

MINUTES OF THE MEETING OF THE BID BOARD HELD ON WEDNESDAY 11 JULY 2018

- Present:** Jane Sharrocks (Chair), Selfridges (JS); Zoe Averianov (ZA), Tag Heuer; Matthew Bennett (MB), Manchester City Council; Paul Hales (PH), Costa Coffee; Roger Khoryati (RK), McDonalds; Iain Mackenzie (IM) Harvey Nichols; Maggie Neville (MN), Boots; Paul Roden (PR), Grafene; Roger Ward (RW), Victorian Chop House Company.
- Also Present:** Vaughan Allen, Chief Exec, CityCo (VA), Siobhan McGoff, Senior Marketing Executive, CityCo (SM), Phil Schulze, BID Manager, CityCo (PS).
- Apologies:** David Allinson, Manchester Arndale; Richard Forster, Lloyds Bank; Sheona Southern, Marketing Manchester; Fiona Worrall, Manchester City Council.
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1. Welcome and apologies

JS welcomed the new BID Board members and attendees introduced themselves. JS reminded the BID Board of the five key aims of the BID:

- 1. Help to attract footfall in 'dip' retail periods through a programme of public festivals and events*
- 2. Increase environment and trading standards through operational and security support*
- 3. Increase the profile of the city through promotional partnerships, campaigns and positive PR*
- 4. Act as lobbying voice for levy payers with city authorities including Manchester City Council, Transport for Greater Manchester and Greater Manchester Police*
- 5. Increase communication and co-working across the retail and restaurant community*

2. Approval of Minutes from May 2018 Meeting

The Board signed off the minutes from May Board meeting.

3. Performance Summary

3.1 Mystery Shopping & King Street Festival Feedback

PS presented to the board about the recent Mystery Shopping Awards and King Street Festival:

King Street Festival, 2 – 3 June 2018

- +50,000 Visitors (+16% v LY) +20,000 Additional Visitors (+65% Footfall v Non-Event Weekend)
- £237,000 Press Value. £50,000 Marketing Campaign Value
- 1,407,487 Facebook & Twitter Reach

The BID team received the Association of Town Centre Management (ATCM) runner up award for The King Street marketing campaign, beating almost 50 entries from across the UK. On behalf of the board, JS congratulated the BID team on again growing the impact of this event despite its limited budget

Watch the King Street Festival video [here](#) and view event pictures [here](#).

Mystery Shopping Awards 21st June 2018

- 330 Participating Businesses. 13 Award Categories
- +90% Scored by 130 Businesses. 100% Scored by 30 Businesses
- 100 Attendees at Winners Breakfast, from 75 Companies
- 85% Average Score

View Mystery Shopping Awards pictures [here](#).

The board noted the success of this event in engaging with a broad cross section of levy payers.

Action Going Forward: JS suggested BID look into the option of hiring a professional host for Mystery Shopping Awards for 2019 due to the large scale of this very popular event.

3.2 Performance Summary for Q1 (April – June)

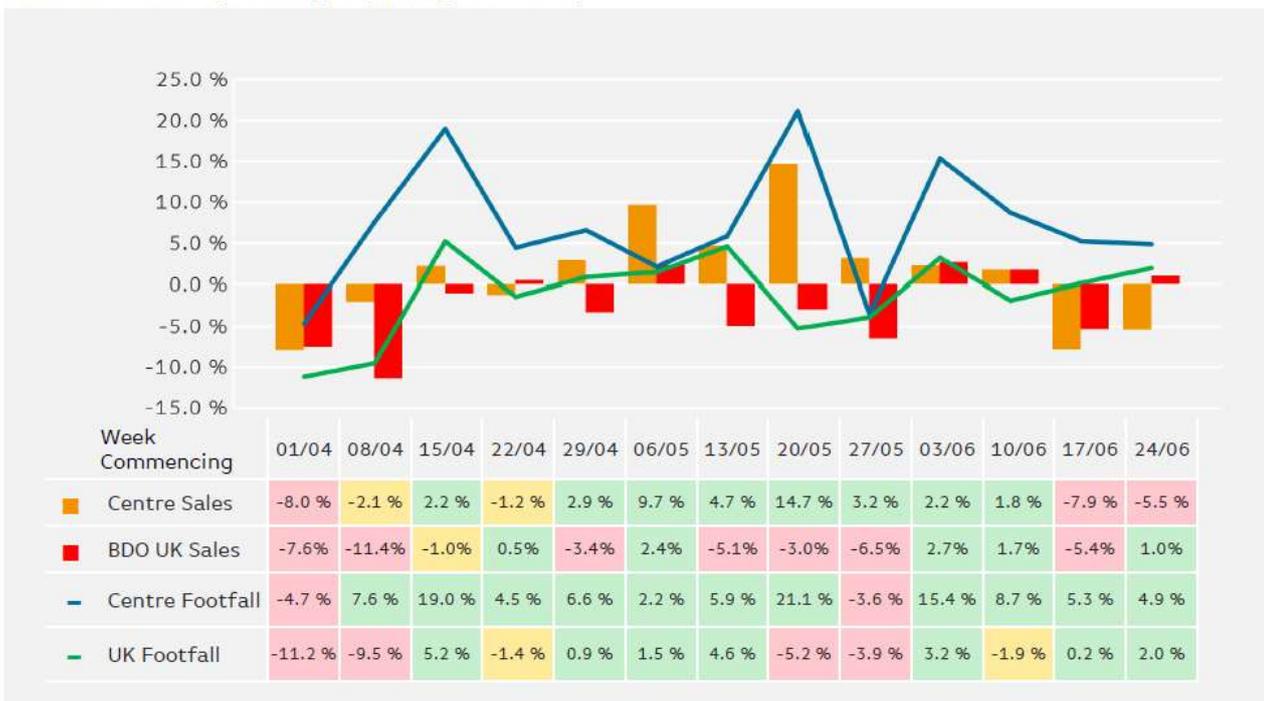
PS ran through Q1 summary distributed ahead of the meeting.

- BID business vacancy rates remained relatively low, especially in comparison to many other principal cities across the UK. The ongoing development of the Royal Exchange building and its tenant businesses was noted, as was the continued investment in Manchester Arndale, and by the retail banks in the city centre. However the overall outlook remains cautious and many of the board noted the challenging trading reports at a national level for many of the BID's stores and restaurants
- Following an action from the last BID Board meeting, the report included an overview of footfall by time of day over the last year. Several Board members agreed with the figures which suggested that the footfall growth is largely coming later in the day. Also all the board agreed that footfall is only one of a number of broad measures, as the main challenge for retail and hospitality remains *converting* any additional footfall into actual sales – particularly with the rapid growth of online shopping and food delivery.
- There was some discussion about encouraging more retailers to open late but it was also recognised that the many of the BID district stores are already open until 7pm or 8pm e.g. in Manchester Arndale. It was also noted that any BID campaign to alter trading hours beyond Christmas changes will be difficult to co-ordinate and challenging for stores – as potentially increasing costs when trading conditions remain very difficult. IM suggested potentially analysing specific areas such as New Cathedral Street or King Street

Actions Going Forward:

- PS discuss Christmas opening hours/lobbying at monthly Big Stores Group meeting
- PS to look at King Street / New Cathedral Street analysis for distribution at end of 2018 calendar year, to allow retailers to review in Q4 2019 ahead of any changes

Annual Percentage Changes (rolling 13 weeks)



BID Sub/Sector Groups – Business Plan Updates

3.2 Executive Finance Committee

Chair: Paul Hales, Area Manager, Costa Coffee. Update:

- 75% of levy bills currently paid = £890,000
- £4,000 signed off for an additional footfall camera for St Ann's Square. Welcomed by the board
- £105,000 operational support already agreed in business plan & committee had further agreed BID's suggested allocation of this, principally between staffing support & street cleaning
- Funding for new member of BID events team agreed. Events on budget so far
- Closing bank balance in June: £500,000

Actions Going Forward:

- Investigate if there is any useful data between banks and major luxury retailers (tax free) around August/September international student intake
- Plan and launch targeted cleaning programme via the BID & Ops Group.
- Update on sponsorship approaches (e.g. Halloween) at next meeting

3.3 Marketing, Events and Communications Group

Chair: Roger Ward, Proprietor, Victorian Chop House Company. Update:

- RW shared the terms of reference and his vision for the Marketing, Events and Communications Group which had met around two themes:
 - (1) BID events for 2018-2019. The group will continue to help plan & review existing events with BID team, & develop potential new 2019-2020 partnerships and activity
 - (2) Also discussing potential 'blue sky' ideas for longer term, considering future involvement and partnerships with other stakeholders in the city and further afield. With additional focus on food sector and the summer 'dip' period as key considerations

Actions Going Forward:

- PS to share MM tourism presentation with group & other forums e.g. luxury retailers, major stores
- Attendees agreed to meet regularly. Roger to work with BID (Phil, Nelson & Laura) to summarise this year's events & any additions or changes for 2019-20 (World Cup cricket?).
- Continue to discuss & develop initial ideas for longer term e.g. summer music festival; football museum and club links; Fringe festival alongside MIF; food taste or restaurant week. Aiming to meet some other 'enablers' from other cities who have shown how to go major new events on top of existing programme e.g. London marathon, Tour de Yorkshire.

3.4 Operations Group

Chair: John McEwan, Store Manager, Primark. Update:

- JM advised that the Operations Group had mostly discussed different approaches to improving the deteriorating nature of city centre 'environment' as this could seriously impact the perception of the city and economic performance.
- Group members included levy payers, MCC and GMP, and all were aware of the many complex challenges often arising from rough sleeping and homelessness. JM updated the board that levy payers were grateful for the supportive partnership work of CityCo, MCC & GMP in addressing this. However, discussions had been about how, alongside homelessness, there are a multitude of other issues from 'low level' street hawkers and begging, through to serious drug related issues, aggressive beggars & instances of anti-social behaviour. Together all these factors are contributing to a city centre experience that does not match everyone's aspirations, and an urgent need for all parties who can help to address this
- JM also described the headline Operations steps already being taken via the BID:
 - BID staff and Hosts supporting businesses e.g. Tib Street multi-agency focus around Debenhams with MCC & GMP. Ongoing reporting work of City Hosts to report to MCC
 - Some aspects of new cleaning programme have started e.g. Monday morning litter picking and weekly jet wash of cleaning collection points. 'Deep clean' options being considered

- Direct Funding of 'Street Support' in place
- MCC announced that work on Exchange Square fountains will now take place after Christmas following discussions with BID and CityCo partners
- Group agreed that need a communications pack about the forthcoming August 2018 year-long roadworks around the southern gateways (MSIRR)

Many of the BID Board also expressed their concern about the worsening issues in the city and the impact on staff and customers. E.g. RW described how drug paraphernalia & 'sharps' are found regularly in business doorways. MN, RK & ZA described how many stores are seeing the same people seemingly 'entrenched' and refusing support outside their premises

Actions Going Forward:

- As Chair, JS requested that CityCo urgently write to MCC on behalf of the board, requesting guidance and actions being taken on the main areas of concern discussed in the meeting. Any subsequent work-streams to be included at the next Operations Group Meeting and a further MCC update should be planned for the next board meeting
- Following response to Board letter and any subsequent meetings with MCC, GMP and others BID & Operations Group will investigate production of an updated information pack and / or an annual event to help educate businesses on approaches to rough sleeping and homelessness. Also look to guide levy payers on best practice for general operational reporting to MCC.
- BID to update levy payers on MCC & Keep Britain Tidy partnership campaign materials when available
- Plan structured 'deep clean' street washing programme around BID district

3.5 Major Stores Group

Chair: Iain Mackenzie, Store Director, Harvey Nichols. Update:

- Group continues to meet monthly, with invites extended to 25 largest levy payers (and employers) in the BID. Attendees informally share performance trends on footfall /sales for BID
- Useful conduit for 'testing' ideas for work with partners such as MCC. E.g. the group suggested the self-clean around the bomb commemorations and provided volunteers
- Supportive of the joint study between MCC and BID on future proposition of Christmas Markets
- Iain also attends the CityCo Transport Group so able to feedback issues from the major stores

Actions Going Forward:

- Supporting communication pack/ briefing around MSIRR major roadworks as of major concern
- Continuing to participate on future BID events where possible
- Selected retailers working with BID on supportive projects and volunteering for Big Change MCR & Street Support
- Continued discussion of footfall and sales will discuss Christmas trading hours. Next meeting will also cover the property development map for the city

3.6 Jewellery Group

Chair: Zoe Averianov, Store Manager, Tag Heuer Boutique. Update:

- ZA described that selected attendees from key stores met recently for this new sector group within the BID and agreed general terms of reference. Discussion was around scale of Manchester's many jewellery businesses and concentration of brands is not marketed collectively. Potential opportunity for both BID commercial or marketing campaigns to help sector either directly, through events and/or via increasing relationships with Marketing Manchester
- For some the businesses on King St and St Ann's Square was some concern that the Christmas Markets were not appropriate for their clientele. BID explained current work with MCC to consider the future. Similar debate about King St Festival and desire to make bigger for next year.
- Discussion around empty shop fronts (King St, St Ann's Square) and are there any interim fixes, window covers, pop ups etc.

Actions Going Forward:

- Jewellers agreed to consider how they might be able to get more directly involved with the King Street Festival once information becomes available in the autumn
- BID will continue to represent views on markets with MCC, especially any possibility to 'spread out' the number of stalls on King Street
- BID to continue discussions with GMP and police on security and feedback to group. Concerns around beggars outside stores and how to make the heritage area less accessible for car or moped robberies

3.7 Banking Group

Chair: Richard Forster, Senior Bank Manager, Lloyds Flagship. Update from PS on behalf of RF:

- Many of the leading retail banks had now met together with the BID on a couple of occasions, welcoming the collective discussions and opportunity to meet.
- Discussed potential opportunity for some of the banks to work with GMP crime prevention teams on joint Vulnerability, Property and Identity Theft projects, including ATMs and cybercrime e.g. around September Student Social
- Keen to take part in any ACT training and city table top exercises. Positive discussions with CityCo Crime Prevention Partnership in meeting about the added value this could bring on top of banks own data protection compliance e.g. issues with rough sleepers, ASB and protests
- Discussion around CSR and volunteering around helping Big Change & Street Support and any other avenues to support vulnerable people
- Discussion around potential opportunity of international students and sharing data with top stores to identify key activity periods

Actions Going Forward:

- BID Meeting with GMP, Lloyds & Barclays on Identity theft, ATM best practice. Trial being planned on this for September Student Social
- Barclays, Lloyds & HSBC are going to look at any data they are allowed to share on peak weeks for international students

3.8 Food and Beverage Group

Chair: Paul Roden, Proprietor, Grafene Restaurant & Bar

The meeting is being re-arranged.

4. A.O.B

- CityCo and the BID teams continue to work alongside Manchester City Council on both a short and long-term strategy to improve the Christmas Markets.
Short-term focus is to improve the logistics of the Markets, traders will be confirmed in the next month, MCC to share details and layout, plus implementation alongside BID's Halloween event.
Long-term focus is to jointly commission a consultancy to assess the current Festive Offer and make recommendations to improve the long-term strategy, offer and quality of the Markets, Lights Switch on & Fireworks. This consultant will be appointed in the autumn
2019 will potentially see the closure of Albert Square (works at Town Hall), plus new Christmas lighting scheme and Santa.
- VA gave an update on the success of a recent GMP anti-knife crime initiative.