

**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 19 November 2014

Subject: Youth Employment and Apprenticeships across Greater Manchester

Report of: Head of Youth Initiatives, New Economy

Summary

The purpose of this report is to provide an update on the youth employment and apprenticeship landscape within Greater Manchester. Set within the context of the Greater Manchester Strategy and the priorities of the GM Skills and Employment Partnership, this report includes information on specific initiatives to deliver apprenticeships and increase Youth Employment in Greater Manchester. Where information is available regarding the impact of these initiatives in Manchester, it has been included.

The report also provides an evidence base of the best approaches to tackling youth unemployment and looks to the opportunities provided in the recently signed Greater Manchester Agreement, which will devolve Apprenticeship Age Grants (AGE) to the Combined Authority and enable the Combined Authority to work with Government on the development of a more bespoke GM Further Education curriculum by 2017.

Recommendations

Members of the Committee are requested to note and comment on this report.

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1 Introduction

- 1.1 Despite reductions, youth unemployment remains a critical labour market challenge facing Greater Manchester. Even during periods of sustained growth, high levels of youth unemployment were evident, with young people being out-competed for jobs by more experienced workers. In tough labour market conditions, youth unemployment becomes more pronounced and we see steep rises in youth claimant rates, leaving lasting scarring effects on the prospects of too many young people. Greater Manchester's youth unemployment reached a peak of 28,000 18-24 year old Jobseekers Allowance claimants in September 2009 but has since begun to reduce.
- 1.2 The need for a coordinated, sustained response to youth unemployment is recognised locally and is highlighted as a priority within the Greater Manchester Strategy and at the GM Skills and Employment Partnership, with the latter's Programme Board overseeing a programme of enhanced activity to further reduce and prevent youth unemployment. The GM Skills and Employment Partnership Programme Board is chaired by the Deputy Leader of Manchester City Council.
- 1.3 The national policy response to youth unemployment includes a number of support offers, principally falling under the banner of the Government's Youth Contract. The Youth Contract provides:
- Apprenticeship grants to businesses with less than 1,000 employees recruiting 16-24 year olds for the first time in 12 months (£1,500 per apprentice) – designed to encourage new employers to create apprenticeship jobs
 - Enhanced support from Jobcentre Plus for young claimants
 - Work experience and sector based work academies via Jobcentre Plus
 - Apprenticeships
 - Traineeships
 - Additional support for disengaged 16/17 year olds (Groundwork UK)
- 1.4 In addition, the Work Programme provides support for young people, the usual entry point for 18-24 year olds being at 9 months of their Jobseekers Allowance claim. Post Work Programme, young people receive intensive support from Jobcentre Plus advisors, with sanctions for non compliance. GM's Youth Contract Extension will support young people on JSA exiting the Work Programme without finding a job. Young people on Employment Support Allowance exiting the Work programme will be referred to the Working Well Programme.
- 1.5 The New Economy has recently produced two reports into traineeships and apprenticeships:
- Traineeships in Greater Manchester¹
 - Explaining Patterns in Apprenticeship²

¹ http://neweconomymanchester.com/stories/1987-traineeships_in_greater_manchester

² http://neweconomymanchester.com/stories/1989-explaining_patterns_in_apprenticeships

1.6 This report is closely linked to the Apprentices Activity Update paper produced for this committee by the Head of Regeneration, and a separate fuller report about Greater Manchester Talent Match and therefore needs to be read in close association with these.

2 Background

2.1 Youth Unemployment

2.1.1 The numbers of young unemployed people (18-24) in Greater Manchester are falling, as they are in much of the UK. The table below shows the breakdown and range of benefits claimed by young people.

2.1.2 Table: Benefit Claimants in Greater Manchester, Sept 2014

Benefit Claimants/Type	Greater Manchester		Manchester	
	Total	aged under 25	Total	aged under 25
total	291,330	41,950	66,600	9,660
job seeker	61,720	14,900	15,560	3,710
ESA and incapacity benefits	141,360	9,690	32,240	2,100
lone parent	26,770	8,660	7,000	1,940
carer	28,770	1,730	5,720	410
others on income related benefit	7,240	1,490	1,680	410
disabled	22,210	5,480	3,960	1,100
bereaved	3,260	~	430	~
unknown	~	~	~	~

Source: NOMIS; DWP Claimant Data

2.1.3 Of those claimants, the table below gives the breakdown of JSA claimants. This shows significant reductions over the last 12 months and continuing month on month reductions.

2.1.4 Table: 18 – 24 JSA Claimant Count in Greater Manchester – July 2014

	July 2013 Number	June 2014 Number	July 2014 Number	Monthly Change %	Annual Change %	% of total JSA
Manchester	4,700	2,955	2,900	-1.9%	-38.3%	22.9
Greater Manchester	20,850	11,630	11,235	-3.4%	-46.1%	22.7
North West	49,430	29,745	29,125	-2.1%	-41.1%	24.5
Great Britain	359,680	226,935	227,390	0.2%	-36.8%	24.1

Source: **NOMIS; DWP Claimant Data**

2.1.5 The above figures do need to be read with caution, however, as new claimants move onto Universal Credit rather than JSA. According to the most recent figures available (August 2014), 3,714 16-24 year olds across Greater Manchester have started on Universal Credit, so the decrease in the claimant count is not a reliable labour market indicator in Greater Manchester.

2.1.6 The Work Programme continues to deliver across Greater Manchester for 18 – 24 JSA claimants. Some 1,035 18-24 year olds had a sustained job outcome in June, according to DWP figures.

2.1.7 The number of NEET young people (16 – 18) is also reducing with a 12% reduction between July 2013 and July 2014 across Greater Manchester and 8% within Manchester itself. Greater Manchester has a lower percentage overall than the England average, whereas Manchester specifically is slightly higher. The table below summarises the position at July 2014

2.1.8 Table: NEETs and EETs in Greater Manchester

	July 2014		% change in year			Not Knowns Cohort
	Adjusted EET Cohort	Adjusted NEET Cohort	% EET	% NEET	% change	
ENGLAND	1,472,966	92,366	86.0%	5.9%	-8%	148,101
NORTH WEST	213,102	14,834	88.3%	6.5%	-12%	13,395
Greater Manchester	83,283	5,413	89.3%	5.8%	-12%	4,534
Manchester	13,667	996	88.8%	6.8%	-8%	733

Source: NCCIS

2.2 Apprenticeships

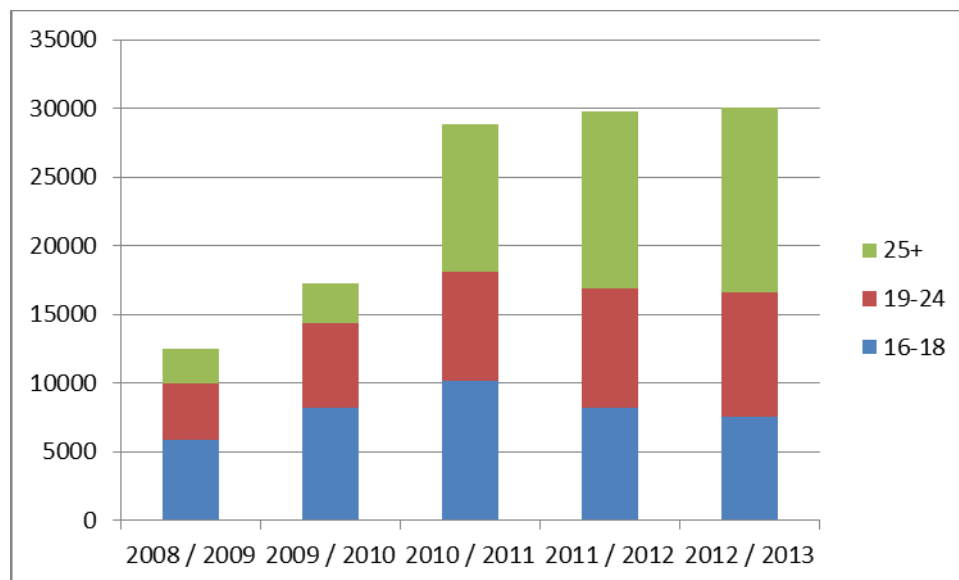
2.2.1 In May 2014, the Skills and Employment Partnership set a stretching target for Greater Manchester of increasing the number of 16-24 apprenticeship starts by 10% a year every year until 2017/18. The numbers of apprenticeship vacancies in Greater Manchester since the beginning of 2013 are shown in the following table;

	Intermediate	Advanced	Higher
Greater Manchester	13,370	2,107	88

Source: Apprenticeship Vacancy Statistics

2.2.2 Apprenticeship start data is not yet available for the full 2013/14 academic year. Apprenticeship starts have continued to see a gradual increase in numbers year on year within Greater Manchester, however early indications for 2013/ 14 are showing a significant decrease in the 25+ age group which is to be expected given the introduction of Loans and then the withdrawal of this policy for Apprenticeships mid-way through the year.

2.2.3 Chart: Apprenticeship Starts in Greater Manchester



Source: SFA Datacube

2.2.4 There has been a clear trend towards the ‘ageing apprentice’. The numbers of 16-18 year olds peaked in 2010/11 and have fallen by 26% since then. Even if we take a broader definition of young and stretch it to the under 25s, the numbers of 16-24 year old apprentices also fell from 18,133 to 16,632 between 2010/11 and 2012/13. In 2012/13, apprentices under the age of 25 accounted for 55% of total apprenticeships and the over 25s accounted for 45%.

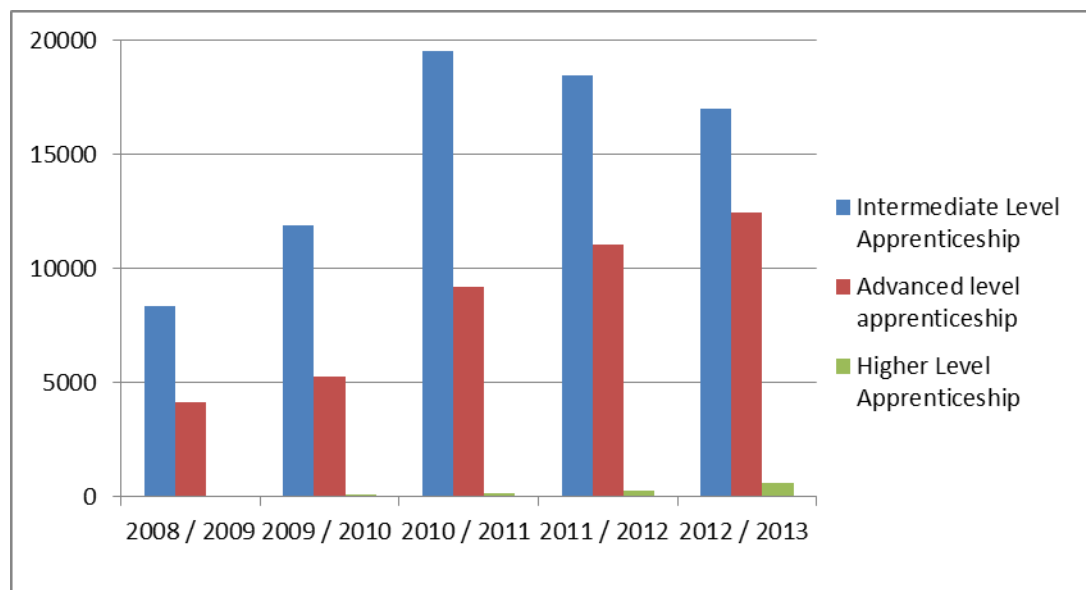
2.2.5 Within the 16 – 24 age group 2012/13 starts are broken down as shown in the table below.

	2012 / 13	
Apprenticeship Starts	16-18 year olds	19-24 year olds
Greater Manchester	7,517	9,115

Source: SFA In Year Datacube, 2013/14, R06

2.2.6 Apprenticeships in Greater Manchester are split between 57% at intermediate level, 41% at advanced level and 2% at higher level. The table below gives the breakdown and shows the overall numbers at different levels through the period 2008-2013. It is noteworthy that higher level apprenticeships have grown from just 4 in 2008/9 to more than 600 over the five years in question.

Chart: Apprenticeships by Level, 2008-2013



Source: SFA Datacube

2.2.7 There are 355 different apprenticeships listed by the SFA in Greater Manchester, although the existence of a framework does not necessarily imply there are any apprentices starting them. There is a predominance of service sector frameworks and the comparatively low number of starts in construction and manufacturing. Between them, health and social care, customer service and management account for half of all starts among the over 25s in advanced apprenticeships.

2.2.8 The 16-18 group has relatively high numbers going into advanced level engineering; it is the second most popular framework at advanced level for this group. The framework only exists at advanced levels in prominent frameworks. Construction and Hairdressing was also more popular among the 16-18 group than at older age groups. By contrast, management was a very prominent framework among apprentices in both the 19-24 group and the 25+ group – especially the latter. There were 1,201 management apprentices at advanced level in 2012/13 among the 25+ group.

2.2.9 Health and Social Care as a sector appears to have a strong preference for older people, as might be expected given the nature of work in the sector. In fact, health and social care accounts for 22% of all advanced apprenticeship starts by the over 25s and 20% of intermediate level starts. Among women over the age of 25, the health and social care sector accounts for more than a quarter of all starts among women. The sector does not feature in the top 10 most popular frameworks among 16-18 year olds. The sector appears to be an important influence over trends among older apprentices

Traineeships

2.2.10 Traineeships are a scheme designed to prepare young people for

apprenticeships or jobs by giving them the opportunity to undertake work preparation training, English and Maths skills and a quality work placement. They were launched in August 2013.

2.2.11 In 2014, 287 traineeship vacancies have been listed in Greater Manchester to date. In Manchester 68 were listed. In December 2013, the Skills Funding Agency issued a list of 49 providers eligible to deliver traineeships. Of these, 33 stated their intention to deliver traineeships in Greater Manchester in 2013/14. In March 2014, eligible providers were asked again if they intended to deliver in the 2013/14 academic year. Of the 49 eligible providers 31 said they intended to deliver traineeships in the current academic year

2.2.12 Traineeships have got off to a very slow start in the city region with low numbers of candidates and low numbers of vacancies. A New Economy report, Traineeships in Greater Manchester estimates there is a potential target cohort for the traineeship programme of approximately 8,250 young people in Greater Manchester.

3 REMAINING CHALLENGES

3.1 A number of factors contribute to a lack of labour market success for young people. These are well cited and often discussed, such as:

- Insufficient work based learning pre-apprenticeship and pre-employment routes
- Insufficient incentive for dependent young people on benefits to enter learning, start some apprenticeships or take on periods of work experience
- Unfilled apprenticeship vacancies but lack of young people ready and able to meet employer needs
- Insufficient careers education, information, advice and guidance in schools and beyond
- Young unemployed with little or no work experience

What works

3.2 Analysis of good practice and 'what works' to tackle youth unemployment highlight factors such as:

- Access to quality work experienceⁱ
- Employer engagement to encourage young person friendly recruitment and selection practicesⁱⁱ
- Employer involvement in careers education, information, advice and guidance in schoolsⁱⁱⁱ
- Employer mentoring of young people, particularly for those young people without access to networks and at risk of isolation from the labour market^{iv}
- Guaranteed part time job for 6 months for all long term unemployed young people with intensive support from providers (with govt funding)^v and ILM for those leaving the work programme^{vi}

- ‘Supercoach’ services to help young people navigate and access the right support (at the right time)^{vii}
 - Personalised budgets to ensure positive engagement of job seeker in provision and career planning^{viii}
 - Travel subsidies to long-term job seekers and those just starting work
- GM programmes developed as a response to youth unemployment are based on evidence of need and evidence of ‘what works’.

3.3 The table below summarises some of the remaining challenges and summarises specific projects and actions that will enable GM partners to enhance delivery in 2014 and beyond and tackle challenges in the youth labour market, these are further outlined in the remainder of the report.

Challenge	Activity
Insufficient incentive for dependent young people on benefits to enter learning, start some apprenticeships or take on periods of work experience	GM Job with Training – an offer via local authorities to provide 6 month jobs with integrated training for 18-24 year olds (GM Commitment Grants). Youth Contract (18-24) programme for long term unemployed (JSA) – personal coaches and personalised budgets.
Young unemployed with little or no work experience	GM Job with Training – an offer via local authorities to provide 6 month jobs with integrated training for 18-24 year olds (GM Commitment Grants). City Deal investment to support and develop Traineeships.
Young unemployed with no career plans, low aspiration and lack of guidance.	Talent Match BIG lottery programme for long term unemployed (non JSA) – personal coaches and intensive support Youth Contract Extension (18-24) programme for long term unemployed (JSA) – personal coaches, personalised budgets. Greater Manchester Careers Education, Information, Advice & Guidance Strategy with City Deal investment in key actions.
Low numbers of unemployed young people accessing apprenticeships	GM Commitment – apprenticeship grants and Jobs with Training offer for those at risk of labour market exclusion City Deal investment to support and develop Traineeships.
Exit from Work Programme of young claimants	Work Programme Leavers (ESA) and enhanced support from Jobcentre Plus (JSA)
Unfilled Apprenticeship	City Deal is providing:

<p>vacancies but lack of young people ready and able to meet employer needs</p> <p>Significant numbers of apprenticeship vacancies persist – up to 900 in GM at certain points of the year</p>	<ul style="list-style-type: none"> • Improved communication and marketing of vacancies • Enhanced advice and guidance to young people. • Provider development to build provider capacity including supporting the delivery of pre-apprenticeship provision • Research into Traineeships in Greater Manchester, followed by a support programme for providers to develop Traineeship scale and quality as necessary.
<p>Insufficient work based learning pre-apprenticeship and pre-employment routes</p>	<p>GM Jobs with Training</p> <p>Research into Traineeships in Greater Manchester, followed by a support programme for providers to develop Traineeship scale and quality as necessary.</p>
<p>Shrinking apprenticeship volumes for 16-18 year olds</p>	<p>Pilot to strengthen links between classroom-based and employer responsive provision (sector focused)</p> <p>GM SEP to develop business case to offset penalties to providers that prevent mid-year progression from classroom based to apprenticeships</p> <p>Develop a GM early application process from Year 10/11 (upwards)</p> <p>City Deal investment in the GM Careers education, information advice & guidance strategy.</p> <p>Develop portal to simplify apprenticeship information and applications for young people and employers</p>
<p>Only a third of 16-24 apprenticeships are at L3+, while bulk of future labour demand at L3+</p>	<p>Develop business case for variations to national funding to promote apprenticeship growth in key sectors, age groups and levels</p> <p>GM SEP 'Deals' to increase apprenticeship volumes at Level 3+ by 2015-16 particularly in priority sectors</p> <p>Further Education Capital strategy to support off-the-job capacity for apprenticeships at Level 3+</p> <p>Level 4+ apprenticeship (City Deal) growth fund</p> <p>Campaigns to stimulate learner and employer demand in key sectors at Level 3+</p>
<p>Employers in GM have the worst perceptions of any major city of young peoples' 'job readiness' aged 16</p> <p>Work ethic, punctuality, interpersonal skills and communication abilities were highlighted as issues</p>	<p>Produce a GM Careers Education Information Advice and Guidance (GM CEIAG) strategy, including:</p> <ul style="list-style-type: none"> ▪ CEIAG quality standards ▪ Business engagement in schools proposals ▪ ESF investment in Information Advice and Guidance <p>School leadership development in CEIAG and its relationship to the skills agenda</p> <p>Talent Match BIG lottery programme for long term</p>

in all sector deep dives	<p>unemployed (non JSA) – personal coaches and intensive support</p> <p>City Deal investment in the GM Careers education, information advice & guidance strategy.</p>
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4. Greater Manchester Skills and Employment Partnership

- 4.1 In order to implement action in support of GMS objectives at both strategic and operational levels and to respond to the challenges above, the GM Skills and Employment Partnership, a voluntary collaboration of key stakeholders including GMCA and LEP representatives, has developed a programme of activity with the objective of preventing and reducing youth unemployment. The programme aims to influence mainstream policy and provision, add value to mainstream programmes, and to tackle challenges that remain.
- 4.2 The Skills and Employment Partnership (SEP) seeks to influence mainstream provision to ensure young people can gain the experience and skills that employers seek, both now and in future. In addition, a number of significant programmes are available in GM to prevent and reduce youth unemployment, including:
- City Deal Apprenticeship Hub
 - Partnership Labour Market Deals
 - Youth Contract (18-24) Programme
 - GM Commitment
 - Talent Match
 - GM Careers Education, Information, Advice & Guidance Strategy

5. Greater Manchester Programmes

- 5.1 The GM Commitment is a GMCA led and funded (£3.8m) initiative which was launched in May 2012 to support the city region's young people into employment. The initiative aims to add value to national wage incentive/grant offers and to support the creation of jobs with training for young people that are furthest from the labour market.
- 5.2 The objectives of the GM Commitment are that:
- Young people should secure sustained employment in sustainable jobs.
 - It should provide a simple and effective incentive to employers to offer opportunities to unemployed/NEET young people between the ages of 16 and 24.
 - It will enhance and work with national programmes rather than displace or compete with these initiatives
 - It must maximise the investment and impact made by national programmes for young unemployed residents and businesses across Greater Manchester
- There are three strands to the GM Commitment:
- An Apprenticeship grant for employers who take on an unemployed / NEET young person in to an Apprenticeship

- A Jobs with Training programme
 - An Employer Mentoring scheme
- 5.3 The Apprenticeship Grants provided £750 to employers to recruit a NEET young person into an Apprenticeship vacancy. The grant closed in March 2014 and any remaining grant allocations were transferred to the jobs with training element of the programme. An evaluation of this element has recently been published on the New Economy website³. In 2 years of activity, GMC resulted in nearly 1,000 16-24 year old GM residents who were previously unemployed/NEET starting an apprenticeship. Of this, an estimated 650 apprenticeship starts can be directly attributed to the GMC grant, equating to a 3-4% boost in total apprenticeship starts across GM.
- 5.4 Cost benefit analysis shows that within 2 years the benefits generated by the GMC will outweigh the amount of money invested in the scheme, and if the jobs filled via the GMC are sustained the initial investment will be repaid several times over. Reported wage rates for GMC apprenticeships are above those offered for general GM apprenticeship vacancies, the- majority of young people feel they are being fairly paid and suitably challenged by their apprenticeship. 2/3 of participants surveyed said that their apprenticeship has had a very big or big impact upon their skills and that the apprenticeship has had had a positive impact on their future plans. 60% of the young people who took up a GMC subsidised apprenticeship have achieved sustained employment. The GMC has also had a beneficial impact upon employers' attitudes towards employing young people/NEETs and that the GMC has resulted in companies who previously did not take on apprentices starting to do so.
- 5.5 The Jobs with Training element of the GM Commitment gave Greater Manchester authorities the flexibility to reduce the number of Apprenticeship Grants to create additional Jobs with Training grants instead. This was achieved via authorities supporting the delivery of 3 and 6 month Jobs with Training for unemployed 16-24 year olds that are furthest removed from the labour market. All such roles include intensive support for learning and progression and are brokered by local authorities. A 'Job with Training' attracts a GM Commitment allocation of £1,500 per head or, should a local authority wish to halve the number of places available (currently 1000), £3,000 per head.
- 5.6 The Employer Mentoring programme is still under development and will be matched with monies available through the Youth Contract Extension to develop a joint programme that supports employers of young people to ensure the best possible opportunities of creating a sustained period of employment for a young person.
- 5.7 Discussions are currently taking place with the GM Commitment Leads in all Local Authority areas on plans for the programme following the withdrawal of the National Youth Contract Wage incentives to agree a way forward for the Grants Scheme which will be presented to the Wider Leadership Team during November.

³ http://neweconomymanchester.com/stories/1841-the_gm_commitment

6. GM Apprenticeship Hub

6.1 The Greater Manchester Apprenticeship Hub has been set up by the Skills and Employment Partnership to develop the market for apprenticeships and achieve the 10% increase year on year target. A revised delivery plan for the hub was developed in May 2013 through extensive engagement with a wide range of GM partners. The delivery plan has been fully co-designed and is jointly owned with stakeholders right across the partnership committing to leading a broad range of projects

6.2 The Apprenticeship Hub has three key objectives:

1. **Maximise employer take up of apprenticeships in GM's key sectors**

- Deliver city-wide collaborative activities to stimulate demand for apprenticeships and increase the number of vacancies and traineeship work placements.
- Deliver targeted marketing and communications activities.
- Support the public sector to provide civic leadership on apprenticeship recruitment in Greater Manchester.
- Build and support the capacity of employers to recruit and employ apprentices including those progressing from traineeships.

2. **Improve information, advice and guidance services for young people**

- Increase the proportion of 16-18 year olds that participate in learning through apprenticeships and traineeships with a focus on delivering better IAG.
- Increase the number of NEET and unemployed young people starting apprenticeships and traineeships.
- Tackle wider barriers to the take up of apprenticeships and traineeships in GM with a specific focus on transport.

3. **Develop the capacity of providers ensuring supply is matched to demand**

- Development of market intelligence to influence provider activity.
- Develop provider capacity to deliver apprenticeships at level 3+ in key sectors.
- Improve the quality of apprenticeship provision across GM.
- Build the capacity of the provider base to present an integrated offer to employers and young people across GM, e.g. workforce development, employer engagement and progressing young people into apprenticeships

6.3 Partners represented on the Apprenticeship Hub include representatives from all the GM Local Authorities, the Greater Manchester Learning Provider Network representing providers as well as a small number of training providers, the Greater Manchester Colleges Group, the SFA, Greater Manchester Chamber of Commerce and Transport for Greater Manchester

6.4 Projects within the overall delivery plan have a number of funding routes

including Employer Ownership of Skills pilot, ESF Skills Support for the Workforce, New Economy, 14-19 Funding, National Careers Service, GM Commitment, TFGM, SFA, Find a Future and City Deal

- 6.5 City Deal funding (£6m) forms a significant part of the delivery plans and is managed through New Economy on behalf of the hub over a 2 1/2 year period (March 13 – September 15). Projects are identified through the core members of the Hub linking with discussions at the Skills and Employment partnership and Youth Employment Task group, and commissioned via a proposal and panel model.
- 6.6 As part of the City Deal funding evaluation, a Baseline Analysis of Apprenticeship Activity in Greater Manchester⁴ has been produced by Cambridge Policy Consultants. A significant proportion of the grants available are based around building the capacity of providers and employers to offer apprenticeships at higher levels and in the priority sectors for Greater Manchester. Three calls for grants have been offered to date and are described in the paragraphs below
- 6.7 Stimulating Demand for Level 3 and above Apprenticeship in Key Sectors** – this call aims to increase the awareness of apprenticeships within key priority sectors bringing together employers and young people to increase the demand for opportunities. To date 3 grants have been awarded to The Manchester College to focus on the Creative and Digital sectors, Engineering Futures (a partnership between Skills Solutions, Tameside College and Trafford College) to work with employers and create school hubs to increase awareness of opportunities in the engineering and advanced manufacturing worlds and GMCVO to raise awareness of the opportunities for apprenticeships within the voluntary sector. Further calls / approaches are being considered to increase awareness in the health care and finance and professional sectors.
- 6.8 Delivery of Advanced Apprenticeships-** this call has now had 2 rounds to develop the capacity of providers to deliver Advanced Apprenticeships through the development of curriculum and staff alongside marketing for priority sectors where level 3 provision doesn't exist or is not meeting potential demand. Two providers have benefitted from this grant – Damar Training for L3 Legal Services (Legal Advice and Criminal Prosecutions) and Skills Solutions (Churchgate Academy) for the Advanced Apprenticeship in Human Resources Management.
- 6.9 Delivery of Higher Apprenticeships-** similar to the above call, this grant award supported providers to build their capacity to offer Higher Apprenticeship opportunities. The table below outlines which providers have been supported for which apprenticeship frameworks. Of the 68 higher app starts generated through this call, 11 have been Manchester residents.

Total People Ltd	L4 - IT, Software, Web and Telecoms
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⁴ http://neweconomymanchester.com/stories/1845-gm_apprenticeship_hub

	Professionals (QCF)
Bury College	L5 - Leadership & Management L4 - Business Professional Admin L4 - IT Software, Web & Telecoms Professionals (QCF) L5 - Care Leadership & Management L5 - Human Resource Management L4 - Advanced Manufacturing Engineering
The Manchester College	L4 - Retail Management
Churchgate Academy	L5 - HR Management L4 - Social Media & Digital Marketing
Rochdale Training	L4 - Engineering/Manufacturing L5 - Leadership & Management L5 - Care Leadership & Management
Total People Ltd	L4 - Creative and Digital Media
Babbington	L5 - Care Leadership & Management
SETA	L4 - Advanced Manufacturing Engineering
Oldham College	L4 - Interactive Design and Development

- 6.10 **Traineeship Support** - A review of traineeships in Greater Manchester in April 2014⁵ made a number of recommendations to enable GM to build a high quality traineeship and inform future City Deal capacity building activity. Following these recommendations, GMLPN are developing a Traineeship Toolkit to enable providers and other stakeholders to develop, promote and deliver traineeships. Dissemination, briefings and awareness raising of the Toolkit will be undertaken, which will include: A good practise workshop with GMLPN network members where the toolkit will be rolled out; and an event to brief JCP district teams and National Careers Service managers. The proposal is in the process of being finalised and a grant agreement being drawn up with GMLPN.
- 6.11 The other key element of the City Deal funding focuses on providing high quality **Careers Education, Information, Advice and Guidance (CEIAG)** to young people, their parents, teachers and advisors to create a level playing field for apprenticeships as an option for post 16 education and employment. Individual projects are described below. New Economy are facilitating a network of all the IAG related projects, crucial to ensure these projects are joined up, the project leads work collaboratively and ensure consistent messages are given to schools and advisors. The majority of the projects outlined below began delivery September 2014 to run through the current academic year so therefore have no data to report as yet.
- 6.12 **IAG Phase 1** – an initial project supported local authorities to undertake IAG activities within their Boroughs. Each local authority used the funding as felt best. Manchester City Council worked with The Sharp Project and focussed on engaging schools in the Creative and Digital Sector through taster sessions and mini projects for years 9 -13 This initial work has been evaluated with the

⁵ http://neweconomymanchester.com/stories/1987-traineeships_in_greater_manchester

report available on the New Economy website⁶. Five Manchester schools were engaged in the Phase 1 IAG activity.

6.13 Improving Careers Education Information, Advice and Guidance (CEIAG)

This project delivered by Economic Solutions, aims to project seeks to directly address key objectives of the CEIAG Strategy through:

- Ensuring high quality CEIAG for young people from years 7-14 becomes a strategic priority across GM including those with learning difficulties and disabilities
- Establishing mechanisms through which good CEIAG practice can be shared and developed to enhance the skills and knowledge of the workforce and the young people it serves; and has links to the other key objective:
- Improving the quality, relevance and range of employer engagement in schools and colleges.

6.14 The project involves two core elements – the provision of accessible, relevant, valid and current Labour Market Information and Apprenticeship information; and a comprehensive Continuing Professional Development (CPD) package to frontline workers in schools and other organisations. There will also be a Professional Discussion element that will allow practitioners to share good practice and network. All resources will be held centrally on a portal as a one stop shop. The portal will have a range of attractive websites within it, be interactive and appealing to users, and accessible – most of the portal will be open access, and it will be compliant with mobile devices such as tablets and smartphones. There will be three entry points to the portal – for staff working with learners, young people and parents/carers; and four main sections to the site – Labour Market Information, Apprenticeships, CPD and Professional Discussion.

6.15 Inspiring Information, Advice & Guidance - Inspiring IAG offers schools and colleges a good practice CEIAG framework, which includes a range of criteria that schools and colleges are required to meet in order to achieve the award.

The award will ensure schools and colleges have in place an offer of CEIAG which is above and beyond national minimum expectations for the delivery of CEIAG and in line with the agreed Skills and Employment Partnership Board priority for improving CEIAG for all young people across Greater Manchester. It is designed to help schools develop and deliver their provision as well as measure the effectiveness against a number of specified outcomes. This includes ensuring that young people and their parents/carers are aware of Apprenticeships, Higher Apprenticeships and Traineeships as a post 16 and 18 pathway. Positive Steps have been awarded a grant to:

- Ensure consistency and high quality careers education, information, advice and guidance(CEIAG) across Greater Manchester schools and colleges
- Contribute to Closing the Skills Gap agenda in Greater Manchester

⁶ http://neweconomymanchester.com/stories/1845-gm_apprenticeship_hub

- Raise the awareness of Apprenticeships as an equal option choice for young people supporting staff in schools and colleges with information on this pathway.

6.16 GM Apprentice Ambassador – Working from the premise that the best people to advise, support and encourage new apprenticeships are current or recent apprentices, the Apprentice Ambassadors programme aims to:

- Promote Apprenticeships to young people as an exciting path into a range of careers
- Be a flexible and low-cost tool to raise awareness of Apprenticeships to businesses and organisations
- Gives young people the opportunity to develop their skills and confidence – may count towards their qualification
- Recognises the role of the training provider and promotes businesses as an employer of choice
- Support the aims and objectives of the National Apprenticeship Service

There are 4 key elements to delivering the programme:

1. Promoting the programme to employers and apprentices to identify potential Ambassadors
2. Training apprentices to become Ambassadors
3. Promoting the programme to schools and partners and coordinating visits to schools and events
4. Production of programme and marketing materials

To date, 18 Manchester resident have been trained as Ambassadors

6.18 GM Apprenticeship Mobile IAG Service - Over the next two years, this project will provide dedicated and specialist information, advice and guidance to young people (13-24), parents/carers and teachers on the Apprenticeship option. The project is run by a partnership of: all local targeted IAG providers; the Greater Manchester Learning Provider Network; and Key103. The lead partner is Positive Steps, a charitable trust that currently provides IAG services in three local authority areas in Greater Manchester.

6.19 GM Skilled and Ready – Employability - Following the ‘Call for Proposal’ in April 2014, Skilled and Ready a Charitable Incorporated Organisation formerly known as Skills for Birmingham we successfully awarded funding to deliver the Embedding Employability Skills in School Curriculum element of the call. Skilled and Ready (GM) is based upon the successful Birmingham Baccalaureate (BBacc) award and offers a bespoke model for young people of Greater Manchester which provides real opportunities for appropriate CEIAG, progression routes including traineeships and apprenticeships.

6.20 The Dream Job - This project will support the development of a co-ordinated partnership of key Greater Manchester training providers to work collaboratively to deliver a substantial campaign to raise the profile of Apprenticeships across GM and create a sense of aspiration to the Apprenticeship option, with particular focus on core groups:

- Young people (16-24 year olds, including those that are unemployed)
- Schools and Colleges
- Parents and Carers

6.21 The partnership consists of the Greater Manchester Colleges Group (GMCG), which represents the ten Further Education Colleges, covering all boroughs across GM. Each College will work with local employers to offer at least one “*Dream Job*” during this period for Apprentices that can be promoted as a key example of Apprenticeship jobs. PR and case studies will be used to highlight and benefits to the individual and the business prior to and following appointment.

6.22 The GM-wide marketing and promotional activities will highlight one major employer offering a significant ‘*Dream Job*’ from August 2014. This would involve a series of high profile tasks and achievements needing to be completed by applicants from each LA area beforehand – all of which will receive high profile social / other media coverage. Competitions will take place in each LA area identify their Outstanding Apprentice (linking with / tailored to local and GM key sectors – high growth / high churn, e.g. Trafford College will look to carry theirs out at Trafford Centre. Winners will then be put forward to a GM-wide final, featuring cross-sectoral Apprentices.

7. Youth Contract Extension

7.1 The Youth Contract Extension is a £5.8m, 30 month, Cabinet Office funded programme that aims to test an innovative delivery model for supporting 2,500 young people that are long term unemployed into and throughout the early stages of employment.

7.2 Following the procurement exercise undertaken by Oldham MBC, Pertemps People Development Group were awarded the contract to deliver the Greater Manchester Youth Contract Extension, and delivery began on 1st October 2014. New Economy will manage and monitor the performance of the delivery. Pertemps PDG is working with a number of Sub Contractors across GM, but will be delivering the Manchester element of the project themselves. Within the first few weeks of delivery, 3 referrals had been received from the Manchester area.

7.3 Transport for Greater Manchester is supporting the project with 4 months free travel once the young person enters employment and then a further 5 months at a significant discount. This proposal brings a significant subsidy to the table from the operators themselves, beyond our expectations, enabling us to extend this support three months beyond the length of the programme.

8. GM Talent Match

8.1 This is the subject of a separate presentation to Economy Scrutiny Committee but is briefly outlined here to set it within the context of Greater Manchester programmes. GM Talent Match is a Big Lottery funded programme led by

GMCVO with partners New Economy, Business in the Community, Greater Manchester Youth Network, private sector employers (The Co-operative Group and Addleshaw Goddard), and the Greater Manchester Chamber of Commerce

- 8.2 It aims to engage young people aged 18-24 who have been NEET for 12 months or more and support them to make positive progress towards employability and into employment creating sustainable co-ordinated pathways into work for the region's 1% most disadvantaged NEET young people. To date, 34 organisations have been commissioned to host Talent Coaches. GM Talent Match coaches are already supporting 97 young people (Sept 14). Further updates will be provided by GMCVO at the meeting.

9 Conclusion

- 9.1 The programmes outlined in this report, coupled with an improving labour market and national activity to tackle youth unemployment are contributing to a significant reduction in the number of young unemployed people. Together with activities that are being undertaken by Local Authorities, Colleges and providers over a five year period, there has been an increase in young people entering apprenticeships, as the starting point of their career. The focus now needs to be on ensuring that the work experiences (in or in preparation for an apprenticeship) are within the growth sectors for Greater Manchester and creating sustainable jobs and career progression.
- 9.2 The ability to shape a Greater Manchester skills and employment offer for young people has been significantly enhanced by the skills announcements in the "Greater Manchester Agreement: devolution to GMCA & transition to a directly elected mayor". Central Government has agreed to devolve the Apprenticeship Grant for Employers (AGE) to the GMCA, which will enable the Combined Authority vary the level of financial support available to different types of learners, size of business and sectors. The Government is also proposing to work with Greater Manchester directly to re-shape and re-structure FE provision within Greater Manchester, with the new GM shaped FE system to be in place by 2017. The opportunities that this presents represents a step-change for GM, enabling the Combined Authority to tackle the youth employment challenges in the context of the GM economy.

ⁱ Employers are from Mars, young people are from Venus: addressing the young people/jobs mismatch (CIPD, April 2013)

ⁱⁱ Employers are from Mars, young people are from Venus: addressing the young people/jobs mismatch(CIPD, April 2013); Short term crisis, long term problem? Addressing the youth employment challenge (The Work Foundation, June 2012)

ⁱⁱⁱ Employers are from Mars, young people are from Venus: addressing the young people/jobs mismatch(CIPD, April 2013); Youth Unemployment in the North West: Analysis and Best Practice; New Economy / Cambridge Policy Consulting, July 2012; International Lessons: Youth unemployment in the global context (The Work Foundation, Jan 2013)

- ^{iv} Youth Unemployment in the North West: Analysis and Best Practice; New Economy / Cambridge Policy Consulting, July 2012
- ^v Youth unemployment in the global context (The Work Foundation, Jan 2013)
- ^{vi} Commission on Youth Unemployment (ACEVO, Feb 2012)
- ^{vii} Short term crisis, long term problem? Addressing the youth employment challenge (The Work Foundation, June 2012)

- ^{viii} Personalising welfare to work: the case for personal welfare budgets (Inclusion, Feb 2011)