



Welcome to Greater Manchester

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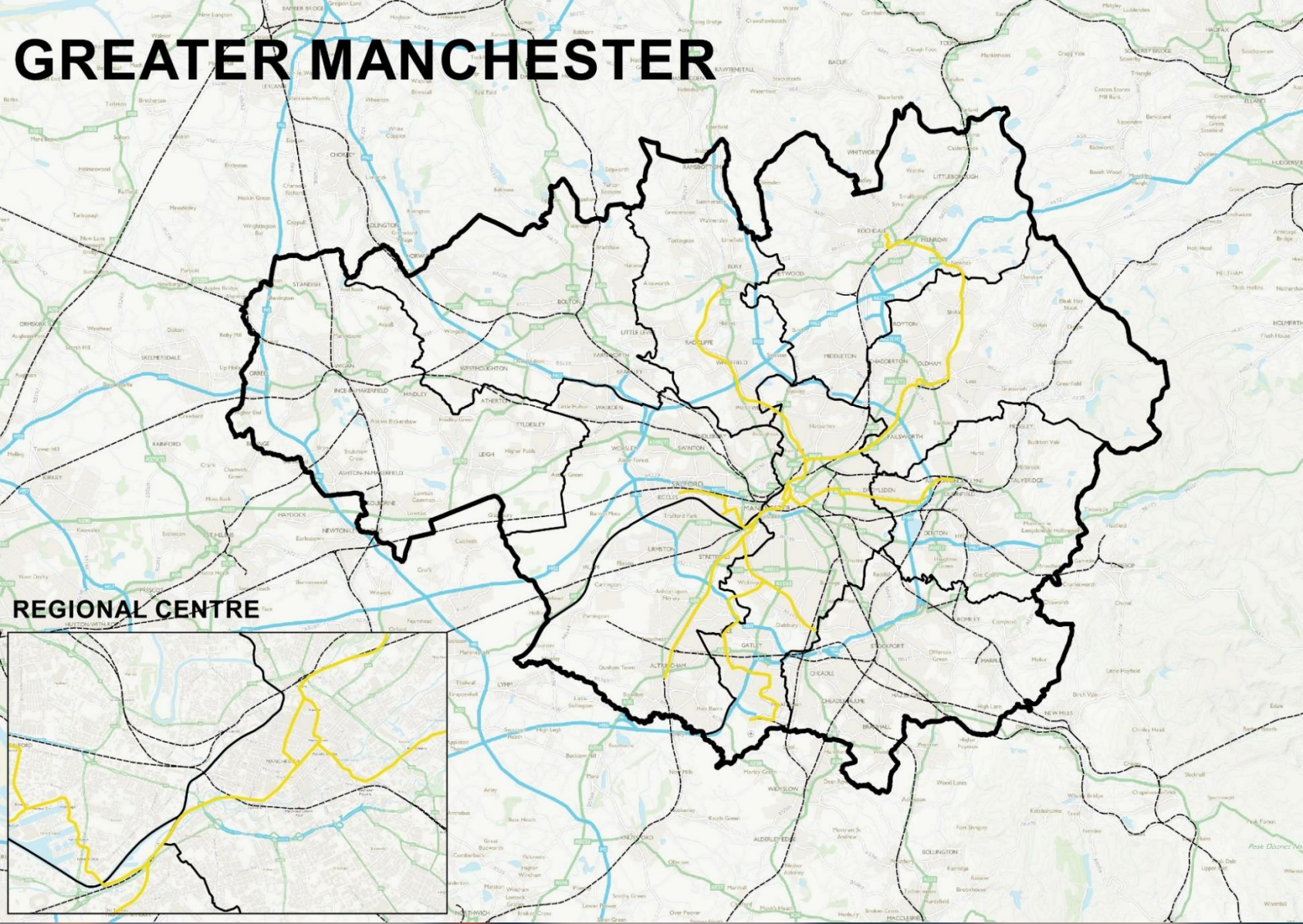
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GMCA

Greater Manchester Combined Authority

GREATER MANCHESTER

REGIONAL CENTRE



THE GREATER MANCHESTER ECONOMY



2.8m people
+240,000 since 2000



1.3m working in GM
+100,000 over next 10 years



123,700 businesses



Over 100,000 Higher
Education Students
at 4 HE Institutions

Gross Value Added

GREATER MANCHESTER
ECONOMY

£66bn

BIGGER THAN

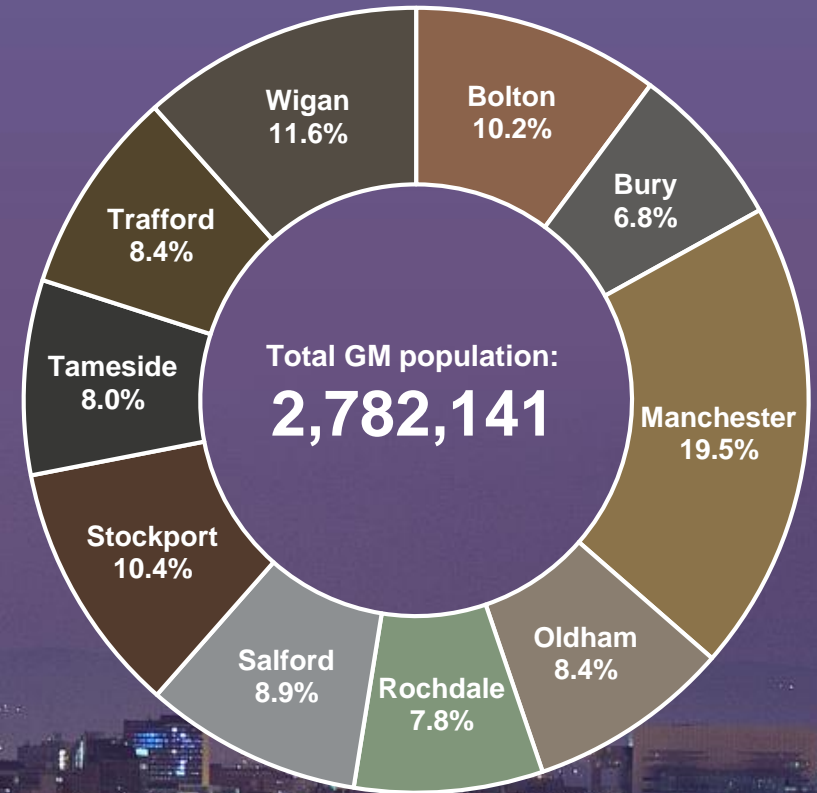
WALES
ECONOMY

£62bn

NORTHERN
IRELAND ECONOMY

£40bn

MUNICIPALITIES



Delivery Agencies working across GM
TfGM, MIDAS, Marketing Manchester, MGC, H&SC Partnership

ORIGINS OF DEVOLUTION

UK is the most centralised country in Western Europe.

MIER (Manchester Independent Economic Review) confirms the economic case for devolution in 2009.

The Localism Act allows for the creation of combined authorities (CA), pooling resources and working across a region.

In 2011, the GMCA is created – the first Combined Authority.

GREATER MANCHESTER INTERNATIONAL METROPOLITAN CITY

Our long-term
vision is to become
a top 20 global city
by 2035



GREATER MANCHESTER STRATEGY

**our
people
our
place**

The Greater Manchester Strategy
Executive Summary

Let's make



1

Children starting school ready to learn



2

Young people equipped for life



3

Good jobs for people to progress and develop



4

A thriving economy in Greater Manchester



5

World-class connectivity

Greater Manchester

one of the best



6

Safe, decent and affordable housing



7

A green city for all



8

Safe and strong communities



9

Healthy lives and quality care



10

An age-friendly Greater Manchester

places in the world

THE FUTURE OF GREATER MANCHESTER



HM Government

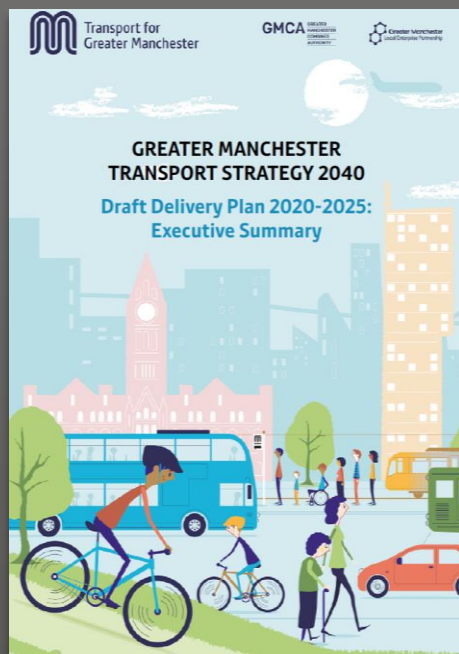
INDUSTRIAL STRATEGY

Greater Manchester Local Industrial Strategy

June 2019

GREATER MANCHESTER
DOING THINGS DIFFERENTLY

NORTHERN POWERHOUSE



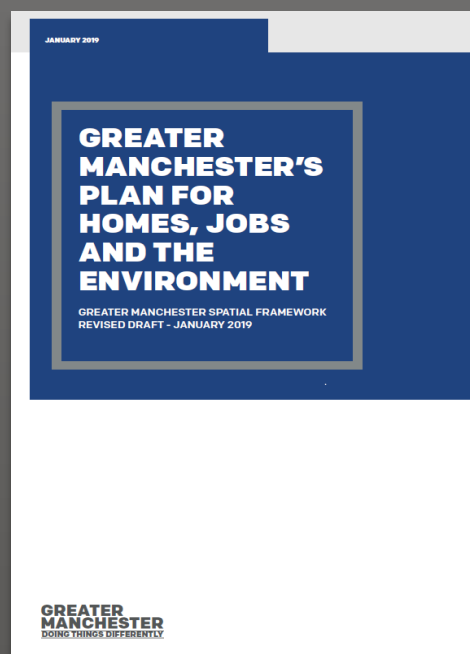
Transport for Greater Manchester

GMCA

GREATER MANCHESTER TRANSPORT STRATEGY 2040

Draft Delivery Plan 2020-2025: Executive Summary

GREATER MANCHESTER
DOING THINGS DIFFERENTLY



JANUARY 2019

GREATER MANCHESTER'S PLAN FOR HOMES, JOBS AND THE ENVIRONMENT

GREATER MANCHESTER SPATIAL FRAMEWORK
REVISED DRAFT - JANUARY 2019

GREATER MANCHESTER
DOING THINGS DIFFERENTLY



TO BE RELAUNCHED IN 2020

The Greater Manchester Internationalisation Strategy

2017 — 2020

GMCA

the Manchester Growth Company

Greater Manchester Local Enterprise Partnership



GREATER MANCHESTER
DOING THINGS DIFFERENTLY

5-YEAR ENVIRONMENT PLAN FOR GREATER MANCHESTER

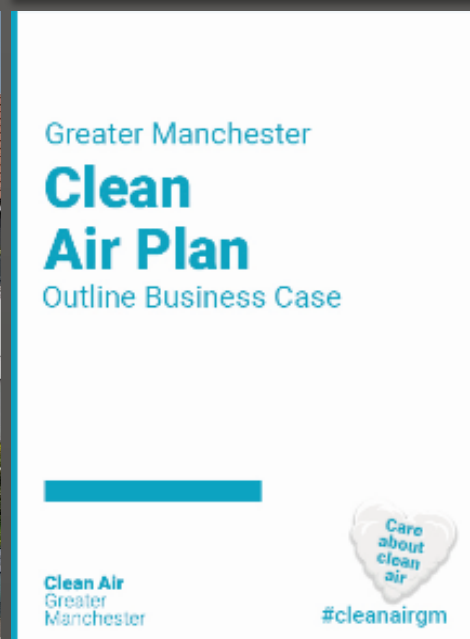
2019-2024



GREATER MANCHESTER
DOING HOUSING DIFFERENTLY

GREATER MANCHESTER HOUSING STRATEGY

2019 - 2024



Greater Manchester Clean Air Plan

Outline Business Case

Care about clean air

#cleanairgm

Clean Air Greater Manchester



Greater Manchester Infrastructure Framework 2040

Energy, Transport, Water, Floods, Green+Blue, Digital

GMCA



The Greater Manchester Internationalisation Strategy 2017 — 2020

1

A Global gateway
for the UK and
the North

2

A World Centre
for trade across our
prime and enabling sectors

3

UK magnet for foreign direct
investment in our key
growth sectors
and specialisms

4

A strong portfolio
of prime foreign capital
investment opportunities
promoted globally

5

Strengthened world leading
international research
capabilities and
entrepreneurial
talent

6

The best
UK destination for
International students

7

The world class
visitor hub

8

Building the
Manchester brand and
reputation by telling our story
brilliantly to the global audience

CONTEXT: PERFORMANCE (2017 TO 2020)

Priorities	Target	Progress
Global Gateway for UK and the North	Increase the number of inbound international businesses from 1.02m to 1.31m by 2020. Increase the number of inbound international tourists from 2.91m to 3.43m by 2020.	Inbound international business visitor number increased to 1.491m in 2017 (+46%). Inbound international leisure visitors increased to 3.822m in 2017 (+31%)
World centre for trade	Improve our export performance by £900m by 2020 (from £5.35bn(2015) to £6.25bn)	Total GM exports rose by 5% in 2017 to £6.7bn and up another 1% in 2018 to £6.8bn
UK magnet for foreign direct investment	Increase our proportion of UK FDI from 3.5% to 5%. This would be worth up to an additional £300m investment over the strategy period.	In 2018 the UK FDI consisted of 1,035 projects of which 83 were GM – a 8% share (DIT)
A portfolio of prime foreign capital investment opportunities.	Secure a minimum additional £1bn FCI during the Strategy period.	The level of FCI investment projects in GM has increased significantly. With FCI investment from China and Hong alone exceeding £6bn
Strengthened world leading international research capabilities.	Grow the international research reputations of GM universities measured through improvements in university league table rankings	UoM was ranked 27 th in the 2020 QS Rankings, up from 29 th in 2019 UoS was ranked in the top 1,000 universities worldwide MMU was ranked in the top 800 universities worldwide
The best UK destination for international students.	20% of students studying in Greater Manchester to be from overseas by 2020 from 15%.	HESA figures for 2018/19 show GM universities with 100,940 students of which 19,695 are international or 19%
A world class visitors hub	Match UK average growth (12%) by the end of the Strategy period	The GM visitor number uplift from 2013 to 2018 was 38% which is ahead of the UK increase of 16% for the same period
Building the Manchester brand and reputation.	Monitoring of recognised global city indexes	Our position in the Anholt index rose from 27 th in 2016 to 24 th in 2019

**In many cases 2019 or 2020 data is not yet available due to delay in reporting*



STAKEHOLDER ENGAGEMENT

Partly funded/owed by the public sector



The Growth Company

Marketing Manchester®

® Proud to be part of The Growth Company



Local Authorities



MIDAS
investinmanchester.com

Private Sector



Greater Manchester Local Enterprise Partnership



Greater Manchester Chamber of Commerce

OTHER GM GROUPS REPRESENTING THE VOICE OF THE PRIVATE SECTOR

International

Embassies and Consulates
Global Networks
Global Cities and Regions

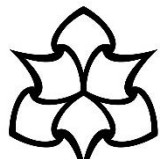
Universities

MANCHESTER 1824

The University of Manchester



University of Salford
MANCHESTER



Manchester Metropolitan University

National Government



Department for Business, Energy & Industrial Strategy



Department for International Trade



Foreign & Commonwealth Office

Local

Local Communities

Policy Leads

INTERNATIONAL RELATIONS AS PUBLIC POLICY

- **2017-2020 Greater Manchester International Strategy.**
- **Dec-March 2020 – Evaluation of the International Strategy. Work commences on the refresh of the 2017-2020 Strategy.**
- **March 2020 – COVID-19**
- **April-May 2020 – COVID-19 Impact Assessment on GM International Activity**
- **May 2020 – International Strategy Refresh is resumed**

INTERNATIONAL RELATIONS AS PUBLIC POLICY

The Challenge

- COVID-19 is the largest health and economic crisis in over 100 years
- Economic uncertainty and travel restrictions have had a severe adverse impact on GM's international ambitions including trade, investment, tourism, student numbers and the Airport

The Opportunity



GM
Economic
Recovery
Plan



- Review progress to date
- Highlight impact of COVID-19 on GM's international ambitions
- Re-define GM's international ambitions and priorities for the new global landscape (short and long)

National and International Developments

2017 to 2020 priorities continue to be important and must be changed to reflect lessons learned and broader socio and economic political changes – Brexit, EU-UK negotiations, 2 general elections and broader geopolitical challenges

MAKING INTERNATIONALISATION DIFFERENT

“Where the world can watch and learn from us about how a growing and productive economy can provide a positive outcome for investors as well as for the planet.” - **GM Build Back Better Campaign**

A new refresh in the context of:

- The Local Industrial Strategy themes – clean growth, digital, health innovation and advanced materials & manufacturing
- The GM Strategy - Bringing opportunities for all: young and old

Better aligned with recovery programme – skills, employment, business, environment, etc

GM Vibrant and Diverse Communities

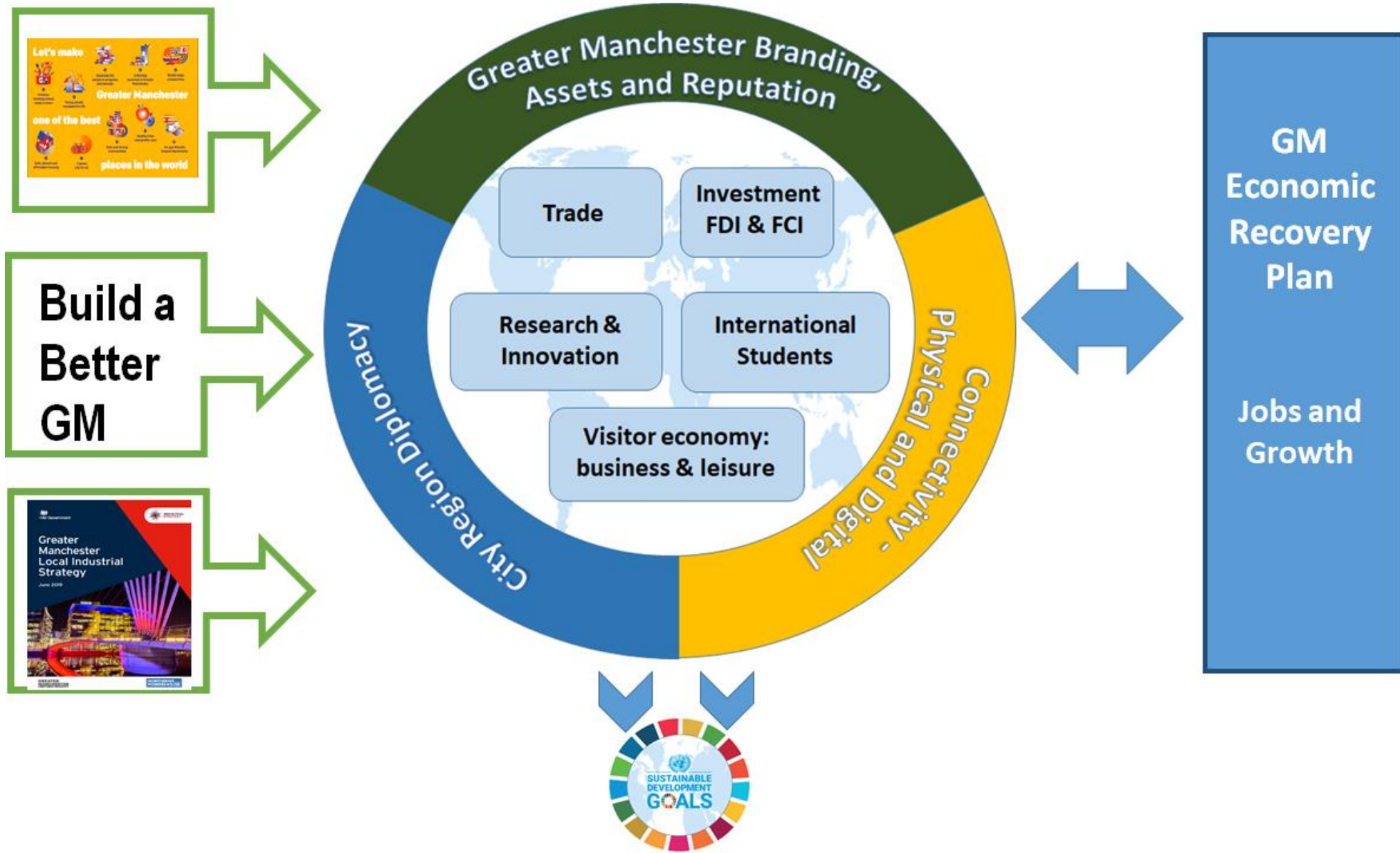
The spirit of GM – A global responsible city-region

UN Sustainable Development Goals

An opportunity to link up with the Mancunian diaspora overseas



GREATER MANCHESTER 2020 INTERNATIONAL STRATEGY STRATEGIC NEW FRAMEWORK



City Region Diplomacy

- **Increased Global Profile for Greater Manchester** – Significant increase in meeting requests since 2017
- **Changing Landscape and uncertainty** – Driving our own international collaboration to support economic and civic needs



SUMMARY: STRATEGY PRINCIPLES

Vision: In light of better global benchmarking intelligence, marketing intelligence, COVID and a fast changing international landscape a new international vision will be defined

Timeframes: Recognising the uncertainty we face as a result of COVID and EU Exit a **high level refresh for Sept 2020 will be published inline with the GMS and Economic recovery followed by a full international refresh in 2021**

Shared Ambitions: Refresh will support joint ambition and improved coordination of existing GM activity to provide a framework for future international delivery

Strategic Alignment: Strategy will consider how it supports the delivery of the LIS, GMS, Economic Recovery plan and provide GM with a framework for international engagement and activity

Priorities: 8 existing priorities will remain the same but will be reframed to reflect the updated context. 2 additional priorities - global policy leadership and music/culture/sport/influences will be considered as additional priorities

Global target markets: Short and long term priority markets will be considered against new metrics including COVID impact comparison, future trade agreements, alignment to LIS sectors etc

Implementation and Delivery: A series of thematic shorter term implementation plans will be developed and embedded within GMCA/partner delivery plans to ensure all stakeholders are actively delivering on their elements of the strategy

Flexibility: In light of COVID and EU Transition newly defined ambitions and plans must be flexible to respond to future impacts

Engagement with Government: Strategy should be a platform for engaging with Government (BIS, DIT and FCO) to ensure alignment of national and priorities and highlight areas of potential joint activity and development of future policies for the benefit of Greater Manchester

FIND OUT MORE



<http://www.greatermanchester-ca.gov.uk>



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