

Bury All-Age Work and Skills Strategy - Consultation

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Foreword

Good jobs are the foundations from which we build happy and prosperous lives. We want everyone in Bury to access meaningful and worthwhile employment, building prosperity and well-being for individuals and our borough.

Bury is at the forefront of delivering unprecedented job opportunities for our residents over the next 20 years. The borough will see new employment sites, new transport infrastructure, a brand-new secondary school, and housing development. This comes at a time when Greater Manchester has agreed to the seventh devolution deal with the government, a groundbreaking deal that will give us greater autonomy over our collective decision-making in the areas that will have the greatest impact on our residents.

Providing accessible and affordable skills and training opportunities throughout people's lives, suited to the economy now and fit for the future, is the only way in which we can ensure that working age residents in Bury can pursue the jobs and careers that they want.

The Mayor of Greater Manchester and the ten leaders have secured significant control over post-16 technical education,

giving us the ability to create the country's first integrated technical education city-region. We can achieve parity of esteem for our young people through both technical and academic pathways. With this level of opportunity and investment, it is imperative that we prepare our residents for the opportunities that will present themselves in the next 10 years and beyond by articulating our ambitions through an All-Age Work and Skills Strategy.

This strategy intends to influence policy and create supportive structures across our education settings through primary schools, secondary and further education that reimagines the role of education to be focused on education for work. Beyond compulsory education we will deliver a local work and skills eco-system, by focusing on the changes that we can make and influencing and lobbying for the changes we cannot.

While we cannot directly control the curriculum in our primary and secondary settings, we can play a pivotal role in supporting our teachers and leadership teams. By forging strong partnerships with businesses, we can open the world of work to our young people, inspiring them to envision their future career paths and equipping them with the skills necessary to become good employees.

In Bury, we believe in lifelong learning from childhood to adulthood. This strategy will set out how we will support our adult residents to secure good employment, advancing their careers, increasing their earning potential, and switching careers when necessary. With today's rapidly evolving workplace, career

paths no longer need to be linear.
Adaptability and a willingness to learn
new skills are essential mindsets for
success.



Cllr. Charlotte Morris Cabinet
Member, Culture, Economy and
Skills

Introduction

Bury, with an economy valued at £3.2 billion and home to over 8,000 businesses, provides 68,000 jobs. However, despite this robust foundation, Bury's economic growth has been sluggish over the last 20 years. Without strategic intervention, this trend is forecasted to continue. Employment growth has been weak, marked by a shortage of local job opportunities and an increasing reliance on commuting outside of the borough to access quality employment.

For many years, the borough has suffered from an inadequate and constrained supply of employment land, in terms of both quantity and quality, which has constrained the borough's ability to retain and attract investment.

The adoption of the Places for Everyone (PfE) in February 2024 presents a once in a lifetime opportunity for Bury to realise our ambitions of enabling and supporting employment growth and unlocking significant new economic opportunity in Bury.

This is particularly significant considering the transformative designation of the Atom Valley Mayoral Development Zone (MDZ) within the Places for Everyone Plan. A significant development site within Atom Valley is Northern Gateway which has the potential to drive long-term transformative growth in Bury, a game-changer set to generate employment opportunities never seen in recent history. The ambition for Atom Valley which stretches across Oldham, Rochdale and Bury is to enable a mega-cluster of advanced manufacturing and materials, with the entire Atom Valley development expected to create 20,000 jobs, 7,000 new homes and 1.6 million square metres of employment space. Bury's Northern Gateway will be the largest site within the

wider Atom Valley area and will encompass employment land and residential land. The Northern Gateway site has the potential to be transformational by boosting the competitiveness of the Northern Districts both within the Greater Manchester conurbation and wider.



Northern Gateway will be the largest and most accessible employment offer in the UK. It has the flexibility to attract and accommodate a range of employment sectors at scale including advanced manufacturing.





It is the fundamental ambition of this strategy, and its delivery plan that the opportunities arising from Northern Gateway are accessible for Bury residents. We recognise that there are disparities and inequalities across our neighbourhoods and not all residents are currently benefiting from work and learning opportunities across the borough or wider conurbation.

Access to employment opportunities is a major contributor to inclusive growth. High quality, fairly paid jobs help reduce health inequalities, improving physical and mental wellbeing and reduce pressure on local services. Conversely, worklessness or low quality, low paid work can be a major cause of health inequalities alongside poor access to housing, education and public services.

The expansion of economic opportunities will bring real benefits to our communities, but it will also need reform and change to the skills system. We need to prepare young people for careers in key growth sectors and take the opportunity of skills

devolution to develop a system which is much more responsive to the business need. With new opportunities on the horizon, it is imperative that civic leadership and focus is leveraged towards an integrated work, health and skills system that best delivers the skills portfolio that businesses tell us are needed to harness growth. A flexible and adaptable skilled population are vital to creating a thriving economy that has inclusive growth at its heart.

The work and skills system needs to deliver not only what the economy demands but also to innovate and create solutions at a local level to enable individuals to reach their potential and actively participate and contribute to the local economy.

Recognising the ever-changing nature of job market requirements, influenced by technological progress, shifting industry dynamics, and new trends, it is crucial that Bury fosters a commitment to continuous learning. To this end, the Bury Work and Skills Strategy is a blueprint, a business case to empower individuals of all ages with the knowledge and capabilities they need to participate in both current and future job markets. The Work and Skills Strategy outlines our commitment to embed an integrated work and skills system that supports greater innovation and productivity in our economy.

The Work and Skills Strategy supports the Bury Economic Strategy and its goals by driving inclusive growth, boosting productivity, and ensuring the long-term health of our local and regional economy. It is a shared responsibility among all stakeholders, each contributing to the economic prosperity of Bury's residents.

National and City Region Context

Greater Manchester (GM) has been the trailblazer of English devolution since the agreement to create the city region's first directly elected mayor in 2014. This deal gave the Greater Manchester Combined Authority (GMCA) powers covering transport, business support, employment and skills support, policing, spatial planning and housing investment. In the interim years GMCA negotiated a further five deals, doing the groundwork for deeper devolution across the region.

A deeper devolution agreement expands on the foundations laid by the Levelling Up White Paper. It is a landmark deal for GMCA, devolving responsibility for policies, functions and accountability. Collectively Greater Manchester will manage the devolution of non-apprenticeship adult skills function with GMCA acting as the central convenor of careers provision across the city-region. More recently government has announced that integrated settlements will be implemented with Greater Manchester. Greater Manchester will receive integrated settlements from 2025-26.

In addition, a central area of devolvement will allow GMCA to co-design future employment support programmes ensuring they are aligned with other devolved powers and deliver the support residents need to have flexible career options that equip them to move and remain in good employment.

Using new powers granted to GMCA by the devolution deal sets the scene for the ambitions of the Greater Manchester Mayor who has set out his manifesto for his new term with his three big ideas including the MBacc (Greater Manchester

Baccalaureate), a new technical education pathway that will rebalance the system and create parity of opportunities for those young people who want to pursue a technical pathway into employment and future careers.

This seismic shift of responsibility to GM with the powers and flexibilities is timely for the Bury system, giving us the opportunity to shape our hyper local work and skills system to meet our ambitions of a fair inclusive, economy with our businesses as our allies.

Bury's Work and Skills Strategy aligns with the strategic priorities of the Greater Manchester Combined Authority, leveraging the transformative potential of the taking full advantage of the opportunities that the integrated settlement funding model offers to build a local skills system to meet our economic priorities.

The Single Settlement offers unprecedented flexibility, enabling Greater Manchester to streamline investment by aligning funding across education, housing, transport, and health for a unified approach to skills, health and economic development.

Bury's Work and Skills Strategy is underpinned by the Single Settlement and directly benefiting from Greater Manchester as a leader in devolved skills planning. By aligning our local skills system with economic priorities, Bury as a collective can build a hyper local system that ensures our residents are equipped to thrive in emerging industries while driving inclusive, sustainable growth.

Greater Manchester Local Skills Improvement Plan (LSIP)

LSIPs were introduced in the Skills for Jobs White Paper in January 2021 and now form

part of the Skills and Post-16 Education Act. LSIPs provide a far-reaching opportunity for post-16 technical education by putting employers at the heart of the skills system. LSIPs aim to broker a robust and impactful partnership between businesses, education and training providers, creating action and adaptation when the economy and employment landscape needs a response to market changes, new disruptions, challenges and emerging skills requirements. The finding of the research informing the priority actions of the LSIP will be incorporated into this strategy and will include wide ranging considerations such as addressing skills shortage, referencing disparities in workforce development, improving the integration of life ready skills and essential skills for work.

Bury LSIP Findings

The Bury LSIP findings from the surveys evidenced the following top training area of interest from Bury businesses:

- Basic functional skills for business - 32.2%
- Business leadership and management – 24%
- Essential ICT skills – 24%
- Sales and business development - 26%
- Customer service - 21.9%
- Digital marketing - 21.2%

Bury's Work and Skills Plan should also have an eye on future inward investment and development activity that could pivot local skills demands to meet the demands of wider sectors.

The local area LSIP report for Bury identifies several sectors that will be in scope for employment and skills development in the future:

- Construction
- Hospitality
- Manufacturing
- Professional services
- Green opportunities
- Health
- Education
- Logistics

Bury's Work and Skills Plan also needs to be mindful of wider skills needs across the conurbation noting transport infrastructure improvements creating realistic, affordable, sustainable travel to work opportunities. Emerging investment projects in Bury and the wider conurbation may call for even greater flexibility and adaptability from the education and skills system.

Bury Policy Context - A Case for Integration

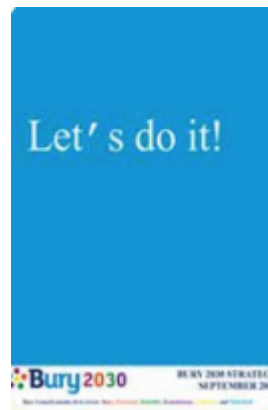
Bury Council has been at the forefront of joining up services across work, health and skills, while further aligning our efforts with wider policy delivery in area such as transport, housing, early intervention and prevention. The devolvement of funding within the integrated settlement to Greater Manchester will play a key role in advancing the Governments mission to Get Britain Working, significantly accelerating the roll out and delivery of the Live Well initiative across the region. Building on the Live Well concept, Bury Council and partners aim to achieve deeper integration across services, systematically removing barriers that keep some of our residents trapped in an increasingly complex and hard to navigate system. This approach will ensure services are accessible, cohesive and transformative supporting residents to take charge of their lives and 'Live Well' in every sense.

Our policy approach for work and skills will build upon the concept of our joint venture in the Millgate Shopping Centre. Bury Works – Neighbourhub is a central location where residents can access multiple support in one location. The policy direction across Bury to place services in neighbourhoods under the Public Service Reform workstream will enable the next transformation of placed based delivery and prevention in Live Well centres.

The Bury Work and Skills Strategy is one of a suite of local strategies that deliver the high-level vision of the LET's do it! Strategy to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation.

Bury's suite of strategies do not sit in isolation, all contribute to the overall vision. They all support our inward investment ambitions by building an attractive local offer that includes good transport, a vibrant culture and leisure offer, a mixed housing offer, reputable education establishments and a skilled workforce. In essence a place where businesses want to invest, and people want to live.

LET's do it! Strategy



The Work and Skills Strategy is a critical enabler of Bury's LET's do it! strategy, our overarching community strategy embodying the principles (Local, Enterprise, Together and Strengths) by which we will collectively as a system achieve our vision:

to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation.

The Work and Skills Strategy directly supports key priorities of LET's, namely -

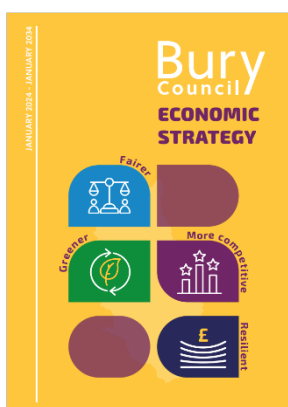
1. A better future for the children of the borough
2. Improved quality of life
3. Improved early years development
4. Improved educational attainment
5. Increased adult skill levels and employability

It seeks to deliver educational improvement and employment, pre-employment and apprentice opportunities for young people, including targeted work

for school age and school leavers, as well as provide every adult with the opportunity to be their best through access to high quality, local work.

It supports community wealth building by addressing some of our deepest challenges, from building a fairer society that leaves no-one behind and addressing inequalities of opportunity within our borough through the creation of pre-employment opportunities for those furthest away from the employment market through placements, apprenticeships and internments.

Bury Economic Strategy



The Bury Economic Strategy sets out a clear framework and priorities to guide the Council and partners (Team Bury) collaborative approach to delivering a sustainable, competitive, inclusive and resilient local economy that fulfils its growth potential, while making a significant contribution to Greater Manchester's wider economic growth over the next decade and beyond.

Bury Education Strategy

The Education Strategy aims to ensure that young people receive the highest quality of education in a range of safe and inclusive environments. It also strives to position our schools as the heart of community collaboration, fostering support for both young people and their families.

Providing our young people with the best educational experience is essential to securing the highest possible outcomes and preparing them for the world of work by equipping them with the skills, knowledge, resilience and connections needed to thrive in the competitive job market.

Bury Adult Learning Service

Bury Adult Learning Service is part of Bury Metropolitan Borough Council, funded by Greater Manchester Combined Authority (GMCA) and the Education and Skills Funding Agency (ESFA) to deliver post-16 programmes that lead to accredited qualifications or enable learners to develop new skills and knowledge through Community Learning activity.

The Service supports the vision, priorities, and ambitions of the Council and Greater Manchester Combined Authority, including improving the employment and skills prospects of local communities to support economic growth and contributes to a range of agendas and areas of policy and life, including digital inclusion, poverty, economic regeneration, community cohesion, health and wellbeing through both formal and informal learning

Bury Local Transport Strategy



A strategy to enable the borough's towns to be connected to each other, to Greater Manchester and beyond by an affordable, safe, reliable and well-maintained low carbon transport system. It will be easy to get around by public transport, on foot and by bike. Investment in transport will help to grow the economy, connect residents to employment, reduce deprivation and improve the health and well-being of residents.

Bury Cultural Strategy



A strategy to secure and maximise the outcomes of investment in culture. To maximise the opportunities around the creative economy, creative wellbeing, skills development and social cohesion.

Figure 1 All Roads lead to Let's!



Bury's Work and Skills Strategy forms a key element in the roadmap to achieving our vision of reducing deprivation, increasing social mobility and building a thriving resilient economy.

Through the implementation of the Work and Skills Strategy, we aspire to create a vibrant borough where all individuals have equity of opportunity to thrive, irrespective of their background or circumstances. By equipping our residents with the skills they need for work, fostering economic independence, and embedding a culture of lifelong learning, we are building a solid foundation for a prosperous future—a future in which individuals can continually adapt, contribute, and find fulfilment in their personal and professional lives.

Priority Objective: *Improving all age education, health and skills provision to support increase life chances and social mobility.*

Objectives

We believe that everyone deserves an equal opportunity to thrive and contribute to our borough's economy and recognise that where you live in the borough can

impact attainment, qualification levels which impacts on job prospects, prosperity, aspiration and social mobility. In line with the evidence that underpins our Economic Strategy, the Bury Work and Skills Strategy has identified three objectives.

1. Advising and Preparing Young People for Work: Young people are prepared for the world of work by providing them with the necessary learning and experiences that establish a solid foundation for future employment. Our young people understand the choice of pathways towards their future career choices and value the parity of opportunity between further education, apprenticeships, MBacc and on the job training.

2 Reduce economic inactivity, unemployment and underemployment: Economic Inactivity has a negative impact on individuals' life chances, the local economy and on long-term economic growth as it limits the pool of labour and skills available to employers. We recognise the critical importance of lifelong learning for adults in today's fast evolving job market. Our strategy ensures that Bury adults are fully informed about funded upskilling and training opportunities, empowering them to enhance relevant skills throughout their careers. We will fully participate in the further development of the Local Skills Improvement Plan and £10m inactivity trailblazer.

3. Employer Investment in Workforce and social value activity: We will support employers to invest in their workforce by promoting accessible, high-quality, work and training opportunities. Through collaboration with local businesses and industries, we will promote skill development, apprenticeships, and lifelong learning programs that are aligned with the needs of the labour market.

Objective 1 - Advising and Preparing Young People for Work

KEY FACTS

- In Bury, 61.5% of young people achieve a level 3 qualification by age 19 in 2022 - above the national and regional averages of 60.7% and 58.1%, respectively.
- 3.9% of 16–17-year-olds are not in education, employment or training (NEET) or Not Known – below the national and regional averages of 5.6% and 5.3% respectively however Bury has high NEET figures for its vulnerable young people.
- 4.5% of 16–17-year-olds are currently in apprenticeships (April 24) - this is below the regional average of 6.5% and is slightly below the national average of 4.6%
- 19% of 16–24-year-olds in Bury are currently (October 2024) claiming out of work benefits – this is above Greater Manchester (18%), Northwest (18%) and United Kingdom (17%).
- 45.2% of young people progress to higher education. 34.9% of young people who are disadvantaged progress to HE – this is above the Northwest average of 26.1% and England average of 29.0%

A key objective within the LET's do it! strategy is to ensure that our children and young people have a better start in life, with access to improved education and broader horizons. Most young people in Bury successfully participate in education and training, making a positive transition into further learning or employment.

However, data indicates that not all young people in Bury have an equal chance to succeed, with some groups facing more barriers than others. As a borough, we will continue to tackle inequality in our learning and skills system, particularly for care leavers and young people with disabilities.

Youth unemployment in Bury accounts for 19% of the working age population. Youth unemployment and economic inactivity is rising in Bury and outcomes for care leavers are below the outcomes of other young people. There are multiple causes of youth unemployment, but the long-term impact can reduce life chances, motivation and quality of life. As a system it is crucial that young people are informed and inspired much earlier in their education journey.

A key priority for Bury Council and partners will be to embed work and skills conversation as the norm in interaction with young people throughout their education. It is crucial that young people understand the breadth of opportunity available to them as they navigate their early aspirations. Early interaction with inspirational business leaders and their organisations will be an offer that enhances a fundamental understanding that school and college education and further learning is a pathway to employment.

Schools have a vital role in ensuring the delivery of a high-quality careers education programme. The Gatsby Benchmarks provide a framework for best practice, emphasising the importance of embedding careers education across the curriculum. By integrating careers into subject teaching, schools can help students see the relevance of their learning, raise aspirations, and improve engagement. A whole-school approach ensures that all staff contribute to preparing students for further education, training, and employment, supporting social mobility and strengthening the future workforce.

The local system will work with schools to identify those most at risk of disengaging. As a system, we will collaborate with partners to develop re-engagement programmes for young people who are NEET, utilising UK Shared Prosperity Fund and other external funding to support our offer. Bury will put transition support front and central post 16 –18 supporting young people to make informed choices to minimise the number of NEET and further stem the pipeline of migration to claiming out-of-work benefits. Through practical information, advice, and guidance Bury will support the navigation and understanding of the pathways and skills required to progress in work.



- Reduce the number of young people at risk of being NEET by planned early intervention.
- Reduce numbers of NEET young people (including EHCP and Care Leavers), utilising funding for engagement and provision
- Supporting schools and colleges to promote and inspire young people to pursue higher level qualifications
- Promote parity of pathways for young people between academic and technical careers i.e. increased take up of technical pathways in Bury.
- Youth voice feeds into careers delivery within education

What does success look like?

Priority Actions:

- Inspire our young people to understand the world of work by planned interaction at key stages throughout their primary and secondary education
- Support Bury Schools and colleges to work collaboratively with GMCA, national organisations and businesses to strengthen their careers guidance.
- Support Bury schools and colleges to deliver good quality careers provision against the Gatsby Benchmarks supported by businesses.
- Support and deliver Government initiatives designed to increase and maintain youth employment rates at a local level.
- Promote and support GMACS (Greater Manchester Apprenticeship and Careers Service).
- The education, employment and skills system are responsive to the needs of the local and national economy.
- Young people are job ready. They understand the labour market and the expectations of employers.
- Young people with SEND (Special Education Needs and Disability) and Care Leavers are supported to achieve their potential.
- The system has strong, mutually supportive relationships with businesses who collaborate with Further Education Colleges, Schools, Adult Education and Welfare to Work Providers.
- An increase in the numbers of young people starting and completing an apprenticeship.
- More high-quality apprenticeships and T Levels as a route into key employment sectors.

An inspirational careers session delivered to Year 6 students in a Radcliffe Primary School.



- Reduction in the proportion of young people aged 16-17 who are NEET.

Objective 2 - Reduce economic inactivity, unemployment and underemployment

KEY FACTS

- Bury has one of the lowest proportion of residents aged 16+ earning above the national living wage in Greater Manchester.
- Bury currently has 47.1% of its working age residents holding a level 4 qualification, the national average is 47.3%. Whilst in line with the England Bury lags other GM boroughs of Trafford (56%), Manchester (60.3%) and Stockport (53.9%).
- Bury has a skills shortage induced vacancy rate of 9%, higher than the GM and England average of 6%.
- The economic inactivity rate for Bury is 27.7% compared to 21.0 % average (medium) of all other Local Authorities.
- Youth unemployment in Bury is currently 8% age 18 - 24 years compared to 6.3 in the Northwest and 5.5 in Great Britain.

Over 74,000 residents leave the borough for work. This contributes to a self-containment rate (the proportion of residents living and working in their place of residence) of 44%. This means that two-thirds (66%) of residents leave the borough for work. *

*While outflow commuting is not inherently a challenge, it does imply a lower degree of opportunity within the borough and therefore a reliance on surrounding areas for employment and prosperity.

We want our workforce to be able to participate in the tremendous range of opportunities which will be coming to Bury through the Northern Gateway, town centre projects, housing development and the growth of key sectors such as manufacturing, health and social care and creative and digital.

Bury has an opportunity to enable the creation of a skilled local labour force, able to access high quality employment opportunities not only in our frontier sectors but also our economically important foundation economy. Our foundation economy plays a vital role in supporting our communities acting as the economic backbone of our town and district centres, enabling a varied and vibrant cultural offer and delivering crucial services. The foundation economy also offers a wide range of skill sets that can be progressed into a diverse career.

To support this, we will need a higher proportion of our adult population to have level 3 and level 4 qualifications in the areas that businesses report skills shortages and have access to an expanded Higher Education and Adult Skills offer.

Unemployment and underemployment can be detrimental to good health. and Skills and Public Health professionals have identified through evidence that good work has a positive impact on individuals, their families and the community. Unemployment and underemployment can have multi-faceted impacts and demands on public sector services.

Economic inactivity is on the rise in Bury and reflects a national trend most notable since the global pandemic. While not unique to Bury, those not in employment and not seeking employment have increased and long-term sickness is the

predominant reason for leaving the workforce. Bury's contribution to the productivity of the Greater Manchester economy has stagnated over several years.

Our economic contribution equates to just under 5% of all GVA in Greater Manchester (33bn). Bury has the lowest contributory share amongst all the 10 GM districts. The constrained supply of employment land across the borough for expansion and inward investment has compounded slow productivity and minimum opportunity for inward investment. Atom Valley and Northern Gateway will bring new employment opportunities for Bury residents that must be exploited to reduce deprivation and increase income levels across the borough.

Priority Actions:

- Actively promote the wide-ranging Adult Skills Budget funded skills programmes including Bury Adult Learning's offer.
- Support high quality higher education and adult skills and training offer shaped and led by industry/business.
- Create stronger collaboration between partners including GMCA led Employer Boards building upon existing business networks supporting employer led higher education offers.
- Increased number of learners choosing higher technical qualification routes and career pathways.
- Increase in the number of adults accessing Adult Skills Budget provision to increase employability and career advancement.
- Support employers to diversify their workforce, creating opportunities for disabled residents
- Support and deliver the Economic Inactive Trailblazer in Bury and all other funded activity that reduces the barriers that prevent adults from being economically active (poor health, disability, confidence, life events).
- Increase number of level 3 qualifications in the population in sectors important to the local economy.
- Support residents in employment to progress in their careers, improving skills, increasing income and or increasing number of hours mitigating in-work poverty.
- Support the integration of employment support & health, enabling residents to access support in community health settings

What does success look like?

- Achieve at least 80% employment rate in Bury.
- Reduction in the percentage of economically inactive people in the working age population.
- Barriers (such as managing health conditions) that some people face when accessing learning and employment are mitigated.
- Reduction of the disability employment gap.
- All communities are aware and are supported to access good quality learning opportunities: as a system we can measure the post codes where learning is accessed and the outcomes through the GMIT system.

- The system has maximised the impact of available Government funding delivering improved employment, skills and health outcomes in Bury.
- Evidence of collaboration, good news stories and a reduction in skills gaps reported by employers.
- Employers can fill their vacancies.
- Education and training providers expand and deliver Higher Education and Adult Skills offer in line with business demand.
- Digital exclusion is minimised; by ensuring our working age residents have access to the necessary equipment and connectivity. Our efforts will focus on bridging the digital divide, enabling our working age residents to participate fully in the digital world, enhancing their skills leading to job opportunities.
- Stronger integration across the Public Sector – NHS, Police, Probation, Early Years, VCFA (Voluntary Community and Faith Alliance) to maximise outcomes and develop efficiencies through partnership working.



Objective 3 - Employer Investment in Workforce Skills and Social Value activity

Bury has a good record of accomplishment of entrepreneurialism and innovation with a strong record of business start-ups.

Insert infographic here showing level of start up across the borough.

There is forecasted growth in business, financial and professional services, wholesale and retail and health and social care. Bury also has a policy focus on advanced manufacturing, digital and creative, hospitality and tourism and low carbon.

It is imperative that the policy focus is to support our business base by ensuring that they are connected to funded business support and skills programmes to facilitate their growth and to create employment opportunities.

Bury Council and partners including (but not limited to) the GMCA the Growth Company, Manchester Inward Investment Agency (MIDAS) and the Greater Manchester Chamber of Commerce must promote business engagement activity to support skills development within organisation from entry level skills up to higher technical skills including leadership and management.

Employers investing in their workforce will enhance their productivity and competitiveness whilst contributing to the overall growth of the region.

We want Bury employers to aspire to have a highly skilled and adaptable workforce that can meet the evolving demands of their sectors through developing and promoting a culture of lifelong learning. By

upskilling employees through investing in training and development programmes, employers can ensure that their workforce possesses the necessary technical, digital, and life skills required to excel in their roles and adapt to the changing sector landscapes.

Key facts:

LSIP Key Findings:

- 64% of businesses in Bury reported recruitment problems.
- Resident earnings in Bury are 13% higher than workplace earning (residents travel outside of the borough to access higher-value employment).
- Bury businesses have reported that candidate soft skills are an issue:
- 30.7% of businesses in Bury reported that the skill lacking most amongst candidates was 'customer handling.' This was followed by 'ability to manage own time and prioritise own tasks' (28%) and 'team working' (28%). 'Reading and understanding operating instructions' was a prominent category in Bury.
- Median gross weekly pay for Bury residents in 2023 is £575 compared to a Northwest average of £552. Bury has the third highest median gross weekly pay in GM after Trafford and Stockport. This reflects the high number of residents who travel to work outside of the borough.
- In 2021, Bury had a job density of 0.70 compared to a GM and England average of 0.86
- Current GVA (Gross Value Added) per job filled shows that Bury is at 87.8, 12 points behind the national average.
- Bury has a much lower number of high growth businesses than the Northwest and less than Manchester, Stockport, Trafford and Bolton a reflection of the

lack of employment land for inward investment and expansion.

Priority Actions:

- Work with employers to understand barriers to recruitment and ensure careers, skills and employment services respond to employers' needs.
- Support employers to invest in the quality and quantity of skills within their work force (number of apprenticeships starts, starts on degree apprenticeships, Leadership and Management).
- Support Bury employers to embed social value activity in their business plans. Employers support work experience placements, T Level Industry Placements, and graduate internships.
- Expand involvement and engagement between employers and education with inspirational business interactions in educational settings.
- Deliver support to Bury's manufacturing sector to attract talent to rebalance the ageing workforce in this sector through a Manufacturing Academy.
- Support for residents in work but at risk of falling out of work.

What does success look like?

- Increased number of Bury businesses assessing funded skills provision for their workforce.
- Increase in the number of apprenticeships starts and completions in Bury.
- Increased diversity in the workplace including residents with disabilities, women returners, over

50's, ex-offenders, veterans and other priority groups.

- Reduction in reported skills gaps in the economy.
- Collaboration and productive networking delivered with Bury's manufacturing sector and other key sectors.
- Successful delivery of WorkWell and In Work Progression activity to support residents remaining in work and progressing in work.
- Tracked and impact measured social value activity.



Making the Case for Change

As an integral part of Greater Manchester, Bury must make the case for change in the employment, education and skills sector. The trailblazer devolution deal goes a long way to achieving the power to make real changes across this landscape.

Collectively we can do more to support our Further Education settings. To raise the level of available skills and talent pipeline in our frontier sectors we must support our colleges to attract the teaching professionals who are experts in their field. Evidence shows we have an ageing workforce in the frontier sectors in particular manufacturing and construction

and all age skills shortages in clean growth and low carbon, health innovation and the digital and creative sectors. Creative avenues to attract industry professionals into teaching should be further explored, transferring a great wealth of knowledge and working experience to both teaching professional and students.

In Bury we need to make a stronger call for the power of devolution to trickle down to localities across Greater Manchester. We are not a homogenous city region, even within our own Local Authorities we have areas that sit next to each other geographically but could not be more different in terms of employment rates, life expectancy, poverty and health. For over a decade the 10 constituents of Greater Manchester have worked together to create partnerships and innovative approaches to delivering change that has influenced policy direction in government departments. We should build on this supported by talent and experience within the GMCA to further deliver innovation at a granular level, delivering placed based solutions that support our residents but also allow an element of challenge to their life choices.

Autonomy and funding to deliver place-based solutions locally whilst still supported by GMCA will take us to another level of integration across all our services.

The lobbying strength and expertise within in the GMCA and the Mayoral leadership to do things 'differently here' is an opportunity to focus on the places and the cohorts in each Local Authority.

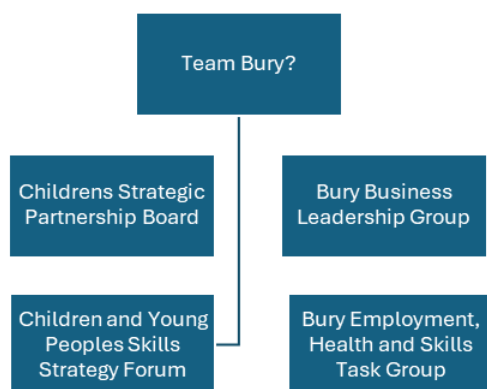
Governance and Delivery

Governance and delivery are of crucial importance if we are to make an impact and deliver on our strategic objectives. The

All-Age Work and Skills Strategy and the accompanying Delivery Plan will be owned by Team Bury supported by the Bury Business Leadership Group and the Children's Strategic Partnership Board. However, this strategy interacts with all the leadership boards that deliver on the LET'S do it! ambitions:

- Public Service Reform Board
- Health and Wellbeing Board
- Anti-Poverty Steering Group
- Regeneration Board
- Children's Strategic Partnership Board

Governance



Acknowledgements