Changing Lives, Changing Communities
The wider public benefits of our University
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The University of Salford has a proud, distinguished and distinctive academic tradition, firmly grounded in serving the needs of business and commerce locally, nationally and internationally. We take pride in undertaking innovative research that has a demonstrable impact on the city region, delivering benefits to diverse communities. The quality of our research was confirmed in RAE 2008, when the University was ranked in the top third of all UK Universities for ‘research power’.

The University of Salford is in Salford and for Salford. We offer a wide range of services that are used by local residents, ranging from library facilities and arts events, to appointments at our sports injury clinic. Over the next ten years we plan to make substantial improvements to our estate to ensure that Salford and its people reap the benefits of a beautiful and vibrant urban environment.

The University is widely regarded as one of the UK’s most enterprising universities and continues to build on a tradition of innovative thinking and commercial success. Since 2004, the University has helped more than 2,000 organisations and created over 1,000 jobs in the region. We are the largest employer in the city of Salford with many of our staff also living in the city.

Whilst we once served the needs of the industrial revolution, we are now set to play a leading role in the digital revolution. The launch of MediaCityUK in Salford Quays presents the University with an unprecedented opportunity to transform the ways we do business, driving the expansion of our portfolio of courses and our relationships with local and international organisations (see page 24).

This brochure includes examples of many projects that we are undertaking in our local community, delivering benefits to the people of Salford and the city region while generating new knowledge that is of global significance.

The University of Salford is one of three Universities that lie within a one and a half mile radius of the city centre, with a combined estate of nearly 500 acres hosting over 92,000 students, 18,500 staff and spending in excess of £1.2bn per annum - with a student spend of a further £1bn per annum. We have maintained high level dialogue and a spirit of cooperation with our neighbours, the University of Manchester and Manchester Metropolitan University, over many years.

At a civic level, the value of this presence has been felt most recently in a combined institutional approach to the groundbreaking Statutory City Region developments in Greater Manchester. By working with our neighbours we have been able to influence emerging strategic and policy agendas for governance, employment and skills, and also enterprise, innovation and the environment.

In addition, Manchester: Knowledge Capital has provided a locus for promoting innovation in the Greater Manchester area and has ensured combined university engagement in the Science City, Oxford Road Corridor and Next Generation Broadband initiatives.

More recently, the close partnership approach between institutions in the Beacons for Public Engagement programme has delivered significant benefits for local people and organisations. These have included the “cultural awards”, where five pilot projects were developed to build new cultural and knowledge exchange partnerships between universities, local communities and cultural organisations. The Beacons also ran a Community Leadership Programme, which included a seven day leadership development programme for people involved in the voluntary and community sectors and a bespoke professional development programme called “Step Up” that was designed to support and mentor leaders from Black and Minority Ethnic communities.
Journalism students from the University of Salford are helping women prisoners to write and produce their own in-house magazine. Small teams of students have been travelling to HM Prison Styal, a women’s prison near Wilmslow, to work with offenders on the production of Innit – a quarterly publication. Joining in the weekly writing workshop at the prison, which is dedicated to the production of Innit in the run-up to deadlines, the students act as mentors. They discuss story ideas, offer tips on how to write as a journalist and give coaching in interview techniques. They also help the women to decide on content and page design. Three magazines have already been produced with the students’ help and the next team of students has already started working on the Easter edition. A typical edition of the magazine contains articles about prison life, interviews with members of staff, information to help new offenders cope during their time at Styal, poems and short stories, showbiz gossip, puzzles and competitions.

Sara Eyre, a journalism lecturer, said: “This is a fantastic opportunity for the students and for the University. Our presence at Styal could potentially contribute towards the rehabilitation of some of the offenders. One recently asked for her release date to be delayed so that she wouldn’t miss the final deadline and publication of the magazine she’d been working on.”

Kate McCoy works at Styal, where she runs the writing workshops, oversees production of Innit and supervises the students while they are visiting the prison. She said: “This has been a great two-way opportunity, allowing both the students and the women to learn from each other. As well as learning about journalism and writing, the women have had the chance to meet people involved in full-time education and begin to think about it as a possibility for them. And the students involved in the project have been on a learning journey, which has asked them to re-evaluate their own values and prejudices. Their involvement has definitely helped us to create a more dynamic and up-to-date Innit magazine.”

Salford journalism students mentor women prisoners

Salford Young People’s University

Salford Young People’s University (SYPU) is an annual summer scheme that provides school children across Greater Manchester with the opportunity to experience life at the University of Salford, promoting lifelong learning to increase self-esteem, confidence and aspiration. Running for a week during the summer holidays, SYPU is free and provides a range of learning activities, events and visits for the students, culminating in a graduation ceremony to celebrate their achievements. The tenth SYPU event took place in 2009, when students were able to choose from three specialist programmes in sport; the performing arts; and media, art and design. SYPU will be running again in the summer of 2010 and will be accessed by 450 year 8 students from schools across Greater Manchester.

As well as benefitting the local school students, SYPU gives current University students the opportunity to work as group leaders and tutors to develop their skills and employability for the future.

A deputy-head teacher from a secondary school in Bolton said: “The difference that SYPU has made to our pupils, personally, socially and academically has been enormous. Students who were previously reluctant to participate in groups, present to peers and did not have any degree of self-confidence, discovered skills, I feel, some of them didn’t think they possessed. All of our students have improved their academic performance.”
The University of Salford has just completed a £1.9 million Engineering and Physical Sciences Research Council (EPSRC) project that has helped fund a range of postgraduate courses and Knowledge Transfer Partnerships that have laid the groundwork for more businesses in the North West to access training for their employees.

The project offered support for a variety of schemes that linked postgraduate research and training activities with the workplace, enabling the University to take a strategic view of training and knowledge transfer and to adapt these activities to meet the new and emerging requirements of industry.

To mark the end of the Collaborative Training Account (CTA) project, an award was presented to an exceptional student, Tom Liptrot, whom the CTA had funded with an award of £7,000 that enabled him to take a master’s course in Operational Research and Applied Statistics. Without the funding Tom would not have been able to take the course. As a result of gaining this qualification he has since been able to secure a job using his newly acquired skills. Tom said: “Without the funding I wouldn’t have been able to take a master’s course. Everything I studied is now being applied in my new job, so it has really paid off.”

The ‘Beautiful Music, Horrible Sounds’ public show was first developed when the Royal Institution and the Royal Albert Hall invited acoustics expert Professor Trevor Cox to present a live event that would reach large audiences of different ages. As it was to be presented at a theatre, a “show” was felt to be a more appropriate title than a “lecture” and a consultant was used to co-develop the live, theatrical elements of the performance.

The final event was an engaging visual spectacle, involving plenty of props and audience participation, modifiable to audiences of different ages. It was structured around the story of two bands entering a singing competition, with Professor Cox trying to make them sound better. It covered basic acoustic principles such as frequency, but also introduced new science, including the results from the projects collated at www.sound101.org that look at scary, funny and horrible sounds.

The world’s largest whoopee cushion was built as a prop for this event and has appeared in the Guinness Book of Records, the Telegraph online and the Manchester Evening News, and on Teachers TV, BBC Radio Manchester, BBC North West Tonight, and on BBC big screens around the country for Comic Relief.

The show was also adapted so that it would work for other age groups and would require less technical equipment and support. This meant that it could be used by other members of the University to present to local colleges.

Following the launch at the Royal Albert Hall a series of shows have been given by different presenters at a range of venues and the show will also feature as part of the Royal Society Summer Exhibition in June 2010.
The University’s Centre for Molecular Drug Design (CMDD) has an interest in the design, synthesis and biological evaluation of small molecules which can be seen as potential anti-cancer agents. Research is being undertaken within the Centre for the agents to be used on pre-adult cancer and this links with the Centre’s main aim: the design and evaluation of drug systems to be used in children’s cancer.

In January 2007, the team initiated a public engagement scheme titled Illustrating Drug Target Interactions Using Molecular Modelling. This has allowed the CMDD team to develop a presentation that has been delivered to key stage 3-5 audiences, academic communities and members of the general public. The presentation has been delivered as part of National Science and Engineering Weeks (2008-09), the BA Science Festival (2007-08) and the Manchester Science Festival (2007-09). To date, the team have delivered presentations at 89 events throughout the United Kingdom and engaged with over 5,200 scholars and 500 members of the general public.

Illustrating Drug Target Interactions Using Molecular Modelling is now a vehicle that gives the team the opportunity to relate the concept of the design, synthesis and evaluation of drugs to wider audiences. By using public engagement in this way, the team has established and cemented links with the Royal Institution and the Royal Society, gaining media coverage locally and nationally.

Through this project, the team has been able to circulate positive messages about the promotion of the sciences, link with local schools and colleges, and promote the University’s children’s cancer charity Kidscan (www.kidscan.org.uk). The scheme will work with over 500 adult learners, providing them with opportunities to set up their own learning groups led by their own interests, including film-making, media technologies, creative arts, social and cultural history, and self-development. As a focal point, the project will produce a documentary film and online archive capturing the experiences, thoughts and aspirations of local people and communities around the MediaCityUK development at Salford Quays, giving local people a platform from which to tell their own stories and share experiences.

The project has secured £300,000 from the Government as part of an informal adult learning initiative spearheaded by the Department for Business, Innovation and Skills. The University will work with a wide range of community based organisations and learning providers to develop a range of sustainable informal adult learning opportunities across Salford and Greater Manchester and provide effective signposting for local people to help them get involved in a range of learning activities and community projects. The partners have pledged a further £100,000 from their own resources to support the development.
Anti-gun crime clothing range developed with young people in local communities

Wearpeace is a project that addresses gun crime in South Manchester and the impact this has on specific communities. The project aims to create an enterprise structure for young people that facilitates the design and manufacture of fashion garments that promote social cohesion. The design process involves taking gun metal from the police armoury and recycling it into fashion tags and accessories, thereby turning “guns to goods”. This project follows an earlier pilot that converted gun metal into memorial coins for sale through auction which raised money to support positive work with young people.

In collaboration with the Community Alliance for Renewal, Inner South Manchester Area (CARISMA), Greater Manchester Police, Trinity High School, Whalley Range High School and Cedar Mount High School, the project has generated physical outputs, marketing materials and campaign events that promote the value of young people’s participation in efforts to control and diminish violent crime. Wearpeace is now working with manufacturing industries and retail businesses to create and disseminate their products. As a result, the campaigning voices of young people are reaching a wide and supportive audience. The eventual goal is to raise sufficient return to enable Wearpeace to develop new product concepts and a sustainable business model.

Building capacity for community cohesion through work based learning

The University’s innovative Framework of Work Based Learning, developed through its transformational employer engagement project, has been used to develop the capacity and capability of staff employed to promote community cohesion throughout Oldham.

Oldham Housing Investment Partnership (OHIP), a consortium of ten housing and regeneration based employers, had invested in community cohesion training for their staff to meet the varied needs of diverse community groups from a number of different ethnic backgrounds. Although the training had been well received, OHIP approached the University to see how their staff could measure the impact of the training in relation to the achievement of key performance indicators for community cohesion, whilst at the same time providing an opportunity to recognise their learning through formal accreditation. Staff from the Work Based Learning team and the School of Environment & Life Sciences therefore worked in partnership with the employer to understand their needs and design a learning solution that developed the individual employees and met organisational objectives.

As a result of the programme and the positive benefits for both the employees and the organisation, OHIP has now put a second cohort of employees forward to undertake a further programme of work based learning. Not only has the programme resulted in direct social benefits with regards to community cohesion, it has also enabled employees with no prior experience of Higher Education to gain university credits which can be used to access further programmes of high level learning.

Moira Blood, Manager of OHIP commented: “University of Salford staff have been unfailingly approachable, interested and committed to making the programme work and I would like to record OHIP’s thanks for the effort that everyone has put in to making this an enjoyable and worthwhile undertaking.”
Virtual Salford represents a significant collaboration between the University, the City Council and the Salford Strategic Partnership (which includes the police, fire service, NHS and other organisations). The project is exploiting cutting-edge digital technologies developed by the University’s Think Lab to create visualisation tools that will help Salford City Council tackle local transformation priorities that are tied closely to the Government’s agenda of building stronger, safer communities.

The 3D urban visualisation tools that are being developed will help the City Council and local partners explain complex large-scale transformation programs to citizens, such as the MediaCityUK development at Salford Quays, creating an interactive 3D landscape of the area that can easily be configured with local “virtual storyboards” to show different scenarios of planned developments and how they will benefit the local area.

These new technologies will provide new ways of consulting and engaging citizens. Early research in the Black Country funded by the EPSRC has shown how diverse stakeholder groups gain greater understanding by being able to visualise planned developments in 3D, creating opportunities for local communities to feed their knowledge into the decision-making process.

In addition, this project will strengthen the Council’s governance, performance management and oversight of urban planning and delivery by creating an integrated spatial environment for the city of Salford area. This will combine many scattered urban information data sources, such as up-to-date information on geo-spatial structures, demographic data and real-time data (pollution, traffic etc), allowing public sector leaders to assess the performance of their area with respect to the Local Area Agreement delivery targets negotiated with Government.

Neil Watts of Salford City Council said: “Work is currently taking place to establish a pilot project utilising neighbourhood level data. This work aligns with the wider focus on establishing mutually beneficial projects between the University and the Salford Strategic Partnership and taking advantage of the considerable research and technological resources of the University for the benefit of the City and its citizens.”

Community Finance Solutions

Community Finance Solutions is an award winning research and development unit engaged in promoting and developing integrated solutions for financial and social inclusion and community asset ownership.

Founded in 1999 by Dr Karl Dayson and Bob Paterson, Community Finance Solutions seeks to empower communities to solve local problems relating to land and financial exclusion. The team has developed solutions for securing community ownership of land and the provision of loans to low income, excluded households in more than a dozen communities across the UK.

The team recently launched a report on the impact of financial inclusion activities on the economy of Leeds at an event organised by Yorkshire Forward and Leeds City Council. Brian Pomeroy CBE, the chair of the Financial Inclusion Taskforce and Helen Goodman MP, the Parliamentary Under Secretary of State for Work and Pensions, spoke at the launch event which was attended by over 100 representatives from local authorities, affordable housing providers and third sector organisations.

The study is the most extensive analysis of the economic and regeneration impact of financial inclusion activities of the UK to date. The study estimated multiplier and industry effects of these income increases by using an input-output modelling approach. It estimated that financial inclusion activities have a cumulative impact on the regional economy of £28 million. The methodology that was developed for the Leeds study will now be used to assess and underpin financial inclusion activities in other cities in the UK.
Engaging with deprived communities

The central area of Rochdale is ranked the worst in England in terms of the number of people not in work, the third worst in relation to poor health, and the sixth worst in relation to income. Overall, according to the ranking of multiple deprivation, it is ranked as the fifteenth worst residential area in the country. The main housing estate in the area, Lower Falinge, has a highly transient and ethnically diverse population that has experienced difficulties in maintaining community integration and cohesion.

The local Strategic Partnership highlighted the estate as a priority area for improvement in terms of work, skills and health and the University was commissioned to identify the issues that residents felt were the most important to them. Members of the local community were recruited and trained in interview techniques so that they could help conduct a survey of 200 households.

Prior attempts by the Strategic Partnership and Borough Council to engage with local communities had often failed, with apathy being cited as the main cause. The involvement of local people as interviewers ensured that there was a greater sense of ownership among all concerned.

From the Community Interviewer perspective, involvement in the engagement led to increased personal confidence through learning new skills and being in paid employment. For the wider community, the engagement engendered a greater sense of community spirit and a realisation that their voices could be heard. The community also became more aware and knowledgeable about their rights in terms of access to services.

Culturally-led regeneration through the Hive in the Cliff

This project aims to create social and economic renewal in the Cliff Conservation Area and the surrounding community in East Salford through the development of a culturally-led conservation and regeneration programme. The project aims to build wide-scale engagement with the area’s rich local heritage, rejuvenate the architectural aspects of the surrounding area and revitalise senses of active ownership and involvement within the community through a series of creative activities and projects.

At the heart of this programme is the revitalisation of an iconic building: St. John the Evangelist Church, Higher Broughton, which closed in 2007 and lies at the centre of the community. The Hive in the Cliff will support The Hive at St. Johns (a local, not-for-profit social enterprise) in its efforts to restore this vacant building and redevelop it as a community centre for creativity, culture and the arts. In addition, this community centre will act as a partner site for the University and its surrounding community, interfacing formally and informally through educational activities, cultural exhibitions and creative projects.

The Hive in the Cliff lays the groundwork for significant development in East Salford and builds on existing relationships with Salford City Council’s Conservation Office, the East Salford Neighbourhood Management Team and Arts Development office. Other project partners include the Broughton Trust, Salix Homes, Contour Housing, Higher Broughton Health Centre and the Manchester Diocese of the Church of England.
Improving opportunities and service provision for gypsies and travellers

Over the last four years Dr Philip Brown has been working on a range of projects looking at improving the accommodation opportunities for Gypsy and Traveller communities throughout the UK. This began with the production of Gypsy and Traveller Accommodation Needs Assessments (GTAAAs) that were developed in response to new housing and planning legislation and guidance. Dr Brown and his research team produced over a third of all GTAAAs in England with each one taking a “peer research” approach where Gypsies and Travellers were active members of the research teams.

Once the GTAAAs were produced, local authorities were left with the task of translating identified needs into actual accommodation for the Gypsy and Traveller populations, in the form of caravan pitches and sites. Together with the University’s Centre for Virtual Environments, Phil has worked with a number of Gypsies and Travellers to develop a consultation tool, in the form of a games engine based tool, to assist in the design and development of suitable sites.

The involvement of Gypsies and Travellers has been integral to the development of a tool that takes into account the aspirations of people who will live on the sites. This approach not only allows people to envisage what a site will look like but also helps to engage with surrounding communities. The tool provides both an output, in the form of a well-designed site, and also a way for Gypsy and Traveller communities to meet local communities and for them to discuss living alongside one another. This approach has been mentioned in government guidance as good practice in the design of sites for Gypsies and Travellers.

Informing public policy and professions

The Design Against Crime Solution Centre

The University has created a unique partnership with Greater Manchester Police to develop design-led approaches to crime prevention. Led by Dr Caroline Davey and Andrew Wootton from the School of Art & Design, the Design Against Crime Solution Centre pioneers innovative, human-centred approaches to combat crime and the fear of crime. Design Against Crime at Salford was originally launched in 1999 with funding from the UK Home Office and Design Council. With funding from the European Commission, it has grown into a European-wide network of researchers, police and practitioners in design-led crime prevention.

In 2009, the Design Against Crime Solution was commissioned by the Association of Chief Police Officers (ACPO) and the Home Office to assess the need for a National Police Crime Prevention Service (NPCPS). The NPCPS Implementation Planning project involved evaluating the crime prevention service provided by Architectural Liaison Officers in 42 police forces across England and Wales. Architectural Liaison Officers provide crime prevention advice for new building developments, and this was the first study to evaluate the quality of the service provided.
The Salford Innovation Forum is a new, multi-purpose building developed by the University and Salford City Council to bring together local people, businesses and the education sector in an environment that supports innovation and interaction, whilst at the same time encouraging participation and the development of innovative new projects. Located on the edge of the University campus, adjacent to Salford City College and in the heart of the community, the building maximises innovation and interaction and acts as a catalyst for the regeneration of the local area.

Testimony to the success of the project has been the Engagement Strategy adopted by the University which has harnessed a wide-ranging partnership including Albion High School, Charlestown and Lower Kersal New Deal for Community Partnership, the North West Development Agency, Salford City Council, Salford College and Manchester Science Park. The co-location of business, industry and education activities has stimulated innovation, creativity, and entrepreneurship. The Salford Innovation Forum is part of the wider Salford Innovation Park which has become a focus for innovative growth dedicated to the creation and support of entrepreneurs from business, research and community backgrounds.

The North West Construction Knowledge Hub: less carbon, less waste, more jobs

This project has been led by the University’s Centre for Construction Innovation (CCI) to give small construction firms in the North West the knowledge to better manage their carbon and waste impacts. Small firms need this knowledge to win more work, make buildings greener, create new jobs, and play their part in our journey to a new, low-carbon prosperous economy.

The North West Construction Knowledge Hub is a three-year project funded by the EU (European Regional Development Fund) and the North West Regional Development Agency (NWDA) to assist small and medium size construction companies in the region to improve their resource efficiency.

It is estimated that this project will assist 200 small and medium-sized firms, safeguard 300 jobs and help create a further 300 jobs in the North West. The project is led by the Centre for Construction Innovation and involves four partner organisations at the University of Central Lancashire, the University of Liverpool, Urban Vision Ltd and the national Building Research Establishment.

Stimulating social and economic development

The Salford Innovation Forum

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Leading employer engagement

The University has been commended by Higher Education Funding Council for England (HEFCE) for its track record of working with industry. HEFCE’s Acting Head of Skills, Sarbani Banerjee, described the University’s £3m employer-led education and training project as “transformational” during a conference on employer engagement on 2 December 2009 at the Salford Innovation Forum.

Sarbani was a keynote speaker at the University’s “Driving Transformational Change for Employer Engagement” conference, where the Employer Engagement team shared best practice, including its “enabler model” for effective employer engagement, with more than 50 delegates from business, partner organisations and HEIs from across the country.

Sarbani said: “The employer engagement funding has enabled Salford to transform the way it works with employers, creating a responsive and flexible infrastructure to ensure that their high level skill needs can be effectively addressed. It is clear that this will provide a solid platform upon which the University of Salford can further develop and strengthen its partnership working with the business community.”

Helping businesses to exploit their cultural heritage

Salford Business School has launched a study to improve the competitiveness of small and medium enterprises (SMEs) by developing free online training to exploit their cultural heritage. The project is funded by the EU’s Lifelong Learning: Leonardo da Vinci Programme and involves partner universities and SMEs from the UK, the Czech Republic, Finland and Greece.

Researchers are targeting companies in the crafts sector that are more than forty years old, helping them to identify the history of their creations and products. The training needs of each business will then be identified and training materials developed. By exploiting and reinventing each company’s past, the project aims to help them to benefit from the economic value of their unique cultural heritage. The project’s findings will then be used to develop free online training for SMEs to use.

Famous examples of larger companies capitalising on the power of their own past include Guinness and Warburtons. Both companies have utilised their heritage during the development of their products and through advertising campaigns.
FIRM is a global collaborative research and innovation partnership with a physical base in MediaCityUK, with partners drawn from Higher Education, business and the community. The partnership has already secured £2.72 million of competitive funding from the Research Councils UK and £630,000 from the North West Regional Development Agency to carry out a programme of innovative research into a range of digital and creative industry themes, as well as investigating the phenomenon of MediaCityUK itself as a rapidly developed industry cluster with economic and social impact. The core partners in FIRM are the BBC, the University of Cambridge, Goldsmiths University of London, Lancaster University, the Massachusetts Institute of Technology (MIT), North West Vision and Media and the University of Salford.

MediaCityUK, the second largest construction project in the UK after the Olympics, will include around 2,500 BBC staff from the five BBC national departments moving from London, as well as the BBC’s Manchester-based operations. As MediaCityUK develops, projections have shown that it has the potential to employ around 15,000 people in a range of companies across the media, creative and digital sectors, making a £200 million contribution to the regional economy.

FIRM is highly unusual in terms of its comprehensive, but open-ended, flexible approach. It will bring together strong technical and social perspectives around major sector challenges, whilst balancing long-term visioning with practical experimentation. This will involve creating a test bed for next generation ICT networks and stimulating joint activity with digital innovators. Outputs will include the creation of new business models for industry. Researchers working with FIRM will model the world of tomorrow, using virtual reality to build alternative scenarios, whilst also building on cultural memories.

BBC North Director Peter Salmon said: “MediaCityUK was conceived as a place where the huge innovation potential of media and creative businesses and universities could come together to create profound changes. FIRM creates the framework for that vision to be realised.”

The University of Salford’s Professor Peter Barrett is leading the FIRM project. He explained: “Central to these developments is the creation of a strong open innovation ecosystem. This funding is the first step in a programme of activities that will complement the physical development of MediaCityUK with an enhanced intellectual infrastructure.”

FIRM is one of the most important developments to date in the creation of MediaCityUK."

Mike Joroff of MIT led the research on the creation of 21st century cities which influenced the vision for MediaCityUK. As he puts it: “Salford Quays was central to the industrial revolution, now it can be a globally significant focus for the digital revolution that is transforming society - there is a narrative sweep from port to portal.”

Felicity Goodey, chair of the Central Salford Urban Regeneration Company, said: “When we devised the vision for a globally significant media city it was clear from research that the collaboration of a wide range of academic and other research-oriented organisations would be crucial to its success. FIRM is one of the most important developments to date in the creation of MediaCityUK.”

“This exciting consortium brings together leading organisations and researchers who are at the heart of the digital media revolution across the world,” said John Hand from the RCUK Digital Economy Programme. “By working together to develop a vision for cutting edge research at MediaCityUK, their combined input will ensure that advances in areas such as mobile and virtual media will not only meet the needs of the creative industries, but will also have wide ranging benefits to the UK as a whole.”