

This is **Our Manchester**



Foreword



Cllr. Bev Craig

Leader of
Manchester City Council

The original Our Manchester Strategy was launched in 2016 and since then we have collectively made huge progress in becoming a place that Mancunians are proud of, a city that provides great opportunities, and which is admired and respected around the world.

This new Our Manchester Strategy sets the overarching priorities for the city over the next ten years. These priorities were chosen by you, the many thousands of people who in 2024 told us about your ambitions for the city. It is deliberately ambitious, because we know that you are ambitious for Manchester's future, and want to see people and organisations in Manchester working together to make these aspirations a reality.

You have told us that Manchester is a diverse and inclusive city full of people who are creative, productive, kind and supportive. As we embark on the next ten years of Manchester's journey, we must continue to build on our unique strengths to become a safe, clean, green, well-connected, modern, must-see city where every resident knows they belong. One where all Mancunians feel the benefit of economic growth and changes to come.

You've said what you want Manchester to be. Let's make your brilliant ambitions inspire us all to come together to create new and different ways to build the best possible future for our city in the next ten years.



SECTION 1

Manchester in 2025

A lot has happened in the last ten years and Manchester has made good progress towards our original goal of joining the top-flight of world-class cities.

Between 2015 and 2024 Manchester's population increased by an estimated 92,000, meaning that 627,700 people now call the city their home. We are a more diverse city, with over 43% of residents describing themselves as belonging to a minority ethnic community. We are better educated, with 77.3% of our people having a college level qualification and far fewer people having no qualifications. Our City is also wealthier and has the fastest growing economy in the county. Since 2015 the city has added 103,000 new jobs and our residents' median annual wages have increased from just under £25,000 to over £32,500 in 2024.

In the last ten years the city has also overcome some huge challenges. The Manchester Arena bombing in May 2017 was a horrendous tragedy, but also showed a city united in grief that supported those affected by the attack and the families who had lost loved ones. The COVID-19 Pandemic was a global event that hit particularly hard in Manchester, and while we are still recovering from some of its effects, the city also proved to be remarkably resilient, and has bounced back stronger than ever.

Manchester has achieved some great successes:

More schools that are **good** or **outstanding**

Hosting **major national and international** sporting events, cultural and business events

Investing in people through becoming a Real Living Wage City, a United Nations City of Lifelong Learning and a Child Friendly City.

Investing in culture through new venues like HOME, Aviva Studios and CO-OP Live, updating the Whitworth, Manchester Jewish Museum and Contact Theatre, and establishing the Manchester Cultural Awards.

Investing in the wider city through the regeneration of places like Ancoats, Beswick, Collyhurst, Miles Platting and New Islington.

Being recognised as one of the best places in the world to visit, work or set up a business



SECTION 2

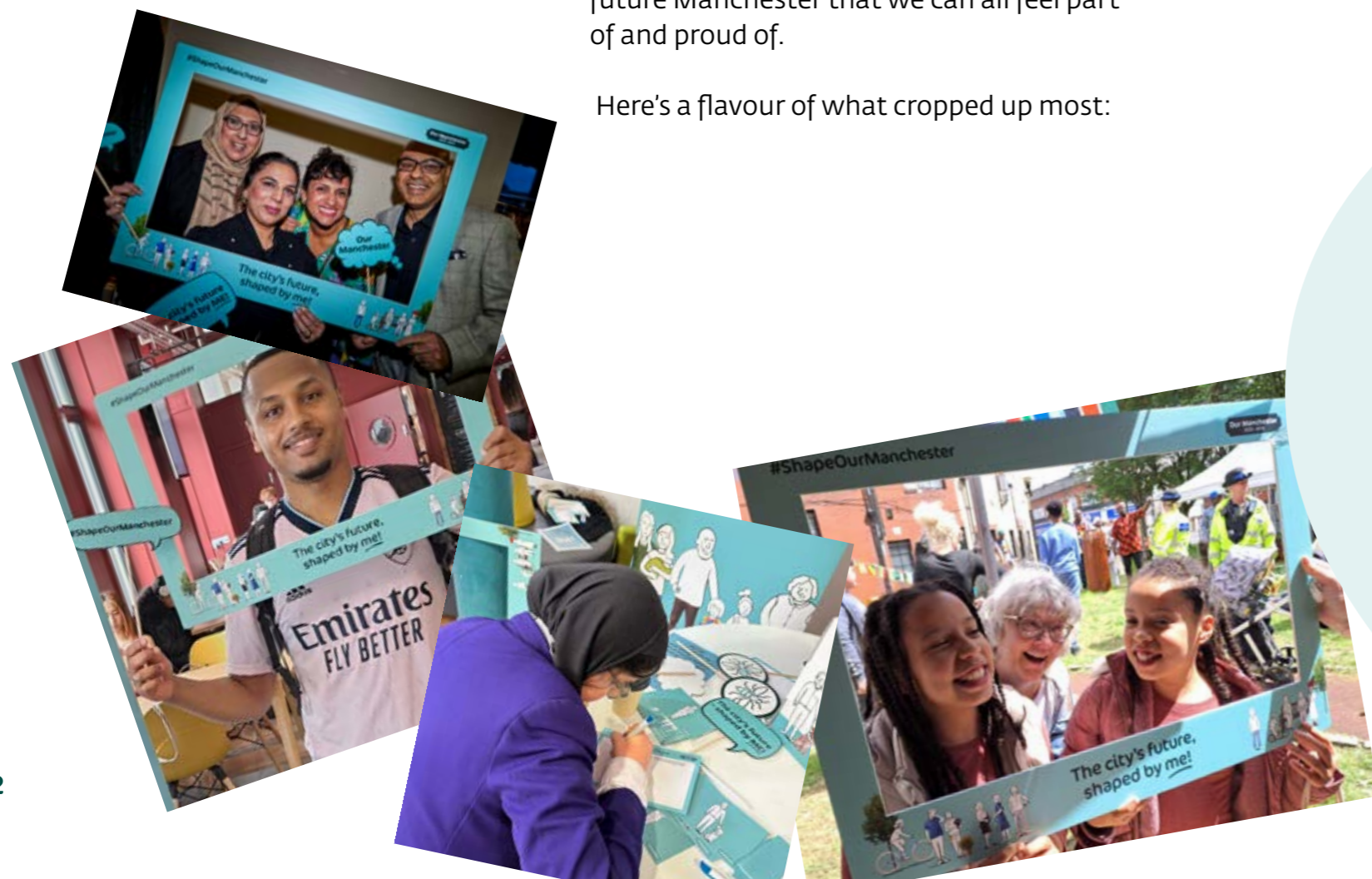
What makes you proud of Manchester?

In spring 2024 we gathered over 10,000 responses to this question from people across the city.

We've been careful to listen to as many voices as possible – including those who say they aren't proud of their city (yet, or any longer). We've also listened to how different groups and communities value different things about our city's life and character.

By listening to everyone, we can shape a future Manchester that we can all feel part of and proud of.

Here's a flavour of what cropped up most:



“This city’s got heart.”

The **people** – their welcoming approachable character, open-minded attitude, and how we pull together when it’s tough.



“Art that’s everywhere, for everyone... music culture and football vibes.”

Our **impact** on culture, music, sport and creative industries.

“Adapting to the new... with world-leading history.”

The **growing**, modern, busy, public transport-fed, innovative vibe of the city – but with credit to our pioneering industrial past.

