

# GM Digital Blueprint Refresh

## GM Local Enterprise Partnership 18 January 2023

Cllr O'Brien - Digital Portfolio Lead

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# GM Digital Blueprint : story so far

## First GM Digital Strategy:

Builds on GMS 2018

Sets GM ambition to be a world-leading digital city-region, to set out our vision for GM as a digital city-region with a difference.

**February 2018**

## GM Digital Blueprint 2020-2023:

Places the city region's people more firmly at the heart of our plans.

**March 2020**

## GM Digital Blueprint 2023-2026:

Responds to new context and challenges

Builds on progress and success so far

Aligns with refreshed GMS

**April 2023**

# GM Digital Blueprint Refresh to:

- Align with the refreshed Greater Manchester Strategy
- Respond to changes in political, economic, social and environmental landscape
- Reflect expansion and progress of programmes and agendas
- Build on existing capabilities and assets
- Continue to build on our successful collaborative partnerships

*Significant changes to the document are outlines on page 7 and changes to the commitments (We Will statements) under each priority that are likely to be of particular interest to this group have been high-lighted in bold.*

# GM Digital Blueprint Refresh Activity

**Sept – Dec 22**

GM Digital  
Ecosystem  
Engagement

**Jan - March 23**

Content Approval  
&  
Delivery Planning

**March-May 23**

Design work and  
tool  
kit production

**Post-Elections**

Launch Activities  
and Event

# GM Digital Blueprint 2020

## DIGITAL PRIORITIES

**1**

Empowering  
People.



**2**

Enabling  
innovative  
public  
services.



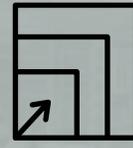
**3**

Digitally  
enabling all  
businesses.



**4**

Creating  
and scaling  
digital  
businesses.



**5**

Being a  
global digital  
influencer.



## ENABLERS

**A**

Strengthening our digital talent pipeline.

**B**

Extending our world class digital infrastructure.

# GM DIGITAL VISION

To Digitally Enable a Greener, Fairer, More Prosperous City-Region for Everyone

## DIGITAL PRIORITY OBJECTIVES

**1**   
Empowering  
People and  
Communities

**2**   
Responsible Data  
Driven Public  
Services

**3**   
Digitally Enabling a  
Resilient and  
Prosperous  
Economy

**4**   
Creating  
Connected,  
Inclusive,  
Sustainable Places

**5**  Strengthen our Position as a Global Digital Influencer

## ENABLERS

Building digital skills and literacy for life, education, work and business

Strengthening our Digital Talent Pipeline

Extending our World Class Digital infrastructure, Technology and Data

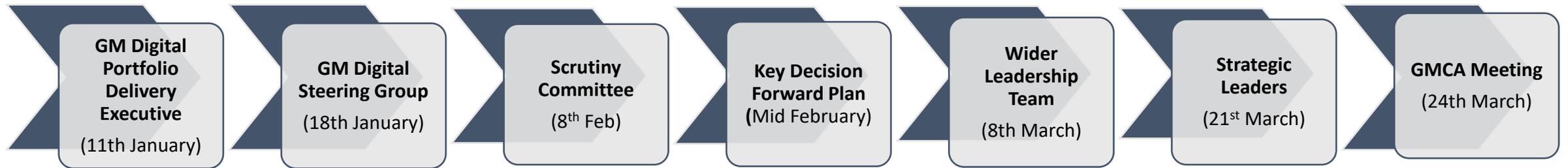
Harnessing Academia, testbeds, research



# Significant Refresh Changes

- Environmental/net zero agenda raised up
- Removal of distinction between 'digital' and 'non-digital' in terms of business and the economy
- Reflecting the importance of data, and our capabilities in the use of data
- Reflecting the importance of stimulating innovation and the relationship between the digital and innovation ecosystems in GM.
- Incorporation of Creating and Scaling Digital Businesses and Digitally Enabling all Businesses into Priority 3 Digitally Enabling a Resilient and Prosperous Economy
- Introduction of Priority 4 Creating Connected Sustainable Places
- Reflecting the that the global digital influencer ambition is cross cutting and linked to achieving all our other priority ambitions.
- Drawing a clearer distinction between the enabling power of a strong and responsive digital talent pipeline, and the enabling power of embedding digital skills for all aspects of life through the GM population as a whole.

# GM Digital Blueprint Refresh Governance Road Map



The GM Digital Blueprint Refresh will also be taken for information to:

- Education and Skills Advisory Partnership 12<sup>th</sup> January
- Economic Strategy Delivery Executive 16<sup>th</sup> January
- GM Business Board (LEP) 18<sup>th</sup> January
- Growth Board 24<sup>th</sup> January

# The 2023 - 26 Digital Blueprint's Priorities

## **PRIORITIES**

- Empowering People and Communities
- Building Responsible, Data Driven Public Services
- Enabling a Resilient and Prosperous Economy
- Creating Connected, Inclusive, Sustainable Places
- Strengthening our Position as a Global Digital Influencer

## **ENABLING WORK AREAS**

- Building digital skills and literacy for life, education, work and business
- Strengthening our Digital Talent Pipeline
- Extending our world class digital infrastructure, technology and data
- Harnessing academia, testbeds and research

# Priority 1: Empowering People and Communities

**MISSION:** We want to ensure that everyone in Greater Manchester, whatever their age, location or situation, can safely access and benefit from the opportunities digital brings if they want to.

## **WE WILL:**

- Ensure everyone is able to digitally participate with confidence and make informed choices about how their personal information is used
- Help people stay safe online and tackle online abuse
- Ensure everyone has the skills to access good quality digital jobs
- **Empower people to live healthier, more environmentally sustainable lifestyles through better use of technology and data**
- Grow our digital ecosystems and ensure they continue to inform public policy
- Open more of our data for others to use and create great services
- Continue to invest in the security and privacy of systems that hold public data so that people have confidence in what's happening to their information

## **KEY ENABLERS:**

- Building digital skills and literacy for life, education, work and business
- Strengthening our Digital Talent Pipeline
- Extending our world class digital infrastructure, technology and data

**KEY INITIATIVES:** Digital Inclusion Action Network and Taskforce, GM Information Strategy, Local Authority Digital Inclusion Grants, Get On GM, DERI Tool, GMACS, GM Careers Hub, T-Levels, Apprenticeships

**QUOTE:** “I didn't want to live anymore, it's as simple as that. I woke up in the morning and thought, what can I do today? I can't do anything for myself. It just killed me. I didn't have the tech know how to do anything, I just sat here getting worse every day.”

*GM Resident, Bernard Whipbay*

# Priority 2: Building Responsible, Data Driven Public Services

**MISSION:** We will apply exemplar digital ideas and practice to reform and renew public services, linking innovative business, academic and public sector thinking with the needs of Greater Manchester's people.

## **WE WILL:**

- Collaboratively foster innovation by engaging with digital, data and technology best practice to deliver transformed, sustainable and resilient public services that meet local needs
- Use data responsibly and effectively to improve decision making, support those people most in need, and reduce our carbon footprint
- Ensure digital services are co-designed with residents, are inclusive, and meet community and environmental needs
- Work together to develop the digital and data skills of Greater Manchester's public sector workforce
  - Agree and adopt standards and information governance practices that enable responsible data sharing across GM
- Take measures to reduce the carbon footprint of technology infrastructure in line with our net zero ambition

## **KEY ENABLERS:**

- Building digital skills and literacy for life, education, work and business
- Extending our world class digital infrastructure, technology and data
- Harnessing academia, testbeds and research

**KEY INITIATIVES:** GM Care Record, Early Years App, GM Data Accelerator, GM Data Mesh, A Bed Every Night System, GMACS, GM Information Strategy Delivery Plan, Health Innovation Manchester, NW Partnership for Security & Trust

**QUOTE:** “The Early Years Integrated Solution is a fantastic example of both effective collaboration and digital innovation to support a region wide ambition to give our children the best start in life, an ambition we must not underestimate. This solution is one way digital is being used to help us achieve those ambitions.”

*Chris McLoughlin OBE  
Corporate Director People and Integration  
Director of Children's Services*

# Priority 3: Digitally Enabling a Resilient and Prosperous Economy

**MISSION:** We will both enable all businesses to use technology better and support the creation and scaling of digital organisations for the benefit of the UK and the people of Greater Manchester.

## **WE WILL:**

- Lead the way on **inclusive employment practices** to support diverse communities to thrive in tech roles, creating belief in these opportunities and to attract experienced individuals
- Enlarge our tech talent pipeline and develop **advanced technical skills for growth and innovation**, driving investment in our high growth sectors
- Provide support and guidance to businesses to access and retain skilled individuals
- Support all businesses to upskill their workforce, adopt the right digital tools and cyber secure practices
- Expand and **better exploit our research and development assets**, in particular our universities, to increase the productivity of Greater Manchester's frontier sectors and to level up through innovation.
- Continue to develop a world leading, responsible digital security ecosystem and sector
- Pursue **environmentally sustainable business practices** through better use of technology and effective use of data
- Attract further international and UK **inward investment**

## **KEY ENABLERS:**

- Building digital skills and literacy for life, education, work and business
- Strengthening our Digital Talent Pipeline
- Extending our world class digital infrastructure, technology and data
- Harnessing academia, testbeds and research

**KEY INITIATIVES:** Innovation GM, MIDAS, Growth Company, HOST, School for Digital Arts, Creative Scale-Up programme, GM Cyber, Digital Innovation Security Hub (DISH), Made Smarter [Others?]

**QUOTE:** “Looking ahead, Manchester seems well placed to maintain its position as the UK’s pre-eminent tech city outside of London.”

*John Ogden, Manchester Managing Director, CBRE, The Business Desk.com*

# Priority 4 – Creating Connected, Inclusive, Sustainable Places for everyone

**MISSION:** We will build out our world class digital infrastructure, ethically using technology and data to create resilient, connected, accessible and sustainable places for everyone.

## **WE WILL:**

- Achieve minimum 85% gigabit coverage across GM by 2024, levelling up localities below that percentage
- Ensure we have world class digital infrastructure that stimulates economic growth and enables the development of our growth zones, across sectors and localities
- Leverage our GM Local Full Fibre Network to maximise the value of this asset across the public sector
- Equip our residents and business to respond to evolving national digital infrastructure
- Use technology, data and analytics to enable and drive de-carbonisation and improve decision making about places
- Improve the ease with which people can travel, participate in their community and feel connected to one-another through digital infrastructure, technology and data
- Leverage our infrastructure, technology, research and data to improve access to facilities, services, and opportunities for safe, healthy lifestyles

## **KEY ENABLERS:**

- Extending our world class digital infrastructure, technology and data
- Harnessing academia, testbeds and research

**KEY INITIATIVES:** GM One Network, TFGM Smart Junctions initiative, MappingGM, Places for Everyone, Bee Network, Contactless Ticketing, Digital Infrastructure Advisory Group, Atom Valley

**QUOTE:** [To agree].

# Priority 5 - Strengthening our Position as a Global Digital Influencer

**MISSION:** For Greater Manchester to be further acknowledged as a global centre of digital innovation, research and practice.

## **WE WILL:**

- Further showcase Greater Manchester across the world as a leader in digital innovation and practice
- Enhance Greater Manchester's reputation as a UK and European centre for ethical data driven technology, digital trust and security, and **immersive technologies**
- Champion Greater Manchester as a place with an incredible, collaborative digital ecosystem
- Ensure Greater Manchester is known as an extremely attractive place to develop, grow and stay, for individuals and businesses contributing to digital innovation.
- Promote the GM digital economy on a national and international stage, **as a destination for digital organisations that align** (or have the aspiration to align) **with the values and ambitions** of the city region

**KEY INITIATIVES:** MIDAS and Marketing Manchester, Innovation GM, Bee Network, School of Digital Arts, Home of Science and Technology, Oxford Road Corridor, NW Partnership for Security & Trust

**QUOTES:** [To agree].

# GM Digital Strategic Enablers

- Greater Manchester has a range of strengths, capabilities and assets which we will leverage to enable contributions to the 5 GM Digital Priorities and fulfil our strategic ambitions for the city-region.
- [Diagram of the 5 enablers in relation to the priorities]

# Building digital skills and literacy for life, education, work and business

Greater Manchester will lead the way in empowering its residents and businesses to access digital skills opportunities and support.

- The diverse and thriving VCSE (voluntary, community and Social Enterprise) Sector is building the **digital skills and capacity of communities** through informal and community learning partnerships
- Partners from across sectors are collaborating through the **Digital Inclusion Action Network and Taskforce** to collectively remove the barriers that exclude people from engaging with digital skills support
- **Adult Education flexibilities** enable direct investment in localities to increase engagement with digital skills provision, **informal and entry level digital learning** and enhancements to the local digital skills offer to include level 2 qualifications
- Collaboration with FutureDotNow is raising understanding of the importance of **essential digital skills** across all sectors, connecting businesses with resources and support to develop the digital skills of their workforce
- GMCA are **leveraging social value** of public sector digital infrastructure investment to enhance digital skills support for communities and schools
- **Social prescribing and community-based support** and mentoring is helping everyone to gain essential digital skills that are increasingly needed in society

# Strengthening our Digital Talent Pipeline

**Greater Manchester is committed to ensuring Residents reach their potential and businesses are enabled to play their part in developing a talent pipeline that is diverse and resilient**

- **The GM Careers Hub** enables students to gain first hand experience of digital businesses through workplace safaris and insight days, enhances the enterprise and careers advice offered within schools and colleges, and supports educators with curriculum development
- Across the wider ecosystem collaborations such the **North West Tech Talent Group** and **Microsoft Get On** are enabling people of all ages are able explore, enter and progress in the creative, digital and tech sectors
- Greater Manchester's colleges and universities are growing the STEM **graduate pipeline** across a diverse range of qualifications and apprenticeships that traditionally lead to digital roles, whilst also developing the digital skills of the wider student population through innovative approaches to flexible learning and industry partnerships
- **GM is developing its ambition as a Technical Education City-Region** leading the way in technical education transformation and providing the advanced and higher technical skills the UK and GM economies need, with an ambitious T-Level offer, stimulating demand for Apprenticeships, enabled by innovative institutes including, **Ada, UA92 and HOST** and the new **Institute of Technology** (opening September),.
- A diverse range of skills providers are supporting **career changers and returners** to enter the tech sector, enabled by local funding freedoms and flexibilities secured through devolution.
- **Industry collaboration** is putting employers at the heart of creating and investing in the talent pipeline, developing industry led routes into digital roles to ensure the supply of skills meets business needs
- Development of a **Digital Skills Plan** will consolidate this work setting a clearer ambition and framework for collective action

# Extending our world class digital infrastructure, technology and data

Greater Manchester continues to develop its world leading digital infrastructure to stimulate and enable economic growth, attract investment and enable the online offer of services and digital participation to GM residents.

- **Connection to backbone of Global Internet** with transatlantic connection to Manchester Internet Exchange
- **Gigabit coverage (80.9%) well above UK average (73%)**
- **41% premises with Full Fibre Connection**
- Greater Manchester's **largest UK public sector Local Full Fibre Network Programme** and **One Network** the largest civic network of its kind in Europe will enable multi-agency working and data sharing as well as achieving substantial economic efficiencies for the Public Sector.
- Greater Manchester has powerful technology and data assets which can be used to transform public services and drive planning, decision-making and effectively target resources including **GM Digital Platform, GM Data Mesh, Mapping GM** and **CCTV and sensors**.

# Harnessing academia, testbeds and research

**Greater Manchester has an ambitious plan to use innovation to level up.**

- The digital ecosystem is part of a broader innovation ecosystem that brings together **businesses, universities, R&D institutions and public sector agencies** to stimulate and support innovation across our city-region for the benefit of all our businesses, people and communities.
- **GM's innovation plan** (Innovation GM)'s vision is that by 2030, dynamic and connected R&D intensive business clusters centred on our frontier sectors, including digital, creative and tech, will fuel productivity growth and prosperity across the North.
- Greater Manchester has **leading academic and research assets and anchor businesses** that are working collaboratively with SMEs including start-ups, supported by public sector institutions, to identify new opportunities for digital products and services
- This **'triple helix' of industry-academia-public sector** is well-established in GM, and we will work to enhance and support this activity, including the IGM targets to increase business and public sector R&D, as a critical enabler of the Blueprint priorities.

# Governance and coordination

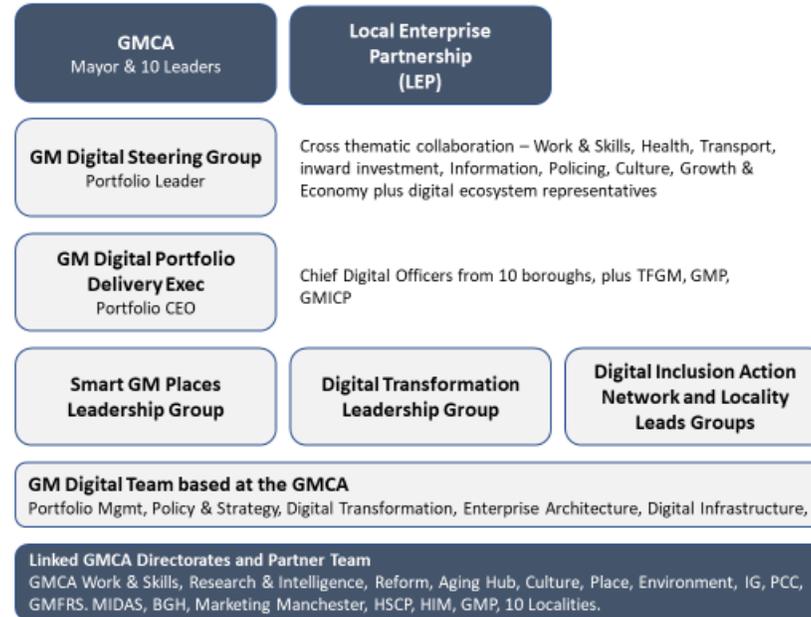
The GM Digital Blueprint is a statement of ambition and strategy for Greater Manchester as a whole, not for any single organisation.

It will guide the work of Greater Manchester Combined Authority digital delivery team and provides a framework for collaboration.

Each year an Annual Delivery Plan for the Blueprint will be created which will articulate the activities within each Workstream towards the objectives defined in the Priorities.

The GM Digital Steering Group, chaired by council Leader holding the GMCA Digital Portfolio, will continue to govern and coordinate the GM Digital Programme, connecting public sector, academia, businesses and voluntary and community organisations.

## GM DIGITAL GOVERNANCE



## KEY ADDITIONAL LEADERSHIP GROUPS

