

# Cityco Membership Benefits



**CityCo is an independent, not-for-profit, membership organisation that works in partnership with public and private sector businesses to strengthen the performance and reputation of Manchester city centre.**

**We bring together decision makers from all major business sectors, driving forward initiatives that improve the city.**

**As a member, you will be supporting the full range of CityCo activity.**

## Events & Membership Network

- We run a series of **leading business events**; allowing senior level colleagues to gain valuable insights about the performance and direction of the city, and to build strategic cross-sector relationships.
- Our Board and senior level **Private Dinners, The Manchester Breakfast and CityConversations** events draw major players from varied business sectors, enabling members to influence agendas at the very highest level.
- Events strands also include; the City Centre Annual Review, Piccadilly Forums, PA Network, Political Party Conference Briefings and Security Sentinel conferences.
- We invite members to attend **strategic working groups**, forums and briefings.
- Members receive a **monthly CityCo newsletter** and have access to an **exclusive area on cityco.com**, allowing cross-promotion of news and offers.
- We share leading **research data** on the state of the city centre.

## City centre management

- We run a **one-stop-shop** operational support service – offering members 24/7, unlimited assistance from our dedicated Operations team.
- We help to ensure **business continuity**, for example when issues need resolving around antisocial behaviour, cleanliness, utilities works and road closures.
- We liaise on behalf of members with the city's key stakeholders; **strengthening the services that matter to performance** such as security and cleanliness.

- We deliver projects to improve the city centre brand and business experience; such as greening initiatives under **Manchester Garden City** scheme, and our **Child Safe, Cityloos and Open City** campaigns - which aim to make Manchester an open, accessible and family-friendly place.
- We manage the **Manchester Business Crime Reduction Partnership**; tackling repeat offenders, sharing data via our MBCRP intranet and digital radio system, and sharing intelligence via our Security Sentinel.
- We have dedicated **Piccadilly and Northern Quarter** area managers; working on behalf of local businesses to deliver projects that develop and animate the areas.

## Marketing

- We deliver major seasonal marketing campaigns for the city centre, such as 2010's **Manchester's Magical Christmas campaign** which saw uplift in visitor footfall, spend and increased use of public transport.
- We run a retail-specific campaign - **Manchester Heart of Fashion**, promoting the city's diverse retail mix and helping to ensure the city centre continues to outperform its peers.
- We deliver new events in Piccadilly - **The Manchester Picnic** and **Piccadilly Family Fair** at Christmas; both for family audiences and aimed at increasing footfall and spend.
- We promote Northern Quarter and Piccadilly businesses via websites **n4manchester.co.uk** and **piccadillymanchester.com**.
- We deliver **sustained PR activity** to raise the profile of the city centre.

## Find out more

Find out more about all recent projects, upcoming initiatives and member events at our website **www.cityco.com**

To discuss membership in more detail, please contact our Member Relations & Events Manager, Nicola Wilkinson.

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