

our

people

our

place

The Greater Manchester Strategy
Executive Summary

**Our vision is to
make Greater
Manchester
one of the best
places in the
world to grow
up, get on and
grow old:**

A place where all children are given the best start in life and young people grow up inspired to exceed expectations.

A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it.

A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent.

A place where people live healthy lives and older people are valued.

A place at the forefront of action on climate change with clean air and a flourishing natural environment.

A place where all voices are heard and where, working together, we can shape our future.

This new strategy for Greater Manchester sets out our collective vision to make Greater Manchester one of the best places in the world.

It's for everyone in Greater Manchester – residents, the voluntary, community and social enterprise sector, businesses, public bodies, and civic leaders.

The vision it sets out will only be achieved through new approaches which are shaped and driven by our communities themselves. By harnessing the strengths of Greater Manchester's people and places we can create a more inclusive and productive city-region where everyone, and every place, can succeed.

It builds on the work that has been done in previous strategies around reforming public services and growing the economy, and increases our focus on ensuring that the people of Greater Manchester can all benefit from economic growth and the opportunities it brings throughout their lives.

It is also the blueprint for the future of our public services, setting out how our public bodies – including the 10 councils and the Mayor, the NHS, transport, police and the fire service – will work alongside local people to take charge of our future.

This strategy addresses education and skills, health, wellbeing, environment, work and economic growth simultaneously because we believe this is the best way to bring about change, and make a real difference to the lives of real people.

We're doing it so that everyone across Greater Manchester has the opportunity to reach their potential, whether they're growing up, getting on, or growing old.

Our

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**priorities for
making things
better**

1. Children starting school ready to learn

To ensure children have the best start in life, we're integrating the services provided to children from when they are born until they start school, and are working on implementing this new approach throughout the city-region. Our ambition is that all children will start school ready to learn. We're improving parent support services and ensuring children have places to play, and we're prioritising good air quality around our schools and pre-school sites.



2. Young people equipped for life

We're supporting all schools and colleges to drive up achievement and progress, and working in partnership with agencies throughout the city-region to improve attendance. We're promoting core work competencies, developing a curriculum for life, and improving careers advice so that young people leave school 'life ready', prepared for further study or the world of work, and have an awareness of future challenges and opportunities. We're increasing the quality and quantity of apprentices, including higher level apprenticeships in key sectors, and making it easier for young people to apply for these opportunities. We're also providing specialist support for those that need it; building on our experience of improving the lives of over 8,000 families across Greater Manchester by identifying needs early and providing person-centred support.



3. Good jobs, with opportunities for people to progress and develop

We're working with employers, colleges and agencies to give people the skills and qualifications that businesses really want, to get more people into better-paid jobs. We're working with employers to support progression and skills development in work, so that Greater Manchester is recognised as a great place to work. For people who are struggling to get off benefits, we're giving them the support and training they need to get into work and progress in their jobs.



4. A thriving and productive economy in all parts of Greater Manchester

We're investing in growing our leading business sectors, building on our world-class science and innovation assets, while improving productivity and pay across the economy. We're actively supporting growth by removing barriers to investment, making it easier to set up new enterprises and helping existing businesses develop and grow. We're striving to become a top 20 global city, with higher levels of international trade, investment, visitors, academic research and students. We are investing in strengthening existing, and creating new, employment locations so that all parts of Greater Manchester are able to contribute to, and benefit from, growth as part of a thriving Northern Powerhouse. Town centres are critical to this success and we're working to improve them so that they become quality places to live and work.

5. World-class connectivity that keeps Greater Manchester moving

To connect people to jobs and opportunities, reduce congestion and improve air quality, we're developing a fully-integrated transport system for Greater Manchester. We'll be building on the success of Metrolink, transforming the local bus network, establishing Greater Manchester as bike and pedestrian friendly, bringing in smart ticketing, ensuring the roads are reliable and safe for all users, and delivering HS2 and Northern Powerhouse Rail. We're strengthening Greater Manchester's position as a key international gateway by capitalising on opportunities at Manchester Airport and along the Ship Canal. We'll implement a digital strategy and digital infrastructure plan to realise our ambition to be a top five European digital-region, ensuring all of Greater Manchester has superfast broadband, positioning Greater Manchester at the forefront of the roll-out of 5G mobile, and developing innovative digital technologies to support fully joined up public services.





6. Safe, decent and affordable housing

We're putting in place plans to build over 10,000 more homes every year from now until 2035, turning empty houses into new homes, working with private and social landlords to improve standards, and making our homes more energy efficient. We're creating a joint plan to manage the supply of land for industry, jobs and new homes while taking into account the need to also enhance the quality of the natural environment. We're taking an integrated approach to place-making – bringing together housing policy, health, education and skills, transport, commercial development, culture and leisure, and public services – to create neighbourhoods of choice. And we're working with partner agencies to create a long-term plan to tackle and prevent homelessness and eradicate rough sleeping.

7. A green city-region and a high quality culture and leisure offer for all

We're working to reduce carbon emissions and pollution to air, land and water. We want to generate more low carbon energy locally, be more energy efficient and smarter in our sustainable use of resources. We want to create an outstanding natural environment, fit for future generations – places which our people can enjoy and where businesses want to invest. We're investing in our cultural offer to attract visitors and benefit residents. We're also continuing to invest in sport and leisure to promote wellbeing and healthy active lifestyles.



8. Safer and stronger communities

We're partnering with local voluntary, community and social enterprise sector organisations to enable communities to support themselves and co-design the public services they need, to increase inclusiveness and community cohesion, and reduce loneliness and isolation. We are working with communities and businesses to strengthen our resilience to events such as malicious attacks and flooding. Working in partnership, we are improving the way we reduce offending, tackle antisocial behaviour, support victims of crime, protect vulnerable people, deal with organised crime, respond to emergencies and maintain public safety.



9. Healthy lives, with quality care available for those that need it

We're supporting improved health across the whole population in Greater Manchester, making radical improvements to mental and physical health services, promoting wellbeing, encouraging healthier choices and preventing ill-health in the first place. We're seeking to improve the way we look after our mental health, support people with learning disabilities and dementia, and tackle cancer and diabetes. We're also changing the way local community NHS, care and support services work together to streamline services for local people; hospitals are working more closely together and we're sharing buildings, roles, ideas and new ways of working.

10. An age-friendly Greater Manchester

We're pioneering an approach to become the UK's first age-friendly city-region. To help more people to stay well and live at home for as long as possible, we're improving health services, tackling loneliness and social isolation and strengthening community connections. We're making sure our policies identify and respond to the needs of all our communities. We're pioneering a positive vision of ageing, demonstrating the valuable contribution older people make to the city-region and providing more opportunities for them to work, socialise and enjoy culture and leisure.



Making it happen

This strategy sets out a bold vision, but we must go further – we have to make it happen. We believe there are five ingredients that will turn our strategy into reality:

Communities in control. Everyone with a stake in Greater Manchester has a part to play in our success. It's about everyone pulling together, including civic leaders, business, the voluntary, community and social enterprise sector and – most importantly of all – local people themselves.

People at the heart of everything we do. All our activity must put people at the centre. Our work must be designed and delivered in partnership with our diverse communities, and integrated across organisations.

An integrated approach to “place-shaping”. We will take an integrated approach to investing in all places in Greater Manchester so that they are attractive environments in which to live, work, visit and invest.

Leadership and accountability. As well as an elected Mayor who is directly accountable to all of the people of Greater Manchester, each Leader in the Greater Manchester Combined Authority has a specific portfolio aligned to the strategy. Working with public, private and community, voluntary and social enterprise partners, they will develop a work programme to support the delivery of this strategy.

Taking control of our future. Devolution is now a reality in Greater Manchester. We have more powers to take control of our destiny than we have ever had before. But we will continue to make the case for more influence and control over how public money is spent in Greater Manchester, as making decisions locally means we can truly ensure Greater Manchester is growing, is productive, and tackles social and economic inequalities.

By laying out our vision, following these key principles about how we will achieve it, and setting a clear, robust and public implementation plan, we can realise our ultimate goal of making Greater Manchester one of the best places in the world to grow up, get on and grow old.

#OurPeopleOurPlace

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