

Greater Manchester Economic Growth Conference

Conference Report

Tuesday, 2nd October 2018
Manchester Central,
Manchester

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Foreword



Keith Griffiths,
Managing Director,
Built Environment
Networking

We have been delighted to liaise with the Greater Manchester Combined Authority to shape the agenda for the inaugural Greater Manchester Economic Growth Conference which had over 350 attendees from a plethora of great organisations; I must start by extending my thanks to Simon Nokes and his team in Manchester for being readily available for consultation.

Manchester and its surrounding towns are undergoing a development renaissance with a myriad of exciting schemes and projects costing billions of pounds, led by some of the nation's best developers. The conference heard from many of the personalities behind these exciting builds. This exclusive insight undoubtedly helps our delegates shape future planning and investment decisions.

One of the liveliest sessions of the day was our no-holds barred debate surrounding Education and Skills where our team were able to bring together a unique panel featuring Higher and Further Education leaders, private sector employers and blue chip HR specialists to talk candidly about skills shortages, diversification of the construction sector and retainment of

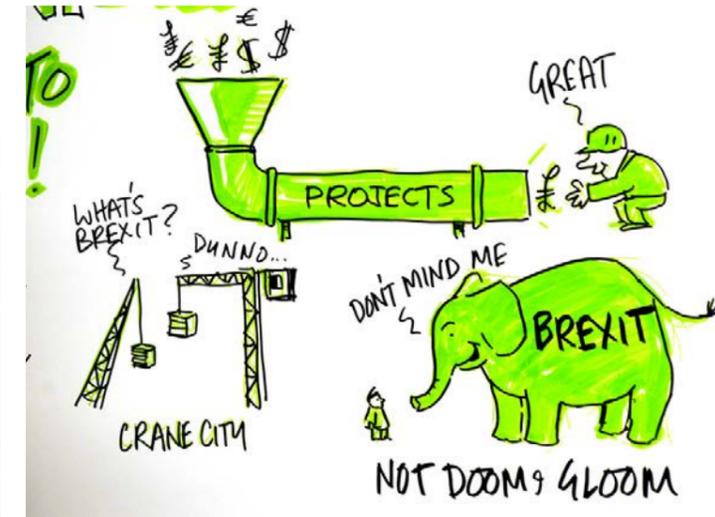
talent within the north west. The discussion was even more satisfying as we had invited fifteen final year college students from different colleges within the combined authority catchment, so they could network and seek potential employment opportunities.

In one of the most interesting sessions we have hosted in any UK city to date we had seven of the biggest infrastructure providers delivering quick-fire presentations setting out their medium-term ambitions to support economic growth in Greater Manchester. We are delighted that as our brand strengthens, more and more of the UK's biggest names are wanting to speak at our events.

As the North West evolves, Built Environment Networking aims to be a driving force for the conversation with a series of evening events and the second Greater Manchester Economic Growth Conference currently scheduled for 27th November 2019. If you would like to get involved in the event please do not hesitate to contact me directly.

Best wishes,
Keith

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From the Keynotes



Professor Luke Georghiou

Deputy President and Deputy Vice Chancellor, University of Manchester

[@OfficialUoM](#)

Manchester University has launched an international search for a partner to develop its North Campus.

Professor Luke Georghiou, who is also deputy vice-chancellor of the university, said during the opening keynote presentation at the Greater Manchester Economic Growth Conference that feedback from agents suggested development has the potential to be the most valuable in the country.

Manchester University is proposing the new campus for an 11.8 hectare (29 acre) site by Sackville Street, which is adjacent to Manchester Piccadilly rail and Metrolink stations.

The university wants to use the site to create a research and business campus, which will attract the world's major technological companies, Georghiou said: "We don't want it to be straightforward commercial development or a purely academic development."

The university is currently developing the government-backed Graphene Engineering and Innovation Centre (GEIC) to exploit the research into the cutting edge, lightweight material which was pioneered by Manchester.

The development of the campus would help achieve the university's goal of becoming the North of England's 'Innovation Powerhouse'. Georghiou said.

And the city's highly-skilled digital savvy graduates are already attracting inward investment, he added, pointing to the decisions by GCHQ and JLR to locate in Manchester.

THEY WANT THE RIGHT KIND OF PEOPLE, YOUNG AND IT SAVVY, WHO ARE NOT FOUND IN HUGE QUANTITIES IN CHELTENHAM.

The city is also seeking to harness the university's strengths in the biomedical sciences, including genomics, and its leading position as a centre of clinical trials.

The devolution of responsibility over health and social care to the Greater Manchester Combined Authority threw up a fresh set of opportunities in the medical sciences field, Georghiou said: "This gives opportunities where a single trust is too small and the health service is too large."

And the university is seeking to capitalise on Manchester's strengths in advanced digital and cyber security, which has been further bolstered by GCHQ's decision to locate in the city.

He said the university, which was founded in 1824, has largest university estate in the UK higher education sector with 240 buildings spread over 270 hectares.

And it is involved in 40 Prosperity Partnerships set up under the umbrella of the government's Industrial Strategy, more than any other university.



Jenny Oliver

Managing Director, Biora

[@BioraEnvCons](#)

Jenny Oliver, managing director of Biora, used her keynote presentation to showcase the north west-based environmental consultancy's work helping to create a new village in Scotland - and how it can be a blueprint for sustainable development in Greater Manchester.

Bishopton is located 15 miles from Glasgow, near the Firth of Forth. The four sq mile site of the development was a former Ministry of Defence factory set up in the 1940s to manufacture cordite, she said: "It's about as contaminated a site as you will find in the UK."

At its height of its activity, the explosives factory employed 20,000 workers across around 1,000 buildings. Oliver said the site had gradually fallen into disrepair to create a 'haunted landscape' that 'desperately needed regeneration'.

But while the site's manufacturing history had left it heavily contaminated, it boasted a wealth of wildlife. This included 60 badger setts hosting 12 clans, three bat roosts and a single pair of breeding otters.

Just over 4,000 homes have been built, creating a village from scratch.

Local residents were keen though to ensure new jobs were created to help stem the outflow of young people from the area looking for jobs.

The development includes employment space for 2,000 jobs with more due to come on stream in two new commercial zones, she said: "It's a sustainable community where people will be



able to find jobs." And Oliver said the development had proved that it is "possible to create economic growth and environmental gains."

The number of breeding otters has increased to three, there are nine more bat roosts, and ospreys has been sighted over Bishopton.

She paid credit to the support offered by Scottish Natural Heritage and Renfrew council. In particular, she said the consultancy had enjoyed buy in at a senior level at the aerospace company BaE.

"We are a city of firsts" she said referring to computing, the Suffragette movement and public lending libraries, all of which originated in Manchester.

AS A CITY WE ARE GOOD AT INNOVATING AND WORKING OUT WHAT NEEDS TO BE DONE AND HAVING THE VISION, CONFIDENCE AND WORK ETHIC TO GET THINGS DONE.

Housing

Panel Members:



Sebastian Tibenham
(Co-Chair)

Executive Director for
Planning, Pegasus Group
@pegasusgroup



Emily Hall
(Co-Chair)

Economic Analyst,
Pegasus Group
@pegasusgroup



Tom Bloxham

Chair,
Urban Splash
@urban_splash



Duncan Sutherland

Regeneration Director,
Sigma Capital
@SigmaCapitalPLC



Peter Bojar

Executive Director Growth
and Assets, Great Places
Housing Group
@MyGreatPlace



Michael Dong

Group Chief Executive,
Investar Property Group
@InvestarGroup

WIDESPREAD CALLS FOR SOCIAL HOUSING PRIORITISATION

Tom Bloxham has branded the way the UK provides social housing as 'fundamentally flawed' because it drives up home price inflation.

The Urban Splash founder and chairman criticised social housing policy at the Developers session. He said: "We believe that the basic way of providing social housing is fundamentally flawed and fuelling house price inflation. The bigger the proportion of social housing, the more prices go up."

And the stark divide between affordable and private tenures risked exacerbating social divisions with Bloxham saying: "We are producing a segregated society, poor people living on one side of the tracks and other. Better societies have a much wider ranges of tenures."

THE REALLY ACUTE NEED IS FOR LESS WELL-OFF WORKING PEOPLE.

Bloxham, who made a name for himself as one of the pioneers of Manchester's urban regeneration, said that Urban Splash aims to expand the output of its modular home range from the hundreds to the thousands. And there is a public appetite for better quality new homes, he said: "Our houses keep on going up in price but don't get any better. We want to create something relatively cheap to build and flexible to design."

Bloxham said the company's modular range is already on site in Birmingham with plans to roll it out on Urban Splash's developments in Milton Keynes and Merseyside. He told delegates that the company is partnering with Alumno on providing student housing at its project to regenerate Park Hill in Sheffield as well bringing forward a fresh phase of 300 private rented sector units and a £21m arts centre at the grade I listed former council estate.

In Bristol, Urban Splash has just launched the Copper Building, which is the first phase of its scheme to regenerate the former Imperial Tobacco factory.

And at Bradford's Lister Mills, the regeneration specialist is fitting out new roof pods, which will be launched later this year.

Bloxham said the first flats to sell at its Avro development for older 'last time' buyers had been the biggest properties, which are located on the top floor.

He said that the company had cut the size of typical loft flats in the development from 5,000 sq ft to 3,000 following its agent's advice that the larger units would not sell.

Sigma Capita is planning to conduct another fundraising exercise this year for its PRS REIT (real estate investment trust), its regeneration director revealed during the Housing session.

Duncan Sutherland, said that the first two subscriptions by the family private rented sector housing provider's REIT, already raised £650m of its £1bn target and must go back to the markets this year. He said that Sigma, which has let 2,500 properties over the last two and a half years with another 1,700 under construction, aims to use the funds raised to build 10,000 dwellings.



He said Sigma's homes are supplied through contracts with housebuilders, including Countryside which has a contract to supply 4,000 homes over the next five years.

Sigma is able to let homes out five times faster than private developers are typically able to sell, he said: "From a regeneration point of view we can go on a big site and develop 150 homes very quickly."

Great Places Housing Group has set up a modular housing partnership with other northern associations, the event heard.

The Manchester-based social landlord runs its own contractor framework but is looking at off-site building due to frustration with traditional methods, said Peter Bojar, its executive director of growth & assets: "We are flogging a dead horse with capacity in the construction industry."

EVERYBODY IS STRUGGLING WITH TRADITIONAL BUILDING PRODUCTION METHODS. WE FEEL IT'S BROKEN, PROBABLY IRREPARABLY.

Retaining talented staff is a 'never ending issue' even after revamping the group's apprenticeship and graduate traineeships, he said: "We've been seen as a centre of excellence and people keep nicking staff because we train them well." Bojar added that the way to address the issues around skills gaps is to do 'something very, very different'.

The group, which currently manages 19,000 homes in the north west and Sheffield, is under pressure to ramp up delivery after recently committing in its corporate plan to deliver 8,000 new homes by 2028. This equates to a 20 to 25% increase on its current delivery rate of 450 to 750 homes per annum.

Part of the increased output will be achieved through the group's new strategic partnership with Homes England, which will deliver 750 additional affordable homes and extends Great Place's relationship with the national housing agency until 2028.



Bojar said that Cube, Great Places' commercial market sale and private rented subsidiary, is due to complete 75 homes in 2018/19 and has 243 dwellings in the pipeline. He said the group is targeting around 200 sales per annum with 179 starts already lined up in 2019/20.

And while wider potential exists for joint ventures, such as its partnership with Countryside Properties, the group's commercial activities would continue to be underpinned by its social ethos, Bojar said: "Not for profit development will be core but supported by for profit development."

Michael Dong, group chief executive of the Investar Property Group, told delegates that its Kings Dock new build project in Liverpool's Baltic Triangle had been sold 100% off plan in September to investors from all over the world.

He said Hilton Gardens Inn has signed an agreement for the scheme's 108 hotel rooms and to manage the wider estate, where there are plans for another 125 units.

Dong said Investar is looking to complete in just over a year's time a 58-property scheme, which it is developing with housing association Places for People near Media City in Salford. He said that the height and density of the mixture of houses and apartments had had to be reduced and the parking provision increased.



Sustainable Development Presentations

Panel Members:



Jenny Oliver (Chair)

Managing Director, Biora

[@BioraEnvCons](#)



Naisha Polaine

Deputy Director of Projects (Regeneration & Infrastructure), Department for International Trade

[@tradegovuk](#)



Jessica Bowles

Director of Strategy, Bruntwood

[@Bruntwood_UK](#)



James Heather

Development Director, U+I

[@uandiplc](#)



David Hodgson

Regional Head of Strategic Development, CEG

[@CEGLtd](#)



John Hughes

Managing Director, Ask Real Estate

[@Embankmentmcr](#)

DEVELOPER HAILS HEALTHY MANCHESTER COMMERCIAL MARKET

Demand for Manchester city centre commercial property is at a three-year high, one of the north west's leading developers has claimed.

John Hughes, managing director of Ask Real Estate, said: "Over the last two to three years we never been this scale of requirements in terms of square footage or profile of companies looking to locate into central Manchester or Salford. And while the earlier Spinningfields development had seen large professional and financial services occupiers move from other parts of the city centre, Manchester and Salford are now attracting businesses from other parts of the region."

As an example, he told the Sustainable Development session that Autotrader magazine had chosen Manchester when concentrating its 600 staff in one place.

Hughes said there is a further 1m sq ft to deliver over next ten years at Ask's First St regeneration of the former former Gaythorn gas works, which the company has spent £8m decontaminating. He said Ask has been working with Manchester council to increase the massing of the scheme's office design while increasing the amount of green space,

The next phase of the scheme will feature triple height reception space, ground floor coworking space and 163,000 sq ft of offices on the upper levels. And while Brexit is a concern, it is not figuring high for the businesses on Ask's enquiry schedules, Hughes said: "Brexit is not relevant to business critical decisions."

David Hodgson, regional head of strategic development at CEG, said the Yorkshire-based developer had raised new funding from Swedish investors since the EU withdrawal vote.

He said: "They are keen to continue to invest and we've not seen any reticence about looking at opportunities for growth in regional centres.



WE MIGHT GET MORE RESTIVENESS AS THE DATE APPROACHES BUT BELIEVE THERE IS INHERENT DEMAND WHICH IS NOT GOING TO EVAPORATE NEXT MARCH.

He also told delegates that the company has just submitted a planning application for the redevelopment of 20-36 High Street Manchester, which is opposite the Arndale Centre.

Hodgson said CEG hopes to secure consent for by the end of this year for its £79m scheme to regenerate what he described as a "nasty 1970s building not sited to modern occupational requirements."

Under the plans, which have designed by award-winning FCBStudios and inspired by Sunlight House, it will be replaced by a mixed-use development containing 361

apartments above a double height, glazed ground floor plaza housing 10,000 sq ft of cafés, restaurants and shops.

He said the plans also involve creating a new public square ringed by food and beverage outlets, creating a "much needed area of new public realm in Manchester city centre" that would open up new routes between the High Street and the city's Northern Quarter.

Hodgson said the company had increased both take-up of space and rent levels at its Exchange Station and 196 Deansgate schemes in Liverpool and Manchester. He said that when the buildings had been acquired they were only 35% let. But after undertaking a major refurbishment and installing new management, Deansgate is now nearly fully occupied.

And at Exchange, rents have climbed by £5 per sq ft and the building is now 90% let, Hodgson said: "Active management has really moved things on: the locations and buildings were fundamentally great."

Hodgson said CEG's Stakehill industrial estate in the north west is also now fully let, up from 30 to 40% when the company acquired it.

At its Crown Fields scheme outside Chester, he said CEG has secured planning permissions for almost 1,000 new homes, 5,500 sq m of employment and retail space and a new primary school.

The homes on the former 120-acre former Ministry of Defence site are being brought forward by Taylor Wimpey, Redrow, Elan and Bovis, with the latter delivering shops and services.

And CEG will offer the second phase of its scheme at High Bartle, located to the north west of Preston, to market next year. Hodgson added that the 300 to 350 homes on the 100-acre site could be broken up into small lot sizes. The 350 home first phase is being delivered by Morris Homes.

Manchester needs to improve the quality of its city centre social infrastructure, such as doctors' surgeries, schools and parks, said James Heather, development director of U+I. "Over the last ten years, the city has changed hugely. We probably need to play catch up on social infrastructure: people need to live in a place not just exist."

Hopefully we are able to deliver really good quality homes and offices and we need to back that up with more quality infrastructure. He said U+I hopes to secure funding, contractors and planning consent within three years for its Mayfield regeneration project next to Piccadilly station where it also aims to have delivered Manchester city centre's first park by 2020.

Naisha Polaine, head of UK Projects at the Department of International Trade's capital investment team, told the event that Greater Manchester has a head start over many other English regions:

“YOU DON'T HAVE THE PROBLEM THAT MANY PLACES HAVE: THE CHALLENGE THAT NOBODY HAS HEARD ABOUT YOU SO CAPITALISE ON THAT INTEREST”

There is 'no shortage of interest' in Greater Manchester, where the team has helped to facilitate £3bn of international investment over the last three year, Polaine said: "There is a lot of capital and we don't see that going away."

She said the institutional and large private investors, which her team works with, typically want large scale investment proposals generating returns of 6-8% including an income.



Education and Skills

Panel Members:



**Sean Fielding
(Chair)**

Leader, Oldham Council
@OldhamCouncil



**Professor
Craig Gaskell**

Chef Executive and Principal,
University Academy 92
@UA92MCR



Anna Dawe

Principal,
Wigan and Leigh College
@wiganleighcol



**Professor
Helen Marshall**

Vice Chancellor,
University of Salford
@SalfordUni



Sally Lister

Director,
POPHOME
@POPHome1



Elaine Billington

Director of HR Operations,
United Utilities
@unitedutilities

NEW UNIVERSITY ACADEMY AIMS TO TAP SECRET OF 'CLASS OF 92'

The new University Academy being set up by Manchester United FC's 'class of 92' aims to learn the lessons of the club's golden era, the institution's chief executive has said.

Craig Gaskell, who is also the principal of University Academy 92, told the Education and Skills session that students would learn a set of 'fundamental life skills' each year alongside their academic curriculum.

He said this approach was partly inspired by how Man U's former manager had moulded a group of young players into the nucleus of the team that dominated English football for more than a decade.

Gaskell said: "This was a set of people with great talent but under Sir Alex Ferguson these very talented young people were taught how to develop their character to handle massive pressure. There was something more fundamental than being a great footballer."



The University Academy would also take lessons from how the independent school sector fosters self-confidence, he said: "They take children that are not necessarily brighter but they are confident and can communicate better. It's essential we develop that confidence and ability to be in the work place."

Professor Helen Marshall, vice chancellor of the University of Salford, said it is offering industry internships of two weeks plus to help equip its students for the workplace.

And giving students 'live briefs' to do rather than writing a dissertation was a 'win-win' situation for both the students and industry, she said: "You guys get free consultancy and students get to apply knowledge in real industrial situations."

WHEN THEY GRADUATE THEY WILL HIT THE GROUND RUNNING.

Pointing to analogies between this approach and how medical students receive hands on experience throughout their courses, Marshall said: "They go on the ward and know how to apply knowledge because throughout the medical degree they were working in their industry."



She said that Salford, a fifth of whose students have come through the BTEC route, develops young people from all types of backgrounds.

But Marshall admitted it is a challenge to instil young people from non-academic home backgrounds with the confidence that they can flourish in higher education.

UNIVERSITIES AND HIGHER EDUCATION CAN'T SOLVE IT ON THEIR OWN. YOU HAVE TO GO BACK FURTHER IN STUDENTS' LIFE CYCLE TO PRIMARY SCHOOLS TO MOTIVATE AND GIVE STUDENTS CONFIDENCE. IT MAKES THEM WORK A BIT HARDER.

Anna Dawe, principal of Wigan & Leigh College said that one of the challenges she faces is persuading young people to

train in the town rather than go to the bright lights of nearby big cities.

THE REALITY IS CAREERS ARE HERE FOR THEM. OFTEN THEY COME TO CITY CENTRE LOCATIONS AND FIND THEY WHAT THEY ARE LOOKING FOR IS NOT THERE AND END UP DISAPPOINTED.

She said that through the 'GM Bridge' initiative, where employers can sign up to work with schools and colleges in their region, young people can see range of careers on their door-steps. In addition, she said Wigan has a strong tradition of apprenticeship training.

But while the college has strong take-up for its construction level 3 apprenticeships, more needs to be done to ensure that young people are equipped for working in the industry, Dawe said: "A lot of young people don't make it into the workplace because they don't have the right qualifications that the employer actually wants."

She said the new apprenticeships standards that the government is currently developing, which employers have a bigger hand in shaping, aims to remedy this problem. She also pointed out that those taking the new T-levels will have to be on placements for one to two days per week.

Sally Lister, director of POPHOME, said construction apprenticeships needed a shake up and that young people had to be shown the opportunities offered by the industry.

Elaine Billington, director of HR operations at United Utilities, said the company must engage 'really early' with young people to whet their appetite for the water industry.

JUST WORK EXPERIENCE IN YEAR 10 IS WAY TOO LATE, YOU NEED TO INTERACT MUCH EARLIER.

Infrastructure

Panel Members:



Stephen J Ashworth, Chair

RICS North West Regional Board
@RICSnews



Roger Milburn

Infrastructure Group Chair, Greater Manchester Combined Authority
@greatermcra



Tricia Williams

Chief Operating Officer, Manchester Airport
@manairport



Peter Molyneux

Strategic Roads Director, Transport for the North
@Transport4North



Simon Warburton

Transport Strategy Director, Transport for Greater Manchester
@OfficialTfGM



Tim Gamon

North West Regional Delivery Director, Highways England
@HighwaysEngland



Jo Harrison

Asset Management Director, United Utilities
@unitedutilities



Steve Cox

Engineering and Technical Director, Electricity North West
@ElectricityNW

NEW MANCHESTER STRATEGY TO EXPLORE FURTHER METRO EXPANSION

Further developing Greater Manchester's metro system with tram trains will be explored in a soon to be published transport blueprint for the city region.

Simon Warburton, transport strategy director at Transport for Greater Manchester, told the Infrastructure session the body will publish its 30-year plan later this autumn.

This will look at the appetite for further developing Greater Manchester's rapid transport system by investing in tram trains, he said. It will also address how the connectivity can be improved of the conurbation, which is currently structured around radial movements in and out of the city centre.

Other issues under the microscope will be ensuring that the whole of Greater Manchester benefit from planned investments in HS2 and Northern Powerhouse Rail, and whether the city centre can accommodate its growth.

Warburton said TfGM's thinking is informed by the desire to see mobility as a service, giving travellers different options



throughout the day, rather than pigeonholing them as just cyclists or drivers. And he said that the combined authority's transport body is 'very keen' to capitalise on the new devolved city model proposed by the National Infrastructure Commission.

Steve Cox, engineering and technology director at Electricity North West, said that over the next four years central Manchester will require five major new substations and 20 km of additional cables to keep pace with development.

The strain on the city's network will be increased by the anticipated uptake in demand for hybrid and electric vehicles, which he said nearly a quarter of Manchester's residents are considering buying.

Cox said it currently takes up to ten hours to charge a vehicle at home but carbon-ion batteries, which only take four to five minutes to recharge, could be a 'game changing' technology.

And the network company is due to be on site 'very shortly' with a £5m project work to double the energy capacity of the airport, he said: "It is absolutely unacceptable that the power capacity will limit the airport's expansion plans."

Cox said the company is studying the 226 fuel stations in M60, each of which will require in £250,000 worth of network costs to replace oil pumps with ultra-fast chargers.

Peter Molyneux, strategic roads director at Transport for the North, said the £2.9bn upgrade of the TransPennine Express will 'significantly' improve that network's capacity and resilience.

But the scheme is just the first step towards broader improvements to the north's rail network, he said: "HS2 will free up a significant amount of freight and passenger transport right across the north by adding a new rail line."

And Northern Powerhouse Rail (NPR), which would see new lines between Manchester and both Leeds and Liverpool, will result in a 40% increase in capacity on the region's network.

Tricia Williams, chief operating officer at Manchester Airport, said that NPR is key for her airport's expansion.

Congestion on the road and railways serving the airport, 80% of whose passengers currently arrive on road via the M56, could constrain its growth, she said. To cater for this growth, the airport requires a 'massive' modal shift from road to rail.

The construction of NPR would cut journey times from the airport to Chester, Liverpool, Leeds and Sheffield to under half an hour, she said: "I can't emphasise how much it (NPR) will transform the north."

ONE OF THE MOST IMPORTANT THINGS IS TO ENSURE THAT HS2 AND NPR ALIGN AND THAT THE GOVERNMENT COMMITS TO FUNDING THAT MUCH NEEDED INFRASTRUCTURE.

She said the airport has plenty of spare capacity on runways but its terminal cannot handle the anticipated growth in annual passenger numbers to 11m by 2030.

Tim Gamon, regional delivery director at Highways England said the agency is currently developing scheme for Road Priority 2, which will cover its investment programme from 2020 to 2025.

Projects due to start work in March 2020 are a £135m congestion relief scheme on the A585 between Windy Harbour and Skippool, £52.8m improvements to junction 19 of the M6 and a £242m upgrade of west-east Trans-Pennine road links.

But he said that £227m plans to improve access for the Port of Liverpool via the A5036 Princess Way have hit a setback following a court challenge.

Opponents argue that Highways England had not considered tunnelling a section of the road, but Gamon said the £1.5bn

cost of a tunnel would not have met the agency's cost benefit analysis. He also told delegates that Highways England is 'shortly' due to award contracts for new delivery partners over a six-year framework.

Jo Harrison, asset management director at United Utilities, said that the company faces challenges upgrading its network as a result of population growth. She said that large sections of the Haweswater aqueduct, which is the major route for supplying Manchester's water, need to be replaced.

In addition, she said that the company needs to work on changing the behaviour of customers in the north west, which has some of the highest levels of per capita consumption in the UK. And she said that as a result of the increased risk of flooding due to climate change, the company is looking at providing more sustainable drainage in urban areas.

The chair of the conurbation's Digital Infrastructure Leadership Group said Greater Manchester aims to be at the forefront of 5G roll out with full mobile call and data coverage,

Roger Milburn said the digital infrastructure strategy had also identified as priorities building a world class full fibre connected city region and expanding Wi Fi across all GM towns and city centres. He said the Greater Manchester Infrastructure Strategy, which has completed its first stage, will focus on six primary areas of physical infrastructure, looking at future demand for electricity, heat, transport, potable water, flood alleviation and waste water.



Industrial Strategy

Panel Members:



Isabel Dedring (Chair)

Board Member, Construction Leadership Council



Eamonn Boylan

Chief Executive, Greater Manchester Combined Authority

[@greatermcr](#)



Mike Blackburn

Chair, Greater Manchester LEP

[@GMLEP](#)



Nick Williams

Managing Director for Commercial and Business Banking Digital Transformation, Lloyds Banking Group

[@LBGNews](#)



Jessica Bowles

Director of Strategy, Bruntwood

[@Bruntwood_UK](#)

COMBINED AUTHORITY BOSS SLAMS LAND VALUE CAPTURE PLANS

The government is 'chasing fairies' if it thinks uplifts in land value can pay for Manchester's High Speed 2 stations, the chief executive of the conurbation's combined authority has warned.

During the Industrial Strategy session, Eamonn Boylan dismissed the government's desire for the new Piccadilly and Manchester Airport stations to be paid for from rises in values resulting from infrastructure improvements.

He said: "Paying for Piccadilly or the airport station through local land values is a bit like chasing fairies through Dingley Dell and expecting to find a pot of money. It's not going to happen, we need to spend more."

The session focused on moves to draw up a local industrial strategy for Manchester.

Mike Blackburn, chair of the Greater Manchester Local Enterprise Partnership, told delegates about how the business body is developing the local industrial strategy.



He said that Greater Manchester, along with the west midlands and the Oxford-Cambridge corridor, had been selected by the government to pilot the local industrial strategies.

The remaining 35 LEPs will have to produce local industrial strategies by 2020.

Blackburn said the strategy would build on Manchester's local economic independent review, which was published ten years ago.

He said the LEP had invited back six leading economists to look at Manchester's competitive advantages.

And Blackburn said that the LEP has brought in Foresight groups to examine the issues that will have an impact on the city-region in the next 30 to 40 years, such as the impact of the aging society.

A draft report for the local industrial strategy is due to be published in the middle of this month, which he urged local businesses to critique when it went out for public consultation.

DON'T BE PASSIVE ACCEPTERS OF WHAT GETS PUT ON THE TABLE, BE ACTIVE, EVERYBODY WON'T GET WHAT THEY WANT.

Jessica Bowles, director of strategy at developer Bruntwood, said that Manchester had influenced the government's decision to create local, place based industrial strategies.

"Manchester said we need not just a sector specific strategy at the national level but to think of place-based strategies alongside sector specific strategies. A place based rather than a piecemeal approach is critical in understanding how we can drive growth in the city."

Boylan said that the Greater Manchester Mayor Andy Burnham and the combined authority welcomed the opportunity to create a framework strategy. But it must avoid platitudes, he warned.

"We really need to focus very hard on the areas where we think we are genuinely global leading. We are not simply plucking off the shelf existing growth and existing sector development strategies, plugging them all together and calling it a growth strategy. We need to be clear that we are challenging ourselves."



"The real issue is how to make that granular and a driver for effective growth in Greater Manchester."

Boylan said that Greater Manchester's biggest economic challenges included how to reskill older people, who present a bigger problem of economic disengagement for the conurbation than its young people.

IN GREATER MANCHESTER HAVE ALWAYS BEEN ABSOLUTELY ON ECONOMIC GROWTH AND REMAINED FOCUSED ON INCLUSIVE ECONOMIC GROWTH.

He also said that the government must understand the contribution Greater Manchester can make to national growth.

"If the government wants to deal with the productivity gap, they can't do it unless the northern cities up their game very considerably," he said.

Progress on tackling Greater Manchester's issues will be 'significantly accelerated' if local players are allowed to co-design solutions, Boylan said, namechecking health and social care and skills as two areas where this approach could pay off particularly well.

He said the government does not have an appetite for further devolution of powers and that areas seeking greater influence over services would be better advised to pursuing co-design.

"Don't go to government with a long list of things to devolve: there's not an appetite for that any more. Co-design will be more effective than further devolution," he said.

Nick Williams, managing director of commercial and business banking digital transformation at Lloyds Banking Group, said that its business barometer shows that the region is currently the UK's most resilient alongside the west midlands and London.

He also said that SMEs would feed off infrastructure improvements.

Place Based Integrated Working

Panel Members:



Phil Laycock (Chair)

Director,
Built Environment Networking
@BENetworking



Paul Morrish

Chief Executive,
LandAid
@LandAid



Fiona Worrall

Director of Neighbourhoods,
Manchester City Council
@ManCityCouncil



Jon Lenney

Director of Workforce and
OD, Greater Manchester
NHS Health and Social Care
Partnership
@LenneyJon



Sally Lister

Director, Pophome
@POPHome1

SUPPORTING THE MOST VULNERABLE KEY TO PLACEMAKING

Manchester developers have been urged to give space in their schemes to charities that support homeless people.

Paul Morrish, chief executive of LandAid, told the 'Place Based Integrated Working' session that Greater Manchester is 'ahead of the game' thanks to its strategy to tackle tackling rough sleeping.

He said: "These are important commitments, but nobody can do this on their own including local authorities. Surely you can make one or two units available to local charities to support young people sleeping rough."

Cuts to public sector budgets mean that the rest of society has to step up to the plate on tackling social ills, said Morrish: "There are only two sources of funding for many of the things that are not statutory responsibilities.



WE ARE IN TROUBLE UNLESS AS INDIVIDUALS AND BUSINESSES, WE WISE UP AND ENGAGE WITH THINGS THAT MATTER AND AS BUSINESSES WE GO BEYOND BAKE SALES AND ENGAGE WITH REAL PROBLEMS AND MAKE A PROPER DIFFERENCE.

And the development industry must stop turning a blind eye to the social ills visible outside the conference venue in Manchester city centre, he said: "Our challenge is as a society to be more inclusive.

"When we look at masterplans or architectural documents we see the world as we want it to be but you just have to walk



outside and will see people selling the Big Issue or sleeping in blankets.

"You won't see those in the masterplan documents. When we visit the future together, we've already started to erase the reality we know is there. When doing place making we have to recognise there is a group of people who are completely absent from our planning."

UNLESS WE DO THAT, WE ARE GOING TO END UP WITH RATHER HOLLOW URBAN PLACES.



Mitigating inequalities had to start early in young people's lives, Morrish said: "One of the harsh realities is that young kids growing up in disadvantaged backgrounds by the age of six will have a third less vocabulary than those from more advantaged backgrounds. Once that divide begins it gets wider and wider."

Sally Lister of Pophome agreed that early interventions count.

She said: "From a public health perspective, there is masses of evidence that what someone experiences in the first five years of their lives has a much bigger impact on health and well-being than whatever we are able to deliver in the health sector."

But she said homelessness could not be reduced just by building homes.

"Housing is only part of the answer: employment is part of public health strategy for the city of Manchester now," said, adding that sustainable employment has been included in the city's public health outcome measures.

Fiona Worrall, chief operating officer for neighbourhoods at Manchester City Council, agreed that more housing alone would not tackle homelessness.

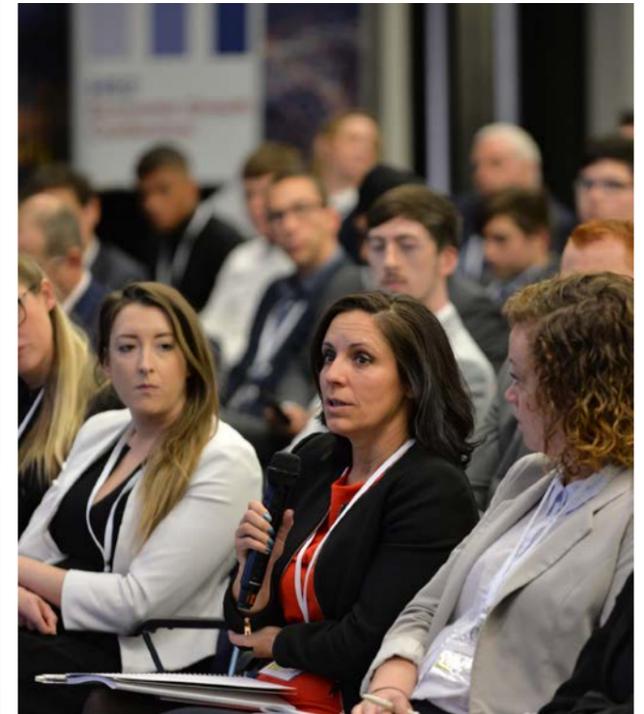
"One of the big challenges is that building isn't the only solution and isn't addressing issues of homelessness because there are so many other issues," she said, giving welfare changes as an example. "Providing homes is in some ways the easy bit: helping people to build sustainable tenancies is more challenging."

"If we are going to have real impact on people, we have to get into the things that really impact on peoples' health. We know there are issues around life style changes, which have a real impact such as whether we walk or cycle or use the car, the communities where people live and how neighbourhoods are designed."

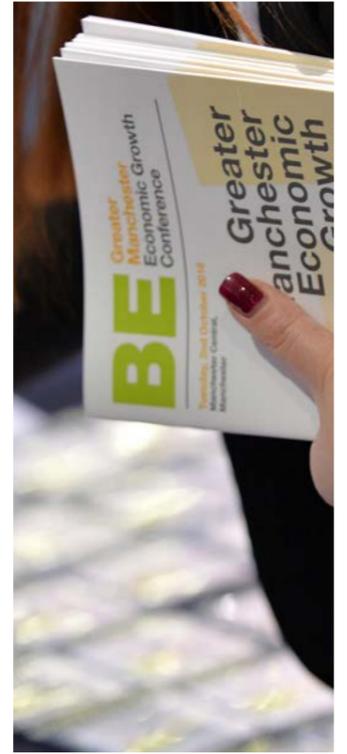
THE MORE WE CAN DO, THE BETTER HEALTH OUTCOMES WILL BE IN THE FUTURE. IT'S IMPORTANT THAT HEALTH IS ABLE TO WORK WITH US TO DESIGN WHAT INTEGRATED PLACE-BASED WORKING LOOKS LIKE.



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