



CityCo
2017-18 Annual Report
cityco.com





Shaping the City Centre

As a member of CityCo, you are part of Manchester's evolving story.

Manchester is the second most visited city in England and the third most visited UK destination by international visitors, attracting over 40 million shoppers every year. The past twelve months has seen more than £3 billion worth of major property developments come forward including Circle Square, St John's, Old Granada Studios, Mayfield, NOMA and Kampus.

We've also seen the city centre completion of the £1.5 billion Metrolink tram expansion with the opening of Exchange Square and St Peter's Square stops; and more than £1.85 billion is allocated to more transport improvements over the next five years.

The hotel sector is booming with 2,300 new rooms in the pipeline and £11 million of development is currently underway at Manchester Arndale: the UK's largest inner-city shopping centre.

Our focus is to support this growth by bringing together our members and public-sector partners to make the

city centre the most vibrant, interesting and attractive place it can be.

2017 was certainly a challenging year, as we responded to the tragic events of 22 May at Manchester Arena and helped to tackle the growing rough-sleeping crisis. But it was also productive, as we successfully steered Manchester's Business Improvement District (Manchester BID) towards renewal, achieving an overwhelming 77% vote in favour of continuing the project for another 5 years.

Thank you to all of our members and partners for your continued support.

Kate Vokes
CityCo Chair
Director of Culture
Bruntwood



Our Services

We pride ourselves on helping CityCo members do better business. Whether it is via sharing critical information, environmental, street or security assistance, our events or promotional opportunities, we are here to help the city work for you.

Our services, resources, news, stats and reports can always be found on cityco.com.

We deliver a core range of business services:

Operational Support

Training

City Intelligence

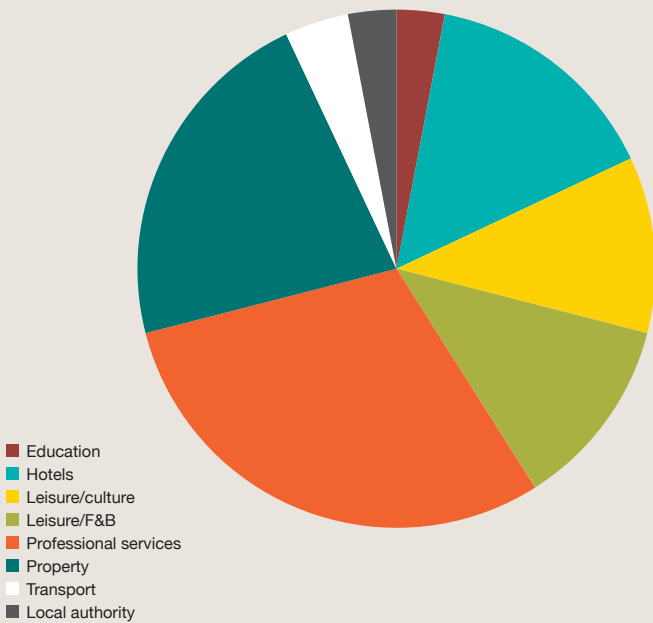
Corporate Events

Business Promotion

Our Network

As a member of CityCo you're in good company. We work with a leading group of over 1000 Manchester and Salford businesses including our membership network of 75 head offices, property firms, culture and leisure venues, professional services, hotels, education and transport organisations.

CityCo Membership



Our sister company the Manchester BID looks after a community of 400 retailers and our Business Crime Reduction Partnership (BCRP) services more than 350 shops and night-time venues. We also run a thriving professional PA Network with more than 600 members.

1000
Manchester and Salford businesses

600
PA Network Members

350
BCRP Members

Our Forums

CityCo runs a series of working forums that bring businesses together to resolve location-specific issues.

BCRP City Centre Intelligence Briefing
CityCo & Manchester BID Cleansing Committee
Manchester Arndale Tenants Security Meeting
Manchester BID Board
Manchester BID Sector Groups
(Events & Marketing, Operations, Large Stores, F&B, Jewellery, Financial Services)
Northern Quarter Small Business Forum
Petersfield Operations Group
Piccadilly Hoteliers Group
Salford Hoteliers Group
Tib Street Action Group

We also represent the needs of our business networks at a range of other city committees.

City Centre Licensing Multi-Agency Meeting
Manchester Chinatown Business Association
Manchester City Council Integrated Neighbourhood Meeting
Manchester Pub & Club Network
North West Crime Regional Crime Meeting
Transport for Greater Manchester Traffic and Transport Group
Village Action Forum
Village Business Licensing Association
Water Safety Partnership

2017 in Focus

Our key priorities were to support members, deliver the renewal of the Business Improvement District and to continue to promote the city centre as a place where great things happen.



Operational Support

We work on behalf of members and with our public sector partners to identify member needs, make recommendations, offer relevant support and develop action plans. We pride ourselves on connecting, advising and helping members find solutions to day-to-day and longer-term business issues.

We continued to look at better arrangements for a range of operational details such as commercial waste collection, recycling, street furniture, litter and cleansing. We brought the right people to the table to resolve neighbourhood issues together.

We also encouraged business community action in order to empower staff take to a positive environmental stance themselves; for example, by volunteering at our ‘clean-up’ days.

400
meetings with members



How we helped our members

We ran quarterly Piccadilly Hoteliers Groups to discuss developing regeneration schemes including Mayfield, Piccadilly Basin, Kampus and Circle Square

We brought together businesses to address concerns around Piccadilly Station Approach which led to the formation of an action group

We ran quarterly Petersfield Operations Groups to talk through development plans for the Great Northern Warehouse, AXIS and First Street

We helped a member to strengthen their evening economy security management

We ran bimonthly Northern Quarter Small Business Forums to debate localised environmental and crime issues and introduce the new Mackie Mayor market

We worked with Manchester City Council's compliance team to enforce the successful confiscation and prosecution of a number of illegal street traders

We set-up a Salford Hoteliers Group including The Lowry, Holiday Inn, Hotel Football, Marriott Victoria and Albert Hotel to discuss the impact of Ordsall Chord, Middlewood Locks and The Crescent Development Framework

We advised a member on how to manage anti-social behaviour outside their premises, reporting issues through the BCRP

We set-up a new City Centre Cleansing Committee chaired by Manchester Arndale and attended by Manchester City Council, Boots and Selfridges

We helped a member form an action plan to address complex place management issues

We set-up a new commercial waste removal system around King Street and St Ann's working with businesses including McDonalds, Jigsaw, Barbour and Barclays

We helped a business tackle rough sleeping around their venue

We ran Clean-Up drives around Piccadilly, Market Street and St Ann's attended by Greater Manchester Police, Biffa, Bruntwood, Manchester Arndale and McDonalds; with tasks including jet washing, cleaning furniture, litter picking, removing stickers and planting

We delivered a two day, in-house, Project Griffin Counter-Terrorism Awareness training course to reception, fire marshal, security and facilities management staff

We raised over 100 reports of damaged or broken bollards, leading to fixing or removal

We helped a member with traffic management updates related to rail development works

Major Incident Response

In the wake of the terrible explosion at Manchester Arena on 22 May 2017, CityCo put in place an urgent communications and operational support plan to assist members, keeping business reassured and advised during the days following the attack. On reports of the incident we monitored social media through the night, shared updates from trusted partners and had our BCRP radio systems running.

We ran a series of business briefings and a large session at Central Library attended by 200 businesses. We also instigated a set of email alerts to all of our networks outlining the status of events, updates on the investigation, the cordon and access, travel advice, missing person helplines and counter-terrorism resources. We then supported the roll-out of the city's 'I Love Manchester' fundraising campaign.



Counter-Terrorism Awareness

Following the devastating attack at the Arena, we offered Project Griffin security training to prepare businesses around how to prevent, handle and recover from a terrorist attack. In partnership with the North West Counter-Terrorism Awareness Unit and Greater Manchester Police we held a training session attended by 700 people and 200 businesses have since accessed the free courses.

Action on Rough-Sleeping

Rough-sleeping on the streets is one of the most urgent issues cities across the UK face and in response, CityCo was one of the founding partners of The Manchester Homelessness Partnership. The group is a collaboration of charities, local authorities, service providers, businesses and people with lived-experience of homelessness.

The Big Change MCR alternative-giving campaign was launched alongside Street Support; an app that signposts people to donate time, money or items in need. We shared the messaging, helped with the distribution of education materials and hosted more than 20 bespoke briefings that guided members around the complex nature of the problem.

Corporate Training

Our membership training programme offers a regular series of First Aid at Work, Defibrillator (Heart Safe), Fire and Water-Safety Awareness workshops in partnership with North West Ambulance Service, Greater Manchester Police and Greater Manchester Fire and Rescue. We coordinated five first aid sessions, training over 100 people and co-facilitated a number of other operational workshops.



Donations to Big Change go to better use.

Your money could get someone training for a job, or a deposit to move into a flat, or tickets to travel for interviews or to reach family out of town.

Big Change builds people's independence off the streets. And we stay in touch with those you help, so your donation works long-term.

Your kind donations have helped hundreds so far — thank you for our support.

It's not just about money. Big Change needs your time, skills and more.

Find out how to help at:

**BIG
CHANGE
MCR.
CO.UK**

Business Crime Reduction

CityCo's Business Crime Reduction Partnership (BCRP) of 350 members helps to create a safe and secure city for customers, staff and visitors by reporting and tackling crime; offering expert training, providing access to the city centre radio link and real-time intelligence.

We continued to support the work of Greater Manchester Police, Manchester and Salford Licensing Units and Anti-Social Behaviour teams to reduce crime through our offender management system with 3000 incidents recorded, generating 2200 individuals of interest, 255 exclusion notices served and 320 warning letters sent.

The BCRP also delivered over 50 business training sessions on reducing loss from theft, credit card fraud, counterfeit currency and conflict management.

255
exclusion notices issued

3000
incidents processed

50
business training sessions delivered





Representing Business Interests

As your constant champions, CityCo has an influential role in helping to lobby local authorities, transport organisations and other agencies. We keep your interests at forefront of a city that's always changing.

We represented members at a range of multi-agency partnership meetings such as weekly Integrated Neighbourhood committees with Manchester City Council, Greater Manchester Police and NCP; the Village Action Group, Water Safety Partnership, night-time economy forums, 22 May anniversary planning group and a number of others. We've represented members at more than 50 regular city meetings over the past twelve months.

50
*regular operational
action groups and
committees attended*

New Websites

Our CityCo.com and ManchesterBID.com websites were relaunched early in the year working with local agencies Instruct, Needle Insights and Oh Digital. The sites are a shop-window to our business services, event calendars and various resources.

We post scheduled road closures, press coverage, news and publish weekly and monthly footfall and sales statistics. The Manchester Development Map, in partnership with UrbInfo, is also a useful feature; a live map which plots all major property developments underway.

An online focus has also been to develop our presence on LinkedIn. Do follow the CityCo Manchester and Manchester BID pages, and the team, to connect and share our stories.



Membership Events

CityCo's networking events are an opportunity to meet, track city developments, share best practice and hear from inspiring speakers from across the UK. Our main set of events are CitySessions, often hosted by Guardian journalist Tony Naylor. We also run City Tours, an Annual Members Lunch, Property Dinner and The PA Network programme.

We looked how Manchester can prepare for anything and everything with a panel of top resilience experts; we discussed what keeps us working, moving and growing with place-makers from Civic Engineers, U+I and Vestre; we talked through Manchester's ambitions on global stage with Marketing Manchester, Manchester China Forum and Hotel Football; we heard from a motivational panel of foodies from Mowgli, Altrincham Market and Harvey Nichols and we got a sneak preview of The Corn Exchange's new Roomzz Hotel.

As part of our commitment to creating strong networks, we also hosted the UK's first Big City BID Conference attended by London, Leeds, Liverpool, Birmingham BIDs and many more.

We also set-up the Manchester F&B Network to bring together food and drinks operators. The group was launched at the Northern Bar and Restaurant Show and followed-up with briefings around Rough-Sleeping, Crime Prevention and Recruitment & Talent.

CitySessions

Panel debates on the hot topics that are affecting Manchester and Salford

CityTours

A chance to see behind-the-scenes of the latest property developments

Annual Members Lunch

An exclusive cross-sector networking opportunity

Annual Property Dinner

An opportunity for sector-led strategic discussions

The PA Network

An opportunity for members to showcase corporate hospitality to the city's top event-bookers

Manchester F&B Network

Bringing together food and drink operators



Manchester BID Renewal

A major focus was working with our 400 Business Improvement District retailers to ensure the renewal of the project. The Manchester BID was launched in 2013 with a clear vision and focused mission: to secure Manchester's status as the best city centre destination outside London.

The BID develops and markets public events to attract footfall; increases standards through operational and security support, increases the profile of the city through promotional partnerships and acts as a lobbying voice for retail.

Following a year-long consultation and engagement process, businesses went to ballot in December and the results were a resounding 77% in favour of continuing for another 5year term. With an expanded network, which now includes food and beverage operators, the 2018-2023 BID means an extra £6 million will be invested into the heart of the city.

77%
*vote in favour of the
2018-2023 BID*

£6million
*will be invested in the
heart of Manchester*

Event Highlights

We've had buildings turning green for Halloween, students on a Big Night Out, al fresco diners on King Street and 11,000 people trying to win a flight to Beijing for Chinese New Year. Our events for the Manchester BID have attracted hundreds of thousands of visitors to the city centre and secured millions of pounds worth of press coverage.



Chinese New Year

We've worked with Manchester City Council and the Federation of Chinese Associations of Manchester (FCAM) to celebrate Chinese New Year for the last four years. In 2017, we followed the year of the Horse, Ram and Monkey with a campaign for the Year of the Rooster designed by our artist collaborator, Stan Chow.

Over the festival weekend, contemporary culture and traditions came together in art, film, food and family activities. We hosted food markets, lion dancers and promotions across city shops including House of Fraser, Harvey Nichols and Selfridges. Manchester City Football Club hosted a fan zone and the Travelling Light Circus entertained the crowds.

Alongside our thousands of red lanterns and giant Golden Dragon, we were also proud to welcome The Lanterns of the Terracotta Warriors to Manchester. 40 brightly coloured, lit-up replicas of the famous army stood in formation in Exchange Square.

£1.6m
*worth of press and
marketing coverage*

Footfall up
+19%
(2017 vs 2016 event weekends)



Halloween In The City

The fastest growing date in the retail calendar is Halloween, and since 2016 we have coordinated a city-wide celebration of all things spooky to attract visitors into Manchester.

We positioned Bristol artist Filthy Luker's enormous tentacled monster on the roof of House of Fraser, hosted a Haunted Maze complete with creepy creatures in St Ann's Square and staged a scary 'Trick or Treat' trail around the shopping district. The BID's retail community got in the spirit by dressing-up and iconic city buildings including the Town Hall, National Football Museum and Manchester Central glowed green.

£1.5m
worth of press and
marketing coverage

Footfall up
+10%
year on year

+40%
increase in sales over
Halloween weekend



Promoting The City

Tourism generates £7.5billion to the Manchester economy and through our work for the Business Improvement District we partner with Marketing Manchester's activities across the UK and overseas to promote our events and our city.

Alongside digital and outdoor marketing to bring people to Chinese New Year, Halloween and The King Street Festival, we also supported multi-channel campaigns with Visit Britain, Manchester Airport and airlines Virgin Atlantic, Hainan Airlines and Thomas Cook.

We helped with press familiarisation trips to host national and overseas journalists and tax-free campaigns including Tax-Free Shopping Guides in Mandarin and Arabic. And we partnered with the city's leisure marketing campaigns around Christmas, summer and other peaks times; encouraging people to take short breaks and day trips to Manchester.

CityCo also supported the first #WorkerBeeWeekender: now an annual fixture. The social media and PR campaign welcomed 90 journalists from around the world to enjoy guided tours and VIP itineraries, personal shopping, showcases, special menus and hospitality. The media coverage exceeded expectations. The hashtag had 10 million impressions – more than 250,000 people actively engaging with inspiring content about Manchester.

Tourism generates
£7.5b
to the Manchester economy

Historic Manchester Walking Guide

To coincide with our 2017 King Street Festival we published a new guide for Manchester city centre working with tour guide and Manchester Confidential Editor, Jonathan Schofield. The book took visitors on a walk from Spring Gardens to Chetham's and hand-picked buildings, shops and restaurants along the way with a story to tell.



Cottonmouth MCR Podcasts

CottonmouthMCR podcasts are our new way to showcase fascinating city stories and personalities and provide background on crucial city issues. Hosted by CityCo Chief Exec Vaughan Allen they are also an opportunity to share our members' contribution to city life.

Since launch in 2017, 30+ episodes have covered an eclectic mix of topics including Mobike and Mayfield; the Museum of Science and Industry, People's History Museum and HOME and the history of Afflecks, the Northern Quarter, Royal Exchange Theatre and King Street.

We've also chatted about the importance of trees and the rise of Manchester's craft brewery scene; alongside more challenging subjects of how we, as a city, are tackling rough-sleeping and the rise of the street drug Spice.

2017/18 CityCo Finances

Total Income



Total Income £747,870

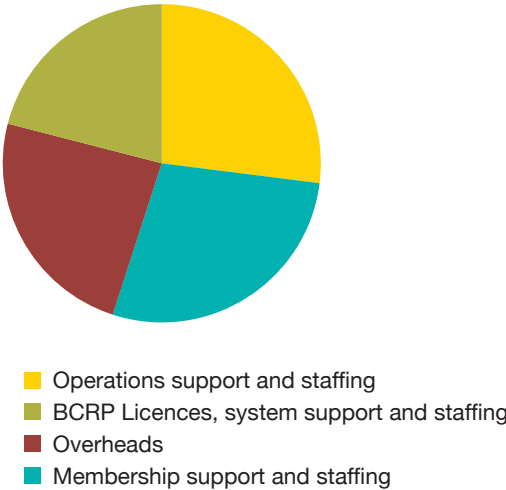
Member Contributions
£315,081 – 42%

Manchester City Council Contributions
£234,000 – 31%

Earned Income
£68,652 – 9%

BCRP Member Contributions
£130,138 – 17%

Total Costs



Total Costs £741,292

Operations support and staffing
£206,203 – 27.82%

BCRP licences, system support, staffing
£157,343 – 21.23%

Overheads
£180,372 – 24.33%

Membership support and staffing
£197,374 – 26.63%

CityCo Board

Chair

Kate Vokes
Director of Culture, Bruntwood

Deputy Chair

Councillor Pat Karney
Manchester City Council

Directors

David Allinson
General Manager, Manchester Arndale
Paul Dennett
Mayor of Salford, Salford City Council
Sir Richard Leese
Leader, Manchester City Council
Richard Lewis
Property Director, Town Centre Securities PLC
Jeremy Roberts
Director, Living Ventures
Sara Todd
Deputy Chief Executive, Growth & Neighbourhoods, Manchester City Council
Jim Taylor (Alternate Director)
Salford City Director, Salford City Council

Talk to us

CityCo staff work across six teams: Operational Services, Business Crime, Membership Services, Marketing, Manchester BID and Finance. We're here to help, so do get in touch and make sure you're making the most of your CityCo membership.

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