



GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: GM LEP Economic Vision Strategic Communications

DATE: March 2022

FROM: Lou Cordwell, Chair GM LEP

PURPOSE OF REPORT

To provide the LEP with an end of year report for strategic communications activity undertaken on its behalf by Marketing Manchester and GMCA communications colleagues .

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)

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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 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 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: 1 (GM LEP Strategic Communications End of Year Report 21/22)

Background Papers: N/A

1.0 INTRODUCTION

In March 2021, the GMLEP signed off a Strategic Communications Action plan to be delivered by Marketing Manchester and GMCA. The action plan outlined a rolling programme of activity for communications and content provision in support of the GM LEP priorities from March 2021 to March 2022. The plan was designed to be reactive and responsive to changes and challenges at a local and national level, whilst reflecting the GMLEP key deliverables.

Activity was delivered through collaborative working between GMCA and Marketing Manchester. MM leading on content curation, events, design and digital elements. GMCA communication colleagues leading on media relations and public affairs.

A GM LEP Strategic Communications End of Year Report 21/22 has been prepared to share with Board members. This gives a flavour of the communications, content, media coverage, digital activity and events that were delivered in support of this service level agreement. A digital link of the presentation will also be circulated to Board members to enable access to content, film, and coverage.

2.0 Overview of KPIs and Outputs April 2021 – March 2022

The following KPIs were agreed:

- To deliver at least 50 packages of bespoke content creation, to include video, thought leadership, social media posts for own channels. **70 plus packages delivered.**
- Media coverage in top tier media, leading sector media titles; monthly coverage in regional business/local media x 10. **146 pieces of coverage delivered**

- Thought leadership content/articles for GM LEP leaders **8 thought leadership videos, 4 pieces of editorial in external media**
- Sector themed campaigns, innovation, green, digital and tourism. **4 campaigns developed and delivered.**
- Delivery of at least 5 GMLEP hosted events. **6 hosted events.**
- Opportunities to See (OTS) 20million. **172million OTS**
- 25% increase of social media followers to GMLEP channels including Twitter and LinkedIn. **37% increase**
- Weekly newsletter to GMLEP Board Members **Delivered**
- Monthly social media pack for GMLEP Board Members. **Delivered**

3.0 FORWARD LOOK

Marketing Manchester and GMCA are keen to continue the delivery of strategic communications 22/23 subject to funding approval from GMLEP.

Potential focus:

- Innovation Greater Manchester
- Foundational Economy
- GM Leadership Hive
- Bee Net Zero
- Shared Prosperity Fund
- Living Wage
- Community Wealth Hub
- International Visits
- Four Frontier Sectors
- Events
 - One Young World
 - UK REIIF
 - Decarbonisation Summit
 - Gamma Launch

4.0 Funding

MM and GMCA are keen to continue the delivery of Communications and Content from April 22 – March 23, subject to securing funding to support this. No MM roles would be at risk should this funding not materialise. The funding for the Senior Communications Officer based at the GMCA, which is funded by the LEP to support communications and media, had been due to end on 31 March 2022. A short-term funding option was put in place to sustain this role for a short period while there is ongoing uncertainty around LEP funding.