

Greater Manchester Digital Strategy Update

Phil Swan, Chief Information Officer

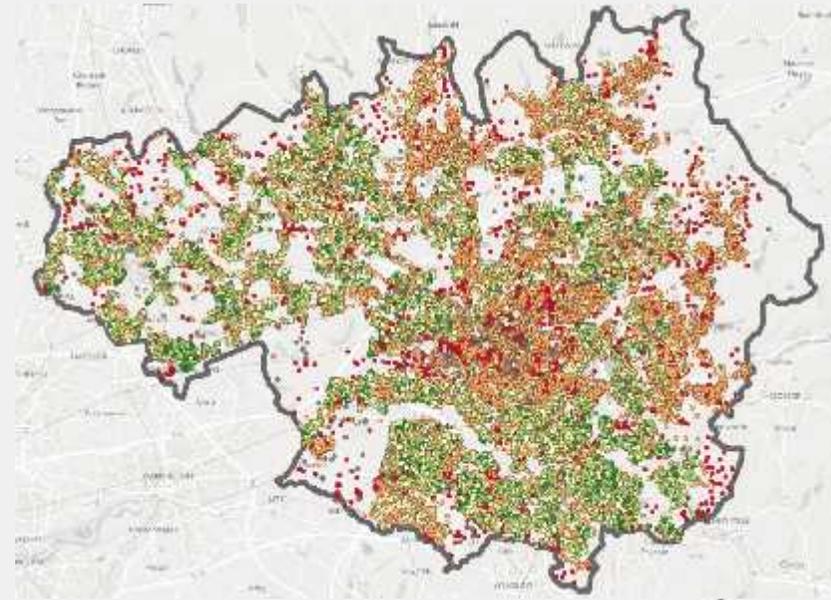
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Greater Manchester Combined Authority

GM LEP

13 November 2017

Greater Manchester's digital and creative economy – key facts

- Home to the largest digital and creative cluster outside London. Includes Media City, Sharp Project, the Landing.
- **7,500 – 8,000** digital and creative businesses.
- More than **82,300** people are employed in the sector, generating more than **£4.1bn GVA**.
- Strengths in ecommerce, cybersecurity, media/creative and data analytics.
- Nearly **1,600** tech start-ups formed in Manchester in 2016.
- **15,000** creative, digital and IT students at GM's four HEIs.
- GM is in the **top 20** European digital cities
- Operational costs are **40% lower** than London.



Greater Manchester broadband map, 2016
Source: MappingGM

Key facts (2)

- **Creative Digital:** MediaCity, Sharp Project, The Landing.
- **Telecommunications:** BT, TalkTalk, Vodafone, UKFast, Gamma. UK's 2nd Internet Peering Point after London.
- **eCommerce:** AO, MissGuided, Prettylittlething, Boohoo.
- **Growth incubation:** 1 MSP, Wayra North (Oldham), Ashton Old Baths (Tameside), Co-Op Digital, Barclays Rise.
- **Public / private innovation:** CityVerve, Triangulum, Synchronicity.
- **Inward investment:** Northrup Grumman, Vodafone, Raytheon, Microsoft, Google.

The Digital Imperative

GM's Challenges

Low levels of productivity & skills
Poor levels of resilience and tools for happy lives (health outcomes, school readiness, loneliness)

GM's potential

Legacy of industry & tech leadership
Developing digital ecosystem
Open and collaborative culture
Scale and diversity

Global Trends

Digital tech becoming ubiquitous (more devices than people)
IR4.0/industrial digitisation
Smart cities
Ageing
Cyber attacks

Greater Manchester: Digital City Region

“Our ambition for is Greater Manchester to be a recognised global digital city region and top five in Europe by 2020”

- **Digital Strategy:** Our ambition, where are now and what success looks like.
- **Action Plan:** Action plan for digital city region - growth, skills, inclusion, marketing, infrastructure.
- **Digital Programmes:** including, for example, **GM-Connect** (better public services enabled by information), Digital skills support; Greater Connected (intensive Growth Hub programme) and **Cyber GM:** Cyber sector growth and GM digital resilience, cyber innovation.



Cllr Farnell, Leader
Rochdale MBC
Lead Member, Digital
Portfolio



Andy Burnham, GM
Mayor and GMCA Board
Chair



Margaret Asquith, Chief
Executive Bolton
Council.
Lead Officer, Digital
Portfolio

#GMdigital

GMCA

GMCA and Mayoral approach

- GM Strategy: 'GM will be a **world-leading digital city**, and we will take an open and innovative approach to achieving that vision'.
- GM has a good reputation in the UK as a 'digital city', and improving, but not where we could be. In NESTA's European Digital City Index 2016 Manchester was 16th (5th UK city).
- New **GM Portfolio**, headed by Councillor Richard Farnell, created to drive forward GM as a digital city.
- In July 2017 the Mayor hosted a **Digital Summit** to discuss how GM can build on its strengths to become a world-leading digital city-region.
- Work is being taken forward under the themes of: #GMdigital Communications and Marketing; Digital Inclusion; Digital Infrastructure; Skills, Talent and Apprenticeships; and Economic Growth and Productivity.
- This work will be brought together in an action plan at a **follow up summit** on 8 December 2017.

Digital Summit

- 8 December 2017 at The Federation
- The Summit will: **demonstrate progress** and ongoing political commitment since 6 July; **share emerging strategy and the draft actions** the groups have generated; keep the momentum going and **attract wider commitment** to delivering against these actions (call to action).
- Working Groups will present the actions they have developed/are developing.



Emerging Digital Strategy

- **Why be a Leading Digital City?**

We must: to deliver economic, social and inclusion improvements.

We can: vision, leadership, political will, with strong academic, industrial and community foundations, and exciting, disruptive tech.

- **Vision: What does a leading digital city look like?**

10 core indicators that describe the kind of 21st Century digital city we want to be

- **Experience: How will it really feel for people?**

Future stories- business person, employee, young person, older person

- **Where are we now?** Latest developments and programmes

- **Stepping up the Pace:** Our action plan to deliver digital ambition



Digital City Region: Indicators

- Digital services demand;
- [Skills pipeline indicator];
- History of unicorns [or Scale Ups];
- Digital infrastructure: Mobile internet speed;
- R&D intensity;
- Number of women in senior management [or technical?] roles;
- Early stage funding;
- [Adoption of digital technologies by businesses];
- [Adoption of digital tech by the public sector];
- Access to accelerators;
- Digital Inclusion [online banking].



Emerging Actions to recommend to the Digital Summit

Infrastructure:

- **Accelerate market investment in full fibre networks** through public sector demand aggregation – supported by Government (DMCS) Challenge funding.
- Position **GM at forefront of next generation 5G mobile** by becoming national 5G test bed.
- Expand **wifi in all city and key town centres** in GM by developing a “one login” solution for the City Region, and address gaps in broadband provision.

Skills:

- Supported by the GMCA's £2m Digital Skills Programme and working with the LEP task and finish groups, address digital skills gaps in schools, young people/apprentices, employees and residents by bringing together industry, public sector and informal learning provision.

Inclusion:

- Improve levels of digital inclusion in GM by scaling up digital champions; and engaging local areas to identify new inclusion initiatives.

Emerging Actions to recommend to the Digital Summit

Growth and Productivity:

- **Accelerate adoption of digital technology** by exploring potential for industrial digitization pilot following Juergen Maier's 'Made Smarter' report to Govt, working with the LEP Task and Finish Group on digital technology and pilot new methods of public sector opening up the market in social innovation to GM tech SMEs.
- **Support the growth of the digital sector** by working with Universities on approach to spin outs and IP, and working with LEP Task and Finish Group, improve signposting to start up and scale up support including early stage funding.

Communications and Marketing:

- **Digital story:** Working with industry and others to agree the 'hook' or focus of GM's headline digital story.
- **Digital Events:** Exploring the potential to stage an event such as a 'Year of Digital' or an industry/thought leadership conference.
- **Digital champions:** Beacons of Change/Digital Heroes to act as advocates and tell the story.