



MANCHESTER
CITY COUNCIL

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

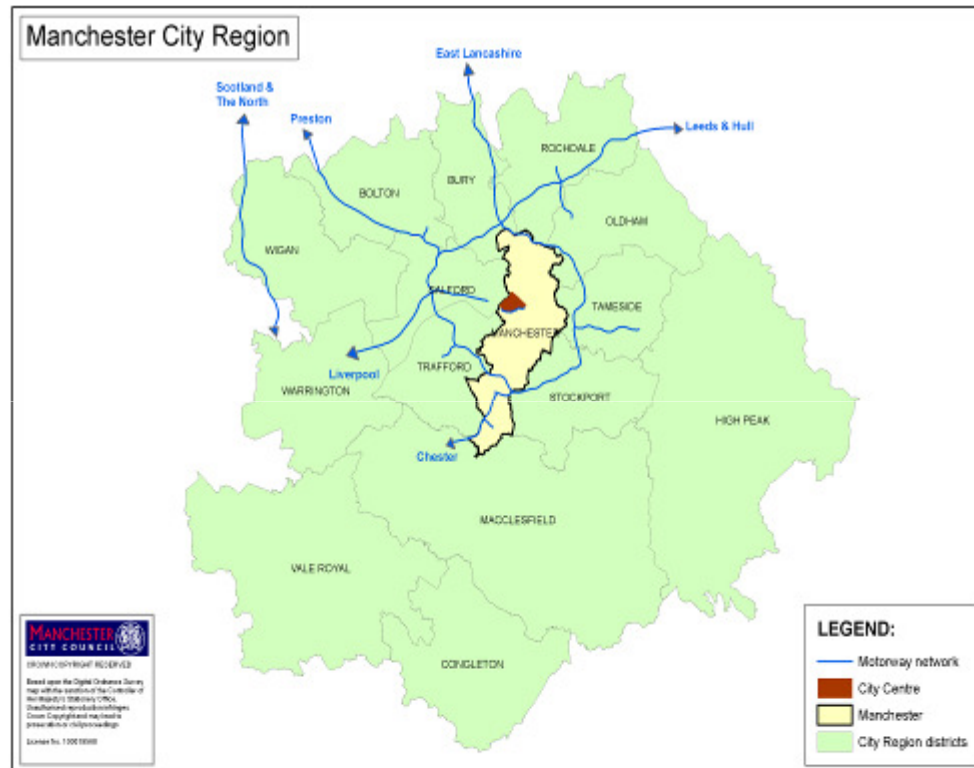
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Introduction

- 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

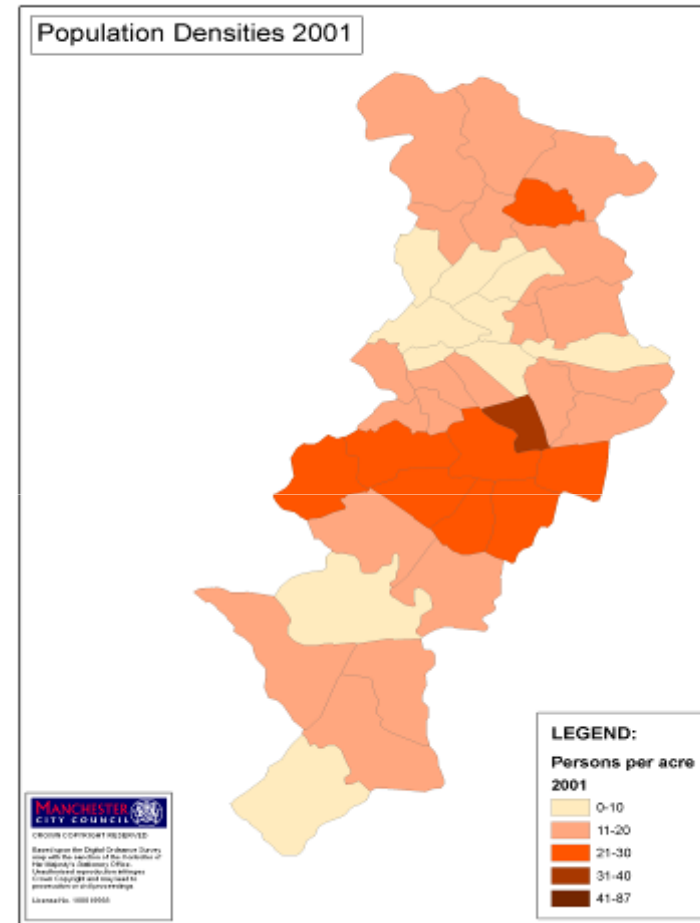
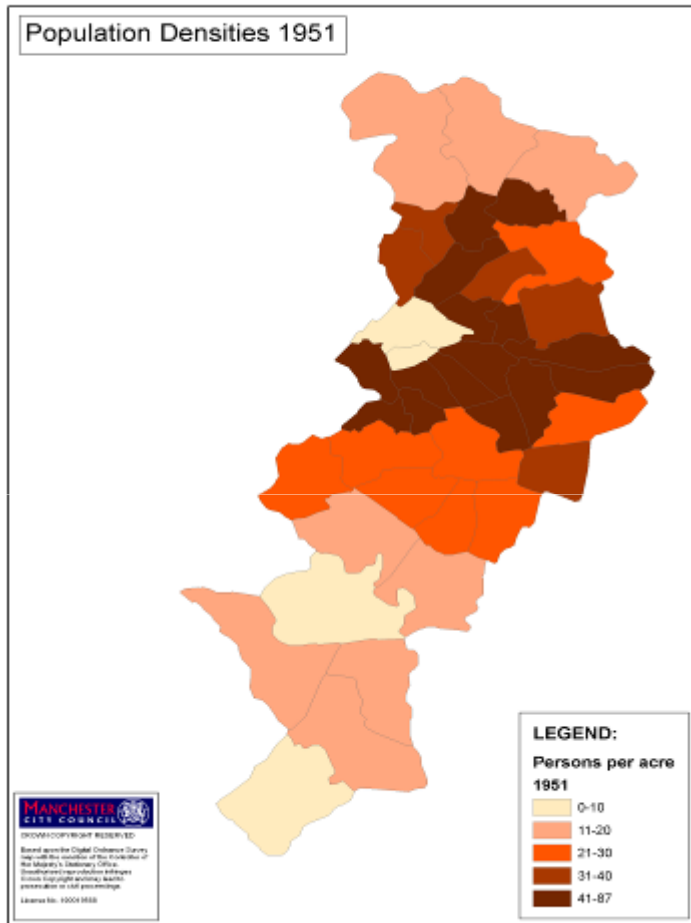


- Area of 3,111km² covering 15 local authority districts with the City of Manchester at its core
- A population of 3.2 million
- Over 110,000 businesses and 1.5 million jobs
- Largest economy outside of London – contributing half of the northwest's regional output - £47 billion GVA

Manchester: Historical Context

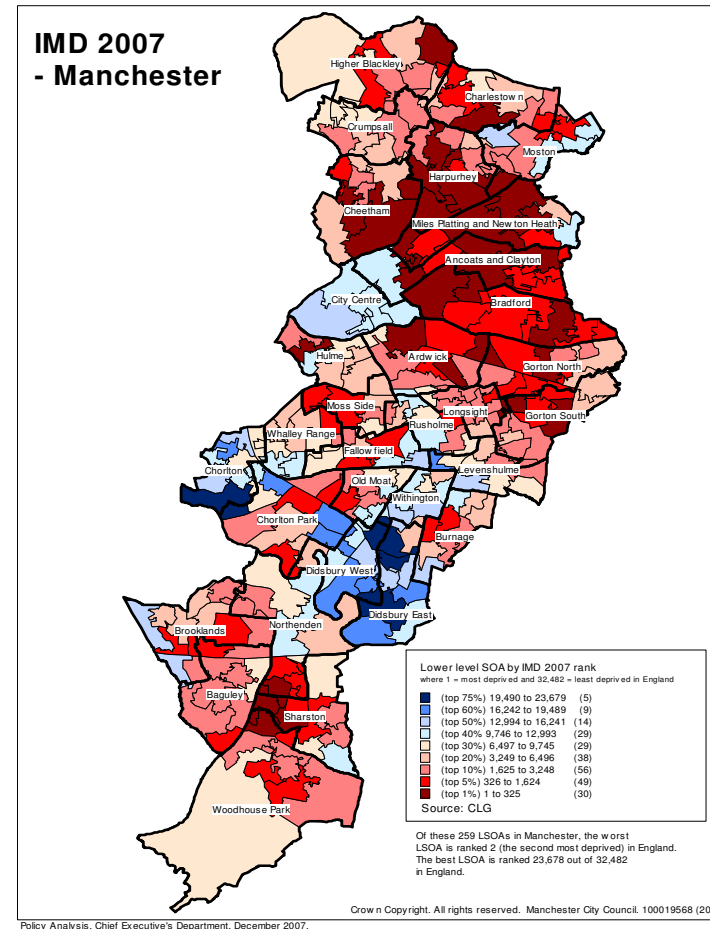
- Population 703,000 in 1951 → 422,000 in 2001
- The historical drivers of change stimulating decline were:
 - Monolithic provision, property type & tenure skew
 - Decentralisation
 - Clearance and the nature/type of urban re-development
 - Economic change and the collapse of the Victorian mixed-use environment

Manchester: Historical Context



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



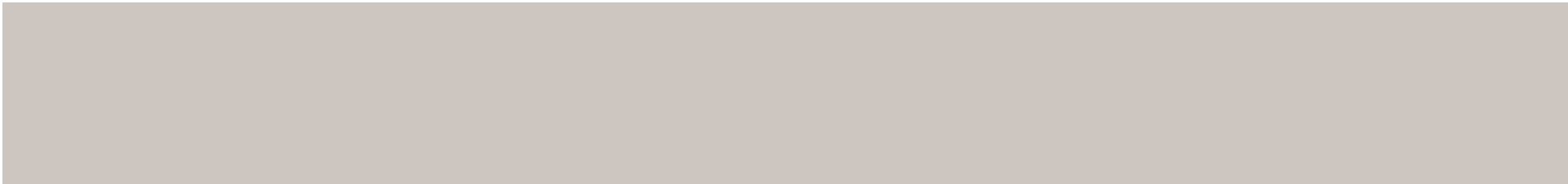
Manchester: The Challenge



- 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

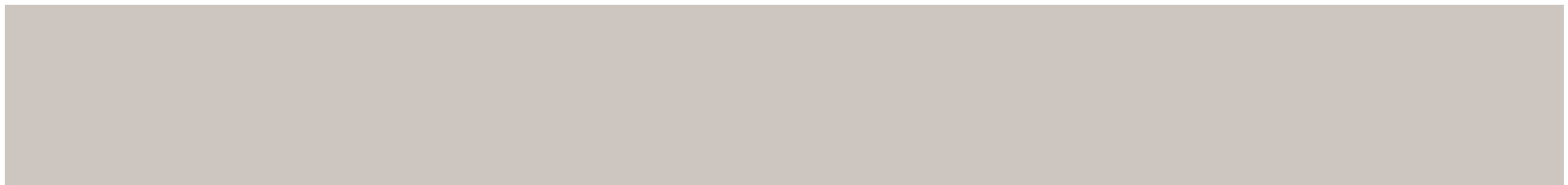


Manchester: The Opportunity



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

The Community Strategy

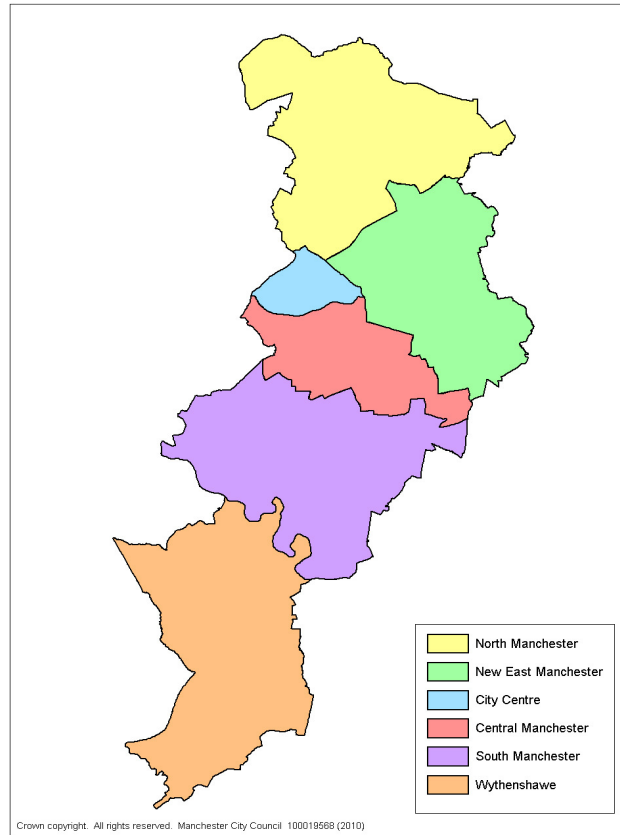
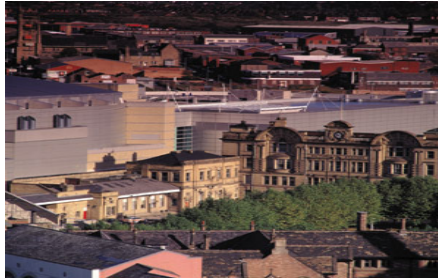


Regenerating Manchester: Leadership



- 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)
 - Wythenshawe (2004)
 - Central (2005)
 - South Manchester (2007)

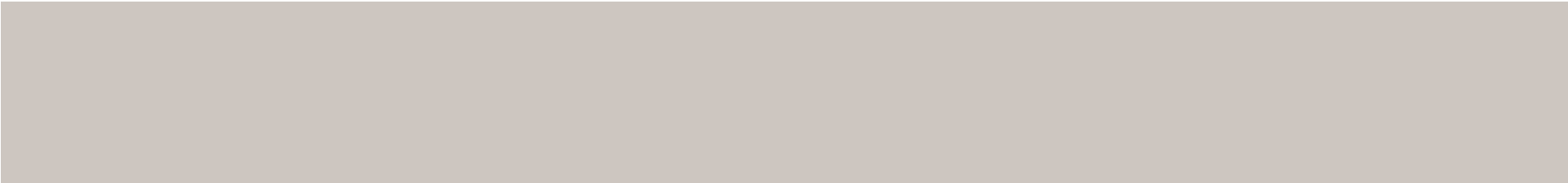
Strategic Regeneration Framework areas



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

