

A woman with short dark hair and glasses is speaking into a microphone. She is wearing a light-colored top. The background is a blurred audience in a conference room. The entire image has a red-to-orange gradient overlay.

SKILLS FOR GROWTH SME

www.skillsforgrowthsmc.co.uk





GM Skills Map Launch

Dawn Duggan
January 2021





The vision

To create a thriving and productive economy by unlocking and accelerating the growth potential of businesses across the whole of Greater Manchester



GC Strategy
 Business Development
 One Client, One Business
 Strong Home Base

GM Asks
 Inclusive Growth
 Local Industrial Strategy – strong and productive sectors
 Start-ups, scale-up growth businesses
 Seize global opportunities
 Transition to a low carbon economy
 Exploit research and innovation
 Brexit



Government Asks
 Industrial strategy
 Roles of Hubs
 Sector Deals
 Scale up
 Internationalisation
 Low carbon

Client Asks

Barriers to growth:	Support Required:
Lack of staff or skills 30%	Increasing Sales/Marketing 44%
Access to markets 27%	Developing Workforce 42%
Accessing finance 22%	Expanding the workforce 39%
Access to broadband 14%	Business growth advice 37%
Inadequate strategy/planning 12%	Accessing Finance 37%
	...Brexit!



£284.84M
FINANCE OFFERS

12,318
JOBS CREATED

13,117
BUSINESS ASSISTS

2.04M
TONNES CO2E SAVED

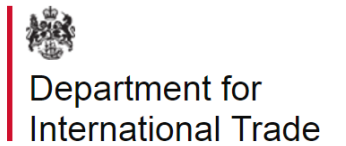
37147
ENGAGEMENTS

11,191
JOBS SAFEGUARDED



The Growth Company & Business Growth Hub

Started in 1989, the Growth Company has been driving forward business, economic, personal and professional development within communities by boosting employment, skills, investment and enterprise for the benefit of all. A not for profit organisation, all profits are reinvested back in to the business and it now consists of the following subsidiaries...





Key Stakeholders and Funders

Main Funders



Funders





Partners and Referrals





GC Business Growth Hub

Strategic Development

- New programme development
- Proposition development for new geographies
- Consultancy service
- New collaborations
- National propositions
- Growth Hub network
- International collaboration

Strategic Relationships

- Stakeholder relationships
- Strategic LA relationships
- GC BGH Partnership network

Specialist Services

- Start up
- Pre scale and scaleup
- Growth
- People, skills, talent
- Mentoring
- A2F and NW Bus Angels
- Low Carbon/ Resource Efficiency
- Manufacturing Sector
- Digital, Creative and Tech
- Green Tech sector
- Life Sciences sector
- Innovation
- Digital transformation

Account Management & Client Engagement

- Account management
 - SME
 - Large Company
- Client targeting
- Pipeline development
- Client sales

Operations

- Contracts/compliance
- Project management
- Standardisation
- Business intelligence



Janine Smith
Head of Specialist Services



Sarah Novotny
Digital, Creative and Tech
Sector Lead



Yvonne Grady
Innovation & Digitisation
Lead



Dawn Duggan
People, Skills and Talent
Lead



Hilary Centeleghe
Growth and Startup Lead



Philip Hargreaves
Access to Finance Lead



Alexia Rhodes
Project Management
Executive



Anne Champion
Manufacturing Lead



Kevin Lambert
Resource Efficiency Lead



Hayley Dillon
Workshops and Events Lead

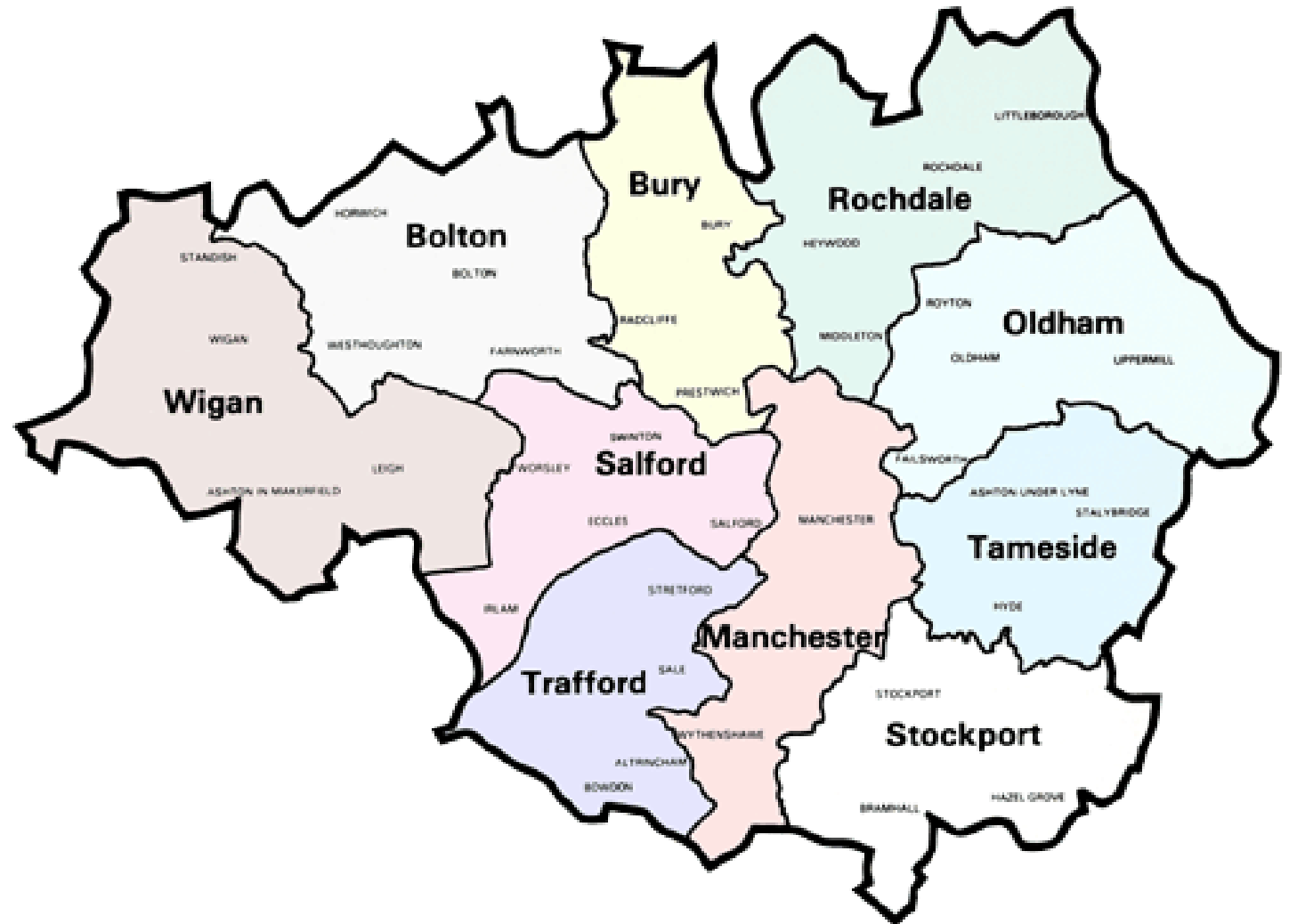


Amy House
Green Technology Lead

Specialist Services

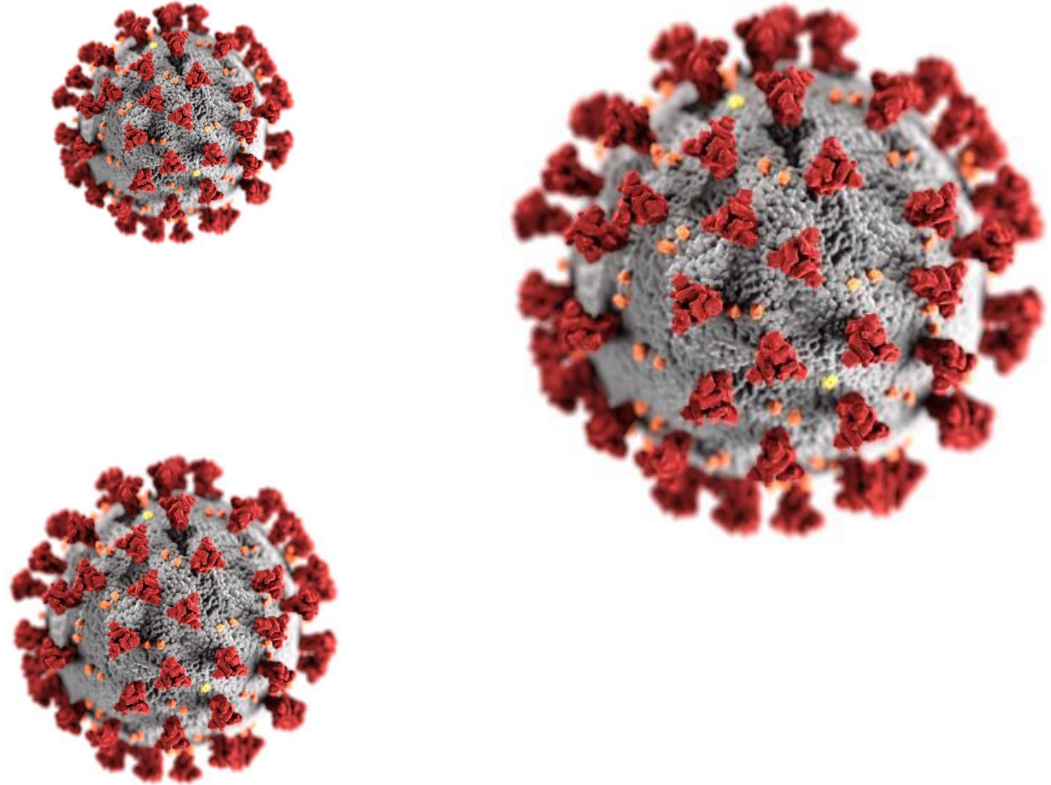
Local plans Based on sector, place, theme

1. Business financial & professional
2. Life sciences
3. Advanced Manufacturing
4. Green tech and services
5. Digital creative and tech.





COVID-19





COVID-19

1. Business surveys
2. Project Mercury
3. PPE
4. Risk assessments
5. Strive and Thrive
6. Small Business Grants Scheme
7. Tourism, Hospitality and Leisure ('THL') sector
8. Business Intelligence & COVID-19 microsite
<https://www.businessgrowthhub.com/coronavirus>



Thank you



Skills for Growth – SME Support

Janine Richardson, Programme Manager

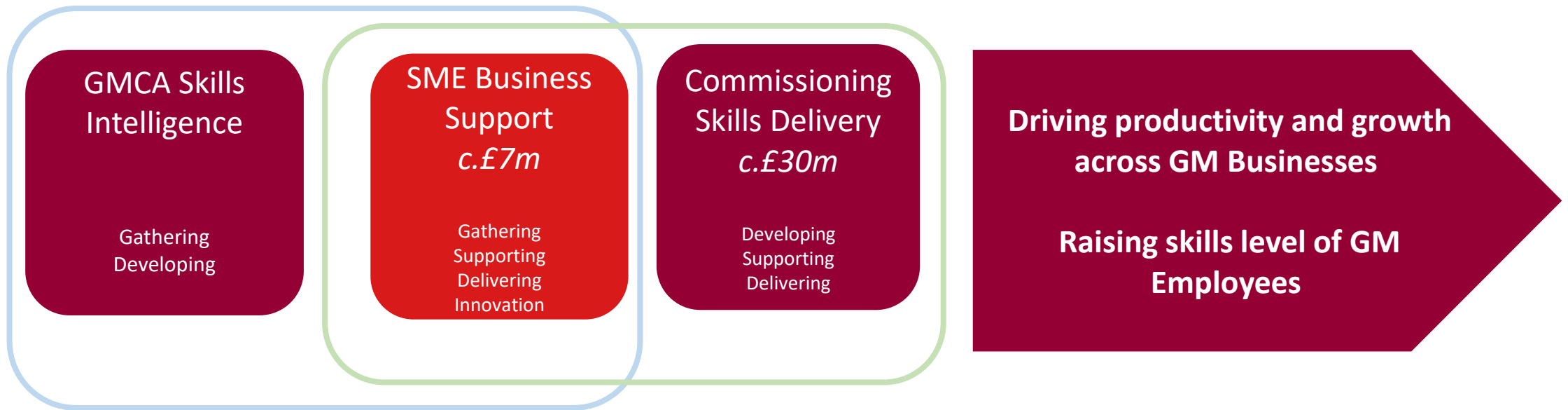


ESF Skills for Growth

GMCA PROGRAMME

£42M OF ESF OVER 3 YEARS

WORKING TOWARDS A MORE EFFECTIVE AND JOINED UP SKILLS AND EMPLOYMENT SYSTEM IN GREATER MANCHESTER





Skills for Growth – SME Support

Identify current and future skills gaps for businesses across Greater Manchester

Work with individual employees to identify training needs

Research and identify suitable skills provision

Broker relationships between businesses, their employees and providers

Gathering intelligence and feed that back through to GMCA Skills Intelligence Team

Introduce GM Businesses to other programmes of support that benefits, them, their employees and wider GM residents





Programme Structure

Delivery October 2020 to June 2023

Co delivered with Greater Manchester Chamber of Commerce
SME's in Greater Manchester

26-week programme of support for SME's and their employees

No restrictions on sectors / business activity

Detailed business and employee level skills plans – digital portal

Impartial brokerage between businesses and providers





Programme Elements

- Skills Coaches * 21
- Business Change Specialist
- Health & Wellbeing Specialists
- Apprentice Specialist
- Abintegro
- Health Assured
- GM Skills Map Website

Digital First





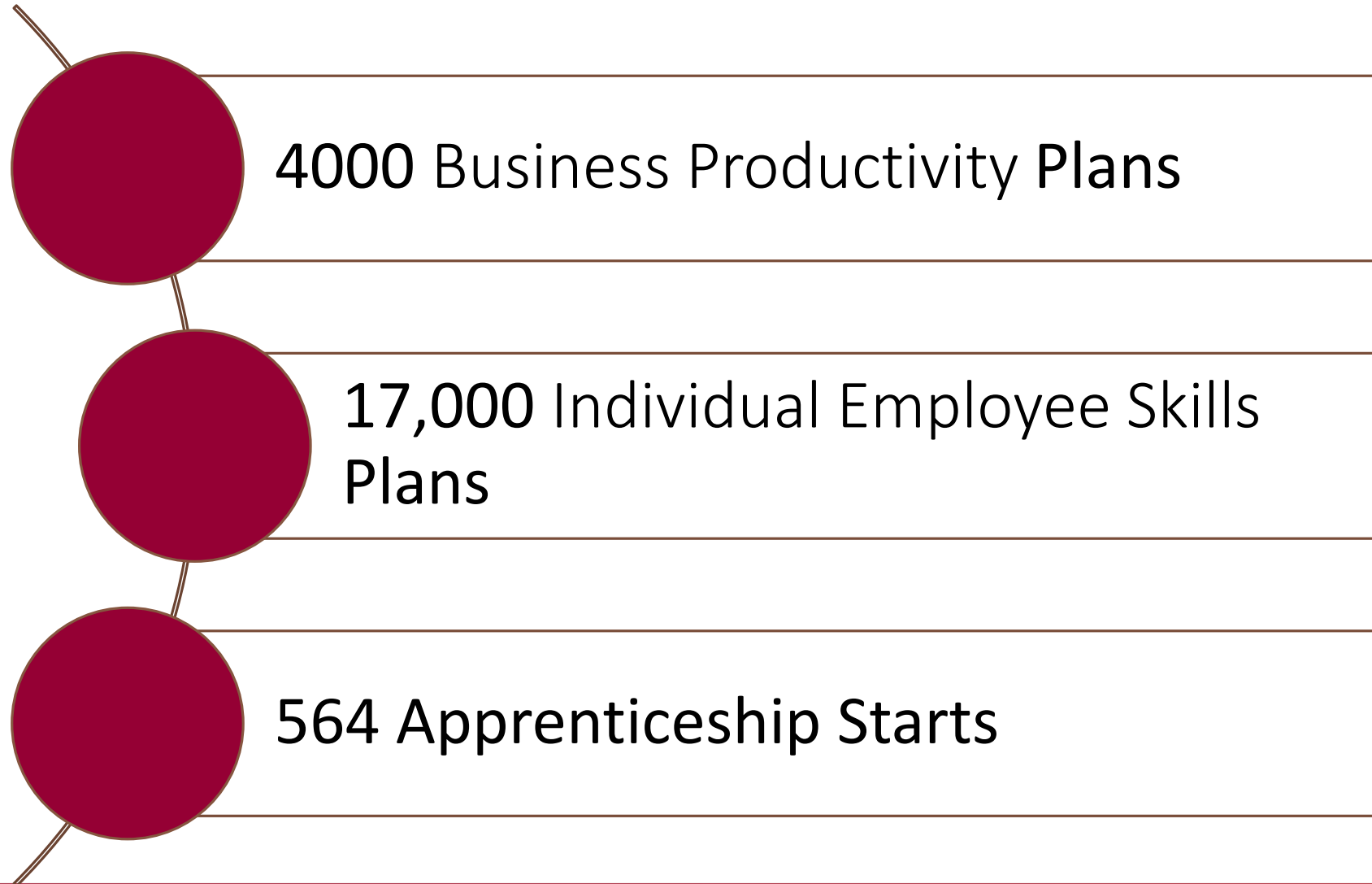
Client Journey

- Dedicated Skills Coach
- Business level Productivity Plan
- Individuals Skills Plan available for all employees
- Impartial brokerage and matching
- Ongoing support for 26 weeks – reviewing plans and continued brokerage





Outcomes





GM Skills Map

Jordan Crombie – GM Skills Map Officer



SKILLS FOR GROWTH SME

GM Skills Map

GM SKILLS MAP

- Supports the impartial brokerage for participants of the Skills for Growth – SME Support Programme
- Vision for it to become the go-to website for businesses in Greater Manchester.
- Designed to capture all forms of learning and development – for any size of provider be that accredited, non-accredited, funded, part –funded, commercial, short, long, sector specific, vocational, business focused or for personal development
- Attract providers throughout the life of the Skills for Growth – SME Support programme



Benefits

- Business Development tool for you.
- No cost to register and showcase your provision.
- Businesses and their employees will have completed detailed analysis of skills needs and have a focussed idea of what they want / need.
- All businesses and their employees participating in the programme will access GM Skills Map to search for skills programmes and activities that meet their needs



Accessing the website

www.gmskillsmap.co.uk



Where to register



The screenshot shows the homepage of the GM Skills Map website. At the top left is the GM Skills Map logo, and at the top right is a "Log in" button. The main header area has a dark red background with a white box containing the title "Skills for Growth - Skills Map" and a paragraph: "Looking to up-skill and improve business productivity? We're here to help you grow your business through re-shaping, developing your talent and enhancing your team's performance. Explore what training and is available in your region." Below this is a search bar with the placeholder text "Search for skills" and a red "Search" button. The background of the header is a photograph of a group of people sitting at a table in a meeting or training session. Below the header is a "Welcome to GM Skills Map" section with two columns of text. The left column describes the map's purpose, and the right column explains that it is open to all SMEs. At the bottom, there are two registration buttons: "Register as a provider" (on a dark red background) and "Register your business" (on a white background).

Skills for Growth - Skills Map

Looking to up-skill and improve business productivity? We're here to help you grow your business through re-shaping, developing your talent and enhancing your team's performance. Explore what training and is available in your region.

Search for skills

Search

Welcome to GM Skills Map

GM Skills Map has been developed to help showcase which training, skills and apprenticeship options are available in the region and to help connect businesses with providers and vice versa. Providers will be able to upload their offer to the

GM Skills Map and those wanting to access the programme can explore their options. Open to all SMEs across Greater Manchester, GM Skills Map is a catalogue of training and apprenticeships with a dedicated team on hand to help.

Register as a provider

Register and upload your course details to GM Skills Map to showcase your training offering to businesses supported by the programme.

Register provider

Register your business

Register your business, gain access to the GM Skills Map and explore the plethora of training available to your organisation.

Register business



Terms & Guidance



Terms and guidance

This Website www.gmskillsmap.co.uk is owned and operated by GM Business Support Limited (company number 08132524) ('we/us') as a portal for individual and SME Participant(s) in the *Skills for Growth - SME Support* program to access Training Opportunities with you/your business ('you') and other training and service providers. By using this Website to publicise details of Training Opportunities, you confirm that you accept and will comply with the following terms and conditions:

- the information submitted is true, accurate and appropriate and you will notify us of any changes or inaccuracies as soon as you become aware of them. Material posted will comply with any conditions or standards notified to you from time to time;
- You will deliver any Training Opportunities in good faith and in the best interests of the Participants;
- you have at all times conducted your business in accordance and in compliance with all applicable laws and regulations in England and Wales and have received no notification to the contrary. You hold all necessary licences, permits or consents for your business, which remain valid and you know of no reason why they may be revoked or withdrawn. Should you become aware of any such matters you will notify us immediately;
- you hold valid, current employment and public liability insurances at an industry standard level appropriate to the provision of the goods and services provided by you;
- the recruitment of any Participant to a Training Opportunity is entirely at your risk;
- you agree that we may decline to upload information provided by you onto the Website and/or may remove or alter any content without notice and at our absolute discretion. We agree to remove content within a reasonable period of a request by you to do so; and
- you have read and understood, and will comply with, the terms of the Privacy Policy available through [here](#).

I agree to the terms and guidance

[Proceed to registration](#)



Register Account

Register your account

Provider details

Name

About Us (optional)

Line 1

Line 2 (optional)

Line 3 (optional)

City

Postcode

Local Authority

Contact details

Contact Name

Contact Email

Contact Telephone

Website (optional)

Your application has submitted

Thank you for your interest. A staff member will review your application and you will be contacted in due course.



Uploading what you deliver

Activity details

Activity name

Upload logo (optional)

Is the Activity accredited?
 Yes No

Activity overview

Learning objectives

Activity focus

Activity category

Delivery method

Activity access

Enrolment

Additional enrolment information (optional)

Delivery model
 1 to 1
 1 to many

Entry requirements (optional)

Please outline any access requirement e.g. accessed online, via learning portal etc. (optional)

Are you able to support clients who may have one or more of the following requirements (optional)
 Whose first language is not English
 Who have basic skill needs
 Who have learning support needs
 Who have accessibility support needs

Activity dates

Last application date (optional)

Activity timings
 Mon - Fri 9 - 5
 Weekends
 Mon - Fri before 9am
 Mon - Fri after 5pm

Activity duration

Length of programme
Please select a number and type (eg "2" "hours"; "5" "days" etc)

Number Type

Duration/Guided learning hours

Funding option



Log in



Social Media for Business

Apply

This short course will cover the foundations of using key social media platforms in small businesses.

Learning objectives

To understand the benefits of social media for business To identify the best social media platforms for your business Explore apps to social media scheduling Develop your social media strategy

Activity focus

Business Focused

Activity category

Social media

Delivery method

Virtual activity

Enrolment

Based on demand

Delivery model

1 to many

Entry requirements

Access to social media platforms

Access requirements

PC, Laptop, tablet or smart phone. Access to Zoom for the session

Supported requirements

Whose first language is not English, Who have basic skill needs, Who have learning support needs, Who have accessibility support needs

Last application

Activity timings

Mon - Fri 9 - 5, Mon - Fri after 5pm

Length of programme

4 Hours

Duration/Guided learning hours

4

Funding option

Commercial



Dashboard

The screenshot shows a web dashboard for 'Skills for Growth - Skills Map'. At the top right, there are links for 'My Activities' and a user profile 'Welcome, ewrwer'. The main header area features a search bar with the text 'Search for skills' and a 'Search' button. Below this, there are two main sections: 'Your recent activities' and 'Activity engagements in progress'. The 'Your recent activities' section shows a table with one entry: 'Social Media for Business' created on '11/01/2021', with an 'Edit' button. The 'Activity engagements in progress' section is currently empty. At the bottom of the dashboard, there are logos for Business Growth Hub, European Union, Greater Manchester Chamber of Commerce, and Greater Manchester, along with links for 'About the programme' and 'Terms and conditions'.



Key Points




- You can upload as many activities as you want
- Ability to mass upload provision being developed
- You will receive an email if a client chooses to Apply for one of your activities
- You have the option to tell us if the person proceeds with their application
- Support from myself in use of the website, registering and uploading activities
- Feedback through to GMCA
- Webinars to support registration and process to upload activities - First one 19th January 10.00am






QUESTIONS?



GC Business Growth Hub

 www.businessgrowthhub.com
 @BizGrowthHub
 facebook.com/gcbusinessgrowthhub

Skills for Growth

 www.skillsforgrowthsme.co.uk
 @SkillsGrowthSME
 facebook.com/SkillsForGrowthSME




Marketing Manchester

 www.marketingmanchester.com
 @marketing_mcr

The Growth Company

 www.growthco.uk
 @growthcouk
 facebook.com/GrowthCoUK

Enterprising You

 www.enterprising-you.co.uk
 @EnterprisingYou
 facebook.com/EnterprisingYou



**Thank you
for coming**

Keep an eye out for future webinars

Slides to this session will be provided

**EVOLUTION
REQUIRES
REVOLUTION**