

enjoy wolverhampton
Business Improvement District

BID CITY NEWS

NEWSLETTER AUTUMN 2021

enjoywolverhampton.com

BUILDING BACK BUSINESS

What a whirlwind it has been, we hope you are all getting back to 'normal' and that business is building now that we have been without covid restrictions for a few months. We appreciate what a difficult time it has been for all businesses and if there is any way we can help please give us a call. Footfall to the city centre is increasing steadily but we know we are still some distance from pre-pandemic levels so we are working hard to promote the city, put on events to attract footfall back to the city centre, build customer confidence and to support our city centre businesses in any way we can.

BID Invests £20,000 in Christmas Lights

Visitors to the city centre will enjoy even more Christmas Street lights this year thanks to the addition of Queen Street lights.

The lighting will ensure that we have a bright and welcoming city throughout the festive period. The BID Team are so pleased to introduce the festive streetlights into Queen Street as it has been on their wish list to brighten up this core street as they add to the festive light's coverage.

The BID funds the Christmas Street lights on:

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

The Council's Christmas light switch on will be held on Saturday 20th November in Queen Square and we are eagerly awaiting details of who will be turning on the City Centres' lights this year.



A Clean, Safe & Welcoming City

Marketing & Events

Business Support

Accessibility & Parking

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Santa's Grotto & his Elfie Selfie Trail to bring footfall back this Christmas.

£2,500 CHRISTMAS GIVE AWAY

Santa and his elves (i.e. the BID team) willbe back this year at the Grotto inside the Community Hub from 1 to 23 December to welcome children and families to the city centre this Christmas.

Delivered and funded by the BID in partnership with the Mander Centre, the Grotto will include a children's craft area and will also feature our Elfie Selfie Trail prize window – a new campaign for December 2021 which we hope brings more people to the city centre and provides another opportunity to showcase what a great mix of brands and independent retailers we have in the city centre.

The Elfie Selfie Trail is a new addition to the BID's festive event programme featuring Elf characters at 10 locations across the city centre, where the public will be able to take a Selfie and find all 10 of the Elf characters.

Participants that complete the Elfie Selfie Trail are entered into a draw to win a prize of amazing goodies from a range of city centre businesses to the value of £2,500.

We aim to draw footfall around the city centre via the Elf locations, encourage dwell time and in turn increase spend. The £2,500 not only acts as a draw for people to take part in the trail and also reminds people through the prizes what our city has to offer.

All Christmas events will be promoted in a festive campaign across various media and the Enjoy Wolverhampton Facebook page, aiming to attract footfall back to our city centre.

Details of all of the Christmas events and activities delivered by the BID and other city partners will feature on our website enjoywolverhampton.com and full details and terms and conditions for the Elfie Selfie Trail will also be found via our website and at www.elfieselfietrail.co.uk

The BID Team and the City Council are working hard behind the scenes to see how we can bring additional Christmas events to the city centre using the Government's Welcome Back fund which we hope will enable us to extend the Christmas programme further.





As pandemic restrictions were eased and confidence was starting to build the BID was keen to deliver its summer events programme.

Looking back over the Summer Season

Enjoy Wolverhampton Live! Brings Live Music and Entertainment back.

Live music and entertainment returned to Queen Square on 7 August with Enjoy Wolverhampton Live.

The daytime activities were a family-focused Children's Fun Day. Cbeebies' Sid Sloane brought smiles to children's faces (even while the rain poured) and they also enjoyed singing and dancing with Frozen and The Greatest Showman themes.

After months of hardship, it was important to bring live entertainment back to Wolverhampton so families had opportunities to enjoy themselves again.

The night culminated in a live concert headlined by M People's Heather Small and supported by S Club 7's Jo O'Meara and X Factor's Redd. Graeme Park, one of Britain's greatest house and dance DJs for the last 25 years, also provided a set as a soundtrack for the evening. Unfortunately attendance was lower than seen in previous years especially as it continued to rain well into the evening entertainment.

Discussions are already taking place for next year's Enjoy Wolverhampton Live, which has attracted over 10,000 people throughout the day and for 2022 the event is to be programmed for June as in previous years.

Bringing Families to the City Centre Seaside

The Piazza was transformed into a city centre beach for four days across August bank holiday weekend for Seaside in the City attracting over 1000 people to the event.



Young families enjoyed traditional funfair games, craft workshops and the first appearance of Claude, the BID's new mascot.

The Grand Theatre managed the ticketing system, raising awareness and giving confidence to visitors as covid restrictions eased. The Art Gallery ran a treasure chest brick-making workshop to support the BrickLive exhibition.

Charlie's Fish Bar provided a family meal ticket as first prize for the sandcastle competition – because no visit to the seaside is complete without fish and chips.

Seaside in the City will return next August where we hope to attract more families to the city centre.

Scan these QR Codes to watch the videos from our events, Enjoy Live! 2021 and Seaside In The City 2021.

Enjoy Live!

"Thanks for putting on a wonderful event for my children and their grandparents yesterday. They had an absolutely brilliant time."

Sarah Companeros – Facebook

Seaside In The City

Wolverhampton Rainbow City



Kieran Simpson, Equality Diversity & Inclusion (EDI) Advisor at City of Wolverhampton Council talks about the project.

What is Rainbow City?

Rainbow City is an ambition for the city to be somewhere people can truly be themselves. Whoever you are; you are welcome within the City of Wolverhampton; Rainbow City is here to ensure this becomes a reality. It is clear from discussions with members of our LGBT+ community that there is a lack of places for us to go where we can feel safe in the city. This is despite having a growing LGBT+ population, currently estimated to be 2.8%. On 17 May 2021 we launched a consultation and out of the 168 responses we developed the Rainbow City Action Plan which is based around five key themes:

1. Digital
2. Culture and Creative
3. Health and Wellbeing
4. Community Safety
5. Education

The Action Plan will sit alongside a Commitment Document, which will deal with the challenges faced by LGBT+ communities and how Rainbow City fits into wider city aims. This is also alongside the Rainbow City Charter that businesses and organisations will be able to sign up to get involved with the Rainbow City. Rainbow City is planned to launch in early 2022.

How can businesses show they're inclusive now?

The biggest way is to listen and be reflective of your customers. Engage; Listen and Learn with your customers. Start by having that conversation and the possibilities are endless.

How can BID business get involved?

Rainbow City is an opportunity for us all to work together as a community to make Wolverhampton a safer and more thriving place. We want businesses to get involved and let us know their feedback from our proposals of the Rainbow City. Email edi@wolverhampton.gov.uk for more information.

British Art Show 9



Sin Wai Kin, A Dream of Wholeness in Parts (still), 2021 © the artist. Courtesy the artist, Chi-Wen Gallery, Taipei and Soft Opening, London. Produced by Chi-Wen Productions.

Marguerite Nugent, Arts and Culture Manager at City of Wolverhampton Council reveals more.

What is British Art Show 9 (BAS9)?

It's a high-profile touring exhibition celebrating recent contemporary British art. It is presented every five years in four cities across the UK. Wolverhampton is the second stop on the tour, after Aberdeen. It's also touring Manchester and Plymouth.

Each city has a particular theme and ours is "Living with Difference". The exhibition will look at Wolverhampton's history as an important centre of immigration, the diversity of the population and what that means as a place to live.

There's a whole mix of media – paintings, sculpture, film, performance, installation - so something for everyone. There'll be programmes for families and school. The exhibition is free to attend. Don't come with any preconceptions about what to expect. Have a curious mind and you'll be really surprised about what you see.

Where will the exhibition take place?

The exhibition will be spread across the Art Gallery and the Fine Art Department of the University. There will be installations across the city centre by local artists.

Why is art important for Wolverhampton?

Culture generally is a very important part of the city offer. We know that more people want to visit and live in cities with a really good cultural offering. It improves the quality of life and contributes to people's health and wellbeing.

What are the opportunities for BID businesses?

British Art Show increases footfall to the city. We're expecting visitors from across the country and international visitors, as well as local residents. They will be looking for places to stay, eat and drink and other activities to enjoy while they are here. It's important we all work together to maximise the opportunity.



Alternative Giving CIO Charity Day

A pop-up boutique selling pre-loved items raised £250 for the Alternative Giving Charity on 8 October.

The boutique was run by members of the BID team and located on the Lower Mall of the Mander Centre.

There was a steady flow of customers throughout the day. All of the money raised will be donated though the charity to organisations and charities which support our most vulnerable, rough sleepers and those on the brink of homelessness.

Charity Grants Awarded

We are pleased to announce that funding grants have been awarded to 2 amazing organisations in the city centre all funded from donations received from the Alternative Giving Charity CIO.

The two successful awards have been made to The Haven for £4920 to provide a safe place to sleep and holistic support for women in Wolverhampton with no recourse to public funds. The second award of £3500 has been made to P3 Navigator to provide short accommodation especially during weekend or late at night where no other accommodation is available – this prevents no second night out on the streets.

£34,655.00

The total amount raised so far by the Alternative Giving Charity

ALTERNATIVE GIVING CIO

www.wolverhamptonchange.co.uk



Spotlight on the Evening Economy

The Safe Haven has been relocated to Queen Square, in a new format.

After 4 years at the Info Stop on Victoria Street, covid-related space restrictions meant that the position was no longer viable. A branded "Safe Haven" trailer now sits on Queen Square, at the top of Dudley Street, every payday weekend.

Delivered in partnership between the BID, City of Wolverhampton Council and supported by West Midlands Police, the service is complemented by the St John's Ambulance team who provide first aid and transport to hospital if needed.

The Safe Haven benefits from the increased visibility in its new location and has received tremendous praise from the public. A promotional post on the Enjoy Wolverhampton Facebook page gained 230 likes/loves, 38 comments and 305 shares.

Comments included:

"This is brilliant. People can feel safe. Well done to everyone involved."

Rita Dixon

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

Dolly Butler

"What an amazing initiative and huge amounts of praise and respect for all involved, truly amazing."

Hayley Wylie

Safety of Women at Night

The importance of the Late Night Safe Haven is paramount, to secure additional funding to increase the service and its frequency an application has been submitted for significant additional funding through the Government's Safety of Women at Night fund.

We worked in partnership with City of Wolverhampton Council and West Midlands Police on the bid. The funding would enable us to extend the Safe Haven and Night Guardian services. The outcome is expected in early November.

#ASKFORANGELA

Ask For Angela Campaign

The Ask for Angela campaign is supported by venues across the city. Customers can "Ask for Angela" if they feel unsafe or unsure of the person they are with. Staff will take them to one side or a safer location to find out what help they need.

If your venue needs any additional promotional material about the Ask Angela campaign please let the BID Team know.

Funding Application Submitted for Enterprise Hub

We have submitted an application for funding to support community involvement at the city's iconic new train station.

The Customer & Community Improvement Fund is CrossCountry's programme to support projects that have a community benefit or address an area of social need across the company's network.

We have applied for over £70,000 to establish an Enterprise Hub in one of the vacant retail units.

If the application is successful, the Enterprise Hub will be a multipurpose space for hot desking and community and business events such as station familiarisation tours, job fairs and training workshops.

As well as supporting the local community, it will enhance the customer journey and give a warmer welcome to people travelling through the station or into the city centre.

We want everyone to see a lively and engaging space and leave with a positive perception of Wolverhampton.



Hire Claude for your events

Claude the Ambassador Wolf is available to hire for business openings, product launches and special celebrations.

Free to hire for BID members, Claude will attract attention and add a sense of fun to the occasion. Claude is available for 30-minute meet and greets.

Call the BID Team on 01902 710903

Macmillan Coffee Morning – Pop Up Café

Our pop-up café for Macmillan on Queen Square raised £572.

We were amazed at the support of our business community who donated cakes (homemade, shop bought and knitted, thanks to Tracy from Wulfrun Wools and Crafts), samosas, coffee and tea and committed their staff as volunteers this September.

Thank you to all the businesses involved:

- Baguette About It Sandwich Shop and Café
- Iceland Foods
- Michael Kirk Butchers
- Pound Bakery
- Shuropody Foot Clinic
- The Duke of York
- Tony's Delicatessen
- Wulfrun Wools & Crafts
- Boots
- Krispy Kreme
- Thornes Solicitors
- Sachin's
- TCM Trailers
- The Sassy Coffee Company
- Tunwalls
- Yorkshire Building Society
- Marks & Spencer

The Macmillan Coffee Morning provides a great way of bringing more life to the high street for this fantastic cause and it was really special to see people enjoying cakes and coffee at the pop up café on Queen Square.



BID Business Directory

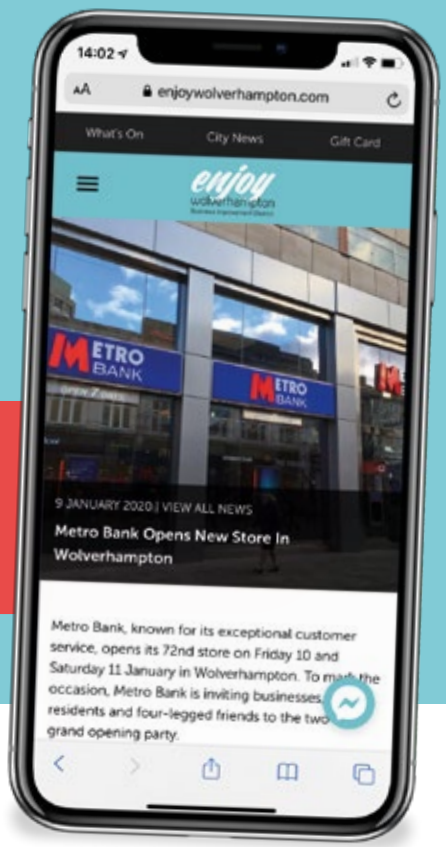
All of our BID Businesses are listed on our Directory at enjoywolverhampton.com. If you have any new logos, branding, opening hours or contact details please let us know so we can update our business directory.

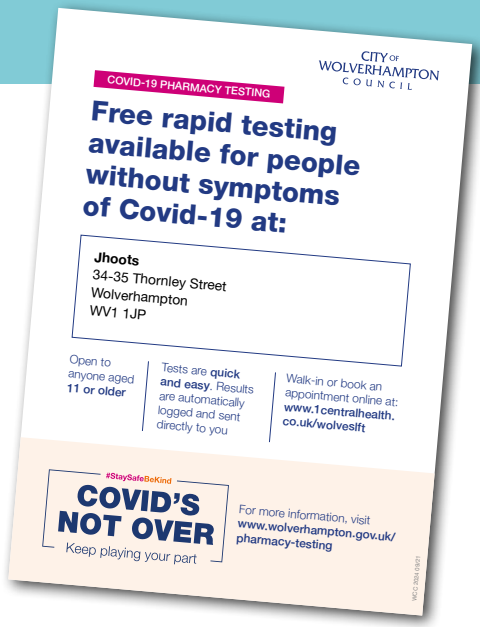
Tell Us Your News

Do you have an event, special promotion or product launch coming up?

Send your news to us and we can post it on the Enjoy Wolverhampton social media pages. Simply email shaun to share your news; shaun@wolverhamptonbid.co.uk

Over 12,000 people are waiting to hear from you on our social media plaforms.




CITY OF WOLVERHAMPTON COUNCIL

COVID-19 PHARMACY TESTING

Free rapid testing available for people without symptoms of Covid-19 at:

Jhoots
34-35 Thornley Street
Wolverhampton
WV1 1JP

Open to anyone aged **11 or older**

Tests are **quick and easy**. Results are automatically logged and sent directly to you

Walk-in or book an appointment online at: **www.1centralhealth.co.uk/wolvesIft**

#StaySafeBeKind
COVID'S NOT OVER
Keep playing your part

For more information, visit **www.wolverhampton.gov.uk/pharmacy-testing**

Convenient Covid Testing for your Business

City of Wolverhampton Council Public Health team are encouraging businesses to regularly test for COVID and now offer a convenient testing service at Jhoots Pharmacy on Thornley Street for quick and easy testing.

Dates for your Diary...

NOVEMBER

20th Nov: City Lights Switch On

City Centre - 3pm-7pm (Switch on at 6pm)

26th Nov: Black Friday

DECEMBER

1st Dec - 20th Dec: Elfie Selfie Trail

Elfie Selfie Trail begins. One lucky family will win £2500 worth of prizes. All in time for Christmas morning! Visit www.elfie-selfietrail.co.uk for more information.

Sat 4th Dec: Small Business Saturday

Sat 4th Dec until 9th Jan Cinderella Panto, Grand Theatre

Cinderella Pantomime at Wolverhampton Grand Theatre

Sat 4th Dec until 23rd Dec: Santa's Grotto.

Santa's Grotto at the Mander Centre.

Fri 17th Dec - Thurs 23rd Dec Christmas Dudley St Market

OPENING TIMES:

17th & 18th December, 9am-6pm
19th December, 10am-5pm
20th to 23rd December, 9am-5pm

See enjoywolverhampton.com for Festive Shopping Centre Hours.

FREE SUNDAY PARKING

Mander Centre and Wulfrun Centre NCP on 5th, 12th & 19th December