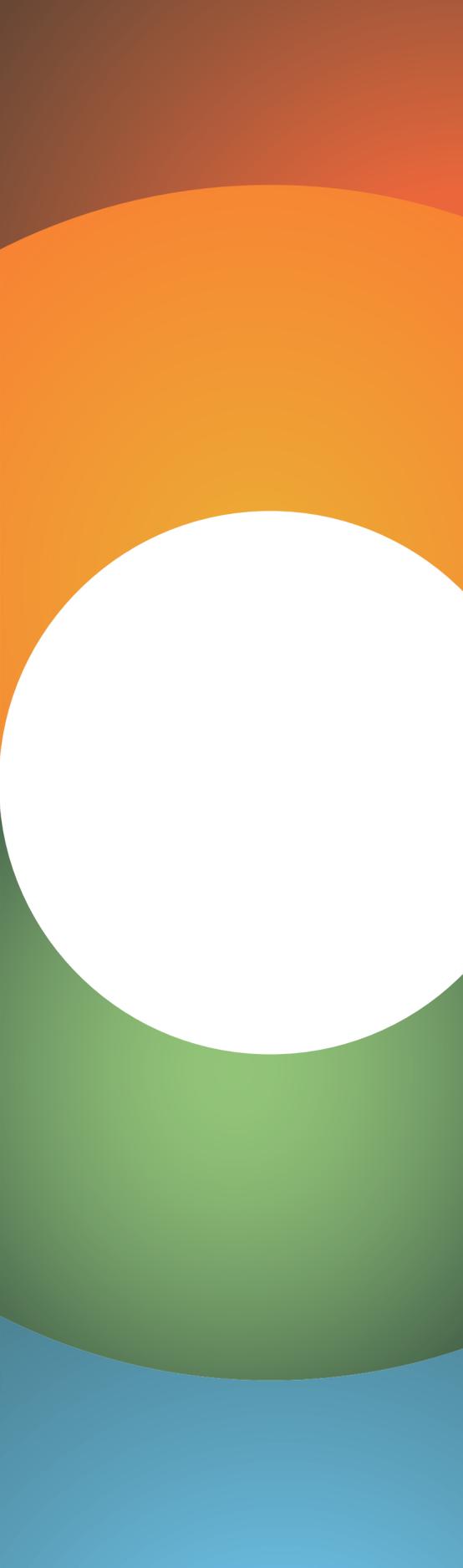


OUR CENTRAL FUTURE

SUSTAINABILITY & IMPACT

ENVIRONMENTAL | SOCIAL | ECONOMIC



OUR PROMISE

At Manchester Central, we're committed to creating positive impact. Sustainability is at the core of our approach, guiding decisions and partnerships so every event benefits Greater Manchester by supporting communities, strengthening the economy, and leaving a lasting legacy.

As one of the city's most iconic venues, we provide an inspiring space where people connect, ideas grow, and opportunities thrive. Our events generate jobs, drive economic growth, and contribute to a more inclusive and sustainable future for Manchester.

ENVIRONMENTAL



We are committed to reducing the environmental impact associated with our event activities and the services we deliver to all our stakeholders.

SOCIAL

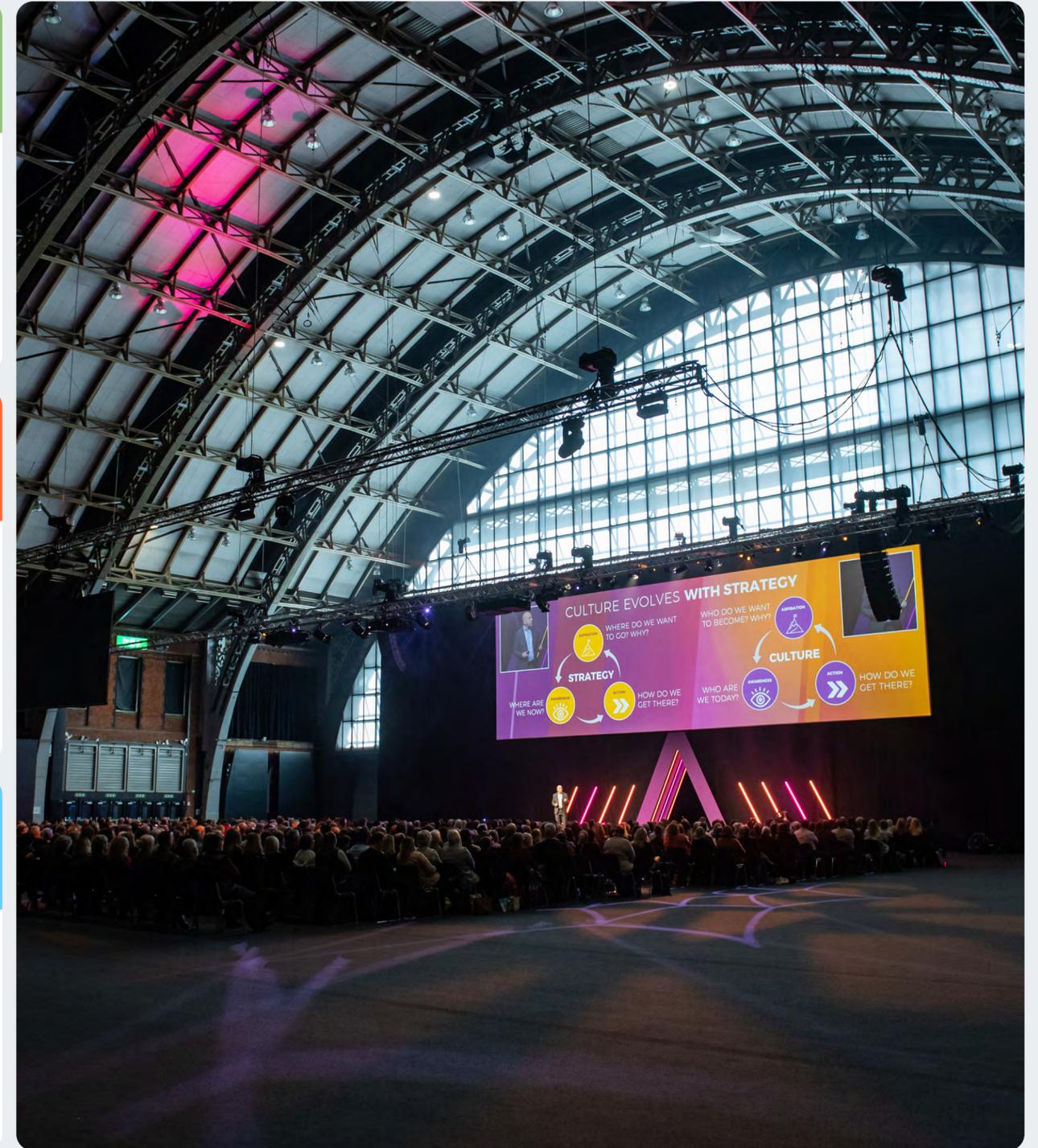


We are committed to creating positive social impact for our employees, local communities, and city residents.

ECONOMIC



We are committed to growing our business in a way that supports the Manchester economy and delivers value for our customers, partners and the wider city.





FOR YOUR BRAND

Build a reputation that matters

Aligning your event with purpose-led initiatives enhances brand image, showcases leadership, and puts you ahead of the curve in a values-driven world.

FOR YOUR AUDIENCE

Inspire connection and engagement

When you stand for something bigger, your audience feels it. Aligning with sustainability, inclusivity, and social value can drive stronger participation and create lasting emotional impact.



WHY CREATE IMPACT

FOR YOUR ORGANISATION

Shape a culture that people believe in

Doing good boosts morale and builds loyalty. Employees are proud to work for an organisation that cares – and it shows in motivation, retention, and workplace culture.

FOR OUR INDUSTRY

Futureproof events and experiences

By investing in sustainable practices and supporting future skills and talent, you contribute to the long-term resilience and growth of the events sector.

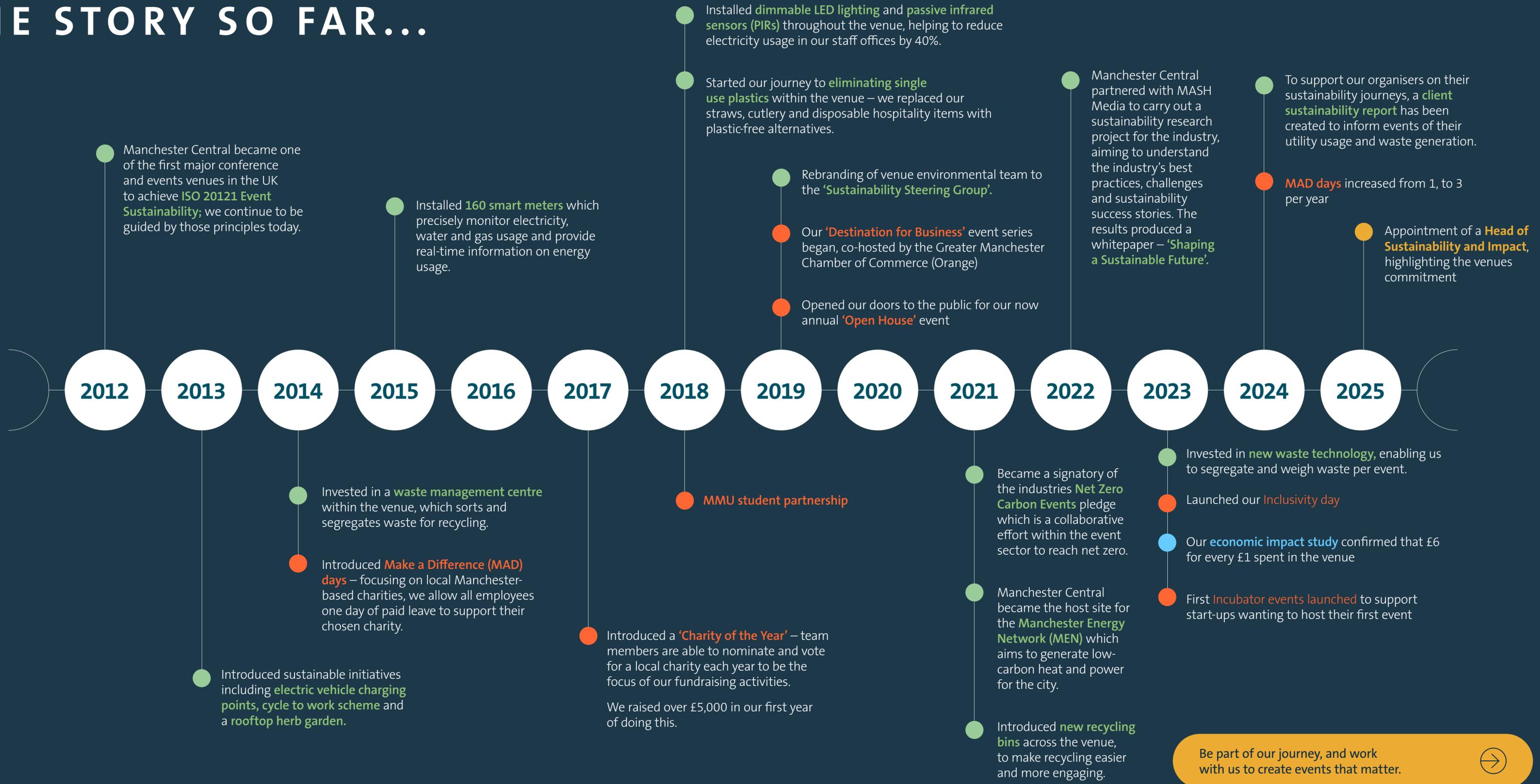
FOR THE WIDER COMMUNITY

Supporting the host destination

Events that consider their impact help protect our local environment, strengthen the economy, and improve quality of life in Greater Manchester – creating a better place to live, work and thrive.



THE STORY SO FAR...



ENVIRONMENTAL IMPACT



We take our responsibility to the environment seriously. Through education, collaboration, and innovation, we're working to reduce our carbon footprint and achieve our goal of becoming a **net zero venue by 2050**.

ENERGY

- We measure and monitor all venue utility consumptions, such as water, heating and electricity
- We have a venue energy committee, responsible for reducing energy wherever possible.



HOSPITALITY

- We use seasonal and locally sourced ingredients
- We offer delicious plant based options
- We donate surplus food to local charities
- We provide water refill stations to reduce single-use plastics
- We collate menu carbon data and share with relevant parties .



ENGAGEMENT AND EDUCATION

- We partner with external stakeholders, training providers, and sustainability consultants to keep our teams informed and aligned with best practices.



WASTE

- We operate a comprehensive waste management system and strive to minimise waste and maximise recycling.



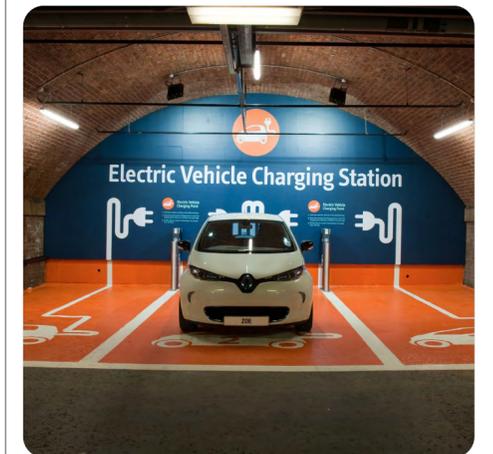
LOCAL SUPPLIERS

- Where possible, we source goods and services from local sustainable suppliers through a rigorous procurement process.



TRAVEL

- We encourage sustainable low-impact travel amongst staff, through initiatives like cycle-to-work and electric vehicle schemes
- We promote the green train ticketing platform **Trainhugger**.



SOCIAL IMPACT



We're committed to creating positive social impact by supporting people, purpose, and place through community-focused initiatives.

COMMUNITY ENGAGEMENT

- We partner with local charities and projects through donations, volunteering, and events like One Day at Christmas, hosted specifically for isolated individuals
- Our staff receive three paid volunteering days annually, to support a charity/s of their choice
- We host Open House events and invite the public to learn more about our work.



LOCAL BUSINESS & STAKEHOLDER COLLABORATION

- We host regular Destination for Business events with Greater Manchester Chamber of Commerce to support networking and learning
- We lead a venue collaboration group to share best practice and keep event enquiries within Greater Manchester
- We connect with local businesses and suppliers to ensure events benefit the Greater Manchester economy.



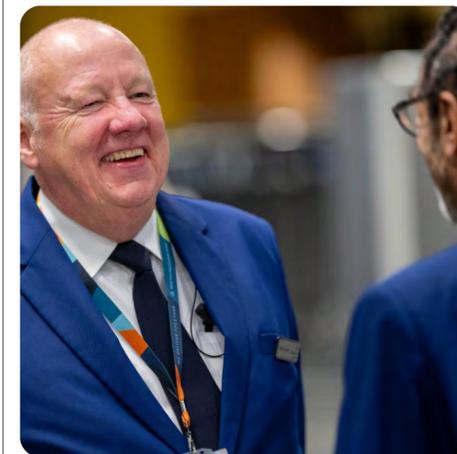
PEOPLE & TALENT

- We recruit locally and offer training and development opportunities for our teams
- We offer paid apprenticeship opportunities to nurture future talent
- We have partnerships with local universities to offer event volunteering opportunities, and skills development through student visits and presentations.



HEALTH AND WELLBEING

- We have a dedicated quiet room available for staff and visitors
- Our team includes trained mental health first aiders
- We offer an Employee Assistance Programme (EAP) to support staff wellbeing.



EQUALITY, DIVERSITY AND INCLUSION

- We're committed to inclusive access, with facilities like a Changing Places toilet and accessible venue design.
- We host Inclusivity Days to train and educate our staff and partners
- We operate a fair and inclusive recruitment process
- We're proud to be part of the Good Business Charter.
- We're a Real Living Wage employer.



LOCAL SUPPLIERS

- We work with and prioritise local suppliers and encourage event organisers to do the same
- We encourage organisers to use local volunteers to enhance skills and provide work experience.



ECONOMIC IMPACT



We're committed to supporting the local economy by attracting high-profile events that drive visitor spend, create jobs, and ensure the long-term growth of our venue and city – leaving a lasting, positive legacy.

For every **£1** spent at Manchester Central, on average **£6** is spent in the wider city



ATTRACTING EVENTS THAT DRIVE GROWTH

- We seek to host events that align with Manchester's pioneer sectors and growth ambitions. Events that are scalable, boost footfall and generate sustainable economic growth
- We prioritise events that deliver strong local economic and social impact through hotel stays, dining, entertainment, and retail spend
- We aim to maximise venue utilisation to ensure a full and efficient event calendar.



PROMOTING MANCHESTER AS A DESTINATION

- We showcase Manchester's strengths through sharing city accolades, news, and initiatives that position Manchester on the global stage, attracting the best events possible!



WORKING WITH YOU

ENVIRONMENTAL IMPACT



We work in partnership with organisers to ensure we understand event goals, share best practice and track impact, to ensure every event hosted with us is as sustainable as possible.

ENERGY

We share our venue initiatives, to help reduce our shared carbon footprint. We also provide energy data post event.

WASTE

We can share accurate waste data post-event.

TRAVEL

We can provide public transport information and promote walking and low-carbon travel options around the city.

HOSPITALITY

We can work with organisers to ensure sustainability is considered throughout all menus and catering choices, sharing menu carbon data post-event

LOCAL SUPPLIERS

We can recommend trusted local partners and suppliers, including sustainable exhibition stand builders, AV providers and carpet services.

SOCIAL IMPACT



We can support organisers enhance social value with expert advice, case studies, and best practices—empowering everyone, from planners to participants, to make a difference.

COMMUNITY ENGAGEMENT

We collaborate with local initiatives and can help clients engage delegates through volunteering, donations, and meaningful actions.

PEOPLE & TALENT

We can facilitate connections with local academic institutes and businesses to offer students and the local business community volunteering opportunities.

LOCAL BUSINESS & STAKEHOLDER COLLABORATION

We connect clients with local businesses and city partners to support event goals, including recommending expert local speakers through our networks.

LOCAL SUPPLIERS

We can recommend and facilitate connections with local suppliers.

HEALTH AND WELLBEING

We promote wellbeing as a core part of every event experience, and offer access to all our wellbeing services to organisers and their delegates.

EQUALITY, DIVERSITY AND INCLUSION

We can support organisers to ensure EDI has been considered throughout the event journey, sharing best practice and examples of accessibility, based on our experience of delivering a wide range of events with different needs.

Download the **Marketing Manchester Social Impact Guide**



Check out our **city walking map** and explore Manchester's green spaces and cultural heritage – making your visit more memorable!



ECONOMIC IMPACT



We help maximise the positive economic impact of events by driving visitor spend, supporting local employment, and ensuring benefits flow directly into the city's economy.

ATTRACTING EVENTS THAT DRIVE GROWTH

We can share economic impact data and collaborate with organisers to enhance each event's economic return and visitor experience.

PROMOTING MANCHESTER AS A DESTINATION

We encourage organisers to integrate local hospitality and cultural experiences into event programmes, ensuring visitors get the full Manchester experience.



Together, we can create a positive impact.
Speak to your account manager today

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