

2. MINUTES OF THE MEETING OF THE BID BOARD HELD ON 4 JULY 2019

Present: Jane Sharrocks (Chair), Selfridges (JS); Paul Hales, Costa Coffee (PH); Roger Ward, Victorian Chop House Company (RW); Margaret Neville, Boots (MN); John McEwan, Primark (JM)

Also Present: Matt Bennett, Manchester City Council; Vaughan Allen, Chief Exec, CityCo (VA); Laura Dyson, CityCo (LD); Phil Schulze, BID Manager, CityCo (PS)

Apologies: David Allinson, Manchester Arndale (DA); Zoe Averianov, Tag Heuer (ZA); Richard Forster, Lloyds (LC); Sheona Southern, Marketing Manchester (SS); Fiona Worrall, Manchester City Council (FW); Roger Khoryati, McDonalds (RK)

1. Welcome and Apologies

JS welcomed the BID Board.

2. Approval of Minutes

The Board signed off the minutes from the March board meeting.

3. Business Plan Updates

3.1 Performance Summary. Circulated prior to meeting.

JS thanked the BID team for the detailed information and commented that Manchester's performance was challenging, reflecting the current difficult retail climate across the UK. JS noted that many national retailers are entering into CVA procedures, including a number of businesses with flagship branches in the city centre. Thankfully the majority of Manchester stores are continuing to trade through these processes, plus some new brands have opened, reflecting the attraction of scale and diverse economy of the city. However economic conditions will continue to be very challenging going forward, so the BID objectives across events & marketing, operational support and information are vital and should always be at the forefront of the board's thinking

3.2 Summary feedback on the BID's recent events. Event results, photo-files and PR reports were circulated prior to meeting.

JS, PH and other directors noted the BID's successful results to drive footfall and positive PR across the spring / early summer period. The principal events & collaborations were:

- MCR Student Social (May. Partnership with Manchester Arndale)
- Manchester Jazz Festival (May. Collaboration)
- The King Street Festival (June)
- Mystery Shopping Awards (June)

The board were also reminded that details around all events and collaborations continue to be listed on the BID's website and other channels, alongside details of other city centre events and campaigns

3.3 Marketing Manchester

Tourism & BID partnership update. Circulated prior to meeting.

JS, RW and PS noted the BID's ongoing successful partnership with Marketing Manchester including the spring campaigns and BID event support; visitmanchester.com content; and recent videography shown during the Cricket World Cup.

In particular RW thanked the MM & BID Marketing teams for all their efforts in this, as it is demonstrably bringing positive imagery of the city to a wide audience in a variety of different formats, which will therefore encourage new or repeat visits. The support of BID events continues to amplify the appeal of the festivals to a large regional audience; whilst the innovative work on store listings and Manchester 'highlights' videos are helping promote the city nationally and internationally. Work on both these areas will continue across the summer/ autumn period, with events such as Pride being heavily supported by MM. Summary presentations of the work of MM about tourism and in promoting the city (and the BID) have been shared in multiple BID meetings and on the BID's website and other channels. PS noted this information has been really well received by Levy Payers

3.4 Directors BID Sub-Groups headline updates

A headline paper outlining the work and discussions in the various sub-groups was circulated ahead of the meeting. In addition to this a few selected priorities were further discussed in the meeting:

JM: Operations Group update.

- MCC Public Space Protection Order (PSPO): next consultation milestone is September/October. Likely to then be at least 6 months for final decision on whether the order will pass

- Policing – serious crime:
 - *Operation Valiant* (focused on deterring robbery, mainly around Cathedral Gardens) 53 recent convictions
 - *Operation Gigg* (focused on drugs e.g. Spice, was previously operation Manderla): 250 recent arrests related to Spice
 - *Operation Sycamore* (focus on knife crime) hot spots being monitored
 - *Operation Servator* (multi-resource highly visible deployments) still operating but has had some resourcing issues
 - *Youth offending*: 176 people have been through a recent support programme. Only 14 have reoffended

VA, JS and other directors noted and appreciated the efforts being made by the police across these multiple areas of serious crime, and that despite the challenging resourcing levels, improvements are evident.

JM described that the concern of the BID levy payer's remains also tackling and deterring 'low level' issues, from aggressive begging to retail crime. JM & PS had discussed with BCRP and Sergeant Proctor the opportunity that the representatives of the Operations Group present, with Manchester Arndale, Primark, M&S and other principal businesses, the

group have some of the highest footfall locations in the city centre, and are also some of the largest employers. It was agreed that there is potentially an opportunity for the BID-CityCo to host some engagement meetings with GMP communications teams. The aim would be to improve all round understanding and best practice in reporting different levels of incident in the city centre.

ACTIONS:

- Seek update on PSPO from MCC at September and/or November board meetings
- PS and JM to convene a meeting with GMP, GMP Communications, BCRP, and representative BID Operations Managers to discuss improved communications around low level crime, potentially early autumn ahead of Christmas season

PS & MN: Major Stores

- Group remain concerned about trading impact of ongoing transport works and eagerly await the completion of the MSIRR roadworks (August?). Also the group are aware that numerous other principal roadworks that are being planned, such as on the Princess Parkway, so want to ensure that the vital November-December festive trading period is being avoided wherever possible
- PS described that regular meetings are held with TfGM and other partners and these are common aims, with the major works on Princess Parkway not due to commence until January 2020. Although this does mean that there will be several major road improvement schemes underway around the city at the same time next year

4. Partnership Updates

4.1 Homelessness, rough sleeping

Updated report by MB was shared in the meeting

ACTION: MB to investigate if it is possible to share City Council's rough-sleeping database with CityCo, as requested at the March board.

PS advised that at any time, BID members can email roughsleepers@manchester.gov.uk to report issues and this is regularly advised to levy payers and partners.

4.2 CityCo-MCC partnership working to help improve the public realm

PS confirmed agreement has been made with Manchester City Council to permit BID retailers to clean outside their own premises on public land using existing equipment such as jet washers. 'Keep Your Doorstep Tidy' plans will look to coordinate individual cleaning patterns, support CityCo/BID clean-up days and the city's 'Keep Manchester Tidy' campaign. This could be particularly useful in early 2020 when the BID is again planning to 'deep clean' high footfall areas of the BID, so partnership work will help maintain standards for longer

RW shared progress on a Chop House initiative around Back Pool Fold to address localised issues, improve commercial waste removal, tackle rough sleeping and potentially introduce greening.

ACTION: RW to update on future progress as a 'model' for this when progressed

4.3 Manchester Festive Offer

MB updated on plans for 2019/20:

- Markets will open 8 November
- Albert Square will be open albeit with a slightly smaller footprint due to Town Hall works, with some limited changes to other streets that are affected by nearby property developments, such as Brazennose Street
- New Santa
- New lighting scheme. A new lighting element will be 'attraction' lights; high quality assets that can be scaled in future years through private investment
- Ice Rink will be restaged in Cathedral Gardens with new improved set-up and styling
- Lights Switch On event will follow after the Markets opening. Date to be confirmed. Location will be in front on the Cathedral (a move from Albert Square). PH suggested a mid-week Lights Switch On would be sensible to help boost early week footfall
- Albert Square will be then out of action from 2020-2023. Other locations and Market development proposals to be explored

ACTION

- VA advised that the BID will employ a PT Consultant for 12 months from September to coordinate improving Manchester's Christmas offer (based on the recommendations of the BID/MCC's recent consultancy report on how to remain competitive). The aim will be to deliver on fresh ideas, introduce better products and develop the appeal of Christmas in Manchester; including how to introduce a new event between Christmas and New Year. JS also suggested exploring the opportunity of January pay-day.
- MB via PS, to share 2019 Christmas Market locations, set-up plans, lighting visuals and locations when ready.

5. AOB

PH ask about progress on Pride retail engagement. PS advised that the BID has had a good initial response so far and will follow-up shortly with individual businesses who have expressed an interest in working directly with Manchester Pride. Confirmed are authorised window decals in return for fundraising and volunteering. Manchester Arndale will be hosting some imagery and the BID will be dressing Market Street

Next Meeting

- Next BID Board Meeting: 18 September 2019, 11am-1pm
CityCo, Top Floor Lloyds House, 22 Lloyd Street, Manchester, M2 5WA