

# MAKING GREATER MANCHESTER ONE OF THE SMARTEST CITIES



## With the right digital strategy

Many great things have come out of Manchester over the years: iconic rock groups like The Stone Roses and Oasis, Emmeline Pankhurst's Suffragette movement, and arguably one of the most important events in the history of human race: The Industrial Revolution.

Several centuries later, the city's digital sector continues to shape our working world, with annual economic growth of more than £4 billion.<sup>1</sup> Greater Manchester as a whole produces almost £60 billion worth of goods and services<sup>2</sup> – accounting for 40% of gross value added (GVA) across the North West.<sup>3</sup> And even bigger things are on the horizon.

By 2020, Manchester hopes to become one of the top five digital cities in Europe.<sup>4</sup> Developing a digital strategy that's both smart and efficient is key – helping power businesses, support the public sector and meet the expectations of today's Mancunians.

### Sources

<sup>1</sup> "The Greater Manchester Digital Strategy 2018–2020", <https://www.greatermanchester-ca.gov.uk/media/1090/digital-strategy-2018-2020.pdf>.

<sup>2</sup> GMCA, "Annual Statement of Accounts March 2018", [https://www.greatermanchester-ca.gov.uk/media/1623/gmca\\_audited\\_statement\\_of\\_accounts\\_2017\\_18.pdf](https://www.greatermanchester-ca.gov.uk/media/1623/gmca_audited_statement_of_accounts_2017_18.pdf).

<sup>3</sup> New Economy, "Manchester Key Facts", <http://www.neweconomymanchester.com/media/1474/ne-key-facts-dec-15-web.pdf>.

<sup>4</sup> "The Greater Manchester Digital Strategy 2018–2020", <https://www.greatermanchester-ca.gov.uk/media/1090/digital-strategy-2018-2020.pdf>.

# “I don’t want Greater Manchester to be just a smart city – I want it to be the smartest city.”

—Andy Burnham, Mayor, Greater Manchester

## We are Manchester

Just like you, every last one of us at Virgin Media Business is committed to helping the people of Manchester achieve their digital ambitions.

Our VOOM Fibre network, which offers speeds of up to 500Mbps, already reaches almost a quarter of premises in Greater Manchester. 33% of businesses and other organisations choose to use our connectivity – downloading and uploading 19.3 and 5.2 billion megabytes of data per day respectively.

So far, we’ve invested £13 billion into our wholly owned network and at any one time we’re building to approximately 150,000 premises with around 400 crews.

## There’s more to give this great city...

...and there’s more this great city can give:

- **To public services**

Back in 2017, we helped roll out the Health and Social Care Network (HSCN) and became a certified supplier of these services, having achieved stage-two compliance. With our skills and expertise, you can bring public services together and align them with the Greater Manchester Health and Social Care Partnership’s Five Year Strategy – sharing sensitive files securely and providing better care to the community.

- **To start-ups and small businesses**

We believe start-ups and small-to-medium enterprises have a pivotal role to play in our future. That’s why we’ve offered schemes like VOOM – giving these businesses the connectivity they need to succeed.

- **To large enterprises**

We’re living in an era of transformation – and it can be a little daunting for large enterprises. We work with these organisations every step of the way to bring them up to speed with new ways of working, without disrupting business as usual.

- **To the people of Manchester**

Our aim is to support communities going through change and improve the quality of life for people in Manchester – whether that’s connecting homes and businesses to our superfast broadband, or helping the public sector make the most of online and digital services that provide better connectivity and more flexibility.

## Greater Manchester; there’s more to come

Together, we can help Greater Manchester become even smarter.

Find out how by reading our full article [here](#).



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