Greater Manchester Brand Framework

Vision (GM Strategy): ‘To be one of the best places in the world’.

For our ‘customers’:
in which to invest, do business, study and visit

For our population:
to grow up, get on and grow old

Shared story of our city-region:
A place of progressive thinking and pioneering ideas, with the original modern city at its heart, where everyone can achieve their potential

Our values/principles

A place that cares where everyone can achieve their potential
A place of ideas and innovation where we think and do things differently
Inclusive and welcoming to all
A productive economy in which business thrives
A green, clean and safe region
A place of positive partnership and strong networks

Evidence in support of values / principles

- Developed health and social care system response to arena attack
- Commitment to free travel for 16-18 year olds
- City of firsts: graphene, split atom
- Radical: Suffragette/co-op
- Largest CDTI hub outside London
- International culture, music and sport
- 200 languages spoken
- 20% population BAME
- Pride festival - 25 years
- International student population
- This is the place
- UK’s leading city for attracting FDI outside London
- Four universities
- 100k students
- Concentration of $1bn unicorns e.g. AO.com, AutoTrader, The Hut Group
- Access to 4 National Parks
- Commitment to congestion plan and Beelines, largest cycling network in UK
- International connections
- Strong civic leadership
- Private/public partnerships e.g. Health Innovation Manchester

For our ‘customers’:
in which to invest, do business, study and visit

Marketing Greater Manchester to national and international audiences

Brand: Manchester

Our key products:
Creative, digital and technology
Financial, professional and business services
Advanced Manufacturing
Life Sciences and Healthcare
Leisure Tourism
Business Visits and Events

Our key themes:
Culture, Music and the Arts
Sport
LGBT

Audiences

Investors
Business conference organizers
Influencers & Intermediaries
Leisure visitors
Students
Partners & colleagues
Service providers and business
Influencers
Media
Residents and community influencers

Campaigns
Invest | Meet | Study | Visit

Cross cutting themes: Green, growth, digital

For our population:
to grow up, get on and grow old

Communicating about and within Greater Manchester to local, regional and national audiences

Brand: Greater Manchester

Our key promises:
- Every child gets a good start in life
- All young people are equipped for life
- Older people are valued and is a great place to grow old
- People are healthy, independent, and in fulfilling jobs
- Everyone has a decent and affordable home in a safe and strong community, with quality care and support if they need it
- There’s a thriving and productive economy and a great leisure and cultural offer in all parts of Greater Manchester
- It’s easy to get around our clean, green city region
- We’re digitally connected

Audiences

Investors
Business conference organizers
Influencers & Intermediaries
Leisure visitors
Students
Partners & colleagues
Service providers and business
Influencers
Media
Residents and community influencers

Campaigns
Transport | Homelessness

Cross cutting themes: Green, growth, digital