GMCA AND AGMA SCRUTINY POOL

MINUTES OF THE MEETING HELD ON FRIDAY 16 JANUARY 2015
AT MANCHESTER CENTRAL LIBRARY

PRESENT

Bolton Council        Cllr Carol Burrows
                      Cllr Hilary Fairclough

Bury Council          Cllr Iain Gartside
                      Cllr David Jones
                      Cllr Susan Southworth

Manchester CC          Cllr Angeliki Stogia
                      Cllr Ahmed Ali
                      Cllr Matt Strong

Oldham MBC            Cllr Colin McLaren
                      Cllr Cath Ball
                      Cllr John Dillon

Rochdale MBC          Cllr Terry Linden
                      Cllr Alan Godson

Salford CC            Cllr John Ferguson
                      Cllr John Walsh

Stockport MBC         Cllr Syd Lloyd
                      Cllr Ben Alexander

Tameside MBC          Cllr John Bell

Trafford Council      Cllr Barry Brotherton

Wigan MBC             Cllr John O’Brien (Chair)

IN ATTENDANCE

Item

5 Internationalisation – Inward Investment & Marketing  Tim Newns, MIDAS
                      Sara Tomkins, Manchester CC

6 Planning & Housing update - Residential Growth
                      Eamonn Boylan, lead Chief Executive for Investment,
                      Planning, Housing and Environment
                      Cllr S Derbyshire, Portfolio lead for Planning, Housing
                      and Environment
                      Paul Beardmore, GM Director of Housing
14/73 APOLOGIES

Apologies were received from Cllrs Bury, Holly, Brett, Peet, Dixon, Mitchell, Stewart and Wilkes.

14/74 DECLARATIONS OF INTEREST

Councillor Angeliki Stogia, Manchester CC declared an interest in Item 5 as a seconded officer to the New Economy.

14/75 MINUTES OF THE MEETING HELD ON 12 DECEMBER 2014

RESOLVED/-

To approve the minutes of the Scrutiny Pool meeting, held on 12 December 2014.

14/76 INTERNATIONALISATION – INWARD INVESTMENT AND MARKETING

Tim Newns, Chief Executive, MIDAS and Sara Tomkins, Assistance Chief Executive, Manchester CC talked to a presentation on internationalisation, inward investment and marketing within Greater Manchester.

The update highlighted-
- The current position and next steps for GM internationalisation
- Destination Marketing – the promotion and marketing of GM to visitors, businesses and investors
- The role of and the future direction of Inward Investment

Questions and comments from the Scrutiny Pool included-

- How do you choose which companies to approach to discuss, for example, relocating to GM?
  - MIDAS develops profiles and identifies companies which fit the profiles, following which we prepare an overall review of the business, its undertakings including finances, key strengths and opportunities before approaching the company.

- Of the jobs in the pipeline, what sectors/jobs are represented?
  - There are 25,000 jobs in the pipeline within 350 projects, the majority of which are within the finance and business sectors.
  A breakdown will be circulated to members.
• Other authorities have tried unsuccessfully to bring in business from China, is there any investment in the region?
  - There is investment in the region, but not all local authorities produce significant commercial benefits for re-location with their district.

• Why is there such slow decision making within the industry?
  - This is due to confidence as we emerge from the recession, decisions are still being made even though they are taking longer.

• It seems that work is focussed on Manchester rather than GM, is there any indication of benefits for the other GM local authorities?
  - Manchester is used as a byword for Greater Manchester as it is more well known than the other authorities.
  - A high proportion of the inward investment comes into the central core (Manchester), but some projects move around other areas, where business are located isn’t necessarily for residents of that authority.
  - Performance trackers measure performance for GM and Manchester, this is reflected in the funding model, the majority of funding is made by Manchester with the rest funded by districts on a population basis.
  - Export and international trade is proportionally throughout Greater Manchester.

• Is there any research on how domestic visitors are arriving into the region?
  - Data from the Christmas campaign is currently being finalised, this includes statistics from TfGM, Virgin and Northern Rail.
  - Do coach companies contribute to the data?
    - They don’t contribute to the campaign but we ensure that Manchester are included in their promotional literature.
    - Will liaise with TfGM to obtain information from coach companies going forward.

• In terms of marketing, is there any information on emerging countries eg MINT (Mexico, Indonesia, Nigeria, Turkey)?
  - None of those countries made the final cut at focus markets, there will be a refresh this year, this may open up opportunities do more with those countries.

• How do you monitor the surplus land available to developers?
  - The GM Spatial Framework identifies long term availability, there is still some work to do, to evaluate short term land availability.

• Has there been any research with the Bollywood market?
  - MIDAS is aware of the opportunity longer term however the current focus is on achievable opportunities for the next 3-5 years.

• There are more than 12,000 international students at Manchester Universities, what is the potential impact of government proposals to tighten up on visas?
  - This has impacted on the number of students enrolling at the Universities, for example, Manchester has lost 500 Indian students per annum as a consequence, the universities are currently liaising with government on this subject.
RESOLVED/-

1. To note the presentation and the work supported.
2. A breakdown of the pipeline of jobs and projects will be circulated to members.

14/77 PLANNING AND HOUSING UPDATE – RESIDENTIAL GROWTH

Eamonn Boylan, lead Chief Executive for Planning and Housing, Paul Beardmore, GM Housing Lead and Cllr Sue Derbyshire, Portfolio Lead for Planning and Housing provided a presentation which gave an update on the delivery of residential growth within Greater Manchester.

The update highlighted-
- The scale of the challenge
- The market context
- Potential sites across GM
- Current interventions
- Elements of the GM approach including GM Housing Investment Fund
- Next steps
- Resourcing

Questions and comments from the Scrutiny Pool included-

- How will the additional resource from districts be used?
  - Additional capacity is required within the GM planning and housing team to work on the GMSF to implement the agreement, this should be seen as an investment as it will enable GM to operate more effectively and efficiently to achieve better outcomes for residents.

- Do we have detail of off site manufacturing which use responsible social landlords (RSL’s)?
  - Yes, detail will be circulated to members.

- Are private developers interested in responsible social landlords?
  - Most developers aren’t at ease with responsible social landlords due to low sales, we hope to combine both elements to enable capacity to be absorbed.
  - Greater Manchester need to capitalise on existing infrastructure using a sustainable approach e.g. to include schools in planning policies and affordable housing.

- There is already a deficit in the delivery of housing requirements, will devolution be catalytic to meet the deficit?
  - Yes, the flexibility of the GM Housing Investment Fund should enable the deficit to be met.
  - There is a shortage of building skills, work to upscale the delivery of skills for the sustainable economic growth strategy does need to be progressed, this
can be done through the devolution agreement as this also gives GM greater control over growth/skills.

• It was suggested that part built / off site assembled housing to utilise the Chinese markets to manufacture in the UK could be investigated.

• Does the scheme conflict with the LA Planning Authority?
  - No, and it is not intended to replace the LA Planning Authority.

• Does the Greater Manchester Strategic Framework replace district development plans?
  - No, it is not intended to replace them, but to augment them.

• With the lack of affordable housing it is getting harder for people to get on the housing ladder, is there anything that can be done, e.g mixed tenure?
  - Greater Manchester is reviewing mixed tenure and private rented stock, with a view to identifying the differing types of housing required to meet requirements.
  - The help to buy model offers a range of other products – equity share, owner share.

RESOLVED/-

1. To note the presentation and the work supported.
2. That a Greater Manchester Spatial Framework report be brought to the meeting scheduled for 13th February.

14/78 LOW CARBON HUB WORK PROGRAMME

Mark Atherton, GM Director of Environment and Cllr Sue Derbyshire, Portfolio Lead for Low Carbon and Eamonn Boylan, lead Chief Executive for Low Carbon, talked to a report and presentation detailing-

• the progress of the Low Carbon Hub towards its themed priorities for 2014/15
• the performance against the current Climate Change Strategy Implementation Plan, in advance of work to begin development of a new plan.

Questions and comments from the Scrutiny Pool included-

• What is the Carbon Literacy Programme?
  - This programme is a peer led training programme ran by the MMU.

• Why was the joint venture with the Green Investment Bank not established? Detailed in Annex 3, number 4.
  - The bank wanted Greater Manchester to loan money at a higher rate than available in the market.

• GM electric vehicles charging network – is there any evidence to say this is worthwhile?
- This is a national programme, more vehicles are needed on the road to make any input into the carbon footprint, however there is a shortage of adequate charging stations. Further funding is being applied for from DfT.

- It could be suggested that when dealing with builders, a condition of their contract could be that they use energy efficient materials.

**RESOLVED/-**

1. To note the performance highlights included at Annex 1 of the report;
2. To note each of the themes against their 2014/15 priorities detailed in Annex 2 of the report.
3. To note the progress towards the Implementation Plan 2012-15 commitments, included at Annex 3 of the report.

**14/79 SCRUTINY POOL WORK PROGRAMME**

**RESOLVED/-**

To note the Work Programme.

**14/80 FUTURE SCHEDULED MEETING DATES**

**2015**
13 February
13 March
17 April

All meetings will be held 1:00pm - 3:00pm at Manchester Town Hall