

# Manchester's Business Improvement District



## The Manchester BID

Manchester's Business Improvement District (Manchester BID) launched in 2013 for its first term and, in December 2017, the organisation was renewed for another 5-year period following a successful ballot.

The BID now continues from April 2018 until April 2023 and is a working consortium of 400 leading retailers, restaurants and other consumer-facing businesses across the heart of the shopping district of Manchester.

The BID area extends from Market Street to New Cathedral Street, Exchange Square, St Ann's Square, Barton Arcade, Deansgate and King Street.

The work of the Manchester BID is funded by a levy made on the basis of rateable value, and the Business Plan was decided following consultation with levy payers. The BID board includes representatives of different business sectors.

CityCo, the city centre management company, manages the BID.



Discover More

[manchesterbid.com](http://manchesterbid.com) | [@manchesterBID](https://www.instagram.com/manchesterBID) | [Manchester BID](https://www.facebook.com/ManchesterBID) | [@CityCoManchesterBID](https://www.twitter.com/CityCoManchesterBID)





List of streets in the BID area:

Deansgate	York Street	Police Street	Kent Street
Piccadilly	King Street	Old Bank Street	Newmarket Street
Mosley Street	New Cathedral Street	Half Moon Street	Norfolk Street
Fountain Street	St Mary's Gate	Royal Exchange Arcade	Milk Street
Spring Gardens	Exchange Street	Royal Exchange	Marble Street
Cross Street	St Ann's Square	Cheapside	Phoenix Street
Market Street	St Ann Street	Pall Mall Court	Sickle Street
Corporation Street	St Ann's Place	New Market Lane	York Street
Pall Mall	St Ann's Churchyard	Marsden Street	West Mosley Street
Brown Street	St Ann's Passage	Sussex Street	

What the BID does

Manchester BID has five main focuses, all aimed at supporting your business.

1 Increasing footfall to the central shopping area of Manchester in dip retail periods via a programme of public events. BID events offer the opportunity for business participation, PR and promotion. From large-scale festivals to individual street experiences - the BID runs an event every other month.

2 Increasing standards through operational and security services to help businesses and enhance city centre trading. For example, the BID can advise on how to report and resolve specific environmental issues outside your premises.

3 Increasing the profile of the city centre through marketing and PR campaigns for BID events, initiatives and the wider city centre offer. Manchester BID works in partnership with Visit Manchester, Transport for Greater Manchester, Manchester City Council, I Love Manchester and numerous other promotional agencies.

4 Increasing communication between retailers by bringing together and representing different business sectors from the largest fashion stores to jewellers, opticians, banks and food outlets. The BID also runs a team of City Hosts - service ambassadors and your connection to the BID and CityCo team.

5 Acting as a lobbying voice for retail with the city authorities Manchester City Council, Transport for Greater Manchester and Marketing Manchester on areas like transport development works, policing strategies, cleaning and ending rough-sleeping.





# Your BID Representatives The BID Board

## Chair

### Jane Sharrocks

General Manager, Selfridges Exchange Square



## Directors

### David Allinson

Centre Director, Manchester Arndale

### Zoe Averianov

Store Manager, TAG Heuer  
Chair: Jewellery Group

### Louise Clowes

Senior Bank Manager,  
Manchester Flagship Lloyds Bank  
Chair: BID Financial Services Group

### Paul Hales

Area Manager, Costa Coffee  
Chair: Finance Committee

### Roger Khoryati

Franchisee, McDonald's

### John McEwan

Store Manager, Primark  
Chair: BID Operations Group

### Margaret Neville

General Manager, Boots

### Roger Ward

Proprietor, Victorian Chop House Company  
Chair: Events & Marketing Group

## Associate Directors

### Sheona Southern

Managing Director, Marketing Manchester

### Fiona Worrall

Director of Neighbourhoods,  
Manchester City Council



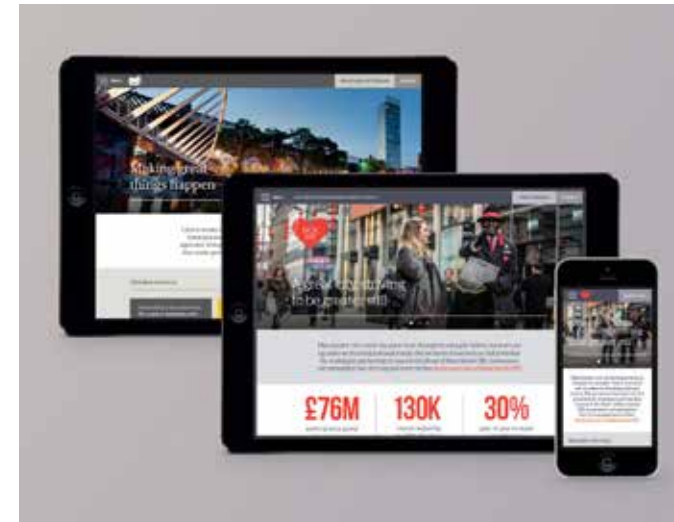
## Stay up to Date

You can always find information about the BID - the story so far and district map - initiatives, footfall stats on the website. You can follow the social channels too.

### Monthly Newsletter

You should receive a monthly newsletter with the latest news and details of projects you can get involved in.

Please ensure the BID team has all of your correct contact details. Please email [info@manchesterbid.com](mailto:info@manchesterbid.com) or tell your City Host. Thank you.



## Your BID Website

Bookmark [manchesterbid.com](http://manchesterbid.com) as your go-to resource:

- Find information about the BID's full range of Business Services to ensure your business is benefiting
- See at a glance the BID's weekly and monthly Footfall and Sales Index
- Learn about the BID's success so far: in numbers, news, reports and photos
- Download the 2019 BID Events Calendar and make a note of the key dates
- Browse the major city centre events calendar so you can plan for increased visitor numbers
- Sign-up for training sessions, corporate events and networking opportunities
- Be alerted to major city centre road closures
- Get to know key staff and contact the right person to help you

## Twitter

### @manchesterbid

Follow the feed for the latest community alerts, meetings and how to get involved in upcoming events.

## LinkedIn

### in Manchester BID

Follow the page for weekly and monthly footfall and sales trends, city news and event posts.

## Instagram

### CityCoManchesterBID

Follow for showcases of the BID's public festivals, corporate events and photos of the Manchester we love.

## YouTube

### ManchesterBID

Catch up on the BID's street events in full glory - including Chinese New Year, Halloween, The King Street Festival and student shopping nights.





## Manchester BID Events

Manchester BID's public events are programmed on your behalf to create vibrant and interesting experiences that attract more visitors to the city centre. From an initial two events at the start of the BID in 2013, the calendar has grown to six.

The events aim to bring people into Manchester to enjoy all it has to offer and they allow you as BID businesses to come together, benefit from the extra custom and publicity - and celebrate Manchester as a place where great things happen.



## 2018 Highlights



### The King Street Festival

**June.** More than 50 leading shops, restaurants and hotels joined together to celebrate the past, present and future of Manchester's heritage shopping destination.

Both Upper and Lower King Street were filled with VIP retail events and live music at the bandstand, a Conversation Stage, coffee, cocktails, food and florals. The BID brought back into bloom The Manchester Flower Show with pocket gardens, green installations and glorious hanging baskets.

**Footfall:** +16% on King Street v 2017.  
20,000 additional people.

**Press:** £237,000 Advertising Value Equivalent (AVE)  
of coverage across 50 titles

### MCR Student Social

**April + September.** The ultimate shopping night returned in partnership with Manchester Arndale geared especially for new, returning and international students.

Thousands of event-goers from Manchester and Salford enjoyed discounts, DJs and street pop-ups from the likes of Almost Famous, Barburrito, Crystal Maze, Debenhams, NYX, Paperchase, Pure Gym, STA Travel, The Printworks, Vidal Sassoon, Virgin Money and Whittards.

**4-9pm Footfall:** +5% at Manchester Arndale v 2017

**Press:** £61,000 Advertising Value Equivalent (AVE) of coverage across 19 titles

### Mystery Shopping Awards

**June.** The exceptional results of the BID's third Mystery Shopping exercise were revealed at the Royal Exchange Theatre.

Over 100 businesses were invited all scoring 90%, making Manchester one of the top UK locations assessed by national market research agency StoreCheckers. 330 businesses across 13 categories including Jewellery, Beauty, Technology, Food and Fashion took part with 30 businesses scoring a perfect 100%. Congratulations.

### Bee in the City Weekender

**July.** Bee in the City was the runaway success of summer 2018 and Manchester BID's welcome weekender launched the trail in style.

The BID's 'Coronation Street' Bee stood proud on King Street and was one of the most visited sculptures on the app. Over on New Cathedral Street a sunshine weekend of music, Harvey Nichols cocktails at the Garden Bar, bee-themed stalls and live theatre created a buzz.

**Footfall:** +6% across the BID district v 2017

**Press:** £250,000 Advertising Value Equivalent (AVE) of coverage across 34 titles



### Halloween in the City

**October.** The BID's Halloween event grew in spooktacular scale with jaw-dropping rooftop monsters taking over city buildings.

Street spectacles and entertainment included a ghostly record attempt in Exchange Square, The Strolling Bones skeleton parade, Trick or Treat Trail and The Face of Halloween make-up competition – live in the windows of Boots, House of Fraser and Debenhams. Along with green-lit buildings and pumpkin lanterns the festival attracted national attention.

**Footfall:** +15% across the BID district v 2017

**Press:** £1 million Advertising Value Equivalent (AVE) of coverage across 136 titles

### Chinese New Year

**February.** The final festival of the calendar was Chinese New Year celebrations to bring in the Year of the Pig: staged by the BID in partnership with Federation of Chinese Associations of Manchester (FCAM) and Manchester City Council.

You couldn't miss our incredible giant Piglet artwork in St Ann's Square, a huge hit with thousands of families. The golden dragon returned alongside thousands of red lanterns, dancing lions, craft workshops and the Sunday firework finale in Chinatown. Manchester's marketing campaign was delivered by the BID and painted the town red.

**Footfall:** +5% across the BID district on the Sunday v 2017

**Press:** £1.62 million Advertising Value Equivalent (AVE) of coverage across 195 titles





# 2019 BID Events Calendar

## Dates for your Diaries



### 2019 BID Events

MCR Student Social (Spring): 2 May

Mystery Shopping Awards: May-June

The King Street Festival: 1 & 2 June

MCR Student Social (Autumn): 24 September

Halloween in the City: 26 & 27 October



This summer, the BID is also partnering with Manchester Jazz Festival, Greater Manchester Fringe and Manchester Pride.

Manchester Jazz Festival: 23-27 May Bank Holiday

Greater Manchester Fringe: All of July

Manchester Pride Festival: 23-26 August  
Pride Parade: 24 August

Keep an eye on [manchesterbid.com](http://manchesterbid.com) for announcements and your City Host will also be sharing information with you to help your business connect and welcome in the thousands of festival goers.



### 2019 Corporate & Networking Events

Manchester F&B Network - The NRB Show: 19 March

The PA Network - Bruntwood Meeting Rooms Showcase: 21 March

Greater Manchester Clean Air Zone - Briefing: 26 March

The PA Network - Manchester Central: 3 April

City Centre Property Developments Update - Ancoats & The Northern Quarter: May

The PA Network - Fazenda: 8 May

St John's Neighbourhood - Tour: 22 May

The PA Network - Manchester 235 Casino: 5 June

What is the Future of Office Working? - Panel Debate: 20 June

Run by CityCo. Manchester BID members are welcome to attend FoC. Go to [manchesterbid.com](http://manchesterbid.com) to register.



### 2019 First Aid at Work Training

26 April

10 May

24 May

7 June

28 June

The accredited training takes place at the BID/CityCo office and all members are welcome to attend. Go to [manchesterbid.com](http://manchesterbid.com) for discounted fees and to register.





# Operational Services

## District Deep-Clean

Following consultation with the BID's Operational Group and Board, the BID funded an extra specialist clean of high footfall streets in the shopping district throughout January.

The cleanse by service providers Ramora, focused on the removal of chewing gum stains. A staggering 250,000 pieces were cleaned away. The BID also power-washed the flagstones to help bring some sparkle back after the busy Christmas Market period.

Read more about city cleansing at [manchesterbid.com](http://manchesterbid.com)



## City Hosts

Do say hello to your team of six City Hosts when you are out and about. Mark, Nicholas, Jason, Joanna, Philip and Louise are on-hand to guide shoppers – advising on directions, public transport information and events taking place across the city.

They are also eyes and ears of the BID team out on the streets and make regular visits to your businesses. The team also monitor and report on environmental and street issues.

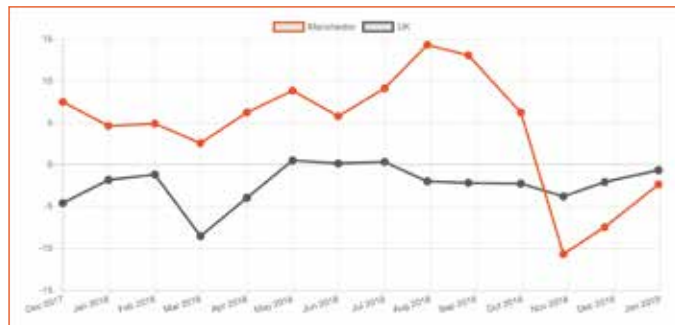
Meet the hosting team at [manchesterbid.com](http://manchesterbid.com)

## Footfall and Sales Index

Weekly and monthly footfall and sales information is available on [manchesterbid.com](http://manchesterbid.com) and posted to the BID's LinkedIn page.

The stats track trends in the city centre shopping district based on four cameras located on Market Street, Exchange Square, St Ann's Square and King Street. The data is collected by Springboard UK.

Check the latest reports at [manchesterbid.com](http://manchesterbid.com)



## Business Crime Reduction

Is your business a member of the CityCo's Business Crime Reduction Partnership?

The partnership works with Greater Manchester Police, Manchester and Salford Council Licensing Units and Anti-Social Behaviour teams to run a city centre offender management system. The team also delivers security training on issues such as trespassing, reducing loss from retail theft, counterfeit currency and conflict management.

Find out about joining the BCRP at [manchesterbid.com](http://manchesterbid.com)



## Addressing Anti-Social Behaviour

Have your say on Manchester's new proposal to tackle anti-social behaviour.

Manchester City Council has launched a public consultation to address issues that are regularly reported about people's experience of Manchester city centre. A Public Space Protection Order (PSPO) would aim to ensure the city is safe and welcoming, specify unacceptable behaviours and give the Police and Council an extra tool to help tackle them alongside existing powers and ongoing partnership work.

The Council is proposing a number of antisocial behaviours be included in the PSPO that would apply to everyone at all times of day. For example: drinking alcohol in a non-licensed public space, failing to dispose of commercial waste responsibly and aggressive begging.

Give your views by at [manchester.gov.uk/consultations](http://manchester.gov.uk/consultations). The aim is for as many people as possible to complete, so please share with your teams. Deadline 8th April.



## Transport Works

The BID Board and team continue to work behind-the-scenes with the city authorities on transport developments to represent the needs of BID levy payers.

The BID brought together Manchester City Council, Transport for Greater Manchester and partners in a series of briefings about the Manchester Salford Inner Ring Road Works (MSIRR) around Regent Road. The BID has also contributed to trading analysis to help illustrate some of the impact on evening and weekend trade e.g. over Christmas.

Track major road works at [manchesterbid.com](http://manchesterbid.com)



## Clean Air Zone Proposal

Andy Burnham, the Mayor of Greater Manchester and Transport for Greater Manchester have shared the city's approach to deal with poor air quality.

A report outlines the wide-ranging proposals to tackle the urgent problem of air pollution, in particular nitrogen dioxide, across the city-region. It puts forward a package to clean up the city-region's bus, HGV, taxi, private hire and van fleets – future-proofing the road transport system. Part of this is a proposed Greater Manchester-wide Clean Air Zone that would discourage polluting vehicles.

Have your say at [cleanairm.com](http://cleanairm.com)



# Rooms for Hire

The Manchester BID and CityCo team have moved to a new office just off Albert Square. The address is: 3rd Floor, Lloyds House, 22 Lloyd Street, M2 5WA.

We look forward to welcoming everyone to our fresh office space and to showcase our stunning new event and meeting venues. The building is a Grade-2 listed former cotton warehouse and we have three rooms for hire.

- **The Shipping Office** is a large, impressive room for up to 80 guests with heritage features, original pitched ceiling and bay window overlooking Manchester Town Hall. Prices from £50p/hr - £800/day
- **The Cotton Room** is an airy board room for up to 14 guests. Prices from £50p/hr - £350p/day
- **The Sorting Room** is a beautiful meeting room for up to 12 guests. Prices from £50p/hr - £350p/day

10% discount rate for BID members. Talk to us about your needs and arrangements, bespoke requests and special rates.

For more details go to [manchesterbid.com](http://manchesterbid.com)



## Your BID Team

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