



## Greater Manchester All-Party Parliamentary Group

**Chair** Lucy Powell MP  
**Vice-Chairs** Lord David Goddard Afzal Khan MP  
Yvonne Fovargue MP Baroness Newlove  
Jim McMahon MP Nav Mishra MP  
**Secretary** Jonathan Reynolds MP  
**Treasurer** Yasmin Qureshi MP

### KEYNOTE MINUTES

#### Covid-19 Recovery Series - Building Back Business and the GM Economy

Led by: GM LEP Co-Chairs and Cllr Elise Wilson, Sacha Lord & Chris Fletcher

Chair: Lucy Powell MP

15:00 – 16:30 Monday 9<sup>th</sup> November



#### Introduction, Welcome and Opening Remarks

##### Lucy Powell MP, Chair of the APPG

- Ran through the agenda and provided opening remarks:
- After months of local lockdowns, Tier level restrictions and now a national lockdown, we know there are some serious and even devastating economic challenges ahead.
- The extension of the Government furlough scheme until March 2021 is welcome but is it enough for those businesses still facing a huge loss from the pandemic. What are the issues facing businesses across Greater Manchester and how do we build back better business?
- This important session will provide MPs, Peers and APPG sponsors an opportunity to hear first-hand from Greater Manchester's business community about the immediate challenges and long-term impact on the GM economy.

#### Building Back Business and the GM Economy

##### Mo Isap and Lou Cordwell - Co-Chairs, GM Local Enterprise Partnership

##### Lou Cordwell

- Greater Manchester never really got out of lockdown; the first six months were about survival now there has been a shift in mode that we have to move out of this
- The LEP's motivation and focus is making sure we keep the economy moving and keep people in their jobs



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- The Covid pandemic has had a huge human cost, and we need a more business and data led approach, but must keep one eye on the fact that this isn't growth at any cost
- Incredibly important to hang on to be the North star, and that we as a city region can be the example to other city regions

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### Mo Isap

- Many companies across Greater Manchester whose order books are alive, but they won't see those orders being processed or have movement on them until 2022
- Need to invest in place-based innovation and approach as a LEP
- LEP is looking at how we make things available to our businesses in a flexible/accessible fashion, providing the right support
- New talent and new digital innovation; we have a future talent pool that needs to be nurtured but also still protecting the original 'bricks and water' businesses

### Frontline Response and Perspectives

#### Cllr Elise Wilson, Economy Portfolio Lead, GMCA

- Greater Manchester is about doing things differently we can see that with One GM and how business communities have actually come together and are helping each other
- The dip in business confidence is the concern as many don't know from one stage to another
- We can't lose sight of Brexit and what will happen there - how do we keep people safe and well but also make the most of these opportunities with Brexit?
- Unemployment might be the same as the 1980s
- Opportunity in what can greater Manchester be. We could do something for the North that no other places can do
- Need to think about how GM can contribute to the longer-term thinking – 'Greater Manchester can help a Greater Britain'

#### Sacha Lord, Night-Time Economy Advisor, GMCA

- Only looking forward now - we have seen some incredible things coming out of this and some great stories that sets Greater Manchester apart from other city regions
- Covid 19 recovery blueprint for night-time economy coming out next week [\(READ HERE\)](#)
- 18% of jobs in Manchester are in sectors shut down, the highest out of any other region in the UK
- If we fall back into tier 3 wet-led pubs will really suffer and people in deprived areas will suffer socially from this
- End on a positive, united we stream will come back for Christmas period and there will be a Hacienda event at NYE. This money from United we stream money will feed into One GM

#### Chris Fletcher, Marketing & Campaigns Director, GM Chamber of Commerce

- Businesses are going into this lockdown in a much weaker situation than they were in March at the first lockdown
- Welcoming the extension of furlough but having to wait till very last minute to change decision has heavily impacted businesses



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- So many issues when working from home and really seeing the digital divide in ages and socio-economic terms including access to devices – and do people have the skills for that?
- Not just about throwing money at something and hoping it will work, has to be a collaboration and making it a much better place to work, rest and play

### Contributions and Q&A

#### Andrew Gwynne MP

- We could be facing a '1980s unemployment' - we could have left behind communities and there were so many pockets in GM who never felt the upturns in economy
- Need to upskill the local population
- How do we get education, training and aspiration into this?
- Need to give confidence to the students and young people from poorer backgrounds

#### Cllr Elise Wilson

- Question really is where can the GMCA come in and fill the gaps the Government leave blank?
- Yes, there is a huge digital problem
- Innovation GM is a big part of this – bit of sight over governments thinking – we need a vision of what's on the horizon

#### Lou Cordwell

- So many jobs at risk especially for young women and BAME backgrounds - statistics show that women and young people suffer the most
- Senior professional women due to demands of home schooling have taken huge steps back and are suffering the most
- Massive skills gap in the digital sector

#### Jeff Smith MP

- What is going to happen to our high streets? The growth of e-commerce is huge, and constituents have an issue with feeling safe

#### Afzal Khan MP

- In the long-term how do we do something that makes sure poorer communities with less opportunities aren't left behind?

#### Chris Fletcher

- Don't have to go too far out of Manchester where you find people who are left behind and excluded
- Need to be innovative and focus on things we should aspire to do

#### Sacha Lord

- Normally over the years when you come into periods of recovery, people throw themselves into the city centres
- This is going to be the opposite – people stay local at the moment – is this out of fear?



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- Middle of the range places have really suffered
- Going to have to drop rent in high streets to get people back into businesses

### Electricity North West (Jonny Morgan)

- At Electricity North West we're investing £14m in strategic infrastructure projects in Greater Manchester in the next three years – including at the Airport, the Etihad and in Manchester City Centre – to meet increasing electricity demand and helping businesses build back greener. Following the success of the Green Summit in September, how can leaders and businesses continue this momentum of investment, consolidating our efforts and ensuring that the recovery is green.

### Cllr Elise Wilson

- It is about linking things up, ambition carbon neutral by 2038. Cllr Andrew Western is doing a really great job leading on this – started a program to deliver residential retrofit
- We need to all go out and seek public sector investment – sets us up for success in the future

### Lou Cordwell

- The LEP is focused on the environmental crisis – this one hasn't gone away, we can't lose sight of that, our economic vision of what we will do
- Very optimistic of what we can do in the moment
- Business has a really important part to play – skills we give employees, whole picture of how we shape out

### Co-op (Alison Scowen)

- The Co-op was amongst 80 leading businesses, organised by the Northern Powerhouse Partnership, who signed a letter last week to the PM calling on him to "defend those parts of the North in deepest crisis". How do we ensure that whatever interventions we can make across the North, including Greater Manchester, are targeted where the need is most acute and where we can have the most impact?

### Cllr Elise Wilson

- It is the big levelling up question and agenda
- Need to iron out inequalities across the board and you are absolutely right to raise this issue
- Never before has there been such a big North/South divide

ENDs

### ATTENDANCE LIST

First Name	Last Name	Role	Organisation
Lucy	Powell	MP	Manchester Central
Lou	Cordwell	Co-Chair	GM LEP
Mo	Isap	Co-Chair	GM LEP



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Chris	Fletcher	Marketing & Campaigns Director	Greater Manchester Chamber of Commerce
Sacha	Lord	GMCA Night-Time Economy Adviser	GMCA
Cllr Elise	Wilson	Economy Lead	GMCA
Debbie	Abrahams	MP	Oldham East and Saddleworth
Afzal	Khan	MP	Gorton
Tony	Lloyd	MP	Rochdale
Jonathan	Reynolds	MP	Stalybridge and Hyde
Jeff	Smith	MP	Manchester Withington
Cllr Alan	Quinn	Environment Lead	Bury
Paul	Ambrose	BID Manager	Rochdale BID
Susan	Ayres	Head of Economic Affairs	Rochdale Council
Tom	Barret	Deputy Regional Director, North West,	CBI
Jack	Carnell	Senior PA Manager	Manchester Airport Group
Emily	Carter	Head of Political Campaigns & Business Manager	DevoConnect
Jonathan	Collins	External Affairs Manager North West	Cadent
Lynn	Collins	Regional Secretary of North West	TUC
Jon	Corner	CEO	The Landing
Cllr Janet	Emsley	Cabinet Member for Neighbourhoods, Community and Culture	Rochdale Council
Alan	Ferns	Associate Vice-President for External Relations and Reputation	University of Manchester
Luke	Freeman	Director	FinTech North
John	Hacking	Co-ordinator	Greater Manchester Living Wage Campaign
Jane	Healey Brown	Associate Director, Planning, Policy and Economics	Arup
Carol	Hopkins	Business Development Manager	Rochdale Development Agency
Andy	Hunt	Strategy, Partnerships and Policy Manager	Oldham Council
Gaynor	Kenyan	Director of Corporate Affairs	United Utilities
Nicole	Kershaw	Chief Executive	One Manchester
Greig	Lees	Head of Regeneration	Northwards Housing
Lucja	Majewski	Regional Development Manager	TransPennine Express
Jay	McKenna	Acting Secretary	NW TUC



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Deborah	McLaughlin	Consultant	
Gill	Morris	CEO	DevoConnect
Helen	Norris	Stakeholder Engagement and CSR Manager	ENW
Bryn	Phillips		Shelter
Asim	Rashid	Deputy Portfolio Holder for Regeneration	Rochdale Council
Simone	Roche	Founder	Northern Power Women
Alison	Scowen	Senior PA Manager	CO-OP
Clr	Sean Fielding	Council Leader	Oldham Metropolitan
Michael	Stephenson	Director of Public Affairs	Manchester Metropolitan University
Ian	Taylor	Director of Development	GMCVO
Joanne	Thornton	Executive PA, Public Affairs	United Utilities
Ciaran	Tully	External Affairs Manager - North West	National Housing Federation
Olivia	Tyrrell	Political Research Manager	DevoConnect
Marianne	Webb	Head of Corporate Communications and Public Affairs	University of Manchester
Helen	White	Director	Marketing Stockport Limited
Tim	Wood	Northern Powerhouse Rail Director	TFN