

**MINUTES OF THE MEETING OF THE BID BOARD HELD ON
TUESDAY 1 MAY 2018**

Present: Jane Sharrocks (Chair), Selfridges (JS); David Allinson (DA), Manchester Arndale; Zoe Averianov (ZA), Tag Heuer; Steve Howell (SH), Gap; Iain Mackenzie (IM), Harvey Nichols; Maggie Neville (MN), Boots; Paul Roden (PR), Grafene; Sheona Southern (SS), Marketing Manchester

Also Present: Vaughan Allen, Chief Exec, CityCo (VA), Siobhan McGoff, Senior Marketing Executive, CityCo (SM), Phil Schulze, BID Manager, CityCo (PS).

Apologies: Paul Hales, Costa; Roger Khoryati, McDonalds; Roger Ward, Victorian Chop House Company; Fiona Worrall, Manchester City Council

1. Welcome and apologies

JS welcomed the new BID Board members and attendees introduced themselves.

2. New BID Term. BID Governance and Commination

2.1 Formal ratification of the new Board

JS confirmed that the following Directors of the previous BID board had resigned: Jo, Elliot, M&S; Anne Latham, House of Fraser; and Mark Travis, Bags Etc. JS mentioned that all had been thanked for their contributions at the February 2018 board meeting, which served as the final meeting of the previous BID board.

The following list of new Board members for the new 2018-2023 BID term was confirmed by JS and signed off.

Action: PS explained that the Banking Sub-Group had held an initial meeting already, and that he expected one of the levy payers to volunteer to lead the group and therefore join the board by the next meeting

Chair of the Board

Jane Sharrocks, General Manager, Selfridges Exchange Square

Board Directors

David Allinson, Centre Director, Manchester Arndale

Zoe Averianov, Store Manager, TAG Heuer, Chair: Jewellery Group

Paul Hales, Area Manager, Costa Coffee, Chair: Finance Committee

Steve Howell, Store Manager, GAP, Chair: Operations Group

Roger Khoryati, Franchisee, McDonalds

Iain McKenzie, Store Director, Harvey Nichols, Chair: Large Stores Group

Margaret Neville, General Manager, Boots

Paul Roden, Proprietor, Grafene, Chair: Food & Beverage Group

Roger Ward, Proprietor, Victorian Chop House Company, Chair: Events & Marketing Group

Associate Directors

Sheona Southern, Managing Director, Marketing Manchester
Fiona Worrall, Director of Neighbourhoods, Manchester City Council

2.2 Directors 'Away Day' and BID Sub-Group Meetings

PH invited BID Board Directors to a Board away-day in June, where members of the Finance Committee will also join to explore the role of levy payers as Board members, and further develop understanding of the BID Business Plan.

2.3 BID Principle Contracts

PH presented to the Board existing contracts which were signed off by the Finance Committee and continue for the new BID term:

- **The Welcome People:** x6 City Hosts Ambassadors (welcoming visitors and communicating with levy payers)
- **Springboard:** footfall and sales reporting
- **Echo PR:** BID event PR
- **Marketing Manchester:** partnership to promote and support BID priorities and BID events
- **CityCo:** management contract
- **Manchester City Council:** BID levy collection and reporting
- **Bruntwood:** office space

3. Business Plan Updates

3.1 Q4 Performance Summary

Sales & Footfall Data

Annual Percentage Changes (rolling 13 weeks)



Reports indicated that trading has continued to be challenging at both national and local levels as the 'winter' quarter has progressed. Footfall and sales were particularly affected by the weather during February & March, especially the 'Beast from the East' during the last week in February.

Board members discussed the increasing importance of the perception of the city, especially regarding operational issues such as cleaning, rough sleeping and homelessness

SS informed the group that Marketing Manchester, in partnership with CityCo, Manchester City Council and Transport for Greater Manchester (TfGM) will be funding the Visitor Survey this year, results will be shared with the board and relevant sub groups.

3.2 Mystery Shopping, King Street Festival and Bee in the City Planning

2018 BID Event Dates

MCR Student Social: Thursday 26 April 2018

King Street Festival: Saturday 2 – Sunday 3 June 2018

Bee in the City Weekender: Saturday 28 – Sunday 29 July 2018

MCR Student Social: Tuesday 25 September 2018

Halloween in the City: Saturday 27 – Sunday 28 October 2018

Chinese New Year: event dates TBC (CNY 5 February 2019)

Planning for the King Street Festival is well advanced, as well as on street entertainment, alfresco dining, exclusive shopping events, new for 2018 is **The Manchester Flower Show**, which dates back to the 1950s and returns after a 15-year hiatus, **The Conversation Stage** and an increased focus on food given the exciting concentration of restaurants in the King Street heritage area.

The '**Bee in the City Weekender**' is a new summer activity for this year and will see a series of bee themed street activities such as music, demonstrations and a market, to support the start of the 'Bee in the City' sculpture trail across the city, with a 'hub' centred on New Cathedral Street.

The BID is once again working with renowned market research company Storecheckers to offer a free **Mystery Shopping** service to BID members. Visits will take place during May with finalists (levy payers scoring more than 90%) invited to an Awards Breakfast on 21 June. 13 category 'best of the best' winners will be announced on the day with prizes being provided by CityCo partners, plus materials for window displays

3.3 Christmas Markets

The BID is working closely with Manchester City Council to support improvements to the Christmas Markets. In the short term this is focusing on operational aspects of the markets and their installation in 2018.

For the longer-term markets strategy JS is meeting Sir Richard Leese to discuss later in May – this includes an offer from the BID of co-funding a consultant to review.

Action: Progress on this will be reported back at the next board

3.4 May 22nd Commemorations

CityCo and Manchester BID have been working closely with Manchester City Council to support and communicate activity for the 22 May Commemorations, including coordinating volunteers for the 'Trees of Hope' trail and encouraging members to spring clean around their business ahead of the date.

3.5 Planning further support for rough sleeping, begging & cleaning

CityCo and Manchester BID continue to support MCC in regards to the city's issue of rough sleeping. All Board members were able to share their own experiences and challenges, plus agreed on the need to help lead on business participation on any projects that help.

It was agreed that in partnership with MCC, CityCo and the BID will develop and communicate best practice, advice and a rough sleeping toolkit to help to further educate members, their staff and the general public. This will be progressed as the new Operations sub-group forms

3.6 TfGM Wayfinding – project update letter and plans

As part of the wider Greater Manchester Transport Strategy 2040, TfGM is developing the next generation of way-finding, which will be piloted in Manchester city centre.

37 free standing pedestrian signs will be located across Manchester city centre between Piccadilly and Victoria stations, including Shudehill, Piccadilly Gardens and Manchester Arndale. The locations were chosen due to the high footfall in these areas. These were welcomed by members of the board as all aware that this had been a long term project

CityCo will continue to host regular transport update meetings for key businesses across the city. IM also attends these meetings so will help represent the BID

4. A.O.B

VA informed the group that CityCo and Manchester BID have been working to ensure both companies become GDPR compliant, ahead of the new legislation which comes in later in May. GDPR liability sits with VA as Chief Exec. And all necessary steps and advice have been taken, including staff training, ahead of the deadline