

CHAPTER 04.
OBJECTIVE 02
REDUCE ECONOMIC
INACTIVITY,
UNEMPLOYMENT AND
UNDEREMPLOYMENT

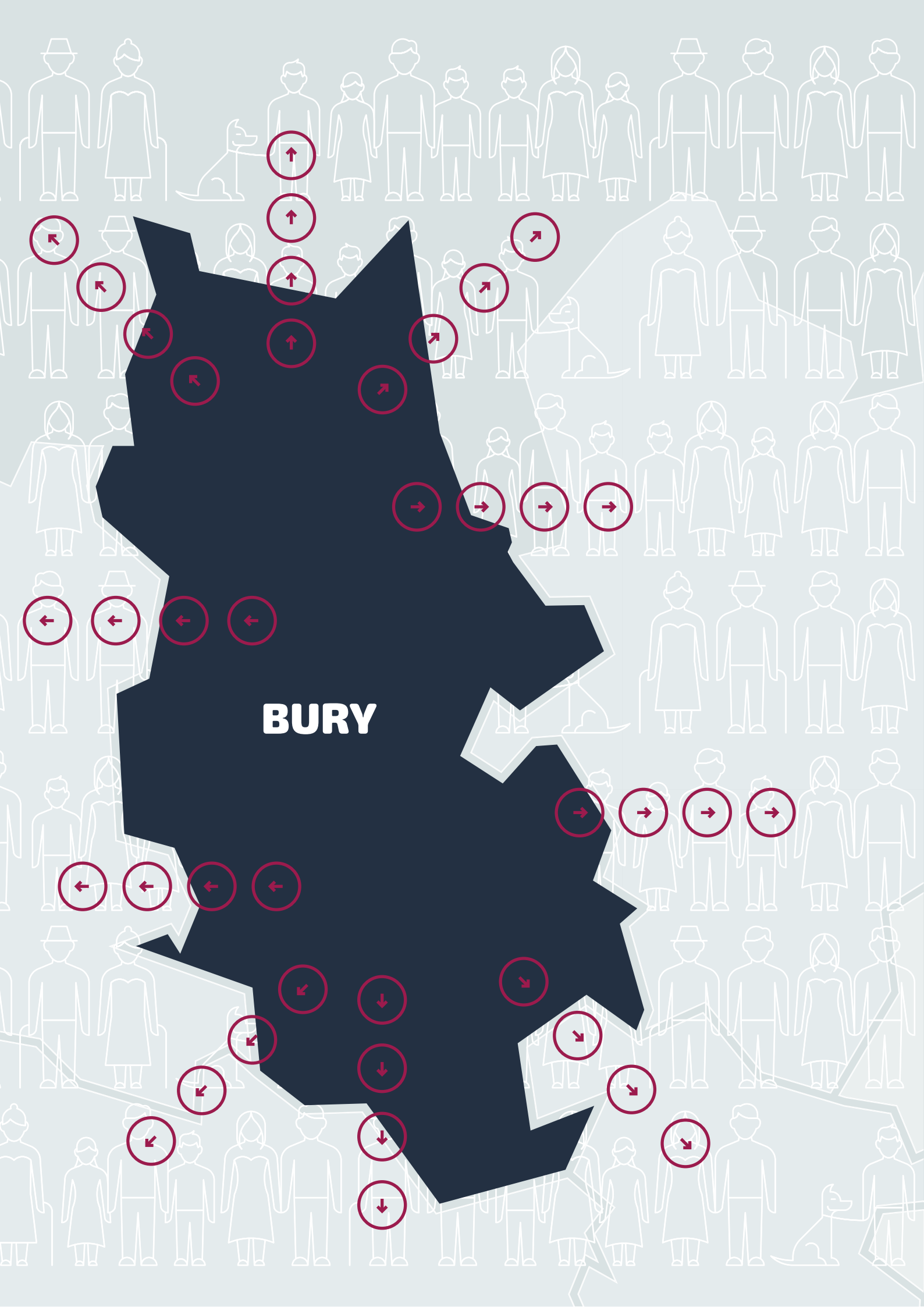


OBJECTIVE 02

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 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.



BURY

OBJECTIVE 02

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. 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.

OBJECTIVE 02

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 offers, shaped and led by industry/businesses.
- 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 the 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.

OBJECTIVE 02

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.