



MANCHESTER
BID

Manchester Business

Improvement District

2023 - 2028



Manchester BID: Looking Ahead

Manchester Business Improvement District is a consortium of 400 leading retail brands and hospitality venues in the city centre. The BID has been running since 2013 and is investing £6 million each five-year term to enhance and animate the central retail district. The work supports the vitality of the city centre as place to trade, invest-in, work and visit.

The BID is managed by The City Centre Management Company, CityCo. CityCo works on behalf of businesses with Manchester City Council, Marketing Manchester, Transport for Greater Manchester, Greater Manchester Police, Manchester’s homelessness agencies, and other public bodies.

We are starting to develop the Business Plan for a third BID term (2023 – 2028) and are looking at how the BID could expand to incorporate a wider geographic location and cross-section of businesses. We would appreciate your input.

Manchester BID has been a retail and hospitality organisation for the past decade, but the pandemic proved how inter-connected the city centre is.

We have brought together organisations from all sectors supporting with Covid resilience practices, installing outdoor street areas, running briefings, sharing intelligence and operational guidance, and delivering footfall and PR driving major events.

As we move towards a re-ballot at the end of the year, we are talking to new businesses about joining the existing BID community. This will build on current relationships, and make the whole city centre stronger, more resilient, and more successful.

2022: Ballot Year

The priority for Manchester BID this year is to support the ongoing recovery of Manchester city centre ensuring businesses can operate effectively, that the trading environment is clean and welcoming – and that more people are attracted back to visiting the city through vibrant events and campaigns.

This year will see the BID’s largest programme of street festivals yet: including a full schedule from September to Christmas. These are proven drivers of extra footfall, press coverage, and promotional opportunities.

The BID continues to work in daily partnership with Marketing Manchester to ensure city centre businesses are part of regional and national marketing activity. As national and international travel opens-up, priority target audiences include London, Ireland, Europe, USA, and the Gulf.

The BID is currently promoting the city’s luxury retail and leisure offer with Marketing Manchester and Avanti trains, and all this work ties into ensuring Manchester’s returning office workers, day visitors and tourists, are aware of the brilliant brands and experiences on offer.

A Manchester BID-funded, street cleaning programme is also in operation in the city centre. The cleansing schedule is in addition to Manchester City Council activity to help maintain operational standards. Services include a dedicated litter-picking service, foam and steam-cleaning, graffiti removal and jet-washing.

City Hosts continue to act as welcome ambassadors to the city and the BID is starting more engaged work on sustainability, starting with a ‘Green Week’ later in the year, to celebrate what businesses are already achieving in this vital area.

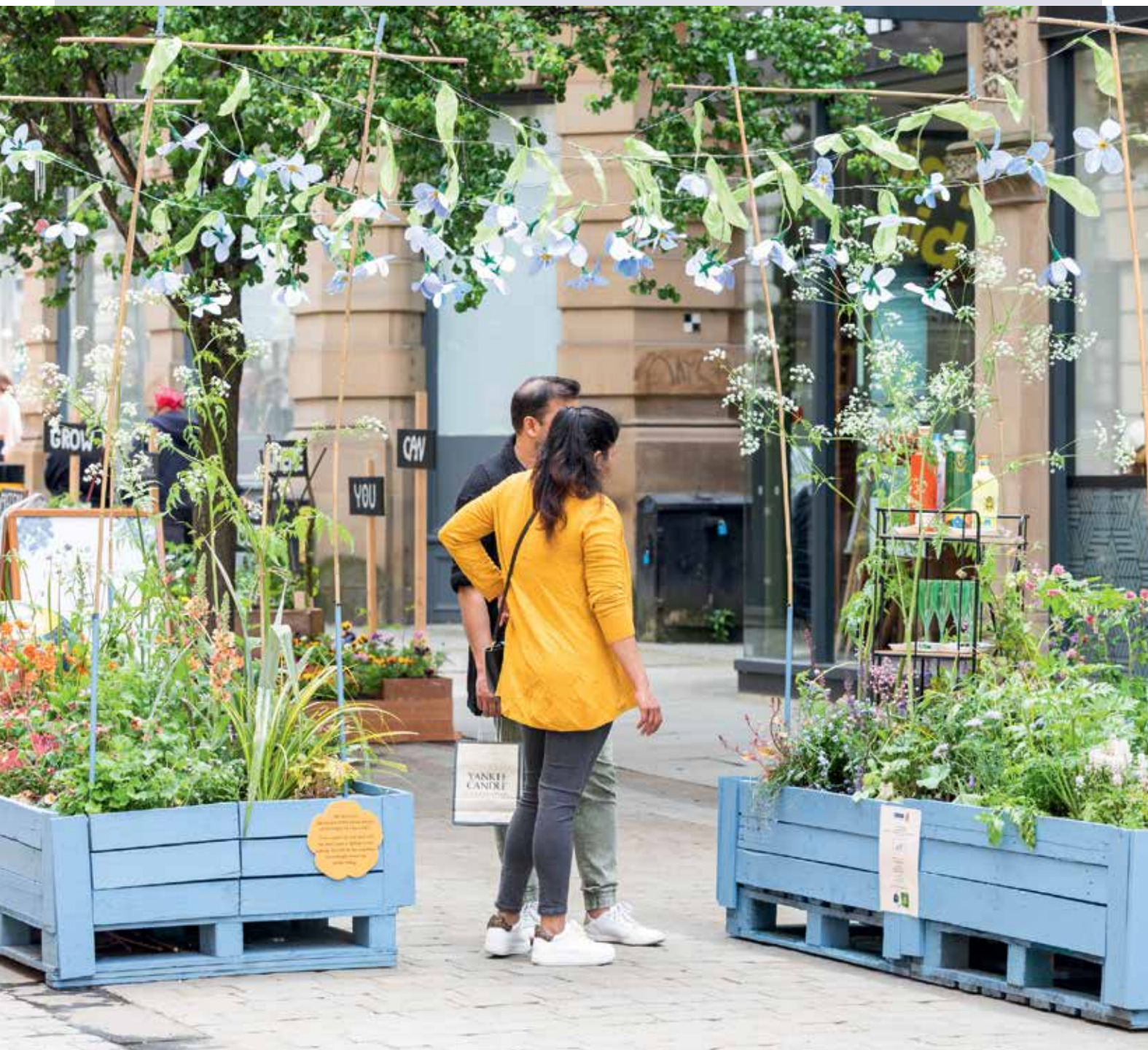
December 2022 will see Manchester BID go to ballot for a third term and we hope to include office properties in the next phase of work. Do share your views on this plan.

We look forward to collaborating with you.

Jane Sharrocks

Chair, Manchester BID
&
General Manager, Selfridges Exchange Square





Activity Highlights

The past decade has seen Manchester BID deliver a full range of business services and initiatives. From the helpful presence of City Hosts, to animated events and millions of pounds-worth of PR, to launching extra street cleansing – the BID has worked constantly to support the city centre business community.

Footfall & PR Driving Events

Manchester BID has delivered an annual calendar of street festivals since launch, with the aim of attracting more footfall, custom, and positive press for the city centre.

High-profile events have included the famous Vogue Fashion's Night Out, summer festival Dig the City, Chinese New Year and Halloween celebrations, The King Street Festival, The Manchester Flower Show, and MCR Student Socials - shopping nights in partnership with Manchester Arndale.

These have attracted more than £20 million AVE (advertising value equivalent) of PR and marketing coverage for Manchester.

Articles and news items championing the vibrancy of the city have featured across BBC Northwest Tonight, ITV Granada Reports, BBC Radio 2, BBC Radio 4, Hits & Capital FM, The Guardian, The Times, The Independent, Daily Mirror, Manchester Evening News, The Manc, I Love MCR, Manchester Confidential and many more outlets.

Street Cleaning Programme

Manchester BID launched a street cleansing programme in addition to Manchester City Council activity to support businesses and ensure an increase in the frequency of street cleaning in the city centre. The aim is to help provide a smarter, cleaner welcome for workers, shoppers, and visitors.

The schedule includes jet washing of pavements, deep cleaning, foam, and steam cleans and the removal of graffiti and chewing gum. There is also an extra litter picking service.

Cleaning takes place right across the shopping and leisure area: from Deansgate and St Ann's Square, up to Market Street and Piccadilly.



A Third Term

As Manchester BID looks to the future, the aims for the next few years are to:



Attract workers, visitors and tourists back to the city centre post pandemic.



Improve the perception of the city centre to visitors, workers, and tourists.

Support the Environmental, Social & Governance (ESG) ambitions of levy payers in supporting staff, dealing with the climate emergency and making the city centre viable for all.

Enhance the reputation of the city centre on a national and global scale through events, activities, and positive PR.



Bring people together to stand for business interests and continually improve the city centre.

Tackling Crime & the Fear of Crime

To meet the aims, Manchester BID will deliver work around several themes. Let us know your thoughts, ideas, and suggestions, as the proposed plan develops.



Working with the city's counter-terrorism unit on training around major incidents.

Standing for the city centre business community on the city's crime prevention panel.

Ensuring correct reporting of retail and commercial crime in the city centre.

Supplying intelligence and alerts to activity affecting highway changes, protests, and major emergencies.



Delivering training on retail, commercial and general criminal activity.

Working to improve business awareness of issues and improve resilience.

Operating a 24/7/364 advice hotline in support of businesses.



Events & Street Activity

Delivering Mystery Shopping awards aimed at rewarding the best businesses in the city centre for customer focus and social responsibility.



Delivering 6+ major public events each year to attract visitors into the city centre, e.g., Halloween, Chinese New Year and The Manchester Flower Show.



Working with city festivals such as Manchester Pride to maximise the impact and benefits across the city centre.



Increasing the early impact of the Christmas season, working on lighting schemes and maximising the importance of Sunday trade.

Supporting hospitality businesses to make the city centre a more vibrant '24 hour' city.

Evolving the City Hosts ambassador scheme and supporting businesses.

Improving the City Centre

Supplying funding for new bins, planters, flower baskets and greening schemes.



Providing a clean team to deliver regular street cleansing, litter-picking, jet-washing, graffiti removal and deep cleans.

Marketing & PR



- **Investing in tourism campaigns** to attract visitors to the city centre.
- **Ensuring visitmanchester.com is up-to-date** and highlighting the best of the city centre.
- **Promoting the city centre luxury offer** to all audiences.
- **Promoting the BID's public events.**
- **Promoting city centre events, lunch offers and new workspaces** to levy payers, property owners and agents.
- **Promoting all events in the city centre to levy payers** so businesses can benefit from their audiences.
- **Enhancing the BID's own brand** so customers are more aware of the investments supporting the city centre.

Environmental Social & Governance (ESG)



- **Promoting the work** already underway on the climate emergency and focusing on an annual 'green week'.
- **Working on initiatives** such as increasing recycling, access to waste compactors, promoting city centre cycling schemes (Beryl Bikes), and delivering more greening.
- **Linking with charities** supporting disadvantaged people in Manchester to offer support, staff away days and employment opportunities.
- **Promoting BID sectors** to young people and jobseekers through workshops.
- **Committing the Manchester BID Company to paying a living wage,** offering sector-leading benefits, developing a diverse workforce, and having clear governance.

The Virtual Table



Bringing the 600+ levy payers around a virtual table and ensuring excellent communications with city centre businesses.

Improving the city centre by ensuring a better flow of information around transformational schemes and initiatives.

Supplying a forum for early consultation on initiatives such as climate, transport, and the development of the city centre.



Developing an advisory council of levy payers to ensure a diverse range of voices from the city centre business community is heard.



Ensuring emergency communications plans stay in place and up-to-date.

Hosting public and private meetings with senior representatives from the public sector to discuss issues facing the business community.



FAQs

Q. What is a BID?

A. A Business Improvement District is a specific geographical area where businesses agree to invest in extra services and initiatives that support and enhance the trading environment. Funding is brought together from a levy, based on commercial business rates.

Activities are agreed in a set Business Plan, which is then voted-on in a legal ballot. If successful, BIDs run for a period of five-years per 'term'.

The BID model is operating in most towns and cities across the UK, Europe, USA and beyond. Most UK city centres have BIDs including Liverpool, Birmingham, Leeds, Newcastle, Sheffield, Bristol, Edinburgh, Glasgow, Cardiff - as well as many in London.

Manchester first launched its BID in 2013, and therefore has had a Business Improvement District in place for almost 10 years. The BID currently runs across Market Street, King Street, Deansgate, St Ann's Square, New Cathedral Street and Exchange Square.

Q. How is it governed?

A. Manchester Business Improvement District is an independent, not-for-profit, limited-by-guarantee company, governed by a board of directors.

Manchester BID is managed by CityCo, The City Centre Management Company. CityCo's Chief Exec and staff are responsible to a BID board for the delivery of the business plan.

The board is made up of representatives from levy-paying businesses who sit alongside non-exec directors from city stakeholders. The group meets quarterly, and a finance committee, bi-monthly.

The current Chair is Jane Sharrocks, General Manager of Selfridges Exchange Square.

Q. What is the 2022 ballot schedule?

The second Manchester BID term ends in April 2023. To decide whether the BID continues for a third term, a ballot of eligible hereditaments (rateable commercial units) will take place this December. If successful, a new term will start in April 2023.

Electoral Reform Services will conduct a postal ballot that meets this timetable:

- **Sunday 24th October:** Official note of ballot sent to businesses
- **Monday 7th November:** Ballot papers dispatched
- **Monday 5th December:** Final ballot date
- **Tuesday 6th December:** Ballot count and result announced by 5pm
- **April 2023:** Manchester's third BID term starts

Help us shape the next Manchester BID business plan.

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