



HEART OF MANCHESTER BID

Annual Report 2015/16

Manchester City Centre
Business Improvement District (BID)

A consortium of 380 city centre retailers, working together for a better city centre

OUR THIRD
YEAR OF
SUCCESS

MANCHESTER'S BUSINESS IMPROVEMENT DISTRICT

I'm pleased to introduce the third Annual Report from the Heart of Manchester BID.

Over the last year the BID has continued its focus on delivering projects aimed at increasing footfall and attracting ABC1 customers to Manchester's retail heart. In a changing city, the Business Improvement District is more important than ever to give you – our 380 members – a single voice to raise the issues that matter to you.



A SUCCESSFUL YEAR

To help reach the widest possible audience, the BID has been extending its relationships with major institutions and key city partners including Manchester City Council, Transport for Greater Manchester (TfGM) and Visit Manchester. This has helped the BID's flagship events dovetail with the increasing recognition of Manchester as an international city. Lonely Planet has listed Manchester as one of its Top 10 world cities to visit in 2016, and our City Hosts continue to welcome and help thousands of national and overseas visitors every week.

In summer 2015 more than 50 BID retailers played a direct part in our summer garden party, Dig the City. With special fashion shows, in-store promotions and window displays, Dig the City helped to drive footfall in a traditionally quiet period and again attracted national TV, radio, online and press coverage.

In September 2015, the BID once again joined forces with Manchester Arndale to spread its annual student shopping night across the retail centre.

With 200 stores involved, MCR Student Night Out saw footfall and sales increase, with many stores reporting double digit uplift. It's an event that continues to grow and benefit from digital and social marketing targeting both domestic and international students.

Moving forward to February 2016 and Chinese New Year was the biggest yet, with high profile sponsors Manchester Airport and Hainan Airlines supporting a wide variety of traditional and contemporary events including urban graffiti artists, markets and amazing light projections. The BID commissioned attractions and decorations across the city and the commercial value of the local, national and international marketing and PR campaign was over £1 million.

Thanks to everyone's hard work, Manchester is now acknowledged as hosting the second largest Chinese New Year celebrations in the UK.

LOOKING AHEAD

Given the success of these BID events in helping drive footfall and the profile of the city, the BID will now increase activity to six events, up from the original two that were planned at the start of the BID. The BID also continues to be a key stakeholder in major city marketing campaigns working alongside Visit Manchester and Manchester City Council.

Manchester is still the second largest retail economy outside London and all these exciting events are happening in a city that is itself undergoing major redevelopment, with over £1 billion investment in the transport infrastructure, due for completion in 2017.

The new 'shoppers' Metrolink stop at Exchange Square successfully opened ahead of schedule in December 2015, with more improvements due for completion over the coming year. The BID is working with the relevant authorities to help keep everyone informed, and we are positive about the future benefits of a more connected city region.

In contrast to the huge levels of investment, there are still economic and social challenges, and the BID will continue to support members and represent retail with the city's leadership bodies. Our City Hosts are also increasing their activity, with more frequent daily

patrols of the BID area and visits to more businesses to share information.

With another two years before a re-ballot, there is much more we can do in such an exciting and growing city – and success depends on the continued support of you, the BID members.

This is your BID, funded by your contributions. Make sure you're in touch with the team and let us know your feedback and ideas.

Thanks for your support and here's to another successful year.



— Jane Sharrocks
General Manager,
Selfridges Exchange Square;
Chair, Heart of Manchester BID

THE STORY SO FAR



Back in 2013, over 380 businesses in Manchester's city centre retail core voted YES to setting up the Heart of Manchester BID (Business Improvement District). Today there are Business Improvement Districts in almost every town and city in the UK.

The BID runs for five years and sees an extra £5 million invested in the city centre's retail district to help Manchester retain and reinforce its standing as the UK's leading retail destination outside London.

At the outset of the BID, a Board of retailers and city stakeholders developed a Business Plan. This outlined the main areas of focus – public events, promotions and customer service initiatives – as well as delivering operational and security

support to assist businesses and enhance the trading environment. The BID also acts on behalf of retailers as a lobbying voice with the public sector (including council, policing and transport organisations).

This past year we have continued to develop and deliver major projects, build effective partnerships, and encourage more and more participation from retailers in the work of the BID.

This is your BID. To get the most out of it, you need to be part of the activities and events. By joining in and working together, you will not only get the most out of your investment, we will all be able to harness further growth for our city centre.

“M&S has a long history of supporting the community in which we trade, especially in Manchester. The BID is helping to bring retailers together and attract visitors to the city centre. With regular operational help and information too, we are delighted to be involved.”

—Joanne Elliott, Store Manager, M&S



Focus of the BID and key projects to date

1

LAUNCHING MAJOR NEW EVENTS TO ATTRACT FOOTFALL AT TRADITIONALLY QUIETER PERIODS OF THE YEAR

- Chinese New Year
- Dig the City
- Vogue Fashion's Night Out
- MCR Student Night Out
- MCR Student Spring Break
- MCR Student Takeover
- Support for Manchester Day
- Eid

2

LAUNCHING A CITY CENTRE HOSTING SCHEME TO IMPROVE THE CUSTOMER EXPERIENCE

- City Hosts

3

DELIVERING PROMOTIONAL CAMPAIGNS AND PARTNERSHIPS TO ATTRACT MORE AFFLUENT SHOPPERS

- Ongoing positive PR
- Marketing and PR campaigns for major events
- Where to Go Manchester guidebook
- Visit Manchester's spring, summer and Christmas marketing campaigns
- Visit Manchester's tax-free shopping campaign
- @shopmcr social media

4

IMPROVING THE CITY CENTRE EXPERIENCE FOR BUSINESSES AND THEIR CUSTOMERS

- Day-to-day operational support
- Access to CityCo's Business Crime Reduction Partnership (BCRP) – security intelligence, radios and briefings

5

SUPPORTING THE BID MEMBERSHIP COMMUNITY AND TALKING TO EACH OTHER

- Support for new tenants
- One-to-one visits, e-news, BID corporate events and briefings, invitations to CityCo's events
- Relationship development on behalf of the retail community with public sector and city stakeholders
- LinkedIn group

OUR THIRD YEAR OF RESULTS

“The Heart of Manchester BID demonstrates a very positive impact on city retail by helping to drive sales and footfall. We are delighted to work with the BID. From taking part in its events to connecting retailers, the company makes a valuable contribution.”

— David Allinson, Centre Director, Manchester Arndale

7,157

intelligence reports generated by the BID's City Hosts

£76 million

worth of extra spend by visitors to Manchester

200

retailers took part in the MCR Student Night out, in association with Manchester Arndale

£1million+

marketing and PR coverage value for Chinese New Year

11,000

entries to our Chinese New Year competition

1 million+

visitors to Dig the City

130,000

visitors helped by the BID's City Hosts this past year

£4million+

of media coverage (AVE) gained for Dig the City

50%

Up to year on year increase in sales during MCR Student Night Out

30%

year on year increase in footfall during Dig the City 2015

170

press articles about Chinese New Year



“House of Fraser has had the privilege of working with Manchester’s BID for the past three years. I am delighted to say that the partnership has generated benefits for both the store and the city. We are working together to create a better shopping experience for customers and visitors.”

— Anne Latham, Store Manager, House of Fraser Manchester

“We can all be very proud of the legacy of Dig the City. It’s not only been a terrific boost for retailers, the festival has been a remarkable coming together of both community and business. We managed to create a summer garden festival with a uniquely Mancunian spirit.”

— Jane Sharrocks, General Manager, Selfridges Exchange Square



INCREASING FOOTFALL

The BID supports events that attract regional, national and even international visitors, particularly at times of the year when custom might need a welcome boost.

MANCHESTER DAY ✓

Following the success of the @ShopMCR float in 2013, and support for Manchester Day in summer 2014, the BID sponsored this major city event again in June 2015. With our support, celebrations were staged in the city's shopping areas for the second year running, so visitors to New Cathedral Street and Exchange Square could enjoy colourful performances and music. We also made sure that the main parade took place at an earlier time to support businesses.

Over 60,000 people came along and shops were given the chance to offer discounts, which were shared via the Manchester Day website, Manchester Evening News and promotional flyers.

manchesterday.co.uk
#MCRday

MCR STUDENT NIGHT OUT ✓

The BID has delivered a number of targeted shopping events since 2013 including Vogue Fashion's Night Out and the MCR Student Takeover, aimed at attracting the city's 100,000 strong student population to an exclusive night of top offers, fashion, music and street entertainment.

Building on this success, in 2015 the BID formed closer partnerships with Manchester Arndale, student promotional agency UNiDAYS, Capital FM and The Warehouse Project's social media team.

The September MCR Student Night Out saw thousands of students head into the city to snap-up discounts of up to 30% from over 200 stores, promoted via targeted PR, digital, social media, leaflets and poster campaigns. Stores reported sales increases of up to 50% year on year. To encourage shoppers across the BID area, the streets were dressed with inflatable installations and students were entertained by DJs, games and food vans.

myunidays.com/mcr
@shopmcr
/shopmcr
#studentnightout

DIG THE CITY ✓

Dig the City, the BID's giant summer garden party, blossomed bigger and brighter in 2015. Aimed at high spending shoppers, workers, families and day-trippers, the festival helped to increase footfall by 30% year on year.

The BID worked with headline sponsor NCP and partners including Manchester City Council, Manchester Cathedral, National Trust, BBC, Visit Manchester, Transport for Greater Manchester (TfGM), Metrolink, community groups, cultural attractions and retailers to stage and promote the event.

Shopping streets were transformed into floral avenues of Show Gardens, displayed by big names such as Coronation Street The Tour, RHS Tatton and Kew Gardens.

Other highlights included the One Big Shopping Weekend, Dig the City discos and fun for the kids with Cbeebies Mr Bloom. At the Bridgewater Hall Bandstand, musicians from Manchester Jazz Festival took to the stage and there were flower markets, a Harvey Nichols Grey Goose Bar and talks by TV's gardening expert Diarmuid Gavin. It all ended with a bang thanks to Wild Rumpus' Run Wild Child treasure hunt and giant water fight, which brought thousands of families into the city centre.

The creativity of the BID community also helped to turn the city green with window displays, special offers and a shopping competition.

Dig the City has attracted widespread national attention. It was promoted through extensive multi-channel campaigns and has gained over £4 million (AVE) of PR coverage including features on North West Tonight, Granada Reports, BBC Radio 2, BBC Radio 4, BBC Radio Manchester, Classic FM, Heart FM and Key 103. Print and online coverage included The Guardian, Telegraph, Daily Mirror, Daily Mail, Daily Express, Huffington Post and hundreds of articles in the local press including Manchester Evening News.

Dig the City has a legacy far beyond for the city centre, with many trees, plants and equipment reused. It has also won a series of Gold Medals and commendations from the RHS In Bloom and UK Event Awards.

digthecity.co.uk
@digthecitymcr
/digthecitymcr
/digthecitymcr

Take a look at our Marketing and PR reports
heartofmanchester.com

1million+

Dig the City has welcomed over one million visitors



CHINESE NEW YEAR



After the success of the 2014 and 2015 celebrations, the BID has continued to grow its city partnerships around Chinese New Year. Working closely with a range of stakeholders including Manchester City Council, Federation of Chinese Associations of Manchester (FCAM), Centre for Chinese Contemporary Art (CFCCA) and cultural venues, contemporary events are now staged across the shopping district.

For February 2016 Year of the Monkey events, the BID secured headline sponsorship from Manchester Airport and Hainan Airlines, alongside sponsors Tsingtao Beer and Manchester City Football Club. We worked with Transport for Greater Manchester (TfGM), Metrolink, NCP and regional transport operators to spread the message to Chinese residents, high spending and international shoppers, students, families and day visitors. Footfall was recorded to be up 16% year on year and averaged at more than 85,000 people per day.

The streets were festooned with over 6,000 lanterns (double the number of last year) and hung at more sites including Corn Exchange, Manchester Arndale, Spinningfields and First Street.

As dusk fell, a series of light projections illuminated the side of St Ann's Church in spectacular fashion and visitors could enjoy snacks from the Chinese Food Market. There were artists from Hong Kong and a Giant Golden Dragon made a home in Exchange Square. With an Asian Street Food Village, ping pong at the Tsingtao Bar, lion dancing and parkour runners, there was something for everyone. The Whitworth, Manchester Art Gallery, HOME and Manchester City Football Club also ran themed celebrations.

Retailers painted the town red by hanging lanterns, running workshops, Red Envelope schemes and offering personalised gifts. House of Fraser hosted a VIP event for Hainan Airlines and Selfridges hosted the BID's launch party. Manchester Arndale ran children's craft workshops and many other retailers took part, including Harvey Nichols, Paperchase, Kipling, Jigsaw and UGG.

MARKETING AND PR CAMPAIGN



Building on the strength of the modern branding for our Year of the Horse and Year of the Ram campaigns, internationally renowned illustrator Stanley Chow created a playful new image for the Year of the Monkey.

Highly visible advertising and signage included digital screens at all three Manchester Airport terminals and across the city; posters and panels on Metrolink, Stagecoach, TransPennine Express, Northern Rail and Virgin Trains networks; and press adverts in titles including City Life, Guardian Guide, Chester & District Standard, Liverpool Echo, Yorkshire Evening Post, Sheffield Star and MCR Weekly News South.

The digital campaign included e-news bulletins to over 500,000 people and a dedicated what's on website, as well as homepage takeovers and features across Manchester Evening News, Visit Manchester, Manchester Airport and Manchester City Football Club. The BID coordinated a promotional video at the airport to hail the arrival of Chinese New Year and it has since been shared across the world.

The headline competition to win a holiday to Beijing received more than 11,000 entries, with more than 40% opting in for more information about future BID events.

Chinese New Year featured across a wide range of broadcast and print media including a live weather report on BBC North West Tonight and news segments on ITV Granada Reports, BBC Radio Manchester, Heart FM and Key 103. Over £600,000 of PR value was achieved (AVE) across national outlets including The Mirror, Daily Express, The Times, Woman, Waitrose Weekend and an online photo feature on The Guardian showcased the BID's celebrations alongside global events.

Locally, a media partnership with the Manchester Evening News led to more than 40 articles, a City Life special edition 12-page supplement and front cover business story in Greater Manchester Business Week. In total, 170 press articles talked about Chinese New Year in Manchester.

chinesenewyearmcr.com
 @CNY_MCR
 /chinesenewyearMCR
 /chinesenewyearMCR
 /chinesenewyearMCR

Take a look at our Marketing and PR reports
heartofmanchester.com



INCREASING PROFILE

CITY CENTRE PROMOTION BY VISIT MANCHESTER ✓

The BID supports and part-funds the city's major seasonal campaigns and ongoing PR and marketing efforts to raise the profile of Manchester both nationally and globally. The work is delivered by Visit Manchester alongside partners including Manchester City Council, Transport for Greater Manchester (TfGM), Metrolink, Manchester Airport and various international airlines as well as other transport organisations including First TransPennine Express, Northern Rail, Virgin Trains, Stagecoach and First Group.

These campaigns have led to an additional £76 million* spent by visitors to Manchester in 15/16.


* based on Visit England calculation of £50.25 per £1 invested

SUMMER 2015 ✓

Visit Manchester's summer campaign highlighted key things to do in the summer months including Dig the City, summer holiday activities at the National Football Museum, Manchester Food and Drink Festival, shopping at Manchester Arndale along with transport messages to help people get in and around the retail district.

Coverage included national, regional and local press advertising. An on air and online radio advertising campaign was run with Heart FM as well as online activity with Classic FM. Digital activity included a dedicated microsite, e-newsletters to UK databases, digital advertising and social media activity. Outdoor advertising was on static and digital poster sites and the creative was displayed on transport networks into the city in partnership with FTPE, Northern Rail and the Oxford Road Corridor.

- 177,880 national press audience
- 2,259,260 regional press audience
- 1,228,332 local press audience
- 1,031,000 radio listeners
- 42,058 visits to visitmanchester.com/summer
- 245,432 e-newsletter recipients
- 124,787 social media impressions with a reach of 85,619
- 6 million+ opportunities to see the outdoor campaign




Dig the City is back 31 July - 6 August. From King Street to the Cathedral. Taking in gardens galore, street food and fashion. A week's worth of pop-up picnics, music, markets and masses to do – this is Manchester's summer garden festival.

Manchester
spectacular and unmissable

visitmanchester.com/summer

Plan your journey at northernrail.org

Take down 7 August 2015




Chinese New Year
4 - 7 February 2016

Celebrate Chinese New Year in Manchester. Four days of spectacular celebrations across the city centre with thousands of lanterns, a giant golden dragon and stunning 3D light show.

Manchester
spectacular and unmissable

visitmanchester.com/winter



CHRISTMAS 2015 ✓

Visit Manchester's Christmas campaign promoted the range of activities and events on offer including the Christmas Markets, Santa's Grotto, Manchester Ice Rink, shopping, eating and drinking as well as various theatre shows and pantomimes. The target audience was ABC1 consumers within a one to two hour travel time of Manchester.

Coverage included TV advertising across ITV Granada, Video On Demand throughout ITV Central West, press advertising in national, regional and local publications, a radio campaign on Heart FM NW, and online activity with Classic FM. Digital activity included a dedicated microsite, e-newsletters, digital advertising and social media. A printed Christmas leaflet was distributed via targeted door drops, leaflet racks, City Hosts, NCP car parks and Metrolink stops across Manchester. Outdoor advertising included static and digital sites on key routes into the city. In addition A3 posters were displayed in cafés, bars, shops and NCP car parks and at selected rail stations in partnership with Metrolink, FTPE and Virgin Trains, alongside interior panels and tram wraps.

- 1,830,949 TV audience
- 221,279 VOD audience
- 624,012 national press audience
- 1,305,292 regional press audience
- 1,653,843 local press audience
- 420,000 printed leaflets
- 35,000 copies of MCR magazine
- 14,005,000 radio listeners
- 559,465 visits to visitmanchester.com/christmas
- 236,887 e-newsletter recipients
- 3,274,340 Facebook reach
- 1,500,000 Twitter impressions
- 60 million+ opportunities to see the outdoor campaign

WINTER 2016 ✓

Visit Manchester's winter campaign led with the BID's Chinese New Year celebrations. The target audience was ABC1 consumers within a one to two hour travel time.

Press advertising was in regional and local titles, radio advertising on Heart FM (on air and online) plus online activity with Classic FM. Digital activity included a dedicated microsite, e-newsletters, digital advertising and social media. Outdoor advertising was in conjunction with transport partners NCP, FTPE, Northern Rail and Virgin Trains at key stations and routes in to the city.

- Chinese New Year coverage:
- 709,872 regional press audience
 - 409,444 local press audience
 - 35,000 copies of MCR magazine
 - 870,000 radio listeners
 - 12,155 page views to visitmanchester.com/winter
 - 80,178 e-newsletter recipients
 - 34,238 Twitter impressions
 - 25,918 Facebook reach
 - 4 million+ opportunities to see the outdoor campaign

Nowhere does Christmas shopping like

MANCHESTER

visitmanchester.com/christmas



MANCHESTER CITY COUNCIL #MCRChristmas

PR HIGHLIGHTS

14 CITYLIFE CHINESE NEW YEAR FRIDAY, JANUARY 23, 2016 M.E.K. CHINESE NEW YEAR CITYLIFE 11

YEAR OF THE SHEEP IS MAKING WAY FOR MONKEY

Chinese New Year is here and the city is celebrating with a series of events including a dragon parade, lion dance, and light show.

There was also a whole lot of partying, with the city's streets filled with the sound of drums and the sight of colorful lanterns.

Chinese New Year Tours at Manchester City Football Club

12-PAGE CITYLIFE SPECIAL TO WELCOME CHINESE NEW YEAR

YEAR OF THE MONKEY

FRIDAY, JANUARY 23, 2016 manchestercitylife.co.uk/whats-on @citylife_mcr facebook.com/manchestercitylife

Time Out MANCHESTER

Warehouse Project DJs to take part in street music event at MCR Student Night Out

Warehouse Project collective Drop the Mustard, DJs from HemoElectric, Bootleg and Inspiral Carpets' Clint Boon will be taking part in a free live music event in Manchester city centre as part of MCR Student Night Out.

The Warehouse Project's Krysko, Sam Graham from Drop the Mustard and Bootleg's Sian Bennett will all be providing the soundtrack to the evening at St Ann's Square while Inspiral Carpets keyboardist Clint Boon, DJ Kam from Bass Face and Juicy's DJs will be spinning the decks on Market Street.

As part of MCR Student Night Out, more than 200 shops in the city centre will be staying open later to offer one-night only discounts for students alongside entertainment and the chance to win a variety of prizes.

St Ann's Square will also include fun fair games such as hook-a-duck and a coconut shy while Wuhaca will be serving up Mexican street grub from their Taco Van. Meanwhile, Exchange Square will host a variety of retro inflatables - including the Marshmallow Man from 'Ghostbusters' - and venues in the Northern Quarter including Hula and The Bay Horse will have drinks deals after the event.

MCR Student Night Out, September 29, 4-9pm.
See Time Out's Manchester student guide.

CLASSIC fm THE WORLD'S GREATEST MUSIC

Win a 4* Manchester break for Dig the City

20th July 2015, 00:00

Dig the City is back. Manchester's summer garden festival returns from Friday 31 July to Thursday 6 Aug and we've a Manchester break to be won.

Calling all green fingered gardeners, Manchester's summer garden festival Dig the City is spreading its leaves across the heart of Manchester's shopping district from Friday 31st July to Thursday 6th August.

Watch as Manchester's city centre landmarks, lamp-posts, hanging baskets and shop windows bloom into life as Market Street, New Cathedral Street, St Ann's Square, King Street, Deansgate and Greengate Square all become a gardener's paradise.

Come and enjoy seven days of gardens galore, as pop-up picnics, delicious food and fabulous fêtes take over the city's shopping streets of Manchester.

THE TIMES

Fan zone Today is Chinese new year but Manchester began celebrating early yesterday with a dragon parade and dancing

theguardian

Chinese new year in Manchester

It is the year of the monkey and celebrations have been taking place across the UK. Guardian photojournalist Christopher Thomond spent several days covering the preparations and events leading up to the big day in Manchester

Monday 8 February 2016 15:12 GMT

Light show

I am giving out incense sticks for people to make a good wish in a monkey year

San Cheng

itv NEWS

ITV REPORT 3 February 2016 at 2:11pm

Chinese New Year celebrations begin tomorrow with four days of music, dance and street food

Greater Manchester welcomes in the Year of the Monkey Credit: GMPCC

As Greater Manchester welcomes in the Year of the Monkey, Mayor and Police and Crime Commissioner Tony Lloyd has shared a message of celebration with the region's Chinese community.

Chinese New Year celebrations begin on tomorrow with four days of music, dance and street food.

The highlight of the celebrations will take place in Chinatown and Albert Square on Sunday 7 February.

EXPRESS Home of the Daily and Sunday Express

Horrible Histories horticulture and RHS winners light up Manchester's free garden festival

MANCHESTER'S annual garden festival, Dig The City, will feature RHS winners and a Horrible Histories garden when it takes over the city centre from next week. July 31 to August 6.

INCREASING COMMUNICATION



YOUR BID MANAGER ✓

Phil Schulze is the Heart of Manchester BID Manager and has over 20 years' experience in financial services and retail, working across the UK and managing M&S flagship stores in cities across the north including Glasgow, Newcastle, Leeds and Manchester. Phil is your first point of contact for all enquiries to do with the work of the BID and the services we provide in the retail district.

You can email Phil directly at phil.schulze@cityco.com or call **0161 838 3250**.

KEEPING YOU INFORMED ✓

In our third year, your BID Manager, Phil Schulze, and the team of City Hosts have carried out more than 2,500 business visits. These cover everything from sharing sales and footfall information, letting members know about forthcoming BID and city events, plus all the latest on transport and other changes as the city expands.

We send out monthly e-newsletters and publish details of all our events, PR and event evaluations as well as footfall and sales trends and a city centre events calendar at heartofmanchester.com

We also have a **BID LinkedIn Group** – please join the network to follow posts and news.



Join the BID's LinkedIn Group to keep updated and connect with other BID members

@ShopMCR

Get in touch to share and promote your news, events and promotions

BRIEFINGS AND CITYCO EVENTS ✓

Our corporate events are the chance to meet face-to-face, hear from leading speakers and make sure you keep up-to-date with BID projects. As part of this, we run VIP event launches and street group meetings.

We also invite the BID community to CityCo's business networking events. These have included briefings from Transport for Greater Manchester (TfGM) and Greater Manchester Police, conferences on city place-making, and developments in retail, property and professional services industries. We also organise The PA Network and behind-

the-scenes tours and talks, most recently at Corn Exchange, NOMA, MSI, Manchester Science Park, The Whitworth, Central Library and HOME.

All our events give you the chance to learn about city trends, keep track of projects that will affect business, such as major transport works, and find out how to get involved with the BID.

Please keep an eye out for invitations and attend if you can. To make sure you don't miss out, please email your organisation's contact details to manchesterbid@cityco.com



SPEAKING WITH ONE VOICE ✓

The BID gives the retail sector a stronger voice and is in regular dialogue with city centre partners on a range of issues such as transport, operations, security and tourism.

A number of representative BID retailers are now meeting quarterly with Executive colleagues at Manchester City Council. These meetings have ensured that the leadership team is regularly updated on Manchester's retail sector and, in turn, businesses are able to discuss key issues such as cleaning and waste management, transport and homelessness.



CITY HOSTS

HELPING VISITORS ✓

Over the past twelve months, our team of City Hosts has gone from strength to strength, welcoming more and more customers. Last year the City Hosts helped over 125,000 people, with visitors coming from all over the UK, and increasingly from abroad. The City Hosts have visited a number of Manchester's leading attractions to ensure they have personal experience of the places that visitors are asking about, such as the National Football Museum and The Whitworth.

The City Hosts also helped to co-ordinate other city ambassadors and volunteers across transport links and the Christmas Markets during the busy festive period.

The team regularly conduct surveys and know that around 75% of visitors are from the UK, with a further 20% visiting from abroad – from as far afield as China and America but also from all over Europe. Some of the City Hosts are already multi-lingual but they are all currently undertaking further language training.

HELPING YOU ✓

As well as greeting the public and directing them around the retail district, the City Hosts carry out business visits, providing a vital link between your organisation and the BID team. The City Hosts have struck up personal relationships with many of the shops they visit and help BID members understand what is going on in the city.

In the third year of operation, the team has recently scored over 95% in an industry mystery shop by The Welcome People, the company that manages hosting teams right across the UK, with many of the team scoring 100%.

130,000 visitors welcomed this year

11,000 visitors welcomed on average every month

45 visitors welcomed on average every hour

7,157 intelligence reports related to environmental issues generated this past year

2,600 business visits this year

INCREASING STANDARDS

OPERATIONAL SUPPORT ✓

The BID continues to respond to issues raised by members around utilities and streetscape works, litter and gum removal, tree pruning, street cleaning requests, beggars and busking complaints. The City Hosts also help by keeping an eye on the standard of the city's streets, observing hundreds of potential problems every week and escalating issues.

In October 2015, CityCo and Manchester City Council launched an extension to the existing commercial waste pilot scheme in the BID area; the aim being to consolidate collection points around King Street and St Ann's Square to improve its overall appearance.

BUSINESS CRIME REDUCTION PARTNERSHIP ✓

BID members can access the services of CityCo's award-winning Business Crime Reduction Partnership (BCRP). Members can access intelligence briefings and training, connect to day and night time radios and participate in the city centre offender exclusion scheme.

Manchester
BCRP

"Manchester's BCRP is by far the best structured and informative partnership I have ever worked with. Our store's crime management results could not have been achieved without being an active member. I'd like to personally thank the team in helping the business manage offenders, build police relationships and share resources."

—Stephen Short, Selling Support Manager, Debenhams

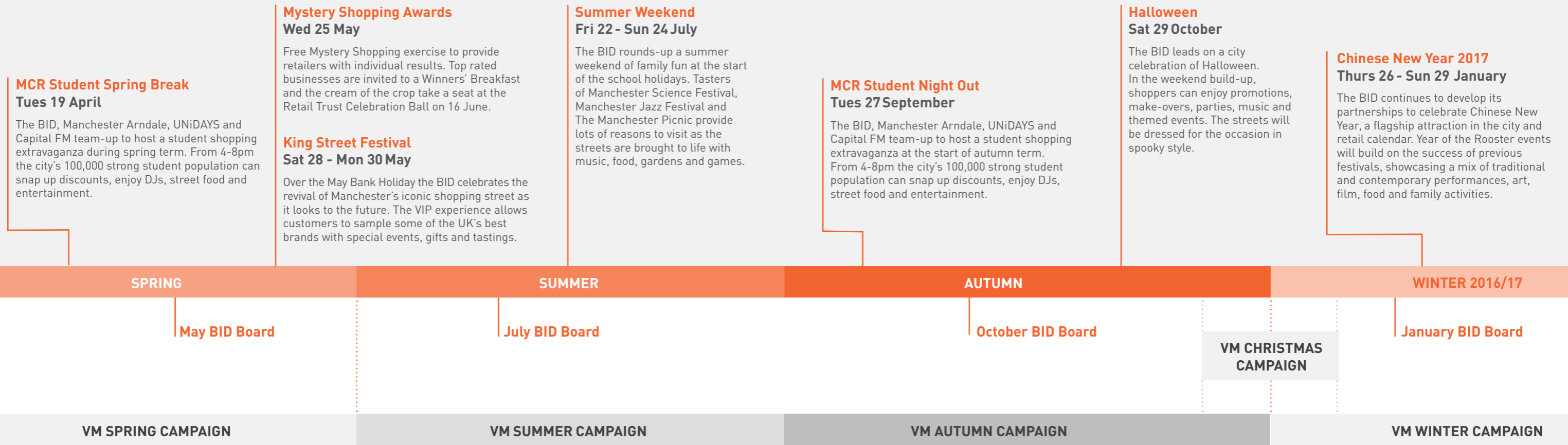
"Jigsaw continues to work very closely with the BID, which benefits us individually and also collectively on King Street. We partner on everything from event planning, through to tackling operational issues such as improving waste collection. It is great to have a team working tirelessly on our behalf."

—Erica Roberts, Store Manager, Jigsaw

Read on to find out what we have planned in the next twelve months.



THE YEAR AHEAD



ONGOING ACTIVITIES

| STANDARDS | COMMUNICATION | PROFILE |
|---|--|---|
| <p>Clean, safe, welcoming streets Building on the relationship between our City Hosts, the BID's Operations Team and the Neighbourhood Delivery department at Manchester City Council, we will continue to support stores by improving environmental standards.</p> <p>Development of City Hosts City Hosts have proved to be a real success and we will continue to work with The Welcome People to make sure the team is upholding standards of gathering data, assistance, reporting and obtaining feedback.</p> | <p>Keeping you up-to-date We will continue online, print and face-to-face communication, building on business visits and sector meetings. Make sure your local, regional and Head Office colleagues are kept in the loop. Please email all contact details to manchesterbid@cityco.com</p> <p>Operation King Street We will continue to work with Manchester City Council, landlords and agents to help the continued regeneration of this key retail route, now home to new high profile retail brands, restaurants, bars and hotels.</p> | <p>PR We will continue to work with our PR agency on positive stories to promote the BID's work and raise the profile of Manchester's retail offer.</p> <p>On the trade side we will aim to attract national attention to Manchester as a leading retail destination for brands; promote the city centre in business and financial press as a successful retail centre; and position the BID as an influencer of strategies in the retail district.</p> <p>On the consumer side we will continue to liaise with Visit Manchester to co-ordinate retail coverage as part of national and international press activity and familiarisation trips; and promote our City Hosts, BID events and key dates to help drive awareness, footfall and retail spend.</p> |

TRACKING THE IMPACT

In 2016/17 the BID's events, campaigns and activities will continue to be evaluated through the methods adopted in the first three years. PR coverage and other reports can be found at heartofmanchester.com

BID events and PR campaigns

- Footfall trends (e.g. week/ event time period or year-on-year analysis)
- Event attendance figures where relevant and possible to record
- Anecdotal feedback and satisfaction from BID members, partners and stakeholders
- Where applicable, and with funding, event specific visitor surveys to track demographics, event usage and satisfaction
- Media value of local, regional and national press coverage
- Marketing coverage (media value, amount of contra/ partnership media secured)
- Sponsorship attracted
- Web hits to campaign landing pages
- Social media interaction
- Redemptions of any competitions or offers
- Retailer engagement levels

Perception survey

In 2014, the BID supported a Leisure Visitor Survey and Greater Manchester Resident Survey in partnership with Visit Manchester,

Transport for Greater Manchester (TfGM) and Virgin Trains. These surveys tracked perceptions, motivation and demographics of visitors. The findings are available on the website at heartofmanchester.com

Performance health-checking

Monthly footfall and retail sales tracking is provided by Springboard UK and based on four city centre cameras and 20 reporting retailers.

There has been continued development of the City Hosts in terms of feedback, training and visitor interactions.

The Heart of Manchester BID has also extended its networks to include benchmarking, and has developed links with major BIDs in key cities. As part of this, the BID team has visited the Heart of London Business Alliance. Other BIDs have now launched across major cities in the north, such as Leeds, Liverpool, Sheffield, Hull, Sunderland and Newcastle and all of the 'Northern BIDs' meet regularly to share information and address common topics of interest.

1. Based on over 97% collection rate
2. Including sale of guidebooks, sponsorship for Dig the City and Chinese New Year
3. 2015 BID Events: Dig the City, Manchester Day, MCR Student Night Out, Chinese New Year (production and marketing)
4. PR agency support
5. Communications, additional PR and marketing
6. Support for Visit Manchester's seasonal and international marketing campaigns
7. The Welcome People hosting team contract
8. Year 1 operational and events support, moved to core staffing in Year 2
9. Footfall and sales reporting provided by Springboard UK
10. Recharge based on 50% of overheads incurred by CityCo (managers of the BID). Fee less than 7% of total expenditure
11. Set up costs incurred by CityCo totalled £103,000 – to be repaid over the first five year BID term
12. Shared services includes employer cost
13. All other expenditure such as audit, levy collection, legal and membership costs
14. Based on 97% collection rate
15. 2016 BID Events: MCR Student Spring Break, King Street Festival, Summer Weekend, MCR Student Night Out, Halloween, Chinese New Year (production and marketing)
16. Continued PR agency support
17. 2016 Mystery Shopping Awards and internal comms
18. Continued support for Visit Manchester's campaigns
19. Rise reflecting increase in national living wage
20. Rise reflecting increase in number of retailers providing sales reporting to Springboard UK

How we invested in Year 3

| Finances: Year 3 | | 2015/16 Actual figures |
|--|-----------------------|------------------------|
| | Business Plan figures | |
| Income | | |
| BID levy | £965,000 | £950,000 ¹ |
| Additional income | | £55,070 ² |
| Total income | £965,000 | £1,005,070 |
| Expenditure | | |
| Events and marketing | | |
| Support for major events | £340,000 | £342,366 ³ |
| Support for communications campaign | | |
| — PR | £70,000 | £40,250 ⁴ |
| — Retail Awards and comms | | £12,000 ⁵ |
| Support for Visit Manchester campaigns | £100,000 | £100,750 ⁶ |
| Total events and marketing | £510,000 | £495,366 |
| Operations | | |
| Development and management of hosting team | £175,000 | £169,000 ⁷ |
| Package to support enhanced evening activity | £50,000 ⁸ | |
| Total operations | £225,000 | £169,000 |
| Research/surveys | £30,000 | £20,000 ⁹ |
| Core staffing | £95,000 | £137,435 |
| Administration costs | | |
| Management recharge | £45,000 | £62,780 ¹⁰ |
| Repayment of set-up costs | £15,000 | £20,940 ¹¹ |
| Accountancy/audit (shared with CityCo) | £20,000 | £25,509 ¹² |
| Insurance/Audit/Legal/Other | | £16,658 ¹³ |
| Total administration costs | £80,000 | |
| Contingency | £25,000 | £125,887 |
| Business Plan expenditure | £965,000 | |
| Year 3 total expenditure | | £947,688 |
| Reserves/Re-ballot campaign | | £57,382 |

Looking ahead

| Finances: Year 4 Budget 2016/17 | |
|--|-----------------------------|
| | |
| Income | |
| BID levy | £950,000 ¹⁴ |
| Additional income | £1,200 |
| Total income | £951,200 |
| Expenditure | |
| Events and marketing | |
| Support for major events | £298,278 ¹⁵ |
| Support for communications campaign | |
| — PR | £41,500 ¹⁶ |
| — Retail Awards and comms | £30,000 ¹⁷ |
| Support for Visit Manchester campaigns | £101,500 ¹⁸ |
| Total events and marketing | £471,278 |
| Operations | |
| Development and management of hosting team | £182,000 ¹⁹ |
| Total operations | £182,000 |
| Research/surveys | £26,000²⁰ |
| Core staffing | £139,295 |
| Administration costs | |
| Management recharge | £67,519 |
| Repayment of set-up costs | £20,940 |
| Accountancy/audit (shared with CityCo) | £26,541 |
| Insurance/Audit/Legal/Other | £16,600 |
| Total administration costs | £131,600 |
| Contingency | |
| Year 4 total expenditure | £950,173 |
| | £1,027 |

MANAGING THE BID

Governance

The BID is an independent, not-for-profit company governed by a Board responsible to levy payers. The Board is led by a sector champion Jane Sharrocks, General Manager, Selfridges Exchange Square.

Alongside the Chair, there are eight representatives from the retail sector, two representatives from Manchester City Council, one from Transport for Greater Manchester (TfGM), and three representatives from businesses with a vested interest in the BID area, but which do not qualify to be a member of the BID. Voting rights on decisions sit with the Chair and the retail representatives.

A Finance Group and Marketing Group meet bimonthly to discuss progress.

Alterations to the business plan and budgets are authorised by the main Board. Changes in fundamental areas of concern – such as the levy rate and geographical area of the BID require an alteration ballot of all businesses within the BID.

Management

The BID is managed by CityCo, Manchester's city centre management company. The Chief Executive and staff of CityCo are responsible to the BID Board for delivery of the Business Plan.

CityCo brings together all sectors of the city centre economy, so retail has a strong representation at the heart of cross-sector conversations on the future of the city centre.

CityCo's management puts the administration costs incurred by the BID company among the very lowest, percentage-wise, in the country. This means that the vast majority (over 90%) of levy payments are put towards projects and people that directly benefit the retail sector. This is aided by support for CityCo from Manchester City Council and its members. The levy is collected by the local authority, and operating agreements (including baseline statements) ensure the process is transparent and effective.

Who is in the BID?

The Heart of Manchester BID is a specific geographical area where over 380 business members have agreed to invest in services, projects and special events to strengthen the retail core of the city centre.



BID Board Members

Chair

Jane Sharrocks, General Manager, Selfridges Exchange Square

Directors

Joanne Elliott, Marks & Spencer
 Roger Khoryati, McDonalds
 Anne Latham, House of Fraser
 Steve Mockl, Boots
 Gareth Pierce, Ryman
 Mark Travis, Domo

Associated Directors

David Allinson, Manchester Arndale
 Fiona Gasper, Manchester International Festival
 David Moore, Lambert Smith Hampton

Stakeholder Representatives

Cllr Pat Karney, Manchester City Council
 Mike Mellor, Transport for Greater Manchester
 Sara Tomkins, Marketing Manchester

List of streets in the BID area:

| | | | | |
|--------------------|---|----------------------|-----------------------|--------------------|
| Deansgate | ● | York Street | Police Street | Kent Street |
| Piccadilly | ● | King Street | Old Bank Street | Newmarket Street |
| Mosley Street | ● | New Cathedral Street | Half Moon Street | Norfolk Street |
| Fountain Street | ● | St Mary's Gate | Royal Exchange Arcade | Milk Street |
| Spring Gardens | ● | Exchange Street | Royal Exchange | Marble Street |
| Cross Street | ● | St Ann's Square | Cheapside | Phoenix Street |
| Market Street | | St Ann Street | Pall Mall Court | Sickle Street |
| Corporation Street | | St Anns Place | New Market Lane | York Street |
| Pall Mall | | St Ann's Churchyard | Marsden Street | West Mosley Street |
| Brown Street | | St Ann's Passage | Sussex Street | |

● odd numbers from 1-95, even numbers from 20-118

● odd numbers from 1-17

● even numbers from 2-32

● odd numbers from 1-49, even numbers from 2-40

● odd numbers from 1-47, even numbers from 2-56

● odd numbers from 1-35, even numbers from 2-62



Get in touch

This is your BID. It puts you at the heart of Manchester's future. By working together, we can make the city centre the most thriving, profitable and desirable retail environment in the UK.

We want to hear your news, upcoming events and promotions so we can communicate everything that's great about Manchester's shopping district. Let us know what's happening in your store or business, come along to our events and get involved in the activities we have planned for the coming year.

0161 838 3250

manchesterbid@cityco.com

heartofmanchester.com

[@shopmcr](https://twitter.com/shopmcr)

[/shopmcr](https://www.facebook.com/shopmcr)

