

enjoy
wolverhampton
Business Improvement District

ANNUAL REPORT 2023 – 2024

INTRODUCTION

Welcome to Wolverhampton BID's Annual Report which includes highlights from the BID's activities from 1st April 2023 to 31st March 2024. The year has proven to be another busy one for the BID team and we are delighted to provide an update across the range of services we deliver.

Highlights from our 4th year

The BID continued to look at ways to drive additional footfall and promote the city centre whether it's for business, shopping, work or leisure. The year brought its challenges as businesses continued to feel the impact of cost-of-living pressures for consumers. Many employees are working from home or hybrid working meaning lasting impacts on retail and hospitality, and on a positive note the year saw the reopening of The Halls which adds such a draw to our city centre.

Some of the BID project highlights for this year were:

BID Excellence Awards
The Awards provided the perfect opportunity to celebrate and shine a light on city centre businesses across all sectors.

We were overwhelmed by the quality of the entries and the 2400 public nominations received. It provided true acknowledgement of how hardworking our city centre businesses and their workforce are. The Awards night in July at the stunning Grand Station was enjoyed by over 330 businesses and stakeholders where we were delighted to announce 12 deserving award winners.

Business Crime Reduction Partnership
The BCRP is seeing results in reducing opportunities for business crime and Anti-Social Behaviour (ASB). The BCRP Steering Group are driving forward on exclusions for shop thefts with 11 issued in the last 3 months.

CCTV Public Surveillance
We continue to actively survey the city centre, collecting timely intelligence, ensuring our city remains safe, reducing shop theft, ASB . We continually share up to date information via our Radio Link and DISC crime and safety reporting app.



Street Stories
We secured £36,000 of UK Shared Prosperity funding to deliver an interactive augmented reality art trail. Street Stories Wolverhampton not only provides a further reason to visit the city centre it also showcases the talent of homegrown artists, (including the legend, Goldie).

The large-scale interactive artworks inject colour and vibrancy into our streets across 8 sites. The trail also celebrates Wolverhampton's, strong heritage, future and highlights the investment potential of our city centre spaces.



Jurassic Wolves
Funding secured from Towns Fund enabled us to deliver a Dinosaur packed 6-week event in the city centre.10 dinosaur sculptures provided a free family trail around the city streets, great photo opportunities for all the family and a programme of dino digs, T - Rex performances throughout the summer holiday, enjoyed by 6000 people.



Smallest Zoo – Easter Event
Small but amazing, this event brought 300 families and visitors to the Change Makers Hub at the train station to an exhibition that has never been seen before.



City Ambassador Team
The team adapted their hours to provide a warm welcome for visitors to sell out events at The Halls. We also want to say thank you to Sally who was a member of the City Ambassador team for over 7 years and wish her well.

The Late-Night Safe Haven
Delivered jointly by Wolverhampton BID, City of Wolverhampton Council and supported by the Police, the van operated between 10:30pm and 03:30am on 57 nights on our busiest payday weekends and for city events.

Ask Angela
Over 50 businesses are trained in the 'Ask Angela' campaign across day, evening and night-time operators.



BID's Night Guardians
They increased their patrols, engaging with our night-time venues and providing a welcoming presence for visitors. They remain instrumental in keeping our streets safer on over 50 nights in the year.



Enjoy Wolverhampton Gift Card
Over £20,000 was spent across 50 of the city centre shops and businesses who accept spend via the card.

Tell us if you'd like to join the scheme.



Business Savings
We have recently secured a saving of £1,799 for WCR FM on electricity and water bills.

Let us save you some money!



Bright City Lights
£20,000 was invested in lighting up 10 additional streets with Christmas Lights.



Business Voice
We continue to ensure our city centre businesses are strongly represented at forums including City Investment Board, Economic Growth Board. We work tirelessly to secure funding for the city centre via Levelling up bids and other funding streams. We regularly share udates at our Business and Retailer and Pubwatch meetings.



Securing Additional Investment
During the year the BID secured £112,600 in additional income, giving a strong rate of return on the levy invested in the city centre.

Our 4th Years BID Levy Income 2023 – 2024

The total amount of BID levy income due to Wolverhampton BID for 2023-24 was lower than previous years due to a change in rateable values as a result of the Revaluation in 2023. Levy income expected was £439,745, this included an inflation factor of 10.1%. Reserves of £60,000 were utilised during the year and total expenditure for Year 4 was forecast to be £529,745.

The Year Ahead 2024 – 2025

The fifth and final year of our second five-year term starts on the 1st April 2024. We will be delivering our staple services including CCTV surveillance, City Ambassadors, Night Guardians, Business and Retailer forums, a programme of events, marketing and promotions and representing the city centre and its businesses at a range of forums. In addition, we will be planning for the BID 's third five-year term.

Looking ahead to our year 5 budget the levy due in 2024-25 is estimated at £476,428, this includes an inflation factor of 6.7%. It is anticipated that we will attract additional income of at least £30,000 but will be working as hard as ever to attract additional funds. Reserves of £40,000 will be utilised during the year to bring forward projects and initiatives.

Expenditure

Forecast to be £546,428 across our key objectives and core costs as follows:

Project Costs

- Clean, Safer Brighter & Welcoming £193,504
- Marketing Promotions and Events £125,320
- Accessibility and Parking £38,098
- Supporting Business & Growth £36,640

Core Costs

- Staffing and Overheads £134,866
- Levy Collection costs £14,500
- Contingency £3,500

Projects and Activities for the Year Ahead 2024 – 2025

PRIDE 2024
As Parade sponsor we were delighted to be part of this event early in June 2024.

Day to Night
Looking to extend our annual events to include events that support a vibrant city centre between 5pm and 9pm.

Night Guardians
Strengthening their business engagement with our restaurants, hot food takeaways and eateries who operate in the evening and nighttime economy.



Summer of Sports Trail
We are working up plans for our 6-week summer trail to attract people to the city centre, into businesses, encouraging spend and increasing dwell times and also cross-promoting other city centre sporting events and activities.

Preparing for a further 5-year BID Term
We will be asking businesses if our projects and services are right for the city centre, taking on board any feedback through various consultation opportunities. This will be used to develop a business plan for Enjoy Wolverhampton BID for 2025 – 2030. Find all information about the BID and the ballot at our website enjoywolverhampton.com/bid/bid-3

Business Support and Training at Change Makers Hub – Jobs Fayres, Information Sessions on City Events, Business Start-up support, Counter Terrorism training and Customer Service training – all available to our BID businesses.

Strengthen support for the evening and night-time economy – Working in partnership with City of Wolverhampton Council and key stakeholders we will support the development of projects and initiatives that support our evening and night time economy.

The BID Board

We have had some recent changes to our Board Directors. We want to thank Chris Bourne for dedication to the city centre by serving on the BID board for 9 years. Chris was even instrumental in helping set up the BID in 2014. We are delighted to welcome Ian Fegan – who represents the City of Wolverhampton Council and Mark Bourton-Payne who has worked in our city centre Nationwide branch for over 12 years. Our BID Board is always reflective of the city centre businesses and key stakeholders as listed below:

Iain Watkins
BID Chairman; Grand Theatre

Alison Westwood
BID Legal Director; Thornes Solicitors

Andrew Alloway
BID General Retail Director; Wulfrun Centre

Ian Fegan BID Local Authority Director; City of Wolverhampton Council

James Thomas Horton
BID Marketing Director; Genting Casino

John Henn
BID Independent Retail Director; TA Henn Jewellers

Kevin Kay
BID Accessibility Director; Wolverhampton Wanderers FC

Mark Bourton Payne
BID Finance Director; Nationwide

Richard Scharenguivel
BID National Retail Director; Mander Centre

Sophie Clement
BID Crime & Safety Director; West Midlands Police

VOTE YES FOR BID 3

Wolverhampton BID has the city centre's prosperity at the heart of everything it delivers. Having developed and shaped our services over the last 10 years we are looking forward to being able to continue through a further 5-year term.

Throughout 2024 we will be undertaking a series of business surveys and consultations to capture business and stakeholder feedback. We want to better understand how businesses want to see our services continue and develop from 2025 to 2030.

So far over 130 businesses have been involved in shaping our draft business plan. The draft plan sets out the core BID services alongside some new initiatives suggested by city centre business representatives.

Have your say, tell us if the projects are right for your business.

You will find all the details about the draft plans for 2025 – 2030 and more information about Enjoy Wolverhampton BID, the area it covers and how the BID is funded.

Business will be able vote to decide on a third term for Wolverhampton BID in the Autumn 2024.

We look forward to continuing to work together for our city centre's bright future

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