

REPORT TO: AGMA EXECUTIVE BOARD

SUBJECT: AGMA SUMMIT OVERVIEW

DATE: 30TH JULY, 2010

**FROM: SARA TOMKINS, COMMUNICATIONS DIRECTOR,
MANCHESTER CITY COUNCIL**

1.0 BACKGROUND

- 1.1 Following an AGMA away day and subsequent report in February to the Executive an AGMA engagement event was requested. The aim of the summit was to help inform local authorities, the AGMA partnership and key stakeholders about the priorities and 'one region' approach.
- 1.2 An outline of the event was agreed by the Executive to encompass an afternoon summit that was strategic, involved key note speakers and promoted debate with a Leadership panel for questions and answers.

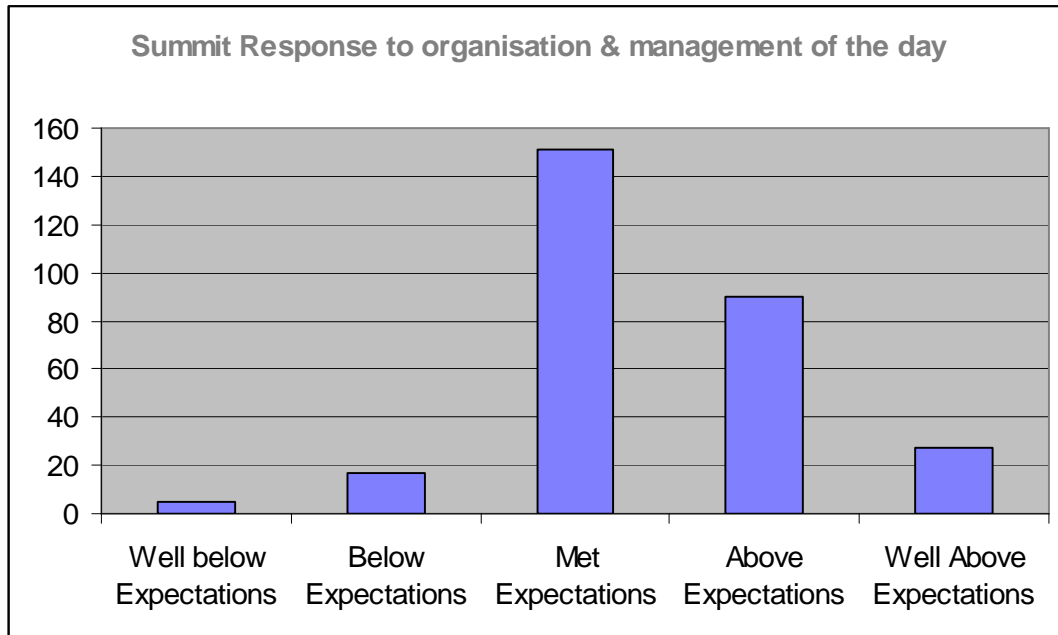
2.0 RESULTS

- 2.1 The Summit took place on the 29th July at Manchester Central. An invite was extended to all authorities, members and Greater Manchester MP's, neighbouring authorities, key partnerships, private sector partners involved in commissions and the voluntary sector.
- 2.2 Over five hundred people responded positively and it is estimated over four hundred delegates attended. Delegates from all authorities, neighbouring authorities, and partners including NHS, GMP, GM F&R, voluntary sector and business were present.
- 2.3 The agenda was themed around two core topics:
 - MIER and GM Strategy – 'Making it happen Locally'
 - Improvement and Efficiency in the context of fiscal constraints
- 2.4 Guest speakers included Jonathan Kestenbaum (NESTA and MIER Contributor) and Helen Bailey (HM Treasury) supported by speakers representing authorities and the commissions, facilitated by Jim Hancock.
- 2.5 In order to assess the impact of the summit, delegates were asked to submit responses to a few simple questions to gauge performance and assess value, levels of engagement and the appetite for future AGMA events.

2.6 Below are the results of the questions posed.

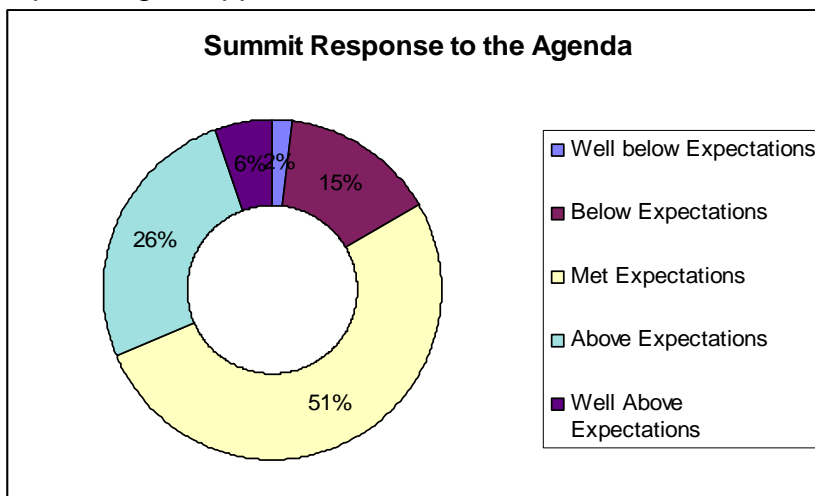
General management and organisation of the day?

92% felt the management and organisation of the day met expectations or was above or well above expectations.



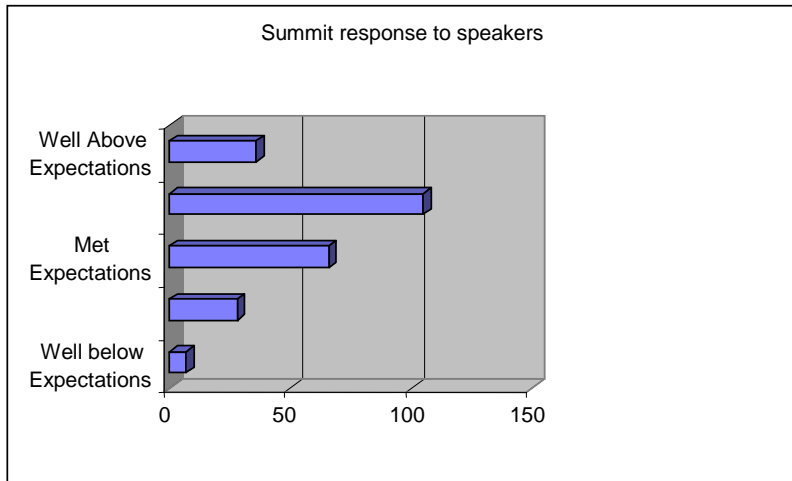
Agenda

82% of delegates felt the agenda met or exceed expectations with 17% expressing disappointment.



Speaker quality, content and presentations

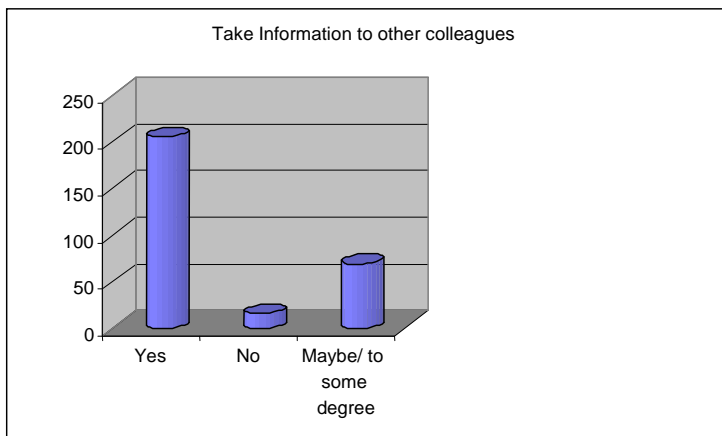
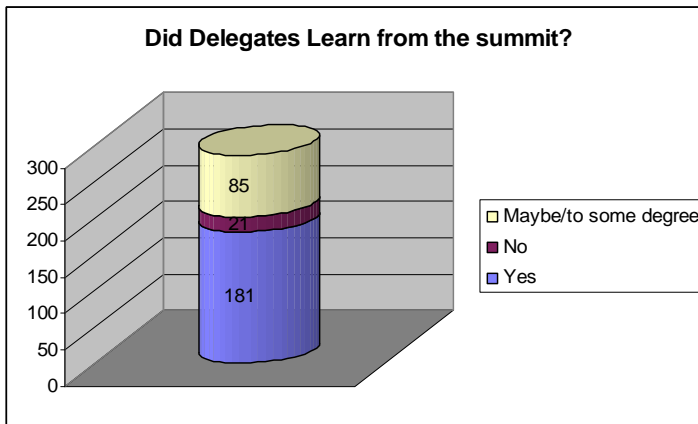
Speakers met or exceeded the delegate's expectations with just 2.8% responding that speakers were below expectations.



Have you learnt something today? And

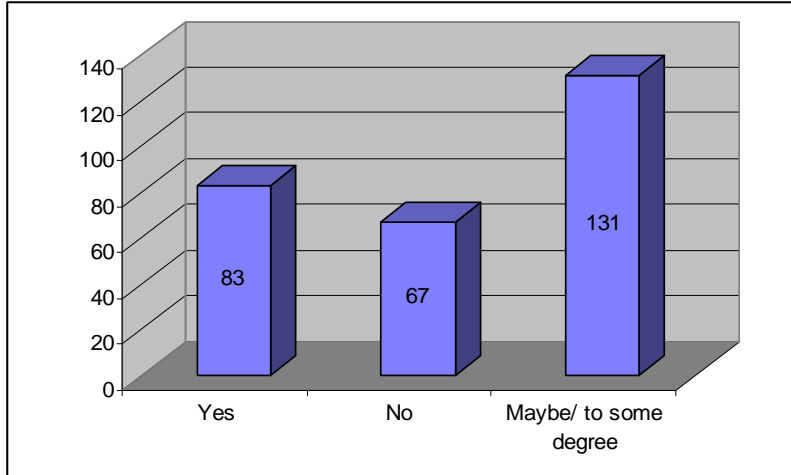
Will you take information from today and pass it on to colleagues?

93% felt they had learnt something from the summit and 95% agreed they would pass information onto others. This shows strong engagement for the AGMA summit as the attendees were prepared to act as a result of the event.



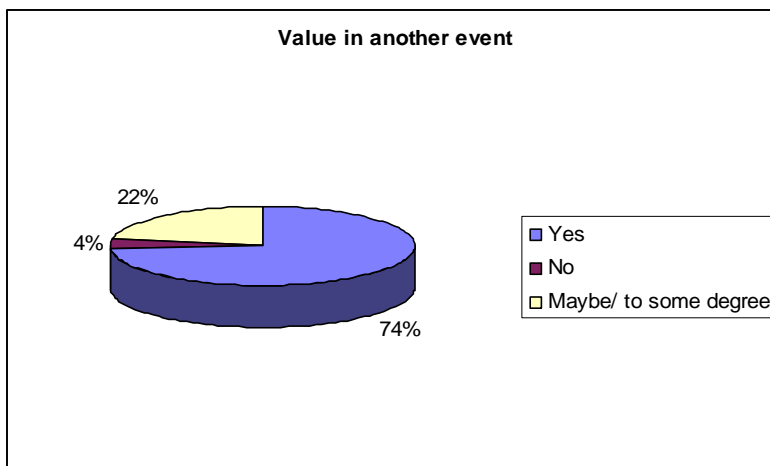
Will you re-address your priorities in light of AGMA and the GM Strategy?

Importantly most people did say they would change, to some degree the way they did things as a result of the AGMA strategy and priorities.



Do you see value in further AGMA events?

Delegates expressed strong preference for another event.



3.0 RECOMMENDATIONS

3.1 It is recommended that the above results are shared with those who attended and further analysis is undertaken. All delegates who were invited and attended or couldn't attend should be sent a summary of the day and an electronic copy of the AGMA handbook that was distributed.

3.2 And a further report to be submitted to the Executive regarding future events.

4.0 NOTE OF THANKS

4.1 Finally, a formal note of thanks is to be expressed to guest speakers, leaders, Marketing Manchester and team AGMA for their support on delivering this event.