

## Item No. 3

### MINUTES OF A MEETING OF THE GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP BOARD HELD ON THURSDAY 14 JULY 2016 AT THE TOWN HALL, MANCHESTER

#### Board Members:

Mike Blackburn (in the Chair)

Councillor Sean Anstee, Councillor Richard Leese, Nancy Rothwell, Lou Cordwell, Juergen Maier and Michael Oglesby

#### Strategic Chairs:

Iwan Griffiths

#### Advisors:

Andrew Lightfoot (GMCA), Mark Hughes (Manchester Growth Company), Eamonn Boylan (Stockport MBC), Simon Nokes (New Economy), Simon Warburton (Transport for Greater Manchester), Sheona Southern, Louise Latham and James Stanley (Marketing Manchester), Rebecca Heron, David Rogerson and Allan Sparrow (GM Integrated Support Team)

#### Apologies:

Wayne Jones, Keith Johnston, Tony Lloyd, David Birch, Richard Topliss and Howard Bernstein

#### LEP/16/51 DECLARATIONS OF INTEREST

Nancy Rothwell declared an interest in the item regarding the emerging Growth Deal 3 as the University of Manchester were involved in a LGF bid.

Iwan Griffiths declared an interest in the items regarding transport issues as PWC had advised TfGM on various matters.

#### LEP/16/52 BOARD MEMBERSHIP CHANGES

##### AGREED

To note the decision of the GMCA on 30 June 2016 to appoint the GMCA Chair (Tony Lloyd) and Vice Chairs (Councillors Richard Leese and Sean Anstee) to the GM LEP Board.

#### LEP/16/53 MINUTES

##### AGREED

That the Minutes of the meeting of the GM LEP Board held on 16 May 2016 be approved.

#### **LEP/16/54 MATTERS ARISING**

There were no matters arising.

#### **LEP/16/55 REFRESHING THE GM APPROACH**

A report was submitted that provided an overview of a number of strategically significant workstreams currently underway to support the delivery of Greater Manchester's growth & reform ambitions and suggests that, in light of this work, and in response to the changing context in which Greater Manchester is operating, particularly as a result of Britain's decision to leave the European Union, it is now timely to develop a refreshed and revised economic strategy for Greater Manchester.

That revised strategy would reassess the issues and opportunities that Greater Manchester needs to address to ensure that all parts of the conurbation can play a strong and positive economic role in supporting future growth and maximise the ability of residents to share the benefits of that growth.

The report highlighted the work of the RSA Inclusive Growth Commission, and the importance of a GM submission to the Commission's open call for evidence to ensure that the full range of issues of relevance to Greater Manchester were considered by the Commission.

The report also provided an overview of work currently underway to develop a strategy for public engagement, and proposals to develop a 'brand identity' and profile strengthening campaign for Greater Manchester.

A member was pleased that the strategy would take account of productivity and added that the North West Business Leadership Team were willing and had the knowledge to assist GM to develop its strategies around productivity.

The Board was also informed that GM Universities were now working more closely together following the referendum result to develop a more positive view of the future and would discuss what could be done to support the strategy.

A member noted that GM has seen significant economic growth over a number of years driven by GM's main economic generators such as Manchester City Centre, Manchester Airport and Trafford Park. Whilst this is to be welcomed, it has led to an uneven distribution of growth across GM and it will be important that the refreshed strategy explores how all GM residents can better access the benefits of current and future growth. In particular, a focus on skills, housing and transport will support a more inclusive approach to growth.

## **AGREED**

1. That the proposal to revisit and refresh the Greater Manchester Strategy, in the light of the changing context in which Greater Manchester operates, particularly as a result of Brexit, and to reflect the wide ranging work underway to deliver our Growth and Reform objectives, including the development of the GMSF and the associated Investment Strategy be endorsed.
2. That the proposal that the GM LEP, working with the Business Leadership Council, provide strategic oversight and direction to work currently underway to develop bespoke packages of support and specialised services to support businesses through the period of uncertainty caused by Brexit be endorsed.
3. That the proposal to develop a Greater Manchester submission to the call for evidence issued by the RSA Inclusive Growth Commission to ensure that the full range of issues of relevance to GM are considered by the Commission be endorsed.
4. That further thought be given to proposals to develop a 'brand identity' for Greater Manchester.

## **LEP/16/56 EMPLOYMENT AND SKILLS UPDATE**

A report was submitted that updated the GM LEP on the employment and skills agenda. The Board was informed that GM faces a number of skills challenges and needs to address these and current levels of productivity if we are to meet our growth targets.

Ten priority have now been developed to address this challenge underpinned by project plans to re-focus and re-organise the work and skills system to ensure it better delivers against the needs of the economy, individuals and GM's aspirations.

Members also received information on various supporting employment and skills activities including the Area Based Review, ESF, Work & Health Programme co-commissioning and the Working Well expansion.

Members noted that from 2018 GM will take control of the Adult Education Budget and could then look at how these funds could strengthen the skills system. The Board also received an update on the Sainsbury Review, the Government's whitepaper on two post-16 routes for students e.g. academic or work based training. It was also noted that the ESF process is currently on hold and the implications of this are currently being investigated.

The Board agreed that this was a vital and complex agenda with greater clarity on the issues and opportunities facing GM required before engaging further with Government. In particular, the current uncertainty arising from recent Government changes and the wider economic situation suggested that

a clear business voice would be useful in strengthening GM's position with Government when setting out GM's skills and employment proposals. The Board noted that the NW Business Leadership Team was involved in skills development work and would be happy to assist.

A member asked if GM was taking a position regarding the upcoming apprenticeship levy and the creation of a skills board as business was currently unclear about their benefits. It was reported that employer engagement would be starting the following week

## **AGREED**

That the Board notes the following:

- GM work and skills priorities
- Area Based Review and implementation progress
- Current performance of commissioned projects and ESF
- Update on Raising Participation and agree the link and joint working with the Children's Services Review
- The current performance and evaluation of Working Well Pilot
- The high number of people exiting the programme early due to poor health and support work to identify how reform programmes can continue support
- The development of the Work and Health Programme
- Proposals for greater co-location with Jobcentre Plus and the development of a new integrated delivery model supported by workforce development.

## **LEP/16/57 MANCHESTER CHANNEL FUNDING**

The Board was informed that at its meeting held on 16 March 2016 approval was given for funding to be allocated to the Manchester Channel with the proviso that this funding could not be committed until a further report had come back to the Board for approval.

A feasibility study was undertaken by Marketing Manchester to assess the private sector appetite and potential public funding opportunities for the Manchester Channel. The Manchester Channel proposal outlined by O&O consultants required at least £500k in year one including the allocated £95k of LEP funding. It was envisaged that funds could be raised via private and public sector contribution and would cover the project costs such as support staff, distribution, IT and web activity needed to underpin the Manchester Channel.

The priority themes of science and technology; creative/digital and media; arts, culture and sport had been highlighted. The overall outputs were 12 pieces of content per year to improve the perception and depth of offer that Manchester wants to promote globally.

The Board recognised that Manchester had to do more to boost its image as an international city and that the Manchester Channel approach had enormous potential to realise this ambition. .

A member referred to the fact that Manchester would benefit from a continuing legacy from ESOF and suggested that Marketing Manchester could partner with the BBC's 'The Age of Wonder'. This would create a joined up approach to city marketing and add value to Manchester Channel's output.

The Board noted that the BBC had been involved with the Channel at an earlier stage and was supportive of its aims.

The Board discussed "The Peppered Moth Story" which has been developed as an example of how the Channel approach could work with ESOF to bring a science story to life and illustrate the evolving history of Manchester as the first industrial city.

This product will be a demonstration of what is meant by world-class international content for Manchester Channel to facilitate approaches to commercial partners and funders.

Following careful consideration members felt that the second option detailed in the report should be supported.

## **AGREED**

1. That Marketing Manchester's option two recommendation for a phased approach as the optimal solution to take the Manchester Channel forward be endorsed.
2. That with regard to options one and two detailed in the report, Lou Cordwell be nominated as the GM LEP Member to lead a small steering group to govern the project.

## **LEP/16/58 GREATER MANCHESTER 2040 TRANSPORT STRATEGY**

Consideration was given to a report that set out the background to the GM 2040 Transport Strategy. The report also contained the full 2040 Transport Strategy, the consultation draft and executive summary.

The Board noted that the consultation on the strategy was launched on 4 July 2016 with a consultation end date of 26 September 2016. The consultation has already received several hundred responses and details were also provided on consultation events for businesses.

The Chair noted that transport was a key issue for many local businesses and that he had a number of contacts to pass on to TfGM who should be invited to the consultation events.

A member queried the role of the bus network within the strategy. In response it was reported that bus provision remains central to the strategy which sets out a clear vision for bus transport within the wider approach of multi-modal travel and joined up, smart ticketing. The Bus Services Bill currently before parliament may impact on the detailed delivery of this vision.

## **AGREED**

That the report on the Greater Manchester 2040 Transport Strategy be noted.

## **LEP/16/59 BUS SERVICES BILL**

The LEP was informed that the Bill was currently before Parliament and work was being undertaken to support the House of Lords regarding a number of minor amendments. Currently the Bill was at the Lords Committee Stage and if all went well it was hoped that the Bill would receive Royal Assent in February 2017. Members noted that the Bill could face challenges from lobbyists and bus operators.

## **AGREED**

That the report be noted and that the LEP welcomes the publication of the Bus Services Bill.

## **LEP/16/60 METROLINK PHASE 3 EVALUATION: EARLY FINDINGS**

A report was submitted that set out the early findings from monitoring and evaluation activity relating to Metrolink Phase 3.

## **AGREED**

That the report be noted.

## **LEP/16/61 SMART TICKETING UPDATE**

Consideration was given to a report that set out plans to extend the range of smart ticketing, to include multi-modal and Metrolink products and proposals for new account based payment systems which will complement the Smart Ticketing Service and make travel easier across GM.

A member commented that it will be important that the relevant technology be in place to facilitate smart ticketing. It is anticipated that all travel in London will be contactless by 2019 and that this technology could be adapted for GM. It was reported that GM would have to take into account data sharing issues that do not arise for Transport for London but a successful transport franchising model could address this.

Members also discussed a number of innovative technology initiatives already taking place including smart phone apps and the developments connected to City Verve. It was felt that a further report detailing these initiatives should be brought back to the next Board meeting.

## **AGREED**

1. That support be given to TfGM's plans to extend the availability and range of Smart Ticketing to Metrolink and multi-modal on Smart cards.

2. That the current activity underway and the proposed delivery timescales to develop a business case for a future 'contactless account based' payment service be noted.
3. That TfGM's ongoing participation in Transport for the North's (TfN) development of a Smart Ticketing/account based proposition that facilitates easier connections across the North of England be noted.
4. That a further report be submitted to the next meeting detailing wider smart travel initiatives that were currently taking place.

## **LEP/16/62 MGC END OF YEAR PERFORMANCE REPORT 2015/16**

The Board was informed that Manchester Growth Company's (MGC) Business Plan for the 2015/16 financial year was presented to the LEP Board in March 2015. A year review of progress to date against Business Plan objectives and targets was presented in January 2016. The purpose of this report was to present to the Board the end of year performance review.

Members felt that the report was very positive but noted that the figure for start up businesses had not met its target. In response it was reported that the national criteria for British Business Bank start up loans had been tightened in year. The Growth Company had explored ways to address this through investigating a range of loan rates and the possibility of developing funding assistance via ESIF.

The Board noted that this was a issue that the GM Investment Board should be asked to explore in greater detail.

A member referred to the fact that Siemens had recently launched a £1 billion Euro fund and were looking for start up incubator business in science and technology. Most of this funding went to businesses in Cambridge and Oxford and it was suggested that the business start up scene did not have a high enough profile with investors.

Members noted that the businesses start ups in Manchester were growing but that there may be an issue on how this is communicated with the need to improve the city's profile in this area. It was agreed that two LEP Members be tasked with addressing this issue.

## **AGREED**

1. That the Manchester Growth Company End of Year Performance Report 2015/16 be noted.
2. That Juergen Maier and Lou Cordwell be asked to lead on work to address Manchester's business start up profile

## **LEP/16/63 ANY OTHER BUSINESS**

There were no items of business.

## **LEP/16/64 PROGRAMME OF FUTURE MEETINGS**

Monday 19 September 2016  
Thursday 10 November 2016

**The following items contain matters relating to the financial and business affairs of particular persons or organisations. It is therefore agreed that discussions on these items is not held in public.**

## **LEP/16/65 EMERGING GROWTH DEAL 3 PROPOSALS**

The Board received a presentation on emerging proposals made to Government under Growth Deal 3.

### **AGREED**

That the presentation be noted.

## **LEP/16/66 GMCA END OF YEAR PERFORMANCE REPORT 2015/16**

Consideration was given to a report that detailed MGC's end of year performance review for the 2015/16 financial year.

### **AGREED**

That the report be noted.

## **LEP/16/67 LOCALLY LED GARDEN CITIES, TOWNS & VILLAGES**

Consideration was given to a report detailing the submission of two expressions of interest for Garden Village funds.

### **AGREED**

That delegated authority be granted to the Chair of the Board to submit a joint letter from the LEP and GMCA in support of these submissions and the contribution of future Garden Village proposals to the Greater Manchester Spatial Framework (GMSF).