BID CITY NEWS
NEWSLETTER SUMMER 2019
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Business Improvement District
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Wolverhampton BID responds to requests from businesses to provide City Ambassadors for evening traders.

Wolverhampton BID has listened and proactively responded to city centre Pub Watch businesses and their desire to have a service that connects them to other enterprises during their late evening trading hours. A four-week Night Guardian pilot has proven to be extremely successful, with Wolverhampton BID receiving strong and positive feedback from Pub Watch representative's, Sarah Lathwood from The Goose, a Stonegate venue "This is great news. Just the visible presence provided by the night-time guardians offers a great deal of comfort, security and reassurance to the people who operate the premises, especially within the evening and night time economy."

City Centre Inspector Sarah Thomas- West said "The Guardians were really well received; they were approachable, friendly and welcoming to visitors, but were also firm when dealing with drunken revellers. They have freed up hours of officer time and assisted in managing low level conflict before it has turned to disorder. We would most definitely welcome an extension to the scheme".

Cherry Shine BID Director is pleased to announce that the City of Wolverhampton Council have confirmed they will be providing Wolverhampton BID with funding to continue the scheme for a further three months. The extended scheme will commence from 26th July and continue throughout the peak summer party season during the hours of 8pm and 4am on a Friday and Saturday evening, ensuring that Wolverhampton provides its evening visitors with a welcoming, safe and enjoyable city centre environment.

The 2 - person strong team consisting of Sam and Ellis are SIA trained Guardians, connected by Radio Link and have access to the DISC Application to report crime and anti-social behaviour. They're supported during the late hours by the neighbourhood police team and further complimented by Street Pastors and their teams.



If that was not enough, they have completed the BID's extensive First Aid training scheme and are easily identifiable by the attractive teal Enjoy Wolverhampton branded uniform.

You can look forward to the meeting the Night Guardians shortly as they will be introducing themselves to city centre venues, bars, restaurants, pubs and clubs. The Night Guardians, a simple yet effective idea that ensures information and intelligence is shared, anti-social behaviour is kept to a minimum and Wolverhampton thrives as a night-time destination.

Next Steps: For the Night Guardian service to be delivered for the next five years businesses will need to vote YES in the forthcoming BID ballot.

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Wolverhampton City Centre came to life thanks to Wolverhampton BID's Enjoy Live event!



Saturday 1st June 2019 saw Wolverhampton city centre light up with 12 hours of free entertainment courtesy of Enjoy Wolverhampton BID, drawing a phenomenal 16000 people throughout the day.

A fantastic fun filled day for all commenced at 10am in Queen Square with family focused entertainment provided by Greatest Showman and Frozen singing acts prior to the appearance of BBC children's entertainer Andy Day and his Dinosaur Rap captured the enthusiasm of the masses. All acts were supported throughout the day by the introduction of a second Signal Radio 107 community stage, hosted by Danni Griffiths new for the 2019 event. In addition to the full days entertainment, Wolverhampton BID were able to offer six stalls providing food, drink and face painting courtesy of the following BID businesses - The Lychgate, Parisian, Marstons, Pound Bakery and the University of Wolverhampton.

As the sun went down the focus turned towards live music and an adult audience. The evening was kicked off by X Factor's Mollie Scott, followed by Callum Beattie, legendary Clint Boom and Stephanie B and hosted by Signal 107's Dickie Dodd.

The evening's headliner was Scouting for Girls and their chart breaking tracks of "She's so lovely", "Elvis ain't dead" and "This ain't a love song" whipped the crowd into a pop fuelled frenzy. Enjoy live wasn't just about providing high class entertainment but providing an advertising platform for city centre businesses. 68 businesses were featured on the digital big screen during the 12 hours, reaching a record-breaking audience of 16000 attendees.

BID Director Cherry Shine confirms "Enjoy Live grows in popularity year on year, attracting thousands of visitors to our city centre. We are proud to be putting our city on the map as a destination to experience live music and entertainment at no cost. We aim to drive new interest into the city centre, reaching people far and wide within the region, Enjoy Wolverhampton Live allows us to achieve this goal".

M.R.S. Communications and Wolverhampton BID deliver advanced training to Wolverhampton radio users



The session delivered by Hilary Llewellyn from MRS communications and Lucy Armstrong BID Project Co-ordinator covered how the radio users could improve their already established radio technique, looking at the best ways to communicate over the radios by being clear, precise, and 'Say What You See'. The group also developed a deeper understanding of GDPR compliance as well as learning how best to give descriptions without using IC codes.

Amongst the group of trainees were Wolverhampton BID Ambassadors, University colleagues, Anthony Moon - Travel for West Midlands Manager at Wolverhampton Bus Station and Security Officers from the Mander Shopping Centre.

Lucy Armstrong, Project Coordinator at Wolverhampton BID, welcomed the joint training with M.R.S. Communications stating:
''Together as partners we can improve the use of the radio link and benefit our businesses to receive the most relevant information and intelligence through better communication across the city centre.''

Wolverhampton Gift Card welcomes new businesses to the Gift Card family.

With in excess of 130 businesses enrolled as members of the Gift Card scheme, Enjoy Wolverhampton would like to introduce the newest members to the family, Thornes Solicitors, Hanka Bistro, Biscotto café, Eclipse Boxing, Max Spielman, Schuh, Oxfam and Tina's Tea Rooms on Queen Square.

The Wolverhampton Gift Card presents the perfect solution for an employee reward scheme. Why not give it a try for your company scheme, employee of the month award or to just simply say thank you. With denominations from £1.00 to £500 and participants ranging from restaurants, bars, beauty salons, theatres and the cinema it really does offer something for everyone. More importantly all money spent from a gift card is retained within our great city centre of Wolverhampton, helping it to grow and prosper.

If you want to join our Gift Card family just call the BID Team on 01902 710903 or speak to your City Ambassador.



Seaside in the City is back, and this time it's bigger and better than ever before!!



Enjoy Wolverhampton BID are looking forward to bringing the huge 14 x 7 metre beach back to the City Centre. Due to the high demand for this free traditional seaside family fun event, Wolverhampton BID are delighted to announce that they have extended the event to three days commencing Friday 30th August until Sunday 1st September. The event is open from 10am-4pm each day and the Enjoy team hope that by adding the additional day will enable attendance figures to exceed the previously achieved six thousand visitors, bringing more footfall into the City Centre.

Saturday, Dickie Dodd is hosting the event with Signal 107 Sounds of the Summer Roadshow along with Danni Griffiths. Three days of wall to wall sunshine has been booked! In addition to traditional seaside games, Punch and Judy, fun fair and face painting, new for 2019 will be a character meet and greet to entertain and delight the children along with bracelet making activities. No trip to the seaside would ever be complete without ice cream, candy floss and fish and chips. Enjoy Wolverhampton confirm they will be providing free ice-creams and candy floss on the Saturday for the first 300 children at the event along with and fish and chips on the Friday and Saturday for the children who build the best sandcastles! For the full listings of the organised entertainment and schedules please visit our website at **www.enjoywolverhampton.com/special-event/seaside-in-the-city**

The time for your business to get involved with Seaside in the City starts now! - The BID team have just released the initial phase of advertising slots for the events promotional leaflet. We need to know your offers, deals of the day and summer scorcher promotions for this popular August event. Not only will we ensure that your offer is placed in the hands of the thousands of attendees during the event, but we will also provide social media support too. To find out how you can secure the hottest spot in town for your business ask your City Ambassador or call the BID team directly on 01902 710903 or email shaun@wolverhapmtonbid.co.uk Beware the closing date to submit your offers is 16th August 2019!

BID Business Ballot

Wolverhampton BID would like to thank all the businesses who have participated in the recent business consultation. BID Director Cherry Shine says "We have been amazed by the positive response rate we have experienced. Over 88% of businesses are in support of the ballot which takes place this autumn. The comments and feedback are being woven into our final Business Plan"

Going forward all BID businesses will receive the final BID Business Plan which will sets out the full programme of BID services, events and activities that Wolverhampton BID aims to deliver during the next 5 years. Look out for your copy arriving soon! To be sure that the BID can continue to deliver its service, we will need a majority of businesses to vote YES in support of the BID in the 28 day postal ballot.

YOUR VOTE COUNTS!

To make your voice heard simply complete the ballot paper when voting opens on 27th September 2019. Businesses can submit their vote by postal ballot for 28 days from this date, with voting closing on 24th October 2019. All eligible businesses will receive a Business Plan, notification of the ballot and voting papers.

We would love to discuss any questions that arise once the business plans have been received. Please do not hesitate to talk to the BID team, our door is always open



Vasos Varnava, General Manager - T.H. Baker is voting YES for BID 2

A Clean, Safe & Welcoming City

Marketing & Events

Business Support

Accessibility & Parking



Ambassador Spotlight: Heidi Wall-Holden

Heidi has been a pivotal member of the Ambassador team since joining Enjoy Wolverhampton nearly three years ago. She joined Enjoy Wolverhampton following a successful retail career spanning over thirty years. It is Heidi's friendly, approachable and outgoing personality that has ensured she has delivered a first-class service to both members of the public with way finding enquiries and when supporting city centre retailers under her remit.

If building strong relationships and promoting a love of Wolverhampton with her infectious enthusiasm for the city is not enough, Heidi has been instrumental in introducing the Enjoy Wolverhampton Gift Card scheme to city centre businesses. In fact, she has been the driving force in signing up over 60 businesses to this exciting scheme since September 2018 – Way to go Heidi!

CCTV Operator Spotlight: Merrill

Merrill was appointed in May 2018 having previously been employed at Grand Central Birmingham. Since joining the team, he has accumulated over 2600 hours of CCTV coverage for Wolverhampton City Centre businesses. Merrill is crucial in the delivery of Wolverhampton BID's "Clean Safe and Welcoming" strategy. A core strategy that ensures that the BID team can respond proactively to anti-social behaviour within the City Centre.

Merrill can be heard daily on the radio link as he communicates with over 100 radio link users, identifying and tracking the movements of known individuals and shoplifters within the City Centre. Merrill is supported by the City Ambassadors who are on the radio link sharing up to date information and intelligence to assist reducing crime and anti social behaviour. In addition, Merrill has an incredibly exceptional skillset for Information Technology and his data handling ability has ensured that Wolverhampton BID have been able to collate and deliver some comprehensive reports to our city partners. The sharing of these detailed reports ensures that all BID members are fully informed in the progress of BID strategies.



Westside Link: Next Steps for the City of Wolverhampton Council.

City of Wolverhampton Council announce the success in stage one of their bid to secure funding from the Governments Future High Street Fund. The City of Wolverhampton Council have focused on the delivery of the Westside link. A public realm improvement scheme to connect Victoria Street and the proposed Westside development. Wolverhampton City Council are currently awaiting further details about the scheme and the outcome of the next stage of the Future High Street Fund. We will keep you informed of any developments – look out for updates in the next newsletter and hear about it at the next retailers meeting. City of Wolverhampton Council Cabinet Member for City Economy, Councillor Harman Banger, said: "We are delighted to have been shortlisted and believe we have a strong case for this funding.

"The City of Wolverhampton is experiencing an unprecedented level of growth and opportunity. We are working with a wide range of key partners and stakeholders to continue to stimulate and accelerate this growth.

"The Future High Streets Fund gives us a fantastic opportunity to build on this work and, most importantly deliver real, tangible benefits for our diverse communities.

"Re-imagining and reinventing our city centre is a key priority. We have made a strong start, creating an independent City Centre Commission and working in partnership to deliver a number of transformational schemes such as a £150 million city centre Interchange, thousands of new city centre homes, the £50 million Westside leisure development, £38 million investment in our Civic Halls to create a world class international venue, and being the UK's first eBay partner on the Retail Revival scheme, which has seen small businesses reach £4 million sales since September 2018.

"This is our wider vision of the city. The bid focuses on the area of the city centre to the west of, and including, Victoria Street. Support through the Future High Street Fund would build on the strong delivery that is already underway in the city centre, it will enhance and connect an area of the city centre that has, over recent years faced a number of challenges."

Next Retailers Meeting... Countdown to Christmas commences!

The next retailer meeting is set for 22nd October 2019 at 3pm. Venue Greggs Upstairs Office, 3-4 Dudley Street. The focus for the meeting is to initiate plans for Enjoy Wolverhampton's Christmas branding and to promote Wolverhampton to a regional audience. We can confirm that in advance of this Christmas meeting the BID team have been able to successfully secure the "Real" Santa and his Grotto for the festivities.

Wolverhampton BID are keen to build on the progress made in previous years to align the opening hours of businesses within the city centre during this vital festive period. Shaun Boyce Wolverhampton BID Project Manager confirms "We have a vision to present a cohesive plan across the city, with businesses agreeing set opening times". Shaun adds "We believe this approach will actively improve the shopping experience of visitors to the city and will assist in driving sales into the City, giving a clear message that we are Open for Business".