



FRIDAY 26TH - MONDAY 29TH MAY 2023

THE MANCHESTER FLOWER FESTIVAL

The Manchester Flower Festival is one of Manchester City Centre Business Improvement District's flagship events, funded and produced by the BID on behalf of our levy payers - Manchester's leading retailers, hospitality providers and offices.

Taking place across the late May Bank Holiday weekend, the festival of flowers transforms the city centre with themed decorations and green installations, alongside live music, entertainment, alfresco food and drink, talks, demonstrations and workshops.



Now in its fifth year, The Manchester Flower Festival attracts tens of thousands of additional visitors to the city centre each year, launches the summer event season in the city and helps to encourage repeat visits.

WHEN AND WHERE

DATES

Friday 26th – Monday 29th
May 2023

FESTIVAL ZONE

Exchange Square, New Cathedral Street, St Ann's Square, King Street, Market Street and Manchester Arndale.

FRINGE FESTIVAL

Locations across the wider city centre.

TAKE PART

We want our members to join the celebrations and make the most of the additional footfall in the city centre.

01 CREATE A SHOW GARDEN OR FLORAL DISPLAY IN THE MAIN FESTIVAL AREA

Think big, create a fabulous floral display and showcase your brand in the heart of the city's shopping district, we can put you in touch with florists and gardeners to help bring your idea to life.

02 CREATE A WINDOW, BUILDING OR IN-STORE DISPLAY

Celebrate The Manchester Flower Festival with a special themed building or window display, floral planter, window box or creative installation at your business.



03 PROMOTE YOUR BRAND AND PRODUCTS

Showcase spring/summer fashion, floral products and seasonal ranges.

04 HOST A SPECIAL EVENT

Host a special event, workshop or demonstration in your venue; from seed swaps and flower arranging to fashion showcases or gin tasting.

05 FOOD AND DRINK

Create a special Manchester Flower Festival themed cocktail or bring your bar or restaurant to the heart of the event.

2022 HEADLINE STATISTICS

- The Manchester Flower Festival attracted 70,000 additional visitors to Manchester city centre in 2022.
- Footfall exceeded the pre-pandemic May Bank Holiday figures of 2019.
- The city's iconic shopping street, King Street, saw a 50% increase in footfall, compared to 2019.
- The Manchester Flower Festival was featured in 109 pieces of local and national press coverage, including the I Paper, Guardian, Metro, BBC Radio Manchester, Manchester Evening News and The Manc with an AVE of £630,000 (Advertising Value Equivalent).

For more information and to take part please contact Festival Producer, Gary Williams on gary.williams@cityco.com by **Friday 31st March**.

