

British Broadcasting Corporation Room 5168 White City 201 Wood Lane London W12 7TS



BBC at MediaCityUK

Professor Laurie Wood
Executive Director Enterprise & Development
Faraday House
The University Of Salford
Salford
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5th January 2009

Dear Laurie,

I am delighted that Salford University are so committed to developing a campus at MediaCityUK on Salford Quays.

As you know the BBC are planning the biggest shift in people, production and power in our history by moving five departments to Salford – BBC Sport, BBC Children's, 5 Live, parts of Future Media & Technology and BBC formal learning. These departments will join the current BBC Manchester operations to create a forward-looking presence for the BBC on one of the most significant media developments in the world. A strong physical academic presence in the form of Salford University will do much to stimulate that development, helping it to become a more diverse digital city.

The BBC has established relationships with a number of HEIs in the North and the physical location of the University of Salford on MediaCityUK can provide the logical gateway for other HEIs to engage with the site. In addition Salford will provide a valuable contribution to the talent pool, research agenda and community engagement at MediaCityUK for both the BBC and other media and digital businesses. The close relationship between our two organisations has already resulted in a number of mutually beneficial collaborations across a range of disciplines from research and course development to engagement with schools through BBC Blast. Our co-location on MediaCityUK will hopefully allow us to continue and build upon these collaborations.

I wish you every success with your plans for MediaCityUK and very much look forward to working with you.

Yours sincerely,

Genevieve Lawrence
Joint Programme Director, BBC at MediaCityUK

