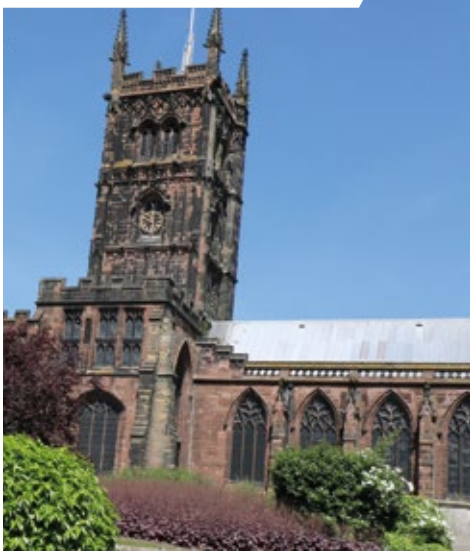
MARCH 2022







enjoy wolverhampton
Business Improvement District



NEWS AND UPDATES FROM WOLVERHAMPTON BID AND ITS MEMBERS

WOLVERHAMPTON City TALK

IN THIS ISSUE

- Christmas Review
- Interview with our BAS9 Ambassador
- Train Station Art Commission
- Public Realm Works Update
- Keeping our streets Safe at night
- Business updates & more...

Review

Christmas returns to WOLVERHAMPTON

Festive fun made a welcome come back to the city centre in December following the restrictions and lockdowns of 2020.

Footfall hit over 1 million (1,089,841), more than double 2020 figures (453,253).

The figures show the public's growing confidence, but the effects of the pandemic were still evident, with numbers still yet to hit pre-covid times (1,481,851 in 2019).

"Ice" rink brings thousands to Queen Sq.



More than 7,100 people enjoyed ice skating on the faux outdoor ice rink across the festive period. The 12m x 8m rink was located in Queen Square and open seven days a week. Tickets were free.

The fun and covid-restriction-friendly activity combined with magical setting, festoon lighting and Christmas tree, encouraged families with young children to stay longer in the city.

The rink was originally funded for four weeks (1-23 December), thanks to the government's Welcome Back Fund.

12 x 30 minute slots were available each day for up to 22 people at a time. Ice skating proved popular with more than 6,000 people attending during this period.

With financial support from City of Wolverhampton Council's Holidays, Activities and Food (HAF) Fund, we were able to extend the ice rink past 23 December.

More than 2,000 enjoy return of Santa's Grotto

Santa's Grotto took residence again in the Mander Centre for its 5th year. The Community Hub was transformed into a magical grotto with beautiful artwork which also advertised the prize package for the Elfie-Selfie Christmas Trail and those businesses involved.



2,049 people visited the Grotto. It was closed in 2020 due to covid restrictions and lockdown. Visitor numbers peaked at 2,830 in 2019.

Visitors to Santa's Grotto and those who had completed the Elfie Selfie Christmas Trail were also eligible for a free personalised letter from Santa.

Parents could fill out a form online and letters were sent in the post in the run up to Christmas Eve.

360 letters were posted, bringing joy to many children and reinforcing the positive experience they had in Wolverhampton City Centre.

"Thank you so much for the Santa letter for my daughter. It was lovely and personal. I cried a few soppy mom tears. Even Alice said it made her emotional, bless her. Thank you for that lovely memory x" - *Tess Porter, Facebook*

Elfie-Selfie Christmas Trail attracts families from across the city and beyond

The Elfie-Selfie Christmas Trail provided more family fun in the run up to Christmas, with the BID adding this fun trail to its Festive events programme for the first time.

10 colourful cartoon elves were positioned across the city centre from the train station, through the Wulfrun and Mander Centres to Citizens Advice Bureau at Snow Hill.

Families were encouraged to find the elves, "snap a selfie" and upload the photo to the dedicated Elfie-Selfie website. Everyone who captured selfies with all 10 elves were entered into a draw to win a Christmas giveaway worth £2,500.

The sought-after prize gave us an opportunity to remind the public of our fantastic city centre businesses and what a great shopping experience our city centre had to offer over Christmas.

1,600 people visited the Elfie-Selfie website, 465 accounts were registered and 129 played the trail. 76 found all 10 elves. The trail was most popular with families from the WV10 postcode, followed by WV3 and WV6. Families from as far as Oxford and Ashby-De-La-Zouch also came to complete the Elfie-Selfie Trail.

The giveaway featured goods from BID members including a PS5, stunning jewellery from TA Henn's, a Pandora bracelet, a range of prizes from Frasers, Christmas dinner from Michael Kirks the Butchers, perfume and a £100 City Centre Gift Card providing a great way to showcase both large and small businesses, independents and brands.

Members of the public were clearly excited by completing the trail and the prospect of winning the prize.

"I really had so much fun. It was the greatest thing I have ever done in my life. It made my day."

Shantelle Davies, Facebook

Bookings made easy with the Grand Theatre

The Grand Theatre provided the booking system for Santa's Grotto and the ice rink during the festive period. When we planned the events, we weren't able to predict the level of restrictions at any given point.

The partnership with the Grand offered a ticketing system which avoided large groups queuing or gathering. It also gave us a way to communicate effectively with the public if any new covid restrictions were introduced.

We could benefit from the Grand's popularity and promote our events to a wider audience. It helped highlight how a family could enjoy a full day of Christmas fun in the centre, not just at this year's panto, but at the Grotto, ice rink and Elfie-Selfie trail.

We are in early talks with the Grand regarding ticketing for this year's events.

Holidays are coming... Coca Cola Truck arrives in Market Square.



The Coco Cola Truck arrived in Market Square on 17 December. The iconic red lorry, a sign for many that Christmas has arrived, attracted thousands.

8-10,000 people took advantage of a free sample of Coke Zero, while 2,500 people took advantage of the photo opportunity.

The date had been rescheduled from the previous week, when a technical fault forced its original visit to be cancelled, the BID team worked their socks off to make sure the truck visited our city centre making sure visitors to the city were not disappointed.

Wolverhampton becomes a city in lights

Visitors to the city centre were treated to more Christmas lights and a new 12ft Christmas tree at the Train Station.

Wolverhampton BID funded the installation of 10x extra decorative streetlights on Queen Street, this adds to the 11 streets already receiving Christmas lights funded directly by the BID. More lights were installed on the Christmas tree in Queen Square to give the city centre the extra sparkle it needed.



Introducing

Suzie Lavender – BAS9 City Ambassador

"I thought being an ambassador was just about tourism. Now I realise there's so much more to it"

Suzie Lavender joined the Wolverhampton BID team in January as both a BID and British Art Show 9 (BAS9) ambassador.

A skilled glass artist, she was the Artist in Residence at the University of Wolverhampton in 2019, runs glass fusing workshops, and sells her pieces in The Shop in the Square in the Mander Centre. Suzie explains more about her new role and British Art Show 9.

What is British Art Show 9 (BAS 9)?
BAS 9 was established in the 1970s and is a high-profile touring exhibition celebrating recent contemporary British art. It goes to 4 cities across the UK, with each city making it their own. This is the first time it's been awarded to Wolverhampton. It's the first city in England to host the tour and the second in the UK after Aberdeen. It will continue to Manchester, and then on to Plymouth.

The exhibitions are in the Art Gallery and at the university's School of Art in the George Wallis Building.

There's also Offsite 9, offsite projects across the city centre and surrounding areas, funded by Creative Black Country. If you see QR codes on abandoned buildings, you can download an app and listen to poetry and music by Asylum Gallery. I recommend the one at the Epic Café. In the Mander Centre, Dawinder Bansall has recreated her living room from the 1980's and it's well worth visiting.

Another local artist, Daniella Turbin is mapping various Ordinance Survey grid references in the city centre through photography. Her project is to lead a photography walk for the public, you take a photo of that grid references and then the photos will form a bigger piece.

What is your role as a BID and BAS9 ambassador?
I'm trained as both an art ambassador and as an Enjoy Wolverhampton ambassador. My role is to help businesses make the most of the opportunity and to ensure all the visitors to the city centre receive a warm welcome.



We should be seeing a lot of school and college trips visiting the city over the next few months. There are trips coming down from Newcastle. We also expect visitors from London.

There are a lot of people around the centre who see the signs but don't know what's going on. My job is to fill them in, answer questions and direct them to where they want to go. The art world, especially the language involved, can sometimes be very high-brown and inaccessible. I don't like that side of it. My goal is to be a translator and make art enjoyable and more accessible for everyone.

I'm also going around and meeting the security guards and the PCSOs around the town. That side is really interesting because I'm an artist and suddenly I'm in this world with security and walkie talkies!

Is the role different to how you imagined?
Yes. I've been working in The Shop In the Square for the past 6 years. There's a rota system between the artists and I was in there once or twice a month.

I'd see the Enjoy Wolverhampton/ BID ambassadors walking around and popping into the shop and I thought it was

just a tourism role. I thought they were doing a great job because I love this city and I want people to shout about Wolverhampton as much as they can. I didn't even know what BID – Business Improvement District – stood for!

Now I understand that it's a much bigger and deeper job. I didn't know the half of it.

The city centre has so many different jobs: street cleaners, retailers, security, people dealing with the homeless etc. The BID ambassadors are in the middle of everything. These girls know everyone in town! We're surveying business owners and learning about their issues.

One minute we're reporting someone who's rough sleeping, the next we're giving directions to people down the street. Next, we're in a business where the owner is genuinely worried that they're going to close and asking us how we can them.

A large part of the role is security and keeping the businesses, and people, safe. We were recently approached by a woman who'd had an issue with someone on the way to work. We went to the police station and picked up a panic alarm for her. I didn't know the ambassadors did things like that and I think it's wonderful.



What would you say to BID members who haven't been to BAS 9 yet?
Definitely go and have a look! It's worth going to the Art Gallery just to see the investment and improvements. That's one of the benefits BAS 9 has brought to the city.

I'd really recommend going to the exhibition at The School of Art. It's on the 7th floor so, as well as some fantastic artwork, you get a beautiful view of the city and beyond.

Finally, I'd encourage you to see and take part in the Offisite 9 events, like the photography walk. There are 22 commissioned works by artists from Wolverhampton and the West Midlands. It's great to support local talent and find out about their work.

British Art Show 9 runs until 10 April 2022.

Wolverhampton Art Gallery WV1 1DU and University of Wolverhampton School of Art WV1 1SA

Is your Enjoy Wolverhampton directory page up to date?



Has your business been through any changes? Do you have new signage or a new strapline? Has your premises had a makeover?

The Enjoy Wolverhampton Directory includes details on all BID members. We use this information to answer queries we receive from the public via Facebook Messenger. This may be anything from "how much is a haircut at Bad Apple Hair?" to "does Buono e Fresco offer a delivery service?"

Up to date information on your directory page helps us to give relevant and accurate information about your business to the public.

We can take new photos of your premises and/or advise you on how to get the most out of your profile.

If you'd like any help or changes to be made to your profile, contact Shaun Boyce: shaun@wolverhamptonbid.co.uk.

Shining a spotlight on Victoria Street during public works disruption



Whilst the works bring much needed investment into our city centre, the public realm works on Victoria Street are currently causing a lot of disruption.

If you're one of the businesses affected, our aim is to support you and ensure the public knows you are still open and trading.

We are boosting our social media presence on Victoria Street businesses. You can be featured in a Business Spotlight post on the Enjoy Wolverhampton Facebook page.

We are also ensuring that any changes to access as a result of the public works are clearly indicated.

If you want us to shine the spotlight on your business, email shaun@wolverhamptonbid.co.uk or speak to Heidi, Wendy, Sally, Jo or Suzie from your City Ambassador team.

A warm welcome

New mural commissions to bring a vibrant welcome to train station

Wolverhampton BID has commissioned two art murals to bring personality and a warm welcome to Wolverhampton Train Station.

The murals will cover the waiting room wall and the customer lounge.

The artwork will focus on the city's strong future, rich heritage, multicultural community cohesion, sense of belonging.

The aim is to leave train travellers, whether they are passing through or have missed a connection, with a positive impression of Wolverhampton and what the city has to offer.

We have called for submissions from talented artists, promoting the competition through The Art School, local artist groups and the Enjoy Wolverhampton Facebook page.

The interest has been strong, including a submission from respected Wolverhampton-based street artist Steve "Graffolarge" Edwards.

The chosen submission will win £1,000 and a further £250 to cover the costs of materials.

The deadline for submissions was 18 February.

The judging panel comprises Wolverhampton Train Station Manager Mel Bryett, Cherry Shine, Wolverhampton BID Director, Richard Scharenguivel, Mander Centre Manager and Fay Easton, Head of Stakeholder & Community for West Midlands Railway.

The mural is expected to be installed mid-March and a special unveiling will celebrate the occasion.
The mural commissioning follows our adoption of Wolverhampton Train Station in 2021.

West Midlands Railways' "Adopt a Station" programme enables groups or individuals to adopt their own local railway station. "Adopt a Station" has had a very positive effect in other locations. The Jewellery Quarter BID adopted the Jewellery Quarter Station.

It matches our objectives of providing a positive station environment and a warm welcome to the city through activities like additional planting and art murals.

It also means we can build our relationship with the station, work in partnership with their team more effectively and engage with volunteers and the community through projects.

The station adoption and mural commission are the latest moves to build on the momentum of the new station refurbishment.

Last year we submitted an application for funding from train operator CrossCountry's Customer & Community Improvement Fund. If successful, we plan to establish an Enterprise Hub in one of the vacant retail units.

The Enterprise Hub will be a multipurpose space for hot desking, and community and business events such as station familiarisation tours, job fairs and training workshops.

The application was positively received and has now been submitted to the Department for Transport.

We are now eagerly awaiting the decision, which is due by 31st March.



City Improvements

Public Realm Works Update

Scan the QR Code for the latest traffic management changes.

Eurovia contracting working on behalf of the City of Wolverhampton council have commenced works on the city centre public realm improvement works, we are pleased to report that we are making steady progress & are on course to complete as planned in February 2023.

Phase 1 which focusses on the west side of city has made tremendous progress, now working in all areas, Victoria St, Salop St and School St.

Lower Victoria St has now seen the site clearance of the old paving and street furniture, the excavation of the existing carriageway and the installation of the new footpath and road kerb formation. Salop St is continuing to undergo drainage works in preparation for the new carriageway, whilst site clearance will commence this month.

Current/ ongoing traffic restrictions and closures

- Road closure on Salop St between the junctions to School St and Victoria St until 31.07.22
- Victoria St permanently closed to all general traffic, except deliveries.
- Access to Bell St continues to be via Skinner St until 14.03.22

Phase 3, around the Civic Hall area, expected to be completed in September 22, has ongoing works to install the new carriageway between Paternoster Row and North St, whilst working on the new drainage connections and service diversions. Site clearance of the existing paving and street furniture has been completed outside the Civic Centre in preparation for the new street scene.

Current/ ongoing traffic restrictions and closures

- Road closure on North St until 29.09.22.
- Red Lion St to remain a two-way road with temporary traffic lights at the junction to Darlington St, until 29.09.22 to accommodate road closure.
- Delivery vehicles to access North St via Lichfield St and Cheapside

Please scan the QR Code above for the latest traffic management changes taking place.

DRONE FOOTAGE OF WORKS AREAS:

PHASE 1 VICTORIA STREET AREA

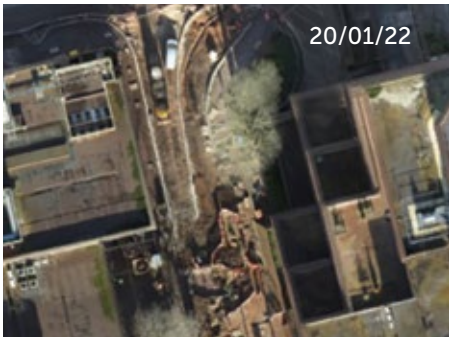






PHASE 3 CIVIC HALLS









Safer in the City

Keeping our streets safe, day and night.

There's a lot happening to keep your businesses and the public safe on the city centre streets.

Here're just a few of the ways the BID is contributing:

LATE NIGHT SAFE HAVEN

CCTV Surveillance

Radio Link

DISC crime reporting app

Ask For Angela Safety Campaign



Night-time Guardians



Ambassador Patrols



Join Radio Link and help combat crime

We're calling on all retailer BID members to become members of Radio Link. The Radio Link scheme provides retailers with a network so any suspicious behaviour can be reported immediately.

It benefits both the daytime and evening economies. More than 100 businesses are currently members of the scheme. The greater the number of members, the more powerful and connected the network becomes.

More members mean more up to date and better-quality information can be shared about crimes like shoplifting and anti-social behaviour.

As well as prevention, Radio Link can act as a barrier to opportunistic thieves, deterring crimes from being committed in the premises. Radio Link provides valuable intelligence alongside other BID activities.

Our Ambassadors are highly visible in their bright blue coats and act as a further deterrent to crime. They know the city centre, hotspots and cut throughs. They hear and see a lot on the streets. We also conduct plain clothes/undercover walkabouts. It allows us to spot criminal activities, such as discreet drug deals or street drinking, which are quickly hidden if they see the Police or Ambassadors. We then use our direct link to PCSOs to report them.

Any business can join Radio Link. Email BID Project Coordinator Lucy Armstrong to find out more: lucy@wolverhamptonbid.co.uk.

Safer in the City

Late Night Safe Haven Keeping The City Safe.

A woman was kidnapped on 24 July 2021 at approximately 2.30am.

A man had grabbed hold of her and was walking through Queen Square pretending they were a couple.

Luckily, the man was stopped, thanks to the actions of Wolverhampton BID Project Manager Shaun Boyce who was stationed at the Late Night Safe Haven at the time, which is a service delivered in partnership by Wolverhampton BID, City of Wolverhampton Council and West Midlands Police.

The man was convicted in January. Shaun explains more:

"My role, as many know, is quite varied. We are a small team of 9 and we get involved in a lot of different activities. One of these activities is manning the late-night Safe Haven.

The Safe Haven was established to be just that: A safe place for party goers to rest and wait safely for their taxi, swap their shoes for comfy flip flops, have a drink of water or just charge their phone.

"That night I spotted a young lady and older gentleman walking arm in arm up Dudley Street, right past the Safe Haven She looked scared. I spoke to them both. She just shook her head, slowly. They carried on. She looked back. She was definitely not happy. I caught up with them both."

After a brief conversation I knew she was being led away. She was being abducted. Kidnapped. She was so scared. I managed to walk the young lady back to the Safe Haven. Kieran Simpson from St John's Ambulance called the police.

At the end of January, I gave evidence in Crown Court and the accused was convicted of Kidnapping and sentenced to 3 years in prison.



Shaun Boyce - Wolverhampton BID

I am immensely proud of what we are achieving for Wolverhampton and how our partnerships and initiative are keeping the public safe.

Tell Us Your News

Do you have a good news story, event, special promotion or product launch coming up soon?

Send your news to us and we will post it on the Enjoy Wolverhampton Facebook page.

Email Shaun Boyce at shaun@wolverhamptonbid.co.uk

Reach Further

Helping businesses recruit staff and connect with their customers.

Post your job vacancies on Enjoywolverhampton.com

The Enjoy Wolverhampton website now has a job vacancy page for all city centre BID buinesses.

As a BID member you can post your vacancies for free and reach a broader audience.

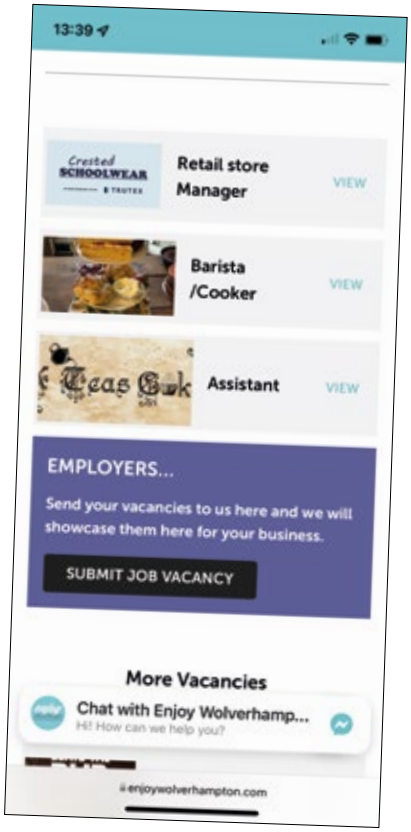
You simply fill in the form with details including role job title, information, working pattern and how to apply for the job. You can also include a link to the job vacancies on your own website.

Your advert stays online until the vacancy is fulfilled. You can post multiple vacancies, you aren't limited to just one.

Job adverts will continue to be posted on the Enjoy Wolverhampton Facebook page.

Vacancies are displayed on our website.

View our BID businesses current vacancies and submit your own by scanning the QR Code.



Reach more potential customers with a Facebook page for your business

Public confidence is increasing with growing numbers returning to the centre, but footfall is still yet to reach 2019 levels.



A Facebook page can help your business to reach those customers who have yet to come back.

If you have a business Facebook page, you can benefit from our audience through the Enjoy Wolverhampton Facebook page.

Our page is followed by 9,782 people. We regularly feature BID members in a Business Spotlight post.

You will also benefit from increased marketing reach when the Enjoy Wolverhampton Facebook page is boosted during special events and promotional campaigns.

Find out how to set up your Facebook page with our easy step-by-step guide. Just scan the QR Code with your phone to read more.

Dates for your diary

What's coming up in the City Centre.

APRIL

Bedknobs & Broom Sticks
Wolverhampton Grand Theatre
Tuesday 5th - Saturday 9th April

Easter Workshops
Mander Centre
Mon 11th, Tues 12th, Weds 13th,
Fri 15th (Good Friday) Sat 16th,
Mon 18th (Bank Holiday)
Tues 19th, Weds 20th, Fri 22nd.

Easter Art Gallery Workshops
Saturday 9th - Sunday 24th April
Various activities

Easter Egg Hunt
Saturday 9th to Sunday 24th April.
10 Huge Eggs to find in the city centre, various locations – check enjoy wolverhampton facebook for details.

The Heroes Return
Mander Centre
Saturday 9th - 22nd April

Wolverhampton Film Festival
Light House Media Centre
Friday 29th April - 1st May

MAY

NERF BATTLE
Mander Shopping Centre
Friday 27th May

Creation Day Festival
West Park Wolverhampton
Saturday 28th - Sunday 29th May

JUNE

Enjoy Wolverhampton Live!
Queen Square, Wolverhampton
Saturday 11th June

JULY

Nerf Battle
Mander Shopping Centre
Friday 1st July

Wild In Wolves
Various City Centre locations and
Dates TBC

AUGUST

Seaside In The City
Queen Square
26th - 28th August

OCTOBER

Nerf Battle
Mander Shopping Centre
Friday 14th October

DECEMBER

Santa's Grotto
Mander Centre
Throughout December

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On Facebook... On Twitter... On Instagram... Online...
www.enjoywolverhampton.com

enjoy wolverhampton
Business Improvement District

SUMMER HOLIDAY EVENT

NOT TO BE MISSED



WILD IN WOLVES

TEN WILD ANIMALS COMING TO
A CITY CENTRE NEAR YOU

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