



GM Business Board (LEP)

SUBJECT: GM Business Board (LEP) Strategic Communications

DATE: May 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)

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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 March to May 2023.

2.0 UKREiiF

MM coordinated a delegation of 27 partners and 49 delegates from the public and private sector across GM led by Andy Burnham GM Mayor, Eamonn Boylan, Chief Executive of Greater Manchester Combined Authority and Bev Craig Leader of Manchester City Council. Speakers from Greater Manchester took part in the wider UKREiiF programme including dedicated sessions for Bolton, Stockport and Atom Valley. Manchester shared a stand with Opportunity London which acted as a space for networking and meeting with investors. MM established media partnerships with Place North West and Estates Gazette. The total social media reach for the event was 2.4 million with 36 pieces of coverage in the media providing approximately 14.5 million opportunities to see.

3.0 Technical Education City Region

Plans for a Greater Manchester Baccalaureate (MBacc), a new education pathway for young people choosing their GCSE options focused on technical education, was launched by the Mayor at a special event in May. As part of the Trailblazer Devolution Deal, Greater Manchester will have further oversight of post-16 technical skills, allowing local leaders to better shape how the city-region supports the one in three young people who do not want to go to university and match them into the skilled jobs being created in the local economy. Representatives from business and members of the Business Board were in attendance at the event, with former Co-Chair Mo Isap speaking. GMCA issued a press release and co-ordinated broadcast media, securing coverage across regional news, the Today programme, Sophy Ridge on Sunday.

4.0 Innovation Greater Manchester

Following the announcement about the selection of Innovation Accelerator projects made in March, GMCA and MM continue to work with project partners and the national IA comms group to develop plans for a continued drumbeat of activity supporting the IA and wider IGM aims. MM developed the website www.innovationgreatermanchester.com

5.0 Bee Net Zero

Bee Net Zero comms activity to connect with businesses across GM includes direct outreach to high-emitting businesses and a survey of their current actions, awareness content and editorial for Green Finance and promotion of the Journey to Net Zero programme from GC Skills for growth. Ongoing activity includes sharing Green Economy Demystifying Net Zero webinars, sharing surveys to support partner initiatives, and creating blogs explaining partner offers and topical issues. The website has also been updated to promote the Journey to Net Zero programme and the Green Intelligence newsletter.

6.0 Digital Blueprint

Stakeholders and communities from across the city-region's digital and tech sector, including Lou Cordwell, have contributed to refreshing Greater Manchester's Digital Blueprint for 2023-26. A press release was issued by GMCA and the Blueprint has been promoted across Business Board social channels, after the Mayor unveiled the strategy at the DTX tech conference.

7.0 Business Board refresh and rebrand

The call for applications for new Business Board members has been published on the website and shared through social media channels. MM is continuing work on the rebrand as the transition from LEP to Business Board completes.

8.0 Digital Stats

Twitter: Tweets from @GMLEP earned over 15k impressions during April and May. The page has 3,578 followers.

LinkedIn: Content during the period received 927 likes/reactions, 86 reposts and made 44k impressions. The page has 4,159 followers, up by 189 during the period.

9.0 MEDIA COVERAGE

UKREiiF

[Greater Manchester unveils UKREiiF 2023 programme - Place North West](#)
[UKREiiF | Why Manchester is the UK's leading city for investment - Place North West](#)
[Greater Manchester returns to UKREiiF – North West Business Insider](#)
[UKREiiF | Burnham weighs transport options for Atom Valley - Place North West](#)
[Themes from UKREiiF 2023 - Place North West](#)

Technical Education City Region

[Greater Manchester Baccalaureate will give choice, mayor says - BBC News](#)
[Pupils encouraged to do engineering and computing GCSEs to get jobs without going to uni - Mirror Online](#)
[Mayor Andy Burnham reveals how the new Manchester Baccalaureate will work - Manchester Evening News](#)
[Manchester mayor's 'MBacc' to rival EBacc to boost technical education - feweeek.co.uk](#)
[Burnham calls on business to offer work placements to young people on technical pathway - TheBusinessDesk.com](#)

Digital Blueprint

[Greater Manchester unveils digital blueprint at DTX - businesscloud.co.uk](#)

Business Board refresh and rebrand

[Business Board seeks professionals to shape the future of GM - TheBusinessDesk.com](#)
[The LEP is dead, long live the Business Board - TheBusinessDesk.com](#)