TheCityUK

Enabling growth across Greater Manchester

a manifesto for our next mayor

Foreword

On 30 July, voters in Greater Manchester will head to the polls to choose the next metro mayor.

This election presents an opportunity to ensure that the financial and related professional services industry can play an even more significant role in creating jobs and driving growth and prosperity across the region.

Having grown up in Greater Manchester, I know first-hand the ambition, resilience and enterprise that continue to make the region a powerful engine of growth and opportunity. Our industry has a vital role to play in that success.

Currently the industry employs around 298,000 people and contributes over £23.6bn (10.5% of the region's economic output) to the economy of the wider North West. In the Greater Manchester area alone, the industry employs over 151,000 people. This election presents an opportunity for the mayor to focus on ensuring that the financial and related professional services industry can play an even more significant role in creating jobs and driving growth and prosperity across the region.

These jobs and the other products and services provided by the industry make a real difference in people's lives – helping them to save for the future, buy a home, grow a business, and manage risk.

The North West as a whole has a particular centre of excellence for banking, legal services, general insurance, management consulting and accountancy. The quality of the North West's infrastructure and access to talent has attracted firms to a location that can deliver a consistent level of service to its international client base.

This manifesto outlines practical and affordable ways for Greater Manchester's next mayor to continue to foster economic growth and tap into the full potential of our industry.

Miles Celic OBE
Chief Executive Officer, TheCityUK

Financial and related professional services in Greater Manchester and the wider North West

The whole of the North West is a hub for our industry and Greater Manchester is a key driver of this success with a dynamic mix of banking, insurance and FinTech companies.

The North West is host to a large cluster of financial and related professional services firms; the industry collectively accounts for 10.5% of the regional economy and employs 298,000 people. The North West is the largest region for financial and related professional services employment outside the capital.

The Greater Manchester metropolitan area (the Combined Authority) is an important financial hub in the North West, employing 151,800 people. In the city of Manchester, the industry employs 59,860 people, accounting for one fifth of total financial and related professional services employment in the North West, and contributes 24.1% to the city's real GVA. Manchester hosts a wide range of financial and related professional and services companies, including Ayden, AXA, Barclays, BNY, Latham & Watkins, and OakNorth.

Businesses operate near media and political hubs represented by MediaCityUK and the office of the metro mayor within the Greater Manchester Combined Authority. The local economy has also benefited from private sector investment agencies, such as MIDAS, Manchester's inward investment agency, which has helped to attract a number of companies to the city region.

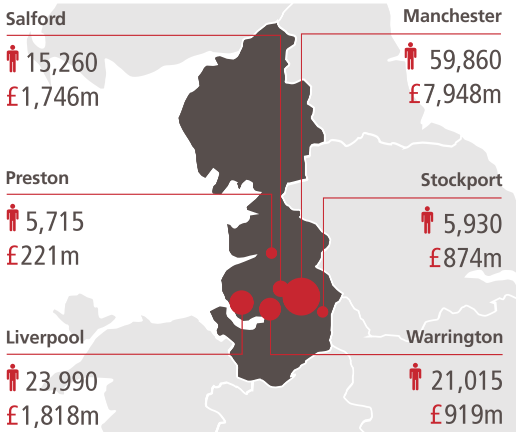
Financial and related professional services accounts for:

10.5% of regional real GVA

8.2% of regional employment

North West employment and GVA, 2023

Financial and related professional services employment



= Employment, 2023   £= Real Gross Value Added, 2023

NORTH WEST SELECTED TOWNS' AND CITIES' FINANCIAL AND RELATED PROFESSIONAL SERVICES EMPLOYMENT

City / Town	Financial Services					Related Professional Services				Total	% of City/Town Employment
	Banking	Insurance	Fund Management	Other Financial Services	Total	Accountancy	Management Consultancy	Legal Services	Total		
Manchester	12,000	6,500	250	6,110	24,860	14,000	9,000	12,000	35,000	**59,860**	**13.8**
Liverpool	3,000	3,200	1,500	2,290	9,990	4,000	3,000	7,000	14,000	**23,990**	**7.6**
Warrington	175	190	0	950	1,315	17,000	2,250	450	19,700	**21,015**	**15.3**
Salford	225	5,250	40	695	6,210	6,000	800	2,250	9,050	**15,260**	**16.6**
Stockport	1,250	1,020	10	600	2,880	1,250	900	900	3,050	**5,930**	**8.7**
Preston	300	620	20	975	1,915	1,250	1,750	800	3,800	**5,715**	**6.2**
Regional Total	**33,000**	**24,000**	**2,000**	**29,000**	**88,000**	**123,000**	**46,000**	**41,000**	**210,000**	**298,000**	**8.2**

** Denotes regional and national total less than 1,000 as Nomis rounds regional and national totals to nearest 1,000.*
Major towns and cities with over 5,000 in employment in financial and related professional services are listed.

NORTH WEST SELECTED TOWNS' AND CITIES' FINANCIAL AND RELATED PROFESSIONAL SERVICES GVA (£ MILLION UNLESS STATED)

City / Town	Financial Services					Related Professional Services				Total	% of City/Town GVA
	Banking	Insurance	Fund Management	Other Financial Services	Total	Accountancy	Management Consultancy	Legal Services	Total		
Manchester	1,821	1,326	124	1,586	4,857	2,103	287	701	3,091	**7,948**	**24.1**
Liverpool	509	371	35	444	1,359	284	80	95	459	**1,818**	**10.7**
Salford	132	96	9	115	351	1,004	55	335	1,394	**1,746**	**14.1**
Warrington	48	35	3	42	128	563	41	188	791	**919**	**9.5**
Stockport	195	142	13	170	520	253	17	84	355	**874**	**10.8**
Preston	31	23	2	27	83	92	15	31	138	**221**	**4.4**
Regional Total	**7,298**	**2,427**	**227**	**2,903**	**12,855**	**7,205**	**1,141**	**2,402**	**10,748**	**23,603**	**10.5**

Towns and cities with over 5,000 in employment in financial and related professional services are listed.
GVA data are TheCityUK estimates. For details and methodology, see the Appendix.

A key policy priority for the city region is skills retention. While well-established academic institutions such as Manchester Business School and Manchester's College of Law ensure graduates progress into entry-level industry roles, mid-level and senior-level employees can be difficult for firms to attract.

Significantly, the North West is the second largest accounting and legal centre in the UK after London. It also has a wide presence in banking services along with expertise in several valuable areas including the Alternative Investment Market (AIM) listings, venture capital investment, public-private partnerships, private wealth management, and maritime and environmental law.

Recommendations for the mayor

The following recommendations identify three key areas where the mayor can make meaningful changes to help unlock the potential of financial and related professional service to drive growth across the region's economy.

1) Engaging the industry

Private capital and business more generally is the engine of growth across Greater Manchester's economy.

The new mayor should:

- **Continue to review, update and evolve the Local Growth Plan, making this the foundation of economic planning in the region.** This should include clear metrics and identify specific ways in which businesses from key industries, including financial and related professional services, can contribute to the mayor's vision for economic growth in the region. The plan should continue to link to and account for the priorities of the Modern Industrial Strategy to ensure a coherent roadmap for business.

- **Develop an industry-specific strategy for financial and related professional services,** reflecting the industry's role as an engine for growth in the wider economy generating 298,000 jobs and just over £23.6 bn of economic output.

- **Ensure that every sector of the economy, especially the services industry, is fully represented** in both business forums and the mayor's work in promoting the region overseas.

2) People

Local policymakers and business leaders are best placed to identify the skills needed in their regions, particularly in developing and specialised areas, such as specialist forms of FinTech or LawTech. They can engage with local schools and universities to ensure that young people can learn about industries in their local area early on in their educational journey. The mayor can also help to highlight role models in our industry to help attract young people from less advantaged socio-economic backgrounds.

The new mayor should:

› **Bring together a wide employer network to contribute to the Local Skills Improvement Plan.** This will ensure that the plan reflects the needs of the regional economy.

› **Ensure that plans for mapping and addressing skills needs, align closely with the wider vision for economic growth,** including creating capacity for training and re-skilling in growth sectors.

› **Help connect schools, colleges and universities to engage employers in all areas of the education process,** for instance in areas such as curriculum and course design.

3) Prosperity

There has been significant progress in attracting investment to hubs outside London, including in the North West, and policymakers should seek to build on this work. However, the ability to communicate and travel between locations remains a key barrier to maximising productivity. Effective digital and transport infrastructure will enhance the connectivity of thriving regional hubs, helping to support greater growth across all industries, not just financial and related professional services.

The new mayor should:

- **Work with central government to encourage further investment in an enhanced national rail network, including in a high-capacity rail link to the Midlands and London.** This should be supplemented by building a unified transport strategy to move people and goods more easily.

- **Continue to partner with the government to improve the region's digital infrastructure,** in particular the rollout of 5G.

- **Provide businesses and potential investors in the region with the most accessible front door possible to engage with the Combined Authority.** Our industry can make a contribution to economic growth when there are clear structures in place for engagement between regional government and industry.

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