

MANCHESTER  
1824

The University of Manchester

Guidelines for communicating our

# history and heritage



# 1.

## About history and heritage at the University



## Introduction

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The University of Manchester was the first and most eminent civic university and our teaching and research has helped shape the modern world.

Our origins lie in workers' and medical education, and in the establishment of a non-sectarian university college. These foundations gave us the liberal and progressive values to think freely, challenge social and intellectual boundaries, and make original contributions to learning that have resonated through time and across the world.

We've furthered the frontiers of knowledge and, through our symbiotic relationship with Manchester, the world's first industrial city, forged the industry, business and science for which we're known around the world.

Many of the world's most influential thinkers have been part of our intellectual community.

The 25 Nobel Prize winners in the sciences and economics who have worked or studied at the University are complemented by outstanding achievements in the arts, social sciences, medicine, computing and radio astronomy.

As a provider of higher education and a prestigious research institution, we're constantly judged on our impact and rankings. These things are, of course, crucial to our ongoing success, but they're only part of our story.

Our history is crucial to our reputation, identity and character. Our past achievements underpin our current reputation and the individuals and ideas that we are associated with inform our identity and character. Our statistics may inform, but our story should inspire.

It's therefore important that we treat our history with respect and protect it from misrepresentation.

This guide will:

- Help you understand why our history and heritage are important to the University;
- Show you how our history and heritage help the University meet its strategic objectives;
- Demonstrate how you should employ our history and heritage in your own communications.

The guidance in this document should be followed on all communications which focus on our history and heritage. If you're unsure how these apply to your work, please contact us.

## About the University's history and heritage

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The University of Manchester is committed to researching and conserving our rich history and heritage, and to engaging students, staff, alumni and the public with our past. We are the only UK university to have a full-time, dedicated University Historian and Heritage Manager.

The University Historian is the guardian of the institution's history and plays a key role in determining how the University presents its past. The University Historian should be consulted on all major projects concerning our history for guidance on how it should be presented.

For further information on our history and heritage, please see the resources listed on p5, or contact:

James Hopkins  
University Historian and Heritage Manager  
Tel: +44 (0) 161 306 3075  
Email: james.hopkins@manchester.ac.uk

# 1.

## About history and heritage at the University

### What are history and heritage?

The words 'history' and 'heritage' are often seen together, but they mean different things.

#### History

History refers to the events that have taken place in the past; an institution's history will encompass things like its formations, achievements, people and development.

#### Heritage

Heritage describes the way in which history is preserved for future generations. This can be through physical objects like historic architecture and collections, or through more cultural things such as language, crests, costume and traditions.

### The University's history

Our origins as England's first civic university are closely linked to Manchester's development as the world's first industrial city. The University of Manchester, in its present form, was created in 2004 by the amalgamation of the Victoria University of Manchester and the University of Manchester Institute of Science and Technology (UMIST).

Both of these institutions also have their origins in earlier predecessors.

The University's history is broad and diverse, encompassing not only our predecessor and current institutions but also the academic departments, clubs and societies that have existed here through the years.

In addition, our history also encompasses a number of other important areas:

- The research work that has been undertaken at the University, which also links to the broader histories of subjects and disciplines;
- The history of teaching and education;
- The social and cultural history of our staff and students, which includes their social lives, clubs and societies;
- The history of our alumni and what they went on to achieve;
- Our history as part of the city and region and our interaction with those communities.

Important information and documents about the University's history are stored in the University Archive. There are also many other resources to find out more about the University's history. Please see the resources section on page 5.

### The University's heritage

The University of Manchester's history is evident in our architecture, built environment and historic collections.

The first buildings for our predecessor institutions, the Manchester Mechanics' Institution and Owens College, were in the city centre. Construction of the buildings on the Oxford Road site commenced in the 1870s and the Old Quad, as it is now known, was completed in 1902. In addition to the Old Quad, the University has a number of buildings which are historically important, either because of their architecture, their purpose or the individuals and events associated with them. Buildings that are connected to historically important people are often marked with a commemorative plaque and key individuals from our past are commemorated in the naming of some of our buildings.

The University Collections contain a huge number of objects, including art, gowns and historic teaching and research objects. Some of these objects are on display but a large amount are also in storage. The University Collections are separate to the celebrated collections of the Manchester Museum, Whitworth Art Gallery, Jodrell Bank Discovery Centre and the University Library's Special Collections.

# 1.

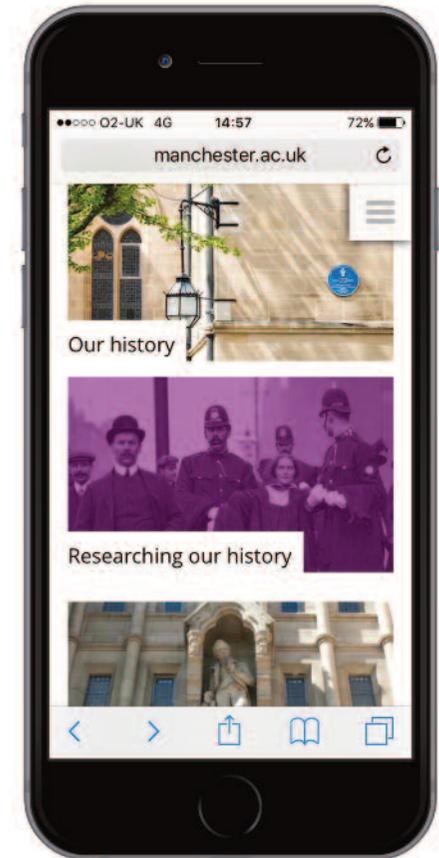
## About history and heritage at the University

### How we present our history and heritage

You'll encounter materials presenting our history and heritage across the University. Here are just a few examples.



Our booklet on the University's history 'Knowledge, wisdom, humanity'



Our website



Our displays in the public realm

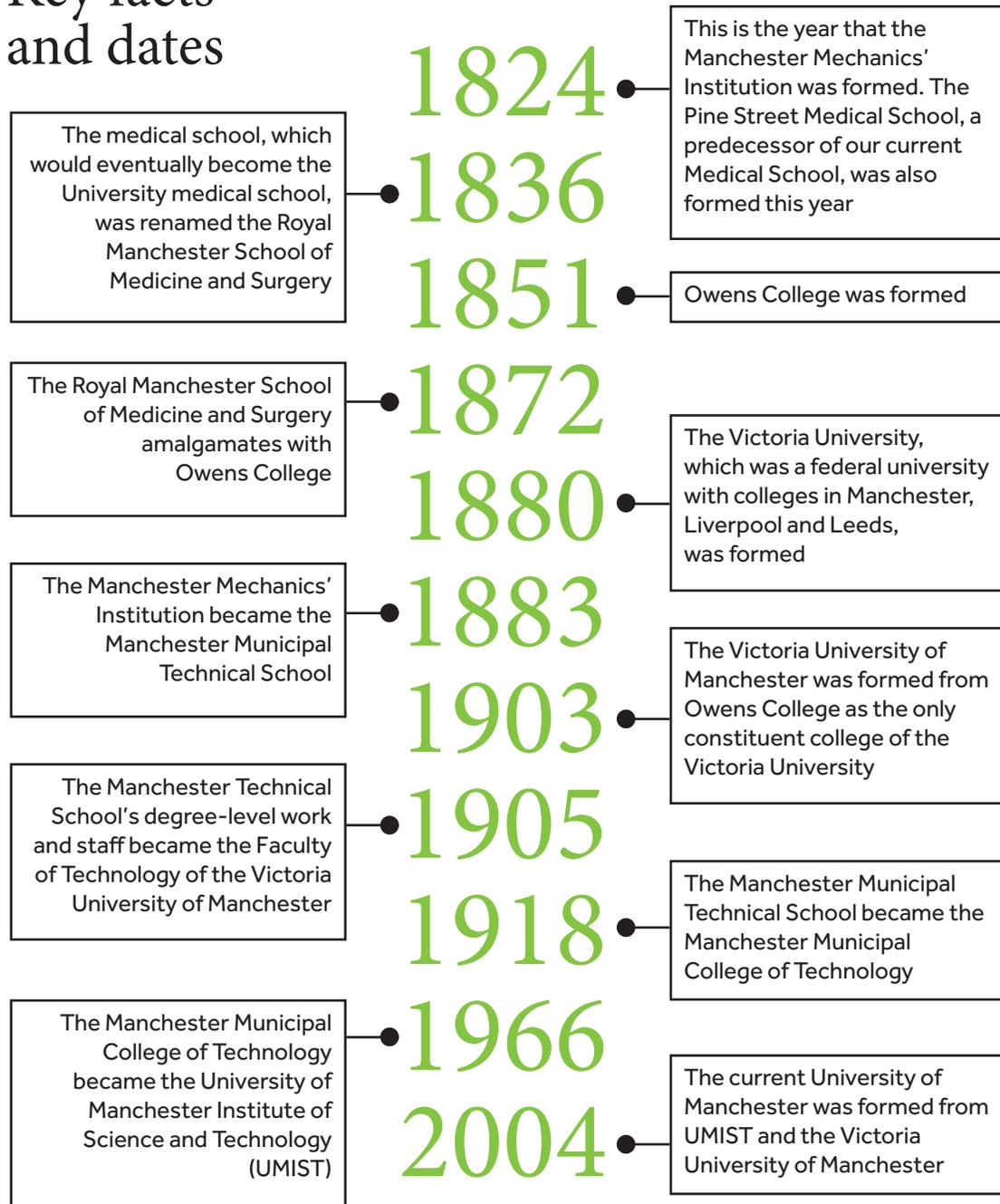
# 2.

## Understanding our history and heritage

The roots of the University are not easily untangled, and it is easy to get lost in its history without a clear idea of what it is you're looking to communicate.

Before you start producing your material, have the key dates to hand, make yourself aware of the common errors and know where to look if you're unsure.

### Key facts and dates



# 2.

## Understanding our history and heritage

### Common pitfalls

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There are many mistakes that can be made when writing about the past. To be safe, always make sure you communicate the facts clearly so that there is no misunderstanding.

#### Take care with dates

In some instances, you may find that there isn't a clear date for something you're trying to communicate. For example, it's sometimes difficult to pin down a date for the origins of a department because that date could be when the first professor was appointed, when a course started or when it became a separate entity within the University.

#### Keep things in perspective

While the University can count many landmark moments among its achievements, we shouldn't overemphasise the importance of people or events. Doing so risks tiring people to the impact of our history or worse, narrowing it to specific events.

#### Be sensitive

Be sensitive to others' history. Don't try to claim credit for the University where we have a tenuous link to an event or person – for example, Henrich Engels conducted work around the University but he had no affiliation with us. Similarly, while Manchester was crucial to the development of atomic physics, we were not involved in the design of nuclear weapons!

Be sensitive to how communicating our history in a particular manner might cause offence. For example, don't overuse particular groups as examples from our past, and consider how best to represent the diversity of our community.

Avoid words which seem to give value to groups such as 'poor people', 'normal people'.

#### Check the full details

Don't assume that the people we speak of as 'our' Nobel Laureates studied or conducted the work that won them the Nobel Prize at the University. Many won them before or after they worked or studied here.

If you're communicating about a person or event, check to see whether there is another side to the story. For example, we often use Christabel Pankhurst as an example of a woman who fought for equality. However, it would not be appropriate to use her in the context of World War I, as during that time she was part of a campaign to shame men who were not in uniform or away fighting.

#### Resources

There are many resources available to help you find out about our history and heritage. Below are some of the key sources that you may wish to consult.

The History and Heritage sections of the University website: [www.manchester.ac.uk/heritage](http://www.manchester.ac.uk/heritage)

The University Archive  
[www.library.manchester.ac.uk/search-resources/guide-to-special-collections/uomarchives/](http://www.library.manchester.ac.uk/search-resources/guide-to-special-collections/uomarchives/)

*Knowledge, Wisdom, Humanity: Portraits from Our Past.* Available online or in print form from the University Visitors Centre in University Place.

Charlton HB. *Portrait of a University, 1851–1951: To Commemorate the Centenary of Manchester University.* Manchester: Manchester University Press, 1951.

Cardwell DS (ed). *Artisan to Graduate: Essays to Commemorate the Foundation in 1824 of the Manchester Mechanics' Institution, Now in 1974 The University of Manchester Institute of Science and Technology.* Manchester: Manchester University Press, 1974.

Pullan B (ed). *A Portrait of The University of Manchester.* London: Third Millennium Publishing, 2007.

Pullan B and Abendstern M. *A History of The University of Manchester, 1951–73.* Manchester: Manchester University Press 2000.

Pullan P and Abendstern M. *A History of The University of Manchester, 1973–90.* Manchester: Manchester University Press 2004.

The Thridlight image database contains a section of historic images which are available to use.

The University Library's Special Collections also has a large number of historic University photographs. Please see p8 for more information on images.

# 3.

## How to promote our history and heritage

When communicating our history and heritage, we want to express the significance of the people, ideas and times that have helped form the University. We also want people to engage with our story and be eager to learn more.

## In words

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### Key themes

Our foundations and development have instilled a set of principles and values in the University that are evident in our history and heritage and important for how we operate today.

Four central themes sit at the core of our history and heritage communications:

- **Progressive:** we are a liberal and progressive institution.
- **Revolutionary:** we have been, and still are, revolutionary in our approach to teaching, research and our responsibilities to society.
- **Civic:** our roots in Manchester and the north-west of England have shaped our institution, but we have always welcomed those from elsewhere and projected our contribution out into the world.
- **Inclusive:** we have a long tradition of being an inclusive and diverse institution.

Use these as a guide and a starting point for any copy you're producing about the University's past.

As outlined on page 3, the University's organisational history is complex. It is good practice to be clear which of our predecessor institutions you are referring to.

If listing the institutions would become cumbersome or inappropriate, you should refer to 'the University'. The current University embodies all of its predecessors and this can therefore be used to refer to all the institutions in our past as well as the present-day University.

### Key messages

*The University was the **first and most eminent of the civic universities**, furthering the frontiers of knowledge but also contributing to the well-being of its region.*

*Our origins as England's first civic university are **closely linked to Manchester's development as the world's first industrial city**.*

*From the 1860s the College found a new vision. Its leading professors looked to the model of German universities which stressed the **creation of knowledge, not simply its transmission**.*

*Since John Owens stipulated that the college founded in his name should have **no religious tests** for entry – and the Mechanics' Institution pushed to **extend education to the working classes** – the University has sought to welcome students and scholars to our community **based on their merits**.*

*For more than 190 years we have been **breaking down the barriers** that limited access to education and **pushing the boundaries** of human knowledge.*

*We can lay claim to **25 Nobel laureates among our current and former staff and students**, from JJ Thompson in 1906 to Andre Geim and Kostya Novoselov in 2010.*

*The University's history is closely intertwined with the **vision of philanthropists** such as John Owens, Charles Beyer, Sir Joseph Whitworth and Richard Copley Christie, who made its existence possible through their desire to shape Manchester as a place of outstanding education and research.*

Through our history, the University has been a place where individuals from all over the world have worked and studied. Together we have made hugely significant contributions to knowledge which have rippled outwards and across the world.

# 3.

## How to promote our history and heritage

### Tone of voice

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In addition to the following guidelines, you should acquaint yourself with the University's tone of voice guidelines at [www.brand.manchester.ac.uk/written-word/tone-of-voice](http://www.brand.manchester.ac.uk/written-word/tone-of-voice). When presenting our history and heritage you may be required to communicate with a wide variety of audiences, so always keep them at the forefront of your mind.

#### Let the facts speak for themselves

Manchester has made an impact on the world in many fields, from atomic physics to literature. We're fortunate to be able to give many examples of pioneering work.

##### Example:

*The University of Manchester has a global reputation in digital computing. Our contributions to the field include the world's first stored-program computer and the most powerful computer of its time, the Ferranti Atlas.*

In this example, the fact that the world's first stored-program computer and the Atlas computer were developed at the University is very impressive. By presenting these facts simply and clearly, the message that the University has pushed frontiers and made an important contribution to society is obvious.

#### Make the link to Manchester

Manchester has historically been an environment in which pioneers can achieve their goals, allowing Alan Turing to work on the world's first stored-program computer, or Andre Geim and Kostya Novoselov to run the playful experiments that led to their landmark isolation of graphene's properties. A breakthrough may have been made by one person, but be sure to place it in the broader context that the University offered.

##### Example:

*While Manchester's computer scientists created the first computer in the world to run a stored program, Desmond Paul Henry chose instead to welcome the unpredictability of his machines, combining a mastery of mechanics with a fascination for experimentation.*

In this example, we have made clear that Desmond Paul Henry was not working in isolation, but was inspired and enabled by working at the University.

#### People react to people

Our history was made by people and we want it to inspire people today. One way to engage them is to tell the human story; allowing them to identify with the individuals whose achievements have defined Manchester.

##### Example:

*The Christie Library was built in 1895–8. It was the gift of Richard Copley Christie, a Manchester mill owner from Edale in the Peak District. Christie was educated at Lincoln College, Oxford, where he learned to be a literary scholar and to see scholarship as a vocation central to universities – not a common view at the time, except in Germany. His philanthropy provided a library that served the whole University, apart from medicine, until the Arts Library was opened in 1937.*

In this example, the power of individuals to make lasting contributions to the University and our world is clear. By including personal details, the reader is able to see the achievements in a more personal light.

#### Think about the present – and vice versa

Many moments from the University's past continue to resonate today, persuading prospective students looking for a welcoming yet dynamic place to study, and progressive businesses looking to invest in new technologies. A spirit of discovery and innovation runs from our roots to our present, and, where appropriate, we should use each to reinforce the other.

### When to use our history

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We want to talk about our history and heritage where it adds value, not as a gimmick; it should inspire but retain reverence; promote but not cheapen. First and foremost, it's our story – it's not something we should diminish through overuse or inappropriate tone.

##### Examples:

*Increasing access to higher education has been at the heart of the University's purpose ever since the Mechanics' Institution pushed to extend education to the working classes. This commitment continues today, as we welcome more students from lower-income backgrounds than any other English Russell Group university.*

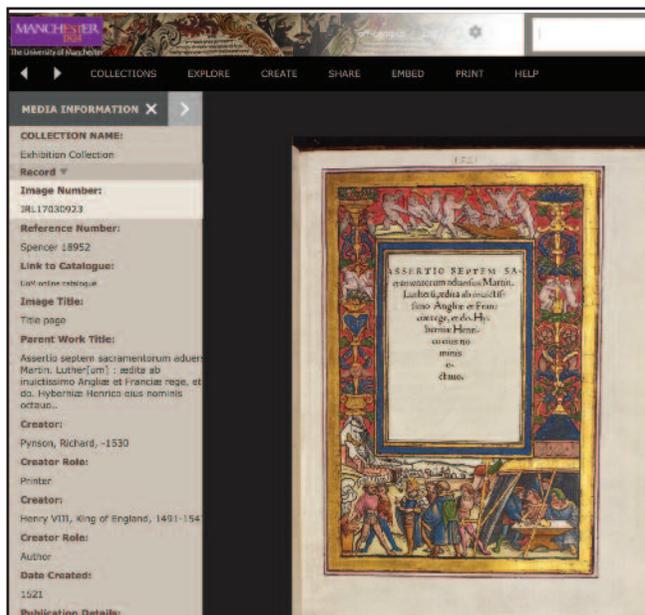
*The world's largest radio telescope, the Square Kilometre Array, will be headquartered at the University's Jodrell Bank. It's fitting that the home to the Lovell Telescope, which itself was the largest of its kind when built in 1957, should be chosen as the international centre for this enormous project.*

# 4. Use of images

## Luna

If you require images depicting the University's past, you can search Luna, The University of Manchester Library's image collection:

[www.manchester.ac.uk/luna](http://www.manchester.ac.uk/luna)



## Third Light Image Management System

The University's Division of Communications and Marketing also maintains an image library that features a range of more commonly used historic photos. If you have a specific photo request, you can get in touch with the University Historian and Heritage Manager, James Hopkins ([james.hopkins@manchester.ac.uk](mailto:james.hopkins@manchester.ac.uk)), or the University's Film and Image Coordinator, David Gennard ([david.gennard@manchester.ac.uk](mailto:david.gennard@manchester.ac.uk)).

For more detailed guidance on imagery, visit our brand website:

[www.brand.manchester.ac.uk/visual-identity](http://www.brand.manchester.ac.uk/visual-identity)



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## Copyright acknowledgement for imagery

When using images that are subject to copyright, you must acknowledge the copyright owner. If you're unsure, approach the source for direction.

### Example acknowledgement for externally sourced images:

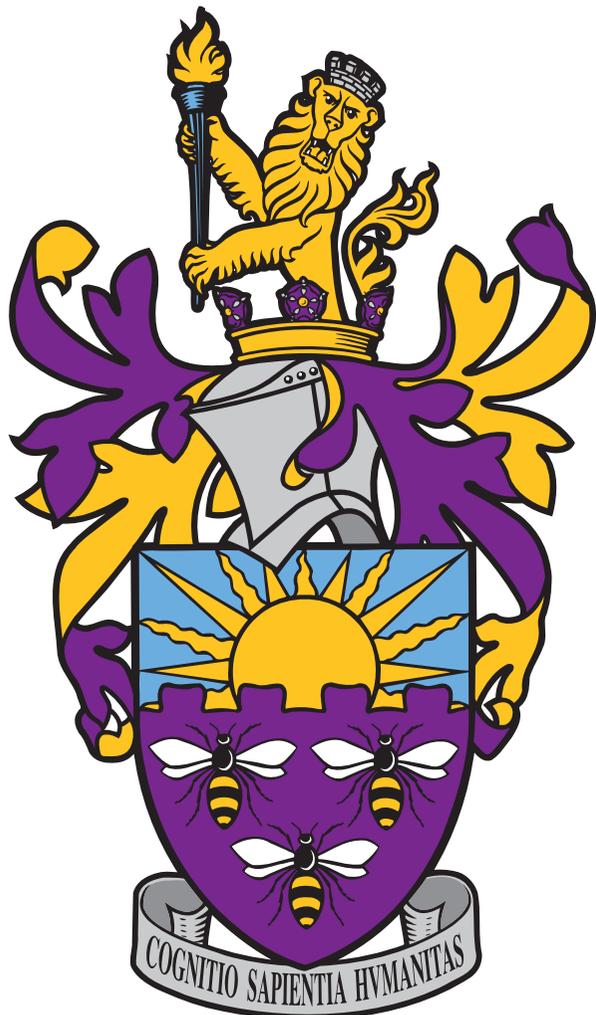
© 2017 Manchester Libraries, Information and Archives (Manchester City Council), all rights reserved

### Example acknowledgement for internally sourced images:

© 2017 The University of Manchester, all rights reserved.

# 5.

## The University crest



Our crest embodies the history and traditions of The University of Manchester and is typically only used in the following contexts:

- On graduation and other ceremonial materials
- On sports kits and on other Athletic Union materials

For any other uses of the University crest, you must first seek permission from James Hopkins, University Historian and Heritage Manager ([james.hopkins@manchester.ac.uk](mailto:james.hopkins@manchester.ac.uk)) and Jane Naylor, Design Manager ([jane.naylor@manchester.ac.uk](mailto:jane.naylor@manchester.ac.uk)).

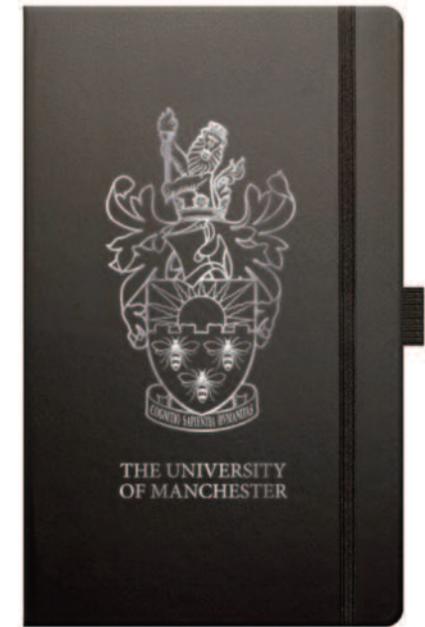
For full directions and guidance on the use of the University crest, please visit our brand website. [www.brand.manchester.ac.uk/visual-identity](http://www.brand.manchester.ac.uk/visual-identity)

Downloadable versions of the University crest are available on request from Jane Naylor at [jane.naylor@manchester.ac.uk](mailto:jane.naylor@manchester.ac.uk).

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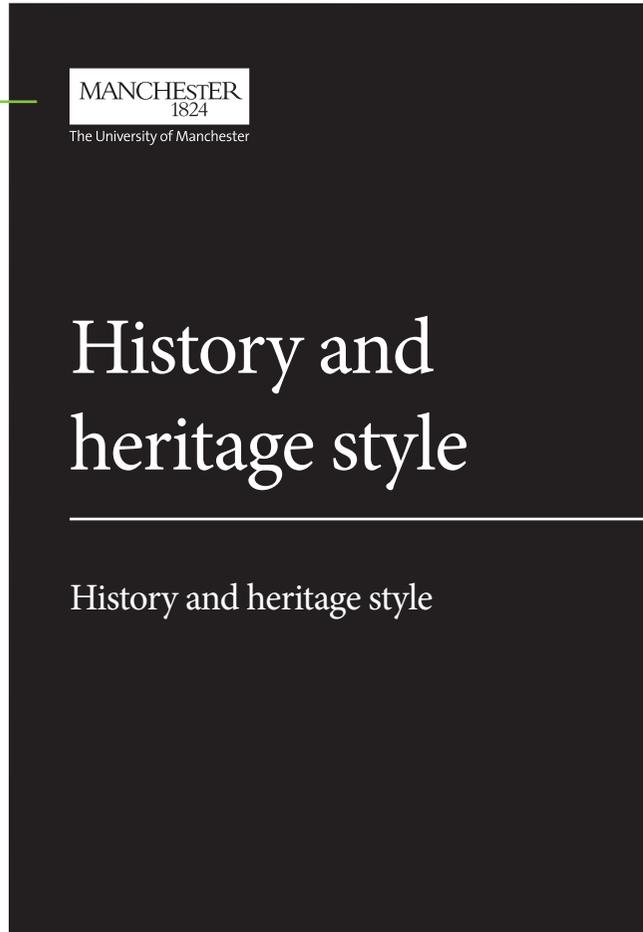
## Examples of history and heritage style

Where possible use white on black to achieve our distinctive history and heritage style

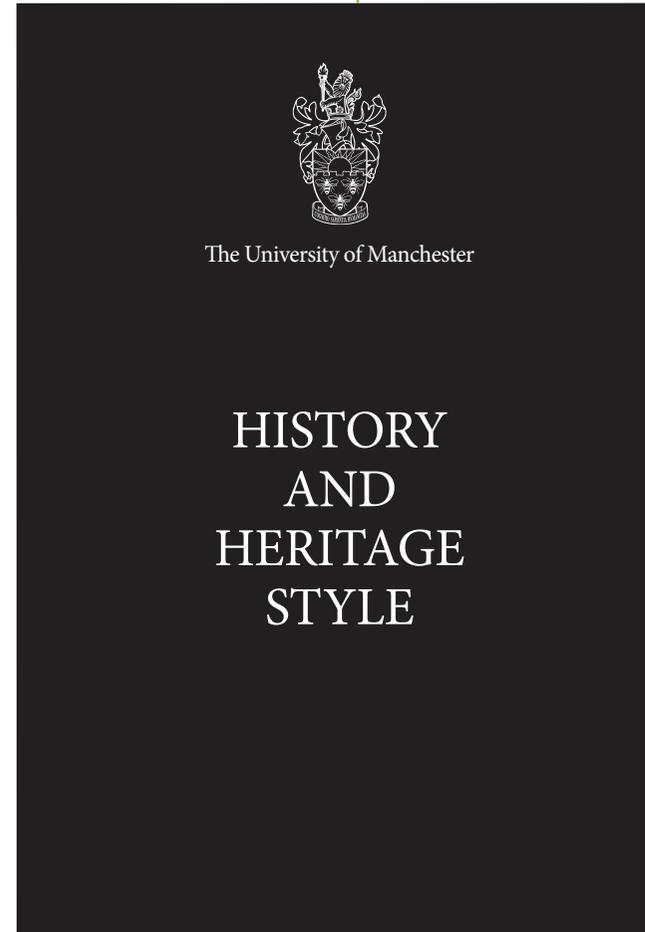


# Sample front covers

'White-out' version of The University of Manchester logo to appear top left. The University of Manchester logo is available to download at [www.manchester.ac.uk/brand](http://www.manchester.ac.uk/brand)



Where possible use white on black to achieve our distinctive history and heritage style



## Sample wall plaque

Sometimes it's appropriate to use the University logo and crest

MANCHESTER  
1824

The University of Manchester



# Christabel Pankhurst

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# Sample exhibition panel

## The Christie Library



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# Sample building hoarding

## About University History and Heritage

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## John Owens Building

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JOHN OWENS



## Blue plaques on this campus

### William Lawrence Bragg

1890 – 1971  
Physicist



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Location of plaque:  
Martin Harris Centre  
for Music and Drama

### Anthony Burgess

1917 – 1993  
Writer and  
composer



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Location of plaque:  
Samuel Alexander Building

### Friedrich Engels

1820 – 1895  
Social  
philosopher  
and writer



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Location of plaque:  
Aberdeen House, Whitehall Park