

AGMA Scrutiny PoolFriday 14th October 2011

1pm

Committee Room 11, Manchester Town Hall, Albert Square, M60 2LA

Present

Local Authority	Representative
Bolton MBC	Cllr Hilary Fairclough Cllr Guy Harkin
Bury MBC	Cllr Tim Pickstone
Manchester CC	Cllr Marc Ramsbottom Cllr Joanne Green
Oldham MBC	Cllr Lynne Thompson Cllr Kaiser Rehman Cllr Colin McLaren
Rochdale MBC	Cllr Martin Rodgers Cllr Michael Holly
Salford City Council	Cllr Ann-Marie Humphreys Cllr Stephen Coen
Stockport MBC	Cllr Shan Alexander Cllr Syd Lloyd Cllr Walter Brett
Tameside Council	Cllr Brenda Warrington
Trafford Council	Cllr Pam Dixon
Wigan MBC	Cllr John O'Brien Cllr Pam Stewart
GM Integrated Support Team	Nicola Ward, AGMA Scrutiny Officer John Hawkins, GMIST Karen Tierney, Greater Manchester Strategy Coordinator
Manchester City Council	Sir Howard Bernstein, Chief Executive
Transport for Greater Manchester Committee	Cllr Andrew Fender, Chair
Transport for Greater Manchester	David Leather, Chief Executive Phil Purdy, Metrolink Director
Marketing Manchester	Paul Simpson, Director of Visit Manchester Victoria Braddock, Marketing Manchester
Environment Commission	Sarah Davies, Head of Strategy and Programmes

1. Apologies

Apologies were received from Cllrs Audin, Brotherton, Connell, Ellis, Shaw and West.

2. Minutes of the meeting held on 9th September 2011

The minutes were approved as a true record of the meeting.

3. Matters arising

None.

4. Declarations of interest

None.

4a.Exclusion of the Public

It was agreed that the public be excluded from the meeting during item E1.

E1 Metrolink Fleet Renewal Strategy

At its meeting on the 30th September, the GMCA considered a report from TfGMC in relation to the Metrolink Fleet Renewal Strategy, and agreed to endorse the recommendations contained within the report. These decisions were subject to a call-in by the AGMA Scrutiny Pool, and a revised agenda featuring this item was circulated on Tuesday 11th October.

It was agreed:

- a) To accept the report;
- b) To not refer the decision back to the GMCA, therefore in line with the constitution, the decisions come into force from the date of the Scrutiny Pool meeting.

5. Scrutiny pool agenda items

5.1 Support for businesses following the Manchester/Salford riots

Paul Simpson, Managing Director of Visit Manchester gave a short presentation to the Pool detailing the work of the Manchester Family to support and increase footfall to businesses following the riot attacks on the 9th August. Manchester has been praised for its quick response, and multi-agency response in ensuring the town centre was open for business as much as possible during the days following the riots. City Co (city centre Management Company) met with retailers who had been affected within 24 hours, where Marketing Manchester introduced the 'I love Manchester' campaign.

The campaign lasted three weeks, each week with a different emphasis, where all money raised was donated to two local organisations Reclaim and Forever Manchester.

- Week 1 featured the launch of a Facebook campaign which received over 21,000 likes, partner agencies support (like free transport from Metrolink) and a large scale outdoor profile campaign.
- Week 2 featured a 'We love Manchester' day on Friday 26th August and high profile branded campaign at other local events.
- Week 3 changed the campaign's emphasis to 'Manchester loves you' offering deals and discounts over 250 businesses back to the people, this week saw an increase in footfall in the Arndale and further high profile campaign support through the press and local corporate bodies.

The overall media value of the campaign exceeded £1,000,000, which was met by some funding but predominantly donations and business support.

The organisations involved in the campaign had envisaged it to be a positive step to rebuilding the perceptions of Manchester following the disturbances, but what it actually became was a symbol of civic pride as many residents actively supported the clean-up days and media campaigns, therefore the hope is now to build on its legacy to increase civic pride across Greater Manchester.

Questions and comments from the Pool included –

- Members were amazed by the value and impact of the social networking campaigns, and welcomed the response from young people as a result. The Pool were keen to that the Manchester Family organisations continue to promote public spiritedness through the events and campaigns they organise.
- Recent press reports had estimated the cost of the riots in Manchester to be £9million, Paul reported that this was in fact closer to £2million, and there were some negative outcomes as a result to lowered public perceptions of Manchester during the following days, however these has been turned around quickly thanks to a prompt response from Manchester Family organisations, and the effect was minimised.
- Members asked what on-going support was offered to small businesses that were affected by the riots? Businesses were invited to apply to the 'High Street Recovery Fund' for help in ensuring their businesses were open as soon as possible, claims have been made to this fund continually through August and September.
- Praise was given to the organisations involved in the campaign and business support, members felt that Manchester had done exceptionally well in coming back from such a negative series of events.

It was agreed:

- a) That thanks to the Manchester Family organisations be noted.**

5.2 AGMA mechanisms for engaging with the private sector

Sir Howard Bernstein, Chair of AGMA's Wider Leadership Group presented a report to members detailing the mechanisms by which AGMA liaise with the private sector. He reminded the Pool that these were difficult times for businesses, but that Greater Manchester were working hard to ensure there was practical assistance to businesses i.e. opportunities for funding and business advice and support. He referred members to the launch of the GM Business Growth Hub which is a collaborative project between agencies including Midas and Manchester Solutions which plan to offer a '1 stop shop' referral service for GM businesses. In addition to this, officers across GM are working with central government in preparation for potential funding and power devolution following the 'Role of Cities' paper due to be published at the end of November, which specifically focuses on the economic growth potential of cities outside of the capital.

Comments and questions from the Pool included –

- Members asked whether there could be more incentives for business growth in Greater Manchester through a coordinated approach to planning regulations. The LEP are debating and formulating a Greater Manchester response to national planning proposals currently, in addition to this the GM Spatial Framework is currently under development which will further support the growth to be driven from the labour market through market led employment sites.
- Concerns were raised as to the involvement of the manufacturing/engineering sectors on all of the formal AGMA bodies; members felt that there should be particular emphasis to support the growth of their business sectors. The Pool were informed that the GM Chamber of Commerce were the key partner representing the skills sector and therefore their representation is key to prioritising the growth of the manufacturing industry.
- Members queried as to whether businesses in Greater Manchester are committed to the low carbon economy? It was confirmed that Greater Manchester are well placed for obtaining government investment funds for low carbon infrastructure projects so this along with emission charges incentivises businesses to support the low carbon focus.
- The Pool were excited by the recent discovery of the carbon material Graphene and queried as to whether this type of innovation could become what Manchester is recognised for as some previous industries were no longer evident. It was recognised that Greater Manchester has the potential to become a national leader in science and manufacturing, and officers are working closely with the University of Manchester and Central Government to ensure that the hub of manufacturing of the Graphene material is kept within the sub-region.

It was agreed:

- a) **That the updated GM Spatial Framework document be brought to the GMCA/AGMA Scrutiny Pool in due course.**
- b) **That Greater Manchester's response to the national planning framework be available for pre-policy scrutiny.**
- c) **That an analysis report of the potential commercial opportunities for Graphene in Greater Manchester be brought to the Pool in due course.**
- d) **That a follow up report be brought back to Scrutiny detailing the infrastructure being developed to enable businesses across Greater Manchester to access funding and support.**

5.3 Environment Commission Work Programme

Sarah Davies, Head of Strategy and Programmes for the Environment Commission outlined the realigned key priorities of the Environment Commission over the forthcoming year, including –

- Energy
- Transport
- Building
- Sustainable production/consumption

- Blue and Green infrastructure

Members of the Pool were invited to comment on the work programme in advance of its approval at the AGMA Executive Board at the end of November.

Comments and questions from the Pool included –

- Members queried as to how Greater Manchester compare with other areas in Europe on environment strategy? They were informed that Greater Manchester are punching above their weight on environmental issues, in particular the low carbon economy agenda. In relation to emissions performance, we are on a par with other industrial areas.
- Members further asked which area within the commission's work programme was the weakest? It was felt that Greater Manchester's weakest environmental area was electricity generation.

It was agreed:

- a) That members could select any one of the five priorities for further detailed scrutiny**
- b) That members could comment on any element of the work programme direct to Sarah Davies before the 20th November**

5.4 Greater Manchester Energy Plan

Sarah Davies, Head of Strategy and Programmes for the Environment Commission introduced this key policy document, and informed members of the rationale for the creation of a GM Energy Plan. It was felt that there were many separate energy reports/reviews and that there needed to be one key strategy for Greater Manchester to meet the challenge of serving the needs of the sub-region.

The draft policy is currently under peer review but will be available for comment online from the 3rd November, members are invited to join the review and contribute to the plan.

Comments and questions from the Pool included –

- Members queried as to the development of the Electric Car Scheme for Greater Manchester, they were informed that this area was currently undergoing a two year programme for private investment to enable the first (of 300) charging points to be installed.
- With an increase in electricity prices, members queried as to whether there would be new opportunities for the mining industries. Officers commented that there were exercises being undertaken nationally to determine the potential of coal energy, however it remained a very expensive energy source in the UK. New methods of extracting the energy i.e. gasification, had ensured coal was now a relatively clean energy source, but the environmental consequences of mining still remain.

It was agreed:

- a) That members could respond directly to Sarah Davies if they wished to be involved in the review of the GM Energy Plan.
- b) That the final plan be circulated to members of the Pool at the end of November.

5.5 GMCA/AGMA Forward Plan

The GMCA/AGMA Forward Plans would be circulated to members via email, as they had been omitted from the agenda in error.

5.6 GMCA/AGMA Scrutiny Work Programme

The latest work programme was presented to the Pool by Nicola Ward, AGMA Scrutiny Officer. It detailed an informal briefing session on NHS reform on Friday 11th November at 11am for all members, followed by a full agenda for the Scrutiny Pool at 1pm including a report on PCT cluster management arrangements, led by Joyce Redfearn, Chief Executive of Wigan MBC.

6. AOB

None.

- 7. **Date of next meeting** - Friday 11th October 1pm, Committee Room 11, Manchester Town Hall.