

Manchester's Business Improvement District



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MASK UP

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IN SHOPS AND ON PUBLIC TRANSPORT

welcomebackmanchester.com

GOOD TO SEE YOU!

LOVE MCR

Summer 2020 Update - Supporting Manchester's retail community in a time of Coronavirus

Your Business Improvement District

Manchester BID is the city's retail Business Improvement District. The BID is managed by the city centre management company, CityCo. Your business is one of the 400 leading retail and restaurant brands paying a BID levy in Manchester's central retail area.

The BID's focus is to support the vibrancy and resilience of the city economy by bringing levy payers together with public agencies and offering a range of services to support businesses.

The Covid-19 crisis has of course been a challenging time for all. Manchester BID has continued to operate throughout the period to provide help and support to our retail network. We therefore want to update on what we have been doing on your behalf over the last few months.

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WE

MISSED

YOU!

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Business Help and Support

As you know the impact of Covid-19 first began to be felt by businesses in Manchester during January and February with the decline in international tourist spending. National legal restrictions were then applied on 23 March leaving only selected banks, food shops and pharmacies open. Restrictions began to be lifted from 15 June for 'non-essential' retail, and on 4 July for food and beverage.

During this difficult time, your core Manchester BID team has been busy supporting levy payers with other staff members on furlough.

Communications

Since March, we have circulated regular emails to levy payers, with links to Manchesterbid.com support pages including government/local packages, transport, road changes and closures to support social distancing, queuing guidance and footfall trackers.

All communications have included the latest statuses and intel from BID partners Manchester City Council, Transport for Greater Manchester, Greater Manchester Police and more.

The BID also recorded and shared 'Top Tips' videos for reopening from M&S, Costa and Nationwide and the team has been on-the-ground, or on the phone, advising 121. All has been supported by daily social media posts [@ManchesterBID](https://twitter.com/ManchesterBID) on Twitter and LinkedIn.

Please remember

If you are not receiving BID communications or would like to add any colleagues to our networks, you can update company contact details at any time.

Just email info@manchesterbid.com or let your City Host know.



Zoom Briefings

Over the past few months we have delivered multiple themed briefings open to all BID levy payers to bring businesses together with leaders from Manchester authorities to share the latest intel and city planning.

Topics have included available business and financial support, street and transport changes, night-time economy and licensing advice and policing plans. We continue to host regular 'Retail Drop-In' Zooms to support planning around updates to government guidance and returning staff from furlough.

Policing and Security

We are in close liaison with Greater Manchester Police and helped to plan the dedicated police operation around the BID shopping area following 15 June reopenings. We shared advice on securing property earlier in the lockdown, followed by several statements and updates from the city centre Superintendent and Chief Inspector.

The BID's security work includes supporting Manchester's 'Business Crime Reduction Partnership' via CityCo. The service shares retail security intelligence and runs the city's Day/Night security radio system linked to CCTV.

To enquire about BCRP retail security support please email rob.dyson@cityco.com



Liaison and Lobbying

Over this period we have worked with Manchester Councillors and MPs to help increase pressure on government to refine and enhance localised support and funding packages. In addition we continue to meet with and lobby the leadership of Manchester's public bodies and representatives of other sectors including property and hotels.

Community Projects

We have been engaging businesses across the city centre to participate in the UK's 'Light It Blue' campaign, including Manchester Arndale, that ran for 10 weeks over lockdown from March, and lit Manchester buildings blue to display support for the incredible work of the NHS and key workers.

We also linked retailers such as M&S and Selfridges with NHS initiatives and community projects in need of help, for example, Manchester's homelessness campaign 'Big Change MCR' and lockdown 'EatWell' project that has been helping to supply meals to vulnerable people and frontline workers.

Reopening Support

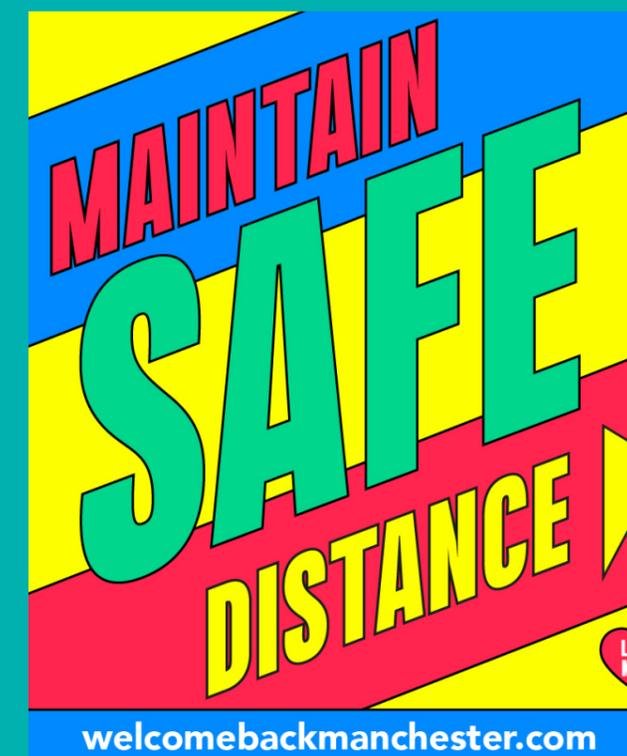
Alongside our communications, Manchester BID has worked with Manchester City Council to guide retailers around protocols to meet social distancing regulations in the public realm. This included helping shops set-up safe queuing systems and printed social distancing floor stickers.

To support Manchester's reopening messaging, we have circulated the Council's colourful, positive, official 'Welcome Back' campaign that shares health and safety and friendly [#welcomebackMCR](https://twitter.com/welcomebackMCR) messages.

Manchester BID encourages all levy payers to use the assets and spread the word to customers and staff. Just go to welcomebackmanchester.com to download the posters and artwork.

The BID's City Hosts are also back following a phase of furlough. The team are on-hand to assist your business, provide environmental and cleaning reports to the Council and provide reassurance and friendly advice to visitors are people being to venture into town.

As shoppers slowly begin to return, we continue to monitor the situation and are providing Manchester's authorities with weekly situation and impact reports. We are also out and about conducting regular walk rounds with Council officers and the Police.



We continue to wish everyone the best of luck getting back to business.



2020 Public Events Programme

Sadly Manchester BID's events programme has been affected by the Covid crisis, like all events. Following Chinese New Year back in January, we had to cancel April's MCR Student Social shopping night, May Mystery Shopping and the June King Street Festival and Manchester Flower Show.

We are continuing to review the programme for the rest of the year, with August's Pride celebrations and autumn-term student night set to be a digital events for the BID. Halloween in the City is under review too, and we are working with Manchester City Council and other partners on plans to deliver and market experiences in the city centre during the vital Autumn to Christmas period.

We will of course keep BID levy payers posted – follow event updates at manchesterbid.com and on Twitter/LinkedIn.



City Centre Footfall

We continue to post daily, weekly and monthly city centre footfall trends on the BID website: manchesterbid.com. This provides BID retailers quick-glance access to the latest trend reports vs last week/last year from Manchester's Springboard footfall counters. The trackers are located on Market Street, King Street, Exchange Square and St Ann's Square.

Eat Out To Help Out

Manchester BID is supporting the government's Eat Out to Help Out scheme which is now open for registrations. Restaurants, bars, cafes and other establishments that serve food, who use the scheme, will offer a 50% reduction, up to a maximum of £10 per person, to all diners who eat and/or drink-in throughout August. Businesses can reclaim the discounted amount through an online service supported by HMRC. Claims can be made on a weekly basis.

It is straight forward to register. And if you do, the BID team will support by sharing participating outlets with the press, to help promote the scheme to potential customers. Sign-up at www.gov.uk.

Manchester Pride

Later in August Manchester BID will again be supporting Pride celebrations. We encourage businesses to meaningfully support and get involved by fundraising for local LGBT+ charities, and display positive and welcoming branding and window dressings. The team will be in touch to outline all the ways you can take part.



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