JUNE 2023

enjoy wolverhampton
Business Improvement District



WOLVERHAMPTON

City TALK

NEWS & UPDATES FROM WOLVERHAMPTON BID AND ITS MEMBERS

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New Units Opening

Change Makers Hub opens at Wolverhampton Railway Station

The Change Makers Hub opened at the Railway Station on 10 January, in a partnership between Wolverhampton BID, West Midlands Trains and Cross Country Trains.

The hub is located on Railway Drive in the unit adjacent to Costa Coffee. It offers a welcoming and versatile space for both business and community groups to hire for meetings and events.

The hub's total capacity is 40 people and its meeting room comfortably accommodates 12-14 seated in a boardroom formation. It has free wifi and a presentation screen.

Interiors Direct did a fantastic job fitting it out and Nick Watts from Depict Creative has designed vibrant and inviting branding that makes it enticing for both businesses and communities to use. The Change Makers Hub was launched with an event attended by city centre businesses, as well as Nick Chadwick and Jody Ball from Cross Country Trains and Mel Bryett and Jody Ball from West Midlands Trains.

Bhangra drummers Hit the Dhol provided entertainment and a drumming workshop.

Cherry Shine said: *"They were brilliant and brought lots of energy to the occasion. They really got people involved and it was lovely to see everyone together at the new Hub. It was a great way to launch the Change Makers Hub and shows the space's flexibility."*

The hub has been used by a wide range of businesses and organisations since opening.

Events include job fairs, rail travel familiarisation sessions, DWP training for construction skills and Safety of Women at Night training.

Access to Business also offers drop in sessions every Thursday for start up and enterprise support.

Upcoming events include sign language for business lessons, Armed Forces training and a Creative Black Country community event.

The Change Makers Hub is available to book Monday to Saturday for a full or half day.

Booking Rates: Preferential rates for BID Businesses

Full day hire 9am - 5pm £80 (plus VAT)
Half days hire 9am-12pm or 1.30pm - 5pm £40 (plus VAT)
Tea and coffee making facilities are available.

Book the Change Makers Hub by scanning the QR Code



Easter fun at Change Makers Hub

Almost 100 families enjoyed Easter craft sessions at the Change Makers Hub in April.

Nine sessions over five days were delivered by City Ambassador and skilled artist Suzie Lavender.

Children made a windmill and planted a seed in compost in a small pot. Colouring sheets were also available.

They could take their crafts home and watch the seed grow into a sunflower or nasturtium.

The Change Makers Hub provided a bright and vibrant environment for the sessions, and gave us an opportunity to introduce families to the new space.



Wolverhampton Train Station provides vibrant welcome to city with new retail units

The new Wolverhampton Train Station continues to develop as a busy interchange and offers a range of hospitality options for people arriving in the city.

A new Costa Coffee sits between The Change Makers Hub and WH Smiths. The Co-Op opened in one of the largest units on the concourse. Other retail units are due to open in the coming months, including Gourmet Coffee on Platform 1.







Do you offer catering for meeting and networking events?

If your business provides catering services, we want to know! Throughout the year/from time to time we hold catered events at the Change Makers Hub and want to showcase and support our fantastic cafes, restaurants and hospitality businesses.

We can also promote your catering services when businesses inquire, as well as across our stakeholders and partners as well.

Email Shaun Boyce with your details (and external catering menu if you have one): shaun@wolverhamptonbid.co.uk



Catering supplied by Café Rosa, Café Royale and North Street Food for the launch of the BID Excellence Awards.

WOLVERHAMPTON BID EXCELLENCE AWARDS 2023

Celebrating Wolverhampton City Centre Businesses

Wolverhampton BID Excellence Awards

The Wolverhampton BID Excellence Awards were launched in February at an event at the Change Makers Hub.

The awards have been established to recognise and celebrate the passion, hard work and resilience of our city centre business and give them a platform to shout about it.

12 categories were carefully chosen to highlight excellence across all sectors, sizes and levels of business. The categories also recognise individuals' achievements.

The categories are:

- Excellence in Health, Beauty and Wellbeing
- Excellence in Professional Services
- Retail Excellence
- Marketing Activity of the Year
- Rising Star
- Start-up of the Year
- Enjoy Wolverhampton Bounce Back Champion
- Community Champion
- Diversity and inclusion
- Unsung Hero(es)
- The People's Favourite

Members of BID levy paying businesses attended the launch as well as members of the press. Café Rosa, Café Royale and North Street Food catered the event. Local singer Ryan Evans provided entertainment.

An article about the launch was published with a photo on the Express and Star website.



Sponsor & advertise at the awards



Join West Midlands Metro and MRS Communications as sponsors of the BID Excellence Awards.

A variety of sponsorship and advertising packages are available to promote your business and raise your profile, from category sponsorship to digital screen advertising at the ceremony.

Custom/bespoke packages are available if you have specific business goals in mind.

For more information about sponsorship, visit enjoywolverhampton.com/awards/sponsorship

People's Favourite Business hits 1,700+ nominations

The deadline for applications closed on 3 May and the response has been incredible.

More than 90 businesses have entered the awards in some form and we received more than 1,700 individual nominations for The People's Favourite Business, which was open to the public.

The deadline was extended from the original date, 21 April, to make the most of the building momentum as awareness of the BID Excellence Awards grew.

BID Managing Director, Cherry Shine was interviewed on BBC WM's Elise Evans weekend morning show and by Jason Forrest on WCR Fm. All the applications will now be reviewed and shortlisted. Finalists will be announced w/c 22 May.

In the People's Favourite Business category, the five businesses which have received the most nominations will be named as finalists. Nominations will be carried over when the public vote opens at the end of May. The top five People's Favourite Business will also be included in a two week advertising campaign on Free Radio.

We'd like to thank everyone who has entered the awards.

Join us to celebrate on 13 July

WOLVERHAMPTON BID EXCELLENCE AWARDS 2023

The awards programme culminates in a fabulous ceremony at Grand Station on Thursday 13 July.

Starting with a red carpet drinks reception under the glittering chandelier in the historic ticket hall, the winners will be revealed during the delicious three course dinner. There's live entertainment throughout the night, ending in a celebratory disco.

The event will be a fantastic opportunity to network, so everyone is welcome to attend.

We can't wait to come together and celebrate at the award winning iconic venue, a BID levy paying business. Tickets are available from the Awards website from the end of May.



The Haven and Compton Care announced as Awards' Charity Partners

We want to highlight and support the passion and hard work of our city centre charities at the awards ceremony.

The Haven was chosen as this year it is celebrating its 50th anniversary and aligns with the government's Safety of Women at Night initiative.

Compton Care was chosen to help raise the profile of their important work across the city and their city centre retail presence.

As part of the partnership, the charities receive tickets to the award ceremony, an opportunity to speak for 5 minutes about their community work, digital screen advertising, a full page ad in the awards night brochure, and 50% of the money raised from an interactive game on the night.

Compton Care

The Haven WOLVERHAMPTON

- Jade Secker, The Haven Wolverhampton, said:

"The Haven Wolverhampton are absolutely delighted to have been chosen as one of the charity partners for the BID Excellence Awards. The awards will provide an amazing platform to raise vital funds and awareness of The Haven's work supporting women and children fleeing domestic abuse. It's extra special as The Haven is celebrating its 50th Anniversary this year too. We would like to wish all of the nominees the best of luck and thank you once again for choosing to support The Haven as part of the Awards."

Ambassadors

Suzie Lavender returns to BID on permanent contract

Suzie Lavender has joined the Enjoy Wolverhampton City Ambassador team as a permanent member of staff.



Suzie first joined us in January 2022 as both a BID and British Art Show 9 (BAS9) ambassador.

She returned at Christmas on a temporary contract and we are now delighted to welcome her back.

Cherry Shine said:

"When Suzie joined us for BAS9, we were bowled over by her passion, knowledge and love of the city. We're really pleased that she is the legacy of the show. She adds another dimension to the team through her creativity and craft workshops."

Suzie is a skilled glass artist. She was the Artist in Residence at the University of Wolverhampton in 2019, runs glass fusing workshops, and sells her pieces in The Shop in the Square in the Mander Centre.

Suzie has also been supporting Wayne Horton from Framer's Gallery in delivering Wolverhampton Arts Fest.

She helped him to look at opportunities to connect with the city's artist network and the logistics of delivering a Coronation themed arts trail.

Transport Spotlight

Enjoy Wolverhampton City Ambassadors appear in West Midlands Metro safety videos

The Wolverhampton City Centre extension of the West Midlands Metro line will open soon and our City Ambassadors are playing their part in ensuring pedestrian safety.



They have appeared in safety videos, demonstrating safe ways to navigate crossings and staying aware of oncoming trams.

They appear alongside Anthony Stanley, Head of Quality, Health, Safety and Environment for Midland Metro Ltd, the operator of West Midlands Metro.

The videos also show driver training, which includes an all-weather simulator.

Cherry Shine said: *"When the Metro opens we want people to be safe around it, especially in high footfall areas like the Plaza outside the Train Station.*

We're really pleased that Midlands Metro Alliance recognised the City Ambassadors as trusted representatives of Wolverhampton City Centre who would show best practice."

Pride returns to Wolverhampton



Wolverhampton Pride takes place at Old Market Square on 10 June.

It's a festival for everyone celebrating LGBT+ equality and diversity in the city, delivered by City of Wolverhampton Council.

BBC Radio 2 DJ Scott Mills, Baga Chipz and The Fizz are headlining the main stage.

There will also be a parade, food and drink, and community stalls.

The BID has been involved in planning parts of the festival, giving a representative voice to city centre businesses, ensuring the best elements are kept in the city centre and that our businesses have the maximum opportunities to engage in the event.

Cherry Shine said
"The city centre is the natural home for Pride. We are really excited about the line up the city council has announced and it promises to be an exciting day."

The BID Team will be purchasing rainbow bunting to distribute to BID businesses for their window displays along the Pride Parade route.

Wolverhampton Arts Fest

The inaugural Wolverhampton Arts Fest took place in the newly opened Bell Square during Coronation weekend (5 - 7 May).

The free festival aimed to bring people, art and community together and drive footfall to Victoria Street.

There were stall holders selling art, art workshops and demonstrations by Kanj Nicholas, Stewart Kendrick and artists from the Asylum Gallery.

Workshops included drawing, painting and collage for adults and children.

Visitors also enjoyed live music, poetry and dance performances from Amy G, Hit the Dhol, Alex Vann and alternative rock band Dinky.

Nimo Burgers and Cafe Royale had food and drink stands on the pedestrianised Victoria Street.

Framer's Gallery's Wayne Horton organised the festival and Kata Jancevic and Paulina Kaczmarek were the event coordinators.

Kata Jancevic said:
"We've tried to involve as many people as possible. People don't tend to come to this area as much as they used to so It's nice to ignite something and for everyone to attend.

We want people to see the art that's happening in Wolverhampton and also to draw attention to the interesting small businesses in this area.

Art is important because it starts conversations. Everyone has an opinion about it and that's how connections are made.

It's also a form of therapy. Whether it's just grabbing a piece of paper and doodling, or getting a massive canvas for a great portrait, it's a way to express yourself and a way of releasing certain emotions that have nowhere else to go."

Paulina Kaczmarek added:
"We're planning to make this an annual festival. This year we're laying a solid foundation and our hope is that Wolverhampton Arts Fest will grow into something that people look forward to every May.

"We'd also love to have smaller exhibitions and pop ups throughout the year and make this into an Arts Quarter, so it's not just one time and people constantly come back."



Crime Reduction

Making a difference and getting results

An interview with Jo Leek, Wolverhampton BID's Business Crime Reduction Manager

Jo Leek became the BID's Business Crime Reduction Manager in November 2022.

She took over from Lucy Armstrong who had been involved in town centre management for 18 years.

The Business Crime Partnership is a fundamental part of the BID. It deals with preventing theft, sharing intelligence and preparing businesses so they don't become victims of crime.

Jo brings a wide range of experience to the role. She lived and breathed the challenges facing retail, having worked in retail management for 25 years.

She also spent six and a half years as an Enjoy Wolverhampton City Ambassador and understands the day to day realities of city centre life.

How long have you worked in Wolverhampton?
I first worked in the city centre when I was 19 as Deputy Manager at The Perfume Shop. I was promoted to Manager and I stayed there for five years. Then I was promoted to Birmingham for 10 years. I also worked as a Counter Manager at Debenhams in Merry Hill and Walsall.

I then came back to Wolverhampton and managed Select (then on Dudley Street) for four years. I took a short break to work in care, but returned to the city centre as a City Ambassador in 2016.

What did you enjoy about working in retail?
Customer service was my thing. I like being organised and fragrance is a passion of mine - every fragrance has got a story.

How does your experience in retail management and an Ambassador help you in your role as Business Crime Reduction Manager?
I can always see things from both sides. I know how busy you are as a manager and how precious time is. E.g. When I was a City Ambassador, I knew not to carry out visits on a Monday morning because everyone is too busy.

I can also relate to a lot of the problems, particularly shop theft and their cost implications. I also understand the impact of when you're the worst in the area or if you're getting bad results. It brings extra pressure from Head Office.

When I worked at Select, we didn't have Radio Link and or any barriers to begin with. I got to know the prolific shoplifters and challenges they bring. However, it meant that we eventually got a security gate and Radio Link, and that's when I first met Lucy Armstrong.

As a City Ambassador, my role wasn't only retail focused. I did welfare checks and got to know the homeless people. I worked alongside Lucy closely with Radio Link and became her SPOC (special point of contact). My allocated businesses were mostly Radio Link users and pubs.

Lucy started inviting me to tasking meetings, where we discussed ways to support rough sleepers or beggars in the city centre. I also went to PubWatch meetings. This made it easier to step into my new role, as I was familiar with many individuals and issues.

Now you're Business Crime Reduction Manager, what does the role entail?
I listen and think about what BID members need, then put that into place. It's a collaborative role and I work closely with the BID team and partners across the city centre.

I work with Merril Charnock (CCTV Operator) on DISC, the crime reporting app. I make sure it's always up to date and always relevant. Once a month I check if the right members are on there and are using it.

I've also adapted the radio training. MRS sent a brilliant package for training, but it was quite long and technical. With their approval, I've now made it a much easier, user-friendly document. It's focused on what you can and can't say. Managers can now pass it to a member of staff and say, "have a read of this, see what you think."

I go on early morning outreach with partners like P3, City of Wolverhampton Council and Good Shepherd. It gives us a true picture of who is actually rough sleeping and is a good chance for us to find out what help they're getting, or the reason why they're not getting help.

I've also been working on the Alternative Giving grant application process, facilitating PubWatch and developing the Ask for Angela campaign for the daytime economy.

What do you enjoy most about your new role?
Making a difference and getting results. I'm enjoying connecting people with the help they need, whether it's helping PCSOs build relationships with retail managers as part of the recent Shop Kind campaign, contacting police sergeants on behalf of hotel managers, or managing the Alternative Giving grant applications.

I just can't wait to give out the Alternative Giving grants because I know what a difference they're going to make for the charities.

If you would like any more information about any of the campaigns or initiatives mentioned, contact Jo Leek at jo@wolverhamptonbid.co.uk

The Halls reopening brings exciting programme of events to the city

The venue reopens with a sold out gig/concert by indie guitar band and leaders of 90's Brit-pop Blur.

The Halls' operator is AEG, which also runs The O2 in London.

Cherry Shine said: *"AEG is a real coup for the city. Their quality and credibility is outstanding. We're really excited about the names that they're able to bring to our city centre and the scale of the programme is huge.*

All our venues are excited about The Halls' opening and want to be planned and prepared for the influx of people to our evening and night time economy. More and more, we appreciate that people are more selective about how they spend their money so there's a lot of opportunity for fine tuning their arrival to the city and their customer journey.

We have some excellent independent restaurants which are the fabric of the city. They've stood the test of time and deserve people to come back in their droves."

As The Halls reopens, the decision has been taken not to deliver Enjoy Wolverhampton Live this year.

Significant changes to business rates for city centre businesses has impacted on the levy we are able to attract. It is close to £100,000 less than last year.

Focus has instead been placed on activities like Jurassic Wolves which runs for six weeks. It gives families and visitors more opportunities to enjoy the city centre and allows more time for social media promotion and returning visits.

Seaside in the City returns in August

Seaside in the City is back in Queen Square, 25 - 27 August. This is a long standing event for families that gets better every year.

Children will get the chance to play in a large sandpit, while their grown ups relax in deckchairs to the sounds of the seaside and live music.

Free ice cream and free candy floss will also be available for children. It's another opportunity to encourage shoppers into the city to buy their Back to School wares: shoes, uniform, stationery and other equipment.

Seaside in the City also provides a low cost and enjoyable treat for families struggling under the cost of living crisis.



Get ready for a roar-some summer

Jurassic Wolves is this year's big summer attraction to drive families and new visitors to enjoy the city.

Nine striking dinosaur sculptures will be placed across the city centre as a trail.

Each of the locations will carry a QR code. When they've scanned each of the codes in the trail, members of the public will be entered into a prize draw to win Enjoy Wolverhampton gift cards.

There will also be a complimentary programme of activities alongside the Jurassic Wolves trail. This includes the Tyrannosaurus Rex Experience. A 12ft T Rex character will perform a show and meet and greet children and families at the Bell Square events area. Keep up to date with full details of our summer events programme on enjoywolverhampton.com

Children will also be able to enjoy a Dinosaur Dig - replica dinosaur bones and fossils will be buried in two large sandpits. 4 Dinosaur Digs and 2 Tyrannosaurus Rex events will take place over the six weeks.

Jurassic Wolves follows the popular "Wild in Wolves", which saw a trail of wild animals in locations around the BID area. The campaign generated more than 377,900 opportunities to hear and opportunities to see across traditional and social media.

As a result of the campaign, the BID has been shortlisted for Best Marketing Campaign at the Express and Star Business Awards. The winner will be announced at the awards ceremony on 8 June.

Cherry Shine said: *"We hope our Jurassic Wolves summer events prove to be even more popular than Wild in Wolves which attracted thousands to the city over the summer holidays. It's an opportunity for businesses to get creative and plan dinosaur-themed activities, menus and shop displays during the summer.*

We will hold a drop in session at the Change Makers Hub to talk about ways you can capitalise on Jurassic Wolves during the summer."

Jurassic Wolves runs from 22 July for six weeks until the start of September.

Visit us at the Change Makers Hub to find out more 10:30 – 12:30 Tuesday 27th June.









Safer Streets

Making our streets safer at night with SWaN training

Venues and businesses operating in the night time economy have undergone Safety of Women at Night (SWaN) training.

The training offered valuable advice on how to ensure a safe and enjoyable night out for everybody.

This includes how to identify and support vulnerable people while keeping yourself safe and without making yourself a target for any antisocial behaviour.

It also covered what is and isn't appropriate behaviour, as well as when to intervene.

While we are conscious that safety for everybody at night is of the utmost importance, the funding for SWaN training is part of the money secured from the Home Office's Safer Streets Fund (Round 4) in a partnership bid with the police and City of Wolverhampton Council.

Sessions have been delivered to the people that operate the late night Safe Haven, the Night Guardians and the council's licensing team, PubWatch and taxi marshalls.

A session was also delivered to Active Security who provide door supervision for the majority of venues at night in Wolverhampton city centre. More than 20 employees received training to support safer nights here. The training, available in person and online, was delivered by Iwona Kossek from Six till Six.

Six till Six are leisure, hospitality and cultural sector specialists. Iwona has worked in hospitality and the Night Time economy for 19 years, including working in area management for the Stonegate Group.

Cherry Shine said: *"We know that towns and cities across the country are suffering from antisocial behaviour. We want to do as much as we possibly can to make sure that everyone visiting Wolverhampton at night has a safe and enjoyable night out so they keep coming back."*

Ask for Angela: Not just at nighttime

"Ask for Angela" training and awareness is being extended to daytime economy venues and businesses in the city centre.

"Ask for Angela" is a national campaign and normally aimed at bars, clubs and licensed venues. It was originally launched in 2017 to help keep people safe on a night out.

If people feel unsafe, threatened or vulnerable, "Angela" is the codename they can discreetly use to ask venue staff for help.

Business Crime Reduction Manager Jo Leek has identified an opportunity to roll out the scheme to help more people, whatever the time of day.

The first bus station was the first daytime venue to put up an "Ask for Angela" poster. They have now been joined by McDonalds (Dudley Street and Penn Road), Mander Centre, Wulfrun Centre, Wolverhampton Train Station, Wolverhampton Grand Theatre, Wolverhampton Wanderers FC (Molineux and training ground), Redwings Lodge and University of Wolverhampton.

Jo Leek said: *"The poster is only part of it. You need to have a clear plan for what happens when someone asks for Angela. Don't just assume they want rescuing. What does the customer want? Do they need a safe space? If yes, where is that safe space? Or do they want you to phone a friend or family member to pick them up?*

You also need to make sure that all staff members know about it. That's why we've created a training document to help you with everything you need to think about."

More than 15 businesses and organisations are involved in the scheme.

Jo said:
"'Ask for Angela' is always on the agenda at PubWatch. It's good to understand how it's working and the feedback has been very positive. Venues have been able to deal confidently with situations because they've already thought about a plan"



Cherry Shine said:
"Jo has been fantastic since she started. She has seen a real opportunity in raising Ask for Angela's profile for the daytime economy. She's really worked hard to get the message out and train people on what they should do."

Ask for Angela information can be found on the DISC crime reporting app. For more information on how you can get involved, contact Jo Leek: jo@wolverhamptonbid.co.uk.

New public space: Bell Square

We are pleased the public works on Victoria Street have come close to completion and Bell Square is now open for public events.

This is the start of a brighter future for Victoria Street and Bell Square. The street has changed considerably with paving, lights and trees providing an attractive and welcoming space.

We've been working to support Wayne Horton at Framer's Gallery to deliver his Wolverhampton Arts Fest as one of the first events (5-7 May).

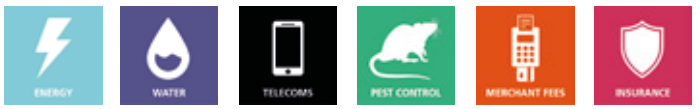
The priority is to understand how the space will work logistically so we can soon plan and deliver more events from Bell Square. Victoria Street will act as part of the route for Wolverhampton Krazy Races on 28 August. The fun and family friendly event is organised by Sarah Belcher Events.



Business Savings

With electricity and gas rates being sky high, our Business Savings expert can review your bills to see if he can identify any savings for your business.

Call the BID team on 01902 710903 to find out more.



Business and Retailer Quarterly Meeting Tuesday 20th June 3pm

Join us at the Changemakers Hub next to Costa Coffee at Wolverhampton trains station for the next Business and Retailers Meeting for an update on city centre events, issues and opportunities. All are welcome.



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