

## **ITEM No. 13**

### **GM LOCAL ENTERPRISE PARTNERSHIP BOARD**

**SUBJECT:** New Greater Manchester LEP Website

**DATE:** 19 September 2016

**FROM:** Sheona Southern, Managing Director, Marketing Manchester

---

#### **1.0 Background**

The website is the main portal for external stakeholders to access information about the Greater Manchester LEP.

The current website hasn't been updated since 2013. Following the recent National Audit Office report into Local Enterprise Partnerships that highlighted the issue of transparency and after consultation with the wider LEP network it was decided a clear and accessible website would help improve accountability and access for the public.

Marketing Manchester is therefore proposing to re-develop the website during the Autumn 2016. The design and implementation of the new website will be completed in-house by Marketing Manchester as part of their communications function for GMLEP. It will not involve any additional costs.

#### **2.0 Objective**

To create a clear, accessible and easily updateable website that will:

- Provide information on the GM LEP, the board and overall strategy
- Direct visitors to other organisations and useful resources, such as the GMCA and MGC.
- Host information, news and statutory documents, including the Greater Manchester Strategy and the Assurance Framework.

### 3.0 Scope

The aim will be to have the new website operational by October/November 2016.

### 4.0 Audiences

- General Public  
To provide general information and direct them to useful information such as the Business Growth Hub, Works Company and Skills Company.
- Professional stakeholders – Other LEPs, LEP Network, GMCA, the LAs, central government and other bodies  
To provide information for comparison and benchmarking and statutory accountability.
- Press  
To provide news, information and contact details for the GM LEP's press officer.

### 5.0 Timeframe

	Description of Work	Start and End Dates
Phase One	Sign off and planning	August and September 2016
Phase Two	Design and Implementation	September/October 2016
Phase Three	Launch	October/November 2016

### 6.0 Budget

There will be no additional cost to this project as it will be completed in-house by Marketing Manchester.