

MANCHESTER'S
BUSINESS
IMPROVEMENT
DISTRICT (BID)
2013 – 2018

THE STORY SO FAR...





IN 2016 LONELY
PLANET RATED
MANCHESTER ONE
OF THE TOP TEN
PLACES TO VISIT
IN THE WORLD

HOW THE MANCHESTER BID PLAYED
ITS PART IN TRANSFORMING OUR
REPUTATION, RIGHT ACROSS THE WORLD.





MANCHESTER

- **Record 26 million passengers at Manchester Airport in 2016**
- **£1 billion investment planned for Manchester Airport**
- **Second most visited city in England by domestic visitors**
- **Third most visited UK destination by international visitors**
- **Second largest retail economy in the UK**
- **40 million visitors to Manchester's retail district every year, spending over £900 million**

THERE ARE ALMOST 400 MEMBERS OF THE HEART OF MANCHESTER BUSINESS IMPROVEMENT DISTRICT

EVERY SUCCESS
HAS A STORY
TO TELL...

SINCE 2013 THEY HAVE BEEN WORKING TOGETHER, THROUGH CITYCO, TO TRANSFORM OUR CITY CENTRE OFFER.

SO, HOW HAVE WE BEEN DOING?

450,000

visitors helped
by our City Hosts

THE FIRST FOUR YEARS

Continuous footfall growth

- MCR +4.8%
- UK -1.3%

5-8pm footfall

- MCR +4.1%
- UK -0.9%

110,000m²

of pavements
cleaned

1 million+

visitors to
Dig the City

£11,361,583

Total marketing
& press AVE

WITH A RETAIL OFFER
TO RIVAL THAT OF
LONDON IN ITS RANGE
AND ORIGINALITY

Colliers Retail Market Snapshot 2016



OVER THE PAST 12 MONTHS
(2016-17) FOOTFALL UP BY

-0.5%
UK

+5.6%
Manchester

+8%
Evening 5-8pm
Manchester

+64%
King St Festival

+19%
Chinese New Year
Celebrations including
100,000 people
on Sunday,
the busiest ever

+12%
Halloween
in the City



WE'VE UNLOCKED
£76M OF EXTRA
SPEND THROUGH
CITY MARKETING
CAMPAIGNS

WE ARE FOCUSED ON
SUCCESS AT ALL TIMES,
AND THERE ARE FOUR
CENTRAL THEMES
TO OUR WORK.

THESE REMAIN
AT OUR HEART.



FOOTFALL

♥

STANDARDS

♥

PROMOTION

♥

COMMUNICATION



FOOTFALL

Our events and promotions are strategically planned to boost footfall, particularly in the 'dip' periods for retailers. Here we have shown consistent and evidenced success.

WE PROMISED:

- To deliver two new public events to attract retail aware customers into the city centre during 'dip' periods in the retail calendar
- To generate sufficient revenue to allow investment into developing the events and delivering new ones
- To encourage greater use of the city centre between 5-8pm on weekdays
- To support major city centre festivals and events taking place in the retail district



WE DELIVERED:

The Manchester BID's series of major public events and festivals, increasing from two to six pillar events per year by 2016.

SPRING

**MCR Student Night Out
The King Street Festival**

SUMMER

**Support for Manchester Day
Eid
Dig the City
One Big Summer Weekend**

AUTUMN

**MCR Student Night Out
Vogue Fashion's Night Out
Halloween in the City**

WINTER

**Support for the Christmas Markets
Chinese New Year**



STANDARDS

We've given operational and security support to BID members to make the city centre trading environment as high quality as possible.

WE PROMISED:

- To launch a tourist information service team on the streets to offer a warm and knowledgeable welcome and improve the visitor experience
- To provide businesses with operational support acting to enhance the city centre trading environment
- To offer access to CityCo's award-winning Business Crime Reduction Partnership (BCRP)



WE DELIVERED:

- Our team of City Hosts, who provide detailed help and a friendly face to visitors 363 days a year: 450,000 visitors helped so far
- Daily operational solutions resolved by a dedicated BID Operations Officer (e.g. utilities and streetscape works, litter removal, tree pruning, cleaning, beggars and busking complaints)
- Support for the Manchester Homelessness Charter, the Big Change campaign and Street Support
- Additional cleansing and commercial waste management
- Help with tackling flood damage
- Access to CityCo's award-winning Business Crime Reduction Partnership
- Provision of StoreNet/NiteNet radio systems, 24/7 account management, data-sharing portal
- Retailer representation at meetings attended by Greater Manchester Police
- Security training sessions for retailers
- Partnership with GMP Counter-Terrorism Unit: training for 300 individuals and 70 organisations
- Defibrillators installation and First Aid training



PROMOTION

With our partners, we've supported high quality marketing campaigns and promotions.

WE PROMISED:

- To support Visit Manchester's major seasonal marketing campaigns to promote the city centre
- To deliver marketing and PR campaigns to promote the BID's public events including developing promotional partnerships
- To deliver ongoing positive PR to promote the city centre to local, regional and national visitors
- To launch retail awards to encourage best practice and recognise excellent customer service
- To publish a guide book to promote the diversity of the city centre offer



WE DELIVERED:

- Support and sign-off of the city's annual spring, summer and Christmas campaigns delivered by Visit Manchester in partnership with the Manchester BID, Manchester City Council, transport operators and multiple campaign stakeholders
- £76 million worth of additional visitor spend in 2015/16 in the city region as a result of these Visit Manchester seasonal campaigns
- Christmas 2016: £1.2 million value campaign, 60 million opportunities for customers to see the outdoor advertising campaign
- More than £1million worth of additional marketing value for the BID's public events due to partnerships including Visit Manchester, Manchester City Council, Transport for Greater Manchester, Metrolink, NCP
- £11 million+ Advertising Value Equivalent (AVE) of marketing and press coverage for the BID's public events including TV, radio, digital, print and social media coverage across international, national and regional titles
- Broadcast features on BBC One, BBC North West Tonight, ITV Good Morning Britain, ITV Daybreak, Granada Reports, ITV News, BBC Radio 2, BBC Radio 4, BBC Radio Manchester, Classic FM, Heart FM, Key 103
- Press and online articles across The Guardian, The Independent, Telegraph, The Times, Sunday Times, Daily Mirror, Daily Mail, Daily Express, The Sun, Waitrose Magazine, Huffington Post, Stylist, Vogue, Drapers, Cheshire Life, Lancashire Life, Woman, BBC Online, Retail Week, Event Magazine, Greater Manchester Business Week, Manchester Evening News and many more
- Where to Go Manchester, the BID's guide book to showcase the best of the city: 25,000 copies
- The Heart of MCR Retail Awards to celebrate the success of the BID retail sector and staff stars
- Annual 'secret shopping' exercise with Storecheckers to provide detailed reports for over 300 businesses: average score 84% with top 100 high scoring stores attending a celebration breakfast
- Tax-Free Shopping marketing campaigns: retail guides published in Arabic and Mandarin and distributed via airlines to Middle East, Hong Kong, China, Australia
- Film to showcase tax-free shopping in Manchester featuring Harvey Nichols, House of Fraser, Manchester Arndale and Selfridges, shared via international social networks including Weibo (274 million monthly active users)



COMMUNICATIONS

We connect our retail members with each other and lobby on their behalf with the city, police, transport and other key organisations.


WE PROMISED:

- To bring retailers together at regular networking events, forums and briefings
- To share information on strategic developments, BID and civic events, festivals, activities and issues that may affect business productivity
- To develop a web presence for members and opportunities to share brands, promotions and offers
- To act as a lobbying voice for retail in the city centre

WE DELIVERED:

- Internal BID events: quarterly BID Board meetings and bi-monthly Marketing and Finance Groups
- Street Meetings: held across the BID district for different street communities, bi-monthly during 2017
- Attendance at relevant city briefings e.g. Greater Manchester Police, Manchester City Council and Manchester Arndale's annual 'Talking Shop' conference
- Regular store and business visits by BID Manager and City Hosts: 3,000+ visits a year



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- **BID Socials:** regular gatherings around BID event launches e.g. House of Fraser for Dig the City, Selfridges for Vogue Fashion's Night Out, Harvey Nichols for Chinese New Year
 - Opportunities for BID members to meet face-to-face, hear from leading city speakers and keep informed about what is happening across the city
 - Member events with talks by Sir Howard Bernstein, former Chief Executive of Manchester City Council, Sir Richard Leese, Leader of Manchester City Council and other city leaders
 - Transport for Greater Manchester (TfGM) strategy and major works briefings
 - Conferences on the future of retail, growth of the F&B sector, new property developments, greening, new tech and healthy cities
 - Group tours of Manchester Central Library, Albert Hall, MMU School of Art, Manchester Science Park, Corn Exchange
 - Sharing of critical city information and intelligence
 - Strategic partnership groups for events including The Battle of the Somme Commemoration, Olympic Heroes Parade, Political Party Conferences
 - Delivery of business support letters, briefings and invites via the City Hosts
 - Annual printed BID and city events calendar
 - Regular transport updates and notice of temporary road closures communicated in liaison with TfGM and Manchester City Council
 - Communication and consultation around the Metrolink Second City Crossing and Bus Priority Works
 - manchesterbid.com website
 - @manchesterbid Twitter feed
 - Monthly e-newsletters
 - Quarterly printed newsletters
 - Manchester BID LinkedIn Group
 - Manchester BID LinkedIn business page
 - Manchester BID YouTube Channel
 - @ShopMCR social media channels
 - Weekly and monthly footfall and sales index provided by Springboard UK: a rolling 13-week trend giving members useful comparative commercial information
 - Online reports, downloads, Marketing and PR reports, Annual Reports, success statistics, BID event photos and videos







AS ONE OF ENGLAND'S
LEADING BUSINESS
IMPROVEMENT DISTRICTS,
WE'VE WORKED HARD
TO MEASURE OUR
PERFORMANCE AND
SUCCESS.

AND AFTER FOUR YEARS
OF HARD WORK IN
DECEMBER 2017 WE'LL
ASK OUR MEMBERS TO
RE-ENDORSE OUR PLAN
FOR A PROSPEROUS, SAFE
AND HUGELY SUCCESSFUL
HEART OF MANCHESTER

IT WOULD LEAD
TO MORE OF THIS...



MILLIONS
MORE
VISITORS





HIGHER
FOOTFALL



AND MORE OF A
SAY IN OUR CITY
CENTRE'S FUTURE



AND AS RETAIL FLOURISHES?

THERE ARE MORE HOTEL NIGHTS
MORE RESTAURANT BOOKINGS
MORE TICKETS BOUGHT



DON'T JUST TAKE OUR WORD FOR IT, THOUGH.

“The Heart of Manchester BID demonstrates a very positive impact on city retail by helping to drive sales and footfall. We are delighted to work with the BID. From taking part in its events to connecting retailers, the company makes a valuable contribution.”

— David Allison, Centre Director, Manchester Arndale

“M&S has a long history of supporting the community in which we trade, especially Manchester. The BID is helping to bring retailers together and attract visitors to the city centre. With regular operational help and information too, we are delighted to be involved.”

— Joanne Elliott, Store Manager, M&S

“Jigsaw continues to work very closely with the BID, which benefits us individually and collectively on King Street. We partner on everything from event planning, through to tackling operational issues such as waste collection. It is great to have a team working tirelessly on our behalf.”

— Erica Roberts, Store Manager, Jigsaw

“House of Fraser has had the privilege of working with Manchester’s BID since its launch. I am delighted to say that the partnership has generated benefits for both the store and the city. We are working together to create a better shopping experience for customers and visitors.”

— Anne Latham, Store Manager, House of Fraser Manchester

FIVE MORE YEARS OF...

**a stronger
voice for
retailers**

**successful
promotions**

**greater
standards
and security**

**greater
footfall**



WHAT HAPPENS NEXT?

- The current BID comes to an end in March 2018
- Following a survey in autumn 2016 and a Shadow Board process in 2017 we are consulting on whether the BID should be extended for another five years
- Monthly meetings are determining the remit of the next Business Plan and will debate how future projects could benefit the retail community
- There will be a full vote on a new Business Plan in late 2017

For more information and to share your priorities for the next BID please contact:

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