

# Manchester's Business Improvement District

Heart of Manchester BID  
**Summer Update** – August 2016

## Your BID

In April Manchester's Business Improvement District celebrated its 3rd successful year. Since launch we've been busy hosting lots of events including headliners Chinese New Year, Dig the City and MCR Student Night Out, we published a new guidebook Where to Go Manchester, and are working closely with Visit Manchester to shout about all that's great about our city.

The BID's City Hosts are welcoming visitors and popping into stores, and we're liaising daily with city stakeholders on operational and security measures to make Manchester a better place to be. Here's a round-up of what we've been up to this spring and summer.



## Marketing Calendar

We've distributed a printed and online calendar that shows our BID events, civic festivals and key retail dates. We hope this can be used to remind teams of our busy events plan. Please think about how you can take part – the more participation, the more successful the BID's events will be. For extra copies email [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com) or go to the website to download.

**2016/17 MANCHESTER EVENTS CALENDAR & KEY RETAIL DATES**  
 Manchester's Business Improvement District, the Heart of Manchester BID, brings together 380 retailers and businesses. We host and support a calendar of public events to attract visitors into the city centre.

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
<b>PUBLIC HOLIDAYS &amp; KEY DATES</b>	Good Friday (24/04) Easter Monday (01/05)	May Day Bank Holiday (01/05) Spring Bank Holiday (28/05)	Bank Holiday (01/06) Summer Bank Holiday (27/08)	Bank Holiday (01/07)	Bank Holiday (01/08)	Bank Holiday (01/09)	Bank Holiday (01/10)	Bank Holiday (01/11)	Boxing Day (26/12) New Year's Eve (31/12)	Boxing Day (26/12) New Year's Eve (31/12)	Boxing Day (26/12) New Year's Eve (31/12)	Boxing Day (26/12) New Year's Eve (31/12)
<b>BUSINESS IMPROVEMENT DISTRICT EVENTS</b>	Manchester City Centre Clean-up (01/04) Manchester City Centre Clean-up (02/04)	Manchester City Centre Clean-up (01/05) Manchester City Centre Clean-up (02/05)	Manchester City Centre Clean-up (01/06) Manchester City Centre Clean-up (02/06)	Manchester City Centre Clean-up (01/07) Manchester City Centre Clean-up (02/07)	Manchester City Centre Clean-up (01/08) Manchester City Centre Clean-up (02/08)	Manchester City Centre Clean-up (01/09) Manchester City Centre Clean-up (02/09)	Manchester City Centre Clean-up (01/10) Manchester City Centre Clean-up (02/10)	Manchester City Centre Clean-up (01/11) Manchester City Centre Clean-up (02/11)	Manchester City Centre Clean-up (01/12) Manchester City Centre Clean-up (02/12)	Manchester City Centre Clean-up (01/01) Manchester City Centre Clean-up (02/01)	Manchester City Centre Clean-up (01/02) Manchester City Centre Clean-up (02/02)	Manchester City Centre Clean-up (01/03) Manchester City Centre Clean-up (02/03)
<b>MAJOR MANCHESTER CITY CENTRE EVENTS &amp; FESTIVALS</b>	Manchester City Centre Clean-up (01/04) Manchester City Centre Clean-up (02/04)	Manchester City Centre Clean-up (01/05) Manchester City Centre Clean-up (02/05)	Manchester City Centre Clean-up (01/06) Manchester City Centre Clean-up (02/06)	Manchester City Centre Clean-up (01/07) Manchester City Centre Clean-up (02/07)	Manchester City Centre Clean-up (01/08) Manchester City Centre Clean-up (02/08)	Manchester City Centre Clean-up (01/09) Manchester City Centre Clean-up (02/09)	Manchester City Centre Clean-up (01/10) Manchester City Centre Clean-up (02/10)	Manchester City Centre Clean-up (01/11) Manchester City Centre Clean-up (02/11)	Manchester City Centre Clean-up (01/12) Manchester City Centre Clean-up (02/12)	Manchester City Centre Clean-up (01/01) Manchester City Centre Clean-up (02/01)	Manchester City Centre Clean-up (01/02) Manchester City Centre Clean-up (02/02)	Manchester City Centre Clean-up (01/03) Manchester City Centre Clean-up (02/03)
<b>CORPORATE BID MEMBER EVENTS</b>	Manchester City Centre Clean-up (01/04) Manchester City Centre Clean-up (02/04)	Manchester City Centre Clean-up (01/05) Manchester City Centre Clean-up (02/05)	Manchester City Centre Clean-up (01/06) Manchester City Centre Clean-up (02/06)	Manchester City Centre Clean-up (01/07) Manchester City Centre Clean-up (02/07)	Manchester City Centre Clean-up (01/08) Manchester City Centre Clean-up (02/08)	Manchester City Centre Clean-up (01/09) Manchester City Centre Clean-up (02/09)	Manchester City Centre Clean-up (01/10) Manchester City Centre Clean-up (02/10)	Manchester City Centre Clean-up (01/11) Manchester City Centre Clean-up (02/11)	Manchester City Centre Clean-up (01/12) Manchester City Centre Clean-up (02/12)	Manchester City Centre Clean-up (01/01) Manchester City Centre Clean-up (02/01)	Manchester City Centre Clean-up (01/02) Manchester City Centre Clean-up (02/02)	Manchester City Centre Clean-up (01/03) Manchester City Centre Clean-up (02/03)



## BID Members Summer Survey

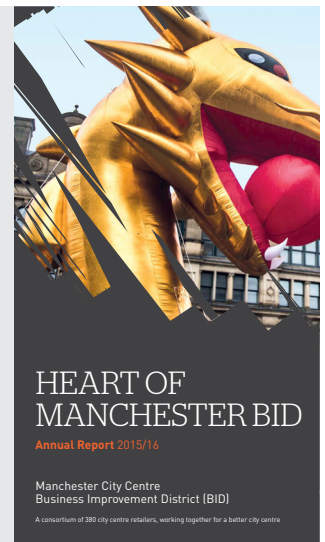
We'd love to get your views on our new events programme, operational and support services and clarify the most effective way to contact stores. It's vital we get feedback, so we hope you can ensure your business is represented. Please take a moment to fill in our short 10 question Summer Survey, to help the BID team plan for the next 12 months. It's easy to fill in online, just go to

[heartofmanchester.com](http://heartofmanchester.com)

or ask your City Host for a paper copy. It would be helpful if you could please complete the survey by 5th September. Thank you.

## Annual Report

You will have received a copy of our 2015-16 Annual Report, detailing our updated Business Plan focuses, year of results and success stories, marketing and PR highlights and how we invested in year three. If you would like copies for colleagues or Head Office staff, email [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com) or head to the website to download.



New!

## More Events

We've had lots of success at bringing people into the city centre for our major events and so the BID has increased the number we're delivering to 6 - up from the original 2 that were set out at the start of the BID. Alongside, we've launched Mystery Shopping for the first time. Events will take place throughout the year, but still outside of the traditional retail peak of Christmas. New activities will focus on different areas of the BID at different times, such as The King Street Festival. We also continue to work with Visit Manchester to promote the city regionally and nationally.



## Coming Soon

**MCR Student Night Out**  
27th September

**Halloween in the City**  
24th-31st October

**Christmas Lights Switch On**  
4th November

# Spring/Summer Events

## MCR Student Spring Break

**April.** The BID teamed up with Manchester Arndale, My UniDays, Capital FM and Warehouse Project to host a shopping extravaganza. Manchester's 100,000 strong student population snapped-up over 150 retail discounts and enjoyed street DJs and entertainment.



## Mystery Shopping Awards

**May/June.** The BID worked with Storecheckers to run secret shopper visits to more than 300 members, with each business receiving a detailed bespoke report. The city averaged 84% and 129 stores scored over 90%. Top retailers attended a celebration breakfast and 9 category winners, who all scored a perfect 100%, attended the Retail Trust Midsummer Ball at Manchester Cathedral.



## The King Street Festival

**May Bank Holiday.** The BID brought together over 50 shops, restaurants and hotels to celebrate the past, present and future of Manchester's iconic shopping destination. The street was filled with music and food alongside VIP retail events. Footfall was up 64%, an additional 20,000 customers.



## One Big Summer Weekend

**July.** The BID hosted a long weekend of family fun at the start of the school holidays. The Manchester Picnic, Jazz Festival, Science in the City and Manchester Markets transformed the city centre streets and we welcomed over 8,000 foodies and shoppers to the picnic area.



For the photos, videos and PR reports head to [heartofmanchester.com](http://heartofmanchester.com)

## City Hosts

The BID continues to run our team of City Host service ambassadors, who provide a warm welcome to hundreds of thousands of customers. Manchester has been listed as one of the Top 10 cities in the world to visit in 2016 by Lonely Planet, so the team are continually visiting our best attractions, from The Whitworth to the National Football Museum, to ensure the best service. They also direct our many UK and international visitors to all the shops in between!



## Operational & Security Services

### Security Training

Working with management company CityCo, the BID has supported Greater Manchester Police to offer members counter-terrorism training. Over 300 employees across 70 businesses have been trained so far. Retail sessions were held in April and June. To find out more and for future dates, email [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com) or call 0161 838 3250.



### Weekly Footfall and Sales Index

New!

The BID has increased the frequency of footfall and sales reporting from monthly to weekly. We now post vs LY trends via Springboard UK on the website each week. This gives your store the ability to compare performance with an average index. Over 20 individual retailers confidentially submit their sales figures, and footfall data is supplied by on-street cameras.



Manchester HSI

Week 30, 2016

25/07/2016 to 31/07/2016

Monday to Sunday

REGION - North & Yorkshire



COUNT TYPE: Footfall

#### Weekly Footfall

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2016	2015	2016	2015	2016	2015
Manchester HSI	▲ 5.5 %	▼ -4.1 %	▼ -5.0 %	▲ 5.7 %	▲ 0.5 %	▲ 9.0 %



King Street Festival 2016

### Addressing Homelessness

The BID is supporting the city's Big Change campaign which has brought together public agencies, services and charities to address the issue of homelessness in the city centre. A Manchester Homelessness Charter has been launched which sets out ways businesses can pledge support. For details go to [streetsupport.net](http://streetsupport.net)

### First Aid Training

BID stores that are in need of staff first aid training can access CityCo's programme of regular courses. The sessions run from 9.30am - 4.30pm on weekdays. Each session costs £80 + VAT per person and require a minimum of 12 attendees. To enquire about dates, email [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com) or call 0161 838 3250.

## Your Contact Details

The BID website showcases all our events and services, including the weekly footfall and sales index. We are working hard to confirm we have the correct contacts for your business - we want to ensure you are receiving our printed and online updates. If you need to change your company details or add staff to receive information, email [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com) or let your City Host know.



### LinkedIn Group

We have a LinkedIn Group for the BID community where we post footfall and sales stats, news and alerts. Please join us to keep up to date – just search for **Manchester Business Improvement District**.



### YouTube Channel

Want to see our events in action? Check out all the videos at our Manchester BID YouTube Channel. We have short films from Chinese New Year, The King Street Festival and more to come from the One Big Summer Weekend and student shopping nights.

Search for **Manchester Business Improvement District** on YouTube.

## Contact Us

0161 838 3250  
[manchesterbid@cityco.com](mailto:manchesterbid@cityco.com)

[heartofmanchester.com](http://heartofmanchester.com)

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Brought to you by **Manchester's city centre retailers**



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DISTRICT



## Thank you from your BID Manager, Phil Schulze

Thank you to everyone across the Business Improvement District for such a warm welcome and for your support. We've been working hard with the Board and team to plan an aspirational set of initiatives, and it's been great to see new events already come to life.

Feedback has been very positive as we add value and enhance the profile of the city. Our Mystery Shopping Awards were roundly welcomed, with members recognising the value of the reports in addition to their own tools. It was amazing that over a third of BID stores scored over 90%. We've also helped savvy students to grab a bargain, encouraged thousands of shoppers to rediscover the brands and history of King Street, and welcomed foodie families to sample the best of summer in Manchester.

We've started producing films of our events too – showcasing their success to attract sponsorship and to encourage more business engagement. Please do get involved. The more you can do, and tell your customers, the more success we can all share.

As with other cities, Manchester is not without its challenges, but we continue to support BID members where we can – from providing footfall trends, transport and development updates, through to security training and raising awareness of the complexities and recommended actions around addressing the homelessness issue in Manchester.

We have an exciting autumn coming up, with an influx of new international and UK students from September and our first ever city-wide Halloween celebration! I look forward to continuing to work on your behalf.

You can drop me a line at [phil.schulze@cityco.com](mailto:phil.schulze@cityco.com) or call 07764977556.