



GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: GM LEP Economic Vision Strategic Communications

DATE: June 2022

FROM: Lou Cordwell, Chair GM LEP

PURPOSE OF REPORT

To provide the LEP with an overview 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)

CONTACT OFFICERS:

Sheona Southern, Managing Director, Marketing Manchester

Sheona.southern@marketingmanchester.com

Contacts for stories, content and media:

Louise Latham, Director of Communications, Marketing Manchester (content/stories)
louise.latham@marketingmanchester.com

Oscar Lynch, Senior Communications Officer, GMCA (LEP comms/media)
Oscar.lynch@greatermanchester-ca.gov.uk

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: 0

Background Papers: N/A

1.0 INTRODUCTION

This report provides a summary of strategic communications activity on behalf of GM LEP in May 2022, including the launch of Greater Manchester Leadership Hive, Innovation Accelerator, and UKREiiF.

2.0 GREATER MANCHESTER LEADERSHIP HIVE

Greater Manchester Leadership Hive is a new online resource offering leadership and management support to SMEs. The initiative is being delivered by GC Business Growth Hub and the city-region's four university business schools and is funded by GMCA.

The initiative was launched at a special event at Circle Square on 11 May organised by Growth Hub, GMCA and university communications teams. The event was attended by small business leaders and featured speakers from a range of backgrounds and sectors. A press release promoting the Leadership Hive was issued and a social media campaign across partner channels has commenced.

3.0 INNOVATION ACCELERATOR

Work is ongoing to develop a "Call for Ideas" page on the GMLEP website to allow companies and organisations to submit ideas for inclusion in Greater Manchester's local innovation plan. UK Government is working with Greater Manchester, the West Midlands and Glasgow city-region on a three-year Innovation Accelerator pilot,

committing £100m to the project. Innovation Greater Manchester is seeking a wide range of business-led ideas to shape the Innovation Accelerator plan.

4.0 GREATER MANCHESTER AT UKREIIF

In May, Greater Manchester attended UKREiIF, The UK's Real Estate Investment and Infrastructure Forum, in Leeds. Representatives from the region, including Andy Burnham, Bev Craig, and Eamonn Boylan, joined discussions around levelling up and showcasing regeneration opportunities, including Salford, Stockport and Wigan. Greater Manchester shared a joint pavilion with Liverpool City Region where partners could network and meet with developers. Read the roundup from [day one](#) and [day two](#) of the event.

5.0 GMC LIFE SCIENCES FUND

A new £20M Life Sciences fund has been launched to support early-stage businesses and SMEs in Greater Manchester, Cheshire and Warrington. The GMC Life Sciences Fund by Praetura aims to support innovation and grow the region's life sciences sector. The fund is backed by GMCA, Bruntwood SciTech and Cheshire and Warrington LEP, and will be managed by Manchester-based Praetura Ventures.

A special launch event was held at Circle Square in Manchester, with Andy Burnham joining speakers from the other organisations involved in the fund. A press release was issued and the fund's launch was promoted across Greater Manchester social channels – [read more here](#).

6.0 IGM – GAMMA STAKEHOLDER EVENT

GMCA and Marketing Manchester have started to develop plans for a GAMMA Stakeholder event to be held at Number One Riverside, Rochdale, 28th September, 2022. The event will launch GAMMA as a delivery arm of IGM for advanced manufacturing and materials; promoting IGM to businesses and stakeholders.

7.0 FORWARD LOOK

Marketing Manchester and GMCA will continue the delivery of strategic communications 22/23 following funding approval from GMLEP.

Potential focus:

- Innovation Greater Manchester
- Foundational Economy
- GM Leadership Hive
- Bee Net Zero
- Shared Prosperity Fund
- Living Wage
- Refreshed Local Industrial Strategy
- Community Wealth Hub
- International Visits
- Four Frontier Sectors
- Events
 - One Young World

- London Real Estate Forum
- Decarbonisation Summit
- IGM/GAMMA profile-raising

MEDIA COVERAGE

Greater Manchester Leadership Hive launch

[Online platform launched for Greater Manchester business leaders | North West Business News | Insider Media](#)

[Greater Manchester Leadership Hive launches new resource for small businesses | The Bolton News](#)

[Wigan firms can get help from business schools to bounce back from pandemic | Wigan Today](#)

Northern Gritstone

[North of England university spinouts secure £215mn in funding deal | Financial Times \(ft.com\)](#)

Innovation Greater Manchester, Innovation Accelerators

[The UK looks to innovation hubs to help 'level up' left behind areas | Financial Times \(ft.com\)](#)

GMC Life Sciences Fund

[New £20m life sciences fund for SMEs in Greater Manchester, Cheshire and Warrington launched - Business Live \(business-live.co.uk\)](#)

[New £20m life sciences fund launches to support businesses in Greater Manchester - Manchester Evening News](#)

[New £20m life sciences fund launches | North West Deals News | Insider Media](#)

[New £20m life sciences fund launches to support SMEs on Greater Manchester, Cheshire and Warrington \(privateequitywire.co.uk\)](#)

[£20m life sciences fund launches | TheBusinessDesk.com](#)