



**BUILD THE
FUTURE**
#NAW2022

Welcome

Build the Future with Apprenticeships |
GM Employers Event



SKILLS FOR GROWTH SME

**BUILD THE
FUTURE**
#NAW2022

Introduction to Skills for Growth – SME Support

Presented by Thomas Pickford



**SKILLS FOR
GROWTH**
DOING THINGS DIFFERENTLY FOR
GREATER MANCHESTER'S WORKFORCE



Business
Growth Hub



Greater Manchester
Chamber of Commerce
Helping Business Grow for Over 225 Years



European Union
European
Social Fund



SKILLS FOR GROWTH SME

Thomas Pickford – Partnerships and Integration Manager

www.skillsforgrowthsme.co.uk





House Keeping

- **Mobile Phones**
- **Toilets**
- **Fire Alarm/Exits**





What's your most pressing skills gap in your organisation that is a barrier to growth?



As a leader, what would you want to improve on yourself through training or development?



What has prevented you so far from integrating training or development into your workplace?



What is Skills for Growth SME?

Support for Business & Employees at all levels to increase Business Productivity and drive growth

- Assess skills gaps
- Ambitions related to skills development and identify individuals who require upskilling
- Research and broker training / skills development on behalf of business and employees

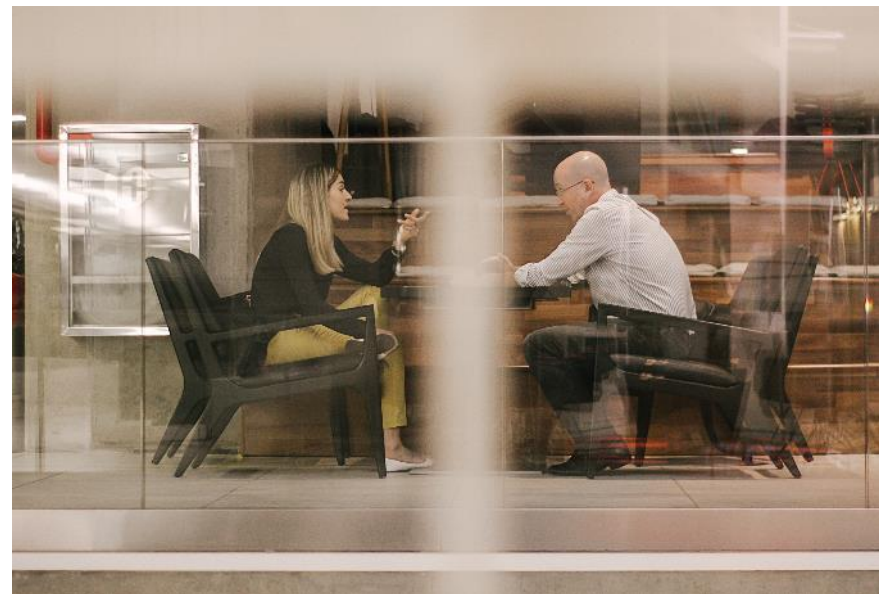




Specialist Services

Build capability and capacity to deliver transformational change

- Health & Wellbeing Specialists
- Apprenticeship Specialist





GM Skills Map



Skills for Growth - Skills Map

Looking to up-skill and improve business productivity? We're here to help you grow your business through re-shaping, developing your talent and enhancing your team's performance. Explore what training and is available in your region.

Search for skills

Search



Welcome to GM Skills Map

GM Skills Map has been developed to help showcase which training, skills and apprenticeship options are available in the region and to help connect businesses with providers and vice versa. Providers will be able to upload their offer to the

GM Skills Map and those wanting to access the programme can explore their options. Open to all SMEs across Greater Manchester, GM Skills Map is a catalogue of training and apprenticeships with a dedicated team on hand to help.



Filter results 71 results for "digital" Sort by: Best Match

Search: digital X

Digital User Experience (UX) Professional Degree Apprenticeship

Developed with leading employers and industry groups, the Digital User Experience (UX) Degree Apprenticeship builds essential skills for delivering high quality online products and services. Demand for these skills is increasing across all sectors, particularly creative, tech, manufacturing and finance. This flexible qualification is ideal for apprentices working in a range of digital roles, including user interface designer, user researcher, interaction designer and product manager. All successful graduates are awarded a BSc (Hons) Digital User Experience (UX) degree from Manchester Metropolitan University, as well as a Level 6 degree apprenticeship.

IT and ecommerce

Funding option Fully funded

Duration/Guided learning hours 600-800

Apply Learn more

Consumer Rights Training for Retailers - DIGITAL CONTENT (online)

This online training course has been designed for the use of people who sell digital goods. It helps the user to understand consumer law, the rights of a customer, and helps them work towards compliance with current legislation. The course aims to help the user understand who the Consumer Rights Act applies to, know how to resolve any disputes, and know what liability they have regarding digital content.

Business

Funding option Commercial

Duration/Guided learning hours 1

Apply Learn more

Digital Marketer Level 3 Apprenticeship

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of

Digital Skills Level 1

This qualification is being taught remotely where learners will attend a virtual classroom with their specialist tutor. Laptop and broadband is required to complete the learning.

180 Providers | 1,800+ Courses | 350+ Apprenticeship Programmes | 600+ Fully funded courses

[Skills For Growth - Skills Map \(gmskillsmap.co.uk\)](https://gmskillsmap.co.uk)





JOIN THE SKILLS REVOLUTION

SME SUPPORT

www.skillsforgrowthsme.co.uk

Web: www.skillsforgrowthsme.co.uk
Email: enquiries@skillsforgrowthsme.co.uk
Tel: 0161 237 4444

Twitter:
[@SkillsGrowthSME](https://twitter.com/SkillsGrowthSME)

LinkedIn
<https://www.linkedin.com/company/skills-for-growth-sme-skills-support/>

Facebook
<https://www.facebook.com/Skills-for-Growth-SME-Skills-Support-102144555013461>



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Social Fund



Discussion Panel – clients of Skills for Growth

Presented by Lorcan Stafford



SKILLS FOR GROWTH SME

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Apprenticeship Specialist Support

Presented by Suzanne McNicholas





SKILLS FOR GROWTH SME

**Suzanne McNicholas
Apprenticeship Specialist**

Skills for Growth – SME Support

www.skillsforgrowthsmc.co.uk





What are the advantages of recruiting apprentices

Apprenticeships provide skilled workers for your future growth

An apprenticeship will also ensure that the skills developed are matched to the company's future needs





What are the advantages of recruiting apprentices

Fill skills gaps and allow the business to source future managers and leaders from within

Nurture the next generation of talent





What are the advantages of recruiting apprentices

An apprenticeship encourages employees to think of their job as a career and to stay with the company for longer





Fact

In the academic year 2019/20 - there were 719,000 people participating in an apprenticeship in England alone





Fact

By recruiting an apprentice 80% of employers have maintained or improved future skills in the business





Fact

70% of employers have seen improvements in the goods and services they offer.





Fact

66% of employers have experienced improved staff morale since taking on an apprentice





Fact

91% of apprentices stay in work or complete further training after their apprenticeship

THERE ARE FOUR LEVELS OF APPRENTICESHIPS

INTERMEDIATE	ADVANCED	HIGHER	DEGREE
LEVEL 2	LEVEL 3	LEVELS 4, 5, 6 & 7	LEVELS 6,7
Equivalent to 5 GCSE's grade A* - C/4	Equivalent to 2 A'Levels	Equivalent to a Foundation Degree or above	Equivalent to a Bachelor's/ Masters Degree

inspiring your future

**MORE THAN JUST AN APPRENTICESHIP
IT'S A CAREER!**



Levy Matchmaking



Greater Manchester Combined Authority commissioned the Growth Company in early 2019 to develop and deliver an online apprenticeship Levy Matchmaking Service

Public and Private Sector

Delivery Partners





Levy Matchmaking Service

Ensures as many levy payers as possible transfer unspent funds to non-levy payers to fund 100% of their apprenticeship training costs - negating the need for them to pay the 5% co-investment costs.

The Greater Manchester Levy Matchmaking Service facilitates funding transfers to create more apprenticeship opportunities across the city region.

Levy Matchmaking Service



Government Incentive

The employer will receive £1000 get for taking on an apprentice who is either aged 16 to 18 years old

Under 25 with an education, health and care plan or has been in the care of their local authority

EMPLOYER INCENTIVE PAYMENTS



Apprenticeships

Over 700 apprenticeships that are employer led

Grants and funding support

End to end support on programme

View apprentice standards on SkillsMap Over to Steve



JOIN THE SKILLS REVOLUTION

SME SUPPORT

www.skillsforgrowthsme.co.uk





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Overview of GM Skills Map

Presented by Steven Green





SKILLS FOR GROWTH SME

Steven Green – Skills Map Officer

www.skillsforgrowthsmc.co.uk





GM Skills Map



Log In



Skills for Growth - Skills Map

Looking to up-skill and improve business productivity? We're here to help you grow your business through re-shaping, developing your talent and enhancing your team's performance. Explore what training and is available in your region.

Search for skills

Search



Welcome to GM Skills Map

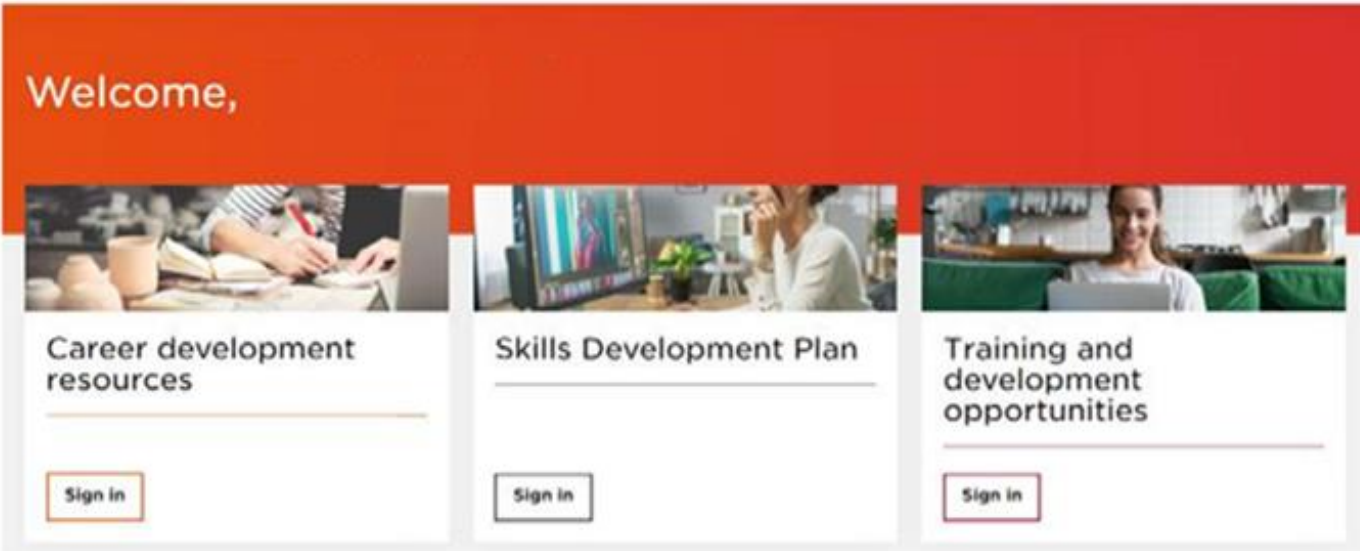
GM Skills Map has been developed to help showcase which training, skills and apprenticeship options are available in the region and to access the programme can explore their options. Open to all SMEs across Greater Manchester, GM Skills Map is a catalogue of training

- Provide an easy to use course directory, with a wide range of learning and development opportunities.
- GM Skills Map aims to bridge the gap between training providers, SMEs and future learners.
- Gather intelligence from SMEs and support GM identify gaps in skills and training across the region.



What Training Opportunities are available?

- Over 1,800 courses available from over 180 Training providers.
- Apprenticeships, online short courses, Professional development programmes, NVQs, ILMs, Mini MBAs, etc.
- Over 500 Fully funded courses; sectors include – digital, health & social care, construction, business management and leadership.





Simple-to-use Course Directory

My Learning Do Welcome, Steve EmployeeTest

Skills for Growth - Skills Map

Search for skills

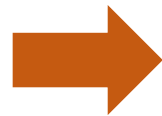
Search

My training

5

[View all](#)

ACTIVITY NAME	CREATED	
Data Analyst Recommended (Recommended by Skills Coach: Steven Green)	25/11/2021	Accept recommendation
Level 2 Certificate In Principles Of Business Administration Recommended (Recommended by Skills Coach: Steven Green)	02/12/2021	Accept recommendation



Activities

Search for an activity

Search

Filter results 112 results for "digital" Sort by: Best Match

Search: digital X

Digital Marketer Level 3 Apprenticeship Accredited

Apply

Search
digital

Accreditation
[Dropdown]

Focus
[Dropdown]

Category
[Dropdown]

Type
[Dropdown]

Time Of Day
Mon - Fri 9 - 5
Weekends
Mon - Fri before 9am
Mon - Fri after 5pm

Funding Option
[Dropdown]

Filter Cancel

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

Enrolment
Rolling recruitment

Delivery model
1 to 1

Entry requirements
Maths and English at grade 4 or above (or grade A-C) is desirable but if the apprentice does not hold these qualifications then they will have to study towards these subjects alongside their qualifications.

Access requirements
Each apprentice is allocated a work-based tutor who will visit them on site at regular intervals to assess their skills, knowledge and behaviours. As well as to set tasks for them to complete which will be mainly through a learning portal.

Last application
Activity timings
Mon - Fri 9 - 5

Length of programme



Career Development Resource

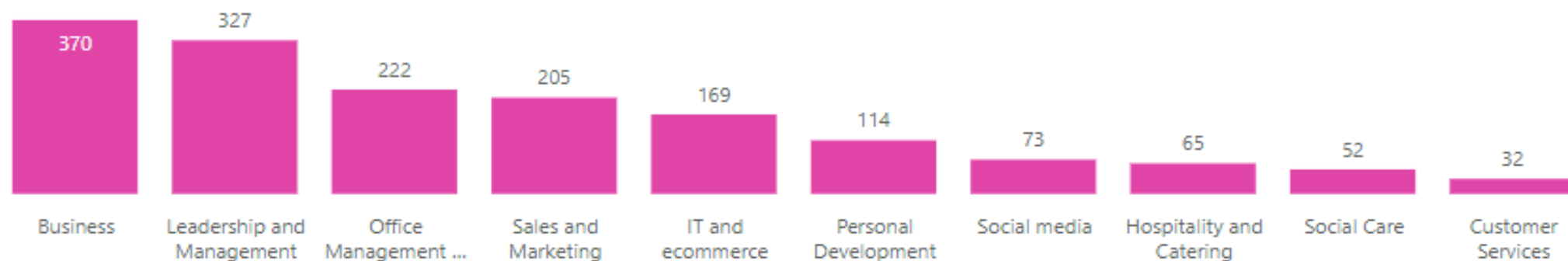
- A career management tool that holds eLearning material to support your professional progress.
- You can discover more about your strengths, motivations, learning preferences etc.
- Bitesize courses, videos, articles, workshops, career assessments and interview training.

A screenshot of the Career Development Resource website. The top navigation bar is dark red with white text for "Home", "Career Assessments", "Skills and Preferences Learning", "Business Skills", "Internal Interviews", and "IT Skills". Logos for the European Union, Greater Manchester Chamber of Commerce, and Greater Manchester Business Growth Hub are visible. A main banner features the text "IMPROVING WORKPLACE SKILLS" and a "LAUNCH" button. Below this is a "Welcome Steven" section with a search bar containing the text "Search e-learning topics: try networking, strengths, interview...". A grid of four content cards is displayed: "SELF-AWARENESS" (with an image of a gorilla), "CAREER POSSIBILITIES" (with an image of an open book), "BEING MORE PRODUCTIVE" (with a hand-drawn diagram showing "Plan" branching into "Short Term", "Long Term", and "Contingency"), and "UNDERSTANDING DESIRABLE ..." (with a chart). A bottom search bar and navigation icons are also present.

Skills Map: Top Ten by Applications Made

Overview of top ten activities and categories by applications made

Top Ten Activity Categories by Applications Made



Top Ten Activities by Applications Made

Activity Name	Funding Option	Activity Classification	Applications Made	Applications Approved
MS Excel – Set of 3 Interactive Courses (Online Short Course)	Fully funded	Course	118	62
MS Package - Set of 4 Interactive Courses (Online Short Course)	Fully funded	Course	95	45
Social Media Marketing Training (Online Short Course)	Fully funded	Course	73	40
Digital Marketing Training (Online Short Course)	Fully funded	Course	68	35
Level 2 Certificate In Principles Of Team Leading	Fully funded	Course	66	52
Level 2 Diploma Team Leading	Fully funded	Course	54	30
Managing Challenging Conversations (Online Short Course)	Fully funded	Course	32	16
Digital Marketing for Business	Fully funded	Course	29	13
Unconscious Bias Training (online)	Commercial	Course	25	23
Level 2 Certificate in Digital Marketing	Fully funded	Course	23	11
Total			583	327



GMCA Apprenticeship Support

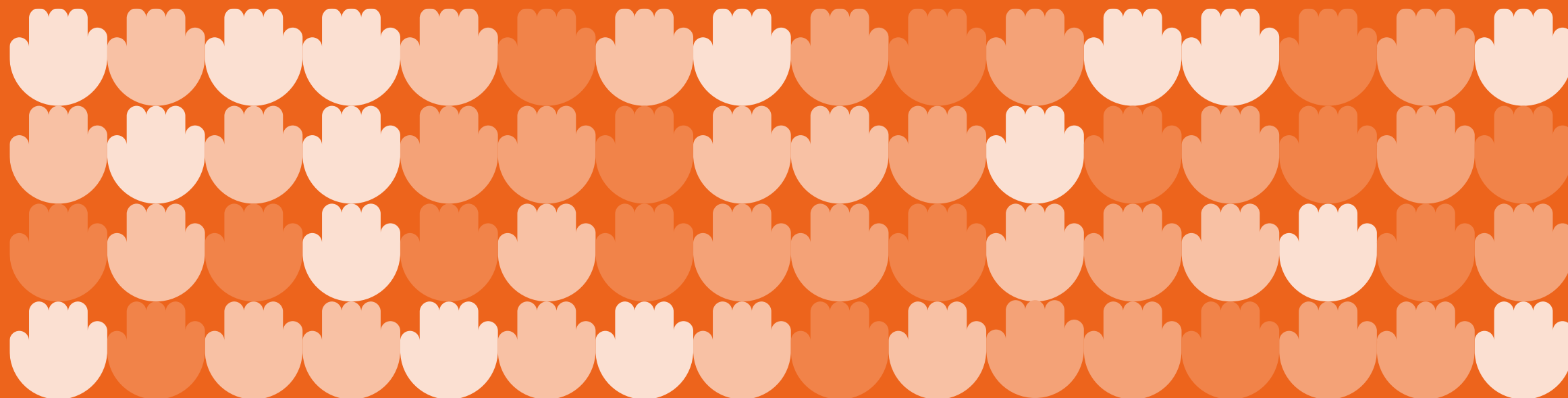
Presented by Amy Glanville and Bronwyn Raper



GMCA – Apprenticeship Support

Amy Glanville – Apprenticeships Programme Manager, GMCA

Bronwyn Raper – Operational Hub Lead, GMCA



Bridge GM – how you can support

We are working to support and help prepare young people to **actively participate and thrive in the economy**. We are doing this by building on their ambitions, qualities and skills in order for them to have fair access to the opportunities available across the sub-region.

Our recent Life Readiness survey has shown:

- **6 out of 10 Year 10 students in GM are worried about getting a job when they are older**
- **68% of year 10 girls say they feel hope and optimism for their future compared to 81% of year 10 boys**

Young people have told us, through the Young Person's Guarantee, that they would like **more experiences of the workplace** and to connect with organisations and role models that represent them and their communities

Through Bridge GM, we can help your organisation to:

- **Prepare young people for work and for life** and to learn about the workplace and gain skills needed for employment
- Promote apprenticeship opportunities and **help prepare young people for apprenticeships**
- Build your **talent pipeline**
- Inspire young people and bring learning to life

Bridge GM – how you can support

Why offer apprenticeships to young people

- Grow your own talent
- Bring fresh perspectives and new ideas into the workplace
- Development of existing staff

Preparing young people for apprenticeships

- Offering workshops and Q&A's
- Becoming a volunteer Enterprise Adviser and work with senior leaders in education to provide strategic guidance on creating a sustainable careers education programme aligned to the needs of Greater Manchester's economy
- 'Real-life' projects linked to the curriculum
- Experiences of the workplace
- Case studies and digital content hosted on [GMACS](#) (reach of 60,000+ active users aged 11-30)



Pledge your support here: <https://www.gmconsult.org/communications-and-engagement-team/gmca-pledge-5/>

Beyond apprenticeships

Beyond apprenticeships

- T level placements: 45 day placements for 16-18 year old students
- Traineeships: min. 70 hours work placement for 16-25 year olds
- Interview students as they finish their studies

Work with GMCA

- GM Tech Fund: donate your unused/old devices to be repurposed to help tackle digital exclusion in your local community
- Industry Skills Intelligence team: tell us about the skills gaps in your sector

Pledge your support here: <https://www.gmconsult.org/communications-and-engagement-team/gmca-pledge-5/>

Skills Intelligence Release Schedule

The Industry Skills Intelligence team works with employers in priority sectors to understand skills gaps and help to inform, design and commission new training

- January 22 – **Logistics**
- February 22 – **Financial Services**
- March 22 – **Advanced Manufacturing**
- April 22 – **Emergency Services**
- May 22 – **Rail**
- June 22 – **Retail**
- July 22 – **Digital/Creative**
- August 22 – **Healthcare**
- September 22 – **Construction**
- October 22 – **Culture & Tourism**
- November 22 – **Green Economy**
- December 22 – **Education**

Team Member	Sector
Phil Pennill Phillip.Pennill@greatermanchester-ca.gov.uk	Health and Social Care Education Public Sector
Caron Tinto Caron.Tinto@greatermanchester-ca.gov.uk	Retail Hospitality Financial Services
Paula Ackers Paula.Ackers@greatermanchester-ca.gov.uk	Logistics Construction Manufacturing
Joe Crolla Joseph.Crolla@greatermanchester-ca.gov.uk	Green Economy Digital/Creative Advanced Manufacturing



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GC Education & Skills

Presented by Kelly Bailey





GC Education & Skills

Kelly Bailey - Business Development
Director



Apprentices tend to be for people who didn't perform well at school

- Some people perform better by doing the practical element and so a hands-on apprenticeship may suit them better.
- Apprenticeships are available in a range of levels from entry level 2 up to level 7
- Degree apprenticeships - gain the academic qualification as well as the work experience.

77%

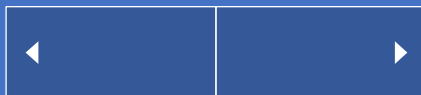
**REMAIN
WITH THE SAME
EMPLOYER**

MYTHS



The government decides what apprenticeships cover in terms of learn

- Apprenticeship standards are employer-led
- Outline the skills, knowledge and behaviours required to carry out a job role.
- Many subject areas – such as naval architecture, game software development engineer, nutritionist and many more across many sectors.





_ Apprenticeships are for people who want to do 'manual' jobs



Brewer

Marine

- Energy

Hospitality

Science

Construction

Environmental

Travel

Speech and language

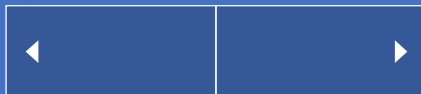
Animal care

Fashion and textiles

Creative, media and the arts

Engineering construction pipefitter

Chef de partie





Apprenticeships don't lead to a full-time job

- Over 90% of apprentices remain in employment or go on to further learning.
- 92% of apprentices state that their employment prospects had improved.
- 1 in 5 directors started their careers as an apprentice





Apprentices don't add value

- Apprentices can add lots of value to a business, from spreading the workload out from overstretched employees to boosting productivity.
- They may also raise staff morale.
- Apprenticeship used to upskill existing employees offer lots of value to the business





Apprenticeships are too expensive

- 100% of the training costs are paid for a 16-18 year old.
- For learners over the age of 18, the government will fund 95%
- For example - If the cost of an apprenticeship is £8000, the employer pays just £400 towards the cost of the apprenticeship training.



Apprenticeship funding





Thank you for listening

SKILLS FOR GROWTH SME

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Thank you

Questions welcome

