

Priority 5. International Students

Strategic Objectives	Lead/ Delivery Mechanism	Key Partner (s)	Action Plan Delivery to 2021	Timescale	Progress	RAG Rating
Coordinate efforts across Greater Manchester to remove as many physical barriers as possible for the 2020/2021 international student intake	MCF UoM	Universities MM GMCA MCF MIP L.A.	5.1 The Greater Manchester Student Welcome Group led by The University of Manchester will continue to run to ensure all GM universities work together to coordinate charters and messaging to international students - this group will continue to meet throughout 2020/2021 to address challenges as they emerge.	By October 2020	Group will review re-convening in summer 2021	
Coordinate efforts across Greater Manchester to promote the region as a safe and welcoming place to study in response to increased negative sentiment towards the UK	Marketing Manchester	Universities GMCA The Growth Company	5.2 Coordinate messaging to International Students, building on the success of the Find Your Space to Learn Campaign 5.3 Study Manchester - Secure sustainable future for GM Study Manchester initiative working with all 4 Universities to ensure a coordinate Study GM story is told internationally	Up to Dec 21 On-going		
Stride ahead of our competitor cities to enhance Greater Manchester's student offer and remain competitive globally as a great place to study	BGH	Universities	5.4 The International Student Work Experience Program - build on the pilot scheme launched in 2019 to create a fully digitalised offer, supported by GM's Universities to support International Students access work placements and enhance GM's additional offer to international students.	On-going		
Explore what opportunities the new Graduate Immigration Route presents for supporting the diversification of Greater Manchester's international student population and how the city-region can come together to tell our place and sector story well to prospective students	Universities Marketing Manchester BGH	Universities BGH	5.5 Work with GM Universities to better understand and identify key opportunity markets for international student market diversification, joining up promotional activity with GM international comms when appropriate 5.6 Continue to bring together the GM Universities Communications Group and consider how GM's strong sector and business offering can be used to attract prospective students to study and then work in the region (MM to convene) 5.7 Consider developing a GC campaign in partnership with GM Universities promoting the benefits of the Graduate Immigration Visa to GM businesses as part of the GM International Student Work Experience program (BGH to consider)	On-going On-going By Sep 21		
Consider how Greater Manchester can better engage with the city-region's universities to connect with the international Alumni network, recognising that international students are life-long ambassadors for the city-region	Marketing Manchester MIDAS	The Growth Company Marketing Manchester MIDAS GMCA	5.8 Maintain regular contact with the Universities through regular 1-1's and the GM Universities Communications Group to identify relevant opportunities for engaging University Alumni during GM International missions and activity - Eg. Mayoral Missions to India/China/Japan etc	When pandemic allows for international visits		