



GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: GM LEP Economic Proposition Strategic Communications

DATE: 17 November 2020

FROM: Lou Cordwell, Co-chair GM LEP and Sheona Southern, MD Marketing Manchester

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.

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1.0 BACKGROUND AND INFORMATION

In order to secure the maximum support of Government and other key audience groups (business, investment, key strategic influencers) in delivering 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.

Led by a Strategic Economic Communications Steering Group (LEP co-chairs Lou Cordwell and Mo Isap; Growth Company CEO Mark Hughes; 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.

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**.

2.0 PROGRESS UPDATE

2.1 GM LEP Economic Proposition Launch

At the time of writing, preparations were underway for an online event to launch the Greater Manchester Local Enterprise Partnership Economic Proposition to an audience of key stakeholders, influencers and business representatives. Scheduled to take place on November 18 and hosted by GM LEP board members (Lou Cordwell, Mo Isap, Elise Wilson) the launch will be supported by a package of paid and organic press and social media relations activity centred around a suite of content, including:

- a designed PowerPoint presentation
- a new video detailing the key narrative points within the economic proposition, with an emphasis on Greater Manchester's frontier sector strengths (green growth, advanced materials, health and social care innovation, digital), Greater Manchester's ability to lead UK economic recovery; and the importance of building social value alongside economic value, with a reference to the #Imperative21 movement to reset global capitalism.
- Social media assets with supporting comment from GM LEP members and other stakeholders
- Media relations activity, including a media partnership

Activity will continue after the launch event to drive visitors to the GM LEP website, where people will be encouraged to read GM LEP Economic Proposition in detail and make contact to offer ideas and support.

3.0 Content priorities

A focus for content has been preparation for the launch of the GM Economic Proposition and the volume of content supporting other themes will now step up.

The steering group has agreed that priority content for November/December will focus on the following themes and stories that will be developed are in the Annex:

- Green growth
- Support for female entrepreneurs
- Digital/creative

4.0 Media Relations Activity

GM Digital Drive, a new offer to help small businesses and independents build an online presence, was launched by LEP co-chairs Lou Cordwell and Mo Isap at a Digital Leaders Week webinar. The scheme, a partnership between The Hut Group, the Business Growth Hub, the GMCA and the LEP, was covered by [Prolific North](#) and [BusinessLive](#) among others.

Greater Manchester was successful in its High Potential Opportunity (HPO) bid for health innovation in healthy ageing, with the story picked up by [regional business](#) and [trade press](#).

The launch of the #oneGM received [widespread coverage](#) in [regional media](#). Although the LEP co-chairs were unable to speak at the event, Lou Cordwell provided a comment for the press release.

The LEP has also provided comment on the [launch of a new Digital UX degree apprenticeship](#) at MMU's School of Digital Arts (SODA) and the opening of Wigan and Leigh College's Digital Skills Academy – both projects backed by the Local Growth Fund.

5.0 Content sharing

An additional 139 followers have been added to the GM LEP LinkedIn profile in the last 30 days, taking the total number of followers to 918. Work is ongoing to increase visibility of GM LEP content.

An updated communications pack including suggested social posts and assets has been prepared for GM LEP board members and others and can be found [here](#). Following circulation of the initial pack, offers of support have been provided from board member networks including Bruntwood.

6.0 RECOMMENDATIONS

The LEP Board is asked to:

- Note and comment on the report
- Provide input on future stories and themes
- Support the GM Economic Proposition launch by sharing content and links via your networks and social media channels

7.0 EQUALITIES IMPLICATIONS

- 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.

8.0 CLIMATE CHANGE IMPACT ASSESSMENT AND MITIGATION MEASURES

- 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.

Annex - Content planning and progress for GM LEP Economic Strategic Comms

Content and <i>content format/use</i>	Sector/theme/messaging	Progress/actions
Green growth summary film, encapsulating the different elements that come together to make Greater Manchester a leader in the low carbon space	Green growth	In planning for November/December publication
SODA, supported by GM LEP investment from the Local Growth Fund will build on Greater Manchester's credentials in digital storytelling and content, providing a talent and skills pipeline for the digital and creative sector	Digital, skills	In production for November publication
Cycling and walking infrastructure supported by GM LEP funding from the Local Growth Fund is unlocking green growth and low carbon transportation options, while adding to quality of life, health and wellbeing to attract inward investment from private sector businesses including Hero Cycles	Green Growth	In production for November publication
Coronavirus has accelerated digital delivery of health and social care services in Greater Manchester	Health innovation, digital	In production for November publication
Advanced materials applications for medtech	Advanced materials	In production for November publication
Advanced materials applications for aviation	Advanced materials	In production for November publication
Greater Manchester's success as a centre for e-commerce <i>For use on Insights section/social media.</i>	Digital, tech	In production for November publication
The £1bn benefit of measures to encourage trade with India <i>For use on Insights section/social media, third party media. Utilising video produced for Manchester India Partnership Mayoral Delegation to India.</i>	Health innovation, digital, advanced materials, green growth, culture	Draft completed and awaiting feedback for immediate publication

<p>GM LEP Economic Proposition video explainer and insights article/thought leadership. Edits of different length completed of video. Additional assets to support Economic Proposition launch and promotion in progress <i>For use on Insights section/social media, third party media.</i></p>	<p>Highlighting main themes and narrative of GM LEP Economic Proposition and how it will inform the CSR ask.</p>	<p>Completed and ready to utilise for promotion of the GM LEP economic proposition</p>
<p>Greater Manchester now ranks in second place in the UK for tech investment, with case studies from companies that have chosen to operate here.</p>	<p>Tech investment, skills, infrastructure</p>	<p>Published http://gmlep.com/insights/manchester-overtakes-cambridge-to-rank-as-uks-most-attractive-city-for-tech-investment-outside-london</p>
<p>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.</p>	<p>Support for Greater Manchester business community during pandemic</p>	<p>Published as embedded case study http://gmlep.com/insights/solidarity-and-support-are-helping-greater-manchesters-business-community-to-remain-resilient</p>
<p>How Greater Manchester's support for female entrepreneurs can support the UK economy and end address inequalities. <i>Thought leadership and video share/insights page, third party media</i></p>	<p>Skills, innovation, support for female entrepreneurs (major CSR focus)</p>	<p>In progress for November publication</p>
<p>GelPonic intelligent soil – developed at GM LEP funded GEIC (video here). Article and video sharer for insights page/social.</p>	<p>Innovation supported by GM LEP investment, advanced materials</p>	<p>Published http://gmlep.com/insights/intelligent-soil-alternative-addresses-heightened-food-security-concerns-following-coronavirus</p>
<p>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 share for insights page/social.</i></p>	<p>Ability to work with Government to accelerate deliverable projects supporting low carbon, digital sector, skills, employment, R&D</p>	<p>Published http://gmlep.com/insights/getting-building-fund-provides-54-2m-to-support-implementation-of-greater-manchester-local-industrial-strategy</p>
<p>Interview with GM LEP Co-chair Mo Isap. <i>Article, images and video share for insights page/social, third party media.</i></p>	<p>Demonstrating diversity within leadership, highlighting skills and experience capability in terms of delivering innovation in skills and education to end inequalities.</p>	<p>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</p>
<p>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></p>	<p>Diversity in leadership, business confidence, GM's ability to innovate, show resilience, flex and lead</p>	<p>First draft completed and awaiting review/feedback</p>

	economic recovery, leaving no one behind.	
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.	Published http://gmlep.com/news/greater-manchester-local-enterprise-partnership-seeks-board-members-2
Interview with Lou Cordwell, GM LEP board member. <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.	First draft completed and awaiting review/feedback

Content pipeline/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

The Local Growth Fund Summary contains numerous examples of GM LEP/GMCA investment that can be utilised for stories. Priority examples supporting our aims are below.

Project	Funding	Sector/Progress	Detail
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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 Stories

Digital

- GCHQ - now open in Manchester (coverage in FT) opportunity to provide insight into the reasons they chose Manchester
- SODA – to be completed in November
- 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

- Cycling infrastructure funded by GM LEP – to be completed in November
- 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 CO2 reduction during lockdown

Female Entrepreneurs

- Support for female entrepreneurs through GM LEP Economic Proposition
- GC Angels funding for female entrepreneurs, including the Link App
- Thought leadership around opportunity for female entrepreneurs
- Case studies for female-led businesses provided with business support
- Training courses and skills interventions in operation – Digital her; Innovate Her

