



GM Business Board (LEP)

SUBJECT: GM Business Board (LEP) Strategic Communications

DATE: January 2023

FROM: Lou Cordwell, Chair GM Business Board

PURPOSE OF REPORT

To provide the GM Business Board with an overview strategic communications activity undertaken on its behalf by Marketing Manchester and GMCA communications colleagues.

RECOMMENDATIONS

The Board is asked to:

1. Note and comment on the report
2. Provide input on future stories and themes
3. Consider supporting 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 (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 Business Board's role in encouraging and celebrating diversity and inclusivity, supporting the Board 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 Board's role in encouraging work to address, and mitigate against, the impact of climate change, supporting the Board 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 activity.

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 Business Board from November - December 2022.

2.0 Living Wage Week

Living Wage Week, the annual, national celebration of the Living Wage movement, took place between 14 and 20 November. In Greater Manchester a week of activity was kicked off by an event hosted by the Living Wage Foundation and Mayor Andy Burnham at the Octagon Theatre in Bolton – which became our city-region's 500th Living Wage Employer earlier this year. A [press release](#) was issued about research which revealed wider adoption of the real Living Wage could benefit Greater Manchester's economy by tens of millions of pounds. Greater Manchester businesses also discussed the business case for paying the real Living Wage at a special event hosted by the Good Employment Charter and business networking group Pro-Manchester. This activity was complemented by a social media campaign which ran throughout the week across GMCA and GM Business Board channels.

3.0 IGM – Innovate UK MOU signing

Greater Manchester's innovation economy took another major step forward with the signing of an agreement with the UK's national innovation agency, Innovate UK. The Memorandum of Understanding (MOU) between Greater Manchester Combined Authority (GMCA), Innovation Greater Manchester and Innovate UK commits the parties to closer collaboration to support business innovation. A special event to

mark the signing of the agreement was held at the Graphene Engineering Innovation Centre (GEIC) in Manchester. A press release was issued and media interviews were facilitated. MM produced a [short film](#) for sharing on the GMCA and GM Business Board social channels.

MM is currently working on the development of the new IGM website, which includes the provision of the new IGM logo. A sitemap has been developed which includes the following content: the IGM Vision and Objectives, the Innovation Accelerator, and the Local Innovation Plan. The design and draft of the web copy has been produced for consideration of the IGM Board later this month.

4.0 Accolades

At the end of 2022, Greater Manchester had been recognised in four global accolades – in October, National Geographic listed Manchester in its [Best of the World 2023 list](#), alongside 25 global destinations, and in November Lonely Planet's [Best in Travel](#) listed Manchester as one of 30 must-visit destinations, alongside destinations like Sydney, Australia, and Lima, Peru. This was followed by [Conde Nast Traveler](#) US, and [Time Out](#), both naming the city as one of the best places to visit in the UK.

5.0 Bee Net Zero

Two campaigns have been developed to connect with businesses across Greater Manchester. The first will encourage investment in energy efficiency before government support for energy bills ends, and the second will promote use of public transport and the transition to electric vehicles. Organic activity including sharing guides, blogs and news updates has already begun. Sponsored content, PR activity and video promotions will begin in early 2023 alongside the promotion of partner events and networking opportunities to improve brand awareness.

6.0 SXSW

MM is coordinating GM's attendance at SXSW, which is taking place 10-19 March 23, Austin, Texas. The programme will include a GM Panel discussion with speakers from New Order, Mayor Andy Burnham, the Mayor of Austin, and moderated by MCC Leader, Bev Craig. DiT will be hosting a 'UK House' at the exhibition, with Monday 13th March being 'Manchester Day' showcasing GM's strengths in music and technology.

7.0 MIPIM

MM is coordinating GM's attendance at MIPIM which will take place 14-17 March 23. The Manchester at MIPIM delegation aims to include over 60 public and private partners. The theme for 2023 is *Generation Manchester*. An event programme is currently being developed.

8.0 CoTN

Planning continues for Convention of the North 2023, which takes place on January 25 in Manchester city centre. In the week before Christmas a press release was issued to publicise the event's keynote speakers (Michael Gove and Lisa Nandy). The release, as well as a link to registrations, is being shared across partners' social

media channels. MM is producing a short video to be showcased at CoTN. The video will feature assets from across the NP11 LEP areas, focusing on the opportunities and challenges of the following themes: Transport; Advanced Manufacturing; Digital, Health & Lifesciences; People, Trade and Global Place-making. [Read more here](#) or [register to attend here](#).

8.0 GM Business Board Digital and Social Media

Stats for November/December 2022

Twitter: 25 new followers; current followers 3530; impressions 26,381

LinkedIn: 181 new followers; current followers 3285; impressions 32,409

GM LEP website: page views 6672 Nov/Dec

9.0 MEDIA COVERAGE

Living Wage Week

Oldham Times [Living Wage Week 2022: More GM firms urged to offer fair pay | The Oldham Times](#)

Bolton News [Octagon Theatre Bolton launches Living Wage Week celebrations | The Bolton News](#)

BusinessLive [Pay staff more and Manchester would get £72m boost, research says - Business Live \(business-live.co.uk\)](#)

Innovate UK MOU signing

Friday 2 December Northern Agenda newsletter – [newsletter here](#)

NW Business Insider (sent as a breaking news alert) – [Landmark agreement to boost innovation and R&D in city region | North West Business News \(insidermedia.com\)](#)

BusinessDesk – [Innovation agreement to underpin Greater Manchester's fourth industrial revolution ambitions | TheBusinessDesk.com](#)

Prolific North – [Greater Manchester signs R&D partnership with Innovate UK Prolific North](#)

Bdaily – [“Landmark” agreement to boost R&D innovation in Greater Manchester as £3.8bn plan continues | Bdaily](#)

University of Manchester – [Landmark agreement between Greater Manchester and Innovate UK to boost innovation and R&D in the city-region](#)

The Economist – analysis of devolution in GM

[Manchester lacks the power to change its fortunes | The Economist](#)

[How to invigorate Britain's second-tier cities | The Economist](#)