

GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: International Update - International Strategy Summary

DATE: 16th November 2021

FROM: Cllr Elise Wilson, Leader of Stockport Council and GM Economy Portfolio Lead and Mike Blackburn, Internationalisation Lead, GM LEP

PURPOSE OF REPORT:

This report provides LEP members with:

1. An update on the drafting of the Greater Manchester International Strategy following feedback at the last meeting
2. The planned approach to developing the GM International Strategy Delivery Plan

The Strategy will be shared in draft with LEP members shortly.

RECOMMENDATIONS:

The LEP Board is asked to provide feedback on the following:

1. Provide initial feedback on the summary of Greater Manchester's International Strategy.
2. Provide feedback on proposed strategic framework, priorities, and approach to developing targets.
3. Provide feedback on approach to developing the GM International Strategy Delivery Plan.

BOLTON

BURY

MANCHESTER

OLDHAM

ROCHDALE

SALFORD

STOCKPORT

TAMESIDE

TRAFFORD

WIGAN

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Equalities Impact, Carbon and Sustainability Assessment:

Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation	
Equality and Inclusion	G	The strategy outlines	
Health			
Resilience and Adaptation			
Housing		International investment may increase the accessibility of homes the construction of new homes.	
Economy	G		
Mobility and Connectivity	G	Calls for further long-haul direct connectivity to Manchester Airport, improving our connectivity with the rest of the world.	
Carbon, Nature and Environment	RR	Further long-haul route connectivity to Manchester Airport and increasing tourist numbers both have a negative impact on the environment.	
Consumption and Production			
Contribution to achieving the GM Carbon Neutral 2038 target		Our strategy and extensive international connections enable us to work with world leading organisations/institutions, accessing technology and talent that is critical for us in achieving net zero. By working with other city-regions around the world we can share best practice and improve policy making at home. International investment also provides a financing solution to funding our net zero ambitions.	
Further Assessment(s):	Carbon Assessment		
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	TBC			
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	#####			
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: There are no specific financial consequences in terms of revenue associated with this work.

Financial Consequences – Capital: There are no specific financial consequences in terms of revenue associated with this work.

Number of attachments to the report? 0

BACKGROUND PAPERS:

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

1. INTRODUCTION/BACKGROUND

- 1.1** The update to the last LEP meeting described how 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 Greater Manchester's ambition and priorities under a single framework, giving a shared international vision and narrative for engaging internationally. It ensures that, where appropriate, we coordinate our international efforts and activity to ensure our efforts are greater than the sum of their parts.
- 1.2** Since then, work has continued with partners – including business groups, districts, our universities and others – to draw on the evidence base and review of performance and other developments, and agree the core points of the strategy. Drafting is underway and a draft of the Strategy will be shared with LEP members for comments shortly. The final Strategy is due to go to the GMCA meeting in December.

2. STRATEGY SUMMARY

- 2.1** Internationalisation has a transformational impact on our productivity and prosperity, unlocking growth and innovation opportunities for our businesses and institutions, helping to create and sustain good quality jobs for the residents of Greater Manchester in the way set out by the LEP's Economic Vision.
- 2.2** The International Strategy will recognise the inter-connectivity and mutual dependence between our international priorities as well as the role internationalisation plays in delivering our wider policy ambitions. The Core Priorities and Enablers which were set out and agreed in the one-year refresh of the Strategy published last year have been widely agreed to remain the right ones for the new Strategy, as discussed at the last LEP meeting. Those are now being embedded in a wider framework which is consistent with the new Greater Manchester Strategy currently being developed.
- 2.3** The core structure of the developing strategy is summarised here for discussion and feedback before the full draft is completed and shared.

VISION

Become a leading city-region in the UK and globally that leverages the benefits of internationalisation to help build a place where everyone can live a good life, growing up, getting on and growing old in a greener, fairer & more prosperous city-region.

SHARED AMBITIONS

Raise the profile of Greater Manchester as a welcoming, vibrant and diverse city-region with a strong cultural, sport and place offer, continuing the work to make our city-region a great place to visit, invest and study.

Leverage the benefits of internationalisation by increasing trade, attracting the right foreign direct investment, and fostering cross-border international partnerships across our 10 districts to support the creation of better jobs and good employment to build a more prosperous, fairer and globally competitive city-region.

Position Greater Manchester at the heart of the UK's global competitiveness and forefront of innovation with world-leading strengths in Digital, Health Innovation, Advanced Materials, Manufacturing and Low Carbon Technology, driving investment in these sectors and improving our ability to turn research in to solutions that are shared with the world.

Work with partners across the world to achieve our carbon neutrality aim by 2038, helping to accelerate both the UK and global transition to net zero by sharing our expertise, learning from others, and working with the world's most innovative companies.

CORE PRIORITIES

TRADE

Nationally our export productivity is below the national average. We will support our businesses to drive goods and services export growth to drive an international trade-led recovery, boost productivity and build a more prosperous Greater Manchester.

STUDENTS

Deliver an inclusive, welcoming and world-class international student experience, increasing the number of international students studying at our universities.

RESEARCH & INNOVATION

Promote our frontier sectors internationally, drive investment into our innovation assets and improve the commercialisation of our R&D internationally.

INVESTMENT

Attract the world's most innovative, green and ambitious companies to all of our boroughs ensuring the creation of high value jobs and supporting the delivery of our economic vision.

VISITOR ECONOMY

Deliver on our ambition of becoming a world class visitor hub for business and leisure tourism by increasing the number of high-value tourists visiting Greater Manchester, supporting our foundational economy.

ENABLERS

CONNECTIVITY

Support connectivity to key priority markets and the recovery of **Manchester Airport** as a key asset, in line with our decarbonisation aims.

We will work with partners to ensure that our businesses and residents are well equipped to take advantage of the opportunities that are arising from international **digital connectivity**.



CITY REGION DIPLOMACY

Build new and further develop relationships with other city-regions around the world to facilitate engagement on important global agenda's such as inclusivity and climate change as well as support the delivery of our core priorities.



PERCEPTION & REPUTATION

Position Greater Manchester as a globally leading digital and low carbon city-region with strong sector assets, universities and significant sporting and cultural assets, making the city-region a great place to visit, invest, meet and study.

DELIVERED BY

We will work with our delivery partners and wider stakeholder ecosystem at home and overseas to deliver on our economic priorities and raise our profile internationally. Partners include the GM local authorities, the Growth Company including MIDAS, Marketing Manchester and the Business Growth Hub, Greater Manchester Chamber of Commerce, The Department for International Trade, The Foreign Commonwealth and Development Office, Manchester Airport, our Universities, Foreign Diplomatic Missions and many others.

MEASURING SUCCESS

We will monitor our performance against 3 year targets laid out against the 5 core priorities and monitoring the global perception of Greater Manchester, ensuring we achieve a consistent top 100 spot on the Global Resonance World Best Cities rankings

3. TARGETS

- 3.1.** As part of the strategy refresh and engagement process, a draft set of targets are being developed against each of our core international priorities.
- 3.2** The targets outlined below are being further refined over the course of the next two weeks through a series of workshops to ensure that the targets are ambitious but realistic given the uncertainty, drive the right behaviors and are complementary to the Greater Manchester Strategy.

Draft Target Summary

Trade	Nationally our export performance is below average (18% of GDP – UK average is 30%). Targets for 2024 could be around both GM's goods and services exports and the number of exporters in our business base.
Investment	Our long-term ambition is to become a consistent top 10 global location for FDI. Targets for 2024 could be around the number of additional high value jobs, new projects (including new HQs and low carbon and/or R&D intensive projects, and on GM's market share of UK FDI).
Research and Innovation	Our long-term ambition is for GM to be recognised as an international leader in innovation with world leading strengths in Digital, Health Innovation, Advanced Materials, and manufacturing as well as low carbon technology. We must continue to attract investment in these frontier sectors. Targets for 2024 could be around the number or proportion of R&D intensive projects funded through FDI, and maintaining the international rankings of our universities.
Visitor Economy	Our long-term vision is for GM to be a world class visitor hub for business and leisure tourism, ensuring the growth in our visitor economy continues to contribute to GM's economic productive and supports our foundational economy. Targets for 2024 could be around increasing our earning from business and leisure tourism.

4. WAYS OF WORKING & DELIVERY PLAN

- 4.1** Across Greater Manchester, stakeholders, local authorities, and delivery agencies are developing and delivering international plans and activities. The Strategy will not reproduce their activity, but highlight key international priorities, shared messages and frame how all elements of internationalisation come together.
- 4.2** The Strategy will be supported by an International Strategy Delivery plan. This is fundamental for achieving our international ambitions and ensuring we utilise what limited resource we have to deliver on the strategy
- 4.3** An initial delivery plan will be shared with LEP members in draft. It will capture initial activity underway that supports the delivery of the strategy. This will be supported by a proposal for further development and iteration of this plan, recognising that a “catch all” approach as produced in 2020/2021 did not work as originally intended.
- 4.4** Discussions are now underway on the best approach to developing a live and iterative document which will add value to the delivery of Greater Manchester’s International Strategy. Initial feedback is for a Delivery Plan which:
 - All partners feel accountable for;
 - Adds value to business as usual rather than just captures it;
 - Sets out key pieces of strategic activity, providing a mechanism for discussing how we want to deliver, encouraging cross GM working on key strategic priorities and supports closer alignment on annual relevant international activity; and
 - Helps monitor progress and gaps in delivery.
- 4.5** Based on feedback from the LEP and others, an International Dashboard which will show Greater Manchester’s performance against its core international priorities will be developed next year and made publicly available as part of GM’s wider economy dashboard.