

MANCHESTER'S
BUSINESS
IMPROVEMENT
DISTRICT (BID)

2018 - 2023

DRAFT BUSINESS PLAN



MANCHESTER TODAY

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

IN 2016, LONELY PLANET RATED MANCHESTER ONE OF THE TOP TEN PLACES TO VISIT IN THE WORLD.

EVERY SUCCESS HAS A STORY TO TELL...

PART OF THE PICTURE ARE THE 400 MEMBERS OF MANCHESTER'S BUSINESS IMPROVEMENT DISTRICT.

SINCE 2013, THEY HAVE BEEN WORKING TOGETHER, THROUGH CITYCO, TO SUPPORT CITY CENTRE GROWTH AND ENHANCE THE RETAIL OFFER.



MANCHESTER BID: THE STORY SO FAR

YOUR VOICE, YOUR VIEW, AND OUR SHARED VISION

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

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

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

Of course, it's not over. There are still many ways in which we can improve, animate and promote Manchester to its local, national and global audiences. And that's why we're proposing another term for Manchester's BID. Another five years to build on the success we've already generated.

Take a look at what we've been up to and our plans for the future. It's your turn to have your say once again. It's your turn to vote for more success and prosperity.

Thank you.

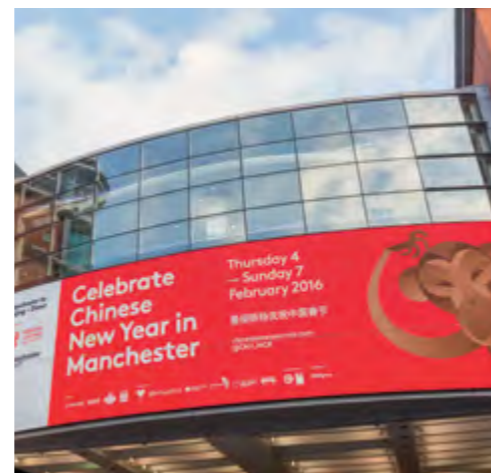


Jane Sharrocks
General Manager,
Selfridges Exchange Square;
Chair, Manchester BID



WITH A RETAIL OFFER
TO RIVAL THAT OF
LONDON IN ITS RANGE
AND ORIGINALITY

Colliers Retail Market Snapshot 2016



"Marks & Spencer has a long history of supporting the community in which we trade, especially in Manchester. During its first term, the Manchester BID has helped to bring retailers together and attract visitors to the city centre from near and far. With regular operational help, information and useful online resources, we have been delighted to be involved and wish the BID every success for the future."

— Jo Elliott, Store Manager, Marks & Spencer

ONLY CONNECT

This is about much more than 'footfall'. Let's face it, that's a phrase that conjures up scuttling feet, a herd, something incidental. We're talking about a true connection.

Our priority has been hearts and minds. An inspirational city centre. Somewhere that is alive with ideas, playfulness, and the warmest of welcomes.

Let's talk about people, not just footfall; about a city you can fall in love with. Great events. A strong business network. Solid support on operational issues like security and the quality of our city centre environment. Leadership, and advocacy. Strength in the face of unforeseen, and sometimes tragic, events.

We have sustained the heart of Manchester as a magnet for people from far and wide. As other cities followed in our wake and revitalised their centres, we responded to the new competition by getting even better at what we do. We lead, others follow.

And even as the second city crossing for Metrolink worked its way through the core of the city, we worked to keep Manchester working, and playing, throughout the disruption.

Now we're asking you to support us, as we work together to face the next five years of challenges, adventures and phenomenal opportunities.

We're your voice in the big conversations about the future. We listen, we hear and we learn. We know your business, and we know ours. We believe that we're a winning team.

Together, we can sustain a great track record of success; together we can grow and prosper; together we can continue to attract people from right across the world to the place we love, the heart of Manchester.

"As a busy McDonald's franchisee with numerous restaurants in Manchester, I've been delighted to be part of the BID. The ever expanding calendar of events, supported by wide-ranging marketing partnerships, have helped drive footfall throughout the year and celebrate all that is great about our increasingly international city. The city has its challenges, and resources in the public sector continue to decrease, so I welcome the BID's support to help manage everything from cleaning and policing to updating staff."

— Roger Khoryati, Managing Director, MCD Manchester Ltd



Phil Schulze
Manchester BID Manager
manchesterbid.com
[@manchesterbid](https://twitter.com/manchesterbid)
info@manchesterbid.com
0161 838 3250

Have your say

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

We want to continue this work with you. A vote for another five years will mean another £6 million invested in our city. That will allow us to carry on with the events, reports and marketing that we've already started; it will also give us the opportunity to do even more.

Tell us what you want from a second term of the BID. Share your opinion on what's going on in Manchester. Together, we are stronger.



BACKGROUND TO THE FIRST BID

WE DELIVERED, FOR YOU

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

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

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

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

FOOTFALL

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

STANDARDS

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

PROMOTION

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

COMMUNICATION

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

FIVE YEARS IN FACTS

Continuous footfall growth

MCR +4.8%
UK -1.3%

5-8pm footfall

MCR +4.1%
UK -0.9%

450,000
visitors helped
by our City Hosts

110,000m²
of pavements cleaned

1 million+
visitors to Dig the City

£11,761,583
total marketing
& press AVE



INCREASED FOOTFALL

THE CROWDSOURCERS

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

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

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

WE PROMISED:

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

WE DELIVERED:

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

SPRING

MCR Student Night Out | The King Street Festival

SUMMER

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

AUTUMN

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

WINTER

Support for the Christmas Markets |
Chinese New Year

BID PROJECT: CHINESE NEW YEAR

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

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

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

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

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



BID PROJECT: BRINGING KING STREET BACK TO LIFE

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

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

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

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



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

— Erica Roberts, Store Manager, Jigsaw

BID PROJECT: DIG THE CITY

Dig the City was nothing short of a resounding success. Working with numerous partners, sponsors and supporters including Manchester City Council, Transport for Greater Manchester, National Trust, RHS, BBC, NCP and Manchester Cathedral, Manchester BID's giant summer garden party blossomed big and bright across the retail district. Running for three years, with events in 2013, 2014 and 2015, the festival was aimed at high spending shoppers, workers, families and day-trippers.

Shopping streets were transformed into floral avenues of Show Gardens, displayed by big names such as Coronation Street The Tour, RHS Tatton and Kew Gardens. Other highlights included the

One Big Shopping Weekend, Dig the City discos and lots of family entertainment from Cbeebies' Mr Bloom. At the Bridgewater Hall Bandstand, musicians from Manchester Jazz Festival took to the stage and there were flower markets, a Harvey Nichols Grey Goose Bar and talks by TV's gardening expert Diarmuid Gavin.

It all ended with a bang thanks to Wild Rumpus and their Run Wild Child treasure hunt and giant water fight, which brought thousands of families into the city centre. The creativity of the BID community also helped to turn the city green with window displays, special offers and a shopping competition.



"We can all be very proud of the legacy of Dig the City. It's not only been a terrific boost for retailers, the festival has been a remarkable coming together of both community and business. We managed to create a summer garden festival with a uniquely Mancunian spirit."

— Jane Sharrocks, General Manager, Selfridges Exchange Square

BID PROJECT: HALLOWEEN IN THE CITY

The fastest growing date in the retail calendar is Halloween, and since 2016 the BID has coordinated a celebration of all things spooky.

For the inaugural outing we worked with Manchester City Council, Transport for Greater Manchester, Visit Manchester and Party Delights to hang 4,000 pumpkin lanterns and turn the Town Hall, Harvey Nichols, Manchester Arndale, House of Fraser and Selfridges a ghoulish green. We also dressed the streets and staged some Halloween fun including live performances, ghost walks and a family treasure hunt by Just So Festival. It's now a fixed date in the city events calendar.



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

— Marie Robinson, Cluster Manager, Virgin Money

BID PROJECT: MCR STUDENT NIGHT OUT

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.

Since 2013, Manchester's BID has been delivering fun shopping events for freshers and returning students, including Vogue Fashion's Night Out and the MCR Student Takeover. Building on this success, in 2015 the BID formed closer partnerships with Manchester Arndale, student promotional agency UNiDAYS, Capital FM and The Warehouse Project's social media team to host a bi-annual MCR Student Night Out.

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



INCREASED STANDARDS

SAFE IN OUR HANDS

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

The Heart of Manchester City Hosts have greeted hundreds of thousands of people. Our team has been at the forefront of the rough sleeping crisis, and we've carried out training on reducing crime, delivering first aid and, of course, how to prevent or handle a terrorist threat.

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

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

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



WE PROMISED:

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

WE DELIVERED:

- Our team of City Hosts, who provide detailed help and a friendly face to visitors 363 days a year: 450,000 visitors helped so far
- Daily operational solutions resolved by a dedicated BID Operations Officer (e.g. utilities and streetscape works, litter removal, tree pruning, cleaning and busking complaints)
- Support for the Manchester Homelessness Charter, the Big Change campaign and Street Support website and app
- Additional cleansing and commercial waste management
- Help with tackling flood damage
- Support from CityCo's award-winning Business Crime Reduction Partnership
- Retailer representation at meetings attended by Greater Manchester Police
- Security training sessions for retailers
- Partnership with Greater Manchester Police Counter Terrorism Unit: training for 300 individuals and 70 organisations
- Installation of defibrillators and First Aid training

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

— Anne McGarahan, General Manager, Primark

BID PROJECT: TAKING ACTION ON ROUGH SLEEPING

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

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

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



BID PROJECT: CITY HOSTS

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

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

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



BID PROJECT: OPERATIONAL AND SECURITY SERVICES

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

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

In the first five years, we have offered:

- Free Counter Terrorism Awareness training to prepare businesses around how to prevent, handle and recover from a terrorist attack
- Business Crime Reduction Partnership (BCRP) security briefings to provide crime prevention training on fraud, conflict resolution and reducing loss from theft
- First Aid at Work training
- Free defibrillator training delivered by our partners North West Ambulance Service



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

— Lisa Kay, Store Manager, Kiehls

INCREASED PROMOTION

GOOD NEWS: THE CITY'S THRIVING

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

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

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

WE PROMISED:

- To support Visit Manchester's major seasonal marketing campaigns to promote the city centre
- To deliver marketing and PR campaigns to promote the BID's public events including developing promotional partnerships
- To deliver ongoing positive PR to promote the city centre to local, regional and national visitors
- To launch retail awards to encourage best practice and recognise excellent customer service
- To publish a guide book to promote the diversity of the city centre offer

WE DELIVERED:

- Support and sign-off of the city's annual spring, summer and Christmas campaigns delivered by Visit Manchester in partnership with the Manchester BID, Manchester City Council, transport operators and multiple campaign stakeholders
- £76 million worth of additional visitor spend in 2015/16 in the city region as a result of these Visit Manchester seasonal campaigns
- Christmas 2016: £1.2 million value campaign, 60 million opportunities for customers to see the outdoor advertising campaign
- Millions worth of additional marketing value for the BID's public events due to partnerships including Visit Manchester, Manchester City Council, Transport for Greater Manchester, Metrolink, NCP, Manchester Airport
- £11million Advertising Value Equivalent (AVE) of marketing and press coverage for the BID's public events including TV, radio, digital, print and social media coverage across international, national and regional titles
- Broadcast features on BBC One, BBC North West Tonight, ITV Good Morning Britain, ITV Daybreak, Granada Reports, ITV News, BBC Radio 2, BBC Radio 4, BBC Radio Manchester, Classic FM, Heart FM and Key 103
- Press and online articles across The Guardian, The Independent, Telegraph, The Times, Sunday Times, Daily Mirror, Daily Mail, Daily Express, The Sun, Waitrose Magazine, Huffington Post, Stylist, Vogue, Drapers, Cheshire Life, Lancashire Life, Woman, BBC Online, Retail Week, Event Magazine, Greater Manchester Business Week, Manchester Evening News and many more
- Where to Go Manchester and Historic Manchester Walking Guide
- Heart of MCR Mystery Shopping Awards to celebrate the success of the BID retail sector and staff stars
- Annual 'secret shopping' exercise with Storecheckers to provide detailed reports
- Tax-Free Shopping marketing campaigns: retail guides published in Arabic and Mandarin and distributed via airlines to Middle East, Hong Kong, China and Australia



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

— Michelle Nicol, Store Manager, Paperchase

PRESS HIGHLIGHTS

10 CITYLIFE CHINESE NEW YEAR FRIDAY, JANUARY 23, 2016 WEEK WEEK FRIDAY, JANUARY 23, 2016 CHINESE NEW YEAR 2016

YEAR OF THE SHEEP IS MAKING WAY FOR MONKEY

Chinese New Year celebrations are in full swing across Greater Manchester, with a dragon parade and lion dance in the city centre.

CHINESE NEW YEAR TOURS AT MANCHESTER CITY FOOTBALL CLUB

12-PAGE CITYLIFE SPECIAL TO WELCOME CHINESE NEW YEAR

YEAR OF THE MONKEY

FRIDAY, JANUARY 23, 2016 manchestercitylife.com

Time Out MANCHESTER

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

Warehouse Project collective Drop the Mustard, Ops from Homocentric, Bootleg and Original Cargers' DJ set will be taking part in a free live music event in Manchester city centre as part of MCR Student Night Out.

The Warehouse Project's Kyoko, Sam Graham from Drop the Mustard and Bootleg's Stan Bennett will all be providing the soundtrack to the evening at St Ann's Square while Inspiral Carpets keyboardist Clive Borer, DJ Kam from Bass Face and Jacy's Cjs will be spinning the decks on Market Street.

As part of MCR Student Night Out, more than 200 shops in the city centre will be staying open later to offer late-night only discounts for students alongside entertainment and the chance to win a variety of prizes.

St Ann's Square will also include fun fair games such as hook-a-duck and a coconut shy while Vahca will be serving up Mexican street grub from their Taco Van. Meanwhile, Exchange Square will host a variety of retro inflatables - including the Marshmallow Man train 'Ghoshbusters' - and venues in the Northern Quarter including 1314 and The Bay Centre will have drinks deals after the event.

MCR Student Night Out, September 25, 4-9pm.

See Time Out's Manchester student guide.

CLASSIC fm THE WORLD'S GREATEST MUSIC

Win a 4* Manchester break for Dig the City

20th July 2015, 00:00

Dig the City is back. Manchester's summer garden festival returns from Friday 31 July to Thursday 6 Aug and we've a Manchester break to be won.

Calling all green fingered gardeners, Manchester's summer garden festival Dig the City is spreading its leaves across the heart of Manchester's shopping district from Friday 31st July to Thursday 6th August.

Watch as Manchester's city centre landmarks, lamp-posts, hanging baskets and shop windows bloom into life as Market Street, New Cathedral Street, St Ann's Square, King Street, Deansgate and Greengate Square all become a gardener's paradise.

Come and enjoy seven days of gardens galore, as pop-up picnics, delicious food and fabulous fêtes take over the city's shopping streets of Manchester.

THE TIMES

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

theguardian

Chinese new year in Manchester

It is the year of the monkey and celebrations have been taking place across the UK. Guardian photojournalist Christopher Thomond spent several days covering the preparations and events leading up to the big day in Manchester

Monday 8 February 2016 15:12 GMT

Light show

I am giving out incense sticks for people to make a good wish in a monkey year

Sun Cheng

itv NEWS

ITV REPORT 3 February 2016 at 2:17pm

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

Greater Manchester welcomes in the Year of the Monkey Credit: GMPCC

As Greater Manchester welcomes in the Year of the Monkey, Mayor and Police and Crime Commissioner Tony Lloyd has shared a message of celebration with the region's Chinese community.

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

The highlight of the celebrations will take place in Chinatown and Albert Square on Sunday 7 February.

EXPRESS

Horrible Histories horticulture and RHS winners light up Manchester's free garden festival

MANCHESTER'S annual garden festival, Dig The City, will feature RHS winners and a Horrible Histories garden when it takes over the city centre from next week. July 31 to August 6.

BID PROJECT: SUPPORTING NATIONAL AND INTERNATIONAL MARKETING

The BID has supported Visit Manchester's activities across the UK and overseas to promote our city. Campaigns are running all year, in partnership with Visit Britain, Manchester Airport and airlines, in key markets including the US, China and Gulf States.

Positive Manchester messaging has been promoted through a whole range of media including press titles, transport advertising, digital and social. We also secured press coverage and familiarisation trips with journalists and travel trade agencies. The BID has supported tax-free shopping campaigns, and training and development projects that are readying retailers for growing Chinese and Arab markets.

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

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



BID PROJECT: GUIDEBOOKS TO THE CITY

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

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



BID PROJECT: MYSTERY SHOPPING AWARDS

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

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

Feedback showed that the Mystery Shop was very much welcomed by retailers, helping individual stores to celebrate success and continually raise standards. The 2017 awards saw BID retailers achieving an average score of 85% (up 1% on 2016), with 139 stores scoring over 90% in recognition of outstanding customer service. A celebratory 'Winners Breakfast' toasted everyone's success, and retailers have proudly displayed their certificates and commendation window vinyls.

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



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

— Peter & Elaine Kinsella, Owners, Lunya

INCREASED COMMUNICATION

WITH US YOU FIND OUT, FIRST

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

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

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



WE PROMISED:

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

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

WE DELIVERED:

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

- Strategic partnership groups for events including The Battle of the Somme Commemoration, Olympic Heroes Parade, Political Party Conferences
- Delivery of business support letters, briefings and invites via the City Hosts
- Regular transport updates and notice of temporary road closures communicated in liaison with Transport for Greater Manchester and Manchester City Council
- Communication and consultation around the Metrolink Second City Crossing and Bus Priority Works
- website
- Twitter feed
- Monthly e-newsletters
- Quarterly printed newsletters
- Manchester
- Manchester
- Manchester
- social media channels
- and provided by Springboard UK: a rolling 13-week trend giving members useful comparative commercial information
- , downloads, Marketing and PR reports, Annual Reports, success statistics, BID event photos and videos

BID PROJECT: MAJOR INCIDENTS

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

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

Early the following morning, staff gathered to receive the police briefings and made calls to city stakeholders as well as members, including special advice for those within the cordon. We then instigated a set of email briefings to all of our networks. These outlined the status of events, updates on the investigation, the scale of the cordon and access, security resources, travel advice, missing persons and counter-terrorism helplines, as well as useful links and recommended actions.



BID PROJECT: MOBIKE

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

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

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

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



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

— Iain Mackenzie, Store Director, Harvey Nichols



FIRST BID FINANCES

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

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

— David Allinson, Centre Director, Manchester Arndale

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

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

"House of Fraser has had the privilege of working with Manchester's BID since its launch. The partnership has generated benefits for both the store and the city. We are working together to create a better shopping experience for customers and visitors."

— Anne Latham, Store Manager, House of Fraser

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

— Debbie Whiting, Senior Store Manager, Debenhams

MANCHESTER: LOOKING AHEAD

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

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



HIGHER
FOOTFALL



MILLIONS
MORE
VISITORS



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

2018-2023 NEXT BID

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

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

Before proposing a second BID, we held detailed consultations with retailers and businesses to get their opinions, priorities and what they would want from a second five years of BID investment.

We believe that launching a second Manchester BID will help to build on the success we've seen so far. It will also continue to address current challenges and respond to new ones in a changing city centre environment.

Here we outline your priorities for a second Manchester BID.



Events have been one of the major focuses of the first BID. When we started consulting with current BID levy payers in 2016, events again were by far the most important aspect of the BID for the majority of current levy payers.

There's broad agreement that the current BID event plan works. We run different events in different areas, attracting different demographics and at different times of the year, all co-ordinated with other city events. Our events market and promote the city centre, attract footfall and make the city centre more lively and vibrant.

If the ballot is successful, we will continue with our current major events, building them to make them ever bigger, and generating ever more press and marketing coverage.

WE WILL:

- Continue to deliver and develop the BID's programme of main events, including Chinese New Year, Halloween in the City, The King Street Festival and student shopping nights
- Look to develop the summer festival offer
- Investigate the potential for other events, including a restaurant/bar festival



The Business Plan of the first BID was focused clearly on marketing, events and promotion. Unlike other BIDs, we provided no operational services. Considerable operational support has, however, been given thanks to the link to CityCo, which responds to members of the BID as it would to CityCo members; logging issues, raising them with the correct authorities and increasingly working on solutions with the private sector.

The consultation process that has taken place with BID members raised operational support as one of the desired major pillars for the future BID Business Plan. However, it was clear that there was still no desire to take a role in directly managing core services. We will not be directly managing services or seeking to replace current services provided by the public sector. All services supported by the BID will be additional to those provided by the public sector.

WE WILL:

- Expand regular briefings and support around security and Counter Terrorism Awareness, working with specific BID areas on resilience, evacuation and safety plans (building on the work the BID did following the Manchester Arena attack on 22 May 2017)
- Aim to have a direct input in areas such as rough sleeping, cleansing and crime within the BID area
- Do more on the education of staff, customers and public around the issues that affect the BID area
- Hold a pot of money in order to support ad hoc activity as issues affect businesses
- Ensure the City Hosts continue to report on operational issues, and we will work with partners to develop solutions
- Explore specific initiatives requiring funding; such as street washing and greater investment in recycling bins
- Support funding for the Street Support app, and work with partners to help get rough sleepers off the streets
- Develop educational campaigns aimed at staff and customers to ensure businesses take responsibility for their own rubbish and to encourage people to give to rough sleeping charities
- Encourage businesses to work together to raise money for charity, engaging employees to fundraise to have a direct impact on their neighbourhoods

"Thank you to the BID for all the helpful operational support. Manchester is a great place to live, work and visit, but also faces many challenges around issues such as rough sleeping and changes to the transport infrastructure. Whether it is individual visits from the BID Manager and City Hosts, or regular street meetings, newsletters and e-comms, we are always kept up-to-date in this rapidly changing city."

— Paul Hales, Area Manager, Whitbread Costa

Marketing & PR

Marketing of the city centre was essential in the first BID because of the potentially huge impact of the new tram line being built through the retail district. There was a major focus on ensuring the 'business as usual' message was communicated, primarily within the region. With the City Hosts scheme, we've provided a welcome for visitors, which has become increasingly well-used. We also produced a number of stand-alone marketing pieces such as guidebooks.

Our levy payers see the continuing value in promoting the city centre offer in its entirety. The BID will continue to work closely with partners such as Visit Manchester, Manchester City Council and Transport for Greater Manchester to achieve this.

WE WILL:

- Ensure international audiences are better catered for, working with Visit Manchester, through language-training and relevant payment systems
- Support Visit Manchester by providing ideas to fill the itineraries of tour groups, and feed back to members on the potential offered as new airline routes open into Manchester
- Increase the amount of ad hoc marketing material, such as the guidebooks, that we produce, directly aimed at improving the experience of visitors and encouraging longer dwell time
- Continue to run the City Hosts ambassador scheme, increasing the range of languages on offer
- Enhance the Heart of MCR Mystery Shopping Awards, continually seeking to improve the customer experience in the city
- Work with partners to improve the physical welcome to the city, supporting work on wayfinding, and helping directly with the look of the city
- Develop the BID's digital presence and enhance the BID's own brand

"Both Hotel Chocolat stores in Manchester enjoy working with the BID. With events throughout the year, such as Chinese New Year and Halloween, there are lots of fun reasons to come into the city... and go shopping! The BID has great relationships with partners including the council, transport operators and Visit Manchester, so posters for these events can be seen all over Greater Manchester and online. This is great news for our footfall."

— Sam Wright, Store Manager, Hotel Chocolat

Lobbying

The presence of nearly 400 businesses around a virtual 'table' was seen as one of the strengths of the BID when it was created. Almost immediately, the BID was focusing on lobbying and information flow around the Metrolink expansion (and other) transport works. We had very regular meetings with the operational team behind the tram works, and lobbied hard to ensure businesses were contacted and fully briefed.

The levy payers involved in the consultation process want to ensure that their voice continues to be heard by senior officers in the public sector. They also want to ensure that there is a clear understanding of the size and importance of the BID in terms of the local economy.

WE WILL:

- Ensure our own 'house' is in order; working to solve operational issues such as commercial waste and litter and to influence members
- Support initiatives from Manchester City Council, Greater Manchester Police and the Mayor's office, ensuring we communicate key messages to staff and customers
- Be clear what conversations need to be developed and work with other sectors in the city centre to develop a joint approach
- Develop specific campaigns for staff and customers, including charity fundraising
- Develop background materials around the size of the BID in terms of numbers of employees and importance to the economy

"Greggs has numerous branches in Manchester and the ongoing flow of information from the BID is very helpful to our business. From helping to summarise long-term strategic plans for the development of the city, through to incredibly rapid responses to major incidents, we really appreciate the updates. The BID's festivals and support for other civic events brings the city centre alive, and it's great to know the BID is representing the interests of the retail community in areas such as policing. The BID is a valuable tool in the city to support retailers – thanks again."

— Mark Fowler, Area Manager, Greggs Plc



We produce monthly and quarterly online and printed newsletters; share news on Twitter, LinkedIn and manchesterbid.com; post weekly sales and footfall statistics; and host regular street meetings and socials.

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

WE WILL:

- Host an annual conference to bring together and listen to all BID members and ensure their views are being represented
- Develop sub-groups of the BID Board around specific sectors, including Food and Beverage and Financial Services
- Look at improving the presence and engagement of the BID on social media, and encourage involvement from a wider community of members
- Work on specific campaigns aimed at staff and customers, following our very successful annual events plan

2018-23 BID: LET'S GET DOWN TO BUSINESS

WHAT IS A BID?

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

HOW IS IT FUNDED?

A BID is financed by a levy made on the basis of rateable value. Agreement to set up a BID is made on the basis of a ballot of all relevant businesses within the area.

THE MANCHESTER BID

The city's first BID launched in 2013 for a first term of five years. The BID company brings together almost 400 retail, food and other customer-facing businesses in the central shopping district spanning Deansgate, King Street, Cross Street, St Ann's Square, Market Street, New Cathedral Street and Manchester Arndale. The 2018-2023 BID, if passed, will operate across the same area, with slight expansions to pick up areas where businesses have set-up in the past five years.

GOVERNANCE

The Manchester BID is an independent not-for-profit, limited-by-guarantee company governed by a Board. The Board is made up of levy paying business champions and non-exec Directors from public sector stakeholders. Voting rights on decisions sit with the levy paying representatives and the Chair.

The current BID is managed by CityCo, and the Chief Exec and staff are responsible to the BID Board for the delivery of the Business Plan. As CityCo manages the company, and already has offices and systems, administration costs incurred by the BID company are among the lowest, percentage-wise, in the country. This ensures the vast majority (90%) of levy payments can be put towards the delivery of work. The levy is collected by Manchester City Council and operating agreements ensure the process is transparent.

The chair of the current BID is Jane Sharrocks, General Manager of Selfridges Exchange Square. The current retail directors are: Joanne Elliott, Store Manager, Marks & Spencer; Roger Khoryati, Managing Director, MCD Manchester Ltd (Franchisee); David Allinson, Centre Director, Manchester Arndale; Anne Latham, Store Manager, House of Fraser; Steve Mockl, General Manager, Boots and Mark Travis, Area Manager North, Bags ETC and Domo.

A new BID board will be appointed in April 2018. The intention is to have a main board with a number of sub-groups reporting to it, looking after specific areas of the business plan. Alongside these, sector groups will be created to cover Food and Beverage, Financial Services and other specific areas.

OVER TO YOU

This is your BID. As we go for a second term – which could bring an extra £6 million into our city – we're asking you to have your say on the future direction of Manchester's retail district.

The success of Manchester's BID is down to you, our members. We want to know what you think of our proposals, what you want to keep and what you want to change.

The final Business Plan will be published in October 2017, so make sure you have your say. You can email us at info@manchesterbid.com or call **0161 838 3250**.

2018-2023 BID LEVY

THE FINAL DECISION ON THE LEVY LEVEL WILL TAKE PLACE AFTER FURTHER CONSULTATION. WE DO NOT INTEND FOR THE LEVY TO BE MORE THAN 1.5% RV. WE WILL CONTINUE WITH A DISCOUNT FOR MANCHESTER ARNDALE BUSINESSES.

Phil Schulze
Manchester BID Manager
info@manchesterbid.com
0161 838 3250



**MANCHESTER
BID**

