A Safe, Clean City | Marketing & Events | Business Support | Accessibility & Parking

BID UPDATE

SPRING 2016

enjoy wolverhampton BID

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Introducing your new City Ambassador, Mick Kelleher



Known for his outgoing and positive attitude, Mick offers over twenty years knowledge of the City Centre.
He welcomes the opportunity to build on those relationships through his new City Ambassador role.

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CityCentreBIDGroup

Delivering a city to be proud of

Since its launch in April 2015 Wolverhampton BID Company has been working hard to deliver improvements to Wolverhampton city centre. Over the last 11 months the BID has delivered a whole range of projects and initiatives including:

A Team of City Ambassadors - friendly, welcoming ambassadors of the city - the eyes and ears of the BID team who have undertaken over 3400 business engagements to date, updating businesses on activities of the BID and the city centre, listening to businesses concerns, responding to queries about city operations and working with agencies including the police and the council to report and resolve issues of graffiti, anti-social behaviour and cleaning.



Enjoy Wolverhampton website - showcasing our city centre businesses and events plus social media marketing of our city centre its businesses, events and venues.

A Free Seaside in the City - family event on August Bank Holiday in Queen Square attracting over 1000 people to enjoy a range fun family activities.

City Centre Macmillan Coffee Morning supported by Santander, Boots, Marks and Spencer's, Greggs and independent businesses including Madame Clarkes and Prince Albert.



Christmas Grotto that welcomed over 1070 children to Queen Square.

Additional Christmas tree lights to add an extra sparkle in our city over Christmas and spread the festive feel.

Significant Christmas Marketing and Promotion of the city centre including billboards sites across the West Midlands through to the 22 poster sites and 6 weeks digital advertisements on the M6, through to social media campaigns raising the profile of the city over the Christmas period.

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Throughout 2016 we will continue to deliver these projects and will also be working to:

Deliver a programme of city marketing and events throughout 2016 – including Mothering Sunday, and Easter family fun events to raise the profile, support positive perceptions and attract footfall into our city to support the businesses.

Increase the profile of city centre businesses through website and social media feeds and advertising campaigns.

Remove where possible and reduce the impact of unsightly waste bins in the city centre

Ensure that CCTV coverage in the city centre is provided 24hours a day and 7 days a week and is effectively linked to our city ambassador team and other agencies including the police, PCSO's and street pastors.

Investigate and provide more car parking initiatives to attract more visitors to the city and for them to stay longer.

Deep clean more city centre streets identifying hot spots ensuring a clean and welcoming city centre for all.

Dressing vacant units and working with stakeholders in the city to encourage investment and promote the city.

Continue to support our city centre businesses - continuing to look at how we can save them money on their operating costs and offer them a range of business support as part of their BID membership.

Actively working with partner agencies to resolve issues of antisocial behaviour, begging, homelessness and street drinking and street preaching.

Continued:

Delivering a city to be proud of...

Big Book of Christmas – production and distribution of 8000 Big Book's which provided a city centre guide for all activities, shopping hours, parking offers over the festive period and included over 70 vouchers and offers for use in a great range of national and independent businesses across the city centre encouraging footfall and repeat custom.

Santa's Big Night Out supporting the evening economy and raising the profile of the venues across the city.



Late Night Safe Haven Role out of 32 additional nights of the of Late Night Safe Haven at Lichfield Street supporting a safe and welcoming city and promoting a great night out in Wolverhampton. To date this has served over 500 people offering them a friendly place to wait for a taxi and ensuring a great night out in the City.

A Deep Clean, Hot Wash and Chewing Gum removal across our 6 core shopping streets including King Street, Queen Street and Dudley Street.

Business Savings Scheme - offering city centre businesses significant savings on their operating costs including utilities, telecommunications and merchants fees.

Roll out of upgraded digital radio link system to ensure a safe and well connected city.

BID Updates regular BID newsletters to all BID Businesses to update on BID activities and city centre news.

Installation of Footfall counters in the city to measure how our city is performing.

CITY CENTRE EASTER WORKSHOPS & PARADE



Families and kids enjoyed fun Easter craft workshops at the Art Gallery on Lichfield Street, Wolverhampton on the 19th and 26th March.

At each free workshop over 40 children and their families came along and had fun making Easter hats, baskets and eggs. A team of craft experts were on hand to help the youngsters with their creations. In between workshops kids were also be inspired by Easter tales, including the hare and the rabbit, told by a wonderful storyteller and facepainters were on hand to work to work their magic.

The Easter activities were rounded off with 2 wonderful Easter Parades, hosted by none other than the Mad Hatter, Easter Bunnies and Daffodils.

A city wide Easter egg hunt featuring a special collection of bespoke Easter eggs were hidden across the city for visitors to try and discover and of course be rewarded with an Easter goody bag. The hunt ran from march 25th to the 2nd April.

MUMS THE WORD

Over 400 people entered our WIN a Pamper Package for Mum's competition where winners had the chance to WIN a Tasty Italian Lunch at Rosso E Nero, Shopping Experience at House of Fraser and Diffusion, Beauty Treatments at Harpers Hair Salon, Dinner for Two at the Hungry Bistro finished off by front row seats at the Light House media centre.

The event was publicised on social media, Express and Star, Staffordshire Living and Wolverhampton Magazine. The Lucky Winners were Lauren Rigby and her mum Lynette Maskell.

For more information call the BID Team on 01902 710903 or visit our

Exciting Times Ahead...
Mander Centre Unveils Development Plans



The redevelopment programme commences in January 2016, and concludes with the opening of the Debenhams in Autumn 2017.

The remodelling of the centre will create 10 new large retail units to complement the anchor store and ensure modern retail spaces appropriate for major multiple retailers are created.

DEVELOPMENT FEATURES

- £25 million revitalisation programme.
- Stunning new 93,000 sq ft Debenhams department store.
- 10 new prime retail shop units
- 150+ new job opportunities.
- Attractive and contemporary new mall environment.
- 100+ construction jobs during the development

DEVELOPMENT BENEFITS

One of the most significant private sector investments in the City over the last 20 years. Building on the improvements to the City's public realm by reinforcing routes and connectivity. Transforming the City's viability and attractiveness to a wider range of retailers and customers. An important stepping stone in the development of Wolverhampton's wider economy creating jobs and attracting visitors

TARGET MILESTONES

Nov 2015
Installation of hoardings to permit the start of the enabling works. Closure of St John's Arcade.

Jan 2016
Installation of hoardings in Central Arcade and south end of The Gallery & Mander Square. Relocation of escalators from Central Arcade to south end of Mander Square.

Mar 2016
Opening of new escalators in south end of Mander Square. Commencement of demolition of former TJ Hughes. Installation of hoardings at north end of The Gallery & Mander Square. Commencement of relocation of escalators at north end of Mander Square.

Apr 2016
Opening of new lifts in Farmers Fold. Commencement of demolition and removal of lifts in Mander Square.

Aug 2016
Completion of mall refurbishment works in Mander Square, The Gallery & Central Arcade.

Autumn 2016
Opening of first new fashion unit in Mander Square.

Spring 2017
Commencement of Debenhams fitout.

Autumn 2017
Opening of Debenhams store.

NCP & enjoy wolverhampton BID

SAVE UP TO £450 PER YEAR WITH NCP PARKING

NORMAL PRICE: ~~£5.00~~

YOU PAY: £3.00

All BID business are able to take advantage of the new BID exclusive NCP offer at £3 all day, normally £5.

Contact your City Ambassador to get registered & start saving.

Wolverhampton BID Team in partnership with NCP are excited to announce these fantastic new parking rates for the Wulfrun Centre NCP Car Park. Wulfrun Car park is open 06:30 until 22:00 Monday to Saturday and 07:00 until 18:00 on Sunday.

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ENJOY THE NEW WEBSITE



Since the last newsletter we have been working hard on the website - www.enjoywolverhampton.com which offers a wide range of information to our visitors & the public about the city, its offers and a range of attractions an now includes a news section to keep everyone up to date on the exciting developments and changes in the city.

So, if you have any exciting news that you would like us to share call the BID Team on 01902 710903.

The website includes a directory of the shops, services and venues in the city centre and can be easily found by visitors to the Enjoy Wolverhampton website. So far the website has enjoyed nearly 4000 visitors to date and we are working hard to increase this number to put your business on the map. If your business is not already on the website, let the BID team know .

To register email:
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Exciting Plans for Westside



Westside comprises three adjacent parcels of land which are in the freehold ownership of Wolverhampton City Council. The sites are close to the retail core of the City and also have a strong frontage to the ring road. The area is easily accessible by pedestrians from across the City Centre and has numerous direct vehicle access points.

This is a young and vibrant City which is currently enjoying record levels of investment from both the private and public sector.

It presents a unique opportunity for a developer to create a truly transformational scheme. The Council are seeking a comprehensive mixed use development of this area. Leisure, residential and ancillary retail will be the principal uses, with the potential for some commercial office development

Major companies around Westside:
The City of Wolverhampton is home to many sector leading firms including Carillion, whose head office is located within Westside 3 and Marston's – the largest brewer of cask ale in the World – are investing £9.5m in a redevelopment project at their city centre headquarters.

SHOWPIECE i10 BUILDING IS OPEN FOR BUSINESS.



Superdrug has become the first tenant to open its doors for business at Wolverhampton's city centre showpiece i10 building.

Greene King is also set to open its new Hungry Horse family friendly pub restaurant - named the 'The Sunbeam' - at i10 on Wednesday 30 March.

i10 also provides the only top grade office accommodation in the city and is a key component in Wolverhampton's £120 million Interchange. As well as encouraging more investment and boosting prosperity in the city, i10 forms part of the gateway to the city for people arriving off the national rail network, by bus or Metro. Wider development will include a new state of the art railway station and the Metro line extension, which will include a new stop at the station.

Have We Helped You Save Money?

So far this year Wolverhampton BID has saved 30 businesses a total of £39,800 on their utilities, telecoms and pest control costs. We want to save your business money and can do this using our collective purchasing powers by working alongside other BID's.

To date a few of our success stories include savings identified as follows:
Blooms: **£9913 on merchant's fees** • Thornley Street Surgery: **£3460 on electricity costs**
FHC Charity: **£3000 on energy costs** • CRC Manhattans **£943 on utility costs.**

Mr Vater of Blooms said; "The savings identified by Wolverhampton BID have made a significant impact on the business meaning we can not only be more competitive but that we can continue to offer our customers a wide choice of clothing and our first class service. The process was so simple and I would really recommend that any BID business does take advantage of the savings."