



# GM LEP Strategic Communications, End of Year Report 2021/2022

Delivered by Marketing Manchester and GMCA

marketingManchester

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

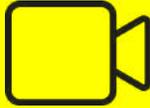
# Communications and Marketing for GM LEP – our approach

- Marketing Manchester and GMCA work together to deliver communications, marketing and media relations for GM LEP.
- Our aim is to communicate an overarching message that – Greater Manchester is perfectly positioned to work with Government to achieve UK economic growth and recovery, level up and address inequalities, as well as deliver green growth and innovation.
- Marketing Manchester lead on content production and curation, events, and digital elements.
- GMCA communications colleagues lead on news, media relations and public affairs.
- We also align LEP and GMCA Economy portfolio communications to ensure consistency, reach, and impact of our messaging.

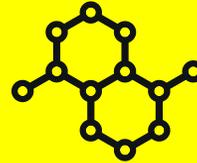


# Key Performance Indicators

A Strategic Communications Action plan was developed and delivered by MM and GMCA. The following KPIs were agreed to measure against success:



**50 packages of bespoke content creation**



**4 x sector themed campaigns**



**25% increase of social media followers to GM LEP channels**



**Media coverage in top tier media and leading sector media titles x10**



**5 GM LEP hosted events delivered**



**Weekly newsletter to GM LEP Board members**



**10 x thought leadership articles for GM LEP leaders**



**20 million Opportunities to See (OTS)**



**Monthly social media pack**

# Thought Leadership

Introducing the LEP Members through thought leadership – with a particular focus on new perspectives following the LEP board refresh last year.



JUSTIN KELLY



DR MARILYN COMRIE OBE



MILES ROTHBURY



STEVE CONNOR



VIMLA APPADOO



AMANDA HALFORD



CHRIS OGLESBY MBE

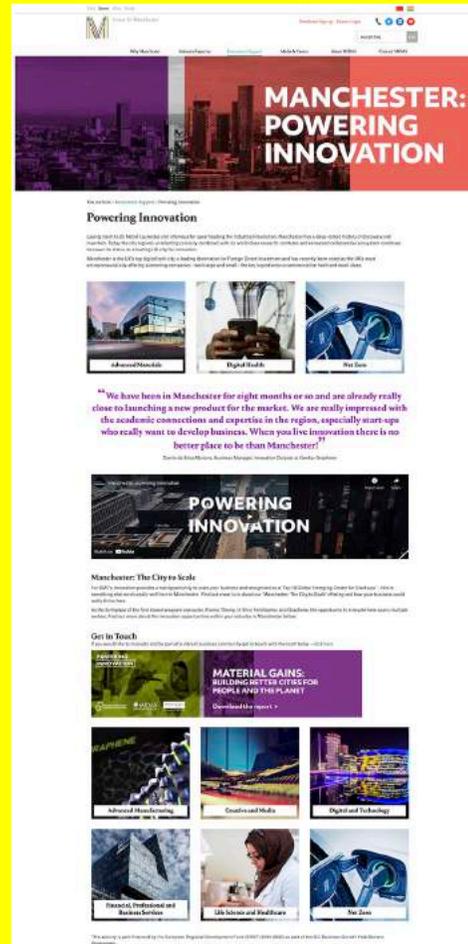


CLLR. ELISE WILSON

# Innovation

## Powering innovation to address inequalities and build prosperity across the city-region

- Continued support for Public affairs, communications and media promoting Greater Manchester
- Supported FT piece about Rochdale and AMPI, featuring reference to and comment about Innovation Greater Manchester
- Co-ordinated a round table discussion addressed by Business Secretary Kwasi Kwarteng and featuring commentators from some of the UK's leading think tanks. The discussion underlined the role for Innovation Greater Manchester in levelling up the North.
- Production of a short video capturing the city-region's innovation strengths. The video was included as part of a refresh of the Innovation Greater Manchester landing page and had total of **92k views**
- Response to AMPI funding announcement received coverage in BusinessLive, NW Business Insider and Place North West.
- February's Levelling Up White Paper confirmed Greater Manchester as a site for one of three national Innovation Accelerators.



**Secretary of State endorses Greater Manchester's blueprint for jobs, growth and investment driven by innovation**  
May 27, 2021 | GWIPR NEWS



**Delight as Government announces £22.6m for Rochdale's 'game changing' Advanced Machinery and Productivity Institute**  
It will transform the borough into a major centre of activity for advanced machinery

**How can networks of towns and cities play a leading role in levelling up through science and innovation?**  
Jun 14, 2021 | Insights

Special roundtable report: Innovation Greater Manchester

A roundtable discussion addressed by Business Secretary Kwasi Kwarteng and featuring commentators from some of the UK's leading think tanks has underlined the role for Innovation Greater Manchester in levelling up the North.

Developed by business, academia and civic leaders, Innovation Greater Manchester is a blueprint for transitional innovation between Greater Manchester and Government to stimulate economic growth and boost R&D investment, creating jobs and supporting skills.

**FINANCIAL TIMES**  
**Rochdale hopes machine centre will manufacture revival in fortunes**  
England's 20th most deprived town looks to build on its heritage, hailing plan for institute as unique opportunity

# Levelling Up Deal & Conservative Party Conference

**Media relations, social media, public affairs and content support was provided to help raise awareness of Greater Manchester's Levelling Up Deal with Government as Conservative Party Conference came to Manchester in October**

- Delivered a communications and media campaign around Conservative Party Conference to promote Greater Manchester's Levelling Up Deal to Government. Led an effort that involved a range of partners and channels, and developed and shared a messaging script to align all public affairs and media activity.
- Arranged press conference at St Peter's Square to launch the Levelling Up deal on the Saturday before CPC, with the Mayor, Lou Cordwell and Cllr Martyn Cox appearing in front of a new Bee Network bus. Covered by BBC News (national), BBC North West Tonight, ITV Granada, the MEN, GB News, Hits Radio, LBC, and Radio Manchester.
- Co-ordinated Mayor's appearance on The Andrew Marr Show, followed by the MEN front page on the Monday CPC opened.
- Engaged with key media to ensure a range of interventions in run up to CPC, securing coverage for the Mayor and GM's Economy spokespeople (Lou Cordwell, Cllr Elise Wilson, Joanne Roney) highlighting key initiatives (transport, Innovation Greater Manchester) in regional and national media.
- Article in The Economist about levelling up – featuring comments from Andy Burnham, Lou Cordwell and Rochdale business and civic leaders.



# Levelling Up Deal & Conservative Party Conference

**Media relations, social media, public affairs and content support was provided to help raise awareness of Greater Manchester's Levelling Up Deal with Government as Conservative Party Conference came to Manchester in October**

- A GM LEP reception was hosted as part of the Conservative Party Conference fringe. The event was attended by over 100 delegates, including key media, and received positive coverage in the MEN.
- Developed a pack of social media assets to use across GM accounts and coordinated larger pack with partners and advocates. Created LevellingUpGM.com landing page to direct activity to.
- LevellingUpGM video views – **2.3k** via GM LEP, Mayor of GM and GMCA Twitter; was also shared via GM LEP LinkedIn and other channels.
- GM LEP Twitter – October 2 to October 6: **51.4k** Tweet impressions (Versus same period in September - 5.1k impressions).
- GM LEP and Mayor of GM combined posts about CPC21 and the Levelling Up Deal made **156.6k** impressions on Twitter.
- #LevellingUpGM Hashtag – **783k reach**, over 1.2k interactions, 1.1k shares, 135 likes, 97 mentions.



LEVELLING UP GM



GMLEP RECEPTION



'For goodness sake, don't tell Angela Rayner'

Monday night's Greater Manchester Local Enterprise Partnership do, at the top of the KPMG One building in St Peter's Square (view above), had more of a buzz about it than I've seen at a GM do for quite some time.

# Digital

## Positioning Manchester at the forefront of digital transformation

- A TV and Film Production piece was published highlighting Greater Manchester's reputation as one of the most significant media production hubs on the planet with almost one million sq. ft of formal production space. The piece has received a total coverage of **155k**.
- A white paper (Tech Unicorns) was promoted via a digital campaign with [wired.co.uk](http://wired.co.uk), achieving **142k digital impressions** on the Wired platform.
- Manchester: there's digital in our DNA film, with total views of **250k**
- In partnership with Salford Council and the University of Salford, Marketing Manchester produced a new film (MediaCity: The Next chapter), marking the 10th anniversary of MediaCity
- A range of other Digital Sector coverage generated an OTS of **93k**



# Advanced Materials

**Creating better cities for the people and the planet through Advanced Materials and Manufacturing**

- **Material Gains: Building Better Cities for People and the Planet**  
A new advanced materials white paper was published. The report envisages how Greater Manchester's expertise in advanced materials could help shape the cities of the future and includes leading commentators from the fields of science, industry and academia.
- **Material Gains event** attracted 90 registrants from an international audience including Finland, Netherlands, Taiwan, Saudi Arabia, Republic of Congo, Tanzania, Spain.



## Material Gains:

Building Better Cities  
for People and the Planet



# Green

## Driving delivery of Greater Manchester's ambition to be carbon neutral by 2038

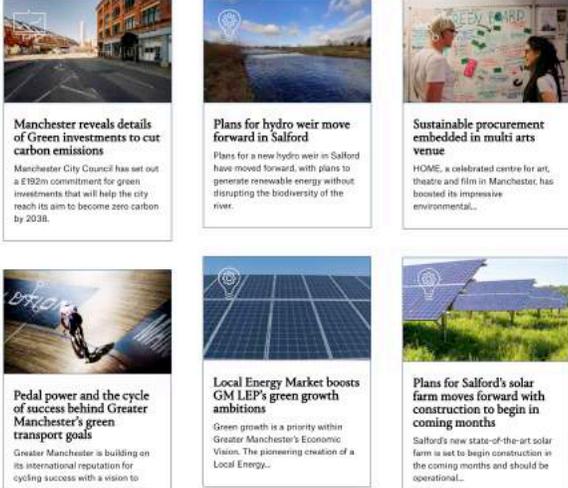
- The Greener Greater Manchester campaign was launched and included the [greenergreatermanchester.com](https://www.greenergreatermanchester.com) website that tells the story of the green initiatives, businesses and people making a difference to climate change across Greater Manchester.
- Eight short films were created that celebrate Salford's abundance of beautiful green spaces and its brilliance as a place to live, work, invest, visit and study.
- Greener Greater Manchester film was created to showcase the city-region's green credentials. The film was shared on the [edie.net](https://www.edie.net) website and generated **111k** OTS.
- Communications support for the Bee Net Zero Initiative
- A range of coverage was secured to highlight Manchester's green credentials and an ambitious target of achieving net carbon neutrality by 2038. The coverage included articles published in [cityam.com](https://www.cityam.com) which has around 3.2 million unique visitors per month primarily based in London and across the UK.

Latest Greener Greater Manchester News



### National Trust announces plans for ambitious urban sky park and green space for Manchester

Plans to create a new urban sky park for Manchester to bring more green space and nature to the Castlefield area of the city are a step closer to reality with work about to get underway. Due to open in July 2024, National Trust is aiming to turn the imposing 19th-century building into a green space.



- Manchester reveals details of Green investments to cut carbon emissions**  
Manchester City Council has set out a £192m commitment for green investments that will help the city reach its aim to become zero carbon by 2038.
- Plans for hydro weir move forward in Salford**  
Plans for a new hydro weir in Salford have moved forward, with plans to generate renewable energy without disrupting the biodiversity of the river.
- Sustainable procurement embedded in multi arts venue**  
HOME, a celebrated centre for art, theatre and film in Manchester, has boosted its impressive environmental...
- Pedal power and the cycle of success behind Greater Manchester's green transport goals**  
Greater Manchester is building on its international reputation for cycling success with a vision to encourage green...
- Local Energy Market boosts GM LEP's green growth ambitions**  
Green growth is a priority within Greater Manchester's Economic Vision. The pioneering creation of a Local Energy...
- Plans for Salford's solar farm moves forward with construction to begin in coming months**  
Salford's new state-of-the-art solar farm is set to begin construction in the coming months and should be operational...

**GREENER GM WEBSITE**

CITYAM.COM

NEWS MARKETS & ECONOMICS CRYPTO A.M. OPINION JOBS AND MONEY UNWIND CHARITY

SPONSORED

MONDAY 08 NOVEMBER 2021 10:56 AM

## Greater Manchester launches bid to become easiest place in the UK to be a zero carbon business



The Greater Manchester Local Enterprise Partnership (GM LEP) alongside an alliance of businesses and partner organisations has launched Bee Net Zero – an ambitious commitment to making the city-region the easiest place in the UK to become a green business.

Greater Manchester's thousands of businesses are urged to start their own green journey at [BeeNetZero.com](https://www.BeeNetZero.com), a new platform which signposts the advice and support available as they take steps towards reducing their carbon emissions.

The initiative was launched at the 2021 Greater Manchester Green Summit, which highlighted the people, organisations and communities across Greater Manchester who are taking positive action to tackle climate change, while looking ahead to what still needs to be done.

Greater Manchester's ambition is to become carbon neutral by 2038, 12 years ahead of the national target, as part of its ambitious Five Year Environment Plan set out two years ago. A greener Greater Manchester economy will create or secure over 256,000 green jobs in the city-region across all sectors by 2038.

Bee Net Zero will enable Greater Manchester businesses to play their full part in supporting national and international efforts to tackle climate change.

**CITYAM.COM**



**GREENER GREATER MANCHESTER**



**RHS BRIDGEWATER**

# COP26

## Establishing Greater Manchester's position as a leader in net-zero innovation at COP26

- Communications colleagues supported the involvement of GM LEP board members in activity relating to COP26 and the Route to Net Zero, including events in Manchester and Glasgow.
- Marketing Manchester coordinated the North West Green Zone, COP 26, Power to the People: Enabling A Smart Energy Transition. This was moderated by GM LEP member, Steve Connor.
- An international Mayor's Panel event in Glasgow was event managed, with supporting comms and content
- A series of short films were produced to capture the success of the Power to the People event and the International Mayor's Panel
- 20 case studies from across GM were created and are live on the Carbon Copy Website.



# Living Wage City-Region

**Supporting Greater Manchester's ambition of becoming the first city-region to pay all employees a real Living Wage – with activity centred on Living Wage Week last November**

- Supported events during Living Wage Week – the Living Wage Foundation event at the People's History Museum to kick off Living Wage Week 2021, followed by a joint event with Pro Manchester and the Good Employment Charter targeting a business audience.
- Content across GM LEP, Mayor of GM and GMCA social media made **75k+** impressions during Living Wage Week.
- Additional media interventions across the year to promote the Good Employment Charter – through an op-ed in The MJ by Joanne Roney, and a joint press release with the Night Time Economy Advisor encouraging hospitality sector businesses to sign up to the Charter.



# International

## The Greater Manchester International Strategy outlines a long term ambition to strengthen its position as a top global city

- An event to launch the Strategy has been organised for 24<sup>th</sup> March 2022 at the Grosvenor East Building. Hosted by Cllr Elise Wilson, speakers include: The Mayor, Mike Blackburn, Chris Oglesby and Joanne Roney
- International Strategy Core Priorities: Trade, Investment, Research & Innovation, Visitor Economy, and International Students. Key Enablers: Connectivity, Marketing & Perception, City-Region Diplomacy
- A series of talking heads were filmed to support the launch of the strategy as part of a social media campaign, including Cllr Elise Wilson, Dame Nancy Rothwell
- Support for the visit to Germany by Greater Manchester civic and business leaders – including interview in BusinessLive with the new mayoral advisor for Germany, Richard Carter



# Culture

## Celebrating Greater Manchester's world-class cultural offering

- Rallied public support for votes that secured Manchester as the 3rd best city in the world by Time Out. Amplified story and used accolade in video content, social media and think pieces that improved perception.
- A new suite of films exploring Salford's rich and largely understated cultural legacy was created by Marketing Manchester in partnership with Salford City Council and the University of Salford. Culture Made in Salford is the latest element of a wider Salford storytelling project that aims to raise awareness of Salford as a desirable place to live, invest, visit, meet, and study.
- Marketing Manchester recently worked with Trafford Council on a campaign to promote the visits to the borough with some lively graphics and new film and photography of key assets, including historic sporting grounds, listed buildings, beautiful green spaces and the thriving town centres of Sale, Stretford, Urmston and Altrincham.



TimeOut  
Things to do Food & Drink Culture

Photograph: trabantos / Shutterstock.com. Below: Wikimedia Commons / Rewendland

## Why Manchester is the greatest city in the UK, by mayor Andy Burnham

The city came third in our annual ranking of the world's greatest urban hubs. Here's why the Mancunian mayor loves it

Written by [Andy Burnham](#) Wednesday 8 September 2021

f t p e s

*Andy Burnham is a big fan of Manchester. As the mayor of the city and its surrounding region, he couldn't not be. But he was still chuffed to hear it had come third in our annual ranking of the [world's greatest cities](#) – and first in the UK. In his own words, here's why it's so great.*

### On Manchester's sense of community

'This place always comes together when times are hard. And it's done that again. From my point of view – because we've obviously had some differences of opinion with the government through the pandemic – I can't tell you what it means when I raise my voice and I look behind me and people are just there. The place comes together and it's hard to put it into words how much it means: there's just a sense of right and wrong here.'

### On Black Lives Matter

'If you look back at Manchester's history, this has always been the case. I made the point in the middle of [Black Lives Matter](#), in summer last year. Obviously, that was a really difficult moment – difficult in that people here were outraged. But the commitment to a truly diverse city goes back a long way. I'd reference the fact that the mill workers in the nineteenth century stood together when there was the cotton blockade in the American Civil War. Even when the loss of cotton was putting the mills dark and everyone was struggling for their jobs, the workers here voted that they would not

# Web and Digital stats

Improving GM LEP's digital and social media presence to reach wider audiences

(April 1 2021 – March 7 2022)

## WEBSITE



**23,023**  
sessions

**44,348**  
pageviews

## TWITTER



**948,115**  
impressions

**457**  
new followers,  
an increase of **16%**

## LINKEDIN



**145,239**  
impressions

**1,132**  
new followers,  
an increase of **82%**

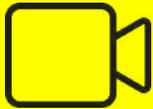


**37%**

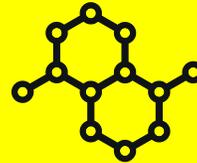
overall social media increase

Social media growth (KPI: 25% increase of social media followers to GMLEP channels including Twitter and LinkedIn)

# Key Performance Indicator Outputs



**70+ packages of bespoke content**



**4 x sector themed campaigns**



**37% increase of social media followers to GM LEP channels**



**Media coverage in top tier media and leading sector media titles x146**



**6 GM LEP hosted events delivered**



**Weekly newsletter to GMLEP Board members**



**8 x thought leadership articles for GM LEP leaders**



**173 million Opportunities to See (OTS)**



**Monthly social media pack**

# GM LEP 22/23 Strategic Communications 22/23

**Marketing Manchester and GMCA are keen to deliver strategic communications 22/23 subject to funding**

## **Potential focus:**

- Four Frontier Sectors
- Innovation GM
- Bee Net Zero
- Events
  - ❖ One Young World
  - ❖ UK UKREIIF
  - ❖ Decarbonisation Summit
  - ❖ Gamma Launch
- Shared Prosperity Fund
- Living Wage
- Mayoral Missions
- Community Wealth Hub
- Leadership Hive
- Future Party Conferences



# GM LEP Strategic Communications, End of Year Report 2021/2022

Delivered by Marketing Manchester and GMCA

marketingManchester

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY