



**MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT**

MANCHESTER CITY CENTRE BID

SUMMER 2023 UPDATE



YOUR BUSINESS IMPROVEMENT DISTRICT

Manchester launched its first Business Improvement District in 2013. Ten years later, Manchester City Centre BID began a new five-year term in April 2023, generating over £7m of additional investment to support businesses between now and 2028.

The BID is managed by CityCo, The City Centre Management Company. CityCo is Manchester's leading membership organisation. Through the BID and our various networks, we bring together 1500+ companies.

We work across multiple sectors 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.

Your business is one of 600+ leading retail, restaurant and office brands that are part of the BID community.

The BID district spans Market Street, New Cathedral Street, Manchester Arndale, Exchange Square, St Ann's Square, King Street and Deansgate.

Manchester City Centre BID is now joined by Manchester Accommodation BID, a first for the city, and the UK. The ABID brings together 70+ hotel providers, with the support of their own independent BID company.

We will be working closely with the new ABID network to maximise economies of scale, on everything from increased events to more cleaning and operational support.



WELCOMING NEW BID BOARD MEMBERS

For the third Manchester City Centre BID term (2023-28) we are delighted to have a wide range of experience on our new board, representing many different sectors and areas across the BID district.

CHAIR

Jane Sharrocks, General Manager, Selfridges

DEPUTY CHAIR

Roger Khoryati, Franchisee, McDonald's

DIRECTORS

- David Allinson**, Centre Director, Manchester Arndale
- Andrew Cooke**, Operations Director, Bruntwood
- Terry Crawford**, General Manager, Urban Playground
- Richard Forster**, Senior Manager, Lloyds
- Alex Killeen**, Brand Manager, Kuoni
- Claire Ryan**, General Manager, Primark

Additional Directors are also under appointment.

The BID Board meets quarterly and works alongside other representative groups including the BID Executive Finance Committee and the new BID Council, comprising of more than 40 representatives across multiple business sectors.

At the BID council, guests from other key public and private sector stakeholders are also welcomed, which allows this group to explore and understand the challenges and opportunities of operating in a changing city centre.

For more information about BID governance, including joining the Board or Council, please email BID Manager, phil.schulze@cityco.com

BID AREAS OF FOCUS

Your BID is supporting Manchester city centre 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, clean, 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.

For the full 2023-28 Business Plan, go to manchesterbid.com



BUSINESS SUPPORT SERVICES

The BID's focus is to support the vibrancy and resilience of Manchester's economy by bringing brands together with the city's public agencies and offering a range of Business Support Services:

- Operational Support
- Extra Street Cleaning
- City Hosts
- Manchester Business Crime Reduction Partnership
- Urban Resilience Training
- City Intel & Introductions
- City Forums & Lobbying
- Public Events Programme
- Discounted Meeting Spaces for Hire at Lloyds House

For assistance at any time please email info@manchesterbid.com or call **0161 838 3250**.


BID INITIATIVES



ATTRACTING VISITORS

ATTRACTING SHOPPERS, VISITORS, TOURISTS, AND WORKERS INTO THE CITY CENTRE, WHILST ENHANCING THE CITY'S REPUTATION AS A THRIVING DESTINATION

2023-24 BID EVENTS CALENDAR

MAY		The Manchester Flower Festival 26-29 May	
AUGUST			Manchester Pride 21-28 August
SEPTEMBER		MCR Student Social 28 September	
OCTOBER	Beyond the Music 11-14 October		Halloween in the City 28-29 October
NOVEMBER/DECEMBER	Festive Sundays 26 November	Festive Sundays 3/10/17 December	
FEBRUARY 2024			Chinese New Year 10 February 2024

THE MANCHESTER FLOWER FESTIVAL

Manchester BID’s annual floral takeover took place over the late May Bank Holiday weekend. The event transformed the shopping streets with fabulous floral installations, outdoor dining, live music, and entertainment.

The festival brought an additional 100,000 visitors to the city centre compared to last year’s event, with footfall up +24% v 2022 and +44% v the same weekend in May 2022.

Thank you to everyone that took part and supported. The festival will be back next year.

For the photos, festival film and more information, go to manchesterbid.com



100,000

ADDITIONAL VISITORS TO THE CITY CENTRE VS THE 2022 FLOWER FESTIVAL

+115,000

VIEWS OF MCRFLOWERFEST.COM

+1.7 MILLION

DIGITAL IMPRESSIONS ACROSS GOOGLE, FACEBOOK, INSTAGRAM AND TWITTER

£502,000

OF PRESS COVERAGE (AVE) ACROSS 121 TITLES, INCLUDING BBC NORTH WEST TONIGHT, YORKSHIRE EVENING POST, BBC RADIO MANCHESTER, MANCHESTER EVENING NEWS, MANCHESTER’S FINEST, THE MANC, CHESHIRE LIFE, BUSINESS DESK, PLACE NORTH WEST’S ‘THING OF THE WEEK’

TAKE PART IN UPCOMING EVENTS

Manchester stages the best events and Manchester BID is part of the picture. We are proud to deliver and support some of the city’s most innovative and accessible public events including Manchester Flower Festival, Manchester Pride and Halloween in the City.

All are programmed to add vibrancy, support businesses, attract additional footfall, and deliver positive press coverage. The more retailers, restaurants, office tenants and hoteliers take part, the more impactful the events will be for the city centre.

For calendars, event updates and reporting, go to manchesterbid.com



MCR STUDENT SOCIAL

SEPT 2023
28

Manchester BID and Manchester Arndale are once again teaming-up to host the city’s biggest student shopping night. The event will bring the best exclusive discounts and entertainment to Manchester’s 100,000+ student population.

Students inject millions into Manchester’s retail economy and by taking part in the event you can reach new customers - including high-spending international students.



Get Involved

- 01 Offer a Shopping Discount.**
Put on a special student discount or gift-with-purchase for event goers.
- 02 Join in Celebrations.**
Host a special student event, stage entertainment, decorate windows, dress-up or showcase themed products and experiences.
- 03 Host a Brand Activation on Market Street.**
Showcase your brand on one of the busiest streets in the UK. Feature as part of the Party, Food, or Info Zone.
- 04 Take a Space in the Info Zone on Market Street.**
Don’t have a big brand set-up? Take a table at our street-style student fair to connect with potential customers.
- 05 Share Activities with the BID team.**
Be featured in the multi-channel marketing and PR campaign in partnership with Manchester Arndale and media partners.

Let us know if you’re taking part, email info@manchesterbid.com





MCR MONSTERS

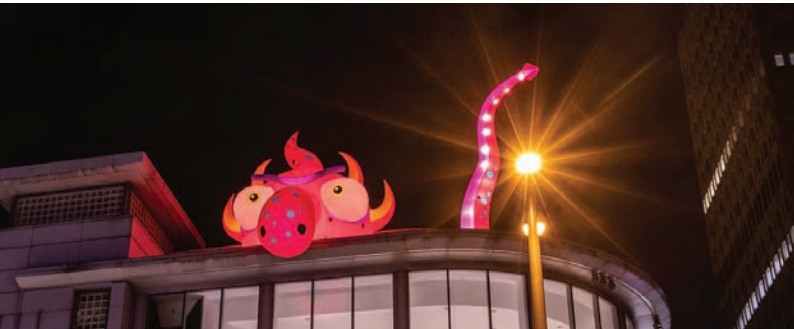
25TH - 31ST OCTOBER 2023

HALLOWEEN IN THE CITY WEEKENDER

28TH - 29TH OCTOBER 2023

Manchester BID will host the UK's largest urban Halloween celebrations in October. Expect our now-famous MCR Monsters, pumpkin lantern decorations, parades and a weekend full of family entertainment.

The event annually attracts thousands of people into the city centre. Take part to make the most of the extra customers, and positive PR.



Get Involved

- 01 Join in Celebrations.**
Host a special Halloween event, stage entertainment, decorate windows, dress-up or showcase themed products and experiences.
- 02 Sponsor a MCR Monster.**
Be part of the UK's biggest inflatable art trail by hosting one of our famous PR-attracting #MCRMonsters.
- 03 Sponsor the Event.**
Become an official event partner to support Halloween in the City and raise your company profile. There are opportunities to suit every business.
- 04 Share Activities with the BID team.**
Be featured in the multi-channel marketing and PR campaign with our promotional partners.

Let us know if you're taking part, email info@manchesterbid.com

ENVIRONMENT

IMPROVING THE CITY CENTRE AS A WELCOMING, CLEAN, ATTRACTIVE, RESILIENT AND SAFE PLACE

EXPANDED 'CITY WELCOME' PROGRAMME

Building on the success of our street cleaning service in the retail district, Manchester BID has joined-up with Manchester's new Accommodation BID to provide extra services around key access routes and hotels, in addition to core services already provided in the central shopping area.

The extra public realm cleansing includes jet washing around pavements and doorways, waste point sanitising and deep steam cleaning. The team delivers an ongoing programme of litter picking, graffiti and sticker removal.

We are removing hazardous waste, re-touching street furniture and tending to planters.

Your team of BID City Hosts has also expanded, working to welcome visitors to the city centre and assist businesses with operational requests, 363 days a year. The City Hosts are visiting businesses, helping to share information about what's going on.

If you require any assistance around your premises, email operations@cityco.com



COMMUNITY

MAINTAINING A TIGHT-KNIT RELATIONSHIP BETWEEN LEVY PAYERS AND KEEPING BUSINESSES IN THE LOOP WITH CITY AUTHORITIES



MYSTERY SHOPPING AWARDS

Manchester BID’s annual Mystery Shopping service took place in May and June, with market researchers from Storecheckers visiting stores, banks, jewellers, and hospitality venues. Detailed reports were completed.

Businesses delivered record levels of customer service this year, collectively achieving a customer satisfaction score of 85%. 2/3 of those taking part scored over 80% and were invited to a celebration breakfast at the Royal Exchange Theatre in July. 31 businesses scored a perfect 100%.

Congratulations to all finalists and winners.

2023 WINNERS

- Advised Customer Service - **Kuoni**
- Bank & Building Society - **Lloyds Bank**
- Boutique Men - **Charles Tyrwhitt**
- Boutique Women - **Oliver Bonas**
- Fashion (Large Store) - **Hollister**
- Fashion Stores - **Burberry**
- Footwear - **Kurt Geiger**
- General & Food Retail - **Marks and Spencer**
- Health & Beauty - **Neal’s Yard Remedies**
- Home & Lifestyle - **Hotel Chocolat**
- Jeweller - **David M Robinson**
- Stationary & Books - **Ryman**
- Technology - **Vodafone UK**
- Hospitality Restaurant - **El Gato Negro**
- Hospitality Casual Dining - **Wolf Italian Street Food**
- Hospitality Quick Service - **Fuel Juice Bar**
- Hospitality Coffee Shop / Food Takeaway - **Gong Cha and Black Sheep Coffee** (joint winners)

If you have queries about this year’s Mystery Shop, email info@manchesterbid.com

AGM & BID COUNCIL

The 2023 BID AGM took place in April and was an opportunity for everyone to meet, hear about recent initiatives and future plans, and share feedback.

The first BID Council meeting in June saw 40+ businesses gather to discuss operations, city trends and priorities from each sector, as well as hear from colleagues from Manchester City Council, Greater Manchester Police and Transport for Greater Manchester.

For more information about BID governance, including joining the Board or Council, please email phil.schulze@cityco.com.



MONTHLY CITY CENTRE PERFORMANCE BRIEFING

The BID community is invited to attend monthly online meetings that share the latest city intel. Learn more about footfall and sales trends, customer demographics, transport and hotel occupancy trends, major events coming up and the latest road and tram updates.

DATES FOR YOUR DIARY

SEPTEMBER

20

OCTOBER

18

NOVEMBER

22

Do ensure we have all your up-to-date company contact details to receive invitations to meetings and events.

Email info@manchesterbid.com

Manchester Office Network



The Office Network is free to join for office tenants that are part Manchester Business Improvement District.

Members enjoy a series of benefits:

- Invitation to networking events in the best venues, in the heart of the city
- Invitation to city centre performance briefings, led by Manchester BID, to help inform staff
- Invitation to city centre neighbourhood tours, led by Manchester BID
- Invitation to operational and workplace training, delivered by Manchester BID (for e.g. ACT Awareness, Women's Night-Time Safety Charter, Street Begging & Homelessness briefings)
- Invitation to discounted work place training, provided by external suppliers (for e.g. First Aid at Work, financial wellbeing)
- Access to discounts and offers in the city centre for office workers (for e.g. discounted gym membership, food and drink deals)
- Access to day-to-day guidance about working and operating in the city centre, provided by Manchester BID.

Sign-Up

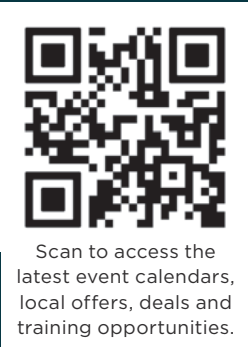
Invitations to activities are sent directly to our Office Network database.

To join the mailing list, just email erica.roberts@cityco.com

Please provide these details:

Your Role
Company
Office Building Address

We look forward to welcoming you.



Scan to access the latest event calendars, local offers, deals and training opportunities.



SUPPORTING BUSINESSES TO MEET ENVIRONMENT, SOCIAL AND GOVERNANCE (ESG) COMMITMENTS

ENVIRONMENT, SOCIAL & GOVERNANCE REVIEW

Manchester BID has commissioned a new report, undertaken by Creative Concern, to show the commitment and approach by city centre businesses to tackle major environmental and social issues.

The 2022-23 Manchester BID 'Environment, Social & Governance' Review is the first study of its kind in the city.

Dubbed an 'ESG Healthcheck', hundreds of city centre businesses were assessed on their approach to a range of environmental issues, including reducing carbon emissions and waste, how they embrace diversity, and their commitment to charity partnerships.

The report is unique in scope and will serve as a springboard to partnership working with the public and voluntary sectors to help share best practice and bring schemes and people together in the new BID term.

For the full report, go to manchesterbid.com





MANCHESTER BID EVENT & MEETING SPACES

A UNIQUE MANCUNIAN VENUE

Discounted room hire for BID retailers, hospitality operators and office tenants. Go to manchesterbid.com/roomhire

CONTACT DETAILS

CityCo & Manchester City Centre BID

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CityCo & Manchester BIDs



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