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# **Get Britain Working: Economic Activity Trailblazer (ETB) Information session**

*22 April 2025*

**Dave Berry**

Work and Skills Lead (MCC) & Economic Activity Trailblazer Manchester Lead

**Donna Lewis**

Work and Skills Specialist (MCC)

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Work and Skills Officer (MCC)



**MANCHESTER  
CITY COUNCIL**

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



**Funded by  
UK Government**

ETB is a rapidly moving programme



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***MANCHESTER CITY COUNCIL HAS NOT  
RECEIVED A FINAL GRANT FUNDING AGREEMENT  
(GFA)/GUIDANCE FROM GREATER MANCHESTER  
COMBINED AUTHORITY. INFORMATION IN THIS  
SESSION AND IN THE SPECIFICATION IS SUBJECT  
TO CHANGE.***

# Purpose of the session



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- ☐ To provide information on the Manchester Economic Activity Trailblazer (ETB) Programme (Community)
- ☐ To give providers an opportunity to ask questions before submitting an application.
- ☐ This is an exciting opportunity for Manchester to 'trailblaze' something innovative and contribute to how we can deliver employment support services in a more efficient and effective way for residents.

***Please note that there are some aspects of the Programme which we are awaiting clarification from DWP/GMCA therefore some details may change.***

# Session agenda



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Agenda item	Time
<b>Welcome and introductions</b> <i>Dave Berry</i>	10:00am - 10:10am
<b>Overview of GM Economic Activity Trailblazer (Community)</b> <i>Dave Berry / Donna Lewis</i>	10:10am-10:50am
<b>Questions</b> <i>All</i>	10:50am-11:20am
<b>Next steps</b> <i>Paige Simpson</i>	11:20am-11:30am

# What is the Get Britain Working Trailblazer?



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The **Get Britain Working White Paper (November 2024)** aims to achieve an **80% employment rate** by **transforming employment support, reducing unemployment, and addressing economic inactivity**. The White Paper introduces several **Trailblazers** to create job opportunities and support career progression. Trailblazers **are one year test and learn programmes** which will be evaluated a GM level by DWP/GMCA.

Greater Manchester is **one of the eight** Trailblazers introduced from The White Paper and will be awarded **up to £10m** to deliver this programme from **April 2025 – end March 2026**

## Objectives of the Trailblazer :

Maximise the reach, effectiveness and impact of the range of existing services that could support people who are not economically active to participate in the labour market, by transforming how partners and services work locally together.

Test new and innovative approaches to:

- Identifying and engaging people who are not economically active
- Supporting people who are not economically active to participate in the labour market

Provide a platform for longer-term systems reform to deliver a coherent, joined-up local work, health and skills offer.

# Strategic Links to Making Manchester Fairer (MMF)

The Trailblazer is closely aligned to MMF, a Citywide action plan which aims to tackle health inequalities.

It is intended that it will create opportunities to reduce these inequalities by improving access to employment services in tandem with addressing health conditions. Manchester's Economic Activity Trailblazer model aims to support residents with physical and mental health conditions. MMF's action plan identifies 8 themes. Four of these are particularly relevant to Economic Activity Trailblazer:

- **Cutting unemployment and creating good jobs**
- **Lifting low-income households out of poverty and debt**
- **Fighting systemic and structural discrimination and racism**
- **Community power and social connections**

# Manchester Population - Key Data (Census 2021)

The two main reasons for economic inactivity given in the Census 2021 for Manchester, after Students which is by far the largest cohort, include **looking after family and home** (27,253 people) and **long term sick or disabled** (22,985 people).

**PIP Claimants:** As of January 2025, Manchester has **44,478 PIP claimants**, a **93.4% increase since January 2019**. The majority (35.3%) have been claiming for over 5 years.

The **main conditions** for **PIP claims** are **psychiatric disorders**, **musculoskeletal issues**, **neurological**, and **respiratory diseases**. **Psychiatric disorders** have seen an **85.7% increase** among **16 - 64-year-olds** since **January 2019**.

There has been a **32.1% rise in the number of people who have 'no work requirements'** in the last 12 months. At December 2024, there are 40,487 people with 'no work' requirements.

\* Not EA and not required to seek work due to long term illness, disability or caring responsibilities.

**Employment rates in Manchester vary significantly by ethnic group.** Among White British residents, 55% are employed. In contrast, employment rates are lower among **Arab (33%)**, **Bangladeshi (45%)**, and **Pakistani (47.5%) communities**. Additionally, **52% of Mixed ethnicity** residents and **51% of Caribbean** residents are in employment.

In Manchester, an **estimated 12% of people have 4 or more Adverse Childhood Experiences (ACES)** that can significantly impact on their lives - that's roughly 66,000 people.

**Disabled individuals** have a **significantly lower employment rate (5.5%)** compared to **non-disabled individuals (48.0%)**. The **largest employed disabled age group is 35-49** with **over 7,000** in employment.

There is an **increasing awareness and diagnosis of neurodiversity** (e.g., autism, ADHD). The **autism employment gap is notably wide**, with **only 22% of autistic individuals in paid work**.

**High levels of worklessness due to long-term sickness and skills gaps.** Innovative employment support is needed to address root causes and improve confidence, wellbeing, and skills.

## Manchester Economic Inactivity - Key Data (Census 2021)

Data from the Census provides context to the cohorts that a programme to move residents towards economic activity would need to be developed and designed upon.

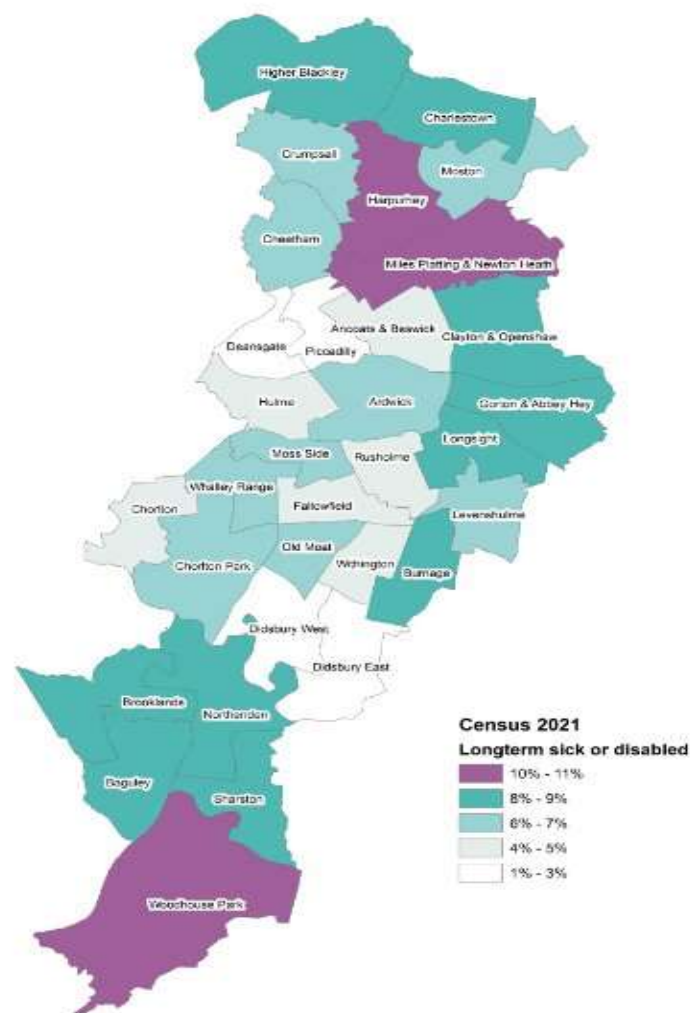
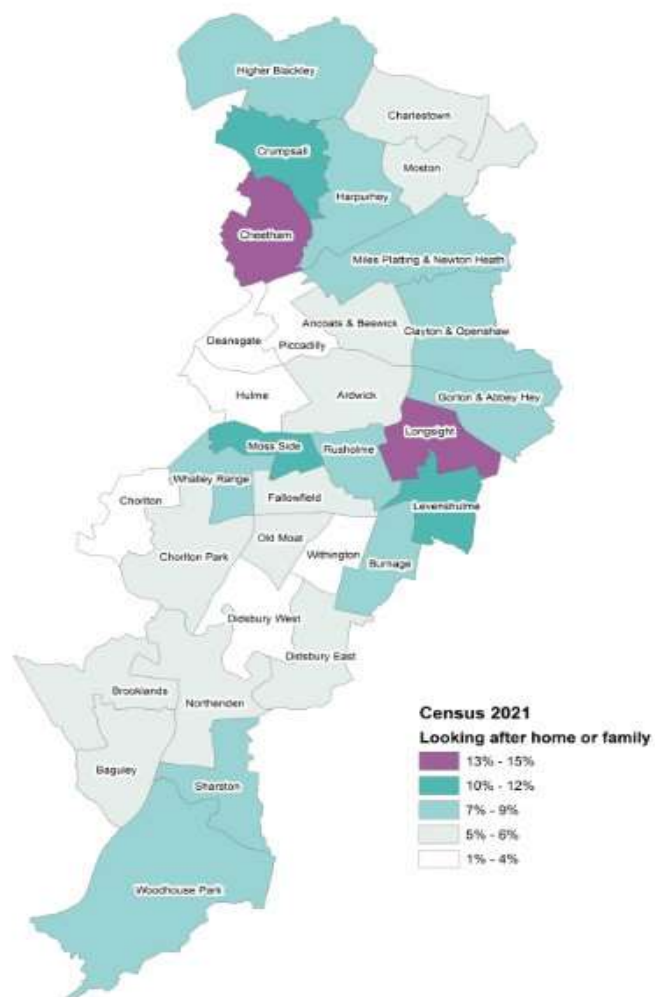
- 19,061 (83%) residents with ill health were 35-64 years old, the majority of those (53%) are 50-64 years old.
- 17,596 (68%) of those with ill health are White British.
- 13,308 (52%) of those with ill health are female.
- The areas of the City with highest percentage of ill health are in the North and South of the City.
- 11,923 (43%) of those looking after family and home are 35-49
- 23,679 (82%) of those looking after family and home are female.
- Of those looking after family and home the three highest ethnicities include; 9,219 (32%) are White British, 7,912 (27%) are Pakistani and 2,319 (8%) are African.



# Economic Inactivity – ward level - by Looking after home or family and Longterm sick or disabled



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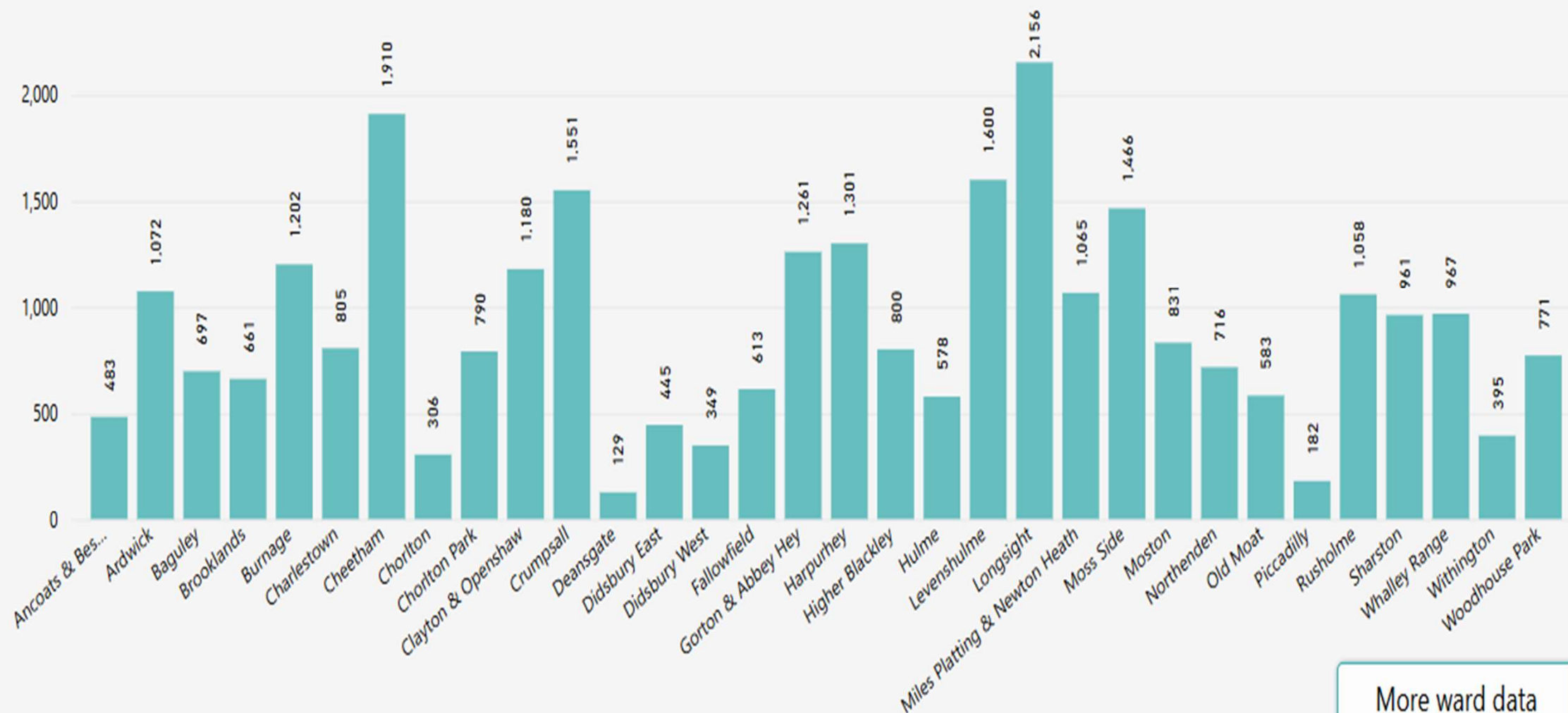
## Priority Areas

Economic Inactivity – Looking after  
home/family - ONS 2021 Census Data



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Selected Economic Activity by Ward



[More ward data](#)

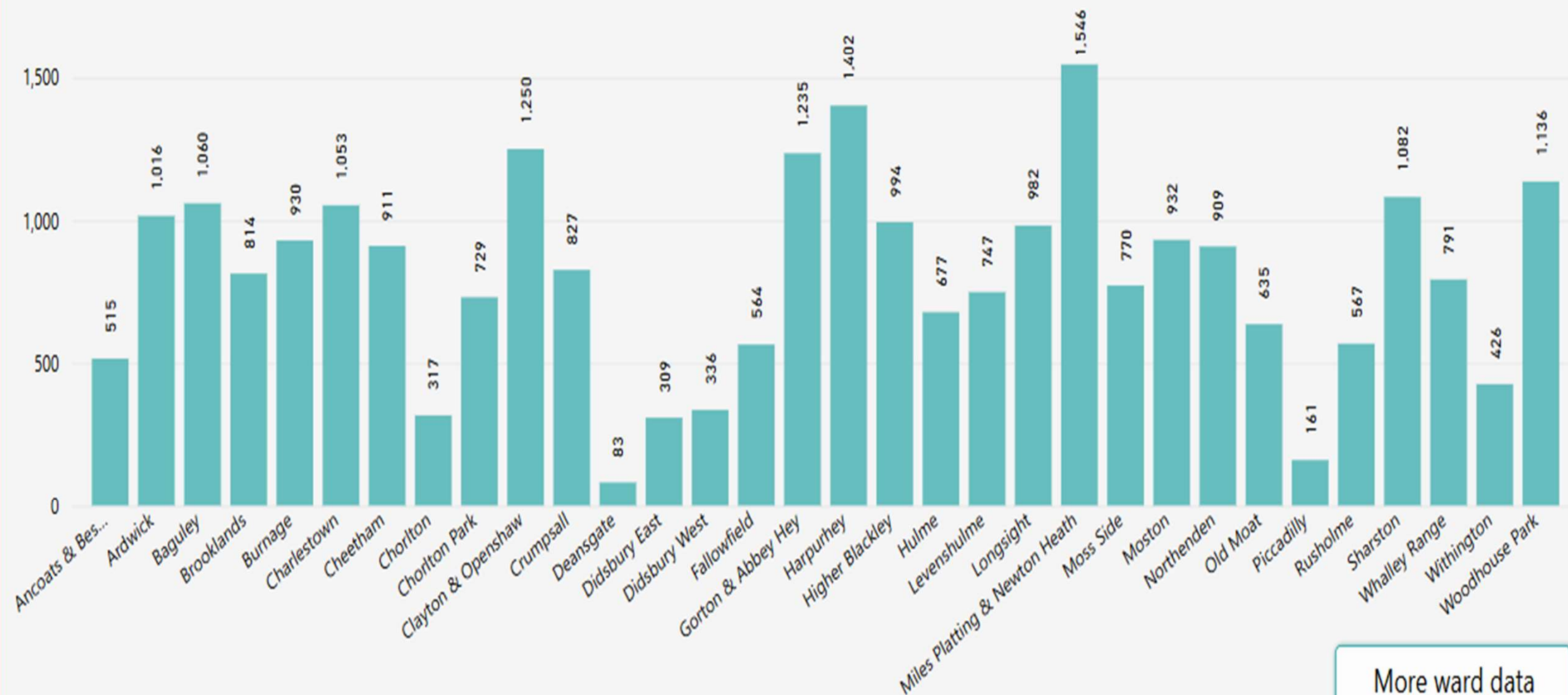
# Priority Areas

Economic Inactivity – long term  
sickness/disability – ONS 2021 Census Data



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Selected Economic Activity by Ward



[More ward data](#)

## Priority Groups & Eligibility



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Providers are expected to be able to reach, engage and support residents from two priority groups:

### **Priority groups:**

- Residents with long term sickness or disabled (including physical, neurological, neurodevelopmental and mental health barriers)
- Residents looking after home or family

### **Eligibility**

Economic inactivity' refers to people who are aged between 16-64 and who:

1. are not in employment;
2. have not sought work in the last four weeks; and/or
3. are not available to start work in the next two weeks.

### High Prevalence Wards:

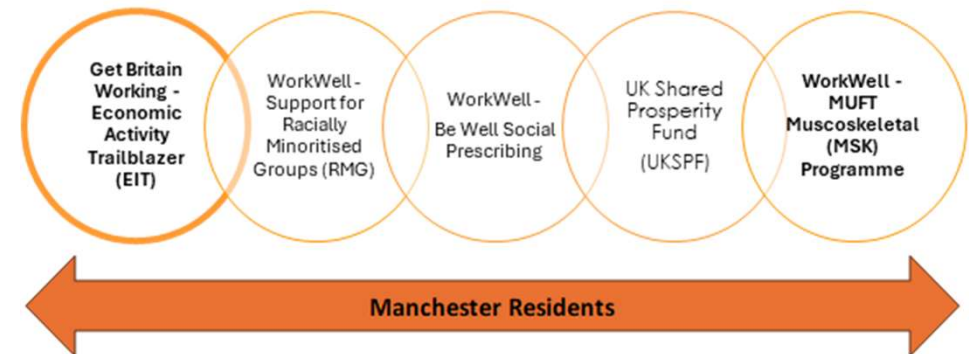
- **North:** Charlestown, Cheetham, Crumpsall, Harpurhey, Higher Blackley, Miles Platting and Newton Heath, Moston & Clayton and Openshaw.
- **Central:** Gorton and Abbey Hey and Longsight.
- **South:** Woodhouse Park, Baguley, and Sharston.

# Manchester's Economic Activity (EA) Trailblazer Programme



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The **EA Trailblazer** will be the latest addition to externally funded pathways of employment support programmes available to Manchester Residents. A key purpose of this commission is to **engage and support the wider needs of those who are not economically active\*** to provide access to services which help reduce any barriers to employment.



## Key Principles:

- **Building on existing infrastructure** (community organisations).
- **Community level delivery** by experienced and trusted organisations who have a strong track record in engagement with diverse communities and engaging residents who employability services have ***previously failed to reach*** to help them move closer to or into good employment.
- **Multi-disciplinary approach** which could include access to mental and physical health partner services.
- **Keyworker model** which is holistic, person-led and strengths based => single joined up approach.
- The service will be **culturally appropriate, trauma informed and neurodiverse aware** to support residents to access the most appropriate employment and health support to help them move into employment.

\* Not in employment, have not sought work in the last 4 weeks and/or not available to start work in the next 2 weeks.

# Case Studies – Partnership working



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## **Case study 1: WorkWell Racially Minoritised Groups – Pathways CIC & Alchemy Arts**

- Formal partnership
- Supported development of community based organisation in relation to bidding process and delivery capability
- Enables skills and knowledge transfer to both
- Integrated culturally competent specialist with experienced provider of employability, mental health and physical health services
- Delivers social value

## **Case study 2: Support to Succeed – Community organisations and Growth Company**

- Informal referral partnership
- Enabled community based organisations to refer residents into a 12 month service employability service when they were ready to attend more structured provision
- Enabled residents to transition from a trusted local organisation into a larger Manchester wide provider



# Service Delivery – Manchester Trailblazer



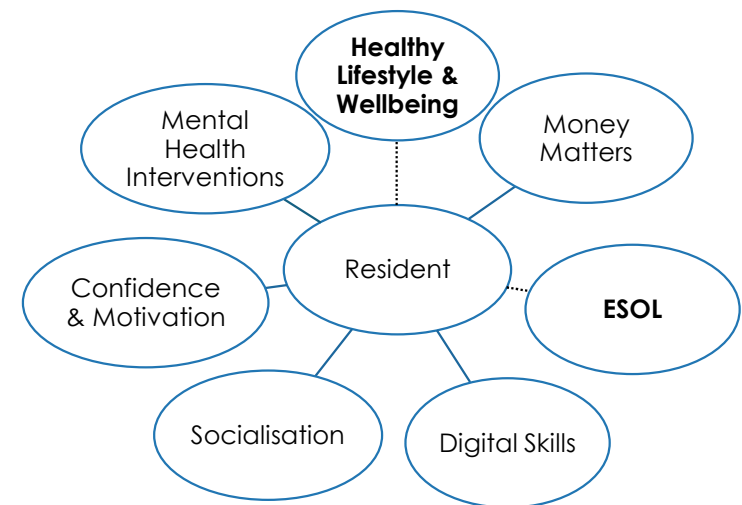
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Manchester City Council intends to grant fund several VCSE organisations to provide a service model which integrates employment and health support for residents with long term sickness/disabilities and/or caring responsibilities. **Providers are required to collaborate with relevant partners** to build a model of delivery that has the potential to address barriers which may be related but not limited to the model below.

We are particularly keen to see models of delivery that can help improve symptoms related to emotional health and wellbeing including anxiety, depression and low mood.

## Successful applicants will be required to:

- Appropriately engage residents with long term sickness/disabilities ((including physical, neurological, neurodevelopmental and mental health barriers) and/or caring responsibilities into employment.
- Recruit experienced and dedicated keyworkers.
- Work with individuals to co-produce appropriate action plans, looking at wider barriers and needs to employment.
- Support residents to progress towards or enter paid employment.
- Signpost and facilitate access to skills and training provision suited to individual goals
- Refer and signpost to additional mental health or physical health provision
- Refer participants with digital skills and access needs to the City's digital inclusion offer.
- Deliver a service that is trauma informed, culturally proficient and neurodiverse aware.
- Provide learning from their delivery to support evaluation





# Physical Activity Referral Service (PARS)



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Evidence-based specialist support and physical activity opportunities for people living with long term health conditions\* that require a tailored delivery approach.

Sessions include specific programmes for lower back pain, knee and hip pain rehab and functional fitness classes which improve cardiovascular and resistance work ideal to target low level mental health conditions.

- 121 or group assessment (dependent on needs).
- Baseline measurements – Activity levels, Pain scale, Fatigue level.
- Physical activity goal setting and exercise prescription given.
- Weekly exercise classes delivered in the community – no charge to the participant, classes tailored to the individual needs/conditions.
- 12-weekly review assessment – measure retake and compared against baseline.
- Onward referral given to individual to help maintain activity – Community low-cost activity such as classes and walks and/or gym referral (discounted)
- Referral via portal reported as Trailblazer participants. <https://secure.refer-all.net/referrals/ManchesterActive/Refer>

\* specific to meet the needs of conditions such as coronary heart disease, chronic obstructive pulmonary disease (COPD), musculoskeletal (MSK), diabetes and stroke amongst other long term health conditions.



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## ESOL offer for MCC's Get Britain Working Economic Activity Trailblazer - with fast-track referral process into provision



### 20 x Talk English courses

One session a week

Taught by volunteers - recruited, trained and supported by MAES

Improving Pre Entry speaking and listening, reading and writing skills

Delivered in accessible community venues across the city

### Supplemented by Talk English Clubs

One informal drop in session per week

Led by volunteers - recruited, trained and supported by MAES

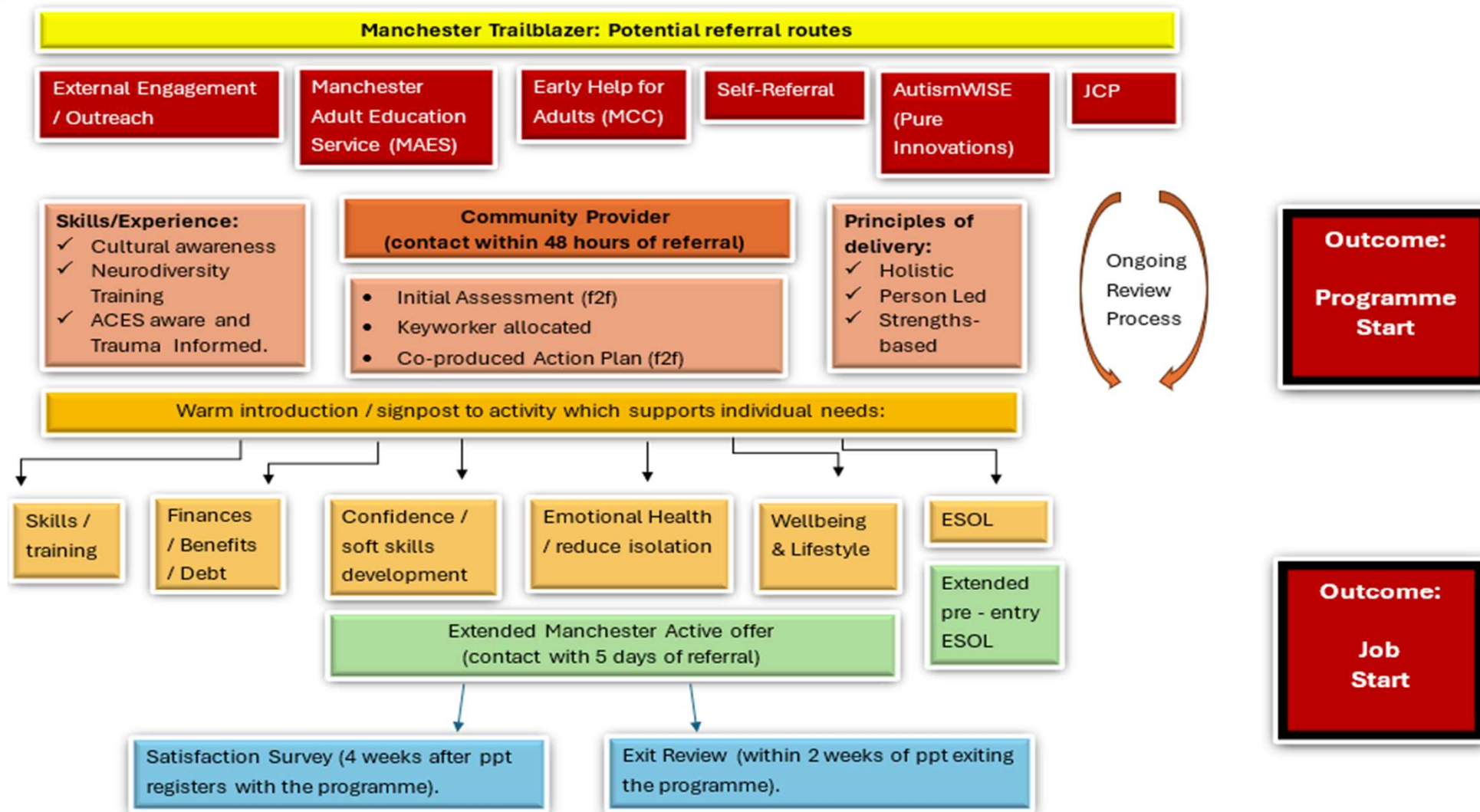
Emphasis on speaking English and building confidence

Delivered in accessible community venues across the city

# Economic Activity Trailblazer Example Participant Journey



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# Data Collection and Sharing



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The provider will be required to collect baseline personal data from all individuals who are eligible for the service and consent to take part. This baseline personal data will need to be collected by the provider from the participant. Data includes key outcome measures, for which evidence will be required.

## Monitoring requirements

- The provider is expected to upload participant personal data manually into the Greater Manchester Combined Authority (GMCA) Greater Manchester Information Tracker (GMIT) system, or develop a connection from their Customer Relationship Management system to provide minimum monthly uploads of Trailblazer management information.
- Submit (to MCC) an anonymised monthly Data Report against KPIs and management information making all supporting evidence available to validation by the contract management team.
- Comply with a robust Management Information framework that will monitor service delivery, outcomes and set goals for service development.
- Additional reports may be required by the GM programme team, further details and frequency should these be required at any point will be confirmed through contract meetings with the provider.
- Submit complete, accurate, and timely monitoring returns.
- Provide participant action plans and documentation to GMCA via a sharepoint system for audit purposes on occasion

**The Trailblazer is testing, evaluating and learning from new approaches, your views and outcomes are essential**

## Key Outcomes / KPIs



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**Service Starts** – the Community Strand will deliver to **655 participants**.

- ❑ Providers awarded £100,000 will achieve minimum **66 starts**
- ❑ Providers awarded £200,000 will achieve minimum **131 starts**

The provider will report against the following outcomes monthly:

<b>Outcome 1:</b>	Number of people sustaining engagement with keyworker support and additional services
<b>Outcome 2:</b>	Number of people with life skills following support
<b>Outcome 3:</b>	Number of people with basic skills following support
<b>Outcome 4:</b>	Number of people with reduced social isolation – connectivity with their community
<b>Outcome 5:</b>	Number of people with reduced structural barriers into employment and into skills
<b>Outcome 6:</b>	Number of people with increased employability through development of interpersonal skills
<b>Outcome 7:</b>	Number of people in volunteering/work opportunities
<b>Outcome 8:</b>	Number of people in employment, including self-employment, following support
<b>Outcome 9:</b>	Number of people gaining qualifications, licences and skills
<b>Outcome 10:</b>	Number of people accessing ESOL activity

### KPIs

- 70% or above of participants to be satisfied or very satisfied with the service
- 100% of profiled Service Starts achieved
- 75% of Service Starts achieving Service Completion
- 8% of not economically active participants moving into work
- 70% of service users reporting improved mental health and wellbeing
- Percentage of participants from black, Asian and minority ethnicities

# Funding Arrangements



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Minimum per organisation / consortium = £100,000

Maximum per organisation / consortium = £200,000

DWP have stipulated that the Trailblazer is paid in arrears, MCC is aware this does not support delivery by the VCSE sector.

MCC will make payment in arrears as standard unless this is a significant barrier to delivery. Applicants should set out clearly in the application form if they require advanced payments by providing quarterly budgets. MCC will then consider requests for advanced payments.

# Application Process and Timeline



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Application window open  
from **Tuesday 22<sup>nd</sup> April**  
until **Thursday 8<sup>th</sup> May at**  
**4pm**

**Application**



Signed Grant Agreements  
are to be returned by  
requested date.

**Grant Agreements**



Delivery of Economic  
Activity Trailblazer to  
commence by **June 2025**

**Delivery**



**Notification**



Applicants will receive an email  
stating the outcome of their  
application by w/c **26<sup>th</sup> May**.

**Funding**



**In June 2025**, advanced  
funding will be allocated  
where necessary

**Completion**



The Programme activities  
will end on **31<sup>st</sup> March 2026**  
(end date for registration  
**31 Feb 2026**)

## Other Funding Grants – UKSPF Community Grant



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WEA will manage another GMCA funding opportunity called Community Grant. The Community Grant is a separate process to the Economic Activity Trailblazer that has developed from UK Shared Prosperity Funding.

To avoid confusion, we are briefly covering Community Grant in today's briefing.

- Commissioning for Strand 1 (focus on Building Essential Life Skills) - holistic and light touch support
- Delivery in 2025/26
- Opportunity to be available in April/May 2025
- Bid for 25% of funding (£35k) or 50% (£70k)
- Data requirements - reporting expectations
- KEY DIFFERENCE - Community Grants managed by WEA at GM Level
- Further information will be provided.



# Your questions



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