
REPORT OF
THE CITY MAYOR

TO
COUNCIL
October 10th 2018

TITLE: SALFORD CITY COUNCIL MEMBERSHIP OF CITYCO

EXECUTIVE SUMMARY:

Salford City Council is a member of CityCo, which is an independent, not for profit, City Centre Management Company. The City Mayor is a Director of CityCo and the Chief Executive is an Alternate Director. CityCo derives fees from private sector businesses including retailers and hoteliers across Manchester City Centre. Some of its membership includes businesses in Salford.

In total, there are 9 board members. CityCo has around 130 core members across a range of sectors including; retail, property development, leisure, professional and financial services, hotels, transport, hospitality, sports, education, utilities, creative industries plus public sector agencies including Greater Manchester Fire and Rescue Service and GM Police.

CityCo's associated networks include a Business Improvement District, Northern Quarter Small Business Forum, Salford Hoteliers Group, Petersfield Group and Business Crime Reduction Partnership, which extends the reach to around 1,000 businesses across mainly Manchester with some in Salford.

DETAILS:

1. CityCo provide the following headline functions and services

- 24/7 Operational and security support from a CityCo team.
- Networking and introductions to key contacts.
- Intelligence and insight (footfall, occupancy, sales, crime figures).
- Involvement in city centre events, including Bee in the City, Chinese New Year (public and B2B).
- Connection to the Personal Assistant (PA) network (600+ members).
- Connection to the Business Crime Reduction Partnership.
- Event consultation, management and production.

- Management consultancy services including development overviews and pipeline intelligence.
- Connection to new and emerging businesses in the creative and tech industries.
- Access to Food and Beverage Networks.
- Access to Evening Economy Networks.
- Resilience training including bespoke table top exercise.
- 0.5 dedicated officer supporting Salford's partnership with CityCo.

Corporate Events

During the year CityCo have co-ordinated numerous City Centre events with some crossing over with Salford networks.

15th February – “A New City Landscape” – promoting the City's assets.

Panel discussion featuring Salford City Council's development officers and the Chief Executive of ASK Real Estate.

12th Sept – Social Value and your business.

Panel discussion featuring Salford's ANTZ network, Patagonia, Leesa Sleep and businesses from across the region.

14th August & 16th October – Speakers from Transport for Greater Manchester.

Business Briefing Salford and Manchester Inner Relief Road.

22nd November – Annual Members' Lunch.

To be attended by business and civic leaders from across Salford and Manchester.

2. In Statistics

- £6.5m – The Business Improvement District attracted additional investment to the retail core after a successful rebalot in Nov 17.
- 6 annual footfall driving events through the BID.
- 30 + corporate events per year.
- 1000 + emergency business contacts.
- CityCo Salford Hoteliers Group – 10 members, quarterly briefings, e bulletins, operational support.
- £220,000 raised to date and £147,360 dispersed to alleviate rough sleeping through the BigChangeMCR campaign.
- 320 + members of the Business Crime Reduction Partnership, dedicated to managing risk and preventing crime.
- 629 individuals on managed exclusion from member premises.
- 20 Community Protection Warnings.
- 6 Injunctions.

- 20 Anti-Social Behaviour referrals.
- 2 e-bulletins per month with specialist updates during emergencies.
- 46,000 + twitter followers.

3. Project Summary

Most of the following relates directly to Manchester city centre operational activities, communications and networking.

- Delivering a cycle of business briefings on transport innovation, homelessness, spice, rough sleeping, and apprenticeships, regeneration, developments, first aid and counter terrorism.
- Maintaining core city centre communications and continuity networks during and after terrorist attack, EDL and other marches, protests and disruption to business continuity such as fire and flood.
- Communicating plans with cross border impact, such as May 22 commemoration events.
- Triaging individual businesses over operational issues that affect their ability to operate, review and form action plans.
- Working with people with lived experience of homelessness to help redesign services. Board Membership of Manchester Homelessness Partnership.
- Producing a free podcast examining city centre management issues.
- Delivering tailored intelligence briefings for individual businesses to make the case for investment.
- Generating positive press and PR around the city core.
- Delivering football driving marketing campaigns.
- Investing in international marketing campaigns through partnership with Marketing Manchester.
- Medieval Quarter Branding Group – working to create destination brand across suite of partners.
- Members of the Water Safety Partnership Forum, which includes River Irwell.

4. Salford Specific Objective

- Specific support regarding anti social behaviour around the emerging business district around Greengate Embankment.
- Historically have helped with an outline plan of options to deliver events and animation activity at Greengate.
- Strengthening the business relationships on each side of the Irwell, especially medieval quarter.
- Working on business training that responds to issues which threaten continuity - such as floods / fire / terrorist threats.
- Maintaining up to date contacts with emerging creative community / food and beverage community. However, Salford City Council are undertaking work with other experts in this sector especially around Chapel Street and the Crescent Masterplan.
- Supporting and promoting existing events such as Sounds of the Other City.

- Whilst working relationships with officers regarding developments and city growth have been established, relationships with leads on operations, crime and community safety and emergency planning are not in place.

5. Projects

CityCo have been in discussion with Greater Manchester Police to extend the civil exclusion scheme into Salford. GMP are now updating their Information Sharing Agreement which will include the F division. In short, this agreement will empower businesses to exclude known offenders from their premises.

CityCo has scoped out and is developing an approach to the idea of a Greengate and Embankment business group.

Peel Media have recently joined CityCo. This as related to the operational issues at MediaCityUK.

FINANCIAL IMPLICATIONS:

The annual membership fee for CityCo is £30,000.

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