

**GMCA ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE
17 AUGUST 2018 AT 2.00PM AT THE GMCA OFFICES**

Present:	Councillor Michael Holly (Rochdale) (in the Chair)
Bolton:	Councillor Susan Haworth
Bolton	Councillor Kevin McKeon (substitute)
Bury:	Councillor Mary Whitby
Manchester:	Councillor Luke Raikes
Oldham:	Councillor Chris Goodwin
Oldham:	Councillor Valerie Leach
Rochdale:	Councillor Raymond Dutton (substitute)
Rochdale:	Councillor Daniel Meredith
Salford:	Councillor Karen Garrido
Stockport:	Councillor Jude Wells
Stockport:	Councillor Mark Hunter
Trafford:	Councillor Barry Brotherton
Wigan:	Councillor Charles Rigby

In attendance

GMCA	Simon Nokes, Executive Director Policy and Strategy Alison Gordon, Assistant Director Business, Innovation and Enterprise Policy Helen Wilding, Head of Enterprise Policy Marie Claire Daly, Principal - Culture and Creative Policy Susan Ford, Statutory Scrutiny Officer Emma Stonier, Governance and Scrutiny Officer
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E58/18 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Robert Caserta (Bury), Kate Lewis (Salford) and Yvonne Cartey (Tameside).

E59/18 CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS

There were no Chair's announcements or urgent business.

E60/18 DECLARATIONS OF INTEREST

There were no declarations of interest received.

The Chair reminded Members to complete their annual GMCA Register of Interest Form and return this to the Governance and Scrutiny Officer.

E61/18

MINUTES OF THE LAST MEETING HELD ON 13 JULY 2018

The minutes of the meeting held on 13 July 2018 were submitted for approval.

RESOLVED:

That the minutes of the last meeting held 13 July 2018 be approved as a correct record.

E62/18

GMCA CULTURE AND SOCIAL IMPACT FUND, GM CULTURE STEERING GROUP AND GM CULTURE STRATEGY

Alison Gordon, Assistant Director of Business, Innovation and Enterprise Policy, GMCA, presented a report which provided an update on the work of GM's Culture Portfolio, including the new Culture and Social Impact Fund, the new governance structure and the development of the culture strategy. It was also highlighted that Manchester had been ranked the most liveable city in the United Kingdom in a global survey.

Key items highlighted were:

- The awarding of GMCA Culture and Social Impact Funding to 28 organisations, 11 of which had not received GM Cultural Funding previously. The new portfolio has increased the level of investment in Rochdale and Salford and an organisation in Wigan had received funding for the first time. Additionally more investment had been made into the digital arts and culture.
- Overall £7m had been awarded through a detailed process which included engagement with local culture/arts officers.
- An Equality Impact Assessment has been carried out which outlined that the funding would have a moderately positive impact.
- That the majority of recipients were based in the City of Manchester but delivery of projects would take place across GM.
- The new GM Culture Steering Group, Chaired by Cllr Linda Thomas, the Portfolio Leader, has representation from a range of organisations. Challenges associated with incorporating residents voices were noted as was work undertaken to try and ensure a balanced membership in terms of gender, ethnicity and geographic make up.
- The GM Culture Steering Group's first task would be to oversee the development of the GM Culture Strategy. This will focus on identifying gaps where value can be added at a GM level and identifying common areas of interest.
- The three broad areas of focus for the Cultural Strategy were: people, economy and place. GM had liaised with approximately 70 cultural organisations/artists/experts in its development and the strategy would go out for public consultation in autumn 2018. The strategy was intended to run for a period of 5 years (2019-2024).
- Public consultation will be taking place through an open online consultation and targeted consultation including community groups and residents.
- The GM Cultural Strategy will be considered by this committee in December 2018 with an aim to implement from April 2019 onwards.

Members' questions and comments included the following:

- Members requested that they receive further information outlining the amount of funding received by each GM authority and the number of bids (successful and unsuccessful) received from each local authority.
- That it was positive that the GM Culture and Social Impact Fund had enabled a wider geographical spread of investment, however it was highlighted that three local authorities in GM had not received funding and asked whether the GMCA had plans to engage with these areas around the cultural offer. Members were informed that one of the contractual requirements for successful organisations was that they delivered projects across GM to extend their reach. It was also noted that in local authorities which had not received direct funding organisations may have submitted unsuccessful bids or organisations may not have applied. Members stated that it would be beneficial for local authorities to be informed when organisations were planning to deliver a project in their area.
- As the assessment criteria was the same for all organisations? It was confirmed that all organisations were assessed against the same criteria. Members were informed that 89% of successful projects would be delivered across GM in its entirety. Officers informed the Committee that they would circulate further information about the geographical spread of investment and applications.
- That the GM Cultural Steering Group needed representation from GM residents, alongside the cultural organisations noted in the report. Members also asked what future engagement was planned with residents regarding the cultural offer. Challenges associated with securing appropriate resident representation on the group and identifying people who can represent a wide range of people/interests were highlighted. Members were updated that there was a project in development called 'Great Places' which was intended to run over an 18 month period. Video engagement specialists had been commissioned to get residents feedback and there would be at least 5 voxpops created per district. GM Cultural Strategy engagement events had also been planned in each district. Members additionally stressed the importance of considering how to engage hard to reach residents in GM about culture. Suggestions from the Committee in relation the steering group were:
 - Having a GM Residents Panel which sat underneath the GM Cultural Steering Group; and
 - Involving Trustees of cultural organisations in the GM Cultural Steering Group work.
 - Representation from sport/leisure organisations should be considered. Members were updated that there was currently work underway around sport governance structures and at some point it would need to be looked into how these were brought together. It was also stressed that current governance in relation to sports structures was working well.
- That the membership of the GM Cultural Steering Group did not seem to include performer representation. Officers informed Members that they would provide them with the biographies for the steering group. Additionally it was highlighted that some of the members also represented performers and had good connections to artists.
- How had the members of the steering group been recruited? GM had identified a range of criteria which they had wanted members to meet and had involved local cultural organisation networks to identify representation from a broad cross sector of organisations and art forms.

- Who provided the funding for the GM Culture and Social Impact Fund? Officers confirmed that this funding was for a period of 2 years and came from each GM local authority.
- A Member queried the reasons for sports organisations receiving investment. Officers stated that as the fund was the GM Culture and Social Impact Fund there was the ability to fund organisations which had a significant impact on residents' health and wellbeing.
- How was the impact of the fund on its stated aims, such as supporting community cohesion and reducing loneliness and isolation, to be measured? Organisations are required to submit 6 monthly monitoring evaluation reports against the four priorities of the fund. They will be asked to detail what projects they have undertaken and where and district arts officers will be consulted to ensure this aligns. There was also an annual review point. GM were also working with national partners around how to better evidence the fund's social impact.
- Whether unsuccessful organisations had been provided with feedback? It was confirmed that all unsuccessful bids had been provided with feedback. They will also be consulted the GM Cultural Strategy and the development of the future cultural portfolio in GM.
- How does the GMCA know that the equality impact of the fund will be 'moderately positive'? Officers confirmed that a formal Equality Assessment Impact had been undertaken and that reporting on this would be included in the first 6 monthly reports due in October 2018.
- That in future funding rounds it was important that more support was given to grassroots level organisations to ensure a wider spread of investment and reach. Consideration should be given to how GM engages with smaller organisations around the application process and how investment can benefit local cultural organisations. It was again stressed that organisations were required to deliver projects across GM extending the benefits to residents. Members were also informed that payments were made on a quarterly basis and if organisations were not delivering as promised these could be suspended. Additionally one of the strands of the GM Cultural Strategy in development was what the future investment strategy will look like. GM was also working with other funding organisations about how funding can be more strategic and support the widest range of organisations possible.
- Were all organisations funded not for profit? It was confirmed that this was the case and that the funding received was for delivery of specific projects and that there were thresholds for organisations to be able to access payment.

RESOLVED:

1. That the process for allocating funding as previously brought to the Committee had been implemented and the final beneficiaries of GMCA's Culture and Social Impact Fund be noted.
2. To provide Members with more information on total funding received in each local authority area, the number of applications received from each local authority and the geographical spread of successful projects.
3. That the biographies for the members of the GM Cultural Steering Group would be circulated to the Committee.

4. That the Equality Impact Assessment form would be circulated to the Committee.

E63/18

GM DIGITAL STRATEGY: IMPLEMENTATION UPDATE

Alison Gordon, Assistant Director of Business, Innovation and Enterprise Policy, GMCA, presented a report which provided an update on the progress in implementing the GM Digital Strategy since its approval by the GMCA at the end of February.

Key items highlighted were:

- That the development of digital business and skills within GM was crucial to the growth of the city region city.
- The importance of digital inclusion to create growth and improve GM residents' lives.
- Challenges associated with attracting employees with the relevant talent and skills and with narrowing the gender gap within technical roles. A £2m investment had been made by GMCA to support the action plan for developing digital talent and skills. The key initial focus was to develop a GM Digital Talent Pipeline Programme and this was currently out to tender.
- GM was the largest digital/tech hub outside London and that since 2010 the digital/tech sector had grown by 42% and the creative sector by 20%. The importance of universities in GM producing graduates with the relevant skills was also noted.
- A quarter of primary schools in GM now had coding clubs which was important for the development of digital skills at an early age.
- GM had successfully secured £23.8m from the Department for Digital, Culture, Media and Sport (DCMS) to support delivery of the Government's Full Fibre Network Challenge to assist with connecting public sector premises, which included local authorities, schools, CCTV masts, GP Surgeries and Fire Stations, to full fibre across all 10 GM districts. GM's ambition was to reach 25% full fibre premise coverage compared to 2% currently. Full fibre connectivity was also essential in preparing for the introduction of 5G.
- Work was underway to align the processes that internet providers needed to undertake to lay fibre across GM to districts. This had been identified as one of the main challenges to laying infrastructure by providers and a common approach would reduce barriers to providers.
- The Business Growth Hub were developing an extended Scale Up programme to support business growth and digitisation, with a particular focus on manufacturing. The programme would be launched in October 2018.
- GM's inward investment pipeline for digital and tech companies was continuing to grow with recent investments including; e-commerce company HUT, the expansion of ARM's presence and Tech Mahindra. The upcoming pipeline was also noted as being particularly strong.
- One of the ambitions of the Strategy was to host an international digital event in GM. Future Everything had been commissioned to identify what this could look like. Work was also underway with the GMCA communications team and Marketing Manchester about how GM could better share with the public the work taking place around this.
- Progress made towards GM being recognised as a key UK and International Cyber Security Hotspot since the introduction of the Digital Strategy. This included the ongoing

development of the GM Cyber Innovation Centre and the announcement that a GCHQ site would open in Manchester in 2019.

- Measuring success was noted as being challenging but GM was undertaking research with various organisations to enable success to be measured more efficiently. It was hoped that more information about this would be available for next scheduled update to the Committee.
- Members highlighted that full fibre investment was one of the key areas of investment for driving economic growth and noted the importance of private sector investment to achieve this. The constraints regarding Government funding in this sector were emphasised as was the impact of the £23.8m of funding received by GM to connect public sector premises. The one dig approach was also crucial in incentivising private sector investment.

Members' questions and comments included the following:

- That it was important to understand how progress towards implementation of the GM Digital Strategy compared against target. It was requested that future updates to the Committee included this information and also details on work being undertaken to reduce inequalities within the digital/tech sector, particularly in relation to gender and older people.
- What plans were there for extending high speed/full fibre broadband coverage to the more rural parts of GM? Currently funding was not available for this but it was noted that DCMS were looking into carrying out a similar programme to their current full fibre initiative for rural areas. There were also constraints on what the public sector can do in relation to internet infrastructure and speed. However the aim of GM's work was to make it simpler for the private sector to invest across GM.
- Whether there was feedback or lessons learnt from GM's unsuccessful bid to the Government's Urban Connected Communities programme? The feedback received had been relatively limited, however GM's bid had focused on purpose and feedback indicated that the government had wanted more technical detail. Partners bought together to formulate the bid had indicated a desire to continue to work together to deliver some of these priorities and that discussions are taking place as to how this could be taken forward.
- It was asked what were GM's short to medium term plans to assist the 27% digital businesses that have turned down work as a result of being unable to find the right talent. Officers noted that this figure was based on a Manchester City Council survey of members of the digital trade industries. In the short term there were two areas where it was felt GM could have an impact: offsetting the economic impact of gender inequality to utilise available talent; and work underway to assess how employees returning to work or making a career change can be helped to gain skills and consider a career in the digital sector. GM have also been considering the digitisation of the general business base to encourage a mind-set shift across all sectors.
- Concerns were raised about the ratio of men to women in the digital/tech sector. Members wanted to know how GM was going to address this; what was preventing women from entering the sector; and what, if any, work was taking place to look at digital inclusion and the employability of GM's older workforce. GM was engaging with organisations about the gender imbalance in the digital workforce and had challenged them to identify what was needed to tackle this. Members were informed that this was an issue that the Mayor was aware of. More work was needed on how the GM aging

and digital agendas could be linked up and linked to the digital inclusion work. The reasons for the gender gap in the workplace were varied. However it was noted that working with girls at a younger age was needed to help reverse this, as the drop off became more pronounced around year 8/9. GM was also comparable with other areas in the UK in relation to this.

- That consideration should be given to how to encourage the private sector to invest equitably across GM.
- What GM was doing to encourage primary schools to provide coding clubs (in the context of the development of digital skills being crucial for the future)? Officers noted that a quarter of GM primary schools now had coding clubs and that coding was one skill alongside many, such as; maths, tangential, creative and problem solving skills, that it was crucial for young people to develop. It was also highlighted that the levers available for use by GM to encourage these were extra-curricular as this was not included in the formal curriculum.
- The possibility of the development of Artificial Intelligence (AI) making coding skills redundant. There were challenges associated with the fast moving nature of the development of digital technology was highlighted. The importance of looking at the effects of this on future employment and socially (alongside the economic impacts) was also stressed.

RESOLVED:

1. That the actions taken to implement the GM Digital Strategy since its approval in February 2018 be noted.
2. That progress against the Digital Strategy Implementation Plan was included in future reports.
3. That the next digital update included information about work to reduce inequalities within the digital/tech sector, particularly in relation to gender and older people.

E64/18

WORK PROGRAMME

Susan Ford, Statutory Scrutiny Officer, introduced the work programme. Members were asked to confirm whether the November meeting could be extended to 2.5 hours due to the number of agenda items. Members agreed that the meeting would run from 1.30pm – 4.00pm.

Members were asked to send any questions/issues which they would like including in September's agenda items to the Statutory Scrutiny Officer. The Statutory Scrutiny Officer also confirmed they would be contacting Members to provide further detail on the Women's Employability item scheduled for February 2019.

RESOLVED:

1. That the 16th November meeting would take place 1.30 – 4.00pm.
2. That the Statutory Scrutiny Officer would contact Members regarding the Women's Employability item.

3. That Members send any questions/issues regarding September's agenda items to the Statutory Scrutiny Officer.

E65/18

DATE AND TIME OF NEXT MEETING

Friday 21st September, 2.00pm, Boardroom, Churchgate House, Manchester, M1 6EU