

## Item No. 5

### **GM LOCAL ENTERPRISE PARTNERSHIP BOARD**

**SUBJECT:** ESOF 2016 Update Report

**DATE:** 12 November 2015

**FROM:** Vicky Rosin, ESOF Programme Director

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#### **PURPOSE OF REPORT:**

To inform the LEP members of programme and planning activity for ESOF 2016 and European City of Science, as well as to consider ways that members can provide further support.

#### **RECOMMENDATIONS:**

It is recommended LEP members:

- Consider and comment on the report

#### **CONTACT OFFICERS:**

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## **Introduction**

With less than nine months to go until the ESOF conference comes to Manchester, it is timely to provide LEP members with a brief update of the planning and promotional activity in the run up to this landmark event. The following report also covers the work to secure sponsorship and other in-kind backing – along with consideration of ways in which members can provide additional support. Finally, this paper sets out the development of some of the highlight activities under the designation of European City of Science 2016.

## **Science Programme**

The last three months have been significant for the development and selection of the ESOF programme. The Science programme received 270 proposals so the Programme committee had a challenging time reducing this to a manageable 100 sessions. Across nine scientific themes some of the issues to be addressed range from:

- Is personalised medicine worth the hype?
- Synthetic biology and global/local food chain
- Will 2D materials change the world?
- Exploring the interactions between arts and science
- Can we democratise the space race?
- Unpacking the science behind climate negotiations
- How can robots and humans co-exist in the future workplace?

In addition, the Science to Business Committee selected 17 sessions from some 38 proposals for this industry focused strand of the conference. Some of the selected topics include debates about how different types of money from venture capitalists, business angels and corporate investors react to science based propositions or discussions about whether patents are more harmful than helpful.

The Careers committee selected 16 sessions out of 45 submissions. This strand, focused on those at the early stages of their careers, will address ideas about funding, the impact of mobility on female scientists' careers and collaborations in interdisciplinary research.

A gap analysis suggests the requirement for the development of several bespoke sessions or the opportunity to elevate proposals with keynote speakers. In all however, the conference programme has significant depth with exciting panels and speakers.

## **Science Central – Exhibition**

Conference Partners have been appointed as the professional conference organiser, to deliver the logistical and support functions of the conference. They are leading on the development of the exhibition area of Manchester Central and are working to secure both high volume and quality of exhibitors. It is intended that the floorplate will be zoned, reflecting the core strands of the conference (science, business and careers). The exhibition is being designed to ensure maximum footfall and significant areas devoted to networking spaces.

## **Sponsorship**

Confirmation of support from the European Commission of one million euros was received in September 2015 - with the grant agreement signed in the last few days.

Work to secure sponsorship continues. A recent event hosted by KPMG to promote the opportunities for sponsorship from Manchester's business community was well attended and has been followed up with communications to encourage engagement.

Bespoke proposals continue to be made to secure both Principal and Executive Partner level sponsorship. Commitment from Wellcome Trust (£100k for ESOF and £50k for Science in the City programme) has been confirmed, discussions with MSP and BT at the Principal level are well advanced.

Commitments from Johnson and Johnson (€100k), Waters (£50k), COST (£50k) have been secured and proposals are being discussed with Astrazeneca, Unilever, PZ Cussons, CERN and Siemens. Also in hand are approaches to the Airport, BP, Robert Bosch Stiftung, Elsevier, Cisco and the Co-op.

It is intended that there will be a further reception in London for business contacts and media in the New Year.

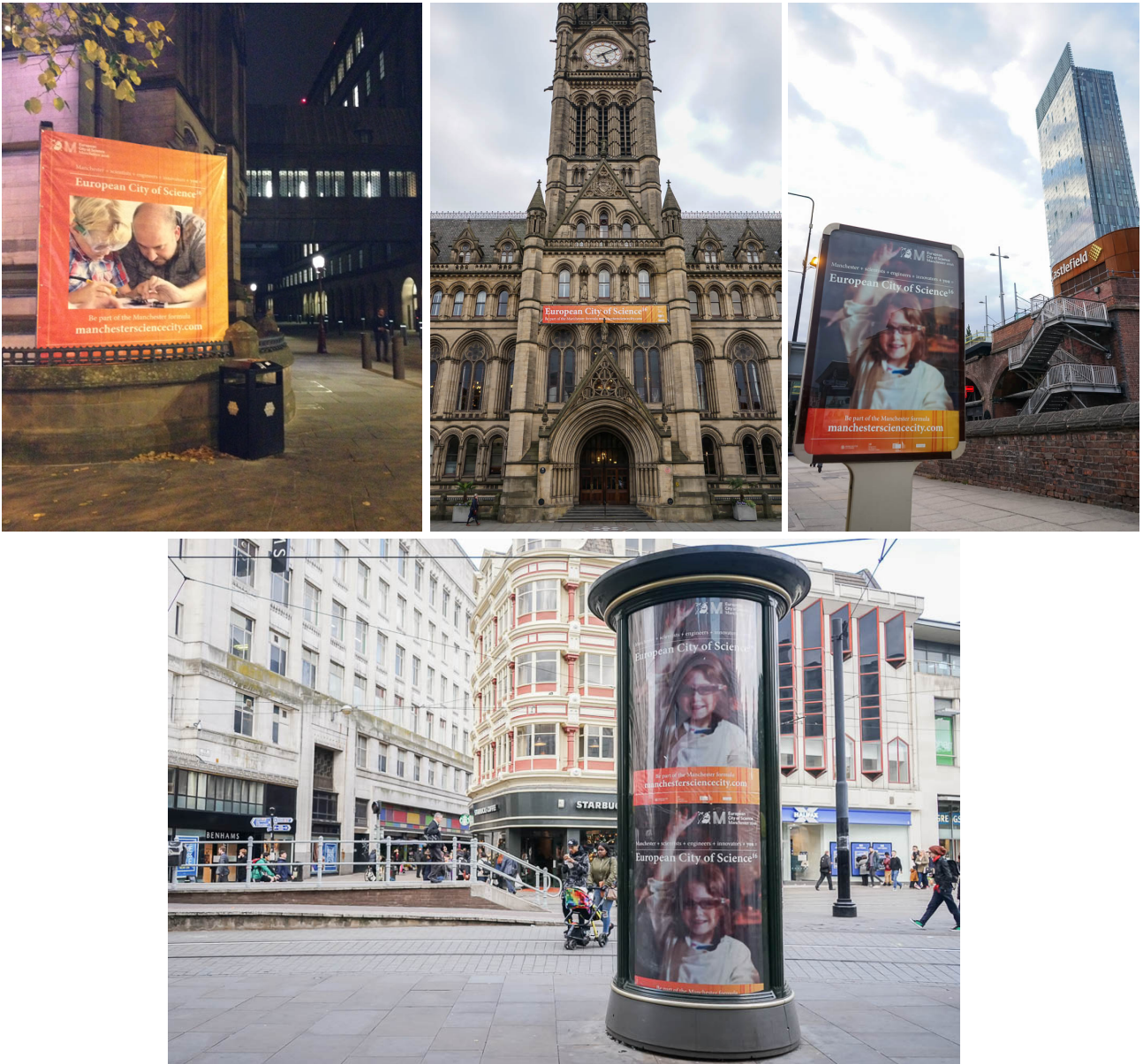
## **Marketing and Communications**

The International Marketing and Media committee approved the Marketing Plan at the end of October and the focus in the coming months will be to promote the programme, secure record numbers of delegates, and reach into countries, organisations and institutions that may not have attended ESOF previously.

Work on both the [esof2016.eu](http://esof2016.eu) and [manchestersciencecity.com](http://manchestersciencecity.com) websites has continued with significant increases in visits to both; the e- newsletter is circulated to over 30 thousand recipients and the promotional video featuring Professors Danielle George and Brian Cox has been widely used and commended. The use of social media is increasing.

Presence at the British Science Association Festival, VentureFest and the Conservative Party Conference stand was all designed to increase awareness of ESOF. Internationally a reception, hosted by the ESOF co-champion Professor Luke Georghiou, was held at the World Science Forum in Budapest, for selected VIPs and potential sponsors. A number of useful contacts were made to bolster the programme (securing two keynote speakers) and promoting awareness of ESOF and Manchester's science credentials. Attendance at Falling Walls (Berlin) ensured a targeted reach out to high level, predominately German, science academic and industry representatives.

Visibility of ESOF and ECoS has been greatly enhanced by banners, advertising hoardings and digital screens appearing across the city in the early part of October. Most visible was perhaps the Town Hall banners, but others remain around the city now and some will return prior to Christmas.



Evaluation questions as part of the Festival will include questions about awareness and participation in ECoS, and will be re-tested next October 2016

## Contracts

Two of the main contracts signed in recent months were between The University of Manchester and Marketing Manchester with EuroScience (the founders of ESOF); and between the University of Manchester and the conference venue, Manchester Central.



The Collaboration Agreement between Marketing Manchester and the University of Manchester, which essentially deals with risk sharing and the contract with Conference Partners have both been concluded.

Addleshaw Goddard provided legal advice and will continue to provide support with the sponsorship agreements and contracts. Further in-kind support is provided by KMPG in respect of financial advice and business planning. Laing O'Rourke is supporting project planning. For all of which appropriate recognition will be given.

## European City of Science

The launch of the European City of Science (ECoS) that coincided with the launch of the Manchester Science Festival, held at MOSI on 8th October was very successful with over 650 people attending and considerable support for ECoS and over 100 pledges of support.



Significant progress has been made in the development of activity to promote ECOS and many organisations that have events or programmes which have been featured on the website. The launch referred to above focused on two specific activities - the creation of the Manchester Robot Orchestra and the

Great Science Share, the latter will connect young people on 6th July 2016 to share science with others on a small and large scale (aiming to connect at least 100k young people across the region and also in Europe), starting with previous ESOF hosts.

The ECoS sub-group is supporting the Director in the development of specific themes for the science in the city festival which will accompany ESOF, and includes themes on food and growing things, speed and the possible creation of a race track, activities on the theme of 'science and me', and debates about the big theories and developments in science.

### **LEP Support**

The ongoing support of members is welcomed. At the present time there are a number of areas where your assistance would be appreciated:

- Consider sponsorship / presence in the exhibition
- Promote sponsorship opportunities within your networks (copies of the sponsorship brochure will be provided)
- Support the science to business programme
- Help to maximise the reach of [ESOF/ECoS](#) through social media
- Utilise European City of Science branding on your communications to improve brand recognition and weight
- Acknowledge European City of Science at upcoming events (where possible) – as recently demonstrated at Capita sponsored Movers and Shakers event and CityCo organised events
- Save the date. 23 – 27 July 2016