



MANCHESTER
BUSINESS
IMPROVEMENT
DISTRICT

Your Summer Newsletter 2022

Mystery Shopping Awards

May – June 2022

After a two-year hiatus, Manchester BID's popular Mystery Shopping service returned in May 2022, with 'secret shoppers' visiting the BID's city centre stores, banks, jewellers and hospitality venues.

Detailed reports were completed by independent North West based market research company, Storecheckers. 190 businesses, more than half of the BID's trading stores, scored over 80% and were invited to a celebration breakfast at the Royal Exchange Theatre in June.

Congratulations to all this year's finalists and winners.



The Winners

Bank & Building Society:
Yorkshire Building Society

Boutique – Men:
Charles Tyrwhitt

Boutique – Women:
Victoria's Secret

Fashion – Large Store:
River Island

Fashion Store:
Polo Ralph Lauren

Footwear:
Kurt Geiger

Health & Beauty:
Sassoon Salon

Jeweller:
Austen & Blake and Boodles

Hospitality Quick Service:
Five Guys, Piccadilly

Hospitality Casual Dining:
Bagel Factory

Hospitality Restaurant:
Kala

Home/Lifestyle:
The Whisky Shop

Advised Customer Service:
TUI Holiday Shop

Technology Store:
Apple

Community Heroes

William Fisher & Andrew Kelly
Harvey Nichols

Funmi Okome & Vicky Pendlebury
HSBC

Richard Forster
Lloyds Bank

William Fisher & Andrew Kelly
Harvey Nichols

Samantha Tytyk
McDonald's

Jo Elliot
M&S

Alison Playfoot
Nationwide

Jayne Zweck & Micayla Dixon
Primark

Katie Clowes & Will Mellor
Selfridges

City Centre Footfall Bloomed at The Manchester Flower Show



Manchester BID's annual floral takeover, The Manchester Flower Show, returned to the city this June, attracting an additional 70,000 visitors to the city centre during the extended Bank Holiday weekend.

The festival, which took place over the four days of the Queen's Platinum Jubilee, saw footfall rise by 20% compared to the previous week, with the bank holiday days of Thursday and Friday up 20% compared to the May bank holiday last year and up 10% compared to the pre-pandemic May bank holiday in 2019.

Manchester's King Street, one of several key shopping streets which hosted this year's show, saw footfall increase by 28% compared to the May bank holiday last year and 50% compared to the May bank holiday in 2019.

Success Stats

- 70,000 extra visitors to the city centre during the Queen's Jubilee Bank Holiday weekend
- Footfall exceeded the pre-pandemic May Bank Holiday figures of 2019
- 109 pieces of coverage, including features in the I Paper, Guardian, Metro, BBC Radio Manchester, Manchester Evening News, The Manc with £630,000 AVE (advertising value equivalent)
- 120,000 website views
- 1.8 million paid digital impressions

Thank you to all businesses and event partners for taking part and supporting the event.

Visit manchesterbid.com to view the event images and video.

Manchester Pride

STREET DECORATIONS

22 – 29 August 2022

MANCHESTER PRIDE

26 – 29 August 2022

Each summer, Manchester BID teams up with Manchester Pride to create a warm welcome for festival goers.

Themed decorations fill the city's shopping streets and many BID businesses show their support with instore activity, window displays, staff volunteering and donations to local LGBTQ+ charities.



PROUD

20 August – 4 September 2022

Manchester BID is working in partnership with Heard Storytelling to bring, PROUD, an audio-visual exhibition celebrating the city's LGBTQIA+ community, to Manchester's shopping streets.

20 large-scale displays will form a trail of living portraits across the city centre, sharing spoken stories from the LGBTQIA+ community.

To find out more head to visitmanchester.com/proud



Manchester BID Diary Dates - 2022-3



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Your Business Improvement District

Manchester BID is a group of 400 leading retail brands and hospitality venues in the heart of the city centre.

The retail district is one of the leading commercial and hospitality destinations in the UK, and your store or restaurant is part of the community.

Manchester BID is managed by The City Centre Management Company, CityCo.

CityCo works on behalf of businesses with Manchester City Council, Marketing Manchester, Transport for Greater Manchester, Greater Manchester Police, and other public agencies.

The BID has been running since 2013 and is investing £6 million each five-year term to enhance and animate the central retail district.

Initiatives include:

- City Hosting team that welcomes visitors to the city and supports the BID community
- Footfall and PR-driving public events including Chinese New Year and Halloween
- Regional, national, and international tourism marketing and PR campaigns
- Operational business support including providing extra street cleaning
- Security services via the city's Business Crime Reduction Partnership (BCRP)
- City intelligence and resources to help with trading and planning
- Business briefings, training sessions and urban-resilience advice.

Get involved. Get in touch.

Make the most of Manchester Business Improvement District. Drop us a line for a chat, or a meeting in store/venue.

Your BID team is here to help:

Phil Schulze,
Manchester BID Manager
Phil.schulze@cityco.com

Andy McDermott
Manchester BID Project Manager
Andrew.mcdermott@cityco.com



BID Funded Street Cleaning and Litter Picking

Manchester BID's additional cleaning programme around the shopping district continues with regular jet-washing of key areas including Fouryards, New Market Lane and Half Moon Street. We also have a dedicated litter picking team working 7 days a week to help maintain standards.

WINDOW REPAIRS

Manchester BID is working alongside the Scratch Repair Group to offer onsite repairs to windows damaged by acid-based graffiti products. This involves sanding and polishing a window on-site utilising special tools and materials.

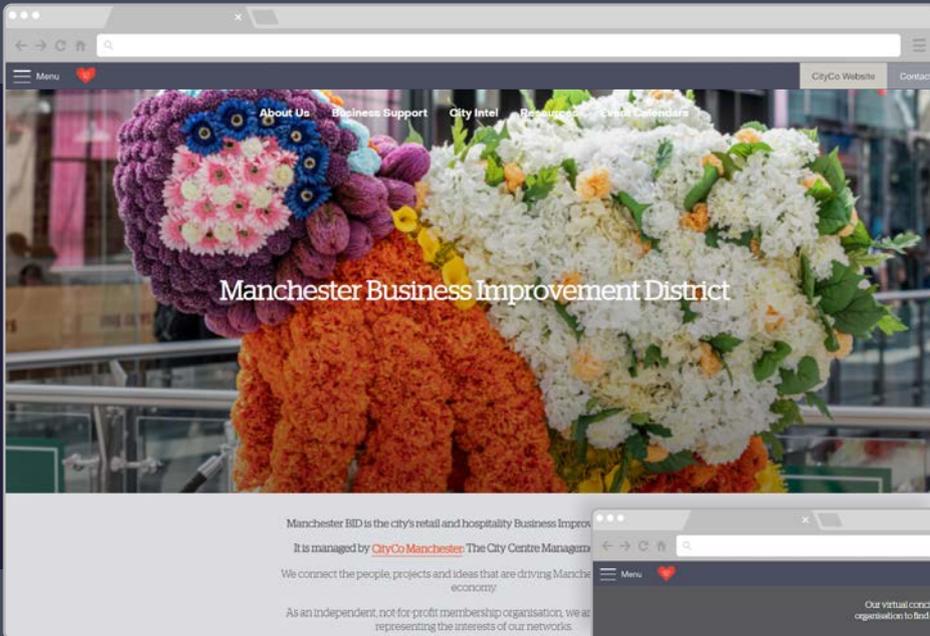
PLANTERS & HANGING BASKETS

Planters and hanging baskets are now being maintained in partnership with Giraffe Flowers. The team is looking after 50+ baskets and 40+ planters. All sites will be tended-to during weekdays, and extra flowers are being planted outside retailers.

To request cleaning outside your premises or help with any environmental issues please email: operations@cityco.com

This is your BID.

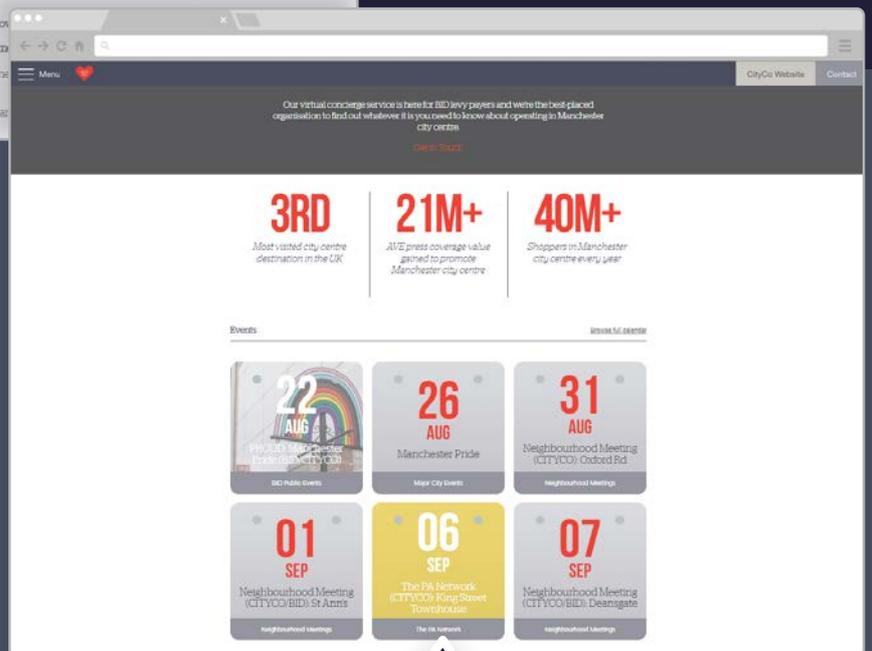
We are here to support your Business.



Find out more head to
www.manchesterbid.com

The website is a go-to resource, featuring:

- The BID Company: how it works
- The BID Board: led by Jane Sharrocks General Manager of Selfridges Exchange Square
- Business Services: operational, security and communications support
- Extra Street Cleaning Programme: request graffiti-removal and jet-washing
- City Hosts: guiding customers and reporting environmental concerns and visiting businesses
- Event Calendars: street festivals including Halloween and The Manchester Flower Show
- Invites: business briefings, corporate training, and workshops
- Updates on city intel: property, transport, city news, footfall, and sales trends reporting.



Keep up to date with activities and opportunities at
manchesterbid.com

Follow. Share. Celebrate Success

To keep up with the latest projects and how to benefit follow Manchester Business Improvement District online.



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