



HEART OF MANCHESTER BID

Annual Report 2013/14

Manchester City Centre
Business Improvement District (BID)





“The Heart of Manchester BID team’s passion for Manchester is contagious. It’s been an absolute pleasure working with them to deliver a new team of City Hosts.”

— Calvin Lacock, Director, The Welcome People





A YEAR OF SUCCESS

Welcome to the first annual report of the Heart of Manchester Business Improvement District (BID).

The first 12 months of our five-year term have been set against a challenging time for retail nationally, yet city centre Manchester continues to buck the trend.

Manchester has outperformed the national average in sales and footfall, and many retailers are seeing an increase in basket spend as people flock to the city centre to enjoy everything it has to offer.

Here at the Heart of Manchester BID, we've been working hard to give people even more reasons to visit. Our events, including the urban gardening festival Dig the City, the one-night-only extravaganza of Vogue Fashion's Night Out and our extended Chinese New Year celebrations, attracted increased footfall and encouraged people to stay longer in the shopping district. Dig the City in particular was a huge hit with families over the summer, often a quieter time for retail.

We've also invested in making sure visitors have the best possible experience through our published city guidebook, Where to Go Manchester, knowledgeable City Hosts and programme of extra street cleaning.

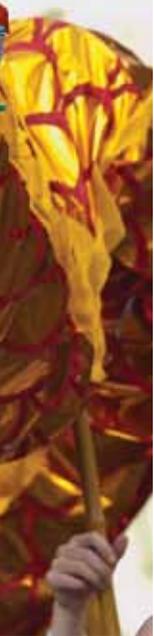
All our achievements are laid out in this report as we look ahead to another year of success for the city centre.

I'd like to thank everyone that has supported our work in the first year. More than 380 businesses make up the BID area, and we have a wonderfully diverse mix, from international destination brands to smaller independent companies, which are rooted in Manchester.

This is your BID, and your investment. And this is just the beginning of a five-year initiative. Together, we can achieve so much more to make Manchester city centre a more attractive place to visit. The more that each business engages with the BID, the more we will all benefit.

I look forward to working with you over the next year.

Jane Sharrocks
General Manager, Selfridges
Chair, Heart of Manchester BID



THE STORY SO FAR

The Heart of Manchester BID is Manchester's first Business Improvement District. A BID is a specific geographical area where businesses work together and invest in agreed services, projects and special events. It's a model that has already worked across the UK, Europe and United States. This is our opportunity to make Manchester as successful as we know it can be.

After lengthy consultation with over 380 businesses, a vote said YES to setting up the Heart of Manchester BID in April 2013. This means £5 million of extra investment in the city centre retail district over five years, and a chance for businesses to have a direct influence over what happens here.

Over the first term of the BID we have agreed to concentrate on delivering public events, promotions and customer service initiatives that bring the city centre to life.

FOCUS OF THE BID

The BID aims to strengthen Manchester city centre. It's already a great city, but we are working to reinforce its position as a truly international city. As set out in the company Business Plan, the BID has four areas of focus:

1. Launching major new events in the city centre to attract footfall
2. Launching a city centre hosting scheme to improve the customer experience
3. Developing activity to boost midweek and evening trade
4. Delivering promotional campaigns and partnerships to attract more affluent shoppers

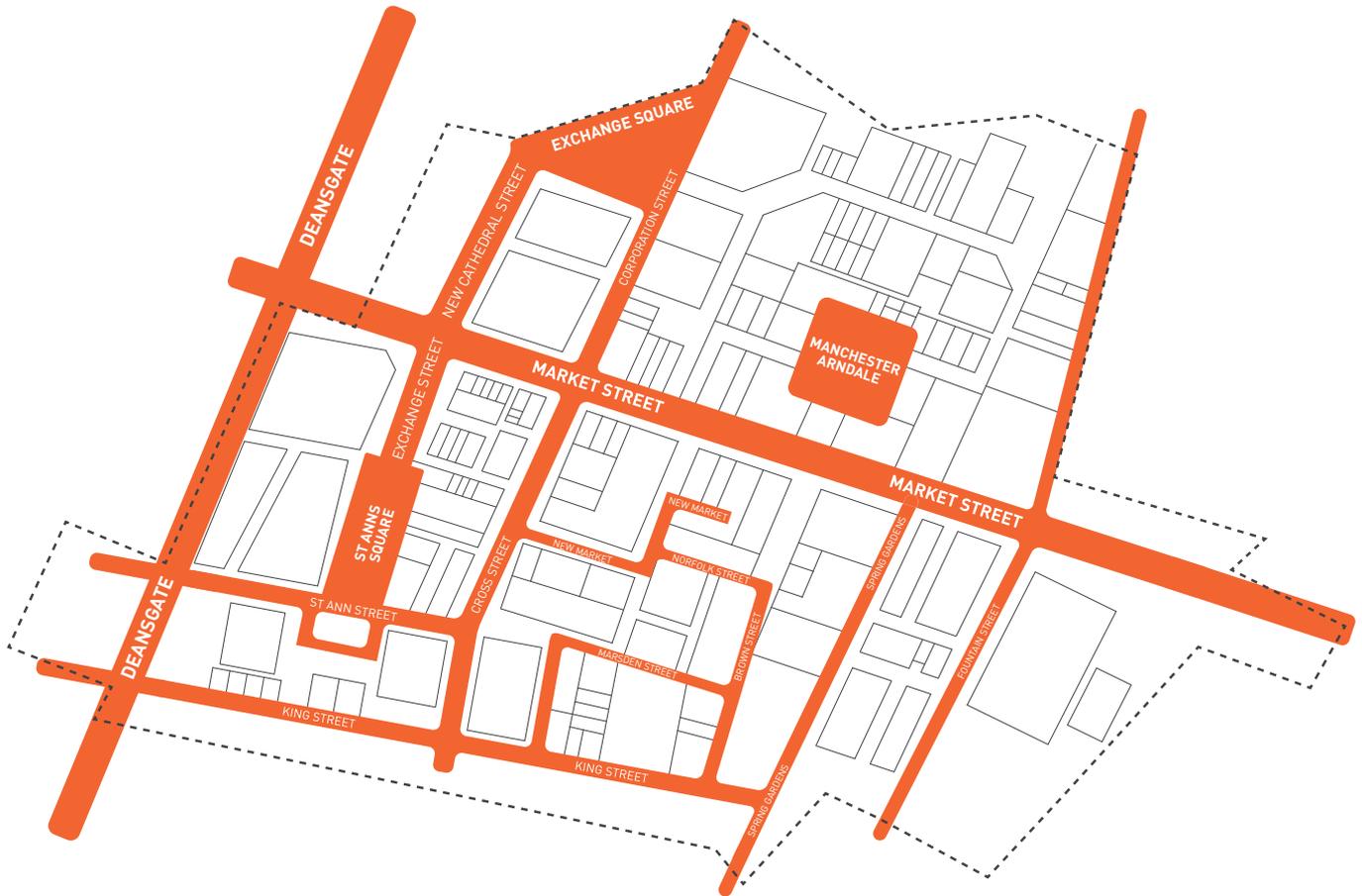
Through these, the BID is making sure Manchester retains and improves its standing as a leading retail destination. We are aiming to increase the attractiveness of the city centre to potential shoppers and visitors, encouraging people to spend more time and money, and to visit time and again.

This is where you come in. To really succeed, the BID needs you, the businesses in the retail area, to get involved in the events and activities being delivered. By participating and working together, you will not only get the most out of your investment, we will all be able to harness further growth for the city centre.

"The BID is a hugely positive project. City centre retailers now have a stronger voice and more opportunities to get involved in city centre events. Dig the City and Vogue Fashion's Night Out both had a great impact on our store's footfall."

— Shelley Snellgrove, Store Manager, Oasis

The BID area



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's Street	Pall Mall Court	Sickle Street
Corporation Street		St Ann's 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

OUR FIRST YEAR IN FACTS

164

retailers took part
in Vogue Fashion's
Night Out

£1.34m

of media coverage
generated for Dig
the City 2013

Go MCR

Where to Go
Manchester published,
the BID's guide to
the city centre

£2,351,229

of media coverage
generated through our
PR campaigns

TV

BID stories on Daybreak,
North West Tonight and
Granada Reports

Winners

Dig the City won a
Commendation at the
2013 UK Event Awards
and Gold at the 2013 RHS
Britain in Bloom Awards

Top Spot

Manchester retains
its place as the top
retail destination
outside London



90,000+

people in the city centre for Chinese New Year – a 59% increase in footfall in the retail district

6 million+

people visited the city centre in December – a 14% increase on 2012 (compared to a UK average of -3.7%)

50,000

visitors welcomed by the BID City Hosts

5.4%

increase in retail sales in December (compared to UK average of +0.4%)

118%

increase in footfall on King Street during Vogue Fashion's Night Out

52,759m²

of extra pavements cleaned

10.6%

increase in footfall in July 2013 (compared to UK average of +1.8%)



After the YES vote in November 2012, the BID Business Plan set out the projects for the first 12 months. Here we look at what we said we would do, and what we have delivered to date.

INCREASING FOOTFALL

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

OUR COMMITMENT:

MAJOR EVENTS

Develop two new events in the first two years of the BID's existence, provided either directly by the BID or jointly with partners. Events will focus on periods of the year where there is potential for increasing retail-aware footfall in the city centre. Events will not be directly competing with BID retailers, but will complement their activity.

GUERRILLA EATS

In the spring we worked with street food collective Guerrilla Eats to showcase the very best of the North West's street food retailers at a special one-day market on King Street. With live music, craft beer and food from the likes of Fire & Salt BBQ Co, Dirty Dogs, Pancake Corner, Chaat Cart and Streatza, this Guerrilla Eats was the largest and most successful to date.

MANCHESTER DAY PARADE

Our ShopMCR float joined the Manchester Day Parade on 2 June 2013. Led by our City Hosts, and taking the form of a giant handbag, it was watched by more than 50,000 people on the city centre streets. The stunt promoted the BID's @ShopMCR social media presence – an ongoing campaign to promote the latest shopping offers, news and events in Manchester's retail core.



1 million

Dig the City welcomed one million visitors over nine days in August 2013

DIG THE CITY

Our first major event was Dig the City, Manchester's urban gardening festival. With support from the National Trust, Manchester City Council, Manchester Cathedral, Groundwork and NOMA, the summer attraction welcomed one million visitors over nine days in August.

New Cathedral Street was transformed into a floral avenue, giant installations by US artist Jason Hackenwerth spanned the streets, King Street hosted a gardening market, and green-fingered kids got their hands dirty at the National Trust treehouse. There was even an urban forest on Exchange Square.

Horticultural highlights included talks with TV gardeners Monty Don, presenter of BBC Gardener's World, Matt James, Channel 4's The City Gardener, and BBC expert Rachel de Thame. And all this was complemented by a food market, fine dining evenings, a fête, festival hub and disco. Many retailers got involved with themed promotions, workshops and window displays.

We developed a new brand identity and the national marketing campaign was supported by Visit

Manchester and Visit Britain. Traditionally a quiet time in the retail calendar, Dig the City proved that families and high spenders can be attracted into the city centre with good quality, engaging events.

£1.34 million of coverage in a wide range of media, including national and regional print, radio, TV and online news outlets

Footfall figures during the course of the festival were **up 5.57%** compared to 2012 (New Cathedral Street up 24%, King Street up 32%)

92% of visitors rated the festival as **good or excellent**
85% were in the ABC1 social grade category

64% of people who visited specifically for Dig the City purchased food or drink and **49%** spent money shopping

4,000 kids involved in family activities led by the National Trust

Dig the City won a Commendation at the 2013 UK Event Awards and **Gold** at the 2013 RHS Britain in Bloom Awards





164

Retailers took part in VFNO, more than any other year



VOGUE FASHION'S NIGHT OUT ✓

We supported Vogue Fashion's Night Out as it came to Manchester for the first time in October 2013. Vogue editor Alexandra Shulman and her editorial team were in the city along with leading designers Christopher Kane, Jonathan Saunders, Matthew Williamson, Erdem, Henry Holland and Roksanda Ilincic.

Over 160 retailers took part, the most ever seen by Vogue. From 6pm 'til late in-store activities ranged from season launches, catwalks, stylists and clothing customisations to DJs, makeovers and exhibitions. Over 5,000 people flocked to Exchange Square to catch a glimpse of model Daisy Lowe selling official FNO t-shirts and enjoy the Love/Fashion catwalk. Nearby, the pink BooHoo double decker drew more crowds and Hugo Boss hosted an A-list opening party. Along with an outdoor food market and music, the event was rounded off with a free live gig from Manchester artiste JJ Rosa in St Ann's Church.

The fashion bug swept across the whole city, with The Avenue in Spinningfields, Manchester Art Gallery and Cornerhouse also hosting special exhibitions and events throughout the evening.

Our dedicated PR and marketing campaign helped to spread the word and the whole evening showed what we can achieve when we work together.

Footfall across the city centre **increased by 100%** (118% on King Street, 107% in Exchange Square, 87% on New Cathedral Street)

Over 5,000 people visited the Love/Fashion marquee in Exchange Square

Footfall in Manchester Arndale **increased by 22%** compared to 2012, with 120,000 visitors on the night

Exchange Square, Market Street and New Cathedral Street saw **over 4,000** shoppers at each location

Over 5,000 'likes' on the Manchester Fashion's Night Out Facebook page

Over £352,000 of press coverage (more than double 2012's figure) including The Sunday Times, The Daily Telegraph, BBC North West Tonight and Granada Reports



CHINESE NEW YEAR 2014

We worked with Manchester Chinatown, the Federation of Chinese Associations of Manchester (FCAM) and Manchester City Council to extend Chinese New Year celebrations into the retail district for the first time, creating the largest celebrations in the North.

The streets were adorned with 3,000 red Chinese lanterns and St Ann's Square hosted the best of Chinatown's eateries at a special food market and Tiger Beer pop-up bar. Manchester Arndale handed out 2,000 red envelopes containing special vouchers; customers at House of Fraser's beauty counters were treated to fortune cookies; and at Selfridges, a professional Mandarin calligrapher wrote over 125 bespoke messages in red envelopes for customers. Meanwhile, Harvey Nichols hosted an exclusive appearance from menswear designer Jacky Tsai, who customised limited edition t-shirts.

Retail celebrations ran alongside the traditional Dragon Parade, martial arts demonstrations, a mini film season at the Cornerhouse, and art and music events at the Centre for Chinese Contemporary Art and Manchester Art Gallery.

Chinese New Year in Manchester is a true spectacle and we wanted to create a new, modern brand for the celebrations. The result was an instantly recognisable Year of the Horse campaign illustration by international artist Stanley Chow.

Over 90,000 people attended celebrations for Chinese New Year on Sunday 2 February, up 15,000 on 2013

Footfall in the main shopping areas saw an average **increase of 59%** on Sunday 2 February

Chinese New Year celebrations gained **over £358,000** of press coverage across television, radio and national press, including Daybreak, BBC North West Tonight, BBC Radio Manchester, The Guardian Guide, Manchester Evening News, International Business Times, Daily Mirror and The Daily Star

Marketing campaign media value of **over £220,000**

Retailers reported up to **125% increase** in sales on Sunday 2 February



INCREASING PROFILE

IN THE CHIC MIDWINTER

From luxury designer brands to independent vintage and late night shopping, Manchester makes more of Christmas.



visitmanchester.com/christmas
#MCRchristmas

OUR COMMITMENTS:

PR CAMPAIGN



Launch a new PR campaign to promote the city centre retail offer.

CITY CENTRE GUIDE



Publish a new online and offline guide to promote the city centre.

SEASONAL CAMPAIGNS



Support the city's major seasonal campaigns, developed alongside Marketing Manchester, to promote the city centre.

CHRISTMAS 2013



The city's Christmas campaign promoted the best of Manchester over Christmas, in order to drive ABC1 high spending visitors from the North West, North East, Yorkshire, Birmingham and London areas; as well as overseas visitors from key markets such as Germany, Spain, Ireland and Russia.

The campaign reached far and wide with 500,000 printed leaflets; 190,000 e-shots; ad words and banner advertising with a reach of 25,000,000; 6, 48 and 96-sheet posters; digital screens; 20-second TV advertisement across Central West and Granada regions; radio advertising in North West and Yorkshire; press advertising in regional lifestyle, travel and family publications; social media campaign

on Facebook and Twitter; and press trips to Manchester during the festivities.

2.6 million Granada TV audience

2 million Central West TV audience

2,635,817 national press audience

447,452 regional press audience

853,567 visits to the Christmas website

488,443 national and international emails sent

16,000 more followers on Twitter and **14,000** more on Facebook

14.42% increase in footfall in December 2013 (compared to 2012)

4.6% increase in retail sales in December 2013 (compared to 2012 and a national average of 0.4%)

"In just twelve months the BID has made a huge and positive difference to the city centre visitor experience. The 3,000 lanterns that decorated the city for Chinese New Year certainly brought in the crowds. It was fantastic."

— Councillor Pat Karney, Manchester City Council

SUMMER 2013 ✓

The BID supported Marketing Manchester's summer campaign, which focused on promoting the city as a short break destination. Designed to appeal to families and couples, the campaign emphasised the range of shopping, sporting and cultural events happening across the city during the summer months, including Dig the City.

472,000 Yorkshire radio audience

519,000 Manchester radio audience

3,018,318 national press audience

873,508 regional press audience

971,021 visits to the website

514,000 national and international emails

10.6% increase in footfall in July 2013
(compared to 2012 and UK average of 2.8%)

5% increase in retail sales in August 2013
(compared to 2012 and UK average of 1.8%)

GETTING THE WORD OUT ✓

In autumn 2013, we appointed PR agency, Echo, to raise awareness of the BID and promote Manchester retail to a local, regional and national audience. Stories and comments have so far covered the promotion of our events and the City Hosts, national and international campaigns with Visit Manchester, seasonal and student's spending trends, and regular reporting of footfall and retail sales figures.

Echo will continue to promote the BID's work and raise the profile of the retail district in 2014/15.

£2,351,229 worth of on and offline media coverage generated through BID PR since launch in April

Broadcast stories for Dig the City, Vogue Fashion's Night Out and Chinese New Year on ITV's Daybreak, North West Tonight, Granada Reports, BBC Radio Manchester and Key 103

National press coverage in The Guardian, The Sunday Times and The Daily Telegraph

WHERE TO GO MANCHESTER ✓

In June 2013, with the help of online arts and culture magazine Creative Tourist, the BID published a new 107-page independent guidebook, Where to Go Manchester. Presented as an insider's guide to the city centre, it's the only up-to-date guidebook currently on sale and provides a whole host of recommendations including itineraries for a day, night and weekend in the city. There are sections on shopping, music, food, drink, hotels and travel, all brought to life with stunning specially commissioned photography.

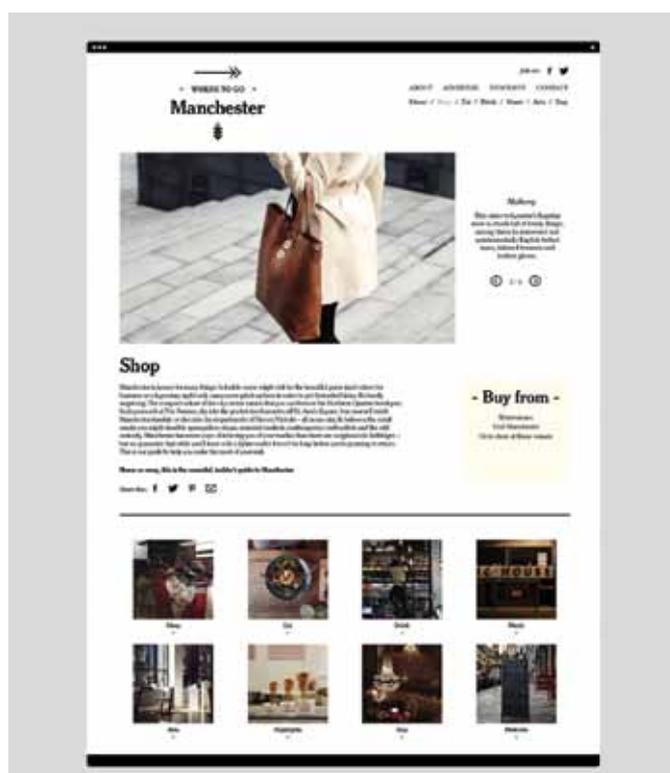
The guide is available from the University of Manchester, visitor attractions and to buy online and in shops including Amazon, Waterstones, Harvey Nichols, Selfridges, Magma Books, National Football Museum, Manchester Visitor Information Centre, WHSmith and Blackwells. Sales to date amount to over £4,500.

Where to Go Manchester has also been handed out to VIPs at the Manchester International Festival, Pride, Buy Art Fair and the Conservative Party Conference.

If you'd like to stock the guidebook, let us know.



INCREASING COMMUNICATION



BRIEFINGS, SOCIALS, CITYCO EVENTS ✓

Our social and corporate events are the chance to meet face-to-face, hear from leading speakers and make sure everyone can get involved in our activities.

So far we have invited our BID community to CityCo's programme of business events including a Transport for Greater Manchester (TfGM) Metrolink works briefing, conferences on the future of retail and greening the city, and tours of Manchester Central Library, Albert Hall, MMU School of Art and Manchester Science Park. We held a BID launch party at Selfridges and briefing events for Dig the City and Vogue Fashion's Night Out (with Vogue Editor Alexandra Schulman), as well as a Christmas social at the pop-up King Street Reserve Bar.

All our events give you the chance to learn about city trends, keep up-to-date with major projects that will affect businesses, and find out how to get involved with the BID. Keep an eye out for invitations to future events.

DIGITAL MESSAGING ✓

The BID launched its @ShopMCR social media campaign on Twitter and Facebook to share and promote shop and business news, events, promotions and offers to the public. We want to ensure that all retailers in the BID can share their campaigns to help drive footfall and increased sales. If you have something you want to shout about, connect with @ShopMCR or email manchesterbid@cityco.com and let us know what you're up to.

Manchester City Council has also installed ten interactive tourist information kiosks in and around Exchange Square, Market Street, St Ann's Square, New Cathedral Street and Piccadilly Gardens. All BID retailers can feature on these screens and on visitmanchester.com – and we've been working with you to make sure your information is up-to-date. To find out more email manchesterbid@cityco.com

"The BID has opened up communication between retailers and allowed us to connect with city stakeholders, agencies and events. This has been a huge part of its success."

— Gareth Pierce, Store Manager, Rymans

KEEPING YOU INFORMED ✓

In our first year, we have set up a number of online, print and face-to-face communication channels to keep businesses informed and get you involved with the BID's activities.

Online – www.heartofmanchester.com, monthly email newsletters, @ShopMCR Twitter, Facebook and an invitation to join our dedicated LinkedIn Group (search for Heart of Manchester BID to connect with us).

Print – monthly and quarterly printed newsletters and this annual report, which will be with you each spring.

Face-to-face – regular store and business visits by BID Manager Simon Binns and our City Hosts team, quarterly BID Board, Marketing and Finance Group meetings, quarterly sector group meetings (Finance, Marketing, Food and Beverage, Financial Services and Independents), quarterly social events, events briefings and invitations to CityCo's programme of corporate events.

We want to make sure the right people are kept up-to-date with news of our projects and how to get involved. Please email manchesterbid@cityco.com with all the contact details.

SPEAKING WITH ONE VOICE ✓

The BID has worked closely with Manchester City Council, Marketing Manchester, TfGM, Manchester Markets, retail agents and property landlords to ensure a co-ordinated approach to retail in the city centre.

We will continue to help retail develop these relationships.

OUR COMMITMENTS:

TALKING TO CUSTOMERS ♥

Gather information on events, offers and promotions, both to use in e-solutions and to ensure swift dissemination across the city.

BRIEFING EACH OTHER ♥

Circulate monthly e-newsletters and quarterly printed newsletters to ensure members of the BID are fully aware of events and activities, as well as the overall performance of the city centre.

INTERNAL BID EVENTS ♥

Develop a stream of events tied into the CityCo programme, ensuring retailers are fully briefed on both the performance of the city centre and on upcoming activity that will affect business.

SPEAKING WITH ONE VOICE ♥

Allow a more effective lobbying voice for retail in the city centre. Whether this is with public bodies or through CityCo's cross-sectoral representation, the BID will ensure the retail community is properly heard.

@ShopMCR

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

INCREASING STANDARDS

CITY HOSTS ✓

Setting up the BID's City Hosts team was one of our very first activities. Led by team leader Kathryn Gradwell, our team of seven City Hosts are out and about in the main shopping districts, seven days a week, 363 days a year. They're on hand to guide, visitors and workers – helping with directions, where to shop, events and public transport information including the Metrolink development works.

The City Hosts have undergone intensive customer service training in association with management company The Welcome People, as well as local partners Manchester Arndale, Selfridges, Manchester Central, Manchester City Council, Manchester Museums Consortium and the Manchester Tourist Information Centre.

The City Hosts have been busy since they started in April 2013:

Over 50,000 people welcomed to the city

Over 2,700 business visits

Over 10,000 operational intelligence reports gathered

191 environmental issues reported – and 88% of those issues are now fixed/resolved



OUR COMMITMENTS:

HOSTS ♥

Launch a team of visitor service hosts on the streets of the BID area to help improve the public perception and experience of the city centre. Hosts will be trained in customer service, promotions and events in the city centre, enabling them to guide visitors and shoppers. Hosts will be out on the streets all week, and will act as the 'faces' of the BID. They will regularly visit stores to ensure they (and the rest of the BID company) are up-to-date with retail activities.

OPERATIONAL SUPPORT ♥

Provide advice and help to businesses through operational and hosting staff, acting proactively with partners to enhance the environment of the BID.

BUSINESS CRIME REDUCTION ♥

Allowing BID members access to CityCo's award-winning Business Crime Reduction Partnership (BCRP), which is already one of the largest and most successful in the country. Members of the BID will have access to intelligence briefings and training from the BCRP and the current offender exclusion scheme will also be extended to all participating BID retailers.



OPERATIONAL SUPPORT ✓

In the first twelve months of the BID, we have responded to, escalated, and resolved a range of issues including addressing illegal street advertising, busking complaints, poor pavement reinstatements following utilities works and events, litter and gum removal, tree pruning and street cleaning requests.

We have also organised a whole programme of street washing across the city's shopping streets, which has seen an extra 52,759m² of pavement cleaned across Exchange Square, Cross Street, Market Street, St Ann's Square and King Street.

The BID community has also been able to access the support of our Business Crime Reduction team, who operate 24/7, 365 days a year to provide an emergency response service, intelligence reporting and regular security briefings.

The first year of the Heart of Manchester BID has been a great success. Read on to find out what we have planned for the city centre in the next twelve months.

LOOKING AHEAD

Manchester Day

On 22 June, Manchester Day returns to the city centre. With 50,000 visitors on the day last summer, we're looking to ensure retailers pick up on the opportunity. We'll help to co-ordinate any promotions aimed at generating bounceback business around the parade.

Eid

Eid al-Fitr on 29 July offers a chance to increase evening city centre footfall. Celebrations focus on dining and late night shopping. In Dubai, Eid is celebrated with 48-hour 'shopping festivals'. Depending on the support of businesses in the BID, we could create a similar event.

Dig the City

This year Dig the City (2-10 August) will be bigger, better and greener, under a 'Grow Your Own' theme. A city centre Show Garden competition, city farm, art trails, food markets, celebrity gardeners, chef events and the St Ann's Square Festival Hub will animate the streets. BID members can get involved with promotions, events and window-dressing.

SPRING

April BID Board

May Sector Group

BID social

Showcase annual report and discuss plans for 2014/15

SUMMER

July BID Board

August Sector Group

BID social

SUMMER 2014 – VISIT MANCHESTER SUMMER CAMPAIGN

ONGOING ACTIVITIES

STANDARDS

Clean, safe, welcoming streets

Building on the relationship between the hosting team, the BID's Operations team and the Neighbourhood Delivery team at Manchester City Council, we will continue to support stores by improving standards in notification and reinstatement, street cleansing, pedlars and street entertainment.

Our investment in extra city centre street-washing, matched by CityCo, has already made a real difference and we will continue this service.

Development of City Hosts

Our City Hosts have proved to be a real success and during 2014/15 we will look to extend their duties after 5pm, locating them nearer hotels, and even having them on hand at city events.

We will continue to work with The Welcome People to make sure our Hosts are upholding standards of gathering data, assistance, reporting and obtaining feedback.

COMMUNICATION

Keeping you up-to-date

We will continue online, print and face-to-face communication, building on business visits and quarterly sector groups. Make sure your local, regional and Head Office colleagues are kept up-to-date – please email all contact details to manchesterbid@cityco.com

Operation King Street

We will work with Manchester City Council and CityCo to help the regeneration of this key retail route. From removing unsightly A-boards, developing events and increasing the food and drink offer to working with property owners, attracting vibrant brands and driving footfall, we will ensure it reaches its full potential.



Student Night

Manchester is home to around 100,000 students and recent data from the National Union of Students (NUS) shows they spend nearly £1bn with retailers, an average of £177 a week. We plan to run extra activities, such as live music and performances, around the 'Big Student Night In' at Manchester Arndale and other retail events to attract students, create movement across the BID area and increase dwell-time.

BID Industry Awards

We plan to hold an awards ceremony in March 2015 to celebrate the achievements of BID members and their staff, and emphasise the importance of the retail sector to Manchester city centre. The awards will be the perfect opportunity to talk about the work of the BID and is another chance to let members know how to get involved.

Chinese New Year

2015 is the Year of the Sheep and the BID will again seek to drive additional footfall in a quiet time of the year. Alongside traditional activities and lantern dressing, we plan to showcase the best of modern China, working with HOME and the Centre for Contemporary Chinese Art on installations and events, linking up with potential supporters and sponsors coming into the Airport and in Airport City. Here too, BID members can get involved to attract event goers.

AUTUMN WINTER 2014/15

October BID Board

November Sector Group

BID social

January BID Board

WINTER 2014 – VISIT MANCHESTER CHRISTMAS CAMPAIGN



PROFILE

Where to Go Manchester

We will continue to promote the BID's guidebook to the public, stakeholders and press, as well as conference and travel trade via Marketing Manchester and sell it online, in shops, attractions and cultural venues. In spring we will target wider regional distribution, supported by a specific marketing and PR campaign.

PR

We will work with PR agency Echo on positive stories to promote the BID's work and raise the profile of Manchester's retail offer.

On the trade side we will aim to attract national attention to Manchester as a

leading retail destination for brands, agents and property owners to invest in; 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.

On the consumer side we will continue to liaise with Visit Manchester to co-ordinate retail/BID member 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.

Developing digital projects

With more, and better, content the BID can look to link with other major projects. For example, it could be possible to integrate real time retail events, news and promotions to people arriving at the city's transport hubs. To make this happen, we firstly need your news, which you can share @ShopMCR on Twitter and Facebook, or email manchesterbid@cityco.com

TRACKING THE IMPACT

In 2014/15 the BID's events, campaigns and activities will continue to be evaluated through the various methods adopted in the first twelve months. All evaluation documents and reports are on the website: www.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 (e.g. at Visit Manchester, or standalone websites)
- Social media interaction
- Redemptions of any competitions or offers
- Retailer engagement levels

Perception survey

In partnership with Visit Manchester, TFGM and Virgin Trains the BID will support a Tourism Visitor Survey to track perceptions, motivation and demographics of visitors.

Carried out every two years, the findings will help us to monitor the success of our strategies to improve Manchester city centre as a destination, to attract ABC1 local, regional and national visitors and identify areas for improvement.

Performance health-checking

- Monthly footfall to track and predict shopper numbers and allow comparison with national figures
- Monthly retail sales index report, which tracks sales trends year-on-year, and in comparison to national trends, from a minimum sample of ten retailers

1. Based on a 97% collection rate
2. Including sale of guidebook advertising and Dig the City revenue
3. Guerilla Eats, Dig the City, Manchester Day, Vogue Fashion's Night Out, Chinese New Year (operations and marketing)
4. Commission and publication of guidebook
5. PR agency support and internal communications
6. Support for Visit Manchester's seasonal and international marketing campaigns
7. Agency commission to recruit and manage hosting team
8. Operational and events support – for year 2014/15, this support moves to core staffing
9. Agency commission to provide footfall and sales intelligence
10. Includes employer costs
11. Based on 50% of actual overhead expenses incurred by CityCo – management fee less than 7% of total expenditure
12. CityCo incurred £103,000 company set-up costs – to be repaid over five-year BID term
13. Additional expenditure including audit, legal and levy collection costs
14. Agency contract to undertake timetable of street washing in BID area
15. Based on the 2013/14 income figure, continued guidebook sales and year 2 event development, it is likely actual income will be significantly higher
16. Recommission of PR agency support
17. Internal comms and March 2015 awards ceremony
18. Addition of a tourism visitor survey in partnership with Visit Manchester
19. See note 8
20. Recommission of street washing contract for 2014/15

How we invested in Year 1

Finances: Year 1		
Business Plan figures		Actual figures
Income		
BID levy	£965,000	£955,000 ¹
Additional income		£33,019 ²
Total income	£965,000	£988,019
Expenditure		
Events and marketing		
Support for major events	£340,000	£292,102 ³
Support for communications campaign	£70,000	
— Guidebook		£40,632 ⁴
— PR and comms		£30,245 ⁵
Support for city-wide marketing campaigns	£100,000	£100,000 ⁶
Total events and marketing	£510,000	£462,979
Operations		
Development and management of hosting team	£175,000	£171,300 ⁷
Package to support enhanced evening activity	£50,000	£28,242 ⁸
Total operations	£225,000	£199,542
Research/surveys	£30,000	£26,000 ⁹
Core staffing	£95,000	£103,758 ¹⁰
Administration costs		
Management recharge	£45,000	£59,402 ¹¹
Repayment of set-up costs	£15,000	£20,940 ¹²
Accountancy/audit (shared with CityCo)	£20,000	£22,229 ¹³
Additional expenditure		£15,302
Total administration costs	£80,000	£117,873
Contingency	£25,000	£20,000 ¹⁴
Year 1 total expenditure	£965,000	£930,152

Looking ahead

Finances: Year 2		
Budget 2014/15		
Income		
BID levy		£960,000
Additional income		£3,500 ¹⁵
Total income	£963,500	
Expenditure		
Events and marketing		
Support for major events		£335,000
Support for communications campaign		
— PR and comms		£40,000 ¹⁶
— Internal comms		£30,000 ¹⁷
Support for city-wide marketing campaigns		£100,000
Total events and marketing	£505,000	
Operations		
Development and management of hosting team		£175,000
Total operations	£175,000	
Research/surveys	£30,000	£30,000 ¹⁸
Core staffing	£137,000	£137,000 ¹⁹
Administration costs		
Management recharge		£60,000
Repayment of set-up costs		£20,940
Accountancy/audit (shared with CityCo)		£23,000
Additional expenditure		£15,650
Total administration costs	£119,590	
Contingency	£20,000	£20,000 ²⁰
Year 2 total expenditure	£986,590	

HOW THE BID IS BEING MANAGED

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 – with guaranteed representation for both larger and smaller stores.

Alongside the appointed Chair, there are ten representatives from the retail sector: two representatives from those businesses with rateable value of, or above, £900,000; four from within Manchester Arndale; and four from retailers outside Manchester Arndale. There are also two representatives from Manchester City Council, one from TfGM and two from local businesses with a vested interest in the area, but which do not qualify to be part of the BID. Voting rights on decisions sit with the ten levy-paying retail representatives and the Chair.

Alterations to the business plan and budgets are authorised by the Board. However, changes in fundamental areas of concern – such as the levy rate and the 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.

BID Board Members

Chair

Jane Sharrocks, General Manager, Selfridges

Directors

Roger Khoryati, Franchisee, McDonalds
Anne Latham, General Manager, House of Fraser
Simon Layton, General Manager, Marks & Spencer
Steve Mockl, General Manager, Boots
Gary Peters, General Manager, Tommy Hilfiger
Gareth Pierce, General Manager, Ryman's
Shelley Snellgrove, General Manager, Oasis
Mark Travis, General Manager, Domo

Associated Directors

David Allinson, General Manager, Manchester Arndale
Fiona Gasper, Executive Director, Royal Exchange
David Moore, Director, Tushingham Moore

Advisory Director

Mike Rose, Director, Santander

Stakeholder Representatives

Councillor Pat Karney, Manchester City Council
Mike Mellor, Director of Communications, Transport for Greater Manchester
Sara Tomkins, Assistant Chief Executive Communications, Manchester City Council

BID Manager

Simon Binns: You can contact Simon directly at simon.binns@cityco.com or on **0161 838 3250**



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.

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