

# OUR PEOPLE



## OUR AMBITION & PRIORITIES

The baseline evidence review, analysis and stakeholder engagement activity has highlighted the importance of 'People' in creating the conditions to support the following ambition for the borough:

**People  
Ambition:  
To build the  
capabilities of  
people to find,  
sustain and  
progress in  
employment  
and achieve  
economic  
security**

Our 'People'  
Priorities are:

1. **Improving all age education and skills provision to support increased life chances.**
2. **Attracting and retaining talent to help fuel our growth.**
3. **Reducing economic inactivity and unemployment.**
4. **Improving health and wellbeing.**



## 1. Improving all age education and skills provision to support increased life chances.



### Where do we want to be?

We want young people and adults in the borough to thrive and leave education and training ready to succeed in the labour market and well prepared for work with a balance of technical, academic and life skills. Our young people and adults need to have the skills, mindset and support they need to achieve their potential and adapt to changing circumstances throughout their working lives. This requires a responsive education and skills system which can meet the rapidly changing nature of work, and support employers to compete effectively through highly productive work.

Building a talent pipeline of local people who can access well paid, good quality jobs will support inclusive growth objectives whilst meeting the skill needs of major investments and important sectors in Bury. By equipping young people and adults in our borough with the appropriate tools for the current and future workplaces we can ensure opportunity for them in the long term. This must be done without the exclusion of the important jobs in the foundational economy that underpin many aspects of the borough's prosperity.

The impact of unemployment for younger people and adults is proven to be a significant detriment to that person's life-long career prospects and health. As a borough we can ensure that our young people and adults have the best access to the skills they will need in the labour market that will in turn ensure longer term success for them and therefore increased prosperity for our borough.

Exciting opportunities for upskilling residents are already in place with provision from Bury College and Holy Cross College both providing a University Centre both offering higher educational opportunities and technical qualifications. Recent investment includes a new Health Innovation STEM Centre with state-of-the-art learning facilities including a laboratory, simulated hospital ward and simulated domestic home.







## How do we get there?

The following actions will support our approach to improve life chances for all our residents within our borough, over the next decade and beyond, ensuring we can deliver our ambitions for sustainable and inclusive growth.

**Priority Action: Inspire our young people to understand the world of work by planned interaction at key stages throughout their primary and secondary education.**

Low attainment rates and a lack of soft skills can have a negative impact on life chances for our young people. We will, through creative activity ensure that young people are prepared for adulthood, we will promote labour market information and pathways to employment – ensuring that they are moving towards decent quality, sustainable work.

**Priority Action: Support the expansion of an evidence based integrated Higher Education and Adult Skills in Bury**

We will support education and training providers to deliver and expand Higher Education and Adult Skills offer, enabling high quality industry-led learning environments and facilities to support upskilling and the acquisition of higher-level skills. The roll out of technical education reforms will support progression pathways to higher technical qualifications and embed routes into careers provision in Bury.

**Priority Action: Development of Employer Led Skills Plans aligned to Greater Manchester Local Skills Implementation Plans**

Develop Local Skills Implementation Plans (LSIPs) aligned to major investment opportunities and important sectors such as construction, health and social care, manufacturing, creative and digital, tourism and hospitality, and low carbon. This action will seek to facilitate community wealth-building through strengthening local skills and employment opportunities through the commissioning, procurement and planning processes associated with major development in the borough.



## 2. Attracting and retaining talent to help fuel our growth.



### Where do we want to be?

We need to harness current and future planned population growth as an economic driver and ensure we retain and attract young and working age residents to help fuel our growth. This needs to be underpinned by a compelling and quality housing, jobs, culture and leisure offer.

The borough offers a diverse range of lifestyles, from rural and spacious living to town centres that are well linked to the wider Greater Manchester city region. These inherent aspects of our borough make it a desirable place to live, work and start a business. This can be sustained and further built upon in the future and ensure our borough retains and attracts talent needed

to fuel our growth. Though this must be done in a considerate and sustainable manner that considers housing needs and amenity requirements of existing and prospective residents.

The borough has a relatively skilled population, with increasing investment in Level 4+ qualifications. However, job density is currently low, and the borough experiences a significant net outflow of commuters with key destinations including Manchester, Salford, Bolton and Rochdale. The planned major investment in the borough presents an opportunity to retain talent in high quality local jobs, helping to retain wealth and facilitating sustainable neighbourhoods.





## How do we get there?

The following actions will support our approach to attracting and retaining talent within our borough, over the next decade and beyond, to ensure that we can deliver our ambitions for sustainable and inclusive growth.

### Priority Action: Bury Investment Prospectus

The borough has an emerging strong value proposition which can be articulated in a compelling Investment Prospectus. This prospectus can be used to target potential investors, residents, and businesses by raising awareness of the breadth of the opportunities in the borough (e.g. strategic sites, investment locations, growth sectors, skilled workforce etc.). This aligns with our ambition to increase housing stock in the borough to attract economically active residents to the borough, addressing our issue of an ageing workforce.

### Priority Action: Graduate Work Placements & Apprenticeships

Our emerging Higher Education offer and increasing demand for higher level skills presents an opportunity to attract and retain graduate and apprenticeship talent. This action seeks to support graduates and young people to build experience and skills whilst raising awareness of the value of graduate talent amongst employers through facilitating graduate placements and the creation of apprenticeships.

### Priority Action: Inspirational Careers and Lifelong learning

A focus on employability and skills must support residents of all ages ability to secure good employment with pathways to upskilling, promotion and social mobility throughout their careers. This action seeks to inspire Bury's young people and adults with the breadth of opportunity for employment and progression. Targeted careers education, information, advice, and guidance (CEIAG) will support young people, transitioning education leavers through collaborative action, tailored solutions and enhanced engagement. A spotlight will be shone on important sectors and key employers to inspire young people and adults to progress into local and regional opportunities.





### 3. Reducing economic inactivity and unemployment.



#### Where do we want to be?

We have a supportive welfare system that provides access to work for those who can, support for those who could, and care for those who cannot. However, there is a pool of inactive labour in the borough which could be better utilised, although some of the barriers to work are deeply entrenched, systemic and intergenerational. We need to better understand the complexity of these issues and forge long term and integrated solutions to support and incentivise people back into work. Evidence has highlighted the increasingly tight labour market and the scale of current and future skills needs which presents opportunities for those currently inactive in the labour market to access.

There needs to be a focus on community wealth building through planned projects and investment in the borough to align opportunity and need. Sources of funding such as the UK Shared Prosperity Fund and Levelling Up Funding can facilitate these objectives.





## How do we get there?

The following actions will support our approach to reducing economic inactivity, inequality and poverty, over the next decade and beyond, to ensure that we can deliver our ambitions for sustainable and inclusive growth.

**Priority Action: Coordination of multi-agency Work and Skills ecosystem activity to tackle the barriers to employment faced by Bury's out of work residents**

Greater Manchester has a well-resourced but complicated landscape of provision aimed at helping to broker those disengaged from the labour market through skills provision and back to work support. This action seeks to continue to embed and grow the integrated employment and skills eco-system which has the individual and employer at its heart, and that better responds to the needs of residents and businesses.



**Priority Action: Delivery of UK Shared Prosperity Fund (UKSPF) Investment Plan and further devolution of skills and employment activity through the GMCA Trailblazer devolution deal.**

The Greater Manchester UKSPF Investment Plan is built around eleven high-level interventions across three Investment Priority areas of Communities and Place, Local Businesses and People and Skills. As one of the ten constituent authorities, Bury will play an important role in delivering against the intended outputs and outcomes sought by the plan.

Bury will ensure its people, places and businesses influence and benefit from further devolved funding to Greater Manchester. Delivery across the borough will have inclusive growth and the creation of pathways to up-skilling and job opportunities at its core. We will ensure that there is a skilled pipeline of talent for all sectors of our economy at a local and regional level. Our ambition is to reduce unemployment and underemployment to levels not seen in the borough previously, thus reducing dependency on Council services and increasing economic life chances for more people.

**Priority Action: Support Community Employability Spaces**

Neighbourhood based employability spaces can provide trusted spaces which can be used by local people to develop skills, access services, and provide grassroots support for some of Bury's most vulnerable residents, including young people and adults living in deprived areas with a focus on supporting progression into employment, health services education and training. The focus will be to support delivery partners to integrate in neighbourhoods, linking to regeneration activity.





## 4. Improving health and wellbeing and reducing inequalities



### Where do we want to be?

Improved population health can support our ambitions for improving quality of life and extended life expectancy. This can be facilitated through improvements in the wider determinants of health e.g. housing environment, employment, education etc., facilitating healthy lifestyles through improving access to parks and open spaces.

In addition, we want to facilitate behaviour change support, provide access to health and well-being advice, and create healthier environments and places. We will create more cycle and walking routes and deliver integrated healthcare systems targeting those with the greatest need to change lifestyle choices.

Increasing positive health and wellbeing outcomes will have the most significant impact in some of our most deprived communities. Health inequalities are caused by differences in access to the basic building blocks of health. These include good jobs and enough money to live well, safe affordable homes, healthy food, healthy environments, and high-quality healthcare. Focused efforts to improve key building blocks in our deprived areas will improve the quality of life for some of our most disadvantaged areas and contribute to creating a borough of growth inclusivity and equality of opportunity.





## How do we get there?

The following actions will support our approach to improving health and wellbeing and reducing inequalities within our borough, over the next decade and beyond, to ensure that we can deliver our ambitions for sustainable and inclusive growth.

- **Priority Action: Embedding good health outcomes as an integral part of the employment and skills system.**

Embed good employment outcomes as a wider determinant of good health outcomes. Bury Council has a dedicated health and employment officer which provides a mechanism by which we can better promote the role of good work in supporting health and evolve existing initiatives to meet identified need in the borough. Good work offers job security, provides an income, widens social networks and gives people a purpose, contributing to improved health and well-being. This action will champion innovative approaches between health providers, DWP (Department for Work and Pensions) and Bury Council to tackle poor health as a barrier to labour market participation and build on existing programmes such as the Working Well (Work and Health) programme.

- **Priority Action: Targeting Population Health**

Improving population health and reducing health inequalities can be achieved through developing targeted initiatives to support health and wellbeing in the borough (e.g. through health and wellbeing coaches and social prescribing activities.) There is evidence that social prescribing can lead to a range of positive health and wellbeing outcomes for people, such as improved quality of life and emotional wellbeing.

- **Priority Action: Focused actions to Improve living standards**

Improving living standards is one of the most important causes of increases in life expectancy, just as health is an important driver of economic productivity. For economic growth to reduce health inequalities it must be evenly shared and benefit the least well off most. We will work across Council departments, teams, and partners, including business growth and infrastructure, planning, public health, education and skills and local businesses, to ensure all residents and communities have access to good quality and secure employment opportunities.

