



# GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP

**DATE:** Wednesday, 22 September 2021

**TIME:** 4.00pm - 5.30pm

**PLACE:** The Albert Halls, Bolton Town Hall, Victoria Square, Bolton,  
BL1 1RU

## SUPPLEMENTARY AGENDA

Item	Pages
10. Marketing and Comms Update Lou Cordwell	1 - 20

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## GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: GM LEP Economic Vision Strategic Communications

DATE: 22<sup>nd</sup> September 2021

FROM: Lou Cordwell, Chair GM LEP

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### PURPOSE OF REPORT

To provide the LEP with an update of strategic communications activity undertaken on its behalf by Marketing Manchester and GMCA communications colleagues in August 2021.

### RECOMMENDATIONS

**The LEP Board is asked to:**

1. Note and comment on the report
2. Provide input on future stories and themes
3. Consider supporting GM LEP strategic communications through their own channels (regular columns etc)

### CONTACT OFFICERS:

Sheona Southern, Managing Director, Marketing Manchester

Sheona.southern@marketingmanchester.com

Contacts for stories, content and media:

Simon Donohue, Content Curator, Marketing Manchester  
(content/stories)Simon.donohue@marketingmanchester.com

Oscar Lynch, Senior Communications Officer, GMCA (LEP  
comms/media)Oscar.lynch@greatermanchester-ca.gov.uk

### Equalities Impact, Carbon and Sustainability Assessment:

The strategic communications work being undertaken is intended to increase awareness of GM LEP's role in encouraging and celebrating diversity and inclusivity, supporting the LEP in tackling inequalities and encouraging economic growth by championing equal opportunities. Care is taken to ensure that communications outputs are representative of a diverse population and encourage inclusivity.

The strategic communications work being undertaken is intended to increase awareness of GM LEP's role in encouraging work to address, and mitigate against, the impact of climate change, supporting the LEP in championing measures that will enable Greater Manchester to achieve its ambition of carbon neutrality by 2038. Care is taken to utilise sustainable work practices in executing this work.

**Risk Management:**

Changes in Government policy and other external factors pertinent to Greater Manchester's reputation could have a bearing on the successful outcome of strategic communications activity. All activity is routinely reviewed and subjected to internal sign-off processes in order to mitigate risk.

**Legal Considerations:**

There are no specific legal considerations relating to this work apart from contractual obligations and reputational risks relating to media and communications activity. All activity is routinely reviewed and subjected to internal sign-off processes in order to mitigate risk.

**Financial Consequences – Revenue:** There are no specific financial consequences in terms of revenue associated with this work.

**Financial Consequences – Capital:** There are no specific financial consequences in terms of revenue associated with this work.

**Number of attachments to the report: 0**

**Background Papers: N/A**

## **1.0 INTRODUCTION/BACKGROUND**

This report provides details of the updated GM LEP communications plan aligned to the new GM LEP deliverables.

This report also provides a summary of strategic communications activity and achievements on behalf of GM LEP in August 2021, including highlights of key content, PR/media relations activity, events/engagement and social media during the period.

This work continues to promote awareness of the themes within the Greater Manchester Economic Vision.

### **1.1 Performance Overview**

Content and media coverage generated on behalf of GM LEP provided more than 2.7 million Opportunities To See or hear GM LEP messaging during August 2021.

GM LEP's digital channels achieved 71,486 impressions in August, reaching an estimated audience in excess of 10,000 unique users. The GM LEP website attracted 2,908 unique page views during August 2021, including 111 unique page views for the Greater Manchester Economic Vision.

10+ packages of bespoke content (editorial articles, video content, social media cards) were created and shared, supported by 80+ social media posts. Among highlights was PR activity around Material Gains: Building Better Cities for People and the Planet, and the launch of a campaign to attract leisure and hospitality engagement with the Greater Manchester Good Employment Charter.

## 2.0 Content summary

During August 2021, 10+ packages of bespoke content were created and promoted via the Insights page of the GM LEP website and GM LEP social media channels, covering themes including advanced materials, digital and tech, and health innovation.

A sixth GM LEP profile video, featuring GM LEP board member Chris Oglesby was produced, promoting the Greater Manchester Economic Vision, and can be seen on social media [here](#).

Other key activity included the launch of a campaign to encourage leisure and hospitality sector sign-ups and engagement with the Good Employment Charter and publication of a white paper report on advanced materials (***Material Gains: Building better cities for people and the planet***) See [here](#). A full summary of content and PR coverage is available at Annex 1.

## 3.0 Press Releases, Media Relations and Coverage

During August 2021, three press releases were produced and issued covering the the advanced materials white paper Material Gains; DIT's decision to promote the key North West Life Science Cluster as a High Potential Opportunity for Health Innovation for Healthy Ageing; and a GM LEP call on the hospitality sector to sign up to Greater Manchester's Good Employment Charter.

Coverage achieved more than 2,649,826 Opportunities to See GM LEP messaging. Full list of press releases and media/partner coverage for August 2021 is at **Annex 1**.

## 4.0 GM LEP digital channels

### 4.1 GM LEP website

The GM LEP website attracted 2,908 unique users during August 2021. Key content visits during Q1 included: GM LEP Economic Vision (111 unique page views); Innovation Greater Manchester (460 page views); articles for the News and Insights sections. Maintenance and hosting of the GM LEP website is managed by Marketing Manchester's digital team.

### 4.2 Social Media

#### Twitter

Twenty two new followers were added to the [@GMLEP](#) Twitter accounts during August 2021 and there are currently a total of 3,126 followers (3,029 in July 2021). 44 social media posts during August 2021 generated 56,000 post impressions, attracting 5,176 profile views.

## LinkedIn

116 new followers were added to the GM LEP LinkedIn page in August 2021 and the LEP now has 2,001 followers. Posts generated 12,578 impressions.

A monthly social media pack is produced to support GM LEP board members in sharing content.

## 6.0 Forward View and activity since the last board meeting

### Key achievements since the most recent GM LEP board meeting includes:

Work in September 2021 has continuing to promote awareness of the themes within the Greater Manchester Economic Vision utilising PR, content, events and social media, including a focus on Innovation Greater Manchester, Greater Manchester Good Employment Charter, advanced materials and the Greener Greater Manchester net zero carbon campaign.

## ANNEX 1

### Media relations activity and press releases during August 2021

Chanel/media outlet	Content	Link
GM LEP Twitter and LinkedIn	Chris Oglesby board member profile film	<a href="https://twitter.com/GMLEP/status/1422557382161354760?s=20">https://twitter.com/GMLEP/status/1422557382161354760?s=20</a>
GM LEP Insights	Manchester model of cancer care to support treatment in Kenya + social media posts	<a href="https://gmlep.com/insights/manchester-model-of-cancer-care-to-support-treatment-in-kenya">https://gmlep.com/insights/manchester-model-of-cancer-care-to-support-treatment-in-kenya</a>
GM LEP Insights	SME manufacturers prepare for the challenges of a digital future with Made Smarter Leadership Programme + social media posts	<a href="https://gmlep.com/insights/sme-manufacturers-prepare-for-the-challenges-of-a-digital-future-with-made-smarter-leadership-programme">https://gmlep.com/insights/sme-manufacturers-prepare-for-the-challenges-of-a-digital-future-with-made-smarter-leadership-programme</a>
Growth Company	Made Smarter creates 60 digital leaders	<a href="https://www.growthco.uk/news/made-smarter-creates-60-digital-leaders/">https://www.growthco.uk/news/made-smarter-creates-60-digital-leaders/</a>
GM LEP Insights	Plans for Manchester's first hydrogen fuel hub moving forward + social media posts	<a href="https://gmlep.com/insights/plans-for-manchesters-first-hydrogen-fuel-hub-moving-forward">https://gmlep.com/insights/plans-for-manchesters-first-hydrogen-fuel-hub-moving-forward</a>
GM LEP Insights	GCHQ and HOST launch ground-breaking innovation programme to help North West businesses develop cutting-edge technologies + social media posts	<a href="https://gmlep.com/insights/gchq-and-host-launch-ground-breaking-innovation-programme-to-help-north-west-businesses-develop-cutting-edge-technologies">https://gmlep.com/insights/gchq-and-host-launch-ground-breaking-innovation-programme-to-help-north-west-businesses-develop-cutting-edge-technologies</a>
GM LEP	New report offers vision of cities transformed by Greater Manchester's advanced materials expertise	<a href="https://gmlep.com/news/new-report-offers-vision-of-cities-transformed-by-greater-manchesters-advanced-materials-expertise">https://gmlep.com/news/new-report-offers-vision-of-cities-transformed-by-greater-manchesters-advanced-materials-expertise</a>

The Business Desk.com	New report offers vision of cities transformed by Greater Manchester's advanced materials expertise	<a href="https://www.thebusinessdesk.com/northwest/news/2083713-report-offers-vision-of-cities-transformed-by-region%E2%80%99s-advanced-materials-expertise">https://www.thebusinessdesk.com/northwest/news/2083713-report-offers-vision-of-cities-transformed-by-region%E2%80%99s-advanced-materials-expertise</a>
About Manchester	New report offers vision of cities transformed by Greater Manchester's advanced materials expertise	<a href="https://aboutmanchester.co.uk/new-report-offers-vision-of-cities-transformed-by-greater-manchesters-advanced-materials-expertise/">https://aboutmanchester.co.uk/new-report-offers-vision-of-cities-transformed-by-greater-manchesters-advanced-materials-expertise/</a>
The Oldham Times	New report offers vision of cities transformed by Greater Manchester's advanced materials expertise	<a href="https://www.theoldhamtimes.co.uk/news/19506633.report-offers-vision-cities-transformed-greater-manchesters-advanced-materials-expertise/">https://www.theoldhamtimes.co.uk/news/19506633.report-offers-vision-cities-transformed-greater-manchesters-advanced-materials-expertise/</a>
Invest in Manchester	New report offers vision of cities transformed by Greater Manchester's advanced materials expertise	<a href="https://www.investinmanchester.com/media-and-events/industry-news/2021/8/11/new-report-offers-vision-of-cities-transformed-by-greater-manchester-s-advanced-materials-expertise-a2908">https://www.investinmanchester.com/media-and-events/industry-news/2021/8/11/new-report-offers-vision-of-cities-transformed-by-greater-manchester-s-advanced-materials-expertise-a2908</a>
Marketing Stockport	New report on how Greater Manchester's expertise could help shape the cities of the future	<a href="https://marketingstockport.co.uk/news/new-report-on-how-greater-manchesters-expertise-in-advanced-materials-could-help-shape-the-cities-of-the-future/">https://marketingstockport.co.uk/news/new-report-on-how-greater-manchesters-expertise-in-advanced-materials-could-help-shape-the-cities-of-the-future/</a>
Greener Greater Manchester	GMLEP white paper sets out future green vision for Greater Manchester	<a href="https://greenergreatermanchester.com/posts/gmllep-white-paper-sets-out-future-green-vision-for-greater-manchester/">https://greenergreatermanchester.com/posts/gmllep-white-paper-sets-out-future-green-vision-for-greater-manchester/</a>
GM LEP	<b>DIT to promote key North West Life Science Cluster as a High Potential Opportunity location for Health Innovation for Healthy Ageing to investors in 177 countries</b>	<a href="https://gmllep.com/news/dit-to-promote-key-north-west-life-science-cluster-as-a-high-potential-opportunity-location">https://gmllep.com/news/dit-to-promote-key-north-west-life-science-cluster-as-a-high-potential-opportunity-location</a>
Businessdesk.com	North West regions in frame for global investment in healthy ageing sector	<a href="https://www.thebusinessdesk.com/northwest/news/2083665-north-west-regions-in-frame-for-global-investment-in-healthy-ageing-sector">https://www.thebusinessdesk.com/northwest/news/2083665-north-west-regions-in-frame-for-global-investment-in-healthy-ageing-sector</a>
Investinmanchester.com	DIT to promote key North West Life Science Cluster as a High Potential Opportunity location for Health Innovation for Healthy Ageing to investors in 177 countries	<a href="https://www.investinmanchester.com/media-and-events/industry-news/2021/8/13/dit-to-promote-key-north-west-life-science-cluster-as-a-high-potential-opportunity-location-for-health-innovation-for-healthy-ageing-to-investors-in-177-countries-a2909">https://www.investinmanchester.com/media-and-events/industry-news/2021/8/13/dit-to-promote-key-north-west-life-science-cluster-as-a-high-potential-opportunity-location-for-health-innovation-for-healthy-ageing-to-investors-in-177-countries-a2909</a>
Health Innovation Manchester	Department for International Trade to promote North West Life Science Cluster as High Potential opportunity for health innovation for healthy ageing	<a href="https://healthinnovationmanchester.com/news/north-west-life-science-cluster-high-potential-opportunity-for-healthy-ageing/">https://healthinnovationmanchester.com/news/north-west-life-science-cluster-high-potential-opportunity-for-healthy-ageing/</a>
European Manufacturer Pharmaceutical	North West wins bid from Department of International Trade	<a href="https://www.epmmagazine.com/pharma-manufacturing-news/latest-pharmaceutial-news/North-west-wins-bid-from-department-of-international-trade-to-promote-healthy-ageing/">https://www.epmmagazine.com/pharma-manufacturing-news/latest-pharmaceutial-news/North-west-wins-bid-from-department-of-international-trade-to-promote-healthy-ageing/</a>

Marketing Stockport	North West's life sciences sector to be promoted as High Potential Opportunity by Department for International Trade	<a href="https://marketingstockport.co.uk/news/north-west-s-life-sciences-sector-to-be-promoted-as-high-potential-opportunity-by-department-for-international-trade/">https://marketingstockport.co.uk/news/north-west-s-life-sciences-sector-to-be-promoted-as-high-potential-opportunity-by-department-for-international-trade/</a>
Marketing Wilmslow/Alderley/Macclesfield	Cheshire life sciences sector recognised with High Potential Opportunity status for international investors	<a href="https://marketingwam.co.uk/news/cheshire-life-sciences-sector-recognised-with-high-potential-opportunity-status-for-international-investors/">https://marketingwam.co.uk/news/cheshire-life-sciences-sector-recognised-with-high-potential-opportunity-status-for-international-investors/</a>
Insider North West	DIT to promote key North West science cluster	<a href="https://www.insidermedia.com/news/north-west/dit-to-promote-key-north-west-life-science-cluster">https://www.insidermedia.com/news/north-west/dit-to-promote-key-north-west-life-science-cluster</a>
Cheshire and Warrington LEP	DIT to promote key North West Life Science Cluster as a High Potential Opportunity location for Health Innovation for Healthy Ageing to investors in 177 countries	<a href="https://cheshireandwarrington.com/latest-news/dit-to-promote-key-north-west-life-science-cluster-as-a-high-potential-opportunity-location-for-health-innovation-for-healthy-ageing-to-investors-in-177-countries/">https://cheshireandwarrington.com/latest-news/dit-to-promote-key-north-west-life-science-cluster-as-a-high-potential-opportunity-location-for-health-innovation-for-healthy-ageing-to-investors-in-177-countries/</a>
Med-technews.com	North West life science clusters win bid for DIT promotion for diagnostics	<a href="https://www.med-technews.com/news/Medtech-Diagnostics-news/dit-to-promote-north-west-regions-diagnostics-capability/">https://www.med-technews.com/news/Medtech-Diagnostics-news/dit-to-promote-north-west-regions-diagnostics-capability/</a>
GM LEP	Greater Manchester business leaders call on hospitality sector to set new standards to attract staff	<a href="https://gmlep.com/news/greater-manchester-business-leaders-call-on-hospitality-sector-to-set-new-standards-to-attract-staff">https://gmlep.com/news/greater-manchester-business-leaders-call-on-hospitality-sector-to-set-new-standards-to-attract-staff</a>
About Manchester	Greater Manchester business leaders call on hospitality sector to set new standards to attract staff	<a href="https://aboutmanchester.co.uk/greater-manchester-business-leaders-call-on-hospitality-sector-to-set-new-standards-to-attract-staff/">https://aboutmanchester.co.uk/greater-manchester-business-leaders-call-on-hospitality-sector-to-set-new-standards-to-attract-staff/</a>
Business Live	Calls for fairer pay to help ease hospitality staffing crisis in Greater Manchester	<a href="https://www.business-live.co.uk/economic-development/calls-fairer-pay-help-ease-21351343">https://www.business-live.co.uk/economic-development/calls-fairer-pay-help-ease-21351343</a>
GMCA	Greater Manchester business leaders call on hospitality sector to set new standards to attract staff	<a href="https://www.greatermanchester-ca.gov.uk/news/greater-manchester-business-leaders-call-on-hospitality-sector-to-set-new-standards-to-attract-staff/">https://www.greatermanchester-ca.gov.uk/news/greater-manchester-business-leaders-call-on-hospitality-sector-to-set-new-standards-to-attract-staff/</a>
Morning Advertiser	Sacha Lord investigates fair salary policy for Greater Manchester	<a href="https://www.morningadvertiser.co.uk/Article/2021/08/24/Great-Manchester-pushes-for-living-wage">https://www.morningadvertiser.co.uk/Article/2021/08/24/Great-Manchester-pushes-for-living-wage</a>
The Caterer	Living Wage policy for Manchester hospitality could be on the cards	<a href="https://www.thecaterer.com/news/living-wage-policy-manchester-hospitality-sacha-lord">https://www.thecaterer.com/news/living-wage-policy-manchester-hospitality-sacha-lord</a>
Marketing Stockport	Good Employment Charter offers solution to hospitality staff shortages	<a href="https://marketingstockport.co.uk/news/good-employment-charter-offers-solution-to-hospitality-staff-shortages/">https://marketingstockport.co.uk/news/good-employment-charter-offers-solution-to-hospitality-staff-shortages/</a>
Beer Today	Upward pressure on wages as venues face staff shortages	<a href="https://beertoday.co.uk/2021/08/29/wages-staff-shortages/">https://beertoday.co.uk/2021/08/29/wages-staff-shortages/</a>

Sifted	UK Startup Explorer – “In 2020, the North West saw the largest increase in healthtech investment in the UK — a more than 200% jump from 2019. Led by startup hubs like Manchester and	<a href="https://explore.sifted.eu/map">https://explore.sifted.eu/map</a>
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	Liverpool, marketing, fintech and foodtech also dominate the region.”	
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**Action Plan: Strategic Communication for GMLEP**  
*Delivered by Marketing Manchester and GMCA*

*NB This document was last updated on 21.09.21*

## Background/Context

This 2021/22 Action Plan outlines a rolling programme of activity for communications and content provision in support of GM LEP priorities from Mar 2021 – March 2022. The initial 2021/22 Action Plan was approved by the LEP in Feb 2021; this report presents an amended Plan that incorporates the new LEP priorities agreed at the last LEP Board meeting in August. The Plan is designed to be reactive and responsive to changes and challenges at local and national level; a plan that will develop and evolve.

The Action Plan reflects the GMLEP Key Deliverables; focused around the three main agendas: *Environmental: Making Greater Manchester the UK's Leading Green City Region; Social: Supporting all people in the city-region to achieve their full potential and Governance: Tackling Inequalities to make Greater Manchester the UK's most Diverse and Inclusive City Region.*

The programme of work outlined continues to support themes within the Greater Manchester Economic Vision, Greater Manchester Local Industrial Strategy and the Greater Manchester International Strategy, to position Greater Manchester as a city-region that can support UK economic recovery and growth, while leading green growth and innovation and tackling inequalities. It also follows on from the LEP Communications plan written by GMCA and approved in 2019/20. This communicated the LEP's implementation of the Greater Manchester Strategy, Internationalisation Strategy and Local Industrial Strategy to local and national stakeholders with a comprehensive media, communications and engagement approach.

## Learnings from Last Year

The updated Action Plan reflects key learnings taken from previous years' activity. These include: valuable lessons about strategic engagement with key Government representatives and other influencers/decision makers where there is alignment between national and local policy; a transformation of our approach to the LEP's social media presence which will be beneficial in terms of engagement and increasing follower numbers; the development of a more proactive and responsive approach to media relations resulting in a steady drumbeat of coverage; greater engagement with partners (universities, industry, local government) with shared aims to boost awareness of the LEP's profile and work; and creating better ways to share Greater Manchester's story through brand storytelling, video, white papers and comment articles focussed on our key priorities.

## Key Themes and Messaging

The programme of work outlined is designed to support the GM LEP in communicating our overarching message that: **Greater Manchester is perfectly positioned to work with Government to achieve UK economic growth and recovery, level up/address inequalities, as well as deliver green growth and innovation.** Content, communications, PR and events will be aligned to the following **key themes and delivery activity**:

1. **GM Economic Vision - a fairer, greener, growing economy:**
  - **Green growth:** Activity building on GM's strengths and ambitions in delivering low carbon solutions to global challenges, including retrofitting properties, delivering smart energy and green transport solutions. This work would align with Greater Manchester's ambitions to make an impact at COP26.
  - **Innovation:** Activity building on the Innovation GM initiative, demonstrating Greater Manchester's abilities to address inequalities and build prosperity where it is most needed by building and mentoring a supercluster of innovative businesses that can deliver jobs and opportunities.
  - **Levelling Up:** Activity building on the government's commitment to levelling up in the regions, emphasising efforts in Greater Manchester need to focus on skills, health and wellbeing as well as infrastructure. This work will continue to be guided by the Independent Prosperity Review.
  - **Inclusive Growth:** Activity building on efforts to ensure economic prosperity creates opportunities and benefits for all people in parts of Greater Manchester- through fairer practices, good employment and connecting people to opportunities through transport, housing and skills.
2. **LIS sector ambitions:** Building on the sector strength narratives published in the LIS and reinforced by the Greater Manchester Economic Vision, including, **health and social care innovation, digital, advanced materials and low carbon.**
3. **Positioning in line with CSR asks:** Working with GMCA's public affairs, policy and strategy teams, leveraging GMLEP comms to support asks contained in the CSR submission, including: An integrated transport system for GM, infrastructure investment, a GM Learning and Work Budget and Innovation GM.
4. **Business Recovery:** Broadening awareness of GM LEP's work to support UK economic growth and recovery to increase confidence among the business community, signpost resource and celebrate success. Recovering foundational sectors from the impacts of COVID and improving productivity through business support and workforce development.

## Key Deliverables

The LEP will drive three main agendas this year at the heart of Building a Greater Manchester, Making a Greater Britain as we emerge from the Covid Pandemic:

- **Environmental: Making Greater Manchester the UK's Leading Green City Region**
- **Social: Supporting all people in the city-region to achieve their full potential**
- **Governance: Tackling Inequalities to make Greater Manchester the UK's most Diverse and Inclusive City Region**

The aim is to increase the voice of the LEP for 2021/22 building on work to date with an increased emphasis on outreach and high-profile placement of messages to fuel GM's business and economic story. Communications and content will be developed to enhance and articulate the following nine specific LEP actions and support the workstream leads.

1	Driving delivery of <b>Greater Manchester's ambition of being carbon neutral by 2038</b> by ensuring that all GM businesses are on a journey to net zero by ensuring at least 10% each year (by number or carbon footprint) make a pledge to set a target
2	Driving <b>Low Carbon Innovation across our towns and cities</b> and in all employers by supporting <b>Innovation Greater Manchester</b>
3	Supporting the implementation of plans to <b>deliver high quality places where people want to live, work and invest</b> with the right low carbon infrastructure including digital, ULEV and waste
4	<b>Driving Government and private investment around Greater Manchester's four frontier sectors</b> to support economic growth opportunities as well as tackling inequalities including health inequalities; digital exclusion; housing standards via retrofit; and green energy solutions via advanced manufacturing and materials
5	<b>Driving diversity in Leadership and Management</b> and Greater Manchester company workforces by working with the Good Employment Charter
6	Becoming the first city region to pay all <b>employees a real living wage</b> by driving the City Region Living Wage Action Group
7	Ensuring every large employer puts forward at least five <b>work related opportunities for young people</b>
8	Ensuring the right support is in place for <b>people who have to transition in the Labour Market</b> as a result of Covid
9	Promoting progressive procurement to <b>drive social value and accelerate supplier diversity</b>

The Action Plan at Annex 1 outlines communications/content activity across the nine priorities and will develop as workstream leads progress their relevant activities. An events annual plan is provided at Annex 2. An outline Public Affairs Plan is provided at Annex 3. All will be updated on a monthly basis

### Target Audience and Reach

Activity will target senior UK Government officials and academic, scientific and business leaders both locally and nationally who can corroborate, support and amplify Greater Manchester's reputation in delivering economic activity unlocking prosperity.

**Reach:** A dedicated focus for 21/22 to identify key distribution channels to increase audience for voice and presence of GMLEP and high-profile placement of key messages. Activity will include identification of distribution channels providing greatest reach to the following target audiences:

- **Business** - Greater Manchester priority and growth sectors, Greater Manchester SME's, different LEP's, The LEP Network.
- **Government** - Greater Manchester MP's with an economic and business remit. Treasury / BEIS / Northern Powerhouse Ministers / Sector portfolio ministers
- **Investors** - National and International target markets – Europe, USA, China, India and UAE in line with the Internationalisation Strategy
- **Greater Manchester Stakeholders & residents** - Introduce and inform the people who live in the city-region about their Greater Manchester LEP.

### Governance

Guided by a Steering Group (comprising GM LEP Chair/board members, GMCA Economic Lead, GC Chief Exec, MM Managing Director and MIDAS Chief Exec), Marketing Manchester and GMCA communications colleagues will deliver a rolling programme of strategic and tactical communications support for GM LEP, emphasising the role for Greater Manchester in enabling UK economic recovery and growth, the UK's levelling up agenda, innovation, and green growth.

An update report will be submitted to every LEP Board and a quarterly communications item will be added to the LEP agenda to allow a more detailed update and discussion. The action plan including outputs will be updated and reviewed monthly.

## Delivery

Both Marketing Manchester and GMCA will work together to deliver this strategic and tactical communications framework. Marketing Manchester will lead on content curation, events and digital elements of this work, developing and delivering strategies to achieve standout for key sector narratives and overarching themes. GMCA communications colleagues will lead the media relations and public affairs elements of this activity, with an emphasis on the profile of the GM LEP board and ensuring that Government / stakeholder engagement is supported by clear and consistent communications.

Marketing Manchester and GMCA will work alongside colleagues at MIDAS, The Growth Company, Industry, Local Authorities and Academic partners to collaborate in the creation and delivery of the areas of activity summarised below and provided in the annual planner at Annex 1 and will be updated on a monthly basis

## Areas of Activity

- **Content:** Planning and execution of a suite of strategic content for use and promotion via the GM LEP Insights section and other key channels. The aim is to produce original content, including Insight articles, social video production, and social media assets. Led by Marketing Manchester.
- **PR and media relations:** Increased proactive PR and media relations activity will be delivered in support of the GM LEP Economic Strategic Communications. Activity will include the development of relationships with key media and make journalists aware that LEP members will be available for relevant print/online/radio/TV interview opportunities within their areas of expertise. Activity will also promote success in workstreams linked to LEP Board meetings. Relevant GMCA media releases will also include quotes from LEP board members in GMCA/LEP releases around Greater Manchester economy/business/enterprise/digital. Led by GMCA/Marketing Manchester
- **Think Pieces / Op-Ed's:** Providing expert insight to important business/economic issues. These would be placed with target media and shared with the LEP Network and on the Greater Manchester LEP website. Led by GMCA and Marketing Manchester.
- **Develop and deliver GM LIS priority sector-specific Promotional campaigns:** (health and social care innovation, advanced materials, digital sector, low carbon), in collaboration with industry and academic partners. Targeting key UK national and sector media with a rolling programme of content highlighting Greater Manchester economic strengths, with messaging nuanced towards economic recovery. Led by Marketing Manchester/MIDAS
- **Website and thematic content development:** Continued delivery and development of gmlep.com. Including rolling content on Insights section of the website, with development of a new form of content marketing to highlight priority themes and stories, including in depth articles, video storytelling and associated social media. Led by Marketing Manchester
- **Social Media:** Maintenance and delivery of social media posts via the GM LEP channels, including Twitter and LinkedIn. Develop content to increase interest and engagement in these channels. Led by GMCA and Marketing Manchester.
- **Programme of GMLEP hosted events:** A programme of GMLEP business focussed events will be developed and delivered focusing on business support and exploring and informing key sector themes and activity. Led by Marketing Manchester

- **External Events Programme:** A series of speaking opportunities will be explored providing GMLEP members with the opportunity to articulate key sector strengths and messages at a national/international level. Led by GMCA and Marketing Manchester.
- **Public Affairs:** GMCA will lead the public affairs elements of this activity, with an emphasis on the profile of the GM LEP board and ensuring that Government / stakeholder engagement is supported by clear and consistent communications. Opportunities for public affairs activity to align with the content and events elements of this work will be identified.

### Communication & Engagement with LEP Board

- Monthly LEP Board Update report
- Weekly newsletter including three key stories/comms to share
- Social media pack. Scheduled GM LEP social media plan, to include generic economic posts and posts highlighting key strengths within local authorities.

### KPIS and Evaluation

The following KPIs were agreed in Feb 21 for 2021/22, however an increase to social media followers has been re-forecast due to past success and future ambitions to increase the voice of the LEP:

- To deliver at least 50 packages of bespoke content creation, to include video, thought leadership, social media posts for own channels.
- Media coverage in top tier media (FT, Guardian) leading sector media titles; monthly coverage in regional business/local media (MEN, North West Business Insider) x 10
- 10 x thought leadership articles for GM LEP leaders;
- 4 x sector themed campaigns (to include news creation, PR, social media, content): innovation, green, digital and tourism
- Delivery of at least 5 GMLEP hosted events
- Opportunities to See (OTS) 20million
- 25% increase of social media followers to GMLEP channels including Twitter and LinkedIn

Impacts and outcomes will be evaluated through the Government Communications Service Framework and presented to the steering group on a regular basis.

**Annex 1: Current Action Plan as of September 2021**

	<b>Action</b>	<b>Activity</b>	<b>Workstream Lead</b>	<b>Comms Lead</b>	<b>Comments</b>
<b>1</b>	Driving delivery of <b>Greater Manchester's ambition of being carbon neutral by 2038</b>	<ul style="list-style-type: none"> <li>• Greener Greater Manchester editorial and content campaign (Greenergreatermanchester.com)</li> <li>• Content Partnership with Edie.net;</li> <li>• Edie.net Pod Cast Sept with Steve Connor</li> <li>• Green 3 min promotional Film featuring Steve Connor, GMCA, TfGM etc</li> <li>• Use Progress 21 to develop content and social during Green session.</li> <li>• GMLEP Profile Film – Steve Connor</li> <li>• Material Gains publication and promotion of Ad Material White paper</li> <li>• Green innovation white paper</li> <li>• GM LEP Insights articles and social media, proactive and responsive media relations</li> </ul>	Steve Connor	MM/GMCA	
<b>2</b>	Driving <b>Low Carbon Innovation across our towns and cities</b> and in all employers by supporting <b>Innovation Greater Manchester</b>	<ul style="list-style-type: none"> <li>• Ongoing IGM media interventions</li> <li>• IGM 'Northern Agenda' feature</li> <li>• Salford Innovation Triangle Film</li> <li>• GMLEP Profile Film Chris Oglesby</li> <li>• IGM event during CPC with the University</li> <li>• Case Studies</li> <li>• GM LEP Insights articles and social media, proactive and responsive media relations activity</li> <li>• Activity relating to Conservative Party Conference</li> </ul>	Chris Oglesby	GMCA/MM	
<b>3</b>	Supporting the implementation of plans to <b>deliver high quality places where people want to live, work and invest</b> with the right low carbon infrastructure including digital, ULEV and waste	<ul style="list-style-type: none"> <li>• Refreshed International Strategy Launch</li> <li>• Strategic communications activity around international visits</li> <li>• GM economy leaders Business Insider profile piece</li> <li>• CSR / Levelling up white paper 'Levelling up deal' communications and media</li> <li>• Digital inclusion campaign</li> <li>• Full Fibre communications campaign</li> <li>• Greater Manchester Cyber Ecosystem campaign</li> <li>• Greater Manchester Digital Blueprint interventions (inc roundtable with German Minister)</li> <li>• GM LEP Insights articles and social media, proactive and responsive media relations activity</li> </ul>	Richard Topliss	MM/GMCA	

4	<b>Driving Government and private investment around Greater Manchester's four frontier sectors</b>	<ul style="list-style-type: none"> <li>• Spending Review communications (SR – 27 Oct)</li> <li>• Series of Inward Investment promotional films: Digital, Green and innovation.</li> <li>• The Future of Media City – Digital Sector film</li> <li>• Digital, Innovation and Green, Marketing and Communication campaigns.</li> <li>• Salford Innovation Triangle film</li> <li>• GM LEP Insights articles and social media, proactive and responsive media relations activity</li> <li>• Activity relating to Conservative Party Conference</li> </ul>	Miles Rothbury	MM/GMCA/MID AS	
5	<b>Driving diversity in Leadership and Management</b> and Greater Manchester company workforces by working with the Good Employment Charter	<ul style="list-style-type: none"> <li>• Leadership and Management programme communications campaign – including launch, case studies, media interventions led by Cllr Elise Wilson</li> </ul>	Vimla Appadoo	GC/Good Employment Charter/ GMCA	
6	Becoming the first city region to pay all <b>employees a real living wage</b> by driving the City Region Living Wage Action Group	<ul style="list-style-type: none"> <li>• Data update on Living Wage City Region progress - media intervention</li> <li>• Intervention to highlight evidence base showing paying Living Wage improves productivity</li> <li>• Week of activity during Living Wage week (major media intervention on LW status / event / business focussed thought leadership)</li> <li>• Possible Living Wage City Region status (first in UK)</li> <li>• Good Employment Charter membership announcements</li> <li>• Leisure and hospitality campaign for Good Employment Charter, including case studies</li> </ul>	Lou Cordwell	GMCA/GC	
Page 17	Ensuring every large employer puts forward at least five <b>work related opportunities for young people</b>		Justin Kelly	GC	
8	<b>Ensuring the right support is in place for people who have to transition in the Labour Market as a result of Covid</b>		Lorna Fitzsimons	GC	
9	<b>Promoting progressive procurement to drive social value and accelerate supplier diversity</b>		Marilyn Comrie	GC	

## Annex 2. Events Schedule

Date/Time	Title	Theme	Speakers	Location
<b>September 2021</b>				
September 23rd	<b>Progress 21: Global Session:</b> Tourism; Green; Digital; Innovation. Use Progress 21 to create content and social to promote key GMLEP messages.	<b>Green Digital Innovation Tourism Business Support</b>	GMLEP Chair Lou Cordwell Mike Blackburn Elise Wilson The Mayor Justin Kelly (Chris O and Marilyn Comrie – approached but unable to attend)	Manchester Central
Sept/Monthly onwards	<b>Better Business Leadership roundtables:</b> Edie.net			
<b>October 2021</b>				
4 <sup>th</sup> October	<b>GMLEP networking event at Conservative Party Conference</b>	<b>Green, Skills, Transport</b>	Lou Cordwell, Mayor, SRL, Cllr Elise Wilson	KPMG
4 <sup>th</sup> October	<b>GMLEP event with Manchester University, Conservative Party Conference</b>	<b>Innovation</b>	Chair David Collins, The Times, potential Mayor and Minister followed by a panel session	Friends Meeting House
8 <sup>th</sup> October	<b>Battle Bus – RHS Bridgewater</b>	<b>Green</b>		
18 <sup>th</sup> October	<b>GM Green Summit</b>	<b>Green</b>	Session being coordinated by MM – Greener Greater Manchester	The Lowry
<b>Nov 2021</b>				
1-12 <sup>th</sup> November	<b>COP 26: UN Climate Change Conference of the Parties</b>	<b>Green</b>	Networking, dinner and breakfast event fringe events.	Glasgow
9 <sup>th</sup> November	<b>North West Green Zone – COP 26</b>	<b>Green</b>	NW event in Glasgow during COP.	Manchester Central
11 <sup>th</sup> November	<b>International Mayors Panel: Glasgow</b>	<b>Green</b>	Andy Burnham, NoE Mayors, and international Mayors	
TBC	<b>Diversity and Inclusion</b>	<b>Inclusive Growth</b>	LEP Diversity Champion	Webinar
TBC	<b>Female Entrepreneurs:</b> to inform and inspire future female entrepreneurs	<b>Business Support Inclusive Growth</b>	GMLEP: Lou Cordwell and Cllr Elise Wilson TBC. Potential: Heather Waters, Nat West Janine Smith, BGH, GC Sam White/Prof Vinnecombe	.

**Appendix 3. GM LEP High Level Public Affairs Plan**

Engagement Activity	Suggested activity	Timeline	Owner	Monitoring and Evaluation
<p><b>Targeted meetings with local politicians to promote the economic vision, strengthen links and develop advocacy opportunities.</b></p>	<ul style="list-style-type: none"> <li>Share Economic Vision to relevant political stakeholders, cultivate relationships, offer to meet local MPs</li> <li>Engage with target group of Political and Parliamentary stakeholders to promote activity around LEP Themes, securing advocacy for GM ambitions</li> <li>Hold engagement workshops / roundtables / 1-2-1 with priority political stakeholders.</li> </ul>	<p>March 2021</p> <p>April 2021 – Ongoing</p> <p>April 2021 – Ongoing</p>	<p>Public Affairs</p> <p>Public Affairs</p> <p>Strategy, Public Affairs</p>	<p>Completed</p> <p>GM MP dialogue positive. Second wave of engagement in process. From August 21 – November 21</p> <p>Need to review with Chair.</p>
<p><b>Actively engage with Government ministers and departments aligned to, but not exclusively on the topics of fiscal events.</b></p>	<ul style="list-style-type: none"> <li>Engage with target group of Government stakeholders to promote activity around LEP Themes, securing advocacy for GM ambitions</li> <li>Engagement with Ministers through established engagement channels to cultivate relationships</li> <li>Secure Ministerial/SCS involvement in LEP activity – LEP Round Tables, Ministerial Visits, Virtual Engagement – pre-records &amp; in conversation with videos.</li> </ul>	<p>April 2021 - ongoing</p> <p>April 2021 - ongoing</p> <p>April 2021 - ongoing</p>	<p>Public Affairs</p> <p>Strategy, Public Affairs</p> <p>Public Affairs</p>	<p>First wave was innovation. Second wave via Party Conference activity.</p> <p>Need to review with Chair</p> <p>Ongoing. Chair, IGM been focus.</p>
<p><b>Exploit opportunities for LEP Chairs and members to speak at wider policy / engagement events that have a political audience.</b></p>	<ul style="list-style-type: none"> <li>Review select committees to exploit opportunities to engage with inquiries and Members on the Committees</li> <li>Review All Party Parliamentary Groups to explore opportunities to attend events</li> <li>Link with GM Family and stakeholders to explore opportunities to speak at / attend events</li> <li>Link with think tanks to see what events they have on and how we can link / promote LEP Chair's and Members</li> </ul>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Public Affairs</p> <p>Public Affairs, Strategy</p> <p>Public Affairs, Marketing Manchester</p> <p>Public Affairs, Strategy</p>	<p>Ongoing but success with IGM Members. Needs review / refresh.</p> <p>Ongoing with refresh focus post November.</p> <p>Ongoing. Success via Party Conferences activity.</p> <p>Ongoing with some success via Party conference activity.</p>

