

Economic Growth – ensuring an appropriate talent pipeline

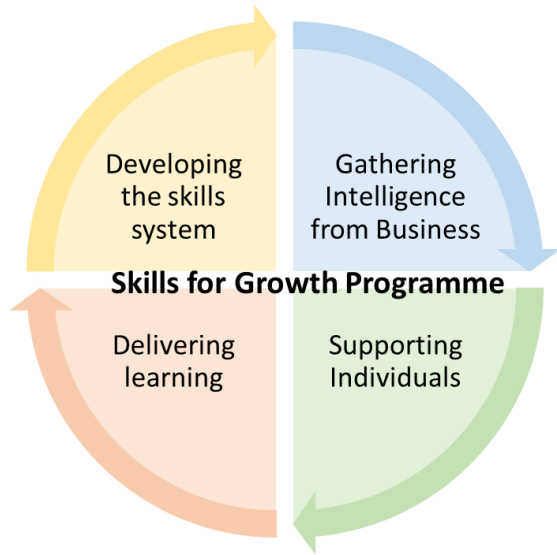
Nichola Wallworth: Industry Skills Intelligence Lead



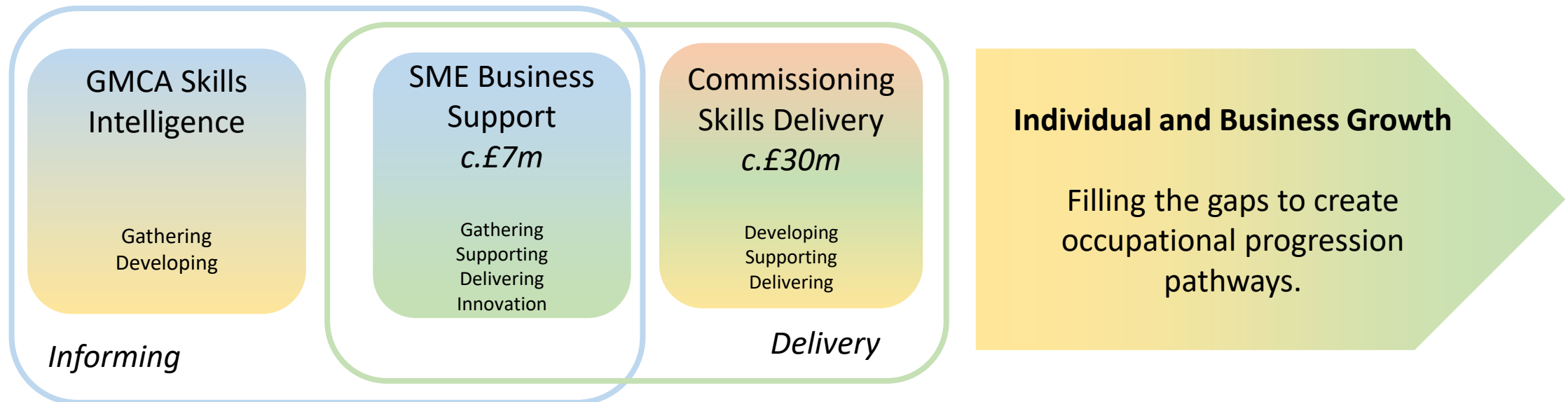
European Union
European
Social Fund

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

A way to bring this together: ESF Skills for Growth



- £42m ESF, 3 year Programme.
- Purposefully iterative
- Designed to build a truly collaborative programme using real time intelligence.
- SME Support now awarded, Oct go live.
- Shapes skills delivery and responds to skills needs that emerge throughout.
- Will commence commissioning late 2020, using GMCA's new FPS and early intelligence.
- Test and learn approach.



Greater Manchester Local Industrial Strategy: People: building strong talent for GM's Growth & Foundation sectors for all

Greater Manchester Local Industrial Strategy

June 2019



Place: prosperous cities, towns and communities across Greater Manchester.

Supporting places through a twin-track approach: (1) Building on our strengths and opportunities and (2) supporting the foundations of productivity

Health innovation:

Global leadership on health and care innovation, improving population health and extending healthy lives

Advanced materials and manufacturing:

A world-leading region for advanced materials, within a Made Smarter innovation ecosystem

Digital, creative and media:

A leading European digital city-region, with internationally-significant media and cyber security clusters

Clean growth:

A mission to deliver carbon neutral living by 2038, improving quality of life and creating new jobs

People: Creating an integrated all-age skills and work system that ensures everyone reaches their potential and employers have the skills to deliver our Industrial Strategy.

Infrastructure: Putting in place the integrated 21st century infrastructure needed for digitally-driven, clean and inclusive growth.

Ideas: driving prosperity and leading industrial, social and economic transformation through innovation, partnerships and investment.

Business environment: transforming productivity by strengthening leadership and management, increasing innovation adoption, and raising export levels.

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 LIS frontier and foundation sectors.

Credible intelligence gathered from a huge variety of sources:

- Employer networks
- Membership organisations/sector facilitating organisations/research institutions
- Organisations who support employers in other ways than skills e.g. innovation support
- Skills providers e.g. FE, HE, Commercial Providers

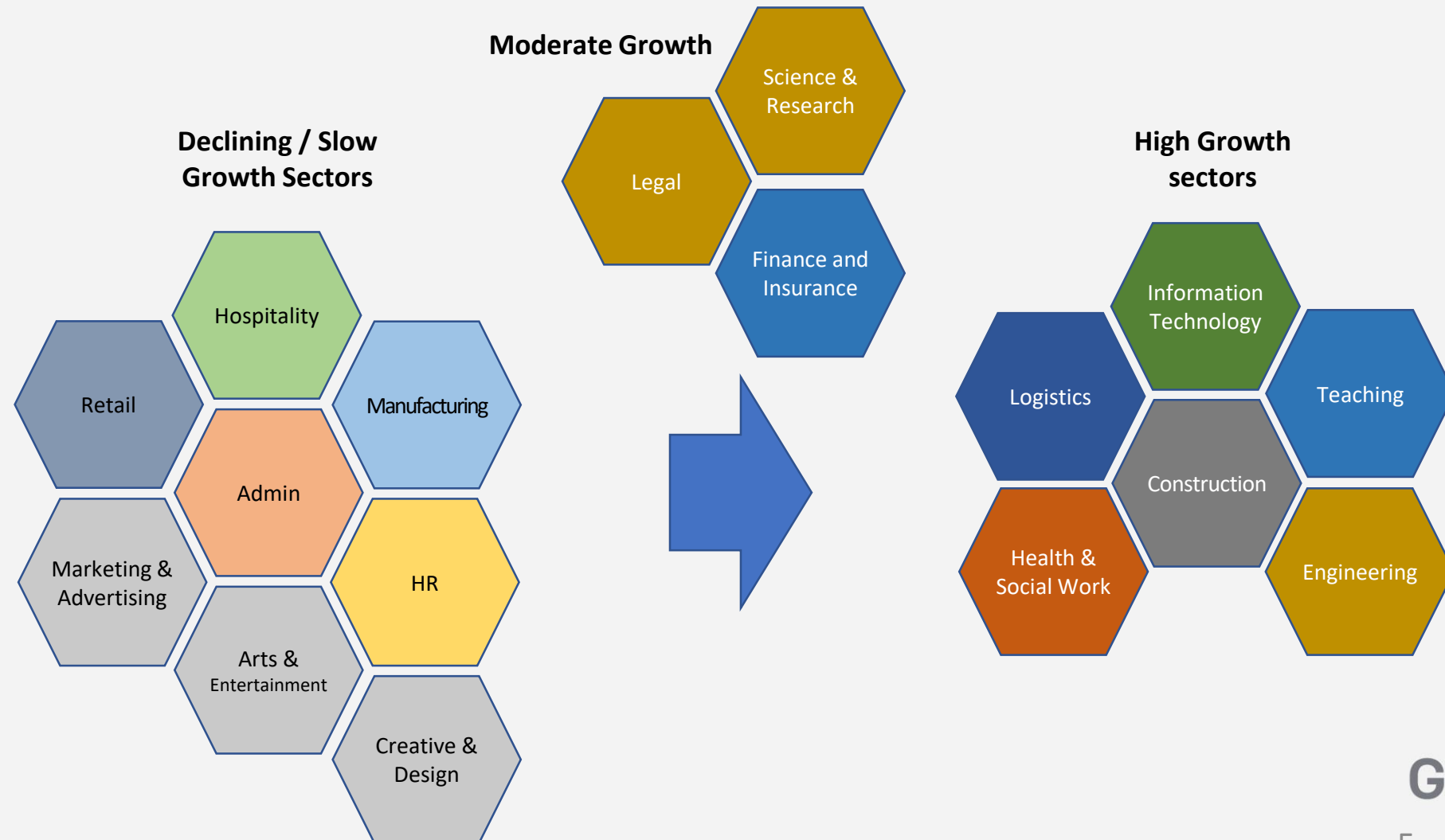
Providing a better understanding of progression pathways to priority jobs as well as true gaps in talent development across the GM economy.

Creating a more aligned and responsive talent and skills offer for residents and employers.

Supporting employers and other skills facilitating organisations to work collaboratively to make a bigger impact. Through both shared messages and focused engagement with the skills system.

Allow competency, talent and skills matching between sectors to support residents wanting to reskill and upskill as a result of COVID.

What does the data tell us about the labour market currently: The picture in GMCA



Industry labour market and skills intelligence – Digital and Retrofit

Intelligence gathering

Digital

- [Industry Labour Market and Skills Intelligence Report – Digital and Technology – version 1](#)
- Additional Cyber report to be published in January
- Action plan against 8 key recommendation areas.

Retrofit

- Industry labour market and skills report – low carbon buildings – Aug 2020

Dissemination

Digital

- **For all stakeholders** - Knowledge share event – Jan 2021
- **For job seekers** - Activity with JCP
- **For Young People** - Bridge GM and GMACS

Retrofit

- **Skills providers** - Knowledge share event – Oct 2021
- **For young people** - Employer Q&As on GMACS
- **National skills strategy sharing**

Implementation

Digital

Commissioned skills delivery

- Digital for Business – supporting skills needed across sectors due to digital transformation
- Supporting short course upskilling in highly-technical areas where there is still need.

Non- commissioned activity

- Deliver some key aspects of the recommendations through the GM Cyber Advisory Network

Retrofit

Commissioned skills delivery

- Upskilling for trades and professionals for retrofit in line with skills needed for GM market:

Non-commissioned activity

- Continued intelligence gathering working with Mission based challenge group

Unemployed/ switchers

Taster style short course for retrofit and wider construction, building of skills and competencies needed for PAS2035.
(opportunity to link with existing construction AEB and influence)

Level 1, inspiration activity for those with no construction experience (unemployed/career changers) taster style short course to construction and retrofit.

RETROFIT OPPORTUNITY

- GM capital funding £120m bid (so far £32m secured) focused on domestic and public sector buildings retrofit
- GM Housing providers
- Green Homes Grant

In Construction Training

Existing trades to include new competencies for Retrofit
PATHWAY TO RETROFIT
(link to AEB delivery post CPD)

Upskilling to Heat pump installers with new competencies for Retrofit
PATHWAY TO RETROFIT

New multi-trade operative with new competencies for Retrofit
PATHWAY TO RETROFIT
(link to AEB delivery post CPD)

Level 2 or Level 3 relevant construction related qualification which will include a GM Pathway to Retrofit made up of new competencies set out in PAS2035

Employed To be delivered through Skills for Growth

Trades

Upskilling modules for existing trades with new competencies for Retrofit
PATHWAY TO RETROFIT

Upskilling for a multi-trade operative with new competencies for Retrofit
PATHWAY TO RETROFIT

Upskilling to Heat pump installers with new competencies for Retrofit
PATHWAY TO RETROFIT

Skills providers

CPD for skills providers to increase ability to deliver retrofit skills needs at the levels required in GM

Professionals

Upskilling for existing construction professionals with new competencies for Retrofit
PATHWAY TO RETROFIT



Upskilling to retrofit coordinator (level5)

Business owners

CPD to support business owners with retrofit enabled staff to apply for Trustmark certification

Industry Labour Market and Skills Intelligence for Digital and Tech

Challenge

Skills gaps

Not enough entry level routes into digital

Careers and Inspiration activity

The digital sector is complex to navigate

Graduates are not employer ready

Lack of diversity within the digital workforce

Recommendation

Skills commissioning – to support digital transformation and higher level technical needs in specific areas of digital

Increase Technical routes into the sector building on existing success

Need collaborative and joined up approach which ensures targeting and quality

Those directly looking for career opportunities in digital and those influencing them need support in navigating the industry. Career activity should focus on real life stories and highlight technical skills, soft skills and mindsets needed for the industry

Individuals and skills providers need to be better supported to ensure their learning is better applied to work based challenges which gives candidates the opportunity to demonstrate their technical skills, soft skills and mindsets employers require. A Quality Curriculum Criteria for Digital should be developed to support skills providers to identify and design learning with employers.

Employers need to work collaboratively around good practice within the industry to create inclusive recruitment and workplace practices.