



## **GM LOCAL ENTERPRISE PARTNERSHIP BOARD**

**SUBJECT:** GM LEP Economic Vision Strategic Communications

**DATE:** September 2022

**FROM:** Lou Cordwell, Chair GM LEP

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### **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 proposed communications focus, in particular on IGM Aug-Oct
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: Background Papers: N/A**

## **1.0 INTRODUCTION**

This report provides a summary of strategic communications activity on behalf of GM LEP from July - September 2022.

## **2.0 Innovation Greater Manchester**

GMCA comms assisted Campaign for Science and Engineering (CaSE) to convene a roundtable in Manchester. The session invited senior leaders from business, academia and the public sector to share their experiences on engaging the public around science, technology and R&D, as part of CaSE's Discovery Decade project.

Planning continues for the GAMMA stakeholder engagement event scheduled for 28 September. Attendees and panellists are now confirmed.

A series of breakfast sessions are planned for early October, each focusing on a different sector (Digital and Creative, Health Innovation, Advanced Materials, Manufacturing and Net Zero). The roundtables offer the chance for senior business leaders to share views on doing R&D in GM. GMCA comms are working with MIDAS and policy officers to arrange these sessions.

A slide deck and new website for IGM is currently being developed and a series of case studies are being created for digital content.

High Value Manufacturing Catapult, a business-led R&D organisation, opened its new base in Manchester in August. GMCA and MM supported HVMC's announcement and continue to work with comms colleagues on the upcoming launch of an MOU between HVMC and Innovation Greater Manchester.

## **3.0 Bee Net Zero**

Working with project partners (GMCA, Growth Company, Electricity North West, GM Chamber, TfGM, Business in the Community) a comms grid has been produced documenting business-relevant PR activities and events where the Bee Net Zero messaging could be amplified. Bee Net Zero is aligned with GMCA Environment and GM Green City communications, including for the upcoming GM Green Summit. MM and GMCA comms colleagues continue to attend the monthly Bee Net Zero board meetings.

## **4.0 SXSW**

A Manchester presence at SXSW in March 23 is under development to showcase Greater Manchester's strengths in the festivals three strands - music, technology and film. Music and Tech will be the focus for 2023, with the addition of film for 2024. Two Panel Picker submissions (music and esports) have been submitted to form part of the main SXSW programme. This is a competitive process and successful entrants will be notified in Sept/Oct.

Throughout September and October further content will be developed to shape the session that will form part of the partners programme, with submission due for approval mid-October. Aligned to the Music and Tech strands, a programme of

diplomacy and investment activity is being developed to maximise the impact of attendance at the event.

## 5.0 London Real Estate Forum (LREF)

A GM Green panel session event has been programmed for LREF, 28<sup>th</sup> Sept, The Barbican, London. *'Enabling Agents of Change in Zero-Carbon Cities'* will be chaired by GMLEP member Steve Conner and will explore how net-zero investment into city-regions can support the transition to inclusive, zero-carbon communities - using Greater Manchester as the blueprint. Panel members include MCC, Salford CC, TfGM, Civic Engineers and U&I.

## 6.0 Business organisations' letter to Transport Secretary & Avanti West Coast

GM LEP and a range of business organisations and representatives from across the North West sent a letter to the Transport Secretary and Avanti West Coast, expressing concern about recent service reductions and seeking an urgent restoration of the full timetable. The letter was covered by regional business media. Read the full letter [here](#).

## 7.0 DIGITAL AND SOCIAL MEDIA

### July/August

- Twitter followers 3474, activity generated 44k impressions.
- LinkedIn gained 270 new followers bringing total to 2984, activity generated 43k impressions.
- GMLEP website had 6.7k page views.

## 8.0 MEDIA COVERAGE

### **Business organisations' letter to Avanti and Transport Secretary**

[Letter to the Transport Secretary & Avanti West Coast](#) – GM LEP

[Greater Manchester business leaders echo Burnham's rail concerns in letter to transport secretary and Avanti chief - Prolific North](#)

[Business leaders demand full restoration of region's London rail link - TheBusinessDesk.com](#)

### **Atom Valley**

[Atom Valley plans given green light by Greater Manchester leaders - Rochdale Online](#)

[Unveiled: Transformative plans to turn area of Greater Manchester into 'Atom Valley' with 20,000 new jobs and 7,000 homes - Manchester Evening News](#)

[Atom Valley plans for creation of jobs and homes in Oldham | The Oldham Times](#)

[GMCA to ink agreement for 17m sq ft Atom Valley - Place North West](#)

[Green light for 'Atom Valley' project to create 20,000 jobs and 7,000 homes - Business Live](#)

**Energy Innovation Agency wind turbine plans**

[Energy Innovation Agency collaboration to install 2,000 wind turbines – GM LEP](#)

[Greater Manchester turbine plan will supply affordable energy, mayor says - BBC News](#)

**High Value Manufacturing Catapult establishes Manchester base**

[HVM Catapult and CPI encourage businesses to invest in innovation – GM LEP](#)

[HVM Catapult arrives in Manchester, as strategic body aims to boost the region's productivity by £500m - The Manufacturer](#)

[Mayor hails “fantastic” arrival of the High Value Manufacturing \(HVM\) Catapult in Manchester, as strategic body aims to boost the region's productivity by £500m - Business Manchester](#)

[HVM Catapults launched into Manchester - Prolific North](#)

[Manufacturing expert opening base in Manchester's innovation district - TheBusinessDesk.com](#)