

Manchester City Council Scrutiny Committee



12th October
Tim Newns, MIDAS



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Public - Private: Governance & Accountability



Combined Authority

Sir Richard Leese
Cllr Mayor Paul Dennett
Cllr Ebrahim Adia
Cllr Sean Anstee
Cllr Jean Stretton



Group Board
Chair – Richard Topliss

Local Enterprise Partnership



Jane Boardman
Mike Blackburn
Vanda Murray
Iwan Griffiths
Phil Cusack

Business Support & Finance Advisory Board

Vanda Murray
Simon Allport
Luke Georgiou
Phil Jones
Cllr Kieran Quinn
John Winnard
Matt Smith
Michael Hartig
Howard Simms

Workforce Development Advisory Board

Richard Topliss
Cllr Sean Anstee
Lynda Brady
Phil Robinson
Gurbux Singh
Mark Gilman
Jennifer Woods

Internationalisation and Marketing Advisory Board

Iwan Griffiths
Lou Cordwell
Chris Davies
Ken O'Toole
Nicky Unsworth
Colin Bailey

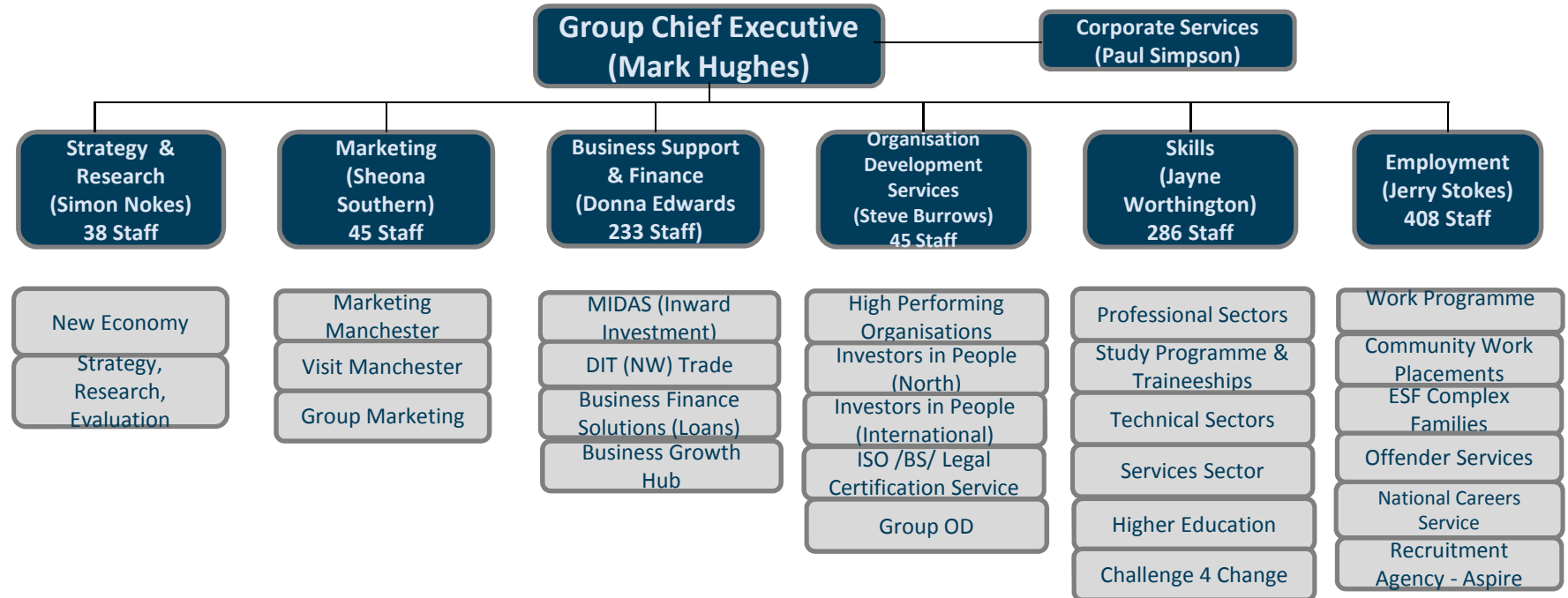
Internationalisation & Marketing



Improving the perception of GM nationally & internationally



Company Structure



£107m Turnover . 1,100 staff . IIP Silver . ISO 9001 . ISO 27001

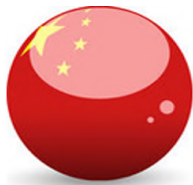
MIDAS STRATEGIC PRIORITIES

- To attract new foreign & domestic investment and create jobs
- To support the expansion of existing investors in the region
- To promote Greater Manchester as a leading European business location (with Marketing Manchester)

MIDAS: WHAT WE DO

- Research-led lead generation campaigns promoting key sectors
- Operate pre-market
- DIT local delivery partner
- Account management of major firms
- Position GM at forefront of the Northern Powerhouse
- Facilitate Foreign Capital Investment & Research Enquiries

Priority Markets & Sectors



Priority sectors

Financial and Professional Services

Life sciences (including health and biotechnology)

Creative / Digital and Media / ICT

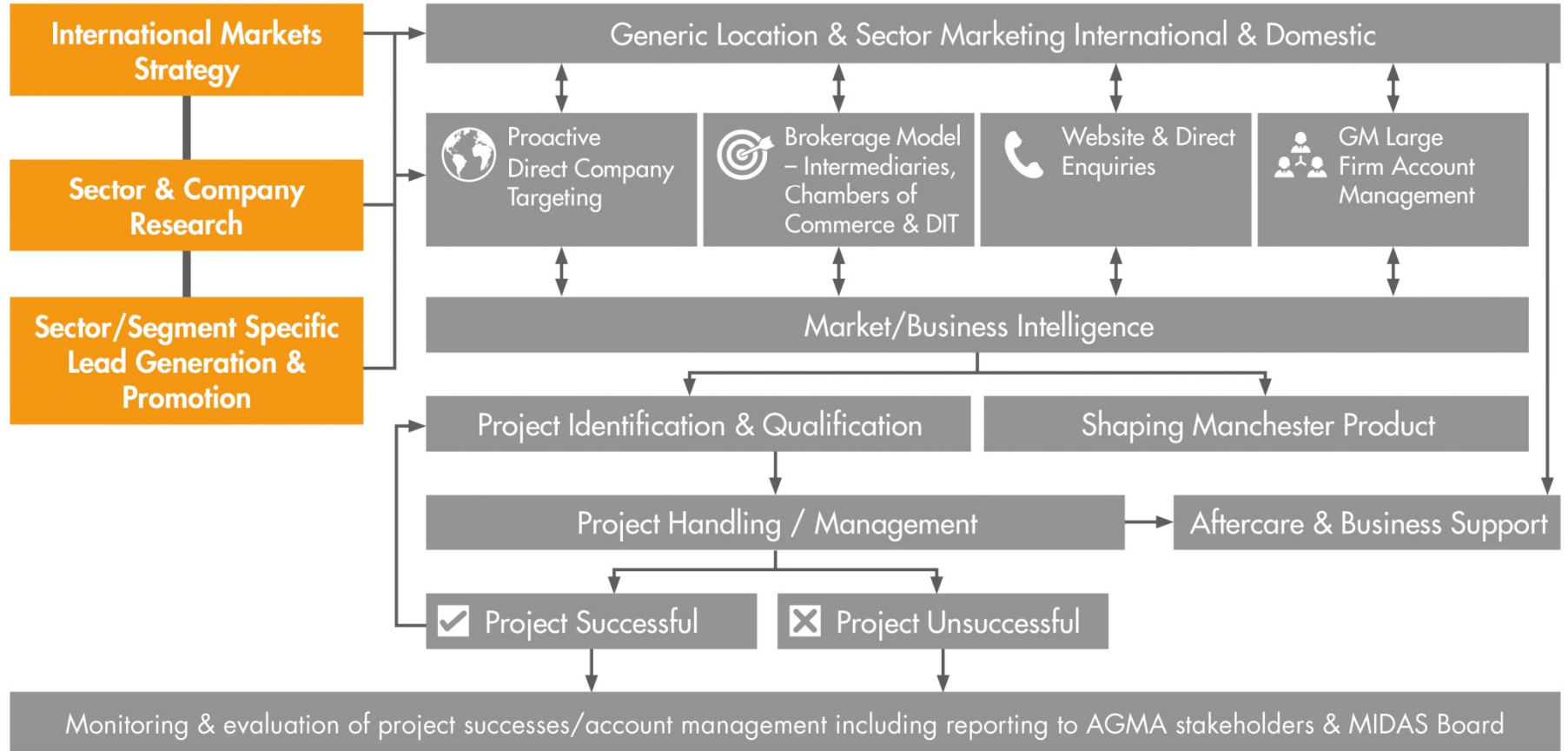
Advanced Engineering and Manufacturing

Foreign Capital Investment

- MIDAS also works to attract foreign capital in to major regeneration and infrastructure projects
- Partnership with DIT
- Projects go on national pipeline
- Example:
 - Angel Meadow
 - BCEG



Inward Investment Customer Flow Chart





Freshfields Bruckhaus Deringer

- Spring 13 Targeted research – Legal 100
- Sept 13 Met at Deloitte Shared Services Conference
- Oct 13 Bespoke proposition sent
- Feb 14 Approached with confidential project
MIDAS submit business case data submission
- May 14 2nd request for info
- Nov 14 MIDAS host 20 person two-day visit
- May 15 Freshfields start viewing property



- Early 14 Strategic account management meeting potential threat to Manchester call centre
- June 14 MIDAS responds with strategic consolidation proposition
- Late 14 Development of business case, benchmarking data
- Spring 15 Introduction to property agent, universities and Skills Company
- 2016 Trebling presence in region: new HQ TBA

DELIVERING SUCCESS



DELIVERING SUCCESS

38,000

jobs created or
safeguarded since 2007

£1.45 billion

contributed to
GM's economy

No. 1 region

for FDI

63%

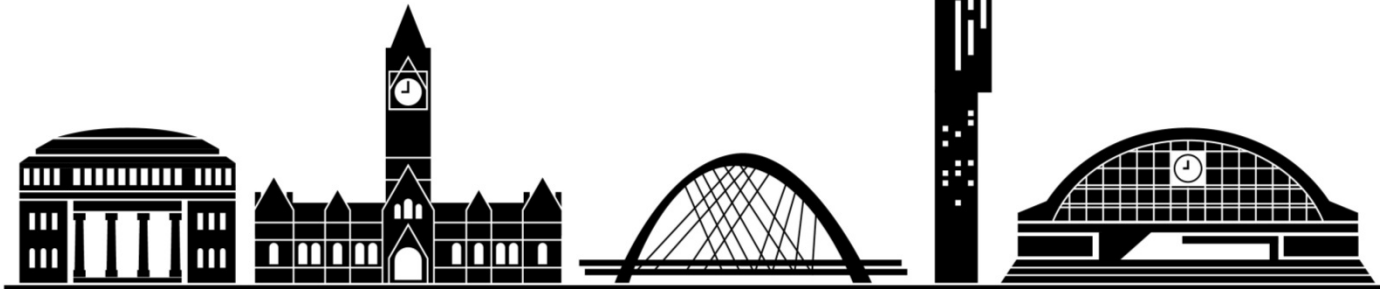
of projects in 2015/16
were FDI

Over 400

projects in pipeline
potential to create/
safeguard 30,000 jobs

4,650

jobs created/
safeguarded
in 2015/2016



SUCESSES: 3 YEAR OUTLOOK

12,199

New Jobs Created

16,189

Jobs Created & Safeguarded

8,743

FDI Jobs Created & Safeguarded

257

Successful Projects

SUCCESSSES BY SECTOR: 2015/16



Biomedical and Healthcare

Projects **12** Jobs **165**



Financial and Professional Services

Projects **10** Jobs **986**



Energy and Environment

Projects **1** Jobs **15**



Advanced Manufacturing

Projects **26** Jobs **335**



Business services

Projects **6** Jobs **937**



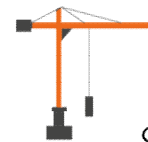
Logistics

Projects **4** Jobs **285**



ICT, Media & Creative

Projects **26** Jobs **1358**



Other (Construction & Retail)

Projects **5** Jobs **15**

SUCCESSSES BY COUNTRY: 2015/16



UK

Projects **33** Jobs **2211**



Europe

Projects **20** Jobs **409**



Asia Pacific

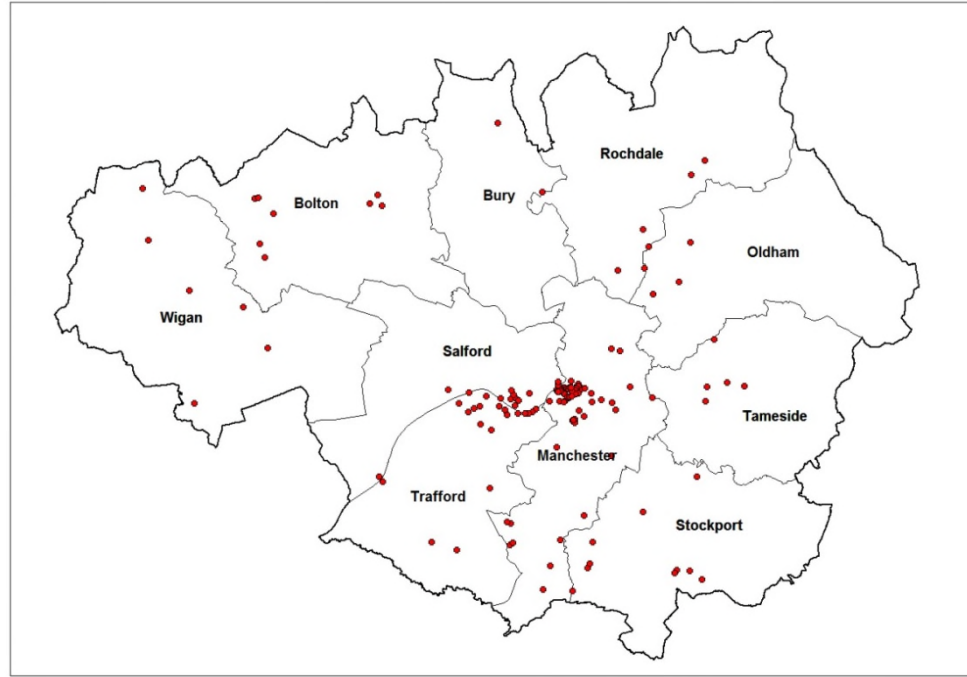
Projects **17** Jobs **127**



North America

Projects **16** Jobs **1266**

Distribution of Projects



Recent Major Investors

 syngenta

32,000 SQ FT

200
JOBS

 Freshfields Bruckhaus Deringer

80,000 SQ FT

700
JOBS

 FORD CREDIT

50,000 SQ FT

140
JOBS

COMPARING SUCCESS

UK cities securing the highest numbers of FDI projects in 2015

Rank	City	Projects
1	London	398
2	Manchester	54
3	Edinburgh	41
4	Leeds	31
5	Birmingham	24
6	Glasgow	22
7	Coventry	11
8	Newcastle	10
9	Solihull	10
10	Aberdeen	9
11	Bristol	9
12	Cambridge	9

COMPARING SUCCESS

City's Performance

- **Number 1 City for FDI strategy- fDi Magazine's Large European City of the Future 2016/17**
- **Top 10 Global City for FDI – IBM Global Trends 2016**
- **Most Competitive Business City in Europe – KPMG 2016**
 - **IPA Benchmark, Copenhagen Capacity**

Inward Investment Evaluation:

- **92% of clients rate MIDAS' service good or excellent**
- **MIDAS brings an additional £53.2m in GVA**
- **RoI of £30 for every £1 spent**
- **The most efficient inward investment agency in Europe - IPA Benchmark, Copenhagen Capacity**
- **Rated OECD Exemplar**

THANK YOU

