

Video transcripts and audio descriptions for the Introduction to Educators slides

Video 1: Introduction to Beeline

Watch the video on YouTube:

[Beeline - a brand new digital tool to put young people on path to high quality jobs](#)

Audio	Visual
Andy Burnham: So, we're here at Rayner Stevens High School in Dukinfield.	Andy Burnham, Mayor of Greater Manchester stands in a classroom with a TV screen behind him that displays the Beeline logo
Andy: It's actually a proud moment for me because I opened the school seven years ago and to come back and see everything that's happening here is brilliant.	Andy stands in a classroom with a TV screen behind him that displays the Beeline logo
Andy: But hopefully we're going to help the school and others in Greater Manchester go to the next level because we're here to launch Beeline.	Andy stands in a classroom with a TV screen behind him that displays the Beeline logo
Andy: It's about giving young people, who want technical qualifications and want to move towards the world of work, real time, up-to-date information about the jobs available in the Greater Manchester economy.	The Beeline tool is shown on a mobile device.
Denzel (student): For what I'm trying to learn in school, clinical psychology for example, there's different pathways to psychology, so going on this website it's very specific as he said before	Two students stand in front of a bookcase
Denzel (student): and it also tells you what you're going to you get paid, what places and work is available, and what sorts of educational pathways you need to take.	Two students stand in front of a bookcase
Denzel (student): So, it's actually a very good website and easy to use.	Two different students stand in front of a bookcase
Elissa (student): I really like it! It's really useful to be able to like access it so easily and just have like so many options just like right in front of me, so easy to access.	Two different students stand in front of a bookcase

Amelia (student): I think it's really ideal, especially for when you're trying to prepare for things like work, that everything's in one space instead of having to constantly look at different things and having different answers or responses.	Two different students stand in front of a bookcase
Electina (student): I was amazed by the work they have created because it was really nice that a website is fully dedicated to show all the degree level apprenticeships	A further two students stand in front of a bookcase
Electina (student): because I was clueless before I saw the website about what to do, how do I search for it, but now I have an idea, and I feel like there's a pathway, there's like a route to it.	A further two students stand in front of a bookcase
Andy: You know we've lived in a world where that advice has always been a bit, let's say, outdated or not as clear as it should be.	Andy interacts with students using Beeline in the school's computer suite
Andy: Whereas obviously for those on the university route, it's all laid out.	Andy stands in a classroom with a TV screen behind him that displays the Beeline logo
Andy: Well we're on a mission to fix that in Greater Manchester.	Andy interacts with students using Beeline in the school's computer suite
Andy: We want to create an equal alternative for young people to that university route, give them clear visibility of the amazing jobs that we have in our growing city-region.	Andy stands in a classroom with a TV screen behind him that displays the Beeline logo
Andy: The students here at Rayner Stevens High School absolutely brilliant.	Andy addresses a room of students
Andy: All of them saw Beeline as a real tool that they'll be able to use.	Andy addresses a room of students
Andy: You can feel it raising aspirations already and we are confident that what we're doing with the Greater Manchester Baccalaureate will be a game-changer for Greater Manchester.	Andy stands in a classroom with a TV screen behind him that displays the Beeline logo

END

Video 2: Young people's career aspirations

Link to watch the video on YouTube:

[Greater Manchester Baccalaureate \(MBacc\) | Voices of Young People](#)

Audio	Visual
Join us as we travel around Greater Manchester talking to young people about their dreams and aspirations for the future.	Video footage of Manchester skyline and young people in a school.
Discover a new educational pathway designed to make those dreams a reality.	Five students walk towards the camera
Student 1: What skills have I got that might help in the future?	Several students stand individually and talk to the camera
Student 2: Public speaking.	
Student 3: I like drawing.	
Student 4: I do athletics.	
Student 5: Creative writing.	
Student 6: Computing skills.	
Student 7: I love talking in front of people, like in big crowds.	
Student 8: I think my skills and personality to help me get a job because I've already got experience in the photography industry and taking pictures but also the determination to get where I want to be.	
Student 9: What would I like to do as a job in the future?	
Student 10: I would like to be a zoologist or a marine biologist with some acting and singing on the side.	
Student 11: I would be like an electrician or an engineer.	
Student 12: Like construction or something, like bricklaying or something.	
Student 13: I want to be a horse trainer.	
Student 14: Maybe like a teacher, to like help other people kind of.	
Student 7: I love to work with children whether it's with a youth zone or a school or anything.	
Student 6: I'm not sure exactly but I know I want to be in the programming game development industry.	
Student 5: So I'd want to be a journalist or a news presenter.	
Student 4: Ideally if football doesn't work out, I'd want to do something in sport or something around that.	

Student 15: I'm thinking about rugby but also as an electrician as well.	
Student 2: Career-wise, usually I'd want to be a footballer but that's everybody's dream!	
However if it's more like academical I'd probably say like maybe like in the medical field. Yeah, maybe like a cardiologist or a surgeon.	
Student 6: I'd like to be a software developer. I really think it's important and it gives me a lot of money as well.	
Student 1: I would be a climbing instructor or a youth worker because I go to this thing called Dean Centre and I've just been there for ages, so it's inspired me.	
How will I find the kind of job that I want?	
Student 7: Ermm, maybe look online. I don't know. Yeah, it's very confusing.	
Student 8: I'm not 100% sure.	
Student 10: Ermm	
Student 2: Maybe in like college? I'd say the A Levels, I'm not really sure what it's available there.	
Student 12: Probably go to like apprenticeships like when I go to college.	
Student 5: It's quite confusing to be honest because there's loads of pathways you can kind of take.	
Student 15: Probably get an apprenticeship as soon as I leave high school.	

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Video 3: Introduction to the Greater Manchester Baccalaureate

Link to watch the video on YouTube:

[MBacc - A Game-changing New Vision for Technical Education](#)

Audio	Visual
For too long education in England has been dominated by the university route and that poses risk to growth in our economy.	Animation shows various buildings, transport, trees and people.
Greater Manchester's dynamic economy is changing fast and we now need an education system that can keep pace and meet its needs.	Animation shows various buildings, transport, trees and people.
Currently young people aged 14 to 18 have two paths for the future.	Animation shows a young person walking from a school building to a university building along a clear path with arrows that read "GCSEs", "A Levels", "UCAS".
One route is from school to university, the other is from school to technical education and the world of work.	Animation shows a young person trying to walk from a school building to an office building. There is a question mark above their head and various signposts, mountains and other obstacles in their path.
For those going to university the path is obvious but for those who want a technical education it's not so clear.	Split screen shows a clear path on the left and obstacles on the right.
We want all our young people to have clear and equal pathways so we need to stop the confusion about how to get a technical education.	Animation shows the obstacles being removed and the young person walking towards the office building.
With our new Trailblazer Devolution deal we want to be bold and ambitious, creating a clear path for young people who want an alternative to the university route.	Animation shows a document with young people on top of it.
That means we will have two clear and equal paths one for University, and another that provides a clear line of sight to high-quality jobs in Greater Manchester's growing economy.	Animation shows two young people walking along two clearly signposted paths.
So alongside the English Baccalaureate, or EBacc, we're creating an equally prestigious educational route the Greater Manchester Baccalaureate, or MBacc.	Animation shows a young person with bubbles around them. The text in each bubble is a different school subject.
It will guide Year 9 students to the subjects employers value most.	Animation shows a young person walking to a series of doors.

Greater Manchester's dynamic economy is changing fast and we now need an education system that can keep pace and meet its needs.	Animation shows various buildings, transport, trees and people.
At 14, young people will be able to choose from seven MBacc gateways, with qualifications geared to the sectors that are growing in Greater Manchester.	Animation shows a young person walking to a series of doors with text boxes above them stating the growing sectors in Greater Manchester.
All MBacc students will have access to quality work placements.	Animation shows a young person outside an office building.
And the MBacc gateways will include clear routes into our Bee Network and emergency services.	Animation shows a bus and fire engine.
At 16, MBacc students will have access to more T Level courses than ever before as well as other technical qualifications.	Animation shows a young person walking along a path with text boxes that read "T Levels" and "technical qualifications"
And a new central application system will, for the first time, open up work placements with our most prestigious employers to young people across Greater Manchester, giving all young people equal access to game-changing opportunities.	Animation shows a young person walking along a path with various buildings representing different employers popping up.
Then at 18, MBacc students will have access to prestigious work-related courses, from intermediate and degree apprenticeships to higher technical qualifications.	Animation shows three young people on a platform.
Our MBacc will help more young people to fulfill their potential.	Animation shows various buildings, transport, trees and people.
By building it together we can give everyone growing up in Greater Manchester a clear line of sight to opportunities, helping us achieve our shared goal of good lives for all.	Greater Manchester doing things differently logo.

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Video 4: Introduction to the Employer Integration Board

Link to watch the video on YouTube: [Introducing the Employer Integration Board](#)

Audio	Visual
	Footage of Greater Manchester sights and buildings with overlaid text reading “The Greater Manchester economy is booming”.
	Footage of Greater Manchester sights and buildings with overlaid text reading “Annual GVA growth of 2.5%”.
	Footage of Greater Manchester sights and buildings with overlaid text reading “19% higher than the UK”.
	Footage of Greater Manchester sights and buildings with overlaid text reading “Supporting technical education is vital to maintaining this growth”.
	Footage of Greater Manchester sights and buildings with overlaid text reading “And providing fantastic opportunities for the region’s young people.”
	A purple background with seven yellow hexagons representing the seven growing sectors in Greater Manchester. The overlaid text reads “Introducing the Employer Integration Board.”
	A purple background with seven yellow hexagons representing the seven growing sectors in Greater Manchester. The overlaid text reads “A powerhouse of businesses across seven key sectors.”
	A purple background with one yellow hexagon with the words “Digital & Technology” in it.
	A purple background with one yellow hexagon. Inside the hexagon is footage of the Booking.com office. The overlaid text reads “Booking.com, one of the world’s leading digital travel companies.”

<p>Lukas Genever, Director Global Talent Acquisition: We moved to the heart of the city two years ago to support our ambitious expansion plans, leveraging its infrastructure economy and talent. We're heavily reliant on new talent to create new worlds and genuinely believe to build a universe we need people from every background.</p>	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of the people designing games. The overlaid text reads "Cloud Imperium Games: a new kind of independent video studio."</p>
	<p>A purple background with one yellow hexagon with the words "Construction and the Green Economy" in it.</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of the various energy-related products. The overlaid text reads "Siemens Energy: a global leader in energy technology."</p>
<p>Dawn Moore, Group People and Communications Director: Technical education's a big thing for an industry like ours, particularly while we continue to face the skill shortage and it's also a great way of opening doors particularly for young people.</p>	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of a large scale construction project. The overlaid text reads "J Murphy and Sons: a leading international specialist engineering and construction company."</p>
	<p>A purple background with one yellow hexagon with the words "Financial and Professional" in it.</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of people working in an office. The overlaid text reads "EY: a global leader in assurance, consulting, strategy and transactions, and tax services."</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of people working in an office. The overlaid text reads "BNY Mellon: a global financial services company offering asset servicing, asset management and other solutions."</p>
	<p>A purple background with one yellow hexagon with the words "Health and Social Care" in it.</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of various healthcare scenarios. The overlaid text reads "NHS Greater Manchester: the new statutory body that makes decisions about health services in Greater Manchester."</p>

<p>Kat Sowden, Managing Director: Technical education wise, we are supporting workplace safaris and providing work placements so that young people can get an insight into social care and understand what a great career it can be.</p>	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of healthcare workers. The overlaid text reads “Persona Care Support: a leading social care provider in Bury.”</p>
	<p>A purple background with one yellow hexagon with the words “Manufacturing and Engineering” in it.</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of a smart watch and electric car charger. The overlaid text reads “Nexperia: a global, market-leading semiconductor company.”</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of various consumer goods. The overlaid text reads “Milliken and Co: a global manufacturing leader.”</p>
	<p>A purple background with one yellow hexagon with the words “Education and Early Years” in it.</p>
<p>Liz Gorb, MBE, Director of Apprenticeships: Manchester Met is a leading voice for technical education, and this is why we were one of the universities to start degree apprenticeships and why we support great initiatives such as the MBacc.</p>	<p>A purple background with one yellow hexagon. Inside the hexagon is footage from a fashion show, sports events and a festival. The overlaid text reads “Manchester Metropolitan University: a modern university inspired by the spirit of a global city.”</p>
	<p>A purple background with one yellow hexagon with the words “Creative, Culture and Sport” in it.</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of the Factory International events venue. The overlaid text reads “Factory International: producers of extraordinary art from world-renowned figures to Manchester’s rising stars.”</p>
	<p>A purple background with one yellow hexagon. Inside the hexagon is footage of people working in a vibrant office. The overlaid text reads “WPP: the world’s most creative company.”</p>
	<p>A purple background with seven yellow hexagons with the names of each of the seven growing sectors in Greater Manchester in them.</p>
	<p>A purple background with overlaid text that reads “Each sector is supported by a much bigger Employer Supporters Action network (ESAN).”</p>

	A purple background with overlaid text that reads "A 95 strong community of highly engaged businesses."
	A purple background with overlaid text that reads "Who invest heavily in their talent pipelines."
	A purple background with overlaid text that reads "As our creative industry is one of the largest and most vibrant in Europe."
	A purple background with overlaid text that reads "Our ESAN is comprised of household names".
	A purple background with lots of logos including BBC, ITV, Palace Theatre Manchester, Channel 4, RHS, CIMSPA and more.
Paul Cooper, Chief Operating Officer, EssenceMediacom North (a	A purple background with images representing the seven growing sectors.
WPP company): Connecting industry with education has always been important but it's even more so to the creative industries, where technology, consumer behavior, and media consumption are an intersection and changing at a pace and scale that's never been seen before. Therefore, it's paramount to our success and the sector's success that we work hand-in-hand in education to ensure a future pipeline of ready talent	
	A sunset view of buildings in Manchester with overlaid text that reads "13 businesses committed to technical education."
	A sunset view of buildings in Manchester with overlaid text that reads "Employing 15,000 people in Greater Manchester."
	A nighttime view of buildings in Manchester with overlaid text that reads "Growing to 21,000 by 2025."
	A nighttime view of buildings in Manchester with overlaid text that reads "Leading the way for technical education transformation in Greater Manchester."

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