



GOVERNMENT OFFICE
FOR THE NORTH WEST

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Dear Colin,

Liverpool City Region MAA – Phase 2

You will be aware that I have now taken over as GONW's lead for the Liverpool City Region, and I thought it would be helpful to write to you to outline my thinking on how we can work together to move forward the development of Phase 2 of the MAA.

Firstly, can I offer my congratulations to you and LCR partners on the recent approval of the Employment and Skills Platform, which I know reflects a lot of hard work, over the past few months. However, I am very conscious that this was really the start of the process, and we are now faced with the challenge of delivering three platforms in a very short space of time.

I have met with internal GO colleagues to review progress, and as a result of that meeting would be grateful for your support on the following issues:

Platform Papers – the papers submitted to date are very much work in progress and we need to move very quickly to well advanced drafts. I am looking to strike a careful balance between timeliness and quality in submitting documents to Whitehall colleagues, as getting either of these wrong could lead to unhelpful assumptions. The timeliness point is now becoming an issue and I would be grateful if strong draft platforms could be with me by next Friday 6 February 2009, so that we can begin serious engagement with Whitehall colleagues.

Project Leads – alongside you as overall lead, and Carole and David as platform leads, it would be helpful if one of your senior Executive Directors could be nominated as an additional point of contact, to resolve issues in the absence of any one of you.

Project Plan – we are currently working to end of March/early April for sign-off and it would be helpful if you could provide your key milestones towards meeting this timetable. I will be more than happy to turn this into a more detailed project plan, capturing government milestones, which we can both work towards.

Resource – you will appreciate the considerable resource required to deliver the Employment and Skills platform, and we now need to ensure that we have sufficient resource in place to seriously take forward work on the other three platforms. I understand that we too have a responsibility and



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can assure you that we will put the appropriate resource in place to support you throughout this process.

In working on each of the platforms over the coming week, it would be helpful if you would consider the following points:

Consistency with agreed Story of Place – each of the Platforms needs to support the story of Place, as this is the narrative that Ministers understand.

Connectivity between platforms – there is limited evidence of this in the latest drafts, with the noticeable exception of transport where the linkage with other themes is evident. This is a particular issue for the economy platform, which needs to connect closely with the already agreed employment and skills platform, as disconnect will jeopardise the deliverability of each.

Clarity of Asks – this is a particular concern, as the asks are currently underdeveloped in all Platforms. Our early assessment is that some of the asks can be resolved without government intervention.

Early thinking on targets and measurements – these required a great deal of work at the back end of Phase 1, and to avoid that this time around it would be helpful if we could start the thinking.

You will appreciate that I am keen to ensure that the Liverpool City Region is presented in the strongest possible light and view the development of the next phase of the MAA as an excellent showcase opportunity. We will have a good opportunity to review progress when the Regional Minister meets with LCR Leaders and Chief Executives on 9 February 2009.

I hope that this letter is helpful, and I very much look forward to working with you and LCR colleagues on taking the MAA forward.

Finally, I have copied this letter to all LCR Leaders and Chief Executives, and Ashley Pottier, CLG.

Yours sincerely
Jo Lappin

Jo Lappin
Deputy Regional Director