

MANCHESTER'S
BUSINESS
IMPROVEMENT
DISTRICT (BID)

2018 - 2023



BUSINESS PLAN

YOUR BID, YOUR VOTE

£6 million

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A BID is a specific geographical area where businesses work together and invest in agreed services, projects and special events. The remit of a BID is determined and controlled by the businesses involved. As they own the BID, businesses play a key role in deciding which projects and initiatives should go ahead. BIDs are commonplace in most UK towns and cities across Europe and the United States. The majority of UK cities now have city centre BIDs – including Liverpool, Birmingham, Leeds, Newcastle, Sheffield, Bristol, as well as many in London.

THE MANCHESTER BID

The city's first BID launched in 2013 for an initial term of five years. The BID company brings together almost 400 retail, food and other customer-facing businesses in the central shopping district spanning Deansgate, King Street, Cross Street, St Ann's Square, Market Street, New Cathedral Street and Manchester Arndale. The 2018-2023 BID, if passed, will operate across the same area (see map on pages 36-37).

YOUR BID, YOUR VOTE

The Manchester BID is leading the way in the UK. Your vote is essential if you want to continue to see improvements in the city centre and shape Manchester's future.

MANCHESTER'S NEXT BID

The 2018-2023 Manchester BID will raise £6 million to invest in the city centre retail district over a new five-year term. That's additional funding to address operational and security concerns, to raise the profile of the city nationally and internationally, to improve the visitor welcome, and to promote Manchester as a place to invest, do business, shop, work and play. This Business Plan has been led by you, the 400 retailers and businesses in the Heart of Manchester BID. The priorities set out on page 38 have been agreed through a 12-month consultation.

SO NOW, IT'S OVER TO YOU

Vote for a second term of Manchester's Business Improvement District. This is a vote to build on success so far, for continued improvement and for a prosperous, progressive city centre.

ABOUT THE VOTE

Voting opens on 6 November. When you receive your ballot paper, simply fill it out and return it in the envelope provided by 4 December. If you lose the ballot paper or need a replacement, please call the team on 0161 838 3250.

"After just five years of operation, Manchester's Business Improvement District is undoubtedly a critical part of the fabric of our city. The Manchester BID team and the businesses they represent are hugely important in helping us to deliver continued, and stronger, economic success. And its success in bringing together all the major players together in partnership is something that has benefitted many in the retail core. Five years ago, retailers overwhelmingly voted in favour of the BID and we hope they do so again. Manchester City Council fully supports a proposed second term."

Sir Richard Leese, Leader, Manchester City Council

"The Manchester BID helps to keep our city safe and secure, and the work of the Business Crime Reduction Partnership in particular is integral to this. Businesses benefit from its extensive networks, communications and secure briefings – all of which feedback into our policing and counter-terrorism work. In the current climate, counter-terrorism awareness training is key, and the BID is playing a crucial role in helping us to roll out Project Argus and Griffin across the city centre."

Chief Constable Ian Hopkins, Greater Manchester Police

"After a successful first term, Transport for Greater Manchester is looking forward to working with the Manchester BID for a second term to continue to welcome visitors and shoppers from across Greater Manchester and beyond. The support from the BID during our delivery of Metrolink's Second City Crossing and other works across the city was invaluable. The BID supported our business engagement activity and carried out essential liaison with affected businesses as we worked to keep the city moving and the BID's events and marketing meant visitors were attracted to the city centre, even at the height of the works. It really did ensure that Manchester was recognised as being 'open for business'."

Dr Jon Lamonte, Chief Executive, Transport for Greater Manchester

"Marketing Manchester is a proud partner of Manchester BID and we look forward to building on our joint projects in the second term. Manchester is the third most visited city in the UK for international and domestic visitors. We work in partnership to attract visitors to Manchester, especially from the key international markets of Europe, China, the Gulf States and USA. Manchester's innovative city partnerships generate marketing and press coverage way beyond individual campaigns, and it is the power of cross-promotion that shares all our great city has to offer across the region, the UK and the world."

Sheona Southern, Managing Director, Marketing Manchester

"The opportunities presented by the growing Chinese market are huge, especially for Manchester's retail sector. We're looking forward to working more closely with Manchester's Business Improvement District to ensure the city is ready to welcome this market with open arms, and build on some of the successful schemes that are already underway such as with Mobike, We Chat Pay, and tax-free shopping. And, of course, there's Chinese New Year – a wonderful example of collaboration, celebrations and great results."

Rhys Whalley, Executive Director, Manchester China Forum

WE SHARE YOUR PASSION FOR THE HEART OF MANCHESTER.

THAT'S WHY FOR THE LAST FIVE YEARS WE'VE BEEN THE PERFECT PARTNERS IN YOUR CONTINUED STORY OF SUCCESS.

We know that if you flourish and prosper, so does the city centre that we care so deeply for. And you'll know from working with us that this goes beyond fine words and strategies. We deliver on our promises. We're your voice and your connection to the rest of the machine that makes this city work.

We lobby for you, fight your corner and solve problems that you simply couldn't tackle alone. Whether it's helping to fund the Street Support initiative for rough sleepers, providing an ever popular 'Welcome Host' presence across our key retail areas, or organising community-focused volunteering events for you, we're working day-in and day-out on your behalf.

We keep business working even at the toughest of times. On 22 May 2017 we suffered the most awful of shocks, but we worked with you hand in hand to keep the city centre open. And we continue to work with you, Manchester City Council and city authorities to make sure that we remain vigilant, ready and able to respond to whatever happens in our city centre. Our vibrant, open and transformed city centre promises to continue to repay your investment and we'd like to be part of the team, with you, that secures that most critical of dividends; a tangible and continued impact on your bottom line.

We'd like your vote to enable us to carry on giving you the support that you need to be part of a city centre that's still got incredible potential for growth.

City centre residential levels are set to grow, more routes are coming online at Manchester Airport and regional transport capacity is increasing too: more people – more customers – are on their way. For some of our international markets, we are the most successful retail destination after the West End of London, and this is only set to grow further.

MANCHESTER TODAY

- Second most visited city in England by domestic visitors
- Third most visited UK destination by international visitors, an increase of 30% between 2006 and 2016
- 40 million visitors to Manchester's retail district every year, spending over £900 million
- 100,000 strong student population, the UK's largest
- 50,000 city centre residential population, a rise of 20,000 over the last decade, with more than 10,000 new apartments in development
- £3 billion worth of major property developments in the pipeline, including at St John's, Old Granada Studios, Mayfield, NOMA and Kampus
- £1.5 billion tram line expansion, with more than £1.85 billion allocated to transport improvements over the next five years, including the transformation of Manchester Airport
- 2,300 new hotel rooms across Manchester city centre coming on board, increasing supply by 25%
- £11 million worth of development forthcoming at Manchester Arndale, the UK's largest inner city shopping centre

We've been talking to many of you in detailed discussions about our plan for the next five years. Over half our members have taken part so far and, out of those in depth conversations, a really exciting plan has been devised that we're pleased to put before you. On our major events programme we plan to expand the initiatives that build our global brand, such as Chinese New Year, while still delivering the regular events, e.g. student nights and Halloween, which generate direct sales exactly when you need them. We'll also work to make sure that other major events across the city bring their plans – and their people – into the BID area.

Operational and security support will be given more prominence in the next five years, with CityCo, the city centre management company, giving a high level of service to BID members just as it would its own membership base. We'll be logging issues, brokering solutions and dealing with any problems you encounter swiftly and effectively. We work directly with Manchester City Council, but our operational support is additional to its services, and tailored to the needs of BID members.

As part of the Big Change MCR campaign, we're working with charities, businesses and voluntary groups on a major push to tackle rough sleeping. We have a continued focus on resilience and security across the city centre and are taking real action on the quality of the environment. We also want to expand our incredibly successful City Hosts. Our vision is of a safe, clean and high quality city centre full of life, excitement, dynamism and, of course, customers.

The next five years will see us continue to make the city centre a major story across all the markets that matter. Either directly or with partners like Marketing Manchester, we will be launching even more PR and promotional campaigns to deliver the footfall and customers that you need. We'll continue to innovate too, evolving our use of digital channels particularly in search of new, high value market segments. We have plans for data analysis and sharing, and for making communications with you, our valued members, stronger than ever. These are just some of our promises to you, the members that make all of this work possible.

Manchester was once described as the city that would make all others old fashioned. We like to think that, with you, we're continuing to be the city centre that sets the pace for others across Britain, which gives a lead for others to follow.

Thank you for the last five years, and thank you in advance for the five years that lie ahead of us.

LET'S DO MORE TOGETHER

MANCHESTER'S 2018-2023 BID

VOTE YES TO BUILD ON SUCCESS

YOUR VOICE, YOUR VIEW, AND OUR SHARED VISION

As the end of the BID's first five years approaches, it seems fitting to celebrate the successes we've already had, and to look to the future. The opportunities are still there to continue making Manchester even greater.

Today, Manchester is a Top 3 UK city for both international and domestic visitors, attracting visitors with our retail, sport, culture and that essential Mancunian spirit. As we become an increasingly global city, the BID has played a critical role in linking our flagship retail and leisure offer to create events worthy of this status.

We have developed a community of 400 retailers, all working together with the city's transport, council and services to ensure the ongoing success of the retail core. It's this partnership working – a desire and willingness to work together – that has been key to the past five years.

I look forward to a second term and all that we can achieve together.

VOTE YES TO BUILD ON SUCCESS

Manchester's BID has built up an incredibly strong reputation for action, intelligence and partnership working. And the most important part of this is down to you, our BID levy payers. You've told us what you want to see more of, the issues you have to deal with, and worked with us to make our city the very best it can be.

We want to continue this work with you. A vote for another five years will mean another £6 million invested in our city. That will allow us to build on the events, lobbying, positive PR and sharing of city intelligence that we've already started, and deliver more operational and security services that we know are so vital in the current climate.

Together we are a stronger voice, and we look forward to more shared success.



Jane Sharrocks
General Manager,
Selfridges Exchange Square
Chair, Manchester BID



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VOTE YES TO...

- ✓ More high-quality public events throughout the year
- ✓ More operational and security services for businesses
- ✓ More positive PR and marketing coverage here and overseas
- ✓ More lobbying for retailers with public authorities
- ✓ More communication between the city centre business community

MANCHESTER'S FIRST BID

WE DELIVERED, FOR YOU

We're coming up on five years of sustained success. The Heart of Manchester Business Improvement District (BID) launched in 2013 with a clear vision and focused mission: to secure Manchester's status as the best city centre destination outside London. We'd like to think we've more than met that challenge.

Dips in footfall? We brought in your customers through great events and promotions. Creating a great place for shopping? We've worked with you to raise standards and improve our environment. Creating a buzz about the city? Our campaigns and partnerships have kept a high profile for the heart of Manchester.

And as your constant champions, we've lobbied for you with the city authorities, transport organisations and other agencies; keeping your interests at forefront of a city that's always changing.

At the outset of the BID, a Board of retailers and city stakeholders – from a working consortium of 400 city centre businesses in the retail district – developed a Business Plan. This set out four central themes of work:

FOOTFALL

Increasing footfall in 'dip' periods through a programme of public events in the heart of Manchester.

STANDARDS

Increasing standards through operational and security support to assist businesses and enhance the city centre trading environment.

PROMOTION

Increasing the profile of the city through promotional partnerships, marketing campaigns and ongoing positive PR.

COMMUNICATION

Increasing communication between the retail community, and acting as a lobbying voice for retail with city authorities and stakeholders (including the council, policing and transport organisations).

THE BID IN NUMBERS

Continuous Footfall Growth

All day
MCR +4.7% -1.2% UK

Evening
MCR +4.6% -0.8% UK

Continuous Sales Growth

+1.9% MCR +0.2% UK

Source: Springboard UK

£76 million

worth of additional visitor spend in 2015/16 as a result of the city's seasonal marketing campaigns

£900 million

spent in Manchester's retail district each year

300

businesses have completed Project Griffin counter-terrorism awareness training

£4 million

worth of local, regional and national marketing and press AVE for Chinese New Year

£11.8 million

local, regional and national marketing and press AVE for the BID's public events

£1 million+

visitors to Dig the City, the BID's summer garden festival

40%

of direct tourism revenue in Manchester is generated through shopping

£950,000

worth of local, regional and national marketing and press AVE for Halloween in the City

+72%

uplift in footfall (2017 vs 2016) for The King Street Festival

110,000m²

of pavements cleaned across the shopping district

£11 million

worth of development forthcoming at Manchester Arndale

500,000

visitors helped by the BID's welcoming team, our City Hosts

135

stores scored over 90% in our 2017 Manchester Mystery Shopping Awards

+19%

uplift in footfall (2017 vs 2016) for Chinese New Year, including 100,000 people on the Sunday – the busiest ever recorded

INCREASED FOOTFALL

THE CROWDSOURCERS

Playful, beautiful and unexpected? Fun-packed, pioneering and unforgettable? How would you describe some of the events that we've staged across the heart of the city?

We've had buildings turning green for Halloween, students on a Big Night Out and 11,000 people trying to win a flight to Beijing for Chinese New Year. We staged extravaganzas around urban greening, Eid, our treasure trove of historic streets and, naturally, the magic of Christmas.

Possibly our greatest strand of success is this grand animation of the city; pulling in hundreds of thousands of people and securing millions of pounds worth of press coverage. Always working with our BID members and other city partners, we've ensured that Manchester becomes known as a city that never stands still and is always throwing a party.

WE PROMISED:

- To deliver two new public events to attract retail aware customers into the city centre during 'dip' periods in the retail calendar
- To generate sufficient revenue to allow investment into developing the events and delivering new ones
- To encourage greater use of the city centre between 5-8pm on weekdays
- To support major city centre festivals and events taking place in the retail district

WE DELIVERED:

The Manchester BID's series of major public events and festivals, increasing from two to **six pillar events** per year by 2016.

SPRING

MCR Student Night Out | The King Street Festival

SUMMER

Support for Manchester Day | Eid | Dig the City
One Big Summer Weekend

AUTUMN

MCR Student Social | Vogue Fashion's Night Out | Halloween in the City

WINTER

Support for the Christmas Markets |
Chinese New Year

BID PROJECT: CHINESE NEW YEAR

A favourite on the cultural calendar, Manchester's BID has worked with Manchester City Council, FCAM, Centre for Chinese Contemporary Art (CFCCA) Manchester Confucius Institute and Chinatown, promotional partners, retailers and venues to celebrate Chinese New Year for the last four years. That's four years of the biggest and brightest celebrations in the UK outside of London.

After the success of the 2014, 2015 and 2016 celebrations, the BID has continued to grow its many city partnerships and sponsors around Chinese New Year, working with Marketing Manchester, Transport for Greater Manchester, Manchester Evening News, Global Radio, Manchester Airport, Hainan Airlines and Cathay Pacific to name a few. The most recent event took place in January 2017. Following his artwork creations for the Horse, Ram and Monkey, international artist, Stanley Chow, was back with an iconic campaign identity for the Year of the Rooster.

Over these celebration weekends, rich contemporary culture and a wealth of traditions have come together in art, film, food and family activities.

We've hosted Chinese Food Markets in St Ann's Square, family craft workshops in Manchester Arndale, colourful lion dancers on Market Street and promotions across many city centre shops including House of Fraser, Harvey Nichols and Selfridges. One of our sponsors, Manchester City Football Club, hosted a fan zone and the Travelling Light Circus has entertained shoppers with their touring shows.

Alongside our thousands of red lanterns and giant Golden Dragon, we're especially proud to have welcomed the internationally acclaimed exhibition, The Lanterns of the Terracotta Warriors. It was an incredible spectacle, with 40 brightly coloured, light up replicas of the famous Terracotta Army standing in formation in Exchange Square.

+19%

increase in BID district footfall (2017 vs 2016 event weekends)

£4,000,000

press and marketing value to date

419

pieces of local, regional and national print and online coverage

chinesenewyearmcr.com

 @CNY_MCR

 chinesenewyearMCR

 chinesenewyearMCR



BID PROJECT: BRINGING KING STREET BACK TO LIFE

A key street in the BID's retail area, King Street had for too long suffered with the loss of brands, empty units and declining footfall. Today, it's a bustling street at almost 100% occupancy. Manchester's BID has been instrumental in attracting new brands, working with agents, bringing outdoor dining to the street, landscaping and environmental improvements.

We've worked with King Street and neighbouring businesses, Marketing Manchester, Manchester City Council, Classic FM and Manchester Evening News to deliver and promote two King Street Festivals to date. More than fifty shops, restaurants and hotels have taken part including luxury brands

and favourite names Belstaff, Cath Kidston, Diesel, DKNY, El Gato Negro, Fred Perry, Hobbs, House of Fraser, Jigsaw, King Street Townhouse, Kuoni, Kiehls, L'Occitane, Grafene, Pretty Green, Rapha and White Stuff.

The BID transformed the street with music, food and VIP events as everyone came together to celebrate the past, present and future of this iconic designer shopping destination. The King Street Cocktail Trail, pop-up parklets, bandstand, lawn games, competitions and gifts were just some of the attractions on offer, alongside themed walking tours and the publication of our Historic Manchester walking guide.

+72%

increase in footfall on King Street (June 2017 vs June 2016)

£470,000

press and marketing value to date

83

pieces of local, regional and national print and online coverage

kingstreetfestival.com

 @kingstfestival

 kingstfestival

 kingstfestival

BID PROJECT: DIG THE CITY

Working with numerous partners, sponsors and supporters including Manchester City Council, Transport for Greater Manchester, Marketing Manchester, National Trust, RHS, BBC, NCP and Manchester Cathedral, Manchester BID's giant summer garden party blossomed big and bright across the retail district. Running for three years, with events in 2013, 2014 and 2015, the festival was aimed at high spending shoppers, workers, families and day-trippers.

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 lots of family entertainment from 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 experts Diarmuid Gavin and Monty Don.

It all ended with a bang thanks to Wild Rumpus and their 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.

1 million

visitors (2013-2015)

£6,000,000

press and marketing value

258

pieces of local, regional and national print and online coverage

digthecity.co.uk

 @digthecitymcr

 digthecitymcr

 digthecitymcr



BID PROJECT: HALLOWEEN IN THE CITY

The fastest growing date in the retail calendar is Halloween, and since 2016 the BID has coordinated a celebration of all things spooky to attract shoppers into Manchester to prepare for the big day.

For the inaugural outing we worked with Manchester City Council, Transport for Greater Manchester, Marketing Manchester and Party Delights to hang 4,000 pumpkin lanterns and turned the Town Hall, Harvey Nichols, Manchester Arndale, House of Fraser, Selfridges, Manchester Central and the National Football Museum a ghoulish green. We also staged some Halloween family fun including a giant (friendly) spider roaming the streets and a magical treasure hunt by Just So Festival.

The 2017 festival is even more spectacular. Bristol artist Filthy Luker's enormous tentacled monster takes over House of Fraser on Deansgate, Exchange Square hosts the main stage complete with DJs, games, family films and Gothic Catwalk – and there's a Haunted Maze. The BID's retail community are in the spirit for The Big Dress Up and iconic city buildings will again glow green.

Halloween in the City is now a fixed date in the city centre calendar and attracts marketing and press coverage across the region and UK.

+12%

increase in BID district footfall (2016 vs 2015)

£950,000

press and marketing value to date

153

pieces of local, regional and national print and online coverage

visitmanchester.com/Halloween

-  @halloweenmcr
-  halloweenmcr
-  halloweenmcr

BID PROJECT: MCR STUDENT SOCIAL

Manchester is the largest student city in the UK outside of London and has one of the largest student populations in Europe; 96,200 currently study in Greater Manchester and 17,500 are international students. Many will choose to stay in Manchester after graduation.

Since 2013, Manchester's BID has been delivering fun shopping events for freshers and returning students, including Vogue Fashion's Night Out and the MCR Student Takeover. 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 to host a bi-annual MCR Student Night Out.

This autumn, we've all worked together to re-brand the event to the MCR Student Social, promoting the interactive, experiential side of the night, which we know our students love.

At each outing, thousands of students have headed into town to snap-up discounts of up to 30% from over 200 stores, promoted via targeted PR, digital, social media, leaflets and poster campaigns. Stores have reported sales increases of up to 50% year on year. Street installations, DJs, bands, games and food vans have kept everyone in the party – and shopping – spirit.

+11%

increase in BID district footfall (2017 vs 2016)

+8%

increase in Manchester Arndale footfall (2017 vs 2016)

£340,000

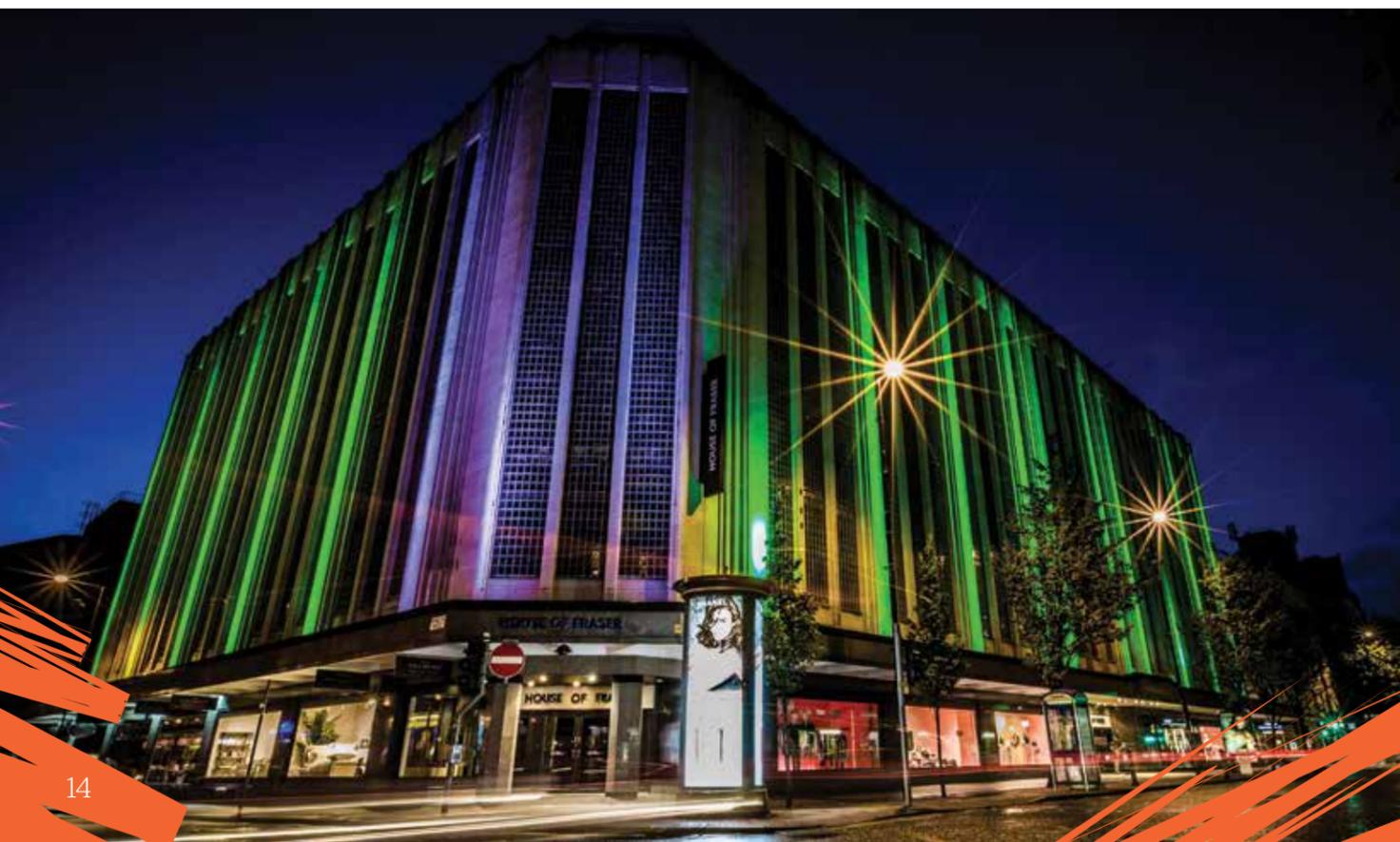
press and marketing value to date

148

pieces of local, regional and national print and online coverage

myunidays.com/mcr

-  @amanarndale | @shopmcr
-  manchesterarndale | shopmcr
-  manchesterarndale | shopmcr



INCREASED STANDARDS

SAFE IN OUR HANDS

Sometimes it's the little things that make a difference: a pavement promptly cleaned, a complaint that's followed up properly, a helping hand or friendly ear for someone that needs it.

The Manchester BID City Hosts have greeted hundreds of thousands of people. Our team has been at the forefront of the rough sleeping crisis, and we've carried out training on reducing crime, delivering first aid and, of course, how to prepare for and respond to a major incident.

Your job is to offer a great experience for your customers and turn that into a healthy turnover;

ours is to make sure that the city centre is just as enjoyable, and profitable. We've worked with our members to deliver a safe, welcoming and clean city centre for the millions of people who flock to it each and every year.

For five years we've worked to raise the standards of our city centre experience – imagine what we can achieve with our next five years.



WE PROMISED:

- To launch a tourist information service team on the streets to offer a warm and knowledgeable welcome and improve the experience for UK and international visitors
- To provide businesses with operational support acting to enhance the city centre trading environment
- To offer access to CityCo's award-winning Business Crime Reduction Partnership (BCRP)

WE DELIVERED:

- Our team of multi-lingual City Hosts, who provide detailed help and a friendly face to visitors 363 days a year: 500,000 visitors helped so far
- Daily operational solutions resolved by a dedicated BID Operations Officer (e.g. utilities and streetscape works, litter removal, tree pruning, cleaning and busking complaints)
- Support for the Manchester Homelessness Partnership, the Big Change MCR campaign and Street Support website and app
- Additional cleansing and commercial waste management
- Help with tackling flood damage
- Support from CityCo's award-winning Business Crime Reduction Partnership (BCRP)
- Retailer representation at meetings attended by Greater Manchester Police
- Security training sessions for retailers
- Partnership with Greater Manchester Police Counter Terrorism Unit: training for 300 individuals and 70 organisations
- Installation of defibrillators and First Aid training

BID PROJECT: CITY HOSTS

A visible and popular addition to the city, Manchester BID's City Hosts have gone from strength to strength and welcomed more and more customers. The team are experts on the city's visitor experience – they've visited many of Manchester's leading attractions to make sure they know exactly where visitors are asking about and can offer the best assistance.

The City Hosts have helped to co-ordinate other city ambassadors and volunteers during the busy festive period. They have also conducted regular surveys, which form some of our insight reports.

As well as meeting and greeting the public and directing them around the retail district, the City Hosts carry out thousands of business visits, providing a vital link to the BID team. The team are managed and trained by the award-winning The Welcome People.



thewelcomepeople.com

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

BID PROJECT: SECURITY TRAINING

Through our partnership with the North West Counter-Terrorism Unit and Greater Manchester Police we have offered retail staff security training, based on the national model Project Griffin.

The modular programme helps businesses understand the threat from terrorism to the UK, guides individuals on what to do if they find themselves involved in an incident or events that lead-up to a planned attack, and enables people to recognise and report suspicious activity.

More than 300 businesses have accessed the free course and the BID Operations team are now certified to deliver Project Griffin to our members. We arrange venues and pre-event security checks.

Alongside, through our award-winning Business Crime Reduction Partnership (BCRP), we offer credit card fraud, counterfeit currency and conflict management training. Membership of the BCRP also offers unrivalled intel around threats to businesses including shoplifting, anti-social behaviour and aggressive begging.

The BID team also represents the interest of the community at the right industry and local authority forums, ensuring your needs are on the agenda.

BID PROJECT: CLEANING THE RETAIL DISTRICT

Since the launch of the BID, retailers have been supported to find the best ways to manage commercial waste. It can be incredibly frustrating to find that your store is blighted by someone else's bad practice, or the space you share is being abused. We monitor, suggest improvements and work with Manchester City Council to escalate enforcement where needed.

For example, on King Street, it was agreed that one spot for collection bags made more sense than twenty individual spots. The BID instigated the initiative, and now keeps retailers and office neighbours on board. During events, such as the Christmas Markets, we adjust the plans to ensure commercial waste doesn't become an issue. The success of this King Street scheme has seen it roll out to St. Ann's Square.

We investigate, respond to, and resolve issues relating to environmental improvements throughout the area on a daily basis. Our close working relationship with the city's street cleansing teams enable us to act quickly and without fuss.

We've co-ordinated thousands of miles of extra street washing for retailers over the five-year term. We know when in the retail calendar it is most important to look the best.

BID PROJECT: OPERATIONAL AND SECURITY SERVICES

We are proud of our ability to help companies do better business. Our Manchester BID members have benefitted from a whole host of opportunities, from health and safety and first aid training to operational workshops and briefings addressing current trends and issues across the city.

This included our counter-terrorism response to the Manchester Arena attack on 22 May 2017. We swiftly implemented an urgent communications and operational support plan to assist our members. Through regular emails, briefings and updates, we kept businesses advised and reassured in the days that followed.



In the first five years, we have offered:

- Free Project Griffin Counter-Terrorism Awareness training to prepare businesses around how to prevent, handle and recover from a terrorist attack. Our session after the Manchester Arena bomb was attended by 700 people
- Business Crime Reduction Partnership (BCRP) security briefings to provide crime prevention training on fraud, conflict resolution and reducing loss from theft
- Discounted First Aid at Work training
- Free defibrillator training delivered by our partners North West Ambulance Service
- Bespoke briefings and communications around traffic and transport changes and business continuity impact

BID PROJECT: TAKING ACTION ON ROUGH SLEEPING

It's one of the most complex issues for many cities: homelessness and rough sleeping. We have hosted a series of briefing sessions for BID retailers, and reported our retailers' issues directly to the rough sleeping team at Manchester City Council.

Manchester's BID also backs the Street Support website and app, online tools that offer a one-stop shop for businesses and residents to find out how to help rough sleepers.

The app is part of the city's Big Change MCR campaign; a network of housing associations, voluntary groups, charities and businesses that are working together to promote alternative ways of giving to help end homelessness in Manchester.

We open up opportunities to volunteer in the sector by linking grassroots charities to the retail sector.

streetsupport.net
bigchangemcr.co.uk

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



INCREASED PROMOTION

GOOD NEWS: THE CITY'S THRIVING

Looking good. Sounding great. Bringing in business. A major slice of our BID operation is dedicated to keeping the heart of Manchester in the news and at the forefront of people's minds as they think about where they'd like to go for a great day and/or night out.

We've published guide books, supported major marketing campaigns and worked with partners such as Marketing Manchester to launch seasonal programmes of promotion designed to highlight the show-stopping offer of Manchester city centre. And we've celebrated the very best of our city centre through our annual Mystery Shopping Awards programme.

More profile, more good news and even greater marketing campaigns lie ahead if, or hopefully when, our BID is renewed and a new, show-stopping programme is unveiled.

WE PROMISED:

- To support Marketing Manchester's major seasonal marketing campaigns to promote the city centre
- To deliver marketing and PR campaigns to promote the BID's public events including developing promotional partnerships

WE DELIVERED:

- Support and sign-off of the city's annual spring, summer and Christmas campaigns delivered by Marketing Manchester in partnership with the Manchester BID, Manchester City Council, transport operators and multiple campaign stakeholders
- £76 million worth of additional visitor spend in 2015/16 in the city region as a result of these Marketing Manchester seasonal campaigns
- Christmas 2016: £1.2 million value campaign, 60 million opportunities for customers to see the outdoor advertising campaign
- Millions of pounds worth of additional marketing value for the BID's public events due to partnerships with Marketing Manchester, Manchester City Council, Transport for Greater Manchester, Metrolink, NCP, Manchester Airport
- £11.8 million Advertising Value Equivalent (AVE) of marketing and press coverage for the BID's public events to date including TV, radio, digital, print and social media coverage across international, national and regional titles

- To deliver ongoing positive PR to promote the city centre to local, regional and national visitors
- To launch retail awards to encourage best practice and recognise excellent customer service
- To publish a guide book to promote the diversity of the city centre offer

- Broadcast features on BBC One, BBC North West Tonight, ITV Good Morning Britain, ITV Daybreak, Granada Reports, ITV News, BBC Radio 2, BBC Radio 4, BBC Radio Manchester, Classic FM, Heart FM and Key 103
- Press and online articles across The Guardian, The Independent, Telegraph, The Times, Sunday Times, Daily Mirror, Daily Mail, Daily Express, The Sun, Waitrose Magazine, Huffington Post, Stylist, Vogue, Drapers, Cheshire Life, Lancashire Life, Woman, BBC Online, Retail Week, Event Magazine, Greater Manchester Business Week, Manchester Evening News and many more
- Where to Go Manchester guidebook and Historic Manchester Walking Guide
- Mystery Shopping Awards to celebrate the success of the BID retail sector and staff stars
- Annual 'secret shopping' exercise with Storecheckers to provide detailed reports
- Tax-Free shopping marketing campaigns: retail guides published in Arabic and Mandarin and distributed via airlines to Middle East, Hong Kong, China and Australia



PRESS HIGHLIGHTS

YEAR OF THE SHEEP IS MAKING WAY FOR MONKEY

Chinese New Year celebrations in Manchester

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.

CLASSIC FM
THE WORLD'S GREATEST MUSIC

Win a 4* Manchester break for Dig the City

20th July 2015, 00:00

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the guardian

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

Sara Cheng

itv NEWS

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

ITV REPORT 3 February 2016 at 2:17pm

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.

12-PAGE CITYLIFE SPECIAL TO WELCOME CHINESE NEW YEAR

YEAR OF THE MONKEY

FRIDAY JANUARY 23, 2016

恭喜發財

Time Out MANCHESTER

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

Warehouse Project collective Drop the Mustard, Qs from Hemelocentric, Booklog and Inspiral Carpets' Clark Booth 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 Kryska, Sam Graham from Drop the Mustard and Booklog's Sam Bennett will all be providing the soundtrack to the evening at St Ann's Square while Inspiral Carpets keyboardist Clark Booth, DJ Sam from Bass Face and judy's DJ 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 *Wahaca* 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 'Ghostsbusters' - and venues in the Northern Quarter including *Hula* and *The Bay Horse* will have drinks deals after the event.

MCR Student Night Out, September 28, 4-9pm.

See Time Out's Manchester student guide.

THE TIMES

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.

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

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.

BID PROJECT: SUPPORTING NATIONAL AND INTERNATIONAL MARKETING

Manchester is the second most visited destination in England, tourism generates £7.5billion to the economy, and 40% of the direct revenue generated is through shopping. The BID has supported Marketing Manchester's activities across the UK and overseas to promote the city and these campaigns run all year, with seasonal peaks at spring, summer, autumn and Christmas.

International campaigns are run in partnership with Visit Britain, Manchester Airport and key airlines including Virgin Atlantic, Singapore Airlines, Thomas Cook, Hainan Airlines and Cathay Pacific – as well as cultural attractions, venues, food and drink outlets, shops and businesses. Promotions are targeted to key markets: nearer to home – London and Ireland; and overseas – France, Germany, France, Spain and Italy, the USA, China and Gulf States Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates.

Positive Manchester messaging has been promoted through a whole range of media including travel trade, newspaper and magazine press titles, digital ads and campaign micro-sites, travel, leisure and fashion blogs, transport advertising and social media including We Chat. We've also supported press familiarisation trips with national and overseas journalists and tax-free campaigns including the publication of Tax-Free Shopping Guides in Mandarin and Arabic. The BID has also offered training to ensure retailers are readying for growing Chinese and Arab markets.

At home, the BID has supported the city's leisure marketing campaigns that encourage people to take short breaks and day trips to Manchester. We worked to ensure the BID's public events and retail offer were highlighted.

The relationship between the BID, Marketing Manchester and city-wide partners has amplified the message that Manchester is a vibrant, world-class and must-visit destination.

Following the Manchester Arena attack in May 2017, the BID partnered with Marketing Manchester to support a social media take-over to spread positive messages about our city. We welcomed 90 journalists from around the world to enjoy guided tours and packed VIP itineraries, personal shopping, bespoke events and showcases, special menus and hosted hospitality.

#WorkerBeeWeekender

"The Original Modern City" - Riviera Buzz (France)

"Travel guide for a weekend in Manchester" Chapter Travel (Holland)

"Manchester: a box of surprises in the north of England" Heloisa Righetto (Brazil)

"5 Unique Ways to Have Fun in Manchester" Harbor and Hill (Canada)

"Elegant, eye-catching Manchester" Seven West Travel Club (Australia)

The media coverage exceeded expectations. The hashtag had 10 million impressions – more than 250,000 people actively engaging with inspiring content about Manchester. Plans are underway to repeat the success of the initiative twice a year, with the next #WorkerBeeWeekender already planned for spring 2018.

visitmanchester.com

 @visit_MCR

BID PROJECT: MYSTERY SHOPPING AWARDS

The BID's third annual retail awards were held in June. In association with Storecheckers, the BID has significantly developed this event since launch, and now provides a full Mystery Shopping service.

There are ten categories, allowing fashion stores, banks, cafés and tech retailers to compare results against the previous year, and with similar Manchester businesses. The secret surveys took place in May and June, and businesses could compare the detailed feedback report with their existing service metrics. The report covered all aspects of the visit experience, such as presentation standards and interaction with staff, including a section which tests how helpful staff can go the 'extra mile' to help shoppers find tourist attractions across Manchester.

Feedback showed that the Mystery Shop was very much welcomed by retailers, helping individual stores to celebrate success and continually raise standards. The 2017 awards saw BID retailers achieving an average score of 85% (up 1% on 2016), with 139 stores scoring over 90% in recognition of outstanding customer service.

A celebratory 'Winners Breakfast' toasted everyone's success, and retailers have proudly displayed their certificates and commendation window vinyls.

The 'Best of the Best' category winners, each scoring a perfect 100%, were also invited to the Retail Trust's Midsummer Ball, held in Manchester.



BID PROJECT: GUIDEBOOKS TO THE CITY

Where to Go Manchester: The BID's guide to the city centre was published in 2013 with the help of online arts and culture magazine, Creative Tourist. The book was distributed at high profile events such as the Manchester International Festival, political party conferences and went on sale at a host of retailers, cultural venues, shops and online including on Amazon and Waterstones.

Historic Manchester Walking Guide: Published to coincide with the 2017 King Street Festival, we worked with Manchester tour guide and Manchester Confidential Editor, Jonathan Schofield, to launch a new guide around the heart of the city. The book takes visitors on a walk from Spring Gardens to Chetham's, and handpicks shops and restaurants along the way with a story to tell.



"The Manchester BID demonstrates a very positive impact on city retail by helping to drive footfall and sales. We are delighted to work with the BID. From delivering operational support to hosting events and connecting retailers, the company makes a valuable difference."

— **David Allinson, Centre Director, Manchester Arndale**

"Through digital communications and the BID's City Hosts, we receive regular operational information about events, cleaning, policing and other issues, including protest demonstrations. It's invaluable to be fully informed about some of the more challenging aspects of having flagship branches in such a busy city centre location."

— **Chris Hinchcliffe, Market Leader, Manchester city centre branches, Barclays**

"Thank you for your valuable communications - you enable me to share vital information with my team and senior managers from the ground up. It's very reassuring to receive city updates first hand, from all of the services the BID and CityCo are connected to."

— **Lisa Kay, Store Manager, Kiehls**

"It's fantastic that the Manchester BID has a regular programme of activity to help bring people into the city, and we love joining in with events such as One Big Summer Weekend. We were also extremely proud to win a category in the annual Mystery Shopping Awards and wish the BID every success."

— **Peter & Elaine Kinsella, Owners, Lunya**

"House of Fraser has had the privilege of working with Manchester's BID since its launch. 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**

"Thank you to the team at the BID and CityCo for your assistance in the aftermath of the terrible attack at Manchester Arena. Harvey Nichols was within the intermediate security cordon, so it was extremely useful to attend the business briefings with senior police and council leadership as well as receiving your regular emails and direct contact with the BID Manager. This support continued with regular communication around city events, transport, and charity appeals. The BID really helped to keep the city together and send out a vital 'Open for Business' message."

— **Iain Mackenzie, Store Director, Harvey Nichols**

"Manchester is home to the largest Primark store in the world. Our location alongside the city's busiest thoroughfare means we enjoy high footfall, but also face numerous operational challenges. Thanks to Manchester BID's extensive connections, we work closely to resolve complex issues of anti-social behaviour and are working on longer-terms issues such as cleansing, flooding and homelessness. We appreciate all the support and look forward to continuing to work together."

— **Anne McGarahan, General Manager, Primark**

"Paperchase has been delighted to repeatedly work with Manchester BID. We add themed store activity to all the major BID events such as Chinese New Year, and love the additional footfall that comes as a result of the BID's multi-channel marketing campaigns. Due to the BID's wider partnerships with organisations such as TfGM and Marketing Manchester, we know that these festivals are reaching a broad print and online audience across the region, UK and even internationally."

— **Michelle Nicol, Store Manager, Paperchase**

"Working as part of the Manchester BID has benefitted Jigsaw both individually as a business, but also collectively all along King Street. We've partnered on everything from event planning for The King Street Festival and Dig the City, through to tackling operational issues such as improving waste collection. It's great to have a team working tirelessly on our behalf."

— **Erica Roberts, Store Manager, Jigsaw**

"We are proud to be working with Manchester BID. The King Street Festival was a great opportunity to promote our Lounge and wider brand. We had fun joining in with the activities on the street, and our features on social media were amplified by the BID's fantastic multi-channel marketing campaign. This helped us to achieve our highest footfall day since opening in 2012."

— **Marie Robinson, Cluster Manager, Virgin Money**

"Marks & Spencer has a long history of supporting the community in which we trade, especially in Manchester. Manchester BID has helped to bring retailers together and attract visitors to the city from near and far. With operational help and useful online resources, we are delighted to be involved."

— **Joanne Elliott, Store Manager, Marks & Spencer**

"Manchester is one of the leading flagships for Debenhams in the UK, but we also have one of the most challenging city centre locations. We really appreciate the support of the BID, especially the commercial and operational information they regularly provide via newsletters, street meetings, business summits and one-to-one visits."

— **Debbie Whiting, Senior Store Manager, Debenhams**

INCREASED COMMUNICATION

WITH US YOU FIND OUT, FIRST

We're your voice at the table and your vote in the lobby, but we're also the eyes and ears of our BID members, keeping on top of events as they unfold and making sure we keep our members fully briefed and, when necessary, alerted to problems that could disrupt the smooth running of the city.

A powerful network and a platform for influencing; that's what we've delivered. From our busy social media feeds, relaunched website, e-briefings and discussion events to street meetings and socials we keep our members connected and clued-up.

And when the explosion hit Manchester Arena in May 2017, the BID team worked through the night to keep information flowing to both the public, and to BID members. In the days that followed our team became a 'go-to' source of updates and intelligence. To keep a city moving, and flourishing, you need a finger on the pulse.



WE PROMISED:

- To bring retailers together at regular networking events, forums and briefings
- To share information on strategic developments, BID and civic events, festivals, activities and issues that may affect business productivity

- To develop a web presence for members and opportunities to share brands, promotions and offers
- To act as a lobbying voice for retail in the city centre

WE DELIVERED:

- Internal BID events: quarterly BID Board meetings and bi-monthly Marketing and Finance Groups
- Street Meetings: held across the BID district for different street communities
- Representation at relevant city briefings e.g. Greater Manchester Police, Manchester City Council and Manchester Arndale's annual 'Talking Shop' conference
- Regular store and business visits by BID Manager and City Hosts: 3,000+ visits a year
- BID Socials: regular gatherings around BID event launches e.g. House of Fraser for Dig the City, Selfridges for Vogue Fashion's Night Out, Harvey Nichols for Chinese New Year
- Opportunities for BID members to meet face-to-face, hear from leading city speakers and keep informed about what is happening across the city
- Member events with talks by Sir Howard Bernstein, former Chief Executive of Manchester City Council, Sir Richard Leese, Leader of Manchester City Council and other city leaders
- Transport for Greater Manchester (TfGM) strategy and major works briefings
- Conferences on the future of retail, growth of the F&B sector, new property developments, greening, new tech and healthy cities
- Group tours of Manchester Central Library, Albert Hall, MMU School of Art, Manchester Science Park, Corn Exchange
- Sharing of critical city information and intelligence

- Strategic partnership groups for events including The Battle of the Somme Commemoration, Olympic Heroes Parade, Political Party Conferences
- Delivery of business support letters, briefings and invites via the City Hosts
- Regular transport updates and notice of temporary road closures communicated in liaison with Transport for Greater Manchester and Manchester City Council
- Communication and consultation around the Metrolink Second City Crossing and Bus Priority Works
- **manchesterbid.com** website
- **@manchesterbid** Twitter feed
- Monthly e-newsletters
- Quarterly printed newsletters
- Manchester **BID LinkedIn group**
- Manchester **BID LinkedIn business page**
- Manchester **BID YouTube channel**
- **@ShopMCR** social media channels
- Weekly and monthly footfall and sales index provided by Springboard UK: a rolling 13-week trend giving members useful comparative commercial information
- Online reports, downloads, Marketing and PR reports, Annual Reports, success statistics, BID event photos and videos
- Annual printed BID and city events calendar
- 2017 Big City BIDs Conference: a gathering of BID leaders from across the UK to share progress, projects and policy

BID RESPONSE: MAJOR INCIDENTS

Following the explosion at Manchester Arena on 22 May 2017, the BID and CityCo teams put into place an urgent communications and operational support plan to assist our members, keeping businesses updated, advised and reassured in the days following the devastating attack.

On reports of the major incident, we monitored social media during the night and shared advice from trusted sources @gmpolice and @mancitycouncil. Our Nitenet and Storenet security radios systems were also up and running.

Early the following morning, staff gathered to receive the police briefings and made calls to city stakeholders as well as members, including special advice for those within the cordon.

We then instigated a set of email briefings to all of our networks and organised face to face briefings for businesses with Greater Manchester Police. The meeting on the second day was attended by 200 individual businesses. These outlined the status of events, updates on the investigation, the scale of the cordon and access, security resources, travel advice, missing persons and counter-terrorism helplines, as well as useful links and recommended actions.

We then supported the roll-out of the I love Manchester resilience campaign.

BID PROJECT: MOBIKE

Mobike is the world's largest bike-sharing scheme. When it hit the streets of Manchester and Salford in 2017, it was thanks to partnership between Manchester BID and CityCo, Transport for Greater Manchester, Manchester City Council, Salford City Council, MIDAS, Manchester China Forum, Marketing Manchester and Visit Salford.

Although Mobike is huge in China, Manchester was the first place they had set up outside Asia. It brought 1,000 of its high-tech aluminium machines with airless tyres, a GPS tracker, built-in lock and a cashless smartphone app to the two cities.

Unlike other bike schemes, Mobikes don't have to be left at a special dock, making them perfect for getting across the city for business or leisure.

It was a great coup for the city, and Manchester BID and CityCo supported the launch with a business summit, public showcase and PR.

mobike.com

 @mobikeuk



FIRST BID FINANCES

| 2013-2018 Income and Expenditure | 2013/4 | 2014/5 | 2015/6 | 2016/7 | 2017/8 | Totals |
|--|---------------------|---------------------|------------------|---------------------|---------------------|------------------|
| Income | | | | | | |
| BID Levy | 955,000 | 968,000 | 950,000 | 958,000 | 970,000 | 4,801,000 |
| Additional income | 33,019 | 55,805 | 55,070 | 41,549 | 800 | 186,243 |
| | 988,019 | 1,023,805 | 1,005,070 | 999,549 | 970,800 | 4,987,243 |
| Expenditure Member Support | | | | | | |
| Events | 292,102 | 387,935 | 342,366 | 335,955 | 301,000 | 1,659,358 |
| External marketing and PR | 170,877 | 171,000 | 141,000 | 151,670 | 153,500 | 788,047 |
| Wardens/Hosting | 199,542 | 173,000 | 169,000 | 180,547 | 182,000 | 904,089 |
| Operational | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 150,000 |
| Internal research and comms (inc. awards) | 26,000 | 30,000 | 32,000 | 46,492 | 48,000 | 182,492 |
| Total | 718,521 | 791,935 | 714,366 | 744,665 | 714,500 | 3,683,986 |
| Central staffing | 73,758 | 109,425 | 107,435 | 112,363 | 112,000 | 514,981 |
| Contingency/ Contracts/Other campaigns | 20,000 ¹ | 20,000 ² | 0 ³ | 26,068 ⁴ | 95,000 ⁵ | 161,068 |
| Admin | 117,873 | 119,346 | 125,887 | 128,145 | 134,845 | 626,096 |
| Total Expenditure | 930,152 | 1,040,706 | 947,688 | 1,011,240 | 1,056,345 | 4,986,132 |

1. Street Washing
2. Street Washing
3. Held for years 4 and 5
4. Re-ballot costs
5. Re-ballot costs and Street Washing

MANCHESTER: LOOKING AHEAD



AS ONE OF THE UK'S LEADING BUSINESS IMPROVEMENT DISTRICTS, WE'VE WORKED HARD TO MEASURE OUR PERFORMANCE AND SUCCESS.

We're now asking you, our members, to re-endorse our plan for a prosperous, safe and hugely successful heart of Manchester. A new BID would lead to:

HIGHER
FOOTFALL



MILLIONS
MORE
VISITORS



AND MORE OF A
SAY IN OUR CITY
CENTRE'S FUTURE

2018-2023 NEXT BID

As the city has changed and grown over the past five years Manchester's BID has played a key part. We've brought in footfall, kept the city moving, delivered operational support across security and environmental issues, and lobbied on your behalf, both in the city and with national government.

Retail is changing. Our high streets have had to respond to a changing mix of stores and the continuing rise of online shopping. We've worked together to develop and promote engaging and exciting events. And we've come together in the face of attack to make sure our city stood strong and resilient.

Over the next few pages we outline the priorities for a second Manchester BID to continue and expand on this work.

CONSULTATION PROCESS

We began the consultation process for renewal of the BID more than a year ago. Over a third of the businesses in the area responded to a questionnaire asking for views of the BID and for business priorities. This fed into a Shadow Board process, open to all, during the first five months of 2017, which shaped the pillars of the new Business Plan.

In turn, this led to a Draft Business Plan, released in July, which has been distributed to all current and future levy-payers. Alongside this, we began the process of talking to levy-payers at area and national level as well as locally.

In all, by the time the decision was taken to go for renewal, we had talked in some detail to over half of the active businesses within the BID area at local and national, and sought the views of many more.

Manchester's next
BID will deliver
£6 million
additional investment



WHERE THE 2018-2023 BID WILL OPERATE



List of streets in the BID area:

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

WHAT MANCHESTER'S NEXT BID WILL DELIVER

We are proud of what's been achieved over the past five years and want to build on what's been delivered. Our task for the next Manchester BID is to grow what we have already, to launch new initiatives, and to help businesses exploit the many opportunities on offer.

EXPANDING THE MAJOR EVENTS PROGRAMME

WE WILL:

- Continue to build on our major public event strands, delivering events across different sectors, in different areas of the BID and targeted to different audiences. Events will both be aimed at generating direct sales (e.g. student nights) and at generating national and global PR and brand profile (e.g. Chinese New Year)
- Use high-quality dressing to improve the look and feel of the BID area during events

DEVELOPING NEW PUBLIC EVENT STRANDS

WE WILL:

- Develop new event strands, including launching events to engage the food and beverage sector and programme activity that continues to grow early evening trade
- Develop better links with other Manchester festivals and civic events so they are supported in the BID area and ensure businesses capitalise on opportunities
- Develop links with national and regional stakeholders to represent other brands and events in the city centre

EVENTS

Event production has been one of the great successes of the first Manchester BID in terms of footfall, sales and PR coverage of the city centre. When we consulted with current BID levy payers, events were again by far the most important aspect of the BID, for the majority of current levy payers.

COMMUNICATING EVENT OPPORTUNITIES

WE WILL:

- Offer direct participation to levy payers and brands in BID events, including pop-ups and on-street opportunities
- Further develop the BID's annual/online event calendar to provide businesses with more awareness of upcoming festivals, gigs and events and encourage greater involvement
- Develop more links and promotions between retail, food and hotel sectors around city centre events
- Increase the flow of information to retailers around external and council bookings of public space in the BID area
- Invite BID members to CityCo's programme of corporate networking events that brief businesses on city issues and development updates
- Offer brand opportunities for levy payers to showcase to our Manchester PA network, an influential city network of 600 event and hospitality bookers



OPERATIONAL SERVICES

The first Manchester BID has focused clearly on marketing, events and promotion. Unlike other BIDs, the business plan didn't cover operational services. However, considerable operational and security support has been given thanks to the link to CityCo.

CityCo, the city centre management company for Manchester and Salford, manages the BID and responds to BID members as it would to CityCo members: logging issues, raising with the correct authorities and increasingly working on solutions directly with the private sector.

The consultation process for Manchester's next BID raised operational support as one of the desired major pillars for the 2018-23 Business Plan. However, it was clear that all such operational activity should be additional to the work undertaken by Manchester City Council and other public bodies.

HELPING TO IMPROVE THE ABILITY OF BUSINESSES TO DEAL WITH ISSUES AROUND SECURITY AND RESILIENCE

WE WILL:

- Offer regular open briefings around city centre security issues and the prevention of criminal activity in partnership with Greater Manchester Police
- Offer regular Project Griffin counter-terrorism awareness training on how to prepare for and recover from a major incident
- Share clear materials for display in staff rooms etc. around counter-terrorism awareness such as Run, Hide, Tell advice
- Maintain a continually updated database of BID contacts to ensure effective crisis response
- Work closely with public sector agencies to ensure barrier and target-hardening is based on accurate information
- Work with Manchester City Council and Greater Manchester Police to keep the city centre evacuation and emergency plan up-to-date and available to BID members
- Improve awareness of security reporting procedures e.g. how to provide evidence and write witness statements
- Offer retail anti-fraud training and awareness of crime trends
- Provide live updates around protests and major events in the city centre when they affect businesses
- Offer discounted First Aid and other training workshops to the BID community
- Promote the Citizen Aid app

SUPPORTING JOBS AND SKILLS

WE WILL:

- Work with Manchester City Council and Job Centre Plus to offer job opportunities in the BID area, via their Employer Suite

IMPROVING THE CITY CENTRE ENVIRONMENT

WE WILL:

- Deliver additional street-washing in the BID area
- Provide individual account management for each BID levy-payer to improve reporting of issues
- Continue to report issues on your behalf to those who can help and monitor progress in resolution
- Work with you to develop more self-originated activity e.g. clean-up and volunteer days
- Represent retail at the weekly Integrated Neighbourhood Management team meeting, alongside MCC and GMP, dealing with detailed issues in the city centre
- Develop a CSR package so volunteer days help improve the environment in your area
- Promote and develop marketing materials aimed at staff and customers to generate more responsibility around issues such as litter
- Support Manchester City Council's #OurManchester campaign that promotes the values of Mancunians and encourages citizens to take more ownership of our city
- Monitor planning and licensing applications to inform BID members about activity that is likely to affect business (e.g. phone box installation)
- Continue to offer access to the collective expertise of CityCo

HELPING TACKLE THE ISSUE OF ROUGH SLEEPING IN THE CITY CENTRE

WE WILL:

- Support Manchester's pioneering Street Support app and website as a member of an active network of charities, community groups and businesses who are working on the issue of rough sleeping. The website provides detailed information on how to help rough sleepers and the services currently operating in the city
- Work closely with rough sleeping outreach services in the BID area, providing information to service providers to enhance ability to react on the ground
- Encourage donations to Manchester's award winning Big Change MCR campaign to promote the city's 'Alternative Giving' message and encourage volunteering
- Provide up-to-date information on social issues in the city centre and how businesses can react and offer support



MARKETING & PR

The first Manchester BID focused on a 'business is open' message to support BID levy payers during the cross-city Metrolink tram works. This included investment in seasonal campaigns in partnership with Marketing Manchester, Manchester City Council and Transport for Greater Manchester, as well as support for the visitor welcome offered by our City Hosts and publication of stand-alone pieces of city centre marketing collateral. The substantial PR opportunities offered by the BID's event strand generated global coverage for the city centre.

As with the BID's major events, we will continue to grow what we are already doing, launch new activity and support members in taking advantage of all the promotional opportunities on offer.

DELIVERING POSITIVE PR FOR THE CITY CENTRE

WE WILL:

- Continue to use PR generated by our BID events to improve the reputation and image of the city centre as a vibrant place where great things happen
- Continue to provide opportunities for members to benefit from PR generated in the city centre
- Deliver new marketing materials to promote the city centre including new guidebooks
- Develop further links between retailers, F&B, hotels and other sectors to support the city centre brand

DEVELOPING NEW ACTIVITY AROUND INTERNATIONAL AUDIENCES

WE WILL:

- Develop Manchester's growing China and Gulf 'readying' activities in partnership with Marketing Manchester and Manchester China Forum e.g. offering welcome training and supporting new digital payment platforms such as WeChat pay
- Expand support for campaigns focused on luxury retailers and food and drink e.g. familiarisation trips for national and international journalists and bloggers
- Develop marketing content and collateral aimed at international students
- Provide content and activities generated by city centre businesses to support Marketing Manchester's campaigns

EXPANDING THE CITY HOSTS SCHEME

WE WILL:

- Continue to deliver the service as the first point of welcome for visitors, 363 days a year
- Continue to operate as a first line of reporting for operational and street issues
- Expand the range of languages on offer in the hosting team
- Increase opportunities for BID members to feed in information and news to daily briefings

DEVELOPING DIGITAL PROMOTION

WE WILL:

- Explore new channels for digital exploitation of the BID's 'ShopMCR' and related brands, encouraging greater engagement from BID members to share content, maximise cross-promotion and spread positive PR

WORKING WITH PROMOTIONAL PARTNERS

WE WILL:

- Continue to work with partners (principally Marketing Manchester, Manchester City Council and Transport for Greater Manchester) to promote the city centre offer to regional, national and international audiences
- Continue to maximise city marketing partnerships to promote the BID's annual event programme

DEVELOPING OUR MYSTERY SHOPPING AWARDS

WE WILL:

- Develop the Manchester Mystery Shopping Awards as a scheme and event, including evaluating how BID brands reflect the Manchester welcome

Celebrate Chinese New Year with Metrolink

曼彻斯特庆祝中国春节



LOBBYING

The Manchester BID levy payers involved in the consultation process want to ensure that their voice continues to be heard by senior officers in the public sector.

They also wanted to ensure that there was a clear understanding of the size and importance of the BID in terms of the local economy.

SUPPORTING CITY CENTRE BUSINESS

WE WILL:

- Arrange and support meetings and briefings with senior officers in the public sector when necessary
- Work through CityCo and Manchester's Integrated Neighbourhood Management process to support the resolution of tactical issues
- Work with retail agents and landlords to attract the best complementary brands to the city; offering welcome tours to brands
- Work with regional and national BID organisations to develop best practice and shared activity

SUPPORTING CITY CAMPAIGNS

WE WILL:

- Support Manchester City Council, Greater Manchester Police, and Greater Manchester Mayoral campaigns that affect businesses within the BID area
- Support the continuing evolution of Manchester's transport network
- Alongside our partners, support behavioural change campaigns aimed at staff and customers around rough sleeping, litter and other issues

REPRESENTING CITY BUSINESS

WE WILL:

- Bring together an annual meeting of businesses across the city centre to develop shared topics of interest
- Represent retail and food and beverage in meetings with other sectors
- Ensure we speak with a common voice over post-Brexit issues such as the impact on jobs, skills and tourism

- Promote the importance of retail, food and beverage sectors in the local, regional and national economy
- Continue to use the CityCo link to have a voice on behalf of BID businesses at the 'top table' in the city

Change the way you give and really help Manchester's homeless.

BIG CHANGE MCR. CO.UK

Donations to Big Change go to better use.

Your money could get someone training for a job, or a deposit to move into a flat, or tickets to travel for interviews or to reach family out of town.

Big Change builds people's independence off the streets. And we stay in touch with those you help, so your donation works long-term.

Your kind donations have helped hundreds so far — thank you for your support.

It's not just about money. Big Change needs your time, skills and more.

Find out how to help at:

BIG CHANGE MCR. CO.UK

INTERNAL COMMUNICATION

The tragic events of 22 May 2017 at Manchester Arena demonstrated the necessity of being able to communicate quickly and efficiently with businesses across the city centre. Within ten hours of the bomb, we sent out the first of many briefings across the BID, and to head and regional offices, while the hosting team on the ground provided reassurance and the latest news.

In more positive circumstances, keeping businesses updated on events in and around the city and advanced performance statistics helps support decisions over major funding investment and keeps them running through events like the City Games.

LISTENING TO LEVY PAYERS

WE WILL:

- Host an annual event to listen to feed back on future needs and inform the BID community about plans and events
- Circulate and use an annual survey of levy payers
- Provide quarterly printed reports to update on BID activity
- Develop sector groups to encourage businesses to work together
- Have an independent full evaluation of the effectiveness of the BID after three years

BUILDING THE BID COMMUNITY

WE WILL:

- Continue to use the manchesterbid.com website as a resource tool for members
- Deliver information for staff teams around security and counter-terrorism awareness
- Share campaigns for staff and customers around social issues such as litter, linked to the city's #OurManchester campaigns
- Help promote city centre retail, food and beverage to employees and residents across the city centre
- Offer full access to CityCo events and briefings, providing information on the future of the city centre

DEVELOPING INTELLIGENCE AND DATA

WE WILL:

- Continue to gather and provide footfall and sales data locally and to national and regional managers
- Provide strategic information on the development and growth of the city centre e.g. CityCo's Manchester Development Map
- Ensure businesses have accurate information about the impact of events in the city centre
- Provide bespoke event notices around road closures, targeted to those businesses that will be affected

TRACKING THE IMPACT

The BID will continue to monitor the perceptions of visitors to the city centre, and analyse footfall statistics to provide the best feedback on city centre performance.

A performance health-check (retailers and shoppers)

- Trading trends
- Footfall trends
- Unit occupancy levels
- Shopper demographics

Monitoring operational and security services

- Reporting of flagged environmental issues
- Demonstrable action to resolve reported issues
- Security and resilience briefings and training held
- Area of additional street cleaning delivered
- Volunteer clean up days delivered
- Updates around protests and major events

Shopper behaviour (e.g. reasons for visit, frequency, perceptions, spend patterns) through surveys

- Satisfaction ratings
- Gauging barriers/ any underperformance
- Identifying areas for improvement
- Likelihood for recommending city centre as a retail destination

Added value secured through the BID's work

- Contra deals
- Sponsorship
- Voluntary contributions

Stand-alone footfall data

- Footfall trends across the retail core
- Manchester vs national trends
- Inclusion of daytime/ evening analysis

Event and campaign success

- Footfall trends
- Event attendance
- Redemption of promotions/ offers
- PR coverage/value
- Web hits/media downloads
- Marketing coverage/value
- Partnerships delivered

HOW THE 2018-2023 BID WILL BE MANAGED

GOVERNANCE

The Heart of Manchester BID Company is an independent, not-for-profit limited-by-guarantee company, governed by a Board.

The Board is made up of representatives from levy paying businesses alongside non-exec directors from stakeholders. The Chair of the BID is Jane Sharrocks, General Manager of Selfridges.

Should the BID ballot be successful, we will ask for expressions of interest in joining the Board early in 2018, with a view to the new Board being appointed for April 2018. The Board will represent all businesses across the BID area and members will be asked to serve for a three-year term, which can be extended.

The new Board will, alongside the Chair, have representatives from businesses within and without Manchester Arndale, alongside representatives from large retailers, one from the F&B sector, and City Council, GMP and local landlord representation. The Board will meet four times a year. An officially constituted finance committee will meet to make recommendations to the full board.

A number of sub-groups will report in to the main Board, looking after specific areas of the Business Plan (including operations, marketing and events, and communication) and will also be open to non-Board levy-payers. Alongside these, sector groups will be created to cover Food and Beverage, Jewellery, Financial Services and other specific areas. We will hold an annual 'business meeting' alongside an annual report, to feed back on the activity in the year, to allow space for new priorities to be raised, and conduct a mid-term evaluation of progress.

MANAGEMENT

The Manchester BID is managed by CityCo, the city centre management company for Manchester and Salford.

The Chief Exec and staff are responsible to the BID Board for the delivery of the Business Plan. All decisions on staffing – whether in or out-sourced – are taken by members of the BID Board, usually through the finance committee. Alterations to the Business Plan are agreed by the Board.

CityCo has property and other members within the BID area, as well as numerous members outside of the BID. Linking in to CityCo means that the BID is part of a wide network of businesses across the city centre. In practice, it means that the BID is subsidised by receiving operational support, events and promotional activity just by virtue of the link. For instance, the major counter-terrorism awareness event that took place after the Manchester Arena attack (see page 19) was fully funded by CityCo and its non-BID partners.

As CityCo manages the company, and already has offices and systems, overhead costs incurred by the Manchester BID company are among the lowest, percentage-wise, in the country. This ensures that the vast majority of levy payments can be put towards the delivery of work.

The levy is collected by Manchester City Council and operating agreements ensure the process is transparent. Manchester City Council charge £15,000pa for collecting the levy.



2018-2023 FINANCES

Finances: Year 1

| Income | |
|--------------|-------------------------|
| BID levy | £1,156,053 ¹ |
| Additional | £50,000 ² |
| Total | £1,206,053 |

| Expenditure | |
|--------------------------------------|-----------------------------|
| Events, Support and Marketing | £542,165³ |
| Operational Support | £105,000 |
| PR/Comms/Awards | £50,000⁴ |
| Wardens/Hosting | £181,000⁵ |
| Total | £878,165 |

Core staffing £118,732⁶

Administration costs

| | |
|--|-----------------------|
| Overheads and shared services | £134,810 ⁷ |
| Levy Collection, maintenance and admin | £18,500 ⁸ |
| Insurance/Audit | £5,500 |
| Membership/subscriptions/Legal/other | £2,500 |
| Depreciation | £3,333 |

Total £164,644

Contingency £40,000

Year 1 total expenditure £1,201,541

Finances: Year 5

| Income | |
|--------------|-------------------------|
| BID levy | £1,219,653 ⁹ |
| Additional | £100,000 |
| Total | £1,319,653 |

| Expenditure | |
|--------------------------------------|------------------------------|
| Events, Support and Marketing | £610,945¹⁰ |
| Operational Support | £130,000 |
| PR/Comms/Awards | £50,000 |
| Wardens/Hosting | £190,000¹¹ |
| Total | £980,945 |

Core staffing £128,520¹²

Administration costs

| | |
|--|----------|
| Overheads and shared services | £137,060 |
| Levy Collection, maintenance and admin | £18,500 |
| Insurance/Audit | £5,500 |
| Membership/subscriptions/Legal/other | £2,500 |
| Depreciation | £2,000 |

Total £165,560

Contingency £40,000

Year 5 total expenditure £1,315,024

LET'S GET DOWN TO BUSINESS

INCOME

The BID levy will bring in approximately £1,150,000 in year one. Levy payments will increase by up to 2% per annum for inflation at the discretion of the Board, unless already capped. CityCo support equates to another £113,000 per year.

It is our intention to increase revenue over the life of the BID by growing sponsorship for events and growing stand-alone revenue streams. It is anticipated that this will equate to at least 10% of the levy.

EXPENDITURE

The majority of expenditure will be seen directly in BID projects and personnel. It has been the intention of CityCo to ensure that overhead costs are among the lowest of any UK BID. Currently, they stand under 15% of total expenditure, and we should see this reduced in the new BID.

Within the expenditure lines, overhead lines reflect directly the shared costs of office space and central staffing. This is done on a completely transparent basis and overseen by the finance committee of the BID Board.

CITYCO IN-KIND SUPPORT

In order to increase the overall resources available to the Manchester BID, management company CityCo will make in-kind support each year to the value of £113,000. This is based on specialised skills available and partnership working throughout Manchester and Salford.

CityCo is an independent membership organisation and offers operational and security support to its members. It is supported financially by its members and by the city councils of Manchester and Salford. Within the BID area, many of the major landlords pay into CityCo, which allows the company to subsidise the operation of the BID.

CityCo works very closely with Manchester and Salford's public agencies to make sure the city centre is working as efficiently as possible and we are raising standards. This includes advising members on environmental and public realm issues and anything that may affect productivity, access, health or safety.

CityCo helps to resolve daily operational problems as well as address longer term concerns; issues could be to do with litter, street-cleaning or the removal of commercial waste for example. We judge the value of this work to be £113,000 per year.

1. Based on a 97% collection rate
2. Based on extra revenue generated through sponsorship and event income streams
3. Developing and expanding current range of events
Working in conjunction with Marketing Manchester and Manchester City Council
External PR
4. Mystery Shopping Awards and general comms
Footfall figures and weekly reports on sales
5. Hosting presence 7 days per week, 363 days a year
6. BID Manager and support staff
7. Office and management overheads, shared with CityCo
8. Based on Manchester City Council fees (£15,000), plus administration for collection and administration of levies
9. Based on 97% collection rate with a 2% per year inflationary increase if Board agree
10. Intention to expand current events and launch new ones
11. Based on inflationary pay increases over 5 years – subject to Board approval
12. Final year salaries based on a 2% annual pay increase (subject to Board approval)

The BID levy rules

1. The Local Government Act 2003 and the Business Improvement District Regulations (England) 2004 enables the local authority to issue a demand for a BID levy. The BID levy is collected by the Council and held in a separate account ("the BID Revenue Account") for the exclusive use of the BID. The liable person to pay the BID levy is the ratepayer liable for non-domestic rates in respect of the hereditament.
 2. Hereditaments within Manchester Arndale will pay a BID levy rate calculated as 1.15% of their rateable value.
 3. Properties and hereditaments within Manchester Arndale that have a frontage onto an external street will pay a levy rate calculated at 1.25% of their rateable value.
 4. For all other properties and hereditaments, the rate will be 1.4% of their rateable value.
 5. Only hereditaments with a rateable value £47,750 or more per annum will be liable for payment of the BID levy.
 6. Any business whose annual combined BID levy liability exceeds £28,750 will have their total contribution capped at this sum. This will also apply to any business which operates from more than one hereditament within the BID area under the same trading name.
 7. Charitable organisations, who receive mandatory relief on their business rates, will have their BID levy reduced to 1.15% of rateable value if they are not within Manchester Arndale, where a discount is already applied. No other discounts or reductions shall apply.
 8. The number of properties or hereditaments liable for the BID levy has been calculated at 405.
 9. The levy may increase each year by a nominal amount to reflect inflation. This will not be higher than 2% per year, and will be considered each year by the BID Board.
 10. The BID levy will be charged on a daily basis in line with the NNDR system, meaning that pro-rata refunds will be made to BID levy payers who cease to be responsible for a hereditament during any financial year.
 11. The owners of empty or unoccupied properties or hereditaments will be liable for payment of the BID levy.
 12. Levy Calculation
 - 12.1 The BID levy for each financial year is to be calculated by multiplying the hereditament's rateable value as shown in the rating list on 1 April 2018 by the relevant percentage in Paragraphs 2 – 4. This rateable value will be fixed and will be used to calculate the levy throughout the term of the BID, April 2018 – March 2023.
 - 12.2 Subsequent changes to the rateable value of the hereditament will have no effect on the amount of the levy, including any retrospective changes.
 - 12.3 No account will be taken of any rating revaluation during the term of the BID, 2018 – 2023.
 - 12.4 Exceptions to this will be where any new properties are shown in the rating list for the first time, in which case the rateable value shown in that list will be used, and any change of use or a physical change to a property or hereditament including inter alia; new construction, merger, subdivision, extension and refurbishment.
 - 12.5 If, during the term, the rateable value assigned to a property or hereditament falls below £47,750 for whatever reason, the property or hereditament will be exempt from the BID levy from the date of the relevant VOA schedule.
 13. Manchester City Council will be responsible for collection of the BID levy.
 14. Payment Date: the BID levy is a daily charge based on rateable value. It is to be paid in full in advance, the payment date being 1 April in all financial years or within 14 days of a demand notice being served whichever is the later.
- For the purposes of the BID Arrangements, a financial year is a period of 365 days (366 in a leap year) – 1 April to 31 March inclusive. Adjustments will be made for changes in occupation and revised bills issued.

The BID ballot rules

1. Ballot papers will be sent to all eligible hereditaments in the Manchester BID in November 2017.
2. Prior to this date, Manchester City Council will have completed a canvass process to identify a voter list which will be used for the purposes of the ballot.
3. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on Monday 6th November 2017, and close at 5pm on Monday 4th December 2017.
4. Ballot papers received after 5pm, Monday 4th December 2017 will not be counted.
5. The classification of any property or hereditament (rateable commercial unit) as within the BID shall be one from which goods and/or services are sold through a face-to-face interaction with customers ('retail'), where the majority of operating hours are within the period 9am-8pm. This will include, but not be solely related to, shops, banks, building societies, takeaway food outlets, food and beverage establishments, financial services, travel agents, hairdressers, gyms and betting shops. The levy will also be applied to properties and hereditaments which come into use, as defined above, during the five-year term of the BID.
6. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
7. It is intended that the result of the ballot will be announced on Tuesday 5th December 2017 or at the earliest time thereafter.
8. If successful at ballot, the BID will commence delivery of services in April 2018 and will continue for a period of five years to 2023.
9. In developing the rules that will apply to the Heart of Manchester BID, consideration has been given to 'The Industry Criteria and Guidance for BIDs' (2017) published by British BIDs on behalf of the ATCM, Revo, the BRC, intu, and the BPF.

**YOUR VOICE,
YOUR VIEW,
AND OUR
SHARED VISION**

YOUR BID, YOUR VOTE

A vote for another term of Manchester's Business Improvement District is a vote to build on success so far, promote Manchester across the world, deliver more operational and security services and build closer working partnerships.

A yes vote means you will direct influence over what happens in the heart of Manchester.

So, make the decision that really counts.

Electoral Reform Services (ERS) will conduct a postal BID ballot, in line with this timetable:

This is how you do it

| Date | Activity |
|-----------------|-------------------------------------|
| 23 October 2017 | Official notification of ballot |
| 6 November 2017 | First day of ballot |
| 4 December 2017 | The last day of voting |
| 5 December 2017 | Announcement of the ballot result |
| April 2018 | Manchester's second BID term starts |

All notices and voting papers issued will be sent to the identified person/company eligible to vote.

It is important that companies with multiple votes, i.e. those with more than one hereditament within the identified BID area, return a voting paper in respect of each rated property. Proxy nominations will be permitted.

The time to decide is now.

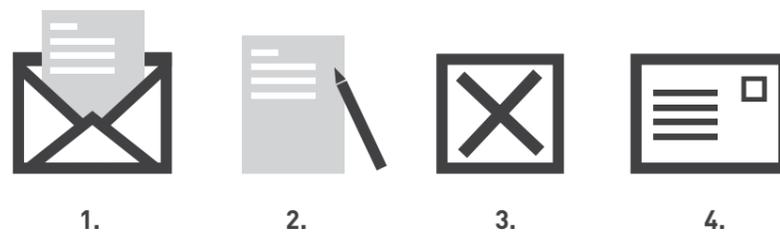
Vote YES for Manchester's next BID.

How to vote

1. Receive ballot paper by post
2. Fill out your details in full
3. Cross the voting box
4. Post back in the reply-paid envelope to:

**Electoral Reform Services Ltd,
The Election Centre,
33 Clarendon Road
London N8 0NW**

NB. It is important that you return your ballot paper to this address.



If you do not receive a ballot paper, please contact Manchester BID Manager Phil Schulze on 0161 838 3250 or phil.schulze@cityco.com.

YOUR BID, VOTE
YES

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

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MANCHESTER
BID

