



## GREATER MANCHESTER, United Kingdom

### The Work and Skills Ecosystem

#### Key facts

Greater Manchester Combined Authority (GMCA) is developing a work and skills ecosystem with the aim of supporting young people and adults attain the relevant skills and knowledge to gain employment, sustain their jobs and progress in their careers.

#### Timeframe and funding

#### City population

2,822,000

#### Governing body

Greater Manchester Combined Authority

#### Link

[Work and Skills - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk)

#### Main objectives

The main objective of the programme is:

- To create an integrated employment and skills-ecosystem, which has the individual and employer at its heart, that responds to the needs of the residents and businesses in the city and contributes to local economic development and growth

It works according to three overall goals for the employment and skills system:

- That young people will leave the educational system with the knowledge, skills and attributes they need to succeed
- That working age adults who are out of work or have low skill levels will have access to the support they need to enter and sustain employment.
- That all adults have the chance to up-skill and progress in their careers:

## Content and mode of delivery



The employment and skills ecosystem includes, among others, support for apprenticeships, known as the Apprenticeship Hub; the Working Well programme, which provides integrated health and employment services for people at risk of, or experiencing long-term unemployment; and the Bridge programme, which aims to bring together businesses, educational leaders and career professionals, to develop a careers programme for young people in the Greater Manchester area.

There are several initiatives under the Bridge programme, one of which is 'Start'. Start is a career guidance software, connected to live labour market information and course data, to help young people make informed career decisions. Users can create a personal profile that generates relevant jobs, qualifications and new paths to explore. Over 3500 young people are actively using the tool at no charge and it is available to schools, colleges and parents as well. Through the tool, young people are able to understand themselves, their skills and interests as they build their profiles, and they are able to explore suitable career pathways. Start also has 'Track', which enables other stakeholders to analyse the data their students are inputting into the system, so that they can support and guide them in developing their skills and talents.

Another initiative under the Bridge programme is the Greater Manchester Adviser Network, jointly funded by the Greater Manchester Combined Authority and the Career and Enterprise Company. This initiative matches schools and colleges with volunteers from businesses, known as Enterprise Advisors. These advisors are usually business leaders who use their experience and professional networks to support and guide their assigned school's leadership team. They spend about 8 hours a month working together with leadership teams to build strategies and develop projects for student- employer engagement. Examples of such projects are employer-led network lunches and talks from current apprentices. The enterprise advisors are crucial, as they are able to provide employer insights, identify sector-specific priority areas in career guidance, enable employers to interact with students and provide broader employer links in schools' curricula.

## Stakeholders



Among others, the main stakeholders in the project are:

- The Greater Manchester Combined Authority
- The Career and Enterprise Company

### Contact us:

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