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**Salford Foundation hosts first Social Mobility Conference at MediaCityUK**

**[Images available here:](#)**



**Image reference: Prof Nic Beech – Vice Chancellor University of Salford, Phil East – CEO Salford Foundation and Mia & Ayaan – Students of Lowry Academy**

Salford Foundation successfully hosted its inaugural Social Mobility Conference at BBC Media City on 11th October 2024. The event, themed “Young People and The Future of Work,” brought together leaders from business, education and the community to discuss how young people can be better supported to improve their social mobility and prepare for their future.

The conference, which comes at a critical time following the establishment of a new Labour Government, reflected the growing national focus on driving economic growth by investing in the workforce of tomorrow. The event emphasized the importance of collective action in supporting young people’s career readiness, particularly for those from disadvantaged backgrounds.

Phil East, Chief Executive of Salford Foundation, highlighted the success of the event, stating: “The conference was a tremendous success. For over 30 years, Salford Foundation has been helping young people prepare for their future working lives, and our supporters in the business community have played an integral role in this mission. By bringing together leaders and experts at this critical moment, when a new government is focusing on growing the economy and equipping the workforce we were able to address key issues and work toward breaking down barriers to opportunity.”

Phil added: “It’s essential that we invest in young people now, especially as they continue to face challenges from the legacies of the pandemic and the cost-of-living crisis. Our young people are the future of work, and we must ensure they can reach their full potential, both socially and economically.”

The conference agenda included several insightful keynote speeches and panel discussions including, Sean Turner, Global Head of Issuer Services Operations at BNY, Nicola Crowther, Head of Audience Engagement at BBC and a fireside chat with Professor Nic Beech, Vice Chancellor at the University of Salford.

The event showcased the power of collaboration between businesses and employers in the Greater Manchester City Region. Participants engaged in panel discussions and networking sessions, emphasizing the importance of providing young people with essential skills, real-life experiences, and smooth transitions from education to employment.

Attendees were encouraged to commit to investing in Greater Manchester’s youth, helping to secure a brighter, more inclusive future for the region.

Supported by BBC and Morgan Sindall, the event not only brought key issues to the forefront but also laid the groundwork for future partnerships and initiatives aimed at fostering social mobility for young people in Greater Manchester.

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**About Salford Foundation**

Founded in 1990, Salford Foundation has supported vulnerable and disadvantaged communities across Salford and Greater Manchester. The charity aims to build a fair society where everyone has access to the opportunities and resources needed to reach their full potential.

**About MediaCity**

MediaCity is a waterside community that's part of Salford Quays in Salford, Greater Manchester. It's home to some of the world's most exciting creative, tech and media brands, from BBC North and ITV to Ericsson, Kellogg's and over 250 creative and tech businesses.

Three education establishments are based there, including the University of Salford's dedicated MediaCity campus, while at its heart is HOST, the Home of Skills & Technology, which supports innovators in data, analytics, cybersecurity, AI, gaming, and immersive technologies. Alongside a growing roster of local, independent food, drink and retail operators is a dedicated shopping centre, parks, and public spaces, and one of the UK's most visited arts centres, The Lowry. Sustainability is core to MediaCity's future: home to the UK's largest cluster of net zero carbon buildings, it has two dedicated Metrolink tram stops, while 100% of its energy comes from renewable sources. It is also a popular residential neighbourhood, with MediaCity as a whole set to double in size within the next decade.

MediaCity is a joint venture between Peel and Landsec. Together, their inclusive and collaborative approach to the development of MediaCity will ensure that it grows into a community united by creativity, and a place of play, imagination, and innovation.