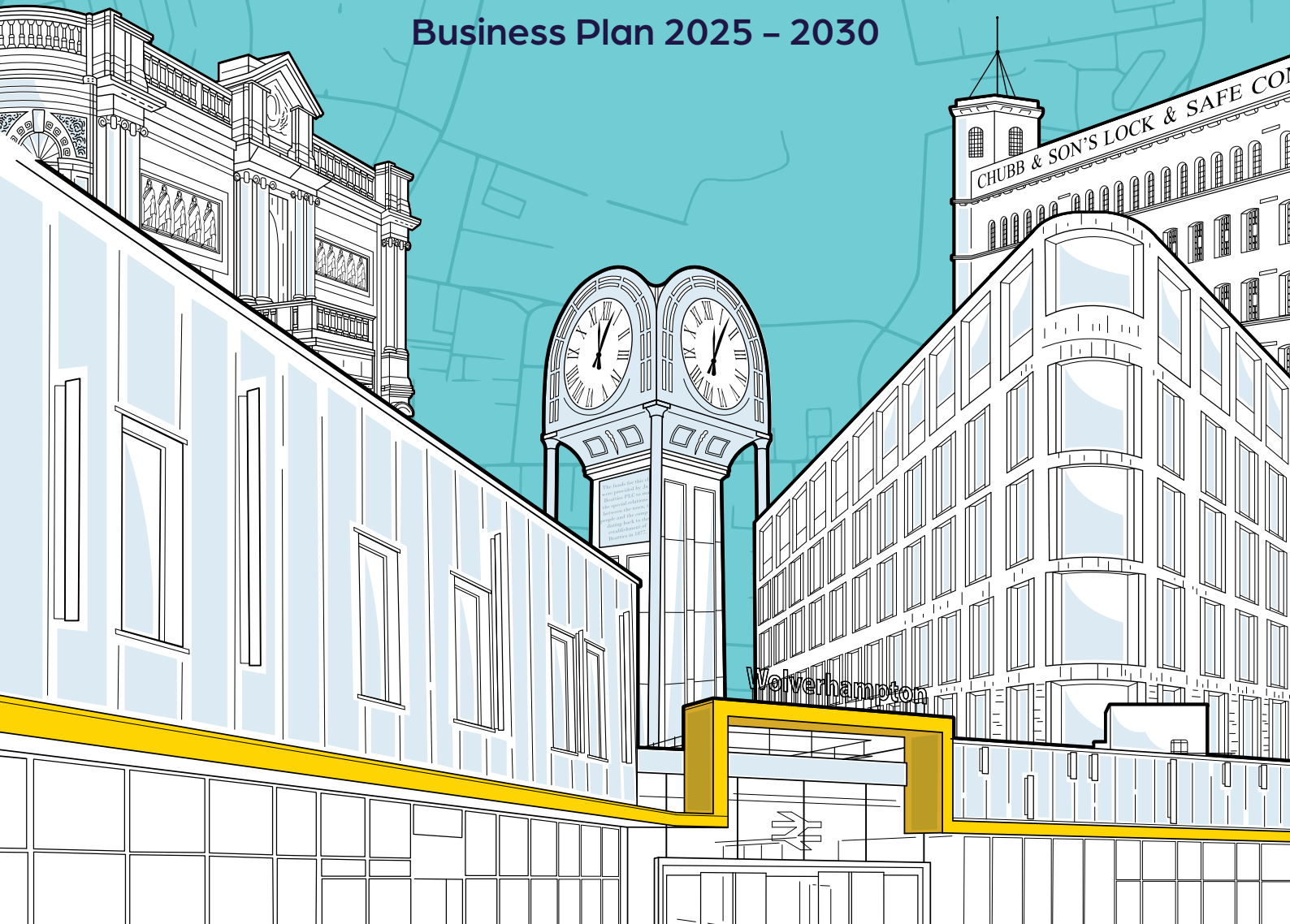


*enjoy*  
wolverhampton  
Business Improvement District

A Brighter Future for Wolverhampton City Centre

Enjoy Wolverhampton Business Improvement District  
**Business Plan 2025 – 2030**



# Our vision for Wolverhampton City Centre

A welcoming, vibrant  
and thriving city centre.  
A place to live, work and enjoy.

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*“Wolverhampton has been part of my family for over 6 generations and some things are worth fighting for. Our city is one of those things, I’ve been supporting the BID since the beginning and hope that by shining a light into the city with all its opportunities and challenges I can help in a little way to secure its future in this ever-changing landscape”. – John Henn, T A Henn Jewellers*



## A BRIGHTER FUTURE FOR WOLVERHAMPTON CITY CENTRE

Introducing a Business Improvement District (BID) Business Plan for 2025 – 2030

### FOREWORD FROM THE BID MANAGING DIRECTOR

First established in 2015 and is now in its 10th year of delivering projects and services for Wolverhampton City Centre, Enjoy Wolverhampton BID is delighted to present plans for the next 5 years.

The projects and services in this business plan are crafted to reflect your business's priorities.

*Our commitment to delivering a safer, vibrant and thriving city centre remains as strong as ever.*

Our City Ambassador team, Night Guardians, an annual programme of events that draws footfall to the city centre, CCTV surveillance, safety initiatives, crime reduction, environmental improvements and marketing that celebrates what our city centre has to offer are just highlights of the services the BID continues to deliver.

Acknowledging there is always more to be done, the BID remains proactive, responsive to opportunities and shapes its services to reflect and support the city centre's business community.

Over the past 5 years the BID was central in supporting businesses navigating through the pandemic. It played a key role in ensuring businesses received vital updates, grant information and being at the forefront in reopening the high street and welcoming people back to enjoy the night-time economy.

Enjoy Wolverhampton BID is now a trusted brand for what the city centre has to offer. People understand its positivity and reliability and through the brand the BID has delivered award winning marketing campaigns crafted to put the spotlight on Wolverhampton's city centre.

The BID Excellence Awards were a true highlight of the BID programme over the last 5 years, celebrating all sectors and giving businesses and employees the recognition they deserve. The awards also provided a platform to showcase our strong business community as well as everything our city has to offer.

Delivering a vibrant and warm welcome is central to so much the BID delivers including its Street Stories Art trail, city dressing, window displays, bold marketing campaigns and events that bring life to our city streets.

Enjoy Wolverhampton BID remains an influential and respected voice on the side of business. Trusted amongst partners and key stakeholders the BID continues to provide the voice for the city centre and a driving force for positive change.

Wolverhampton City Centre is changing, we are ready to embrace the opportunities brought by an increase in public and private investment, increase in students in the city, and significant numbers of people calling the city 'home' through the planned residential developments. We anticipate increased demand for retail, leisure, hospitality, services and employment, all of which will be key in securing our city centre's thriving future.

Exciting times lie ahead for Wolverhampton city centre, bearing this in mind, our business plan contains a strong mix of projects and services that we believe are essential to supporting our city centre over the next 5 years.

**Cherry Shine** – BID Managing Director



## Iain Watkins – BID Board Chair



**Iain Watkins** – BID Board Chair

### FORWARD FROM THE BID CHAIR

**Reaching the end of Enjoy Wolverhampton BID's second term and preparing for our third business ballot gives me a chance to look back at all the work delivered by the BID.**

I'm proud to say that the BID's projects and services have grown ever stronger over the last decade and have become a staple part of city life. The events the BID delivers are on people's annual calendars, are recognised for their quality and continue to bring people back into the city year on year.

Enjoy Wolverhampton BID has been able to invest close to £3 million into the city centre in the last 5 years, co-ordinating its efforts to reflect the priorities of levy payers and achieve maximum benefits for them. This was particularly important through lockdown and since then too, with the challenges arising from the cost of living crisis.

The BID has driven increased footfall not only through a programme of activities and participation, but also through its delivery of a range of initiatives to improve the environment and atmosphere of the city centre. An emphasis on ensuring our city remains safe for all visitors has gone hand in hand with delivering strong marketing of Wolverhampton city centre and all it has to offer.

The BID has been a strong voice for positive change and has supported levy-payers with a huge range of concerns and queries, as well as delivering simple changes such as savings on utility bills and the cost of other services. In short, commercial benefits for the city centre and its businesses benefit every visitor too, whether customers, day trippers, music fans or families looking for fun.

*The focus for a new BID term remains the same – to support a brighter future for the city centre and its businesses.*

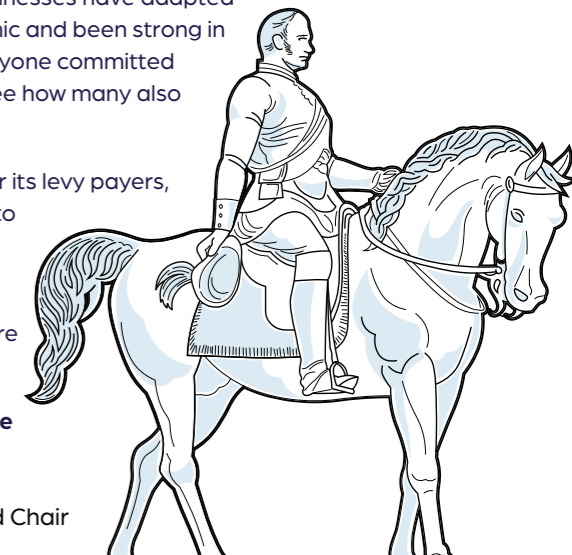
Wolverhampton city centre continues to evolve. Over the years our businesses have adapted to changes in the retail and service sector, been resilient to the pandemic and been strong in the face of unforgiving economic forces. This effort has come from everyone committed to helping their businesses survive and grow, but it's been inspiring to see how many also want Wolverhampton itself to succeed.

The BID has this as its key aim and has been there to provide a voice for its levy payers, to support them in their endeavours, and to add value and excitement to the city centre's offer.

As a dedicated independent force of support for the city centre and a voice for all its businesses the BID has one focus ... which is a bright future for the city centre.

**Voting YES will enable the BID to keep making Wolverhampton a more welcoming, vibrant, exciting and stronger city centre.**

**Iain Watkins** – BID Board Chair



# What is a BID?

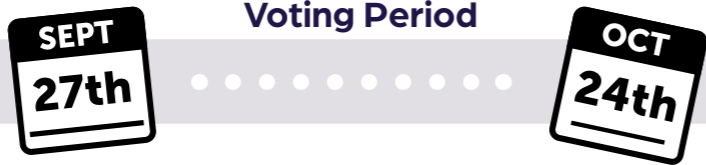
**A BUSINESS IMPROVEMENT DISTRICT (BID) IS A DEFINED AREA IN WHICH BUSINESSES MAKE A COLLECTIVE CONTRIBUTION TO PROVIDING IMPROVEMENTS TO BENEFIT AND ENHANCE THEIR TRADING ENVIRONMENT.**

- Enjoy Wolverhampton BID delivers the BID arrangements for Wolverhampton City Centre BID area.
- BIDs are funded by businesses through a levy which is used to deliver a range of services defined by the business community.
- BIDs are governed by legislation that ensures they are delivered in a fair way and transparent way.
- Businesses within the BID area determine the type and range of services delivered.
- A BID is directed by a Board of Directors representative of the businesses within the BID area.
- The services delivered by the BID are additional to those services provided by Local Authorities and the Police.
- Enjoy Wolverhampton BID is independent of the Council and is led by local businesses.
- Businesses vote via a business ballot to secure a further 5-year term for Enjoy Wolverhampton BID.
- BIDs can last for up to 5 years.

There are over 330 BIDs in the UK carrying out improvements in towns and cities including Worcester, Coventry, Shrewsbury, Leamington Spa, Birmingham, Manchester, Solihull, West Bromwich, Kidderminster, Chester and Bilston.

**This Business Plan seeks to establish a third term for Enjoy Wolverhampton BID from 1st April 2025 to 31st March 2030.**

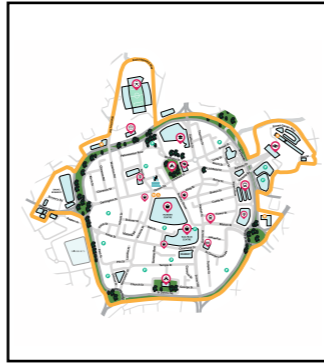
**Businesses will be able to vote in the business ballot from 27th September 2024 to 24th October 2024.**



*Businesses decide and direct what they want in their area*



*Businesses are represented and have a voice in issues affecting their area*



*BID levy money is ring-fenced for use only in the BID area*



*BIDs deliver a range of safety and security initiatives especially through the work of the Business Crime Reduction Partnership (BCRP)*

## The benefits of a Business Improvement District (BID)

*BIDs bring increased footfall and visitor spend*



*BID's deliver enhanced marketing and promotion for the area*



*BIDs deliver environmental improvements – making more attractive places and spaces*



*BIDs deliver reduced business costs and overheads*

*BIDs provide guidance and a strong representative voice*



*BIDs deliver events and place activations, creating vibrant places*



WE ARE PROUD OF THE RANGE OF PROJECTS ENJOY WOLVERHAMPTON BID HAS DELIVERED OVER THE PAST 10 YEARS. HERE ARE JUST SOME OF THE HIGHLIGHTS:

**60+**

Annual BID events delivered across the last 10 years

**10**

10 years of the Enjoy Wolverhampton website

**2080**

CCTV surveillance hours per year

**130+**

Users of the DISC Crime App

**114**

Businesses connected via the radio link

**£430k+**

Additional income raised over the last 5 years

**15+**

Vacant units dressed in the last 5 years

**100+**

Businesses accept the Enjoy Wolverhampton Gift Card

**£20k**

Spent via the Enjoy Wolverhampton Gift Card per year

**12**

Safety of Women at Night training sessions for night time operators

**16.5k**

Social media followers in 2024

**50,000+**

monthly reach via Enjoy Wolverhampton social media



Late Night Safe Haven, Late Night First Aid and Night Guardians delivered monthly



Key partner in the Empty Property Taskforce - Tackling Vacant Units



Adoption of Wolverhampton Train Station



Award Winning Marketing - Wild in Wolves (Express & Star Awards 2023)



Your YES vote will secure a further **£3m investment** in the city centre.



10 Years of Enjoy Wolverhampton

**20+**

Positive news stories each year

**80,000+**

people attending BID seasonal events each year

**5000+**

City Ambassador business visits per year

**120**

Pubwatch meetings facilitated and supported

**10**

years of Enjoy Wolverhampton a recognised & trusted brand for the city centre

**12**

Award Winning Businesses at BID Excellence Awards

**2500**

signed up to receive city event info

**550+**

pairs of flip flops handed out at the Late-Night Safe Haven

**£20k**

invested in city centre festive street lights each year

**£63,515**

funds raised via the Alternative Giving Charity

**24/7**

Footfall data recorded

**476**

City centre business featured on our enjoywolverhampton.com directory

**56**

businesses and venues trained and aware of the Ask Angela campaign

**170+**

Safer nights through the BIDs Night Guardian Patrols



**THE PROJECTS AND SERVICES IN THIS BUSINESS PLAN ARE CRAFTED TO REFLECT YOUR BUSINESS’S PRIORITIES. EXTENSIVE BUSINESS CONSULTATION WAS UNDERTAKEN IN TWO STAGES:**

Firstly, consultation held between January and March 2024 to gather feedback on our current 2020 – 2025 projects and service. Feedback received from over 140 businesses informed a Draft Business Plan which responded to businesses priorities.

Secondly, the Draft Business Plan was sent to all business eligible to vote in the 2024 ballot, copies were hand delivered and circulated to all business contacts via email and a digital version was available on our website.

We held 6 drop-in sessions in June and July to capture feedback on the draft plans. Collectively we received feedback from over 230 business representatives all of which has helped shape the plans for 2025 – 2030.

**Business identified their top 10 priorities as follows:**

- |   |   |
|---|---|
| 1. CCTV Surveillance                    | 6. Christmas Grotto                           |
| 2. Strong Voice for Business            | 7. Summer Events to Attract Footfall          |
| 3. Business Crime Reduction Partnership | 8. Enjoy Wolverhampton Website & Social Media |
| 4. City Ambassador Team                 | 9. Night-time Economy Projects                |
| 5. Free Sunday Parking at Christmas     | 10. Business Costs Saving Scheme              |

**Through our surveys and consultation days businesses said...**

- Our car parks need to be more welcoming.
- Business crime and shop theft is a priority to tackle.
- We need to support a stronger night-time economy.
- The BID needs to continue to represent our city centre businesses to ensure their voice is heard in key decisions especially with large regeneration plans in areas of the city.
- Use street art to make the centre brighter and welcoming.
- A city centre discount card would be beneficial to incentivise people and employees back to the city.



*"We need more CCTV surveillance - day and night."*

*"More events could help bridge the quieter times between 5pm and 9pm."*

*"We need to celebrate our night-time economy businesses and promote them more."*

- Is there a way we can promote our evening & night time venues to people visiting the city in the day?
- Work with key stakeholders to bring vacant shops back into use.
- We need more support for the hospitality sector.
- Keep the city cleaner and more welcoming – by removing more graffiti.
- We need to understand what our visitors think and why people aren't visiting.
- Increase the planting and greenery in the city.

**OVERALL BUSINESSES FELT THAT OUR 4 KEY OBJECTIVES NEEDED TO STRENGTHEN THE FOCUS ON BUSINESS SUPPORT.**

The feedback led us to review our objective headings which had formed the structure of our project mix over the last 10 years. This business plan now focuses in on 3 key themes that cover all aspects of what the BID delivers. We have included all our established projects and initiatives and added new ones across these 3 new headline objectives.



**A Welcoming City**



**An Exciting City**



**A Stronger City**

**Businesses said...**

*"The Ambassadors are always on hand to help us anytime."*

B&M,  
Mander Centre.

*"A strong focus around the night time economy will help our business."*

Slug & Lettuce

*"Continue to bring new visitors to the city centre with events and initiatives that are not offered in other shopping destinations."*  
New Look, Mander Centre.

*"We support and welcome any initiatives to increase footfall from 4pm onwards."*  
HMV, Mander Centre

*"People don't always have a mobile phone to pay for car parking – find a simple way for visitors to pay for parking."*  
Framers Gallery

*"Our customers safety and security is paramount when they do visit the city."*  
T H Baker, Mander Centre

*"Additional hours for CCTV surveillance is definitely a top priority."*  
Card Factory, Dudley Street

*"There are always eye-catching things going on whether that's for the kids or businesses."*  
F Hinds, Wulfrun Centre



**First impressions count**, it's essential to have a clean, safe, accessible and welcoming city centre for all of our visitors.

**£247,250 invested each year**

**We will deliver...**

**City Ambassador Team**

The 4 strong City Ambassador team will continue to deliver a warm welcome to visitors 6 days a week. They provide an informed, knowledgeable and visible point of contact for all visitors through their street patrols. The team report anti-social behaviour (ASB), remain a visual deterrent against shop theft and provide proactive business engagement— ensuring our businesses are aware of city centre events and opportunities.

*"The City Centre's Ambassador team are definitely the best faces to advise Wolverhampton! They are all so lovely and helpful, always seen taking part in any events, they are very approachable— no matter the issue" Krispy Kreme (Mander Centre)*

**CCTV Surveillance**

We understand how important a safe city is and how essential CCTV surveillance is for our businesses and visitors. We will continue to provide city centre CCTV surveillance delivering additional hours of coverage to support a safer city centre day and night.

*Through the Business Crime Reduction Partnership, the BID operates an exclusion scheme, with prolific offenders being excluded from all members businesses.*

**Business Crime Reduction Partnership (BCRP)**



**Wolverhampton City Centre Business Crime Partnership**

Reducing crime, shop thefts and anti-social behaviour (ASB) is at the heart of supporting a safe and welcoming

city centre. We will continue to work proactively with city centre businesses, WM Police, PCSO's, security teams and partners by sharing intelligence, maintaining strong

communication and working together. A key part of the role of the BCRP is issuing exclusions to shoplifters and those responsible for anti-social behaviour.

**Radio Link**

Enjoy Wolverhampton BID manages the radio link which enables over 110 city centre businesses to share timely intelligence resulting in reduced anti-social behaviour, business crime and shop theft. Use of the radio link is complemented by the patrols of the City Ambassador team, Night Guardians and the BID's CCTV surveillance.

**DISC – Effective Crime Reporting**



City centre businesses will continue to have access to the BID's DISC crime reporting and intelligence sharing app. DISC enables swift communications to over 130 business users, Police partners, our CCTV operator, City Ambassadors and Night Guardians.

*All BID businesses can join DISC, the BID's crime sharing app. It enables them to see and become familiar with offenders across the city centre – helping to protect their business.*

**A Clean and Welcoming Environment**

**Environmental Improvements**

First impressions count – from street cleaning and graffiti removal through to installing murals and attractive, engaging street art. We will identify priority areas that need our intervention to make improvements and keep the city clean and attractive.

**Greening the City**

We will work with partners to enhance existing green areas and where possible introduce more greenery onto our city centre streets.

**City Dressing**

Enjoy Wolverhampton BID will wherever possible inject colour and vibrancy onto our city streets whilst rising the profile of investment opportunities of our vacant units. We will be sure to celebrate and emphasise our city heritage, culture and community through all possible projects and interventions.

**Bright Festive Lights**

Enjoy Wolverhampton BID will continue to provide festive streetlights across our city centre and look for opportunities to enhance lighting for the festive season on additional streets.

**Alternative Giving**

Having raised over £65,000 so far we will continue to grow the charity and raise its profile whilst helping to reduce street begging.

**A Stronger Night-time Economy**

**Late Night Safe Haven**

Proving to be an essential part of a welcoming and safer night-time economy we will continue to provide this service in partnership with City of Wolverhampton Council. We will seek additional funding to enable us to deliver additional nights of this service.

**Late Night First Aid**

Enjoy Wolverhampton BID will continue to deliver this essential service for a safer night out, whilst reducing pressure on the NHS and ensuring people are treated as quickly as possible.

**Night Guardians**

Continue to deliver our payday weekend night-time patrols providing visitor and business engagement and reassurance for a safer and welcoming night-time economy. We will seek additional funding to bring more nights of this service.

**Best Bar None**

Introducing this accreditation for our night-time economy (NTE) venues we will celebrate best practice and showcase our amazing NTE businesses, whilst building customer confidence.

**Barred from One – Barred from All**

Enjoy Wolverhampton BID will continue to support Pubwatch in managing and administering the scheme that ensures identified problem customers are banned from city centre venues.

**Ask Angela**

We will continue to ensure that our venues, shops and publicly accessible places are aware of the Ask Angela campaign. Enjoy Wolverhampton BID will provide businesses with the tools and training to make sure anyone feeling vulnerable in our city centre can ask for help and receive the best support.



**An Accessible City**

**Enhanced City Welcome**

We will work with Car Park owners and key stakeholders to introduce better, clearer signage and more city centre information at these key arrival points for visitors to our city centre.

**Better Public Transport**

We will actively pursue better public transport provision that supports growth in our city especially for our evening and night-time entertainment and hospitality sector.

**Influencing Good Transport Decisions**

By maintaining a strong dialogue with Bus, Train, Tram and Taxi operators, we will represent our business community on any service changes that impact on city centre accessibility.

**Sharing Access information**

We will build upon and develop accessibility information we share via our Enjoy Wolverhampton business directory. We will continue to highlight to visitors our city centre businesses accessible events and services.

**Delivering Free Parking – December Sundays**

Enjoy Wolverhampton BID will continue to deliver free parking on Sundays in December at Mander and Wulfrun Centre Car Parks. We will look to secure parking incentives throughout the year.

**Reducing Parking Costs for Employees**

Working with Car Park owners we aim to secure reduced cost parking for city centre employees.

**Delivering Accessible Events**

We will ensure that each BID event is accessible to all members of the community by providing relaxed / quieter sessions and ensuring the events remain in accessible locations.



*"Tackling anti-social behaviour and crime in city centres requires strong partnership working as long-term success is rarely achieved by agencies working in isolation. The city centre Neighbourhood Team works closely with BID to hear the voice of local businesses in order to put into action effective crime reduction tactics. The BCRP coordinates that response to ensure there is an impact."*

Inspector Sophie Clement, West Midlands Police



**Raising the profile of our city**, strengthening its perception and amplifying positivity is fundamental to the work of the BID. We will maximise the opportunities to promote our city and all it has to offer, delivering strong marketing campaigns that reach the largest possible audience.

**£132,600 invested each year**

**We will deliver...**

**Enjoy Wolverhampton Website**

We will continue to develop our dedicated city centre website, especially the 'What's on', events and business directory sections to showcase all our city centre has to offer.

*Enjoy Wolverhampton's monthly social media reach exceeds 50,000*

**Social Media**

Embrace and strengthen our positive messaging through all popular social media platforms. Showcasing individual businesses through to large scale city centre events to a growing audience.

**Amplifying the Message**

Enjoy Wolverhampton BID will continue to share individual businesses, partners and stakeholders positive news to reach new and increased audiences.

**City Centre Marketing and Promotions**

Using the Enjoy Wolverhampton brand via West Midland wide marketing campaigns and using various media including social, digital, radio, TV and print media we will continue to put Wolverhampton on the map.

**BID Excellence Awards**

Following the success of the inaugural BID Excellence Awards we will deliver the event programme biennially. The awards showcase our city centre business, provides a platform to raise the profile of the city and brands and independent businesses at all scales. It celebrates businesses and employees' achievements across all sectors and gives them recognition they deserve.

**Regular e-newsletters**

We will continue to share city centre business and BID news more regularly via e-newsletters - keeping everything that our city centre has to offer at the forefront of people's minds. This will complement our quarterly newsletters and city news section of our website.

**Reaching our City Centre Employees & Rewarding Loyalty**

Working patterns have changed, it is more important than ever-more attract more people into the city centre and to reward their repeat custom through a loyalty scheme.

**City Students**

Student populations are changing and growing, especially with the development of the new £60million City Learning Quarter providing a new campus for the City of Wolverhampton College - right in the heart of our city centre. This will increase our footfall by thousands a week and will be boosted by plans for increased levels of overseas students at Wolverhampton University. We will look at ways to support a vibrant student life that also supports our businesses.

**Enjoy Wolverhampton Gift Card**

Accepted by over 110 businesses and attracting spend in those businesses of over £20,000 a year, we will develop the Gift Card scheme further to offer incentives and dedicated marketing and promotions to secure more spend in our city centre.

**Events Programme**

**We will continue to deliver our annual events including:**

**Christmas Grotto**

Enjoy Wolverhampton BID will continue to provide our Christmas Grotto, maintaining the high quality of this event at an attractive price point and creating a magical experience that builds loyalty, positive perceptions and increases city centre spend and dwell time.

*The BID is always looking at ways to increase footfall through events and experiences*

**Festive Food and Drink Trail**

We will build on this campaign to attract new and repeat visitors to enjoy our city centre's restaurant scene and hospitality sector, helping to support 5pm- 9pm trade and encouraging longer visitor stays.

**Summer City Trail**

In providing further reasons for families to visit Wolverhampton city centre we will deliver family friendly trails and events to draw footfall into the city centre during the 6-week summer holidays. We will be sure to cross promote businesses, offers and city partners events.

**Seaside in the City**

Enjoy Wolverhampton BID will continue to deliver this quality event to draw families into the city, increase spend and dwell time.

**Easter Events**

We will continue to deliver an engaging easter event programme that draws people into our city centre, encourages longer dwell times and spend in our businesses over the 2 week holiday.

**Wolverhampton Pride**

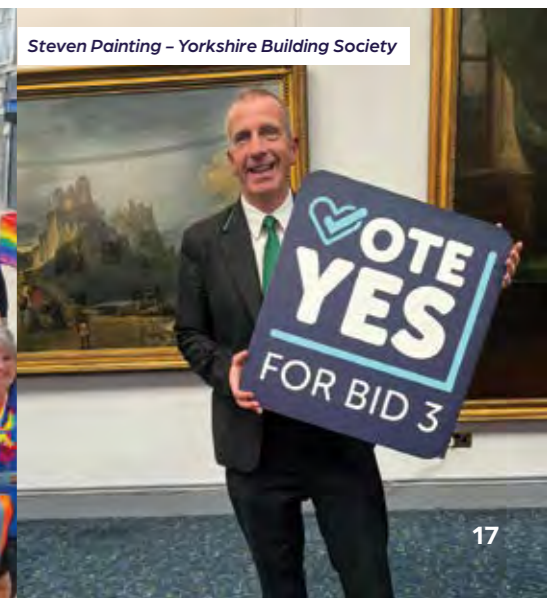
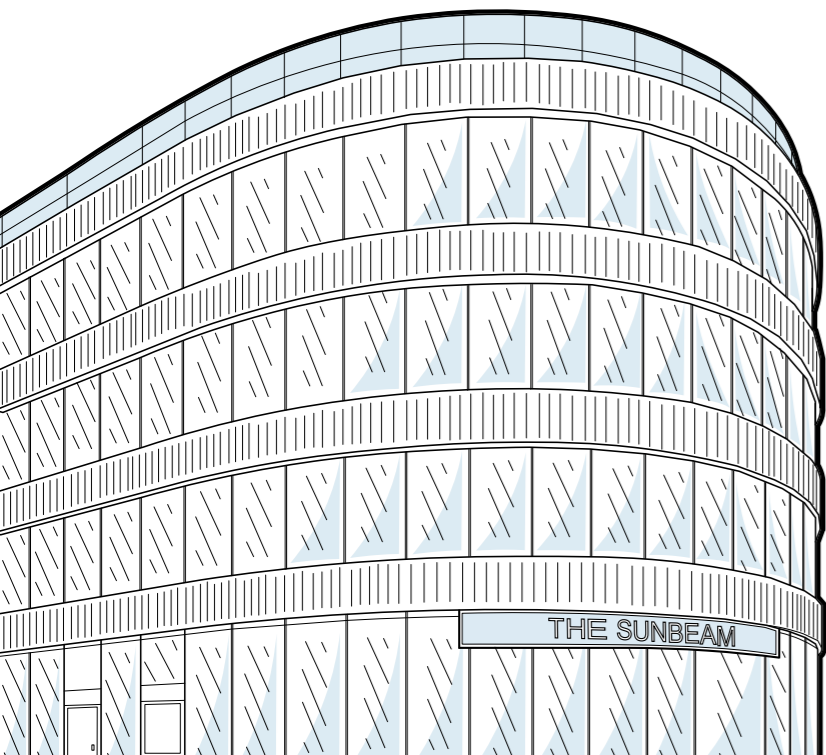
We will continue to support city partners to deliver a fantastic annual Pride event. In 2024, the BID funded the Pride Parade through the city centre which saw thousands marching and celebrating.

**Extending Dwell Time through Smaller Events**

Enjoy Wolverhampton BID will deliver a range of smaller events that brings a vibrant mix of music, street theatre and activities that means the city strengthens its welcome to all visitors and across a range of city centre locations.

**Bridging the Gap - 5pm - 9pm**

Enjoy Wolverhampton BID is committed to looking at events and activities that encourage people into the city centre and after work to strengthen a vibrant evening, night-time and hospitality sector.



**Providing a strong, influential voice** and representative voice for the city centre and all its businesses is central to the work of Enjoy Wolverhampton BID. It will grow and develop the ways it supports a stronger city economy by maintaining regular business forums and networks, delivering business support, training and securing reduced business costs.

**£43,850 invested each year**

**We will deliver...**

**A Strong Voice for Business**

We will continue to directly influence key decisions that support a thriving city centre. Ensuring that the city centre remains a priority for funding opportunities. Maintaining strong representation for businesses especially in areas affected by redevelopment and works associated with public realm improvement schemes.

**Strengthen Support for the Evening and Night-time Economy**

Through the continued delivery of the BIDs activities including Best Bar None, Barred from one, Barred from all, Night Guardians, Late Night Safe Haven and Ask Angela and by using our business voice we will support a safe and welcoming night-time economy.

**Evening and Night-time Economy Strategy**

BID will play a pivotal role in working the City of Wolverhampton Council to procure and shape a new Evening and Night-time Economy strategy for the city centre. This will act as a catalyst for further investment and change.

**Pubwatch**

We will continue to support the Pubwatch group and facilitate the delivery of projects and initiatives for a vibrant evening and night-time economy.

**Strong Communication**

**Quarterly Business and Retailer Meetings**

We will continue to provide relevant, informative agendas and networking opportunities for our city centre businesses at our quarterly business meetings.

**Hospitality Forum**

We will introduce a Hospitality forum to support stronger representation of the city centres' hotels, restaurants and full range of evening and night-time economy businesses.

**Reduced Business Costs**

Building on the savings we have secured for businesses over the last 10 years, we will continue to seek out savings for all our businesses across utilities, telecoms, merchant fees and other services to reduce business overheads.

**Customer Service Training**

To enhance the 'Wolverhampton Welcome' by providing affordable customer service training for our city centre businesses to enhance the visitor experience, maintain positive perceptions and up-skill our city centre employees.

**Supporting Business Growth**

Enjoy Wolverhampton BID will continue to support all city centre businesses by hosting training, delivering jobs fayres and offering business support across various topics. Wherever possible we will connect business growth and new business start ups with city centre opportunities.

**Footfall / Spend and Visitor Data**

Enhance and develop the intelligence gathered to better understand who is visiting the city, visitor trends, spend patterns with the aim of attracting increased footfall into the city centre.

**Annual Perception Survey**

Through an annual survey we will better understand changing customer habits, reasons why people visit the city and why they don't. The survey will help us deliver services that continue to attract new customers to the city centre and will enable us to adapt to consumer patterns and trends.

"I have worked in many towns and cities and those that are successful have an active BID in place. The Mander Centre is in the heart of the city, so it is important to me that we endorse and support the BID for the benefit of all those that work and visit the city. The BID can be the voice of all businesses to effect change for the better."

Richard Scharenguivel, Mander Centre Manager

As Board Director for Marketing and representing the 24 hour economy I am a great advocate for the BID. Their work particularly around Late Night Safe Haven, CCTV and the Night Guardians helps to bring more people to the night time economy in Wolverhampton. As one of the larger leisure operators in the City Centre we believe that Wolverhampton is a better place for our customers to visit because of the work of the BID.

James Thomas-Horton, Head of Casino Marketing Genting Casinos



"Our city centre has faced challenges but with new opportunities and record levels of public and private investment going in, we need to ensure that our city centre becomes a destination of choice and that local businesses feel the benefit of this."

Ian Fegan, Director of City Economy and Partnerships, City of Wolverhampton Council



Laura Garbett - Rectory House



**BIDS ARE FUNDED BY BUSINESSES WITHIN THE BID AREA.**

If successful in the forthcoming BID Ballot to be held in the Autumn of 2024, every eligible business will pay an annual levy to the BID.

This will raise close to £550,000 annually to deliver the BID's projects and services.

**Over the 5 years of the BID this will raise over £2.75 million in levy which will be invested directly into Wolverhampton City Centre.**

**The BID levy will be charged as follows:**

RATEABLE VALUE	LEVY PAYABLE PER ANNUM*
£10,000 – £25,000	£230 per year
Above £25,000	2% of the Rateable Value (capped at £23,000*)

The table below provides examples of how much the BID levy will be for small, medium and larger sized businesses.

RATEABLE VALUE	ANNUAL LEVY	LEVY PER DAY
£10,000 – £25,000	£230 Per Year	63p Per Day
£35,000	£700 Per Year	£1.92 Per Day
£50,000	£1000 per year	£2.74 Per Day
£100,000	£2000 Per Year	£5.48 Per Day
£200,000	£4000 Per Year	£10.95 Per Day

- The BID levy will be applied to all eligible businesses within the defined BID area with a rateable value of £10,000 or more.
- Non-retail charities with no trading income, arm or facilities, not for profit subscriptions and volunteer-based organisations will be exempt from paying the levy.
- The levy charged will be based on the Rateable Values from the 2023 National Non-Domestic Rating List. (See the full BID Levy rules on page 23)
- The BID will always look at additional funding opportunities to supplement the BIDs levy, making sure businesses receive a strong rate of return on their levy invested in the city centre.



"I was born, raised and worked in Wolverhampton and I am really passionate about Wolverhampton City Centre being a welcoming and great place to live, work and spend leisure time. I applied to join the BID board to use my knowledge and expertise to help build on all the good work that has already been undertaken by the BID team since it was originally formed."

Mark Bourton-Payne, Senior Branch Manager, Nationwide

**WOLVERHAMPTON BID BUDGET 2025 – 2030**

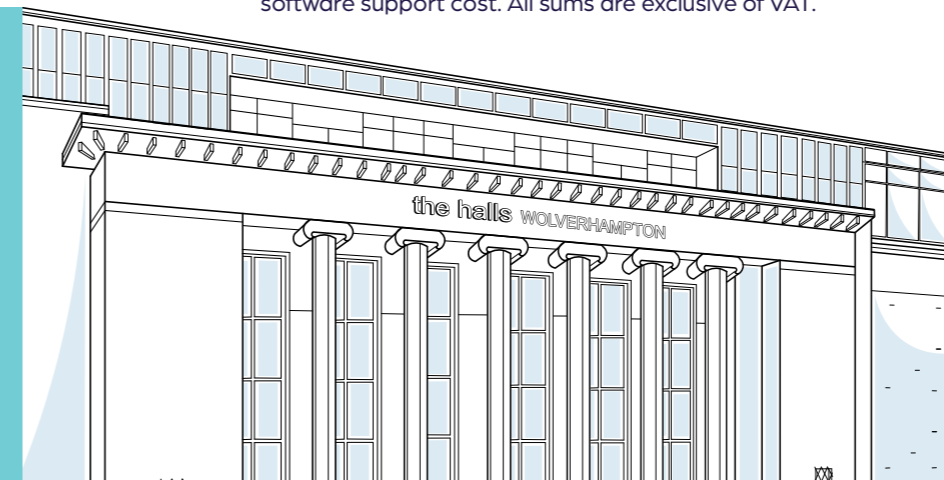
The table below shows how the BID levy income will be spent between 2025 and 2030

Income	Year 1	Year 2*	Year 3*	Year 4*	Year 5*	Total
BID Levy Income	527,332	527,332	527,332	527,332	527,332	527,332
Additional Income	80,000	80,000	80,000	80,000	80,000	400,000
<b>Total Income</b>	<b>607,332</b>	<b>607,332</b>	<b>607,332</b>	<b>607,332</b>	<b>607,332</b>	<b>3,036,660</b>
<b>Expenditure</b>						
Staff and Management	84,000	84,000	84,000	84,000	84,000	420,000
Overheads & Administration	50,000	50,000	50,000	50,000	50,000	250,000
A Welcoming City	247,250	247,250	247,250	247,250	247,250	1,236,250
An Exciting City	132,600	132,600	132,600	132,600	132,600	663,000
A Growing City	43,850	43,850	43,850	43,850	43,850	219,250
Levy Collection Charge & Software**	36,765	29,565	29,565	29,565	29,565	155,025
Contingency	12,867	20,067	20,067	20,067	20,067	93,135
<b>Total Expenditure</b>	<b>607,332</b>	<b>607,332</b>	<b>607,332</b>	<b>607,332</b>	<b>607,332</b>	<b>3,036,660</b>

**£3,036,660 invested in Wolverhampton City Centre**

**Finance Information**

- The total collectable levy in 2025 is expected to be £549,305. It has been assumed that 96% of the billed levy will be collected each year. This collection rate will be applied throughout the BID term and is based on levy collection rates over the previous 5 years.
- The budgeted income from levy collection in the first year is approximately £527,332.
- \* The BID levy may increase by an annual inflation factor that reflects an increase of no more than the CPI, to be agreed by the BID Board of Directors on an annual basis from 2026 onwards.
- \*\* City of Wolverhampton Council charge for collecting, administering and enforcing the levy. This charge is calculated as the lower of 5% of the levy or £46 per hereditament. In 2025 an initial £6000 software cost is applied and, in each year, there is a £1750 software support cost. All sums are exclusive of VAT.
- Contingency has been applied at 3.8% for expenditure.
- Total additional income is estimated at £80,000 per annum. The additional income is based on the BID's previous 5 years record in generating income from the management of the Radio link scheme, receipt of grant funding and sponsorship from businesses.
- The BID will continue to run any commercial activities and undertake other income generation activities that complement and supplement the BID levy income and deliver better value for money for all BID services.
- The BID intends to offer a voluntary membership scheme for businesses that would not be liable to pay the levy.



From 2020 to 2024 the BID has secured over

**£430,000**

additional funding to supplement the levy income.

**THE ESTABLISHMENT AND OPERATION OF A BID IS GOVERNED BY LEGISLATION.**

**Part 4 of the Local Government Act 2003 and the Business Improvements Districts (England) Regulations 2004.**

Wolverhampton BID Company Ltd will continue to administer the BID.

Wolverhampton BID Company Ltd is a not for profit, Private Limited Company. Company Number 09369770

Any surplus profits must be spent on delivering services and projects in the BID area, agreed by the businesses and by the Board of Directors.

The Wolverhampton BID Company's Board of Directors will continue to operate. The Board will remain a representative group of levy paying businesses.

The Board of Directors will be directly accountable to BID levy payers and will be responsible for delivering the projects and services that are set out within this BID Business Plan.

The BID will be managed on a daily basis by a BID Managing Director to ensure that all projects are delivered efficiently and effectively and in accordance with the vision of this plan.

The Board will have the ability to vary the service delivery and expenditure allocated according to the changing demands of levy payers.

Those businesses within the BID area that have a Rateable Value of under £10,000 and those outside of the BID area will be encouraged to support the work of the BID through a voluntary membership scheme.

An Operating Agreement and Baseline Statements have been agreed with City of Wolverhampton Council. These documents can be found at [enjoywolverhampton.com/bid](http://enjoywolverhampton.com/bid)

Notice of intention to hold a ballot was given to the Secretary of State on 22nd January 2024

Notice of ballot will be sent to participating businesses by City of Wolverhampton Council within the required statutory period.

The BID will continue to monitor its performance against annual objectives and will report to levy payers at least once a year.

The BID will provide regular business updates, a periodic newsletter and a financial statement will be distributed to businesses along with the BID levy invoice annually.

Following a successful YES vote, the Wolverhampton BID Company will start the BID term from 1st April 2025, running for a term of 5 years.

*"I am a board member because I wish to be a part of the BIDs team giving the general public a wonderful experience when coming to our great city, be it for a great retail shopping experience or leisure reasons".*

**Andrew Alloway, Operations Manager for London and Cambridge Properties, Wulfrun Shopping Centre.**

**BID Levy Rules**

1. The BID levy will be applied to all eligible non-domestic properties within the BID area with a rateable value of £10,000 or more. Properties within the BID area with a Rateable Value below £10,000 will not be subject to the BID levy.
2. The BID levy rate is £230 per annum for hereditaments with a Rateable Value of between £10,000 and £25,000 and for hereditaments with a Rateable Value over £25,000 the levy will be applied at 2% of the Rateable Value. \*From 2026 the BID levy may be subject to an inflation factor – see rule 8.
3. The maximum levy charged on any single hereditament has a cap of £23,000 per annum. \*From 2026 the BID levy may be subject to an inflation factor – see rule 8.
4. Throughout the 5-year BID term the BID levy will be based on the Rateable Value as at the 'chargeable day' being the 1st April each year.
5. The levy is collectable on a 'chargeable day' basis, the person liable to pay the BID levy is the liable party for the non-domestic rates for the hereditament on the 1st April each year.
6. If a Rateable Value changes after the chargeable day no change will be made to the levy payable for that year irrespective of the date change.
7. The BID levy is payable annually in advance of 1st April each year, with billing carried out by City of Wolverhampton Council on behalf of Wolverhampton BID.
8. The BID levy may increase by an annual inflation factor that reflects an increase of no more than the CPI, to be agreed by the BID Board of Directors on an annual basis from 2026 onwards.
9. The Rateable Value in the 2023 NNDR listing will apply on the chargeable day in all years in the BID term irrespective of any revaluations during the BID Term. New entries to the NNDR list after subsequent Revaluations will reflect the most recently available NNDR listing, which will apply in all subsequent years.
10. When a Rateable Value is subject to a split or merge, is removed from or entered into the ratings list this will have no effect on the BID levy until 1st April the following year. The levy applicable to new entries into the ratings list will be based on the 2023 NNDR listing where available or where unavailable on the most recently available NNDR listing, which will then apply in all subsequent years.
11. Owners or registered business ratepayers of vacant, untenanted properties or hereditaments, properties undergoing refurbishment or properties demolished will be liable for the BID levy for the full BID year even if the hereditament is removed from the NNDR rating list by the Valuation Office Agency after the chargeable day of 1st April.
12. The levy will not be altered by retrospective adjustments to Rateable Values that are reassessed to a period prior to the 1st April each year.
13. Non-retail charities with no trading income, arm or facilities, not for profit subscriptions and volunteer-based organisations will be exempt from paying the levy.
14. The BID Levy will not be affected by small business rate relief schemes, service charges paid to landlords, exemptions from relief, discount periods or schemes in the National Non-Domestic Rate Regulations 1989 made under the Local Government Finance Act 1988.
15. VAT will not be charged on the BID levy.
16. The Board of the Wolverhampton BID will be able to alter the BID arrangements without an alteration ballot, so long as alterations do not: Alter the geographical area of the BID; Cause anyone to pay the BID levy who was not liable to pay it before or increase the amount of the BID levy for anyone other than for inflation purposes.
17. Where there is reference to a renewal in this business plan, this is a marketing term, the ballot will be for a new BID.



Jennifer Kimber - T.H. Baker

**THE BID'S BOARD OF DIRECTORS ARE FORMED BY REPRESENTATIVES FROM KEY ORGANISATIONS INCLUDING:**

The Mander Centre, Wulfrun Centre, Grand Theatre, Genting Casino, T A Henn and Son Limited, Thornes Solicitors, Nationwide, Wolverhampton Wanderers FC, West Midlands Police and City of Wolverhampton Council.

**Our directors are the decision makers and driving force for everything the BID delivers.**

The BID is independent from the City Council and delivers projects and services that are in addition to those provided by the City of Wolverhampton Council.

Our Board of Directors are unpaid and work by directing the BID's investment to meet the needs of the city centre and its business community. They have the future of the city centre in their hearts and are committed to ensuring it thrives.



**Iain Watkins**  
BID Chair,  
Grand Theatre



**Andrew Alloway**  
BID General Retail Director,  
Wulfrun Centre



**Mark Bourton-Payne**  
BID Finance Director,  
Nationwide



**Sophie Clement**  
BID Crime & Safety Director,  
West Midlands Police



**Alison Westwood**  
BID Legal Director,  
Thornes Solicitors



**Richard Scharenguivel**  
BID National Retail Director,  
Mander Centre



**Kevin Kay**  
BID Accessibility Director,  
Wolves FC



**Ian Fegan**  
BID Local Authority Director,  
City of Wolverhampton  
Council



**John Henn**  
BID Independent Retail  
Director, TA Henn Jewellers



**James Thomas-Horton**  
BID Marketing Director,  
Genting Casino

*"Wolverhampton has been a constant presence in my life and I can't overstate how important the success and wellbeing of the city centre continues to be for me, whether in my senior management role at the city's beloved Grand Theatre, or as a visitor to its shops, pubs, or venues. I've worked in the city centre for over three decades and have seen it find its way through many challenges, where so often I've seen the resilience, innovation and positivity of individuals bringing life to the city through the businesses they own, run or work for. The excitement I used to feel as a child getting off the bus for a Saturday shopping trip is matched by the pride I feel today in helping the BID's work in delivering more for the city centre."*

**Iain Watkins, Wolverhampton Grand Theatre**



**Cherry Shine, BID Managing Director**

**THE NEXT FIVE YEARS PRESENTS US WITH A GREAT OPPORTUNITY TO EMBRACE THE CHANGES PLANNED FOR THE CITY CENTRE.**

With the development of Wolverhampton College's City Campus we anticipate an increase in the number of students using the city centre, increased residential development – meaning more people living in the city centre, the growth of the programme of events at The Halls especially, and the plans for investments at the City's west side. Over the next 5 years will continue to be an independent voice 'at the table' making sure that in all the changes businesses are listened to and supported.

**Shaun Boyce** BID Project Manager



**Our city centre has seen so much change over the last 5 years.**

The BID team was at the forefront of supporting businesses through the pandemic, playing a fundamental part in

reopening the high street. It's great to see how businesses have forged on since then.

There is nothing better in my role than supporting our city centre businesses. Enjoy Wolverhampton BID social media is reaching its largest audience ever. We continually share positive city centre news and events and showcase our businesses.

Our events are growing and bringing more people into the city centre year on year. The next five years will bring more change, and **I look forward to fully supporting our city centre's visitors and businesses.**

*Over the past 10 years Wolverhampton BID has developed strong partnerships with key city centre stakeholders and businesses.*

During our second BID term our City Ambassador team further embedded themselves into city life – they are always on hand for any business queries, support or providing a warm welcome.

We've embraced the opportunities presented by the redevelopment of the Train Station which is unrecognisable from 5 years ago. At this gateway to our city centre, we have introduced the Change Makers Hub from which we host training, jobs fayres, business support and public events.

We've introduced art murals at the station and brightened the welcome to visitors with Christmas trees displays, encouraging people to visit the rest of the city centre through our seasonal displays and most recently introducing our Street Stories project and bright welcome to the station building itself.

One key success saw the launch of the BID Excellence Awards – we want to build on the ways that we celebrate and showcase our city centre businesses.

The plans for 2025 – 2030 maintain our established range of services, those that we can't imagine our city without and new ones that respond to forthcoming changes. Our headline objectives reflect the vision for a city that is **Exciting, Stronger and always Welcoming.**

**We look forward to working together for a brighter future and continuing the BIDs work over the next 5 years.**

**Jo Leek** BID Business Crime Reduction Coordinator



**My role is essential in supporting our city centre businesses, directly reducing business crime and opportunities for anti-social behaviour.**

Coordinating the intelligence gathered from our CCTV surveillance, City Ambassadors and Night Guardian patrols, our DISC crime reporting app alongside the strong relationships we have with city centre businesses, West Midlands Police and PCSO's places us in such a strong position that prevents and deters crime and anti-social behaviour. I have witnessed myself the impact of the City Ambassadors presence in deterring shop theft. The Business Crime Partnership continues to drive forward on Banning orders meaning that people who commit crimes are actively excluded. **Making sure our city is safe and welcoming is central to everything we do.**

# The BID Area



The BID area includes 573 hereditaments that represents over 450 individual businesses.

# List of Streets

- Bell Street
- Berry Street
- Bilston Street
- Birch Street
- Blossoms Fold
- Bond Street
- Brewery Road
- Broad Street
- Castle Street
- Castle Yard
- Chapel Ash (Part)
- Cheapside
- Chubb Street
- Church Street
- Clarence Road
- Clarence Street
- Cleveland Street
- Cleveland Court
- Cleveland Passage
- Convent Close
- Corporation Street
- Corn Hill (Part)
- Darlington Street
- Deanery Place
- Dudley Street
- Exchange Street
- Farmers Fold
- Fold Street
- Fryer Street
- Garrick Street
- George Street
- Hampton Walk
- Jack Hayward Way (Southern)
- John's Street
- King Street
- Lich Gates
- Lichfield Passage
- Lichfield Street
- Little Brickkiln Street
- London Place
- Long Street
- Mander Centre
- Market Plaza
- Market Street
- Market Square
- Molineux Street (Part)
- Molineux Alley
- Mitre Fold
- North Street
- Old Bank Chambers
- Old Hall Street
- Paternoster Row
- Peel Street
- Pipers Row
- Pitt Street
- Princes Square
- Princess Alley
- Princess Street
- Queen Square
- Queen Street
- Queens Arcade
- Railway Drive
- Railway Street
- Red Lion Street
- Salop Street
- School Street
- Skinner Street
- Short Street
- Snow Hill
- St Georges Parade
- St John's Arcade
- St John's Square
- St Johns Street
- St Peters Close
- St Peters Square
- St Mary's Arcade
- St Mary's Street
- St Peters Chambers
- St Georges
- Stafford Street (Part)
- Summer Row
- Sun Street (Part)
- Tempest Street
- Temple Street
- Tower Street
- Townwell Fold
- Thornley Street
- Union Street (Part)
- Victoria Fold
- Victoria Passage
- Victoria Square
- Victoria Street
- Victoria Arcade
- Wadham's Fold
- Waterloo Road (Part)
- Westbury Street
- Whealers Fold
- Whitmore Hill
- Whitmore Street
- Woolpack Street
- Woolpack Alley
- Worcester Street
- Wulfrun Centre
- Wulfrun Street



**CITY CENTRE BUSINESSES DECIDE ON WHETHER THE BID CONTINUES FOR A FURTHER 5 YEARS VIA A BUSINESS BALLOT.**

Business will be able to vote in the postal ballot from:



- All eligible businesses will receive a formal notification in the post before the start of the business ballot.
- Every eligible business will have a vote to secure the BID for a further 5 years.

To be successful and to secure a further 5 years of the BID we need to meet two criteria:

(a) The majority of votes cast must be in favour of the BID

(b) The votes cast in favour of the BID must represent the majority of rateable value.

The final BID Business Plan will be sent to every eligible business and will be available online at [enjoywolverhampton.com/bid/bid-3](http://enjoywolverhampton.com/bid/bid-3)

The Enjoy Wolverhampton BID ballot period is 27th September to 24th October 2024

Secure the future of the BID and all the services it delivers – Vote Yes in the BID Ballot 2024.



22nd January 2024	Secretary of State notified of the ballot
23rd May 2024	Notification to City of Wolverhampton Council of the intention to proceed to ballot
10th September 2024	Launch of the BID Business Plan 2025 & Publication of the Notice of Ballot
27th September 2024 – 24th October 2024	Ballot Period
24th October 2024 (5pm)	Last Day of Ballot
25th October 2024	Ballot Result Announcement



*"It is my belief that supporting BID within the City of Wolverhampton is crucial for growth and vitality of our city centre. As someone that is involved in the football industry, I see firsthand how collaboration and strategic development can transform the entire City. The BID initiative has the teamwork and dedication needed to help drive economic growth, enhance public spaces and create a vibrant environment for both businesses and visitors to Wolverhampton. By supporting Wolverhampton BID it allows us to invest in our community's future, fostering a thriving atmosphere that benefits us all – much like how a successful team uplifts its fans and City."*

**Kevin Kay, Head of Ancillary Sales, Wolverhampton Wanderers FC**

**ENJOY WOLVERHAMPTON BID EXISTS WITHIN A FIXED FIVE YEAR TERM. THE CURRENT BID TERM ENDS ON 31ST MARCH 2025.**

In the event of a NO vote the services delivered by the BID and set out within this business plan would not be delivered.

- No** City Ambassador Team
- No** CCTV surveillance in the city centre
- No** Night Guardian service to support a safe and welcoming evening and night-time economy
- No** BID Excellence Awards to showcase our amazing city centre businesses and their workforce.
- No** dedicated Enjoy Wolverhampton Website
- No** Enjoy Wolverhampton social media
- No** marketing campaigns directly drawing people to the city centre
- No** dedicated team representing the voice of Wolverhampton City centre and its businesses.
- No** managed Radio Link
- No** Business Crime Reduction Partnership to tackle crime and reduce anti-social behaviour
- No** dedicated BID team – working directly on behalf of city centre businesses
- No** team securing savings for businesses on their overheads
- No** additional street cleaning and graffiti removal
- No** additional city dressing
- No** Enjoy Wolverhampton Gift Card to support spend in the city centre
- No** festive streetlights across 10 additional streets
- No** support for Pubwatch and Business and Retailer forums
- No** team dedicate to sourcing additional investment solely for the city centre
- No** annual programme of events to attract families and visitors to the city centre
- Reduced** Late Night Safe Haven service



# Vote Yes for Enjoy Wolverhampton BID

"As a Director of Thornes Solicitors, it is vitally important to me that the City continues to thrive and grow. We want all of our employees and clients to feel safe in the City and for those who are local, that they want to come and spend free time enjoying what is on offer.

Thornes has been in the City for over 150 years and our continued success is bolstered by all that the BID do to support businesses and also to make Wolverhampton a place people want to visit."

Alison Westwood, Solicitor & Director, Thornes Solicitors



"Being a BID board member affords me the opportunity to use my knowledge and experience to support the work that is already taking place across the city centre. I am passionate about working with other board members to ensure the city is vibrant whilst feeling safe for those who live, work and visit".

Inspector Sophie Clement, West Midlands Police

"The reason why I am voting yes for BID 3 is because they have supported us, put things online for us and the BID does help Wolverhampton city centre."

Kathy Rowe, Crested School Wear Wulfrun Centre



Lauren Jones  
Krispy Kreme



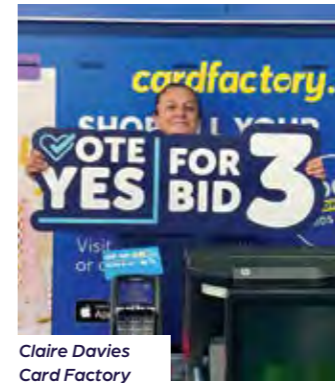
Ashley Barker  
Estilo



Govi Randhawa  
Little Italy



Jayden Patindar  
Vape Factorie



Claire Davies  
Card Factory



Rosa Dawar  
Café Rosa

"I support the BID. They bring the safety aspects of the city together. The City Ambassadors are always friendly and helpful with smiling faces. Anything they can help you with they always will."

Steve Murphy, Slug & Lettuce

"I think the City Ambassadors are fantastic. I really appreciate the work they do, they bring greatness back to the Mander Centre, we need to keep going."

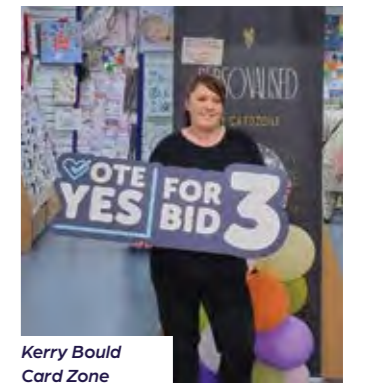
Rob Morgan, Store Manager B&M.



Caty Jones  
KTeas Cakes



Paula Abdelaal  
Café Royale



Kerry Bould  
Card Zone



Steve Murphy  
Slug & Lettuce



Wayne Horton & Paulina Kaczmarek  
Framers Gallery



Katie Cornfield, Laura Burden,  
Caden Bowen & Lillia - Nando's

"We are happy to support BID Term 3, mainly for our lovely Ambassadors who show their presence in the Mander Centre and in our store. They have been really helpful this year especially with our events, sharing information and doing marketing for us."

T H Baker, Mander Centre.

"I vote yes because the Ambassadors are great for our company with promoting our business and supporting all aspects of our business. We wouldn't be here without them."

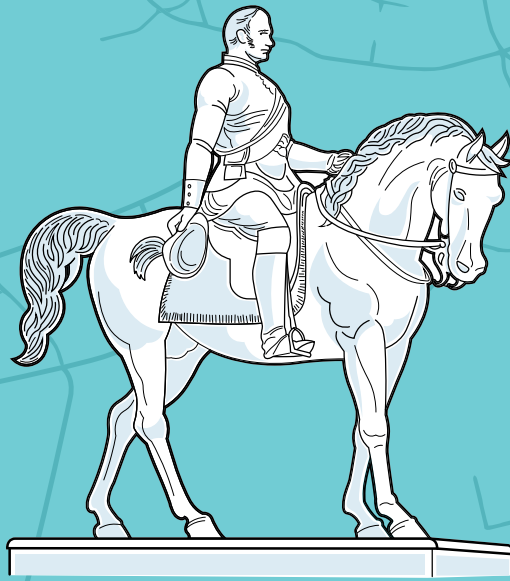
Dale Ebbans, Max Spielman



Dale Ebbans  
Max Spielmann

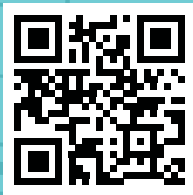


John Lavell  
Waterstones



*enjoy*  
wolverhampton  
Business Improvement District

**A welcoming, vibrant and thriving city centre.  
A place to live, work and enjoy.**



For more information please contact the BID at [cherry@wolverhamptonbid.co.uk](mailto:cherry@wolverhamptonbid.co.uk) or call the BID Team on 01902 710903

Wolverhampton BID Company Ltd, Suite 1, Stafford Court, 176 – 178 Stafford Street, Wolverhampton, WV1 1NA