BID CITY NEWS

NEWSLETTER SPRING 2019

enjoy wolverhampton
Business Improvement District

enjoywolverhampton.com

Spring has well & truly sprung and the BID Team are excited about the year ahead. This year is a little different for the BID Team as we continue to deliver all of our projects we are also planning ahead for the BID's next 5 years.

Read on for some dates for your diaries, updates on the Gift Card, City News, Easter activities and ways to promote your business and save money too.



Gift Card - Strengthening the 'Shop Local' Message



Launched in Autumn 2018 the Enjoy Wolverhampton Gift Card is making sure spend stays in the city centre. So far we have sold over £7000 worth of cards with cards being spent in a range of businesses from large brands to smaller independents. So many businesses are on board with the card with over 125 businesses signed up to accept the gift card as a form of payment.

Not only does the card offer an opportunity to make sure money stays in the city centre it provides a great way to highlight the range of places that accept the card.

We showcase all of the businesses that accept the card on our social media page, highlight them on our shopping directory on the Enjoy Wolverhampton website, list and map them on the Enjoy Wolverhampton Gift Card website and include them in the Cards leaflet too.

Maximise its Potential

Keen to maximise the potential of the gift card, if your business is able to offer an incentive to spend the gift cards in your business, whether it be a 5% discount or a free coffee then please let us know via email to shaun@wolverhamptonbid.co.uk or let your City Ambassador know and we can do a social media post to announce your offer.

The Gift Card is currently being advertised on all of the West Midlands Tram screens, at the Grand Theatre, in the Wulfrun Centre, to all visitors at the Light House and over Christmas we produced a Christmas advertising campaign with Signal 107. Share the Gift Card video which features, Blooms, Shop in the Square, Boots, King Street Hair, T.A Henns, Tony's Deli, Zaks Hairdressers and the Light House to get the shops local message out far and wide.

Not only is the card available to buy online at **EnjoyWolverhamptonGiftCard.com** you can now buy one from T.A. Henn, Princess Street, T.H. Baker, Mander Centre and the Light House.

Rewarding Staff

More and more cards are being purchased as employee rewards, so if your business has an employee rewards scheme that could use the gift card then let us know on 01902 710903.

The latest businesses to sign up to accept the Gift Card are:

- **JD Sports** – *Mander Centre*
- **Eclipse Boxing** – *Temple Street*
- **Wolves Ticket Office** – *Waterloo Road*
- **The Big Phone Store** – *Market Street*
- **Max Spielmann** - *Dudley Street*
- **The Parisian** - *Queen Square*
- **Schuh** - *Dudley Street*





Interested in being a sales point for the Gift Card? Then let the BID team know!

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

A Safe and Responsive City...

DISC, our new crime reporting app is being rolled out to City Centre businesses, with 87 current users enabling them to report crime, anti-social behaviour, shop thefts and to enable sharing intelligence and information faster and more effectively. The DISC **instant messaging** feature can be used to alert all DISC users to any incidences of threatening behaviour, suspicious activity and attempted thefts, safe in the knowledge that the DISC app meets all of the requirements for data protection & GDPR. The DISC app also holds an **up to date gallery** of all people issued with a Criminal Behaviour Order (CBO), Football banning orders and daytime offenders so that businesses can remain responsive.

All of the BID's City Ambassadors, BID Team and Merrill our BID CCTV Operator have access to DISC and will be uploading the latest safety information, updates on scams, fake notes in circulation and regular updates on 'known' individuals plus an updated list of events happening in the city to make sure all city centre businesses can protect their business appropriately.

If you are interested in using DISC, all we need is your email address, let the BID team know by contacting lucy@wolverhamptonbid.co.uk.

Spring Savings

Maybe it's a good time to check to see if you could make some savings on your Utilities, Telecoms and Merchants fees.

With recent successes made by the BID Savings team including:

- **Eclipse Boxing –** Identified £3570 savings on their energy bills
- **Made in Thai –** Identified £714 savings on their energy bills
- **Le Monde Menswear –** Identified £372 savings on their energy bills

JD Gyms Offer



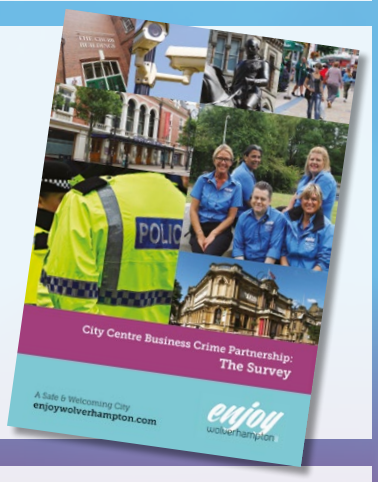
Free complimentary 1 guest pass available to Wolverhampton BID members at JD Gyms Wolverhampton on Stafford Road.

To book in your free guest pass, simply email: **wolverhampton@jdgyms.co.uk** and quote **"Enjoy Wolverhampton 2019"**. Limited to one pass per person – no expiry date.

Business Crime Survey

Thank you to over 100 businesses that have recently completed the City Centre Crime Survey. We are currently analysing the results from the survey which asked businesses to identify how crime affects their business.

The results of the survey will be shared with West Midlands Police and will assist the BID and the Police to continue to work in partnership to shape services to best support your businesses. The survey provides us with an up to date picture of the impact of crime and antisocial behaviour and will assist in appropriate resourcing. **We will be sharing the headline results soon.**



Alternative Giving - Small Change for a BIG Change

Christmas was definitely the season of good will as we saw a real surge in public donations received via our 21 donations points for the Small Change for a BIG Change - Alternative Giving Scheme.

To date we have raised **£16,499.96**, with £689 raised from the Sainsbury's donation point alone over the last few weeks. Casino 36 are collecting approximately £50-100 per month from Temple Street, through cashed in tickets, converted into cash specifically for this campaign. All of this money goes directly to agencies in Wolverhampton to support vulnerable and homeless people access the support they need. With the influx of people's generosity over Christmas we are inviting local agencies and charities to set out how they will be able to put the donations to good use.



Easter Free Fun

More businesses than ever have signed up to house our large Easter Eggs for the City Centre's Easter Egg Hunt.

Thank you to the 27 businesses taking part. Our Easter Egg Hunt will be advertised far and wide. Families will be able to find as many Eggs as they can over the 2 week Easter holidays (13th to 28th April).

Those taking part will be in with a chance to win one of 3 prizes of Gift Cards loaded with £50 or £25. The Easter Egg Hunt trail map can be found at **enjowolverhampton.com/easter**



BID's Next 5 Years

VOTE YES BID2

The BID Team are busy looking ahead to the next term to understand what projects, services and initiatives we can deliver in the next 5 years. We have started asking businesses for their thoughts on the services we have been delivering over our first 4 years.

With 168 businesses completing a business survey in January we are pleased to say that over 82% stated the BID was a benefit to their business. The results were received from a good mix of businesses 50.61% of which were independent businesses and 49.4% from national brands. We were also excited that the top 5 BID services identified by businesses were;

- City Ambassadors
- CCTV Public Surveillance
- Crime Reporting
- Targeted Marketing
- Events

More detailed survey responses are being used to form plans for the BID's next 5 years and will be included in a Summary Proposals Plan which will be coming to you via post, City Ambassador or email shortly.

There will be a series of meetings held to discuss the proposals and we will be looking for support to continue the BID into its next 5 years in a business ballot to be held in the Autumn 2019.

Dates for your Diary 2019

We want to make sure you always have the key city centre events and dates in mind so see below for the Dates for your Diary – Update for 2019.

Monthy Recurring Dates for Your Diary:

1st and 3rd Friday of the Month: *Market on Dudley St*

Sat 29th June - Sun 1st September: *Wildlife Photographer of the Year Exhib.*

May:

Sunday 5th May: *Vaisakhi*

Saturday 4th - 6th May: *Heroes & Foes Comic Con*

25th May – 2nd June: *Norman The Giant*

Friday 31st May & Saturday 1st June: *2 Day Spring Festival Market on Dudley St*

June:

Saturday 1st June: *Enjoy Wolverhampton Live*

Tuesday 4th - Wednesday 5th June: *EID Festival 2019*

Sunday 23rd June: *Corpus Christi Religious Procession*

July:

Sat 6th July: *Bank's Comedy Night*

August:

Sat 3rd August: *Bank's Family Fun Day*

9th & 10th August: 2 *Day Summer Festival on Dudley St*

Saturday 24th: *City of Champions Fund Raiser Day*

31st August & 1st September: *Seaside in the City*

September:

Saturday 28th September: *HMS Forward March through the City*

Saturday 7th September: *PRIDE - School Street*

If you have an event planned let us know, we can add it into the diary and onto our Enjoy Wolverhampton website's Calendar of events, and promote it via our social media page which reached 68,000 people last month.

New Logo - Spot the Difference!

To make sure that it is clear to everyone about the services, events and activities the BID delivers we have amended our logo slightly. Trading as Enjoy Wolverhampton, as we are a private company funded and directed by City Centre businesses the BID board of Directors were keen to make sure that the BID gets the positive recognition it deserves and the new logo emphasises that the Business Improvement District is working hard in the city centre.

BEFORE:

enjoy wolverhampton

AFTER:

enjoy wolverhampton
Business Improvement District

Mander Centre signs four major national brands, leasing over 100,000 sq ft

MANDER CENTRE

In a major statement of confidence in Wolverhampton, the Mander Centre has completed the signing of four new major tenants, where over 100,000 sq ft of space has been leased.

Established national brands Matalan, Wilko and B&M, plus newcomer One Below, will all open this year in the 550,000 sq ft Mander Centre, Wolverhampton's prime shopping centre which attracts over 12 million visitors per annum.

The deals include the refurbishment of both floors of the former BHS department store with and reopening the entrances onto Dudley Street for the new B&M and Wilko stores.

Richard Scharenguivel, the manager of the Mander Centre, said: "Four major national retailers, hugely popular with shoppers, is a significant boost to our brand line up. It signifies the confidence that retailers have in both Wolverhampton and the Mander Centre as the City's dominant retail destination. We are giving our customers four more reasons to shop locally in the city where they live and work."

One Below, the UK's newest value retailer, opened an 8,000 sq ft store at the Centre earlier this month. The brand is the brainchild of Poundworld founder Chris Edwards, who is targeting the opening of 100 stores in the UK this year.

Matalan, a leading fashion and homeware retailer, is set to open a 23,000 sq ft store in early May, the company's first in Wolverhampton's city centre. B&M, one of the leading variety retailers in the UK, will occupy 52,000 sq ft on the upper mall, taking space in a large unit formerly occupied by BHS. The store is set to open in October/November.

Wilko, the one stop shop that helps families get their day-to-day lives sorted, will open a 24,000 sq ft unit on the lower mall around the same time.

Recent store openings at the Centre include T.H. Baker, the premium regional jeweller and New Look, who relocated into a new 18,000 sq ft store next to H&M. Further good news came recently when HMV's new owners confirmed their commitment to the Mander Centre, further strengthening its position as the best retail destination in Wolverhampton.

Jonathan Ratnage, Investment Manager at Benson Elliot, said: "These new lettings signify the confidence that retailers have in both Wolverhampton and the Mander Centre, as the City's dominant retail destination."

"Whilst the high street is undoubtedly facing some challenges, Wolverhampton's renaissance is a powerful story and it has created a compelling opportunity for all sorts of businesses to serve an expansive, loyal and eager community of consumers."

"The Mander Centre sits at the heart of the City's transformation and it is evolving its offer to meet changing customer needs, whilst reinforcing its role as a venue where retail and service businesses alike can prosper. We plan to increase the number of local and independent traders over the coming months through further investment and marketing support. Key to this will be a programme of events and engagement with our customer base and the wider community."

Cushman & Wakefield, Jackson Criss and BWD are the leasing agents at the Mander Centre on behalf of Benson Elliot.

Enjoy Wolverhampton Live 2019

Attracting over 15,000 people throughout the day and night in 2018 to this event, the BID team are bringing the best ever line up to the city centre this summer, with the date set for Saturday 1st June 2019. The day is split into 2 again this year with all the fun for the family during the day, with Andy Day from CBeebies providing the entertainment in his Dinosaur theme for the day. We will shortly be announcing our music concert line up, so keep you eyes peeled on our Social media page for the line up announcements as they come.

We will have 2 food and 3 drink stalls at the event available for city centre businesses to utilise for the event. If you are interested in taking one of the stalls, they will be allocated on a first come, first served basis, please email lucy@wolverhamptonbid.co.uk for more information.



To find out more about the Wolverhampton BID Company or to receive this newsletter by email, contact the BID team via the email **shaun@wolverhamptonbid.co.uk** or give us a call on **01902 710 903**