

**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 1 February 2017
Subject: Corridor Manchester
Report of: Chair of Corridor Manchester Partnership

Summary

The paper provides an overview of the activities of the Corridor Manchester partnership during 2016, as a follow on from the presentation of the Strategic Vision in January 2016. Key investments are described which together it is estimated will be £2.3 billion to 2020. Corridor Manchester's contribution is substantial, with £3 billion in GVA per annum, which equates to 20% of Manchester's economic output.

Recommendations

To receive the report.

Wards Affected: All

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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.

- **Presentation on Strategic Vision (Economy Scrutiny Jan 2016)**
- **Corridor Manchester Strategic Vision**

1.0 Introduction

At Economy Scrutiny in January 2016, Professor Dame Nancy Rothwell, Chair of Corridor Manchester presented on the Corridor Manchester Strategic Vision to 2025 outlining the key investments and strengths within the area as well as the objectives to make the most of the next 10 years as a decade of opportunity. 2016 has been incredibly eventful and we have seen some significant game-changing developments, as well as concentrating on how the Corridor communicates its vision by focusing on brand and identity.

2.0 Background

Corridor Manchester is a partnership comprising of Manchester City Council, the University of Manchester, Manchester Metropolitan University, Central Manchester University Hospitals NHS Foundation Trust, Bruntwood, Manchester Science Partnerships, Royal Northern College of Music and ARUP. The partners work closely to add value within the Corridor Manchester area, which has been featured in a fly-through animation which can be viewed at https://youtu.be/rqiXR_JHmHI

The partnership is a company limited by guarantee and has two members of staff operating from a shared office in Citylabs. The Board meets quarterly and consists of senior leaders from the partnership organisations and is chaired by Professor Dame Nancy Rothwell. The Board is supported by an Executive Team and a series of working groups to implement the strategic vision.

3.0 Strategic Vision

Corridor Manchester's Strategic Vision is that by 2025 Corridor Manchester will be

“Manchester's cosmopolitan hub and world-class innovation district, where talented people from the city and across the world learn, create, work, socialise, live and do business; contributing to the economic and social dynamism of one of Europe's leading cities.”

The Strategic Vision was prepared in 2015 and presented to the Council's Economy Scrutiny Committee in January 2016. The Strategic Vision aligns well with the Manchester Strategy, which highlights Corridor Manchester as a major investment area for new jobs with a large proportion in the high-growth sectors. Corridor Manchester is particularly featured in the 'Thriving and Sustainable City' section which includes capturing the commercial potential of research and innovation – particularly in advanced materials and at key employment areas such as Corridor Manchester and Airport City. Specifically, Corridor Manchester's partnership has also been recognised within the Manchester Strategy *“We will also further encourage the networks within and between sectors, such as those that have been forged in Corridor Manchester and the Northern Quarter. The most innovative and successful cities are alive with connections and creativity brought about by people sharing ideas across traditional divides. Integration between public, private and voluntary sectors provides a rich opportunity for sharing learning and expertise. (Manchester Strategy, p31).”*

3.1 Economy

Corridor Manchester has a distinctive part to play in the city's role as an economic powerhouse with a GVA of £3 billion for the area, consistently accounting for 20% of Manchester's economic output over the last five years. Corridor Manchester has a strong employment base in high value-added and high growth sectors. The Business Register & Employment Survey (2014) shows that the workforce of the Corridor Manchester area is 63,000 an increase of 5% from the preceding year.

In Jan 2016 it was estimated that there would be £1.5 billion further investment in the five years to 2020, but now have increased this estimate to £2.3 billion. Notable developments include:

- Circle Square
- Contact theatre re-development
- CMFT Helipad
- Manchester Engineering Campus Development
- Graphene Engineering Innovation Centre
- Sir Henry Royce Institute for Advanced Materials
- Nuffield health (Hathersage Road)

3.1.1 Enterprise Zone

The Corridor Manchester Enterprise Zone (EZ) was launched in April 2016. The EZ encompasses the Central Manchester University Hospitals NHS Foundation Trust (CMFT) site on Oxford Road and Manchester Science Partnership's (MSP) Central Campus. Together these two sites comprise 10.6 hectares. The new status offers businesses moving in to the two sites a maximum of 100% business rate relief of up to £55,000 per year for up to five years and an on-site dedicated business support programme as well as the reinvestment of the uplift in business rates to bring forward development.

3.1.2 Health Innovation

Health Innovation has been a significant focus during 2016, led by Professor Jackie Oldham, Director of Health Innovation, raising the profile of Corridor Manchester at significant conferences and events. Highlights included a presence on the Health Innovation Manchester stand at NHS Expo in September 2016, involvement in the US roadshow which coincided with AdvaMed MedTech 2016 Conference in October 2016. Professor Oldham spoke on the topic of "Innovation Districts: Pioneering for Prosperity" at the International Economic Forum of the Americas in Montreal in June 2016. Jackie has been invited to Toronto Health Innovation Week as a consequence of the AdvaMed presence. Already as a consequence of the US roadshow, MIDAS have created a database of 96 new contacts across a range of companies from to SMEs interested in understanding more about the Corridor Manchester landscape and beyond.

3.2 Place

3.2.1 Spatial Framework

The Corridor Partners have been working together through the Transport & Estates Working Group and with colleagues in the City Council to develop a spatial framework for the Corridor Manchester area, which reflects how the 2015-2025 vision will be taken forward spatially. This report has been prepared with the assistance of Deloitte, and it is planned that this will be taken to the Corridor Board in February to seek approval before being ultimately presented to the Council's Executive

3.2.2 Transport & Travel

The delivery of the Oxford Road Bus Priority Scheme has been a key project during 2016 and the partners have met regularly with TfGM and Manchester City Council during both the design and delivery phases. The partners coordinate activity on sustainable travel, and run a very successful monthly cycle to work initiative that provides breakfast for staff cyclists and rotates throughout venues on the Corridor. The Sustainable Travel Group organised a successful Annual Cycle Event in June to coincide with national bike week and during 2016 have worked with consultants undertaking a review of the operation of the Number 147 bus (Oxford Road Link) which four Corridor partners jointly fund.

3.2.3 Low Carbon

Partners share best practice and work on matters of mutual interest. During 2016 the focus has been Environmental Management Systems and Adaptation and Resilience.

3.2.4 Smart Cities / Internet of Things

The Corridor Manchester area has, for several years been a focus on trialling and testing new technologies. Building on the experience of the EcoCities project, living labs and other initiatives, the area is now the focus for two significant projects (see below), both of which are led by Manchester City Council. The implementation of these projects within the area further enhances Corridor Manchester as an ideal location for business. In addition, the partners work closely with students and projects, including in 2016 projects with 6th Year Architecture students which featured in the end of year show.

Triangulum – a €24 million Horizon 2020 lighthouse project to demonstrate, disseminate and replicate solutions and frameworks for Europe's future smart cities. The project includes Manchester, Eindhoven and Stavangar as the three lead cities, with Manchester investigating Energy, Mobility and ICT. The Manchester portion of the project is delivered by Manchester City Council, The University of Manchester, Siemens, Manchester Metropolitan University and Clicks and Links.

CityVerve – the Innovate UK funded Internet of Things (IoT) City Demonstrator which was launched in July 2016 and is a two year, £16million

project to create a blueprint for Smart Cities worldwide. Delivered by a consortium of 21 organisations including Manchester City Council, Manchester Science Partnerships, the University of Manchester, Cisco, BT and other technology companies, along with Central Manchester University Hospitals Foundation Trust, TfGM and Future Everything the project has four key themes; Energy and Environment, Health & Social Care, Transport and Culture & Public Realm.

3.2.5 Culture

The cultural offer within the Corridor Manchester area complements the business, education and health assets. Together the partners support the Cultural Destinations project and have provided match funding to the project, which has been granted additional funding for 2 years from April 2017. Over the past four years the partners have also worked together on the Student Weekender, which has been an initiative to engage students with the cultural institutions on the corridor by the production of a weekend of art, science, music and cultural events and highlighting the venues offerings over one weekend.

3.3 People

The Corridor Manchester has a total of 72,000 students (Higher Education Students at the University of Manchester, Manchester Metropolitan University excluding Cheshire campus and the Royal Northern College of Music), and the talent is a phenomenal draw for companies wishing to locate in Manchester. There are currently 63,000 people employed within the Corridor Manchester area, with over half in knowledge intensive sectors. The partners recognise their impact in generating employment opportunities is considerable and deliver a series of initiatives to ensure that local residents can access employment.¹ The activities include work experience, volunteering, open days, supported placements, pre-employment programmes, apprenticeships, recruitment and skills academies which are bearing fruit. Of particular significance is the opportunity surrounding the construction developments with the substantial investments within the estates, highways network and infrastructure. The North West construction hub adds value, producing significant employment and training outcomes for Manchester residents.

3.3.1 Central Manchester University Hospitals NHS Foundation Trust

CMFT saw a record number of programmes delivered and employment outcomes delivered for residents living with Manchester. Overall 32% (Jan 2016) of the trust's workforce resides in Manchester Local Authority Area and 11% (Jan 2016) live directly in the local wards of Hulme, Moss Side, Rusholme, Longsight and Ardwick. CMFT have an excellent track record in delivering apprenticeships with 460 since 2011 with a 90% success rate. Plans are in place to double the numbers and include opportunities for administration and clerical together with the on-going trainee nursing assistants. During 2015, 97 people have been involved in the admin & clerical side

¹ Due to reporting cycles, the most recent data available for skills and employment is for 2015.

from the 5 local wards. The Supported Internship programme at CMFT has been in operation for over 6 years, with a 65% employment outcome rate for paid employment, with 93% retaining employment after a year. In 2015, five Pre-Employment Recruitment Programmes for approximately 100 local unemployed people were delivered by CMFT in clinical and non-Clinical areas. Since the start of the initiative in November 2012 240 local people have completed the programme, and of those 76% have accessed paid work, with the turnover of staff in the first year lower than for those recruited outside the programme.

3.3.2 Manchester Metropolitan University

Employing over 4,000 staff, Manchester Met is a major employer in the city of Manchester. In 2015 out of the 200 professional services staff appointed to permanent and fixed term roles 19.5% are from the M11-M19 target postcodes. In addition temporary staff are able to secure permanent roles through Aspire. The University's Workforce Apprenticeship strategy will see the creation of apprenticeships as part of its recruitment and workforce development strategies, and through new schemes to build on the success of the Bridging the Gap scheme for Special School pupils; and the Sector Skills Academy programmes aimed at local unemployed residents. During construction of Birley Fields project 44% of the Sir Robert McAlpine workforce was from GM and 43% of the total value of works contracted out went to sub-contractors with offices in Greater Manchester. Manchester Met has hosted a number of cohorts of the Hospitality/Facilities Skills Academy scheme. The programme involves an eight-week training programme where participants gain qualifications provided by Works Solutions combined with a two-week (12 hours per week) work placement at Manchester Met. Manchester Met expanded the scheme beyond catering hospitality to include the facilities side of the sector, with a Business Administration Skills Academy following the same pattern. Both skills academies have an interview component that seeks to provide valuable interview experience.

3.3.3 The University of Manchester

Social Responsibility is one of the University of Manchester's three key goals along with world-class research and outstanding teaching and student experience. A high priority is placed upon their role as an employer, supporting communities through the provision of skills training and creating pathways into sustainable employment, particularly for residents of communities which encounter high levels of worklessness. The University of Manchester has a workforce of 11,500 of which 54% are not directly engaged in teaching and research. 35% of the workforce lives in a Manchester post-code area and 39% live in Greater Manchester [excluding Manchester]. Through the Moss Side based employment and skills facility, The Works, the University of Manchester actively provide employment and skills support to Manchester residents. The Works has 7,251 registered users and we have delivered 19,032 individual advice and guidance sessions. Since March 2011, 3,546 people have been supported into work with the University of Manchester and other employers. 98% of the people who have secured work with our support were unemployed at the time. In 2013 the University won the national Times Higher Education Outstanding Contribution to the Local Community Award and in 2016 The Guardian Sustainable Business Award for its work with local communities on work

and skills. In 2016 the University launched a construction academy to support local people into the jobs that will be generated by the University's £1 billion masterplan, potentially generating more than 1,000 vacancies for unemployed people. The University of Manchester offers pre-employment programmes which prepare residents for employment in House Services, Hospitality, Administration and Construction. In addition to pre-employment training support is also offered with literacy and numeracy and IT skills. The University has an active apprenticeship programme encompassing training levels 2-7.

3.3.4 Manchester City Council

Manchester City Council ring-fence entry level vacancies for Manchester residents and ensure that the opportunities are promoted in neighbourhoods and communities across the City. Manchester City Council uses a competency-based approach for recruitment and provides pre-employment training and support to residents where necessary. Manchester City Council is working with other GM boroughs and the New Economy on developing the GM Public Sector Apprenticeship Programme in response to the Apprenticeship Levy and the Public Sector Apprenticeship Target outlined in the Enterprise Bill. A new initiative M-Futures provides higher-level Construction apprenticeships to complement the existing entry-level apprenticeships the council offers. In addition to apprenticeship posts, the council also recruits Graduate Trainees into specialist roles. Of particular note, and involving several Corridor cultural organisations, Manchester's Creative Employment Programme (CEP) began in 2013 and was delivered through a consortium of 24 cultural sector employers and led by Manchester City Council's Culture Team. Operating as part of a national Arts Council England funded programme, the Manchester consortium created 57 new entry-level jobs and apprenticeships for young unemployed Manchester residents in the cultural and creative sector.

4.0 Brand and Identity

In November 2015 a Board workshop was held to explore the merit in revisiting Corridor Manchester's brand. It was felt that as a partnership we had a wealth of assets which were not sufficiently promoted to put the area on the map globally. It was subsequently agreed that an agency would be appointed to support the Board in a brand redevelopment. A working group was formed to oversee this commission, chaired by Rowena Burns (MSP) and Jane Wentworth Associates were appointed. The first stage commenced in the summer of 2016, with stage 2 to be presented to the Corridor Board in February 2017. The finalisation of the brand and identity recommendations will assist the partnership in further prioritising the objectives with the Strategic Vision.

5.0 2016 Highlights

5.1 EuroScience Open Forum (ESOF)

Corridor Manchester was involved in a number of strategic interactions as a partnership, as well as the individual partners involvement in the great science share & public engagement. Corridor contributed to the dressing of the area, with banners on Oxford Road to complement the city-centre dressing, a media reception with the

key journalists and a Sunday Science Stroll to introduce the journalists to the Corridor Manchester area which included information on forthcoming developments as well as the incredible scientific heritage that the area features. Positive media coverage resulted from these events; in particular Bio Business Magazine is a Canadian publication that reaches an audience of around 35,000 biotechnology professionals.

5.2 Visits

Corridor Manchester has been delighted to welcome a significant number of visitors during 2016, and is anticipating further interest in 2017, as other city-regions look with interest in Corridor Manchester as an Innovation District. Visits to Corridor Manchester have taken place from several areas of China (including Wuhan, Benxi, Hubei and Shandong), Bavaria, Greater Oslo, Israel, Austria and Finland, which have helped to raise the profile of Corridor Manchester and the city.

5.3 MIPIM

Corridor Manchester was featured at the MIPIM Property show via Bruntwood's involvement in the Manchester Stand, with a presentation from two Board members; Chris Oglesby and Rowena Burns. An animation of the Corridor Manchester area was produced <https://vimeo.com/158929709#t=0> Promotion in the business press at that time sought to increase the awareness of the Corridor Manchester proposition to a property audience, including Circle Square as a key new development. Circle Square was featured during MIPIM via a panel debate with RIBA with Bruce Katz (Brookings Institution) as chair.

5.4 London Knowledge Quarter

During 2016 useful relationships have been made with London Knowledge Quarter, an organisation with a similar remit to Corridor Manchester for the Kings Cross and Bloomsbury area.

5.5 Manchester: Making the Modern City

Corridor Manchester sponsored the production of a book about the historical development of Manchester, which was launched in June 2016 at the Manchester Histories Festival. Corridor Manchester is thanked in the acknowledgements "Invaluable financial support for the publication has been provided by Corridor Manchester, an innovative partnership of knowledge-based public and private institutions based between St. Peter's Square and Whitworth Park, which recognized that the business of increasing growth and employment in the present and future ought not to be carried out in a historical vacuum."

6.0 Conclusion

Corridor Manchester's Strategic Vision is moving to implementation with key successes during 2016. There has been significant progress on brand and identity, which will guide the further prioritisation of objectives over the coming years. Once

finalised, the Spatial Framework will be a useful document to set out how the decade of opportunity will be realised. KPIs are being developed that will enable the Corridor to track progress in the future and these will be reported back to the Scrutiny Committee at a future meeting.

The completion of the Bus Priority works, Circle Square and other key developments with the scale of investment outlined means that the Corridor Manchester are will continue to be a driver of growth and development for the city region, competing on an international stage.