

# VISION STATEMENT

The Great Exhibition of the North will be the largest event in England in 2018 and a game-changing moment for the North of England. It will reveal to the world how the North of England's great art and culture, design and innovation has shaped all our lives and is building the economy of tomorrow.

The dramatic 'Story of the North', told in imaginative and powerful ways, will instill local pride across the region. It will inspire people to pursue exciting lives and careers in the North. By attracting visitors from near and far, it will transform global perceptions of Northern England. The Great Exhibition of the North will change lives by showing the opportunities and possibilities available to all.

The free exhibition is aimed at families; for parents, grandparents and carers with children of all ages and from all backgrounds across the North and wider UK. But it will also attract many other audiences including young adults (18-30) and visitors to the North from across the UK and overseas. It will actively engage local communities and innovative businesses across the North and, by forging new partnerships across the world, the Great Exhibition of the North will enhance the North's profile nationally and internationally.

'The Story of the North' reveals how Northern innovations influence all of our lives, not just here in the UK but across the world. From coal to code, from steam engines to smart cities, the Great Exhibition of the North will demonstrate how the inventive spirit of the past lives on today; how by building on the great breakthroughs of the past, Northern innovations

happening right now influence our world today, shaping the way we'll live tomorrow, including:

- Who we are (eg. identity, diversity & community)
- Where we live (eg. architecture & housing)
- What we eat (eg. food & drink)
- What we wear (eg. fashion & fabrics)
- How we are entertained (eg. sport, film & music)
- How we travel (eg. from trains to driverless cars & Hyperloop, including space travel)
- How long we'll live (eg. medical advances, health & wellbeing)
- How we can live sustainably (eg. global warming & the environment)
- How we connect (eg. communication & interaction)

These themes inspire the Exhibition content and programme – the opening & closing ceremonies, the hub exhibitions, the walking routes, the summer camp & the business expo. Northern artists and performers, scientists and designers will articulate this 'Story of the North'.

Our success in delivering this vision for the Great Exhibition of the North will be judged by whether we:

- Attract an audience of 3 million (utilising exciting physical and virtual content).
- Build pride amongst people living and working across the North of England.
- Change attitudes and perceptions towards the North of England as a place to live, to work, to study and to invest.

Building pride and changing attitudes will deliver a powerful and compelling legacy for the Great Exhibition of the North.

In delivering these key objectives, the Great Exhibition of the North will also contribute towards an even wider legacy and the achievement of longer-term outcomes including:

- Attracting more visitors to the North from across the UK and overseas.
- Boosting inward investment.
- Attracting & retaining talent.
- Encouraging more girls to study STEM subjects. Providing opportunities for people to access and participate in arts, heritage and culture. Maximising the economic potential of the knowledge economy and creative sectors. Demonstrating the place making role of arts & culture.
- Maximising the economic potential of the knowledge economy and creative sectors across the North.

This vision statement provides the strategic starting point for:

- The creative brief for all aspects of the Exhibition, including the call out for content.
- The marketing & communications strategy and plan; translating this strategic statement into key messages for consumer facing collateral.
- The evaluation framework and KPIs.
- The stakeholder engagement programme.



HM Government