GM LOCAL ENTERPRISE PARTNERSHIP BOARD

SUBJECT: Manchester Content Curation

DATE: 12 November 2018

FROM: Sheona Southern, MD Marketing Manchester

1. Introduction and Background

Board members will recall that in July 2017, GM LEP took the decision to transform and take forward the Manchester Channel concept as the Manchester Content Curation initiative. To date, the LEP has assigned £135,000 to this initiative over an initial 18-month period from November 17 to March 19 with a Steering Group consisting of Mike Blackburn, Lou Cordwell and Iwan Griffiths.

This paper provides an update on the success of the Content Curation initiative to date in its first 12 months, ongoing Content Curation plans to March 2019, and a proposal for the continuation of Content Curation beyond March 2019 in support of Greater Manchester’s priority themes.

The GM LEP also anticipated that additional funds raised via private and public sector contributions, or ‘match’, would support maximum return on the GM LEP investment. An update is provided on ROI.

2. Content Curation Remit and Objectives

Following a recruitment process, the Steering Group agreed to appoint Simon Donohue as Content Curator, who started on 6th November 2017 with a remit to:

- Create original content to raise awareness and improve the reputation of GM’s priority business sectors, as well as its arts, culture and sport offer
- Support the curation of new and existing content onto The M Drive, Greater Manchester’s digital content distribution platform
- Distribute new and existing content to third-party media, national and international audiences, and influencers in support of GM’s priority business sectors, and its arts, culture and sport offer

The work of the Content Curator supports the following objectives:

- To build and change perceptions of Greater Manchester
- To achieve cut through by building international recognition for GM key world-class areas of excellence
• To show Greater Manchester as a pioneering and progressive city

• Promote the priority GM business sector themes (Energy & Environment; Life Science and Healthcare; Financial, Professional & Business Services; Advanced Manufacturing; Creative, Digital & Technology), and GM’s arts, culture and sport offer

3. Budget & Investment: (Nov 17 – Mar 19)

The table below provides a breakdown of the GM LEP £135k investment over the 18-month period November 2017 to March 2019 and additional investment generated by Marketing Manchester to support the activity of the Content Curator up to Nov 2018. Marketing Manchester will continue to explore additional funding streams, including content and media partnerships, until the end of the contract in March 2019.

<table>
<thead>
<tr>
<th>Activity</th>
<th>GM LEP Investment</th>
<th>MM cash match</th>
<th>Other cash match</th>
<th>In-kind match</th>
<th>Total match &amp; Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC World Stanley Chow – Creative Content</td>
<td></td>
<td>£50k</td>
<td>£150k from DMOs, £200K from VB Total: £350k</td>
<td></td>
<td>£400k</td>
</tr>
<tr>
<td>M Drive development</td>
<td></td>
<td>£8k</td>
<td>£5k Team North</td>
<td></td>
<td>£13k</td>
</tr>
<tr>
<td>Content Curator Salary/costs</td>
<td>£100.389k</td>
<td></td>
<td></td>
<td></td>
<td>£100.389k</td>
</tr>
<tr>
<td>Budget to support creation of stories / distribution</td>
<td>£34.611k</td>
<td></td>
<td></td>
<td></td>
<td>£34.611k</td>
</tr>
<tr>
<td>In kind/free content/media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£3.43m</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£135k</strong></td>
<td><strong>£85k</strong></td>
<td><strong>£355k</strong></td>
<td><strong>£3.43m</strong></td>
<td><strong>£3.978 million</strong></td>
</tr>
<tr>
<td><strong>Total Cash match £413k</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Achievements to date/ROI and delivery against KPIs (Nov 17-Oct 18)

The GM LEP agreed targets of achieving at least 12 pieces of international content over 12 months, generating at least 1 million Opportunities To See (OTS); and a funding match – generating funding/partnership/in-kind activity - of £200k. All three KPIs have been exceeded during the first 12 months, as follows:

<table>
<thead>
<tr>
<th>KPI</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pieces of coverage/content</td>
<td>12</td>
<td>213</td>
</tr>
<tr>
<td>OTS</td>
<td>1million</td>
<td>500m+</td>
</tr>
<tr>
<td>Match cash</td>
<td>£200k</td>
<td>£413k</td>
</tr>
<tr>
<td>Match In Kind</td>
<td>-</td>
<td>£3.43m</td>
</tr>
</tbody>
</table>

LEP investment £135,000 : Total Investment £3,978,000 ROI: 29:1
5. **Activity Highlights (Nov 17 to Oct 18)**

The table below provides examples of content curation activity delivered to date against KPIs. There are two articles that produced extraordinary OTS, namely Children’s Global Media Summit and Stanley Chow and together provided circa 602m OTS. The returns are still excellent without these articles/content themes. KPIs for future activity are based on more predictable planned activity.

<table>
<thead>
<tr>
<th>Content/theme</th>
<th>No of articles</th>
<th>Opportunities To See</th>
<th>Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphene@Manchester</td>
<td>15</td>
<td>20m+</td>
<td>£250,000</td>
</tr>
<tr>
<td>Emmeline Pankhurst: The Making of a Militant</td>
<td>20 (an additional 25+ indirectly secured)</td>
<td>80m+</td>
<td>£145,000</td>
</tr>
<tr>
<td>FinTech</td>
<td>7</td>
<td>1m+</td>
<td>£20,000</td>
</tr>
<tr>
<td>#RadicalManchester</td>
<td>100+</td>
<td>100,000+</td>
<td>£30,000</td>
</tr>
<tr>
<td>Channel 4</td>
<td>5</td>
<td>N/A</td>
<td>£15,000</td>
</tr>
<tr>
<td>Womanchester</td>
<td>40</td>
<td>10m+</td>
<td>£1m</td>
</tr>
<tr>
<td>RNCM musician Leo Yu</td>
<td>15</td>
<td>210,000</td>
<td>£100,000</td>
</tr>
<tr>
<td>Children’s Global Media Summit</td>
<td>10 (an additional 30+ indirectly secured)</td>
<td>168m</td>
<td>£100,000</td>
</tr>
<tr>
<td>Stanley Chow</td>
<td>3</td>
<td>434m</td>
<td>£2m+</td>
</tr>
<tr>
<td>Additional articles</td>
<td>10</td>
<td>600,000+</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Appendix 1 provides further details of content delivery achieved.

6. **Content Storage & Access – The M Drive**

Marketing Manchester believed that making it easier for stakeholders, partners and third-party media to access and share content supporting GM’s global ambitions would help to maximise its impact. Developed by Marketing Manchester and launched in July 2017, The M Drive (www.themdrive.com) is a depository and distribution platform for digital content assets, including video, presentations, maps, key facts and images.

A range of public and private sector organisations already submit shareable content to The M Drive. Content from across the North was updated as part of the 2017/18 Team North project that aimed to improve inclusion of Northern content in national campaigns, including Visit Britain and DIT. Further work is necessary to encourage content submission from additional sources and raise awareness that shareable content is available for use.

Since July 2017, The M Drive has seen the following results:

- 802 users: An increase of 96% since January 2018 (404 users)
- 5,652 downloads: An increase of 178% since January 2018 (2031 downloads)
- 2,317 uploads: An increase of 78% since January 2018 (1303 uploads)
7. **Continuing Story Development Plan**

The table at Appendix 2 contains the upcoming stories Simon is currently working on (Nov 18 to Apr 19) and the sectors they support.

8. **Proposal for the Extension of the Content Curation Initiative Apr 19-Mar20**

The first 12-month phase of content curation activity (Nov 17 to Nov 18) has demonstrated the success of the approach with ROI for GM LEP far exceeding initial KPIs. Activity is budgeted to continue until March 2019 under the current contract.

There is now an opportunity to build on this experience, channelling Manchester’s story to key influencers and decision makers in the global business sectors identified by the strategy.

Content curation will continue to showcase expertise and achievement across other sectors, while highlighting the underpinning cultural and liveability factors which make Manchester a desirable place to live, work, invest, meet and study.

There is an opportunity to boost the capacity of the Content Curation approach and build on the activity to date in support of Greater Manchester’s ambition to be a Top 20 Global City by 2035.

A GM LEP investment of £95,000 in 2019/20 would enable the Content Curation initiative to continue beyond the current contract ending on 31 Mar 19 to focus on Greater Manchester’s priority themes and sectors. Further investment would allow this activity to be expanded to support communications around the Local Industrial Strategy.

The table at Appendix 3 contains details of the potential stories that will provide opportunities to share Manchester’s story in 2019/20.

Work in 2019/20 would identify future funding and content and commercial partnerships to sustain Content Curation activity beyond 2020 without financial commitment from GM LEP. Marketing Manchester’s plans to achieve this will include working with public and private sector organisations with a mutual interest in promoting Greater Manchester as a place to live, work, invest and study; providers or grant funding; and identifying other streams of commercial revenue available through Content Curation activity.

9. **Recommendation**

Marketing Manchester recommends the following:

- That GM LEP approves an investment of £95,000 to enable the Content Curation initiative to continue for another 12 months starting Apr 19 to Mar 20. Content Curation will support marketing and communications opportunities, while continuing to highlight the city-region’s sector narrative through strategically targeted global PR and content activity. Building on the success of Content Curation activity to date, this continued investment would aim to deliver more than 100 pieces of coverage/content; more than 5m opportunities to see (directly and indirectly); and match of at least 10:1.
Appendix 1 – Examples of content Performance

**Graphene in Manchester**
- **FT Film:** The Manchester Content Curator pitched, secured and planned an exclusive opportunity for a Financial Times video team and journalist to make a film about the launch of the Graphene Engineering Innovation Centre. Containing key messaging about Manchester as the home of graphene, this film appeared as an Editor’s Choice on [video.ft.com](http://video.ft.com), where it has been viewed “tens of thousands of times”, and has been viewed more than 194,600 times on the FT’s YouTube channel.
- Key messaging within the film led to additional coverage online with FT.com, China Daily and [China.org.cn](http://china.org.cn), which together attract more than 25m monthly visitors.
- **Graphene Art:** A further story produced by the Manchester Content Curator about a graphene art collaboration between Manchester artist Mary Griffiths and Nobel Prize winner Sir Kostya Novoselov secured coverage across a range of specialist international media, including [The Art Newspaper China](http://theartnewspaperchina.com), [Graphene-info](http://graphene-info.com), [Nanowerk.com](http://nanowerk.com) and [RD Mag](http://rdmag.com).
- **Content Curation directly responsible for 15 articles/pieces of content.**
  Estimated equivalent content production and media spend/match: £250,000, FT film production cost and media spend.

**Channel 4**
- Co-writer of Greater Manchester’s bid to host a new national HQ for Channel 4 - 5,000-word pitch document secured progression to second stage of process.
- Support for Channel 4 visit, including background information, commissioning and supporting x4 videos funded by GMCA.
- **Content Curation directly responsible for 5 articles/pieces of content.**
  Estimated equivalent content production/media spend/match: £15,000

**Emmeline Pankhurst: The Making of a Militant**
- The Manchester Content Curator supported the producers of a BBC One documentary – Emmeline Pankhurst: The Making Of A Militant. Timed to coincide with the centenary of votes for women, the documentary highlighted Manchester’s role in the story of suffrage.
- 400 influencers attended Radisson Free Trade Hall premiere
- 30+ high profile individuals with combined social media followers in excess of 6.6m actively supported #BeMoreEmmeline, generating 4.5m hash tag impressions
- Partnership with university of Manchester, Manchester Metropolitan University, BBC, GM LEP, Marketing Manchester, Lioneyes TV, Saffron Cherry
- Documentary shown on BBC One, BBC Four, BBC iPlayer
- International distribution deal
- Education programme through GM schools and BBC Learning
- 02 Media Awards shortlisting
- PR and social media support, generating 20 pieces of direct content curator coverage and supporting an additional 25+ articles.
- GM LEP Content Curation Budget: £5,000
- Match funding: GM LEP spend matched x9 times, with overall campaign value of £45,000.
  Working in partnership with the BBC and PR agency working on behalf of producer Saffron Cherry, coverage creating 80m+ Opportunities To See across owned, earned and paid-for media.
- **Content Curation directly responsible for 20 articles/pieces of content.**
### FinTech
- Strategic PR content designed to present Manchester as an alternative base outside London for the FinTech sector as Brexit approaches.
- Coverage secured in [*FinTech Futures*; Banking Tech; Manchester Evening News online; Invest In Manchester; Greater Manchester Business Week; *The Ooofy*]. 42,000 newsletter subscribers for FinTech Futures; 12,000 recipients of GMBW, MEN Online (950,000 monthly users)
- Coverage generated 1m+ Opportunities To See.
- **Content Curation directly responsible for 7 articles/pieces of content.**
- **Estimated equivalent content production and media spend/match:** £200,000

### #RadicalManchester campaign
- Launched by Marketing Manchester MBassador Dr Helen Pankhurst at The Pankhurst Centre in Manchester on the centenary of some women being given the vote for the first time.
- A dedicated website, *[www.RadicalManchester.com](http://www.RadicalManchester.com)*, was created as a home for content marking the centenary of votes for women and has been visited 18,500 times.
- The *[www.RadicalManchester.com](http://www.RadicalManchester.com)* website has attracted more than 100 #RadicalManchester event listings and articles.
- **Content Curation directly responsible for 100+ articles/pieces of content.**
- **Estimated equivalent content production and media spend/match:** £30,000 (site build, content generation, coverage)

### Womanchester
- A #RadicalManchester campaign to capitalise on Manchester’s position as the home of Votes for Women in the centenary year.
- Generated 19.1m Opportunities To See across earned, owned and paid-for media, including Good Morning Britain and The Guardian.
- 30.12m impressions for #Womanchester, with an estimated reach of 10m people on social media.
- 40+ International Women’s Day events uploaded to radicalmanchester.com.
- 9.1m traditional media opportunities to see/hear the #Womanchester name change story.
- More than 30 high-profile partner organisations with combined social media followers in excess of 6.6m actively supported #Womanchester, including Manchester City, Manchester Airport.
- 30+ pieces of original video content in support of #Womanchester, generating 1.2m+ views
- GM LEP budget: £5,000
- Match funding: GM LEP spend matched x3 times, with overall campaign budget of £20,000.
- **Content Curation directly responsible for 40 articles/pieces of content, social media reach of 10m+.**
- **Estimated equivalent content production and media spend/match:** £1m

---

RNCM musician Leo Yu
- Video commissioned and directed by Manchester Content Curator ([link here](#))
- Key messages about living/working in Manchester, global connectivity, direct air route to China
- English and Chinese versions made
- Low-cost production budget (£1,200) split 50/50 with the RNCM
- Feature interview used by China Daily in print and online
- Video viewed 40,000 times to date on digital platforms; print circulation of 90,000.
- **Content Curation directly responsible for 3 articles/pieces of content.**
- **Estimated equivalent content production and media spend/match:** £30,000

### Children’s Global Media Summit 2017
- Press releases highlighting Greater Manchester’s role in hosting CGMS 2017 were issued to international media.
- Live social media coverage of CGMS 2017 resulted in circa 40,000 Twitter impressions, leading to engagement from high-profile Creative, Digital & Technology sector influencers.
- Key trade title Broadcast magazine utilised video content produced by the Content Curator.
- Preview and roundup articles appeared in Greater Manchester Business Week, the Manchester Evening News and Prolific North, including Marketing Manchester’s editorial round-up video containing positive sentiment from senior media figures and comments from a MIDAS representative.
- An article containing key messaging supporting GM’s Creative, Digital & Technology sector was supplied for the conference brochure given to more than 700 delegates and speakers.
- Video interviews with senior influencers (including BBC Director-General Tony Hall) captured highly positive sentiment towards the GM experience. These will now be used to support future bids for further events and in attracting inward investment.

Working in partnership with the BBC press office, the Manchester Content Curator generated media coverage creating in excess of 168m Opportunities To See.

- **Content Curation directly responsible for 10 articles/pieces of content, supporting 30+ pieces of content.**
- **Estimated equivalent content production and media spend/match:** £100,000+

### Stanley Chow BBC creative mini documentary
In advance of the Manchester Content Curator taking up the role, Marketing Manchester supported a BBC World initiative utilising renowned Manchester illustrator Stanley Chow to showcase the city as a creative hub. This partnership created a two-minute, BBC produced overview of the city’s creative scene, with the outputs in the table below:

Overall, this partnership has provided a high-profile platform to showcase Manchester’s story, alongside articles, other media and links to our key platforms.

- Aired 251 times on BBC World North America. The biggest television service in the world, it is broadcast across 200 countries and territories with a global audience of 434 million.
- Following initial broadcast, BBC World guaranteed a further £100k worth of media distribution
- 100 articles for syndication and as much content as possible into a bespoke events calendar
- A ‘Partner Module’ comprising three weeks of content on the BBC Britain site with complete editorial control

**BBC World/Stanley Chow film outputs**
Written and video content was developed by the Manchester Content Curator to amplify the positive impact of the Marketing Manchester/BBC film to elevate Greater Manchester’s creative sector beyond the BBC World platform. It was provided to third party media and distributed via Marketing Manchester’s own channels, resulting in print and online coverage in China Daily (OTS: 90,000, print edition; 12m daily visitors, online edition).

Content Curation directly responsible for 3 articles/pieces of content.
Estimated equivalent content production and media spend/match: £2m+

A selection of other stories captured for Marketing Manchester’s own channels and third-party media include:

- A visit to Manchester by smart cities researcher Chelsea Collier, who met the Greater Manchester contingent at SXSW in 2017 – Nurturing cybersecurity skills in the birthplace of computer science.
- Content supporting Manchester’s appearance at SXSW 2018.
- Content supporting Manchester role at the Great Exhibition of the North 2018 in Newcastle.
- Content supporting the narrative of Manchester as a major centre for film and television production (Age Before Beauty by Debbie Horsfield).
- Feature articles relating to Peterloo, Salford-born filmmaker Mike Leigh’s film about the Peterloo Massacre. Interview and review.
- An article covering praise for Manchester as a pioneering centre of computer science and nuclear physics from Google and Alphabet CFO Ruth Porat.
- Details of plans by the Feelgood Theatre group for a permanent home in Heaton Park.
- Content Curation directly responsible for 10 articles/pieces of content.
## Appendix 2 – Remaining Activity Plan to Mar 19 and Sectors Supported

<table>
<thead>
<tr>
<th>World Healthcare Congress Europe (WHCE): Taking place in Manchester in March 2019, World Healthcare Congress Europe will attract delegates from across the globe to learn more about Greater Manchester’s pioneering role in establishing new ways of meeting society’s future health needs. WHCE will provide the platform for a series of health-related PR and content campaigns throughout 2018, including 3D printing of clinical support devices (developed by The Landing in partnership with Salford Royal NHS Trust); a life science focus; and content relating to the 30th anniversary of the Arts for Health movement, which started in Manchester and is a major WHCE theme. Exclusive stories sourced from conference partners will also support media activity.</th>
<th>Life Science &amp; Healthcare Creative, Digital &amp; Technology Arts &amp; Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GM Tech Cluster:</strong> The 2018 Sunday Times Tech Track 100 includes eight Greater Manchester companies, banking software business Planixs. The Content Curator has overseen production of two films (one editorial-style, one case study), about Planixs’ success in achieving the highest ranking of any North West business.</td>
<td>Creative, Digital &amp; Technology</td>
</tr>
<tr>
<td><strong>Tech@MediaCityUK</strong> Highlighting the growth of tech and the digital sector at MediaCityUK, Salford. This collaboration with Salford Council will emphasise that future tenants are equally likely to be within the tech sector as in the media sector. Working with BBC Research &amp; Development, TalkTalk (or similar) and SME to tell the Manchester tech story.</td>
<td>Creative, Digital &amp; Technology</td>
</tr>
<tr>
<td><strong>Graphene:</strong> The launch of the Graphene Engineering Innovation Centre at the University of Manchester in 2018 will fill a critical gap in the ecosystem for graphene and 2D material research, development and application in the UK. This is an opportunity to ensure that the world knows Manchester is the home of graphene. The graphene narrative will support global media activity. An ambition for Marketing Manchester is to work with the University of Manchester and the graphene team to create a documentary-style treatment covering the graphene story to date from creation to products that will change the world as we know it. Building on existing activity, the content curator is now supporting a media visit and international broadcast media call.</td>
<td>Advanced Manufacturing Life Science &amp; Healthcare Energy &amp; Environment</td>
</tr>
<tr>
<td><strong>Click Manchester:</strong> Greater Manchester is uniquely placed within the world of e-commerce, with a number of fast-growth “unicorn” companies, including examples like AO.com. This provides an opportunity to showcase the infrastructure and skills that make Greater Manchester such a perfect breeding ground for unicorn businesses. PR and content activity will target</td>
<td>Creative, Digital &amp; Technology Financial, Professional and Business Services</td>
</tr>
</tbody>
</table>
international media covering the digital and technology sector and provide owned-channel content. Marketing Manchester also sees the potential for a documentary-style video treatment of this subject.

**Health Informatics Manchester:** Greater Manchester’s unique demographic and devolved powers of health and social care spending means that it is attracting interest from major global investors interested in fast-tracking research projects. This work has the potential to generate media coverage within global health and pharmaceutical media.

**Cycle Manchester:** Raise awareness of Manchester ambitions to become a £1bn cycling city, showcasing the innovation, technology and healthcare benefits it will bring.

**Manchester India Partnership:** Confirmed in February 2018, the India Partnership heralded a new era of travel and trade between India and Greater Manchester, including a direct air route between Mumbai and Manchester, which launched on November 5. A campaign comprising PR and content activity will raise awareness of successes and opportunities. Targeting Indian business media and titles read by UK exporters, this activity will showcase the new opportunities opened within strategic sectors. Owned-channel case studies and content – including video and written materials – will support India Partnership activity.

**Sustainable Cities:** Global interest in smart and sustainable cities is growing and Greater Manchester has positive experiences to share, as well as exciting plans for the future. PR and content activity will focus on Greater Manchester’s successes to date and ambitions for the future.

**Leading a new era of nuclear energy:** Not only is Manchester the birthplace of nuclear physics, it continues to lead the way in understanding the future for nuclear energy through the University of Manchester’s Dalton Nuclear Institute and private sector enterprises. The UK Government and other nations are now considering their nuclear power options and this provides an opportunity to shine a light on Greater Manchester’s expertise.

**Greater Manchester – global business HQ:** A spotlight on the growing number of global companies that have made Greater Manchester their home. Targeting international business media, activity will focus on success stories to date and opportunities for the future. This activity could be tailored to coincide with MIPIM (March 2019).
**Manchester Music Factory:** Manchester music once helped to attract a generation of students and visitors from across the world to visit. Now Manchester is once again seeking to revive its standing as a global music city. The first graduates to emerge from Manchester Metropolitan University’s Popular Music Programme, unique in the UK, and some already signed to a recording label, will share their stories with Greater Manchester. This activity will support promotion of Manchester as a place to study, enjoy cultural experiences, and invest in the digital and creative sectors.

**RadicalManchester**
Unveiling the statue of Emmeline Pankhurst – December 14, 2018
World premiere of Peterloo, Mike Leigh’s film about the Peterloo Massacre
Interview secured with Mike Leigh
200th anniversary of Peterloo – focus for Manchester Histories Festival 2019

**Regeneration game:** September 2018 marked the tenth anniversary of Manchester City Football Club being acquired by Sheikh Mansour, unlocking the ongoing regeneration of a significant area of Manchester. The successful regeneration of football club and region is now forming a blueprint for Manchester City’s global ambitions, providing an opportunity to share the secrets to the success of the club’s work in Manchester. The MUFC story is already attracting global interest and we expect there to be a media appetite for the regeneration game angle.

**Focus on the work of the UK’s National Advanced Robotics Research Centre**
Autonomous vehicle degree
Using AI and robotics to support the ageing population
Working with aerospace, manufacturing, transport and social care providers

**Appendix 3 – Additional stories that will potentially be developed beyond March 2019.**

**Industrial strategy**
Content themes developed in conjunction with the Greater Manchester modern Industrial Strategy, targeted to deliver strategic impact. Providing a communications channel and strategic content support, Content Curation can help to bring the Industrial Strategy to life.

**ManKind**
A major campaign for 2019 capturing the essence of Manchester through the stories of the extraordinary citizens who contribute to life here
An opportunity to celebrate pioneers and progress in the city-region
Stories will be shared via our own channels and through PR.
Conversations with ordinary citizens and leading figures across the fields of science, industry, sport, culture and academia.
Interviews captured with:
- Steve, the doorman at the Midland Hotel
- Corin Bell, soon to be announced as the lead for Manchester’s plastic campaign
- Firzha, the first member of her family ever to attend university

<table>
<thead>
<tr>
<th>Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefiting from infrastructure investment in cultural attractions worth in excess of £200m, Manchester has an opportunity to highlight new destinations including the launch of Factory and RHS Bridgewater. Build towards a campaign in 2019/20.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNESCO city of literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Manchester plans to maximise the impact of Greater Manchester joining the global network of UNESCO Cities of Literature by making the link between writing and the creative industries in Greater Manchester. The £30m International Screen School at Manchester Metropolitan University will further showcase Greater Manchester’s leading role in the digital and creative sector and we would look to work with the new film school in supporting content development.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disruptive Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build on the Radical Manchester theme to highlight Manchester’s leading role in disruptive technologies, including CDT, Life Sciences, advanced manufacturing, financial and professional services.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitalise on Manchester’s role as a global hub for media production.</td>
</tr>
</tbody>
</table>