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**Manchester City Council  
Report for Resolution**

**Report to:** Economy Scrutiny Committee – 11 June 2014  
**Subject:** Links between Business and Schools in Manchester  
**Report of:** Director of Education & Skills

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**Summary**

This report provides an update on the report presented to the November 2013 meeting on the links between businesses and schools in Manchester. It considers the motivation for employer /education engagement and outlines a range of initiatives across the City. Representatives from schools and businesses who are engaged in this activity have been invited to share their experience. The report considers how the good practice that exists can be shared more widely and how a city wide framework for employer engagement can be developed.

**Recommendations**

To note and comment on this report

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**Wards Affected:** All

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**Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Links between Schools and Business, Report to Economy Scrutiny, November 2013

## **1.0 Introduction**

The need for skilled labour to meet the demands of employers remains critical to the growth and long-term success of the Manchester economy. Businesses, Schools and Manchester City Council have been working together to address the mis-match between the ambition, skills and attributes of young people and the vacancies in the City. It has been identified that a meaningful employer engagement in the different stages of a young person's journey through education and training can help bridge that gap, introduce young people to the breadth of employment opportunities in the City, help them to make informed choices and at its best inspire them to succeed, in all aspects of their education and wider achievement. Business - education engagement is broadening and deepening across the City further assisted by Manchester City Council having launched and developed a new initiative 'SNAP' which is a pilot matching service (see 2.11)

- 1.1 This report provides an update and snap-shot of some of the business - school engagement in the City since this issue was last reported to Economy Scrutiny Committee in November 2013.

## **2.0 Examples of Employer School Engagement Activity in Manchester**

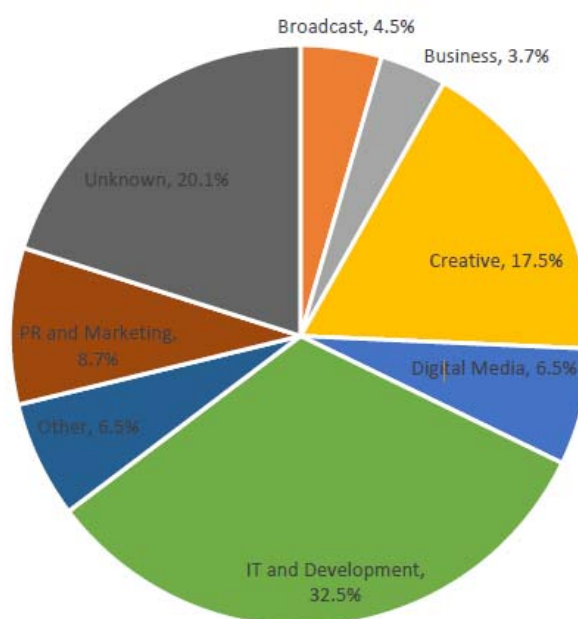
There continues to be a range of national organisations and initiatives that promote and facilitate business - school engagement, which are accessed by some schools in the City. The following information demonstrates the progress of initiatives in Manchester since last November.

### **Have A Go Event (Skills Show) – 21 January 2014**

- 2.1 The Skills Show, first held at the NEC Birmingham in November 2012, featured over 60 World Skills UK national skills competitions and enthused a new generation of young people to consider pursuing a vocational career. At the heart of its success lay a new model of experiential careers - education. This offered young people tangible, hands-on activities, which provide the inspiration and understanding to take that step toward vocational qualifications, Apprenticeships and ultimately jobs. The concept of the Skills Show was extended to other areas and adapted to meet the opportunities and needs of other LEP (Local Enterprise Partnership) areas.
- 2.2 In January 2014 Manchester City Council in partnership with the Greater Manchester Learning Provide Network (GMLPN) and the Skills Show, delivered a Careers Aspirations Event at Manchester Central Convention Centre. The event featured 50 interactive exhibits provided by local employers, colleges and training providers promoting careers across the city. A total number of 1284 students and 160 staff from Manchester schools attended. As well as high schools there were staff and students from Special Schools, Pupil Referral Units, and 6<sup>th</sup> forms. Youth groups brought young people along to the event. Feedback from exhibitors and the schools was very positive.

## Digital Skills Festival

- 2.3 In February 2014, Manchester Digital held its annual Skills Festival, growing this year from a two day summit to a four day festival, consisting of a Conference, Talent Day, Experience Day and Open Studio.
- 2.4 The Talent Day is the largest event of its kind; a careers fair for students considering a career in the digital sector, looking to find placements, full time work or apprenticeships. Over 1100 GM students attended Talent Day this year and 62 leading digital and creative businesses were offering career opportunities.
- 2.5 525 (48%) Manchester students took part with Manchester Metropolitan University represented strongly (59%). Participation from colleges and schools was 93 (18%) which is higher than in 2013. Anecdotal evidence suggests that this is due in part to Manchester Digital's Apprenticeship Matching scheme which has strengthened relationships with schools and colleges in the region.
- 2.6 The conference brought together education providers with businesses and looked at digital apprenticeships, digital disruption, coding at a young age and much more. By bringing together businesses, policy makers and educational institutions, Manchester Digital is helping to shape the future policy and the provision of digital education. The particular shortage for this industry and where the City has most vacancies are for programmers and developers. Colleagues from Manchester Digital and Manchester City Council have been supporting the development of Code Clubs in primary schools in the City.
- 2.7 The below chart shows the subject areas that attendees of Talent Day are studying or intending to study in the coming year:



- 2.8 Based on the survey's findings and evaluation, Manchester Digital will continue to run conferences, networking events and discussions.

### **SharpFutures Experience Days**

- 2.9 The Economic Development Unit funded and worked closely with SharpFutures to offer and deliver further full day experience of the Creative Digital Sector at The Sharp Project. The experience for students includes a combination of tours, workshops, taster sessions and overviews and is available to all secondary schools in Manchester for their year 8, 9 and 10 groups.
- 2.10 To date twelve schools have attended the Creative Digital Experience Days and 203 pupils have been engaged. Of these 155 students have registered onto the National Apprenticeship Service website. Twelve businesses based within the Sharp project have been involved. Feedback from both teachers and pupils has been very positive:

### **SNAP – Matching Education, Employment & Business**

- 2.11 The last report to Economy Scrutiny indicated that there were some examples of excellent employer engagement in schools across the City but that it was not consistent. To address that issue and ensure that schools, organisations that support unemployed adults move towards the labour market and businesses large and small could participate in business - education engagement officers from the City Council developed a pilot project called SNAP
- 2.12 SNAP was successfully launched as a pilot service on the 31<sup>st</sup> March by the City Council's Chief Executive and a number of businesses at the Etihad Stadium. The event itself provided opportunities for some positive networking and was attended by 167 delegates from both the business and education sectors. A total of 67 organisations made a pledge to sign up to the service on the evening
- 2.13 SNAP is a free online matching service hosted on the Manchester City Council Website:- ([www.manchester.gov.uk/snap](http://www.manchester.gov.uk/snap)) where employers and education and work provider organisations can register and specify their matching preferences for working together (type of activities that they would like to provide, type of organisation / sector to work with and any specific area of the city to work within). Currently MCC officers process the registrations, find suitable matches and make introductions. If the matched organisations are happy to work together they then decide the exact nature of their working relationship. MCC will stay in touch with all organisations to offer any further support and to monitor feedback and impact. The pilot will be formally reviewed in 12 months. In the meantime, there is a communications plan in place to promote SNAP to schools and businesses across the City.

### **Gen Y Rail**

- 2.14 Gen Y Rail is a new series of engagement and educational events for young people around the country to promote the UK railways as a career option, and to explain more about the training and qualifications and apprenticeships available.
- 2.15 Gen Y Rail consists of engineering and design competitions for 12 – 19 year olds, split into regional heats culminating in a national final. The events will also feature presentations from young apprentices and postgraduates already working in the rail industry to inspire and engage.
- 2.16 In partnership with Manchester City Council, Gen Y Rail will be holding a young persons event in Manchester on 2<sup>nd</sup> June 2014 in The Town Hall. Schools from across the Northwest have been invited and a concentrated focus on engaging Manchester schools has been undertaken both by MCC and Gen Y Rail. The rail industry is already a major employer and the opportunities will grow significantly over coming decades as HS2 is developed.

### **Business Class & A World Away**

- 2.17 Business in the Community (BITC) Business Class programme continues to flourish in North Manchester. The North Manchester Partnership of Schools, continues to support long term strategic partnerships with business such as Wates construction, Price Waterhouse Cooper (PWC), Yorkshire Bank and KPMG.
- 2.18 In addition to this BITC, North Manchester Partnership of Schools (NMPS) and the Factory Youth Zone have also developed the 'A World Away' careers and skills day to inspire young people and give them the opportunity to meet a variety of professionals from different businesses who have followed different career paths (see Appendix A case study). The event was supported by Wates, Yorkshire Bank, KPMG, PWC and Shoosmiths. These firms are also supporting the development of a further careers pathways event in September for North Manchester Students.
- 2.19 BITC and the NMPS are also working with other employers, including Tyco and Guinness Northern Counties to develop both 'discover days' looking at promoting a range of career paths to young people, as well as looking at targeted apprenticeship schemes linked to local secondary schools and academies.
- 2.20 NMPS, BITC and Wates Construction are also developing an employability passport, mapped to CBI employability passport for year 9 students. This has been endorsed by major employers and BITC are currently submitting a proposal for funding (through the New Economy), that will assist them to further develop a project based on this passport across GM.

### **3 Conclusion**

- 3.1 This report has provided an overview of some of the very valuable activity that is taking place between businesses and schools in the City which can benefit Manchester schools. There will be many more examples of business - school engagement at a local level not captured by this report. In addition to business engagement in schools, businesses also provide opportunities for young unemployed people and older adults looking to move (back) into work e.g. work experience, interviewing skills, interview guarantees etc.
- 3.2 The Director of Education and Skills and Head of Regeneration have continued to meet with a number of business leaders and organisations providing employer /education engagement. There remains a need to ensure that there are a number of accessible ways for all businesses and education and learning providers in the City to engage with each other. Some of the initiatives outlined in this report if successful at pilot stage will be expanded and new opportunities developed

### **Appendix A**

Please see attached World Away case study



## ‘A World Away’ in North Manchester

<b>Pillar</b>	Cluster Collaboration
<b>Project</b>	Unique Careers & Skills day for North Manchester Schools
<b>Cluster</b>	Manchester
<b>Target Group</b>	Year 9

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### Context & Objectives

Working in collaboration with North Manchester Schools Partnership and the Factory Youth Zone in Harpurhey, we wanted to run an exciting careers day for the high schools in North Manchester. The aim of the day was to inspire young people and give them the opportunity to meet a variety of professionals from different businesses who have followed different career paths. There was also an opportunity to develop team working skills during an interactive activity. We worked with 100 students in total over the course of the day, students involved were either at risk of becoming disengaged or gifted and in need of a challenge.

### Activity

The activity took place at the Factory Youth Zone in Harpurhey on 26 February 2014 with the support of their youth workers.

The students were from St Matthews High School, Abraham Moss High School, Our Lady’s High School, Manchester Creative & Media Academy and the Co-operative Academy. They were supported by volunteers from Wates, Yorkshire Bank, KPMG, PWC and Shoosmiths.

The day kicked off with a short talk from Kieran Toal of Shoosmiths who spoke about his interesting career path from professional footballer to solicitor! Kieran is a former student of one of the schools who attended. We then held a speed networking session to allow the students the opportunity to speak to lots of different volunteers and record their answers to a variety of questions.

Finally, the students all took part in a fantastic team building activity, supported by the Construction Industry Training Board.

We wanted to emphasise the importance of being able to work effectively with people you don’t know throughout the day so all of the students wore t-shirts specially created for the day over their uniforms. They were then put into mixed groups and had to work together throughout the day, particularly during the team building activity.

*“I just wanted to let you know how much the Shoosmiths volunteers enjoyed the day on Wednesday. I know all the Shoosmiths volunteers found the day to be a personally rewarding experience.”*

**Business Volunteer**

### Impacts and Outcomes

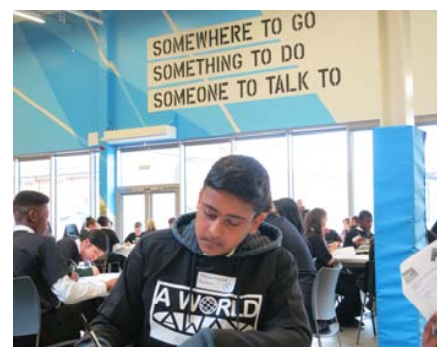
- Students were able to speak to a broad range of people who have different jobs
- Students found out that career paths can change
- Students worked well together in teams, with people they had never met before
- Students had the opportunity to practice employability skills such as speaking clearly, listening, team work and problem solving.
- Students were introduced to the Factory Youth Zone and all the facilities available
- Volunteers had a rewarding experience working with young people

### Next Steps

We had a guest slot on North Manchester fm the following week, a teacher and two students from St Matthew’s gave a great interview about the day!

### Top Tip

We asked some of the students and volunteers for their top tips for next time and these included – ‘Have a variety of questions available so that we don’t ask the volunteers the same things’ ‘Try asking the students to guess the job when questioning the volunteers’



*“Both activities were fun & enjoyable, construction work really helped our team work whereas going around helped me understand work life”*

**Student**