

#SEEDIFFERENT

Apprenticeships are seen differently because of the contribution they make and the opportunities they bring

Do Different

Organisations will be working together to ensure all Apprenticeship opportunities are of the highest quality

Be Greater

We will be an exemplar of Apprenticeship employment with a range of opportunities to develop skills and improve business productivity.

Greater Manchester's vision for the future of Apprenticeships...

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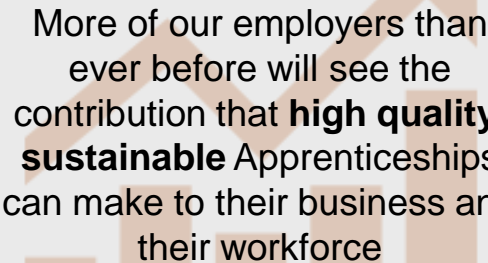
Leading the way



Greater Manchester will **lead the way** in Apprenticeship employment, providing quality opportunities for learning and development

Do Different

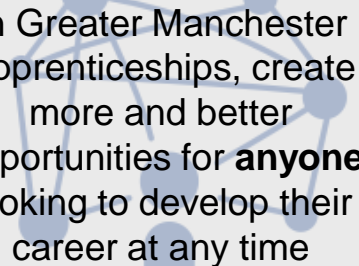
Quality & growth



More of our employers than ever before will see the contribution that **high quality, sustainable** Apprenticeships can make to their business and their workforce

Be Greater

Opportunity



In Greater Manchester Apprenticeships, create more and better opportunities for **anyone** looking to develop their career at any time

Our Ambition, by 2020....

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Do Different

Be Greater

45%
more
Apprenticeship
starts in GM
compared to 2016

75%
Achievement rate
as a result of
improved quality of
provision and
opportunities

↑
SME Apprenticeships
will support growth
and productivity,
addressing sector
skills gaps

Apprentices will
make up
3%
of the GM workforce
up from 2.4% in 2015

↑
More businesses will
spend their levy and
use the transfer option
to create
Apprenticeships

10%
of Apprenticeships
will be at a higher
level, doubling the
2016/17 number

16%
of apprentices will
be from a BAME
background, an
increase of over
3,000 starts

14%
of young people
leaving school will
start an
Apprenticeship, up
from 8% in 2016

5000
apprentices
achieving their
Bronze iDEA Award

Public sector will
spend **£20m**
per annum to create
the future
workforce GM
needs

Headlines

22,591 Apprenticeships starts in Greater Manchester in 2017/18

56% are young people – up 4% from previous year

13% are Higher and Degree apprenticeships – up 6% from previous year

15,611 people achieved their apprenticeship in 2017/18

GMCA Highlights

Over 100 employers attended a conference to increase the proportion of BAME apprentices

1270 Apprenticeship starts in the Public Sector between March and September

Enhanced Transport Offer for Apprentices launched

Guidance produced on Flexible Apprenticeships, Levy Transfer and Positive action in recruitment for Diversity

15,000 people attended the National Apprenticeship Show and saw the GMCA SME Zone

1400 followers on social media for #SeeDifferent, GM's apprenticeship awareness campaign

Over public sector 100 apprentices celebrated during national Apprenticeship Week

Almost 400 new apprenticeships created through the SEDA project

Challenges

21% drop in starts between Aug 17 - July 18, compared with the previous year

65% achievement rate in 2017/18 – almost 1/3 of apprentices didn't complete the learning

Employer feedback highlights that Apprenticeship funding reforms are complex to understand and implement

Apprentice population in GM is not representative of it's working age population

Provision doesn't always meet employer need – 546 different providers delivered Apprenticeships in GM in 2017/18

Of our biggest 50 providers (70% starts), 7 are still not rated Good or Outstanding

Actions – 2018 to 2020

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SME Apprentice Support

£1.9m investment to support SME's by debunking Apprenticeship myths, supporting the cost employment & training and providing advice on workforce planning and skills gaps
Create and fund an SME zone at the National Apprenticeship Show in October 2018

Increased starts in
SME's inc. 700 new
Apprenticeship
opportunities in
SMEs

Maximise the impact from Levy payers

Listen to **GM's largest Levy payers** to understand issues, influence Levy spend and identify options for transfers and / or pooling
Develop Levy Matchmaking Service to facilitate transfer of funds
Facilitate employer collaboration around Apprenticeship Levy purchasing and transfers
Utilise **employer networks such as the Enterprise advisors** to champion GM's apprenticeship approach

Increase in Levy
spend and options
for collaborations
between our most
influential
businesses

Deliver Public Sector Apprenticeship Approach

Collaborate on **pan-GM Apprenticeship programmes**
Explore **pooling options to pilot Apprenticeships** in new and emerging locality roles
Utilise Apprenticeships to **create professional talent pipelines**
Host annual **events celebrating apprentices** in the public sector
Add value for apprentices and employers through cross organisation learning opportunities

Over 3000
Apprenticeship
opportunities
across GM's public
sector in 2018/19

Improve the quality of Apprenticeships

Work with the IfA to ensure appropriate **Apprenticeship Standards** are developed in a timely manner
Create a **CPD programme for employer engagement staff** to ensure they are providing high quality, impartial advice
Through the provider network, **ensure apprenticeship providers have up to date GM LMI** and match that to their curriculum teaching and assessment to meet employer needs.
Promote **iDEA for all apprentices** through providers and employers

More high quality
opportunities
through improved
achievement rates
and improved
opportunities from
employers

Actions – 2018 to 2020

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Remove barriers to Apprenticeships

Promote **Apprenticeship opportunities for people from a BAME background** linking with national 5 Cities Project
Champion Apprenticeships for older people as routes to change or develop career
£150,000 investment in improved Apprentice Transport Offer to be launched November 2018
Develop a **core entitlement allowing more Care Leavers** to access Apprenticeships
Create flexible apprenticeships for those with barriers to fulltime working

Apprenticeship population will be representative of our working age population

Provide information and advice about Apprenticeships

Engage schools, colleges and employers to connect the curriculum to the labour market and Apprenticeship opportunities via BridgeGM
Use **GM Careers Platform and Hub** to bring parity of esteem for the apprenticeship route to young people through enhanced understanding of their advisors and influencers
Invest in developing a team of Ambassadors to champion apprenticeships over 2 years
Develop a **toolkit for employer engagement staff** to promote good apprentice employment.
Continue to invest to develop **#SeeDifferent Apprenticeship Hub** online and social information resource.

Improved information and advice leading to greater uptake and utilisation of apprentices

Prioritise sectors with the highest skills needs

£500,000 investment in supporting the digital talent pipeline towards Apprenticeships
Ensure Apprenticeships are at the **heart of locality workforce plans** through GM Health & Social Care Partnership
Work with industry to **understand skills gaps for infrastructure projects** and ensure curriculum offer meets this
Invest in **Apprenticeship & Skills Growth in Priority Occupations** through facilitation of sector / occupation based partnerships of employers (levy and non-levy payers) and apprenticeship/skills providers.

Lower skills gaps in GM's priority sector and occupational areas