Date: 24 February 2017
Subject: Greater Manchester Strategy – consultation draft

PURPOSE OF REPORT

Attached as an annex to this report is a first draft of the refreshed Greater Manchester Strategy. The strategy, originally produced in 2009 and revised in 2013, has been redeveloped to ensure that it reflects the things that our residents, businesses and partners have told us are important to them through the public conversation conducted throughout December 2016 and early January 2017. It also repositions Greater Manchester’s strategic approach in the light of changes at a global, national and local level.

The report seeks GMCA endorsement of the draft strategy as a basis for beginning Phase 2 of the GM Strategy public conversation. Proposed arrangements for the next phase of consultation are detailed in the report.

RECOMMENDATIONS

The GMCA is recommended to:
- Comment on and endorse the draft Greater Manchester Strategy attached at Annex A; and
- give approval to begin Phase 2 of the public conversation regarding the strategy.

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BACKGROUND PAPERS:

GM Strategy: revised draft and plain English summary (27 September 2013)
Refreshing the GM Strategic Approach (30 June 2016) Greater Manchester Strategy
Refreshing the Greater Manchester Strategy (30 September 2016)
BACKGROUND AND INTRODUCTION

The first Greater Manchester Strategy (GMS) was produced in 2009, in response to the Manchester Independent Economic Review, and subsequently refreshed and repositioned in 2013 to better reflect more challenging global economic conditions and the importance of the public service reform agenda to the achievement Greater Manchester’s strategic ambitions.

The GMS, built on the twin pillars of Growth and Reform, has set the strategic framework for policy development across Greater Manchester and has helped to place Greater Manchester at the forefront of the national debate on devolution. However, the context in which Greater Manchester operates has changed significantly since the GMS was last refreshed in 2013, and the Greater Manchester agenda has moved on considerably. On that basis, the GMCA agreed at its meeting in June 2016 to revisit and once again refresh Greater Manchester’s strategic approach, reassessing the issues and opportunities that our strategy needs to address, and re-examining the interventions required to drive growth and reform across the conurbation.

A PUBLIC CONVERSATION

In refreshing the strategy this time it was agreed that a radically different approach to engagement would be employed. A ‘big conversation’ was launched, running throughout December and early January, encouraging all stakeholders to play a part in the development of the refreshed strategy.

Stakeholders were engaged in the conversation in a variety of different ways - digital, offline and face to face - learning from successful consultations that have taken place across Greater Manchester. The conversation aimed to firstly to understand people’s ambition for Greater Manchester – what they want the city region to be like by 2040, what are the challenges we face - and then how we could collectively and individually overcome them.

The draft strategy set out at Annex A builds on Greater Manchester’s priorities around ‘Growth and Reform’ and ‘People and Place’ to reflect the things that, through the public conversation, our residents, businesses and partners have told us are important to them.

A PUBLIC CONVERSATION: PHASE 2

Subject to GMCA endorsement of the strategy, Phase 2 of the public consultation is due to be launched on 27th February and will run until 20th March.

The objective for the second phase is to ensure that the draft strategy reflects the comments received in the first phase and to offer a final opportunity for people to share their views. The approach for phase 2 builds on lessons learned from the first phase of consultation, making it easier for people to engage in the conversation and respond, including reducing the text on the web pages to make the site more mobile friendly.

Phase two will ask if the strategy and vision is the right one as well as providing the opportunity to give further comment in an open text field if they wish to do so. The proposed consultation questions are:

We’ve listened to people across Greater Manchester to shape the new strategy into YOUR vision for our region. Are we on the right course?
• Does the new vision inspire YOU to get behind our region’s future? Y/N

• Do you want to add comments or views about YOUR vision for Greater Manchester? (free text field)

Phase 2 of the consultation will continue to engage people in conversation via social media. Comments made in response to the strategy via social media will be coded and included in the final findings analysis and demographic profiles will be monitored to ensure that the consultation reaches as representative a spread as possible. Once again, the consultation will be driven at a local level to ensure effective engagement.

There will, however, be a greater focus on the harder to reach groups that may have not engaged in phase one and so working with GMCVO, specific engagement sessions and events will be held across Greater Manchester.

The proposed channels that will be used to deliver this approach are:
• social media activity (districts, partners and the GMCA accounts);
• digital channels – summary content on line, with the draft strategy, as well as engaging snippets to be shared across platforms;
• screens in health and social care partner buildings;
• VCS workshops and events with hard to reach groups via GMCVO;
• proactive and targeted media activity;
• postcards distributed in libraries and GP surgeries.

It should be noted that the consultation will be running at the same time as the Mayoral Election ‘Register to Vote’ campaign. All efforts will be made to ensure that the campaigns complement, rather than compete with each other.

RECOMMENDATIONS

Recommendations are set out at the front of this report.