

**MINUTES OF A MEETING OF THE GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP BOARD HELD ON MONDAY 12 NOVEMBER 2018 AT CHURCHGATE HOUSE, OXFORD ROAD, MANCHESTER**

**Board Members:**

Mike Blackburn (In the Chair)

Councillor Richard Leese, Andy Burnham, Nancy Rothwell, Lou Cordwell, Fiona Gibson, Richard Topliss, Juergen Maier, Lorna Fitzsimons and Mo Isap

**Strategic Chairs:**

Iwan Griffiths

**Advisors:**

Eamonn Boylan, Simon Nokes, John Holden, Allan Sparrow and Ninoshka Martins (GMCA); Mark Hughes (Manchester Growth Company); Simon Warburton (Transport for Greater Manchester); Sheona Southern, Simon Donohue and Louise Latham (Marketing Manchester)

**Apologies:**

Apologies were received from Councillor Andrew Western, Councillor Linda Thomas, David Birch, Monica Brij, Michael Oglesby, Vanda Murray, Jon Lamonte and Jim Taylor

**LEP/18/58 CHAIR'S ANNOUNCEMENTS**

The Chair informed the Board that this was to be the last Board meeting to be attended by Allan Sparrow as he had secured a new role with Manchester City Council. The Chair on behalf of the Board thanked Allan for his services and wished him every success for the future in his new role.

**LEP/18/59 DECLARATIONS OF INTERESTS**

Nancy Rothwell declared her interests in the work carried out by the Start-up/Scale-up Task & Finish Group (Minute LEP/18/63 refers) as the University of Manchester had been involved in this work.

Nancy Rothwell also declared an interest in the item regarding the GM Local Industrial Strategy Update (Minutes LEP/18/64 refers) as she was a member of the new national Industrial Strategy Council.

**LEP/18/60 MINUTES**

Consideration was given to the Minutes of the meeting held on 17 September 2018.

**AGREED:**

That the Minutes of the meeting held on 17 September 2018 be approved.

**LEP/18/61 MANCHESTER DESIGN MANIFESTO**

Members received an update on the progress made with the Manchester Design Manifesto. The Manifesto was launched at an design event in Manchester which was well attended which could be seen as a sign of the growing scale of the design community in Manchester. The event also received national attention, particularly from growing design communities, the public sector and industrial partners.

The intention was now to create a design manifesto, scope publicity and develop links to embrace the power of design in its broader sense. Over the next 6 to 8 months there would be a need to engage with academia and talented people to ensure that design was at the heart of Manchester's narrative.

In terms of media coverage the intention was not to produce a 'wordy' document but provide people with the tools, ambition and a clear understanding of the power of design. It was reported that to date 100 organisations had financially supported this work and wanted to be involved. Currently the Manifesto had caught people's attention and there was some momentum which was being seen as a mark of Manchester's ambition.

Members acknowledged that design, like technology was crucial to all sectors and services to ensure growth. Therefore, it was important to reach out to as many stakeholders as possible and urge them to come up with better solutions for the challenges and opportunities that lie ahead.

The Chair asked that the links for the Design Manifesto be circulated to the Board and the highlighted the importance of articulating what Manchester was trying to achieve with the Manifesto. The Board also recognised the need to weave identifiable markers into various GM Strategies to support the programme.

**AGREED:**

That the update on the Manchester Design Manifesto be noted.

**LEP/18/62 MANCHESTER CONTENT CURATION UPDATE**

Consideration was given to a report that provided an update on the success of the Content Curation in its first 12 months of operation, ongoing Content Curation plans

to March 2019, and a proposal for the continuation of Content Curation beyond March 2019 in support of Greater Manchester's priority themes.

The report also contained information on the return of investments secured via private and public sector contributions, or 'match', which would support the maximum return on the GM LEP investment.

Simon Donohue reported that there was now a need to mature some of the measures and recognised the need for the Content Curation to be self-financing in the future. The challenge now was to go out and secure that funding and it was recognised by the Board that this would require more than one content curator to achieve this. It was reported that GM had some good stories to promote and many partners would feel the benefit of doing this.

Members noted the importance for global outreach of the Content Curator as this would support GM's priority business themes and GM's arts, culture and sport offer. On the other hand it would also build international recognition for GM's key world-class areas of excellence.

In discussing the need for the Content Curator to generate funding to further expand its work the Board highlighted the successes it had achieved so far and should self-financing become an issue, further LEP funding could be considered.

The Board congratulated Simon Donohue on the work achieved so far which had seen impressive results.

**AGREED:**

1. That the contents of the report be noted.
2. That an investment of £95,000 to enable the Content Curation initiative to continue for another 12 months starting April 2019 to March 2020 be approved. Content Curation will support marketing and communications opportunities, while continuing to highlight the city-region's sector narrative through strategically targeted global PR and content activity. Building on the success of Content Curation activity to date, this continued investment would aim to deliver more than 100 pieces of coverage/content; more than 5m opportunities to see (directly and indirectly); and match of at least 10:1.

**LEP/18/63 TASK & FINISH: START UP/SCALE UP**

Consideration was given to a paper from the LEP's Start-up/Scale-up Task & Finish Group (TFG) established to identify ways that the city-region could most effectively support start-up/scale-up activity. The paper contained an analyses of business performance of the GM economy for both start-ups and scale-ups across each district. As a result of this analysis, the TFG had gained a more precise understanding about the perceived and actual barriers to start-ups/scale-ups and recommended a series of actions in response to accelerate the change.

The following comments were raised on the paper (Nancy Rothwell had declared an interest in this item):

- In discussing the issues faced by start-up/scale-up activity members agreed that the lack of entrepreneurial leadership and technology awareness were a significant barrier to business growth. Therefore, the Board acknowledged that it was crucial to have peer-led advice models where 'mentors' can act as a gateway and help to signpost start-ups/scale-ups towards wider support or tailored interventions
- Members noted the importance of linking with on-going programmes such as Made Smarter and the Local Industrial Strategy. As this would create an eco-system for the TFG to thrive and to reach out to as many businesses as possible
- The Board discussed how the city-region could get more start-ups to scale-up. There was also a need to understand what the profile of GM's start-ups – GM had a broad range of start-ups but not many were of significant economic value. This was where the Local Industrial Strategy and Graphene could help. GM needed to attract higher technological enterprises as these types of businesses would attract higher GVA
- Comments were made that the actions identified in the paper were helpful but needed to be blended into the GM LIS etc.
- Reference was made to the fact that often the start-ups that were able to scale-up were often in the right place at the right time. There was now a need to undertake a mapping exercise around scale-ups and made smarter could be a catalyst for this. It was currently understood Manchester, Stockport and Trafford were the highest performing districts for achieving scale-ups with the North, East and West of GM not performing as well. There was now a need for a more inclusive economy across GM
- The Board was informed of plans to set up a scale-up group consisting of 100 business representatives which would be convened under the LEP. The aim of the group would be to bring together all the work/information on scale-ups across the city-region as this would ensure a more co-ordinated effort and optimised impact.

**AGREED:**

That the contents of the report be noted.

**LEP/18/65 GM LOCAL INDUSTRIAL STRATEGY UPDATE**

Consideration was given to report that updated members on recent progress with the development of the GM Local industrial Strategy and the key next steps to ensure that a full strategy was produced by March 2019.

The Board was informed that Nancy Rothwell and Simon Nokes had recently been appointed to the National Industrial Strategy Council and Nancy Rothwell declared her interest in this item as a Board Member.

The consultation on the GM LIS was outlined and the approach was based around building on GM's globally competitive strengths and how this could add value to the local economy. Members were informed that the 6 week consultation phase was soon coming to a close; and were urged to share and respond to the survey before Sunday 25 November 2018.

Members were requested to share their views on questions raised in paragraph 4.8 electronically after the meeting.

**AGREED:**

1. That in noting that the online consultation has been launched on the GM local industrial strategy, which would run to 25 November 2018, members agreed to promote this through their networks.
2. That members respond separately to questions raised in paragraph 4.8 to shape the development of the full GM Local Industrial Strategy.
3. That the timeline for the completion of the GM Independent Prosperity Review be noted.
4. That it be noted that a progress statement had been released by the Government on the GM Local Industrial Strategy and that work was on-going with officials to update the policy positions with departments and ensure that the full strategy released in March fully aligned with the results of GM's evidence base work and consultation with stakeholders.

**LEP/18/66 LEP CORE FUNDING UPDATE**

Consideration was given to a report that provided an overview on the allocations of funds. The GM LEP was awarded a budget of £500K Core Funding for the 2018/19 financial year with an indicative allocation of a further £500k for 2019/20 – to be confirmed in late 2018/19.

In March 2018, the Board allocated 2018/19 funding to support delivery of key LEP priorities and agreed that consideration be given to proposals for 2019/20 funding at least six months in advance of the expected decision date in April 2019. This report summarises the 2018/19 funding allocation and sets out options for future funding in 2019/20.

**AGREED:**

That the GM LEP approve the proposed use of the LEP core funding in 2019/2020, subject to confirmation of the allocation from Government as follows:

GMCA: Research, Policy and Strategy Development	£250k
Marketing Manchester: Content Curation:	£95k
Marketing Manchester: Communications, PR & Digital	£50k
GMCA: LEP Membership Review	£20k
GMCA: Delivery of LEP Foresighting Group	£5k
Contribution to the LEP Network (TBA)	£6k
Contribution to the Atlantic Gateway Board	£5k
LEP contingency for ad hoc activity including expenses	£5k

## **LEP/18/67 GREATER MANCHESTER SPATIAL FRAMEWORK**

The Board received a verbal update on the GMSF. It was reported that the Office for National Statistics population forecasts published in July followed by the publication of lower than expected household projections figures had caused issues and delays in consulting on the GMSF. Members noted that GMSF was crucial to the successful delivery of essential infrastructure in GM.

It was reported that members would receive a further update on GMSF at its January 2019 meeting once the GM leader's had reached a decision on how and when to consult on the GMSF.

### **AGREED:**

1. That contents of the report be noted.
2. That a further update on the GMSF be reported back to the next LEP Board meeting in January 2019.

## **LEP/18/68 GM STRATEGY IMPLEMENTATION PLAN & PERFORMANCE DASHBOARD UPDATE**

Consideration was given to a report that updated Board members on the progress against the agreed delivery milestones under each GMS priority after the first six months delivery, and an assessment of GM's current likelihood to achieve the actions agreed to be delivered by 2020.

The performance report combined the delivery update information with the performance dashboard update, to produce a single document demonstrating current progress, highlighting any challenges, and capturing the actions to be delivered in the coming six months in support of achievement of GMS ambitions.

In considering the performance dashboard, members noted the progress made and considered areas of improvement. Members highlighted the importance of exploring opportunities for the use of apprenticeship levy and to work with employers to offer high quality apprenticeships. Members further discussed how other programmes could support the priorities outlined for young people and recommended linking with work

undertaken by the culture & heritage programme which could crossover with creativity & skills.

Concerns were raised around the negative effects the uncertain economy could have on the productivity gap. Members acknowledged that it was crucial to understand and constantly evaluate the economy; and have interim measures in place to deal with any uncertainty that may arise.

**AGREED:**

1. That the contents be noted.
2. That the final draft of the Implementation Plan be presented to the GMCA at their next meeting in November.

**LEP/18/69 LOCAL GROWTH DEAL (1, 2 AND 3) SIX MONTHLY TRANSPORT UPDATE**

Consideration was given to report that updated members on the current position of the Growth Deal and recent progress in relation to the various elements of the programme.

It was reported that as of August 2018, seven schemes had progressed through full approval and were now in implementation; with five schemes having secured conditional approval and now working towards the achievement of full approval.

The Board welcomed the report and noted the progress made on each of the 12 schemes, Growth Deal Minor Works and Additional Priorities Programmes. Members were assured that proactive engagement with stakeholders was underway to develop and advance the Local Growth Deal.

**AGREED:**

That the progress on the Local Growth Deal be noted.

**LEP/18/70 BUSINESS ENGAGEMENT & THE GM CONGESTION DEAL**

Consideration was given to report that updated members on the progress of the GM Congestion Deal. It was reported that the Mayor had announced a further five measures as part of the Congestion Deal in late October, including an 'early bird' tram ticket and additional Metrolink and bus network services.

It was announced that a new Sustainable Journeys Team has been formed at TfGM. The team will promote and work with businesses and individuals to develop a joint campaign to launch early in the New Year to encourage those who can work flexibly to do so.

Members welcomed the recommendations and shared their experience on how they have supported the Mayor's initiatives to reduce congestion. A discussion then took place on how data and technology could be used to GM's advantage. It was recommended that TfGM could look to develop a car sharing app and link it with existing models such as green routes etc.

Members highlighted the need to educate the public on what the congestion deal was trying to achieve, this was crucial in order for the campaign to succeed. Therefore, it was suggested that imagery be used to help communities understand the implications of their dependency on cars, the environmental impact of car usage along with positive messages about alternative modes of travel.

The Mayor acknowledged that it was crucial to GM's objectives. He added that in order to convince people to choose alternative forms of transport to the car the current public transport network needed to be improved. Calls were now being made on the rail industry to begin the process for winning back the lost trust of commuters in the local rail network by promoting positive messages about new rolling stock coming on line and the completion of major infrastructure work by Network Rail. He further commented that a joint effort across the industry was required to see the success of the scheme.

In discussing methods on how congestion could be reduced in the city centre, it was suggested that TfGM could work with Highways England to develop Park & Ride incentives and expanding parking capacity at railway and Metrolink stations.

The Good Employment Charter was identified as an excellent tool to drive behavioural change in new and existing business in the city centre area. Members acknowledged the need to follow-up any good practice identified.

It was also recommended that a cohort of LEP members work with TfGM as critical friends. Members were advised that further information would be circulated electronically following the meeting.

The Mayor thanked the Board for their feedback and support to make the Congestion Deal a success. He further urged member's to implement and promote changes in their respective business sectors.

**AGREED:**

1. That the contents of the report be noted.
2. That the LEP in supporting the Congestion Deal agreed that a cohort of members should act as critical friends on any proposals developed by TfGM.

**LEP/18/71 FUTURE MEETING DATES**

Monday 14 January 2019  
Monday 18 March 2019  
Monday 13 May 2019

Monday 15 July 2019  
Monday 16 September 2019  
Monday 11 November 2019

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