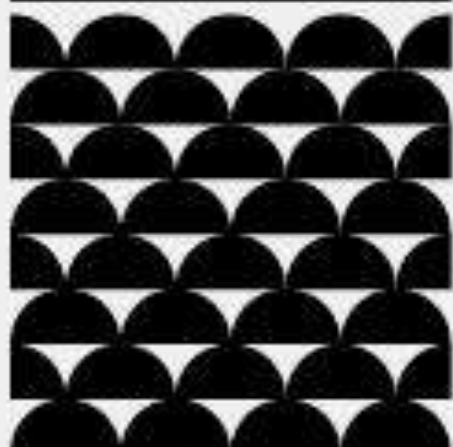


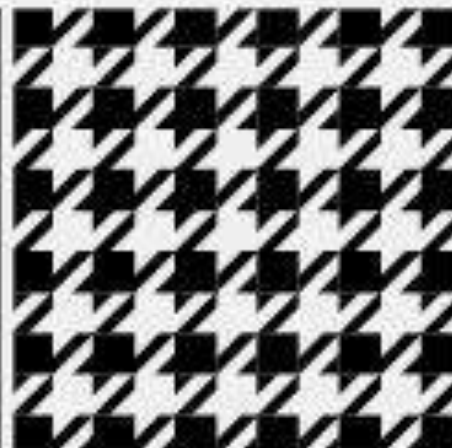
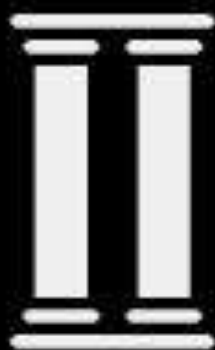


Manchester's
**KING STREET
FESTIVAL**
2016



28TH — 30TH MAY

CELEBRATING THE PAST, PRESENT
AND FUTURE OF KING STREET



KINGSTREETFESTIVAL.COM @KINGSTFESTIVAL

King Street Festival 2016

When & Where

Manchester's first King Street Festival took place over the spring Bank Holiday weekend, from **Saturday 28 – Monday 30 May 2016**. The festival covered upper King Street, from Rosso Restaurant, down the lower pedestrianised area of the street and surrounding streets including; South King Street, St Ann's Passage, Police Street and part of Deansgate.

Sponsors

Manchester restaurant The Grill on the Alley and luxury car brand Infiniti Cars were sponsors of the event. The Grill on the Alley provided an outdoor bar and BBQ at the festival and Infiniti Cars showcased two of their models during the weekend.

Event Highlights

Over 50 stores, restaurants and brands took part in the festival including Bem Brasil, Cath Kidston, Diesel, Diverso, DKNY, El Gato Negro, Hawes and Curtis, Infiniti Cars, Hobbs, Jamie's Italian, Jigsaw, Karen Millen, Kiehls, Kuoni, L'Occitane, Miller & Carter, Mint Velvet, Neal's Yard Remedies, Pizza Express, Pretty Green, Quill, Rosso, The Body Shop, The Grill on the Alley, The Pen Shop, The White Company, The White Stuff, Trevor Sorbie, Watches of Switzerland, Waterstones, Whistles, Vidal Sassoon and Virgin Money.

Participating brands hosted exclusive treats and special events including shopping discounts, complimentary prosecco and nibbles, canapes and menu tasters, gifts with purchase, in-store DJs, skincare consultations and complimentary beauty treatments, children's workshops, special cocktails and menus alongside giveaways and competitions to win prizes from some of the top names in fashion, food and travel.

On street entertainment included; The Grill on the Alley's BBQ & Bar, live music bandstand, roaming musicians, a pop-up country garden, lawn games and flower stall, Manchester Histories King Street Trail, Jonathan Schofield Historical Tour and Infiniti Cars showcase.

[Click here to view event images.](#)

[Click here to view event video.](#)









THE KING STREET COCKTAIL TRAIL

Search a selection of King Street's finest classic cocktails and special eye creations

THE KING STREET BOWNEHOUSE
The Betty Crocker

BARBERS AND BLOWERS
The King Street Cocktail

BROWNIE
The Milkman

ICEBOX
Royal Albert Hotel

HILLIER AND CLIFFER
The Milkman

EL SITO MEXICO
El Sita Mexico Apero Suite

QUELL
The Milkman

ARCANE
The Milkman

GRILL ON THE ALLEY
The Milkman

WEST BROAD
Cocktails

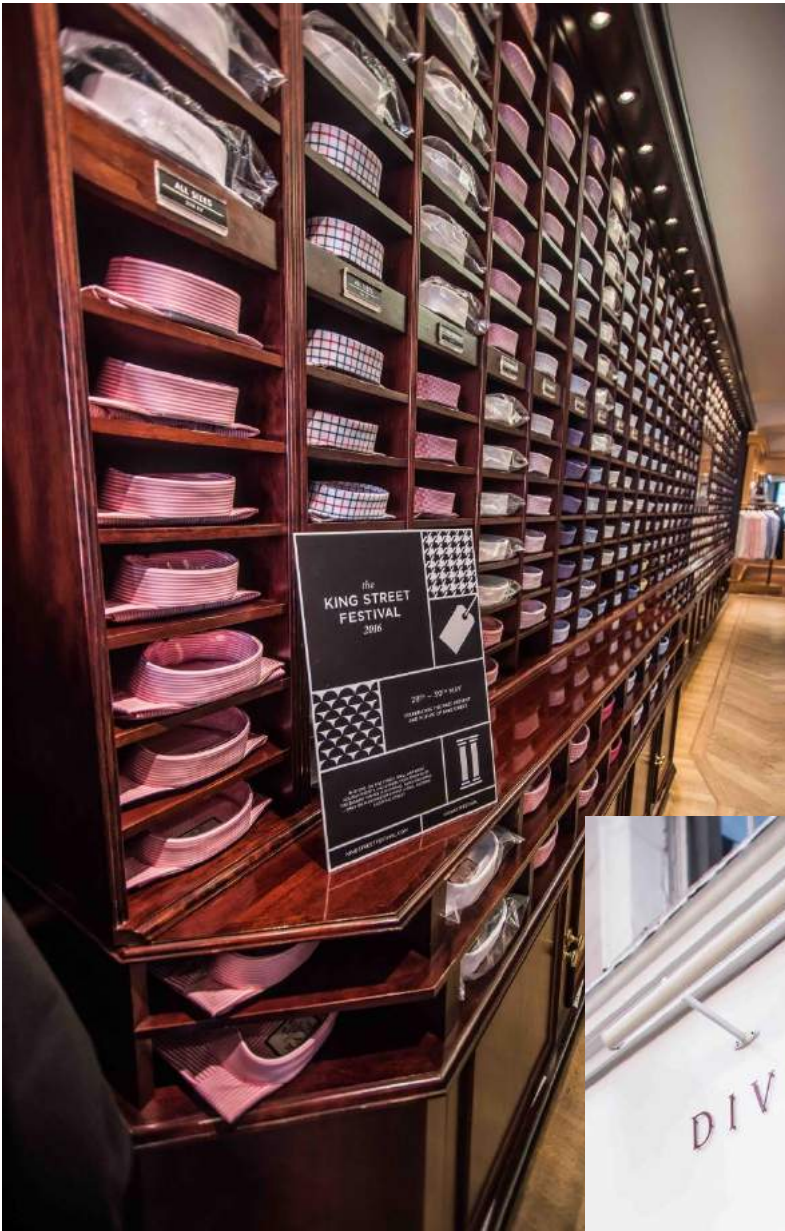
SAN CARLO CIOCHETTI
The Milkman

KINGSTREETFESTIVAL.COM @KINGSTREETFESTIVAL













Marketing Campaign

Campaign Background

Manchester's Business Improvement District, the Heart of Manchester BID, coordinated and delivered a city-wide marketing campaign to promote the city's first ever King Street Festival.

A new brand was developed for the festival, taking inspiration from the architecture and heritage of the street as well as including a nod to the new mix of retailers, restaurants and hotels.

The campaign featured in a wide range of media, including; digital screen advertising on two high impact sites on the Mancunian Way and ten CityLive digital totem signs across the city, in-store signage including A3 strut cards and window vinyls and on street branding including large format banners, A board event signage, branded bunting and flags.

All events, offers and activity were listed on the King Street Festival website www.kingstreetfestival.com, which received over 5,686 page views across the duration of the campaign.

A social media campaign which aimed to create a buzz around the event and drive engagement and attendance was hosted on Twitter, Facebook and Instagram. Followers on Twitter reached 521, with 358 tweets gaining 194,000 impressions, 216 clicks, 784 likes and 385 retweets. Top partner engagers included; Kiehl's, Ice Cream Creations, Cupids Bow, The Mancorialist, The Grill on the Alley and Manchester Histories Festival.

On Facebook the event page achieved 254 Likes with a reach of 13,094. Posts reached 3,572 users with engagement of 2,616, 287 likes, 77 sharers and 740 clicks.

Promotion of the King Street Festival was supported through the Visit Manchester spring campaign, which included; outdoor advertising on digital screens at Manchester's Visitor Information Centre and press advertising in Lancashire Life, Metro (Manchester), Manchester Weekly News, (Stockport/Wilmslow), Manchester Weekly News (Trafford), Cheshire Life, Guardian Guide (North) and Manchester Evening News City Life – with a combined readership of 1,571,623.

Through Visit Manchester's social media channels posts on Twitter achieved 27,495 impressions and on Facebook a reach of 1,487. Google ad words resulted in 46,102 impressions and 970 clicks through to the website. An article on Visit Manchester's spring website had 7,979 views and the homepage takeover achieved 617 clicks. The event was also featured on a dedicated e-newsletter which was received by 10,586 and had an open rate of 21.05%.

Classic FM ran on air and online advertising. On air adverts reached 510,000 listeners and the online article achieved 13,796 impressions with 3,562 people entering a competition to win a weekend in Manchester. The festival was promoted via an e-newsletter to 15,172 Classic FM listeners, with an open rate of 35%.

Through a partnership with Creative Tourist the event was featured in a number of online articles, resulting in 2,422 page views and was sent out via an e-newsletter to 7,176 recipients.

The marketing activity was supported by a press campaign, which gained over £87,000 of press coverage in a range of media, including Manchester Evening News, print and online, Greater Manchester Business Week, Creative Tourist, I Love Manchester, Manchester Wire, Taste of Manchester, Manchester's Finest, VIVA Magazine, North West Business Insider and Business Desk.

Mancunian Way Digital Screen

Date: 23 – 29 May 2016

Quantity: 2

Location: Mancunian Way

Media Value: £12,500

Audience Figure: 1,646,982



CityLive Digital Totem Screens

Date: 23 – 29 May 2016

Quantity: 20 (10 screens, 2 sides)

Location: Manchester city centre

Media Value: £12,500

Audience Figure: 1,300,000

Temp: 12°C 10:20 28/05/16

Manchester's
**KING STREET
FESTIVAL**
2016

28TH – 30TH MAY
CELEBRATING THE PAST, PRESENT
AND FUTURE OF KING STREET

IN STORES, ON THE STREET, BRILLIANT BARK
HOLIDAY EVENTS AND OFFERS FROM OVER 50 OF
THE BIGGEST NAMES IN SHOPPING, FOOD AND DRINK
- ONLY ON MANCHESTER'S MOST ICONIC, HISTORIC
SHOPPING STREET.

KINGSTREETFESTIVAL.COM @KINGSTFESTIVAL

5: Things to do with the kids in Man **MEN**

signature

A3 Strut Card

Date: 17 – 30 May 2016

Quantity: 50

Location: Participating businesses



Window Vinyl

Date: 17 – 30 May 2016

Quantity: 50

Location: Participating businesses



A Board Signage

Date: 28 – 30 May 2016

Quantity: 4 (2 sides)

Location: Manchester City Centre



On Street Branding – Signage

Date: 28 – 30 May 2016

Location: King Street



On Street Branding – Banners

Date: 23 – 30 May 2016

Quantity: 4

Location: King Street



On Street Branding – Bunting

Date: 23 – 30 May 2016

Location: King Street



On Street Branding – Feather Flags

Date: 28 – 30 May 2016

Quantity: 8

Location: King Street



On Street Branding – History Boards

Date: 28 – 30 May 2016

Quantity: 20

Location: King Street



Website

kingstreetfestival.com

Page Views: 5,686

Manchester's
KING STREET
FESTIVAL
2016

28TH — 30TH MAY
CELEBRATING THE PAST,
PRESENT AND FUTURE OF
KING STREET

SIGN UP FOR THE
LATEST NEWS

@KINGSTFFESTIVAL #KINGSTFFESTIVAL

A FASHIONABLY LONG WEEKEND ALL ALONG MANCHESTER'S MOST ICONIC, HISTORIC SHOPPING STREET. FEATURING LIVE MUSIC, GOODIE BAGS AND FREE GIFTS, LAWN GAMES, FIZZ AND NIBBLES, A HERITAGE TRAIL, PROSECCO POP-UPS, BEAUTY BARS - AND EVENTS AND OFFERS FROM OVER 50 OF THE BIGGEST NAMES IN SHOPPING, FOOD AND DRINK.

SPRING MAY BANK HOLIDAY. MANCHESTER CITY CENTRE.

WHAT'S ON
ON THE STREET

- COUNTRY GARDEN & LAWN GAMES
- BANDSTAND
- FROG FLOWERS FLORAL ARTISTRY
- GRILL ON THE ALLEY BBQ BAR
- INFINITI CARS SHOWCASE
- KING STREET WALKING TOURS
- MANCHESTER HISTORIES FESTIVAL VOLUNTEERS
- MANCHESTER HISTORIES KING STREET TRAIL

SHOP

- AGENT PROVOCATEUR
- BARBOUR
- BELSTAFF
- BOOTS
- BRAVISSIMO
- BREITLING
- CATH KIDSTON
- CHARLES TYRWHITT
- CHRISTOPHER JAMES JEWELLERS
- DAVID M ROBINSON
- DIESEL
- DIVERSO

Social Media

Date: 6 May - 2 June 2016

Twitter

Followers: 521

Number of posts: 358

Impressions: 194,000

Link clicks: 216

Post likes: 784

Retweets: 385

Replies: 76



Impressions : 6,570 // Engagements: 103



Impressions: 3796 // Engagements: 59

 **King Street Festival**
@KingStFestival

 **Following**

It's lunchtime & we're thinking about all the delicious food there is to enjoy on **#KingStreet** over the **#bankholiday**



RETWEETS 7 LIKES 10 

 **King Street Festival**
@KingStFestival

 **Following**

Being the disco to **#kingstreet** Thom Docking of **@Drunk_At_Vogue_**



RETWEETS 3 LIKES 2 

Impressions: 3482 // Engagements: 82

Reach: 172 // Views: 41 // Playback: 131

 **King Street Festival**
@KingStFestival

 **Follow**

Playing to packed crowds in the sunshine **@honeyfeetmusic** are the last act on today's **#kingstreet** bandstand



LIVE 



10:18 AM - 29 May 2016

Reach: 162 // Views: 44 // Playback: 118

Top Influencers

- Burger & Lobster
- The Whitworth
- Quill
- Manchester After Hours
- MMU Library

Top influencers taken from twitter stats of those who gave us the most reach/impressions regardless of no. of actual tweets & interactions.

Top Engagers

- Kiehl's
- Ice Cream Creations
- Cupids Bow (cello duo)
- The Mancorialist
- The Grill on the Alley
- Manchester Histories Festival

Top engagers taken from our participants who engaged the most with content overall.

Most website clicks

King Street Festival
@KingStFestival

Our website has full listings of our amazing **#bandstand** line up so you won't miss a thing

King Street Festival, 28th — 30th May 2016
Long weekend, all along Manchester's most iconic history shopping street. Featuring: live music, events, exclusive offers and much more
kingstreetfestival.com

LIKES 3

1:30 am - 28 May 2016

Burger&LobsterMCR
@LobsterMCR

Who's excited for the Manchester **#kingstreetfestival** 🙌😬 Check out what's happening here!!

King Street Festival, 28th — 30th May 2016
Long weekend, all along Manchester's most iconic history shopping street. Featuring: live music, events, exclusive offers and much more
kingstreetfestival.com

RETWEET 1 LIKES 2

4:44 am - 20 May 2016

King Street Festival
@KingStFestival

Find out what we have ready for you this weekend at **kingstreetfestival.com**
#bankholidayinthebag #MCR @visit_mcr @canalstmancs @MCRWhatsOn

King Street Festival, 28th — 30th May 2016
Long weekend, all along Manchester's most iconic history shopping street. Featuring: live music, events, exclusive offers and much more
kingstreetfestival.com

RETWEETS 4 LIKES 5

1:13 am - 26 May 2016

Date: 6 May - 2 June 2016

Facebook

Page Likes: 254

Page Reach: 13,094

Post Reach: 3,572

Post Engagement: 2,616

Likes: 278

Shares: 77

Clicks: 740

Video Views: 282

King St Festival
Published by CityCo Manchester (?) · 13 May at 16:31 · 🌐

The King Street Festival
Saturday 28 - Monday 30 May 2016
#kingstfestival

<http://www.manchestereveningnews.co.uk/.../king-street-festiv...>

Find out about our pop up lawn games, free #prosecco, swing dancers, 1940's #makeovers and much more in this fab Manchester Evening News article about our #bankholiday weekend celebration of #KingStreet, the past, present and future.

#KingStreet #Manchester #sneakpeek



A May Bank Holiday street party and pop-up garden is coming to Manchester city centre

Lawn games, free prosecco and brass bands will all feature at at King Street Festival over the bank holiday

MANCHESTEREVENINGNEWS.CO.UK | BY LUCY LOVELL

1,394 people reached Boost post

Like Comment Share

Asa Everton, Parvinder Sohal and 9 others

Impressions: 1394 // Reach: 2480
Engagement: 32 // Clicks: 21

King St Festival added 2 new photos
Published by CityCo Manchester (?) · 23 May at 16:07 · 🌐

The home of florals on the high street, Cath Kidston joins the festival fun with an in-store #craft session every day over the #BankHoliday. Make your own #windmill to take home with you in a workshop that's suitable for all ages or, if you're just passing through, be sure to pick up a helium #balloon.

#manchester Cath Kidston Manchester #crafts



521 people reached Boost post

Like Comment Share

Debbie Parker

Impressions: 928 // Reach: 521
Engagement: 17 // Clicks: 46



Impressions: 798 // Reach: 398
Engagement: – 17, Clicks - 28



Impressions: 544 // Reach: 306
Views: 145 // Clicks: 77

Facebook Demographics

Female (76%)
UK based (specifically Manchester & the surrounding areas)
Age: 25-34 (44%) // 35-44 as our next strongest (27%)

Instagram

Date: 6 May - 2 June 2016

Followers: 77

Posts: 118

Likes: 252

Comments: 9



12 likes 3w

kingstfestival Not only are the lovely team at @brownsmcr offering a special #kingstfestival discount, they will be running #cocktail master classes for guests to have a go at making some of their tasty cocktails.

We recommend 'The Athenaeum' - a nod to the history of the former Athenaeum pub; a society for the "advancement and diffusion of knowledge" and a famous pre-bar for the #hacienda night club in the 90's. Enjoy this historical twist on the contemporary 'Pornstar Martini' at @brownsmcr over the #bankholiday weekend.

#tanqueray #gin #passionfruit #pineapple #caramel #lime #sideofprosecco



27 likes 4w

kingstfestival The King Street Festival Sat 28 - Mon 30th May #kingstfestival

This Spring Bank Holiday come and join us for Manchester's King Street Festival, celebrating the past present and future of King Street. The perfect opportunity to rediscover Manchester's most iconic, historic shopping street.

#kingstfestival #KingStreet #manchester #shopping #shop #eat #stay #bankholiday

brownsmcr We're getting excited about this!!!

♡ Add a comment... ⋮



sellyourtime, physiology and massagetrack like this 1w

kingstfestival Relax in style @thewhitecompany with sparkling #wine on #offer for customers, #complimentary hand #massages and 10% off full-price items for anyone joining the mailing list over the festival weekend

sellyourtime Do you want to be part of us? Sell your time and earn money. ✕

♡ Add a comment... ⋮



kingfestival
King Street, Manchester

shootofficial, thesilverliningsclothing, 2w
brownsmcr, manchfacts,
voodoobirdcage, tylerandhall,
ericajroberts and essentialjournal like
this

kingfestival With just one week to go
preparations for #kingfestival are well
under way, we can't wait for you to join us

#Manchester #shop #eat #stay
#bankholidayweekend

tylerandhall This a #greatpic :) ✕

♡ Add a comment... ○○○



kingfestival

babytada and diversolondon like this 1w

kingfestival Enjoying the last of the
Subday sunshine on #kingstreet

babytada This is terrific ✕

♡ Add a comment... ○○○



kingfestival

karlstromcreatives and diversolondon 1w
like this

kingfestival Don't forget the fab 20%
discount @diversolondon off of their entire
#ss16 Menswear Collection

diversolondon Great day had by all! ✕

♡ Add a comment... ○○○



 kingfestival

virtu_ddp, elitefourhundred, westofcontra, earlymercy, katielouisewhalley, misa.brenikova, phototurk_n, amir.hamidikia and annpilarova_ like this


kingfestival Getting dressed and ready for you #kingstreet #flowers @frogmcr #exploremcr

 Add a comment...

1w

...



 kingfestival

manchesterhistories, elitefourhundred, onegrandgallery, online__apparel, houseofgentlemen, ericajroberts, progressivevisuals, frogmcr and oliverlynmather like this

kingfestival #KingStreet has always been a fan of a bit of bunting it seems, there some great historical images around - follow us & share your pics


#Manchester #bunting #decorations @manchesterhistories @manclibraries_archivesplus @wearmcr

 Add a comment...

2w

...



 kingfestival

infinite_fan, hong_tempo and yevhen_bondarenko like this

kingfestival Make sure to check out @infiniteurope latest models on #kingstreet #qx70 #q30 #copper #chrome hong_tempo hi i like infiniti* waitg q30 ... your choice 2.2d vs 2.0t ? :)

 Add a comment...

...

1w

Visit Manchester Spring Marketing Campaign Support

Visit Information Centre Digital Screens

Date: 13 – 30 May 2016

Quantity: 2

Audience Figures: 285,769



Press Adverts

Publication: Lancashire Life
Date: Wednesday 18 May 2016
Circulation: 152,300

Publication: Metro (Manchester)
Date: Wednesday 18 May 2016
Circulation: 252,389

Publication: Manchester Weekly News (Stockport/Wilmslow)
Date: Wednesday 18 May 2016
Circulation: 85,174

Publication: Manchester Weekly News (Trafford)
Date: Wednesday 18 May 2016
Circulation: 103,317

Publication: Cheshire Life
Date: Friday 20 May 2016
Circulation: 103,592

Publication: Guardian Guide (North)
Date: Saturday 21 May 2016
Circulation: 177,880

Publication: Metro (Manchester)
Date: Wednesday 25 May 2016
Circulation: 252,389

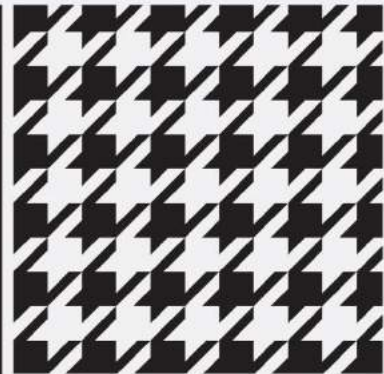
Publication: Manchester Weekly News (Stockport/Wilmslow)
Date: Wednesday 25 May 2016
Circulation: 85,174

Publication: Manchester Weekly News (Trafford)
Date: Wednesday 25 May 2016
Circulation: 103,317

Publication: MEN City Life
Date: Friday 27 May 2016
Circulation: 256,091

TOTAL: 1,571,623

Manchester's
**KING STREET
FESTIVAL**
2016



28th - 30th May 2016
Celebrating the past, present
and future of King Street.

In-store. On the street. Brilliant bank holiday
events and offers from over 50 of the biggest names
in shopping, food and drink – only on Manchester's
most iconic, historic shopping street.

Manchester
spectacular and unmissable

visitmanchester.com/spring

Social Media

Twitter

14 May 2016

Impressions: 9114

Engagements: 163

17 May 2016

Impressions: 7674

Engagements: 104

25 May 2016

Impressions: 5726

Engagements: 75

27 May 2016

Impressions: 4981

Engagements: 23

Facebook

14 May 2016

Reach: 71

Engagements: 17

25 May 2016

Reach: 996

Engagements: 15

27 May 2016

Reach: 420

Engagements: 11

Google Ad Words

16 May - 29 May 2016

Impressions: 46,102

Clicks: 970

E-Newsletter

Date: Tuesday 24 May 2016

Circulation: 10,586

Open Rate: 21.05%



Manchester's King Street Festival, celebrating the past, present and future of King Street from Saturday 28 – Monday 30 May 2016.

Enjoy a fashionably long weekend along Manchester's most iconic, historic shopping street. Over 50 of the biggest names in shopping, food and drink are taking part including Bem Brasil, Cath Kidston, Diesel, Diverso, DKNY, El Gato Negro, Hawes and Curtis, Hobbs, House of Fraser, Jamie's Italian, Jigsaw, Karen Millen, Kiehls, Kuoni, L'Occitane, Miller & Carter, Mint Velvet, Neal's Yard Remedies, Pizza Express, Pretty Green, Quill, Rosso, The Body Shop, The Grill on the Alley, The Pen Shop, The White Company, The White Stuff, Trevor Sorbie, Watches of Switzerland, Waterstones, Whistles, Vidal Sassoon and Virgin Money.

Shoppers and diners can enjoy a range of exclusive treats and special events throughout the festival, including shopping discounts, complimentary prosecco and nibbles, canapes and menu tasters, gifts with purchase, in-store DJs, skincare consultations and complimentary beauty treatments, children's workshops, special cocktails and menus alongside giveaways and competitions to win prizes from some of the top names in fashion, food and travel.

The King Street Festival bandstand and Classic FM will provide the soundtrack to the weekend, plus a pop-up country garden will offer the perfect setting for post-shopping respite while croquet, boule, badminton and swing ball will give festival-goers the chance to try their hand at a range of summer games.

For those wanting a bite to eat without missing out on the atmosphere, King Street's upscale eateries Quill and El Gato Negro are creating outdoor seating areas specifically for the festival, while The Grill on the Alley is hosting an on-street BBQ and outdoor bar.

kingstreetfestival.com

@kingstfestival

#kingstfestival

Plan a trip to Manchester here, visitmanchester.com

Website visitmanchester.com/spring

Article: The King Street Festival

Page Views: 7,979

Unique Page Views: 5,059

Home Page Takeover

Date: Monday 16 May – Monday 30 May 2016

Clicks: 617

The screenshot shows the homepage of visitmanchester.com during a takeover for the King Street Festival. The top navigation bar includes the date '28th - 30th MAY', the festival logo, and the tagline 'CELEBRATING THE BEST PRESENT AND FUTURE OF KING STREET'. The main navigation menu features links for HOME, WHAT TO DO, STAY, TRAVEL, BUSINESS, and MAP. A search bar is located in the top right corner.

The central banner features the text 'Manchester's KING STREET FESTIVAL 2016' with the dates '28th - 30th MAY' and the tagline 'CELEBRATING THE BEST PRESENT AND FUTURE OF KING STREET'. Below the banner, there are social media links for 'King Street Festival Manchester' and '@mcrfestival'.

On the left side, there is a 'WHAT TO DO IN MANCHESTER' sidebar with categories like Attractions, Shopping, Nightlife, Eating Out, Sport, Family, and more. Below this is a search bar with filters for 'TO EXCESSIVE', 'TO DISCOVERY', and 'TO DISCOVER'. A 'SHARE THIS PAGE' section is also present.

The main content area is divided into several sections:

- Spring highlights:** A list of events including 'The King Street Festival 28 May - 30 May 2016', '1940s Weekend at the East Lancashire Railway 28 May - 30 May 2016', 'Manchester Histories Festival 03 June - 12 June 2016', 'Pondlife Festival 11 June - 12 June 2016', and 'Manchester Day 19 June 2016'.
- Eating out:** A list of restaurants and bars including 'All Star Lanes', 'Chalk Bar and Grill', 'Zouk Restaurant', 'Seacup Cakery Spinningfields', and 'Albert's Schloss'.
- Family attractions:** A list of attractions including 'Play Factor', 'East Lancashire Railway', 'Museum of Science and Industry', 'Chill Factor', and 'InFu Trafford Centre'.
- Travel around MCR:** Information about traveling around Manchester, including 'Traveling around Manchester Go by bus with Stagecoach', 'Travel to Manchester for less with Virgin Trains', and 'Metrolink - Manchester's free bus system'.

At the bottom, there is a section for 'Win Chill Factor Snow Park Passes and overnight stay for 2 at the Holiday Inn' with a 'WIN' button. A 'Get the newsletter' section is also present, along with a 'Manchester Visitor Information Centre' contact box and social media links for Twitter, Facebook, Instagram, Blog, YouTube, Pinterest, Google+, and Vine.

Classic FM On Air and Online Advertising

On Air

Impacts: 1,388,000

Reach: 510,000

Spots: 32

Newsletter

Recipients: 15,172

Opens: 5,241 / 35%

Clicks: 984 / 4%

View this email online

CLASSIC *fm*

HOME MUSIC NEWS COMPOSERS ARTISTS EVENTS WIN SHOP Listen

Win a luxury break for two to Manchester



Manchester is famous for its fantastic shopping and this Bank Holiday you and a friend could be exploring the iconic shops of King Street with a luxury city break.

We've teamed up with King Street to give away a luxury shopping break in Manchester.

From Saturday 28th to Monday 30th May, King Street Festival will be showcasing the area's very best shops - including Hobbs, Karen Millen, Whistles and Erson Jones. And there will be delicious food on offer including an on-street barbeque and outdoor bar. You'll also be able to enjoy complimentary VIP experiences throughout the weekend.

The King Street Bandstand will be providing the soundtrack to your luxury weekend. Plus, there'll be games of croquet and badminton in a pop-up English Country Garden, a Heritage Trail highlighting the street's rich and surprising history and much more to explore.

Win an overnight break for two

Your prize includes an overnight stay at Hotel Gotham - the perfect base for exploring the city, where you'll enjoy a delicious dinner and breakfast the following morning.

We'll also include a whole host of treats during your break including a blow-dry and goody bag with Trevor Sorbie, a handbag and purse from Cath Kidson, a £100 Pretty Green voucher, a £50 Hawes and Curtis voucher, afternoon tea for two at King Street Townhouse, plus a luxury touch facial from Kibble.

Enter before 23:59 on Monday 30th May for the chance to win.



Online Article

Page Impressions: 13,796

Unique Users: 4,317

Competition Entries: 3,562

Data Capture: 1,429

Clicks to King Street Festival Website: 35

Win a Manchester break for two & experience the King Street Festival

17th May 2016, 10:55

Celebrate the Manchester shopping district at the King Street Festival bank holiday weekend as we have a weekend break for two to be won.



Manchester, with its historical buildings, famous sporting teams and brilliant shopping, becomes the centre of summer as the city's iconic King Street is celebrating its new mix of premium retailers, luxury brands and upscale eateries and hotels.

Like 14

Tweet

Google+ 0

Share 14

Comments

Enjoy the **King Street Festival** across the May Bank Holiday weekend from Saturday 28th to Monday 30th May, it's going to be filled with fashion, beauty, music, history and complimentary VIP experiences.

Rediscover some of Manchester's biggest named stores, eat delicious food and enjoy a stay in a destination like no other. Explore exclusive events and enjoy complimentary gifts and tastings from over 50 stores and restaurants, including Ernest Jones, Hobbs, Jamie's Italian, Karen Millen, Kuoni, Pizza Express, The White Company, Whistles and more.



The King Street Festival bandstand will provide the soundtrack to the weekend with performances from an eclectic range of musicians and bands including jazz and swing travelling band, Young Pilgrims, 1940s style band Bobbysocks and more - all alongside games of croquet, boules, badminton and swing ball in the pop-up English country garden.

You'll also be able to discover the street's history with a Heritage Trail, enjoy a taster of the new 'Fashion on the Ration' exhibition at the Imperial War Museum North, see children's book characters at Waterstones and enjoy a bite to eat at a number of festival eateries.

The King Street Festival is brought to you by Manchester's Business Improvement District (**Heart of Manchester EID**), a consortium of over 380 retailers that are working together to make Manchester city centre a better place to be.

King Street Festival
Saturday 28th to Monday 30th May

Win a weekend break to Manchester

You could be enjoying everything this city has to offer, we've an overnight weekend break to be won, where you and a companion can explore, shop and dine. You'll stay at **Hotel Gotham** where you'll receive dinner and breakfast the following morning. We'll even include all of this:

- A blow dry and goody bag with Trevor Sorbie
- A handbag and purse from Cath Kidston
- £100 Pretty Green vouchers
- £50 Hawes and Curtis vouchers
- Afternoon tea for two with King Street Townhouse
- A luxury touch facial from Kiehls

For the chance to win answer the question below before 23:59 on Monday 30th May.

Creative Tourist Online Coverage

Online Articles

Event Preview

Date: 12 – 30 May 2016

Views: 793

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King Street Festival, preview: Leisure and luxury

City Centre, Manchester, 28 May 2016–30 May 2016

Posted by Suzy Prince 12 May 2016



Spring Markets on King Street

One of Manchester's most iconic streets is throwing a festival – with exclusive shopping experiences, complimentary prosecco and nibbles, a summer garden and more.

King Street is one of Manchester city centre's best-loved streets, both as a retail and leisure destination and in terms of history and architecture. It's no secret that it's had its ups and downs in recent years, but thanks to a diverse mix of tenants, from shops specializing in high end and luxury goods, to cafes and hotels, the street is very much on the up once again.

Now there's a festival planned for the May bank holiday to celebrate the street's past, present and future. More than fifty shops and restaurants are taking part, and visitors to the street will be able to enjoy treats and special events throughout, including shopping discounts, complimentary prosecco and nibbles, in-store DJs, complimentary beauty treatments, children's workshops and competitions. The soundtrack to the weekend will include jazz and swing band [Young Pilgrims](#), 1940s style band [The Bobbysocks](#) and cello duo [Cupid's Bow](#).

The festival will celebrate the street's past, present and future

While you're shopping and being generally spoiled rotten, be sure to take a look at the heritage trails – a pictorial display throughout the street, in association with [Manchester Histories Festival](#), as well as a taster of [Imperial War Museum North's](#) new [Fashion on the Ration](#) exhibition. [House of Fraser](#) will also be teaming up with the IWM to host 1940s hair and make-up makeovers. Children will have the chance to meet Peter Rabbit and enjoy storytelling at Waterstones, as well as getting hands on at Pizza Express' outdoor dough corner.

For more outdoor fun in the city, there will be summer games including croquet, badminton and swingball taking place in a pop-up English country garden with stunning floral décor by [Frog Flowers](#). Or if that all sounds a little too energetic after your shopping and pampering exertions, both [Quill](#) and [El Gato Negro](#) are creating outdoor seating areas for the duration of the festival, while [Grill on the Alley](#) is hosting an on-street barbecue and an outdoor bar. It's going to be summer in a street.

King Street Festival Bandstand Programme

Saturday 28th

11am – 1pm Jazz and travelling band, Young Pilgrims

1.30 – 2pm Imperial War Museum North 1940's make-up demo

2pm – 4pm 1940's style girl band, Bobbysocks

6pm – 8pm Rawcus folk and jazz band, The Rubber Duck Orchestra

Manchester Fashion Article

Date: 13 – 30 May 2016

Views: 539

Unique Page Views: 495

Average Time on Page: 2.32

King Street Festival: Fashion, food and fun

Castlefield, Spinningfields & Deansgate, City Centre, Manchester, 28 May 2016–30 May 2016

Posted by Harriet Hall 13 May 2016

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Manchester Student Takeover. ●○○○

The King Street festival kicks off Manchester's sartorial season in style, with food, fizz and croquet thrown in for good measure.

Manchester's rich fashion history is woven into the very streets of the city, from the [vintage shops](#) of the [Northern Quarter](#), to the costumes at [Platt Hall](#) and the luxury shops of King Street. This summer, the city is playing homage to its history in a series of exciting events across the city, including the forthcoming bank holiday's [King Street Festival](#).

The festival, located in and around the city's most prestigious retail street, will provide a long weekend of shopping, dining and entertainment and will serve as a reminder of how far Manchester has come – from its early 'Cottonopolis' incarnation to a Northern fashion powerhouse. Hailing itself as three days to 'celebrate the past, present and future of King Street,' the festival will be a prime opportunity to rediscover the shopping locus as it exists today, and to learn a little about its past. After all, it's impossible to separate Manchester from its multi-textured history, particularly the vital role it played within the cotton industry.

The city cemented its status as the international centre of the cotton trade during the 19th century. Earlier, in 1781, when cotton mills were powered by water, vanguard of the industrial revolution [Richard Arkwright](#) opened one of the world's first steam-powered textile mills in the city – a move that would signal the beginning of Manchester as a global centre of mass production. As industrialisation took hold, the manufacturing of fabrics moved from the home into the factories and cotton mills cropped up citywide. By mid-century, Manchester had earned the moniker 'Cottonopolis' and became the largest cotton-spinning centre in the world.

King Street has long been nicknamed the Bond Street of the North

Manchester thrived in this way until 1913 and King Street played a central role. First coming to the fore in the 18th century when the Theatre Royal and a concert hall opened (hence the adjacent Concert Lane), King Street was one of the city's key thoroughfares. Local government set up shop in a purpose-built Town Hall on the corner of King and Cross Streets and it soon became a financial hub. By 1825 its residential past had declined, making way for its commercial future.

By the 1970s King Street was clearly divided between the Eastern financial sector and the Western commercial hub, and it gained a reputation as the go-to place for high-end shopping. Today, King Street is a rejuvenated destination street and it is one of Manchester's most prestigious shopping locations: it's long been nicknamed the Bond Street of the North.

The King Street Festival, which will take place from the 28-30 May, will be a unique opportunity for residents and visitors to celebrate the area, and its mix of premium retailers and upscale eateries, with a weekend of VIP shopping. More than 40,000 people are expected to visit King Street across the weekend, to enjoy personal shopping and designer discounts, meandering through this fashion hot spot while imbibing glasses of Prosecco and nibbling on canapés.

Event Radar

Date: May 2016

Views: 903

Unique Page Views: 838

Event Radar: 13 unmissable things to do in Manchester this May

[Castlefield](#), [Spinningfields & Deansgate](#), [City Centre](#), [Manchester Northern Quarter](#), [Oxford Road](#), [Salford](#), [The Quays](#).

Posted by *Suzy Prince* 5 May 2016

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Alexandra Park. Image courtesy of Alexandra Arts.



What not to miss in Manchester this month – including several festivals, symposiums, [Manchester After Hours](#) and [Cocktails in the City](#).

May is a nice month: the sun is shining, at least sometimes, festival season begins in earnest, Summer's just around the corner. Here are our top cultural picks for Manchester (plus one in Liverpool) this month, to make it all feel even better. You can also check out our [cultural calendar picks for May](#), as well as the full [event listings](#) for [Manchester After Hours](#).

The King Street Festival

The past, present and bright future of King Street will be celebrated in this three day festival, taking place on the street itself, as well as in and around St Ann's Church and the jewellery quarter. The festival will feature a bar, music and pop-up restaurants (of course) as well as an 'English Country Garden' themed seating area and lawn games. Highlights include a preview of the [Imperial War Museum's Fashion on the Ration](#) exhibition, complete with a performance from '40s style vocal trio [The Bobbysocks](#). Also, in association with [Manchester Histories Festival](#), there will be images on display of King Street throughout the last century, as well as walking tours expounded on some of the street's history. *28-30 May, keep an eye out for our full preview*

Diary

Date: 28 – 30 May 2016

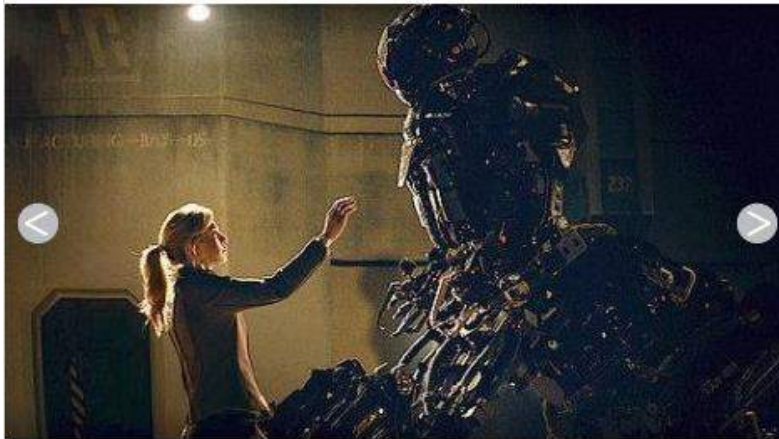
Views: 187

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In the Diary, 23-30 May: This week, we'll be at...

[Baltic Triangle](#), [Castlefield](#), [Spinningfields & Deansgate](#), [City Centre](#), [Liverpool](#), [Manchester](#).

Posted by *Suzy Prince* 23 May 2016



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Still from Kill Command. Image courtesy Grimm Up North.



Sci-fi film festivals, jaw-dropping dance, cult comedy and library talks – the best things to do in Manchester every day this week.

We're offering a sneak peek into the Creative Tourist diary, with our favourite things happening every day this week.

The Weekend – King Street Festival and Lost Carnival

Take a look at our [Spring Bank Holiday roundup](#) for more tips on how to make the most of your second long weekend this month. Don't miss the [King Street Festival](#), which sees one of Manchester's most iconic and historic shopping streets transformed for a three-day festival of shopping, music, food and drink, complete with an English country garden and lawn games. Or, if you fancy getting out of town for a while, Wild Rumpus' [The Lost Carnival](#) in Crewe promises an unforgettable outdoor theatrical experience as the sun goes down. *King Street Festival, 28-30 May. Lost Carnival, 28-30 May*

E-Newsletter

Date: 16 May 2016

Recipients: 7,176

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Things we like.

King Street Festival feature: Fashion, food and fun



The King Street festival kicks off Manchester's sartorial season in style, with food, fizz and croquet thrown in for good measure...

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Enter our competition to win champagne afternoon tea, tickets to see Betty Tebbis, £30 of vouchers, drinks and more...

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Climate Control at Manchester Museum, preview: Green is the new black



We preview the Climate Control, an exhibition that'll get you thinking in new ways about climate change...

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Manchester's best vegetarian restaurants: All the halloumi



In a nod to National Vegetarian Week, here's our round up of Manchester's best veggie options for eating out...

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Enter our competition to win two tickets to 32 rue Vandenbranden at HOME, plus a meal for two with a bottle of wine...

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We preview Festival No.6 – an award-winning, bespoke festival, with a stunning line-up in a beautiful setting...

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