



Autumn/Winter 2021

CityCo is The City Centre Management Company, and our focus is to support city growth by bringing our member business networks together with each other and public agencies. We are here to help support your operations, business resilience and ultimately the success of our incredible city.

CityCo is committed to representing the interests of our membership and aiding in the recovery of the city economy as we (hopefully) continue to emerge from the Covid crisis.

As a valued member of CityCo, we hope you have found our Business Services and support useful during the pandemic. We have been working continuously with members and partners throughout and have been on-hand to help as the city gradually reopened.

As we look ahead to 2022 and beyond, we continue to offer our operational and security services, corporate events, briefings and training and city intelligence in support of our business networks.

If you have any questions about CityCo membership, please get in touch:

Members@cityco.com



0161 838 3250



Via our management of Manchester Business Improvement District, we also are running a full public events programme aimed at reanimating and promoting the city centre.

Our events are proven to attract positive PR and return visitors. We launched in the summer with The Manchester Flower Show, and you won't have missed our Halloween in the City and 'First Day of Christmas' street festivals.

CityCo Business Services

Operational & Security Support

Business Crime Reduction Partnership

City Forums & Lobbying

Business Briefings & Training

CityConversations

The PA Network

City Intelligence

Manchester BID Public Events

Lloyds House Room Hire

Keep in the Loop



[CityCo.com](https://www.cityco.com)



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



[CityCo Manchester](https://www.linkedin.com/company/cityco-manchester)



[CityCo.ManchesterBID](https://www.instagram.com/CityCo.ManchesterBID)

Covid Reopening Support

Over the summer, as the vaccine rollout accelerated, CityCo engaged with members and public partners to help restore public and corporate confidence in a safe and welcoming return to the city centre.

During the phased changes in restrictions, from April to August we helped businesses prepare for sector reopening periods, facilitated the provision of temporary outdoor dining licences and seating areas, delivered cleansing and street furniture sanitising, and brought back Manchester BID's team of popular City Hosts.



Operational Support & Business Crime Reduction Partnership

Over the past 12 months we have kept our members informed and provided solutions for a whole range of issues, not just related to the pandemic.

We have continued to support areas such as roof trespassing 'urban exploration', environmental concerns around premises, advising around the impact of transport works, road closures and protests, evacuation planning, health and safety, commercial waste and cleansing.

CityCo's Business Crime Reduction Partnership continues to work with its 350 members to report and tackle business crime: offering expert training, providing access to the city centre radio link and real-time offender intelligence.

Real Change MCR offers an alternative to street giving to people who beg.

When businesses and the public give spare change to Real Change MCR, we make sure that the money goes towards accommodation and setting up a home.

The Real Change MCR fund works with over 20 local charities who are dedicated to helping people off the streets of Manchester.

CityCo is proud to be a partner of Real Change MCR, and offers it members insight into the work of the fund and the wider Manchester Homelessness Partnership. If you would like a briefing or training session on any aspect of street homelessness in Manchester, please contact operations@cityco.com.

**Real
Change
MCR**

Additional Street Cleaning

In previous years, Manchester BID, managed by CityCo, has funded an annual 'deep clean' of high footfall streets, in addition to core cleansing services which remain the responsibility of the Council.

The BID is now funding more street cleaning on a temporary trial contract over the next year. The intent is to be able to respond on a weekly basis to the needs of businesses. We know from requests that this frequently involves rear service yards and doorways, often affected by issues such as litter, graffiti, and the use of drugs.

This initiative will be supplementary to baseline city cleaning. The new service will hopefully help to improve overall standards and respond to one of the biggest concerns raised by businesses.

To report locations that require cleaning, please email operations@cityco.com.



Manchester Heart Safe Scheme

CityCo has continued to work with North West Ambulance Service on the city's Heart Safe scheme. The scheme is providing life-saving help and has recently reached its target of ensuring the public are never more than 3 minutes (walking distance) away from a defibrillator.

Equipment is accessible 24/7, across Manchester city centre and there are now 120+ defibs in place, mainly in hotels including DoubleTree by Hilton, Jury's Inn, Hilton Manchester Deansgate, Whitworth Locke Hotel, Manchester Macdonald Hotel & Spa, Hotel Gotham - as well as The Printworks, Manchester Piccadilly and Victoria Stations, First Street and City Tower.

A further 15 Community Public Access Defibrillators (CPADs) are in Manchester City Council advertising kiosks.

To take part in the scheme or for more information, email operations@cityco.com



MANCHESTER CITY COUNCIL cityco



Partnership and Representation

CityCo continues to work in close liaison with Manchester City Council, Greater Manchester Police, Transport for Greater Manchester, Marketing Manchester, Manchester Homelessness Partnership, and other bodies, to ensure business interests are represented in the city response and planning, and relevant intelligence is shared.

By working in partnership across agencies, and with our Manchester BID activities, we hope businesses can continue to see further improvement in footfall, trade, and prospects, after the awful challenges of the last 18 months.



City Insight

As Manchester city centre's recovery progresses, we are adding more business insights to the detailed weekly/monthly footfall data already featured on cityco.com.

Data will include postcode summary analysis of where visitors to Manchester are coming from, and their headline spending habits across the wider city centre economy.

If you have any requests for city intelligence or information to assist with business planning and operations do email members@cityco.com.



CityCo Forums and Lobbying

CityCo acts as constant corporate champions across all business sectors. With a 'return to business' after such a difficult year or so, we continue to represent members at our own forums including the CityCo and BID Boards, Neighbourhood Operations and Action Groups.

We also continue to attend forums held by external parties to represent our members including the Manchester City Council Integrated Neighbourhood Management Committee and Ward Co-ordination Committee, Manchester Homelessness Partnership, Manchester Hotelier's Association, Manchester Pub and Club Network, Manchester Food Board and Manchester Water Safety Partnership.

For more information on the groups we organise and attend, go to cityco.com/forums

Business Briefings and Training

CityCo members receive regular invites to our series of corporate events, business briefings, and tailored training. These are programmed to ensure colleagues are up to date with the latest strategic and tactical guidance from our partners at Manchester City Council, Transport for Greater Manchester, Greater Manchester Police, Marketing Manchester, and Manchester's homelessness support networks.

Recent events have included briefings around Manchester's Street Engagement Hub that is helping homeless people into accommodation, and ACT (Action Counters Terrorism) Awareness training that supports the new post-Arena Martyn's Law.

We have also relaunched our popular CityConversations series: chance to hear from colleagues on the strategies, developments and initiatives that are shaping our city centre. We are looking ahead to 2022. What is planned? How do we bring regional residents, workers, and tourists back to the city centre? How will they move about? How is the city centre evolving?

CITYCO BUSINESS BRIEFINGS

In partnership with Greater Manchester Police and Manchester City Council: Street Engagement Hub briefings looking at partnership work in the city centre to reduce begging and Anti-Social Behaviour.

In partnership with Manchester Homelessness Partnership: Briefings for businesses on how to help people off the streets, engage with available services and report any behaviour of concern.

Briefings around Real Change MCR: Briefings for businesses on how to promote an alternative to street giving within your business and to your customers.

In partnership with Transport for Greater Manchester and other service stakeholders: Place-based briefings on highways, transport and other infrastructure changes and major projects.

Briefings around the Night Time Economy: Licensing updates and safety briefings with invited speakers from relevant agencies and businesses. Location-based, including in the Northern Quarter, Central Retail District, Southern Gateway, Peter Street.

Briefings around Security Advice: Place-based security table top exercises tailored to members, running scenarios bespoke to specific estates, areas and buildings.

Looking at scenarios designed to test teams' response to emergencies and resilience capabilities.

Briefings around Urban Exploration: Briefings for businesses on understanding the legality of 'urban exploring' and how to protect buildings and mitigate against the associated risks.

Briefings on Preparing for Protests: Understanding protests notifications and what they mean to your business.

Briefings in Operational Place Management: Briefings for businesses focused on place management as required (generally, safety and cleansing). This could include how to manage the Public Space Protection Order in Manchester.

CITYCO TRAINING

In partnership with North West Counter Terrorism Unit: ACT Awareness suite of counter-terrorism training programmes and briefings.

In partnership with Greater Manchester Fire Service and Manchester Water Safety Partnership: Training for businesses around water safety related to Manchester city centre's canal and river networks.

The PA Network

CityCo's PA Network: Sponsored by 'You Are Home', is free to join for all Manchester city centre PAs, Exec Assistants and Office Managers. Do make sure your teams are involved. The networking events allow CityCo's hotel and leisure members the chance to showcase venues and services to a 600-strong group of influential event bookers.

In return, PAs enjoy fun evenings and lunches, new places to experience and book for meetings, conferences, events – and valuable connections.

With thanks to our recent hosts since the summer: Whitworth Locke Hotel, Dakota Hotel, Stock Exchange Hotel, Ducie Street Warehouse - and coming up: Emirates Old Trafford cricket ground and Kimpton Clocktower Hotel.



Manchester Business Improvement District Activity

Manchester BID Events (Summer – Winter 2021)

CityCo was the first organisation in the city to deliver a major event post-reopening: The Manchester Flower Show. Our footfall-attracting events for Manchester BID have since continued, with activities around Manchester Pride, the MCR Student Social shopping showcase with Manchester Arndale, Halloween in the City and 'The First Day of Christmas'.

Our Christmas event welcomed-in the Christmas shopping season with a day of interactive events around the retail streets on the first Saturday of the Christmas markets.

Christmas in Manchester

Friday 12th November - Wednesday 22nd December - Christmas Markets
Saturday 13th November - the BID's 'First Day of Christmas Procession'

The Christmas Markets, managed by Manchester City Council, are back after the hiatus of 2020. The footprint includes the usual locations, however with Albert Square out-of-action, Piccadilly Gardens has a larger number of stalls.

To coincide with the opening of the markets, the BID hosted a 'First Day of Christmas event' with a procession of classic festive characters and live music. The aim was to kick start the season, create a new PR moment for Christmas in Manchester - and put a smile on people's faces.

[Visitmanchester.com/Christmas](https://www.visitmanchester.com/Christmas)
[#MCRChristmas](https://twitter.com/MCRChristmas)



HALLOWEEN IN THE CITY

Saturday 30th & Sunday 31st October

The BID's annual Halloween celebration is now UK-renowned, and we're delighted this year's event saw so many thousands of families come into the city centre to enjoy the fun.

The popular event took place over half-term and delivered a mix of PR and Instagram-able moments. Halloween is still the fastest-growing date in the retail and leisure calendar.

All event activity was promoted via the BID's well-established marketing and PR channels for Halloween, including TfGM Metrolink tram advertising, city screens, digital and social media campaigns and media partnerships with Visit Manchester and The Manc.



HALLOWEEN highlights

- The return of the #MCRMonsters (25th-31st Oct) - our famous, giant, roof-top inflatables
- A Monster Procession by Walk the Plank, through the Arndale and around the BID
- A Halloween Photo Trail for those Instagram selfies
- A Monster Science Lab kid's area in Exchange Square
- Dr Mancenstein's Castle dressing on St Ann's Square
- A Carnival of Monsters fairground on New Cathedral Street
- Roaming musicians, circus performers and puppets
- Our smiling pumpkins lanterns
- A SkareSkate Ice Rink on Cathedral Gardens (before turning Christmassy)
- Saturday 30th October saw city centre footfall match pre-pandemic figures.
- Footfall across the city's retail core soared by an additional 150,000 visitors, an uplift of 30% on the previous week's numbers
- October proved to be the best month for city centre footfall since reopening, when compared to pre-Covid 2019 data.



THE MANCHESTER

FLOWER SHOW



29TH MAY - 6TH JUNE

The BID's 'urban-take' on a traditional flower show was a colourful celebration to encourage people back into the city centre in a Covid-safe way.

The outdoor festival was an opportunity for people to rediscover the many reopened shops, restaurants, cafes, and cultural venues. It was fantastic to see so many BID retailers dress for the occasion, alongside CityCo's property partners at First Street, Deansgate Square and the Northern Quarter.

The event saw floral phone-boxes and archways, pop-up gardens and green-themed decorations in the streets. With support from the The RHS and Visit Manchester, extensive press and marketing coverage helped to re-establish confidence in the city and encourage future visits.

- 150,000 additional visitors were recorded during the sunny, nine-day run
- £750,000 worth of press was secured across 73 local, regional and national media pieces, including TV coverage on North West Tonight and Granada Reports and articles in The Sunday Telegraph and The Independent



#MCRFLOWERSHOW

2022 BID Event Calendar: Dates for your Diary

Chinese New Year (5-6 February)

MCR Student Social with Manchester Arndale (April, Spring Term)

The Manchester Flower Show (2-5 June)

Summer support for Manchester Pride (August)

MCR Student Social with Manchester Arndale
(September, Autumn Term)

Halloween in the City Weekender (29-30 October)

Winter support for Christmas in Manchester
(November)





**MCR
PRIDE**



Every summer, the BID teams up with Manchester Pride to ensure a warm welcome for Pride festival visitors over the long Bank Holiday.

Many businesses showed their support with rainbow themed store decorations, wonderful window displays, staff volunteering and donations to local LGBTQ+ charities. The BID provided marketing assets and window vinyls to help promote activities.



Thousands of students were back in Manchester this autumn, with many heading-back after considerable time away due to the pandemic. The BID was therefore happy to be working again with Manchester Arndale to ensure everyone was greeted in style.

Students enjoyed 100+ discounts provided by leading retailers and eateries, and the BID hosted a Market Street Student Fair with music, games and brand experiences. The event was promoted via digital marketing and social media, leaflets showcasing all the offers and entertainment and PR.

Although Manchester is still largely missing its high spending international students due to travel restrictions, the event was an opportunity to help entice one of the largest student populations in the UK into the city centre.





CITYCO MANCHESTER



EVENT & MEETING SPACES

A UNIQUE
MANCUNIAN
VENUE

Lloyds House ROOM HIRE

Don't forget, CityCo hosts an event venue
at our office in Lloyds House.

We can cater for a range of events whether for
an away-day or presentation, interviews and
training sessions, a conference, online meeting,
or photoshoot.

Get in touch about a tour or to enquire about
booking. cityco.com/roomhire

