

Greater Manchester:
Work & Skills for the Future
Update for Scrutiny

Context and Challenges

Local Context:

Greater Manchester Strategy: *Making GM one of the best places the world to grow up, get on and get old*

GM Local Industrial Strategy: *Making the most of our most valuable asset – our people*

National Context:

Unknown impact of Brexit and elections

What are the challenges?



Skills disadvantage/inequalities within GM: **3 of England's most disadvantaged wards in terms of skills are in a single GM district**



Fewer GM residents have L4+quals than England average, yet this is the level that employers say they need most



Almost a quarter of GM residents are paid **below** the Living Wage:



1 in 5 vacancies in GM are linked to skills shortages; yet over a third of GM workers have skills/quals at a higher level than their job requires



Employer engagement and investment in workforce development and supporting the talent pipeline



1 in 10 of GM's working age residents has no quals

- c.11% = L1 quals
- c.16% = L2 quals



Nov 2018: **c.195,000 GM residents claiming out-of-work benefits and c.43,700 in-work UC claimants**
(NB – not including families still receiving tax credits)

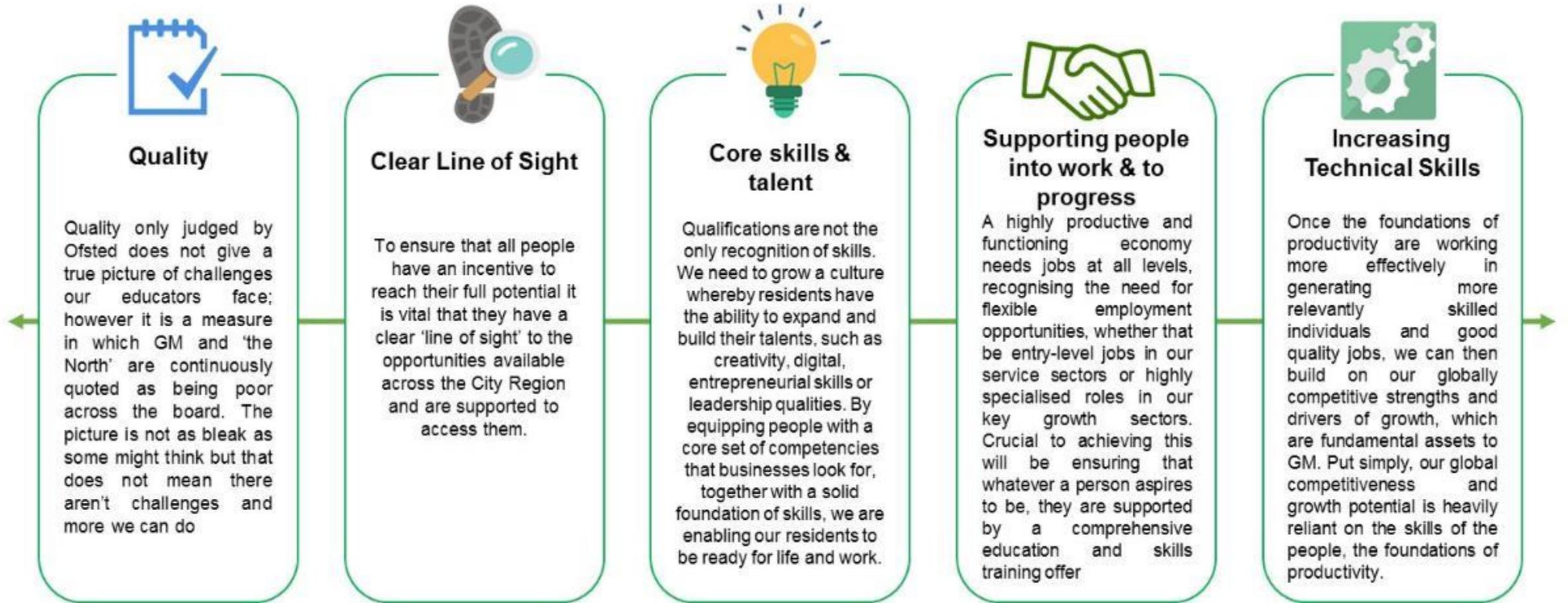


Attracting, developing and retaining the best teachers and leaders in our education & skills institutions



Decline in Apprenticeships:
from 30.4k GM starts in 2015/15 to 22.6k in 2017/18

Addressing the challenges – Five Key Goals for GM



Although there is a lot to do to address the challenges, we have already made significant progress in a number of areas including CEIAG, employment support and investment in skills. These can be seen on the next slides.

Success Stories

Education, skills and employment

Careers



>£4m invested in careers education, information, advice & guidance

>130,000 young people benefiting from improved careers education



196 schools matched with GM employers, providing students with **475,300** meaningful encounters with **2,300+** businesses

Skills



c£71m committed investment in skills capital projects to improve sector specific provision

£92m AEB: All Good colleges & providers



23,000 people start Apprenticeships every year in GM



STEM Strategy developed

Labour market



GM's gender pay gap for FTEs is around half the national average at **4.8%**

1,600 SMEs supported with workforce development plans via SEDA Project



6,000 employer grants for employers to take on apprentices via GM AGE Grant



Employment support



c.22,000 starts on GM Working Well programmes with **4,500** jobs starts

2,000+ people accessing Working Well's Mental Health Service



12,500 residents supported with health, housing, employment & transport needs

Celebrating the successes: linking the worlds of education and work

196 GM schools & colleges working with Enterprise Advisers



Meet Your Future work shadowing campaign launched



Launch of GMACS careers portal for technical education and apprenticeships



Future Workforce Fund: working with Prince's Trust to support over 7,000 young adults not in education, employment or training

YP can build a personal career plan; providing a clear line of sight to their chosen career

Build Your Personal Career Plan

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How can Xello help you build your personal career plan

xello
Powered by CASCAID

If you have a Xello account

The members of the account can create a profile and then use it to explore college, university, apprenticeships, and other options. They can also create and share a plan with their parents and carers. They can also use it to track their progress and receive support and advice.

If you don't have a Xello account

It's easy to get started. Just click on the 'Get started' button and you'll be taken to the sign-up page. You'll need to provide some basic information and create a password to get started.

Apprenticeships

What is an apprenticeship and how do they work? What does being an apprentice mean? Discover different apprenticeship types, get application hints and tips, and apply for vacancies.

Apprenticeship options
EXPLORE APPRENTICESHIPS

Ready to apply?
APPLY FOR APPRENTICESHIPS

Why Choose an Apprenticeship?

Want to start, grow or change your career? Apprenticeships are a great way to learn and gain experience to build your skills and future. From work with big brands to small businesses, health or public services, you can find an apprenticeship that suits you. You'll learn by doing and gain valuable first-hand experience. You'll also get a salary, a full training course paid, and other benefits such as holiday pay. And at the end of your apprenticeship, you'll be qualified for a job.

What to expect working and studying

As well as learning at work, you will spend at least 20% of your time learning. Learning is related to your job and usually takes place at college, university or with a training provider but could be in your workplace. Training can be on day releases (which means going to college one day a week) or in blocks so you may have a week of training in one go. If you are taking a diploma or qualification, you may want to top up your knowledge on your own time too.

Search and apply for Apprenticeships across GM

#SEEDIFFERENT THINK APPRENTICESHIPS



Section for employers to get involved by offering opportunities

GMACS
Inspire. Explore. Apply.

Are you an Employer?
Find out how your business could be more involved

GET IN TOUCH

Parents & Carers
Help your child explore career ideas and plan their next steps.

How to help your child

Talking to your child about careers and encouraging them to explore different ideas and find out about different pathways is one of the best things you can do.

It also really helps if you understand the different options open to your child. Young people face a very different set of choices and challenges from a generation ago, so it's worth getting to grips with the options today. Exploring their interests is a great place to start but you can ask about careers at school, parents or online resources.

Further support is also available. Nearly every school in Greater Manchester has a careers leader and career school or college website and see how they

Tips for your child to get the most of GMACS

Encourage your child to explore this site and have a look at current opportunities. The world of work and Apprenticeships sections are good starting points.

Targeted sections for parents/carers and schools

Schools & colleges
See how GMACS and Xello can benefit your school and students.

Across Greater Manchester, GMCA and the Bridge GM team have been working to improve the standing of the careers agenda. Together with the Mayor, we believe improving the line of sight to less known occupations and pathways is critical.

It's not a simple, fast-paced and changing labour market. We need to ensure young people know about the many and varied opportunities for their future.

Login to your Xello account
LOG IN

Employer tools & tips and case studies

Employer Tips & Tools

Employer name and company details to go here

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Case study title (Across multiple lines if required)

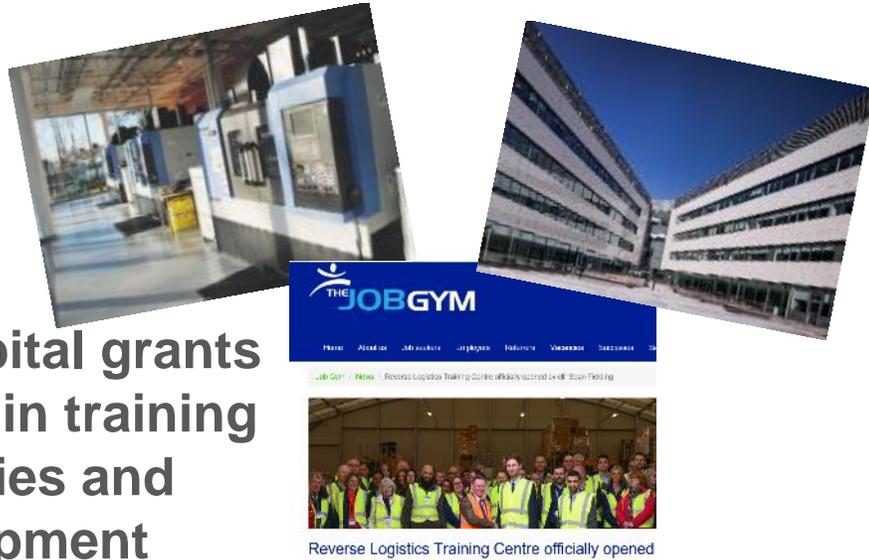
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Sector: Accounting
Activity: Duke of Edinburgh

FIND OUT MORE

Celebrating the successes: supporting providers and employers

£71m capital grants invested in training facilities and equipment



Home / What We Do / Digital / Fast Track Digital Workforce Fund

The £4.8m fund is a partnership between OFSTED, DfE and the Lancashire Digital Skills Partnership bringing together training schemes linked to skills shortage sectors.

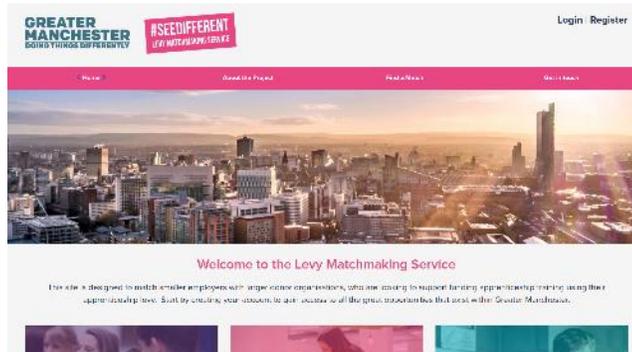
Round 1

Round 1 has now concluded and we are excited to

Name of Project
Tech Returns: your journey into Tech
Calverley
OS
Tech Manchester: Women in Linux
Wigan (Project)



Supporting priority sectors with innovative programmes and testing funding flexibilities, eg Digital, Construction



#SEEDIFFERENT support package for SMEs, including Levy Matchmaking Service



All GM FE colleges = Good or Outstanding Quality as cornerstone of AEB commissioning

GREATER MANCHESTER DOING THINGS DIFFERENTLY #SEEDIFFERENT LEVY MATCHMAKING SERVICE

Login | Register

Home About the Project Find a Match Get in touch

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.

Login View my Opportunities Submit an Opportunity

- 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.

Celebrating the successes: supporting those furthest from the labour market, older residents, and those with adverse health conditions into quality work



Celebrating the successes: testing new approaches to tackling in-work poverty

WORKING WELL
EARLY HELP

European Union
European Social Fund

GMCA GREATER MANCHESTER COMBINED AUTHORITY

NHS
in Greater Manchester

Home Resource hub About Contact us WellbeingZone

Working Well Early Help

Free specialist support for people with a disability or health condition who are working, absent or newly unemployed in Greater Manchester.

Find out more OR Contact us

Pilot with DWP in Tameside supporting low earners



Home About **The Charter** Become a Supporter News FAQs [Join the movement](#)

The Seven Key Characteristics of Good Employment

Membership of the Charter requires employers to demonstrate a commitment to excellent practice in the seven key characteristics.

- Secure Work
- Flexible Work
- Real Living Wage
- Engagement & Voice
- Recruitment
- People Management
- Health & Wellbeing

EnterprisingYou
Supported by the Greater Manchester Combined Authority

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EnterprisingYou

Supporting the self-employed in Greater Manchester

Supporting your self-employment journey

Are you self-employed or running your own business and keen to grow? Not sure how to improve client retention? Know the basics but want to take your venture to the next level? Whatever you're facing, whether financial issues, instability with work, health barriers or not knowing what step to take next, there is support available.

EnterprisingYou is a government-funded programme specially designed to support self-employed individuals, including those

Specific points to note:

- LIS update & W&S redraft
- Life Ready Survey: Annex 1
- ESF Skills for Growth: Annex 2
- ESF Youth Opportunity Programme: Appraisal Stage with Managing Authority
- Enterprising You Launch
- Life Ready/NEET action plan: In development with partners & LA's

Forward look...some ideas



Quality

- More can be done around attracting and retaining teachers and leaders, as well as supporting CPD of teachers & college staff to ensure they are industry relevant

Clear Line of Sight

- Continue Bridge GM rollout and extend/expand current work shadowing scheme
- Support GMACS rollout
- Develop Curriculum for Life framework
- Developing NEET actions with LA's

Core Skills & Talent

- Develop digital entitlement through AEB
- Support take-up of iDEA and digital inclusion
- Implement Digital Talent pipeline programme in schools
- Support core skills activity embedded across all Work & Health Programme (WHP) activity

Support People to Enter & Progress In Work and out of Low Pay

- WHP is supporting 22,000 people over 4 years and is out-performing DWP and devolved London comparators
- Promote Good Employer Charter to boost Living Wage
- Implement an 'in-work progression' pilot
- Test a career, skills business & finance MOT with low income self-employed and gig economy workers; trial integrated place-based approach for UC claimants who are employed on low incomes

High Quality Apprenticeships and Higher Technical Skills

LIS is driving sector-based approach: looking at 'what job?' across sectors to help drive change in the system, from schools to technical education & Apps:

- Map Apps/T-level provision to identify gaps
- £3m digital skills programme to develop boot camps
- Expand Levy Matchmaking Service
- Identify scope for partnerships between FE, HE & employers for innovative models for L4/5
- £42m ESF sector specific Skills for Growth Programme launch Feb

Next steps for the year ahead: what are we going to do?

What works well and what needs to change?

We will use the LIS partnership as a mechanism for working collectively with central government to shape and drive change; ensuring a truly place-based approach to commissioning and delivering across GM



Focus on Place

We want to understand how it feels in each place: we will gather a better understanding of the landscape in each LA – how this impacts residents and how they engage with / use the system. We will ensure that there is a clear, integrated skills & work offer / infrastructure in all parts of GM by listening to local people and businesses



Focus on Sectors

Using the findings and implementing the recommendations in the LIS, we will support and develop key sectors (incl. public services) so that they can act as key enablers for GM – growing, thriving and competing with local, national and international economies.

Life readiness survey – introduction Annex 1

- A survey of Year 10 pupils across Greater Manchester, to find out whether young people have hope and feel optimistic about their future.
- Administered within school day via online link; participating schools linked with GMCA through existing Bridge GM infrastructure and our Enterprise Coordinators.
- The first Life Readiness survey in 2018 saw 95 Bridge GM schools participate as well as a further 14 schools outside of this network. In total, 5,688 responses from Year 10 pupils were received – around 18% of all Year 10 pupils across GM.
- 85% of Year 10 pupils last year said they have hope and feel optimistic about the future. However, nearly one in five (18%) of the pupils who responded agreed with fewer than 4 of 7 'life readiness' statements, confirming that further support is needed to equip young people as they move from compulsory schooling to further educational, training and employment opportunities.
- The follow up survey has been expanded, in line with Reform Board requirements, to examine in more detail:
 - i) pupils' thoughts about their futures, including their priorities and worries;
 - ii) pupils' overall well-being; and their happiness with 10 aspects of life that are important to subjective well-being;
 - iii) pupils' experience of careers education, advice, information and guidance (CEAIG); and their future plans.

Feelings about the future – headline survey findings

The survey explores students' hope/optimism for the future by asking them about specific aspects of how they view their future: getting good grades at school; getting a job; their health; money worries etc. We also include a question asking what importance they place on key issues like Brexit, climate change and information privacy.

- **81% girls and 88% boys said they have hope and feel optimistic about their future.** The % of hopeful and optimistic girls has reduced by 2.2 percentage points, and should be viewed as a small but meaningful decrease. The % of hopeful and optimistic boys has reduced by 0.5 percentage points, but should be viewed as essentially unchanged.
- **23% girls and 12% boys disagreed with more than half of the survey's 7 life readiness statements (this is our broader 'ready for life' measure).** The % of 'not ready for life' girls has increased by 0.3 percentage points. The % of 'not ready for life' boys has increased by a larger 1.2 percentage points. In neither instance does the change suggest a fundamental deterioration in outlook, though clearly it is a more notable change for boys' responses.
- Pupils are worried about a range of issues when thinking about their future – **71% said they were worried about getting good grades at school; 63% about being able to find a job when they are older.**
- When asked about a range of wider issues in society, **73% said they were very, or fairly, worried about the possibility of war or terrorist attack. 69% are worried about the broader issue of climate change and the environment.**

Emotional health and well-being - headline survey findings

The survey mirrors a small suite of tried-and-tested questions used by The Children's Society since 2010, which explore life experience, satisfaction and happiness across a number of domains (e.g. family relationships, school life, body image, activities and interests etc). We also include questions specifically requested by the I-THRIVE programme to gauge whether pupils know about options to improve their mental health and wellbeing.

- **18% of respondents report low well-being** – this is 1,374 pupils across GM who scored below the midpoint of the 0-10 scale when asked “How happy are you with your life as a whole?”
- **When asked about 10 different aspects of their life, 30% of respondents have low-wellbeing in relation to their appearance.** There would appear to be disproportionately high scores in our Greater Manchester results, when comparing to results from similar national surveys conducted by The Children's Society with children of the same age. National surveys tracked over time show a long-standing and growing gender difference in feelings about appearance. In GM, 41% of girls reported low well-being in relation to appearance, compared to 17% of boys).
- **16% of respondents have low well-being in relation to their health (reported they were unhappy with their health).** This again would appear to be a disproportionately high figure when compared to results from similar surveys by The Children's Society
- **71% of students said they know how to improve their emotional health and wellbeing, and 77% know where to go / who to speak to if they need help.** Three quarters of boys, and two thirds of girls said they would ask their parents for help.

Careers Education - headline survey findings

The survey asks a range of questions about the careers education, advice, information and guidance that pupils may be receiving, to understand what pupils are receiving, how informed they feel about options, and whether they know how to access more support. The survey also asks pupils about encounters with employers.

- **3 in 4 report they have received at least one form of careers education, information, advice or guidance.** The most commonly received are careers talks at school, careers lessons led by teacher, and learning about careers they could go into with the subjects they are studying.
- **Two thirds of those who received careers education and/or work experience report that it was helpful.**
- **Not receiving careers education is correlated to feeling unprepared for life.** Amongst the minority of students who report they have not received careers education, 40% also feel they will finish education without the skills and knowledge they need to be prepared for life. This compares to 25% for students who say they have received some form of careers education.
- **A minority of students (1 in 4) report they are not sure what they are interested in studying or training in after Year 11.** This shows some moderate differences according to disability or learning difficulty, gender, and free school meals (when viewed along with gender).
- **When asked what would help most with making future (post 16) choices, students most frequently said that a dedicated website, like GMACs, is their first choice for what they want.**

GM Skills for Growth Programme: Annex 2

Employer driven approach - constant feedback loop to inform highly relevant delivery

2,750 SMEs - 25.6k participants in learning

Understanding employer need, opportunities for engagement, sector intelligence gathering and GMCA capacity

Employers developing deep understanding of their plans for growth and the range of routes for them to get there

Skills and technical training developed and delivered to respond to employer growth needs

Industry Skills Intelligence

Managing and stimulating **delivery**, identifying occupational gaps

Employer Engagement – connections to

- Bridge GM
- Good Employment Charter
- Social value
- Systems development

Building **partner capacity** e.g.

- Growth Hub
- MIDAS
- GMCC
- Sector & employer representative organisations

Referral network management e.g.

- JCP (SBWA)
- NEET and employment programmes
- AEB

Understanding and engaging business

(Non commissioned – facilitated by GMCA)

Identifying Skills Need

(Commissioned activity)

Delivering Skills

(Commissioned and non-commissioned)

LIS Sector Large Employers

- Intelligence gathering via Industry Skills function
- Hard to fill vacancies
- Delivery partnerships

SME's

- Skills for Growth Plans
- Business growth and productivity

Employees within supported SME's

- Skills Development Plans (see definition)

Individuals

- Via referral networks
- Non commissioned

1. **Existing and vacancy led** 'off the shelf' provision to create delivery partnerships e.g. extensions to Fast Track Digital projects
2. **Quality assured provision** that needs connecting to employers and vacancies
3. Identified **employer need** where provision needs developed (doesn't exist at the moment)
4. **Existing programmes** and accredited training