






enjoy wolverhampton

Annual Report 2016/17

# Bringing Businesses and Communities together for a vibrant and prosperous Wolverhampton









***"The BID has continued to establish itself in Wolverhampton having the opportunity to influence and steer more essential, diverse and exciting opportunities. Seeing the positive influence the BID has over such a wide range of issues really fills me with confidence for the future of the city. I would encourage anyone who wants to know more to speak to the BID team or its ambassadors so they can share their successes!"***

*Darren Murphy, Store Manager, Marks and Spencer's*

## BID DIRECTORS INTRODUCTION



We have achieved so much in our first 2 years and it is with excitement that we look to our 3rd year. This report features the projects, events and initiatives that Wolverhampton BID has been delivering, funded directly by city centre businesses for a thriving city centre.

Wolverhampton city centre is embracing significant regeneration and on every corner change is afoot. With the significant investment in the Mander Centre now nearing completion, new retailers looking to occupy the bright, attractive spaces created in the centre, transport improvements bringing the Metro into the heart of the city, a new train station brightening the Welcome to Wolverhampton and significant plans for markets, leisure, retail and residential these are exciting times for our city.

Wolverhampton BID is working hard to ensure that as our city goes through these significant changes, through marketing and promoting our city we make sure people know that we are open for business. We continue to develop and deliver even more reasons for people to Enjoy Wolverhampton with our 5 events and our marketing campaigns throughout the year. We continue to deliver on our 4 key areas of a safer, cleaner and more welcoming city centre, marketing, promoting and events, accessibility and parking and supporting city centre business to make sure our city is vibrant, attractive, welcoming and prosperous.

**Cherry Shine** | Wolverhampton BID Director

## STATEMENT FROM THE CHAIRMAN



Welcome to you all and thanks for being interested enough in this great City of ours to be reading this report. Our annual budget is in excess of £500,000 and we have been making it work very hard indeed to squeeze out as much benefit for the BID businesses as possible.

Currently we have the best collection of Ambassadors we have ever had bringing smiles and help to numerous companies and members of the public around our streets seven days a week. With the help of the CCTV now in the care of the BID, we are beginning to understand in even more detail the movement of people and the issues involved within the City limits. This enables us to be onto an issue straight away before it becomes an incident.

The introduction of the 'Alternative Giving Campaign' is gaining momentum and we will roll out more collection points in the City this year with the goal to reduce all forms of begging and offer proper help for those people, genuinely on our streets through no fault of their own.

This year will see the first ever WIRE (Wolverhampton Independent Retailer Excellence) awards, a great initiative to celebrate the skills we have in the City. Over 145 companies have entered, congratulations to them all.

Also this year will see the BID lead out the 'Wolves in Wolves' on our City Streets. Between July and September, 30 individually decorated Wolf statues will be scattered around the City and one will be roaming about! 'Wolf on the Move"! All sponsored by the business community and painted by local artists.

Towards the end of the year we are looking at launching a Loyalty/Gift card and our Streets will be brighter than ever in November and December as we roll out the extended Christmas lights program the widest the City has ever seen.

Everything can be followed on various media so sign up to follow us and keep an eye on **enjoywolverhampton.com** to check what the city can offer you, whether it's Parking or Partying, Shopping or Sightseeing. Tell all your friends Wolverhampton is back on the map.

Thanks again to the BID Team of Lucy, and Shaun, led by Cherry who have worked some very long shifts to keep the candle burning brightly during 2016/17 in our City.

**John Henn** | Wolverhampton BID Chairman and Independent Business Owner (T.A. Henn)



Over the next few pages, see what Wolverhampton BID has been doing in Wolverhampton City centre under each of our key objectives:

## Safe, Clean and Welcoming

## Marketing, Promotions and Events

## Accessibility and Parking

## Business Support

# Safe, Clean and Welcoming

### CCTV

Following the schemes year long pilot which introduced CCTV public surveillance for the first time in the city centre we are now a more responsive city. Through monitoring the CCTV and recording incidents of anti-social behaviour we have provided statements using our new intelligence to support the issuing of 7 court injunctions. We are currently gathering information to support the issuing of further orders to assist the police in removing anti social behaviour from our city centre. Using information from our CCTV Surveillance we have been able to provide information to businesses to reduce incidents of crime.

### Radio link

Connecting 110 businesses via our digital radio link, our City Ambassadors are now rolling out training to businesses to help them make the best use of the radio and build staff members confidence in communicating via the radio link. We ensure we are proactively responding to intelligence, reducing stock loss through theft and supporting a safe city centre.

*'The information and insight we had from our City Ambassador meant that we caught a shoplifter with high value items' Ann Aston, Boots, Security Manager.*

### Late Night Safe Haven

In its new location on the corner of Victoria Street and Queen Square this facility has had a real boost in users, by four fold. Now supported by a light medical service offering first aid, a taxi booking service, free flip flops, this facility really supports a fun and safe night out in the city centre. It is our plan to raise awareness of the new location through promotions in venues across the city centre.

### Street Cleansing

With our city streets being hot washed and cleaned we programme different areas of the city for 2 nights every month to ensure that our streets are cleaner and that our hotspot areas are targeted. Ambassadors continue to report fly tipping, graffiti and fly posting and where possible remove fly posting themselves.

### Vacant Unit Dressing

Dressing units in Dudley Street, Cleveland Street and Lichfield Street during 2016/17 we have transformed the visual appearance of our most prominent vacant units. More and more often we have found that vacant units that we feel could benefit from a transformation are being taken and are 'under offer' which is a true demonstration of a thriving city centre.

### Alternative Giving Campaign

Launched in October 2017 the scheme has already raised over £3000 for the charities P3 Navigator, St Georges Hub and the Street Pastors. The City Ambassadors who manage the scheme continue to be surprised about the amazing support for this campaign. 100% of the funds donated are passed directly to the charities that work with the homeless in our city centre to support them off the streets. The scheme also fundamentally seeks to discourage begging and raises awareness amongst the public that giving directly to people who present as homeless does not support a longer term solution for the welfare of people on our streets.






## CITY AMBASSADORS

Our team of 5 City Ambassadors are going from strength to strength with some really strong characters now engaging more than ever and more effectively with businesses. The team offer a friendly and warm welcome to all visitors to our city centre. They are always keen to help people who need directions and always offer to walk the person to where they need to go. With their new brighter and smarter uniform they are the friendly face of the city centre. They are all first aid trained and work closely with our CCTV operative to ensure that they communicate invaluable information to continue to keep your city's streets safe.

Actively recording issues of anti-social behaviour our team is instrumental in resolving issues. The team have collectively undertaken over 3500 business visits in this second year, sharing information about events, street works, BID updates, gathering your businesses promotions to share on our website and social media. They have been delivering radio link training and advising businesses of safety, saving and business support initiatives, they are the glue that keeps our city together.

**3500 business visits**

**55 security personnel radio link trained to date**

**75 promotions collated from your businesses for us to promote**

# Marketing Promotions and Events




## Seasonal Events

With our seasonal events including our Easter Craft workshops, Mad Hatter's Parade and Egg Hunt, Christmas Events including a market for the Christmas light switch on, Santa's magical Ice palace and Seaside in the City, Wolverhampton BID is committed to rolling the benefit of the additional footfall attracted to these events across the city centre. Over 3000 children visited Santa and the Elves at the Ice Palace within the Mander Centre, with 3000 people including young families attending our Seaside in the city event and people dwelling for longer in the city as a result of our festive market we aim to build on the success of our events.

## Enjoy Wolverhampton Live

Drawing over 6000 people into the city centre for family entertainment and live music the event 'Enjoy Wolverhampton Live' is growing as an event that puts Wolverhampton on the map as a vibrant City bringing positive perceptions of our city. Attracting families and a broad range of people this event not only provides the city with additional footfall it is a real opportunity to advertise our city centre businesses to a captive audience via the video screen and direct leaflets handed to all. Reaching over 45,000 people via Facebook, listeners of Signal 107 and a marketing campaign across the West Midlands this event really captured public interest and showcased our vibrant city.



## Wolves in Wolves

Working with the project group to plan and deliver this summer arts event and as main sponsor we are excited about the Wolves in Wolves finding their place on our city centre streets in July. Similar events held in other cities and towns have resulted in significant increases in footfall, spend and increased dwell time. With 30 Wolves positioned around the city we look forward to all city centre businesses benefitting from this family friendly event.

## WIRE Awards

Launched in February 2017 Wolverhampton BID are leading this project in conjunction with the City of Wolverhampton Council. The awards seek to celebrate the fantastic independent retail offer we have in Wolverhampton and are recognition of hard working independent retail businesses that make our city streets vibrant. Free to enter and open to all independent retailers in Wolverhampton, the awards provide an opportunity for us to promote our independents and showcase their unique offer that brings a rich diversity to our city centre. Working with media partner Express and Star throughout this project we will promote our independent businesses across the West Midlands and the awards will culminate with a spectacular awards night celebration of all of our independent businesses.



# Just some of the amazing feedback from Enjoy Wolverhampton Live!

Good night out.
Well done Wolves.
More of the same please!

Teressa Longhurst via Facebook




Had an amazing time!
Bring on next year!!

John Harrison via Facebook

"I had a fantastic evening with my partner and 14 year old son. The singers and bands were brilliant. I've always liked Hoosiers and Toploader but I have a new found appreciation for Lucy Spraggan. We had no problem getting in to town and parking on the old Sainsbury's car park, other car parks also seemed fine to get to. Getting in to the concert area was quick and easy, our bags were searched well which was fine and added to making us feel secure.

The atmosphere was amazing, everyone around us were singing and dancing but also considerate to others. We got pretty close to the front with no pushing or problems. There was a visible security and police presence, which again helped the event feel relaxed and safe and cleaners coming round to make sure litter was sorted throughout the evening.

Thank you to the organisers, security, cleaning team and everyone else involved. Brilliant event."

(Lisa Lewis via Facebook)

Great day, I went last year and this year and looking forward to it again and to see who they have there next year Dicky Dodd (Signal 107) was great, the security was brill for all the right reason the bag searching was on form can never be too careful these days great turn out to see so many people too, just great well done to all for this free event!

Jenny Williams via Facebook















enjoy wolverhampton Live!

**Website Update**
Updated in May 2017 – our new look website receives nearly 2000 hits per month and with our Facebook reach and engagement building we are always directing people to **enjowolverhampton.com** which showcases events, a directory of shops and business listings and city news. The BID business side of the website is currently being upgraded and will be launched in July 2017 to provide businesses with more up to date information on all of the activities of the BID team, city news and information.

**Visit Wolverhampton**
Working in partnership with the City of Wolverhampton Council we put our 'Enjoy Wolverhampton' branding to an extensive programme of events and activities happening in July. Visit Wolverhampton is essentially about supporting a vibrant city, promoting a positive perception of our city, attracting visitors, footfall and spend to its broad range of attractions and provides as a reminder on how many ways there are to enjoy Wolverhampton not just in July but all year round. This 10 day campaign attracted over 6,500 participants across a range of Wolverhampton venues, appealing to everyone whatever people's age or interest and reaching an audience of over 2 million.



12 positive news stories for our city centre

18 radio advertisements for city centre events and campaigns

13 west midland wide bus advert campaigns, putting our city in mind as a destination.

Articles in What's On, Staffordshire Living, Express and Star, The Chronicle and Wolverhampton magazine.

# Accessibility and Parking

**NCP Parking Incentives**
Working closely with NCP we were able to secure free evening parking at Wulfrun Centre NCP for February 2017 to support evening venues and restaurants. With 5 NCP car parks in our city centre we will continue to work with NCP to develop parking incentives and offers that continue to attract visitors to our city centre.

*"The work Wolverhampton BID are undertaking is bringing new life to the city and generating increased returns and new customers to the area. NCP Ltd are really pleased to have such an excellent working relationship with the BID and its team, this has enabled us to adapt our working patterns and product to accommodate the new needs for customers visiting Wolverhampton for these great events; it is certainly helping "Grow our Business".*

*Sue Winmill, Business Manager, NCP*

**Extended Free Christmas Parking**
Over Christmas 2016 Wolverhampton BID secured extended free Christmas parking on the City Of Wolverhampton Council owned car parks. We are continually in dialogue with the council on how we can reduce the cost of parking and enhance the perception of parking and accessibility in the city.

**Making Changes**
Directly as a result of the BID's feedback on the negative impact of the bus lane enforcement at Piper's Row, the City Council are changing road signage and markings to give car drivers in our city a better warning and clearer directions.

**BID Business Parking Scheme**
Over 155 city centre business employees are now signed up to our exclusive BID business parking tariff, saving £2 per day whilst parking at NCP Wulfrun Centre. This scheme is available to all BID businesses and goes a long way to supporting an attractive city to work.

# Business Support

**Business Savings Scheme**
Providing savings of over £86,500 directly to BID businesses via the scheme. Here are two of our most recent savings.

- Independent beauty salon has secured merchant fees and telecoms savings of £1,970
- Independent furniture retailer has identified savings of £5,785 across energy, merchant fees and telecoms.

**A Business Voice**
As a recognised and representative voice of city centre businesses the BID team and Board of Directors are 'at the table' in conversations with key stakeholders on the development and prosperity of the city centre. With representation at the Economic Growth Board, Wolverhampton Business Crime Reduction Group, Queen Street Townscape Heritage Partnership, Partner Venues group, City Tasking and the Healthy High Streets team we provide a strong and influential voice for city business.

**A Warm Welcome**
Where we can, we assist with new business enquiries, offering advice on Local Authority contacts, local agents and our deep understanding of the city to any potential investors. Ensuring all new businesses to our city have a warm welcome we have produced 'Welcome Packs' showcasing the range of diverse projects we deliver. Meeting with each new business we present the packs and discuss the businesses' needs and how we can help.

**Healthy High Streets & A Retailer's Voice**
Being part of the Healthy High Streets programme and working with Marks and Spencer's, WILKO, Santander, Boots, Greggs, Exterion Media and many more high street brands we will be developing the established network to provide a stronger voice for retail in the city.

*"As the BID matures it great to see how working in partnership with the Healthy High Street programme we have been able to start to develop a stronger retailer's forum. This is something that I believe could be a really exciting opportunity for all size retailers to be involved in to help influence the future success of Wolverhampton."*

*Darren Murphy, Store Manager, Marks and Spencer's*

# Year 3 - The Year Ahead

### Gift Card and Loyalty Scheme

Customer loyalty is something that we want to embrace and during our third year we will be researching and rolling out a loyalty scheme that works for all of our city centre businesses to promote, offer incentives and deals to entice the widest range of visitors and potential customers. Alongside this to ensure that we retain as much spend within our city centre we will be looking to launch the Enjoy Wolverhampton Gift Card and 'lock in' spend making it simple for businesses to use and making sure it reaches existing and new customers to our city.

### CCTV

Bringing the service in house and training our City Ambassadors to man the scheme the service will benefit from even closer working between the CCTV Operative and the City Ambassador team. Enabling the Ambassadors to build on their knowledge of the city streets along with their closer insights into the city's CCTV system this can be communicated to businesses to ensure that we can more pro-actively respond to incidents of crime and anti-social behaviour to support a safer city.

### Enjoy Wolverhampton Live

Planned and prepared for in year 2 and delivered early in our 3rd year this live family fun day and live music event has really captured the public's imagination, making sure that when they think of Wolverhampton city centre they recall this fantastic, free event which attracted over 6000 people to a buzzing city centre. With food and drink stalls in the event space we were able to support further city businesses to benefit from the additional footfall, we aim to grow this event year on year.

### Wolverhampton Food and Drink Festival

Working closely with festival providers we support this exciting introduction to our city's event calendar and look forward to it being a success in July 2017.

### Alternative Giving

We will be raising the profile of this campaign throughout the year especially in small charities week. Donation points are already inside Boots, Zuri Coffee, Costa Coffee in Victoria Square, Yates, the Info Stop on Victoria Street, Virgin and Sainsbury's. We're now rolling out a number of smaller points which can be easily accommodated in any business. Any companies interested in supporting the scheme can let their ambassador know or call the BID team.

### A Brighter Christmas

Building on our successful roll out of additional Christmas street lighting during 2016 /17 where we installed Christmas lights on 6 additional city centre streets, including a section of Lichfield Street, Snow Hill, Garrick Street and Market Street. In our third year we are rolling out additional Christmas lights across all main city streets, ensuring all aspects of the city are festive, bright and enticing to city shoppers and visitors.

### Wolves in Wolves

As main sponsor for the largest public art event the city centre has ever seen we are excited to see the Wolves in Wolves on our City's streets. Working in partnership with Outside Centre (Local Disability Charity) and City of Wolverhampton Council our year 2 involved significant planning and preparation for this event which will be live in July, August and September 2017. With 30 Wolf sculptures being located across the city centre we aim to attract families and visitors to our city which supports the fundamental ethos of Wolverhampton BID. The Wolves will inject a sense of fun into our centre, remind people of the amazing city we have and support businesses to thrive by driving significant footfall for the duration of the project.

### Reporting Footfall

Now our footfall counters have been installed for a year in both Dudley Street and Queen Street we can now look in more detail at comparison data as we deliver events and understand in detail our city centre, the busy times and the impact of promotions.

# Our Budget Explained

**Income in Year Two – 2016-17**

The total BID levy income due to the Wolverhampton BID Company for 2016-17 was £557,950. This BID levy was supplemented by an additional income of £85,000.

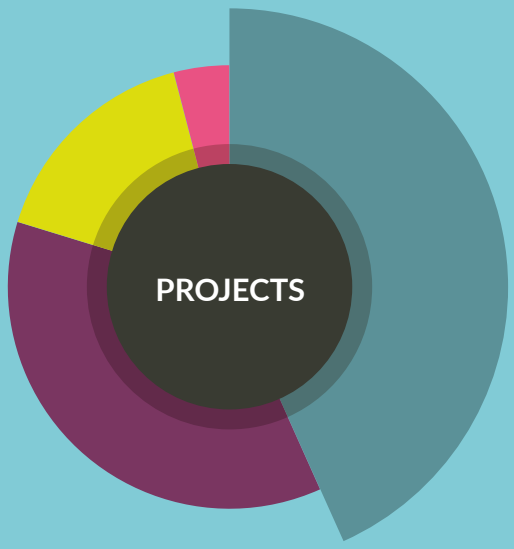
The total budget expenditure was split across the 4 key objectives which are:

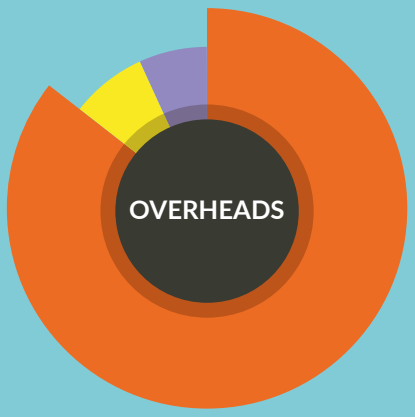
- A Clean, Safe and Welcoming City;
- Marketing, Promotions and Events;
- Accessibility and Parking;
- Business Support.

**The Year Ahead – 2017-18**

Looking ahead to the year 3 budget, the levy due to be received in 2017-18 is estimated at £506,550 with changes to Rateable Values resulting from the April 2017. Revaluation affecting the levy income. The total amount of expenditure is forecast to be £591,550 with the balance being met from additional income sources.

## EXPENDITURE FOR OUR 3RD YEAR:




**Clean, Safe and Welcoming**
£192,668

**Marketing and Promotions**
£162,188

**Accessibility and Parking**
£72,083

**Business Support**
£18,021

**Staffing and Overheads**
£125,390

**Levy Collections Costs**
£11,200

**Contingency**
£10,000






# Bringing businesses and communities together for a vibrant and prosperous Wolverhampton

# The BID Board of Directors

Representing independent businesses, multi-national brands, the evening economy, public services, professional services, entertainment venues and small and large employers.

**WOLVERHAMPTON BID CHAIRMAN**

**John Henn** *TA Henn*

**Councillor John Reynolds** - *Wolverhampton City Council*

**Supt Keith Fraser** - *West Midlands Police*

**Lal Chand** - *WILKO*

**Iain Watkins** - *The Grand Theatre*

**Debbie Eggerton** - *House of Fraser*

**Darren Murphy** - *Marks and Spencer*

**Steve Morton** - *Wolverhampton Wanderers FC*

**Chris Bourne** - *Eterno*

**Bilvir Chander – Kumar** - *Equinox*

**Sham Shamra** - *Zuri Coffee*

**Fay Slater** - *Slaters Bar*

**Alison Westwood** - *Thornes Solicitors*

# Final Words

Our representative Board of Directors, BID team and City Ambassadors continue to deliver a varied and cross cutting range of projects and initiatives. Across every project we are developing the BID's and the City's identity and making sure at every opportunity the city is in the mind of people as a vibrant, thriving and changing city and we embrace our city's bright future.




**Find out how you can get more involved at**
www.enjoywolverhampton.com










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