

Business Development EXCHANGE

Thursday 5th March 2026
10.30am - 12.00pm
Microsoft Teams



AGENDA



- Welcome
- Introductions
 - Business Development Exchange Chair – Zack Grimes
- GM Skills Map update – Jordan Winterbottom
- Marketing / Business Development Discussion
- GMACS & Beeline update – Simon Pook
- AoB
- Next Steps

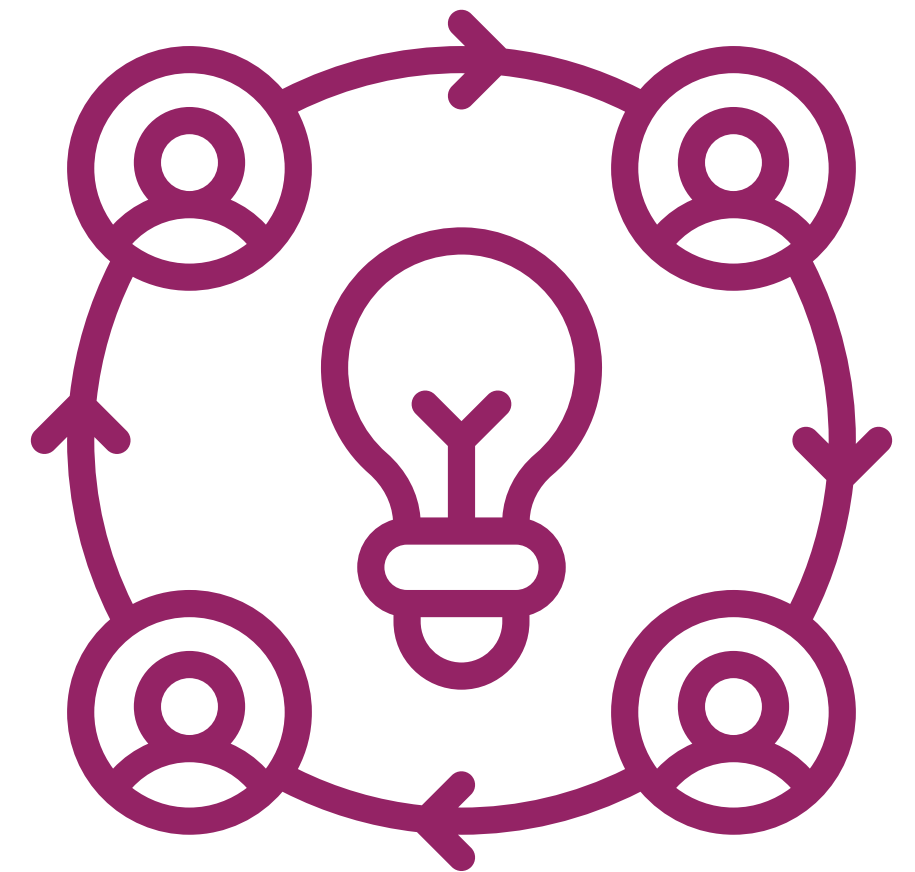
EXCHANGES



SHARE GOOD
PRATICE



DISCUSS
CHALLENGES



COLLABORATE

CURRENT EXCHANGES

GMLPN Member Exclusive



QUALITY



SAFEGUARDING



SEND



FE RECRUITMENT
& WORKFORCE



MENTAL HEALTH
& WELLBEING

NEW EXCHANGES

Open to all providers



CEIAG

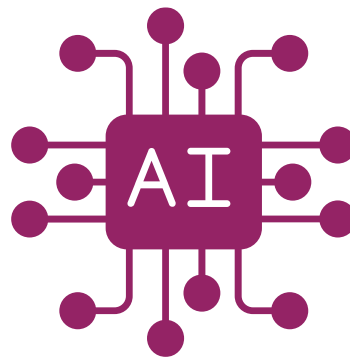


BUSINESS DEVELOPMENT

People and Employer Engagement



**Provider
Networks**
Community
of Practice



AI

In partnership with ALPS Alphi (Surrey Provider Network)



INTRODUCTIONS





IMPACT EVALUATION

BUSINESS DEVELOPMENT CHAIR WELCOME



Zack Grimes
Co-Founder / Director
MarCommED



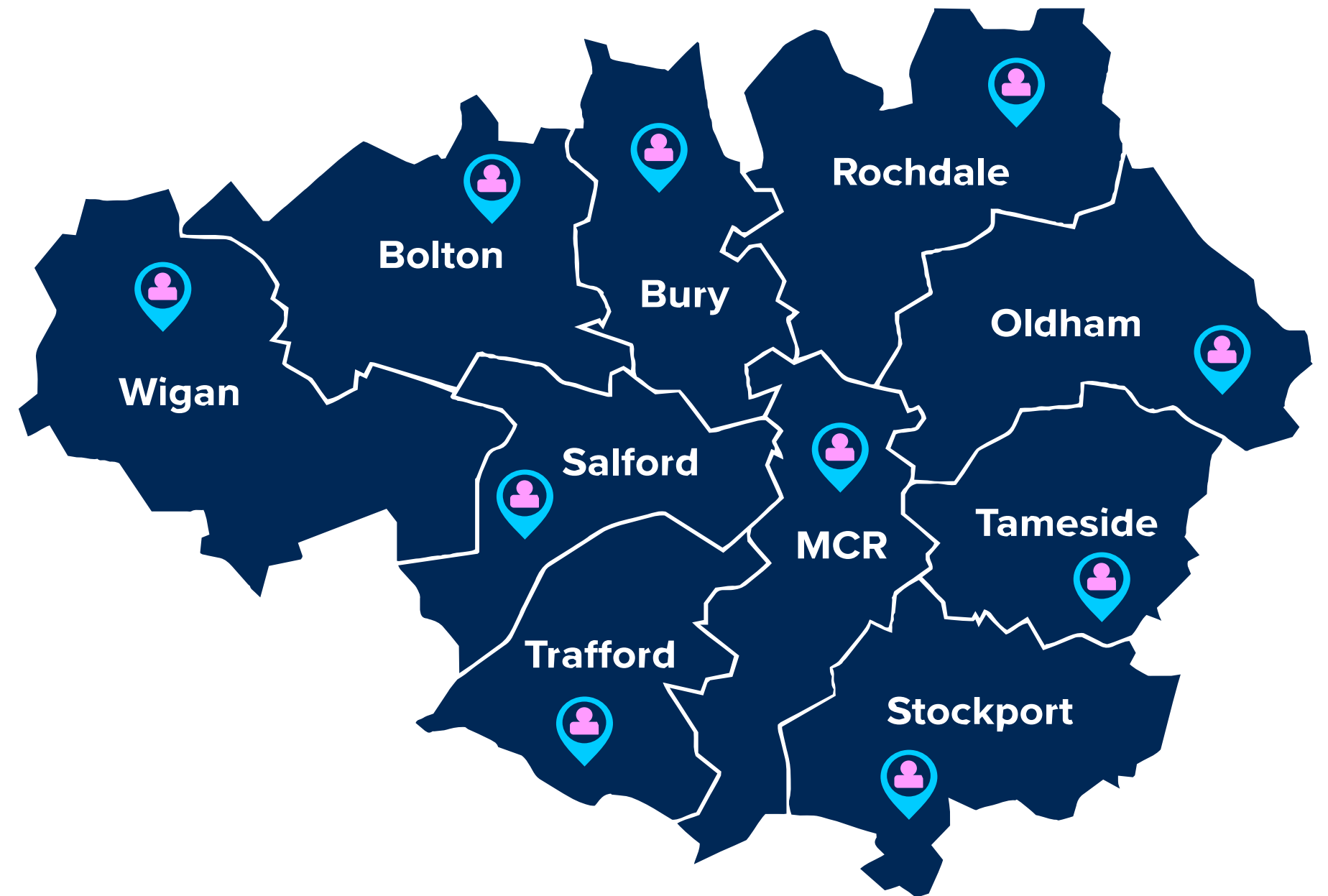
GM Skills Map

Greater Manchester's
Number 1 Training Director



Funded by
UK Government

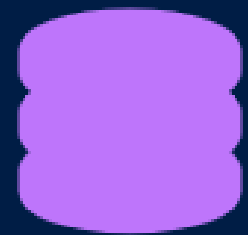
**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY



Who Are We?

The GM Business Growth Hub is Greater Manchester's business support organisation. We offer fully-funded support to businesses of all sizes, at any stage of their business journey. We offer support across these 5 areas

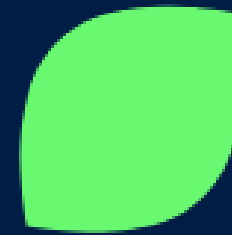
Funding



Innovation



Sustainability



People



Sales



GM Skills Map makes finding training easier

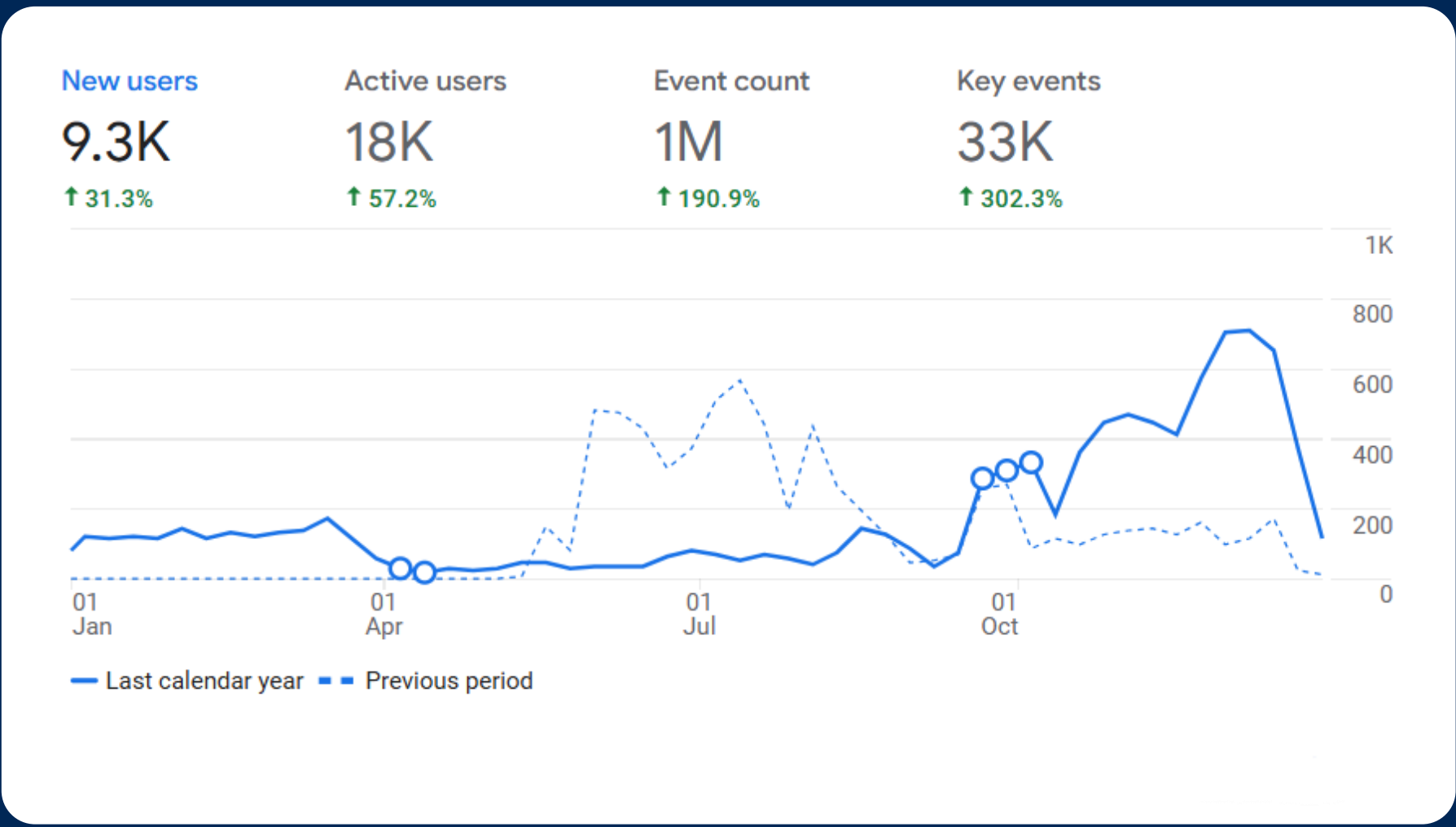
The website is available for any one in Greater Manchester to find training. You don't have to register to enquire about a training course.





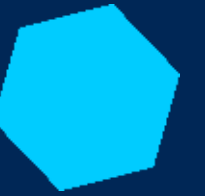
Monthly users to the website

2024 vs 2025



The spike in users around July 2024 and November 2025 are reflective of our paid marketing campaigns

We run regularly paid social and paid search campaigns as well as creating in house content to promote the training available on GM Skills Map



253 Training Providers Registered

This includes Greater Manchester colleges and universities. Accredited training providers and self-employed individuals offering their expertise.

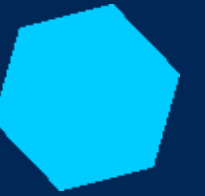
977 Employers Registered and receiving support from BGH

4,945 Referrals onto Training

Some referrals will be for multiple delegates

1,152 Started, 1,729 with provider

Courses Currently Available



381 Fully Funded

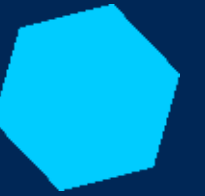
1667 Commercial

439 Apprenticeships

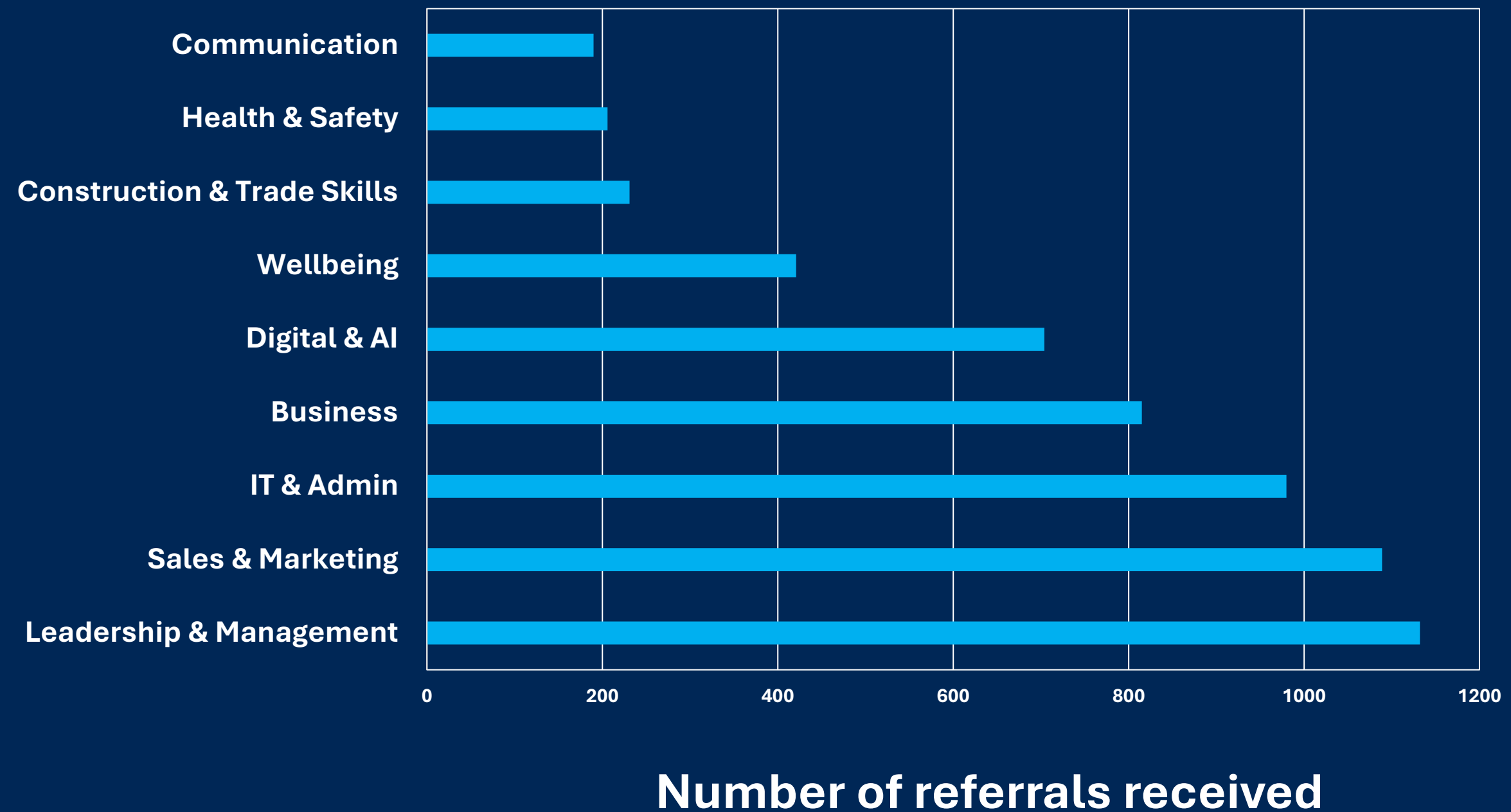
86% of referrals are for fully funded courses

Applicants who enrol onto commercial training spend an average of £465

Popular Course Categories



These are the categories where we see the most interest



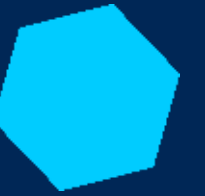
Skills Support from Specialists

What sets us apart from similar websites is that we offer fully funded, tailored support to businesses to help them to identify skills gaps.

Our specialist **Workforce Development Team** and **Skills Coaches** can then recommend courses on **GM Skills Map** to meet these needs.



Our Goal



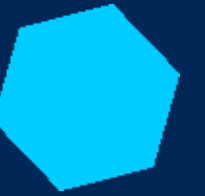
GM Skills Map aims to be the main website that Greater Manchester businesses, residents, and training providers use to find training available to them.

We want to continue to develop and improve the platform to make finding and promoting training opportunities easier.

Register Today

It is free to register your organisation on GM Skills Map. The support we offer is fully funded so we can help to promote your service at no cost to you.





Any Questions?

Jordan.Winterbottom@Growthco.uk



DISCUSSION

Opportunities..

- Upcoming campaigns...
 - National Careers Week (2 – 7 March)
 - IWD – Sunday 8th March
 - Mental Health Awareness Week (11-17 May)

How do you involve learners, apprentices, employers and staff?

Events, open days, and webinars?

GMLPN Opportunities!



- Monthly 'good news' bulletin
- Weekly bulletin
- Closed linked-in group
- Linked-in page
- Exchanges
- Member spotlights
- GM Skills Awards
- Member only section – under development

The current family of YEO digital services



**CURRICULUM
FOR LIFE**



OURPASS

- Launched Feb 2020, refreshed with new design in 2022
- Search for live apprenticeship vacancies
- Discover what's in your area
- Get inspired with blogs and videos
- See what kind of T Level placements could be on offer
- Learn about key growth sectors and roles in GM

Explore Jobs in the Creative, Culture and Sport Sector

GMACS
Inspire. Explore. Apply.

Explore Jobs in the Creative, Culture and Sport Sector

If you're thinking your future could be in the creative, culture or sport sectors, read on! This article, written by Jamie Weetman, has information about all the pathways that might be an option for you, as well as information on the jobs and careers within these...

Read more

Support Active Travel with TfGM's Youth Travel Ambassadors

GMACS **TfGM**
Inspire. Explore. Apply. Transport for Greater Manchester

Support Active Travel with TfGM's Youth Travel Ambassadors

In this article, hear from Claire, Ambar, Dai Libby and Megan, who are Transport for Greater Manchester's Youth Travel Ambassadors and what the programme is, the changes they make and the skills they have developed. What is the Youth Travel Ambassador (YTA)...

Read more

Hear from DJS Research on why Careers Fairs are so important

GMACS **djs** **Bramhall**
Inspire. Explore. Apply. research

Hear from DJS Research on why Attending Careers Events is so Important

GMCA

GREATER MANCHESTER COMBINED AUTHORITY

Management and Administration Placement with Greater Manchester Combined Authority (Safer and Stronger Communities Team)

Gateway: Financial and Professional
T-Level: Management and Administration
Location: Manchester

You will have the opportunity to work in various areas of the business, having a direct involvement in projects and programmes whose objective is to prevent and reduce crime and associated issues across Greater Manchester.

Early Years Sector

The Early Years sector refers to the learning and care a child receives up to age five. Early years education settings include nurseries, preschools, childminders and school reception classes. These first few years of a child's life are incredibly important and the workforce play a huge role in helping them to achieve their potential.

→ Get inspired

Average annual salary

£27,300

Percentage of GM workforce working in this sector

1%
(14,500 employed)

Approximate number of GM employers

1,200



- **Getting involved:**
 - Apprenticeship vacancies pulled in from gov.uk API (large GM schemes can go on opportunities page)
 - Careers events within GM
 - Guest blog posts
 - Feedback on content on site
- simon.pook@greatermanchester-ca.gov.uk

Beeline



An online service inspiring young people to explore Greater Manchester's economy

Young people step through the gateways of the Greater Manchester Baccalaureate to help inform their next steps

Users can find out about real jobs in Greater Manchester and how much they could earn

www.gmacs.co.uk/beeline

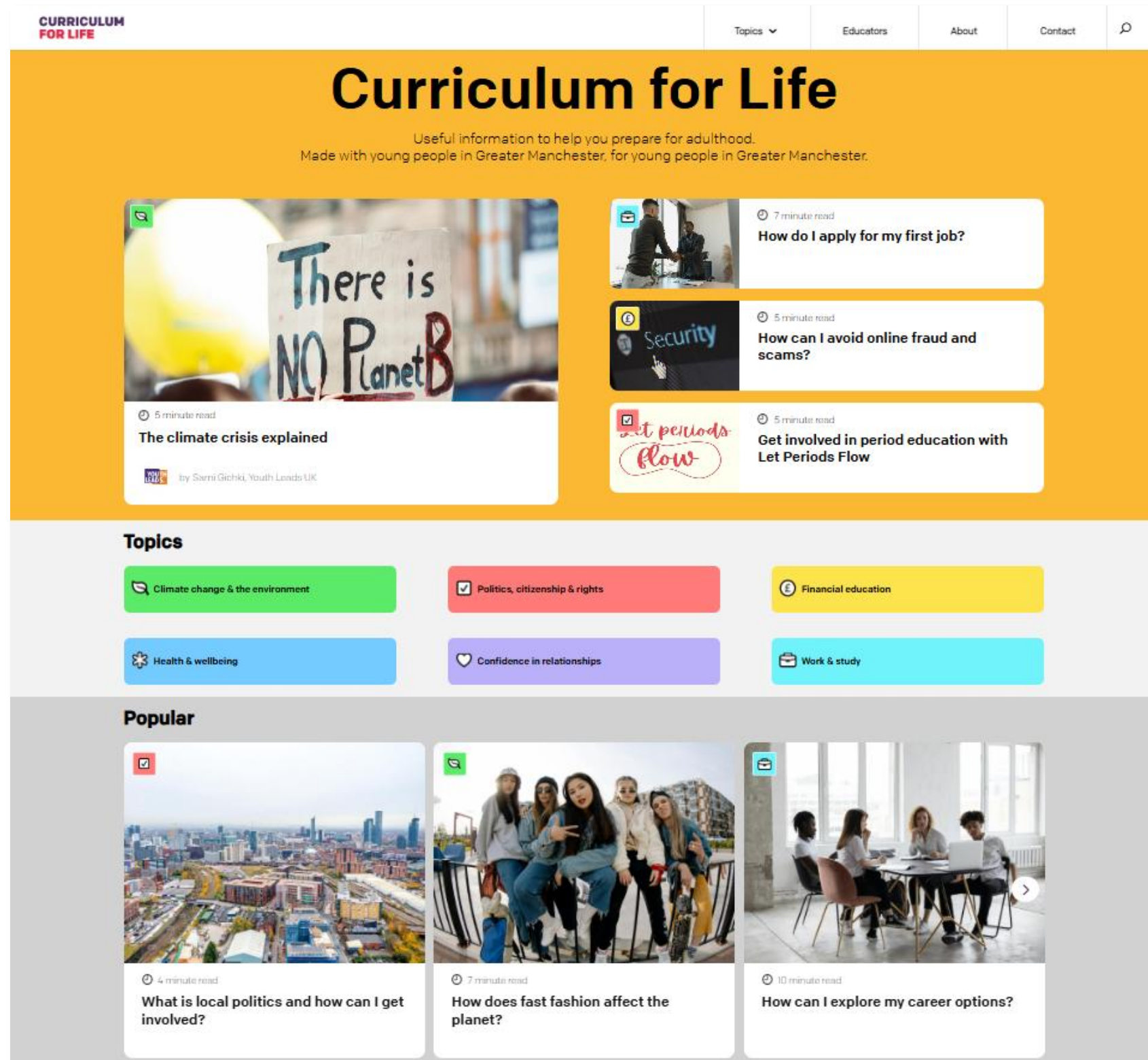
Getting involved:

Join GMCA Employer Integration Boards/Employer Supporter Action
Networks for each gateway
Feedback on content/job roles/further links

EIB/ESAN: sophie.hope@greatermanchester-ca.gov.uk

Feedback: simon.pook@greatermanchester-ca.gov.uk

Curriculum for Life



- A life advice website made with young people in Greater Manchester, for young people in Greater Manchester
- An early manifesto commitment from the Mayor
- Young people central to the concept, design, content and ongoing development
- Aligns to PSHE, and complements existing resources developed by educational institutions and Local Authorities

Curriculum for Life

Getting involved:

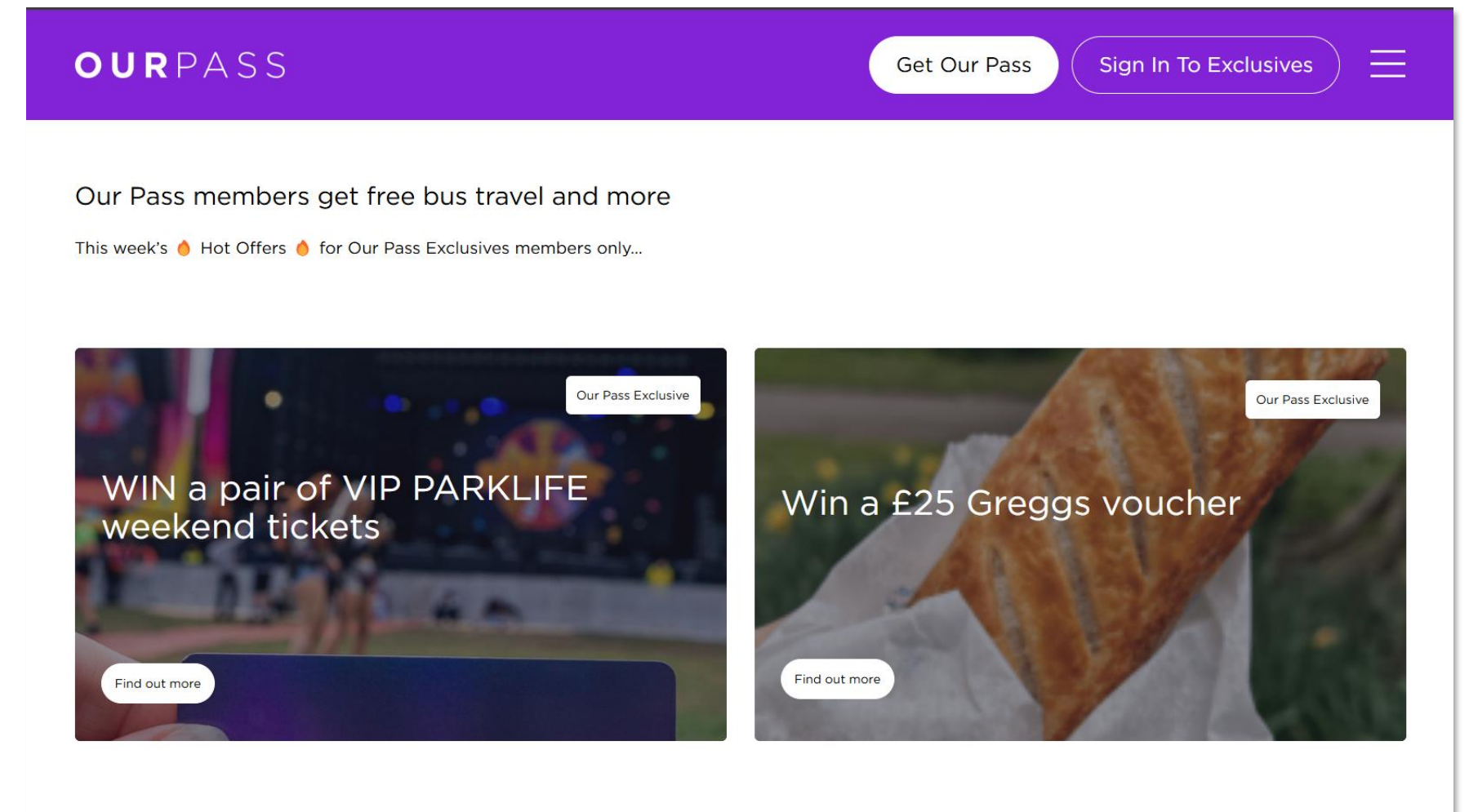
Young people can submit articles on topics that interest them, and we can help them work on these

Subject matter experts can review articles on topics they have knowledge in to help ensure accuracy

simon.pook@greatermanchester-ca.gov.uk

Our Pass

- 16–18-year-olds, primarily, plus wider offer to care leavers (up to 25)
- Removes travel cost as a barrier
- Free leisure, sport, retail and culture opportunities
- A collaboration across GMCA, TfGM with external delivery



Our Pass

- **Getting involved:**

- Being aware of Our Pass and promoting to 16-18 year olds who you work with as a travel offer – can help with travel objections to training/skills events
- Offer creative, cultural or sport “exclusives” through Our Pass Exclusives service

- amie.taylor@greatermanchester-ca.gov.uk
- For exclusives offer: Ed.curry@something.com



DISCUSSION



IMPACT EVALUATION

Future planning...

- Anything else?
- What do you want to see at the next meeting? - Specific topics, themes etc – using Canva? Best practice, speakers...
- Date of next Exchange – Thursday 9th July 2026 – 10.00am - 12.00pm

Business Development EXCHANGE

Thank you!

