



MANCHESTER  
BUSINESS  
IMPROVEMENT  
DISTRICT

# Your Business Improvement District

**Manchester BID is a group of 400 leading retail brands and hospitality venues in the heart of the city centre.**

The retail district is one of the leading commercial and hospitality destinations in the UK, and your store or restaurant is part of the community.

Manchester 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, and other public agencies.

The BID has been running since 2013 and is investing £6 million each five-year term to enhance and animate the central retail district.

Initiatives include:

- City Hosting team that welcomes visitors to the city, reports environmental issues, and supports the BID community
- Footfall and PR-driving public events including Chinese New Year, Halloween and The Manchester Flower Show
- Regional, national, and international tourism marketing and PR campaigns
- Operational business support including providing extra street cleaning
- Security services via the city's Business Crime Reduction Partnership (BCRP)
- City intelligence and resources to help with trading and planning
- Business briefings, training sessions and urban-resilience advice.

## Get involved. Get in touch.

Make the most of Manchester Business Improvement District. Drop us a line for a chat, or a meeting in store/venue.

Your BID team is here to help:

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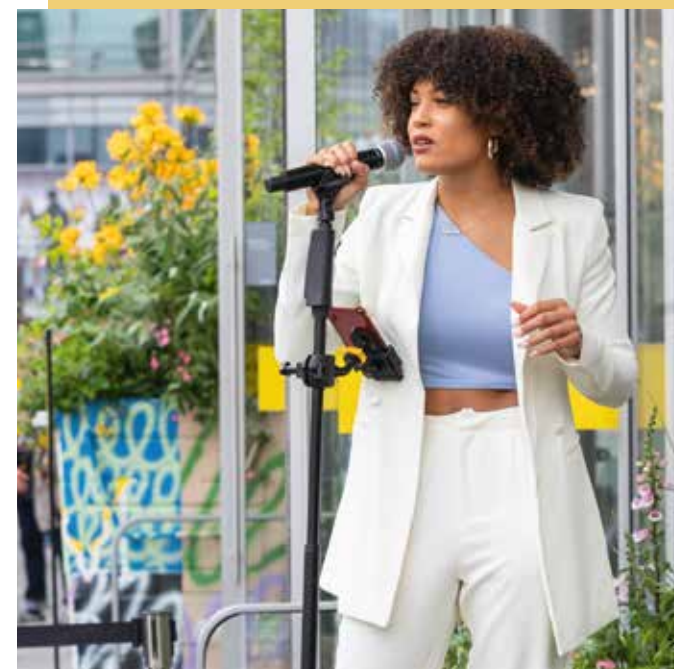


June - Flower Show

# What's on?

Bookmark **[manchesterbid.com](http://manchesterbid.com)** for major city centre events, Manchester Arena and Manchester Central gigs and conferences, and footfall-driving shows at theatres and venues.

By using the online calendars, you can plan for peak periods.



October - Halloween in the City





# Manchester BID Our Events



**The BID delivers an annual programme of street festivals with the aim of attracting additional custom and positive press for the city centre.**

Events have included Vogue Fashion's Night Out, Dig the City, Chinese New Year, Halloween, The King Street Festival, The Manchester Flower Show and MCR Student Socials.

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

Articles and news items have featured across BBC North West Tonight, ITV Granada Reports, BBC Radio 2, BBC Radio Manchester, 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.

All this brilliant press promotes Manchester city centre as a place where great things happen – and encourages people to come back time and time again.



# Manchester BID 2022-3 Diary Dates



# Mystery Shopping Awards

Manchester BID's popular Mystery Shopping service is returning in May 2022, with 'secret shoppers' visiting all the BID's city centre stores, banks, jewellers and hospitality venues throughout the month.

The detailed surveys will be completed by an independent Northwest based market research company, Storecheckers, and allow managers to compare their service scores against similar businesses.

There will be an Awards Ceremony for the best performing businesses in late June. It should be a great occasion to get all the BID community together again.





# NEW!

## BID-Funded Street Cleaning & Litter Picking

Manchester BID is running a new street cleansing programme in addition to Council activity. You will have hopefully seen our clean team around.

This is in support of businesses; to increase the frequency of street cleaning in the city centre and provide a smarter, cleaner welcome for 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. The cleaning is taking place right across the shopping and leisure area: from Deansgate and St Ann's Square, up to Market Street and Piccadilly.

Ramora and Adept Corporate Services have been commissioned as the service providers.

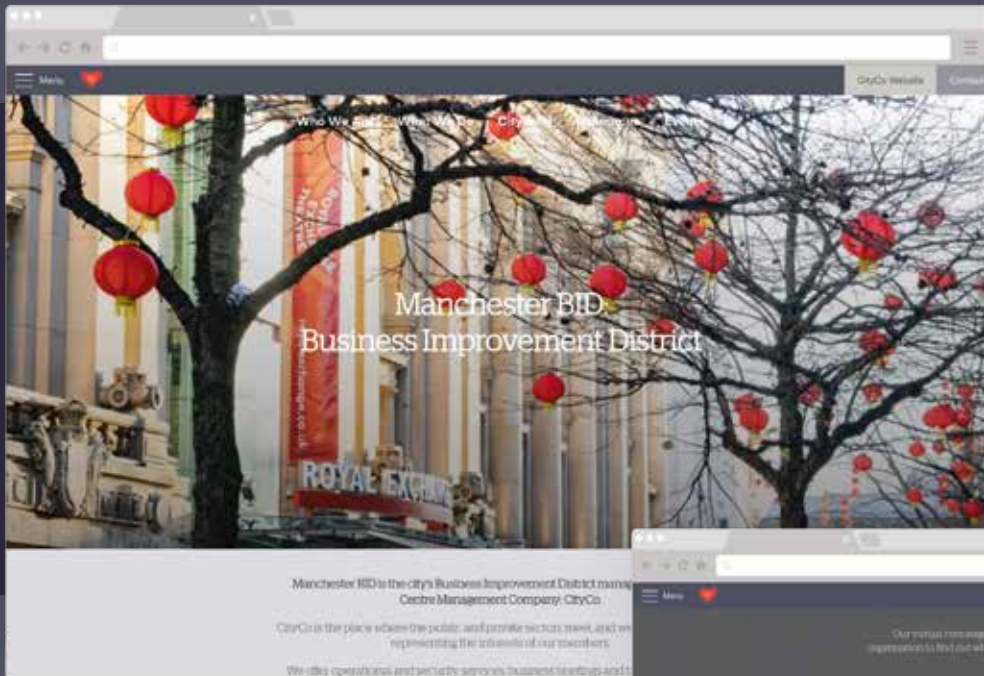


BID retailers and restaurants can request jet-washing, liquids, litter, and graffiti removal as required. Just speak to your City Host or email [info@manchesterbid.com](mailto:info@manchesterbid.com)



# This is your BID.

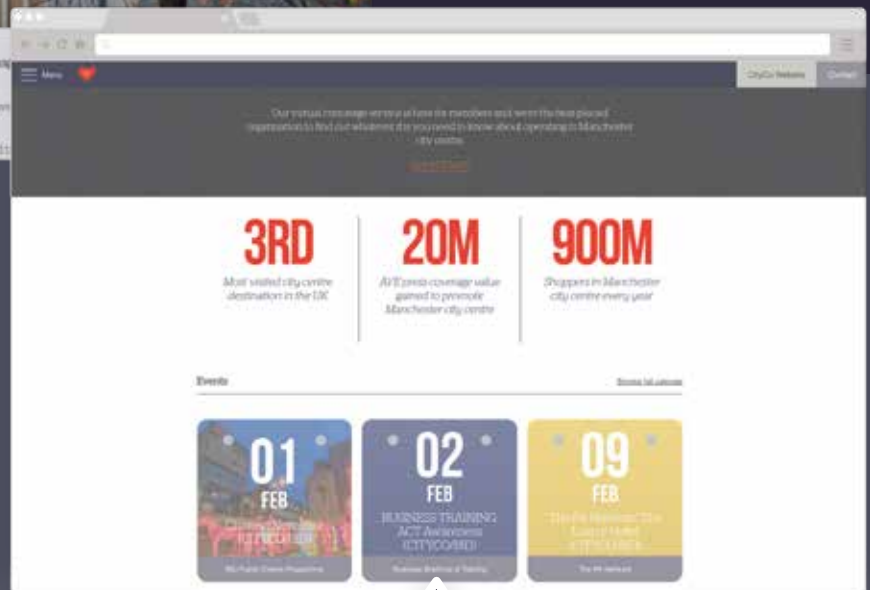
## We are here to support your Business.



Find out more head to  
[www.manchesterbid.com](http://www.manchesterbid.com)

### The website is a go-to resource, featuring:

- The BID Company: how it works
- The BID Board: led by Jane Sharrocks General Manager of Selfridges Exchange Square
- Business Services: operational, security and communications support
- Extra Street Cleaning Programme: request graffiti-removal and jet-washing
- City Hosts: guiding customers and reporting environmental concerns and visiting businesses
- Event Calendars: street festivals including Halloween and The Manchester Flower Show
- Invites: business briefings, corporate training, and workshops
- Updates on city intel: property, transport, city news, footfall, and sales trends reporting.



Keep up to date with  
activities and opportunities at  
**[manchesterbid.com](http://manchesterbid.com)**

### Follow. Share. Celebrate Success

To keep up with the latest projects and how to benefit follow Manchester Business Improvement District online.



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