Manchester Design Manifesto –
Supporting Implementation of the Manchester Strategies

The Leader of Manchester City Council has commissioned Design Manchester to carry out a scoping study exploring the development of a programme aimed at

(1) making best use of the city’s design and innovation capabilities to help deliver the strategies adopted by the City Council and regionwide, and
(2) supporting the international image of Manchester as a vibrant, creative city that’s good to live and work in and to visit.

The project has so far identified five guiding principles:

1. Design has been integral to the Manchester story since before the industrial revolution and remains central to ensuring a successful and sustainable future for the city region.
2. Design is a key factor in delivering the Manchester strategies, the Industrial Strategy and the Northern Powerhouse.
3. For Manchester to succeed globally our focus must be on its distinctive character, on quality and on world-class standards in ideas, technologies and innovation. Our aim should be to own the value rather than the volume.
4. Current political and economic uncertainties around Brexit, future trade and access to talent and skills underline the timeliness of focusing on design as part of Manchester’s distinctive offer.
5. Inclusive design creates world-beating projects and products, contributing to a distinctive culture and helping to create an ecology best suited to attracting inward investment.

The Manifesto project is aligned and integrated with related initiatives including

- ‘Creative North West’, the bid for a £7m AHRC-funded project by a consortium led by Manchester Metropolitan University
- the UK Design Action Plan Programme

The first output of the project is a draft for consultation which is due to be delivered later this month.