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

BID UPDATE

SPRING 2017

enjoy wolverhampton BID

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Neighbourhood Police Team

To report Anti-Social behavior or other crime in the City call: 101 Ext 871 3202 / 871 3204

w. enjoywolverhampton.com
e. info@wolverhamptonbid.co.uk
t. 01902 710 903

EnjoyWolverhampton
@EnjoyWolvesCity
CityCentreBIDGroup

There's so much going on in Wolverhampton city centre and plenty to look forward to in the coming months. In this edition of the BID newsletter, we're focusing on the exciting initiatives launching which will showcase our independent retailers and attract footfall and families into the city, as well as updating you on our successful ongoing projects and the city's regeneration.

Recognition for independent retailers: the WIRE Awards



As business owners in the city, you'll already know Wolverhampton has an amazing array of retailers – and now they have their very own Wolverhampton Independent Retail Excellence Awards.

Whether you own a shop, beauty salon, café or any other independent enterprise, as long as you've got a WV postcode you can enter to be in with a chance of winning in any of the 11 categories decided by the judges. Entries are already flooding in for each of the honours. Entries close at midnight on Sunday, April 30, with a welcome pack sent out to all entrants including promotional materials.

Here is a full list of the awards:

- Independent Retailer of the Year
- Excellence in Customer Service
- Best Dressed Shop or Outlet
- Employee of the Year
- Best Apprentice or Trainee of the Year
- Excellence in Staff Development
- Hospitality & Leisure Business of the Year
- Community Retailer of the Year
- Most Improved Business of the Year
- New Business of the Year
- Retail Personality of the Year

The public have a chance to have their say too, with an open vote for Wolverhampton's Favourite Retailer, with text & email votes already flooding in.

As well as the chance to bag one of the awards itself, entering gives you a fantastic opportunity to put your business on the map and raise your profile. We'll also be hitting the headlines as the media partner of the awards is the Express and Star so they'll be featuring the awards regularly throughout the next few months.

BID Chairman and Independent retailer, John Henn said: "The awards are a real opportunity to shout about the fantastic range of independent retailers, from our small cafés and bars through to our top-quality stores carrying international brands, bringing a rich diversity to our city. "There is a category to suit all independent retailers, so take this opportunity to tell us about your excellent customer service, your most amazing member of staff, how your business goes the extra mile or how you dress your shop window to get your customers through the door."

City of Wolverhampton Council has partnered with the BID for these awards and sponsors include the Express and Star, Mander Centre, Wolverhampton Racecourse, Ramada Park Hall Hotel and Spa, NCP, Signal 107 and BCRS Business Loans.

Enter now at www.wireawards.co.uk where you'll find all the information you need to enter and details of the latest news on the WIRE awards. Join the celebrations at the awards night on July 18th.

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Dates for the diary:

Things are changing in the city at a real pace and we want to keep you up to date and informed.

16th May:
Retailers/Business meetings - Greggs, Dudley Street. Time to be confirmed via the City Ambassadors.

April - 8th/9th/12th/14th/15th Easter Family workshops at Wolverhampton Art Gallery and Mander Shopping Centre

3rd June:
Enjoy Wolverhampton Live

July to September:
Wolves in Wolves

Pubwatch:
Second Tuesday of every month at 10.30am - 1st Floor Meeting Room George Wallis

WOLVES IN WOLVES



A pack of Wolves will be descending on the city this summer as part of our efforts to increase footfall.

The 30 wolves will act as signposts to enable families to explore new areas of the city – the largest public art exhibition the city has ever seen. Feedback from similar schemes across the UK shows 91 per cent of participants had visited parts of their city or town they'd never been to before, an average increased spend by visitors of 40 per cent, dwell time also increasing by 40 per cent and some businesses seeing a 14 per cent rise in turnover during the event.

The BID is one of the lead sponsors for Wolves in Wolves, which starts this July and runs throughout the summer. A trail map, website and merchandise will be available and you can also visit enjoywolverhampton.com for more information nearer the time.
www.wolvesinwolves.co.uk

Scheme making a Big Change to support homeless



Homeless people from across the city are already benefiting from a BID scheme designed to provide an alternative way to donate money to help homeless people for the long term.

We launched our Small Change for a Big Change project in October 2016 and there are now 19 donation points across the city in various locations.

So far, we've raised over £1,800 – helped by the Job Centre staff in Chapel Ash who held a special charity day for the cause. All of the donations go directly to P3 Navigator, St George's Hub and the Street Pastors which means every penny is used to support vulnerable people and the homeless in our city centre.

Donation points already include Boots, Zuri Coffee, Costa Coffee in Victoria Square, Yates, the Info Stop on Victoria Street, Virgin Money on Queen Street and Sainsbury's and we're now rolling out a number of smaller donation points which can be easily accommodated in any business.

Any companies that would like to support this city centre scheme can let their ambassador know or call the BID team on 01902 710903. Visit wolverhamptonchange.co.uk for more information.



WOLVERHAMPTON UPDATE

As part of the Wolverhampton Interchange Project (funded by the Black Country LEP), the Midland Metro will be extended from its current terminus at St George's to a new stop which will be constructed outside of Wolverhampton railway station.

This will significantly improve interchange in the city, making it easier for customers to step straight off one mode of transport and onto another. There will also be an intermediate stop outside of Wolverhampton bus station. As the Midland Metro will also be stopping outside the forthcoming High Speed Rail stop in Birmingham, this will give Wolverhampton a seamless connection to the new high speed rail network for national and international travel.

This route will be part of a number of Midland Metro extensions that form part of the 'Movement for Growth strategy'. The extensions are being delivered by the Midland Metro Alliance, a team of planning, design and construction specialists responsible for building a number of new tram extensions over the coming decade on behalf of the West Midlands Combined Authority. These exciting extensions will help deliver a lasting legacy, aiding social and economic regeneration across the region.

Not only will this investment support a project that is bringing £120 million of investment to Wolverhampton including commercial and leisure opportunities, it will also generate many jobs through the design, construction and operation of the tram line. It will also improve the city centre environment through giving a green alternative to the private car for people to access Wolverhampton City Centre, bringing in customers from across the region.

The enabling works - including utility diversion works – are required before construction of the route can start, have already begun. It is intended that passenger services will start to run from 2019 onwards.

Throughout the construction process, the Midland Metro Alliance will work key stakeholders to ensure that disruption is kept to a minimum where possible and ensure the message that Wolverhampton remains open for business is clearly heard. For more information about the Midland Metro Alliance visit metroalliance.co.uk

A Safer City for All

One of our BID priorities is ensuring Wolverhampton is a safer and more accessible city for everybody. That's why we're continuing to work closely with police to tackle the problem of beggars within the city centre.

We know intimidating beggars can be a nuisance to businesses on the high street and it can affect trade to have someone behaving in a threatening manner, so our City Ambassadors are regularly patrolling the city centre and reporting back to our BID CCTV Operator if there are any anti-social behaviour incidents.

Court injunctions have now been placed on seven individuals which means they may not enter the city centre, except between the hours of 12pm and 2pm every day to access services.

They are also banned from begging or putting themselves in a position where it could be reasonably believed they are begging in the city.

We understand these are sometimes complex cases where vulnerable people find themselves in difficult circumstances – and by working with the council and the police we can support these people to find accommodation and help with any addictions or health issues, not only benefiting them but also having a positive impact on businesses operating within the city centre.

Dressing up the City



We all know first impressions count so as part of our work to make the city welcoming and attractive for visitors, we've been continuing our Vacant Unit Dressing scheme.

This takes place alongside our regular cleansing of hot spot areas, reporting graffiti, removing fly posting and reporting areas which need deep cleaning.

We've recently redressed the former Burton unit on Dudley Street ahead of its refurb by a high street building society and our prominent Royal London Wolverhampton Music Vinyl is still receiving positive attention with the tracks it displays being regularly downloaded.

The former Workman unit in Cleveland Street, has also been completed this month to showcase it as an attractive corner plot for potential investors.

MANDER CENTRE UPDATE

The Mander Centre is nearing the end of its extensive redevelopment and things are on track for the opening of the flagship Debenhams store this autumn.

The contractors are due to hand over the keys so the internal fitting can happen this spring. Elsewhere in the centre, the new H&M store – which employs 40 people and is the second largest branch in the West Midlands - had an exceptional Christmas trading period, exceeding all targets.

The new glass roof is visible now and creates a bright shopping environment. With the changes happening every day the centre is getting ever closer to it's completion.

TOP 3 OPPORTUNITIES

To keep you up to date on the right things at the retailers / business meetings and so that we strive to deliver the right priorities for the city centre, or if you have a great idea for the city centre to help you do better business.....Name your top 3 opportunities below and email the BID team or pass this to your BID Ambassador to form the topics of discussion.

1 .....

2 .....

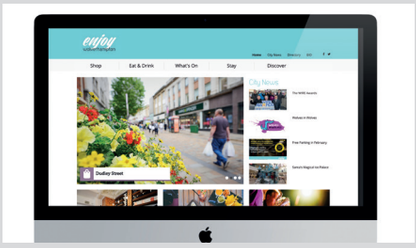
3 .....

For more information call the BID Team on 01902 710903 or visit www.enjoywolverhampton.com

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Website Relaunch for EnjoyWolverhampton.com



The Enjoy Wolverhampton website hosts a directory of the shops, bars, restaurants, venues and businesses in the city centre as well as a programme of events and updates on all the projects and services being delivered by the BID.

Originally launched in 2015, it is now being upgraded to make it more responsive and easier to update. Do look out for the new-look website in the next few weeks at www.enjoywolverhampton.com

NCP & enjoy wolverhampton

NORMAL PRICE: ~~£5.00~~

YOU PAY: £3.00

HAVE YOU GOT YOUR BID PARKING TICKET SORT?

Saving up to £2 per day if your not an early bird you can park at the Wulfrun centre for just £3 per day at anytime. **Contact the BID team or your City Ambassador who can arrange for your tickets to be with you in no time.**

To register email: shaun@wolverhamptonbid.co.uk

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w. enjoywolverhampton.com

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Railway Station plans Steaming Ahead



Plans to deliver a new multi-million pound railway station in the city moved a step ahead with the recent announcement of the preferred contractor.

Following approval for plans to demolish and rebuild the existing building, the Wolverhampton Interchange Partnership has appointed Galliford Try who are now undertaking pre-construction services for the £132 million project.

The company is one of the UK's leading construction groups and they were responsible for putting the retractable roof on Wimbledon Centre Court as well as building the Birmingham Dental Hospital, Resorts World at the NEC and Hotel La Tour here in the West Midlands.

The new station building is expected to open in early 2019 and will include an enhanced ticket office in the style of the one at Birmingham New Street, a larger passenger concourse, ample ticket barriers to help passenger flow, better retail and café facilities, a larger taxi rank and more efficient drop off and pick up zones.

Enabling work has already started on a Metro Line extension, which will include a new stop at the station, and the extended and refurbished multi-storey car park and new Corn Hill access have already both opened.

Wolverhampton gets set for chart toppers in live event!

Building on the massive success of the 80's Fun Fest last year which attracted thousands to a family fun day with Mr Bloom and an Evening music concert featuring 80's stars, the stage is set and Enjoy Wolverhampton Live! is coming to the City Centre on Saturday June 3rd. Families will be able to take advantage of an exciting daytime line-up of fun and entertainment. CBeebies favourite Swashbuckler's Cook and Line will be bringing the laughs in a duo performance for the kids. Hosted by Dickie Dodd and the Signal 107 FM Roadshow, the family fun will be running from 12pm until 4pm.

As dusk gives way to night time, the stars will well and truly come out to shine in Queen Square as The Hoosiers top the bill as the headline act and are joined by Toploader, Kevin Simms (winner of the Voice 2016) and Lucy Spraggan former X-Factor contestant. Enjoy Wolverhampton Live! will be the second successive annual summer event to be held in Queen Square. We have high hopes that this year Enjoy Wolverhampton Live will bring the same buzz, excitement and draw the crowds into supporting the City Centre economy, putting Wolverhampton city centre on the map and changing perceptions."



Attracting significant footfall into the city with families to the day time entertainment and revellers to the evening live music concert we want to make sure that we promote your business. The BID team are busy producing marketing material which we will be distributing prior to the event and on the day to make sure we attract visitors to the event back to the city. City Ambassadors will be visiting you soon to see how we can promote your business to all who visit Enjoy Wolverhampton Live, or you can call us on 01902 710903.