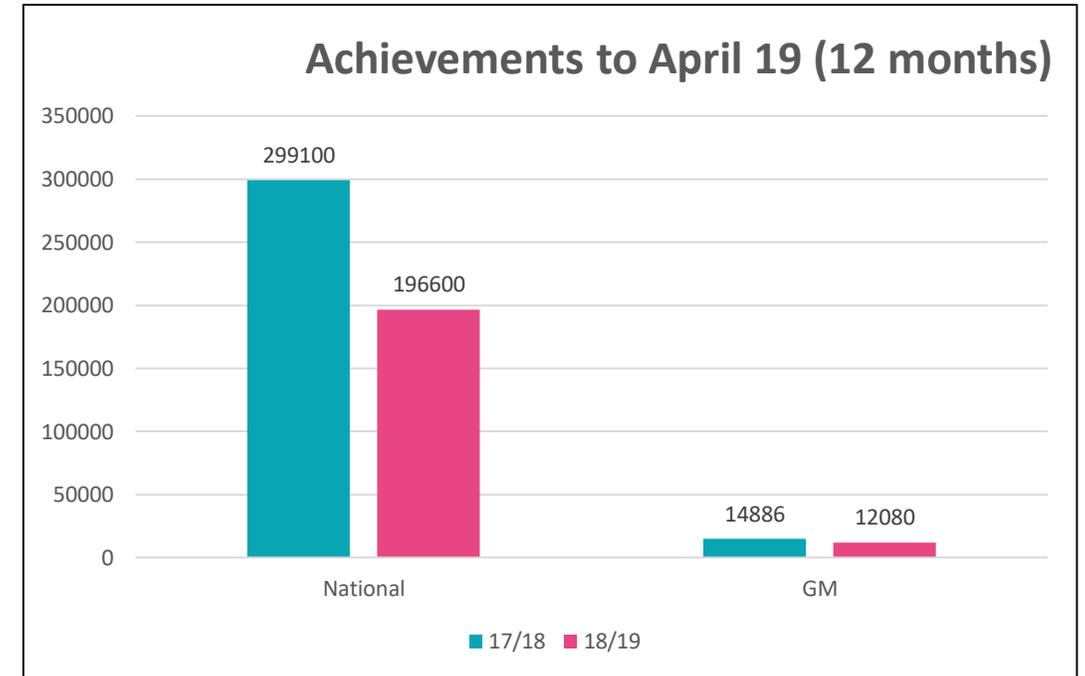
SECTOR TRENDS: Whilst, as would be expected, we have seen a decline in apprenticeship starts across the majority of sectors. **Construction and Digital** have bucked this trend and both show a growth in opportunities.

Apprenticeship starts	15/16	16/17	17/18
Agriculture, Horticulture & Animal Care	232	247	201
Arts, Media & Publishing	78	51	50
Business, Administration and Law	10249	9170	7430
Construction, Planning & the Built Environment	1524	1220	1286
Education & Training	676	713	518
Engineering & Manufacturing Technologies	4074	3575	2920
Health, Public Services & Care	6977	7658	5784
Information & Communication Technology	841	693	1002
Leisure, Travel & Tourism	883	720	469
Retail & Commercial Enterprise	4819	4359	2902
Science & Mathematics	35	20	29

12 Month Data to April 2019



Starts in Greater Manchester rose by 14% in the 12 months to April 2019. This is higher than the same period at a national level (13%)



Achievements continue to fall in GM, due to changes and delays in implementing Apprenticeship End Point Assessment. The drop however is significantly lower than that seen nationally – 19% compared to 34%

SME Apprenticeship Support

Workforce planning advice and Grants to encourage the creation of new Apprenticeships in our non-levy paying employers.

Aims to create over 600 new apprenticeship opportunities over 12 months

Levy Matchmaking Service

Development of an online portal and filtering system that matches levy paying with non-levy paying employers to facilitate funds transfer. Launch anticipated early August 2019

CPD for Providers

A series of CPD events for 150 provider staff improving the quality of advice and relationships they build with employers around apprenticeships.

BAME Apprenticeship Project

Working with employers, providers and apprentices to remove unconscious bias and increase positive action to ensure apprenticeship workforce is representative of GM's working age population – a target of 16%.

Public Sector Apprenticeship Approach

Driving collaborations between GM's public sector bodies to meet 2.3% target, maximise levy spend and create consistently high quality apprenticeships that support organisations talent and workforce strategies.

Older Apprentices

5% of GM's apprentices are over 50 years old. Working with the Ageing Hub we want to better understand their journey, raise awareness of the opportunities and work with employers and providers to target this cohort

#SeeDifferent

Website, social media and face to face activity to promote GM's apprenticeship opportunity.
www.theapprenticeshiphub.co.uk

Apprentice Ambassadors

60 apprentices to be trained as GM Ambassadors to promote Apprenticeships to all potential cohorts of apprentices (and their potential employers)

Pre Apprenticeships and Traineeships

Research to understand current traineeship delivery, and propose other pre-apprenticeship activity required to ensure people are Apprenticeship ready across sectors.

Care Leavers

Working with LA's and other partners to ensure a consistent offer for care leavers linked to Apprenticeships across GM's localities

Health and Social Care Sector

Developed strategic narrative around apprenticeships for the sector. Currently working with locality transformation groups to embed Apprenticeships and develop pilot projects.

Post GCSE Apprenticeships

The Prosperity Review highlights that technical Apprenticeships provide one of the best routes out of disadvantage. This work will look at schools with high apprenticeship destinations at the end of year 11 to better understand and support others to encourage school leavers to consider this route.

Project Examples

SME Apprentice Support Package – Launched April 2019

The challenge

Drop in Apprenticeship numbers within SME's

Co investment cost to employers

20% off-the-job and cost of backfilling staff

Lack of quality and consistent advice about apprenticeships

Lack of general awareness and understanding

Perception of complexity in the system



Building on

GM AGE	Local Schemes	SEDA
Quality Criteria	SME GAP	#SeeDifferent

The GM Impact so far (Aug 19)

Supported 214 employers to engage with Apprenticeships

Created 21 new Apprenticeship opportunities through WFP support

Grants committed to 160 employers - £480k

Launched a levy matchmaking service – 8 transfers completed to date - £130k

Employer quality toolkit in development

CPD for 60 business engagement staff

SME Case studies and role models

Social media campaigns and activity

The screenshot shows the homepage of the GM Levy Matchmaking Service. At the top left is the GMCA logo with the tagline 'DOING THINGS DIFFERENTLY'. Next to it is a pink banner with the hashtag '#SEEDIFFERENT' and 'LEVY MATCHMAKING SERVICE'. On the top right, there are links for 'Login | Register'. A pink navigation bar contains links for 'Home', 'About the Project', 'Find a Match', and 'Get in touch'. Below this is a large image of a city skyline at night. Underneath the image is the heading 'Welcome to the Levy Matchmaking Service' followed by a paragraph: 'This site is designed to match smaller employers with larger donor organisations, who are looking to support funding apprenticeship training using their apprenticeship levy. Start by creating your account to gain access to all the great opportunities that exist within Greater Manchester.' At the bottom, there are three image-based buttons: 'Login' (with an image of people), 'View my Opportunities' (with an image of people working), and 'Submit an Opportunity' (with an image of a smiling young man).

- Launched 1st August 2019
- £1,372,000 committed by levy donors including Lloyds Banking Group, Timpsons, The Cooperative Group, Salford City Council
- Other Public Sector organisations also need to sign up to ensure Levy retained within GM
- £155,000 agreed in transfers to date
- 10 apprenticeships have been assisted.
- Further connections are ongoing via the service that will lead to further levy transfers in the very near future.

Older Apprenticeships

- Ensure that apprenticeships are seen as an opportunity for re-skilling, returning to work or career changes
- 5% of app starts are 50+
- Research – Awareness Raising – Pilot Projects

BAME Apprenticeships

- To ensure apprenticeship workforce is representative of the wider working age population
- Target = 16%; currently 14%
- Working with employers, community leaders, providers and apprentices to remove unconscious bias and take positive action

Care Leavers

- Supporting EET sub-group of Care Leaver Trust Board
- Creating a consistent and strong offer for care leavers – employers and providers
- Common approach from LA's

Learning Disability / Difficulty

- Raising awareness of apprenticeship opportunities for people with LDD
- Potential for public sector pilot

Flexible delivery

- Looking at different models of employment and delivery to increase access to apprenticeships for people unable to work full time (or 'normal' working patterns)

Post GCSE

- Prosperity review highlights that technical apprenticeships are one of the best routes out of disadvantage, and the earlier the better
- How to increase apprenticeships starts (and confidence in them) for people directly post GCSE

GM Public Sector Apprenticeship Approach

Headlines

1,451 Public Sector apprenticeship starts in GM from September 18– March 19

50% increase in actual apprenticeship spend by March 19 compared to previous year

68% of GM public sector apprenticeships are members of the existing workforce

Over 6,000 Apprenticeship Starts since the introduction of the Levy – already over 60% towards the 10,000 public sector target

GM Public Sector Highlights

Health and Social Care Workforce Strategy developed identifying how apprenticeships will support key GM skills shortages

GM Public Sector organisations performing higher than national averages in all comparable categories

Rochdale Council were 2018 Apprenticeship Award winners for Recruitment Excellence and 18/19 spent their entire Levy allowance

Cohorts of people identified to fill key skill gaps through apprenticeships

Oldham, Rochdale and Wigan councils all scoring higher than the 2.3% Government target for new apprenticeship starts

GMMH, MFT, The Christie, GMCA and GMP also hitting the target already, with 8 other public sector organisations project that they will hit their target by March 19

All Local authorities, GMP, and TfGM using the DPS and running mini competitions with organisations collaborating on a range of apprenticeships

Working with providers to embed strategic GM initiatives into their delivery such as the iDEA, Leaders in GM principles and to support them in collaborative work across GM

Apprenticeship Levy transfer principles agreed by the network to ensure that this money remains in GM

Bury Council have become the first GM organisation to complete a transfer and fund 33 apprenticeships on the L2 Adult Social Care Standard. Salford and Tameside also completed transfers.

Flexible and Part Time apprenticeship guidelines developed and being promoted

Currently looking at mechanism to ensure guaranteed Public Sector job interview for all GM apprentices

Key ongoing work in 2019

Help combat the chronic shortage of AHPs targeting specific groups into key apprenticeship pathways – incorporated in their newly launched strategy

Social Work degree collaboration from 3 LA's piloted in March 2019. Second collab involving a further 5 LA's due to start in October

Work collaboratively with greater.jobs and the NHS Careers Hub to promote exciting and positive public sector apprenticeship opportunities

End 2019 with even more GM Public Sector organisations achieving their 2.3% apprenticeship target

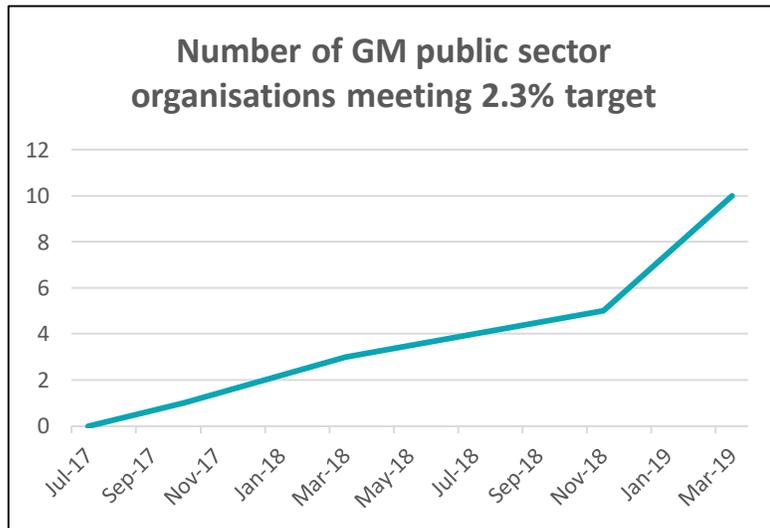
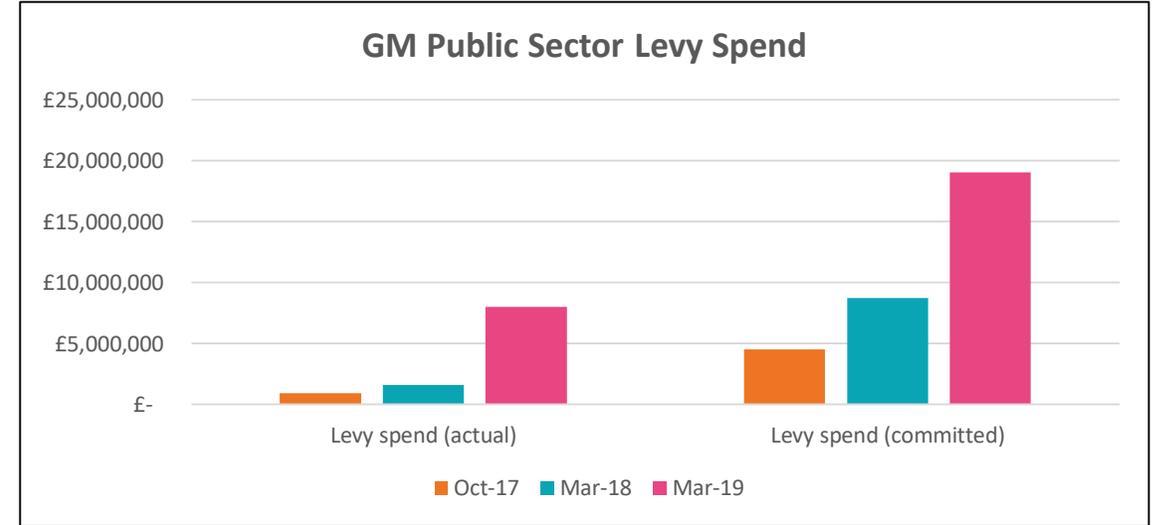
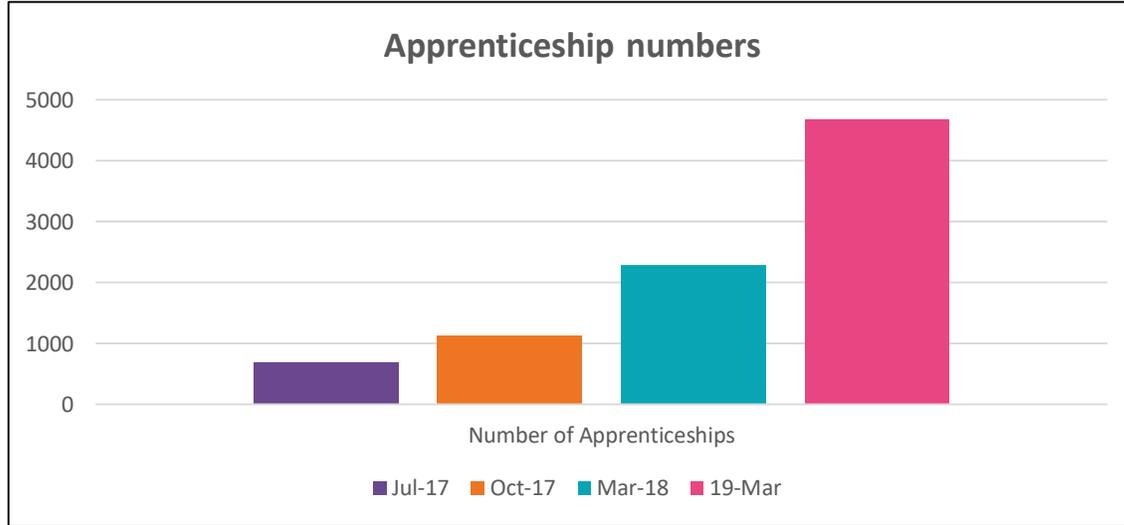
Working with NW Employers facilitate Welcome Days, and an online e-learning induction. Pilot with apprentices before rolling out for whole public sector.

Consistent and improved recruitment, employment and progression routes with Apprenticeships included as part of length of continued service

'Attract a diverse workforce onto public sector apprenticeships through the quality and quantity of standards on offer in GM'

'Deliver bespoke training with quality approved providers offering flexible apprenticeships and added value'

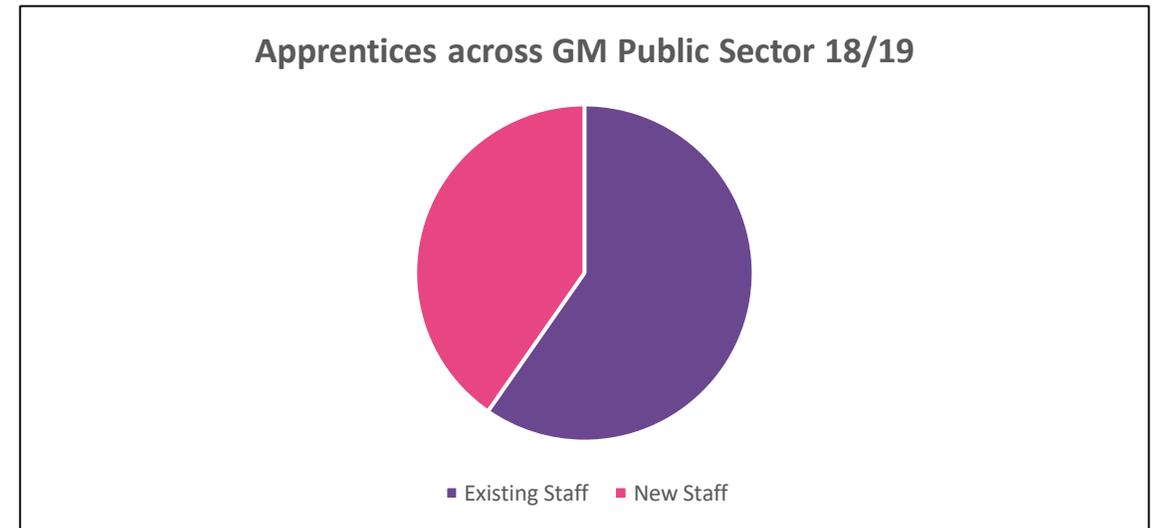
'Retain our GM public sector apprentices with strong terms and conditions and clear progression pathways'



GM LA average - 1.67%

NHS Trust Average - 1.78%

Overall GM Public Sector average - 1.74%



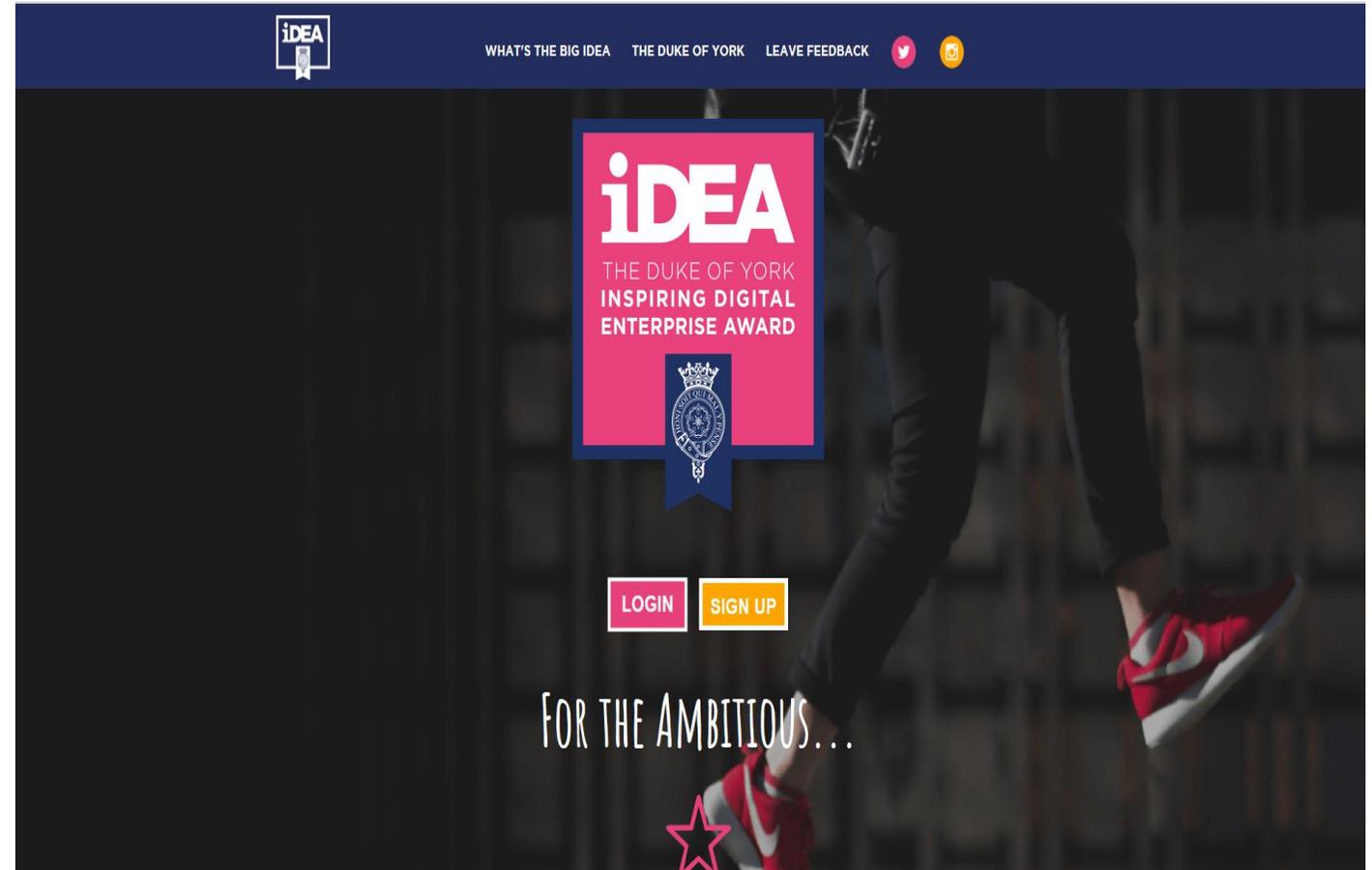
- Support more organisations to achieve the 2.3% public sector target.
- Encourage public sector levy payers to use Matchmaking service and keep money in GM
- Guaranteed Public Sector Job interview for apprentices
- Develop E-Learning induction for apprentices
- Remove barriers to apprenticeships and help create a more diverse workforce across the public sector
- Prioritise sectors and occupations with highest need particularly for hard to fill roles
- Continue to facilitate the Dynamic Purchasing System identifying high quality apprenticeship providers for public sector partners





- Rolled out the iDEA digital literacy programme for all apprentices
- Specific code so we can track numbers
- Links with Digital Skills Strategy for GM

Digital Literacy for all Apprentices





GMCA

This project is funded through
the Greater Manchester
Apprenticeship Hub City Deal

HOME

ABOUT

CASE STUDIES

EVENTS

NEWS

RESOURCES

BRAND ASSETS

VACANCIES

GREATER MANCHESTER

APPRENTICESHIP HUB

SEE THINGS DIFFERENTLY

BECOME AN APPRENTICE

FOR PARENTS

FOR SCHOOLS/COLLEGES

FOR EMPLOYERS

FOR PROVIDERS

MEET OUR AMBASSADORS

The Greater Manchester (GM) Apprenticeship Ambassador Programme is a free information service, utilising real apprentices' first-hand knowledge and experiences to promote Apprenticeships as a viable and successful route into a career.

Our Ambassadors share their experiences and inspire potential future apprentices, employers and other key stakeholders at a range of events across Greater Manchester.

- 18 month programme
- 50 Apprentice Ambassadors trained since April 2019
- 6 school events attended last term
- Target to recruit BAME and Older apprentices to ensure representation
- Social media takeovers on Facebook and Twitter to promote through #SeeDifferent

BOLTON
BURY

MANCHESTER
OLDHAM

ROCHDALE
SALFORD

STOCKPORT
TAMESIDE

TRAFFORD
WIGAN

#SEEDIFFERENT

WWW.THEAPPRENTICESHIPHUB.CO.UK

Any questions?