Apprenticeships in Greater Manchester

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**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.

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**Do Different**

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

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**Be Greater**

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

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**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
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.

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.
Starts in Greater Manchester rose by 14% in the 12 months to April 2019. This is higher that 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.

#SeeDifferent
Project Examples
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

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

Building on …..

GM AGE

Local Schemes

SEDA

Quality Criteria

SME GAP

#SeeDifferent

BOLTON   MANCHESTER   ROCHDALE   STOCKPORT   TRAFFORD

BURY    OLDHAM      SALFORD    TAMESIDE     WIGAN
GM Levy Matchmaking Service

- 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.

Welcome to the Levy Matchmaking Service

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.
### Removing Barriers to Apprenticeships

#### 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
- Cohorts of people identified to fill key skill gaps through apprenticeships
- All Local authorities, GMP, and TfGM using the DPS and running mini competitions with organisations collaborating on a range of apprenticeships
- 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

**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

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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’

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**BOLTON**  **MANCHESTER**  **ROCHDALE**  **STOCKPORT**  **TRAFFORD**

**BURY**  **OLDHAM**  **SALFORD**  **TAMESIDE**  **WIGAN**

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WWW.THEAPPRENTICESHIPIPHUB.CO.UK
GM’s public sector data – the impact

**Apprenticeship numbers**
- **Number of Apprenticeships**
- **Jul-17**
- **Oct-17**
- **Mar-18**
- **19-Mar**

**GM Public Sector Levy Spend**
- **Levy spend (actual)**
- **Levy spend (committed)**

**Number of GM public sector organisations meeting 2.3% target**
- **GM LA average** - 1.67%
- **NHS Trust Average** - 1.78%
- **Overall GM Public Sector average** - 1.74%

**Apprentices across GM Public Sector 18/19**
- **Existing Staff**
- **New Staff**

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BURY     OLDHAM    SALFORD    TAMESIDE    WIGAN

#SEEDIFFERENT  WWW.THEAPPRENTICESHIIPHUB.CO.UK
• 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
Greater Manchester Apprentice Ambassadors

- 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

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.
Any questions?