

**DECISIONS AGREED AT THE MEETING OF THE JOINT MEETING OF THE
GREATER MANCHESTER COMBINED AUTHORITY AND THE AGMA
EXECUTIVE BOARD, HELD ON FRIDAY 24 FEBRUARY 2017 AT WIGAN
TOWN HALL**

GM INTERIM MAYOR	Tony Lloyd (in the Chair)
BOLTON COUNCIL	Councillor Cliff Morris
BURY COUNCIL	Councillor Rishi Shori
MANCHESTER CC	Councillor Richard Leese
OLDHAM COUNCIL	Councillor Jean Stretton
ROCHDALE MBC	Councillor Richard Farnell
SALFORD CC	City Mayor Paul Dennett
STOCKPORT MBC	Councillor Alex Ganotis
TAMESIDE MBC	Councillor Kieran Quinn
TRAFFORD COUNCIL	Councillor Alex Williams
WIGAN COUNCIL	Councillor Peter Smith

JOINT BOARDS AND OTHER MEMBERS IN ATTENDANCE

GMF&RS	Councillor David Acton
GMWDA	Councillor Nigel Murphy
TfGMC	Councillor Andrew Fender
Joint GMCA and AGMA Scrutiny Pool	Councillor Angeliki Stogia

OFFICERS IN ATTENDANCE

Margaret Asquith	Bolton Council
Pat Jones-Greenhalgh	Bury Council
Geoff Little	Manchester CC
Carolyn Wilkins	Oldham Council
Steve Rumbelow	Rochdale MBC
Jim Taylor	Salford CC
Eamonn Boylan	Stockport MBC
Steven Pleasant	Tameside MBC
Theresa Grant	Trafford Council
Donna Hall	Wigan Council
Ian Hopkins	GM Police
Peter O'Reilly	GM Fire & Rescue Service
Bob Morris	Transport for Greater Manchester

Mark Hughes
Adam Allen
Liz Treacy
Richard Paver
Andrew Lightfoot
Cath Green

Manchester Growth Hub
Office of the Police & Crime Commissioner
GMCA Monitoring Officer
GMCA Treasurer
Deputy Head of the Paid Service
Greater Manchester Housing Providers
Partnership
Head of GMIST
GM Integrated Support Team
GM Integrated Support Team

Julie Connor
Sylvia Welsh
Paul Harris

13/17 APOLOGIES

Apologies for absence were received and noted from Councillor Sean Anstee (Trafford). Councillor Alex Williams was in attendance in Councillor Anstee's absence. Apologies were also received and noted from Mike Owen (Bury) and Jon Lamonte (TfGM).

14/17 CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS

There were no announcements from the Chair or any items of urgent business.

15/17 DECLARATIONS OF INTERESTS

There were no declarations of interest made by a Member in respect of any item on the agenda.

16/17 MINUTES OF THE JOINT GMCA AND AGMA EXECUTIVE BOARD HELD ON 27 JANUARY 2017

The minutes of the Joint GMCA and AGMA Executive Board meeting, held on 27 January 2017, were submitted for consideration.

RESOLVED/-

To approve the minutes of the Joint GMCA and AGMA Executive Board meeting, held on 27 January 2017 as a correct record.

17/17 FORWARD PLAN OF STRATEGIC DECISIONS OF JOINT GMCA & AGMA

Consideration was given to a report advising Members of those strategic decisions that were to be considered by the GMCA over the forthcoming months.

RESOLVED/-

To note the Forward Plan of Strategic Decisions, as set out in the report.

18/17 MINUTES OF THE JOINT GMCA AND AGMA SCRUTINY POOL HELD ON 10 FEBRUARY 2017

The minutes of the Joint GMCA and AGMA Executive Board meeting, held on 27 January 2017, were submitted for consideration.

RESOLVED/-

To approve the minutes of the Joint GMCA and AGMA Executive Board meeting, held on 27 January 2017 as a correct record.

19/17 GM JOINT SCRUTINY POOL'S TASK AND FINISH GROUP ON COMMUNICATIONS

Councillor Angeliki Stogia, Chair of the GM Joint Scrutiny Task and Finish Group, introduced a report which set out the findings of the recent GM Scrutiny Pool's Task and Finish Group on GMCA Communications.

Members noted that these findings had been reviewed and unanimously adopted by the GM Scrutiny Pool at its meeting on 10 February 2017. Scrutiny Members also requested that the report's findings and recommendations should be considered by the Joint GMCA and AGMA Executive Board, as the findings provided valuable insight into the way that the GMCA's work is perceived by internal and external stakeholders where, during this time of rapid change, effective and consistent communication is vital part of GMCA's relationship with GM residents.

Members also noted that some of the report's recommendations anticipate activity already being taken forward by the newly convened GM Communications Team. Councillor Stogia highlighted that it was hoped that the findings of the Task and Finish Group will inform thinking about the development of communications products for elected members and residents and be built into future work planning and decision making about GM communications.

It was noted that the GM Communications Team, overseen by the GMCA and the Deputy Head of Paid Service will ensure that the recommendations would be progressed and that further updates would be presented to the GM Joint Scrutiny Pool.

The Chair thanked the Task Group for its hard work on this issue.

RESOLVED/-

To agree and support the Scrutiny Pool recommendations as set out below:-

1. With regard to Leadership of GMCA Communications, GMCA agreed:-

1.1 To review the current leadership arrangements for communications as soon as possible to ensure that the GMCA's Lead Member and Chief Executive for Communications have the capacity to effectively oversee and drive:

- a. For the development of the GMCA's high level messaging.
- b. To refresh the GMCA's Strategic Communications Plan, with a draft version to be reviewed by Scrutiny Pool in March 2017. The plan should:
 - set out agreed principles of communication including a commitment to foster meaningful participation with a broader group of stakeholders and actively engage in the co-production of key messages. Thus allowing GM to benefit from engaging with a broader range of stakeholders and groups, some of whom may be overlooked or excluded by conventional methods of consultation and engagement
 - have clear objectives and milestones
 - set out the governance arrangements for communications
 - include commitment to develop and maintain a forward plan of proactive communications

1.2 To review the staffing and funding resources and those skills needed to deliver an expanded GMCA/Mayoral communications function, noting how the new integrated team will approach their dual responsibilities.

2. With regard to the Mayoral Elections and beyond

2.1 To agree to continue to provide Mayoral candidates accurate information about GM's key messages about the GMCA and devolution developed as part of recommendation 1.1 above (March 2017).

2.2 To commission a campaign that focuses on *'what devolution can do for you'* to harness public interest and provide opportunities:

- to engage the public in the democratic process;
- to dispel myths and misconceptions around devolution;
- to bring alive the possibilities for jobs and transport, health and social care.

and that this campaign should utilise the GMCA's emerging branding strategy and should be concise, highly visual, use plain language and deliver key messages on key policy areas.

2.3 To develop a 'Greater Manchester elects' website with full facts in plain English describing what the Mayor of GM and GMCA/AGMA each can do.

2.4 To provide briefings on the main policy areas of the GMCA's work including local examples to 'bring this work to life' to elected members, staff, residents and media outlets.

2.5 To develop and agree protocols for communications between GMCA and the

GM Mayor's office.

3. Member and staff engagement

- 3.1 To provide ongoing training and support to enhance member and staff confidence to communicate the devolution process (part of strategic communications plan)
- 3.2 To proactively engage elected members and staff of public services organisations in the development of GMCA's key messages for emerging policies/areas of work and the tailored communications products. To note that key milestones to be set out in communications plan.
- 3.3 To provide clear information to elected members, the public and communities of interest to show how they can provide input into policy-making and engage in the scrutiny/challenge the decision-making process.

4. Measure and describe success

- 4.1 To request that GMCA's communications team undertakes to co-produce with local communication teams (as well as TFGM, Fire and Rescue, Health, Police and Crime Unit etc.) a clear statement of what the GMCA communications team and locality communications officers should expect from each other in terms of effectively communicating GMCA messages in the localities, taking into account the recommendations of the Task and Finish Group.
- 4.2 To request that the GMCA's communications team develops a clear set of metrics to measure the success of the GMCA's communication strategy, building on the results of the Local Government Association survey.
- 4.3 To request that the GMCA's communications team undertakes to report back on this work to the GMCA Scrutiny Pool at regular intervals and note that the first report would be presented in March 2017.

20/17 APPOINTMENT OF CHIEF INFORMATION OFFICER AND CHIEF RESILIENCE OFFICER

The Chair advised Members that this item had been withdrawn.

21/17 GREATER MANCHESTER HOUSING PROVIDERS UPDATE

Councillor Richard Farnell, Portfolio Lead for Planning and Housing and Cath Green GM Housing Providers Partnership introduced a report which set out a detailed picture of the progress made and the proposed next steps across a broad agenda for collaborative working on our shared priorities for the newly renamed Greater Manchester Housing Partnership (GMHP). A copy of the first full GMHP Delivery Plan was appended to the report.

In welcoming the report, a Member highlighted that some housing developers did not have the same social values as housing providers and suggested that as well as the physical changes, the potential to include social objectives in new developments should be explored. A paper on this matter was requested.

RESOLVED/-

1. To note the progress made in taking forward the principles agreed in the MOU into practical cooperative work across a range of strategic issues as set out in the report.
2. To thank Housing Providers for their hard work on this matter.
3. That a report be presented to a future meeting regarding social objectives for Housing Developers.
4. To agree that a further update be presented in six months.

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