A Safe, Clean City | Marketing & Events | Business Support | Accessibility & Parking

BID UPDATE

AUTUMN/WINTER 2017

enjoy wolverhampton BID

Wishing all our BID businesses a Merry Christmas & Happy New Year

A City Full Of Joy...

Wolverhampton BID launched the City full of Joy marketing campaign this year.



We hope you have seen our vibrant advertisements on bus routes across the West Midlands, on poster sites and advertisements in the Express and Star, Wolverhampton Magazine and Wolverhampton West, we are making sure Wolverhampton is seen.

GETTING OUR CITY MESSAGE OUT LOUD AND CLEAR WITH SIGNAL 107

Wolverhampton BID have joined forces with Signal 107 again this year, to promote the city over the festive period and raise awareness of individual businesses. Thank you to the 66 businesses that provided images and offers for display at the Wolverhampton Bonfire which not only saw the advertisements appear on the Signal 107 Big Screen but also links them to Signal 107's App and Enjoy Wolverhampton where all offers and promotions can be seen online.

We attended all of the Christmas Light Switch On's with the Signal 107 roadshow to makes sure that the city centre Christmas Guide reaches all. We also have the chance to promote your businesses on air through Signal's advertorials, throughout December, so keep your ears peeled.

A Bright Christmas

Wolverhampton BID are excited to see that the city streets are brighter than ever this Christmas – ensuring our city is clean, safe and welcoming is always a priority and even more so in our busy Christmas trading period where we need to be sure our city looks bright and welcoming. Last year we installed Christmas lights on an additional 6 streets including Lichfield Street, Market Street, Princess Street, Garrick Street and a section of Snow Hill and street trees outside the Grand Theatre, and at St Peters Gardens.

Our Christmas lights are in addition to those provided by the City of Wolverhampton Council and this year Wolverhampton BID have installed Christmas lights in a further 5 Streets including Stafford Street, Cleveland Street, reaching the full length of Darlington Street and Victoria Street and Snow Hill and a beautiful canopy of lights at Exchange street.



METRO UPDATE

Tram line back in business – We are pleased to confirm that the Metro line will be back in operation in early December, much sooner than expected. Midland Metro have been working hard over to relay the road section of tram track from Priestfield along Bilston Street and work is nearing completion with the line being reinstated and back in use on 8th December.

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DATES FOR YOUR DIARY

2nd - 23rd December
SANTA'S WINTER WONDERLAND
Lower Mall, Mander Centre

15th - 17th December
TRADITIONAL VICTORIAN MARKET
Wulfruna Street

19th - 23rd December
CHRISTMAS MARKET
Dudley Street

23rd January 2018
RETAILERS MEETING
Venue TBC

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EnjoyWolverhampton
@EnjoyWolvesCity
CityCentreBIDGroup

WIRE Awards: A City Celebration

Wolverhampton's first ever WIRE Awards celebrated our cities independent Retailers and culminated in an awards night full of pride and elation in July. Over 140 businesses entered the awards which were launched in February and we were overwhelmed by the quality of entries from such a range of businesses. The awards led by Wolverhampton BID, in partnership with City of Wolverhampton Council were set to support and raise the profile of businesses that make a fantastic contribution to the city giving Wolverhampton a fresh and distinctive offer. The winners of the 12 awards are set out below:





- Independent Retailer of the Year (Headline Award) - Rudell The Jewellers
- New Business of the Year – Slaters Bar
- Most Improved Business of the Year – Domino Crafts
- Community Retailer of the Year - Wild Bytes Café
- Excellence in Staff Development - Rudell The Jewellers
- Favourite Retailer of the Year - Batteries Not Included
- Retail Personality of the Year - Yasmine Abdelaal - Nutmeg
- Employee of the Year - Rupinder Kaur-Singh – Blooms
- Apprentice of the Year -Sarah Dean – Root 66
- Excellence in Customer Service - Party Angels
- Hospitality and Leisure Business of the Year - Park View Hotel
- Best Dressed Shop - Room by Room

The judges had a difficult task to select the finalists and winners due to the quality of the entrants - a reflection of the diversity of independent retailers in the city.

Rudell the Jewellers who scooped the headline award for 'Independent Retailer of the Year' said, "We feel the WIRE Awards experience has brought the people and businesses of Wolverhampton together and improved the camaraderie in the city." This summarises the outstanding success of the awards.

'Personality of the Year' winner Yasmine Abdelaal from Nutmeg on Farmers Fold said "the WIRE awards was such an amazing achievement for myself. The awards as a whole have definitely been a massive success as it has enabled people with independent businesses like my own to have their hard work, long hours and passion for their business recognised, rewarded and shown off to the public and I am so grateful to be able to say that I'm one of the lucky winners."

The sense of pride and elation for all of the businesses involved at the Awards night was palpable; all the businesses that entered deserve recognition, we can't wait for WIRE Awards 2018. For a full gallery of the 2017 Awards night visit wireawards.co.uk.

Look out for WIRE Awards 2018!

WOLVES IN WOLVES

As the main sponsor of the largest art sculpture event held in Wolverhampton, Wolverhampton BID immediately knew that the sculpture trail would inject fun, interest, and a sense of pride into our beautiful city. The Wolves were beautifully decorated – an absolute credit to our local artists.

Wolves in Wolves brought thousands of families into our city centre where they had the chance to rediscover the city and seek out its hidden gems. It brought many people back that had not visited for some time and gave them an opportunity to see how our city is changing and a chance to refresh their perception of Wolverhampton.

As a direct result of the project businesses reported an increased footfall, with some showing a huge 30% rise in footfall. It has raised awareness of our city centre businesses our large brands and our smaller independents that Wolverhampton is being increasingly recognised for.

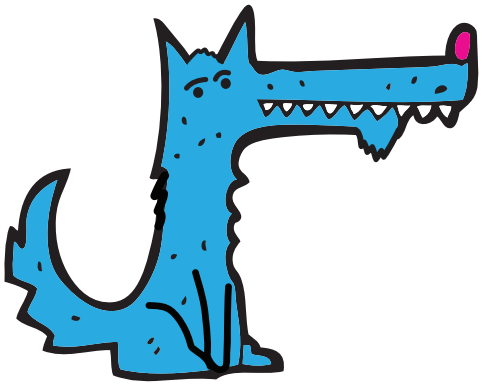
Our City Ambassadors spoke to close to 700 people and families during the summer who were on the Wolf trail, all of whom were enjoying their visit, most of whom stayed for longer than they would normally, and had experienced the city in a way they hadn't done before.

The Ambassadors were also able to point people towards places to eat and drink and venues, shops and places to come back to.

Claude – our roaming City Ambassador Wolf built up quite a following throughout the project with businesses using his animal magnetism to draw people to their stores, he has Facebook followers and selfies with hundreds of people in the businesses that gave him a home.

Wolves in Wolves has been engaging for visitors, positive for our businesses, it has put our city in the spotlight and raised over £36,000 for Local Disability Charity 'Outside Centre' and the Mayoral Charities. Here are a few more figures that show its success:

- Number of participants is estimated to be over 100,000 visitors
- Art Gallery attendance increased by 50%
- 13,000 unique visits to the Wolves in Wolves website map
- Typical spend by each person on the trail was £17
- Lychgate reported 45% increased footfall
- Scrivens and Ruddell's reported increase of 30% footfall
- Brewery Sales increased by 14% in Chapel Ash
- Media coverage – headlines BBC Midland News, 2 Central news bulletins, 3 BBC WM reports
- Social media reach = 1.7million
- No vandalism of Wolves



BIG CITY CLEAN UP



Held on Tuesday 17th October Darren Murphy from Marks and Spencer's, Lal Chand from WILKO's and Terry from Coventry Building Society rolled their sleeves up working alongside the BID Team and the BID's City Ambassadors to add an extra sparkle to our city's streets.

Starting at Dudley street we worked incredibly hard, pulling up weeds, cleaning street furniture, litter picking and wiping shop fronts. City of Wolverhampton Council provided bags and pickers to support the event. It was noticeable that there was very little litter to pick along all of the streets so the team paid attention to the details wiping clean over 25 shop and pub fronts. From 10am till 2pm the team collected 35 bags of litter from the hotspot areas including Cleveland Passage, Wheelers Fold and Woolpack Alley. We hope to gather further support from businesses next year in a Big Spring Clean.

WOLVERHAMPTON'S BIGGEST MACMILLAN COFFEE MORNING, £3000 RAISED!!!



A massive thank you to Boots, Marks and Spencer's and Mac Wolves for their wonderful support over the Macmillan 2 day Coffee Morning in September selling cakes, samosas and much more. Despite the weather conditions everyone enjoyed the event and the BID Team are pleased to confirm that our joint effort raised £3000. Thank you to all the businesses including WILKO's staff that created the stunning cup cakes, Boots staff who helped man the trailer, TCM trailer who provided the trailer for free, Dickie Dodd who supported the event and Marks and Spencer's for the tea and coffee supplies. A great big thank you to all the businesses that made this event a massive success.

TRADITIONAL VICTORIAN MARKET

Following on from the success of the Food and Drink festival held in July the City of Wolverhampton Council have been working to bring a specialist market to the city centre – to be held on the 15,16 and 17th December this is the first time we will see the traditional Victoria market in Wolverhampton, it will be located in Wulfruna Street with over 100 stalls and entertainment.

PROMOTE YOUR BUSINESS HERE....

Are you looking to promote your business to a wider audience? The BID team manage 4 promotional spaces in the city centre, two on Dudley Street and two in Queens Square.

In prime locations they are in great spaces to use to promote your business, if you have a special message or campaign that you wish to promote we can also hire out our gazebo to give you extra presence on the high street. With preferential rates for BID businesses call the BID Team on 01902 710903 to find out more and get your business out there.

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Get Ready for the Gift Card



Wolverhampton BID will soon be launching the Enjoy Wolverhampton Gift Card that lets customers spend in any number of outlets across the city centre, to buy clothes, jewellery, have a haircut, treat themselves to a pamper session, enjoy a meal out or take in a show... the choice would be theirs. The gift card works in the same way as any other gift card and will be so easy to accept in your business at no additional cost and in the same way as a normal Visa Debit transaction.

It will make a great present for friends and family and at the same time helps to support our city centre businesses. Gift Card schemes have been running successfully in other BID towns and cities including Perth, Kendal, Glasgow West End, Arran, and recently launched in Cheltenham. We will be signing businesses up to accept the card in the New Year, the more businesses the better. For more information on the Gift Card call the BID team on 01902 710903.

To find out more or to receive this newsletter by email, contact the BID team via the details below:

enjoy wolverhampton

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EnjoyWolverhampton
@EnjoyWolvesCity
CityCentreBIDGroup

Alternative Giving

SMALL CHANGE FOR A **BIG CHANGE.**



HOW THE MONEY IS SPENT

To date £6569 has been raised to support 'Alternative Giving - Small change for a Big Change' to help our homeless find the right support and help them off the streets. 100% of the money we raise is collected by the City Ambassadors from our 19 collection points including a new point in Casino 36 which also receives any unspent credit and is given directly to the Wolverhampton based charities P3 Navigator, St Georges Hub and Street Pastors.

"St Georges hub are thrilled to be part of an initiative that is seeking to help some of our City's most vulnerable citizens. Any donations received via the Alternative Giving campaign go directly towards the Breakfast Club which makes a massive difference to the lives of excluded and marginalised men ' breakfast is far more important than merely the food, the service offers a chance for vulnerable men to access practical help and support, it really can be the moment that lives are turned around'.

In Partnership with Wolverhampton BID we can simultaneously help the most vulnerable and offer a practical alternative to begging." Chief Exec of St Georges Hub Fazia Bano

"We have worked with over 1000 people at our navigator service in the city over the past 12months and enabled over 700 people to access secure accommodation and not return to the streets, My hope is that by continuing to work together and sharing initiatives like the Alternative Giving Campaign we will be able to ensure everyone on the streets can access the full range of support needed." P3 Operations Manager Sam Bailey

WOLVERHAMPTON BID SECURES FREE SUNDAY PARKING IN DECEMBER WITH NCP



We want to share the great news that working in partnership with NCP, Wolverhampton BID have secured FREE Sunday parking at Wulfrun Centre NCP.

Monday to Saturday Wulfrun Centre's evening parking from 6pm to 10pm is only £2.

Wolverhampton BID and NCP have been working together to make sure we reduce the cost of parking for our City Centre and this represents and amazing Sunday and Evening parking rate that helps to bring people to the city to shop and stay longer.