cityco

CITYCO MANCHESTER
THE CITY CENTRE MANAGEMENT COMPANY

2023-2024 MEMBERSHIP













MANCHESTER TODAY

Manchester is a global city, proud of its roots and of its future. It has survived downturn and turmoil thanks to its ability to work as one, to build partnerships between businesses, and between business and the public sector. For the past 27 years, CityCo has been at the heart of this partnership. By working together, we are continually striving to make the city a better place to visit, to work and to live.

STANDING

- A world city, leading travel publications placed **Manchester on their 'must-see' lists for 2023 (Lonely Planet, Conde Nast, National Geographic, Time Out).**
- One of Europe's fastest growing cities and the **3rd most visited destination in the UK** for domestic and international visitors.
- Named **'the UK's most liveable city'** by The Economist's Liveability Index (2022).
- The **UK's 2nd largest creative, digital and tech hub**, with companies that IPO above £1 billion (including AO.com, The Hut Group, 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.
- The **'Bee Network'**, an integrated London-style smart transport system, will bring together buses, trams, cycling and rail by 2030.

TOURISM

- In 2020, **tourism was worth £9 billion to Greater Manchester**, up from £4.9 billion in 2006, supporting 100,000+ jobs.
- Pre-pandemic saw **10 million 'staying visitors' and 120 million 'day visitors'.**
- The hotel market is growing rapidly and is the **largest outside London** by room count.
- Between 2021 and 2024, 4,000+ extra hotel rooms are opening, a 37% increase. By 2024, the city centre will have 15,000+ rooms.
- Manchester Accommodation BID (ABID) launched in April 2023. The initiative will deliver events and activities to attract people to stay, and improve the guest experience.
- The ABID is funded by a City Visitor Charge (£1 per room/unit/night), and will raise an estimated £15 million of extra investment during its first, 5-year term (2023-2028).
- Pre-Covid, **Manchester Airport was servicing 30 million passengers/year**. As of April 2023, passenger numbers had returned to 90% of pre-Covid volumes.
- **The airport is the UK's 3rd busiest airport** and is completing a 10-year, £1 billion investment plan. The new Terminal 2 building opened in July 2022, doubling passenger capacity.

GROWTH.

- Economic forecasts indicate the next decade will see continued growth, **with 65,000 extra jobs**. Increasing total city centre employment to 315,000 by 2040.
- **30% growth** is predicted across Science, R&D, Cultural, Creative and Digital sectors.
- In Manchester and Salford city centres, **20,000 new homes have been built** over the past 6 years. In 2023, 7,000 dwellings are under construction, with a similar number granted planning.
- 500 current Manchester businesses are accredited 'Real Living Wage' employers.

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CULTURAL VENUES & SPACES

- Alongside the city's existing events calendar, sporting and cultural assets, 2023-2024 will see Manchester landmarks develop.
- AO Arena's owners ASM Group have started a **£50 million redevelopment** programme to re-imagine the venue.
- A new second arena, **the £365 million Co-Op Live, owned by OVG Group and City Football Group, opens spring 2024**. With a capacity of 23,500, it will be the largest indoor arena in the UK.
- Factory International, the **new £200 million arts centre is opening from June 2023**, as the home of Manchester International Festival (MIF). It is a 7,000 capacity venue.
- **The Manchester Town Hall restoration completes in 2024**. The site will include a much larger public events space in Albert Square.
- The city centre and surrounds continue to grow, with public spaces including Mayfield Park, Circle Square, NOMA, Kampus, St John's, Meadowside, Middlework Locks, RHS Bridgewater and more.

RETAIL

- In May 2022, Colliers ranked the city centre as the top UK retail and leisure destination for the 3rd year running.
- One of the UK's biggest retail economies after London, with **annual sales over £900 million.**
- **Annual footfall in the BID central retail district was c.40 million people**, pre-pandemic.
- From the depths of Covid lockdowns at -85% vs 2019, overall footfall trends during 2022 and into 2023 have recovered in line with other major cities (especially at weekends).

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 (up to 20%).
- **50% graduation retention rate**, second only to London, provides a continuous supply of skilled labour.

OFFICE

- **£1.8 billion worth of deals** were recorded after the market rebound in 2021, from the UK's 'Big 6' cities. 39% was transacted in Manchester alone.
- **A further 1.3 million sq. ft. of new office space** is under construction from 2022.
- Central property developments like Circle Square and St John's continue to add hundreds of thousands of sq. ft. commercial space, attracting major players.

POPULATION

- The **population of the city of Manchester is 600,000** (+200,000 over the past 20 years). Greater Manchester's population is 2.8 million.
- **20,000 people have moved into the city centre** in the past decade, and in that time, 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.

Sources: CityCo, Colliers, Creative Tourist, Deloitte, GMCA, Growth Company, JLL, Manchester Airport, Manchester BID, Manchester City Council, Marketing Manchester, Place Northwest

CITYCO MANCHESTER

CityCo, The City Centre Management Company, is the main membership organisation representing the business community in the city centre.

Through various networks, we bring together over 1500 companies. We work across every sector and represent the needs of businesses with partners such as Manchester City Council, Transport for Greater Manchester, Greater Manchester Police, Marketing Manchester, and many others.

We offer advice and help in planning new projects, link members, and ensure the city's public agencies are aware of what the private sector needs to thrive.

CityCo members are in the best company. Our network includes Manchester's leading names. From head offices to independents, property developers to professional services, cultural attractions to bars and hotels.

Part of our work is to manage The City Centre Business Improvement District (Manchester BID), incorporating retailers, hospitality operators and office tenants. We are also delivery partners for Manchester's new Accommodation BID (ABID), representing hoteliers.

We run the Manchester Business Crime Reduction Partnership (BCRP) and administer the Manchester Pub and Club Network.

This means we support hundreds of city centre businesses, across multiple sectors, locations, and of very different sizes. By bringing influential people together and providing expert guidance, our aim is to the make the city work for everyone.



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CITYCO MEMBERSHIP

CityCo helps members to operate effectively in the city centre and have their opinions heard at the right tables. We offer a range of Business Support Services and all members have a dedicated Account Manager.

BUSINESS SUPPORT SERVICES

OPERATIONAL SUPPORT

CityCo assists members with the tactical challenges and opportunities of running a business in Manchester city centre. We pre-empt and provide support across issues that can affect successful operation.

We identify needs and then help to problem solve, make recommendations, and bring decision-makers together to find solutions.

MEMBERS BENEFIT FROM:

- 364 days a year, reactive and proactive operational and security business support.
- Support with issues to do with commercial waste, graffiti removal, street cleaning, litter, drug litter, bins.
- Support with issues to do with vermin, drains, flooding, noise and light pollution.
- Support with issues to do with the public realm, skating, trespassing, urban exploring, anti-social behaviour.
- Support around traffic management, road closures, protests.
- Support around premise licensing, outdoor seating.
- Support around challenges to do with people who beg or sleep rough.
- Representation with public sector partners over plans for expansion or new development.
- Invitations to urban resilience training and bespoke workshops.



- Invitations to operational-specific meetings and location-based forums.
- Invitations to participate in membership 'CityTours' (neighbourhood familiarisation trips).



BUSINESS CRIME REDUCTION PARTNERSHIP

Manchester BCRP helps to create a safe environment for businesses, their employees, clients, and customers. The team reports business-related crime in partnership with Greater Manchester Police and Manchester City Council licensing and anti-social behaviour teams.

MEMBERS BENEFIT FROM:

- Secure access to an online portal that shares data and information on repeat offenders, named 'Disc' (GDPR compliant).
- Secure access to Store/NiteNet security radio networks, linked to the city's CCTV control room.
- Membership of Manchester's Civil Exclusion Scheme (sector-specific).
- Supply of real-time security intelligence.
- Notifications of city centre protests and emergency security alerts.
- Invitations to monthly intelligence briefings on emerging issues, with guest speakers.
- Invitations to city centre security briefings.
- Invitations to expert training on crime prevention, anti-terrorism awareness, reducing loss from theft, combatting credit card fraud, how to deal with counterfeit currency, and conflict management.
- Full training on Disc and data compliance.

*Inclusion in the BCRP is gratis for certain levels of CityCo membership.

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URBAN RESILIENCE TRAINING

CityCo has a unique position at the heart of the city centre, at the intersection of business sectors, public agencies, delivery partners and operational suppliers. This means we are always in the loop and know who to talk to. We can help you stay up to date with the latest tactical and training knowledge.

MEMBERS BENEFIT FROM:

- Invitations to operational and security sessions including Action Counters Terrorism (ACT) Awareness training, in partnership with North West Counter-Terrorism Unit, Greater Manchester Police and Manchester City Council licensing.
- Invitations to city centre Water Safety Awareness training, in partnership with Greater Manchester Fire & Rescue Service, Royal Life Saving Society and Canal & River Trust.
- Invitations to Women's Night-Time Safety Charter training, in partnership with Manchester City Council.
- Introduction to The Circuit, a nationwide defibrillator network.
- Access to bespoke 'tabletop' training delivered by CityCo's in-house Operations Team, to help members prepare for common urban scenarios and city centre emergencies.
- Corporate discounts for third party operational training and supplies.



CITY INTEL & INTRODUCTIONS

CityCo is the best-placed organisation to find out whatever it is you need to know about operating in Manchester city centre. Our virtual concierge service is there to answer questions, give advice and let you know what is happening. We provide information and briefings on city activities, whether planned or spontaneous, thanks to our trusted intelligence partnerships.

MEMBERS BENEFIT FROM:

- Bespoke notice of activity in the city centre that could impact business operations, for example key demonstrations, protests, civic events, local road closures and transport works.
- Emergency communications and crucial guidance in the case of a major city centre incident.
- Invitations to input into business consultations around property developments, licensing applications, street and transport works, council, and transport matters.
- Access to third party data including footfall and sales reporting, property, and hotel development mapping.
- Invitations to topic-specific meetings and location-based forums.
- Invitations to CityCo's Monthly City Centre Performance Briefing, with the latest stats and trends.



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CITY FORUMS & LOBBYING

As constant corporate champions, CityCo has an influential role in lobbying on behalf of members with the city's public agencies, helping to keep business interests at the forefront of tactical and operational planning. We attend various meetings on behalf of businesses and run numerous working groups.

MEMBERS BENEFIT FROM:

- Representation at local authority-led committees including the Manchester City Council Integrated Neighbourhood Meeting, City Centre Ward Coordination Meeting, Transport for Greater Manchester briefings and Greater Manchester Police forums.
- Representation at action groups including the Manchester Homelessness Partnership, Manchester Water Safety Partnership, Manchester Food Board, Manchester Hotelier's Association.
- Representation at CityCo-led senior meetings including the CityCo Board, Manchester BID Board and ABID Board.
- Invitations to CityCo-led 'Local Area' network meetings.
- Invitations to CityCo-administrated Manchester Pub & Club Network events (500+ day and night-time economy venues).







BRAND AWARENESS

CityCo is committed to raising the profile and standing of Manchester as the leading business and visitor destination. A key strand of our work for Manchester BID is delivering high-profile public events in the city centre that attract footfall and positive press, and they offer plenty of promotional opportunities for members.

The calendar includes Chinese New Year celebrations, Halloween, The Manchester Flower Festival and the MCR Student Social – a shopping event in partnership with Manchester Arndale.

MEMBERS BENEFIT FROM:

- Invitations to participate in, partner, or sponsor, BID events - benefitting from multi-channel PR and marketing activity. Events have delivered £22 million+ AVE (advertising value equivalent) of media exposure, featuring across national news titles, TV, radio, online and social.
- Exclusive invitations to host relevant CityCo network events such as the Manchester Pub & Club Network meetings, and The PA Network (500+ corporate hospitality bookers).
- Preferred supplier status where relevant.

JOIN US

We offer Bronze, Silver, and Gold membership packages that can be tailored depending on business needs and priority areas. We offer flexible arrangements.

To talk about a package that works for you, please email **members@cityco.com**

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MCR BID MANCHESTER CITY CENTRE BUSINESS IMPROVEMENT DISTRICT

MCR ABID

Manchester BCRP

Manchester Pub & Club Network