Proper Local MCR

The City Centre Neighbourhood Guide

who lives on each Proper Local card, and which businesses suit them

Proper Local sends one big A4 postcard of independent businesses to every home in three parts of Manchester city centre, every month. This guide brings together what we know about the people on each card, from Royal Mail, the Office for National Statistics and the 2021 census, so you can decide where your business fits best.

All three cards go mostly to people renting flats, with more money left after housing costs than the national average (£34,676 for England & Wales, ONS). Renters spend less on big home projects and more on eating out, looking after themselves and everyday services close to home. That's why food, drink, fitness, beauty and local services do especially well on these cards.

37,646
homes across the three cards

3
cards: Northern Quarter & Ancoats, Deansgate & Castlefield, Piccadilly & the Village

1
business per trade on each card, each month



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Northern Quarter & Ancoats

14,277 homes Postcode sectors M4 1, M1 1, M1 2, M4 5, M4 6 and M4 7

Where it goes. The whole Northern Quarter, Ancoats, New Islington and Piccadilly Basin. From Stevenson Square, Oldham Street and Tib Street, across Great Ancoats Street to Cutting Room Square, and out to New Islington Marina.

Manchester's independent heartland, with cafés, bars, studios and new apartment blocks around the old mills and canals. The people here live, work and spend locally, and they actively look for independents.

14,277

homes on the card

51%

of homes in Ancoats & Beswick ward are privately rented, and 25% are owned (2021 census)

£39,980

average household income after housing costs across Piccadilly & Ancoats, against £34,676 for England & Wales (ONS, 2023)

Who lives here. Lots of young professionals and couples in flats, plus a growing number of owners in the newer blocks around New Islington. Most are renters, so they spend on going out, looking after themselves and everyday local services more than on big home projects.

Businesses that do well here

- Cafés, bakeries and brunch spots
- Bars, restaurants and takeaways
- Gyms, yoga, climbing and personal trainers
- Barbers, salons, nails and tattoo studios
- Dentists, physios and opticians
- Dog groomers, walkers and vets
- Cleaners, laundry and handyman services
- Letting agents and removals

Be the only NQ & Ancoats business in your trade

Book any month of 2027 at properlocalmcr.com/northern-quarter-ancoats. Standard space £495, large space £845, with design, print and Royal Mail delivery included.

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Deansgate & Castlefield

15,306 homes Postcode sectors M3 1, M3 3, M3 4 and M15 4

Where it goes. Deansgate, Castlefield, Spinningfields and Deansgate Square. From the towers at Deansgate Square and the canal basin at Castlefield, up Deansgate to Spinningfields and St John's.

The city's most affluent card. Canal-side apartments, the Deansgate Square towers and Spinningfields bring a high-earning, time-poor crowd who are happy to pay for quality and convenience.

15,306

homes on the card, the biggest of the three

£41,633

average household income after housing costs in Castlefield & Deansgate, one of the highest in Greater Manchester (ONS, 2023)

73%

of homes in Deansgate ward are privately rented (2021 census)

Who lives here. High-earning professionals, many in their first city flat or a premium rental, with spending money left after the rent. They value good service, convenience and treating themselves.

Businesses that do well here

- Restaurants, cocktail bars and wine shops
- Private gyms, Pilates and personal trainers
- Beauty, aesthetics and skin clinics
- Private dentists and physiotherapists
- Florists and gift shops
- Dry cleaners, cleaners and concierge-style services
- Estate and letting agents
- Pet care for flat-dwelling dogs

Be the only Deansgate & Castlefield business in your trade

Book any month of 2027 at properlocalmcr.com/deansgate-castlefield. Standard space £495, large space £845, with design, print and Royal Mail delivery included.

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Piccadilly & the Village

8,063 homes Postcode sectors M1 3, M1 5 and M1 7

Where it goes. The Gay Village, Canal Street, Whitworth Street, Sackville Gardens and Mayfield. Along the Rochdale Canal from Canal Street and Sackville Gardens, down Whitworth Street, and out to Mayfield beside Piccadilly station.

The densest, liveliest card: the Village, the Whitworth Street warehouses and the new Mayfield quarter, right by Piccadilly station. Busy, social residents who are out a lot.

8,063
homes on the card, the tightest-packed of the three

70%
of homes in Piccadilly ward are privately rented (2021 census)

£39,980
average household income after housing costs across Piccadilly & Ancoats (ONS, 2023)

Who lives here. Mostly renters in apartments, including many young professionals and a strong LGBTQ+ community around the Village. Social, out and about, and loyal to the places they love.

Businesses that do well here

- Bars, clubs and late-night food
- Barbers, salons and grooming
- Gyms and fitness classes
- Tattoo and piercing studios
- Takeaways and delivery restaurants
- Dentists, opticians and pharmacies
- Cleaners and laundry services
- LGBTQ+-friendly businesses of every kind

Be the only Piccadilly & the Village business in your trade

Book any month of 2027 at properlocalmcr.com/piccadilly-village. Standard space £495, large space £845, with design, print and Royal Mail delivery included.