

**MINUTES OF THE MEETING OF THE BID BOARD HELD ON
WEDNESDAY 18 SEPTEMBER 2019**

Present: Jane Sharrocks (Chair), Selfridges (JS); David Allinson, Manchester Arndale (DA); Victoria Braddock, Marketing Manchester (VB); Matt Bennett, Manchester City Council (MB); Paul Hales, Costa Coffee (PH); Margaret Neville, Boots (MN).

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

Apologies: Roger Khoryati, McDonalds; Roger Ward, Victorian Chop House Company; Richard Forster, Lloyds Bank; John McEwan, Primark

1. Welcome and apologies

JS welcomed the new BID Board members.

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

Zoe Averianov, Tag Heuer has moved to the Trafford Centre and no longer sits on the BID Board. The BID team are working to fill the Jewellery and F&B Director positions.

2. Approval of Minutes from July 2019 Meeting

The Board signed off the minutes from the July Board meeting.

3. Partnership Updates

3.1 Extinction Rebellion Protest

The Extinction Rebellion Protest took over Deansgate in Manchester city centre for four days during August. The protest was carried out peacefully, without any major incidents or arrests.

CityCo and Manchester BID worked closely with Manchester City Council and Greater Manchester Police before, during and after the event.

Information was communicated to CityCo and BID members; with pre-event communication and briefings with GMP, and then subsequent email updates at regular intervals during protest days. The BID team was also in close contact with levy payers who were likely to be directly affected by the protestors during the Monday 'day of action', such as some of the retail banks

PS discussed the confidential trading impact that had been provided by a cross section of levy payers. Although there were a lot of variables to consider, mainly depending on nature and location of individual businesses, overall both footfall and sales had been negatively affected throughout the weekend. For food/beverage operators near to Deansgate several businesses had actually seen an increase in trade but for the wider retail district there was an adverse impact as press coverage had focused on Deansgate Road closure. However the majority of businesses were keen to point out that they understood the nature of the protest and the wider issues around the climate emergency that were being raised.

JS & PH commented on the success of the communications from the CityCo / BID team in helping businesses prepare, and their direct support during the protest itself. The successful multi-agency approach across public and private sector was also noted, particularly around the re-routing of transport services, which was useful learning for the city overall given possibility of further protests, or 'car or traffic' days in future years.

ACTION: JS asked that BID and CityCo teams continue to liaise with Manchester City Council and other public bodies for any similar future protests and/or road closures and keep the board updated

PS also updated that the Conservative Party Conference takes place in Manchester from 29 September – 2 October. CityCo and the BID will run similar levels of communications, specifically on Sunday 29 September when protests are expected.

3.2 Manchester Festive Offer 2019 & Future Years

Manchester City Council is currently finalising site plans for 2019's Christmas Markets. The BID team will share with levy payers as soon as possible.

1. Christmas Markets launch: Friday 8th November. Christmas Light Switch On, due for Thursday 14th November in new Deansgate location. The BID team highlighted this date clashes with Little Mix concert at Manchester Arena.

Action: MCC agreed review options and feedback to the BID team who will share plans with levy payers.

2. Majority of Christmas Market locations and layouts to remain the same.
 - Albert Square layout to change due to hoarding line for Town Hall refurbishment works. The road around Albert Square will be closed to traffic, with markets running up to the pavement (near Slug and Lettuce). Site adjacent to Princess Street to be kept clear for crowd management.
 - New site at Piccadilly Gardens, which will house the new Santa (Zippy has been 'retired'!)
 - Market Street, St Ann's Square, New Cathedral Street and Exchange Square mostly unchanged.
 - The area outside the Corn Exchange is currently blocked off due to delayed repairs to the fountain. MCC looking to minimise impact to the Christmas Markets by reducing the cordoned area as much as possible. Cathedral Gardens to once again host Ice Rink and Ice Village.
3. A new Christmas lighting scheme will be introduced across the city, with 5/6 'lighting features' – which could become a trail across the city in future years.

Action: PS commented that the BID-CityCo team will share all the details of the Festive Programme with both levy payers and CityCo members, working closely with the Markets team. This gives a useful engagement opportunity and helps businesses plan for the changes

4. Future development of the Festive Programme, including the Christmas Markets concept. Manchester City Council and Manchester BID, with the support of the board, have joint funded a post to review and plan the future of Manchester's Christmas Markets ahead of necessary changes in 2020 as Albert Square will be fully closed for construction works.

ACTION: A further update on this will be provided at the November BID Board

3.3 Homelessness, Rough Sleeping, Begging and Other Associated Issues in the City Centre

MB provided an update on behalf of the council:

- Street count down from July to 75, but still up from May's numbers.
- 19 people have been referred as part of the Housing First scheme.
- A Bed for Every Night now offers 83 beds, which will be increased to 122 in October.
- MCC is working with providers of Street Kitchens to align with overall strategy and also looking in to solutions to the city's 'sharps' problem.
- MCC continues to expand the number of out-reach workers but advised of the challenges of recruiting and retaining suitable staff for these specialised roles
- The Big Change campaign materials are being refreshed and will be highlighted across the city during the Christmas period
- The Public Space Protection Order (PSPO) consultation has been completed and final decisions will be made on this later in the year after Manchester City Centre Scrutiny Committees and subsequent final amendments as part of the process. It is

likely that 'aggressive and intimidating begging' will not be included in the list of behaviours included in its prospective PSPO, as a prohibition would not be effective in reducing anti-social begging and tackling vulnerable people's underlying needs.

- Serious Crime will continue to be tackled via a number of GMP targeted campaigns, particularly against knife crime. The Christmas Markets season will again see a policy of highly visible policing, including armed officers

Business Plan Updates

3.4 Performance Summary

Distributed ahead of meeting. DA and other directors commented in the meeting that footfall and trading continues to be challenging, as it is nationally. The various events were noted as all helping drive positive imagery and associations about the city centre, as well as driving footfall for the different sectors. JS reminded the board that the Regent Road / Chester Lane roadworks should hopefully complete in time for Christmas season, and there does not appear to be a repeat of the Saturday rail strikes from last year – so year on year comparisons should be more favourable in the run up to the crucial festive period

3.5 Summary Feedback on BID Collaboration

The BID team worked in partnership with Manchester Pride for the first time this year. The BID managed a co-ordinated approach to the involvement of levy payers in Pride activities, and a strong visual 'welcome' in windows, with rainbow merchandise and other activities.

In total over 20 levy payers took part directly with fundraising for the local Manchester Pride charity, with many more supporting national diversity charities. Around 100 stores and restaurants were displaying materials, supported by BID funded posters on Market Street, and landlord funded Pride banners on King Street and in Manchester Arndale. Many businesses were also involved by participating in the Pride parade

PH commented on that this was a really good partnership to grow given the increasing involvement from the business sector. However but could Pride team make more of offers of volunteer support next year? Also where retailers have national diversity charities how does this link to Manchester Pride, as there will not always been an opportunity to also fundraise locally as well?

ACTION: BID team to meet with Manchester Pride to review. Potentially Pride team attend future BID marketing or board meeting early in 2020 to build relationships for future years.

3.6 Marketing Manchester and BID Partnership Update

VB updated members on Marketing Manchester campaign including promotion of Manchester during the Cricket World Cup, with a promotional film played during all matches, as well as dressing at the Ashes Test Match at Old Trafford, featuring 4 BID levy payers.

The new edition of the Essential Manchester guide has arrived, with the first 10,000 copies being distributed to students through Manchester universities.

VM social channels are out performing previous years, with stats up 30% compared to 2018 and a substantial amount of web traffic has been generated from UAE, showing the success of the recent 'Discover Manchester' campaign. VM is running campaigns with RyanAir this autumn and next February to drive European visitors.

This is all in addition to the partnership work on each of the BID event campaigns as discussed in the BID performance report

JS thanked VB and all the Marketing Manchester team for their ongoing support as it significantly widens the 'reach' and appeal of the city centre to a broad national and increasingly international audience

VA updated that CityCo, the Manchester Hoteliers Association (MHA) and Marketing Manchester have been working in partnership on a Hotel / Accommodation Tourism BID, a consultation has been completed and a draft business plan written. It is possible that this may progress to a more detailed business plan and eventual ballot in 2020 but this is still to be confirmed.

The Tourism BID would work on a room levy basis, paid for by visitors to the city and will focus on 4 main areas:

1. Business Tourism
2. International Marketing
3. City Events
4. Operations / City Welcome

The CityCo team has been informed that Liverpool is also looking at introducing a room tax as part of a Tourism BID, and Edinburgh council have also been publically debating a tourism 'charge'. DA suggested that city cleansing needs to be addressed as part of the city welcome and several Board members raised the issue of the welcome at Manchester Airport. VA advised that these are issues that could all be included in a future business plan.

A.O.B

VA informed the group that Greater Manchester has been awarded £30m from the Government for the Clean Air plan. This is considerably lower than the requested funds made from the Mayor's office, and the Secretary of State has not yet responded to subsequent submissions on this from the Mayor – so it is not yet clear what the next steps will be.

Manchester Salford Inner Relief Route road works are currently behind schedule, with work due to be completed in October 2019.