



CityCo  
works to make Manchester  
a vibrant, prosperous,  
international city.

[cityco.com](http://cityco.com)  
[@cityco](https://twitter.com/cityco)



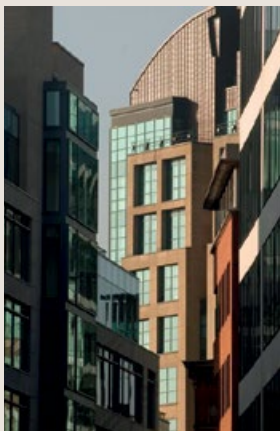
BRINGING  
MANCHESTER  
TOGETHER



**CityCo helps to make Manchester city centre a better place to work, visit and live. As part of our city centre, you're part of the story, part of what makes this city tick, and part of what makes our city succeed.**

## MAKING GREAT THINGS HAPPEN

We look after 1,000 businesses in the city centre, including everything from international head offices to SMEs and from independent restaurants to global retailers. We run high-profile networking events, Manchester's Business Improvement District – The Heart of Manchester BID and The PA Network. We host flagship events to bring people into the city and we work with all of the city's stakeholders to ensure that the city will be running as smoothly as possible when people get here. Your membership enables us to continually make Manchester a better place to be.





# CONNECTING THE CITY

*“CityCo’s corporate events offer a fantastic opportunity to meet business leaders from across Manchester, the UK and abroad, while gaining an insight into relevant city-wide projects and developments.”*

\_\_Stephen Benson, Partner, DWF

We pride ourselves on helping companies in the city to do better business. Whether it is through our themed speaker-led events, introductions to like-minded businesses or promoting your offering to our vast database, we are here to help the city to work for you.

## Our members can benefit from:

- Being part of Manchester’s biggest networking body
- 30 networking events a year including an exclusive annual lunch for city CEOs
- Sector and location based working groups
- Facilitated introductions
- Being promoted to 1,000 city centre businesses
- An official CityCo stamp to show your commitment to the city
- The PA Network, connecting you to the right-hand people of the top leaders in the city





*“CityCo’s flagship events, so far including Dig the City, Chinese New Year and The Manchester Picnic, play a vital role in animating the city. The events have gained regional and national attention and help to enhance the overall city experience.”*

\_\_David Partridge, Managing Partner, Argent Estates



## Bringing the city to life

We run events throughout the year to bring more people into Manchester. Our events have included Dig the City, The Manchester Picnic, Canal Festival and Northern Quarter street parties. And on behalf of the Heart of Manchester BID, our six pillar city events: Chinese New Year, MCR Student Spring Break and MCR Student Night Out shopping evenings, King Street Festival, Summer in the City and Halloween.

### Our members can benefit from:

- Additional footfall and turnover for consumer based businesses
- Sponsorship or advertising at huge consumer events throughout the year
- Aligning business activity to key themes in the city
- Being part of an ever improving, dynamic city

Dig the City  
total press  
coverage  
(3 festivals)

£4 million+

200,000

visitors looked after by our City Hosts

1,000

city centre members

30

corporate  
networking  
events  
in 2015

364

businesses subscribed  
and benefiting from our  
Manchester Business Crime  
Reduction Partnership

500+

people attending  
our MBCRP security  
training sessions  
per year

*“As managers of the Heart of Manchester BID, CityCo demonstrates a very positive impact on city retail by helping to drive sales and footfall. We are proud to work with CityCo, from participating in its events to bringing retailers together, the company makes a valuable contribution to the retail core.”*

\_\_\_David Allinson, Centre Director, Manchester Arndale

Chinese New  
Year 2016 press  
and marketing  
value

£1.1 million

11,000+

guests at our First Street Party, produced  
by CityCo on behalf of HOME and  
ASK Developments to launch Manchester's  
newest neighbourhood and arts centre

150

people trained so far  
through our Heart Safe  
Zone scheme, increasing  
city centre access to  
defibrillators 24/7

1200+

guests at our corporate events  
for members over the past year  
including CityConversations,  
CitySessions and Annual  
Members Lunch

400+

PA Network members enjoying events  
hosted by The Alchemist, Malmaison,  
Selfridges, Harvey Nichols, Grill on New  
York Street, Albert Square Chop House,  
Double Tree Hilton and Hard Rock Cafe

15,000

extra visitors to the city's Chinese  
New Year celebrations, as a result  
of our marketing campaign and re-  
brand for the festivities

25,000

happy picnickers at our fourth  
Manchester Picnic





*“CityCo is an outstanding example of how a partnership between the public and private sectors can support and help drive a city’s economic growth, and ensure we are competing across the UK and internationally.”*

— Sir Howard Bernstein, Chief Executive,  
Manchester City Council

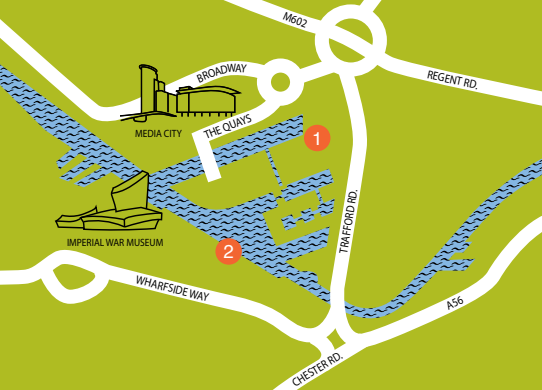


## Getting the city working

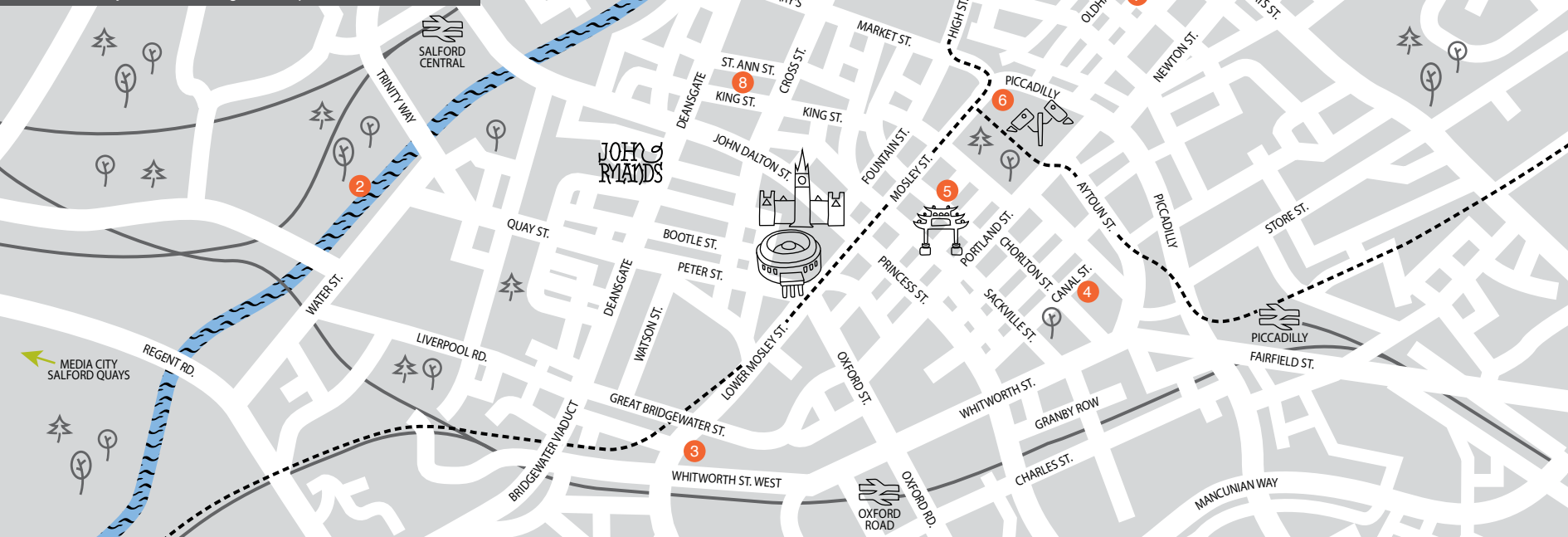
We work very closely with Manchester and Salford’s public agencies to make sure that the city centre is working as efficiently as possible. We advise our members on anything that may affect productivity, access, health or safety, and deliver targeted projects to support these areas.

### Our members can benefit from:

- Proactive information to prevent operational issues occurring where possible
- 24/7 emergency support
- Counter-terrorism guidance and training
- Guidance and introductions to get operational issues resolved swiftly
- Lobbying support
- Our Heart Safe Zone scheme in partnership with the North West Ambulance Service
- Access to the Business Crime Reduction Partnership



MediaCityUK, Salford: magnified map



Work with seven responsible authorities to keep the city moving

Look after 1000 businesses in the city

Host six pillar events in the city

Run Manchester's Business Improvement District – Heart of Manchester

Nurture over 400 PAs from city centre businesses

Provide city centre performance reports

Send regular communications to all members sharing news and offers

30 networking events

Get the different businesses in the city and areas of the city talking to one another

Disseminate road and security intelligence across the city

- 1 Salford Hoteliers' Forum
- 2 Water Safety Partnership
- 3 Petersfield Partnership Forum

- 4 Village Partnership Forum
- 5 China Town Partnership Forum
- 6 Piccadilly Hoteliers' Forum

- 7 Northern Quarter Small Business Forum
- 8 Manchester's Business Improvement District – Heart of Manchester





*“CityCo takes on the whole city centre – a major challenge, but one it addresses with enthusiasm, creativity and professionalism. As a business, we benefit from being connected in terms of communication and knowledge about city centre initiatives and events, but also receive practical help and support in resolving localised environmental issues.”*

\_\_\_Stephen Redfern, Director, BDP



## Informing the city

We have excellent relationships with the city authorities in Manchester and Salford, Greater Manchester Police and the fire and ambulance services. As such, we are the only official body appointed by the city to collate and disseminate critical information. We provide updates to our members on city developments in advance where known and in live-time during unanticipated events.

### Our members can benefit from:

- Warnings of road closures and transport changes
- Security alerts
- Regular web, Twitter, LinkedIn and email updates
- Quarterly city centre performance reports
- City centre events calendar





*“The PA Network event is a fantastic event that raised significant awareness and exposure of our venue. By hosting hundreds of PAs in one night we were able to profile both our accommodation and the conference and event space that we have on site. CityCo is fantastic at connecting people in the city and we have seen the benefits of this first-hand.”*

\_\_\_Carley Bannaghan, Sales Manager,  
The Place Aparthotel



## Taking your business further

Our members get first options on additional promotional opportunities throughout the year. Whether you're looking to promote a service to our PA Network, sponsor Chinese New Year or advertise to 1,000 city centre based companies, we can help you to take your business further.

### Our members can benefit from:

- Advertising to 1,000 city centre businesses
- Sponsoring our PA Network
- Sponsoring CityConversations or CitySessions business networking events
- Sponsoring or placing product at one of our six pillar consumer events
- Hosting experiential activity at our events



*“Bruntwood works with CityCo on the practicalities of keeping our communities clean, safe and functioning effectively – but we also work with CityCo to support the vibrancy and shared learning through their events. Working in partnership with the other members of like-minded businesses helps us deliver our vision to create places for business success.”*

\_\_Kate Vokes, Marketing & HR Director, Bruntwood



*“Well motivated, keen to help, resourceful, responsive and forward thinking. These people want to make a difference for Manchester.”*

\_\_Paul Bayliss, General Manager,  
Macdonald Manchester Hotel & Spa

The Manchester Business Crime Reduction Partnership (MBCRP) helps to create a safe and secure city for customers, staff and visitors by reporting and tackling crime, offering expert security training and providing information and alerts to the business community.

Manchester  
**BCRP**

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**Reducing crime**  
**CityCo coordinates the MBCRP with city centre businesses, Greater Manchester Police and Manchester City Council.**

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**Our members benefit from:**

- 24/7 security account management
  - Access to an online portal (DISC) to share data on repeat offenders
  - Business representation at meetings attended by GMP and relevant parties
  - Access to a day/night radio network, linked to a CCTV control room
  - Management of city centre Civil Exclusion schemes
  - Delivery of security training sessions
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# JOIN US

CityCo is an independent membership organisation. Our business network covers all sizes, sectors and locations across the city centre. We help you to have your opinion heard, shape what happens in the city centre, expand your activities and connect with the right people at the right time.

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## Here to help

As a member, there's always someone to answer your questions, offer advice and let you know what's happening in the city centre.

You can pick up the phone, send us an email, tweet us or catch up at one of our membership events or account management meetings.

**To find out more and discuss fees,  
talk to our Membership Team**

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cityco.com  
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