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# Manchester City of Literature

Festival of Libraries 2026  
PR Agency Brief



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[www.manchestercityofliterature.com](http://www.manchestercityofliterature.com) | @mcrcityoflit

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## Who We Are

Home to world-class libraries, radical thinkers, and a thriving creative scene, Manchester is a city built on stories. From Anthony Burgess to Lemn Sissay, Jeanette Winterson to Emmeline Pankhurst — our literary heritage continues to inspire new generations to write, create, and connect.

Our flagship event is Festival of Libraries, bringing together all 10 boroughs of Greater Manchester for a 5 day celebration of our world class libraries - which are a huge part of what makes Manchester a UNESCO City of Literature.

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## Festival of Libraries

- Award-winning ‘Best Event’ at the Manchester Culture Awards 2024
  - 140 events over 5 days across 10 GM boroughs
  - Voted second most inclusive literature festival in the UK
  - Between 22,000-44,000 attendees each year
  - Average audience rating from events is 9.2/10
  - 82% of attendees felt the festival showed their library had ‘more to offer than they previously thought’
  - Press reach of 65 million
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Manchester  
City of Literature





“It feels wonderful to be part of something much bigger than ourselves and to feel able to do things like put on music in a library, which people don’t expect from our space.”

“It’s a lot of extra work but that work pays off. This year we were able to give our residents experiences we’d never be able to let them have without the festival.”

*- Library partners*

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## PR support

We're inviting forward-thinking PR organisations to join us in helping to connect communities throughout the region to libraries and literature.

- To present the eclectic library network in Greater Manchester, both historic and contemporary, as one of the strengths and assets of the city-region
  - To encourage attendance and participation at Festival of Libraries events
  - To promote the positive benefits of library membership and engagement with libraries to wellbeing, confidence, belonging and learning
  - To raise awareness of Manchester's UNESCO designation
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Deliverables

<p>Festival of Libraries 10-14th June 2026.</p> <p>Work would span Feb-June from kick-off to delivery, and is subject to funding (announced February)</p>	<p>£4500 fee</p>	<ul style="list-style-type: none"><li>● 4-5 x Press releases to announce dates, programme, themes/artists</li><li>● Secure and manage print and broadcast media interviews</li><li>● Identify opportunities for coverage</li><li>● Advise on campaign delivery to ensure alignment</li></ul>	<p>Primary audiences: Regional news, consumer, lifestyle, cultural and tourist media</p> <p>Secondary audiences: stakeholders, national, councillors and policy makers.</p>
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“Every time I’m surprised by how many events there are as part of the festival. There’s plenty of things happening, at libraries I’ve never been to, and it makes me want to check those places out!”

“A lot of the events are participatory, which feels so different from other literary festivals.”

*- Audience members*

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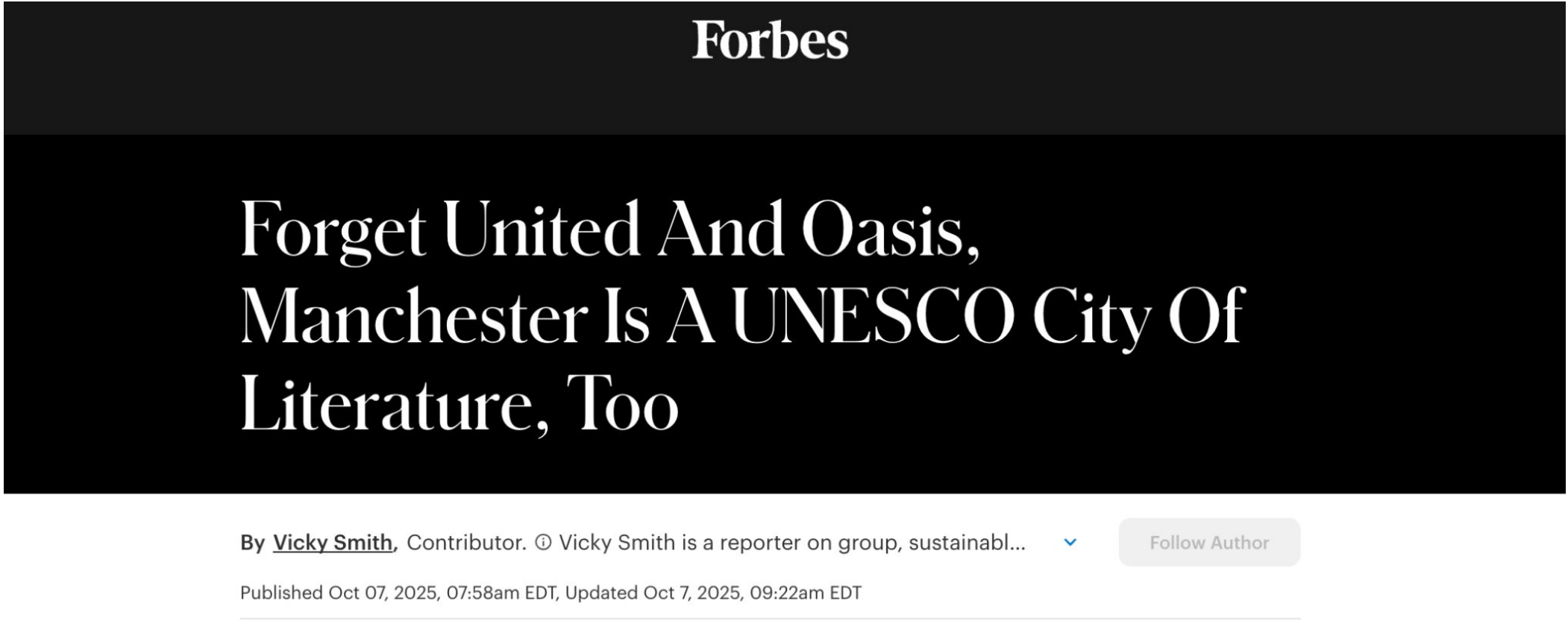






Join us

As we prepare for Festival of Libraries 2026 and the 10th Anniversary of Manchester’s UNESCO designation in 2027, we invite forward-thinking PR agencies to join us in shaping the next chapter of Manchester’s story.









## How to apply

Do take the time to read the [Festival of Libraries 2025 Impact Report](#) and highlights before considering your application.

To apply please email a cover letter and media pack clearly stating application in your email subject line to Jo Flynn, Director of External Affairs [jo.flynn@manchestercityofliterature.com](mailto:jo.flynn@manchestercityofliterature.com) by 5pm 20th February 2026.







## Our Mission and Impact

We are building Manchester to be a city where diverse voices are celebrated, creative talent and industries are nurtured and where literary activity changes lives.

A UNESCO City of Literature who:

- Celebrate and amplify Manchester's literary and cultural identity
  - Connect readers, writers, and communities across all 10 boroughs of Greater Manchester
  - Promote inclusion, creativity, and innovation in literature
  - Stages festivals, celebrations and events per year with over 45,000 attendees
  - Help 84% felt more connected to their community
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<https://www.manchestercityofliterature.com/project/manchester-libraries-festival/>

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