

# HEART OF MANCHESTER BID

**Annual Report 2014/15**

Manchester City Centre  
Business Improvement District (BID)





# ANOTHER YEAR OF GROWTH

It gives me great pleasure to introduce the second annual report from the Heart of Manchester BID.

In our second year, the Business Improvement District has continued to deliver projects aimed at increasing footfall and attracting ABC1 customers to the city's retail core. It's also a year that has seen Manchester's retailers embrace the benefits of working collectively to ensure the sector thrives.

The BID continues to give you our 380 members, a single voice to be able to engage with the rest of the city and raise the issues that are important to you. This spirit of collaboration has seen the BID's flagship events grow even greater. In summer 2014 more than 40 member retailers took part in our blooming urban gardening festival, Dig the City. With special in-store events and promotions, Dig the City helped to drive footfall in a traditionally quiet period, and is attracting national interest – over £2 million worth of press coverage.

In September, the BID joined forces with Manchester Arndale to spread its annual student shopping night across the whole of the retail district. The MCR Student Takeover saw footfall in some areas increasing by 61% during the evening, and some retailers reporting their busiest sales evening in years.

We also increased our support for Chinese New Year in 2015, looking to build on the extra 15,000 people that our involvement has already helped to attract. The BID delivered contemporary celebrations in the retail district, developed new city-wide partnerships, attracted sponsors, created a modern new brand identity and expanded marketing presence for the annual event. The marketing value of the campaign reached over £500,000.

Outside of that, we launched the Heart of Manchester Retail Awards; ran a marketing and PR campaign to highlight Eid as a major shopping event for the city centre; supported the annual Manchester Day, which revised its format to better suit retail; continued to sell and distribute the BID's guide book 'Where to Go Manchester'; invested in the cleansing of an extra 65,000m<sup>2</sup> of pavement in the retail core; organised social events for BID members; and worked with Marketing Manchester to ensure retail is a key message in the city's seasonal marketing campaigns.

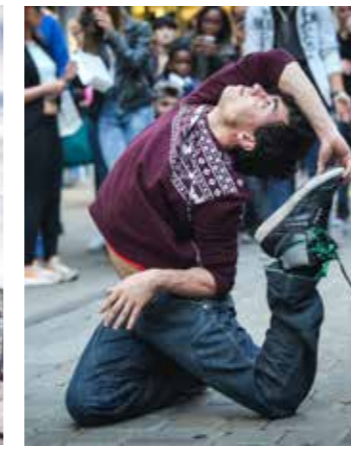
Alongside all of this, our team of City Hosts continue to offer a warm and friendly welcome to tens of thousands of visitors to the city centre.

With another three years ahead of us, there is so much more we can do – and that success depends on the continued support of you, the BID members.

This is your BID, funded by your contributions. Make sure you're in touch with the BID team and let us know your feedback and ideas on all of our events.

Thanks for your support, and here's to another successful year.

**Jane Sharrocks**  
General Manager, Selfridges, Exchange Square  
Chair, Heart of Manchester BID



# THE STORY SO FAR



“The BID has been great for The White Company, driving footfall to the retail core through events, expanded marketing campaigns and much improved liaison with businesses.”

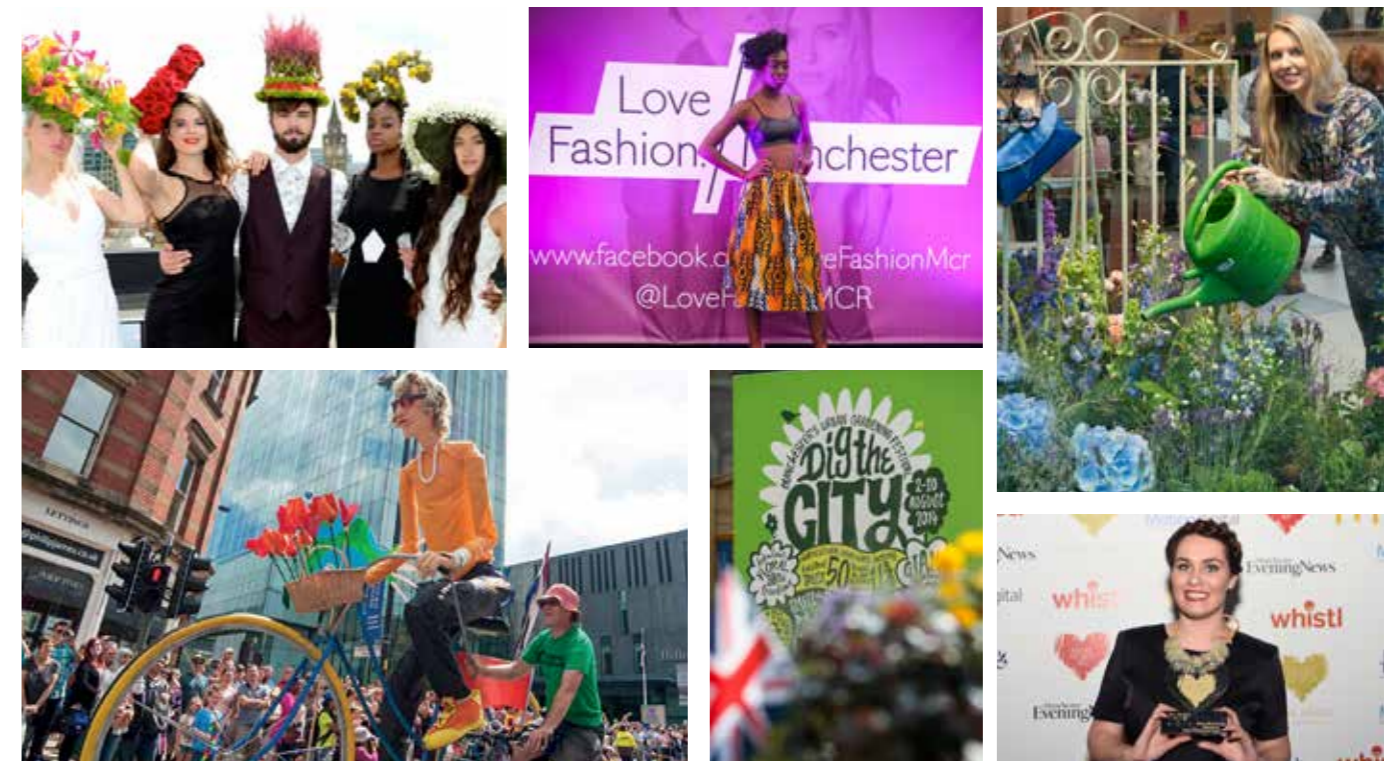
— Donna Winterbottom, Store Manager, The White Company

Back in 2013, over 380 businesses in Manchester’s city centre retail core voted YES to setting up the Heart of Manchester BID. Today there are Business Improvement Districts in almost every town and city in the UK.

The BID runs for five years and means an extra £5 million is being invested in the city centre’s retail district to help Manchester retain and reinforce its standing as UK’s leading retail destination outside London.

At the outset of the BID, a Board of retailers and city stakeholders developed a business plan. This outlined the main areas of focus: public events, promotions and customer service initiatives. Since 2013, we have worked hard to develop major projects, build effective partnerships, and encourage more and more participation from retailers.

This is your BID. To get the most out of it, you need to be part of it. By joining in with the events and activities, and working together, you will not only get the most out of your investment, we will all be able to harness further growth for our city centre.



## Focus of the BID

We set out four areas of focus in our first business plan. Here we outline these along with the projects that have helped to deliver them to date:

# 1

### LAUNCHING MAJOR NEW EVENTS TO ATTRACT FOOTFALL

- Dig the City
- Chinese New Year
- Vogue Fashion’s Night Out
- MCR Student Takeover
- Support for Manchester Day

# 2

### LAUNCHING A CITY CENTRE HOSTING SCHEME TO IMPROVE THE CUSTOMER EXPERIENCE

- City Hosts

# 3

### DEVELOPING ACTIVITY TO BOOST MIDWEEK AND EVENING TRADE.

- Dig the City
- Chinese New Year
- Vogue Fashion’s Night Out
- MCR Student Takeover
- Eid

# 4

### DELIVERING PROMOTIONAL CAMPAIGNS AND PARTNERSHIPS TO ATTRACT MORE AFFLUENT SHOPPERS

- Ongoing positive PR
- Marketing and PR campaigns for the major events
- Where to Go Manchester guidebook
- Visit Manchester’s spring, summer and Christmas marketing campaigns
- Visit Manchester’s tax-free shopping campaign
- @shopmcr social media

### \* WE ALSO WORK TO SUPPORT THE BID’S MEMBERSHIP COMMUNITY AND IMPROVE THE CITY CENTRE EXPERIENCE FOR BUSINESSES AND THEIR CUSTOMERS

- Day to day operational support
- Street cleansing programme
- Support for new tenants
- One to one visits, e-news, BID corporate events and briefings, invites to CityCo’s events
- Relationship development on behalf of the retail community with public sector and city stakeholders
- Access to the CityCo’s Business Crime Reduction Partnership (BCRP) - security intelligence, radios and briefings

# OUR SECOND YEAR IN FACTS

**200**

retailers took part in the MCR Student Takeover, in association with Manchester Arndale

**National stockists**

for Where to Go Manchester, our guide to the city centre

**£3m+**

of media coverage generated through our 2014 PR campaigns

**Winners**

Dig the City awarded outstanding at the 2014 RHS Britain in Blooms Awards

**£910m**

retail spend in Manchester in 2014\*

**76%**

increase in retail sales recorded during the Eid shopping event

**100%**

year on year increase in footfall for Black Friday

**£2.64m**

of media coverage generated for Dig the City 2014

**202,755**

visitors helped by the BID's City Hosts so far

**64,716m<sup>2</sup>**

of extra pavements cleaned in 2014

**86%**

increase in retail sales recorded during Dig the City 2014

**Top Spot**

Manchester retained its place as the top retail destination outside London\*

\*Retail Vision Report 2014, Callcredit Information Group



# INCREASING FOOTFALL

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

**OUR COMMITMENT:**

**MAJOR EVENTS**

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

“This is to say a huge thank you to your team for your continuous support and clear communication, with a view to improving our business.”

— Zuzana Scholes, Store Manager, DKNY



**MANCHESTER DAY** ✓

Following the success of the @ShopMCR float in 2013, the BID supported Manchester Day in June 2014 for the second year running. With our help, celebrations were staged in the city's main squares for the first time, meaning visitors in St Ann's Square and Exchange Square could enjoy colourful performances as part of the day. The main parade was also moved to an earlier time to support retailers.

Over 60,000 people came along on the day and BID businesses were given the chance to offer discount and promotions, which were shared via the Manchester Day website, the Manchester Evening News and on-the-day communications.

[manchesterday.co.uk](http://manchesterday.co.uk)  
#MCRday

**EID** ✓

In July 2014 the BID trialled a late night shopping event, in recognition of Eid Al Fitr, the religious holiday that marks the end of Ramadan, the Islamic holy month of fasting.

The spirit of gift giving is popular in the run up to Eid, so retailers across the BID district extended their opening hours and ran special offers during this time. Harvey Nichols, Selfridges, House of Fraser, Debenhams, Next, Boots, Jack Wills and more stayed open until 9pm, while Manchester Arndale ran exclusive giveaways through its social media channels.

Some stores reported bumper sales – up to 76% uplift in sales year-on-year. The BID created an attractive brand campaign and marketing toolkit to help retailers promote their own in store activities, supported by outdoor advertising, targeted leaflet drops, social media and PR.

**MCR STUDENT TAKEOVER** ✓

According to the National Union of Students (NUS), Manchester's students – a population of over 100,000 – have the potential to inject an estimated £996 million into the city's retail economy each year.

The BID staged and promoted a MCR Student Takeover on 30 September 2014, with an exclusive evening of shopping events, big discounts, music and fashion. We partnered with Manchester Arndale to build on the success of the annual 'Big Student Night In'. Tens of thousands of students flooded into the city centre to snap up discounts of up to 30% and enjoy DJs and food at two street arenas on Market Street and New Cathedral Street.

Recorded footfall soared between 4pm and 9pm – an increase of up to 61% more visitors and 38% more retail sales year-on-year. Over 1,000 students also visited a mini fashion festival, Love Fashion: Manchester, in St Ann's Square. The targeted marketing campaign included a social media takeover of @ShopMCR and /ShopMCR resulting in 700 new Facebook 'likes'.



# 1 million+

Dig the City has welcomed over one million visitors

## DIG THE CITY



Dig the City, our giant summer garden party, continues to bloom as one of the BID's flagship events. It's now considered a must-visit attraction in Manchester's city events calendar.

Summer 2014 saw the streets transformed into floral avenues for the second year. The festival, headline sponsored by NCP, was held in partnership with National Trust, Manchester Cathedral, Manchester City Council and Manchester Markets.

Festival highlights included Show Gardens, 'The Hanging Gardens of Manchester', family activities and games, a pop-up petting farm, music, and an urban fete. There were also talks from the hugely successful Incredible Edible, and TV's popular gardening experts Diarmuid Gavin and Rachel de Thame.

Over 40 retailers took part including Debenhams, House of Fraser, Marks & Spencer, Boots, BHS, Hobbs, Jigsaw, LK Bennett, High and Mighty, Wilko, Molton Brown, Ryman, Whittard's, The Whisky Shop, Hotel Chocolat, The White Company and Dr Martens

to name a few. Their support and creativity helped to turn the city centre green with beautiful window displays, gardens, offers and events.

Dig the City is increasingly attracting regional and national attention. The festival was promoted through an extensive multi-channel brand marketing campaign, supported by Visit Manchester and Visit Britain, and gained over £2.64 million (AVE) of PR coverage, including featuring on BBC Two's Antiques Map of Britain, North West Tonight, Radio 4 and Classic FM. There was also a whole range of radio and print coverage, as well as online reviews, articles and blogs on gardening, travel and Manchester websites.

Dig the City has a legacy far beyond its week of activities, with many trees, plants and garden equipment being donated and reused.

[digthecity.co.uk](http://digthecity.co.uk)  
[@digthecitymcr](https://twitter.com/digthecitymcr)

"Having worked with the BID on Chinese New Year we're looking forward to supporting future events. The networking opportunities and great team work have really impressed us."

— Lorraine Jones, Store Manager, Mappin & Webb

## CHINESE NEW YEAR



After the success of the 2014 festivities, the BID worked with Manchester City Council, Federation of Chinese Associations of Manchester (FCAM), Chinatown businesses, cultural venues and retailers to extend 2015 Chinese New Year celebrations right across the city.

In one of the most visible transformations, the streets of Manchester were once again festooned with over 3,000 red lanterns. St Ann's Square hosted a spectacular light show, in collaboration with new sponsors Cathay Pacific and Manchester Airport, and partners including the Hong Kong Tourism Board, Whitworth and Centre for Contemporary Chinese Art. As dusk fell, a series of art and film projections decorated the side of St Ann's Church. There was also a Chinese Food Market, children's workshops and 2,000 red envelopes containing special shopping gifts were handed out to visitors. The whole weekend ended with the famous Chinatown celebrations, Dragon Parade and fireworks.

The national, regional and local multimedia marketing campaign was expanded, promoting the whole range of activities and using Stanley Chow's iconic branding – this year, for the Year of the Ram.

In total £500,000 of marketing coverage was generated through the campaign, which included highly visible outdoor advertising and signage, the circulation of over 160,000 leaflets, posters across local and regional tram, rail and car parking sites, and a digital campaign.

The celebrations featured across a wide range of print and broadcast media including The Guardian, Metro, ITV News, Manchester Evening News, Telegraph and in-flight magazines. Press value was over £180,000 (AVE), and our competition to win a holiday to Hong Kong received over 6,000 entries.

[chinesenewyearmcr.com](http://chinesenewyearmcr.com)  
[@CNY\\_MCR](https://twitter.com/CNY_MCR)



# INCREASING PROFILE

“Heart of Manchester BID is a valued asset to the city centre retail community.”

— Matthew Twist, Store Manager, That's Entertainment

## OUR COMMITMENTS:

### SEASONAL CAMPAIGNS

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

### CITY CENTRE GUIDE

Publish a new guide to promote the city centre.

### PR CAMPAIGN

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

## CHRISTMAS 2014

Visit Manchester's Christmas campaign promoted the best of Manchester over the festive season including shopping, Christmas Markets, the ice rink, Manchester Arndale Grotto and places to eat and drink. It aimed to attract ABC1 high spending visitors from the North West, Midlands, Yorkshire, North East and London.

Coverage was widespread and included TV advertising in Granada and Central West; national press advertising in the Guardian Weekend Magazine, S Magazine, Stella Magazine, The I, ES Magazine; regional press advertising in the Midlands, Yorkshire and North East; and local advertising in Manchester Evening News, Metro and Primary Times. This was complemented by radio advertising, static and digital poster sites, posters at Metrolink and rail stations and 500,000 leaflets

distributed via door drops to targeted postcodes in Greater Manchester, Cheshire, Lancashire and Merseyside as well as Birmingham/West Midlands, London and the South East, and via the Audience Agency, City Hosts, and Manchester Arndale.

- 2,404,000 TV audience
- 3,906,892 national press audience
- 755,172 local press audience
- 742,000 radio audience
- 500,000 leaflets
- 905,261 visits to [visitmanchester.com/christmas](http://visitmanchester.com/christmas)
- 733,641 national and international emails
- 9,000 more followers on Twitter and
- 7,000 more 'likes' on Facebook



## SUMMER 2014

Visit Manchester's summer campaign focused on promoting the city as an exciting place for a short break. Designed to appeal to ABC1 families and couples the campaign emphasised the range of festivals, shopping and sporting events on offer including Dig the City, Manchester Day and Pride.

Coverage included national press advertising in the Guardian Weekend, Observer, Sunday Telegraph, Stella and Telegraph magazines; regional press advertising across the North East, West Midlands and Yorkshire; radio and digital screen advertising; and the circulation of 100,000 printed leaflets to targeted postcodes in Yorkshire, the South East, Cheshire, Lancashire, Merseyside and Greater Manchester.

- 2,435,062 national press audience
- 138,046 regional press audience
- 179,839 local press audience
- 460,000 radio audience
- 100,000 printed leaflets
- 260,073 visits to [visitmanchester.com/summer](http://visitmanchester.com/summer)
- 626,947 national and international emails
- 69 Tweets, 44 Facebook posts, 20 blog posts
- 5,000 more followers Twitter
- 5,000 more on Facebook

## SPRING 2015

Visit Manchester's spring campaign promoted the best of the city's cultural offering, including the BID's Chinese New Year celebrations, Manchester International Festival, the reopening of the Whitworth and the launch of Manchester's new cultural venue, HOME. The campaign aimed to attract ABC1 high spending visitors from the North West and London.

Coverage for Chinese New Year included press advertising in the Guardian Guide, Chester & District Standard, Liverpool Echo, Lancashire Telegraph, Manchester Metro and MCR Magazine. This was accompanied by static and digital poster sites across Greater Manchester, Northern Rail and First Transpennine Express stations, plus online and social media coverage.

- 857,738 press audience
- 50,320 visits to [visitmanchester.com/spring](http://visitmanchester.com/spring)
- 209,148 national and international emails

“The BID is going from strength to strength. We are benefitting from support to enhance the city’s appearance, events that directly increase footfall into the store and Manchester’s profile is increasing nationally and worldwide.”

— Anne Latham, General Manager, House of Fraser

**WHERE TO GO MANCHESTER ✓**

The BID’s guide to the city centre was published in June 2013 with the help of online arts and culture magazine Creative Tourist.

In our second year, the book has continued to be distributed to high profile events, conferences and is on sale at a host of retailers, online and shops including Amazon, Waterstones, Visit Britain, Visit Manchester, Blackwell University Bookshop, Greater Manchester Tourist Information Centres, Cornerhouse Books, IWM North, Magma Books, Manchester Art Gallery, Manchester Central, National Football Museum, People’s History Museum, Royal Exchange Theatre and city centre hotels.

Where to Go Manchester has also been handed out to the Manchester School of Art, political party conferences, MediaCityUK staff, Manchester International Festival VIPs and at the Whitworth opening party.

- Total distributed: **25,000**
- Total sales: **2,000**
- Total revenue: **£6,000**



**PR HIGHLIGHTS ✓**

Over the last twelve months more than £3million worth (AVE) of media coverage has been achieved for the Heart of Manchester BID by its retained PR agencies Echo and Lemon Zest.

National press coverage of the BID’s pillar events – Dig the City, Chinese New Year and MCR Student Takeover – has included articles in the Daily Telegraph, Guardian, Jamie Oliver, Sainsbury’s and Waitrose magazines, in-flight magazines, Metro and The Huffington Post. There has also been national broadcast coverage on Daybreak and BBC Two; regional broadcast coverage on Granada Reports, North West Tonight, Key 103, Heart FM and Classic FM; placement in local media titles including the Manchester Evening News, Manchester Wire, I Love Manchester and Manchester Confidential.

Working with Marketing Manchester, the BID has been involved in hosting international press trips, positioning Manchester as a luxury shopping destination and generating coverage in titles such as OK! (Middle East) and Esquire (Middle East).

Additional PR campaigns have raised awareness of BID initiatives including the additional marketing activity around Eid, a China Retail Seminar, the City Hosts and the Heart of Manchester Retail Awards.

**TAX-FREE SHOPPING CAMPAIGN ✓**

The BID is supporting Visit Manchester’s ongoing Tax-Free Shopping campaign, with 21,000 copies of a Tax-Free Shopping Guide to Manchester published in Arabic, English, Simplified and Traditional Chinese.

Printed copies have been distributed via Cathay Pacific networks in Hong Kong, Sydney, Auckland, Pearl River Delta and Taiwan; visa application centres in mainland China, Hong Kong and Abu Dhabi; and via overseas sales missions, travel agents, trade shows and through press trips with visiting journalists.

A digital version is being promoted via a joint campaign with Etihad Airways, alongside special fares from Chengdu, Shanghai and Beijing; as well as through Chinese travel agents and social media.

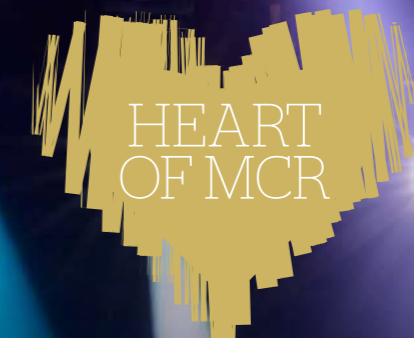
A four minute promotional video has also been produced, featuring tours of Harvey Nichols, House of Fraser, Manchester Arndale and Selfridges. The video is being shared via international social networking sites including Weibo (274m monthly active users).

**21,000** printed Tax-Free Shopping guides

Promoted to **84,600** Visit Manchester Twitter followers and **58,000** Facebook fans

**22,500** consumer and trade e-newsletters

**6,253** Manchester Weibo followers



**RETAIL AWARDS 2015**

The inaugural Heart of Manchester Retail Awards took place on 5 March 2015 at The Place Hotel, in association with Manchester Evening News. The event has been designed to demonstrate the retail sector’s vital contribution to the city’s economy and showcase the diverse, dedicated and talented workforce at the heart of Manchester’s retail scene.

Winners were announced across 12 categories including Rising Star for emerging talent under the age of 25, Employee of the Year, Manager of the Year and Retail Team of the Year. The awards for Best Department Store, Best Independent Retailer and Best High Street Retailer went up for public vote.

**WINNERS**

**Rising Star (under 25)**

★ **Winner – Fabienne Gawne, Selfridges**  
Tabbi Neville, Harvey Nichols  
Robbie Cuthbert, McDonald’s

**Employee of the Year**

★ **Winner – Vincent Tuohy, House of Fraser**  
Emma Radford, Debenhams  
Magdalena Gralewaska, Selfridges

**Manager of the Year**

★ **Winner – Anne Latham, House of Fraser**  
Donna Charnock, Debenhams  
Tony Elliot, Ryman

**Visual Merchandising Team of the Year**

★ **Winner – Selfridges**  
Harvey Nichols  
House of Fraser

**Food & Drink Retailer of the Year**

★ **Winner – Rollers Bakery Café**  
Harvey Nichols – Second Floor  
Food Market and Wine Shop  
McDonald’s

**Financial Services Retailer of the Year**

★ **Winner – M&S Bank**  
Yorkshire Building Society

**Retail Team of the Year**

★ **Winner – Christopher James Jewellers**  
Cath Kidston  
High and Mighty

**Outstanding Customer Service Award**

★ **Winner – Teresa Latham, McDonald’s**  
Sofia Bakina – Harvey Nichols  
Slaters

**Independent Retailer of the Year**

★ **Winner – Doherty Evans**  
Framed Opticians  
Hancocks

**Department Store of the Year**

★ **Winner – House of Fraser**  
Harvey Nichols  
Selfridges

**High Street Fashion Retailer of the Year**

★ **Winner – Slaters**  
Cath Kidston  
Topshop





# INCREASING COMMUNICATION

## BRIEFINGS, SOCIALS, CITYCO EVENTS ✓

Our social and corporate events are the chance to meet face-to-face, hear from leading speakers and make sure you keep up-to-date with BID projects.

Our BID Socials remain popular, with recent events at House of Fraser, Grill on the Alley, Harvey Nichols and Selfridges. We also invite the BID community to CityCo's programme of business events. In 2014/15 these included Metrolink and Greater Manchester Police briefings, conferences on city placemaking and Manchester as an international city, and developments in the property and professional services industries.

We have also organised tours and talks at MOSI, Manchester Science Park, Whitworth and HOME.

All our events give you the chance to learn about city trends, keep up with major projects that will affect business, and find out how to get involved with the BID.

Keep an eye out for invitations to future events and please do attend if you can. Make sure we have your organisation's correct contact details. Email us at [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com)



“Linking up with the wider retail community and gaining new contacts through the BID is proving invaluable to our business. As a collective, we can improve the way the city centre functions and make a real difference.”

— Ian Balderson, Vice President, Barclays Manchester



## KEEPING YOU INFORMED ✓

In our second year, our BID Manager and City Hosts have carried out more than 600 business visits to make sure we're keeping in touch. We also send out monthly e-newsletters and publish details of all our events, PR and event evaluations as well as city centre footfall and sales trends at [heartofmanchester.com](http://heartofmanchester.com)

To keep up-to-date via social media, make sure you follow [@ShopMCR](https://twitter.com/ShopMCR) on Twitter and Facebook.

## SPEAKING WITH ONE VOICE ✓

The BID has given the retail sector a stronger voice in the city centre, and is in regular dialogue with city centre partners and stakeholders on issues such as transport, operations, security and tourism campaigns.

We've also seen real success on King Street, one of Manchester's most established shopping areas, where the BID has worked with landlords, property agents, retailers and Manchester City Council to reduce empty premises, encourage new lettings and improve the environment, with the overall aim of restoring vibrancy on the street.

## OUR COMMITMENTS:

### TALKING TO CUSTOMERS ♥

Gather information on events, offers and promotions, to ensure swift dissemination across the city.

### BRIEFING EACH OTHER ♥

Circulate newsletters to ensure members of the BID are aware of events and activities.

### INTERNAL BID EVENTS ♥

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

### SPEAKING WITH ONE VOICE ♥

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

# @ShopMCR

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

# INCREASING STANDARDS

## City Hosts ✓

Over the past twelve months, our team of City Hosts has gone from strength to strength, welcoming more and more people. As well as greeting the public and directing them around the retail core, the hosting team also carry out business visits, providing a vital link between your organisation and the BID team.

Since launching in April 2013, the hosts have helped more than 200,000 people. December 2014 was the busiest month on record for the hosts as they welcomed 15,200 people in the city centre.

Our City Hosts have also been carrying out a questionnaire with visitors to the city centre – finding out where they have come from and what they are looking for. So far, they have captured data from more than 13,000 people, giving us an even greater understanding of visitors to the retail district.

In the second year of operation, the team has recently scored 93% in an industry mystery shop and team member Mark Adjei-Kumi was awarded 'Host of the Year' by The Welcome People, the company that manages hosting teams right across the UK.

- 131,391 visitors welcomed this year
- 10,770 visitors welcomed on average every month
- 43 visitors welcomes on average every hour
- 7,157 intelligence reports related to environmental issues this past year
- 2,438 business visits this year



## OUR COMMITMENTS:

### HOSTS ♥

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

### OPERATIONAL SUPPORT ♥

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

### BUSINESS CRIME REDUCTION ♥

Allowing BID members access to CityCo's award-winning Business Crime Reduction Partnership (BCRP), which is already one of the largest and most successful in the country.

## Operational Support ✓

The BID continues to respond to issues raised by members around utilities and streetscape works, litter and gum removal, tree pruning, street cleaning requests, beggars and busking complaints. This year, the BID has helped to fund the cleaning of an extra 64,716m<sup>2</sup> of pavements in the shopping district.

In February 2015, CityCo and Manchester City Council launched a commercial waste pilot scheme within the BID area. The idea behind the project is to consolidate collection points around St Ann's Square to improve its overall appearance.

Our members also joined forces on a coordinated litter pick, organised by the BID in support of Manchester City Council's ongoing 'Keep our city clean' campaign. In October 2014, around 35 members of staff from House of Fraser, Selfridges, McDonald's, Marks & Spencer, Barclays and Manchester Arndale hit St Ann's Square, Market Street, King Street and New Cathedral Street, where they collected more than 40 bags of rubbish.

## Business Crime Reduction Partnership ✓

BID members can access the services of CityCo's award-winning Business Crime Reduction Partnership (BCRP). You can access intelligence briefings and training, connect to day and night time radios and participate in the city centre offender exclusion scheme.

Read on to find out what we have planned in the next twelve months.



# THE YEAR AHEAD

## Manchester Day

On 14 June, the annual event returns to celebrate everything great about Manchester. We're expecting over 2,500 performers and 60,000 visitors, and you can benefit. We'll help to coordinate performances in the shopping streets and there is an opportunity to offer incentives and promotions aimed at generating business around the parade.

## Dig the City

This year's theme is 'Interact and Innovate'. Held on 31 July-6 August, Dig the City will once again boast Show Gardens, shopping events, flower markets, music and the St Ann's Square Festival Hub. We'll be joined by CBeebies Mr Bloom and arts festival Wild Rumpus will stage a captivating finale event for families. BID members can get involved with window displays, special offers, menus and events to entice event goers into your stores.

## Student Shopping Night

On 29 September, we will once again work with Manchester Arndale to extend the centre's Big Student Night In across the retail district, animating the streets with entertainment and offering discounts aimed at the city's 100,000 students.

## Heart of Manchester Retail Awards

May 2016 – The awards will be back to celebrate the very best of Manchester's retail sector and showcase the talent at its core.

## Chinese New Year

2016 is the Year of the Monkey and the BID will again work across the city and with retailers to build on this flagship attraction in the city's calendar. We will continue to showcase elements of modern China, linking up with more supporters and sponsors. BID members can get involved to attract event goers and high spending customers.



## ONGOING ACTIVITIES

### STANDARDS

**Clean, safe, welcoming streets**  
Building on the relationship between our City Hosts, the BID's Operations Team and the Neighbourhood Delivery department at Manchester City Council, we will continue to support stores by improving environmental standards.

**Development of City Hosts**  
Our City Hosts have proved to be a real success and we will continue to work with The Welcome People to make sure the team is upholding standards of gathering data, assistance, reporting and obtaining feedback.

### COMMUNICATION

**Keeping you up-to-date**  
We will continue online, print and face-to-face communication, building on business visits and sector meetings. Make sure your local, regional and Head Office colleagues are kept in the loop. Please email all contact details to [manchesterbid@cityco.com](mailto:manchesterbid@cityco.com)

**Operation King Street**  
We will work with Manchester City Council, landlords and agents to help the continued regeneration of this key retail route.

### PROFILE

**PR**  
We will continue to work with our PR agencies on positive stories to promote the BID's work and raise the profile of Manchester's retail offer.  
  
On the trade side we will aim to attract national attention to Manchester as a leading retail destination for brands, promote the city centre in business and financial press as a successful retail centre; and position the BID as an influencer of strategies in the retail district.

On the consumer side we will continue to liaise with Visit Manchester to co-ordinate retail coverage as part of national and international press activity and familiarisation trips; and promote our City Hosts, BID events and key dates to help drive awareness, footfall and retail spend.

# TRACKING THE IMPACT

In 2015/16 the BID's events, campaigns and activities will continue to be evaluated through the methods adopted in the first two years. PR coverage and other reports can be found at [heartofmanchester.com](http://heartofmanchester.com)

## BID events and PR campaigns

- Footfall trends (e.g. week/event time period or year-on-year analysis)
- Event attendance figures where relevant and possible to record
- Anecdotal feedback and satisfaction from BID members, partners and stakeholders
- Where applicable, and with funding, event specific visitor surveys to track demographics, event usage and satisfaction
- Media value of local, regional and national press coverage
- Marketing coverage (media value, amount of contra/partnership media secured)
- Sponsorship attracted
- Web hits to campaign landing pages (e.g. at [visitmanchester.com](http://visitmanchester.com) or standalone websites)
- Social media interaction
- Redemptions of any competitions or offers
- Retailer engagement levels

## Perception survey

In 2014, the BID supported a Leisure Visitor Survey and Greater Manchester Resident Survey in partnership with Visit Manchester, TfGM and Virgin Trains. These surveys tracked perceptions, motivation and demographics of visitors. The findings are available on the website at [heartofmanchester.com](http://heartofmanchester.com)

## Performance health-checking

- Monthly footfall and sales tracking
- Continued development of the City Hosts in terms of feedback, training and visitor interactions
- Benchmarking against other UK BIDs including — London's West End Company

1. Based on over 97% collection rate

2. Including sale of guidebooks, sponsorship for Dig the City and Chinese New Year

3. Dig the City, Manchester Day, Chinese New Year, Eid, MCR Student Takeover (operations and marketing)

4. PR agency support

5. Retail Awards and internal communications

6. Support for Visit Manchester's seasonal and international marketing campaigns

7. The Welcome People hosting team contract

8. Year 1 operational and events support, moved to core staffing in 2014/15

9. Springboard footfall and retail sales reporting and contribution to Visit Manchester Leisure Visitor survey

10. Includes employer costs and additional Business Support role

11. Based on 50% of actual overhead expenses incurred by CityCo – management fee less than 7% of total expenditure

12. CityCo incurred £103,000 company set-up costs – to be repaid over five-year BID term

13. Additional expenditure including audit, legal and levy collection costs

14. Agency contract to undertake timetable of street washing in BID area

15. 2013/14 guidebook sales and interest only

16. Recommission of PR agency support

17. 2016 Retail Awards and Internal communications

18. Including an additional part time Business Support role

19. Street washing contract ended for 2015/16

## How we invested in Year 2

Finances: Year 2		2014/15 Actual figures
	Business Plan figures	
<b>Income</b>		
BID levy	£965,000	£968,000 <sup>1</sup>
Additional income		£55,805 <sup>2</sup>
<b>Total income</b>	<b>£965,000</b>	<b>£1,023,805</b>
<b>Expenditure</b>		
<b>Events and marketing</b>		
Support for major events	£340,000	£387,935 <sup>3</sup>
Support for communications campaign	£70,000	
— Guidebook		£41,000 <sup>4</sup>
— PR		£30,000 <sup>5</sup>
— Retail Awards and comms		
Support for city-wide marketing campaigns	£100,000	£100,000 <sup>6</sup>
<b>Total events and marketing</b>	<b>£510,000</b>	<b>£558,935</b>
<b>Operations</b>		
Development and management of hosting team	£175,000	£173,000 <sup>7</sup>
Package to support enhanced evening activity	£50,000	<sup>8</sup>
<b>Total operations</b>	<b>£225,000</b>	<b>£173,000</b>
<b>Research/surveys</b>	<b>£30,000</b>	£30,000 <sup>9</sup>
<b>Core staffing</b>	<b>£95,000</b>	£139,425 <sup>10</sup>
<b>Administration costs</b>		
Management recharge	£45,000	£58,333 <sup>11</sup>
Repayment of set-up costs	£15,000	£20,940 <sup>12</sup>
Accountancy/audit (shared with CityCo)	£20,000	£24,500 <sup>13</sup>
Additional expenditure		£15,573
<b>Total administration costs</b>	<b>£80,000</b>	<b>£119,346</b>
<b>Contingency</b>	<b>£25,000</b>	<b>£20,000</b> <sup>14</sup>
<b>Business Plan expenditure</b>	<b>£965,000</b>	
<b>Year 2 total expenditure</b>		<b>£1,040,706</b>

## Looking ahead

Finances: Year 3	
Budget 2015/16	
<b>Income</b>	
BID levy	£970,000
Additional income	£2,500 <sup>15</sup>
<b>Total income</b>	<b>£972,500</b>
<b>Expenditure</b>	
<b>Events and marketing</b>	
Support for major events	£313,308
Support for communications campaign	
— PR	£41,500 <sup>16</sup>
— Retail Awards and comms	£30,000 <sup>17</sup>
Support for city-wide marketing campaigns	£100,000
<b>Total events and marketing</b>	<b>£484,808</b>
<b>Operations</b>	
Development and management of hosting team	£175,000
<b>Total operations</b>	<b>£175,000</b>
<b>Research/surveys</b>	<b>£35,000</b>
<b>Core staffing</b>	<b>£152,837</b> <sup>18</sup>
<b>Administration costs</b>	
Management recharge	£58,500
Repayment of set-up costs	£20,940
Accountancy/audit (shared with CityCo)	£25,235
Additional expenditure	£15,650
<b>Total administration costs</b>	<b>£120,975</b>
<b>Contingency</b> <sup>19</sup>	
<b>Year 3 total expenditure</b>	<b>£968,620</b>

# HOW THE BID IS BEING MANAGED

## Governance

The BID is an independent, not-for-profit company governed by a Board responsible to levy payers. The Board is led by a sector champion Jane Sharrocks, General Manager, Selfridges, Exchange Square.

Alongside the Chair, there are eight representatives from the retail sector, two representatives from Manchester City Council, one from Transport for Greater Manchester (TfGM), and three representatives from businesses with a vested interest in the BID area, but which do not qualify to be a member of the BID. Voting rights on decisions sit with the Chair and the retail representatives.

A Finance Group and Marketing Group meet bimonthly to discuss progress.

Alterations to the business plan and budgets are authorised by the main Board. Changes in fundamental areas of concern – such as the levy rate and geographical area of the BID require an alteration ballot of all businesses within the BID.

## Management

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

CityCo brings together all sectors of the city centre economy, so retail has a strong representation at the heart of cross-sector conversations on the future of the city centre.

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

## Who is in the BID?

The Heart of Manchester BID is a specific geographical area where over 380 business members have agreed to invest in services, projects and special events to strengthen the retail core of the city centre.



### List of streets in the BID area:

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

● odd numbers from 1–95, even numbers from 20–118

● odd numbers from 1–17

● even numbers from 2–32

● odd numbers from 1–49, even numbers from 2–40

● odd numbers from 1–47, even numbers from 2–56

● odd numbers from 1–35, even numbers from 2–62

## BID Board Members

### Chair

Jane Sharrocks, General Manager, Selfridges

### Directors

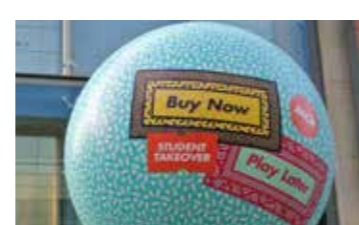
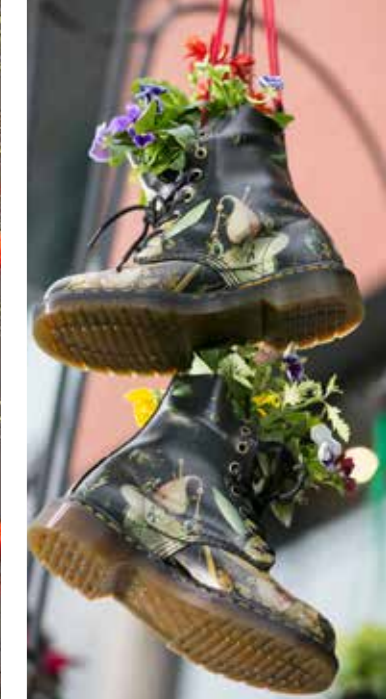
Jackie Attersall, Wilko  
Joanne Elliot, Marks & Spencer  
Roger Khoryati, McDonalds  
Anne Latham, House of Fraser  
Steve Mockl, Boots  
Gareth Pierce, Ryman  
Mark Travis, Domo

### Associated Directors

David Allinson, Manchester Arndale  
Fiona Gasper, Royal Exchange  
David Moore, Tushingham Moore

### Stakeholder Representatives

Cllr Pat Karney, Manchester City Council  
Mike Mellor, Transport for Greater Manchester  
Sara Tomkins, Manchester City Council



## **Get in touch**

This is your BID. It puts you at the heart of Manchester's future. By working together, we can make the city centre the most thriving, profitable and desirable retail environment in the UK.

We want to hear your news, upcoming events and promotions so we can communicate everything that's great about Manchester's shopping district. Let us know what's happening in your store or business, come along to our events and get involved in the activities we have planned for the coming year.

0161 838 3250

[manchesterbid@cityco.com](mailto:manchesterbid@cityco.com)

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

[@shopmcr](#)

