

## Priority 6 - GLOBAL PERCEPTION AND REPUTATION

Strategic Objectives	Lead/ Delivery Mechanism	Key Partner (s)	Action Plan Delivery to 2021	Timescale	Progress	RAG Rating
In response to the emerging challenges of COVID-19, continue promoting Greater Manchester as a safe, welcoming and diverse city-region and a great place to visit, invest, meet, study and live;	GMCA GC Marketing Manchester	Marketing Manchester MIDAS Universities Visit Britain TIGM DIT GC	6.1 Work with GM Partners to review the impact of COVID and Brexit on the perception of GM, coordinating efforts to develop and implement campaigns that mitigate negative effects and promote safe and welcoming messaging  6.2 Continue to develop, deliver and promote the Safe GM campaign in partnership with Growth Co, TIGM and others	On-going  On-going		
Recognise the critical importance our place assets have in building a globally competitive region, coordinating efforts across Greater Manchester to lobby government and secure additional investment in our offering recognising the importance that culture and life enriching qualities bring to our residents;	GMCA	Marketing Manchester Cultural leaders GMCA LEP	6.3 Develop Cultural campaign activity as part of GM's COVID recovery campaigns to help position GM's cultural assets and events program - MM to lead development, implementation and associated delivery actions.  6.4 Help the development, promotion and communication of GM's Economic Proposition focusing on innovation and tackling inequalities - helping to position GM's offer to senior government representatives, businesses influencers and relevant stakeholders and international audiences (2.3)	<i>tbc</i>  By March 21		
Tell Greater Manchester's story to the world, initiating focused and sustained communication of Greater Manchester's ambitions, unique selling points and Local Industrial strategy sectors, positioning Greater Manchester at the forefront of innovation;	Marketing Manchester MIDAS	MIDAS GMCA LEP	2.3 Develop integrated campaigns focussed on green, innovation and digital assets, featuring content developed as part of <b>GM's Economic Proposition</b> project, working with GM LEP and LIS priority themes and GM's priority inward investment sectors	Mar-21		
Strengthen Greater Manchester's global position and perceptions by implementing the Business of Cities research recommendations, defining our target indices and setting out a process to improving and tracking performance against our defined metrics of success;	Marketing Manchester	MIDAS, GMCA, The Business of Cities	6.5 Form GM benchmarking monitoring group (MM) - identify key indices that measure success against the 8 priorities of GM's International Strategy to be included in the GM Economic proposition and help measure global perception against LIS sectors - ensure current ranking and data source is submitted to reflect current position, identify underperforming areas that require intervention and aim to improve rankings.	Sep-21		
Explore a new public and private model for promoting Greater Manchester and delivering international activity.		MIDAS GMCA Growth Company DIT FCDO GM Stakeholders	6.6 Explore new mechanisms to better leverage the strength of the private sector in terms of commercial income and network access to enable the region to be more ambitious in its activities and enable stronger long-term financial sustainability that supports longer-term businesses planning and the delivery of more ambitious targets.  6.7 Conduct focus groups related to drivers & benefits of involvement with key campaigns (Innovation, Digital and Green/low carbon) with private and public stakeholders to assess appetite for a Manchester Partnership promotional approach (2.3)	On-going  March 21 - inform economic proposition campaigns		