

Response ID ANON-1MPU-UMHS-Z

Submitted to **Developing Good Jobs and Growth: Greater Manchester's Local Industrial Strategy**

Submitted on **2018-11-25 23:27:12**

Focus of the strategy

1 Do you agree or disagree that we have identified the right focus for the Greater Manchester local industrial strategy?

Agree

Please explain your answer:

Generally yes. The two objectives stated are not particularly distinctive. It would be good to see alongside mention of inward investment and growth sectors, the words "inclusive growth" and specific mention of developing the local economy of towns and places. Both clearly stated in the GMS. Also mention of our very large, diverse and connected VCSE sector as a strength of the city-region, and of a social enterprise strategy as a key component of more inclusive growth. We can recognise the constraints of a document jointly owned with government but could we be a bit stronger?

2 What is the most important thing our local industrial strategy should focus on?

Gaps in focus :

Ensuring all citizens and places can share in the benefits of growth. This would mean a stronger emphasis on the USPs of places and on the voluntary sector, community development, social enterprise, mutualism and the development of the social economy ecosystem (as outlined in Andrea Westall's paper on GM)

Supporting our globally competitive strengths

3 Do you agree or disagree that these are the globally competitive strengths around which we should build our local industrial strategy?

Agree

4 Are there any other economic strengths or sources of international competitiveness around which we should build our local industrial strategy that haven't been mentioned?

Gaps in global strengths:

As stated above - an unusually strong, diverse and well-connected VCSE sector (i.e. citizen-led activity) which can be built on further

5 What support is needed to enable our globally competitive strengths to realise their full potential?

Please explain your answer:

Presumably it would be most helpful to gain further devolved powers especially over taxation, the welfare system and the education system

Strengthening the foundations of our economy

6 People – getting the best out of our people and providing a pipeline of skills to meet the needs of the economy

More employer involvement in developing school, college and university curriculums, Ensuring residents have the basic skills required to access work., Raising awareness of the benefits of a diverse workforce.

Please explain your answer:

Our experience with Talent Match (working with businesses and very NEET young people), Ambition for Ageing (again working with businesses re enabling older people to be economically active), a range of programmes for social entrepreneurs from minority backgrounds (especially women and BME) - we are increasingly certain of the importance of 1) employers raising awareness and raising the aspirations of people 2) employers altering their recruitment policies and offering more flexible work 3) opportunities to experience the world of work in a supported way 4) the development of "soft" (transferable) skills such as people skills, team working, resilience, readiness to learn rather than qualifications (except at a very specialist level)

The GM workforce including public sector workforce and especially better paid jobs in public and private sectors does not reflect the diversity of GM, yet all the evidence is that more diverse workforces give employers a competitive advantage.

We should be seeing the diversity of GM as one of our strengths.

7 Ideas and innovation ecosystems – spreading innovation across the city-region

Investing in the skills which will drive innovation., Changing how the public sector procures goods and services., Providing financial incentives to encourage firms to invest more in R&D.

Please explain your answer:

Responding to this with reference to voluntary organisations and social enterprises, which are also businesses.

Procurement is a major issue for many established charities and social enterprises; current systems have many perverse consequences, taking capacity and resources away from GM and generating minimal social value.

Our VCSE sector is a huge strength to GM; it operates within specific legal and cultural constraints so requires specific investment - however this enables very high levels of added value - funding from outside GM, bottom-up wealth creation in disadvantaged places with by disadvantaged citizens, volunteering time, community resilience and connectivity etc etc

8 Infrastructure – ensuring that our infrastructure is resilient and supports inclusive growth

Public transport, Ubiquitous high speed fibre broadband, Housing stock

Please explain your answer:

Marking those we seem to have least of just now - though the rest are important and need building on.

The absence of this infrastructure impacts poorer people the most, and creates barriers to their participation in the economy.

9 Business environment – enabling business and social enterprise to thrive and capitalise on new and emerging global opportunities

What practical steps could we take to better support businesses in Greater Manchester?:

As highlighted by the Mayor at the recent "Social Enterprise Summit", a social enterprise support and development strategy needs to be seen as an important component of the Local Industrial Strategy.

We would also like to see acknowledgement of the need to develop and strengthen the "social economy eco-system" (as outlined in Andrea Westall's paper on GM). This includes the existing VCSE sector (which is unusually well connected and mature), but also much more - the additional social benefits created by businesses, public and anchor institutions, the "neighbourliness" of citizens, the emergence of worker-owned co-operatives, the important role of community owned housing, energy etc. The existing social economy is a particular strength of GM we could build on.

ranking business environment - • Artificial Intelligence and data: putting Greater Manchester at the forefront of the digitalisation revolution.:

3

ranking business environment - • Ageing society: harnessing the power of innovation to help meet the needs of an ageing society.:

1

ranking business environment - • Clean growth: maximising the advantages for Greater Manchester from the global requirement to decarbonise.:

2

ranking business environment - • Future of mobility: becoming a world leader in the way people, goods and services move.:

4

Please explain your answer:

Anywhere in the UK which can solve the challenges of how to tap into the talents and experience of older people, to benefit the economy both directly and indirectly (through involvement in civil society, VCSE etc) and thereby reduce the damages of social isolation and of poor mental and physical health - will have a huge competitive advantage. It will also benefit citizens, whether old or not.

GM is a very rural city with many natural assets - again, we are better placed than most in the UK to maximise green energy, reduce travel, develop better homes etc

10 Place – all parts of Greater Manchester contributing to, and benefiting from, growth

Our town centres, Other

Please explain your answer:

Clearly many of those at the top of the list are important.

To create inclusive growth we need to understand the specific assets in town centres and similar non-economically thriving places, and develop them. Not everyone can travel to the hot spots for jobs.

"Other" - "third spaces" - places in common ownership (i.e. neither the home nor the workplace) where people go and mix with others not part of their own family, friends and colleagues. These are vital to reducing social isolation (Ambition for Ageing) reducing tensions between groups, increasing community cohesion and resilience, encouraging citizenship. They include some parks and green spaces but also community centres, youth clubs, public squares, allotments, some church halls, some schools

How can we ensure that residents from all communities in Greater Manchester are able to access skills and good jobs?:

By a) understanding (by asking them) what the barriers are to them accessing these now - and addressing the barriers and b) by tackling known barriers such as people being unable to travel to a workplace (health, caring, mobility reasons) and needing flexible work or home-based work; affordable, accessible and appropriate public transport; culturally appropriate opportunities (such as for some BME communities); the high cost of poverty (time and energy) which prevent people moving up the ladder; personal confidence and aspirations; prejudice and poor recruitment practices; poor quality depersonalised training; lack of knowledge of what is available; stigma of apprenticeships etc

Final thoughts

11 All things considered, to improve economic performance in Greater Manchester, which of the following options are most important?

Please select two most important

Other

Please explain your answer :

Not possible to pick two - these are all important

In our view, given that many of these will be addressed anyway, the two other things that would give the biggest boost to making the economy more inclusive, and realising the potential of more citizens, would be 1) a robust social enterprise strategy and action plan and social economy ecosystem (for all the reasons outlined in the SE vision and Westall's analysis); and 2) the ability for GM to set local taxation policy, raise and retain more tax locally and tax the profits made in wealth generating centres to distribute the benefits more fairly across the the city region which supports them.

Probably not much chance of the second, but please let us do the first

12 We plan to agree our local industrial strategy with Government by March 2019, and then produce a delivery plan. How could you, or your organisation, contribute to delivering an ambitious local industrial strategy for Greater Manchester?

Please explain your answer:

By continuing to act as a co-ordinator of voluntary action by people from all sectors and as the hub of communications networks and leadership for the VCSE sector.

Continuing to carry out robust research and exploration about what citizen-led activity can contribute to social and economic inclusion, and broker collaboration across all sectors undertake practical action-research to test new ideas and approaches.

Continuing to build the social economy eco-system and provide support for the social enterprise movement.

[see also GMCVO strategic plans and proposal to GMCA re current grant funding]

13 Is there anything else you would like to tell us about the development of the Greater Manchester local industrial strategy?

Please explain your answer:

It is disappointing that the VCSE sector has been included in the research programme so far. Because our sector has never been included in analyses of the economy, it is never included! Yet it is a major contributor to the economy, a major employer, a generator of primary wealth, brings funds into the city region, enables volunteering worth nearly £10m pw (1.1m hours pw at living wage). It is also strong in particular economic sectors which don't necessarily correspond with biggest growth sectors for whole economy, but disproportionately benefit citizens and communities who are disadvantaged, excluded or disconnected from the mainstream.

Happy to discuss any of the responses to this consultation in more detail

About you

14 Are you responding with your own views or on behalf of an organisation?

On behalf of an organisation or business

Organisation name:

GMCVO - but NB also collaborating on a joint response with VCSE leaders

15 Which sector does your organisation operate in?

Not-for-profit sector

16 Which industry does your organisation operate in?

Other

17 Which geographical area does your organisation mainly cover?

Greater Manchester

18 How many employees does your organisation have?

10-49 employees

19 Greater Manchester Combined Authority would like to keep in touch with you as we develop our local industrial strategy. This would include occasional emails, such as when we consult on the draft strategy and when the final strategy is published. Your email address will not be used for any other purpose, or passed to anyone outside the Greater Manchester Combined Authority. If you would like to receive this information, please provide an email address in the box below.

Email address:

alex.whinnom@gmcvo.org.uk

20 How did you hear about this survey?

Email from Greater Manchester Combined Authority

21 Lastly, we would like to publish a summary of the responses that we receive through this consultation, so that we are open and transparent about how feedback has influenced our plans.

Yes, you can publish my full response