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7 March 2017

Instruct, Oh Digital and Needle Insights collaborate to create new websites for CityCo and Manchester BID

Manchester's independent membership company, [CityCo](#), has unveiled two new websites – the first to promote its work on behalf of its 1000+ members and the second to support the retail business improvement district it manages, [Manchester BID](#).

A collaboration by three of Manchester's most dynamic design and digital agencies, Instruct, Oh Digital and Needle Insights, has delivered two engaging and contemporary websites, bringing a fresh approach to the digital presence of both organisations.

CityCo helps to make Manchester a better place to work, visit and live. The company connects businesses and public agencies, bringing together the people, ideas and projects that make great things happen and looks after businesses covering all sectors, sizes and locations from international head offices to SMEs and independent restaurants to global retailers.

Its new website showcases its member services including operational and security support, promotes its high profile corporate networking events and provides access to valuable city centre data via snapshot infographics supported by detailed reports.

Manchester BID is a working consortium of more than 380 city centre businesses in the city's retail district, spanning Market Street, New Cathedral Street, Exchange Square, St Ann's Square, King Street and Deansgate. It launched in 2013 for a first term of five years and aims to help city centre Manchester retain and reinforce its standing as the UK's leading retail destination outside London.

During the last four years, the BID has delivered major new events to drive footfall into the city's retail core including [Halloween in the City](#), [Dig the City](#) and [The King Street Festival](#) and has worked with a number of city partners to upscale and evolve existing city centre events bringing in new footfall and increasing sales for retailers and businesses across the city's retail district. These have included Manchester's [Chinese New Year](#) celebrations, now widely acknowledged as the biggest celebrations in the UK outside of London, and dedicated student shopping events, the *MCR Student Night Out*, in partnership with Manchester Arndale.

Manchester BID's dynamic and forward-thinking approach has ensured commercial opportunities around its events are fully realised through experiential and sponsorship opportunities, and accessibility to commercial data is facilitated; maximising value for those investing in the retail district.

The BID also funds a tourist information team of City Hosts to support the overall visitor experience to city centre Manchester and part-funds Visit Manchester's seasonal marketing campaigns at spring, summer and Christmas.

Manchester BID's new website has been designed to encourage BID businesses to access information on the operational and security services it offers, provide valuable data for retailers in the form of an at-a-glance weekly and monthly Footfall and Sales Index and a downloadable annual BID and city events calendar. Success stories from the BID's first four years are comprehensively told through stats, short films, image galleries and PR & marketing reports. BID members can also browse the site's major city centre events calendar to assist planning for increased visitor numbers and sign-up for the BID's series

of networking events, training workshops, street meetings and socials.

Instruct led on the concept and design of both websites, Oh Digital provided the development and build while digital research agency, Needle Insights, brought their analytics knowledge to the project, creating the information architecture for both sites.

Laura Dyson, Head of Marketing at CityCo and Manchester BID said: “Both CityCo and Manchester BID play a crucial role in bringing businesses together to make Manchester a vibrant, international city, so our brief was to create sites which reflect the agency-like role of both organisations using a fresh and modern look, while ensuring the functionality and user journey was both informative and easy to navigate.

“We were also keen to incorporate comprehensive reporting to showcase our work, encouraging new members to sign up to CityCo while providing valuable resources and statistics for existing ones. With one of the key focuses of Manchester BID being the delivery of major events to drive footfall, it was vital that the success of these events could be highlighted creatively. The team approach taken by Instruct, Oh Digital and Needle Insights has worked brilliantly and we’re delighted with the sites which have their own distinctive style, but are uniform in their architecture allowing easy movement between them.”

John Owens, Creative Director at Instruct said: “Having worked with CityCo for many years we understood the important role they play within Manchester.

“We partnered with developers OH Digital to build a responsive platform that integrated the management of CityCo and Manchester BID content, while allowing users to engage separately with each brand. The site features a highly accessible and search-engine friendly content structure that is designed to drive conversion through business-critical enquiry, booking and sign-up.

“A key feature on the BID site is a custom data console which enables members to pull up multiple figures such as footfall in the city and we see this tool being developed much more in the future to help CityCo drive communications forward.”

www.cityco.com / www.manchesterbid.com

ENDS

Media enquiries please contact Anoushka or Kat at Echo – anoushka@echo-pr.co.uk / 0161 827 1710

Notes to Editors

CityCo

CityCo helps to make Manchester a better place to work, visit and live. It connects businesses and public agencies, bringing together the people, ideas and projects that make great things happen. As an independent membership organisation it looks after 1,000 businesses covering all sectors, sizes and locations, from international head offices to SMEs, from independent restaurants to global retailers. CityCo offers operational and security support to its membership network, runs Manchester BID (Manchester’s Business Improvement District), high-profile corporate networking events and The PA Network. It also hosts flagship events and festivals that bring people into the city and works with city stakeholders, connecting people and shaping what happens in Manchester.

www.cityco.com

Manchester BID (Business Improvement District)

In 2013, more than 380 businesses in Manchester’s city centre retail core voted ‘yes’ to setting up the Heart of Manchester BID (Business Improvement District). The BID runs for five years and sees an extra £5 million invested in the city centre’s retail district to help Manchester retain and reinforce its standing as the leading retail destination outside London. Its business plan (agreed during an 18 month consultation period) is focused on delivering customer service and promotional initiatives aimed at increasing footfall and retail spend in city centre Manchester, as well as delivering operational and

security support to assist businesses and enhance the trading environment. The BID also acts on behalf of retailers as a lobbying voice with the public sector.

During the last three years the BID has delivered major new events including summer garden festival *Dig the City* and *Halloween in the City* worked with a number of city partners to upscale and evolve existing city centre events bringing in new footfall and increasing sales for retailers and businesses across the city's retail district. These have included Manchester's *Chinese New Year* celebrations, now widely acknowledged as the biggest celebrations in the UK outside of London, and dedicated student shopping events in conjunction with Manchester Arndale.

The BID also funds a team of City Hosts to support the overall visitor experience to city centre Manchester. In the last 12 months alone the dedicated 24/7 team of hosts have welcomed over 130,000 visitors, averaging 45 welcomes every hour.

www.manchesterbid.com

Instruct

Instruct is a multi-disciplinary communications studio based in Manchester working within the architectural, media and cultural sector. Clients include: Adidas, Argent, BBC, Bench, British Cycling, Bruntwood, Cornerhouse Theatre, HOME, National Football Museum, Manchester Airport Group, Manchester Art Gallery, Manchester Food and Drink Festival, Savills UK, The Royal Exchange Theatre and Universal Pictures.

<http://www.instructstudio.com/>

OH Digital Manchester Web Design and Web Development

OH Digital is a Manchester-based web design company providing digital agency services and web development solutions. Clients include HOME Manchester, Creative Tourist, The Daily Mash, Big Issue North, BBC, AND Festival, Bruntwood and the Royal Exchange Theatre, the Whitworth, Salford Royal, Magic Rock Brewing, Manchester Wire, The National Elf Service, The Castle Hotel, Gullivers and The Eagle Inn, Manchester Craft & Design Centre, Literature Across Frontiers, Sundae Communications, Z-arts, Cornerhouse Publications, Incognito, Doctors Worldwide, Wateraid and End Water Poverty, Prolific North, Manchester University, Castlefield Gallery, Where To Go Manchester, English Folk Expo, Port Street Beer House, Common Bar, Indy Man Beer Con, the WoManchester Statue Project, the TUC, Rainy City Stories, Red Deer Club, Sounds From The Other City and the Blog North Awards.

<http://www.ohdigital.co.uk/>

Needle

Needle is a digital research and analytics agency.

<http://www.needleinsights.com/>