

enjoy wolverhampton

Business Improvement District

ANNUAL REPORT 2018 - 2019

INTRODUCTION

With another incredibly busy year behind us we are excited to look back and see how our projects and services have changed and developed over 2018 / 19. This Annual Report is a little lighter than reports in the past as much of our project information and updates can be found in our Business Plan for 2020-2025 taking our BID into the next 5 years, which we are excited to launch this September.



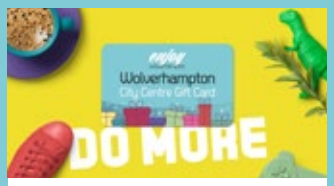
HIGHLIGHTS FROM OUR FOURTH YEAR INCLUDE:



Another amazing series of events including **Enjoy Wolverhampton Live!** with a line up of Katy Ashworth from CBeebies and fantastic headlines from Matt Cardle, X factor winner, Andy Bennett from Ocean Colour Scene and Owen Paul.



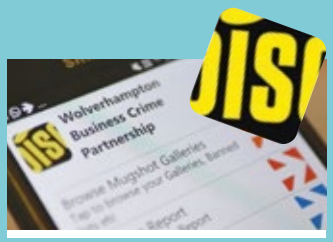
Our **'Seaside in the City'** event delivered the sunshine in the city centre for two amazing family days in Queen square, with all of our events during the year, collectively attracting an additional 25,000 visitors to the City Centre.



We have promoted over 130 businesses to a wider audience via our **City Centre Gift Card** and refreshed our marketing material for this card as new businesses have joined.



Our **Enjoy Wolverhampton Christmas** branding reached the skies as it promoted Wolverhampton to travellers at Birmingham airport and reached its widest audience via bus, billboard, printed and radio advertisements across the west midlands, putting our city on the map.



Our crime reporting app, **'DISC'** has been rolled out to over 100 businesses and users can access important information on their mobile phones, see at a glance the city centre events that are happening, all of which help businesses plan and prepare.



WIRE Awards 2018 culminated in another electric Awards night in July, celebrating, showcasing, promoting and recognising the importance of our independent retailers

OUR FOURTH YEAR – INCOME 2018-19

Total BID levy income due to the Wolverhampton BID Company for 2018-19 was expected to be £496,450. However, during the course of the year this dropped to £446,894 as a result of changes on the National Non-Domestic Ratings list. The BID levy was supplemented by an additional income of £80,706 which is raised trough managing the promotional spaces in our city centre and administering the city centre's radio link. The total budget expenditure was split across our 4 key objectives which are:

Clean, Safe and Welcoming City;
Projects include: Our 5 strong City Ambassador Team, City Centre CCTV Public Surveillance, Late Night Safe Haven, Street Cleansing, Vacant unit dressing, the work of the City Centre Business Crime Partnership, our new DISC crime reporting app and our Alternative Giving Campaign which this year alone raised £8,844, 100% of which goes towards long term solutions to homelessness.

Marketing, Promotions & Events;
Activities include: Seasonal events such as Enjoy Wolverhampton Live! Attracting over 15,000 to this one-day event, Easter activities, Seaside in the City which is now a 2 day event attracting over 5,000 people and Christmas Grotto, social media campaigns, our Enjoy Wolverhampton City Centre Gift Card keeping spend in the city, loyalty schemes and Midlands wide marketing campaigns.

Accessibility and Parking;
Including - Reducing the cost of shopper's tariffs with NCP, reduced cost BID Business Employee Parking and Seasonal Parking initiatives, Wayfinding and City Centre maps.

Business Support;
Providing a representative voice for business on issues including works by the Midland Metro Alliance, the night time economy and city centre regeneration. Saving businesses money on their overheads including Merchants Fees, Telecoms and Utilities costs.

Wolverhampton BID Board have provided letters of support for 2 government funding applications, made by City of Wolverhampton Council, being the Future High Street Fund and the Historic England High Street Heritage Action Zone Fund. The BID understands the significance of partnership work needed to secure additional funding for regeneration activities in the city centre.

THE YEAR AHEAD 2019-20

Looking ahead to our year 5 budget, the levy due in 2019-20 is estimated at £485,900. Taking into consideration the fall in levy during the course of the previous year we are budgeting our projects and services against a reduced income of £436,400. The total amount of expenditure is forecast to be £516,400 with the balance being met from additional income sources including promotional activities and sponsorship to the anticipated value of £80,000.

Expenditure is outlined as follows across our 4 key objectives:

- Clean, Safe & Welcoming £151,319
- Marketing Promotions and Events £170,698
- Accessibility and Parking £38,633
- Business Support £17,160

Core Costs -

- Levy Collection costs £11,200
- Contingency £2,000
- Staffing and Overheads £125,390



PROJECTS AND ACTIVITIES FOR THE YEAR AHEAD - 2019 / 2020

Seaside in the City - 3-day event
We will be extending the Seaside in the City event once again, now to a 3-day event. Following the success of our 2-day event we will bring more families into the city over the Friday, Saturday and Sunday for the BIG city beach and attractions, whilst making the most of last-minute back to school shopping opportunities for our retailers.

Gift Card
Having attracted over 130 business to join the scheme the offer for the customer is strong for the Gift Card. We will continue to market the card to as wide an audience, including employers and schools, maximising the amount of spend we keep in our city centre.

DISC – Crime Reporting App
Developing our DISC App now it has been in use for close to a year. We will make the most of the crime reporting app's functionality and enhance the use of it alongside our City Ambassador street patrols and CCTV surveillance.

Enjoy Wolverhampton Live 2019!
Our largest event in the city's calendar brings a line up of Andy Day and his Dinosaurs and Brit Awards winning headlines, Scouting for Girls.

Night Guardians
We will be looking to support the evening economy through the introduction of Night Guardians. The Night Guardian pilot will help us develop a service that takes the best practice from our City Ambassador team and applies it to evenings and night-time operations in the city centre. We hope to provide the service as a permanent feature of BID services during the next 5-year BID term.

Wolverhampton Independent Retailer Excellence (WIRE) - Business Support
We will be looking to develop our WIRE awards programme to include a business support package to support independent retailers of all types and sizes.

THE BID BOARD

Last year we were able to welcome a few new faces to our Board of Directors due to branch management relocations. Our Board also took on specific roles linked to their specialist fields, with Iain Watkins taking over the chairman position from John Henn:

Iain Watkins - BID Chairman; *Grand Theatre*

Alison Westwood - BID Legal Director; *Thornes Solicitors*

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

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

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

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

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

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

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

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



FINAL WORDS

The BID team will have a busy year ahead continuing the services, growing the gift card audience, sharing more intelligence via the DISC app, undertaking a thorough clean of our city streets and ensuring all visitors are welcomed to our city by our City Ambassador team and family friendly events.

At great deal of our focus will also be looking towards our next 5 year BID term, with much of the work being undertaken by the BID team in our 5th year including consulting with BID businesses and city centre stakeholders about the priorities and plans to help us shape our Business Plans for 2020 – 2025.

Details of all of our services, news and information about our plans for the next 5 years can be found at www.enjoywolverhampton.com/bid

enjoy wolverhampton
Business Improvement District

Wolverhampton Business Improvement District (BID)
Suite 1, 176 – 178 Stafford Street, Wolverhampton, WV1 1NA • Tel: 01902 710903
Web: enjoywolverhampton.com • Email: info@wolverhamptonbid.co.uk