

CITY CENTRE RECOVERY PLAN



Wolverhampton BID has remained active during the Coronavirus pandemic and continues to support the city centre, acting quickly to aid swift recovery and adapt to new challenges in the full reopening of the city centre. This recovery plan sets out our activities at all stages of the pandemic and looks forward to Wolverhampton BID's activities in reaching our 'New Normal'

Early Interventions (March-June)

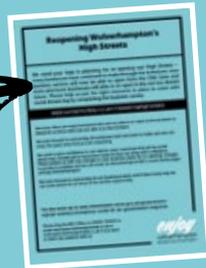
During the first stages of the pandemic whilst all but essential businesses were trading, we were busy doing what we can to support the city centre and its businesses.



CCTV Surveillance: During lockdown CCTV surveillance was maintained ensuring security of City Centre premises.

Maintaining Comms: Actively maintaining communications via the radio link for essential businesses that remained open through the lockdown and maintaining a strong dialogue with City Centre Police teams.

Keeping Businesses Up to Date - Regular and timely mailshots and website updates for BID businesses to ensure awareness of available grants, funding and other Coronavirus business support measures from the Government and City of Wolverhampton Council.



Ensuring Grants Reach BID Businesses - Supporting the City Council by providing business contacts to help the swift distribution of grants to businesses whilst in lockdown.

Campaign for Increased Business Support - Contacting MPs and campaigning to encourage changes to constrained business support measures.

Saving Businesses on their Overheads - Finding savings on business overheads through the Enjoy Wolverhampton BID Business Savings Scheme.

Maintaining Audience Engagement - maintaining a positive social media presence and continued engagement for Wolverhampton City Centre's audience whilst most businesses were closed.



Getting Business Online whilst in lockdown We created a simple guide for businesses to maximise Facebook communications with customers.

Supporting Emergency Homeless Accommodation - Alongside key organisations we have supported the partnership approach that provided emergency homeless accommodation during the lockdown.

Securing Support for those in Need - Securing donations via the Alternative Giving CIO campaign to assist homeless and vulnerable individuals - over £5,750 received via public and business donations.



Re-Opening the City (June-August)

When the government loosened the restrictions and re-opened certain business sectors we have been on hand:

Warm Welcome Back - Supporting the re-opening of the high street and hospitality sectors. Assisting businesses adapting to the social distancing measures and new guidance.

Bringing customer confidence - Our City Ambassadors deliver a warm 'welcome back' to our visitors, providing reassurance to customers during the introduction of safe distancing measures and provide up to date information for customers as businesses re-open and adapt.

Online Customer Confidence - Providing up to date business openings, offers, news and awareness via Enjoy Wolverhampton Facebook page - supporting customer confidence as the city reopens.

Getting the Message Out - Embracing all opportunities for positive press for the city - via Global radio - BBC radio WM & Express & Star.

Promoting to a Wide Audience - Promoting your business to a wider audience via Enjoy Wolverhampton Social Media Channels.

Supporting 'Shop Local' - Promoting the 'Shop Local' message to support trade in the city centre - 'New Normal' - shop local campaign



Adapting our 2020 Seasonal Events - We are now looking at events we can safely deliver to build customer confidence - including the current Monster Hero Safari - July 18th throughout the summer.



Bringing a Brighter Future (August Onwards)

We are adapting our activities and like all of our city centre businesses have embraced the changes the pandemic has brought. In planning for our full recovery our key immediate activities are:

Online Trading Platform - Investigating online trading opportunities to give city centre businesses an online presence that complements but doesn't detract from attracting footfall and trade into our city centre. It will allow for a flexible trading position in the event of any 'local lockdown' or 'second wave'.

Support Spend in the City Centre - Honour all unspent funds on the Enjoy Wolverhampton City Centre Gift Card extending balances for a further year to make sure funds reach our city centre businesses.



British Arts Show 9 - Support the event planned for March 2021 and look to deliver a fringe event that attracts footfall throughout the city centre.

Deliver an Enhanced 2021 Events Programme - increasing footfall through a bigger than ever events programme for 2021.

Securing Investment in the City - Wolverhampton BID has been and remains a key partner in supporting all future regeneration opportunities. We have supported the City Council's bid for £25million through the Future High Street Fund in June 2020 and the bid for over £25million through the Town's Deal in July 2020.

A Key Business Contact - Continue to be a key contact in providing updates, key information, points of contacts and having an in-depth knowledge of city centre issues, supporting wherever we can to help get back to business.

We know this is an incredibly difficult time for all businesses. If there is any way we can assist please don't hesitate to let us know via your City Ambassador or via email to cherry@wolverhamptonbid.co.uk

www.enjoywolverhampton.com

