

CHAPTER 02. NATIONAL & CITY REGION CONTEXT



NATIONAL & 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 devolvment 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 to build a local work and 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.

NATIONAL & CITY REGION CONTEXT

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.

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.

NATIONAL & CITY REGION CONTEXT

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



Construction

01



Hospitality

02



Manufacturing

03



**Professional
Services**

04



**Green
Opportunities**

05



Health

06



Education

07



Logistics

08



NATIONAL & CITY REGION CONTEXT

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 areas 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 Government's 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 place 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.

NATIONAL & CITY REGION CONTEXT

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.

NATIONAL & CITY REGION CONTEXT

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 contribute to a range of agendas and areas of policy and life. This includes 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 wellbeing of residents.

NATIONAL & CITY REGION CONTEXT

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.

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.



**BUILDING ON
THE LIVE WELL
CONCEPT, BURY
COUNCIL AND
PARTNERS AIM
TO ACHIEVE
DEEPER
INTEGRATION
ACROSS SERVICES**

**Bury Local
Transport Strategy**

Anti-Poverty Strategy

Bury Culture Strategy

**Bury Housing
Strategy**

**All-Age Work &
Skills Strategy**

**Bury Economic
Strategy**

**LET'S
STRATEGY –
LET'S DO IT!
STRATEGY**



NATIONAL & CITY REGION CONTEXT

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 will understand the choice of pathways towards their future career ambitions, 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 economic 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 programmes that are aligned with the needs of the labour market.