

A BRIGHT FUTURE

Wolverhampton Business Improvement District (BID)

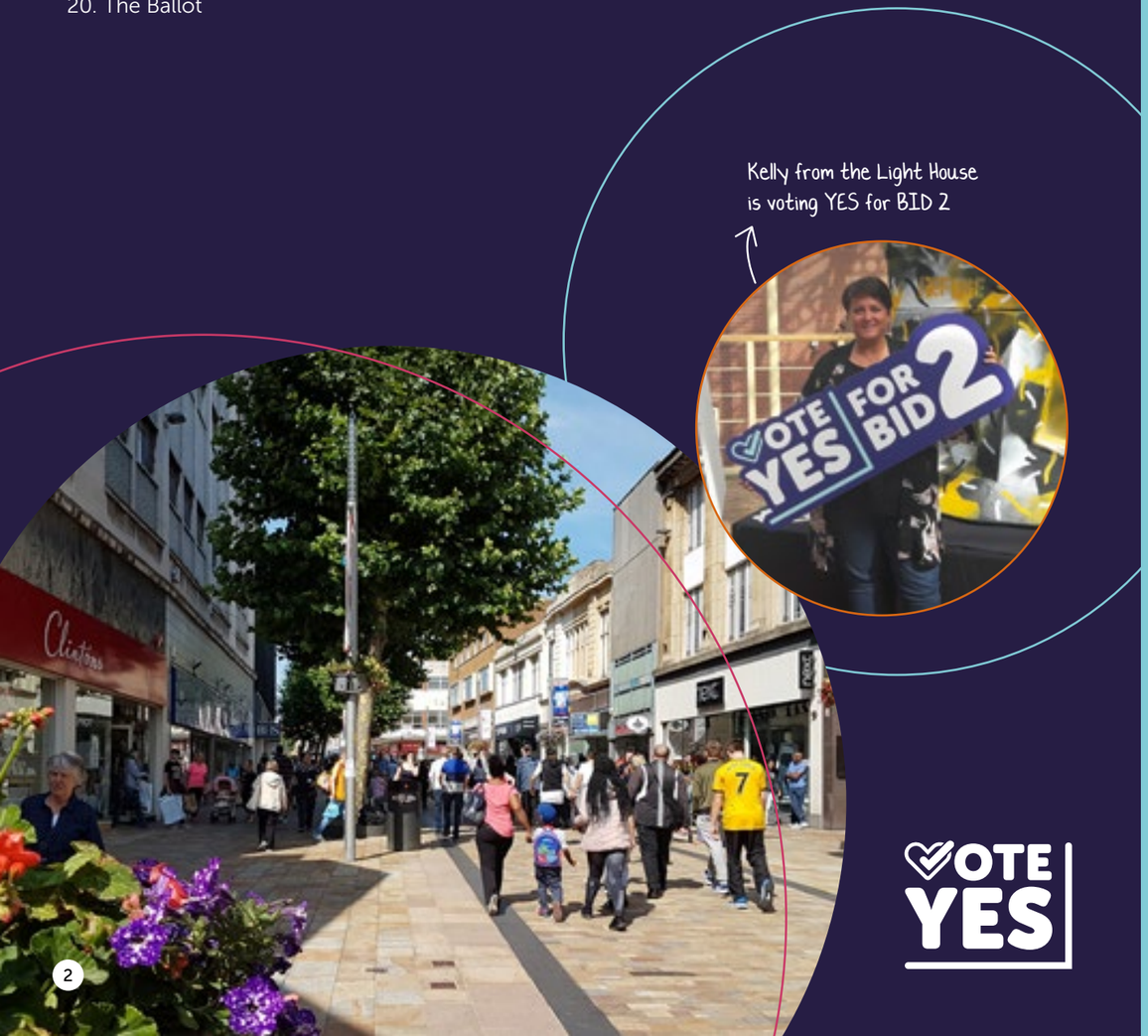
BUSINESS PLAN 2020 – 2025

VOTE YES

enjoy wolverhampton
Business Improvement District

A BRIGHT FUTURE

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LOOKING FORWARD TO A BRIGHT FUTURE

CHAIRMAN FOREWORD



Hello. I am delighted to introduce you to the Business Plan for the renewal of Wolverhampton city centre's Business Improvement District. The current Business Improvement District (BID for short) has been in place for almost five years, and this document sets out the vision for a renewal of the BID for the next five years from 2020-2025.

If you are uncertain as to what the BID is, this document will give you a clearer idea. The most important thing to understand is that the BID is an independently managed company overseen by a Board of unpaid Directors representing a range of retailers, businesses and organisations in the city centre. It is separate from the City Council and through the collection of a levy can deliver a whole range of services, events and activities in the city centre above and beyond the Council's provision.

You will be familiar with the BID's distinctive blue and white "Enjoy Wolverhampton" brand, whether you've seen it on the backs of the team of City Ambassadors, on the posters for city centre events like Enjoy Wolverhampton Live each June, Seaside in the City, the Christmas Grotto and across regular city marketing campaigns that the BID has delivered since 2015.

The BID has worked with multiple partners including City of Wolverhampton Council to deliver the WIRE Awards and Late-Night Safe Haven. The BID has made real savings for a number of businesses on utilities, insurance and card payment services. You may be less aware that the BID is very much involved/responsible for delivering some key provision in the city centre relating to the safety and security of everyone working in or visiting the city centre.

The current BID exists only because enough businesses, retailers and organisations in the BID area voted YES for it five years ago. This vote is due to be repeated in the Autumn and without enough YES votes, the BID will not continue and the plans that you see here will not be delivered.

We don't pretend that the city centre doesn't face challenges, in common with urban centres up and down the country. Attracting visitors into the city and continuing to improve their perceptions of why they should visit and their experience once they are here will be crucial. Voting YES for the BID means that the BID can build on the work that has been done over the last 5 years and make Wolverhampton city centre a safer, better and more exciting place to be.

BID Chairman - Iain Watkins



BID DIRECTORS WELCOME

We have achieved so much over the first 5 years of the BID, with a great deal of the BID's work including City Ambassadors, CCTV surveillance and an annual events programme forming the fabric of city life. We have focussed on delivering marketing that puts the city in a positive light and have developed the 'Enjoy Wolverhampton' brand to showcase our city and a full range of positive projects and initiatives. The BID team are committed to driving change and delivering projects that are important to businesses including the Night Guardians, greening the city and delivering more events to increase footfall. Vote YES and we can continue to build on our successes and deliver much more.

BID Director – Cherry Shine

BRIGHTER FOR BUSINESS



"Wolverhampton BID has been instrumental in introducing some fantastic events and initiatives to our city centre over the past five years. The City Centre Ambassadors have been an extremely popular introduction, and events like Enjoy Wolverhampton Live are now mainstays on the annual calendar, generating a real feel-good factor and much needed additional footfall. Continued backing of the BID will allow us to support the exciting and ambitious plans in place for Wolverhampton, with initiatives that are shaped by our own city centre businesses."

Chris Bourne; BID Finance Director & Owner of Eterno Skin Clinic



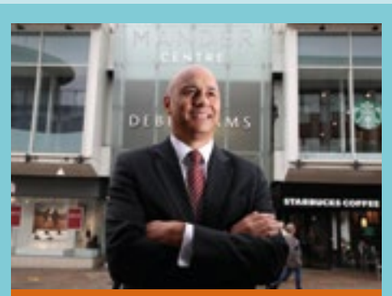
"The BID continues to invest in projects that help to improve the reputation of Wolverhampton City Centre, whether that is live events bringing people into the city, creating late night safe havens, new Christmas lights, a gift card to use in the City Centre or lobbying on issues like parking costs and accessibility. BID 2 promises to deliver more to promote Wolverhampton City Centre as a great and safe place to come and visit."

James Thomas-Horton; BID Marketing Director & Head of Marketing Casino 36



"Events delivered by the BID continue to attract visitors and families to Wolverhampton, with plans to deliver more events across the city we can make sure we are doing all we can to increase footfall and spend".

Debbie Eggerton,
Store Manager House of Fraser



"I have worked in many towns and cities in my career, those that are successful are ones that had a proactive BID such as ours and I whole heartedly support the great work that our BID in Wolverhampton delivers."

Richard Scharenguivel,
Mander Centre Manager



"The BID has raised the profile of Wolverhampton with it's many and varied year-round events which ensures that we attract clients and makes their experience a positive one."

Alison Westwood,
Solicitor and Director Thornes Solicitors

THE BID BOARD

Wolverhampton BID is accountable to its business members. The BID Board is a representative group of business owners, managers and stakeholders that guide the BID team in delivering and shaping the BID's services.

Iain Watkins - BID Chairman; *Grand Theatre*

Alison Westwood - BID Legal Director; *Thornes Solicitors*

Debbie Eggerton - BID National Retail Director; *House of Fraser*

Sham Sharma - BID Night-time Economy Director; *Zuri Coffee*

James Thomas-Horton - BID Marketing Director; *Casino 36*

Richard Scharenguivel - BID General Retail Director; *Mander Centre*

Sarah Thomas-West - BID Crime & Safety Director; *West Midlands Police*

John Henn - BID Independent Retail Director; *TA Henn Jewellers*

Steve Morton - BID Access & Parking Director; *Wolves FC*

Chris Bourne - BID Finance Director; *Eterno Skin Clinic*

MEET THE BID TEAM

Cherry Shine, BID Director oversees and manages all the work of the BID and reports directly to the BID Board of Directors.

Shaun Boyce, BID Project Manager is the line-manager for the City Ambassadors and works across all projects especially our family friendly events, vacant unit dressing, cleansing and manages social media channels for Enjoy Wolverhampton.

Lucy Armstrong, BID Project Coordinator works tirelessly with city centre partners to resolve issues relating to crime, antisocial behaviour and homelessness. Lucy manages the Radio-link and DISC crime reporting app, facilitates the Pubwatch meetings, promotional activities and Business Crime Partnership.

1. Merrill Charnock; CCTV Operator
2. Joanne Parker; Ambassador
3. Lucy Armstrong; BID Coordinator
4. Heidi Wall-Holden; Ambassador
5. Cherry Shine, BID Director
6. Shaun Boyce; BID Project Manager
7. Sally Perkins; Ambassador
8. Wendy Haughton: Ambassador

Our City Ambassador team patrol the streets, engage with businesses and welcome people to the city centre 40 hours a week.



The BID CCTV Operator has a watchful eye over 40 city centre CCTV Cameras

BIDS
EXPLAINED

A Business Improvement District (BID) is an area in which businesses decide to make a collective contribution to providing improvements and services to enhance their trading environment.

BIDs charge a levy to businesses and in return they provide services and projects defined by businesses. All of the services provided by the BID are in addition to those services provided by Local Authorities and Police. BIDs can be a powerful tool for providing projects and services that businesses want to see delivered. They bring the business community to the forefront of positive change and improvements to their city environment. Wolverhampton BID is independent of the Council and is led by local businesses.

BIDs deliver projects and services that the businesses say are important to them

BIDs are governed by legislation that makes sure they are delivered in a fair and transparent way

90% of BIDs go on to receive a yes vote at their renewal ballot



There are over 300 BIDs in the UK across towns and cities large and small including, Coventry, Birmingham, Leeds, Manchester, Worcester, Solihull, Chester, Bath, West Bromwich and Bilston.

SEPT 27th Friday ..... OCT 24th Thursday

Businesses Vote during a 28 day postal ballot that starts on the 27th September and closes on the 24th October 2019 (see page 20 for full details).

VOTE YES



Wolverhampton city centre businesses are the driving force for change and a bright city centre via Wolverhampton BID



You Decide
Vote Yes to make sure the Wolverhampton BID stays and continues to provide all of the services and projects to support our City Centre.

BIDs deliver improvements to an area that would not otherwise be provided

BIDs in the UK provide over £131,200,000 funding to UK towns and cities

A BID term can last up to 5 years



Kym Southall from Richard & Co Hairdressers is voting YES for BID 2



OUR FIRST

FIVE YEARS

Wolverhampton BID has achieved so much in its first five years. Established in 2015, Wolverhampton BID has a strong vision to make our city cleaner, safer and more welcoming. Making the city a better place to do business, attracting more people to the city through events and marketing activities and changing perceptions.

Its team are dedicated to making improvements, working hard on a full range of projects and services for the city centre and your business. More than ever we need to ensure that Wolverhampton remains an attractive choice for shoppers, visitors and business. With a further five years secured, Wolverhampton BID can ensure that the services businesses have told us are important to them are continued and new opportunities for a brighter city are embraced.

City Ambassadors

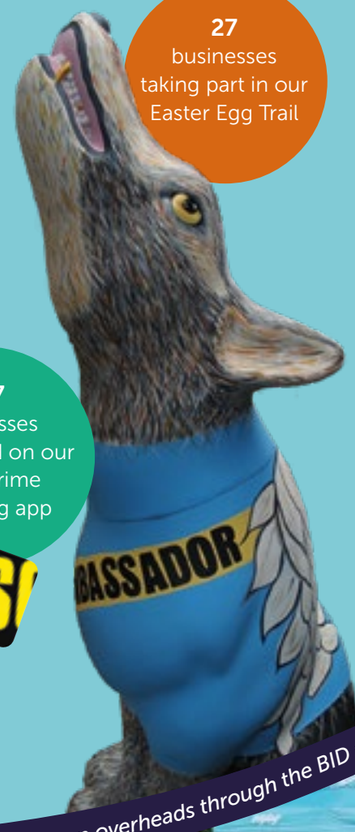
The BID's Ambassador team welcome and assist visitors to the city, providing a friendly helping hand, meeting and greeting visitors and shoppers, giving directions and up to date information about events, venues, for all of our businesses and city activities. The Ambassadors make **over 7000 business visits** per year ensuring businesses are aware and involved in city events, up to date on BID services and to assist with security and antisocial behaviour matters.

Safe and Secure

The BID's CCTV operator works closely with the BID Ambassadors providing a watchful eye over our city streets. Working closely with Police and PCSO's the CCTV and Ambassador team provide evidence and information for the police. The BID's radio link scheme **connects 110 businesses** enabling them to respond and share information in real time across the city. The DISC business crime reduction app provides over **137 business members** with important intelligence and city information, reducing opportunities for business crime. To be sure our city centre businesses get the most out of these services the BID provides regular radio link and DISC training.

5,296 hours of dedicated CCTV surveillance for businesses and shoppers

27 businesses taking part in our Easter Egg Trail



£47,052 savings identified for BID members merchants fees alone

137 businesses connected on our DISC crime reporting app

110 businesses connected by the city radio link

Tackling Anti-social behaviour... The BID has assisted the police by providing intelligence and support in the issuing of 26 Criminal Behaviour Orders

£190,715 identified savings for 62 businesses on overheads through the BID savings scheme



56,250m² of Streets Cleaned and hot washed

City Events

Enjoy Wolverhampton Live, Seaside in the City, Easter Trails and our Christmas Grotto are now part of our annual events programme attracting over **25,000 in additional footfall** to the city centre. Our events not only attract families and visitors but also provide an advertisement platform for your businesses to reach a wide audience. **Over 150 city centre businesses advertised on our big screen**, with more taking part in our coordinated offers leaflet to attract repeat custom after the event. Working in partnership with other event providers we make sure our city businesses are involved and engaged.

Promotions & Marketing

Our Enjoy Wolverhampton brand promotes our city in a positive light across all of the BID's activities. Festive branding makes sure Wolverhampton city centre is in people's minds for Christmas events, shop opening hours and our full range of eateries, bars and pubs. The Enjoy Wolverhampton Gift Card has been embraced by a diverse range of **130 businesses**, giving recipients a great range of gift choices across independents and large brands. The card keeps spend in the city centre and is used by a number of larger employees for their employee rewards.

WIRE Awards have provided a well-deserved celebration of our independent businesses.

347 businesses listed on our Enjoy Wolverhampton website



Christmas Lights installed on 10 additional streets and gateways

147,800+ interactions & engagements via facebook for Enjoy Live! 2019

25,000+ footfall per year into the city to BID events



7239 followers on our Facebook page

Supporting a Thriving Economy

With **over 60 businesses saving money** on utilities, merchants fees and telecoms we are working hard to reduce your business overheads. Our BID employee parking tariff provides significant savings, an employee benefit **used by over 523 employees across 93 businesses.** By extending the number of streets in the city with Christmas Lights we are making sure shoppers know we are 'open for business' and keeping a festive feel for our shoppers and evening economy.

Collecting footfall data 24/7 - 365 days a year, we have a real insight into how our city is facing up to the challenges on the high streets and we use it to measure how our events and activities impact on increases in footfall.

VOTE YES

THE BID

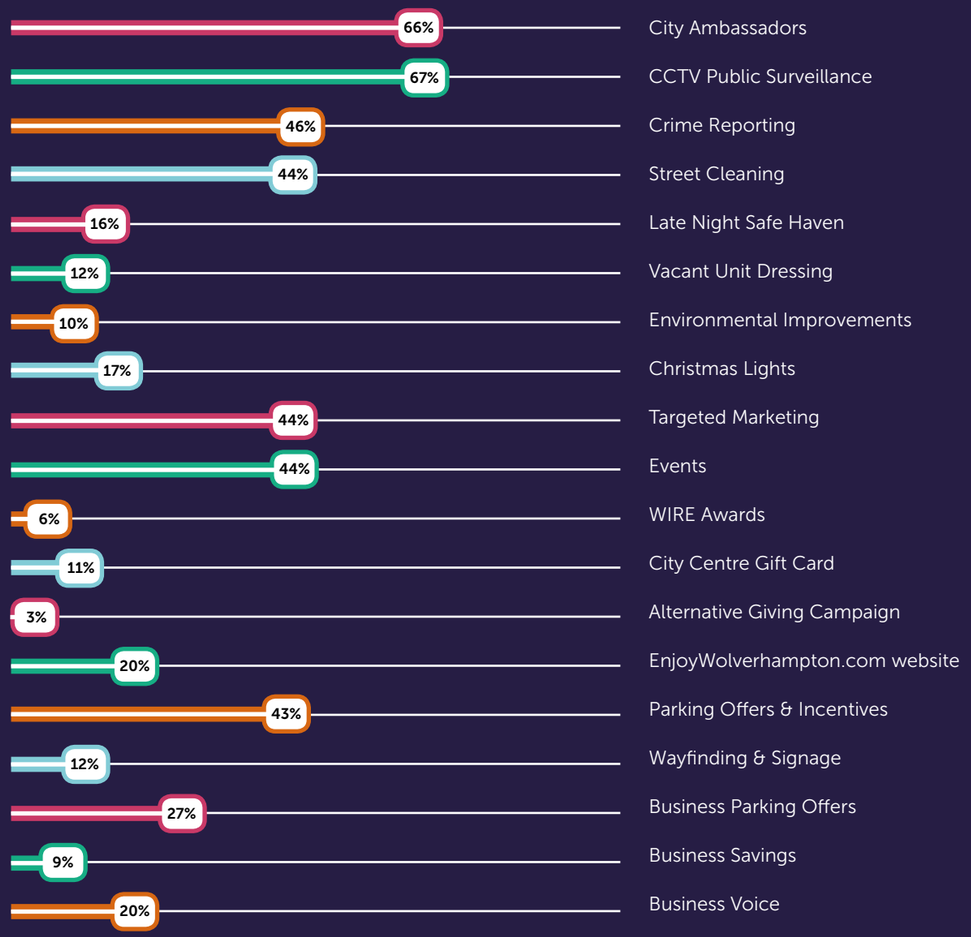
YOUR VIEWS

Our business plan is built in consultation with city centre businesses, feedback on the projects and initiatives we have delivered over the 5 years and suggestions on how we can build on this foundation for the next 5 years. Wolverhampton BID is focused on delivering services that are most important to you and your business.

Extensive business consultation was undertaken from December 2018 to February 2019 through a business survey which received responses from 168 businesses across all sectors, independent and national brands.

Based on business feedback a draft proposal plan was produced in May 2019. This plan was posted to all levy paying businesses and copies were also hand delivered, emailed and was available on our enjoywolverhampton/bid website. BID Board Directors, The BID Team and City Ambassadors collected business views and comments, key responses from which are below:

HOW YOU PRIORITISED OUR SERVICES



43%
of businesses would like to see pop up shops and a high street 'start up' fund.

"I am looking for the BID to put on more outdoor events."

Mrs Kulbinder Basra, Charlie's Fish Bar

46%
are looking for a parking app to encourage people to stay and shop for longer

57%
of businesses wanted to see more regular events

45%
would like to see a customers and employee loyalty scheme keeping spend in the city

"I am looking for Wolverhampton BID to bring us more events, concerts including sports events."

Daria from Hanka Bistro

VOTE YES

"I would like to see more promotions and businesses working together, this would help businesses in the City Centre to thrive."

Tracey Spilsbury, Wulfrun Wools & Crafts

5 THE NEXT 5 YEARS

CLEANER, SAFER, BRIGHTER AND WELCOMING



"The Ambassadors do a superb job supporting the City Centre and the surrounding area."

Darryl, Deichmann

The BID secures **£852,700** to ensure the city is clean, safe, bright and welcoming for the next 5 years.

Our commitment is to enhance the visitor experience through the following BID services:

City Ambassador Team
Continue to deliver our City Ambassador Team across 6 days a week. Extending this service to Sundays and for key city events including football matches and concerts.

CCTV
Continue to deliver CCTV Public Surveillance 6 days a week making sure our city is safe, connected and responsive whilst utilising the City of Wolverhampton Council's highway camera network. Extending this service for key city events.

DISC Crime Reporting App
Develop and grow our DISC crime and intelligence sharing app to tackle anti-social behaviour, prevent and reduce crime and provide a stronger business network.

Radio Link
Continuing to manage the effective City Radio Link ensuring businesses are well connected and able to respond and share intelligence instantly.

Business Crime Partnership
Continue to manage and maintain the strong relationships with Business Crime Partnership and intelligence sharing with West Midlands Police to reduce crime & anti-social behaviour.

Street Cleansing
Continue to provide street cleansing and hot washes of hot spot areas and tackle the removal of chewing gum, making sure the city is clean and welcoming for all visitors.

Late Night Safe Haven and First Aid
Deliver the Late-Night Safe Haven throughout the year, providing a warm welcome to all evening visitors and ensuring Police can patrol and maintain their key services for those who most need them. Complement the Late Night Safe Haven service by providing First Aid provision, reducing the pressure on the NHS, Police and Ambulance service.



"The Late-Night Safe Haven & Safe Haven First Aid have been tremendously successful in providing a warm welcome to visitors and reducing the pressure on the police and ambulance services, ensuring their resources are focussed on the right things. This is an invaluable service supplied by the BID and would be a great loss to the city should we lose the BID."

James Thomas-Horton
Head of Marketing - Casino 36



"Wolverhampton City Centre remains a safe and welcoming place to live in, work in and visit. With a number of new homes being developed, new stores and licensed premises opening and wide-ranging investment it is a great destination City for the whole family. Crime levels remain managed by the dedicated neighbourhood policing team who work closely in partnership with the BID, businesses, statutory and third sector partners who all work tirelessly to ensure the continued safety and enjoyment for all."

Sarah Thomas-West; West Midlands Police

Alternative Giving Campaign –
Small Change for a BIG Change & Business Backing BIG Change
Small Change for a BIG Change - Alternative Giving Campaign provides 19 donation points across the city giving an alternative and direct way to donate to Wolverhampton agencies that provide long term support for the genuine homeless and vulnerable. In partnership with the City Council and other agencies the BID will deliver the 'Business Backing BIG Change' charity to attract business support and volunteer time through Corporate Social Responsibility. Working pro-actively to direct volunteers and support for the homeless to existing agencies.

Environmental Improvements
The BID will make much needed environmental improvements and dress vacant units making sure the city is as attractive for visitors and inviting for potential investors.

Night Guardians
Providing Night Guardians every weekend from 8pm till 4am throughout the year to welcome people to our city during the evening, maintaining a patrol and effective liaison with our night time venues. "As a parent of a teenager, I am delighted that the BID places emphasis on a safe and welcoming night time experience in Wolverhampton". Alison Westwood Solicitor & Director - Thornes Solicitors

Bright City Lights
We are committed to making each and every street shine over the festive period and will continue to invest in Christmas Lights across the city centre.

A Green & Inviting City
Invest in city centre planting and greening the city.



THE ALTERNATIVE GIVING CAMPAIGN

£18,000+
raised via donations to our Alternative Giving Campaign to support the homeless whilst also reducing street begging.



"The Night Guardians trialled recently is a great idea and I'd love to see it continue, making for a safe & clean night time economy".

Sarah Lathwood
The Goose

5 THE NEXT 5 YEARS

PLACE MARKETING, PROMOTION & EVENTS



The BID secures **£885,450** for city marketing, promotions and events for the next 5 years

Our commitment is to promote and shine a light on our City Centre through the following BID activities:

Full Events Programme
We will continue to deliver a programme of quality events including Enjoy Wolverhampton Live, Seaside in the City, Easter Trails and Christmas events with the family in mind. Developing our events programme further to add a series of smaller, more frequent events in locations across the city centre boosting footfall throughout the year.

Gift Card
The Enjoy Wolverhampton Gift Card promotes over 130 businesses that accept the card, supports the 'Shop Local' message and keeps spend in the city. We will investigate how we can incentivise spend via the card to bring bigger benefits to shoppers, visitors and in turn, businesses.



Welcoming Freshers
Engaging over 12000 new students, giving them a warm welcome and information on city centre businesses, events, Late Night Safe Haven and city night-life

"The BID initiated and delivered the City Centre Gift card, now accepted in over 130 retailers. This can only help encourage people to spend locally."

Richard Scharenguivel;
Mander Centre Manager.

VOTE YES



Using our Enjoy Wolverhampton brand to promote the city centre to all

"The BID's successful and expanding events portfolio not only put Wolverhampton on the map but ensures a wide variety of visitors experience everything Wolverhampton has to offer".

Steve Morton
Head of Corporate Sales
Wolverhampton Wanderers FC

Loyalty
We will investigate the best way to deliver a customer and city employee loyalty scheme and the potential for a Christmas Savings Scheme to support and retain spend in the city.

Promoting our City
Positively promote the city centre on a regional scale with regular, targeted campaigns and seasonal activities across a range of media. We will continue to produce high quality promotional videos that showcase our city in its true glory.

Enjoy Wolverhampton Website and Social Media
Maintain the Enjoy Wolverhampton Website and social media channels to reach the widest possible audience.

Christmas Trading Consensus
Giving a clear, simple message to all shoppers and potential visitors to the city is key, we will work together with businesses to achieve coordinated Christmas trading hours to assist with customer confidence.

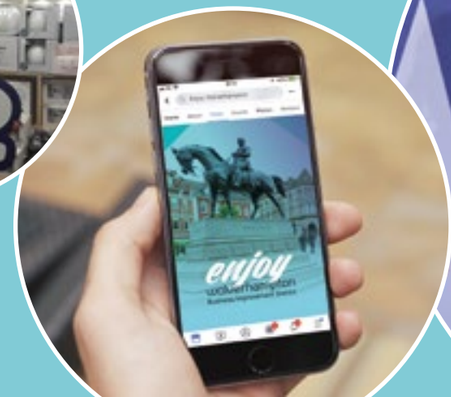
WIRE Awards
WIRE Awards (Wolverhampton Independent Retail Excellence) Celebrating and supporting our independent businesses. WIRE Awards provides a platform to promote our independent and unique retail businesses, showcases them to a wide audience and supports them to thrive.

WIRE AWARDS

22 WIRE Award winning businesses.
Celebrating, recognising and showcasing the hard work of our diverse, high quality independent businesses.



David Sheldon-Hadley from Clintons is voting YES for BID 2





5 THE NEXT 5 YEARS

A CITY CENTRE THAT IS ACCESSIBLE

Our commitment is to reduce any barriers to customers and visitors coming and to encourage them to stay for longer.

Reducing Parking Costs
We will continue to work with NCP and other car park providers to provide competitive shoppers tariffs and seasonal parking campaigns.

Lobbying for an Accessible City
Representing businesses is a fundamental part of the work of the BID, we will actively pursue attractive parking charges and provide parking incentives encouraging visitors to stay longer and form part of a positive customer experience.

Bus, Train & Tram Fares and Promotions
Working together with Bus, Train and Metro operators to provide attractive fares for visitors using these sustainable travel methods. Investigating opportunities for a Community Rail Partnership or 'Adopt a Station' project to brighten this key gateway into our city centre for all visitors.

Signage and Maps
Enhance the sense of welcome at car parks and gateways to the city centre through maps, signage, directions and event advertising.

Parking App
We will investigate ways to provide an app giving customers simple and up to date parking information and enabling customers to decide to stay for longer without returning to their car.



The BID secures **£308,300** for an accessible city

Over 520 city centre employees making savings on parking through the BID Business tariff with NCP.



"Just keep doing what you are doing, you are doing a fantastic job"

Dawn Southall-Anderson, Flowers in the City



"For our business, it is important that clients want to come to Wolverhampton, feel they can park and be safe. Once they are in the city to see us there should be enough in the city to make them stay, shop, eat etcetera, all those things are being addressed by the BID."

Alison Westwood, Thornes Solicitors

Encouraging the City Council to extend their Free Christmas Parking Offer year on year

Lobbying the Council
To provide free evening parking at Council owned car parks is a priority for the BID Board of Directors.

Vasos Varnava from T.H. Baker is voting YES for BID 2

VOTE YES FOR BID 2

VOTE YES

5 THE NEXT 5 YEARS

SUPPORTING BUSINESS & GROWTH



The BID secures **£208,705** for business support and growth initiatives

Our commitment is to deliver a range of business support services that encourage a thriving city centre.

Budding Entrepreneurs High Street Fund
Start-up funding and support towards set up costs or shop fit outs for eligible ground floor businesses that set up in Wolverhampton City Centre BID area.

City Centre Pop Up Shops
Explore ways of delivering a city centre pop up scheme enabling business start-ups to trial their business model in a city centre location and supporting a vibrant mix of business.

Tackling Vacant Units
The BID will actively seek to minimise the number of vacant units within the city centre.

Business Savings
Continue to offer a real financial benefit to new and existing businesses by securing preferential rates on utilities, telecoms and merchants' fees.



With the ever changing retail sector we need to support our high street more than ever!



VOTE YES

WIRE Awards - Business Support Pack
Complementing the WIRE Awards programme with a package of business support, mentoring and training to help businesses to grow and thrive.

Business to Business Networking and Trading
With a network of over 670 businesses we will develop a series of events that enable your businesses to connect with other city centre BID businesses. Provide a directory of business to business services available from within the BID area.

Customer Service Training
Ensuring the best possible welcome to all visitors by providing businesses with access to customer service training, regular news and city updates to strengthen the customer experience and positive perception.

A Voice for Business
Continue to be a strong and collective voice for business with influence on city centre decision making. Lobbying for improvements to the city centre and providing a representative voice on important city matters including parking, metro works and regeneration opportunities.

Pubwatch
Continue to facilitate Pubwatch meetings ensuring that licensed venues have a strong voice and remain responsive to city opportunities.

City Customer Forum
Create a customer forum seeking opinion from the local and regional community helping us to shape our offer and meet customer needs and aspirations.



Develop Networking Groups & Opportunities



Rosie-Ann Pendey from Topshop is voting YES for BID 2



Delivering Cost Savings For Your Business!

BID LEVY & RULES

EXPLAINED

BIDs are funded by businesses in the BID area. If the ballot for Wolverhampton BID is successful every eligible business will pay an annual levy to the Business Improvement District (BID) ***raising over half a million pounds*** annually for the delivery of services and projects contained within this business plan.

The table shows how much the BID levy will be depending on the rateable value:

RATEABLE VALUE	LEVY PAYABLE PER ANNUM*
£10,000 - £25,000	**£160**
Above £25,000	**1.5% of the Rateable Value (capped at £17,500*)**

The BID regulations of 2004 sets out the rules and regulations under which the BID operates. This document can be found at: www.legislation.gov.uk/uksi/2004/2443/contents/made

1. The BID levy will be applied to all eligible non-domestic properties within the BID area with a rateable value of £10,000 or more. Properties within the BID area with a Rateable Value below £10,000 will not be subject to the BID levy.

2. Throughout the BID term the BID levy rate is £160 per annum for hereditaments with a Rateable Value of between £10,000 and £25,000 and for hereditaments with a Rateable Value over £25,000 the levy will be applied at 1.5% of the Rateable Value.

3. Throughout the 5-year BID term the BID levy will be based on the Rateable Value as at the 'chargeable day' being the 1st April each year.

4. The maximum levy charged on any single hereditament has a cap of £17,500 per annum (subject to rule 5).

5. *The BID levy may increase by an annual inflation factor that reflects an increase of no more than the Consumer Price Index (CPI) as at September in the preceding financial year, to be agreed by the BID Board of Directors on an annual basis from 2021 onwards.

6. As a revaluation occurs the new Rateable Values are applied to the levy to be effective from 1st April in the year of the revaluation.

7. When a Rateable Value changes, is subject to a split or merge, is removed or entered into the ratings list this will have no effect on the BID levy until 1st April the following year.

8. The levy is collectable on a 'chargeable day' basis, the person liable to pay the BID levy is the liable party for the non-domestic rates for the hereditament on the 1st April each year.

9. The BID levy is payable annually in advance of 1st April each year.

10. If a Rateable Value changes after the chargeable day the revised levy will be charged at the next chargeable day irrespective of the date change.

11. The levy will not be altered by retrospective adjustments to Rateable Values that are reassessed to a period prior to the 1st April each year.

12. Non-retail charities with no trading income, arm or facilities, not for profit subscriptions and volunteer-based organisations will be exempt from paying the levy.

13. Owners or registered business ratepayers of vacant, untenanted properties or hereditaments, properties undergoing refurbishment or properties demolished will be liable for the BID levy.

14. The BID Levy will not be affected by small business rate relief schemes, service charges paid to landlords, exemptions, discretionary relief or discount periods or schemes in the National Non-Domestic Rate Regulations 1989 made under the Local Government Finance Act 1988.

15. VAT will not be charged on the BID levy.

16. BID arrangements may be altered without an alteration ballot as long as there are no proposals to alter the geographical area of the BID or alter the BID levy in such a way that would cause any person to be liable to pay the BID levy who was not previously liable to pay; or to increase the BID levy for any person other than for inflation purposes.

17. Where there is reference to a renewal in this business plan, this is a marketing term, the ballot will be for a new BID.

BALLOT PERIOD: 27th SEPTEMBER to 24th OCTOBER

SEPT 27th Friday Ballot voting begins on Friday 27th September

OCT 24th Thursday Last Day of Ballot Voting Papers need to be returned before 5pm

OCT 25th Friday 25th October Announcement of ballot result

VOTE YES

- The BID Ballot will be conducted through a confidential and independent postal vote.
- City of Wolverhampton Council will send a ballot paper prior to the start of the ballot to all those responsible for properties or hereditaments to be subject to the BID (i.e. those with a rateable value of £10,000 and above).
- City of Wolverhampton Council will be responsible for managing and coordinating the ballot to ensure it is carried out fairly.
- Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID proposals in a 28 day postal ballot.
- The ballot will commence on 27th September 2019 and close at 5pm on 24th October 2019.
- Ballot papers received after 5pm on 24th October will not be counted.
- In order to continue for a further five years, Wolverhampton BID must receive a 'yes' vote from a majority or businesses voting in the ballot, both by number and by the total rateable value those businesses represent.
- The result of the ballot will be announced on Friday 25th October 2019.

FINANCES

AND BUDGETS

- It has been assumed that 96% of the billed levy will be collected each year. This collection rate will be applied throughout the BID term and is based on experience in levy collection over the previous 5 years collection rate achieved.
- The budgeted income from levy collection in the first year is approximately £536,230.
- An industry standard contingency has been applied at 5% for expenditure.
- The Council's costs of collecting, administering and enforcing the BID levy shall be recalculated each year as the lower of 3% of the levy or £35 per hereditament.
- Total additional income is estimated at £80,000 per annum or 15% of BID levy income over the BID term. The additional income is based on the BID's previous 5 years record in generating income from the management of the City Radio link scheme, management of promotional spaces within the city centre and sponsorship from businesses.
- The BID intends to offer a voluntary membership scheme for smaller businesses that would not be liable to pay the levy.
- The BID will continue to run any commercial activities and undertake other income generation activities that aim to supplement the BID levy income and deliver better value for money for all BID services.

WOLVERHAMPTON BID BUDGET 2020 - 2025

Income	Year 1	Year 2*	Year 3*	Year 4*	Year 5*	Total
BID Levy	£536,230	£536,230	£536,230	£536,230	£536,230	£2,681,150
Additional Income**	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Total Income	£616,230	£616,230	£616,230	£616,230	£616,230	**£3,081,150**
Expenditure						
Staff and Management	£73,000	£73,000	£73,000	£73,000	£73,000	£365,000
General Overheads & Admin	£46,600	£46,600	£46,600	£46,600	£46,600	£233,000
Clean Safe and Welcoming	£170,540	£170,540	£170,540	£170,540	£170,540	£852,700
Marketing Promotions and Events	£177,090	£177,090	£177,090	£177,090	£177,090	£885,450
Accessibility	£61,660	£61,660	£61,660	£61,660	£61,660	£308,300
Business Support	£41,741	£41,741	£41,741	£41,741	£41,741	£208,705
Collection Charge	£24,187	£17,587	£17,587	£17,587	£17,587	£94,535
Contingency	£21,412	£28,012	£28,012	£28,012	£28,012	£133,460
Total Expenditure	£616,230	£616,230	£616,230	£616,230	£616,230	**£3,081,150**

£3,081,150 to enhance Wolverhampton City Centre

*The BID levy may increase by an annual inflation factor that reflects an increase of no more than the Consumer Price Index (CPI) as at September in the preceding financial year, to be agreed by the BID Board of Directors on an annual basis from 2021 onwards.

** Expected additional income (radio link and promotional space) plus additional sponsorship and contributions.

The BID team and their City Ambassadors are instrumental in supporting West Midlands Police to reduce crime and antisocial behaviour in the city centre"

Sarah Thomas-West – West Midlands Police

VOTE YES

GOVERNANCE

1. The not for profit Wolverhampton BID Company which manages the BID will continue to operate.

2. Any surplus profits must be spent on delivering services and projects in the BID area, agreed by the businesses and by the Board of Directors.

3. The Wolverhampton BID Company's Board of Directors will continue to operate. The Board will remain a representative group of levy paying businesses.

4. The Board of Directors will be directly accountable to BID levy payers and will be responsible for delivering the projects and services that are set out within this BID Business Plan.

5. The BID will be managed on a daily basis by a BID Managing Director to ensure that all projects are delivered efficiently and effectively and in accordance with the vision of this plan.

6. The Board will have the ability to vary the service delivery and expenditure allocated according to the changing demands of levy payers.

7. Those businesses within the BID area that have a Rateable Value of under £10,000 and those outside of the BID area will be encouraged to support the work of the BID through a voluntary membership scheme.

8. An Operating Agreement, which includes the Council's baseline service statements has been agreed with City of Wolverhampton Council. A copy of this document can be found at enjoywolverhampton/bid

9. Notice of intention to hold a ballot was given to the Secretary of State on 29th January 2019.

10. Notice of ballot will be sent to participating businesses by City of Wolverhampton Council within the required statutory period.

11. The BID will continue to monitor its performance against annual objectives and will report to levy payers at least once a year.

12. The BID will provide regular business updates, a periodic newsletter and a financial statement will be distributed to businesses along with the BID levy invoice annually.

13. Following a successful YES vote, the Wolverhampton BID Company will start the BID term from 1st April 2020, running for a term of 5 years.

VOTE YES

HOW TO VOTE

All eligible businesses within the BID area will receive voting papers in advance of the ballot.
The ballot commences on the 27th September 2019.

Voting YES will mean that BID services will be provided for a further five years, from 1st April 2020 through to March 2025. **Ballot papers must be returned by 5pm on Thursday 24th October 2019.**

If the majority of businesses vote in favour, the BID will deliver the services set out in this Business Plan starting on 1st April 2020. The BID Ballot is conducted through a confidential and independent postal vote.

Talk to Us...
Please don't hesitate to contact the Wolverhampton BID Team to discuss this business plan, or for further information or to arrange a meeting to discuss this proposal in more detail call the BID team on 01902 710903 or you can email cherry@wolverhamptonbid.co.uk.

Wolverhampton BID Company Suite 1,
176- 178 Stafford Street, Wolverhampton, WV1 1NA

Download a copy of this business plan at
www.enjoywolverhampton.com/bid/renewal

"Anything that we do to increase & sustain footfall along with things to create positivity and a feel good factor in the city"

Chris Loydon, Virgin Media.

YOU WILL LOSE

ALL THESE SERVICES WITHOUT THE BID

- **NO** City Ambassador Team
- **NO** CCTV public surveillance in the city centre
- **NO** Night Guardians Service to support the Night-time economy
- **NO** Enjoy Wolverhampton Facebook page or website to connect your business to a wider audience
- **NO** City Centre Gift Card to support spend in the city.
- **NO** Business Crime Partnership or DISC app to help businesses protect themselves from and reduce crime and antisocial behaviour.
- **NO** Radio link to combat crime
- **NO** dedicated BID team to keep you up to date on city centre developments, opportunities or news.
- **NO** business voice to represent your business on important city centre matters
- **NO** additional investment in Christmas Lights
- **NO** Employee Discounted Parking for BID businesses
- **NO** BID to provide support for Pubwatch
- **NO** Extra Street cleaning
- **A less vibrant** city centre
- **Fewer family friendly events** in the city centre
- **Reduced** Late Night Safe Haven service - reducing to only 8 nights per year.











enjoy wolverhampton
Business Improvement District

VOTE YES



BID ZONE

Bell Street
Berry Street
Bilston Street
Birch Street
Blossoms Fold
Bond Street
Brewery Road
Broad Street
Castle Street
Castle Yard
Chapel Ash (Part)
Cheapside
Chubb Street
Church Street
Clarence Road
Clarence Street
Cleveland Street
Cleveland Court
Cleveland Passage
Convent Close
Corporation Street
Corn Hill
Darlington Street
Deanery Place
Dudley Street
Exchange Street
Farmers Fold
Fold Street
Fryer Street
Garrick Street
George Street
Hampton Walk
Jack Hayward Way (South)
John's Street
King Street
Lich Gates
Lichfield Passage
Lichfield Street
Little Brickiln Street
London Place
Long Street
Mander Centre
Market Plaza
Market Street
Market Square
Molineux Street (Part)
Molineux Alley
Mitre Fold
North Street
Old Bank Chambers
Old Hall Street
Paternoster Row
Peel Street
Pipers Row
Pitt Street
Princes Square
Princess Alley
Princess Street
Queen Square
Queen Street
Queens Arcade
Railway Drive
Railway Street
Red Lion Street
Salop Street
School Street
Skinner Street
Short Street
Snow Hill
St Georges Parade
St John's Arcade
St John's Square
St Johns Street
St Peters Close
St Peters Square
St Marks Road (Part)
St Mary's Arcade
St Mary's Street
St Peters Chambers
St Georges
Stafford Street (Part)
Summer Row
Sun Street (Part)
Tempest Street
Temple Street
Tower Street
Townwell Fold
Thornley Street
Union Street (Part)
Victoria Fold
Victoria Passage
Victoria Square
Victoria Street
Victoria Arcade
Wadham's Fold
Waterloo Road (Part)
Westbury Street
Wheelers Fold
Whitmore Hill
Whitmore Street
Woolpack Street
Woolpack Alley
Worcester Street
Wulfrun Centre
Wulfruna Street

Wolverhampton Business Improvement District (BID)
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