

Priority 7 - Connectivity (Physical)

Strategic Objectives	Lead/ Delivery Mechanism	Key Partner (s)	Action Plan Delivery to 2021	Timescale	Progress	RAG Rating
Continue to lobby government on the support needed to ensure a full and speedy recovery of the UK aviation sector and regional airports – emphasising the important role that airports and long-haul connectivity play in supporting the re-balancing and levelling up of the UK	MAG GMCA	MIDAS Marketing Manchester DIT NPH	<p>7.1 Continue to ensure regular communication between MAG, GMCA, TIGM and wider GM Stakeholder group ensuring a coordinated approach is being taken on communication with government departments and wider GM Connectivity activity including - route development, raising recognition of the importance of regional connectivity, introduction of testing and wider aviation recovery activity.</p> <p>7.2 DIT NPH/MAG/DIT Working Group - Support MAG as appropriate on their regular engagement with DIT NPH and DIT</p>	Ongoing On-going		
Ensure that Manchester Airport is well positioned against peer airports by developing a coordinated and clear proposition for Greater Manchester and the North including its surrounding business, leisure and student travel to ensure the city-region's route proposition remains competitive and that the Airport is able to win back and secure routes with markets such as the US, China, India and Japan	MAG	GMCA MIDAS Marketing Manchester	<p>7.2 DIT NPH/MAG/DIT Working Group - quarterly meeting</p> <p>7.3 Coordinate a cross GM effort for supporting MAG to work with DIT NPH to develop business cases for route propositions and help revive existing routes damaged by COVID-19 - Support MAG to coordinate a "Commercial Contacts" list of GM Stakeholders who can support route development. Also important to ensure MAG are kept up to date on all International activity to identify any cross over with wider connectivity ambitions. (MM, MIDAS, MAG, DIT NPH)</p> <p>7.4 Work with MAG to ensure the success of attracting and delivery strategic routes through joint oint marketing campaigns and activity (MM)</p>	Ongoing Action plan by March 21 On-going		
Monitor the announcement of travel corridors and support Manchester Airport to reinstate and attract additional routes and work with the travel trade in-market to grow back passenger numbers and increase the number of international passengers arriving at Manchester Airport	MAG	GMCA MIDAS Marketing Manchester	<p>7.1 Continue to ensure regular communication between MAG, GMCA, TIGM and wider GM Stakeholder group ensuring a coordinated approach is being taken on communication with relevant government departments and wider GM Connectivity activity including - route development, raising recognition of the importance of regional connectivity, introduction of testing and wider aviation recovery activity.</p>	Ongoing		
Work with government to accelerate investment commitments to HS2 and Northern Powerhouse Rail (NPR) to improve Greater Manchester's ground connectivity to the broader Northern Powerhouse region. Better connectivity enables Manchester Airport to increase its public transport catchment airport and improves the viability of new services to priority markets, makes use of existing capacity, maximises the city-region's global competitiveness and ensures the benefits of the airport to flow to all parts of the North	MAG	GMCA NP11 TIGM TIN DIT MIDAS Marketing Manchester	<p>7.5 Work with DIT NPH, MAG and DIT to develop a strong narrative and proposition building on "Greater Manchester Gateway to the North" to support the Airports catchment and route development proposition, in turn bringing wider benefits to the North of England</p>	On-going - Action plan by March 21		