

GM LOCAL ENTERPRISE PARTNERSHIP BOARD

Date: 8 November 2019

Subject: GM Digital Strategy refresh

Report of: Cllr Elise Wilson, Portfolio Lead Leader for Digital City Region and Sara Todd, Portfolio Chief Executive for Digital City Region

PURPOSE OF THE REPORT

This report summarises the attached draft refreshed Greater Manchester Digital Strategy. The refreshed Strategy, or Blueprint as it is now being referred to, is a result of significant stakeholder engagement and reflects the speed at which the digital economy in Greater Manchester has progressed since the first GM Digital Strategy was adopted by GMCA in February 2018.

The Digital Blueprint reflects the priorities of the LIS and associated implementation plan and the importance of digital as a fundamental element of the delivery of both the GMS and the LIS.

Please note that the slides are intentionally visual as the aim is to for the Blueprint to exist in a digital form. The form that goes ahead to the GMCA Board at the end of November will contain the same content but will have further evolved in terms of digital presentation.

RECOMMENDATIONS:

LEP Board is asked to:

- Note the progress on the GM Digital and support the draft refreshed Digital Blueprint.
- Agree the GM Digital Blueprint should be reviewed annually to reflect the dynamic environment in which it is embedded.

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1 BACKGROUND

- 1.1 In February 2018, following two Mayoral Digital Summits, Greater Manchester produced and adopted its first Digital Strategy. The Strategy set out GM’s ambition to become a top five digital city-region in Europe and recognised for digital innovation.
- 1.2 The Digital Strategy was a three year plan, however there has been significant and fast moving change in the last twelve months which makes it appropriate to refresh the Strategy.

2. GM DIGITAL BLUEPRINT

2.1 The presentation attached sets out a revised three year Digital Strategy which we are referring to as the Digital Blueprint for Greater Manchester, this aligns with the LIS and associated Implementation Plan. It is proposed that the Blueprint will be reviewed regularly. It builds on the first Digital Strategy and reflects a key message that GM is **“big enough to matter, small enough to know each other, and driven enough to make things happen”**. It reflects our role in a fast moving environment and the progress made in the first eighteen months towards our ambition.

2.2 The Blueprint focusses on a limited number of digital priorities, including:

- **Empowering people:** We want to make sure that everyone in Greater Manchester, whatever their age, location or situation, can benefit from the opportunities digital can bring
- **Enabling innovative public services:** We want to apply exemplar digital ideas and practice to delivering public services in Greater Manchester, linking innovative business, academic and public sector thinking.
- **Digitally enabling all businesses:** It’s important that businesses of all sizes have the means, and skills, to digitize and make the most of the opportunities that brings
- **Creating and scaling digital businesses:** Encouraging and supporting businesses to start, grow or move to GM is vital for the continued expansion of GM’s Digital, Creative and Tech sector
- **Being a global influencer:** We want Greater Manchester to take its place as a global digital influencer.

Alongside two cross cutting priorities:

- **Strengthening our digital talent pipeline:** Our vision is to create a critical mass of digital talent, positioning Greater Manchester as the key place for businesses to invest seeking a digitally skilled workforce

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- **Extending our world class digital infrastructure:** Our vision is to create a world class digital infrastructure that reflects and enables our ambitions

- 2.3 Ensuring that there is both strong programme management across the GM Digital activities and close alignment between digital and linked portfolios is important. A revised governance model is being designed which reflect this and which takes into account similar recent governance changes at the GMCA.
- 2.4 Importantly, the Blueprint highlights the importance of portfolio management and collaborative digital ecosystem engagement. It is clear that for Greater Manchester to succeed in its digital ambition, a collective approach is required in an increasingly mature and high value sector in GM. This will not only enable more effective investment in public sector digital capabilities on a pan-GM basis, but unlock private, not-for-profit and academic and collective act as a force multiplier. This is in line with the stated ambitions of the Local Industrial Strategy and the One Model of public sector delivery in GM.
- 2.5 Whilst the GM Digital Blueprint has been prepared as a set of slides, it is not intended to be a paper report, rather access will be digital. The intention is to allow a depth of real time analysis on activity and collaborative opportunities not previously available, as well as the ability to add case studies, report impact and grow the ecosystem dynamically on line.
- 2.6 The attached slides outline the Digital Blueprint’s ambitions, activity, and the intention is that this content will be replicated in the digital version.

3. RECOMMENDATIONS

- 3.1 The recommendations can be found at the front of the report.