

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
freetravelfor 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

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Marketing Greater Manchester to
national and international audiences

Brand: Manchester

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



Brand: Greater 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

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

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

Campaigns
Transport | Homelessness

Cross cutting themes: Green, growth, digital