

Item No. 7

GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: The Manchester Channel
DATE: 17 July 2017
FROM: Sheona Southern, MD Marketing Manchester

1.0 Introduction and Background

Following the LEP meeting and tabled report of January 2017, the Manchester Channel Steering Group comprising GMLEP Board members Lou Cordwell, Mike Blackburn and Iwan Griffiths (Chair of the Internationalisation and Marketing Advisory Board) have met twice with Marketing Manchester to discuss the next steps for this project.

The objectives and aims of the 'Manchester Channel' project were to build and change perceptions of Manchester and achieve cut through by building international recognition for Manchester's key world class areas of excellence.

To successfully achieve the aims, the Steering Group recommends that around half of the allocated £95k budget should be invested in an editorial resource to help coordinate content and support story curation to showcase Manchester as an innovative, diverse and international city.

If agreed, Marketing Manchester will hire a content editor to collate and curate quality content. The steering group will continue to guide Marketing Manchester and support this role to deliver agreed aims and objectives. Activity and achievements from this appointment will be presented back to the GMLEP early in 2018 with future recommendations.

The Steering Group would like the GMLEP Board to note progress made on creating the 'M Drive', a digital depository and content asset management tool for sharing Greater Manchester content assets. The M Drive was launched at the Greater Manchester Internationalisation Strategy event on 4th July and includes images, factsheets, maps, presentations, video and sector overviews to promote Greater Manchester. It can be accessed online: www.mdrive.com.