

**MINUTES OF THE MEETING OF THE BID BOARD HELD ON
WEDNESDAY 20 MARCH 2019**

Present: Jane Sharrocks (Chair), Selfridges (JS); David Allinson, Manchester Arndale (DA); Zoe Averianov, Tag Heuer (ZA); Louise Clowes, Lloyds (LC); Paul Hales, Costa Coffee (PH); Sheona Southern, Marketing Manchester (SS); Roger Ward, Victorian Chop House Company (RW); Fiona Worrall, Manchester City Council (FW).

Also Present: Vaughan Allen, Chief Exec, CityCo (VA); Siobhan McGoff, Marketing Manager, CityCo (SM); Phil Schulze, BID Manager, CityCo (PS); Nelson Beaumont-Laurencia, CityCo (NB); Laura Dyson, CityCo (LD).

Apologies: Roger Khoryati, McDonalds; John McEwan, Primark; Margaret Neville, Boots.

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 November 2018 Meeting

The Board signed off the minutes from the November Board meeting

3. Partnership Updates

3.1 Homelessness, rough sleeping, begging and other associated issues in the city centre

FW presented a further update to the BID Board, describing the enormous amount of multi-agency work that has been going into this area. Significant progress has continued to be made in assisting the genuinely homelessness but the challenges continue within the city centre & wider region (and across the UK).

- 'A Bed Every Night' launched in November 2018 and has so far had 611 referrals of 314 individuals. This campaign is working alongside existing fundraising and support networks, such as the Manchester Homelessness Partnership, Big Change and Street Support
- A number of hostels have been remodelled to provide high tolerance, specialist supported housing for people who have been sleeping rough for prolonged periods with complex needs. This new approach has proved very successful
- The MCC Outreach Team has doubled in size and now works 7 days a week, across the city centre. The team now works as part of an Integrated Neighbourhood Model (INM), working closely and sharing database information with INM partners including GMP and ASBAT
- Since launch 83 people have been prevented from sleeping rough

JS and others thanked FW for all the collaborative work in this area and agreed that much progress had been made since Christmas. The board agreed that the perception of rough sleeping and homelessness can be different to the reality, with the separate and complex challenges of beggars and aggressive beggars often being misunderstood and categorised as 'homeless'.

FW also highlighted the current Public Space Protection Order (PSPO) consultation, which closes on 6th April. FW encouraged BID Board members to give feed-back and share with teams.

ACTION

- JS asked for an update regarding access for CityCo to the MCC/GMP rough sleeper's database. FW will check GDPR restrictions and update at next meeting, advising that the current agreement is with GMP. VA pointed out that CityCo already has existing data agreements with GMP
- PSPO. BID-CityCo teams will continue to share the consultation through existing channels, such as the sub-groups and online channels

3.2 Manchester Festive Offer MCC & BID consultant's review and next steps

FW confirmed that Albert Square will be in use for Christmas 2019, hoardings will be erected 12 metres from the front of the Town Hall, with the rest of the space available for the Christmas Markets. Consideration is being given to closing the road opposite the Town Hall, to help mitigate any impact of loss of space and logistical support

RW thanked FW for the clarity on this – "great news". RW explained that BID businesses understand that the re-development of the Town Hall is a major project over several years but this needs to be balanced against the large number of public events throughout the year that are held in Albert Square, which help promote the city far and wide. Public spaces are vitally important for both permanent and temporary traders, and the image of the city as a whole

ACTION

- CityCo will now seek further understanding of detailed Christmas plans for 2019 and beyond from MCC. When appropriate, aim is still too work together to progress recruitment for a joint member of staff, to drive forward recommendations from the co-funded consultant's report (BID & MCC) on Manchester's festive offer

4. Business Planning 2019/20 onwards

4.1 Budgets (Following February BID Finance Committee)

Following recommendation from the Finance Committee, the BID Board signed off the following financial commitments for 2019/20:

- 2% staff pay rise. Up to 3% staff bonus structure for 2019-20
- Events Production & Marketing: £240,000
- Marketing Manchester: £50,000
- Operational Campaigns: Annual Street 'Deep' Cleansing: £23,000
- Street Support Charity Contribution: £5,000

The BID funded 'City Hosts' are now in the process of being brought in-house via TUPE transfer from The Welcome People, with the aim of being cost neutral vs the previous contract. This project is well advanced and will complete from April 1st 2019

ACTION

- PH asked for an understanding of how funding for next year will be distributed and evaluated for Marketing Manchester. This will be brought to a future meeting.

4.2 Events background & strategy, sponsorship

NB presented an overview of 2019/20 BID events & sponsorship strategy to the BID Board:

2019-2020 BID Events:

- MCR Student Social – Spring: May 2019
- King Street Festival: June 2019

- MCR Student Social – Autumn: September 2019
- Halloween in the City: October 2019
- Chinese New Year: January 2020

Collaboration Events:

- Manchester Jazz Festival: May 2019
- Greater Manchester Fringe Festival: July 2019
- Manchester Pride: August 2019

Collaborations this year allow BID to explore partnership events and how this may progress in subsequent years of the BID term.

DA suggested using external agencies to drive sponsorship, VA responded that CityCo and the BID have tried this route previously, with limited success in a similar way to MCC and the Christmas Markets.

5 Business Plan Updates

5.1 Performance summary

5.2 Summary feedback on Chinese New Year Event (February 2019)

Detailed reports were shared ahead of the meeting. All points previously covered and no issues. The board congratulated the BID team and partners on the success of the Chinese New Year event

5.3 Directors BID Sub-Groups ‘Round table’ updates

Marketing Group. Chair, Roger Ward, Victorian Chophouses

- January meeting with selection of BID businesses and representatives of Manchester Arndale, Marketing Manchester, TfGM & Royal Exchange building. Helped BID team develop proposed events programme for 2019. Supported concept of exploring new collaborations instead of a ‘standalone’ BID summer event. Means BID community will directly engage in 8 footfall driving city events outside of Christmas. Discussed detail of Chinese New Year, Student Social and King Street.
- Appreciated support from TfGM, Manchester Arndale & Marketing Manchester for event promotion online and helping PR the city beyond the event themselves, encouraging future visits
- Longer term future. RW updated on initials ideas & meetings around potential approaches for the longer term that lever a city-wide event (summer?) This is focusing around looking at other world cities who have looked at music / culture as a platform, from Edinburgh Fringe to South by Southwest in USA. Looking to develop a uniquely Mancunian summer festival and Roger has been discussing with Marketing Manchester & other partners in the city

Operations Group. Chair John McEwan, Primark. (PS represented in meeting)

- February meeting with a selection of Area, Store & Operations Managers from BID businesses, together with senior representatives of MCC, GMP, Manchester Arndale and The Corn Exchange
- MCC Public Space Protection Order (PSPO) consultation. MCC explained full background to levy payers in context of ongoing challenges with ASB, aggressive begging etc. Piccadilly gardens remains a major concern with several businesses (e.g. Starbucks, Primark, McDonald’s) detailing how much additional security resource is required and impact on staff. GMP also in attendance to help explain their targeted approaches across the city centre
- Cleaning. Positive business/public reaction to BID’s January ‘deep clean’ of highest footfall streets in BID, including removal of 250,000 pieces of chewing gum. Proposal to Finance Committee and board that this should be repeated annually as great results & was a clear demonstration of ‘additional’ BID support. Ongoing discussion re can other private sector partners co-fund to widen additional cleaning area in future? Also can levy payers potentially help with resourcing and self-cleaning if can get liability support from MCC
- BID detailed operational support continuing via the City Hosts reporting and BIDs Operations team offering case support when required.

Major Stores. Chair is vacant: Jane Sharrocks summarising (Iain Mackenzie has now relocated)

- Meeting monthly. Well attended and meetings have been moving locations, e.g. Harvey Nichols, Next. Continued informal sharing of sales trends, impact of transport works and forthcoming city events. As many of largest employers in the BID, February meeting included guests:
 - (1) Sophie Hope GMCA. Engaging business on the Bridge GM project about working with schools and providing work shadowing opportunities.
 - (2) Emma Krijnen-Kemp MCC, seconded Keep MCR Tidy programme. Update on project & how it can help engage staff in some of the behavioural change campaigns.Subsequently many levy payers have since been offering direct support to both projects
- Group remain concerned about trading impact of ongoing transport works. However aware of CityCo representation on MSIRR & other 2019 planned works, particularly working to lessen impact at Peak

Jewellery Group. Chair: Zoe Averianov. Store Manager, Tag Heuer Boutique

- The Jewellery Group is currently planning its next meeting at new luxury Dakota hotel in early May, ahead of Dakota's official opening. So bringing together premium sector for mutual benefit and will include a 'hard hat' preview tour and reception
- Progressing work with Visit Manchester to market the amazing jewellery offer in the city. A 'luxury' shopping video is being made, including MCR jewellers, as part of a campaign aimed at distribution in the Gulf States, for both ex-pats and tourists. Also now working with MM on new detailed 'jewellery' listings on Visit Manchester, including specialist photography
- CityCo also looking to work with landlords in King Street and St Ann's Square area, which should help benefit the businesses there and even the marketing of a 'jewellery quarter' in the longer term

Banking Group. Chair: Louise Clowes, Lloyds

- The banking group continues to meet regularly with high participation from the financial services community. Most recent meeting at new flagship 'B Works' branch on Market St
- Lloyds Bank shared how they have been supporting charities & people affected by homelessness e.g. opening of new bank accounts, allowing individuals to apply for jobs and find accommodation. Following introductions from BID, Nationwide are also engaging with charity sector in this area
- Overall model of large scale investment in the city centre bank branches continues. Aim to support retail banking in high footfall city centre locations and also business/ SME support e.g. co-working spaces
- Many of the banks are also now engaging with 'The Bridge', school support and work experience programmes following introductions and presentations via the BID

Food & Beverage. Chair: Vacant. PS representing

- CityCo F&B network was on 19th March, during NRB event in Manchester Central.
- King Street restaurant meeting about King Street Festival being held on 21st March in Grand Pacific with good attendance. This should help progress future direction of F&B within BID as a lot of new 'fine dining' restaurants opening in this area

Finance & Operations. Chair: Paul Hales, Costa

Covered in previous discussions.

6 AOB

MCC Climate Change meeting on 21 March, update to be circulated.

Future Meetings

- Next BID Board Meeting: 19 June 2019, 11am-1pm
CityCo, 3rd Floor Lloyds House, 22 Lloyd Street, Manchester, M2 5WA