**MOSI 20 years on: a vision for the future**

It’s 2030 and you are visiting MOSI, the most exciting place to experience the past, present and future of science, technology, engineering and maths in the UK.

You check in at the boutique on-site hotel, then head out into the historic site. As you head towards Lower Byrom Street you stop to admire MOSI’s fusion of new and old architecture - imposing buildings from the site’s time as the world’s first passenger railway complemented by stunning and sustainable modern structures, all housing MOSI’s fascinating collections in innovative, interactive galleries showcasing the Museum’s key themes.

A heritage tram takes you through industrial, urban and green landscapes to the Irwell Dock where MOSI’s water transport and aerospace collections are displayed. You then hop on a water taxi to the former Granada studio complex, now the centrepiece of MOSI’s Communications collection. A quick walk along the cobbles then back to the main site for a demonstration of the latest blue-sky technologies emerging from MOSI’s science incubator, MadLab.

A stroll past MOSI’s striking new exhibition centre, which is hosting a major international science fair, and you’re at the heart of the site: the railway. Two hundred years after the first passengers boarded here, you take your seat on the replica *Rocket* steam locomotive for a fascinating trip on the original railway line to Rainhill, the place where it all began.

This is just a glimpse into what’s possible with the right support and investment. MOSI could be the most significant bridge between heritage, science, education, business and tourism the country has ever seen.

This is our vision; help us make it a reality.

**Creating the vision**

*MOSI in 2030 is not just a Museum; it’s a leisure and entertainment venue, a business and conference centre, an access point for education, a focus for local communities and a growing, thriving hub of new scientific research.*

*Most importantly, it’s still a fantastic day out.*

*Access to the core museum offer remains free for all with funding coming from a broad range of sources. This ensures that MOSI is not only independent but also protected from the risks of a single source dominated funding strategy.*

*It’s an ambitious vision – and this is how we’re going to make it happen…*

**Opening up**

MOSI embraces its geographic location and heritage in a variety of innovative ways, providing a multi-dimensional, multi-sensory experience for all right at the heart of the city. There are now multiple access points across the site, allowing MOSI to integrate seamlessly with neighbouring Water Street, Castlefield and Spinningfields developments. This not only enhances the visitor experience and adds a sense of cohesion to the city’s tourist map, but also opens up unlimited possibilities for future collaborations.

The route through the MOSI site, from Lower Byrom Street to the River Irwell, incorporates historic industrial finishes and soft parkland linked by large objects and interactives. These encourage visitors to explore the themes of the Museum (Buildings of the Revolution; Innovations and Innovators; The Great Industries) and key science, technology, engineering and science (STEM) topics as they move around the site.

**Getting around**

The River Irwell Dock, which showcases the development of water transport and its importance to the early industrial development of Manchester, is linked to the main MOSI site by water taxi. This also connects with key attractions in the Quays area: the Imperial War Museum North; Lowry Theatre and Gallery; and Mediacity. Boat hire is also available for more adventurous visitors as an alternative means of getting to all of these destinations.

The heritage tram system now runs the length of Liverpool Road linking the water taxi terminal on the banks of the Irwell to the intersection of Liverpool Road and Deansgate.

**Telling the story of Manchester**

The impressive buildings of the Industrial Revolution are complemented by contemporary structures, all of which house state-of-the-art galleries that bring the Museum’s collections vividly to life. The story of how Manchester shaped – and continues to shape - the world is told in a number of innovative ways including multimedia installations, costumed presentations, live science shows, participative “meet the engineer/scientist/mathematician/entrepreneur” sessions and high quality collection displays with interpretive text and interactivity. A visit to MOSI is a truly immersive and engaging experience.

*There are a number of new elements to MOSI in 2030. Some are brand new additions to the site; some are innovative new uses for existing spaces. All add to the vibrant cultural atmosphere of the site and contribute to MOSI’s aims of inspiring, educating and entertaining visitors.*

**Aerospace**

The new Aerospace Building on the edge of the Irwell is a gallery like no other. Entered from the top via a heritage railway stop or scenic elevator, the visually striking, inventive building is a model of contemporary museum design.

Visitors start their ‘flight’ down through the gallery with ‘How Aircraft Fly’. Here you can design and build your own plane, or select one of the 200 famous planes linked with Manchester and the NW and test it in a wind-chamber simulator. You can also design and test jet engines and experience the force of being propelled forward in a simulator ride of the P1A. This area is run and used by the Universities of Salford and Manchester aviation departments, giving students valuable experience and enhancing the universities’ public engagement agendas.

Your journey takes you circling down a gently sloping continuous ramp past suspended planes focussing on the AVRO story and associated companies. You eventually land at Ringway (Manchester Airport) where you learn about the importance of Airport City, complete with a video link to the Aviation Viewing Park.

**The markets**

Liverpool Road now has a vibrant, Covent Garden feel with the transformation of the Upper and Lower Campfield Markets into a high quality theatre space and food market respectively. These beautiful Victorian buildings are now engaging the public again as they did in their first heyday.

**The railway**

The absolute heart of the site continues to be its railway. The rail heritage of the site, now 200 years on from when it started, is reflected in the continued operation of *Planet* and enhanced by the recently completed *Rocket* replica which run on the enclosed MOSI lines linking the Shipping Shed, Station Building, Aerospace Building and Great Western Warehouse (with simple platforms at each.

Heritage steam operations run each quarter from the extended platforms outside the Shipping Shed, leaving MOSI for Edgehill and Rainhill and are proving massively popular with enthusiasts and families alike.

Servicing of West Coast Heritage trains and the MOSI collection of locos is managed in the Pineapple line workshop, the former Starlight theatre, acquired as part of the ITV land deal in 2012. Links with NRM and Pete Waterman have enable MOSI to set up apprentice schemes in rail heritage and maintenance, helping to keep historic skills alive and ensuring the future operation of MOSI’s railway.

**The future of innovation**

The new generation of innovators now have a permanent home at MOSI, setting the Museum apart from its competitors. The Museum’s multimedia and MadLab hub provides space for scientists, researchers and entrepreneurs to work on site, acting as an innovation incubator for new businesses. This enables MOSI to demonstrate live work and cutting edge developments as they happen. The BBC has located its *Bang Goes the Theory* programming at MOSI, linking in with the hugely successful MOSI SciFest, an annual event showcasing Manchester science past, present and future.

**Keeping costs down and revenue up**

*Major revenue funding is generated through three new commercial areas in association with key partners:*

**The Corrie Experience** a paid for attractionusing the old *Coronation Street* set and former Studio 4. Walk down the world’s most famous soap street before entering a studio tour to match any of those in the US, with opportunities to star in classic *Corrie* episodes and see how the new set operates at MediaCity. The attraction gives visitors the chance to interact with television and communications technology while celebrating one of Manchester’s most famous modern exports. The collaborative relationship with ITV and Experience Design has brought huge benefits to all parties.

**The Huskinson Boutique Hotel** in the bonded warehouse on the former ITV site is one of the best in Manchester. It is renowned for its impressive entrance area, which has been cleverly designed to provide a dramatic view of the Road Transport gallery, the home of the new Rolls Royce “early years” collection. An on-site hotel significantly enhances MOSI’s conference and banqueting offer, adds another dimension to the visitor experience and boosts Manchester’s reputation as a weekend break tourist destination.

**A new exhibition/event space** in the lower yard. The new structure complements the surrounding listed buildings with its lightweight roof which extends across the space and reflects the roofline of the 1830 Warehouse. This development has given MOSI a hugely flexible space which can be accessed from Water Street and driven directly into through hanger type doors. It has enabled the Museum to stage events, dinners and conferences for up to 500 guests, opening up new income streams and opportunities for collaboration.

**Controlled costs**

Despite the extended offer now at MOSI costs are controlled to ensure continuity regardless of the economic climate. The adoption of the National Trust staffing model using volunteers has been pivotal in achieving this, as has the scaling up and down of staffing for major projects. Funding these through the project has also removed significant fixed overheads.

Energy costs, previously the second most significant cost behind staffing, have been brought right down with the use of PV and ground source heating across the site, and by harnessing the steam engines in the Shipping Shed to generate electricity while they are being demonstrated.

**The last word**

The MOSI of 2030 could be to science education, tourism and business what the Liverpool-Manchester Railway was to transport in 1830.

The site, now as then, presents a focal point for new ideas, new experiences, a glimpse into future possibilities and the prospect of an incredible and exciting journey.

MOSI has always been a centre of innovation and the cornerstone of Manchester’s historic contribution to the world. In 2030 it could not only be the custodian of that unrivalled heritage, but also a catalyst for future achievements in the region and beyond.

Through this ambitious vision, MOSI can play a vital role in increasing educational attainment by inspiring young people to progress to higher education and become the next generation of Manchester scientists and engineers.

**MOSI 2030 Strategy**

Core to the realisation of the MOSI 2030 vision will be an overarching strategy that delivers a clear business benefit to all that work with the Museum.

*A partnership with MOSI is good for your business.*

Defining the strategic partner organisations will be intrinsic to this strategy, as will identifying the influencers and cross-referencing to get the outcome MOSI desires.

These strategic partner organisations will all have different motivations, spheres of influence and objectives, but it will be through our ability to identify the specific aspect(s) of their business that can only be delivered by working in partnership with MOSI that will enable us to achieve the 2030 Vision.

Once these aspects have been identified tailored strategies for each organisation will be devised to ensure our engagement and communications are appropriate and which influencer and/or lever will be used.

**Defining the categories of partner organisations**

**Primary**

The discussions and/or actions of these organisations will significantly impact on the delivery of the 2030 Vision. Without key strategic links and influence on these organisations our plans will be at risk.

**Secondary**

Still influential and require to be brought on-board with the MOSI plans but the 2030 Vision will not be derailed if not fully engaged.

**Influencers**

Almost as important as the Primary group but won’t take direct decisions and/or actions on the specific business area of interest but may shape policy, political will, media coverage or broader strategic decisions. Typically these will be the likes of English heritage, GMPTE, regulatory bodies. These bodies may appear repeatedly across a broad range of Primary partners.