

## #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...

## #SEEDIFFERENT

### Leading the way



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

## Do Different

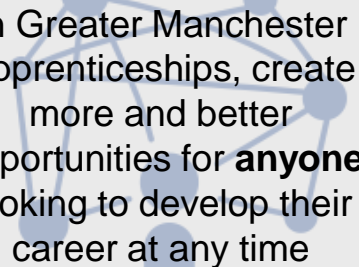
### Quality & growth



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....

#SEEDIFFERENT

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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## Do Different

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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