

CHAPTER 05.

OBJECTIVE 03

EMPLOYER INVESTMENT IN WORKFORCE SKILLS & SOCIAL VALUE ACTIVITY



OBJECTIVE 03

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

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 organisations. 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.

OBJECTIVE 03

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.

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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.

**INCREASED
NUMBER OF BURY
BUSINESSES
ASSESSING FUNDED
SKILLS PROVISION
FOR THEIR
WORKFORCE.**



OBJECTIVE 03

What does success look like?

- Increased number of Bury businesses accessing 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.

OBJECTIVE 03

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 the talent and experience within the GMCA. As well as, 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.

OBJECTIVE 03

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



**Team
Bury**



**Childrens
Strategic
Partnership
Board**



**Bury
Business
Leadership
Group**



**Children &
Young Peoples
Skills
Strategy
Forum**



**Bury
Employment,
Health &
Skills Task
Group**



**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.**

