

**Manchester City Council
Report for Resolution**

Report to: Executive – 13 September 2017

Subject: Manchester City Centre Business Improvement District (BID) 2018-23

Report of: Strategic Director Development

Summary

This report outlines proposals being developed by Cityco for a Business Improvement District (BID) covering the retail area of Manchester city centre, for the period 2018-23. This builds on the BID operated during April 2013 - April 2018. Executive Members are asked to confirm that the proposals for the renewed BID do not conflict with Council policy. If Members so confirm, they are also asked to put in place arrangements for the Chief Executive (as Ballot Holder) to hold the BID ballot.

Recommendations

The Executive is recommended to:

- i) Note the receipt of the BID 2018 - 23 proposals from Cityco and consider the proposals for a new Manchester city centre retail BID included within this report.
- ii) Confirm that the proposals do not conflict with any policy formally adopted by, and contained in a document published by, the Council.
- iii) Delegate to the City Treasurer the authority, upon receipt of notice in writing from Cityco requesting the Council to instruct the Ballot Holder to hold a BID ballot, to give such an instruction.
- iv) Note that if the BID is approved, the City Treasurer will be responsible for collecting the BID levy in accordance with the BID arrangements.

Wards Affected City Centre

Manchester Strategy outcomes	Summary of the contribution to the strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	The BID proposal would further develop Manchester's retail performance, helping city centre retail to realise its full potential and enhancing the retail experience for visitors to the city centre.

A highly skilled city: world class and home grown talent sustaining the city's economic success	Strengthening the city centre retail offer could create further investment and job opportunities for local residents.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Strengthening the city centre retail offer could create further investment and job opportunities for local residents. The city centre is accessible to residents from all areas of the city. The events organised by the BID will be attractive to a range of audiences.
A liveable and low carbon city: a destination of choice to live, visit, work	A BID could enhance the retail environment and experience within the city centre. It will provide high profile events within the city centre, which will attract visitors and contribute to the sense of place. The City Hosts provided by the BID also help to direct people around the city, enhancing the visitor experience.
A connected city: world class infrastructure and connectivity to drive growth	The city centre is accessible to residents from all areas of the city. The City Hosts provided by the BID help to direct people around the city, enhancing the visitor experience.

Full details are in the body of the report, along with any implications for

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

If the BID is approved, Revenues and Benefits will undertake the administration and collection of the levy, the costs for which will be re-charged to the BID company. The cost of the software needed for the collection has been met by the BID company.

The cost for holding the ballot are expected to be met either by the BID company if successful or by Cityco if unsuccessful (the regulations allow the local authority to recover the costs of the ballot from the BID proposer if the BID is unsuccessful).

There will be no direct financial support required from the City Council.

Financial Consequences – Capital

None

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Manchester Business Improvement District (BID) 2018 – 2023 Draft Business Plan (July 2017) – appended to this report

Report to Executive 25 July 2012 - Manchester City Centre Business Improvement District (BID)

1.0 Introduction

- 1.1 Following a report to the Executive in July 2012, a ballot was held to create Manchester's first Business Improvement District (BID) in November 2012. The ballot was successful and the "Heart of Manchester" BID commenced operations in April 2013. The BID was created as a new not-for-profit company, managed by CityCo — the city centre management company — with an independent board. It covered 380 businesses in the core of the city centre, bringing together retail, food and beverage and related services.
- 1.2 The initial BID lasted for five years, so will end in April 2018. From late 2016, a consultation process has been underway with the businesses within the BID area to determine whether there is the desire to establish a second BID for another five years. Alongside this, Cityco have undertaken work since January 2017 with MCC officers — in City Centre Regeneration, Revenue & Benefits and Democratic Services — to ensure that the official process (as created by the Business Improvement Districts (England) Regulations, 2004) is adhered to. The second BID would operate in roughly the same area, but with the boundary amended slightly, taking in a small number of additional businesses. A map showing the current BID area, and the streets included, is attached at Annex 1. The proposed new BID area also includes King Street West and extends the premises included on one side of Deansgate from numbers 1-95 to numbers 1-113 (although removes numbers 20-46 on the other side of Deansgate, where there are no appropriate premises, due to redevelopment).
- 1.3 At a meeting of the current BID board on July 26th 2017, the decision was taken to request a ballot to establish a second BID. Written notice of the intention to request a ballot was given to Manchester City Council (as the Billing Authority) and the Secretary of State in a letter dated 26 July 2017. Subsequent to this, to initiate the BID ballot the BID proposals (along with certain other specified information) have to be delivered by the BID proposer to the Council and notice given in writing requesting the Council to instruct the Ballot Holder to hold a BID ballot in relation to the BID proposals. The Chief Executive (by virtue of being the Returning Officer for Manchester) would act as the Ballot Holder for any BID ballot.
- 1.4 The City Council needs to:
 - Ensure that the proposals do not conflict with Council priorities, set out in any policy formally adopted by, and contained in a document published by, the Council. Officers are not aware of any conflicts between the BID proposals and any published Council policies.
 - Delegate to the City Treasurer the authority, upon receipt of notice in writing from Cityco requesting the Council to instruct the Ballot Holder to hold a BID ballot, to give such an instruction
- 1.5 Should these points be agreed by the Council then, subject to the BID proposer giving adequate written notice requesting the Council to instruct the Ballot Holder to hold the BID ballot, it is anticipated that the postal ballot will begin on the 6th November 2017, with the ballot date being 4th December

2017, allowing for a smooth renewal of the BID company in April 2018. All costs of the ballot and associated campaigning will be carried by the BID company.

2.0 Background

- 2.1 As reported to the Executive in 2012, a BID is a specific area where businesses work together and invest in agreed services, projects and special events and a number of cities within the UK and around the world operate BID models.
- 2.2 The proposed second city centre BID would run for five years, from April 2018. It would be retail focused and designed to further develop Manchester's retail performance, helping city centre retail to realise its full potential. It would provide additional investment within the retail centre, through an additional levy on the business rates, which would be controlled by the retail businesses through the dedicated, not-for-profit BID company. Revenues and Benefits would administer the levy and pay it onto the BID company.
- 2.3 While the City Council have been involved in discussions about its development, the BID is being proposed and led by Cityco and not the Council. Under the regulations governing BIDs, the BID proposer (in this case Cityco) is required to develop a business plan and to lodge a proposal with the local authority. The Council needs to confirm that the BID does not, in principle, conflict with any of its priorities. The following details within this report outline the proposal, and the draft Business Plan is attached at Annex 2.
- 2.4 Before a BID can be launched, a ballot must be held of all businesses in the proposed area who would be required to pay a levy under the proposals. The BID will only be established if a majority of the businesses vote in favour of the proposals, and the aggregate rateable value of the businesses who vote in favour is higher than the aggregate rateable value of those voting against. Under the BID regulations, the responsibility for running the BID ballot lies with the Ballot Holder (the City Council's Chief Executive, by virtue of her position as Returning Officer), following instruction from the Billing Authority to hold the ballot.
- 2.5 Manchester city centre is one of the best performing retail destinations in the UK. The city centre retail offer remains strong, with retail spend of around £900m per year. Much of the retail activity takes place within the area included within the BID proposal. The BID provides further opportunities to increase retail footfall and spend in the city centre and improve the customer and visitor experience.

3.0 Heart of Manchester BID 2012-18

- 3.1 The initial BID had five main pillars in its business plan:
1. To deliver a programme of public events to drive footfall in 'dip' periods.

2. To promote the city centre and attract positive PR.
3. To deliver operational support for businesses.
4. To bring business together and enable more dialogue.
5. To lobby authorities and develop partnerships on behalf of the retail community.

Events

3.2 The BID delivers a number of major customer-facing events in the city centre. Individual events include:

- The city centre's Chinese New Year celebrations (outside of Chinatown), which delivered in 2017 the record footfall for a January Sunday.
- The King Street Festival, which in 2017 brought a year-on-year footfall increase of 64% on the street.
- Two student events in collaboration with Manchester Arndale.
- A Halloween event.
- The BID also delivers a summer festival in collaboration with the Manchester Jazz Festival and other promoters.

Promotion

3.3 BID events are promoted through a series of marketing campaigns, developed with partners, which also promote associated activity, such as Chinatown's Chinese New Year celebrations. Cumulatively this has led to over £11m of average spend promoting the city centre in the four years of the BID to date. Alongside, the BID invests 10% of its revenue in the seasonal campaigns organised by Marketing Manchester, generating £76m of additional visitor spend as a result of these campaigns in 2015/16 alone. The BID also produces its own marketing material to encourage longer dwell time in the city centre, including two guidebooks and a series of podcasts.

Operational Support and Business Dialogue

3.4 The City Host scheme, operated through the BID, has welcomed over 450,000 visitors to the city in the four years it has operated. The Hosts also report operational issues in the city centre, for example, anti-social behaviour, litter and blocked drains. These are considered by operational staff before being passed on to public authorities where relevant.

3.5 The Hosts also act as the day-to-day contacts for levy payers. The importance of having the 380 levy payers in continual contact was shown by the ability of the BID company to get information to them quickly in the wake of the recent Arena attack. Regular road closures for events such as the City Games and the Olympic Parade are communicated to all levy-payers by the Hosts too.

3.6 The BID also delivers regular social meetings, briefings and communications to all businesses within the BID area. For example, the BID company worked closely with TfGM to keep businesses informed of developments along the 2CC route while the works were being undertaken.

3.7 We are working with the BID company to obtain an analysis of the overall outcomes of the BID over the five years of its operation.

4.0 Cityco's BID Proposals for 2018-23

Consultation Process

4.1 The proposals for a second BID to operate for the five year period, 2018-23 have been informed by a consultation process with businesses in the current BID area. The current BID company commissioned a survey of BID levy-payers in Autumn 2016, to gain an understanding of support for the BID, and future business priorities. This survey provided the basis for work around a shadow board process for a new BID, which has been underway since January 2017. A number of formal meetings have been held, allowing in-depth discussions of current areas of work and the needs of businesses in the future. Alongside this, a series of street meetings and individual meetings have been held.

4.2 Through these meetings, agreement was reached on the desired pillars of a new draft business plan. The draft business plan gives an update on the past four years of the current bid and outlines the proposed pillars for a new BID period. This will now be distributed to all potential levy-payers at local and national level. Further discussions will take place until October when the final business plan will be produced.

4.3 A process will begin in September, organised by Democratic Services, to identify a named individual to receive the ballot paper on behalf of each relevant business within the BID area. This follows a model agreed before the first ballot in 2012.

BID Business Plan 2018-23 Main pillars

4.4 The consultation process has identified five key pillars for the new draft business plan:

1. Events
2. Marketing and PR
3. Operations
4. Lobbying and campaigns
5. Internal communications

1. Events

4.5 Events were the main focus of the first BID, and the number one priority arising from the consultation exercise. The main events that are proposed to continue include:

- Chinese New Year
- Halloween

- King Street Festival
- Student Events (spring and autumn)
- The BID will also investigate the potential for new events in summer of each year.

2. Marketing and PR

4.6 Marketing of the city centre was essential in the first BID, partly because of the potential impact of the 2CC works on the retail area, leading to a major focus on ensuring the 'business as usual' message was transmitted. The new BID would continue to work closely with partners to achieve the ongoing promotion of the city centre. This will include:

- Working with Visit Manchester to ensure international audiences are better catered for, through language-training and relevant payment systems.
- Supporting the work of partners on improving the physical welcome to the city, including work on wayfinding.
- Continuing to run the City Host ambassador scheme.
- Enhancing the current Retail Awards scheme, continually seeking to improve the customer experience in the city.

3. Operational Activity

4.7 The business plan of the first BID was focused clearly on marketing, events and promotion. Unlike other BIDs in the UK, no operational services were provided. The consultation process that took place in autumn 2016 with BID members raised operational support as one of the desired major pillars for the future BID business plan. However, it was clear that there was no desire to take a role in directly managing core services (and the BID regulations prohibit this). All services supported by the BID will, therefore, be enhancements to those provided by the public sector, and agreed with the City Council through an implementation plan. Potential areas for additional BID operational activity could include, for example, additional street washing and street cleansing in key areas.

4. Lobbying

4.8 The ability of nearly 400 businesses to work collectively and share information was seen as one of the key strengths of the BID when it was created. It is proposed that the 2018-23 BID will:

- Support initiatives set up by MCC, GMP and the Mayor's office, ensuring key messages are communicated to staff and customers.
- Work to solve operational issues such as commercial waste and litter by the businesses themselves and to influence customers and staff
- Develop specific campaigns for staff and customers, including charity fundraising.
- Develop background materials on the size of the BID in terms of numbers of employees and importance to the economy.

5. Internal Communication

- 4.9 The tragic events at the Arena demonstrated the necessity of being able to communicate quickly and efficiently with businesses across the city centre. Within ten hours of the bomb, the first of many briefings was sent out across the BID, and to head and regional offices, while the Hosting team on the ground provided re-assurance and the latest news. In the new BID, it is the intention to increase the amount of internal communication (including to national offices).

Financial Arrangements

- 4.10 The BID will be financed by a levy based on the rateable value of businesses within the BID area and in line with the BID regulations. While the final level of the levy has not been set, it will not exceed 1.5% of rateable value. Businesses within Manchester Arndale that already pay a service charge will pay at a discounted rate. It is estimated that the levy will bring in £1.1-1.2 million per year, depending on collection rates.
- 4.11 Collection of the BID levy will continue to be through the rating system. An Operating Agreement is in place between the BID company and the Revenues & Benefits Service over this process. No direct financial support will be required from the local authority.

Governance

- 4.12 If this BID is agreed, the current BID company will continue to operate and manage it. New members of the board will be selected, with representation from different types and sizes of retailers within the BID area.
- 4.13 A finance board and specific sub-committees covering the five pillars of the business plan will be created.

5.0 Contributing to the Manchester Strategy

(a) A thriving and sustainable city

- 5.1 The city centre is the key driver of economic growth across the region and sub region. Manchester city centre is one of the best retail destinations in the UK, with retail spend of around £900m per year. Building on performance during the last four years, the new BID proposal offers the potential to further develop Manchester's retail performance, helping city centre retail to realise its full potential and enhancing the retail experience for visitors to the city centre. It aims to attract increased levels of footfall and spend, bringing further growth to the sector.

(b) A highly skilled city

- 5.2 Retail is a significant source of employment in the city, offering opportunities for people with a range of skills. Strengthening the city centre retail offer could create further investment, and job opportunities for local residents.

(c) A progressive and equitable city

- 5.3 The city centre is accessible to residents from all areas of the city. The events organised by the BID will be attractive to a range of audiences.

(d) A liveable and low carbon city

- 5.4 The BID could help enhance the retail experience in the city centre through high profile events and promotional activities. It aims to help improve the perceptions of the retail area and offer and support services to visitors to the city.

(e) A connected city

- 5.5 The city centre is accessible to residents from all areas of the city. The City Hosts provided by the BID also help to direct people around the city, enhancing the visitor experience.

6.0 Key Policies and Considerations

(a) Equal Opportunities

- 6.1 The BID has the potential to support additional provision and employment opportunities in the city centre, which is easily accessible from residents from all parts of the city and from all social groups.

(b) Risk Management

- 6.2 N/A

(c) Legal Considerations

- 6.3 The Ballot Holder is responsible for holding the BID ballot, which is governed by regulations issued by the Department of Communities and Local Government. The Council therefore needs to ensure that the Ballot Holder meets the responsibilities included in the regulations. The regulations have been examined in detail by Democratic Services and a robust process is being put in place to ensure that the ballot is run in accordance with them.

WHERE THE BID WILL OPERATE

List of streets in the BID area:

Deansgate	●	St Ann's Passage
Piccadilly	●	Police Street
Mosley Street	●	Old Bank Street
Fountain Street	●	Half Moon Street
Spring Gardens	●	Royal Exchange Arcade
Cross Street	●	Royal Exchange
Market Street		Cheapside
Corporation Street		Pall Mall Court
Pall Mall		New Market Lane
Brown Street		Marsden Street
York Street		Sussex Street
King Street		Kent Street
New Cathedral Street		Newmarket Street
St Mary's Gate		Norfolk Street
Exchange Street		Milk Street
St Ann's Square		Marble Street
St Ann's Street		Phoenix Street
St Ann's Place		Sickle Street
St Ann's Churchyard		York Street
		West Mosley Street



- odd numbers from 1-95, even numbers from 20-118
- odd numbers from 1-17
- even numbers from 2-32
- odd numbers from 1-49, even numbers from 2-40
- odd numbers from 1-47, even numbers from 2-56
- odd numbers from 1-35, even numbers from 2-62

MANCHESTER'S BUSINESS IMPROVEMENT DISTRICT (BID) 2018 - 2023



DRAFT BUSINESS PLAN

Item 13 - Page 12

MANCHESTER TODAY

Manchester City Council
Executive

- Record 26 million passengers at Manchester Airport in 2016
- £1 billion investment planned for Manchester Airport
- Second most visited city in England by domestic visitors
- Third most visited UK destination by international visitors
- Second largest retail economy in the UK
- 40 million visitors to Manchester's retail district every year, spending over £900 million

THERE ARE ALMOST 400 MEMBERS OF THE HEART OF MANCHESTER BUSINESS IMPROVEMENT DISTRICT.

SINCE 2013 THEY HAVE BEEN WORKING TOGETHER, THROUGH CITYCO, TO TRANSFORM OUR CITY CENTRE OFFER.

Annex 2 - Item 13
13 September 2017



Item 13 - Page 13

IN 2016 LONELY PLANET RATED MANCHESTER ONE OF THE TOP TEN PLACES TO VISIT IN THE WORLD

EVERY SUCCESS
HAS A STORY
TO TELL...

MANCHESTER BID: THE STORY SO FAR...

YOUR VOICE, YOUR VIEW, AND OUR SHARED VISION

As the end of the BID's first five years approaches, it seems fitting to celebrate the successes we've already had, and look to the future. The opportunities are still there to continue making Manchester even greater.

Today, Manchester is a Top 3 UK city for both international and domestic visitors, attracting visitors with our retail, sport, culture and that essential Mancunian spirit. As we become an increasingly global city, the BID has played a critical role in linking our flagship retail and leisure offer to create events worthy of this status.

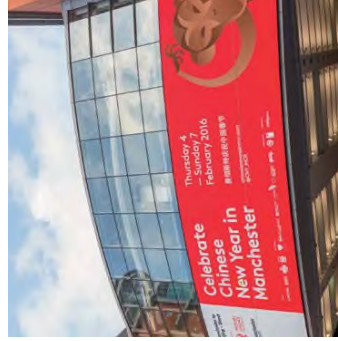
We have developed a community of 400 retailers, all working together with the city's transport, council and services to ensure the ongoing success of the retail core. It's this partnership working – a desire and willingness to work together – that has been key to the past five years.

Of course, it's not over. There are still many ways in which we can improve, animate and promote Manchester to its local, national and global audiences. And that's why we're proposing another term for Manchester's BID. Another five years to build on the success we've already generated.

Take a look at what we've been up to and our plans for the future. It's your turn to have your say once again. It's your turn to vote for more success and prosperity. Thank you.



Jane Sharrocks
General Manager, Selfridges
Chair, Manchester BID



WITH A RETAIL OFFER
TO RIVAL THAT OF
LONDON IN ITS RANGE
AND ORIGINALITY

Colliers Retail Market Snapshot 2016



"Marks & Spencer has a long history of supporting the community in which we trade, especially in Manchester. During its first term, the Manchester BID has helped to bring retailers together and attract visitors to the city centre from near and far. With regular operational help, information and useful online resources, we have been delighted to be involved and wish the BID every success for the future."

— Jo Elliott, Store Manager, Marks & Spencer



ONLY CONNECT

This is about much more than 'footfall'. Let's face it, that's a phrase that conjures up scuttling feet, a herd, something incidental. We're talking about a true connection.

Our priority has been hearts and minds. An inspirational city centre. Somewhere that is alive with ideas, playfulness, and the warmest of welcomes.

Let's talk about people, not just footfall; about a city you can fall in love with. Great events. A strong business network. Solid support on operational issues like security and the quality of our city centre environment. Leadership, and advocacy. Strength in the face of unforeseen, and sometimes tragic, events.

We have sustained the heart of Manchester as a magnet for people from far and wide. As other cities followed in our wake and revitalised their centres, we responded to the new competition by getting even better at what we do. We lead, others follow.

And even as the second city crossing for Metrolink worked its way through the core of the city, we worked to keep Manchester working, and playing, throughout the disruption.

Now we're asking you to support us, as we work together to face the next five years of challenges, adventures and phenomenal opportunities.

We're your voice in the big conversations about the future. We listen, we hear and we learn. We know your business, and we know ours. We believe that we're a winning team.

Together, we can sustain a great track record of success; together we can grow and prosper; together we can continue to attract people from right across the world to the place we love, the heart of Manchester.

"As a busy McDonald's franchisee with numerous restaurants in Manchester, I've been delighted to be part of the BID. The ever expanding calendar of events, supported by wide-ranging marketing partnerships, have helped drive footfall throughout the year and celebrate all that is great about our increasingly international city. The city has its challenges, and resources in the public sector continue to decrease, so I welcome the BID's support to help manage everything from cleaning and policing to updating staff."

— Roger Khoryati, Managing Director, MCD Manchester Ltd

Manchester City Council Executive

Have your say

Manchester's BID has built up an incredibly strong reputation for action, intelligence and partnership working. And the most important part of this success is down to you, our BID members. You've told us what you want to see more of, the issues you have to deal with, and worked with us to make our city the very best it can be.

We want to continue this work with you.

A vote for another five years will mean another £6 million invested in our city. That will allow us to carry on with the events, reports and marketing that we've already started; it will also give us the opportunity to do even more.

Tell us what you want from a second term of the BID. Share your opinion on what's going on in Manchester. Together, we are stronger.



— Phil Schulze, Manchester BID Manager



BACKGROUND TO THE FIRST BID

WE DELIVERED, FOR YOU

We're coming up on five years of sustained success. The Heart of Manchester Business Improvement District (BID) launched in 2013 with a clear vision and focused mission: to secure Manchester's status as the best city centre destination outside London. We'd like to think we've more than met that challenge.

Item 13 Page 9

Dips in footfall? We brought in your customers through great events and promotions. Creating a great place for shopping? We've worked with you to raise standards and improve our environment. Creating a buzz about the city? Our campaigns and partnerships have kept a high profile for the heart of Manchester.

And as your constant champions, we've lobbied for you with the city authorities, transport organisations and other agencies; keeping your interests at forefront of a city that's always changing.

At the outset of the BID, a Board of retailers and city stakeholders – from a working consortium of 400 city centre businesses in the retail district – developed a Business Plan.

FOOTFALL

Increasing footfall in 'dip' periods through a programme of public events in the heart of Manchester.

STANDARDS

Increasing standards through operational and security support to assist businesses and enhance the city centre trading environment.

PROMOTION

Increasing the profile of the city through promotional partnerships, marketing campaigns and ongoing positive PR.

COMMUNICATION

Increasing communication between the retail community, and acting as a lobbying voice for retail with city authorities and stakeholders (including the council, policing and transport organisations).

FIVE YEARS IN FACTS

Continuous footfall growth

MCR +4.8%

UK -1.3%

5-8pm footfall

MCR +4.1%

UK -0.9%

450,000
visitors helped
by our City Hosts

110,000m²
of pavements cleaned

1 million+
visitors to Dig the City

£11,761,583
Total marketing
& press AVE

Manchester City Council
Executive

Annex 2 - Item 13
13 September 2017



INCREASED FOOTFALL

THE CROWDSOURCERS

Playful, beautiful and unexpected? Fun-packed, pioneering and unforgettable? How would you describe some of the events that we've staged across the heart of the city?

We've had buildings turning green for Halloween, students on a Big Night Out and 11,000 people trying to win a flight to Beijing for Chinese New Year. We staged extravaganzas around urban greening, Eid, our treasure trove of historic streets and, naturally, the magic of Christmas.

Possibly our greatest strand of success is this grand animation of the city; pulling in hundreds of thousands of people and securing millions of pounds worth of press coverage. Always working with our BID members and other city partners, we've ensured that Manchester becomes known as a city that never stands still and is always throwing a party.

WE PROMISED:

- To deliver two new public events to attract retail aware customers into the city centre during 'dip' periods in the retail calendar
- To generate sufficient revenue to allow investment into developing the events and delivering new ones
- To encourage greater use of the city centre between 5-8pm on weekdays
- To support major city centre festivals and events taking place in the retail district

WE DELIVERED:

The Manchester BID's series of major public events and festivals, increasing from two to **six pillar events** per year by 2016.

SPRING

MCR Student Night Out | The King Street Festival

SUMMER

**Support for Manchester Day | Eid | Dig the City
One Big Summer Weekend**

AUTUMN

**MCR Student Night Out | Vogue Fashion's Night Out |
Halloween in the City**

WINTER

**Support for the Christmas Markets |
Chinese New Year**

BID PROJECT: CHINESE NEW YEAR

A favourite on the cultural calendar, Manchester's BID has worked with Manchester City Council, FCAM, Manchester Confucius Institute and Chinatown, promotional partners, retailers and venues to celebrate Chinese New Year for the last four years. That's four years of the biggest and brightest celebrations in the UK outside of London.

After the success of the 2014, 2015 and 2016 celebrations, the BID has continued to grow its many city partnerships and sponsors around Chinese New Year, working with Visit Manchester, Transport for Greater Manchester, Manchester Evening News, Global Radio, Manchester Airport, Hainan Airlines and Cathay Pacific to name a few. The most recent event took place in January 2017. Following his artwork creations for the Horse, Ram and Monkey, international artist, Stanley Chow, was back with an iconic campaign identity for the Year of the Rooster.

chinesenewyearmcr.com
[/FCNY_MCR](https://www.facebook.com/FCNY_MCR)
[/chinesenewyearMCR](https://www.instagram.com/chinesenewyearMCR)

Manchester City Council Executive

Over these celebration weekends, rich contemporary culture and a wealth of traditions have come together in art, film, food and family activities. Alongside our thousands of red lanterns and giant Golden Dragon, we're especially proud to have welcomed the internationally acclaimed exhibition The Lanterns of the Terracotta Warriors. It was an incredible spectacle, with 40 brightly coloured, light up replicas of the famous Terracotta Army standing in formation in Exchange Square.

We've hosted Chinese Food Markets in St Ann's Square, family craft workshops in Manchester Arndale, colourful lion dancers on Market Street and promotions across many city centre shops including House of Fraser, Harvey Nichols and Selfridges. One of our sponsors, Manchester City Football Club, hosted a fan zone and the Travelling Light Circus has entertained shoppers with their touring shows.



BID PROJECT: BRINGING KING STREET BACK TO LIFE

A key street in the BID's retail area, King Street had for too long suffered with the loss of brands, empty units and declining footfall. Today, it's a bustling street at almost 100% occupancy. Manchester's BID has been instrumental in attracting new brands, working with agents, bringing outdoor dining to the street, landscaping and environmental improvements.

We've worked with King Street and neighbouring businesses, Visit Manchester, the City Council, Classic FM and Manchester Evening News to deliver and promote two King Street Festivals to date. More than fifty shops, restaurants and hotels have taken part including luxury brands and favourite

names Belstaff, Cath Kidston, Diesel, DKNY, El Gato Negro, Fred Perry, Hobbs, House of Fraser, Jigsaw, King Street Townhouse, Kuoni, Kiehls, L'Occitane, Patisserie Valerie, Pretty Green, Rapha, Suri and White Stuff.

The BID transformed the street with music, food and VIP events as everyone came together to celebrate the past, present and future of this iconic designer shopping destination. The King Street Cocktail Trail, pop-up parklets, bandstand, lawn games, competitions and gifts were just some of the attractions on offer, alongside themed walking tours and the publication of our Historic Manchester walking guide.

kingstreetfestival.com
[@kingstreetfestival](https://www.instagram.com/kingstreetfestival)
[/kingstreetfestival](https://www.facebook.com/kingstreetfestival)

Item 13 - Page 18



"Working as part of the Manchester BID has benefitted Jigsaw both individually as a business, but also collectively all along King Street. We've partnered on everything from event planning for The King Street Festival and Dig the City, through to tackling operational issues such as improving waste collection. It's great to have a team working tirelessly on our behalf."

— Erica Roberts, Store Manager, Jigsaw

BID PROJECT: DIG THE CITY

Dig the City was nothing short of a resounding success. Working with numerous partners, sponsors and supporters including Manchester City Council, Transport for Greater Manchester, National Trust, RHS, BBC, NCP and Manchester Cathedral, Manchester BID's giant summer garden party blossomed big and bright across the retail district. Running for three years, with events in 2013, 2014 and 2015, the festival was aimed at high spending shoppers, workers, families and day-trippers.

Shopping streets were transformed into floral avenues of Show Gardens, displayed by big names such as Coronation Street The Tour, RHS Tatton and Kew Gardens. Other highlights included the

digthecity.co.uk
[@digthecitymcr](https://www.instagram.com/digthecitymcr)
[/digthecitymcr](https://www.facebook.com/digthecitymcr)



"We can all be very proud of the legacy of Dig the City. It's not only been a terrific boost for retailers, the festival has been a remarkable coming together of both community and business. We managed to create a summer garden festival with a uniquely Mancunian spirit."

— Jane Sharrocks, General Manager, Selfridges Exchange Square

Manchester City Council

Executive
One Big Shopping Weekend, Dig the City discos and lots of family entertainment from Cbeebies' Mr Bloom. At the Bridgewater Hall Bandstand, musicians from Manchester Jazz Festival took to the stage and there were flower markets, a Harvey Nichols Green Goose Bar and talks by TV's gardening expert Diarmuid Gavin.

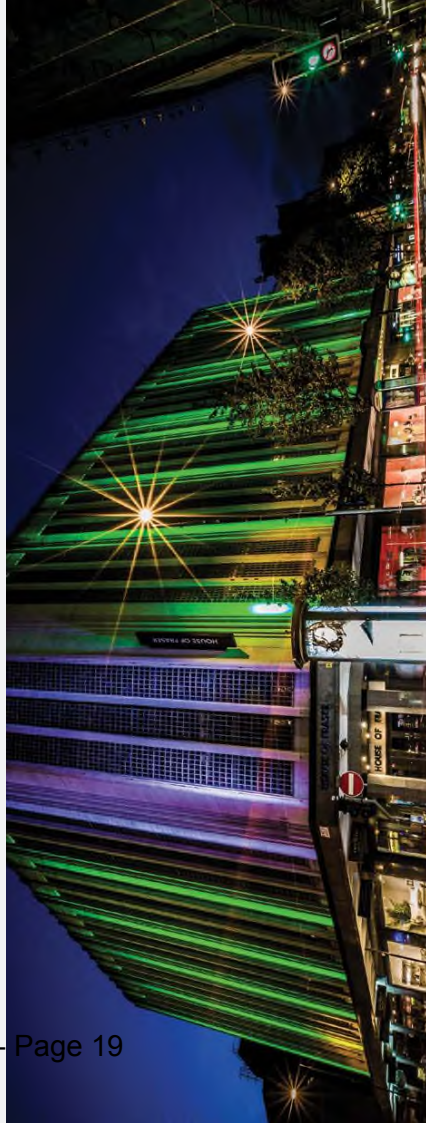
It all ended with a bang thanks to Wild Rumpus and their Run Wild Child treasure hunt and giant water fight, which brought thousands of families into the city centre. The creativity of the BID community also helped to turn the city green with window displays, special offers and a shopping competition.

BID PROJECT: HALLOWEEN IN THE CITY

The fastest growing date in the retail calendar is Halloween, and since 2016 the BID has coordinated a celebration of all things spooky.

For the inaugural outing we worked with Manchester City Council, Transport for Greater Manchester, Visit Manchester and Party Delights to hang 4,000 pumpkin lanterns and turn the Town Hall, Harvey Nichols, Manchester Arndale, House of Fraser and Selfridges a ghoulish green. We also dressed the streets and staged some Halloween fun including live performances, ghost walks and a family treasure hunt by Just So Festival. It's now a fixed date in the city events calendar.

halloweenmcr.com
[@halloweenmcr](https://twitter.com/halloweenmcr)
[/halloweenmcr](https://www.facebook.com/halloweenmcr)



"We are proud to be working with Manchester BID. The King Street Festival was a great opportunity to promote our Lounge and wider brand. We had fun joining in with the activities on the street, and our features on social media were amplified by the BID's fantastic multi-channel marketing campaign. This helped us to achieve our highest footfall day since opening in 2012."

— Marie Robinson, Cluster Manager, Virgin Money

BID PROJECT: MCR STUDENT NIGHT-OUT

According to the National Union of Students (NUS), Manchester's students – a population of over 100,000 – have the potential to inject an estimated £996 million into the city's retail economy each year.

Since 2013, Manchester's BID has been delivering fun shopping events for freshers and returning students, including Vogue Fashion's Night Out and the MCR Student Takeover. Building on this success, in 2015 the BID formed closer partnerships with Manchester Arndale, student promotional agency UNIDAYS, Capital FM and The Warehouse Project's social media team to host a bi-annual MCR Student Night Out.

myunidays.com/mcr
[@shopmcr](https://twitter.com/shopmcr)
[/amanarndale](https://www.facebook.com/amanarndale)
[/shopmcr](https://www.facebook.com/shopmcr)
[/manchesterarndale](https://www.facebook.com/manchesterarndale)

Manchester City Council Executive

At each outing, thousands of students have headed into town to snap-up discounts of up to 30% from over 200 stores, promoted via targeted PR, digital, social media, leaflets and poster campaigns. Stores have reported sales increases of up to 50% year on year. Street installations, DJs, bands, games and food vans have kept everyone in the party – and shopping – spirit.



INCREASED STANDARDS

SAFE IN OUR HANDS

Sometimes it's the little things that make a difference: a pavement promptly cleaned, a complaint that's followed up properly, a helping hand or friendly ear for someone that needs it.

The Heart of Manchester City Hosts have greeted hundreds of thousands of people. Our team has been at the forefront of the rough sleeping crisis, and we've carried out training on reducing crime, delivering first aid and, of course, how to prevent or handle a terrorist threat.

Your job is to offer a great experience for your customers and turn that into a healthy turnover;

ours is to make sure that the city centre is just as enjoyable, and profitable. We've worked with our members to deliver a safe, welcoming and clean city centre for the millions of people who flock to it each and every year.

For five years we've worked to raise the standards of our city centre experience; imagine what we can achieve with our next five years.



WE PROMISED:

- To launch a tourist information service team on the streets to offer a warm and knowledgeable welcome and improve the visitor experience
- To provide businesses with operational support acting to enhance the city centre trading environment
- To offer access to CityCo's award-winning Business Crime Reduction Partnership (BCRP)

WE DELIVERED:

- Our team of City Hosts, who provide detailed help and a friendly face to visitors 363 days a year: 450,000 visitors helped so far
- Daily operational solutions resolved by a dedicated BID Operations Officer (e.g. utilities and streetscape works, litter removal, tree pruning, cleaning and busking complaints)
- Support for the Manchester Homelessness Charter, the Big Change campaign and Street Support
- Additional cleansing and commercial waste management
- Help with tackling flood damage
- Support from CityCo's award-winning Business Crime Reduction Partnership
- Retailer representation at meetings attended by Greater Manchester Police
- Security training sessions for retailers
- Partnership with Greater Manchester Police Counter-Terrorism Unit: training for 300 individuals and 70 organisations
- Installation of defibrillators and First Aid training

"Manchester is home to the largest Primark store in the world. Our location alongside the city's busiest thoroughfare means we enjoy high footfall, but also face numerous operational challenges. Thanks to Manchester BID's extensive connections, we work closely to resolve complex issues of anti-social behaviour and are working on longer terms issues such as clearing, flooding and homelessness. We appreciate all the support and look forward to continuing to work together."

— Anne McGarahan, General Manager, Primark

BID PROJECT: TAKING ACTION ON ROUGH SLEEPING

It's one of the most complex issues for many cities: homelessness and rough sleeping. We have hosted a series of briefing sessions for BID retailers, and reported our retailers' issues directly to the rough sleeping team at Manchester City Council.

Manchester's BID backs the Street Support app, an online tool that offers a one-stop shop for businesses and residents to find out how to help rough sleepers.

The app is part of the city's Big Change MCR campaign; a network of housing associations, voluntary groups, charities and businesses that are working together to promote alternative ways of giving to help end homelessness in Manchester.

streetsupport.net
bigchangemcr.co.uk



Item 13 - Page 21

BID PROJECT: CITY HOSTS

A visible and popular addition to the city, Manchester BID's City Hosts have gone from strength to strength and welcomed more and more customers. The City Hosts are the experts on the city's visitor experience – they've visited many of Manchester's leading attractions to make sure they know exactly where visitors are asking about and can offer the best assistance.

The City Hosts have helped to co-ordinate other city ambassadors and volunteers during the busy festive period. They have also conducted regular surveys, which form some of our insight reports.

As well as meeting and greeting the public and directing them around the retail district, the City Hosts carried out business visits, providing a vital link to the BID team.



BID PROJECT: OPERATIONAL AND SECURITY SERVICES

We are proud of our ability to help companies do better business. Our Manchester BID members have benefitted from a whole host of opportunities, from health and safety and first aid training to operational workshops and briefings addressing current trends and issues across the city. In the first five years, we have offered:

- Free Counter Terrorism Awareness training to prepare businesses around how to prevent, handle and recover from a terrorist attack
- Business Crime Reduction Partnership (BCRP) security briefings to provide crime prevention training on fraud, conflict resolution and reducing loss from theft
- First Aid at Work training
- Free defibrillator training delivered by our partners North West Ambulance Service

Manchester City Council Executive



Annex 2 - Item 13
13 September 2017

"Thank you for your valuable communications – you enable me to share vital information with my team and senior managers from the ground up. It's very reassuring to receive city updates first hand, from all of the services the BID and CityCo are connected to."

— Lisa Kay, Store Manager, Kiehls

INCREASED PROMOTION

GOOD NEWS: THE CITY'S THRIVING

Looking good. Sounding great. Bringing in business. A major slice of our BID operation is dedicated to keeping the heart of Manchester in the news and at the forefront of people's minds as they think about where they'd like to go for a great day or night out.

We've published guide books, supported major marketing campaigns and worked with partners such as Visit Manchester to launch seasonal programmes of promotion designed to showcase the show-stopping offer of Manchester city centre. And we've celebrated the very best of our city centre through our annual Mystery Shopping Awards programme.

More profile, more good news and even greater marketing campaigns lie ahead if, or when, our BID is renewed and a new, show-stopping programme is unveiled.

WE PROMISED:

- To support Visit Manchester's major seasonal marketing campaigns to promote the city centre
- To deliver marketing and PR campaigns to promote the BID's public events including developing promotional partnerships

- To deliver ongoing positive PR to promote the city centre to local, regional and national visitors
- To launch retail awards to encourage best practice and recognise excellent customer service
- To publish a guide book to promote the diversity of the city centre offer

WE DELIVERED:

- Support and sign-off of the city's annual spring, summer and Christmas campaigns delivered by Visit Manchester in partnership with the Manchester BID, Manchester City Council, transport operators and multiple campaign stakeholders
- £76 million worth of additional visitor spend in 2015/16 in the city region as a result of these Visit Manchester seasonal campaigns
- Christmas 2016: £1.2 million value campaign, 60 million opportunities for customers to see the outdoor advertising campaign
- Millions worth of additional marketing value for the BID's public events due to partnerships including Visit Manchester, Manchester City Council, Transport for Greater Manchester, Metrolink, NCP
- £11 million Advertising Value Equivalent (AVE) of marketing and press coverage for the BID's public events including TV, radio, digital, print and social media coverage across international, national and regional titles
- Broadcast features on BBC One, BBC North West Tonight, ITV Good Morning Britain, ITV Daybreak, Granada Reports, ITV News, BBC Radio 2, BBC Radio 4, BBC Radio Manchester, Classic FM, Heart FM, Key 103
- Press and online articles across The Guardian, The Independent, Telegraph, The Times, Sunday Times, Daily Mirror, Daily Mail, Daily Express, The Sun, Waitrose Magazine, Huffington Post, Stylist, Vogue, Drapers, Cheshire Life, Lancashire Life, Woman, BBC Online, Retail Week, Event Magazine, Greater Manchester Business Week, Manchester Evening News and many more
- Where to Go Manchester and Historic Manchester Walking Guide
- Heart of MCR Mystery Shopping Awards to celebrate the success of the BID retail sector and staff stars
- Annual 'secret shopping' exercise with Storecheckers to provide detailed reports
- Tax-Free Shopping marketing campaigns: retail guides published in Arabic and Mandarin and distributed via airlines to Middle East, Hong Kong, China, Australia

— Michelle Nicol, Store Manager, Paperchase

"Paperchase has been delighted to repeatedly work with Manchester BID. We add themed store activity to all the major BID events such as Chinese New Year, and love the additional footfall that comes as a result of the BID's multi-channel marketing campaigns. Due to the BID's wider partnerships with organisations such as TfGM and Marketing Manchester, we know that these festivals are reaching a broad print and online audience across the region, UK and even internationally."



YEAR OF THE SHEEP THE SHEEP IS MAKING WAY FOR MONKEY

YEAR OF THE MONKEY SPECIAL TO WELCOME CHINESE NEW YEAR

YEAR OF THE MONKEY

恭賀發財

Warehouse Project Djs to take part in street music event at MCR Student Night Out

TimeOut

Year of the Monkey

CLASSIC FM
THE WORLD'S GREATEST MUSIC

Win a 4* Manchester break for Dig the City

200 - July 2015, 2016

Dig the City is back. Manchester's summer garden festival returns from Friday 31 July to Thursday 6 Aug and we've a Manchester break to be won.

Calling all green fingered gardeners, Manchester's summer garden festival Dig the City is spreading its leaves across the heart of Manchester's shopping district from Friday 31st July to Thursday 6th August.

Watch as Manchester's city centre landmarks, lamp-posts, hanging baskets and shop windows bloom into life as Market Street, New Cathedral Street, St Ann's Square, King Street, Deansgate and Greengate Square all become a gardeners' paradise.

Come and enjoy seven days of garden galas, as pop-up plazas, delicious food and fabulous fairs take over the city's shopping streets of Manchester.

the guardian

Chinese new year in Manchester

It is the year of the monkey and celebrations have been taking place across the UK. Guardian photographer Christopher Thomond spent several days covering the preparations and events leading up to the big day in Manchester

Monday 8 February 2016 11.53 AM

Light show

I am giving out incense sticks for people to make a good wish in a monkey year

itv NEWS

Chinese New Year celebrations begin tomorrow with four days of music, dance and street food

1 February 2016 at 2:17pm

Greater Manchester welcomes in the Year of the Monkey. Greater Manchester Mayor and Police and Crime Commissioner Tony Lloyd has shared a message of celebration with the region's Chinese community.

Chinese New Year celebrations begin tomorrow with four days of music, dance and street food.

The highlight of the celebrations will take place in Chinatown and Albert Square on Sunday 7 February.

THE TIMES

For some, today is Chinese New Year: Manchester began celebrating early yesterday with a dragon parade and dancing

EXPRESS

Horrible Histories horticulture and RHS winners light up Manchester's free garden festival

MANCHESTER'S annual garden festival, Dig The City, will feature RHS winners and a Horrible Histories garden when it takes over the city centre from next week, July 31 to August 6.

BID PROJECT: SUPPORTING NATIONAL AND INTERNATIONAL MARKETING

The BID supports Visit Manchester's activities across the UK and overseas to promote our city. Campaigns are running all year, in partnership with Visit Britain, Manchester Airport and airlines, in key markets including the US, China and Gulf States.

Positive Manchester messaging is promoted through a whole range of media including press titles, transport advertising, digital and social. We also secure press coverage and familiarisation trips with journalists and travel trade agencies. The BID has supported tax-free shopping campaigns, and training and development projects that are readying retailers for growing Chinese and Arab markets.

At home, the BID has supported the city's leisure marketing campaigns that encourage people to take short breaks and day trips to Manchester. We worked to ensure the BID's public events and retail offer were highlighted.

The relationship between the BID, Visit Manchester and city wide partners has amplified the message that Manchester is a vibrant, world-class and must-visit destination.



IT ALL STARTS IN MANCHESTER

BID PROJECT: GUIDEBOOKS TO THE CITY

Where to Go Manchester: The BID's guide to the city centre was published in June 2013 with the help of online arts and culture magazine, Creative Tourist. The book was distributed at high profile events such as the Manchester International Festival, political party conferences and went on sale at a host of retailers, cultural venues, shops and online including on Amazon and Waterstones.

Historic Manchester Walking Guide: Published to coincide with the 2017 King Street Festival, we worked with Manchester tour guide and Manchester Confidential Editor, Jonathan Schofield, to launch a new guide around the heart of the city. The book takes visitors on a walk from Spring Gardens to Chetham's, and handpicks shops and restaurants along the way with a story to tell.



BID PROJECT: MYSTERY SHOPPING AWARDS

The BID's third annual retail awards were held in June. In association with Storecheckers, the BID has significantly developed this event since launch, and now provides a full Mystery Shopping service.

There are ten categories, allowing fashion stores, banks, cafés and tech retailers to compare results against the previous year, and with similar Manchester businesses. The secret surveys take place in May and June, and businesses can compare the detailed feedback report with their existing service metrics. The report covers all aspects of the visit experience, such as presentation standards and interaction with staff, including a section which tests how helpful staff can go the 'extra mile' to help shoppers find tourist attractions across Manchester.



Manchester City Council Executive

Feedback shows that the Mystery Shop is very much welcomed by retailers, helping individual stores to celebrate success and continually raise standards. The 2017 awards saw BID retailers achieving an average score of 85% (up 1% on 2016), with 139 stores scoring over 90% in recognition of outstanding customer service. A celebratory 'Winners Breakfast' toasted everyone's success, and retailers have proudly displayed their certificates and commendation window vinyls.

The 'Best of the Best' category winners, each scoring a perfect 100%, were also invited to the Retail Trust's Midsummer Ball, held in Manchester.



"It's fantastic that the Manchester BID has a regular programme of activity to help bring people into the city, and we love joining in with events such as One Big Summer Weekend. We were also extremely proud to win a category in the annual Mystery Shopping Awards and wish the BID every success."

— Peter & Elaine Kinsella, Owners, Lunya

INCREASED COMMUNICATION

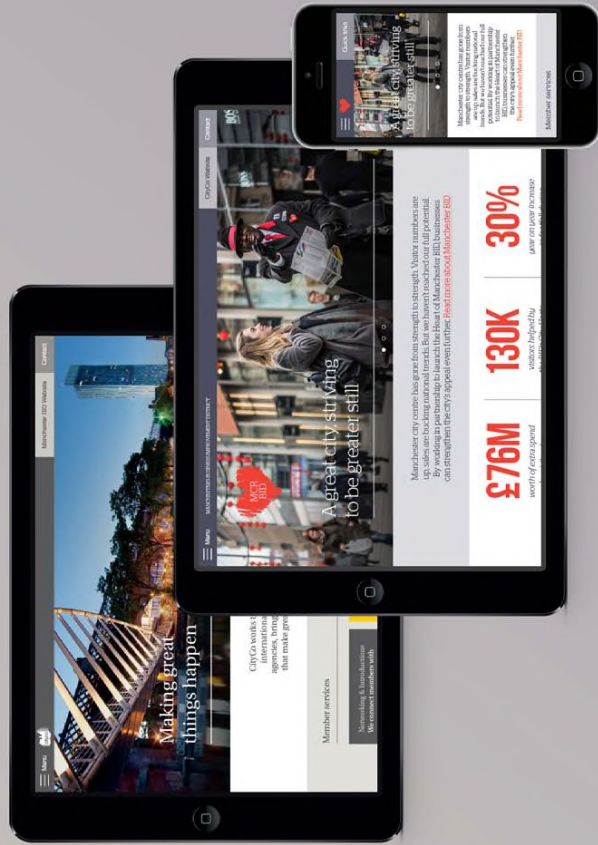
WITH US YOU FIND OUT, FIRST

We're your voice at the table and your vote in the lobby, but we're also the eyes and ears of our BID members, keeping on top of events as they unfold and making sure we keep our members fully briefed and when necessary, alerted to problems that could disrupt the smooth running of the city.

Item 13 Page 25

A powerful network and a platform for influencing, that's what we've delivered. From our busy social media feeds, relaunched website, e-briefings and discussion events to street meetings and socials we keep our members connected and clued-up.

And when the explosion hit Manchester Arena in May 2017, the BID team worked through the night to keep information flowing to both the public, and to BID members; in the days that followed our team became a 'go to' source of updates and intelligence. To keep a city moving, and flourishing, you need a finger on the pulse.



WE PROMISED:

- To bring retailers together at regular networking events, forums and briefings
- To share information on strategic developments, BID and civic events, festivals, activities and issues that may affect business productivity

WE DELIVERED:

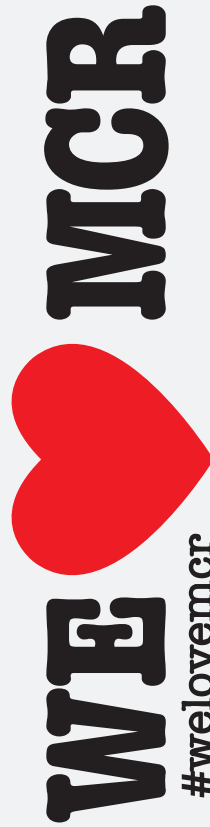
- Internal BID events: quarterly BID Board meetings and bi-monthly Marketing and Finance Groups
 - Street Meetings: held across the BID district for different street communities
 - Attendance at relevant city briefings e.g. Greater Manchester Police, Manchester City Council and Manchester Arndale's annual 'Talking Shop' conference
 - Regular store and business visits by BID Manager and City Hosts: 3,000+ visits a year
 - BID Socials: regular gatherings around BID event launches e.g. House of Fraser for Dig the City, Selfridges for Vogue Fashion's Night Out, Harvey Nichols for Chinese New Year
 - Opportunities for BID members to meet face-to-face, hear from leading city speakers and keep informed about what is happening across the city
 - Member events with talks by Sir Howard Bernstein, former Chief Executive of Manchester City Council, Sir Richard Leese, Leader of Manchester City Council and other city leaders
 - Transport for Greater Manchester (TfGM) strategy and major works briefings
 - Conferences on the future of retail, growth of the F&B sector, new property developments, greening, new tech and healthy cities
 - Group tours of Manchester Central Library, Albert Hall, MMU School of Art, Manchester Science Park, Corn Exchange
 - Sharing of critical city information and intelligence
- Strategic partnership groups for events including The Battle of the Somme Commemoration, Olympic Heroes Parade, Political Party Conferences
 - Delivery of business support letters, briefings and invites via the City Hosts
 - Regular transport updates and notice of temporary road closures communicated in liaison with Transport for Greater Manchester and Manchester City Council
 - Communication and consultation around the Metrolink Second City Crossing and Bus Priority Works
 - manchesterbid.com website
 - @manchesterbid Twitter feed
 - Monthly e-newsletters
 - Quarterly printed newsletters
 - Manchester BID LinkedIn group
 - Manchester BID LinkedIn business page
 - Manchester BID YouTube channel
 - @ShopMCR social media channels
 - Weekly and monthly footfall and sales index provided by Springboard UK: a rolling 13-week trend giving members useful comparative commercial information
 - Online reports, downloads, Marketing and PR reports, Annual Reports, success statistics, BID event photos and videos
 - Annual printed BID and city events calendar

BID PROJECT: MAJOR INCIDENTS

Following the explosion at Manchester Arena on 22 May 2017, the BID and CityCo teams put into place an urgent communications and operational support plan to assist our members, keeping businesses updated, advised and reassured in the days following the devastating attack.

On reports of the major incident, we monitored social media during the night, and shared advice from trusted sources @gmppolice and @manccitycouncil. Our Nitenet and Storenet security radios systems were also up and running.

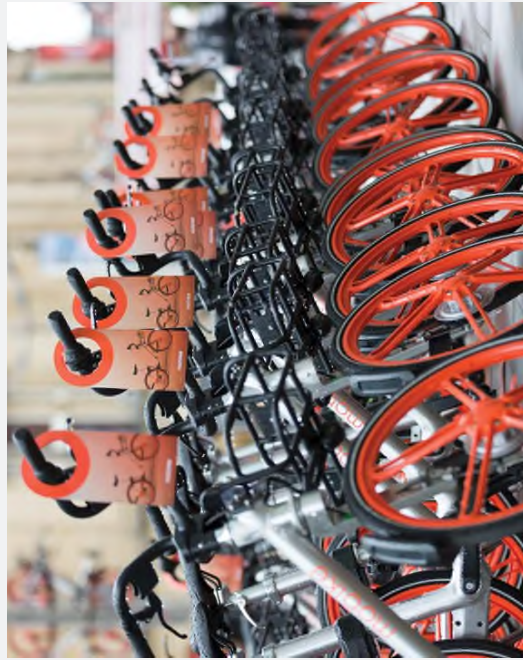
Early the following morning, staff gathered to receive the police briefings and made calls to city stakeholders as well as members, including detailing special advice for those within the cordon. We then instigated a set of email briefings to all of our networks. These outlined the status of events, updates on the investigation, the scale of the cordon and access, security resources, travel advice, missing persons and counter-terrorism helplines, as well as useful links and recommended actions.



BID PROJECT: MOBIKE

Mobike is the world's largest bike-sharing scheme. When it hit the streets of Manchester and Salford in 2017, it was thanks to partnership between Manchester BID and CityCo, Transport for Greater Manchester, Manchester City Council, Salford City Council, MIDAS, Manchester China Forum, Visit Manchester and Visit Salford. Although Mobike is huge in China, Manchester was the first place they had set up outside Asia. It brought 1,000 of its high-tech aluminium machines with airless tyres, a GPS tracker, built-in lock and a cashless smartphone app to the two cities.

Unlike other bike schemes, Mobikes don't have to be left at a special dock, making them perfect for getting across the city for business or leisure. It was a great coup for the city, and Manchester BID and CityCo supported the launch with a business summit, public showcase and PR.



"Thank you to the team at the BID and CityCo for your assistance in the aftermath of the terrible attack at Manchester Arena. Harvey Nichols was within the immediate security cordon, so it was extremely useful to attend the business briefings with senior police and council leadership as well as receiving your regular emails and direct contact with the BID Manager. This support continued with regular communication around city events, transport, and charity appeals. The BID really helped to keep the city together and send out a vital 'Open for Business' message."

— **Iain Mackenzie, Store Director, Harvey Nichols**

FIRST BID FINANCES

2013 - 2018 Income and Expenditure	2013/4	2014/5	2015/6	2016/7	2017/8	Totals
Income						
BID Levy	955,000	968,000	950,000	958,000	970,000	4,801,000
Additional income	33,019	55,805	55,070	41,549	800	186,243
	988,019	1,023,805	1,005,070	999,549	970,800	4,987,243
Expenditure						
Member Support						
Events	292,102	387,935	342,366	335,955	301,000	1,659,358
External marketing and PR	170,877	171,000	141,000	151,670	153,500	788,047
Marketing, internal comms	199,542	173,000	169,000	180,547	182,000	904,089
Operational	30,000	30,000	30,000	30,000	30,000	150,000
Internal research and comms (inc. awards)	26,000	30,000	32,000	46,492	48,000	182,492
Total	718,521	791,935	714,366	744,665	714,500	3,683,986
Central staffing	73,758	109,425	107,435	112,363	112,000	514,981
Contingency/Contracts/Other campaigns	20,000	20,000	0	26,068	95,000	161,068
Admin	117,873	119,346	125,887	128,145	134,845	626,096
Total Expenditure	930,152	1,040,706	947,688	1,011,240	1,056,345	4,986,132

"The Manchester BID demonstrates a very positive impact on city retail by helping to drive footfall and sales. We are delighted to work with the BID. From delivering operational support to hosting events and connecting retailers, the company makes a valuable difference."

— **David Allinson, Centre Director, Manchester Arndale**

"Through digital communications and the BID's City Hosts, we receive regular operational information about events, cleaning, policing and other issues, including protest demonstrations. It's invaluable to be fully informed about some of the more challenging aspects of having flagship branches in such a busy city centre location."

— **Chris Hinchliffe, Market Leader, Manchester city centre branches, Barclays**

"House of Fraser has had the privilege of working with Manchester's BID since its launch. The partnership has generated benefits for both the store and the city. We are working together to create a better shopping experience for customers and visitors."

— **Anne Latham, Store Manager, House of Fraser**

"Manchester is one of the leading flagships for Debenhams in the UK, but we also have one of the most challenging city centre locations. We really appreciate the support of the BID, especially the commercial and operational information they regularly provide via newsletters, street meetings, business summits and one-to-one visits."

— **Debbie Whiting, Senior Store Manager, Debenhams**

MANCHESTER: LOOKING AHEAD

AS ONE OF THE UK'S LEADING BUSINESS IMPROVEMENT DISTRICTS, WE'VE WORKED HARD TO MEASURE OUR PERFORMANCE AND SUCCESS.

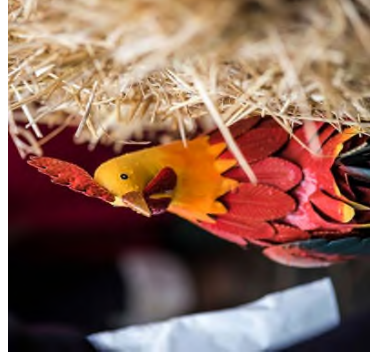
We're now asking you, our members, to re-endorse our plan for a prosperous, safe and hugely successful heart of Manchester. A new BID would lead to:



HIGHER
FOOTFALL



MILLIONS
MORE
VISITORS



AND MORE OF A
SAY IN OUR CITY
CENTRE'S FUTURE

2018-2023 NEXT BID

As the city has changed and grown over the past five years Manchester's BID has played a key part. We've brought in footfall, kept the city moving, delivered operational support across security and environmental issues, and lobbied on your behalf, both in the city and with national government.

Real estate is changing. Our high streets have had to respond to a changing mix of stores and the continuing rise of online shopping. We've worked together to develop and promote engaging and exciting events. And we've come together in the face of attack to make sure our city stood strong and resilient.

Before proposing a second BID, we held detailed consultations with retailers and businesses to get their opinions, priorities and what they would want from a second five years of BID investment.

We believe that launching a second Manchester BID will help to build on the success we've seen so far. It will also continue to address current challenges and respond to new ones in a changing city centre environment.

Here we outline your priorities for a second Manchester BID.

Public Events

Events have been one of the major focuses of the first BID. When we started consulting with current BID levy payers in 2016, events again were by far the most important aspect of the BID for the majority of current levy payers.

There's broad agreement that the current BID event plan works. We run different events in different areas, attracting different demographics and at different times of the year, all co-ordinated with other city events. Our events market and promote the city centre, attract footfall and make the city centre more lively and vibrant.

If the ballot is successful, we will continue with our current major events, building them to make them ever bigger, and generating ever more press and marketing coverage.

WE WILL:

- Continue to deliver and develop the BID's programme of main events, including Chinese New Year, Halloween in the City, The King Street Festival and MCR Student Night Out
- Look to develop the summer festival offer
- Investigate the potential for other events, including a restaurant/bar festival

Operational Services

The Business Plan of the first BID was focused clearly on marketing, events and promotion. Unlike other BIDs, we provided no operational services. Considerable operational support has, however, been given thanks to the link to CityCo. CityCo responds to members of the BID as it would to CityCo members; logging issues, raising them with the correct authorities and increasingly working on solutions with the private sector.

The consultation process that has taken place with BID members raised operational support as one of the desired major pillars for the future BID Business Plan. However, it was clear that there was still no desire to take a role in directly managing core services. We will not be directly managing services or seeking to replace current services provided by the public sector. All services supported by the BID will be additional to those provided by the public sector.

WE WILL:

- Aim to have a direct input in areas such as rough sleeping, cleansing and crime within the BID area
- Do more on the education of staff, customers and public around the issues that affect the BID area
- Hold a pot of money in order to support ad hoc activity as issues affect businesses
- Ensure the City Hosts continue to report on operational issues, and we will work with partners to develop solutions
- Explore specific initiatives requiring funding; such as street washing and greater investment in recycling bins
- Support funding for the Street Support app, and work with partners to help get rough sleepers off the streets
- Develop educational campaigns aimed at staff and customers to ensure businesses take responsibility for their own rubbish and to encourage people to give to rough sleeping charities
- Encourage businesses to work together to raise money for charity, engaging employees to fundraise to have a direct impact on their neighbourhoods
- Continue to provide regular briefings on security and counter terrorism awareness, and work with specific BID areas on resilience, evacuation and safety plans

"Thank you to the BID for all the helpful operational support. Manchester is a great place to live, work and visit, but also faces many challenges around issues such as rough sleeping and changes to the transport infrastructure. Whether it is individual visits from the BID Manager and City Hosts, or regular street meetings, newsletters and e-comms, we are always kept up to date in this rapidly changing city."

— Paul Hales, Area Manager, Whitbread Costa

Marketing of the city centre was essential in the first BID because of the potentially huge impact of the new tram line being built through the retail district. There was a major focus on ensuring the 'business as usual' message was communicated, primarily within the region. With the City Hosts scheme, we've provided a welcome for visitors which has become increasingly well-used. We also produced a number of stand-alone marketing pieces such as guidebooks.

Our levy-payers see the continuing value in promoting the city centre offer in its entirety. The BID will continue to work closely with partners such as Visit Manchester, Manchester City Council and Transport for Greater Manchester to achieve this.

WE WILL:

- Ensure international audiences are better catered for, working with Visit Manchester, through language-training and relevant payment systems
- Support Visit Manchester by providing ideas to fill the itineraries of tour groups, and feed back to members on the potential offered as new airline routes open into Manchester
- Increase the amount of ad hoc marketing material, such as the guidebooks, that we produce, directly aimed at improving the experience of visitors and encouraging longer dwell time
- Continue to run the City Hosts ambassador scheme, increasing the range of languages on offer
- Enhance the Heart of MCR Mystery Shopping Awards, continually seeking to improve the customer experience in the city
- Work with partners to improve the physical welcome to the city, supporting work on wayfinding, and helping directly with the look of the city
- Develop the BID's digital presence and enhance the BID's own brand

Both Hotel Chocolat stores in Manchester enjoy working with the BID. With events throughout the year, such as Chinese New Year and Halloween, there are lots of fun reasons to come into the city, and go shopping! The BID has great relationships with partners including the council, transport operators and Marketing Manchester, so posters for these events can be seen all over Greater Manchester and online. This is great news for our football!

— Sam Wright, Store Manager, Hotel Chocolat

The presence of nearly 400 businesses around a virtual 'table' was seen as one of the strengths of the BID when it was created. Almost immediately, the BID was focusing on lobbying and information flow around the Metrolink expansion (and other) transport works. We had very regular meetings with the operational team behind the tram works, and lobbied hard to ensure businesses were contacted and fully briefed.

The levy payers involved in the consultation process want to ensure that their voice continues to be heard by senior officers in the public sector. They also wanted to ensure that there was a clear understanding of the size and importance of the BID in terms of the local economy.

WE WILL:

- Ensure our own 'house' is in order; working to solve operational issues such as commercial waste and litter and to influence members
- Support initiatives initiated by Manchester City Council, Greater Manchester Police and the Mayor's office, ensuring we communicate key messages to staff and customers
- Be clear what conversations need to be developed and work with other sectors in the city centre to develop a joint approach
- Develop specific campaigns for staff and customers, including charity fundraising
- Develop background materials around the size of the BID in terms of numbers of employees and importance to the economy

"Greggs has numerous branches in Manchester and the ongoing flow of information from the BID is very helpful to our business. From helping to summarise long-term strategic plans for the development of the city, through to incredibly rapid responses to major incidents, we really appreciate the updates. The BID's festivals and support for other civic events brings the city centre alive, and it's great to know the BID is representing the interests of the retail community in areas such as policing. The BID is a valuable tool in the city to support retailers - thanks again."

— Mark Fowler, Area Manager, Greggs Plc

We produce monthly and quarterly online and printed newsletters, share news on Twitter, LinkedIn and manchesterbid.com, post weekly sales and footfall statistics - and host regular street meetings and socials.

The tragic events of May 22nd in Manchester demonstrated the necessity of being able to communicate quickly and efficiently with businesses across the city centre. Within ten hours of the bomb, we sent out the first of many briefings across the BID, and to head and regional offices, while the hosting team on the ground provided re-assurance and the latest news.

WE WILL:

- Host an annual conference to bring together and listen to all BID members and ensure their views are being represented
- Develop sub-groups of the BID Board around specific sectors, including Food and Beverage and Financial Services
- Look at improving the presence and engagement of the BID on social media, and encourage involvement from a wider community of members
- Work on specific campaigns aimed at staff and customers, following our very successful annual events plan

2018-23 BID: LET'S GET DOWN TO BUSINESS

WHAT IS A BID?

A BID is a specific geographical area where businesses work together and invest in agreed services, projects and special events. The remit of a BID is determined and controlled by the businesses involved. As they own the BID, businesses play a key role in deciding which projects and initiatives should go ahead. BIDs are commonplace in most UK towns and cities, across Europe and the United States. The majority of UK cities now have city centre BIDs – including Liverpool, Birmingham, Leeds, Newcastle, Sheffield, Bristol, as well as many in London.

HOW IS IT FUNDED?

A BID is financed by a levy made on the basis of rateable value. Agreement to set up a BID is made on the basis of a ballot of all relevant businesses within the area.

THE MANCHESTER BID

The city's first BID launched in 2013 for a first term of five years. The BID company brings together almost 400 retail, food and other customer-facing businesses in the central shopping district spanning Deansgate, King Street, Cross Street, St Ann's Square, Market Street, New Cathedral Street and Manchester Arndale. The 2018-2023 BID, if passed, will operate across the same area, with slight expansions to pick up areas where businesses have set-up in the past five years.

GOVERNANCE

The Manchester BID is an independent not-for-profit, limited-by-guarantee company governed by a Board. The Board is made up of levy paying business champions and non-exec Directors from public sector stakeholders. Voting rights on decisions sit with the levy paying representatives and the Chair.

The current BID is managed by CityCo, and the Chief Exec and staff are responsible to the BID Board for the delivery of the Business Plan. As CityCo manages the company, and already has offices and systems, administration costs incurred by the BID company are among the lowest, percentage-wise, in the country. This ensures the vast majority (90%) of levy payments can be put towards the delivery of work. The levy is collected by Manchester City Council and operating agreements ensure the process is transparent.

The chair of the current BID is Jane Sharrocks, General Manager of Selfridges Exchange Square. The current retail directors are: Joanne Elliott, Store Manager, Marks & Spencer; Roger Khoryati, Managing Director, MCD Manchester Ltd (Franchisee); David Allinson, Centre Director, Manchester Arndale; Anne Latham, Store Manager, House of Fraser; Steve Mockl, General Manager, Boots and Mark Travis, Area Manager North, Bags ETC and Domo.

A new BID board will be appointed in April 2018. The intention is to have a main board with a number of sub-groups reporting to it, looking after specific areas of the business plan. Alongside, sector groups will be created to cover Food and Beverage, Financial Services and other specific areas.

2018-2023 BID LEVY

THE FINAL DECISION ON THE LEVY LEVEL WILL TAKE PLACE AFTER FURTHER CONSULTATION. WE DO NOT INTEND FOR THE LEVY TO BE MORE THAN 1.5% RV. WE WILL CONTINUE WITH A DISCOUNT FOR MANCHESTER ARNDALE BUSINESSES.

OVER TO YOU

This is your BID. As we go for a second term – which could bring an extra £6 million into our city – we're asking you to have your say on the future direction of Manchester's retail district.

The success of Manchester's BID is down to you, our members. We want to know what you think of our proposals, what you want to keep and what you want to change.

The final Business Plan will be published in October 2017, so make sure you have your say.

manchesterbid.com
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