ROUND 2 - LAUNCH - 4TH DEC 19

Fast Track Digital Workforce Fund

Department for Digital, Culture, Media & Sport

GMCA GREATER MANCHESTER COMBINED AUTHORITY

DIGITAL SKILLS PARTNERSHIP LANCASHIRE

WELCOME

ROUND 2 LAUNCH

Adele Reynolds

Principal Skills Manager - GMCA

Kerry Harrison

Lead for the Lancashire Digital Skills Partnership

Emily Taylor

Star Procurement

Lisa Bourke & Lydia Bowers

Department for Digital, Culture, Media and Sport (DCMS)

Department for Digital, Culture, Media & Sport

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DIGITAL SKILLS PARTNERSHIP LANCASHIRE

Fast Track Digital Workforce Fund

AGENDA

10.30am

Welcome &
Introductions

Kerry Harrison
& Adele Reynolds

10.35am

Context, fund details,
priorities for Round 2

Adele Reynolds
& Kerry Harrison

11.20am

Questions

Kerry Harrison
& Adele Reynolds

11.30am

Evaluation process,
scoring & awarding
Criteria, The Chest &
social value

Emily Taylor
Star Procurement

12.00pm

Table Discussions
& feedback

All

12.30pm

Networking

All

Programme Overview & Requirements

Background

Purpose

Support employers to address their specialist digital skills needs.

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

In partnership.

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.

Specification defines outcomes and not methods.

OBJECTIVES

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

Building capacity of employers and training providers to co-designed & co-deliver training in a way that is agile and aligns sharply with employer needs.

Supporting Greater Manchester and Lancashire residents to undertake training which results in better quality employment in digital roles - career progression is a key focus.

Diversifying the digital talent pipeline by targeting groups that are currently under-represented in digital roles and designing training programmes to meet their specific needs.
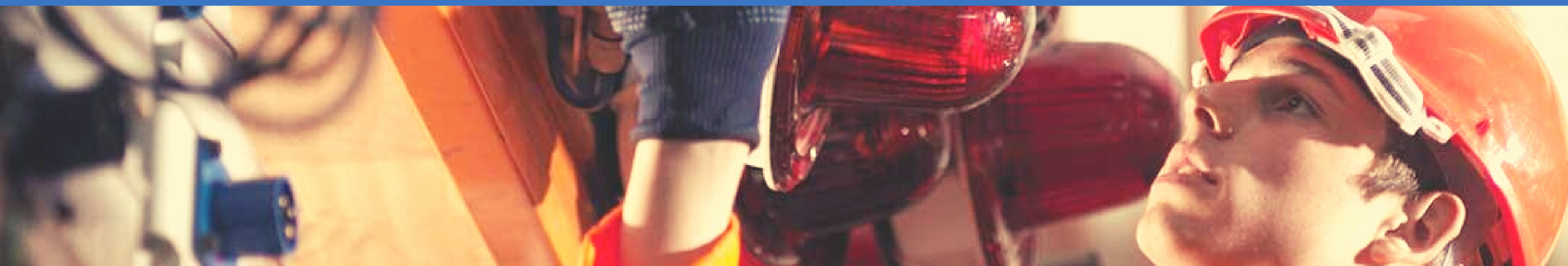
Test and Learn Priorities

Digital Skills

Projects covering a range of skills and job roles.

Meeting a range of local priorities for GM & Lancs.

Groups

Projects covering different target groups.

No set formula or list.

Diversity is key.

Open up opportunities.

Geography

Projects in Lancashire and reaching outside of the central core of GM.

Place-based approaches encouraged.

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

LOCAL CONTEXT - LANCS

Recent employer survey showed:

Hard-to-fill vacancies fairly common - Lack of applicants with required skills

Growing skills needs: Software & Programming, Digital marketing, Computer & Networking Support and Data Analysis.

Employers require prospective employers to have both digital and non-digital skills e.g. communication skills, sales and marketing, team-working abilities etc.
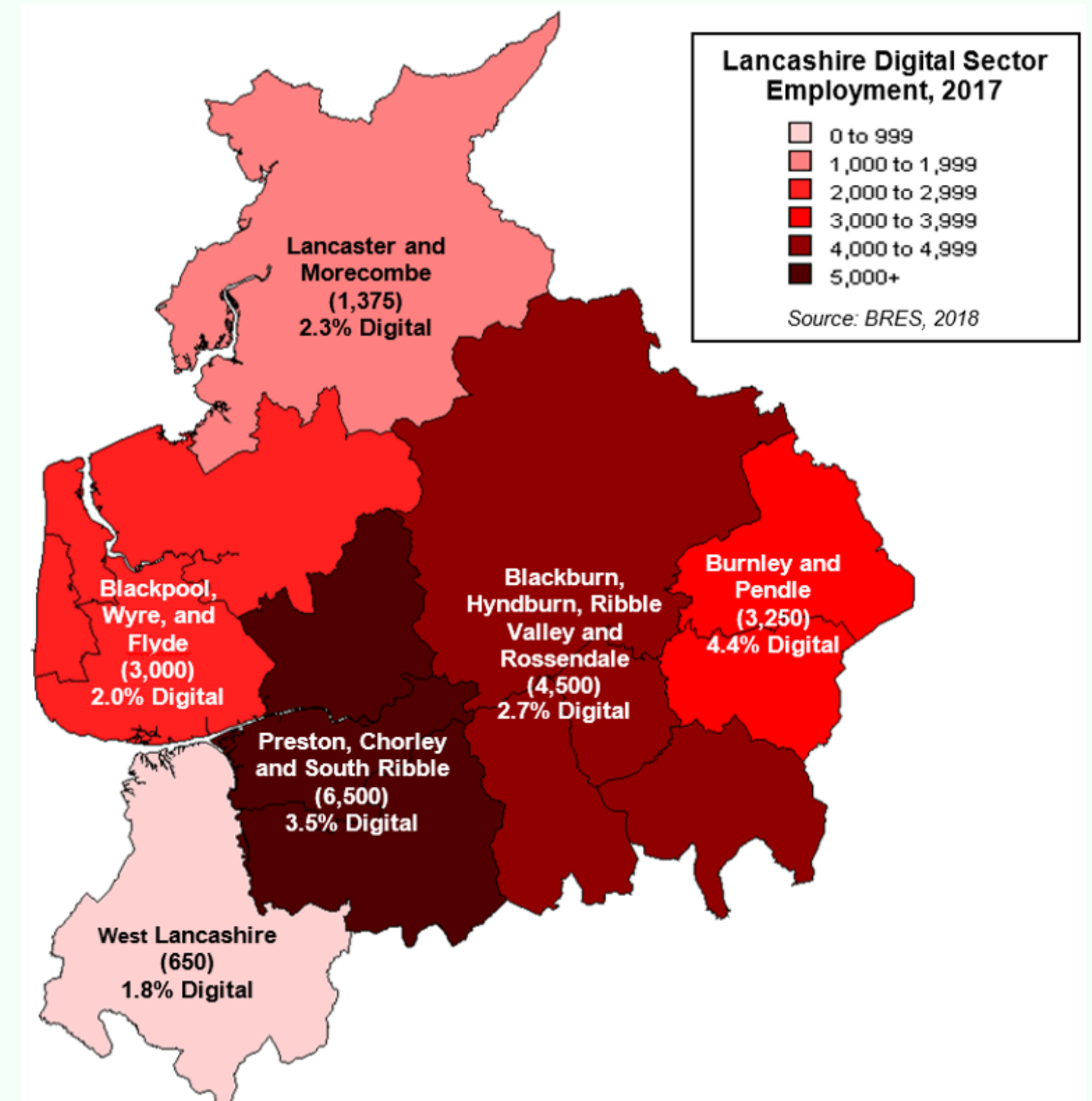
Creative skills such as design are often as important as technical, computer-related skills.
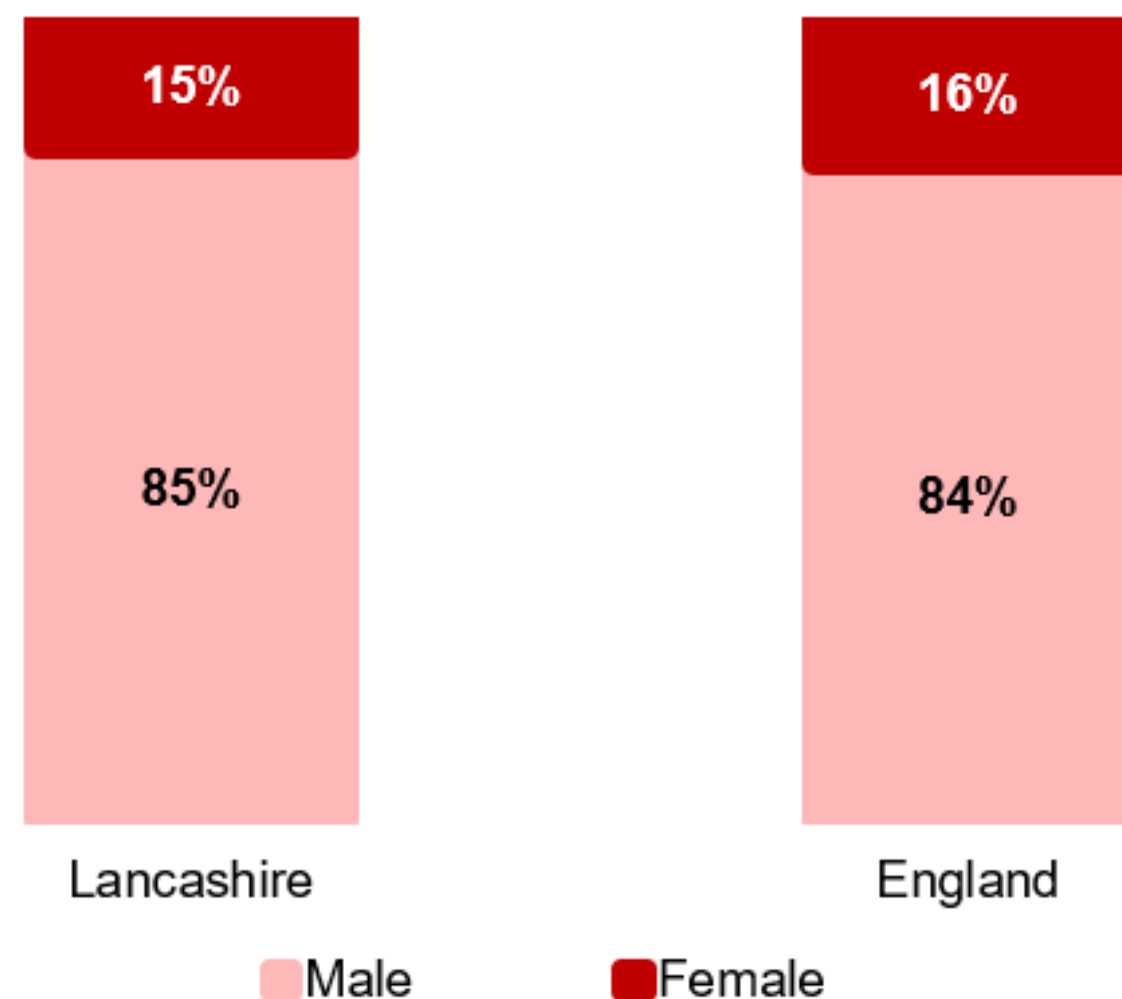
Fast Track Digital Workforce Fund

WORFORCE - LANCS

Two-thirds of Lancashire's Digital workers are not working in the digital sector business (53% nationally).

Vast majority of digital sector employers in Lancashire are very small.

One third of jobs are expected to change radically as a result of automation over the next 15-20 years.
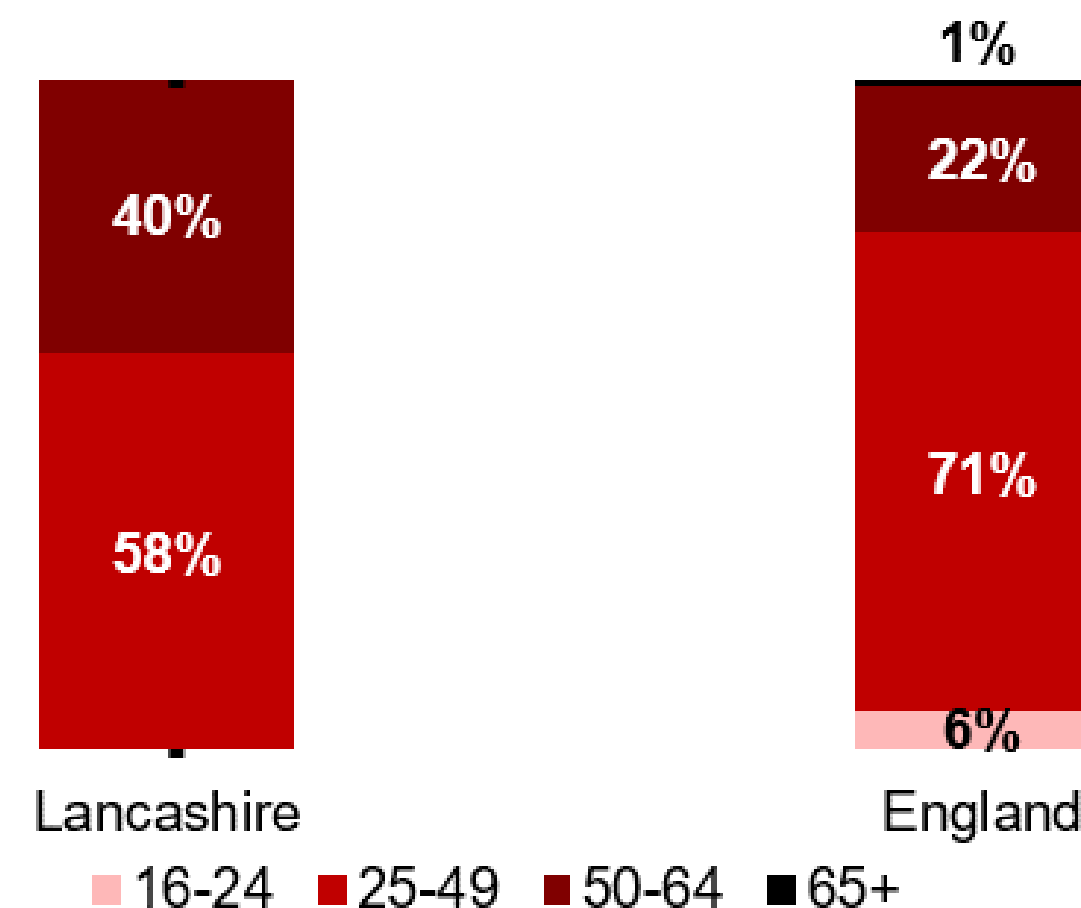

Lancashire Digital Sector Employment, 2017

- 0 to 999
- 1,000 to 1,999
- 2,000 to 2,999
- 3,000 to 3,999
- 4,000 to 4,999
- 5,000+

Source: BRES, 2018

Lancaster and Morecombe
(1,375)
2.3% Digital

Blackpool, Wyre, and Flyde
(3,000)
2.0% Digital

Blackburn, Hyndburn, Ribble Valley and Rossendale
(4,500)
2.7% Digital

Burnley and Pendle
(3,250)
4.4% Digital

Preston, Chorley and South Ribble
(6,500)
3.5% Digital

West Lancashire
(650)
1.8% Digital

Role	Role Category	Portion of total demand ▲
Software Developer	Programming/Developer jobs	0.8%
NET Developer	Programming/Developer jobs	0.5%
C# Developer	Programming/Developer jobs	0.23%
Web Developer	Programming/Developer jobs	0.17%
PHP Developer	Programming/Developer jobs	0.11%
Front End Developer	Programming/Developer jobs	0.087%
App Developer	Programming/Developer jobs	0.047%
Java Developer	Programming/Developer jobs	0.04%
PHP Magento Developer	Programming/Developer jobs	0.033%
Full Stack C# Developer	Programming/Developer jobs	0.033%
C++ Developer	Programming/Developer jobs	0.02%
Software Development Manager	Programming/Developer jobs	0.02%
Javascript Front End Developer	Programming/Developer jobs	0.013%
Digital Developer	Programming/Developer jobs	0.013%

Role	Role Category	Portion of total demand ▲
IT System Architect	IT Architecture and Planning jobs	0.11%
Technical Architect	IT Architecture and Planning jobs	0.067%
Architect	IT Architecture and Planning jobs	0.033%
Scrum Master	IT Architecture and Planning jobs	0.02%
Analyst Programmer	IT Architecture and Planning jobs	0.013%
Enterprise Architect	IT Architecture and Planning jobs	0.006%
Technical Solutions Architect	IT Architecture and Planning jobs	0%
Sharepoint Consultant	IT Architecture and Planning jobs	0%
Servicenow Consultant	IT Architecture and Planning jobs	0%
Salesforce Technical Architect	IT Architecture and Planning jobs	0%
Integration Architect	IT Architecture and Planning jobs	0%
IT Solutions Architect	IT Architecture and Planning jobs	0%
Head of Software Development	IT Architecture and Planning jobs	0%

Role	Role Category	Portion of total demand ▲
Marketing Executive	Marketing jobs	0.11%
Digital Marketing Executive	Marketing jobs	0.087%
Marketing Manager	Marketing jobs	0.06%
Digital Marketing Apprentice	Marketing jobs	0.047%
PPC Executive	Marketing jobs	0.047%
Head of Sales Marketing	Marketing jobs	0.04%
Marketing Coordinator	Marketing jobs	0.04%
Social Media Manager	Marketing jobs	0.026%
Creative Director	Marketing jobs	0.026%
PPC Manager	Marketing jobs	0.026%
Journalist	Marketing jobs	0.026%
Digital Marketing Manager	Marketing jobs	0.02%
Campaign Manager	Marketing jobs	0.02%

Analysis of Job Adverts - Lancashire - August 2019

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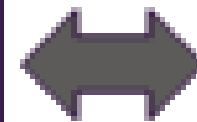
Digital, Creative & Media: Broadcasting, content creation and media, cyber security, e-commerce & big data

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

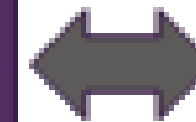**Ideas, Skilled People, Infrastructure & Business Environment**

Skill Shortage Occupations:
- Developers e.g. Java, PHP, IoS
- Data Scientists
- Data Analysts
- UX Designers
- Engineers e.g. DevOps, Linux

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
- BIM Technicians
- Manufacturing Engineers

WORKFORCE & DIVERSITY - GM

The best place in the UK for IT professionals to live and work. Thriving ecosystem of tech employers; AO, AWS, GCHQ, DWP Digital, HP, Raytheon, Cisco, Thoughtworks, BBC and more!

99.6% of businesses in GM are SMEs. Predominance of freelancing in creative industries.

Lack of diversity in tech workforce. 80:20 split of men & women in technical roles. 85% from white ethnic groups. Just 7% over the age of 50. (Source: Manchester Digital Skills Audit).

Strong manufacturing base: opportunity to increase productivity through digital adoption.

19% of jobs in GM are below the low pay threshold. The risk of low pay is particularly pronounced for single parents and black & asian employees.
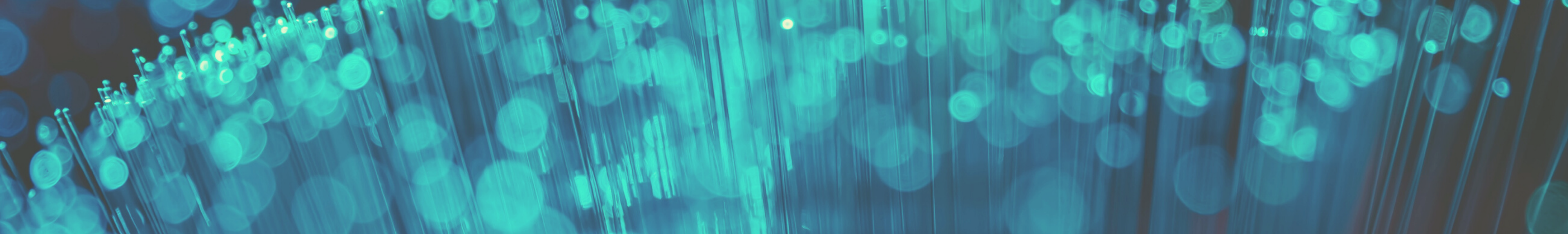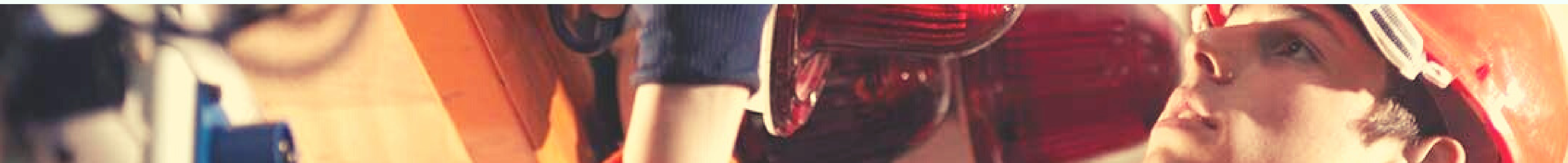
Role	Role Category	Portion of total demand ▲
Software Developer	Programming/Developer jobs	1.4%
NET Developer	Programming/Developer jobs	0.68%
Java Developer	Programming/Developer jobs	0.49%
Front End Developer	Programming/Developer jobs	0.47%
PHP Developer	Programming/Developer jobs	0.37%
C# Developer	Programming/Developer jobs	0.21%
Full Stack Developer	Programming/Developer jobs	0.15%
Web Developer	Programming/Developer jobs	0.13%
Lead Software Developer	Programming/Developer jobs	0.093%
C++ Developer	Programming/Developer jobs	0.084%
Javascript Developer	Programming/Developer jobs	0.084%
Android Developer	Programming/Developer jobs	0.073%
Magento Developer	Programming/Developer jobs	0.069%
iOS Developer	Programming/Developer jobs	0.06%

Role	Role Category	Portion of total demand ▲
IT System Architect	IT Architecture and Planning jobs	0.19%
Technical Architect	IT Architecture and Planning jobs	0.089%
Architect	IT Architecture and Planning jobs	0.078%
Enterprise Architect	IT Architecture and Planning jobs	0.055%
Scrum Master	IT Architecture and Planning jobs	0.046%
Cloud Solutions Architect	IT Architecture and Planning jobs	0.015%
Application Solution Architect	IT Architecture and Planning jobs	0.011%
Cloud Consultant	IT Architecture and Planning jobs	0.008%
Head of Development	IT Architecture and Planning jobs	0.008%
Analyst Programmer	IT Architecture and Planning jobs	0.008%
Lead Solution Architect	IT Architecture and Planning jobs	0.008%
Technical Solutions Architect	IT Architecture and Planning jobs	0.008%
Development Team Leader	IT Architecture and Planning jobs	0.008%
Agile Coach	IT Architecture and Planning jobs	0.006%

Role	Role Category	Portion of total demand ▲
Marketing Executive	Marketing jobs	0.16%
Marketing Manager	Marketing jobs	0.14%
Marketing Assistant	Marketing jobs	0.075%
Digital Marketing Executive	Marketing jobs	0.073%
Social Media Manager	Marketing jobs	0.066%
Digital Marketing Manager	Marketing jobs	0.064%
Chief Marketing Officer	Marketing jobs	0.062%
Digital Marketing Apprentice	Marketing jobs	0.057%
PPC Executive	Marketing jobs	0.055%
Social Media Marketing Executive	Marketing jobs	0.051%
Creative Director	Marketing jobs	0.037%
e-Commerce Executive	Marketing jobs	0.035%
Digital Account Manager	Marketing jobs	0.035%

Analysis of Job Adverts - Greater Manchester - August 2019

KEY REQUIREMENTS

DESIGN & CONTENT

Bids expected from new or existing partnerships with no set membership formula. Important to have clear roles & responsibilities.
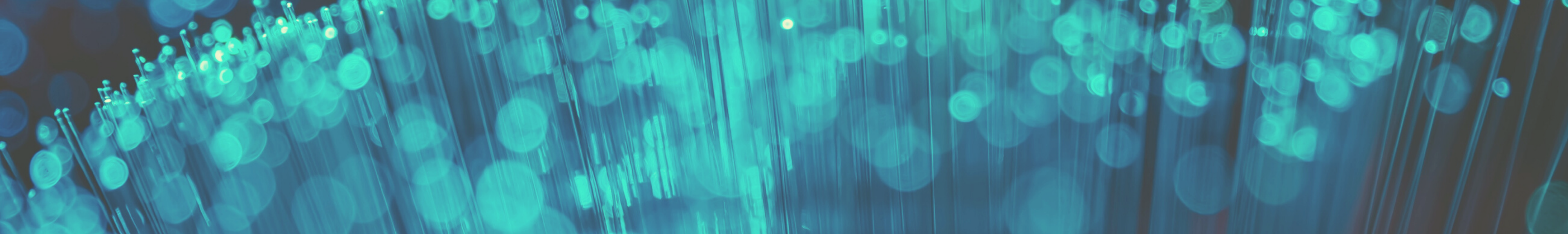
Training for 'hard to fill' roles that require specialist digital skills.

All proposals must be designed by or with employers (Bids between: £50,000 and £250,000).

Proposals must be have clear links to job vacancies and guaranteed interviews (on successful completion of training).

Expectation that benefiting employers offer significant match funding (in-kind or cash) e.g. premises, equipment, co-deliver training, mentoring.

KEY
REQUIREMENTS

DESIGN & CONTENT

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

Deliver training to participants - for guidance only based on R1:
- up to a maximum 12 weeks full-time
- up to a maximum 20 weeks for part-time

Training starting by end of May & completed no later than Dec 2020.

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

Proposals should demonstrate scalability & plans for sustainability.

TARGET CANDIDATES

Primary target - Improve career progression and opportunities to enter digital roles for Lancashire & GM residents.

- Those currently in low skilled/paid work or underemployed.
- People that need additional support to secure a digital role e.g. career changers, returners to work, returners to the tech industry, graduates under utilising their skills.
- Underrepresented groups in digital roles e.g. women, BAME, people with a health condition/disability, people over 50.

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FEEDBACK

Key characteristics of successful bids

Vacancies

Identified specific job roles with real vacancies, that the programme focused on, with guaranteed interviews.

Target Cohort

Clearly defined target groups and adapted recruitment and delivery model to remove barriers to participation.

Support

Proposed wrap around care that supported participants at all stages from recruitment to employment.

Innovative

Were proposing something entirely new or using the fund to make significant changes to existing bootcamps.

Established (often new) partnerships with clear roles and responsibilities

Engaged with drop in sessions and asked questions

SUCCESSFUL BIDS...

| Name of Project	Target Cohort	Skill Area
Tech Returners 'Your Journey into Tech'	Returners to tech and career changers	Software Development
Generation	Disadvantaged 18-25 year olds	Cloud Engineering
QA	Underemployed graduates, career changers & returners to tech	DevOps
Tech Manchester 'Women in Linux'	Women in Hulme, Whalley Range, Fallowfield & Moss Side	Linux Engineers
We are Digital	Unemployed: working with First Choice Homes Oldham	Digital Marketing
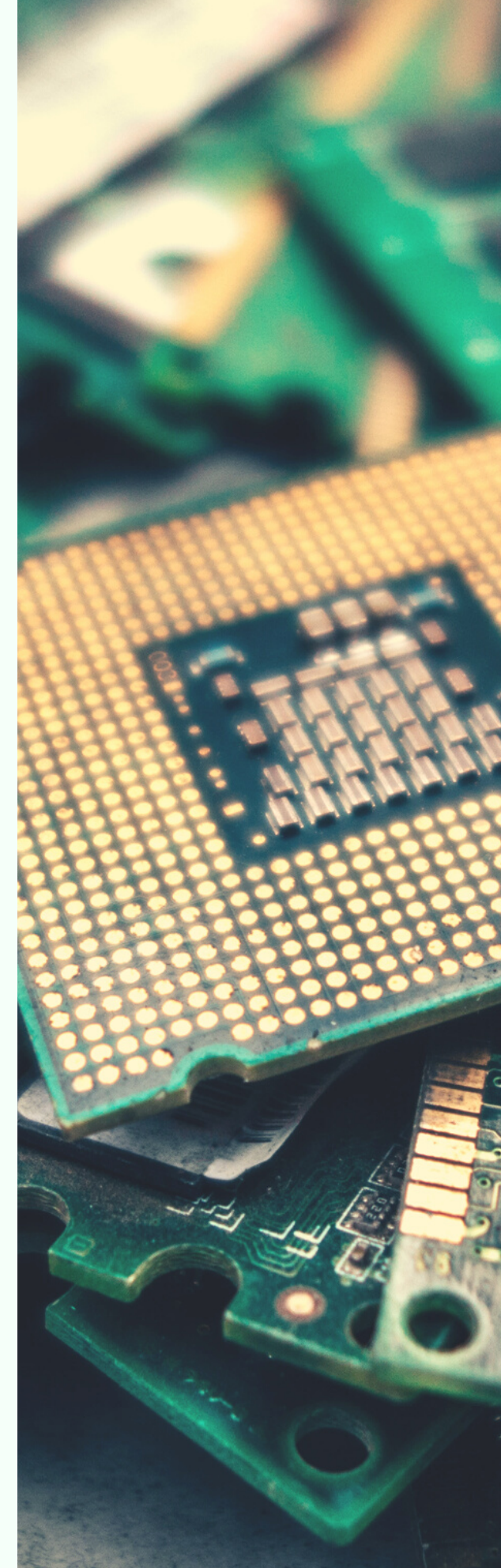
CHANGES FROM R1

- Informal expression of interest process. More opportunities to discuss ideas.
- Clearer emphasis on employer involvement
- More sensitive to the differing skills needs of different parts of the digital economy.
- Working with local authorities to develop place based approaches.
- The application paperwork is much simpler & easier to fill in!
- We will not being using the social value portal though a scored question on social value will remain and training will be provided on how to write a good response.
- The maximum that consortia can bid for will increase to £250,000

APPLICATION FORM

Registration of Interest - Responses

30 Responses received

Target Group	Skill areas	Employers	Geography
Autistic Young People	Content Creation	BBC, ITV	Manchester
Unemployed	Cyber security	Indie TV Companies	Salford (Place based)
Low pay	UX Design	Talk Talk	Bolton
Women	Data Analytics	BUPA, GCHQ	Wigan
BAME	Digital Marketing	Swinton Insurance	Lancaster
Returners to work	Software Development	North Made Studio	Burnley
Career Progression Opps	Data Analysis	Safran Nacelles	Blackburn with Darwen
Graduates	Industrial IOT	VEKA UK	Preston
Refugee Communities	AI, Robotics	Speakmans Contractor	Chorley
	Machine Learning	BCW Engineering	Blended bids across GM
	Digital Machining	Blackburn Rovers FC	& GM/Lancs
	Electronics Design Eng.	Magma, Milliamp	
		Like Technologies	

ROUND 2

TIMELINE

3rd December

Fund Opens

4th December

Launch event!

17th & 18th December

Drop- in events

14th & 15th January

Drop-in event

31st January

Deadline for bids

Drop in events:
Lancashire - 17th Dec & 15th Jan - 12pm until 3pm at County Hall, Preston
GMCA - 18th Dec & 14th Jan

PROCESS, THE CHEST & SOCIAL VALUE

EMILY TAYLOR - STAR PROCUREMENT

Department for Digital, Culture, Media & Sport

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DIGITAL SKILLS PARTNERSHIP LANCASHIRE

Fast Track Digital Workforce Fund

Introduction to STAR Procurement

STAR Procurement is an award winning shared procurement service for Stockport, Trafford, Tameside & Rochdale Councils.

We help our four councils (and the organisations they work with) arrange contracts for any supplies, services or building work that can't be provided in-house.

The suppliers who help us deliver these contracts can be from the public, private, voluntary or community sectors.

Commercial
Champions
Communities
Compliance
Collaboration

The 5 C's (Year 3 Business Plan 2017 – 2020)

Invitation to Application

Instructions
- Weightings and Evaluation process
- Guidance of how to complete the documents

Application Response
- Quality Questions
- Social Value
- Modern Slavery
- Declaration

Specification
- Requirements
- Outcomes

Draft Conditions of Grant Agreement
- Terms and Conditions

Social Value

Social Value

- 10% Weighting Overall

- Qualitative Questions

- TOMS Spreadsheet

Themes, Measures & Outcomes (TOMS)

Theme	Outcome	Ref	Measure	Unit	Proxy value	Description
Jobs: Promote local Skills and Employment	More people in local employment	NT1	No. local people employed on contract, FTE	no. people FTE	£26,746.00	This could include trainers, programme managers and admin staff. Staff should live in the Greater Manchester or Lancashire area and should be worked out on a pro rata basis. (Proxy value localised to North West)
	Improved skills for local people	NT7	No. of hours providing career mentoring	no. hrs *no. attendees	£100.33	For example, holding CV workshops or presentation training, but not to participants of any of your training courses.
		NT8	Local school and college visits	no. staff hours	£14.80	Visiting schools within GM or Lancs. For example, to promote careers or interests in the digital sector.
		NT9	No. of training opportunities on contract	no. weeks	£246.80	For example, staff development of people working on the contract, it wouldn't include participants on the courses we are contracting with you for.
		NT10	No. of apprenticeships on the contract	no. weeks	£176.80	For example, apprenticeships created within your organisation as a result of this contract.
	Improved employability of young people	NT11	No. of hours dedicated to support young people into work	no. hrs *no. attendees	£100.33	In addition to those that may be supported through what you propose to deliver through this fund.
		NT12	No. of weeks spent on meaningful work placements	no. weeks	£148.95	Providing work placements for young people within your organisation as a result of this contract
		NT13	Meaningful work placements that pay Minimum or National Living wage according to eligibility – 6+ weeks (paid internships)	no. weeks	£148.95	Paid work placements within your organisations lasting 6 weeks or more that are created as a result of being successful in obtaining this funding.
Growth: Supporting Growth of Responsible, Regional Business	More opportunities for local SMEs and VCSEs	NT14	Total amount (£) spent with VCSEs within your supply chain	£	£0.12	The amount of money you intend to spend with VCSE's as part of this contract, this could include room bookings, catering, etc.
		NT15	Provision of expert business advice to VCSEs and SMEs	no. staff expert hours	£85.57	For example, your legal or finance department providing advice to an SME or VCSE at no cost.
		NT16	Equipment or resources donated to VCSEs	£	£1.00	For example, donating office equipment or providing rooms at no cost.
		NT17	Number of voluntary hours donated to support VCSEs	no. staff volunteering hours	£14.80	For example, giving staff 1 hour each to volunteer at a local charity.
		NT18	Total amount (£) spent in LOCAL supply chain through contract	£	£0.66	For example, using local caterers or suppliers for equipment. (Proxy value localised to Greater Manchester)
		NT19	Total amount (£) spent through contract with LOCAL SMEs	£	£0.66	Same as above, but using SME's. (Proxy value localised to Greater Manchester)
Social: Healthier, Safer and More Resilient Communities	More working with the community	NT28	Donations or in-kind contributions to local community projects	£ value	£1.00	This must be in addition to any in-kind funding you are providing as part of this application.
		NT29	No. hours volunteering time provided to support local community projects	no. staff volunteering hours	£14.80	For example, giving your organisations staff time to support a local community group as a result of this funding.
Innovation: Promoting Social Innovation	Other measures (TBD)	NT36	Other measures (£)	£	£1.00	Please provide a description of exactly what these are within your written response.
		NT37	Other measures (expert hrs)	no. staff expert hours	£85.57	
				no. staff volunteering hours		

Clarification Questions

- To ensure transparency and fairness, any Q&A's raised will be published via the Chest Q&A section to ensure that all organisations are provided with the same information.

- The only exceptions will be questions marked as "confidential"

- Companies asking questions that are marked as "confidential" but which are not deemed to be confidential by the GMCA will be asked to re-submit their question as a public question.

- If you have a number of questions, please collate these and submit them as one individual message.

www.star-procurement.gov.uk

Any Questions

TABLE DISCUSSIONS

Thoughts. Ideas. Questions.

Table 1 - Design, Manufacturing & Engineering

Table 2 - Design, Manufacturing & Engineering

Table 3 - Digital Design

Table 4 - Digital Marketing & User Experience

Table 5 - Software Development, Cyber & Dev-Ops

Table 6 - Software Development, Cyber & Dev-Ops

Table 7 - Salford Digital, Creative and Tech

Table 8 - Creative Content

Table 9 - Web Development

Table 10 - General Interest

FEEDBACK

FURTHER QUESTIONS

Questions can ask via The Chest but can also be sent to:

GM (Adele): fasttrackdigital@greatermanchester-ca.gov.uk
Lancs (Kerry): FastTrack@lancashirelep.co.uk

A list of FAQs will be published on The Chest.

More info can be found:
https://www.greatermanchester-ca.gov.uk/what-we-do/digital/fast-track-digital-workforce-fund/
https://www.lancashireskillshub.co.uk/digital-skills-partnership/fast-track-digital-workforce-fund/

LinkedIn Group: https://www.linkedin.com/groups/8805823/