APRIL 2020

# THE GREATER MANCHESTER DIGITAL BLUEPRINT

GREATER MANCHESTER
DOING THINGS DIFFERENTLY

# THIS IS THE DIGITAL PLACE

Here we set out the next chapter in our ambition to be recognised as a world-leading digital city region, with an ongoing commitment to taking an open, innovative and connective approach to delivering that ambition.

We remain committed to being a digital city-region with a difference. By putting people at the heart of our plans we aim for a more inclusive approach that builds on our greatest asset.

## ANDY BURNHAM

*Mayor of Greater Manchester*

## CLLR SEAN FIELDING

*Leader of Oldham Council*

*GMCA Employment, Skills and Digital Portfolio Lead*

## LOU CORDWELL

*Founder and CEO, MagneticNorth*

*Co - Chair, Greater Manchester Local Enterprise Partnership (LEP)*

*LEP Digital Lead*

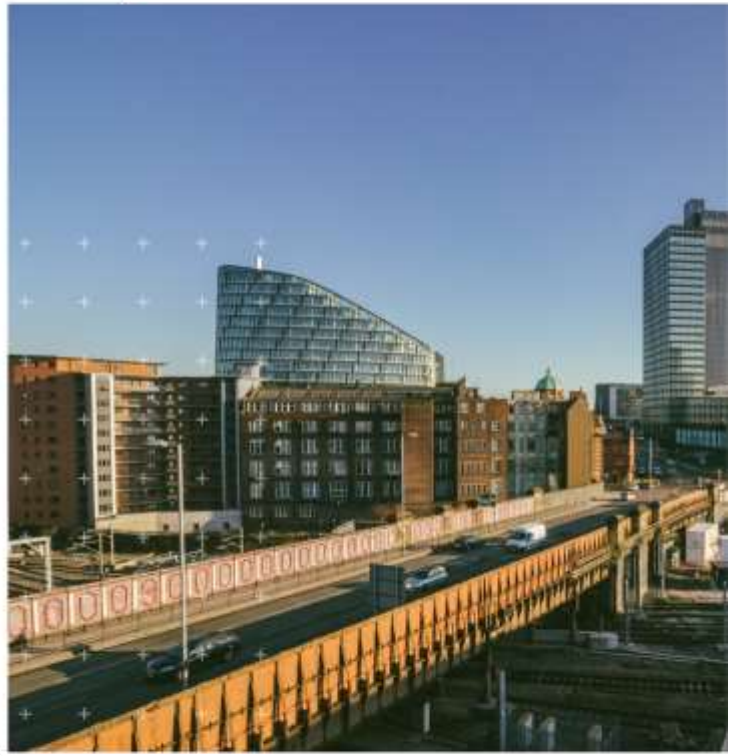
## THIS IS THE PLACE WHERE DIGITAL CONNECTIVITY MAKES THINGS BETTER FOR PEOPLE.

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.

## THIS IS THE PLACE 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.

## OUR AMBITION IS FOR GREATER MANCHESTER TO BE A TOP FIVE EUROPEAN DIGITAL CITY-REGION AND RECOGNISED GLOBALLY FOR ITS DIGITAL INNOVATION.



## THIS IS THE PLACE 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 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.

# THIS IS THE PLACE THAT DOES DIGITAL DIFFERENTLY.

# HOME OF THE DIGITAL CITIZEN

**WE HAVE UPDATED THE 2018 GREATER MANCHESTER DIGITAL STRATEGY, PLACING THE CITY REGION'S PEOPLE MORE 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.

This new blueprint for Greater Manchester digital sets out a three year approach to meeting our ambitions, and will be reviewed regularly in line with the pace of digital change.

“We want the people of Greater Manchester to feel empowered and have their lives bettered by the opportunities that digital provides.

This blueprint puts people at the heart of our plans and through co-design and collaboration we will ensure that the benefits of a digital Greater Manchester reach all of our communities.”

**CLLR SEAN FIELDING**

*Leader of Oldham Council, GMCA Employment, Skills and Digital Portfolio Lead*

# A PLACE WHERE ANYTHING DIGITAL IS POSSIBLE

# 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

**£5 BN**

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

Right now Greater Manchester has over

**10,000**

brilliant digital and creative businesses.

Drawing vast international recognition, and employing more than

**86,000**

people.

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.

“Greater Manchester has a £5 billion digital economy comprised of public sector, private sector and academia. We really understand the factors and components parts that are needed to make a strong digital ecosystem and for individuals and organisations to come and thrive here.

We see partnership as incredibly important to our future success and increasingly this is international with organisations that want to come here and be part of the next chapter of Greater Manchester’s digital story.”

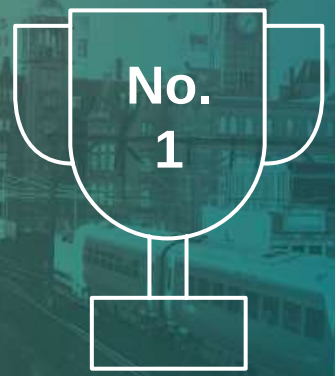
**LOU CORDWELL OBE**

*Founder and CEO, MagneticNorth*

*Co-chair, Greater Manchester Local Enterprise Partnership*

# PUTTING GREATER MANCHESTER ON THE MAP FOR DIGITAL WORK AND LIFE

# THE BEST PLACE IN THE UK FOR IT PROS TO LIVE AND WORK




| 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 |

Manchester Tops 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

“You’ve got ITV, BBC and Salford Quays but as well as the big companies in Media City you’ve got all those start ups doing really exciting things in the region. It’s really good for TalkTalk to be a part of that and the next 10 years of Greater Manchester’s investment and forward thinking.”

**JANE GARNSEY**

*People Operations Director, TalkTalk*

# COLLABORATING TO SUCCEED

We have a legacy of working together as a city-region and this builds a strength and platform for our digital ambitions.

As the Greater Manchester Independent Prosperity Review showed, people and organisations in our city-region get together more than other places in the UK.

This approach dovetails with Greater Manchester's Local Industrial Strategy and the new One Public Service model. It builds on the work of the past two years and takes on board what we've learned during that time.

“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,
Hewlitt Packard Enterprises

# BREATHING SPACE FOR COLLABORATION AND INNOVATION

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

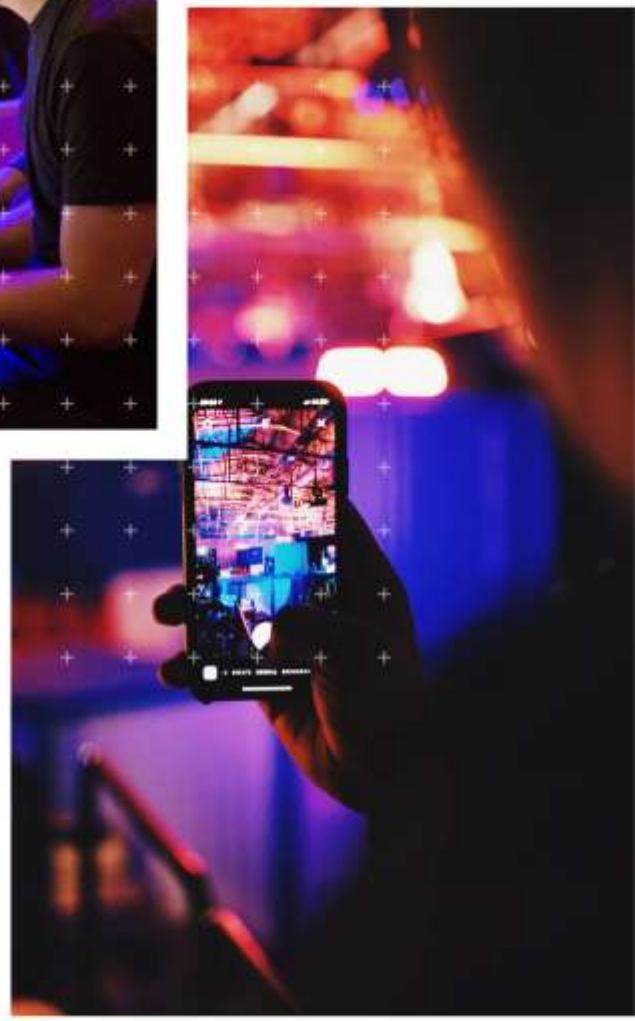
In Greater Manchester we have over:

**60**

**CO-WORKING SPACES**

**9**

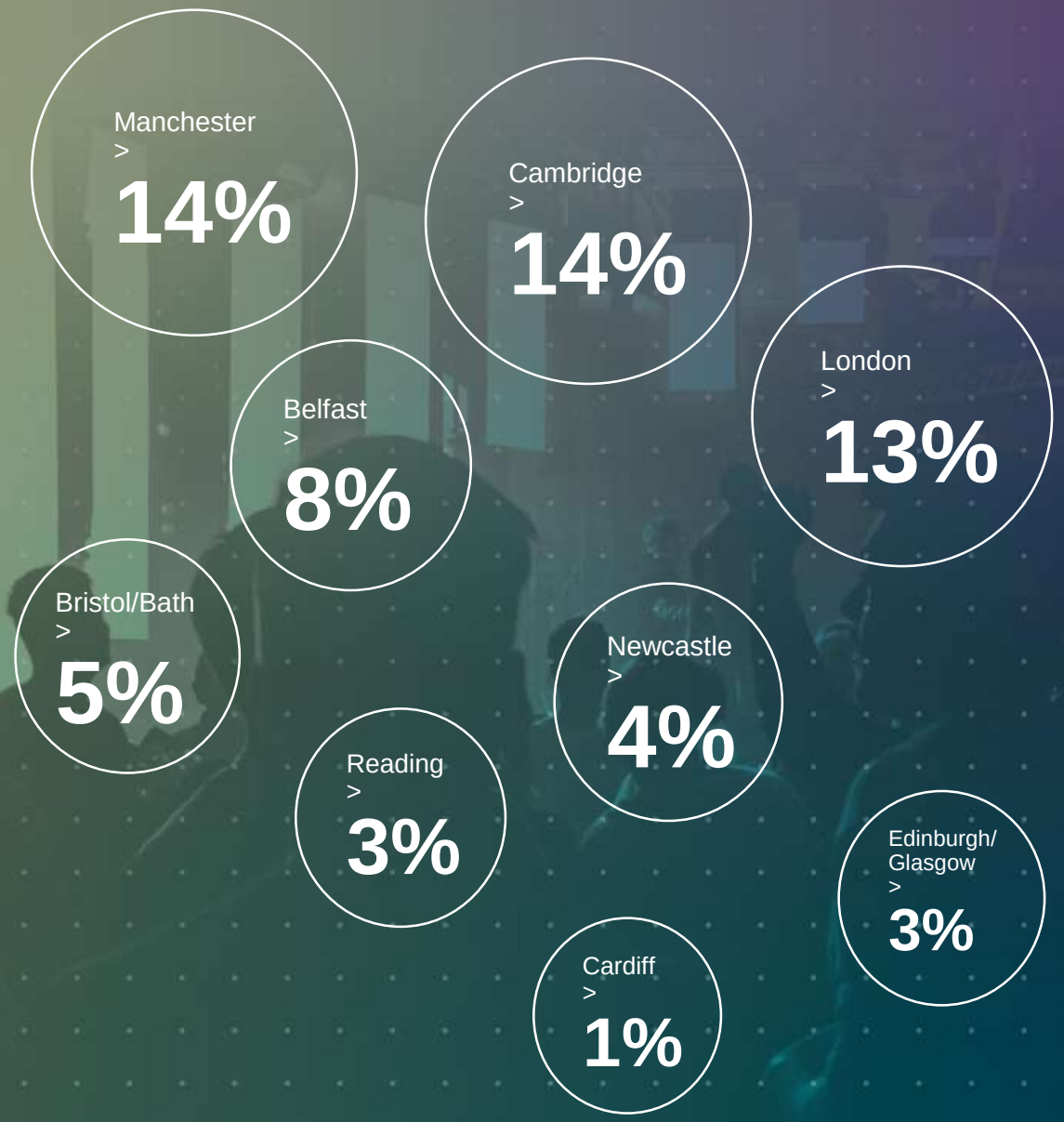
**ACCELERATOR PROGRAMMES**



## 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 meet-ups seen in Greater Manchester with technical innovators working together on cross-border digital projects and solutions.




Meet-up density in GB tech clusters .
Source: https://technation.io/report2019/#20-people-in-tech

# A PIONEERING POWERHOUSE – ACCELERATING INVESTMENT

## INNOVATION IS IN GREATER MANCHESTER'S DNA. WE ARE LEVERAGING OUR EXPERTISE IN AREAS LIKE CYBER SECURITY, DIGITAL HEALTH AND DIGITAL MANUFACTURING TO ATTRACT FURTHER INVESTMENT.

And we are home to many world-recognised businesses who come here to grow and take advantage of the city-region's liveability. Talented people want to work here, attracted by a vibrant cultural scene, good transport links, access to the countryside and a lower cost of living.

For 250 years, Greater Manchester has been at the forefront of revolutionary ideas that create and shape the future. The city-region 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.

“Throughout its history Greater Manchester has had such a rich heritage of arts, science, industry and innovation. All of that comes together to make it a really vibrant community around digital and one of the great things about coming here is that we have been able to develop such a highly skilled and motivated workforce with northern voices and real enthusiasm and pragmatism to deliver great digital services.”

**NEIL HALL**

*Head of Product, BBC Sport*

# OUR DIGITAL PRIORITIES

## What do we mean by digital?

> **APPLYING THE CULTURE, PRACTICES, PROCESSES AND TECHNOLOGY OF THE INTERNET ERA TO RESPOND TO PEOPLE'S RAISED EXPECTATIONS.**

Tom Loosemore, Public Digital

# MEASURING IMPACT: 3 YEAR HEADLINE AIMS

**Digital Inclusion/ Basic Digital Skills.**

Ambition is to increase the number of adults who have all 5 basic digital skills to

**80%**

from 78% over the next three years.

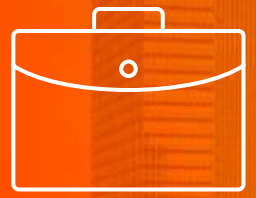
**Digital infrastructure/ Download speed.**

By 2023, the average download speed across fibre, cable, mobile and wireless will exceed

**100MPS**

compared to a Q4 2017 baseline of 32Mps.

**Employment and skills in Digital and Creative industries.**



**86,000**

People employed 2019 growing to

**96,000**

in 2023.

**Overall Economic Growth.**

**£5 billion**

Creative Digital and Tech economy growing to by 2025

**£5.5 billion**

And by 2029

**£7 billon**

# A CLEARER FOCUS

## DIGITAL PRIORITIES

**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.

## ENABLERS

**A** Strengthening our digital talent pipeline.

**B** Extending our world class digital infrastructure.

## OUR PRIORITIES HAVE EVOLVED FOR A 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 – co-designed and 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.

DIGITAL PRIORITY 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.

DIGITAL PRIORITY 1

# EMPOWERING PEOPLE

## WE WILL:

> **Offer digital access to public services that is joined up, user-friendly and makes sense**

> Make sure everyone can get online to access public services within their community

> Help everyone to be confident internet users

> Help people avoid internet harms like online fraud

> Give plentiful opportunity to feedback, recognising the importance to people that their voices are heard

> Invest in the security and privacy of the systems that hold public data – people should have absolute confidence in what's happening to their information

## MAIN PROJECTS

> **Early Years Digitisation (GMCA)**

> **Integrated Digital Healthcare Record (GM Health & Care Partnership)**

> **GM Digital Platform (GMCA and GM Health & Care Partnership)**

> **Get GM Digital (GMCA, Councils and partners)**

**… Plus 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**

DIGITAL PRIORITY 1

# MAIN 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 such as health visitors, school health staff and children's services teams, enabling them to work together and deliver care that better supports the whole family.

## AIM

**100% health visiting digitised across all of Greater Manchester, the first place in the UK to do so by March 2021.**

“It's about utilising that new rich data so that we've got a clear and accurate understanding of each child’s needs and therefore we can develop better services and ensure we have the right support in place to meet the needs of our young people and strive to continue to improve their outcomes.”

**PETRA HAYES-BOWERS**

*Township Lead, Early Years, Bury*

DIGITAL PRIORITY 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.

DIGITAL PRIORITY 2

# ENABLING INNOVATIVE PUBLIC SERVICES

## WE WILL:

> **Foster innovation by engaging with best digital practice to find better solutions to local problems**

> Use data responsibly and effectively to improve decision making, and support those people most in need

> Link key initiatives and re-use digital assets and investments

> Make non-personal data open by default where it is of value to the people of Greater Manchester

> Ensure digital services are consistently available and resilient, with clear contingency plans

> Provide open, transparent information on how we are progressing towards these aims and how decisions are being made

## MAIN PROJECTS

> **GM Information Sharing Strategy (GMCA)**

> **GM Local Data Review & Office of Data Analytics (GMCA)**

> **Smart Ticketing (TfGM)**

> **NHS Digital Fund (GM Health & Care Partnership)**

> **GM Cyber and Resilience (GMCA and GMP)**

**… Plus 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**

DIGITAL PRIORITY 2

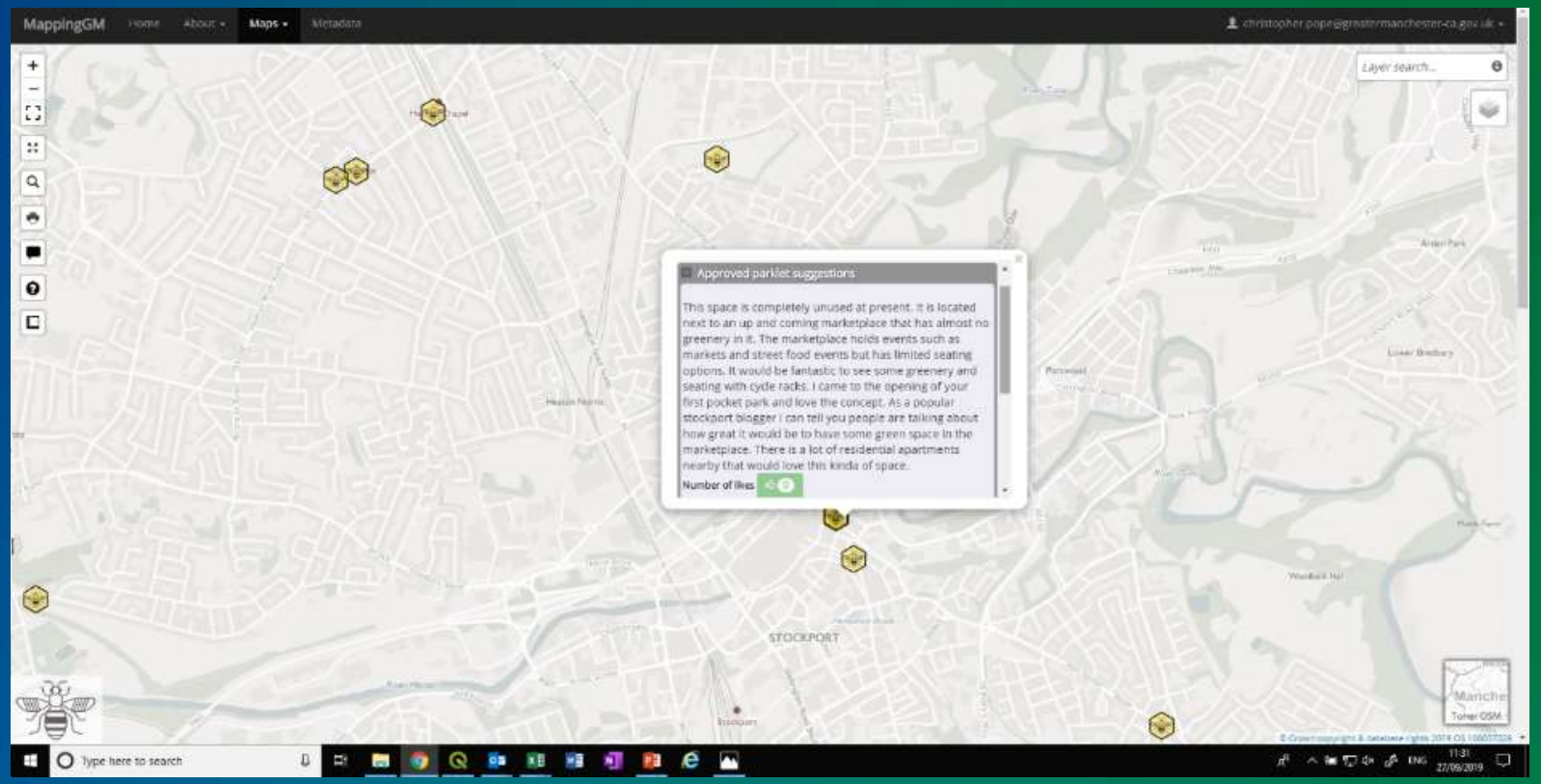
# MAIN PROJECT

## USING DATA INSIGHTS TO DESIGN A CITY-REGION FOR EVERYONE

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

## AIM

**Undertake a full Greater Manchester Local Data Review by December 2020 and address barriers to making more local data open and available with the aim of creating new commercialisation opportunities, stimulating open innovation and raising productivity.**




MappingGM

The home of geospatial data in Greater Manchester

DIGITAL PRIORITY 2

# MAIN PROJECT

## SMART TICKETING KEEPS GREATER MANCHESTER MOVING

Fully-digitised ‘touch in, touch 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 Transport for Greater Manchester plan an improved, efficient service for **the 44m journeys** it carries every year.

**AIM: To trial and develop innovative ticketing products to digitally-enable existing and future mobility around Greater Manchester.**

DIGITAL PRIORITY 3

# DIGITALLY ENABLING ALL BUSINESSES

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

DIGITAL PRIORITY 3

# DIGITALLY ENABLING ALL BUSINESSES

## WE WILL:

> **Offer one place where businesses owners can get help and advice on incorporating digital into their business**

> Ensure businesses have access to trusted digital tools and providers, at the right cost

> Show how efficiency and profit opportunities can be achieved - we want businesses to be inspired to do more with digital

> Support businesses to up-skill their workforce

> Help business owners use digital practice to grow and scale, and take advantage of evolving opportunities (particularly through collaboration)

> Offer support for businesses to protect themselves from cyber crime

> Offer a voice in how Greater Manchester's digital resources are targeted, and have individual business progress recognised

## MAIN PROJECTS

> **Made Smarter and Digital Enablement Service (Growth Hub)**

> **Local Growth Fund initiatives (GMCA)**

> **GM Cyber Resilience Centre (GMP)**

> **Foundational Economy Review (GMCA)**

**… Plus 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**

DIGITAL PRIORITY 3

# MAIN PROJECT

## HARNESSING THE POWER OF DIGITAL WITH MADE SMARTER

Greater Manchester Combined Authority is supporting Made Smarter, a two-year pilot aimed at boosting the digital capabilities of small and medium-sized digital businesses in Greater Manchester and the wider North West region.

Around 3,000 manufacturing companies are being offered match-funded investment, support and advice on how digital technologies could revolutionise their processes, with 600 being offered intensive support, consultancy and mentoring.

The programme, delivered by The Growth Hub, aims to accelerate commercial growth for manufacturers in the region, helping them to open up new markets, increase exports and create high-value, high-paid employment.

**AIM: £20m pilot to increase regional GVA by up to £115million, by increasing the adoption of industry 4.0 in the North West by 2021**

“Made Smarter has the potential to kick start a new industrial revolution for our manufacturing sector and be a catalyst for new investment in the latest digital technologies.”

## JUERGEN MAIER

*GM LEP Member, Chair of Digital Catapult, Co-Chair of Made Smarter, former CEO of Siemens*

DIGITAL PRIORITY 4

# CREATING & 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.

DIGITAL PRIORITY 4

# CREATING & SCALING DIGITAL BUSINESSES

## WE WILL:

> **Continue to transform business attitudes to financing growth, and facilitate investor confidence in innovative digital developments**

> Continue to support access to skilled individuals and help companies shape competitive employment offers to attract and retain staff

> Drive investment in our high-growth sectors and draw on the experience of successes like MediaCityUK

> Continue to encourage and support businesses to have a global outlook and presence

> Develop clear paths to growth and leadership, 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

## MAIN PROJECTS

> **Amplify (Growth Company)**

> **Greater Connected (Growth Company)**

> **Inward investment (MIDAS)**

> **ERDP-funded digital initiatives (GMCA)**

> **Co-angel and investor support (Growth Company)**

> **Creative Industry Scaleup Programme (Growth Company)**

**… Plus connecting and enabling activity across the eco-system**

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

DIGITAL PRIORITY 4

# MAIN PROJECT

## AMPLIFY: TRANSFORMING BUSINESS THROUGH DIGITAL LEADERSHIP

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

Greater Manchester Combined Authority supports providers like The Growth Company's Business Growth Hub to work with SME's across the city-region, helping them to tap into the opportunities digital can bring to flourish, grow and do better business, setting them up for the world stage.

AIM: 100 jobs created and 45 business assisted

“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

*Managing Director,*
*The Behaviours Agency*

*(on the Amplify programme)*

DIGITAL PRIORITY 5

# BEING A GLOBAL DIGITAL INFLUENCER

Greater Manchester is taking its position as an internationally recognised centre of digital innovation, research and practice.

DIGITAL PRIORITY 5

# BEING A GLOBAL DIGITAL INFLUENCER

## WE WILL:

> **Continue to showcase Greater Manchester across the world as a leader in digital innovation and world-class capabilities in health innovation and creative media**

> **Establish Greater Manchester as UK and European centre for cyber and digital ethics, trust and security**

> Champion Greater Manchester as a place with an incredible evolving digital eco-system

> Ensure Greater Manchester is known as an extremely attractive place to develop, grow and stay, for individuals and businesses contributing to digital innovation.

## MAIN PROJECTS

> **International promotion and attraction (MIDAS and Marketing Manchester)**

> **Annual digital creative and**
> **tech festival (GMCA, Growth Company and partners)**

> **Health Innovation (Health Innovation Manchester)**

> **GM Cyber Ecosystem (GMCA and partners)**

**… Plus connecting and enabling activity across the eco-system**

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

“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*

DIGITAL PRIORITY 5

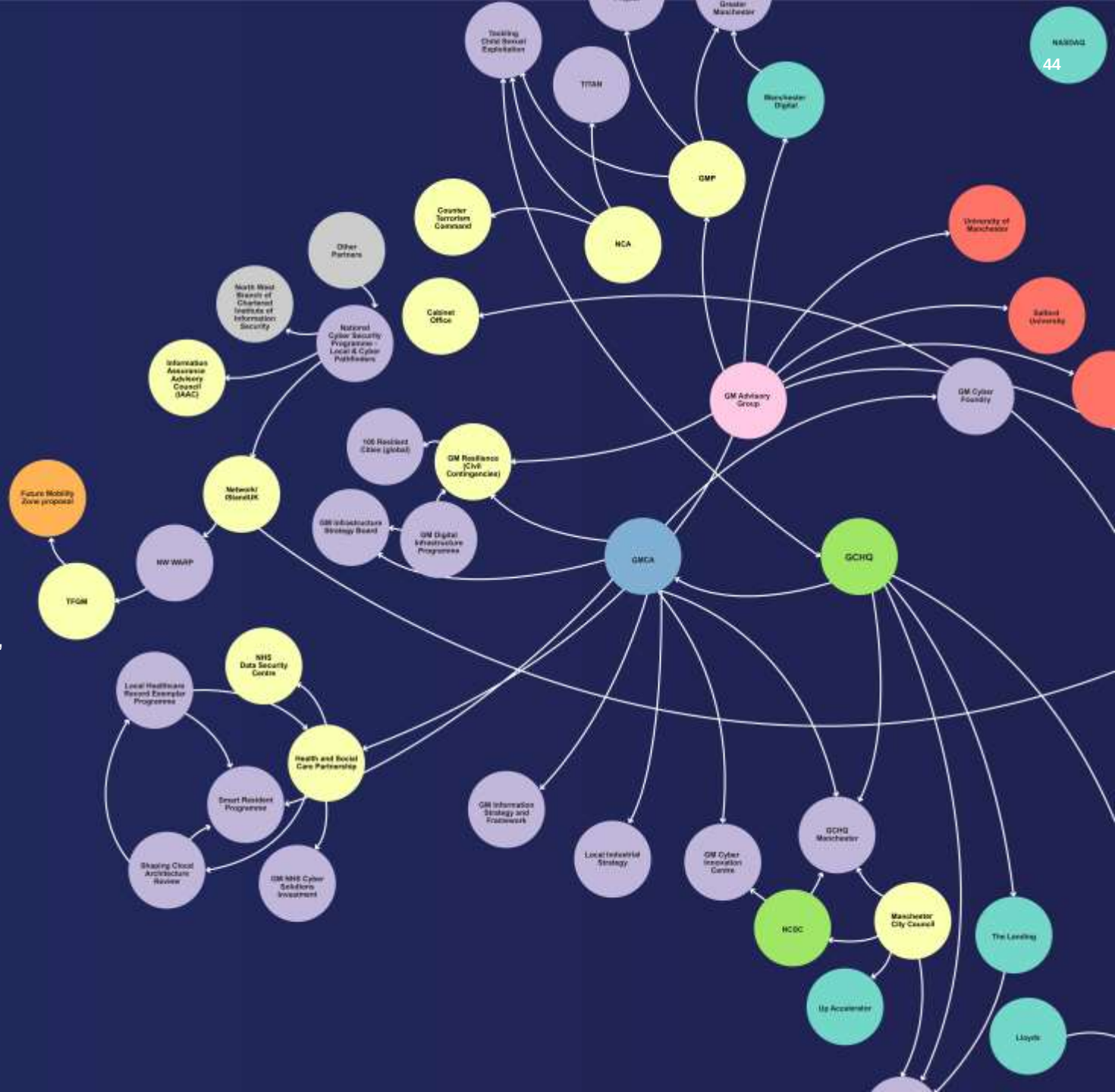
# MAIN PROJECT

## GM CYBER: A UNIQUE OPPORTUNITY

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

A 30+ organisation partnership, collaborating for common benefit and the sharing of research and expertise that is driving a £500M+ opportunity with international reach.

Key members: Manchester Metropolitan University, University of Manchester, Lancaster University, Salford University, GMCA, GCHQ, MHCLG, DCMS, Manchester City Council, Greater Manchester Police, the GM Health & Care Partnership, Barclays, NCC, BAE System plus other leading private sector organisations



“We see this as a real thriving tech hub within the UK and the aspiration for Greater Manchester to become one of Europe’s top 5 digital city regions is absolutely attractive to us.”

**VICTORIA KNIGHT**

*Strategic Business Director, BAE Systems*

DIGITAL PRIORITY 5

# MAIN PROJECT

## GREATER MANCHESTER TAKES TO THE GLOBAL STAGE WITH DISTRACTIONS

Our better connected, more collaborative digital future was put before a global audience as part of the renowned Manchester International Festival which annually attracts over 300,000 visitors to Greater Manchester.

In 2019 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.

**AIM: To raise the profile of Greater Manchester's ecosystem activities through internationally-recognised events and activities.**

DIGITAL PRIORITY 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.

A

DIGITAL PRIORITY A

# STRENGTHENING OUR DIGITAL TALENT PIPELINE

## WE WILL:

> **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

## MAIN PROJECTS

> **Go Digital (GMCA with Digital Advantage, Hive Learning and InnovateHer)**

> **Digital Futures (GMCA with Manchester Digital and partners)**

> **Fast Track Digital Workforce Fund (GMCA with Tech Manchester, Generation, QA, We are Digital & Tech Returners)**

> **Cyber Foundry (Collaboration with** Lancaster University, The University of Manchester, University of Salford and Manchester Metropolitan University)

**… Plus connecting and enabling activity across the eco-system**

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

DIGITAL PRIORITY A

# MAIN PROJECT

## INSPIRING THE NEXT GENERATION: GO DIGITAL

Our vision is to create a critical mass of digital talent for businesses seeking a digitally-skilled workforce to invest in outside of London. This workforce will be diverse & adaptable to change.

Access to talent is cited by organisations as one of the biggest challenges they face and this starts with inspiring young people at school.

Go Digital is an industry-led digital skills programme, working with 50 GM schools over two years to address the gaps in the digital talent pipeline. This includes building the confidence of young girls to enter STEM, building opportunities for SEND students and inspiring young people into the digital and creative careers through digital making opportunities.

AIM: to **inspire 10,000 young people across 50 schools** to explore a career in the digital and creative industries and give them the skills and confidence to pursue that pathway.

“I could actually practice skills in a real working digital environment. I've developed a couple more skills or improved a lot of the skills I already have. This entire thing was made for me, I like it so much. It's been such a great experience.”

**BECK CROMACK HOUGH**

*“Digital Inc” Student (part of Digital Advantage programme for SEND schools)*

*The Lancasterian School, Manchester*

DIGITAL PRIORITY B

# 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.

B

DIGITAL PRIORITY B

# EXTENDING OUR WORLD-CLASS DIGITAL INFRASTRUCTURE

## WE WILL:

> **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 Greater Manchester local authorities

## MAIN PROJECTS

> **GM Full Fibre programme**

> **GM 5G and town centre Wi-Fi programme**

> **GM digital infrastructure 'Dig Once' prospectus**

> **Digital Infrastructure Strategy**

**… Plus connecting and enabling activity across the eco-system**

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

DIGITAL PRIORITY B

# MAIN PROJECTS

## LEADING THE WAY ON 5G

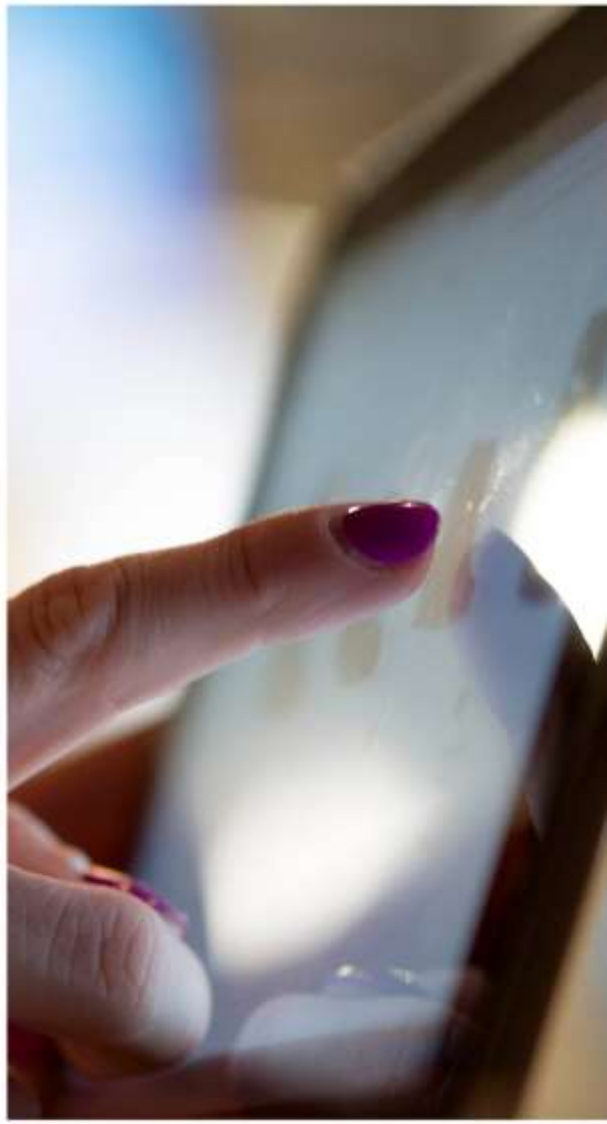
Salford's MediaCityUK was the UK's first area to receive commercial 5G coverage, with the area deemed a perfect 'living lab' for 5G research and innovation by operator Vodafone who have invested in a 5G Innovation Lab at The Landing.

Greater Manchester is at the forefront of 5G rollout in the UK through collaboration with telecoms partners, local authorities and the main property holders. Our aim is to continue to be.

## FULL FIBRE CONNECTIVITY

Alongside privately funded investment, Greater Manchester's public sector is investing in fibre broadband to over 1,600 public sites through the Full Fibre programme. This will provide better foundations for digital public services and create opportunities for wider connectivity.

**Aim: Ensure access to full fibre for premises in Greater Manchester exceeds 25% by 2021.**



# DELIVERING GM DIGITAL

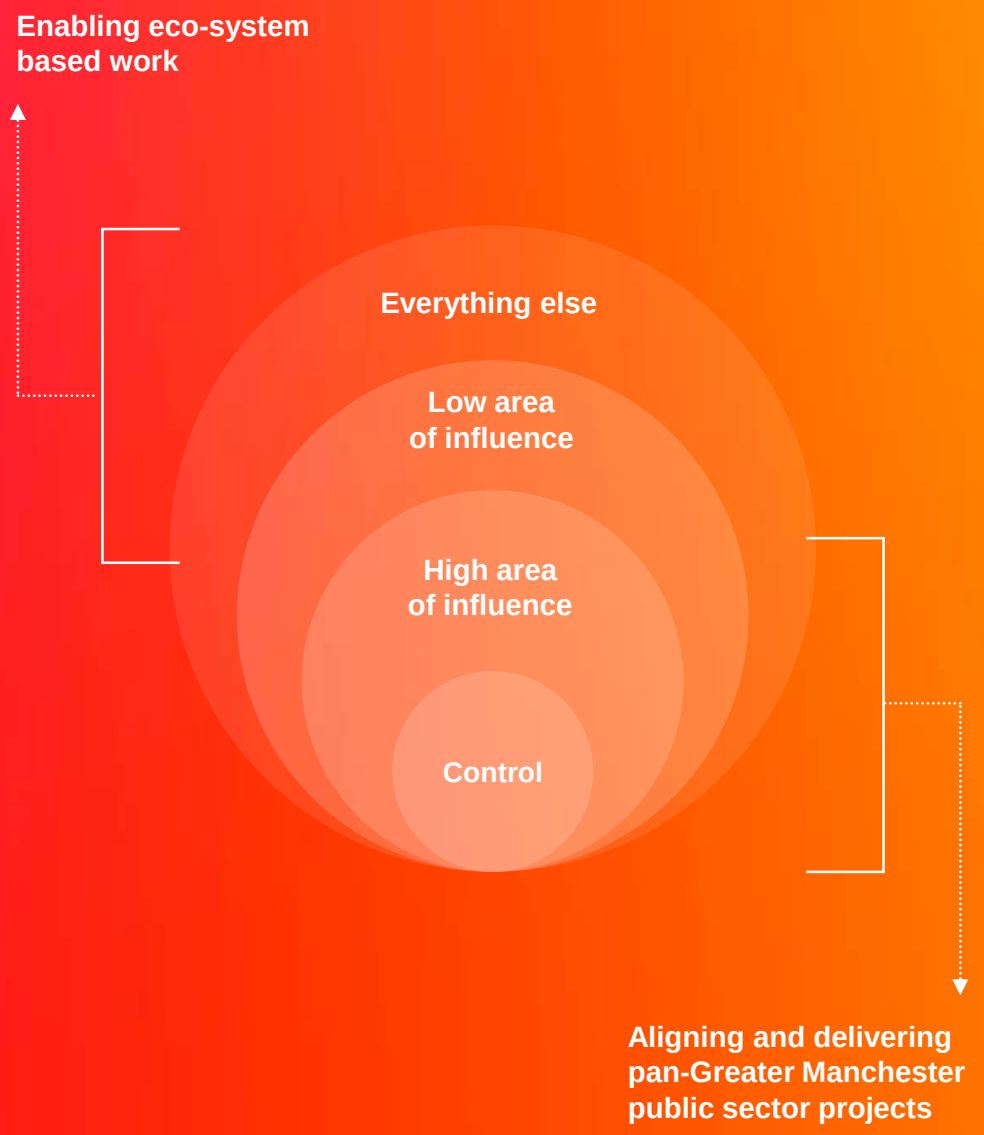
# TAKING AN ECOSYSTEM APPROACH

**For Greater Manchester to achieve its ambitions we need the whole digital ecosystem to pull together. This concept of collaboration is at the heart of this Blueprint.**

We will further support and enable private, academic and not-for-profit sector work and identify where there are gaps and initiatives needed at a pan-GM level.

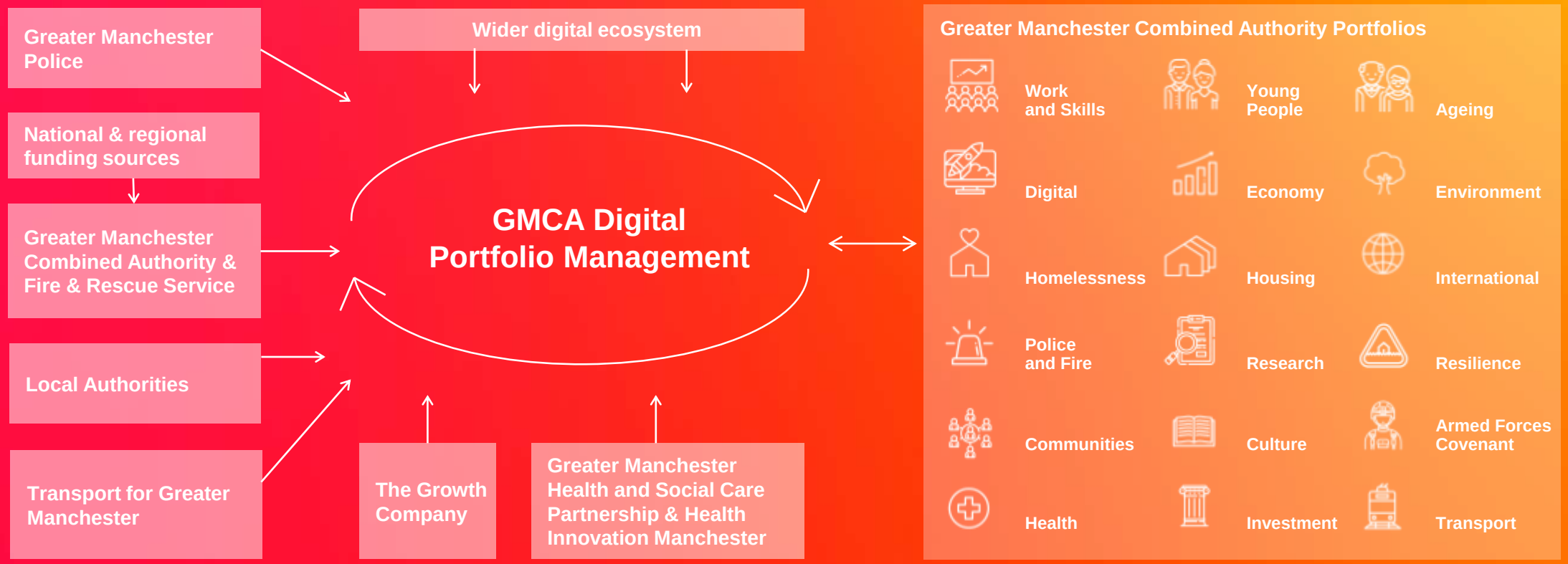
With a joined-up approach we want to ensure the digital portfolio's role across wider linked GMCA work is connected for bigger impact. Particularly with our Work & Skills, Green City-Region, Reform, Growth and Infrastructure programmes across all districts to emphasise that we are more than just the sum of our parts.

This will be supported by a refreshed and inclusive governance and engagement approach which evolves with the pace of change, reflecting local and national needs and the city-region's growth.



# CO-ORDINATING DELIVERY

**A joined-up and bolder approach to managing the Greater Manchester Digitial Portfolio Priorities will drive better deliver public sector transformation by maximising opportunities and resources, enable joint working on opportunities and ensuring gaps are rectified.**



# 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**

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