

Appendix 1: Summary of existing strategies and initiatives

Towards a More Inclusive Economy: Our Manchester Industrial Strategy:

Approved in September 2019 and aligned with the GM Industrial Strategy, the overarching vision was “boosting the city’s productivity alongside creating a more inclusive economy – an economy that all of our residents can participate in and benefit from”. The Strategy focused on three pillars: People, Place and Prosperity and was underpinned by a literature review, extensive engagement and input from the Inclusive Growth Analysis Unit.

- **People:** Equip residents and workers with the qualifications and softer skills that will enable them to access more opportunities. Interventions and programmes should prepare them for work and connect them with better quality work, including more initiatives that feature social value.
- **Place:** Ensure sustainable growth is achieved in key assets, including the city centre and around the Airport. Create the conditions that will deliver a more inclusive economy by investing in transport infrastructure, digital infrastructure and the environment. Although the Strategy is a citywide document, it is essential that it is converted into local actions by people with a detailed knowledge and understanding of place.
- **Prosperity:** Create higher quality job opportunities, including better pay, working conditions and flexibility, particularly within the foundational economy. Develop evidence based demand-side programmes, such as reimagining and repurposing buildings, to drive more inclusive economic activity.

Work and Skills Strategy: The Manchester Work and Skills Strategy 2022-27 was approved by Executive in June 2022. The Strategy sets out how we will use learning and employment to meet the Our Manchester Strategy vision of being a more highly skilled city, and how we will help create a more inclusive and zero carbon economy in Manchester where more of our residents are connected to our city’s success. The Strategy supports delivery of the Our Manchester Strategy themes as follows:

- Thriving and Sustainable – by supporting development and growth of a vibrant and more inclusive economy, and by ensuring that opportunities created in this economy are fair and of good quality.
- Highly Skilled – by ensuring there is support for our young people to be work ready and that there are opportunities for all our residents to learn and develop the skills they need to meet their own goals and ambitions.
- Progressive and Equitable – by supporting all our residents to thrive from a skills perspective, and by contributing to improved health and wellbeing by addressing some of the most significant social determinants of health.
- Liveable and zero carbon – by growing the supply of training opportunities that we need to transition to a zero carbon economy, and by promoting the opportunities this creates for our residents and businesses.
- Connected – by growing the supply of training opportunities that enable our residents to access services and employment in an increasingly digitised world.

Powering Recovery: Manchester’s Economic Recovery and Investment Plan (Powering Recovery) identified a long-term investment programme of circa £800m with projects structured under the People, Place and Prosperity headings to align to

the Our Manchester Industrial Strategy. The Plan also highlighted four key areas to power the city's economic recovery from the COVID-19 pandemic by creating new jobs at all levels and acting as a catalyst to further investment and levelling up. The four strategic areas of investment are North Manchester, Net Zero, Innovation and Manchester City Centre Infrastructure and Place Making.

Future Manchester; an Economy Built on People, Place and Prosperity: This document sets out the direct and indirect benefits of the latest development schemes in the city particularly over the next 2 years. Each development is summarised with personal testimonials where relevant along with the benefits it will generate which include: social value, apprentices, jobs created, council tax and business rates revenue, visitor economy, gross development value and the value of direct investment in the city. In summary:

- the planned new developments have a gross development value of close to £2billion
- construction work will support over 15,000 jobs over three years, and support 5,000 jobs per annum in the construction industry.
- commercial space with the capacity to accommodate more than 13,000 jobs will be delivered, allowing businesses to be accommodated in new modern well-ventilated and low-energy office space, supporting a new wave of company growth, new start-ups and inward investment.
- residential development will provide homes for sale and rent across a range of sizes, including high-demand studio and one-bedroom apartments for an incoming workforce, and new housing accommodating 8,000 people. Other benefits, such as for the construction supply chain, will benefit businesses across the North West, while new business rates will be invested in bringing forward new regeneration opportunities.

Social Value Policy: The Council's Social Value Policy was refreshed in 2021 and the priorities included maximising new job creation, supporting unemployed residents to re-enter work, ensuring that 'good employment' (e.g. Real Living Wage) is central to any opportunities. A set of priority groups for targeting social value were agreed in 2017 which included children and young people (especially NEET and care leavers), long-term unemployed, disabled people, older people and vulnerable adults. This list has been reviewed in light of the impact of the pandemic and also wider work within the Council around equality and diversity. The new Social Value Policy makes the following changes:

- Black, Asian and Ethnic Minority residents added as an additional priority group.
- For all groups, there should be a focus on paid work within occupational areas with good post-COVID prospects and high quality training relevant to future job growth.

Living Wage City and Anchors: Anchor institutions have long been recognised as playing a key role in promoting a more inclusive economy and tackling poverty given their size, budgets and the fact that they are rooted in a place. Pre-pandemic, a series of breakfast events aimed at promoting social value objectives were organised over an 18-month period with a group of key anchor institutions in the city. The group of anchors comprised businesses and organisations from across the statutory, public, private, voluntary and community sector who are all leaders in their respective fields

and who consistently demonstrate leadership in tackling the issue of low pay and social value more broadly.

To build on the work undertaken with the anchors group and harness their power, a cross sector Manchester Living Wage Action Group was established. The Manchester Anchors Pilot Group and its ambition to lead Manchester's plans to become a Living Wage Place was officially launched in September 2021 demonstrating the highest level of political commitment to this agenda. The Living Wage Foundation formally recognised Manchester as a Living Wage Place in October 2022 and a ceremony was held to mark this accolade during the 5 October Full Council Meeting.

Housing Strategy 2022 – 2032: Adopted last year, the housing strategy sets out our long-term vision for how we will build the homes that people want and need. It includes four principles:

- Increase affordable housing supply and build more new homes for residents
- Work to end homelessness and ensure housing is affordable and accessible to all
- Address inequalities and create neighbourhoods where people want to live
- Address the sustainability and zero carbon challenges in new and existing housing.

The strategy commits to building 36,000 new homes including 10,000 affordable homes.