



## **GM LOCAL ENTERPRISE PARTNERSHIP BOARD**

SUBJECT: GM LEP Economic Partnership Strategic Communications

DATE: 19 January 2021

FROM: Lou Cordwell, Co-chair GM LEP

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### **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.

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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 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 comms 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 Content

Highlights since the last GM LEP board meeting include the launch and premiere via United We Stream (UWS) of a new documentary, *Manchester Music Then and Now: Music Worth Fighting For*. Supported by GM LEP, the film highlights the strength of the creative sector and urges support for those affected by pandemic. The premiere screening was shared via the UWS network in the UK (London, Brighton) and internationally (Milan, Georgia). Up to January 7, the film has been viewed more than 15,000 times. Promotional support for the film attracted coverage in key media, including the NME.

Additional content has been published and promoted highlighting GM's strengths in the digital and creative space, aligned to the 60<sup>th</sup> anniversary of Coronation Street; success in investing in cycling and walking initiatives as a means to reduce carbon emissions; and highlighting the case for graphene and other 2D materials for use in aeronautic light weighting. See Annex 1 for full list of completed and pipeline content.

### 3.2 Media Relations Activity

Since the last GM LEP board meeting on 15 December, media coverage has been secured in support of the GM LEP Economic Vision in the January edition of North West Business Insider, including an editorial article and advertisement that can be viewed by digital reader [here](#) (pages 4 and 5). Other coverage has been secured relating to the 60<sup>th</sup> anniversary of Coronation Street – a landmark moment for the digital sector in Greater Manchester, and a Manchester music documentary highlighting the value and plight of the creative sector.

A full list of coverage is available in Annex 2.

### 3.3 Content Sharing and Social Media

An additional 51 followers were secured for GM LEP LinkedIn profile in the 30 days to 7 January 2021, taking the total number of followers to 1,116. 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 other stakeholders and can be found [here](#).

#### 4.0 Future Content Priorities

The steering group agreed priority content for January will focus on 3 themes: Green growth, Diversity and Digital/creative.

Content planning is also underway to support messaging in relation to competitive bids, including Shared outcomes fund, Levelling up fund and UK shared prosperity. Economic recovery activity will focus on the following:

- Growth potential. GM at the heart of UK trading.
- Recovery of tourism, hospitality and leisure sector
- Structural change in the economy. Investment narrative.
- Skills Agenda

#### 4.1 Imagery

Work is underway to audit, source and utilise dynamic imagery showcasing Greater Manchester's 10 boroughs, with an emphasis on celebrating the many positive examples of world-class places to live and work (business destinations and green spaces for example). Images and film will be utilised within future content as part of new series of posts shared via GM LEP's social media channels.

#### 4.2 Business confidence and support during pandemic/lockdown

Activity to raise awareness of GM LEP's role in providing and signposting support for businesses and individuals during the coronavirus pandemic is underway. A new landing page is being added to the GM LEP website containing information about GM LEP's work with delivery partners and other organisations providing support and advice. This content will be promoted via a new suite of social media posts prepared with partners including the Business Growth Hub and Marketing Manchester (hospitality, leisure, tourism sectors). This work will also seek to build confidence among Greater Manchester's business community and reinforce the city-region's leading role in supporting UK economic recovery and growth.

#### 5.0 Thematic campaigns

Working with GMCA sector leads Marketing Manchester is continuing to develop 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.

**6.0 Events:** A series of events are planned in conjunction with key themes/campaigns and content including the following potential ideas:

- Diversity
- Greener Manchester event (March)
- Advanced materials in partnership with the GEIC/Graphene@Manchester
- Digital and creative sector in partnership with BBC Digital Cities (TBC)
- Female Entrepreneurs
- Event to support GMLEP involvement with Digital City Festival (April)
- Young Innovators

## **7.0 Evaluation / Outputs Sep – Dec 2021**

Marketing Manchester and GMCA communications colleagues started work on the GM LEP Economic Proposition Strategic Communications in September 2020. In the four months to December, this work has delivered:

- **Website and thematic content development:** Delivery of a new Insights section for the GM LEP 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.
- **Content:** Planning and execution of a suite of strategic content for use and promotion via the GM LEP Insights section and other channels. To date, work has been done to deliver 20+ pieces of original content, including original Insight articles, social video production, and social media assets.
- **PR and media relations:** Proactive PR and media relations activity in support of the GM LEP Economic Strategic Communications has delivered in excess of 1 million+ Opportunities To See or hear strategic communications messaging from GM LEP. Highlights include Tier 1 (Sky News, Bloomberg Radio) media interviews with GM LEP leaders and coverage relating to the launch of the GM LEP Economic Vision, including management of a paid media partnership.
- **GM LEP Economic Vision launch:** Planning, promotion and delivery of the GM LEP Economic Vision launch, including the development of supporting content (Economic Vision film), PR and media relations activity – including a paid media partnership with North West Business Insider, Economic Vision [landing page](#), and digital marketing support (paid and organic social media).
- **Social Media:** Creation and management of social media posts via the GM LEP channels, including Twitter and LinkedIn. A key channel for the GM LEP, LinkedIn follower numbers have increased from circa 700 to 1,150 during this period.

**8.0 Future Delivery for 21/22:** Marketing Manchester's support for the GM LEP Economic Partnership Strategic Communications is funded until the end of March 2021. Planning is underway for activity beyond March 2021, which would require an additional funding commitment from GM LEP.

## 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	<p>Launched via UnitedWeStream  <a href="https://www.visitmanchester.com/ideas-and-inspiration/unmissable-music-in-manchester/music-worth-fighting-for">https://www.visitmanchester.com/ideas-and-inspiration/unmissable-music-in-manchester/music-worth-fighting-for</a></p> <p><a href="https://www.marketingmanchester.com/marketing-manchester-documentary-premiere-celebrates-music-worth-fighting-for/">https://www.marketingmanchester.com/marketing-manchester-documentary-premiere-celebrates-music-worth-fighting-for/</a></p> <p>Ongoing promotion via social media</p>
Launch of local energy market	Green growth	Completed and awaiting upload
Coronation Street set the scene for Greater Manchester's world-class digital, creative and tech sector of today	Digital, creative, tech / Greater Manchester is fast-growing centre for the digital and creative sectors	<p>Published  <a href="http://gmlep.com/insights/coronation-street-set-the-scene-for-greater-manchesters-world-class-digital-creative-and-tech-sector-of-today">http://gmlep.com/insights/coronation-street-set-the-scene-for-greater-manchesters-world-class-digital-creative-and-tech-sector-of-today</a></p> <p><a href="https://www.manchestereveningnews.co.uk/news/tv/how-coronation-street-shaped-greater-19421122">https://www.manchestereveningnews.co.uk/news/tv/how-coronation-street-shaped-greater-19421122</a></p>
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 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	<p>Published  <a href="http://gmlep.com/insights/soda-sets-the-scene-for-the-future-of-digital-and-creative">http://gmlep.com/insights/soda-sets-the-scene-for-the-future-of-digital-and-creative</a></p>
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	<p>Published – article and film  <a href="http://gmlep.com/insights/pedal-power-and-the-cycle-of-success-behind-greater-manchesters-green-transport-goals">http://gmlep.com/insights/pedal-power-and-the-cycle-of-success-behind-greater-manchesters-green-transport-goals</a></p>
Coronavirus has accelerated digital delivery of health and social care services in Greater Manchester	Health innovation, digital	In production for January publication
Advanced materials applications for medtech	Advanced materials	Awaiting upload
Advanced materials applications for aviation and transport  <i>For use on Insights section/social media.</i>	Advanced materials	<p>Published  <a href="http://gmlep.com/insights/graphene-can-be-the-catalyst-that-drives-the-sustainable-transport-revolution">http://gmlep.com/insights/graphene-can-be-the-catalyst-that-drives-the-sustainable-transport-revolution</a></p>

Greater Manchester's success as a centre for e-commerce <i>For use on Insights section/social media.</i>	Digital, tech	In production for January 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 <a href="http://gmlep.com/insights/the-1bn-benefit-of-measures-to-encourage-trade-with-india">http://gmlep.com/insights/the-1bn-benefit-of-measures-to-encourage-trade-with-india</a>
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 <a href="http://gmlep.com/economicvision">http://gmlep.com/economicvision</a>
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 <a href="http://gmlep.com/insights/manchester-overtakes-cambridge-to-rank-as-uks-most-attractive-city-for-tech-investment-outside-london">http://gmlep.com/insights/manchester-overtakes-cambridge-to-rank-as-uks-most-attractive-city-for-tech-investment-outside-london</a>
<b>GM LEP/Growth Company response to Covid:</b> 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 <a href="http://gmlep.com/insights/solidarity-and-support-are-helping-greater-manchesters-business-community-to-remain-resilient">http://gmlep.com/insights/solidarity-and-support-are-helping-greater-manchesters-business-community-to-remain-resilient</a>
How Greater Manchester's support for female entrepreneurs can support the UK economy and end address inequalities. <i>Thought leadership and <a href="#">video sharer</a>/insights page, third party media</i>	Skills, innovation, support for female entrepreneurs (major CSR focus)	Published <a href="http://gmlep.com/insights/greater-manchester-can-support-female-entrepreneurs-in-boosting-the-uk-economy">http://gmlep.com/insights/greater-manchester-can-support-female-entrepreneurs-in-boosting-the-uk-economy</a>
GelPonic 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 <a href="http://gmlep.com/insights/intelligent-soil-alternative-addresses-heightened-food-security-concerns-following-coronavirus">http://gmlep.com/insights/intelligent-soil-alternative-addresses-heightened-food-security-concerns-following-coronavirus</a>
Shovel Ready Projects selected by Government in consultation with Greater Manchester Local Enterprise Partnership, including Mayfield (£23m), Port Salford (£6m), Stok. <i>Article, <a href="#">images and video sharer</a> for insights page/social.</i>	Ability to work with Government to accelerate deliverable projects supporting low carbon, digital sector, skills, employment, R&D	Published <a href="http://gmlep.com/insights/getting-building-fund-provides-54-2m-to-support-implementation-of-greater-manchester-local-industrial-strategy">http://gmlep.com/insights/getting-building-fund-provides-54-2m-to-support-implementation-of-greater-manchester-local-industrial-strategy</a>
Interview with GM LEP Co-chair Mo Isap. <i>Article, <a href="#">images and video sharer</a> 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 <a href="http://gmlep.com/insights/meet-gmlep-diversity-champion-mo-isap-says-an-innovative-approach-to-education-and-skills-is-helping-to-end-inequalities-in-greater-manchester">http://gmlep.com/insights/meet-gmlep-diversity-champion-mo-isap-says-an-innovative-approach-to-education-and-skills-is-helping-to-end-inequalities-in-greater-manchester</a>

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.	First draft completed
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 <a href="http://gmlep.com/news/greater-manchester-local-enterprise-partnership-seeks-board-members-2">http://gmlep.com/news/greater-manchester-local-enterprise-partnership-seeks-board-members-2</a>
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.	Published <a href="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">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</a>

## Annex 2 – Media Coverage, September 2020 to December 2021

Subject/topic	Title and coverage link
Economic Vision Launch	North West Business Insider – January edition <a href="https://flickread.com/edition/html/5fda3bf3826bf#1">https://flickread.com/edition/html/5fda3bf3826bf#1</a> BusinessLive <a href="https://www.business-live.co.uk/economic-development/greater-manchester-local-enterprise-partnership-19303095">https://www.business-live.co.uk/economic-development/greater-manchester-local-enterprise-partnership-19303095</a> BusinessDesk <a href="https://www.thebusinessdesk.com/northwest/news/2069885-regions-leaders-unveil-vision-for-post-covid-economy">https://www.thebusinessdesk.com/northwest/news/2069885-regions-leaders-unveil-vision-for-post-covid-economy</a> Insider <a href="https://www.insidermedia.com/news/north-west/greater-manchester-leaders-unveil-vision-for-post-covid-economy">https://www.insidermedia.com/news/north-west/greater-manchester-leaders-unveil-vision-for-post-covid-economy</a> About Manchester <a href="https://aboutmanchester.co.uk/greater-manchester-leaders-unveil-vision-for-post-covid-economy/">https://aboutmanchester.co.uk/greater-manchester-leaders-unveil-vision-for-post-covid-economy/</a> Place North West <a href="https://www.placenorthwest.co.uk/news/gm-looks-to-rd-green-growth-for-post-covid-recovery/">https://www.placenorthwest.co.uk/news/gm-looks-to-rd-green-growth-for-post-covid-recovery/</a> Marketing Stockport <a href="https://marketingstockport.co.uk/news/local-enterprise-partnership-to-unveil-blueprint-for-fairer-greener-gm-economy/">https://marketingstockport.co.uk/news/local-enterprise-partnership-to-unveil-blueprint-for-fairer-greener-gm-economy/</a>
<b>Move to Tier 3 / Economic Vision</b>	Sky News <a href="https://www.linkedin.com/feed/update/urn:li:activity:6739563202021076993">https://www.linkedin.com/feed/update/urn:li:activity:6739563202021076993</a> Bloomberg Radio <a href="https://www.linkedin.com/feed/update/urn:li:activity:6739949860880973826">https://www.linkedin.com/feed/update/urn:li:activity:6739949860880973826</a>
<b>Digital Inclusion Taskforce</b>	FE News <a href="https://www.fenews.co.uk/press-releases/59579-new-digital-inclusion-taskforce-launched-to-tackle-digital-divide-across-greater-manchester">https://www.fenews.co.uk/press-releases/59579-new-digital-inclusion-taskforce-launched-to-tackle-digital-divide-across-greater-manchester</a> UKAuthority <a href="https://www.ukauthority.com/articles/greater-manchester-gets-digital-inclusion-taskforce/">https://www.ukauthority.com/articles/greater-manchester-gets-digital-inclusion-taskforce/</a> TheBusinessDesk <a href="https://www.thebusinessdesk.com/northwest/news/2070593-taskforce-launched-to-tackle-digital-divide-across-region">https://www.thebusinessdesk.com/northwest/news/2070593-taskforce-launched-to-tackle-digital-divide-across-region</a>

<b>Manchester music documentary</b>	<p>NME  <a href="https://www.nme.com/news/music/manchester-music-then-and-now-music-worth-fighting-for-documentary-premiere-2842350">https://www.nme.com/news/music/manchester-music-then-and-now-music-worth-fighting-for-documentary-premiere-2842350</a></p> <p>Manchester's Finest  <a href="https://www.manchestersfinest.com/music/the-new-documentary-celebrating-manchesters-music-scene-30-years-on-from-madchester/">https://www.manchestersfinest.com/music/the-new-documentary-celebrating-manchesters-music-scene-30-years-on-from-madchester/</a></p> <p>About Manchester  <a href="https://aboutmanchester.co.uk/marketing-manchester-documentary-premiere-celebrates-music-worth-fighting-for/">https://aboutmanchester.co.uk/marketing-manchester-documentary-premiere-celebrates-music-worth-fighting-for/</a></p>
<b>Coronation Street anniversary</b>	<p>Manchester Evening News  <a href="https://www.manchestereveningnews.co.uk/news/tv/how-coronation-street-shaped-greater-19421122">https://www.manchestereveningnews.co.uk/news/tv/how-coronation-street-shaped-greater-19421122</a></p>
<b>Tier 3 impact on businesses</b>	<p>BBC North West Tonight  <a href="https://twitter.com/GMLEP/status/1339664661847961600">https://twitter.com/GMLEP/status/1339664661847961600</a></p> <p>Times Radio  <a href="https://www.thetimes.co.uk/radio/show/20210108-5667/2021-01-08">https://www.thetimes.co.uk/radio/show/20210108-5667/2021-01-08</a></p> <p>LBC  <a href="https://twitter.com/GMLEP/status/1339664711743365121">https://twitter.com/GMLEP/status/1339664711743365121</a></p>
<b>Brexit joint statement</b>	<p>Place North West  <a href="#">Place North West   Manchester vows to support businesses as Brexit looms</a></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, opportunity to provide insight into the reasons they chose Manchester
- SODA – follow up on new strengths and capabilities
- Cybersecurity: Greater Manchester is developing strengths as a centre for cybersecurity underpinned by collaboration across public and private sector, and universities. This includes facilities including GCHQ and the Cybersecurity Resilience Centre, and the new Cyber Innovation Centre
- 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.
- Greater Manchester's success as a centre for e-commerce/ examples of Auto Trader UK, On The Beach Holidays, The Hut Group
- Digital health: As a leading area for health innovation, Greater Manchester is exploiting the opportunities provided by new digital technologies and in some cases, the pandemic has increased the speed of implementation.
- 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
- Ignition: A project that aims to develop innovative financing solutions for investment in Greater Manchester's natural environment.
- Energy House 2.0
- Mayfield – including Manchester's first new park
- Hydrogen- Manchester Fuel Cell Innovation Centre/ An example of Greater Manchester's leading role in research into alternative energy sources.

#### Innovation/Health Innovation

- Salford Innovation Triangle
- Energy Innovation Agency
- MedTech precision, medicine & biotechnology
- Life Sciences Fund

#### Female Entrepreneurs

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

#### Other Stories

- Region rich in talent – diversity, female entrepreneurship, talent attraction, digital skills pipeline and inclusion
- 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)

#### 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. <a href="http://gmlep.com/insights/pedal-power-and-the-cycle-of-success-behind-greater-manchesters-green-transport-goals">Article published http://gmlep.com/insights/pedal-power-and-the-cycle-of-success-behind-greater-manchesters-green-transport-goals</a>
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. <a href="#">Article published</a>

			<a href="http://gmlep.com/insights/soda-sets-the-scene-for-the-future-of-digital-and-creative">http://gmlep.com/insights/soda-sets-the-scene-for-the-future-of-digital-and-creative</a>
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.