

Manchester's Business Improvement District



Summer in the City

The sun has shone and we've enjoyed a whole series of events in the heart of Manchester this season. The streets have come alive to the glorious sights and sounds of Manchester Jazz Festival, Manchester Day and The King Street Festival. Manchester International Festival has again put our city on the world cultural map and we've hosted the fantastic Cricket World Cup. Pride Weekend, The Ashes and Tour of Britain are now just around the corner.

Your store, restaurant or venue is part of Manchester's Business Improvement District (BID); a consortium of 400 leading brands helping to make Manchester such a thriving destination.

The BID was set up in 2013 and we're already mid-way through the first year of our second term (2018-2023). It's been a busy start. The BID is focused on bringing retailers together, increasing footfall through events and increasing standards through operational and security services.

The BID is managed by CityCo from Lloyds House on the corner of Albert Square. Do drop in if you have any questions or want to know more about how to get involved in BID initiatives. You can also have a chat with one of the BID's friendly City Hosts who patrol the area daily.



Manchester BID & CityCo | Top Floor, Lloyds House, 22 Lloyd Street, M2 5WA

manchesterbid.com | [@manchesterBID](https://www.instagram.com/manchesterBID) | [Manchester BID](https://www.facebook.com/ManchesterBID) | [@CityCoManchesterBID](https://www.twitter.com/CityCoManchesterBID)

Manchester BID Events

Manchester BID's public events are programmed on your behalf to create vibrant and interesting experiences that attract more visitors to the city centre. From an initial two events at the start of the BID in 2013, the calendar has grown to five in 2019, plus three major event collaborations.

The events aim to bring people into Manchester to enjoy all it has to offer and they allow you as BID businesses to come together, benefit from the extra custom and publicity and to celebrate Manchester as a place where great things happen.



2019 Spring/Summer Highlights



The King Street Festival

June. The King Street area was truly transformed for the fourth year to celebrate the past, present and future of Manchester's heritage shopping and dining destination and encourage future visits.

The Manchester Flower Show is staged as part of the festival, and brought stunning show gardens to Upper King Street and it was beautiful to see the floral makeovers of shop entrances and windows such as DKNY, Grand Pacific, Rosso and Jones & Co. With blooming bike displays, green installations and themed stalls, we were delighted to welcome The RHS to judge the entries and Kuoni on King Street as travel sponsor.

Footfall: +65% v LY non-event weekend (+20,000 people)

Press: 60 pieces of coverage, £242,000 Advertising Value Equivalent (AVE)



MCR Student Social

May. Staged especially for Manchester's 100,000 student population, the ultimate retail night returned in partnership with Manchester Arndale.

Thousands of happy shoppers flooded to town to enjoy discounts, in-store experiences and live entertainment, plus games and giveaways on Market Street from the likes of Greggs, The Printworks, Barburrito, PureGym, Virgin Money Lounge, Sam's Chop House, O2 and Flip Out Manchester.

4-9pm Footfall: +7.7% V LY at Manchester Arndale

Press: 18 pieces of coverage, £34,800 Advertising Value Equivalent (AVE)



Coming Up



MCR Student Social

September. Manchester's flagship shopping night returns with 150 offers across Arndale and BID stores. There is still chance to plan how your business will attract new Manchester and Salford freshers into store. Think big, think fun. It's proven that more activity means more return.

On Market Street, the BID team will be staging pop-ups from event sponsors TOTUM, alongside Greggs, Debenhams, Barclays, Sam's Chop House, B-Works, Flight Club, Pizza Express, The Printworks, Canal & River Trust, The Lowry and Lloyds.

mcrstudentsocial.com

@ManArndale #mcrstudentsocial

This summer the BID has also partnered with Manchester Jazz Festival, Greater Manchester Fringe Festival and Manchester Pride. We have supported these wonderful events with music staging in the heart of the BID in St Ann's Square and New Cathedral Street, developed promotional web portals on visitmanchester.com, assisted with street and window dressing and circulated volunteering and fundraising opportunities.

Thank you to all who have taken part or are gearing up for Pride Weekend later in August.



Halloween in the City

October. The BID's super-sized Halloween festival will welcome our Manchester Monsters back to the city's famous rooftops. It is a family friendly event, staged during half-term and also encourages early Christmas shoppers. The festival has annually clocked-up thousands of visitors and millions of pounds worth of PR and advertising value for Manchester.

This year will see more street spectacles too. Watch out for a Deadly Maze in St Ann's Square, The Strolling Bones skeleton parade, giant Trick or Treat Trail, CBeebies Tent and a chance for families to meet Julia Donaldson's iconic characters from children's classics Zog and Room on the Broom.

Talk to your City Hosts about how your business is going to capitalise on this lucrative time of year and we'll include details in the regional promotional campaign.

halloweenMCR.com @/HalloweenMCR



Coming Up



Autumn/Winter Corporate & Networking Events

First Thursdays - TfGM Transport and Road Works Briefing: 5 September

NOMA Neighbourhood Tour: 12 September

The PA Network: The Lowry Hotel: 9 October

The PA Network - Molton Brown Christmas Shopping Event: 11 December

The PA Network - MacDonald Manchester Hotel & Spa: 26 February

Run by BID management company CityCo. BID members are welcome to attend FOC. Go to manchesterbid.com to register.

Christmas

December. It's a while away yet, but we know BID retailers like to plan around the city's Christmas celebrations well in advance. Although renovation works continue at the Town Hall, Manchester's Christmas Markets will return to Albert Square. The stalls will open to the public on Friday 8 November. Following Christmas 2019, the space will then be out-of-action until 2023.

A refreshed Christmas Lighting scheme will feature some new light attractions across the city and the Manchester Ice Rink will be positioned in Cathedral Gardens as usual.

Full set-up plans, timings and details will be posted to manchesterbid.com and Tweeted from [@manchesterBID](https://twitter.com/manchesterBID) as confirmed by Manchester City Council.



First Aid at Work Training

13 September

20 September

27 September

25 October

8 November

6 December

Accredited training run by First Aid for All, at the BID's Lloyd Street office. All members are welcome to attend. Discounted rates. Go to manchesterbid.com to register.

Tourism Marketing

Manchester is the third most visited destination in the UK with tourism generating £8.4 million for the city economy. The BID has an ongoing partnership with Marketing Manchester to ensure the centre of our city remains a must-visit destination.

Recent projects have seen BID retailers and restaurants featured in a Visit Britain supported marketing campaign aimed at the ex-pat community in Dubai and in a dynamic film shown to millions around the globe during the Cricket World Cup.

Working together, we have also launched a new 'Jewellery Quarter' section on visitmanchester.com to showcase the St Ann's and King Street area incorporating high quality photography and video. The city's tourism website receives over 1 million hits per month.

BID events Chinese New Year, Halloween in the City and The King Street Festival, and partnerships with Manchester Jazz Festival and Greater Manchester Fringe, have also all been promoted via microsites and targeted digital campaigns run by Marketing Manchester. Our tourism partnership ensures BID activities are shared with new and returning customers far and wide.



Chinese New Year

185,000 page views to visitmanchester.com/chinesenewyear

174,750 social media impressions

52,000 campaign clicks from paid advertising

16,000 emails to target audiences

The King Street Festival

66,313 page views to visitmanchester.com/kingstreetfestival

128,608 social media impressions

33,500 campaign clicks from paid advertising

16,000 emails to target audiences

676 competition entries



2019 Mystery Shopping Awards

The BID’s annual Mystery Shopping exercise took place in May with the winners crowned at a celebratory breakfast at the Royal Exchange.

It was another exceptional year. BID retailers and restaurants achieved an average score of 83%, making Manchester one of the top UK locations assessed by national market research company, Storecheckers. 320 businesses across 13 categories took part, with 134 stores and restaurants receiving scores of over 90%. 30 of these scored a perfect 100%. Many congratulations to all.

2019 Winners

- Banking: Nationwide
- Dining: YO! Sushi
- Multi Gender Fashion: Fjallraven
- Multi Gender Fashion - Large Stores: Adidas
- Footwear: Russell & Bromley
- Single Gender Fashion - Men: G Star RAW
- Single Gender Fashion - Women: Bravissimo
- Health & Beauty: Rush Hair & Beauty
- Home & Lifestyle: Castle Art Gallery
- Technology: Apple
- Advised Customer Service: Kuoni Travel
- Food & Beverage: Market Street Café Nero
- Jewellery: Arthur Kay & Bro Jewellers

Your City Hosts

Your team of friendly tourist information advisors are out and about 363 days a year, welcoming thousands of people to our city and providing directions, tips and the best places to shop, eat and visit.

The team also acts as the eyes and ears of the BID on the streets and are your first point of contact with Lloyds House HQ. Do say hello and talk about how your teams can get involved in the BID’s next public events. Coming up: Manchester Pride, MCR Student Social and Halloween in the City.

Meet the Team

- Jason Cummings - St Ann’s Square, Cross Street
- Phil Dale - King Street
- Louise Jefferson - Market Street
- Aneek Mill - Manchester Arndale
- Nicholas Mainka - Manchester Arndale
- Mark Wilkes - Site Manager and New Cathedral Street



Stay up to Date

You can always find information about the BID – what we do for our members, the board and team, the district map, initiatives and footfall stats on the website. You can follow the social channels too.



Your BID Website

Bookmark manchesterbid.com as your go-to resource:

- Find information about the BID’s full range of Business Services to ensure your company is benefitting
- See at a glance the BID’s weekly and monthly Footfall and Sales Index
- Learns about the BID’s success so far: in numbers, news, reports and photos
- Read the 2018/19 Annual Report
- Browse the major city centre events calendar so you can plan for increased visitor numbers
- Sign-up for training sessions, corporate events and networking opportunities
- Be alerted to major city centre road closures
- Get to know key staff and contact the right person to help you

Twitter

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

LinkedIn

in Manchester BID
Follow the page for weekly and monthly footfall and sales trends, city news and event posts.

Instagram

CityCoManchesterBID
Follow for showcases of the BID’s public festivals, corporate events and photos of the Manchester we love.

YouTube

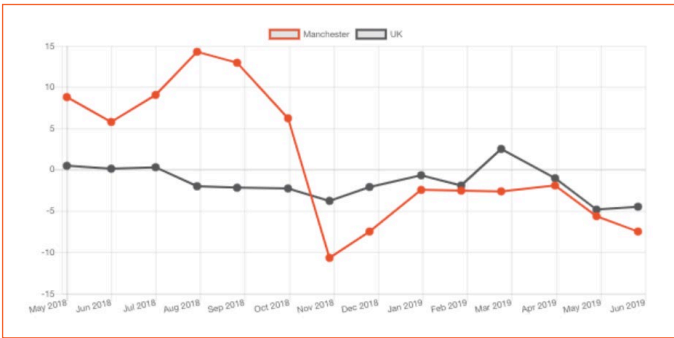
ManchesterBID
Catch up on the BID’s street events in full glory – including Chinese New Year, Halloween in the City, The King Street Festival and student shopping nights.

Footfall and Sales Index

Weekly and monthly footfall and sales information is available on manchesterbid.com and posted to the BID’s LinkedIn page.

The stats track trends in the city centre shopping district based on four cameras located on Market Street, Exchange Square, St Ann’s Square and King Street. The data is collected by Springboard UK.

Check the latest reports at manchesterbid.com



Event & Meeting Spaces for hire

As a member of Manchester BID you are invited to join management company CityCo's business briefings, workshops and events in our Lloyd Street office.

We regularly hold the BID Board, Finance Committee, Major Stores Group, Operations Group and Events Group in the spaces too.

The main event room overlooks Manchester Town Hall and can also be hired for your staff meetings, presentations and company away-days. We've already been delighted to welcome Head Office teams from BID businesses, M&S and McDonalds.

Rooms for hire:

- The Shipping Office is a large impressive room for up to 80 guests, overlooking Manchester Town Hall. Prices from £475 for half a day
- The Cotton Room is an airy board room for up to 14 guests. Prices from £50/hr
- The Sorting Room is a lovely meeting room for up to 12 guests. Price from £50/hr

10% discounts for BID retailers and restaurants. Talk to us about your needs and arrangements, bespoke requests and special rates.

Top Floor, Lloyds House, 22 Lloyd Street, M2 5WA
cityco.com/roomhire
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ORIGINAL
HERITAGE
FEATURES

A UNIQUE
MANCUNIAN
VENUE

