

GM Business Board

SUBJECT: GM Business Board (LEP) Strategic Communications

DATE: July 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 May to July 2023.

2.0 Foundational Economy Innovation Fund

The first phase of funding from GMCA's Foundational Economy Innovation Fund has been awarded, with 40 projects receiving grants of £10,000 each. GMCA issued a [press release](#) featuring case studies on three of the projects. The comms team also produced assets for sharing the case studies on social channels and developed a full list of the projects on the GMCA website. Some of the projects are also sharing press releases and case studies themselves – these are being sent through to the GMCA comms team and shared on social channels.

3.0 Bee Net Zero

Between May and June, the Bee Net Zero website had 884 unique visitors with 10 pieces of content created for the site including, blogs on guidance for solar, Bee Network updates, news of active travel grants for businesses and promoting partner events and initiatives.

The Bee Net Zero partnership is working to launch a campaign in mid-July encouraging businesses across GM to install solar PV called “Greater Manchester’s Rooftop Revolution”. Only 685 commercial installs have taken place across GM but 30% of rooftops in the region are commercial, so there is untapped potential to increase the use of renewables and simultaneously reduce energy bills for businesses. The campaign will use paid social media, unique content, partner content and media relations to connect with businesses across the region.

3.0 FDI stats

New government statistics reveal Greater Manchester is a leading UK city-region for Foreign Direct Investment (FDI) with thousands of new, high-value jobs created in the last year, significantly boosting the local economy. The Department for Business and Trade [Inward Investment Results for 2022-2023](#), show more than 3,800 jobs were created and 76 projects were closed in Greater Manchester, as it continues to be a first-choice destination for international brands. The government statistics show Greater Manchester represents the largest city region economy outside London, with a gross value added (GVA) of £78.7 billion.

The figures were highlighted in a [Press release](#) which featured comments from the Business Board Chair, the Mayor and Cllr Craig, and was shared widely across the Business Board social channels.

4.0 Good Employment Week and Living Wage Awards

The Good Employment Charter’s Good Employment Week took place from 19 to 24 June. The week involved a range of activities and events organised by the Charter and partners, celebrating and promoting the Good Employment movement. This was followed by the Living Wage Foundation’s Living Wage Champions Awards, which were held in Manchester for the first time on 6 July. The awards celebrate individuals and organisations for their outstanding contributions to the Living Wage movement.

GMCA and Marketing Manchester worked with partner comms teams to support activities, including supporting press releases and providing quotes, co-ordinating media interviews, supporting event organisation and promoting events across Business Board social channels.

5.0 Bee Network

A media event on Friday June 23 marked three months before the start transformational Bee Network. Business Board member Lorna Fitzsimons joined Mayor Andy Burnham to unveil a range of new tickets that will make travel across the whole city-region cheaper and easier. GMCA and TfGM co-ordinated media attendance and issued a press release, securing widespread coverage across regional media. An accompanying blog post has also been produced.

6.0 Innovation Accelerator and Innovation Greater Manchester

Following the announcement made in March, engagement work with Innovation Accelerator projects, as well as the national comms group led by Innovate UK and involving the other regions, is ongoing. A draft comms protocol has been shared with project comms teams for their input – the protocol will include guidelines on branding and logos and boilerplate text to use in press releases. This has also been shared with Innovate UK’s comms team, with a view to standardising this across the regions to ensure consistency. Work is also ongoing on case studies to ensure each project has a presence on the IGM website.

7.0 Digital Stats

Twitter: Tweets from @GMLEP earned over 30,000 impressions

LinkedIn: Content during the period received 694 engagements and earned over 25,500 impressions.

8.0 MEDIA COVERAGE

<p>Estates Gazette Podcast</p> <ul style="list-style-type: none"> • EG @ UKREiiF: Manchester’s new tune
<p>Siemens Manchester Centre of Excellence launch</p> <ul style="list-style-type: none"> • Siemens Energy create over 100 new jobs in Manchester for energy transition drive TheBusinessDesk.com • Siemens Energy to launch fresh recruitment drive as high-tech lab officially opens - Business Live
<p>FDI figures</p> <ul style="list-style-type: none"> • Invest in Manchester Thousands of jobs created for Greater Manchester through Foreign Direct Investment • Foreign direct investment delivered 3,800 Greater Manchester jobs in 2022 - Marketing Stockport
<p>JPMorgan office launch</p> <ul style="list-style-type: none"> • Financial giant extends UK presence with Manchester opening TheBusinessDesk.com • J.P. Morgan opens first Manchester office in city centre landmark - Business Live • J.P. Morgan picks Landmark for Manchester debut - Place North West • Private banking group unveils Manchester office International Adviser
<p>Bee Network</p> <ul style="list-style-type: none"> • New ‘bus and tram’ tickets 20% cheaper as Greater Manchester moves closer to ‘London-style’ transport network - Manchester Evening News • Greater Manchester £2 capped bus fares extended until September 2024 - BBC News • New ‘bus and tram’ tickets to make travel 20% cheaper as Greater Manchester moves closer to ‘London-style’ transport network - Oldham Chronicle

- [New tickets to make travel 20% cheaper as Greater Manchester moves closer to 'London-style' transport network - Rochdale Online](#)

Foundational Economy Innovation Fund

- [North West business briefs: GMCA | TheBusinessDesk.com](#)
- [Funding awarded for new ideas to improve Greater Manchester's foundational economy - About Manchester](#)
- [Altrincham to launch pilot cargo bike scheme after £10,000 award - Altrincham Today](#)
- [Funding awarded for new ideas to improve Greater Manchester's foundational economy - Marketing Stockport](#)
- [Funding awarded for new ideas to improve Greater Manchester's foundational economy | Bdaily](#)