

GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP

DATE: Tuesday, 13 October 2020

TIME: 4.45pm - 5.30pm

PLACE: Via Microsoft Teams Live Events

AGENDA

Item	Pages
7. Marketing and Comms Update Lou Cordwell	1 - 6

This page is intentionally left blank

Agenda Item 7



GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: Marketing (Greater Manchester Economic Proposition Strategic Communications)

DATE: 13th October 2020

FROM: Lou Cordwell

PURPOSE OF REPORT

To provide the LEP with an update of activity being undertaken by Marketing Manchester and GMCA communications colleagues on its behalf in relation to strategic communications support for the Greater Manchester Economic Proposition.

RECOMMENDATIONS

The LEP Board is asked to:

- Note and comment on the report
- Input on future stories and themes
- Support the promotion and sharing of GM Economic Proposition strategic communications content and materials via their own networks (social media) and communications channels. A communications pack with assets to support this activity will be made available to LEP members.

CONTACT OFFICERS:

Sheona Southern, MD Marketing Manchester
Sheona.Southern@MarketingManchester.com

1. Background and information

1. In order to secure the maximum support from Government, business and investment influencers to deliver interventions that will safeguard jobs and economic prospects in Greater Manchester, the North of England and UK, there is now a pressing need to reinforce awareness of Greater Manchester's unique strengths and approach among national decision makers and opinion formers.
2. In August 2020, Marketing Manchester started work on strategic communications activity to support increased awareness of Greater Manchester's Economic Proposition. Working in partnership with GMCA communications colleagues, Marketing Manchester is producing and sharing a mix of multi-media content for use on the GM LEP website (<http://www.gmlep.com/insights>) and social media channels; to support media interview opportunities; and to be made available to GM partners and supporters, enabling them to play a role in protecting and promoting Greater Manchester's Economic Proposition.

2. Progress

- 2.1 Led by a Strategic Economic Communications Steering Group (Lou Cordwell, LEP co-chair; Mark Hughes, CEO Growth Company; Simon Nokes, Executive Director, Policy and Strategy, GMCA; Sheona Southern, MD, Marketing Manchester) and key sector communications leads (digital and creative, green growth, health innovation, advanced manufacturing and materials), Marketing Manchester is working in partnership with GMCA communications colleagues to identify, create and share content promoting Greater Manchester's key strengths and characteristics.

3. Key Messages

- 3.1 This work is prioritising key messaging supporting Greater Manchester's submission to the Comprehensive Spending Review, and will seek to emphasise themes including innovation and addressing inequalities, a commitment to a fairer, greener and growing economy, and GM's frontier sector strengths in digital and creative, health innovation, green growth and advanced materials.
- 3.2 Content is housed on the newly developed GM LEP Insights section [hub](#) and a list of content that has been published, or is in development, is available in the Annex.
- 3.3 A format has been developed for a series of short videos shared via social media and carrying key messaging and can be seen here: <http://gmlep.com/insights/intelligent-soil-alternative-addresses-heightened-food-security-concerns-following-coronavirus>.
- 3.4 A plan is being developed to share content and messaging via media relations activity relating to key opportunities, for example the launch of the GM LEP Economic Proposition. Content is also being made available to be shared across GM LEP and GM partner digital channels (paid and organic).
- 3.5 A communications pack providing access to collateral and information that will enable LEP members and GM partners to share evidence of the strength of Greater Manchester's economic proposition via their own digital channels and networks will be circulated and updated regularly.

4. Recommendations

- 4.1 LEP members are asked to:

- i. Note and comment on the report
- ii. Input on future stories and themes
- iii. Support the promotion and sharing of GM Economic Proposition strategic communications content and materials via their own networks (social media) and communications channels. A communications pack with assets to support this activity will be made available to LEP members.

Contact for Stories or Support in Sharing Content

Simon Donohue, Manchester Content Curator, Marketing Manchester,
Simon.donohue@marketingmanchester.com

Annex
Content Development for GM LEP Economic Strategic Comms
Current Content Pipeline

Content and content format/use	Sector/theme/messaging	Progress/actions
GelPonic intelligent soil – developed at GM LEP funded GEIC (video here). <i>Article and video sharer for insights page/social.</i>	Innovation supported by GM LEP investment, advanced materials	Published http://gmlep.com/insights/intelligent-soil-alternative-addresses-heightened-food-security-concerns-following-coronavirus
How Greater Manchester's support for female entrepreneurs can support the UK economy and end address inequalities. <i>Thought leadership and video sharer/insights page, third party media</i>	Skills, innovation, support for female entrepreneurs (major CSR focus)	In progress
Shovel Ready Projects selected by Government in consultation with Greater Manchester Local Enterprise Partnership, including Mayfield (£23m), Port Salford (£6m), Stok. <i>Article, images and video sharer for insights page/social.</i>	Ability to work with Government to accelerate deliverable projects supporting low carbon, digital sector, skills, employment, R&D	Published http://gmlep.com/insights/getting-building-fund-provides-54-2m-to-support-implementation-of-greater-manchester-local-industrial-strategy
Interview with GM LEP Co-chair Mo Isap. <i>Article, images and video sharer for insights page/social, third party media.</i>	Demonstrating diversity within leadership, highlighting skills and experience capability in terms of delivering innovation in skills and education to end inequalities.	Published http://gmlep.com/insights/meet-gm-lep-diversity-champion-mo-isap-says-an-innovative-approach-to-education-and-skills-is-helping-to-end-inequalities-in-greater-manchester
GM LEP Economic Proposition video explainer and insights article/thought leadership. 60 seconds long. <i>For use on Insights section/social media, third party media.</i>	Highlighting main themes and narrative of GM LEP Economic Proposition and how it will inform the CSR ask.	In progress
Interview with Councillor Elise Wilson, GM LEP board member and GMCA economic lead. <i>For use on Insights section/social media, third party media.</i>	Diversity in leadership, business confidence, GM's ability to innovate, show resilience, flex and lead economic recovery, leaving no one behind.	In progress

GM LEP board member recruitment. <i>For use on GM LEP news page/social media.</i>	TBC as this will be a low-key announcement as there are only two vacancies.	http://gmlep.com/news/greater-manchester-local-enterprise-partnership-seeks-board-members-2
Interview with GM LEP co-chair Lou Cordwell.	Entrepreneurship, conscious capitalism.	In progress
GM LEP/Growth Company response to Covid: Ways in which LEP, via Growth Hub, is able to immediate support companies in these difficult times.	Support for Greater Manchester business community during pandemic	Published http://gmlep.com/insights/solidarity-and-support-are-helping-greater-manchesters-business-community-to-remain-resilient
GM LEP/Growth Company response to Covid: Ways in which LEP, via Growth Hub, is able to support companies who are looking to pivot/innovate in order to think about their future market/growth/leadership and emerge from Covid stronger.	Support for Greater Manchester business community during pandemic	Published http://gmlep.com/insights/solidarity-and-support-are-helping-greater-manchesters-business-community-to-remain-resilient

Themes/news list

Marketing Manchester will be working through this list of potential stories/themes but other priorities may emerge.

- Launch of Ada North (Manchester-based digital skills college following success of the Ada Lovelace Institute in London). Virtual launch 13th October. (national College, Digital Skills, DCMS, MCC)
- E-scooter trials
- 10th Anniversary of GM LEP being given the green light by Government – October 2020
- One year living with covid plan
- Social value procurement and links to Good Employment Charter
- United We Stream - public/private support for music sector
- Tech Fund (lap-tops to students, private sector involvement/inequalities/exclusion). Case study with school, emphasising inclusivity agenda.
- Confidence is key – blog post/campaign theme
- GM CBILS and business support, including case study with one recipient.
- Cybersecurity, focusing on the concentrated strength of the sector and the #OneStepAhead campaign launched by the Cyber Resilience Centre/GCHQ (See digital below)
- Successes in safe data Sharing (Health Innovation, Ed Tech and Health Tech)
- Giant GM Big Shop (supporting local business)
- Future of Greater Manchester event

Potential Stories from The Local Growth Fund

Examples of GM LEP/GMCA investment that can be utilised for stories that support our aims are below.

Project	Funding	Sector/Progress	Detail
MCF Cycling & Walking schemes	£26,613,000	Green Growth/In Delivery	Programme of walking and cycling schemes across GM, to increase the attractiveness of active travel.
Mantra	£1,069,592	Digital/Complete	Logistics centre focusing on the rapidly growing industry of customer returns.
Bury College	£6,800,000	Innovation/In Delivery	Science, Technology, Engineering & Maths: Build a new Health Innovation STEM Centre to support the delivery of additional / new Health, Science, and related Technologies activity. Refurbishment of some existing campus.
School of Design and Arts	£35,000,000	Digital/In Delivery	The facility will incorporate specialist and flexible production studios and labs, a cinema, a business incubation hub and staff offices.
Cyber Innovation Centre	£10,000,000	Digital/In Delivery	The cyber innovation centre will host start-ups and a hub of security organisations including GMP and the cyber foundry programme.
Life Sciences Fund	£20,000,000	Health Innovation/In Delivery	Venture capital for businesses located in the region and operating in the life sciences sector.
Pankhurst Centre	£10,000,000	Health innovation/In Delivery	Creation of a centre focused on capitalising on GM's health and advanced materials strengths.
GM Digital	£4,000,000	Digital/In Delivery	Group of digital projects to tackle digital exclusion across GM.

GM-wide Sector Narratives and Stories

Digital

- GCHQ - now open in Manchester (coverage in FT) opportunity to provide insight into the reasons they chose Manchester
- Digital inclusion activity to address widening digital inequalities during lockdown
- Full fibre roll out (funded by DCMS)
- Expansion of GM digital platform to provide benefits beyond health, including victims of crime.
- One Network <https://www.digitalmarketplace.service.gov.uk/digital-outcomes-and-specialists/opportunities/12879>

Green growth

- Launch of local energy market
- Tower of Light - <https://www.manchestereveningnews.co.uk/news/greater-manchester-news/18m-tower-light-power-prominent-18549526>
- Maintaining economic benefits of the C02 reduction during lockdown