

Introduction

It's been another busy year for the BID Team, looking back it's amazing to see what we have packed into our first 3 years and we are excited about the new initiatives we are bringing to the city centre.

Our City Ambassadors go from strength to strength and continue to be the glue that keeps our city together, keeping businesses informed of city happenings and making sure we are responsive to business needs.

Highlights from our third year include:

Our brightest Christmas yet with festive lights on the highest number of streets we have seen in a long while.

Our second annual WIRE Awards celebration of Independent Retail Excellence was such a massive success. We announced more award-winning businesses, promoted the fantastic independent sector we have in the city centre and recognised and celebrated the dedication it takes to make a successful independent business.

We brought our Seaside in the City event one step closer to the real deal with our huge city centre beach and are looking forward to the beach being installed over two days in September, attracting thousands to be beside our city seaside.

STATEMENT FROM THE CHAIRMAN

Haven't they done well? I hope you agree, the BID team have exceeded their own expectations delivering over and above during a difficult period which saw their income down, and the itinerary up.

We are well into our third year and the team know they will be asking you the BID payers to vote them in for a second term in 2020 and you won't do that if you're not pleased with what they have done with your money to bring more people into the city to spend in your shops and support a cleaner, safer and more welcoming city.

The biggest news is perhaps the Wolverhampton Gift Card is close to being launched. People will be able to buy a card from various sources, that can only be spent in the City. This has proved successful in other Cities and countries for that matter.

We are continuing to work hard in our city centre with an ever-changing retail environment to attract footfall, entice customers by showcasing your businesses, making our city a more attractive place to visit and one in which people feel safe and welcomed.

We continue to work closely with the Police to tackle business crime and anti-social behaviour to assist successful trade in the city centre.

Our Alternative Giving Campaign supports city centre agencies working towards long term solutions to homelessness in our own city centre.

We are now looking forward to supporting increased spend in the city by launching Wolverhampton City Centre's very own Gift Card – keeping spend in the city centre and promoting your businesses.

The BID Team are always open to hearing how we can support our city centre to thrive.

Cherry Shine | Wolverhampton BID Director

Rounding up over the last 12 months, you will hopefully have loved the Christmas lights which reached every corner of the City and included the Exchange Street Canopy, in all over £66,000 was spent on this festive lighting and when the snow came the conversion was magical with Wolverhampton looking more Alpine, than Urban. 100 CCTV cameras are being watched by our very own BID CCTV operator, helping reduce anti-social behaviour, WIRE Awards celebrating the unique businesses we have, the tireless work of the Ambassadors and the office, all bottom line benefits to the City.



With Wolves in the Premier League, and all the investment, the future is looking bright!

John Henn | Wolverhampton BID Chairman & Independent Business Owner - T.A. Henn

"The Wolverhampton BID team have made and continue to make every effort to improve the City and its perception with the customers. From jetwashing of paved areas, to the popular WIRE awards and the recent introduction of a City Gift Card. The annual free summer music show is always a great day and evening enjoyed by all who attend."

- Colin Quinton | Wulfrun Centre Manager



The BID Team



CHERRY SHINE | BID DIRECTOR

I'm sure you'll recognise one or all of us from the BID team – Cherry oversees and directs all the work of the BID and reports directly to the Board, she is supported by Shaun and Lucy who both have different specialisms.



LUCY BICKLEY | BID PROJECT COORDINATOR

Lucy works heavily with partners on the City Tasking group, works with agencies to support city homelessness, ensures our city is responsive to incidences of Antisocial behaviour, delivers the Alternative Giving Campaign, manages the radio link scheme and organises the promotional activities in the city, just to mention a few of the projects. Lucy also manages the Business Crime Partnership, working closely with the police and the CCTV operator.



SHAUN BOYCE | BID PROJECT MANAGER

Shaun is line manager for our City Ambassador Team and works across all projects especially events, vacant unit dressing, cleansing, and manages our social media. Shaun also manages the day to day running of the office and co-ordinates events such as our Big City Clean, Pub of the Month and Fab Fridays offers.



Safe, Clean and Welcoming



CITY AMBASSADORS

Heidi, Jo, Mick, Sally and Wendy are familiar faces not only to you as business owners but to all city centre visitors. Visiting on a regular basis over the course of this year our Ambassadors have made over 4500 businesses visits, keeping you involved and aware of promotions, events, social media campaigns and city developments.

This year our team have had First Aid refresher training, training on CPR, using defibrillators and their locations in the city centre, bespoke training from West Midlands Fire Service to assist with 'street first aid', Dementia awareness training provided by FBC Manby Bowdler and training on Project Griffin – Counter Terrorism Awareness. We have a strong team of Ambassadors who meet thousands of people, some of whom need assistance in finding their way around the city and our team are there to help everyone feel safe and welcomed to our city centre.

Our Ambassadors are the eyes and ears of the City Centre and work incredibly closely with our CCTV Operator, they understand how the city operates and assist in providing much needed intelligence to the West Midland Police to tackle business crime, shop lifting and anti-social behaviour which has to date resulted in the issuing of 13 Criminal Behaviour Orders to our most anti-social individuals. We know there is much more work to be done but without our City Ambassadors and CCTV surveillance we would have much more to tackle.



CCTV

Our new CCTV officer brings vast experience from the Bullring and Grand Central security team to enhance how we record intelligence gathered from over 100 cameras across the city centre.

The information and intelligence gathered directly from our surveillance has resulted in the police obtaining information used to pursue shoplifters, provide necessary intelligence to the police on anti-social behaviour in the city giving the police the power to progress Criminal Behaviour Orders through the courts.



Merrill, our fully trained SIA CCTV operative with his eyes on the city and the direct communications to our City Ambassador team on the city streets we are a fully responsive team to report ASB, criminal activity and support the management and operations of our busy city centre.

"Our work as a city centre policing team is enhanced by the work of the BID which has become integral to our work in achieving a safe and welcoming visitor/trading environment.

The Ambassadors link in with the officers on a daily basis and provide additional eyes and ears, most notable through the positive use of CCTV in the city centre. The Late-Night Safe Haven and Derbyshire Light Medical First Aid team frees officer's time to enable them to be more proactive, while our key West Midlands Police /BID Business Crime Partnership ensures businesses have a say in shaping the policing priorities for the city centre."

- Inspector Sarah Thomas-West – West Midlands Police



ALTERNATIVE GIVING CAMPAIGN



Originally launched in October 2016 we have now raised over £11,000 through our 19 donation points. 100% of the public's kind donations are given directly to P3 Navigator, St Georges Hub and Wolverhampton Street Pastors. P3 use their funding to support the running of their breakfast club enabling the homeless to attend and find support for long term solutions to street homelessness. Funding is also used to provide overnight accommodation for those most in need. With the funds being split 3 ways, we are also able to support the great work that is undertaken by our Street Pastor volunteers by providing them with much needed resources and radio link handsets for their safety and operations in the night time.

During Christmas 2017 several businesses approached us to support our campaign further with donations and offers of volunteer time. We are now setting up a formal charity 'Alternative Giving - Business Supporting Wolverhampton's Homeless'. We have sought support to publicise our campaign from the West Midlands Combined Authority and are looking for trustees to form a representative board to oversee the work of this charity to capture and coordinate the goodwill of businesses across our city to support long term solutions to homelessness.



WOOLPACK STREET GATES

We're so pleased to see the large metal gates installed at Woolpack Street enabling the unsightly waste bins to be screened and stored off street. The BID gained planning approval in February and the gates have been fabricated locally and installed to enhance this busy street connecting Dudley Street and the Mander Centre.

Working in partnership with the Mander Centre (land owners) and Wolverhampton City Council (Environmental services team) we have jointly funded the gates and McDonalds, Schuh and Select on Dudley Street are able to keep waste bins in a managed fashion off the roadway and out of sight. The BID will continue to assist with the management of the space ensuring that the street is kept free from unsightly waste bins and smells.

CHRISTMAS LIGHTS



It was a bright Christmas 2017 with the total amount of money invested by the BID in Christmas lights being £66,241. This included sparkling street displays with our stunning tree and star lights along Stafford Street, School Street, Darlington Street, Snow Hill, Cleveland Street, Lichfield Street, Garrick Street and Victoria Street. We have brightened up city streets which haven't had Christmas lights for years.

Our investment creates a welcoming festive feel, provides a safer environment with brighter streets for people enjoying the bars, clubs and restaurants on the darker nights. Our stunning canopy of lights installed in Exchange Street creates an ambient atmosphere Queen Square all year round.

LATE NIGHT SAFE HAVEN

Running throughout the year the 'Late Night Safe Haven' is recognised as the 'City's Evening Safe Space' which offers a safe and friendly place to visit on a night out in Wolverhampton, 32 of the 40 nights the service runs are funded by the BID. In April 2017 we contracted with Derbyshire Light Medical (DLM) to provide first aid for minor ailments and injuries on site in the info-stop on Victoria Street, which reduces pressure on the local Hospitals and NHS provision.

In August 2017, whilst maintaining first aid provision at the Safe Haven the team also took to the streets to meet with door staff at venues across the city and build a stronger relationship with the police on patrol. This has had a massive positive change to the way people use the service. The first aid team now undertake a 'drive around' to identify and manage medical and welfare issues before they escalate.

SINCE 2017 THE LATE NIGHT FIRST AID TEAM HAVE:

- Treated 51 people with minor injuries since April 2017 saving them from requiring further treatment at A&E.
- Taken 11 people requiring treatment directly to A&E.
- Advised A&E on circumstances resulting in swifter treatment and reducing the impact of the evening economy on our Local NHS provision.
- Provided First Aid for minor ailments on site, potentially saving the local NHS £42,754.
- Advised individuals on appropriate after care and cancelled ambulances that were no longer required.

"We're delighted to have the support of the City Centre BID to enhance and enable Wolverhampton Street Pastors to be positive and proactive on the city streets. By equipping with both the Radio Link connection and The Safe Haven with their Medical Support Team, we're assured that visitors are in a safe and caring environment."

- Ray Morris, Chairman, & Matt Wragg, Coordinator, Wolverhampton Street Pastors.

Marketing, Promotions & Events



WOLVERHAMPTON CITY CENTRE GIFT CARD



Launching a little later than anticipated we have been working hard to design the card and its promotional material, implement the Mastercard system, the website is ready to go, and we are now have over 100 city centre businesses signed up to accept the card as a form of payment in their business.

The businesses signed up are a fantastic mix of large and small retailers, national chains and independents, restaurants, cafés, bars and clubs, venues, attractions and services. This affords a gift card with great flexibility and a strong unique selling point as well as supporting spend in the city centre.

We are developing exciting plans with Signal 107 to launch the card and will be promoting the card to the public and are hoping to tap into the employee reward market. We will be promoting the card heavily at all our events, especially in the build up to Christmas. We have few businesses in the city keen to be sales points for the gift card, which will assist in supporting their footfall and hope to develop the scheme to make it an even more attractive option for gifting by adding value through promotional activities.

On average people that redeem the gift cards spend 30 % to 35% more than the value of the card meaning more money for your business. We hope this translates into more money in your tills and look forward to signing up more businesses to accept the card.



GETTING OUR MESSAGE OUT

Using our Enjoy Wolverhampton Facebook page we promote city centre events, your business promotions and offers to attract the widest audience, here are just some of our facts and figures:

- Our Enjoy Wolverhampton Live 2017 event reached over 140,000 people via Facebook in our 2-month pre-event campaign.
- Our Enjoy Wolverhampton Live video for 2017 was viewed by 22,000 people and showcases our city as the vibrant city it is.
- Our monthly reach via general social media in January 2018 reached 32,000 and in April 2018 this grew to 68,932.
- Working with Signal 107, utilising their large video screen we showcased 66 individual businesses to an audience of 14,000 attending the Wolverhampton Bonfire and Fireworks at Wolverhampton Racecourse.
- At our Enjoy Wolverhampton Live event we advertised 51 businesses to an audience of 9000 during the full day event.
- Working jointly with the Mander Centre marketing team over Christmas 2017 we reached an incredible 350,000 people via social media – targeting our campaign and raising awareness of free parking, Christmas offers, products, gift ideas and events.
- Our Enjoy Wolverhampton website now receives on average 1700 hits per month.
- Teaming up with Signal 107 for Christmas 2017 we promoted our Christmas Late Night



shopping and our festive city guide to all Christmas light switch on events across the city reaching 13,000 people.

- We produced, printed and distributed a total of 25,000 Festive City guides across the city.

ENJOY A WINTER WOLVERHAMPTON

SANTA'S WINTER WONDERLAND

Running from 2nd to the 23rd December working jointly with the Mander Centre we created a stunning Winter Wonderland in the Mander centre. With our BID team and Ambassador Elves assisting Santa we greeted over 3000 happy children and their families at Santa's Winter Wonderland. The Winter Wonderland is priced competitively to attract families from visiting competing locations like Merry Hill and Telford.

To add to the festive feel in Queen Square we coordinated numerous festive music concerts from Wolverhampton Brass Band, the Salvation Army and festive choirs to bring festive Joy to the city centre.

CHRISTMAS LIGHT SWITCH ON MARKET

Providing a festive Christmas Market to complement the Christmas Light Switch on event we encouraged people to stay and dwell longer in the city.

"The BID has played an instrumental role in ensuring that retail and leisure of all types and sizes is supported and thrives as part of the city investment programme. We have collaborated on a number of initiatives with the BID including the WIRE awards and Christmas activities and we look forward to continuing collaborating on future initiatives to ensure the city is a place to enjoy shopping and socialising."

- Richard Scharenguivel - Centre Manager - Mander Centre

SEASIDE IN THE CITY

Seaside in the City brings the summer holidays to a close and this year will bring the big city beach to Queen Square for the whole weekend. Attracting over 3000 people to the event last September over one day the amazing weather provided the perfect backdrop to our traditional city centre seaside resort. View our Seaside in the City promotional video at enjoywolverhampton.com which has received 10,000 views on our Facebook page to date and promotes the city in such a positive light.

MACMILLAN

In support of this amazing charity, city centre businesses work together co-ordinated by the BID to bring Macmillan's biggest Coffee Morning to Dudley Street. In September 2017 we worked closely with TCM trailers, Boots, Marks and Spencer's, Madame Clarkes, WILKO's, Yates, Signal 107 and many more to raise over £3000.

FAB FRIDAYS AND PUB OF THE MONTH

Working with licensed venues at Pubwatch we have launched our Fab Fridays and Pub of the Month campaigns. Reaching employees in the city centre each month we showcase your business and its latest promotions. As part of this monthly campaign we have secured free overnight parking at the Broad street car park enabling city employees to enjoy the city without additional parking charges. We are hoping to grow this scheme to reach many more city employers to make sure your business is in the minds of as wide an audience as possible.



FAB FRIDAY'S EVERY MONTH *in Wolverhampton*

The City That Rocks

ENJOY WOLVERHAMPTON LIVE! 2018

The Enjoy Wolverhampton Live event showcases the city as a vibrant place where good things happen. Now in its 3rd year this event starts the summer season with a celebration of live entertainment in the heart of our city. Attracting 9000 people to the family friendly entertainment, local food stalls and bars and our live music concert, this event also provides an opportunity to showcase your business to the city centre audience. This year we used our large display screen to advertise over 50 city centre businesses during the full event enabling us to publicise and raise awareness of your latest offers and promotions to our city centre audience.



enjoy
wolverhampton
Live!



"A great day Enjoy
Wolverhampton...
our family loved it!"

"What a fantastic day out we have had today. From start to finish we arrived at 12 for kiddies and after a bit of shopping and lunch in-between left at 10pm after the live music. Great effort from all. Thank you. Will be back next year. Kids had a blast"

Celebrating Independent Business



WIRE AWARDS

Recognised by Revo – (formally known as British Retail Council) – as an example of best practice and shortlisted for a British BID's Proud Project Award, the WIRE Awards launched for its second year in February 2018. This year's WIRE Awards recognised the amazing hard work and dedication of our city centre's independent businesses and celebrated over 10 award-winning businesses with Blooms scooping the headline award of Independent Retailer of the Year.

Attracting over 140 entries, the quality exceeded our expectations and the judges found it hard to decide their category winners due to the amazing dedication and hard work all the businesses demonstrated.

In partnership with Signal 107 we publicised 27 WIRE shortlisted businesses who received a total of 4,237 public votes for the People's Favourite Business Award.

John Henn, Chair of Wolverhampton BID said: "A city is judged by - amongst other things - its independent businesses. In its second year the WIRE awards continued to uncover our city centre's diverse variety of stores not found anywhere else in the country. Run by determined, committed owners and staffed by Wolverhampton's finest, WIRE Awards offers an opportunity to promote and support your business."



Accessibility & Parking



MORE FREE CHRISTMAS PARKING



During Christmas 2017 Wolverhampton BID requested that the Council extended the offer of free parking resulting in 11 days free parking after 2pm at School Street & Market Car Park & Sunday parking at a reduced rate of £2 all day through December.

To complement the additional free parking secured from the Council the BID worked in partnership with NCP to provide free all-day Sunday parking delivered by Wolverhampton BID at NCP Wulfrun Centre throughout all Sundays in December 2017.

FREE OVERNIGHT PARKING

As a key priority for the Pubwatch group we have secured from the City Council free overnight parking at Broad Street car park for city centre employees staying to enjoy the evening economy after work on the first Friday of each month.

WAYFINDING & CITY MAPS



Helping people find their way around our city centre and showcasing that our city is walkable with all shops and services within easy reach is essential. We have updated the city centre maps and positioned them in 10 locations at key points in the city centre. The maps combined with our City Ambassadors providing a personal service for people needing help finding their way around we are making sure our city is accessible.

BID BUSINESS PARKING TARIFF

Through our close work with NCP we can continue to offer City Centre businesses reduced parking costs. To date over 40 businesses are signed up to the scheme which provides cheap rate employee parking at the NCP Wulfrun Centre Car park for over 300 city centre staff, doubling the number of employees taking advantage of this offer in just a year. This saving equates to an employee saving up to £2 per day on parking and making it a more attractive place to work.



Business Support



BUSINESS SAVINGS SCHEME

The BID's saving scheme enables us to use our collective purchasing powers to secure preferential rates on utilities, telecoms and merchants fees. Most recently our successes have made the most saving on merchant's fees and this year we have identified savings of £133,408.62. These identified savings have resulted in a number of these business securing actual total savings of £76,095.14.

RECENT EXAMPLES OF REALISED SAVINGS ARE:



CHALLENGE THE BID TEAM...
TO FIND SAVINGS FOR YOUR BUSINESS CALL 01902 710903

BUSINESS VOICE

The BID team provide a representative voice for the city centre. We are here to ensure that the city centre priorities are at the forefront of the conversation with the City of Wolverhampton Council, key business groups and in discussions with stakeholder organisations.

Our team coordinates the City Tasking group, attend the city marketing group, has representation at the Economic Growth Board, Queen Street Townscape Heritage Partnership, Connected Spaces group and facilitate the city Pubwatch meetings.

We have been working with the Midland Metro Alliance to make sure that businesses are informed of the scale of the works being undertaken to bring the metro line along Pipers Row resulting in consultation efforts being extended and enhanced business dialogue as the scheme progresses.

PUBWATCH



National Pubwatch Regional Representative Trevor Pepper recently attended Wolverhampton Pubwatch and presented Lucy Armstrong with a star award for her support and guidance to Wolverhampton Pubwatch. Lucy has worked with the scheme for over 10 years and provides guidance and administrative support to the group. She has arranged guest speakers, training events and ensures the evening economy gets support from the BID. Lucy is a regular attender of the NPW Conference taking good practice ideas back to Wolverhampton.



Trevor Pepper said "I have known Lucy a long time she works hard promoting Wolverhampton. She has been instrumental in keeping the Pubwatch going with fresh ideas and updating the scheme with good practice. With her role as BID Project Coordinator she ensures Wolverhampton Pubwatch has a voice on the BID and supports the group at every opportunity."

Shaun Keasey, Chair of Wolverhampton Pubwatch said, "Lucy is always pushing us to keep going forward with our scheme and her support is crucial in giving us a voice in the Wolverhampton community."



The Year Ahead

21

WOLVERHAMPTON CITY CENTRE GIFT CARD

2018-2019 sees an exciting year ahead where we will be working hard to make the City Centre Gift Card a success, maximising card sales to the public and through employee rewards schemes to support local spend in the city. With over 100 businesses signed up to accept the gift card we will be working closely with businesses to offer incentives to gift card holders to maximise its potential to support spend in the city and add to the positive experience of visiting Wolverhampton City Centre.

LOYALTY

We will be developing our loyalty schemes and working to extend the reach of our Fab Friday and Pub on the Month promotions to a wider network of city employees.

BUSINESS CRIME PARTNERSHIP - RELAUNCH

To assist with a safe and welcoming city we will be launching a new city centre app 'DISC' which is an easy to use mobile phone App that will enable us to share information and intelligence. With an easy to use, GDPR compliant system that is accessible to businesses and security officers we will be more easily able to share images, report incidents of crime and Anti-social behaviour, be more responsive to issues including the circulation of fake bank notes, shop thefts and keep businesses up to date in a more efficient manner.



To better understand the impact and reality of business crime and its effects in the city centre we have teamed up with our local policing team to develop a business crime survey. We will be asking businesses to complete this survey to assist in providing a true picture of the impact of crime and antisocial behaviour and will be working with the police to tailor our services to support city centre businesses.

MAINTAINING STANDARDS

The BID team will continue to monitor the city centre making sure our streets are clean, bus stops and phone boxes are maintained and attractive and report any concerns of flyposting or graffiti to the appropriate organisation if standards of cleanliness deteriorate.

We will continue to assist the City of Wolverhampton Council in managing the Busking code to ensure businesses are not detrimentally affected by performers and will assist in encouraging our better-quality buskers to visit regularly.

We will also continue to provide our additional street cleansing, hot washing and jet washing of our hotspot areas and will be encouraging more businesses to get involved in this year's Big City Clean in October.

ALTERNATIVE GIVING CAMPAIGN – FROM STRENGTH TO STRENGTH

Having already raised over £11,000 from our donation points we will be developing the charity arm of the business campaign 'Business Supporting Wolverhampton's Homeless' to attract funding and volunteer time through business's Corporate Social Responsibility. We are developing a new website which will enable donations to be more easily received and will aid in coordinating our business community's and voluntary organisations efforts to support long term assistance for homelessness in our city centre.



SEASIDE IN THE CITY – 2 DAY EVENT

Following the massive success of our Big City Beach in September 2017 we have now extended this event to a weekend of fun. With traditional seaside fun and games, circus skills workshops, punch and Judy, surf board simulator at our Saturday event and Harry Jones fun fair and free face painting on Sunday we hope the sunshine doesn't let us down and that we attract families to enjoy Seaside in the City.



PREMIERSHIP CITY

We want to help businesses make the most of Wolverhampton Wanderers move to the Premiership and will be offering free social media workshops to our independent businesses to help make the most of the spot light that is being shone on our city. We will also be providing some marketing tools to aid businesses in getting their premiership offers and promotions to a wider audience.

PREPARATION FOR BID TERM 2

We are fast approaching our renewal ballot and will be putting in place plans to consult closely with businesses on how the BID in its second term can develop and progress to support our city centre further.



The Year Ahead



OUR THIRD YEAR – 2017-18

The total BID levy income due to the Wolverhampton BID Company in 2017-18 was expected to be £506,550. During the year this dropped to £469,172 as a direct result of the changes to Rateable Values resulting from the 2017 Rates Revaluation. The BID team have been able to manage the reduced income effectively and have continued to deliver the full range of services, adjusting marketing activities and realising savings in events whilst maximising sponsorship opportunities.

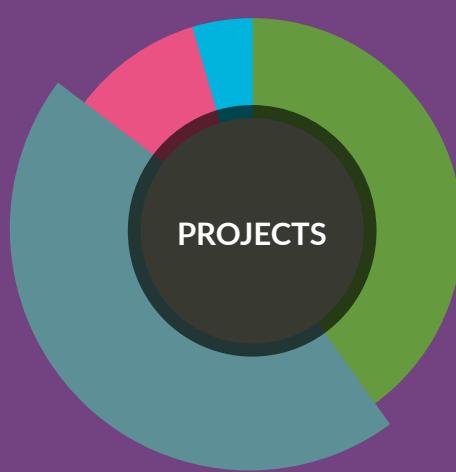
The BID levy was supplemented by an additional income of £95,380 which is received from delivering the Radio link scheme and managing city centre promotional activities. We also secured a further £11,250 in sponsorship towards delivering the WIRE Awards programme from a wide range of partners and a great deal of in kind support from city stakeholders towards the running of the Alternative Giving Campaign – from room hire and marketing support.

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

- **A Clean, Safe and Welcoming City;** Projects delivered under this objective include: Our 5 strong City Ambassador Team, City Centre CCTV Public Surveillance, Late Night Safe Haven, Street Cleansing, Vacant unit dressing, our Alternative Giving Campaign and the work of the City Centre Business Crime Partnership.
- **Marketing, Promotions and Events;** Activities include: Seasonal events such as Enjoy Wolverhampton Live, Easter activities, Seaside in the City and Christmas Winter Wonderland, WIRE Awards, social media campaigns, loyalty schemes and Midlands wide marketing campaigns.
- **Accessibility and Parking;** Including - Reducing the cost of shopper's parking tariffs with NCP, reduced cost BID Business Employee Parking and Seasonal Parking initiatives, Wayfinding and City Centre maps.
- **Business Support;** Including- Saving businesses money on their overheads including Merchants Fees, Telecoms and Utilities costs and providing a business voice.

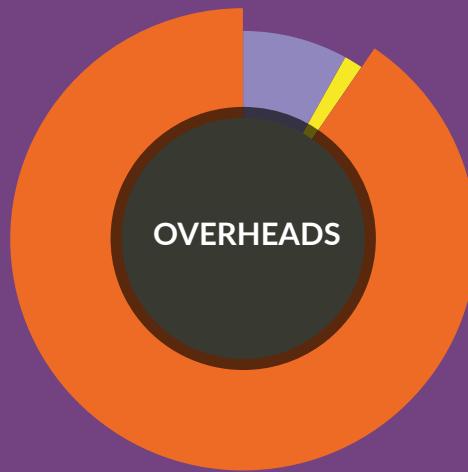
THE YEAR AHEAD – 2018-19

Looking towards our year 4 budget, the levy due to be received in 2018-19 is currently estimated at £496,450. Taking into consideration the fall in levy during the previous year we are budgeting our projects and services at a reduced income of £436,450. The total amount of expenditure is forecast to be £521,450 with the balance being met from additional income sources including promotional activities and sponsorship to the anticipated value of £85,000.



Our project budget of £382,686 is spent across our 4 priorities as set out below:

Marketing & Promotions £172,900	Business Support £17,382	Staffing and Overheads £125,390
Clean, Safe & Welcoming £153,272	Accessibility & Parking £39,132	Contingency £2000
		Levy Collection Costs £11,200

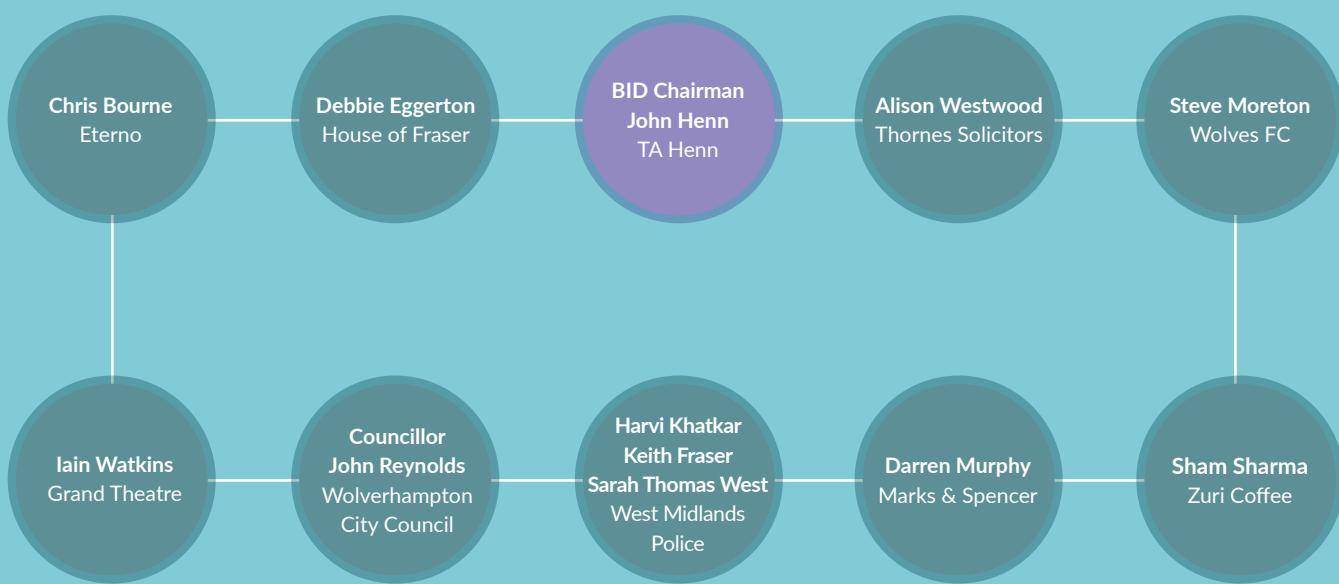


The BID Board of Directors



There have been lots of changes with Board membership as some of our representatives have left the city. We would like to thank Sue Winmill at NCP for helping us to achieve a more accessible city with NCP shopper tariffs and supporting all our projects, Lal Chand from WILKO's for his support over the 4 years he has been involved in the BID, for Superintendent Keith Fraser's hard work in supporting a safer city and for Fay Slater's involvement representing the licenced venues.

Our Board remains a representative group of businesses, with large multinational brands, independent businesses, across retail, services, entertainment and with small and large employers - but we all share one passion – **the success of Wolverhampton City Centre.**



Final Words

Looking forward to our 4th year our Board of Directors, BID team and City Ambassadors strive to provide a varied and cross cutting range of projects and initiatives. All our hard work goes towards making improvements to our city centre, in a challenging retail environment and throughout every project we are developing the BID's and the City's identity and making sure at every opportunity the city is in the mind of people as a vibrant, thriving and changing city and we embrace our city's bright future.

We look forward to another bright Christmas with the continued investment in our city centre festive lights, the development of our events programme and continue to be a responsive voice for businesses. Our City Ambassadors will be dedicated to making sure your business is aware of the operations of the city centre, our promotional activities

to make sure your business reaches its widest audience and making sure that we support business through keeping spend in the city centre via the Gift Card.

Make the most of all the services we offer, challenge us to save you money, find out how we can promote your business and find out more about the BID and our events at www.enjoywolverhampton.com

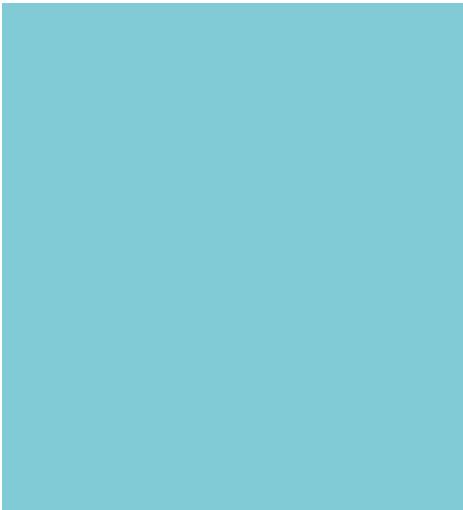
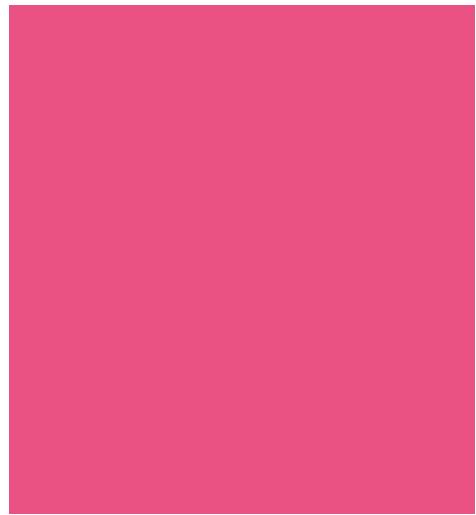
A large, stylized, lowercase word "enjoy" in white, positioned at the bottom right of the page. It is part of a larger graphic element that includes a purple speech bubble containing the word "enjoy" and a purple checkmark.



"The Zaks team were excited to be involved in the WIRE Awards and winning the Excellence in Team Development award was the icing on the cake. The award celebrations were a great night and a true recognition of the work it takes to run a successful independent business. The City Ambassador team keep us up to date with everything that is happening in the city centre and we get involved in events and promotions that support our business. We are looking forward to the launch of the City Centre Gift Card and being a part of this scheme to support more spend in the city."

- Gary Edge, Zaks Hairdressers





enjoywolverhampton.com

Bringing businesses and communities together
for a vibrant and prosperous Wolverhampton



enjoy
wolverhampton

Wolverhampton BID Company Limited, 176 – 178 Stafford Street, Wolverhampton, WV1 1NA
Tel: +44 (0) 1902 710903 Email: info@wolverhamptonbid.co.uk

EnjoyWolverhampton @EnjoyWolvesCity

B
BritishBIDs

Wolverhampton BID Company
is a member of British BIDs

