



MANCHESTER BUSINESS IMPROVEMENT DISTRICT





MANCHESTER
BUSINESS
IMPROVEMENT
DISTRICT

2020 Manchester

1. City Economy
2. Visitor Economy
3. The BID

Manchester

One of Europe's fastest growing cities, Manchester continues to lead the way in catering for an increasing metropolitan population.

2020 Residential & office growth in central area



Over 12,000 residential units under construction across 43 developments



Last year 3619 units complete, a record. City target around 3200 a year. Residential led regeneration of neighbourhoods e.g. Ancoats



14 office developments totalling over 2 million sq. ft. under construction. 40% let. Has potential to create 15,500 FTE jobs.



1.28 million sq. ft. of education and research space under construction. Manchester has greatest concentration of e-commerce start ups in UK

Manchester

Infrastructure and hotels



Metrolink expansion continues, new £350m Trafford line due to open from April 2020 ahead of schedule. Metrolink now 44 million journeys year



Manchester Airport £1bn expansion programme. with first phase terminal 2 extension opening July 2020. Programme to complete 2024 with projected annual passenger numbers of 35 million (up from 28m in 2017)



3000 new hotel rooms opened since 2014.
2019 saw 334 new beds across 3 new hotels. 8 new hotels will open in 2020



Around 2500 hotel rooms are still under construction. By 2023, will be 28 new hotels in region with nearly 15,000 rooms available.

This is a 50% increase in 5 years

Manchester BID





© 2019 Google

Image Landsat / Copernicus

Google Earth

Manchester BID

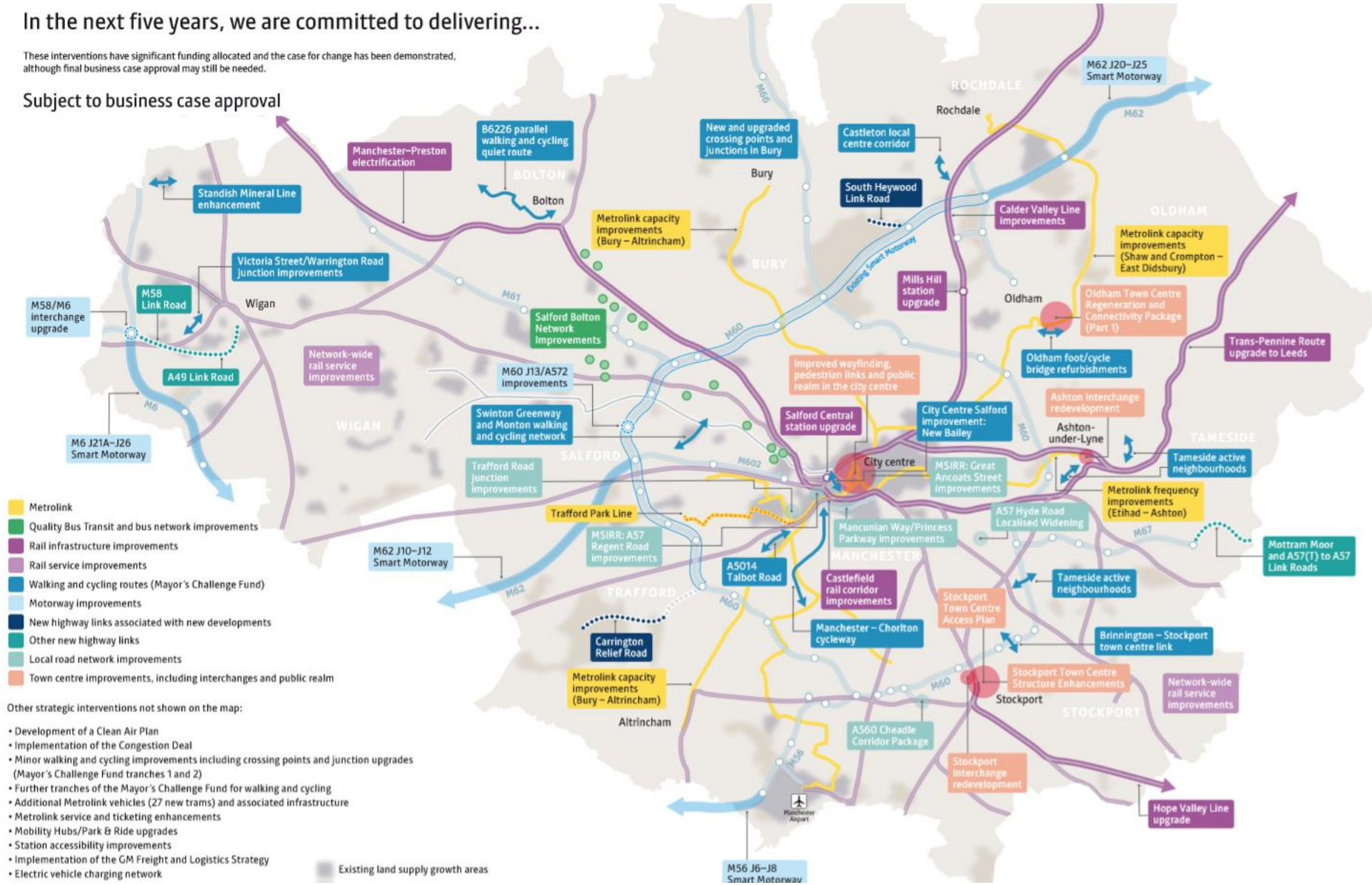
In the next five years, we are committed to delivering...

These interventions have significant funding allocated and the case for change has been demonstrated, although final business case approval may still be needed.

Subject to business case approval

Greater Manchester 2040 Transport Strategy

www.tfgm.com/2040

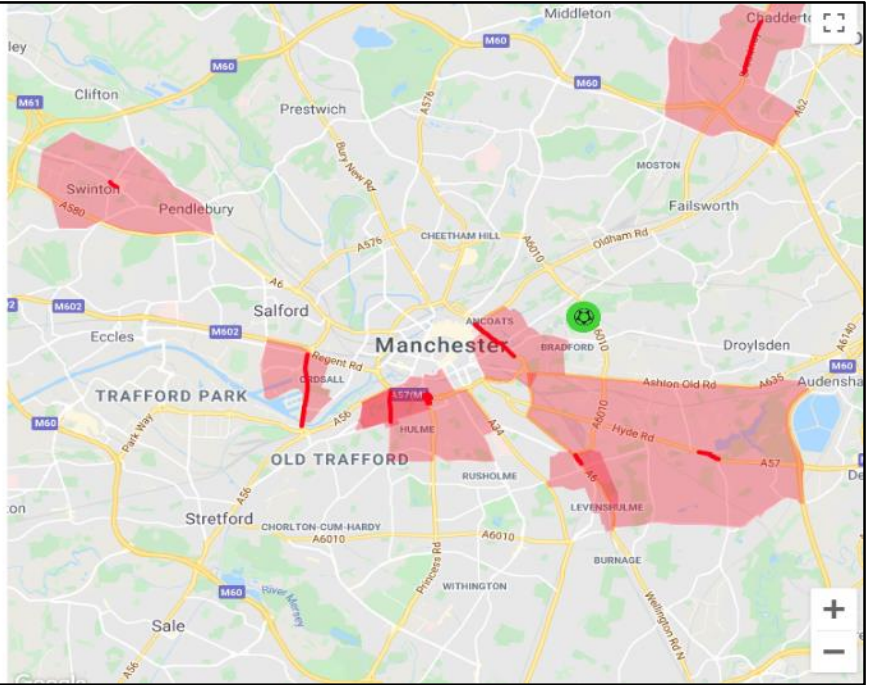




Travel Advice 2020
Events and highway improvements in Greater Manchester
Improve your journey

Impact map

This map will show both highway improvements and events taking place in central Manchester based on a time window. You can also filter down to see activities for the weeks ahead.

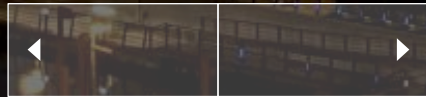


www.tfgm.com/



Tim Manley
Marketing Manager
Marketing Manchester

Promoting Greater Manchester on the national and international stage

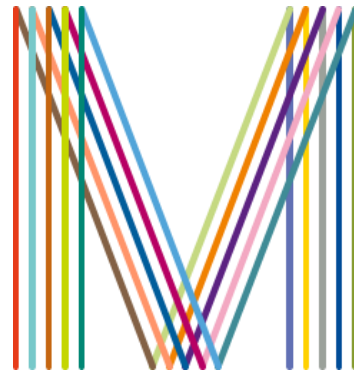




Marketing Manchester DMO overview

To market Greater Manchester to visitors

To promote Greater Manchester as a place to invest, do
business, live and study





International Markets

Prime markets

USA

China

Europe (DE, FR, NL, ES IT)

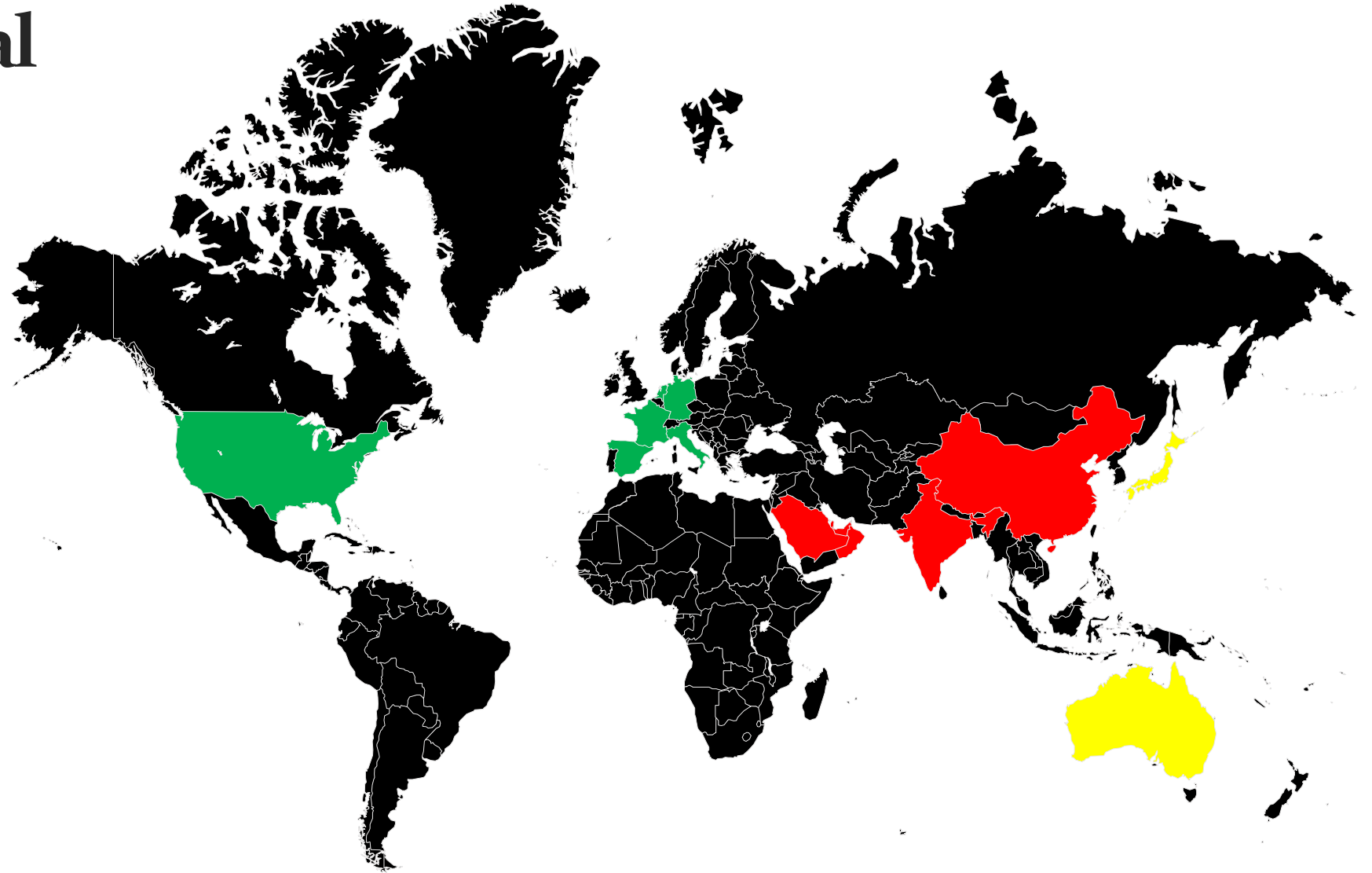
GCC

India

Opportunity Markets

Australia

Japan



MM Performance Highlights 18/19

DOMESTIC CAMPAIGNS

£27m
additional visitor spend

30.5m
consumers reached

INTERNATIONAL CAMPAIGNS

GCC India
£19m **£5.8m**
Experience campaign
England campaign 53m reach

CHINA Europe USA
£5.7m **£3.19m** **£1.6m**
campaign campaign campaign
15m reach 33m reach 190m reach

BUSINESS TOURISM

 **22**
conferences won

 **48,130**
delegates predicted to attend

 **£132.3m**
economic impact of association conferences won

DIGITAL

2.9m
visitors

3,202
pages published annually

VISITMANCHESTER.COM

Social Media

 **267k**
Twitter followers

 **96k**
Facebook likes

 **53.5k**
Instagram followers

MANCHESTER IN THE MEDIA

215
journalists hosted

1.1billion
opportunities to see

1,207
pieces of coverage

TRAVEL TRADE

 **21,607**
total figures for travel trade engagement

MIPIM

96
partners

245
delegates

41
press articles

Media coverage provided
26m
opportunities to see

 **1.7m**
Twitter impressions

SECTOR

 **1,448**
B2B engagements

 **75,005**
visitors to website

 **4,520**
jobs created

 **4,537**
LinkedIn followers
📍 44%

 **£321.7m**
economic impact (GVA)

 **15.1m**
media reach

Marketing Plan & Partners 19/20

UK	China	US	India	Europe	GCC
GMCA, MIF, TFGM, BID	Ctrip/Trip.com	Virgin Atlantic	Make My Trip	Ryanair	Wego & Taste of Dubai
Year round	August-Jan	May – October	Jan-March	Feb - March	March
Unmissable Weekends Unmissable Sport	Heritage & Shopping	Adventure, F&D, Culture	Sport, Heritage	Culture, Sport	Shopping, F&D

Manchester & New York City



marketing
Manchester



- **Insight and Intelligence**
- **City Media Exchange**
- **Press & PR**
- **Connections & Collaboration**

MANCHESTER... A CITY THAT THINKS A TABLE IS FOR DANCING ON

Your long weekend is calling.
Fly nonstop to Manchester,
England with Virgin Atlantic.

manchestertrip.uk



visitManchester

virgin atlantic

MANCHESTER... A CITY THAT SHINES WHATEVER THE WEATHER

Your long weekend is calling.
Fly nonstop to Manchester,
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manchestertrip.uk



visitManchester

virgin atlantic



Digital Campaigns - 1



King Street Festival

- 66,313 page views
- 1.65million paid digital impressions
- 33,500 clicks to King Street Festival portal
- 128,608 organic social media impressions
- Email newsletter to +16,000 recipients
- 150,000 organic social media impressions
- Email newsletter to +17,000 recipients



Digital Campaigns -2



Halloween in the City

- 202,313 page views
- 2.9million paid digital impressions
- 55,00 clicks to Halloween in the City portal
- 150,000 organic social media impressions
- Email newsletter to +17,000 recipients



Digital Campaigns - 3



Chinese New Year

- 174,114 page views
- 1.5 million impressions, driving 53,000 clicks to the Chinese New Year portal
- 105,000 organic social media impressions, including posts on WeChat and Weibo
- Over 17,500 emails delivered with Chinese New Year messaging



Coming up... RHS Bridgewater

- Opening July 2020
- Largest garden project in Europe
- 156 Acre Worsley New Hall Estate





Coming up... Manchester Pass

Official Sightseeing Pass for Manchester

Digital product

Available for 1, 2 or 3 days

Visit 40+ attractions, restaurants and places of interest

The pass includes public transport with selected travel providers

Cost-effective and convenient





Coming up... Science and Industry Museum

Full redevelopment of the museum, including;

- Grade I listed railway station site
- New exhibitions gallery opening autumn 2020
- Also home to “Baby” – the world’s first stored-program computer

July 2020 – exhibition of the museum’s significant Factory Record collection, marking 40 years of the label.





Coming up... Hotels



- Hotel Brooklyn
- Opening spring 2020
- 189 stylish bedrooms
- Rooftop bar – Brooklyn heights



Hampton by Hilton

- Opening spring 2020
- 221 bedrooms



Thank you

Tim Manley – tim.manley@marketingmanchester.com

Kate Trasler – kate.trasler@marketingmanchester.com

WE ARE PART OF

Manchester's

KING STREET FESTIVAL

2019

1ST — 2ND JUNE

KINGSTREETFESTIVAL.COM
[@KINGSTFESTIVAL.COM](https://www.instagram.com/KINGSTFESTIVAL.COM)

MANCHESTER BID

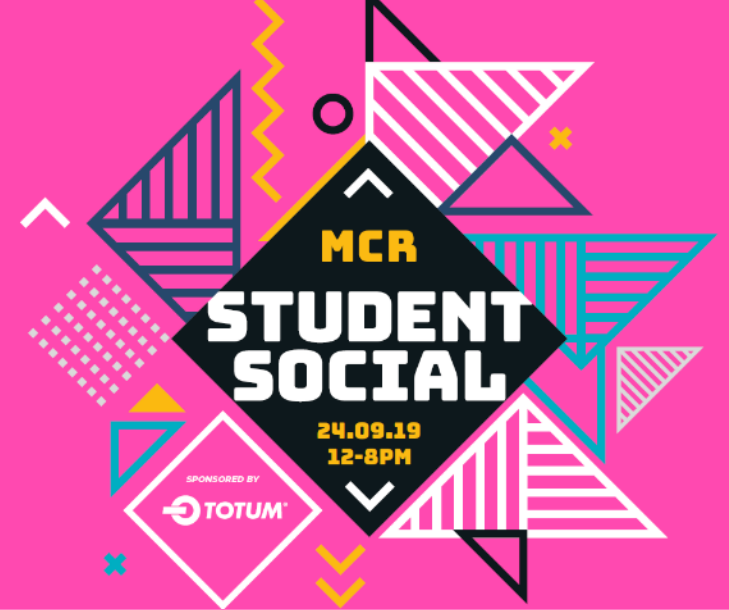
Happy Chinese New Year

新年快樂

The UK's brightest celebrations.
As the dark streets light up,
welcome in the Year of the Rat.

Friday 24 – Sunday 26 January 2020

visitmanchester.com/chinesenewyear
[@ChineseNYMCR](https://www.instagram.com/ChineseNYMCR)



HALLOWEEN IN THE CITY

26 & 27 OCT
MANCHESTER

@HalloweenMCR
visitmanchester.com/halloween

EVENTS



MANCHESTER
ARNDALE

TRAMWAY

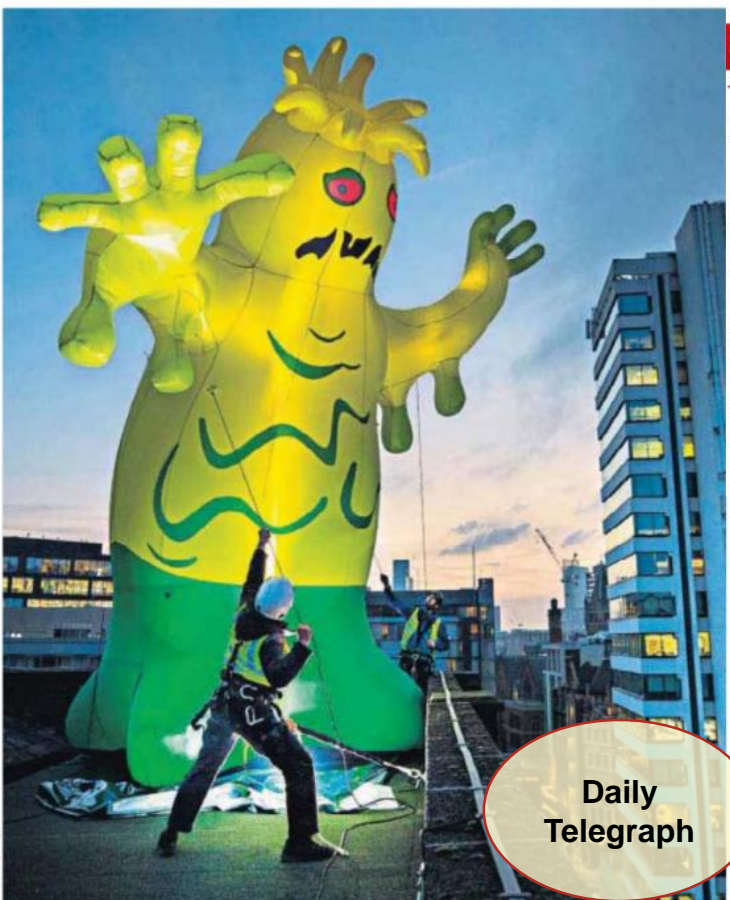


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Purpose of Events

- ✓ After 7 years, the BID has delivered 31 events in the city centre making and is recognised as a leading organisation for event delivery
- ✓ Increase footfall, dwelling and repeat visits especially during the quieter retail periods and collaborate with high profile events
- ✓ We strive to position Manchester as a world class city to shop, live, work and visit
- ✓ Generate local, regional, national and international PR. £22M of media generated to date via TV, radio, newspapers and online





Inflation shock Riggers check one of several inflatable monsters created by Luker and Pedro Estrellas for the third annual Halloween celebrations run by Business Improvement District, at Ducie Street Warehouse in the city.

Daily Telegraph

NEWS

Home Video World US & Canada UK Business Tech Science Jobs Entertainment & Arts Health More

England Local News Regions

Chinese New Year: England welcomes the Year of the Rat

By [Lisa Watson](#)

September 23, 2019

London's celebrations began with a parade followed by events in Trafalgar Square

Herbie goes botanical as florist drives away with top prize at show

By [Lisa Watson](#)

Manchester's annual flower show has seen a winner in the Manchester Flower Show. The theme for the show was 'Wilds Flower' and Rachel Peery, a florist from Bolton, won the top prize with her 'Herbie' design. The design featured a car decorated with flowers and a woman in a colorful dress. Rachel Peery said: 'I went away with the most people who really liked my design. It was a real honor to win. I was really happy to see my design on the TV. It was a real honor to win. I was really happy to see my design on the TV.'

Chinese New Year parade in Manchester: road closures, and bus diversions

What is the Chinese New Year parade route? Will roads be closed and buses diverted? This is what you need to know.

By [Saffron Otter](#) Search and Trends writer

19.21, 24 JAN 2020

MEN

A number of roads will be closed to make way for the colourful dragon parades this Chinese New Year (Image: CHRIS BULL)

Manchester's FINEST

Share this

Discounts & FREE stuff! The Ultimate Student Shopping Event is BACK this week!

By [Lisa Watson](#)

September 23, 2019

Get up to 50% OFF loads of brands including, Harvey Nichols, Topshop, Apple and even 99p burlins.

Your loan has just come in but don't believe what anyone says, bills and rent don't matter... it's time to BLOW it on a bunch of clothes, tech and dead good grub. You've gotta treat yourself, haven't you?!

This **Tuesday 24th September** sees the welcome return of **Manchester's Student Social**, an event taking place throughout the city centre from 12pm - 5pm. There's hundreds of shops, restaurants and brands getting involved - here we see just a few of them...

Manchester Pride 2019 runs until Monday, August 26

Find out if you're eligible and book your installation today

News Opinion Sport Culture Lifestyle More

Rescue teams and a giant

Most photographed of the day

Manchester Pride 2019 runs until Monday, August 26

Find out if you're eligible and book your installation today

Observer

King Street Festival

Ian Jones, Food and Drink Editor

Last Updated 29 May 2019

Image courtesy of King Street Manchester

Monsters take over Manchester ahead of Halloween

Ellie Linford

Published on 1 mins ago

Huge monsters are here to take over some of Manchester's most iconic buildings - as Halloween celebrations in the city get underway.

The giant inflatable monsters were a huge hit in 2018 and this year's are no exception. They're taking over some of the city's rooftops and landmark buildings for 2019's Halloween festival. The monsters will be seen in their way through the city centre.

You can spot them at locations across the city including Manchester Arndale, Selfridges, House of Fraser, The Printworks, Depot at Mayfield, Royal Exchange, Spinningfields, Piccadilly Place, INNSIDE by Melia and Native at Ducie Street Warehouse.

Hits Radio

Manchester

Confidentials Manchester

THE CONFIDENTIALS APP

Eating Out Drink News & Comment Property Things To Do Best of MCR Body Confidential

King Street Festival returns this weekend

THE CONFIDENTIALS 29 May 2019

Live music, cocktail trails, lawn games...and that's just for starters

MANCHESTER'S popular King Street Festival returns this weekend (Saturday 1 and Sunday 2 June) for another free family weekender of alfresco dining, live music, lawn games, family activities, historic tours and a pop-up gin bar. Organised by Manchester's Business Improvement District (Manchester BID) to celebrate 'the city's most iconic shopping street since the 1800s' the annual event has also revived the Manchester



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2020/21 Events Calendar

- ❖ **MCR Student Social: 30th April**
- ❖ **King Street Festival & Manchester Flower Show: 6th and 7th June**
- ❖ **Manchester Pride: 28th – 31st August**
- ❖ **MCR Student Social: 29th September**
- ❖ **Halloween in the City: 31st Oct – 1st Nov**
- ❖ **Chinese New Year: 2021**



MCR Student Social:

30th April, 29th September

WHY STUDENTS?

- ✓ 100,000 + students
- 6,000 + International students
- ✓ Future work force
- ✓ Future shoppers





EVENT DAY

- ✓ One of the biggest student retail events in the UK
- ✓ 150 participating retailers per event in 2019
- ✓ Live music, brand activations, special events



THE STATS

APRIL 2019

Footfall
45,471



1,866,723
Social media
campaign reach



120,000
online article
views

of students rated
the event good
or excellent



98%

SEPTEMBER 2019

Footfall
68,138



1,757,225
Social media
campaign reach



28.8m
Online press
article views



1000
Unique engagements with Chinese
Students

King Street Festival & Manchester Flower Show: 6 -7 June



- ✓ Manchester's heritage shopping destination
- ✓ Aims to profile the street as a luxury destination
- ✓ Attracts an extra 20,000 extra to the area
- ✓ +65% footfall uplift on a standard, non-event weekend



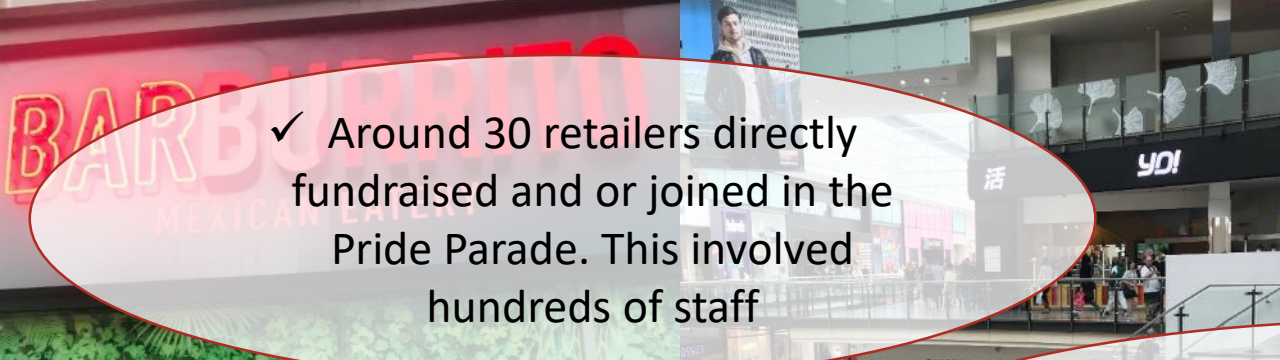
- ✓ 50,000 people enjoyed the festivities over the weekend in 2019
- ✓ £242,000 AVE of local, regional and national press coverage in 2019




Manchester Pride: 28th - 31st August

- ✓ One of the most celebrated worldwide
- ✓ 57,000 attended the Festival 2019
- ✓ 250,000 came to watch the parade 2019







✓ Around 30 retailers directly fundraised and or joined in the Pride Parade. This involved hundreds of staff




✓ The BID dressed Market Street for the occasion
✓ King Street was also decorated by the Property Owners DTZ



✓ Around a third of BID retailers (c.100) retailers displayed Pride rainbows



✓ Around 700,000 people were shopping in the city centre during the Pride week



✓ Manchester Arndale also joined in with themed decorations and a fundraising activity.



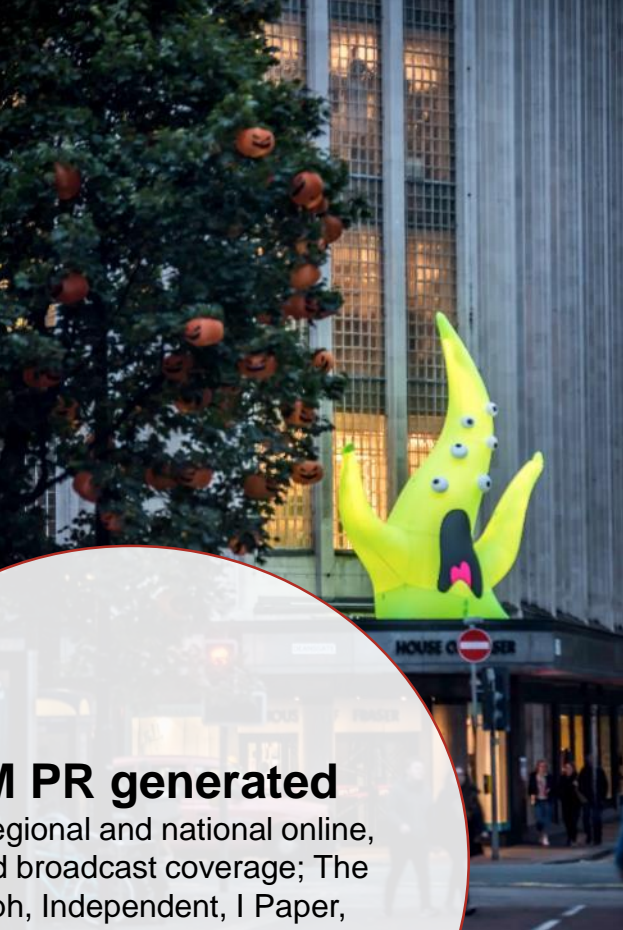
LLOYDS BANK



Halloween in the City

31st Oct & 1st Nov

✓ 3rd biggest retail and consumer event in the UK



£1.2M PR generated
Local, regional and national online, print and broadcast coverage; The Telegraph, Independent, I Paper, Evening Standard, Daily Mirror, Metro,





- ✓ Extra +40,000 people each year
- ✓ Encourage early Christmas shopping

CHINESE NEW YEAR: FEB 2021

- ✓ **The 2nd Biggest celebration in the UK**
- ✓ **Part of our city**
- ✓ **High footfall driver**
- ✓ **Generates 1M+ in media every year**
- ✓ **Chinese tourist + students**



Chinese New Year 2020

£1,310,000

Press Value (AVE)



122 Pieces of Coverage



862,000

Organic Social Media Reach

+174,000

Website Views



200,000

Event Visitors

+1.8 million

Paid Digital Impressions



+£130,000

Marketing Campaign Value



KEY PARTNERSHIPS:

- ✓ TFGM
- ✓ Marketing Manchester
- ✓ Visit Manchester
- ✓ Manchester City Council
- ✓ Manchester China Forum

HALLOWEEN IN THE CITY

26 & 27 OCT MANCHESTER

@HalloweenMCR HalloweenMCR.com



Brought to you by:



In partnership with:



THE MANC



OCEAN





HALLOWEEN IN THE CITY

26 & 27 OCT MANCHESTER
@HalloweenMCR #HalloweenMCR.com

GLART ROOFTOP **MONSTER INVASION** **TRICK-OR-TREAT** CHILLER
CBEBBIES AND CBBC SCREENINGS & WORKSHOPS **PJ MASKS** USE A DRESSY TOOT
POISONOUS MAZE **ZOG ART ROOM ON THE BROOM**
CREEPY CARNIVAL SPOOKYACQUAR **SKELETON PROCESSION**

Brought to you by: 

✓ Access to prime advertising and high footfall locations across the tram network

MANCHESTER'S ULTIMATE SHOPPING NIGHT

MCR
STUDENT SOCIAL

FIND OUT MORE AT
MCRSTUDENTSOCIAL.COM

MANCHESTER'S ULTIMATE SHOPPING NIGHT

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OP

TOPMAN

TOPSHOP

TOPMAN

Exit

M

LEGO



We offer a wide range of business services...



Operational Support



City Forums and Lobbying



Business Crime Reduction



Business Briefings and Training



City Intelligence & Mystery Shopping



Corporate Events



Public Events & Business Promotion



City Hosts

City Hosts funded & employed by the BID

3 services



Visitor Welcome



Business Visiting



Environmental & Operational Reporting
(Manchester Council with BID Operations support)



BID Operational Issues & Support



Graffiti



Street Drinkers



Flytipping



Protests



Roughsleepers



Abandoned items



Anti-Social Behaviour



Human waste



Needles



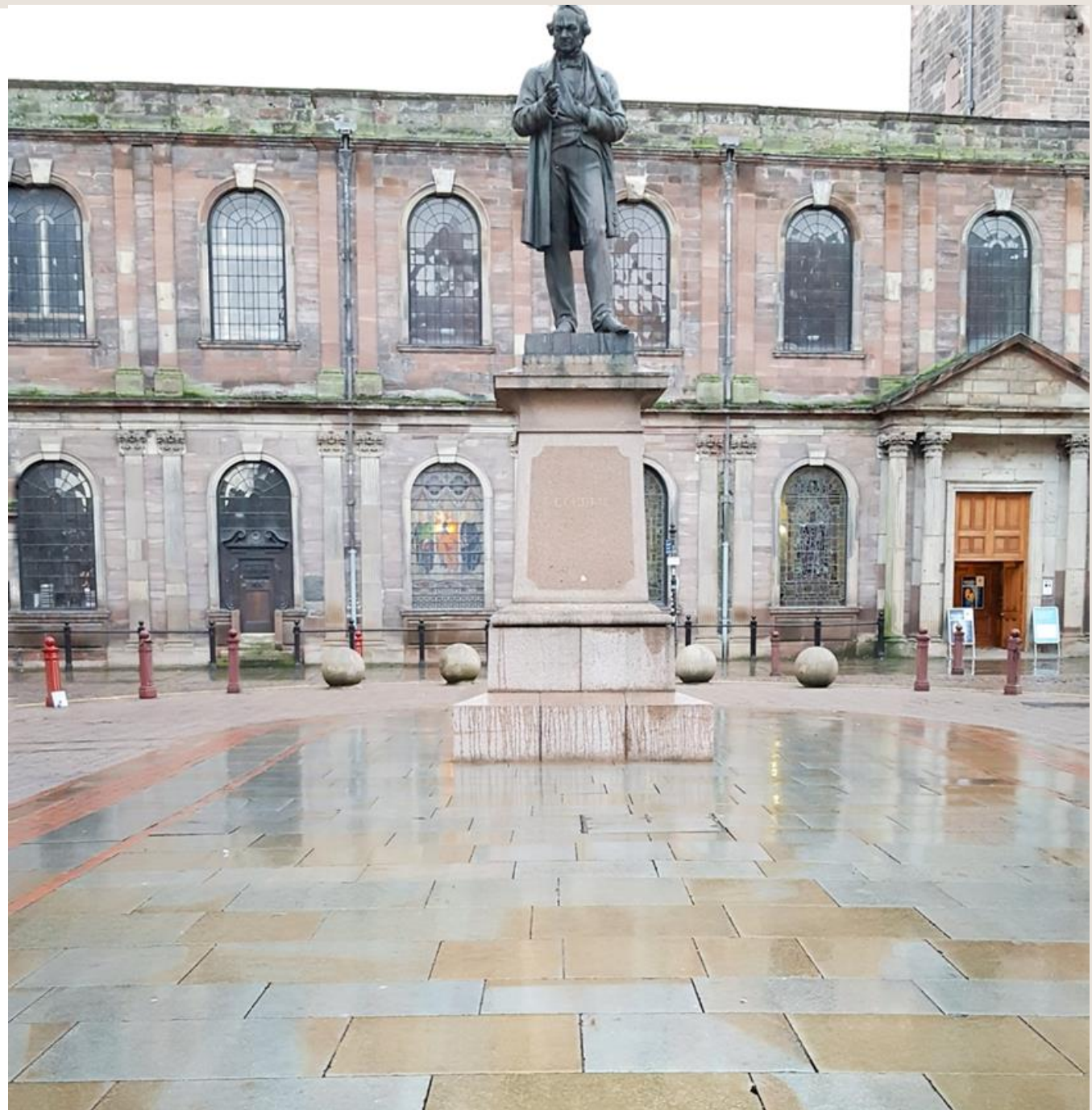
Squatting

BID Deep Cleaning

BID funds an additional clean of the shopping district every January (post Christmas Markets)

In 2020

- The BID cleaned 21,000 square metres
- We removed approx. 700,000 pieces of chewing gum from the streets of Manchester





2020 BID Mystery Shopping

Visits during May

Celebration and Awards:
June 25th

Representing You

CityCo & BID have an influential role in helping to lobby local government authorities, transport organisations and other public agencies

First Thursdays (of every month)

We run a whole series of working forums to discuss & help resolve area-specific issues

Also represent businesses at multi-agency committees attended by partners including Manchester City Council and Greater Manchester Police





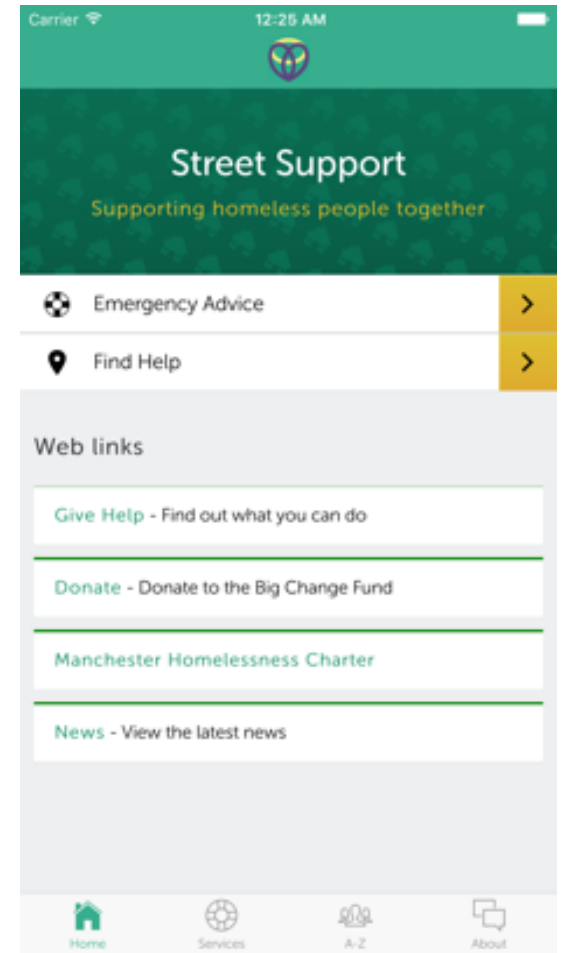
cityco



Addressing homelessness

What could your money become if you gave differently to people on the street?

Donate online now
BigChangeMCR.co.uk



www.streetsupport.net



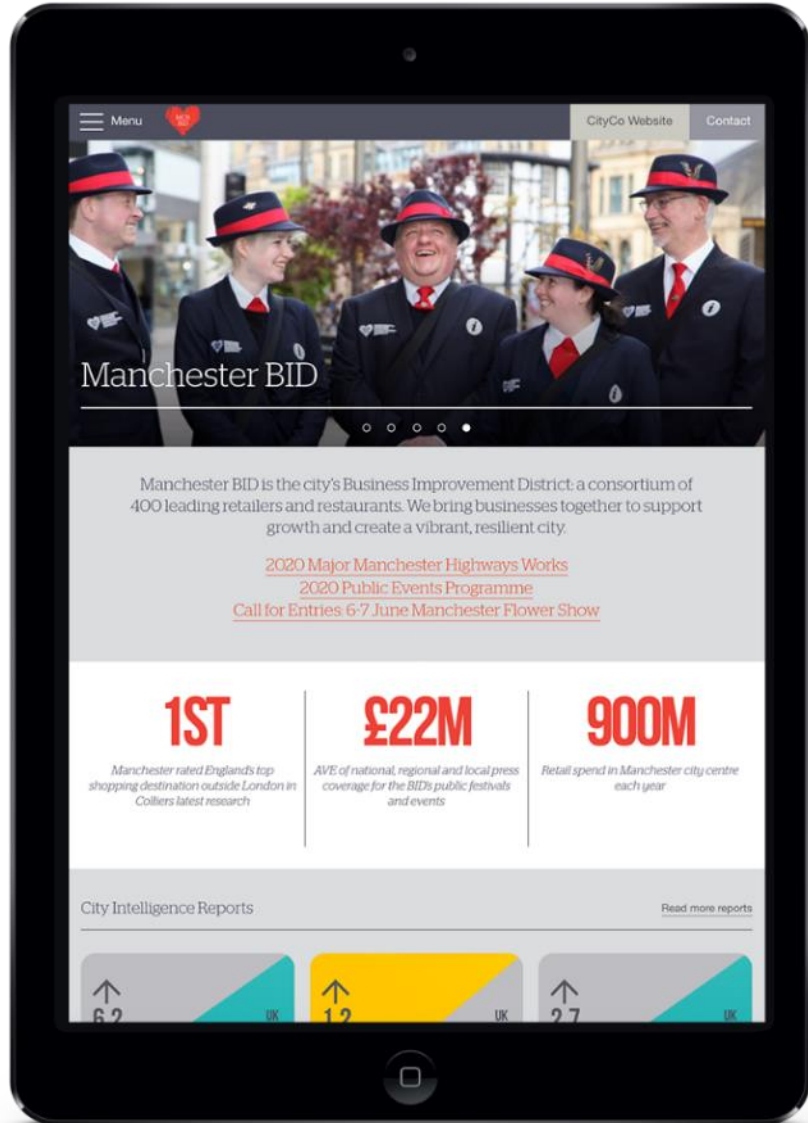
Manchester Festive Offer Review for 2020 (BID & MCC)

Consultant Appointed

Christmas Markets, Family
Attractions, Lights switch-on, New
Years Eve

'Hub' location change required due
to Town Hall works 2020-2024

'Quality' and themed zones?
Manchester?
Performance?



@ManchesterBID



Manchester BID



manchesterbid.com