

UNLOCK THE CITY'S POTENTIAL

wolverhampton
BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN | 2015-2020

Wolverhampton City Centre has an opportunity to unlock its potential through a Business Improvement District (BID) with over **£3 MILLION** investment to shape its **FUTURE.**

THE KEY TO ITS SUCCESS

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Introduction

Wolverhampton is a millennium city, home to magnificent buildings and a rich heritage. The city centre has a strong retail offer with significant high street brands and an amazing range of over 300 independent businesses. The city is also home to numerous large employers and has an established and growing University presence. With the Civic Halls, Grand Theatre and the Light House offering a rich range of venues the city is a major hub for live entertainment complemented by a host of clubs, bars, restaurants and cafés.

However, we are facing increasing competition from neighbouring towns like Telford, cities like Birmingham and retail parks like Bentley Bridge. Coupled with the fast changing pace of online retail, we cannot afford to sit back. Footfall is declining and tough economic circumstances are affecting us all. We need to secure Wolverhampton's place as a thriving city centre, to attract shoppers back and evolve to meet their changing needs.

Wolverhampton businesses have an opportunity through a Business Improvement District (BID) to influence local decisions and to take control of how their city reacts to these changes.

BIDs already operate in 180 towns and cities in the UK and deliver a bespoke range of services that businesses have identified are essential. These are tailored to ensure that they give themselves the best chance to trade as effectively as possible. Wolverhampton is no different. We need to stand strong and together to make sure that we are making the most of the city's potential and demonstrate that it is a city to shop, visit and do business.

Vote YES for a BID to make this happen.



VOTE **YES** IN THE BALLOT

to be held between 15th October and 12th November 2014

A BID for Wolverhampton City Centre

This proposal to establish a Business improvement District (BID) for Wolverhampton city centre is a real opportunity to secure the city's future as a prosperous and thriving destination.

Led by the businesses in the city centre Wolverhampton BID objectives are to:

- Direct and deliver £3million of investment in the city centre over the next five years.
- Improve people's perceptions of the city by delivering a safe, clean and welcoming city centre, day and night.
- Address the issues of accessibility and parking to remove the barriers that stop people choosing to shop and visit the city.
- Increase footfall and raise the city's profile through enhanced, and targeted marketing and coordinated promotions and events.
- Secure Wolverhampton's future as a thriving and vibrant city, putting Wolverhampton back on the map as a destination of choice.
- Make sure Wolverhampton city centre is doing all it can to enhance its offer and secure its future.

Through a Business Improvement District the control of the city is in the hands of the businesses who decide if these are the things we need to deliver for the city centre and by using your vote you will have a real opportunity to make a difference and start putting Wolverhampton back on the map.

You decide!!!

A Message From the BID Chairman

A BID for Wolverhampton has been an aspiration for many years for the city. A broad range and committed group of businesses and stakeholders want to see real changes and to take control of how the city is managed and promoted to give it the best opportunity for its future success. The BID is a business led initiative which has the success of the city at the heart of everything it delivers.

With an investment of £3million over the next 5 years to provide the projects and services within this Business Plan this is a fantastic opportunity to unlock the city's potential.

Getting the basics right are key. We want a cleaner, safer and more welcoming City. This will enable us to attract more footfall, provide support to existing business and send out the message that Wolverhampton is a great place to invest, work, live and visit. By communicating what the city has to offer, by removing the barriers to people visiting the city, and with the aim of changing perceptions of what is a beautiful city centre we want to put Wolverhampton back on the map.

Working together we can make the right changes and by voting Yes for the BID you can help position the city in its rightful place, making sure we compete against neighbouring towns, cites and retail parks.

Nicholas Pitt
Centre Director, Mander Shopping Centre
BID Chairman, Wolverhampton BID Task Group





"Wilkinson is passionate about Wolverhampton and its opportunity to be a more vibrant city that offers its visitors a great shopping experience. To raise Wolverhampton's potential businesses need to work together to make a difference, it is time to look forward. A BID for the city centre could mean real change in the right direction and could deliver the projects Wolverhampton needs."

LAL CHAND
Manager, Wilkinson

BIDs Explained

A Business Improvement District (BID) is a defined area where businesses decide to make a collective contribution to actively deliver improvements to their area. The BID is a local, private sector led organisation whose role is purely to deliver the improvements that businesses want in a defined area. Across the UK BIDs have delivered physical improvements to towns and cities, increased footfall by promotions, marketing and events, invested in their areas, improved perceptions, increased a sense of safety through a wide range of initiatives and reduced business's overheads through collective purchasing.

Your City—Your Business—Your Priorities

Over the past 8 months the BID team have been actively working with and consulting businesses in the city centre to understand their priorities and to listen to how the cities potential could be realised. The BIDs team engagement has included:

2013 October - November

- Feasibility Study to assess the viability of a BID for Wolverhampton city centre.

2014 February

- Task Group of city centre businesses formed with monthly meetings.
- BID website available and updated to hold all BID information and news / contact details.
- Regular updates at monthly Retailers Meetings.

2014 March - April

- Key Facts about BIDs - Newsletter 1 distributed.
- 700 Surveys distributed to businesses.

2014 May

- Business meetings - a series of six meetings tailored around different business sectors within the city centre.

2014 June - July

- Face-to-face business meetings.
- 700 copies of Newsletter 2 distributed.

2014 August - September

- Consultation informed the projects and priorities set out in the Wolverhampton Summary Business Plan - distributed to 700 businesses.

2014 September - October

- BID Business Plan circulated to all eligible business ratepayers.



Hundreds of city centre businesses have been involved in developing this plan and have told us what needs to be done to put Wolverhampton back on the map.

1 A Clean, Safe and Welcoming City – Day and Night

Over 5 Years: £1,339,000

WOLVERHAMPTON BUSINESSES SAID...

We need to change the perceptions of the city and make sure it is recognised as friendly, welcoming, clean and safe.



VOTE YES AND THE BID CAN DELIVER

City Ambassadors

A team of City Ambassadors will play a central role in making the city centre a more welcoming place for everyone. The Ambassadors will be dedicated to the city centre BID area and will provide a welcoming sense of security and a visible presence throughout the day and evening.

For six days a week the City Ambassadors will undertake a wide range of duties for example advising shoppers and visitors about the range of services and facilities, assisting businesses with coordinating promotions through to dealing with anti-social behaviour. They will be the eyes and ears for the BID team, making sure city centre operations run smoothly.

First Impressions Count

People's perceptions of a place are very much influenced by their first impressions. The BID will provide a cleaning service that will be dedicated to making sure that the city is presented at its best. The BID will deliver additional street cleaning within the BID area on top of the current services to improve people's perceptions by removing litter and detritus throughout the day and be on hand to respond to the specific needs of the city businesses.

The BID will provide regular deep cleaning hot washes of the streets to remove stubborn stains, the remnants from the evening economy and following city events.

A Safe City – Day and Night

The BID wants the city to be known for being a safe place to visit, work, shop and enjoy, by providing CCTV operators to monitor the city 24 hours and day 7 days a week making the city a safer place. Working alongside the established Business Crime Partnership and Radio Link users the CCTV operators and City Ambassadors will be able to work jointly to ensure everyone does their upmost to make the city centre a safer place.

Late Night Safe Haven

The BID will provide a safe place for late night revellers to wait for a taxi, people will also be able to get water or a hot drink, seek assistance or reassurance for a safe night out. The scheme currently runs during Christmas and New Year, the BID will be able to extend this to make sure the safe haven facility is provided more regularly for example on key dates, for special events and holidays.

Once these schemes are well established we hope this will lead to a successful award of a Purple Flag – a true indication and nationally recognised scheme for safe and enjoyable nights out.

Ready for Business

Making sure the city is 'dressed for business' the BID will use imaginative and inviting ways to dress the vacant units and work with property owners to bring empty properties back into use. This will make the city feel safer, more welcoming and visually pleasing. Making the individual units and city more appealing to potential occupiers and investors.



2

City Centre Marketing, Promotions and Events

Over 5 Years: £1,125,000

WOLVERHAMPTON BUSINESSES SAID...

We need to raise the profile of what Wolverhampton has to offer. Market our fantastic music, art and cultural venues, eateries and independent shops and promote the city effectively. The city needs events dedicated to showcasing Wolverhampton and drawing additional footfall into the city centre.



VOTE **YES** AND THE BID CAN DELIVER

Raising the City's Profile

The BID will undertake professional, planned and targeted marketing campaigns that highlight the full extent of what Wolverhampton has to offer. Developing year on year throughout the five year lifetime of the BID the marketing will build momentum and will establish an awareness of Wolverhampton's offer.

Driving Footfall

The BID will deliver an annual programme of events dedicated to attracting footfall and realising Wolverhampton as a destination for family, cultural and seasonal events. The boost to footfall across multiple sites in the city will benefit the range of multiple and independent retailers, restaurants, bars and nightclubs and cultural venues.

Changing Perceptions

Wolverhampton suffers from poor perceptions. The BID will work to change these perceptions by demonstrating through professional and well-executed radio and TV advertisements establishing a new Wolverhampton image through media and marketing groups.

Wolverhampton Vouchers

The BID will produce a Wolverhampton Voucher which aims to retain spend within the city centre. By working with large employers and establishments like the University and colleges the vouchers would be redeemable at a wide range of city centre businesses including retailers, restaurants, cultural venues and bars.

An Online City

The BID would provide a dedicated Wolverhampton website that will provide shoppers and visitors with city information, joined up offers and promotions and events for people to easily access. With social media via Via Twitter, Facebook and LinkedIn the BID team will be able to provide regular updates to offer promotions across the day and night time economies and let visitors know about up and coming events.



"A BID and the £3 million of investment it secures will help improve the value of property and assets in the city centre which will help existing property owners and attract new businesses and development. This Business Plan sets out a variety of proposals to give Wolverhampton a bright future and as chair of the BID Task Group the BID is fundamental to secure the long term success of the city."

NICHOLAS PITT
Centre Director, Mander Shopping Centre
Chairman, BID Task Group

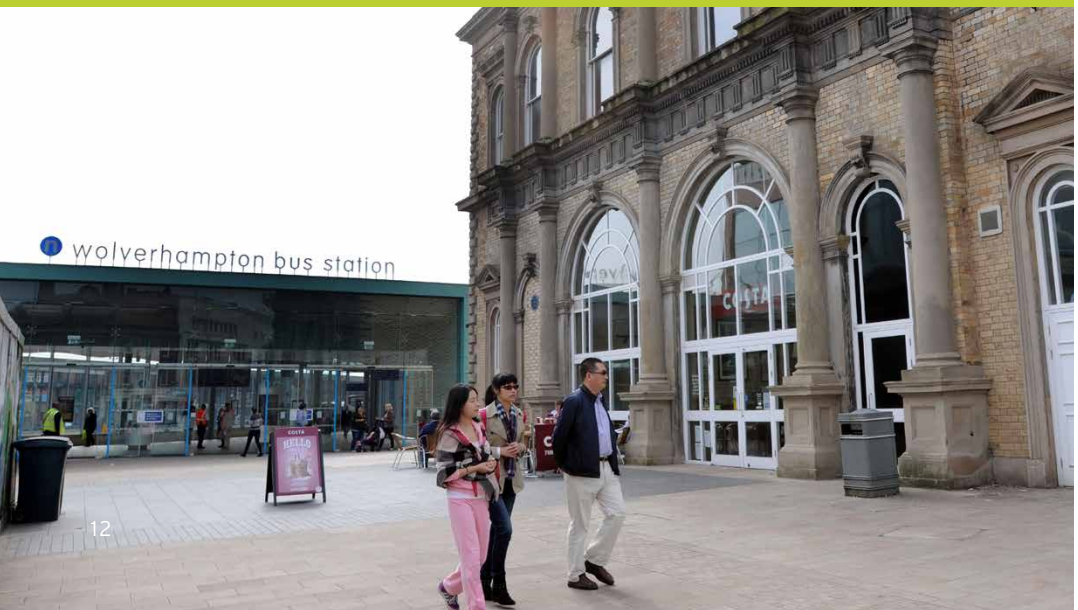
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Accessibility and Parking

Over 5 Years: £500,000

WOLVERHAMPTON BUSINESSES SAID...

Removing the barriers that stop people choosing to shop and visit Wolverhampton is something the city centre businesses can't wait for. We need to deliver incentives that bring people back into the city, encourage them to stay for longer, relax and enjoy what we have to offer.



VOTE YES AND THE BID CAN DELIVER

Parking Incentives and Enticing Offers

The BID will provide targeted car parking incentives and deals to reduce the cost of parking for customers and to increase the length of time people stay in the city.

Making sure that there are incentives to encourage people to stay for longer and working with the car parking providers to make sure we are doing all we can to make the city accessible. By focusing promotions and parking deals making sure customers don't feel they need to rush back to their car, but can relax and enjoy all that Wolverhampton has to offer.

The BID will work to make sure that perceptions of high parking costs are replaced by the understanding that Wolverhampton is open for business. Through marketing and promoting the city effectively the BID will communicate the actual cost of parking in the city centre as well as specific parking offers and incentives.

A Proper Welcome

Your first impressions of the city count and stay with you. Working together with the car parking providers and transport operators to make sure that we welcome all visitors to the city, give them all the information they need and present to them the whole range of retail, restaurant, cultural activities and evening entertainment the city has.

The BID will work to improve people's experience of using the car parks through clearer signage and information displays.

City Ambassadors will be able to welcome people arriving into the city and give them information and directions, their presence will provide reassurance that the city is a safe and friendly place to visit.

4

Supporting City Centre Businesses

Over 5 Years: £125,000

WOLVERHAMPTON BUSINESSES SAID...

Working together gives us the opportunity to influence how the city operates and having a strong voice to represent and champion the city centre is a key to its success. Supporting businesses by reducing their overheads will give the city a much needed boost.



VOTE **YES** AND THE BID CAN DELIVER

Working to Reduce Businesses Costs

The BID can work on behalf of the businesses within the BID area to negotiate with companies that provide utilities, insurance, training, advertising, recycling and trade waste amongst others. Through the collective power of there being over 700 businesses within the BID area we will be able to seek reductions in costs through collective purchasing.

A Strong and Influential Voice

The city is changing and businesses don't feel they are in control of how decisions are made. The BID will provide a representative elected organisation that will have considerable influence on tackling key issues that affect how the city centre operates. Representing over 700 businesses the BID will have a significant and collective voice and will ensure levy payers are involved in the key decisions being made in the city centre.

A Responsive City

The BID Company will understand and monitor how the city centres operates on a daily basis and the team of City Ambassadors will be responsive to on-going issues and will be able to keep businesses informed of resolutions and issues that affect them.

Working Together

The BID Company will work with partners to promote the city, encourage investment, manage activities, maximise use of resources through a joined up approach to projects and where possible lever in additional funding.

BID Ballot – How to Vote

The BID Ballot will be conducted through a confidential and independent postal vote.

Each business ratepayer, with a property (hereditament) that has a rateable value of £10,000 or more will have a vote, provided they are listed on the National Non Domestic Rates List (Business Rates list) provided by Wolverhampton City Council for the defined BID area on 1st September 2014.

Each person entitled to vote will have one vote per hereditament (property) within the Wolverhampton BID area where business rates are payable.

Ballot papers will be sent out to all eligible voters by 15th October 2014.

You will have until 5pm on Wednesday 13th November to vote.

The result of the ballot will be announced on the 14th November 2014.

"A BID would mean a better city for everyone, business owners, shoppers and office employees with the commercial sector being a significant employer within the city. Raising the profile of the city, changing perceptions and driving up footfall through a BID is something we will all benefit from."

CHRIS BYWATER
Managing Director, First City



Voting YES for Wolverhampton BID

Businesses decide through the vote if they want a BID to deliver the projects and services as set out in this BID Business Plan, you decide...

Voting 'YES' for a BID in Wolverhampton means:

- £3million investment spent on enhancing the city centre for the benefit of your business.
- A strong voice that is representative of over 700 businesses and at the forefront of key decisions being made in the city.
- A dedicated BID team and budget to ensure that the city centre operates efficiently and effectively.
- Saving your business money.
- Raising the profile of the city centre and changing perceptions.
- Encouraging footfall and increasing the frequency and length of time people visit.
- Securing a safe, clean and welcoming city centre.
- Tackling long standing issues in the city centre, with a dedicated team and resource and a well networked BID company.

Voting 'NO' for a BID in Wolverhampton means:

- There will not be an additional £3million invested in the city.
- Wolverhampton will lose its ability to compete as neighbouring towns, cities and retail parks raise their game.
- There would be little or no city centre promotions and marketing.
- There will be no parking incentives to encourage visitors.
- The city will be less safe and less welcoming, day and night.
- Anti-social behaviour and business crime will not be tackled effectively.
- Without a BID there would be little chance to lever in additional match funding.
- There will be no opportunity for joint procurement.
- City centre businesses will not be involved in decision-making.
- Business confidence and new investment will be lost in the city.
- Timing is crucial, can we wait any longer!!!

This is your opportunity to take control and VOTE **YES** for a positive and focused body to deliver for you.

The BID Levy Explained

The projects set out in this Business Plan will be financed by a levy. The levy will apply to all businesses with premises with a rateable value of £10,000 and more. Businesses with a rateable value of less than £10,000 will not be liable for the levy.

The projected income that the levy will raise will be £600,000 which equates to £3 million over the 5 year term of the BID. This means that over the next 5 years businesses will see £3 million spent on the priorities they identified to ensure Wolverhampton city centre enhances its trading environment through the projects and services set out in this business plan.

The chart below shows the levy that businesses will pay depending on their rateable value:

RATEABLE VALUE	ANNUAL LEVY	DAILY COST
£10,000 – £24,999	£150	41p
£25,000 - £49,999	£350	96p
£50,000 - £74,999	£750	£2.05
£75,000 - £99,999	£1,500	£4.11
£100,000 - £199,999	£3,000	£8.22
£200,000 - £299,999	£4,000	£10.96
£300,000 - £749,999	£5,000	£13.69
£750,000 - £1,000,000	£10,000	£27.40
Over £1,000,000	£15,000	£41.09

The levy is an investment. In return for your investment you benefit from projects and services you would not get without a BID. The BID company will be able to tell you what you are receiving for your investment; it will be accountable for every pound it receives or generates. Every pound will have to be spent within the defined BID area.

Voluntary Membership and Additional Finance

The BID will also run a voluntary membership scheme for smaller businesses that would not be liable to pay the levy with a rateable value of less that £10,000. This will enable the smaller businesses to benefit from BID projects and services. The BID can seek additional funding to deliver even better value for money for its activities. The BID company will also be able to run commercial activities and undertake other income generation activities.

The BID Company – Governance and Management

In order to manage and operate, a new not for profit company limited by guarantee will be set up to deliver the BID.

The Wolverhampton BID Company will be governed by a Board of Directors who will be directly accountable to BID levy payers and will be responsible for delivering the projects and services that are set out in this BID Business Plan and maintaining the BID's objectives.

The board will be representative of the make-up of the business within the BID area and will represent all sectors.

To make sure the BID is established effectively the members of the BID Task Group will serve as the BID board in the first year. In subsequent years an annual election will be held where any levy paying business will be eligible to stand for a position of Board Director.

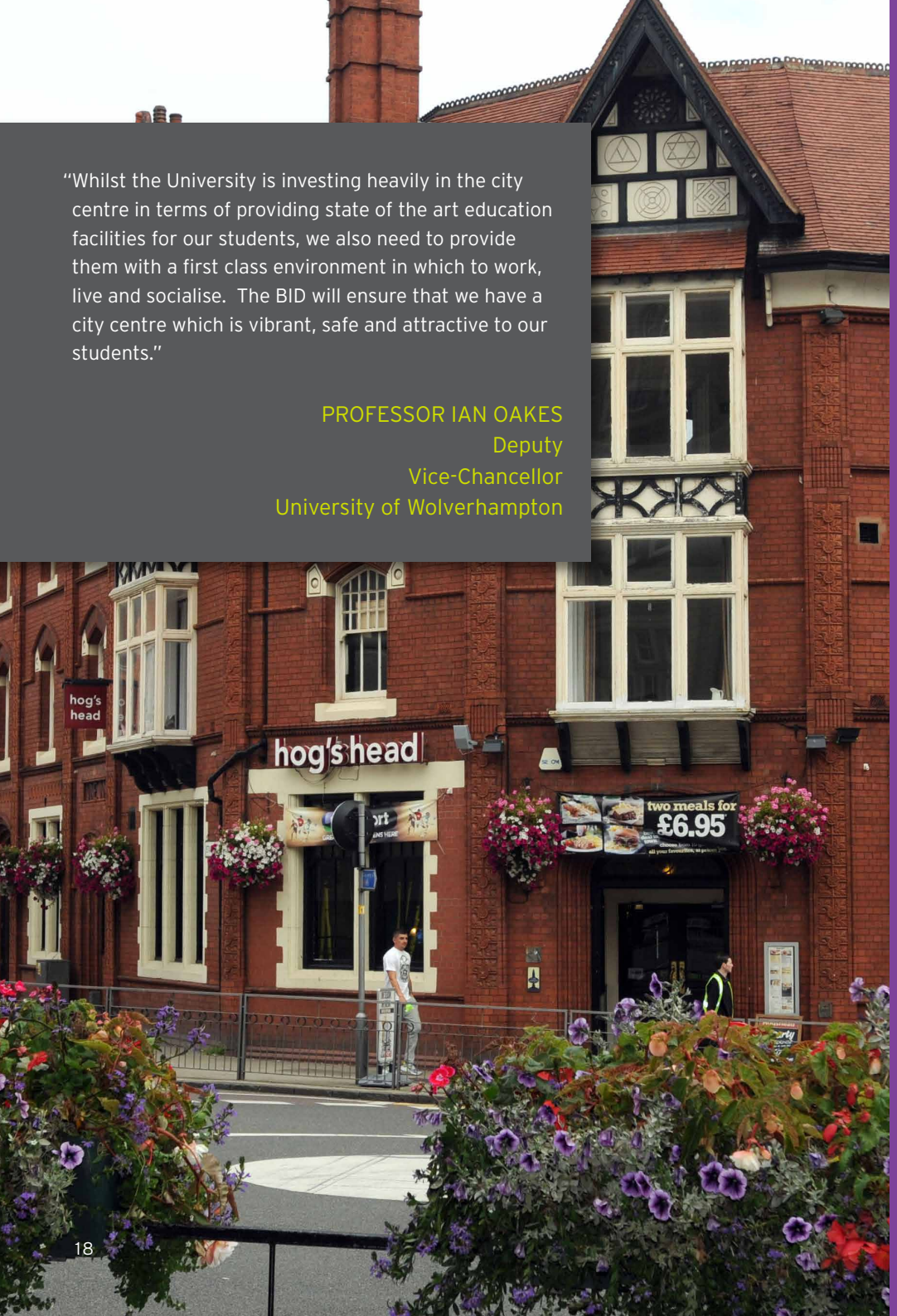
All levy payers will have a stake in the BID Company and will control how the BID funds are spent and hold the BID accountable for the 5 years of its duration. The BID Company will be a not for profit company and therefore any surplus profits must be spent on delivering services and projects agreed by the businesses' in the BID area and by the Board of Directors.

The BID will be managed by a full time BID Manager to ensure that all projects are delivered efficiently and effectively and in accordance with the objectives set out in this plan.

Following a successful YES vote the BID Company will be set up and will start operating in spring 2015, running for a term of 5 years. In order to continue beyond the first 5 years a new ballot will have to be undertaken.

Wolverhampton BIDs Indicative Budget and Expenditure

	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	5-YEAR TOTALS
INCOME						
BID Levy	£601,050	£601,050	£601,050	£601,050	£601,050	£3,005,250
Additional / Voluntary Income	£120,210	£120,210	£120,210	£120,210	£120,210	£601,050
Total Income	£721,260	£721,260	£721,260	£721,260	£721,260	£3,606,300
EXPENDITURE						
Projects and Services:						
Clean, Safe and Welcoming City	£267,800	£267,800	£267,800	£267,800	£267,800	£1,339,000
Marketing, Promotions and Events	£225,000	£225,000	£225,000	£225,000	£225,000	£1,125,000
Accessibility and Parking	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Supporting City Centre Business	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Staff	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Training	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Office and IT Support	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Insurance	£1,860	£1,860	£1,860	£1,860	£1,860	£9,300
Levy Collection Costs	£11,200	£11,200	£11,200	£11,200	£11,200	£56,000
Legal	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£400	£400	£400	£400	£400	£2,000
Contingency	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
Total Expenditure	£721,260	£721,260	£721,260	£721,260	£721,260	£3,606,300
Surplus / Deficit	0	0	0	0	0	



"Whilst the University is investing heavily in the city centre in terms of providing state of the art education facilities for our students, we also need to provide them with a first class environment in which to work, live and socialise. The BID will ensure that we have a city centre which is vibrant, safe and attractive to our students."

PROFESSOR IAN OAKES
Deputy
Vice-Chancellor
University of Wolverhampton

The BID Ballot and Your Vote

The BID Ballot will be conducted by Electoral Reform Services through an independent and confidential postal vote from the 15th October to the 12th November. All eligible voters will receive a ballot paper in the post by 15th October 2014.

You will have until 5pm on the 12th November to vote.

The result will be announced on 13th November 2014.

Each eligible business ratepayer as listed on the National Non-Domestic Rating list (on 1st September 2014) for the defined BID area with a property of £10,000 rateable value or over will be eligible to vote.

Each person that is eligible to vote will have one vote per hereditament / property where business rates are payable.

A proxy vote is available details of which will be sent out with the ballot papers.

In order to establish a BID the vote must meet 2 conditions:

1. The majority of businesses that vote must vote YES for the BID.
2. Of the businesses that vote YES, they must also represent a higher total rateable value than those that vote no.

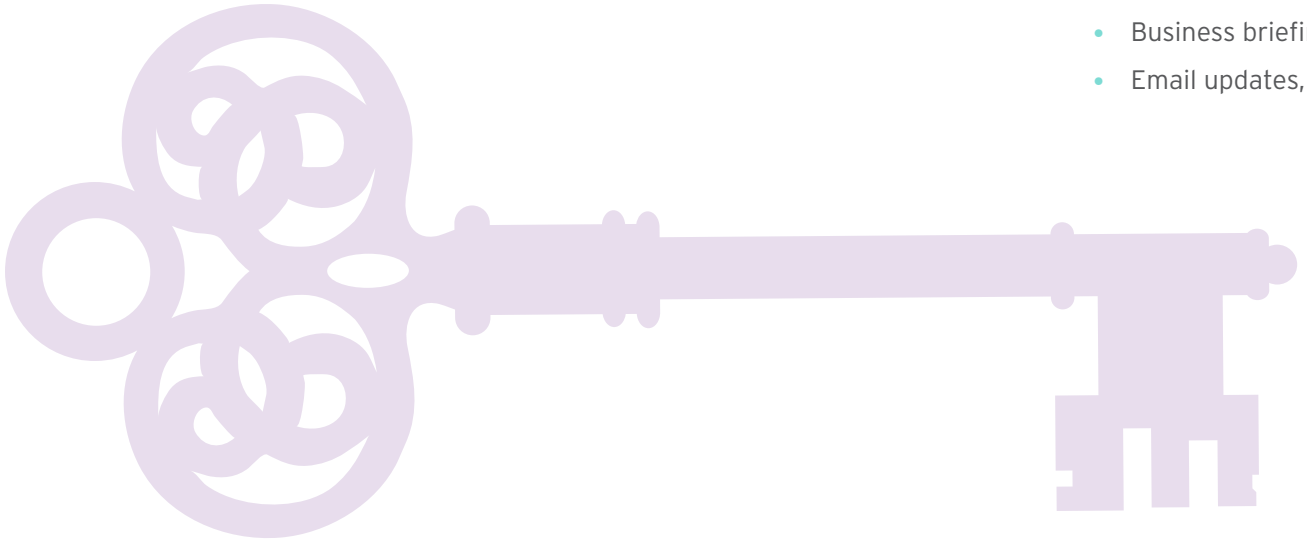
Without both of these conditions met the BID will not come into force.

Benefits of BIDs

There are over 180 BIDs already in operation across the UK, many of which are in their second term and have demonstrated a whole range of benefits to the businesses in the BID areas.

If you vote YES for a Wolverhampton BID you would expect to see:

- Increased footfall throughout the city centre and throughout the year
- Targeted parking incentives and deals to encourage people to shop and stay in the city
- Initiatives to save your business money
- A safer city with a team of dedicated City Ambassadors and 24-hour CCTV monitoring
- A clean and welcoming city
- Professional planned marketing and promotions
- A well-managed city centre, day and night



Measuring Performance

Wolverhampton BID will need to demonstrate to all levy payers that it is delivering against its objectives to the benefit of the city and your business. To demonstrate this we will use the following key performance indicators to measure our performance:

- Footfall figures
- Occupancy rates
- Car parking figures and offer redemptions
- New business activity
- Annual business and customers surveys
- Frequency of media coverage
- Online interaction, via website hits, and social media interaction
- Value for money calculations for service take up rates and savings calculated

The BID Company will undertake this monitoring at regular intervals and will report back to businesses via the following channels:

- Annual meetings
- Business briefings
- Email updates, newsletters and one to one meetings

BID Rules

BIDs are governed by the Business Improvement District Regulations 2004, this legislation sets out the rules under which BID's can operate.

Establishing a BID

Each eligible business ratepayer will have one vote per hereditament provided they are listed on the National Non-Domestic Rates list as provided by Wolverhampton City Council on 1st September 2014.

In order to establish a BID the vote will need to be for a majority Yes vote in terms of numbers and also those that vote YES will have to also represent the majority rateable value. Once a majority vote has been achieved the BID becomes mandatory for all eligible business ratepayers.

None of the costs incurred in developing the BID prior to the ballot will be recovered through the BID levy.

The BID Levy Explained

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. Each hereditament on the National Non Domestic Rates list supplied by Wolverhampton City Council on September 1st 2014.

The BID levy will be fixed as set out in the table on page 17 for the full term of the BID (five years) and will not be subject to inflation or alterations.

New Businesses will be charged the levy from the point of occupation based on the rateable value at the time they enter the rating list.

The levy will be set based on the Rateable Value as at the 1st April each year of the BID term.

If a business ratepayer occupies the premises for less than 1 year, the levy will be calculated and paid on the basis of the daily charge.

Vacant properties, properties undergoing refurbishment or being demolished will be liable for the BID levy, payable by the property owner or registered business ratepayer.

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

The BID levy will not be affected by Small Business Rate Relief schemes, service charges paid to landlords, exemption relief, discount periods or schemes in the National Non-Domestic Rate Regulations 1989 made under the Local Government Finance Act 1988.

VAT will not be charged on the BID levy.

"It is vital that businesses work together to make sure Wolverhampton city centre competes against neighbouring towns and retail parks. Much is needed to be done to enhance the city and a BID could be a key driver to enhance our streets, reduce crime, promote our city and build on what our city has to offer...you need to be involved."

DEBBIE EGGERTON
Manager, House of Fraser

BID Operations and Management

Wolverhampton City Council is the only authorised body able to collect the BID levy on behalf of the BID Company and will do so in accordance with an Operating Agreement.

Collection and enforcement regulations will be in line with those applied to the collection of non-domestic business rates, with the BID Board of Directors responsible for any debt write off.

The BID funding will be kept in a separate BID account and transferred to the BID Company.

BID projects, costs and timescales may be altered by the Board of Directors provided they remain in line with the overall BID objectives as set out in this Business Plan.

The BID Board of Directors will meet at least six times a year. Each levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.

The BID Company will produce a set of annual accounts made available to all company members and will produce an annual report on its achievements / progress for all BID Levy payers.

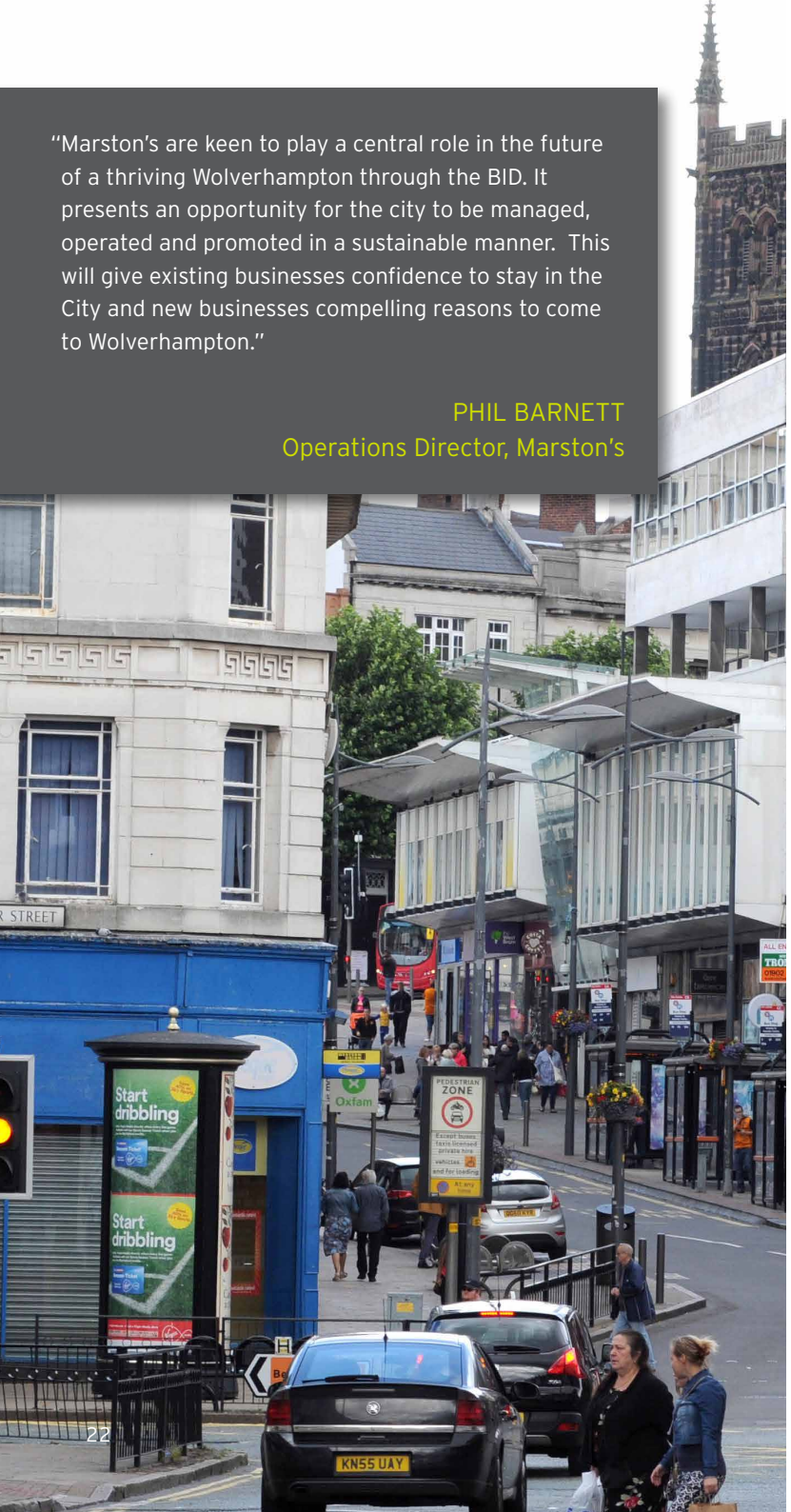
BID staff will be appointed thorough the BID Company and will work with the appropriate agencies to deliver the programme of projects set out in this Business Plan.

The BID will last for 5 years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.



"Marston's are keen to play a central role in the future of a thriving Wolverhampton through the BID. It presents an opportunity for the city to be managed, operated and promoted in a sustainable manner. This will give existing businesses confidence to stay in the City and new businesses compelling reasons to come to Wolverhampton."

PHIL BARNETT
Operations Director, Marston's



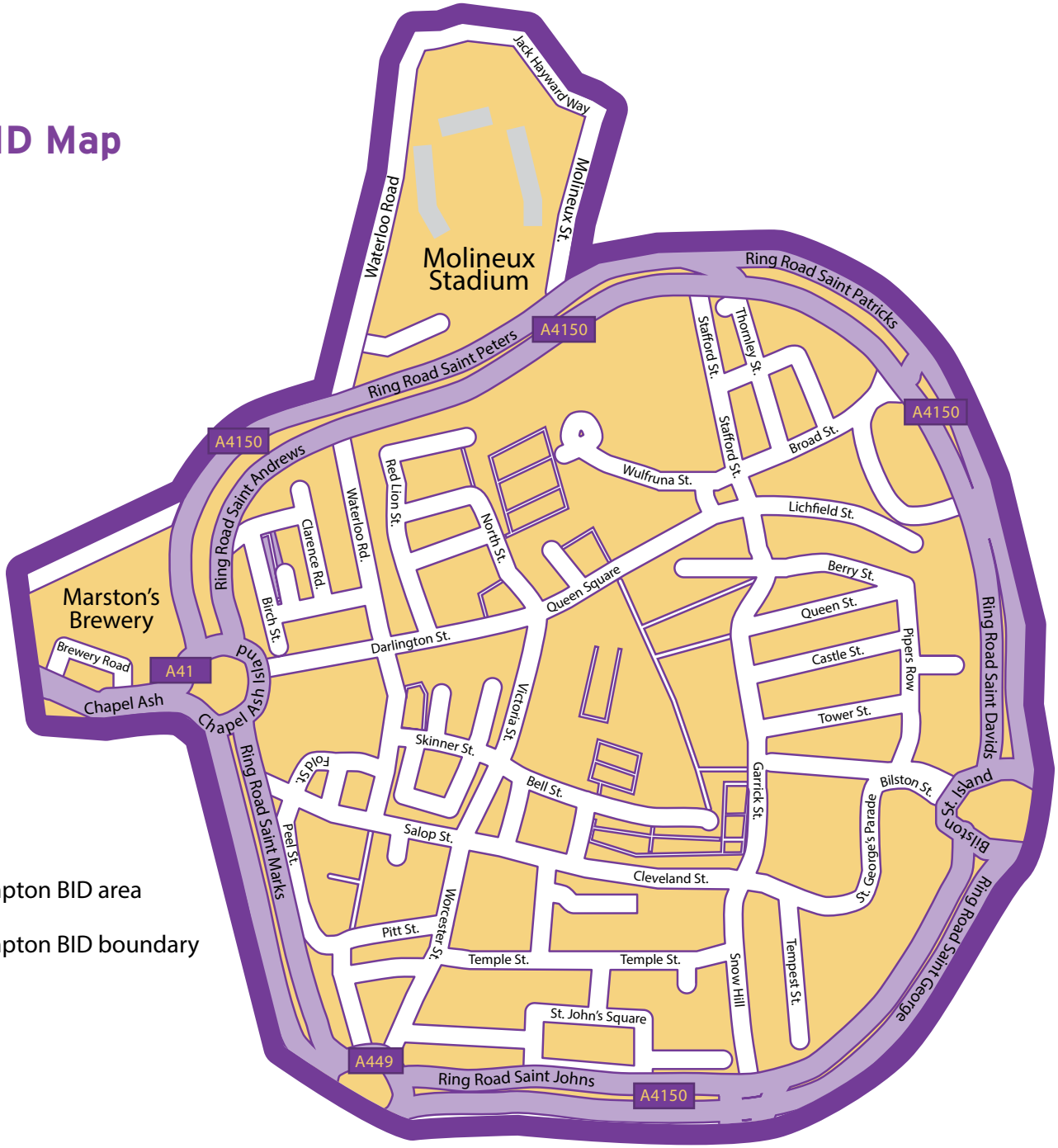
The BID Area

The map to the right indicates the area of Wolverhampton City Centre included within the BID area.

The list of streets that are within the BID area are:

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
Darlington Street
Deanery Place
Dudley Street
Exchange Street
Farmers Fold
Fold Street
Fryer Street
Garrick Street
George Street
Hampton Walk
Jack Hayward Way (Southern)
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 (Part)
Railway Street
Red Lion Street
Salop Street
School Street
Skinner Street
Short Street
Snow Hill
St Georges Parade
St Johns Arcade
St Johns Square
St Johns Street
St Peters Close
St Peters Square
St Mary's Arcade
St Mary's Street
St Peters Chambers
St Georges
Stafford Street (Part)
Summer Row
Tempest Street
Temple Street
Tower Street
Townwell Fold
Thornley Street
Victoria Fold
Victoria Passage
Victoria Square
Victoria Street
Victoria Arcade
Wadhams Fold
Waterloo Road (Part)
Westbury Street
Wheelers Fold
Whitmore Hill
Whitmore Street
Woolpack Street
Woolpack Alley
Worcester Street
Wulfrun Centre
Wulfruna Street

Wolverhampton BID Map



- Wolverhampton BID area
- Wolverhampton BID boundary

Your Questions Answered

Isn't this just another Council initiative?

Not at all, a BID is controlled and managed by local businesses that are paying the levy. The majority of successful BIDs are delivered through a Company Limited by Guarantee. The BID Company will deliver the BID projects and services and will be directly responsible to all businesses through a Board elected from those businesses that pay the BID levy.

Isn't this what I pay Business Rates for?

No, Business Rates are collected by Wolverhampton City Council and are then re-distributed nationally. Wolverhampton City Council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little control over what services these funds cover but do include street lighting, street cleansing, highway maintenance and policing.

BIDs are completely different. The money is collected locally; it can only be spent within the defined BID area and is managed and controlled by you. The money collected by the BID can only be spent on projects that businesses have identified as their priorities that are contained within this Business Plan. The levy does not pay for anything that is covered by Business Rates. The services and projects a BID provides are always additional.

Are BIDS just a way of Council's saving money?

BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID Business Plan being produced the current services being delivered by all public agencies including the Local Authority and Police are baselined/benchmarked. The Local Authority has to continue to deliver that level of service for the period of the BID.

Can I be sure the BID Company deliver the projects and services set out in this Business Plan?

The BID will be focused on delivering the four priority objectives set out in this Business Plan. The BID will regularly update on its achievements to the BID Board on a variety of performance indicators as shown on page 19. The Business Plan is binding and any significant changes would have to result in an alteration ballot through a vote of the levy payers.

Isn't this a bad time to be asking businesses for money?

With the continuing pressures of competition there is no better time to make sure we can plan ahead and make the right changes to how we operate as a city. Through a BID we can ensure every effort is being applied to showcase what Wolverhampton City centre has to offer to secure its success as a destination in the future.

How much will it cost me?

On average for businesses eligible to pay the levy 75% of them will pay less than £1 per day and 50% of these will pay less than 41p per day. See the table on page 16 which sets out the levy bands payable against the rateable values.

Do BID's work?

There are over 180 BIDs currently running successful projects and services across the UK in places like Birmingham, Coventry, Rugby, Nottingham, Bath, Leamington Spa and Stratford Upon Avon. Nine out of ten places that have had BIDs for the first term of 5 years voted yes for them to continue for a further five years.



"I am proud to have been born and raised in the Wolverhampton area and feel that the city is often cast in an unfairly negative light. It is certainly true however that Wolverhampton would benefit from some investment to enhance its offering, and I believe that a successful BID scheme could put us on the right track to once again being a destination of choice for shoppers and aspiring business people."

CHRIS BOURNE
Company Director, No+Vello

BID Task Group and Contacts

To discuss any aspect of this proposal, please contact:



Cherry Shine
Wolverhampton BID Director
cherry@wolverhamptonbid.co.uk
01902 558564
07800 713455



The BID Task Group

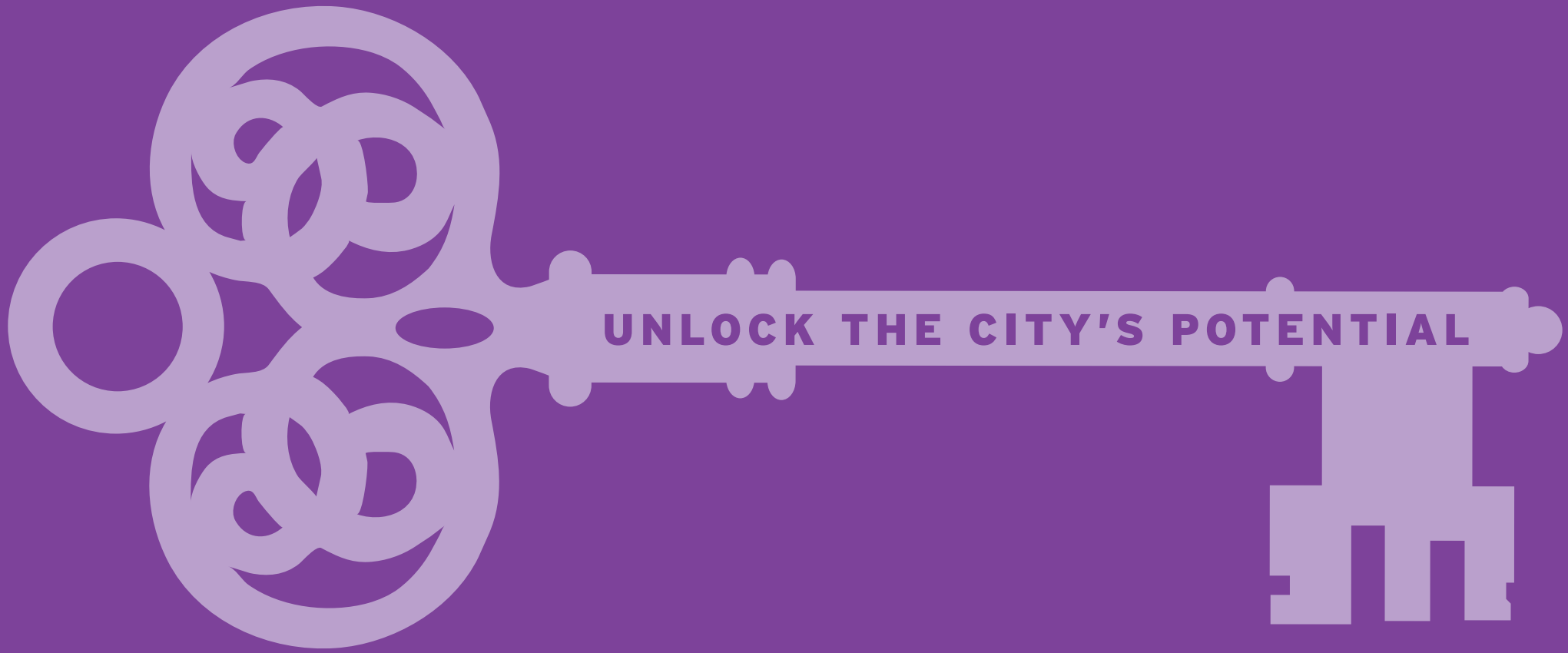
The BID Task Group is formed by businesses in the proposed BID area that want to make positive changes to Wolverhampton city centre. The Task Group have overall responsibility for the BID and have met monthly to actively oversee its development.

Nicholas Pitt	Mander Shopping Centre
Debbie Eggerton	House of Fraser
Jo Salmon	Wulfrun Centre
Peter Cutchie	Grand Theatre
James Sage	FBC Manby Bowdler
Chris Bywater	First City
John Henn	T. A. Henn
Chris Bourne	No+Vello
Kelly Jeffs	Lighthouse
Lal Chand	Wilkinson
Simone Chatwin	Boots
Bilvir Chander-Kumar	Equinox
Lesley Price	Marks and Spencers
Jason Davies	Primark
Donna Boden	Royal London
Richard Hunt	Yates & Popworld
Jim Cunningham	Wolverhampton City Council
Mo Aswat	The Mosaic Partnership
Cherry Shine	BID Director

The BID Task Group will form the Interim Board for the BID to allow for elections to take place and to administer the day to day running of the BID. If a YES vote is secured then a Board of Directors will be elected to administer and deliver the BID projects.

VOTE **YES** TO SEE THE
BID DELIVER **£3 MILLION**
OF INVESTMENT IN
WOLVERHAMPTON CITY CENTRE.





WOLVERHAMPTONBID.CO.UK