

Shaping a World Class Innovation District

City Nation Place UK Conference
May 2019

Steven Cochrane - Partnership Director

Oxford
Road
Corridor

Manchester's Innovation District

Key Statistics

- 243 hectare area
- Generates c. 20% of the city's economic output
- 79,000 employed
- Over half the jobs in knowledge-intensive sectors
- Over 10,000 new jobs planned by 2025
- 73,000 students (including 36,000 studying maths, engineering, medicine & computer science)
- £2.8 bn investment over a 10 year period



Partnership & Governance

Governance

- Formed in 2007 as a registered Private Limited Company
- Board Chaired by Professor Dame Nancy Rothwell (President and Vice-Chancellor, UoM)
- Sir Richard Leese – Leader of Manchester City Council
- Core funding provided by company member organisations
- Delivery supported by an Executive Committee & Sub-groups

Partnership

- Manchester City Council
- Manchester Metropolitan University
- The University of Manchester
- Manchester University NHS Foundation Trust
- Bruntwood
- Manchester Science Partnerships
- Royal Northern College of Music
- HOME

Evidence Base/Strategic Context

- Corridor International Benchmarking Study 2015
- Strategic Vision Document 2015-2025
- Greater Manchester & Cheshire East Science & Innovation Audit (Sponsored by BEIS) - 2016
- National Industrial Strategy / Life Sciences Sector Deal – 2017
- Manchester City Centre Strategic Plan 2015-2018
- Oxford Road Corridor – Strategic Spatial Framework - 2017
- UK Innovation Districts Report – 2018
- GM Independent Prosperity Review – GM Local Industrial Strategy 2019
- Oxford Road Corridor Impact Assessment – Hatch Regeneris - Ongoing

"By 2025, Oxford Road Corridor will be Manchester's cosmopolitan hub and world-class innovation district, where talented people from the city and across the world learn, create, work, socialise, live and do business; contributing to the economic and social dynamism of one of Europe's leading cities."

GM Independent Prosperity Review

- **Expert panel** Chaired by Prof. Diane Coyle (University of Cambridge)
 - Stephanie Flanders (Bloomberg)
 - Prof. Ed Glaeser (Harvard)
 - Prof. Mariana Mazzucato (UCL)
 - Prof. Henry Overmans (LSE)
 - Darra Singh (EY)
- **Analysis of:** productivity; education and skills transitions; innovation eco-systems and infrastructure.
- **Key Finding:** health innovation is a particular strength. Including: R&D in natural sciences, molecular diagnostics and biotechnology/bioinformatics sciences, where GVA per worker is almost three times the national average.
- **Other:** GM most economically diverse city in UK and is best performing city-region outside of London for business births; also world-class strength in advanced materials
- **Challenges:** productivity below UK level, long-term health issues affect employment rates, and qualification levels improving but still too many people not fulfilling their potential.





Bruce Katz, Brookings Institute

Exceptional innovation districts have:

Critical Mass

Density

Quality of Place

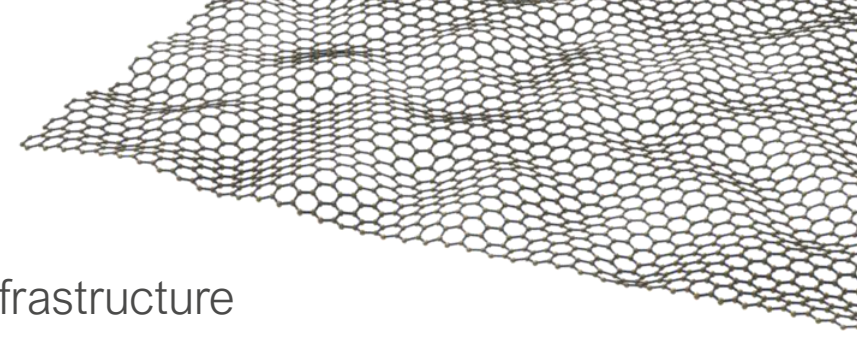
Diversity of people

Culture of collaboration

Competitive advantage

Smart Specialisation & World-class research

Advanced Materials



Graphene

- Isolated in 2004 by two researchers at The University of Manchester, Prof Andre Geim and Prof Kostya Novoselov, earning them the Nobel Prize for Physics.
- Graphene City® is an ambitious vision from UoM, that aims to create a thriving knowledge-based economy around Manchester's revolutionary 2D material and associated research in advanced materials.

Infrastructure

- 300 researchers working on graphene & other related 2D materials.
- £61m National Graphene Institute.
- £60m Graphene Engineering Innovation Centre.
- £235m Henry Royce Institute, the Manchester-based body that supports UK academia and industry to deliver materials innovation, including graphene and 2D materials.
- Graphene Centre for Doctoral Training

Oxford Road Corridor



- Supporting the delivery of GM Health and Social Care Devolution
- Aligning GM & Oxford Road Corridor excellence assets to address population needs
- Accelerating adoption and diffusion of innovations into the GM Health and Social Care system
- Increasing commercial engagement in the discovery, development and deployment of innovations

Building this smart city will take trailblazing IoT technologies and a collective desire for ongoing collaboration.

At the heart of CityVerve our focus is on people – the people who live, work and visit the City. Success will be when they see and feel the difference CityVerve has made to their lives

2km²

Innovation corridor



£16m

IoT investment



21

delivery partners



1st July 2016

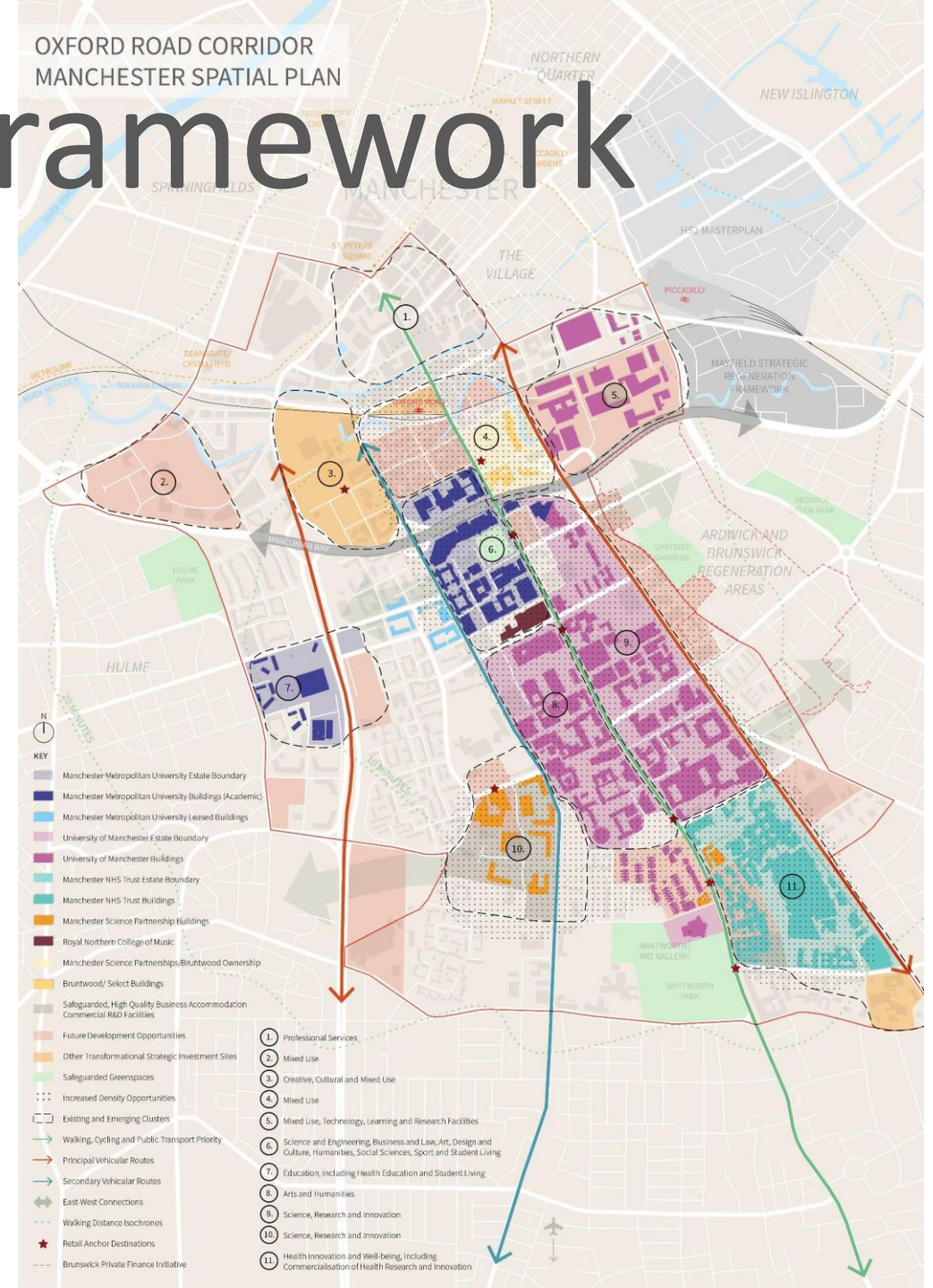
Start date

15 Use Cases across Health & Social Care, Transport & Travel, Energy & Environment and Culture and Public Realm

Place Shaping

Strategic Spatial Framework

- Spatial articulation of Vision 2025
- A guide for future planning decisions
- Identifies future development opportunities
- Hierarchy of land uses
- Shared spaces /public realm integration
- Improve connectivity
- Supported by site specific strategic regeneration frameworks
- Promoting quality design & development principles



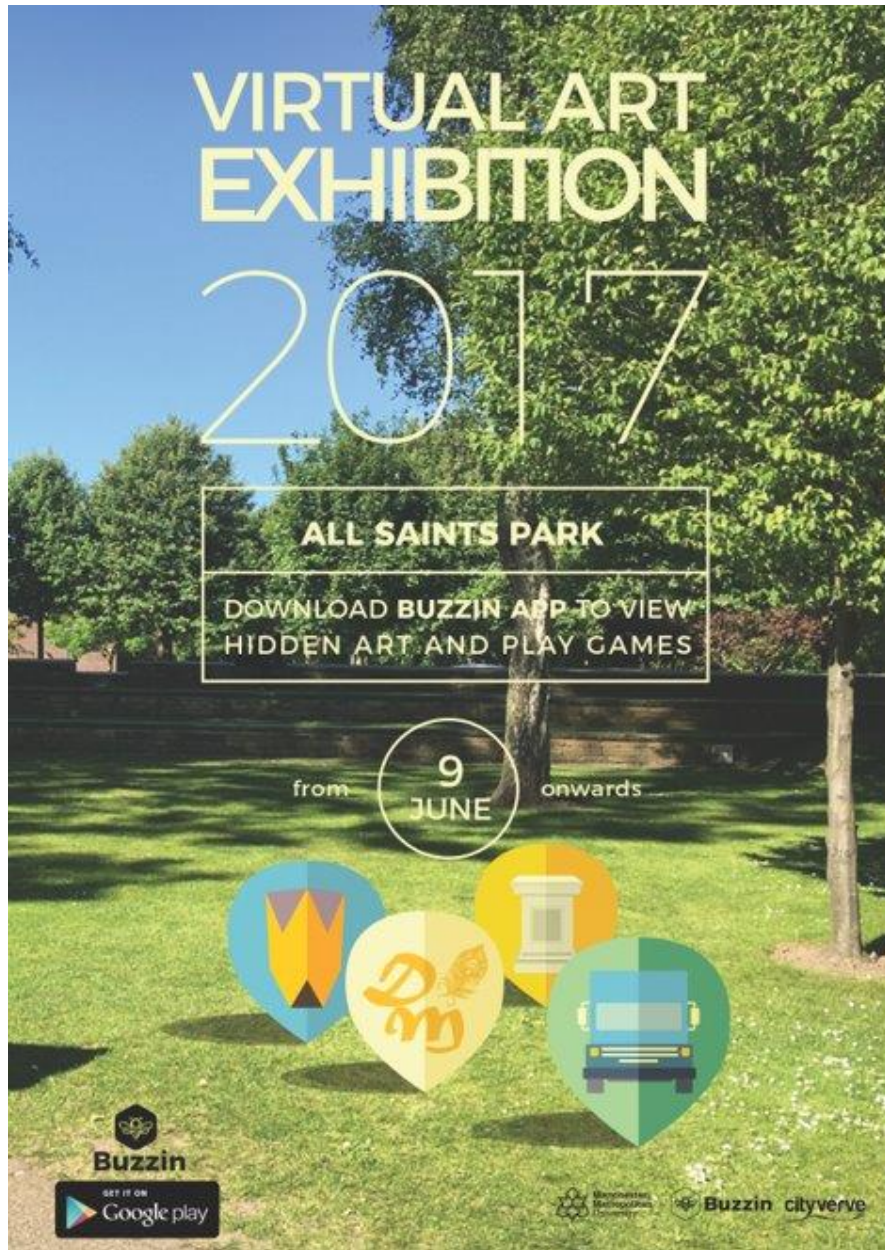


“the clustering of innovation and creativity and knowledge is two-sided. On the one side, the clustering of urban activity drives innovation, drives economic growth, and is the main source of productivity. But on the other side, it also creates the divides in our society.”

Richard Florida







Place Branding

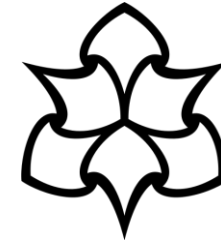
Brand Challenges

- Changed name and rebranded last year:
 - more than the sum of its parts
 - people not just buildings
 - an authentic sense of place
 - distinctive visual language
 - engage the community

Respecting institutional branding, whilst demonstrating collaboration & developing a sense of place...



MANCHESTER
CITY COUNCIL



Manchester
Metropolitan
University



Manchester University
NHS Foundation Trust

RNCM

bruntwood

HOME



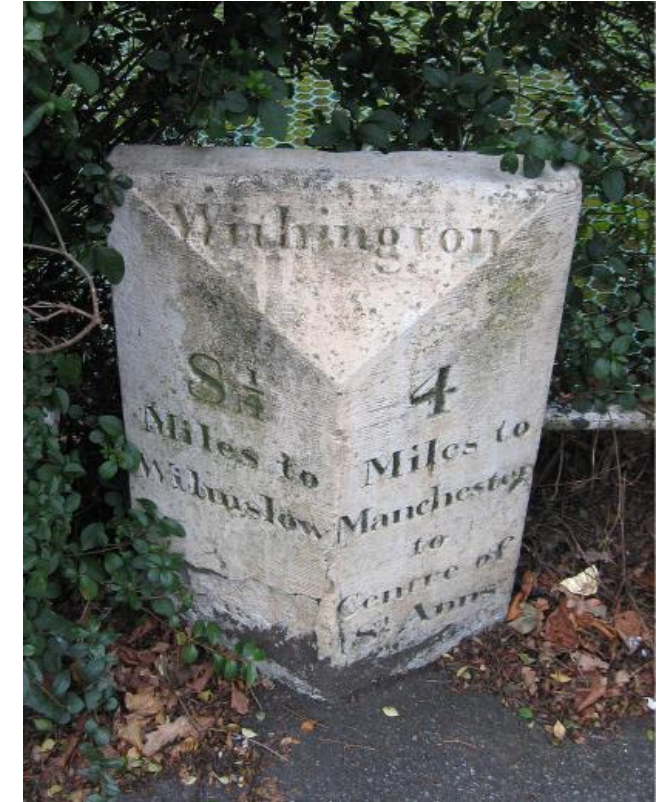
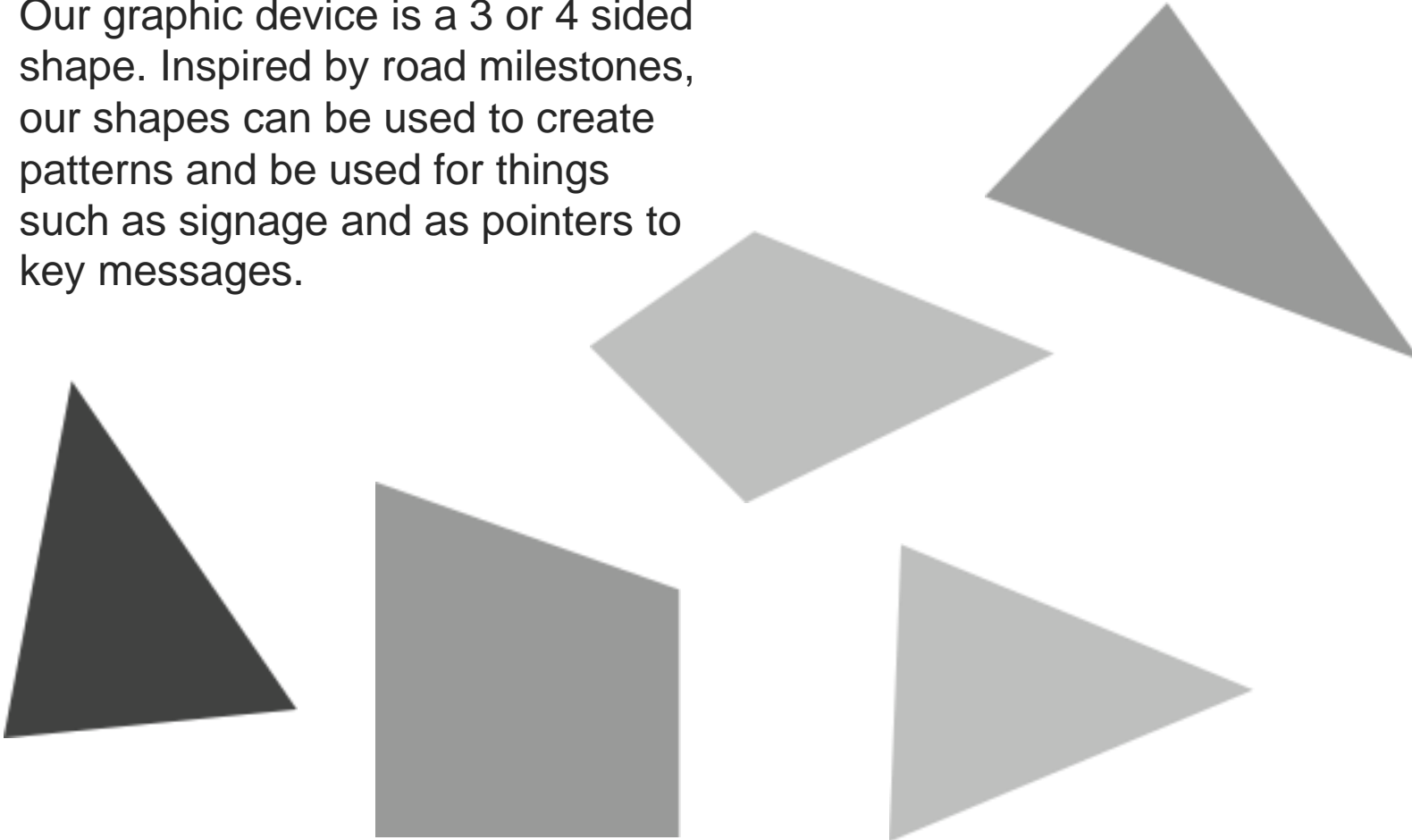
The University of Manchester



MANCHESTER
SCIENCE
PARTNERSHIPS

A milestone for Manchester

Our graphic device is a 3 or 4 sided shape. Inspired by road milestones, our shapes can be used to create patterns and be used for things such as signage and as pointers to key messages.



Brand and sub-brands

Oxford
Road
Corridor

Oxford
Road
Corridor

Manchester's Innovation District

Oxford
Road
Corridor

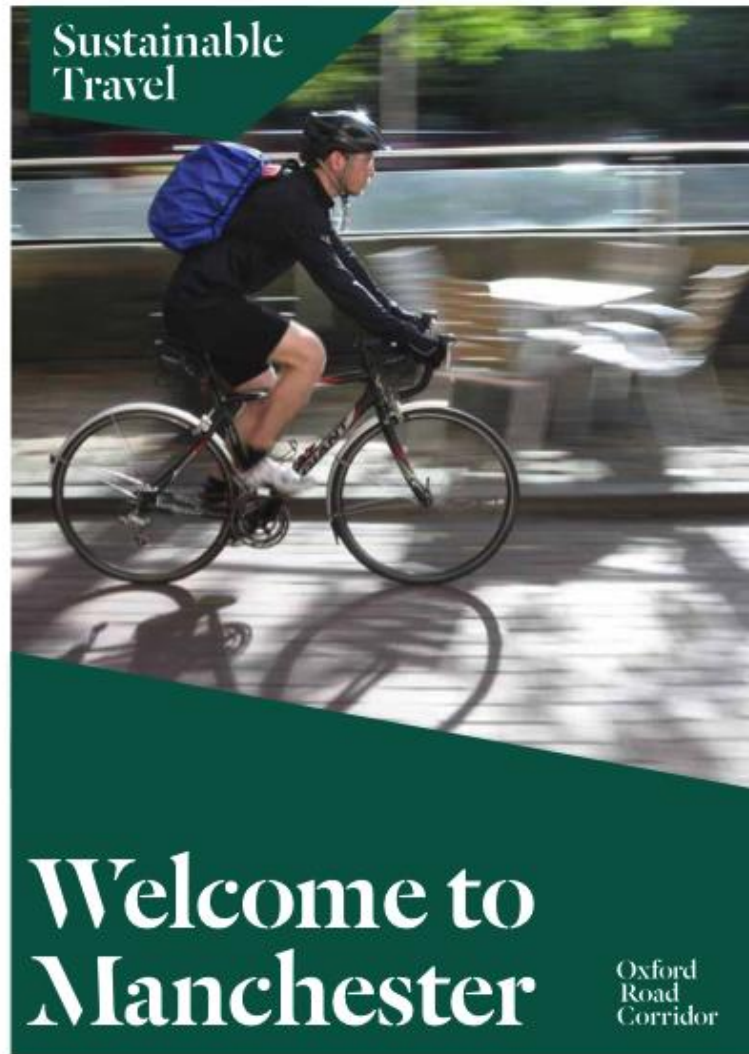
Sustainable
Travel

AcT 2019

Oxford
Road
Corridor

Enterprise Zone

Knowledge,
Business,
Culture



Thank You Questions?

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