



GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: GM LEP Economic Partnership Strategic Communications

DATE: 15 December 2020

FROM: Lou Cordwell, Co-chair GM LEP

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 Vision.

RECOMMENDATIONS

The LEP Board is asked to:

- Note and comment on the report
- Provide input on future stories and themes

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.

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.

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

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-chair Lou Cordwell ; 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 Annex 1

2.0 PROGRESS UPDATE

2.1 GM LEP Economic Vision Launch

The launch of the GM LEP Economic Vision took place on November 18 . and was supported by range of promotional activity, including paid and organic social media, a media partnership with Insider North West; production of an Economic Vision video; and media relations activity.

The event was hosted by Insider North West editor Simon Keegan and included interviews with GM LEP Co-chairs Lou Cordwell and Mo Isap, and board member Cllr Elise Wilson.

A landing page has been created on the GM LEP website (www.gmlep.com/economicvision) where the Economic Vision can be downloaded, and a video replay of the event can be viewed.

Promoted at relatively short notice due to the changing situation relating to the coronavirus, the webinar invite was sent to 1000+ stakeholders and contacts and successfully attracted 111 attendees. Engagement was high with the majority of attendees remained online for the entirety of the event. The executive summary below provides statistics up to the time of writing December 2 relating to the Economic Vision. Work is continuing to promote and share the Economic Vision and highlight its major themes



GM LEP Economic Vision Launch – executive summary

Webinar hosted and promoted via Marketing Manchester's online events service
Insider North West media partnership – event host and more than 100k opportunities to see across Insider publications/channels



1000+ direct invitations to webinar, plus PR/social promotion, with 170 registrants, 111 attending, and high 100% engagement rate



1m+ traditional media opportunities to see/hear the #VisionGM story*



Economic Vision news shared on social channels with more than 214k followers combined



Economic Vision film viewed 1000+ times across multiple channels; 1000+ visits to Economic Vision landing page



Economic Vision document downloaded 300+ times since launch



Ongoing promotion of Economic Vision landing page and content

Based on monthly website visits*

Up to 2 December 2020

1

3.2 Media Relations Activity

Since the last GM LEP board meeting on 17 November, media coverage has been secured in support of the GM LEP Economic Vision and coverage highlighting support for businesses during lockdown and the restrictions in Tier 3.

A full list of coverage is available in Annex 2, with highlights including interviews for GM LEP Co-chair Lou Cordwell with Sky News and Bloomberg Radio; and extensive regional coverage for the launch of the Economic Vision.

3.3 Content Sharing

An additional 159 followers (+33%) were secured for GM LEP LinkedIn profile in November, taking the total number of followers to 1,043. Work is ongoing to increase visibility of GM LEP content. The GM LinkedIn profile generated 18.3k post impressions in November (up 574%).

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](#).

4.0 Future Content Priorities

The steering group agreed that priority content for November/December will focus on the following themes and stories to be developed are in Annex 1.

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

Thematic campaigns



Marketing Manchester has developed three integrated multi-channel campaigns to enhance the content curation activity and will run in 2021 focused on Digital, Green and Innovation . These themes align and deliver against GM LIS, GM Economic Vision and International Strategy and will also include inward investment and business conference delivery strands

- **“Powering Innovation”** Campaign aims to strengthen GM’s position as a leading region for innovation. To drive economic growth across GM and beyond, by building on our globally leading R&D and innovation capabilities, to deliver increased prosperity, and longer and healthier lives for all GM’s citizens. Multiple sectors will be featured within the campaign including: Advanced Manufacturing and life Lifesciences and will be aligned with Innovation GM
- The **‘Digital in the DNA’** campaign will showcase Manchester’s digital strengths and position the city region as a digital exemplar on a global scale. The campaign will enhance GM’s reputation as the business location of choice for digital sub-sectors where it outperforms all other UK cities – cyber security, eCommerce, AI and data, service design, IoT, MedTech (& strengthening the foundations of economy)
- A **‘Greener Manchester’** Campaign is in development for 2021 in conjunction with key partners and organisations including GC, MIDAS, GMLEP, GMCA and the private sector. Work is underway to explore a unified GM presence at COP26, the United Nations Climate Change Conference to be held in Glasgow, Nov 2021.

Events: A series of events are planned in conjunction with key themes/campaigns and content. Potential ideas include:

- Greener Manchester event (Feb)
- Female Entrepreneurs
- Event to support GMLEP involvement with Digital City Festival (April)
- Young Innovators

5.0

Annex 1 - Content Progress for GM LEP Economic Strategic Comms

Content and <i>content format/use</i>	Sector/theme/ messaging	Progress/actions
Manchester music documentary. A longer-term project now nearing completion in celebration of the live music scene and supporting infrastructure – skills/education, that makes Greater Manchester such an attractive place to live, invest, study. Adapted during lockdown to highlight the plight of the sector as a result of coronavirus.	Culture, creative sector, recovery from coronavirus	To be launched in December
Launch of local energy market	Green growth	In production for December publication
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 December/January 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	Published http://gmlep.com/insights/soda-sets-the-scene-for-the-future-of-digital-and-creative
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	Completed Awaiting upload
Coronavirus has accelerated digital delivery of health and social care services in Greater Manchester	Health innovation, digital	In production for December publication
Advanced materials applications for medtech	Advanced materials	In production for December publication
Advanced materials applications for aviation	Advanced materials	In production for December 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 December 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	Published http://gmlep.com/insights/the-1bn-benefit-of-measures-to-encourage-trade-with-india
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>	Highlighting main themes and narrative of GM LEP Economic Proposition and how it will inform the CSR ask.	Completed and ready to utilise for promotion of the GM LEP economic proposition
Greater Manchester now ranks in second place in the UK for tech investment, with case studies from companies that have chosen to operate here.	Tech investment, skills, infrastructure	Published http://gmlep.com/insights/manchester-overtakes-cambridge-to-rank-as-uks-most-attractive-city-for-tech-investment-outside-london
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 as embedded case study http://gmlep.com/insights/solidarity-and-support-are-helping-greater-manchesters-business-community-to-remain-resilient
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)	Published http://gmlep.com/insights/greater-manchester-can-support-female-entrepreneurs-in-boosting-the-uk-economy
GeIPonic intelligent soil – developed at GM LEP funded GEIC (video here). Article and video sharer for insights page/social.	Innovation supported by GM LEP investment, advanced materials	Published http://gmlep.com/insights/intelligent-soil-alternative-addresses-heightened-food-security-concerns-following-coronavirus
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

<p>Interview with GM LEP Co-chair Mo Isap.</p> <p><i>Article, images and video sharer 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</p> <p>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 economic recovery, leaving no one behind.</p>	<p>First draft completed</p>
<p>GM LEP board member recruitment.</p> <p><i>For use on GM LEP news page/social media.</i></p>	<p>TBC as this will be a low-key announcement as there are only two vacancies.</p>	<p>Published</p> <p>http://gmlep.com/news/greater-manchester-local-enterprise-partnership-seeks-board-members-2</p>
<p>Interview with Lou Cordwell, GM LEP board member. <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 economic recovery, leaving no one behind.</p>	<p>Published</p> <p>http://gmlep.com/insights/gm-lep-co-chair-lou-cordwell-my-dad-and-tony-wilson-inspired-my-civic-duty-to-make-greater-manchester-a-better-place</p>

Annex 2 – Media Coverage

Subject/topic	Title and coverage link
Economic Vision Launch	<p>BusinessLive https://www.business-live.co.uk/economic-development/greater-manchester-local-enterprise-partnership-19303095</p> <p>BusinessDesk https://www.thebusinessdesk.com/northwest/news/2069885-regions-leaders-unveil-vision-for-post-covid-economy</p> <p>Insider https://www.insidermedia.com/news/north-west/greater-manchester-leaders-unveil-vision-for-post-covid-economy</p> <p>About Manchester https://aboutmanchester.co.uk/greater-manchester-leaders-unveil-vision-for-post-covid-economy/</p> <p>Place North West https://www.placenorthwest.co.uk/news/gm-looks-to-rd-green-growth-for-post-covid-recovery/</p> <p>Marketing Stockport https://marketingstockport.co.uk/news/local-enterprise-partnership-to-unveil-blueprint-for-fairer-greener-gm-economy/</p>

<p>Move to Tier 3 and Economic Vision</p>	<p>Sky News https://www.linkedin.com/feed/update/urn:li:activity:6739563202021076993</p>
	<p>Bloomberg Radio https://www.linkedin.com/feed/update/urn:li:activity:6739949860880973826</p>
<p>Digital Inclusion Taskforce</p>	<p>FE News https://www.fenews.co.uk/press-releases/59579-new-digital-inclusion-taskforce-launched-to-tackle-digital-divide-across-greater-manchester</p> <p>UKAuthority https://www.ukauthority.com/articles/greater-manchester-gets-digital-inclusion-taskforce/</p> <p>TheBusinessDesk https://www.thebusinessdesk.com/northwest/news/2070593-taskforce-launched-to-tackle-digital-divide-across-region</p>

Annex 3. Content pipeline/news list

Marketing Manchester will be working through this list of potential stories/themes below, whilst remaining flexible to reprioritise as other priorities may emerge.

GM-wide Sector 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 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

Other Stories

- 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

Stories re LGF & GM LEP/GMCA investment

The Local Growth Fund presents 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
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. Article published
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. Article published
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.