



# THE MANCHESTER FLOWER SHOW

## QUEEN'S JUBILEE WEEKEND 2<sup>ND</sup> — 5<sup>TH</sup> JUNE

Manchester Flower Show is one of the Business Improvement District's flagship events: funded and produced by the BID on behalf of Manchester's leading retail and restaurant brands.

Taking place at the start of the summer, the festival of flowers celebrates the city with themed decorations and installations across the streets, retailers, venues, and businesses. The festival of greenery is the BID's urban take on a 'traditional' flower show.

The 2021 event, post Covid-lockdowns, saw floral phone-boxes and archways and pop-up gardens transform the city. With support from the The RHS and Visit Manchester and media partner, The Manc, extensive press coverage helped to re-establish confidence in a return to the city centre.

In June 2022, the festival of flowers will return. There will be a Jubilee theme, as the dates coincide with the Queen's Platinum Jubilee extended Bank Holiday weekend.



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## WHEN & WHERE —

Thursday 2nd – Sunday 5th June 2022

Retail District (BID) Festival Zone:

- Deansgate (John Dalton Street – Blackfriars)
- Upper and Lower King Street
- Spring Gardens
- St Ann’s Square
- New Cathedral Street
- Cross Street
- Exchange Square
- Market Street
- Manchester Arndale

City-Wide Fringe:

The rest of Manchester city centre.

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## THE PROGRAMME —

- Jubilee Floral Display and Show Garden trail commissioned by Manchester BID
- Community Gardens and Floral Displays by local gardening groups and florists
- Floral-themed installations displayed by buildings, shops, restaurants, and venues
- Manchester BID Cocktail Trail
- Manchester BID Afternoon Tea Trail
- Al fresco street dining
- Jubilee-themed activities



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## MARKETING & PR —

The festival will be supported by a full multi-channel marketing campaign supported by Visit Manchester, Manchester City Council and Transport for Greater Manchester. The aim is to help drive awareness of the vibrancy of the city centre, additional footfall and encourage return visits over the rest of the summer.

- City digital screen advertising
- Tram network advertising
- Digital media brand toolkit
- Digital portal at [visitmanchester.com](http://visitmanchester.com)
- Social media
- PR

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## TAKE PART —

The more businesses that take part, the more impact. And the more attractive the city centre will be in June.

- Showcase your brand by displaying a large floral installation on buildings, in front of premises or in windows\*
- Showcase spring/summer fashion, floral products, and seasonal ranges
- Decorate, dress-up and celebrate in floral style with specially themed events
- Create a Manchester Flower Show Cocktail or Afternoon Tea package
- Display Flower Show promotional materials
- Share activities to customers directly and online by tagging [@MCRFlowerShow](https://www.instagram.com/MCRFlowerShow) [#MCRFlowerShow](https://www.instagram.com/MCRFlowerShow) on socials

Note: We can help businesses to come out onto the street with an ‘alfresco’ offer. Perhaps an outdoor seating or eating area. Talk to the team about arranging permissions.

\* The Manchester Flower Show is aiming to be as sustainable as possible. We therefore encourage all displays to be made of real or dried flowers. We aim to recycle, reuse and/or donate all materials post the show.



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## TALK TO THE TEAM ABOUT YOUR IDEAS —

We can put you in touch with florists and gardeners to help bring your creations to life.

The Manchester Flower Show Producer:  
— [gary.williams@cityco.com](mailto:gary.williams@cityco.com)

Manchester BID Team:

Retail Brands  
— [phil.schulze@cityco.com](mailto:phil.schulze@cityco.com)  
— [andrew.mcdermott@cityco.com](mailto:andrew.mcdermott@cityco.com)

Hospitality Brands  
— [erica.roberts@cityco.com](mailto:erica.roberts@cityco.com)

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## HEADLINE STATS FROM 2021 —

Footfall:

- 150,000 additional visitors to the city centre
- Bank Holiday weekend footfall LEVEL with 2019
- Footfall +23% compared to the week prior to the event.

Digital Campaign Results:

- +90,000 website views to [visitmanchester.com/flowershow](http://visitmanchester.com/flowershow)
- 2 million social media reach
- 1,345,352 paid digital impressions
- 658,781 organic digital reach

Press Coverage:

- £730,000 AVE (advertising value equivalent) of coverage achieved across 73 pieces of coverage
- Features in all local press, The Sunday Telegraph, The Independent and a live broadcast on North West Tonight



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## FOLLOW THE FLOWER SHOW ONLINE AND ON SOCIAL —

[manchesterflowershow.com](http://manchesterflowershow.com)

 [themanchesterflowershow](https://www.facebook.com/themanchesterflowershow)

 [themanchesterflowershow](https://www.instagram.com/themanchesterflowershow)

 [mcrflowershow](https://twitter.com/mcrflowershow)