

WOLVERHAMPTON BID EXCELLENCE AWARDS 2023

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Business Improvement District

WOLVERHAMPTON CityTALK

Wolverhampton BID Excellence Awards: A Night of Networking, Celebration and City Centre Pride



Cherry Shine, Wolverhampton BID's managing director, reflects on the ceremony:

"Grand Station was the absolutely stunning venue for our Awards Night and it did not disappoint.

From the moment we opened the doors to the Old Ticketing Hall on 13 July and drinks were served under the beautiful crystal chandelier, it was amazing to see everybody arriving, excited and dressed in their best outfits, eager to celebrate together.

Hit the Dhol provided a fantastic and dramatic introduction to proceedings. Their drumming reverberated in the air as they led everyone into the Grand Hall for the ceremony and dinner.

50 businesses and more than 230 guests were in attendance, representing every industry and level, from shop floor and administration to senior leadership and management.

There was a real sense of pride and community as people sat down together at the tables bedecked with candles and floral centrepieces.

Our host, Greatest Hits Radio's Andy Goulding, brought a professional, yet warm and engaging tone to the evening.

It was also fantastic to welcome Wolverhampton South West MP Stuart Anderson, who had travelled directly from Parliament to celebrate and recognise the hard work of our city centre businesses and people.

Our aim was to host an event that was enjoyable not just for the winners, but for everyone who attended. There additional prizes and surprises throughout the night.

One of the highlights of the evening was the surprise performance by the "singing waiters".

Two former West End performers fooled everyone when, whilst helping to clear the main courses, dropped a tray of cutlery. They then launching into a fabulous 30 minute set which included "Sweet Caroline", "Proud Mary" and "(I've Had) The Time of My Life".

They even started a conga which snaked through the Grand Hall. Where else do you get the opportunity to network like that?!

Most of all, it was incredible to see our city centre businesses recognised for their dedication, resilience and determination.

It's been said more than once about how tough the judging process was - and it's absolutely true. I saw the judges first hand and I was glad not to be in their shoes.

However, I read all of the applications and it was a privilege to find out more about your businesses and all the personalities that drive them. I just wish there could have been more winners!

Congratulations to all of the winners and Highly Commended businesses. Be very proud of what you have achieved."

Iain Watkins, Wolverhampton BID chairman and BID Excellence Awards judge said "it was fantastic to see all the people I'd met through the judging process again and feel their excitement.

There was a real buzz in the air. It was such a positive and affirmative event, and the judging process was inspiring and really quite emotional. I'm delighted and proud to have been part of it."

See the full photo gallery from the BID Excellence Awards at https://enjoywolverhampton.com/awards/gallery

Find out more about the stunning Grand Station venue at www.grandstation.co.uk

Congratulations to all our Winners

Start Up of the Year
(Sponsored by Thompson AVC)
Bank

Rising Star
(Sponsored by Rapid Pack Fulfilment)
TA Henns' Kathryn Southan

Community Champion
Simple Acts of Kindness

Diversity and Inclusion
Arena Theatre

Excellence in Hospitality and Leisure
Dancebox

Excellence in Health, Beauty and Wellbeing
Shear Perfection

Excellence in Professional Services
Nationwide

Retail Excellence
Max Spielmann

Marketing Activity of the Year
(Sponsored by Depict Creative)
The Haven Wolverhampton

Enjoy Wolverhampton Bounce Back Champion
Smithridge Healthcare Ltd

Unsung Hero
Wolverhampton LGBT's Kelly Walker-Reed

The People's Favourite
(Sponsored by West Midlands Metro)
Eclipse Kickboxing

Thank You to Our Sponsors...

Sponsorship has enabled the inaugural Wolverhampton BID Excellence Awards to be a success.

Thank you to our headline sponsors, Region Security Guarding.

Region Security Guarding are located on Waterloo Road, but have security guards located all over the UK and can provide security services nationwide.

They are committed to providing high-quality standards with a cost-effective solution. First class security guarding lies with the performance of their team of security officers and supervisors.

All of their guards are fully vetted (BS7858), trained and licensed to meet standards set by the Security Industry Authority (SIA). They also strongly believe in giving back to the community that has supported them throughout the years. It is a way for them to give back, make a positive impact and ensure that everyone has a chance to thrive.

Our category sponsors were:

- West Midlands Metro
- Depict Creative
- Thompson AVC
- Rapid Pack Fulfilment

Further Sponsors were:

- Converrt
- MRS Communications
- Place Support Partnerships
- Purcell Branding

12 Categories Celebrating the Best of Our City Centre...

Start Up of the Year

The Start up of the Year category recognised the courage, resilience and lots of hard work it takes to start a business. Aimed at new business on the block (up to 2 years) that are making giant leaps in their industry, the finalists were:

- **Bank**
- **Cafe Rosa**
- **Chickaros**
- **Cafe Royale**
- **Mak Halal**



The Winner: Bank

Instagram @bankwolverhampton

Bar and live entertainment venue Bank, located on Lichfield Street, took home the winners trophy. The judges described it as "a stunning venue, has had an impressive fit out and has an amazing vision for the short term future. It's brave, has a wow factor, and there's nothing else like it. The city needs this!" Unfortunately, Bank were unable to attend the awards ceremony, so judge and BID board director Richard Scharenguivel collected the award on their behalf.

Highly Commended: Cafe Royale

Instagram @caferoyalewolvo

Victoria Street's Cafe Royale was awarded Highly Commended by the judges for their resilience, great initiatives - including a monthly autism friendly cafe - and sourcing of local products.

Owners Tracy Smith and Paula Abdelaal said: "We're excited and really pleased to be awarded Highly Commended. It's hard work but we're proud of what we've done in two years.

We love our little business and we want to do well. It's something different in Wolverhampton and we think the city needs what we've got."

Sponsor Spotlight: Thompson AVC

Thompson Group
CONNECTING TECHNOLOGY

The Thompson Group provides specialist design, installation and maintenance of integrated security, fire, communications and life safety systems across the UK.

Their passion is in delivering the right technology or combination of technologies for any building or environment; enabling people to live and work safely and to simplify and add value to their day to day operations.

www.thompsonavc.co.uk • info@thompsonavc.co.uk • Instagram: @thompson.group

Rising Star

The Rising Star category recognised up and coming talent aged between 16 and 25 years old in our city centre businesses.

Rising Stars are committed and hardworking individuals, going above and beyond what is expected of them. They show a positive attitude, striving to learn and tackle any challenges that come their way.

The finalists were:

- **Julia Waliszewska, Saints Training**
- **Kathryn Southan, TA Henn**
- **William Fitzpatrick, Region Security Guarding**
- **Lauren Jones, Krispy Kreme**
- **Chloe Dowding, Pertemps**



The Winner: Kathryn Southan, TA Henn

The Winner: Kathryn Southan, TA Henn

The judges said it was inspiring to learn of so many talented individuals contributing to the success of businesses large and small, taking on new challenges and providing themselves and their employers with new skills and new customers.

The judges said "Kathryn is the perfect example of an individual whose talents have come to the fore when given additional responsibility and the opportunity to learn new skills.

"Since being recruited, she has far exceeded expectations, stepped up beyond her role and learned a range of new skills.

"An independent city retailer uncovered a hidden gem."

On receiving her award, Kathryn said "it's the first time I've ever been nominated for anything like this and winning feels surreal. It was a complete surprise!

"I absolutely love where I work and who I work with. Every day there's something different."

Highly Commended: William Fitzpatrick, Region Security Guarding

The judges said "William has steadily carved out a niche as a marketing expert since being recruited as marketing apprentice in 2016.

"Developing skills and confidence as the business expanded, both his ability and importance to the business grew to the extent that he began contributing to management planning and is now Head of Digital Marketing & Business Development."

Sponsor Spotlight: Rapid Pack Fulfilment

Rapid Pack Fulfilment are a tech driven third party logistics provider.

They pick, pack & process B2C & DTC orders seamlessly, and also offer fulfilment services for B2B, Ecommerce, subscription boxes and returns.

Ben Slater, founder of Rapid Pack Fulfilment said "I love Wolverhampton and I think it's awesome to bring all the local businesses, and people who support them, together.

"Everything we do at Rapid Pack is about supporting people who are striving to get somewhere in life, especially young people and those who are early in their careers. We've been the recipient of awards in the past, so it's nice to be on the other side as a sponsor.

"Congratulations Kathryn!"

www.rapidpack.co.uk • Instagram @onlinefulfilment

Community Champion

The Community Champion award recognised a team which is committed to helping the wider community, through collaborations, fundraising or volunteering.

Our finalists' actions, initiatives and outlooks have truly made a positive impact on Wolverhampton. The finalists were:

- **Wolverhampton Grand Theatre**
- **Region Security Guarding**
- **Simple Acts of Kindness**
- **State Bank of India UK Ltd**
- **WCR FM**



Leanne McDonald - Simple Acts of Kindness

The Winner: Simple Acts of Kindness

Facebook @simpleactsofkindnesscic

Simple Acts of Kindness is a community led business. It was set up around lockdown. It now supports the local authority, The Haven, health workers and other organisations, and helps 200 families per year with everything from furniture to clothes.

The judges said "It's a very impressive and important provision for those in need."

Founder Leanne McDonald said "It's lovely to be named Community Champion. I feel quite emotional about it. It's down to everyone that has helped it grow to where it has got to.

"I think community is important for people to be happy and to make things happen. If you don't work together, it's difficult to progress."

Highly Commended: Wolverhampton LGBT

The judges said "Wolverhampton LGBT delivers such a wide range of services and facilities, it is arguably unique in the UK, and certainly the Black Country.

"With everything from arts and craft groups to specialist counselling services the charity is dedicated to enhancing the lives and wellbeing of the communities it supports, helping to ensure that everyone feels safe and welcome in their city centre."

Diversity and Inclusion

The Diversity and Inclusion award was a celebration of Wolverhampton's commitment to being a place where people can truly be themselves. Our finalists embrace and proudly promote these values and create an environment where both employees and customers feel safe and welcome. The finalists were:

- **Arena Theatre**
- **Wolverhampton LGBT**
- **Wolverhampton Wanderers Football Club**
- **New Look**
- **Saints Training**



Neil Reading – Arena Theatre

The Winner: Arena Theatre

Instagram @arena_theatre

Arena Theatre has embedded Diversity and Inclusion in all aspects of its practice, enhancing cultural and creative opportunities in the city centre.

The judges praised the theatre's small team and said "it has gone above and beyond the expectations of its Arts Council funded status to establish and maintain a culture that is truly welcoming, ensuring all staff are skilled with the ability to assist and communicate with its many visitors."

Neil Reading, Arena Theatre's Artistic Director said "It's always our priority to make sure that the broadest section of the population of Wolverhampton are able to come and take advantage of what we do. "We don't seek recognition for it, so when somebody does recognise the good work, then that's really nice. It makes the hard work worthwhile."

Excellence in Hospitality and Leisure

The Excellence in Hospitality and Leisure award recognised the businesses and organisations where we spend our leisure time and celebrate key milestones and life events, turning normal days into special occasions.
Our finalists have survived and thrived in business, despite the difficult trading environment, have shown consistent business performance and offer excellent customer service. The finalists were:

- **Dancebox**
- **Buono e Fresco**
- **Eclipse Kickboxing**
- **Cafe Royale**
- **Nutmeg**



Yvette Owen- Salmon, Liam Pilsbury & Lauren Millar – Dancebox

The Winner: Dancebox

Instagram @danceforcewolves

The judges were blown away by Dancebox and how owner Naomi Wootton lives and breathes her business. They praised the interest the teachers take in customers' individual journeys and development.

They said "the experiences Dancebox enables, like representing Wolverhampton at the British Open Championships in London, change lives. They create memories children and families can keep forever."

Yvette Owen-Salmon, Liam Pilsbury, Lauran Millar received the award on the night. They said "It feels incredible to win. Naomi puts everything into Dancebox and it's so deserved. "We've gone from students to teachers and it's the first time we've won something on home turf in Wolverhampton. To bring this back is just amazing.

"Our parents are all really hyped up. Everyone will be screaming. They will love it!"

Highly Commended: Cafe Royale

Cafe Royale was also awarded Highly Commended for Start Up of the Year. This Victoria Street cafe has made a strong impact in its first two years in operation.

Excellence in Health, Beauty and Wellbeing

The Excellence in Health, Beauty and Wellbeing award recognised outstanding health, beauty and wellbeing providers which help their customers look and feel great.

Our finalists go the extra mile to provide an excellent customer experience and service. The finalists were:

- **Boots**
- **Shuropody**
- **Shear Perfection**
- **The Perfume Shop**
- **Lisa Milner Hair**


Laura Everitt, Danielle Mitchell & Danielle Pratt – Shear Perfection

The Winner: Shear Perfection

Instagram @shearperfection.sp

Shear Perfection is an independent boutique salon which opened on Salop Street in early 2020 and battled against lockdown. The judges commended them on surviving through the pandemic and were particularly impressed by the attention to adjustments specifically for different religions and quiet sessions for those with autism and ADHD.

Laura Everitt, Danielle Mitchell and Danielle Pratt received the award. They said "It's been an amazing night. It's nice to see so many businesses still in Wolverhampton, mingle and make new connections. We don't normally have time to make ourselves glam, as we get everyone else done up. It's nice to have our turn!"

Excellence in Professional Services

The Excellence in Professional Services award celebrated all professional service providers from skills and training, solicitors, accountants and estate agents to financial services, marketing and recruitment.

Our finalists are committed to excellence in their industry, have a competitive advantage and tackle whatever challenges come their way. The finalists were:

- **Regus**
- **State Bank of India UK Ltd**
- **Saints Training**
- **FBC Manby Bowdler**
- **Nationwide**



David Stallard, Claire Preston & Mark Bourton-Payne - Nationwide

The Winner: Nationwide

Instagram @nationwideBuildingSociety

The judges said "Nationwide is a national chain with a local branch on Dudley Street that feels like an independent. With an exceptionally friendly customer focussed team, and a fresh and welcoming environment, this branch is attracting customers from many High Street rivals.

Nationwide's manager, Mark Bourton-Payne said "There was tough competition so it's absolutely amazing to win.

"This could not be achievable without the fantastic team that works in my branch every day."

Highly Commended: Saints Training

Instagram @saintstrainingltd

Saints Training is a small family company which delivers SIA training to a wide range of individuals in the heart of Wolverhampton.

The judges said "their strong emphasis on challenging preconceptions about the industry and removing barriers to learning has had a transformative effect on individuals from many different backgrounds, all the more remarkable for the scale at which they operate."

Celebration with Wulfrun Centre team and Stuart Anderson MP

Retail Excellence

Retail excellence is so much more than retail transactions. The customer experience creates a talking point that's pivotal to driving footfall to our city centre, building loyalty and repeat custom.

Our finalists champion the in-store experience and offer outstanding customer service which cannot be replicated online. The finalists were:

- **Nathan Rose Music**
- **The Entertainer**
- **Max Spielmann**
- **Rudell the Jewellers**
- **Native Menswear**



Julie Jones, Dale Ebbans, Ali Chowdry & Denise Brewer – Max Spielmann

The Winner: Max Spielmann

Instagram @max_spielmann_photo

Max Spielmann was praised by the judges for going above and beyond the norm to make every customer feel special.

The judges said "they are passionate about helping customers and have a real desire to help the older generation who are foxed by IT. The judges particularly liked the personal touch and the loyalty engendered by the service." Max Spielmann is store manager Dale Ebbans said "I can't believe it! We weren't expecting to win.

We work hard and it's nice to know we're doing a good job. If you ever need us, we are on the corner of Dudley Street. We're there waiting for you."

Highly Commended: Nathan Rose Music

Instagram @nathanrosemusic

Nathan Rose Music was established as an independent music school and independent retailer in 1996.

Located on Skinner Street, the judges particularly liked Nathan Rose Music's "family approach" and outreach aspect. They described the team as "clearly passionate about the musical community, engendering trust and word of mouth recommendation."

Marketing Activity of the Year

Marketing Activity of the Year celebrated creative, engaging and successful marketing activities to promote our finalists' services, products or initiatives. The activity has helped to raise their brand awareness, drive footfall and boost sales or donations. The finalists were:

- **Mander Centre**
- **New Look**
- **The Haven Wolverhampton**
- **Shop in the Square**
- **Rudell the Jewellers**



Maryjane Squires, Jade Secker & Hayley Powell - The Haven

The Winner: The Haven Wolverhampton

Instagram @thehavenwton

The Haven Wolverhampton won Marketing Activity of the Year for their 104 Campaign. 104 signifies the number of women killed each year by a current or former partner.

The judges said the campaign has "engaged a wide community, drives considerable funds and has longevity. It is innovative and can be accessed by all, all year round. It has opened up this charity's fundraising to new donors and continues to do so. A great campaign from a great team."

The award was collected by The Haven's Jade Secker, Hayley Powell and Maryjane Squires.

They said "It's The Haven's 50th anniversary this year so we're especially excited to win. It's a recognition of how difficult things were in lockdown - not just for us but for everybody - but we were able to come together through that challenge.

"Having our campaign recognised also shows that it is worthwhile and makes a difference. It drives a passion to continue to be innovative and creative.

"It's really nice to be a part of the event as a whole and see so much celebration in the city.".

Highly Commended: Mander Centre

Instagram @mandercentre

The judges said Marketing Activity of the Year was a very tight category with 2 very close campaigns.

The Mander Centre was awarded Highly Commended for their GeekCon marketing campaign. GeekCon was a mini comic con style event in November and was promoted across multiple channels. The judges said it was a "fabulous campaign with great results".

DEPICT
THE CREATIVE AGENCY

Sponsor spotlight: Depict Creative

Depict Creative is a Wolverhampton-based design and marketing agency who love to build brands, design for print & develop digital delights.

They create engaging stories for a wide range of businesses through branding, graphic design, website design, social media and video.

Depict Creative also designed the visual branding for the Wolverhampton BID Excellence Awards.

Nick Watts, Depict Creative's Managing Director said "Depict Creative has always been a champion of Wolverhampton. We genuinely want to help our city's businesses raise their profile through marketing and design and to go on and do the best that they can do.

It has been an extraordinary evening and fantastic to see all of the business come together. Congratulations to The Haven on winning Marketing Activity of the Year!"

On the night, Depict Creative also gifted its website services to Simple Acts of Kindness (Community Champion Winner) after hearing about the organisation's fantastic work and how it doesn't currently have its own website.

www.depictcreative.co.uk • info@depictcreative.co.uk • 01902 283029 • Instagram @Depict_Creative

Enjoy Wolverhampton Bounce Back Champion

The Enjoy Wolverhampton Bounce Back Champion award celebrated those businesses who have succeeded against the odds and remain positive, motivated and professional throughout these challenging times. Our finalists are resilient, passionate and have exciting plans for the future. The finalists were:

- **Dancebox**
- **The Framer's Gallery**
- **Green Doughnuts**
- **The Haven Wolverhampton**
- **Smithridge Healthcare Ltd**



Smithridge Healthcare Team

The Winner: Smithridge Healthcare Ltd

Smithridge Healthcare overcame significant trading challenges in a vital sector during covid.

The judges said "they have a fantastic can-do attitude. They acted quickly and pivoted during the pandemic. They increased turnover by 165% and now partner with the City Council, Wolves @ Work and Black Country Impact for free healthcare training.

They are growing with some very ambitious plans."

The Darlington Street-based healthcare recruitment business continues to grow and thrive. Since the pandemic they have opened two new businesses, one supporting children's services and one supporting children's domiciliary care.

Nick Smith, Smithridge Healthcare's Managing Director and owner said "I think this is the first thing we've ever won and it feels fantastic.

It's down to the hard work and dedication of the team and the dedication of the nurses and carers that we employ."

Highly Commended: The Haven and Dancebox

Instagram @thehavenwton @danceforcewolves

The judges found it particularly challenging to choose only one winner. Two businesses were therefore awarded Highly Commended.

The Haven was praised for their "extraordinary adoption of plans and increased counselling in challenging times, combined with great ambition" and being a "bedrock in the city".

Dancebox was praised for their "great bounce back and ambitious plans."



State Bank of India UK Team

Unsung Hero

The Unsung Hero award celebrated extraordinary individuals and teams in Wolverhampton city centre who deserve true recognition for their hard work, support and commitment. The finalists were:

- **Wulfrun Centre's Alan Clee and Mark Wylde**
- **Dicky Dodd**
- **Wolverhampton LGBT's Kelly Walker-Reed**
- **Boots' Lilian Binder and Mohammed Idrees**
- **Mander Centre's Paul Barnett and Abraham Sahabzada**

The judges found this an incredibly hard category to judge. All finalists had a very strong case.



Kelly Walker-Reed - WolverhamptonLGBT

The Winner: Kelly Walker-Reed, WolverhamptonLGBT

Kelly Walker-Reed has been the Chair of Wolverhampton-LGBT since 2017. She is also a full-time nurse at New Cross Hospital.

She was chosen as Unsung Hero for her extraordinary dedication, hard work and sheer force of nature to build and drive a thriving Wolves LGBT+.

Kelly said "It's nice to see local people being recognised because Wolverhampton's a great city.

It's lovely and an honour to be singled out as Unsung Hero. However, there are so many people involved in the charity. They deserve as much applause as I do, for giving their time freely.

WolverhamptonLGBT exists to support people who are LGBT or allies of the community, family and friends of LGBT people.

"We're here even if you just just want to come along and have a cup of tea and have a chat and be amongst really inclusive and welcoming people.

Highly Commended: Dicky Dodd

The Haven nominated Dicky Dodd for the award.

Jade Secker, fundraising manager at The Haven Wolverhampton said: "Nominating Dicky Dodd allows us to express our utmost gratitude for everything he does. He goes above and beyond not only for The Haven, but for so many others in the wider community.

"He played an integral role in securing a partnership with National Express, giving us the means to take vulnerable service users on life-changing and memorable days out. Of course, he volunteers to drive too!"

The judges said "We would like to award highly commended to Dicky Dodd for his outstanding contribution to The Haven. He is an inspiration."



The People's Favourite Business

The People's Favourite Business award celebrated those who deeply understand their customers and anticipate their needs. They go the extra mile and make their customers' days brighter and lives better in their own unique way, whatever the sector.

This was different from all the other award categories as it was down to a public vote.The nomination process opened in February when the awards launched. Over the next few months, businesses from across the city centre worked hard to secure nominations. Five finalists were shortlisted in May from 1,700 public nominations:

- **Boots**
- **K Teas**
- **New Look**
- **Eclipse Kickboxing**
- **Sweet Memories**



Eclipse Kickboxing Team

They were all worthy finalists. They campaigned hard, sharing links to nominate and vote on social media, printing off QR codes and placing them around their premises and using it as a talking point to engage customers.

But there could only be one winner...

The Winner: Eclipse Kickboxing

Eclipse Kickboxing won with an impressive 662 votes, more than 230 than second place.

Eclipse was started 32 years ago by Fran Zuccala, a two-times World Champion full contact kickboxer, with a £3,000 loan from the Prince's Trust.

Just before the pandemic they moved to their own premises. Fran said that this was the worst time to move and it was almost the end of Eclipse. However, he credits the survival of the business to their loyal customer base.

Now Eclipse teach 700 students in their centre on Tempest Street, offering kickboxing, boxing and gracie jiu jitsu lessons and competitions. However, for Fran, the discipline and consistency that the martial arts instil in his young students (and much-needed time away from social media) are most important.

Fran said "It's like winning the lottery, I can't believe it!

"We try to keep a family vibe at Eclipse and I think that's what makes us so successful. If mums drop their kids off, they sit in reception and have a coffee. They relax, they all chat.It's a very communal kind of thing.

"To get the People's Vote is what everybody wanted. I can't stop smiling."

West Midlands Metro

Sponsor Spotlight: West Midlands Metro

West Midlands Metro customers will soon be able to enjoy seamless connections between trams, trains and buses with the launch our new stops in Wolverhampton.

Connecting the existing network at The Royal to the main railway station at Wolverhampton Station, the extension will also serve Pipers Row for the bus station when it opens on Sunday 17th September 2023.

Following thorough testing and driver familiarisation on the new line, its official launch will mark another milestone for the growing Metro system and another major boost for the thousands of people who rely on it every day for business or leisure.

Visitors from outside the area by bus or train can simply hop on a tram for onward travel to some of the region's top cultural and sports venues, while local communities will benefit from an even better-connected transport network. We can't wait to welcome them aboard our trams."

The driver training programme followed the handover of the new line to the operator by the Midland Metro Alliance, which is responsible for the design and construction of the tramway extensions, on behalf of Transport for West Midlands.

When the extension opens, it will serve the new stops at Pipers Row and Wolverhampton Station for a short time only. During this time, the team from Midland Metro Alliance will be completing systems integration activities and street scene improvements in the vicinity of the current terminus at Wolverhampton St. George's which will then allow for two termini operation later this autumn.

www.westmidlandsmetro.com
Instagram @midlandmetroalliance

Wolverhampton BID Excellence Awards in the News

The awards programme has attracted coverage across West Midlands media.

The Express and Star covered the launch event on Valentine's Day with Sounding the note to launch city centre business awards.

The newspaper also ran a story to promote the media partnership with MNA Digital in Joining forces to promote city awards.

BID Excellence Awards winners were celebrated and featured in a photo gallery of the Awards Night in The best in business in Wolverhampton.

The People's Favourite Business category was promoted with an advertising campaign on Free Radio. A two week campaign in May encouraged the public to nominate their favourite city centre businesses.

A further two week campaign in June promoted the public vote and encouraged people to vote for their favourite from the five finalists.

BBC WM's Elise Evans proved to be a big champion of the awards, inviting us to speak on her show three times.

In March, Elise interviewed Cherry Shine about the launch of the awards. This was followed by an interview in June with Cherry and Sioux Jones, director of Rudell the Jewellers and finalist in Retail Excellence. People's Favourite Business winner, Fran Zuccala from Eclipse Kickboxing, was interviewed alongside BID chairman Iain Watkins after the awards on Saturday 15 July.

Our awards night host, Andy Goulding gave a Wolverhampton BID Excellence Awards shout out on his Greatest Hits Radio show the following day, Friday 14 July.

Cherry and a number of finalists including Vicky Price from Wolverhampton Grand Theatre were also interviewed by Jason Forrest on his Wolverhampton Today afternoon show on WCR Fm.

Social Media, including Instagram and LinkedIn, also saw many posts and photos about the awards, using the tags #BEAwards23 and #EnjoyWolverhampton.



The team at Enjoy Wolverhampton BID


Rudell The Jewellers


Mander Centre


Compton Care



Region Security Guarding



Depict Creative



TA Henn



The Haven



Max Spielmann



Native Menswear



Grand Station



Hit The Dhol

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