

APPENDIX 2

Partner launch

In April 2018 Young Manchester brought together its newly funded partners and supporters to celebrate the start of the Youth and Play Fund at 'Home' in the City Centre.



The JD x Young Manchester project

Young Manchester's JD x Young Manchester project has celebrated talented and passionate young people across the city. JD Group Marketing Director - Stephen White was keen to create a City based event that celebrated youth and the 32 wards of Manchester, focusing on inclusiveness, culture and talent.

The search for talent included a high profile communications and marketing campaign, funded by JD, including social media engagement, social media advertising, outdoor poster sites and digital advertising boards. The project reached in excess of 500,000 people across the City with a media value circa £200K.

The project culminated with a celebration showcase event at Mayfield in November 2018.



Summer festivals

Young Manchester attended a number of summer events and festivals to promote its work and partners, opportunities for children and young people across the city and the JD talent search. Events included the Festival of Manchester, Manchester City's first home game of the season, Manchester Caribbean Carnival, Wythenshawe Games, and Manchester Jobs Fair. Events at the Festival of Manchester and Manchester City also included live performances from young people via the JD talent search project.



Social Media

Young Manchester has grown its social media presence in the last 6 months, promoting our work, the Youth and Play Fund, the work of partners and key events and activities.

