

## **GMCA ECONOMIC, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE**

**Date:** Friday, 12<sup>th</sup> November 2021

**Subject:** Greater Manchester's Three-Year International Strategy

**Report of:** Councillor Elise Wilson, Portfolio Lead for Economy and Joanne Roney,  
Portfolio Lead Chief Executive for Economy.

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### **Purpose of Report**

This cover note and supporting power point presentation provides an overview of the draft Greater Manchester International Strategy and the process taken to refreshing the strategy. A final draft is due to be presented to the December GMCA meeting.

This report also provides a summary of the new strategic context.

### **Recommendations:**

The Committee is requested to:

1. Review and consider the updated strategic context of GM's International Strategy, highlighting any gaps or further challenges and opportunities.
2. Provide feedback on proposed strategic framework, priorities, targets and markets.
3. Provide feedback on approach to developing the GM International Strategy Delivery Plan.

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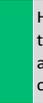
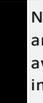
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## Equalities Impact, Carbon and Sustainability Assessment:

Impacts Questionnaire		
Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion		
Health		
Resilience and Adaptation		
Housing		
Economy	G	
Mobility and Connectivity		
Carbon, Nature and Environment		
Consumption and Production		
Contribution to achieving the GM Carbon Neutral 2038 target		Although the International Strategy does not directly contribute to achieving the GM Carbon Neutral 2038 it potentially enables it through a number of GM's International priorities. For example, the City-region Diplomacy encourages policy exchange and best practice learning with
Further Assessment(s):		N/A
	Positive impacts overall, whether long or short term.	 Mix of positive and negative impacts. Trade-offs to consider.
	Mostly negative, with at least one positive aspect. Trade-offs to consider.	 Negative impacts overall.

Carbon Assessment		
Overall Score		
Buildings	Result	Justification/Mitigation
New Build residential	N/A	
Residential building(s) renovation/maintenance	N/A	
New Build Commercial/Industrial	N/A	
Transport		
Active travel and public transport	N/A	
Roads, Parking and Vehicle Access	N/A	
Access to amenities	N/A	
Vehicle procurement	N/A	
Land Use		
Land use	N/A	
	No associated carbon impacts expected.	 High standard in terms of practice and awareness on carbon.
	Mostly best practice with a good level of awareness on carbon.	 Partially meets best practice/ awareness, significant room to improve.
	Not best practice and/ or insufficient awareness of carbon impacts.	

## Risk Management

N/A

## Legal Considerations

N/A

## Financial Consequences – Revenue

N/A

## Financial Consequences – Capital

N/A

## **Number of attachments to the report:**

1 – Summary Slide Deck

## **Comments/recommendations from Overview & Scrutiny Committee**

N/A

## **Background Papers**

- Greater Manchester One Year International Strategy (2020 to 2021) - [International - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk)
- Greater Manchester One Year International Strategy (2017 to 2020) [The Greater Manchester Internationalisation Strategy 2017-2020.pdf \(metropolis.org\)](https://www.metropolis.org)

## **Tracking/ Process**

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

No

## **Exemption from call in**

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

N/A

## **GM Transport Committee**

N/A

## **Overview and Scrutiny Committee#**

12/11/2021

# 1. Introduction/Background

1.1 Greater Manchester is a place that has a global profile and long history of international engagement, contributing to the success of the city region and having a global impact. The International Strategy brings together GM's ambition and priorities under a single framework, giving a shared international vision and narrative for engaging internationally.

1.2 The strategy aims to ensure that where appropriate GM's international efforts and activity are co-ordinated to ensure the impact is greater than the sum of their parts.

1.3 In 2017, the GM LEP and GMCA agreed a three-year internationalisation strategy. A three-year refresh of this strategy was due in 2020, however the challenges of the pandemic meant this process was delayed and GM's attention shifted to focusing on measuring the impact CV-19 was having on GM's international priorities. In response to the challenges that emerged, a one-year roll over international strategy was agreed, published in-line with the Living with COVID Resilience plan in October 2020.

1.4 In July 2021, preparations began for full a refresh of GM's International Strategy which is due to be finalised in December 2021, published in-line with the Greater Manchester Strategy.

## 2. Work to date

2.1 To date the GMCA have:

- Completed a full evidence base update
- Reviewed performance against the 2020/2021 strategy and implementation plan
- Engaged in extensive consultations with GM stakeholders and the 10 districts

2.2 A final draft of the strategy is due to be presented to the GMCA on the 17<sup>th</sup> December alongside an initial Delivery Plan.

## 3. One Year On – A Continually Evolving Context

3.1 The Greater Manchester International Strategy is being refreshed in a period of significant uncertainty. Global trends such as changing international supply chains, economic nationalism and growing international competition are all important within the context of the international strategy. The refreshed International Strategy considers how these wider trends may have accelerated as a result of the pandemic and what this means for the International Strategy.

3.2 Locally, the GM context has evolved over the last year. Key developments include the publication of the LEP Economic Vision, Innovation Greater Manchester and the publication of the Greater Manchester Independent Inequalities Commission.

3.3 Although still evolving, the impact of COVID and the UK's exit from the EU on GM's international activity has been significant. Key issues include:

- **Foreign Direct Investment** - In 2020 the OECD reported a 38% fall in global FDI. This is broadly in line with the 35% drop off in investment projects experienced by the UK and the 31% decrease in project wins experienced in GM. It is expected this will recover
- **Trade** – GM Export Data is not currently available; however, ONS statistics show that UK goods exports were down 15% and service exports down 18.5% from 2019.

- **Visitor Economy** – It is estimated that there has been a 73% decline in visits to GM. Suppressed demand for city destinations, and a fall in corporate business travel, conferences and major events will have an impact on the speed of GM's tourism recovery.
- **Connectivity** – Aviation connectivity has fallen dramatically throughout the CV-19 pandemic. While routes are opening up again, there is significantly reduced long-haul connectivity outside of London and the Southeast.
- **International Students** – International student numbers and applications to GM's universities have remained broadly unaffected and are increasing. International student applications from Europe are anticipated to decrease following the UK's departure from the EU.

## **4. Supporting Power Point – International Strategy Summary and Key Issues**

4.1 The supporting power point deck provides a summary of the refreshed Greater Manchester International Strategy including aims, structure, strategic framework, priorities, key markets and the approach to developing the GM International Strategy Delivery Plan.

## **5. RECOMMENDATIONS**

5.1 The recommendations are set out at the front of the report.