# BID CITY NEWS

NEWSLETTER WINTER 2019/2020

enjoy wolverhampton
Business Improvement District

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## An overwhelming 78% of businesses voted YES for BID 2

Thank you to all of the businesses that voted to continue the work of the BID for the next 5 years.

# 78% of business voted YES for Wolverhampton BID 2...

Results announced by Electoral Reform Services showed that 78% of those businesses who voted were in favour of BID 2. The vote gives the go-ahead for the Business Improvement District (BID) to drive forward their 2020 to 2025 Business Plan and secures £2.6 million of investment in the city centre over the next five years.

Iain Watkins, Chair of the Wolverhampton BID Board and Associate Director of the Grand Theatre said: *"As Chair of the Wolverhampton BID, I am very happy to confirm that the renewal ballot has been successful. This means that businesses in the BID area, including some new ones previously outside the catchment area, can now look forward to enjoying the benefits of the Business Improvement District being in place for another five years."*

**The BID's key services will continue, including:**

- Events to attract footfall
- DISC Crime Reporting
- City Ambassadors
- Reducing Business Costs
- Lobbying on Important Issues
- Plus much more.....
- City Centre Marketing
- Christmas Lights
- Night Guardians
- Parking Initiatives
- CCTV surveillance

Cherry Shine, BID Director added "I am delighted by the fantastic support from our businesses and thank every business who voted. Our work over the past 5 years has translated into actions with cleaner streets, brighter Christmas light displays, seasonal events including Enjoy Wolverhampton Live, Seaside in the City and the Christmas Grotto bringing additional footfall into the city and strong marketing of the city centre and its businesses to an ever increasing audience. Our Ambassador team are part of city life and CCTV surveillance and strong partnership working with West Midlands Police continues to make our city centre attractive and welcoming. We're excited about what we can deliver over the next 5 years"

**Visit www.enjoywolverhampton.com/bid to view the 5-year business plan.**

**What will change in BID #2**

In preparing for BID term 2 the BID Board looked carefully at all the BID rules and made some changes from those set in our first five years. Full details are in the Business Plan, but here is an overview:

* The new BID arrangements start on the 1st April 2020
* Wolverhampton BID's rules for 2020 - 2025 are different from those set for our first 5 years and the BID levy will now be calculated in a different way.
* If your business has a Rateable Value of £10,000 to £25,000 the levy will be £160 per year.
* If your business has a Rateable Value of over £25,000 the BID levy will be calculated at 1.5% of the rateable value. (No single hereditament will pay more than £17,500 per year)
* You will receive the BID's annual levy bill earlier in the year - this is to make sure bills are issued for the start of each financial year.
* Your bills will be based on the Rateable Value of your business on the 1st April each year.
* The full details of the BID levy and BID rules are in our Business Plan 2020/25 visit www.enjoywolverhampton.com/bid for full information.
* The new BID covers a wider area and includes more key businesses.

**Any Questions?**

Find out all about the projects & services provided by Wolverhampton BID, ask about the new levy rules and how they apply to your business – email info@wolverhamptonbid.co.uk or call the BID team on 01902 710903.

# A Night Time Focus

Wolverhampton BID support the city day and night, here is an insight into how we are active in the city centre in the evenings through to the early hours.

## A BIG Welcome for Darts Visitors

Co-ordinated through Pub Watch, Wolverhampton BID made sure that the 14,000 visitors to the Darts in October were in the picture about the great city centre venues for them to carry on their evenings. Wolverhampton BID worked with a range of venues to develop a map and a guide showing the location of the venues and opening hours which was handed out to all the Darts visitors accessing the city centre on the shuttle buses. To make extra sure that all of the visitors received a warm welcome to the city centre, the BID employed a team of welcome hosts to greet the 3000 Darts visitors using the city centre shuttle buses and to point them in the right direction to venues across the city centre.




## Helping all Enjoy a Great Night Out

Having provided over 90 additional nights over the last 3 year of the Late-Night Safe Haven it is now a regular and known feature of our safe city's evening economy. We are keen to provide you with more insights on how the first aid service provided as part of the Late Night team is utilised, how it reduces pressure on the NHS services and helps ensure that the Police are able to continue their patrols whilst minor first aid and welfare issues are dealt with by our First Aid team. Here are some key figures:

- To date **over 300 people** have been assisted by the First Aid team at the Safe Haven
- **158 people** have been treated for minor ailments on site rather than them requiring an ambulance or NHS medical treatment,
- **53 people** have been transported to A&E by our first aid team saving the NHS from issuing an ambulance.
- **31 Ambulances** have been cancelled (and no longer required) as the first aid has been provided by our city centre team on site instead.
- In total the impact and savings for the NHS is estimated to be circa **£140,000.**

## Night Guardians

The Pilot of the Night Guardians team in 2019 has proven a real success. Helping us welcome people visiting the city centre like our Ambassador team do in the day, they have familiarised themselves with the pubs, clubs and venues and their door staff, lending a helping hand for a smooth-running evening economy.

Connected on the radio system and providing real insights into our city from 8pm till 4am on weekends they have been able to support the Late-Night Safe Haven, Police and assist the Taxi Marshal service too.

The Pilot scheme has been reviewed with all partners and agencies. Sarah Thomas-West – Inspector for West Midlands Police states *"The Night Guardian service enabled her Police Officers to undertake policing rather than attending low level incidents that were easily dealt with by the Night Guardians"*

Wolverhampton BID will be looking to deliver a regular Night Guardian service from April 2020 and look forward to them being a friendly and welcoming face of our city's evenings, patrolling our streets, supporting our evening economy and our venues.

# Christmas 2019 Insights

**Thousands of Christmas Wishes**

Welcoming just shy of 3000 children, our Christmas Grotto, kindly hosted by the Mander Centre, remains a festive favourite, bringing families into the city. We ensure the Grotto is priced competitively to draw families to the attraction and this year some 154 people utilised our money off vouchers as part of the advertising undertaken for our cities Christmas events and activities.

Visit...**www.youtube.com/watch?v=AS6dno2nq-U** to see how our Festive advertising on Made in Birmingham TV promoted our city.









# Advertising Our City In Lights

We reached a massive **1.4 million people** across all of the BID's advertising activity over the 6-week festive period. Shouting about our city is a key role of the BID team and for the Christmas period in 2019 we used a whole range of ways to get our message out:

- **10 Bus Rears** promoting our city on key bus routes across the West Midlands from the end of November right up until Christmas Day .
- Ensuring our bus passengers don't miss our message by promoting the city centre on the **inside of 50 buses** travelling across the West Midlands.
- **5 BIG poster sites** at key gateway sites promoting the city centre throughout December.

Showcasing a vibrant city centre – our City in Lights campaign was featured across all advertising boards at key gateways into the city centre throughout December 2019.




- **120k people** reached via the readership of a range of Wolverhampton, Staffordshire and West Midlands Magazines Magazine advertising
- **21,959 Festive City Guides** distributed via Express and Star with a further 3.4K distributed by City Council, 3K to City Centre Businesses including both retail shopping centres by our Ambassador team.
- Dressing the **Queen Square Christmas Tree** in Queen Square with Banners and extra lights.
- **89,000 people reached** via the Metro Newspaper advertising the Enjoy Wolverhampton Gift Card December 2019.
- **112 Signal 107 adverts** through November and December
- **176,000 people** reached via our Enjoy Wolverhampton's Facebook page during December 2019 (an **increase of 27,000** people from 2018)

# FREE Festive Sunday Parking sees 250% more visitors

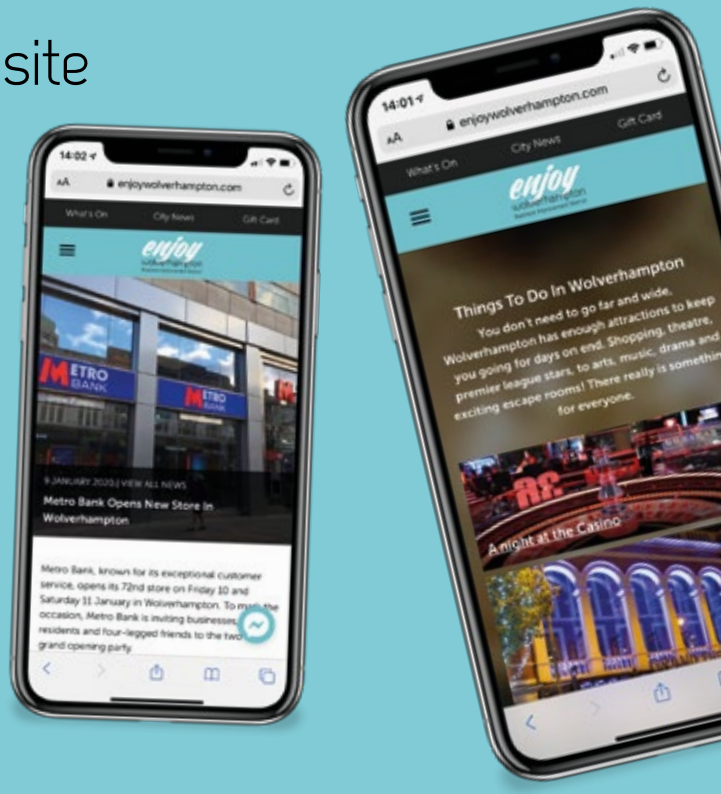
Working with NCP Wulfrun Centre & Mander Centre, Wolverhampton BID delivered FREE parking on the 4 Sundays prior to Christmas Day 2019.
As a result, the parking figures achieved at the Wulfrun Centre alone at least doubled with one Sunday seeing a 250% increase in the number of people parking on the same Sunday as the previous year. Offering the 1070 free spaces each Sunday has proved a real success with it being advertising via our Enjoy Wolverhampton Facebook, Instagram and twitter pages and online at EnjoyWolverhampton.com. We will be growing on this success by repeating this promotion in December 2020.

# New Enjoy Wolverhampton Website

With more and more people using their mobile phones to access the internet we felt it was time to invest in a new platform for our Enjoy Wolverhampton website, making the whole experience of finding out what's on in Wolverhampton City Centre as easy as possible. Visit our shiny new website to see for yourself how the user experience is people friendly and easy to navigate and how it showcases not only our large businesses but our small independent ones all on the same easy to use platform. We want as many people as possible to find out about what they can do in the city centre, where they can shop, what events are happening and where to eat and drink and to find our full range of businesses in our directory too.

**Check out our business directory to find your BID business and let us know if you want any changes making.**

**Let us know more about the events and special offers you have – you can add them on via our website. www.enjoywolverhampton.com**







## Bright & Bold Gift Card Promotions

Have you seen the bright new advert in the Mander Centre's lower mall? You might need your shades!!! We are keen to let everyone know about the Enjoy Wolverhampton Gift Card that not only supports over 130 city centre businesses who accept the Card but also support the High Street and strengthens the Shop Local message. It is also a fantastically versatile gift as it can be used on whatever the receiver might wish for. ***Why buy a gift card for a single store when you can have over 130?***

**Interested in joining in? – we are adding new businesses all the time to the Gift Card scheme its as easy as accepting a debit card transaction – let your Ambassador know if you want more information or call the BID team on 01902 710903.**

## Dates for your Diary

### FEBRUARY

**Friday 14th** Valentines Day

Wedding Fayre at Wulfrun Centre
10am - 4pm

**Saturday 15th**
Random Acts of Loveliness
10am-4pm, Various Locations

**Friday 28th**
Promotions Day, 10am - 4pm

**Friday 21st**
ActionBlast with Nerf guns Shoot out

**Wednesday 26th**
Pop-Up Shop: 10am - 4pm
Operated by The Haven Wolverhampton

### MARCH

**Saturday 5th**
"Book Man" for World Book Day.
10am - 4pm

**Saturday 14th**
Made in the Black Country Artisan Fair

**Sunday 22nd**
Mothers Day

**Friday 27th**
Promotions Day, 10am - 4pm

**Saturday 28th**
10 Year Birthday Bash – Shop and Visitors Centre is celebrating 10 years.

### APRIL

**Saturday 4th - Saturday 18th**
Superhero trail across the Centre

**Saturday 4th - Sunday 19th**
Easter Egg Hunt

**Friday 10th -** Good Friday

**Monday 13th** - Easter Monday

**Saturday 11th April**
Easter Ablaze; 12pm-2pm
Location Queen Square
"2 hours of celebration and worship"

## Coming Up: Love Wolves City

Ensuring our streets are lively with activity this Valentines weekend, you'll see our walking, talking 'Love Heart' greeting visitors to our city centre across various locations handing out red roses and lovely chocs and spreading the love we have for Wolverhampton City Centre on Saturday 15th February.

