

DRAFT

The Greater Manchester Digital Blueprint

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

8 November, 2019

This is the digital place...

Andy Burnham

Mayor of Greater Manchester



Cllr Elise Wilson

Leader of Stockport Council,
GMCA Digital Portfolio Lead
Elected Member


...with a fast-growing £5bn digital eco-system, where communities, business, academia and public services work together to create opportunity, innovate and invent; and where growth benefits everybody.

...where businesses of all types and sizes can come and thrive, benefiting from top-level physical infrastructure, and a highly-skilled, ready-to-go digital workforce.

...where digital connectivity makes things better for people, where a lack of digital skills is never a barrier to social mobility and employment, and public services are intuitive, joined up and available to all.

...that makes things happen, driven by a clear civic vision, leadership and mandate that fosters collaboration and enables everyone to do well and lead fulfilled lives.

This is the place that does digital differently.



Home of the
digital citizen

This Greater Manchester Digital Blueprint – **an update of the 2018 Greater Manchester Digital Strategy** – places Greater Manchester's people firmly at the heart of our plans.

We want our citizens' lives to be bettered, and for them to be empowered by the myriad of opportunities a digitally-fuelled city-region provides.

Alongside this, businesses here will have the digital means and culture to fuel productivity, conscientious innovation, entrepreneurship and new industries.

Our ambition is for Greater Manchester be a top five European digital city-region and recognised globally for its digital innovation.

This document sets out a three year approach, and will be reviewed regularly in line with the pace of digital change.

GREATER
MANCHESTER

A place where anything digital is possible

Greater Manchester is already home to the largest digital and creative cluster outside of London.

The digital, creative and tech sectors are the fastest growing sector in our city-region, with almost

£5bn

of economic activity with new, high-value jobs being generated each year.

Right now Greater Manchester has over



brilliant digital and creative businesses

drawing vast international recognition, and employing more than

85,000



We're investing heavily in digital infrastructure, connectivity and transport and we offer a breadth and depth of expertise across digital and creative services, ecommerce, technology hardware and software.

We're creating a digital place where innovators from across the globe want to tap into and a place where businesses already here can thrive.

UK Tech Town Index 2019

The best places in the UK for IT pros to live and work

Source: CompTIA UK Tech Towns Index 2019

No.

1

Manchester

Who's hiring IT pros?

1. National Health Service
2. TalkTalk Telecom Group
3. University of Manchester
4. The Hut Group Limited
5. IBM Corporation
6. Co-operative Group Limited
7. KPMG
8. Raytheon UK
9. Manchester Metropolitan University
10. Lloyd's Banking Group

1.3

Expected growth in IT jobs over the next year with 700 new positions to be added

Travel to Work Areas	Tech Town Rank	# IT Jobs Ads Rank	Cost of Living Rank	1-year % IT Job Growth Rank
Manchester	1	2	1	3
Bristol	2	5	5	1
Leeds	3	7	2	4
Birmingham	4	3	3	7
London	5	1	10	2
Cambridge	6	4	6	5
Edinburgh	7	6	4	8
Bath	8	10	8	6
Basingstoke	9	9	7	10
Reading	10	8	9	9



A pioneering powerhouse – accelerating investment

For 250 years, Greater Manchester has been at the forefront of revolutionary ideas to create and shape the future and is the birthplace of the first stored program computer and the world's first commercial computer.

And we continue to pioneer, hosting a thriving eco-system of businesses; from start-ups, social enterprises and home-grown companies to those valued at or near £1 billion underpinning an impressive strength and depth to our economy.

Sitting side-by-side in the city-region's creative and digital clusters, incubators and co-working spaces, organisations of all kinds converge, collaborate and drive innovation and social impact.



“A Manchester presence will enable us to be at the heart of the North's budding tech scene, in amongst some of the fastest-growing tech businesses in the country.”

Marc Waters, Managing Director, UK and Ireland, Hewlett Packard Enterprises.

Collaborating more for a competitive advantage

Greater Manchester has a vibrant events scene, in fact we get together more than any other UK city outside of London.

In Greater Manchester we have over

60

co-working spaces

including

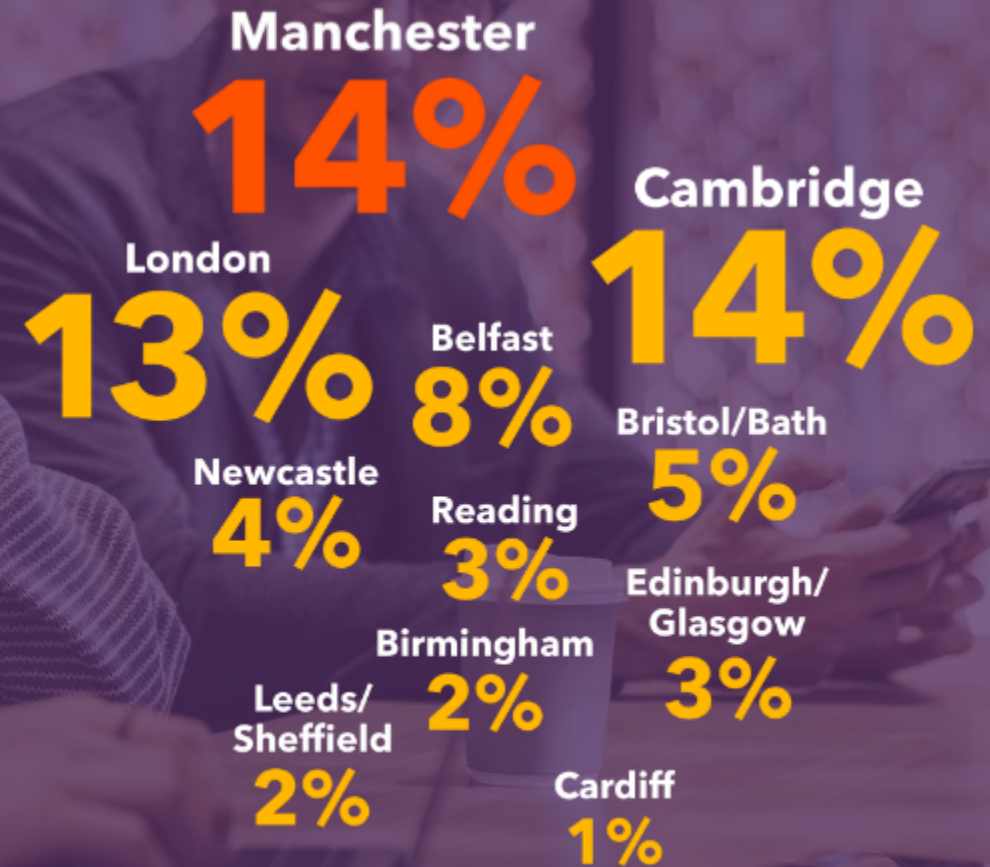
9

accelerator programmes

Our city-region's tech eco-system is inherently human and made up of **entrepreneurs, innovators, enthusiasts and innovators** from multiple sectors. Collaboration is the glue that sticks us together.

Our 'social city' region creates competitive advantage for our tech sector, energising thought, creativity, building networks and fuelling innovation.

Although other major cities host events across a similarly broad set of areas, they do not have the depth of innovation meetups seen in Manchester with technical innovators working together on cross-border digital projects and solutions.



Building eco-systems that deliver: GM Cyber

Since 2017 Greater Manchester has created

the UK's fastest-growing cyber eco-system

a 30 member collaboration set up for common benefit and the sharing of expertise.

Four universities, Greater Manchester Police, GMCA, the NHS and leading private sector organisations have come together to help drive the Cyber Security industry towards contributing £500m to the regional economy.



Our digital priorities

An aerial night view of a city with a sunset sky. The sky is a mix of orange, yellow, and dark blue, with scattered white bokeh light effects. The city below is dark, with numerous small lights from buildings and streets. The text "Our digital priorities" is overlaid in white on the left side of the image.

A clearer focus

Our priorities have evolved for this refreshed Greater Manchester Digital Blueprint, and are now more clearly focused on delivering benefits that help the city-region's people lead healthier, happier lives.

Each of our five digital priorities – developed with the input of key stakeholders - are supported by pan Greater Manchester public sector projects. These combine with inclusive community, local authority, private, not-for-profit and academic work.

Our plan connects the wealth of digital change that's going on, and will help us reach a shared ambition that underpins and enables both the Local Industrial Strategy and the Greater Manchester Strategy.

A

Strengthening our digital talent pipeline

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

B

Extending our world class digital infrastructure

1. Empowering people

We want to ensure that everyone in Greater Manchester, whatever their age, location or situation, can benefit from the opportunities digital brings.

Our plans:

- **Offering digital access to public services that is joined up, user-friendly and makes sense**
- Making sure everyone can get online to access public services within their community
- Helping everyone to be confident internet users
- Helping people avoid internet harms like online fraud
- Giving plentiful opportunity to feedback, recognising the importance to people that their voices are heard
- Guaranteeing security and privacy of the systems that hold public data – people should have absolute confidence in what's happening to their information

KEY PROJECTS

Early Years Digitisation (GMCA)

Integrated Digital Healthcare Records (GMHSCP)

Smart Resident (GMCA and GMHSCP)

Get GM Digital (GMCA and partners)

Get GM Digital (GMCA and partners)

Connecting and enabling activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

Cross-cutting work on skills and infrastructure

KEY PROJECT

Giving children the best possible start in life through digital innovation

We are fully digitising early years developmental records right across our ten boroughs, helping us better track progress of our youngest citizens and provide better quality support for parents.

New streamlined digital systems will connect over **800 Greater Manchester professionals** like health visitors, school health staff and childrens' services teams, enabling them to work together and deliver care that supports the whole family.



2. 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 with the needs of Greater Manchester's people.

Our plans:

- **Fostering innovation by proactively engaging with best digital practice to solve local problems**
- Using data responsibly and effectively to improve decision making, and support those people most in need
- Linking key initiatives and re-using digital assets and investments
- Making non-personal data open by default where it is of value to the people of Greater Manchester
- Ensuring digital services are consistently available and resilient, with clear contingency plans
- Providing open, transparent information on how we are progressing towards these aims and how decision are being made.

KEY PROJECTS

GM Information Sharing Strategy (GMCA)

GM Data Strategy/Office of Data Analytics (GMCA)

Smart Ticketing (TfGM)

NHS Digital Fund (GMHSCP)

GM Cyber and Resilience (GMCA and GMP)

Connecting and enabling activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

Cross-cutting work on skills and infrastructure

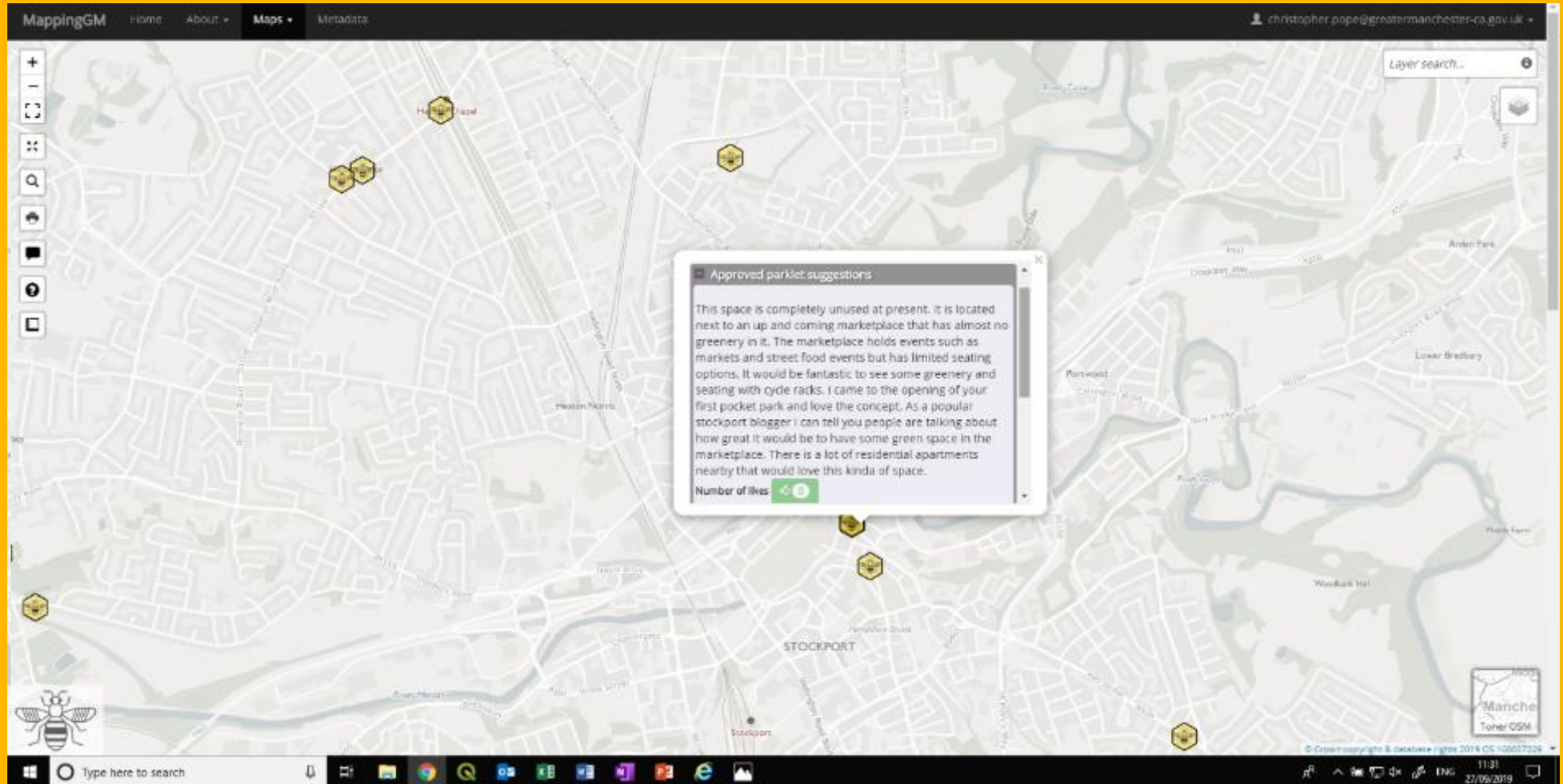
Using data insights to Design a City-Region for everyone

We're using data to inform **better decision-making** and develop **more accurate and better public services** to suit the needs of people right across Greater Manchester.

Bee Network



The home of
geospatial data in
Greater
Manchester



The CityVerve project explored how data can be used to advance road safety for drivers as well as cyclists and community transport. All in all making movement around the city a safer experience for people of all ages.

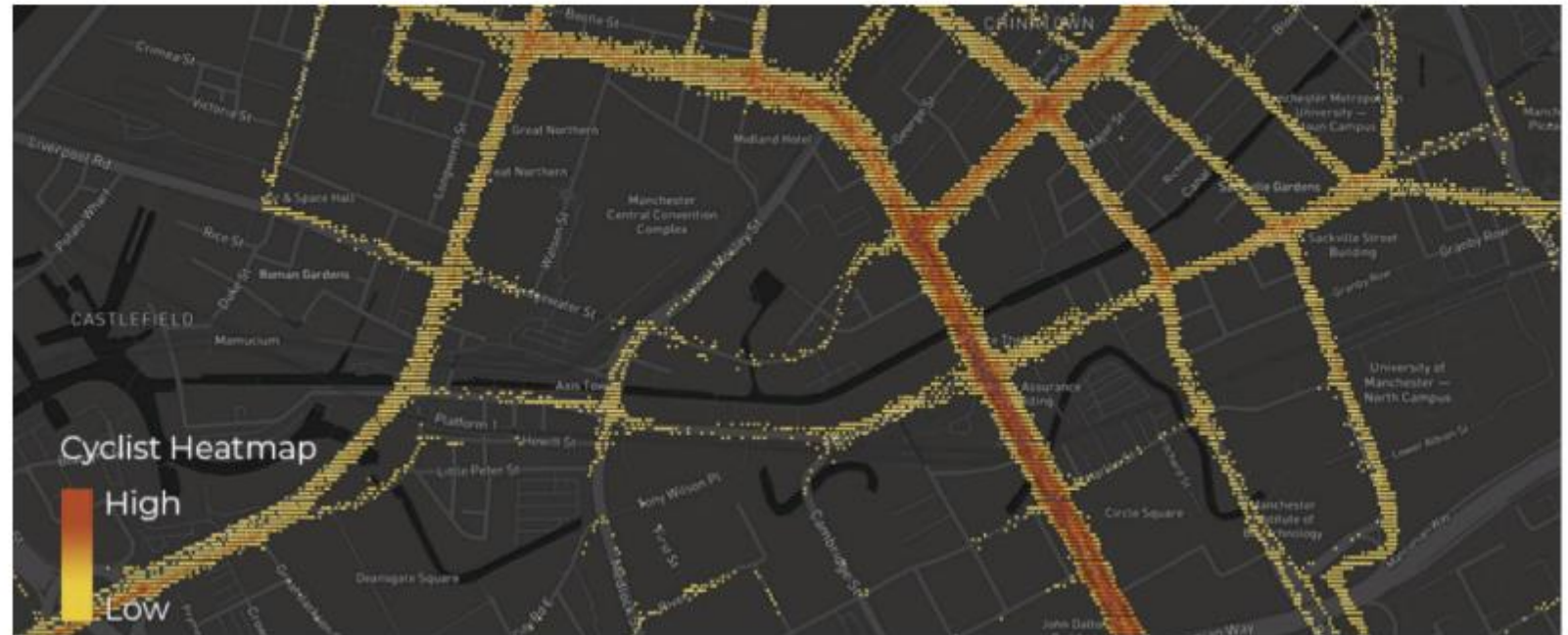
ICON bike lights were given to cyclists, tracking their movements and behaviour on roads.

Data-led insights allow us to improve people's lives without them knowing. It's not about getting them from 'A' to 'B', but reimagining what else can be achieved along the way.

The art of the possible

MAKING CYCLING SMARTER

Cycling is one of the most sustainable modes of transport, yet it needs to be safer, more convenient and more enjoyable for everyone. That's why we've developed technology that sits in a See.Sense light to detect road issues or unsafe routes that cyclists face on their ride.



cityverve

SEE.SENSE®

2.

KEY PROJECT

Smart Ticketing keeps Greater Manchester moving

Smart Ticketing keeps Greater Manchester **moving fully-digitised** 'tap in, tap out' smart ticketing has been introduced across Greater Manchester's 100km tram network, with background data systems improving passenger experience, their financial security and helping TfGM plan an **improved, efficient service for the 44m journeys** it carries every year.

3. Digitally enabling all businesses

Businesses of all sizes should have the means and skills to digitize their business and make the most of the opportunities that brings.

Our plans:

- **To offer one place where businesses owners can get help and advice on digitization**
- Ensuring businesses have access to trusted digital tools and providers, at the right cost
- Showing how efficiency and profit opportunities can be achieved - we want businesses to be inspired to do more with digital
- Supporting businesses to up-skill their workforce
- Helping business owners use digital practice to grow and scale, and take advantage of evolving opportunities (particularly by collaborating with others)
- Offering support for businesses to protect themselves from cyber crime
- Offering a voice in how Greater Manchester's digital resources are targeted, and have individual business progress recognised.

KEY PROJECTS

Made Smarter and Digital Enablement Service (Growth Hub)

Local Growth Fund initiatives (GMCA)

GM Cyber Resilience Centre (GMP)

Foundational Economy Review

Connecting and enabling activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

Cross-cutting work on skills and infrastructure

KEY PROJECT

Honing the digital advantage

Greater Manchester's SMEs are tapping into additional opportunities that improving digital systems and business support can bring.

GMCA supports business support providers like The Growth Company's Business Growth Hub to offer high-quality business support and advice to SMEs across the city-region, enabling them to flourish, grow and do better business, setting them up for the world stage with world-class training.

'We've transformed our business during the Amplify process. We went from being an integrated advertising agency to a paid-for marketing agency. We've launched whole new design sprints. We've done so much since being influenced by this programme.'

Sue Benson, The Behaviours Agency



4. Creating and scaling digital businesses

We're encouraging and supporting businesses to start, grow or move to Greater Manchester, recognising the importance of the continued expansion of our digital, creative and tech sector and the opportunities this brings for our people.

Our plans:

- **Improve business attitudes to financing growth, and facilitate investor confidence in innovative digital development**
- Support access to skilled individuals and help companies have competitive employment offers to attract and retain staff
- Invest in our high-growth sectors and draw on the experience of successes like MediaCityUK
- Encourage and support businesses to have a global outlook and presence
- Develop clear paths to growth, with training and peer-to-peer learning on overcoming business-specific challenges for start-ups and scale-ups
- Make Greater Manchester the most secure place to work and grow online in the UK, incorporating sustainable priorities.

KEY PROJECTS

Amplify (Growth Company)

Greater Connected
(Growth Company)

MIDAS inward investment

ERDP-funded digital initiatives
(GMCA)

Co-angel and investor support
(Growth Company)

Connecting and enabling
activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

KEY PROJECT

Being part of a new movement

“The world is changing at an unprecedented rate. That change is driving extraordinary opportunity, innovation and progress. It’s also unleashing amazing complexity, uncertainty and risk.

“If we want a security and intelligence mission fit for our second century, it’s crucial we keep reinventing – which is why our new Manchester facility will be vital to our future success.”

Jeremy Fleming, Director, GCHQ

5. Being a global digital influencer

Greater Manchester is taking its position as a global digital influencer.

Our plans:

- **Make sure Greater Manchester is known across the world for digital innovation and world-class capabilities in health innovation and creative media**
- Establish Greater Manchester as UK and European centre for digital ethics, trust and security
- Champion Greater Manchester as a place with an incredible digital eco-system
- Make sure Greater Manchester is known as an extremely attractive place to develop, grow and stay, for individuals and businesses contributing to digital innovation

KEY PROJECTS

International promotion and attraction (MIDAS and Marketing Manchester)

Annual digital creative and tech festival

Health Innovation Manchester

GM Cyber

Connecting and enabling activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

5.

KEY PROJECT

Greater Manchester takes to the global stage with Distractions

Our more connected, more collaborative digital future was put before a global audience as part of the renowned Manchester International Festival.

Delegates from globally-recognised businesses, academia and the public sector came together at the Distractions event to explore and develop ideas that will help us meet our ambition to become a global digital leader.

A. 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 seeking a digitally-skilled workforce to invest in outside of London.

Our plans:

- **Inspire young people to think about a career in digital and give them the skills and confidence to do it**
- Future proof the tech talent pipeline; connecting education and industry through harnessing real role models and industry mentors
- Ensure that the system of post-16 technical education in Greater Manchester provides young people with a clear pathway defined by employers into all priority digital/tech occupations
- Address the immediate digital skills shortage and support employers to diversify their workforce through developing a new model of reskilling and retraining

KEY PROJECTS

Go Digital

Digital Futures

Fast Track Digital Workforce Fund

Cyber Foundry

Connecting and enabling activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

A.

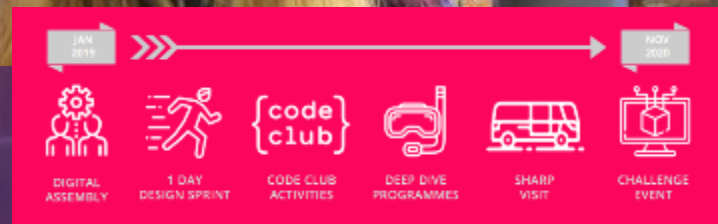
KEY PROJECT

Inspiring the next generation: Go Digital

Access to talent is cited by organisations as one of the biggest challenges they face. Research identified a number of gaps in the talent pipeline including marginalisation of digital literacy, critical importance of school pupils in year 7 and 8 making decisions about the future and the exclusion of girls from STEM opportunities.

Our vision is to create a critical mass of digital talent for businesses seeking a digitally-skilled workforce to invest in outside of London, while providing vocational opportunities for a robust and diverse future workforce.

Go Digital is an industry-led programme, set to work with over **50 schools across the city-region over two years** and address the gaps in the digital talent pipeline. This includes encouraging young girls into STEM, building opportunities for SEND students and inspiring young people into the digital and creative industry through crafting opportunities.



B. Extending our world-class digital infrastructure

Our vision is to create a digital infrastructure that supports our ambitions.

Our plans:

Remove bandwidth as a barrier to our social, economic and public sector reform objectives.

Deliver ubiquitous high speed digital connectivity over full fibre and 4G & 5G mobile across the whole city region by 2025.

Accelerate market investment by:

- Extending network reach by connecting over 1600 public sector sites and assets with Full Fibre across Greater Manchester.
- Making public sector buildings and other assets available for infrastructure to support 5G roll out.
- Driving market investment in fibre and mobile by minimizing roll out costs through a Prospectus agreed by GM local authorities.

KEY PROJECTS

GM Full Fibre programme

GM 5G and town centre Wi-Fi programme

GM digital infrastructure 'Dig Once' prospectus

Digital Infrastructure Strategy

Connecting and enabling activity across the eco-system

Locality projects and private, not-for-profit and academic initiatives

A night-time photograph of the MediaCityUK development in Salford, UK. The image features the prominent, curved, white-tinted tower with a red-lit top section. To its right is a glass-fronted building with a 'BBC' sign. In the foreground, a bridge with a tall, white, cable-stayed pylon is visible. The scene is illuminated by city lights and the bridge's own lighting, creating a vibrant urban atmosphere.

B.

KEY PROJECT

Leading the way on 5G

Salford's MediaCityUK is the UK's first area to receive commercial 5G coverage, with the area deemed a perfect 'live lab' for 5G testing by operator Vodafone.

Businesses in the area including start-ups and tech innovators, as well as visitors and residents are all finding benefit from the UK's first 5G mast.

Delivering GM digital

The background of the slide is an aerial night photograph of a city, with lights from buildings and streets visible. The sky is a mix of orange, yellow, and dark blue, suggesting a sunset or sunrise. Several white, out-of-focus light spots (bokeh) are scattered across the image, adding a dreamy or futuristic feel.

Leadership, delivery and co-ordination

As we revise Greater Manchester's digital blueprint to reflect the pace of change and the city-region's growth, a revised model will be shared to reflect the importance of embedding digital across other portfolios, activities and workstreams.

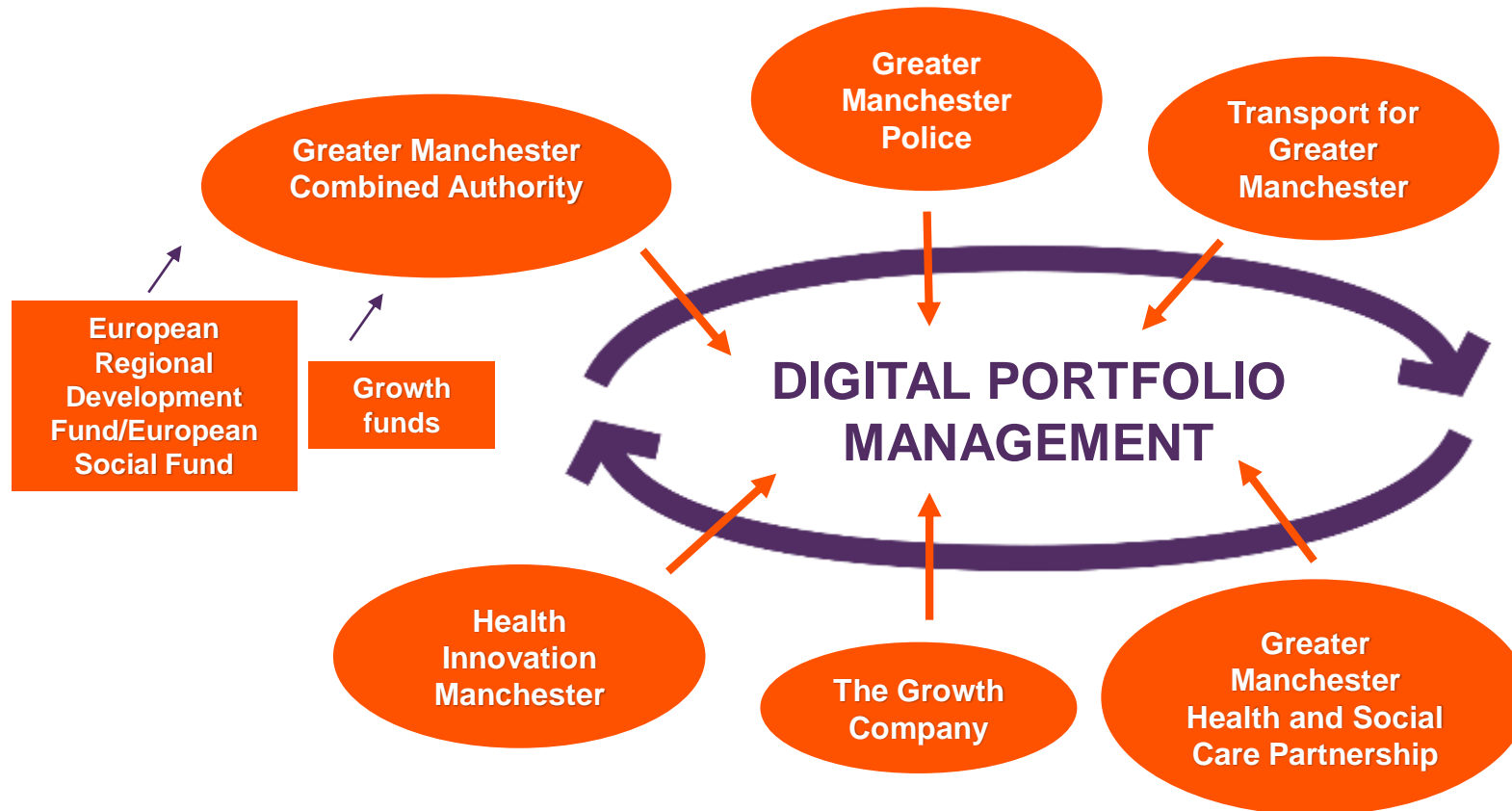
The refreshed Greater Manchester digital structure will reflect the balance between

Enabling
eco-system-
based
work

Co-ordinating,
prioritising and
delivering pan-
Greater
Manchester
public sector
projects.

Delivering on the blueprint

Portfolio management allows an effective joined-up approach to delivering transformation, avoiding duplication, maximising opportunities and resource, enabling joint working on bids and ensuring gaps are identified easily.



PRIORITY AREAS



Work and Skills



Young People



Ageing



Digital



Economy



Environment



Homelessness



Housing



International



Police + Fire



Research



Resilience



Communities



Culture



Armed Forces Covenant



Health



Investment



Transport

Doing digital differently in Greater Manchester

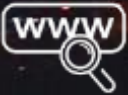
Big enough to matter, small enough to know each other,
and driven enough to make things happen...



#GMdigital



@gmcadigital



greatermanchester-ca@gov.uk

#gmdigital@GMCAdigital

Appendix

Slide 7

Building eco-systems that deliver: GM Cyber

Greater Manchester is home to the UK's fastest-growing digital security cluster, a unique collaboration that is gaining recognition on the world stage.

Galvanised by GCHQ's move to the city-region, the cluster's aim is to drive forward Greater Manchester's cyber eco-system for common benefit and the sharing of expertise.

Its 30 members include four universities, Greater Manchester Police, GMCA, the NHS and leading private sector organisations.

Having been identified as a priority industry in the Greater Manchester Industrial Strategy, it is predicted that the area of digital security has the potential to grow further. Its current contribution to the regional economy is an estimated £500m annually.

Slide 13

Smart Ticketing keeps Greater Manchester moving

With nearly 44m passenger journeys a year, Greater Manchester's fast-growing Metrolink tram network is utilising digital technology to improve efficiency and customer experience.

Earlier in 2019, an 'intelligent' contactless payment system was introduced on Metrolink, with Greater Manchester joining the likes of London, New York and Rio with similar systems.

Passengers now touch-in and touch-out at tram stops with a contactless card or device, with the fully-secure system working out the customers' cheapest fare for the journeys they have made that day, up to a daily cap.

The back-end provides a secure and scalable insight and analytics platform which Transport for Greater Manchester is using to shape and improve the service in future. This could mean, for example, increasing number of validators at certain stops to help with passenger flow, or changing the frequency of trams based on demand.

Appendix

Slide 18

Greater Manchester takes to the global stage with Distractions

Greater Manchester's more connected, more collaborative digital future took centre stage at the world-renowned Manchester International Festival. Delegates from the public sector and globally-recognised businesses and academia came together to explore and develop ideas for our blueprint and to help us meet our ambition to become a global digital leader.

Delegates at the Alternate Futures Symposium explored Greater Manchester's more connected, more collaborative future, one that uses digital opportunities to create a place where people can grow up, get on and grow old.

It showcased some of the amazing innovation happening in Greater Manchester and attracted an exciting programme of speakers including Cllr Elise Wilson, Tech for Good, Wayne Hemingway MBE, BBC, Digital Imagination, OPPO and Manchester City FC.

Delegates reflected on, explored and developed ideas to help refine Greater Manchester's Digital Blueprint and help us meet our ambition to become a global digital leader.

Slide 22

Leading the way on 5G at MediaCityUK

Salford's MediaCityUK has been selected as the UK's first area to receive commercial 5G coverage, and has the country's first 5G mast.

As Europe's only purpose-built hub for the creative, media and tech industries including BBC, Sony and Ericsson, as well as impressive tech start-ups the area was deemed a perfect 'live lab' for 5G testing by operator Vodafone.

Vodafone Innovation Hub opened at The Landing, MediaCityUK in 2019 and gives UK businesses, start-ups and tech innovators access to 5G, Internet Of Things, high-speed fibre and the very best technical resources available.