

LAUNCH EVENT - 25TH JUNE 2019

# Fast Track Digital Workforce Fund

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Department for  
Digital, Culture,  
Media & Sport

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



DIGITAL SKILLS  
PARTNERSHIP  
LANCASHIRE



# AGENDA



Department for  
Digital, Culture,  
Media & Sport

**GMCA**

GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



DIGITAL SKILLS  
**PARTNERSHIP**  
LANCASHIRE

2.30pm

Welcome &  
Introductions

Michele Lawty-Jones  
Jeremy Coates

2.40pm

National Context

DCMS

2.50pm

Overview &  
requirements

Kerry Harrison  
DCMS

3.20pm

Process Questions

Kerry Harrison  
Michele Lawty-Jones  
DCMS

3.25pm

Table Discussions

3.50pm

Feedback & final  
questions

Kerry Harrison  
Michele Lawty-Jones  
DCMS

# WELCOME

## FAST TRACK DIGITAL WORKFORCE FUND

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Michele Lawty-Jones

Director of the Skills and Employment Hub

Jeremy Coates

Director of Digital Lancashire

Founder & CEO Magma Digital Ltd



WE WELCOME DCMS TO OUTLINE THE:

# NATIONAL CONTEXT

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Lisa Bourke - Senior Policy Advisor



# Programme Overview & Requirements

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Kerry Harrison - Digital Skills Coordinator - Lancashire Digital Skills Partnership

Lisa Bourke - Senior Policy Advisor - DCMS

# Background

## Purpose

Support employers to address their specialist digital skills needs.

Through co-design & co-delivery of short training courses.

In partnership with providers.

## Partnership

DCMS

Greater Manchester  
Combined Authority

Lancashire Digital Skills  
Partnership

## Needs

Test & Learn Fund allows opportunity for sharper alignment to employer needs.

Addressing skills needs in a LEP priority area.

## Innovation

New approaches wanted.

Prospectus defines outcomes and not methods.



# INFORMED APPROACH LEP PRIORITY AREAS

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## Research to date

Recruitment challenges within the digital sector, which has a much higher incidence of skills shortage vacancies.

The skills reported as hardest to obtain by employers were advanced IT or software skills of a technical nature such as cyber skills or PHP programming.

Presently updating and will publish in July/August 2019

Skill	Skill Category	How digital ▲	Demand
<a href="#">Analysis</a>	Business Analysis	High	Very high
<a href="#">Programming</a>	Web & Software Development	High	Very high
<a href="#">CAD</a>	Engineering & Design	High	Very high
<a href="#">Coding</a>	Web & Software Development	High	Very high
<a href="#">Design Development</a>	Web & Software Development	High	Very high
<a href="#">Software Development</a>	Web & Software Development	High	Very high
<a href="#">Oracle</a>	Web & Software Development	High	Very high
<a href="#">MVC</a>	Web & Software Development	High	Very high
<a href="#">Technical Documentation</a>	Web & Software Development	High	Very high
<a href="#">Digital Marketing</a>	Marketing	High	Very high
<a href="#">Software Engineering</a>	Web & Software Development	High	Very high
<a href="#">Application Development</a>	Web & Software Development	High	Very high
<a href="#">IT Support</a>	IT Hardware & Networks	High	Very high
<a href="#">Java</a>	Web & Software Development	High	Very high
<a href="#">JavaScript</a>	Web & Software Development	High	Very high
<a href="#">Service Desk</a>	IT Hardware & Networks	High	Very high
<a href="#">User Interface</a>	Web & Software Development	High	Very high
<a href="#">Hardware</a>	IT Hardware & Networks	High	Very high
<a href="#">e-Commerce</a>	Marketing	High	Very high
<a href="#">Helpdesk</a>	IT Hardware & Networks	High	Very high
<a href="#">AutoCAD</a>	Engineering & Design	High	Very high
<a href="#">Technical Support</a>	IT Hardware & Networks	High	Very high
<a href="#">Maintenance</a>	Utilities & Maintenance	High	Very high
<a href="#">ASP.NET</a>	Web & Software Development	High	Very high
<a href="#">Analytical Skills</a>	Business Analysis	High	Very high
<a href="#">Linux</a>	Web & Software Development	High	Very high
<a href="#">Electronics</a>	Electronics	High	Very high
<a href="#">CSS</a>	Web & Software Development	High	Very high
<a href="#">Testing</a>	Web & Software Development	High	Very high
<a href="#">Social Media</a>	Marketing	High	Very high
<a href="#">Active Directory</a>	IT Hardware & Networks	High	Very high
<a href="#">MySQL</a>	Web & Software Development	High	Very high
<a href="#">jQuery</a>	Web & Software Development	High	Very high
<a href="#">SAP</a>	Business Analysis	High	Very high
<a href="#">Automation</a>	Web & Software Development	High	Very high

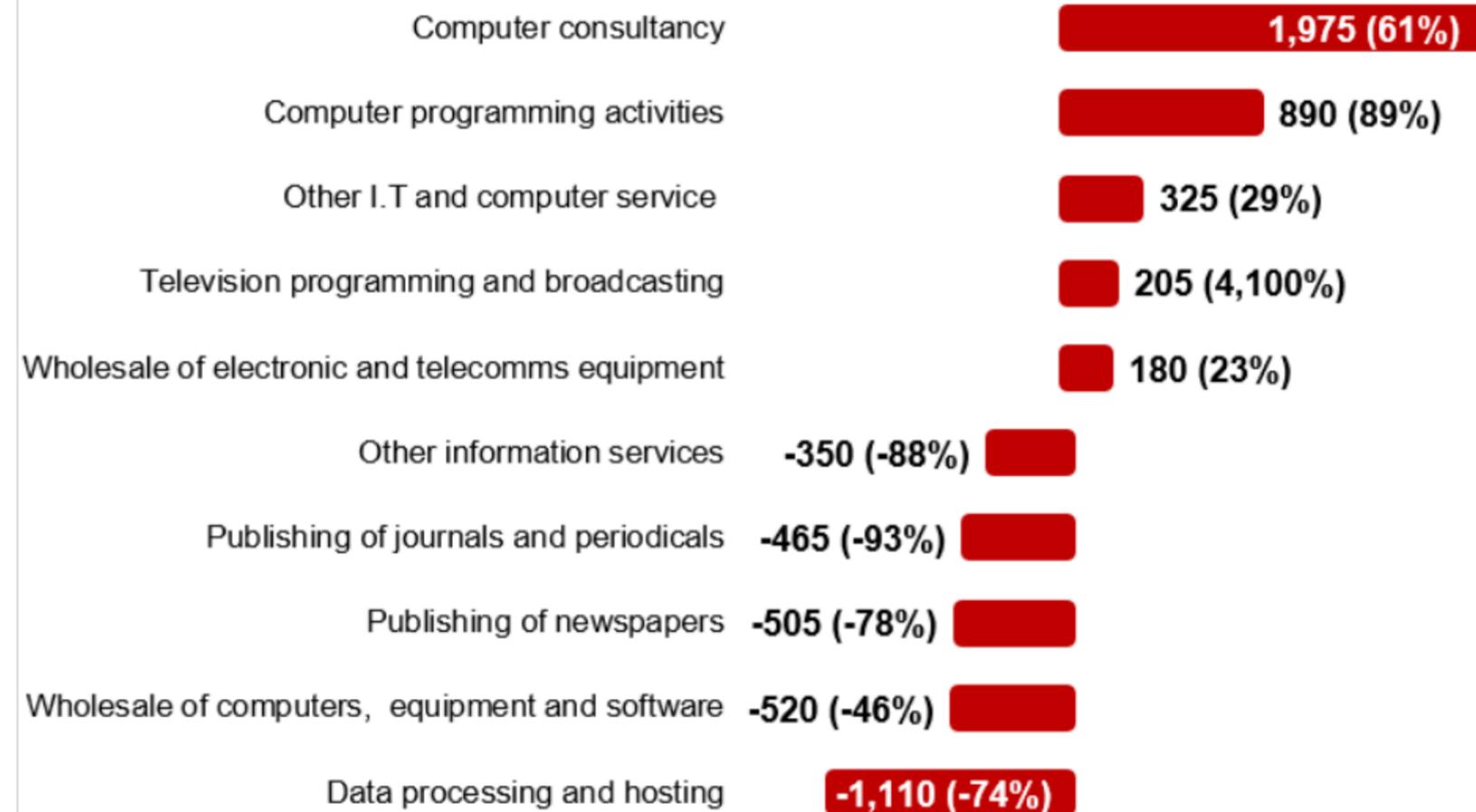
# ADVERT ANALYSIS

## DWP - EXAMINE THE PLACE TOOL

The picture of Lancashire today.

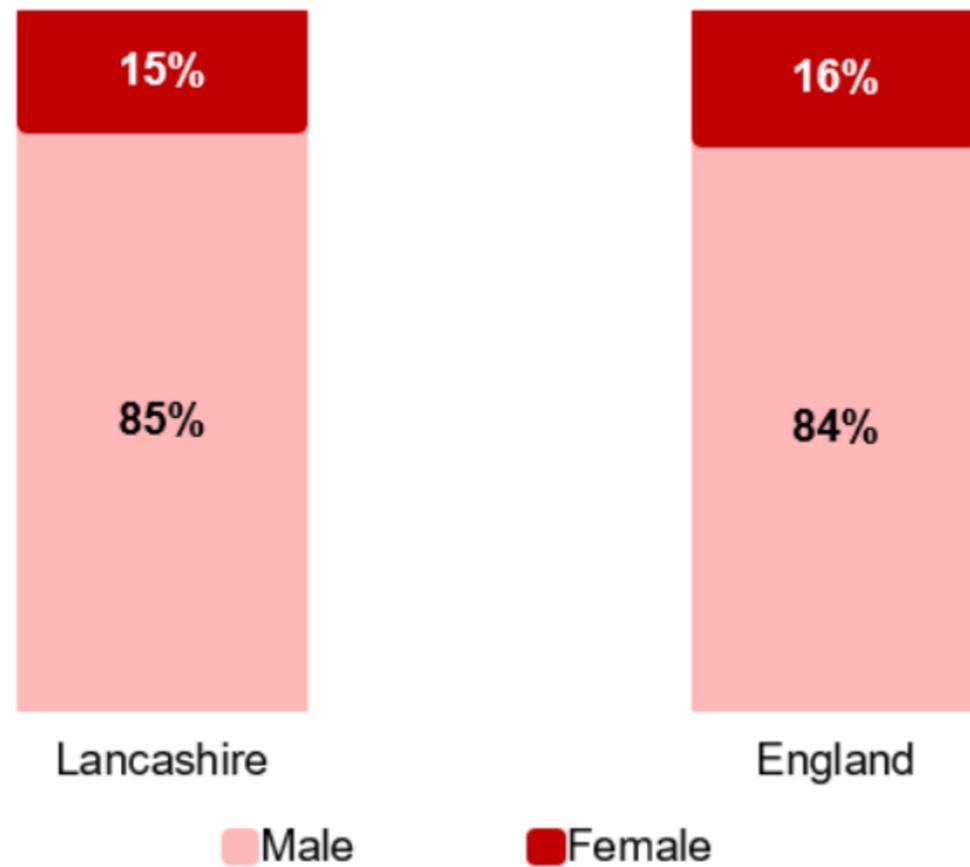
# INITIAL FINDINGS

## Digital Sector Employment Change (2012-2017)



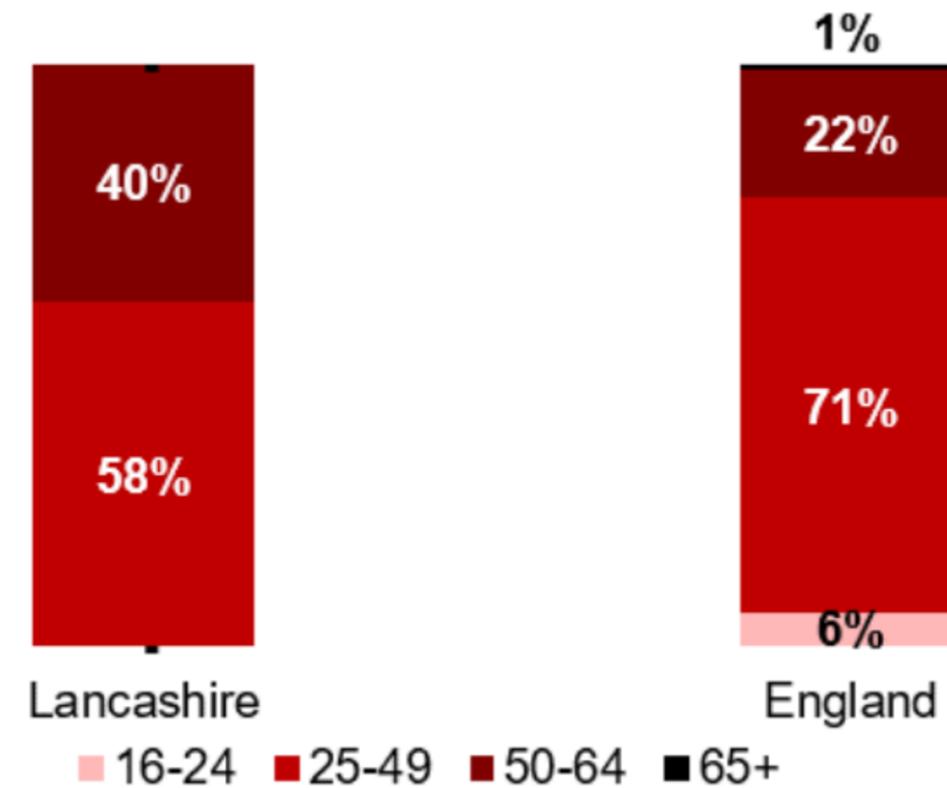
Source: BRES Employment Data 2018

# INITIAL FINDINGS



Source: Annual Population Survey

## Digital Occupations by Age Band (2018)



Source: Annual Population Survey 2018  
- Data is missing

# OBJECTIVES

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Addressing locally identified digital skills gaps; supporting employers to recruit to hard to fill vacancies requiring specialist digital skills.

Building capacity between employers and training providers to deliver co-designed & co-deliver training.

Supporting Lancashire 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.





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# KEY REQUIREMENTS DESIGN & CONTENT

Train individuals for 'hard to fill' occupations that require specialist digital skills with clear links to recruiting employees.

Training is co-designed by consortia of providers & employers: collaboration is essential. (Bids between: £50,000 and £180,000).

Proposals must be supported by employers - clear links to job vacancies and guaranteed interviews (on successful completion of training).

Employers are also encouraged to e.g. contribute match funding, premises/equipment, co-deliver training.



Training provision can be accredited or non-accredited; could include completion of accredited units relevant to that employer.

We expect most training to be pitched at middle skill level - equivalent to Level 3-5.

Deliver training to participants:

- up to 12 weeks full-time
- up to 20 weeks for part-time

We are looking to test 'flexible' delivery models to ensure a wide range of candidates can access training including those in-work.

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# KEY REQUIREMENTS DESIGN & CONTENT

# TARGET CANDIDATES

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**Primary target** - Improve career opportunities for low paid residents in Lancashire & GM.

- Career Changers e.g. those in low paid are 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

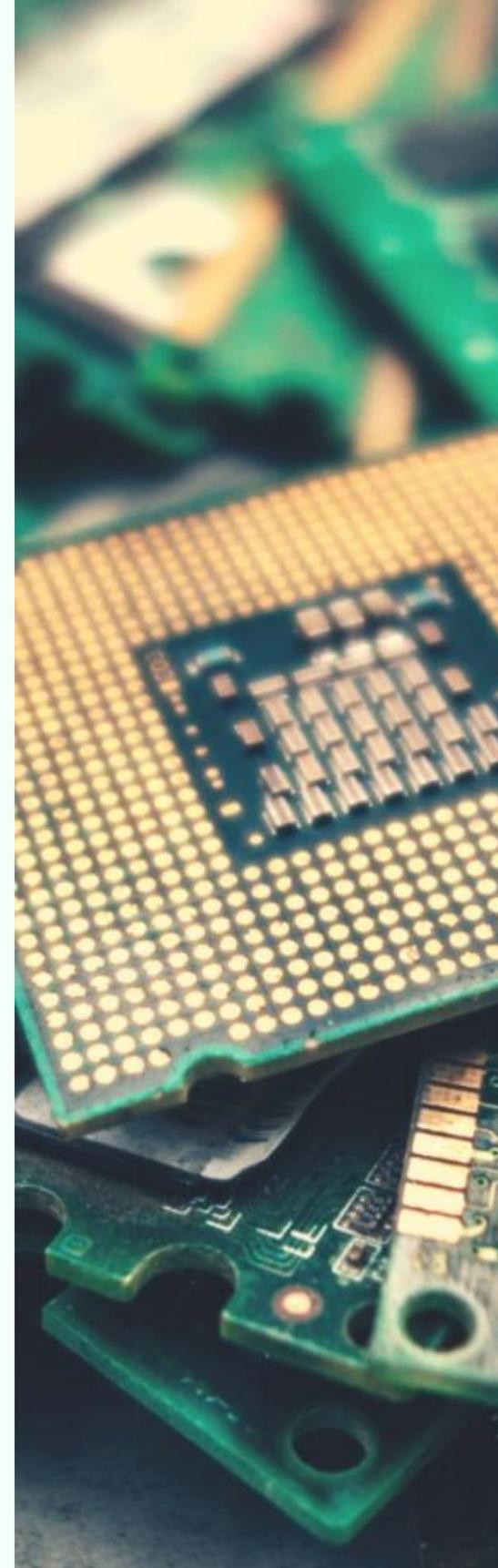
# ACCESSIBILITY

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## IMPROVE DIVERSITY OF DIGITAL TALENT PIPELINE

Proposals will need to show:

- The approach to recruiting target candidates
- And additional support that will be provided to help overcome barriers.



# How can innovative be incorporated?

## Design

In the design of the training provision - particularly where existing provision is not meeting current demand

## Recruitment

Embracing new methods to widen diversity and attract new people to work in the sector.

## Support

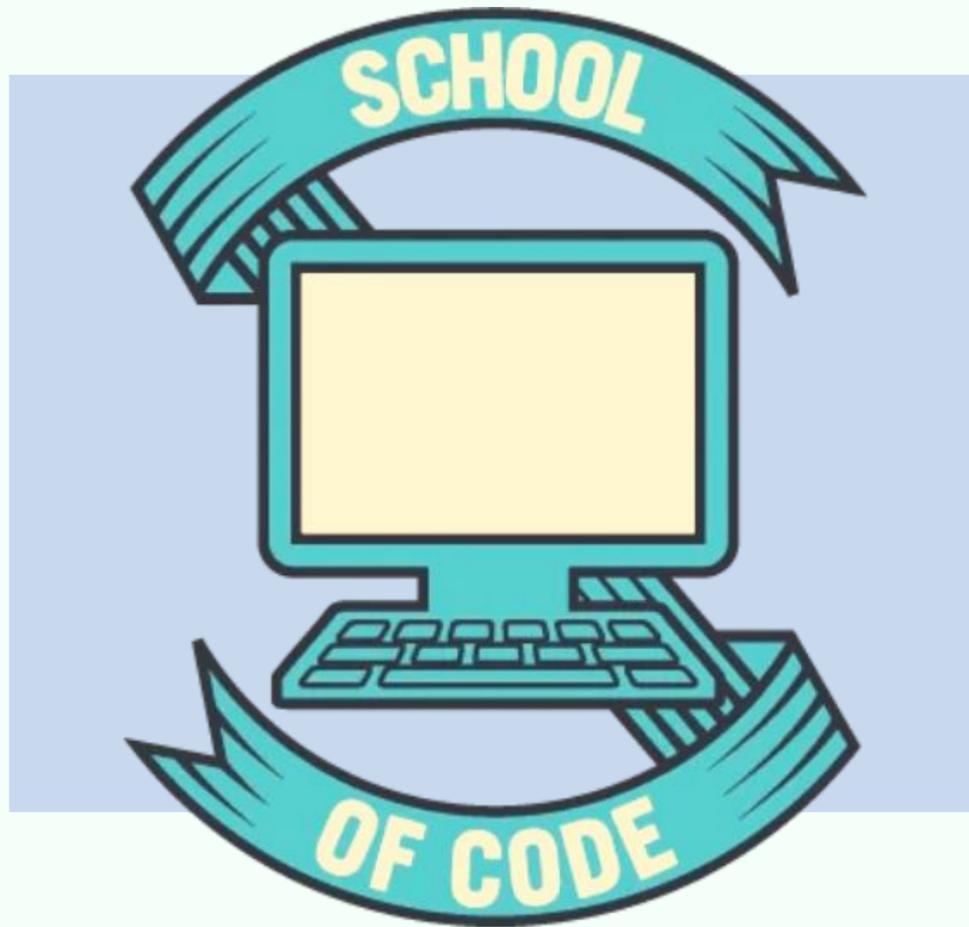
Innovation in the way we support participants in to employment and in the development of 'soft' skills.

## Flexibility

To ensure that a wide-range of participants in varying circumstances are able to access and benefit from training.

## New Partnerships

# Examples of innovative practice



School of Code

[https://schoolofcode.co.uk/  
course](https://schoolofcode.co.uk/course)



Freeformers

<https://freeformers.com/>

# Eligibility

1

## EMPLOYERS

Must be based in Greater Manchester or Lancashire.

2

## PROVIDERS

Required to demonstrate that they have links with employers in Greater Manchester or Lancashire.

3

## NUMBER OF BIDS

Round 1 - Lead providers only able to submit one bid.

4

## CANDIDATES

Those participating in training should be resident in Greater Manchester or Lancashire with priority given to target groups.



## ACCOUNTABILITY

Providers will be accountable to GMCA for all delivery undertaken through this contract including providing management information.

## COLLABORATION

This fund will be delivered by GMCA & the Lancashire Digital Skill Partnership in collaboration with other partners including local authorities, Jobcentre Plus etc.

Suppliers will be required to work in partnership.

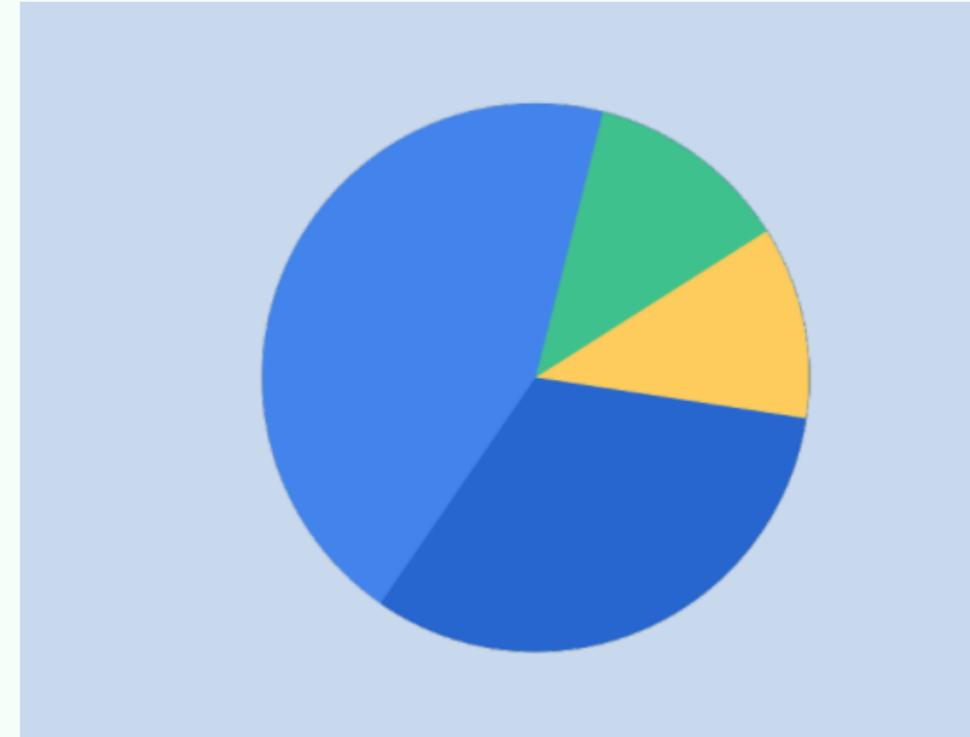


# Outcomes



## Numbers

Aim is to train over 900 people in one year.



## Destination

Expect 85% of participants to graduate with a positive outcome - new or better employment, quality apprenticeship

# DRAFT TIMELINES - ROUND 1

## ROUND 2 - NOVEMBER ONWARDS (TBC)

25th June

Event

w/c 8th July

Fund opens for R1  
applications

6th Sept

Fund Closes for R1  
applications

End of Sept

Applicants informed of  
R1 outcomes

w/c 7th Oct

Grants Awarded to  
providers with aim to  
start delivery end of  
october

# PRIOR TO TABLE DISCUSSIONS... QUESTIONS ON THE PROCESS

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Michele Lawty-Jones - Director of the Skills & Employment Hub  
Kerry L. O. Harrison - Lancashire Digital Skills Partnership  
Lisa Bourke - Department for Digital, Culture, Media and Sport

## TABLE DISCUSSIONS

# Thoughts. Ideas. Issues. Questions.

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Table 1 - Computer support & networking

Table 2 - Software & programming

Table 3 - CRM & Digital Design

Table 4 - Manufacturing Technology

Table 5 - Software & programming

Table 6 - Digital Marketing

Table 7 - Data Analysis

Table 8 - All areas

# FEEDBACK

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# FURTHER QUESTIONS

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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/>

