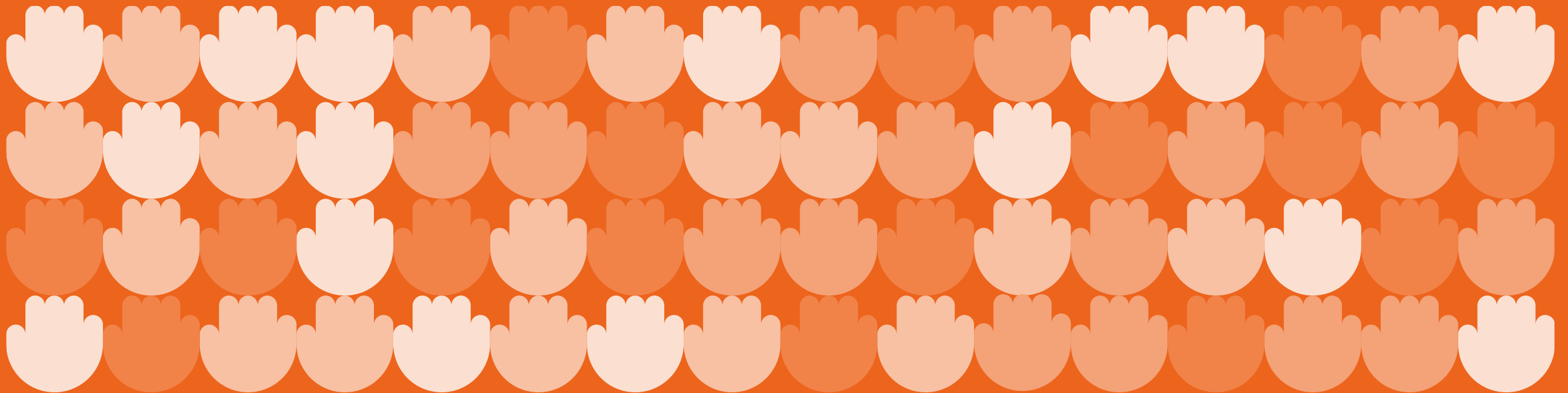


# SKILLS FOR GROWTH

## Strategic Briefing



Wednesday 17<sup>th</sup> March 2021



# Housekeeping

- Due to the large number of attendees on the call - please could we request that all video cameras are turned off and microphones muted
- If you have questions, please flag them in the meeting chat and we will respond at the end of this session
- This session will be recorded.



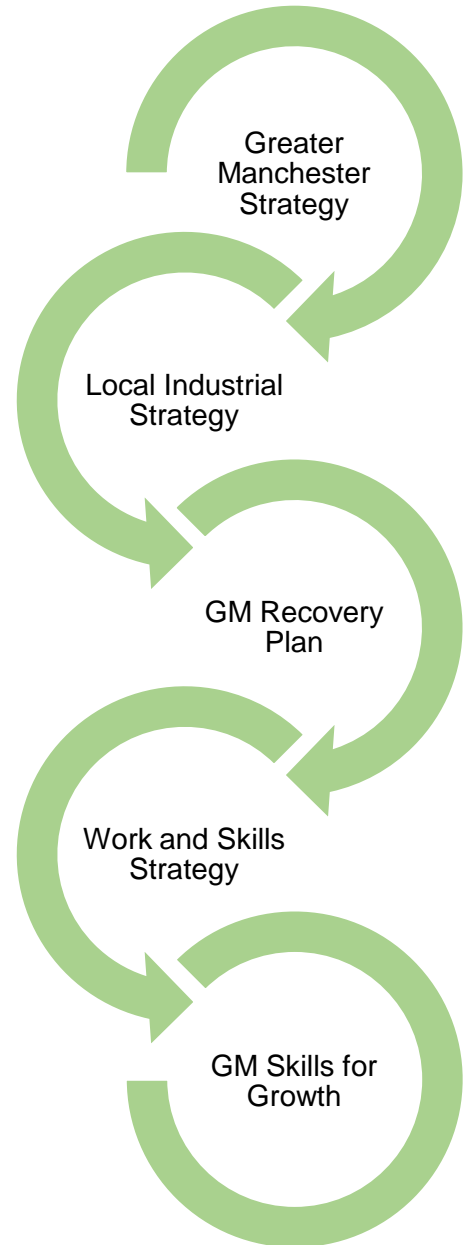
- Programme Overview
- Achievements to date
- Industry, Labour Market and Skills Intelligence Work
- Planned Commissioning
- SME Support Update from the Growth Company
- Q&A



**Purpose of this  
morning**

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# Creating an employment and skills system that works for everyone



Skills underpin every facet of life in Greater Manchester - we need more highly skilled people to grow the economy and raise productivity.

All of GM's skills and work programmes form part of a complex skills landscape contributing to the talent pipeline

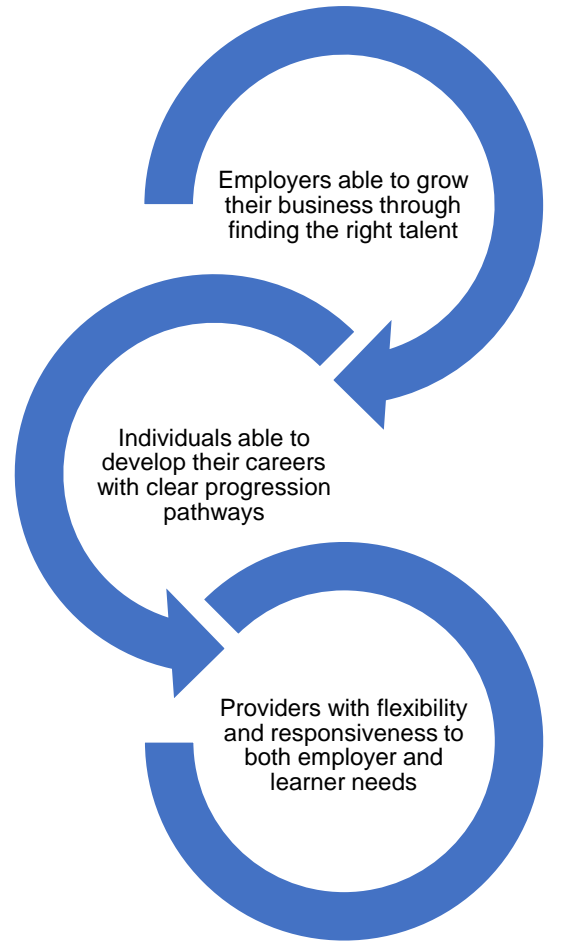
Current skills system does not deliver enough people with high quality, relevant skills and, at higher technical levels required by employers.

We need a flexible and responsive skills and employment system which puts the needs of learners and employers at the heart of all that we do.

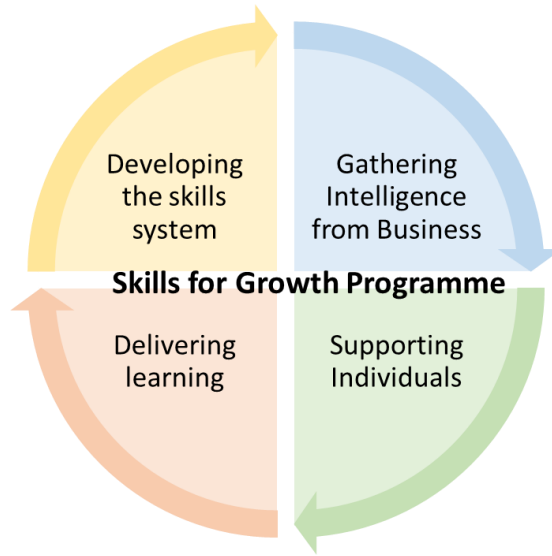
Critical role for targeted skills investment to unlock and enable economic growth through a system built with employer skills requirements at the heart.

Our Work and Skills Strategy confirms our commitment to strengthening employer engagement and developing the work and skills infrastructure to meet the needs of the economy.

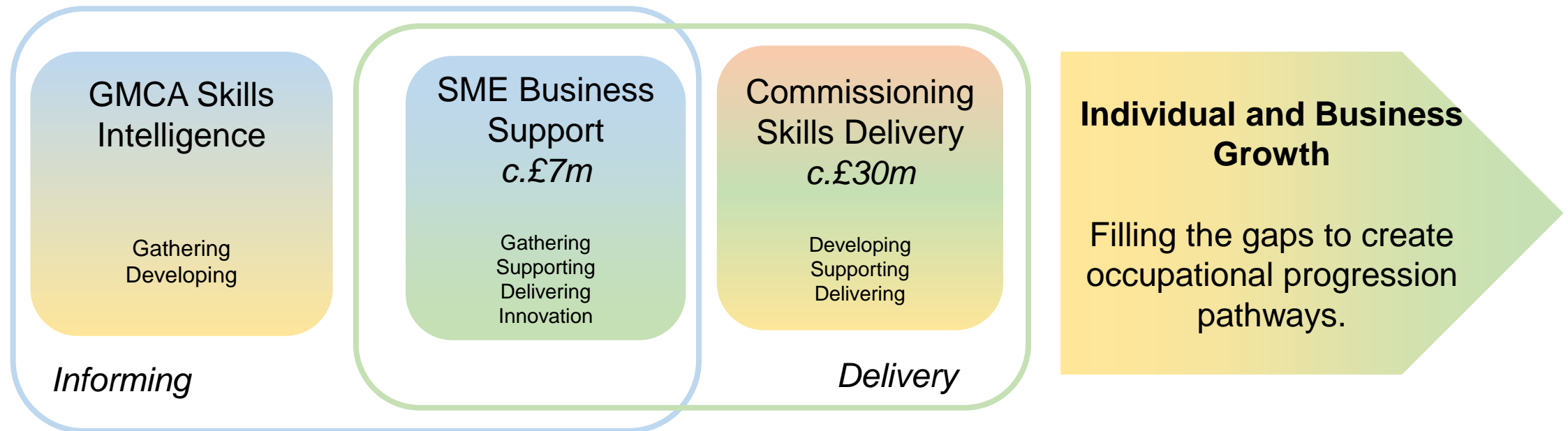
The Skills for Growth programme will support business growth, delivering an integrated approach to employment and skills - supporting providers to better meet the needs of residents and employers through the creation of new partnerships and innovative methods of delivery. We want to demonstrate the importance of businesses engaged in the development and delivery of skills to ensure they meet their needs.



# A way to bring this together: ESF Skills for Growth



- £42m ESF, three-year programme
- 25,000 individuals, 3000 businesses
- Purposefully iterative
- Designed to build a truly collaborative programme using real time intelligence
- Shapes skills delivery and responds to skills needs that emerge throughout the programme's lifetime
- Test and learn approach



# Achievements To Date

- **SME Support**

- A fully funded tailored service to help up-skill employees and improve business productivity
- £7m contract awarded to GMBS (Growth Company), which went live in October 2020
- GC will be giving an update on this element of the programme later in this session

- **Evaluation Partner**

- We have recently awarded the Evaluation Partner contract to York Consulting
  - Mobilisation and Implementation is now underway; they will be evaluating all aspects of the Skills for Growth Programme
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# Achievements To Date

- **Greater Manchester Individual Tracker System (GMIT)**

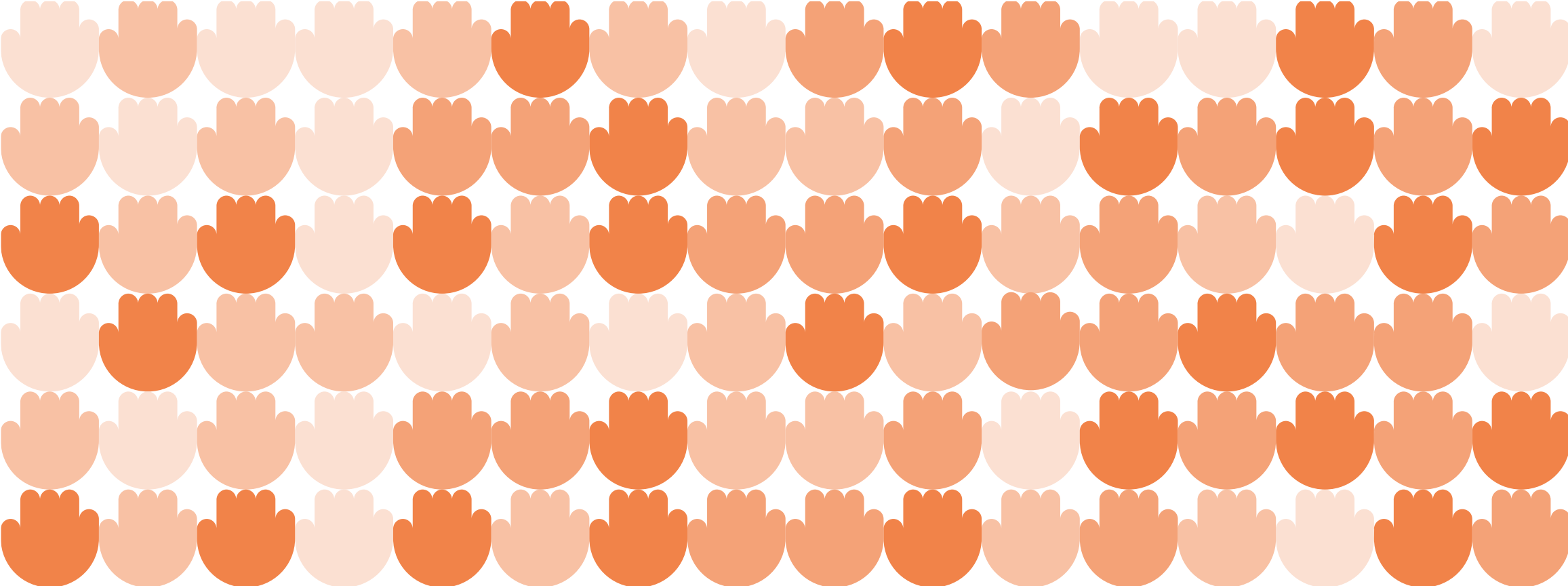
- GMIT is a bespoke system built to meet the requirements and specification of GMCA, which will be used to track the 25k+ individuals that will access the programme across skills providers
- The contract was awarded to Umlaut, and is currently in its solution design, implementation and test phase
- It will be live for use with the first Skills Support packages of delivery (before Summer)

- **Flexible Procurement System (FPS)**

- The FPS has now had two openings, and we are making final preparations to commission Skills Support packages of delivery through the framework
  - All SFG commissioning will occur through the FPS. Only organisations already on the FPS will be able to bid for the first packages of skills delivery
  - A date for the third opening of the FPS is yet to be confirmed, but we are expecting it to be in the Summer. We will update the Skills for Growth mailing list with this information when it is available
  - If you are interested in joining the FPS please see contact details on last slide
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# Industry Skills Intelligence Team – Update

The Industry, Labour Market & Skills Intelligence Team will be a key part in the development of a fully aligned labour market response in GM where there is a **credible, current, employer led** and **shared understanding** of the jobs, talent and competencies employers need across Local Industrial Strategy frontier and foundation sectors.





# Industry Skills Intelligence

- Intelligence is coming thick and fast across frontier and foundation sectors.
- Intelligence reports can be found on the Skills for Growth website:

[www.greatermanchester-ca.gov.uk/what-we-do/work-and-skills/skills-for-growth/](http://www.greatermanchester-ca.gov.uk/what-we-do/work-and-skills/skills-for-growth/)

- Low carbon buildings
- Digital
- Manufacturing
- Health and social care added imminently
- Monthly meetings with the SME Support Provider is strengthening and adding richness to intelligence.
- Working closely with local authorities to knowledge share around intelligence.

## Creating a shared understanding

Around 100 people attended both digital and health and social care knowledge share events

## Employer networks working together on initiatives

- GAMMA
- Cyber Advisory Group
- Retrofit Accelerator

## Shaping careers and Inspiration activity

Being used to shape labour market information on GMACS

Science and Industry Museum are shaping programming based on sector intelligence including community and schools outreach

## Commissioned activity

Princes Trust shaping commissioning around intelligence for more vulnerable young people

ESF Skills for Growth – Retrofit and Digital Transformation will be the first

# Findings

## Retrofit

- Trades and professionals will need **upskilling**.
- Many of the trades and professions affected are in shortage now, so we need to **increase those entering the wider construction industry** in general.
- There will be some **new roles for example retrofit coordinator** and some roles such as assessors may not suit as an add on to other jobs.
- Relatively speaking the market for retrofit is growing in GM but fairly small and linked to one off funding rounds so **skills development needs to be closely linked with projects in the short term**.
- There are **challenges in defining what high quality training** and accreditations meet the needs for retrofit. We are feeding into this conversation.

## Digital

- We still need high level digital skills in certain areas such as **software developers, cloud and network engineering, data analysts and cyber**.
  - **Digital transformation** is seeing the needs for these skills and others such as technical sales and marketing, information security, digital finance, data and digital management skills.
  - There is a need for **specific mindsets, attitudes and wider attributes other than technical ability**. Employers need to better define these and support the talent pipeline to develop them by embedding into training and skills development.
  - **There are areas of digital which do not have well defined progression pathways** and there is a need for employers to better articulate pathways into areas such as cyber and cloud engineering.
  - There is a big drive to increase the diversity of the sector and a great opportunity to **define good inclusive recruitment and working practices** building on good practice.
-

## Manufacturing:

- **Mixed picture** in terms of COVID impacts
  - Skills needs in
    - Food and Component Manufacturing Operatives
    - Production Operators and Production Managers
    - Sales and Marketing
    - Digital roles within Manufacturing; AI, data analysis, digital marketing and finance
  - Few but specific high skilled needs: welders and metal workers
  - Real opportunity to start out as an **apprentice** and progress through to senior roles.
  - **Aging and diversity** issues within the workforce
  - **Decarbonising industry** will require this sector to be one of the first to respond to achieving our environment goals. This will have skills impacts
  - We have some high quality offers to **support businesses to adopt new technology**. Skills support sitting alongside this is needed.
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## Health and social care:

- HSC vacancies have accounted for 30% of all GM vacancies at the end of 2020 and this remains a **growth sector**.
- Skills needs in:
  - Care Worker / Care Assistant
  - Occupational Therapist
  - Personal Assistant
  - Social Worker
  - Some health roles e.g. nurses
  - Health - High level roles, GPs and specialist consultants
- **Retention and low pay** are an issue in this sector. Increased strain of COVID is adding to stress in this sector.
- **There are opportunities to progress** right through from entry level to higher level skilled occupations e.g. Nursing associate pathway. There is a jump between level 3 to 5.
- **Step into Care model** is creating better diversity and retention in areas of GM. This approach should be upscaled. **Values based recruitment** is part of the success.
- Wider areas of wrap around holistic support would benefit areas of the industry. For example, **high quality resilience and wellbeing training, compassionate leadership, support with driving licence. Sector specific ESOL training.**

# Industry Skills Intelligence – timeline

## Intelligence gathering

### Live intelligence gathering

- Life Sciences
- FinTech
- Logistics
- Construction and infrastructure
- Green Economy

### Likely sector starts in April 2020 and onwards

- Hospitality, leisure and tourism
- Wider areas of Professional and financial services – e.g, legal
- Digital transformation in the public sector
- Education (early years)

## Knowledge Sharing Events and reports

- Digital – FinTech to be added in addition late spring
- Manufacturing
- Low carbon buildings
- Health and social care (imminent)

## Implementation

### Skills Commissions before the end of June 2020:

- Low carbon buildings – Retrofit
- Digital Transformation

### Future commissions after June 2020:

- Manufacturing
- High level digital skills
- Health and social care

### Future commissions Autumn 2020:

- Life Sciences
- Construction and infrastructure
- Professional and financial services
- Education (early years)

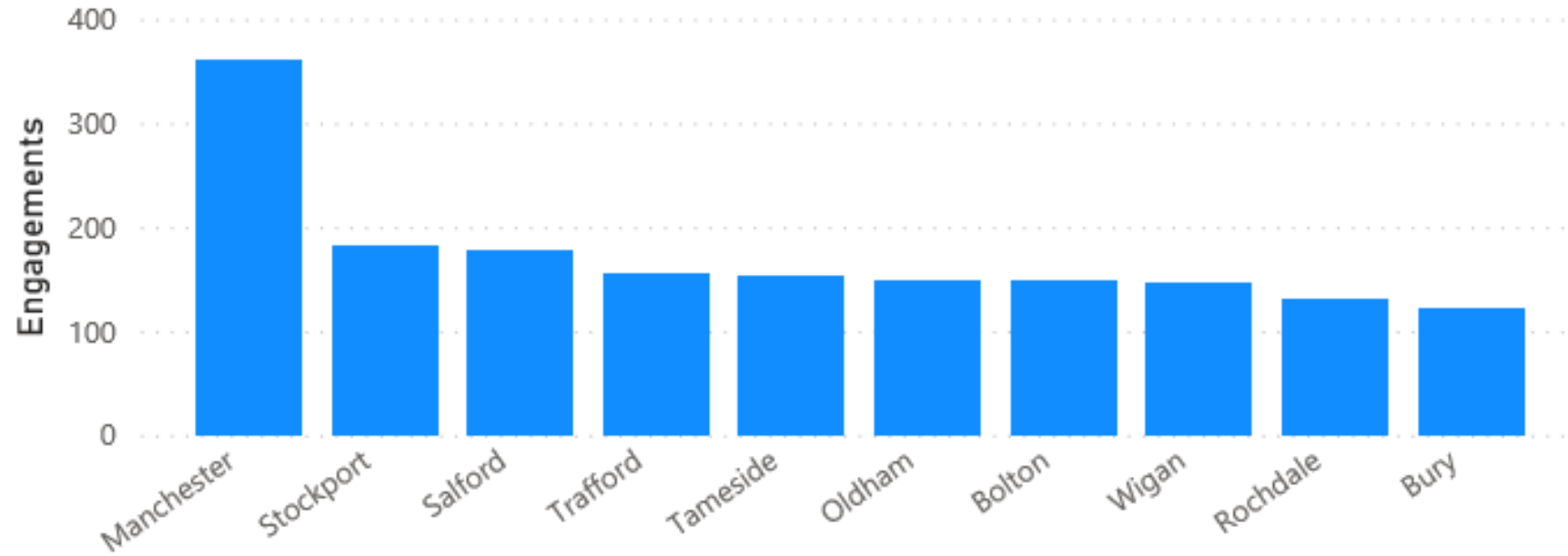


# SKILLS FOR GROWTH SME

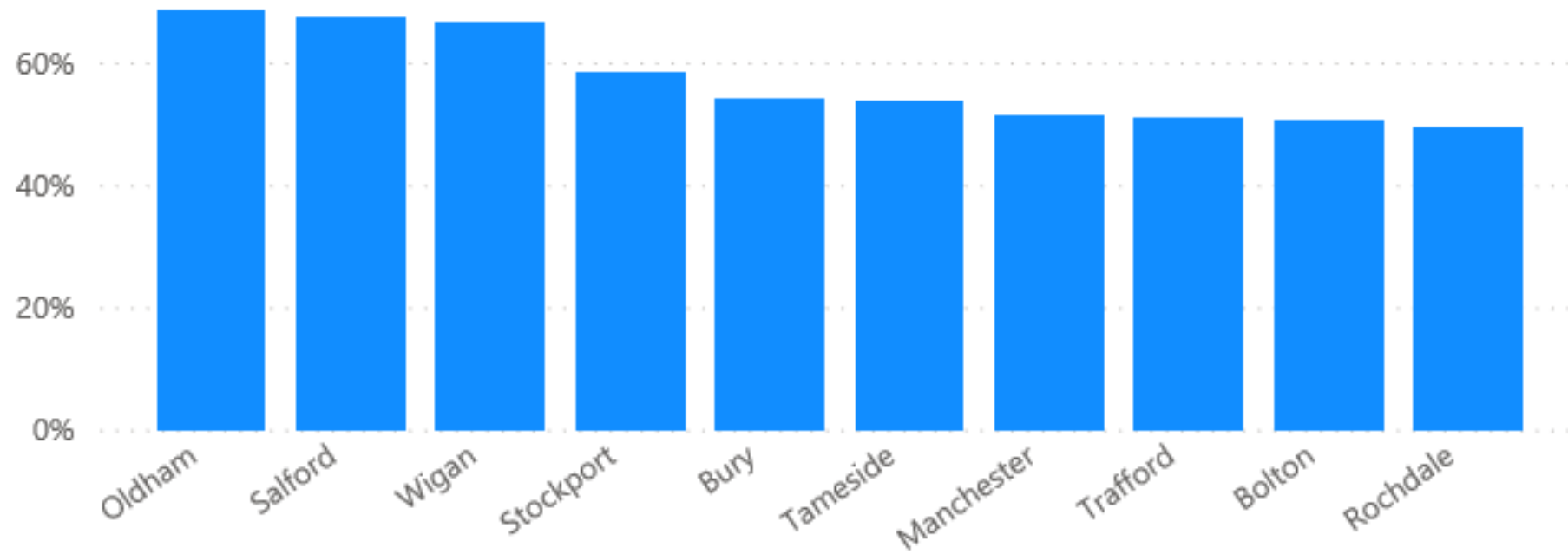
[www.skillsforgrowthsmc.co.uk](http://www.skillsforgrowthsmc.co.uk)



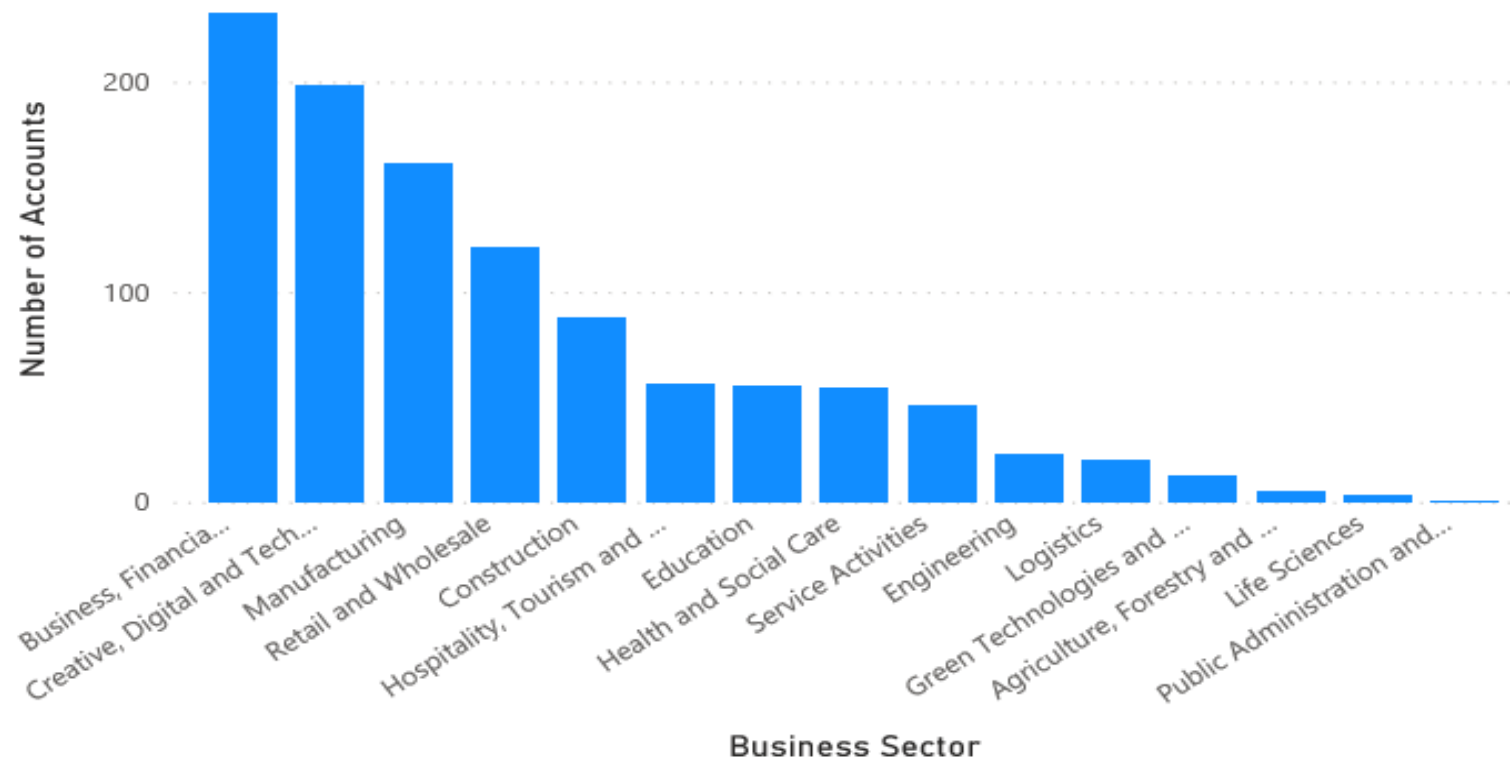
# SME Engagement



# SME Engagement Conversion



# Engagement by Sector







  
**CHALLENGE  
CREATES  
OPPORTUNITY**



Web: [www.skillsforgrowthsme.co.uk](http://www.skillsforgrowthsme.co.uk)  
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Tel: 0161 233 2645



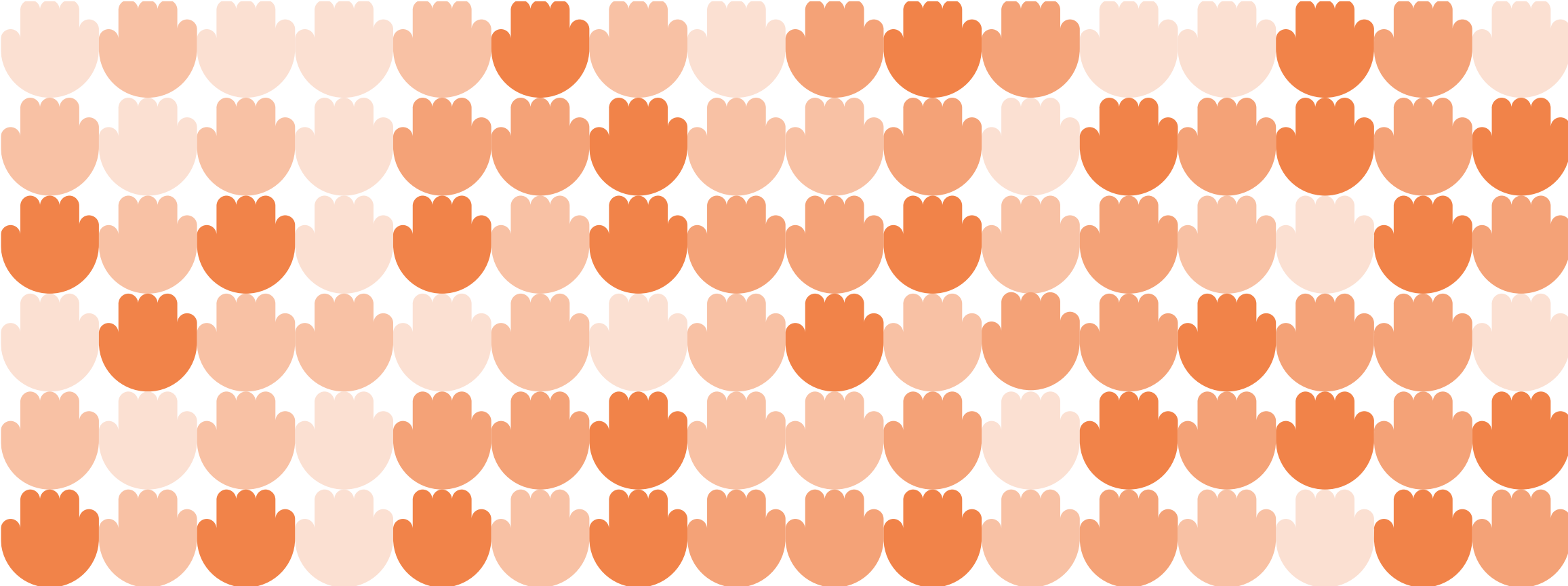
# JOIN THE SKILLS REVOLUTION

**SME SUPPORT**

[www.skillsforgrowthsme.co.uk](http://www.skillsforgrowthsme.co.uk)



# Q&A



# Key Contacts

[SkillsForGrowth@greatermanchester-ca.gov.uk](mailto:SkillsForGrowth@greatermanchester-ca.gov.uk)

<https://www.greatermanchester-ca.gov.uk/what-we-do/work-and-skills/skills-for-growth/>

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