



MANCHESTER CITY CENTRE BUSINESS IMPROVEMENT DISTRICT

2023-2028 BUSINESS PLAN



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AFTER A DECADE OF DELIVERING SUCCESSFUL INITIATIVES THAT HAVE SUPPORTED BUSINESSES AND BROUGHT MORE VIBRANCY TO THE CITY CENTRE.

In the next 5 years you’re going to see your city continue to recover from the pandemic, accommodate consumer trends as they evolve and see the city centre grow and change for the better. Together, we can create more reasons to be proud of our resilient city.



MANCHESTER TODAY

Despite the challenges of the past few years, Manchester has remained a strong, leading, and proud city – with an international reputation.

STANDING

- Named **3rd best city in the world** by Timeout in 2021.
- Manchester remains one of Europe’s **fastest growing cities** and is the **3rd most visited destination** in the UK for domestic and international visitors.
- Manchester is the **UK’s 2nd city** and main driver of the ‘**Northern Powerhouse**’ and ‘**Levelling-up**’ initiatives.
- Named ‘**the UK’s most liveable city**’ by The Economist’s Liveability Index.
- Generates **more wealth than** Sheffield, Leeds and Liverpool combined.
- Manchester is the **UK’s second largest creative, digital and tech hub** with a thriving community of companies that IPO above £1 billion (including AO.com, The Hut Group and Boohoo), and global players such as BBC, Google, IBM, and Cisco.
- **Over 80 of the FTSE 100** have a presence in Manchester, and other high-profile corporates occupy new developments including GCHQ and Amazon.

TOURISM

- By 2020 tourism was worth £9bn to Greater Manchester, **up from £4.9bn** in 2006, supporting 100,000 plus jobs.
- Pre-pandemic saw **over 10 million ‘staying visitors’** and **120 million day visitors**.
- The hotel market is well established and is growing rapidly. Manchester is now the largest market outside London (by room count) and the city centre has now, and with buildings in the pipeline, **160+ hotels with 15,000 rooms available**.
- Pre-Covid, Manchester Airport was servicing record passenger numbers of **30 million passengers per year**. The airport is a gateway to the north and is nearing completion of a **10-year £1bn investment plan**. A new Terminal 2 building opened in July 2022, doubling passenger capacity.

POPULATION

- **20,000 people have moved into the city centre in the past decade** and over the same period, Manchester’s population has increased by twice the average UK growth rate.
- The city centre population is forecast to **grow by a further 10% by 2025**.
- **7.2 million people live within an hour’s drive of the city centre** – the largest ‘travel to work radius’ in the UK outside of London.

CULTURAL VENUES & SPACES

- The city’s AO Manchester Arena has a **21,000 seat capacity – the highest in the UK**. Owners ASM Group are commencing a £50m redevelopment programme, **increasing capacity to over 24,000**.
- A second arena, Co-Op Live (owned by OVG Group), is due to open in December 2023 and a **23,000 capacity venue**.
- The Factory, Manchester’s new purpose built multi-functional arts venue, is due to open as the new home of **The Manchester International festival in 2023**.
- The Manchester Town Hall restoration is one of largest civic developments in Europe and completes in 2024. **The site will add a large new event and cultural space for the city in Albert Square**.
- The city and surrounds are home to **impressive new shared public spaces** including RHS Bridgewater, Mayfield Park, Circle Square, Sadler’s Yard NOMA, Kampus, St John’s, Middlewood Locks and more.

RETAIL

- In May 2022, Colliers ranked Manchester city centre as **the top UK retail and leisure destination for the 3rd year running**.
- Manchester is one of the UK’s biggest retail economies after London, **with annual sales over £900m**.
- Annual footfall in the BID central district was around **40 million people pre-pandemic and had been growing consistently**.
- From the depths of Covid lockdowns at -85% vs 2019, **overall footfall trends during 2022 have recovered in line with other major cities**, especially at weekends which have seen the strongest uptick.

OFFICE

- **£1.8 billion** worth of deals recorded after the market rebound in 2021 from the UK’s ‘Big 6’ cities. **39% was transacted in Manchester alone**.
- **752,000 ft²** was the Grade A accommodation take up for 2021, reflecting **68% of take up across 71 deals**, well above the 5-year average.
- A further **1.3 million sq. ft.** of new office space is under construction from 2022.

EDUCATION

- Manchester is home to **the UK’s largest university** and one of **Europe’s largest student populations**.
- **100,000 students** live and study within Manchester, including a high proportion of international students.
- **65% graduation retention rate**, second only to London, providing a continuous supply of skilled labour.

GROWTH

- **30% growth** is predicted across Science, R&D, Cultural, Creative and Digital sectors.
- Within Manchester and Salford city centres, **20,000 new homes** have been built over the past 6 years.
- A further **11,000 residential units** are under construction from 2022.

WORKING ON BEHALF OF BUSINESS

It's hard to believe it's been over ten years since Manchester BID was founded.

Coming out of the 2011 riots, a group of retailers and hospitality businesses came together to develop a campaign to attract people back into the city centre: 'Manchester Loves you.'

It was created and rolled out in a matter of days. When the businesses saw how successful they could be when they all worked together, the idea for the first Manchester Business Improvement District rolled into view.

More than ten years on, the BID has helped see the city centre through the impact of the 2017 Manchester Arena Bombing, the building of the second city centre tram line, two years of Covid, massive demographic change, and a collapse in international tourism.

At the end of it all, we're still doing what we originally set out to do – delivering large-scale events to attract people into the city, promoting the city centre as a place to visit, work and play, and building the business community's ability to react to both the everyday and the occasional crisis.

Coming out of Covid lockdown in 2021, we were the first city centre to host a major public event to get people used to coming back into the city, The Manchester Flower Show.

We worked with hundreds of hospitality businesses to make use of the space outside their storefronts and become a much more 'European' city.

We managed queues and public space and distributed detailed information on Covid grants and funds.

We started to deliver additional city cleansing and litter-picking and planted flowers in the retail district to make the city look more attractive.

We worked with our colleagues at Marketing Manchester to deliver campaigns aimed at attracting back a 'luxury' audience, and with the hotels to deliver weekend staycation breaks and promote Sundays as a major leisure day.

And we helped businesses help the less fortunate, developing campaigns with the Manchester Homelessness Partnership, Real Change MCR and other charities, raising thousands, and making a real difference.

And through it all we did the day job: representing city centre businesses in conversations with Manchester City Council, Greater Manchester Police and Transport for Greater Manchester, communicating, lobbying, and influencing.

We monitored the performance of the city centre and fed back to the BID community as our suite of data sources expanded.

And all of this was delivered by The City Centre Management Company, which allowed the BID to build relationships with businesses across the city and to be operated with limited overheads.

Manchester is growing as fast as it has ever done. Another 20-30,000 residents will be living in the city centre in the next decade.

New cultural attractions, new hotels, new arenas are all coming online in the next year. Massive new office developments are underway. Retail is changing. Hospitality continues to grow. Offices will have some sort of hybrid model for the foreseeable future.

And here we remain. Supporting Manchester as a city centre where people want to come to work, where they want to come to play, where they want to come to visit.

The pandemic proved how inter-connected the city is, and following the successful legal in ballot in December 2022, we now welcome the office sector into Manchester City Centre BID, alongside retailers and hospitality operators.

We look forward to working with you in the years ahead.

JANE SHARROCKS

CHAIR, MANCHESTER BID & GENERAL MANAGER, SELFRIDGES MANCHESTER



“MANCHESTER BUSINESS IMPROVEMENT DISTRICT IS A CRITICAL PART OF THE FABRIC OF OUR CITY, HAVING RAISED OVER £12 MILLION OVER THE PAST DECADE TO INVEST IN MAKING THE CITY CENTRE A MORE VIBRANT, RESILIENT, AND SUCCESSFUL PLACE.

THE COUNCIL AND THE BID WORK TOGETHER ACROSS A HUGE RANGE OF AREAS: FROM BUSINESS LIAISON AND ENGAGEMENT TO PUBLIC EVENTS, ENVIRONMENTAL, SECURITY, HIGHWAYS, AND CLEANSING SERVICES.



MANCHESTER CITY COUNCIL FULLY SUPPORTS A NEW TERM FOR THE BID, AND WE LOOK FORWARD TO WORKING WITH THE BUSINESS COMMUNITY OVER THE NEXT FIVE YEARS TO MAKE THE CITY CENTRE EVEN MORE SUCCESSFUL AND ATTRACTIVE AS A PLACE TO VISIT, WORK AND LIVE.”

CLLR BEV CRAIG
LEADER, MANCHESTER CITY COUNCIL



2023-28 BID TERM

SUPPORTING BUSINESSES AROUND 4 KEY THEMES:



ATTRACTING VISITORS
Attracting shoppers, visitors, tourists, and workers into the city centre, whilst enhancing the city’s reputation as a thriving destination.



ENVIRONMENT
Improving the city centre as a welcoming, attractive, resilient, and safe place.



COMMUNITY
Maintaining a tight-knit relationship between levy payers and keeping businesses in the loop with city authorities.



ESG
Supporting businesses to meet Environment, Social and Governance (ESG) commitments.

ATTRACTING VISITORS

“WE ALWAYS TAKE PART IN BID FESTIVALS. WE’VE HAD MONSTER TENTACLES ON THE ROOF FOR HALLOWEEN, STUNNING FLORAL DISPLAYS IN THE SQUARE, THOUSANDS OF LANTERNS IN THE TREES AND A CHINESE NEW YEAR GIANT PIG AND TIGER. THE PR IS FANTASTIC. WE CAN’T WAIT FOR ANOTHER FIVE YEARS OF FUN.”

- Tim White, Building Manager, Royal Exchange

BRINGING SHOPPERS, VISITORS, TOURISTS, AND WORKERS INTO THE CITY CENTRE BY CREATING MORE REASONS TO VISIT, AND ENHANCING THE CITY’S REPUTATION AS A VIBRANT, SUCCESSFUL, AND THRIVING DESTINATION.

WE WILL:

EVENTS

- Attract footfall through BID public events across the calendar year, from dip-periods, to Sundays, the Summer and Christmas.
- Attract differing demographics through events, building diverse audiences for retailers, leisure businesses and open-air hospitality venues.
- Deliver opportunities for BID levy payers to participate, showcase, and make the most of public events to drive customers.
- Work with partners to maximise the positive impact of city festivals in the BID area such as Chinese New Year, Manchester Pride and others.
- Work on public art and street dressing initiatives to help animate the BID district.

PROMOTION

- Deliver multi-channel marketing campaigns to promote the BID’s events programme, raise the city centre’s profile, and encourage repeat visits.
- Deliver events that attract regional, national, and international press coverage alongside those aimed at generating sales.
- Work with partners to enhance other city campaigns, encouraging businesses to get involved in ways that are supportive, consistent, and attractive.
- Invest in targeted tourism campaigns with Marketing Manchester, offering the opportunity for levy payers to feature.
- Ensure visitmanchester.com is up to date and highlighting the best of the city centre.

CITY HOSTS

- Use the BID’s City Hosting scheme to present a friendly welcome to first-time and regular visitors, 363 days a year.





ENVIRONMENT

“WE SURVIVED THE COVID PERIOD THANKS IN NO SMALL PART TO MANCHESTER BID. WE WORKED TOGETHER ON EXPANDING THE RESTAURANT OUTDOORS AND ON WELCOME BACK CAMPAIGNS. THE NEW CLEANING PROGRAMME ALSO MADE SURE CUSTOMERS ARRIVED TO AN ATTRACTIVE, CLEAN, KING STREET.”

- Bill Clynes, Director Mills Hill Developments (El Gato, Habas, Canto)

CONTINUING TO IMPROVE THE CITY CENTRE AS A WELCOMING, ATTRACTIVE, SAFE, AND RESILIENT PLACE FOR OPERATORS, AND VISITORS.

WE WILL:

CLEAN & GREEN

- Operate a planned, additional cleaning programme that includes jet-washing, litter picking, graffiti removal and deep cleaning across the BID area.
- Offer a ‘request for cleaning’ service for levy payers.
- Support funding for new bins and new commercial waste collection schemes.
- Share comms materials from partners such as Manchester City Council, aimed at staff and customers to encourage responsibility around issues such as litter.
- Work with landlords, businesses, and tenants to develop new city centre greening schemes.
- Deliver and manage planters and flower baskets, and develop a more sustainable legacy for events such as The Manchester Flower Show.

OPERATIONAL SUPPORT

- Continue to offer BID levy payers access to the collective expertise and experience of The City Centre Management Company, CityCo.
- Represent levy payers at weekly Integrated Neighbourhood Management meetings, alongside Manchester City Council and Greater Manchester Police, addressing detailed issues in the city centre.
- Respond to day-to-day issues as they are reported in, working with public sector partners (e.g., bollards access and permits).
- Respond to more complex issues via a dedicated BID Operations Officer (e.g., utilities, graffiti, highways, or streetscape works).

- Bring together geographic groups of landlords and tenants where there are overlapping issues to be resolved.
- Monitor planning and licence applications to inform levy payers about activity that is likely to affect business (e.g., digital screen or phone box installation).

SAFE

- Operate the city centre’s Business Crime Reduction Partnership – the largest in the country – to help tackle business and commercial crime and ensure correct reporting.
- Develop a new city centre liaison group to raise crime issues before they become major, and encourage active participation in crime prevention.
- Run regular and bespoke security training programmes, from major tabletops to individual sessions, ensuring businesses are aware of the security environment, counter terrorism and Martyn’s Law, and trends in matters such as anti-social behaviour and trespassing.
- Offer discounted First Aid training workshops, and monitor and develop the city’s heart defibrillator network.
- Maintain a continually updated database of BID contacts to ensure effective crisis response (as was used successfully after the Manchester Arena attack with Greater Manchester Police and partners).
- Provide live updates to levy payers around protests and major events in the city centre when they affect businesses.

COMMUNITY

“DTZ INVESTORS HAS A SUBSTANTIAL HOLDING IN MANCHESTER CITY CENTRE AND MANY OF OUR TENANTS BENEFIT GREATLY FROM THE EFFORTS OF THE BID, NOT ONLY THROUGH REGULAR ON-SITE ACTIVITY BUT ALSO THE OVERARCHING CITY CENTRE PLACE BRAND. THE TENANTS ALONG KING STREET VALUE THE PLACEMAKING EVENTS, PRESS COVERAGE AND OPERATIONAL HELP.”

- Laura Carroll, Managing Director, DS.Emotion
(Working on behalf of DTZ Investors & the King Street Partnership)

DEVELOPING OUR SENSE OF COMMUNITY BY BRINGING LEVY PAYERS TOGETHER AND MAKING SURE COLLEAGUES ARE INFORMED OF THE LATEST FOOTFALL AND SALE TRENDS, TRANSPORT, INFRASTRUCTURE, AND SECURITY UPDATES.

WE WILL:

BRING PEOPLE TOGETHER

- Find new way of bringing 600+ BID businesses together, to strengthen the city centre business community.
- Run bi-annual conferences for all levy payers, monthly briefings on city centre performance, and regular wider meetings covering the latest developments, so they are always up to date.
- Offer tours, socials, and other activities to encourage city workers to experience everything the centre has to offer.
- Deliver an annual Mystery Shopping service with detailed reports for relevant levy payers. Including an awards event to reward and highlight businesses with success stories across customer service and social responsibility.

LOBBYING

- Lobby on levy payer’s behalf with public sector partners over chronic and acute issues affecting businesses, from cleansing to anti-social behaviour, to crime, to transport – hosting meetings to address concerns.

COMMUNICATIONS

- Distribute information on offers, activities and events in the city centre so staff can always take advantage of what’s going on including printed and online event calendars.
- Distribute performance figures on the city centre and ensure access to the latest intelligence data.
- Communicate regularly to ensure we can always reach you with accurate information in case of major emergencies.





“WE’RE PLEASED TO BE PART OF A BID COMMUNITY THAT IS MAKING A CLEAR COMMITMENT TO THE ESG AGENDA INCLUDING HELPING THE LESS-FORTUNATE, DIVERSITY, SUSTAINABILITY, AND RESPONDING TO THE CLIMATE EMERGENCY. WE WERE PROUD TO PROVIDE CLOTHING FOR CHARITY COLLECTIONS DURING COVID.”

- Jo Elliott, General Manager, M&S

IN LATE 2022 WE COMMISSIONED A PAPER TO CREATE A BASELINE ON CITY CENTRE BUSINESSES ESG ACTIVITY – TO AUDIT WHAT BID BUSINESSES ARE ALREADY DOING, WHAT THEY INTEND TO DO, AND WHAT WE CAN DO TO HELP.

WE WILL:

ESG

- Build on the ESG report, using it as a springboard to work on recommendations.
- Promote and encourage best practice in social responsibility by forming a city centre ESG Business Group to work on new initiatives.
- Work on tactical plans to improve sustainability and response to the climate emergency, from waste compactors and electric vehicles to collective recycling.

CHARITIES AND PARTNERS

- Direct levy payers to charities and not-for-profits that are directly helping people in the city centre and nearby.
- Encourage levy payers to get involved with city centre-wide initiatives such as Manchester Pride and the Manchester Homelessness Partnership.
- Link businesses with schools and colleges, helping to introduce the world of work to young people and assist with mentoring, skills, and career development.

IN-HOUSE

- Deliver in-house training at the BID’s dedicated events space – from conflict resolution to mental health survival skills.
- Commit the Manchester BID management company to ESG agenda – paying the Manchester Living Wage, supporting Real Change MCR that is directly supporting 21-grass roots homelessness charities, and investing in a programme to improve diversity in the Place Management industry.



Image Credits: Carl Sudonik, Jason Lock, King Street Manchester, Manchester Arndale, PA, The Manc Photographer

IN AN IDEAL WORLD FUTURE PROJECTS

And there could be more commitments, more ways of working together across the private and public sector to launch new and innovative projects to improve the city centre.

Not everything is in our control, however with the BID and CityCo’s long experience of city centre management and place-making, alongside our many networks and contacts, we could see:

- What small improvements can businesses and the BID make, at a local level, that will add up to a big difference? More trees, more greenery, free water refills, somewhere to store bikes. The ideas need to start becoming reality and that’s what the BID is here for.
- More collective ways of helping businesses improve the efficiency and sustainability of deliveries and waste management ‘in the final mile’. Can we help establish delivery drop off points around the city and electric vehicles for the final part? How can we all help to reduce commercial waste volumes, for example, by providing shared compactor sites?
- More help with training and career development. With T levels gaining momentum and apprenticeships finally starting to get to degree status for the young – and a frequent need to retrain for the more mature – how can we help change how the service sector is perceived and rewarded?

What else would you like to see Manchester BID and CityCo leverage its partnerships for?



“THE POWER OF THE BID COMES NOT JUST FROM ITS PROJECTS, BUT FROM HAVING 600+ BUSINESSES AROUND A VIRTUAL TABLE. WE FIND IT AN INCREDIBLY USEFUL WAY OF KEEPING IN THE LOOP, AND KNOW THE BID IS SPEAKING ON OUR BEHALF ON ISSUES THAT REALLY MATTER.”

- Claire Ryan, General Manager, Primark

“IF WE WANT MANCHESTER CITY CENTRE TO ATTRACT PEOPLE IN, WE NEED IT TO LOOK ITS BEST. WE NEED PEOPLE TO FEEL SAFE. WE NEED PEOPLE TO WANT TO COME TO WORK. THAT’S WHY WE VALUE THE PARTNERSHIP BETWEEN McDONALD’S AND THE BID. IT MAKES TRADING IN A COMPLEX CITY CENTRE EASIER.”

- Roger Khoryati, Manchester McDonald’s Franchisee

HOW THE BID HAS DELIVERED SO FAR

40,000

CONSISTENT EXTRA VISITORS DURING THE OCTOBER (HALLOWEEN) HALF-TERM.

30,000

SQ METRES OF PAVEMENT DEEP CLEANED OVER THE PAST YEAR.

£22.9m

OF PR* FOR MANCHESTER BID'S PUBLIC EVENTS.

500

ENVIRONMENTAL REPORTS FILED EACH MONTH BY THE CITY HOSTS.

190

BUSINESSES SCORED OVER 80% IN 2022'S MYSTERY SHOPPING AWARDS.

2500

BUSINESS VISITS UNDERTAKEN EACH YEAR BY THE CITY HOSTS.

70,000

ADDITIONAL VISITORS TO THE CITY CENTRE DURING THE MANCHESTER FLOWER SHOW 2022.

£4.6m

OF PR* FOR THE AWARD-WINNING HALLOWEEN IN THE CITY.

£8.4m

OF PR* FOR CHINESE NEW YEAR CELEBRATIONS.



INCREASE IN FOOTFALL ON KING STREET DURING THE MANCHESTER FLOWER SHOW 2022.

*PR value based on industry standard Advertising Value Equivalent (AVE).



Manchester BID has delivered a full annual calendar of street festivals since its launch, with the aim of attracting more footfall, custom, and positive press. In summer 2022, we were the first agency to host a large-scale, ‘welcome back’ event in the city centre, following Covid lockdowns.

SPRING

- MCR STUDENT SOCIAL
- SUPPORT FOR MANCHESTER JAZZ FESTIVAL
- THE KING STREET FESTIVAL

SUMMER

- DIG THE CITY
- LOONEY TUNES ART TRAIL
- ONE BIG SUMMER WEEKEND
- SUPPORT FOR BEE IN THE CITY
- SUPPORT FOR MANCHESTER DAY
- SUPPORT FOR MANCHESTER PRIDE
- THE MANCHESTER FLOWER SHOW

AUTUMN

- MCR STUDENT SOCIAL: FRESHERS
- HALLOWEEN IN THE CITY

WINTER

- SUPPORT FOR CHRISTMAS
- CHINESE NEW YEAR



POSITIVE PR FOR THE CITY CENTRE

Over £22 million AVE (advertising value equivalent) of PR and marketing coverage has been generated by Manchester BID’s events.

Articles and news items celebrating the vibrancy of the city have featured across BBC Northwest Tonight, ITV Granada Reports, BBC Radio 2, BBC Radio 4, Hits & Capital FM, The Guardian, The Times, The Independent, Daily Mirror, Manchester Evening News, The Manc, I Love MCR, Manchester Confidential and many more outlets.

The Guardian



Best photographs of the day

A timber tiger and a lantern display: Monday’s best photos

The Guardian’s picture editors select photo highlights from around the world

Matt Fidler | Mon 31 Jan 2022 14:18 GMT

Manchester Evening News

A beautiful trail of flowers takes over Manchester this Jubilee – here’s where you can find them

The Manchester Flower Show returns, paying homage to the Queen’s 70 years on the throne

line-up of family-friendly events



By Saffron Otter 06:44, 2 JUN 2022

Hits

A guide to everything spooky happening in Manchester this weekend

Manchester is throwing one hell of a party this Halloween with a monster line-up of family-friendly events



Alex Usher 29th Oct 2021

itv

Groundbreaking living portraits showcase LGBTQ+ stories in Manchester

Wednesday 31 August 2022 at 9:52pm



DARREN HAMILTON

Video report by Granada Reports journalist Tim Scott

A groundbreaking exhibition featuring ‘living portraits’ has taken over shop and restaurant windows in Manchester as part of Pride celebrations.

The series of large stand-out images are dotted across the city centre, with people able to hear the stories of 20 LGBTQ+ people who live or work in the city by scanning a QR code.

“HARVEY NICHOLS LOVES THE BID’S EVENTS. THEY BRING PEOPLE INTO THE CITY CENTRE FROM NEAR AND FAR. THE MANCHESTER FLOWER SHOW ALIGNS WITH OUR BRAND AND PARTNERS – BRINGING COLOUR, ANIMATION, AND PLENTY OF PHOTOS TO THE STREET.”

- Gavin Hudson, General Manager, Harvey Nichols

OPERATIONAL SUPPORT SERVICE

The BID has been helping levy payers find solutions to day-to-day and longer-term urban challenges since launch. Acting as an intermediary and connecting businesses with the right people in the city.

We run an operational ‘HotLine’, email service, and meet people in person to assist with a range of matters including:

- **Environmental** – street cleansing, jet washing, noise, graffiti, development works, flooding.
- **Development works**
- **Waste** – bins, commercial waste, fly tipping.
- **Public Realm** – street furniture, bollards, planters.
- **Highways** – deliveries, parking, road closures, road markings, signage.
- **Anti-social Behaviour** – begging, damaging graffiti, trespassing.
- **Events Impact** – festivals, major street protests such as by Extinction Rebellion.
- **Crisis Management** – critical incidents such as the Manchester Arena attack.



“MANCHESTER BID IS A KEY PARTNER IN HELPING TO KEEP THE CITY CENTRE SAFE AND SECURE. THE BUSINESS CRIME REDUCTION PARTNERSHIP IS INTEGRAL TO HOW WE ADDRESS CRIME AND SUPPORT THE BUSINESS COMMUNITY. WE VALUE THE EXTENSIVE RECORDING AND REPORTING, REGULAR TRAINING, COMMUNICATIONS, AND SECURE BRIEFINGS. THIS ALL FEEDS BACK INTO OUR POLICING SYSTEMS AND ONGOING COUNTER-TERRORISM WORK.”

- Chief Inspector Adam Wignall, City of Manchester Police

CITY CENTRE INTELLIGENCE

The BID has funded the supply of footfall intel for the past 10 years, assisting levy payers with business planning, business development and daily operations. The service has been supplemented over time by increasing the frequency and range of data offered.

On manchesterbid.com businesses can find weekly and monthly footfall trends, sales intelligence based on credit/debit card spend by category, property development maps, and links to key economic reports. Resources have recently helped businesses understand how the city centre is recovering from the pandemic and reporting now allows for pre-Covid comparisons.

CITY HOSTS

The BID’s City Hosting scheme was set-up right at the start of the Business Improvement District in 2013. The ambassador service welcomes and assists the thousands of visitors who navigate the city centre each year.

The hosts also act as a liaison point between the BID team and levy payers – submitting up to 500 environmental reports each month, circulating print communications and event marketing materials, and ensuring businesses are up to date with support services.

The team make more than 2500 business visits a year and help to give notice of important businesses consultations by Manchester City Council and Transport for Greater Manchester.





COVID BUSINESS SUPPORT

In 2020, 2021 and 2022, we continued to bring people together to support business resilience. The BID team worked throughout the pandemic to help levy payers during a challenging time for all.

We lobbied government with examples of business impact, assisted with grant support funding and delivered weekly information briefings, sharing city intelligence and operational guidance.

When it came to re-opening the city centre, we coordinated traffic orders and licensing to install outdoor seating areas for hospitality levy payers. We installed social-distancing signage and worked on queuing 'best practice' with retailers such as Primark, liaising between senior retailers, Manchester City Council and Greater Manchester Police.

We launched a new city centre cleaning programme and supported the roll-out of the city's 'Welcome Back' campaign to promote a safe and confident return. And, in summer 2021, the BID was the first agency to host a safe street festival, in the floral-themed shape of The Manchester Flower Show.

TRAFFIC MANAGEMENT AND COMMUNICATIONS

New traffic management systems have been installed across the BID district throughout 2021 and 2022, designed to better manage road safety for pedestrians, cyclists, and vehicles. However, the changes have affected retail deliveries and services in some areas.

For example, in St Ann's Square, businesses have sometimes needed to pre-register contractor vehicles to gain access, which can be challenging when an out-of-hours emergency response is required. To help, the BID's operational team acted as a liaison point, communicating between levy payers and city authorities to explain issues, and come up with workable solutions.

EXCHANGE SQUARE PAVING REPLACEMENT WORKS

Exchange Square's position in the heart of the city centre means it acts as a major events space, and a busy interchange between the tram, flagship stores, and leisure venues. When Manchester City Council and partners proposed an extensive refurbishment in Autumn 2021, the BID was quick to lobby city authorities to push back the works.

Given the importance of the 'Golden Quarter' ahead of Christmas trading, activity was successfully postponed until January 2022. The BID's operational team then coordinated a staggered programme of works to minimise disruption to levy payers.

ADDITIONAL STREET CLEANING PROGRAMME

The BID's Street Cleansing Programme launched to support businesses by increasing in the frequency of street cleaning in the city centre. The aim is to provide a more presentable, cleaner city to welcome workers, shoppers, and visitors into.

The programme includes jet washing of pavements, deep cleaning, foam, steam cleans and the removal of graffiti and chewing gum. There is also an extra litter picking service. Cleaning takes place right across the shopping and leisure area: from Deansgate and St Ann's Square, up to Market Street and Piccadilly.





PEOPLE WHO SLEEP ROUGH

As a city centre community, we know how challenging and complex the issue of homelessness is. The BID team received a call at the beginning of the summer bank holiday weekend, asking for assistance to resolve a fire exit blocked by an occupied tent.

The tent in the fire escape meant the building was left vulnerable, and facing a huge bill, as weekend contractors required health and safety procedures to be met. Despite the building managers’ efforts, they were unable to persuade the occupiers of the tent to relocate. As the tent was on private land, this could have led to costly legal action.

The BID urgently briefed the city’s out-of-hours street engagement team, and the tent was then removed, exit cleared, and the individual is now reconnected to housing and support services in the city.

ANTI-SOCIAL BEHAVIOUR

The BID has been on hand to assist businesses with issues in the public realm since launch. For example, the team worked closely with a city business experiencing distressing anti-social behaviour associated with people sleeping rough outside the premises.

Swift action was needed, not only to help the vulnerable persons involved, but also to support the business, staff, and customers through a complicated situation.

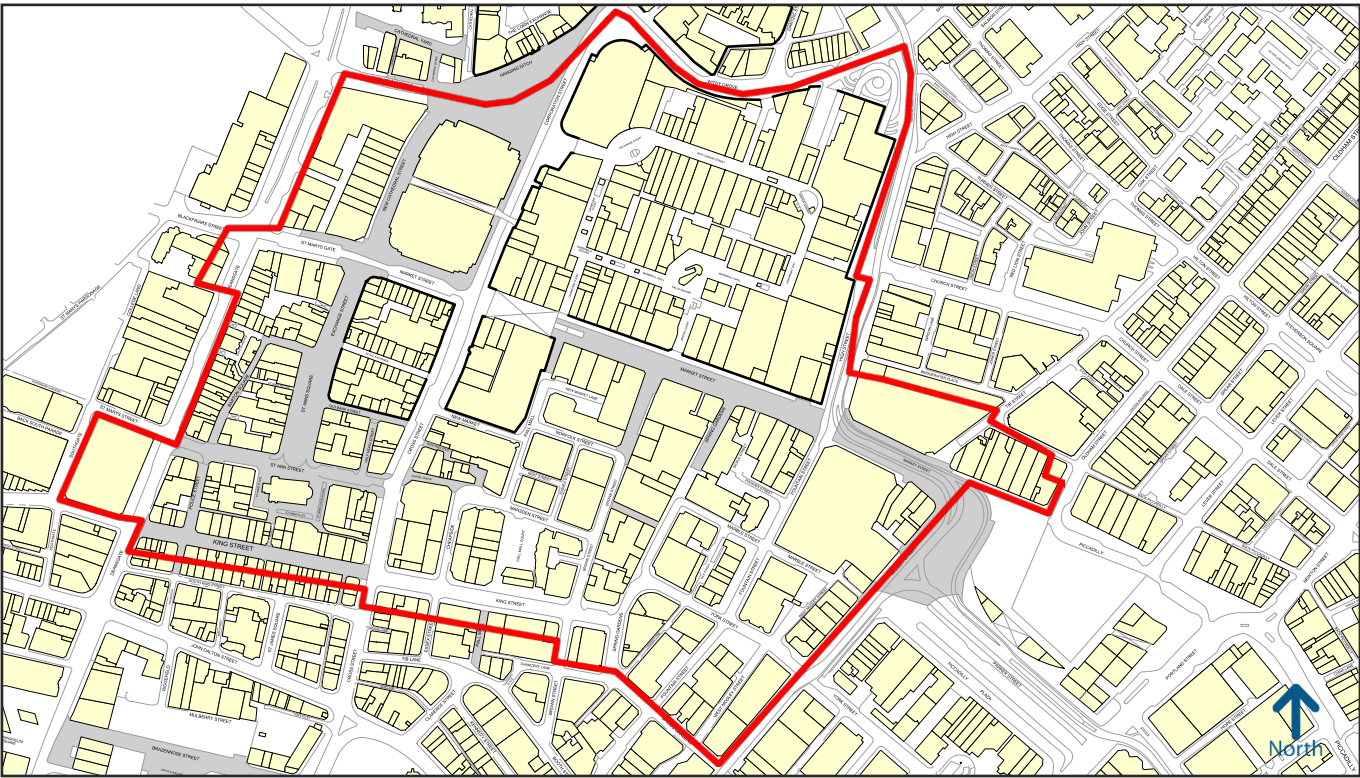
The BID assessed, liaised, and lobbied authorities for immediate intervention, and intelligence gathered led to a period of focused police work in the area. As a result, significant arrests were made.



2023-28 BID AREA, RULES AND FINANCES

Manchester BID has a full set of rules and finances. These cover which businesses are included in the BID, how the levy is calculated, planned expenditure and in-kind support.

Most expenditure will be seen directly in projects and personnel. As Manchester BID is managed by CityCo, The City Centre Management Company, overheads are among the lowest of any UK BID.



Experian goad plan created: 12/09/2022
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Streets included in the new Business Improvement District term span the central retail and leisure area of Manchester city centre.

For the 2023-28 BID rules, finances and full list of streets go to **manchesterbid.com**

YOUR FAQs ANSWERED

WHAT IS A BID?

A Business Improvement District is a specific geographical area where businesses agree to invest in extra services and initiatives that support and enhance the trading environment. Funding is brought together from a levy, based on commercial business rates.

Activities are agreed in a set Business Plan, which is then voted-on in a legal ballot. If successful, BIDs run for a period of five years per 'term'.

The BID model is operating in most towns and cities across the UK, Europe, USA and beyond. Most UK city centres have BIDs including Liverpool, Birmingham, Leeds, Newcastle, Sheffield, Bristol, Edinburgh, Glasgow, Cardiff - as well as many in London.

Manchester first launched its BID in 2013, and therefore has had a Business Improvement District in place for 10 years and counting. The third, five-year term, will begin in April 2023.

HOW IS IT GOVERNED?

Manchester Business Improvement District is an independent, not-for-profit, limited-by-guarantee company, governed by a board of directors.

The BID is managed by CityCo, The City Centre Management Company. CityCo's Chief Exec and staff are responsible to a BID board for the delivery of the business plan.

The Board is made up of representatives from levy-paying businesses who sit alongside non-exec directors from city stakeholders. The BID Board meets quarterly.

The 2023-28 BID will also incorporate an AGM, quarterly BID Council meeting, and bi-monthly Finance Committee.

The current Chair is Jane Sharrocks, General Manager of Selfridges Exchange Square.





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CONTACT DETAILS

Vaughan Allen

CityCo & Manchester BID Chief Executive

vaughan.allen@cityco.com

Phil Schulze

Manchester BID Manager

phil.schulze@cityco.com

CityCo & Manchester BID

Top Floor, Lloyds House

18-22 Lloyd Street Manchester,

M2 5WA

0161 838 3250



Manchester BID



manchesterbid.com



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