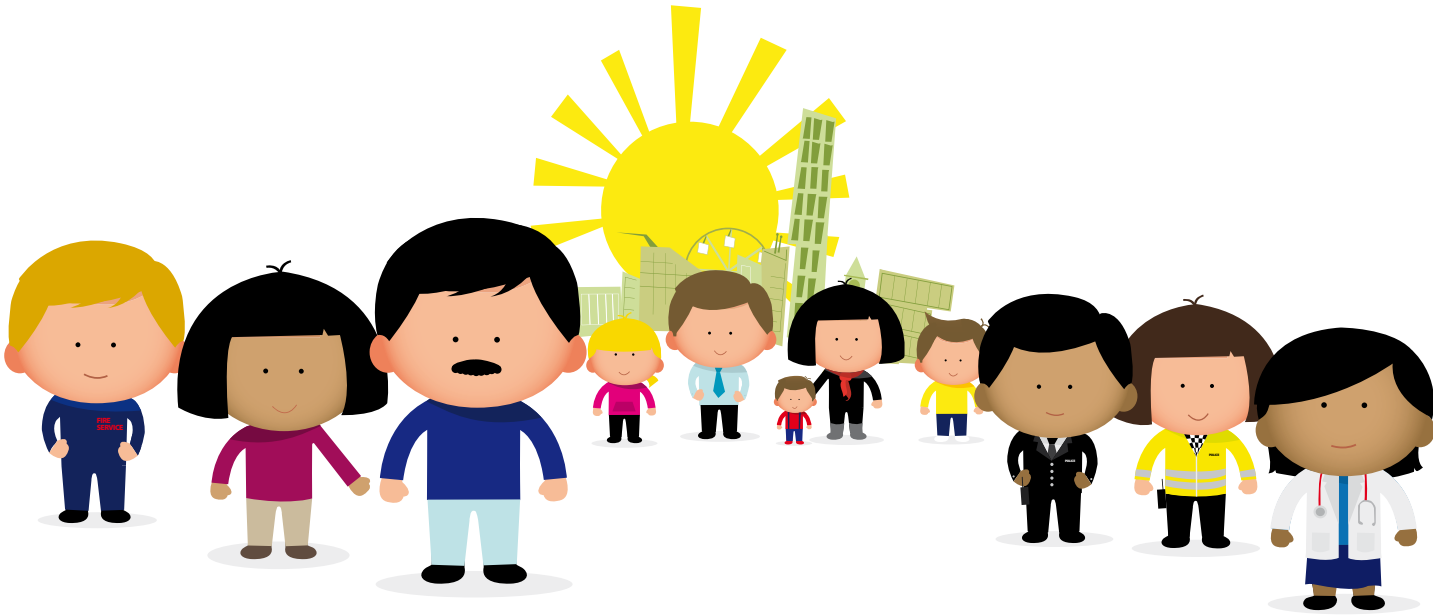


Manchester – Our City

The Context



Our City – The Context

Manchester is a thriving cosmopolitan regional capital. It's the economic engine of the north west with a concentration of people and businesses without parallel in northern England. Mancunians are fiercely proud of their city and demonstrate a passion to excel through hard work, creative thinking and innovative practices. It is this passion that drives success in our city.

Over the next decade the way forward is clear. The vision is to create a place where every person is healthier, happier and wealthier. The result will be a city where people choose to live and to stay, where they contribute to and benefit from its wealth, and where they can enjoy its many cultural events and opportunities.

Manchester's Community Strategy 2006–2015 – The Manchester Way –embodies that vision and the way it will be achieved.

The vision

By 2015 Manchester will be a world-class city with a larger, happier, healthier and wealthier population living longer in diverse and stable communities with a good demographic mix.

It will be a city of opportunities, with a population benefiting from, and contributing to, Manchester's success by achieving individual full potential. Residents will have an improved sense of participation and wellbeing. The city will have desirable green neighbourhoods that attract and retain successful people from diverse communities; these neighbourhoods will be places where people feel secure and supported.

Manchester's growth

Our economy today has the scale, reach, structure and recent performance needed to make a significant contribution to Manchester, to the city region, and to the whole of North England.

In 2007, it was voted the 'Best City to do Business'; it's one of the largest financial centres in Europe and is ranked as the fourth biggest retail area in the UK by sales. Manchester has an increasingly diverse economic base, real investor confidence, one of the highest concentrations of world-class higher education in Europe, as well as cultural and leisure facilities that make it England's most important destination for overseas visitors outside London.

This picture of economic improvement is relatively recent. Manchester suffered acutely from the effects of de-industrialisation in the 1980s, which left a diminishing population, high levels of unemployment, dereliction, comparatively poor public services, and an economic base that was limited in scope.

In 1998, the population of Manchester was 429,800 and nothing short of a radical transformation was required. The balance has been redressed over the past decade through strong civic leadership and committed public and private sector partnerships, and Manchester today has reversed the population trend year on year. Increasing the population is a key priority in Manchester and the aim is to reach 480,000 by 2015.

Manchester has undergone a spectacular renaissance through groundbreaking regeneration programmes and by pursuing opportunities that delivered tangible benefits for residents, such as the Commonwealth Games in 2002, which was the catalyst for regenerating east Manchester. A highly developed and efficient transport system, one that includes the UK's most successful tram system – Metrolink – now supports economic growth and our citizens. Traditional industries have made way for an economy based on knowledge, ideas, expertise and entrepreneurialism.

However, the greatest challenge now lies in making sure that all residents benefit from this continued economic growth and that they have the skills and ambition to grasp the opportunities that await them. Too many residents still face the challenges of social deprivation, which brings with it low incomes, unsuitable housing, poor health, low skills and high crime. The latest Index of Multiple Deprivation ranks Manchester as the fourth most deprived area in England.

Manchester knows what it needs to do

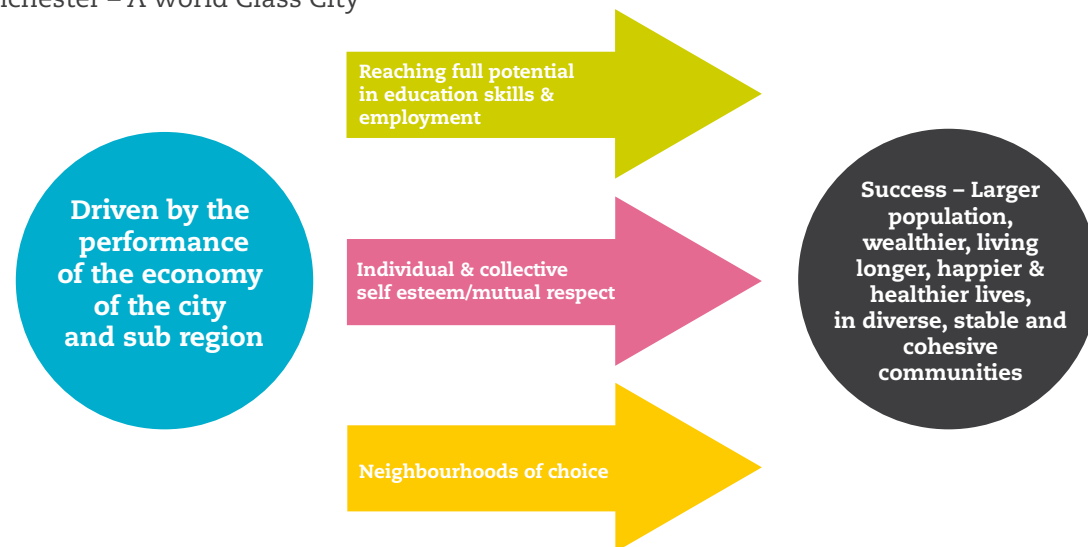
We want to be a world city: one that is as economically competitive as the very best. We know we cannot do this alone.

Manchester is unique among larger conurbations in having a good track record of collaboration between the ten local authorities and existing institutions. Our city leaders know that Manchester's success will benefit the whole region and, as the city region continues to prosper, we need to work together ever more strategically. One platform for collaborative work is our Multi-Area Agreement (MAA), which is being developed with the Association of Greater Manchester Authorities (AGMA). The focal points of our MAA are productivity, skills and employment, and the aim is continued economic growth. But economic growth needs to benefit our residents first and foremost, and making sure this happens is the work of the Manchester Partnership. This partnership is made up of organisations that provide essential services for residents and voluntary and community networks.

The focus for Manchester Partnership's work emerged after extensive consultation to develop Manchester's Community Strategy for 2006–2015. This focus relates to maintaining economic growth; enabling people to reach their potential through education, skills and employment; establishing neighbourhoods of choice; and supporting

individual and collective self-esteem and mutual respect. These elements are linked and interdependent and are the drivers that shape our priorities. This method of delivery adopted by the Manchester Partnership is described below:

Manchester – A World Class City



The three arrows at the centre of the diagram are the core drivers. They take the aspiration for economic success described on the left and connect it to improved outcomes for Manchester people described on the right. The arrows are called spines because they form the framework of our priorities and support the actions needed to address those priorities.

The first of the three spines connects more local people to our economic success by supporting them to achieve their full potential through education, skills and employment. It is recognised that as people reach their potential they often choose to leave the city, so the third spine is to build sustainable green communities where people choose to live because of the quality of life on offer. The middle spine connects and supports the other two.

The Manchester Partnership has agreed with the Government the actions that will be taken to address these priorities. These actions are defined in our Local Area Agreement (LAA), which states targets and a framework for monitoring progress. This LAA has been designed to align with and support the MAA, which contains similar aspirations for the city region. In addition, within the priority areas, there are a number of specific challenges identified by the Partnership that are being tackled in innovative ways. Accountability is paramount, and the Local Area Agreement will improve accountability between partners; but our LAA is more than a performance regime: it's a three-year delivery plan for the Community Strategy designed to promote a culture of innovation within partnership working.

The LAA will make a significant contribution to our vision for 2015. We know we will be making an impact, because as the high-level outcomes are met, the evidence of improvement will be in a larger, more stable population earning more – a population that is healthier, wealthier and happier. Our partners know our work will result in a better Manchester and this will be seen in many ways, but most dramatically in an improvement in Manchester's ranking in the Index of Multiple Deprivation by 2012.

Manchester's Community Strategy 2006–2015 and Local Area Agreement can be found on www.manchesterpartnership.org.uk
