

Date: 31 January 2020

Subject: GM Digital Strategy refresh

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

PURPOSE OF 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.

Please note that the slides are intentionally visual as the aim is to for the Blueprint to exist in a digital form and will form part of a microsite on GMCA website with linked video and media content and other relevant content.

RECOMMENDATIONS:

The GMCA is requested to:

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

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Equalities Implications:

All work on GM digital is undertaken on an equal opportunities basis.

Risk Management: N/A

Legal Considerations: N/A

Financial Consequences – Revenue: N/A

Financial Consequences – Capital: N/A

Number of attachments to the report: 1 – GM Digital Blueprint presentation

Comments/recommendations from Overview & Scrutiny Committee

Earlier draft discussed and supported in November 2019

BACKGROUND PAPERS:

GM Digital Strategy (February 2018)

TRACKING/PROCESS		
Does this report relate to a major strategic decision, as set out in the GMCA Constitution		No
EXEMPTION FROM CALL IN		
Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?		No
GM Transport Committee	Overview & Scrutiny Committee	
	8 Nov 2019	

1. INTRODUCTION/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 that is recognised for digital innovation.
- 1.2 The Digital Strategy was a three year plan, however there has been significant and fast moving change since its creation which makes it appropriate to refresh the Strategy. Work began on this in early 2019 alongside development of the Local Industrial Strategy and the Independent Prosperity Review.

2. GM DIGITAL BLUEPRINT

- 2.1 The presentation document associated with this item sets out a revised three year Digital Strategy which we are referring to as the Digital Blueprint for Greater Manchester. 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 two years towards our ambition.
- 2.2 Greater Manchester's Digital, Creative and Tech ambitions continue to be of growing importance to the city region. We anticipate growth of a further half a billion GVA to our economy and a further 10,000 roles over the next three to five years. Furthermore these figures exclude digital investment within industries traditionally classified as banking, retail and defense but all of which are rapidly growing their digital skills and capabilities and are integral within our wider digital ecosystem.
- 2.3 The revised Blueprint reflects the fact that digital technology will underpin the CA's ambitions to improve the lives of our citizens and boost our economy as expressed in the GMS. The breadth of the priorities demonstrate the central role of digital as a key driver for our economic, social, environmental and inclusion aspirations for GM and its people. As such this Blueprint has strong ties across to the Health & Social Care Partnership's Digital Strategy refresh which is currently underway as they are inherently intertwined. The digital excluded are often those with poor health outcomes and who stand to benefit from technologies in the home that help keep people safe and well but which require good connectivity and links with patient and care management systems.
- 2.4 The digitization of Early Years Health Visiting, due to go live first in Bury early this year, is an example of a whole system initiative focused on connecting the different elements of the public sector which support School Readiness. This Reform led approach which involves front line staff co-designing solutions follows a pattern which is also seen across other areas including Victim's Services and Homelessness and these wider opportunities have the potential to re-use the same digital assets currently being developed for Early Years.
- 2.5 In this context, 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 and sectors 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:** Greater Manchester is taking its place as internationally recognized centre of digital innovation, research and practice.

Alongside two cross cutting enablers:

- **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
- **Extending our world class digital infrastructure:** We will ensure that Greater Manchester has the digital infrastructure it needs to be a world class digital city region.

- 2.6 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 in development which reflects this and which aligns with the approach in other GMCA portfolios.
- 2.7 Importantly, the Blueprint highlights the importance of a collective approach and collaborative digital ecosystem engagement. In an increasingly mature and high value sector for GM, given the rapidly expanding scale of activity across the city region it is clear that better coordination is needed for us to move forwards, build on what is working and not duplicate existing successful activity. 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 investment and collectively 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.
- 2.8 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. It will form part of a new digital area or microsite in the GMCA website with the intention being 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.

2.9 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.