


SHAPE
MCR'S
FUTURE



HEART
OF MCR
BID

Heart of MCR
Manchester City Centre
Business Improvement District (BID)



Contents

A great city, striving to be greater still	03
Your BID, your vote	04
Main areas of focus	06
Vote YES to...	07
What the BID will bring	08
Major events to drive footfall	09
Improving the customer experience	10
Open for business 'til 8pm	10
Promoting the city centre retail experience	11
The BID in detail	12
Where the BID will operate	14
The BID projects	16
Increasing footfall	16
Increasing dwell-time	16
Increasing profile	17
Increasing communication	18
Increasing standards	19
Tracking the impact	18/19
How the BID will be managed	20
Let's get down to business	22
Income	22
Expenditure	22
The BID levy rules	23
Finances (Year 1 and Year 5)	24
The BID ballot rules	25
Over to you	26
How to vote	27

What is a Business Improvement District (BID)?

A BID is a specific area where businesses work together and invest in agreed services, projects and special events. The remit of Manchester city centre's BID has been determined and controlled by you, the businesses involved. As you control the BID, you play a key role in deciding which projects and initiatives should go ahead.

The BID is financed by a levy made on the basis of rateable value, and the agreement to set up a BID is made on the basis of a ballot. You must vote to have your say.

A GREAT CITY, STRIVING TO BE GREATER STILL



SHAPE
MCR'S
FUTURE

Just imagine what our future could look like.

The city centre of Manchester has gone from strength to strength. Visitor numbers are up. Our businesses are thriving. Sales are bucking the national trend. But we haven't yet reached our full potential. Manchester city centre is a world-famous destination for many reasons, but it's by no means secure in its position. We live in an uncertain world, where the most unexpected events can throw everything off balance.

Take 2011; the riots that started in Tottenham spread rapidly to the rest of the UK. Manchester city centre was not spared. But it was the response of businesses and individuals to those events that lasts in the memory. Everyone pulled together, with true community spirit, to help clean up and promote Manchester city centre as being well and truly open for business.

That was one incident, but it proves how good we are when we work together, how we can get things done in the face of adversity. The BID, with this type of partnership working, positive response and strength in numbers, will become embedded in the everyday working of our city.

There is real potential for more growth in Manchester city centre, we just have to harness it.

Manchester is a city that works on a different level and we must keep a step ahead. We are not immune to the challenges posed by Liverpool One, Leeds Trinity and the Trafford Centre. Our customers are savvy; they shop around, know what they want and where they want to go. With the BID focusing on making Manchester as vibrant as we know it can be, visitors will have an experience they won't want to forget, and more reasons to stay, and return, again and again.

The planned growth of the city's transport infrastructure will also help to improve this experience;

allowing the city to better serve current customers and attract many more from under-tapped markets locally, and further afield.

There will be extended Metrolink and train lines, better parking and bus routes and improved airport access. Of course, there will be a period of construction, and the BID will help retailers combat any disruption by programming events and activities that will give plenty of positive reasons to visit.

The BID is a vote for the future of Manchester's retail economy, but also for a prosperous city; somewhere that people want to visit again and again.

YOUR BID, YOUR VOTE

Your vote is essential
if you want to shape
Manchester city
centre's retail future.

£1m

The story so far

The business plan for Manchester's first BID has been led by you. You have collectively decided on the priorities and projects that will enhance the city's retail offer, and believe that this is the best model for developing the city centre.

As part of the feasibility stage, over 300 retailers were contacted to identify areas of concern and priorities for action. From October

2010 to June 2012, consultation was undertaken at individual branch, area and head office level. By June, over 70% of retailers had contributed to the emerging plans. During this time, a shadow board met monthly to consider the details, and this led to the circulation of the draft business plan for further comments.

This June, following retailers' feedback on the main proposals, governance and finance, it was agreed to pursue the BID. Since

then, a formal notice has been given to Manchester City Council and the BID vote will take place in October.

So now, it's over to you.

You have the chance to vote for your BID. This is a vote for the future; a vote for continued improvement; and a vote for a prosperous city centre economy.



SHAPE
MCR'S
FUTURE

11ion*

About the vote

Voting opens on Thursday 11 October. When you receive your ballot paper, simply fill it out and return it in the envelope provided by Thursday 8 November.

You can also find more information at www.cityco.com/bid

“The riots in 2011 could have been disastrous for Manchester, but it was the spirit of the people that is my most enduring memory. Harnessing this through partnership in the future would be invaluable. The on-going success of the city centre is absolutely paramount, and we are proud to support and be part of the BID.”

Peter Rodgers, General Manager, Debenhams

*The BID will raise £1 million a year to invest in Manchester city centre.

THE BID HAS FOUR MAIN AREAS OF FOCUS

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

These will increase the attractiveness of the city centre to potential shoppers and visitors, entice new shoppers, increase repeat visits and provide a direct return on investment. Vote YES to the BID.

VOTE YES TO...

SHAPE
MCR'S
FUTURE

- ✓ Increased basket-spend, with a higher number of ABC1 shoppers
- ✓ More repeat shopping visits throughout the year
- ✓ Additional spend between 5–8pm
- ✓ Increased size of Manchester's immediate catchment
- ✓ Remaining a leading retail destination
- ✓ High quality events throughout the year
- ✓ A warm, knowledgeable welcome from dedicated city hosts
- ✓ Increased insight into consumer habits and spend
- ✓ A safer, more welcoming city centre



WHAT THE BID WILL BRING

The BID will strengthen Manchester city centre. It will reinforce its position as a truly international city, a world-class destination. It will deliver a level of vibrancy and a resilience that will guarantee its success in the future. Our retailers will work together for a more intelligent, cohesive and exciting retail offer. Manchester city centre will be a place that customers flock to, time and time again.



£49m

The estimated amount of spend brought to the city by the Christmas Markets in 2010.



The BID is about generating even more reasons to visit the city centre. You will decide how we attract more spending shoppers, making sure BID activities fit with your own, and bringing about the best rate of return for your business. Whether it's through new nationally recognised events, retail and leisure promotions, or extended opening hours, the BID will deliver for you.

Major new events to attract footfall

Manchester already has a bustling events programme, and we know the impact of strong events in attracting visitors.¹ The BID will support and develop more events that are aspirational in quality, innovation and scale; vibrant and colourful events that bring spending shoppers to the streets and support the reputation of the city centre as a place where great things happen.

The BID gives the city centre an opportunity to target and grow the event calendar in the retail district, directly aimed at retail-savvy customers. It will help to launch and support new events that attract regional, national and even international visitors, particularly at times of the year when custom might need a welcome boost.

The BID board will decide the direction of spend and the type of events that take place.

Whatever the activity, events and partnerships will be commissioned of the highest quality. You will decide how they fit with your activities, to ensure event-goers are converted into shoppers and you receive the best rate of return. So, whether you favour a lively street festival, fashion shows, Chinese New Year celebrations, live gigs and theatre, or even a city-wide Manchester Picnic, the BID will deliver new events that will enhance Manchester's retail future.

“The plans for Manchester's first retail BID make a lot of sense. Manchester needs to keep ahead of the pack as the North's leading destination and the BID will bring the extra energy and vitality needed. Manchester's retailers should get behind the BID so we can deliver more events that bring life to the streets with spending shoppers.”

Paul Donohue, Retail Director, Radley and Co.

1. FSP/MCC, report Feb 2012, op cit

£750,000

PR value of the I Love MCR campaign

Improving the customer experience

The BID will launch a hosting team for the retail core, dedicated to ensuring visitors find the city's streets safe and welcoming. Manchester city centre already has a positive reputation as open and friendly, and the hosts will help to enhance and preserve this as part of the retail area's permanent appeal. The team will be trained to a high level of customer service and will offer a mobile concierge service to city centre visitors. They will be the face of both the city centre and the BID.

The hosts will also be linked to the award-winning Business Crime Reduction Partnership radio network. They will be able to report any issues affecting businesses and also relay alerts and messages to retailers.

Supporting the BID will put in place this convivial, knowledgeable presence on the streets, ensuring people feel safe, are informed about what's happening and are enthused by the vibrancy of the city centre.

Open for business 'til 8pm

Manchester pioneered late-night opening from 2005 onwards and there has since been a noticeable shift in shopping patterns, even on Sundays. Public awareness of late-night shopping isn't as high as it could be however, particularly among the most affluent consumers², and only a minority of stores stay open beyond 6pm. At the moment, Manchester isn't taking full advantage of the 140,000 people who work in and around the city centre.

Therefore the BID will launch smaller events and promotions in the post-work period to encourage people to linger for longer. Picture attractive, animated streets and a buzzing atmosphere – welcoming people to enjoy early evenings in the city centre.

The BID will also work with parking providers to offer value-for-money deals on weekday evenings for those shopping in the city centre. Public transport services will also be encouraged to work with the BID to attract more users into the city after-hours.

2. FSP/MCC research, report Feb 2012 op cit



SHAPE MCR'S FUTURE

Promoting the city centre retail experience

The city centre's retail offer is exceptionally strong; a mix of luxury, high street and independent stores creating a distinctive shopping environment. It is vital that shoppers get the very best out of their visit, and by keeping up with the latest technologies we will be able to provide a modern, user-friendly service to enhance their experience.

The BID will allow the consistent and integrated promotion of city centre retail in its entirety – something that will add considerable value to retailers' own promotional activities. City wide campaigns will have a renewed focus on the city centre's retail offer, and sustained PR

will seek to attract more high-end, affluent shoppers both regionally and nationally, working closely with the city's destination marketing agency.

The BID will build on the success of the 2010 Manchester Style Guide³, launching a new city guide targeted at the fashion aware and distributed widely including to hotels, visitor attractions and travel operators.

We will also review the umbrella online presence for retail in the city, ensuring current channels are optimised to promote your activities effectively. Location-based mobile marketing will offer a unified solution for the whole of the city centre.

“The proposals put forward for the BID are very persuasive. The Manchester Style Guide and Best of Fashion Awards were excellent – a much needed push for our amazing shopping offer. Repeating the success with something like the Style Guide alone is enough to make me say ‘yes’.”

Steve Clarke, General Manager, House of Fraser

3. Written and published by CityCo as part of the Heart of Fashion campaign, 2010



THE BID IN DETAIL

The Heart of Manchester proposal is for a city centre retail BID. It is composed of retailers and associated businesses that significantly trade or interact with their customers in person, within the BID area.



380

Businesses working together in the Heart of Manchester BID area

SHAPE
MCR'S
FUTURE



In total, the BID will consist of nearly 380 businesses, from King Street to Manchester Arndale, high-end to high street (see map and list of streets on page 14 and 15).

Only businesses that have a rateable value of £50,000 or higher will be members of the BID. Alongside retailers, it will also encompass a number of related businesses that are open mainly during daytime hours.

The BID will last for five years. After this time, if you think it has been a success, the BID company will go for a renewal ballot.

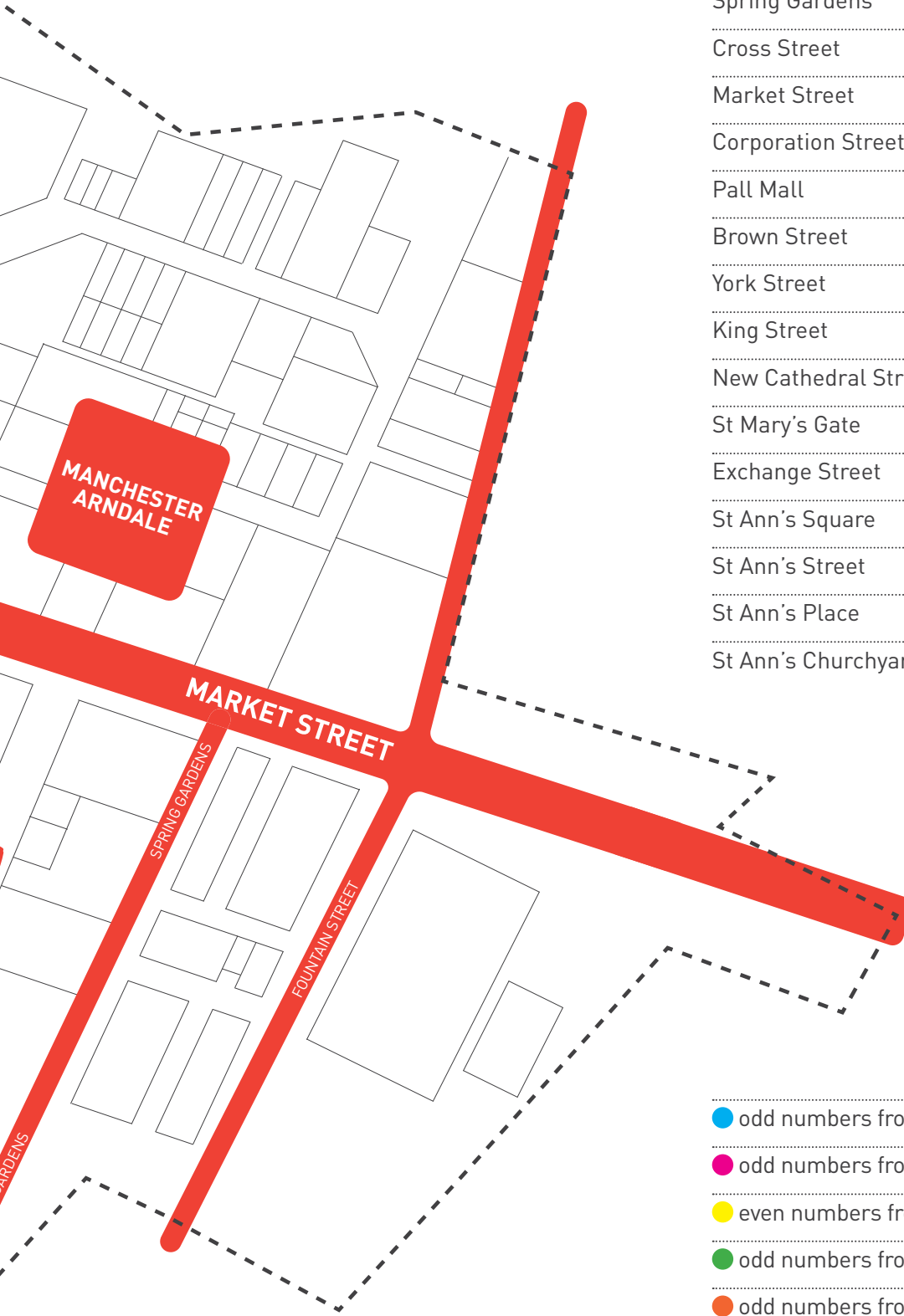
“I am a great believer that, as a businessman trading in a community, I have an obligation to put back into that community. Being involved in the BID is a big part of this, especially in today’s economic environment. I think the BID will provide great opportunities and will be a win-win situation for the city as well as retailers.”

**Roger Khoryati, Franchisee,
McDonalds Restaurants**

WHERE THE 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's Street		Phoenix Street
St Ann's Place		Sickle Street
St Ann's Churchyard		York Street
		West Mosley 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

THE BID PROJECTS

Project	Detail	Timescale
---------	--------	-----------

Increasing footfall

Major events

Developing two new events in the first two years of the BID's existence, provided either directly by the BID or jointly with partners. Events will focus on periods of the year where there is potential for increasing retail-aware footfall in the city centre. Events will not be directly competing with BID retailers, but will complement their activity. The intention is that events will be self-funding within three years, and will generate sufficient revenue to allow investment in further events in the years that follow. Final decisions on timings and focus will be taken by the BID board, in consultation with partners.

**First event
launch 2013**

**Second event
launch 2014**

Increasing dwell-time

5-8 campaign

Delivering a campaign to encourage greater use of the city centre from 5pm-8pm on weekday evenings (Tuesday–Thursday). This will include developing a programme of activity to enliven the streets, working with cultural and entertainment providers in the city; working with retailers to provide attractive offers, and to regularise opening hours; running a hosting scheme to ensure friendly faces are out and about on the streets; and co-operation with parking and transport providers will maximise potential for encouraging people to stay longer in the city centre. A PR campaign to promote the activity will also be developed.

**From 2014
onwards**

“You can be assured of our continuing support. I believe the BID will add tremendous value to the business community. The events and activities proposed will uplift the profile of the city centre as a first-choice destination for shopping, attracting more customers from near and far.”

Jane Sharrocks, General Manager, Selfridges

Project	Detail	Timescale
Increasing profile		
Seasonal campaigns	Supporting the city’s major seasonal campaigns, developed alongside Marketing Manchester, to promote the city centre. Providing funding will enable the BID to ensure proper prominence of city centre retail messages and marketing that is targeted at the right markets.	From 2013
PR campaign	Launching a new PR campaign to promote the city centre retail offer. Aimed at potential high-spenders within the region and at national and international visitors, in association with Marketing Manchester.	From 2013
City centre guide	Publishing a new online and offline guide to promote the city centre. Distributed to hotel bedrooms, airlines, bars, restaurants and tourist information centres across the city, it will market the entirety of the city centre offer.	From 2013
Web presence	Developing a web presence to promote city centre retail events, promotions and offers, and to allow easy linking to partner websites. Key to this will be development of a strong database of customers interested in offers and activity.	From 2014
Mobile technology	Providing visitors to the city with the latest information on retail offers, promotions and sales. Gathering information from retailers within the BID area and linking to mobile solutions from the tourist board and transport authorities.	From 2014
Magazine	Launching a city centre-focused free magazine from 2014 to promote events and retail in the city centre, linked closely with media partners.	From 2014

Project	Detail	Timescale
Increasing communication		
Talking to customers	Gathering information on events, offers and promotions, both to use in e-solutions and to ensure swift dissemination across the city.	From 2013
Briefing each other	Circulating regular newsletters to ensure members of the BID are fully aware of events and activities, as well as the overall performance of the city centre.	From 2013
Briefing partners	Briefing hotel concierges, conference ambassadors, tourist information staff, taxi drivers and others to improve the promotion of retail activity.	From 2013
Internal BID events	Developing a stream of events tied into the CityCo programme, ensuring retailers are fully briefed on both the performance of the city centre and on upcoming activity that will affect business.	From 2013
Speaking with one voice	Allowing a more effective lobbying voice for retail in the city centre. Whether this is with public bodies or through CityCo's cross-sectorial representation, the BID will ensure the retail community is properly heard.	From 2013

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

Project	Detail	Timescale
Increasing standards		
Hosts	<p>Launching a team of visitor service hosts on the streets of the BID area to help improve the public perception and experience of the city centre. Hosts will be trained in customer service, promotions and events in the city centre, enabling them to guide visitors and shoppers.</p> <p>Hosts will be out on the streets all week, and will act as the 'faces' of the BID. They will regularly visit stores to ensure they (and the rest of the BID company) are up-to-date with retail activities.</p>	From 2013
Awards	<p>Launching retail awards to recognise excellent customer service activities. Encouraging best practice, but also allowing the BID to properly promote the superb city centre offer.</p>	From 2014
Operational support	<p>Providing advice and help to businesses through operational and hosting staff, acting proactively with partners to enhance the environment of the BID. CityCo and its public sector partners developed a concordat on baseline levels of service in 2009. A new version is being developed to coincide with the launch of the BID in April 2013. The BID will not replace current council services.</p>	From 2013
Business crime reduction	<p>Allowing BID members access to CityCo's award-winning Business Crime Reduction Partnership (BCRP), which is already one of the largest and most successful in the country. Members of the BID will have access to intelligence briefings and training from the BCRP. The current exclusion scheme will also be extended to all participating BID retailers. The BCRP have worked closely with Greater Manchester Police in developing a framework for reporting and tackling retail crime, and this will form the basis for support across other retailers.</p>	From 2013

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

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

HOW THE BID WILL BE MANAGED

Governance

The BID will be an independent, not-for-profit limited-by-guarantee company, governed by a board responsible to levy payers. The board will be led by a sector champion, with guaranteed representation for both larger and smaller stores. Occupants of hereditaments liable for payment of the BID levy will be entitled to join the board.

Alongside the appointed Chair, there will be ten representatives from the retail sector, split by rateable value: two representatives from those businesses with rateable value of, or above, £900,000; four from within Manchester Arndale; and four from retailers outside Manchester Arndale. Alongside, there will be two representatives from Manchester City Council, one from the local transport authority and two others from local businesses with a vested interest in the area, but which do not qualify to be part of the BID.

Voting rights on decisions will sit with the ten levy-paying retail representatives and the Chair.

Alterations to the business plan and budgets can be authorised by the board. However, changes in fundamental areas of concern – such as the levy rate and the geographical area the BID covers – will require an alteration ballot of all businesses within the BID.

Management

The BID will be managed by CityCo, Manchester's city centre management company, and the Chief Executive and staff of CityCo will be responsible to the BID board for delivery of the business plan.

CityCo brings together all sectors of the city centre economy, and retail will thereby continue to have a strong representation at the heart of cross-sector conversations on the future of the city centre. There are, currently, three retail positions on the CityCo board, and this will continue.

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

Chair

x1

1 x

Chairperson



Board members

x15

2 x

Board members from businesses with a rateable value of, or above, £900,000



4 x

Board members from retailers within Manchester Arndale



4 x

Board members from retailers outside Manchester Arndale



2 x

Manchester City Council representatives



1 x

Transport Authority representative



2 x

Representatives from local businesses



LET'S GET DOWN TO BUSINESS

Income

The BID levy will bring in approximately £1,000,000 in year one. As stated in the levy rules, there is no intention to increase the levy by the rate of inflation, or to change it as a result of the 2015 rating revaluation.

It is our intention to increase revenue by at least 20% over the life of the BID by:

- Approaching the major landlords within the retail district for voluntary contributions
- Leveraging the events themselves to raise revenue e.g. sale of stands/stalls
- Developing the sponsorship potential of communications tools e.g. mobile solutions
- Developing stand-alone revenue streams e.g. sale of services, consultancy

It is our intention that events should be self-funding within three years, and returning a profit within four.

This extra income will allow us to expand the events we already have, to develop new ones and launch new projects, as well as expanding communications campaigns.

Expenditure

The majority of expenditure will be seen directly in BID projects and personnel. It has been the intention of CityCo to ensure that administration costs are among the lowest of any UK BID. Currently, they stand under 10% of total expenditure.

Within the expenditure lines, we have planned for a 10% increase in wages over the five years, to reflect market conditions. A number of expenditure lines will stay static, including those for the recharge.

We have reached agreement with Manchester City Council that there will be no charge for the collection of the BID levy.

More detail behind these figures is available on page 24.

“I am a strong supporter of Manchester city centre’s BID. We need to ensure that our customers have reasons to visit the city centre, visit more often and stay for longer. Marketing and promotion can have a huge impact and being able to have a say in the agenda is a definite advantage.”

Richard Peck, Owner, Framed Opticians

The BID levy rules

1. Properties and hereditaments within Manchester Arndale will pay a levy rate calculated at 1% of their rateable value. For banks, building societies and financial services trading in the BID area, the same rate will apply.

For properties and hereditaments which are not liable to pay the full additional service charge relating to Manchester Arndale, and/or which are not used for banking, building society and financial services uses, the rate will be 1.25%.
2. Only properties or hereditaments with a rateable value of £50,000 or more, will be eligible for payment of the BID levy.
3. Any business whose annual combined levy liability exceeds £25,000 will have their total contribution capped at this level. This also applies to any business which operates from more than one hereditament under the same trading name. Charitable organisations, who receive mandatory relief on their business rates, will have their levy reduced to 1% of rateable value if they are not within the Manchester Arndale, where a discount is already applied. No other discounts or reductions shall apply.
4. The number of properties or hereditaments liable for the levy has been calculated at approximately 380.
5. The levy will not be increased during the five year period of the BID.
6. The levy will be charged on a daily basis in line with the NNDR system, meaning that pro-rata refunds will be made to levy payers who cease to be responsible for a hereditament during any financial year.
7. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
8. No account will be taken of the rating revaluation in 2015, unless a property is shown in that list for the first time, in which case the rateable value shown in that list will be used.
9. The exception to this will be any change of use or a physical change to a property or hereditament including inter alia; new construction, merger, subdivision, extension and refurbishment.
10. If, during the term, the rateable value assigned to a property or hereditament falls below £50,000 for whatever reason (either through physical change or change of use), the property or hereditament will be exempt from the levy from the next chargeable period.
11. Manchester City Council will be responsible for collection of the levy and will make no charge for doing so.

Finances: Year 1

Income	
BID levy	£965,000 ¹
Total income	£965,000
Expenditure	
Events and marketing	
Support for major events	£340,000
Support for communications campaign	£70,000 ²
Support for city-wide marketing campaigns	£100,000 ³
Total events and marketing	£510,000
Operations	
Development and management of hosting team	£175,000 ⁴
Package to support enhanced evening activity	£50,000
Total operations	£225,000
Research/surveys	£30,000⁵
Core staffing	£95,000⁶
Administration costs	
Management recharge	£45,000 ⁷
Repayment of set-up costs	£15,000 ⁸
Accountancy/audit (shared with CityCo)	£20,000
Total administration costs	£80,000
Contingency	£25,000
Year 1 total expenditure	£965,000

Finances: Year 5

Percentage Breakdown

Income		
BID levy	£965,000 ⁹	80%
Additional income	£246,000 ¹⁰	20%
Total income	£1,211,000	100%
Expenditure		
Events and marketing		
Support for major events	£400,000 ¹¹	
Support for communications campaign	£100,000	
Support for city-wide marketing campaigns	£110,000	
Total events and marketing	£610,000	50%
Operations		
Development and management of hosting team	£192,000 ¹²	
Package to support enhanced evening activity	£70,000	
Total operations	£262,000	22%
Research/surveys	£40,000	3%
Core staffing	£95,000⁶	8%
Administration costs		
Management recharge	£45,000	
Repayment of set-up costs	£15,000	
Accountancy/audit (shared with CityCo)	£22,000	
Total administration costs	£82,000	7%
Contingency	£32,000	3%
Revenue for new projects	£90,000¹³	7%
Year 5 total expenditure	£1,211,000	100%

The BID ballot rules

In developing the rules that will apply to the Heart of Manchester BID, consideration has been given to 'The Industry Criteria and Guidance Notes for BIDs' (2012) published by British BIDs on behalf of the British Retail Consortium, the Inter Banking Rating Forum and the Federation of Small Businesses.

1. Based on a 97% collection rate
2. PR, style guide, internal communications
3. Working in conjunction with partners at Marketing Manchester and Manchester City Council
4. Will allow for a hosting presence on the streets seven days a week, in normal circumstances
5. Funding for visitor surveys and footfall cameras
6. Based currently on BID manager and operational and marketing officers
7. Based on 25% of the time of the senior CityCo managers
8. CityCo will have incurred £75,000 of BID set-up costs in 2012-13, which will be paid back over five years
9. Based on a 97% collection rate
10. Based on the intention to earn 20% extra revenue within five years from a combination of voluntary contributions from landowners, sponsorship and revenue streams from events
11. Intention to continue to expand initial events and launch new ones
12. All wages based on 10% increase in total over five years
13. To be decided by BID board

1. Ballot papers will be sent to hereditaments to be subject to the BID in October 2012.
2. Prior to this date, the 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 Thursday 11 October 2012, and close at 5pm on Thursday 8 November 2012. Ballot papers received after 5pm on 8 November 2012 will not be counted.
4. The classification of any property or hereditament (rateable commercial unit) shall be one from which goods and/or services are sold through a face-to-face interface with customers ('retail'). This will include, but not be solely related to, shops, banks, building societies, takeaway food outlets, food and drink units (where the majority of trade takes place during normal retail hours (defined as 9am-6pm), financial services, travel agents, hairdressers and betting shops. The levy will also be applied to properties and hereditaments which come into 'retail' use, as defined, during the five year term of the BID.
5. 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.
6. It is intended that the result of the ballot will be announced on Friday 9 November 2012 or at the earliest time thereafter.
7. If successful at ballot, the BID will commence delivery of services in April 2013 and will continue for a period of five years to 2018.

OVER TO YOU

Your BID, your vote

The business plan to launch Manchester's first BID has been led by you, city centre retailers. These are your ideas, and this is your chance to vote for Manchester city centre's future.

The BID means you will have direct influence over what happens here and will put you at the heart of a thriving and desirable retail environment. So make the decision that really counts. The BID is a vote for investment and a vote for prosperity.



YES

The BID will transform the retail experience in Manchester city centre. This is your chance to make your opinion count. The time to decide is now.

Vote YES to the BID.



This is how you do it

Date	Activity
28 September 2012	Official notification of ballot
11 October 2012	First day of ballot
8 November 2012	The last day of voting
9 November 2012	Announcement of the ballot result
April 2013	Heart of Manchester BID Company launches

Manchester City Council has contracted the Electoral Reform Services (ERS) to conduct a postal BID ballot, in line with the timetable shown. 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.

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**



1.



2.



3.



4.

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

If you do not receive a ballot paper, lose it or need a new copy, please find replacement details on the notification of ballot letter you received.

Or visit www.cityco.com/bidballot

**SHAPE
MCR'S
FUTURE**
— VOTE YES —

