

# FAST TRACK DIGITAL WORKFORCE FUND

## LAUNCH EVENT

Tuesday 25<sup>th</sup> June 2019



Department for  
Digital, Culture,  
Media & Sport

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



DIGITAL SKILLS  
**PARTNERSHIP**  
LANCASHIRE

# Agenda

09:30 – 10:00am	Arrival and registration	
10:00am	Welcome	Phil Swan, Chief Information Officer - GMCA
10:10am	National Context	Dept. for Culture, Media & Sport (DCMS)
10:20am	<p>Programme overview and requirements</p> <ul style="list-style-type: none"><li>• Background &amp; Strategic Context</li><li>• GM LIS &amp; Digital Skills Gap</li><li>• Fund Objectives</li><li>• Design &amp; Content: Key Requirements</li><li>• Target Candidates</li><li>• Examples of innovation</li><li>• Eligibility</li><li>• Outcomes</li></ul>	<p>Gemma Marsh, Assistant Director (Skills) – GMCA</p> <p>Adele Reynolds, Principal Skills Manager – GMCA</p> <p>Lisa Bourke, Senior Policy Adviser – DCMS</p>
10:50 – 11:00am	Draft Timeline & Questions	Adele Reynolds
11:00 – 11:45am	Networking Session	All
11:45 – 12:00pm	Next Steps & Close of Event	Adele Reynolds

# Phil Swan – Chief Information Officer, GMCA

# GM Digital



I want Greater Manchester to be a digital city with a difference – one with a **bold digital economy** which actively **encourages businesses to invest and grow**, and also one where technology is used to **deliver positive change**.... This bold vision places the needs of people firmly at the heart of technological innovation.



*Andy Burnham, Mayor of Greater Manchester*

  

  



  



Corridor  
Manchester



Co-working spaces



Barclays Eagle  
Labs



University  
Incubators



The Vault



MediaCityUK & The  
Landing



The Federation  
(Co-op)



Manchester Tech  
Incubator

# Jon Ryder – Digital Skills & Inclusion, DCMS

DCMS commissioned research, June 2019- ***No Longer Optional: Employer Demand for Digital Skills***

Key findings from our research:

- 82% of online jobs ask for digital skills- becoming a near universal requirement for employment.
- Specialist digital skills are key to helping career progression- they are required in 56% of middle-skill jobs, and 68% of high-skill jobs.
- Digital roles offer a wage premium over non-digital roles- for middle-skill this is £5,800 and for high-skill £11,300.
- Digital skills requirements vary substantially from region to region.

# **Programme Overview & Requirements**

**Gemma Marsh – Assistant Director (Skills), GMCA**

**Adele Reynolds – Principal Skills Manager, GMCA**

**Lisa Bourke – Senior Policy Advisor, DCMS**



## Background & Strategic Context

- The purpose of the **£3m Fast Track Digital Workforce Fund** is to support employers to address their specialist digital skills needs by partnering with training providers to **co-design** short training courses.
- The fund is a joint venture between the Department for Culture, Media & Sport, GMCA & Lancashire Digital Skills Partnership.
- Through the LIS GM aims to build upon its position as a leading digital city region; **key is addressing the shortage of skilled talent**
- Training and skills development programmes often do not provide up to date workplace relevant digital skills. **This pilot offers the opportunity for a much sharper alignment to employer needs.**
- As this is a new approach we are looking for innovation and have defined the outcomes we want to achieve rather than the 'how'.



# GM Local Industrial Strategy & Digital Skills Gap

**Health Innovation:**  
global leadership on  
health and care  
innovation extending  
healthy lives

**Advanced Materials &  
Manufacturing:** A  
world leading city  
region for advanced  
materials and a Made  
Smarter ecosystem

**Digital, Creative &  
Media:** Broadcasting,  
content creation and  
media, cyber security, e-  
commerce & big data

**Clean Growth:** Carbon  
neutral living in the  
city-region by 2038

Ideas, Skilled People, Infrastructure & Business Environment

## Skill Shortage Occupations:

- Developers e.g. Java, PHP, IoT
- Data Scientists
- Data Analysts
- UX Designers
- Engineers e.g. DevOps, Linux
- Sales & Business Development



## Skill Shortage Occupations:

- Digital Marketing
- Product Managers
- IT Business Analysts
- Animators
- Web designers/developers
- User Researchers



## Skill Shortage Occupations:

- Cyber security technologists e.g. penetration tester, security analyst, network engineer
- Medical technologists
- BIM Technicians
- Manufacturing Engineers

# Objectives of the Fast Track Digital Workforce Fund

- Addressing locally identified digital skills gaps; supporting employers to recruit to hard to fill vacancies requiring specialist digital skills
- Improving engagement between employers and training providers; building capacity to deliver co-designed & co-deliver training
- Supporting GM residents to enter/retrain into skilled digital jobs and progress their careers through gaining good quality work
- Diversifying the digital talent pipeline by embracing new methods of recruitment and flexible ways of delivering training

# Design and Content: Key Requirements

- Proposals must train individuals for 'hard to fill' occupations that require specialist digital skills with clear links to recruiting employers
- **Added value is key:** bringing in new staff/progressing those in low skilled roles; where demand is not being met by existing training provision
- **It is expected that training is co-designed by consortia of providers of skills & employers: collaboration is essential.** (Consortia can bid for between £50,000 and £180,000 to run training schemes).
- **Proposals must be supported by employers;** primarily this should be job vacancies/guaranteed interview. Employers are also encouraged to e.g. contribute match funding, premises/equipment, co-deliver training.
- Training provision can be accredited or non-accredited. We expect most training to be pitched at middle skill level (Level 3-5). **Quality is key.**
- Proposals should aim to deliver training to participants in up to 12 weeks full time and up to 20 weeks for part time courses.
- We are looking to test 'flexible' delivery models to ensure a wide range of candidates can access training including those in-work

# Target Candidates

**As a primary target we want to ensure this fund is helping to improve career progression for low paid residents in GM & Lancashire.**

We want to ensure that training is accessible and improves the diversity of the digital talent pipeline. Target candidates include:

- Career Changers e.g. those in low paid or unstable employment
- Those recently out of the job market
- Graduates who are not currently utilising their degrees
- Returners to the tech industry
- Returners to work e.g. full time parents, carers
- Groups underrepresented in the tech industry e.g. women, BAME, people with a health condition/disability, people over 50

*Proposals will need to show the approach to recruiting target candidates and additional support that will be provided to help overcome barriers.*

## Some examples of innovative practice .....

Pilot should test a number of different approaches to digital skills delivery.

Projects should offer something different to the training that is available on the market already.

### ***How can innovation be incorporated?***

- In the ***design of training provision*** - particularly where the demand is not currently being met by existing digital skills provision
- By embracing new methods of ***recruitment to the programmes*** to widen diversity and attract new people to work in the sector
- Supporting the formation of ***new partnerships*** between employers and providers
- ***Flexible delivery models*** to ensure that a wide-range of participants in varying circumstances are able to access and benefit from training

# Eligibility

- Employers must have a base in Greater Manchester or Lancashire and the fund must support training for jobs in those regions
- Providers/colleges/universities will be required to demonstrate that they have links with employers in Greater Manchester or Lancashire.
- As this fund is about testing different approaches in the first funding round lead providers will only be able to submit one bid.
- Candidates participating in training should be resident in Greater Manchester or Lancashire with priority given to target groups.

# Outcomes

- The aim of this pilot is to train around 900 people over one year.
- We expect 85% of participants to achieve; new employment, better employment, quality higher level apprenticeship.
- Providers will be accountable to GMCA for all delivery undertaken through this contract; including providing management information.
- The Fast Track Fund will be delivered by GMCA & Lancashire DSP in collaboration with other partners including local authorities, Jobcentre Plus etc. Suppliers will be required to work in partnership.

# **Timelines & Questions**

**Adele Reynolds – Principal Skills Manager, GMCA**



# Draft Timelines

Date	Activity
25 <sup>th</sup> June	Market Engagement/Information Event
w/c 8 <sup>th</sup> July	Fund opens for round 1 applications & full criteria published
w/c 22 <sup>nd</sup> July	<i>Potential market information event</i>
6 <sup>th</sup> September	Fund closes for round 1 applications
End of September	Applicants informed of round 1 outcomes
w/c 7 <sup>th</sup> October	Grants awarded to training providers
End of October	Mobilisation of delivery commences
November (tbc)	Fund opens for round 2 applications

# Questions & Answers

Please post up any questions on the relevant flipchart board

Questions can also be sent to [fasttrackdigital@greatermanchester-ca.gov.uk](mailto:fasttrackdigital@greatermanchester-ca.gov.uk)

A list of FAQs will be published at <https://www.greatermanchester-ca.gov.uk/what-we-do/digital/fast-track-digital-workforce-fund/>



# Networking Session

Data Analysis

Other specialist  
digital jobs/skills

1) **Employers:** What roles are you particularly struggling to recruit to? Which specialist digital skills are hard to find? **Providers:** tell us which roles you are able to develop a training pathway for.

Software & Programming;  
Computer & Networking Support

Digital Design / Digital  
Marketing

2) An opportunity to feedback on the prospectus / requirements of the fund

3) Please post up any questions for GMCA/DCMS on the relevant flipchart board

**This time is an opportunity to make connections & start building consortia**

## Next Steps

- Period for questions: **until 5<sup>th</sup> July**
- Call for Proposals Issue Date: **w/c 8<sup>th</sup> July**
- Deadline for return of bids: **6<sup>th</sup> September**
- Assessment will take place during September
- Target Award of Grants Date: **w/c 7<sup>th</sup> October**