



A UNESCO City
of Literature

Vision for Manchester City of Literature

Our Vision

An innovative, distinctive, equitable, globally connected city of reading and writing, where diverse voices are celebrated, creative talent and industries are nurtured and where literary activity changes lives.

Our Values

- **Distinctive** – creating distinctive cultural experiences inspired by Manchester’s unique, radical character and rich cultural heritage whilst looking to the future.
- **Inclusive** – celebrating the rich diversity of voices in the city, building on the strengths of Manchester’s people and widening participation in literary activity.
- **Transformative** – developing skills, nurturing creative talent and transforming lives.
- **Connected** – linking and supporting literary activity and enabling collective advocacy for Manchester’s literary community and international collaborations.
- **World-leading** – a beacon for high quality, culturally democratic, truly diverse literary activity.

Our Actions

We will:

- **Ensure diversity is at the heart of the City of Literature** – truly reflecting the richness of Manchester’s voices in both governance and actions;
- **Encourage reading, boost literacy and promote cultural expression** – celebrating the enjoyment of reading and writing as strong foundations for future success and well-being;
- **Celebrate literature in its broadest sense** – including but not limited to written, spoken word, dramatic and digital work;
- **Widen access to, and engagement in, literary activity** – including to groups and areas of the city where people may be least engaged in arts and culture;
- **Nurture emerging talent and develop existing success** – by strengthening networks, opportunities and progression routes for writers at all stages of their careers;
- **Enhance support and infrastructure for creative industries around literature** – building on the strengths of existing activity and networks and enabling fundraising and commissioning work;
- **Raise the profile of literature based cultural activity, businesses and heritage** – attracting visitors to the city and promoting Manchester as a strong, literature-friendly business location for publishing-based industries;
- **Strengthen international connectivity** – through engagement in the UNESCO Creative Cities Network, collaborating on joint projects with other Creative Cities and sharing best practice.