

# Manchester Business Improvement District

**Summer Update**  
manchesterbid.com

## 2018-2023 Manchester BID Renewal

As the city has grown and changed over the past five years, Manchester's Business Improvement District has played its part. Working together, we've brought in footfall, kept the city moving, delivered operational support across security and environmental issues, and lobbied on your behalf. And we've come together in the face of attack to make sure our city stood strong and resilient.

Now the Manchester BID Board has agreed to ask members to support a renewal of the BID for another five year term. After six months of consultation, we have developed a draft business plan and would now like your comments and thoughts.

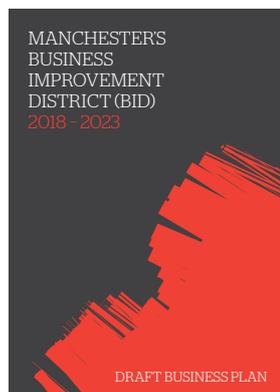
The document sets out what we've achieved so far and streams of work ahead: delivering public events, operational services, marketing and PR - and increasing lobbying and internal communication.

Your store or business manager should have received a printed copy. These have been handed around by the City Hosts - please let us know if you haven't received one. You can also download at [manchesterbid.com](http://manchesterbid.com).

We aim to develop a final version in early October after talking to as many people as possible. We will go to ballot in November and December.

We would like a phone or face-to-face meeting with your business manager in September, but if you have any comments in the meantime, please do get in touch.

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**0161 838 3250**



### Thank you!

Many thanks to the whole retail community and city partners for supporting Manchester BID's events this quarter. The MCR Student Night Out in April, The King Street Festival in June and One Big Summer Weekend in July brought thousands of customers into the heart of the city, showcasing Manchester as a place where great things happen.

Join the Manchester BID LinkedIn Group today for alerts to weekly footfall stats and news.  
Search for Manchester Business Improvement District.

## Our Services

Manchester's Business Improvement District (BID) launched in 2013 for a 5 year term. It is a working consortium of more than 380 city centre businesses in the retail district and the Business Plan was decided by a Board of retailers.

The Manchester BID has these key focuses:

- 1 Increasing footfall** in 'dip' periods through a programme of public events in the heart of Manchester
- 2 Increasing standards** through operational and security support to assist businesses and enhance the city centre trading environment
- 3 Increasing the profile of the city** through promotional partnerships, marketing campaigns and ongoing positive PR
- 4 Increasing communication** between the retail community, and acting as a lobbying voice for retail with city authorities and stakeholders (including the council, policing and transport organisations)

The BID is managed by CityCo. For reports, which outline what we set out to deliver and our successes since go to [manchesterbid.com](http://manchesterbid.com).

## Mobike: Go for spin

You will have spotted the orange bikes around the city centre and hopefully downloaded the app to try out the service. Beijing-based Mobike is the world's largest bike sharing scheme, and it's landed in Manchester and Salford.

The Manchester BID and CityCo supported the launch with a business summit, public showcase and PR. We're excited to see the scheme underway. Businesses can request a Mobike parking hub – just tweet the team [@mobikeUK](https://twitter.com/mobikeUK).



## Cottonmouth MCR: Tune in

We've launched CottonmouthMCR, a weekly podcast hosted by Manchester BID and CityCo's Chief Exec, Vaughan Allen. Listen to discussions around issues affecting city centre Manchester, with many major players, from cultural to business to political leaders.

The podcast is looking at the Mobike revolution, rough sleeping, culture and the arts in Manchester, security and transport, retail trends, the history of our city - and the rise and rise of the food and beverage sector.

Go to [manchesterbid.com](http://manchesterbid.com) and follow [@cottonmouthMCR](https://twitter.com/cottonmouthMCR).



## Project Griffin: Counter-Terrorism Training

Our June course at Manchester Central with Greater Manchester Police's Counter-Terrorism team had more than 400 delegates, thank you to those who attended. The BID and CityCo are offering this training more regularly. To register your team's interest now, email [operations@cityco.com](mailto:operations@cityco.com).

New security guidance has been published by the National Counter Terrorism Security Office for 'Crowded Places', including shopping centres, sports stadia, bars, pubs and clubs. Do email us for information.



## Mystery Shopping Awards: Congratulations to all

The exceptional results of the 2017 Mystery Shopping exercise were announced in June. Manchester BID retailers achieved an average score of 85% (+1% v 2016) with 139 stores scoring over 90%, in recognition of outstanding customer service. We toasted everyone's success at an awards breakfast and at the Retail Trust Celebration Ball. For all the winners by award category, go to [manchesterbid.com](http://manchesterbid.com).

## MCR Student Social

Coming soon

**26 September, 4-9pm.** In the autumn we team-up with Manchester Arndale, UniDays and Capital FM to host our annual student shopping night, welcoming thousands of freshers and returning students. We've rebranded to the MCR Student Social, with fresh artwork and a new digital marketing campaign. Get involved by putting on the best entertainment and offers, and promote your activities loud and proud.

[myunidays.com/MCR](http://myunidays.com/MCR) [@shopMCR](https://twitter.com/shopMCR) [@amanarndale](https://twitter.com/amanarndale)



## Halloween in the City

Coming soon

**21 – 31 October.** Last year's Halloween spooktacular was a resounding success. The BID event attracted £737,000 AVE of local, regional, national and international press coverage and footfall was up +12%. This October, look out for pumpkin lanterns, illuminated green buildings, street entertainment and some surprises. Join in by dressing up and dressing your windows – Capital FM will be judging, with live promotion on air to thousands of prospective customers.

[halloweenMCR.com](http://halloweenMCR.com) [@halloweenMCR](https://twitter.com/halloweenMCR)



## Spring/Summer Events

### MCR Student Night Out

**April.** The spring edition of the BID and Manchester Arndale's shopping night saw thousands of students from Manchester and Salford snap-up discounts and enjoy store treats, DJs and entertainment from the likes of Manchester Pride, Lancashire County Cricket Club and The Lowry. The event attracted £74,000 AVE of press coverage, continuing to boost Manchester's appeal, and footfall was up +8%.

[myunidays.com/MCR](http://myunidays.com/MCR) [@amanarndale](https://twitter.com/amanarndale) [@shopMCR](https://twitter.com/shopMCR)



### The King Street Festival

**June.** In its second year, we saw more than 50 shops, restaurants and hotels joined together to celebrate the past, present and future of Manchester's iconic shopping destination. The streets were filled with music, food and VIP events including fun parking bay pop-ups. Footfall was up +16% and we secured £230,000 AVE of regional press coverage.

[kingstreetfestival.com](http://kingstreetfestival.com) [@kingstfestival](https://twitter.com/kingstfestival) [/kingstfestival](https://www.facebook.com/kingstfestival)



### One Big Summer Weekend

**July.** The BID celebrated the start of the holidays in style, bringing together summer festivals for a weekend of good food, live music and street entertainment. The Manchester Picnic, manchester jazz festival and Clownfest took over, attracting more families into the city centre. The event was promoted far and wide, working in partnership with Visit Manchester and gained coverage across 39 press articles, with an advertising value (AVE) of £194,000.

[visitmanchester.com](http://visitmanchester.com) [@visit\\_MCR](https://twitter.com/visit_MCR)



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

# Your BID: Stay up to date

With the Manchester BID renewal later this year, it is vital the BID team has up-to-date contact details, so we can keep your business updated of the process and plans ahead.

Have you let us know if your store manager has changed? Do you have new marketing or PR staff? Please make sure we have all the relevant email addresses.

Please contact us at [info@manchesterbid.com](mailto:info@manchesterbid.com), 0161 838 3250 or tell your City Host. Thank you.

## YouTube Channel

Catch up on the BID's events in full glory at our YouTube Channel. We have short films from Halloween in the City, Chinese New Year, The King Street Festival, One Big Summer Weekend and MCR Student Night Out. Just search for **Manchester Business Improvement District**.



## LinkedIn Group

Join the BID's LinkedIn Group today for alerts to footfall and sales posts and news. Just search for **Manchester Business Improvement District**. We also have a Manchester BID company page, follow for updates.



## Twitter

Follow the Manchester BID Twitter feed for community alerts, meetings and how to get involved in upcoming events: [@ManchesterBID](https://twitter.com/ManchesterBID)



## Street Support

Find out more about how Manchester is working together to help end homelessness by working directly with charities and experts. Download the app and other materials to help explain to your staff: [streetsupport.net](http://streetsupport.net)

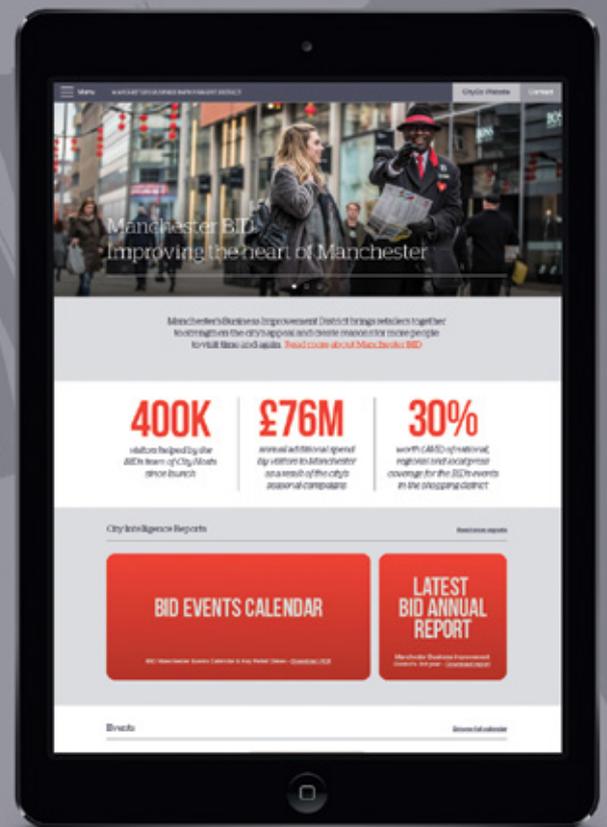


## Contact Us

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07764 977 556  
0161 838 3250



MANCHESTER  
BID



New!

## Your Manchester BID website [manchesterbid.com](http://manchesterbid.com)

- Access **Manchester BID's full range of services** to ensure your business is benefitting
- See at a glance the **BID's weekly and monthly Footfall and Sales Index**
- Learn about the **BID's success so far**: in numbers, testimonials, reports, photos and videos
- Download the **2017 BID Events Calendar** and make a note of the key dates
- Browse our **major city centre events calendar** so you can plan for increased visitor numbers
- Sign-up for the BID's series of **networking events, training workshops and socials**
- Be alerted to scheduled city centre **road closures**
- Get to know key staff and **contact the right person to help you**