enjoy wolverhampton
Business Improvement District

WORKING TOGETHER FOR A BRIGHTER FUTURE

Enjoy Wolverhampton Business Improvement District (BID)

Annual Report 2022 – 2023



Introduction

This Annual Report details Wolverhampton BID's activities for the year from the 1st April 2022 to 31st March 2023. We are delighted to report on a full programme of events and activities and in writing this annual report it offers an opportunity to look through the full range of services and projects the BID delivers.

In April 2022 we began the middle year of the BID's second term, our key projects and services are well established and continue to form part of the fabric of city centre life. During the year we were presented with opportunities to widen our programme and secure additional funds to complement the core services of the BID.

As the year unfolded, we moved ever further from the restrictions of the pandemic, with footfall levels getting closer to pre-pandemic levels. However, across the UK the way people interact with their city centres has had a significant shift with Wolverhampton being no different to that of other centres seeing changes. These changes included:

- A reduced number of office workers due to flexible working patterns,
- People considering how they use their leisure time differently
- The 'cost of living' increase

These have meant the business community have faced different challenges, responding to energy price hikes and changes in customer trends and spend.

As ever, our city centre businesses remain resilient and are adapting to these circumstances. The BID continues to look at ways to drive footfall to the city centre, encourage dwell time through its programme of events. We are always striving for further investment and government funding and continue to do everything we can to ensure our city centre is welcoming to all visitors, whether it is shoppers, workers or investors.

Whilst highlighting the BID's projects and activities delivered through the year ending 31st March 2023, the annual report also introduces our plans for the year ahead.

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Business Improvement District



105

Streets in the BID area

450+

City centre BID Businesses

11,779,494

Footfall through Queen Street & Dudley Street

April 2022 – March 2023

Foreword from the BID Chairman



Welcome to the Annual Report for the Wolverhampton Business Improvement District for the year April 2022 to March 2023.

After reflecting on the direct impacts of the pandemic on both levy-payers and on the activities of the BID in the last two Annual Reports, it is good to look back on the third year of the current BID term as one where the BID was able to operate normally throughout.

If Year 1 was about the response to the pandemic and Year 2 steps towards recovery, then the third year of the current BID term was about renewal, with a strong focus on delivering footfall in the city centre and supporting both established and brand new businesses within it.

That said, multiple factors have contributed to other challenges for businesses in the city centre, particularly around rising costs, increased demands on consumers' bank balances and sector-specific challenges to recruitment, and in some cases a perfect storm of all three.

In this context, the BID's priorities were therefore given additional importance and its Board of Directors, made up of representatives from levy-paying businesses across all sectors in the city, have been committed to overseeing their delivery.

A full events programme featured family-focussed events around the Easter, Summer and Christmas holidays, with the free Enjoy Live music festival filling a much-needed gap while the final year of refurbishment work on the Civic and Wulfrun Halls was completed.

Additional initiatives supported the evening economy, enhancing the experience and confidence of visitors, day and night. The work of the city ambassadors contributed to a supportive environment in the city for both levy-payers and their customers.

The BID's marketing and promotion of all aspects of the city centre, especially the city's retail and service offerings, took advantage of multiple marketing opportunities in addition to its own "Enjoy Wolverhampton" channels.

Alongside this outward-facing activity, the BID provided representation and advocacy for businesses. It provided an independent voice for the city centre through its place on the Towns Board and represented the concerns of businesses on a range of issues, including the effects of specific redevelopment activities on their ability to trade.

The BID also assisted businesses with reducing costs, whether through advertising vacant positions and opportunities, or helping to reduce overheads through the Business Savings scheme.

It hasn't been a straightforward year, but this report once again reflects the positivity and value that the BID has brought to the city centre.

Iain Watkins

BID Chairman

Our City Ambassadors

Heidi, Sally, Suzie and Wendy's personal and professional approach means everyone has a warm and friendly welcome to the city centre. They greet new visitors, welcome regular visitors to the city, way find and direct people, and help in whatever way they can.

They are involved in every project that the BID delivers, visiting all of our business regularly as part of their daily patrols providing updates and responding to any of their needs. They always play an important role in welcoming visitors to our seasonal events, whether that be helping families enjoy the BID's giant Easter Egg Hunts or delivering our Christmas grotto and ensuring every child has a memorable time.

Their insight into how the city centre operates is fundamental to its smooth running. On a daily basis they assist with first aid for visitors, reporting graffiti, waste and litter issues to the city council's teams, following up on ASB issues that affect our city centre businesses and responding promptly to business enquiries. They hold a diverse role, dedicated to wholeheartedly supporting the city centre businesses and its visitors.



The BID Team

Taking every opportunity to enhance the BID projects across each of our 4 objectives, the BID team always make sure the investment of the levy income is used effectively and to the city centre's best advantage, striving for the strongest returns on the BID levy invested in the city. Whether through partnership working, seeking sponsorship or applying for additional grant funding, the team works hard to make sure we get the best for our city centre.



Cherry Shine – BID Managing Director

Cherry is responsible for directing all of the BID's activities, maintaining the standards of well-established services of the BID, ensuring they remain relevant and responsive to the city's needs. She drives forward on new initiatives and responds to opportunities wherever possible. Key to her role is understanding all aspects of city centre operations, maximising the opportunities of partnership working, keeping abreast of changing trends and patterns and the impact on the city centre whilst making sure the BID responds to support the city centre and all of its business community.



Shaun Boyce – Office, Projects & Social Media Manager

Shaun manages the City Ambassador team ensuring they engage effectively with all of our businesses. Through the team he keeps our businesses up to date with the BID's activities and offers support to businesses in any way they can. He ensures that they always provide a friendly welcome to our city centre visitors and that they remain responsive to any issues they can assist with, making sure our city centre runs smoothly.

Through our Enjoy Wolverhampton social media channels Shaun actively promotes the city centre, events and opportunities but also gives an effective platform for individual businesses to reach a wider audience.

He continues to drive forward on our programme of events, maintaining a strong offer that encourages footfall in our city centre that complements the activities of our business community.

Shaun coordinates timely and relevant business communications providing updates on the BID's activities, events and keeping our businesses abreast on regeneration plans, redevelopment works, news from other city centre partners and stakeholders. This makes sure our businesses have the best, most up to date information available so they can plan and prepare for their business needs.

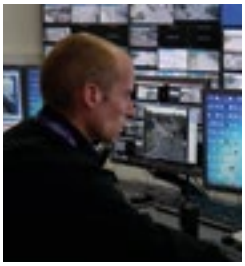


Jo Leek – Business Crime Reduction Manager

Jo joined the BID's management team, taking on the role as Business Crime Reduction Manager in November 2022 following her long-standing role as a City Ambassador. Jo has years of experience of working with Lucy Armstrong who held the role previously and Jo also brings to the role 25 years experience in retail management and an absolute understanding of business crime issues that our city centres business's face. This experience means that she has 'hit the ground running' in her new position, moving forward on all aspects of our Business Crime Partnership, following best practice to strengthen the work of the partnership and striving forward on key projects including 'Ask Angela' and ensuring she maintains a strong partnership with the city centre Police teams.

Jo now manages the Alternative Giving campaign, she recognises its important role in offering an alternative way for people to support our most vulnerable and homeless people whilst also detracting from street begging.

She actively engages with the City Council, Police ASB and agencies that support the city's most vulnerable and homeless ensuring that we all work together to support people in need whilst supporting our business community.



Merill Charnock – BID CCTV Operator

The intelligence Merrill gathers is second to none, his surveillance means that the BID team and businesses can respond to any issues including business crime, shop theft and anti-social behaviour. Connecting his oversight of the city with our City Ambassador patrols alongside our teams in-depth understanding of the city centre means issues are resolved promptly, business crime opportunities are reduced which in turn reduce the impact on our businesses, all for a safer and more welcoming city.

Project Highlights from 2022–2023

We are delighted to present highlights from the BID's third year of its second term, demonstrating their impact and key outcomes.



A Clean, Safe and Welcoming City

Wolverhampton

Cleaner and More Welcoming

Having secured additional funding from the Government's 'Welcome Back fund' we were able to deliver a deep clean and jet wash of Lichfield Passage and graffiti removal from Diffusions premises and adjacent street furniture.





We also jet washed, heavily cleansed and painted Castle Yard, removing large areas of graffiti from this busy passage between Dudley Street and Market Street making it a more pleasant route.

CCTV for a Safe and Welcoming City

The BID's CCTV operator continues to actively survey the city centre, collecting timely intelligence to ensure our city remains safe with relevant intelligence shared via our DISC crime and safety app. Working alongside Jo, our CCTV operator has enhanced the information provided on DISC, adding information about significant city centre events as well as any crime patterns, trends or insights.

The BID's CCTV operator has built a strong rapport with our shopping centre security, Police and PCSO teams, sharing intelligence immediately and reporting to all radio link users enabling businesses to protect their stock from potential perpetrators.

Through the radio link we maintain a strong dialogue with over 110 city centre businesses ensuring timely intelligence sharing across Police, PCSOs, BID's City Ambassadors and shopping centre security teams as well as key personnel through the night-time economy too. Jo has been providing one to one training to business representatives to aid their staff training and to build confidence amongst new radio users.



City Ambassador Team

Our team of four City Ambassadors remain at the heart of our business engagement and daily city street patrols. Suzie has now joined the team of Ambassadors on a permanent basis, her knowledge of the city complements the existing team, and her skills as an artist put her in an excellent position to deliver some of our craft workshops that bring families into the city centre.



Extending Night-time Economy Services

The BID made a joint application alongside the West Midlands Police and City of Wolverhampton Council to secure additional funding from the Home Office to extend existing projects and introduce new projects for a safer night-time economy.



Securing this funding has meant that the BID's Night Guardians service has increased to cover a 60-night service throughout the year, close to double that of the previous year. In addition, it has enabled the BID to purchase body worn cameras for the Night Guardians team, adding to the intelligence gathered from their shifts for any incidents of anti social behaviour.

It has also meant that we have been able to deliver the Late Night Safe Haven service as well as the Late Night First Aid at double its past years frequency throughout the year. This has helped to build awareness of the service, which always receives significant praise from passers-by. The service now provides charging points for people who need to charge their phones to reach their group of friends or arrange getting home safely. The funding also means we can offer toilet facilities at the city info stop for the night time economy.

Safety of Women at Night

A key part of our funding request to the Home Office Safer Streets fund was to seek training for our night-time businesses on the best ways to support safer nights out for women who might feel vulnerable. The training would aid anyone enjoying the evening and late night economy our city has to offer and the BID appointed leading night time economy specialists 'Six till Six' to deliver a series of training sessions. The training included best practice in understanding how to spot vulnerable people and how to support them especially thorough the 'Ask Angela' campaign. The training has been rolled out across Pubwatch members, door security staff, taxi drivers operating in the city centre and late-night safe haven staff with over 80 people receiving the training during the year.



"HI I'M ANGELA"

Project Highlights from 2022–2023



Marketing, Promotions & Events

An Exciting City

Raising the City Centre's Profile
One of the key roles of the BID is to make sure that the city centre is marketed and promoted across numerous channels, reaching as wide an audience as possible. Examples of the BID's marketing include:

- Maintaining a responsive and up to date social media presence for the city centre
- raising audience reach for individual city centre businesses
- providing a range of positive news stories throughout the year
- city wide event poster campaigns
- digital marketing across the West Midlands region
- regional radio advertisements
- quality print media across numerous formats

Biggest Ever Easter
The BID's events programme and associated marketing campaigns were bigger than ever over Easter, especially with our Giant Egg hunt. 10 giant Easter eggs were hosted by 10 of our city centre businesses, encouraging families into the city and right into their premises over the 2-week Easter break.

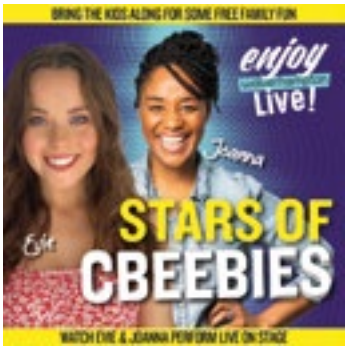
Enjoy Wolverhampton Live!
This entertainment packed day-long event held in Queen Square brought a 10,000 strong footfall to our city centre with the draw of our curated line up. Headlined by Martin Kemp. Baby D, Urban Cookie Collective, Rozalla, Oceanic, Kim Mazelle and Kelly Wilde we provided a rich musical journey with live music right in the heart of our city.

Visitors came from far and wide and the event provided a further reason to visit the city, stay over, dwell longer and spend in our city centre businesses. Average spend of each visitor to the event is estimated at just over £33 meaning that as a result of the event space was at £330,000 for this one-day event.

Not only did the event provide for an additional draw to the city whilst our main music venue, 'The Civic Halls' was closed for refurbishment it also puts our city on the map to a West Midlands wide audience.







The daytime line up headlined by Evie and Joanna from Cbeebies attracted a family audience to our city centre. Performances were programmed to make the most of opportunities for visitors to eat out in the city centre, go shopping or visiting other family attractions like the Art Gallery.

'Experiences' are everything when encouraging people to the city centre and with this in mind we introduced 'Wild In Wolves', a 6 week long event to draw footfall in the school holidays. This family friendly safari trail brought over 6000 people to the city centre with longer dwell times and increased spend.

Seaside in the City

A feature in the BID's summer programme is our Seaside in the City event which in 2022 attracted close to 3000 people across this 3-day event over the August Bank Holiday.



We were joined by the 'Street Orchestra Live' who brought classical music and delightful entertainment to Queen square. The West Midlands Fire Service brought their Fire Engine to feature at the event which provided big attraction for younger visitors. The event remains free to attend and helps to secure additional visitor spend in the city centre businesses. Through this event we aim to drive footfall to our cafés and eateries on the day and through careful marketing and social media posts we aim to raise awareness of the 'back to school' products available across our retailers.

Supporting Evening and Night-time Economy businesses.

We have a fantastic range of pubs, bars and restaurants in our city centre so by reintroducing our Santa's Passport campaign we had the chance to raise the profile of all of the 40+ venues taking part and encourage footfall to each of them.

Each participating premises was issued with their own bespoke display stand which encouraged people to take part. Each venue was promoted across our 'Enjoy Wolverhampton' social media channels and on our website.





Project Highlights from 2022–2023





Marketing Promotions & Events Continued

Festivities and Events
We know how important it is to make the city sparkle at Christmas. The BID therefore invested £20,000 on additional Christmas streetlights to make sure that our city centre looks inviting from every key junction and route in. This extra investment ensured the installation of the Christmas lights on the following streets from the Christmas Light switch on, on the 19th November right through to the end of the year.

- Queen Street
- Market Street
- Lichfield Street (section of)
- Market Street
- Cleveland street
- Princess square
- Snow Hill
- Darlington Street
- Victoria Street (section of)
- Princess Street
- Garrick street
- Stafford street

An additional 112 lamp columns are adorned with festive lights through the BID's investment, with more businesses benefiting from a 'festive feel' and supporting a more vibrant and welcoming evening economy on streets over and above those decorated by the City Council.



For the second year running we installed a 12ft lit Christmas tree at Wolverhampton Train Station – bringing that festive feel and welcoming sense of arrival to all visitors to the city by train.

Christmas Grotto
The BID's events programme brings the delight of Christmas in the form of the Christmas Grotto, which we deliver in partnership with the Mander Centre. Attracting over 3000 children and their families this year we were able to welcome more people than ever to this month long event.

We make sure that everyone who visits Santa has a fabulous time on the day and extend this positive experience by providing personalised Santa letters. This aims to strengthen the perception of Wolverhampton with our families and younger visitors.

Nutcracker Trail
Whilst our Grotto attracts families to its central Mander Centre location, this year our Nutcracker trail also offered a fun, free and festive reason to visit over 10 city centre businesses and locations to find the stunning Nutcracker statues for the full festive season. This event attracted families across the city as well as encouraging increased dwell time and spend.

Supporting all City Centre Events
Not only do we deliver our own programme of events, we also support events delivered by other partners. This year was no exception with our City Ambassador team supporting a strong welcome to all for the Commonwealth games time trials, Coca Cola truck in December and also the first ever Krazy Races event which saw a huge surge in footfall to our city centre on the August Bank Holiday.



Accessibility & Parking

Free Sunday Parking
Alongside our Christmas Events to draw footfall to the city centre the BID delivered free Sunday parking in December. For 2022 the BID worked in partnership with both the Mander Centre and Wulfrun Centre car parks to deliver this across each Sunday in December. This is key to attracting much needed footfall over the festive period and offering a strong incentive for people to visit Wolverhampton for their Christmas shopping and leisure time. We not only intend to draw people to the city but to encourage them to stay longer, relax and enjoy more of what is on offer. With Sunday footfall increasing compared to that of pre-pandemic Sundays we hope the free parking offer is contributing to this trend.

Raising Awareness of Parking Initiatives
We ensured that all city centre parking offers and incentives including the City Council's discounted festive parking were marketed far and wide to reach new people and potential customers.



Business Support

Celebrating Excellence in our City Centre
The BID team had a long-standing desire to celebrate our city centre businesses following the success of the Wolverhampton Independent Retail Excellence (WIRE) Awards. In doing so we want to provide a platform to showcase, support and raise the profile of all our city has to offer.



Planning for the awards started in November 2022, the awards categories were selected to highlight the full range of city centre businesses and to recognise excellence in all sectors. By launching the BID Excellence Awards in February 2023, we aim to give much deserved recognition and to shine a light on all of our businesses and the employees that drive them. We can't wait to see how the awards programme develops as we move through 2023.

Our Strong City Voice
A fundamental part of Cherry's role is to maintain a strong and representative voice for the city centre. She does this at a number of forums including Re-lighting the City, via Future High Street Fund discussions, keeping abreast of Levelling up bids and she represents the city centre at Towns Board all with the aim of securing funding, investment and support for the city centre.

Helping Business Recruitment
To support our city centre businesses recruitment, we have shared their job vacancies to a wider audience through our Enjoy Wolverhampton channels.

Change Makers
2022 provided the BID with a significant funding opportunity with an application to Cross Country Trains to deliver an Enterprise and Community hub at Wolverhampton Train Station.



The funding application was successful and from April 2022 we developed the plans and delivered the full fit out for the train station unit, with it opening in January 2023. The aim of the Hub is to provide a flexible, accessible space to draw footfall to the city centre, provide further reasons for people to visit the city centre, travel by train and with support from Cross Country Trains and West Midlands Trains we will be delivering business support and community activities.

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Enjoy Wolverhampton's Online Presence and Social Media

Who came up with this idea! People can feel safe. Well done to everyone involved.

Night Guardians Scheme,
Rita D,
Facebook



This is a great idea! If anyone knows anyway I can help or volunteer please let me know.

Late Night Safe Haven
Hayley K, Facebook

Thanks you all so much for the activities you arrange! My kids loved the wild in wolves and more of these activities would be awesome just like the wolves few years back!!!

Gets them out and about along with being so much fun! Family time and new memories were made!

Your staff have been awesome too so helpful and friendly!

Wild In Wolves Trail
Facebook user



Amazing afternoon finding all the Nutcrackers! Thanks again kids had a ball will definitely come again.

Nutcracker Trail – Christmas 2022
Facebook User



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We've done this trail, my kids had a great time.

Wild In Wolves
Helen W, Facebook



What a brilliant idea, I've always been worried about being out late and getting a taxi home alone!

Late Night Safe Haven
Dolly B, Facebook



Facebook
206,191
Reach

11,000
Followers

Instagram
8,332
Reach

Twitter
2,323
Followers

Email Marketing Reach – 2095

Radio Advertising – 653,854**

64%
Mobile

Website Users*
50,000

36%
Desktop

* Analytic stats from 31.03.2022 – 31.03.2023 ** Impacts measured from combined airtime across Free Radio & Greatest Hits Radio 16/11/22 – 13/12/22

Footfall through Queen Street & Dudley Street

11,779,494

April 2022 – March 2023

The BID tracks city centre footfall 24 /7. This provides an insight into how our city centre is performing, how it compares to other centres and shows the impact of events and activities on footfall.

Directly impacted by BID events and business participation



THE GREAT BIG EASTER EGG HUNT



WILD IN WOLVES

377,900

Total event marketing reach

enjoy wolverhampton Live!

10,000

Spectators attended for one day event.

80+ Night-time economy employees received Safety of Women at Night Training

Santa's PASSPORT Eat Drink & Be Merry!

Santa's Evening Wolverhampton This Christmas

VISITED BANK WOLVERHAMPTON

VISITED OLD STILL WOLVERHAMPTON

VISITED SLUG & LETTUCE WOLVERHAMPTON

VISITED PARISIAN WOLVERHAMPTON

VISITED FIREAWAY PIZZA WOLVERHAMPTON

VISITED PRINCE ALBERT WOLVERHAMPTON

42 venues participated in our Santa's Passport Christmas promotion

SANTA'S GROTTO

2528

Tickets issued to children plus their families during 3rd –23rd Dec. Up 20% on previous year

In 2022–23 levy income was boosted by 37.5% through additional funding and sponsorship.

30+

Jobs advertised for city centre businesses.

SEASIDE IN THE CITY

3000

People attended our 3 day event in Queen Square

Year 3 of the BID's Second 5 year term

1st April 2022 to 31st March 2023



Key Facts & Figures

Wolverhampton BID's levy income due for 2022–23 was expected to be £497,140. Your levy contributions are used to deliver all the BID's services and activities across all of its key objectives. An inflation factor of 1.55% was applied to the annual levy. This was based on half of the increase of the CPI inflation factor for the preceding September, meaning that the BID chose not to pass on the full impact of inflation increases to its businesses in a post pandemic renewal phase. .

Wherever possible the BID's Managing Director seeks out opportunities to supplement the BID's income. During the year a total of £187,400 additional funding was collected from a range of sources including £27,098 from the radio link scheme, £24,413 from promotional activities, £74,079 from Cross Country's Customer and Communities Investment fund, £12,573 from Christmas events plus £49,236 from the Home Office Safer Streets fund, representing over 37.5% additional funds and a strong rate of return on the BID levy invested in the city centre.

The Year Ahead – 2023–2024

The fourth year of our second term started on the 1st April 2023, and the BID remains responsive to the pressure faced by our business community. By way of context, in comparison to our last year's annual report, whilst pandemic restrictions are firmly in the past, our businesses face issues including staff shortages especially in the hospitality and leisure sectors, the cost-of-living increases as well as increasing energy costs for all are impacting on people's spending ability and people are treating their leisure time differently. The office and commercial sector in most instances continue to enjoy more flexible working patters which in turn has meant that there are not as many people working in the city centre on as regular a basis and the associated spend and dwell time of these employees is more significant than first anticipated. The BID team continue to adapt the services to help support our business community by raising awareness of city centre job vacancies and ensuring that the events that the BID delivers to drive footfall to the city are free or very low cost.

Changes to Business Rates and BID Levy

One change that has significantly impacted the BID is the Business Rates revaluation that came into effect on the 1st April 2023. This has meant that collectively businesses in the city centre are paying less business rates, but as a consequence of these government changes the BID receives less BID levy.

For the fourth year of this second BID term the levy due is estimated at £439,745 (based on the National Non-Domestic Rates correct as at 31.3.23). This levy figure includes an inflation factor of 10.1% which matches the inflation levels recorded for the Consumer Price Index for September 2022. Whilst this 10.1% increase sounds high, due the changes across the business rates and rateable values with this inflation factor applied to the levy, businesses in the majority of instances will see only slight increases to their levy payment or levy payments remaining the same or being lower than in year 3.

The BID team are committed to maintaining all existing services where possible and will be identifying additional income sources to help address any impact on delivery. Reserves of £50,000 will be utilised during the year to bring forward projects and initiatives. The total amount of expenditure is forecast to be £529,745.



Looking forward to Year 4

April 2023 to March 2024

During the year 2023 –24 the BID levy expenditure is outlined as follows:

4 KEY OBJECTIVES PROJECT COSTS :

- **Clean, Safe & Welcoming** £174,353
- **Marketing Promotions and Events** £98,800
- **Accessibility and Parking** £27,915
- **Business Support** £15,300

CORE COSTS:

- **Staffing and Overheads** £131,128
- **Levy Collection costs** £15,000
- **Contingency** £7,249

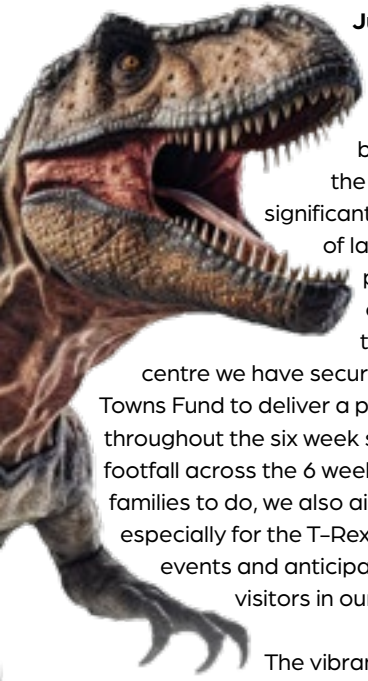
The BID will aim to complement its levy income with at least an additional £30,000 from its promotional activities and will actively seek additional funding to support the BID's activities.

Looking forward to Year 4

April 2023 to March 2024



An Overview



Jurassic Wolves

Building on the success of our Wild in Wolves 6 week summer event, Summer 2023 aims to be bigger and bolder and Dinosaur themed. Using the appeal of dinosaurs we aim to attract significant numbers of families to find our trail of large dinosaur sculptures which we are pleased so many of our businesses can host. To maximise the impact of this Jurassic takeover of our city centre we have secured additional funding from the Towns Fund to deliver a programme of 6 Dinosaur events throughout the six week summer holidays. We aim to increase footfall across the 6 weeks of the event which is free for families to do, we also aim to see and uplift in dwell time especially for the T-Rex performances and Dinosaur Dig events and anticipate an increased spend by these visitors in our city centre businesses.

The vibrant marketing campaign for Jurassic Wolves includes significant radio advertisement on Free Radio, poster campaigns, digital and print marketing and coverage across all social media to draw a wide audience from across the West Midlands.

Award Winning Marketing Campaign

As I write this report in June 2023 we were delighted when our 'Wild In Wolves' marketing campaign won the 'Best Marketing Campaign' award at the 2023 Express and Star Business Awards. This award reinforces that our campaigns are engaging and dynamic, that they reach our targeted 25-minute drive time audience and that they showcase what's on offer in Wolverhampton city centre in an award winning way, with a special thanks to our marketing partner Depict Creative.

BID Excellence Awards

At the point of writing this Annual Report we are part way through the full BID Excellence awards programme, we are absolutely delighted with the way our businesses have embraced the awards with over 90 entering the awards across all business sectors.

The Awards categories are as follows:

- Enjoy Wolverhampton Bounce Back Champion
- Start up of the Year
- Rising Star
- Unsung Hero
- Retail Excellence
- Excellence in Hospitality and Leisure
- Excellence in Professional Services
- Excellence in Health, Beauty and Wellbeing
- The People's Favourite Business
- Diversity and Inclusion
- Marketing Campaign of the Year
- Community Champion

The People's Favourite Business award category has so far attracted over 2400 public nominations for their favourite business. As part of the awards programme we are committed to raising the profile of our city centre and its businesses.

So far we have received strong coverage across BBC Radio WM, Wolverhampton Community Radio, Free radio campaigns and with the Express and Star and MNA Digital as our media partner the reach of the awards is ever increasing.



Supporting City Centre Events
Wherever possible we will encourage and support other event providers to deliver successful events in our city centre. This year is no different, for Krazy Races in August 2023 we aim to help the event organiser of this amazing fun filled day by supporting with business engagement, city ambassador involvement on the day and making sure that our city centre intel aids the smooth running of the event.

Supporting Pride – June 2023
Being involved in developing the Rainbow City strategy and being a representative on the Rainbow City Board alongside the City Council and its partners is just one way in which the BID team are responding to supporting a diverse and welcoming city centre for all.

We could not miss the opportunity to support the Councils' delivery of a successful Pride event in the city centre. The BID will help shape the event, making sure in all its planning stages that opportunities are taken to involve city centre businesses and to ensure they benefit from this celebration.

Seaside in the City – August 2023
This family favourite seaside event returns to Queen Square for its 8th year. Delivering traditional seaside fun in our city centre has always resulted in a jam-packed Queen Square.

Change Makers Hub
Now the unit fit out is complete we will be delivering a full programme of enterprise and business support as well as community projects. The BID Team will be reaching out to city centre partners and providers to help bring an exciting programme forward. We hope to deliver business support from the unit on a regular basis and to do this we will be partnering with Access to Business who have excellent credentials in providing business and entrepreneurial support. Through this we hope to support city centre start-ups and help city centre businesses grow.

Business Networking & Engagement
Our quarterly Retailer / Business meetings will continue to provide businesses with up-to-date information on important city centre projects, regeneration plans and opportunities. These meetings will be bolstered with opportunities to seek business savings through our Business Savings scheme and timed to enable businesses to get involved and prepare to make the most of up-and-coming city centre events.

Looking Forward to a New 5 Year Term.

Whilst we will continue to deliver across all of our projects during this year we will be reaching out to our city centre businesses to check our services remain important and relevant for our city centre. This will form part of the planning and preparation and will help us shape our services for a potential third, five year BID term.

VOTE YES FOR BID 3

BID Board Directors

The BID ensures its Board of Directors is strongly representative of the range of levy payers in the city centre. Board Directors are the driving force behind every aspect of the BID, they oversee its direction and ensure that it delivers on the clear objectives of the BID's 5-year business plan. Wolverhampton BID's Board of Directors represent the interests of large and small businesses across all sectors including retail, commercial, professional, day and night-time economy and service sectors. The position of Board Director is unpaid and so we thank each and every Director who supports the BID in addition to their stakeholder roles in their own city centre businesses.



Iain Watkins:
BID Chairman



Alison Westwood:
BID Director (Legal)



Andrew Alloway:
BID Director (General Retail)

Inspector Sophie Clement:
BID Director (Crime and Safety)



Councillor Steven Simkins:
BID Director (Local Authority)



Chris Bourne:
BID Director (Finance)



James Thomas-Horton:
BID Director (Marketing)



Richard Scharenguivel:
BID Director (National Retail)



Sham Sharma:
BID Director (Night-time Economy)



John Henn:
BID Director (Independent Retail)



Kevin Kay:
BID Director (Access and Parking)

BID Managing Directors – Final Remarks

Wolverhampton BID continues to respond appropriately to the ever-changing dynamics of the city centre. We understand how having a positive experience in the city centre has an influence on repeat custom. This is why we strive to enhance and develop our events programme, delivering events that attract footfall and spend in our city centre and we continue to be responsive to changing customer trends and patterns.

We have so much to celebrate in our city and the BID Excellence awards provides an amazing platform through which we put our city centre and its businesses centre stage. The full breadth of BID services highlighted in this report demonstrates that we are doing everything we can to support the city. The BID works tirelessly to attract footfall, provides more reasons for people to visit, heightens people's awareness of what our city has to offer, provides a warm welcome and a safe city and always represents a strong voice for our city centre and its stakeholders. We always welcome your input and feedback on our services as we continue to strive for a brighter future.

Cherry Shine

Wolverhampton BID Managing Director

Working Together for a brighter future



British BIDs 10

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Business Improvement District

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