

Managing and marketing city centre Manchester



Working with you

The past twelve months have certainly been eventful. Against a backdrop of economic uncertainty, and even civil unrest at one point, we're proud that CityCo has been able to work so closely with its partners and members to ensure that Manchester city centre continues to thrive. The city centre is the economic driver, not only of the city region, but of the entire Northwest and CityCo is privileged to play a part in its success.

In a varied and busy year, we are especially proud of the business support we provided both during and after last August's riots. This period demonstrated the optimism, vibrancy and energy of the city when working collectively – one of our greatest assets. Working with partners on the 'I Love MCR' campaign demonstrated our combined ability to bounce back and turn a crisis into an opportunity.

The past year has seen CityCo continue to grow, joining forces with the Piccadilly Partnership and working closely with Northern Quarter and Chinatown communities to strengthen the very special contribution these 'city villages' make to the attractiveness of the city centre.

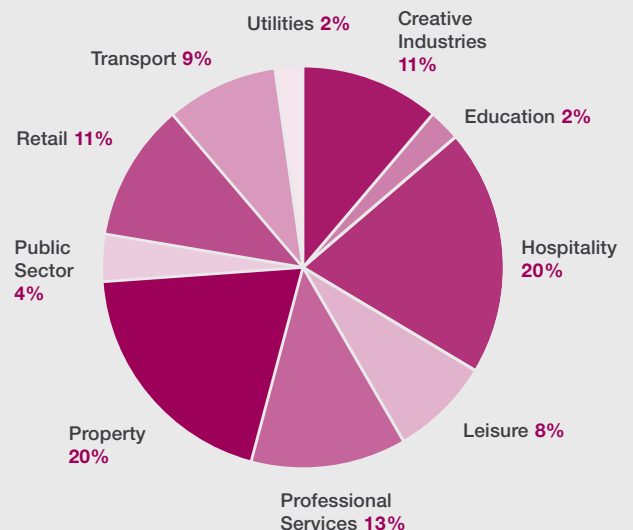
CityCo members come from all of the sectors that make up the city centre's economy. Our focus is to ensure that our members have a strong voice at the city's 'top table', have the opportunity to talk together at the highest level and to shape our city's future. With the changing public-private landscape, it is now more vital than ever to start new debates about how the private sector can work together for the benefit of all. This is why we are working closely with city centre retailers on the potential for the city's first Business Improvement District.

This year we'll continue to build cross-sector relationships through our events, projects and conversations. The CityCo network is your network and there are many opportunities to tap into. We look forward to seeing you at one of our events and working with you this year to deliver more for Manchester.

Rowena Burns, CityCo Chair & Chief Operating Officer Bruntwood

CityCo and Piccadilly Partnership – our members

As a CityCo member you're in good company. Our network has grown in the past year to over 90 businesses across sectors including retail, property, hospitality, leisure, transport, creative industries, education, utilities, professional and financial services and public sector.



2011 Highlights

Manchester Garden City

Launched with BDP architects, Manchester Garden City aims to green the city, building pocket parks, revitalising green spaces, encouraging community gardening and increasing biodiversity.

Our first project delivered canal-side planting in the Piccadilly Basin in a step towards fulfilling the area's potential as an inviting waterside destination. Our celebrated Grow Boxes, tended by volunteer residents, quickly turned into blossoming mini-allotments.

Following the Tatton Flower Show, we found a permanent home for Danielle Coray's RHS Gold Award-Winning urban orchard in St John's Gardens. A first for Manchester, the garden provides a new, sheltered oasis to watch the world go by.

Our third scheme delivered a pocket park for local workers and residents around the Northern Quarter's Church St car park. The site has been landscaped, Grow Boxes installed and quirky seating spots are ready for picnickers.

We have also identified sites for roof-top greening projects and want to encourage a network of green roofs, beehives and planters.



Heart of Manchester Retail BID

Manchester is a great city, but is always restless for greater success. In October 2011 we started a conversation with retailers across the city centre about developing Manchester's first Business Improvement District (BID).

BIDs are a fair way to raise funds for promotional projects and improvements and have brought many benefits to towns and cities across the UK and worldwide – think London's West End, Camden and South Bank and downtown New York, LA, Vancouver and Auckland.

This is Manchester's opportunity to elevate our own offer to the next level. We've enjoyed starting the debate and are now continuing to talk with retailers about our vision for an exceptional city centre experience.

City Villages

A key CityCo priority has been developing and strengthening the unique characteristics of our Piccadilly, Northern Quarter and Chinatown 'city villages'.

Our work has included holding lively independent business forums, repainting the Chinese Pagoda, installing cycle racks, working with an innovative outdoor art collective in the Northern Quarter and facilitating the 'N4 Loves U' and Royal Wedding street parties – attended by over 20,000 people.

Working with the Piccadilly Partnership we've delivered fun family events in Piccadilly Gardens. The Manchester Picnic attracted 15,000 visitors in the summer, 5,000 more than in 2010, who enjoyed the quality food, drink and family entertainment. The Ice Bear and Lowry to Life public art installations also proved popular attractions. These events helped make Piccadilly a truly family-friendly space.



Looking Ahead

This year, we'll continue to deliver our day-to-day services to members and build on the success of our initiatives last year. We will focus on a few specific areas of activity.



Manchester Garden City – Waterways

Delivering more Manchester Garden City schemes is a key priority. Our long-term aim is to bring the waterways back to life. We imagine mini parks, pop-up forests, shady seating, tree-lined streets, blooming Grow Boxes, buzzing beehives, green walls and roofs, flowering balconies and innovative art installations.

One key location is the Rochdale Canal and, working with a host of partners including the Canal and River Trust, National Trust, Manchester City Council, businesses and resident groups, we will reclaim and re-energise the Canal to create a genuine green route – a bio-diverse, safe, clean and enjoyable pathway through the city centre.

There are some issues to be tackled, such as anti-social behaviour, litter and graffiti, so we'll be working closely with partners to develop longer-term solutions.

We are also working with Salford and Manchester City Councils to build on the excellent work being done along the Irwell to make the connections between the city centre and the Quays and to enhance the river at the heart of the two cities.

Heart of Manchester Retail BID

We will continue our work with retailers on the potential city centre Business Improvement District. The next six months will be spent in close consultation with businesses; we can only progress if there is a real need and desire to put a BID in place.

There are many options for the BID's focus including marketing, events, security and greening initiatives, and we need to work through all of the possibilities.

The beauty of the BID is that it will put businesses at the heart of the city centre's future. If we get the go-ahead, we'll be developing a full business plan by the autumn in order to go to ballot later in the year. We believe this could be an exciting opportunity for Manchester.

Animating the City

We are delivering a series of family-friendly events this year, which will tie into our improvements to the waterways. One focus is the Rochdale Canal and, working with partners, businesses and volunteer groups, we will link up with existing festivals as well as introducing fresh, innovative ideas. Our long-term aim is to bring the watersides alive, excite people and encourage lots more use along the routes.

Another focus is a series of fun, family-friendly events in Piccadilly Gardens during the spring and summer – building on the success of our Manchester Picnic – as we continue to promote the gardens as a welcoming space for everyone to enjoy.

We will also provide support for civic and commercial events where there is benefit, for example helping with the city's Cultural Olympiad celebrations.

Service Delivery

We have always worked closely with our members and partners to ensure that the private sector in the city centre can operate effectively.

In a changed funding environment, we'll be developing innovative ways of tackling the issues and providing members with an opportunity to access economies of scale as we coordinate services and products to improve the public realm.

Members will be able to access joint procurement in areas such as street cleansing and targeted jet washing, improved street furniture, lighting schemes, graffiti removal and waste collections.

This is a valuable new service for our members, delivering significant cost savings and efficiencies, and supplementing the range of services offered by the public sector.

Working for you

Over the past 12 months we've delivered day-to-day benefits for our members and will continue to provide these services in the year ahead.

Connecting the city

We will continue to strengthen strategic relationships across the city and between Manchester and Salford by exploring connections between The Sharp Project, MediaCityUK, Irwell River Park, Chapel Street, NOMA, Greengate and the city centre.

Keeping you in the loop

We provide timely information to members about city centre events, demonstrations, road closures and security-related matters that can affect business operation – this was vital during last August's riots and we received much praise for the help we provided.

We continue to solicit feedback from businesses about key strategic projects that affect the city, such as the Metrolink Second City Crossing and High Speed Rail.

Our website (www.cityco.com) includes a members' area where you can view our quarterly City Centre Performance Report with footfall, hotel, retail, property and employment data.

One stop shop

CityCo's operational team helps our members to gain access to services swiftly and effectively. We provide assistance around cleansing needs, highway and utilities issues.

Tackling crime

We are capitalising on the growth of our Business Crime Reduction Partnership (BCRP), one of the largest such partnerships in the country.

The recent digital upgrade of our radio network and launch of the intranet (www.mbcpr.org.uk) means we can now share crime intelligence and tackle security concerns more effectively.

Supporting city centre marketing

We support the city's seasonal and tactical marketing campaigns, with Marketing Manchester and Manchester City Council, to ensure the city centre is at the heart of our offer to tourists and visitors locally, regionally and around the UK.

2011 activity included summer, Christmas and 'I Love MCR' campaigns – which saw CityCo liaise with over 350 businesses to gather in special offers. We've just collaborated on the 'MCR Loves Feb' initiative too, a drive to help boost business during a quiet time of the year.

We'll continue to work closely with partners on 2012 campaigns, including opportunities offered by the Olympics.

“Our Business Crime Reduction Partnership is one of the largest such partnerships in the country.”

Member events

We'll continue to strengthen our offer by developing our corporate events series to allow members to mix, do business, influence agendas and keep track of city developments.

Our programme has expanded to include The Manchester Breakfast, CityConversations, Northern Quarter and Piccadilly Business Forums, Business Sentinel, City Centre Annual Review and our senior-level Private Dinner series.

Our PA Network has also grown from strength to strength – we now have over 350 PAs and Executive Assistants signed up to attend monthly socials, allowing member organisations to promote products and showcase their facilities.

In the spring, our new CitySessions series will put the spotlight on an organisation or business leader and include behind-the-scenes tours.

We're always keen to hear your thoughts about our work and your membership.

Email us at members@cityco.com
Keep up to date with our projects and plans at www.cityco.com



Follow us @cityco and @piccadillymcr

And don't forget our members' website – just click on the link on the CityCo homepage.

If you're not a member but are interested in what we do, please call Nicola Wilkinson on **0161 838 3250** or email members@cityco.com