



MANCHESTER  
BUSINESS  
IMPROVEMENT  
DISTRICT





---

## BID Events & *Collaborations*

---

### Complete

- Chinese New Year: 7-10 Feb
  - MCR Student Social: 2 May
  - *Manchester Jazz Festival: 23-27th May*
  - King Street Festival: 1-2 June
- 

### Coming Soon

- *Greater Manchester Fringe: July*
- *Manchester Pride: 19-26 August*
- MCR Student Social: 24 Sept
- Halloween in the City: 26-27 Oct





- 5 day event
- Manchester Jazz Festival moved to its new BID district location
- St. Ann's, Exchange Street, New Cathedral
- Previously the main hub was in Albert Square and Festival held from 20-28 July
- 3 outdoor live music stages: St. Ann's Stage, MJF Introduces Stage, Victorian Bandstand
- Manchester Food & Drink Festival managed F&B
- Partnership with Harvey Nichols: bar for bandstand and use of brasserie for the launch
- All events were free to attend apart from indoor venue gigs.

## Manchester BID



Footfall from two Manchester BID footfall cameras in St Ann's Square (Acresfield) and New Cathedral Street

	<b>2019 St Ann's Sq.</b>	<b>% vs 2018</b>	<b>2019 N.C. Street</b>	<b>% vs 2018</b>
<b>Friday 24th May</b>	<b>35321</b>	<b>n/a</b>	<b>32956</b>	<b>+31%</b>
<b>Saturday 25th May</b>	<b>40757</b>	<b>n/a</b>	<b>42632</b>	<b>+13%</b>
<b>Sunday 26th May</b>	<b>17018</b>	<b>n/a</b>	<b>28493</b>	<b>+15%</b>
<b>Monday 27th May</b>	<b>11517</b>	<b>n/a</b>	<b>27752</b>	<b>+26%</b>



# The King Street Festival



# Levy Payer & Partners

Marketing Manchester, TfGM (Metrolink), I Love MCR, Creative Tourist, Manchester's Finest

Kuoni Travel Sponsor

Holiday Giveaway, Window Display

Patagonia  
Tote bag making

Loake  
Shoe shining

Rapha  
Cycling screen & coffee van

DKNY, Grand Pacific, Castle Fine Art  
Window Displays

El Gato Negro, Tast, I Love Manchester Gin  
Outdoor dining

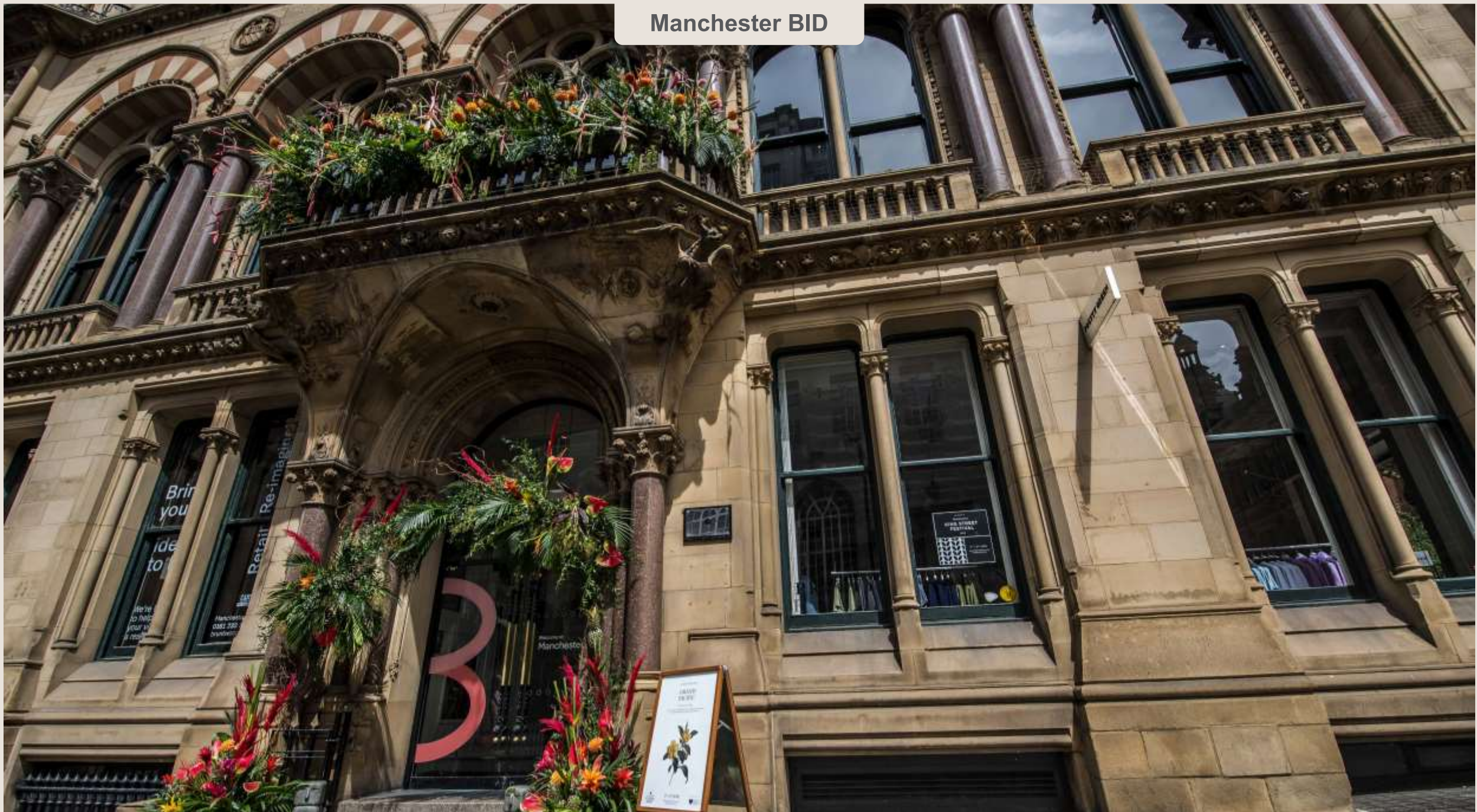
£5 Cocktail Trail, Winners Table

Manchester BID

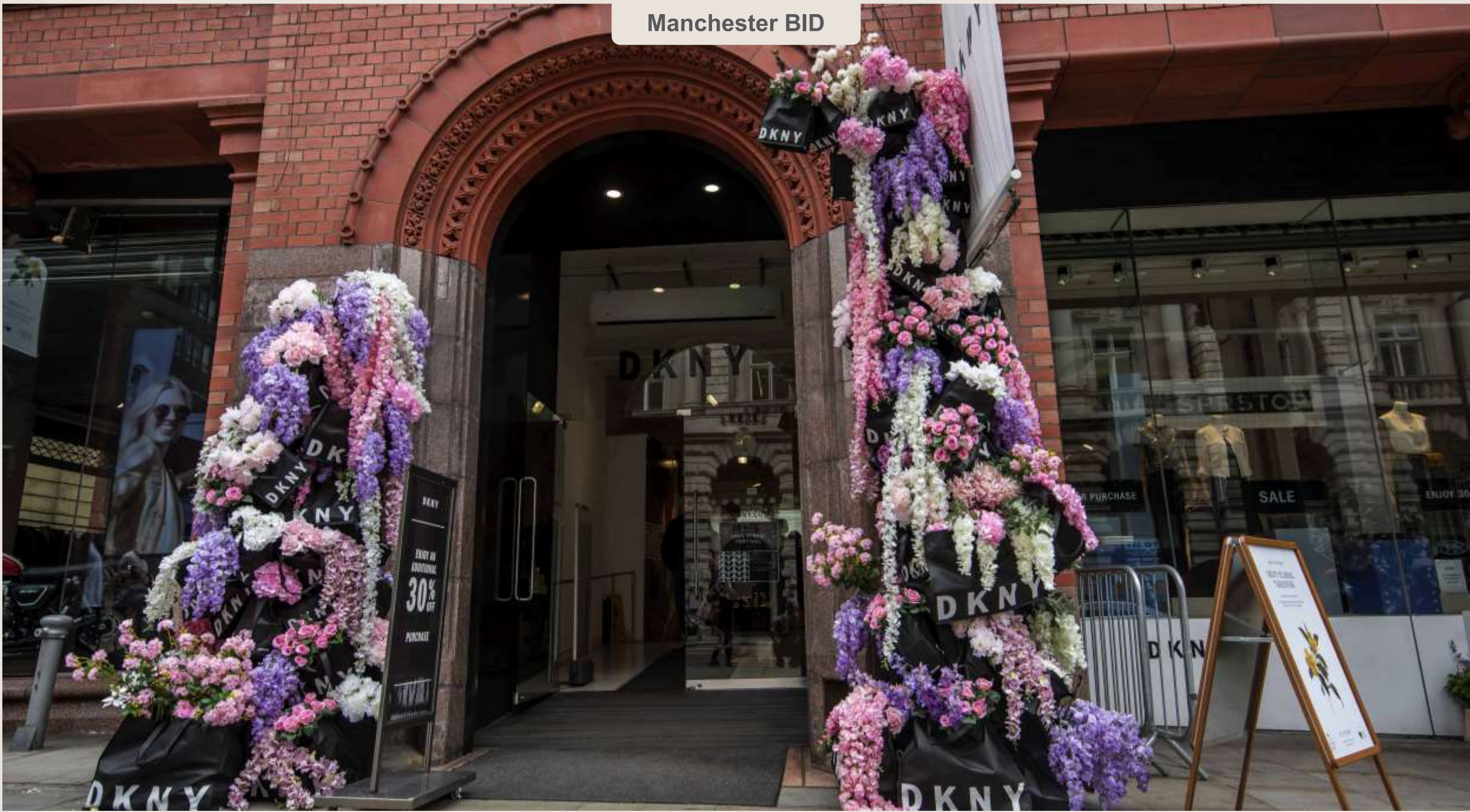








Manchester BID



Manchester BID







JACK WILLS

AVIS

COFFEES  
£2.5  
TEA  
£2

BRACKET Rapha  
HOLD OF BROWN OR BROWN  
TEA COFFEE

THE WORLD'S MOST  
BEAUTIFUL SPORT

ESPRESSO  
AMERICANO  
PICCOLO  
MACCHIATO  
FLAT WHITE

LATTE  
CAPPUCCINO  
MOCHA  
HOT CHOC

RIDING IS  
THE WORLD'S MOST  
BEAUTIFUL SPORT

Rapha. Rapha. Rapha.

LITTER







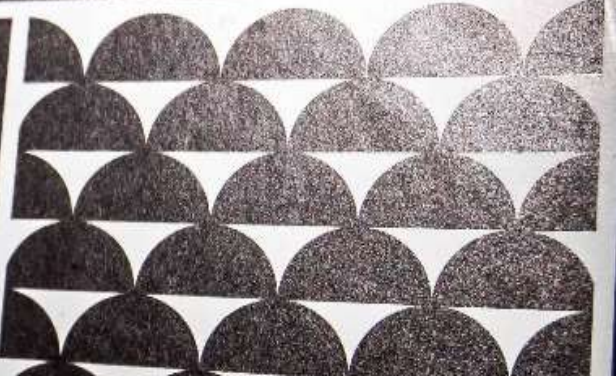


WE'RE PART OF  
**THE KING  
STREET £5  
COCKTAIL  
TRAIL**



ASK ABOUT  
OUR SPECIALS  
AND OFFERS

Manchester's  
**KING STREET  
FESTIVAL**





Manchester BID



A vertical white banner for 'The Manchester Flower Show' is mounted on a black pole. At the top is a circular logo with a sunburst pattern. Below it, the text reads 'THE MANCHESTER FLOWER SHOW' in a serif font. In the center is a detailed illustration of a pink rose with green leaves. Below the rose, the dates '1st - 2nd JUNE' are printed, followed by the website 'KINGSTREETFESTIVAL.COM' and the social media handle '@KINGSTFESTIVAL'. At the bottom left, it says 'PART OF MANCHESTER KING STREET FESTIVAL' with a small heart icon. At the bottom right, there is a small logo for 'The Manchester Flower Show'.













King Street



A dark grey commercial sign for '55 King Street'. The number '55' is large and white. To its right, the text reads 'Restaurant/Retail Unit TC' and '2,995 sq'. Below this, 'KING STREET' is written in smaller white letters. At the bottom, the 'Orbit' logo is visible along with the phone number '01625 583200' and the website 'www.orbit-developments.co.uk'.

# Visit Manchester Promotion Partnership

  66,313 page views	 676 competition entries	 1.65m paid impressions
 46 web events	 22 social media posts	 33,439 paid clicks
 5 premium placements across the website	 128,608 organic impressions	 16,708 emails delivered

# THE GREATER MANCHESTER

FRINGE FESTIVAL: 1ST-31ST JULY



## Venue Introduction

- Great Northern
- Matt and Phreds
- Corn Exchange
- Printworks
- Manchester 235
- Virgin Money Lounge
- CityCo events space

## Marketing

- VM listings

## Other

- Equipment
- The Warren
- Underbelly
- Roger



**VISIT MANCHESTER**





23 – 26 August

## MANCHESTER BID SUPPORT

- Engagement letter sent to BID
- Dressing Market Street
- Levy payer engagement
- Link with Manchester Arndale (Partnership)



## Discuss

- Autumn event attracts new UK & International students
- Much bigger than April event...
- How to best target high spending international students?
  - On street 'production'
  - Digital
    1. Chinese Payment Systems Alipay, We Chat Pay
    2. Weibo and other social media
    3. Influencers & vloggers





# HALLOWEEN IN THE CITY



## MANCHESTER'S HALLOWEEN FESTIVAL



MANCHESTER  
BUSINESS  
IMPROVEMENT  
DISTRICT



MANCHESTER  
CITY COUNCIL



Metrolink

Visit Manchester®



BBC



# HALLOWEEN IN THE CITY 2019

## AIMS AND OBJECTIVES

### MAIN AIM

- Consumer event with a target audience of local and regional families
- Increase footfall and dwelling to the BID over the festival weekend
- Promote Manchester as a major Halloween destination (i.e. start to shop Christmas)

### SECONDARY AIM OF EVENT

- Include levy payers, CityCo members and Manchester venues to improve the offer in the city and cater for those outside of our target audience

### TARGET AUDIENCE

- Local and regional families (children aged under 10 – primary school age)

# THIS YEAR...

We're locked away in a secret lab coming up with dastardly plans for Halloween in Manchester 2019 but we can share some information on what we've got brewing - this year we're working with **Cbeebies/CBBC**, **Z Arts** and venues across the city including **The Printworks**, **Manchester Arndale**, **Manchester Library** and **The Royal Exchange** to make 2019 the biggest Halloween Manchester has ever seen!



## CBBC & CBEEBIES TENT

Join us in a spooky stretch tent for CBBC and Cbeebies big screen playing Halloween specials plus meet your favourite characters with photo-ops and workshops from top CBBC brands and characters.



## CITYWIDE TRICK OR TREAT TRAIL

Grab a map, follow the trail, meet the monsters and get a very special reward at the end. With new monsters including a murky mermaid and Hard Rock Cafe's ghost of Elvis joining the gang plus an extended route, families are encouraged to come dressed up for extra rewards from our roving photographers.



# MONSTER INVASION 2

The monsters are BACK! New designs, new buildings and a new backstory!

Where did they come from and what do they want? This year we'll find out!



# THE MYSTIC MUSEUM

Exhibits from the National Museum of Antiquities come to Manchester for the first time including an Egyptian sarcophagus and a giant T-Rex skeleton.

But the museum guard is about to find out that these exhibits are ALIVE and they're here to party!



# GRIMM RITA'S CREEPY CARNIVAL

A fun but spooky Tim Burtonesque circus zone with lots to see and do. Amazing street performers, side show stalls with a Halloween twist and a traditional helter skelter to slide down!

This zone is a twisted take on the carnival, a family-friendly freakshow inspired by The Strolling Bones parade's leader Grimm Rita who leads the procession between this area and the gothic Dr Mancenstien's



# THE POISONOUS MAZE

A wild walk-through experience in the grounds of Dr Mancenstien's Castle—a real laurel hedge maze overtaken by the doctor's experiments with talking plants, enchanted statues, creepy creatures and deadly walking bushes!



# THE STROLLING BONES

Parade specialists Walk the Plank return with their awe-inspiring giant skeleton procession "The Strolling Bones".



# DR MANGENSTIEN'S MAD SCIENCE CASTLE

Meet Manchester's mad-for-it scientist Dr Mancenstien and his monster Liam in the ruins of their exploded castle for science, slime and more in an entertaining street theatre experience.



# JULIA DONALDSON

We're working with children's theatre specialists Z Arts again to bring the work of popular children's author Julia Donaldson to Halloween in the City for the second year. Expect witches on giant brooms and even a gruffalo!

