
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 11 December 2013
Subject: Corridor Manchester and the Corridor Growth Fund
Report of: Corridor Manchester Partnership Manager

Summary

This paper provides an update of the vision, themes and activity of Corridor Manchester. The Corridor Manchester area is experiencing significant investment and coupled with the activities to support the partnership, this will result in jobs and employment growth. The report also provides an overview of the Corridor Growth Fund, which is encouraging further R&D related jobs growth.

Recommendations

To note the activities of Corridor partners and the investment being made within the Corridor area.

Wards Affected:

All but in particular the Central Manchester wards of Ardwick, Hulme, Moss Side, Longsight and Rusholme

Contact Officers:

Name: Angela Harrington
Position: Head of Regeneration
Telephone: 0161 234 1501
E-mail: a.harrington@manchester.gov.uk

Name: Claire Lowe
Position: Partnership Manager
Telephone: 0162 247 2026
E-mail: c.lowe@mmu.ac.uk

Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Corridor Framework & Delivery Plan

1.0 Introduction

1.1 This paper sets out information about the investment being made within the Corridor area and the work of the partnership in considering how the master plans relate. The partners are working together on a wide range of initiatives to add value to their own activities to enable the Corridor to be known as the place where 'knowledge goes to work'. The Corridor Growth Fund is one such key project to encourage R&D related jobs growth.

2.0 Background

2.1 The Corridor Manchester partnership was formally established in 2009 building on collective work since 2006. There are five contributing partners; Manchester City Council, Manchester Metropolitan University, The University of Manchester, Bruntwood, Central Manchester University Hospitals NHS Trust. There are an additional four organisations that join the Board; Manchester Science Park, ARUP, The Cornerhouse/HOME and The Royal Northern College of Music.

2.2 The majority of the partners are property owners with an interest in the corridor. The Board is supported by an Executive Group, senior managers nominated by each of the stakeholders, who report directly to their respective Board members. The partnership employs two members of staff; Claire Lowe as Partnership Manager and Marie Saddoo as Administrator.

2.3 Based on the recently published 2012 Business Register and Employment Survey figures, there are 58,200 people employed in the Corridor area. Over 72,000 students studying in the area and despite some concern about the impact of fees, applications and recruitment is healthy. The 2012 Crane Survey produced by Drivers Jonas Deloitte, which assesses construction activity across 5 major UK cities, found that the two universities in the Corridor partnership were delivering one third of the total non-residential floor-space under construction in Manchester at the time of the survey.

2.4 44% of the activity in the Corridor is in knowledge intensive sectors (education and health). This is significantly higher than the national average of 23%. There is strong growth potential. By 2020 the Corridor is projected to generate £4.8bn GVA - gross value added.

3.0 Corridor Vision

3.1 The Corridor Vision is that globally and locally, people will recognise the corridor as a place that is original, creative and smart, where knowledge is put to work. The Strategic Vision to 2020 is articulated across five themes, each is covered in greater detail in sections 4-8 of this paper.

- *Sense of Place*
- *Transport*
- *Environment & Infrastructure*
- *Research & Innovation*
- *Skills & Employment*

4.0 Sense of Place Theme

4.1 The Corridor Board's ambition is for the Corridor to be an appealing functional area and so the sense of place strategic theme is critical. By enhancing this sense of place, the partnership brings social, economic and environmental advantages, as it attracts students, companies, visitors and inward investors. As highlighted in the Master plan (section 5 above) way-finding, connectivity and the Corridor brand are all key considerations.

4.2 The partnership have been involved with successful ERDF projects in the past with high quality public realm improvements and have included the Corridor Digital Screen, on the corner of Cavendish Street and Oxford Road, which is run on a non-commercial basis. The development of Citylabs is a key success for the partnership, now being developed by Bruntwood as a biomedical centre of excellence. The Corridor area boasts high quality buildings such as the MMU Business School which recently won the Prime Minister's award for Better Public Buildings at the Construction Industry Awards, and is BREEAM Excellent.

4.3 The Corridor has significant cultural assets and the partners work together through the 'Culture on the Corridor' Group to ensure that the maximum benefits can be made from joint programming and promotion of the cultural offer along the corridor. In October, Corridor was featured strongly in the Manchester Weekender programme (see case study below) and a Student Weekender on 8th-10th November to introduce new students to the cultural venues. The partners have expressed their support for the bid for the Cultural Destination Fund.

4.4 Case Study. *The Corridor area was featured within the Manchester Weekender programme on October 12th, developed by Creative Tourist as a focal point in the year for cultural tourists. The programme was curated to showcase the venues and attractions in the Oxford Road area and consisted of 17 events, ranging from music, food, art and science. Highlights were Double Indemnity exhibition at the Cornerhouse, Natures Library at Manchester Museum, Theatre at Contact, Walking tours, Photography workshop exhibited on the Digital Screen, Archive film screenings, poetry and medicine workshop, radical print pop-up shop, Man-made or hand-made at MMU Special Collections, Un-convention creation of an album in a day, taste tour, musical tour with secret bands in unusual locations and an audio-visual piece by RNCM at the Manchester Eye Hospital.*

5.0 Transport Theme

5.1 The partners have worked together for many years on specific transport developments; the 147 bus from Piccadilly station through the university campuses to Central Manchester Hospitals is one example. The partners work together on sustainable travel initiatives and regularly promote cycle-to-work events and showcase electric vehicles. By working with Transport for Greater Manchester the partners can identify opportunities to enhance green travel planning.

5.2 The partners have been heavily involved with the Cross City Bus Package and have a group meeting monthly to look at the specifics as the partnership recognise that this will completely transform the area. The group has commissioned work to

look at public realm enhancements and has put in bids for the Clean & Green Fund for Green Infrastructure as well as recycling and waste projects. The partnership also has an interest in Metrolink, the Northern Hub, particularly the Oxford Road Station developments and the Cycle City Ambition velocity programme.

6.0 Low Carbon Theme

6.1 Corridor Manchester operates as a low carbon laboratory, a place where innovative technology to help tackle climate change and reduce carbon emissions can be developed and tested. A number of scientific studies have taken place already and the Corridor has ambitions to develop this further in relation Future Cities (e.g. i-trees, green roofs, building energy monitoring). MMU has achieved first place nationally within higher education in the People & Planet Green League.

6.2 The Corridor Low Carbon Group focuses on ways to work together to achieve carbon reduction, with three priorities being behaviour change (and the Manchester Carbon Literacy Programme), Green IT and sustainable procurement.

6.3 **Case Study** *The Corridor partnership supported nine individuals in attending the British Computer Society qualification in Green IT, through a contribution of 70% of the course fees. The training took place over 3 days and the cohort consisted of Corridor partners, which enabled the delegates to share experiences and talk about the operations within their own organisations. After the course, a workshop was held as part of the Corridor Connections programme to look more widely at Climate Change and the use of ICT. Through the knowledge and application from both the course and this specialist workshop, three delegates achieved the Carbon Literacy Standard. The group has since met to continue to share best practice with the aim of reducing the IT carbon footprint.*

7 Research & Innovation

7.1 The partnership's Research & Innovation strengths are intrinsic to the character and function of the Corridor area. Thriving research and innovation activity is needed to drive innovation. Two thirds of research at the University of Manchester is judged to be "world-leading" or "internationally excellent". Manchester Metropolitan University is regarded as one of the leading modern universities with particular strengths in sciences, arts, education and social sciences and links to over 70 professional bodies. The Manchester Academic Health Sciences Centre and Trustech, are just two of the key mechanisms used by the Central Manchester University Hospitals NHS Trust to contribute to this area.

7.2 The most significant development, certainly in this area and potentially for a generation, is the discovery at the University of Manchester of Graphene, which has the potential to revolutionise a wide range of other manufacturing applications. Government funding of £38m has been awarded to allow the creation of an International Institute for Graphene. Taking Graphene into the market is crucial to the City's future growth as well as the UK's.

7.3 It is from this strong base in research & innovation that a number of projects have been developed to enable the partnership to support this theme;

- Delivered by Manchester Science Parks Ltd, Corridor Connections stimulates commercial innovation via cross-sector collaboration on the Corridor through a programme of face-to-face and online interaction. Topics have included 'Retrofit Opportunities' and 'Better healthcare through digital technologies'
- myKnowledgeExchange is a new Corridor project, to develop an IT-solution to enable SMEs and other businesses to access the knowledge base residing in Corridor Manchester, which includes the companies as well the universities and hospitals. The project won 'Best Public Sector Project' at the 2013 Big Chip Awards.

7.4 Case Study *Corridor has supported activity within the Manchester Science Festival by providing small amounts of funding to train 'Science Buskers' Twenty nine students from The University of Manchester and MMU attended science communication training in preparation for busking as part of the Manchester Science Festival. One student stated that they liked "learning about engaging people, about science tricks, and how to communicate effectively". Following a mentored practice at Manchester Museum, the students busked for families at events held at both Universities during the Science Festival week. The UoM science buskers have also expressed an interest to get involved in future activities, eg. National Science Engineering Week 2014 and other local science festivals around Greater Manchester.*

8.0 Employment and Skills

8.1 The final strategic theme focuses on Employment, Business and Skills. The Corridor borders areas with high levels of unemployment. Neighbouring communities benefit from the commitment being made by Corridor Manchester partners to raising aspirations and increasing local employment opportunities. Corridor partners have recently contributed to a Central Manchester Members' briefing to highlight the work being taken forward with a focus on local people and employment opportunities.

8.2 The Works has been supported by the Corridor partners, amongst others, with centres in Moss Side, Brunswick and more recently West Gorton. The universities ring fence entry level vacancies, to advertise locally before going more widely and the Works support residents to access employment with training, support and development opportunities. Vacancies beyond the Corridor are also advertised. . 1,254 people have gained employment since March 2011 through accessing The Works, with 60% of these from the postcodes M11-19.

8.3 Specific highlights of the partners work in skills and employment include;

- Supported internships (MCC), supported traineeships (CMFT) and Bridging the Gap scheme (MMU) whereby people with learning and/or physical disabilities develop employment skills in the work environment.
- Pre-employment programme at CMFT for clinical posts. From Nov 12 to date 66 individuals offered paid employment.
- Apprenticeships, including the new creative apprenticeship programme.
- Local labour encouraged within capital building programmes, e.g. 25 employees from the local area for the Art & Design building at MMU.
- Sector based interventions e.g. Hospitality and Construction, with additional focused support.

- Univalet employment programme launched at the University of Manchester

9.0 Partner Investments

9.1 In terms of Investment, the Corridor is midway through a 10 year investment programme of circa £3 billion. Some of the key highlights recently completed or planned in the near future are;

- MMU Campus £350m
- University of Manchester £700m (first phase master plan to 2008)
- Central Manchester University Hospitals NHS Foundation Trust - an additional £50m (planned) building on £600m transformation which has taken place through its PFI.
- Citylabs £28m (former Royal Eye Hospital)
- Central Library £48m
- HOME £26m
- Whitworth Gallery £15m
- Manchester Science Park expansion £50m
- Cross City Bus (part of a £54m GM scheme)

10.0 Master plan developments

10.1 The partnership held a workshop in early November focused on the master plans of the Corridor partners. There are significant developments in each of the organisations and the partners started to explore the added value of tackling shared issues and connectivity. The partners are at an important stage in development with significant capital build but also major transport infrastructure changes. The following aspects will be focused upon in the short-medium term.

- To investigate the feasibility for shared Heat Networks, the Corridor area is included within a bid to DECC for technical consultancy (led by MCC)
- To investigate transport issues such as car parking provision, cycling facilities, electric vehicles, looking in particular at the cost and convenience of travel as linked to employment / study opportunities
- To look at opportunities to enhance the streetscape including green Infrastructure and particularly to look at the interstitial spaces between the individual plans.
- To consider way finding, both during the construction phases and also in signage.

10.2 The partners are particularly keen to focus on accessibility, aligning routes and the impact on the local communities, including disabled access. Other considerations included heritage issues, interfaces between projects and construction timelines, retail and the opportunities to grasp on the use of data, with future cities applications. The skills implications were discussed, firstly, the opportunities for employment growth at a local, city and GM scale which builds on the good practice of the partners. Secondly, the aspect of construction phase and the extent to which there is capacity (e.g. project management) and finally the longer term development of skills to drive the economy.

11.0 Corridor Growth Fund

11.1 The Corridor Growth Fund has been developed as a regional growth fund scheme (Round 1) and operates to encourage companies to locate and grow R&D related jobs on the corridor. Over 100 jobs will be created as a result of the investments within the fund. The fund is £2 million and is aimed at Small and Medium Enterprises (SMEs). The fund was launched in April 2013 and will run until March 2015.

11.2 The scheme management is operated by Manchester City Council and is directly contracted to MCC from BIS. An Advisory Panel meets monthly to consider the bids, and is chaired by the Head of Regeneration. Membership consists of Commission for the New Economy, Manchester City Council, Manchester Metropolitan University, The University of Manchester and Trustech, the NHS Innovation Service. Further information on the Corridor Growth Fund is available via MCC website or Corridor Manchester.

11.3 There have been 36 enquiries to the fund, of these 4 have been deemed to be ineligible, so the remainder have received application details. As the fund is targeted for the growth of R&D jobs it has primarily been attractive to companies from the following sectors: digital; health / bio-health; and advanced materials. There have been 3 successful awards to date, which will create in 62.5 jobs and safeguard an additional 15 jobs. The Panel has approved 3 further bids, which are going through due diligence.

11.4 Case Study. *The first successful bid was from Retroscreen Virology Ltd, a viral challenge and “virometrics” specialist, creating drugs and vaccines for a number of respiratory diseases. The company is active in Human Viral Challenge Model and also translational research (pre-clinical) with expertise in testing antivirals and virucidals in vitro. The company opened a new site based at the Manchester Science Park in July. The opening marked the company’s first northern based facility and is intended to support the demand for Retroscreen’s clinical trial programmes. The facility spans over 6,000 square feet and will provide the Company with an additional clinical trial centre. The facility will employ over 20 full time staff.*

12.0 Conclusion

The Corridor partners have a track history of joint working and collaboration. The organisations collectively are making significant investments in their estates and facilities, and this in turn will lead to jobs growth and development. In exploring the master plans and the opportunities to tackle shared issues, the partners demonstrate their commitment to the area. Corridor Manchester is already functioning as major driver of the knowledge economy in the Manchester city region, and has future potential to capitalise on this further as a result of the work of the partnership. The Corridor Growth Fund is showing considerable success and is a useful element to attract and retain growing businesses within the area for further expansion of R&D jobs growth. The partners are not only focused on the economic advantages of collaboration but also on reducing carbon, improving employment prospects, improving transport links and promoting and strengthening the cultural offering within this unique area, a key asset for the city.