

# Labour Market Information (LMI) Employer & Further Education Toolkit

## DIGITAL



Greater Manchester  
Chamber of Commerce



Greater Manchester  
Learning Provider Network

**EDUCATION & TRAINING  
FOUNDATION**

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# Greater Manchester Digital Strategy 2018

In 2018, Greater Manchester Combined Authority issued the 'Greater Manchester Digital Strategy 2018-2020'. The strategy outlines that we have almost 8,000 digital and digital-intense creative businesses in Greater Manchester, employing more than 82,300 people. The sector generates £4.1bn of economic growth annually and the region is home to the largest digital cluster outside London. Additionally, there are 15,000 creative, digital and IT students at GM's four universities. Digital was identified as one of GM's fast growth opportunities in the 2016 Science and Innovation Audit.

In terms of employment opportunities MediaCityUK is a nationally significant digital industry cluster, which is home to the BBC and ITV and 250 digital companies providing 7,000 digital jobs. It continues to expand – the BBC advertised 200 digital specialist jobs. Additionally, the University of Salford provides over 30 courses there for 1,700 students; while the University Technical College 6 (UTC) and Oasis Academy are training young people in the digital technologies of the future. The Sharp Project in East Manchester is growing new creative and digital business in its incubator spaces.

In addition, the Northern Quarter in Manchester City Centre is seeding successful disruptive businesses. Spinningfields is attracting tech hubs wanting to be close to the city's finance and professional service centres (fin-tech).

Academically, The School of Computer Science at the University of Manchester (UoM) has major strengths in Big Data, Artificial Intelligence and novel computer architecture. The UoM's Data Science Institute brings together over 250 researchers in Big Data from across the University; UoM is a lead partner in the N8 High Performance Computing Centre across the wider North of England.

Manchester Metropolitan University is in the top 5 of UK universities and its School of Computing, Maths and Digital Technology. Also, Manchester Metropolitan University, the University of Manchester and

other university partners will be leading a new £40million National Institute of Coding. This will bring together universities, large corporations, SMEs and industry groups to tackle the shortfall in the digital sector – the digital skills gap. Funding will develop new undergraduate and postgraduate courses, attract new staffing talent to the University, encourage more women into the sector, address challenges experienced by mature students and students from ethnic minorities, creating new pathways to transfer knowledge to industry and inspire a new generation of tech leaders through community outreach.

Colleges and training providers in Greater Manchester are providing a range of vocational digital skills to young people and adults. The 'Greater Manchester Digital Strategy 2018-2020' is well on its way to developing a digital talent pipeline programme to create pathways from education into the digital industry for young people including; curriculum support and enhancement; teacher Continuous Professional Development (CPD); careers inspiration; quality digital apprenticeships; and industry placements.

For more information on the 'Greater Manchester Digital Strategy 2018-2020', please see:

<https://www.greatermanchester-ca.gov.uk/media/1090/digital-strategy-2018-2020.pdf>

# What is the average salary for Digital jobs in Greater Manchester?

## Digital:

- ◇ The average salary for Digital jobs in Greater Manchester is £40,000.
- ◇ In October 2019, there were 766 jobs advertised with a salary range of £27,000 to £52,500

For the latest salary information <https://www.totaljobs.com/salary-checker/salary-calculator>

## What is LMI?

Greater Manchester Chamber of Commerce and the Greater Manchester Learning Provider Network helps businesses and further education providers make informed workforce development and employment decisions through real-time LMI, including statistics, projections and trends on employment, occupations, labour supply and demand, earnings, population and demographics.

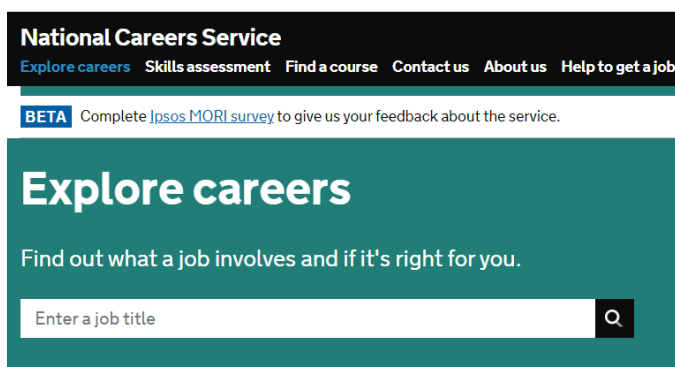
## Use LMI to help your business, teaching staff and students:

- ◇ Determine workforce development opportunities
- ◇ Learn about fair wages and earning potential
- ◇ Explore the types of jobs available
- ◇ Identify where the jobs and businesses are located
- ◇ Find training opportunities

## Where to find current Labour Market Information:

### 1) National Careers Service

<https://nationalcareers.service.gov.uk/>



The screenshot shows the top navigation bar of the National Careers Service website. It includes the logo 'National Careers Service' and a menu with links: 'Explore careers', 'Skills assessment', 'Find a course', 'Contact us', 'About us', and 'Help to get a job'. Below the navigation bar is a 'BETA' badge and a message: 'Complete Ipsos MORI survey to give us your feedback about the service.' The main content area has a teal background with the heading 'Explore careers' and the text 'Find out what a job involves and if it's right for you.' At the bottom of this section is a search input field with the placeholder text 'Enter a job title' and a magnifying glass icon.

### What is it?

The National Careers Service, is a web-based LMI delivery system that provides information, advice and guidance to help you make decisions on learning, training and work.

## How can I use it?

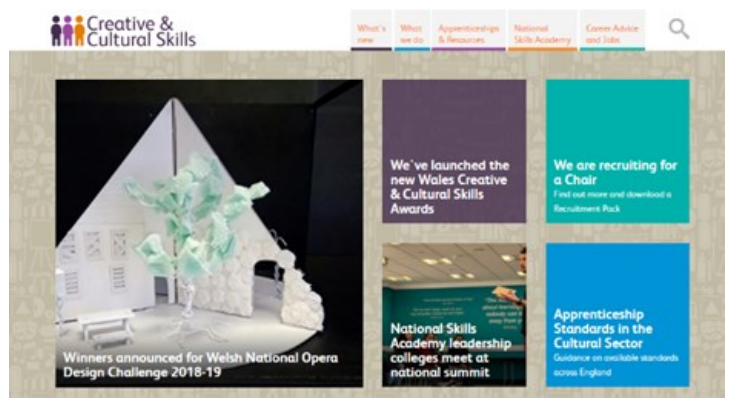
The National Careers Service provides information job roles in Digital and what skills are needed to do them. The National Careers Service is best used for students considering a career in digital or individuals who are considering a change of career and are new to the sector.

## 2) Creative and Cultural Skills (Sector Skills Council)

<https://ccskills.org.uk/>

### What is it?

Creative & Cultural Skills gives young people opportunities to work and learn in the creative and digital industries. CCS is an independent charity that provides careers advice and guidance and promotes apprenticeships and delivers activities for young people through their network of industry and education supporters.



### How can I use it?

CCS hosts 'Creative Choices' on their website, which is a resource for anyone who is looking to work in a creative digital career. The site contains job advice, articles and blogs from practitioners. They also hold events for 13-16-year olds and have an on-line panel of industry experts to answer students questions.

## 3) Greater Manchester Bridge

<https://bridgegm.co.uk/labour-market-information>



### What is it?

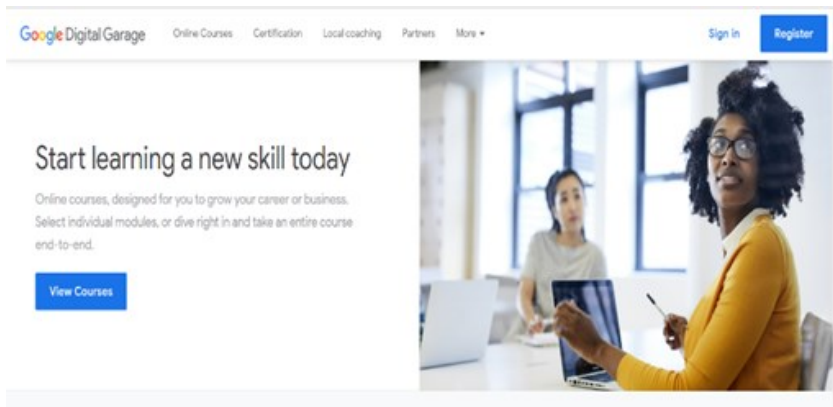
Whether you're a learner, teacher or a business leader GM Bridge aims to provide you with the best information and resources to help you bring careers into the classroom and workplace.

## How can I use it?

GM Bridge provides unique insights and helpful figures, helping bring lessons to life at school, enhancing the curriculum, career sessions & employer visits. It also provides real-world examples of how specific subjects and skills in Digital are vital for future employment in the Greater Manchester region.

## 4) Google Digital Garage

<https://learndigital.withgoogle.com/digitalgarage>



## What is it?

Google Digital Garage is an on-line resource designed for individuals to brush up their digital skills, grow their business, career, or confidence. The everyday experts at The Digital Garage will help people succeed online. Anyone can benefit, regardless of their skill level, goals or background.

## How can I use it?

The website has got a range of courses and over 40 hours of learning available to help students learn the skills they need! Everything available from the Google Digital Garage is absolutely free, with no strings attached.

## 5) Microsoft

<https://www.edx.org/school/microsoft>

## What is it?

edX courses are taught by Microsoft experts, letting students learn through hands-on experience with broad reach, cutting-edge technologies in areas including cloud services, mobile development, and data sciences.



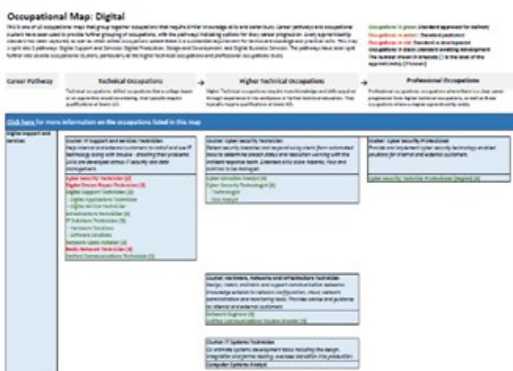


## How can I use it?

edX courses are designed to provide students with the core development skills needed to be successful in the cloud-first, mobile-first world. There is a variety of free online courses in a variety of subjects, which can be audited free or students can choose to receive a verified certificate for a small fee.

## 6) Institute for Apprenticeships Occupational Maps

<https://www.instituteforapprenticeships.org/about/occupational-maps/>



### What is it?

Each map sets out related occupations with relevant knowledge, skills and behaviours (KSBs) within a route. The maps group occupations with related knowledge, skills and behaviours into pathways, making it easier to see the opportunities for career progression within that particular route.

## How can I use it?

Occupational Maps provide a useful guide to show the technical education options available for individuals, as well as employers and training providers who are interested in offering it. T Levels will be initially developed at level 3 and will cover all occupations within the respective pathway.

## 7) Find an Apprenticeship

<https://www.findapprenticeship.service.gov.uk/apprenticeshipsearch>

### What is it?

'Find an Apprenticeship' is the free government portal for anyone over 16 years of age who are interested in becoming an apprentice in England. It is a searchable website, detailing apprenticeship opportunities, by location, type and level.

## How can I use it?

There are hundreds of different apprenticeships to choose from. 'Find an Apprenticeship' helps learners, parents, carers and teachers look at what apprenticeships are available in their chosen subjects or geographical area. The on-line resource is useful for anyone over the age of 16 who is considering an apprenticeship, whether at the start of career, considering changing career direction, or returning to work after a break.

## T– Levels

T Levels will be delivered from September 2020 and are a new two-year technical programme for young people aged 16 to 19, developed in collaboration with employers and businesses to ensure the content prepares students for work and that it meets industry need.

T Levels will become one of the three main choices for students after GCSEs alongside Apprenticeships and A levels.

Students will complete a two-year classroom based vocational qualification delivered by Further Education Providers. 80% classroom based, 20% industry placement.

The following T Levels for Digital are scheduled for delivery as below:

- ◇ Sept 2020: Digital Route – Digital Production, Design and Development
- ◇ Sept 2021: Digital Route – Digital support and Services; Digital Business Services

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