Maximising Local Economic Benefit - The Role of Strategic Regeneration Frameworks & Area Teams

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Introduction

• Manchester in Context

• Key Challenges and Opportunities

• Regenerating Manchester: Leadership

• The importance of Strategic Regeneration Frameworks (SRFs) to the renaissance of the City

• Ensuring procurement reaps maximum benefit - examples.

• What more can be offered to existing and potential suppliers to Manchester City Council at SRF level?
Manchester: The City Region Context

- Area of 3,111km² covering 15 local authority districts with the City of Manchester at its core

- A population of 3.2 million

- Over 110,000 businesses and 1.5 million jobs

- Largest economy outside of London – contributing half of the northwest’s regional output - £47 billion GVA
Manchester: Historical Context

• Population 703,000 in 1951 → 422,000 in 2001

• The historical drivers of change stimulating decline were:
  • Monolithic provision, property type & tenure skew
  • Decentralisation
  • Clearance and the nature/type of urban re-development
  • Economic change and the collapse of the Victorian mixed-use environment
Manchester: Historical Context

Population Densities 1951

Population Densities 2001

LEGEND:
Persons per acre
1951

LEGEND:
Persons per acre
2001

0-10
11-30
31-40
41-67

0-10
11-30
31-40
41-67
Manchester: The Challenge

- Manchester is ranked the 4th most deprived LA in England

- 228,235 residents in worst 10% most deprived neighbourhoods nationally – 51,155 within worst 1%

- Position improved but remains consistently high across all measures of deprivation
Manchester: The Challenge

- Concentration of deprivation & worklessness
- Skills gaps in many communities
- Low educational attainment
- Poor neighbourhoods in the core of the city
- Poor health
- High Levels of Crime/ Fear of Crime
- Poor Environment
Manchester: The Opportunity

- Globally competitive business sectors
- Higher Education institutions that deliver world class learning
- Major international airport
Manchester: The Opportunity

- Vibrant cultural sector
- Highly skilled workforce
- International profile
- Dynamic people
- Diverse Communities
The Community Strategy

- Driven by the performance of the economy of the city subregion
- Reaching full potential in education skills and employment
- Neighbourhoods of choice
- Individual and collective self-esteem/mutual respect
- Success – Larger population, wealthier, living longer, happier and healthier lives, in diverse, stable and cohesive communities
Regenerating Manchester: Leadership

• City Region status

• Devolution of powers – Combined Authority

• Public Sector Reform

• Strategic Regeneration Frameworks: ‘re-fresh’ commencing on existing frameworks:
  - NEM (2001 & 2008)
  - North Manchester (2003)
  - Central (2005)
  - South Manchester (2007)
Strategic Regeneration Framework areas
Strategic Regeneration Frameworks

- Developed through extensive consultation with key stakeholders
- Establish a vision, core principles and key objectives within which the regeneration effort can respond strategically
- Channel GM, city-wide and ward level priorities into mainstream change
- Framework for the co-ordination of mainstream public services and ensuring every part of the city is improving
- Develop long term plans for areas and enable all stakeholders to understand the sequencing of investment decisions
Neighbourhood Regeneration Teams

• ‘Custodians of Place’

• Regeneration focus on place and people

• Role to maximise economic growth in terms of employment, skills and business development, targeting specific areas and groups within the city.

• Proactive conduit for linking opportunities to need.

• Influencing and partnership approach to delivery – build relationships

• Local knowledge, links with key partners and stakeholders
Ensuring procurement reaps maximum benefit

- Promoting local labour in construction to maximise the local employment and training opportunities generated by physical development

- Embedding the principle of using local labour within sub contractors to maximise supply chain opportunities

- Using of Section 106 agreements (planning obligations), as a lever for securing local benefit
Ensuring procurement reaps local benefit

- Facilitating local recruitment in new developments, pre-recruitment training and job brokerage activities
- Providing pre-recruitment training and support for unemployed residents accessing vacancies within major employers
- Working effectively with employers via local networks
- Supporting Local business networks to develop their CSR agenda linked to regeneration objectives
What more can be offered at SRF level?

- Improve business relationship/communication to understand each others needs and the offer locally

- Awareness raising and rolling out of good practice elsewhere within the city using best practice case studies

- Promotion of the ‘Chest’ in each Regeneration Area, including support to meet criteria e.g. quality standards

- Help translate Corporate Social Responsibility to actions at neighbourhood level in support of schools, the wider community and to plan for the future workforce.

- Promote buying and selling locally by raising the profile of local businesses and encouraging a ‘think local’ approach
What more can be offered at SRF level?

• Help employers to recruit motivated staff to meet their needs from the local area via partnership structures – JCP, Connexions & local providers

• Provide suppliers with advice about where they can upskill their workforce

• Encourage collaboration where appropriate to retain expenditure in the local economy, e.g. Developing Work Programme supply chain

• Monitor and measure agreements within contracts and planning conditions to ensure maximum benefit