

Working in partnership to manage
and market city centre Manchester



Over 200 members of Manchester's business community attended our first annual review this morning at Manchester Town Hall. Below is a summary of what was outlined as our core activity for the coming year.

Cityco priorities for 2010/11

Management

- Develop joint objectives with Manchester City Council to ensure we achieve and maintain an excellent public realm in the city (setting standards for cleansing, highways, utilities and events management)
- Launch a further 14 'Clean Teams' in April, tasked with improving the city centre environment
- Roll-out the Child Safe scheme currently based in Manchester Arndale across the city
- Launch a pilot of a city centre Ambassadors programme
- Continue to liaise with utilities companies, city council and transport providers to ensure maintenance works are completed, and communicated properly
- Extend our Business Crime Unit to hotels, and scope a further extension to the night-time economy
- Replace our current radio network with a brand new digital system
- Continue to act as a one-stop-shop for all operational needs

Marketing

- Develop our 'See What Manchester's Made of' brand to deliver our 3-5 year plan to promote the city centre at key points throughout the year
- Deliver 3 campaigns: Family Friendly (July/Aug), Retail (Oct), Christmas (Dec)
- Launch a campaign to make Manchester an open city for photography
- Work with Manchester Digital Development Agency to map out the potential to roll-out next generation broadband across the city centre

Networking & Lobbying

- Diversify and develop our leading events programme to bring people together from various sectors, to form new partnerships
- Review and find efficiencies in the city's network of forums and working groups

City Centre Intelligence

- Provide access to data on the performance of the city centre to our members
- Redevelop www.cityco.com to provide better access to this information
- Launch a package of membership benefits and discounts

I look forward to continued collaboration in the year ahead to bring forward these initiatives, and more, that will make a real difference to the city for those who live, visit and do business here.

To discuss Cityco membership please contact our Membership Manager Lynne Farnell, on 0161 838 3263 or email membership@cityco.com.

Kind Regards
Vaughan Allen
Chief Executive, Cityco