



**pro-manchester**  
Impact Report 2021

“

The secret of  
change is to  
focus all of your  
energy, not on  
fighting the old,  
but on building  
the new.”

Socrates

# A message from our Chief Executive



When our last Impact Report was released in 2019, little did we know what was yet to come in 2020 and how the world before us was likely to change in a way we could never have anticipated.

A huge part of pro-manchester has always been the events we provide for our community. They are the place where we bring people together and so in 2020 we've had to live the words of Manchester legend Tony Wilson and 'do things differently around here' For the first time ever almost all of our events have been remote and happily we have welcomed over 10,000 of you to more than 120 events. We are dedicated to producing and delivering excellent events and we're proud to say 93% of our events were given a rating of Excellent or Good from our community.

Bringing this report together for 2021 has been an important moment for us as an organisation. Whilst we have been locked down and working from home, we are reminded that we are still bringing value to people every day.

If 2020 has taught us anything it is that irrespective of the odds and the challenges, this amazing, determined, hardworking team will find a way to deliver for our community and in a year which has provided challenge for all, our membership retention rate stands at 75%.

We do hope you enjoy this report and that you too will take a moment of reflection on all you have achieved in 2020 and look towards the brighter days yet to come.

*S. Booth*  
**SAM BOOTH**  
Chief Executive



## Contents

- |          |                             |           |                           |
|----------|-----------------------------|-----------|---------------------------|
| <b>5</b> | Year In Numbers             | <b>9</b>  | The pro -manchester Board |
| <b>6</b> | What You Told Us            | <b>10</b> | The pro-manchester Team   |
| <b>7</b> | Case Study: Charlotte Lewis |           |                           |
| <b>8</b> | What Our Members Say        |           |                           |

# Our year in numbers...



**75%**  
member retention

**93%**  
rated our events  
good or excellent

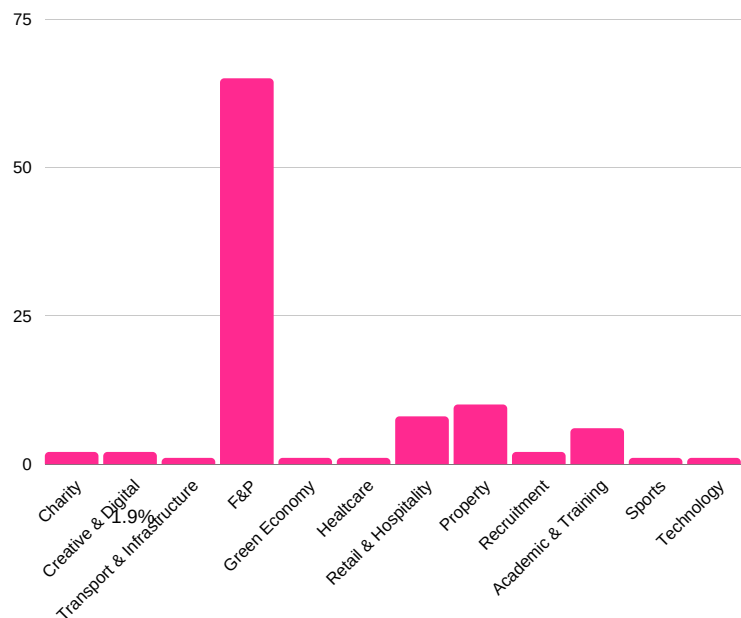
**250**  
members



14,000+  
engaged  
professionals on our  
database



## Our sector split



**25k+**  
social media  
followers

## F&P sector split



**10,260**  
Registrations

# What you told us...

90%

would recommend pro-manchester to a friend or colleague

89%

Said you were ready for a return to live events in 2021

78%

Would like to see a mix of live and virtual events from your membership in 2021



85%

Were aware of the benefits of your pro-manchester membership

81%



Want to see more thought leadership and reports on topical issues

70%

Want more round table events during 2021

# Charlotte Lewis - Mills & Reeve



Charlotte Lewis is a lawyer at UK Law firm Mills & Reeve. We chatted to Charlotte about life as a pro-manchester member.

Having moved to Manchester from Liverpool, Charlotte first came into contact with pro-manchester at a Health Sector event held in the Mills & Reeve New York Street office. Little did she know within a few years she would be both working for Mills & Reeve and chairing that very committee - perhaps she says it was fate!

## Why did you join pro-manchester?

Back in 2016 and new to Manchester, she was keen to connect with new contacts and friends outside of my place of work. Charlotte says "I had attended a couple of pro-manchester events and realised it was a great way to meet new people who were interested in the same things as me"

I joined the pro-women committee and healthcare committee as those were two areas I wanted to contribute to as well as learn more about.

## Stand Out Moments?

In 2019, organising and hosting the pro-manchester event on the NHS Long Term Plan 2019 was my first opportunity to lead an event of that nature and with the help of the committee pulled together 8 willing speakers from across the GM health and care sector to deliver a mini-conference. I felt really proud to have done this and it opened the door to hosting the 2020 Manchester HealthTech Symposium.

"I feel really fortunate to have found this platform and to chair these events on topics I feel so passionate about"

I was also incredibly proud to collect the award for 2021 Lawyer Of The Year at The Made in Manchester Awards.

## Things have been a little different in 2020, tell us about that?

pro-manchester has continued to engage with its membership and the uptake in virtual events has actually made it possible to get more involved. I think most of us are looking forward to being able to socialise in person again but I think there is a place for virtual and recorded events so that those who cannot physically attend don't have to miss out.

## What's next?

For 2021 I will continue to be involved with the healthcare committee and as a business, we are in the process of agreeing on a schedule of events for the year working with pro-manchester to raise our profile even further.

There is something for everyone at pro-manchester.

I would say you get out of it what you put in so get involved as much as you can!

**Charlotte Lewis, Lawyer, Mills & Reeve and Chair Healthcare Sector Group.**





# What Our Members Say

"The pro-manchester team understands the **importance of relationships**"

Amy Hinks - Development Manager at The Booth Centre



"pro-manchester have been hugely supportive of us as a business, offering great speaking opportunities that tie in with our **core sectors and areas of expertise,**

Sarah Campbell, Business Development Executive, TLT LLP

"No one else in Manchester offers what pro-manchester does. **They have it all!"**

Sean Williams - Head of Field Sales, Together Money







# The pro-manchester board



**ANTHONY MORROW**  
**21 - 22 Chair &  
Founder - OpenMoney**



**JENN HAZLEHURST**  
**19-21 Chair &  
Head of Liverpool - EY**



**ALISTAIR CREE**  
**18-19 Chair &  
Partner - Eversheds**



**SAM BOOTH**  
**pro-manchester  
Chief Executive**



**ALISON LOVEDAY**  
**16-17 Chair &  
Partner - Kennedys**



**NICOLA MCCORMICK**  
**pro-manchester COO**



**ISABEL RILEY**  
**pro-manchester  
Finance Director**



**NICK ROSE**  
**Sales Director -  
Sharp**



**DANIEL NOLAN**  
**Marketing  
Consultant**



**JASON TRIGG**  
**Area Commercial  
Director - HSBC Bank**



**SEAN WILLIAMS**  
**Head of Customer  
Banking - Yorkshire  
Bank**



**ROBERT RACE**  
**Head of Wealth  
Management -  
Manchester - WH Ireland**



**DANNY SIMPSON**  
**CEO - MID  
Communications**



**STEVE COX**  
**Engineering &  
Technical Director -  
Electricity NW**



# The pro-manchester team



**SAM BOOTH**  
**Chief Executive**



**NICOLA MCCORMICK**  
**Chief Operating Officer**



**ISABEL RILEY**  
**Finance Director**



**SHAUN GIBB**  
**Events & Marketing  
Manager**

[www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)