enjoy wolverhampton
Business Improvement District

Enjoy Wolverhampton Business Improvement District (BID)

ANNUAL REPORT 2024 – 2025



Introduction

A Brighter Future For Wolverhampton City Centre

Annual Report 2024 – 2025

FOREWORD FROM THE BID MANAGING DIRECTOR

We are pleased to present Wolverhampton BID's Annual Report which details the BID's activities for the year from 1st April 2024 to 31st March 2025. This report provides insights across the broad range of services delivered by the BID, in this final year of our second five-year BID term.

We are pleased to present Wolverhampton BID's Annual Report which details the BID's activities for the year from 1st April 2024 to 31st March 2025. This report provides insights across the broad range of services delivered by the BID, in this final year of our second five-year BID term.

As we look back, we've had an amazing second, 5-year term. Our services have developed and adapted to meet the needs of our ever-changing city centre. By securing a further 5 year BID term with such outstanding support from our city centre business community, we remain confident that the services reflect our city centre businesses' priorities.

We continually listen to our business community, provide a series of projects that deliver improvements to the city centre, and we remain ever present as the voice for our city centre businesses.

The BID Team responds to and drives positive change in operational and strategic issues, recognising and realising overlaps and connections between city centre opportunities.

We don't just look back, in this report we also take the opportunity to look forward to the first year of our third BID term, starting on 1st April 2025.











BID's Fifth Year

(BID Term #2)

Voting YES for BID 3

The year promised to be busy with not only delivering a full programme of events and initiatives, we were also preparing for our third business ballot. We consulted early with our businesses in January and May on the plans for the BID's next five-year term.



Thanks to all the businesses and stakeholders involved, the consultation shaped our BID Business Plan for 2025 – 2030, launched in September 2025.

The business ballot held in the Autumn of 2025 gave businesses a vote to secure a third BID term.

86%

of businesses who voted were in favour of the BID in number

92%

were in favour of the BID by rateable value

The successful ballot result was not only a resounding **'YES'** in support for the future of the BID, as a result it also secured over £3 million of investment in the city centre over the next five years.



Highlights Year 5 (BID Term#2)

Here are just some of the highlights under each of our headline objectives of what we have delivered in the fifth and final year of our second BID term.

Cleaner, Safer, Brighter and Welcoming

Ambassadors make over 800 business visits each year

City Ambassador Team

Our City Ambassador Team continued their strong and regular business engagement. During the year our ambassadors gathered business feedback to help shape the future of the BID. Through their daily patrols, visitors received a warm welcome, a reassuring presence and a wealth of knowledge about what our city has to offer. With Sally Perkins leaving the team during the year, the team was joined by Ricky Deo –offering a wealth of experience from his previous role as a Night Guardian. Ricky brings a fresh perspective to the Ambassador Team and a passion for the city centre. Each Ambassador specialises on projects, Wendy leads on ensuring the radio link is well managed and businesses maintain their communications, Heidi drives the Enjoy Wolverhampton Gift Card scheme, bringing new businesses on board and administering the sales. Suzie leads on events and delivers craft workshops that bring people to the city, encouraging dwell time and ensure everyone enjoys their time in the city centre.



Business Crime Reduction Partnership (BCRP) – Secures Accreditation

We are delighted to confirm that Enjoy Wolverhampton BID secured industry standard accreditation for the BCRP. The accreditation is awarded to partnerships that are operating lawfully, effectively and to the standards set out in the National Association of Business Crime Partnerships (NABCP) Codes of Practice and supported by the National Police Chiefs Council. This provides a strong reassurance to city centre businesses and stakeholders that all data and intelligence is secure and managed appropriately to support a safer city. The standards are assessed by the NABCP in five parts: overview and governance; partnerships, benefits aims and objectives; communications; systems and procedures, data integrity.

CCTV Public Surveillance

CCTV Public Surveillance continued through the year to collect real time intelligence, ensuring our city centre remains safe, and responsive, reducing shop theft and anti-social behaviour. Using the intelligence gathered from the CCTV surveillance and our operators direct contact with our City Ambassadors, businesses, Police, PCSO's, and security staff we share instant information via our radio link, DISC crime and safety reporting app.

Radio Link Training

For all radio link users we provide training and ensure that 110+ city centre businesses using the link have the right tools to communicate effective and in a timely manner.

Late Night Safe Haven

The Late-Night Safe Haven delivered jointly by City of Wolverhampton Council and supported by the Police and University of Wolverhampton operated between 10:30pm and 03:30am on our busiest payday weekends and for city events. With the service being delivered on a regular basis through the year it means people are now more familiar with the service, seeking it out if they need assistance. The service secured additional support from the West Midlands Combined Authority which enabled it to operate on additional nights.

Night Guardians

The BID's Night Guardians increased their patrols, engaging with all our city centre night-time venues and providing a welcoming presence for visitors and being instrumental in keeping our streets safer. They operate on the same nights as the Late Night Safe Haven to give additional reassurance to people enjoying their nights out.



Investing in City Centre Lights

Each year the BID invests £20,000 in lighting up 10 additional streets with Christmas Lights. The streets lit up include key gateways into our city centre, Stafford Street, Snow Hill, Darlington Street and of course King Street which is the main route for pedestrians from the train station, bus station and Pipers Row metro stop. Lights at Lichfield Street and Garrick Street bring a festive feel for visitors to Wolverhampton Grand Theatre and Wulfrun Centre too.

Place Marketing, Promotions and Events

Spring and Summer Programme of Events

Smallest Zoo provided us with an additional family attraction at Wolverhampton Train Station for the Easter Holidays. We would like to thank West Midlands Trains and Hammond Galleries for their support in bringing this small but amazing exhibition to the Changemakers Hub. The Hub was fitted out with 24 animal sculptures so small they fit inside the eye of a needle as well as series of interactive games.



Our **'Summer of Sports'** trail attracted over 3000 in additional visitors during the school summer holidays, extending dwell times and increasing spend. We want to thank the 13 businesses who kindly hosted our trails characters including Ron Flowers, McDonalds, Waterstones and Compton Care. The trail encouraged footfall around the city centre at the same time celebrating Wolverhampton's sporting heroes. It also served to cross promote the summer Urban Sports event and Designing the Beautiful Game – Football exhibition held throughout the summer.

As **PRIDE 2024** parade sponsor and were delighted with the colourful crowds and vibrant feel of the event. The BID continued to play a central role in shaping the event as well as supporting it through our sponsorship.



Seaside in the City was held at Victoria Street attracting 3000 people to the 3-day event. Children and their families enjoyed the roadshow and making great use of the new event space. Alongside the Big beach we had face painters, circus skills workshops and lots of interactive games, providing another reason for people to enjoy Wolverhampton.

Winter Programme of Events

Halloween saw our largest, scariest and brightest **'Wolverhampton Monster Trail'**, drawing over 4000 visitors to the city to the giant illuminated installations through the trail over October half term. It was fantastic to see families enjoy the city centre, following the trail, seeing the newly refurbished Halls, Train Station and Victoria Street. We want to thank the businesses that hosted the monsters including Wulfrun and Mander Shopping Centres, City of Wolverhampton Council, Pomegranate Café, University of Wolverhampton at The Halls and Wolverhampton Train Station.





Working in partnership with the Mander Centre we saw 2500 visits to Santa at the **Christmas Grotto** which was managed by our City Ambassador team with support from the Mander Centre team too. Visitors were also able to receive a **Personalised Santa letter** delivered – extending the Christmas magic and positive perceptions with over 350 of these being redeemed.





The BID team are always looking to add to the BID's events programme and were able to secure a visit from the **Lidl Christmas Truck Experience**, bringing footfall to Victoria Street. Despite the poor weather hundreds of people came to see the Lidl delights.

15 new businesses joined our Enjoy Wolverhampton Gift Card scheme – keeping an extra £20,000 spend in our city centre.

Street Stories launched 8 large scale artworks and an augmented reality trail, bringing vibrant art onto our city street scene and providing a further reason for people to visit and Enjoy Wolverhampton. It was great to involve Goldie in the project and to have him attend the launch event.



Accessibility And Parking

Free Sunday Christmas Parking

The BID funded Free Sunday Parking across 3 Sundays in December 2024 at Mander and Wulfrun Centre car parks. We attracted much needed footfall over the festive period and provided strong city marketing message.



Promoting the offer

For the festive period we advertised all city centre parking offers including the City Council's discounted festive parking to reach new people and potential customers from far and wide.

An Accessible City

We have provided The Halls full details of other hospitality, food and beverage businesses available in the city centre, including their access information for them to share and promote to their audiences.

Vocal on Parking Charges

We remain vocal about the impact of the increased parking charges introduced in the city centre in November 2024, especially the impact on our nighttime economy and perception of the city.

Supporting Business and Growth

Business and Start Up Support delivered at the Change Makers Hub

Partnering with Access to Business we provided weekly support and advice sessions for city centre businesses and start-ups.

Strengthening Businesses Audience

Through our Enjoy Wolverhampton social media we have been able to share business's promotions, offers and events to a West Midlands wide audience. We are amplifying businesses reach and always provide positive press stories, print media, digital and radio adverts that promote our city centre, businesses and events delivered by the BID.

Training & Networking for Businesses

The Change Makers Hub continued to provide the perfect location for a range of stakeholder meetings, a creative space for groups to meet and a place where we delivered Counter Terrorism training, Bleed Kit training and Customer Service training – all available to our BID businesses. Funding for the use of the Change Makers Hub from Cross Country Trains alongside huge support from West Midlands Trains delivered a full two years of operation for the hub. We would like to thank all partners involved in making the Change Makers Hub such a success.



Saving Businesses Money

We have continued to identify savings for businesses on their overheads including electricity, gas and merchant fees.

Not only do we identify savings our experts Place Support Partnerships also provide guidance on how to get the best results from new and existing contracts.

City Centre Voice

We will always provide a strong city centre focussed voice at forums including City Investment Board, Economic Growth Board and ensure we secure funding for the city centre through UK Shared Prosperity.

Regular Business Updates & Meetings

Shaun has delivered the years series of Quarterly Business and Retailer meetings with updates from Taylor Woodrow on the Public Realm work at Dudley Street, City Council, Police and BID updates provided to all who attend. Jo delivers the monthly Pubwatch meetings make sure our businesses are kept in the loop and engaged in 'Ask Angela' and 'Barred from One Barred From All' to support a safe and welcoming evening and nighttime economy.

We ensure that businesses receive updates on bid and city centre events and relevant topics, sending out over 150 business news updates emails during the year.



A New BID Term
2025 – 2030

After proudly unveiling our Business Plan for the 2025–2030 term, we held our business ballot in the Autumn of 2024. We were overwhelmed by the support received from city centre businesses. BID's legally can last for up to 5 years, so the BID team and Directors were delighted to have received such strong support to continue and develop the BIDs services.

Business priorities for the next 5 year term included maintaining the strong mix of established projects such as our City Ambassador team, Night Guardians and an increased amount of CCTV surveillance hours we can deliver. Businesses stressed the importance of maintaining our annual programme of events, bringing footfall and spend into the city centre.

In preparing for our next 5 year BID term, we took the opportunity to review our headline objectives. Instead of 4 objectives we moved to 3 that represent how our projects are all interwoven, as we continue to deliver a Welcoming, Exciting and Stronger city.

The first year of our third BID Term starts on 1st April 2025. The levy due in 2025-26 is estimated at £515,205 (based on the National Non-Domestic Rates list as at 13.1.2025). It is anticipated that we will attract additional income of £80,000. Through the year the total amount of expenditure is forecast to be £595,205, outlined as follows:

Our 3 Headline Objectives:

- A Welcoming City £242,300
- An Exciting City £129,948
- A Stronger City £42,977

Our Core Costs:

- Staffing & Overheads £134,000
- Levy Collection Costs £34,370
- Contingency £11,610

On average the BID secures £107,500 in additional income each year.

Looking Ahead:
Projects and Activities for Year 1 of BID Term #3

Additional CCTV surveillance
Listening to businesses during the consultation undertaken in preparation for our 2024 BID ballot, they clearly wanted to see additional hours of CCTV public surveillance delivered by the BID. This will be one of the first tasks we set to deliver in this first year of our new BID term.



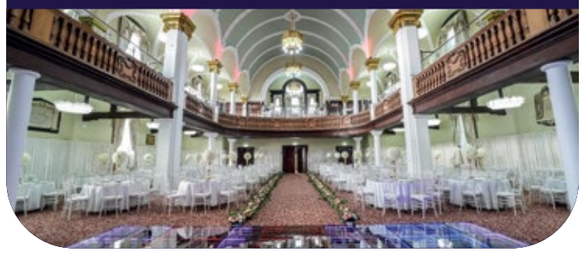
Launch of Best Bar None Accreditation
Our Hospitality and Leisure businesses form such an important part of our city centre economy, we want to recognise the amazing mix and high standard of our venues. Best Bar None accreditation allows us to do this. It is a nationally recognised accreditation designed to uphold and celebrate the highest standards of practise in the licensed trade. Through the scheme the BID will recognise and reward our great licensed venues, and it also encourages customers to relax and enjoy their night out knowing they are in good hands.

BEST BAR NONE

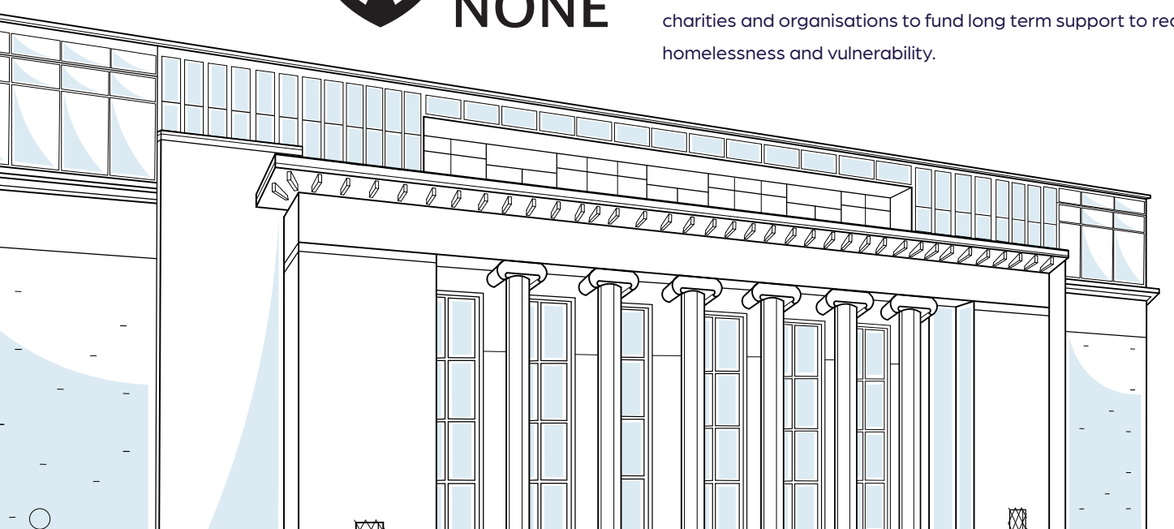
WOLVERHAMPTON BID EXCELLENCE AWARDS 2025

Celebrating Wolverhampton City Centre Businesses

BID Excellence Awards
Whilst we launched the BID Excellence in February 2025 the main programme of the awards is delivered through 2025. We've been delighted with the response from businesses with 108 involved in the awards. Our Awards Night on the 10th July at Grand Palace promises to be a true celebration of the dedication and hard work of our city centre businesses and the people that drive them forwards.



Development Grants from Alternative Giving CIO
Our tap to donate and donations points across the city continue to attract generosity from the public, through the year we will be launching a grants scheme for wolverhampton based charities and organisations to fund long term support to reduce homelessness and vulnerability.



Enjoy Wolverhampton Gift Card Goes Digital
Having first introduced the Enjoy Wolverhampton Gift card in 2018, city centre businesses receive circa £20,000 a year in spend through the scheme. We want to build on this by going digital, enabling the gift cards to be added to your digital wallet. This means more businesses will be able to accept the cards adding to their appeal and versatility.



Business Voice
The BID continues to be a strong, representative voice for business. Through the year we will be actively feeding into and shaping the Evening and Nighttime Economy Strategy, Destination Management Partnership, Cultural Strategy, Protect Board, City Investment Board and City Centre Masterplan.

We will be continuing to keep businesses up to date with regular Pubwatch, Business Crime Reduction Steering Groups and Business and Retailer meetings.

THE FUTURE IS BRIGHT

The Future is Bright
We are excited for forthcoming changes through the year including the opening of the Wolverhampton College's, City Learning Quarter, seeing the Superbowl attract families to the city centre and look forward to the Lockworks Cinema opening in the summer of 2025.



The BID Team and Board Directors



Cherry Shine, BID Managing Director

Cherry leads the BID with a clear focus on supporting city centre businesses and driving growth. Since founding the BID in 2015, she has delivered a wide range of targeted projects that boost footfall, enhance the trading environment, and strengthen the city's appeal. Cherry ensures the BID remains proactive and business-focused, with a strategic vision for the city centre's continued success.



Shaun Boyce, Project and Office Manager.

Keeping the City Connected and Welcoming, Shaun manages our City Ambassador team, making sure their daily patrols are visible, effective, and offer a warm welcome to everyone in the city centre. He also leads on organising our BID events, designed to boost footfall and create memorable experiences for visitors and locals alike. Behind the scenes, Shaun runs our social media channels – sharing all the latest updates, events, and business news to highlight the best of what our city has to offer. Shaun also keeps over 550 city centre businesses informed through regular emails and quarterly Business and Retailers meetings, making sure everyone stays connected and up to date.



Jo Leek, BID Business Crime Reduction Coordinator

Jo plays a vital role in making our city centre a safer place to work, visit and trade. She leads the Business Crime Reduction Partnership, managing key tools such as the city centre Radio Link and the DISC crime reporting app. Thanks to her strong working relationships with local police teams, Jo is at the forefront of tackling business crime and anti-social behaviour. Jo also supports the Pubwatch group, keeping evening and night-time economy venues informed with timely updates. Through the Business Crime Steering Group, she ensures businesses are equipped to deal with issues like shop theft and repeat offenders. In addition, Jo leads on the delivery of the Alternative Giving CIO – ensuring public donations are used to provide long-term, meaningful support for the city's most vulnerable individuals.

Our 4 strong team of City Ambassadors
are Wendy Haughton, Heidi Wall-Holden, Suzie Lavender, Ricky Deo. Merrill Charnock our CCTV operator ensures we have a strong visibility over our city centre and in timely communication for all radio link and DISC users.



The BID Board

Formed by representatives from key businesses and organisations the BID's Board of Directors are unpaid and work by directing the BID's investment to meet the needs of the city centre.



Iain Watkins,
BID Chair, Grand Theatre



Andrew Alloway
BID General Retail Director, Wulfrun Centre



Mark Bourton-Payne
BID Finance Director

Sophie Clement
BID Crime & Safety Director, West Midlands Police



Alison Westwood
BID Legal Director, Thornes Solicitors



Richard Scharenguival
BID National Retail Director, Mander Centre



Kevin Kay
BID Accessibility Director, Wolves FC



Ian Fegan
BID Local Authority Director, City of Wolverhampton Council

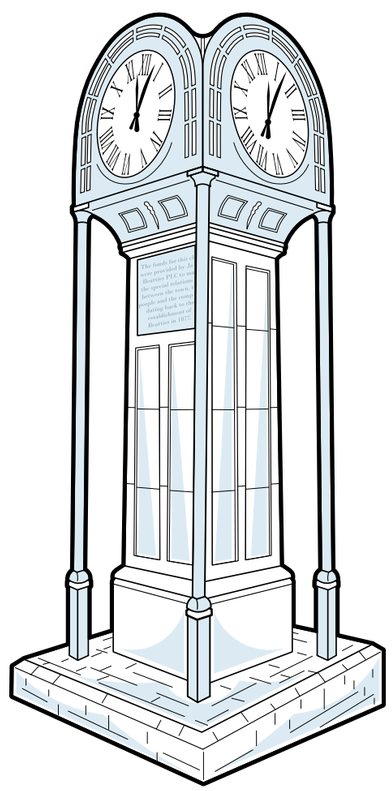


John Henn
BID Independent Retail Director, T A Henns Jewellers

Final Remarks

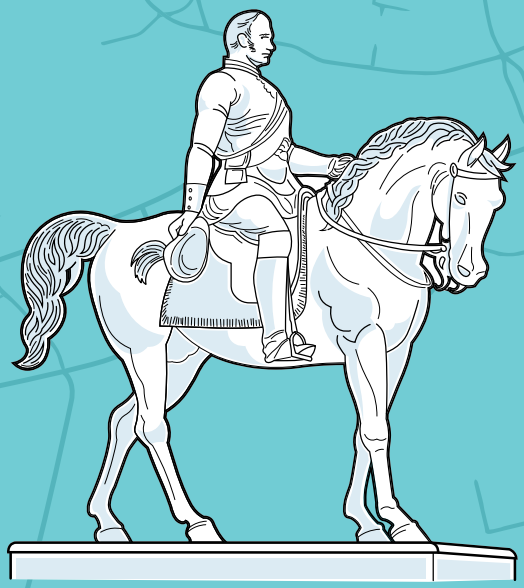
Our city centre BID businesses have been at the heart of shaping and directing the BID services over the past 10 years. The Business Ballot held in the Autumn of 2024, gave us a strong support for our third term. We are delighted to continue to deliver our services from 2025 through to 2030.

Welcoming,
Exciting & Stronger –
Working together for our city centre's bright future



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For more information please contact the BID at cherry@wolverhamptonbid.co.uk or call the BID Team on 01902 710903

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